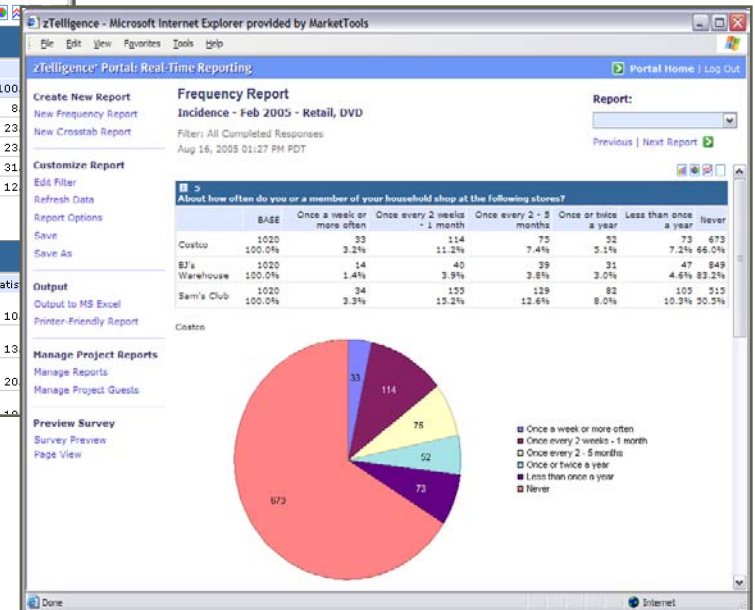
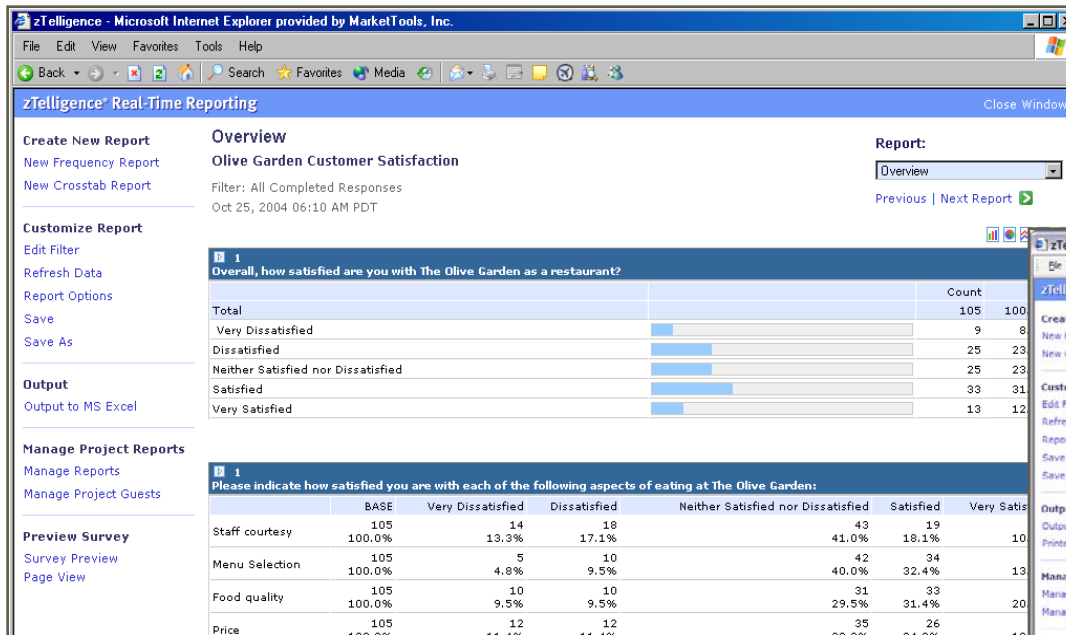


What is Real-time Reporting?

Real-time Reporting is...

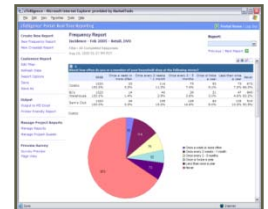
...real-time web-based access to raw survey data -- drillable, sortable and accessible when you want it, how you want it.



What can you do with Real-time Reporting?

You decide what data is important to you!...

- > Create frequencies, run cross-tabs, manipulate banner points
- > Include or remove questions, rows or columns
- > Create charts, export data to Excel or SPSS



Additional benefits of Real-time Reporting...

- > **Hyperlinked content sources** -- access to links referencing additional content, footnotes and citations
- > **Multiple Data Points** -- in order to track changing trends, the consumer survey will be conducted 3 times over a 12 month period, each time resulting in new up-to-date drillable data
- > **Intuitive** -- easy to learn and use; scales with your capabilities