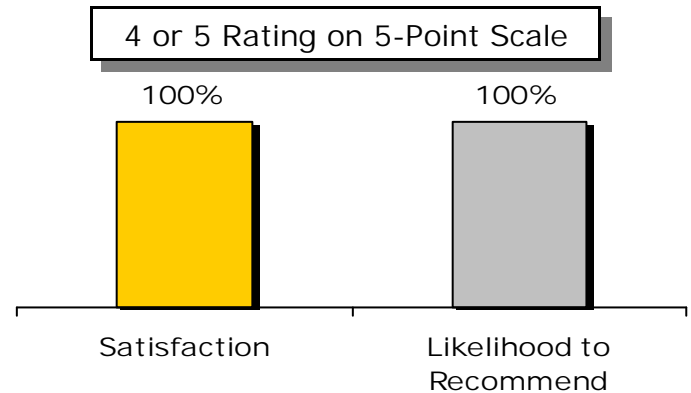


The results are in: Q & A Research outperforms the competition

April, 2010 – In their annual Client Satisfaction Study, Q & A Research once again received excellent marks for overall satisfaction and client loyalty. And that is just the tip of the iceberg; Q & A was rated better than the competition on all services and deliverables measured.

High Satisfaction and Loyalty

About one-third of Q & A Research clients who commissioned a project in 2009 participated in this online survey. Demonstrating that Q & A's "clients come first" policy is in full force, 100% of survey respondents indicated that they are satisfied overall and likely to recommend Q & A Research (4-5 rating on a 5-point scale). This year's ratings are even better than last year's results.



4 or 5 Rating on 5-Point Scale



Scale: 5=Much better than the competition; 1=Much worse than the competition

Superior to the Competition

In addition to these stellar overall scores, Q & A was rated "better than the competition" (4 or 5 on a 5-point scale) on all services tested by the majority of respondents. As illustrated in the graph to the left, approximately nine in ten respondents rated Q & A better than the competition on overall value of services provided (89%), competency of execution, service orientation, staff professionalism, and staff friendliness (all 100%). Other services rated better than the competition by 95% of respondents were the ability to meet tight deadlines, staff attention to detail, and staff responsiveness.

Q & A Research also shined in other areas when compared to the competition, such as staff research knowledge (89%), thinking outside the box (88%), analytical sophistication (87%) and the ability to add value (84%).

Not only does Q & A surpass the competition in all service areas tested, but also with their deliverables. More than half of all respondents rated the overall appearance, depth and content of Q & A's reports (81%), proposals (75%), and questionnaires (75%) better than the competition. Presentations of results (90%) and data files (71%) were also rated very favorably.



The results are in:

Q & A Research outperforms the competition (Cont'd)

Q & A Addresses Economic Challenges

The current state of the economy, and how it affects the way we all do business, is on everyone's mind. Questions were asked to find out how, if at all, the economic slow-down affects the ways our clients approach research and/or selecting research vendors.

Many of our clients are experiencing reduced research budgets and are therefore looking for ways to get competitively priced research without sacrificing quality:

"We put more focus on whether the research adds value, aligns with the strategy and is actionable."

"It has very much affected our approach to market research. More information is required to reach the appropriate customer sectors in order to remain competitive."

"It has affected the search for 'value adds' without significant increase to cost."

"We look for suppliers that know our industry/business, someone we trust from previous interactions."

It has always been Q & A's philosophy to provide *high quality* research at *competitive prices*; this commitment to our clients has helped us weather several economic storms over the years, and will get us through this one too.

A Few Parting Thoughts

We consider ourselves extremely lucky to work with such great clients everyday. Here's what they had to say about us:

"I have been very satisfied with my experiences with Q & A and the more research we award the team, the better they get at understanding our business and our needs. They act as advisors as much as researchers and this is much appreciated. I have recommended Q & A to several of my colleagues across the company."

"I have been very happy with your work. It is really important to have a partner that responds to our needs and understands what and how we need to deliver to our client."

"Q & A is very responsive, flexible and great to work with."

"I do interact with your team members and have always found them to be quick to resolve my few issues over the years, friendly, and professional. Thank you for making my job a bit easier!"

"Very pleased and highly satisfied with the entire process from beginning to end."