

# WORKSHEET 4: AUDIENCE RESEARCH WORKSHEET

1. What methods will you use to research your key target audience segments?

<i>Qualitative Methods</i>	<i>Quantitative Methods</i>
<input type="checkbox"/> Focus groups	<input type="checkbox"/> Knowledge, attitudes, and behaviors survey
<input type="checkbox"/> In-depth interviews	<input type="checkbox"/> Intercept survey
<input type="checkbox"/> Observational studies	<input type="checkbox"/> Marketing databases
<input type="checkbox"/> Informal information gathering	<input type="checkbox"/> Other data sources
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

2. Do you or your staff members have the necessary skills to conduct and analyze the research methods you have chosen?

- Yes. We have the expertise on staff.
- Possibly. We need some additional training.
- No. We need to hire outside assistance.

If more training or outside assistance is needed:

a. What is your available budget? \$ \_\_\_\_\_

b. What type(s) of research or training do you need assistance with?

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c. From which companies or consultants will you solicit bids?

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If research will be done in-house:

3. What is your available budget? \$ \_\_\_\_\_

4. Who will be responsible for coordinating the research activities? \_\_\_\_\_

(Continued)

(Continued)

5. Who will assist in the research activities?

<i>Name</i>	<i>Role</i>
_____	_____
_____	_____
_____	_____
_____	_____

6. Where will you find target audience members to participate in your research?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. How will you contact potential research participants?

- In person
- Telephone
- Mail
- E-mail
- Advertisement
- Website/social network site
- Partner organization: \_\_\_\_\_
- Other: \_\_\_\_\_

8. Research timeline:

<i>Activity</i>	<i>Date to Be Completed</i>
Put research team in place	_____
Design research plan	_____
Develop questionnaires or other research instruments	_____
Test and finalize research instruments	_____
Train people who will be conducting the research	_____
Recruit research participants	_____
Conduct research	_____
Input or organize data	_____
Analyze data	_____
Create final report	_____