

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

Is it possible to get the answer as to why the NCEL does not want to use the most accurate and cost effective market research methodology, i.e. online research?

While usage of phone and/or mail surveys is more expensive and may seem antiquated, it remains to be the best way to ensure you reach low-income respondents. Online only samples are fine for marketing research, but demographic research carries a different level of scrutiny and must be defensible. Since low-income persons tend to have less access to the internet, the phone or mail surveys are the safer bet to ensure we get a sufficient sample across the range of income levels. Past learnings from a study that utilized a mix of online and phone surveys to save costs indicated that online results were likely skewed to a higher income demographic. When phone results from that study were analyzed in isolation, they showed a pattern that would likely have changed the overall results if the phone sample were larger. Those types of inconsistencies are not defensible should someone question the validity of the study. Because of the assumptions made, we must ensure that the methodology is credible and defensible. The NCEL understands the cost implications and is well versed on the advantages and disadvantages of the chosen methodology.