



Request for Proposals – Ohio Public Opinion Research

Release Date: Monday, October 2, 2017

Due Date: Monday, October 16, 2017 by 5:00pm EST

Project Timing: October 2017 – December 2017

Submission Information: Submit all proposals electronically to: research@ohiochamber.com

Questions: Deadline for questions is Tuesday, October 17, 2017. Direct questions to Katie Kogelman, 614-629-0921 or email kkogelman@ohiochamber.com

Project Summary:

Conduct non-partisan public opinion research that includes polling and focus groups for the possibility of an Ohio business image campaign that will be implemented by the Ohio Chamber of Commerce.

For the Ohio Chamber of Commerce to create a strategic and compelling image campaign, the organization needs to understand more about the public's opinion regarding the business community in Ohio.

The Ohio Chamber of Commerce Research Foundation has been tasked with:

- identifying the current public opinions and sentiments regarding the business community,
- identifying target demographics who have a less than favorable opinion of the business community,
- and identifying positive messaging that will boost the demographic's opinions of the overall business community of Ohio.

Description of Work:

The firm will be responsible for conducting and analyzing public opinion research via polling and focus groups related to the business community. The business community of Ohio is very diverse. Therefore, we need comprehensive data.

- Polling sample size must be at least 800 – preferably 1000.
- Polling sample must represent the entire state of Ohio.
- At least 3 and up to 5 focus groups on business sentiments must be conducted in parallel with polling.
- Focus groups must capture diverse audiences in urban and rural areas located in NW, NE, CNTRL, SW and SE Ohio.

The research must ask approximately ten questions including but not limited to:

- ✓ Who is the target audience (demographic) for the image campaign?
- ✓ What is the most likely sector of Ohioans to have negative opinions regarding business?
- ✓ Are there any secondary audiences to be considered?
- ✓ Are there any regional differences? If so, what makes them different?



OHIO CHAMBER of COMMERCE
**RESEARCH
FOUNDATION**

- ✓ What business language positively resonates with these audiences? What words should not be used or are confusing?
- ✓ What type/size/industry classification resonate most and least with these target audiences?
- ✓ What are the best media platforms for reaching these audiences?
- ✓ Who are the trusted messengers?
- ✓ What political affiliation do these audiences most closely align?

The chosen firm will be expected to complete the following tasks:

1. Work with the Ohio Chamber of Commerce Research Foundation to understand the scope of the project and develop specific research goals.
2. Propose a methodology that will achieve the agreed upon goals.
3. Conduct the research.
4. Analyze results and make communication recommendations relevant to the goals.
5. Prepare final deliverables that include:
 - a. Description of methodology, timing, geographic coverage and margin of error
 - b. Executive summary with key opportunities and challenges described
 - c. Communication recommendations
 - d. Detailed findings
 - e. Identification on attitudinal groups to target.
 - f. Power point presentation
6. In person presentation to the Ohio Chamber of Commerce Board of Directors, or Board Executive Committee

Proposal Outline NOT TO EXCEED 10 PAGES:

Section I: Company Background

Section II: Description of polling and focus group methodology – including any use of outside services

Section III: Project approach, deliverable and proposed timeline

Section IV: Proposed budget with justification

Section V: Three examples of past projects of similar scope (preferably statewide or national)

Section VI: Credentials and experience of all staff members involved in the project

Section VII: Three references with complete contact information

Section VIII: Primary point person's full contact information