REQUEST FOR BID
COLORADO LOTTERY 2020 PROBLEM GAMBLING PREVALENCE STUDY

BACKGROUND

It is the Lottery's mission to create and sell Lottery games of chance that are held to the highest standards of integrity, entertainment and efficiency, in order to maximize proceeds for the people of Colorado. Over the past 37 years, we are proud that more than $3.5 billion has been returned to Colorado for parks, recreation, open space, wildlife projects and public school construction. It is the support of our valued players and committed retailer partners that enables us to further enhance our most valuable natural resource — the great outdoors.

Playing games of chance should be fun. It offers the excitement of taking a risk in order to win. We know that gaming is detrimental and unhealthy for some people and we're committed to promoting responsible gaming. The Colorado Lottery and its employees pledge to make responsible gaming practices an integral part of how we conduct our business. To demonstrate this commitment, the Colorado Lottery joined the World Lottery Association (WLA) in November 2018 and attained Responsible Gaming Level 3 Certification in September 2020.

The Colorado Department of Revenue, which is an umbrella for the Lottery, Colorado Division of Gaming and Colorado Division of Racing, conducted and funded a prevalence study in 1997. The purpose of the study was to establish baseline measures of prevalence of problem gambling among Colorado adults. An additional purpose of the study was to identify the types of gambling causing the greatest difficulties for the citizens of Colorado. A large sample of Colorado residents aged 18 and over were interviewed about the types of gambling they have tried, the amounts of money they spend on gambling and about gambling related difficulties.

PROBLEM GAMBLING PREVALANCE STUDY AND OBJECTIVE

On behalf of the Colorado Lottery, Cactus would like to commission a qualified research vendor to design and execute a problem gambling prevalence study of Colorado residents 18 and older. The main objective is to determine current baseline measures of the prevalence of gambling and problem gambling for Colorado adults, age 18 and older. The Lottery would like the study design to be as close to the 1997 study as possible, so results from 1997 to 2020 can be compared.

SCOPE OF WORK (additional objectives)

While the main objective is to determine a baseline measure of the prevalence of gambling for Colorado adults, several other problem gambling/responsible gambling items are required for this project and they include the following:

- Categorize participants into three problem gambling risk factors (e.g. mild, moderate, and severe).

- Categorize participants into four groups similar to the 1997 Prevalence Study to analyze levels of gambling participation. These four groups were:
    1. Non-Gamblers - who have never participating in any type of gambling
    2. Infrequent Gamblers - who have participated in one or more types of gambling but not in the past year.
    3. Past Year Gamblers - who have participated in one or more types of gambling in the past year, but not on a weekly basis.
    4. Weekly Gamblers – who have participated in one or more types of gambling on a weekly basis.
- Use an established screening tool to measure the proportion of problem gamblers within a population (see the Additional Specifications section for more information on the screening tool).
- Identify types of gambling Coloradoans participate in and the frequency of the activity.
- Determine the amount of money spent on gambling.
- Discover the types of gambling causing the greatest difficulties for the citizens of Colorado.
- Identify reasons why individuals gamble.
- Determine public perception of gambling.
- Measure awareness of public treatment services and support systems for problem gambling.
- Determine if individuals would be able to recognize the signs of problem gambling for themselves, other family members or friends and would they seek help for themselves or others.
- Gain a better understanding of mental health conditions (depression, anxiety, suicide and substance abuse) that may be related to problem gambling.
- Measure awareness of Lottery responsible gambling marketing efforts, including the "Play Responsibly" message, to determine if Coloradans are benefitting from the messages they see on responsible gambling.
- Determine if Colorado residents think the Lottery promotes addiction to gambling.
- Measure the likelihood of Coloradoans participating in sports betting in Colorado.
- Demographic analysis on marital status, education level, employment status, age, race/ethnicity, household income, current zip code, main language spoken, gender, household income and any other demographics identified by the Lottery.

METHODOLOGY

While the Lottery would like to follow the methodology from the 1997 Colorado Prevalence Study as close as possible, we also understand that information gathering from survey participants has evolved over time. We encourage methodology recommendations that will ensure all objectives are achieved and allow for a comparison of results from the 1997 Colorado Prevalence Study. All participants selected for the study must be representative of the entire state of Colorado, adults 18 years and older.

ADDITIONAL SPECIFICATIONS

Many screening tools have been created to measure the proportion of problem gamblers within a population. Those include the South Oaks Gambling Screen, the Problem Gambling Severity Index, the American Psychiatric Association's diagnostic criteria for pathological gambling, the Diagnostic Interview Schedule for Pathological Gambling, the Diagnostic Interview for Gambling Severity, the Gamblers Anonymous Twenty Questions, DSM-V, and the Lie/Bet scale. The Lottery would like a recommendation

from the vendor on which screening tool is best to use for this study and why. The 1997 Colorado Prevalence Study used the South Creek Oaks Gambling Screen and the DSM-IV Screen.

The Vendor is also encouraged to provide a recommendation on an incentive for participants. Costs for an incentive should be itemized in the bid for this project.

DELIVERABLES

The following deliverables are required:

1. Survey questionnaire development and formatting to meet the Scope of Work and objectives. (Consulting with Lottery staff and other stakeholders for questionnaire development is also required).
2. Methodology
3. Sampling design
4. Cross-tabulation data
5. Final report with summary and detailed findings (objectives, scope of work, detailed findings/analysis and recommendations)
6. PowerPoint Presentation
7. Follow-up consulting to Lottery as needed

SUBMISSION REQUIREMENTS

Submitted proposals should include a project narrative that contains the following items:

1. Proposed Methodology
2. Questionnaire Development
3. Sample Method
4. Deliverables
5. Data Collection
6. Analysis of Survey Results
7. Project Goals
8. Project Timing
9. Itemized Costs
10. Experience and Qualifications
11. Project team information, including qualifications and brief biographies

TIMETABLE

Bid Released: Tuesday, October 13, 2020

Questions Due: Monday, October 19, 2020, 5pm MST

Project Timing Due: Friday, October 23, 2020

Questions Answered: Monday, October 26, 2020

Response Due: Wednesday, November 11, 2020, 5pm MST

Project Awarded: Friday, November 20, 2020