

Approximate Costs

Range of Costs for Recruiting and Incentives

<i>Type of Participant</i>	<i>Recruiting</i>		<i>Incentive</i>	
	<i>Low CPI</i>	<i>High CPI</i>	<i>Low</i>	<i>High</i>
Teenage consumer of average-incidence product	\$75	\$150	\$40	\$75
Adult consumer of commonly used product	\$65	\$140	\$45	\$150
Adult consumer of relatively low-incidence product (10% or less incidence)	\$100	\$175	\$100	\$150
Industrial middle manager, average-incidence product	\$90	\$160	\$75	\$250
Professional (e.g., physician, architect, lawyer)	\$110	\$200	\$200	\$500
High level corporate executive	\$110	\$250	\$150	\$600