



Commonwealth of Massachusetts – Notice of Intent to Purchase Issued by the Massachusetts State Lottery Commission (MSLC) – There is no Request for Proposal Associated with this Notice.

Introduction

This is a Notice of Intent announcing the Massachusetts State Lottery Commission's (MSLC) intention to purchase from Ipsos Gaming its 2012 edition of the Ipsos Gaming Emerging Market Study on the younger demographic market, in particular 18-34 year olds, as a tool for expanding MSLC's market share. This is a U.S. study, with an optional Massachusetts statewide-specific booster sample of up to 400 respondents that targets this emerging market. This study will be available in July 2012. It is anticipated that the cost will be approximately \$18,000 (\$6,000 for the national study plus \$12,000 for the booster).

This notice seeks only responses from qualified vendor(s) who can offer a similar Emerging Market Study at a more competitive cost structure by July 2012. Criteria and objectives for the Emerging Market study are detailed below:

Emerging Marketing Study – National U.S. Study and Optional Massachusetts Statewide Report - The study should be a national U.S. study, with an optional Massachusetts statewide report that includes the following or generally equivalent content:

- Targets 18-34 year old Americans
- Contains rich tracking data back to 2008
- Includes 1,000 "completes:" individual surveys completed over the Internet
- Includes proportionate sample (based on state population) of surveys of 18-34 year old Massachusetts residents (approximately 20-30)
- Includes questions relating to Internet gaming
- Is presented in detailed PowerPoint format
- Includes detailed tables with cross-tabs
- Includes a sample of approximately 400 "completes:" individual surveys of 18-34 year old Massachusetts residents asking over the Internet the same questions raised for a national U.S. report for the optional Massachusetts statewide report
- Includes a custom report that compares Massachusetts' findings against national U.S. findings and historical data, where applicable
- The optional Massachusetts Statewide report is presented in PowerPoint format
- The optional Massachusetts Statewide report includes detailed tables with cross-tabs

- Will be available by July 2012

Responses may be made through mail or personal delivery. Sealed hard copies are required. Faxed or emailed responses are not acceptable.

Any intentions outlined in this Notice of Intent shall not be binding until a final transaction agreement or contract is signed.

Agency

The mission of the MSLC is to operate a Lottery with the highest standards of security and integrity to earn maximum profits for the Commonwealth. MSLC games have entertained and amused Commonwealth players for over four decades. MSLC has grown and adapted to the ever-changing demands of Massachusetts, economic trends and its residents. MSLC has returned billions of dollars to the Commonwealth for cities and towns throughout the state which is distributed according to a local aid formula established by the Legislature. MSLC is charged with generating revenues through the sale of its products.

MSLC Contact Information

*Jacqueline S. Kassis
Massachusetts State Lottery Commission
60 Columbian Street
Braintree, MA 02184
Tel: (781) 849-5674
Fax #: (781) 849-5579
Lotteryprocurement@masslottery.com*