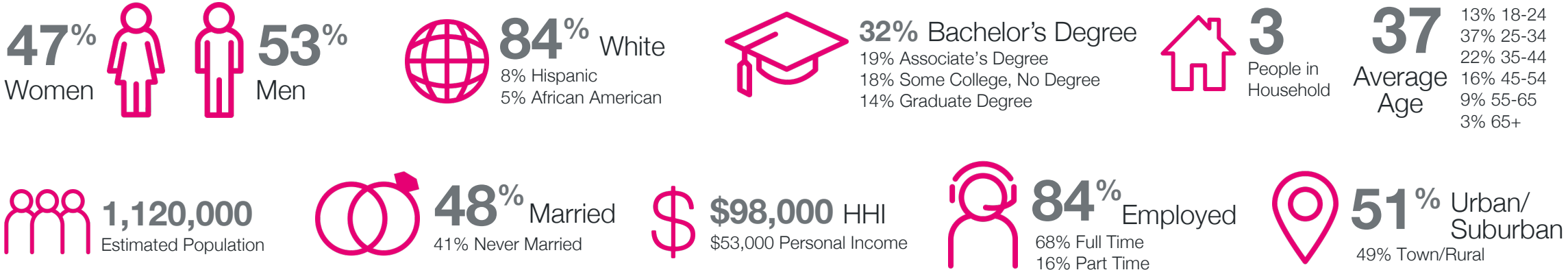
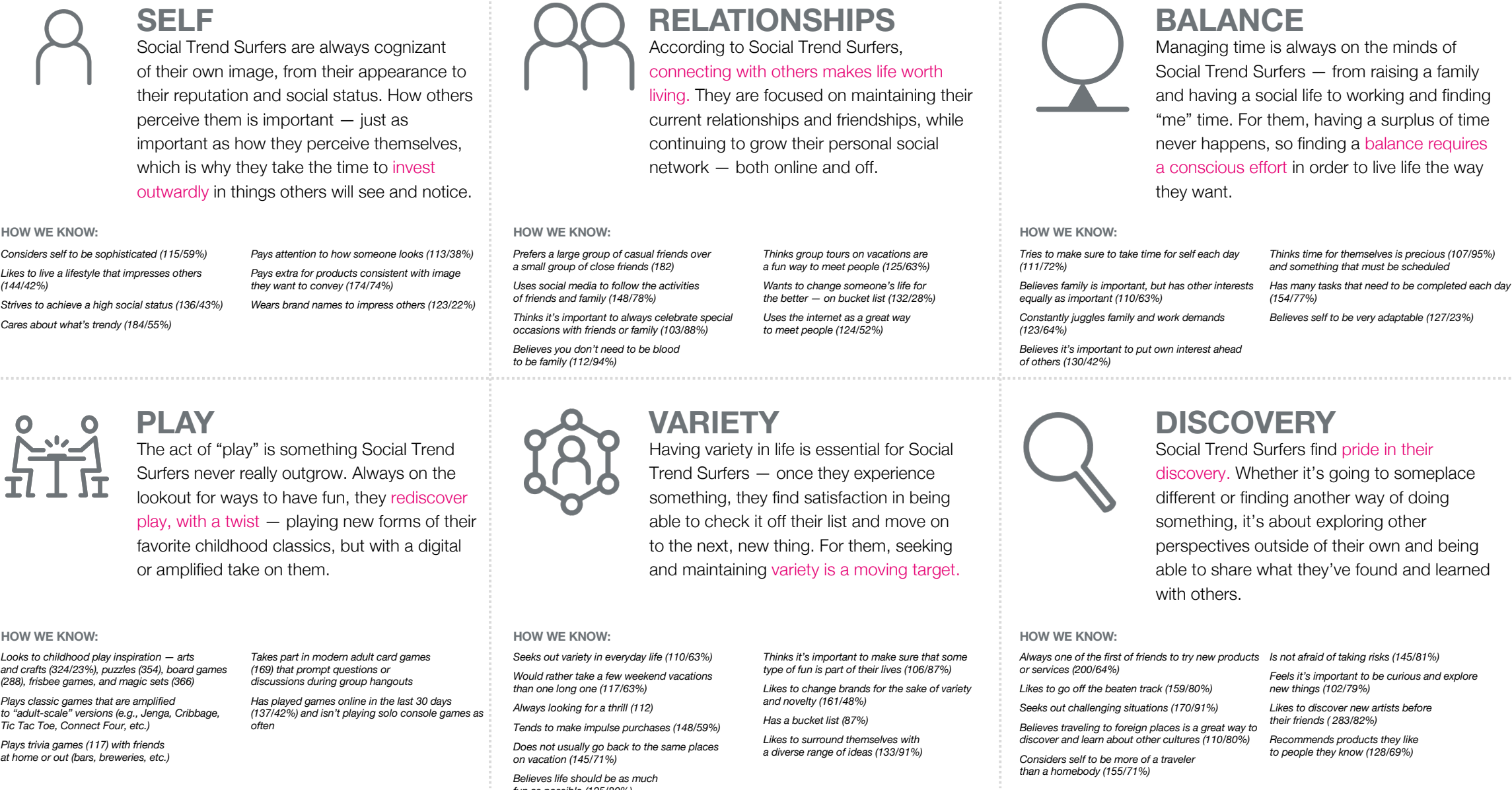




DEMOGRAPHICS



PERSONAL VALUE SYSTEM



**Database Parameters**

Lives in Minnesota




+

Ten or more statements: Goes to bars/night clubs on the weekend. Likes to go on weekend trips. Considers self to be sociable. Sees self as a leader. Plays games on social media. Prefers products with new technology. Influenced by celebrity endorsements for products. Prefers many acquaintances over a small group of close friends. Buys products consistent with the image they want to convey. Believes life should be as much fun as possible. Obtains MN sports information/news. Likes to be first of friends to try new products or services. Keeps up with friends and family on social media. Sees the internet as a great way to communicate with family and friends. Uses social media for contests, exclusives, offers, and promotions. Likes to connect with brands through social-networking sites. Shops online regularly. Uses social media to gather information about the news or other current events. Attends music performances.



# SOCIAL TREND SURFERS PROFILE

Many key aspects of the Lottery prove to be influential to the Social Trend Surfers’ lives. Within each aspect, there’s a key barrier that the Lottery may need to overcome; however, there also lies an opportunity for the Lottery to leverage.

ASPECTS OF INFLUENCE	BARRIER		OPPORTUNITY	
<div></div> <div>MONEY</div>	<div><b>THERE’S A PLAN FOR PURCHASES</b></div> <div>There’s always something filling Social Trend Surfers’ wish lists, which is why they only spend money on what they plan for and when they know that their bank account can allow it.</div> <div><i>“In my mind, you save money to spend money — and there’s always things I know I’ll want.”</i></div> <div><b>HOW WE KNOW:</b> Only save for a specific purchase (137/54%) Would rather save and plan for a purchase — hates to borrow money (105/81%)</div>	<div>Willing to pay more for their favorite things as a reward for saving up for them (142/48%)</div>	<div><b>IMPULSES ARE A PART OF THE PLAN</b></div> <div>A result of Social Trend Surfers’ hyper awareness about how much is in their wallet is knowing when there’s leeway for that occasional impulse buy — and they’re sure to take advantage of it when they can.</div> <div><i>“I pay attention to my spending so that I can treat myself when I want to — it helps me justify what I buy.”</i></div> <div><b>HOW WE KNOW:</b> Tends to make impulse purchases (148/59%) Believes it’s better to have what you want now as you don’t know what tomorrow might bring (124/58%)</div>	<div><b>HELP SCRATCH THE IMPULSE ITCH</b></div> <div>Create a moment for the Lottery to be the impulse that needs to happen</div>
<div></div> <div>GAMING</div>	<div><b>GAMES ARE MEANT TO BE SHARED</b></div> <div>Solo gaming doesn’t have as much of an appeal to Social Trend Surfers, who think games are better played with others. Whether it’s online or in person, games are used to enhance any social setting.</div> <div><i>“Games are something anyone can pick up and have fun with, which is why they’re a staple at any friend or family function of mine.”</i></div> <div><b>HOW WE KNOW:</b> Considers self to be very sociable (130/83%) Plays games with others on social media (223/53%)</div>	<div>Prefers to enjoy a good laugh and have fun with others (107/19%)</div>	<div><b>WINNING IS WORTH SHARING</b></div> <div>One of the best parts about a competition for Social Trend Surfers is when they get the chance to playfully boast to others about how their skills (or luck) led to the win.</div> <div><i>“Sharing my accomplishments with others, by posting on Instagram or simply telling my friends face-to-face, makes the feeling live on.”</i></div> <div><b>HOW WE KNOW:</b> Believes their ambition comes out strongly in game settings (111/24%) Puts own interests ahead of others, especially to get a win (130/42%)</div>	<div><b>GIVE THE CHANCE TO BOAST</b></div> <div>Provide a way for players to spread the word about their Lottery win or the chance they have at winning</div>
<div></div> <div>ENTERTAINMENT</div>	<div><b>THE OPTIONS ARE ENDLESS</b></div> <div>There are many ways Social Trend Surfers are entertained, with many happening at the same time. Whether it be watching a video while scrolling social or streaming music while chatting with friends, nothing gets their full, undivided attention.</div> <div><i>“I feel like I’m always doing two things at once or at the very least going back and forth between things constantly — it’s just how I keep up with things.”</i></div> <div><b>HOW WE KNOW:</b> Likes to be connected, either by phone or internet, at all times (125/69%) Continuously thinks it’s important to seek out stimulating experiences (115/73%)</div>	<div>Feels disconnected without the internet; has to check in constantly (129/74%)</div>	<div><b>A FRONT ROW SEAT BREAKS THROUGH</b></div> <div>Social Trend Surfers appreciate a break from life’s many distractions — being fully immersed in new, unexpected experiences allows them to do just that. By experiencing something “exclusive,” they are put at the forefront, so much so that they have to share it with others.</div> <div><i>“I love it when I feel like I am one in a million that gets to be a part of something — like going to a sold-out concert or being the first to catch a new movie trailer.”</i></div> <div><b>HOW WE KNOW:</b> Wants others to admire interesting things in their life (146/37%) Likes to be the first to experience exclusive content (230)</div>	<div><b>CREATE BUZZ THAT LASTS</b></div> <div>Amplify Lottery events and engagement efforts with outside-of-the-box extensions and experiences</div>
<div></div> <div>SOCIAL CAUSES</div>	<div><b>GIVING BACK IS A MATTER OF CHOICE</b></div> <div>Giving back is important to Social Trend Surfers, but it doesn’t mean going out of the way. It’s a part of their purchase — when presented with multiple options, they choose the “better” option.</div> <div><i>“When I’m out shopping and can choose something that is tied to a social cause, it’s worth the few extra cents.”</i></div> <div><b>HOW WE KNOW:</b> Does not tend to donate directly to a charity (65%); makes giving back part of their everyday/normal purchase decisions Currently a customer of TOMS (347)</div>	<div>Selective about donating - thinks often times too much money goes into the admin rather than the causes (206)</div>	<div><b>ENVIRONMENT IS THE PREFERRED CHOICE</b></div> <div>Causes that are close to the heart of Social Trend Surfers are those that impact the environment. Whether it’s clean water or climate change, these issues grab and keep their attention.</div> <div><i>“There are so many things we do that negatively affect the environment, so I try to do what I can to minimize my own impact.”</i></div> <div><b>HOW WE KNOW:</b> Willing to pay more for a product that is environmentally safe (124/70%) Participates in environmental groups/causes (230)</div>	<div><b>MAKE GIVING BACK EVERGREEN</b></div> <div>Earn the reputation the Lottery deserves for helping out Minnesota’s outdoors year-round</div>





DEMOGRAPHICS

33%  
Women



67%  
Men



86% White  
6% Hispanic  
5% African American



33% Bachelor's Degree  
17% Associate's Degree  
17% Some College, No Degree  
9% Graduate Degree



3  
People in  
Household

43  
Average  
Age

10% 18-24  
26% 25-34  
25% 35-44  
16% 45-54  
16% 55-65  
8% 65+



715,000  
Estimated Population



57% Married  
32% Never Married



\$103,000 HHI  
\$61,500 Personal Income



77% Employed  
68% Full Time  
9% Part Time



56% Urban/  
Suburban  
45% Town/Rural



MINNESOTA  
LOTTERY

TRADITIONAL  
RISK  
TAKERS  
PROFILE

BIO

Traditional Risk Takers don't feel the need to match the ever-increasing speed of the world around them. When they find something that works, they stick with it and make it part of their routine — not out of caution, but because they appreciate the comfortable things in life. This allows them to do things like perfect their favorite hobbies and invest time into their community. Though they live in a world of familiarity, they never let it hold them back from mixing it up when the time feels right, especially when they're due for a little exciting risk. To the Traditional Risk Takers, life doesn't have to be complicated, so you might as well do what feels right and enjoy the ride along the way.



SELF

Traditional Risk Takers don't prioritize the approval or recognition of others. What matters to them is gaining knowledge and improving their skills. They find satisfaction when they **invest inwardly** — if they feel good about themselves, that's all that matters.

HOW WE KNOW:

Cares about how they look to please themselves, not others (103/80%)

Believes having time for themselves is precious (107/95%)

Thinks it's important to continuously learn throughout life (107/92%)

Needs time every day for the things they're interested in (131/74%)

Thinks they can do things better than other people (148/54%)

Values education (146/96%)

Works on becoming a better person (117/92%)



BELONGING

It's important for Traditional Risk Takers to find their place in the area they live in. Feeling a sense of belonging gives them security knowing they're an **important piece of the puzzle** — doing what they can to help and knowing they can count on their community to do the same.

HOW WE KNOW:

Attends public meetings on town/school affairs (177/21%)

Served on a committee (213) or as an officer (189) for a local organization

Engaged in fundraising for their community (197/30%)

Wishes there were more community activities in their area (131/75%)

Feels a sense of community where they live (43%)

Thinks it's important to find their place in their community (143/72%)

Often interacts with neighbors (134/90%)



CONTENTMENT

Traditional Risk Takers are quite happy with themselves and the choices they make. Yes, they have things here and there they wish they could change, but overall their standard of living is **satisfying the way it is**. They have life figured out.

HOW WE KNOW:

Feels content with who they are (105/73%)

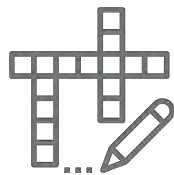
Don't have a desire to stand out and make self known (110/84%)

In general, feels happy with their lives (128/93%)

Is happy with their standard of living (127/81%)

Is less willing to change (179/57%)

Thinks it's important to keep things simple and keep their mind as uncluttered as possible (105/77%)



PLAY

For Traditional Risk Takers, working play into the day is never compromised; in fact, it comes effortlessly. They don't think twice about taking part in these activities alone, because **play is part of the everyday**.

HOW WE KNOW:

Needs time every day for the things they're interested in (131/74%)

Likes to have time to enjoy themselves (82%)

Believes its important to have fun every day (107/88%)

Makes sure to find a way to laugh every day (81%)

Finds humor within everyday observations (46%)

Gambles at casinos (302/40%)

Takes part in solo activities (105/52%): Sudoku, crossword puzzles, birdwatching, cooking for fun, photography and computer games



VARIETY

Traditional Risk Takers value trying and doing new things, but variety is relative. When it comes to the degree of variety they seek, **mixing it up is enough**. It's a matter of trying something new within their regular activities that qualify.

HOW WE KNOW:

Sees self as somewhat adventurous (258/37%)

Travels to places they haven't been within their usual destinations (116/85%)

Tries to seek out variety in their everyday (131/74%)

Experiments with new recipes when they entertain (109/84%)

Is open to doing things new and different (111/38%)

Tends to be one of the first of their friends to try new products and services (150/48%)

Enjoys trying different types of food (116/88%)



UNDERSTANDING

When something piques Traditional Risk Takers' interest, they set out to try to completely understand **all the ins and outs** — from doing DIY projects to fixing their car. It's this curiosity that's key to their character as well as how they spend their time.

HOW WE KNOW:

Thinks it's important to continually learn throughout life (107/92%)

Takes adult education courses (155)

Likes to learn about things they've newly discovered (322/30%)

Shows interest in how mechanical things, such as engines, work (129/30%)

Finds creating something enjoyable (121/57%)

Reads to learn something new (111/72%)

Enjoys learning a new skill (218)

Likes DIY (217/100%)



# TRADITIONAL RISK TAKERS PROFILE

Many key aspects of the Lottery prove to be influential in Traditional Risk Takers' lives. Within each aspect, there's a key barrier that the Lottery may need to overcome, but also an opportunity for the Lottery to leverage.

ASPECTS OF INFLUENCE	BARRIER		OPPORTUNITY		
<div></div> <div>MONEY</div>	<div><b>IT'S ALL ABOUT HAVING STABILITY</b></div> <div>It's important that Traditional Risk Takers have a stable financial foundation because they know they'll have to (and want to) spend money at some point in the future. They make sure to balance their books so that they have peace of mind with their finances.</div> <div><i>"I'd say I'm pretty prepared for things, because we save a little here and there just in case something happens or comes up."</i></div> <div><b>HOW WE KNOW:</b> Thinks investing in the future is very important (107/85%) Considers self a spender when the time is right (132/56%) Considers self financially secure (195/89%)</div>	<div>Believes they manage their finances well (129/90%) Feels confident in handling a personal financial crisis (135/88%)</div>	<div><b>BEING BALANCED LETS JOY HAPPEN</b></div> <div>Having a "set" budget allows them to say yes to spending opportunities that give them joy and make them happy — and that includes taking chances with their money. It's about getting that small rush of excitement from a little risk, because they know it won't put them behind.</div> <div><i>"We make sure we have money for the stuff we enjoy — I never feel bad throwing away a couple bucks for a little excitement."</i></div> <div><b>HOW WE KNOW:</b> Plans for the occasional impulse purchase (212/79%) Considers self to have been lucky in life (164/76%) Is open to taking risks in the stock market (247/48%)</div>	<div>Always knows how much is in their bank account (108/86%) Finds the ups and downs of the financial markets exciting (135/34%)</div>	<div><b>BECOME THE BEST CHOICE FOR JOY</b></div> <div>Make the Lottery the obvious option when it's time to spend on the excitement of risk</div>
<div></div> <div>GAMING</div>	<div><b>THE GO-TO'S ARE ESTABLISHED</b></div> <div>Keeping up with the latest and greatest games is not a priority for the Traditional Risk Takers, as they never grow tired of their tried-and-true favorites. It's about building on their skills, perfecting their game, or just getting exactly what they expect and are used to.</div> <div><i>"Even though I've been playing the same games for years, they're still fun — I like to get better and better at them."</i></div> <div><b>HOW WE KNOW:</b> Not influenced by what's hot and what's not (65%) Thinks it's important to put effort into something to get better (105/93%)</div>	<div>Plays classic games: cards, board games, Sudoku, crossword puzzles, chess, Xbox and PlayStation</div>	<div><b>WINNING IS A (WELCOMED) BONUS</b></div> <div>No matter the type of games or who they're playing with, why they play games is twofold for Traditional Risk Takers: games provide pure enjoyment and amusement, as well as a way to engage the mind. For them, a payoff isn't needed to have a good time.</div> <div><i>"I often play games by myself or with others, but it's never about the competition or beating anyone — it's just something I enjoy doing."</i></div> <div><b>HOW WE KNOW:</b> Plays the Lottery a few times a month (472/42%) / once a week (547/28%) Takes part in fun things purely just for entertainment / to feel good (47%)</div>	<div>Thinks it's important to do things just for the experience (123/78%)</div>	<div><b>ELEVATE PLAYING OVER WINNING</b></div> <div>Whether a quick hit or through "second chance," show that winning isn't the only goal of playing the Lottery</div>
<div></div> <div>ENTERTAINMENT</div>	<div><b>ENTERTAINMENT IS HABITUAL</b></div> <div>Traditional Risk Takers do not see entertainment as background noise or a way to simply pass the time — their entertainment choices have purpose. They know what they like and want, so they give their choices their full, undivided attention.</div> <div><i>"When I am going to sit down and watch something that I like, I'm committed — I rarely let myself get distracted."</i></div> <div><b>HOW WE KNOW:</b> Thinks that the internet has made us less connected (59%), so tries to depend on it less Considers self to be a rational thinker versus emotional (54%)</div>	<div>Feels too available with mobile (131/72%), so will put it to the side when participating in other things</div>	<div><b>HABITS OFFER PREDICTABILITY</b></div> <div>Traditional Risk Takers have a regimented approach to what entertainment choices they are making so they can better focus on what they're a part of. This deliberate and planned form of consumption makes it easy to know where they are.</div> <div><i>"Every day, I listen to the radio on my way to and from work, watch TV after dinner and scroll through Facebook before bed."</i></div> <div><b>HOW WE KNOW:</b> Prefers a set routine in daily life (105/79%) Dedicates a set time for themselves to watch TV (56%) or listen to music (57%)</div>	<div>Plans out most activities in life (61%) Considers self to be punctual (43%)</div>	<div><b>BREAK INTO THE ROUTINE</b></div> <div>Find more ways for the Lottery to complement and enhance established engagement touch points</div>
<div></div> <div>SOCIAL CAUSES</div>	<div><b>IMPACT THROUGH ACTION, NOT PURCHASE</b></div> <div>Traditional Risk Takers care about positively impacting society and their community. However, it's not through the brands or products they choose to purchase. For them, "doing good" comes from dedicating time or making a donation.</div> <div><i>"I think I can really make a difference by donating my time or money to a cause I believe in and care about."</i></div> <div><b>HOW WE KNOW:</b> Likes to volunteer their time for good causes (151/40%) Makes a donation to a charity on a regular basis (132/36%)</div>	<div>Believes giving to charity is important (141/34%)</div>	<div><b>SEES VALUE IN BRANDS THAT GIVE BACK</b></div> <div>Though Traditional Risk Takers may not go out of their way to buy a brand that gives back, they do admire them and spread the word about the brand's mission. And if it's something they already buy, supporting the cause is an added perk.</div> <div><i>"I may not seek them out, but I do appreciate companies that take a social stand — even better if it's one I already like."</i></div> <div><b>HOW WE KNOW:</b> Believes brands that support social issues care about both fixing the issue and attracting customers (238/45%) Shares their opinion about brands with others (134/41%)</div>	<div>Appreciates when brands they buy support social causes they care about (156/58%), but it's not mandatory Likes companies whose ethics they agree with (169/79%)</div>	<div><b>GIVE MEANING TO THE DOLLAR</b></div> <div>Increase play by connecting what they spend on the Lottery to the "good" that the Lottery does</div>