



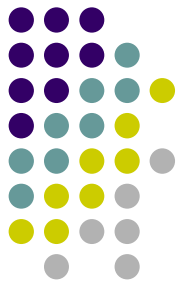
TELECONFERENCE GROUPS: FAQ

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What are teleconferences?



- Teleconference focus groups are small-group, qualitative discussions that are held over the telephone. As respondents and clients become increasingly busy, teleconferences have proven to be a reliable, cost-effective way to hear from consumers and professionals.
- Participants are pre-recruited and screened and asked to dial into a conference line for the discussion.
- Groups are typically held with four to seven participants.

When are teleconferences appropriate?



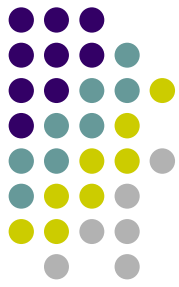
- Teleconferences are most useful when qualitative, small-group feedback from a national sample is desired.
 - They are particularly useful for lower-incidence groups or professions, and those that are not concentrated in one geographic area.
- We frequently recommend teleconferences for business-to-business research, such as:
 - Teachers/Educators
 - Service Professionals (designers, small business owners, architects)
 - Trade/Industrial Professionals (farmers, contractors, builders, plumbers)
- We also recommend teleconferences when multiple subgroups are required (e.g., segmenting consumers by product/brand usage, gender, age).

Why not conduct focus groups?



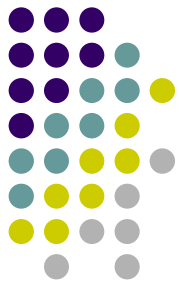
- Teleconference groups are generally considered as an alternative to traditional in-person focus groups.
- They offer several key advantages over in-person groups:
 - **National sample:** Groups can be conducted across the country, rather than limited to selected markets.
 - **Convenience:** Respondents, clients, and moderators do not have to travel.
 - **Cost-effectiveness:** Because there are no travel or facility rental costs, groups are often less expensive.
 - **In-depth feedback:** Teleconference groups are often smaller than in-person groups and allow for more specific feedback from each participant.
 - **Scheduling flexibility:** Teleconference groups can be conducted anytime (day or evening), without regard to facility availability

How does a teleconference work?



- Participants are pre-screened and invited, similar to a traditional focus group.
 - Sample sources can include client lists, recruiting facility databases, or publicly available/purchased lists.
- In most cases, six to eight are recruited for four to seven to participate.
 - Although groups can be larger, we believe five to six participants is optimal, allowing for each group member to provide in-depth feedback and develop a rapport with other participants.
- Participants dial into a toll-free conference line at the pre-arranged time. Clients are welcome to silently monitor the groups live; in some cases, follow-up questions and probes can be communicated to the moderator live via email.
 - Digital recordings are also available immediately following each group.

What if I have visuals for review?



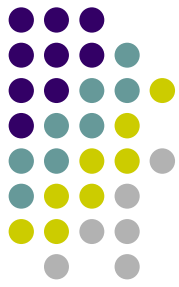
- Teleconferences can use visuals in several ways:
 - **Advance mailing:** Hard-copy materials can be sent prior to the group. These materials can be reviewed in advance (sometimes with a diary, self-administered questionnaire, or other homework assignment) or materials can be kept sealed until the discussion takes place. If confidentiality is a concern, respondent honoraria are held until the materials are returned.
 - **WebEx:** Electronic visuals can be shown live during the groups via the WebEx teleconferencing service. Participants are asked to have a computer with them during the discussion. Materials are shown through a website controlled exclusively by the moderator; materials cannot be downloaded by participants, thus ensuring confidentiality.

What are the deliverables?



- Immediately following the group, digital recordings are available via a secure website.
 - Full transcripts can also be produced.
- Zeldis Research Associates also prepares a full report of findings, including a Summary and Recommendations section and a Detailed Findings section incorporating direct quotes from participants.
- We specialize in qualitative reporting and utilize graphics, creative design, and photos to produce high-quality, easy-to-read, and actionable management-level analysis.

What is the typical pricing?



- Like any qualitative methodology, teleconference pricing depends on several factors: type of participant, incidence, availability of sample/lists, length of discussion, and honorarium level.
- Some typical per-group prices for consumers and business executives:
 - Consumer: \$4,000 to \$4,500 per group plus incentives (typically \$100 per person)
 - Executive/Educator: \$4,500 to \$5,000 per group plus incentives (typically \$150 and up)

How can I get more information?



- We would be happy to speak with you about teleconferences or any other topic! Please contact us by phone or email anytime:
- Kristina Witzling, Senior Research Director
609-737-7223 X208
kristina@zeldisresearch.com
- Amy Rey, Senior Research Director
609-737-7223 X204
amy@zeldisresearch.com