



Guidelines for the Estimation of Survey Costs

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Interplay between Survey Design and Budget Costs

- Estimation of budget is difficult because detailed budget cannot be properly estimated until the final survey plan is fixed, and the budgeting has to be done before the final survey design
- Survey costs are important to determine the optimal sample size:
 - Minimize costs for a specified level of precision, where precision is measured in terms of the variance of the estimators of the population of interests
 - Aim at optimal precision for fixed costs, which means the survey needs to provide reasonably precise estimates within the constraints of a fixed budget
- EA needs to plan for emergencies during survey implementation so that the budget is dynamic within agreed-upon limits



Survey Core Management Team

- First task is to form the Survey Core Management Team

- Responsibilities:
 - Preparation phase of the survey
 - Actual implementation
 - Analysis of data
 - Dissemination of results

- Composition of the team:
 - Project/Survey director
 - Data manager
 - Financial manager
 - Etc.etc., etc.



Timeframe of the Survey

- Each country's IA responsibility
- Determining the optimal timeframe:
 - Effect on travel costs
 - Effect on data quality
 - Effect on costs for equipment/facilities
 - Effect on training costs
 - Effect on data quality



Costs of the Survey

- Costs of the survey include:
 - Fixed costs for conducting a survey (planning, team, development of survey design, costs for data processing, analysis, presentation and dissemination of results)
 - Number of selected EAs and the marginal costs associated with the additional EAs added to the sample (costs for supervisors, interviewers, accommodation, maps, obtaining permission from authorities, etc.)
 - Marginal costs associated with interviewing additional household
 - Marginal costs associated with interviewing additional respondent



Survey Activities

- Phase I: Survey design and preparation (planning phase)
- Phase II: Survey implementation (continuing survey activities)
- Phase III: Survey reporting and dissemination of survey results and data (post-data collection activities)
- These phases are not mutually exclusive and can overlap throughout the survey implementation, which has budgetary implications



Survey Timetable

Tasks	Week of Survey Implementation							Phase of Survey Implementation
	1	2	3	4	5	6	, etc.	
Consulation with donors	•	•			•	•		Phase 1
Publicity of planned survey	•	•	•				•	Phase 1
Questionnaire design (icluding translation into local languages), testing and piloting	•	•						Phase 1
Sampling design and sample selection	•	•						Phase 1
Design of data entry	•	•	•					Phase 1
Design of data analysis plan			•			•	•	Phase 1
Recruitment of personnel, including fieldworkers	•							Phase 1
Training of staff, fieldworkers		•	•					Phase 1
Printing of questionnaires/programming of questionnaires on tablets		•	•					Phase 1
Fieldwork			•	•	•	•		Phase 2
Data entry and data validation			•	•	•	•	•	Phase 2
Data cleaning and analysis						•	•	Phase 2
Reports preparation and writing, dissemination of results	•	•		•		•	•	Phase 1, Phase 2, Phase 3
Archiving of data/dissemination of data							•	Phase 3
Phase 1: Survey design and preparation								
Phase 2: Survey implementation								
Phase 3: Survey reporting and dissemination of survey results and data								



Strategies to Develop the Budget

- Accounting categories: Personnel, transportation, equipment, consumables, other costs
- Survey activities: focus is on survey activities during the different phases of the survey implementation
- Use of matrix of accounting categories by survey activities

	Survey Activities during Phase 1 (Survey Design and Preparations) (number of men-days in each activity)				
Accounting Category	Preparation of the questionnaire	Piloting of the questionnaire including pre-testing	Survey design and sample preparation:	Training:	Total Days
Personnel: <ul style="list-style-type: none">■ Core team manager■ Translators■ Supervisors■ Enumerators■ Data clerks■ Analysts■ Drivers■ Consultant,■ Etc.					
Transport:					
Equipment: <ul style="list-style-type: none">■ List all equipment needed for the different activities					
Consumables					
Other					
Total					

	Survey Activities during Phase 2 (Survey Implementation) (number of men-days in each activity)			
Accounting Category	Survey implementation and fieldwork	Data input/entry/retrieval	Data processing:	Total Days:
Personnel: <ul style="list-style-type: none"> ■ Core team manager ■ Supervisors ■ Enumerators ■ Data clerks ■ Analysts ■ Drivers ■ Consultant, ■ Etc. 				
Transport: <ul style="list-style-type: none"> ■ Number of vehicles ■ Fuel, ■ Etc. 				
Equipment: <ul style="list-style-type: none"> ■ List all equipment needed for the different activities 				
Consumables				
Other				
Total				

	Survey Activities during Phase 3 (Survey reporting and Dissemination of Survey Results and Data) (number of men-days in each activity)			
Accounting Category	Data analysis, including preparation for data archiving and data dissemination	Report writing, including report printing	Dissemination of survey results, including feedback meetings, conferences	Total Days:
Personnel: <ul style="list-style-type: none"> Core team manager Data clerks Analysts Drivers Consultant, Etc. 				
Transport: <ul style="list-style-type: none"> Number of vehicles Fuel, Transportation costs to attend meetings, conferences Etc. 				
Equipment: <ul style="list-style-type: none"> List all equipment needed for the different activities 				
Consumables				
Other				
Total				