August 12, 2019

ADDENDUM NO. 1

RFP 032003
Sport Focused Polling in English and Spanish Inclusive of Ethnic Minorities for the Global Sports Institute

Questions and Answers:

1. Can you provide more information on the objectives of the study? For example - To measure awareness of ASU’s sports programs in the community, or - To understand the barriers to increasing attendance at ASU sporting events.

   A. To measure the attitudes of a diverse American population on timely sports topics.

2. Are there geographic specifications for the sample – for example – all respondents must live in Arizona or all must reside within a 50 mile radius of ASU?

   A. No, we’re looking for a sample that is diverse, in terms of race, ethnicity, and place of residence.

3. What is the intended purpose of the phone interviews? Does the RFP require a certain subset of the interviews be done by phone because it is assumed that one or more groups - like unacculturated Hispanics - are inaccessible online or is it for another reason such as doing qualitative interviews with open ended questions?

   A. The purpose of the interviews is to add inclusiveness of certain populations – those without internet access or a computer, older populations, etc…

4. The scope outlined in the RFP includes Hispanic and Asian cohorts, however interviews are only specified to be conducted in English and Spanish; Asian languages don’t appear to be required. This implies that unacculturated Hispanics may be part of the sample, but not unacculturated Asians. Is that the intent?

   A. Great question. We were specific in identifying Spanish because of the national population size of Spanish speakers and our limited knowledge of polling done for varied Asian cohorts. But we’d definitely be open to polling using various Asian languages, if available.

5. Are there targets for particular countries of origin for either the Hispanic or Asian respondents?

   A. No targets for particular countries of origin.

Questions regarding this notice, please contact me at karson.andersen@asu.edu.

All postings for RFP 032002 can be found at http://www.asu.edu/purchasing/bids/index.html.
Thank you,

Karson Andersen, Supply Chain Buyer
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cc: RFP032002