

ESOMAR PRICES STUDY 2007

PRO FORMA: PROJECT SPECIFICATIONS

This document outlines specifications for eight ad hoc surveys for which quotations are requested.

If any projects are outside your normal scope of business, leave them blank - but please complete as many as possible, giving the real commercial prices you would charge to external clients in your country based on a normal cost calculation. Please exclude any sales taxes such as VAT and GST

All data you provide will remain strictly confidential. We will only publish anonymised results in the form of means, medians and the range of quotations for each project.

The Prices Survey is being conducted under direction of an independent consultant, Ray Poynter, Principal, The Future Place. Online data collection is hosted by NEBU under the supervision of Fred Broers, Managing Director.

This important survey benefits the whole industry and we very much hope you will take part. If you have any queries or wish to provide quotes for more than one country, please email us at industrysurvey@esomar.org or call + 31 20 589 7850.

With many thanks in advance for your help in this important study,

Best regards,

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DIRECTOR GENERAL
ESOMAR

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For ESOMAR Prices Study 2005 - Login with member password at www.esomar.org

SUMMARY

Project 1 - A national usage and attitude survey on a chocolate confectionery product

Sample: a quota sample of 500 regular users of the product.
Quotations were requested for:

25 minute interview:

- Face to face interviews in home
 - Face to face interviews at central locations in urban areas
 - Telephone interviewing
 - Online access panel
- Segmentation analysis

Project 2 - A tracking study on washing powders

Sample: a quota sample of 1,000 with housewives, 50 interviews for each of 20 consecutive weeks (50 x 20)
Quotations were requested for 12-20 minute interviews conducted by:

- Face-to-face interviewing in home
- Telephone interviewing
- Online access panel

Project 3 - A computer assisted advertising pre-test on a central location or online access panel.

Sample: three matched quota samples of 100 adults who are regular users of the product. 10 minute interviews
Additional quotations requested for face to face presentation

Project 4 - Four group discussions among regular users of certain specified banking services

Project 5 - Two group discussions at each of seven cities around world with women who wear perfume.

With simultaneous translation, viewing facilities and a major presentation in Geneva

Project 6 - Ethnographic study on in-home media usage with 12 family households

Project 7 - A B2B telephone survey on desktop computers

Sample: 200 executives responsible for authorizing desktop computer acquisitions from a sample list of 2,000 supplied by client. Interview lasts 15 minutes

Project 8 - Multi country study on human resource development with a sample per country of 500 companies

Quotations requested for 10 minute telephone interviews conducted in local languages in defined regions across the world

Commercial Tariffs

How much clients are charged clients per day for time spent working by junior and senior researchers, senior data analysts and the cost per hour for the use of a call centre

QUESTIONNAIRE

To which country are your quotations related?

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In which currency have you made your quotations?

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Is your company part of a multi-national network?

- Yes
- No

PROJECT 1 - USAGE AND ATTITUDE STUDY - CHOCOLATE CONFECTIONERY PRODUCT

Specifications

To be interviewed: 500 regular users of the product (67% penetration)
 Main Interview to last 25 minutes on average
 Questionnaire will be provided by client.

The main interview includes:

- one attitude battery question comprising 10 items to be applied to each of three brands, using a 5-point agree / disagree scale
- 2 open-ended questions to be coded at the analysis stage. Agency to develop code frame.
- Remainder precoded (30 question units – i.e. 30 in total, including any dependent questions), including 10 lifestyle questions

Research institute to take the study to computer print out stage (120 computer tables). Two full sets of tabulations required with headings in English.

Additional information

Screening interviews

5 minute screening interview – short screening plus demographics
 Non-interlocking quota controls by sex (2) age (4) and economic status (3)

Interviewers for face-to-face in home

At least 50 interviewers should do the face-to-face interviews
 Interviewers to receive written instructions prepared by the agency

Sampling

Quote for the sampling method that is most commonly used in your country (nationally representative or urban areas)
 Face-to-face in central locations in 3 different cities

- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study in this way?

B. What would be the price? Provide prices in your own local currency

Only quote if your agency conducts this type of study three or more times per year

	A - Frequency					B - Price
Method	0	1-2	3-10	11-50	50+	
Face-to-face in home	1	2	3	4	5
Face-to-face in central locations in urban areas	1	2	3	4	5
Telephone interviewing	1	2	3	4	5
On-line access panel	1	2	3	4	5

C. What would you use for face-to face interviews?

Paper & pencil:
CAPI :

D. As an optional addition, please quote on the price of segmentation analysis based on the lifestyle questions, to be presented in a face to face presentation (assume location is close to your office).

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E. Please type in any other comments you would like to make about the quotation(s)

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PROJECT 2 - TRACKING STUDY - WASHING POWDERS

Specifications

To be interviewed:
 1,000 female housewives aged 18-65.
 50 interviews for each of 20 consecutive weeks (N=50x20)
 Non-interlocking quota controls by age (2) and economic status (2) for each week’s interviews

Questionnaire will be provided by client

- All respondents to be asked product field usage, brand purchase questions plus demographics - 12 minute interview.
- Those who have “ever tried” brand ‘X’ (N = 670) also asked 10 item brand image battery for each of three brands (Does image item apply/not apply in each case) plus ad. recall questions - adds a further 8 minutes to length of interview with these respondents.
 So there will be 330 interviews of 12 minutes and 670 of 20 minutes.
- 2 open-ended questions (recall of ad. contents) to be coded at the analysis stage. Agency to develop code frame. All other questions precoded.

Reporting requirements

During data collection: Top line results (20 computer tables) after each period of 4 weeks (5 reporting moments), no written report.
 For total sample after 20 weeks: analysis by normal demographics (150 computer tables). Two full sets of tabulations required with headings in English.
 Price to include 6 copies of a written report of about 45 pages in your own language.

Additional information

Sampling

Quote for the sampling method that is most common used in your country (nationally representative or urban areas)
 Survey must be an ad-hoc survey, not part of an omnibus
 Interviewers/respondents to receive written instructions prepared by the agency

- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study in this way?

B. What would be the price? Provide prices in your own local currency
Only quote if your agency conducts this type of study three or more times per year

	A - Frequency					B - Price
Method	0	1-2	3-10	11-50	50+	
Face-to-face in home	1	2	3	4	5
Face-to-face in central locations in urban areas	1	2	3	4	5

	A - Frequency					B - Price
Method	0	1-2	3-10	11-50	50+	
Telephone interviewing	1	2	3	4	5
On-line access panel	1	2	3	4	5

C. Please type in any other comments you would like to make about the quotation(s)

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PROJECT 3 - COMPUTER ASSISTED ADVERTISING PRE-TEST

Specifications

Representative quota sample of 300 computer assisted interviews with adults aged 18-65 divided into three matched sub-samples of 100 respondents who are regular users of the product (product has 67% penetration among both men and women).

Central location interviews in one city.

Non-interlocking quota controls to be set for each sub-sample of 100 for sex, age and socio-economic groups (8 cells).

- Respondents in each sub-sample of 100 to be shown four commercials on computer screen, including one of three test advertisements
- 10 minute interview covering recall of brand names, three image scale questions and one open-ended question
- Client will provide questionnaire
- Interviewers to receive written instructions prepared by the agency

Computer printout required comparing the three test ads. (60 tables in all), but no written report.

- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study in this way?

B. What would be the price? Provide the price in your own local currency
Only quote if your agency conducts this type of study three or more times per year

Method	A - Frequency					B - Price
	0	1-2	3-10	11-50	50+	
Computer assisted central location	1	2	3	4	5
On-line access panel	1	2	3	4	5

C. Please provide an additional quotation for the price of a face to face presentation at a location close to your office (i.e. no significant travelling cost or time implied) with an insight summary and actionable recommendations.

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D. Please type in any other comments you would like to make about the quotation(s)

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PROJECT 4 - GROUP DISCUSSIONS – RETAIL BANKING SERVICES

4 group discussions with regular users of specified banking services

- 2 groups with men only and 2 groups with women only - with a target of 8 people participating in each group.
 - 2 groups to be conducted in each of 2 cities/communities.
 - 2 groups (1 male & 1 female) with respondents aged 25-34 years and 2 with respondents aged 35 - 44 years.
 - Discussions of a generally exploratory nature using a topic guide prepared by the research agency from the client’s list of areas to be covered
 - Each group to last approximately two hours
 - Groups to be held in a research facility with closed circuit TV viewing for clients, within easy travelling distance for respondents
 - All groups to be conducted by the same moderator, who will also debrief the client and write the report.
 - Allow for two client/research institute meetings at the institute’s offices to set up the study
 - Summary report (6 copies in your own language) of about 40 pages, including some 10 pages of verbatims
 - Audio cassette tapes (but not transcripts) of the discussions to be made available to the client
- Please include all standard charges (e.g. incentives and location hire); and,
 - Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study?

B. What would be the price? Provide the price in your own local currency
Only quote if your agency conducts this type of study three or more times per year

	A - Frequency					B - Price
Method	0	1-2	3-10	11-50	50+	
4 group discussions about retail banking services	1	2	3	4	5

C. Please type in any other comments you would like to make about this quotation

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PROJECT 5 - MULTI COUNTRY GROUP DISCUSSIONS – FRAGRANCES: WOMEN WHO WEAR PERFUME

- Groups discussions in seven cities (Berlin, London, Milan, New York, Paris, Rio de Janeiro and Tokyo)
 - 2 groups in each city (1) Young trend setters and, (2) Business women
 - Simultaneous translation and viewing facilities
 - Major presentation in Geneva, Switzerland, showing insights and actionable recommendations
- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST
- A. How many times per year does your agency conduct this type of study?
- B. What would be the price? Provide the price in your own local currency
Only quote if your agency conducts this type of study one or more times per year

	A - Frequency				B - Price
Method	0	1-2	3-10	11-50	
2 group discussions in 7 cities with women who wear fragrances	1	2	3	4

C. Please type in any other comments you would like to make about this quotation

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PROJECT 6 - ETHNOGRAPHIC STUDY ON IN-HOME MEDIA USAGE

- 12 family households to be viewed from 4pm to 10pm looking at usage patterns of all home media (e.g. TV, radio, internet, telephone, games consoles, audio systems), each family to be viewed for one entire evening
- Analysing the social nature of each facet of the media (e.g. solitary, solitary & in company, social with people local and, social with remote)
- Major presentation at a location close to your office (i.e. no significant travelling cost or time implied) and 30 minute DVD leave behind
- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study?

B. What would be the price? Provide the price in your own local currency
Only quote if your agency conducts this type of study one or more times per year

	A - Frequency				B - Price
Method	0	1-2	3-10	11-50	
Ethnographic study on in-home media usage	1	2	3	4

C. Please type in any other comments you would like to make about this quotation

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PROJECT 7 - BUSINESS TO BUSINESS SURVEY ON DESKTOP COMPUTERS

- Interviews to be completed by telephone or online with 200 executives who have responsibility for authorising purchase/acquisition of desktop computers.
- Sample list to be supplied by the client (assuming enough sample and a 10% response rate).
- All interviews to be conducted by calling respondents at their place of work / email
- Interview lasts 15 minutes. Client will provide questionnaire.
- Questionnaire mainly precoded but allow for two open-ended questions which will need to be coded and analyzed.
- Two copies of the computer tabulations to be provided (60 computer tables)
- Written report of about 40 pages to be prepared by the research institute in your own language. 6 copies of written report required.
- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study in this way?

B. What would be the price for this study? Provide the price in your own local currency
Only quote if your agency conducts this type of study three or more times per year

Method	A - Frequency					B - Price
	0	1-2	3-10	11-50	50+	
Telephone sample from client	1	2	3	4	5
Online sample from client	1	2	3	4	5

C. Please type in any other comments you would like to make about the quotation(s)

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PROJECT 8 - MULTI COUNTRY PROJECT ABOUT HUMAN RESOURCE DEVELOPMENT

Telephone survey of 10 minutes (20 question units, all precoded and closed questions) about human resource development.

The following regions and countries are included in the study:

Total number of interviews

- North America: USA and Canada (N=1000)
- Western Europe: UK, France, Germany, Italy and Spain (N=2500)
- Eastern and Central Europe: Russia, Poland, Czech Republic and Hungary (N=2000)
- Asia East: China PR, Hong Kong, Korea and Japan (N=2000)
- Asia South: India and Pakistan (N=1000)
- Pacific: Australia and New Zealand (N=1000)
- Latin America: Mexico, Brazil and Argentina (N=1500)
- Middle East: Kuwait, Saudi Arabia, UAE (N=1500)
- Sample in each country: N=500 companies with over 100 employees stratified to 5 business sectors 100 per sector. Agency is responsible for sample files
- Respondent within the company: responsible for recruitment / human resource issues, to be interviewed at their place of work
- Interviews to be conducted in the local language. Agency to be responsible for translating the questionnaire. Native speaking interviewers required
- Data to be supplied in industry standardised format

We want you only to quote for the data collection (incl. coordination and translation of questionnaires) in the regions/ countries covered by your own company/group. You don't have to quote for all the regions.

- Please include all standard charges (e.g. incentives and location hire); and,
- Exclude any sales taxes such as VAT and GST

A. How many times per year does your agency conduct this type of study?

B. What would be the costs in ---- (region) for fieldwork (incl. translation costs). Please provide a lump sum for each of the regions you will cover. Provide prices in US Dollars

Only quote if your agency conducts this type of study one or more times per year

Region Countries	A - Frequency			B - Price
Method	0	1-2	2+	
North America: USA and Canada	1	2	3US\$

Region Countries	A - Frequency			B - Price
	0	1-2	2+	
Western Europe: UK, France, Germany, Italy and Spain	1	2	3 US\$
Eastern and Central Europe: Russia, Poland, Czech Republic and Hungary	1	2	3 US\$
Asia East: China PR, Hong Kong, Korea and Japan	1	2	3US\$
Asia South: India and Pakistan	1	2	3US\$
Pacific: Australia and New Zealand	1	2	3US\$
Latin America: Mexico, Brazil and Argentina	1	2	3US\$
Middle East: Kuwait, Saudi Arabia, UAE	1	2	3US\$

C. Please type in any other comments you would like to make about the quotation(s)

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COMMERCIAL TARIFFS

What do you charge your clients per day (8hrs) for a ? Please provide the marked up rate that you would use for an external client in local currency.

Junior researcher

(basic research skills, up to 2 year experience)

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Senior researcher

(could organise projects, create new business, 5 years experience)

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What do you charge your clients for one hour in a call centre? Please provide the marked up rate that you would use for an external client in local currency.

One hour in a call centre

(incl. the costs for the interviewer and national telephone costs)

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THANK YOU FOR CONTRIBUTING TO THIS IMPORTANT STUDY

Are there any suggestions that you would like to make on improving the questionnaire?

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