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FOR IMMEDIATE RELEASE:

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PhoneBase Research, Inc. Announces the Incorporation of Cell Phone Sampling Methodology for Telephone Data Collection Services.

Fort Collins, Colorado, 02/04/2009 – PBR announced today the implementation of supplemental cell phone sampling as the latest addition to their telephone data collection methodologies. The change marks a sharp change from the traditional landline based sampling methodologies that has ruled telephone data collection for decades.

Chauncy Bjork, PBR General Manager, conceptualized the new service offering. Chauncy says, "PBR has fifteen years of proven quality and results for our clients, but the landscape for data collection is changing. By acknowledging these technology-driven changes, we can incorporate matching strategies that deliver representative and quality data to our clients. When businesses make decisions based off information we collect, accuracy is non-negotiable." Effective immediately, PBR is offering cell phone list building, supplemental sampling, and cell phone only dialing services.

PBR acknowledges that these changes in sampling methodology are dictated by an increasing percentage of the U.S. population being cell phone only users or primary cell phone users. This was supported by a recent study released by the CDC that 17.5% of households in the United States are now cell phone only users and 13.3% of US households are now primary cell phone users.

For additional information on cell phone dialing methodology, contact [Becca Polka](mailto:Becca.Polka) or visit www.pbresearch.com.

PhoneBase Research, Inc. is a market research company that specializes in online and telephone data collection services.



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