



The Non-Player Point of View

Can Barriers Become Breakthroughs?





Introduction

Player perspectives are a perennial consideration in our industry, focusing the imagination of game designers, marketers, and operators around the world. But a deep understanding of **non-, light, and lapsed players** is critical as the world changes rapidly and lotteries risk being left behind.

IGT has interviewed more than 8,100 individuals in recent years to gain fresh insights on the emotional journey of both lottery and non-lottery players alike. Most recently, the first phase of a multistage research initiative on attracting new players uncovered a set of fundamental, consumer-related roadblocks to lottery.

In a unique five-minute video White Paper (www.IGT.com/LotteryBlog), we present the attitudes of non-, light, and lapsed players to help lotteries understand the roadblocks and define the opportunities to attract a new player base for the future—one that goes beyond the occasional, fleeting attraction of mega-jackpots.

Leading-Edge Lottery Research: **Mobile Video Diaries**

Qualitative research on lottery typically takes a focus-group approach, in which participants interact collectively with a moderator for hours within a central, physical setting.

By contrast, the first phase of a new IGT global study, *Attracting New Players*, uses a qualitative research method in which recruited individuals participate remotely. Subjects record themselves on their mobile device answering questions or completing a series of research activities, and they upload the resulting videos to an online portal.

Through these self-created videos, researchers can cast a wider geographic net in each country than would be feasible with a focus-group method. Importantly, this “mobile video diary” approach also allows for a deeper understanding of consumers, as respondents give their feedback from within their own environment, on their time schedule, and typically over a longer period (such as a week vs. a two-hour focus group). The private nature of the protocol tends to elicit deeper and more honest feedback.

This approach has been adopted by other consumer packaged-goods companies but is nascent as a lottery-research protocol. In the *Attracting New Players* study, participants in Colombia, Finland, Poland, the U.S., and the U.K. were screened and recruited through an online panel and then directed to complete a series of activities within approximately one week’s time. (For more on the Methodology, please see page 6.)

IGT is sharing highlights of the research in [a five-minute video](#) that ensures the anonymity of the subjects while conveying their responses directly to viewers.

What’s the Value Exchange for Non-Players?

It’s not surprising to find that non-players and non-regular players are not excited about lottery. But what is particularly interesting about the new research is the revelation that they do *not* outright reject lottery.

In other words, it’s not that lottery is a bridge too far to cross, it’s that some are simply asking for more or better reasons or “vehicles” to cross the bridge.

People engage in a **value exchange** when they make any purchase, including purchasing a lottery ticket. While the current value equation of lottery is not deemed to be attractive enough for this segment, many within it remain open to other value equations.

What Are Those More Attractive Value Equations?

[Knowing what value lottery does and does not currently provide – or is perceived to provide – can help to refine the current and future scope of the proposition.](#)

As we undertake Phase 2 of the research, we believe that a greater understanding of the value exchange can be a helpful guide in rethinking and refreshing critical aspects of the lottery proposition. The non-player point of view can show the way to new approaches related to game design, distribution channels, payment methods, and the brand positioning of lottery itself.

The Non-Player Point of View

Four Key Insights

Insight 1: **Optimism**

Two people can look at the same lottery game and see two very different things: One will see a chance worth taking and feel good about being a dreamer, while the other will view chasing a lottery prize as a waste of time and money. Further research will help to shed light on what role optimism has in determining play.

“Okay, the words that come to mind are millions, big money, unlucky and no chance, that’s my perception of it... No, it’s not my idea of fun, okay? The hype of choosing your numbers, it could be fun, but not for me, because I don’t see the point in entering something when you know you’ve got no hope of winning.”

—**U.K. Millennial Lapsed Player**



Insight 2: **Overload**

Lapsed and non-players are overwhelmed by too many games, too many draws, and the increased cost of playing, while also observing that the odds of winning have dwindled. Is winning multi-million jackpots yesterday’s dream for today’s Millennials, who are more focused on the community than the individual? Is this the time for lotteries to go back to basics and revisit the potential for simple-to-play, affordable games with odds allowing more to win?

“What specific advice would you give to the lottery? I think, decrease the massive amounts of money and spread the wealth. Give more people a chance to win life-changing amounts of money... I think that’s a way to get people to buy tickets for the lottery.”

—**U.K. Millennial Lapsed Player**



Insight 3: **Reward**

The research shows that Millennial non-players have no expectation that the act of buying a lottery ticket will provide them with enjoyment or entertainment. Study participants state that since they believe the odds of winning are impossible, they would prefer to spend money on something they know will give them value and enjoyment, such as a pizza or a trip to the cinema. How can lotteries deliver enjoyment for players in the act of taking part?

“I don’t participate in the lottery because... I could take the \$5, \$10, \$20 and put that towards something that’s going to give me a much greater rate of return or higher immediate level of satisfaction. Such as put that into my car in the form of gas money.”

—**U.S. Millennial Non-Player**



Insight 4: **Reinvention**

With Millennial non-players characterizing people who do play as naïve, non-aspirational, and “kidding themselves because they’re never going to win,” the path to greater appeal is not likely to be a simple fix. Phase 2 of the research will focus in part on how lottery brands can reinvent themselves.

“I know many people that buy some type of lottery. Well the word ‘chance,’ ‘lottery,’ or ‘ballot’ seems to me like a juvenile...fun...traditional...inconvenient waste of money and an option that I never choose.”

—**Colombia Millennial Non-Player**



Research Methodology

A multi-phased and blended qualitative and quantitative approach

Begun in November 2017, IGT's *Attracting New Players* study will continue to advance through a two-phase, five-country research protocol in 2018. The study is led by Gerard Caro, Senior Director of IGT's Insight Team, and the research is being conducted by KS&R.

The first phase, completed in January 2018, included qualitative mobile video diary activities conducted with 115 participants in Colombia, Finland, Poland, the U.S., and the U.K. Along with Frequent Players (play lottery at least once a week), the first phase of the study included Non-Players (never played lottery), Occasion-Only Players (those who play only when jackpots get very high, get a scratch-off ticket as a gift, etc.) and Lapsed Players (played lottery before, but not in the past six months).

The research incorporated a relatively even split between Millennials (age 18-34) and non-Millennials (over 35) in each country.

The second phase, which began in February 2018, includes an online quantitative survey that will be conducted with up to 4,200 participants from five countries and with similar player types as Phase 1, with the exclusion of Frequent Players. IGT will publish the Phase 2 findings in a series of White Papers throughout 2018.

Stay Tuned for Phase 2

In Phase 2 of IGT's new player study, we are surveying up to 4,200 participants to explore how lottery can:

- Rebrand
- Reward
- Put Players in Charge of where their money goes.

Watch for findings to be released throughout 2018.



Phase 1

Qualitative mobile video diary activities with 115 participants in five countries to develop initial learnings and hypotheses



Phase 2

Quantitative online survey with up to 4,200 participants in five countries

Contact

For more information about IGT's *Attracting New Players* research, please contact:

Ailsa McKnight, Senior Director, Customer Experience

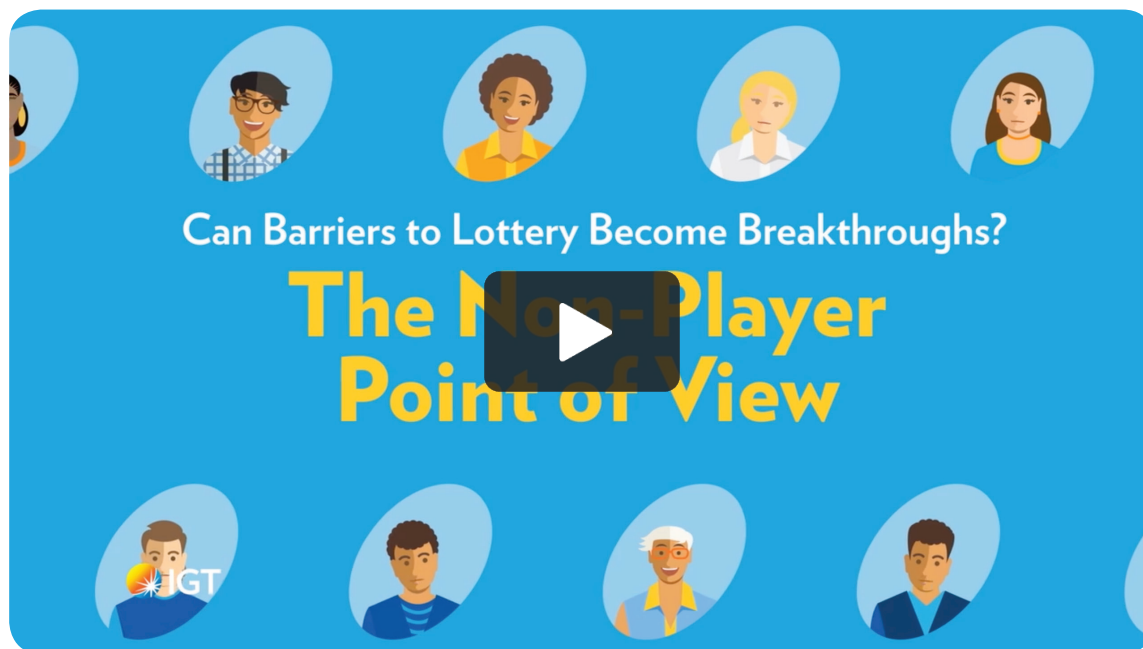
Ailsa.McKnight@IGT.com

Gerard Caro, Senior Director of Marketing Insights

Gerard.Caro@IGT.com

About

International Game Technology is the global leader in the lottery and gaming industries. We enable players to experience their favorite games across all channels and regulated segments. From slot machines to social games to lottery terminals and business management, we anticipate the demands of consumers wherever they decide to play. As the lottery category leader, we serve 39 out of 45 jurisdictions in the United States offering lottery and run 79% of wagers through our systems. We also assist more than 20 national lotteries, including the United Kingdom, Finland, Poland, Czech Republic, Italy, Mexico, and Colombia.



To view the full video White Paper for a detailed presentation of the Phase 1 insights, please visit:

www.IGT.com/LotteryBlog

