

**Request for Proposals  
Media-Related Universe Estimates Enumeration  
Dallas-Fort Worth DMA  
A Council for Research Excellence Initiative**

**April 29, 2008**

**1. Context**

In June, 2005 Nielsen Media Research, with the support of its clients, created the Council for Research Excellence (CRE) to help direct some of its research and development initiatives. The Council has identified some initial areas of concern and seeks proposals from independent researchers, institutions and research companies to design, execute and report the findings of their research. This request has been authorized by the Council committee which is charged with the creation of media-related Universe Estimates.

**2. Purpose**

The mission of this committee is to determine reliable method(s) for creating, and foster the creation of, accurate, reliable, and updatable media-related universe estimates (including subsets such as age/sex/income/household size/presence of children/geography/ethnicity/language) that are flexible and frequent enough to reflect rapidly changing technologies.

Specifically, the committee seeks proposals for a media-related universe estimates enumeration, preferably of the Dallas-Fort Worth DMA, but any of Nielsen's nine other current LPM DMAs (New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Detroit, Atlanta, Washington ,D.C.) will be considered.

**To propose the optimal method(s) of creating media-related universe estimates, including the following, at a household level.**

- Wired Cable (including telcos)
- Digital Cable
- VOD enabled
- Satellite
- PVR
- VCR
- VCR/DVD
- DVD Recorder
- DVR Player only
- Over-the-air digital
- HD Set(s)
- HD receive over-the-air

- HD receive cable
- HD receive satellite
- Internet at home
- Broadband at home
- DSL at home
- Wi-Fi at home

**And the following technologies at the Household and Persons levels:**

- Cell phone (including separate categories for video, subscribes to Wi-Fi content, internet enabled, etc)
- Video Mp3 player
- Mp3 player
- Video iPod

Proposals without the cell phone and MP3 player data will be considered.

Note that respondents will have varying levels of awareness and familiarity with the products whose ownership is being measured and projected. Please detail your methodology for managing this issue (for example, through questionnaire design), and if your approach will involve interviewing all persons in the household or use a proxy approach?.

### **3. Organizational Profile**

The Council for Research Excellence consists of thirty-three clients of Nielsen Media Research plus two representatives of Nielsen. To learn more about the Council, please see [www.researchexcellence.com](http://www.researchexcellence.com).

The committee addressing media –related universe estimates chaired by Nancy Gallagher, Senior Vice President, News, Sports & Affiliate Research and Data Systems, NBC-Universal. To learn more about the committee, see <http://www.researchexcellence.com/meetings/audiencesconsumption.html>.

The committee will review all submissions and make recommendations to the full Council for final acceptance.

### **4. Proposal Format**

The proposal should contain the following components:

- **Technical**

This section should identify the proposed methodology, specific questions to be employed and the projection methods for universe estimates in the market proposed. The Council committee is seeking to identify, and document effectiveness of, best practices for determining media-related product ownership and household-attribute penetration rates within the proposed market. Non-media related questions (age/sex/presence of children, etc.) should be identical to those asked by the Census Bureau when possible. Questions related to language-use should be proposed using methods considered best-practices by the supplier.

- **Deliverables**

The proposal should lay out the specific processes, results, interpretations, recommendations, etc. to be delivered.

These should include the nature of refusals and characteristics of non-co-operators.

- **Auditing**

The Council may seek to have certain aspects of survey performance audited and/or reviewed by independent third-parties, such as the Media Rating Council. The external costs for this review (for example CPA charges and expenses) will not be the responsibility of the Supplier, however, costs related to supporting the audit internally and supplying all necessary information and computer resources will be the responsibility of the Supplier. Documentation and survey methodology must be sufficient to enable this audit process.

- **Timing**

The proposal should present milestones expressed in number of weeks after the contract is awarded.

- **Cost**

The budget for this project has not been established. Please provide a specific breakdown of your pricing.

- **Profile**

The Committee is looking for researchers/institutions with experience in population and/or media research. Please provide the following information.

1. What is your company/institution's primary line of business?
2. What other work have you done related to population or media research?
3. What capabilities does your company/institution have for data collection, analysis and interpretation?
4. What special resources are available to your company/institution which would help make this project successful?

5. What differentiates you from your competition?
6. Please provide two references for whom you have done projects or with whom you have worked.

#### **5. Basis for Award of Contract**

The Council's evaluation will be based on the Supplier's ability to address all issues and questions in the assignment, and other factors such as sample design and selection methods, interviewing capabilities, interviewing methodology, interviewer diversity and experience, multi-language interviewing capability (English and Spanish at minimum, other languages depending on market proposed by Supplier), question and questionnaire design, projected market response rate, projected response rates among key population groups, quality of documentation, survey internal controls, prior experience, pricing, completeness of proposal, and ability to meet deadlines.

The Council is seeking high quality methods, exemplary execution and thought-leadership in suggesting and illuminating best practices for enumeration and population estimation procedures.

The Council reserves the right to select and/or negotiate with one or more of those Suppliers it deems most qualified, reject any or all proposals received, and make an award in whole or in part.

#### **6. Timetable**

- **Submission Deadline: June 13, 2008**
- **Anticipated Award Date: August, 2008**
- **Data Collection : 4<sup>th</sup> Quarter 2008**
- **Anticipated Completion date: 1<sup>st</sup> Quarter 2009**

#### **7. Proposal Submission**

Richard Zackon is the facilitator for the Council for Research Excellence. Submissions should be sent to [rzackon@researchexcellence.com](mailto:rzackon@researchexcellence.com).

#### **8. Other terms**

- Following the date at which the Council receives the Supplier's proposal and pricing, that proposal and price shall be binding on the Supplier in all respects for a period of 90 days.
- In submitting a proposal, the Supplier understands that the Council will determine at its sole discretion which proposal, if any, is accepted.

The Supplier waives any right to claim damages of any nature whatever.

- This RFP defines specific requirements only. It is not intended to be, nor should it be construed as, an offer to contract. The Council will consider each proposal, but is under no obligation to act on any proposal. All submitted proposals shall become the property of the Council.
- Each supplier agrees that they shall absorb all costs incurred in its preparation, revision, and presentation of any proposal.
- When applicable, any travel and lodging will be billed at cost.
- At the conclusion of the project, all materials developed by the project team will become the exclusive property of The Nielsen Company.

**9. Additional information and Clarifications**

Please submit all questions to [rzackon@researchexcellence.com](mailto:rzackon@researchexcellence.com).