
Anexo 6. Worksheet 5: Audience Research Worksheet**1. What methods will you use to research your key target audience segments?**

Qualitative Methods	Quantitative Methods
Focus groups	Knowledge, attitudes, and behaviors survey
In depth interviews	Intercept survey
Observational studies	Marketing databases
Informal information gathering	Other data sources
Other	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 expertise staff

Possibly. We need some additional training

No. We need to hire outside assistance

If more training or outside assistance is needed

- What is your available budget? \$_____
- What type(s) of research or training do you need assistance with?
- From which companies or consultants will you solicit bids?

If research will be done in house:**3. What is your available budget? \$_____****4. Who will be responsible for coordinating the research activities?_____****5. Who will assist in the research activities?**

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

7. How will you contact potential research participants?

- | | |
|--------------------------------------|-----------------------------------|
| <input type="radio"/> In person | <input type="radio"/> Third party |
| <input type="radio"/> Telephone | <input type="radio"/> Other |
| <input type="radio"/> Mail | |
| <input type="radio"/> E-mail | |
| <input type="radio"/> Advertisements | |

8. Research time line:

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