

January 11, 2021

**CLARIFICATION NO. 1**

Re: Solicitation No. 8005400 - On-Demand Consumer Research For Concept Testing

Please be advised of the following clarifications to the above referenced Solicitation.

Q1. How do we calculate the full-time employee percentage on the Workforce Composition Form?

A1. The full-time employee percentage should be equal to the percentage of the Contractor's workforce that falls within the classification of that row.

Q2. What types of partners are being considered for this RFP? Are they primarily research companies or in other industries?

A2. Any Contractor that can meet the requirements/qualification of the scope of work.

Q3. Given the unprecedented impact the COVID-19 pandemic created for the travel industry, the criteria for air travelers (1+ trips in the last 12 months) will focus on a very small universe and likely will look very different than typical air travelers. Can we consider the criteria to be defined as those who would take 1+ trips in a year under normal circumstances?

A3. No. For the purpose of this solicitation, the criteria for air travelers should be 2+ trips in a year under normal circumstances.

Q4. For the advanced analytics options, should we consider the TURF and Conjoint to be conducted in separate surveys or the same surveys?

A4. Separate surveys.

Q5. Should the pricing for the advanced analytics options (TURF and Conjoint) include designing and fielding a survey and creating a report or should it be considered an add on to the on demand concept testing in some way?

A5. They should be considered separate studies with separate design, fielding, report, etc.

Q6. Can we recommend different sample sizes or number of interviews if we feel it would be better for analysis? If so, how should we share alternative pricing? Is there an alternative option form we should use?

A6. Please recommend the sample size that would be best for analysis, based on the parameters provided, and provide a single price for that option.

Q7. Do you have a preferred number of participants per focus group or should we just make a recommendation on what we feel is most effective for the methodology?

- A7. Contractor should assume eight (8) participants.
- Q8. Do you have a preferred number of participants for the bulletin board or should we just make a recommendation on what we feel is most effective for the methodology?
- A8. Contractor should assume fifteen (15) participants.
- Q9. The work that we conduct on behalf of our clients especially in the area of concept testing is proprietary due to the confidential nature of the concepts being tested. Will we be penalized if we cannot provide contact information for all 5 cases in the reference list?
- A9. No. If the examples are provided, the name of the client can be excluded.
- Q10. [7.2.4.9.1] Is the preliminary implementation plan with a Gantt chart requested for each type of service (qualitative and quantitative) or only the Quantitative Concept testing? It may be difficult to describe 6 services, including timelines in a 4-page section limit.
- A10. The page limit is a recommendation, not a requirement.
- Q11. Is the 18% M/WBE requirement important for each service or the whole program? E.g. if we were to use a M/WBE sub for qualitative only, but it comprised 18% of costs for the entire program, would that be looked at differently than 18% on each service?
- A11. The contract-specific goal is a percentage of the total dollar value of all work on such Contract.
- Q12. What incidence should we assume for "air travelers in the U.S. (one or more trips in the last twelve (12) months)"? Pre-COVID, we would assume ~40%. If the research is conducted in mid-2021, incidence could be much lower.
- A12. For the purpose of this solicitation, the criteria for air travelers should be 2+ trips in a year under normal circumstances.
- Q13. [8.6] Do we need to have the proposal bonded?
- A13. No.
- Q14. [5.1 Advanced Analytics – Conjoint] It is requested that there be a minimum of 100 observations per combination. With 4 factors of 4 levels each, that is 16 combinations, which comes to n=1600. That is far more than we would typically recommend. Confirming we are understanding that line correctly.
- A14. For consistency, please keep with one-hundred (100) observations per combination.
- Q15. I assume we'll recommend the number of participants and length of groups/IDIs for the qualitative services. Please let me know if you have a standard for length (e.g., 1 hour IDIs and 2 hours for FGs – just an example).
- A15. Please assume eight (8) participants and 1-hour focus groups.
- Q16. For in-person groups, assuming feasibility at some point, are these ever done at the airport, or are they always off-site? Of course we can schedule and manage an off-site facility for these, but just wondering as it impacts cost estimates.
- A16. Assume off-site.

