

Spring 2009 Mobile Lottery Playership Study

Study Background:

As Lottery organizations across the U.S. seek to develop playership among the up-and-coming generations of Lottery players, many are also looking to the Internet and mobile phone as a platform for reaching this audience. Along with the current legal obstacles that Lotteries face in their effort to develop an Internet or mobile-based offering (UIGEA, The Wire Act, etc...), there are a number of other questions and opportunities to consider when developing a mobile strategy. Among these are:

- Understanding the target market for a mobile Lottery player segment
- Creating entertainment value for new generation of Lottery players
- Leveraging the mobile platform to increase playership on existing games and develop a relationship with Lottery players
- Understanding the requirements and benchmarks of the mobile user experience

In order to assist with this effort, InfoTek Research has taken the initiative to conduct a series of nation-wide surveys of Lottery players in order to address the mobile Lottery's potential playership, as well as determining the key points for Lottery organizations to be aware of when developing a mobile strategy.

The *Spring 2009 Mobile Lottery Playership Study* gathers information about potential mobile Lottery playership from a random sample of Lottery players in North America, and provides insight into the profile of Lottery players who represent the greatest opportunity for North American Lotteries.

The Objectives of the Study were:

- Profile Lottery player segments most likely to play via Mobile Phone;
- Predict likely playership levels for Lottery games via the Mobile Phone; and,
- Outline key components of Mobile strategies for Lottery Organizations.

Methodology:

- Web survey of U.S. Consumers
- Randomized sample
- n=250 (+/- 6.2% sample error)
- Fielded in March 2009

Respondents in this study are:

- U.S. residents
- 18 years of age or older
- Lottery players (have played Lottery in the past 12 months)
- Mobile phone users

Cost of Report (including three hours of consulting) \$695

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For more information about this study, or if you would like to inquire about purchasing a copy of the full report, please contact InfoTek directly (1.509.248.8219) or e-mail Scott Jackson at scottj@infotekresearch.com.

About InfoTek

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