



**Marketing Insights/Research Services Request for Proposal**  
**RFP #19-MIR-720**  
**Questions and Answers**  
**August 20, 2020**

Q1: Can you clarify what you mean by omnibus? Are you looking to participate in a program with other clients, or are you referring to a periodic survey of a range of topics, where NJ Lottery is the only client?

A1: For the purposes of responding to the RFP, interested vendors should estimate pricing by including Lottery-based questions in a program with other clients.

Q2: What proportion, if any, of research for the NJ Lottery is done in Spanish language?

A2: Currently no research is done in foreign languages including Spanish.

Q3: Can you give us a general idea of research studies completed – not results, just a list of projects – that form the foundation of upcoming objectives?

A3: Northstar does not believe this information is relevant in responding to this RFP.

Q4: In what year was segmentation completed?

A4: Northstar does not believe this information is relevant in responding to this RFP.

Q5: Are you currently participating in an omnibus research program?

A5: Northstar does not believe this information is relevant in responding to this RFP.

Q6: What proportion of all research over the past 2 years was in-person methodologies, e.g., pre-recruited central locations or retail intercepts/exit interviews?

A6: In-person methodologies have consisted of approximately 10% of the total research conducted over the past two years.

Q7: Is there a preferred format that the written proposal should be delivered in (e.g., Microsoft Word, Microsoft PowerPoint, other)?

A7: Interested vendors may submit their RFP response submissions in whatever format they deem most appropriate. Northstar does not wish to receive hard copies of interested vendors' RFP response submissions. Interested vendors should email their RFP responses, which conform to the requirements of the RFP, as follows: [nsnjprocurements@nsnj.com](mailto:nsnjprocurements@nsnj.com).

Q8: What specific information should be included in column E? Just cost? Timing also? Any other information?

A8: Column E should include an estimate of the price(s) per sample size an interested vendor would charge for the representative order. Pricing may be listed as a specific price, a minimum price, a maximum price, or a range of prices for each representative order.

Q9: How long are the Qualitative Focus Groups (rows 6 and 7) expected to take (e.g., 90-minutes, two [2] hours)?

A9: For the purposes of responding to the RFP, interested vendors should estimate pricing for the Qualitative Focus Groups based on a 2-hour focus group.

Q10: The specifications indicate that respondents/participants are New Jersey Lottery Players at an 80% incidence. Is that 80% in net, or is it 80% of NJ Lottery players? If the latter, what is the incidence of NJ Lottery players?

A10: For the purposes of responding to the RFP, interested vendors should estimate pricing of 80% of people in New Jersey age 18 plus have played the New Jersey Lottery.

Q11: Row 18 indicates "Sampling: 1000 New Jersey respondents aged 18+". Is there specific information that you are looking for us to enter into Cell E18?

A11: The sampling of 1,000 New Jersey respondents aged 18+ is an example of what would be the requirements for a typical research study.

Q12: Row 83 requests "Consumer Panels/Communities" – would the vendor be responsible for managing an existing community/panel of 5,000 opted-in members?

A12: A selected Qualified Vendor would generally be responsible for hosting the panel and the survey platform. Northstar would generally be responsible for survey development, programming email survey invitations, incentives, tabulations and reporting.

Q13: What else would be expected of the vendor associated with the community/panel specific to the weekly surveys? Email survey invitations? Programming and hosting the surveys? Respondent incentives? Survey data tabulation? Reporting? Etc.

A13: A selected Qualified Vendor would generally be responsible for hosting the panel and the survey platform. Northstar would generally be responsible for survey development, programming email survey invitations, incentives, tabulations and reporting.

Q14: Should the Methodology Specialty offerings be outlined in Schedule 1, the Proposal document, or both?

A14: In the written proposal, an interested vendor should provide detailed information regarding the methodology specialty that they are offering on row 85 on the Schedule 1 –

Marketing Insights/Research Services Worksheet. Row 85 of the Schedule 1 should include the name of the research methodology in column A, additional details of the methodology in column B, and the estimated pricing in column C.

Q15: In addition to time and cost efficiencies, what other benefits is Northstar seeking to gain from a new insights/research vendor?

A15: Northstar is generally seeking, among other things, innovative, cost effective methodologies that will optimize research to gain insights and identify opportunities that can be used to benefit the Lottery's business.

Q16: The current list of qualified insights/vendors is extensive (20 vendors). If a new vendor is added to the list, will that vendor have an opportunity to present capabilities to Northstar's insights/research department?

A16: Northstar does not believe this information is relevant in responding to this RFP.

Q17: Some of the qualified insights/research vendors offer specialized platforms – if those types of services are needed for a project, are we required to use that vendor's?

A17: At this time, Qualified Vendors are not expected to be required to use a specialized vendor's platform; however, if it proves cost effective it may become a requirement based upon the particular project and in Northstar's unilateral discretion. Further details will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

Q18: How important is lottery/gaming research experience? More of an absolute or a "nice to have" requirement?

A18: Depending upon the particular research project, Northstar may consider, in its unilateral discretion, a particular Qualified Vendor's lottery/gaming research experience, in selecting a Qualified Vendor from the Qualified Vendor's List for a particular project.

Q19: Can you provide standardized LOIs for the study types mentioned in Schedule 1? If not, we will state our assumed LOI for each study type, but costs may or may not be comparable to those provided by other bidders.

A19: For the purposes of responding to the RFP, interested vendors should estimate pricing on a 10-minute survey. Schedule 1 - Marketing Insights/Research Services Worksheet should include an estimate of the price(s) per sample size an interested vendor would charge for the representative order. Pricing may be listed as a specific price, a minimum price, a maximum price, or a range of prices for each representative order. Further descriptions of studies will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research order.

Q20: Row 83 of Schedule 1 requests costs for weekly studies through an existing consumer community/panel. Can you clarify what should be included in the cost?

- We're assuming studies will vary in topic each week and will therefore include a range of sample sizes and survey lengths, depending on the weekly topic.
- Is that community/panel being actively maintained, or do we need to provide estimates to manage the community/panel?
- Do we need to include any type of panelists incentive?

A20: A Qualified Vendor selected by Northstar would generally be responsible for hosting the panel and the survey platform. Northstar would generally be responsible for survey development, programming email survey invitations, incentives, tabulations and reporting. Most survey sample sizes are 1,000 respondents with surveys varying in topics and lengths. In addition, studies can be run through Northstar's existing community panel with outside vendors.

Q21: What are the biggest metrics or KPIs the business is looking to improve upon?

A21: Northstar is interested in improving, among other things, the awareness levels of advertising, games and promotions, in addition to increased purchase interest. These metrics will help identify opportunities to increase Lottery sales.

Q22: Who are your main internal stakeholders for research i.e., Product, Marketing, Web Services

A22: Northstar's Product, Sales, Marketing, and Interactive teams are all among the internal stakeholders that conduct research studies.

Q23: How would you measure the success of a community program?

A23: Success of a community program will generally be measured by, among other things, ease of execution and programming, transfer and management of community members, attentive customer service, and the survey platform.

Q24: Our assumption is we will provide the survey and analysis platform/technology for quantitative studies. Is that correct? If not, please provide details of the current platform.

A24: Qualified Vendors selected by Northstar for particular projects will be responsible for the survey and analysis for quantitative studies. Further details will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

Q25: Does NJ lottery have a database of NJ consumers that play the lottery to be used for focus group recruiting and email surveys, or should we plan to provide ALL consumer sample?

A25: Northstar has a player community that can be used to recruit participants for focus group(s) and/or surveys. However, that will be discussed on a project-by-project basis, we

may use a general population sample to make sure that new, light and lapsed Lottery players are captured. Further details will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

Q26: Confirmation that A&U means attitudes and usage study.

A26: Yes.

Q27: Is the Excel sheet intended to ONLY capture estimated pricing, without any further study description?

A27: An interested vendor should include any further study descriptions in Sections 5(b), Processes and Capabilities, and 5(c) Project Oversight Resources and Capabilities of their written proposals. Column E of Schedule 1 - Marketing Insights/Research Services Worksheet should include an estimate of the price(s) per sample size an interested vendor would charge for the representative order. Pricing may be listed as a specific price, a minimum price, a maximum price, or a range of prices for each representative order. Further descriptions of studies will be discussed on a project-by-project basis.

Q28: It also encourages a written proposal for some or all of the study topics in Schedule 1. Are we understanding this correctly, that you'd like to see a separate, full proposal for every research topic we'd like to be considered for?

A28: No, an interested vendor should complete one proposal that meets all general (Section 3) and submission (Section 4) requirements within the Proposal Contents (Section 5). The proposal should include an estimate of the price(s) per sample size an interested vendor would charge for the representative order in Schedule 1 – Marketing Insights/Research Services Worksheet.

Q29: What is meant by the last Quantitative category – Sampling: 1000 New Jersey respondents aged 18yrs+?

A29: The sampling of 1,000 New Jersey respondents aged 18+ is an example of what would be the requirements for a typical research study.

Q30: In the Schedule 1 – Marketing Insight Research Worksheet, when we download the file, it looks like it jumps rows from 18 to 80. We just wanted to confirm that is intentional, and we didn't miss anything. Can you please confirm?

A30: This is correct, Schedule 1 jumps from row 18 to 80.

Q31: In the Schedule 1 – Marketing Insights Research Worksheet, under the first section, Qualitative Research, it asked for estimates for a set of 3 focus groups. How long might these focus group sessions be? Should we assume 1 hour?

A31: For the purposes of responding to the RFP, interested vendors should estimate pricing for the Qualitative Focus Groups based on a 2-hour focus group.

Q32: Should we assume that any rewards/incentives for focus group participation is to be handled by NSNJ, or the vendor?

A32: The Qualified Vendor selected by Northstar for a particular project is responsible for providing any incentives. Further details will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

Q33: On a specific project basis, do you typically conduct focus group discussions in multiple locations in New Jersey (i.e. Northern, Central and/or Southern) or have you used 1 location for these types of projects?

A33: For the purposes of responding to the RFP, interested vendors should estimate pricing for a location in each of Northern and Southern New Jersey, as the locations used to conduct focus groups.

Q34: With regard to sampling, in addition to wanting pricing for 1000 NJ respondents over age of 18, do you ever conduct studies that have more specific demographic or regional qualifications for participation?

A34: Typically, sampling is 1,000 New Jersey respondents over the age of 18; however, there may be projects that may have specific playership qualifications for participation that will be identified on a project-by-project basis.

Q35: Can you provide incidence of participation among panel members? Is an incentive offered for their participation?

A35: Incidence of participation among panel members is around 20-25%. A monthly sweepstakes is held for ten (10) winners to receive a \$10 Scratch-Offs ticket as a prize.

Q36: Pricing for using the panel should be for survey development/programming and analysis – correct?

A36: A Qualified Vendor selected by Northstar would be generally responsible for hosting the panel and the survey platform. Northstar would generally be responsible for survey development, programming email survey invitations, incentives, tabulations and reporting. Most survey sample sizes are 1,000 respondents with surveys varying in topics and lengths. Further details will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

Q37: Do you provide the option to complete the survey in a foreign language (i.e., Spanish)?

A37: Currently no research is done in foreign languages including Spanish.

Q38: Does the Northstar/NJ Lottery ever interview out-of-state players (including NY/PA residents who may work in/live in close proximity to NJ) – has there been any consumer research focused on non-NJ residents?

A38: No, the majority of research conducted by Northstar focuses on the participation of New Jersey residents.

Q39: When pricing out studies, many of the listed methodologies will have uniform pricing. However, an Omnibus methodology typically is limited in questions and survey length. Our experience has shown that Omnibus surveys are 8-10 questions, totaling approximately 5 minutes in survey length. Can you please let us know how to base pricing off of an Omnibus? Additionally, will this methodology require charting and analysis?

A39: For the purpose of responding to this RFP, estimate pricing based on 8-10 questions, totaling approximately 5 minutes in survey length, and the only deliverable is that the vendor provides the tabulation data.

Q40: Based on past experience, please provide an understanding on how in-depth analysis needs are. Will charting and reporting suffice, or does your team require more in detailed analyses?

A40: For the purpose of responding to this RFP, estimated pricing based on charting and reporting is sufficient.

Q41: With regards to the Community/Consumer Panel, can you please provide clarification on your specific needs? Do you only require assistance with email deployment to your list of respondents, or do you have programming, field management, and incentive distribution?

A41: A Qualified Vendor selected by Northstar would generally be responsible for hosting the panel and the survey platform. Northstar would generally be responsible for survey development, programming email survey invitations, incentives, tabulations and reporting.

Q42: Under the New Jersey Open Public Records Act (OPRA) can we mark our pricing as “confidential”?

A42: As set forth in the RFP, Paragraph 6C, any request by an interested vendor for confidential treatment of any portion of the interested vendor's proposal should follow the cover letter. Any information in an interested vendor's proposal that an interested vendor claims is confidential must be clearly identified in the proposal. Each page or relevant portion of a page containing such information must be clearly marked as "Confidential," and the proposal must include an explanation of the specific grounds for exemption under OPRA (or any other law or rule that supports a request for confidential treatment). If an interested vendor requests confidential treatment of a portion of a proposal, the interested vendor must submit with the proposal an additional, redacted version of the proposal with confidential information deleted. The redacted version of the proposal must describe the general nature of the redacted material. Northstar will not honor any attempt by an interested vendor to designate its entire proposal as proprietary, confidential and/or to claim copyright protection for its entire proposal.

Northstar may be required to furnish to the State of New Jersey and/or the Division of Lottery certain information and materials pertaining to the RFP, including but not limited to the complete, unredacted proposals submitted in response to the RFP. Under the New Jersey Open Public Records Act, N.J.S.A. 47:1A-1 et seq. ("OPRA") and New Jersey law, information, documents and materials furnished to the State of New Jersey and/or the Division of Lottery may be subject to public disclosure. Whether or not certain information, documents and materials that an interested vendor has marked as confidential is/are exempt from public disclosure will be decided by the State of New Jersey and/or the Division of Lottery based upon an interested vendor's explanation of the specific grounds for exemption under OPRA (or any other law or rule that supports a request for confidential treatment), the applicable requirements of OPRA (or any other law or rule that supports a request for confidential treatment) and New Jersey law.

Q43: For projects where [vendor] recruits the participants, can we augment your 5,000-person community with outside panel sources?

A43: Yes.

Q44: Could NSNJ separate the Price study from Brand Equity study as noted in Schedule 1 line 17?

A44: Yes, an interested vendor can break out Price and Brand Equity studies.

Q45: What format would you like the response submission to be delivered in for the general overview of capabilities and the capabilities/approach to the requested research services? (e.g., Word? PPT?)

A45: Interested vendors may submit their RFP response submissions in whatever format they deem most appropriate. Northstar does not wish to receive hard copies of interested vendors' RFP response submissions. Interested vendors should email their RFP responses, which conform to the requirements of the RFP, as follows: [nsnjprocurements@nsnj.com](mailto:nsnjprocurements@nsnj.com).

Q46: Playership: Are there any relevant P12M incidence rates you can share on scratch or draw play in NJ?

A46: In the past 12 months incidence rates are: 60% Scratch-Offs play and 40% Draw Games play.

Q47: A&U + Tracking Studies: Are there any relevant organizational or market segments that might be useful to the definition of the sampling frame or analysis for some of the more strategic or tracking studies? (e.g., geographic sub-regions, lines of business).

- And do you typically screen for/require measurable sub-samples scratch/draw players for these studies?

A47: The sampling of 1,000 New Jersey respondents aged 18+ is an example of what would be the requirements for a typical research study. Analysis of any sub-samples will be completed at the back end of a survey.

Q48: Online Qualitative Research: Can you clarify whether you are interested in real-time OL groups, message boards or both?

A48: Online Focus Groups.

Q49: Concept Testing: Would you be testing concepts within your existing panel or among the general NJ population or both?

- What lines of business will product/ad concepts be evaluated for (e.g., scratch, draw, other?)?

A49: Testing concepts can have samples from both the existing panel and general New Jersey population. Concept Ads can be evaluated for Scratch-Offs and Draw games.

Q50: Brand Equity Study: Do you have an existing BE study or would this be a new program?

A50: Northstar does not believe this information is relevant in responding to this RFP.

Q51: Panel/Community: Clarifying... there is no need to empanel the 5,000. But would you need costs for a mid-year refresh (and if so, do you have an estimated attrition rate?)?

A51: Northstar periodically purges any respondents that have not participated in the community in six (6) months; therefore, a mid-year refresh is not necessary. Recruiting new panelists is ongoing.

Q52: Sampling: can you please clarify what you are looking for here?

A52: The sampling of 1,000 New Jersey respondents aged 18+ is an example of what would be the requirements for a typical research study.

Q53: What types of research studies has the New Jersey Lottery completed the past two years? Please provide a list of all market research studies completed by year, the vendor who completed the study and a cost for each study.

A53: Northstar does not believe this information is relevant in responding to this RFP.

Q54: Has the New Jersey Lottery been conducting an ongoing quarterly tracker? If so, for how many years have you been conducting quarterly tracking? How many interviews are conducted each



quarter? What is the length of the survey used for the quarterly report? Is it an online survey or a hybrid (online/telephone)?

A54: Northstar does not believe this information is relevant in responding to this RFP.

Q55: When was the last segmentation survey conducted? How many interviews were conducted? What was the cost for the study?

A55: Northstar does not believe that costs of past segmentation stud(ies) are relevant in responding to this RFP.

Q56: Who are the current game vendors for the New Jersey Lottery?

A56: Northstar does not believe this information is relevant in responding to this RFP.