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The Commercial Appeal Turns to Veteran Pollster for Hotly Contested Memphis Mayoral Race

MEMPHIS, Tenn., April 10 /PRNewswire/ -- The Memphis Commercial Appeal once again retained Ethridge & Associates for its latest poll about the 2007 Mayoral race ("Herenton Vulnerable", The Commercial Appeal, Sunday, April 8, 2007).

"The Commercial Appeal wanted a scientific, unbiased, and valid research poll, to provide insight into the 2007 Memphis Mayoral race", said principal and chief manager Steven C. Ethridge. "Ethridge & Associates has consistently provided our clients with accurate results based on over 25 years of experience as marketing researchers.

Established in 1989, Ethridge & Associates has grown to become one of the top strategy and polling companies in the United States, recognized for its highly accurate forecasts of outcomes based on scientific data.

For over two decades, Ethridge has served clients at local, regional, national and international levels. The firm's client portfolio transcends industry boundaries, spanning over 150 market sectors from education to tourism, hospitality, consumer packaged goods, non-profits, media, and political campaigns.

Ethridge, a former executive associate with the Gallup Organization, is known for producing reliable information that can be used by his clients to make critical strategic decisions. In politics, his polls are used by media outlets to understand campaign dynamics, and by candidates to help them discover, develop, and drive their messages. Both media and candidates depend on him to predict likely winners and losers.

"Media polls have value to the public," Ethridge says, because, "It's human nature to want to know what other people think when you're making up your own mind, but you want to know that the information is highly dependable."

On the corporate side, Ethridge has helped dozens of clients increase their revenue up to 300%, resulting in returns on marketing investment ranging between 29 to 1 and 46 to 1, in industries where averages are around 5 to 1.

Prior to starting Ethridge & Associates, Ethridge held executive positions with the former Promus Companies, Inc., Holiday Corporation, and The Marketing Research Institute, Inc.

He earned his B.B.A. from the University of Mississippi with a major in Marketing, a M.A. Communication from the University of Memphis and a M.Div. from Trinity Theological Seminary. Steven is also a Black Belt (Shodan) in traditional Japanese Shotokan Karate and is a member of Shotokan Karate of America.