

Publication Readership Study MAIL SURVEY

- **Methodology**

Survey packets will be mailed to 1,000 readers. Each packet will contain a cover letter, questionnaire, stamped reply envelope, and a \$1 incentive. Anticipated response rate is approximately 30 – 50%.

- **Sample**

Client will provide a sample of 1,000 readers selected on an nth name basis. File will be provided in ASCII or Excel format and should include name, position, company, and address.

- **Questionnaire and supporting materials**

Lewis & Clark will prepare a four-page questionnaire (30 – 40 questions), cover letter, and supporting materials. Questionnaire will be based on discussion with client and other content that they provide. This will include adapting materials from prior questionnaires as well as developing new questions. All materials will be subject to client's final approval.

- **Field work**

Lewis & Clark will:

- Prepare and mail survey packets consisting of a cover letter, questionnaire, \$1 incentive, and individually stamped reply envelope addressed to Lewis & Clark. Survey packet will be mailed in client's envelope, using first-class postage stamp.
- Receive, open, and edit all returns, and perform data entry.

- **Report and analysis**

Lewis & Clark will:

- Tabulate data and prepare tables, including multiple banner points to be determined in consultation with client.
- Analyze results and prepare a final report consisting of an executive summary/highlights, methodology, narrative report with charts, and recommendations. Report will include comparisons with previously collected data when appropriate.
- Provide follow-up consultation as needed.

All materials will be made available electronically (in Microsoft Word and PFD formats).

- **Tentative timeline**

	Project begins
+ 2 weeks	Questionnaire finalized
+ 1 week	Survey packets mailed
+ 4 weeks	Close of field period
+ 3 weeks	Final report

- **Project Costs/Fees**

The inclusive fee for this project is \$6,500. This includes all research costs, incentives, postage, printing, and additional expenses. Fee is payable 50% at start of project and 50% at conclusion.

Publication Readership Study ONLINE SURVEY

- **Methodology**

Survey invitations will be emailed to 10,000 readers. The email invitation will contain a link to an online survey. Respondents will have an opportunity to enter a prize drawing once they have completed the questionnaire. Anticipated response rate is approximately 10 – 25%.

- **Sample**

Client will provide a sample of 10,000 readers selected on an nth name basis. File will be provided in ASCII or Excel format and should include name, position, company, and email address.

- **Questionnaire and supporting materials**

Lewis & Clark will prepare an approximately 30 – 40 question survey, email invitation, and supporting materials. Survey will be based on discussion with client and other content that they provide. This will include adapting materials from prior questionnaires as well as developing new questions. All materials will be subject to client's final approval.

- **Field work**

Lewis & Clark will:

- Prepare and broadcast two rounds of email invitations with a link to an online survey hosted by Lewis & Clark.
- Receive and edit all returns.

- **Report and analysis**

Lewis & Clark will:

- Tabulate data and prepare tables, including multiple banner points to be determined in consultation with client.
- Analyze results and prepare a final report consisting of an executive summary/highlights, methodology, narrative report with charts, and recommendations. Report will include comparisons with previously collected data when appropriate.
- Provide follow-up consultation as needed.

All materials will be made available electronically (in Microsoft Word and PFD formats).

- **Tentative timeline**

	Project begins
+ 2 weeks	Questionnaire finalized
+ 1 week	Email invitations sent
+ 2 weeks	Second round of email invitations
+ 1 week	Close of field period
+ 2 weeks	Final report

- **Project Costs/Fees**

The inclusive fee for this project is \$4,000. This includes all research costs and additional expenses. Incentive for prize drawing is not included. Fee is payable 50% at start of project and 50% at conclusion.