



Bid Notice Abstract

Invitation to Bid (ITB)

Reference Number 8057053
Procuring Entity NATIONAL BOOK DEVELOPMENT BOARD
Title Survey Institution or Organization to Perform A National-Level Survey
Area of Delivery

| | | | |
|--|--|------------------------------|---------------------|
| Solicitation Number: | JR No. 2021 071 | Status | Active |
| Trade Agreement: | Implementing Rules and Regulations | Associated Components | 1 |
| Procurement Mode: | Public Bidding | Bid Supplements | 0 |
| Classification: | Goods | Document Request List | 0 |
| Category: | Surveying Services | Date Published | 06/10/2021 |
| Approved Budget for the Contract: | PHP 2,900,000.00 | Last Updated / Time | 06/10/2021 00:00 AM |
| Delivery Period: | 5 Month/s | Closing Date / Time | 26/10/2021 17:00 PM |
| Client Agency: | | | |
| Contact Person: | Jayson B. Ramos Administrative Officer V 3rd & 4th Flr., Regalado Hive Bldg., Regalado Ave. Fairview, Quezon City Quezon City Metro Manila Philippines 63-02-85511590 jbramos9184@nbdb.gov.ph | | |

Description

1 LOT Survey Institution or organization to perform a national-level survey

Purpose: To conduct the Readership Survey 2021 by conducting a nationwide survey across regions, and across select demographics.

- Due to health and safety protocols, NBDB suggests that data be collected via online survey. Gamifying the survey instrument may be more appealing to adult and child respondents to answer. However, the research institute should recommend the best approach for data collection in light of the project objectives.
- For the 2021 Readership Survey, the NBDB wants to maintain the number of respondents at 2,400 both adults and children, cumulatively. Composed of 1,200 adults aged 18 years old and above, and 1,200 children aged 6 to 17 years old.
- The service provider must ensure that the respondents are equally distributed across the regions and study areas:
Metro Manila: 600, +/- 6%
Luzon: 600, +/- 6%
Visayas: 600, +/- 6%
Mindanao: 600, +/- 6%
- A multi-stage probability sampling will be used in the selection of sample spots.
- There will be a total of 111 questions.

Approved Budget: PhP2,900,000.00

Pre-bid Conference

| Date | Time | Venue |
|------------|------------|---|
| 14/10/2021 | 1:30:00 PM | 4th Floor, Regalado Hive Building, Regalado Avenue, West Fairview, Q.C. |

Other Information

For further information, please refer to:

Edcel Bober
Administrative Officer V
The National Book Development Board
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Created by Jayson B. Ramos

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