



	2002			2001			Year-on-Year Change	
	Industry ⁴	SurveyUSA ⁵	Index ⁶	Industry ⁷	SurveyUSA ⁸	Index ⁶	Industry ⁹	SurveyUSA ⁹
Cooperation Rate ¹	13.9%	23.2%	167	16.5%	30.3%	184	(16%)	(23%)
Refusal Rate ²	40.5%	32.6%	80	37.8%	28.6%	76	7%	14%
Response Rate ³	10.9%	9.8%	90	13.1%	12.5%	95	(17%)	(22%)

¹ SurveyUSA has mirrored as closely as possible the definition for Cooperation Rate as used in the CMOR (Council for Marketing & Opinion Research) Respondent Cooperation Audits. That definition, which comes from ARF (Advertising Research Foundation 11/01/99: Theodore F. Dunn, PhD, "Survey Response Definitions," http://www.cmor.org/downloads/resp_tools/cmor.pdf) (sic), most closely approximates AAPOR (American Association for Public Opinion Research) Cooperation Rate #2. http://www.aapor.org/default.asp?page=survey_methods/standards_and_best_practices/standard_definitions#cooperation. (sic)

² SurveyUSA has mirrored as closely as possible the definition for Refusal Rate as used in the CMOR Respondent Cooperation Audits. That definition most closely approximates AAPOR Refusal Rate #2. http://www.aapor.org/default.asp?page=survey_methods/standards_and_best_practices/standard_definitions#refusal.

³ SurveyUSA has mirrored as closely as possible the definitions for Response Rate used in the CMOR Respondent Cooperation Audits. That definition most closely approximates AAPOR Response Rate #4. http://www.aapor.org/default.asp?page=survey_methods/standards_and_best_practices/standard_definitions#response.

⁴ "CMOR Tracking System - Cooperation, Refusal and Response Rates," as accessed on 1/29/03. N=528 RDD telephone studies. http://www.mra-net.org/resources/respondent_cooperation/coop_rates_avg.cfm#telephone.

⁵ Results of 3,601 public opinion polls conducted by SurveyUSA between 01/01/02 and 12/31/02.

⁶ SurveyUSA percentages divided by Industry percentages multiplied by 100.

⁷ CMOR Presentation: "2001 Results: Tracking Response, Cooperation and Refusal Rates for the Industry - Survey rates collected from 544 studies are analyzed to examine possible correlation to key variables such as methodology, subject matter, survey length, type of sample, and seasonality." N=Subset of 256 RDD telephone studies. http://www.cmor.org/resp_coop_studies.cfm.

⁸ Results of 3,253 public opinion polls conducted by SurveyUSA between 01/01/01 and 12/31/01.

⁹ Percentage increase (decrease) from 2001 to 2002.