

Survey Research Laboratory (MC 336)  
600 College of Urban Planning and Public Affairs Hall  
412 South Peoria Street  
Chicago, Illinois 60607

## **FOCUS GROUPS IN CHICAGO OFFICE OF SURVEY RESEARCH LABORATORY**

*Updated September 2016*

**DUE TO OUR TEMPORARY RELOCATION DURING CUPPA HALL REPAIRS, THE SRL FOCUS GROUP FACILITY WILL NOT BE AVAILABLE UNTIL SPRING 2017**

The Chicago office of the Survey Research Laboratory (SRL) has a conference room that can comfortably hold 10 participants and a moderator. There is a one-way observational mirror so that members of your research team and other interested observers can observe the group unobtrusively from the adjoining conference room.

The following tools are provided for the moderator: dry erase board; easel with paper and markers; and a projection screen for displaying materials from a laptop computer.

The focus group room is equipped with microphones, and a digital audio recording of the group will be provided to you on CD in mp3 format (alternatively, you could bring a USB flash drive). If needed, a camcorder is available for video recording for an additional fee; a copy will be provided to you on a CD. SRL keeps backups of these recordings for one year from the date of your focus group.

Please note that the conference rooms are not equipped for the participants to access laptops during the session unless they are battery operated. SRL does not have laptops available for focus group use; you would need to provide your own. Wireless internet access is available if your laptops have wireless adaptors. We will need to know how many laptops will need wireless access in advance of the focus group.

At this time, we do not have the facilities to offer web-based or online focus groups.

You have two options for conducting focus groups at SRL:

- 1) Rent our facility to hold your focus group
- 2) Hire SRL to administer your focus groups

## 1) Rental of SRL focus group facilities

Dates and times must be reserved in advance. Evening focus groups are available Monday through Thursday; Saturday daytime focus groups are also available.

You are responsible for:

- Recruiting your participants
- Greeting/checking in participants at SRL
- Providing refreshments
- Moderating your focus groups

The basic rental fees vary by day and time as follows. If you need a video recording, there is a \$25 surcharge per group. The following fees are per group. For example, if you hold 2 weekday focus groups, one at 11am and another at 2pm, your total fees would be \$550. If you have two weekday groups that begin at 4:00 and 7:00, your total fees would be \$625 (assuming no video recording).

	<b>Daytime (ending by 5:00pm)</b>	<b>Evening (beginning 5pm or later)</b>
<b>Weekday</b>	\$275	\$350
<b>Weekend</b>	\$350	

To inquire about facility availability, please contact April Van Dam at 312.996.5300, or via e-mail at [aprilv@uic.edu](mailto:aprilv@uic.edu).

## 2) Hiring SRL to administer focus groups

SRL can also be contracted to conduct some or all part of your focus group, including:

- Respondent recruitment (advertising, screening, scheduling, confirming)
- Greeting/checking in participants
- Incentive procurement
- Refreshments
- AV recording

The fees are based on the number of groups and the elements required. A cost proposal will be prepared for you based on your specifications.

Note that SRL does not maintain lists of focus group respondents that can be called upon as groups are needed. We would need to advertise for subjects according to your focus group demographic criteria, screen respondents, and schedule them for a group.

SRL will need to secure IRB approval for these focus groups from the UIC Office of Protection of Research Subjects, unless you are a UIC/UIUC investigator, in which case you are responsible for obtaining that approval. If you would like a detailed budget estimate for any of these services, please contact Jennifer Parsons at 312.413.0216, or [jparsons@uic.edu](mailto:jparsons@uic.edu)

## Focus Group Moderators

SRL can provide you with a list of moderators, with whom you can negotiate directly about their availability and fee structures. We do not subcontract moderators as part of our budgets. If you need a formal report, you need to negotiate this with the focus group moderator.

## Transcription

SRL does not provide transcription services. You should contact them directly for information on fees and turnaround time. Companies we have successfully contracted in the past include:

### *English-only transcription:*

Wordsworth Typing and Editing: <http://www.wordsworthcoop.com/>

Babble Type: <http://www.babbletype.com/>

### *English & Spanish transcription:*

Tigerfish: [www.tigerfish.com](http://www.tigerfish.com)