

EXAMPLE PANEL COSTS

We've engaged a lot of panel respondents in our work for agencies and their clients.

This list will give you an idea of what you might pay. Our surveys are typically quoted at 15 minutes, but keep in mind that your survey length and precise targeting characteristics will affect your pricing. Panel providers also often have minimum project rates (\$1500, for example).

Consumer Respondents:

Cost per Response	Respondent Target
\$3.50	California homeowners
\$3.50	Consumers who have bought a trailer
\$3.75	Consumers who get manicures or pedicures regularly
\$4.00	Thrift store shoppers
\$4.50	Rodeo fans
\$5.00	Consumers with a cell phone or laptop
\$5.25	Healthcare consumers
\$6.05	Massachusetts cannabis users
\$6.50	College-bound students interested in computer programming

Business Respondents:

Cost per Response	Respondent Target
\$12.00	Business professionals who follow a thought leader
\$22.50	Small business owners
\$25.00	VP/Director/Manager in professional services industry
\$25.00	Engineers, contractors and project managers
\$25.50	Manager+ titles in food service roles
\$30.00	Business SAAS decision-makers
\$50.00	Physicians
\$131.00	Hospital healthcare professionals
\$100.00	Hospital IT/MIS Directors