



Schlesinger Associates

A Marketing Research Corporation

To whom it may concern:

As per the inquiry from RTI as to the capabilities of Schlesinger Associates and its partners to recruit respondents for a \$50 incentive, unfortunately we have found that \$50 does not motivate respondents to participate. It has been a good 7-10 years in most major markets since \$50 worked for in-person research and currently, it's becoming more difficult to sell them on \$50 even for a short telephone interview! The market chosen here for Project 1, Atlanta, it is lucky that they can still get respondents for \$75 for evening groups (\$100 during the day), because most markets are up to \$100 now. In addition, recruiting couples and with numerous exclusion/inclusion criteria for Project 2 presents many challenges that only can be addressed with a sufficient incentive rate. The respondents view their time as very valuable and, the incentive that is offered offsets the costs they incur to participate and conveys the importance of their time and participation. Even when a topic is interesting to them, without adequate incentive participation rates, recruitment will be severely compromised.

Please let me know if I can be of any further assistance.

Sincerely,

Bj Kirschner

Vice President, Schlesinger Associates