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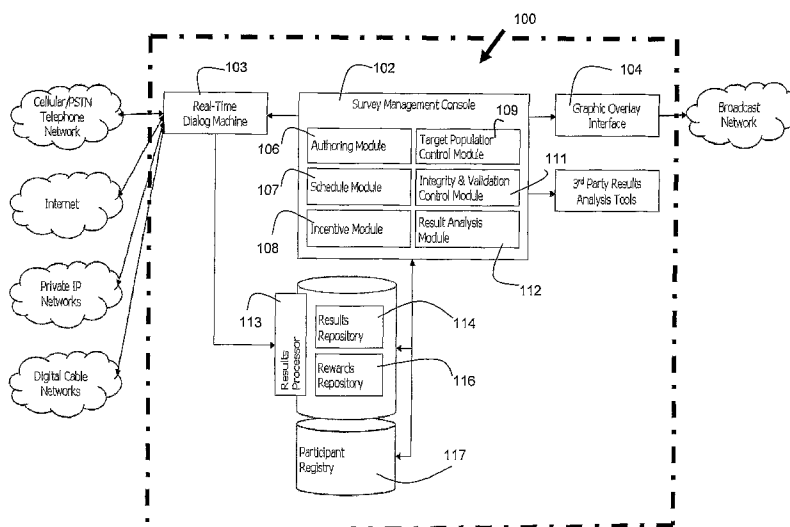
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: MARKET SURVEYING



(57) Abstract: A Consumer Research Survey Management Apparatus comprising: a Survey Management Console interfaced with a Survey Participant Response Machine through which results of survey participation are collected and processed, and a method for holding surveys using the Consumer Research Survey Management Apparatus. The method comprises the steps of authoring a survey (Step I); determining whether the target population is ad-hoc or a set target (Step II); setting the survey schedule (Step III); activating the survey (Step IV); monitoring the survey in terms of its validity and integrity (Step V) monitoring participation levels (Step VI); optionally awarding incentives to survey participants (step VII); ensuring that the survey matches the research requirements in terms of population quotas (Step VIII) ensuring that the demographic profile of the survey participants matches the research requirements (Step IX); repeating at least part of the survey if necessary (Step X) and analyzing results (Step XI).

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/IL06/00476

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06F 17/30(2007.01)**

 USPC: 705/10
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,233,564 A (Schulze, Jr.) 15 May 2001 (15.05.2001), column 2, lines 43-56; column 5, line 60-column 6, line 42; column 7, lines 29-55	1-36

Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier application or patent published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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INTERNATIONAL SEARCH REPORT

International application No.
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Continuation of B. FIELDS SEARCHED Item 3:

EAST: (consumer\$1 near\$ research\$3) and survey\$3 and (consumer\$1 near\$ demographic\$1) and (prize\$1 or reward\$1 or incentive\$1)