



May 13, 2004

Mr. John Nienstedt
Competitive Edge Research & Communication
2170 Fourth Avenue
San Diego, Ca 92101

Dear John:

I wanted to write a brief note to thank you for the excellent work that you and your firm did for us on the Real Estate Transfer Tax poll. Not only was it a learning experience for us (we had never commissioned a poll before) but it was a lot of fun seeing how questions get fashioned and how to probe for responses that can help you figure out the best strategic approach.

The work was timely and thorough and complete. We were very pleased that you were able to secure the sample size that we needed to achieve a 95% confidence level. Your presentation at the conclusion of the report was excellent.

Thank you again for assisting us in this project.

Sincerely,

A handwritten signature in blue ink that reads "Lauraine Brekke-Esparza".

Lauraine Brekke-Esparza
City Manager

