

ATTITUDINAL RESEARCH METHODOLOGY

o QUANTITATIVE RESEARCH

- MEASURE TARGET GROUPS DIRECTLY

- GENERAL PUBLIC
- CUSTOMERS

} TELEPHONE SURVEY

- EMPLOYEES
- SHAREOWNERS
- FINANCIAL COMMUNITY
- SALES ASSOCIATES
- DONEES

} POSTAL
SURVEY

o QUALITATIVE RESEARCH

- ASSESS TARGET GROUPS DIRECTLY OR INDIRECTLY

- GOVERNMENT (POLITICAL AND BUREAUCRATIC)
- MEDIA
- ACADEMICS/THOUGHT LEADERS
- INTEREST GROUPS

} PERSONAL OR
TELEPHONE
EXECUTIVE
INTERVIEWS