



West Virginia Lottery Tracking Study



OPINION RESEARCH ■ MARKETING RESEARCH ■ STRATEGIC COUNSEL

Repass & Partners



BACKGROUND

Periodically, the West Virginia Lottery conducts a baseline tracking study to measure incidence of play frequency by game type and demographically segment customers by play frequency and other variables. Findings from this research are used to measure advertising awareness and other broad measures of effectiveness. Where appropriate, data is compared with previous waves of research to determine changes in consumer play frequency and profiles. Data from this research is also used to answer stakeholder (legislators, state government staff) questions about Lottery players.

This wave of baseline tracking research includes questions designed to assess player interest in alternative methods of purchase including web-based single purchase of games, web-based subscription purchases, and mobile/smart phone game purchase concepts.

OBJECTIVES

- Measure purchase behavior of adult West Virginians and adult residents of nearby states/surrounding counties for the Lottery games:
 - Instant Games
 - Daily 3 / Daily 4
 - Powerball®
 - Mega Millions®
 - Hot Lotto
 - Cash 25
 - Keno
 - Video Lottery
- Track changes in purchase behavior from previous studies and identify the reasons why changes have occurred.
- Measure awareness of advertising.
- Identify player demographics, and demographically profile non-players and moral objectors to the Lottery.
- Test new or alternative concepts to lottery play.



METHODOLOGY

- Interviews were conducted via telephone from our Charleston data collection center by professional marketing research interviewers experienced in consumer interviewing.
- Qualified respondents were:
 - Over the age of 18
 - No one in the household employed by a market research company or advertising agency
 - Resident of West Virginia or specified WV border counties in Kentucky, Maryland, Ohio, Pennsylvania, or Virginia.
- A total of 1,341 interviews were completed, of which 499 were among those who have played any West Virginia Lottery game.
- Quotas were established for gender and age to ensure a representative sample.
- Interviews were completed between November 18, 2013 and January 8, 2014.

EXECUTIVE SUMMARY



KEY FINDINGS – PLAYERSHIP & PLAY FREQUENCY

- About half of WV residents have ever played a West Virginia Lottery game, along with 23% of out of state residents in neighboring counties.
 - Among players residing in WV, almost 40% are frequent players.
 - Only 25% of out of state players are frequent players.
 - Mega Millions and video lottery have the highest proportion of out of state players, compared to other WV Lottery games.
 - Cash 25, Daily 3 / Daily 4, and Hot Lotto have the lowest proportion of out of state players.
- Playership of most WV Lottery games is fairly consistent with 2011. Mega Millions shows strong growth, while Hot Lotto, Keno, and Powerball show declines in the percentage who play frequently.
 - Mega Millions was a relatively new game in 2011.
 - The price of a Powerball ticket went from \$1 to \$2 in 2012.
 - The Hot Lotto jackpot was extremely high when the 2011 research was conducted, and a Hot Lotto promotion had been in place.



KEY FINDINGS – ADVERTISING, WINNING NUMBERS, AND RETAIL EXPERIENCE

- More than 6 in 10 players recalled seeing or hearing Lottery advertising in the past few weeks. Television ads are the most frequently recalled source, followed by billboards and radio.
- The internet is the primary source of winning number information, followed by television, newspapers, and asking the clerk while in the store. Out of state players are more likely to cite newspapers and less likely to say they ask the clerk while in the store.
- More than one-fourth of players have used a self-service Lottery vending machine. Younger players and in state players are most likely to have used a vending machine.
- Few report problems with buying tickets, cashing winning tickets, or less than knowledgeable store clerks. About one-fourth of numbers game players say clerks never offer the multiplier option when they purchase a ticket.



KEY FINDINGS – NEW GAME CONCEPTS, POTENTIAL GAME CHANGES

- Replacing live drawings with a computer-based/animated drawing gets mixed reviews from players of Daily 3 / Daily 4 and Cash 25. A majority, roughly 60% of players of each game, say it would have no impact on their likelihood to play. About one-third of players of each game say changing the drawing style would make them less likely to play. Television is the #2 source of winning number information, behind the internet in popularity.
- About one-fourth of current players express interest in internet-based West Virginia Lottery games. Younger players and more educated players report the highest levels of interest in internet-based play.
- About half of current players express interest in a Cash 25 replacement game with a fixed top prize. This concept has highest appeal among in state players and those who currently play the smaller jackpot numbers games today (Cash 25, Hot Lotto, Daily 3 / Daily 4). Female players and younger players also have stronger interest in this new game idea.



KEY FINDINGS – ATTITUDES TOWARD LOTTERY, CAUSES FUNDED BY THE LOTTERY

- Players feel generally positive toward the Lottery. Female players are more likely than are males to view lottery games as fun. Older players are most likely to say money spent on lottery tickets goes to good causes.
- More than 7 in 10 players are aware of a WV group that helps problem gamblers.
- Education is the most widely known recipient of Lottery funds. Many players hold inaccurate beliefs about where Lottery money goes. More than one-third say Lottery funds go to the state general fund and/or building roads and highways.

KEY FINDINGS – PLAYER, NON-PLAYER, MORAL OBJECTOR DEMOGRAPHICS

- Out of state players differ from in state players in several ways. Out of state players
 - Are more likely to be male
 - Are younger
 - Have a larger average household size
 - Are more likely to be employed full time, and less likely to be retired
 - Are more likely to have internet access via a mobile device
- Moral objectors differ demographically from players and non-players who are not moral objectors. Moral objectors
 - Are more likely to be female
 - Are married
 - Have the highest age, on average
 - Are most likely to be in two person households

DETAILED FINDINGS

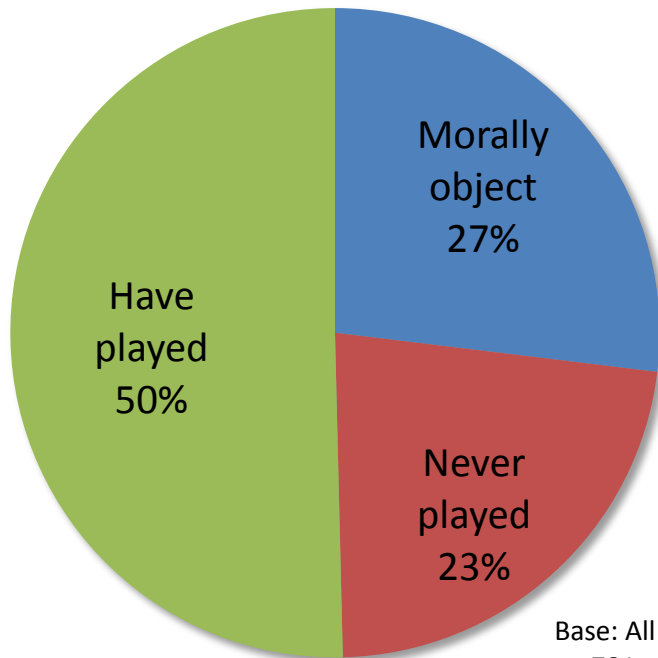


OVERALL LOTTERY PLAYING HABITS



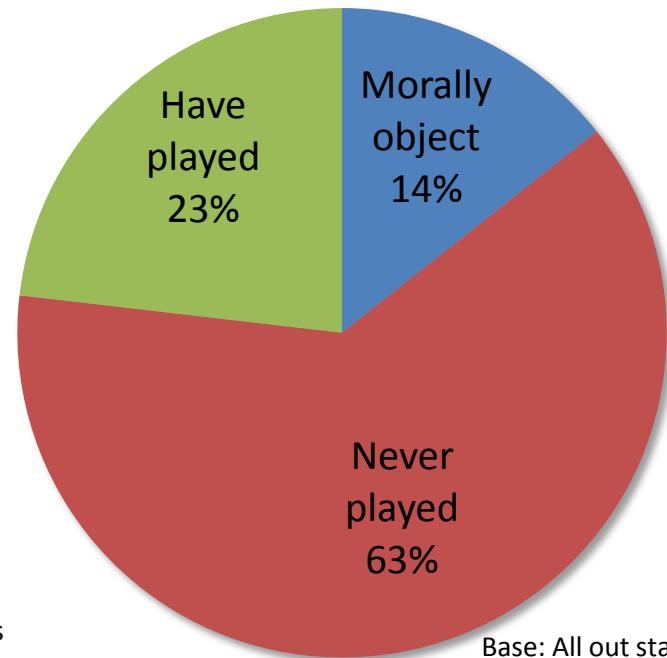
HALF OF WV RESIDENTS HAVE EVER PLAYED WV LOTTERY GAMES. ALMOST ONE-FOURTH OF RESIDENTS OF NEIGHBORING AREAS HAVE EVER PLAYED.

**Game Play Penetration
West Virginia**



Base: All WV respondents
n= 781

**Game Play Penetration
Out of state/nearby counties**



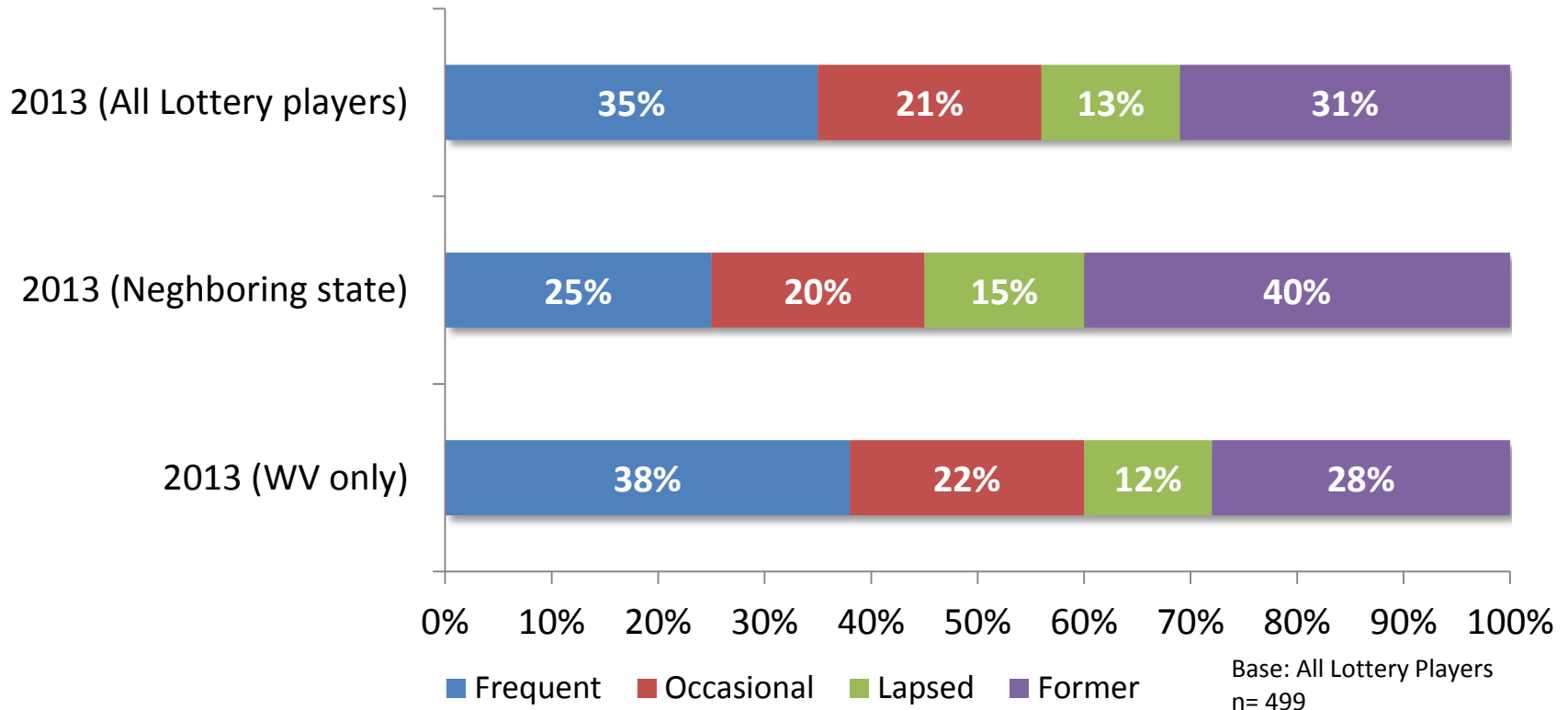
Base: All out state respondents
n= 560

Q12. Do you have any moral objections to the state of West Virginia running a state lottery, or objections to any lottery games or gaming?

Q13. Have you, yourself, ever played any of the West Virginia Lottery games, including Daily 3, Daily 4, Cash 25, Powerball, Mega Millions, Instant Scratch-Off games, Hot Lotto, Keno or Video Lottery, also known as video slots? This includes playing any of the games by yourself, or as part of a pool or group of co-workers or friends.

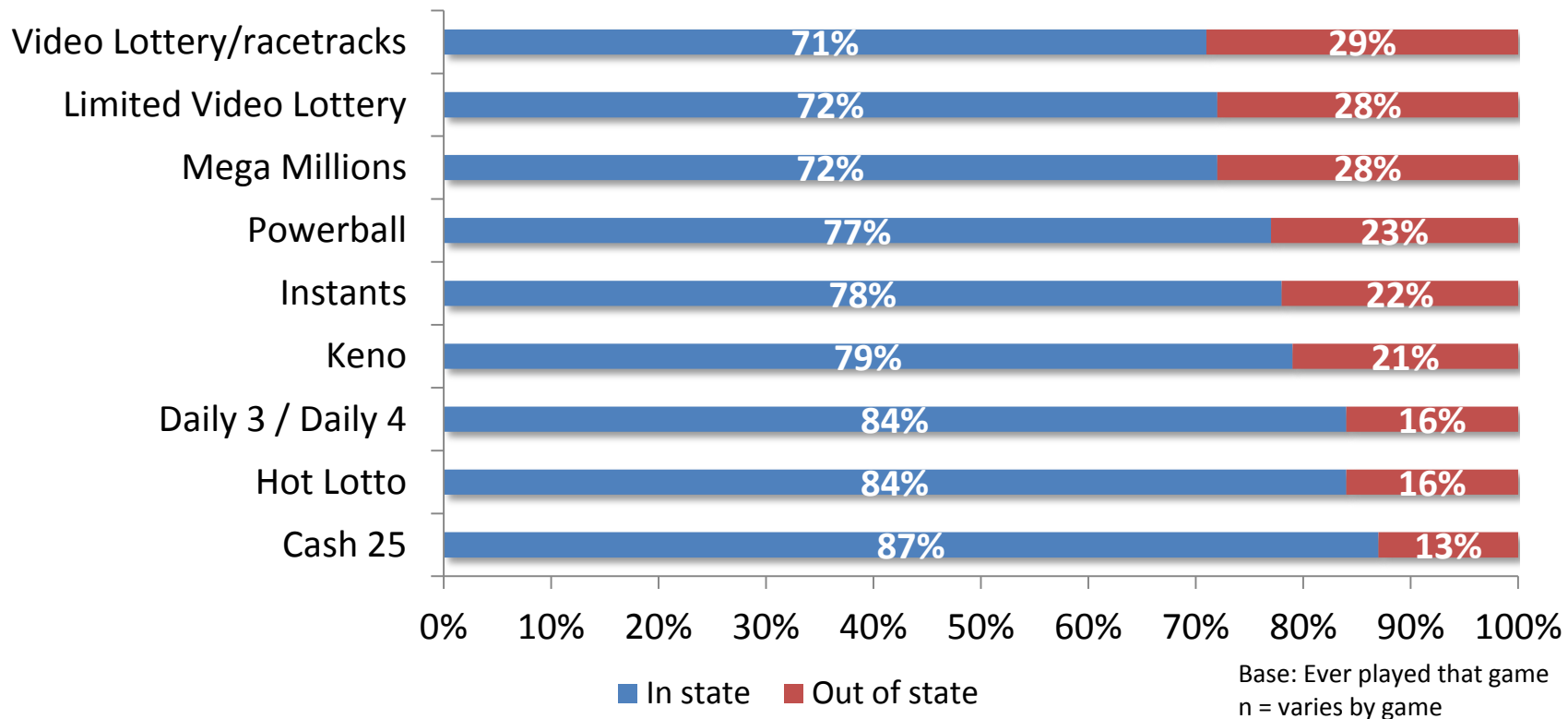


ONE-THIRD OF LOTTERY PLAYERS ARE FREQUENT PLAYERS. WV RESIDENTS ARE MORE LIKELY TO BE FREQUENT PLAYERS.



Q14. Have you, yourself, ever played any of the West Virginia Lottery games, including Daily 3, Daily 4, Cash 25, Powerball, Mega Millions, Instant Scratch-off games, Hot Lotto, Keno, Racetrack video lottery or limited video lottery.

MEGA MILLIONS AND VIDEO LOTTERY HAVE THE HIGHEST PERCENTAGE OF OUT OF STATE PLAYERS IN THEIR BASE.



Q14. Have you, yourself, ever played any of the West Virginia Lottery games, including Daily 3, Daily 4, Cash 25, Powerball, Mega Millions, Instant Scratch-off games, Hot Lotto, Keno, Racetrack video lottery or limited video lottery.

GAME CROSSPLAY – FREQUENT AND OCCASIONAL PLAYERS

Base: frequent + occasional	When lottery players play these games (read table down columns)						
They also play these games	Daily 3 / Daily 4	Cash 25	Instant	Keno	Powerball	Mega Millions	Hot Lotto
	(49)	(45)	(167)	(35)	(260)	(176)	(44)
Daily 3 Daily 4		51%	25%	26%	18%	19%	36%
Cash 25	47%		21%	29%	16%	18%	61%
Instant	84%	78%		80%	51%	50%	77%
Keno	18%	22%	17%		11%	11%	18%
Powerball	94%	91%	80%	80%		85%	93%
Mega Millions	67%	71%	53%	54%	58%		84%
Hot Lotto	33%	60%	20%	29%	16%	21%	



**POWERBALL AND MEGA MILLIONS TEND TO BE PLANNED PURCHASES.
KENO IS AN IMPULSE BUY WITH HIGHEST USAGE OF THE \$1 BONUS
OPTION.**

	Keno	Powerball	Mega Millions	Hot Lotto
% of lottery players who have ever played this game	24%	92%	62%	21%
<i>Players of this game</i>				
Frequent	13	27	32	22
Occasional	16	29	25	20
Lapsed	15	15	17	12
Former	55	29	26	47
Planned purchase	17	74	72	48
Typically buy bonus	36	29	27	28

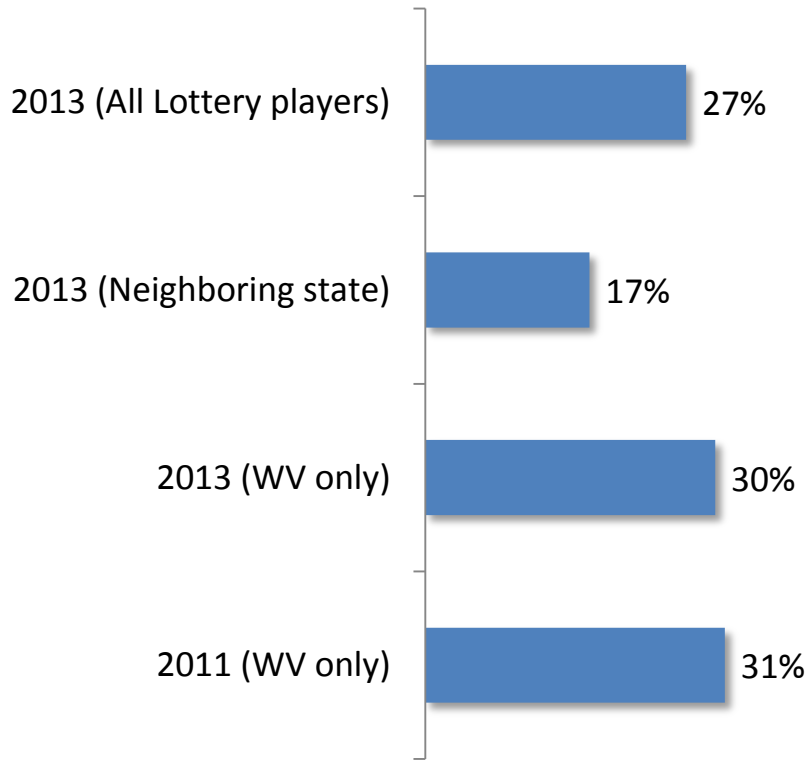


DAILY 3 / DAILY 4

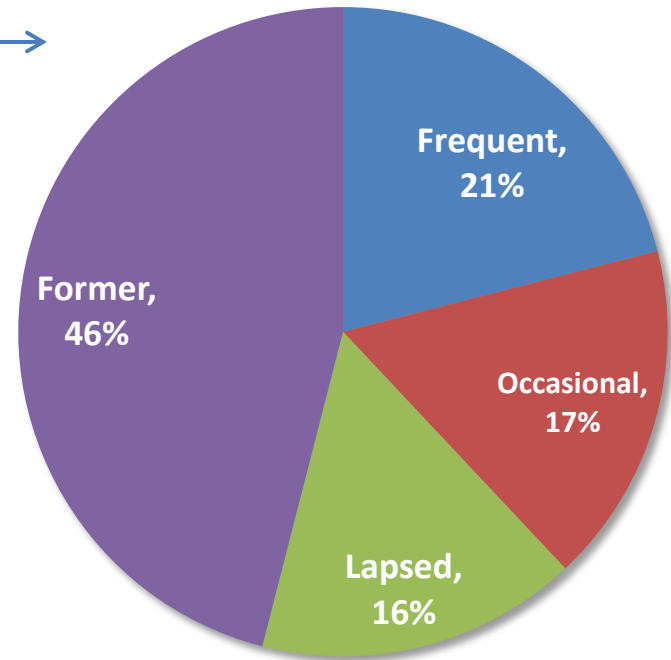


JUST OVER ONE-FOURTH OF LOTTERY PLAYERS HAVE EVERY PLAYED DAILY 3/DAILY 4, DOWN SLIGHTLY FROM 2011.

**Ever Played
Daily 3 / Daily 4**



**Frequency of Play
Daily 3 / Daily 4**



Base: Ever Played Daily 3 / Daily 4 Players
n= 132

DAILY 3/DAILY 4 PLAY PATTERNS SHOW LITTLE CHANGE 2013 VERSUS 2011.

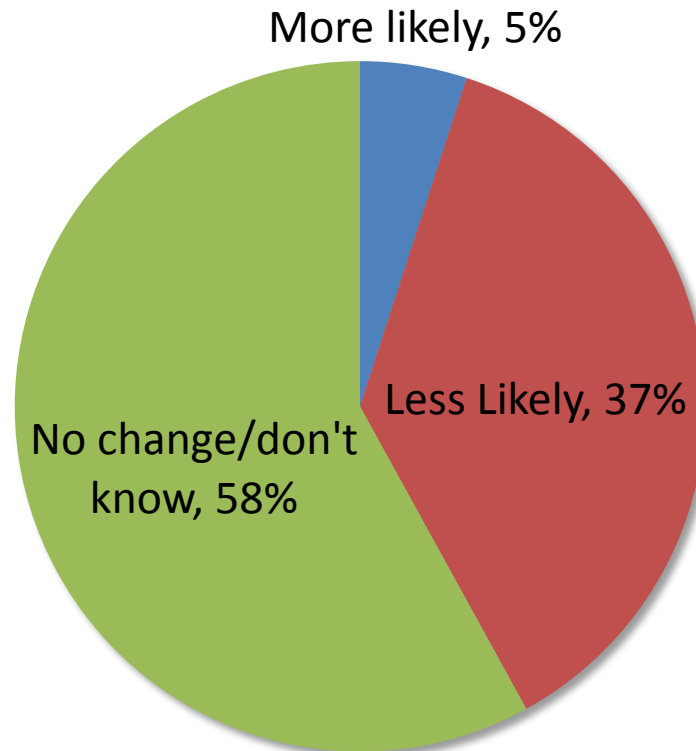
	2013	2011
Ever played Daily 3/4	(132)	(253)
	%	%
Frequent	21	23
Occasional	17	18
Lapsed	16	11
Former	46	48

Compared to players of other games, frequent/occasional Daily 3 / Daily 4 players:

- Have modest incomes
- Are less likely to be married
- Have very high cross play with Cash 25, Powerball, and instant

ALMOST 4 IN 10 DAILY 3/4 PLAYERS SAY CHANGING THE DRAWING WOULD NEGATIVELY IMPACT THEIR LIKELIHOOD TO PLAY.

Animated Drawing Replacing Live – Daily 3 / Daily 4



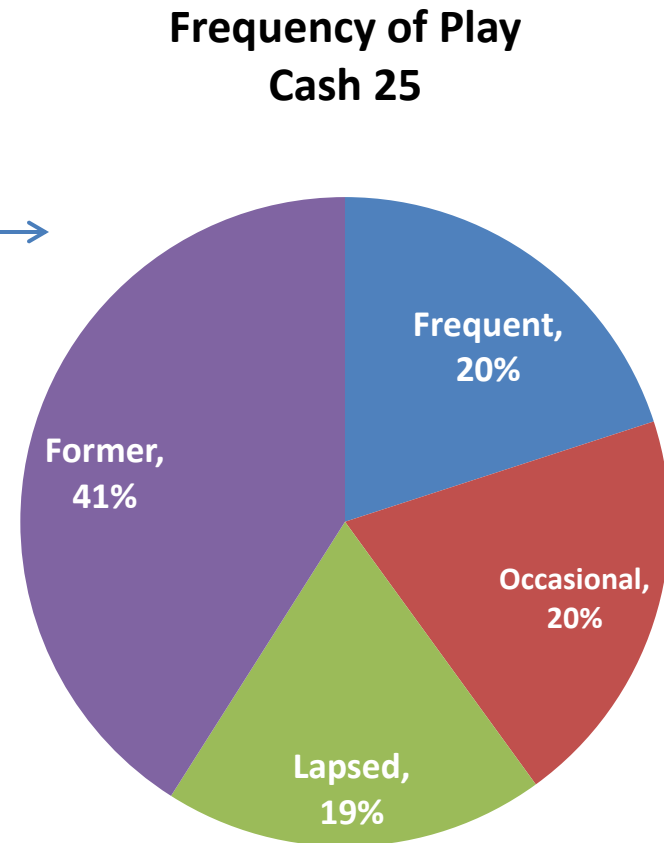
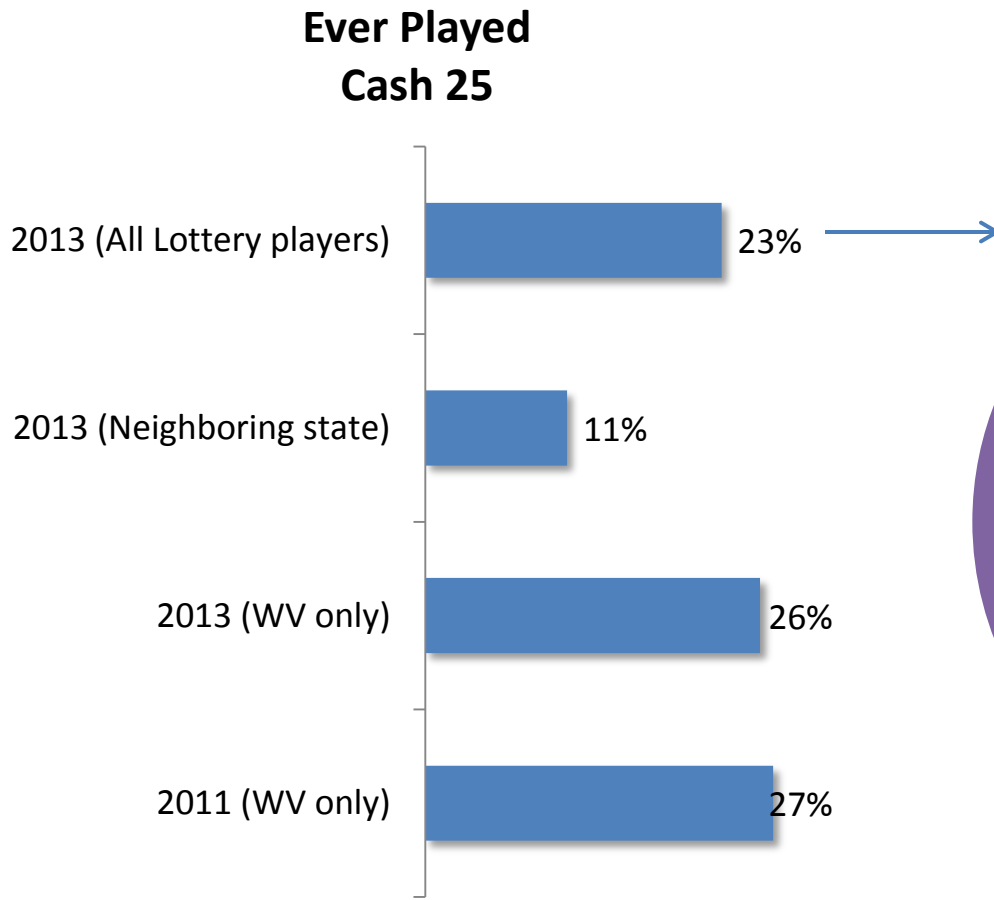
Base: Ever Played Daily 3 / Daily 4
n= 132

Q18. If the Lottery were to change the TV number drawings where a secure computer system draws the winning numbers and places them in an animated version, instead of using a live person to draw the numbers each night, would you be more likely to play Daily 3 / Daily 4, less likely to play Daily 3 / Daily 4, or would the change have no effect on your play of the Daily 3 / Daily 4 game?

CASH 25



ONE-FOURTH OF LOTTERY PLAYERS HAVE EVER PLAYED CASH 25 ABOUT EVEN WITH 2011 LEVELS.



PLAY FREQUENCY IS DOWN SLIGHTLY FOR CASH 25, COMPARING 2013 TO 2011.

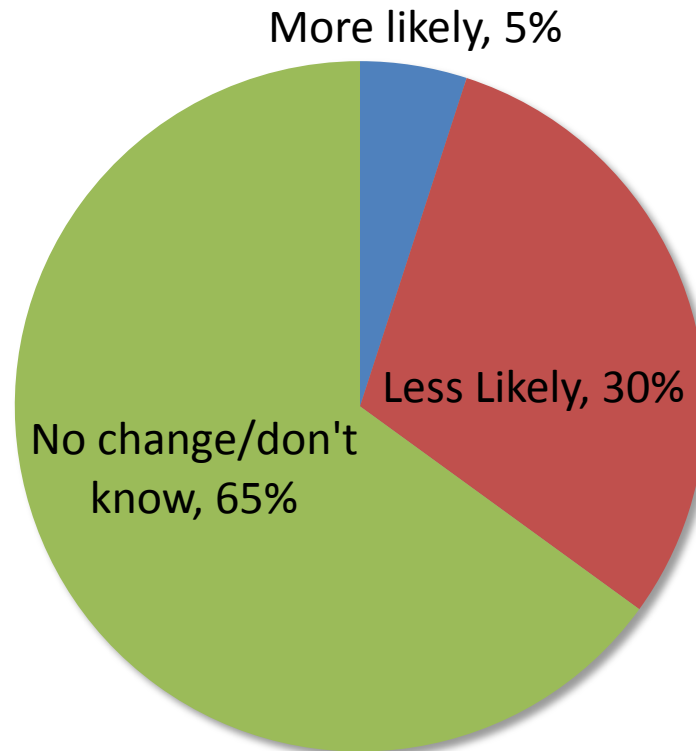
	2013	2011
Ever played Cash 25	(113)	(220)
	%	%
Frequent	20	21
Occasional	20	23
Lapsed	19	14
Former	41	40

Compared to players of other games, frequent/occasional Cash 25 players:

- Are more likely to be WV residents (lower out of state play)
- Are more likely to strongly believe lottery games are fun to play
- Have modest incomes
- Are less likely to be married
- Have very high cross play with Powerball, Mega Millions, and Hot Lotto

THREE IN 10 CASH 25 PLAYERS SAY CHANGING THE DRAWING WOULD NEGATIVELY IMPACT THEIR LIKELIHOOD TO PLAY.

Animated Drawing Replacing Live – Cash 25



Base: Ever Played Cash 25
n= 113

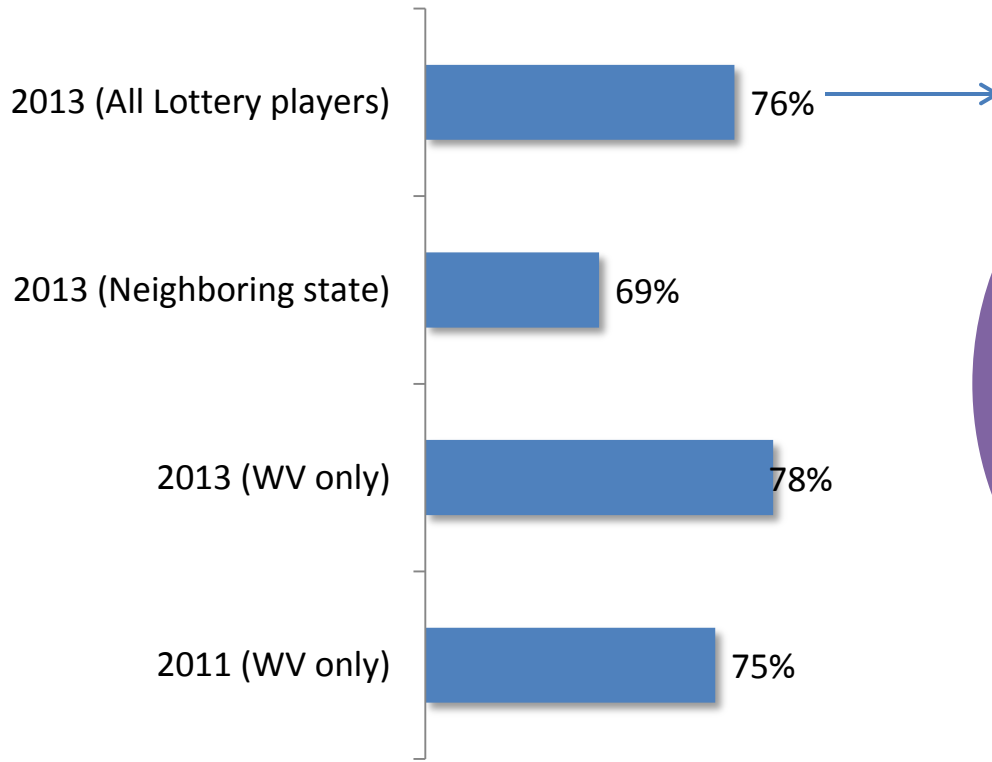
Q18. If the Lottery were to change the TV number drawings where a secure computer system draws the winning numbers and places them in an animated version, instead of using a live person to draw the numbers each night, would you be more likely to play Cash 25, less likely to play Cash 25, or would the change have no effect on your play of the Cash 25 game?

INSTANT SCRATCH-OFF GAMES

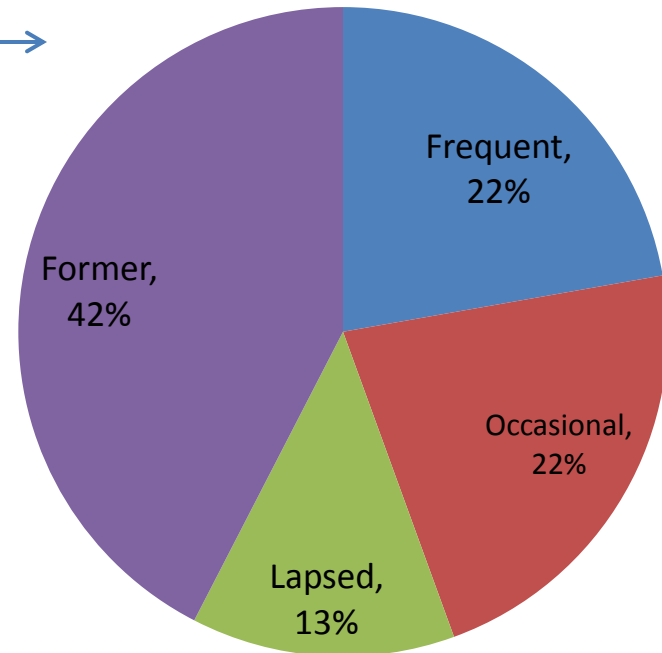


THREE-FOURTHS OF LOTTERY PLAYERS HAVE EVER PLAYED INSTANT GAMES, CONSISTENT WITH 2011.

**Ever Played
Instant Scratch-Off**



**Frequency of Play
Instant Scratch-Off**



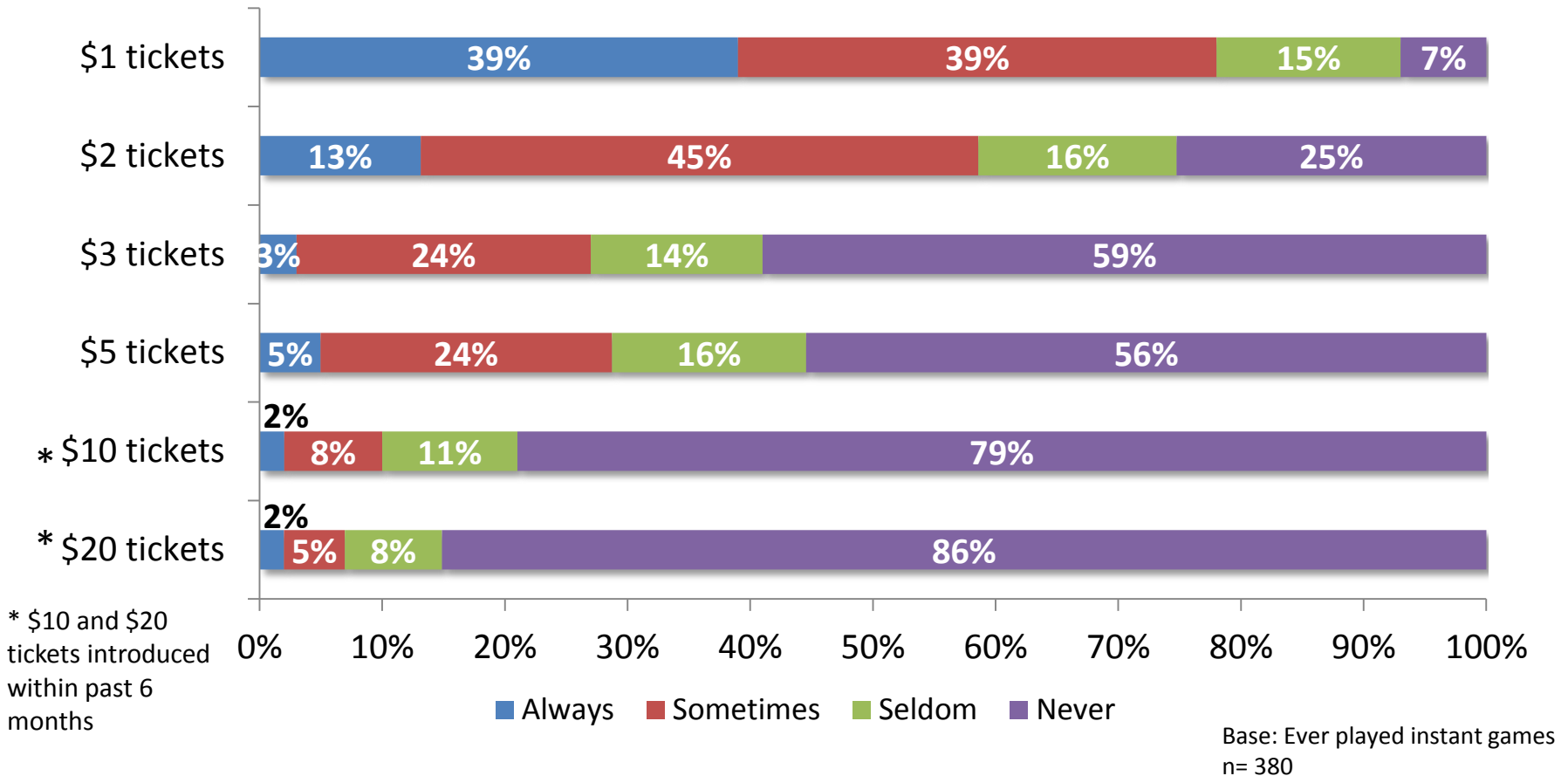
PLAY PATTERNS ARE CONSISTENT FOR INSTANT GAMES.

	2013	2011
Ever played Instant	(380)	(607)
	%	%
Frequent	22	23
Occasional	22	19
Lapsed	13	13
Former	42	44

Compared to players of other games, frequent/occasional instant games players:

- Are more likely to be women
- Are younger
- Have an associate's degree
- Have the highest average household size
- Are more likely to be married

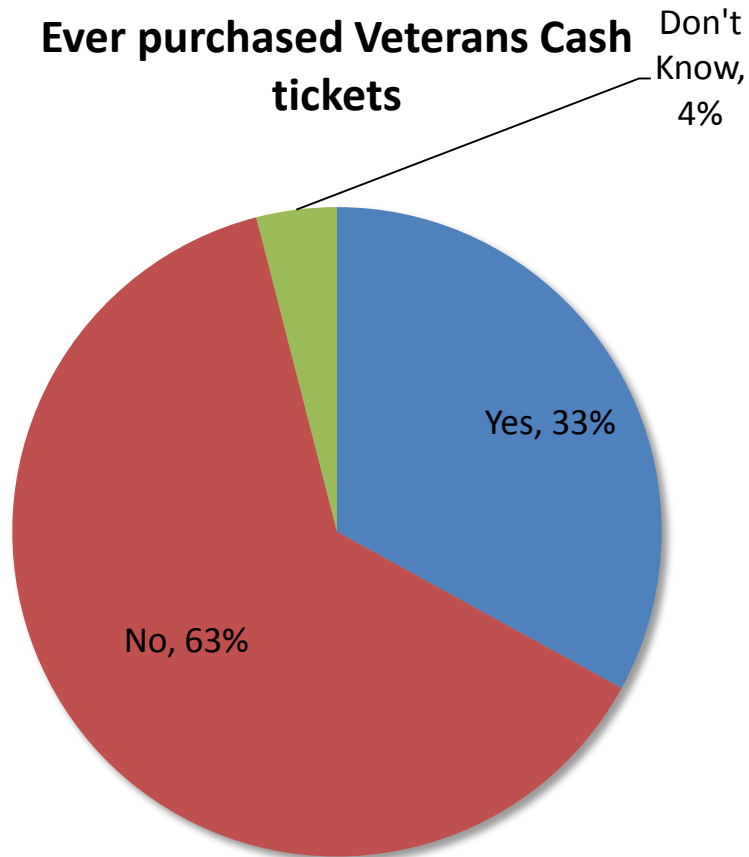
SCRATCH OFF TICKETS PRICED OVER \$2 HAVE FAIRLY LOW PENTRATION.



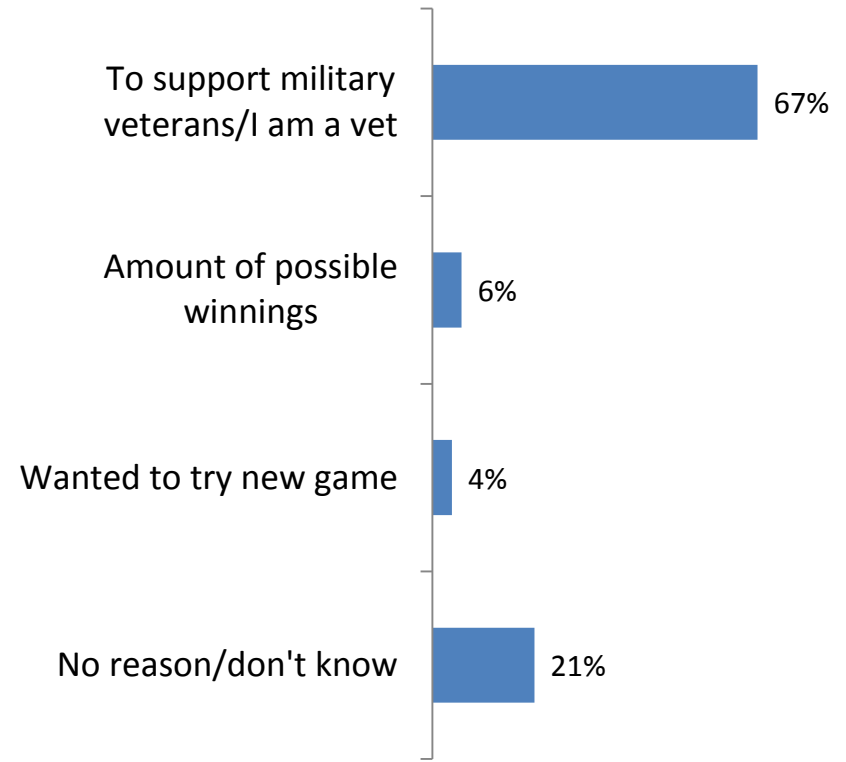
Q22. Instant Scratch off Game Tickets are sold at various prices:\$1, \$2, \$3, \$5, \$10 and \$20. When you buy instant Scratch-off-tickets, how often, if ever, do you purchase [\$1 / \$2 / \$3 / \$5 / \$10 / \$20] Instant Scratch-Off Tickets? Would you say always, sometimes, seldom, or never?

ONE-THIRD OF INSTANT PLAYERS HAVE PURCHASED VETERANS CASH.

Ever purchased Veterans Cash tickets



Reasons for purchasing Veterans Cash



Q23. Have you ever purchased any Veterans Cash Tickets?

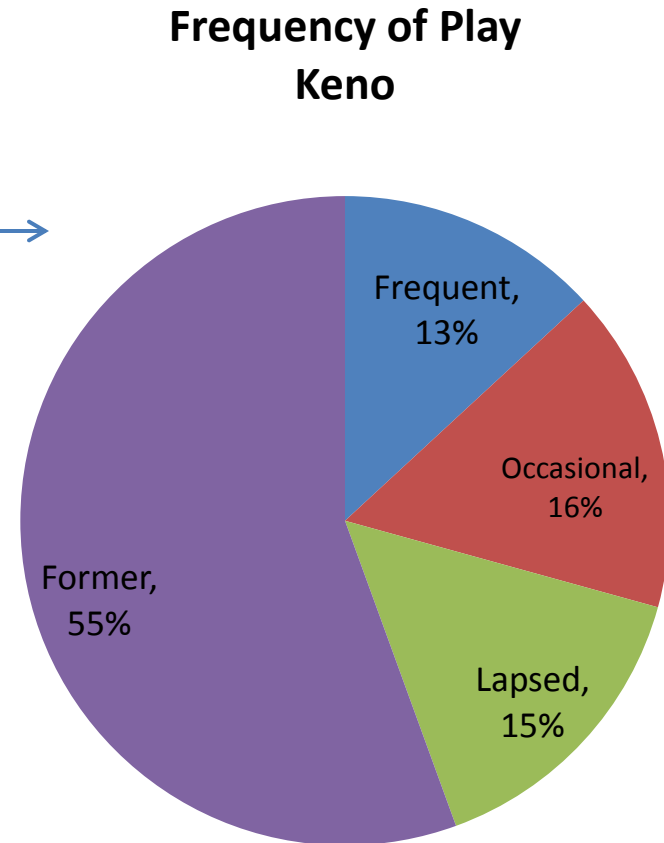
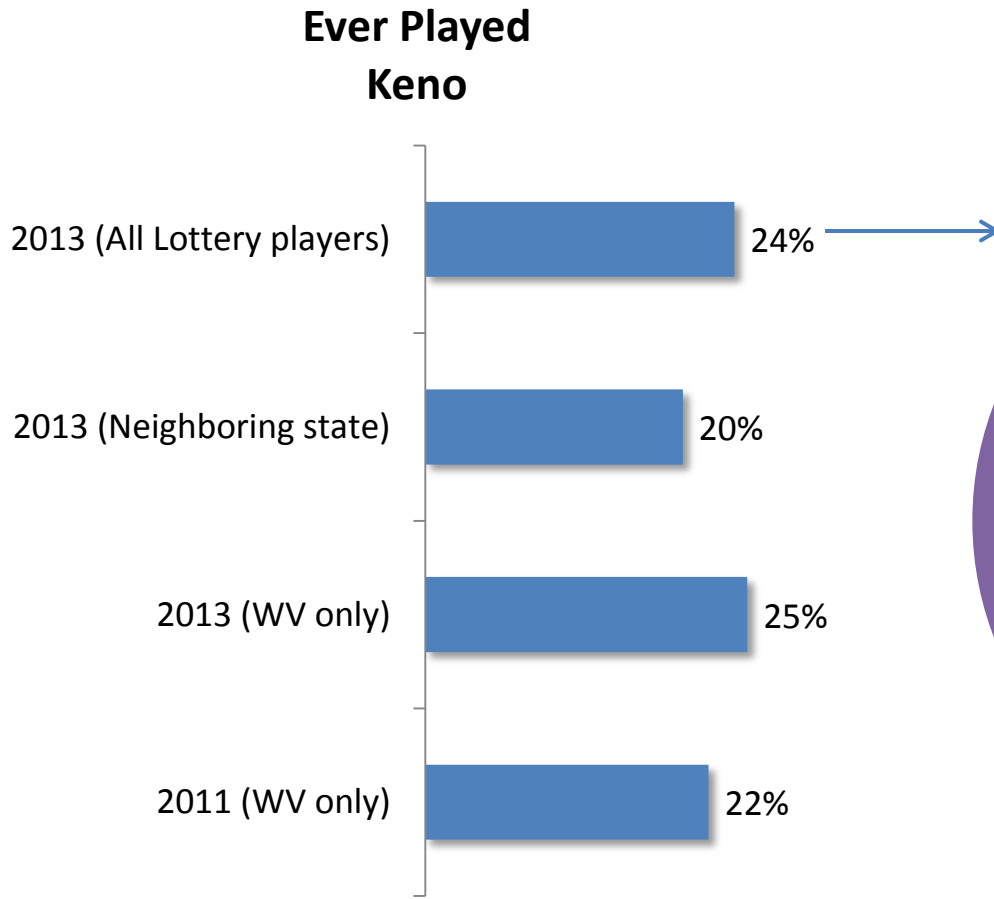
Q24. What are the reasons you purchased Veterans Cash tickets? Any others?



KENO



THE PROPORTION OF PLAYERS WHO HAVE EVER PLAYED KENO GREW SLIGHTLY VERSUS 2011.



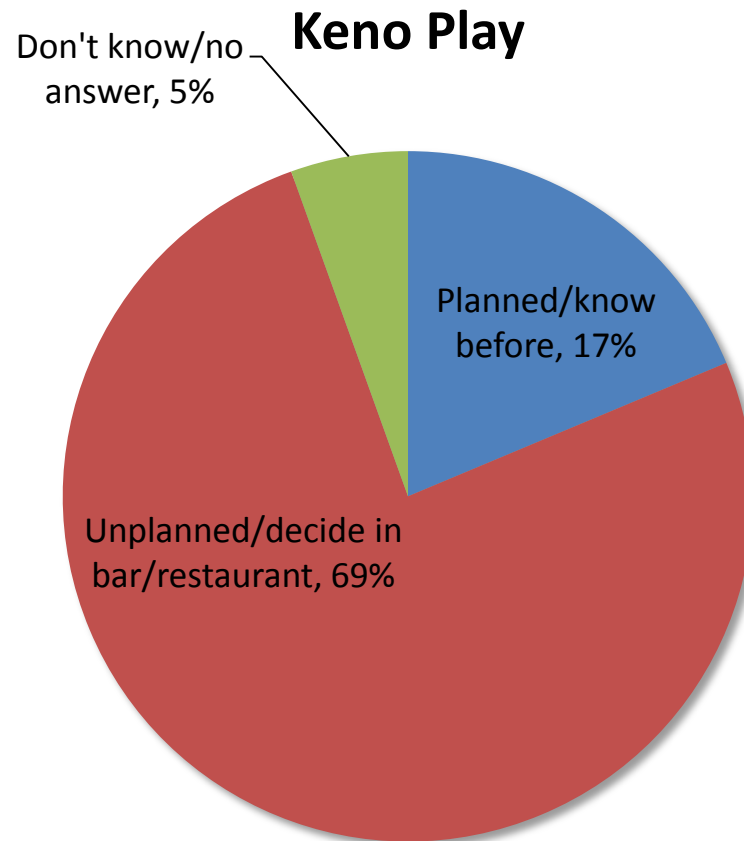
PLAY FREQUENCY FOR KENO IS DOWN SLIGHTLY IN 2013.

	2013	2011
Ever played Keno	(119)	(174)
	%	%
Frequent	13	14
Occasional	16	18
Lapsed	15	16
Former	55	50

Compared to players of other games, frequent/occasional Keno players:

- Are younger
- Are more likely to believe lottery games are fun to play
- Are most likely to say lotteries are a good way for the state to raise money
- Have modest incomes
- Are less likely to be married
- Have very high cross play with instant games

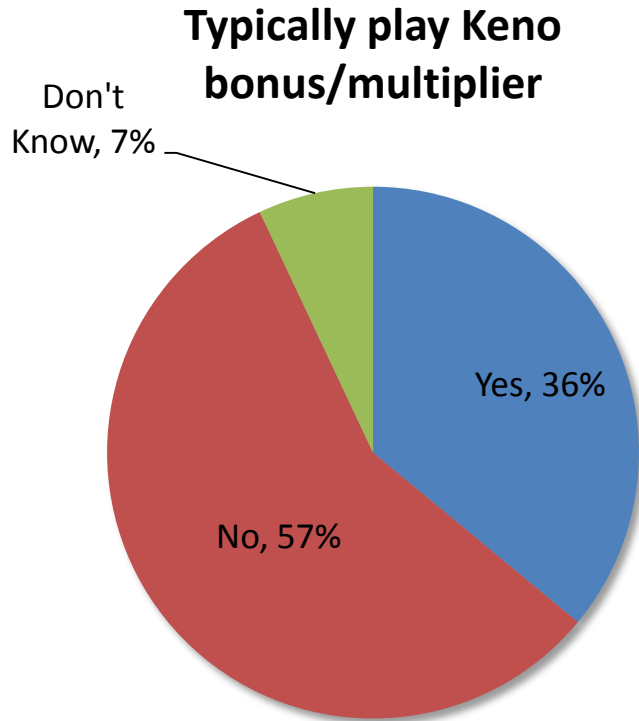
KENO IS TYPICALLY NOT A PLANNED PURCHASE.



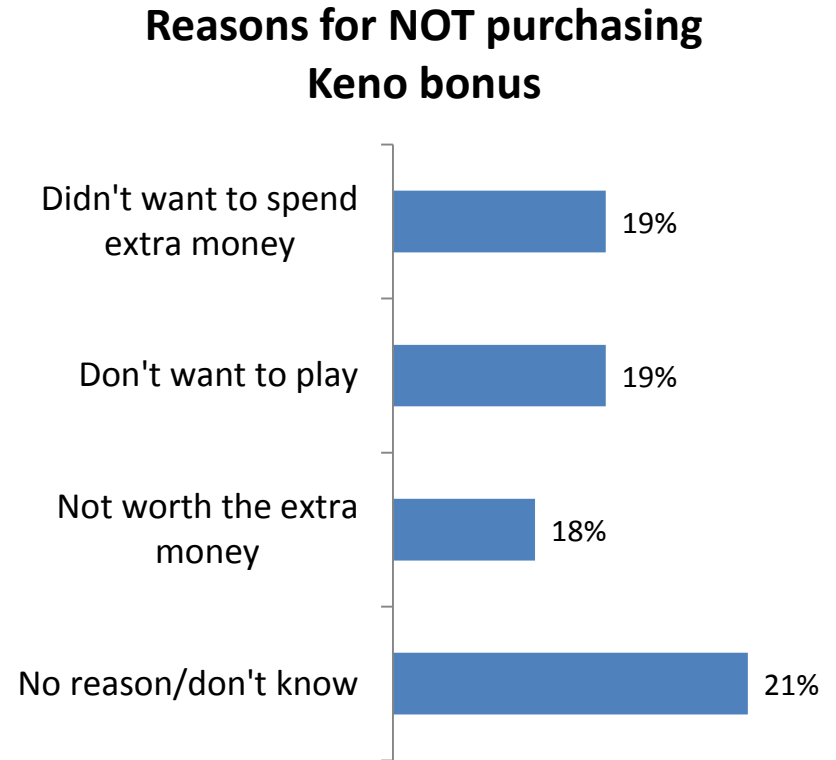
Base: Ever played Keno
n= 119

Q26. Do you know before you enter a bar or restaurant that you are going to play Keno or is it something you decide while you are in the bar or restaurant?

MORE THAN ONE-THIRD TYPICALLY ADD ON THE MULTIPLIER TO THEIR KENO PURCHASE.



Base: Ever player Keno
n = 119



Base: Typically do not purchase bonus
n = 67

Q27. When you play Keno, do you typically play the bonus option where multiplier is randomly selected for an additional \$1 per play, or not?

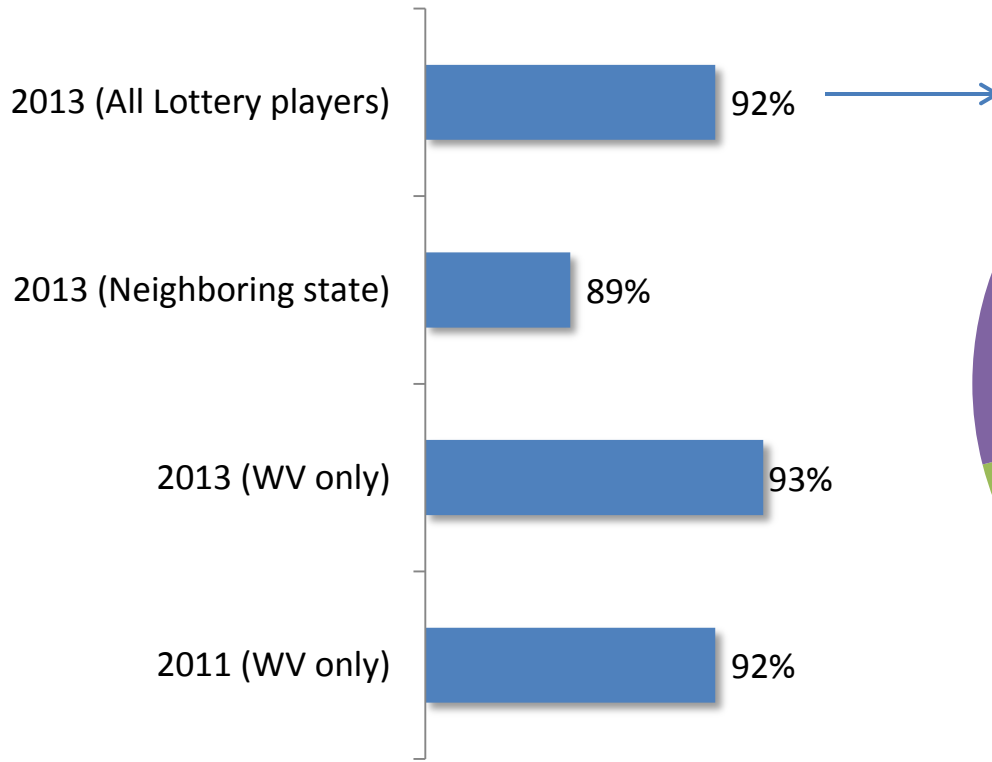
Q28. Why do you typically not purchased the Keno bonus option?

POWERBALL

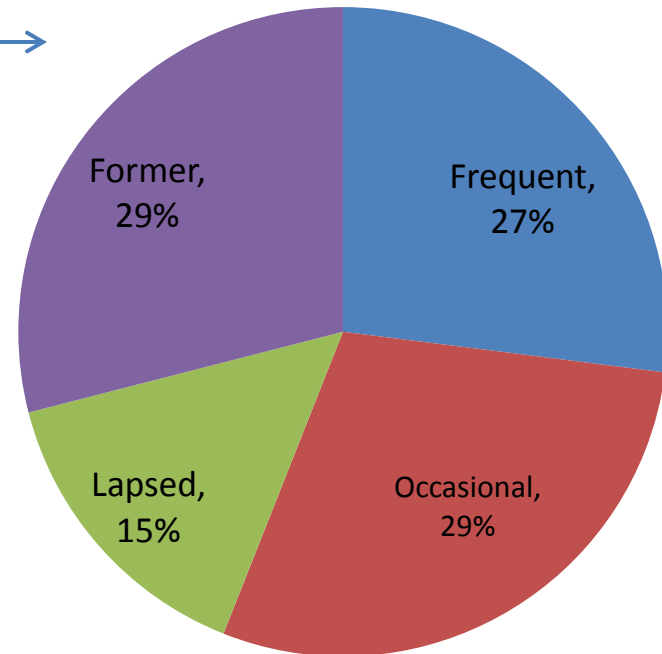


POWERBALL ENJOYS THE HIGHEST PLAYERSHIP PERCENTAGE AND A HIGH PLAY FREQUENCY.

**Ever Played
Powerball**



**Frequency of Play
Powerball**



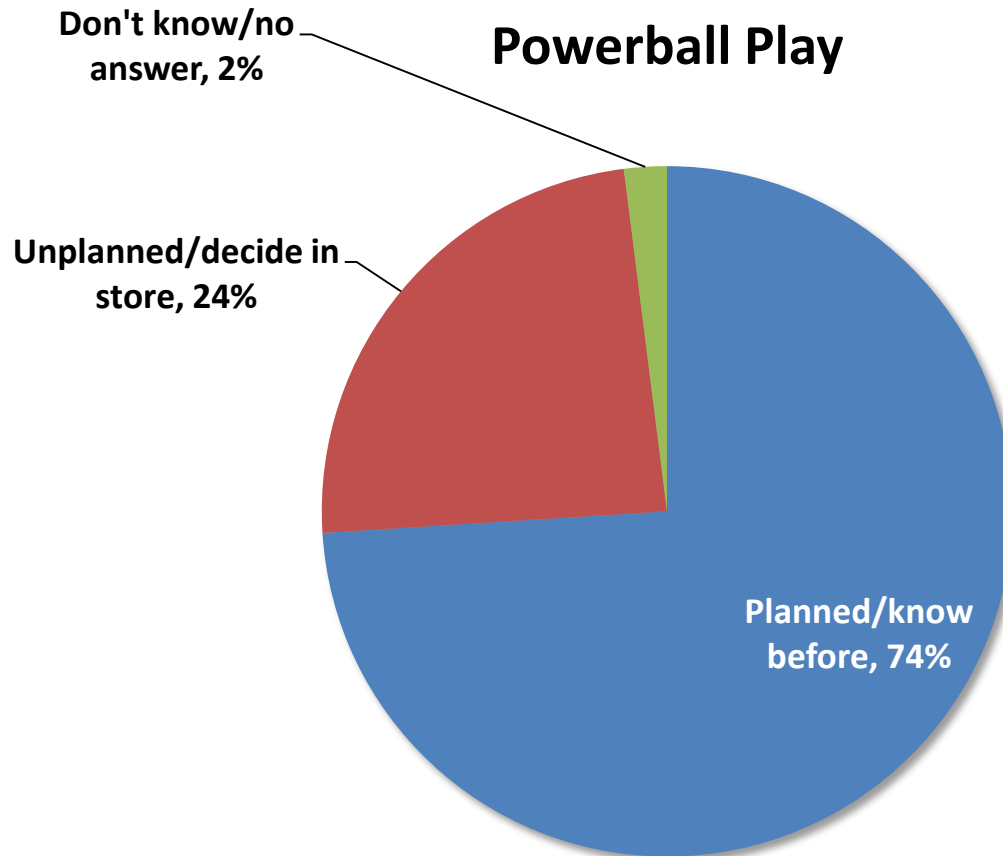
THE PERCENTAGE OF FREQUENT PLAYERS IS DOWN FOR POWERBALL, 2013 VERSUS 2011.

	2013	2011
Ever played Powerball	(461)	(740)
	%	%
Frequent	27	35
Occasional	29	20
Lapsed	15	14
Former	29	31

Compared to players of other games, frequent/occasional Powerball players:

- Are more likely to be men
- Are less likely to have used a self-service lottery machine
- Have higher education
- Have higher incomes
- Are more likely to be married

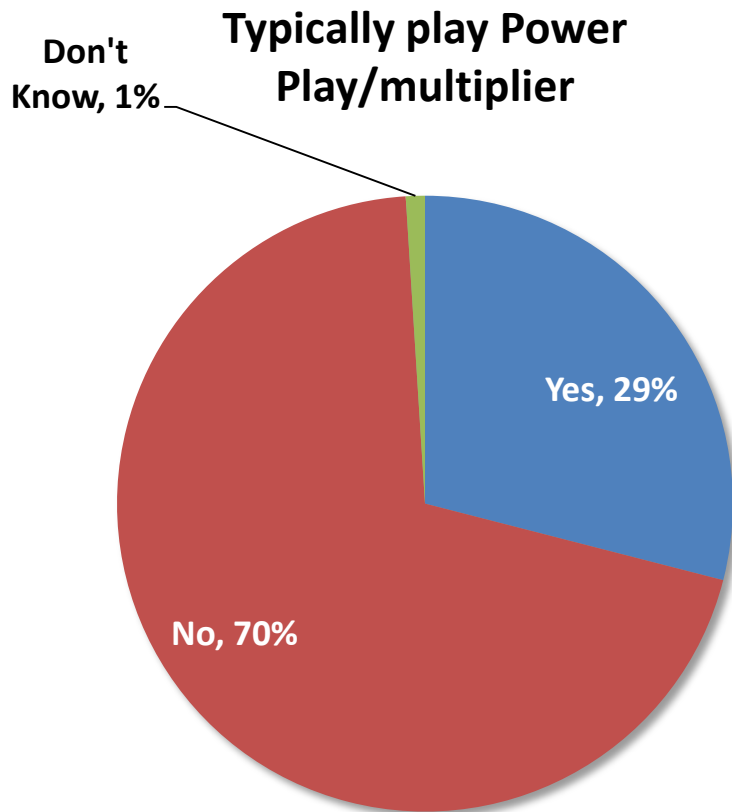
POWERBALL IS TYPICALLY A PLANNED PURCHASE.



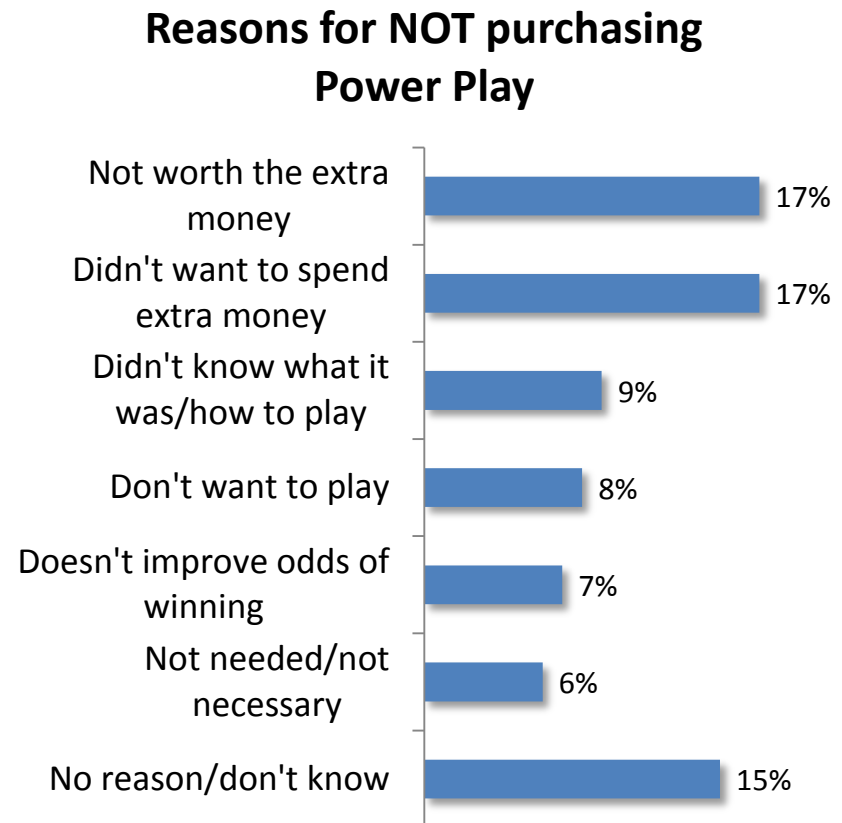
Base: Ever played Powerball
n = 461

Q30. Do you know before you enter a store that you are going to buy a Powerball game ticket or is it something you decide while you are in the store?

JUST UNDER ONE IN THREE POWERBALL PLAYERS PURCHASE THE POWER PLAY MULTIPLIER.



Base: Ever played Powerball
n = 461



Base: Do not typically purchase Power Play
n = 322

Q31. When you play Powerball, do you typically buy the Power Play option where for an additional \$1 you can multiply you winnings, or not?

Q32. Why do you typically not buy the Power Play option



\$100 MILLION JACKPOTS MOST FREQUENTLY CITED AS THE AMOUNT THAT INCREASES NUMBER OF TICKETS PURCHASED. WOMEN AND THOSE OVER AGE 55 ARE MORE LIKELY TO INCREASE PURCHASES AT LOW JACKPOT LEVELS.

		Gender		Age		
	Total	Male	Female	18 – 34	35 – 54	55+
	(461)	(234)	(227)	(57)	(235)	(169)
	%	%	%	%	%	%
\$1M - \$5M	19	16	23	16	16	25
\$6M - \$10M	5	5	4	2	3	7
\$11M - \$20M	4	5	3	2	4	5
\$21M - \$50M	12	11	12	9	14	9
\$51M – \$99M	2	1	4	4	2	2
\$100M - \$199M	38	42	34	39	38	39
\$200M - \$299M	13	13	12	16	14	10
\$300M +	7	6	8	14	8	4

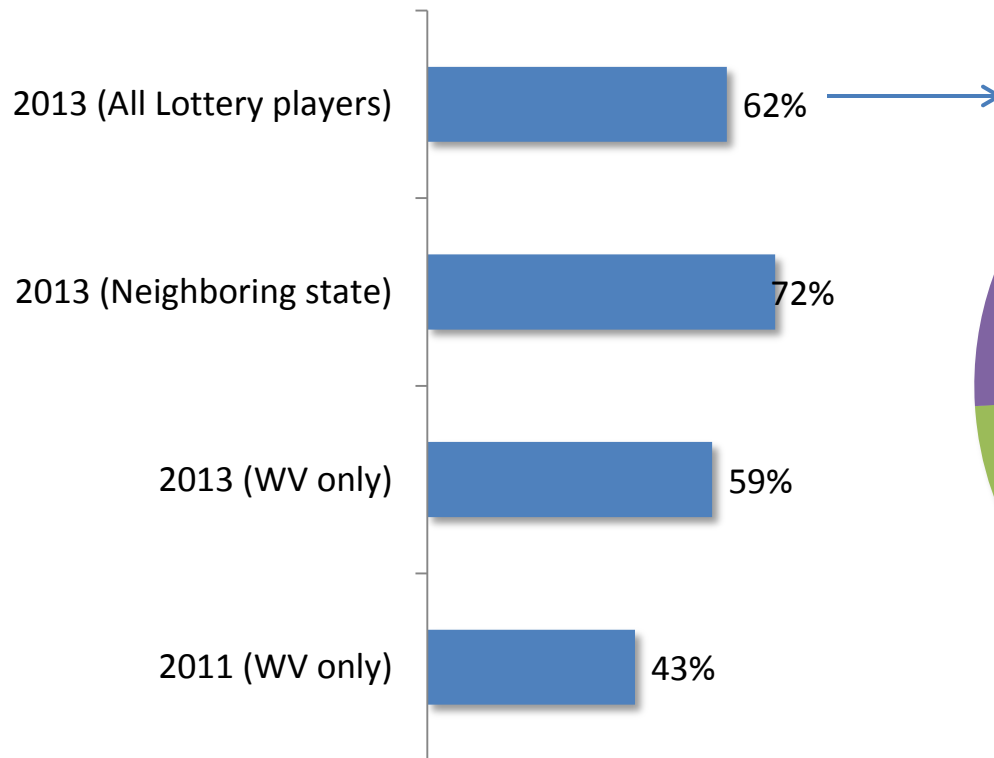
Q33. At what jackpot size do you tend to buy more Powerball tickets than you normally would?

MEGA MILLIONS

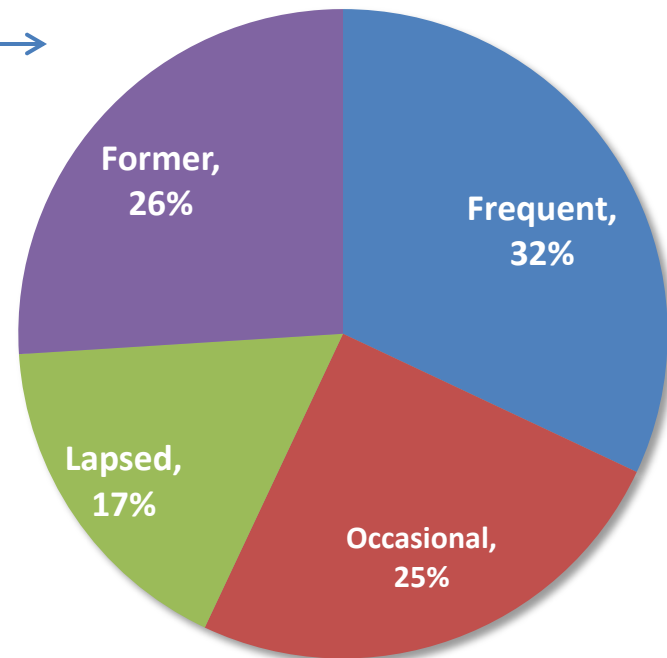


MEGA MILLIONS SHOWS SUBSTANTIAL GROWTH IN PENETRATION FROM 2011, AND THE HIGHEST LEVEL OF FREQUENT PLAYERS.

**Ever Played
Mega Millions**



**Frequency of Play
Mega Millions**



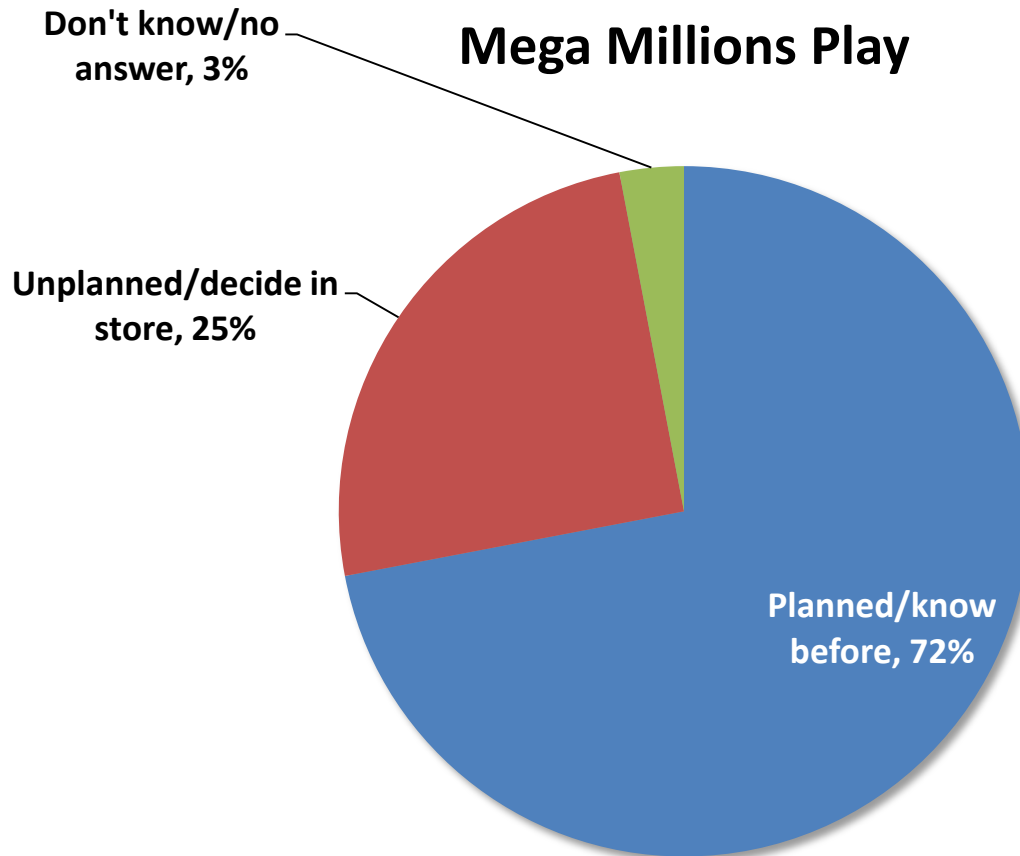
ALMOST ONE-THIRD OF MEGA MILLIONS PLAYERS ARE FREQUENT PLAYERS, UP FROM 2011.

	2013	2011
Ever played Mega Millions	(311)	(348)
	%	%
Frequent	32	28
Occasional	25	24
Lapsed	17	18
Former	26	26

Compared to players of other games, frequent/occasional Mega Millions players:

- Are more likely to be men
- Are less likely to have used a self-service lottery machine
- Have higher education
- Have higher incomes
- Are most likely to be employed full time
- Are more likely to be married
- Have very high cross play with Powerball

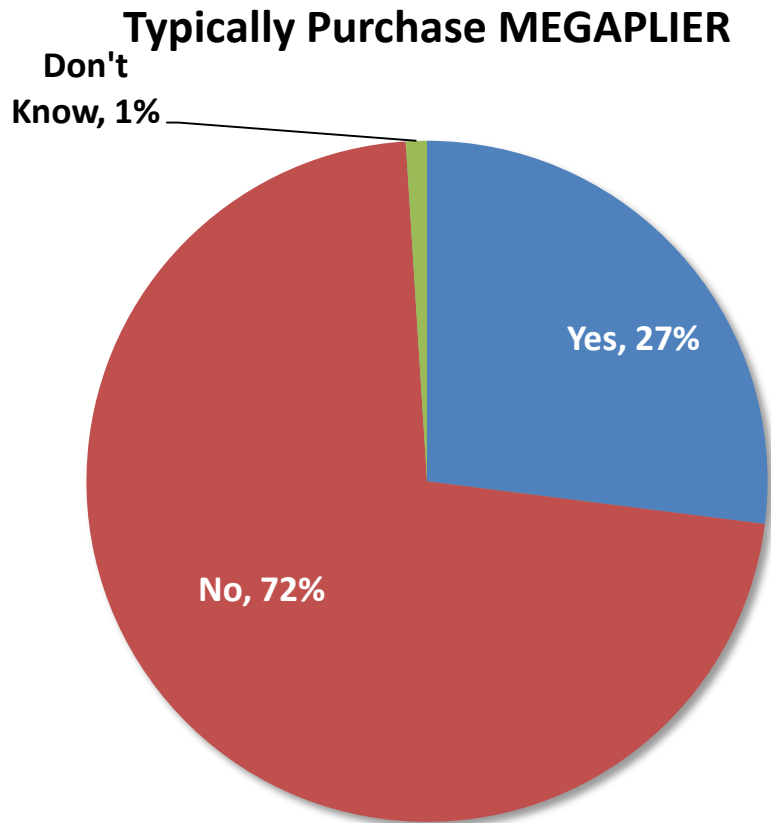
LIKE POWERBALL, MEGA MILLIONS IS TYPICALLY A PLANNED PURCHASE.



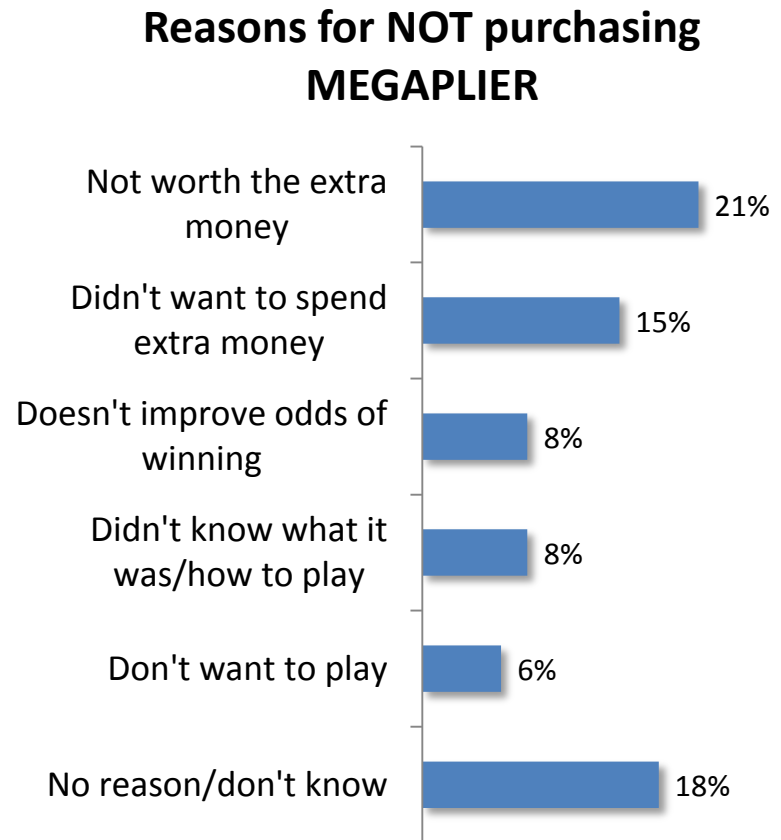
Base: Ever played Mega Millions
n = 311

Q35. Do you know before you enter a store that you are going to buy a Mega Millions game ticket or is it something you decide while you are in the store?

ABOUT ONE IN FOUR PLAYERS TYPICALLY PURCHASES THE MEGAPLIER BONUS OPTION.



Base: Ever played Mega Millions
n = 311



Base: Typically do not purchase MEGAPLIER
n = 222

Q36. When you play Mega Millions, do you typically buy the MEGAPLIER option where for an additional \$1 you can multiply your winnings, or not?

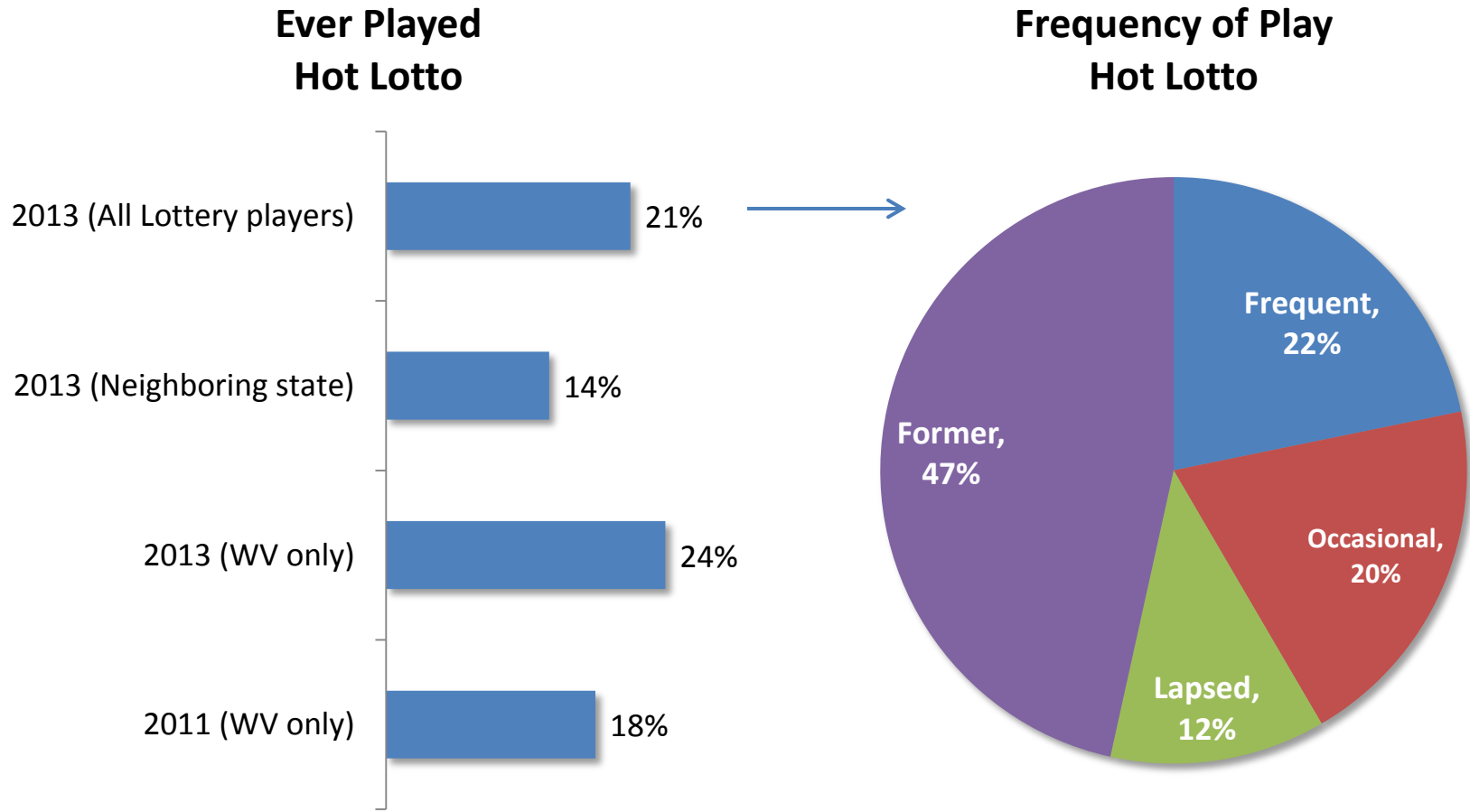
Q37. Why do you typically not buy the MEGAPLIER option?



HOT LOTTO



HOT LOTTO SHOWS SLIGHT GROWTH IN PENETRATION VERSUS 2013.



PLAY FREQUENCY FOR HOT LOTTO IS DOWN SHARPLY COMPARED TO 2011.

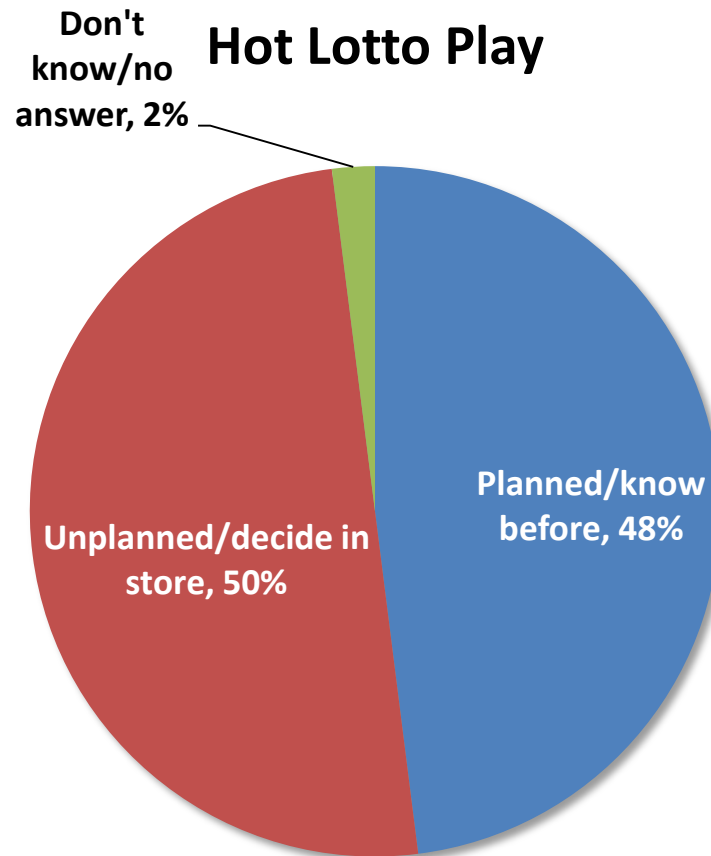
	2013	2011
Ever played Hot Lotto	(107)	(146)
	%	%
Frequent	22	38
Occasional	20	21
Lapsed	12	12
Former	47	25

Compared to players of other games, frequent/occasional Hot Lotto players:

- Are older
- Are more likely to be married
- Have the smallest average household size
- Have very high cross play with Cash 25, Mega Millions, and Powerball

Note: Game promotion and high jackpot during 2011 data collection.

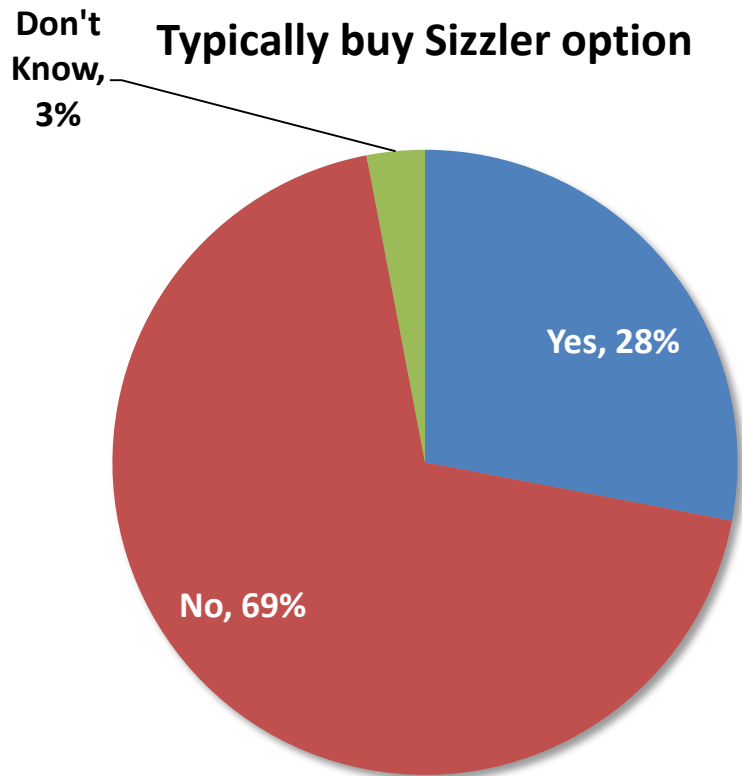
ABOUT HALF OF PLAYERS SAY THEIR HOT LOTTO PURCHASE IS PLANNED, HALF SAY IT IS A SPONTANEOUS DECISION AT THE STORE.



Base: Ever played Hot Lotto
n = 107

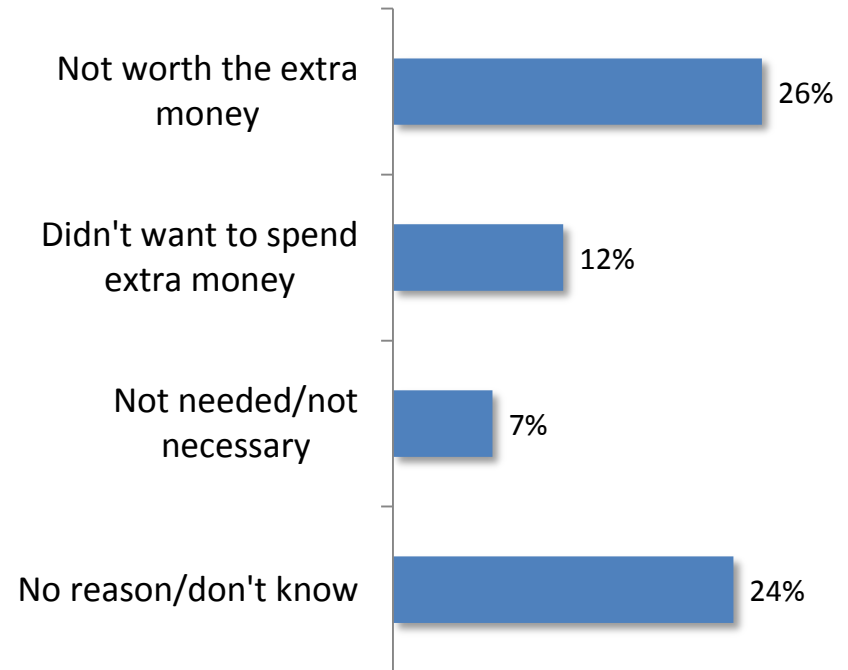
Q40. Do you know before you enter a store that you are going to buy a Hot Lotto game ticket or is it something you decide while you are in the store?

MORE THAN ONE-FOURTH OF PLAYERS TYPICALLY PURCHASE THE SIZZLER OPTION.



Base: Ever played Hot Lotto
n = 107

Reasons for NOT purchasing Sizzler



Base: Typically do not purchase Sizzler
n = 74

Q41. When you play Hot Lotto, do you typically buy the Sizzler option where for an additional \$1 you can multiply your winnings, or not?

Q42. Why do you not buy the Sizzler option?

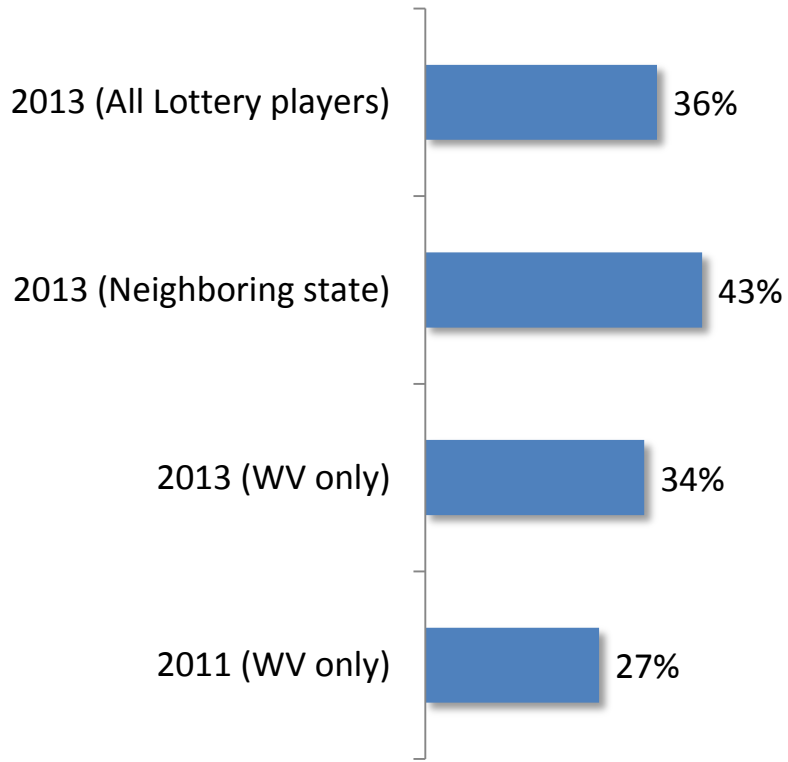


VIDEO LOTTERY / VIDEO SLOTS

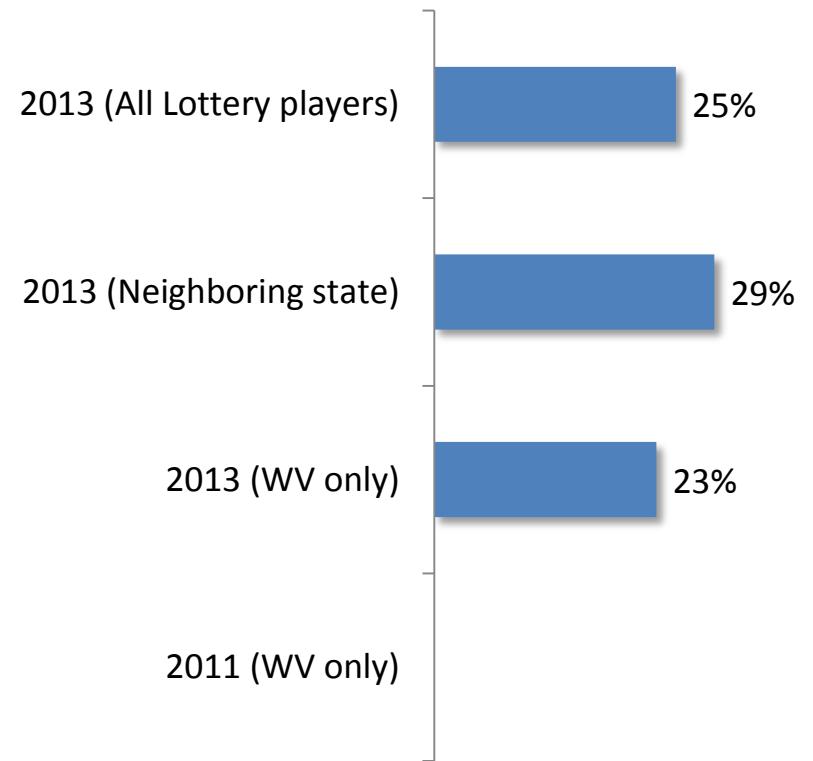


**MORE THAN ONE-THIRD OF PLAYERS HAVE ALSO PLAYED VIDEO LOTTERY.
OUT OF STATE PLAYERS ARE MORE LIKEY THAN PLAYERS RESIDING IN WV TO
HAVE TRIED VIDEO LOTTERY.**

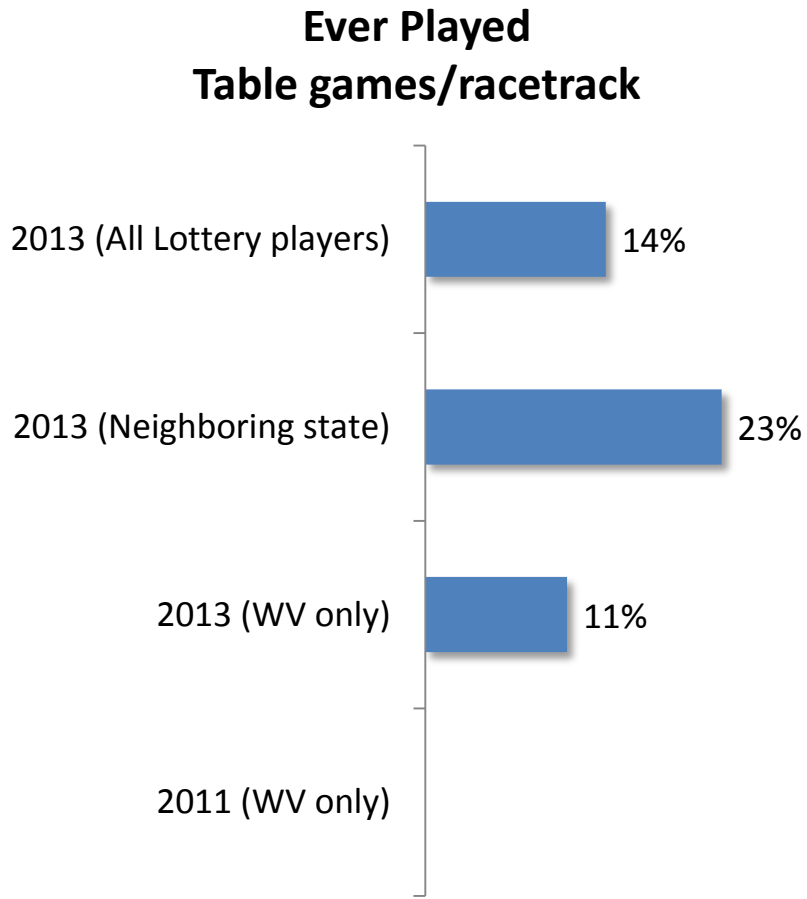
**Ever Played
Video lottery/racetrack**



**Ever Played
Video lottery/restaurants & bars**



OUT OF STATE PLAYERS ARE MORE LIKELY TO HAVE PLAYED TABLE GAMES AT A WV RACETRACK CASINO.

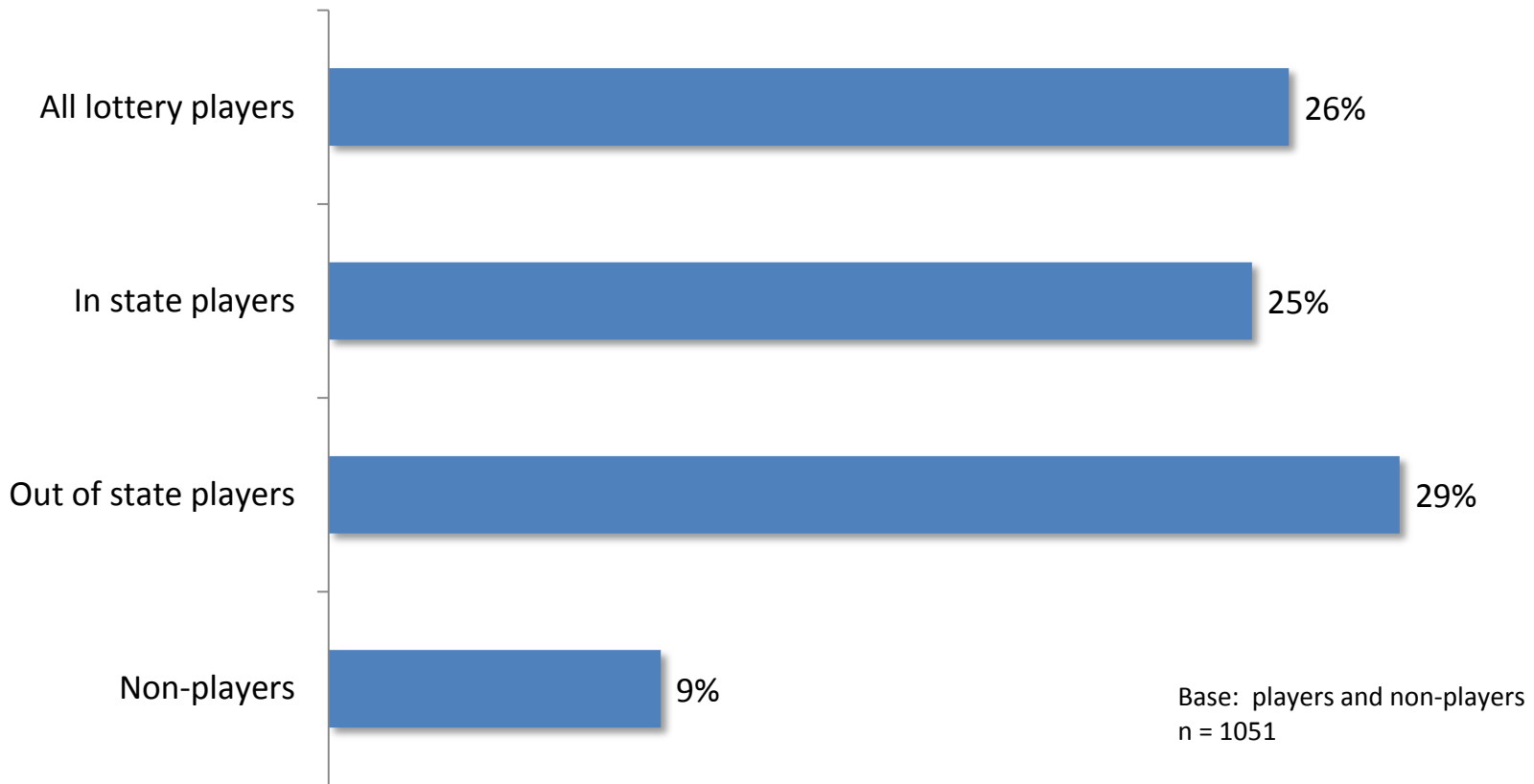


NEW GAMES CONCEPTS



ABOUT ONE-FOURTH OF CURRENT PLAYERS EXPRESS INTEREST IN INTERNET-BASED WV LOTTERY GAMES.

Likelihood to play WV Lottery games on internet – top 2 box

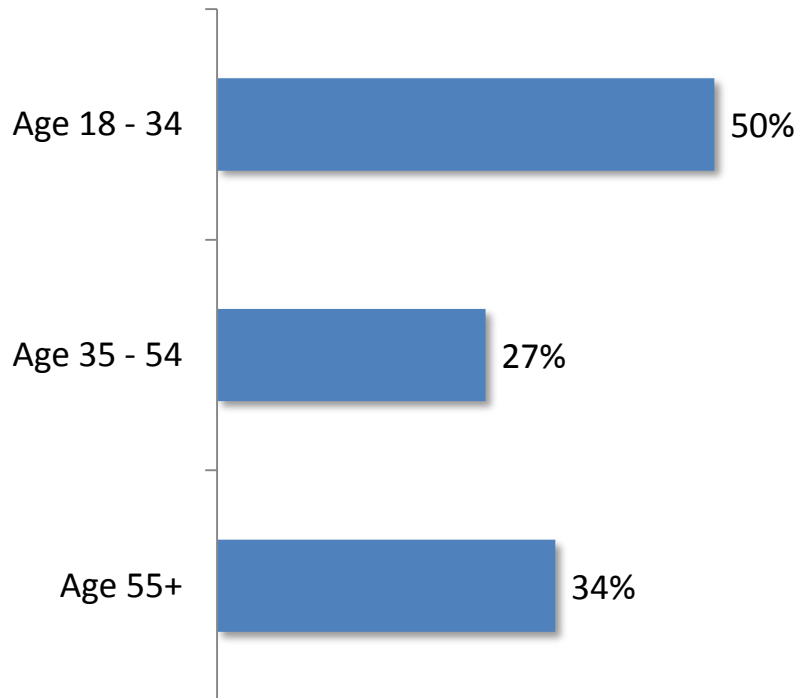


Q46. If the West Virginia Lottery had regulated traditional lottery games such as instant games or number drawing games such as Powerball and Mega Millions available on the internet that could be played on a computer or mobile device such as smart phone or tablet, how likely would you be to play these games? (very likely, somewhat likely, not too likely, not at all likely)

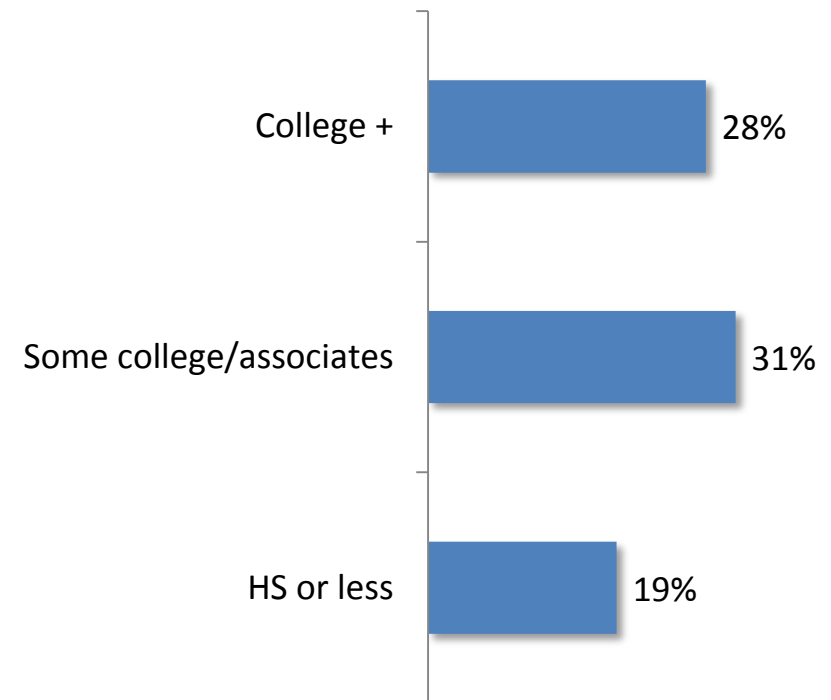


INTERNET-BASED WV LOTTERY GAMES APPEAL MOST TO YOUNGER AND MORE EDUCATED CURRENT PLAYERS.

**Likelihood to play WV Lottery
games via Internet
Top 2 Box – Players only**

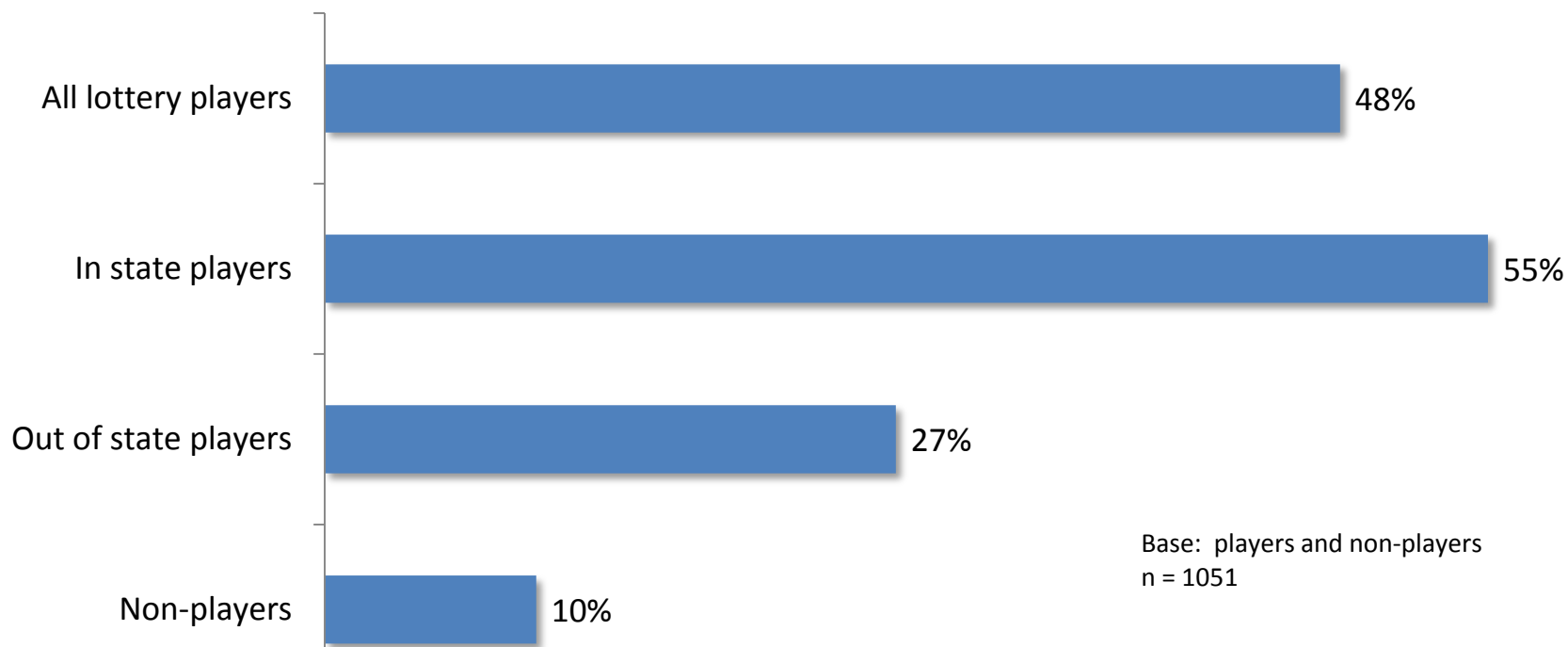


**Likelihood to play WV Lottery
games via Internet
Top 2 Box – Players only**



ABOUT HALF OF PLAYERS EXPRESS INTEREST IN A CASH 25 REPLACEMENT GAME WITH A FIXED TOP PRIZE. INTEREST IS MUCH STRONGER AMONG WV RESIDENT PLAYERS.

Likelihood to play game with \$100,000 top prize/7 numbers of 45 Replacement for Cash 25 Top 2 Box



Q47. If the West Virginia Lottery replaced Cash 25 with a game that draws 7 numbers out of 45, has cash prizes ranging from three dollars to a jackpot of \$100,000 that does not change from week to week and is sold only in West Virginia, how likely would you be to play this game?
(very likely, somewhat likely, not too likely, not at all likely)

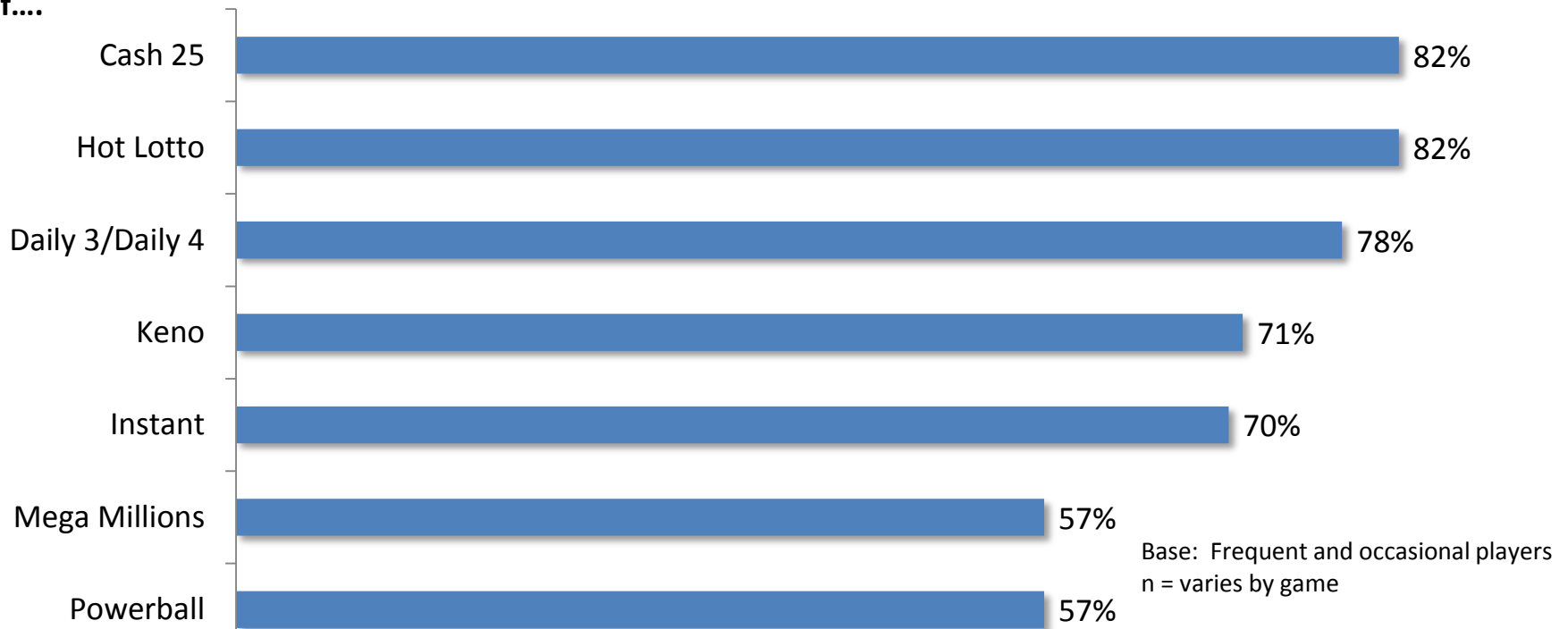


THIS CONCEPT HAS HIGHEST APPEAL AMONG THOSE WHO PLAY “SMALLER” NUMBERS GAMES TODAY.

Likelihood to play game with \$100,000 top prize/7 numbers of 45 Replacement for Cash 25

Frequent or occasional players
of....

Top 2 Box

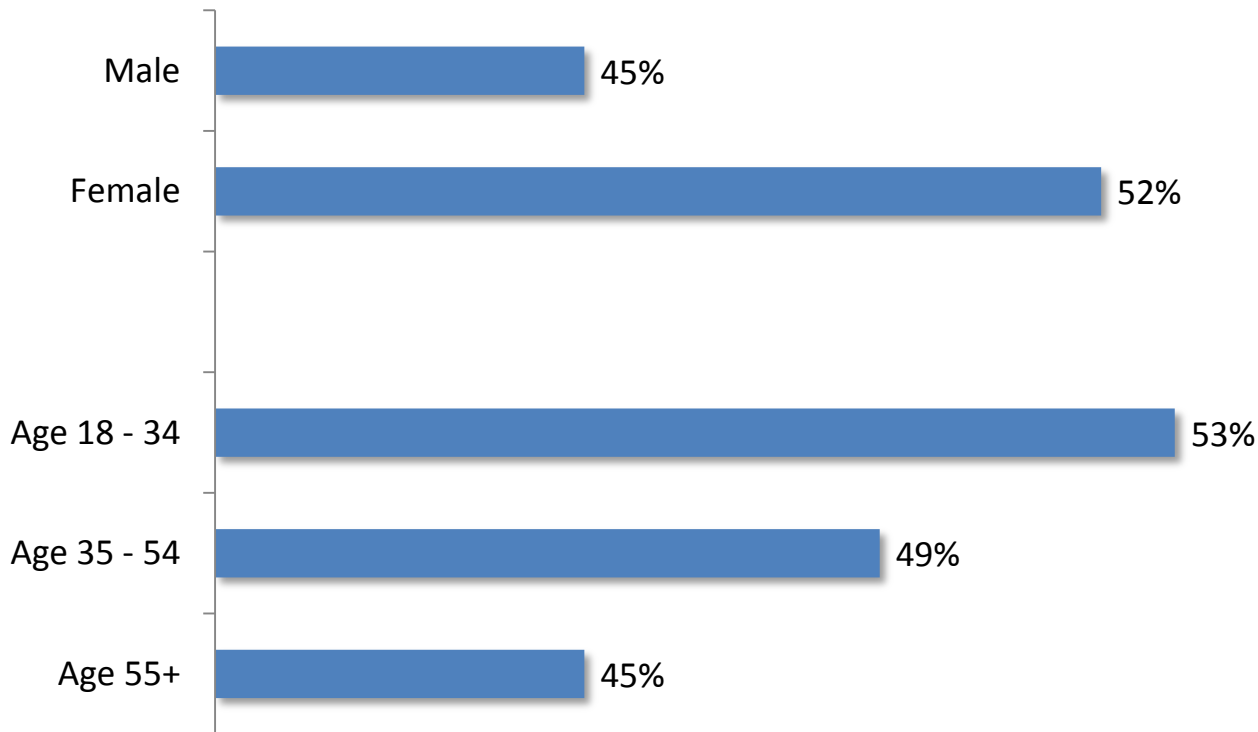


Q47. If the West Virginia Lottery replaced Cash 25 with a game that draws 7 numbers out of 45, has cash prizes ranging from three dollars to a jackpot of \$100,000 that does not change from week to week and is sold only in West Virginia, how likely would you be to play this game?
(very likely, somewhat likely, not too likely, not at all likely)



THIS CONCEPT HAS HIGHEST APPEAL AMONG FEMALE PLAYERS AND YOUNGER PLAYERS.

**Likelihood to play game with \$100,000 top prize/7 numbers of 45
Replacement for Cash 25
Top 2 Box**



Base: All players
n = 499

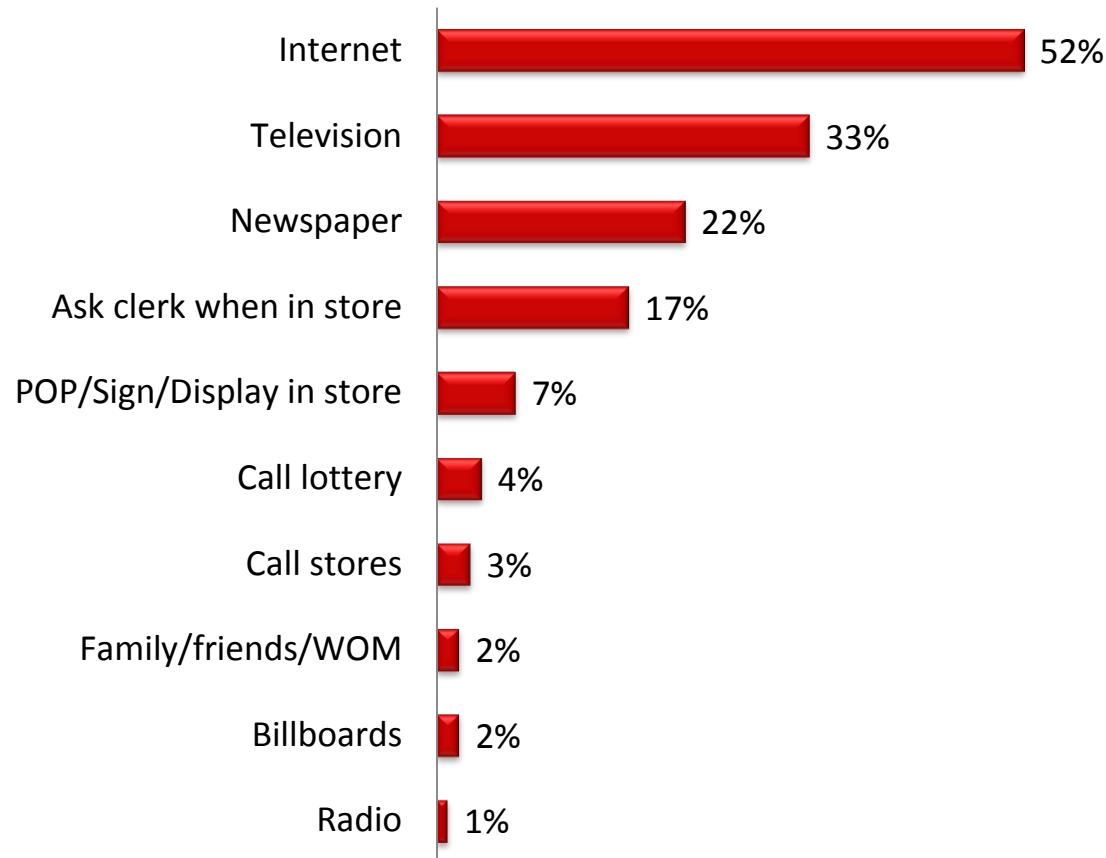
Q47. If the West Virginia Lottery replaced Cash 25 with a game that draws 7 numbers out of 45, has cash prizes ranging from three dollars to a jackpot of \$100,000 that does not change from week to week and is sold only in West Virginia, how likely would you be to play this game?
(very likely, somewhat likely, not too likely, not at all likely)



WINNING NUMBERS / ADVERTISING / MEDIA HABITS



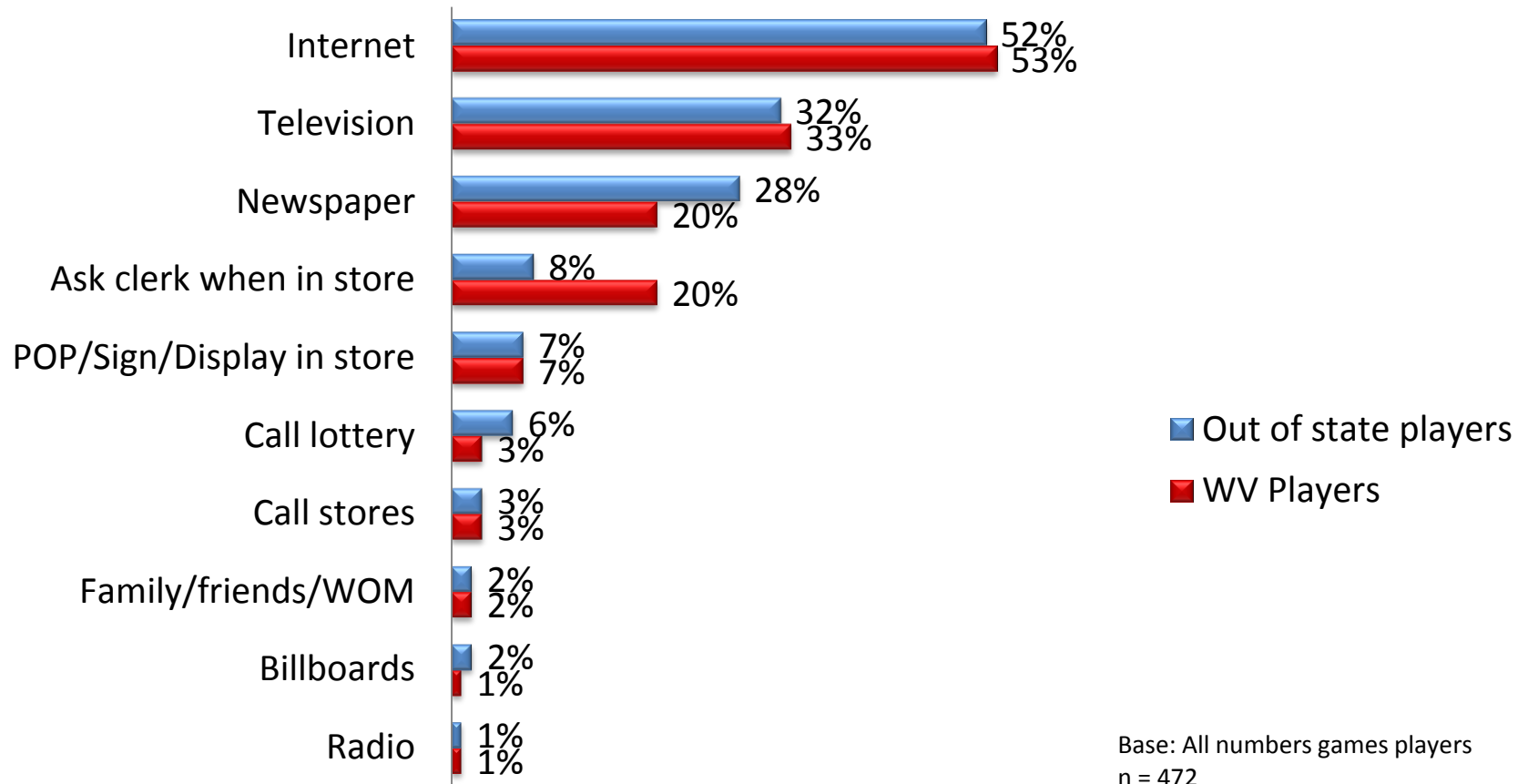
THE INTERNET IS THE MAIN SOURCE OF WINNING NUMBER INFORMATION



Base: All numbers games players
n = 472

Q45. Where do you find out about the winning numbers for the West Virginia Lottery games that you play? Anywhere else?

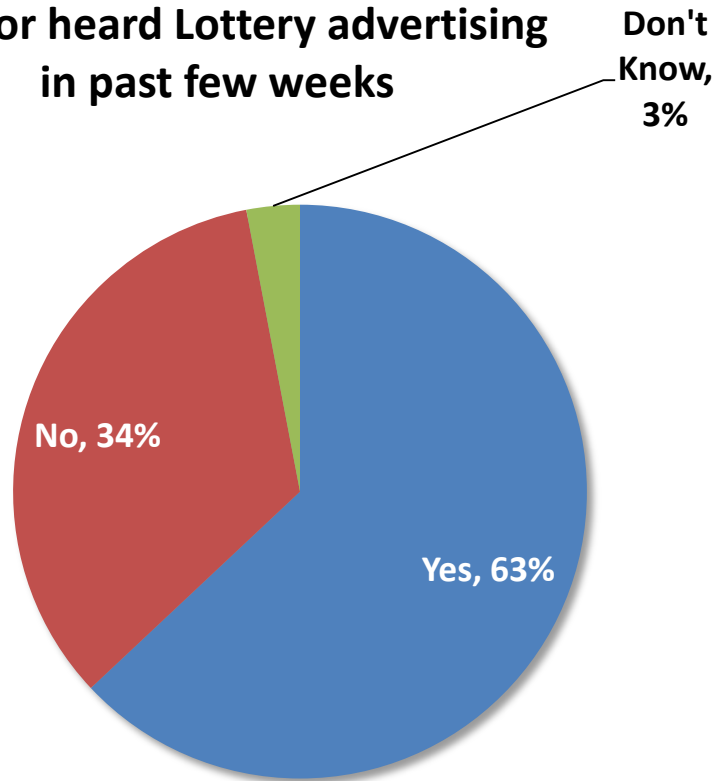
OUT OF STATE PLAYERS ARE MORE LIKELY TO CHECK THE NEWSPAPER FOR WINNING WV LOTTERY NUMBERS AND ARE LESS LIKELY TO ASK STORE CLERKS.



Q45. Where do you find out about the winning numbers for the West Virginia Lottery games that you play? Anywhere else?

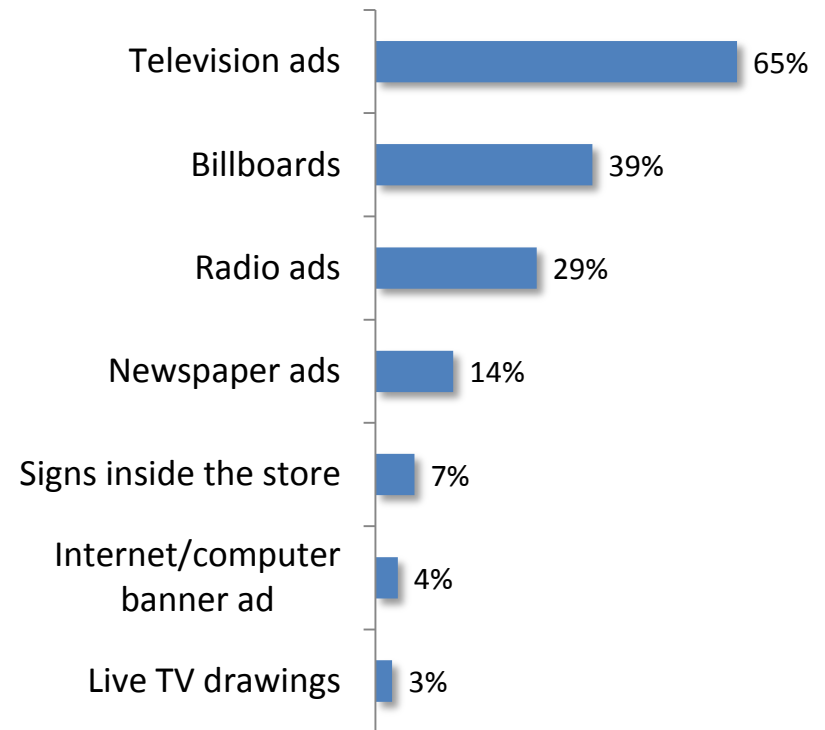
MORE THAN SIX IN TEN LOTTERY PLAYERS HAVE SEEN OR HEARD ADVERTISING IN THE PAST FEW WEEKS.

**Seen or heard Lottery advertising
in past few weeks**



Base: All players
n = 499

Source of Lottery advertising

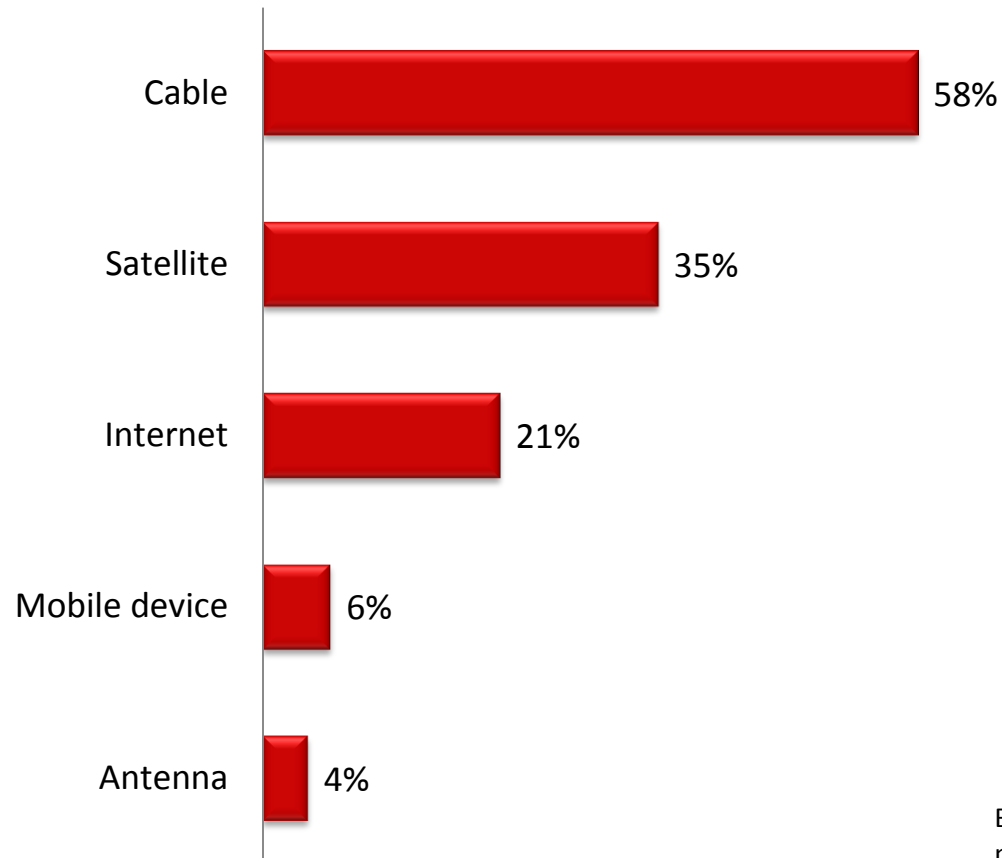


Base: Seen / heard Lottery advertising
n = 314

Q49. In the past few weeks, have you seen or heard any advertisings on radio, on TV, in newspapers, on the internet or billboards for the West Virginia Lottery?
Q50. Where did you see or hear the advertising? Did you see or hear advertising anywhere else?



CABLE AND SATELLITE ARE THE PREDOMINANT SOURCES OF ENTERTAINMENT PROGRAMMING. TWO IN 10 CITE THE INTERNET AS A SOURCE OF ENTERTAINMENT PROGRAMMING.



Base: players and non-players
n = 1051

Q45. Where do you find out about the winning numbers for the West Virginia Lottery games that you play? Anywhere else?

CABLE PREDOMINATES IN ALL AREAS OF WV EXCEPT THE EASTERN PANHANDLE.

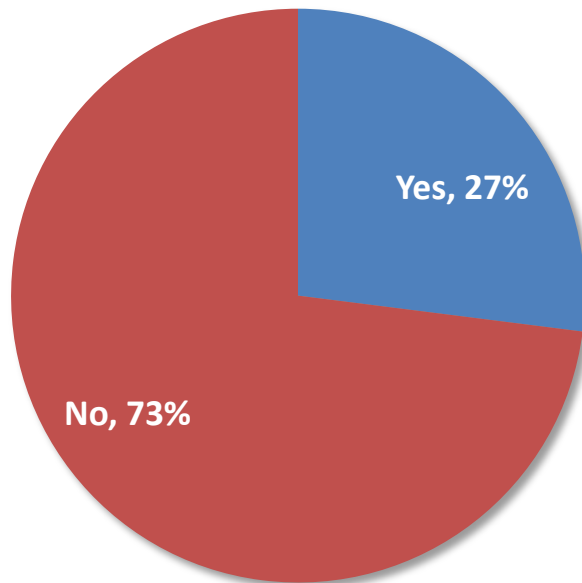
	West Virginia				Out of state
	Northern	Eastern	Southern	Western	All
	(38)	(70)	(144)	(318)	(480)
	%	%	%	%	%
Cable	79	39	64	60	56
Satellite	13	56	33	34	35
Internet	29	17	15	19	23
Mobile device	3	7	6	5	6

RETAIL EXPERIENCE



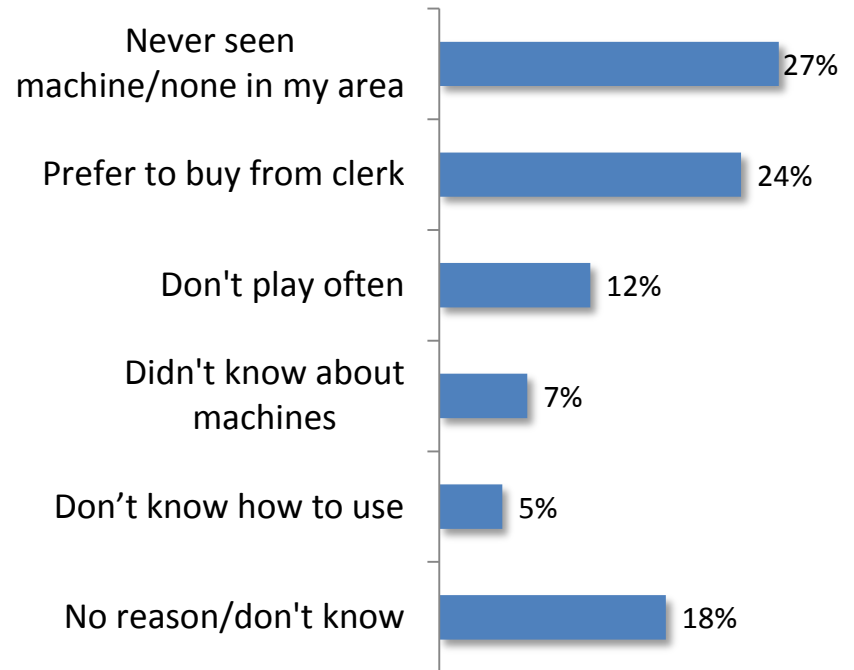
JUST MORE THAN ONE-FOURTH OF PLAYERS HAVE USED A LOTTERY VENDING MACHINE.

Ever purchased from Lottery self-service machine



Base: All players
n = 499

Reasons for NOT using Lottery self-service machine



Base: Have not used machine
n = 363

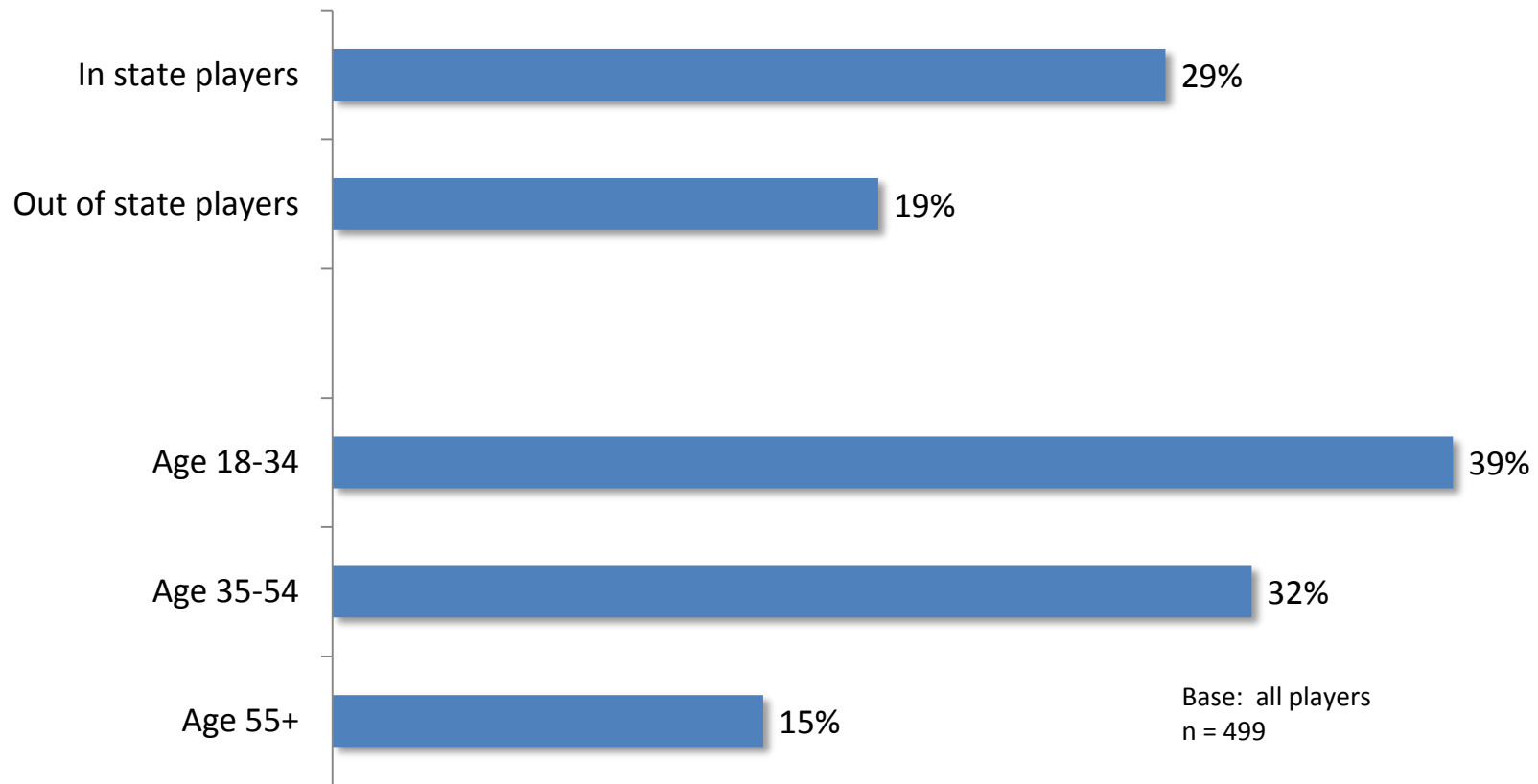
Q51. Have you ever purchased West Virginia Lottery tickets from a lottery self-service machine, or not?

Q52. Why have you never purchased West Virginia Lottery tickets through a self-service machine?



IN STATE PLAYERS AND YOUNGER PLAYERS MORE LIKELY TO HAVE USED A VENDING MACHINE.

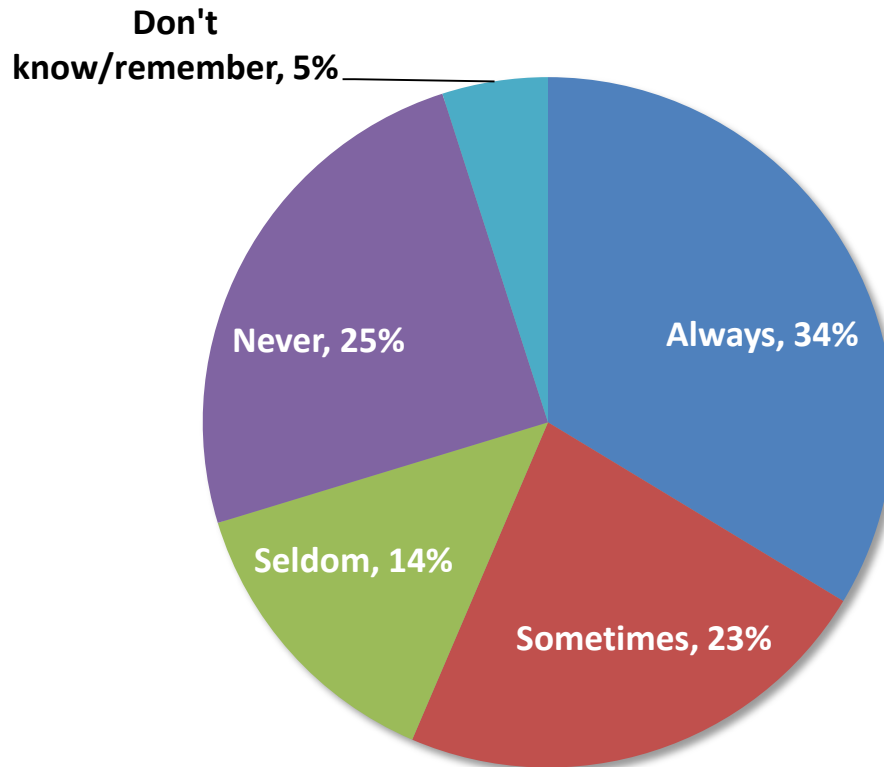
Have purchased tickets from WV Lottery vending machine



Q51. Have you ever purchased West Virginia Lottery tickets from a lottery self-service machine, or not?

ABOUT 1/3 OF PLAYERS SAY CLERKS ALWAYS ASK ABOUT THE MULTIPLIER. ONE-FOURTH SAY CLERKS NEVER ASK.

How often store clerk asks about multiplier

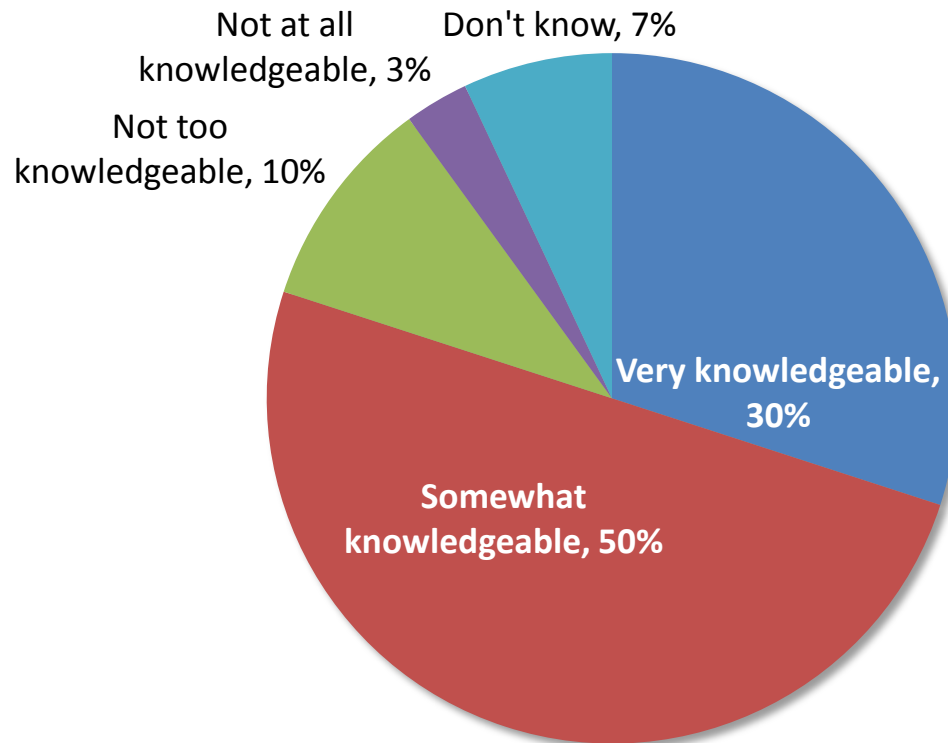


Base: Ever played Powerball, Mega Millions or Hot Lotto
n = 472

Q53. When you purchase Powerball, Mega Millions, or Hot Lotto tickets, how often does the clerk ask if you want to buy a multiplier such as Power Play, Megaplier, or Sizzler?

PLAYERS ARE STRONGLY POSITIVE ABOUT STORE CLERKS' KNOWLEDGE OF WV LOTTERY GAMES.

Store clerk level of knowledge about WV Lottery games

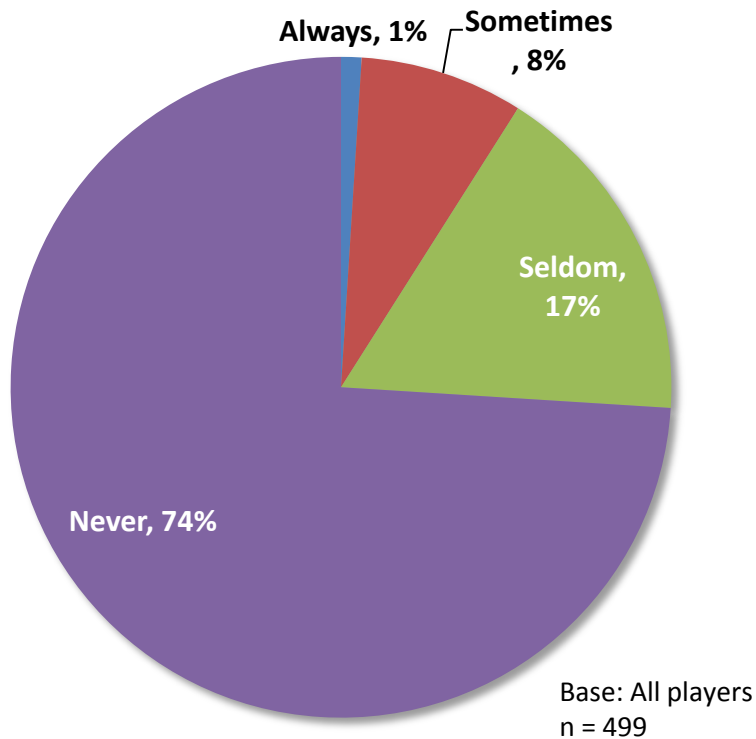


Base: All players
n = 499

Q53. When you purchase Powerball, Mega Millions, or Hot Lotto tickets, how often does the clerk ask if you want to buy a multiplier such as Power Play, Megaplier, or Sizzler?

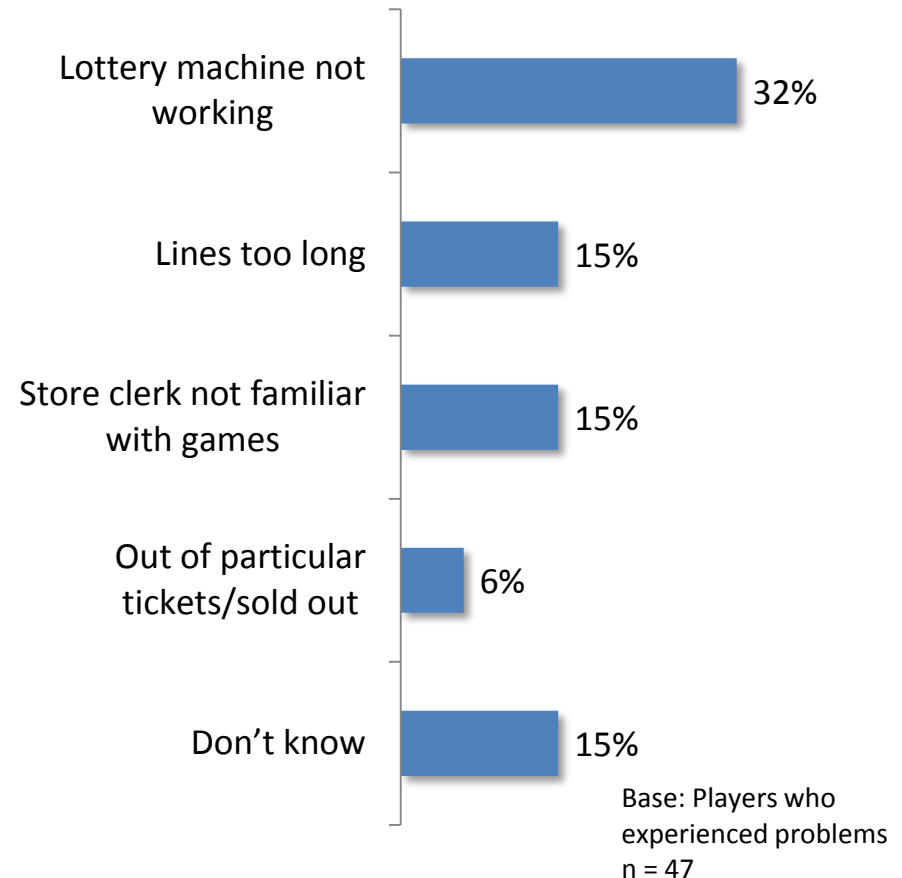
ALMOST $\frac{3}{4}$ OF PLAYERS SAY THEY NEVER EXPERIENCE PROBLEMS BUYING LOTTERY TICKETS.

Frequency of problems when buying Lottery tickets



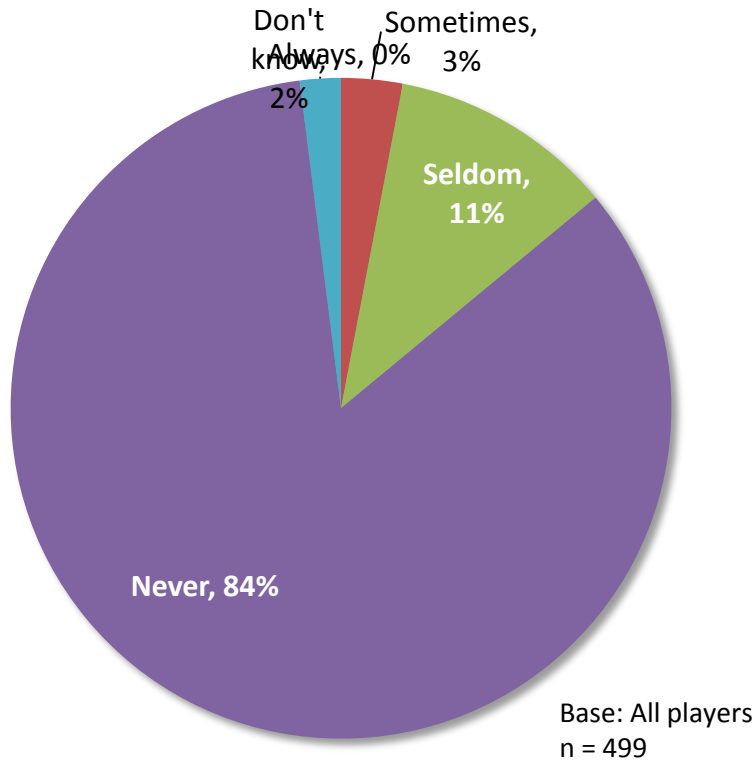
Q55. How often do you experience problems trying to buy lottery tickets?
Q56. What types of problems have you experienced?

Problems experienced



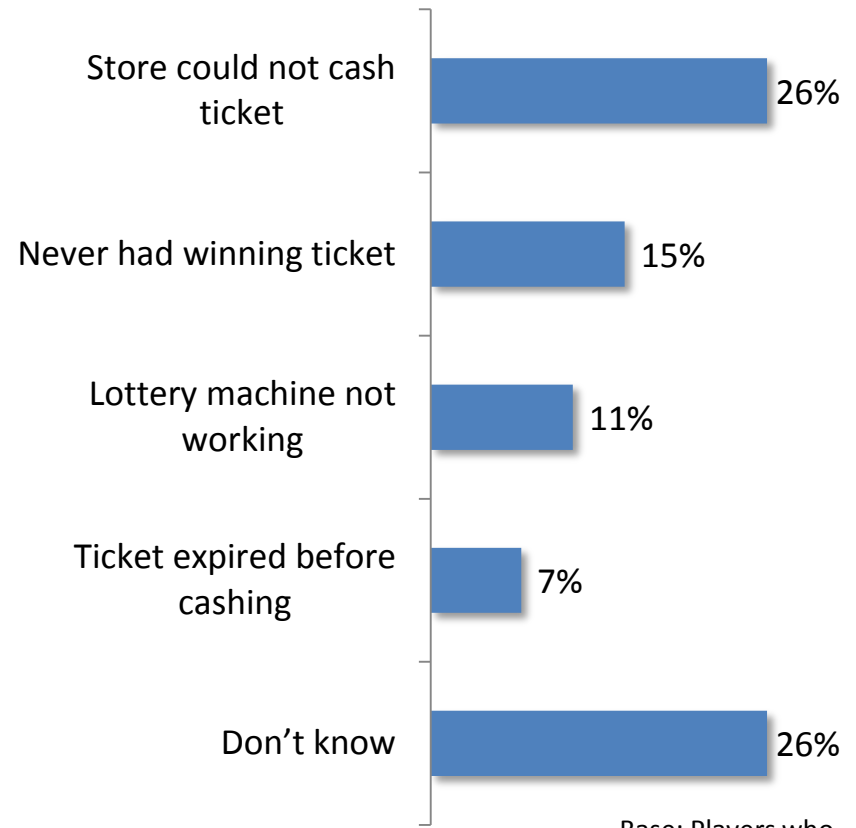
VERY FEW PLAYERS SAY THEY EXPERIENCE PROBLEMS CASHING WINNING LOTTERY TICKETS.

Frequency of problems when cashing winning Lottery tickets



Q57. How often do you experience problems trying to cash winning lottery tickets?
Q58. What types of problems have you experienced?

Problems experienced



Base: Players who experienced problems
n = 27



ATTITUDES TOWARD THE LOTTERY

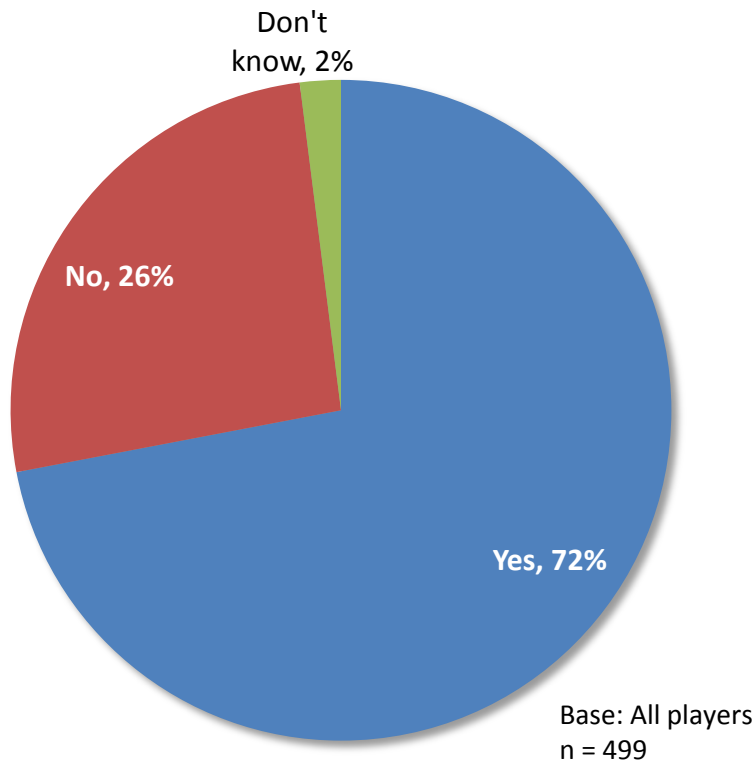


PLAYERS FEEL GENERALLY POSITIVE TOWARD THE LOTTERY. FEMALE PLAYERS ARE MORE LIKELY TO VIEW LOTTERY GAMES AS FUN. OLDER PLAYERS ARE MORE POSITIVE ABOUT THE CAUSES SUPPORTED BY THE LOTTERY.

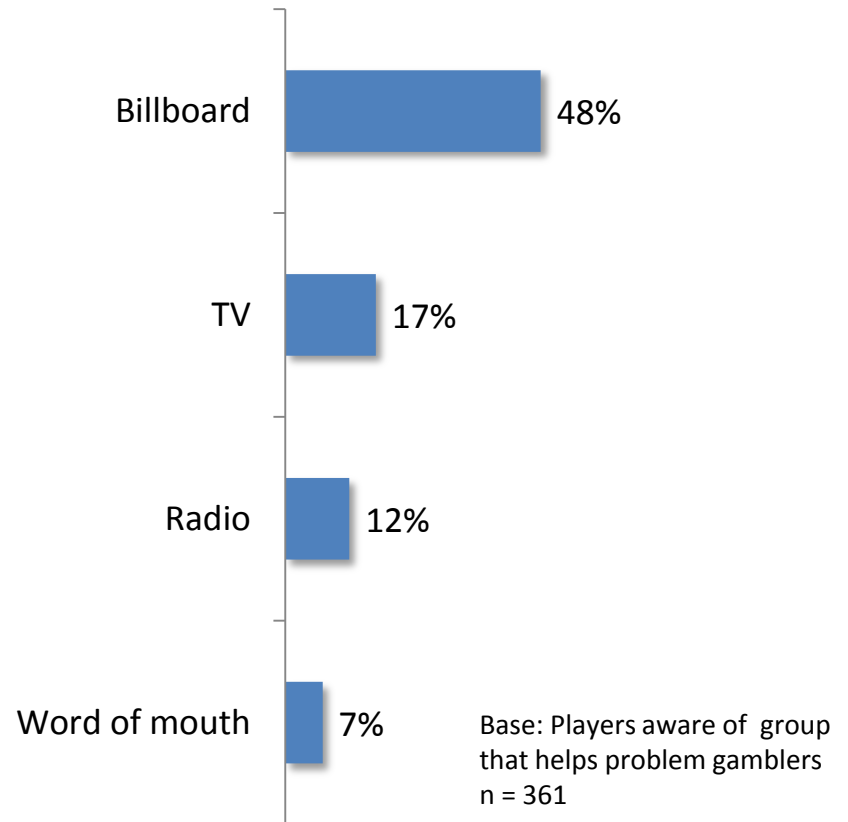
% top 2 box – strongly agree	All Players	Gender		Age		
Rating 7 or 6		Male	Female	18 – 34	35 – 54	55+
	(499)	(246)	(253)	(62)	(257)	(179)
	%	%	%	%	%	%
I feel the lottery is a good way for the state to raise money	56	57	54	55	53	60
Lottery games are fun to play	49	44	53	52	48	48
Lottery drawings are fair and honest	46	48	43	40	47	46
The money spent on lottery tickets goes to good causes	38	37	39	27	34	48
I feel I have a chance to win a prize when playing the lottery	20	24	17	16	18	25
Lotteries take advantage of people	8	11	6	7	9	8

MORE THAN 7 IN 10 LOTTERY PLAYERS ARE AWARE OF A GROUP IN WV THAT HELPS PROBLEM GAMBLERS.

Aware of group that helps problem gamblers



Source of awareness

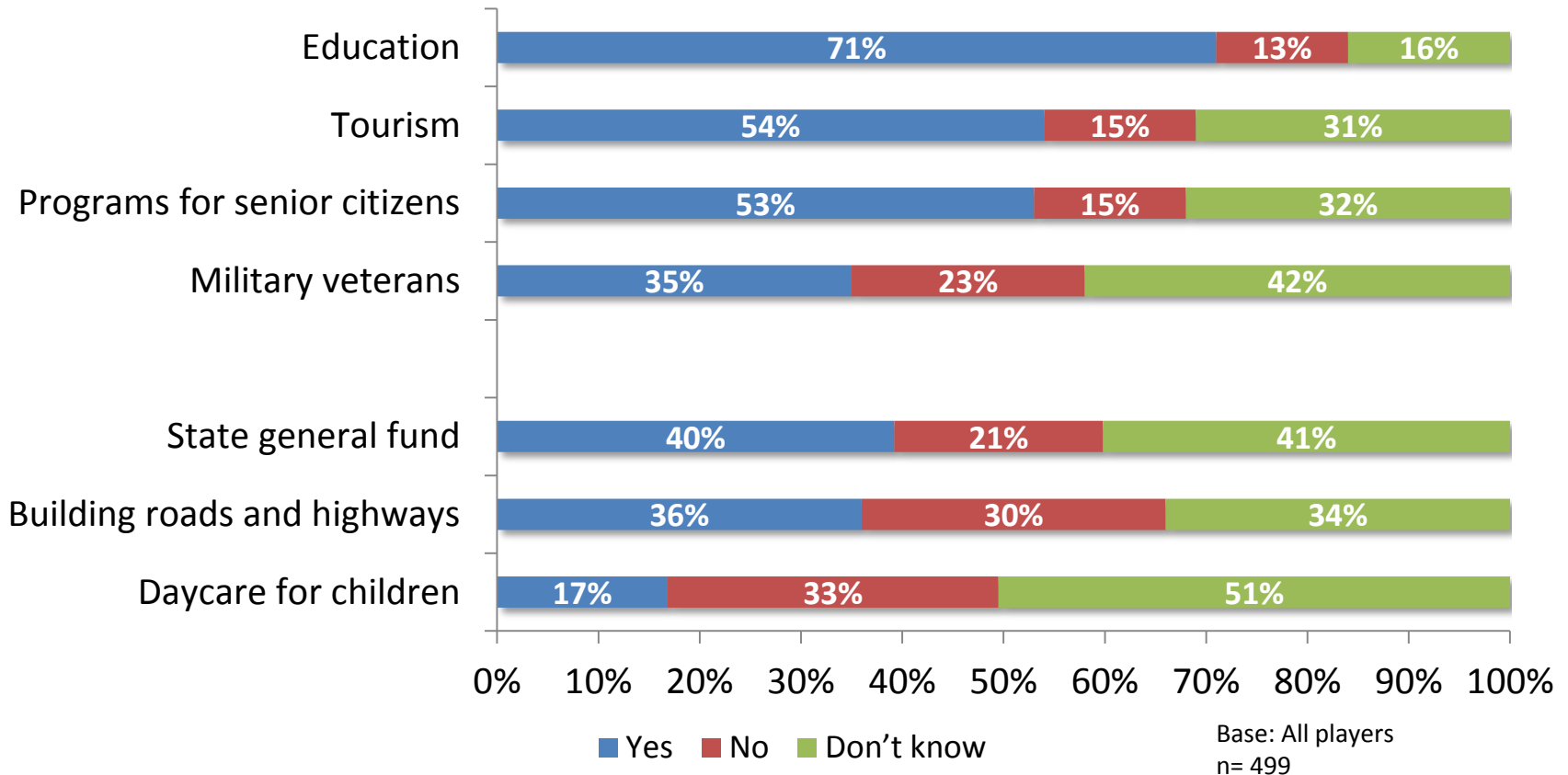


Q60. Are you aware of a group in West Virginia that helps problem gamblers, or not?

Q61. How did you hear about this problem gamblers help group?

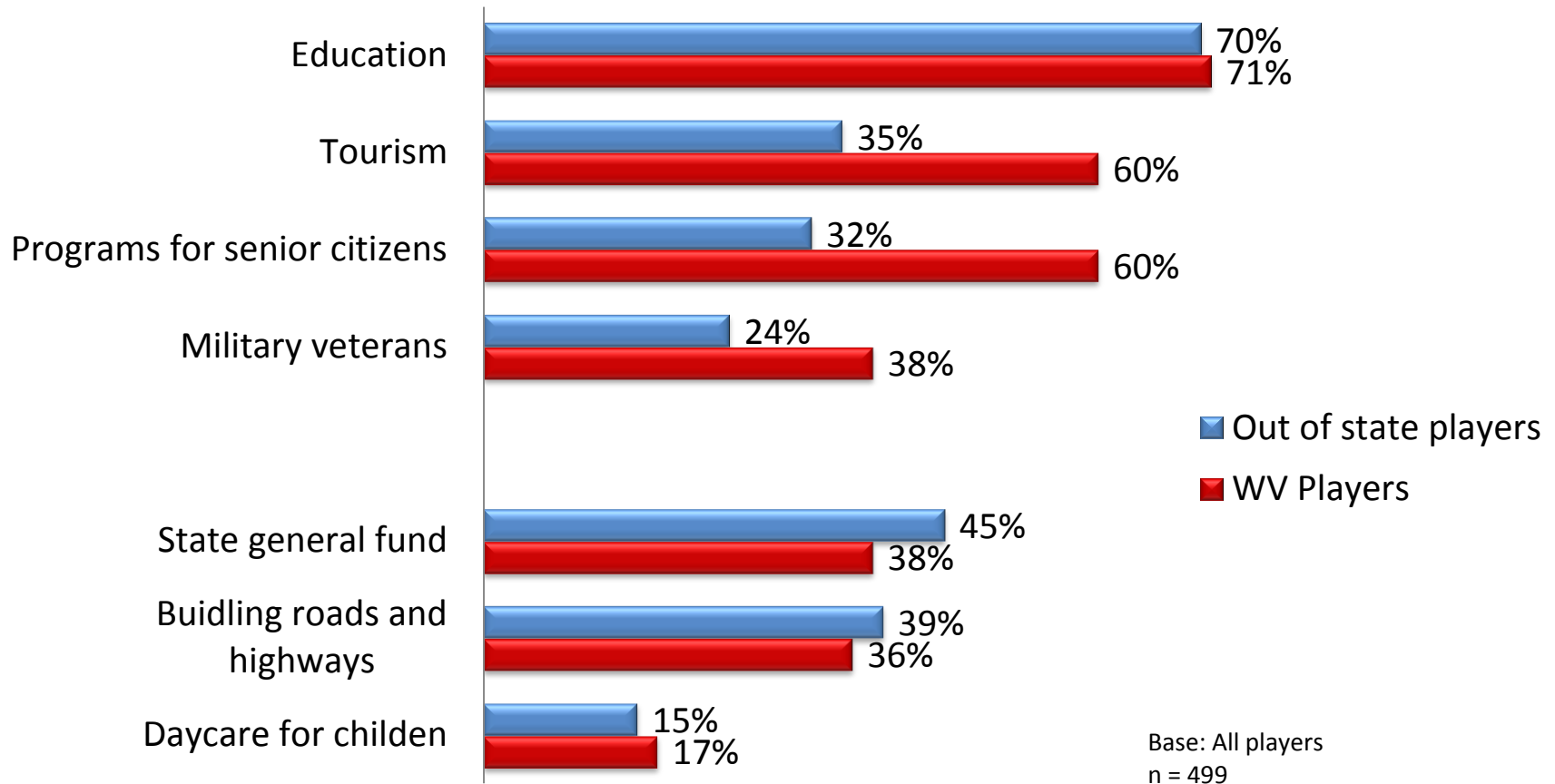


EDUCATION IS THE MOST WIDELY KNOWN RECIPIENT OF LOTTERY FUNDS. MANY PLAYERS HOLD INACCURATE BELIEFS ABOUT WHERE LOTTERY MONEY GOES.



Q62. To the best of your knowledge, is money from the West Virginia Lottery used to support

IN STATE PLAYERS ARE MORE LIKELY TO BE AWARE THAT FUNDS FROM THE LOTTERY SUPPORT TOURISM, SENIOR CITIZENS, AND MILITARY VETERANS.



Q62. To the best of your knowledge, is money from the West Virginia Lottery used to support (% SAYING YES)

INTERNET USE



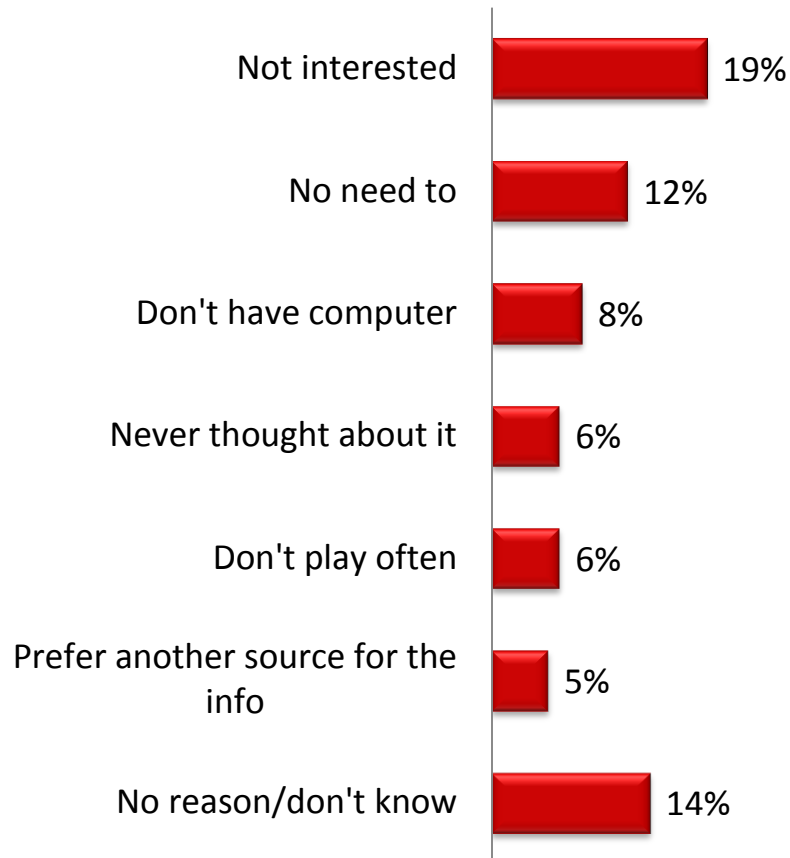
MORE THAN 9 IN 10 PLAYERS HAVE INTERNET ACCESS AT HOME OR WORK. OUT OF STATE PLAYERS MORE LIKELY TO HAVE MOBILE INTERNET ACCESS.

	All players	WV players	Out of state players
	(499)	(380)	(119)
	%	%	%
Home/work (net)	93	92	94
At home	89	89	90
At work	59	57	65
Library or other public computer	69	67	74
Mobile device such as smart phone or tablet	66	63	75
No internet access	4	5	3

MORE THAN 6 IN 10 PLAYERS HAVE USED THE INTERNET TO FIND LOTTERY-RELATED INFORMATION. IN STATE PLAYERS ARE MUCH MORE LIKELY TO HAVE VISITED THE WVL SITE.

	All players	WV players	Out of state players
	(499)	(380)	(119)
	%	%	%
Used internet to get lottery information (winning numbers or how to play a game)	63	61	67
Visited WVL website	72	79	51

THOSE WHO HAVE NOT VISITED THE WVL WEBSITE DO NOT HAVE ISSUES WITH THE SITE, THEY SIMPLY DO NOT PERCEIVE A NEED TO VISIT.



Base: players who have not visited WVL website
n = 267

Q66. Why haven't you visited the West Virginia Lottery's website?

DEMOGRAPHICS BY PLAYER AND NON-PLAYER CATEGORIES



MORAL OBJECTORS AND NON-PLAYERS ARE MORE LIKELY TO BE FEMALE.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
GENDER	Male	43	44	48	54
	Female	57	56	52	46

RESIDENCY	West Virginia	72	35	100	0
	Neighboring State	28	65	0	100
	<i>Ohio</i>	8	13	--	29
	<i>Virginia</i>	6	14	--	23
	<i>Kentucky</i>	6	12	--	22
	<i>Maryland</i>	5	11	--	22
	<i>Pennsylvania</i>	2	15	--	4

OUT OF STATE PLAYERS SKEW YOUNGER THAN DO IN STATE PLAYERS.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
AGE	18 – 24	1	1	2	--
	25 – 34	3	5	8	20
	35 – 44	17	16	28	29
	45 – 54	21	23	23	25
	55 – 64	37	34	22	14
	65 – 74	15	15	11	8
	75 – 84	5	5	6	3
	85+	1	1	1	--
	<i>Average age</i>	56	55	51	47

IN STATE AND OUT OF STATE PLAYERS HAVE A SIMILAR EDUCATION PROFILE, NON-PLAYERS AND MORAL OBJECTORS MOST LIKELY TO HOLD ADVANCED DEGREES.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
EDUCATION	Some HS or less	6	6	2	4
	High school or GED	22	26	30	27
	Some college	18	19	21	24
	Associate's	10	8	12	9
	Bachelor's	21	21	18	21
	Graduate/professional	23	20	16	15

BOTH IN STATE AND OUT OF STATE PLAYERS HAVE HIGHER AVERAGE INCOMES THAN DO NON-PLAYERS AND MORAL OBJECTORS.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
INCOME	< \$25K	14	17	13	16
	\$25K < \$50K	22	18	21	16
	\$50K < \$100K	32	29	34	36
	\$100K +	13	20	24	24
	Refused	20	16	8	8
	<i>Average income</i>	<i>\$63,300</i>	<i>\$67,900</i>	<i>\$71,600</i>	<i>\$73,100</i>

OUT OF STATE PLAYERS HAVE THE HIGHEST AVERAGE HOUSEHOLD SIZE.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
HOUSEHOLD SIZE	1 person	11	17	11	9
	2 persons	45	40	39	28
	3 persons	17	16	20	19
	4 persons	15	17	17	30
	5+ persons	13	10	12	14
	<i>Average</i>	2.8	2.7	2.8	3.2

OUT OF STATE PLAYERS MOST LIKELY TO BE EMPLOYED FULL-TIME, MORAL OBJECTORS MOST LIKELY TO BE RETIRED.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
EMPLOYMENT	Employed full-time	40	41	51	65
	Employed part-time	6	9	9	8
	Retired	29	25	20	10
	Other non-employed	25	25	20	17

MORAL OBJECTORS ARE MOST LIKELY TO BE MARRIED.

		Morally object	Non-player	In state player	Out of state player
		(290)	(552)	(380)	(119)
		%	%	%	%
MARITAL STATUS	Married	81	70	73	70
	Not married, living with partner	2	3	6	5
	Divorced/widowed/separated	10	20	16	20
	Never married	7	6	5	4



OPINION RESEARCH ■ MARKETING RESEARCH ■ STRATEGIC COUNSEL

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