



## CALL FOR PROPOSALS FOR RESEARCH AGENCIES

For the purposes of assisting in the implementation of a non-partisan voter policy preferences initiative, aimed at youth, women, Roma, and other citizen groups, the National Democratic Institute for International Affairs (NDI) is requesting bids from interested research partners. See below for detailed information. Proposals should be submitted electronically by **December 17, 2021** at **NDI\_Hungary@ndi.org**.

**DETAILS ON DELIVERABLES:** NDI seeks a research firm that will produce and manage quantitative and qualitative research from the date of selection until mid to late February 2022, as follows:

### **Public opinion research**

In advance of the national elections in April 2022, NDI is looking for a research partner to conduct public opinion research in Hungary on the policy priorities of Roma voters as well as women and young people, with an emphasis on undecided/persuadable voters, previous abstainers, and first-time and second-time voters. The raw data for this component should be available within one month of contract signing.

For this research, we are seeking proposals from qualified research firms to conduct research targeted toward each of the aforementioned population groups, or to conduct research focused on just one or two of those population groups, using CATI or CAWI opinion polling of up to 1000 people in each of the priority populations (women, Roma, young people). Research questions would focus on propensity of the above populations to vote in the upcoming elections; methods of communication that would be likely to reach each category of voters; and the issues that each category of voters finds important and which would influence their voting preferences.

The selected vendor will be responsible for conducting and supervising all research. Specifically, the vendor will be responsible for the following:

- Developing questionnaire in English and local language with final approval from NDI;
- Select the sample and demographic conditions with approval from NDI;
- Field the survey throughout the country; and
- Provide NDI in English and local language with survey analysis and electronic files of the raw data, methodological report, top-line results, cross-tabs, and key charts based on instructions received by NDI.

### **Qualitative research**

The research partner will be asked to organise and implement a series of up to 5 focus group discussions (in person or online, depending on sound methodological considerations) with each of the population groups noted above, to be completed by end of Feb 2021. These focus groups would serve to inquire more deeply into the quantitative research results to better understand

what moves voters in each of the three groups. The groups will also serve to inquire into the cross-cutting aspects between these groups, eg: separate groups for younger women; Roma women; first or second time voters; undecided voters; rural and urban populations in each group, etc. The research partner will collaborate with experts designated by NDI in delivering the qualitative research component.

The selected vendor should detail how they plan to reach the aforementioned population groups in their proposals, and prepare to collaborate with NDI in refining survey questionnaires and research methodology.

The selected vendor will be responsible for conducting and supervising all research. Specifically, the vendor will be responsible for the following:

- Developing questionnaires in English and local language with final approval from NDI;
- Selecting the sample and demographic conditions with approval from NDI;
- Organizing all aspects of the focus group including identifying participants and location; and
- Providing NDI in English and local language with focus group analysis and electronic files of the methodological report, top-line results, and key charts based on instructions received by NDI.

The selected research firm must provide adequate human resources to successfully implement the project, which would include:

- Senior research manager to coordinate with NDI and ensure the successful implementation of the research plan;
- Public opinion polling if appropriate in partnership with a specialised polling firm to deliver the quantitative research;
- Experienced research specialist to design and implement the questionnaires and focus group discussions; and
- Means to measure and report on the reach and impact on the research.

Firms should ensure informed consent is received from participants in line with European regulations and NDI standards, and that data is kept confidential. NDI reserves the right to review and request modification 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.

**BUDGET:** For the proposed research project, NDI is unable to accommodate proposals for costs in excess of \$65,000, VAT inclusive

**PROPOSAL REQUIREMENTS:** Proposals should outline the specific forms and amount allocated for the quantitative and qualitative research broken down by the specific groups it will

target. All proposals should demonstrate their ability to measurably increase knowledge about the voting behaviour and preferences of these groups.

The proposal should include the following:

- General information about your firm and its 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;
- A list of previous clients; and
- Statement of previous experience in conducting similar research, especially in region.

Proposals should include a detailed budget containing ALL COSTS, including staff time and projected communication and travel expenses.

The deadline for submitting proposals is **December 17, 2021** at **NDI\_Hungary@ndi.org**. Questions may be submitted by email to **NDI\_Hungary@ndi.org**.

NDI will evaluate proposals based on the vendor's ability to meet the description of product needed, experience and price.

Companies submitting a proposal must provide disclosure of any known past, present or future relationships with any parties associated with NDI. For example, applicants should disclose if a member of their Board is also a member of NDI's Board currently or in the past. By submitting a proposal, the company also certifies that the prices offered were arrived at independently and without the purpose of restricting competition with other offers including, but not limited to, subsidiaries, and that prices have not been and will not be knowingly disclosed to any other offerer unless required by law. Failure to comply with these requirements may result in NDI having to re-evaluate the selection of a potential proposal.

## **ABOUT NDI**

*NDI is a nonpartisan, non-governmental organization that responds to the worldwide quest for popular civic participation, open and competitive political systems, and representative and accountable government. Since its founding in 1983, NDI and its local partners have worked to establish and strengthen democratic institutions and practices by building political and civic organizations, safeguarding elections and promoting citizen participation, openness and accountability in government. You can learn more about the Institute at our website, [www.ndi.org](http://www.ndi.org).*