

Asian American Media Consumption Study Request for Proposal

Background:

In 2016 Asian American Advertising Federation commissioned a study among Asian American consumers. The study result was released at the end of 2016 and presented at the 2017 Asian Marketing Summit in Los Angeles.

The 3AF 2018 Asian American Media Consumption Study, second edition, will be a comprehensive resource on Asian American's media behaviors in the U.S. The second study seeks to expand on the first study and provides a more in-depth look on Asian American's use of digital media in addition to traditional media.

Key Objective:

The primary objective of the Asian American Media Consumption Report is to provide industry stakeholders an up-to-date data and insights on Asian American consumers' media consumption behaviors that reflect the rapidly changing media landscape.

In addition to comparing and contrasting each Asian sub-segment (i.e. by country of origin) as well as English-language vs. in-language media consumption, the study will include a readable sample of general market consumers to provide benchmarking for the study.

Methodology:

Quantitative Survey

Conduct 1650 online interviews with Asian Americans and general market consumers. Interviews conducted with General Market consumers are for comparison purposes only. Respondents will have the option to complete the interviews in the language of their choice (Chinese, Vietnamese, Korean) or in English.

The sample will include 1400 interviews among Asian American consumers as detailed below and 250 General Market consumers (majority Caucasian with some Hispanic and African American consumers per Census data) for a total of 1650 respondents. Majority of the sample will be sourced online and supplemented with in-person intercept and phone interviews as see fit by research supplier.

The survey will be available in English, Chinese, Korean and Vietnamese. For Chinese, Korean and Vietnamese respondents, at least 50% of the interviews should be completed in language. At least 60% of the sample should be foreign.

The total will be weighted according to Census distribution for analysis.

Total interviews = 1650

Asian American	N=1400
Chinese	N=250
Filipino	N=250
Indian	N=250
Korean	N=250
Vietnamese	N=250
Other	N=150

General Market (include Caucasian, Hispanic and African American)	N=250
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Screening Criteria

- Self-identified (nationality)
- Aged 18+
- ½ male/female
- At least 60% foreign born
- For Chinese, Vietnamese, Korean, at least 50% of the quota to be conducted in-language

In addition to the methodology described above, we encourage research partners to propose creative methodology such as inviting a subset of sample to participate in an online media journal exercise to add context to the survey results. Please list additional costs for additional proposed research elements as separate items.

Timing:

<i>Focus Area</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>April</i>	<i>May</i>
Distribute RFP and collect proposal	X					
Decide on supplier	X					
Finalize questionnaire		X				
In field			X			
Analysis and report draft				X		
Presentation development					X	X

Survey Instrument

The questionnaire will be developed by 3AF in collaboration with third party reviewers with subject matter expertise.

Desired Deliverables

- All project management services necessary to keep the project running smoothly, including but not limited to:
 - Review of questionnaire designed by 3AF
 - Translation of questionnaire into Asian languages (please include options with and without back translation)
 - Programming of questionnaire and translation overlay
 - Field management and regular reporting of data collection progress
 - Preparation of all data deliverables outlined below
- Weight the sample data to accurately reflect the populations
- Up to 4 banners of cross-tabulations with significance testing
- Fully-labeled SPSS file that includes summary variables (top-2 box, etc.) and variables that correspond to banner columns (e.g. collapsed income categories represented by each income banner column rather than just the more detailed income groups, etc.)
- Fully-labeled raw data file in Excel
- A written report of the findings with clearly articulated conclusions, insights and a visual representation of the data.

Proposal Evaluation

Proposals will be evaluated by the 3AF Research Committee. Evaluation and decision making will be based on experience and expertise in conducting research on the target segment, creativity in research design, presentation of proposal and overall value.

Responding to the RFP

We are requesting proposals by **December 15, 2017**. Please include the following information in your proposal:

- A detailed description of your proposed methodology as requested in the detailed methodology section above. Please be sure to include an explanation of the sample sources you would use and address the representativeness of the source you are suggesting.
- Costs of providing the services and deliverables described above.
- Expected timeline or timing requirements
- Qualifications of project staff and description of relevant organizational capabilities. Please include any partners or sub-contractors expected to be used.
- Any relevant expertise with AAPI research
- Any additional comments – we welcome any suggestions concerning the methodology as well as other comments.

- References if requested
- Report writing sample

If you have any questions about the RFP, please submit your questions by December 8, 2017.

Contact

Please submit questions and proposal to Genny Hom-Franzen at
ghomfranzen@3af.org