

## Telephone - Outline of costs per question

Telephone Omnibus		
	1000 adults	500 men or 500 women Or 600 housewives
<b>TYPE OF QUESTION</b>		
Yes/No	£190	£150
Pre-coded (up to 6 pre-codes (prompted))	£385	£310
Extra 4 pre-codes	£150	£120
Open-ended	£800	£640
'Other' answers – verbatim listings	£170	£150
'Other answers – back-coded in tables	£250	£230
Extra Demographics (each questions)	£190 / £385	£150 / £310

## Face to Face - Outline of costs per question

Face to Face Omnibus		
	2000 adults	1000 men or 1000 women
<b>TYPE OF QUESTION</b>		
Yes/No	£500	£270
Pre-coded (up to 6 pre-codes (prompted))	£1000	£540
Open-ended	£1500	£810
<b>SHOWCARDS</b>		
Black & White	Free	Free
Colour (printed by GfK)	£150	£150
'Other' answers – verbatim listings	£250	£135
'Other answers – back-coded in tables	£400	£215
Extended demographic pack (containing all demographics asked)	£350	£350

## Online - Outline of costs per question

Online Omnibus	
TYPE OF QUESTION	
Yes/No	£225
Pre-coded (up to 6 pre-codes (prompted))	£300
4 Extra pre-codes	£150
Open-ended	£600
'Other' answers – verbatim listings	£150
Screen Shot	£200