



**Your Comprehensive
Survey Services Source**

Capabilities Brochure

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OVERVIEW

History

Essex 3 began in 1987 by providing survey tabulation for the market research community. Over the years, we have greatly expanded the services we offer in order to meet the needs of our customers. These customers have included many large and small research firms, advertising agencies, manufacturing companies, non-profit organizations, communications companies, financial institutions, and health care organizations. Many of our projects are for *Fortune 500* companies. We have earned a reputation for fast, accurate, flexible results at a very competitive price.

We have continuously updated our technology, products, and services with the goal of providing exceptional results for our customers. In the future, we look forward to the challenges and new opportunities of an ever-changing industry.

Summary Of Our Services

You can choose one or more of the following services.

Reporting Services

- ◆ Custom Cross-Tabulations
- ◆ Customized Reports
- ◆ Statistical Analysis
- ◆ Multilingual Questionnaires and Reports
- ◆ Specialty 360° Feedback Surveys
- ◆ Additional Services

Survey Services

- ◆ Database Management
- ◆ Web Surveys
- ◆ Mail Surveys
- ◆ Data Entry
- ◆ Coding/Verbatim Comments

Why Choose Essex 3

- Customer Service* - Our goal is to provide you with accurate, timely results that surpass your expectations. An experienced, detail oriented project manager will work with you one-on-one to keep you up-to-date on all aspects of your project's progress and address any questions or concerns that you may have.
- Versatility* - "If you can describe it, we can do it." We can create any type of survey for projects of virtually any size, handle incoming data in any format, perform all needed data manipulation, and produce any report of which you can conceive. With thousands of successfully completed projects, we have confidence in this claim.
- Price* - We provide the highest quality service at a very competitive price.

SURVEY DEPLOYMENT

You can use one or more of the following survey methods. We can easily combine the data from multiple methods into one data set with overall crosstabs and/or reports. See the data entry or database management pages if you already have questionnaires or data.

Mail Surveys

We can print and/or distribute any number of paper questionnaires. You can have us customize your questionnaires to include items such as respondent number, sales rep name, market, or any other information necessary. We will then collect the questionnaires by one or more of several methods, such as business reply mail, regular mail, or even fax. Alternatively, if you wish to collect them, you can bulk ship them to us from time to time.

As the questionnaires come in each day we will track, code and key them. When the time comes to cutoff the survey, we can quickly code/key the last questionnaires and start on reporting your results.

Phone/In Person Surveys

We work with many field houses. Give us your questionnaire and requirements, and we will take care of making sure the quotas are filled and that the fieldwork is done on time and within budget.

Web Surveys

Our custom web surveys are convenient, cost-effective, and very flexible. Each is custom designed to meet your exact requirements. Implementing your questionnaire will usually take no more than a few days. Once in the field, we will provide you with a link to real time response rates, and, if needed, we can also provide a link to real time results.

For your sample, you can send us a list of e-mail addresses, US mail addresses, place a link to the survey on your website, or we can work with many different companies who maintain lists or panels of respondents. Once your study is underway, we can send e-mail or paper reminder letters. Other communications, such as thank you notes, follow-up letters, or a list of contest winners can also be generated.

Within a web questionnaire, we can handle any type of question, skipping over questions, allowing a respondent to go to previous pages, real time data checking, data piping, individualized questions, participant re-entry, and question order randomization. Our programs are very flexible. If you have a unique situation, we welcome the challenge.

For some samples of what we can do with web surveys, see the examples on the following pages. For an interactive sample, please visit our web site: <http://www.essex3.com>.

Web Surveys: Questionnaire



Theme Park Satisfaction Survey

1. What is your gender? [Single Response Example]

- Male
- Female

2. Do you have children in your household who are 18 years or younger?

- Yes
- No

3. What are the ages of the children in your household? [Multiple Response Example]

- 5 OR YOUNGER
- 6-12
- 13-18

4. Have you visited a theme park in past three years? [Skip Pattern Example]

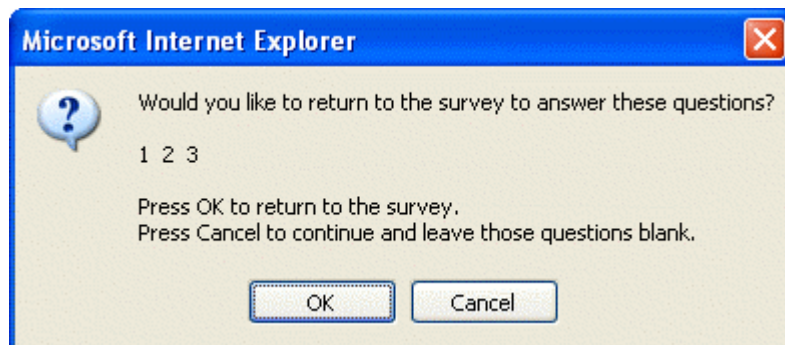
- Yes [Continue]
- No [Terminate]

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Web Surveys: Page Incomplete Notification



Web Surveys: Questionnaire



Theme Park Satisfaction Survey

5. What was the last theme park you visited [Other Specify Example]

- Disney World (Orlando, Florida)
- Disneyland (California)
- Busch Gardens
- Geauga Lake
- SeaWorld
- Kennywood
- Other (Specify)

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Theme Park Satisfaction Survey

6. What was the purpose of your trip to Kennywood? [Text inserted from Q5]

- Family Vacation
- Other (Specify)

7. How many days did you stay at the theme park?

- One
- Two
- Three
- Four
- Five Or More

8. Why did you choose to visit the theme park? [Open end with spell check Example]

[Check Spelling](#)

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Web Surveys: Questionnaire



Theme Park Satisfaction Survey

15. Please rate the importance of the following theme park attributes: [Question Matrix with random attributes]

	Not at All Important			Very Important				Don't Know
	1	2	3	4	5	6	7	
a. An all day admission price for rides and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Family oriented hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Outdoor activities for the whole family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Hotels with a pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Shows and events for adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Within a day's drive from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Family style restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Upscale restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. A one-time admission pass for your length of stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Resort type hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. An a la carte type pricing where you only pay for the activities you want to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Shows and events for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Short lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. What is your age?

- 24 or younger
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

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Web Surveys: Real Time Response Rates



Sample Response Rates by City/Area

	Total				Complete				Incomplete			
	Total	US	UK	Other	Total	US	UK	Other	Total	US	UK	Other
Total Respondents	20629	19325	1297	7	6264	5850	411	3	14365	13475	886	4
	100.00	100.00	100.00	100.00	30.37	30.27	31.69	42.86	69.63	69.73	68.31	57.14
Ashton	40		40		14		14		26		26	
	100.00		100.00		35.00		35.00		65.00		65.00	
Atlanta	1664	1664			588	588			1076	1076		
	100.00	100.00			35.34	35.34			64.66	64.66		
Austin	393	393			73	73			320	320		
	100.00	100.00			18.58	18.58			81.42	81.42		
Berlin	1			1	0			0	1			1
	100.00			100.00	0.00			0.00	100.00			100.00
Birmingham	56		56		18		18		38		38	
	100.00		100.00		32.14		32.14		67.86		67.86	
Blyth Town	64		64		18		18		46		46	
	100.00		100.00		28.13		28.13		71.88		71.88	
Bolton	57		57		22		22		35		35	
	100.00		100.00		38.60		38.60		61.40		61.40	
Chesterfield	120		120		27		27		93		93	
	100.00		100.00		22.50		22.50		77.50		77.50	
Cornwall Coast	26		26		7		7		19		19	
	100.00		100.00		26.92		26.92		73.08		73.08	
Crawley	38		38		11		11		27		27	
	100.00		100.00		28.95		28.95		71.05		71.05	
Doncaster	130		130		26		26		104		104	
	100.00		100.00		20.00		20.00		80.00		80.00	
Dorset	34		34		12		12		22		22	
	100.00		100.00		35.29		35.29		64.71		64.71	
Dublin	83		83		30		30		53		53	
	100.00		100.00		36.14		36.14		63.86		63.86	
Eastbourne	102		102		45		45		57		57	
	100.00		100.00		44.12		44.12		55.88		55.88	
Essen	1			1	0			0	1			1
	100.00			100.00	0.00			0.00	100.00			100.00
Findon, West Sussex	43		43		19		19		24		24	
	100.00		100.00		44.19		44.19		55.81		55.81	
Fort Lauderdale	1203	1203			361	361			842	842		
	100.00	100.00			30.01	30.01			69.99	69.99		
Frankfurt	1			1	1			1	0			0
	100.00			100.00	100.00			100.00	0.00			0.00
gloslink	25		25		10		10		15		15	
	100.00		100.00		40.00		40.00		60.00		60.00	
Greencastle	39		39		10		10		29		29	
	100.00		100.00		25.64		25.64		74.36		74.36	

Web Surveys: Real Time Response Rates



Sample Participation Analysis

Average completion time: 00:10:05

	Invited	Visited	Taking	Completed	Partial Completes	Not Participating
Total	20629 100.00	7325 35.51	0 0.00	6264 85.52	724 9.88	337 4.60

Terms

- Online: Respondents that saved data past 5 minutes
 Invited: Total emailed respondents
 Visited: Respondents that clicked URL
 Taking: Total who are in midst of responding
 Completed: Respondents that saw every page
 Partial Completes: Total who submitted partially completed survey
 Not Participating: Respondents that saw introduction page only and not currently online



Daily Stats

Grand Total: Complete=6264 Partial=724

Date	Partial	Complete	Date	Partial	Complete	Date	Partial	Complete	Date	Partial	Complete
5/7	55	425	5/14	1	36	5/21	59	354	5/28	0	48
5/8	70	808	5/15	0	23	5/22	40	266	5/29	0	7
5/9	45	364	5/16	3	28	5/23	21	149	5/30	0	12
5/10	79	864	5/17	66	490	5/24	46	295	5/31	3	14
5/11	12	182	5/18	124	1173	5/25	13	84	6/1	3	27
5/12	15	116	5/19	31	222	5/26	6	52	6/2	0	13
5/13	2	52	5/20	24	106	5/27	4	44	6/3	2	10
Total:	278	2811	Total:	249	2078	Total:	189	1244	Total:	8	131

DATA ENTRY / CODING / VERBATIM COMMENTS

We provide fast, highly accurate, and cost efficient data capture from paper documents. Our coding department is quick and accurate. We can provide very general or very specific coding depending on your needs.

The verbatim comments captured in data entry can be spell checked and edited to remove proper names if necessary. All of our verbatim comment reports are customized to meet your exact requirements.

For some examples of the types of verbatim comment reports that we have generated, please see the samples on this and the following page.

Example 1 shows the comments for a particular group of people. No other information is shown, other than the respondent number.

Example 2 is similar to example 1 but it also breaks out the comments into geographic regions.

Example 3 is similar to example 1 but it includes the respondent's response to the lead-in question.

Example 4 shows comments that have been coded and grouped into nets and sub-nets. These nets are ranked in descending order so the most mentioned nets are shown first.

Verbatim Comments: Example 1

Sample Group

“What do you like best about the restaurant you visit most often?”

02142568 The service there is great. The waitresses know us by name and are very nice.

04261763 I really like the menu choices. I like to eat healthy and they have a wide variety of salads and “lite” food.

Verbatim Comments: Example 2

Sample Group

“What could the newspaper do to improve the local news section?”

East

426327 Nothing. I like the local news section the way it is.

511412 I would prefer to have more positive local news reported. It seems that my community only gets mentioned if something bad happens here. Maybe spotlight a community each week and tell of the good things going on in that area.

South

214399 It should be more up-to-date with the news. They should check the spelling and grammar better. Be less biased.

Verbatim Comments: Example 3

Sample Group

“What do you like least about this product?”

012371 [Very likely to purchase] Nothing, I really like it the way it is.

739618 [Somewhat likely to purchase] It's size. It could be a little larger.

163927 [Very unlikely to purchase] It is too hard to hold. I have arthritis and it is just too small.

Verbatim Comments: Example 4

Sample Group

“What do you like best about this hospital?”

Reputation (Net)

04397381 It is the best hospital in the area. People come from all over the world to this hospital.

17381216 It has a good reputation.

Convenient (Net)

Close to my home (Sub-Net)

62341899 I can get there very fast. It's only 10 minutes from my house.

Quick service in emergency room (Sub-Net)

16932729 You don't have to wait all day in the emergency room. You are seen quickly and get to go home faster.

DATABASE MANAGEMENT

Most of what we do begins with database management. We have highly refined tools and procedures for creating and handling your data. This data can be almost anything. Of course most of the data we handle is questionnaire data, but we have cause to deal with many other types of data. These can range from a small customer list to the cost center structure for a large corporation.

CUSTOM CROSS-TABULATIONS

We turn the data collected from your surveys into a well-organized form that best suits your expressed needs. Our data processing software, MERLIN, is one of the best packages of its kind. Some, but by no means all, of our capabilities include:

- ◆ Cleaning data
- ◆ Weighting
- ◆ Ranking
- ◆ Netting
- ◆ Statistics such as mean, median, standard deviation, standard error
- ◆ Horizontal and/or vertical percentages
- ◆ Current date and/or page numbers
- ◆ Customizable number of decimal places
- ◆ Summary tables
- ◆ Up to 30 banner points
- ◆ Master/Trailer studies
- ◆ Significance testing (80%, 90%, or 95% level)
- ◆ Electronic tables (MS Word or MS Excel)
- ◆ Laser printed tables
- ◆ Results on CD, diskette, or online
- ◆ Cross tabs can be e-mailed or downloaded from our website
- ◆ Tabulation from data in most formats (fixed field ASCII, tab or comma delimited, Excel, Access, SPSS, column binary)
- ◆ We can produce a “cleaned” data file in any of the formats above for your records or further analysis

The next four pages show some sample cross-tabs.

Example 1 shows un-weighted data, vertical percentages, re-basing of a table, netting, mean, standard deviation, standard error, and significance testing.

Example 2 is one type of summary table. Each ingredient was rated individually. This table combines all of the very interested (top box) scores for each ingredient into one table. Vertical percentages are also shown.

Example 3 shows un-weighted data, weighted data, horizontal and vertical percentages, netting, and ranking.

Example 4 is the same style as example 3 and shows two questions combined into one table

Cross-Tabs: Example 1

CONCEPT TEST STUDY											
HOW UNIQUE DO YOU THINK THIS RESTAURANT CONCEPT IS FOR THIS AREA											
QUESTION 5											
	TIMES DINED FULL-SVC RESTAURANT PAST MONTH			LIKELY VISIT CONCEPT REST.		A G E			HAVE CHILDREN UNDER AGE 18		
TOTAL	2 - 4	5 - 7	8+	5 & 4	3,2,1	18 - 34	35 - 54	55+	YES	NO	
--(A)--	--(B)--	--(C)--	--(D)--	--(E)--	--(F)--	--(G)--	--(H)--	--(I)--	--(J)--	--(K)--	
BASE: TOTAL RESPONDENTS	260	145	60	55	117	140	54	122	82	90	169
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
8 DON'T KNOW/NOT SURE/NO ANSWER	5	3	1	1	1	4	-	1	4	-	5
	1.9	2.1	1.7	1.8	.9	2.9	-	.8	4.9	-	3.0
									h		
BASE: TOTAL ANSWERING	255	142	59	54	116	136	54	121	78	90	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOP TWO BOX (NET)	191	101	46	44	98	91	37	95	57	66	124
-----	74.9	71.1	78.0	81.5	84.5	66.9	68.5	78.5	73.1	73.3	75.6
					F						
5 VERY UNIQUE	125	62	30	33	69	54	23	67	35	42	83
	49.0	43.7	50.8	61.1	59.5	39.7	42.6	55.4	44.9	46.7	50.6
				B	F						
4	66	39	16	11	29	37	14	28	22	24	41
	25.9	27.5	27.1	20.4	25.0	27.2	25.9	23.1	28.2	26.7	25.0
3	42	30	8	4	13	28	12	16	14	17	25
	16.5	21.1	13.6	7.4	11.2	20.6	22.2	13.2	17.9	18.9	15.2
		D			E						
BOTTOM TWO BOX (NET)	22	11	5	6	5	17	5	10	7	7	15
-----	8.6	7.7	8.5	11.1	4.3	12.5	9.3	8.3	9.0	7.8	9.1
					E						
2	8	3	2	3	2	6	4	3	1	4	4
	3.1	2.1	3.4	5.6	1.7	4.4	7.4	2.5	1.3	4.4	2.4
							i				
1 NOT AT ALL UNIQUE	14	8	3	3	3	11	1	7	6	3	11
	5.5	5.6	5.1	5.6	2.6	8.1	1.9	5.8	7.7	3.3	6.7
						e					
STATS BASE:											
MEAN	4.1	4.0	4.2	4.3	4.4	3.9	4.0	4.2	4.0	4.1	4.1
					F						
STD. DEV.	1.1	1.1	1.1	1.2	.9	1.2	1.1	1.1	1.2	1.1	1.2
STD. ERR.	.1	.1	.1	.2	.1	.1	.1	.1	.1	.1	.1

CAPITAL LETTERS DENOTE A STATISTICALLY SIGNIFICANT DIFFERENCE AT THE 95% CONFIDENCE LEVEL
 SMALL LETTERS DENOTE A STATISTICALLY SIGNIFICANT DIFFERENCE AT THE 90% CONFIDENCE LEVEL
 COLUMNS TESTED: B,C,D - E,F - G,H,I - J,K
 PREPARED BY ESSEX 3 TABULATIONS

Cross-Tabs: Example 2

DISPOSABLE RAZOR COLOR TEST

TABLE 1
GLIDE BAR INGREDIENT INTEREST - TOP BOX SUMMARY
QUESTION 3

	GENDER		AGE		
	TOTAL	MALE	FEMALE	18-34	35-49
BASE: TOTAL RESPONDENTS	489	246	243	246	243
VITAMIN E	261 53.37	122 49.59	139 57.20	132 53.66	129 53.09
ALOE	202 41.31	85 34.55	117 48.15	95 38.62	107 44.03
TEA TREE OIL	127 25.97	43 17.48	84 34.57	63 25.61	64 26.34
PRE-SHAVE OIL	117 23.93	54 21.95	63 25.93	53 21.54	64 26.34
JOJOBA	101 20.65	30 12.20	71 29.22	46 18.70	55 22.63
SHEA BUTTER	79 16.16	29 11.79	50 20.58	39 15.85	40 16.46

Cross-Tabs: Example 3

YOUR COMPANY
SAMPLE STUDY - 2004

BANNER 1 BY Q2: THREE CITIES, TOWNS, OR COMMUNITIES MOST INTERESTED IN READING ABOUT

	A R E A			G E N D E R		HAVE KIDS UNDER	HOUSEHOLD INCOME					
	SAMPLE ONE	SAMPLE TWO	SAMPLE THREE	MALE	FEMALE	AGE 16	<\$25K	\$25K - \$34.9K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	
	TOTAL COUNTY	TOTAL COUNTY	TOTAL COUNTY									
TOTAL	450	156	202	92	220	230	116	101	72	112	63	41
	64253	18607	27159	18487	31921	32332	19370	16229	9590	15520	8928	5816
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	29.0%	42.3%	28.8%	49.7%	50.3%	30.1%	25.3%	14.9%	24.2%	13.9%	9.1%
ANY (NET)	417	142	187	88	203	214	105	94	65	108	57	40
-----	59796	17092	25100	17603	29441	30354	17550	15372	8629	14947	7954	5675
	93.1%	91.9%	92.4%	95.2%	92.2%	93.9%	90.6%	94.7%	90.0%	96.3%	89.1%	97.6%
	100.0%	28.6%	42.0%	29.4%	49.2%	50.8%	29.4%	25.7%	14.4%	25.0%	13.3%	9.5%
SAMPLE CITY 3	323	119	148	56	154	169	76	77	50	85	41	29
	46567	14459	20655	11454	21886	24681	13216	12987	6541	11540	5387	4438
	72.5%	77.7%	76.1%	62.0%	68.6%	76.3%	68.2%	80.0%	68.2%	74.4%	60.3%	76.3%
	100.0%	31.0%	44.4%	24.6%	47.0%	53.0%	28.4%	27.9%	14.0%	24.8%	11.6%	9.5%
SAMPLE CITY 1	165	66	35	64	81	84	42	35	20	43	29	17
	25347	7308	5430	12608	12640	12707	7119	6301	2995	6438	4345	2468
	39.4%	39.3%	20.0%	68.2%	39.6%	39.3%	36.8%	38.8%	31.2%	41.5%	48.7%	42.4%
	100.0%	28.8%	21.4%	49.7%	49.9%	50.1%	28.1%	24.9%	11.8%	25.4%	17.1%	9.7%
SAMPLE CITY 4	94	19	75		47	47	23	27	17	23	8	10
	11154	1911	9242		5878	5275	2993	2776	2275	2858	943	1167
	17.4%	10.3%	34.0%		18.4%	16.3%	15.5%	17.1%	23.7%	18.4%	10.6%	20.1%
	100.0%	17.1%	82.9%		52.7%	47.3%	26.8%	24.9%	20.4%	25.6%	8.5%	10.5%
SAMPLE CITY 2	69	19	49	1	29	40	15	14	8	25	7	8
	8034	1846	6067	121	3819	4215	2279	1405	1144	3197	705	946
	12.5%	9.9%	22.3%	.7%	12.0%	13.0%	11.8%	8.7%	11.9%	20.6%	7.9%	16.3%
	100.0%	23.0%	75.5%	1.5%	47.5%	52.5%	28.4%	17.5%	14.2%	39.8%	8.8%	11.8%
OTHER	298	91	128	79	146	152	82	67	46	78	45	30
	44570	11560	16744	16267	21568	23002	13995	11681	6416	10819	6477	4330
	69.4%	62.1%	61.7%	88.0%	67.6%	71.1%	72.3%	72.0%	66.9%	69.7%	72.5%	74.4%
	100.0%	25.9%	37.6%	36.5%	48.4%	51.6%	31.4%	26.2%	14.4%	24.3%	14.5%	9.7%
NONE	33	14	15	4	17	16	11	7	7	4	6	1
	4457	1515	2059	884	2480	1978	1820	857	961	573	974	141
	6.9%	8.1%	7.6%	4.8%	7.8%	6.1%	9.4%	5.3%	10.0%	3.7%	10.9%	2.4%
	100.0%	34.0%	46.2%	19.8%	55.6%	44.4%	40.8%	19.2%	21.6%	12.9%	21.8%	3.2%

Cross-Tabs: Example 4

SAMPLE COMPANY
SAMPLE STUDY - 2004

BANNER 1 BY Q4647: EVER CALLED PAPER IN PAST 12 MONTHS FOR ANY OTHER REASONS (WEEKDAY PAPER SUBSCRIBERS)

	A R E A			G E N D E R		HAVE KIDS UNDER	HOUSEHOLD INCOME					
	TOTAL	SAMPLE ONE COUNTY	SAMPLE TWO COUNTY	SAMPLE THREE COUNTY	MALE	FEMALE	AGE 16	<\$25K	\$25K - \$34.9K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
TOTAL	209	95	97	17	100	109	38	40	35	53	23	25
	25207	10105	12186	2916	13101	12106	5180	4477	4292	6310	3169	3611
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	40.1%	48.3%	11.6%	52.0%	48.0%	20.6%	17.8%	17.0%	25.0%	12.6%	14.3%
YES	56	24	30	2	21	35	12	15	8	17	4	4
	6202	2475	3411	316	2744	3458	1403	1606	1186	1728	382	522
	24.6%	24.5%	28.0%	10.8%	20.9%	28.6%	27.1%	35.9%	27.6%	27.4%	12.0%	14.5%
	100.0%	39.9%	55.0%	5.1%	44.2%	55.8%	22.6%	25.9%	19.1%	27.9%	6.2%	8.4%
REASON CONTACTED PAPER												

TO START OR STOP DELIVERY	17	7	9	1	6	11	4	3	4	4	3	1
	1869	810	935	124	800	1070	455	317	488	447	276	170
	7.4%	8.0%	7.7%	4.3%	6.1%	8.8%	8.8%	7.1%	11.4%	7.1%	8.7%	4.7%
	100.0%	43.3%	50.0%	6.6%	42.8%	57.2%	24.3%	17.0%	26.1%	23.9%	14.8%	9.1%
TO PLACE AN AD	10	3	7		3	7	3	3		2		2
	1053	241	811		307	746	405	396		151		211
	4.2%	2.4%	6.7%		2.3%	6.2%	7.8%	8.8%		2.4%		5.8%
	100.0%	22.9%	77.1%		29.2%	70.8%	38.5%	37.6%		14.3%		20.0%
REMINDING THAT SUBSCRIPTION IS RUNNING OUT	4	3	1		3	1		2	2			
	690	473	217		473	217		172	518			
	2.7%	4.7%	1.8%		3.6%	1.8%		3.8%	12.1%			
	100.0%	68.6%	31.4%		68.6%	31.4%		25.0%	75.0%			
OTHER REASON	26	11	14	1	9	17	5	7	3	11	1	1
	2807	950	1665	192	1164	1643	543	720	397	1130	105	141
	11.1%	9.4%	13.7%	6.6%	8.9%	13.6%	10.5%	16.1%	9.2%	17.9%	3.3%	3.9%
	100.0%	33.8%	59.3%	6.8%	41.5%	58.5%	19.3%	25.7%	14.1%	40.3%	3.8%	5.0%
NO	150	69	67	14	77	73	24	24	27	36	19	21
	18683	7463	8774	2446	10106	8577	3553	2774	3106	4582	2788	3088
	74.1%	73.8%	72.0%	83.9%	77.1%	70.8%	68.6%	62.0%	72.4%	72.6%	88.0%	85.5%
	100.0%	39.9%	47.0%	13.1%	54.1%	45.9%	19.0%	14.8%	16.6%	24.5%	14.9%	16.5%
DON'T KNOW	3	2		1	2	1	2	1				
	322	168		154	252	70	225	97				
	1.3%	1.7%		5.3%	1.9%	.6%	4.3%	2.2%				
	100.0%	52.1%		47.9%	78.1%	21.9%	69.7%	30.3%				

CUSTOM REPORTS

We have developed a highly efficient process for interfacing our cross tabulation programs and Microsoft Excel or Word to create custom reports. This method enables us to produce high-volume, individually customized reports at a very low cost per report. These reports can include analysis, graphs, summary tables, instructions, and verbatim comments.

Please see the next six pages for some sample pages of reports.

Example 1 shows the mean rating, number of respondents and non-respondents and a bar graph that shows the top two, middle and bottom two box percentages for total respondents as well as certain sub-groups of people.

Example 2 crosses two questions to form a quadrant. The graph shows how all respondents at the location and the department level fall into this quadrant.

Example 3 shows the percent strongly agree, percent strongly disagree and the mean for the company overall and two groups within the company. Mean gaps and Mean changes have been calculated.

Example 4 shows the frequency and skill level for each respondent group for each activity for a specific person. It also includes the group averages.

Example 5 crosses the mean for each question by how closely it correlates to the overall company rating. A quadrant was created and each question pair was plotted.

Example 6 is a pie chart showing the breakdown of newspaper readers by their method of obtaining the newspaper.

Reports: Example 1

Clarity of Goals (9 items)

1. How well do you understand the following...

a. The financial performance goals of my Business Unit.

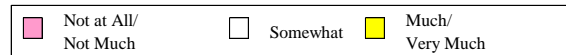
Department	Mean	Response Distribution			Respondents	Non Respondents
All Sample Location	3.63	16%	26%	58%	310	3

Sample Department 1	3.54	18%	28%	54%	89	0
Sample Department 2	3.54	17%	29%	54%	46	1
Sample Department 3	3.44	14%	35%	51%	43	0
Sample Department 4	3.71	14%	29%	57%	28	1
Sample Department 5	3.66	17%	17%	66%	41	0
Sample Department 6	3.53	20%	27%	53%	15	0
Sample Department 7	4.22	17%		80%	40	1

Craft	3.26	26%	28%	46%	70	0
Production	3.49	19%	29%	52%	133	2
Supervisor/Manager	4.36	14%		86%	42	0
Other Staff	4.02	22%		74%	54	1

Hourly	3.41	21%	29%	50%	203	2
Salary	4.17	19%		79%	96	1

0% 20% 40% 60% 80% 100%



Reports: Example 2

Special Report #1 - Job Content vs. Employee Utilization (See Questions 11a-d and 13e-f)

The following chart compares how many employees believe their jobs are challenging and fulfilling ("Job Content") with how many believe they are handling tasks that are appropriately complex, demanding and valuable ("Utilization"). The results are broken into the following categories:

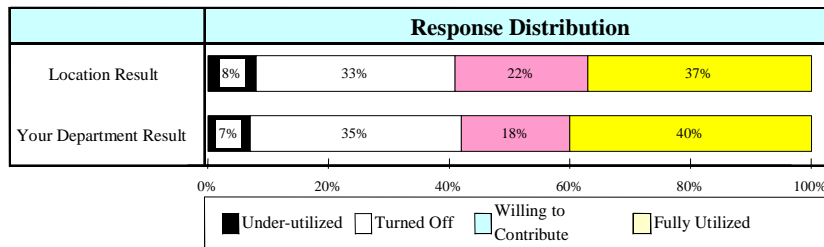
Under-utilized - These employees do not find their jobs challenging or fulfilling and believe that they could handle tasks that are more complex, demanding or valuable. (They can probably do a lot more than they are being asked to do today.)

Turned Off - These employees do not find their jobs challenging or fulfilling, and also do not believe that they can handle tasks that are more complex, demanding or valuable. (They probably feel stuck in their jobs and don't see why they should contribute more.)

Willing to Contribute - These employees find their jobs challenging and fulfilling, but still believe that they could handle tasks that are more complex, demanding or valuable. (They may be highly motivated to put in even more effort than called for in support of the department's goals.)

Fully Utilized - These employees find their jobs challenging and fulfilling but do not believe that they could handle tasks that are more complex, demanding or valuable. (They may be so busy, however, that they don't have time to respond to extra demands or unusual customer needs.)

		Employee Utilization	
		Low (1-3)	High (4-5)
Job Content	High (4-5)	Willing to Contribute	Fully Utilized
	Low (1-3)	Under-utilized	Turned Off



Reports: Example 3

2005 Sample Employee Satisfaction Survey

	Total Company (n=1000)				Group: Group One (n=600)					Group: Group Two (n=400)				
	% Strongly Agree	% Strongly Disagree	Mean	Mean Change	% Strongly Agree	% Strongly Disagree	Mean	Mean Gap	Mean Change	% Strongly Agree	% Strongly Disagree	Mean	Mean Gap	Mean Change
I am paid fairly for work I do	67	4	3.8	0.3	72	4	3.9	0.1	0.1	58	8	3.6	-0.2	-0.1
Employees are promoted based on performance	74	12	3.8	0.1	80	12	4.0	0.1	0.0	79	16	3.8	0.0	0.1
I know what is expected of me in my job	74	11	3.9	0.4	83	12	4.1	0.2	0.0	73	13	3.8	-0.1	0.2
There is opportunity for advancement	74	11	3.8	-0.3	74	16	3.8	0.0	-0.1	79	12	3.9	0.0	0.0
I am satisfied with my benefits	76	10	3.9	-0.1	76	13	3.9	0.0	0.2	77	9	3.9	0.0	0.0
I have the decision-making authority I need to do my job	68	10	3.7	0.1	71	11	3.7	0.0	-0.2	64	18	3.6	-0.1	-0.1
The equipment I use is in good working order	84	6	4.1	0.9	84	9	4.1	0.0	-1.0	92	2	4.4	0.3	0.9
My performance is evaluated fairly and without bias	65	17	3.6	1.0	70	19	3.6	0.0	0.2	62	17	3.6	0.0	0.2
My performance feedback is presented on a timely basis	59	22	3.5	-0.1	55	26	3.5	0.0	0.1	58	25	3.4	-0.1	0.1
I am satisfied with my physical work environment	50	18	3.4	0.0	52	17	3.4	0.0	0.1	48	25	3.2	-0.1	0.3
Average	69	12	3.8	0.2	72	14	3.8	0.0	-0.1	69	15	3.7	0.0	0.2

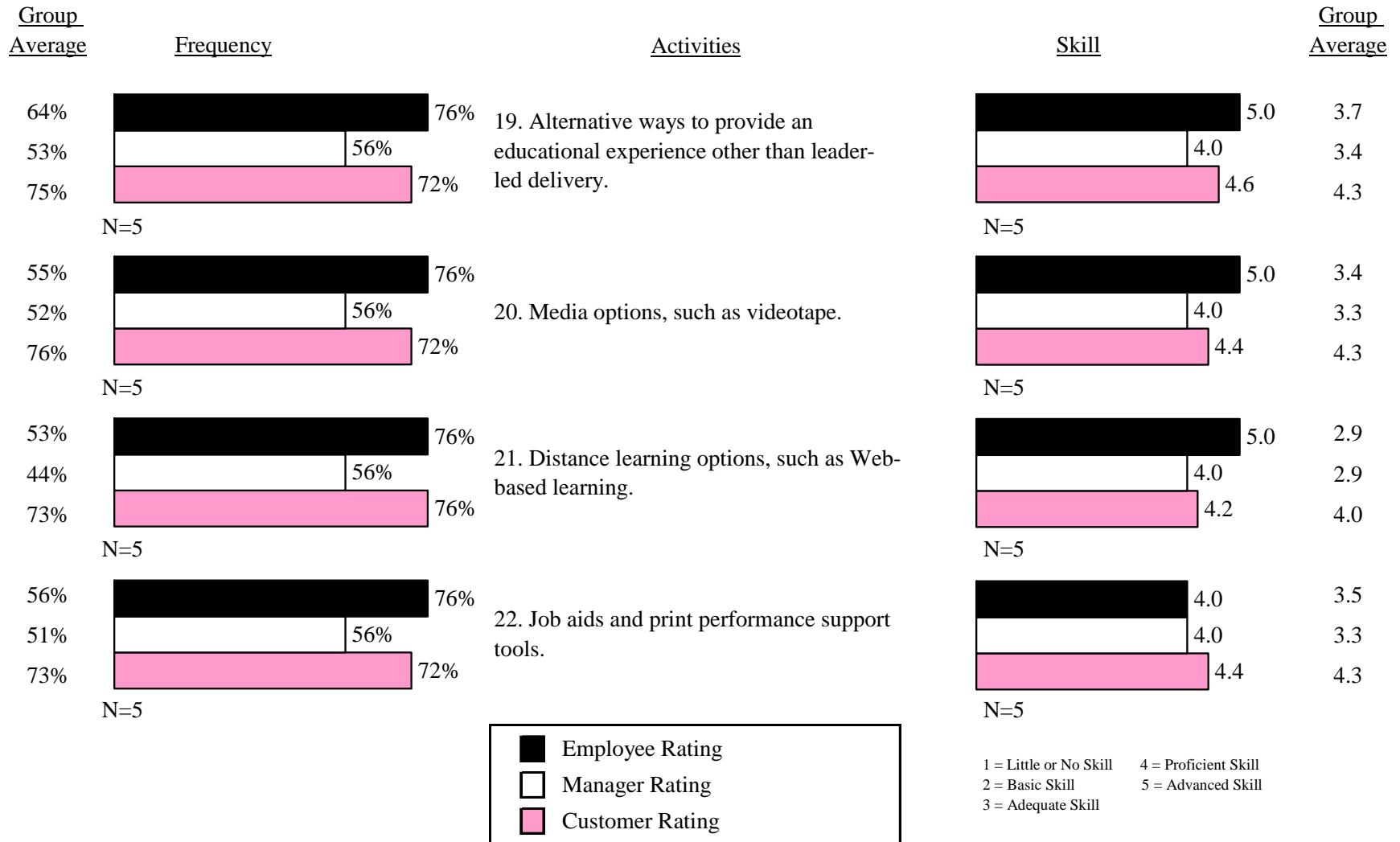
Mean Change is difference between the 2005 mean and the 2004 mean

Mean Gap is the difference between the Group mean and the Total Company mean

Reports: Example 4

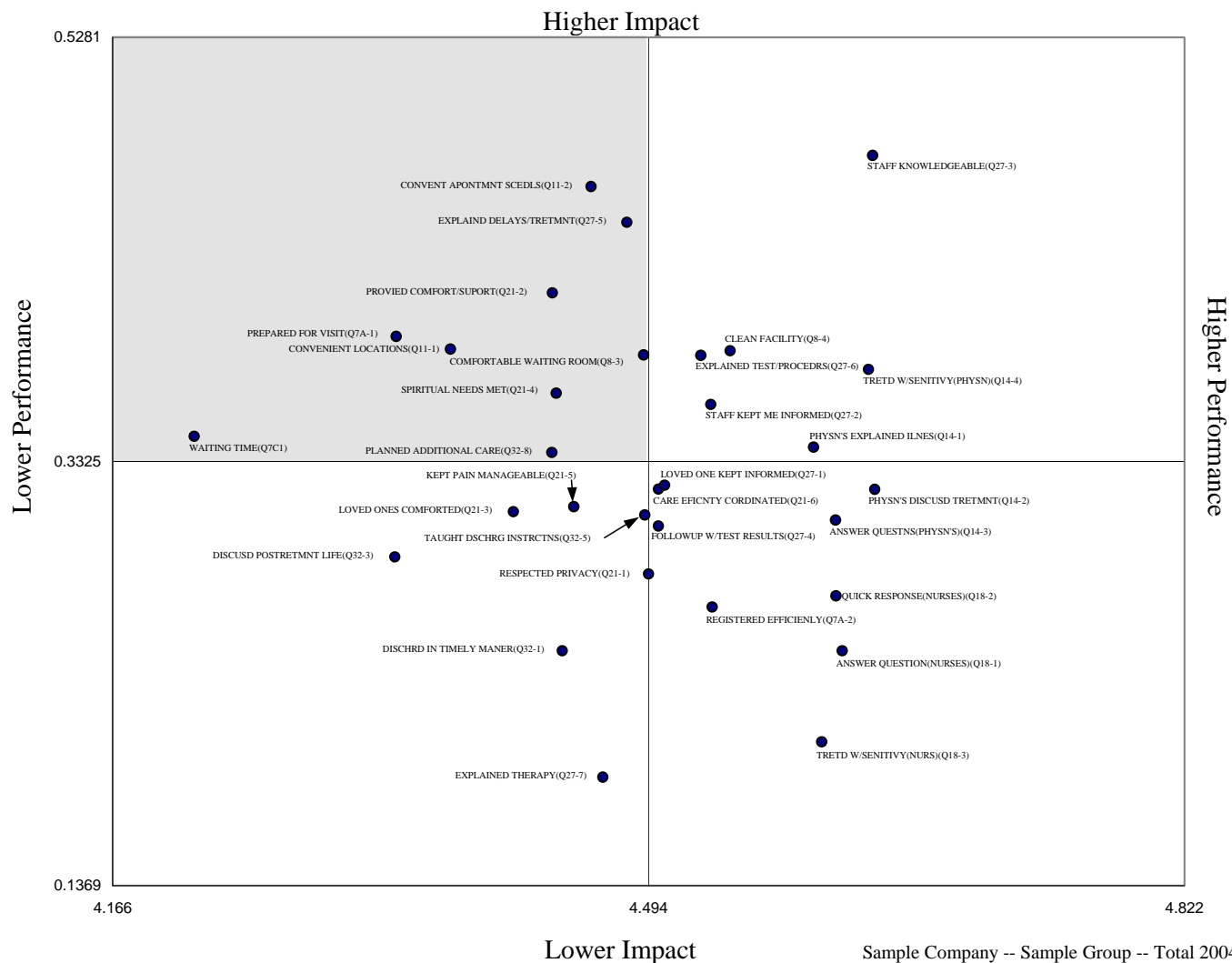
SECTION TWO: Detailed Report: Performance Results and Activities

Performance Result: Design Learning Solutions



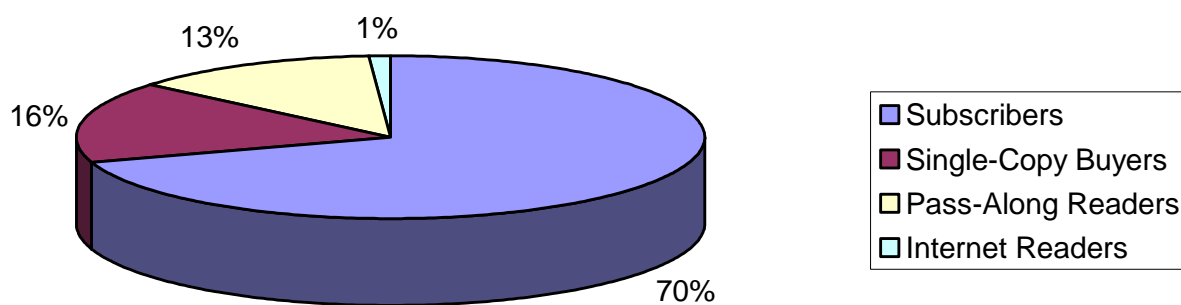
Reports: Example 5

**Performance/Importance Matrix For Overall Company Rating
(Total 2004)**



Reports: Example 6

Usual Method of Obtaining Newspaper



STATISTICAL ANALYSIS

We have the full BMDP suite of statistical analysis programs, SPSS, several lesser known packages, and many custom built statistical programs. You can choose from the following list, or, discuss your problem with us or talk it over with one of the analysts or statisticians we have on call.

More common

- ◆ *t* Tests
- ◆ *z* Tests
- ◆ Chi-Square Tests
- ◆ Analysis of Variance
- ◆ Factor Analysis
- ◆ Stepwise Discriminant Analysis
- ◆ Stepwise Regression
- ◆ Correlations with Options for Incomplete Data
- ◆ Maximum Likelihood Estimation
- ◆ Cluster Analysis of Cases
- ◆ K-Means Clustering of Cases
- ◆ Description and Estimation of Missing Data
- ◆ Preference Analysis
- ◆ Conjoint
- ◆ Thurstone Case 5
- ◆ Automatic Interaction Detector
- ◆ TURF
- ◆ Market Segmentation and Profiling

Less common

- ◆ Scaling Analysis
- ◆ Preference Mapping
- ◆ Individual Differences
- ◆ Property Fitting
- ◆ Monotone ANOVA
- ◆ Attribute Tradeoff
- ◆ Cliff Factor Matching
- ◆ Binomial Tests
- ◆ Run Test
- ◆ One-Sample Kolmogorov-Smirnov Test
- ◆ Distances
- ◆ Reliability Analysis

- ◆ Multidimensional Scaling
- ◆ Hierarchical Cluster Analysis
- ◆ Derivative-Free Nonlinear Regression
- ◆ Nonparametric Statistics
- ◆ Box-Jenkins Time Series Analysis
- ◆ Correspondence Analysis
- ◆ Life Tables and Survivor Functions
- ◆ Survival Analysis with Covariates
- ◆ Cluster Analysis of Variables
- ◆ Block Clustering
- ◆ Canonical Correlation Analysis
- ◆ Boolean Factor Analysis
- ◆ Linear Scores for Preference Pairs
- ◆ Linear Regression by Groups
- ◆ Nonlinear Regression
- ◆ Polynomial Regression
- ◆ All Possible Subsets Regression
- ◆ Stepwise Logistic Regression
- ◆ Polychotomous Logistic Regression
- ◆ Univariate and Bivariate Spectral Analysis
- ◆ One-Way Analysis of Covariance
- ◆ General Mixed Model Analysis of Variance
- ◆ Regression on Principal Components and Ridge Regression
- ◆ Partial Correlation and Multivariate Regression
- ◆ Univariate and Multivariate Analysis of Variance and Covariance including Repeated Measures
- ◆ Unbalanced Repeated Measures Models with Structured Covariance Matrices

360° FEEDBACK SURVEYS

360° feedback is where all the types of contacts a subject has are surveyed as to the subject's performance. The feedback or report of what the contacts had to say is either given to the subject for self development or is given to the subject's supervisor for review purposes.

This is a specialty area for us. We provide several 360° feedback processes for several different clients. These processes are quite varied as to both their implementation and purposes. Some descriptions follow.

A supervisor can use this first process to survey an employee's contacts. The survey is quite simple, only 2 questions with text boxes where the answers are given, and with a place for the manager to ask each contact special questions pertaining only to that contact and/or only about that employee. This process is entirely web based with great tools for the manager to track who has responded and to see the results.

A second style can use paper or web and is similar to the first process. It has a much more complicated questionnaire, with 26 manager selected "success factors" with a rating and text box for each. This second style can also be used by a subject for self-development.

The third has a long questionnaire of tasks with the questions of skill level and how frequently performed. This is both paper and web based with the results only shown in groups, for group development and training purposes. See Reports Example 4.

OTHER SERVICES / PRICING / CONTACT US

Other Services

Over the years we have worked closely with many companies and talented individuals. When one of our clients has a request such as data analysis, study/questionnaire design, or sample selection, we can subcontract the appropriate people. Thus, we have all the capabilities of a “full service market research company”. Although, for the following reasons, we do not advertise this.

Many of our clients *are* full service market research companies. We do not wish to compete with them. They have their specialties and our niche is to fill in where either they do not have our capabilities or they do not wish to develop them.

Most of our clients are large companies with great capabilities for data analysis, but their in-house data collection/processing/report generation is too expensive, too inflexible, or too busy. We are very good at providing exactly what this type of client needs, such as the capability of dealing with a very complex corporate structure and working well with a wide variety of locations and departments.

The last type of client we work with is the independent researcher. We provide whatever services they need. With our help they can tackle jobs that are much larger than they would otherwise attempt.

Pricing

Our customers have always been very complimentary of our pricing. We treat every project individually. Send us a questionnaire with your service requirements or a Request for Proposal and we will be happy to provide you with a bid.

Our most effective advertising has always been to do an excellent job for a fair price. Our extraordinarily high customer and employee retention has validated this method of doing business.

Contact Us

We would like to do a job for you. Whatever your information, whatever customized form you would like it to take, we would like an opportunity to deliver. To get started, and for any additional information, you can contact us in a number of ways:

By Phone:	412-798-0444 ext. 111
By Fax:	412-798-0450
By Email:	mitch@essex3.com
By Mail:	Essex 3 Tabulations Attn: Mitch Singerman 4091 Saltsburg Road, Suite F Murrysville, PA 15668
On Web:	http://www.essex3.com

It would be a pleasure to speak with you about your next project.