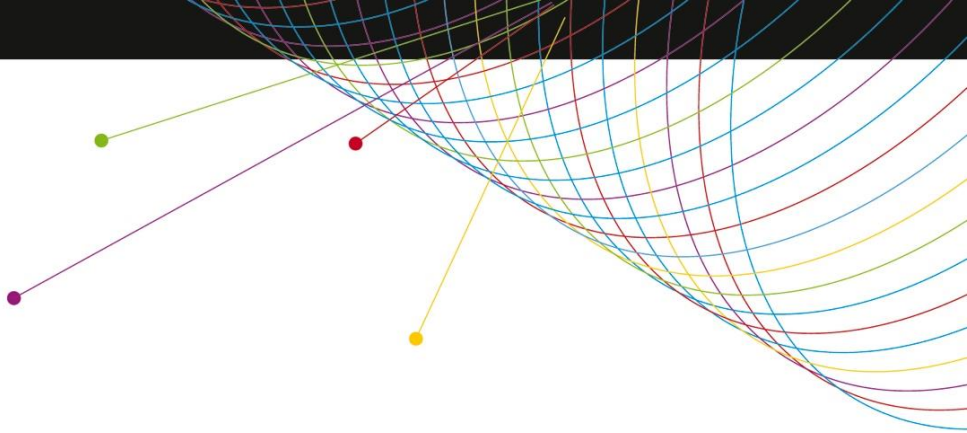




AN UNCOMMON SENSE
OF THE CONSUMER™



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FAST, COST-EFFECTIVE, RELIABLE RESEARCH

WHAT IS IT?

Since 1999, QuickQuery has provided clients with nationally representative insights in a cost effective and timely manner. QuickQuery runs multiple times per week, and gives you access to robust sample, paired with researcher expertise in questionnaire design and data interpretation.

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When time and budget are in short supply, QuickQuery is often considered a viable option for generating data which can serve to answer immediate business questions:

- **Complement behavioral data** with consumer attitudes and feelings
- **Assess** an idea, concept, or message
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- **Augment** a press release, website or speech
- Identify, define and quantify important issues to showcase **thought leadership** for your company or brands
- Obtain **immediate insights** when faced with a company **crisis, product or service issue**
- Augment analysis through segmentation **PRIZM**
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 **ASK 1-30**
QUESTIONS

 **2,000**
US ADULTS NATIONWIDE

 RESULTS IN AS LITTLE AS
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 PRICES START AT:
\$1,100
PER QUESTION



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We conduct hundreds of QuickQuery studies each year and organizations choose us as a research partner because of our deep expertise in CPG and Retail, and our ability to conduct research quickly, and affordably.

3.5 MILLION
respondents surveyed last year

7 MILLION
screened panelists last year

50 
YEARS

running *The Harris Poll*® (a leading barometer of American public opinion published in over 200 newspapers nationwide)

For more information and a price quote, contact Stacey Eliav (stacey.eliav@nielsen.com) or Joanna Allenza (joanna.allenza@nielsen.com).