

FINANCIAL COMMUNITY (CONT'D)

(POSTAL SURVEY)

- o FIELDWORK
 - SELF-ADMINISTERED POSTAL SURVEY
 - INTRODUCTORY LETTER FROM ENVIRONICS AND IMPERIAL OIL
 - CLEAR INSTRUCTIONS RE QUESTIONS, RETURN
 - EYE CATCHING LAYOUT (COLOURED PAPER)
 - NAME OF ENVIRONICS CONTACT
 - POSTAGE PAID RETURN ENVELOPE
 - SECOND MAILING (THANK YOU/REMINDER)
- o PROCESSING RETURNS, CODING AND DATA ENTRY
- o COMPUTER ANALYSIS
 - UP TO 20 DEMOGRAPHIC VARIABLES
 - MULTIVARIATE ANALYSIS