## DO-IT-YOURSELF SURVEY

## Research Tools

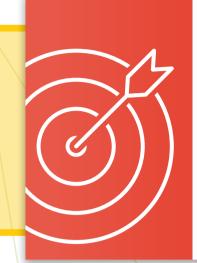


## Engaging a RESEARCH PARTNER

DIY survey research tools have been gaining popularity over the past several years and for good reason, they are often more cost effective than engaging an external research partner and can be very useful when applied appropriately to address certain types of research and business issues.

To help you determine if a DIY survey tool or an External Research Partner is best for your next project, check out the below cheat sheet.

Best when learning objectives are **CLEARLY DEFINED** and understood by all stakeholders



How clear am I about the project's learning objectives? Best when the project could benefit by having a FRESH SET OF EYES help define and clarify objectives

Best when questions are TACTICAL AND STRAIGHT-FORWARD

What type of research questions do I need to include in my survey?



Best when questions are

STRATEGIC, COMPLEX AND

MULTI-FACETED

Best when you have a HIGH
LEVEL OF FAMILIARITY and
comfort in how to write
questions that resonate with
your target audience



What is my comfort level in writing survey questions relevant to my target audience?

Best when you have a **LOW LEVEL OF FAMILIARITY** and comfort in how to write questions that resonate with your target audience

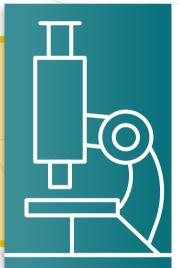
Best when **MORE SKILLED** in writing survey questions

How skilled am I writing questions that are not leading, loaded or compounded?



Best when **LESS SKILLED** in writing survey questions

Best when COMFORTABLE
ANALYZING RAW DATA

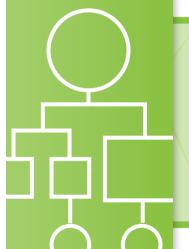


How comfortable am I analyzing raw data?

Best when NOT COMFORTABLE
ANALYZING RAW DATA

Best when **FEW SUB-SEGMENTS**need to be analyzed

How important is analyzing the resulting data across multiple sub-segments?



Best when MULTIPLE

SUB-SEGMENTS

need to be analyzed

Best when NO STATISTICAL
ANALYSES NEEDED



Do statistical analyses need to be performed on the data?

Best when STATISTICAL
ANALYSES NEEDED

Best when **HAVE** email addresses and **DO NOT** need assistance recruiting survey respondents

Do I have email addresses for the people I want to survey?



Best when **DON'T HAVE**email addresses and **NEED ASSISTANCE** recruiting
survey respondents

Best when NO

DATA WEIGHTING OR

PROJECTIONS needed



What data weighting or projections do I need to perform to ensure data accuracy and integrity?

Best when data weighting or projections *IS NEEDED* 

Best if organization if **FULLY SUPPORTIVE** of and confident in internally conducted research

How confident in and supportive is my organization when it comes to internally conducted research?



Best when organization

PREFERS A 3RD PARTY

to help minimize bias

If a DIY tool isn't the best choice for your next project, Insights in Marketing can help. Contact us today to learn more.

