

Idaho Lottery Research RFP
Questions and Answers:
Updated 3/13/2017

- 1. Thank you for outlining the annual budget for research services of \$150,000. Will the budget cover all of the research needs for the Idaho Lottery (segmentation, tracking study and Insight Community)?**

YES. The \$150,000 will need to cover all the research services in one fiscal year. Of course projects can be strategically spread out as necessary to accomplish goals.

- 2. What level of service would you expect for the insight community? Do you plan on deploying studies and running your own analysis or do you expect the vendor to perform those functions?**

I guess the level of service might depend on the cost. We prefer to have itemized pricing as mentioned in the budget section to be able to do a cost versus reward analysis when it comes to service levels for the insight community. That being said, we feel confident we could do our own analysis if necessary.

- 3. In some jurisdictions, State Law allows for a maximum price increase year over year, is this the case for Idaho?**

No, we do not have a maximum year over year price increase limit.

- 4. Will there be an assigned day-to-day contact to manage the Insight Community?**

Yes, we will have an assigned day-to-day contact to manage the insight community.

- 5. Are any recent market research reports or presentations for the Idaho Lottery available that can be shared with bidding organizations? If so, please provide a source for copies of available reports.**

Here is a link to the requested documents:

https://www.dropbox.com/sh/kafiqd71ybljtxz/AABXgTaxUkg9u7RpYrt3F8A_a?dl=0

- 6. Are any recent research instruments (questionnaires, outlines, etc.) developed for the Idaho Lottery available that can be shared with bidding organizations? If so, please provide a source for copies of available instruments.**

Here is a link to the requested documents:

https://www.dropbox.com/sh/kafiqd71ybljtxz/AABXgTaxUkg9u7RpYrt3F8A_a?dl=0

- 7. Are results for Idaho available as breakout data in existing marketing research for the multi-state games? If so, which games are those, and will those results be made available to the contracted vendor?**

The only game we have breakout data for when it comes to national studies is Powerball. All information we have will be shared with the contracted vendor.

- 8. Is it OK to contact individuals in the VIP Club to invite them to participate in a research project, for example, a survey or focus group? What restrictions, if any, are there on types and frequency of contact?**

Yes, we have tapped into the VIP Club for research in the past. They are very willing to participate and we can get up to 3,000 respondents in a week. However, these are very engaged players so a balance with a broader general population sample might be important depending upon the goals of the study.

- 9. What variables or data points, such as contact information and demographics, are available for individuals in your VIP Club database? How complete and current are these data?**

The data points available for our VIP Club are as follows:

First Name and Last Name

Address

City, State, Zip

Email

Phone Number

Birthdate

Gender

Point balance

We know we have some lapsed players in the Club and are working to implement a system to delete players who have not logged in or accumulated points in the past 2 years.

- 10. What is the length of the questionnaire (average minutes and/or number of questions) you have used most recently for segmentation research?**

We do not have a recent segmentation study, however, in years past we have tried to keep the questionnaire to no more than 15 minutes.

- 11. Are there any restrictions on the types or dollar values of incentives that can be given to respondents for Idaho Lottery marketing research?**

Incentives can be offered, however, we do have a predetermined research budget that must be adhered to.

12. What dates are covered by the most recent tracking study conducted for Idaho Lottery? What gaps are there, if any, in the data collection time points? At what intervals were data collected for the tracking study?

Here is the list of research that has been conducted by the Idaho Lottery since 2000:

2000 Retailer Survey
2001 Segmentation Study
2002 Focus Groups
2005 Focus Groups – Scratch Game Testing
2005 Tracking Study
2008 Brand Tracking & Segmentation Study
2008 Focus Groups – Scratch Game Testing
2009 Brand Tracking Study
2010 Scratch Segmentation Study
2010 Retailer Survey
2013 Draw Game Testing
2016 Scratch Game Win Research
2016 VIP Wild Card Survey
2016 VIP Raffle Survey
2017 VIP Powerball Winning Numbers Survey

We have not had a Gen Pop Segmentation study since 2008. Recently we have been relying heavily on our VIP Club to gain quick answers for immediate needs.

13. Is it permitted to include additional materials, such as resumes or marketing materials, in an appendix to the proposal that would be outside the 10 page limit?

We would prefer you keep your response to the 10-page limit. The goal is to have you decide what's most important. However, we will permit additional materials to be included in an appendix.

14. What are the key growth Initiates that the lottery currently has in place which you would like the research to support? Consider such areas as new games, new channels, merchandising and brand enhancement.

The following are the key growth initiative in this year's marketing plan:

1. Optimize product mix to maximize returns.

2. Elevate jackpot alert sales during jackpot runs consistent or better than the rest of the nation.
3. Create strategic promotions that elevate our brand and maximize revenues.
4. Create a retail program to create better business partnerships that result in increased sales.
5. Create a measurement program to identify growth opportunities, test products and measure key initiatives.
6. Embrace mobile technology that will broaden our player base and increase sales.

15. When currently conducting research using the VIP club, what types of response rates does the Lottery normally obtain and what type of incentives have been employed?

Response rates vary, but we have been able to get 3,000 responses in one week. We don't normally offer incentives, but when we do, it's usually to enter into a drawing to win free tickets - \$300 in Scratch tickets.

16. For the previous segmentation work, how many segments did you find? What was the sample frame? How were people surveyed?

2001 Segmentation Study

800 Idaho adults (18+) between May 25 – June 10, 2001

4 segments were identified: Steadfast Supporters, Thrill Seekers, Reserved Dreamers, Comfortable Dabblers

2008 Brand Tracking & Segmentation Study

1,200 Idaho adults (18+) between July 21 – August 1, 2008

4 player segments were identified: Hedgers, Unengaged, Enthusiasts, Up & Comers

2 non-player segments were identified: Risk Averse, Non-Supporters

2010 Scratch Segmentation Study

1,900 Idaho adults (18+) in March of 2010

5 scratch player segments were identified: Fast Funsters, Rigorous Regulars, Cheap Challengers, Impulsive Occasionals, Disengaged Dabblers