

“We have used Patron Insight for many years to help us determine our citizens’ views on issues such as facilities, taxes and instruction. This past year, Patron Insight helped us conduct an online survey providing community feedback that helped us make an important school calendar decision.”



Dr. Ann Starlin-Horner  
Associate Superintendent of Instruction  
& School Leadership  
Lee’s Summit R-VII (Mo) School District

## Customized Online Research

When the audience is “captive” (parents, teachers, etc.) and the subject matter is important to them, customized online research from Patron Insight can provide you the answers you need.

Working with you to identify what you need to know, we’ll create an **easy-to-follow, confidential survey** that your target audience can breeze through. That means more participation, giving you greater confidence that you have heard from a critical mass of those who matter.

The result is a report of the findings for the overall survey group, and any key demographic or geographic subgroups. Plus, you’ll get to see the open-ended responses that give you the extra flavor of just how your target audience members really feel. And you’ll get it all in about two weeks.

**For the right information needs, it’s the**



**What do you need to know?**



## Custom Online Research

### The Process

- An on-site planning meeting to identify what you need to know.
- Creation of a draft survey, and as many revisions as necessary to get it just right.
- Forwarding to you of a link that you can distribute, or securing of your mailing list so that Patron Insight can distribute the link.
- Institution of quality controls, such as time limits on when the survey is available and limiting responses to one per computer.
- Creation of a pdf that allows you to make paper copies to distribute to those without internet access, or to those who simply prefer a paper copy. Input of paper copy responses into data file.
- Analysis of all data, and pinpoint analysis by key demographic and geographic subgroups, allowing you to see the differences of opinion.
- In-person presentation of the written report, plus bound and electronic copies for you to distribute as you see fit.

### The Fees

The fee ranges from \$2,600 to \$4,800, depending on the length and complexity of the survey, and the anticipated number of paper copies. (Packages are available offering discounted rates for multiple research projects contracted for during a two-year period.)

### The Results

Clients that have used our Customized Online Research services have found the information to be extremely helpful in informing their decision-making.

### References

Please tell us what you need to know through your research, and we'll connect you with references that are contemporaries in terms of district size, region, and information need.



What do you need to know?