



June 10, 2008

Dear Hawaii Resident:

QMark Research, the largest full service market research firm in Honolulu, is looking for Hawaii residents to be Secret Shoppers. To stay competitive in today's business market, local businesses need to know how they are meeting the needs of their customers and providing quality products and excellent service.

As a Secret Shopper you will have the opportunity to shop and rate stores and businesses around your island.

You will be asked to visit a variety of businesses, perform the task requested of you on your worksheet, for example; making a purchase, receiving a service or performing a return. Then after leaving the establishment you will fill out a short questionnaire rating the business based on your experience. And get paid for your honest opinions.

If you are interested in being a Secret Shopper just fill out the [information sheet](#) and return it to:

QMark Research
American Savings Bank Tower
1001 Bishop Street, 19th Floor
Honolulu, HI 96813

Mahalo for your interest!



Q Mark Research
1009 Bishop Street
Pauahi 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: _____