Checklist for Recruiting an Appropriate Vendor To Do Research

Use this checklist to review research bids and to select research vendors.

- Descriptions of past projects
- List of clients (if you are unfamiliar with the vendor, check the company’s references)
- Location of the research facility: Is it conveniently located? Accessible by public transportation? If not, do they provide transportation assistance, such as taxi money or van service? What does this add to cost?
- A diagram of the table/seating arrangements for focus groups (What shape is the table? How big is the table? The room?)
- The size and features of their observation room(s)
- Details about audio- and video-recording arrangements and costs
- Details about food arrangements for participants and observers, such as staff from your organization or your collaborating ad agency
- A description of the vendor’s moderator services
- A description of the vendor’s method of recruitment and what geographic area the company covers
- Recommendations for participant incentives
- Reasonable rates for the services they will provide (remember to ask for nonprofit or government rates).