



DESCRIPTION: PROVISION OF PUBLIC OPINION TELEPHONE SURVEY

BIDDER		TOTAL BID PRICE
DIMARK RESEARCH INC	ALTERNATIVE 1	5,986.00
	ALTERNATIVE 2	7,161.00
	ALTERNATIVE 3	8,366.00
CONTINUUM RESEARCH	ALTERNATIVE 1	13,500.00
	ALTERNATIVE 2	16,200.00
	ALTERNATIVE 3	18,900.00
WESTERN OPINION RESEARCH INC.	ALTERNATIVE 1	6,900.00
	ALTERNATIVE 2	8,400.00
	ALTERNATIVE 3	9,800.00
CONSUMER MEASURES MARKET RESEARCH	ALTERNATIVE 1	15,186.00
	ALTERNATIVE 2	18,729.00
	ALTERNATIVE 3	22,273.00
PRA INC	ALTERNATIVE 1	9,850.00
	ALTERNATIVE 2	11,600.00
	ALTERNATIVE 3	13,350.00

BIDDER	TOTAL BID PRICE
KISQUARED	10,798.00
ALTERNATIVE 1	
ALTERNATIVE 2	13,469.00
ALTERNATIVE 3	16,140.00
PROBE	15,912.00
ALTERNATIVE 1	
ALTERNATIVE 2	19,240.00
ALTERNATIVE 3	21,568.00
COMPUSTAT CONSULTANTS	8,000.00
ALTERNATIVE 1	
ALTERNATIVE 2	10,000.00
ALTERNATIVE 3	12,000.00
GOSS GILROY INC	26,233.00
ALTERNATIVE 1	
ALTERNATIVE 2	29,807.00
ALTERNATIVE 3	35,111.00