

Office Pulse Elite Surveys

Customize any of the 2012 Office Pulse Elite Surveys with your proprietary questions, and discover tremendous behavioral and media insights from one of the nations' leading panel of influentials.

Major Industries:

Extensive studies within technology, finance, automotive, telecom, travel and media are continually updated and ready for your custom questions today.

The Right Sample:

Based in the top markets throughout North America, Office Pulse's proprietary panel offers you the ability to cross-tab results based on many target demos and lifestyles, including:

- Affluents
- Sr. Execs
- White Collar
- Working Women
- Driven (Mindbase persona)
- Exper
- Dozens of other demos

Customization:

Include your target audience criteria (demos, lifestyles, personas) to better use survey results for media planning, behavioral analysis and more.

Creative Solutions:

Creative concept testing via video or images is easy within Office Pulse Elite studies. For in-depth creative testing, the Office Pulse Elite studies offer thermal heat mapping to identify the copy, imagery and illustrations that

resonate best for your target audience.

Flexibility:

Got last minute research needs? Only Captivate Office Pulse offers last minute question additions with no extra fees. Provide your questions within five days of the survey date to help solve your crucial, time pressing needs.

Survey Details:

The Sample:

Each Office Pulse Elite Survey consists of over 650 respondents (not including incompletes). Primarily made up white collar professionals, the 14 U.S. markets and 5 Canadian markets, typically represent each nation's population of professionals with 95% probability and a 5% confidence interval.

Timing:

Each questionnaire is pre-programmed several months in advance of the survey date, and custom question inclusion is cut off approximately within 5 business days of that date.

Deliverables:

Elite study partners receive a set of cross-tabulations (one custom banner) for their proprietary questions and will have access to the results from their own questions plus the full suite of survey questions (excluding other clients' proprietary questions).

Pricing:

Questions will be accepted on a page or half-page basis only.

Clients may purchase multiple pages. For closed-ended questions:

\$25,000 Full Page

\$15,000 Half Page

Contact Information:

Please contact your Captivate representative to submit your order or for further information. You may also contact **Scott Marden**, Office Pulse Research Director by calling 978.845.5098 or email smarden@captivate.com.