

Market Research Cost Analysis

Mail Surveys	Cost
Printing questionnaires	
Envelopes	
Postage for mailing questionnaire and for return postage	
Incentives for questionnaire response	
Staff time and cost for analysis and presentation of results	
Independent researcher cost	
Other costs	
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	
Other 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	
Total Personal Interviews Costs	

Group Discussion	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	
Total Group Discussion Costs	
Total Market Research Costs	