



**Omnibus Service Project Statement
International Organizations and US Public Support for Wars
Project #:KPOMW 1610**

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Client Accounts Payable Contact <input type="checkbox"/> Send invoices to this address.	Duke University COMPANY NAME ADDRESS CITY/STATE/ZIP	PHONE # EMAIL
Project Name	International Organizations and US Public Support for Wars	
Description of Project	<p>Omnibus study for honors thesis</p> <p><u>Target Population</u></p> <ul style="list-style-type: none"> The survey sample will target the following population: 1000 Gen Pop adults 18+. <p><u>Methodology:</u> Online using the KnowledgePanel (probability based panel)</p> <p><u>Questionnaire</u></p> <ul style="list-style-type: none"> Survey will have 1 question units* with 4 versions (split sample 25% each) <i>*A unit is a simple straight forward closed end question such as yes/no or a check list of up to 10 response categories. A rating scale/grid style question with attribute statements would cost more, e.g. four statements count as one unit. Open ends with coding or verbatims only incur additional costs.</i> Client will deliver to GfK Custom Research, LLC ("GfK") a questionnaire in Microsoft Word with complete logic specifications, question wording, and response categories in a version that the Client warrants is finalized for questionnaire programming. GfK will format the Client-provided questionnaire with the necessary instructions to prepare the questionnaire for programming. If appropriate, GfK may ask the Client questions about logic specifications, and make recommendations for questionnaire improvements. GfK will send the GfK-formatted questionnaire back to the Client for review. The Client is required to review the GfK-formatted questionnaire and communicate to GfK in a timely manner any disagreements with GfK on GfK's interpretation of the intentions of the Client. The GfK-formatted questionnaire is the only reference document to be used for all questionnaire testing and for any changes to be made to the questionnaire after it is initially programmed. GfK will program the GfK-formatted survey instrument. The client is not permitted to test the survey in the Omnibus service due to quick turnaround time and to protect proprietary surveys from other clients from view. GfK will conduct full quality control testing of all the programmed survey instruments. No demographic questions will be re-asked of panelists. No questions will be forced. <p><u>Data Collection</u></p> <ul style="list-style-type: none"> The Main Study data collection field period is 3 calendar days (Friday-Sunday). One (1) email reminder will be sent to non-responders to encourage response. <p><u>Deliverables</u></p> <ul style="list-style-type: none"> A MS Word document of the final GfK Formatted questionnaire. A computer cross tabulation in PDF with standard demographic breaks such (such as gender, age, HH income & region) and an SPSS data set for all survey data (from all open-ended and close-ended questions) having complete variable and value labels. General demographic profile data (listed in Attachment A: Standard Demographic Profile Variables) provided for all interviews. Additional profile variables: ONE.(political party) The ONLY profile variables being delivered are listed in Attachment A or under Deliverables – additional profile variables. Statistical weights incorporating the probabilities of selection and population benchmarks from the US Census CPS reports. <p>OPTIONAL DELIVERABLES FOR CLIENTS(neither budgeted for nor included in this project statement)</p> <ul style="list-style-type: none"> Custom banners Tables in excel/CSV Data files (SPSS, etc.) unless taken as the main deliverable in place of tabs 	

	<p>Project Schedule</p> <ul style="list-style-type: none"> • Final survey instrument received from Client - Thursdays Noon Eastern time or sooner • Final GfK Formatted survey delivered to Client - Same day after receipt of client draft • Main survey field period - Friday-Sunday • Deliverables sent electronically to Client - COB Mondays* for data tabs (Tuesdays for SPSS, Custom banners, extra deliverables) <p>*delivery exceptions: In the event of a delay in delivery caused by technical issues or other issues beyond GfK's control, Client's exclusive remedy for such delay shall be the re-performance of the applicable portion of the Service or a pro rata credit for future services in the amount of the applicable fees for such portion of the Services, as reasonably determined by GfK and Client.</p>
Period of Performance	<p>Project Start Date: March 11, 2016 Project End Date: March 14, 2016</p>
Format of deliverables	ELECTRONIC
Fee	<p>\$2000</p> <p>Client agrees that the Fee may be increased if the questionnaire length is longer based on the question units guidelines indicated above, or if additional deliverables or requirements to the project are requested by Client after this initial SOW. Client shall be responsible for all taxes, charges or duties including, without limitation, sales, use, value added, royalty or withholding taxes, imposed by a governmental entity on deliverables or services provided under this Project Statement, excluding taxes based on GfK net income. If GfK is obligated to collect taxes, then the appropriate amount will be added to Client's invoice.</p>
Payment Schedule or Special Invoicing Instructions	Because of the quick turnaround timeline and relatively small amount of contract value, the full Fee will be invoiced upon signing of this Project Statement and payment is due from Client within 30 days of receipt of invoice.
Terms Master Contract # _____ (if any):	<p>1. This Project Statement incorporates and is governed by Terms and Conditions in the following link, http://www.gfk.com/fileadmin/user_upload/dyna_content/US/documents/Terms and Conditions Custom Research Services for Government and Academic Work Only.pdf Please note the Omnibus is a standardized service and the T&C's are designed to be <u>non-negotiable</u> due to the quick turnaround nature of the service. Any Purchase Orders or similar documentation may be submitted for administrative purposes only, but the terms and conditions contained therein are of no force and effect.</p> <p>2. GfK, as a matter of company policy, does not conduct Ad Claim Substantiation Research, or research that publicly compares one brand to another or surveys questions about any brand that is not their own. While GfK understands that this service may be helpful in providing better insight into one's products and services as well as those of a key competitor, we respectfully reserve the right to decline this type of work and the use of our name or this service for public competitive claim statements.</p> <p>3. The Client will cite GfK as the survey research firm that collected the survey data for the study, and the Client will cite KnowledgePanel® Omnibus as the source of the survey sample. Attachment B contains the authorized language to use to describe GfK as a company and its panel methodology which should be used in any press release, announcement, papers, articles, presentations or other publications. Prior to using the language, notify your GfK representative.</p>

Agreed And Accepted:
GfK Custom Research, LLC

Signature

Bruce Barr
Vice President

Print name and title

March 11, 2016
Date



«ACCOUNT_NAME»

Signature

BEATRIZ HAYES MEIZOSO
CLIENT

Print name and title

MARCH 12, 2016
Date



Attachment A: Demographic Profile and Other Supplemental Data Provided for Each Project

Variable	Values	Available for Teens?
Age	Actual age in years	Yes
Age, 7 categories	1 = 18-24; 2 = 25-34; 3 = 35-44; 4 = 45-54; 5 = 55-64; 6 = 65-74; 7 = 75+	Yes
Age, 4 categories	1 = 18-29; 2 = 30-44; 3 = 45-59; 4 = 60+	Yes
Education (14 categories)	1 = No formal education 2 = 1st, 2nd, 3rd, or 4th grade 3 = 5th or 6th grade 4 = 7th or 8th grade 5 = 9th grade 6 = 10th grade 7 = 11th grade 8 = 12th grade NO DIPLOMA 9 = HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED) 10 = Some college, no degree 11 = Associate degree 12 = Bachelors degree 13 = Masters degree 14 = Professional or Doctorate degree	Yes
Education (4 categories)	1 = Less than HS 2 = HS 3 = Some college 4 = Bachelors degree or higher	Yes
Race/Ethnicity	1 = White, Non-Hispanic 2 = Black, Non-Hispanic 3 = Other, Non-Hispanic 4 = Hispanic 5 = 2+ races, Non-Hispanic	Yes
Gender	1 = Male 2 = Female	Yes
Household Head	0 = No 1 = Yes	No
Household Size (from Recruitment)	Total number of members in household	Yes
Housing Type	1 = A one-family house detached from any other house 2 = A one-family house attached to one or more houses 3 = A building with 2 or more apartments 4 = A mobile home 5 = Boat, RV, van, etc.	Yes
HH Income (profile)	1 = Less than \$5,000; 2 = \$5,000 to \$7,499	Yes

and imputed)

3 = \$7,500 to \$9,999; 4 = \$10,000 to \$12,499
5 = \$12,500 to \$14,999; 6 = \$15,000 to \$19,999
7 = \$20,000 to \$24,999; 8 = \$25,000 to \$29,999
9 = \$30,000 to \$34,999; 10 = \$35,000 to \$39,999
11 = \$40,000 to \$49,999; 12 = \$50,000 to \$59,999
13 = \$60,000 to \$74,999; 14 = \$75,000 to \$84,999
15 = \$85,000 to \$99,999; 16 = \$100,000 to \$124,999
17 = \$125,000 to \$149,999; 18 = \$150,000 to \$174,999
19 = \$175,000 or more

Marital Status	1 = Married	No
	2 = Widowed	
	3 = Divorced	
	4 = Separated	
	5 = Never married	
	6 = Living with partner	
MSA Status	0 = Non-Metro	Yes
	1 = Metro (as defined US OMB Core-Based Statistical Area)	
Internet access	0 = No	Yes
	1 = Yes	
Ownership Status of Living Quarters	1 = Owned or being bought by you or someone in your household	No
	2 = Rented for cash	
	3 = Occupied without payment of cash rent	
Region 4 (U.S. Census)	1 = Northeast	Yes
	2 = Midwest	
	3 = South	
	4 = West	

Region 9 (U.S. Census)	1 = New England 2 = Mid-Atlantic 3 = East-North Central 4 = West-North Central 5 = South Atlantic 6 = East-South Central 7 = West-South Central 8 = Mountain 9 = Pacific	Yes
State	State of residence	Yes
Total no. of HH members age 1 or younger	Number of household members in age group	
Total no. of HH members age 2 to 5	Number of household members in age group	
Total no. of HH members age 6 to 12	Number of household members in age group	Yes
Total no. of HH members age 13 to 17	Number of household members in age group	
Total no. of HH members age 18 or older	Number of household members in age group	
Current Employment Status	1 = Working - as a paid employee 2 = Working - self-employed 3 = Not working - on temporary layoff from a job 4 = Not working - looking for work 5 = Not working - retired 6 = Not working - disabled 7 = Not working - other	Yes

Attachment B: Authorized Language for Client Communications Involving Descriptions of GfK as a Company and KnowledgePanel® Methodology

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. GfK, one of the leading market research organizations worldwide, operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion. For further information, visit our website: www.gfk.com. Follow us on Twitter: [www.twitter.com/gfk_group](https://twitter.com/gfk_group).