



At TrueNorth, we offer a solution for market research that doesn't require compromise between quality and affordability.



We skillfully combine the best of the two approaches to provide clients with trustworthy data at a cost-effective price, enabling brands and organizations to reach the right audiences with messages road-tested to resonate.

We start by interviewing two different groups of people. One is a small-batch survey of a scientifically recruited group that represents the overall population. The other is a quick-take online poll of a larger, less targeted group. We then adjust the poll data to correct for bias and merge it with the high-quality survey findings.

Essentially, what we're able to do is reproduce a full-blown probability survey—the most accurate tool in our trade—at a fraction of the cost.

We can do this because of our expertise.

TrueNorth is powered by AmeriSpeak®, which launched in 2015 as the country's first provider of a pre-screened, nationally representative pool of participants for online or telephone surveys for multiple clients. Since then, AmeriSpeak's accuracy, as well as its outsize response rate and peerless inclusion of hard-to-reach populations, has been validated by more than 1,000 surveys.

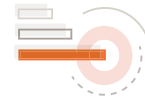
AmeriSpeak, in turn, was created by NORC at the University of Chicago, a pioneer in research that has maintained a reputation over more than 80 years for objectivity and scientific rigor in its research as technology and survey techniques evolved.



Like our forerunners, we have proven our value.



- **In a study for Sesame Workshop, NORC discovered that most parents rarely or never discussed race/ethnicity with their children.** The findings, derived by using TrueNorth to blend a survey of 6,000 parents and caregivers from the AmeriSpeak panel supplemented by an internet survey, prompted Sesame Street to introduce its first Black Muppet family and a new racial-literacy video series.



6,000 parents and caregivers surveyed were supplemented by an internet survey.

- **In a partnership with medical researchers, TrueNorth conducted a national survey on food allergies.** Survey combined 7,000 interviews with AmeriSpeak panelists and more than 30,000 online questionnaires. The research, which found that at least 1 in 10 American adults are food allergic but nearly 1 in 5 think they are, was deemed valid enough to be published in the peer-reviewed Journal of the American Medical Association.



7,000 AmeriSpeak interviews **were combined with more than 30,000 online questionnaires.**

- **Reviewing three separate online consumer surveys, we found that they consistently, and sometimes vastly, overstated findings.** The number of people who bought products like soft drinks and nail polish, particularly when reported by age, were steadily over or understated. Using our calibration expertise, we were able to bring these findings in line with benchmark results from an AmeriSpeak probability study.



We brought findings in line with benchmark results from an AmeriSpeak study.

TrueNorth gives today's budget-conscious marketers something truly unique: Research insights that are reliable, powerful, and affordable. There's no longer any need to compromise on quality when we can deliver trusted results without busting your budget.

Use TrueNorth for your next research study.
Email us at TrueNorth@norc.org

 **TrueNorth**