

Hoosier Lottery

MID: dw4MVRMhsA4VVdtk1xIVgQ==
Date: 7/8/2010

red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03995		Which of the following best describes the primary reason for your visit today?	Check winning lottery numbers to see if I won Search for jackpot amounts Learn more about where lottery money goes Find out how I collect my winnings Read winner stories Learn how to play lottery games Learn about new lottery games Determine where to go to buy tickets Research employment opportunities Sign up for My Lottery Go to My Lottery Obtain information about becoming a retailer Obtain other retailer related information Find gambling support resources Other	A	Radio button, one-up vertical	Single	Y
EDO03996	A	Please describe your reason for visiting the Hoosier Lottery site:			Text area, no char limit		N
EDO03997		Were you able to find what you were looking for?	Yes No Partially	C B,C B,C	Radio button, one-up vertical	Single	Y
EDO03998	B	Please specify what you were unable to find on the site:			Text area, no char limit		N
EDO03999	C	What will you do next?	Go to a retailer and buy a ticket(s) Email Hoosier Lottery with a question Return to the site later Look for the information on another site Call the Hoosier Lottery				
EDO04000		How often have you visited this site in the last 30 days?	This is my first time Two or three times Four or five times A few times a week Daily More than once a day				Y
EDO04001		Which of the following best describes your role in coming to the site?	State of Indiana resident Resident of another State Hoosier Lottery Retailer Business person interested in becoming a retailer Media State of Indiana employee (Including Lottery employee) Other	G	Drop down, select one	Single	Y
EDO04002	G	Please specify your role:			Text field, <100 char	Single	N
EDO04003		Did you use the Search feature (type in the search box) on the Hoosier lottery site today?	Yes No		Radio button, one-up vertical	Single	Y

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EDO04004		Have you purchased a lottery ticket in the last 30 days?	Not sure Yes No Not sure	C, D D D	Radio button, one-up vertical	Single	Y
EDO04005	C	Which of the following lottery tickets have you purchased in the last 30 days? (Please select all that apply)	Scratch-Offs Mega-Millions Powerball Hoosier Lotto Quick-draw Mix & Match Lucky 5 Daily 3 Daily 4 Pull tabs		Radio button, one-up vertical	Multi	Y
EDO04006	D	Which of the following best describes how often you purchase lottery tickets?	Daily Weekly Monthly Every few months Only when the jackpots get really large Holidays or Special Occasions (birthdays, anniversaries, etc.) Never Other	E			
EDO04007	E	How often do you purchase lottery tickets?					
EDO04008		How did you find out about the Hoosier Lottery website?	Television advertisement Radio advertisement In store advertisement News story Personal recommendation Lottery ticket Other	F			Y
EDO04009	F	Please list how you found out about the Hoosier lottery website:					N
EDO04010		If you could make one improvement to the Hoosier lottery site, what would it be?			Text area, no char limit		Y
EDO04011		How old are you?	18-25 years old 26-34 years old 35-49 years old 50-64 years old 65 or older Prefer not to answer				Y
EDO04012		How would you describe yourself?	Hispanic or Latino Black or African American				Y

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			White				
			Asian				
			American Indian or Alaska Native				
			Native Hawaiian or Other Pacific Islander				
			Prefer not to answer				
EDO04013		What is the highest level of education you have completed?	High school or less				Y
			Some college				
			College degree				
			Advanced degree				
			Prefer not to answer				



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