

**Illustrative Allocations of Resources to  
Various Study Stages and Activities**

Stage	Percent of Total Study Cost	Activities Included	Activity as a Percent of Cost of Stage
Planning	15	Reach agreement on objectives, measures, procedures, deliverables, schedules	60
		Establish detailed data requirements	40
		Select interviewers	5
Study Preparations	20	Select and prepare sites	15
		Establish field procedures	20
		Train field staff and interviewers	25
		Field test data collection methods	15
		Develop detailed data analysis plan	20
		Provide coordination and administration	20
Field Implementation	30	Undertake data collection	50
		Maintain data collection quality control	30
		Complete preliminary data processing	20
		Prepare preliminary analysis	65
		Solicit feedback and revise analysis	35
Data Analysis	15	Write report	70
Reporting	20	Presentation of findings, conclusions and recommendations to client and other stakeholders	30