



CALL FOR PROPOSALS

National Opinion Poll, Canadians' Views on Asia

Asia Pacific Foundation of Canada

CONTEXT

The Asia Pacific Foundation of Canada is sending out a call for proposals for its National Opinion Poll. Held approximately every 12-18 months since 2008, this survey is aimed at examining Canadians' views on Asia. It is designed to poll perceptions and attitudes of Canadians towards Asia and Canada-Asia relations across the country. It is a prominent tool of the Foundation, and has been recognized as an indispensable instrument for tracking Canadian public opinion on key issues and debates touching Canada's relation with and position in the Asia Pacific region.

Of note, in April 2011 the Asia Pacific Foundation launched the "National Conversation on Asia," a nation-wide initiative to get Canadians thinking, talking and acting on Canada-Asia issues. Working with private sector founding partners and civil society organizations, the National Conversation seeks to help Canadians develop a greater appreciation of Asia and its implications for Canada, develop innovative ideas for policy responses to maximize benefits for Canada, and create conversations that inspire initiatives across the country. The National Opinion Poll contributes to the conversation by taking the pulse of Canadians at an important juncture in Canada-Asia relations.

Moreover, in June 2013, the APFC hosted the Canada-Asia 2013 conference which brought together over 500 leaders from across Canada and the Asia Pacific to discuss emerging trends in Asia and Canada's response to them. The conference theme of *Navigating Asia's Future, Charting Canada's Strategy* included discussions on opportunities for Canada in Asia's growing service sector, opportunities for Canada to meet Asia's demand for clean technology innovations, building Canadian influence and improving its standing in the Asia Pacific region, and preparing the next generation of Canadians for an Asia-centric world.

It is within this broader context of activities and initiatives that the Asia Pacific Foundation now seeks to conclude an agreement with bodies or institutes qualified to carry out and deliver its 2014 national online poll of Canadian adults (18 years+). The selected body will enter into a formal agreement with the Asia Pacific Foundation of Canada. The survey results will be released publicly on May 27, 2014.

SCOPE OF WORK

To ensure tracking of findings, the 2014 National Opinion Poll seeks to use essentially the same methodology and parameters as in those used in our 2010, 2011, 2012, and 2013 surveys. The parameters of the survey are as follows:

- Online data collection methodology
- Sample size – N=3,550
- Questionnaire length – 12-15 minutes



The successful bidder will be responsible for providing the following to the Foundation:

- Questionnaire programming.** The Foundation will design the questions based on a combination of key questions from previous surveys, and additional questions to reflect the changing issues and debates in Canada-Asia relations. Questions are a combination of single response questions, and agree-disagree/support-oppose grids with statements. There are no open-ended questions (partial or full); coding will thus not be required. The Foundation will provide the final questionnaire for programming. No questionnaire design is required from the bidder. The Foundation will be responsible for translation of the questionnaire into French.
- Online sampling and data collection.** The Foundation seeks to have data collection via an online survey of a representative sample of Canadian adults (18 years+), based on region, age, and gender. To ensure adequate regional sample size, sampling will be done disproportionately according to the following distribution of completed surveys:

North	BC	AB	SK	MB	ON	QC	ATL
150	450	450	400	400	800	500	400

- Data Tables/SPSS Data File.** The Foundation would like to receive the full set of questions broken out by key standard demographic variables (region, gender, age, education, language, urban/rural), as well as four specific “Asia attachment” variables (details provided by the Foundation). Tracking data from 2010, 2011, 2012 and 2013 will be provided to the successful bidder in order to integrate the 2014 results.

For costing purposes, the Foundation would like separate costs for the two following data deliverables:

- A set of data tables with two sets of banners breaking out all questions, and an SPSS data file and data dictionary. The banners would include one set for region and demographic variables, and one set for tracking for the years 2010, 2011, 2012, 2013, and 2014.
- A separate set of data tables for each of the above 8 regions. Each set would have would be produced for each region with one banner only of intra-regional and socio-demographic variables. An SPSS data file and dictionary should be provided as well.

NOTE: No report is required for this research.



CONTENT & SUBMISSION OF PROPOSALS

The proposal must contain:

- An administrative and technical proposal of a maximum of 2 pages, which includes an introduction, a description of the qualifications of the firm and relevant experience (including project team), a description of the proposed methodology, and detailed information with respect to any use of subcontractors. It should also include a timeline for the research.
- A financial proposal of maximum 1 page, which presents a budget statement with estimates of costs (in Canadian dollars) to complete the requirements described in the above Scope of Work. This should include a separate line item for each of the three components in the Scope of Work – questionnaire programming, data collection/sampling, and data tables/SPSS file.

Note: the Asia Pacific Foundation of Canada is a non-profit research institute. It seeks to obtain the best value for the research services provided, and will select the successful bidder on this basis.

PROJECT SCHEDULE

In order to meet its May 27 public release of findings for the National Opinion Poll, the Asia Pacific Foundation of Canada proposes the following schedule for the research program:

Request for Proposal sent out:	January 13
Deadline to receive proposals:	January 31 (12 noon)
Selection of successful bidder:	February 7
Final questionnaire sent to research firm:	February 12
Data collection:	February 24 - March 9
Preparation of data tables/SPSS data file:	March 10 - 23
Delivery of data tables/SPSS data file:	March 24
Review of data tables/SPSS data file:	March 25 – 31
(If required) Request table/file revisions:	April 1
(If required) Delivery of revised tables/file:	April 8

Foundation staff will work with the research firm to ensure this schedule can be met.



IMPORTANT

Upon reception of the proposal, the Asia Pacific Foundation of Canada will confirm having received the proposal. The process of selecting the successful proposal will be done by a Selection Committee internal to the Foundation. Successful and unsuccessful bidders will be notified individually.

Eligible costs can only be incurred after the signature of the agreement between the Foundation and the selected research firm, with the exception of extraordinary circumstances for which no costs can – at no time – be incurred before the submission of the application to this call for proposals. Eligible costs do not include contributions in kind.

Proposals should be sent by e-mail to Ms. Erin Williams at: erin.williams@asiapacific.ca no later than 12 noon (PST) on January 31, 2014. Any and all questions regarding the RFP should be addressed to Ms. Williams at the same e-mail address.