



E-Survey Plus

THE EASY AND AFFORDABLE SURVEY OPTION
FOR FAST EDUCATOR FEEDBACK

Combine market research expertise with the most comprehensive educator email database for fast, relevant answers.

Quickly and cost effectively get answers to ten top-of-mind questions in one bundled package of services.

E-SURVEY PLUS WILL HELP YOU:

Make informed decisions. Obtain fast feedback from educators about your products and brand, competition, their purchase decisions, or other timely topics.

Reach a very targeted audience. Choose survey participants from the largest, most comprehensive educator email database on the market. Refine your audience using hundreds of MDR selections to reach the specific educators relevant to your survey topic.

Keep costs down. Get survey question consultation by our experts, survey invitation email creation and deployment, as well as survey programming, hosting, and data collection monitoring—all for one low price.

BENEFITS

- **100% Education Focused** – It’s what we do. We communicate with educators, study the trends, and analyze the market forces at play to offer a unique advantage when it comes to research in the education market.
- **Unmatched Access** – The most comprehensive educator email database helps you reach a large number of educators quickly with this easy-to-execute and cost-effective online research tool.
- **One-Stop Service** – MDR experts will develop, deploy, and report an online survey for a single price.
- **Expert Support** – MDR experts will review and revise your questions to ensure survey language is conducive to obtaining non-biased answers.
- **Survey Report Options** – Choose the level of reporting to meet your needs. Standard service includes a spreadsheet with quantitative data and verbatim responses. Cross-tabbed data and a PowerPoint report are available for additional fees.

E-Survey Plus leverages MDR’s robust email database of educators to populate your participant pool.

K-12 Educator Emails

All K-12 Personnel.....	3,407,345
Principals.....	120,277
Teachers by Grade.....	1,215,318
Teachers by Subject	
Art.....	62,454
Career & Technical Education.....	129,037
Coaches.....	264,680
Computer Science.....	80,582
English & Reading.....	284,932
Fine Arts.....	23,632
Foreign/World Languages.....	85,279
Guidance/Student Services.....	134,319
Librarian & Media.....	68,960
Mathematics.....	199,953
Music.....	93,110
Physical Education/Health.....	152,316
Science.....	167,829
Social Studies/ Social Sciences.....	182,163
Special Education/ Special Needs.....	409,270

As of 12/09

Market Research questions?

Email us:
MDRMarketResearchQuestions@dnb.com

Call MDR Market Research at 800.525.5811 to start getting answers to your business questions.

www.schooldata.com

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What's Included

E-Survey Plus makes it easy and affordable to execute an email survey of up to ten questions by bundling MDR's market research consulting, the largest educator email database available, and email deployment services.

Based on your survey objectives and draft questions, our experienced market research team will edit and prepare the survey for programming, host the online survey, monitor data collection, and report responses.

- **Questionnaire** – Our research team will edit your survey draft to ensure questions are aligned with your project objectives and the language is suited to obtaining non-biased answers. Two rounds of questionnaire design/editing are included.
 - Includes up to three weeks of online survey hosting
- **Survey Invitation** – MDR will create the survey email invitation, including copywriting, design, programming, and deployment services. Two rounds of revisions to the email invitation creative are included. The survey invitation email will be deployed to a maximum of 15,000 email addresses. Data elements that can be appended to email addresses include:
 - Individual Name
 - Job Title
 - MDR Institution Name
- **Responses** – E-Survey Plus will deliver a threshold minimum of 150 completed surveys or a deployment of up to two email reminders, whichever comes first. The standard service includes a spreadsheet with quantitative data and raw verbatim responses. Additional options available:
 - Option 2 includes response file and tabulated data (no report)
 - Option 3 includes response file, tabulated data, and a PowerPoint report
 - Analysis of open-end responses available for an additional fee

“The e-survey results helped us quantify customer satisfaction rankings and market share data and allowed us to target areas for improvement. We knew MDR had the most comprehensive education database available, so it made sense to work with them to reach our target audience. MDR's sales rep understood the marketplace and helped us launch the survey to achieve the best response rate. We also worked with MDR's internal research consultant, and she ensured that the e-survey design gave us the information we needed. MDR helped guide us through every step: from execution to survey design and methodology to list selection, recommended deployment times, and statistical analysis. Our marketing strategies now align with the needs of the marketplace.”

Kate Welborn
Senior Marketing Manager
World's Finest Chocolate

E-Survey Plus Pricing

Standard Package **\$5,000**

Option 2 **\$6,000**
Includes response file and tabulated data (no report)

Option 3 **\$7,500**
Includes response file, tabulated data, and a PowerPoint report

Additional Services

Analysis of open-end responses.....Call for quote

Incentives to increase response rates can be added.....Call for quote

Please note some restrictions apply. Contact MDR Market Research for more details.

Get Your Business Questions Answered!

Determine your objectives and contact MDR Market Research today for a **free consultation**. Call **800.525.5811**.

All our solutions are backed by the quality and service you expect from MDR.