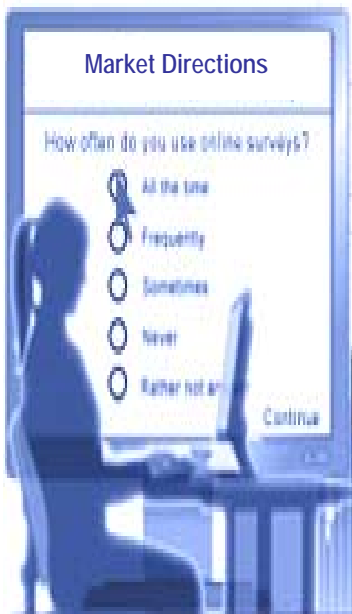


ON-LINE SURVEYS

- ✓ Convenient
- ✓ Quick
- ✓ Secure
- ✓ Economical
- ✓ Accurate
- ✓ User-Friendly



WE DELIVER

EVERYTHING YOU NEED TO KNOW

Market Directions
Boston
www.marketdirectionsmr.com
Phone: 617-323-1862
TF: 800-475-9808
E-mail: info@mktdirections.com

Getting Started

We Keep It Simple

We are in the business of selling an experience that delights our customers. We provide our clients with a quality end-to-end experience from initial contact to the design, development and implementation of your questionnaire and delight you with the final survey results.



We Listen

Having a clear understanding of a client's goals and objectives goes a long way in helping to create a survey that will measure what is intended.

"... it is the privilege of wisdom to listen"
~ Oliver Wendell Holmes

We listen to understand the impact of the decisions that will be made from the data collected. The truth of the matter is that your project couldn't be more important and listening to you is just the beginning of our relationship. We listen to: obtain information; understand.; establish trust; and learn— so you can be sure that you are getting the information you need for the insight required for marketing decisions and strategies.

We Provide— Excellence, Attentiveness, Economy and Satisfaction — PROMISE

What sets Market Directions apart is our responsiveness and flexibility to client needs, quality data, attention to detail, competitive pricing and insight. Our procedures, infrastructures and management style are straightforward, making us able to immediately and quickly accommodate your needs.

We Ask the Right Questions

Research can be motivated by a problem or an opportunity. Market Directions first, consults with its clients to make certain that the real issues will be addressed as a result of the questions developed for the research questionnaire. In developing questions for the research project Market Directions will assure that the questions consider:

Attitudes – knowledge, feelings and expectations regarding need.

Images – the mental picture developed by respondent of “subject”

Decisions – the perceived benefits vs. burdens endured

Behavior – how does the “subject” influence?

Demographics – indicating the make-up, who, what, where, etc.



Market Directions *Discover Your Customers*

Market Directions is a full service custom market research and analysis firm that helps companies to identify and clarify distinct marketplace opportunities.

By asking the right questions and analyzing the answers, Market Directions unique, hands-on methodology enables senior marketing and sales executives, to significantly increase sales and gain measurable competitive advantage.

Our promise to you? That as a result of our work, you will understand your customers and your business in a whole new way. You will see your products and services as your key customers see them, and, equipped with this critical information, that you will save both money and time.



Experience and Engagement

Market Directions process ensures that research participants – and the data they provide – are treated with care and respect. We can personalize the survey experience for respondents through the use of existing profile information or responses to questions answered earlier in the survey. During the development process we work to identify issues with **language, culture, logic, and length**.

Market Directions survey process meets the needs of people completing surveys, regardless of their technical skill level. Our surveys are attractive, efficient, and easy to use. Some highlights of the respondent experience include:

Universal Access - Our respondent interface works with all common web browsers.

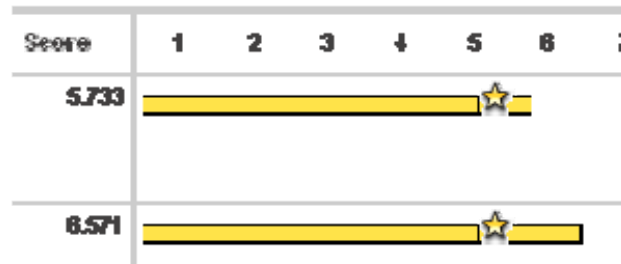
Stop/Continue Later - While completing a survey, a respondent can stop at any point and receive an access code that allows him or her to continue the survey later.

Change Answers - If a respondent wants to go back to review or change a response, this can be done at any time while he or she is completing the survey.

Progress Monitor - Respondents can see what percentage of the survey they have completed at any point.

Response Summary - After completing the survey, respondents can download a summary of their responses.

The Spotlight Report allows respondents to visually see how their responses compared to the overall survey responses.



The Client Experience

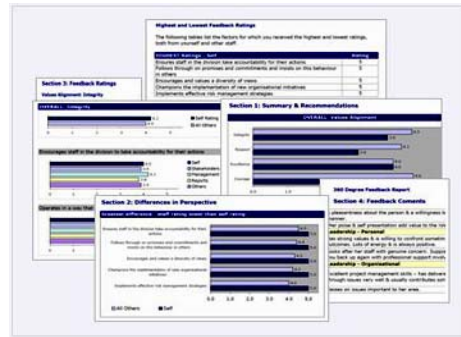
The Market Directions Experience

Our market research survey process produces superior results for our clients. The process includes a series of best practices—the results—you benefit from Market Directions many years of experience conducting surveys. Our proven survey process is divided into five stages

Work Plan

Market Directions' five stages consists of:

- 1) **Listening & Development;**
- 2) **Administration;**
- 3) **Implementation;**
- 4) **Analysis & Measurement and**
- 5) **Presentation of the Results**



This proven process has benefited Market Directions' clients by providing meaningful, insightful information about customers, employees and products, including attitudes and behavior.

Market Directions' process consists of working together with the client — giving the client as much “hands on” or “hands off” that they desire. If you have an existing survey draft, we can review it, suggest revisions and optimize the survey instrument for the Internet. If you don't have an existing survey draft, we will create one tailored specifically to your needs.



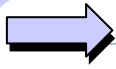
Market Directions provides questionnaire review to assure question validity, reliability and bias reduction.

The end result is a customized survey tailored specifically to your information needs, using the appropriate language and format for your audience.

Once the development phase is complete Market Directions continues to provide you with administration and implementation for insight on appropriate incentives, deadlines, respondent notification methods and follow-up— so you can feel at ease that the process will go smoothly and that you will get the answers and insights you require.

On-Line Survey Process

Page 5



Listening & Development

Define and confirm objectives and review client requirements

D-Base Formatting

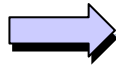
Questionnaire Design

Sample Design

-Segment
-Hosting

-Appropriate Language
-Response Scales

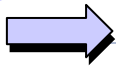
-How many?
-Quotas?



Administration

Consists of ensuring quality control throughout the survey process:

Market Directions: Controls the process— Accountable—
Sample Plan
Survey Hosting — Secure Server
Communicates with Client throughout the project and —
Provides one point of contact



Implementation

Consists of sending out the survey to the respondents:

Survey Invitation
Survey Distribution
Ensure Respondent's Experience— privacy, ease of use,
Engage Respondent
Follow-up— Additional invitations or new venue



Analysis & Measurement

Consists of compiling and modeling survey data:

Assigning Value
Segmentation
Demographic Profiles
Statistics
Conclusions



Presentation of Results

Consists of delivering results in a meaningful format

Provide insight and implications
Decision Value—
Results on-time and on budget
Follow-up— Future surveys — Trends— Benchmarks

Analysis— Measurement & Reporting

Gaining an accurate understanding of your survey results is the final step in the survey process (excluding any action taken based on those results).

Quantitative Data—

We start by looking at the numbers. Generating a report for all respondents and looking at the following:

- Overall Average Scores
- Relative Scores
- Standard Deviations
- Frequency Distributions -

Qualitative Data—

Some of your greatest opportunities to understand your results will come from the comments that people have provided. Remember that satisfied people often don't make comments or have little to say, so if you find a disproportionate number of negative comments, don't be discouraged.

- Categorize into different areas
- Detail and conviction of comments
- Patterns

Demographics—

We look for relationships between demographic groups and sub-groups. This is where we segment customers according to characteristics, and look for patterns amongst different groups. Performing cross-tab results by demographic characteristics can give you valuable insight into value propositions for different customers.



Standard Reporting

Mean Analysis — Frequency Distribution

The frequency distribution serves as a summary of all of the data and is part of our standard reporting package. Additionally, we provide standard deviations which indicate the level of agreement amongst respondents. A low standard deviation means people generally had a higher level of agreement and higher standard deviations mean less agreement.

Frequency Analysis		
Answer	Count	Percent
Male	233	58.25%
Female	167	41.75%
Total	400	100%

Key Analytics	
Mean	1.418
Confidence Interval @ 95%	[1.369 - 1.466] n = 400
Standard Deviation	0.494
Standard Error	0.025

One pattern in particular we look for is a bi-modal distribution where there are clusters of responses on both the high and low ends of the response spectrum.

This report also provides of through summary of the weighted average of the respondents.

Open Ended Text Report

Every research project typically involves verbatim responses. The open ended text report allows you to view the open ended responses.

Individual Response Viewer

From any point in the process, individual surveys can be viewed. The data includes the IP Address, Date/Time, and the respondent's answers.



Data Formats

We can deliver data in .xls, .csv or SPSS.sav formats, in case our clients wish to use the data for their own analysis.

The above reports are standard with all surveys administered.

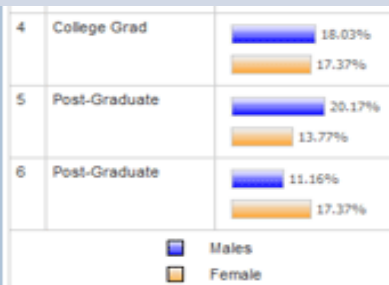
Enhanced Reporting

Cross-Tabulation and Grouping Reports—

Enhanced Reporting is required for more in-depth analysis of the responses.

To better understand how two different survey items inter-relate, crosstabs are used.

Additionally, a common requirement is to compare the results of the survey for different groups of survey respondents. For instance, how did males answer vs. females on a given question?



Standard Statistical Report						
Cross Tab Example Output						
In Rows : Q1 occupation of the person						
In columns : Q8 Product consumer						
Q1 Q8	Brand A	Brand B	Brand C	Brand D	Brand E	Total
Farmer	4	2	6	3	0	15
managerial	29	5	59	3	3	99
professional & technical	45	9	74	3	7	138
administration	35	6	62	4	3	110
skilled manual labor	31	4	51	5	2	93
unskilled manual labor	27	9	45	1	4	86
unemployed	29	5	64	11	3	112

There is an additional charge for these enhanced reports along with Gap Analysis, Regression Analysis, Kano Model and Conjoint Analysis

Typical Pricing & Timeframe

Scope of Typical Survey Project:

Development, design, administration, implementation and report findings from a survey of customers, employees or prospects.

Standard Survey Cost— \$5,500

- Survey hosting, design, implementation & administration, data collection & analysis, and reporting.
- 12 closed ended questions and two open questions— plus demographics (name, address, age, etc.)
- Administered to client d-base of customers.
- Survey Length in Minutes: 10
- No graphics, video streaming or audio files included.
- Low Complexity

Does not include any incentive costs, if it is determined that they are needed for project.

Enhanced Reporting Survey Cost— \$6,500

Includes everything above plus cross-tabs and grouping reports.

Deliverables—

Daily Status Updates, as required
Interim Data File — Final Data File— in requested format.
Online viewing and reporting for client during survey.
Final Report to include: Executive Summary, and Standard Reporting as described on page 7 or for additional cost, Enhanced Reporting.

Project Timing—

Questionnaire Development/Design	5 to 7 days
D-Base set-up and development	3 to 5 days
Pre-field set-up— Programming/Testing	5 to 7 days
Project Field Period	TBD
Final Data File Delivered	5 days
Final Report	5 days <i>after field end</i>

