

Survey Time Line.

- 1) Proposal
- 2) Sample Selection
- 3) Questionnaire Design
- 4) Survey Programming
- 5) Data Collection
- 6) Analysis
- 7) Report Preparation

minimum
2-3
weeks

Cost of Market Research Study.

It depends, but...

1) Programming & Analysis

~ \$5,000 - \$7,000 typical

2) Sample

\$3 - \$5 pre response.

3) Questionnaire Design & Reporting

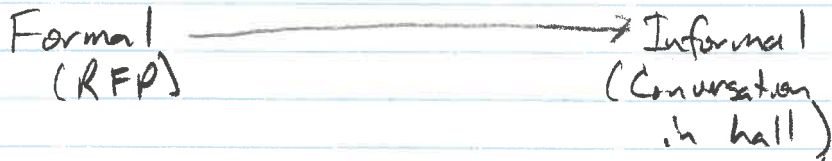
~ \$7,000 - \$10,000 typical.

\$500
+ \$500

\$2500

Proposal

Comes in many different forms



Request for Proposal.
Example RFP

Chicago Botanic Gardens

Regardless of the formality
of the relationship, I
always try to write out
a document that serves
as a formal proposal.

"Nothing clarifies something quite
like expressing in written language."

A proposal should include.

- 1) Formal Statement of business question being considered
- 2) Relevant details about context or constraints
- 3) Statement of expected population and plans for securing sample.
- 4) Time line of project (anticipated)
- 5) Cost of project as well as funding arrangements or considerations

Sample Selection

Question 1 - Who do you want to take your Survey?

* Question 2 - How are you going to get them to respond?

Sources of Sample.

Online -

Internal / External Lists.

Professionally Managed Panels

-- Internet ads / social media --

In person -

Random Digit Dialing

Intercept Techniques

Add on to additional Service Contact.

The Goal of a Sample

is to get a representative

group from the population

not necessarily a random

group.

If you can't get a representative group.

Consider Weighting

Weighting is a second best solution however.

When weighting the relative & absolute size of the sub-groups matter a lot.

Small sub-groups can have high leverage and high Bias

Especially problematic if reachability is correlated w/ subgroup size.

Weighting is considered a
"Researcher Degree of Freedom"

- The weighting Scheme is decided on by the team designing the survey and is influential on the results

Sample Cost drives a lot of Decisions

- Paid respondents are more reliable in terms of responding
- Hard to reach populations are more expensive (Vascular Surgeon could cost in range of \$800/respondent)

Response Rates are important.

Unpaid - 5-10% typical

Paid - 50+% common

Untargetted - $> 1\%$ (Sometimes much less)

Questionnaire Design

- 1) Pre work
- 2) Question Design
- 3) Pre-test
- 4) Pilot

Prework. -

Things you need to know up front.

- Audience.
- Length Allowed (5-20 seconds/g)
- Purpose.
- Budget.

Audience

- Mobile or Desktop or Telephone
- Situation when responding
- Age / Language / . . .
- Expected Engagement & Knowledge

Length.

- Depends on Audience.
- Typically 5-10 minutes OK w/
engaged / compensated sample.
- Many surveys are filled w/
standard batteries of questions
(makes surveys too long)

Purpose

- Most successful Surveys focus on only one business question
- Address business question using multiple techniques
- Use the survey to understand nuance.

Avoid questions "tacked on"
for alternative purposes.

Rarely useful and often
damaging

- Exception: Pretesting question &
wording for subsequent studies.

Budget

Constraints Audience, length,
purpose.

Influences how you ask certain
questions

Impacts Analysis options

Design Surveys to
be Analyzed Easily

Question Design.

More on specific Question types later.

- Piping
- Skip Logic.
- Quotas.

} Tools online surveys use to be more dynamic

Pretest.

- Have a small group of people from the population review the survey.
- Collect detailed feedback.
- Often done in a focus group

Pilot the Study

- The dress rehearsal for the study.
- Test the entire process to eliminate technical issues w/ survey & analysis
- Surface unexpected issues.

Do Not Design the
Questionnaire in Qualtrics
(or any other survey programming
tool)

Example Questionnaires

Traeger Pellet Study

U. Rochester Cancer Study

General Survey Flow.

- 1) Screen
- 2) Warm-up - Build Context &
Stimulate Memory
- 3) Core Questions
- 4) Build Comparisons
- 5) Demographics come last.

Screen.

Ensure sample is part of population

1st so we don't waste
respondents time / clients money

Pre-screen if possible -

Lists - Use CRM & Sales data.

Panels - Maintain a database of
characteristics for each respondent.

Warm-Up.

People make decisions in a specific context.

This is not the same context as they are in when taking your survey.

Context Switching is hard and slow.

Core questions

- Important questions should come early in the survey
- Respondent Fatigue is a major concern. (leads to drop out)
- Minimize order effects & priming

Build Comparisons

- Secondary Questions
- Attitudes & Behaviors that provide "color" and depth.

Demographics

- Used mostly for subgroup analysis.
- Seen as most "sensitive."
- Usually least useful and we can still use the data if skipped.