FOCUS GROUPS IN CHAMPAIGN/URBANA

The Survey Research Laboratory (SRL) is pleased to offer two levels of focus group services. We can fully administer your focus group or we can provide hosting services.

Our facility can accommodate 8 participants and a moderator. The room is equipped with a conference table with comfortable upholstered chairs, a projector for use with a laptop, as well as easels with paper and markers. A large one-way mirror allows members of your research team and other guests to observe the group unobtrusively from an adjoining room with one-way audio. In addition, Wi-Fi is available should you wish to access the internet from the focus group room or the observation room.

**SRL Administered Focus Groups**

Our experienced research professionals can provide many of your focus group needs, including respondent recruitment (advertising, screening, scheduling and confirming) and incentive procurement.

We do not maintain focus group participant lists, but will recruit subjects according to your demographic criteria. As always, the exact nature of the population needed will influence recruitment costs. We cannot provide a moderator for your focus group, but can assist your moderator with setup and logistics. SRL can obtain refreshments for your group from local caterers/restaurants at an additional cost.

Fees are based on the number of groups and services required. You will receive a detailed cost proposal based on your specifications.

**SRL Hosted Focus Groups**

If you prefer to administer the focus group yourself, we can provide a comfortable, easily accessible site. You will advertise for, screen, schedule, and confirm participants. You will moderate the focus group, recording and transcribing your session if desired. You will obtain incentive awards. You can provide refreshments or SRL can make them available as described above. We will provide assistance in ushering your participants to the room and ensuring that you have what you need for a successful experience.
FACILITY RENTAL FEES

Monday through Friday            (9:00 a.m. to 5:00 p.m.)  $275 per group
Monday through Thursday      (5:00 p.m. to 9:00 p.m.)  $375 per group
Saturday                                     (9:00 a.m. to 5:00 p.m.)  $350 per group

For information on using Survey Research Laboratory in Champaign/Urbana for your focus group needs, please contact:  Marni Basic at 217 244-7490 or mbasic@uic.edu.

(Investigators from UIC and UIUC are responsible for obtaining IRB approval from the UIC Office of Protection of Research Subjects.)