

TELEPHONE SURVEY — COST ESTIMATES

Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Plan	Staff time		___ days @ \$ ___per day	The survey plan includes selecting service, determining method to survey and evaluating resources. Staff involvement will vary depending on size of agency.
Sample	Staff time		___ days @ \$ ___per day	If service recipient information is in a centralized database, allot time for selecting sample. If service recipient information must be obtained from local providers, include time for obtaining information and creating a combined database.
Mailouts		Paper	___ packages @ \$___per ream	
		Printer cartridge/ toner	___ packages @ \$___per package	If not a part of agency overhead.
		Address labels	___ packages @ \$___per package	Labels are not needed if you are using window envelopes and properly fold the letter.
		Envelopes	___ packages @ \$___per package	Be sure they accommodate all materials being enclosed. Remember return envelopes for mail surveys.
	Survey	Scan forms	___ packages @ \$___per package	This option is only for those who are considering using scannable forms as a means to enter the data rather than manual data entry.
	Follow-up	Mail out preparation	___ hours @ \$ ___per hour	Include folding, stuffing, stamping, labeling, and mailing activities.
Postage		___ Surveys @ \$___per package	An agency will need to send out about four times the number of surveys needed for its analysis. Remember to include postage paid return envelopes for mail surveys.	
Pilot	Staff time		___ hours (or days) @ \$___ per hour (or	Include time for preparation, mail out, and analysis.

			days)	
	Materials	Paper	See above (mail out) items	Limited materials for small survey mail out.
Revise	Staff time		___ hours @ \$ _____per hour	Update plan based on Pilot.
Survey	Survey – staff	Staff time for mail out	___ hours @ \$ _____per hour	
	Survey – materials	Use mail out budget items above	See above (mail out) items	Include all items in (mail outs) section above.
	Follow-up/ staff	Staff time for mail out	___ hours @ \$ _____per hour	This step is unnecessary if response rate from the initial survey is sufficient.
	Follow-up/ materials	Use mail out budget items above	See above (mail out) items	Include all items in (mail outs) section above.
	Follow-up telephone calls	Interviewer Call time	___ Calls per hour x _____	In many cases, a followup phone call after a mailing can increase the response rate of a survey.
Prepare Data	Data entry		___ hours @ \$ _____per hour	Enter data into spreadsheet or statistical software. If using scanning software, the cost is for managing the scanning process.
	Data Cleaning		___ hours @ \$ _____per hour	Proofread and check for accurate coding.
	Merge files, verify data		___ hours @ \$ _____per hour	Merge data if entered into multiple spreadsheets or databases. Verify that all data are correct.
Analyze Data	Staff time		___ hours @ \$ _____per hour	The cost of the analysis will depend upon what level of detail is needed for the report. Allow 2-4 weeks for a brief analysis and up to 1-2 months for a very detailed report.
	Materials	Purchase data analysis software?	Item cost	Access, Excel, SPSS, or SAS
Prepare Report	Preparing the report	Staff time	___ hours @ \$ _____per hour	Once the analysis is complete, the report can be prepared in approximately 2 weeks.
	Reviewing the report	Staff time	___ hours @ \$ _____per hour	An agency may want to include the staff time for editorial or

				content review.
	Printing the report	Staff time	___ hours @ \$ ___ per hour	
		Materials		If preparing a formal, printed report, and the agency does not have in- house capacity, request a bid from a professional printer. In-house printing will be sufficient for most reports, especially if a color printer is available.
Disseminate	Web site			Costs will vary depending upon how the information is shared.
	Email			
	Interoffice			
	Postal service	Postage	___ Reports @ \$___per package	
	Group meetings			
	Conferences			
Additional Costs				