Hoosier Lottery

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MID: dw4MVRMhsA4VVdtk1xIVgQ==

pink: ADDITION

Date: 7/8/2010

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
DO03995			Check winning lottery numbers to see if I won	·	Radio button, one-up vertica	Single	Y
		for your visit today?					
			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	Α			
0003996		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	С	Radio button, one-up	Single	Y
					vertical		
			No	B,C			
			Partially	B,C			
0003998	В	Please specify what you were unable to find on the site:			Text area, no char limit		N
003999	С	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				Y
			Two or three times				
			Four or five times				
			A few times a week				
			Daily				
			More than once a day				
EDO04001		Which of the following best describes your role in coming to the site?	State of Indiana resident		Drop down, select one	Single	Y
			Resident of another State				
			Hoosier Lottery Retailer				
			Business person interested in becoming a retailer				
			Media				
			State of Indiana employee (Including Lottery employee)				
			Other	G			
0004002	G	Please specify your role:			Text field, <100 char	Single	N
0004003			Yes		Radio button, one-up vertical	Single	Y
	I				1.0.000		1

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Not sure	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO04004		Have you purchased a lottery ticket in the last 30 days?	Yes	C, D	Radio button, one-up vertical	Single	Y
			No	D	Vertical		
			Not sure	D			
EDO04005	С	Which of the following lottery tickets have you purchased in the last 30 days? (Please select all that apply)			Radio button, one-up vertical	Multi	Y
			Mega-Millions				
			Powerball	_			
			Hoosier Lotto	_			
			Quick-draw				
			Mix & Match	_			
			Lucky 5 Daily 3	+			
			Daily 4	_			
			Pull tabs	-			
EDO04006	D	Which of the following best describes how often you	Daily				
LD00-1000		purchase lottery tickets?	<i>Daily</i>				
			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				Y
			Radio advertisement				
			Radio advertisement In store advertisement	+			
			In store advertisement News story Personal recommendation				
			In store advertisement News story Personal recommendation Lottery ticket				
			In store advertisement News story Personal recommendation	F			
EDO04009	F	Please list how you found out about the Hoosier lottery website:	In store advertisement News story Personal recommendation Lottery ticket	F			N
	F	website: If you could make one improvement to the Hoosier lottery	In store advertisement News story Personal recommendation Lottery ticket	F	Text area no char limit		N Y
EDO04010	F	website: If you could make one improvement to the Hoosier lottery site, what would it be?	In store advertisement News story Personal recommendation Lottery ticket Other	F	Text area, no char limit		Y
EDO04010	F	website: If you could make one improvement to the Hoosier lottery	In store advertisement News story Personal recommendation Lottery ticket Other 18-25 years old	F	Text area, no char limit		
EDO04010	F	website: If you could make one improvement to the Hoosier lottery site, what would it be?	In store advertisement News story Personal recommendation Lottery ticket Other 18-25 years old 26-34 years old	F	Text area, no char limit		Y
EDO04010	F	website: If you could make one improvement to the Hoosier lottery site, what would it be?	In store advertisement News story Personal recommendation Lottery ticket Other 18-25 years old 26-34 years old 35-49 years old	F	Text area, no char limit		Y
EDO04009 EDO04010 EDO04011	F	website: If you could make one improvement to the Hoosier lottery site, what would it be?	In store advertisement News story Personal recommendation Lottery ticket Other 18-25 years old 26-34 years old	F	Text area, no char limit		Y
EDO04010	F	website: If you could make one improvement to the Hoosier lottery site, what would it be?	In store advertisement News story Personal recommendation Lottery ticket Other 18-25 years old 26-34 years old 35-49 years old 50-64 years old	F	Text area, no char limit		Y
EDO04010	F	website: If you could make one improvement to the Hoosier lottery site, what would it be?	In store advertisement News story Personal recommendation Lottery ticket Other 18-25 years old 26-34 years old 35-49 years old 50-64 years old 65 or older	F	Text area, no char limit		Y

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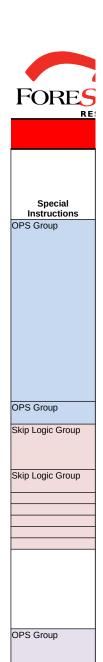
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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			White				
			Asian				
			American Indian or Alaska Native				
			Native Hawaiian or Other Pacific 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				
				1			



OPS Group

