



April 8, 2013

Dear Hawaii Resident:

QMark Research, a full service market research firm in the downtown area, is looking for residents to be on our Consumer Panel. Once on the panel, you will be eligible to be contacted to participate in future qualitative research.

Qualitative research includes one-on-one interviews and focus groups. A one-on-one interview is a face-to-face encounter with an interviewer. The interview is scheduled at your convenience and lasts from 20 minutes to 1 hour.

A focus group is a meeting where we invite 8 to 10 people like you to take part in a discussion led by a trained moderator. Each group lasts 1 1/2 to 2 hours.

Typically, we give a cash gratuity of \$25 - \$100 for 20 minutes to 3 hours of your time. We also serve refreshments and validate your parking. You may of course accept or decline our invitation to participate at any time.

Keep in mind that we do no selling or product promotion of any kind. We're only interested in your opinions. If you wish to become a member of our consumer panel, just fill out the information sheet and return it to:

**QMark Research
Pauahi Tower
1003 Bishop Street, 9th Floor
Honolulu, HI 96813**

Most people find it interesting and a lot of fun. We hope you will too!

If you have any questions, please contact Lori at 564-5362.

Mahalo!



Q Mark Research
1003 Bishop Street, 9th Floor
Honolulu, Hawaii 96813-6429