

Order Schedule 5 (Pricing Details)

Order Ref:

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COST PER YEAR - [REDACTED] BROKEN DOWN INTO:

1. Initial Questionnaire Development – [REDACTED]
2. Online survey of 5,000 adults in England and Wales - 4 waves (15 mins) = 20,000 participants per year - [REDACTED]
3. Online survey: sample boost of an extra 300 people of a minority ethnic background - 4 waves (15 mins) = 1,200 per year - [REDACTED]
4. CATI survey of 150 low or non-internet users in England and Wales - 2 waves = 300 per year - [REDACTED]
5. Reporting: Data tabulation - 4 waves – [REDACTED]
6. Reporting (Powerpoint slide deck report and Crunch system with dashboard) - 4 waves: [REDACTED]
7. On going development – [REDACTED]
8. Project Management - [REDACTED]

Optional extras (to be agreed by contract variation):

1. Set of focus groups – minimum two groups - [REDACTED] per group – for online text or video based groups. This includes our qualitative team working with you to create discussion guide, recruitment of 8-10 participants per group, moderation, incentives, transcripts and de-brief reporting. Assumes that the target audience for the groups is reasonable high incidence in the population. Low incidence audience groups can result in higher costs.
2. Online Community – a 5 day pop-up community with 24-26 members of the public, with 20 minutes a day to explore topics that would benefit from participants having time to reflect. Costs include use of a highly interactive platform, discussion guide creation and moderation. Deliverables are a 15-20 slide summary report and transcripts from the platform. Assumes that the target audience for the groups is reasonable high incidence in the population and participants would have around 20 minutes of tasks a day. Low incidence audience groups & additional activities can result in higher costs. [REDACTED]
3. Using the YouGov Omnibus to run a set of questions at any point during the year. Omnibus costs use a fixed rate card (see below). An example could be a set of 5 standard questions to gauge awareness of a campaign in which case it would be [REDACTED]

<https://business.yougov.com/product/realtime/gb-and-uk-omnibus>

4. One wave of a longer survey (20 minutes, rather than 15 mins). Additional questionnaire development [REDACTED], additional standard fieldwork [REDACTED], additional cost for minority ethnic boost ([REDACTED]), additional reporting ([REDACTED]). Total [REDACTED].

RM6126 - Research & Insights DPS

Project Version: v1.0

Model Version: v1.0