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Primary Research Tools



MUSTEL GROUP
MARKET RESEARCH

➤ Qualitative Research Tools

❖ Focus Groups/ Depth Interviews:

- Ideal for uncovering range of opinions and language used
- Provides direction for design of quantitative phase
- Not projectable to population

➤ Quantitative Research Tools

❖ Internet Surveys:

- Fast turnaround
- Lower cost
- Include graphics, audio/visuals
- Ideal for sensitive topics
- Disadvantages:
 - self selection
 - under-represents ethnic populations
 - most panel samples not randomly selected

➤ Quantitative Research Tools

❖ Telephone Surveys:

- Allows use of random sampling techniques not possible with other methodologies
- 100% coverage with cell + land lines
- Quality of interview
- Produces most reliable and accurate results
- More costly

➤ Quantitative Research Tools

❖ Mail Surveys

- 100% inclusion
- Can suffer from low response rates and non-response bias

❖ IVR (Interactive Voice Response)

- Poor sampling

➤ Hybrid Research Tools

❖ Random recruit to web surveys

- Best of both worlds if have complex survey or if visuals required

➤ Other Tools

❖ **Open-access community consultation surveys:**

- Engagement tools
- Not necessarily reflective of 'silent majority'

❖ **Social Media:**

- Free and low cost tools
- Not necessarily representative of audience