Maine Lottery Segmentation Study, 6 Segment Solutions – Segment Overviews

Simon Jaworski
Leger

Lance Henik
Leger

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As with any market research endeavors, **actionability** is the key to any segmentation approach!

To be successfully actionable, a segmentation study must address the following three key criteria:

- Who They Are?
- What Lottery Players Do?
- Why They Do It?

To this end, **Leger’s** objectives for the Maine Lottery Segmentation Study were to:

1. Allow the Lottery to use information attained in the segmentation study for strategic planning, product development, product enhancements, pricing, market positioning and communications. It is anticipated that this data will help the Lottery maximize revenue potential and minimize risk associated with new product introductions and product enhancements.

2. Learn the values, attitudes, motivations and lottery buying behavior of Maine adults which results in a division of the public into categories known as segments.

3. Find segments that could be easily understood yet differentiated from each other. Factors assessed but were not limited to: geographic, demographic, socioeconomic, lifestyles, motivations and product usage.
The Leger team believes the Maine Lottery has a tremendous opportunity to maximize the investment made and to leverage the insights garnered from this study.

There are two primary considerations with regard to leveraging this segmentation study:

- **Buy-in**
  - The key to a successful segmentation is internal ‘buy-in’ from as many departments as possible within an organization, on both the front-end and back-end of the segmentation as possible.
  - **Leger’s** most recent presentation with the Maine Lottery, which took place in June 2014, ensured this took place with the Lottery Director, along with heads of Marketing, Sales and Research teams, all having attended the initial segmentation session.
  - The Maine Lottery needs to embrace the results from top to bottom in the organization.

- **Maximizing Value and Opportunity**
  - The segmentation should also maximize the opportunity for talking to the current (and future) base of Maine Lottery players.
  - This research offers the chance to talk to a wide ranging audience about potential new products, advertising and communications that are already in the pipeline.
  - This opportunity **should not be passed up**.
Maine respondents participated in a 40 minute survey between March 5 and March 27, 2014.

1,013 completed the online survey

The respondents all had to:
- Be older than 18 years of age
- Have no moral objections to Maine running a state lottery
- Primary (or secondary) resident of Maine
- Not work for an advertising agency, market research company, marketing consultant, any type of Lottery or a store that sells lottery tickets

**Margin of Error** – Statistical Sample Accuracy at 90% confidence on n=1,013 completes is ± 2.6%
Project Review

has based the timeline on a decision being made the week of August 18th 2014.

- **Approval of Project**
  - 2013

- **Final Questionnaire design and Questionnaire Programming**

- **Maine Lottery Approval, Pre-Test, and Study Launch**
  - Field period
  - March 5th - March 27th

- **Data analysis, building of the Segments April**

- **Review of Segment Options via meeting at Maine Lottery June 3rd**

- **Final Decision Made on Segmentation Solution July 7th**

- **Initial Segmentation report Delivered July 15th**

- **Segmentation Naming August 2014**

- **Finalize Segmentation Names and Delivery of Final Segmentation Report September 2014**

- **relevant short-form version(s) of the new Maine Lottery segments September**
Leger utilizes exhaustive search criteria to surface segments which are more projectable:

- Use broad variable classes (attitudinal, behavioral, etc.) in models to examine initial clustering results.
- Identify variables for modeling.
- Develop composite variables.
- Evaluate cluster profiling and model statistics as well as alternative numbers of clusters.
- Compare cluster membership and profiling across the exploratory results (e.g., how well behaviorally-based clusters align with attitudinally-based clusters).
- Determine model fit and parsimony.
- Pull out non-informative variables.
- Apply known class indicators.
- Add additional class and evaluate improvement, fit and parsimony.
- Re-iterate for better fit.
- “Bootstrap L2” - random iterations to re-estimate the p-value.

Cont’d
Segmentation
Specifics (2)

Leger aimed to surface segments that are:

- **Commercially significant**, by being:
  - Large enough
  - Differentially responsive to potential marketing/sales programs and new product launches (such as new Instant Games)
  - Strategically actionable
- Distinct and reproducible - avoiding artifacts of the analytic process
- Identifiable and accessible - tactically actionable

- Evaluate the refined model
- Size and characterize the statistically valid segments
- Discrimination
- Use business knowledge to assign unclassified cases
- We use multiple techniques to surface key differentiating characteristics among segments including:
  - ANOVA
  - Discriminant analysis
  - CHAID
Considering the research objectives, Leger had the flexibility to recommending several segmentation options.

The decision of exercising latent class segmentation or traditional clustering was made after data collection, so that the team could maximize the methodology to surface meaningful segments.

Latent class clustering, Convergent Cluster Ensemble Analysis (CCEA), and traditional methods such as K-means clustering were used during the course of analytics.

The final solution, however, was based on the CCEA segmentation – which involves a two step process.

1. Develop multiple cluster analyses that vary in terms of the clustering method employed (k-means, Hierarchical clustering using the number of clusters (ranging from 2 to 30) and the measures used.
2. Create ‘clusters’ and then ‘group’ respondents based on the analyses generated in the first step. While different Meta-Clustering Algorithms can be used to cluster respondents, CCEA Convergent Cluster & Ensemble Analysis uses k–means (a distance-based algorithm) to cluster respondents and create a consensus solution.
   A. This involves iterating from random but strategically chosen starting points; CCEA replicates each analysis ~30 times.
   B. Each replication is compared to every other to assess its reproducibility, and the most reproducible solution is selected.

The advantages of CCEA include:

1. Allows to combine groupings from alternate and dissimilar sets of variables (e.g., demographics, lifestyle batteries, desired benefits or needs, etc.);
2. Includes a variety of clustering techniques when building the ensemble in the first step (1);
3. Incorporates legacy clusters that are based on internal data;
4. Uncovers better, more robust cluster solutions that are less sensitive to sample variations and outliers; and
5. Allows to find solutions that would not have been uncovered using a single approach.

References (for additional information):


A Value-based segmentation ("VBS") can help facilitate the Maine Lottery to create a five-stage output, such as the one identified below, that will add value at every level of its business model:

"what works with them" in terms of marketing messaging and positioning

The Maine Lottery now has the opportunity to sculpt Marketing and Messaging plans by Segment.

Actionable and targetable segments. Leger selected the optimal segmentation model, to maximize the segments power and precision.

Prioritize marketing efforts according to segment potential on top-line.

The Maine Lottery can now prioritize segments, based upon strategic goals - expanding player base, increasing purchase frequency, etc.

Identify segment(s) that demands acquisition, retention, or defection strategy. This is particularly important when managing and addressing competitive forces.

Project segment membership of customers and non-customers - Critical for future Maine research projects

"what works with them" in terms of marketing messaging and positioning

OUTPUT
Leger will provide the Maine Lottery with a post hoc segment classification tool (a.k.a. algorithm) based upon these segmentation results.

This tool or algorithm will effectively and with reasonable accuracy reduce the original survey to a manageable subset of survey items permitting the classification of adults into their appropriate segment category in future research or other endeavors.

Leger will provide this in two separate ways:

1. An MS-Excel format that Maine Lottery will be able to use to manually, in particular, for qualitative research.
   a) The excel file is an effective tool for screening respondents who are likely to fall within a specific and targeted segment for the purposes of in-depth qualitative research.

2. Leger can incorporate the short form algorithm into future online studies, including, but not limited to:
   a) Concept tests,
   b) Advertising tests, and
   c) General Attitude & Usage (A&U) Lottery tracking studies, conducted by Leger.
      a) Both the Colorado Lottery and Kentucky Lottery have had great success implementing their recent segmentation studies into their longitudinal Tracking Research studies.

Please refer to the Appendix of this report for additional information on the short form classification tool.
Faithful Followers - 26%
“Heavy Powerball, scratch, but occasional draw game playership. They reinforce their self-respect by being loyal and working hard. They don’t mind taking risks, especially if it means they’ll fit in.
A big opportunity segment”

Communal Conservatives - 24%
“This segment tends to play scratch games and multi-state draw games. They are hard working, cautious when dealing with risk and deviating from their routine and patterns of living - yet they enjoy the social setting.
A big opportunity segment”

Social Spenders - 9%
“While they play Scratch games more than anything else, save for Powerball this is the heaviest draw game playership segment. They are social butterflies, well-informed to get the best deal and the most out of life. A critical, primary segment!”
Safely Silvers - 13%
“The lowest playing segment – yet will play the multi-state draw games and scratch games when there is a big jackpot. They are in control, and focus on self-respect to be happy as they prepare for retirement. A challenging segment – one not to be ignored”

Jackpot Junkies - 18%
“Prefers multi-state draw games to hit the jackpot and scratch games. They are strong-willed with integrity and self respect; their pessimism to the lottery can be contradicted by a controlled spend in the hopes of hitting the jackpot. An important segment”

Active Allies - 11%
“Heaviest Scratch and Powerball playership segment. Convinced they have to look out for ‘A-#1,’ they work hard, are open to new ideas yet keep matters private as they strive and perhaps dream of financial security for their families. A critical, primary segment”
Maine Lottery: 6 Segment Solution

- Faithful Followers: 26%
- Communal Conservatives: 24%
- Social Spenders: 18%
- Safely Silvers: 13%
- Jackpot Junkies: 11%
- Active Allies: 9%

Maine Segmentation: Segmentation Size Overview
PROFILE OF RESPONDENTS:

PAST YEAR PLAY: 81%
PAST MONTH PLAY: 52%
SPEND PER MONTH: $27

Segment Characteristics:

✓ Understands the value of hard work
✓ Likes to give gifts whenever possible
✓ Enjoys being social
✓ Prefers to be busy rather than idle

✓ 41% “Spend the same amount on the same games”
✓ 32% “Spend different amount on different game each week”

Playership indexes higher on Scratch Games.

Faithful Followers 26%
“Heavy Powerball, scratch, but occasional draw game playership. They reinforce their self-respect by being loyal and working hard. They don’t mind taking risks, especially if it means they’ll fit in. A big opportunity segment.”

I like to be entertained.
I like big top prizes!
Sure, the Lottery is honest, fun, and good for Maine.
I’ll buy tickets at the last minute.
I am optimistic.
I work as hard as the next person.
I like to have the computer pick my numbers.
I enjoy being able to provide gifts to others.
When necessary, I like to get the facts.
I would buy a Scratch-off Game as a gift for another person.
I like to keep busy.
I dream of winning big, but let’s face it that the dream will never come to pass.
Who are they?
- The Middle of the Road
- Over index on 18-34; under index on 55+
- Average Income, Gender, Ethnicity -

Very few characteristics separate this group demographically

Values (Sec B)
- Self-respect
- Happiness
- Loyalty
- Social Status
Not ‘Religion’ or ‘Community’

What are their thoughts on life? (Sec A)
- I believe in working hard for what you earn (84%) #2
- Before buying something, I like to make sure I am getting the best deal (67%) #2
- I like to have plenty of options when I'm deciding what to do in my free time (54%) #2
- I'm optimistic about the future (51%) #2
- I want others to think of me as a success (47%) #2
- I like taking risks sometimes (30%) #2
- I try to fit in with others (22%) #2
- I often use credit cards for purchases (39%) #6
- I consider myself very conservative when it comes to economic concerns (25%) #6
- I always shop at the same stores (25%) #6
- Shopping is a chore #6
- I'm always looking for the next 'get rich quick' scheme (1%) #6
### Drawing Game Attitudes (F1)

- I use numbers of significance in my life including birthdays and ages of family members to pick my numbers (32%) #2
- I enjoy playing in a pool because it gives me more chances to win (16%) #2
- I used to play any jackpot amounts but now I only buy tickets when the jackpot amount is very large (23%) #3
- I prefer to let the computer pick my numbers (43%) #5
- I decide which numbers I will play before I go into the store (14%) #5
- I purchase tickets for multiple drawings (7%) #5

### Past - Play & Average Spend

<table>
<thead>
<tr>
<th>Game</th>
<th>Past Play</th>
<th>Average Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Month</td>
<td>Year</td>
</tr>
<tr>
<td>Powerball</td>
<td>28%</td>
<td>47%</td>
</tr>
<tr>
<td>Mega Millions</td>
<td>19%</td>
<td>68%</td>
</tr>
<tr>
<td>Tri-State Megabucks</td>
<td>16%</td>
<td>41%</td>
</tr>
<tr>
<td>Hot Lotto Sizzler</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Lucky For Life</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>Gimme 5</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Pick 3</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Pick 4</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Instant/Scratch</td>
<td>37%</td>
<td>64%</td>
</tr>
</tbody>
</table>

**Key Drawing attributes (#1) reasons/differentiators**

- When the jackpot is high (57%) #1
- The name of the game (6%) #1
The first thing I notice when I look at a Scratch-off Game is the name of the game (37%) #2
When choosing which Scratch-Off games to play, I check the Lottery website to see how many tickets with top prizes are still available (12%) #2
I would like to be able to buy a Scratch-off ticket on an I-Phone/I-Pad/Tablet (11%) #2
I expect to win more often than when I lose when playing Scratch-off Games (17%) #2
If I don't like the brand name on the Scratch-off ticket (i.e. Wheel of Fortune, Monopoly, etc.), I don't even consider buying that ticket (19%) #5
I have a set budget for Scratch-off Games every time I buy them (25%) #5
I find that some Scratch-Off games are too complicated - it is difficult to figure out if I won (13%) #5
I usually let the clerk pick out my Scratch-off Game tickets (6%) #5
“DAYS OF THE WEEK PLAY” %

- Monday: 13% #6
- Tuesday: 19% #5
- Wednesday: 30% #5
- Thursday: 18% #4
- **Friday**: 42% #3
- Saturday: 48% #3
- Sunday: 12% #2

“DAY Play MOST OFTEN” - %

- **Friday**: 28%
- Saturday: 26%
- Wednesday: 19%

**“Where do they purchase?”**

- Convenience: 79%
- **Grocery**: 35% #6
- Liquor: 4% #2

Lottery & Gaming Attitudes (C1 & D2)

- I would vote for the Lottery if there were an election today (73%) #3
- It is important to me that proceeds from the Lottery go to a good cause (68%) #3
- The Lottery is fun (49%) #3
- When I bet money I want to be entertained, as well as have a chance to win a prize (48%) #3
- I like the excitement of betting on games and sports (19%) #3
- The Lottery is a form of gambling (68%) #6
- Playing the Lottery can lead to compulsive gambling (23%) #5
- The Lottery takes advantage of uneducated people (3%) #5
- I worry that the Lottery will corrupt our society (2%) #5
- Playing the Lottery is one thing I can do to help my family (<1%) #5
Media Habits

- 80% own a Laptop  #1
- 60% own a Smartphone  #2
- 48% own MP3 players  #2
- 49% own a Web-enabled TV  #3

TV - 6 Hours per week

- 60%  
- 53%  
- 52%

Radio - 5 Hours per week

- Local Radio 77% #2
- iPod/MP3 33% #1
- Pandora 29% #1
- iHeart Radio 8% #1

VISIT Maine Lottery website?

- 57% Ever  #3
- 11%/12% Past Week/Month  #4
- 48% (T3B) Excellent website

Internet Use per week

- 17 hours personal
- 8 hours professional

Social Media - 53% use it daily

- 8.0 Hours Per Week

Social Media Product/Brand Promotions

- 21% interested #3
- **Hobbies & Interests**
  - 47%
  - 45%
  - 37%
  - 33%
  - 30%
  - 28%
  - 26%
  - 21%

- **Other Gaming activities**
  - **Sweepstakes - 69% #2**
  - **Raffles - 42% #2**
  - **Cards for $ - 20%**
  - **Office Pool - 18%**
  - **Slots - 39% #3**
  - **Blackjack via Internet - 17% #2**
PROFILE OF RESPONDENTS:

PAST YEAR PLAY: 77%
PAST MONTH PLAY: 48%
SPEND PER MONTH: $27

Segment Characteristics:

✓ Cautiously Optimistic
✓ Works just as hard as the neighbors
✓ “Old school” - set in their ways

✓ 59% “Spend the same amount on the same games”
✓ Playership indexes higher multi-state draw games each week.

COMMUNAL CONSERVATIVES

24%

SCRATCH TICKETS
I consider myself average.
If given a choice, I'd prefer to win money over non-cash prizes.
Sure, I’ll join the company pool.
I occasionally buy Scratch-off Games as gifts for others.
I’m not interested in purchasing instant tickets on my smartphone.
It is important to keep an eye on the investments and the economy.
Sure, I’ll join the company pool.
I occasionally buy Scratch-off Games as gifts for others.
I’m more conservative than a risk-taker.
I prefer the routine.
I consider myself average.
If given a choice, I’d prefer to win money over non-cash prizes.
I like to stick to a budget.
You have to be very lucky to win the Lottery.
I don’t disagree with the notion that the playing the Lottery is gambling.
Lucky Numbers? I’ll let the computer decide.
It is important to keep an eye on the investments and the economy.
Lucky Numbers? I’ll let the computer decide.
I don’t disagree with the notion that the playing the Lottery is gambling.

"This segment tends to play scratch games and multi-state draw games. They are hard working, cautious when dealing with risk and deviating from their routine and patterns of living - yet they enjoy the social setting."

Communal Conservatives

The Research Intelligence Group
Communal Conservatives

**Who are they?**
- Married, 2nd oldest segment
- Over index on 55-64; under index on 18-34
- Heaviest female segment
- Above average home owners

**Values (Sec B)**
- Trust
- Truth
- Responsibility
- Emotional Security
- Family
- Not ‘Creativity’ or ‘Persistence’

**What are their thoughts on life? (Sec A)**
- I believe you have to work for what you get in the world (79%) #1
- I often use credit cards for purchases (45%) #2
- Due to the current economy, I spend less on entertainment (43%) #2
- Paying for advice from psychics or fortune-tellers is a waste of money (71%) #3
- I enjoy giving gifts to others (66%) #6
- It's important to me to save as much as I can for my retirement (51%) #6
- I like to have plenty of options when I'm deciding what to do in my free time (40%) #6
- I like to do things by myself (36%) #6
- Investing in the stock market is much riskier than it used to be (34%) #6
I realize that in a pool group my portion of the jackpot would probably be much lower than the amount I could win if I bought tickets myself (67%) #1

I prefer to let the computer pick my numbers (55%) #1

I buy my tickets at the same retailer every time (23%) #3

I usually play the same numbers all the time (19%) #3

I used to play any jackpot amounts but now I only buy tickets when the jackpot amount is very large (18%) #5

I enjoy playing in a pool because it gives me more chances to win (8%) #5
**Scratch Game Attitudes (G9)**

- I prefer Scratch-off Games with a big top prize (34%) #2
- The first thing I notice when I look at a Scratch-off Game is the theme of the ticket (34%) #3
- I have a set budget for Scratch-off Games every time I buy them (27%) #3
- I would like to be able to buy a Scratch-off ticket on an I-Phone/I-Pad/Tablet (7%) #3
- If I don't win a prize in the first few Scratch-off Games I buy, I usually stop buying that game (27%) #6
- Scratch-off Games with small top prizes generally have more winners (23%) #6
- If I don't like the brand name on the Scratch-off ticket (i.e. Wheel of Fortune, Monopoly, etc.), I don't even consider buying that ticket (19%) #6
- I'm more likely to buy Scratch-off Games with a seasonal theme (12%) #6

### PAST YEAR PLAYERSHIP BY TICKET $

<table>
<thead>
<tr>
<th>Ticket Value</th>
<th>% Play</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1</td>
<td>68%</td>
<td>#4</td>
</tr>
<tr>
<td>$2</td>
<td>67%</td>
<td>#3</td>
</tr>
<tr>
<td>$3</td>
<td>21%</td>
<td>#5</td>
</tr>
<tr>
<td>$5</td>
<td>37%</td>
<td>#4</td>
</tr>
<tr>
<td>$10</td>
<td>16%</td>
<td>#2</td>
</tr>
<tr>
<td>$20</td>
<td>3%</td>
<td>#5</td>
</tr>
</tbody>
</table>

**Communal Conservatives**

- Ever Played: 84%
- Past Year: 63%
- Past Month: 24%

**Spend per play:** $5
**Spend per month:** $13
“DAYS OF THE WEEK PLAY” %

- Monday: 16% #4
- Tuesday: 24% #2
- **Wednesday**: 35% #4
- Thursday: 18% #5
- **Friday**: 37% #4
- Saturday: 49% #2
- Sunday: 9% #5

**“DAY Play MOST OFTEN” - %**

- Wednesday: 29%
- Saturday: 26%
- **Friday**: 21%

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**Lottery & Gaming Attitudes (C1 & D2)**

- **It is important to me that proceeds from the Lottery go to a good cause (68%) #2**
- **The Lottery is a form of gambling (71%) #3**
- **Everyone who purchases a ticket to play the Maine Lottery has an equal chance of winning (60%) #3**
- **The Maine Lottery is being run honestly (55%) #3**
- **Having a Maine Lottery means keeping money in Maine that would otherwise have gone to other states (53%) #3**
- **The Maine Lottery is being run in a businesslike manner (52%) #3**
- **The Lottery has been an overall benefit to the state of Maine and its citizens (51%) #3**
- **Playing the Lottery can lead to compulsive gambling (21%) #6**
- **I like to know that my chances of winning something are in my control, and not just luck (17%) #6**
Media Habits
- 55% own a Tablet  #2
- 48% own a cellphone  #3
- 53% play online games  #5
- 49% own a desktop computer  #6

TV - 6 Hours per week
- 58%  CSI:
- 58%  modern family
- 56%  60 minutes

Radio - 6 Hours per week
- Local Radio  73% #4
- CDs  3% #2
- Other  7% #2

Communal Conservatives

VISIT Maine Lottery website?
- 54% Ever  #4
- 13%/13% Past Week/Month  #3
- 54% (T3B) Excellent website

Internet Use per week
- 14 hours personal
- 8 hours professional

Social Media - 38% use it daily
- 5.0 Hours Per Week

Social Media Product/Brand Promotions
- 12% interested  #5
Communal Conservatives

- **Hobbies & Interests**
  - 52% 52%
  - 48% 38%
  - 28% 23%

- **Other Gaming activities**
  - Out of state casino - 23% #2
  - Sweepstakes - 63%
  - Raffles - 58% #3
  - Tribal Casinos - 18%
  - Video Poker - 11% #3
  - Blackjack in casino - 11% #3

Leger  THE RESEARCH INTELLIGENCE GROUP
PROFILE OF RESPONDENTS:

PAST YEAR PLAY: 87%
PAST MONTH PLAY: 69%
SPEND PER MONTH: $79

Segment Characteristics:

✓ Living life to the fullest
✓ Leaders - “Movers n Shakers”
✓ Strongest advocates of the Lottery
✓ 33% “Spend the same amount on the same games”.
✓ 37% “Spend different amount on different games each week”.

Playership Over-Indexes On Every Game!
"While they play Scratch games more than anything else, save for Powerball this is the heaviest draw game playership segment. They are social butterflies, well-informed to get the best deal and the most out of life. A critical, primary segment.

Social Spenders

- I am well informed about the odds of each of the games.
- I like getting the facts to be well-informed, so as to give me a competitive edge.
- Follow me, I’m the leader.
- I play not only just to win and win big, but to be entertained.
- I am extremely brand loyal.
- I enjoy the latest gadgets.
- Livin’ and Lovin’ Life!
- "No Risk, No Reward!"
- The rush I get from Lottery games is exciting!
- I get excited when I gamble or play the Maine Lottery.
- I am a strong advocate for the Maine Lottery.
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- I get excited when I gamble or play the Maine Lottery.
- The rush I get from Lottery games is exciting!
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Social Spenders

Who are they?
- Youngest segment: Over index on 18-34 year olds
- Over index on males (Highest % male segment)
- Renters
- Highest ‘full-time’ employment segment.

What are their thoughts on life? (Sec A)
- I am always looking for a bargain (76%) #1
- Before buying something, I like to make sure I am getting the best deal (74%) #1
- I seek out all relevant facts when making decisions (73%) #1
- I like to try new products (72%) #1
- I'm usually willing to try something that's 'new and different' (72%) #1
- I like to make up my mind after thinking carefully (71%) #1
- I like to be entertained (71%) #1
- I consider myself brand loyal to products I know and like (71%) #1
- I believe in working hard for what you earn (77%) #6
- Paying for advice from psychics or fortune-tellers is a waste of money (53%) #6

Values (Sec B)
- Friendships
- Happiness
- Sense of humor
- Sense of humor
- Planning for the future
- Optimism

Not ‘Ethics’ or ‘Privacy’
Drawing Game Attitudes (F1)

- I use numbers of significance in my life including birthdays and ages of family members to pick my numbers (43%) #1
- I buy my tickets on the same day as the drawing (37%) #1
- I decide which numbers I will play before I go into the store (36%) #1
- I buy my tickets at the same retailer every time (35%) #1
- I used to play any jackpot amounts but now I only buy tickets when the jackpot amount is very large (33%) #1
- I enjoy playing in a pool because it gives me more chances to win (33%) #1
- I prefer to let the computer pick my numbers (39%) #6

### Past - Play

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>Year</th>
<th>Per Play</th>
<th>Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerball</td>
<td>40%</td>
<td>59%</td>
<td>$7</td>
<td>$14</td>
</tr>
<tr>
<td>Mega Millions</td>
<td>37%</td>
<td>63%</td>
<td>$5</td>
<td>$12</td>
</tr>
<tr>
<td>Tri-State Megabucks</td>
<td>22%</td>
<td>40%</td>
<td>$3</td>
<td>$7</td>
</tr>
<tr>
<td>Hot Lotto Sizzler</td>
<td>11%</td>
<td>22%</td>
<td>$2</td>
<td>$4</td>
</tr>
<tr>
<td>Lucky For Life</td>
<td>19%</td>
<td>37%</td>
<td>$3</td>
<td>$8</td>
</tr>
<tr>
<td>Gimme 5</td>
<td>16%</td>
<td>30%</td>
<td>$2</td>
<td>$4</td>
</tr>
<tr>
<td>Pick 3</td>
<td>17%</td>
<td>30%</td>
<td>$2</td>
<td>$4</td>
</tr>
<tr>
<td>Pick 4</td>
<td>11%</td>
<td>19%</td>
<td>$1</td>
<td>$3</td>
</tr>
<tr>
<td>Instant/Scratch</td>
<td>52%</td>
<td>70%</td>
<td>$12</td>
<td>$23</td>
</tr>
</tbody>
</table>

### Average Spend

- Powerball: 40% Yearly, $7 Per Play, $14 Per Month
- Mega Millions: 37% Yearly, $5 Per Play, $12 Per Month
- Tri-State Megabucks: 22% Yearly, $3 Per Play, $7 Per Month
- Hot Lotto Sizzler: 11% Yearly, $2 Per Play, $4 Per Month
- Lucky For Life: 19% Yearly, $3 Per Play, $8 Per Month
- Gimme 5: 16% Yearly, $2 Per Play, $4 Per Month
- Pick 3: 17% Yearly, $2 Per Play, $4 Per Month
- Pick 4: 11% Yearly, $1 Per Play, $3 Per Month
- Instant/Scratch: 52% Yearly, $12 Per Play, $23 Per Month

---

Key Drawing attributes #1

- Odds of winning (37%)
- # of ways to win or play (20%)
Social Spenders

Scratch Game Attitudes (G9)
- I see Scratch-off Games as a form of entertainment in addition to a chance to win a prize (76%) #1
- I would buy a Scratch-off Game as a gift for another person (73%) #1
- I give Scratch-Off tickets as Christmas presents (70%) #1
- The prizes on Scratch-off Games give me the feeling of a 'winning experience' (60%) #1
- The dollar amount of the top prize influences which Scratch-off Games I will buy (59%) #1
- I prefer Scratch-off Games with a big top prize (57%) #1
- I get an adrenalin rush when I win a prize playing Scratch-off Games (57%) #1
- I find that some Scratch-Off games are too complicated - it is difficult to figure out if I won (25%) #1
- I decide which Scratch-off Games I will play before I go into the store (21%) #1

Past Year Playership by Ticket $

<table>
<thead>
<tr>
<th>Ticket Value</th>
<th>Percentage Play</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1</td>
<td>52%</td>
</tr>
<tr>
<td>$2</td>
<td>60%</td>
</tr>
<tr>
<td>$3</td>
<td>43%</td>
</tr>
<tr>
<td>$5</td>
<td>62%</td>
</tr>
<tr>
<td>$10</td>
<td>30%</td>
</tr>
<tr>
<td>$20</td>
<td>10%</td>
</tr>
</tbody>
</table>

Rank
- #6
- #5
- #1
- #1
- #1
- #1

“FAVORITE SCRATCH GAMES” by $

Spend per play: $9
Spend per month: $32
“DAYS OF THE WEEK PLAY” %

<table>
<thead>
<tr>
<th>Day</th>
<th>%</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>25%</td>
<td>#1</td>
</tr>
<tr>
<td>Tuesday</td>
<td>21%</td>
<td>#4</td>
</tr>
<tr>
<td>Wednesday</td>
<td>42%</td>
<td>#2</td>
</tr>
<tr>
<td>Thursday</td>
<td>26%</td>
<td>#2</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td><strong>61%</strong></td>
<td><strong>#1</strong></td>
</tr>
<tr>
<td>Saturday</td>
<td>47%</td>
<td>#4</td>
</tr>
<tr>
<td>Sunday</td>
<td>11%</td>
<td>#4</td>
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</tbody>
</table>

“DAY Play MOST OFTEN” - %

<table>
<thead>
<tr>
<th>Day</th>
<th>%</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td>28%</td>
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<tr>
<td>Saturday</td>
<td>28%</td>
</tr>
<tr>
<td>Friday</td>
<td>21%</td>
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**Lottery & Gaming Attitudes (C1 & D2)**

- The Maine Lottery is being run in a businesslike manner (73%) #1
- When I bet money I want to be entertained, as well as have a chance to win a prize (62%) #1
- I like the excitement of betting on games and sports (60%) #1
- Advertising for Maine Lottery games is memorable (50%) #1
- Gambling is a good way to boost the economy (49%) #1
- I like to know that my chances of winning something are in my control, and not just luck (38%) #1
- Playing the Lottery is one thing I can do to help my family (31%) #1
- The Lottery is a form of gambling (69%) #5
- It is important to me that proceeds from the Lottery go to a good cause (59%) #6
Media Habits

- 70% own a Desktop
- 68% own a smartphone
- 56% own a tablet
- 77% play online games
- 76% read newspapers

TV - 7 Hours per week

- 32% 32%
- 30%
- 22% 18% 6%

Radio - 7 Hours per week

- Local Radio 79% #1
- Pandora 24% #3
- Heart Radio 6% #2

VISIT Maine Lottery website?

- 78% Ever #1
- 24%/22% Past Week/Month #2/#3
- 60% (T3B) Excellent

Internet Use per week

- 21 hours personal
- 9 hours professional

Social Media - 48% use it daily

- 12 Hours Per Week #3
- #2

Social Media Product/Brand Promotions

- 30% interested #2
Hobbies & Interests

- 32%
- 28%
- 23%
- 21%
- 20%
- 20%
- 18%
- 17%
- 13%
- 12%
- 10%

Other Gaming activities

- Slots in a casino - 46% #1
- Bingo - 44% #1
- Cards for $ - 33%
- Bet on sporting events - 33% #1
- Slot machine via app - 30% #1
- Video Poker via app - 30% #1
- Out of state casino - 28% #1
PROFILE OF RESPONDENTS:

PAST YEAR PLAY: 35%
PAST MONTH PLAY: 14%

SPEND PER MONTH: $3

Segment Characteristics:

- Lowest Playership segment
- Socially, they keep to themselves
- Values-driven; rather conservative
- Concerned about gambling

66% “Spend the same amount on the same games”

25% “Spend different amount on different games each week”

Despite under-index past-year playership, 10% of this segment play these games!
I am cautious about the economy but know it’s important to invest.

I am not worried about my friends, or fitting in for that matter.

I play when there is a big jackpot.

Big prizes don’t interest me because I know I’m not going to win.

I own a pessimist.

I worked too hard in my life to risk losing what I have.

about the economy but know it’s important to

I am not worried about my friends, or fitting in for that matter.

Lottery = Gambling

I am a creature of habit.

It’s about luck, and I’m rarely lucky.

There is nothing exciting about playing the Lottery.

I’ll occasionally purchase Scratch-Off games as gifts.

There is nothing exciting about playing the Lottery.

I don’t play the lottery much...and I don’t care.

Safely Silvers

“The lowest playing segment - yet will play the multi-state draw games and scratch games when there is a big jackpot. They are in control, and focus on self-respect to be happy as they prepare for retirement.”
Who are they?
- Oldest age group, highest % of 55+ (particularly 65+)
- Best education index (Post Graduate)
- Highest number of retirees
- Heavy over-index on being ‘single’

Values (Sec B)
- Integrity
- Truth
- Ethics
- Responsibility
- Generosity

Not ‘Independence’ or ‘Happiness’

What are their thoughts on life? (Sec A)
- Paying for advice from psychics or fortune-tellers is a waste of money (82%) #1
- I don’t care what others think about my social status (61%) #1
- It's important to me to save as much as I can for my retirement (57%) #1
- Shopping is a chore (31%) #1
- There really is no such thing as luck (27%) #1
- I like to do things that are relaxing (66%) #6
- I am always looking for a bargain (58%) #6
- I have to look out for myself because the government won't do it for me (47%) #6
- I like to be entertained (38%) #6
- I consider myself brand loyal to products I know and like (38%) #6
- I’m optimistic about the future (37%) #6
Safely Silvers

### Drawing Game Attitudes (F1)
- I prefer to let the computer pick my numbers (53%) #2
- I enjoy playing in a pool because it is a social connection with friends, coworkers or family (14%) #2
- I purchase tickets for multiple drawings (AP - Advanced Play) (8%) #3
- I used to play any jackpot amounts but now I only buy tickets when the jackpot amount is very large (14%) #6
- I buy my tickets on the same day as the drawing (11%) #6
- I decide which numbers I will play before I go into the store (8%) #6

### Past - Play

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<th>Per Month</th>
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<td>&lt;$0</td>
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<td>22%</td>
<td>$1</td>
<td>$1</td>
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<td>0%</td>
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<td>$0</td>
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<td>15%</td>
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<td>$1</td>
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### Average Spend

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Key Drawing attributes (#2) reasons/differentiators

- Safely Silvers
- Integrity
- Quality
- Experience
- Value
- Time to give
Scratch Game Attitudes (G9)

- I usually let the clerk pick out my Scratch-off Game tickets (25%) #1
- Scratch-off Games with small top prizes generally have more winners (45%) #2
- I would be likely to purchase a ticket with a geographic theme (e.g., about Maine) (30%) #2
- I vary where and how I purchase my Scratch-off tickets to increase my odds of winning (10%) #3
- I would buy a Scratch-off Game as a gift for another person (45%) #6
- I expect a bigger prize when I buy a higher price point Scratch-off ticket (40%) #6
- I like the Scratch-off Games because you know immediately if you have won (40%) #6
- I give Scratch-Off tickets as Christmas presents (25%) #6
- The dollar amount of the top prize influences which Scratch-off Games I will buy (15%) #6
“DAYS OF THE WEEK PLAY” %

- Monday: 14% #5
- Tuesday: 13% #6
- Wednesday: 28% #6
- Thursday: 11% #6
- Friday: 31% #6
- Saturday: 39% #6
- Sunday: 5% #6

“DAY Play MOST OFTEN” - %

- Friday: 27%
- Wednesday: 20%
- Saturday: 20%
- Grocery: 36% #5
- Liquor: 2% #6

Lottery & Gaming Attitudes (C1 & D2)

- Playing the Lottery can lead to compulsive gambling (46%) #1
- Most of the people who win a lot of money in the Lottery end up less happy than they were before (29%) #1
- The Lottery is a form of gambling (80%) #2
- The Lottery takes advantage of the poor (32%) #2
- I like to know that my chances of winning something are in my control, and not just luck (31%) #2
- The Lottery takes advantage of uneducated people (27%) #2
- Mostly suckers play the Lottery (23%) #2
- I am concerned about friends or relatives spending too much money on the Lottery (17%) #2
- I am a good source of information on lottery games (1%) #6
- Playing the Lottery is one thing I can do to help my family (3%) #5

Where do they purchase?

Convenience 72% #6 (most often)

Grocery 36% #5

Liquor 2% #6
Media Habits

- 79% own a Desktop  #2
- 51% own a cellphone  #2
- 47% play online games  #6
- 69% read newspapers  #6

TV - 5 Hours per week

- CNN 54%
- PBS 42%
- CSI 41%
- Modern Family 36%
- 60 Minutes 31%
- Face the Nation 19%
- The Nation 8%

Radio - 4 Hours per week

- Local Radio 66%  #6
- iPod/MP3 30%  #2
- Pandora 28%  #2
- CDs 3%  #1

VISIT Maine Lottery website?

- 16% Ever  #6
- 2%/4% Past Week/Month  #6
- 29% (T3B) Excellent website

Internet Use per week

- 16 hours personal
- 7 hours professional

Social Media - 41% use it daily

- 5 Hours Per Week

- Facebook  #6
- LinkedIn  #3
- None 14%  #1

Social Media Product/Brand Promotions

- 8% interested  #6
- **Hobbies & Interests**
  - 48%
  - 47%
  - 32%
  - 25%
  - 24%
  - 24%
  - 23%
  - 20%
  - 17%
  - 13%

- **Other Gaming activities**
  - Raffles - 40% #6
  - Sweepstakes - 36% #6
  - Slots - 8% #6
  - Cards for $ - 8% #
PROFILE OF RESPONDENTS:

- **Past Year Play:** 66%
- **Past Month Play:** 38%
- **Spend per Month:** $17
- **Games Played:**
  - "Middle of the Roaders"
  - Jackpot chasers - not interested in small prizes
  - Work hard to enjoy their downtime
  - 45% "Spend the same amount on the same games".
  - 28% "Spend different amount on different games each week".
  - Similar to Safely Silvers, this segment under-indexes on most games.

Segment Characteristics:

- “Middle of the Roaders”
- Jackpot chasers - not interested in small prizes
- Work hard to enjoy their downtime
- 45% “Spend the same amount on the same games”.
- 28% “Spend different amount on different games each week”.

Similar to Safely Silvers, this segment under-indexes on most games.
The lottery is gambling. The lottery takes advantage of the poor; and not good for Maine. You have to be lucky to win. I am an infrequent player of lottery games. Small prizes don’t excite me. I’m concerned about online security, let along mobile lottery purchases. I play to chase a big jackpot – lots of cash! On occasion, I’ll buy some Scratch-Off games as gifts for other people. Bet with your head, not over it. I don’t like to shop. I’m too busy working hard to worry about other people. The lottery is gambling. The lottery takes advantage of the poor; and not good for Maine. I enjoy my downtime. I don’t like to shop. Bet with your head, not over it. I don’t like to shop. I’m too busy working hard to worry about other people.

“Prefers multi-state draw games to hit the jackpot and scratch games. They are strong-willed with integrity and self respect; their pessimism to the lottery can be contradicted by a controlled spend in the hopes of hitting the jackpot. An important segment.”
Who are they?

- Highest income (and College Grad) group
- Moderate over index on 55+ (under index on 18-34 & 35-54)
- Other demographics (Marital status, home ownership, people per household, full time employment) are in line with the average for the state of Maine.

Values (Sec B)

- Self-respect
- Emotional Security
- Integrity
- Ethics
- Privacy

Not ‘Friendships‘ or ‘Social Status’

What are their thoughts on life? (Sec A)

- I often use credit cards for purchases (52%) #1
- I believe you have to work for what you get in the world (79%) #2
- Paying for advice from psychics or fortune-tellers is a waste of money (76%) #2
- I seek out all relevant facts when making decisions (66%) #2
- I like to invest my money (38%) #2
- Others consider me to be a leader (35%) #2
- There really is no such thing as luck (20%) #2
- I enjoy giving gifts to others (66%) #5
- I don't care what others think about my social status (53%) #5
- I consider myself very liberal when it comes to social issues (31%) #6
### Drawing Game Attitudes (F1)

- I used to play any jackpot amounts but now I only buy tickets when the jackpot amount is very large (26%) #2
- I prefer to let the computer pick my numbers (52%) #3
- I use hunches to pick lucky numbers (9%) #3
- I use numbers of significance in my life including birthdays and ages of family members to pick my numbers (18%) #6
- I buy my tickets at the same retailer every time (8%) #6
- I enjoy playing in a pool because it is a social connection with friends, coworkers or family (6%) #6

### Past - Play

<table>
<thead>
<tr>
<th>Game</th>
<th>Month</th>
<th>Year</th>
<th>Per Play</th>
<th>Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerball</td>
<td>20%</td>
<td>51%</td>
<td>$2</td>
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</tr>
<tr>
<td>Mega Millions</td>
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<tr>
<td>Tri-State Megabucks</td>
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<tr>
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<td>2%</td>
<td>4%</td>
<td>&lt;$0</td>
<td>&lt;$0</td>
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<tr>
<td>Lucky For Life</td>
<td>4%</td>
<td>16%</td>
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<td>$1</td>
</tr>
<tr>
<td>Gimme 5</td>
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<td>6%</td>
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<td>&lt;$0</td>
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<tr>
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<tr>
<td>Pick 4</td>
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<tr>
<td>Instant/Scratch</td>
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### Average Spend

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<td>3%</td>
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<tr>
<td>Pick 4</td>
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<td>&lt;$0</td>
<td>$1</td>
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<td>Instant/Scratch</td>
<td>20%</td>
<td>41%</td>
<td>$2</td>
<td>$4</td>
</tr>
</tbody>
</table>

#### Key Drawing attributes #1 reasons/differentiators

- When the jackpot is over $100m (40%) #1
Scratch Game Attitudes (G9)

- If I don't win a prize in the first few Scratch-off Games I buy, I usually stop buying that game (31%) #2
- If I don't like the brand name on the Scratch-off ticket, I don't even consider buying that ticket (26%) #2
- I find that some Scratch-Off games are too complicated - it is difficult to figure out if I won (18%) #3
- I expect to win more often than when I lose when playing Scratch-off Games (16%) #3
- I usually let the clerk pick out my Scratch-off Game tickets (15%) #3
- I like the Scratch-off Games because you know immediately if you have won (61%) #4
- I have a set budget for Scratch-off Games every time I buy them (24%) #6
- The first thing I notice when I look at a Scratch-off Game is the name of the game (15%) #6
- I would be likely to purchase a ticket with a geographic theme (e.g., about Maine) (4%) #6

Past Year Playership by Ticket $

- $1: 69%
- $2: 66%
- $3: 22%
- $5: 34%
- $10: 9%
- $20: 3%

Rank: #3 #4 #4 #5 #6 #4

Past Year:

- 81%

Past Month:

- 62%
- 30%

Ever Played:

- 81%

Spend per play: $5
Spend per month: $11
“DAYS OF THE WEEK PLAY” %
- Monday: 19% #3
- Tuesday: 23% #3
- Wednesday: 37% #3
- Thursday: 21% #3
- Friday: 36% #5
- Saturday: 44% #5
- Sunday: 11% #3

“DAY Play MOST OFTEN” - %
- Saturday: 30%
- Wednesday: 22%
- Friday: 18%

Lottery & Gaming Attitudes (C1 & D2)
- The Lottery is a form of gambling (84%) #1
- The Lottery takes advantage of the poor (43%) #1
- The Lottery takes advantage of uneducated people (42%) #1
- Mostly suckers play the Lottery (25%) #1
- I am concerned about friends or relatives spending too much money on the Lottery (18%) #1
- Playing the Lottery can lead to compulsive gambling (41%) #2
- It is important to me that proceeds from the Lottery go to a good cause (65%) #5
- Everyone who purchases a ticket to play the Maine Lottery has an equal chance of winning (46%) #5
- The Lottery is harmless entertainment (8%) #6
- Playing the Lottery is one thing I can do to help my family (0%) #6
Media Habits

- 57% own a smartphone, #3
- 54% own a tablet, #3
- 75% read newspapers, #2

TV - 5 Hours per week

- CNN: 55%
- CSI: 48%
- Modern Family: 46%
- NBC Sports Network: 35%
- 60 Minutes: 30%
- Face the Nation: 18%
- CNBC: 11%

Radio - 4 Hours per week

- Local Radio: 72% #5
- iPod/MP3: 27% #4
- Satellite radio: 16% #1

VISIT Maine Lottery website?

- 44% Ever #5
- 8%/9% Past Week/Month #5
- 34% (T3B) Excellent website

Internet Use per week

- 18 hours personal
- 8 hours professional

Social Media - 47% use it daily

- 6 Hours Per Week
- Facebook: #4
- LinkedIn: #2
- YouTube: #4

Social Media Product/Brand Promotions

- 15% interested #4
Jackpot Junkies

- **Hobbies & Interests**
  - 49%
  - 46%
  - 39%
  - 35%
  - 48%
  - 26%
  - 25%
  - 12%
  - 12%

- **Other Gaming activities**
  - Raffles – 50% #5
  - Sweepstakes – 55%
  - Office Pool – 14% #4
  - Racetrack – 8% #4
PROFILE OF RESPONDENTS:
PAST YEAR PLAY: 92%
PAST MONTH PLAY: 79%
SPEND PER MONTH: $62

Segment Characteristics:
- Strong Maine Lottery Advocates
- Dreams big, loves small wins
- Work hard, play hard
- Will take a chance and try something new
- 41% “Spend the same amount on the same games”

P12M Playership vs. Social Spenders (Heavy Player Segment):
Over-Index: Powerball, Scratch, Tri-State Megabucks
Similar Playership Levels: Mega Millions, Lucky For Life
Under-Index: Gimme 5, Pick 3/Pick 4, Hot Lotto
I am fairly competitive, and I work hard for what I earn. I like modern technology like everyone else. I am an advocate for the Maine Lottery. I prefer to pick my own scratch tickets. I dream of winning big, and if I get just a small win that is fantastic! I enjoy the themes, the entertainment I get, and immediacy of winning that Scratch-Off games offer. I’ll buy tickets for games on impulse, or at the last minute. I’ll take a chance, once in a while. Sometimes, the stars do align! I am fairly optimistic. The Main Lottery is harmless...it’s fun! I am trying to get the most out of life!
Who are they?
- Largest ‘family’ segment
- Highest number of children
- Heavy over index on 35-54 age group.

What are their thoughts on life? (Sec A)
- I believe in working hard for what you earn (85%) #1
- I like to do things that are relaxing (81%) #1
- I enjoy giving gifts to others (80%) #1
- Investing in the stock market is much riskier than it used to be (66%) #1
- I have to look out for myself because the government won't do it for me (65%) #1
- I am more likely to try a new activity if it requires little effort (32%) #1
- Before buying something, I like to make sure I am getting the best deal (63%) #6
- I seek out all relevant facts when making decisions (52%) #6
- I like to make up my mind after thinking carefully (49%) #6
- I like to research all options carefully before making a purchase (48%) #6
- Others consider me to be a leader (25%) #6

Values (Sec B)
- Privacy
- Independence
- Family Relationships
- Loyalty
- Financial Security
- Trust
- Not ‘Optimism,’ ‘Responsibility,’ or ‘Generosity’
Drawing Game Attitudes (F1)

- I usually play the same numbers all the time (24%) #1
- I buy my tickets on the same day as the drawing (27%) #2
- I buy my tickets at the same retailer every time (25%) #2
- I decide which numbers I will play before I go into the store (20%) #2
- I realize that in a pool group my portion of the jackpot would probably be much lower than the amount I could win if I bought tickets myself (45%) #6

Key Drawing attributes #1 reasons/differentiators
- Ease of play (38%) #1
- It's a weekly ritual (20%) #1
- I dream of winning big (47%) #1
- I play my lucky numbers (21%) #1
- #of prizes available (19%) #1
- Cost of ticket (59%) #1
Scratch Game Attitudes (G9)

- I expect a bigger prize when I buy a higher price point Scratch-off ticket (73%) #1
- I like the Scratch-off Games because you know immediately if you have won (72%) #1
- I would buy a Scratch-off Game as a gift for another person (69%) #2
- I see Scratch-off Games as a form of entertainment in addition to a chance to win a prize (60%) #2
- I give Scratch-Off tickets as Christmas presents (53%) #2
- The first thing I notice when I look at a Scratch-off Game is the top prize (49%) #2
- The first thing I notice when I look at a Scratch-off Game is the theme of the ticket (45%) #2
- If I don’t win a prize in the first few Scratch-off Games I buy, I usually stop buying that game (28%) #5
- I usually let the clerk pick out my Scratch-off Game tickets (6%) #6
**“DAYS OF THE WEEK PLAY” %**

<table>
<thead>
<tr>
<th>Day</th>
<th>%</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>23%</td>
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</tr>
<tr>
<td>Tuesday</td>
<td>35%</td>
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<td>Wednesday</td>
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<td>Thursday</td>
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<tr>
<td>Friday</td>
<td>48%</td>
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</tr>
<tr>
<td>Saturday</td>
<td>55%</td>
<td>#1</td>
</tr>
<tr>
<td>Sunday</td>
<td>19%</td>
<td>#1</td>
</tr>
</tbody>
</table>

**“DAY Play MOST OFTEN” - %**

<table>
<thead>
<tr>
<th>Day</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>31%</td>
</tr>
<tr>
<td>Friday</td>
<td>27%</td>
</tr>
<tr>
<td>Wednesday</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Lottery & Gaming Attitudes (C1 & D2)**

- I would vote for the Lottery if there were an election today (94%) #1
- Having a Maine Lottery means keeping money in Maine that would otherwise have gone to other states (85%) #1
- The Lottery has been an overall benefit to the state of Maine and its citizens (83%) #1
- The Lottery is fun (83%) #1
- Everyone who purchases a ticket to play the Maine Lottery has an equal chance of winning (79%) #1
- The Maine Lottery is being run honestly (76%) #1
- The Maine Lottery has done a good job raising money for Maine programs (75%) #1
- Maine Lottery proceeds go to a good cause (71%) #1
- It is important to me that proceeds from the Lottery go to a good cause (70%) #1
- The Lottery is harmless entertainment (66%) #1
Media Habits
- 61% own a cellphone  #1
- 57% own a web enabled TV  #1
- 66% Play Online games  #2
- 44% own a smartphone  #6

TV - 7 Hours per week
- Modern Family  69%
- CSI: Crime Scene Investigation  58%
- Walking Dead  54%
- QVC  34%
- HSN  32%
- Wheel of Fortune  15%

Radio - 7 Hours per week
- Local Radio  76%  #3
- iPod/MP3  29%  #3
- Satellite radio  15%  #2

VISIT Maine Lottery website?
- 75% Ever  #2
- 25%/22% Past Week/Month  #1/#2
- 65% (T3B) Excellent website

Internet Use per week
- 20 hours personal
- 10 hours professional

Social Media - 54% use it daily
- 6 Hours Per Week
- Active Allies

Social Media Product/Brand Promotions
- 34% interested  #1
Hobbies & Interests

- Music: 52%
- Movies: 48%
- NFL: 34%
- McDonald's: 28%
- State Fair: 18%
- Theme Park: 18%
- Auto Racing: 17%

Other Gaming activities

- Sweepstakes: 75% #1
- Raffles: 62% #1
- Slots in Casinos: 40%
- Slots via app: 25%
- Bingo: 24% #2
- Bet on sporting events: 22% #2
Appendix

Short Form Segmentation Classification Tool
Although hundreds of variables were used in the development of the segments in a 40 minute survey, the short-form algorithm provides for the opportunity to classify a respondent within this segmentation in future market research studies (such as focus groups, online tracking, concept testing, etc.) by using only 10 variables (or typically 3-4 minutes) with the following accuracy levels:

**Faithful Followers 69%**
**Communal Conservatives 55%**
**Social Spenders 83%**
**Safely Silvers 90%**
**Jackpot Junkies 64%**
**Active Allies 77%**

For each statement below, respondents are asked to indicate how much (they) AGREE or DISAGREE with the statement (using the following scale):

1 = **Strongly Disagree**  
2 = **Disagree**  
3 = **Slightly Disagree**  
4 = **Slightly Agree**  
5 = **Agree**  
6 = **Strongly Agree**

- Playing the Lottery is one thing I can do to help my family
- I look for lottery games that are entertaining
- I buy tickets to win money
- If the Lottery was not currently established in Maine and a vote to legalize Lottery operations was held today, I would vote for the Lottery
- The Lottery takes advantage of the poor
- I am a good source of information on lottery games
- I'm willing to spend more for a lottery ticket if the prize is higher
- When I buy a lottery ticket I often think I should buy one more because the next ticket may be a winner
- I am more likely to purchase a lottery ticket if a store clerk suggests it
- The Maine Lottery is being run honestly
<table>
<thead>
<tr>
<th>ID</th>
<th>Playing the Lottery is one thing I can do to help my family</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I look for lottery games that are entertaining</td>
</tr>
<tr>
<td></td>
<td>I buy tickets to win money</td>
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<td></td>
<td>The Lottery takes advantage of the poor</td>
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<tr>
<td></td>
<td>I'm willing to spend more for a lottery ticket if the prize is higher</td>
</tr>
<tr>
<td></td>
<td>When I buy a lottery ticket I often think I should buy one more because the next ticket may be a winner</td>
</tr>
<tr>
<td></td>
<td>When I open the Excel file, be sure to allow the file to ‘enable the macro’ when prompted to do so.</td>
</tr>
</tbody>
</table>

The Maine Lottery is being run honestly.
Short Form Algorithm (2) - Bring in Values From Cases

“ID” simply represents the unique case/respondent identification number.
Short Form Algorithm (3) - Click on ‘Assign Segments’

After typing or pasting-in data, simply click on the box that reads “Assign Segments”
Short Form Algorithm (4) - Macro Will Assign Segments

The segment variable code along with the segment label now appears in the sheet.

<table>
<thead>
<tr>
<th>ID</th>
<th>Playing the Lottery is one thing I can do to help my family</th>
<th>I look for lottery games that are entertaining</th>
<th>If the Lottery was not currently established in Maine and a vote to legalize Lottery operations was held today, I would vote for the Lottery</th>
<th>The Lottery is an advantage of the poor</th>
<th>I am a good source of information on lottery games</th>
<th>I’m willing to spend more for a lottery ticket if the prize is higher</th>
<th>When I buy a lottery ticket I often think I should buy one more because the next ticket may be a winner</th>
<th>I am more likely to purchase a lottery ticket if a store clerk suggests it</th>
<th>The Maine Lottery is being run honestly</th>
<th>Segment Name</th>
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3 Social Spenders
4 Safely Silvers
4 Safely Silvers
1 Faithful Followers
**Short Form Algorithm (4) - Macro Will Assign Segments**

Select “Copy Segments” to copy the results into a new spreadsheet, or “Delete Segments” to reset the sheet.

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