

Five Ways to Get The Best “Bang” For Your Research “Buck”

2 DON'T OVERLOOK DESIGN.

Often times research designs include unnecessarily high sample sizes. Consider the purpose of the research, the acceptable margin of error, and the need for subgroup analysis when determining the sample needed. And remember that qualitative is meant to be just that – there is usually no need for 15 focus groups or 40 in-depth interviews to get a qualitative read on your research objectives.

5 BE SELECTIVE WHEN OUTSOURCING.

Consider outsourcing limited parts of the research process to a vendor, such as: data collection, questionnaire design, analysis and/or reporting. Keeping other pieces of the process in-house will save you external dollars. But, understand the limitations of this solution and that it will require more work for you internally.



1 START WITH THE RIGHT METHODOLOGY.

While online methodologies are now the norm in quantitative research, also consider online or other virtual methodologies for qualitative engagements. They can be as effective and engaging and help reduce overall study costs.

3 REDUCE COST AT THE MARGIN.

There are many small changes you can make in each study that can add up to a significant impact by the end of the year. For example, consider fewer or uncoded open-ends or recruit six or eight vs. 10 or 12 for a focus group.

4 EXPLORE ALTERNATIVE SOURCES.

Often some or all of the content you are seeking for a research study is already available. Perhaps some of the questions have been asked in a previous study or the company has access to syndicated research or data. Even if all the content isn't covered, it could lead to a 10 vs. 20-minute survey or a 30 vs. 60-minute IDI.



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