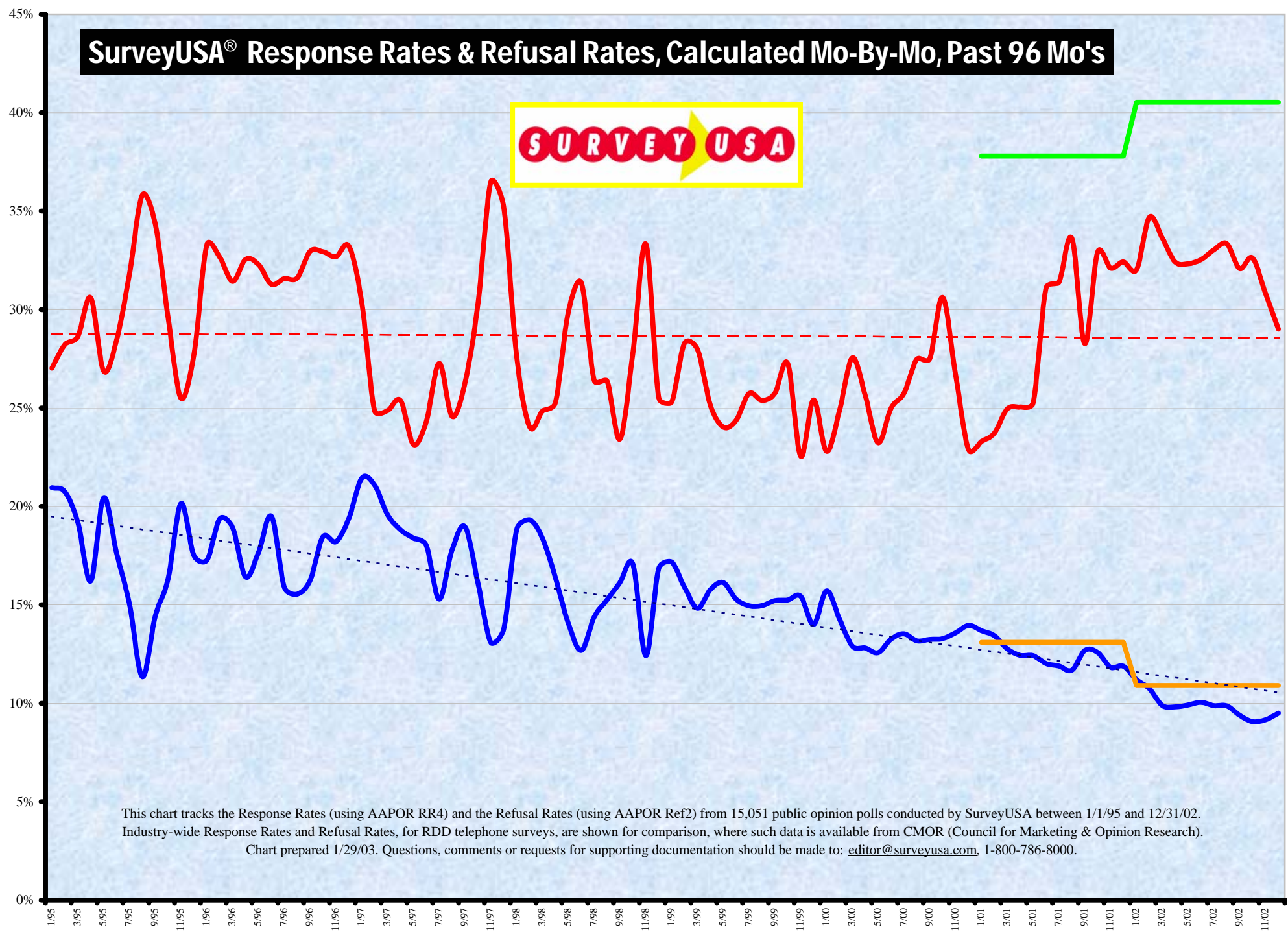


# SurveyUSA® Response Rates & Refusal Rates, Calculated Mo-By-Mo, Past 96 Mo's



This chart tracks the Response Rates (using AAPOR RR4) and the Refusal Rates (using AAPOR Ref2) from 15,051 public opinion polls conducted by SurveyUSA between 1/1/95 and 12/31/02. Industry-wide Response Rates and Refusal Rates, for RDD telephone surveys, are shown for comparison, where such data is available from CMOR (Council for Marketing & Opinion Research). Chart prepared 1/29/03. Questions, comments or requests for supporting documentation should be made to: [editor@surveyusa.com](mailto:editor@surveyusa.com), 1-800-786-8000.

- SurveyUSA Response Rates (Using AAPOR Formula RR4)
- SurveyUSA Refusal Rates (Using AAPOR Formula Ref2)
- Industry Response Rates, maintained by CMOR
- Industry Refusal Rates, maintained by CMOR
- - - Linear (SurveyUSA Response Rates (Using AAPOR Formula RR4))
- - - Linear (SurveyUSA Refusal Rates (Using AAPOR Formula Ref2))