

Public Opinion Research Laboratory: Pricing Guide

The Public Opinion Research Laboratory (PORN) at the University of North Florida offers research services for government agencies, non-profit organizations as well as organizations within the private sector and academic researchers. Services include consulting, questionnaire design, coding, data collection (Internet, mail, telephone [CATI], field), focus groups, data analysis and training.

Telephone Survey Pricing Estimates

- 20 questions, plus demographics of local county residents
Price: from \$12,000
- 5 questions on an omnibus survey, plus demographics of local county residents
Price: from \$2,500
- 20 questions, plus demographics of statewide residents
Price: from \$17,000
- 5 questions on an omnibus survey, plus demographics of statewide residents
Price: from \$3,000

Prices may vary depending on the specific population to be studied, completion quotas and overall scope of the project. Omnibus surveys are based on availability. Please feel free to contact us for a free quote.

Example Project

Survey Instrument Specifics: 20-question survey, including demographics (i.e., age, income, education level, etc.)

Population: Duval County residents who are also registered to vote. N = 500 (500 completed telephone surveys which includes a +/- 5% margin of error (MOE) with a 95% confidence interval.

Screening Question: Are you registered to vote at the address where you currently reside in Duval County.

Procedures: All data will be analyzed, weighted (if needed), and a report of the findings and charted results will be created.

Mail Surveys, Internet Surveys & Focus Groups Pricing Estimates

Prices concerning mail surveys, Internet surveys and focus groups can be discussed on a project-by-project basis.

Contact Us At:

Tel.: (904) 620-2784 and (904) 620-4433

E-Mail: porl@unf.edu.

Website: www.unf.edu/coas/porl/

www.facebook.com/UNFPublicOpinionResearchLab

