



**Market Research:
Fun with Surveys**

**FLORIDA
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importance of market research

Why is market research important?

- **PRODUCT/SERVICE DEVELOPMENT:** Gives you insight into the needs and wants of users and non-users so that you can develop & promote products and services accordingly.
- **SERVICE IMPROVEMENTS:** Allows you to make informed service improvements that sustain growth and operations.
- **FUNDING:** Provides critical data for justifying funding requests for new service or expansion of existing services.
- **BASELINE DATA:** Establishes baseline data to help you measure success and monitor your goals and tactics.
- **MESSAGE DEVELOPMENT:** Helps you identify promotional messages that resonate with consumers.

importance of market research

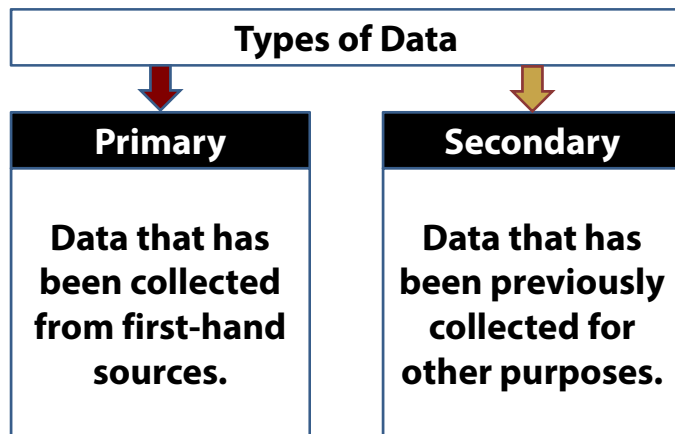
Lazy market research can lead to costly assumptions!



market research DATA

**To make good marketing
decisions, you need
DATA.
So, how do you collect it?**

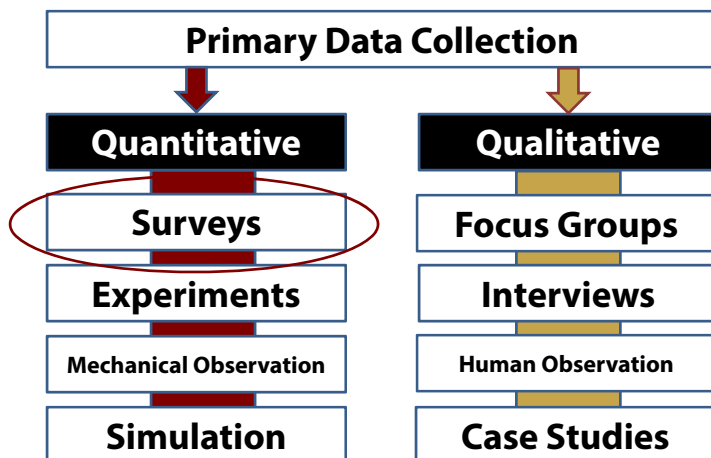
data collection



Market Research: Fun with Surveys

2017 Florida Commuter Transportation Summit – St. Petersburg

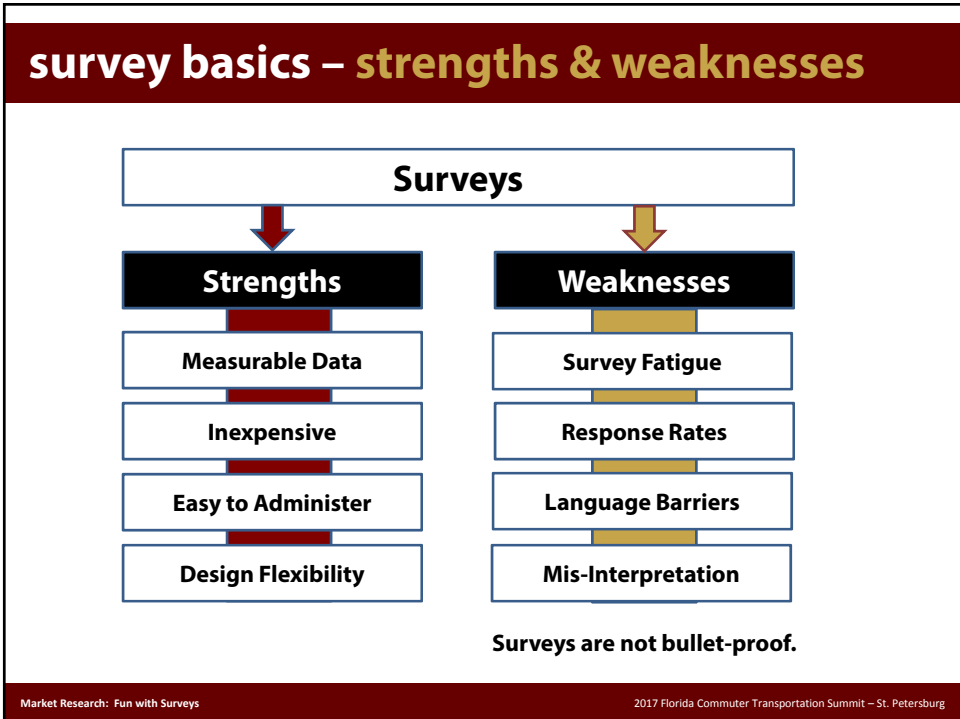
primary data collection



Market Research: Fun with Surveys

2017 Florida Commuter Transportation Summit – St. Petersburg

survey basics



survey basics – before you begin

Before undertaking a survey, ask yourself these vital questions!

Why?

Why are you initiating the survey?

Who?

Whose responses do you need and how many?

What?

What will you ask?

How?

How will you ask it?
How will you test the survey?
How will you administer it?

survey design – the WHY

survey design – **WHY?**

Why are you doing a survey?

- Stayed focused on the purpose of the survey.
- The information you gather should be actionable.
- Remain objective. Don't manipulate data or rig your survey in such a way that you get the answer you WANT to hear.
- Make sure you're asking the right people.

survey design – **the WHO**

survey design – WHO?

Terms you need to know

Population

The TOTAL number of people within your target market. This could be:

- All Company Employees
- Work Commuters
- Residents of a Specific Geographic Area
- Users / Non-Users / Recent Adopters

Sample

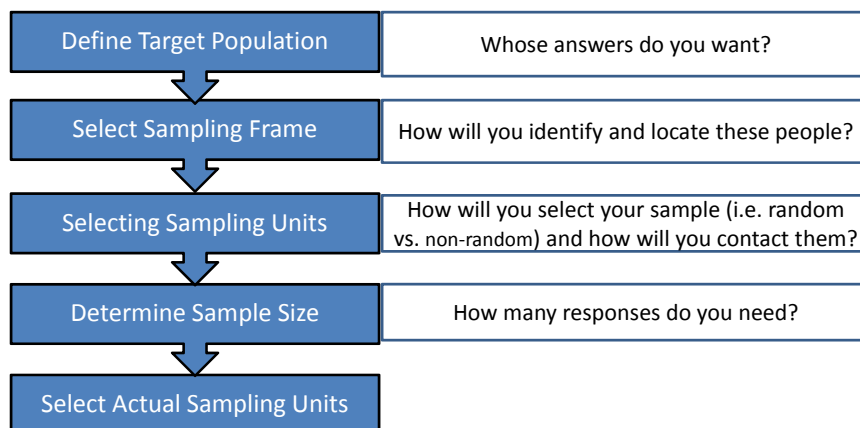
A subset of the population you will survey that will give you a reliable and accurate picture of the entire population.

Segment

Segmentation breaks your sample down even further and helps you identify individual or group characteristics that might influence purchase of products or services. Segmentation typically happens after you collect your data.

survey design – WHO?

The process



survey design – WHO?

Sampling Size: How many people should you ask?

Factors to consider

- How many people could be affected by the research question? (Population)
- How big/small should the margin of error be? (Confidence Interval)
- How confident do we want to be with your results? (Confidence Level)
- How much variation do we expect in the responses? (Standard Deviation)

survey design – WHO?

Sampling Size: How many people should you ask?

Desired Confidence Level	z-score
80%	1.28
85%	1.44
90%	1.65
95%	1.96
99%	2.58

$$1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)$$

survey design – WHO?

Sampling Size: How many people should you ask?

Population size	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
	5%	2.5%	1%	5%	2.5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1,000	278	606	906	399	727	943
10,000	370	1,332	4,899	622	2,098	6,239
100,000	383	1,513	8,762	659	2,585	14,227
500,000	384	1,532	9,423	663	2,640	16,055
1,000,000	384	1,534	9,512	663	2,647	16,317

Sometimes, with smaller populations, your sample will need to be proportionally larger.

survey design – WHO?

Response Rate

- Consider the response rate when distributing a survey since it will impact your ability to gather a sufficient sample.
- A response rate of 20% to 30% is considered very good for **internal** surveys.
- A response rate of 10% - 15% is considered very good for **external** surveys.
- Online surveys tend to generate a higher average response rate.

survey design – WHO?

Increasing Response Rates

- Simple, quick surveys generate better response rates.
- Brand trust & recognition can improve response rates.
- Visual tools & creative engagement can help.
- Incentives (prize drawings, etc.) can also be used, but they can also skew results.

survey design – the WHAT & HOW

When good surveys go bad!

survey design – WHAT?

ANSWER OPTIONS

Fixed Alternative Questions

“How satisfied are you with transit service in our community?”

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied

Open-Ended Questions

“How would you improve transit service in our community?”

survey design – WHAT?

ANSWER OPTIONS

How it affects responses

“When preparing children for life, what do you consider the most important thing to teach them?”

Fixed Alternative Questions

61.5% of a sample chose the alternative *“To think for themselves”* when this option was offered on a list.

Open-Ended Questions

BUT... only 4.6% volunteered an answer that could be assigned to this category when the question was left open-ended.

survey design – WHAT?

USE CLEAR, CONVERSATIONAL LANGUAGE

Bad

“Are you satisfied with the headways on this transit route?”

Better

“Are you satisfied with the schedule on this route?”

survey design – WHAT?

BE SPECIFIC

Bad

“Do you regularly ride the bus to get to and from work?”

Better

“How many days per week do you ride the bus to get to and from work?”

survey design – WHAT?

AVOID DOUBLE-BARRELED QUESTIONS

Bad

“Our vanpool driver is always on time and drives safely?”

Better

“Our driver is always on time.” -- Agree > Disagree

“Our driver drives safely.” -- Agree > Disagree

survey design – WHAT?

AVOID LEADING QUESTIONS

Bad

“Because studies have shown that public transit use improves traffic congestion, should the City invest more in public transit?”

Better

“Traffic congestion is a problem in our community.”

Strongly Agree Agree Not Sure Disagree Strongly Disagree

“The City should invest more in public transit.”

Strongly Agree Agree Not Sure Disagree Strongly Disagree

survey design – WHAT?

AVOID LEADING QUESTIONS

Bad

“Would you consider carpooling at least twice a week even if your employer doesn’t encourage it?”

Better

“How many days per week could you possibly carpool?”

“Does your employer encourage carpooling?”

Yes No I don’t know

survey design – WHAT?

AVOID ASSUMPTIONS

Bad

“reThink Commuter Services is an important transportation resource in our region.”

Strongly Agree Agree Not Sure Disagree Strongly Disagree

Better

“A transportation service that helps me locate carpool and vanpool partners would be very helpful to me.”

Strongly Agree Agree Not Sure Disagree Strongly Disagree

survey design – WHAT?

AVOID DOUBLE NEGATIVES

Bad

“Which of the following would not make you not drive your car?”

Better

“What would encourage you to not drive alone in your car?”

OR

“Which of the following programs might encourage you to carpool work?”

survey design – WHAT?

GENERATE VARIANCE

Variance allows you to gather more useful & reliable information.

Did you travel on Starmetro to get to or from work last month?

How often did you travel on Starmetro to get to or from work during the past month?

survey design – WHAT?

SEQUENCING

Order Bias

Sometimes there is a bias toward the first answer choice listed...

OFFICIAL BALLOT Random County, Somestate	
INSTRUCTIONS: To vote for a candidate, make an 'X' in the oval beside the name of the candidate you prefer.	
PRESIDENT (vote for one)	U.S. CONGRESS (vote for one)
<input type="radio"/> G. Washington	<input type="radio"/> S. Rayburn
<input type="radio"/> A. Lincoln	<input type="radio"/> J.G. Cannon
<input type="radio"/> _____ (write in)	<input type="radio"/> N. Longworth
	<input type="radio"/> _____ (write in)

survey design – WHAT?

SEQUENCING

Negative Priming

“Priming” is when respondents are primed to think about one issue that may impact their answer to a subsequent question.

Quick fix to negative priming is often reversing the order of the questions.

“Do you enjoy driving your car?”

The answer may influence this answer.

“Would you consider carpooling to work?”

survey design – WHAT?

SEQUENCING

- **Interesting and/or easy opening questions encourage participation and mitigate dread. Put them near the beginning.**
- **Demographic questions that require respondents to divulge personal information are best at the end of the survey.**

survey design – WHAT?

DEMOGRAPHIC QUESTIONS

- **Demographic responses help you segment data.**
- **They can help you create a profile of your existing customers.**
- **This can help you target your marketing efforts.**
- **Responses can also increase confidence in your results if they reflect larger demographic data.**

But what are the weaknesses of demographic data?

survey design – WHAT?

DEMOGRAPHIC QUESTIONS -- WEAKNESSES

Gender

“What is your gender?”

Male Female

Income

“What is your annual household income?”

Under \$20,000 \$20,001 - \$30,000 \$30,001 - \$40,000
 \$40,001 - \$50,000 \$50,001 - \$60,000 \$60,001 - \$80,000
 \$80,001 - \$100,000 \$100,000 or more

testing & distributing your survey

surveys – pre-testing

- Pretesting provides valuable insight into the readability, flow, and overall effectiveness of the survey.
- If you are distributing the survey in multiple languages, make sure that any potential language barriers or inconsistencies are fixed.
- Internal tests that involve organizational staff may not be a good test. Utilize people unfamiliar with the purpose of the survey. Otherwise, you can build bias into your questions.
- Make sure the format & distribution channel aren't roadblocks to the survey.

surveys – distribution

If you want...	Phone	Mail	Online	Mixed Mode (mail + online)
quick turnaround	★★★★	★★	★★★★	★★
low data collection costs	★★	★★★★	★★★★	★★★★
to minimize interviewer bias	★	★★★★	★★★★	★★★★
to screen for desired characteristics (certain groups, types of users, etc.)	★★★★	★	★★★	★
a lengthy questionnaire	★★	★★★★	★★	★★★★
to include complex questions or long response options	★	★★★★	★★	★★
to use props or visual examples	★	★★★★	★★★	★★★★
respondents to consult records	★	★★★★	★★	★★★★
to gather sensitive subject matter	★★	★★★★	★★	★★
to probe open-ended responses	★★★★	★	★	★
a large sample size	★	★★★★	★★★★	★★★★
a higher response rate	★	★★★★	★	★★★★
to ensure geographic distribution of the sample	★★★★	★★★★	★★★★	★★★★
to contact hard to reach people	★	★★★★	★★★	★★★★
a less intrusive means of contact	★	★★★★	★★★	★★★★
respondents to complete survey at their convenience	★	★★★★	★★★★	★★★★

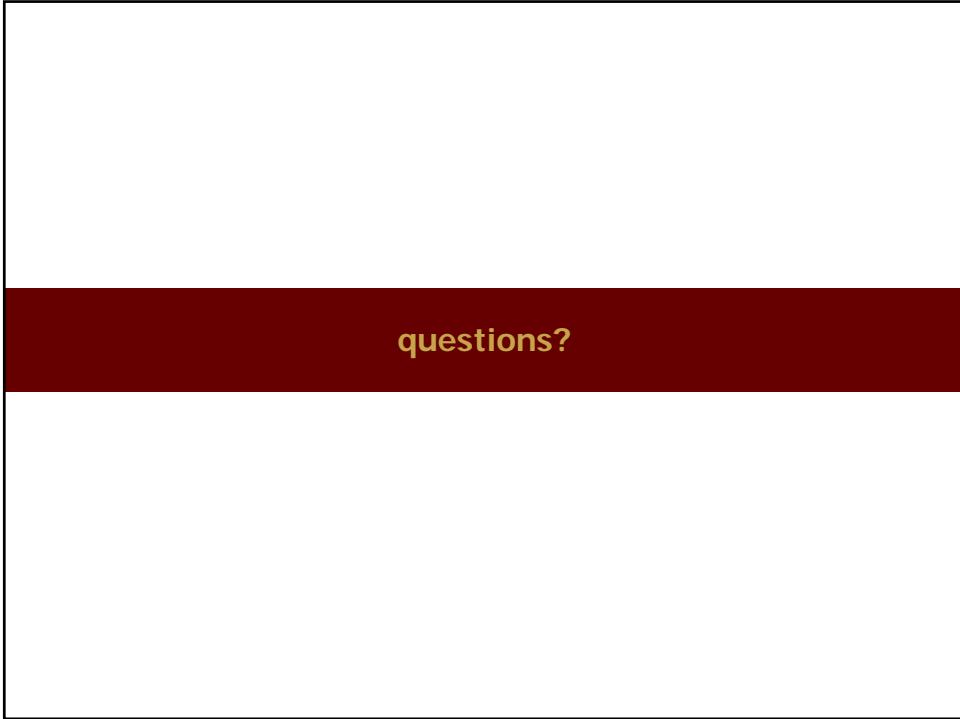
Source: Readex Research

In conclusion

survey design – good survey characteristics

The characteristics of a good survey:

- Brevity**
- Specificity**
- Relatable**
- Objectivity**
- Actionable**



BIG DATA

Agency	Current Ridematching Database Subscription	Primary Market(s)	FDOT District
RideOn Commuter Services	1,374	Pensacola Panama City Destin/Ft. Walton	3
Commuter Services of North Florida	1,121	Tallahassee	3
South Florida Commuter Services	45,000	Miami Ft. Lauderdale West Palm Beach	6
reThink Commuter Services	13,200	Orlando Daytona Beach Ocala	5
Commuter Services District 1	22,565	Ft. Myers Naples Sarasota Bradenton Lakeland	1
TBARTA	8,079	Tampa St. Petersburg	7
First Coast MPO	576	Jacksonville	2
Gainesville Regional Transit System	unknown	Gainesville	2
TOTAL	91,915		