

Question 13

Would you like a full resume for each member of the Research team dedicated to CMHC, or would a detailed bio suffice?

Answer 13

Proponents are to use their own discretion with respect to the resumes and experience of staff list in their response to this RFSA.

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Question 14

Would you be able to briefly describe the creative concepts in the sample qualitative project?

Answer 14

As stated in the RFSA these scenarios outlined in the sample projects are only hypothetical and will not be executed. Therefore no creative concepts exist. However for the purpose of the sample project proponents can assume the creative concepts would be in the form of story boards or other format suitable for focus group testing.

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Question 15

How many unique visits do you currently receive on your main website? English vs. French?

Answer 15

This data is not relevant to the RFSA.

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Question 16

What is the average time a visitor spends on your website? English vs. French?

Answer 16

This data is not relevant to the RFSA.

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Question 17

How many followers does CMHC have for the following: Twitter, Facebook, Linked In? How have these grown?

Answer 17

This data is not relevant to the RFSA.

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Question 18

Do you currently track feedback from social media channels? If so, do you qualify the sentiments of this feedback – positive vs. negative? What is the current ratio?

Answer 18

This data is not relevant to the RFSA.

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Question 19

If you could describe one main thing CMHC is looking to improve from its current research providers, what would that be?

Answer 19

CMHC does not provide public feedback related to the performance of its current research providers.

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Question 20

Section 4.5 of the RFSA: Response to Statement of Services (p16) states:

“In this section, the offeror MUST provide detailed information relative to the specifications listed in Section 3, The Statement of Services to be covered under this Supply Arrangement (SA).”

We understand that we need to provide information about the services listed in 3.3. and 3.4 (we are bidding for *both* streams).

**However, do we also need to provide information about each of the service areas listed in 3.2?**

Answer 20

Any experiences or expertise proponents can provide with respect to the statement of services listed in Section 3.2 would be beneficial.