

Idaho Lottery Research Segmentation Study Proposal

Questions & Answers

Updated May 23, 2024

1. With the Idaho population currently around 1.8m, will the Idaho consider utilizing their VIP Club for a smaller proportion of the completes necessary, to enable an accurate read of players who play lower incidence games, to ensure we maximize the accuracy of those involved in the segmentation?

Yes, absolutely, the VIP Club is a great way to augment the sample size for this project.

2. How does the Lottery intend to use the segmentation? Which types of business decisions or strategies will the segmentation support/inform?

We will use the segmentation to identify opportunity gaps within our marketing programs, product portfolio and sales channels. The segmentation will help us a profile of our customers and will help us optimize the customer experience for our players. This will also help us fine tune our media mix.

3. Is the Lottery looking to source respondents from vendor-supplied consumer panels, or does the Lottery prefer to source respondents from the VIP Club list? Or a combination of both?

I would think this would be a combination of both. Because we want this to be a general population as well, we will need to include respondents outside of the VIP Club.

4. If 'yes' to VIP Club list sampling: is the Lottery comfortable managing respondent outreach? (i.e. email dissemination of vendor-hosted survey links).

Yes, we would be comfortable managing respondent outreach.

5. Do you know the percentage of morally opposed to lottery in the general population?

Here is the information from our 2008 General Population Study:

- **Non-Supporters account for 50% of the non-Players surveyed this period and approximately 26% of adult Idahoans; nearly three-quarters (71%) have never played a Lottery game and the rest (29%) are lapsed players who last played more than 13 months ago.**
 - **Of the 29% who have played, 46% feel that Lottery games are a waste of money, 21% feel that they didn't win often enough and 18% said their budgets just didn't allow them to play more.**

- **Of the 71% who have never played, 39% stated they have no interest in playing and 48% feel that Lottery games are a waste of money.**
 - **They do not play, and they will not play. Non-Supporters view the Lottery in a very negative light – only 3% have a very positive opinion (rating an 8-10), 39% are more neutral (rating 3-7), and 58% have a very negative rating (rating 0-2).**
- 6. Would you want those morally opposed to lottery screened out of the sample, or are you looking for a general population segmentation?

Yes, morally opposed can be screened out. If they are lapsed players or have never played, but are willing, it might be worth asking some “why” questions before dismissing them.

- 7. How big is the VIP Club database in terms of players?

There are 270,000 members in our VIP Club.

- 8. Is the VIP Club database the only player database or does the Lottery have access to other player databases?

The VIP Club database is the only player database the Idaho Lottery has access to.

- 9. Can you share the old segmentation report?

Absolutely, here is a link to the drop box file:

<https://www.dropbox.com/scl/fo/3d5169rawswya4mwlbgu/AESoeuub4LPlcotsekVwHel?rlkey=0uf00nc8jb6qf7a6l5n2o8jmo&dl=0>