

Fig. 1: Structure of typical large market research company

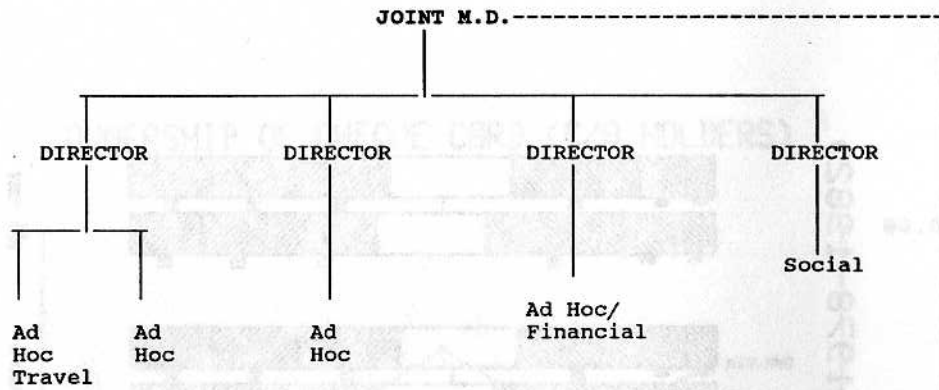
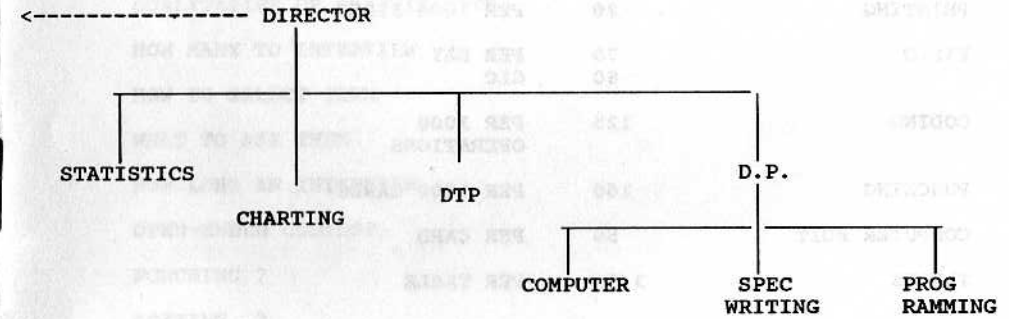
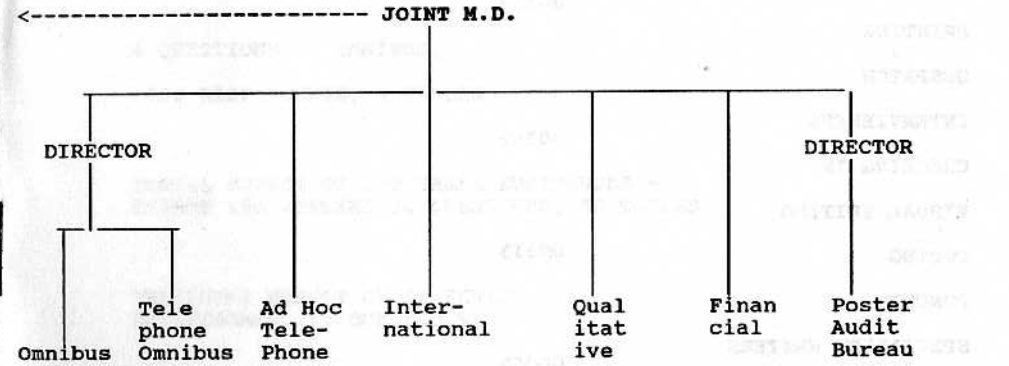
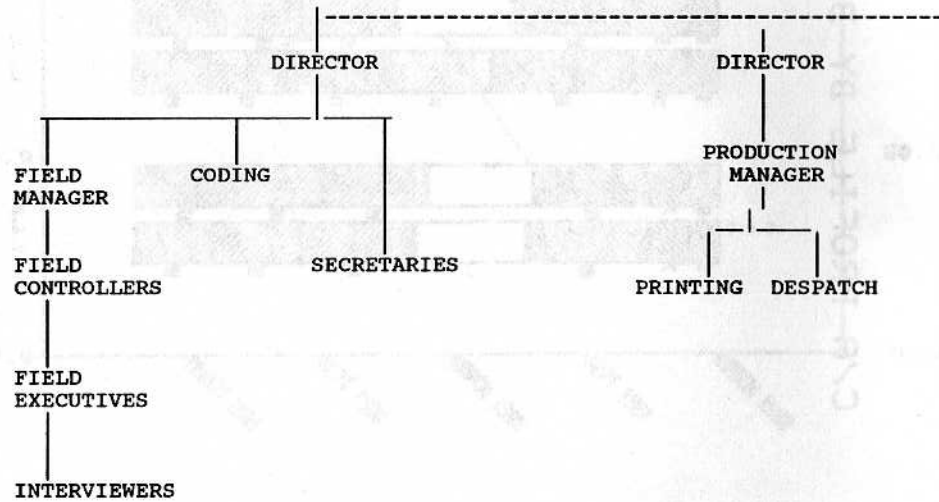


Fig 2: PRODUCTION



INVOLVEMENT FROM

EXECUTIVES
 SECRETARIES
 PRINTING
 DESPATCH
 INTERVIEWERS
 CHECKING IN
 VISUAL EDITING
 CODING
 PUNCHING
 SPECIALIST WRITERS
 COMPUTER

BALL PARK COSTS

	£	
EXECUTIVES	30-60	P.H.
TYPING	30	P.H.
PRINTING	20	PER 1000 SIDES
FIELD	70	PER DAY
	80	GLC
CODING	125	PER 1000 OPERATIONS
PUNCHING	160	PER 1000 CARDS
COMPUTER EDIT	50	PER CARD
TABLES	3-5	PER TABLE

EXAMPLES

1000 SAMPLE NATIONAL QUOTA
 12 QNS, 30 TABLES
 £6500
 4 QUESTIONS ON OMNIBUS,
 2000 RESPONDENTS, 4 TABLES
 £2500
 POSTAL SURVEY OF 200 SMALL BUSINESSES -
 EXPECT 100 REPLIES 20 QUESTIONS, 40 TABLES
 £1500
 TELEPHONE SURVEY OF 50 SENIOR
 BUSINESSMEN, 15 QUESTIONS
 £2000

Factors affecting costing

PROBLEM - HYPOTHESIS
 WHOM TO INTERVIEW
 QUALITATIVE OR QUANTITATIVE
 HOW MANY TO INTERVIEW
 HOW TO SELECT THEM
 WHAT TO ASK THEM
 HOW LONG AN INTERVIEW
 OPEN-ENDED CODING?
 PUNCHING ?
 EDITING ?
 ANALYSIS ?
 REPORTING ?
 LEVEL OF EXECUTIVE INVOLVEMENT

SAMPLE OF PARENTS OF CHILDREN UNDER 16

1000 INTERVIEWS

20 MINUTE INTERVIEW

FULL ANALYSIS

SAMPLE - RANDOM

QUOTA ?

METHOD - FACE TO FACE

TELEPHONE ?

POSTAL

SAMPLING POINTS/INTERVIEWERS ?

BRIEFING ? PILOT ?

REPORT ?

LEVEL OF EXECUTIVE INVOLVEMENT ?

N.B. QUERY SAMPLE SIZE

LENGTH OF INTERVIEW

THE SURVEY

1000 QUOTA

FACE TO FACE

PARENTS OF CHILDREN UNDER 16

20 MINUTES

50 SAMPLING POINTS

PILOT

BRIEFINGS

CODE 4 OPEN-ENDERS

PUNCH 1 CARD

EDITING

50 QUESTIONS X 2 CROSSBREAKS

REPORT

MEDIUM EXECUTIVE INVOLVEMENT

PILOT

4 INTERVIEWERS - 6 INTERVIEWS EACH

BRIEF AND DEBRIEF

= 4 x 2 1/2 DAYS = 10 DAYS @ 70 = 700

6 EXECUTIVE HOURS @ 50 300

TYPING AND PRINTING 50

£1050**BRIEFINGS**

50 INTERVIEWER DAYS @ 60 3000

12 EXECUTIVE HOURS @ 50 600

HIRE OF 1 LOCATION, LUNCHES 250

£3850**FIELDWORK**

1000 @ 6 PER DAY

167 DAYS @ 70 £11,700

PRODUCTION

12 SIDES 1400 COPIES

TYPE	250
PRINT TIME	150
PRINT MATERIALS	120
DESPATCH	110
POSTAGE	130

	£630

CODING

CHECKING IN @ 80 PER HOUR	150
LISTINGS FOR 4 OPEN-ENDERS	10
CODE 4 OPEN-ENDERS X 1000	480

	£730

PUNCHING

1000 CARDS	160
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D.P.

SIMPLE 1 CARD EDIT	50
50 TABLES X 2 CROSSBREAKS	350

	400

REPORT

30 EXECUTIVE HOURS @ 50	1500
TYPE	300
PRINT	50

	1850

EXECUTIVE

FAIRLY INTENSIVE DESIGN WORK, THEN BASIC MINDING

35 HOURS @ 50	1750
30 HOURS @ 30	900

	£2650

TOTAL COST

PILOT	1050
BRIEFING	3850
FIELD	11700
PRODUCTION	630
CODING	730
PUNCHING	160
D.P.	400
REPORT	1850
EXECUTIVE	2650

	£23020

= £23 PER INTERVIEW

CODING SAVING

POSTAL BRIEFING? **SAVES**

- IF SURVEY NOT TOO COMPLEX 3850

DO YOUR OWN CODING?

- DON'T UNDERESTIMATE TIME REQUIRED 730

WRITE YOUR OWN REPORT?

- ARE YOU USED TO IT?
- DO YOU NEED IMPARTIALITY? 1850

DO WITHOUT PILOT?

- NOT ADVISABLE

DO YOUR OWN DP?

- HARDLY WORTH IT

DROP BRIEFING AND REPORT

COST = £17020
= £17 PER INTERVIEW