



# The University of Michigan

INSTITUTE FOR SOCIAL RESEARCH \* SURVEY RESEARCH CENTER  
SURVEY RESEARCH OPERATIONS

426 Thompson Street \* PO Box 1248 \* Ann Arbor, Michigan 48106-1248

Date

PI Name

Title

Department

Address

City, State, Zip

REF: Study Name

SRO # ##-####

Dear PI Name:

Thank you for your interest in having Survey Research Operations (SRO) join you in conducting data collection for the XXXX Study. We are pleased to submit this ballpark estimate of our costs for these services, as requested.

The goal of the study is to \_\_\_\_\_. To accomplish this, SRO will briefly describe the scope of work to be conducted for this project.

Based on the assumptions provided below, we have estimated **total** cost for the work scope proposed to amount to between \$### and \$### (\$### direct). This is budgeted at the University-approved federal indirect recovery rate of 55.5 percent. This is a **ballpark estimate** and does not extend an offer to complete the work for the price estimated. If desired, we will work with you to refine the scope of work and present a complete proposal for the project.

We have made several important assumptions in developing this estimate. Usually when budgeting projects, we look at costs associated with multiple tasks. The data collection plan is based on our best estimate of interviewer effort \_\_\_\_\_ yielding # completed interviews, as well as \_\_\_\_\_.

The assumptions we've considered for this project are listed below.

## Assumptions

- SRO involvement will begin Month, Day, Year and end by Month Day, Year.
- Data collection will begin Month, Day, Year and end by Month Day, Year.
- Landlines with matched addresses will be oversampled.

	Category A	Category B	Category C	TOTAL
Completed Interviews	X	X	X	X
Interview Cooperation Rate	X	X	X	X
Eligible Respondents Identified	X	X	X	X
Eligibility Rate	X	X	X	X
Eligible Respondents Identified (Race+Age)	X	X	X	X
Eligibility Rate (Age)	X	X	X	X
Eligible Respondents Identified (Race)	X	X	X	X
HHs Screened				X
Screening Cooperation Rate				X
Working Telephone Numbers				X
Working Number Rate				X
Telephone Numbers to Call				X

- SRO has not budgeted for a pretest as this will have been completed by the Principal Investigator separately.
- The questionnaire content will be provided to SRO by the client, and includes approximately X minutes of content for the interview. The questionnaire will be provided in English and Spanish.
- SRO will program the baseline questionnaire and the follow-up questionnaire in Blaise for computer assisted telephone interviewing.
- The interviews will be conducted in English and Spanish only.
- SRO's electronic sample management system will be used for this project. The system for the Survey Services Lab (SSL) holds all preloaded RDD information and utilizes automated case delivery algorithms developed in conjunction with survey methodologists at the University of Michigan Survey Methodology Program, and generates standard reports for tracking and reporting goals.
- We expect to train # interviewers for the data collection effort, of which approximately # are newly-hired for this project.
- SRO has not budgeted for any advance letter mailing as this will be carried out by the Principal Investigator upon receipt of the sample file.
- SRO will make up to # consecutive no-contact attempts and up to # total attempts per sample line in cases where contact has been established.
- Cases with 'soft resistance', indicated by statements of "bad time", "not interested", and hang-up will be called up to three times with at least one week between attempts. Cases with 'hard resistance' will be coded out as final refusal.
- SRO has budgeted for mailing a \$# token of appreciation with a refusal conversion letter printed on UM letterhead to approximately XX percent of all selected sample lines.

- We expect to interview approximately XX respondents, with about XX coming from cell phone respondents, at an estimated AAPOR Response Rate 4 of 58 percent for landline cases and 12 percent for cell phone cases, for an overall AAPOR Response Rate 4 of 44 percent (AAPOR RR2 of 34 percent).
- All calls will be recorded for quality control purposes. Interviewers will be monitored live and have recorded interviews reviewed by a specially trained quality assurance staff. If requested, we can make the recordings available to the Principal Investigator for a limited period of time.
- At the completion of the interview, respondents will be mailed a thank you letter printed on University of Michigan letterhead and including a \$# token of appreciation.
- SRO will work with the Principal Investigator to sample respondents from completed respondents for in-depth follow-up interviews.
- All calls will be recorded for quality control and transcription purposes. Interviewers will be monitored live and have recorded interviews reviewed by a specially trained quality assurance staff.
- Recordings will be extracted from the SRO monitoring system and submitted to an external vendor familiar with interviewing protocols for transcription in both English and Spanish.
- Spanish interviews will be submitted to an external vendor for translation into English.
- SRO will provide internal translation review and adjudication of all translated interviews.
- The project manager will provide the PI with regular progress reports, on a schedule to be agreed upon.
- No industry or occupation coding has been budgeted for this project; open-ended responses will be provided verbatim to the client as part of the final deliverable.
- SRO will provide sample weights and estimates for the final dataset.
- The final deliverables will be a cleaned data file, including codebook with frequencies and documentation on the data collection procedures. Data can be submitted in SAS, SPSS, or Stata format.
- Copies of all interviewer training materials will also be provided.

We look forward to the opportunity of working with you on this project. We will be happy to provide you with a detailed, formal budget and work scope once the final specifications have been decided upon.

If you need any other information, please do not hesitate to contact us.

Sincerely,



**Technical Leads Signature**

Stephanie Chardoul, Director  
SRO Proposal Development Group

Technical Leads signature block

Cc: Rolfe Carlson, SRO Administrative Group

SAMPLE