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To: 'Tharesearch@aol.com'[Tharesearch@aol.com]
From: Jim Trautman[trautman@bortz.com]
Sent: Thur 7/7/2011 4:42:48 PM (UTC-06:00)
Subject: RE: Checking in

Sandi:
Brian will be sending Verizon in the next couple days – sorry this has taken so long, he has been very swamped and finding decent local contact info was nearly impossible.

In terms of responses, we actually have a larger sample this year than in the past (about 40 more) so I'm a little concerned with the total of 140 – I was hoping to end up around 160 based on the larger sample size. Is it possible to get more if we keep going, or will we just be spinning our wheels? (Please note that if you can get more but are concerned about cost, you can charge more if you need to.)

On ESPN, thanks for the update – sounds good. Our timing is that we need to be done in the field by the end of August. I could possible slide into the first week in September but not beyond that as I have a firm deadline to get a final report to ESPN by September 28th.

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Thursday, July 07, 2011 4:15 PM
To: trautman@bortz.com
Subject: Re: Checking in

Hi Jim:

I'm working from home today because I came down with a stomach bug. I'll be back in the office tomorrow.

Regarding the cable operator study we've completed at least another 30 which bringsus to about 127 and I believe we'll complete about another 10 or so which would bring us close to 140 which is where we usually get to.

I was holding off sending them because I thought we were going to be getting more with Verizon? And then there were some we were waiting to get better numbers for. Are we not getting those?

For the ESPN study - We started off slowly. Respondents were a little hesitant but I think now that they see it's a shorter survey they're cooperating more. We have about 35 done and a lot of good callbacks for the next few weeks. We'll be sending you a shipment of at least 25 on Monday. The rest are being edited and will be sent shortly.

We shouldn't have a problem making our quota on that study. When do you need that completed by?

I'll put the cable operator study surveys in a FedEx tomorrow and we'll wrap it up at the end of next week if that's okay. By then we should have our 140.

Let me know if you have any questions

Thanks,
Sandi

In a message dated 7/7/2011 11:52:37 A.M. Pacific Daylight Time, trautman@bortz.com writes:
Sandi:

Touching base to see how things are going with both the 2009 Cable Operator survey and the ESPN study.

For the 2009 study, we want to get the highest response rate possible, but we are also planning to start fieldwork on the 2010 study by September at the latest – so hopefully we are getting somewhere near the point where we can wrap up 2009. Also, if you have quite a few additional completes for the 2009 study, please send them along.

Thanks,

Jim

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