

Fine Research & Marketing, Inc.
Mid-Florida Marketing & Research, Inc.

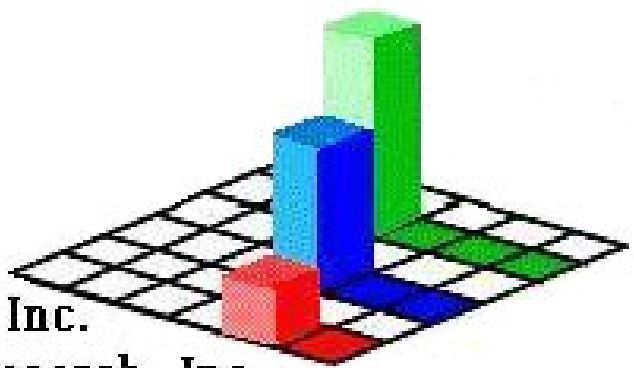
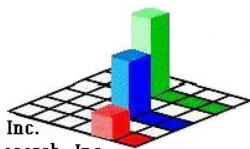


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Our Firm

For more than 30 years the professionals of Fine Research & Marketing, Inc./Mid-Florida Marketing & Research, Inc. have studied decision making habits and behavior patterns of tourists, consumers, and special interest groups (such as travel agents, meeting planners, medical professionals, community and business leaders).

Our clients, from hotels to hospitals, from amusement parks to cable companies, from financial investors to real estate appraisers, from airlines to auto rental companies, from government agencies to visitor bureaus, all have come to rely on economic, demographic and market research in decision making and planning.

Research projects have been accomplished for a wide variety of clients including Sumitomo Corporation of America; The Family Channel; United Way of Central Florida; Florida Marlins Baseball Club, Gatorland, Florida Departments of Agriculture, Citrus and Labor; etc.

Projects have included tax impact studies, industry economic impact studies; transportation efficiency and effectiveness research; destination visitor profiles and occupancy and average daily room rate reporting; feasibility studies; investment potential analyses of markets; customer satisfaction and price elasticity research; tests of advertising concepts and executions; new product tests and product comparisons; consumer surveying; etc.

The firm is the tourism research agency for Daytona Beach Area Convention & Visitors Bureau; Central Florida Tourist Development Council; St. Augustine Visitors & Convention Bureau; Tourist Development Council of Bradenton & The Beaches; Lake County Tourist Development Council.

We provide economic and demographic data to local and state government, industry, trade associations, education and individual businesses. This data is often used to establish taxing rates, property appraisals, land use regulations, etc.

We also regularly provide data to such attractions as Sea World, Universal Studios, Silver Springs, Cypress Gardens and Walt Disney World for their marketing plans. Other users of our data include the consulting firms of Ernst & Young and Panell, Kerr, Forster (among others), when their clients require more refined data than their limited routine reports provide.

Our goal is to provide the most accurate, timely and easily used data at the most cost-effective rates for clients use in strategic planning and decision-making.

Fees are established on an individual project basis depending on staff and other resources required for accomplishment.

Our Clients

Bank Atlantic

Benedict Advertising

Bert Fish Memorial Hospital

Bethune-Cookman College

Bradenton & The Beaches Tourist Development Council

Bulow Campgrounds

Carefree Foods (Burger King Franchise Holder)

Certified Vacations

Central Florida Visitors & Convention Bureau

Charles Wayne Group

City of Daytona Beach

City of DeLand

City of New Smyrna Beach

City of South Daytona

Consolidated Inns of Daytona Beach

Continental Airlines Vacations

County of Volusia Community Services

Crammer-Krasselt Advertising Agency

Crane Cams, Inc.

Daytona Beach Area Convention & Visitor's Bureau

Daytona Beach Community College

Daytona Beach International Speedway

Delaware North Company (Sports Stadiums, Attractions, Food Concessions, etc.)

Diland Corporation

Diversified Travel Planners, Inc.

East Central Florida Consortium for Industry and Higher Education

Easter Seal Society

Eggland's Best

Embry Riddle Aeronautical University

Epiphany Catholic Church
The Family Channel
Father Lopez High School
First Federal of Florida
First United Methodist Church of Ormond Beach
Flagler Auditorium
Florida Association of Counties
Florida Department of Agriculture
Florida Department of Citrus
Florida Department of Labor
Florida Marlins Baseball Club
Florida U.S.A. Visit Florida
Fort Meade Police Dept./Central Florida Regional Planning Council
Fowler, White et al., Attorneys at Law
Garden State International Speedway Corporation
Gatorland of Florida
Halifax Medical Center
Harris, Drury, Cohen
Hilton Hotels
Holiday Inn
Humana Hospitals
In-Home Medical Care
In-Room Concierge
IZUMI Products Company, Tokyo
Jiloty Communications, Inc.
Kansas City International Speedway
Lake County Tourist Development Council
Marriott Hotel
Memorial Hospital
Miles Media
Morris Newspaper Company

NASCAR

New Hampshire International Speedway

New Smyrna Beach Chamber of Commerce

Northern Trust Bank

Oakley Appraisals

Okeechobee County Tourist Development Council

Olson Electric Utility Constructors, Inc.

Outreach, Inc.

Peninsula Medical Center

Peoples Gas, Inc.

Polk County Department of Environmental Management

Polk County Economic Development Council

Provident Atlantic Resorts

St. Johns County Visitors & Convention Bureau

Sears Roebuck Company

Sarasota Tourist Development Council

SEE Magazine

Splendid China

Steuart Development Company

Subway Sandwich Shops

Sumitomo Corporation of America

Sun Coast Chemical

Swaingrove Limited, United Kingdom

TCI Cable Company

Thompson Pump

Tomoka Correctional Institution

TRANE Company

University of South Florida Research Foundation, Inc.

United Way of Central Florida

Value Rent A Car

Volusia County Business Development Corporation

Volusia County Council

Volusia County Metropolitan Planning Organization

Volusia/Flagler Vocational & Continuing Educ. Coordinating Council

Volusia Manufacturers Association

VOTRAN (Volusia Transportation)

Wakulla County Tourist Development Council

Warburg Pincus & Co, Inc.

West Volusia Tourism Advertising Authority

Windmere Corporation

World Golf Village & International Golf Hall of Fame

WROD Broadcasting

Our People

Evelyn Fine, President is a member of the American Hotel & Motel Association National Research Committee, has served on the (Florida) Governor's Council for Small Business and is a member of the Board of Trustees, Southeast Tourism Society Marketing College.

She is an evaluator of Research Proposals for the American Hotel & Motel Association Foundation and a frequent speaker at international tourism and travel research meetings regarding changes in traveler demographics and demands. She also conducts workshops for tourism industry groups on using information for marketing and advertising.

Mrs. Fine is a trained focus group moderator with 30+ years experience in qualitative techniques.

Bernard Fine, General Manager is a graduate of the Cornell University program on Hospitality Valuation. He is an accountant with nearly 40 years experience.

Julia Fernandez, Research Supervisor has 20+ years supervising telephone and outside interview staff. She also has specific training in survey techniques, including sample design, creation of survey instruments, etc.

Daniel Lafferman, Computer Specialist/Data Manager is a graduate of Morehead State University with a Bachelors of Science, in Industrial Technology Robotics. He has 7+ years of experience in statistics, computer analysis, and software specifically designed for survey analysis, and many presentation and graphics applications.

The telephone field staff is trained and supervised; many have been with the firm more than five years. Many interview staff are multi-lingual, providing interviewing abilities in several languages.



Understanding Basic Research Techniques

Since the results of research will have an impact on your planning decisions, it is important to understand the purpose and methodology of survey and focus groups techniques.

There are two types of research. . . quantitative and qualitative. **Quantitative** research is conducted with a specific number (quantity) of respondents, using a specific and very structured survey instrument, asking the same questions of every respondent in a set routine.

In this way, we can analyze the results of that research and compare the answers (to specific questions) with those of other respondents.

In quantitative research the sample size and ability to generalize about a given population (or cell) is very important. The sample size is carefully chosen to provide a "confidence level" in the data. Industry standards are usually 92% " 5%; that is, the data will be accurate for 92% of the entire population represented by the sample, within 5% up or down on any given question. Industry standards also call for validation of about 10% of all completed surveys. In other words, 10% of all respondents are re-called to validate the responses on their completed surveys.

Surveys compile the responses to the exact same questions, asked in the exact same way, without deviation from methodology. Responses then are analyzed using computer software that tabulates the data and runs statistical tests of validity to assure consistency in confidence.

Reporting is straightforward; data results are usually reported by percentages of response for each option. Sometimes, when appropriate, averages (and/or medians) of numerical responses are also reported. (Median indicates half the responses were above that answer and half below that answer.)

Qualitative research, however, is much more free form, depending on the moderator and the participants to set direction and provides for flexibility in the topics, questions and discussions. Qualitative research is not statistically valid, but offers a means to explore and probe for information on an individual basis. Care is taken to assure the respondents are demographically representative of the market we wish to focus on.

In focus groups we take several people (usually 8-9) and "focus in" on questions we have regarding their experiences and perceptions. Sometimes those questions are suggested by the quantitative research, sometimes suggested by changes we are seeing in the behavior of certain segments of the population.

Unlike survey projects, each situation does not have to be exactly like the previous ones and allows for much more flexibility in the topics discussed and specific Questions asked.

Focus groups are usually conducted in a facility specifically designed for that purpose. Respondents sit around a table, with the moderator controlling the conversation and introducing new topics and/or exhibits.

Participants are screened specifically to fit the qualities of our population. Usually, industry standards call for two focus groups to be conducted with each demographic or geographic group. This allows validation of results and accounts for any vagaries of a particular group session.



Clients (and other invited guests) are able to view and listen to the proceedings from a room behind one-way mirrors. It is important for respondents to believe in the neutrality of the moderator and for clients to not be involved in the process. In some locations, where focus suites are not available, small hotel meeting rooms are used and the proceedings are videotaped.

Each research method provides a different piece of the puzzle that we must complete in order to assist you, staff, and other volunteers in making informed decisions.

If you have any questions regarding methodology, facilities, etc., please don't hesitate to call:

- Fine Research & Marketing/Mid-Florida Marketing & Research, Inc.
- (386) 253-0809

