



Request for Proposals

Public Opinion Research in Serbia

Issued on October 13, 2023

The National Democratic Institute (NDI) is seeking to identify a research company, which will be contracted to conduct quantitative and qualitative research for NDI programs during a period of two years. **Bids should be submitted electronically to Milica Volić (mvolic@ndi.org) by November 17, 2023.** The research shall focus on such topics as determining citizens' priorities and problems, attitudes regarding democracy, citizen engagement, foreign and domestic politics.

SCOPE OF SERVICES

NDI needs the services of an agency to conduct quantitative and qualitative public opinion research in the period from March 1, 2024 to March 31, 2025 for NDI program needs. To this end, the selected polling agency will conduct various formats of polling and research as described below:

- Up to 3 national-level face to face (F2F) and Computer Assisted Telephone and Web Interviews (CATI/CAWI) polls conducted in Serbia with a sample size of up to 2,500 citizens over 18, representative of the entire population.
- Up to 8 local-level face to face (F2F) and Computer Assisted Telephone and Web Interviews (CATI/CAWI) polls with a representative sample size of up to 1,200 citizens over 18 for select municipalities.
- Up to 20 qualitative research of different types with an appropriate variety of demographic groups.

The selected vendor will be responsible for conducting and supervising all research. Specifically, NDI would expect the vendor to be responsible for the following tasks under each type of research:

- Qualitative research:
 - Recruit participants for different types of qualitative research based on demographic characteristics approved by NDI and arrange participants' transportation to the research venue;
 - Design moderator guides with final approval from NDI;
 - Moderate the proceedings;
 - Provide simultaneous translation, if need;
 - Provide transcripts of qualitative research in English, if needed;
 - Provide narrative analytical reports, if needed.
- Public Opinion Surveys:
 - Developing questionnaires in English and Serbian with final approval from NDI.

- Select the sample and demographic conditions with approval from NDI;
- Produce the interviewee guide;
- For face-to-face polls, field the survey (in person) throughout the country (Respondents selections should be in four stages: stratified random sample of polling stations, random selection of starting point within sampled polling stations, three households step from starting point and random selection of respondents within households);
- For CATI/CAWI polls, field the survey (by phone or online) throughout the country (respondent selections should be in two stages for landline phone survey: stratified random sample of households, selection of the respondents within households based on demographic quotas; respondent selections should be in one stage for mobile phone survey and online survey);
- Conduct standardized 20% quality control of the research field work; and
- Provide NDI a set of data in English, including: raw data with personally identifiable information removed; statistical report including comparison with previous relevant data when available; top-line results and cross-tabs based on instructions received by NDI.

In all activities, the vendor should ensure informed consent is received from participants in line with NDI standards, and that the data are kept confidential. NDI reserves the right to review and request modifications to informed consent language.

The selected vendor will be expected to provide NDI with all datasets created or obtained throughout the performance of this research. Datasets must be scrubbed of any personally identifiable information and submitted to NDI in a machine-readable, non-proprietary format.

PROPOSAL INFORMATION

Bids should indicate the firm's qualifications to oversee and conduct the work. Offers will be evaluated based on a combination of price and value in delivering all services described above. Incomplete proposals will be rejected. Bids should include a monetary bid for completing such work and any additional pertinent information. The minimum requirements of the proposal are the following:

- General information about the firm and its polling and research methodology, including the methods it plans to use to recruit, train and conduct quality control of moderators and field workers;
- Expected research plan or methodology for proposed work;
- Expected timeline for each type of research;
- A list of previous clients;
- Statement of previous experience in conducting similar research, especially in the region;
- In case the firm does not have its office and/or infrastructure in Serbia or on the level of specific municipalities, information on a potential subcontractor, their methodology, and previous experience in conducting similar research must be clearly indicated. NDI will not refuse a proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor.

Proposals should include a detailed budget containing prices for each separate item, filled out in the table attached to the RFP as Annex I. Those costs should include staff time, projected

communication, and travel expenses.

By responding to this RFP, the vendor affirms that any personally identifiable information provided in its response has been transmitted with the consent of the data subject in line with NDI and GDPR standards, and that data is kept confidential. NDI may use this information to contact the vendor regarding this and future solicitations and will retain this information for general accounting and audit purposes. By responding to this RFP, the vendor gives consent for NDI to use and retain any personally identifiable information provided in the vendor's response for such purposes.

Bidders should disclose in their proposal if they have any close, familial or financial relationship with NDI, its staff or officers or other relationship or action that may be perceived as a potential conflict of interest (for example, the company's President is the cousin of an NDI staff member).

NDI reserves the right to reject any and all bids. NDI reserves the right to consider bids for modification at any time before a contract is awarded. NDI shall not be liable for any costs associated with the preparation, transmittal, or presentation of any materials submitted in response to the RFP. NDI reserves the right before making an award to inspect the proposed bidder's facilities or equipment.

Proposals are expected to be binding for a period of one hundred-and-twenty (120) days from the published response date.

Please submit proposals and any questions via email to Milica Volic at mvolic@ndi.org by November 17, 2023.

ABOUT NDI

NDI is a nonprofit, nonpartisan, non-governmental organization that responds to the aspirations of people around the world to live in democratic societies that recognize and promote basic human rights. Since its founding in 1983, NDI and its local partners have worked to support and strengthen democratic institutions and practices by strengthening political parties, civic organizations and parliaments, safeguarding elections, and promoting citizen participation, openness and accountability in government. With programs in nearly 60 countries, NDI brings together individuals and groups to share ideas, knowledge, experiences and expertise. Partners receive broad exposure to best practices in international democratic development that can be adapted to the needs of their own countries. NDI's multinational approach reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. The Institute's work upholds the principles enshrined in the Universal Declaration of Human Rights. It also promotes the development of institutionalized channels of communication among citizens, political institutions and elected officials, and strengthens their ability to improve the quality of life for all citizens. For more information about NDI, please visit www.ndi.org.

Annex 1. Financial Offer By Activity (price per one unit. Vendors are welcome to add any other relevant types of research or related services into the table)

Activity	Duration	Price
Face-to-Face (F2F) poll 800 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
	30 minutes	
	45 minutes	
Face-to-Face (F2F) poll 1000 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
	30 minutes	
	45 minutes	
F2F poll 1200 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
	30 minutes	
	45 minutes	
F2F poll 1500 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
	30 minutes	
	45 minutes	

F2F poll 2000 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
	30 minutes	
	45 minutes	
F2F poll 2500 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
	30 minutes	
	45 minutes	
CATI+CAWI (Combined Computer Assisted Telephone interviews and Computer Assisted Web Interviews) poll 800 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
CATI+CAWI poll 1000 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
CATI+CAWI poll 1200 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
CATI+CAWI poll 1500 respondents	5 minutes	
	10 minutes	

	15 minutes	
	20 minutes	
CATI+CAWI poll 2000 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
CATI+CAWI poll 2500 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
Local Municipality CATI Poll 400 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
Local Municipality CATI Poll 500 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
Local Municipality CATI Poll 600 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
Local Municipality CATI Poll 800 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	

Local Municipality CATI Poll 1000 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
Local Municipality CATI Poll 1200 respondents	5 minutes	
	10 minutes	
	15 minutes	
	20 minutes	
Traditional focus group (9 participants)		
Online focus groups (4 participants)		
Conflict Groups (12 participants)		
Online conflict groups (6 participants)		
Key stakeholders interviews		
Implicit association test		
Other types of qualitative research methodology/methodologies in an innovative format ¹ <i>Please add a new line for each additional methodology you would like NDI to consider.</i>		

¹ **IMPORTANT:** No vendor will be disqualified for not submitting a quote for an innovative methodology and all offers will be considered. The decision on the selection of a specific vendor will be made based on comparison of traditional methodologies and other criteria, indicated above.