

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

1. We are not familiar with the Price-Matching Preference reference in the RFP (p.2). Can NCEL provide further information on this process? **This is standard language in a State document that is not applicable to this RFP. Please disregard.**
2. The RFP calls for a sample of lottery players with a margin of error of 3% or less (p.4). How many decimal places should that 3% or less include. Should we assume this to be 3.00% or less, or does it mean rounding down to 3%? This will impact sample size and cost. **Rounding down to 3% is acceptable. Please state what the percentage is if not exactly 3.00%.**
3. The RFP calls for screening respondents 18+ with profiles proportional to the demographics of the state of NC. Is this intended to disqualify a simple or stratified random sampling approach? In this approach, post-field weighting would be used to correct for differential response amongst demographic groups. Instead, is NCEL asking that exactly proportional numbers of each demographic group be contacted before screening? **The request to match the state demographic proportions was made to ensure that a sufficient sample from each demographic group is obtained. If a stratified sampling approach can achieve the desired objective of the research without opening up the results to any potential risk of skewing the data or external scrutiny, then that approach will be considered. Each proposal must be clear if it is looking to use a stratified sample, provide clear rationale, and must feel certain that it is a defensible and credible method for this type of demographic focused research. A random sample approach will not suffice since it cannot guarantee a sufficient sample from each ethnic/racial group.**
4. The Affidavit B awards 10 points to vendors attending pre-proposal meetings scheduled by the NCEL. Are any meetings scheduled? **There is no scheduled pre-proposal meetings for this RFP. This is a standard Minority Business Participation form. Only respond where applicable.**
5. Is there an incumbent who has conducted this kind of work previously?  
**A study of this kind has not been previously conducted.**
6. The Hispanic/Latino population of North Carolina constitutes a significant minority group. Some members of this population prefer taking surveys in Spanish. Is it NCEL's expectation that Spanish-language questionnaires or telephone interviewers will be provided for

this population? Yes, that will be necessary to ensure no one is excluded and accurate data is obtained.

7. List all the individuals constituting the Contractor Team who will work on the NCEL Contract. Complete an Authorization For Individual Investigation for each (see Attachment D). First I believe it is referring to Attachment C. As a corporation providing full service market research services nationally and globally, we have never provided our employees (who would be working on the NCEL contract) social security numbers. If we provided all the other information on attachment C for all employees who would be working on the NCEL contract but omitted social security numbers, would our proposal be disqualified? Submission of the Authorization For Individual Investigation is required. In order to conduct the background investigations, the NCEL will need the SS# of all employees who will be working on the NCEL account. Please note that you may submit the forms directly to our Director of Security via a secured method. Please contact Mr. Anthony Downy directly for further instructions.
8. Other than asking questions to determine lottery play and demographics, what other questions/topics does the Lottery want to include into the survey (if any)? To minimize cost and the length of the survey, the lottery is not planning questions beyond the scope described in the RFQ.
9. The “played in the past 12 months” figure of 78% that you provided in the earlier questions, was that from a similar telephone survey methodology, or some other type of survey? How were the questions asked and tabulated to arrive at the 78%? The figure is from an ongoing online survey that began in April 2017. N = 500 NC General Population per month (sample is still required to match demographic profile of the state), allowing Players and Lapsed/Non-Players to fall out naturally. Boost is planned, if needed, to ensure a minimum of N = 100 Lapsed/Non-Players. In Q2, a boost was conducted in October 2017.