

GENERAL PUBLIC (INCLUDES CUSTOMERS) (CONT'D)
(TELEPHONE SURVEY)

- o FIELDWORK
 - TELEPHONE SURVEY FROM CENTRAL LOCATION
 - COMPUTER ASSISTED TELEPHONE INTERVIEWING (CATI)
 - MULTILINGUAL AS WELL AS FRENCH AND ENGLISH
- o CODING
- o DATA ANALYSIS: MARKET SEGMENTATION
 - UP TO 20 DEMOGRAPHIC VARIABLES
 - MULTIVARIATE ANALYSES
- o REPORT AND PRESENTATION
 - FOCUS GROUP VERBATIMS
 - RESEARCH FINDINGS
 - IMPLICATIONS
 - ACTION PLAN
 - SURVEY METHODOLOGY
 - TABULAR RESULTS