



ELECTION COMMISSION OF PAKISTAN

REQUEST FOR PROPOSALS

National Survey on Voter Participation in Pakistan

August-November 2010

The Election Commission of Pakistan (ECP) wishes to conduct a national survey of the adult population in Pakistan (18 years or older) to measure opinions on political, economic and social issues and to assess voter knowledge and voter information to help inform the ECP's voter education efforts. The timeframe for all work on this project is expected to take place between August and November 2010.

Interested firms are invited to bid on the project. The submission must be received no later than **5 PM on Monday August 16, 2010**. Any submissions received after this date will not be considered. All applications are to be sent to ecpsurvey@gmail.com & jstraining51@yahoo.com. We will confirm receipt of any submissions sent via e-mail. By post the bid can be delivered to the Joint Secretary (TRE), Election Commission of Pakistan Secretariat, Election House, Sector G-5/2, Constitution Avenue, Islamabad.

I. Overall Design of Project:

A. Questionnaire: The ECP will provide the English-language questionnaire for the survey, consisting of approximately 50 closed-ended questions and 5 open-ended questions, not including standard demographics (sex, age, education, occupation, geographic location, ethnicity and other demographics). Interviewing time is estimated at 40 minutes. The contractor will be responsible for translating the questionnaire into Urdu, Punjabi, Pashto, Sindhi, and Balochi and for formatting the pretest and final version of the survey instrument and related materials (show cards, lists, etc...).

B. Pretest: The translated and formatted questionnaire shall be pretested with 40 adults in both urban and rural areas. The selection of respondents for the pretest shall also take into account gender, age, and other appropriate demographic criteria such as ethnic background. The pretest will identify comprehension problems, the appropriateness of response options, and the sensitivities that any questions may arouse. The contractor shall submit data from the pretest and recommendations to the ECP in accordance with the agreed-upon schedule.

C. Sample: The contractor shall submit bids for an achieved sample of 2,000 respondents. The contractor is also invited to provide a price quote for a sample scenario of 1,500 (with possible oversamples in Khyber Pukhtoonkhwa and Balochistan). The sample should be designed to be nationally representative, covering all the provinces of Pakistan with probability proportional to size (PPS) using random selection techniques. The contractor should specify all assumptions for the division of the country into a specific number of regions. The contractor shall also specify the data source upon which the sample is based. The ECP requires that no more than 10 interviews take place in any one sampling point. Ideally, we would like eight interviews per sampling point. Submitted proposals should reflect this requirement for the fieldwork.

D. Interviewing: Personal, face-to-face interviews conducted in the homes of the respondents by specially-trained interviewers. The contractor shall specify how close supervision of field interviews and quality control of survey returns will be assured. The contractor shall ensure that enough field supervisors will be monitoring the work of interviewers in all of the regions. The contractor shall make arrangements for adequate numbers of interviewers to administer the questionnaires.

E. Data Processing and Tabulations: Survey data will be coded in accordance with the guidelines set forth by the ECP in the English-text of the questionnaire and shall reflect the appropriate filters and skips in the questionnaire. The ECP will specify what demographic breakdowns are needed for the data tabulations.

II. Responsibilities of Contractor (In close consultation at every stage with ECP):

1. Format, translate and print the questionnaire.
2. Pretest the formatted and translated questionnaire.
3. Identify population database used to design sample.
4. Select sampling approach, construct sample and identify method for selecting respondents.
5. Describe means to be used to examine the representativeness of the achieved sample.
6. Manage all aspects of fieldwork.
7. Screen and hire field staff with appropriate qualifications and regional knowledge.
8. Conduct training of enumerators.
9. Develop coding scheme; code, enter, and clean data.
10. Prepare electronic data file, marginal results, tabulations, and a methodological report.

III. Materials Delivered by Contractor to ECP:

1. The formatted and translated questionnaire in Urdu and regional languages – Punjab, Sindhi, Pashto and Balochi
2. Pre-test results and recommendations for changes in the questionnaire.
3. Sample design and approach used to select respondents.
4. Coding scheme, including codes for open-ended questions.
5. Marginal frequency results.
6. Electronic data file in SPSS.SAV format using coding scheme and open-end code formulation specified in consultation with ECP including any weight variables that may apply.
7. A detailed methodological report for the survey.

IV. Materials to be Provided by ECP

1. English language questionnaire.
2. Coding scheme (based on question numbers and skips and filter instructions in questionnaire) and assistance in developing coding for open-ended questions.
3. Sample design assistance, as needed.
4. Advice in interviewer training, as needed.
5. Schedule for the project.
6. Access to all ECP offices in the field for local level assistance

V. Anticipated Timeline of Project

The time within which the contractor’s services will be required is anticipated to be **Aug 25, 2010 till Nov 30, 2010**. The final timeline will be decided and agreed upon with the contractor. Below is a tentative timeline:

Aug 25	Contract signed; ECP submits questionnaire to contractor for comments and translation
Aug 27	Translated questionnaire due to ECP; Detailed sampling plan and sampling procedures due to ECP
Aug 29	ECP provides comments to contractor on questionnaire and sampling plan and procedures
Sep 3	Contractor submits revised questionnaire and sampling plan to ECP; Pre-test questionnaire finalized

Sep 4 – Oct 3	Survey pre-testing; Pretest results and recommendations due to ECP
Aug 21-22	Contractors selects supervisors, interviewers, others
Sep 23-24	Supervisors and interviewers training
Oct 7	Start of fieldwork
Nov 7	End of fieldwork
Nov 17	Initial data file due to ECP
Nov 25	Data file finalized after ECP comments
Nov 27	Methodological report and data tabulations due to ECP
Nov 29	Detailed presentation to the top management of the ECP
Nov 30	Completion of all activities

VI. Submission

The response should be provided to ECP in electronic form and should address in English (document not to exceed 20 pages) all of elements of the project design: the sample design, the individuals assigned to handle the project, cost in US dollars, and relevant past experience:

- A. *Description of the sample* to include: (1) sample design with levels of stratification; (2) areas (if any) which will be excluded from the sample; (3) method used to select respondents; (4) number of interviews planned for each sampling point; (5) method used to examine the representativeness of the achieved sample; (6) population source for sample design.
- B. *Staffing* information to include: (1) qualifications and experience of the members of your staff who will be directly handling this project; (2) the number of interviewers used for fieldwork; (3) the number of field supervisors accompanying interviewers in the field.
- C. *Cost (in US dollars)* should be itemized for the various elements of the project.
- D. *Relevant past experience* to include: (1) examples of similar projects; (2) list of clients.

VII. Evaluation of Proposals

Adequacy of Sampling Plan	25%
Completeness of Fieldwork and Quality Control	25%
Data Processing Procedures	15%
Qualifications of Key Personnel	10%
Organizational Experience	10%
Cost Proposal	15%

VIII. Contact Information

For questions, please email ecpsurvey@gmail.com & jstraining51@yahoo.com

Thank you for your interest.