

**Data Quality Committee  
Council for Research Excellence**

Date Issued: June 30, 2015



**REQUEST FOR PROPOSAL  
Research Review**

The mission of the Council for Research Excellence is to advance the knowledge and practice of methodological research on audience measurement through the active collaboration of Nielsen's clients. Since its founding, the Council has identified some areas that require exploration and has sought 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's Data Quality Committee, which is responsible for addressing and providing insights into methods to improve data quality for media measurement.

**Purpose:** The Data Quality Committee would like to determine in what way and to what extent bias may be impacted when more than one type of device (e.g. television sets, tablets, computers) is metered in a home.

**Objectives:** The goals are to:

- Establish if there is a bias among potential sample homes that own/use different devices and if/how that bias is linked to a specific device or if there are any shared/prominent characteristics among sample households that choose to exclude certain devices (ex. are they perhaps more willing to let Nielsen measure their tablet than their mobile phone or vice versa).
- Establish the propensity of sample homes to allow measurement of work devices (computers, tablets, mobile homes etc.)
- Determine if and to what extent there is an impact on bias when all television sets, but not all computers, mobile phones or tablets, are required to be measured.
- Determine the validity, tradeoff, and statistical reliability of using the national sample for missing persons' data from digital census data (when not all devices in the national sample homes are metered).

**Organizational Profile**

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

The Data Quality Committee is chaired by Ceril Shagrin, EVP of Audience Measurement Innovation and Analytics for Univision Communications Inc., The Vice Chair is Maggie Strickland of Gannett.

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

**Proposal**

**Process:** The selected group or candidate will be granted access to extensive data from a Nielsen panel composed of households that no longer qualify to participate in the sample (for various reasons). That being said, the Committee is not suggesting that this be the only proposed method of data compilation or recruitment.

**Deliverables:** During the selection process, candidates should prepare a presentation or document that outlines how they plan to gather information, the proposed methods of recruitment, a description of what information will be provided (questions that will be answered when the project is completed) and their goals.

**Proposal Format:** The proposal should contain the following components:

. **Problem Statement:** This section should identify some of the key challenges of multi-device measurement, impact on data quality when not all devices are measured and strive to determine the reasons/characteristics/technologies impacting the multi-device nonresponse bias.

. **Process:** This section should identify the proposed data gathering and recruiting methodology, specific questions and data to be employed and the major individuals/sources to be approached.

. **Deliverables:** The proposal should lay out the specific processes, and the anticipated goals to achieve when the report is delivered.

. **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 candidates with expertise in survey research and/or technologies. Candidates should have a media measurement background.

### **Basis for Award of Contract**

The Council's evaluation will be based on the researcher's ability to address all issues and questions in the assignment, and other factors such as research design, prior experience, pricing, completeness of proposal, and ability to meet deadlines.

The Council is seeking the highest quality methods, exemplary execution, and thought-leadership.

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

### **Timetable:**

- **Proposal Submission Deadline: July 21, 2015**
- **Anticipated Award Date: August 11, 2015**

**Proposal Submission:**

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

**Other terms**

. Following the date on which the Council receives the researcher’s proposal and pricing, that proposal and price shall be binding on the researcher in all respects for a period of 90 days.

. In submitting a proposal, the researcher understands that the Council will determine at its sole discretion which proposal, if any, is accepted. The researcher 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 and approved, any travel and lodging will be billed at cost.

. The CRE intends to share this information publicly.

**Committee Members:**

Ceril Shagrin	Univision	Chair
Maggie Strickland	Gannett	Vice Chair
Ann Casey	Weigel Broadcasting	
Leah Christian	Nielsen	
Toni Falvo	Tribune	
Nancy Gallagher	NBC Universal	
Gary Heller	CBS Radio	
Belia Jimenez	Univision	
Pat Liguori	ABC Owned Television Stations	
Billy McDowell	Raycom Media, Inc.	
Christine Pierce	Nielsen	
Beth Rockwood	Discovery Communications	
Richard Zackon	CRE Facilitator	