

Request for Quote – Player Demographic Research and Related Services Q & A

1. The objectives talk about understanding the demographics of players, however the respondent criteria mentions all residents who are 18+. Do you want to survey all adults, which would include players and non-players? Overall respondents screened (i.e. indicating a player or not) must have a total profile that matches the race/ethnic profile of the state of North Carolina. As of the 2015 vintage year of the U.S. Census series starting in 2010, the U.S. Census estimated that the racial distribution of North Carolina's population was 71.2% White American, 22.1% African American, 1.6% American Indian, 2.8% Asian, and 9.1% Hispanic or Latino (of any race). Therefore, respondents screened (player or not) should meet the race/ethnic levels estimated for the state. For example, at least 22.1% of overall people screened should be from African Americans. Players should be the only respondents fully surveyed after indicating that they are a lottery player.
 - a. If yes, then would you still desire the Player sample to be statistically valid at 3% margin of error? N/A
 - b. Do you want to compare Players and Non-players in the results? Results should compare to the latest North Carolina census demographic projections.
2. What definition have you typically used to define a 'Player'? For this study, we are defining a player as anyone that has played the North Carolina lottery within the last 12 months.
3. Do you have any prior data that would suggest what the incidence of Players is in the general population? Below is average incidence for nine-months ending in December 2017 based on player frequency. Data is from year-round brand tracking survey. Tracking of player incidence began in April 2017.

Lottery Player Frequency	Avg.
Played in past 12 months	78%
Played but not in past 12 months	3%
Never played	19%

4. Can you provide more detail on the scoring of proposals, and what weights would be assigned to different categories of the proposal? The NCEL cannot provide scoring weights for this project during the procurement process.
5. In pricing considerations, can you clarify what you mean by proposing rates for any additional optional and/or related services beyond the anticipated work? We don't know if you are asking for a listing of other research services, or if you are thinking of something else related to this

particular project. This pertains to any additional services that relate to this particular study that go beyond the scope of the services requested in the RFQ.

6. Can you clarify the intent behind Affidavits A, B, and C? If we elect to pursue Affidavit A/B, will we essentially score additional points in the proposal scoring? The NCEL has assigned specific points toward the Minority Business portion. All responding Contractors will be evaluated based upon their responses in this category and points will be assigned accordingly. Subsequently, if we pursue Affidavit C, will we be eliminated, or penalized in the scoring, and to what extent? No, completing Affidavit C will not eliminate a responding proposal. As stated earlier, points will be allocated accordingly based upon all the responses in this category.
7. For any attachments requiring a notary signature, can you confirm that a scanned, digital copy is sufficient in our proposal submission? Will the NCEL require the physical hard copies at any point? Scanned, digital copy is sufficient for purposes of submitting a proposal by the proposal deadline date; however, responding contractors must submit the originals to the Designated Contact Person via US Mail/courier prior to any Contract award.
8. What is your expected budget range for this project? The NCEL cannot provide the budget for this project during the procurement process.