

Survey programming and data analysis services

At StatAdvice.com we do **survey programming, hosting and data analysis for market research companies**, as well as academics. With **many years of experience in TNS, Research International and Synovate** our international team of experts can do even the most sophisticated data analysis, such as choice-based conjoint, TURF, Max Diff Scaling and Key Drivers Analysis. For your convenience we have created a price list. Thanks to our high productivity we can offer you **affordable prices**.

SURVEY PROGRAMMING

| TYPE OF SURVEY QUESTIONS | | TYPICAL COST OF SURVEY PROGRAMMING AND HOSTING ¹ , USD |
|-----------------------------|---------------------------|--|
| Standard types of questions | | For surveys without complex branching and images: 5*number of questions |
| | | For surveys with complex branching and images: \$200+5*number of questions |
| Conjoint analysis | Rating-based full-profile | 600+5*number of standard non-conjoint questions ² |
| | Self-explicated | 600+5*number of non-conjoint questions |
| | Choice-based | 790+5*number of non-conjoint questions |

DATA ANALYSIS

| TYPE OF ANALYSIS | | TYPICAL COST, USD |
|---------------------------------|--|--|
| Crosstabulations | | 14*number of questions (e.g. if there are 20 questions in your survey, crosstabulations will cost just \$280) |
| Feature importance measurement | Latent importance: Key Drivers Analysis using Shapley Value Decomposition Regression or standardized regression coefficients | 200 |
| | Feature importance analysis using MaxDiff (Best-Worst) scaling | 200 |
| Price sensitivity Measurement | Van Westerlandorp PSM | 100 |
| Image studies | Correspondence analysis | 100 |
| Portfolio optimization | TURF (Total Unduplicated reach and Frequency) | 300 |
| Identification of target groups | CHAID/CART | 200 |
| Conjoint analysis | Rating-based full-profile | 1400 (presentation of the results+Excel simulator) |
| | Self-explicated | 1400 (presentation of the results+Excel simulator) |
| | Choice-based | 1800 (presentation of the results+Excel simulator) |

These are just a few examples of what we do regularly.
Please, feel free to contact us at info@StatAdvice.com
We offer discounts if you are a returning client or if you
you would like us to use a less sophisticated version of a technique.
We always reply within 8 hours.

¹ We offer 22 days of free survey hosting.

² Any type of question (e.g. a battery of statements is considered to be 1 question)