

## Request for Proposals

### 2024/2025 PUBLIC OPINION RESEARCH IN MONTENEGRO

The National Democratic Institute (NDI or the Institute) is inviting experienced, well-established, and credible research firms to submit proposals to conduct public opinion research in Montenegro.

NDI aims to assess citizens' attitudes, opinions and needs. To this end, the selected polling agency will conduct quantitative research at national and local levels.

**The research firm is expected to demonstrate gender responsiveness throughout the project implementation, starting from the development of questionnaires to the analysis of the findings, using gender-sensitive language and disaggregation.**

#### DESCRIPTION OF SERVICES REQUIRED

NDI seeks to contract a public opinion research firm to conduct quantitative research in the period from September 2024 to February 2024. The Institute's team and external experts hired by NDI will support the selected firm in the research design. During that process the precise objectives, timeline, sample size, and scope of the research will be discussed and finalized with the successful bidder, based on program needs and requirements. The research will be conducted on a national level, potentially with oversamples in certain municipalities. NDI will also support data analysis, quality control, review the reports, and work with the polling firm as the firm incorporates NDI's feedback.

NDI expects the polling firm to make its staff available to answer questions and provide additional information in a time period agreed upon in advance.

**The public opinion research firm will be responsible for conducting and supervising the research, in collaboration with NDI's office in Montenegro. Specifically, NDI would expect the public opinion research firm to be responsible for the following tasks:**

- Preparing and agreeing with NDI on a research methodology and analysis plan;
- Producing the survey questionnaires in English and local language based on an English-language guideline developed by NDI on research themes, which may include draft questions;
  - If needed, the questionnaire should be translated into the Albanian language;
- Drawing the sample (n=2400) and providing the code by which the sample was drawn in a .sav (SPSS); .dta (STATA); and/or .Rdata (R) format or another language/packages upon agreement with NDI;
- Fielding the surveys according to the agreed methodology;
- Providing NDI with the raw data and cross-tabs, including gender disaggregated data, based on instructions received from NDI;
- Providing NDI with a technical report of the surveys that details how the sample was

achieved, response rates and any weighting that may have occurred; This includes but is not limited to:

- A complete description of the sampling methodology along with replicable code to draw the sample;
- A complete description of the weighting methodology along with code to create the weights;
- A complete description of data processing and dropping of interviews.
- A descriptive description of the survey process. Documentation of AAPOR response rates;
- Provision of a back check questionnaire and results of a back check along with any problems raised.
- Providing raw data in .sav. (SPSS); .dta (STATA); and/or .Rdata (R) format with all necessary syntax to NDI;
- Producing PowerPoint presentations on findings in English and local language with NDI inputs; NDI may request different versions of the PowerPoint presentation for different audiences which will be agreed upon with the vendor prior.

## **EXPECTED DELIVERABLES**

- 1) Research methodology and instrument – questionnaire(s) in English and local language(s).**
- 2) Raw dataset and technical report.**
- 3) PowerPoint presentations.**

## **PROPOSAL INFORMATION**

**Please indicate in the proposal your firm’s qualifications to conduct the above described research, a monetary bid in Euros for completing such work, and additional information pertinent to NDI’s selection process. To assist NDI in assessing your firm’s qualifications, your proposal MUST include the following:**

- Detailed offer for different proposed methodologies (CAPI, CAWI, CATI or the combination of methodologies);
- Price for the sample of 2400 respondents for the proposed methodology;
- Information on the time needed to conduct the field, process, analyze the data and provide NDI with the results;
- Description of the quality assurances protocols in place to ensure the quality of the field work.

Please include following information about your firm:

- General information about your firm and its methodology;
- A list of previous clients;
- Statement of previous experience in conducting requested survey research and specifics of such work in Montenegro; and
- A thorough description of use, storage or other processing of data and personal

information by the service provider: specify the standard of care and obligations with respect to the treatment of data and personal information, as well as the protocol in place, if any, to minimize the risks and liabilities associated with a service provider's security breach or the unauthorized use of data and personal information.

- Short bios showing relevant experience of the team that will be working on the research, including the statistical packages and software with which they are familiar and their specific technical expertise..

Make sure that your proposal includes ALL requested information and ALL anticipated costs including VAT.

Please submit proposals in English via email to [ndimontenegro@ndi.org](mailto:ndimontenegro@ndi.org) by 12:00 on September 9, 2024. A confirmation of receipt will be sent to all bidders.

**Only those who have submitted and fulfilled ALL the requirements as specified above will be considered.**

**Only the selected applicant will be contacted upon the finalization of the selection process** (documents are going through internal clearance before formal selection results can be shared).  
**No phone calls or follow up emails please!**

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. 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.

## **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](http://www.ndi.org) .