



# Stewart Kirk Social Research & Evaluation

quality research and design services

## Approximate costs

### General

These approximate costs represent the first increase in our charges for six years, and still equate to excellent value for money in the social research and web development sectors combined with a completely transparent charging process.

The costs for all aspects of our work are developed on an individual project by project basis, based upon a number of criteria, the most important being the time to be taken to complete specific elements of the work and the degree of specialist skill required. Thus in terms of research and evaluation for example, the hourly rate for data inputting is significantly lower than that for data analysis. Similarly, when developing websites, the hourly rate for inputting content carries the lowest charge, whilst any complex scripting comes at the highest hourly rate. Between those two extremes are the uses of re-useable code, image manipulation, simple forms etc.

Website hosting carries a fixed charge with additional charges for support based again on the complexity of the work and the hours spent on specific tasks.

However, as a rule of thumb, you can gauge the approximate costs of your intended project as follows:

### Research and Evaluation

There are several elements to a social research or evaluation project, and each project will comprise one or more of these elements to a greater or lesser degree. All involve the collection and analysis of data:

#### Postal survey

There are three elements to collecting the data using a postal survey:

- Creating the sample
- Developing the survey questions
- Administering the survey (printing the survey sending it out, arranging for its return, out and return postage costs, inputting the data into the SPSS),

This will involve work at a senior level to develop the questions and work of a junior level to administer the survey.

However, as a rule of thumb, a postal survey would cost around £2.50 per person in the sample (i.e. £2500 for a survey of a sample of 1000 people<sup>1</sup>).

#### Online survey

The costs for an online survey are slightly higher, as although there is a reduction in costs in terms of post and inputting, a higher degree of web technology skill is required to set up the survey and ensure only the correct, invited people respond and that they only respond once. As a rule of thumb, an online survey would cost around

<sup>1</sup>

Note this is the original sample size not the number of responses. A well administered postal survey would normally gain around a 15% response rate (i.e. in this case 375 responses)

£3.50 per person in the sample (i.e. £3500 for a sample of 1000). It would tend, however tend to a greater proportion of responses (between 25% and 40%)

### Telephone survey

The costs for a telephone survey are higher than those for either a postal or online survey but they do tend to give the highest response rate (30%-50%). The higher costs ensue through the time taken by the interviewers, for, although one successful response may only take 15 minutes, it may take four or five telephone calls to get that response.

As a rule of thumb, the rate for a telephone survey would be around £5 per person in the sample (i.e. £5000 for a sample of 1000).

### Telephone interview

There are three elements to collecting the data from a telephone interview:

- Creating the sample
- Developing the interview script
- Conducting the interview

As opposed to a telephone survey a telephone interview is a long distance equivalent to a face-to-face semi-structured interview, and requires a fully trained qualitative interviewer. Normally all the persons in the 'sample' successfully respond. The amount of time taken would on average be about 30 minutes per interview. The cost for telephone interviews is £50 per interview.

### Face-to-face interview

Face-to-face interviews follow the same pattern as telephone interviews with the added cost of audio / video equipment and travel to the location of the interview. The cost of a face-to-face interview is £150.

### Focus groups

There are three elements to collecting the data from a focus group:

- Recruiting the group
- Developing the focus group script
- Moderating the group

There are also the added costs of audio / video equipment and travel to the focus group location. The cost of a focus group is £350.

### Data analysis and report writing

After collecting the data it has to be analysed using the appropriate quantitative or qualitative analysis software. This is the most complex aspect of any research or evaluation project. In terms of quantitative data (i.e. surveys) the time take on analysis does not vary greatly by the number of respondents. In general a full and comprehensive analysis can be conducted within 32 hours, at a cost of £100 per hour. Thus the analysis of a survey (of most sizes) would be around £3200.

The analysis of qualitative data (interviews and focus groups) is more time consuming, requiring transcription, individual inputting and ongoing analysis and

hypothesis development. As a rule of thumb it should cost no more than 8 hours per interview / focus group at a rate of £100 per hour.

Finally, once the data has been analysed the report must be written up, firstly as a draft and then as a final report. Draft reports take about 32 hours at £100 per hour, and final reports 16 hours at £100 per hour. Interim reports tend to be fairly short and would average out at 8 hours at £100 per hour. Email updates of course carry no charge.

### **Presentations of findings**

Findings from research or evaluation projects can be presented in a variety of formats (PowerPoint, Flash, OHP etc.) and these are charged in a way unique to us. We make no charge for one presentation and charge £200 per presentation for any subsequent presentations.

### **Travel and subsistence**

We make no charges for costs incurred for travel, hotel costs, food etc. in conducting our data collection. Rather, an average is written in to our charges as listed above. This, we believe, creates an even playing field in terms of making no differentiation based upon the location of the client.

### **Discounts**

Once we have developed proposals for a social research or evaluation project we then discount some of the costs. Examples of discounts are:

- 10% reduction in face-to-face interview costs if all interviews can be arranged 'in blocks',
- A routine 15% reduction to organisations in the voluntary sector
- A routine 15% client loyalty reduction for 'repeat' work

## **Web design and development**

### **Website development**

It is difficult to set out an approximate cost for developing a website. It needs to be borne in mind that there are several elements to developing a website. There is the building of the page, testing the page for both well formed XHTML / CSS and for accessibility, and the search engine optimisation of the site.

Further, web pages can be static or they may be fully database driven. They may incorporate a Content Management System, graphics, video, a guestbook, various contact and / or subscription forms, registration pages, message boards etc. etc). Dependent on what is required in the site different skill sets have to be used to develop it. Thus a five to ten page site could range from £2000 to £10,000. However, on average we would complete a website from scratch for £6000.

### **Web hosting**

Our web hosting charges are £120 per annum, £150 per annum and £180 per annum dependent upon the package selected. The majority of websites require only the basic package as full scripting and database support is included in all packages.

## Ongoing support

We provide ongoing support for all websites that are designed by us and hosted by us. This means in practice making any requested changes within 24 hours of being notified. Note this does not mean changes to the basic functions of the site but to changing graphics, text, colour schemes etc. This is done at a rate of £30 per hour.

## Print design

The current costs for our print design services are:

- Posters / flyers and business cards - £70
- Brochures up to four pages - £150 with an additional cost of £25 per additional page
- Logos - £50

Clients own artwork to be included in our print designs if required.

All completed print design work is supplied as PDF files (or other commercial print-ready formats as required by the client).

## Payment

The final total cost for all elements of our work will be subject to VAT at 17.5%. Payment can be by cheque or BACS and will be in response to 21 day invoices issued by us. We invoice for half the work prior to commencement and the balance on completion.

***Please note that we will not commence any project until we have received 50% payment and we will not expect the final payment until the project is completed***

This document is merely an approximate guide to our costs and actual costs are derived individually on a project by project basis. Please contact us at [www.stewartkirkresearch.co.uk/contactus.html](http://www.stewartkirkresearch.co.uk/contactus.html) with your exact requirements and we develop a fully itemised and costed quote