

## **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).