

RESEARCH TIMELINE & BUDGET					
Phase	Month	Track	Item	Specifications	Approx. Budget
Phase 1: December & January	December / ASAP	Context & Assessment	Telephone Survey	1,200 general election interviews in swing states 1,000 in traditional swing states + 200 in "reach" swing states 1,200 caucus/primary election interviews in early states 400 in Iowa, 400 in New Hampshire, 400 across other early states	\$160,000 (\$80,000 per survey)
		Multi-Purpose	Online Discussion Board	1 Month-long discussion board among general election swing voters 1 Month-long discussion board among caucus/primary election voters	\$110,000 (\$55K per month-long board)
	Early January	Rationale (Personal Brand & Narrative)	Focus Groups	8 Focus Groups 4 general election groups (locations TBD), 4 caucus/primary election groups (IA, NH)	\$92,000 + travel <i>(Includes \$100 incentive per respondent, excludes streaming video -- billed separately if desired)</i>
		Rationale (Issues & Positioning)	Telephone Survey	1,000 general election interviews in traditional swing states 800 caucus/primary election interviews in early states 400 in Iowa, 400 across other early states	\$120,000 (\$67K for general; \$53K for primary)
	Late January	Rationale (Personal Brand & Narrative)	Online Survey	1,000 general election interviews in traditional swing states 800 caucus/primary election interviews in early states 400 in Iowa, 400 across other early states	\$80,000 (\$44K for general; \$36K for primary)
		Rationale (Issues & Positioning)	Focus Groups	8 Focus Groups 4 general election groups (locations TBD), 4 caucus/primary election groups (IA, NH)	\$92,000 + travel <i>(Includes \$100 incentive per respondent, excludes streaming video -- billed separately if desired)</i>
				Approx Phase 1 Budget:	\$654,000 + travel for focus groups
Phase 2: February & Early March	Early February <i>(may start in late Jan.)</i>	Vulnerabilities & Response	Online Survey <i>Will employ MaxDiff technique to test large volume of material</i>	1,000 general election interviews in traditional swing states 800 caucus/primary election interviews in early states 400 in Iowa, 400 across other early states	\$80,000 (\$44K for general; \$36K for primary)
	Early February	Vulnerabilities & Response	Telephone Survey <i>Will take findings from online survey and test thematics in a more quantitatively rigorous way</i>	1,000 general election interviews in traditional swing states 800 caucus/primary election interviews in early states 400 in Iowa, 400 across other early states	\$120,000 (\$67K for general; \$53K for primary)
	Late February	Vulnerabilities & Response	Focus Groups	8 Focus Groups 4 general election groups (locations TBD), 4 caucus/primary election groups (IA, NH)	\$92,000 + travel <i>(Includes \$100 incentive per respondent, excludes streaming video -- billed separately if desired)</i>
	Late February	Subgroup Research	Telephone Survey	800 interviews with swing state Latinos, including bilingual calling 500 interviews with swing state African-Americans	\$135,000 (\$90K for Latino; \$45K for AA)
	Late February	Subgroup Research	Online Survey	500 interviews with 18-29 year old "turnout" Democrats	\$35,000
	February (month-long)	Multi-Purpose	Online Discussion Board	Continuation of discussion boards (with caucus/primary and general) from phase 1 for an additional month	\$90,000 (\$45K per board to extend by one month)
	Early March	Wrap-up <i>To answer outstanding questions and refresh initial assessment survey prior to launch</i>	Telephone Survey	1,000 general election interviews in traditional swing states 800 caucus/primary election interviews in early states 400 in Iowa, 400 across other early states	\$120,000 (\$67K for general; \$53K for primary)
				Approx Phase 2 Budget:	\$672,000 + travel for focus groups
Phase 3: Timing TBD although we recommend engaging analytics firm ASAP to begin. Should be completed simultaneous to other research.	Targeting	Analytics Project	TBD -- need to engage analytics firm -- project would likely span 1-2 months.		TBD
				Approx Phase 3 Budget:	TBD
Phase 4: Timing TBD pending target date for finished materials. Could be completed simultaneous to other research.	Launch	Online Survey(s) and/or online qualitative research	Note we will likely need multiple waves of online surveys depending on the goals of this phase of the project (i.e. website designs, logos, fonts, video, scripts, imagery, settings, etc.). Each wave would likely be an online survey among 1,000 general election voters and/or 800 caucus/primary election voters, however we may use some specialized research tools depending on the collateral we would like to test. Therefore, it is difficult to present an exact program and budget at this time.		~\$200,000 - \$250,000 across multiple online research projects
				Approx Phase 4 Budget:	~\$200,000 - \$250,000