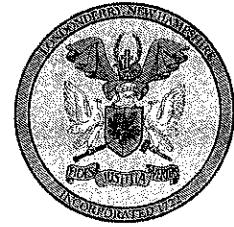


Business is good.  
Life is better!

# Town of Londonderry

## Community Development Department

268B Mammoth Road  
Londonderry, New Hampshire 03053  
Phone (603) 432-1100 x134  
[www.thriveinlondonderry.com](http://www.thriveinlondonderry.com)  
[www.londonderrynh.org](http://www.londonderrynh.org)



**TOWN OF LONDONDERRY  
MASTER PLAN STEERING COMMITTEE  
OCTOBER 26, 2011  
7 PM, LONDONDERRY CABLE ACCESS STUDIO  
AGENDA**

- I. Call to Order**
- II. Review/Approve September 28, 2011 minutes**
- III. Public Comment**
- IV. Community Survey Vendor Recommendation**
- V. Adjournment**

# Comprehensive Master Plan Survey Proposals

Company/ Sample Size	Pulse Research Portland Oregon	UNH, Durham NH	Granite State Research Londonderry, NH
400-10 min	\$8,495.00	\$10,170.67	\$12,530.00
400-15 min	\$10,950.00	\$13,100.05	\$14,290.00
500- 10 min	\$10,495.00	\$11,674.37	\$15,030.00
500-15 min	\$13,495.00	\$14,814.58**	\$17,290.00
Meetings*	\$1,950.00	Included	Included
Reporting	\$950.00	Included	Included

\* Plus Travel

\*\* UNH 500-15 min. proposal adjusted as direction by survey sub-committee



UNIVERSITY of NEW HAMPSHIRE  
The Survey Center

Date: July 27, 2011  
To: Andre Garron  
Town of Londonderry  
From: Tracy Keirns  
Andrew Smith  
UNH Survey Center  
Re: Town of Londonderry Master Plan Survey

The cost estimates for conducting a telephone survey for the Town of Londonderry of adult residents is provided below based on a variety of assumptions.

Please let me know if you have any questions about this estimate and how we can proceed.

Deliverables:

- A clean dataset of completed interviews in Excel or SPSS for each survey,
- A report which includes an executive summary, charts and detailed tabular results for each survey.

Telephone Survey Assumptions:

- Survey of randomly selected adults;
- 400 or 500 completed interviews;
- questionnaire consisting of approximately 48 questions (15 minutes) or 32 questions (10 minutes);
- questionnaire developed in collaboration between UNH Survey Center and the town of Londonderry;
- 8 call attempts to each number; and
- refusal conversions attempted by senior interviewers.

This estimate includes two meetings with the committee.

Margins of sampling error for telephone estimates:

N=400: MSE = +/- 4.9

N=500: MSE = +/- 4.4

The Survey Center



UNIVERSITY of NEW HAMPSHIRE

The Survey Center

	<i>15-Minute</i>		<i>10-Minute</i>	
	N=400	N=500	N=400	N=500
<b>Questionnaire, Sample Design:</b>	<b>\$625.00</b>	<b>\$625.00</b>	<b>\$625.00</b>	<b>\$625.00</b>
<b>Programming/Supervision:</b>	<b>\$2,259.73</b>	<b>\$2,498.08</b>	<b>\$1,633.79</b>	<b>\$1,828.85</b>
Programming / Interviewer mgt	\$1,448.79	\$1,559.40	\$998.68	\$1,096.21
Interviewer Supervisors	\$565.93	\$693.68	\$390.11	\$487.64
Training / Callback / Verification	\$245.00	\$245.00	\$245.00	\$245.00
<b>Interviewing:</b>	<b>\$6,614.79</b>	<b>\$8,088.95</b>	<b>\$4,577.65</b>	<b>\$5,703.45</b>
Interviewers	\$4,150.18	\$5,087.00	\$2,860.81	\$3,576.01
Phone / Computer charges:	\$2,464.61	\$3,001.96	\$1,716.85	\$2,127.44
<b>Analysis / Report preparation:</b>	<b>\$1,075.00</b>	<b>\$1,075.00</b>	<b>\$1,075.00</b>	<b>\$1,075.00</b>
Data Cleaning / Data Analysis	\$475.00	\$475.00	\$475.00	\$475.00
Report Writing	\$600.00	\$600.00	\$600.00	\$600.00
<b>Project management:</b>	<b>\$850.00</b>	<b>\$850.00</b>	<b>\$850.00</b>	<b>\$850.00</b>
Senior Administration	\$250.00	\$250.00	\$250.00	\$250.00
Junior Administration	\$600.00	\$600.00	\$600.00	\$600.00
Sample:	\$284.62	\$330.77	\$284.62	\$330.77
Supplies:	\$200.00	\$0.00	\$200.00	\$200.00
<b>SUBTOTAL:</b>	<b>\$11,909.13</b>	<b>\$13,467.80</b>	<b>\$9,246.06</b>	<b>\$10,613.06</b>
F&A (10%):	\$1,190.91	\$1,346.78	\$924.61	\$1,061.31
<b>TOTAL PROJECT COST</b>	<b>\$13,100.05</b>	<b>\$14,814.58</b>	<b>\$10,170.67</b>	<b>\$11,674.37</b>
<b>Cost per completed interview</b>	<b>\$32.75</b>	<b>\$29.63</b>	<b>\$25.43</b>	<b>\$23.35</b>

The Survey Center