

Memberworks National Survey Topline

The Luntz Research Companies

April, 2001

N = 2000

Margin of Error = +/- 2.2%

Now, for the next 90 seconds, I'm going to read you an offer and then I will ask for your reaction. This is not a real offer for you to accept or reject. We are not selling you anything. The purpose of this research is just to get your opinion and reaction to what I read.

[BEGIN TELEMARKETING SCRIPT]

1. Based on what you heard, how understandable are the billing methods of this program?

UNDERSTANDABLE	85%
Mostly	52%
Somewhat	33%
NOT UNDERSTANDABLE	13%
DON'T KNOW/REFUSED	2%

2. And if you agree to join, and receive a welcome kit with all of the rules in writing, who is responsible if you forget to cancel and are billed, you or the company?

COMPANY/THEY ARE	8%
INDIVIDUAL/I AM	86%
DON'T KNOW/REFUSED	5%

3. If the company tells you three times on the telephone call and then tells you twice in writing that you can cancel your program membership anytime, but if you don't cancel, you will be charged, is the company acting fairly or not?

YES/FAIRLY	87%
NO/NOT FAIRLY	9%
DON'T KNOW/REFUSED	4%

State-by-State Breakdown

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[BEGIN TELEMARKETING SCRIPT]

1. Based on what you heard, how understandable are the billing methods of this program?

UNDERSTANDABLE	85%
Alabama	83%
California	90%
Connecticut	83%
Florida	85%
Illinois	86%
Maine	86%
Massachusetts	81%
Ohio	87%
Pennsylvania	85%
Texas	87%

2. And if you agree to join, and receive a welcome kit with all of the rules in writing, who is responsible if you forget to cancel and are billed, you or the company?

INDIVIDUAL/I AM	86%
Alabama	88%
California	90%
Connecticut	85%
Florida	84%
Illinois	84%
Maine	84%
Massachusetts	86%
Ohio	88%
Pennsylvania	85%
Texas	90%

3. If the company tells you three times on the telephone call and then tells you twice in writing that you can cancel your program membership anytime, but if you don't cancel, you will be charged, is the company acting fairly or not?

YES/FAIRLY	87%
Alabama	90%
California	87%
Connecticut	83%
Florida	90%
Illinois	86%
Maine	85%
Massachusetts	86%
Ohio	91%
Pennsylvania	89%
Texas	88%