

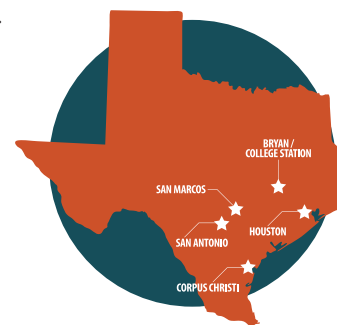


ReconMR is a data collection research firm headquartered in the Austin-San Marcos, TX metropolitan area.

ReconMR has experience dating back to the 1960's and has conducted thousands of research projects for a wide range of clients, including state and municipal entities, universities, media outlets, political pollsters, public policy scientists, retail corporations, high tech companies, and more. We're backed by a staff of experienced managers, programmers, and supervisors who oversee more than 1000 professionally-trained interviewers, including a full complement of bilingual interviewers.

With over 25 years of experience assisting national, state, and local government agencies with their research needs, ReconMR has a proven track record of delivering high quality survey research data collection. Customer Research International (CRI), an affiliated company of ReconMR, has various certifications from the State of Texas, including MBE and HUB. Many local, state, and national government agencies view these certifications as an asset in working with ReconMR as a research partner.

ReconMR's headquarters and one of four call center operations is located 15 minutes South of Austin, Texas and two blocks away from Texas State University, with 35,000+ students currently enrolled. Hispanics comprise 28% of student population and 32% of the Austin-San Marcos metro area population. ReconMR, through CRI, has maintained a presence in San Marcos since 1999. In 2004, the CRI call center was relocated to an 8,300 sq. ft. purchased facility that currently accommodates administrative offices and 116 call center stations. ReconMR has another 16,000 sq. ft. facility in Bryan/College Station (home of TX A&M University) with 225 CATI stations, another 130 stations in Houston, 110 in San Antonio, and 115 in Corpus Christi, TX.



Our reputation in all five geographic areas attracts educated, skilled and articulate employees looking for flexible, challenging and meaningful work.

ReconMR's 700-stations are a fully networked Computer Assisted Telephone Interviewing (CATI) operation. All studies are programmed into the system to allow for seamless questionnaire deployment, sample management, quota management, interviewer monitoring, and expedited data delivery.

Quantitative Methodologies

- Telephone Opinion Surveys
- Telephone Perceptual Studies
(Awareness, Trial, Usage, & Attitude)
- Multi-Wave Telephone Tracking
- Telephone Recruit-to-Web
- Political Polling
- Focus Group recruiting

30

Call center managers/supervisors with average tenure of six years

6

Programmers with average tenure of twelve years

3

System Administrators with average tenure of more than twenty years

Average Interviewer works **20** hours per week

INTERVIEWER PROFILE:

50%
Students

15%
Bi-Lingual

15%
6+ month tenure

Up to **100,000 evening hours** available per month

Up to **85,000 daytime fielding hours** available per month

15 operating hours daily, 8am-11pm

ReconMR conducts Spanish interviews to assure an equal opportunity for participation of Spanish speaking households within a given study, as well as studies that specifically target unacculturated Hispanics.

Ample and available bilingual Spanish language interviewers

Bilingual project supervisors

Translation into conversational Spanish