

Custom Market Research

Project Brief

Thank you for considering ISR for your market research needs. In order to help us assess the feasibility of your project and the amount of time needed to execute the study, please provide as much information below as possible. We look forward to supporting you in this effort.

Research Objective	What type of study are you conducting? What hypothesis are you testing? Added context such as this can inform our suggestions for how to approach the project and design the questionnaire.	
Total Audience Size	How many responses would you like to collect?	
Geography /Region	Is the survey focused on any particular states, countries, regions, etc.?	
Audience Titles / Roles	Who will qualify for this survey? Do you have any specifics in mind in terms of title, role, seniority, decision-making authority, company, etc.? Will respondents need to know specific brands / products or other such detail?	
Quotas	Are there any quotas we should keep in mind? For example, 25% of respondents should be from Large Pharma, 25% from Midsize Pharma, and 50% from Virtual / Emerging Pharma.	

Pharma Category	Small Molecule, Oral Dose, Biologics, etc.	
Type of Study	Brand awareness, market outlook, message testing, new product / new service, decision-making group & process, content / topics, et al.	
Length of Survey	How many questions do you plan on asking? Or how many minutes do you estimate the survey will take to complete? Feel free to include a draft if you have it.	
Statistical Testing / Cross Tabulations	Will you need statistical testing done on subsets of the data or comparative analyses between respondent groups?	
Number of Reports	Would you like a topline (or interim) report? A corporate level report and reports for each business unit?	
Turn-around Time	Are there any hard deadlines you are working with?	