

Cost Analysis of Primary Research Methods

| 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 | |
| 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 | |
| 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 | |