Appendix-IV

Questionnaire

(Sample Survey of Lottery Ticket Vendors)

Location: Rural / Urban

1. What prompted you to start lottery business?
   a) Just as a means of livelihood
   b) No good avenue for other employment at sight
   c) Ambition of making lot of money
   d) Any other (specify)

2. What major factors do influence your sales turnover?
   a) Location of the shop
   b) Dealing with Karnataka State and other State lotteries offering wide choice.
   c) Attractive display of lottery tickets
   d) Point-of-purchase display of banners
   e) Frequency of prizes won in the tickets sold by me
   f) Prompt and competitive customer service
   g) Any other (specify)

3. Do the buyers seek any information or guidance from you while purchasing lottery tickets from your shop? Yes / No
   If yes, type of information sought:
   Different brands
   Prize amount
   Date of draws
   Any other (specify)
4. What is your normal basis for placing order for and stocking lottery tickets?
   a) Past sales record
   b) Current sales
   c) Estimated future market trend
   d) Festivals / Special occasion
   e) Any other (specify)

5. In lottery business, do you agree that market comes to you or you go in search of market?
   a) Market already exists and it comes to me
   b) Market needs to be created / expanded and attracted by me.

6. Are you entitled to any monetary incentive such as bonus if prize is declared on the tickets sold by you? If yes, please give the details.
   ........................................................................................................
   ........................................................................................................

7. Are you authorised to distribute the prize money to the winners? If yes, please give details.
   ........................................................................................................
   ........................................................................................................

8. Do you appoint any hawkers or lottery selling boys for increasing your sales turnover?
   h) Hawkers
   i) Lottery selling boys
   j) Any other (specify)
   k) None
9. Can you tell us, in the light of your experience, which section of the people buy lottery tickets regularly/frequently?
   i) Rich
   j) Middle
   k) Poor

10. Is there any credit sale of lottery tickets?
    Yes/No

11. Do you take back/exchange the tickets once sold by you?
    Yes/No

12. Do you find any brand/shop loyalty among your customers?
    • Only brand loyalty
    • Only shop loyalty
    • Both brand and shop loyalty
    • No loyalty as such

13. Have you ever been tempted to retain some tickets in the hope of winning prizes?
    • Always
    • Sometimes
    • Never

14. Do you experience any uniformity or periodic fluctuations in the sale of lottery tickets?
    • Equally spread throughout the year
    • Fluctuates
15. If lottery sale is subject to periodic fluctuations, please specify the nature of fluctuations.
   • Peak season ..............................................
   • Off season ................................................
   • Busy days ................................................
   • Busy timings of the day ..............................

16. Do you have any association of lottery ticket dealers or distributors?
   Yes / No

17. Are you a member of this association? If you have anyone in your region?
   Yes / No

18. What are the basic functions / activities undertaken by the association?
   Please give details.

19. There is a general feeling that it is high time to eradicate lottery menace due to its 'serious ill-effects'. What is your reaction to this?

20. If lottery is totally banned, what will you intend to do thereafter?
   • Engage in other types of business
   • Undecided at the moment
   • Any other (specify)
21. Please express your genuine reactions to the following statements relating to lottery business.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Statements</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
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<tbody>
<tr>
<td>1.</td>
<td>I adopt pressurised selling tactics</td>
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<td>2.</td>
<td>I somehow lure people to buy lottery tickets</td>
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<td>3.</td>
<td>I resort to selling of &quot;fake tickets&quot; since other vendors also indulge in this practice</td>
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<td>4.</td>
<td>I secretly sell 'single digit' lottery of other States eventhough it is banned in Karnataka.</td>
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<td>5.</td>
<td>I behave in a more responsible and enlightened manner by giving a piece of advice to those customers who buy tickets recklessly.</td>
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<td>6.</td>
<td>I will mostly engage in massive lobbying efforts if there is a proposal to ban lottery, if unsuccessful move the court after it is banned.</td>
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7. I refrain from selling 'single-digit' lottery since it is already banned in Karnataka, and also fully comply with any new law or regulation for lottery business in India.

8. I sell "double-digit" lottery following the ban of single-digit lottery all over the country.

9. All other illegal gambling activities should be strictly prohibited so as to only encourage lottery business in India.

10. I function strictly as per the rules and regulations of the State as applicable to lottery business from time to time.

11. I am to offer financial and moral support to conduct studies relating to the marketing practices of the lottery ticket vendors, and the attitude and behaviour of lottery ticket purchasers so as to guide public policy towards lottery business in India.
Probes Employed in the Interview

a) "Can you elaborate a little more on that?"
b) "Can you tell me more about that?"
c) "Can you go into that in a little more detail?"
d) "What was that like?"
e) "When you say --, what does that mean?"
f) "What were you aware of?"
g) "What was your reaction?"