

Revised - Schedule 1 – Research Services

VENDOR NAME:			
Research Services			
<b>Qualitative Research</b>			
Estimates for a set of 3 Groups of NJ Lottery Players (80% incidence), 8-10 Participants per group, in person data collection and research methods			
Focus Groups			
<b>Quantitative Research</b>			
Estimates limited to New Jersey residents, length of average interview should be based on a standard 10-minute online interview and an incidence of New Jersey Lottery playership at 80%			
	500	1,000	1,500
Shopping studies			
Advertising measurement research			
Concept/Product/Innovation Testing			
Product testing			
A&U studies			
Segmentation studies			
Conjoint			
Omnibus			
Tracking studies (presume a 4 quarter study over 1 year)			
Social media studies			
User Experience			
Media Measurement			
Pricing studies			
POS tracking/analytics			
Customer/Brand Experience			
Consumer panels/communities *Please provide estimated pricing using an existing 5000-member consumer community/panel, to be revisited on an annual basis, with survey frequency on a weekly recurrence over a period of one (1) year			
Consumer communities			
Sampling			
Mystery Shopper			
Innovation Research			
Market Optimizing Sizing			