## COST ANALYSIS OF PRIMARY RESEARCH METHODS

C O P

Y R I G H T

P R O T E C T I

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D E M O

O N L Y

Mail Surveys
Printing questionnaires
Envelopes
Postage for mailing questionnaire
Incentives for questionnaire respo
Staff time and cost for analysis a
Independent researcher cost
Other costs

## Phone Surveys

Preparation of the questionnaire
Interviewer's fee
Phone charges
Staff time and cost for analysis a
Independent researcher cost
Other costs

## **Personal Interviews**

Printing of questionnaires and pro Interviewer's fee and expenses Incentives for questionnaire respo Staff time and cost for analysis a Independent researcher cost, if ar Other costs

Group Discussion
Interviewer's fee and expenses in
Renting the conference room or c tapes, if used
Incentives for group participation
Staff time and cost for analysis a
Independent researcher cost, if ar
Other costs

	Cost
	Cost
n postage	
on of results	
Total Mail Survey Costs	
	Cost
	Cost
	Cost
	Cost
on of results	Cost
on of results	Cost
on of results	Cost
on of results Total Phone Survey Costs	Cost

	Cost
on of results	
Total Personal nterviews Costs	

	Cost
d assembling the groups	
and cost of recording media such as	
on of results	
Total Group Discussion Costs	