

Mapping providers and sources of Social and Political Polling in Jordan

Terms of Reference

Introduction

The British Embassy would like to understand the availability of public opinion data and polling providers in Jordan.

Overview of the work required.

The British Embassy Amman seeks a consultant with knowledge of the opinion polling sector in Jordan to undertake work to:

1. Compile a list of opinion polling providers with key information on each provider.
2. Map out as far as possible the open source and private social, economic and political polling, as well as social media surveys that are currently undertaken within Jordan listing key information on each survey.

The list of polling providers

The consultant will provide as comprehensive list of opinion poll providers as possible noting key information about each provider. The exact list of information collected will be discussed and agreed with the successful contractor but is likely to include such information as: contact details; nature and size of the surveys undertaken; sectors and topics typically covered; methodologies used; data availability and publishing etc.

Mapping of existing polling

The consultant will provide as comprehensive list of current opinion polls as possible. The focus of the mapping should be on existing data sources, noting the following amongst other things: who runs the survey; the type of questions used; survey frequency; sampling methodology and size; response rate if appropriate; data usage and publication; costs associated with data access; etc. The exact list of information to be collected will be agreed with the consultant.

Categorising polling providers and existing polls

The consultant will be expected to propose criteria against which providers and existing polling can be categorised and assessed.

Consultant qualifications

To undertake this work we expect the consultant to:

- Have significant experience of managing and/or procuring research and ideally a qualification in research methods;
- Have an understanding of what makes good quality research/polling products and providers;

- Have proven knowledge of the polling sector in Jordan and ideally internationally;
- Be able to speak Arabic and English;
- Have excellent written English skills.

The outputs

The consultant will be required to produce:

- A list of polling providers as outlined above;
- A mapping of existing polling data;
- Short presentation of main findings to the Embassy.

Outputs will be in a form, format and quality agreed between the Embassy and the consultant, but the outputs are likely to be written/excel documents.

Duration of the work

It is estimated that the work will take no longer than 15 working days.

Ways of working

The Embassy will hold an initial meeting to discuss the task in detail with the successful consultant, share information, agree the scope of what is to be collected, answer any questions the consultant may have etc.

The consultant will be expected to search for firms and contact them directly to inquire about their services and access, confirm online details and get the most up to date contact information.

The consultant and an Embassy representative will stay in contact throughout the period of the work.

The consultant will be expected to present their work to the embassy in the form of a short verbal presentation outlining the main findings from the work.

How to apply

Please send a CV (no more than two pages), letter explaining your suitability for this consultancy and proposed methodology (one page), and example of analysis or reports you have personally written (where available), to paulandre-wilton@dfid.gov.uk by 5pm on 22nd November.

Only shortlisted candidates will be contacted, by 29th November. The timing of the 15 day consultancy will be agreed with the British Embassy.

Daily rate for the work

Applicants should state their daily rate in their application form inclusive of all taxes. Where agreed in advance, some expenses may be covered.