

**MARKET RESEARCH AUTHORIZATION**  
(Recommended Proposal Attached)

*Revised per GOR request; waves II-IV to be on one MRA LS*

Date: 10/9/87

No. C-40

Description: CAPRI Expansion: California - A&U Wave II

Requested By: S. H. Trebilcock Research Request Attached: Yes ☒ No ☐

Competitive Proposals Obtained:

Supplier	Cost (\$)	Est. Travel	Total Cost	Cost Per Interview
Kapuler Market Research	\$ 70,825 +/- 10%	-0-	<u>\$70,825 +/- 10%</u>	\$47.22
Market Facts, Inc.	\$112,000 +/- 10%	-0-	\$112,000 +/- 10%	\$74.67

**Projected:**

Initiation Date 8/3/87

**Summary of Research Budget**

Total Area Budget: 780,900.00

Field Start 9/23/87 \*

Current Bal. Available: (381,583.08)

Field Complete 10/11/87

This Change: -70,825.00

(From Current Budget)

Final Report Due 11/16/87

This Amount -0-  
(From Next Year's Budget)

New Balance: (452,408.08)

Committed to Date: 1,233,308.08

(Current Year)

\* Actual start date on the part of supplier. Technically was due to start 9/7 (the 10 week post-intro period) See Project File Note) LJS 10/13/87

Sample Size: 1,500

Recommended Supplier: Kapuler Marketing Research

Reason(s) for Recommendation: Low bidder.

Submitted By: R. J. Spurrison Date 10/9/87

L. J. Spurrison

Approved By: [Signature] Date 10/13/87

L. E. Gravely

Approved By: \_\_\_\_\_ Date \_\_\_\_\_

Approved By: \_\_\_\_\_ Date \_\_\_\_\_

Budget Check: \_\_\_\_\_ Date \_\_\_\_\_

K. F. Lyle

Original - Project File

cc: S. Willinger (3)

G. D. Raphael

V. Hansberry (If Int.)

Project No. 1987-113CA

Account Name CAPRI

/lsbg1006

**465915288**