

Citizen Insights

Market and Social Research

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When to do Market Research

- ▶ Track customers and stakeholders
- ▶ Satisfaction levels once a year a least
- ▶ Before planning times
- ▶ Major policy and environmental changes



Features

- ▶ Most agencies outsource most primary market research
- ▶ Secondary research mostly internal
- ▶ Internal qualified 'buyer' essential – varies
- ▶ Clear objectives
- ▶ Budget



Common Primary Research Outputs

examples

- ▶ Profile of how satisfied Water Corporation customers are with response time to fix a (meter) leak
- ▶ How that profile varies by - age groups, suburbs (demographics)

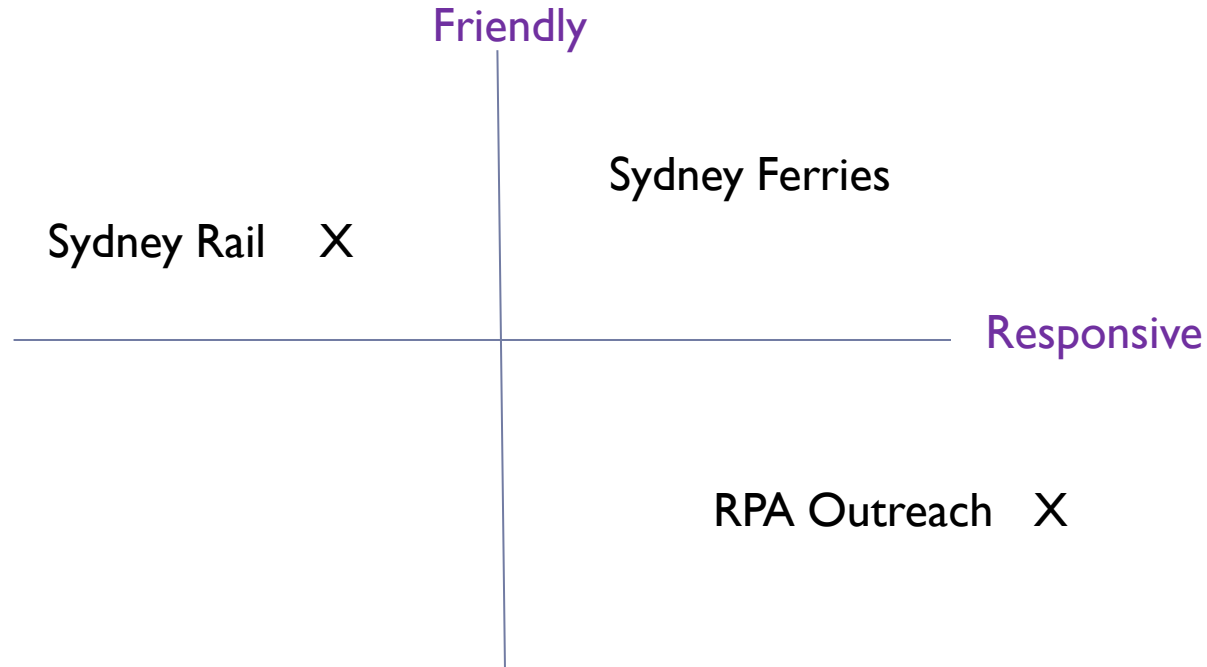


Advanced Outputs 1

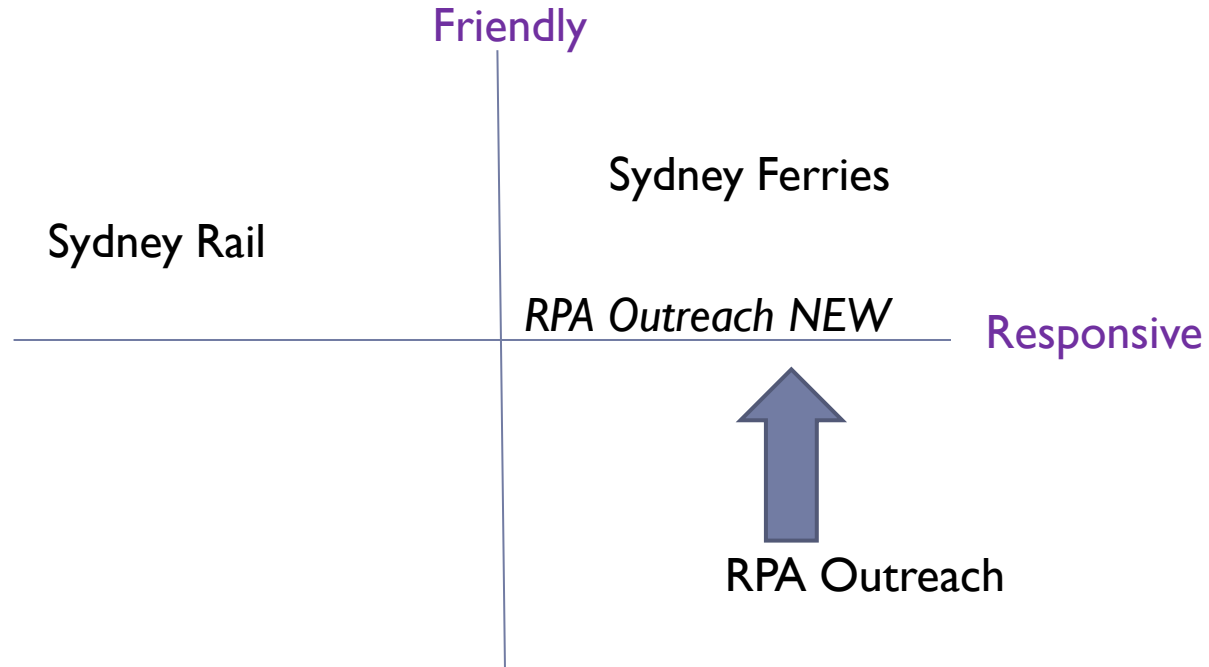
- ▶ Index/Scorecards - combine many variables into an overall score
- ▶ eg. Index of Quality = $A \times \text{empathy} + B \times \text{value} + C \times \text{flexibility}$
- ▶ *Customers/stakeholders can be asked to rank importance A, B, C*



Positioning perceptual map – competitors or similar agencies



Repositioning



New Methods

- ▶ Integrating primary secondary and internal data eg. integrated accidents data, attitudes to speeding and geo demographics – optimize action (eg match CCDs, suburbs, Postcode)
- ▶ Media optimization models – cluttered environment and new technologies.

eg. Rating Points = Reach x Frequency => Impact = Reach x Frequency x Target Specific



But some old methods

- ▶ Audiences often ignore emails and social media
- ▶ Oldies such as targeted direct mail still works – but \$



Concluding Points

- ▶ More complex multi niche world
- ▶ Data is meaningless without consumer/audience model structure
- ▶ Optimization important - budget

