

DataStar is a leading provider of survey management and data processing services to researchers. Our team possesses a broad range of proven research expertise and specialized skills. We are committed to providing our clients with the highest level of professional integrity, quality, and responsiveness to meet their data and research needs.

Our Expertise

- ★ Market Research
 - ★ Subscriber/Member Studies
 - ★ Customer Satisfaction
 - ★ Employee Surveys/
Feedback Programs
 - ★ Patient/Physician Surveys
 - ★ Advertising Research
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Our Services

- ★ Mail Surveys
- ★ Data Entry
- ★ Web Surveys
- ★ Statistical Analysis
- ★ Open-End Coding
- ★ Crosstabs and other Reports

Primary NAICS Codes:

518210 - Data Processing, Hosting, and Related Services

541910 - Marketing Research and Public Opinion Polling

Our Commitment

- ★ Quality
 - ★ Proven Research Expertise
 - ★ Responsiveness
 - ★ State of the Art Technology
 - ★ Competitive Pricing
 - ★ Unsurpassed Customer Service
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Industries We Serve

- ★ Market Research/Consulting
- ★ Human Resources
- ★ Education/Social Services
- ★ Government/GSA
- ★ Financial Services
- ★ Healthcare/Biotechnology
- ★ Retail
- ★ Manufacturing/R&D
- ★ Advertising/Media
- ★ Associations



GSA Schedule/SIN: 541-4A
GSA Contract No: GS-07F-0218V
Business Classification: Small Business

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Our Services

At **DataStar**, we offer a wide variety of services to suit your individual needs. You may utilize all of our services, or choose just those that apply to your current project.

- ★ **Questionnaire Design** – We can assist with any design challenges confronting you. If your questionnaire is in final draft form, have us review the format free of charge. We may have suggestions that will prove cost-effective, ensure greater accuracy and timeliness in data entry and leave you with a professional looking instrument.
- ★ **Mail Survey Management** – We can manage mail surveys for you, from design through tabulations or jump in at any point in between, including printing and fulfillment. You can take advantage of the reduced Business Reply Mail rate using DataStar's postage permit.
- ★ **Web Surveys** – DataStar was a pioneer in utilizing the power of the Internet for survey research applications. Using leading edge technology, DataStar can design and implement surveys that are easy to complete, reduce turnaround time and are often administered at a fraction of the cost of traditional paper surveys!
- ★ **Coding and Editing** – Editing is an important step in preparing documents for data entry especially for self-administered surveys that are often filled out in nonconforming ways. All paper surveys are checked in, assigned ID numbers and batch control codes that allow us to quickly locate individual documents as needed during the data cleaning process. Coding is often required for open-ended questions or freestyle text responses in order to tabulate the responses within categories. Coding open-ends allows qualitative answers to be captured and analyzed quantitatively.
- ★ **Data Entry** – All data is input in either single or multipunch format and is 100% key-verified (double keyed) for output in any format you require.
- ★ **Data Cleaning and Sample Balancing** – We can clean your data according to your specifications, whether it is simply verifying skip patterns or weighting your sample to obtain a more accurate reflection of the population. Our goal is to maintain the highest integrity in your data... feel free to discuss with us any issues you may have in this regard.
- ★ **Crosstabulation and Statistical Analysis** – We can run your tables using several different software options, which allow us great flexibility in meeting your data tabulation requirements, which may include any type of descriptive or multivariate statistical analyses. If needed, we are always here to offer our professional expertise in defining your data analysis specifications and any special requests you may have.
- ★ **Report Ready Output** – We offer a variety of output options for your tables as well as your data including report ready text and graphics, or electronic files. We can provide a brief analysis of your data tables in an executive summary or PowerPoint format.

Let our expertise work for you. Call **DataStar** for more information or an estimate.