



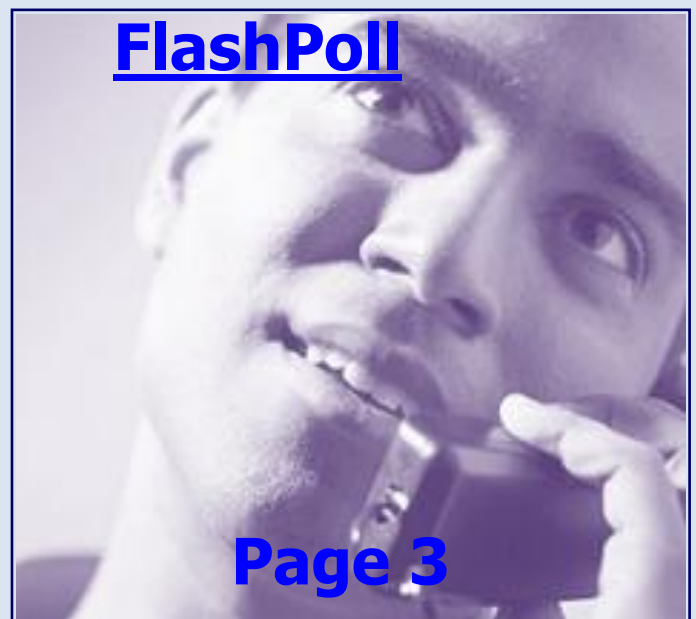
Patterson Market Research

FlashPoll® and WestSense® Vibe 2011

(Programs and Prices inside)

Pmr announces GOOD NEWS for WA marketers in 2011: Our new online WestSense® Vibe omnibus enables a cost effective vehicle to test ad concepts or other features that may involve display material.

The WestSense® Vibe is powered by The WestSense® Online Panel to become the only reputable Online Omnibus for Western Australia.



What would you like to know from all the people living in WA? Get your high quality answers and information easy, quick and very affordable.

For over 20 yrs PMR has provided WA with the monthly FlashPoll® Telephone Omnibus Survey Program. In 2011 this service will be **extended** with a unique **bi-monthly² ONLINE OMNIBUS SURVEY 'WestSense Vibe ®**.

- **WestSense Vibe ®** uses the newly launched **WestSense Panel®**, a unique and fast growing online panel of nearly 20,000 representative members of the West Australian public;
- With **WestSense Vibe ®** you can add graphics (logos, pictures) and even short movies and sound in your questionnaire; ideal for brand awareness studies and product testing;
- **WestSense Vibe ®** stands for **WA's Affordable High Quality Research Online;**

WestSense Vibe ® 2011 Planning² (All WA n=400 respondents)		
MONTH	FIELDWORK START DATES	DATA DELIVERY DATES
MARCH	Mon 14th of March	Fri 25th of March
MAY	Mon 9th of May	Fri 20th of May
JULY	Mon 11th of July	Fri 22nd of July
SEPTEMBER	Mon 12th of September	Fri 23rd of September
NOVEMBER	Mon 14th of November	Fri 25th of November

Contact us for current rates.

How **WestSense Vibe ®** works:

- You can **start from just 'one' question!** The consultants at Patterson Market Research are happy to assist you in developing your questions. This is inclusive of the project price.
- Additional info on **costs:** A surcharge may occur in case of specific long or complex questions. Partial lower based questions are discounted: Half Qualify = question rate x 75%, Quarter Qualify = Rate x 60%.
- The **standard data delivery** (all-inclusive of costs) consists of a clear set of data tables with frequencies (% counts) for the total sample and all standard socio-demographics (cross tabulations) or a clean SPSS-file.
- **Service surcharge:** A brief management summary report (in MS Word or PowerPoint) can be delivered at a surcharge of 15% on top of the project price. Costs for a detailed research report can be negotiated.

For more information: e-mail us at answers@marketresearch.com.au, call us at **08 9316 2322** and ask for **Keith Patterson** or **Jochem Tubbing** or go to our **website** at marketresearch.com.au.

² PMR will consider introducing WestSense Vibe in a monthly cycle if demand warrants this.

FlashPoll® 2011 Telephone Omnibus Survey Program

Did you know? For the past **22 years** we have conducted a reliable representative **telephone omnibus survey (poll)** amongst n=400 members of the West Australian public **every month!**

What is FlashPoll® and how does it work?

- **FlashPoll®** is our **monthly telephone survey program** and has run uninterrupted for 22 years!
- **FlashPoll®** has proven to be the most **accurate** method for **high quality telephone research** amongst the general public **of all Western Australia** (and at lower costs in the Perth Metropolitan area only).
- **Fast:** We guarantee to deliver your results (data tables) **within 5 working days** from start of fieldwork.
- **Affordable:** Your costs, 'no frills', are simply **calculated per question**. The project **costs are shared** with other clients in FlashPoll®; that's why we can offer you the **best prices** in WA for high quality research.
- **Reputation:** FlashPoll® enjoys an enviable record of accuracy in predicting electoral outcomes. This is why the West Australian Newspaper aka "The West" has used FlashPoll® (published as "**WestPoll**") for over 20 years. Our solid client base for FlashPoll® stems from all sorts of industries and governments in WA.

Also in 2011, FlashPoll® remains the most value-driven and reliable telephone survey program for all your research questions to the public in WA. The fieldwork starts on the first Monday or Tuesday of each month.

Contact us for current rates

Month	Fieldwork Dates	Data Delivery Dates*
January **	Mon 17 - Wed 19	Fri 21 January 2011
February	Mon 7 - Wed 9	Friday 11 February 2011
March*	Tues 8 - Thu 10	Monday 14 March 2011
April	Mon 4 - Wed 6	Friday 8 April 2011
May	Mon 2 - Wed 4	Friday 6 May 2011
June	Mon 6 - Wed 8	Friday 10 June 2011
July	Mon 4 - Wed 6	Friday 8 July 2011
August	Mon 1 - Wed 3	Friday 5 August 2011
September	Mon 5 - Wed 7	Friday 9 September 2011
October	Mon 3 - Wed 5	Friday 7 October 2011
November	Mon 7 - Wed 9	Friday 11 November 2011
December	Mon 5 - Wed 7	Friday 9 December 2011

**Public holidays may have a slight impact on timings ** The January Poll is subject to demand.*

More specific information on methodology, data delivery and costs

- You can use FlashPoll® starting from just 'one' question! The consultants at Patterson Market Research are happy to assist you in developing your questions. This is inclusive of the project price.
- Our random drawn sample of 400 people aged 15+ across Western Australia gives a theoretical survey error of $\pm 4.9\%$ at the 95% level of confidence. Our sample of 300 of people 15+ living in the Perth metro area gives a theoretical survey error of $\pm 5.7\%$ at the 95% level of confidence.
- Specific long or complex questions may be costed at multiple question rate (by negotiation), whereas partial audience questions will be discounted: Half Qualify = Rate x 75%, Quarter Qualify = Rate x 65%.
- The standard data delivery (all-inclusive of costs) consists of a clear set of data tables with frequencies (% counts) for the total sample and all standard socio-demographics (cross tabulations) or all socio-demographic and research data in a clean SPSS-file.

About Patterson Market Research

Patterson Market Research (PMR) is an **ISO 20252** accredited **full-service market research** agency and we have been **based in Perth, West Australia, since May 1988.**

Our main focus: West Australia

In this economy where most research companies become international, 'large scale' and impersonal, we aim at staying **your local research partner** with great expertise of the Western-Australian market. Your project is designed, managed and reported locally, so you can talk to the personnel involved at all stages of the project.

Markets and Research Services

The great majority of our work is in government, consumer and industrial market research, mostly in and around **Western Australia.** Our full range of services are; **quantitative market research** (e.g. telephone, online, face-to-face and postal research), **qualitative market research** (e.g. focus groups, in-depth interviewing) and subsequent **marketing and management consultancy services.**

Experience

In the past **22 years** Patterson Market Research has earned an **impeccable reputation** for our very **high standards** in research design, our straightforward research methods, our broad variety in research solutions, well reasoned analysis and meaningful reporting; all at **affordable costs.**

Our clients

Our clients operate in diverse markets; Fast Moving Consumer Goods, Mining Industry, Building Industry, Retail, Transport, Media and Advertising, Finance and Banking, IT and Telecommunications, Utilities and we often work with National, State and Local Governments. Over the last 22 years Patterson Market Research has worked in a broad range of industries in WA and Interstate; whatever your industry, we probably have some relevant experience to assist you.

The Consulting Team

Patterson Market Research is managed by managing director and senior consultant, **Keith Patterson.** Keith has over 30 years experience as research professional. His strengths are high quality research design, and a wealth of experience in many industries and govt sectors. Keith has QPMR accreditation (Qualified Practising Market Researcher, as recognised by the AMSRS). He is joined by senior consultant **Jochem Tubbing** who has a broad experience in the Global Research industry, having previously worked for large research agencies in Amsterdam and London with clients from various international brands in different market segments worldwide. The team is completed by associate consultant **Amy Jones** who has been at Patterson Market Research for over five years providing project management support on a part-time basis.

WestSense®

Our exclusive WestSense on line panel takes a new and refreshing approach to panel building and management, which we believe provides a better quality outcome for researchers. WestSense people are invited to provide their opinions to help shape the products and services delivered by business and Govt. – and they receive cash payments for their input.

The WestSense positioning "Give your 2 cents. Earn great dollars." Refers to the payment for input, but steps away from the "easy cash" premise (upon which most panels are built) that taking part in on line surveys is a way to make good money. The focus on "making easy money " results in panels primarily motivated by cash (respondents try to complete the surveys as quickly as possible) and the quite modest cash returns lead to "money motivated" panelist dissatisfaction, and a high churn rate.

WestSense is built on the notion of curious people being rewarded for their time – it is not a way to make easy money.

For more information about FlashPoll, WestSense on line research, the WestSense Vibe or our other market research services phone 08 9316 2322 or e-mail us at answers@marketresearch.com.au. Ask for Keith Patterson or Jochem Tubbing or go to our website at marketresearch.com.au.