

Player Surveys Provide Decision-Making Insights

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In the past two fiscal years, the Montana Lottery has sought to enhance its offerings by utilizing surveys to gather insights from players. These surveys have played a pivotal role in informing the development of our games, ensuring they align with the preferences and desires of the Lottery's customer base.

The two case studies presented here highlight two different research efforts. The first was in-house research for a new scratch game, and the second involved research performed by a third party for the annual Montana Millionaire raffle game.

Case Study: Chevrolet Silverado (Scratch)

Every summer, the Montana Lottery launches a featured scratch game – often a licensed property with a merchandise or experiential prize and second chance drawings.

In previous years, the featured scratch game awarded trucks, recreational vehicles and other prizes. Preparing for 2023, we faced a familiar question: Do we repeat something we've done before or do something new? We decided to ask the players.

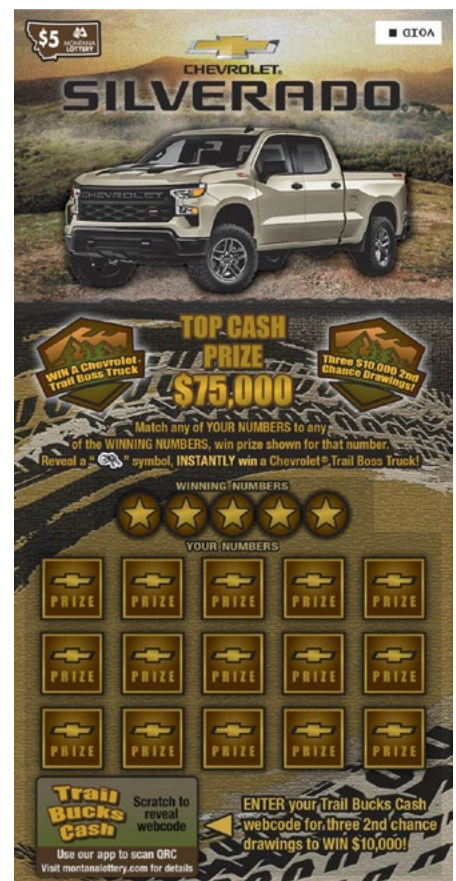
In January, the Lottery used a popular online survey tool (Survey

Monkey) to ask respondents about the prizes they're most interested in playing for. Respondents were asked to rank their preferences among four general categories (vehicle, recreational vehicle, sporting event and vacation), and then for each category choose from more specific options.

To distribute the survey, we used our Player's Club email list filtered by active members. From there, a random sample of 30,000 members received an email asking them to complete the survey.

Responses were slow at first, but after we added a small incentive, we quickly accumulated enough responses to be statistically significant. A clear winner emerged: Players wanted the chance to win a vehicle.

When it came to the specific prizes within the vehicle category, participants were asked to choose the type of vehicle that would most likely encourage them to play. The options provided were a pickup truck, a large SUV, a midsize SUV, or none of the above. The pickup truck garnered the highest interest, with 36.4% of respondents selecting it. The midsize SUV followed closely behind with 29.8% of participants expressing interest. The large SUV received a 20.9% interest rate, while 12.9% of respondents chose none of the above.



The results didn't necessarily surprise us. After all, Montana has nearly 74,000 miles of public roads, an economy in which agriculture is the top industry, and endless opportunities for outdoor recreation. That said,

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we'd done truck prizes more than a few times before, and it was helpful to confirm the demand still existed.

After working with other brands before, the Lottery settled on its first-ever Chevrolet license with Pollard Banknote and launched a \$5 game featuring a Silverado Trail Boss truck.

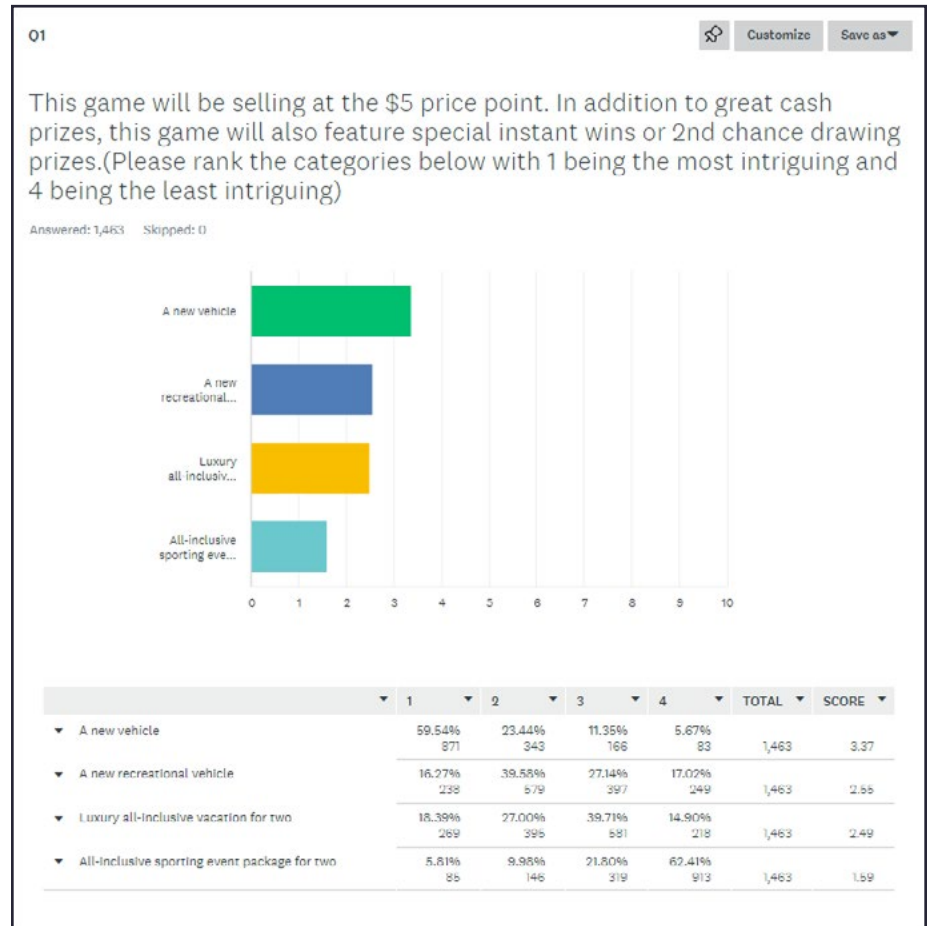
As of writing, the game has been available for four weeks and sold an average of 130 packs per week. By comparison, 2020's Ford game sold an average of 187 packs per week, although it is important to note that all scratch sales in Montana increased dramatically at the height of COVID. It is also worth mentioning the Lottery's advertising campaign supporting the game doesn't launch until July.

Case Study: Montana Millionaire (Raffle)

In November 2021, our players surprised us by selling out our annual raffle game, Montana Millionaire, in only six days, or approximately three times faster than the previous record. The game sold so quickly, we didn't even have time to launch our media plan to support it; although suffice it to say, it wasn't necessary.

Understanding what drove such a dramatic increase in demand would be critical to designing future iterations of the game in such a way that would allow for sustainable growth. Which of the many variables – price point, ticket quantity, prize structure, etc. – could we adjust? Which factors did players consider to be intrinsic to the experience of the game and should be left alone?

In pursuit of answers to these questions, we worked with our vendor to commission research. Leger Marketing was selected to design, administer and



interpret the results of a survey, which the Lottery distributed using the same methodology as the featured scratch game survey.

Several key findings emerged, shedding light on the preferences and motivations of past purchasers as well as potential buyers.

The survey results indicated that a remarkable 46% of individuals who purchased Montana Millionaire tickets in the past year plan to buy even more tickets in the coming year. This finding underscores the game's appeal and suggests a growing fan base eager to participate in future draws,

highlighting the opportunity to grow revenue by increasing the number of tickets available.

Among the various aspects of the game, the two \$1 million top prizes emerged as the most enticing feature for respondents, with 27% expressing particular interest in this aspect. Following closely behind, the limited number of tickets sold garnered attention from 25% of participants. These findings emphasize the appeal of sizable prizes, and that although there may be demand for more tickets, it's also important to maintain the exclusivity of the game.

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Additionally, the survey revealed the impact of the pandemic on players' decision-making. Approximately a quarter of respondents stated that the pandemic made them more likely to purchase tickets. In contrast, only 4% claimed it made them less inclined to participate, while the majority (70%) reported that the pandemic did not affect their decision.

Among individuals who did not play, 38% expressed that the presence of more instant winners would incentivize them to participate. Additionally, better odds (43%) was identified as one of the top factors that would influence their decision to participate.

The findings suggest that by maintaining or increasing the odds of winning and introducing more instant winners, Montana Millionaire can continue to engage and excite both existing and new participants in the future.

With access to the survey results, we designed the 2022 iteration of the game with an additional 30,000 tickets, 500 more instant-win prizes, and better overall odds. It would prove to be another success. The sales window narrowed even further to only 29 hours before the game was sold out, and profit grew by 12%!

For this year's game, we discussed a lot of options but ultimately decided something incremental wouldn't be enough, so we're adding another 100,000 tickets and a third \$1 million prize. The 2023 raffle will launch Nov. 1. ■



MONTANA MILLIONAIRE

IT'S YOUR TURN

IT'S THE MOST WONDERFUL TIME OF THE YEAR

Montana's seasonal raffle game returns at **5:30 AM, NOVEMBER 1**, with **TWO \$1,000,000** grand prizes and only 280,000 tickets. Sales continue until all tickets have been sold...which might be pretty quickly! Last year's game sold out after only **SIX DAYS**, so don't hesitate.

The features you already love:

- TWO \$1,000,000 grand prizes
- TWO early bird drawings
- \$100 and \$500 instant wins
- Best odds of winning \$1,000,000

+

The features you're about to love:

- \$100,000 second-tier prize added
- Early bird prizes increased:
 - \$100,000 & \$25,000
- More instant wins:
 - 1,800 for \$500
 - 1,200 for \$100

Mark Your Calendar!

NOVEMBER	Nov. 1	Nov. 25	DECEMBER	Dec. 16	Dec. 26–Jan. 1**
	Tickets on sale	1st Early Bird \$100,000*		2nd Early Bird \$25,000*	Grand Prize and \$100,000 draws


*Odds for the Early Bird drawings will depend on how many tickets are sold prior to the drawing deadlines.

**If tickets sell out prior to Jan. 1, the Grand Prize drawings may be held sooner, but never before Dec. 25. Drawing date will be announced after all tickets are sold out.



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For more game information, visit montanalottery.com



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