



June 10, 2008

Dear Hawaii Resident:

QMark Research, a full service market research firm in the downtown area, is looking for residents to be on our Consumer Panel. Once on the panel, you will be eligible to be contacted to participate in future qualitative research.

Qualitative research includes one-on-one interviews and focus groups. A one-on-one interview is a face-to-face encounter with an interviewer. The interview is scheduled at your convenience and lasts from 20 minutes to 1 hour.

A focus group is a meeting where we invite 8 to 10 people like you to take part in a discussion led by a trained moderator. Each group lasts 1½ to 2 hours.

Typically, we give a cash gratuity of \$25 - \$100 for 20 minutes to 3 hours of your time. We also serve refreshments and validate your parking. You may of course accept or decline our invitation to participate at any time.

Keep in mind that we do no selling or product promotion of any kind. We're only interested in your opinions. If you wish to become a member of our consumer panel, just fill out the [information sheet](#) and return it to:

**QMark Research**  
**American Savings Bank Tower**  
**1001 Bishop Street, 19<sup>th</sup> Floor**  
**Honolulu, HI 96813**

Most people find it interesting and a lot of fun. We hope you will too!

If you have any questions, please contact Lori at 564-5362.

Mahalo!



Q Mark Research  
1009 Bishop Street  
Pa'uahi Tower - Suite 950  
Honolulu Hawaii 96813



**OFFICE USE ONLY**

Received \_\_\_\_\_

ID# \_\_\_\_\_

**INFORMATION SHEET**

**NAME:** \_\_\_\_\_  
Last Name Middle Initial First Name

**GENDER:**  
Male: \_\_\_\_\_  
Female: \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_  
Street  
\_\_\_\_\_  
City Zip Code

**TELEPHONE:** Work: \_\_\_\_\_  
Home: \_\_\_\_\_  
Cell: \_\_\_\_\_

**OCCUPATION:** \_\_\_\_\_

**MARITAL STATUS:** \_\_\_\_\_ Married  
\_\_\_\_\_ Single/Never Married  
\_\_\_\_\_ Divorced/Separated/Widowed

**EMPLOYMENT:** \_\_\_\_\_ Employed full-time  
\_\_\_\_\_ Employed part-time  
\_\_\_\_\_ Student  
\_\_\_\_\_ Unemployed / looking for  
\_\_\_\_\_ Retired

**BIRTH YEAR:** \_\_\_\_\_

**DO YOU HAVE ANY CHILDREN UNDER 18 LIVING WITH YOU?** \_\_\_\_\_ Yes \_\_\_\_\_ No

**HOUSING:** \_\_\_\_\_ Own  
\_\_\_\_\_ Rent

**TYPE:** \_\_\_\_\_ Single Family  
\_\_\_\_\_ Townhouse  
\_\_\_\_\_ Condo/Apartment

**WHAT IS YOUR ETHNIC IDENTIFICATION?**

- \_\_\_\_\_ African American
- \_\_\_\_\_ Caucasian
- \_\_\_\_\_ Chinese
- \_\_\_\_\_ Hawaiian / Part-Hawaiian
- \_\_\_\_\_ Japanese
- \_\_\_\_\_ Filipino
- \_\_\_\_\_ Other (SPECIFY) \_\_\_\_\_

**ARE YOU A REGISTERED VOTER?**

\_\_\_\_\_ Yes \_\_\_\_\_ No

**DO YOU LISTEN TO THE RADIO MORE THAN TWO HOURS IN AN AVERAGE WEEK?**

\_\_\_\_\_ Yes \_\_\_\_\_ No

**[IF YES:] WHAT RADIO STATIONS DO YOU USUALLY LISTEN TO?**

\_\_\_\_\_  
\_\_\_\_\_

**WHAT WAS THE TOTAL INCOME FOR YOUR HOUSEHOLD LAST YEAR?**

- \_\_\_\_\_ Less than \$15,000
- \_\_\_\_\_ \$15,000 but less than \$25,000
- \_\_\_\_\_ \$35,000 but less than \$50,000
- \_\_\_\_\_ \$50,000 but less than \$75,000
- \_\_\_\_\_ \$75,000 but less than \$100,000
- \_\_\_\_\_ \$100,000 or more

**WHICH COMPANY PROVIDES YOUR MEDICAL INSURANCE?**

\_\_\_\_\_ Kaiser  
\_\_\_\_\_ HMSA  
\_\_\_\_\_ Other Provider: \_\_\_\_\_