



Certus Insights

A Full-Service Research Company
2026

www.certusinsights.com



Certus Insights provides actionable insights through **surveys, focus groups, and social listening** for corporate, association, and nonprofit clients to understand audiences, explore market opportunities, address reputational challenges, and build effective communications campaigns.

Independent

We are an independent firm that provides customized, hands-on attention and consulting. Each project receives our full attention and care.

Experienced

A team experienced in counseling clients in using data to tell compelling stories and make important strategic decisions.

Cutting-Edge

We have a deep capacity for cutting-edge research methodologies and techniques. Innovation grounded in methodological rigor and analytical depth are our key differentiators.

Full Service

We are a full-service, turnkey research and analytics company with a complete range of offerings for a variety of clients.

Custom

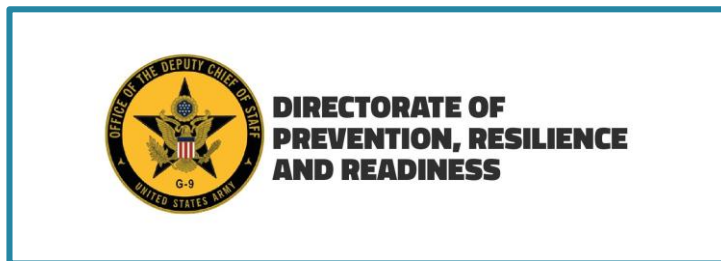
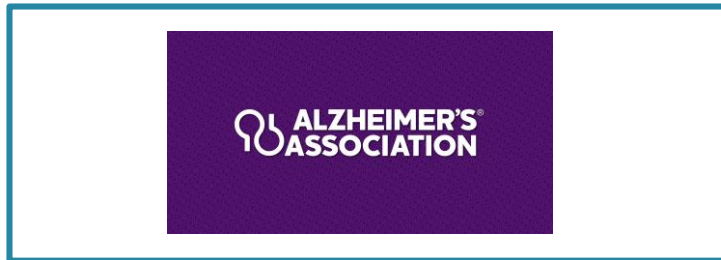
We provide custom research instrument development, written by practiced experts to ensure properly structured questions that reduce bias and provide usable, accurate, and actionable data.

Applied

We focus on helping our clients put their data into action through thoughtful analysis that empowers clients to speak to the results with confidence.



We are an independent research agency that works with major brands and organizations to solve complex communication challenges.





Build a data-driven communication campaign through **surveys** and **focus groups**

Quantitative surveys test communication strategies to target an entire community or population. Qualitative focus groups and interviews help reveal the ways a target audience approach and thinks about an issue. The two modes of research work together to provide a breadth and depth to research.

Insights From Quant and Qual



AUDIENCE

Segment audiences into targetable groups

- Identify new and receptive audiences
- Understand motivations of existing audiences
- Develop targeted strategies for different audiences
- Measure demographics, psychographics, and behaviors



MESSAGE

Thoroughly test messaging concepts, phrases, and specific words.

- Identify what moves, convinces, and persuades
- Develop targeted message strategies for different audiences
- Optimize precise words and phrases
- Refine and develop creative material and content



REPUTATION

Understand the strengths, weaknesses, and perceptions around a brand and its competitors.

- Identify reputation strengths and weaknesses, risks and opportunities
- Compare reputation against competitors
- Measure information recall
- Determine effectiveness of current communication efforts



BEHAVIOR

Know where and how audiences make decisions.

- Map path to purchase and path to consideration
- Determine media consumption behaviors
- Find shopping and consumption priorities
- Identify opportunities for more granular targeting

The Result:

A comprehensive communications guide that identifies the most effective messages to reach priority audiences on widely used media channels that convinces, persuades, and changes behaviors



Reach influential decision makers through our industry leading approach to elite audience surveys

We are the industry leaders in recruiting hard-to-reach elite audiences through our established network of respondent databases, careful screening of respondents, and cutting-edge recruiting techniques. Develop a go-to-market communications strategy that maximizes campaign effectiveness to convince and persuade influencers on issues small and large.

Elite Audience Examples



Understand those who influence and define policy at the national level, local level, or on specific issues.

Examples...

Beltway Policy Elites

State Policy Elites

Transportation Policy Elites

Healthcare Policy Elites



Assess hard to reach health care professionals, decision makers, and targeted patient groups

Examples...

Practicing physicians

Hospital decision makers

Patients with a specific condition

Practicing nurses



Reach high-level executives, business leaders, and those responsible for major purchasing decisions

Examples...

C-Suite Executives

B2B Purchasing Decision Makers

Industry Senior Managers

Industry Opinion Elites

Case Study:

Elite Audience Brand Tracking Survey for a DC Based Health Issues Association

The team at Certus Insights fields a brand tracking survey among the DC policy community that measures changes in a health association's awareness, perceptions on their key issue organization, and the need for additional federal funding.

The survey enables the association to better understand how they could use targeted messaging, paid media, and earned media efforts. Since the initial survey, the organization has optimized its messages and communications strategy to increase awareness year over year.



Know the precise words, phrases, and arguments to control the conversation through our **message development surveys**

Certus Insights deploys a **comprehensive**, multi-modal research process for developing **actionable** key messages.

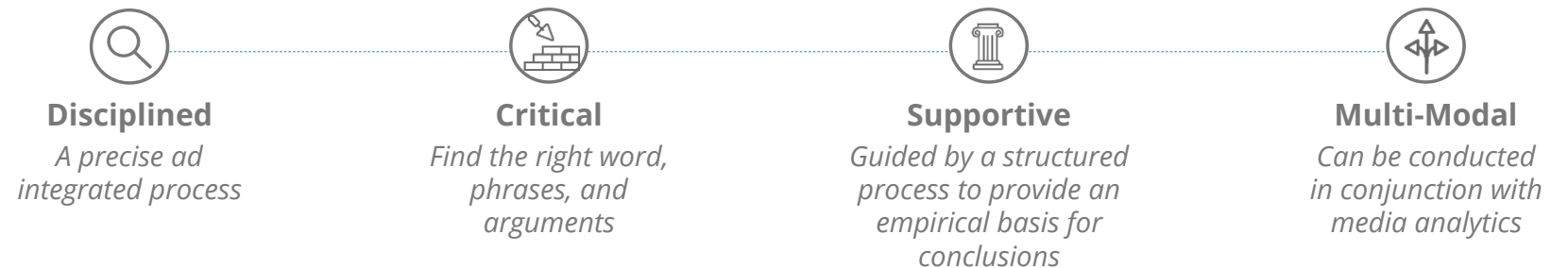
DATA DRIVEN MESSAGE DEVELOPMENT

Our disciplined message development process integrates multiple data sources to provide an empirical basis for finding the right messages to use in a communications campaign.

- 1** Frame your strengths
- 3** Answer questions and attacks
- 5** Target specific audiences
- 2** Inoculate against weakness
- 4** Create continuity

AN EMPIRICAL BASED APPROACH

Our message development process is...

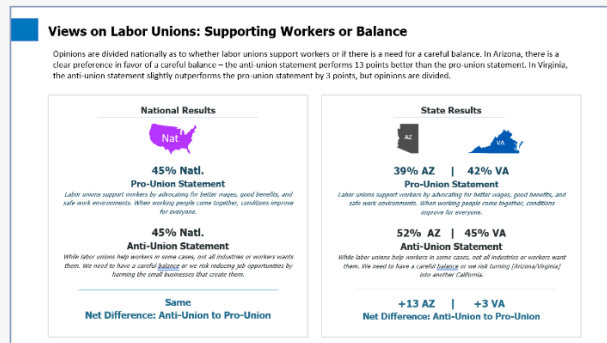




We Deliver Visual Reports with In-Depth Analysis

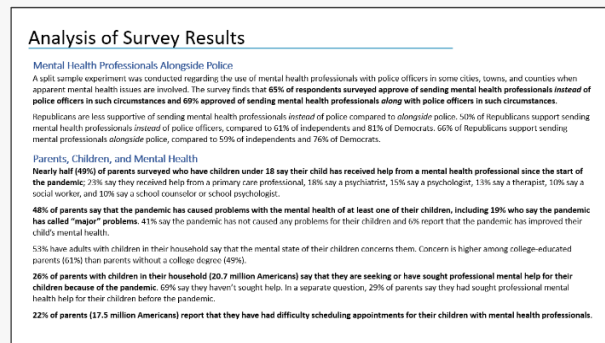
Certus Insight reports are custom built for each client and provide real, actionable analysis that can be integrated immediately into all communication and marketing efforts.

Example



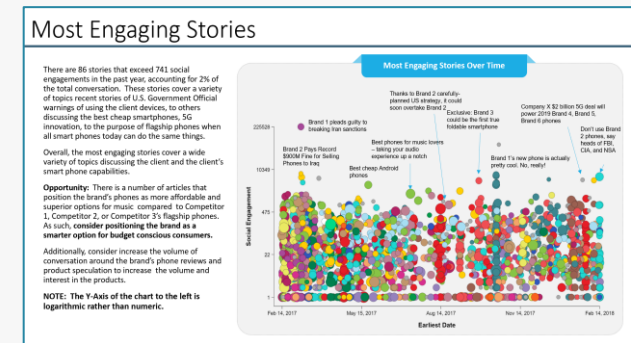
Visually compare key questions with presentation-ready graphics of the findings. The reports also include full data tables of the results, with cross-tabulations performed across key variables.

Example



Each report provides a detailed analysis. The analysis highlights key findings and trends, makes recommendations on the best application of the data, and emphasize key challenges posed by the results.

Example



Qualitative and analytics reports provide in-depth analysis of the conversation, metrics to substantiate claims, key quotes, and a full transcript.

Ronald A. Faucheux, Ph.D.
Chief Analyst, Certus Insights



Dr. Faucheux is a nationally respected public opinion analyst with a unique background in public policy and legislative research, public communications, and message strategies. He combines professional competence and academic credentials with pragmatic problem-solving skills.

Dr. Faucheux has taught graduate students at the Public Policy Institute at Georgetown University, the Graduate School of Political Management at George Washington University and the University of New Orleans. He has managed major grants from the Pew Charitable Trusts. He's consulted with Fortune 500 executives, university leaders and academics. He's developed research programs for a range of businesses, trade associations, and non-profit organizations across the nation.

He received his undergraduate degree from Georgetown University, a Ph.D. in political science from the University of New Orleans and a Juris Doctor degree in law from the LSU Law Center. He's authored books about marketing, strategy, and polling and has appeared on national network television programs more than 300 times as a nonpartisan expert.

Andrew Rugg
President, Certus Insights



Andrew Rugg is an industry leader in integrating quantitative, qualitative, and analytics research methodologies to develop applied strategic insights for clients. He's worked extensively for a diverse range of clients, including advocacy groups, health non-profits, consumer companies, healthcare companies, government contractors, and government agencies.

Before founding Certus Insights, Mr. Rugg led a fully integrated research and analytics department for MSL North America, Publicis Groupe's public relations agency. There he managed hundreds of research projects for clients large and small in public affairs, public relations, internal communications, and marketing applications.

He was also an analyst at The American Enterprise Institute, where he published numerous studies on US public opinion, was managing editor of the monthly "AEI Political Report," and host of AEI's flagship podcast "Banter." He appeared on numerous national television, radio, and podcast programs as a nonpartisan polling expert.

He is a registered member of the Insights Association.

Certus Insights provides high quality survey and focus group research for corporate, association, advocacy and nonprofit clients. Each custom project receives the full attention of our senior analysts. Our differentiator: The combination of solid quantitative and qualitative methodologies along with practical, analytical depth.

*We look forward to hearing more about your research needs.
Email us at newbusiness@certusinsights.com*

