

The Clarus Edge

1 No cutting corners. Clarus provides the highest quality research services from start to finish—from client collaboration to research design, from questionnaire development to sample selection, from data collection to presentation of findings.

2 Digging deep. We add maximum value to research data by devoting the time and energy needed to getting the most out of each study's findings and by clearly presenting useful recommendations in a practical, understandable way.

3 Putting clients first. Clarus gives each client undivided attention and the most insightful analysis available in the industry today.

4 Getting the best of the best. A highly experienced senior professional manages every client project and answers every client question—and does it within your timetable and budget.

5 No compromising. Clarus meets the highest standards of strict confidentiality, professional integrity, scientific reliability and analytical objectivity.

6 Working together. We collaborate closely with in-house staff and consultant teams to ensure seamless planning and execution.

PUBLIC OPINION POLLS

To shape public opinion, you need to understand it. *Really* understand it. Clarus conducts surveys for a range of clients. We can sample most any audience, from registered voters to product purchasers, from small market segments to hard-to-reach population subgroups. Based on solid science and reliable methodologies, our polls use the best data collection techniques and technologies. Our professional care and quality controls produce accurate results you can trust.

FOCUS GROUPS AND DIAL SESSIONS

Break through market clutter and mountains of data. Find the public pulse, locate message hot buttons, and identify competitive opportunities. Cost-effective focus groups by Clarus are carefully constructed and analyzed. We search out every possible insight for every client need. We can test the effectiveness of your advertising messages, websites, videos and public campaigns. Our dial sessions gauge moment-to-moment reactions to speeches, presentations and interviews—right down to the effectiveness of individual words, phrases and gestures.

MARKET SURVEYS AND STUDIES

Opening a new business? Introducing a product? Looking for customers? Searching for a new edge? Market surveys and research studies by Clarus tackle the job with laser-like precision and provide practical applications to help you make smart decisions. We turn data into opportunities and questions into answers.

MEMBERSHIP SURVEYS

If you want to know what your members, officers and board members think, ask them. But do it the right way with a Clarus survey, an essential management tool for every association executive. Scientific polling can help associations and professional societies find new members and better serve existing ones. They can test messages and policy changes before they're unveiled. Our one-on-one interviewing can tap the opinions and knowledge of board members, staff, volunteer leaders and coalition partners. Clarus President Ron Faucheux is available to present findings and analysis to your board and membership meetings.

RESEARCH-DRIVEN MESSAGE DEVELOPMENT

You know what you want to say, but how do you say it? What are the right words and phrases? What language to avoid? How do you frame the debate, simplify explanations, find the competitive edge and master sensitive issues? Message development is a process—and step one is research. Clarus will collaborate with your communications staff, media trainers, public relations and advertising teams to craft and test the most effective messages for every possible situation.



CLARUS RESEARCH GROUP

We serve corporate, advocacy, association and nonprofit clients through a full array of polling and research services.

SUCCESS METRICS

Leaders of businesses, associations and advocacy groups need effective ways to quantify organizational success and measure progress. Surveys by Clarus can do that, efficiently and cost-effectively. We spot the strengths you need to know about and the weaknesses you need to correct. And we can do it confidentially, with technical precision and professional objectivity.

MICRO-TARGETING FOR GRASSROOTS PROGRAMS

If you have an issue to advocate and need to mobilize grassroots supporters, Clarus will find the right individuals and groups for your campaign. We use the latest micro-targeting, statistical modeling and survey techniques. We can identify potential constituencies and citizen activists for a range of advocacy contact programs.

MEDIA AUDITS

Are you sure your advertising works? Your website delivers? Your media messages break through? Are your materials, seminars and conferences reaching the right audiences? Our media audits, based on surveys and one-on-one interviewing, answer these questions with fresh objectivity and insight. Most organizations—businesses, associations, advocacy groups, nonprofits—need periodic evaluations of their internal and external communications vehicles. At Clarus, we're ready when you are.

TREND ANALYSIS

Clarus can analyze media coverage and a multitude of data sources to find trends that matter to your business or organization. We can help spot competitive opportunities and identify emerging threats before they become problems.

BALLOT PROPOSITION POLLING AND ANALYSIS

If you want to pass or defeat a ballot initiative, Clarus can be a vital part of your team. The strategic dynamics of ballot proposition elections—bond issues, tax questions, citizen initiatives, constitutional amendments—are markedly different from partisan candidate campaigns. Thinking outside the box is essential. And so is the right polling and analysis. Clarus President Ron Faucheux has a strong background in ballot elections. In fact, he's a recognized expert and has trained many practitioners. If you're ever in a ballot issue fight, he's a good guy to have on your side.

Ronald A. Faucheux, Ph.D. President, Clarus Research Group



Dr. Faucheux is a nationally respected public opinion analyst and public affairs professional. He has a unique background in research, government, politics, communications and issue advocacy. He combines professional competence and academic credentials with pragmatic problem solving. He learned the importance of strategic research in the trenches of competitive politics and issue advocacy.

A former state legislator and Secretary of Commerce in Louisiana, he previously edited and published *Campaigns & Elections* magazine. He also served as a U.S. Senate Chief of Staff and headed government affairs for the American Institute of Architects. He's advised more than 118 political and ballot issue campaigns, consulted with Fortune 500 executives, directed landmark foundation research projects and developed advocacy strategies for a range of clients across the nation.

Dr. Faucheux has managed research projects and analyzed surveys for corporate, political, association and nonprofit clients. He's a recognized expert in applying survey research to strategy planning and message development in highly competitive situations.

Education & Professional Affiliations:

Dr. Faucheux received his undergraduate degree from Georgetown University, a Ph.D. in political science (with a concentration in voter behavior research) from the University of New Orleans and a Juris Doctor degree in law from the LSU Law Center. He is a member of the American Association for Public Opinion Research and the Marketing Research Association.

Author & Educator:

Dr. Faucheux teaches at the Public Policy Institute at Georgetown University and the Graduate School of Political Management at George Washington University. He's authored books about political campaigning and has appeared on national network television programs more than 300 times as a nonpartisan expert. He's trained thousands of corporate, association and political players in the U.S. and other countries. His online political handicapping service correctly called winners 98% of the time in more than 2,500 elections over a 10-year period.



CLEAR ANSWERS TO IMPORTANT QUESTIONS

Polling. Focus Groups. Market Studies. Custom Research.

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SMART DECISIONS AND WINNING STRATEGIES START WITH QUALITY RESEARCH

If you don't know where you're headed, any road will get you there. At Clarus Research Group, we offer clients the roadmap they need to get where they want to go. Clarus (a Latin word meaning "clarity") helps an array of organizations, campaigns and causes make smart decisions with accurate polling, quality research, practical analysis and useful recommendations. A full-service firm, we provide insights based on qualitative and quantitative research studies in the business, technology, political, entertainment, education and public policy worlds. Whether it's an organizational repositioning, a product placement decision, a major capital expenditure, finding supporters for an issue campaign or acquiring solid market share information, Clarus helps corporations, associations, nonprofits and advocacy groups find competitive advantages. Our job is to minimize uncertainty and pinpoint paths to success.

“ Today's leaders want measurable results. And that's what Clarus provides. We use polling and the latest research techniques to find trends and opportunities and to lessen uncertainty. Clarity is our mission and research excellence is our method. That's why leaders of businesses, associations, nonprofits and advocacy groups come to us for clear answers to important questions. ”

- Ronald A. Faucheux, Ph.D.

President, Clarus Research Group



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