



**2007 PRSA
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*Solid Research
Results on a
Small Budget*

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Initial thoughts on “Research on a Budget”

- Getting the same thing for less (*ideal*) vs. Getting less for less (*realistic*)
- What are cost components?
 - Billable time vs. out-of-pocket



What is “good” research

- RATE
- Relevant
- Accurate
- Timely
- Efficient (cost effective)



General ideas about reducing costs

- Clarify objectives and ask how will the information be used
- Use secondary research to solve or at least help better understand the problem
- Work with the same supplier
- Evaluate out of town suppliers



Specific research methods

- Surveys
- Focus groups



Accuracy issues in survey research

- How representative is the sample?
- How large is the sample/sub-samples?
- How is the data collected?
 - Non-response/non-contact issues
 - Survey media
- Quality of responses
 - Questionnaire biases
 - Interviewer biases
 - Timeliness
- How is the data processed and analyzed?



Survey research costs (Working with a full service supplier)

- Assume a survey of 400 consumer respondents
- *Professional services*
- Research design
- Questionnaire design
- Data collection management
- Data processing and tabulation
- Analysis, preparation and presentation of report
- Cost: \$4,000 to \$8,000
- *Data collection*
 - Phone - \$10 to \$20 per interview = \$4,000 to \$8,000
 - Mail \$8 to \$15 per respondent = \$3,200 to \$6,000
 - Online panel \$5 to \$15 per respondent = \$2,000 to \$6,000
- *Total cost*
 - Phone: \$12,000
 - Mail: \$10,600
 - Online \$10,000



Ten Ways to Save \$\$ on Survey Research

1. Reduce sample sizes



Margin of error and sample size

| Sample size | Maximum Margin of error (+/-) |
|-------------|-------------------------------|
| 200 | 7.0% |
| 300 | 5.7% |
| 400 | 4.9% |
| 500 | 4.4% |
| 600 | 4.0% |



Ten Ways to Save \$\$ on Survey Research

1. Reduce sample sizes
2. Use “closed” questions
3. Outsource fieldwork only
4. Outsource tabulations only
5. Co-sponsor surveys
6. Use volunteers for data collection
7. Use local colleges
8. Use tangible incentives to increase response rates
9. Use intangible incentives to increase response rates
10. Use DIY internet survey companies



Accuracy issues in Focus Group research

- Respondent issues
 - Experience of respondents
 - Variety of respondents
 - Critical piece – do they know one another?
 - No shows
- Moderator issues
- Analysis issues



Focus Group research costs (Working with a full service supplier)

- Room rental - \$500
- Participant incentives - \$65 and up
- Recruiting costs - \$60 and up
- Respondent food - \$0 to \$150
- Client food - \$100 to \$500 (?)
- Moderator fees - \$600 and up
- Reporting – \$500 and up
- Video recording - \$0 to \$350
- Standard group cost - \$3,000 to \$5,000



Ten Ways to Save \$\$ on Focus Group Research

1. Use less expensive facilities
2. Develop your own moderator(s)
3. Write your own report
4. Use online viewing instead of travel
5. Use telephone groups
6. Don't eat!!
7. Determine what you want in a moderator
8. Do your own recruiting
9. Use smaller groups?
10. Use one-on-ones?



Questions/Discussion
