Raffle and lottery player personas

Who plays raffle and weekly lottery?

Relevant communications are essential to engage audiences and build relationships

As fundraisers we're constantly looking for ways to increase the return on investment with our fundraising products. One of the principle ways of achieving this is by knowing who we're talking to.

This guide provides a starting place to find out who plays your raffle and/or weekly lottery and why.

Your next step is to interrogate your own data to identify the specific characteristics that make up your own player profiles. Start with transactional data around products they engage with, tenure, play frequency, play recency and average gift. Overlay sociodemographic information if you can and then ask them, or work with further data or information, to understand their motivations of play.

Once you have this picture of your raffle and lottery players you will be much better placed to maximise engagement, achieve conversions, and retain their support.

Generic player personas from this report

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Specific characteristics within your own data:

Transactional
- Products they engage with
- Tenure with Charity
- Play frequency
- Play recency
- Average gift over time

Socio-demographic

Play motivations

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Maximising engagement

Increased conversions

Retained support

We recommend you read this guide in relation to the **Prize-led Fundraising Benchmarking and Trends Report** to provide a fuller picture on how to grow and develop your programme.

It's all about relevance

Relevant content which resonates with the individual is becoming an expectation. Being donor-centric is a way charities can improve donor relationships and retention.

A survey by Salesforce found that 84% of respondents say being treated like an individual, not a statistic, has a crucial influence on our choice to support a brand. We want to feel understood to the extent that, according to Accenture, 83% of us are willing to share our data for more personalised experiences. Read more about this here.

Understanding who your supporters are; their characteristics, their preferred communication channels, their needs and what motivates them, will enable you to talk to them as individuals with relevant and timely content and messaging. This will build their engagement, trust and support of your charity and its products.

This is surmised in the Charity Benchmark Report for 2020:

"All of these efforts were focused on delivering a truly bespoke 'supporter journey' as opposed to a 'product journey' for donors. But there was also a strong sense that supporter centricity is also a route to both audience, channel and product diversification."

*Charity Benchmarks Covid-19 Impact Monitor

Motivations to play

The Gambling Commission has recently published research undertaken by 2CV into gambling motivations. It shows that lottery (including raffles) is the most common form of gambling with over 70% of players motivated by the money. It's about the possibility of something big – the chance to fulfil a dream, treat the grandchildren or even just a treat of a grand day out.
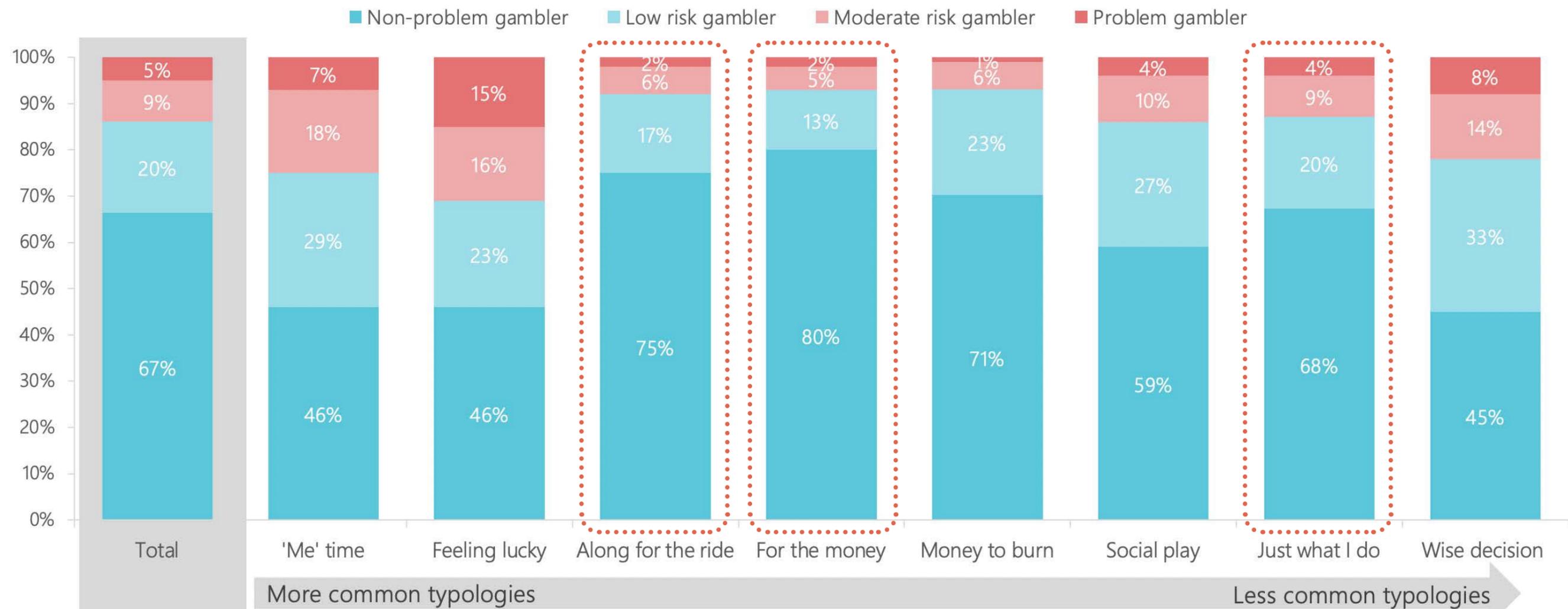
Gambling activities done on occasion

Over-index vs. average

	Total	'Me' time	Feeling lucky	Along for the ride	For the money	Money to burn	Social play	Just what I do	Wise decision
Played a lottery	22%	9%	16%	31%	70%	20%	4%	27%	1%
Sports betting – on games	15%	19%	16%	8%	3%	9%	16%	12%	42%
Play scratchcards	13%	12%	11%	21%	14%	18%	8%	20%	1%
Sports betting – on races	10%	10%	9%	8%	2%	5%	16%	9%	29%
Instant Win Games on a website	6%	9%	6%	2%	5%	16%	1%	9%	1%
Online casino games	5%	7%	6%	0%	1%	5%	5%	6%	6%
Online Bingo	5%	7%	5%	1%	2%	11%	3%	6%	5%
Online slot machine games	5%	12%	5%	1%	1%	8%	2%	5%	2%
Fruit or slot machines	5%	8%	8%	5%	2%	5%	6%	3%	1%
Bingo (in person)	4%	1%	5%	10%	0%	0%	17%	0%	2%
Arcades	4%	3%	3%	10%	1%	2%	15%	1%	1%
Betting on events	2%	1%	3%	0%	0%	1%	2%	0%	4%
Casinos (in person)	1%	1%	3%	2%	0%	0%	4%	0%	2%
FOBTs	1%	1%	4%	0%	0%	0%	0%	1%	2%
Virtual dog/horse race	1%	0%	1%	1%	0%	0%	1%	0%	1%

Motivations to play

Lottery scores highly for 'Along for the ride', 'For the money' and 'Just what I do'. These three motivations are classified as the lowest risk for problem gambling by the Gambling Commission, under indexing against the average for moderate risk gamblers and problem gamblers.

PGSI score by typology

Legend: ■ Non-problem gambler ■ Low risk gambler ■ Moderate risk gambler ■ Problem gambler

Typology	Non-problem	Low risk	Moderate risk	Problem
Total	67%	20%	9%	5%
'Me' time	46%	29%	18%	7%
Feeling lucky	46%	23%	16%	15%
Along for the ride	75%	17%	6%	2%
For the money	80%	13%	5%	2%
Money to burn	71%	23%	6%	1%
Social play	59%	27%	10%	4%
Just what I do	68%	20%	9%	4%
Wise decision	45%	33%	14%	8%

More common typologies → Less common typologies

https://www.gamblingcommission.gov.uk/Docs/2CV-how-gambling-fits-into-peoples-lives.pptx

Gambling Commission dominant lottery player classifications

Along for the ride

"Gambling isn't something I'm particularly interested in, it's just a way I get to enjoy being with others, even if it means I will possibly end up out of pocket!"

11% of occasions have this as their primary typology	**16%** of occasions feature this typology	Typically paired with **Social play** typology

Characteristics
- I took part with **friends/family**
- I had **no idea if I'd win** anything

Motivations
- To be **social**

Triggers
- **Someone recommended** that I play

More likely to play...
- Lottery
- Scratchcards
- Bingo
- Arcades

How they play...
- Typically play 1-2 games/tickets/bets
- Play with a partner or in groups
- More likely to be spontaneous
- Play in person

"I went to my local club last night and played bingo. We won £20 plus 10 books of raffle tickets so didn't do bad, it paid for the evening out!!"

People who experience this typology are more likely to be a non-problem gambler, female, younger (skew under 35)

For the money

"I don't put much thought into gambling, I just like the idea of winning big even if it is a long shot"

11% of occasions have this as their primary typology	**16%** of occasions feature this typology	Typically paired with **Just what I do** typology

Characteristics
- I **wasn't very involved** in the activity
- Winning was a **long shot**
- It was all **down to chance**

Motivations
- To **win large amounts** of money

Triggers
- Because it was a **rollover/a big prize pot**

More likely to play...
- Lottery

How they play...
- Typically spend under 5 minutes
- Have the lowest number of bets/ games/tickets
- Play solo
- Plan to gamble and know exactly what to gamble
- Most likely typology to claim to not win anything

"I saw a poster for the EuroMillions jackpot and I thought why not, just bought a ticket on my way home. I don't really do this sort of thing, but the thought of all those millions is too good to pass up"

People who experience this typology are more likely to be a non-problem gambler, slightly older (skew over 55)

Just what I do

"Gambling is just something I've been doing for a while, and I enjoy it as a little treat regardless of whether I win or not"

9% of occasions have this as their primary typology	**18%** of occasions feature this typology	Typically paired with **Me time** typology

Characteristics
- I **always do it**
- It was a very **solo actvity**
- I would **enjoy taking part** even if I lose

Motivations
- It's just a part of **my routine**
- To give myself **a treat**

Triggers
- I do this **regularly/ I always play**

More likely to play...
- Lottery
- Scratchcards
- Instant Win Games

How they play...
- Typically spend under 5 minutes
- Tend to play 1 bet/ game/ticket
- Plan and know exactly what to gamble
- Play in person or on a website
- More likely to claim to not win anything

"I buy my Lotto ticket weekly. I always remember as when I leave the door at work I have to walk past where I would go to put £2 on the National Lottery. Honestly it's so engraved into my routine now I just naturally do it after 9:30 for the following week."

People who experience this typology are more likely to be low income (skew under £20K), oldest out of the typologies (skew over 55)

Charity raffle and weekly lottery player personas

The Gambling Commission report profiles lottery players as:

Non-problem gamblers

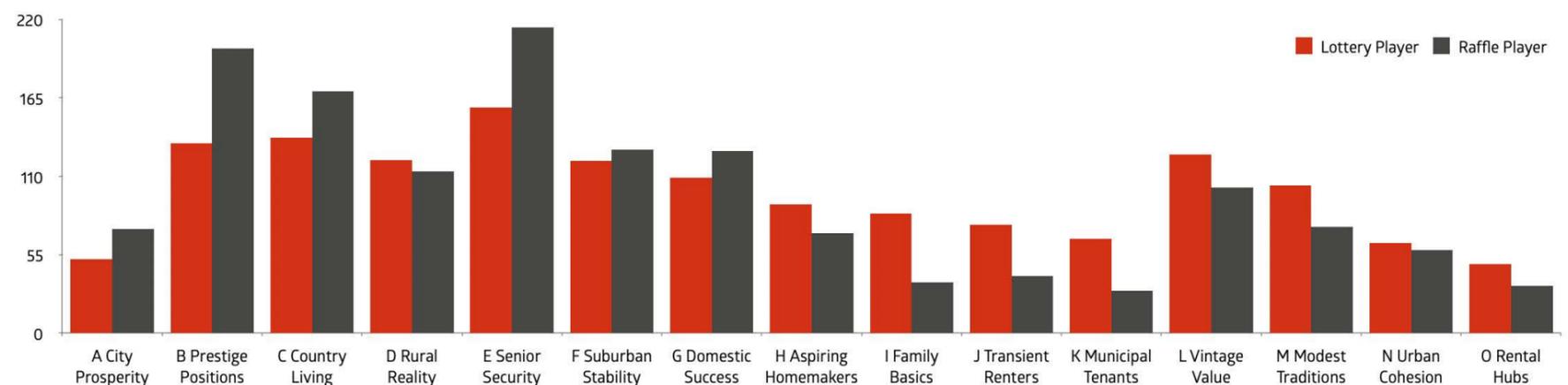Slightly older (over 55) and also younger females (under 35)

Potentially with an annual income under £20k

Remember, this is looking at all lotteries and raffles including the National Lottery.

How does the Gambling Commission research equate to charity raffle and lottery players? And are the player personas for the two products different?

Our analysis shows there is a difference for charities and between raffle and weekly lottery.

Typically the recruitment channels, and therefore make-up of the bases, are direct mail for raffle and F2F for lottery. We know the world is changing and Covid-19 has catalysed this with aggressive drives into digital across both products plus a recent rise in cold direct mail for raffle and growth of DRTV for lottery. This may therefore bring about a shift in the profiles of players and is something we're looking to track over time.

Lottery and raffle mosaic classifications

Legend: ■ Lottery Player ■ Raffle Player

Categories (x-axis): A City Prosperity, B Prestige Positions, C Country Living, D Rural Reality, E Senior Security, F Suburban Stability, G Domestic Success, H Aspiring Homemakers, I Family Basics, J Transient Renters, K Municipal Tenants, L Vintage Value, M Modest Traditions, N Urban Cohesion, O Rental Hubs
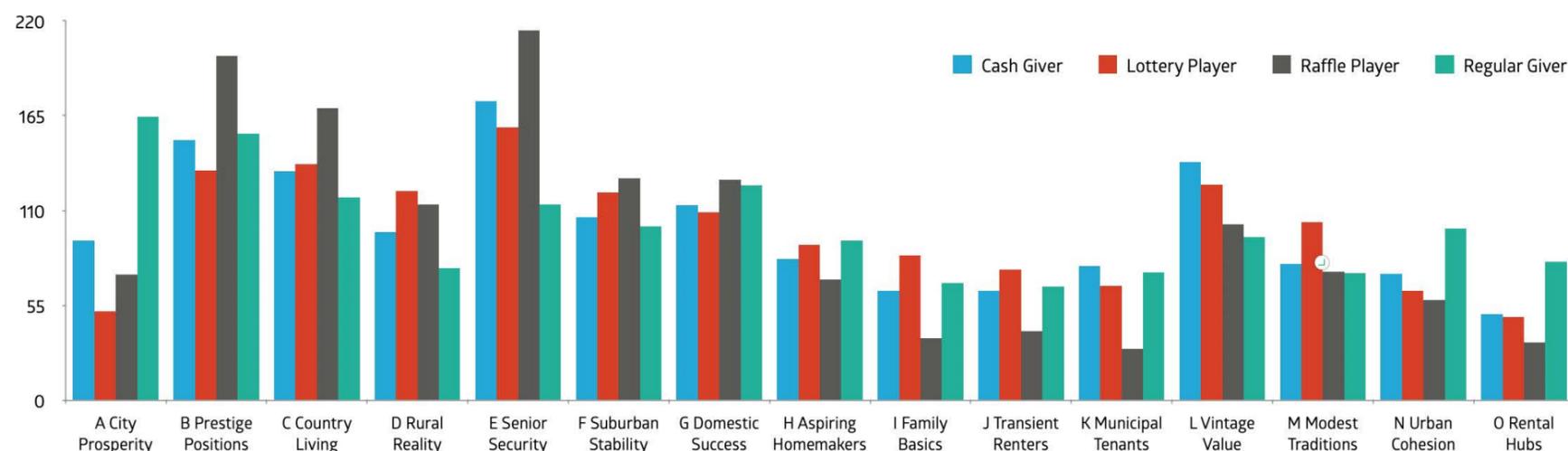
Y-axis: 0, 55, 110, 165, 220

Charity raffle and weekly lottery player personas

Woods Valldata has carried out a profiling exercise using aggregated postcode level data and Experian's Mosaic classification. This looks at the core personas of a raffle and weekly lottery player vs. cash or regular giving.

It's worth noting that, depending on your acquisition strategies, your player profiles will probably be driven by the make-up of your charity's main supporter base.

Our research shows that there are different audience characteristics for each product type.

Mosaic classifications by product

Legend: Cash Giver, Lottery Player, Raffle Player, Regular Giver

Categories: A City Prosperity, B Prestige Positions, C Country Living, D Rural Reality, E Senior Security, F Suburban Stability, G Domestic Success, H Aspiring Homemakers, I Family Basics, J Transient Renters, K Municipal Tenants, L Vintage Value, M Modest Traditions, N Urban Cohesion, O Rental Hubs

Important mosaic groups present in Woods Valldata personas

■ Primary group for current audiences   ■ Secondary group for current audiences   ■ Suggested prospect group to target for acquisition

		Raffle	Lottery	Cash	Regular Giving
A –City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards				▮ (Suggested prospect)
B – Prestige Positions	Established families in large detached homes living upmarket lifestyles	▮ (Primary)	▮ (Suggested prospect)	▮ (Primary)	▮ (Primary)
C – Country Living	Well-off owners in rural locations enjoying the benefits of country life	▮ (Secondary)	▮ (Primary)	▮ (Secondary)	
E – Senior Security	Elderly people with assets who are enjoying a comfortable retirement	▮ (Primary)	▮ (Primary)	▮ (Primary)	
G – Domestic Success	Thriving families who are busy bringing up children and following careers		▮ (Secondary)		▮ (Secondary)
H – Aspiring Homemaker	Younger households settling down in housing priced within their means		▮ (Secondary)		▮ (Secondary)
L – Vintage Value	Elderly people with limited pension income, mostly living alone		▮ (Suggested prospect)	▮ (Suggested prospect)	

Charity raffle and weekly lottery player personas

The dominant characteristics for each product type is further broken down by Mosaic in the table below. Raffle and Cash are fairly closely aligned which is a likely result of cross-sell from cash into raffle. Lottery and Regular Giving, although both committed giving products, are quite significantly different in their profile.

Comparing product types

	Raffle	Lottery	Cash	Regular Giving
Age	66+	55+	66+	35–55
Household income	£20K–£80K	£15K–£40K	£20K–£70K	£70K to over £150K
Household composition	Single	Single or married couple	Single or married couple	Families
Education	Vocational or university	Vocational or no qualifications	Mixed	University
Response channel	Mail, internet	Internet, mail	Phone, mail, email	TV, email
Technology use	Very low	Low/very low	Low/very low	High/very high
Lifestyle	Gardening Homes Travel	Family TV (nature, gardening) Occasional trips	News & current affairs TV (drama, antiques) Modest holidays	Business & politics City life (the arts, eating out) Travel
Mosaic Group (top 2 by index vs UK population)	E – Senior security B – Prestige position	E – Senior security C – Country living	E – Senior security B – Prestige positions	A – City prosperity B – Prestige positions
Mosaic Type (top 3 by index vs UK population)	B06 Diamond Days E19 Bungalow Haven E18 Legacy Elders	E19 Bungalow Haven C13 Village L51 Retirement Communities	L51 Retirement Communities E19 Bungalow Haven B06 Diamond Days	A01 World-Class Wealth A02 Uptown Elite B05 Premium Fortunes
New audience opportunity	Ages 36–45, with a moderate to high household income, these are aspiring families who live well despite their large mortgages. They are very comfortable with technology using smartphones, Uber and games consoles. (G26 Cafes and Catchments, G29 Mid-Career Convention)	Aged late 20s to mid 40s, there is a group of working young families who earn £40K–£50K. They lead busy lives and their priority is their children. They enjoy social networking, own a games console, typically live in a mortgaged 3 bedroom semi-detached home. (H31 Affordable Fringe, H32 First-Rung Futures)	Aged 36–45, there are some cash givers who are wealthy, typically have 2 children, live in high-spec houses with big mortgages. Their household technology and internet use is high through smart-phone, tablet or laptop. (B07 Alpha Families, G29 Mid-Career Convention)	Young, urban and ambitious, this young group (26–35) love the city, living in well-appointed rental flats. They work in finance or computing and enjoy bars, nightlife, gyms and shops. (O61 Career Builders, O62 Central Pulse)

Images from Experian Mosaic profiling

Summary

- Raffle and lottery players are very low risk problem gamblers who are **motivated by the chance of winning something**

- According to the CV2 report commissioned by the Gambling Commission, players are likely to be **over 55 and in many cases over 66+** although there is some interest from younger females and families

- From the Woods Valldata personas, **Raffle players tend to have a higher level of education** than their lottery playing counterparts and as such may have a higher household income. They are older too making them ideal prospects for legacy conversion

- **Lottery players are around 55+** with a modest annual income and a lower annual income. They are happy to use the internet but overall have a low capability when it comes to technology

- There is a **viable opportunity to target younger demographics** as young as 20s for lottery and mid-30s for raffle with the right approach and message to further diversify and future proof prize-led fundraising programmes

What now?

You can use this information to help develop your prize-led fundraising planning, or apply to your own data to create bespoke audience personas.

Contact us...
we'd love to hear from you

If you'd like to work with us on this, we'd love to get involved!
Our Data Strategy and Insight team is on hand to guide you
through or even do all the hard work for you.

Whatever you're looking to achieve with your fundraising,
with Woods Valldata you're in safe hands.

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Woods Valldata is passionate about helping you raise more income for your vital work. We believe in what we do and make it our mission to be the best. Our team of 200+ sector specialists help charities raise over £100 million in fundraising income per year supporting them with their raffles, weekly lottery, response handling, fulfilment, digital scanning and direct debit processing. We offer an unparalleled level of service, with the strategic insight to identify opportunities and inform innovation whilst following the highest compliance standards for PCI, ISO and the Gambling Commission.

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