C&EN ADVERTISER SURVEYS:

Ask potential customers the questions you need answered to make data-driven decisions.

By quickly reaching thousands of customers and prospects, C&EN's custom, web-based surveys can provide your business with critical information to help guide your sales and marketing efforts.

C&EN SURVEYS CAN HELP YOU TO:

BETTER understand customer needs and preferences	MEASURE brand awareness	DETERMINE competitive positioning	MEASURE impact of advertising campaigns	IDENTIFY new product needs and market trends

These survey projects include a written report of findings and a raw data file with individual responses (ex. survey respondent contact information). Reports include graphs and comments on findings as well as cross-tabulation by key demographic questions.

C&EN ADVANTAGE:

C&EN's team of professionals will work with your company to produce actionable intelligence through these custom surveys. Our marketing research team includes scientists who are technically trained and understand how to gather the right information to help grow your business. Additionally, C&EN has the power to tap not only into its trusted readership base, but also expand well into the pharmaceutical, instrumentation, and specialty chemical markets.

C&EN is also uniquely positioned to reach your customers and prospects with its large end-user database of 158,000 ACS Members.
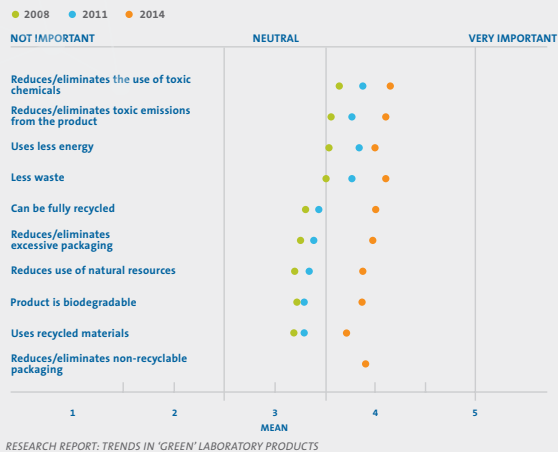
CASE STUDY

The Green Products in the Lab Study was commissioned by an organization interested in understanding customer needs and perceptions of purchasing green products for the laboratory. The survey was completed by over 400 labs and demonstrated which labs are most likely to purchase green products, and the information tools that impact the decision to tradition to greener products in the lab. The researched from this survey allowed the brand to create a branding campaign for an upcoming green products launch.

↗ **SURVEY DETAILS**

CHANGES IN THE REASONS FOR SELECTING "GREEN" PRODUCTS FOR THE LABORATORY (2008 TO 2014)

● 2008   ● 2011   ● 2014

| NOT IMPORTANT | NEUTRAL | VERY IMPORTANT |

- Reduces/eliminates the use of toxic chemicals
- Reduces/eliminates toxic emissions from the product
- Uses less energy
- Less waste
- Can be fully recycled
- Reduces/eliminates excessive packaging
- Reduces use of natural resources
- Product is biodegradable
- Uses recycled materials
- Reduces/eliminates non-recyclable packaging

1   2   3   4   5
MEAN

RESEARCH REPORT: TRENDS IN 'GREEN' LABORATORY PRODUCTS

A TYPICAL IN-DEPTH SURVEY

- ▸ Includes 15 to 20 questions
- ▸ Can include several questions with open-ended responses
- ▸ Can include images, such as print or online advertisements
- ▸ 10 to 15 questions related to products or services
- ▸ 3 to 5 demographic questions (such as, location, work setting, purchasing authority)
- ▸ Takes between 10 to 15 minutes to complete

PROJECT SCHEDULE

A typical survey project takes 6 to 8 weeks from start to delivery of the written report and raw data:

- ▸ 1 to 2 weeks to develop the survey tool, including survey design, programming, and testing
- ▸ 2 weeks for fielding of the survey
- ▸ 2 weeks for analysis of data and writing of the report

PRICING

Conducting online surveys start at $15,000.

PRICING

Number of Questions	Pricing
5	$15,000
10	$15,000
15	$15,000
20	$18,500
25	$22,000
30	$24,500

Please note rates are reflected as NET.