

Mail and Paper Survey Services

When you think of using a mail or paper methodology for your next survey, think of Readex Research. We are pioneers in the mail-based survey (1947) and offer you a complete resource for getting your survey done. Customers appreciate our in-house capabilities, attention to detail and high-touch process.

Our portfolio of services offered spans the survey process from start to finish. While most customers use us as a full-service supplier, we are able to offer you services based on your needs. For example, researchers for whom we work may just need field services, in which case we simply supply a data file upon project conclusion. Others might just need us to do printing and mailing. We are happy to talk about whatever might work best for you!

Following is our array of available services:

- ✓ Formatting and Layout-You supply questions, we can get the questionnaire set up and ready for printing.
- ✓ Supplies acquisition and management-Ordering, tracking and inventory of all paper goods.
- ✓ Survey printing and mailing-Black and white, full color, single-sheet surveys and booklets. We have lots of flexibility.
- ✓ Returns handling-Accept survey returns by business reply permit.
- ✓ Response tracking-Coding of surveys helps us track for disposition handling and follow up mailings.
- ✓ Data capture and cleaning-Manual entry, scanning and key-to-web options available. Final files supplied in format of your choice.
- ✓ Comment transcription.
- ✓ Tabulation.
- ✓ Online response option-If you want to offer an online response option, we can simultaneously program and host the survey website.

Should you like a proposal, we'll talk to you about specifics of the project then present you with a written document outlining all processes and costs.

Please contact Mike Zeman, Director of Sales-Custom Surveys. Mike will be happy to answer questions and ultimately provide you with a quote.

mzeman@readexresearch.com 651.439.8297