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Village of Volente Community Survey 2014

A Proposal to the Village of Volente

By

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ROBERTS RESEARCH

ABOUT DAVE ROBERTS AND ROBERTS RESEARCH

Thank you for your consideration of Roberts Research for this important research initiative. Dave Roberts has designed, moderated, and analyzed over 4,000 focus groups since 1979 and has conducted over a thousand telephone and online surveys. He founded Roberts Research in 1985 and was formerly Vice-President of Programming and Research for the CBS FM Radio Group and the RKO Radio Networks in New York. Roberts earned his PhD in Communication from the University of Oregon.

Below is a selective list of Roberts Research clients. Those clients that are particularly pertinent to the Village of Volente research are in bold.

<p>3M Production/Visual Systems Academy Sports & Outdoors Austin Board of Realtors Austin Independent School District Bob Howard Automall (OKC) Bonneville Broadcasting CBS Radio Network CBS Radio Stations CBS Television (KCBS-TV, Los Angeles) CertaPro Painters City of Austin Bike Trails City of Austin Health Clinics City of Coppell, TX City of Garland, TX City of Highland Village, TX City of Live Oak, TX DDB Needham Advertising (SF) Dell Computers Elizabeth Christian Public Relations Evans Group Advertising (SF) Fox Service Company (TX)</p>	<p>Gettel Automotive Group (Tampa) Gloria Jean's Coffees Goodwill Industries Great Lakes Cheese Company Gulf States Toyota Heart of Texas Fair & Rodeo IBM Texas Employees Credit Union Intermark Group Marketing King Broadcasting Lou Bachrodt Automall (Rockville, IL) Lower Colorado River Authority (LCRA/Texas) McCoy's Building Supplies (Focus Groups and Telephone Study) Medicare (TMF, Austin) Microsoft Montana Mike's Steak Houses NeverKink Garden Hose Orchard Supply Hardware Stores Pillar to Post Home Inspections Riviana Rice Company (Houston)</p>	<p>Safeway Stores San Francisco Ballet Sears Hardware Stores Sharp Propane (TX) St. David's Heart & Vascular State of Washington (Student Loan Program) Texas Commission on Family Violence Texas Department of Transportation Texas Gas Service Texas Employee Retirement System Texas Oncology Texas Windstorm Insurance Association Texas Workers Comp Insurance Travis County Commissioners Travis County Healthcare District Veterinary Centers of America Trisun Healthcare (Austin) West Marine Boating Supplies Whole Foods</p>
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SCOPE OF WORK & METHODOLOGY

The Village of Volente, Texas proposes to replicate a 2004 survey in 2014, conducted among its residents using the same instrument. The questionnaire appears to be approximately 20 minutes. Since 2004, computer use and online research has proliferated and the Village has rightly expressed a desire to do as much online as possible.

Generally, we would propose telephone methodology for a larger city. However, the Village of Volente has only about 250 households, a universe too small for random digit dialing and that is the good news.

ONE-ON-ONE DEPLOYMENT

We are proposing a mixed-mode survey: primarily Online with Hard Copy Mail-in Back Up. We would engage the services of a reputable distributor to hang a “plastic bag door hanger” on the doors of all 250 residences in Volente. The details include—

- Since there are about 250 households in Volente, a full canvas delivery of door-hanger bags is practical, desirable, and relatively inexpensive.
 - Practical because door-to-door delivery by trained personnel is easily accomplished.
 - Desirable because a bag hanging on a door is far more likely to be seen and read (as opposed to a letter in a pile of junk mail).
 - Both the personal distribution and return postage (\$.91) are far less expensive than phone interviewing for a small universe.
- A hard copy of the questionnaire will be fully visible, unfolded with a cover page that clearly states it is the Official Village of Volente Community Survey but with the link to the Online Survey front and center. Verbiage would indicate, “If you do not have access to the Internet, you may complete the attached hard copy. A self-addressed stamped envelope is included”.
- The Online Questionnaire would be programmed and hosted by Roberts Research on its own OurReportCard.com/Volente (easy to remember). Each major section will have its own page. (Example: www.OurReportCard.com/LiveOak)
- We cannot guarantee how many will actually participate (as opposed to a telephone interview in which calls are made from a large sampling frame until the desired sample size is reached). We would encourage the Village of Volente to use all available forms of communication with its constituencies to announce the survey in advance and to continue to remind residents of its importance, always providing the link to the study (e.g., OurReportCard.com/Volente).
 - Any mailings from the Village
 - Home Page of the Village Web Site
 - City Hall Marquee if available
 - Volente Neighborhood Association
 - Small Posters in Businesses



DELIVERABLES & COSTS

Below are the key deliverables and their related costs. All costs are based on production of 300 bags and surveys.

Deliverable	Cost
Hard Copy Questionnaire production/reformatting/printing/stuffing, Cover Page (color/glossy) production/printing/stuffing	\$700
Online Questionnaire production/programming/hosting/daily data downloads	\$1500
Hanging Plastic Bags	\$100
Door Hanging Set Up/Labor	\$600
Data Entry	\$500
Programming & Statistical Analyses (140 data points, including 12 Other Specify & Open Ends)	\$1500
Report of Findings with Graphs/Interpretation/Recommendations supported by separate volume of Banner Tables	\$2500
Total	\$7400
Optional On-Site PowerPoint Presentation	\$1000

All analyses, reporting, and presentations are performed by Dave Roberts who oversees all aspects of your research.