

**Attachment 1**

**Amended  
Cost Proposal**

All costs identified in this Cost Proposal must cover all services outlined in Scope of Services, Exhibit A, including questionnaire design and revision as well as all administrative costs, subcontractor costs, overhead, travel and profit.

The Bidder shall complete the tables below so that the entries are already calculated as the total amount to be billed in a month. This means that the cost per interview will already be multiplied by the number of completed surveys.

**PART A: CORE PRICING**

In this scenario, the vendor will be responsible for the collecting the survey data and providing an SPSS file with pre-set variables already constructed. The vendor may propose to conduct the Spanish language interviews either via an internet methodology as the English language surveys or via the telephone using the RDD methodology.

|                         | <b><u>Number of Variables</u></b> |         |         |         |         |         |         |
|-------------------------|-----------------------------------|---------|---------|---------|---------|---------|---------|
| <b>English Language</b> | 80-99                             | 100-119 | 120-139 | 140-159 | 160-179 | 180-199 | 200-250 |
| 200 Surveys             |                                   |         |         |         |         |         |         |
| 225 Surveys             |                                   |         |         |         |         |         |         |
| 250 Surveys             |                                   |         |         |         |         |         |         |
| 300 Surveys             |                                   |         |         |         |         |         |         |
| 400 Surveys             |                                   |         |         |         |         |         |         |
| 500 Surveys             |                                   |         |         |         |         |         |         |
| 600 Surveys             |                                   |         |         |         |         |         |         |

|                         | <b><u>Number of Variables</u></b> |         |         |         |         |         |         |
|-------------------------|-----------------------------------|---------|---------|---------|---------|---------|---------|
| <b>Spanish Language</b> | 80-99                             | 100-119 | 120-139 | 140-159 | 160-179 | 180-199 | 200-250 |
| 30 Surveys              |                                   |         |         |         |         |         |         |
| 40 Surveys              |                                   |         |         |         |         |         |         |
| 50 Surveys              |                                   |         |         |         |         |         |         |
| 60 Surveys              |                                   |         |         |         |         |         |         |
| 70 Surveys              |                                   |         |         |         |         |         |         |
| 80 Surveys              |                                   |         |         |         |         |         |         |
| 100 Surveys             |                                   |         |         |         |         |         |         |

OR

|                         | <b>Average Length of Interview (in minutes)</b> |    |    |    |    |    |    |
|-------------------------|---|----|----|----|----|----|----|
| <b>Spanish Language</b> | 12  | 14 | 16 | 18 | 20 | 25 | 30 |
| 30 Surveys              |   |    |    |    |    |    |    |
| 40 Surveys              |   |    |    |    |    |    |    |
| 50 Surveys              |   |    |    |    |    |    |    |
| 60 Surveys              |   |    |    |    |    |    |    |
| 70 Surveys              |   |    |    |    |    |    |    |
| 80 Surveys              |   |    |    |    |    |    |    |
| 100 Surveys             |   |    |    |    |    |    |    |

A variable is counted for each question or portion of a question that is tabulated separately. For example, age would be one variable. But, a question containing 20 attribute statements would count as twenty variables. .

**PART B: CORE PLUS TABULATION PRICING**

In this scenario, the vendor will be responsible for the collecting the survey data, providing an SPSS file with pre-set variables already constructed and supplying 12 monthly and two annual cross-tabulations of the data. As in the Core Pricing Scenario, the vendor may propose to conduct the Spanish language interviews either via an internet methodology as the English language surveys or via the telephone using the RDD methodology.

|                         | <b>Number of Variables</b> |         |         |         |         |         |         |
|-------------------------|----------------------------|---------|---------|---------|---------|---------|---------|
| <b>English Language</b> | 80-99                      | 100-119 | 120-139 | 140-159 | 160-179 | 180-199 | 200-250 |
| 200 Surveys             |                            |         |         |         |         |         |         |
| 225 Surveys             |                            |         |         |         |         |         |         |
| 250 Surveys             |                            |         |         |         |         |         |         |
| 300 Surveys             |                            |         |         |         |         |         |         |
| 400 Surveys             |                            |         |         |         |         |         |         |
| 500 Surveys             |                            |         |         |         |         |         |         |
| 600 Surveys             |                            |         |         |         |         |         |         |

|                         | <b>Number of Variables</b> |         |         |         |         |         |         |
|-------------------------|----------------------------|---------|---------|---------|---------|---------|---------|
| <b>Spanish Language</b> | 80-99                      | 100-119 | 120-139 | 140-159 | 160-179 | 180-199 | 200-250 |
|                         |                            |         |         |         |         |         |         |
| 30 Surveys              |                            |         |         |         |         |         |         |
| 40 Surveys              |                            |         |         |         |         |         |         |
| 50 Surveys              |                            |         |         |         |         |         |         |
| 60 Surveys              |                            |         |         |         |         |         |         |
| 70 Surveys              |                            |         |         |         |         |         |         |
| 80 Surveys              |                            |         |         |         |         |         |         |
| 100 Surveys             |                            |         |         |         |         |         |         |

OR

|                         | <b>Average Length of Interview (in minutes)</b> |    |    |    |    |    |    |
|-------------------------|---|----|----|----|----|----|----|
| <b>Spanish Language</b> | 12  | 14 | 16 | 18 | 20 | 25 | 30 |
|                         |   |    |    |    |    |    |    |
| 30 Surveys              |   |    |    |    |    |    |    |
| 40 Surveys              |   |    |    |    |    |    |    |
| 50 Surveys              |   |    |    |    |    |    |    |
| 60 Surveys              |   |    |    |    |    |    |    |
| 70 Surveys              |   |    |    |    |    |    |    |
| 80 Surveys              |   |    |    |    |    |    |    |
| 100 Surveys             |   |    |    |    |    |    |    |

The two banners described here are to provide examples of what the Lottery may request so the vendors may complete the cost proposal. The exact specifications for these tabulations will be finalized once a vendor has been selected.

Master Banner

Total

Ethnicity: White, Hispanic, Black, Asian

Gender: Male, Female

Age: 18-34, 35+, 35-54, 55+

Income: Under \$50,000, \$50,000+

Prospects – positive towards the Lottery and have not played in the past year

Non-Prospects – neutral or negative towards the Lottery and have not played in the past year

Scratchers: Played past 4 weeks, Played past year, Played Past year but not in past 4 weeks

SuperLotto Plus: Played past 4 weeks, Played past year, Played Past year but not in past 4 weeks

Mega Millions: Played past 4 weeks, Played past year, Played Past year but not in past 4 weeks

Played Any Daily Game: Past 4 weeks, Past Year, Played Past year but not in past 4 weeks

Played Any CSL Game Past Year: Yes, No  
Played Any CSL Game Past Month: Yes, No  
Lapsed Player: Played any CSL game past year but not in past 4 weeks

Cross-tabulations of the data with this banner will be provided monthly as well as a tabulation compiled for the calendar year and one compiled for the Lottery's Fiscal Year (July through June).

Player Banner

Scratchers: Played in past 4 weeks, played in past year  
SuperLotto Plus: Played in past 4 weeks, played in past year  
Mega Millions: Played in past 4 weeks, played in past year  
Fantasy 5: Played in past 4 weeks, played in past year  
Daily 3: Played in past 4 weeks, played in past year  
Daily 4: Played in past 4 weeks, played in past year  
Hot Spot: Played in past 4 weeks, played in past year

Cross-tabulations of the data with this banner will be twice a year – once for the calendar year and once for the Lottery's Fiscal Year (July through June).

**PART C: CORE PLUS TABULATION AND AN ANNUAL ANALYSIS**

Additional charge for conducting one special analysis of the annual Tracking Study data \_\_\_\_\_

This cost for this special analysis must include any additional data tabulations needed as well as staff time to conduct the analysis and write a report. The topic for this analysis will be agreed upon by the Lottery and contractor prior to it being started. This topic is likely to vary from year to year.

**PART D: PRICING FOR THE EXTENSION YEARS**

Annual Percentage cost of living increase, if any, beginning in Contract Year 3 (starting July 1, 2012)\_\_\_\_\_

**PART E: PRICING FOR ADDITIONAL TABULATIONS**

Occasionally new issues arise where additional cross tabulations are needed to address the specific question. Please provide a price for an adhoc cross tabulation and a minimum and maximum for your delivery of the cross tabulation in days.

For these estimates, please assume the following:

- New banner points would need to be defined. The number of banner points in the cross tabulation would be somewhere between 8 and 15.
- The number of variables to be run against the banner would be somewhere between 20 and 50.

New Cross Tabulation \$ \_\_\_\_\_ Delivery # Days \_\_\_\_\_  
Min Max

**PART F: PRICING FOR ENGLISH RANDOM DIGIT DIALING SURVEYS**

Please provide your cost for completing English language surveys utilizing the phone survey Random Digit Dialing methodology. This methodology may be used in the event that the Lottery requests a parallel study or simply needs a short-term back up methodology for the internet data scenario. The vendor will be responsible for collecting the survey data and providing an SPSS file with pre-set variables already constructed.

|                         | <b><u>Average Length of Interview (in minutes)</u></b> |    |    |    |    |    |    |
|-------------------------|--|----|----|----|----|----|----|
| <b>English Language</b> | 12   | 14 | 16 | 18 | 20 | 25 | 30 |
| 200 Surveys             |  |    |    |    |    |    |    |
| 225 Surveys             |  |    |    |    |    |    |    |
| 250 Surveys             |  |    |    |    |    |    |    |
| 300 Surveys             |  |    |    |    |    |    |    |
| 400 Surveys             |  |    |    |    |    |    |    |
| 500 Surveys             |  |    |    |    |    |    |    |
| 600 Surveys             |  |    |    |    |    |    |    |