



**Fallon Research & Communications, Inc.**  
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March 11, 2026

TO: John Marschhausen

FR: Paul Fallon

RE: Revised Opinion Research Study Scope & Deliverables

As requested, I have prepared the following revised overview of the public opinion research that Fallon Research & Communications, Inc. will be conducting for the Dublin City School District:

Using data supplied by your office, the parent study will be comprised of a combined total of approximately 300 to 400 SMS/text-to-web surveys (+/- 5.65 to 4.9 percent overall estimated margin of sampling error) among district school parents, which will cost \$9,000. The study will include an interview schedule (survey instrument) comprised of approximately 10 to 20 closed-ended questions (datapoints), including demographic questions.

The public study will be comprised of a combined total of 400 telephone interviews and SMS/text-to-web surveys (+/- 4.9 percent overall estimated margin of sampling error) among adults 18 years of age and older residing within the Dublin City School District of Ohio, which will cost \$21,000. The study will include an interview schedule (survey instrument) comprised of approximately 25 closed-ended questions (datapoints), including demographic questions, and, possibly, one open-ended question.

The deliverables for the project include:

- Topline aggregate survey results;
- Survey results cross-tabulated by demographic data and key explanatory variables;
- Verbatim responses to the open-ended question;
- 2 printed, bound sets of aggregate results, crosstabs and verbatim responses;
- A webinar or onsite briefing of key findings;
- An executive summary (if needed or requested);
- Ongoing advisory assistance in utilizing the data (as needed).

Invoices for the 2 studies will be combined with 50 percent due before the studies commence and the balance within 30 days of completion. The aforementioned rates are inclusive ones that cover all aspects of the research, such as pre-survey consultations with key leaders and decision-makers to develop or refine the survey questionnaire, public sample acquisition, respondent interviews & survey data-gathering, post-survey processing and analysis, and the aforementioned deliverables.

If you have any questions, please feel free to call me at 614-341-7005. Thank you for the opportunity to work with you on this project!

*This bid remains valid for 30 days from the date of issuance. Fallon Research & Communications, Inc. reserves the right to change or withdraw the bid if the client alters the parameters of the project.*