



West Virginia Lottery

Baseline-Tracking Survey

June 2019

 RESEARCH AMERICA
MARKET RESEARCH • CONSUMER INSIGHT

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Background

- Periodically, the West Virginia Lottery conducts a Baseline-Tracking Survey to measure incidence of play by game, play frequency by game type and demographically segment customers by play frequency and other variables.
- Findings from this research are used for marketing strategy development and overall assessment of marketing, communications and product development initiatives. Where appropriate, data from this research is measured against previous waves of the study to determine changes in player profiles by game and data is used to answer stakeholders' (legislators, state government staff) questions about West Virginia Lottery players characteristics by game (e.g., demographic, play frequency, and spending habits).
- This wave of baseline tracking research includes questions designed to assess player interest in the online purchase of lottery games and advertising recall along with an expanded section on Keno game-play habits.
- Analysis of this research will be used by West Virginia Lottery management and Digital Relativity, the Lottery's marcom agency of record, to develop strategies to enhance game appeal and purchase intent among targeted segments

Objectives

The primary objectives of this research are:

- Measure the purchase behavior of adult West Virginians associated with the Lottery games:
 - ✓ Instant Games
 - ✓ Daily 3 / Daily 4
 - ✓ Powerball®
 - ✓ Mega Millions®
 - ✓ Lotto America
 - ✓ Cash 25
 - ✓ Keno
 - ✓ Video Lottery / Video Slots
 - ✓ Sports Wagering
- Assess game purchase patterns of lottery players.
- Determine lottery ad recall.
- Identify player demographics.

Methodology

- A total of 500 interviews were conducted online with a purchased sample representative of West Virginia's population and highly populated out-of-state counties border the state. Qualified respondents included adults age 18+ who have played any West Virginia Lottery games. Quotas were established to make the respondent base representative of the state census by gender, age and region for West Virginia and border county adult populations and media markets.
- Online interviews were conducted June 4-19, 2019. The average length of player interviews was less than 15 minutes.
- Potential respondents who are competitively employed (that is, employed in the gaming industry, an advertising agency, or a market research firm) and those who have a family member competitively employed were screened out of this survey to reduce bias.
- Qualified respondents were further screened based on frequency of playing West Virginia Lottery games (e.g., frequent, occasional, lapsed and former).

A close-up photograph of a lit incandescent lightbulb against a dark background. A bright, glowing filament is visible inside the glass bulb. A single, sharp beam of light emanates from the top of the bulb, casting a long, thin shadow or glow onto a light green surface to the right. The glass of the bulb is clear and reflects some light.

Executive Summary

Executive Summary

Advertising Recall

- Most (82%) lottery players have seen or heard any advertisements for the West Virginia Lottery. Of those who saw or heard a lottery advertisement, 86% said it was for Powerball while 64% recalled seeing or hearing a Mega Million advertisement.
- Lottery players heard or saw the least about Cash 25 and Lotto America.
- The size of the jackpot and winning numbers were the most recalled types of information lottery players saw or heard in an advertisement. Most players recall seeing or hearing the information via outdoor media and television.

Game Play Habits

- Nearly two-thirds (64%) of adults have ever played games from the West Virginia Lottery while about one third (36%) have never played lottery games.
- More than three in five (62%) have played games from the West Virginia Lottery in the past 30 days while 38% played 30 or more days ago.

Executive Summary

Game Play Habits

- More than three in five (62%) West Virginia residents have played lottery games along with 77% of out-of-state residents from populous out-of-state border counties.
- Lotto America and Keno have the highest number of frequent players from out-of-state while Cash 25, Daily 3 or Daily 4 and Video lottery and video slots have the lowest.
- The games with the highest frequency of ever being played are:
 - Instant Scratch-Offs (played by 90%)
 - Powerball (88%)
 - Mega Millions (70%)
 - Daily 3 / Daily 4 (42%)
 - Video Lottery or Video Slots (33%)
 - Keno (31%)
 - Cash 25 (24%)
 - Lotto America (18%)
 - Sports Wagering (10%)

Executive Summary

Game Play Habits

- The games with the *greatest proportion of frequent players* (past 30 days) are
 - Instant Scratch Off (34% frequent players)
 - Powerball (31%)
 - Lotto America (31%)
 - Mega Millions (30%)
 - Cash 25 (25%)
 - Keno (23%)
 - Video Lottery / Video Slots (21%)
 - Daily 3 / Daily 4 (21%)
 - Sports Wagering (20%)

Executive Summary

Game Play Habits

- All games have a sizeable proportion of “former players” (those who have not played for 3 months or more) include:
 - Video Lottery / Video Slots (44%)
 - Keno (41%)
 - Daily 3 / Daily 4 (39%)
 - Instant Scratch Off (34%)
 - Powerball (30%)
 - Lotto America (26%)
 - Mega Millions (29%)
 - Cash 25 (28%)
 - Sports Wagering (27%)

Executive Summary

Keno Game Play Habits

- Nearly a third of lottery players have ever played Keno.
- The frequency of Keno play has increased. In 2019 nearly one in four (23%) have played in the past week compared to 14% in 2015.
- A third of Keno players tend to purchase the BONUS play option.
- If they could play statewide, over three-quarters (78%) of Keno players said they would play at convenient stores while 73% said they would play at gas stations.
- Over a third (37%) of Keno players say they let the clerk or terminal check their ticket for winning numbers.
- Most (77%) players think the 5-minute wait time between drawings is just about right.
- Keno players like it when graphics change. A majority like gaming or gambling graphics followed by seasonal and sports graphics.

Executive Summary

Lottery Play

- Very few players (5%) have encountered an issue when cashing a winning ticket. For those players who experienced a problem, most went to the lottery office to cash their winning ticket or went elsewhere.
- Three in four (76%) lottery players prefer games of chance over games of skill.
- More than one in ten (16%) lottery players said they “always or very often” play games with friends socially. Over two-thirds said they “rarely or never” participate in a West Virginia lottery pool at work, with friends or other groups.
- Nearly half (47%) of lottery players said that playing the lottery is “very convenient” and 42% said it is “sometimes convenient.”
- One in four (25%) lottery players have participated in a West Virginia Lottery promotion. Most (63%) entered through their local retailer. Overwhelming, lottery players prefer to win cash in a West Virginia Lottery promotion.

Executive Summary

New Game Concept

- As part of this research, a new lottery game purchase concept was tested for the second time.

Concept: A web-based method that is used to create player accounts in order to purchase games through the West Virginia Lottery website. Due to current regulations controlling the method of lottery play, credit cards cannot be used to fund the players' accounts. Winning amounts are added to the account balance which can be used to play lottery games or redeemed for cash.

- The concept appealed to many lottery players. Over half (55%) are “very likely” or “somewhat likely” to purchase lottery games through the Internet using the method described above. This is an increase from 2015 when more than two in five (44%) said they were “very likely” or “somewhat likely.”

Executive Summary

Internet Access

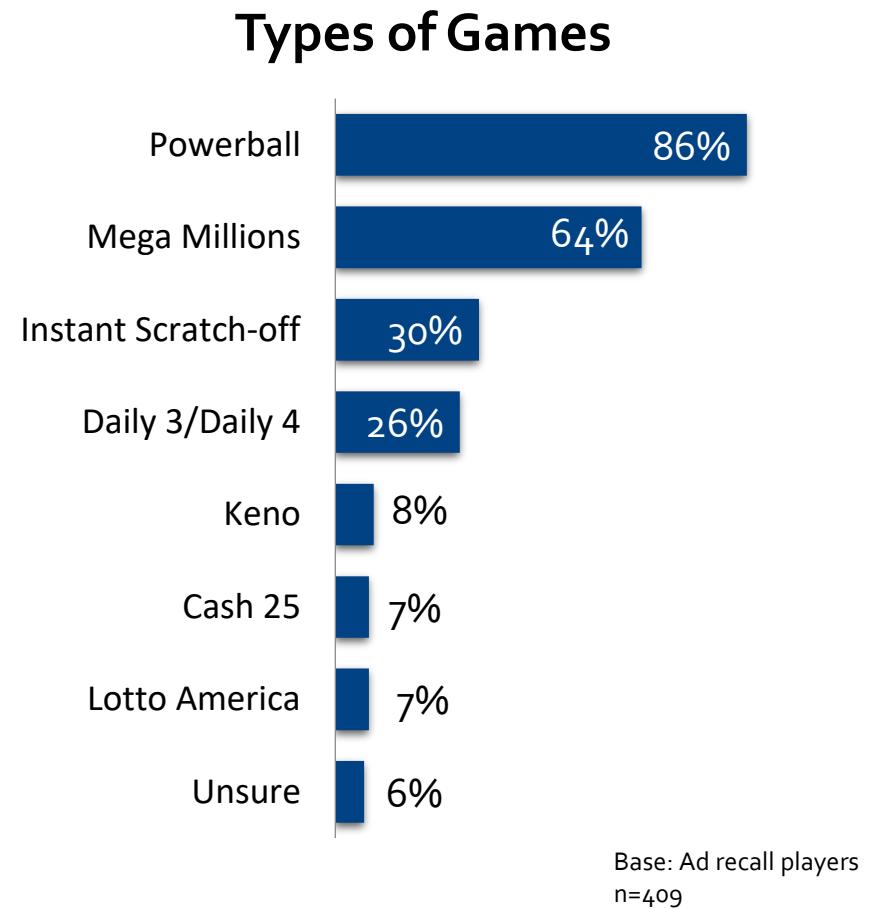
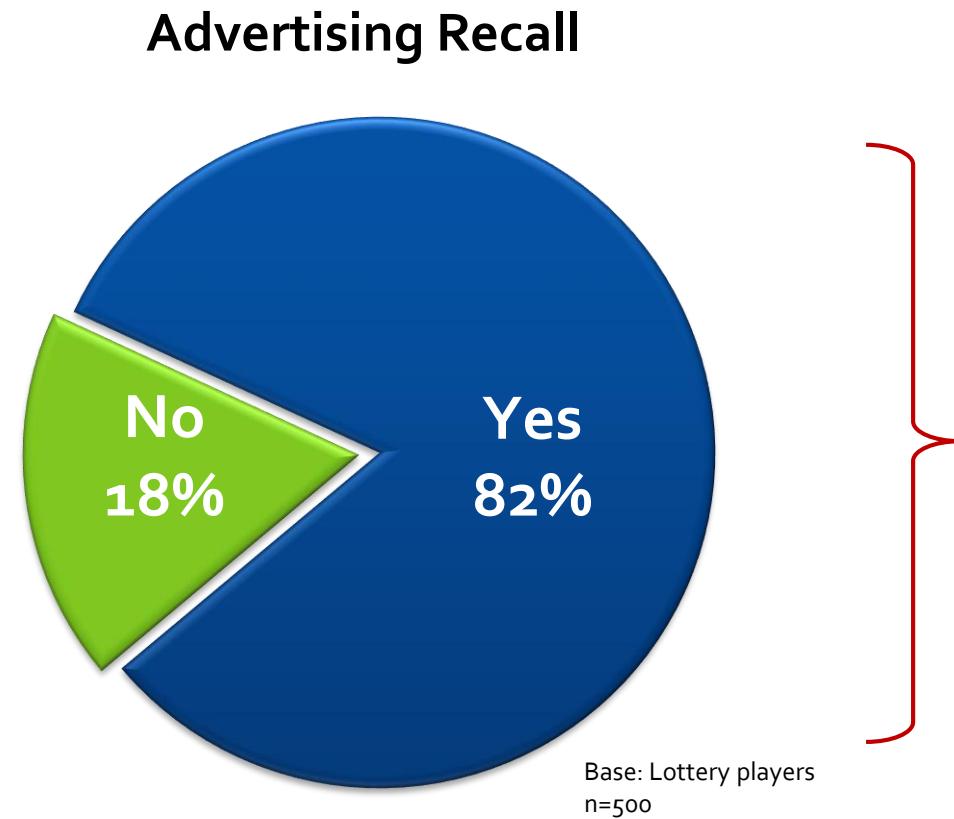
- Nearly all (99%) lottery players have Internet access from a personal, employer or public device.
- Over a quarter (28%) of lottery players purchase consumer products online every week or more. Of those, one in four (27%) purchase household items and one in five (21%) purchase clothing.
- Three in five lottery players frequently use a debit card to pay for their online purchases. Most players said they use the website to make the purchases and not an app.
- Almost half (45%) of players with Internet access have visited the West Virginia Lottery website.
- Just one in six players have used the West Virginia Lottery app. Of those, most use it to check winning numbers.



Advertising Recall

Detailed Findings

Most lottery players recall seeing ads for Powerball.

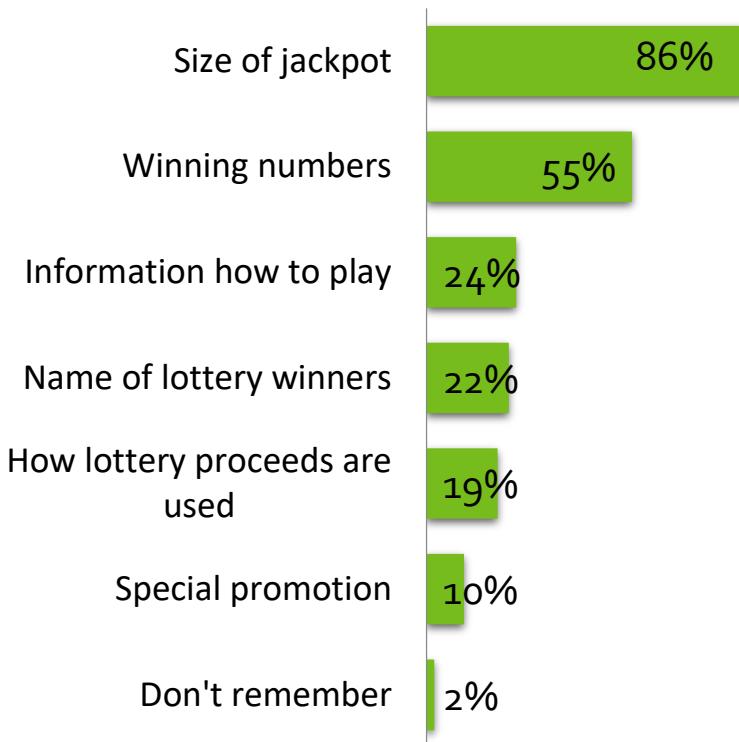


Q14. Have you seen or heard any advertisements for West Virginia Lottery?

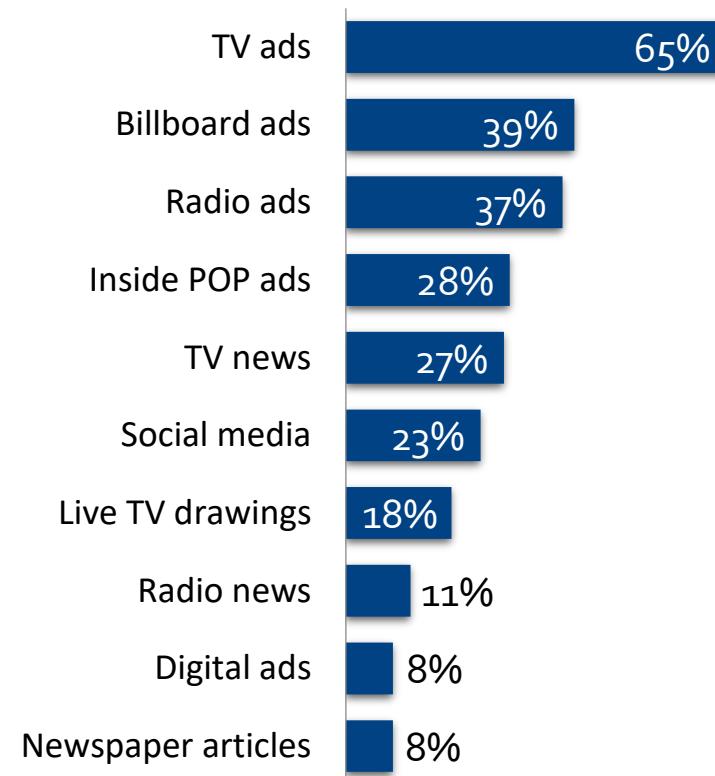
Q15. What West Virginia Lottery games do you recall seeing or hearing in the advertisements?

Most players recall seeing Powerball advertisements about the size of the jackpot on television.

Type of Information



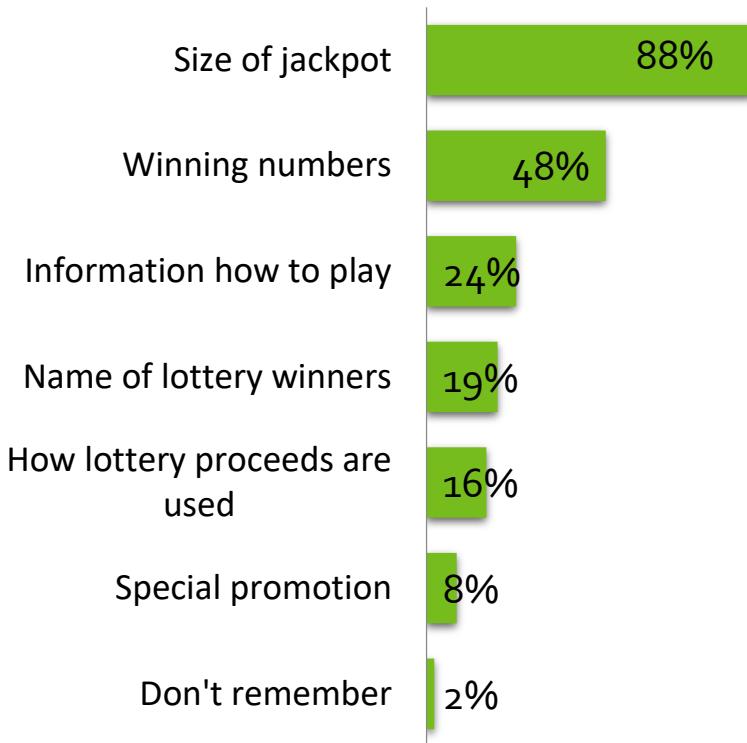
Source of Advertising



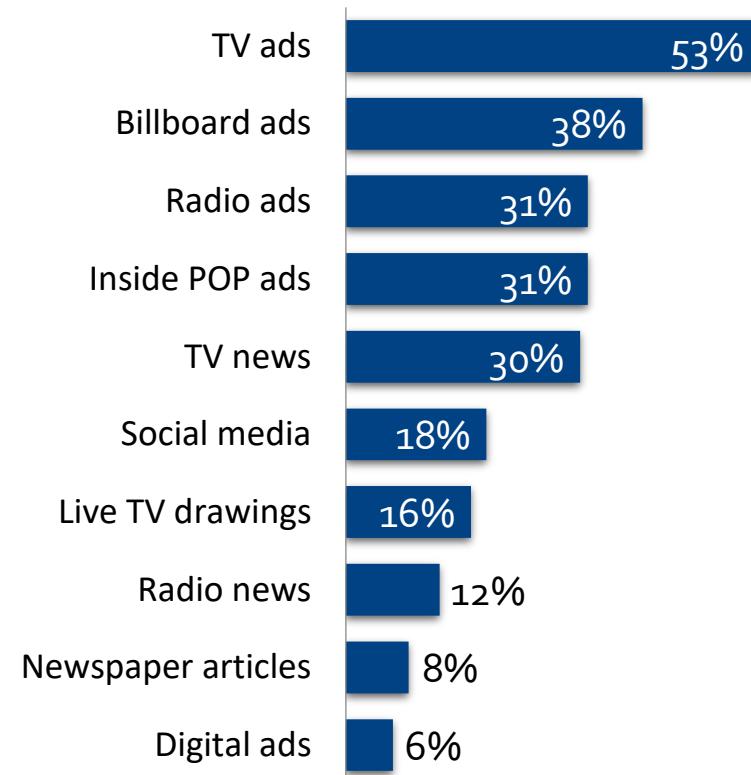
Q16. What type of information do you recall seeing or hearing about Powerball?
Q17. Where did you see or hear the advertising for Powerball?

Most players recall seeing advertisements about the size of the Mega Millions jackpot on television.

Type of Information



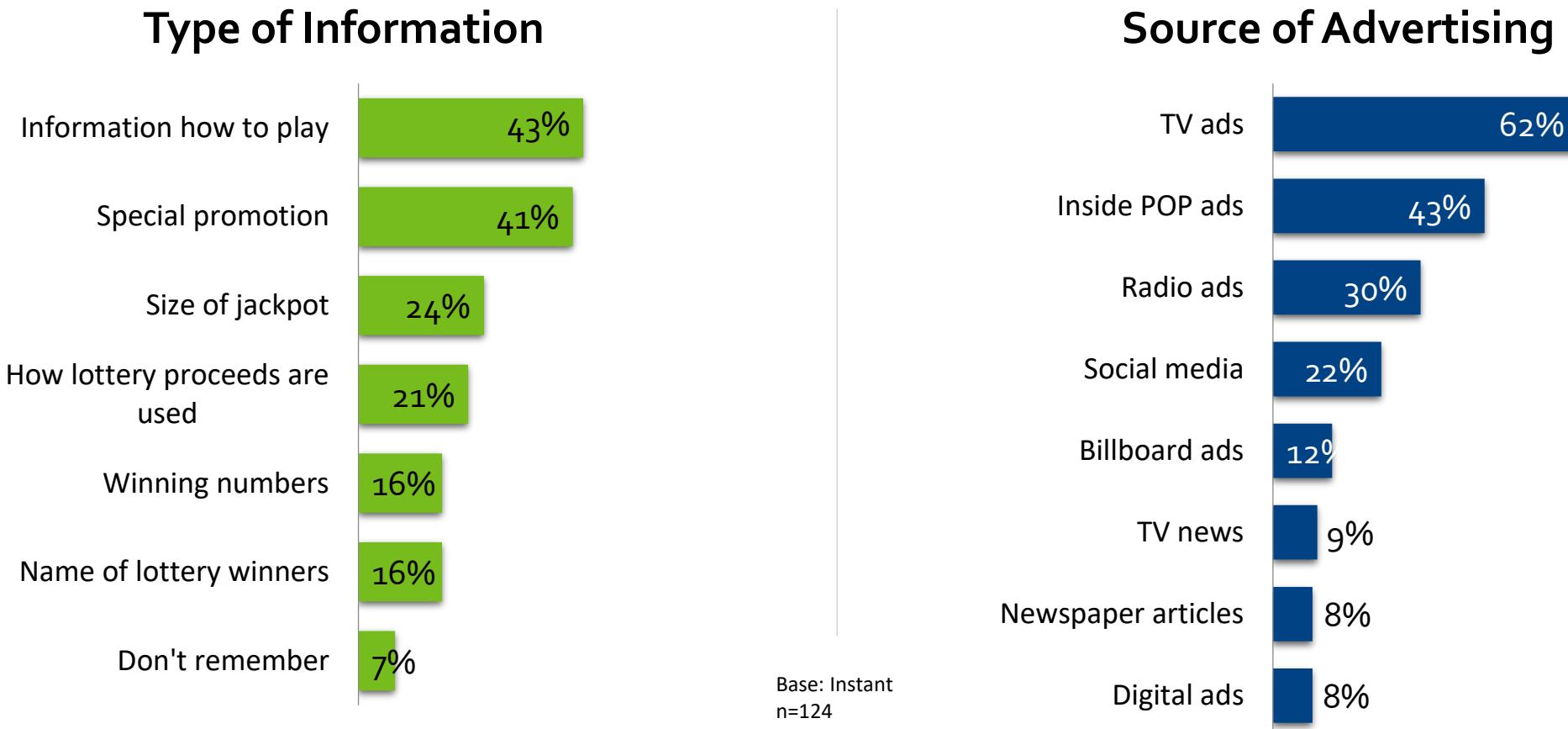
Source of Advertising



Base: Mega Millions
n=261

Q16. What type of information do you recall seeing or hearing about Mega Millions?
Q17. Where did you see or hear the advertising for Mega Millions?

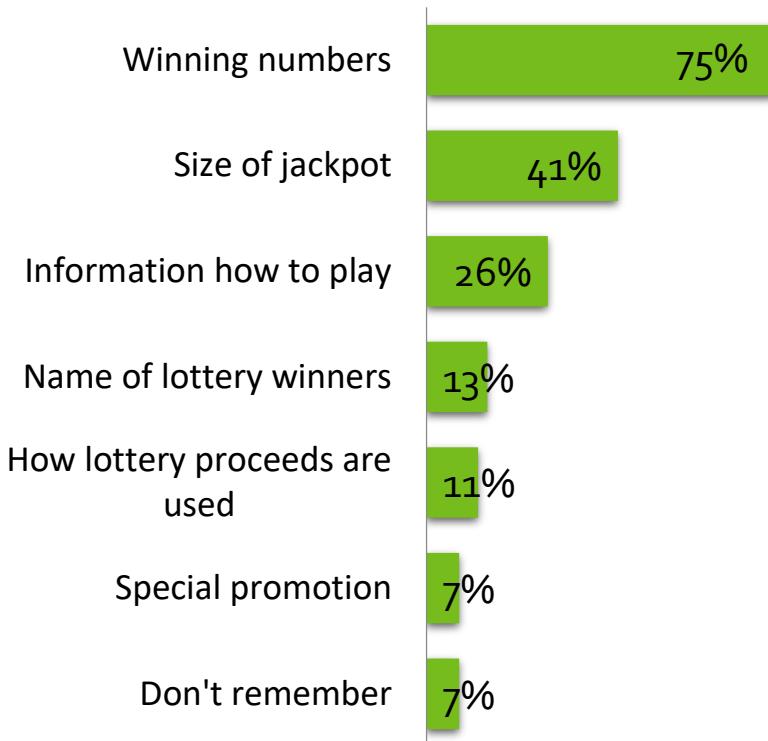
Players recall seeing information about how to play Instant Scratch-off Games on television.



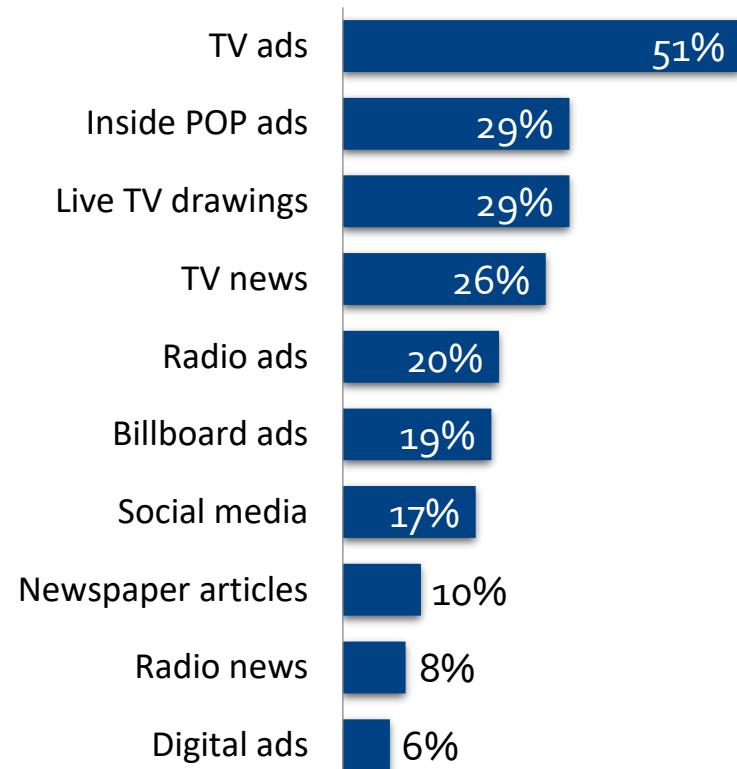
Q16. What type of information do you recall seeing or hearing about Instant Scratch-off Games?
Q17. Where did you see or hear the advertising for Instant Scratch-off Games?

Players recall seeing advertisements about the size of the Daily 3 or Daily 4 jackpot on television.

Type of Information



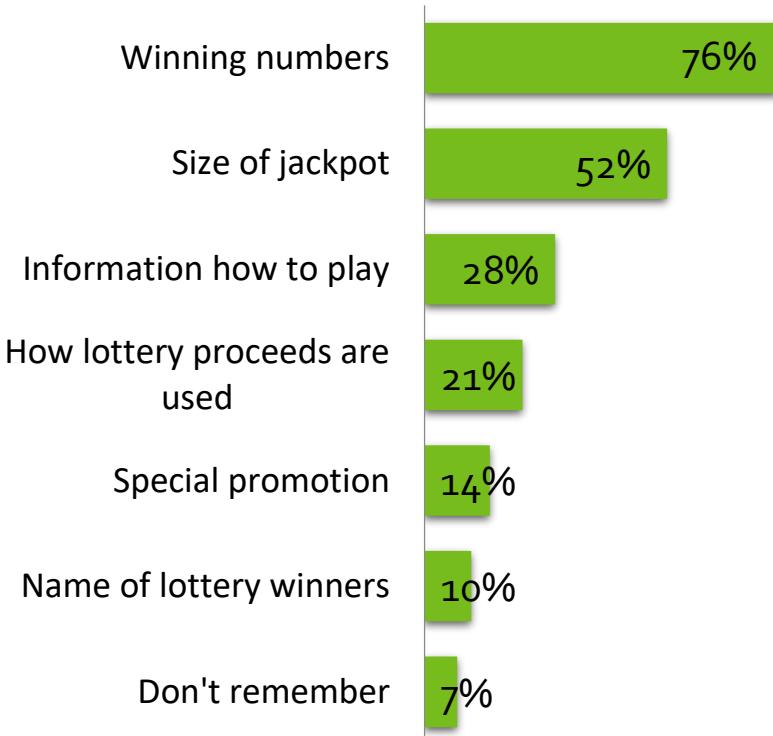
Source of Advertising



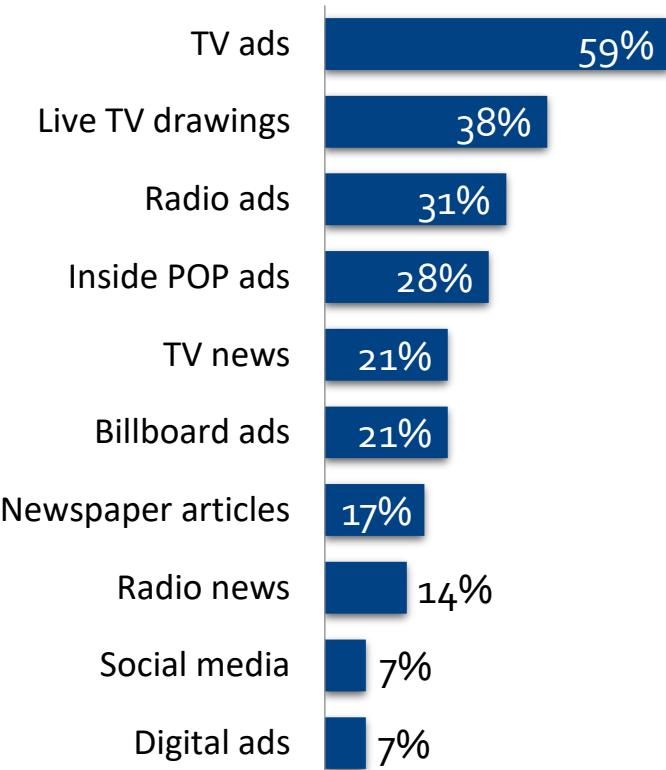
Q16. What type of information do you recall seeing or hearing about Daily 3 or Daily 4?
Q17. Where did you see or hear the advertising for Daily 3 or Daily 4?

Players recall seeing advertisements about the size of the Cash 25 jackpot on television.

Type of Information



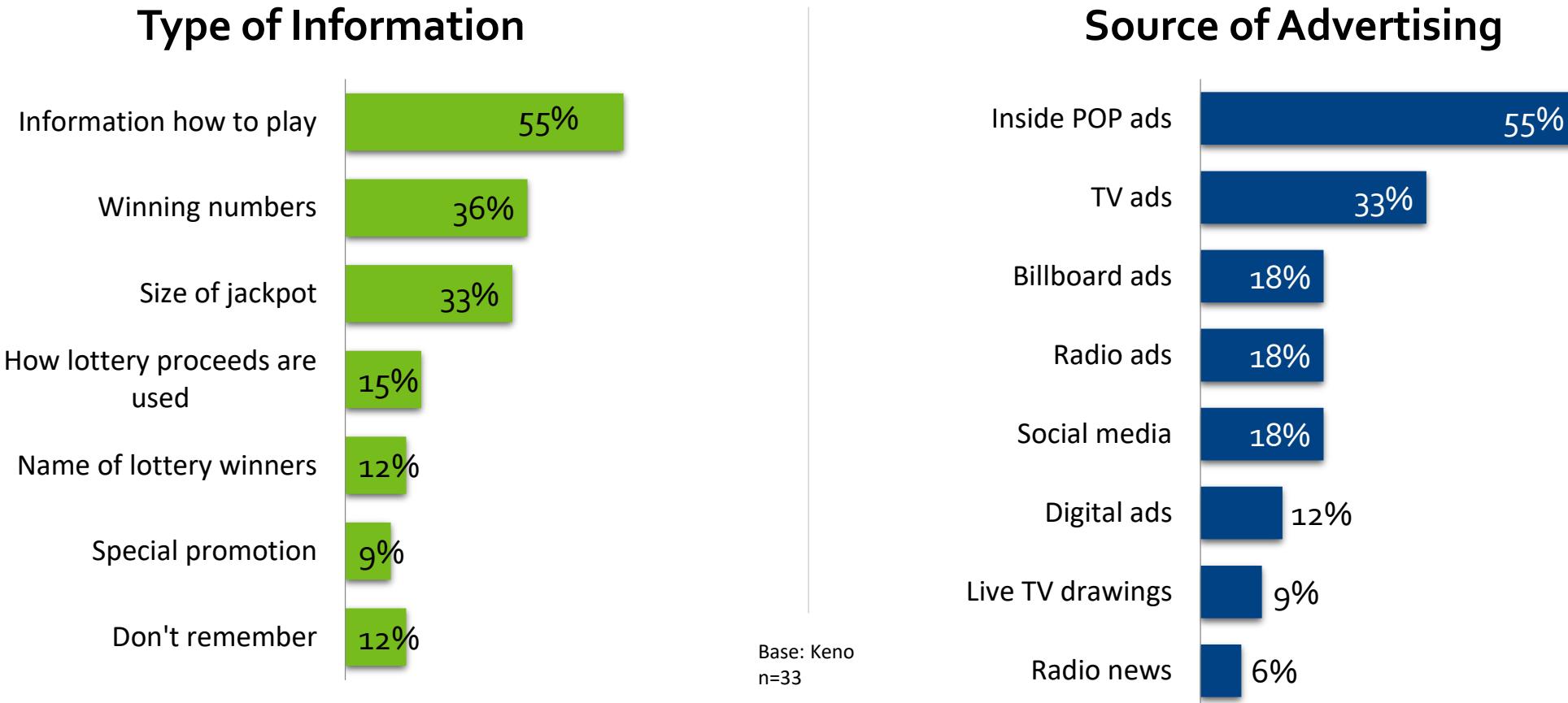
Source of Advertising



Base: Cash 25
n=29

Q16. What type of information do you recall seeing or hearing about Cash 25?
Q17. Where did you see or hear the advertising for Cash 25?

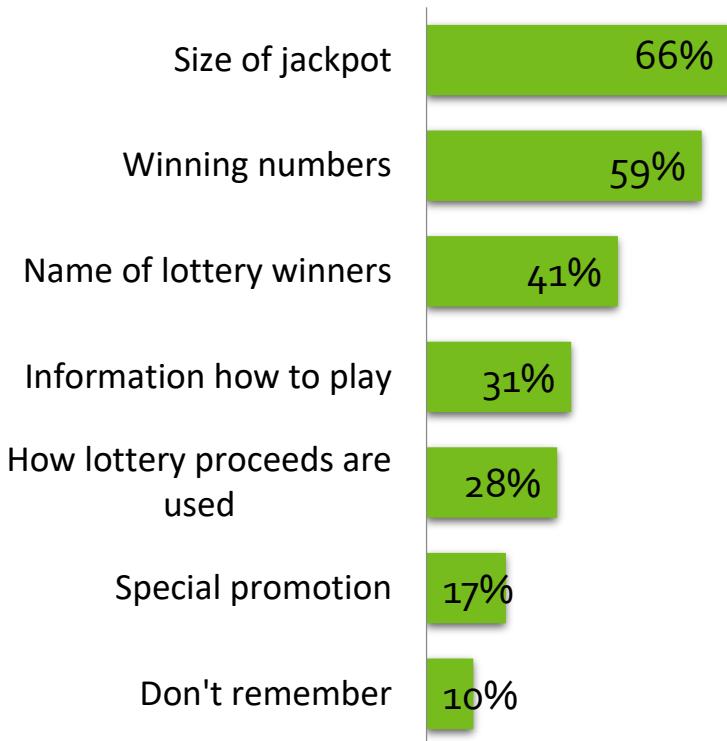
Lottery players recall seeing information about how to play Keno inside the store.



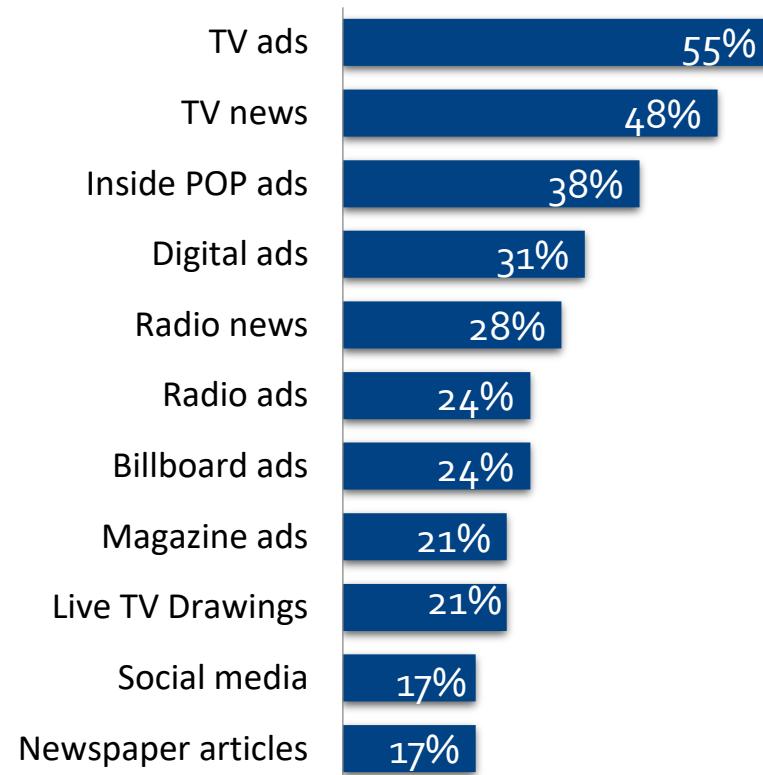
Q16. What type of information do you recall seeing or hearing about Keno?
Q17. Where did you see or hear the advertising for Keno?

Players recall seeing ads about the size of the Lotto America jackpot on television.

Type of Information



Source of Advertising



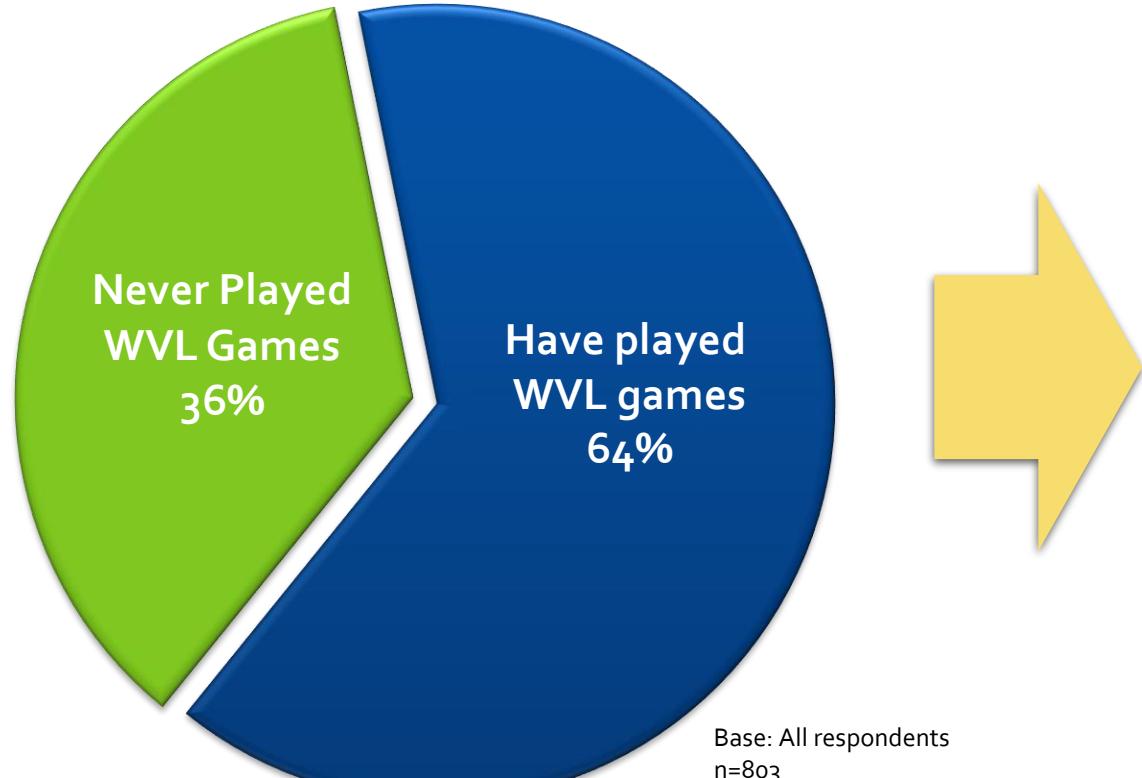
Q16. What type of information do you recall seeing or hearing about Lotto America?
Q17. Where did you see or hear the advertising for Lotto America?



Game-Play Habits

Detailed Findings

Over three in five lottery players have played any West Virginia Lottery games in the past 30 days.



Played any WVL games
in past 30 days

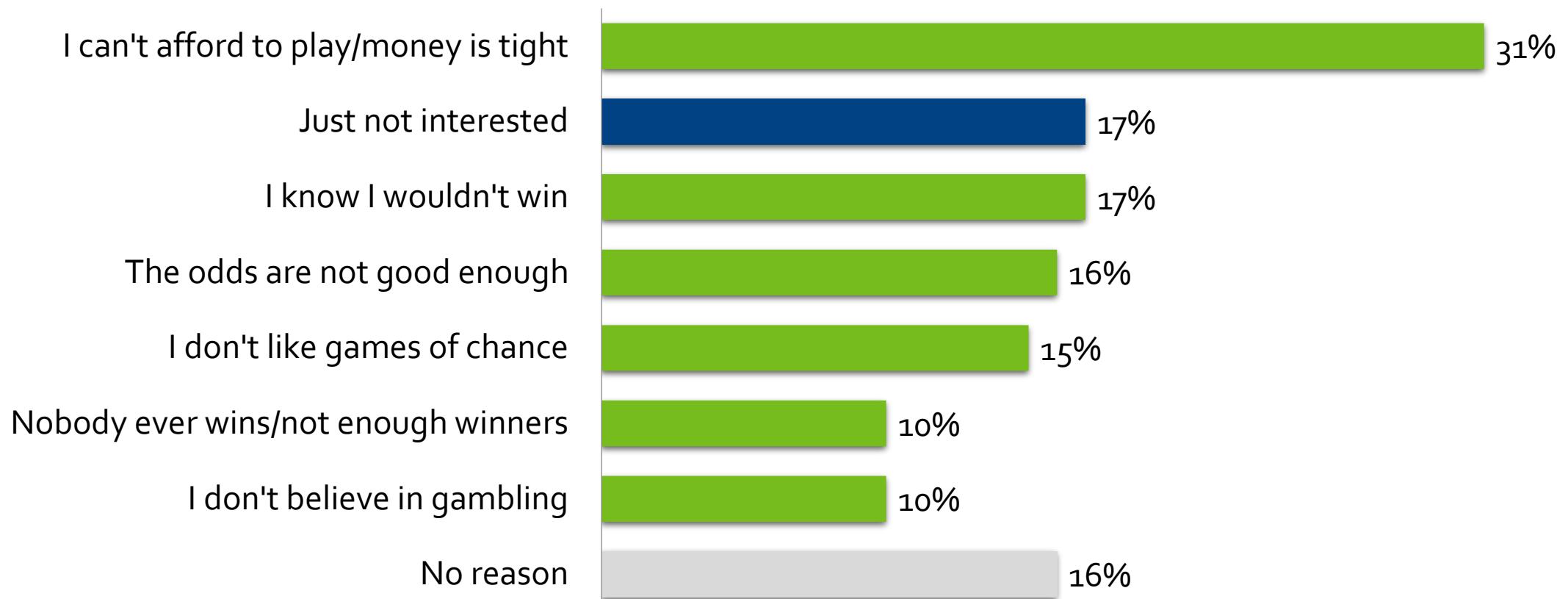
62%

Most recent play was
30 or more days ago

38%

Base: Lottery players
n=500

Nearly a third of the non-players say they don't play because “money is tight or they can't afford to play.”

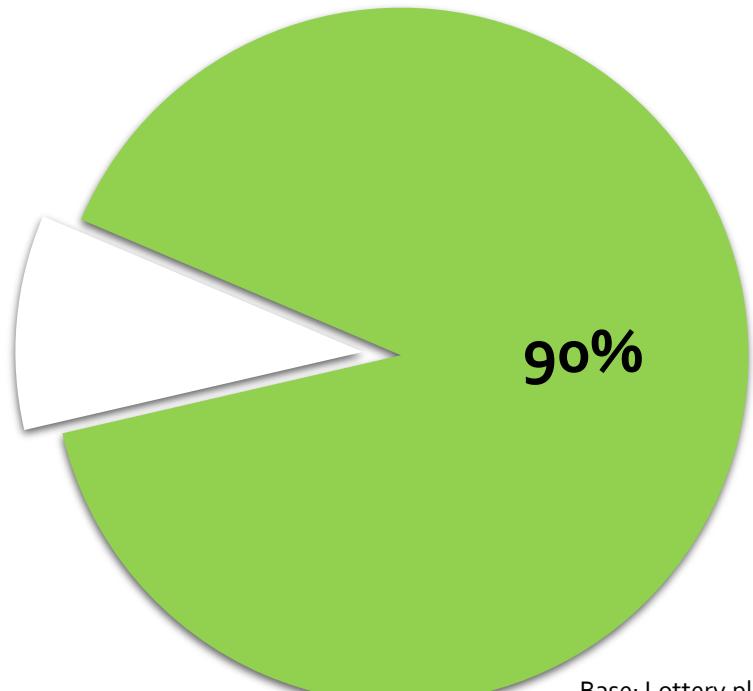


Base: Non-players
n=303

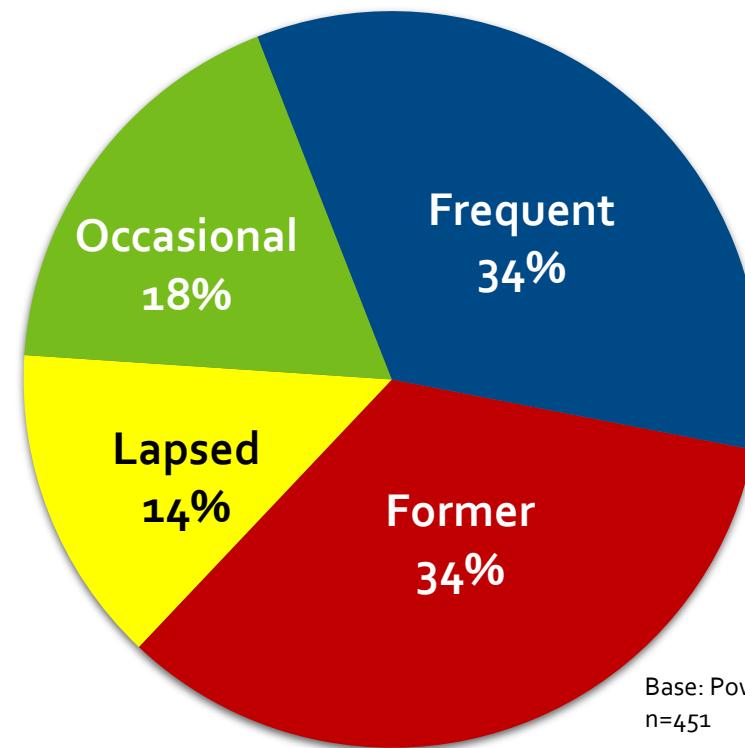
Q5. Why haven't you ever played any game in the West Virginia Lottery?

A majority of lottery players have ever played Instant Scratch-off Games.

Ever Played



Frequency of Play



Q18. Have you ever played Instant Scratch-Off Games?

Q21. When was your most recent purchase of an Instant Scratch-Off Game ticket ?

Lottery players are more inclined to have ever played Instant Scratch-off in 2019 as compared to 2015.

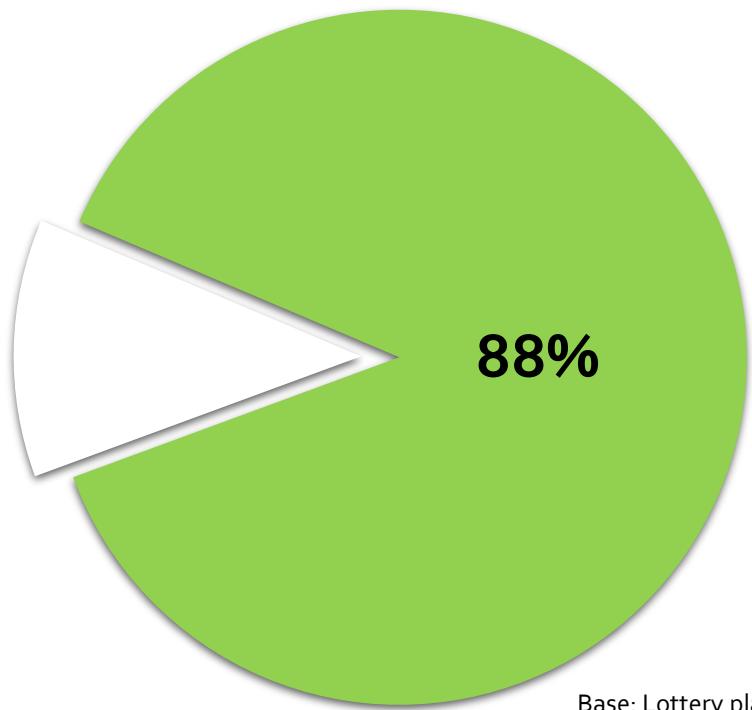
	2019	2015
Ever played	90%	85%
Sample Size	451	430
Frequent	34%	35%
Occasional	18%	18%
Lapsed	14%	13%
Former	34%	34%

Players who have every played Instant Scratch-off Tickets are more likely to:

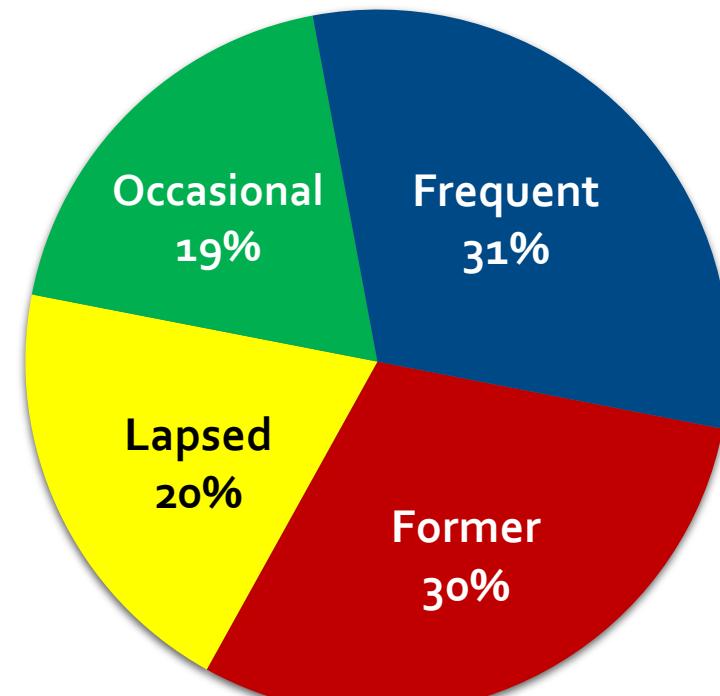
- Be younger and middle age adults (18-54 years old).
- Have a high school diploma.
- Live in the western region and northern and eastern panhandles of WV.
- Are from a small city or town.
- Have visited the WV Lottery website.
- Prefer games of chance.
- Frequent players tend to be from the Southern, Western or Eastern Panhandle.

A majority of lottery players have ever played Powerball.

Ever Played



Frequency of Play

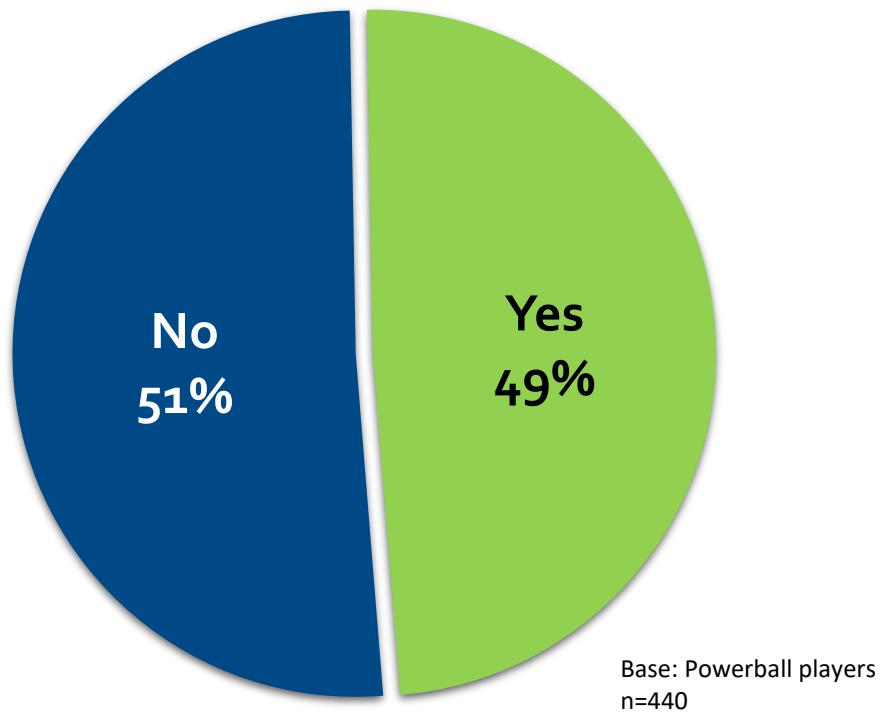


Q18. Have you ever played Powerball?

Q27. When was your most recent purchase of a Powerball ticket ?

The number of players purchasing the Powerball Power Play option increased from 41% in 2015 to 49% in 2019.

Typically Purchase Power Play Option



Q28. When playing Powerball, do you typically purchase the POWER PLAY option, which costs an extra \$1 and multiplies your prize, or not?

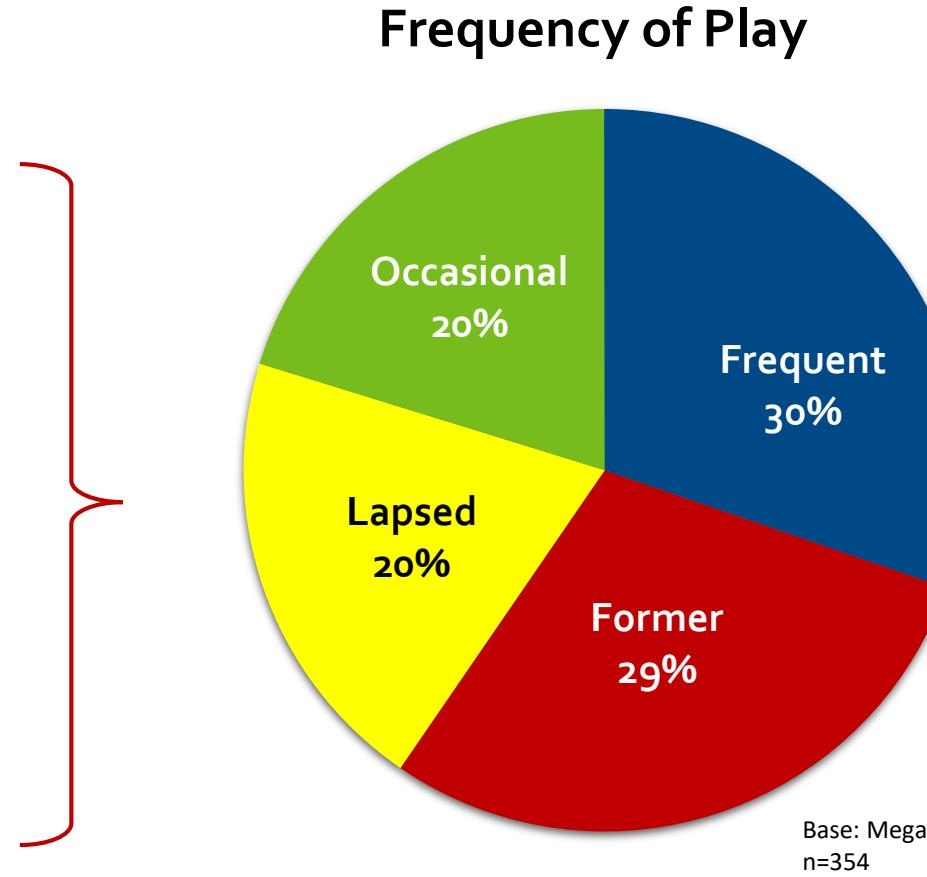
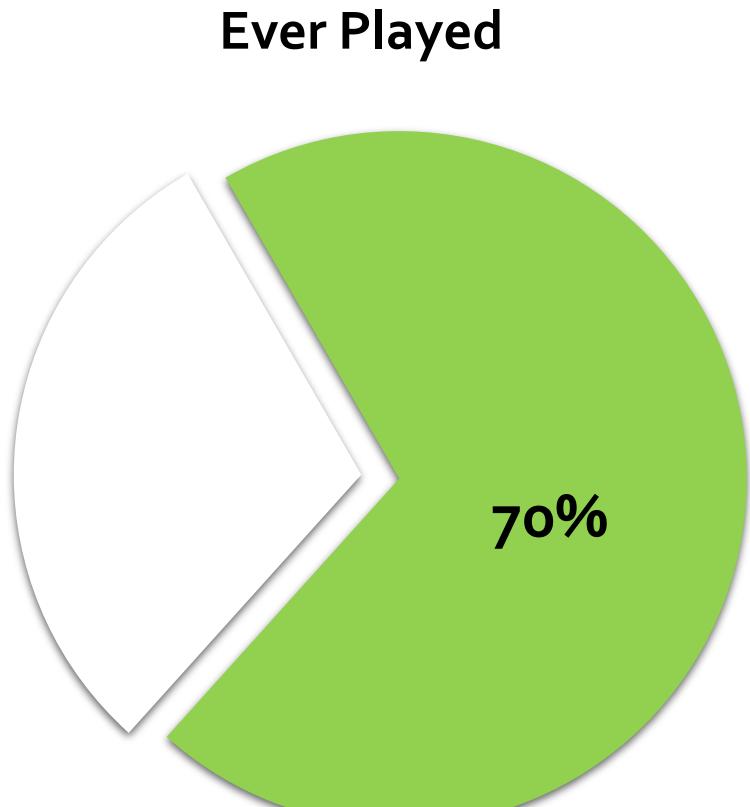
The percentage of frequent players for Powerball remains unchanged from 2015 to 2019.

	2019	2015
Ever played	88%	89%
Sample Size	440	450
Frequent	31%	28%
Occasional	19%	18%
Lapsed	20%	24%
Former	30%	30%

Players who have every played Powerball are more likely to:

- Be middle age adults (35-54 years old).
- Have a bachelor's degree.
- Earn \$25,000 or more annually.
- Have three or more persons living in the household.
- Live in rural areas.
- Have played within the past 30 days.
- Have visited the WV Lottery web site.
- Frequent players tend to live in the Southern region or Eastern Panhandle of WV.

Seven in ten lottery players have ever played Mega Millions.

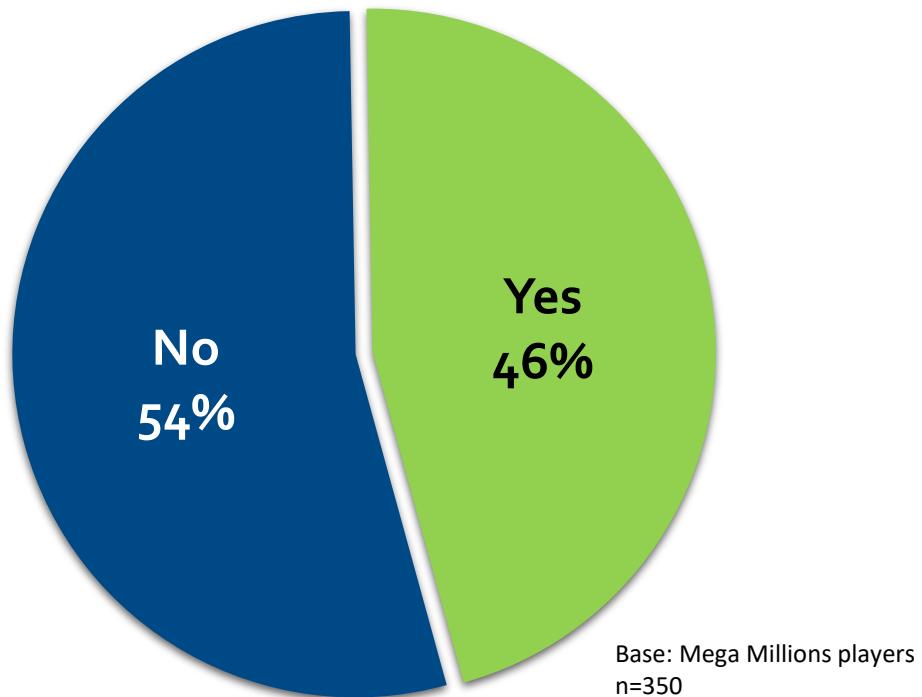


Q18. Have you ever played Mega Millions?

Q31. When was your most recent purchase of a Mega Millions ticket ?

More Mega Millions players are purchasing the Megaplier option more in 2019, 46% vs. 33% in 2015.

Typically Purchase Megaplier Option



Q32. When playing Mega Millions, do you typically purchase the MEGAPIER option, which costs an extra \$1 and multiplies your prize, or not?

More lottery players have ever played Mega Millions in 2019 as compared to 2015 (70% vs. 56%).

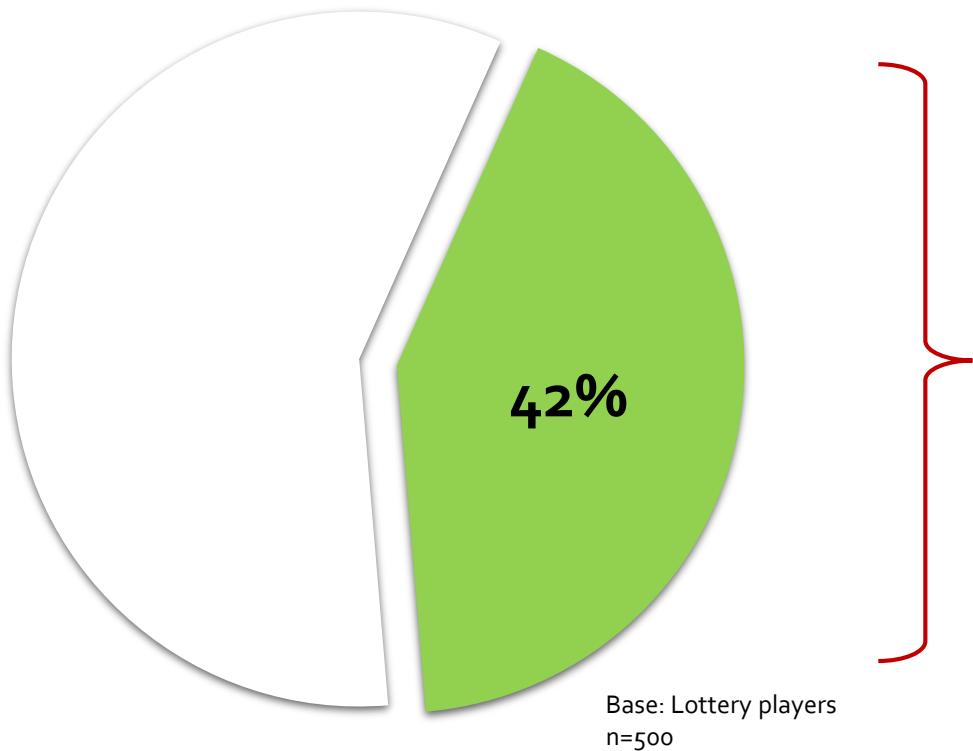
	2019	2015
Ever played	70%	56%
Sample Size	354	283
Frequent	30%	28%
Occasional	20%	21%
Lapsed	20%	24%
Former	29%	27%

Players who have ever played Mega Millions are more likely to:

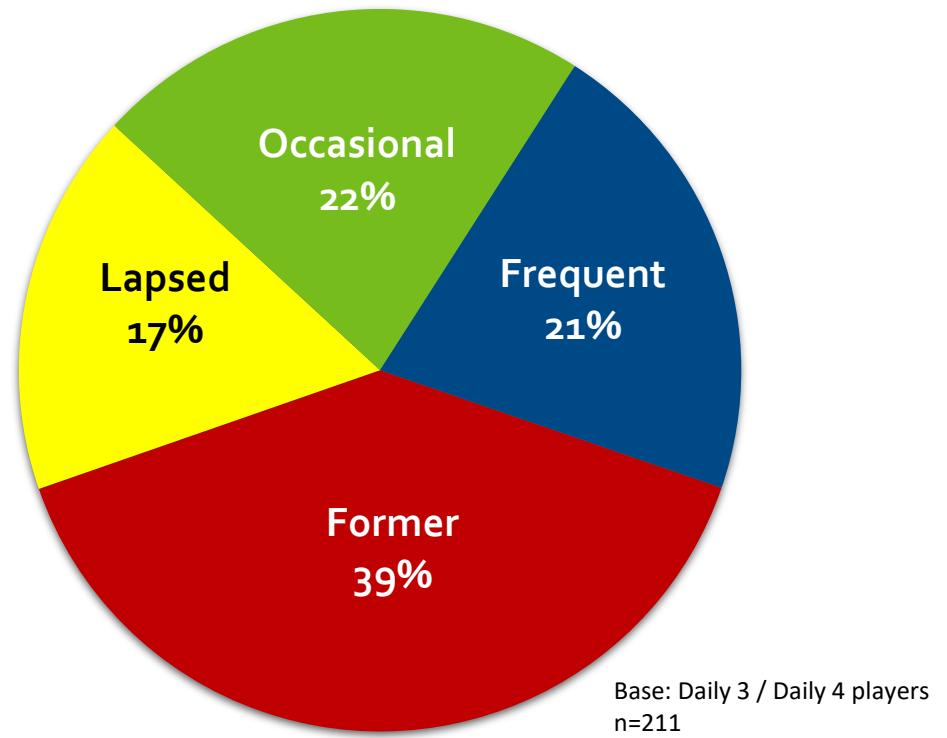
- Earn \$25,000 or more annually.
- Have three or more persons living in the household.
- Live in the Eastern Panhandle of WV.
- Have seen or heard WV Lottery advertisements.
- Have played the lottery within the past 30 days.
- Have visited the WV Lottery web site.

Over two in five lottery players have ever played Daily 3 or Daily 4.

Ever Played



Frequency of Play



Q18. Have you ever played Daily 3 or Daily 4?

Q23. When was your most recent purchase of a Daily 3 or Daily 4 ticket ?

The percentage of frequent players for Daily 3 / Daily 4 decreased from 2015 to 2019.

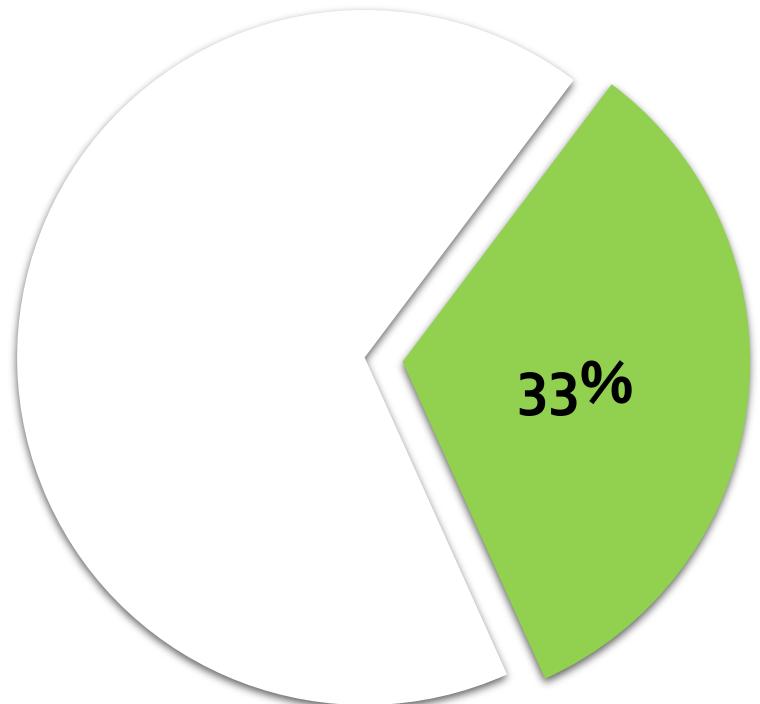
	2019	2015
Ever played	42%	35%
Sample Size	211	175
Frequent	21%	30%
Occasional	22%	17%
Lapsed	17%	15%
Former	39%	38%

Players who have every played Daily 3 or Daily 4 are more likely to:

- Have a high school diploma.
- Earn \$25,000 to \$50,000 annually.
- Have played the lottery within the past 30 days.
- Have seen or heard WV Lottery advertisements.
- Have visited the WV Lottery website.
- Frequent players tend to live in the Eastern Panhandle of WV or be from out-of-state.

A third of the lottery players have ever played Video Lottery or Video Slots.

Ever Played

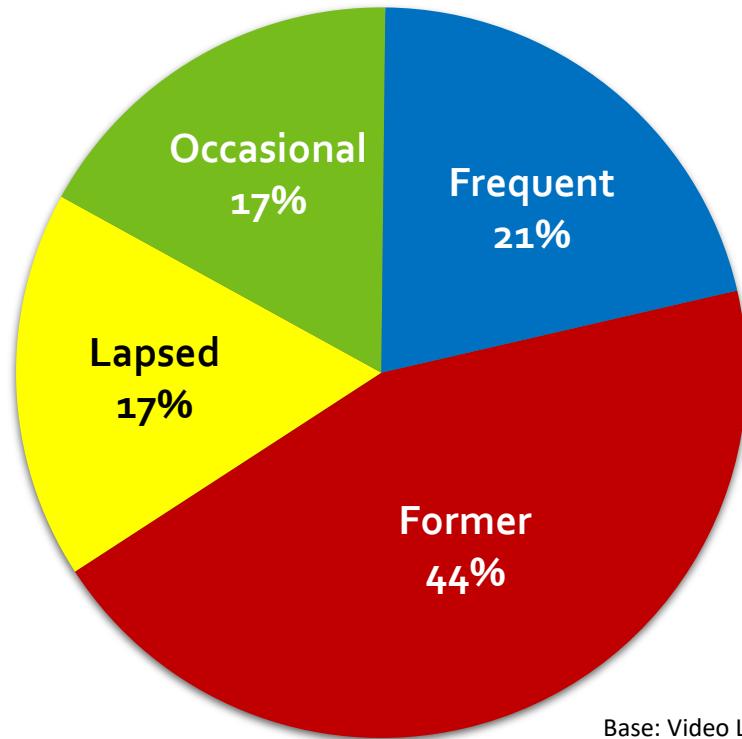


Base: Lottery players
n=500

Q18. Have you ever played Video Lottery or Video Slots?

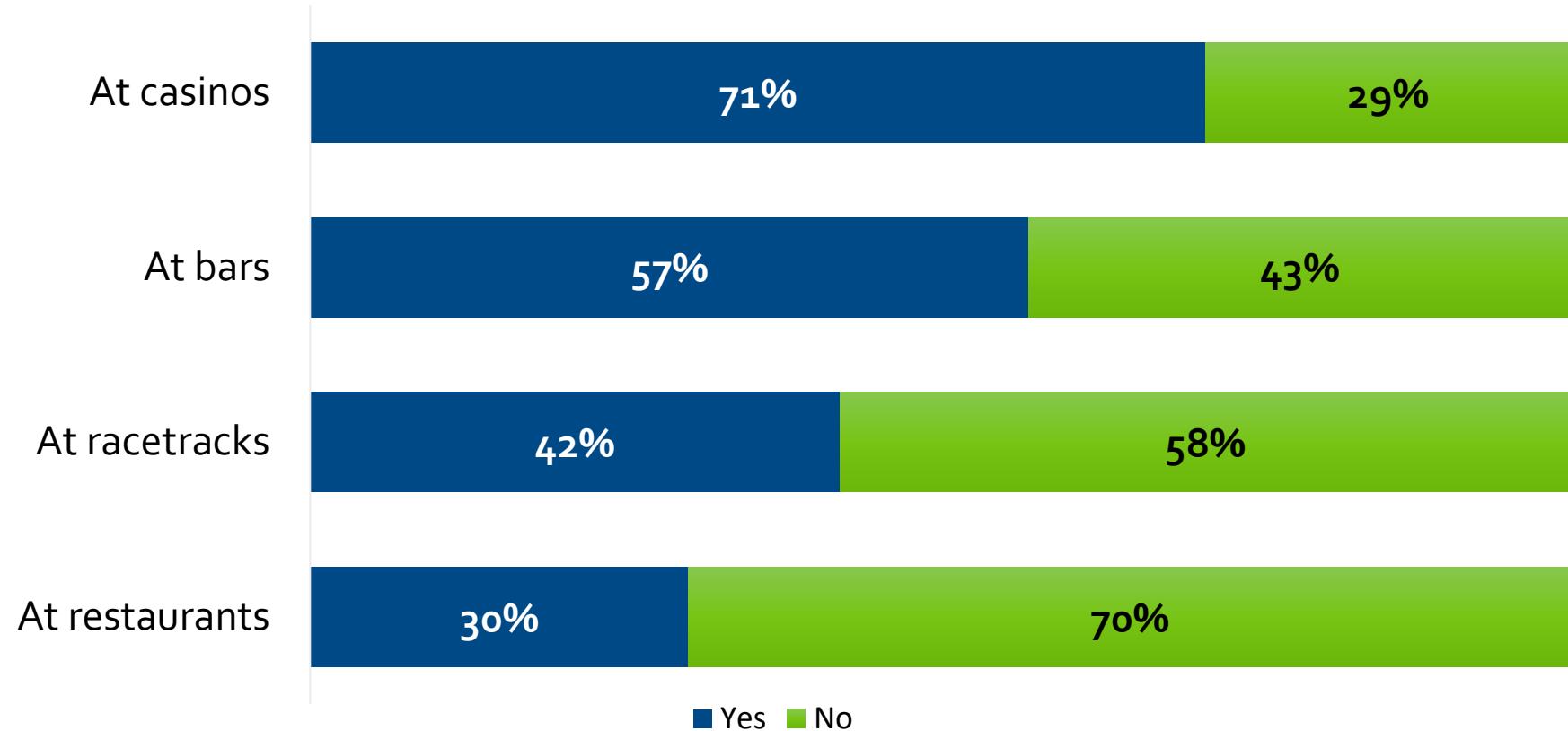
Q40. When was the most time you played Video Lottery or Video Slots at a casino, racetrack, bar or restaurant?

Frequency of Play



Base: Video Lottery players
n=168

Most Video Lottery or Video Slot players typically play the games at casinos.



Base: Video Lottery or Video Slots players
n=168

Q41. When you play Video Lottery or Video Slot machines, do you typically play...?

The percentage of frequent players for Video Lottery or Video Slots remains unchanged from 2015 to 2019.

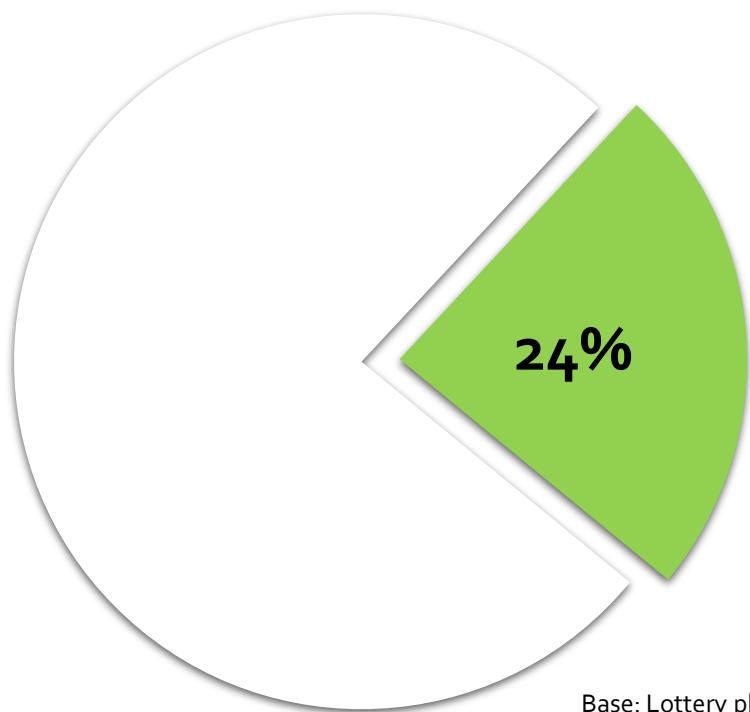
	2019	2015
Ever played	33%	35%
Sample Size	(168)	(176)
Frequent	21%	24%
Occasional	17%	15%
Lapsed	17%	21%
Former	44%	40%

Players who have ever played Video Lottery or Video Slots are more likely to:

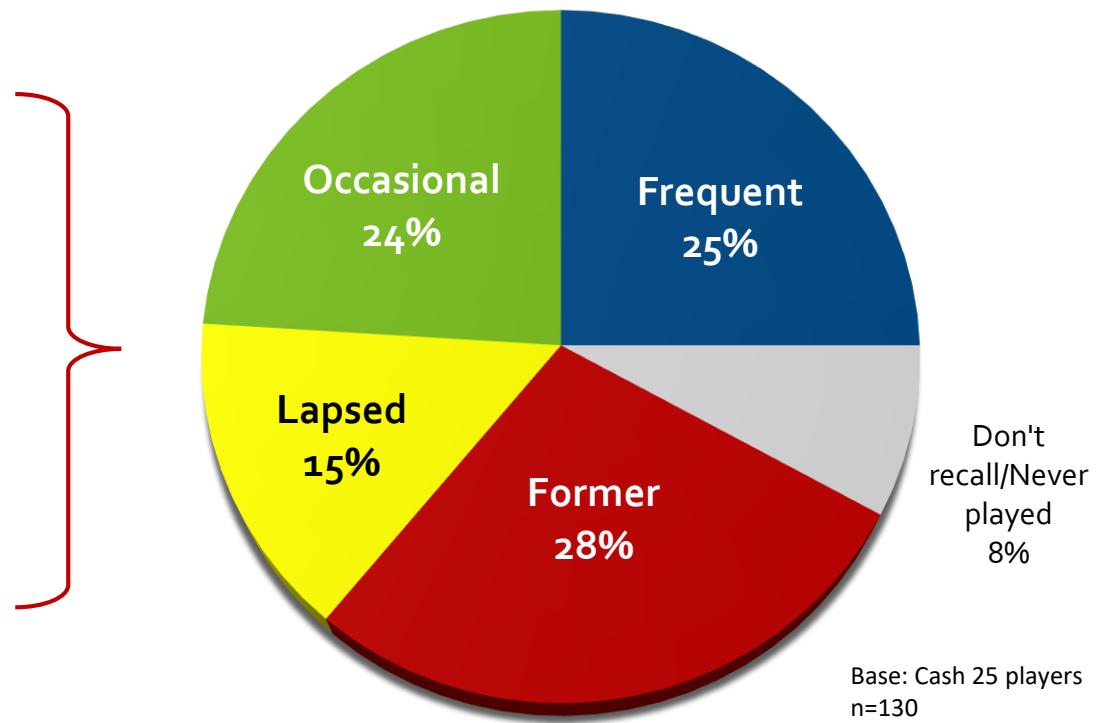
- Be younger and middle age adults (18-54 years old).
- Earn \$50,000 to \$99,999 annually.
- Have three or more persons living in the household.
- Live in a small city or town.
- Played the lottery within the past 30 days.
- Have seen or heard WV Lottery advertisements.
- Have visited the WV Lottery website.

One in four lottery players have ever played Cash 25.

Ever Played



Frequency of Play



Q18. Have you ever played Cash 25?

Q25. When was your most recent purchase of a Cash 25 ticket ?

The percentage of frequent players for Cash 25 remains unchanged from 2015 to 2019.

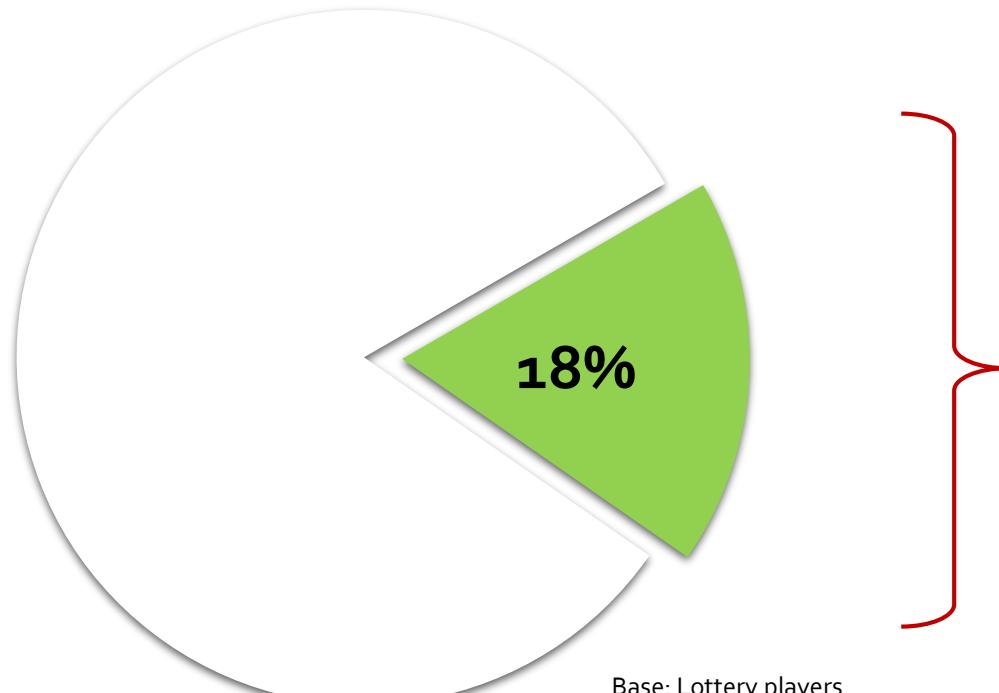
	2019	2015
Ever played	24%	27%
Sample Size	130	136
Frequent	25%	21%
Occasional	24%	21%
Lapsed	15%	18%
Former	28%	40%

Players who have every played Cash 25 are more likely to:

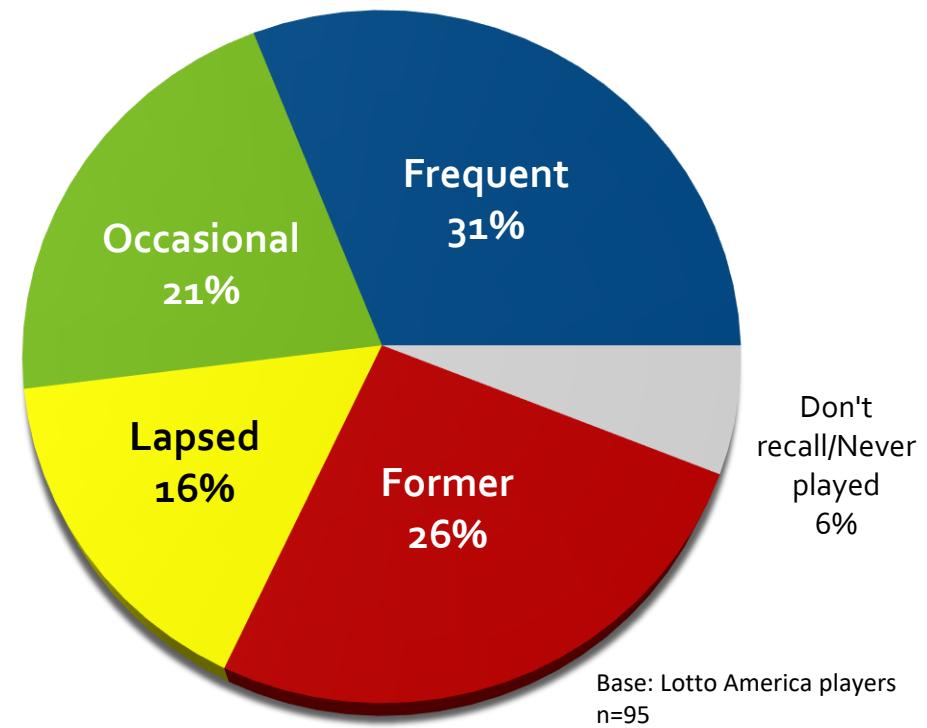
- Be middle age adults (35-54 years old).
- Earn \$25,000 or less annually.
- Have three or more persons living in the household.
- Live in the eastern panhandle of WV.
- Played the lottery within the past 30 days.
- Have seen or heard WV Lottery advertisements.
- Have visited the WV Lottery website.

Nearly one in five have ever played Lotto America.

Ever Played



Frequency of Play

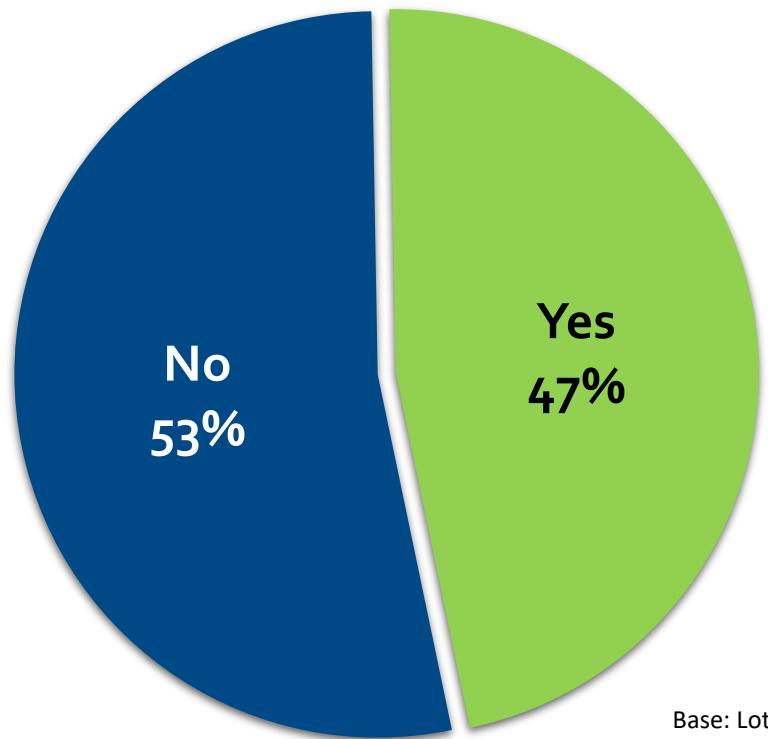


Q18. Have you ever played Lotto America?

Q29. When was your most recent purchase of a Lotto America ticket ?

Nearly half of Lotto America players are purchasing the ALL STAR BONUS Play Option.

Typically Purchase ALL STAR BONUS Option



Base: Lotto America players
n=89

Q30. When playing Lotto America, do you typically purchase the ALL STAR BONUS option, which costs an extra \$1 and multiplies your prize, or not?

The percentage of lapsed players for Lotto America decreased from 29% in 2015 to 16% in 2019.

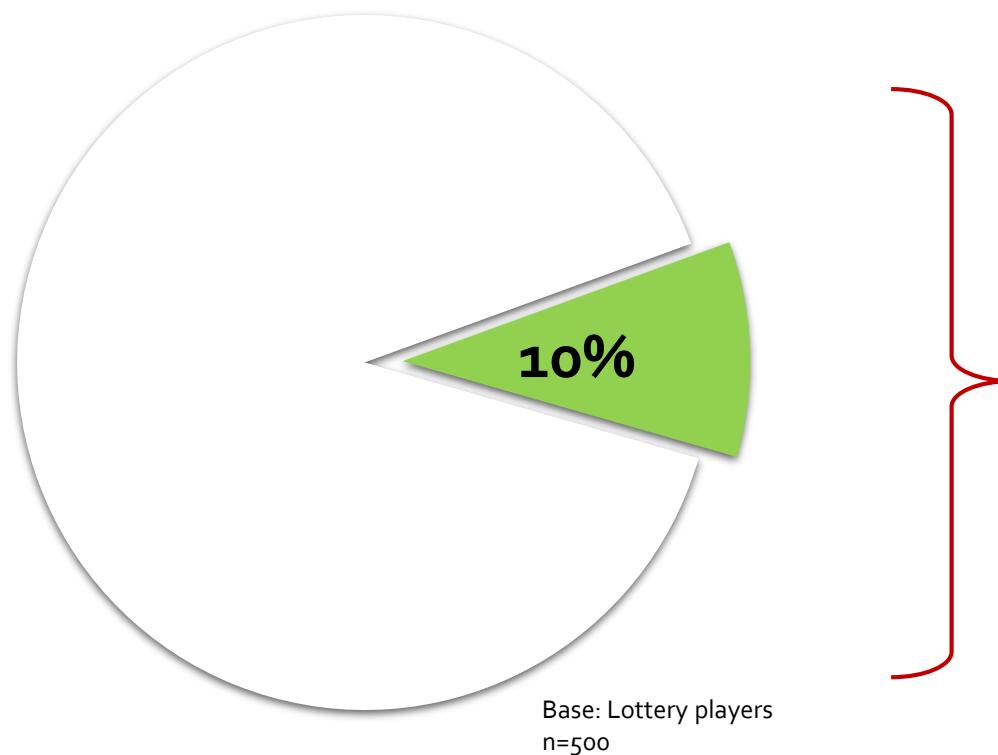
	2019	2015
Ever played	18%	26%
Sample Size	95	133
Frequent	31%	21%
Occasional	21%	22%
Lapsed	16%	29%
Former	26%	28%

Players who have ever played Lotto America are more likely to:

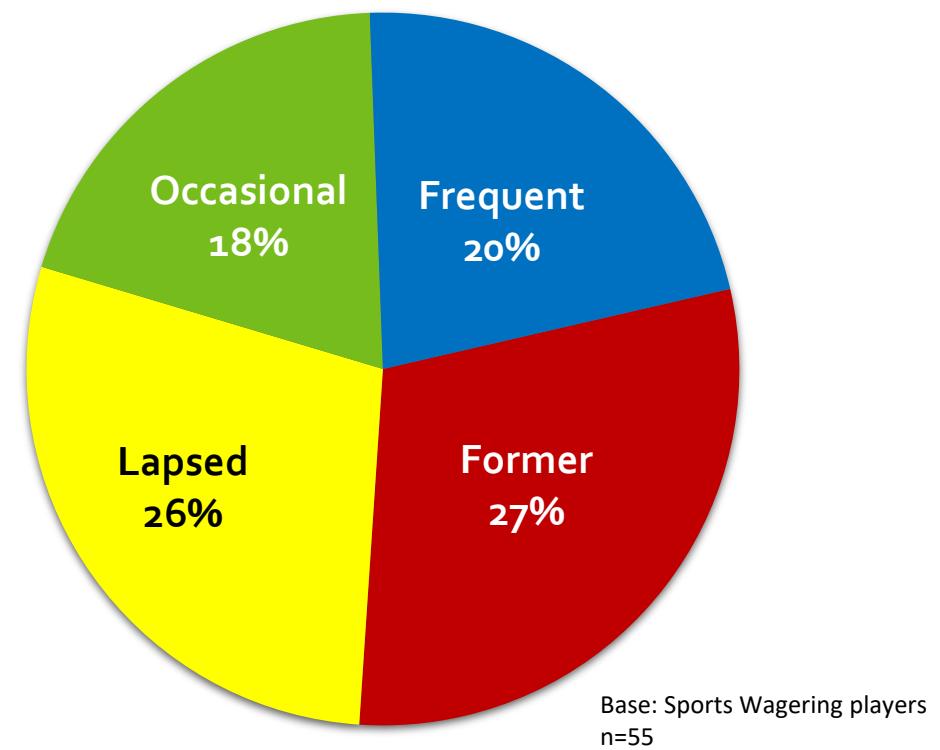
- Be middle and older adults (35+ years old).
- Earn \$25,000 to \$50,000 annually.
- Played the lottery within the past 30 days.
- Prefer games of chance.
- Have visited the WV Lottery web site.
- Frequent players tend to live in the Northern and Eastern Panhandle of WV.

One in ten lottery players have every wagered on sports.

Ever Played

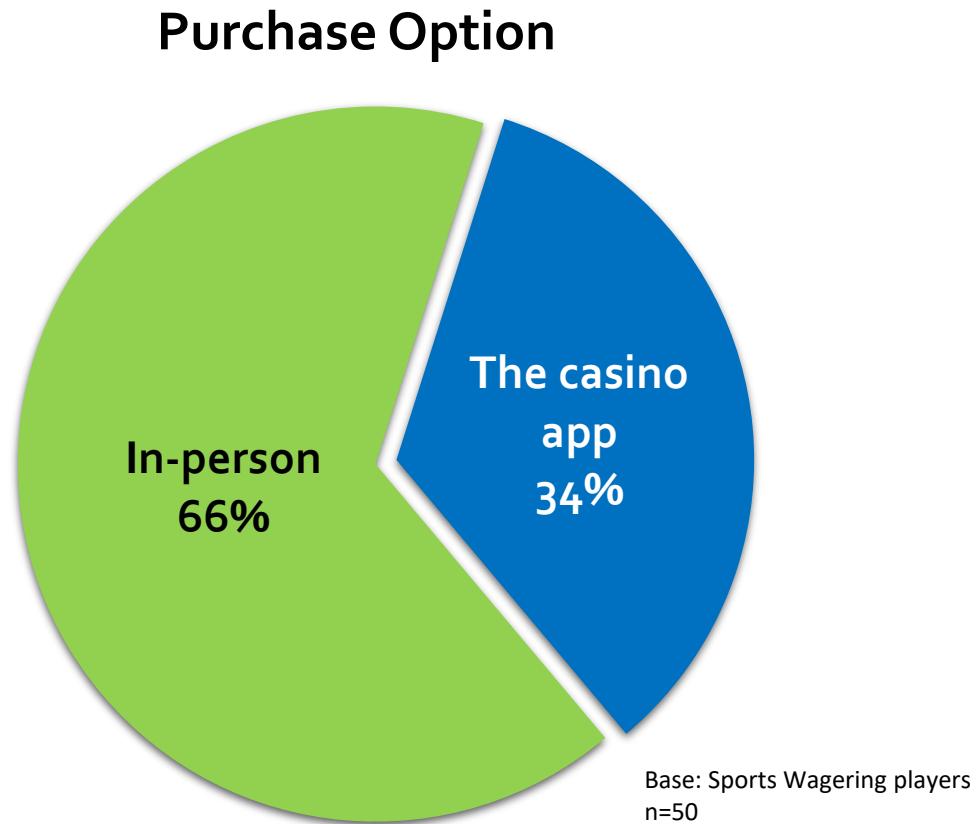


Frequency of Play



Q18. Have you ever wagered on Sports?
Q42. When was the most time you wagered on sports?

Most players place the sports wager in-person.



Q43. Did you place the sports wager in-person or using the casino's app?

One in five lottery players have placed a wagered on sports in the past week.

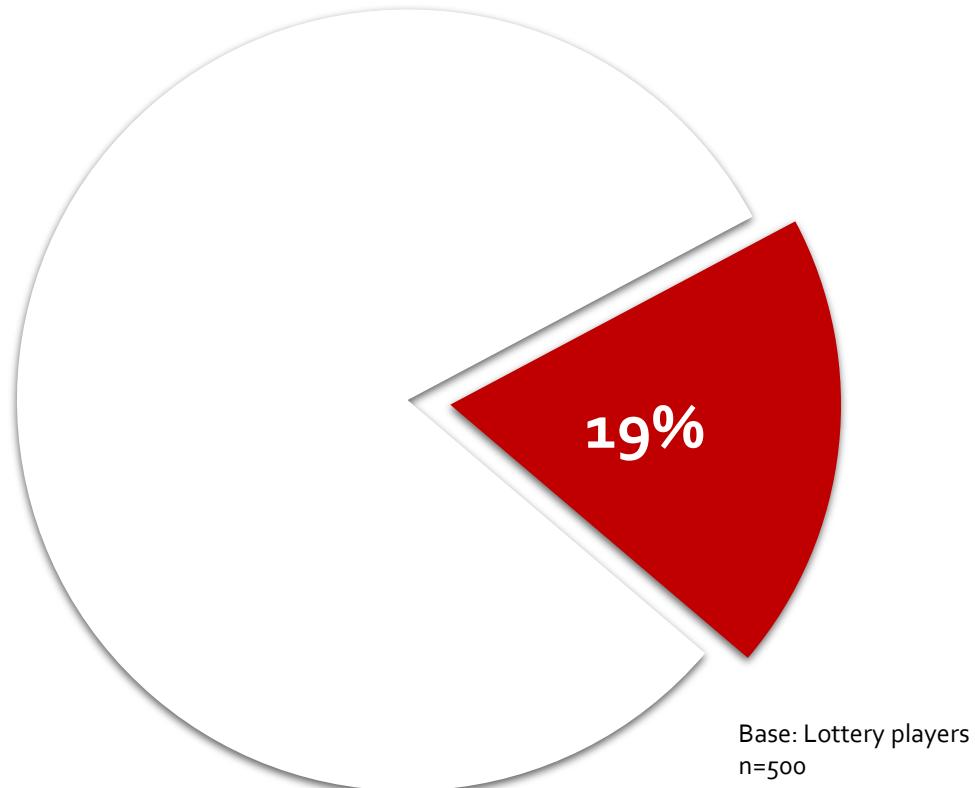
	2019
Ever played	10%
Sample Size	(55)
Frequent	20%
Occasional	18%
Lapsed	26%
Former	27%

Players who have every wagered at sports are more likely to:

- Be male.
- Be younger adults (18-34 years old).
- Have a bachelor's degree.
- Live in a urban or small city area.
- Played the lottery within the past 30 days.
- Prefer games of skill.
- Have visited the WV Lottery website.

One in five lottery players have ever played Table Games.

Ever Played



Q18. Have you ever played Table Games?

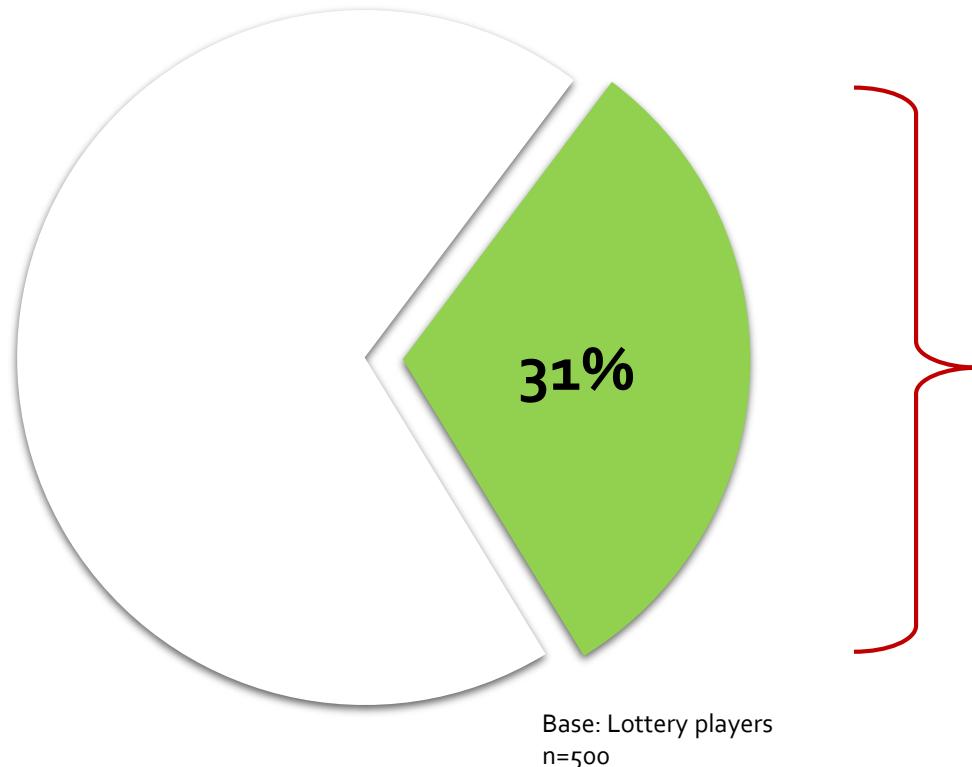


Keno Game-Play Habits

Detailed Findings

Frequency of Keno play has increased. In 2019 nearly one in four have played in the past week compared to 14% 2015.

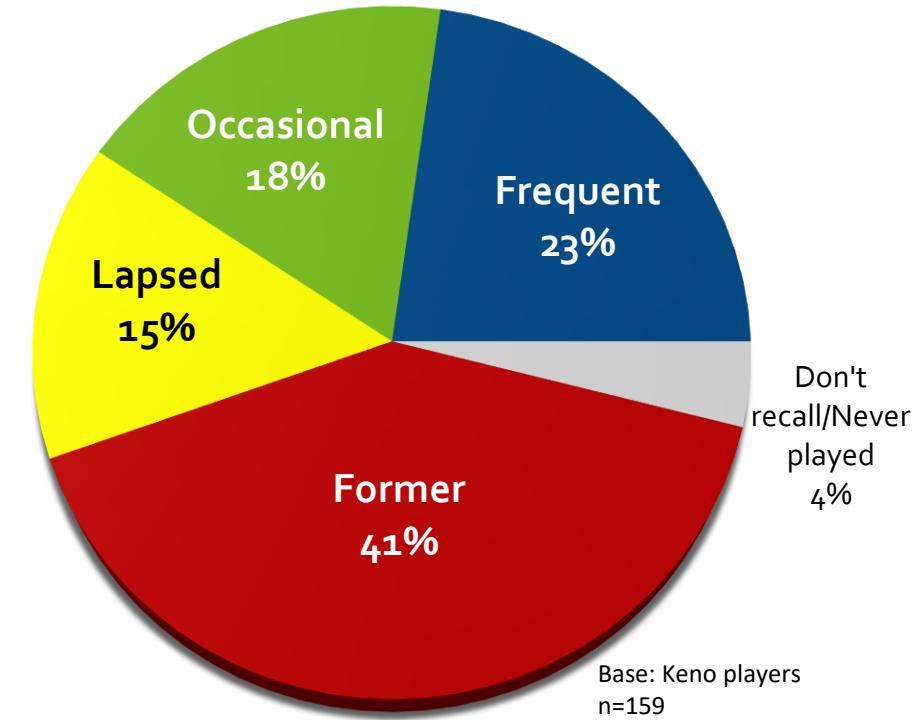
Ever Played



Q18. Have you ever played Keno?

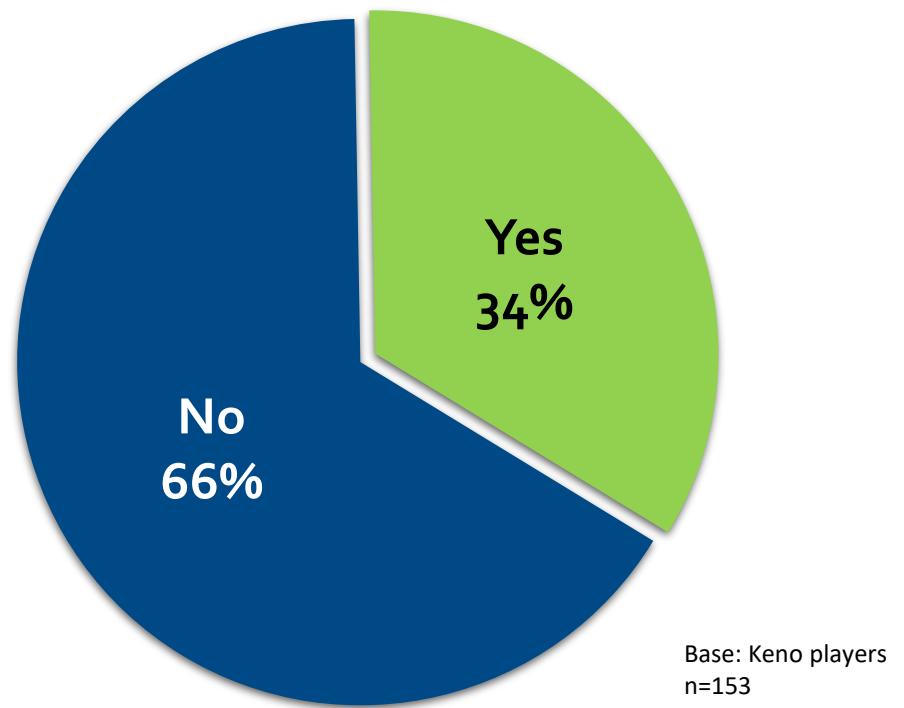
Q33. When was your most recent purchase of a 5-minute draw Keno ticket?

Frequency of Play



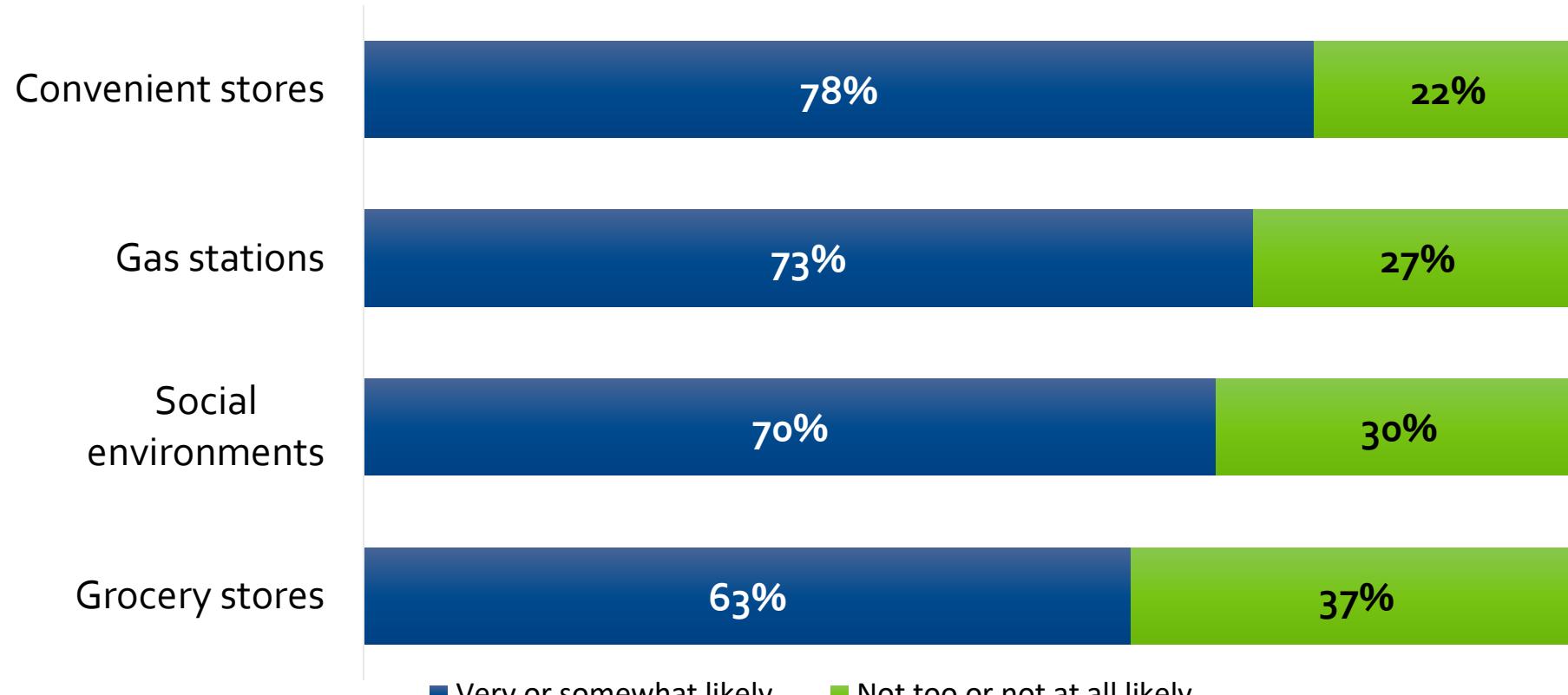
A third of the Keno players typically purchase the BONUS play option.

Typically Purchase BONUS Option



Q34. When playing Keno, do you typically purchase the BONUS, which costs an extra \$1 and multiplies your prize, or not?

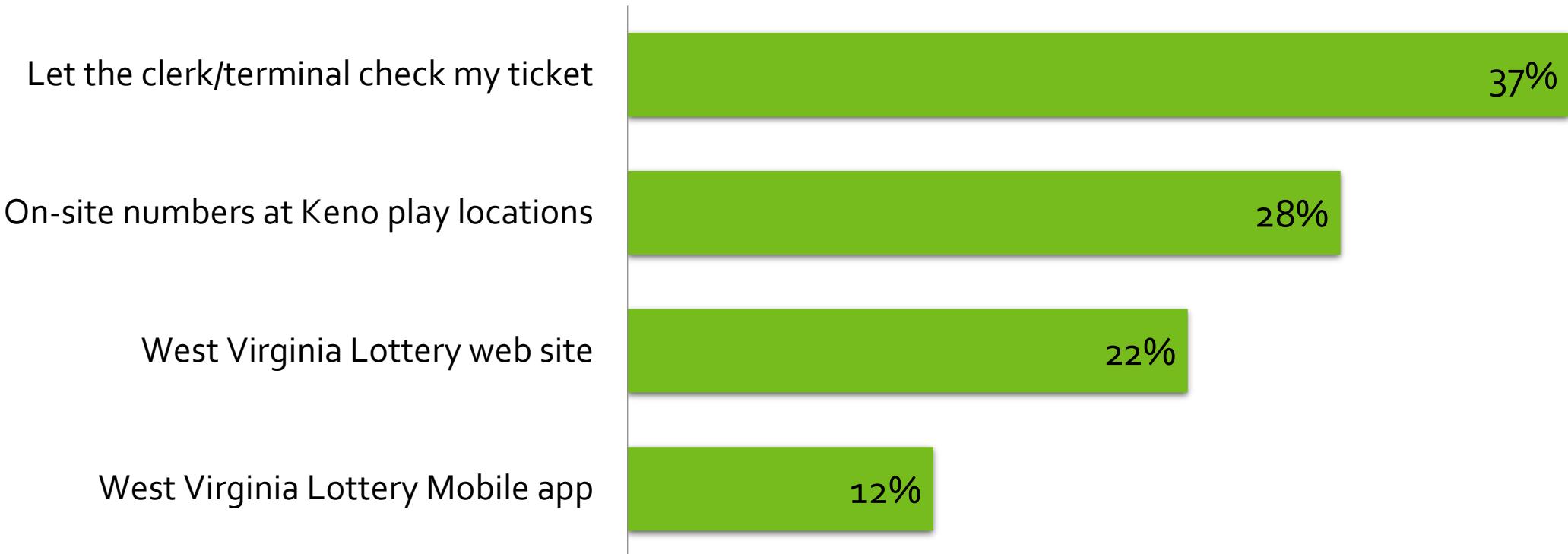
Over three-quarters of Keno players said they are likely to play the game at convenient stores.



Base: Keno players
n=153

Q35. How likely would you be to play Keno at each of the following locations, if you could play statewide?

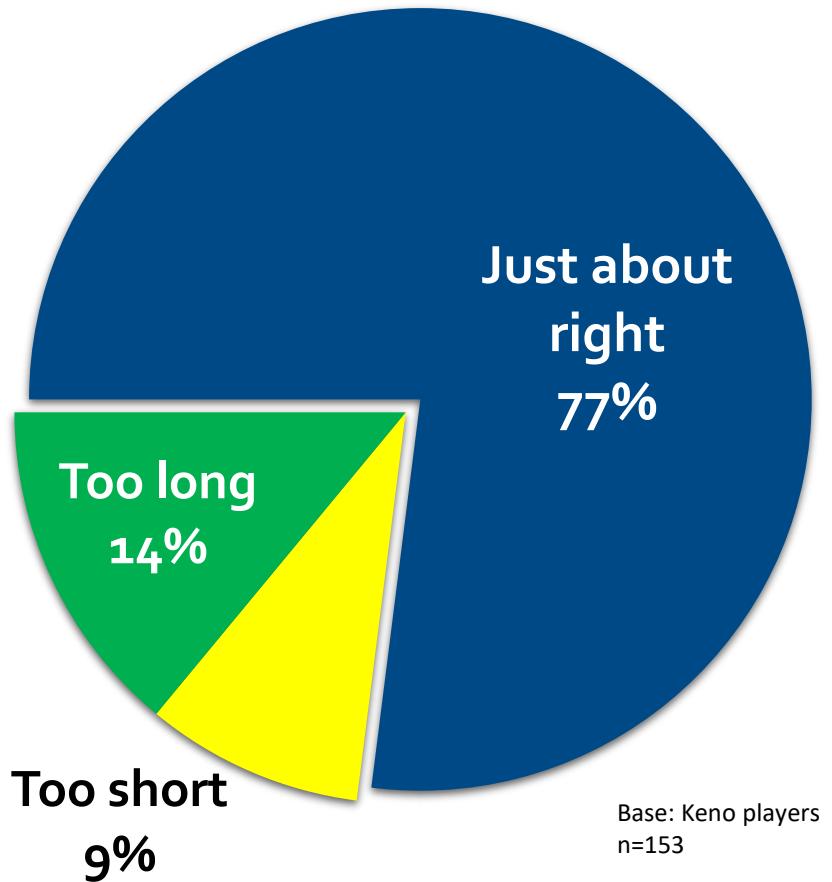
Over a third of the Keno players say they let the clerk or terminal check their ticket for winning numbers.



Base: Keno players
n=153

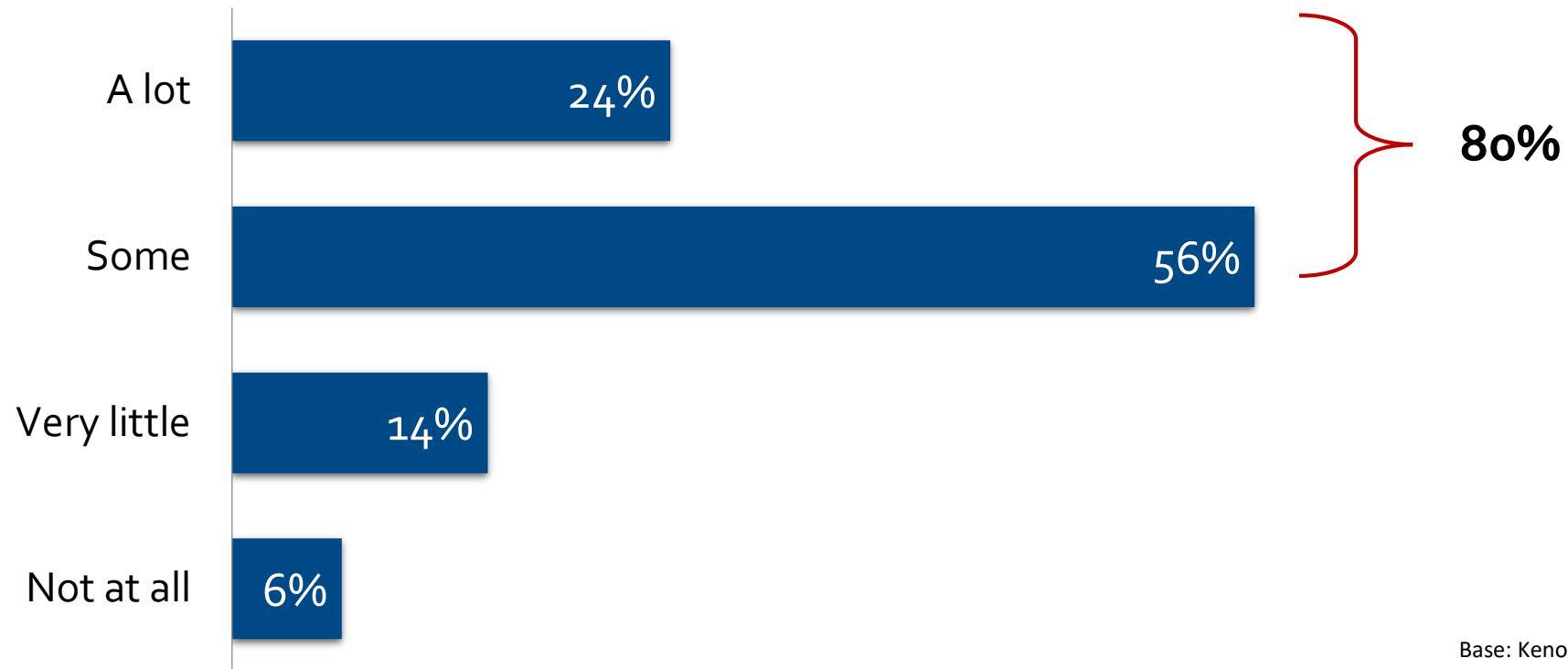
Q36. Where do you typically get your winning numbers for Keno?

Three-quarters of Keno play think the 5-minute wait between drawings is just about right.



Q37. Do you feel the 5-minute wait between Keno drawings is too long, too short, or just about right?

A majority of players like when the graphics for the Keno drawings change.



Q38. How much do you like it when the graphics for KENO drawings change?

A majority of Keno players prefer a gaming or gambling graphic as part of the draw animation.

Gaming/Gambling



Yes
84%

No
16%

Sports



Yes
69%

No
31%

Artistic



Yes
61%

No
39%

Seasonal



Yes
75%

No
25%

Humorous



Yes
63%

No
37%

Nature



Yes
60%

No
40%

Q39. Would you like to see any of the following graphics as part of the Keno draw animation?

Base: Keno players
n=153

The percentage of frequent Keno players increased from 14% in 2015 to 23% in 2019.

	2019	2015
Ever played	31%	31%
Sample Size	(159)	(156)
Frequent	23%	14%
Occasional	18%	10%
Lapsed	15%	22%
Former	41%	54%

Players who have ever played Keno are more likely to:

- Be young and middle age adults (18-54 years old).
- Live in the Southern region or Northern Panhandle of WV.
- Played the lottery within the past 30 days.
- Have seen or heard WV Lottery advertisements.
- Have visited the WV Lottery website.

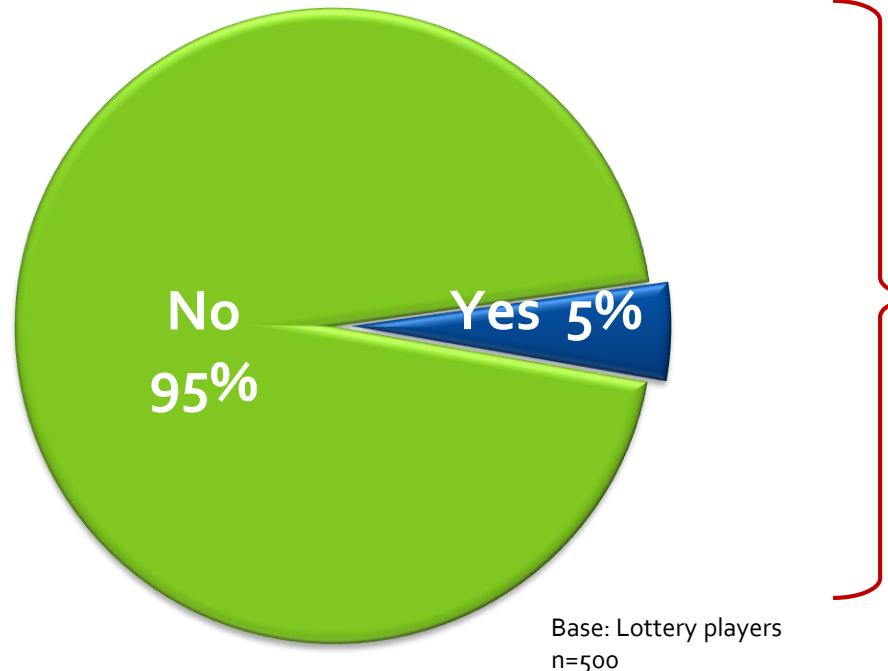


Lottery Play

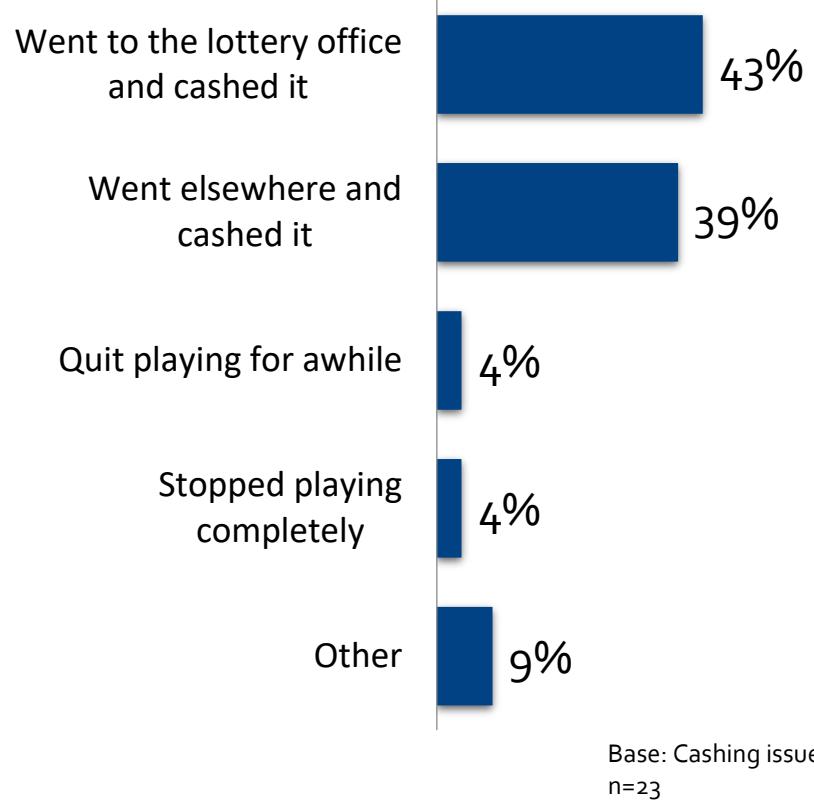
Detailed Findings

Very few lottery players have ever had an issue with cashing any winning lottery ticket.

Ticket Cashing Issue



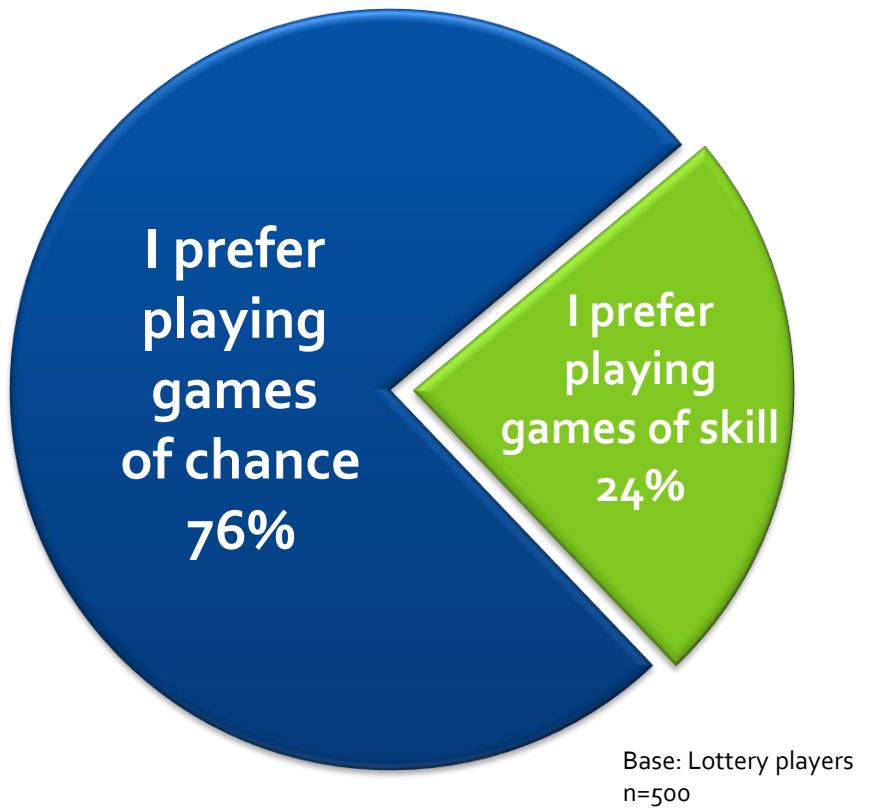
Reaction to issue



Q44. Have you ever had an issue with cashing any winning West Virginia Lottery ticket?

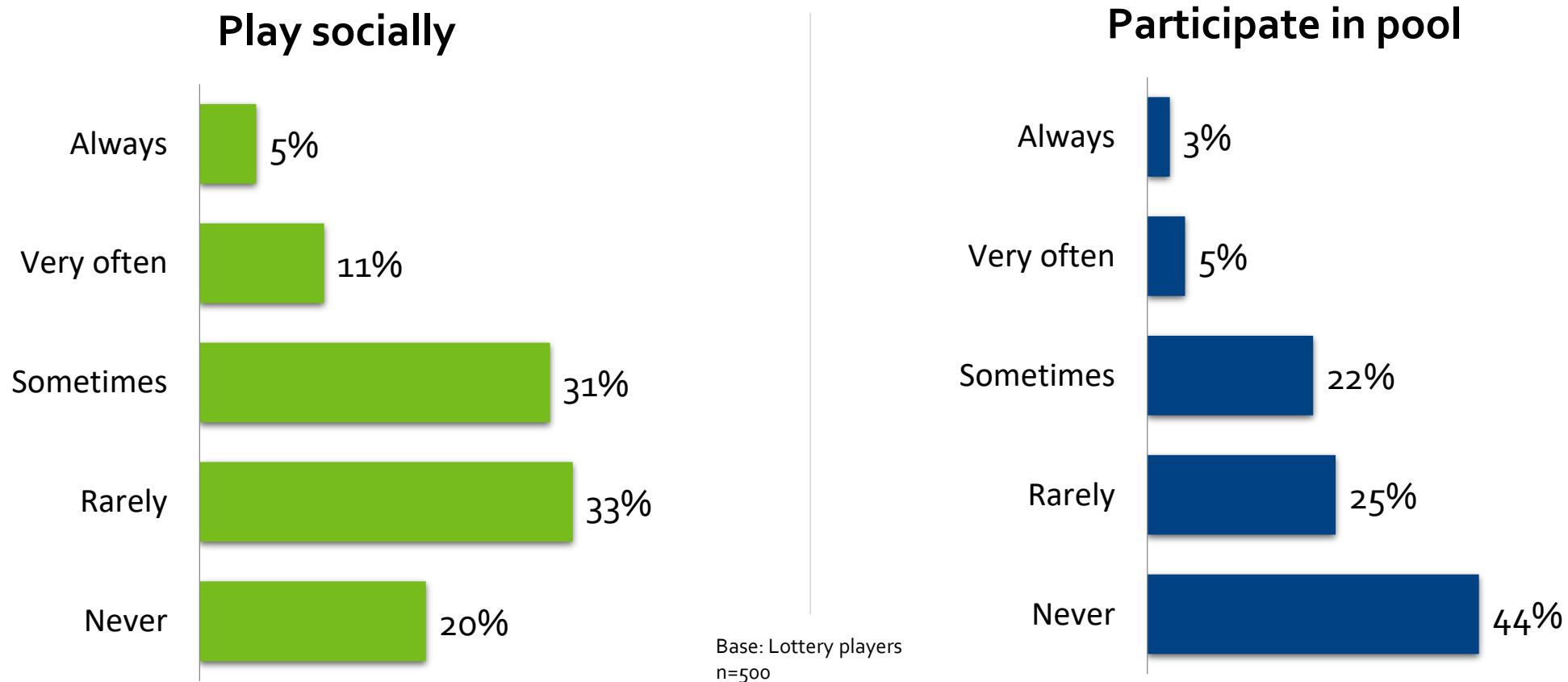
Q45. What did you do when you encountered the issue with cashing a winning West Virginia Lottery ticket?

Three in four lottery players say they prefer games of chance to games of skill.



Q46. When playing the West Virginia Lottery, do you prefer games of chance or games of skill?

More than one in ten players play West Virginia Lottery games with friends socially “always or very often.”

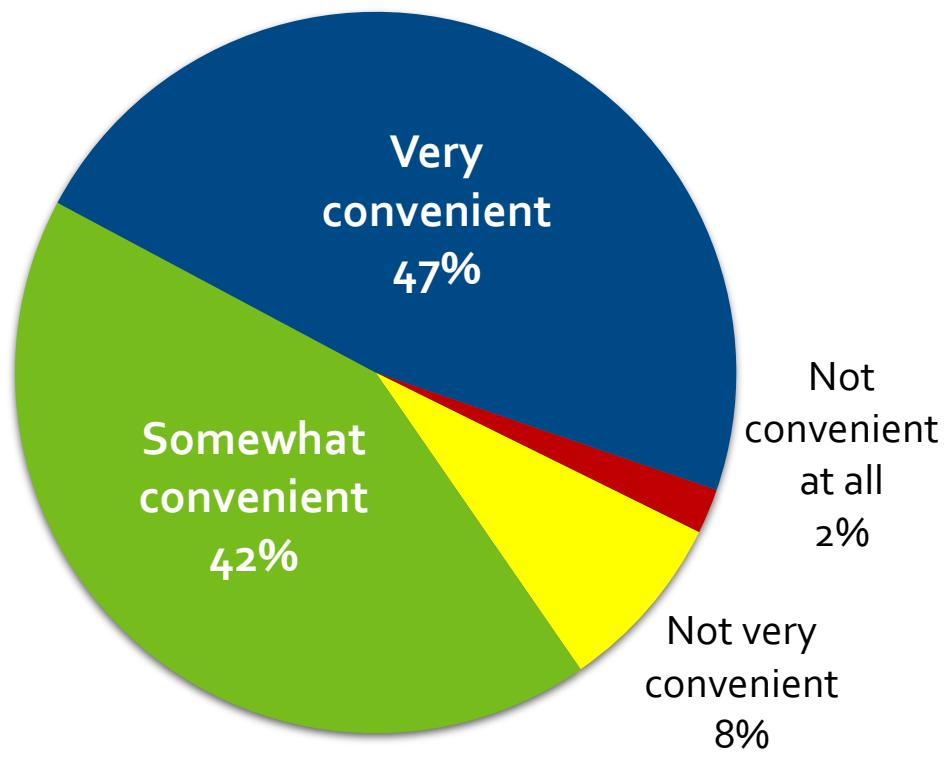


Q47. How often do you play West Virginia Lottery games with friends socially ?

Q48. How often do you participate in a West Virginia Lottery pool at work, with friends or with other groups?

Nearly half of the lottery players said that playing the lottery is “very convenient.”

Convenience of Play

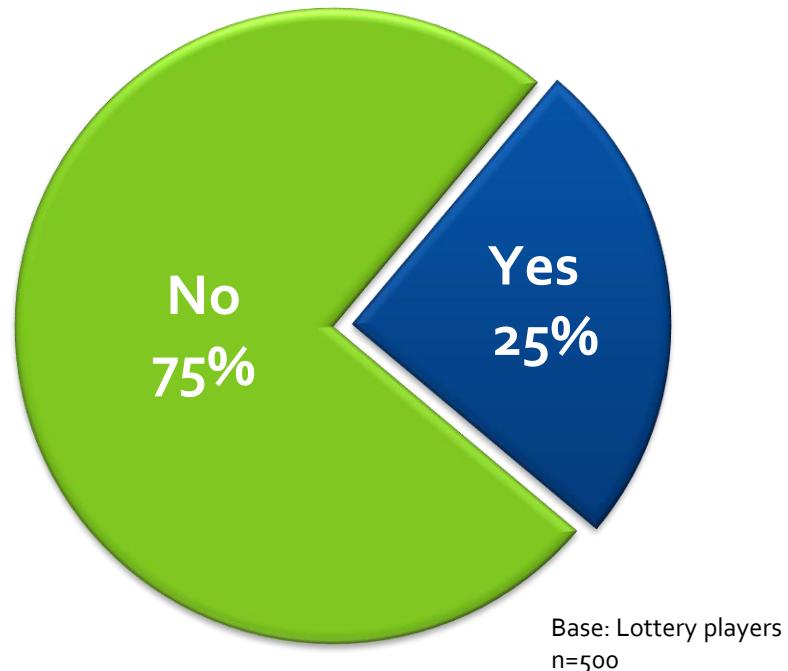


Base: Lottery player
N=500

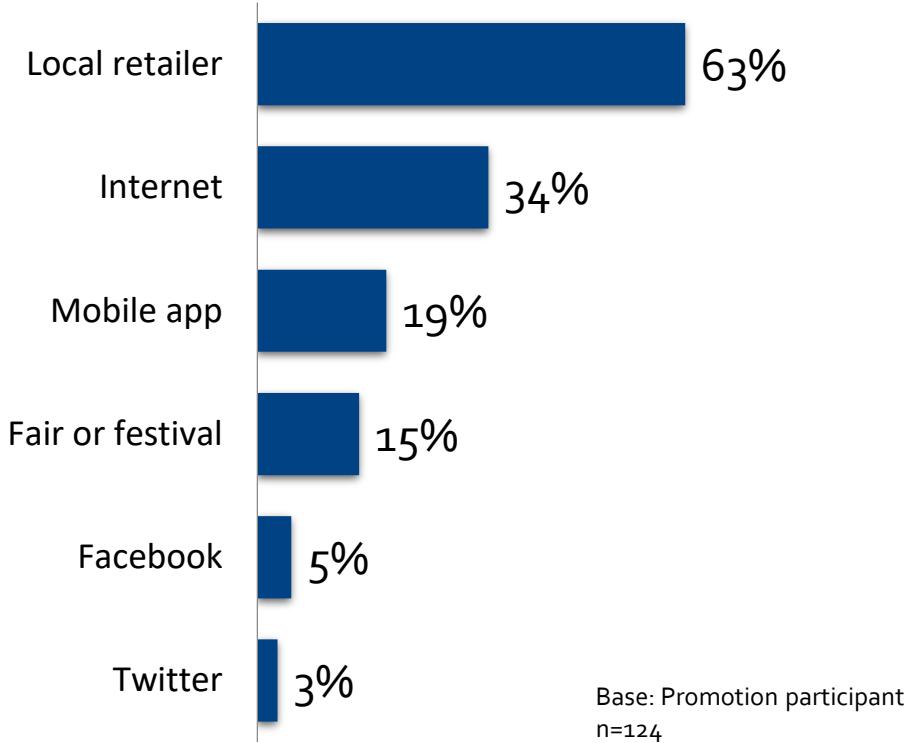
Q49. How convenient is playing the West Virginia Lottery for you?

One in four lottery players have ever participated in a West Virginia Lottery promotion.

Participate in promotion

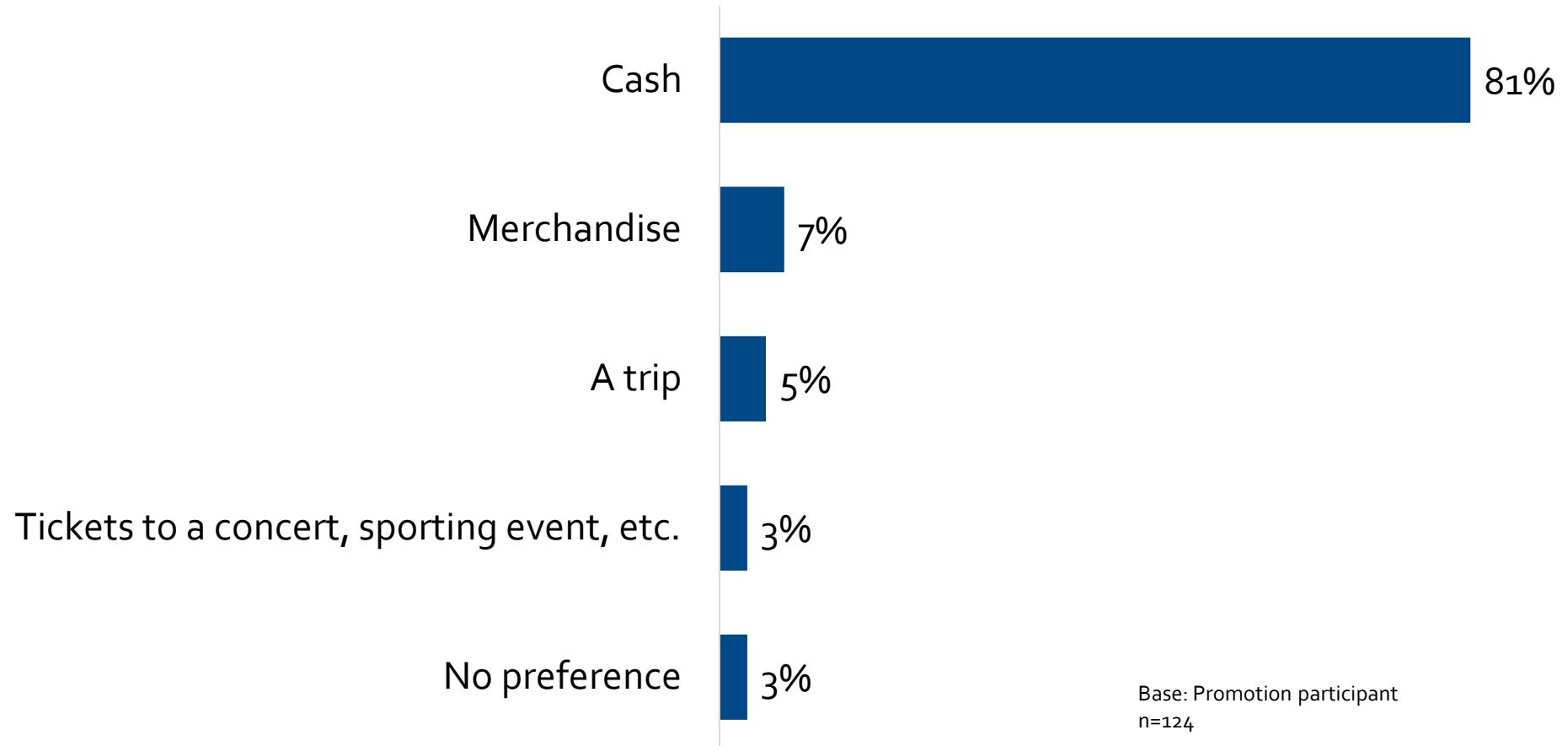


Ways entered



Q50. Have you ever participated in a West Virginia Lottery promotion, where you enter non-winning or entry-winning scratch-off or draw games tickets?
Q51. Which of the following ways did you use to enter a West Virginia Lottery promotion?

Overwhelmingly, lottery players prefer to win cash in a West Virginia Lottery promotion.



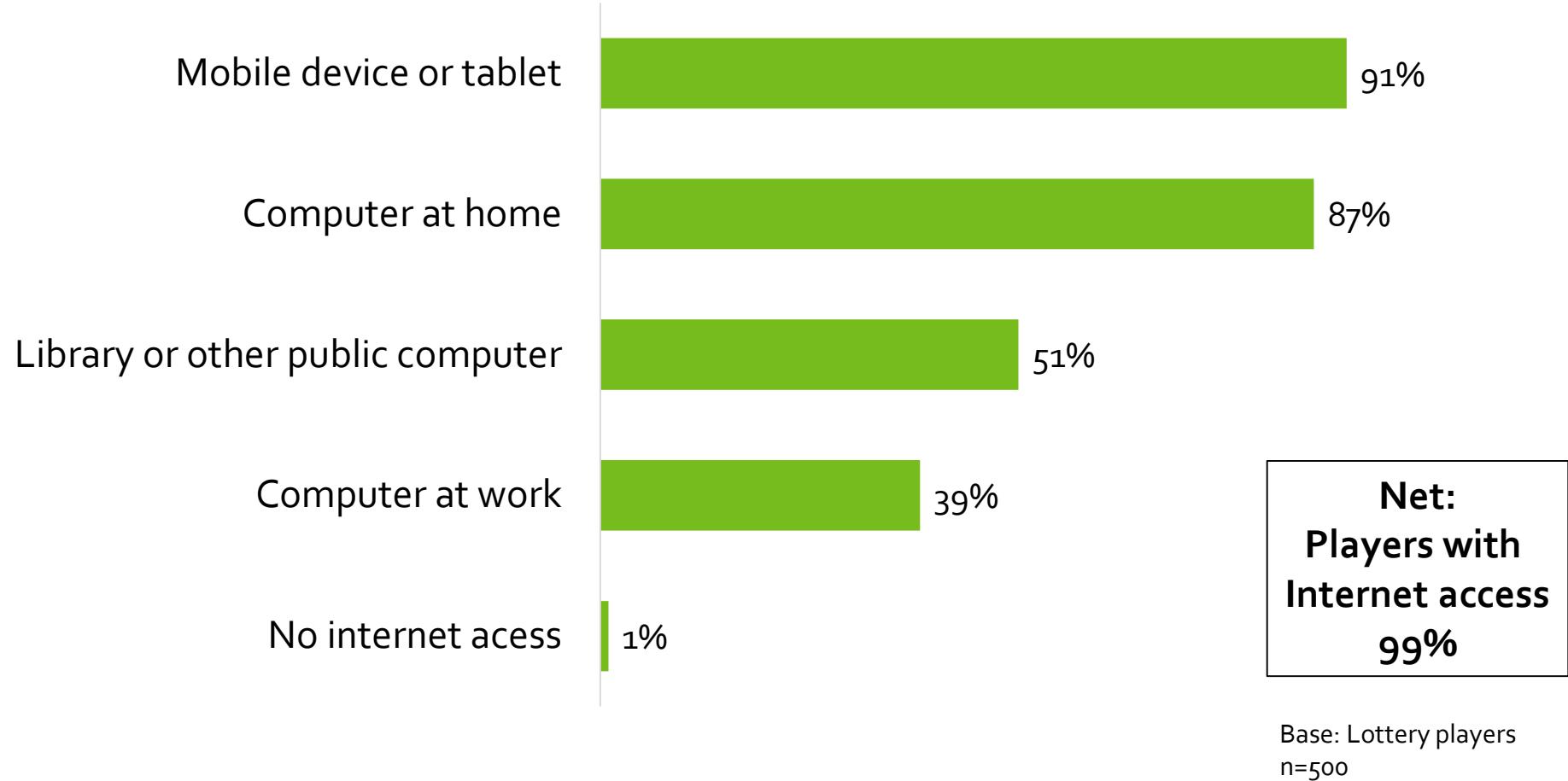
Q52. Which of the following prizes would you prefer to win in a West Virginia Lottery promotion?



Internet Access and Online Purchase Experience

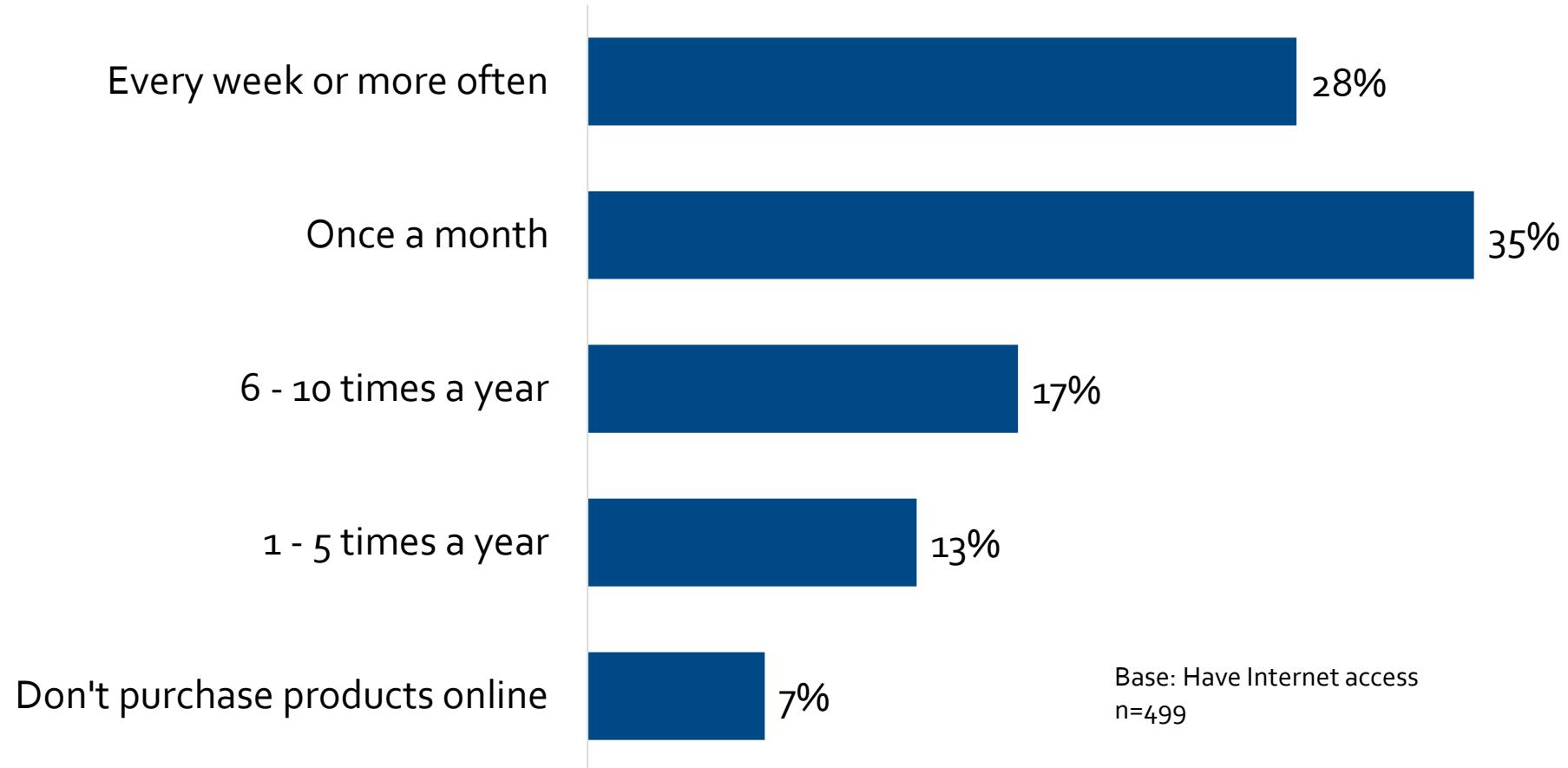
Detailed Findings

Nearly all of the lottery players have access to the Internet.



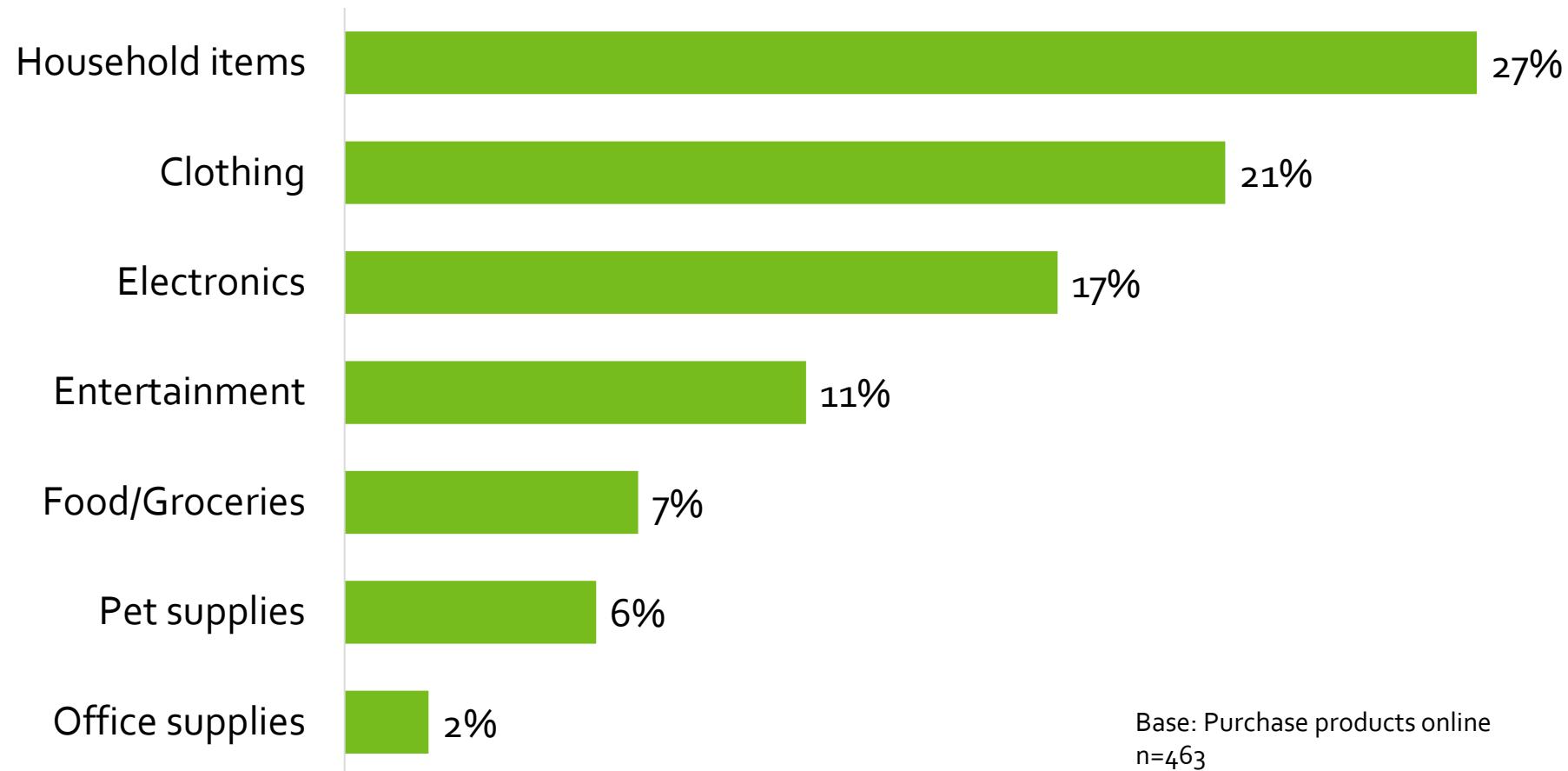
Q53. Do you have Internet access through . . .?

Over a quarter of lottery players purchase products online every week or more.



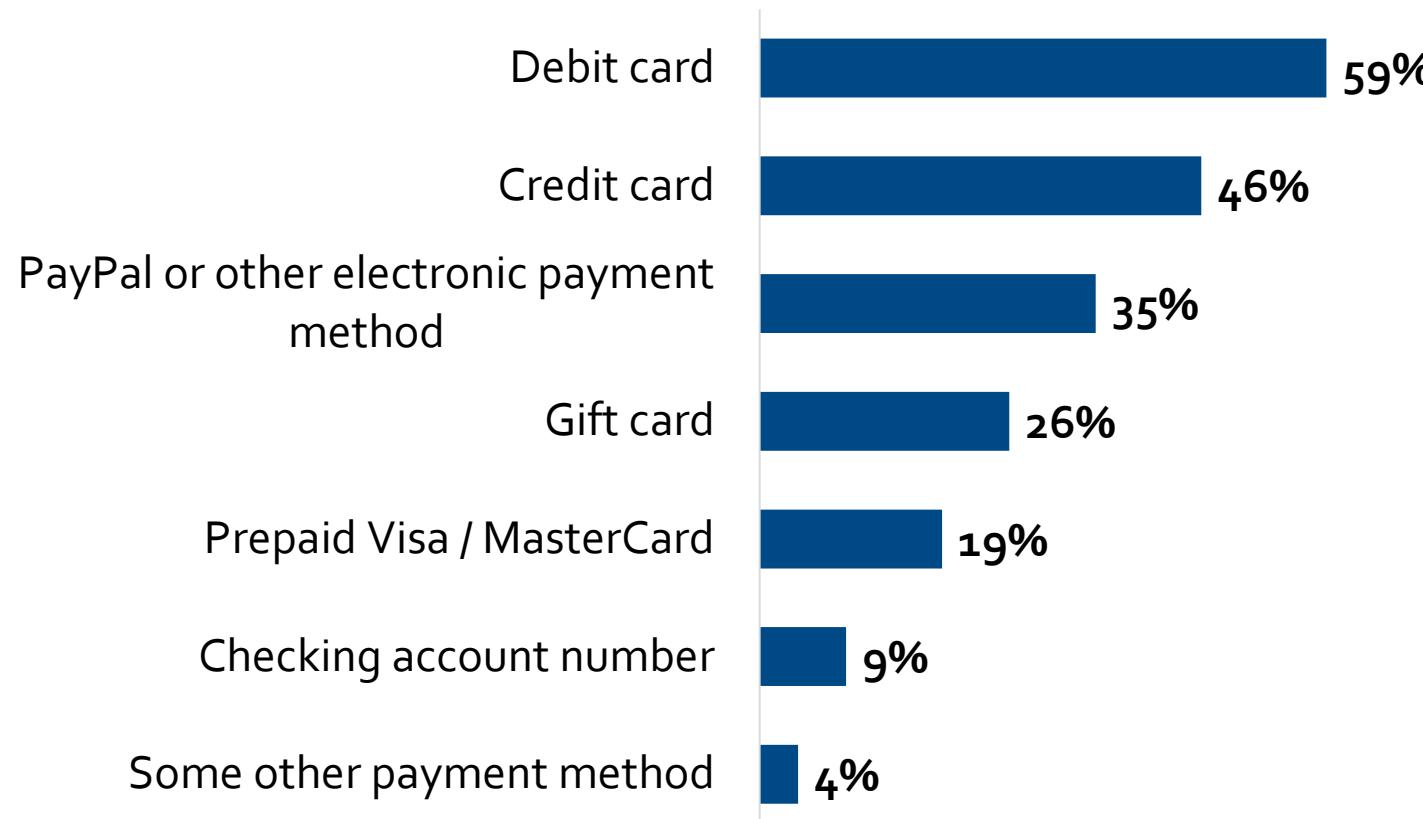
Q54. How frequently do you purchase products online?.

One in four lottery players purchase household products online most often.



Q55. What type of products do you purchase online most often?

Six in ten lottery players frequently use a debit card to pay for their online purchases.



Q56. How frequently do you pay for your online purchases with ...?

Base: Purchase products online
n=463
Net: "Always" and "Sometimes"

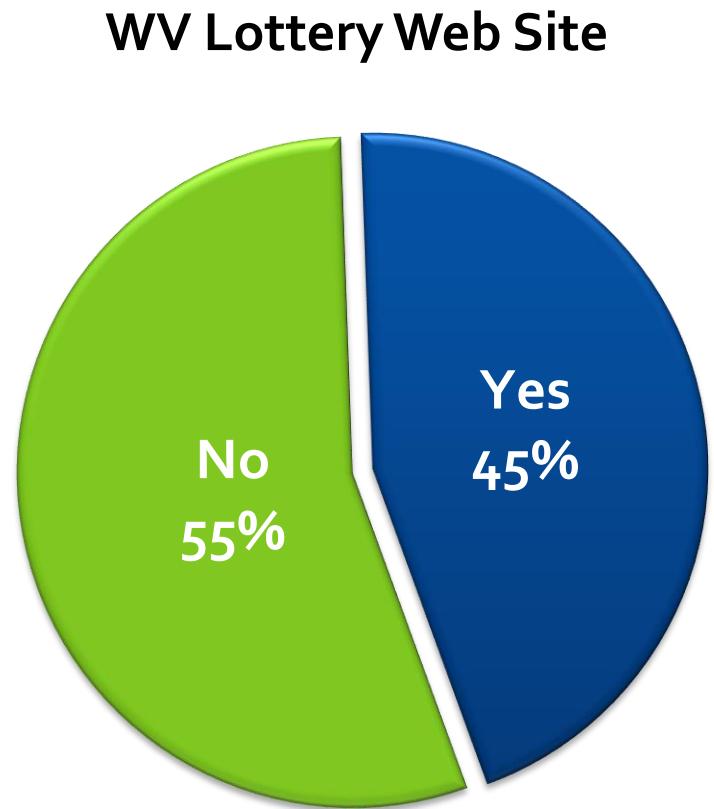
Most lottery players generally use a website to make online purchases.



Base: Purchase products online
n=463

Q57. When making online purchases, do you generally use a website or a store app?

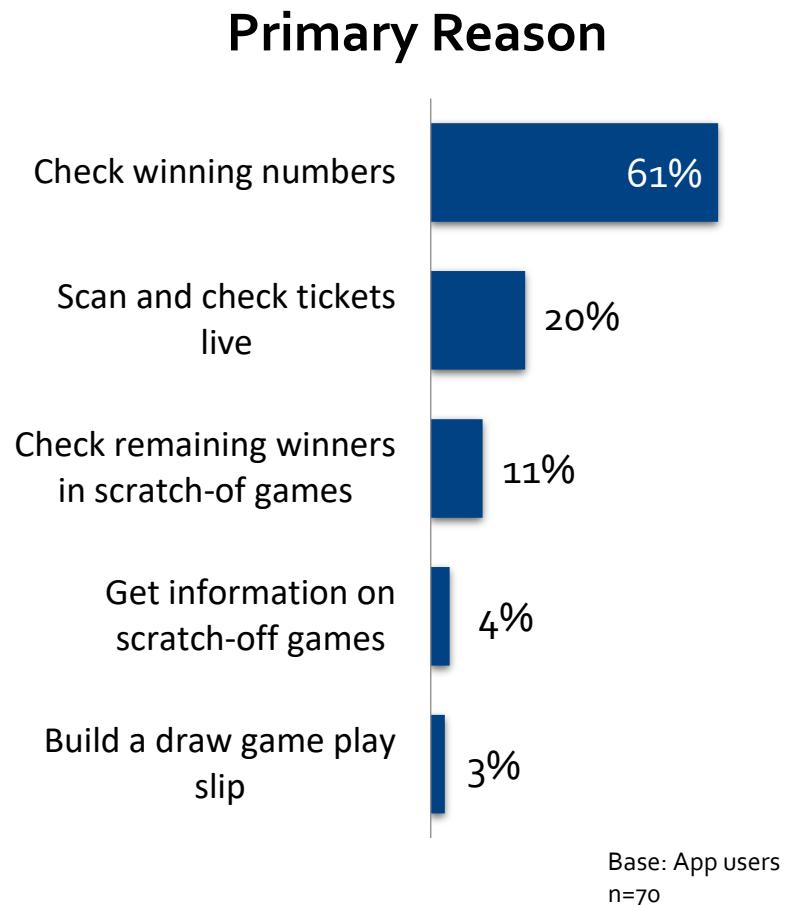
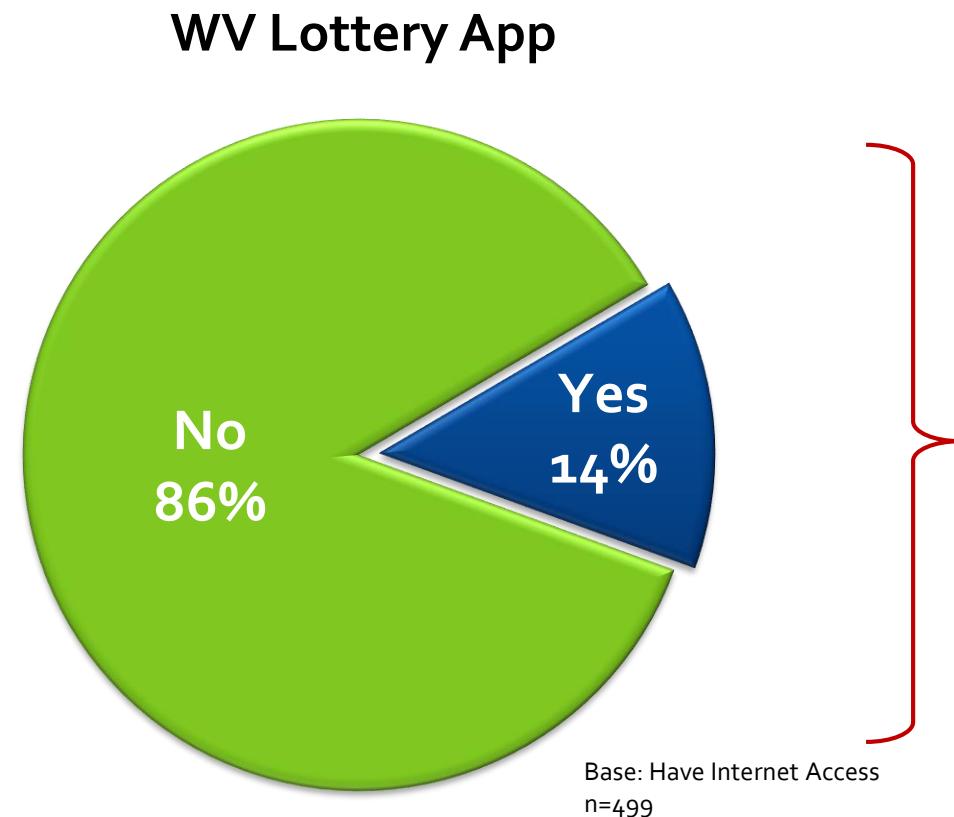
Over half of the lottery players have never visited the West Virginia Lottery web site.



Base: Have Internet access
n=499

Q58. Have you ever visited the West Virginia Lottery web site?

Of those who use the WV Lottery app, most use the app to check winning numbers.



Q59. Have you ever used the West Virginia Lottery App?

Q60. What is the primary reason for using the West Virginia Lottery App?



Online Purchase Concept

Detailed Findings

Online Ticket Purchase Concept

State residents age 18 and over would be able to use their computer or mobile device to buy tickets for West Virginia Lottery games. This would include Powerball, Mega Millions, Daily 3 / Daily 4, Cash 25 and Lotto America.

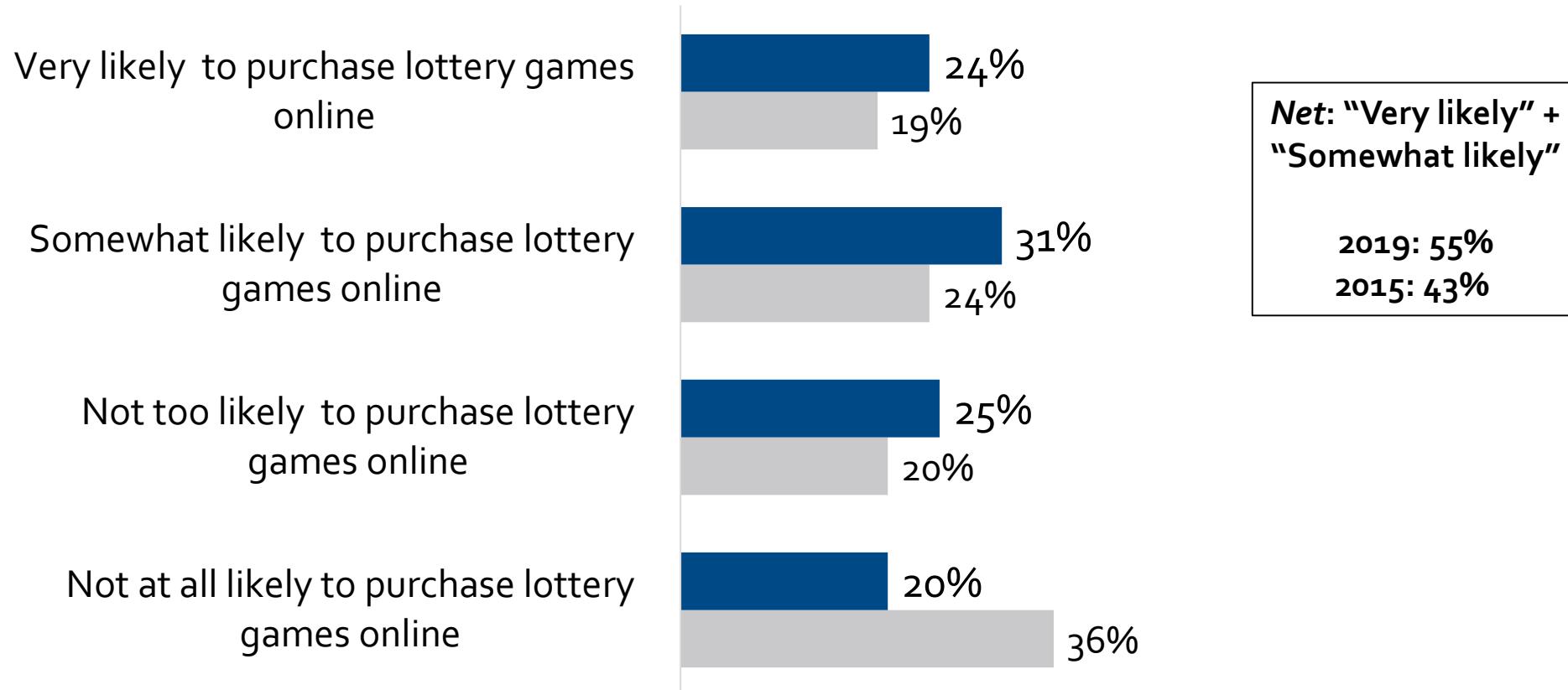
In order to purchase lottery tickets using the internet, a customer would set up a secure, password-protected account that is protected by the FDIC, similar to a bank account. Players would use their debit card or checking account number to put money into their lottery account. A credit card could not be used to put money into the player's account.

Once money is in the player's account, game tickets could be purchased through the West Virginia Lottery secure website. If a player wins a lottery game, the winning amount would be automatically deposited to the player's registered West Virginia Lottery account. From there, the player could move the money to their debit card, checking account or redeem it for cash at a lottery retailer or lottery office.

A player hotline would be established to handle any issue a customer may have with their Internet purchase or player account.

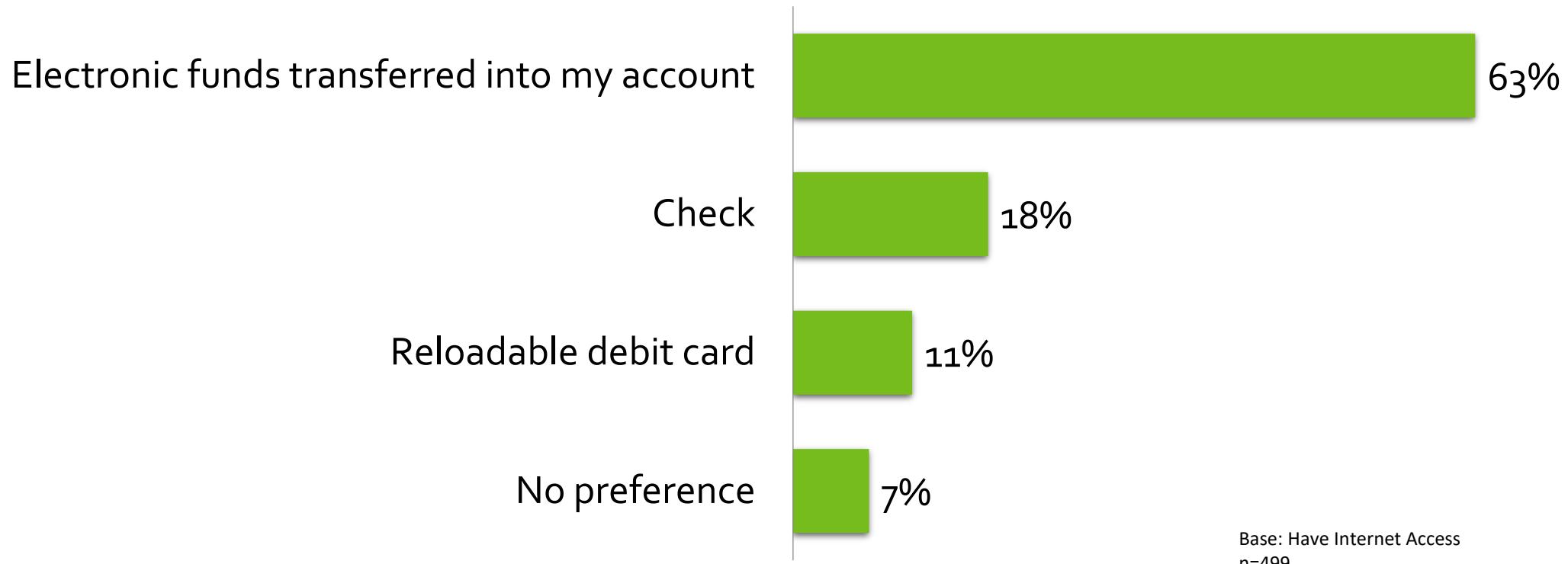
All lottery tickets will continue to be available at all retail locations.

West Virginia lottery players are more likely to purchase games online in 2019 as compared to 2015.



Q62. If this account were available today, how likely would you be to purchase lottery games online at the West Virginia Lottery website? Would you say that you would be...?

Nearly two-thirds of lottery player prefer to receive electronic funds transferred into their account.



Q63. As society moves to using less cash in general, would you rather receive payments of large cash prizes (\$601 and larger) as a check, electronic funds transfer into your account, or a reloadable debit card?



Demographics

Men are more likely to have played lottery games in the past 30 days.

Gender	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
Male	53%	40%	55%	32%
Female	47%	60%	45%	68%

Residency	West Virginia	70%	69%	100%	
	Neighboring State	30%	31%		
Ohio	10%	11%			35%
Virginia	5%	5%			16%
Kentucky	3%	5%			11%
Maryland	7%	6%			22%
Pennsylvania	5%	4%			16%

Young adults (25-34) are more likely to have played lottery games in the past 30 days.

AGE	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
18 – 24	10%	15%	13%	14%
25 – 34	20%	12%	14%	11%
35 – 44	22%	16%	18%	19%
45 – 54	22%	20%	23%	24%
55 – 64	14%	22%	17%	18%
65 – 74	10%	15%	14%	13%
75 +	1%	0%	1%	0%

Lottery players who have played in the past 30 days or more than 30 days have similar education levels.

EDUCATION	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
High School or less	30%	31%	30%	31%
Some college	42%	37%	40%	40%
Bachelor's	18%	23%	20%	20%
Graduate/ professional	10%	9%	10%	9%

Lower income lottery players are slightly more likely to have played more than 30 days ago.

INCOME	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
< \$25K	26%	33%	28%	29%
\$25K < \$50K	33%	27%	32%	28%
\$50K < \$100K	28%	25%	26%	29%
\$100K +	12%	8%	10%	11%
Prefer not to say	1%	7%	4%	3%

Lottery players who have played more than 30 days ago tend to have two or less persons in their household.

Household Size	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
1 person	18%	20%	21%	14%
2 persons	29%	38%	33%	30%
3 persons	18%	16%	16%	20%
4 persons	16%	13%	12%	20%
5+ persons	18%	13%	17%	15%

Players who have played in the past 30 days ago are more likely to be employed full-time as are out-of-state players.

EMPLOYMENT	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
Employed full-time	44%	32%	38%	42%
Employed part-time	9%	7%	8%	8%
Self-employed	7%	5%	7%	6%
Retired	18%	24%	22%	15%
Other non-employed	21%	30%	23%	27%

Lottery players who have played in the past 30 days or more than 30 days live in similar areas.

LOCATION	Played Past 30 Days	Played More Than 30 Days	In-state Player	Out-of-state Player
	(309)	(191)	(351)	(149)
Urban area	6%	7%	6%	7%
Suburban area	22%	19%	21%	20%
Small size city	37%	39%	37%	40%
Rural	35%	36%	36%	33%

Appendix



Research Materials



Microsoft Word
Document



Microsoft Excel
Worksheet

Thank you.

RESEARCH AMERICA

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