

Research Reporting: Time & Budget Scenarios

Report writing can be a painful bottleneck for busy Market Research & Insights teams. Clients often tell us they've tried outsourced reporting to other contractors or agencies, only to be disappointed—or worse, left with a last-minute mess. We're here to help. With our Rent-a-Researcher service, you can confidently delegate reporting to experts who have passed our 15-step screening process and are ready to make your reports sing. Whether you need qualitative or quantitative help, we'll match you with researchers who know your product category—adding real value to every deliverable. Want proof? We're happy to share samples.

- Typical reporting engagements range from \$1,500 to \$5,000, based on report length and data analysis needs. See fee examples below.
- Ready to see some sample candidate profiles? [Schedule your no-pressure consultation today.](#)

Report Type & Methodology	Client Provides	Researcher Delivers	Hours & Delivery Time	Fee Range**
Qualitative Topline Focus Groups (in-person or online)	<ul style="list-style-type: none"> • Documentation of project goals and scope • PPT or Word template • Transcripts and video files from 3 Focus Groups 	<ul style="list-style-type: none"> • A 5-7 page topline report based on analysis of videos and/or transcripts 	<ul style="list-style-type: none"> • 12-18 hours • 3 Business Days 	\$1,440 - \$2,700
Qualitative Full Report Focus Groups (in-person or online)	<ul style="list-style-type: none"> • Documentation of project goals and scope • PPT template • Transcripts and video files from 4 Focus Groups 	<ul style="list-style-type: none"> • A 15-20 slide report with 10 verbatims, and up to 5 video clips* • Includes a 2-3 page Executive Summary 	<ul style="list-style-type: none"> • 20-28 hours • 6 Business Days 	\$2,400 - \$4,200
Qualitative Full Report In-Depth Interviews	<ul style="list-style-type: none"> • Documentation of project goals and scope • PPT template • Transcripts and video files from 20 IDs, 30-minute durations 	<ul style="list-style-type: none"> • A 20-25 slide report with 15 verbatims, 2 tallies • Includes a 2-3 page Executive Summary 	<ul style="list-style-type: none"> • 26-32 hours • 7 Business Days 	\$3,120 - \$4,800
Qualitative Full Report Mobile Ethnography	<ul style="list-style-type: none"> • Documentation of project goals and scope • PPT template • Data output or dashboard access from research with 25 participants, consisting of 5-7 tasks per participant (typically includes text and video data) 	<ul style="list-style-type: none"> • A 20-25 slide report, with 5-7 video clips or images* • Includes a 1-3 page Executive Summary 	<ul style="list-style-type: none"> • 30-40 hours • 8 Business Days 	\$3,300 - \$5,600
Quantitative Short Report Survey Research, n=500	<ul style="list-style-type: none"> • Documentation of project goals and scope • PPT template • Banner tables with sig testing (up to 4 banners), n=200-1,000 • Cleaned and coded open-ended responses 	<ul style="list-style-type: none"> • A 20-25 slide report • Includes a 1-3 page Executive Summary 	<ul style="list-style-type: none"> • 26-30 hours • 6 Business Days 	\$3,120 - \$4,500
Quantitative Full Report Survey Research, n=500	<ul style="list-style-type: none"> • Documentation of project goals and scope • Banner tables with sig testing (up to 4 banners) • Open-ended responses (not yet coded) 	<ul style="list-style-type: none"> • A 40-50 slide report • Includes a 2-4 page Executive Summary • Cleaned and coded open-ended responses for 1 question 	<ul style="list-style-type: none"> • 36-44 hours • 10 Business Days 	\$4,320 - \$6,600
Quantitative Full Report + Tables Survey Research with Banner Tables, n=800	<ul style="list-style-type: none"> • Documentation of project goals and scope • PPT template • Raw data file, cleaned 	<ul style="list-style-type: none"> • A 40-50 slide report • Includes a 2-4 page Executive Summary • Banner tables with sig testing (up to 4 banners) • Cleaned and coded open-ended responses for 2 questions 	<ul style="list-style-type: none"> • 50-62 hours • 12 Business Days 	\$6,240 - \$9,300

*Unless the video clipping is a feature of the client's research platform, the researcher will typically identify the videos (and time stamp ranges), and the client will have their own video editor create the clips.

**Client budget will vary based on specific consultant selected. Rates vary by skill level. Hourly rates and total hours are always documented before work begins.