



Request for Proposals (RFP)

Market Research

Reference #: NGC103834

Buy and Sell Reference #: PW-15-00669617

February 18, 2015

ADDENDA # 1

Addenda: NGC strongly suggests that you *immediately* enter this information in Section G – Forms, specifically in article G.4 – Addenda, in the document you plan to use for your response to this RFP. Please use the date shown above as the date of the Addenda. Failure to identify addenda issued by the NGC **will (M)** result in the immediate disqualification of your proposal.

1. After reviewing this section we are unclear about who exactly the target is for each of the three projects. Some of the information points relate to researching the general population while others suggest conducting research among those who have been to the museum. For example, Research Project #1 speaks of determining top of mind level of awareness among Canadians (a general population research exercise) as well as “Segment[ing] audience into types of people making visits according to demographic characteristics, geographic characteristics, psychographic characteristics, visit characteristics” (research among those who have been to the museum). Can you please expand upon what the definition of “audience” is for each of the 3 research projects (i.e. general population or people who have visited the museum or both)? As we are sure NGC can appreciate, especially in the scheme of a national research program these details will drastically influence our proposed approach and, ultimately, our project costing.

A: Project 1: General population National (Expecting that within the general population some will have visited and others will have not)

Project 2: General population Rubber Tire Market – driving distance (400-500 km radius which includes Eastern Ontario & Québec City to Montreal Markets. This audience is most exposed to NGC via marketing campaigns and likelihood of having visited or planning to visit.

Perhaps an oversampling in this radius is required as part of project 1? It is up to the proponents to recommend best most cost effective approach.

Project 3: Residents, Members and Past Members. Residents (general population) NGC Members (current, lapsing, past)

2. Further to the above, when we are required to research those who have been to the museum and/or members of the museum, will NGC provide us with lists of contacts or will we be required to screen for these individuals among the general population? If such lists will be provided for NGC contacts, what type of information will be included (ex. Name, telephone number, email, etc)?

A: NGC will provide necessary information to avoid screening from the general population in accordance with the privacy and access to information act. Providing we obtain consent from our members and subscribers we will be able to share contact information for survey purposes.



In regards to past visitors at the Gallery we can provide 3 first digit of postal code and aggregated demographics so long as the information is are anonymous.

3. Each of the three research projects call for “Segment[ing] audience into types of people making visits according to demographic characteristics, geographic characteristics, psychographic characteristics, visit characteristics”. Can NGC please expand upon the outputs they hope to receive based on this point?

A: Messaging and advertising campaigns.

4. On page 18, section C.3, the methodology overview states you wish to interview those within the rubber tire market (400-500km radius), while further on the same page you say Eastern Ontario and Quebec/Montreal will be the regional audience. Can you clarify which of these geographic areas is the target for project #2?

A: General population within our rubber tire market – driving distance (400-500 km radius which includes Eastern Ontario & Quebec City to Montreal Markets.

This audience is most often exposed to NGC via marketing campaigns. The likelihood of having visited or planning to visit the NGC is expected to be higher than people living outside this radius.

5. Does NGC have a list of past and present members available to sample from for project #3? If so, what type of contact information is available (e.g., email and/or telephone number) and approximately how many records are there?

A: Yes. The type of information available includes, e-mail, telephone, postal code. There are approximately 15,000 records.

6. Can you clarify what is meant by “methods of accessing NGC” referenced twice on page 18?

A: How are people exposed or in contact with the NGC? Canadians can be exposed to the NGC brand, NGC Programs a number of ways: travelling exhibitions, other galleries who have NGC works on loan, at NGC directly, online via our website, social media, NGC online magazine, newsletters, other 3rd party sites (Trip Advisor, Ottawa Toursim), Google etc. etc.

7. On page 23, section D.4.2 (1) the RFP indicates experiences need to be relevant to the subject matter and scope, but on page 37, section G.3 it appears that all 40 points will be dependent upon the answers of references to the four questions listed. Of the maximum 40 points given for experience, how many are awarded for the relevancy of the experience versus the quality of the reference?

A: The NGC will use the forms found in G.3 to evaluate both the experience and references. We are asking that the proponents use the form G.3, specifically c) to describe their experience. The same form will then be used to perform reference checks and contact the references provided. The points that will be awarded for both are described in Section D.4.2 (5).



8. May I have a copy of your past surveys please?

A: Yes, the selected proponent will be provided access to all our past research surveys.

9. Do you have a research budget set for 2015?

A: Yes

10. What is the frequency of past research waves? When was the last wave of research conducted?

A: We have ongoing surveys however the last National Awareness Research Survey is more than 15 years old. Our last local (Ottawa-Gatineau general population) survey dates back to 2006. Local Visitor (Tourist) Intercept Awareness Survey executed August 2014 and we have daily visitor satisfaction surveys.

11. If selected, may we have access to your contact list of members and past members? Have these members opted-in to be contacted? Do you have email addresses for these members?

A: NGC will provide necessary information to avoid screening from the local general population in accordance with the privacy and access to information act. Providing we obtain consent from our members and subscribers we will be able to share contact information for survey purposes. In regards to past visitors at the Gallery we can provide 3 first digit of postal code and aggregated demographics so long as the information is are anonymous.

12. Can you confirm that for research project number 2 (Regional), the sample can include residents of Central Ontario (including the Greater Toronto Area) as well as Central Quebec (including Quebec City) along with Eastern Ontario and Western Quebec given that the Rubber Tire Market is defined as anyone within 500km?

A: Yes - within 400-500 km.

13. Do you have a minimum sample size in mind for research project number 3 (Local)? It must be a reliable sample based on the regional population of more than 1,2 million (Francophone and Anglophone) population.

A: It is up to the proponent to recommend sample size options according to confidence intervals.

14. Is it an expectation that you will require your vendor to conduct phone surveys?

A: If firm recommends a telephone survey method than yes we would expect the firm to conduct survey. It is up to the proponent to recommend best method and approach.



15. Is it an expectation that you will require your vendor to conduct exit interviews / on-site intercepts?

A: Not necessarily as we currently conduct daily exit surveys and have been doing so consistently for years. It is up to the proponent to recommend best method and approach.

16. Will you be able to provide a ballpark budget?

A: We are unable to provide our budget

17. Are you looking for a specific margin of error?

A. We are looking for recommendations for reliable sample and acceptable margin error considering our cultural product.

18. Would Toronto or GTA residents be included in the Regional group?

A. Regional market can include Toronto 400 - 500 km radius but in Canada only.

19. Regarding the members and past members to include in the local group:

a. Will you provide a list or database of members and past members?

A: Please see the answer provided for question #2.

b. If yes,

i. How many records are there in the database?

R: Approximately 8,000

ii. What proportion has phone numbers?

R: 80%

iii. What proportion has email addresses?

R: 70%

iv. Can the database be provided to the research firm for survey or focus group recruitment purposes? Or, must the communications come directly from the NGC?

R: Please see the answer provided for question #2.

v. Have you used this database for research before?

R: No

20. The RFP states we need to complete Section D; however Section D is not a form. Are you asking to ensure our proposal addresses the points listed in Section D? Could you please clarify what is expected to do with this section, or if there is a form missing?

A. Yes, we are asking that the proposal addresses the points listed in Section D.



21. Are you accepting proposals from firms located outside Canada?

A: Yes.

22. Can we submit the proposal through courier or mail and ensure that they reach you on time (on or before 2:00PM EST 9th March, 2015)?

A: Yes, but if bids are received after 2:00PM EST on March 9, 2015 they will be returned unopened.

23. In case the bid is awarded to us, we are open to signing up the non-disclosure agreement. And on signing the same, would NGC provide us with the database for NGC audiences divided into 3 segments National, Regional and Local. We will return it to NGC on completion of the project.

A: Please see the answer provided for question #2. Our database is comprised of members. We would not be providing database information for the National and Regional segments.

24. Will the NGC make the results of previous tracking/U&A research available, or at least, the methodologies (including questionnaires) available to us so we have a better foundation for designing a methodology that ensures consistency with past research efforts?

A: Yes, the selected proponent will be provided access to all our past research surveys.

25. Can the NGC provide us with the results of visitor satisfaction research?

A: Yes, upon contract award.

26. Does the NGC have a segmentation of visitors and/or target audience profiles that can be shared with us?

A: Yes, we can share our visitor profile data upon contract award. Also, please see the answer provided for question #2.

27. Will the NGC be able to provide us with lists of members (and email addresses), both active and lapsed, who can be contacted for research purposes?

A: Please see the answer provided for question #2.