



**Qualified Marketing Insights/Research Vendors List
Established September 18, 2020**

The vendors listed below have been selected by Northstar New Jersey Lottery Group, LLC (“Northstar”) after evaluating all of the Proposals submitted in response to the July 20, 2020 Request for Proposals (“RFP”) for Marketing Insights/Research Vendor Qualification. This Qualified Marketing Insights/Research Vendors List (“Qualified Vendors List”) is effective for a period of two (2) years until September 18, 2022.

During the effective period of the Qualified Vendors List, Northstar will order marketing insights/research projects only from those vendors on the Qualified Vendors List unless Northstar reasonably determines in its discretion that no vendor listed on the Qualified Vendors List is capable or available to fulfill the particular requirements of the order.

Any marketing insights/research vendor may apply to be placed on the distribution list for a future RFP for Marketing Insights/Research Vendor Qualification by contacting NSNJProcurements@nsnj.com not later than July 19, 2022.

Bauman Research & Consulting, LLC
Engine International, Inc.
Explorer MWI Corp.
Fuel Cycle Inc.
Hispanispace (dba ThinkNow)
Informed Decisions Group, Inc.
Invoke Solutions, Inc.
Ipsos Limited Partnership
KS&R Inc.
LBR Insight, Inc.
Leger, The Research Intelligence Group, Inc.
MarketView Research Group, Inc.
Maru Group LLC
People Principles Corp.
Protobrand Sciences, Inc.
QuestionPro, Inc.
Radius GMR, LLC
Research America Inc.
Research Strategy Group International
Rose Partners, LLC
Rothstein-Tauber, Inc (dba RTi Research)
Russell Marketing Research, Inc.
SS Holdings Group, LLC (dba Schlesinger Group)
Strategic Research Partners
The Martec Group, Inc.
Vault Consulting, LLC
View-Finders Market Research, Inc.
YouGov America Inc.