

COST ANALYSIS OF PRIMARY RESEARCH METHODS

MAIL SURVEYS

COST

Printing questionnaires		
Envelopes		
Postage for mailing questionnaire and return postage		
Incentives for questionnaire response		
Staff time and cost for analysis and presentation of results		
Independent researcher cost, if any		
Other costs—Itemize		
TOTAL MAIL SURVEY COSTS		

PHONE SURVEYS

COST

Preparation of the questionnaire		
Interviewer's fee		
Phone charges		
Staff time and cost for analysis and presentation of results		
Independent researcher cost, if any		
Other costs—Itemize		
TOTAL PHONE SURVEY COSTS		

PERSONAL INTERVIEWS**COST**

Printing of questionnaires and prompt cards		
Interviewer's fee and expenses		
Incentives for questionnaire response		
Staff time and cost for analysis and presentation of results		
Independent researcher cost, if any		
Other costs—Itemize		
TOTAL PERSONAL INTERVIEWS COSTS		

GROUP DISCUSSIONS**COST**

Interviewer's fee and expenses in recruiting and assembling the groups		
Renting the conference room or other facility and cost of recording media such as tapes, if used		
Incentives for group participation		
Staff time and cost for analysis and presentation of results		
Independent researcher cost, if any		
Other costs—Itemize		
TOTAL GROUP DISCUSSION COSTS		