



New Hampshire Lottery
Collaborative Review

Prepared by:



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Objectives

- Determine the trial potential for PoolingPlus
- Provide estimates of incremental business potential:
 - Among current regular players
 - Among jackpot chasers
- Provide guideposts for marketing efforts:
 - Targeting the game
 - Messaging or positioning of the game
 - PoolingPlus reporting and communications program

Methodology

- 501 web-based interviews were conducted among current New Hampshire Lottery Powerball and Mega Millions players between July 30 and August 31, 2012; average interview length was 15 minutes.
- Respondent criteria was as follows:
 - 18 years of age or older
 - New Hampshire residents
 - No members of the household working in market research, for a gaming company, or for a retailer engaged in the selling of Lottery tickets
 - Past year players of the New Hampshire Lottery and current players of *either* Powerball or Mega Millions
- The following key groups have been profiled in this research:

| Segment | Definition | Sample size | Maximum Error | |
|-----------------|---|-------------|------------------|------------------|
| | | | @ 95% Confidence | @ 80% Confidence |
| Regular Players | Past year players of the NHL Lottery who play <u>either</u> Powerball <u>or</u> Mega Millions every draw or at least once per week. | 145 | ± 8.1% | ± 5.2% |
| Light Players | Past year players of the NHL Lottery who play <u>either</u> Powerball <u>or</u> Mega Millions less than weekly. | 356 | ± 5.1% | ± 3.4% |
| | Total Complete Interviews | 501 | | |

Evaluation Process and Survey Flow

PoolPlays was presented using the Crestwood PreVu™ process designed to best capture top-of-mind reactions.



1 Timed viewing of concept(s):

Respondents are exposed to a single concept image for approximately 8-12 seconds to replicate the brief, initial experience the consumer uses to make an initial evaluation.

2 Top-of-mind exploration:

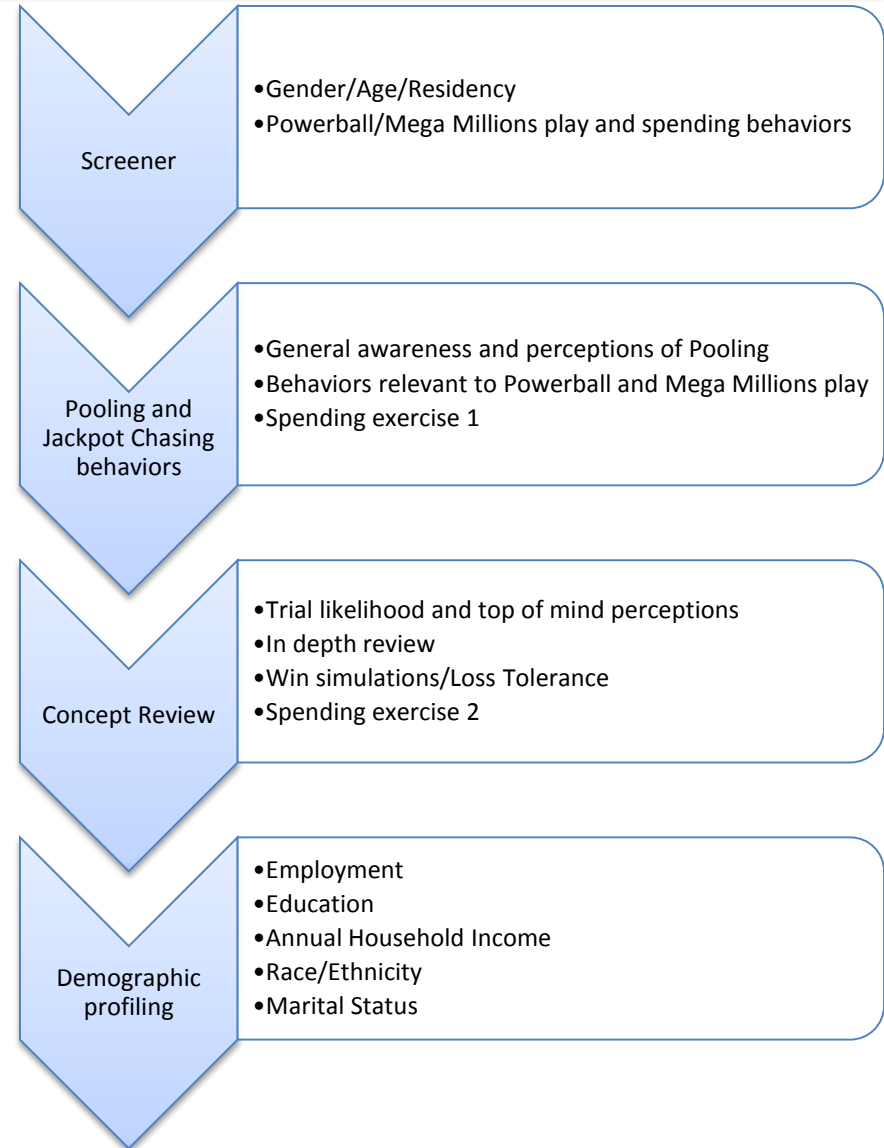
Once the concept disappears, respondents are asked a series of questions aimed specifically at gathering initial communications and top-of-mind reactions. The back button is disabled to insure all responses are unaided.

3 In-depth investigation with concept(s) present:

Respondents answer additional probes with the concept present. Exposure time and responses are not controlled.

4 Side-by-side comparison of all the concepts:

Concepts are viewed together and preferences are obtained. This comparison provides additional insights and exacerbates differences between concepts.



Concepts Evaluated

Respondents were exposed to PoolPlays using a concept summary slide which was then removed prior to their being asked for initial reactions. The concept summary slide was then displayed continuously for the player to refer to in answering several more, in-depth questions.



New PoolPlays for Powerball 10 More Chances to Win for Only \$2!

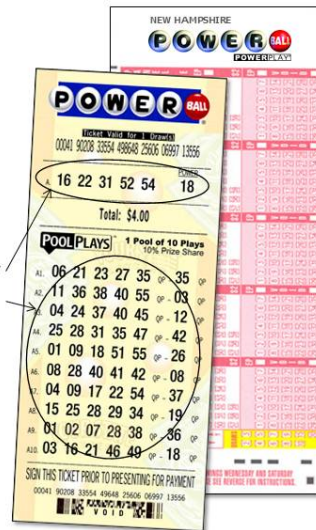
A PoolPlay is a shared lottery play. You can get a set of 10 PoolPlays for only an extra \$2 with every Powerball play you purchase.

You own 100% of any prizes from your personal plays and 10% of any prizes from your PoolPlays. If your prize share is under \$1, you win more PoolPlays. All PoolPlays are Quick Picks, which are created and managed by the Lottery.

Also, if you buy 5 or more Powerball plays, you can get up to 10 sets of 10 PoolPlays each for only \$2 per set. PoolPlays are available at all Lottery retailers.

| Match | Powerball Prize | Your PoolPlay Prizes |
|---|-----------------|----------------------|
| 5 numbers plus the Powerball | Jackpot | 10% of Jackpot |
| 5 numbers | \$1,000,000 | \$100,000 |
| 4 numbers plus the Powerball | \$10,000 | \$1,000 |
| 4 numbers | \$100 | \$10 |
| 3 numbers plus the Powerball | \$100 | \$10 |
| 3 numbers | \$7 | 6 New PoolPlays |
| 2 numbers plus the Powerball | \$7 | 6 New PoolPlays |
| 1 number plus the Powerball | \$4 | 3 New PoolPlays |
| The Powerball only | \$4 | 3 New PoolPlays |
| Overall odds of winning with individual Powerball personal play—1 in 32 | | |
| Overall odds of winning with a set of 10 PoolPlays—1 in 3 | | |

Your Personal Play
Your set of 10 PoolPlays for an extra \$2.



Sample Ticket with 10 PoolPlays



New PoolPlays for Mega Millions 10 More Chances to Win for Only \$1!

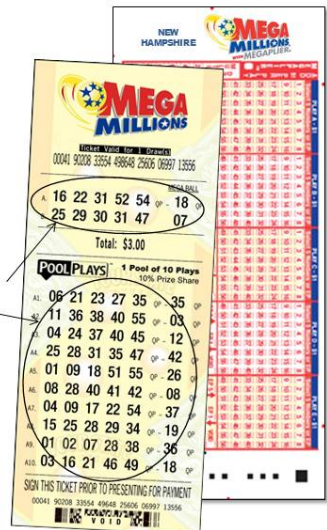
A PoolPlay is a shared lottery play. You can get a set of 10 PoolPlays for only an extra \$1 every time you buy 2 or more Mega Millions plays.

You own 100% of any prizes from your personal plays and 10% of any prizes from your PoolPlays. If your prize share is under \$1, you win more PoolPlays. All PoolPlays are Quick Picks, which are created and managed by the Lottery.

Also, if you buy 5 or more Mega Millions plays, you can get up to 10 sets of 10 PoolPlays each for only \$1 per set. PoolPlays are available at all Lottery retailers.

| Match | Mega Millions Prize | Your PoolPlay Prizes |
|---|---------------------|----------------------|
| 5 numbers plus the Mega Ball | Jackpot | 10% of Jackpot |
| 5 numbers | \$250,000 | \$25,000 |
| 4 numbers plus the Mega Ball | \$10,000 | \$1,000 |
| 4 numbers | \$150 | \$15 |
| 3 numbers plus the Mega Ball | \$150 | \$15 |
| 2 numbers plus the Mega Ball | \$10 | \$1 |
| 3 numbers | \$7 | 10 New PoolPlays |
| 1 number plus the Mega Ball | \$3 | 5 New PoolPlays |
| The Mega Ball only | \$2 | 3 New PoolPlays |
| Overall odds of winning with individual Mega Millions personal play—1 in 40 | | |
| Overall odds of winning with a set of 10 PoolPlays—1 in 4 | | |

Your Personal Plays
Your set of 10 PoolPlays for an extra \$1.



Sample Ticket with 10 PoolPlays

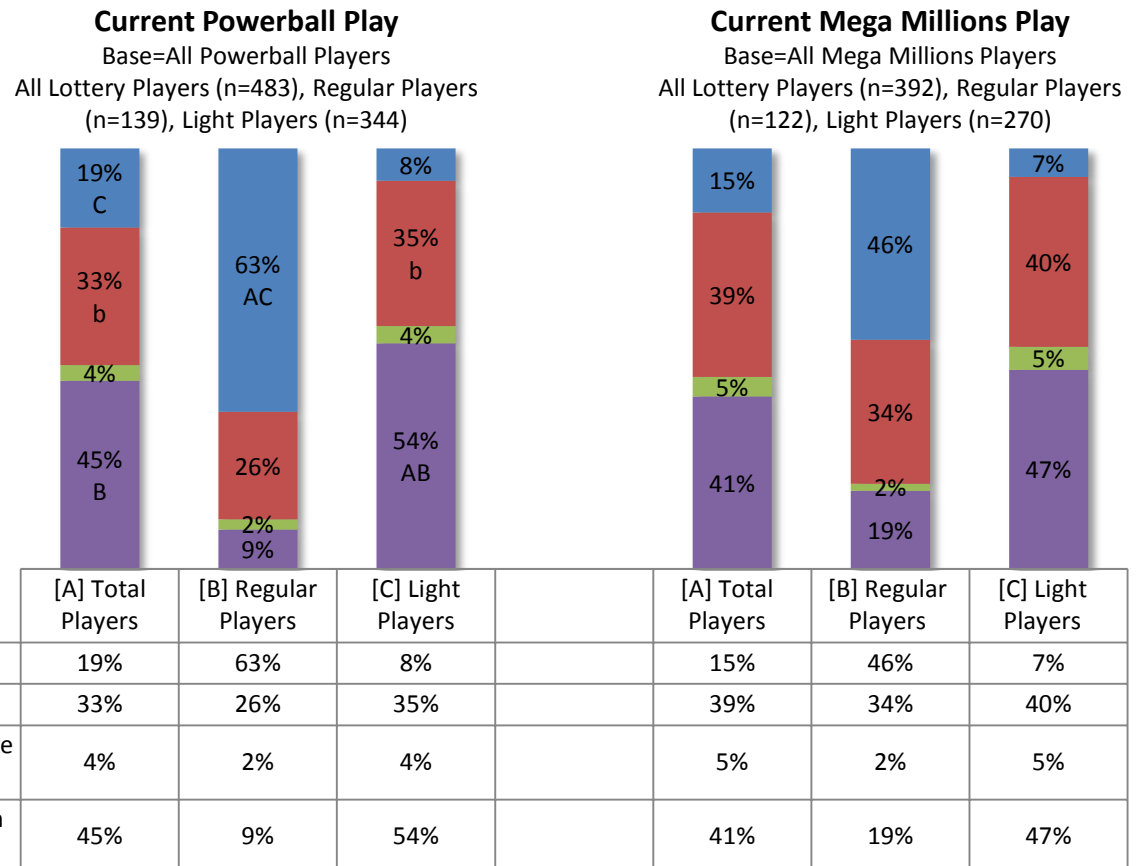
Executive Summary

Overall Observations

- There is an overall opportunity for PoolingPlus and the New Hampshire Lottery:
 - 9 out of 10 players are aware of pools, though only 35% have actual experience with them.
 - The biggest barriers for non pool play participation is lack of opportunity – very few (2% to 4%) appear opposed to the idea of pools.
- The PoolingPlus concept is projected to generate trial of 23% for Powerball and 22% for Mega Millions among those aware of the PoolPlays concept:
 - Stated trial expectations are similar between Regular and Light Players.
 - Roll Over plays have strong appeal – generating repeat near parity with cash wins.
 - As a percentage of their assumed total plays (annual), the attach rate would be higher among the Light Players and could promote increased frequency of play and brand building opportunities – particularly with Mega Millions.
 - More than half of the Regular and Light Players surveyed indicate that PoolPlays makes these games better and more than one third believe they would play the New Hampshire Lottery more often if PoolPlays were available.
- Projected increases in total Powerball and Mega Millions are in the 10-15% range, assuming awareness can be generated among at least 50% of current players.
 - Proportionately higher sales increases from PoolingPlus are seen at the lower jackpots for Powerball.
 - Proportionately higher sales increases from PoolingPlus are seen at all jackpot levels for Mega Millions than Powerball.
- The PoolingPlus concept, however, may be held back due to initial confusion:
 - Few found the concept easy to understand initially – the concept required the ticket for understanding.
 - There may be some backlash from lighter players who which to purchase more PoolingPlus games than the tested policies allow.

Current Play Habits

- The influence of jackpots should not be understated – while nearly two thirds of the Regular Players say they play *always*, more than one third either wait for a jackpot or wait for friends, etc.. to begin playing.
- Jackpot influence on Light Players is significantly greater than is seen with Regular Players.



Q2. When playing Powerball by yourself, which of the following statements best describes when you play?

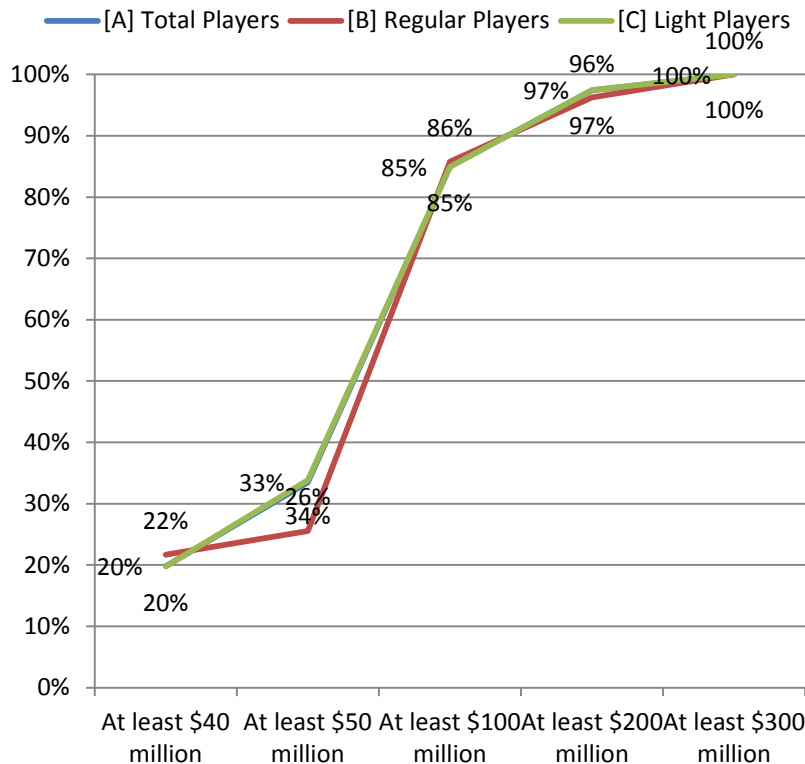
Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Jackpot Chasing

- \$100 Million Jackpots are a major threshold for most players
- Only one third of the Regular Players who wait for Jackpots have joined in at \$50M and almost all (85%) have joined in by \$100M
- Light Players follow similar play patterns.

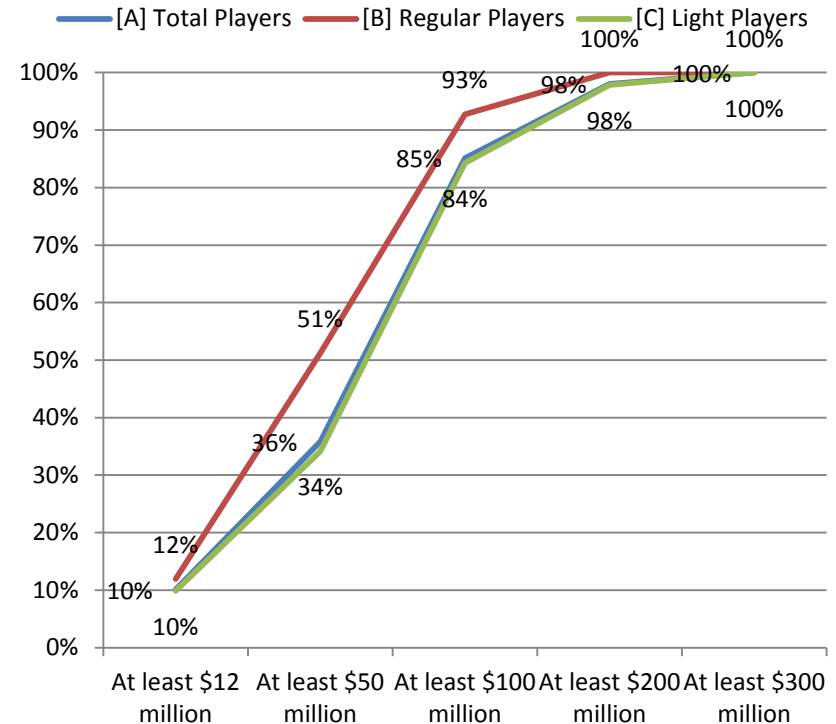
Jackpot Chasing with Powerball

Base=All Powerball Players who wait for jackpot
All Lottery Players (n=210), Regular Players (n=16), Light Players (n=194)



Jackpot Chasing with Mega Millions

Base=All Mega Millions Players who wait for jackpot
All Lottery Players (n=159), Regular Players (n=25), Light Players (n=134)



Q3. At which of the following jackpot levels do you usually begin playing Powerball by yourself?

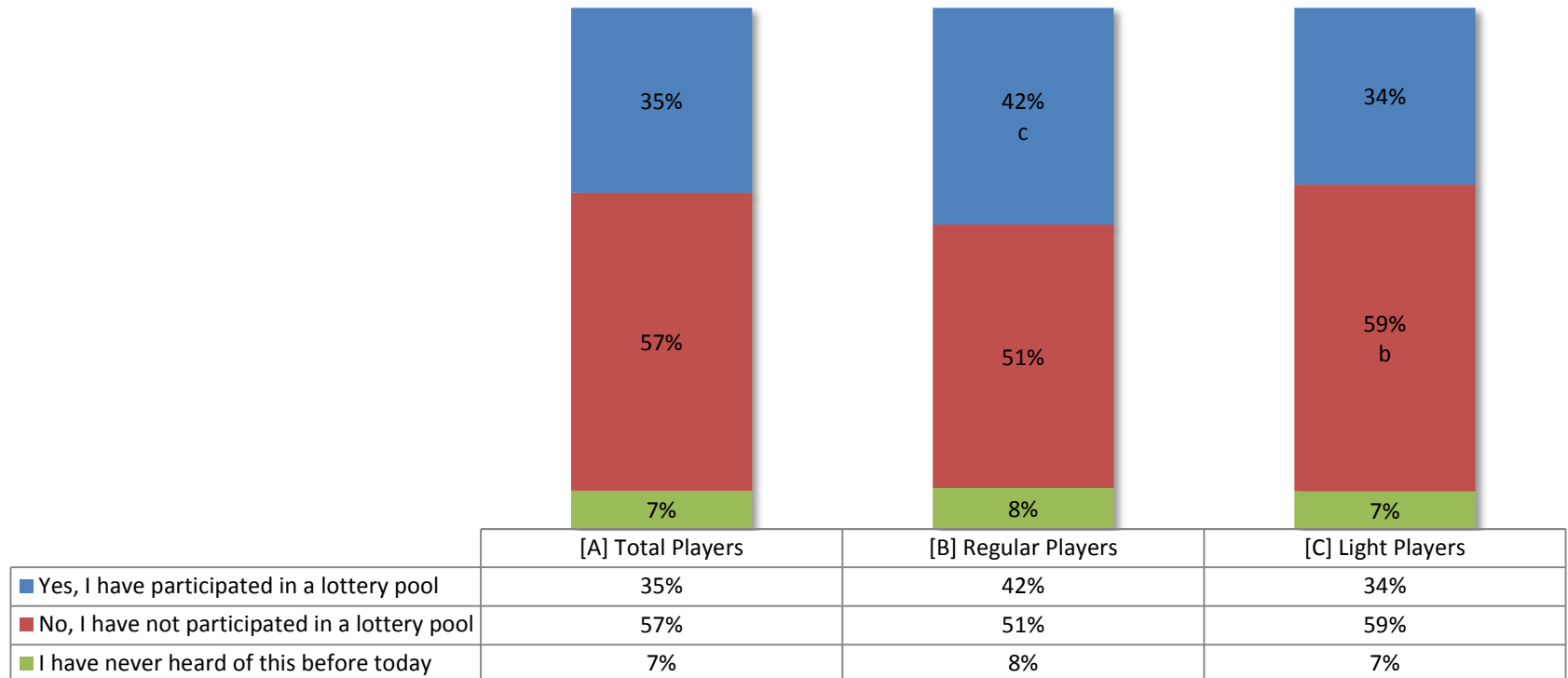
Overall Pool Experience

- Overall, approximately one third of the players surveyed have participated in a Lottery Pool.
- Pool participation includes 42% of the Regular Players and 34% of the Light Players.

Pool Experience

Base=All Players

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q6. Have you ever participated in a Lottery Pool where a group of Lottery players collect money for the purchase of Lottery tickets with the intent of splitting any winnings amongst the group?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Current Game Pooling Behavior

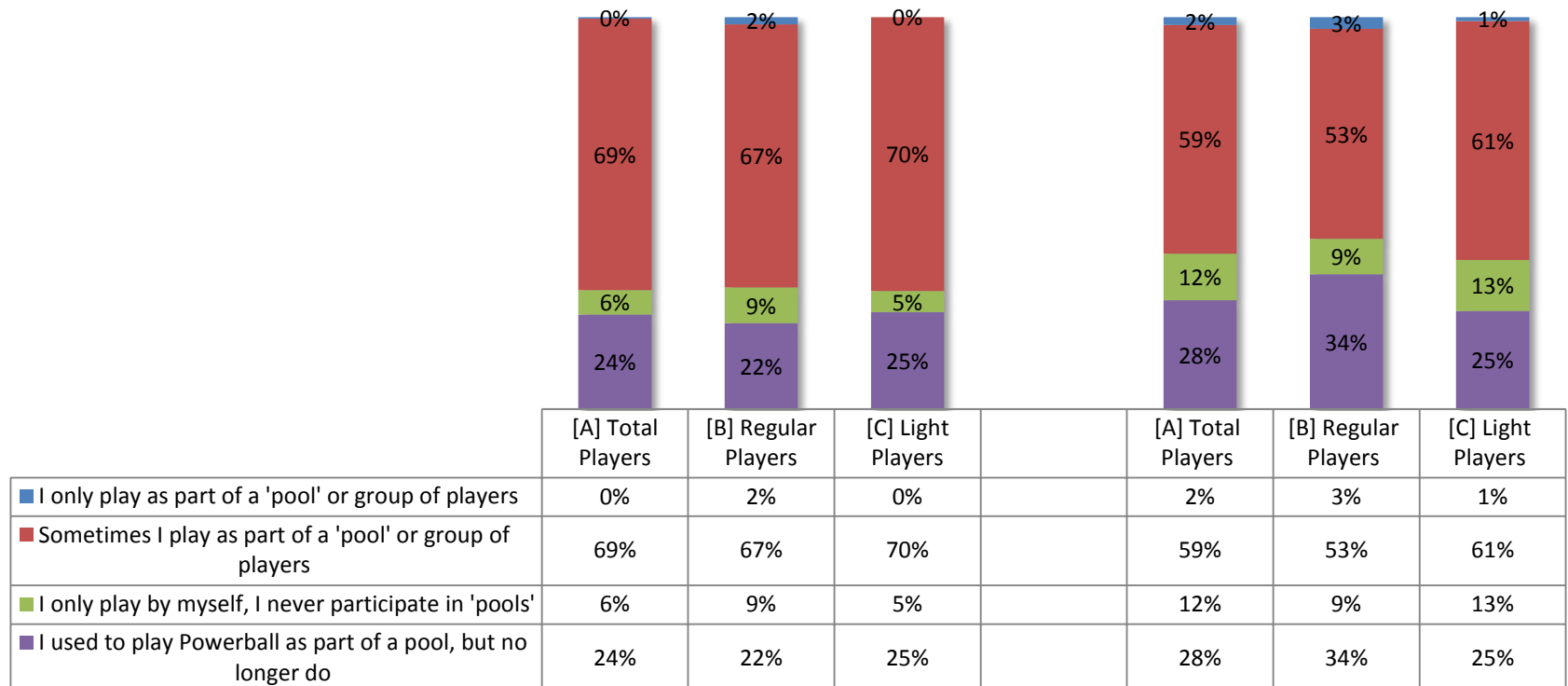
- More than two thirds (69%) of Powerball Players and 59% of Mega Millions players participate in pools – few play pools exclusively.
- Approximately one quarter of the players surveyed indicated they had played in a pool in the past, but no longer do.

Current Powerball Pooling Behavior

Base = Powerball Players who Participated in Pools
All Lottery Players (n=186), Regular Players (n=56),
Light Players (n=130)

Current Mega Millions Pooling Behavior

Base = MM Players who Participated in Pools
All Lottery Players (n=157), Regular Players (n=55),
Light Players (n=102)



Q9. Which of the following statements best describes how you play Powerball with regards to Powerball pools?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

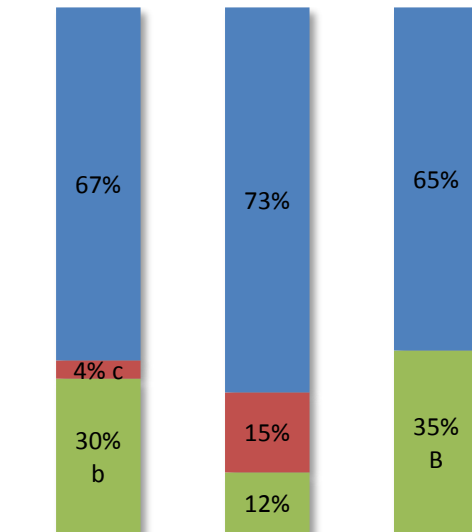
Reasons for Not Pooling

Few indicate a dislike of pools, indicating the potential for upside:

- Most indicate they *don't have the opportunity* to participate in pools.
- *Not liking the current pool opportunities* is a more secondary concern.

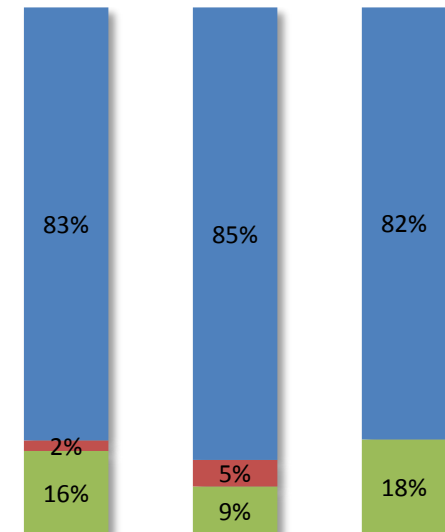
Reasons for Not Pooling with Powerball

Base = Powerball Players who Do Not Pool
All Lottery Players (n=58), Regular Players (n=19*),
Light Players (n=39)



Reasons for Not Pooling with Mega Millions

Base = Mega Millions Players who Do Not Pool
All Lottery Players (n=67), Regular Players (n=28*),
Light Players (n=39)



| | [A] Total Players | [B] Regular Players | [C] Light Players | | [A] Total Players | [B] Regular Players | [C] Light Players |
|---|-------------------|---------------------|-------------------|--|-------------------|---------------------|-------------------|
| ■ I don't have the opportunity | 67% | 73% | 65% | | 83% | 85% | 82% |
| ■ I don't like pools | 4% | 15% | 0% | | 2% | 5% | 0% |
| ■ I don't like the current pool opportunities | 30% | 12% | 35% | | 16% | 9% | 18% |

Q10. Why do you not participate in Powerball pools?

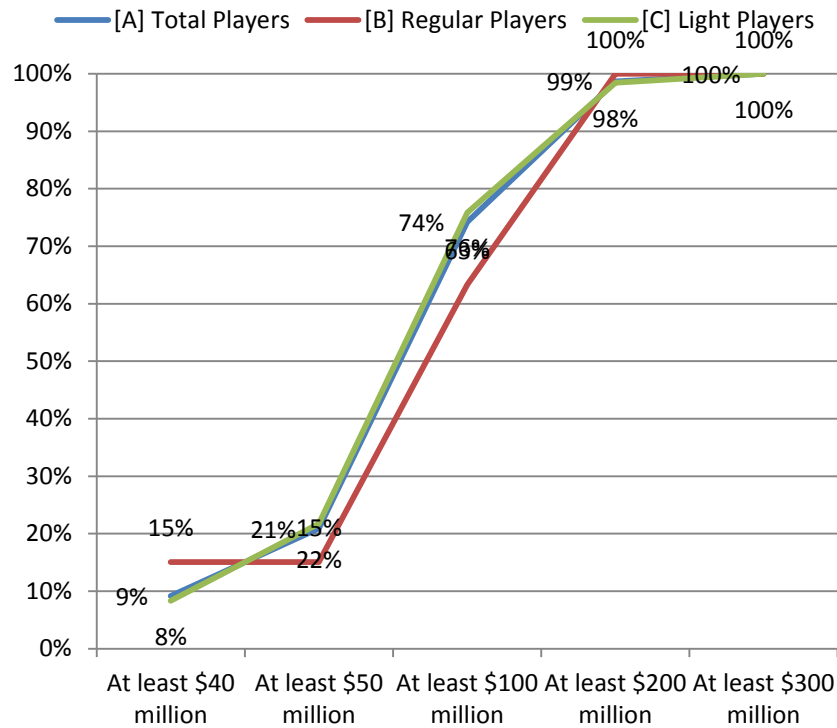
Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level
*Significance testing not performed due to insufficient sample size

Influence of Jackpots on Pooling

- Approximately three quarters of those who currently pool join their pools when the jackpot hits \$100M.
- Regular and Light Players appear to follow similar pool play patterns.

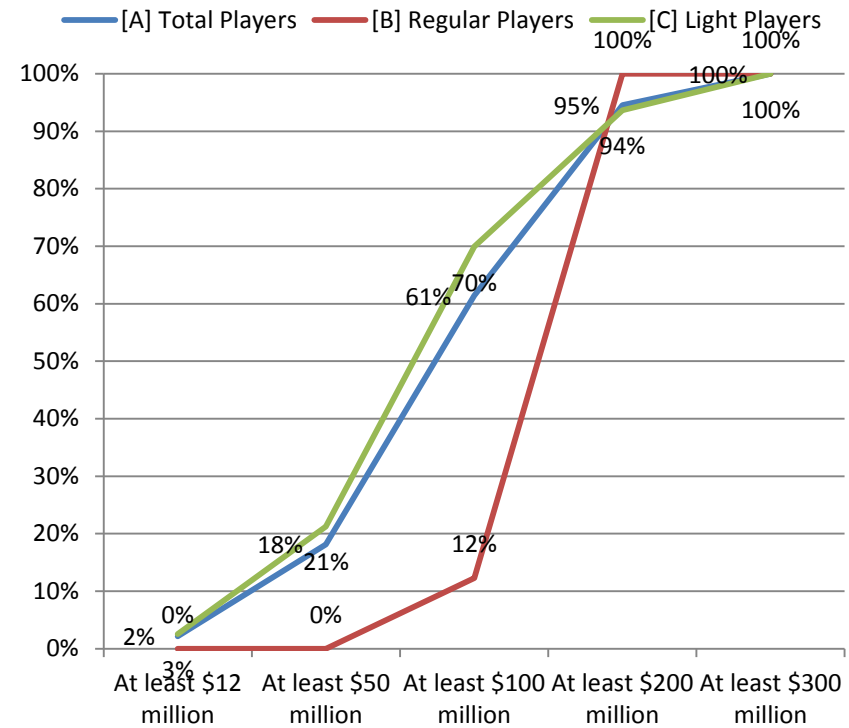
Influence of Jackpots on Powerball Pooling

Base = Powerball Players who Wait for the Jackpot before Pooling
All Lottery Players (n=46), Regular Players (n=8*), Light Players (n=38)



Influence of Jackpots on Mega Millions Pooling

Base = MM Players who Wait for the Jackpot before Pooling
All Lottery Players (n=27*), Regular Players (n=4*), Light Players (n=23*)



Q12. At which of the following jackpot levels do you usually join the Powerball pool?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level
*Significance testing not performed due to insufficient sample size

Stated and Estimated Trial Intent for PoolingPlus

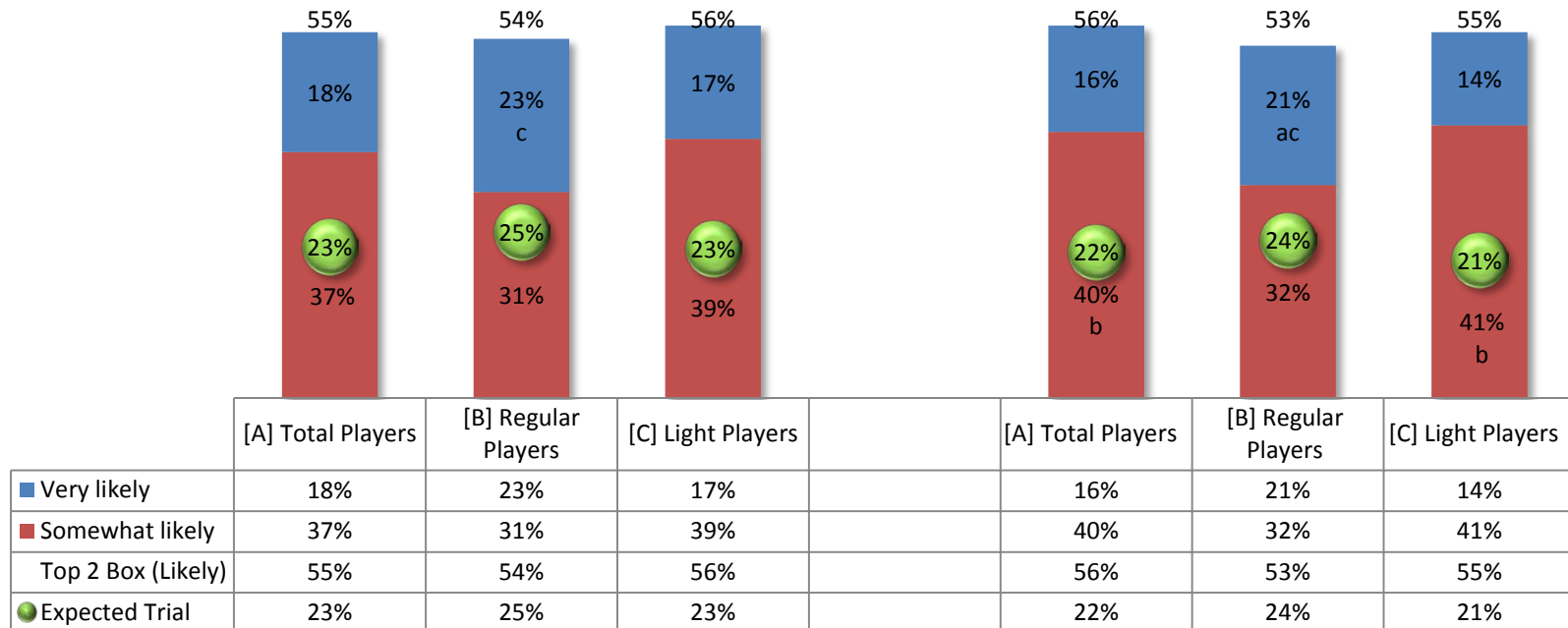
- Assuming 100% awareness for PoolingPlus, overall trial is expected to be 23% for Powerball and 22% for Mega Millions.
- Regular players are expected to participate slightly more, with 25% for Powerball and 24% for Mega Millions.
- Lighter players, on the other hand, will have a lower trial – 23% for Powerball and 21% for Mega Millions.

Stated and Estimated Trial Intent for PoolingPlus for Powerball

Base=All Respondents
All Lottery Players (n=501), Regular Players (n=145),
Light Players (n=356)

Stated and Estimated Trial Intent for PoolingPlus for Mega Millions

Base=All Respondents
All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q19_1. Based on this description, if PoolPlays were available, how likely would you be to buy it the next time you purchase Powerball?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Top of Mind Perceptions – Top Box

- PoolPlays is not necessarily easy to understand, especially among the lighter players.
- The add-on does not necessarily enhance the underlying game's brand.

Top of Mind Perceptions [Top Box Summary– ‘Strongly Agree’]

Base=All Respondents

| | Player Type | | |
|---|-------------|---------|-------|
| | Total | Regular | Light |
| | [A] | [B] | [C] |
| n= | 501 | 145 | 356 |
| PoolPlays is easy to understand [Powerball] | 15% | 16% | 14% |
| PoolPlays makes playing this game more exciting [Powerball] | 18% | 24% ac | 16% |
| n= | 501 | 145 | 356 |
| PoolPlays is easy to understand [Mega Millions] | 13% | 12% | 14% |
| PoolPlays makes playing this game more exciting [Mega Millions] | 17% | 18% | 17% |

Q22. Using the scale provided, how strongly do you disagree or agree with the following?

Poolplays is easy to understand

Poolplays makes playing this game more exciting.

Upper case letters indicate significance at the 95% confidence level

Lower case letters indicate significance at the 80% confidence level

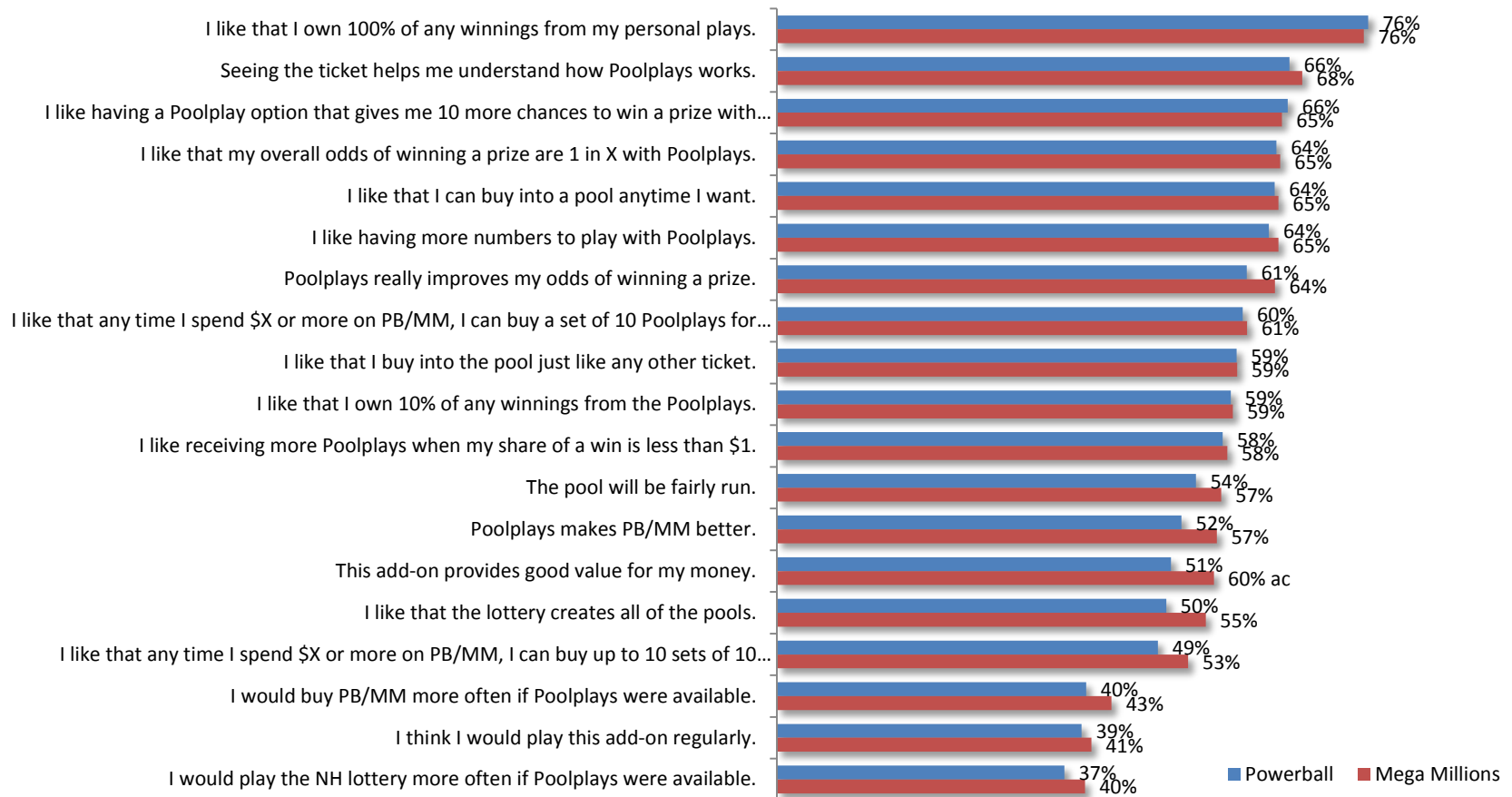
PoolingPlus Perceptions

Overall perceptions are positive with more than half of those surveyed indicating that Pool Plays makes these games better and more than one third indicating they would play the Lottery more often if PoolPlays were available.

PoolingPlus for Powerball Perceptions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q23_1. Based on this description, please tell us the extent to which you disagree or agree with each of the following statements.

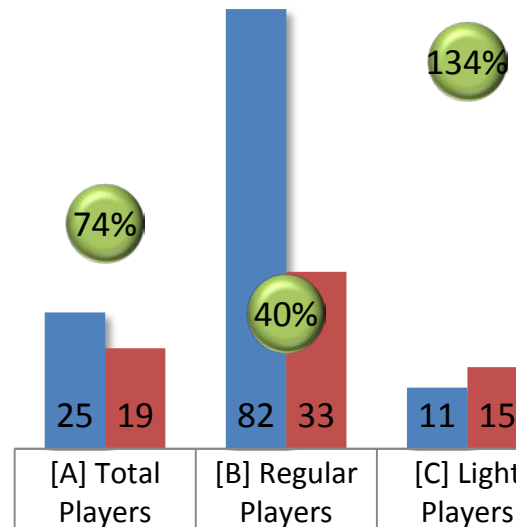
Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Anticipated Frequency of Play: PoolingPlus

- Regular players will purchase PoolingPlus some 40-60% of the time they are purchasing Powerball or Mega Millions.
- Lighter players, on the other hand, will employ the add on more often.
- PoolingPlus may encourage greater frequency of play among the Light Players.

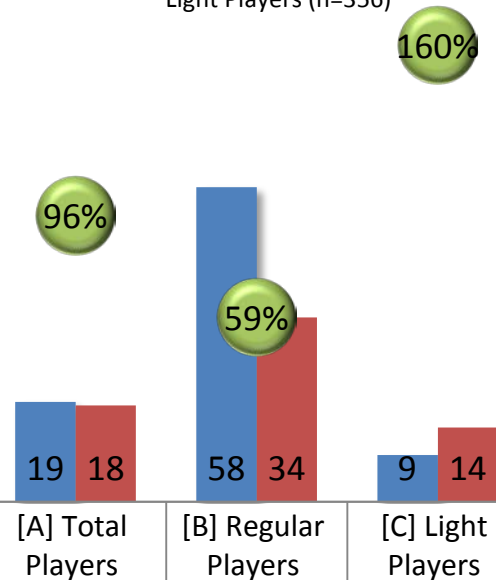
Anticipated Frequency of Play: PoolingPlus for Powerball

Base=All Respondents
All Lottery Players (n=501), Regular Players (n=145),
Light Players (n=356)



Anticipated Frequency of Play: PoolingPlus for Mega Millions

Base=All Respondents
All Lottery Players (n=501), Regular Players (n=145),
Light Players (n=356)



| | [A] Total Players | [B] Regular Players | [C] Light Players | | [A] Total Players | [B] Regular Players | [C] Light Players |
|----------------------|-------------------|---------------------|-------------------|--|-------------------|---------------------|-------------------|
| ■ Current Base Game | 25 | 82 | 11 | | 19 | 58 | 9 |
| ■ PoolingPlus | 19 | 33 | 15 | | 18 | 34 | 14 |
| ● Participation Rate | 74% | 40% | 134% | | 96% | 59% | 160% |

Q2Q_1. Based on this description, if PoolPlays were available, how often do you think you would you buy it?
Note this game has drawings twice weekly.

Repeat with Varying 'Win' Scenarios

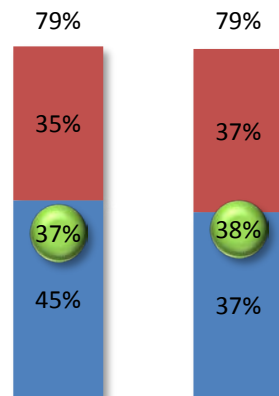
- Among prospective Players, Rollover Plays appear to be as acceptable as a \$10 or \$15 win for Players.
- More than half of the Players (61%) surveyed indicated they would be somewhat or very likely to play again if they won nothing – we estimate real world results would be approximately 26%.

Repeat with Varying 'Win' Scenarios: PoolingPlus for Powerball

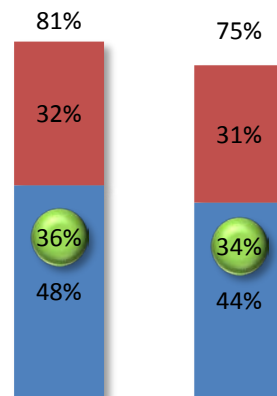
Base=All Respondents who 'would buy'

All Lottery Players (n=402)

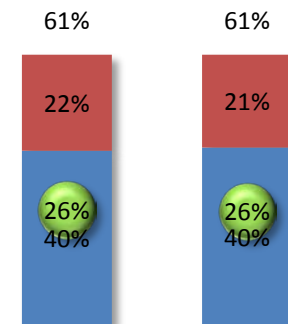
\$10 / \$15 Win



6 / 5 Rollover Plays



Nothing



| | Total Powerball | Total Mega Millions | | Total Powerball | Total Mega Millions | | Total Powerball | Total Mega Millions |
|--------------------|-----------------|---------------------|--|-----------------|---------------------|--|-----------------|---------------------|
| Very likely | 35% | 37% | | 32% | 31% | | 22% | 21% |
| Somewhat likely | 45% | 42% | | 48% | 44% | | 40% | 40% |
| Top 2 Box (Likely) | 79% | 79% | | 81% | 75% | | 61% | 61% |
| Expected Trial | 37% | 38% | | 36% | 34% | | 26% | 26% |

Q24-Q26. Assuming you played Pool Plays and won _____ as your share of the PoolPlays winnings. How likely would you be to buy PoolPlays again?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Player Stated Powerball Spending with PoolingPlus

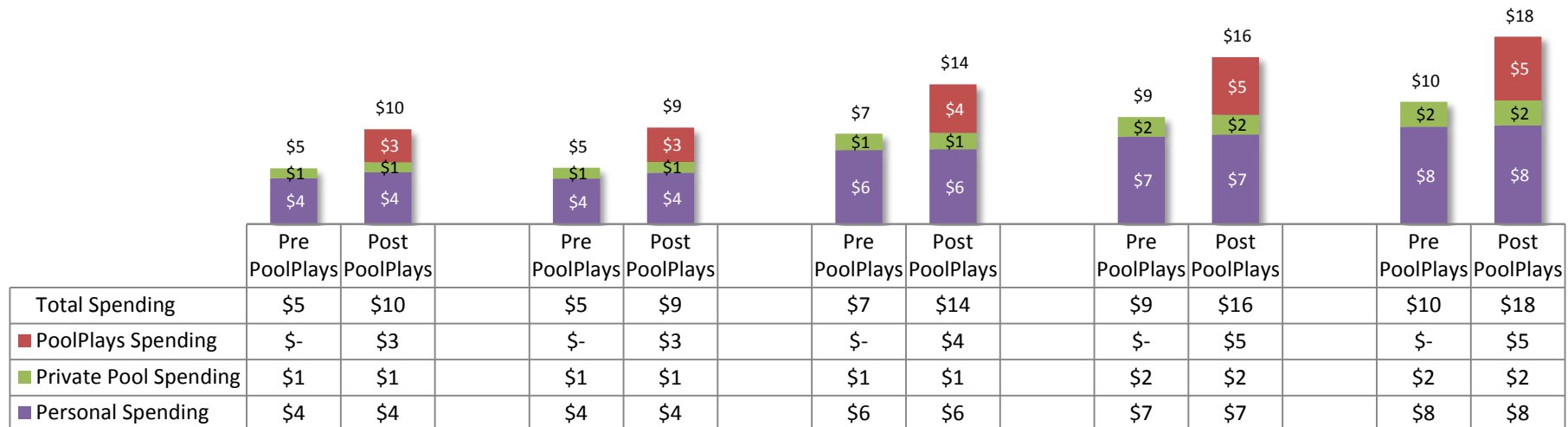
- PoolPlays could be a valuable asset in generating additional Powerball sales at jackpots below \$100 Million.
- At \$100 Million, we begin to see diminishing returns in terms of increased sales though all sales appear to be incremental.
- Note that the player sales for PoolingPlus may exceed the stated mix allowed, especially at the lower jackpots.

Player Stated Powerball Spending with PoolingPlus

Base=All Respondents who 'would buy'

All Lottery Players (n=391)

| Jackpot Amount | \$40 Million | \$50 Million | \$100 Million | \$200 Million | \$300 Million |
|---------------------|--------------|--------------|---------------|---------------|---------------|
| % Sales Increase | 112% | 108% | 87% | 91% | 84% |
| % PP Incremental \$ | 119% | 117% | 102% | 104% | 102% |



Player Stated Mega Millions Spending with PoolingPlus

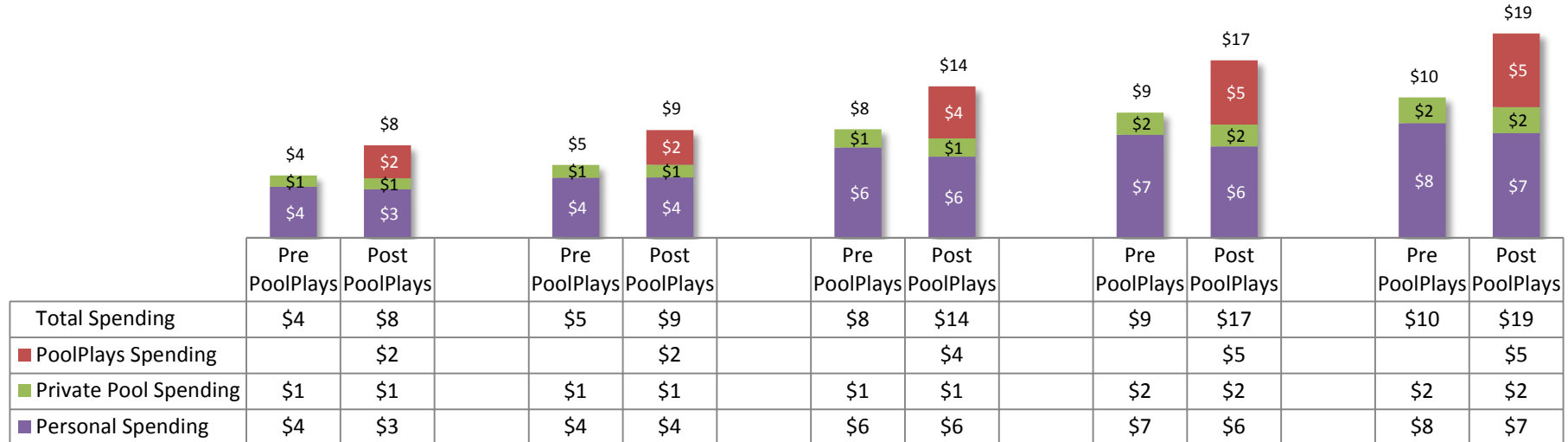
- PoolPlays could be a valuable asset in generating additional Mega Millions sales at all jackpot levels.
- All sales appear to be incremental.
- Note that the player sales for PoolingPlus may exceed the stated mix allowed, especially at the lower jackpots

Player Stated Meg Millions Spending with PoolingPlus

Base=All Respondents who 'would buy'

All Lottery Players (n=332)

| Jackpot Amount | \$12 Million | \$50 Million | \$100 Million | \$200 Million | \$300 Million |
|---------------------|--------------|--------------|---------------|---------------|---------------|
| % Sales Increase | 82% | 80% | 78% | 87% | 89% |
| % PP Incremental \$ | 92% | 101% | 83% | 82% | 87% |



Sales Forecast

- PoolingPlus' long term success will be largely dependent on the support it receives from the Lottery and on the amount of awareness generated by that support among prospective players.
- Sustaining gains may be less on Mega Millions due to the reduced odds.
- The add on should have strong repeat – provided players feel that it lives up the promise of greater winnability.

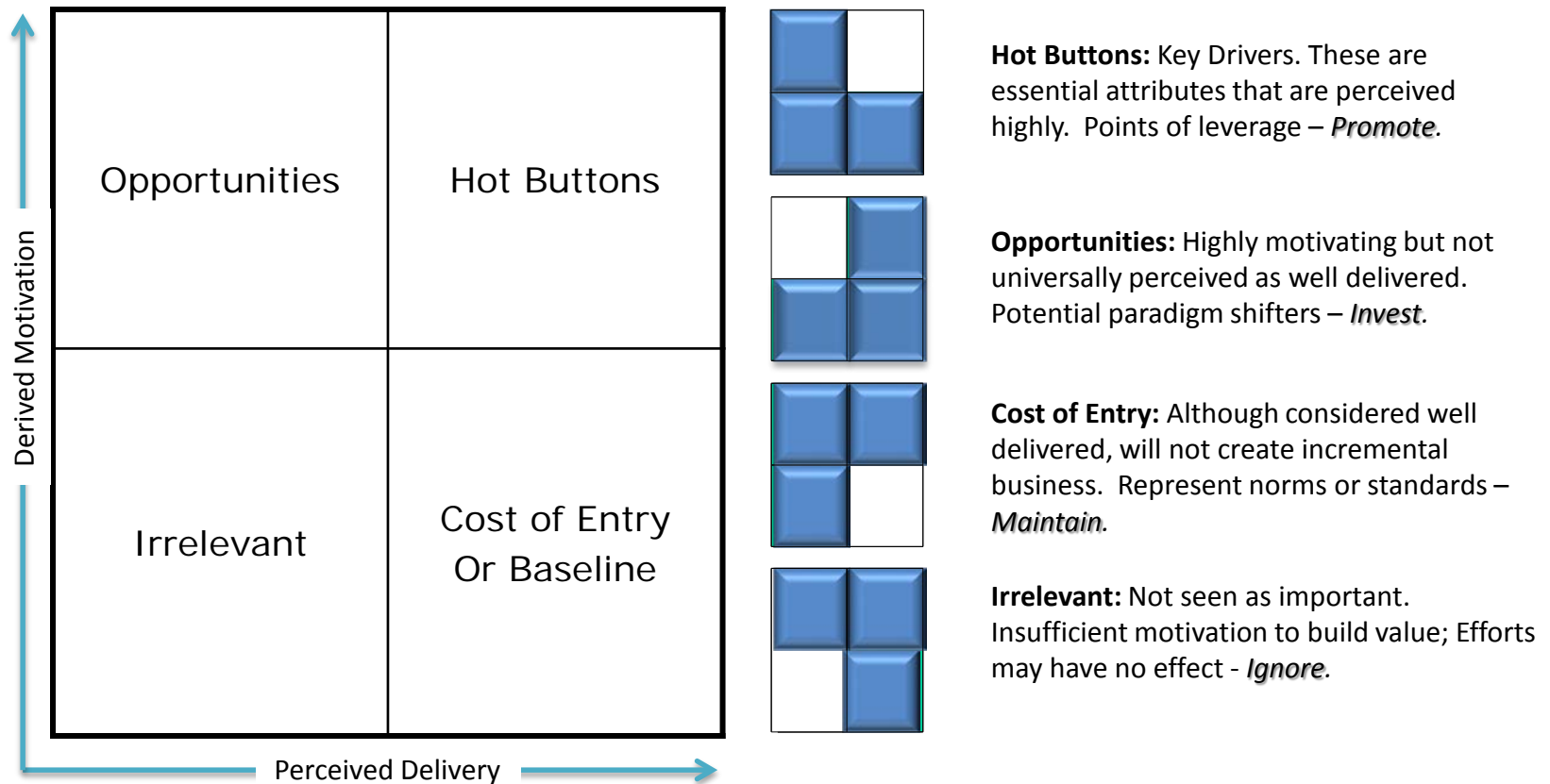
| | Powerball | | | | | Mega Millions | | | | |
|----------------------------------|-----------|-----|-----|-----|-----|---------------|-----|-----|-----|-----|
| Projected Awareness | 100% | 50% | 25% | 10% | 5% | 100% | 50% | 25% | 10% | 5% |
| Expected Trial among those aware | 23% | 23% | 23% | 23% | 23% | 22% | 22% | 22% | 22% | 22% |
| % Increase in Spending | 87% | 44% | 22% | 9% | 4% | 78% | 39% | 20% | 8% | 4% |
| Sustained Sales Increase | 48% | 24% | 12% | 5% | 2% | 20% | 10% | 5% | 2% | 1% |

Key Assumptions:

- Awareness determined by New Hampshire Lottery efforts
- Expected trial among aware, based upon Crestwood formula
- Increase in sales rate based upon eligible PoolingPlus sales assuming \$100M jackpot
- Player claimed increases in private pools not included due to player perceived lack of availability
- Sustained sales rate based upon Crestwood formula and game odds

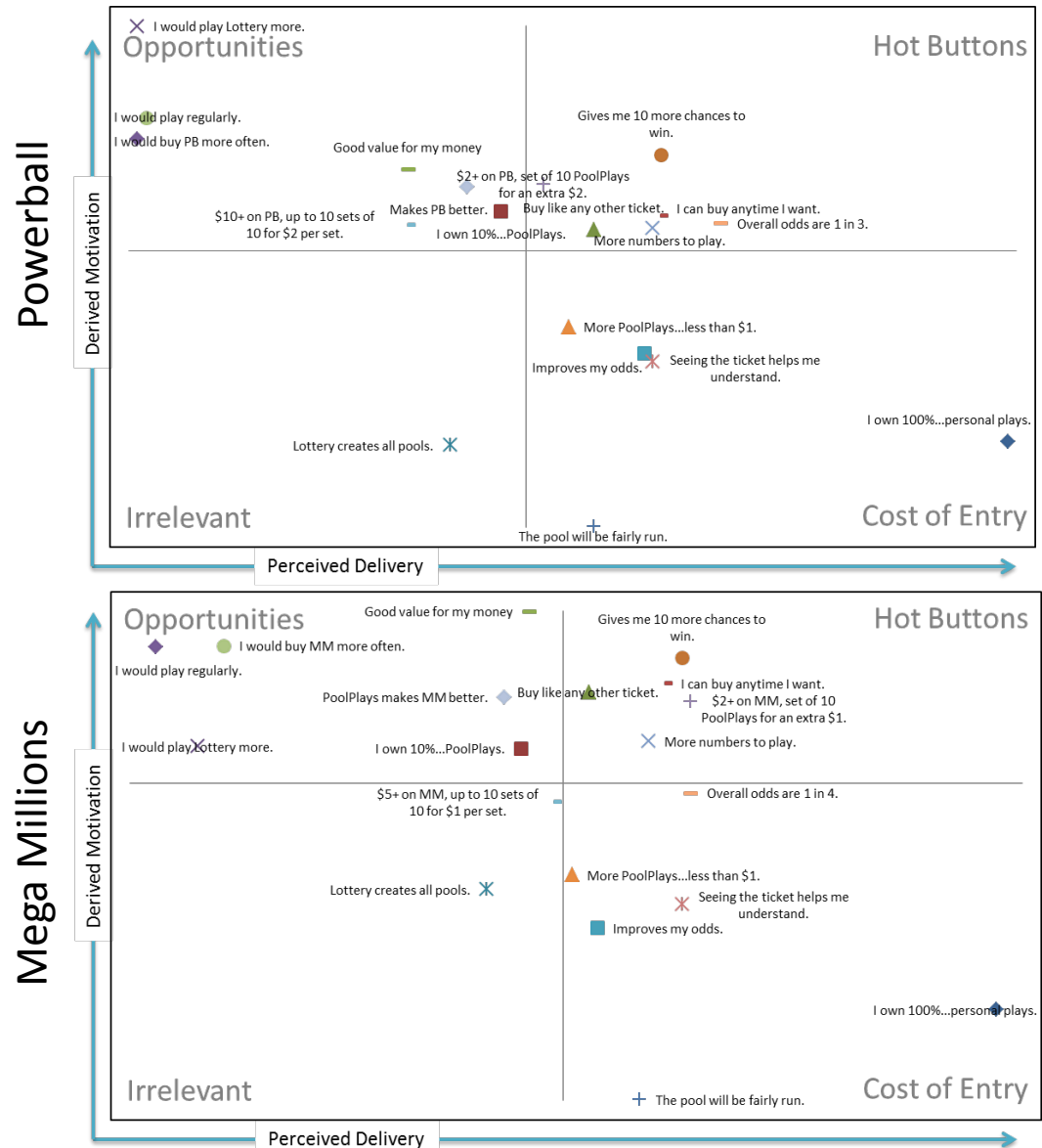
Leverage Grid Analysis

The attributes reviewed were statistically linked to purchase intent to arrive at a derived motivation score. The motivational impact was plotted in relation to the perceived delivery of each of the attributes to highlight the most leveragable attributes to generate trial. A summary of the resulting plots, seen on the following page may be interpreted as follows:



Leveraging PoolPlays

- For both Powerball and Mega Millions, the key value propositions of more numbers and easier to win are clearly communicated and are motivating.
- If the idea of regular play can be communicated, and using PoolingPlus to sell subscription or repeat play, there is substantial upside.
- There appears to be even more upside with Mega Millions at this time.



Conclusions and Recommendations

- Overall, Crestwood believes that the PoolingPlus opportunity has merit for consideration by the New Hampshire Lottery:
 - The base concept has appeal and potential sustainability.
 - The PoolingPlus concept would generate incremental sales for both Powerball and Mega Millions.
 - PoolingPlus can strategically act as a continuity sales device, especially at lower jackpot levels and among lighter, less engaged players
 - PoolingPlus could create further opportunities to build the Mega Millions brand.
- On judgment, Crestwood believes that any sales increases are at risk without:
 - Awareness generation,
 - Highly visible retail merchandising,
 - A simplification of the purchasing requirements which may confuse players initially, and
 - A winner awareness program tied in that provides reminds players of the add-on in the stores.
- We also believe that sales can be increased further through:
 - Moving to a simple one PoolingPlus ticket sale allowed for each base game purchased.
 - Potentially selling PoolingPlus for both Powerball and Mega Millions on the same play slip.
 - Disconnecting sales from the current play slip – consider a play slip that focuses on Quick Pick and Pooling Plus as a primary communications device:

| PoolingPlus – 10 More Chances to Win [Game] | | | |
|---|---------------------------------------|---|--------------------------------------|
| | Step 1 | Step 2 | Step 3 |
| Concept Sample | Select how many [Game] plays you want | Select how many PoolPlays of 10 more chances you want | How many draw would you like to play |
| | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 |
| | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 |
| | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 |
| | <input type="checkbox"/> etc.. | <input type="checkbox"/> etc. | <input type="checkbox"/> etc. |
| | You keep 100% of the winnings | You keep 10% of the winnings | Keep playing! |

Detailed Findings

Current Player Dynamics

Current Play and Spending

Current Pooling Behavior

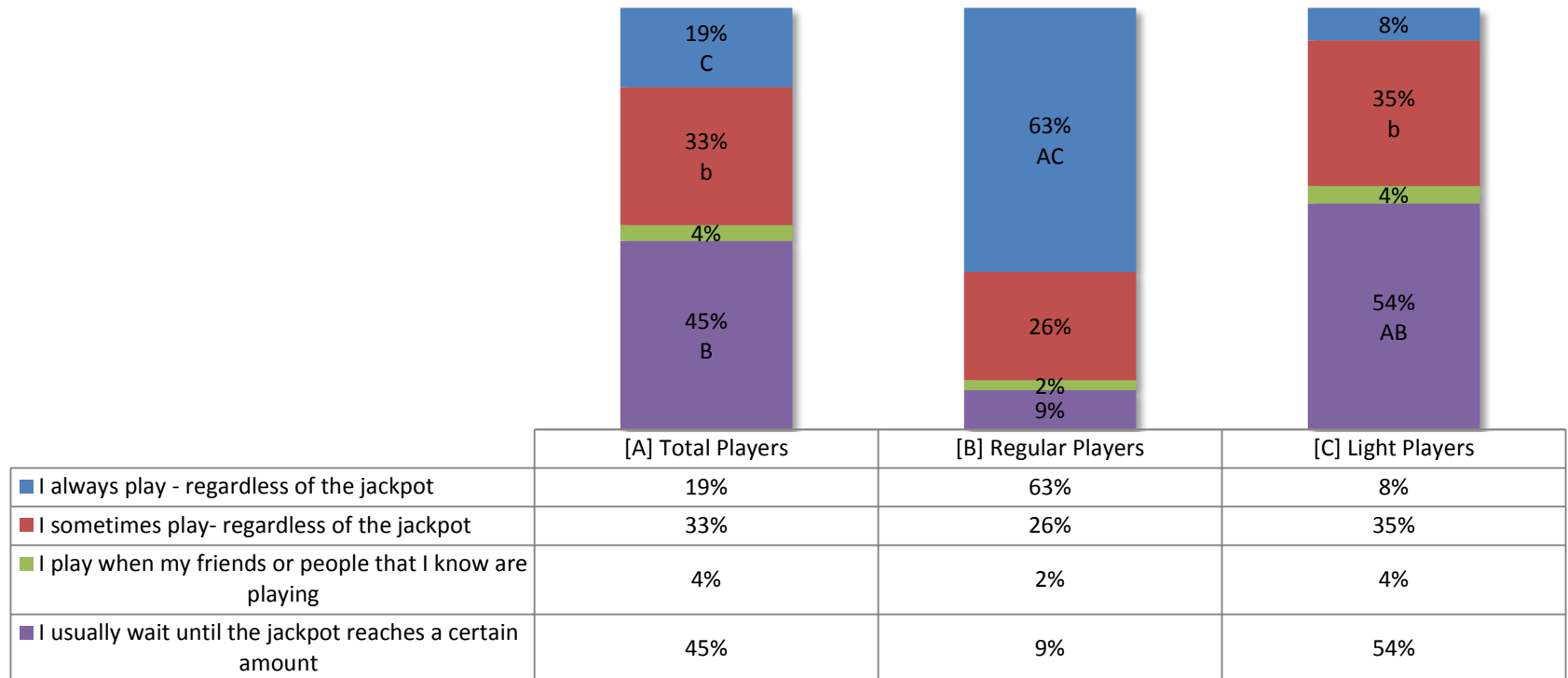
Current Powerball Play

- Overall, 45% of the Powerball Players surveyed wait until the jackpot reaches a predetermined amount before playing – only 19% indicate always playing.
- Regular Players are the most likely to indicate they play always – irrespective of jackpot (63%).
- 54% of Light players wait until the jackpot reaches a certain amount before purchasing Powerball.

Current Powerball Play

Base=All Powerball Players

All Lottery Players (n=483), Regular Players (n=139), Light Players (n=344)



Q2. When playing Powerball by yourself, which of the following statements best describes when you play?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

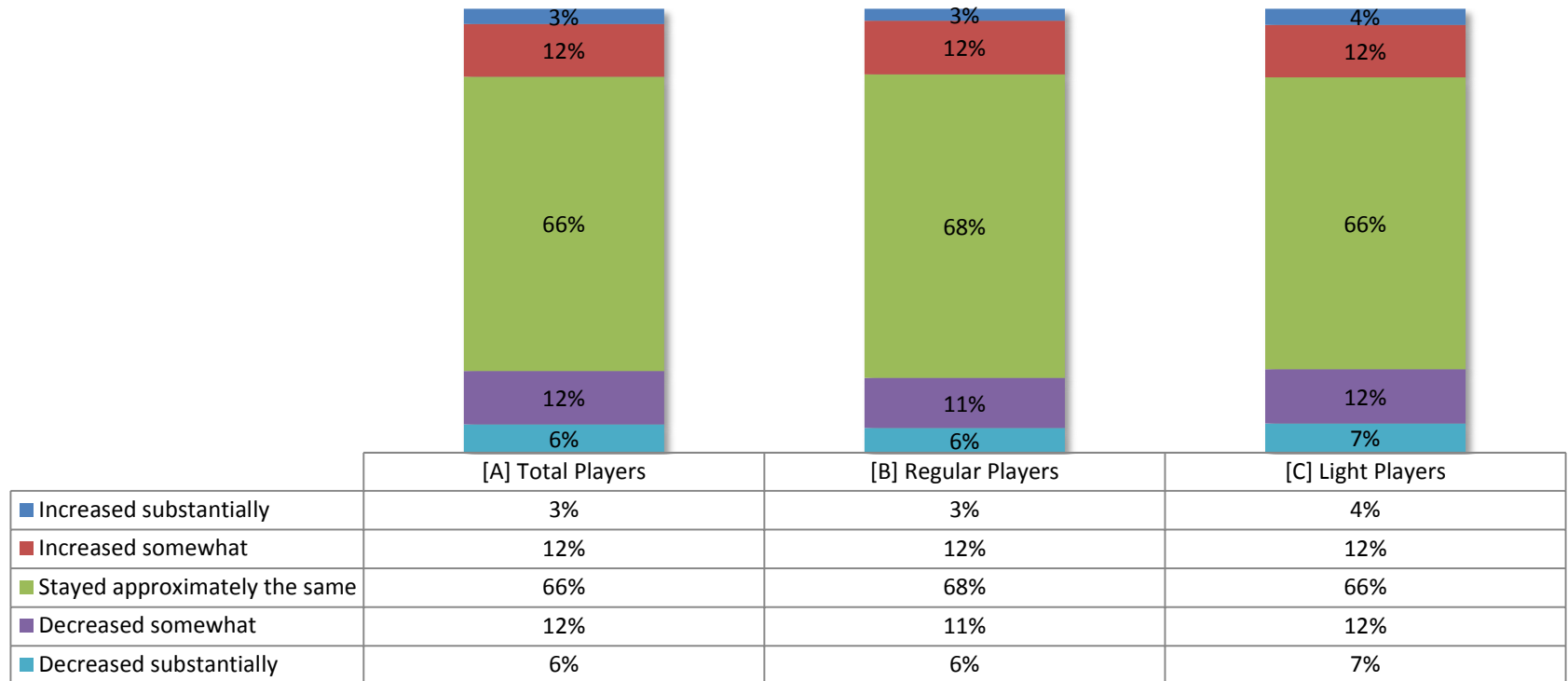
Changes in Powerball Play Over the Past 12 Months

Players spending over the past 12 months for Powerball has stayed about the same.

Changes in Powerball Play Over the Past 12 Months

Base=All Powerball Players

All Lottery Players (n=483), Regular Players (n=139), Light Players (n=344)



Q30_1. How has your spending changed over the past 12 months for each of the following jackpot games?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

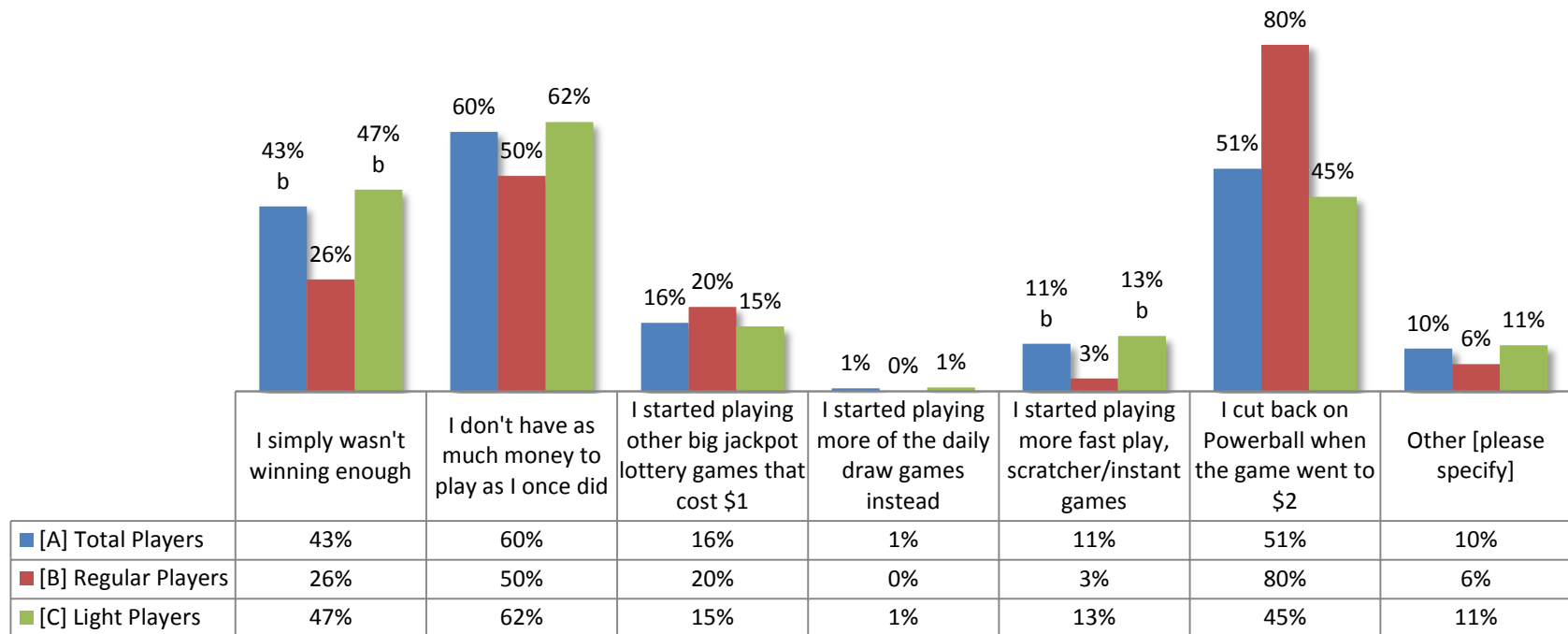
Reasons Identified for Decline in Powerball Spending

- Powerball's price increase to \$2 was cited as the reason for cutting back by slightly more than half of those players reporting that their spending on the game had declined.
- 60% indicated they cut back due to financial reasons and 43% indicated they simply weren't winning enough.

Reasons Identified for Decline in Powerball Spending

Base=All Powerball Players Reducing Spending

All Lottery Players (n=92), Regular Players (n=25*), Light Players (n=67)



Q31. Why has your spending on Powerball decreased over the past 12 months?

Upper case letters indicate significance at the 95% confidence level

Lower case letters indicate significance at the 80% confidence level

*Significance testing not performed due to insufficient sample size

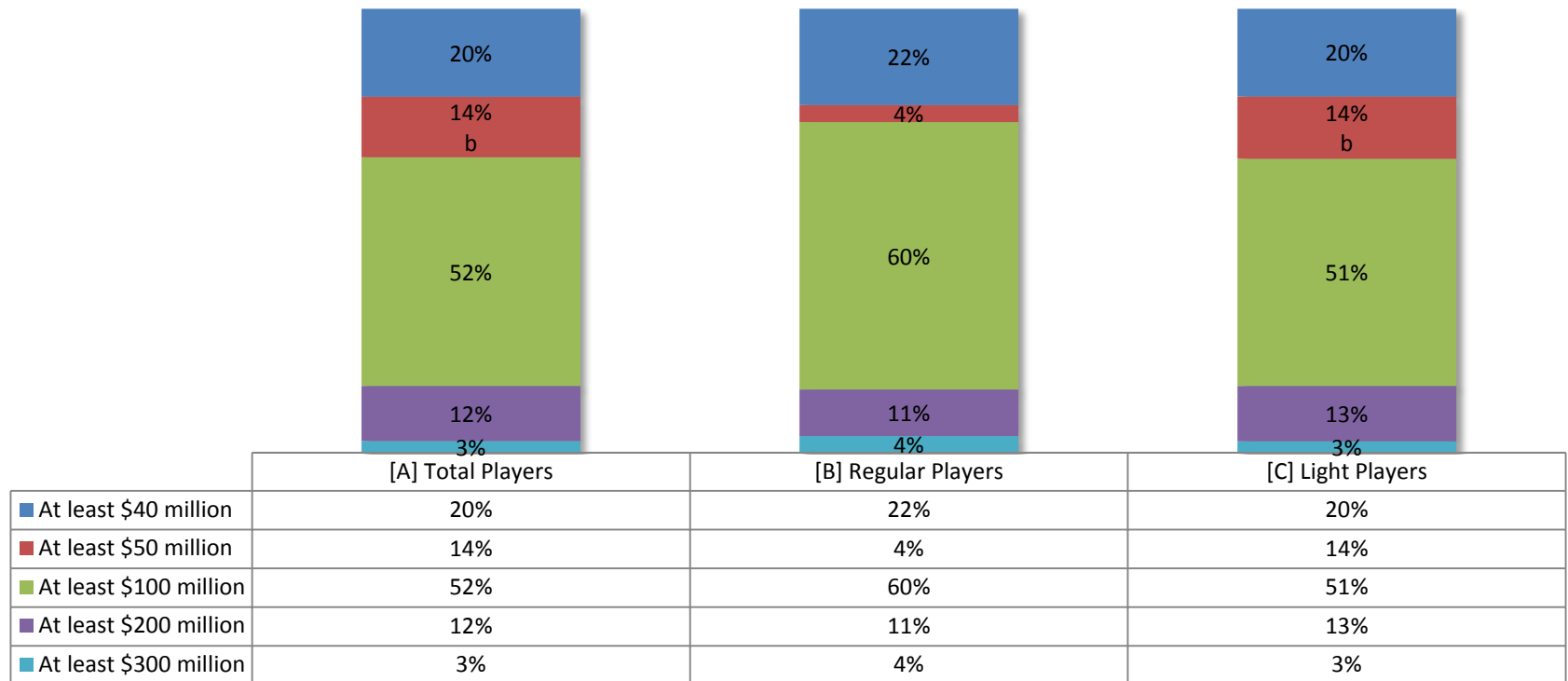
Jackpot Chasing with Powerball

Overall, it appears that most play begins as the Powerball jackpot reaches and exceeds \$100 Million though nearly one third indicate play at the starting levels.

Jackpot Chasing with Powerball

Base=All Powerball Players who wait for jackpot

All Lottery Players (n=210), Regular Players (n=16), Light Players (n=194)

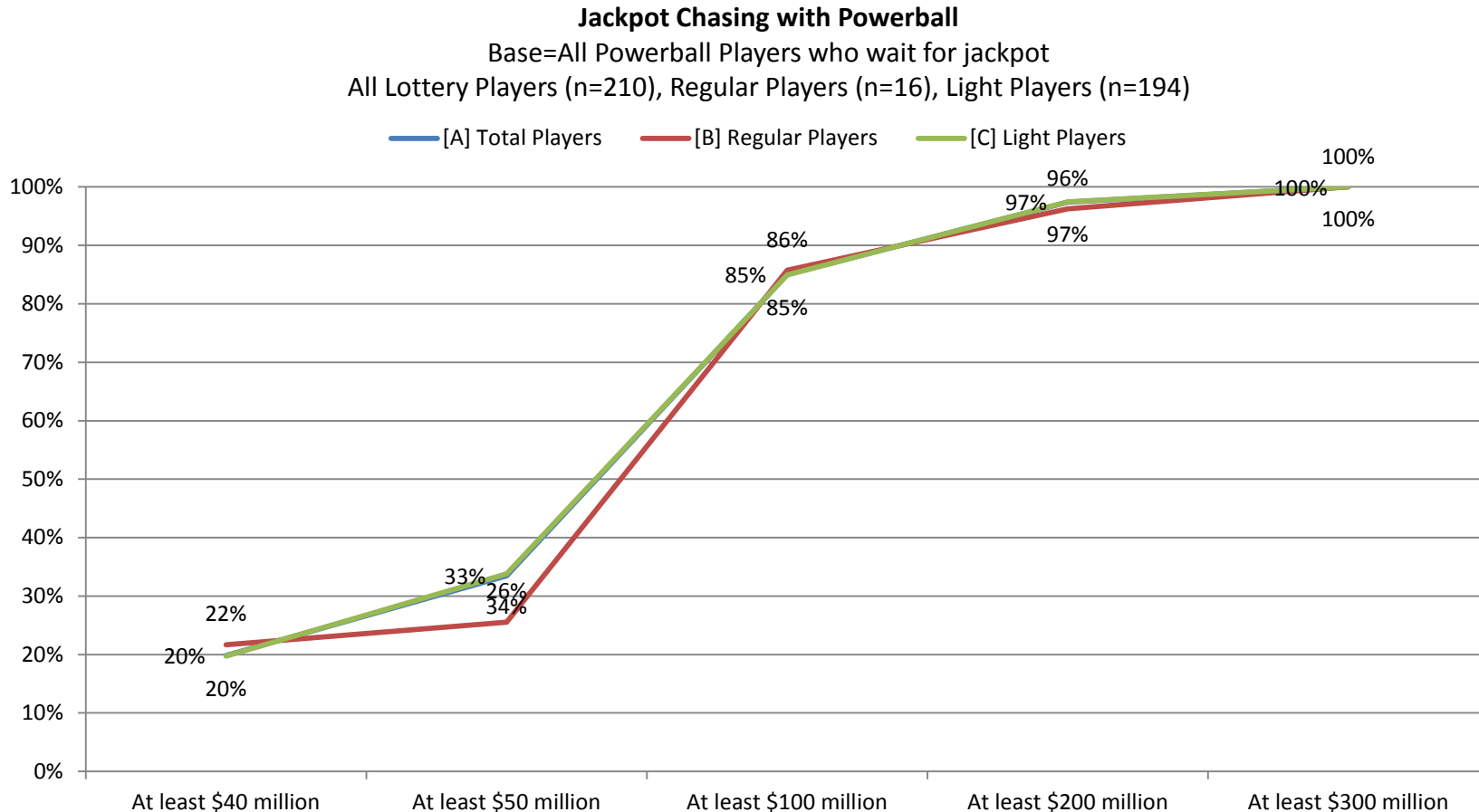


Q3. At which of the following jackpot levels do you usually begin playing Powerball by yourself?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Cumulative Audience - Jackpot Chasing with Powerball

- By the time the Powerball jackpot reaches \$100 Million, approximately 85% of the Regular and Light Players are already in the game.
- Light Players appear slightly more likely to engage early – with 33% playing as early as \$50 Million.



Q3. At which of the following jackpot levels do you usually begin playing Powerball by yourself?

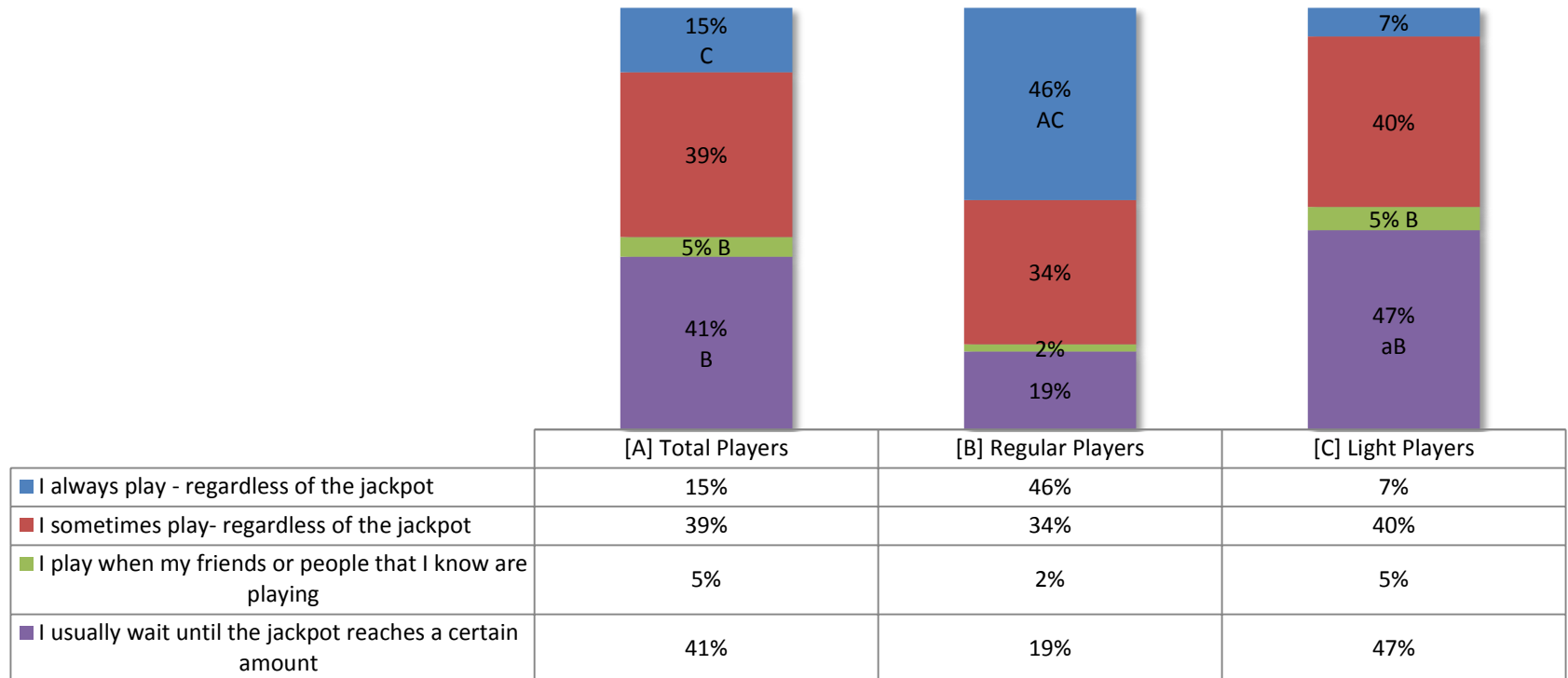
Current Mega Millions Play

- Overall, 41% of the Mega Millions Players surveyed wait until the jackpot reaches a predetermined amount before playing – only 15% indicate always playing.
- Regular Players are the most likely to indicate they play always (46%) – irrespective of jackpot.
- 47% of Light Players wait until the jackpot reaches a certain amount before playing.

Current Mega Millions Play

Base=All Mega Millions Players

All Lottery Players (n=392), Regular Players (n=122), Light Players (n=270)



Q4. When playing Mega Millions by yourself, which of the following statements best describes when you play?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

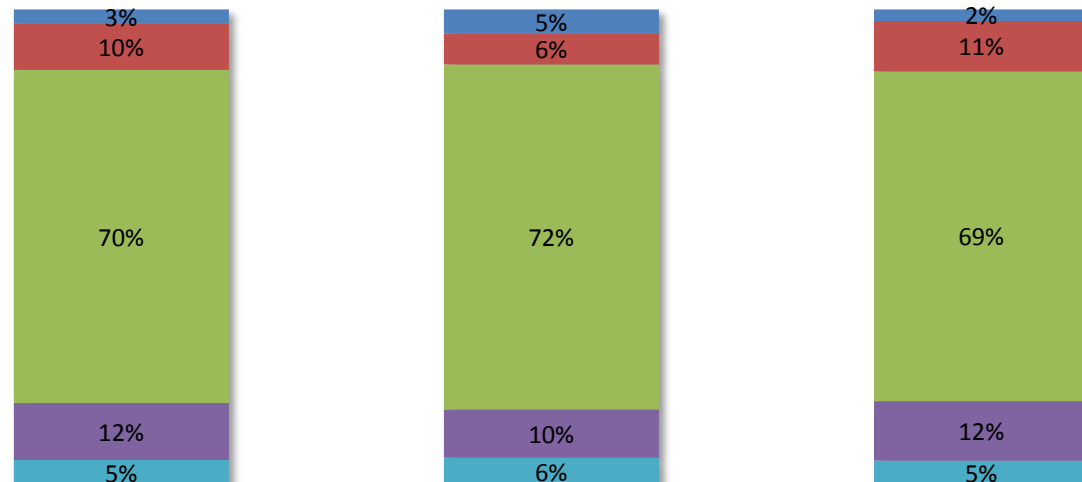
Changes in Mega Millions Play Over the Past 12 Months

Players spending over the past 12 months for Mega Millions has stayed about the same.

Changes in Mega Millions Play Over the Past 12 Months

Base=All Mega Millions Players

All Lottery Players (n=392), Regular Players (n=122), Light Players (n=270)



| | [A] Total Players | [B] Regular Players | [C] Light Players |
|---------------------------------|-------------------|---------------------|-------------------|
| ■ Increased substantially | 3% | 5% | 2% |
| ■ Increased somewhat | 10% | 6% | 11% |
| ■ Stayed approximately the same | 70% | 72% | 69% |
| ■ Decreased somewhat | 12% | 10% | 12% |
| ■ Decreased substantially | 5% | 6% | 5% |

Q30_1. How has your spending changed over the past 12 months for each of the following jackpot games?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

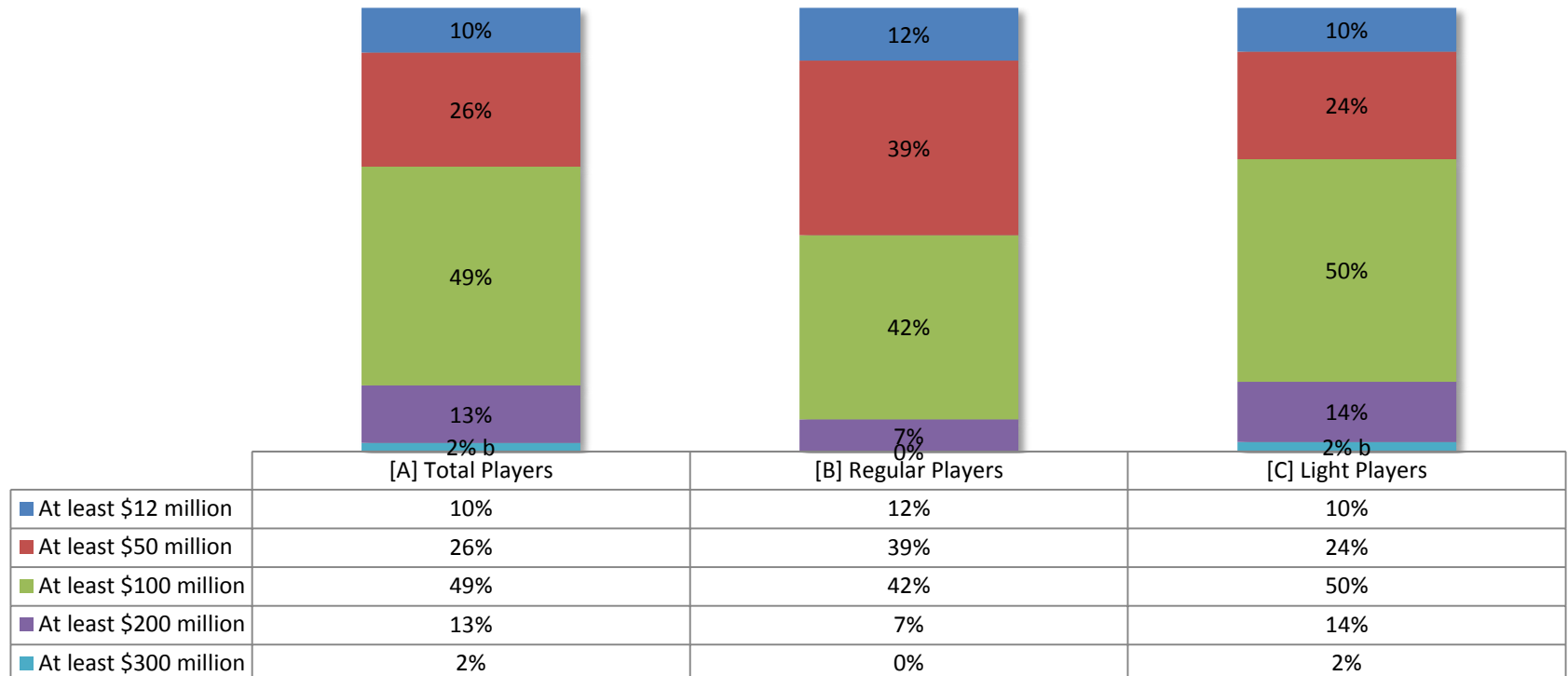
Jackpot Chasing with Mega Millions

- Overall, it appears that most play begins as the Mega Millions jackpot reaches and exceeds \$100 Million.
- Regular Players begin playing earlier while Light Players wait for the \$100 Million threshold.

Jackpot Chasing with Mega Millions

Base=All Mega Millions Players who wait for jackpot

All Lottery Players (n=159), Regular Players (n=25), Light Players (n=134)

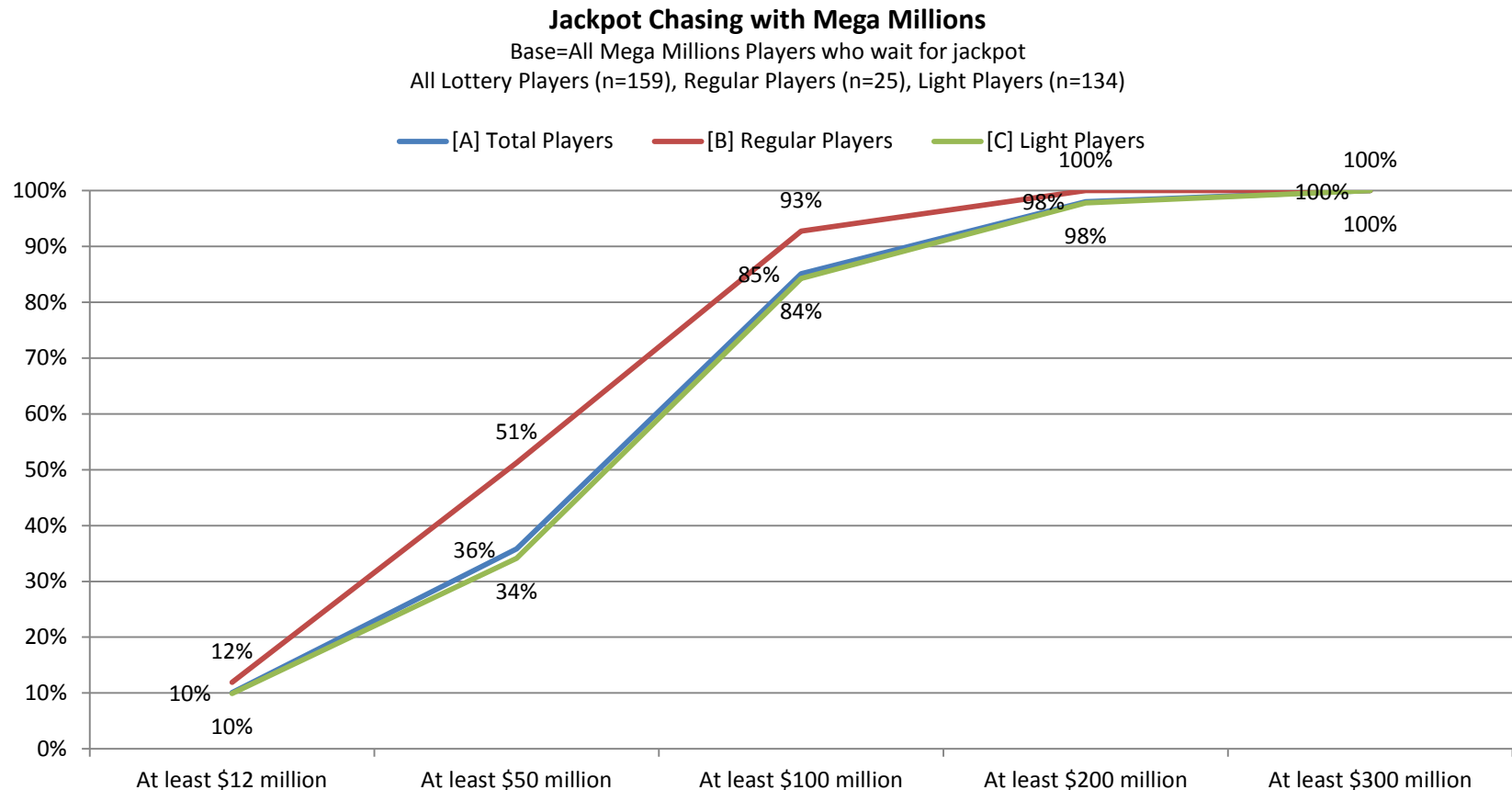


Q5. At which of the following jackpot levels do you usually begin playing Mega Millions by yourself?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Cumulative Audience - Jackpot Chasing with Mega Millions

- By the time the Mega Millions jackpot reaches \$100 Million, approximately 93% of the Regular Players and 84% of the Light Players are already in the game.
- Regular Players are more likely to engage early – with 51% playing as early as \$50 Million.
- Light Players tend to wait for the \$100 Million threshold to be breached.



Q5. At which of the following jackpot levels do you usually begin playing Mega Millions by yourself?

Upper case letters indicate significance at the 95% confidence level
 Lower case letters indicate significance at the 80% confidence level

Current Player Dynamics

Current Play and Spending

Current Pooling Behavior

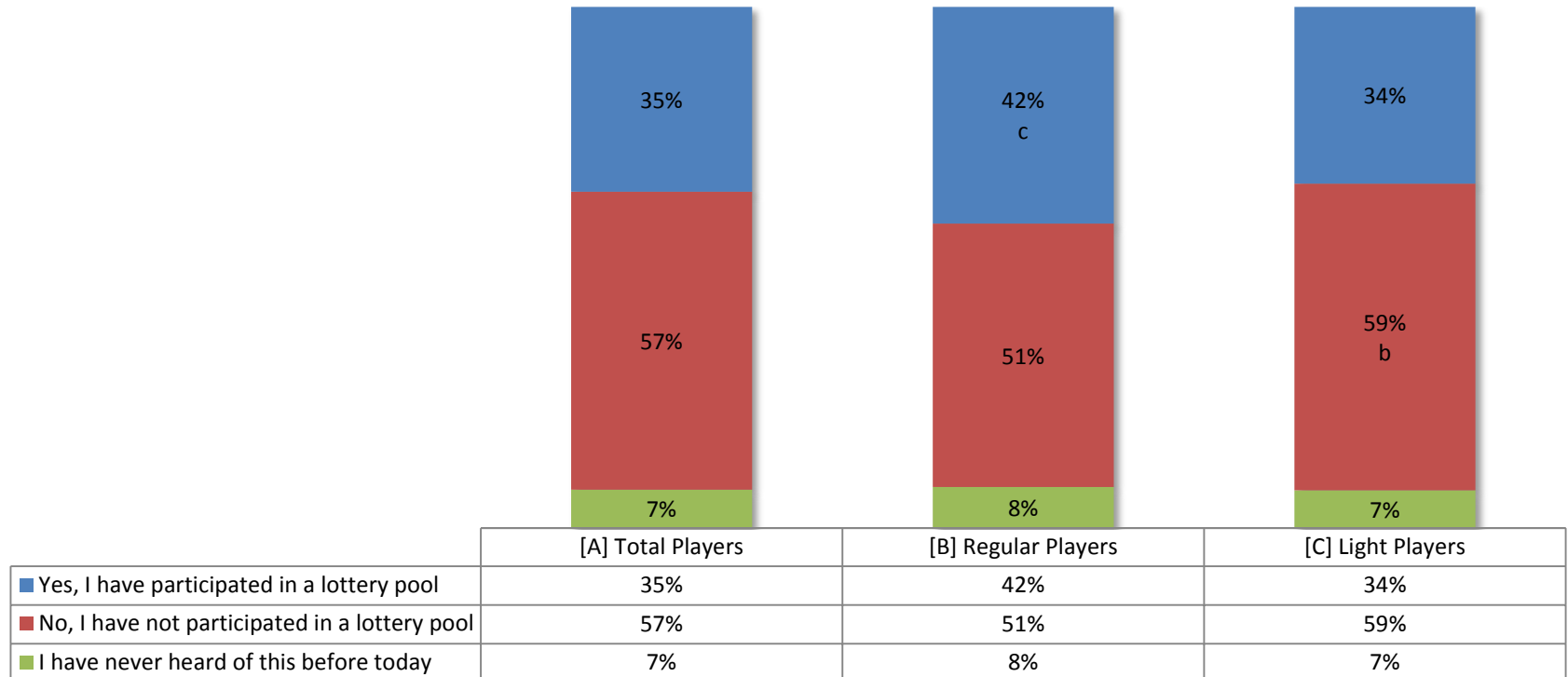
Overall Pool Experience

Overall, 42% of the Regular Players and 34% of the Light Players surveyed have participated in a Lottery Pool.

Pool Experience

Base=All Players

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q6. Have you ever participated in a Lottery Pool where a group of Lottery players collect money for the purchase of Lottery tickets with the intent of splitting any winnings amongst the group?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Pros and Cons of Lottery Pools – Player Verbatim Responses

- Those with experience like the chances to improve one's chances by having more numbers in play.
- Dislikes are primarily centered about the conflict that can arise around sharing the winnings.

Likes

You can pool more money together which gives you a better chance of winning.

Greater chance of winning with more tickets purchased.

The excitement of actually winning and the larger the group the better chance of winning.

It increases our chances of winning - we usually get a good 30-40 people and therefore have 30-40 numbers to play!

Dislikes

The winnings will need to be divided which can lead to conflicts. I also have questions as to how one handles this issue as far as taxes are concerned.

There is always someone in the group who is dishonest.

People fight about the money.

Having to share small winnings.

Q7. What, if anything do you like about Lottery pools?

Q8. What, if anything do you not like about Lottery pools?

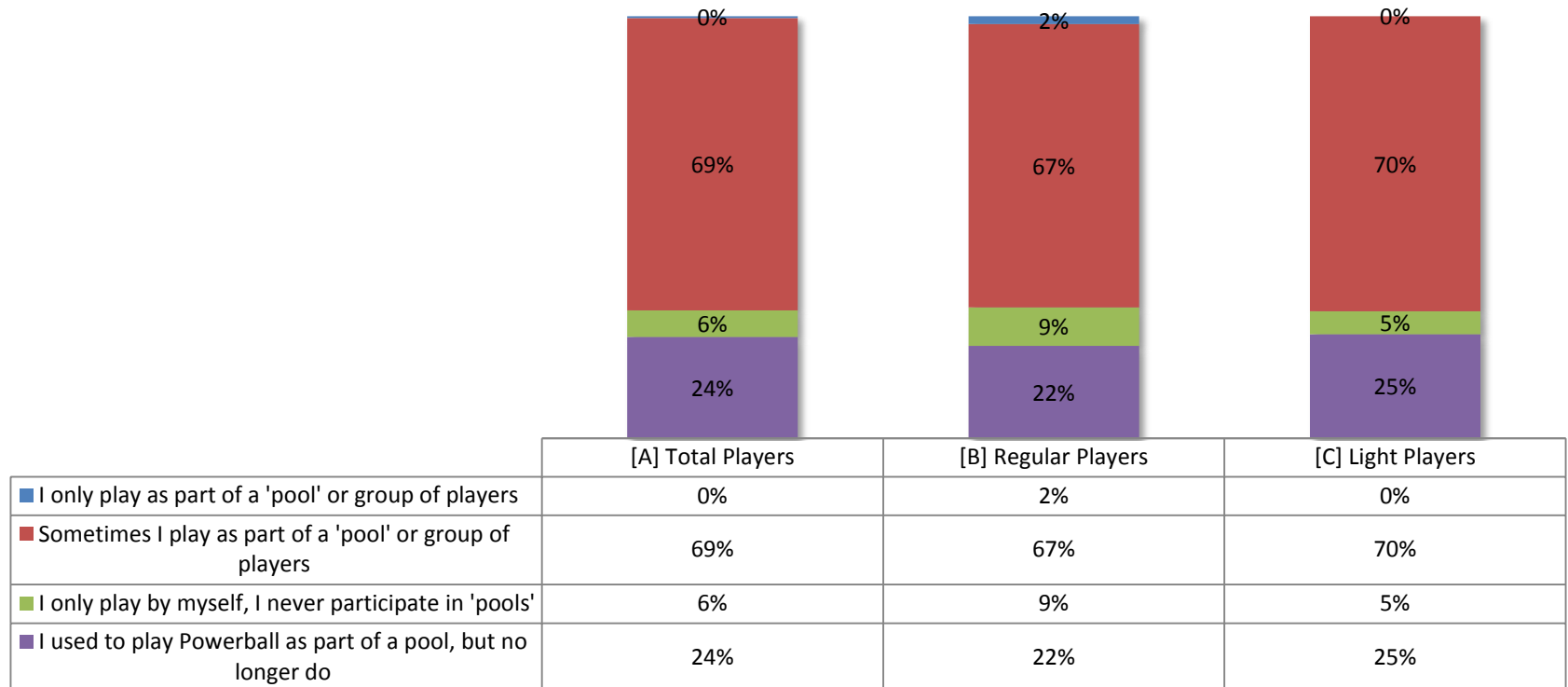
Current Powerball Pooling Behavior

- Most Powerball Pool Players participate in pools *sometimes*.
- 24% used to play Powerball in a pool, but no longer do.

Current Powerball Pooling Behavior

Base = Powerball Players who Participated in Pools

All Lottery Players (n=186), Regular Players (n=56), Light Players (n=130)



Q9. Which of the following statements best describes how you play Powerball with regards to Powerball pools?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Reasons for Not Pooling with Powerball

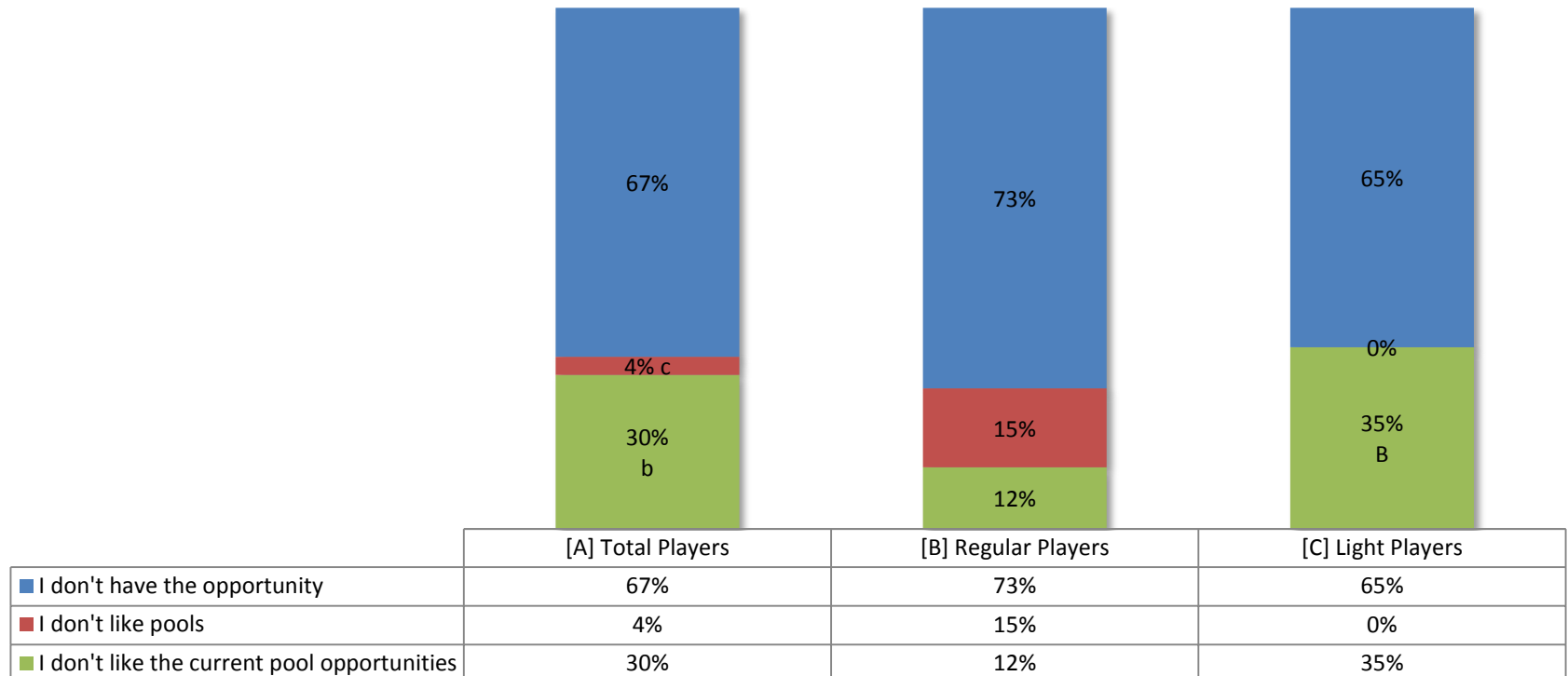
Among those who don't participate in pools for Powerball:

- 73% of Regular Players and 65% of Light Players *don't have the opportunity* to participate in pools.
- 30% of all respondents *don't like the current pool opportunities*.

Reasons for Not Pooling with Powerball

Base = Powerball Players who Do Not Pool

All Lottery Players (n=58), Regular Players (n=19*), Light Players (n=39)



Q10. Why do you not participate in Powerball pools?

Upper case letters indicate significance at the 95% confidence level
 Lower case letters indicate significance at the 80% confidence level
 *Significance testing not performed due to insufficient sample size

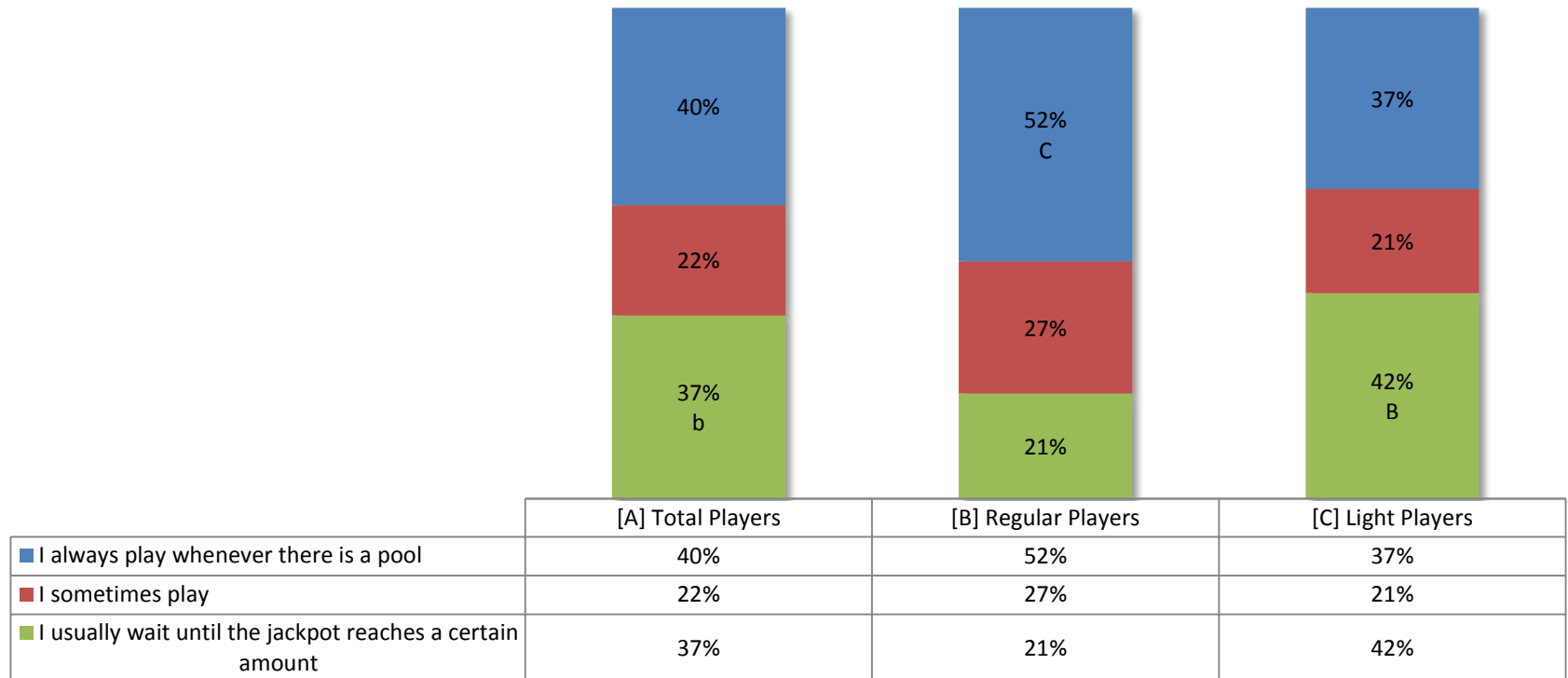
Participation of Powerball Pools Among Pool Players

- Overall, 62% of players participate in Powerball pools regardless of the jackpots.
- 37% of pool players wait until the jackpot reaches a certain amount before participating in Powerball pools.

Participation of Powerball Pools Among Pool Players

Base = Powerball Players who Ever Pool

All Lottery Players (n=128), Regular Players (n=37), Light Players (n=91)

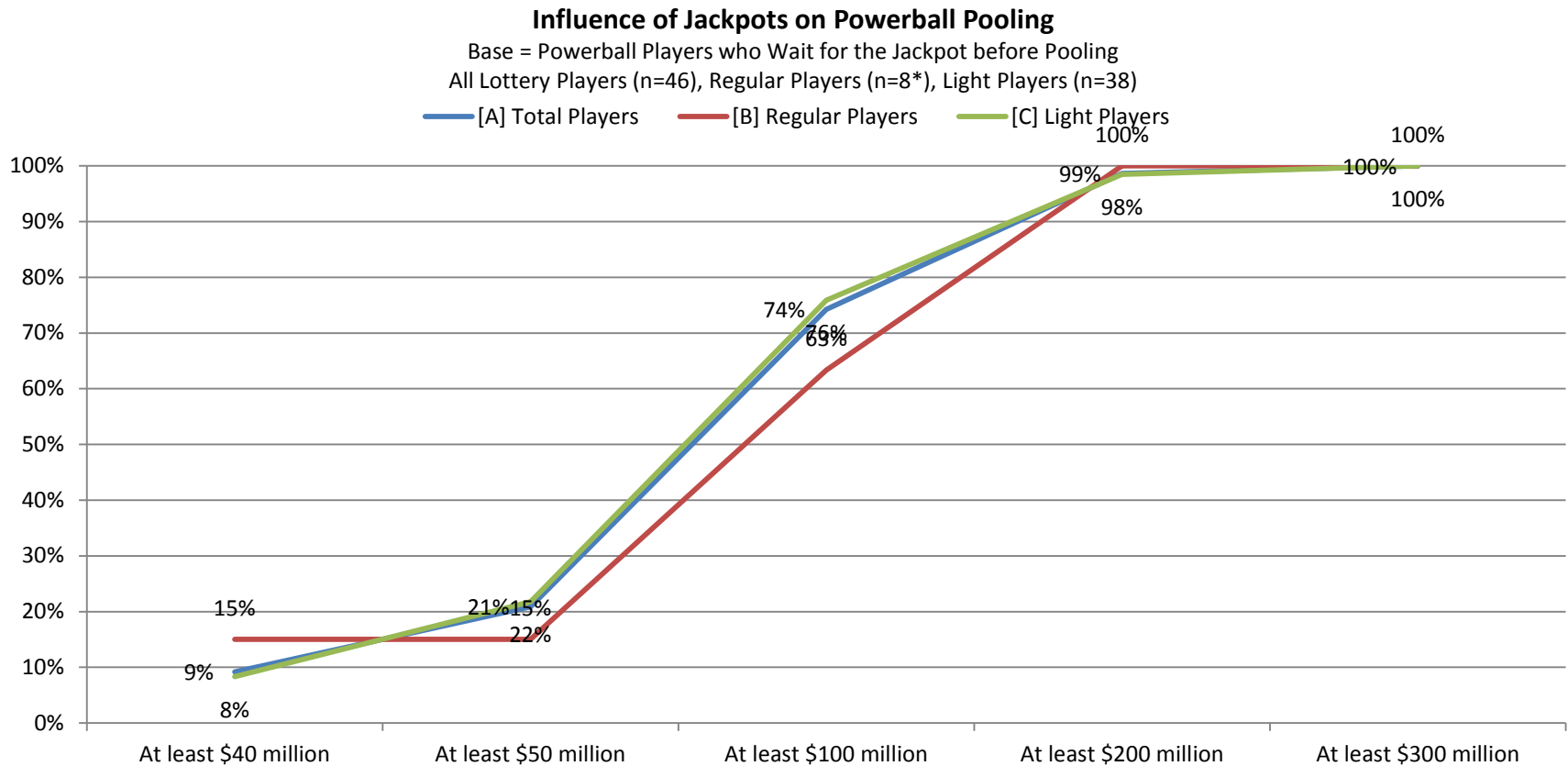


Q11. When you are playing Powerball as part of a pool or group, which of the following statements best describes when you play?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Influence of Jackpots on Powerball Pooling

Those who wait for the Powerball jackpot to reach a certain amount before joining a pool generally wait for the jackpot to reach \$100 million or more before pooling tickets.



Q12. At which of the following jackpot levels do you usually join the Powerball pool?

Upper case letters indicate significance at the 95% confidence level
 Lower case letters indicate significance at the 80% confidence level
 *Significance testing not performed due to insufficient sample size

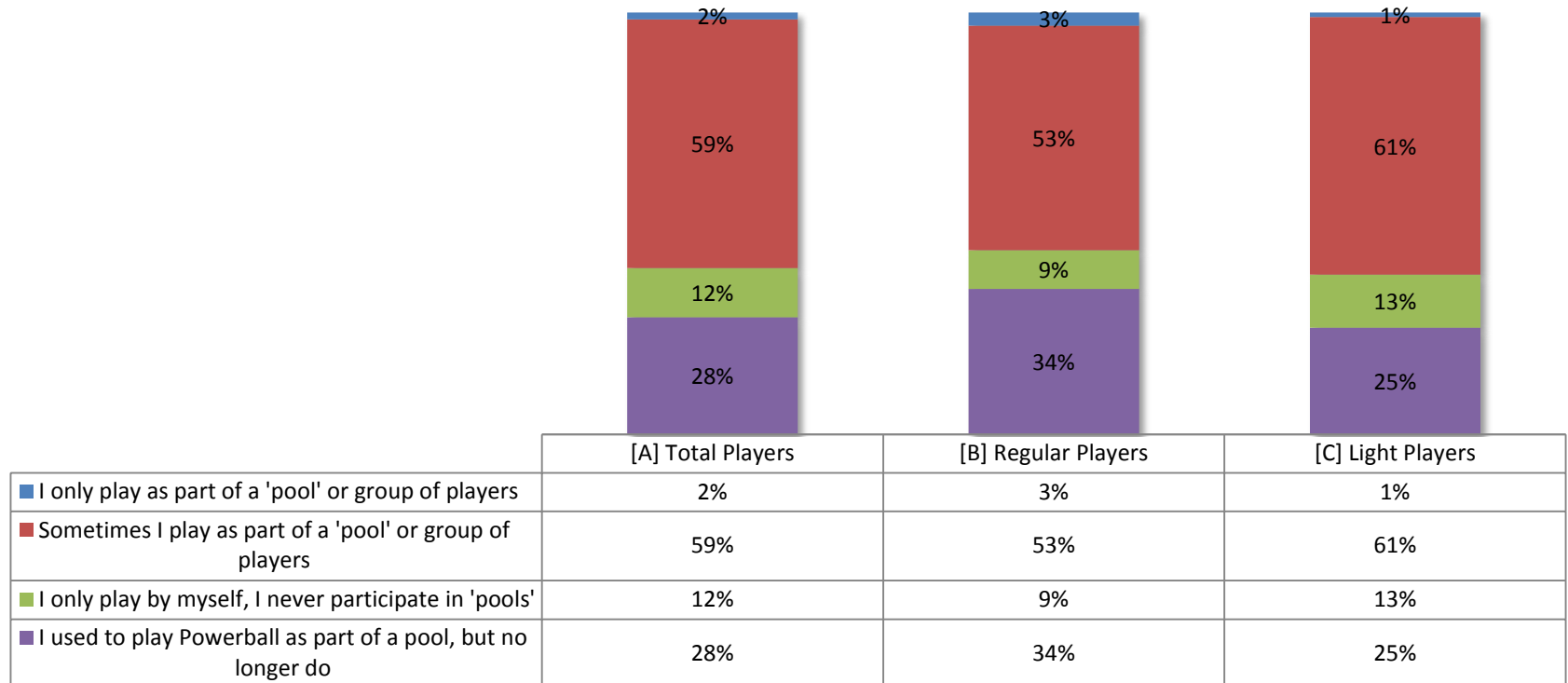
Current Mega Millions Pooling Behavior

- Overall, most Mega Millions Pool Players participate in pools *sometimes*.
- 28% of respondents used to play as part of a pool, but no longer do.

Current Mega Millions Pooling Behavior

Base = Mega Millions Players who Participated in Pools

All Lottery Players (n=157), Regular Players (n=55), Light Players (n=102)



Q13. Which of the following statements best describes how you play Mega Millions with regard to Mega Millions pools?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Reasons for Not Pooling with Mega Millions

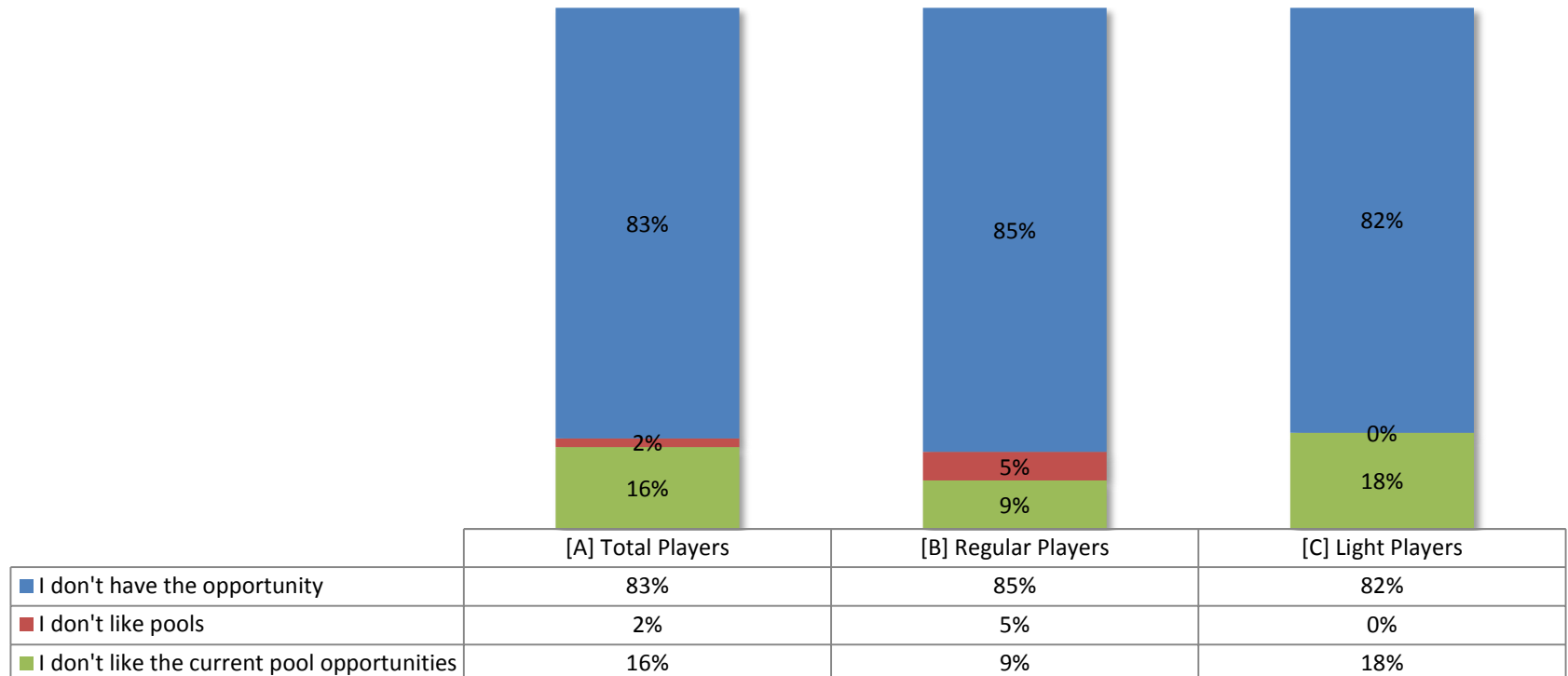
Among those who don't participate in pools for Mega Millions:

- 85% of Regular Players and 82% of Light Players *don't have the opportunity* to participate in pools.
- 16% of respondents *don't like the current pool opportunities*.

Reasons for Not Pooling with Mega Millions

Base = Mega Millions Players who Do Not Pool

All Lottery Players (n=67), Regular Players (n=28*), Light Players (n=39)



Q14. Why do you not participate in Mega Millions pools?

Upper case letters indicate significance at the 95% confidence level

Lower case letters indicate significance at the 80% confidence level

*Significance testing not performed due to insufficient sample size

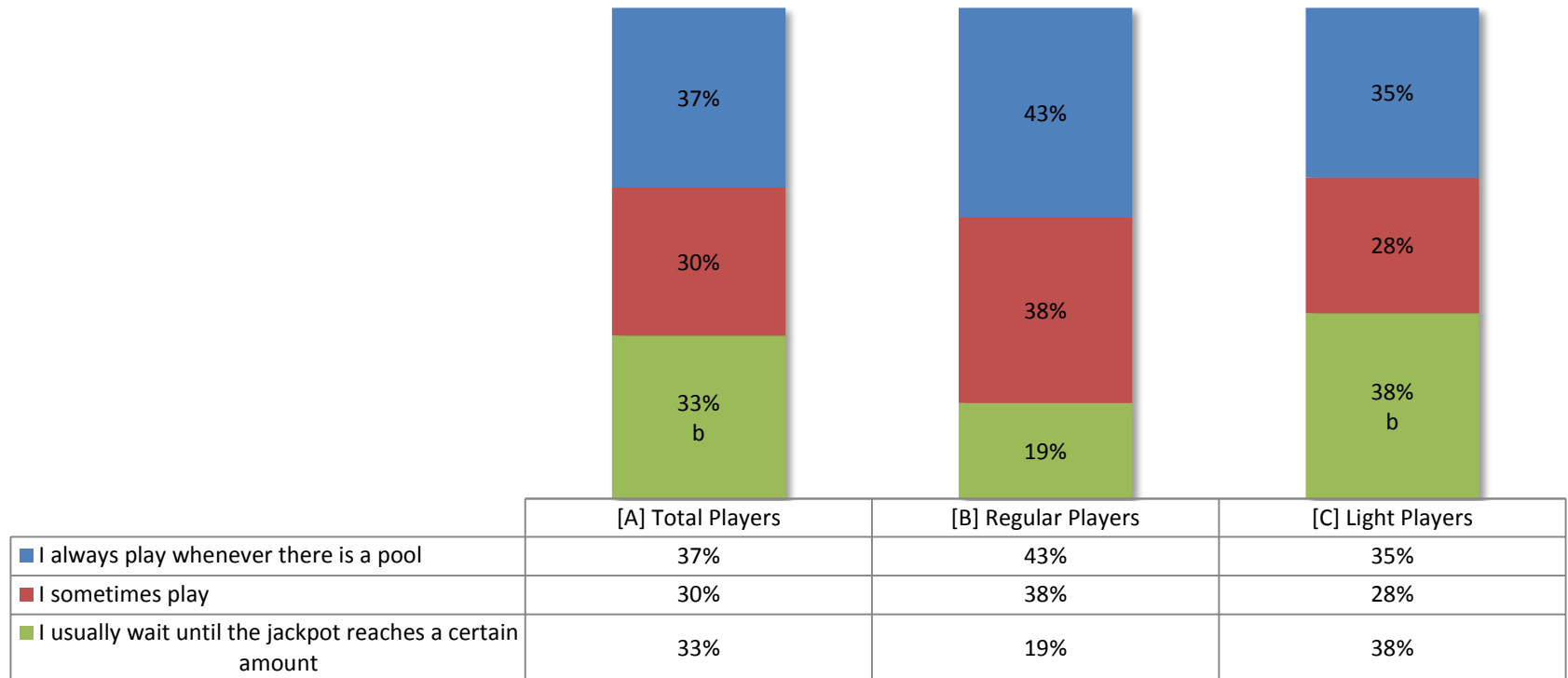
Participation of Mega Millions Pools Among Pool Players

- Overall, 67% of pool players participate in Mega Millions pools regardless of the jackpots.
- 33% of pool players wait until the jackpot reaches a certain amount before participating in Mega Millions pools.

Participation of Mega Millions Pools Among Pool Players

Base = Mega Millions Players who Ever Pool

All Lottery Players (n=90), Regular Players (n=27*), Light Players (n=63)

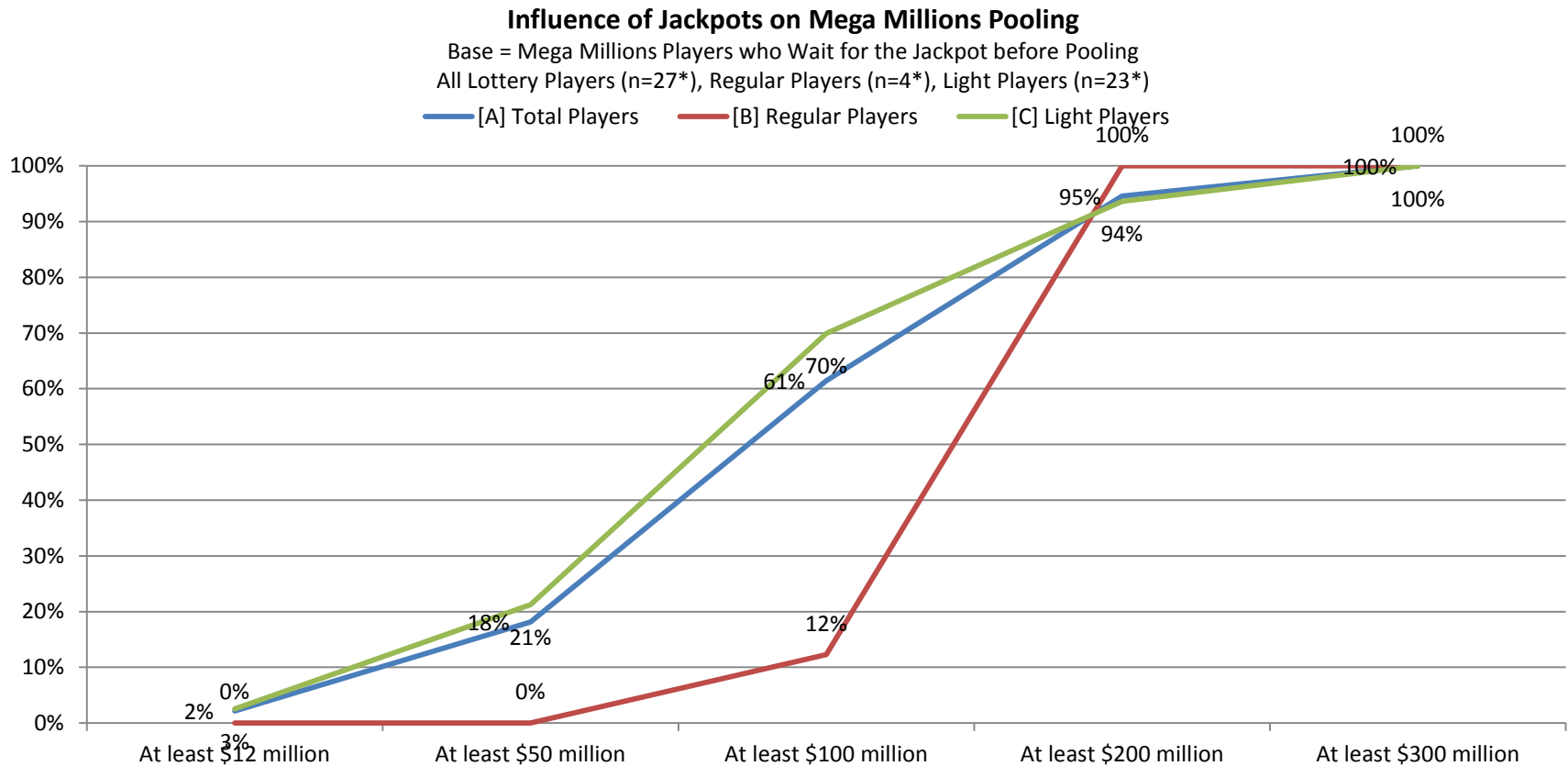


Q15. When you are playing Mega Millions as part of a pool or group, which of the following statements best describes when you play?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Influence of Jackpots on Mega Millions Pooling

Those who wait for the Mega Millions jackpot to reach a certain amount before joining a pool generally wait for the jackpot to reach \$100 million or more before pooling tickets.



Q16. At which of the following jackpot levels do you usually join the Mega Millions pool?

Upper case letters indicate significance at the 95% confidence level
 Lower case letters indicate significance at the 80% confidence level
 *Significance testing not performed due to insufficient sample size

PoolingPlus Evaluation

Trial Intent
Frequency of Play
Perceptions
Play Scenarios

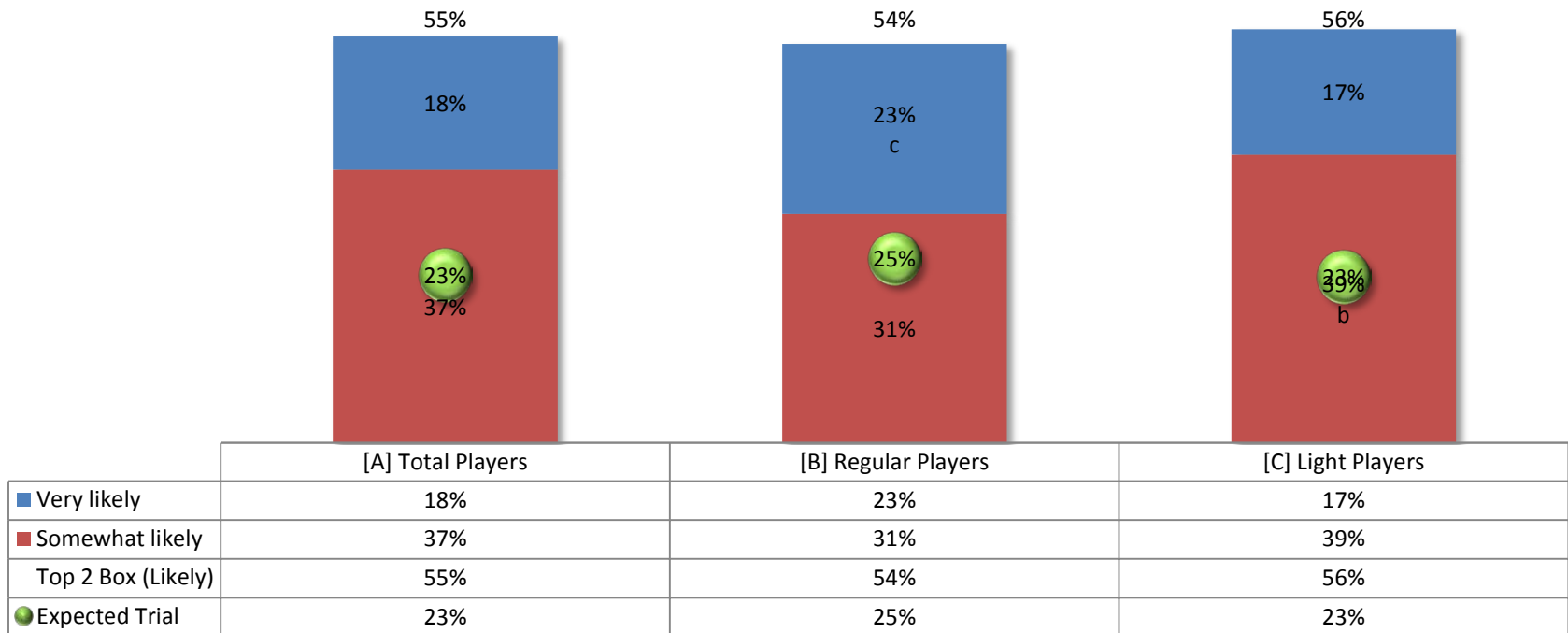
Stated and Estimated Trial Intent for PoolingPlus for Powerball

Assuming 100% awareness of PoolingPlus, estimated trial among prospective Powerball Players would be about one quarter of the Players.

Stated and Estimated Trial Intent for PoolingPlus for Powerball

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q19_1. Based on this description, if PoolPlays were available, how likely would you be to buy it the next time you purchase Powerball?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

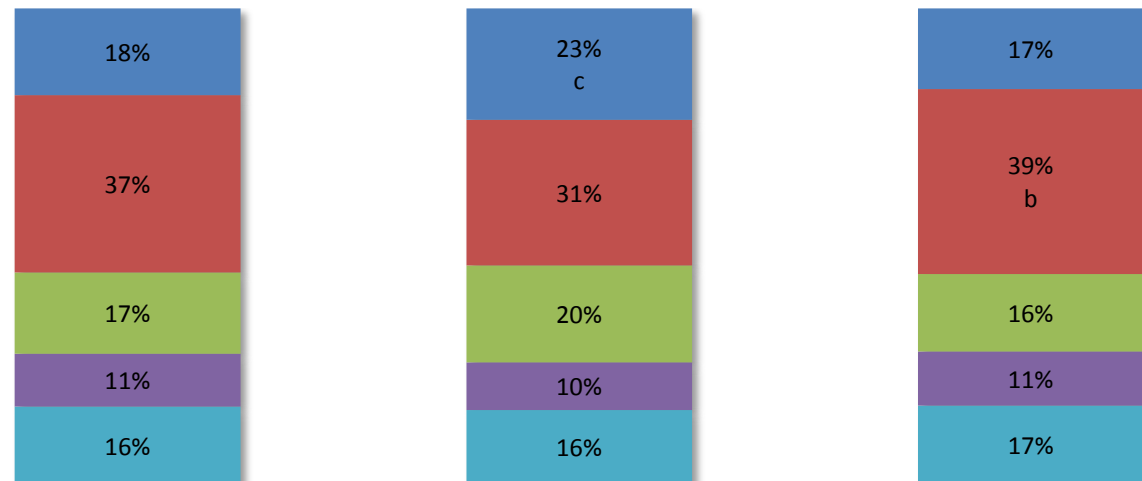
Trial Intent for PoolingPlus for Powerball

- PoolingPlus for Powerball is appealing to New Hampshire Lottery players.
- 55% of respondents indicated they would likely purchase PoolingPlus for Powerball if it were available.

Trial Intent for PoolingPlus for Powerball

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



| | [A] Total Players | [B] Regular Players | [C] Light Players |
|-----------------------------|-------------------|---------------------|-------------------|
| Very likely | 18% | 23% | 17% |
| Somewhat likely | 37% | 31% | 39% |
| Neither likely nor unlikely | 17% | 20% | 16% |
| Somewhat unlikely | 11% | 10% | 11% |
| Very unlikely | 16% | 16% | 17% |

Q19_1. Based on this description, if PoolPlays were available, how likely would you be to buy it the next time you purchase Powerball?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

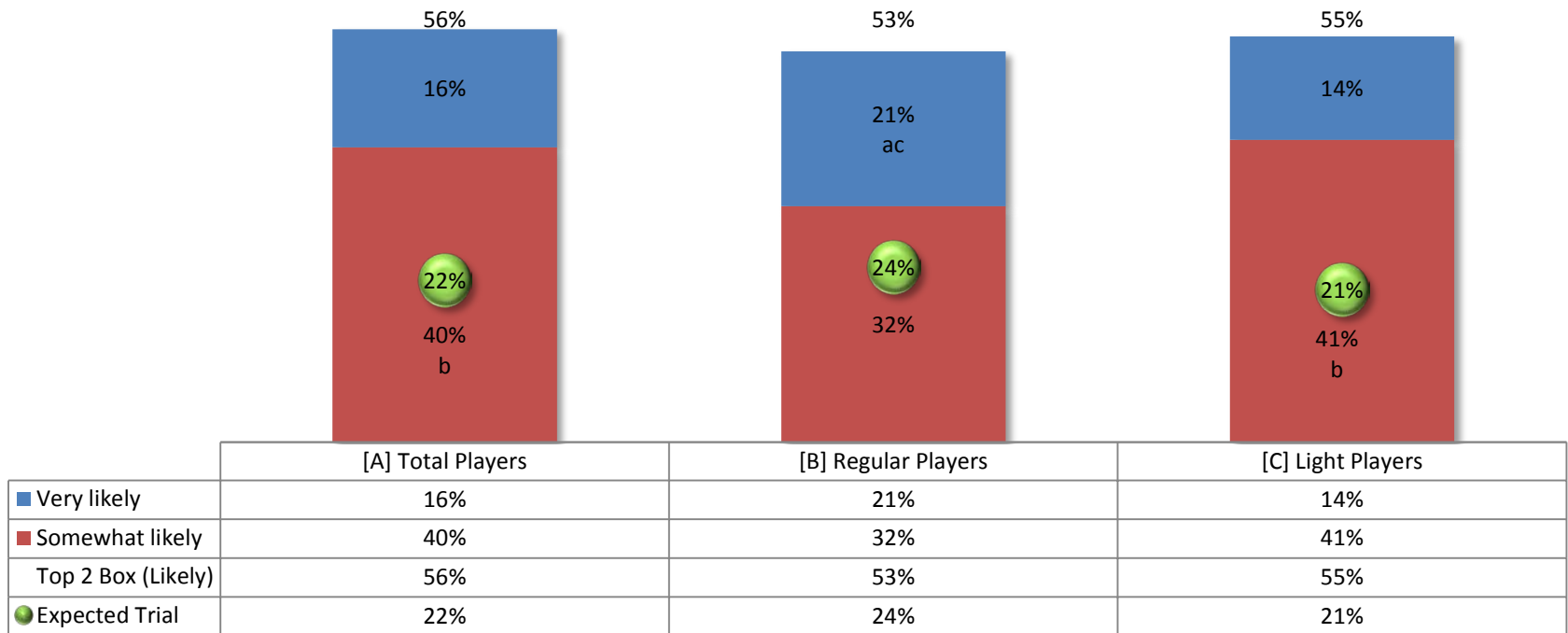
Stated and Estimated Trial Intent for PoolingPlus for Mega Millions

Assuming 100% awareness for PoolingPlus, estimated trial among prospective Mega Millions Players would be about one quarter of Players.

Stated and Estimated Trial Intent for PoolingPlus for Mega Millions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q19_2. Based on this description, if PoolPlays were available, how likely would you be to buy it the next time you purchase Mega Millions?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

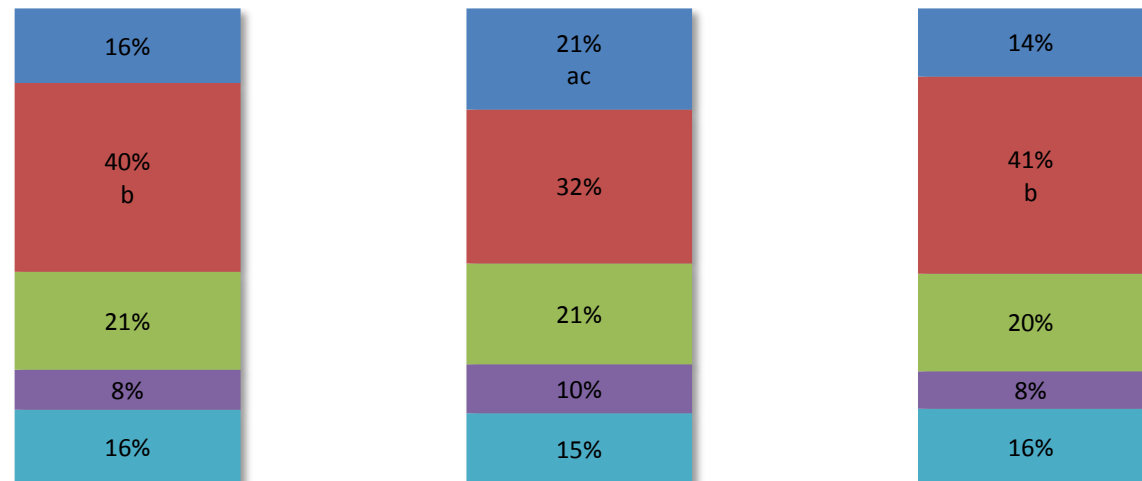
Trial Intent for PoolingPlus for Mega Millions

- PoolingPlus for Mega Millions is appealing to New Hampshire Lottery players.
- 56% of respondents indicated they would likely purchase PoolingPlus for Mega Millions if it were available.

Trial Intent for PoolingPlus for Mega Millions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



| | [A] Total Players | [B] Regular Players | [C] Light Players |
|-----------------------------|-------------------|---------------------|-------------------|
| Very likely | 16% | 21% | 14% |
| Somewhat likely | 40% | 32% | 41% |
| Neither likely nor unlikely | 21% | 21% | 20% |
| Somewhat unlikely | 8% | 10% | 8% |
| Very unlikely | 16% | 15% | 16% |

Q19_2. Based on this description, if PoolPlays were available, how likely would you be to buy it the next time you purchase Mega Millions?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

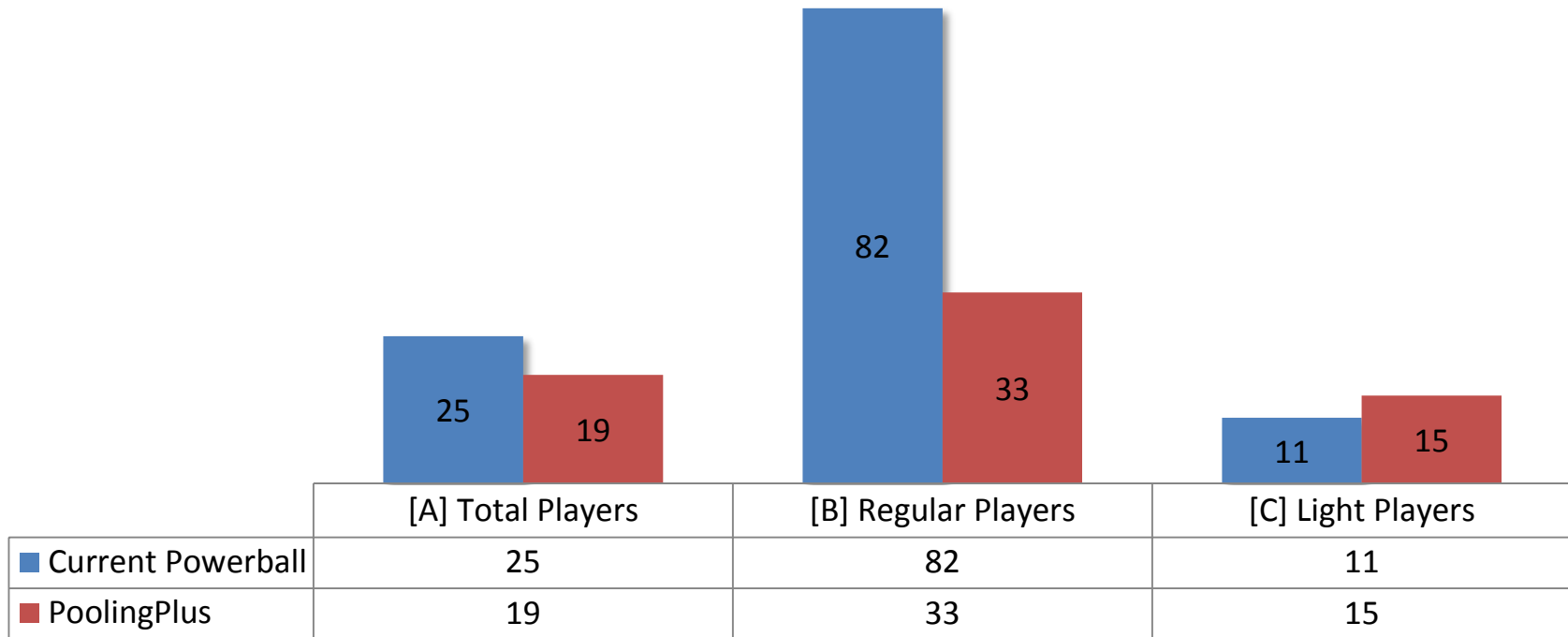
Anticipated Frequency of Play: PoolingPlus for Powerball

- Regular Players anticipate they would play this add on more frequently when playing Powerball than Light Players.
- Regular Players anticipate they would play PoolingPlus less than once a week, or 33 times per year; PoolingPlus would be more of an occasional occurrence for Light Players – about 15 times per year.

Anticipated Frequency of Play: PoolingPlus for Powerball

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q20_1. Based on this description, if PoolPlays were available, how often do you think you would you buy it?
Note this game has drawings twice weekly.

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

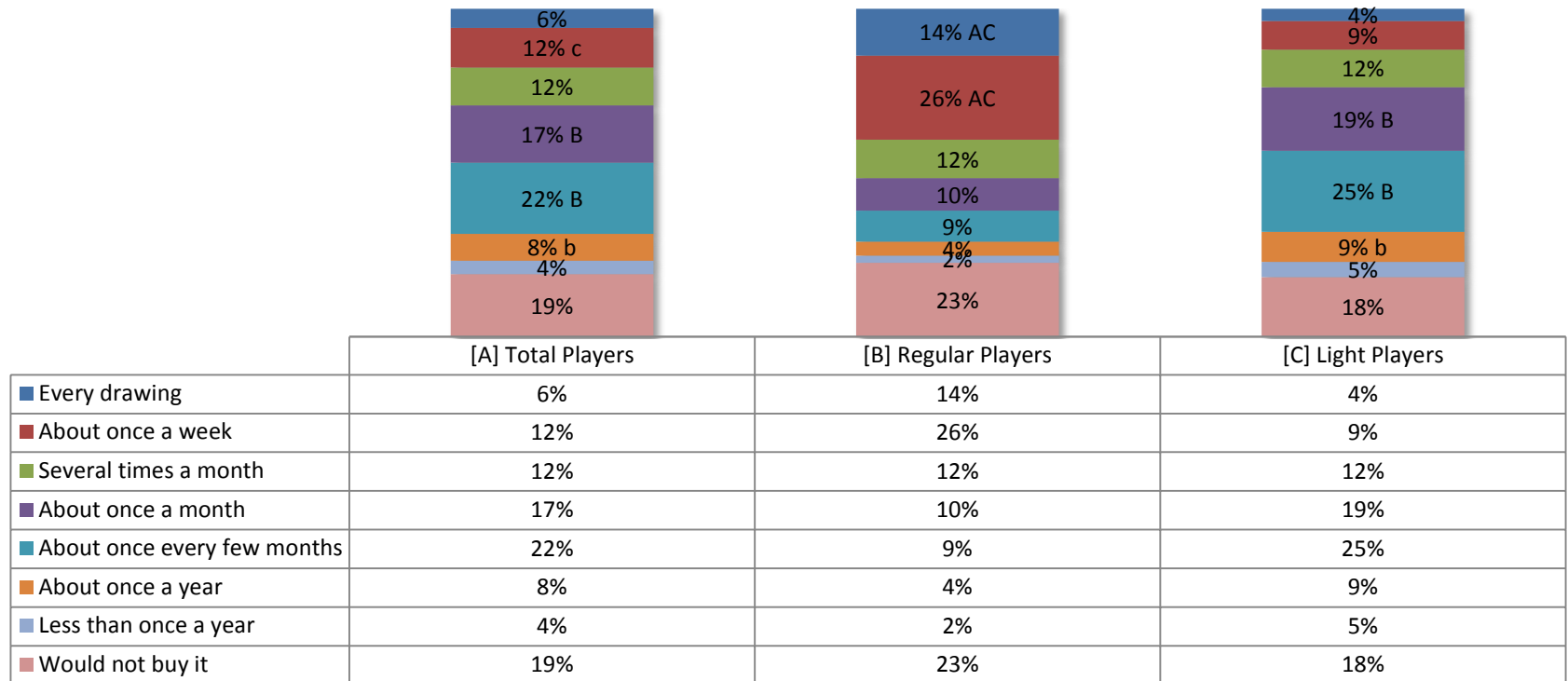
Detailed Frequency of Play: PoolingPlus for Powerball

- Anticipated frequency of play of PoolingPlus for Powerball varies significantly by player type.
- Regular Players would purchase PoolingPlus for Powerball much more frequently than Light Players. 40% of Regular Players would purchase PoolingPlus weekly or more often, compared to 13% among Light Players.

Detailed Frequency of Play: PoolingPlus for Powerball

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q20_1. Based on this description, if PoolPlays were available, how often do you think you would you buy it?
Note this game has drawings twice weekly.

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

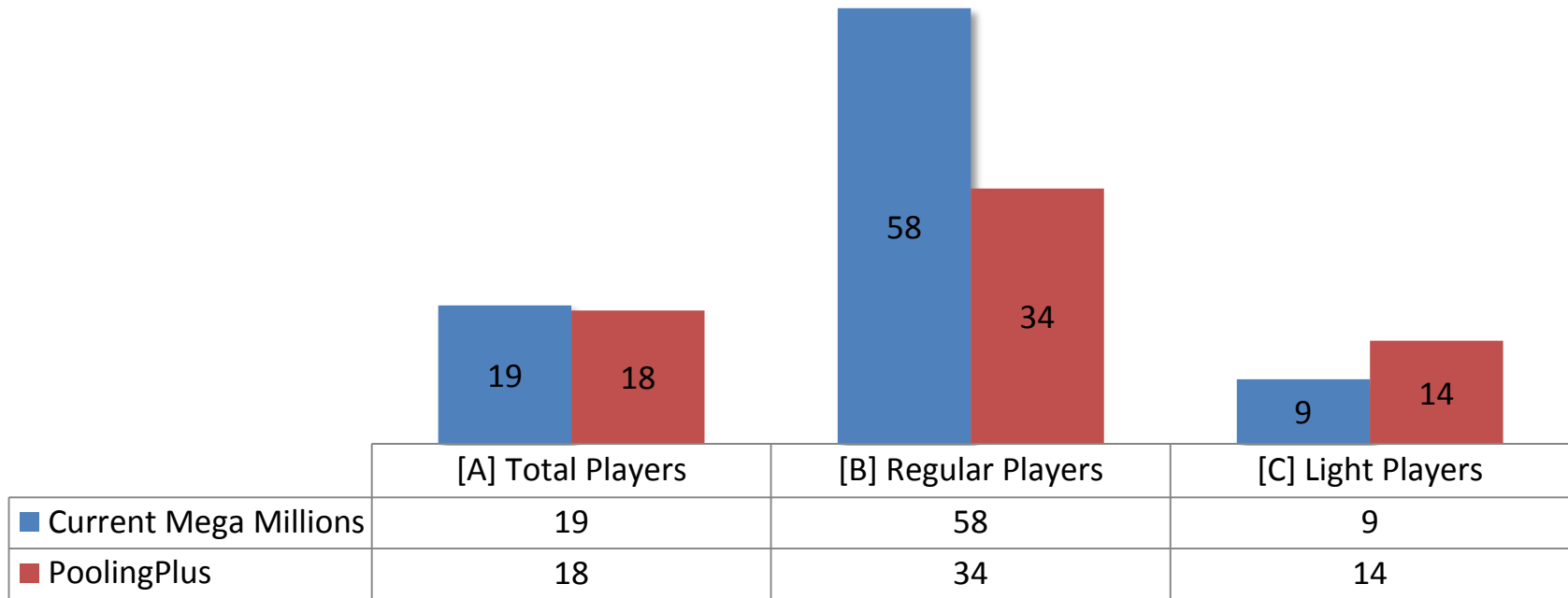
Anticipated Frequency of Play: PoolingPlus for Mega Millions

- Regular Players anticipate they would play this add on more frequently when playing Mega Millions than Light Players.
- Regular Players anticipate they would play PoolingPlus slightly less than once a week, or 34 times per year; PoolingPlus would be more of an occasional occurrence for Light Players – about 14 times per year.

Anticipated Frequency of Play: PoolingPlus for Mega Millions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q20_2. Based on this description, if PoolPlays were available, how often do you think you would you buy it?
Note this game has drawings twice weekly.

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

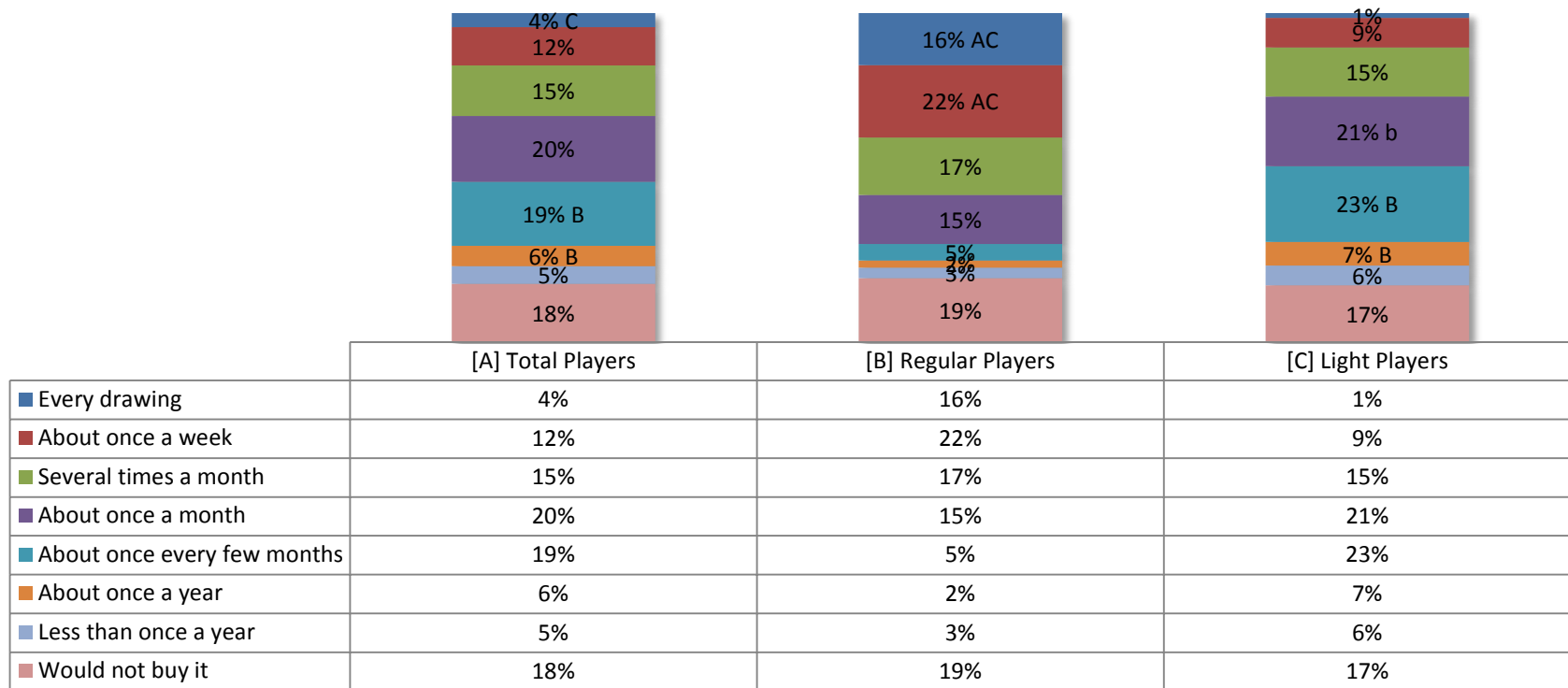
Detailed Frequency of Play: PoolingPlus for Mega Millions

- Anticipated frequency of play of PoolingPlus for Mega Millions varies significantly by player type.
- 38% of Regular Players would purchase PoolingPlus for Mega Millions weekly or more often, compared to 10% among Light Players.

Detailed Frequency of Play: PoolingPlus for Mega Millions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q20_2. Based on this description, if PoolPlays were available, how often do you think you would you buy it?
Note this game has drawings twice weekly.

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

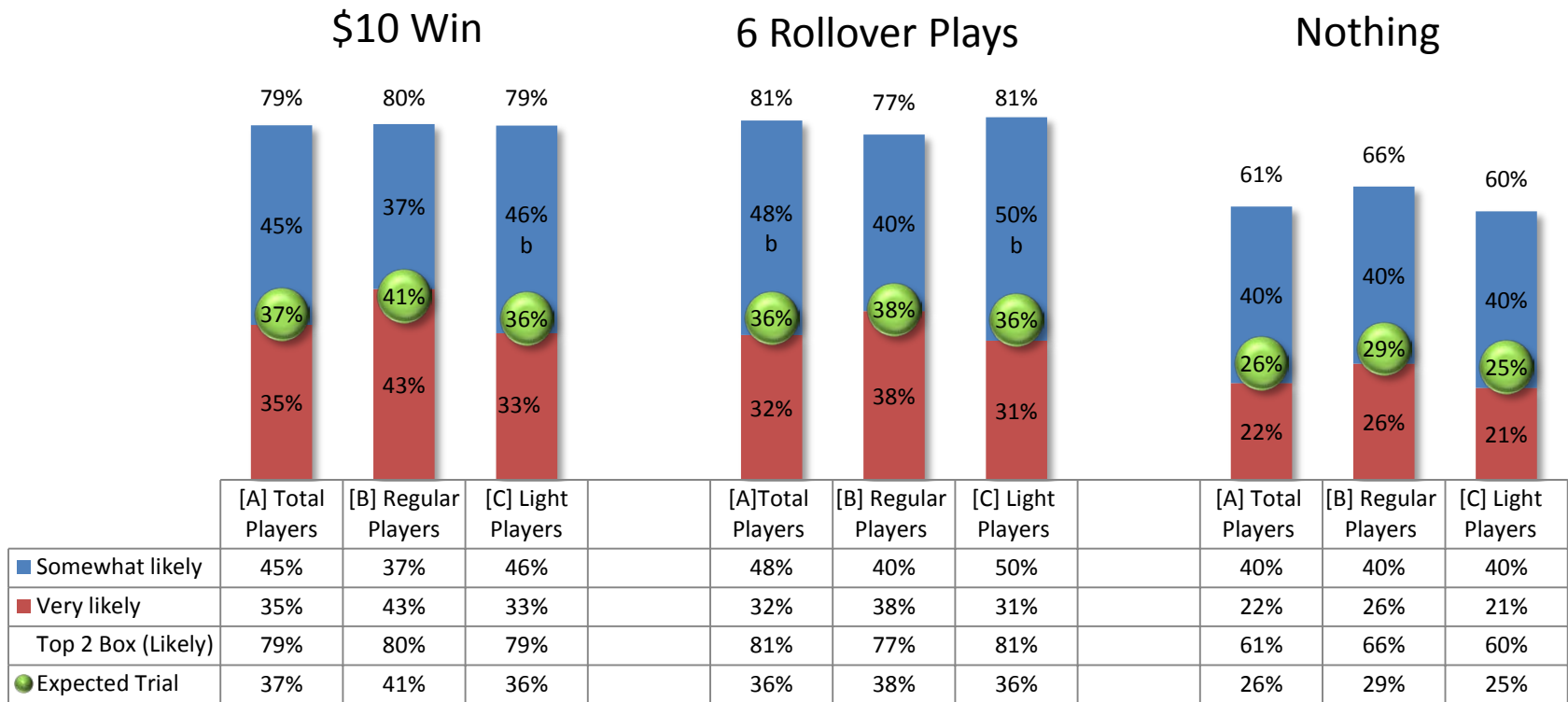
Repeat with Varying 'Win' Scenarios: PoolingPlus for Powerball

- Among prospective Powerball Players, 6 Rollover Plays appears to be almost as acceptable as a \$10 win for Regular and Light Players.
- Nearly two thirds (61%) of the Players surveyed indicated they would be somewhat or very likely to play again if they won nothing – we believe real world results would be closer to 26%.

Repeat with Varying 'Win' Scenarios: PoolingPlus for Powerball

Base=All Respondents who 'would buy'

All Lottery Players (n=402), Regular Players (n=115), Light Players (n=287)



Q24-Q26. Assuming you played Pool Plays and won _____ as your share of the PoolPlays winnings. How likely would you be to buy PoolPlays again?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Repeat with Varying 'Win' Scenarios: PoolingPlus for Mega Millions

- Among prospective Powerball Players, 56 Rollover Plays appears to be almost as acceptable as a \$15 win for Regular and Light Players.
- Nearly two thirds (61%) of the Players surveyed indicated they would be somewhat or very likely to play again if they won nothing – we believe real world results would be closer to 26%.

Repeat with Varying 'Win' Scenarios: PoolingPlus for Mega Millions

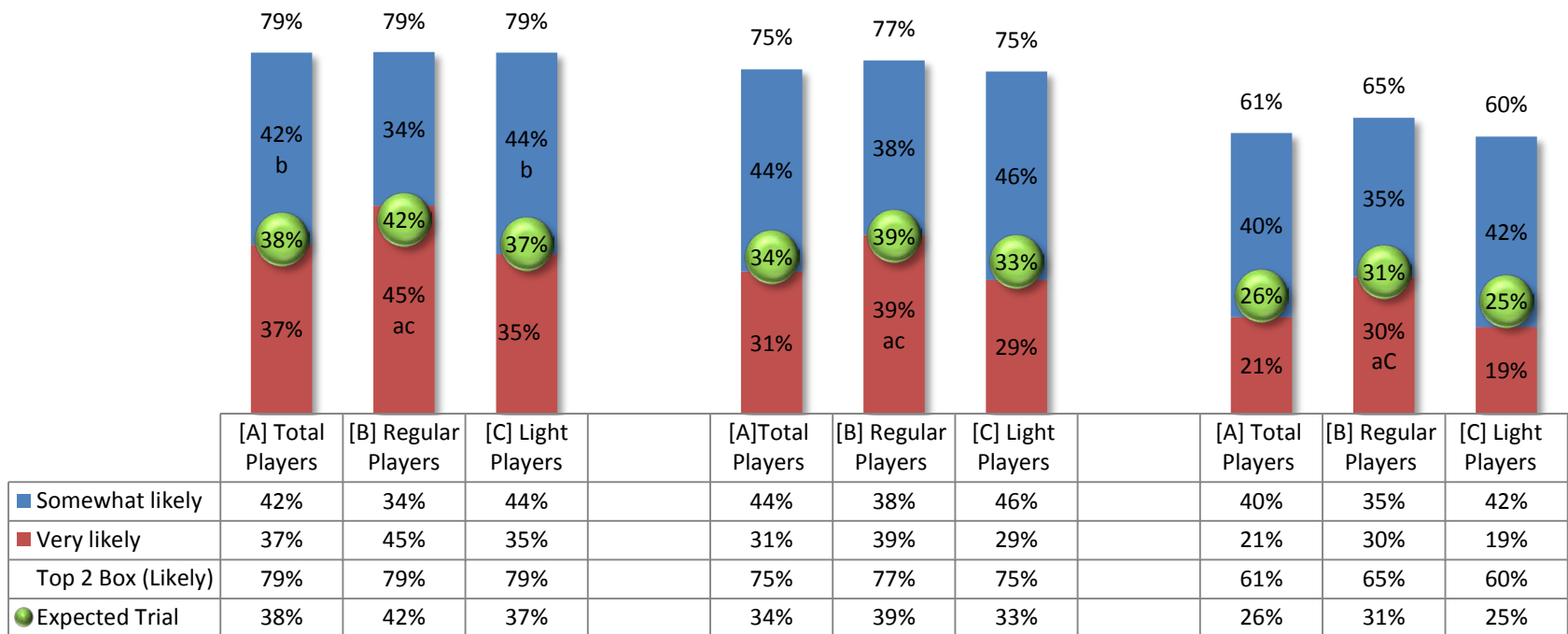
Base=All Respondents who 'would buy'

All Lottery Players (n=403), Regular Players (n=114), Light Players (n=289)

\$15 Win

5 Rollover Plays

Nothing



Q24_2. Assuming you played Pool Plays and won _____ as your share of the PoolPlays winnings. How likely would you be to buy PoolPlays again?

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Forecasted Spending

Player Stated Powerball Spending with PoolingPlus

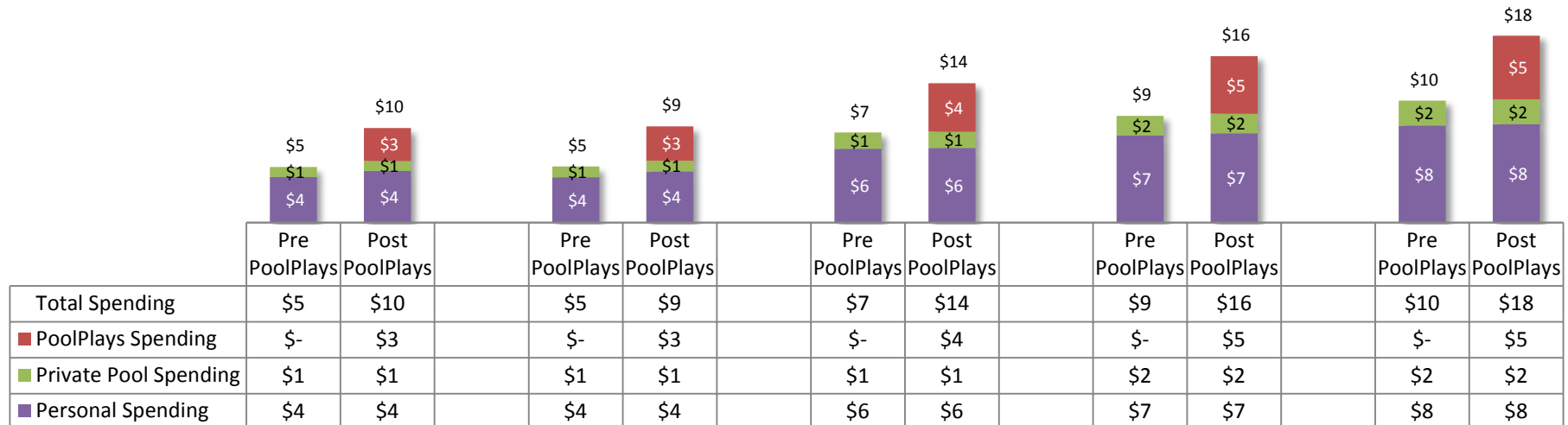
- PoolPlays could be a valuable asset in generating additional Powerball sales at jackpots below \$100 Million.
- At \$100 Million, we begin to see diminishing returns in terms of increased sales though all sales appear to be incremental.
- Note that the player sales for PoolingPlus may exceed the stated mix allowed, especially at the lower jackpots.

Player Stated Powerball Spending with PoolingPlus

Base=All Respondents who 'would buy'

All Lottery Players (n=391)

| Jackpot Amount | \$40 Million | \$50 Million | \$100 Million | \$200 Million | \$300 Million |
|---------------------|--------------|--------------|---------------|---------------|---------------|
| % Sales Increase | 112% | 108% | 87% | 91% | 84% |
| % PP Incremental \$ | 119% | 117% | 102% | 104% | 102% |



Detailed Player Stated Powerball Spending with PoolingPlus

Detailed Powerball Spending with PoolingPlus

Base=All Respondents who 'would buy'

All Lottery Players (n=391), Regular Players (n=112), Light Players (n=279)

| | Total Player Powerball Spending with Pooling Plus | | | | | | | | | |
|----------------|---|---------|---------|---------|---------|----------|---------|----------|---------|----------|
| | \$40M | | \$50M | | \$100M | | \$200M | | \$300M | |
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |
| Total | \$ 4.50 | \$ 9.56 | \$ 4.55 | \$ 9.45 | \$ 7.30 | \$ 13.63 | \$ 8.65 | \$ 16.49 | \$ 9.89 | \$ 18.22 |
| PoolPlays | | \$ 2.67 | | \$ 2.78 | | \$ 3.94 | | \$ 4.66 | | \$ 5.15 |
| Private Pool | \$ 0.82 | \$ 2.71 | \$ 0.89 | \$ 2.54 | \$ 1.32 | \$ 3.65 | \$ 1.59 | \$ 4.61 | \$ 2.03 | \$ 5.11 |
| Personal Plays | \$ 3.68 | \$ 4.18 | \$ 3.67 | \$ 4.14 | \$ 5.98 | \$ 6.04 | \$ 7.06 | \$ 7.22 | \$ 7.85 | \$ 7.96 |

| | Regular Player Powerball Spending with Pooling Plus | | | | | | | | | |
|----------------|---|----------|---------|----------|---------|----------|---------|----------|----------|----------|
| | \$40M | | \$50M | | \$100M | | \$200M | | \$300M | |
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |
| Total | \$ 5.21 | \$ 11.47 | \$ 5.70 | \$ 10.19 | \$ 8.08 | \$ 13.34 | \$ 9.00 | \$ 16.13 | \$ 10.05 | \$ 16.67 |
| PoolPlays | | \$ 3.18 | | \$ 3.11 | | \$ 3.69 | | \$ 4.65 | | \$ 4.69 |
| Private Pool | \$ 1.18 | \$ 3.57 | \$ 1.34 | \$ 3.02 | \$ 1.95 | \$ 3.90 | \$ 1.98 | \$ 4.65 | \$ 2.28 | \$ 4.76 |
| Personal Plays | \$ 4.03 | \$ 4.72 | \$ 4.36 | \$ 4.06 | \$ 6.12 | \$ 5.74 | \$ 7.02 | \$ 6.83 | \$ 7.77 | \$ 7.21 |

| | Light Player Powerball Spending with Pooling Plus | | | | | | | | | |
|----------------|---|---------|---------|---------|---------|----------|---------|----------|---------|----------|
| | \$40M | | \$50M | | \$100M | | \$200M | | \$300M | |
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |
| Total | \$ 4.33 | \$ 9.05 | \$ 4.28 | \$ 9.24 | \$ 7.11 | \$ 13.68 | \$ 8.57 | \$ 16.58 | \$ 9.85 | \$ 18.61 |
| PoolPlays | | \$ 2.55 | | \$ 2.70 | | \$ 3.99 | | \$ 4.66 | | \$ 5.25 |
| Private Pool | \$ 0.73 | \$ 2.45 | \$ 0.78 | \$ 2.39 | \$ 1.16 | \$ 3.58 | \$ 1.50 | \$ 4.60 | \$ 1.97 | \$ 5.21 |
| Personal Plays | \$ 3.60 | \$ 4.05 | \$ 3.50 | \$ 4.15 | \$ 5.95 | \$ 6.11 | \$ 7.07 | \$ 7.32 | \$ 7.87 | \$ 8.14 |

Player Stated Mega Millions Spending with PoolingPlus

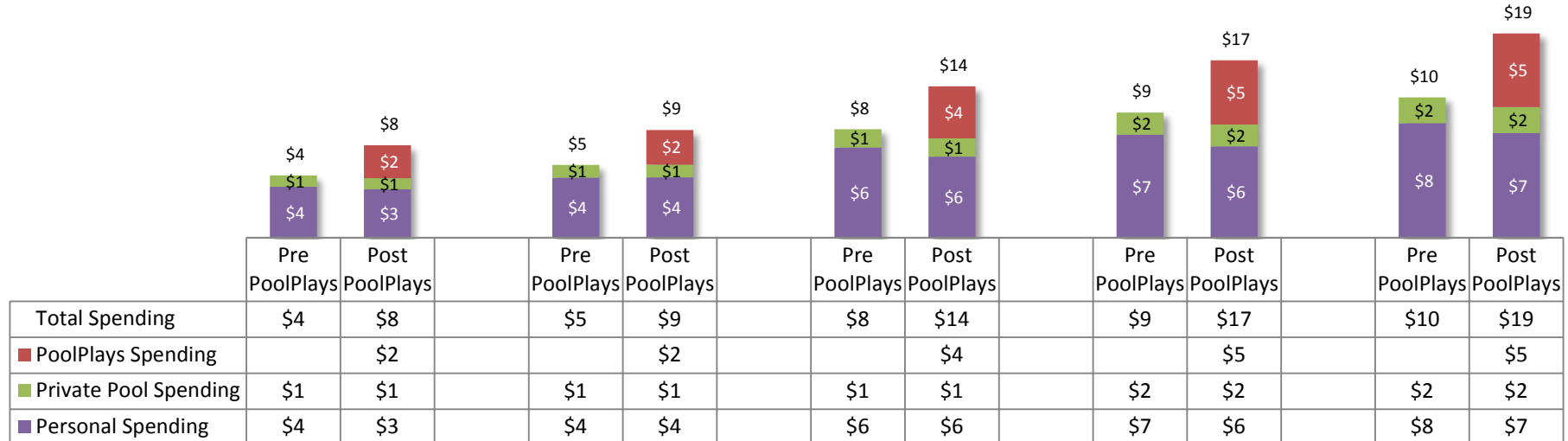
- PoolPlays could be a valuable asset in generating additional Mega Millions sales at all jackpot levels.
- All sales appear to be incremental.
- Note that the player sales for PoolingPlus may exceed the stated mix allowed, especially at the lower jackpots

Player Stated Meg Millions Spending with PoolingPlus

Base=All Respondents who 'would buy'

All Lottery Players (n=332)

| Jackpot Amount | \$12 Million | \$50 Million | \$100 Million | \$200 Million | \$300 Million |
|---------------------|--------------|--------------|---------------|---------------|---------------|
| % Sales Increase | 82% | 80% | 78% | 87% | 89% |
| % PP Incremental \$ | 92% | 101% | 83% | 82% | 87% |



Detailed Player Stated Mega Millions Spending with PoolingPlus

Detailed Mega Millions Spending with PoolingPlus

Base=All Respondents who 'would buy'

All Lottery Players (n=332), Regular Players (n=105), Light Players (n=227)

| | Total Player Mega Millions Spending with Pooling Plus | | | | | | | | | |
|----------------|---|---------|---------|---------|---------|----------|---------|----------|---------|----------|
| | \$12M | | \$50M | | \$100M | | \$200M | | \$300M | |
| Total | \$ 4.41 | \$ 8.03 | \$ 5.16 | \$ 9.28 | \$ 7.69 | \$ 13.69 | \$ 8.87 | \$ 16.57 | \$ 9.95 | \$ 18.83 |
| PoolPlays | | \$ 2.33 | | \$ 2.45 | | \$ 3.68 | | \$ 4.55 | | \$ 5.23 |
| Private Pool | \$ 0.79 | \$ 2.27 | \$ 0.90 | \$ 2.54 | \$ 1.29 | \$ 4.25 | \$ 1.57 | \$ 5.55 | \$ 1.84 | \$ 6.18 |
| Personal Plays | \$ 3.62 | \$ 3.43 | \$ 4.26 | \$ 4.29 | \$ 6.39 | \$ 5.76 | \$ 7.30 | \$ 6.47 | \$ 8.12 | \$ 7.42 |
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |

| | Regular Player Mega Millions Spending with Pooling Plus | | | | | | | | | |
|----------------|---|---------|---------|---------|---------|----------|---------|----------|---------|----------|
| | \$12M | | \$50M | | \$100M | | \$200M | | \$300M | |
| Total | \$ 4.58 | \$ 7.90 | \$ 5.31 | \$ 9.24 | \$ 7.05 | \$ 13.73 | \$ 8.03 | \$ 16.69 | \$ 8.82 | \$ 18.83 |
| PoolPlays | | \$ 2.50 | | \$ 2.64 | | \$ 3.08 | | \$ 3.74 | | \$ 4.86 |
| Private Pool | \$ 0.92 | \$ 2.26 | \$ 1.15 | \$ 2.64 | \$ 1.67 | \$ 5.23 | \$ 1.74 | \$ 6.58 | \$ 2.27 | \$ 7.13 |
| Personal Plays | \$ 3.66 | \$ 3.14 | \$ 4.16 | \$ 3.95 | \$ 5.38 | \$ 5.42 | \$ 6.29 | \$ 6.36 | \$ 6.55 | \$ 6.84 |
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |

| | Light Player Mega Millions Spending with Pooling Plus | | | | | | | | | |
|----------------|---|---------|---------|---------|---------|----------|---------|----------|----------|----------|
| | \$12M | | \$50M | | \$100M | | \$200M | | \$300M | |
| Total | \$ 4.36 | \$ 8.06 | \$ 5.12 | \$ 9.28 | \$ 7.87 | \$ 13.57 | \$ 9.11 | \$ 16.43 | \$ 10.28 | \$ 18.72 |
| PoolPlays | | \$ 2.28 | | \$ 2.40 | | \$ 3.82 | | \$ 4.75 | | \$ 5.32 |
| Private Pool | \$ 0.76 | \$ 2.27 | \$ 0.83 | \$ 2.50 | \$ 1.19 | \$ 3.90 | \$ 1.52 | \$ 5.19 | \$ 1.71 | \$ 5.84 |
| Personal Plays | \$ 3.61 | \$ 3.50 | \$ 4.29 | \$ 4.37 | \$ 6.68 | \$ 5.84 | \$ 7.60 | \$ 6.49 | \$ 8.57 | \$ 7.56 |
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |

Perceptions and Leverage Analysis

Top of Mind Perceptions

About half of respondents believe that PoolPlays is easy to understand or makes playing the base game more exciting.

Top of Mind Perceptions [Top Box Summary– ‘Strongly Agree’]

Base=All Respondents

| | Player Type | | |
|---|-------------|---------|-------|
| | Total | Regular | Light |
| | [A] | [B] | [C] |
| n= | 501 | 145 | 356 |
| PoolPlays is easy to understand [Powerball] | 15% | 16% | 14% |
| PoolPlays makes playing this game more exciting [Powerball] | 18% | 24% ac | 16% |
| n= | 501 | 145 | 356 |
| PoolPlays is easy to understand [Mega Millions] | 13% | 12% | 14% |
| PoolPlays makes playing this game more exciting [Mega Millions] | 17% | 18% | 17% |

Q22. Using the scale provided, how strongly do you disagree or agree with the following?

Poolplays is easy to understand

Poolplays makes playing this game more exciting.

Upper case letters indicate significance at the 95% confidence level

Lower case letters indicate significance at the 80% confidence level

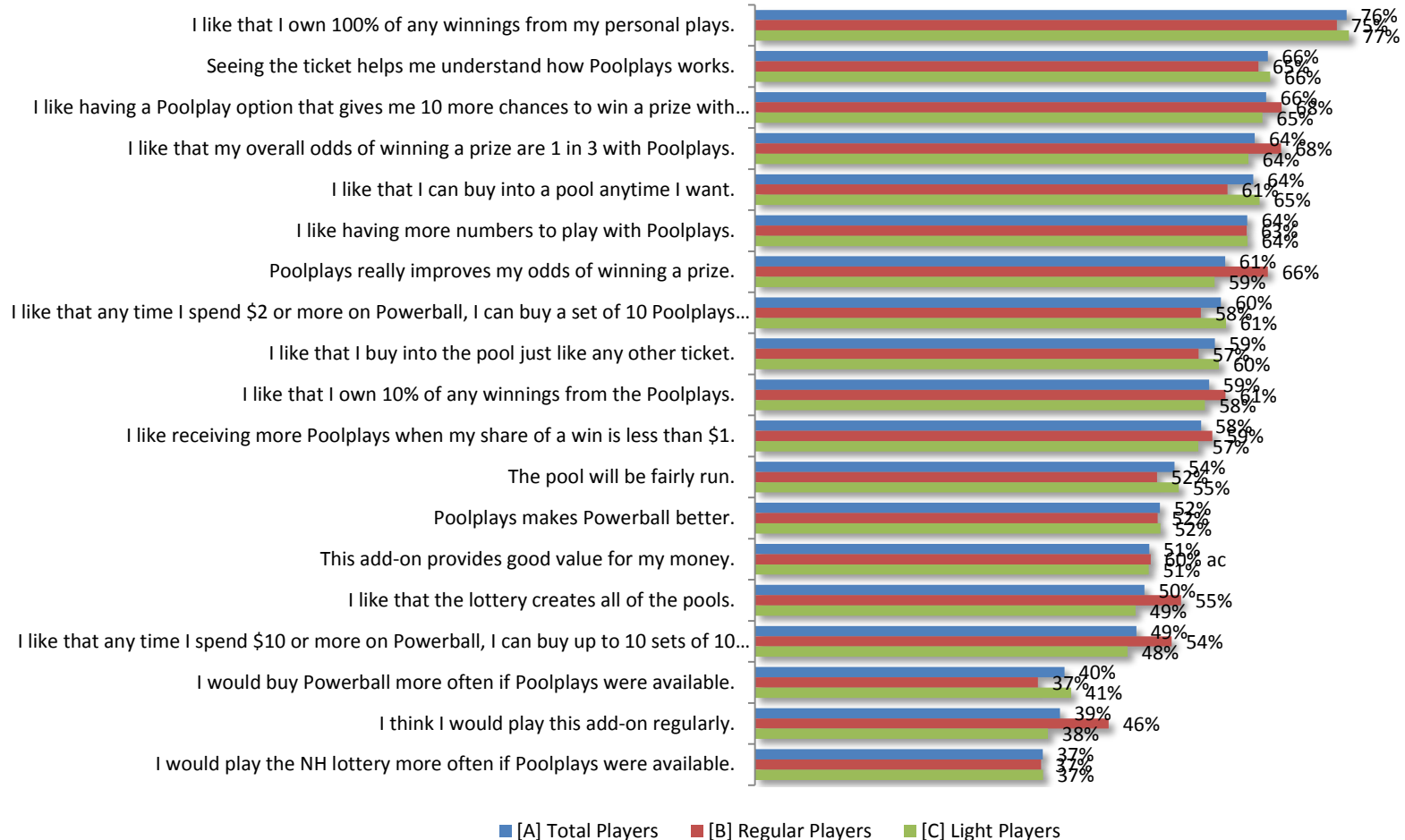
PoolingPlus for Powerball Perceptions

Overall perceptions are positive with 37% of Players saying they would play the NH Lottery more often if PoolPlays were available.

PoolingPlus for Powerball Perceptions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



Q23_1. Based on this description, please tell us the extent to which you disagree or agree with each of the following statements.

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

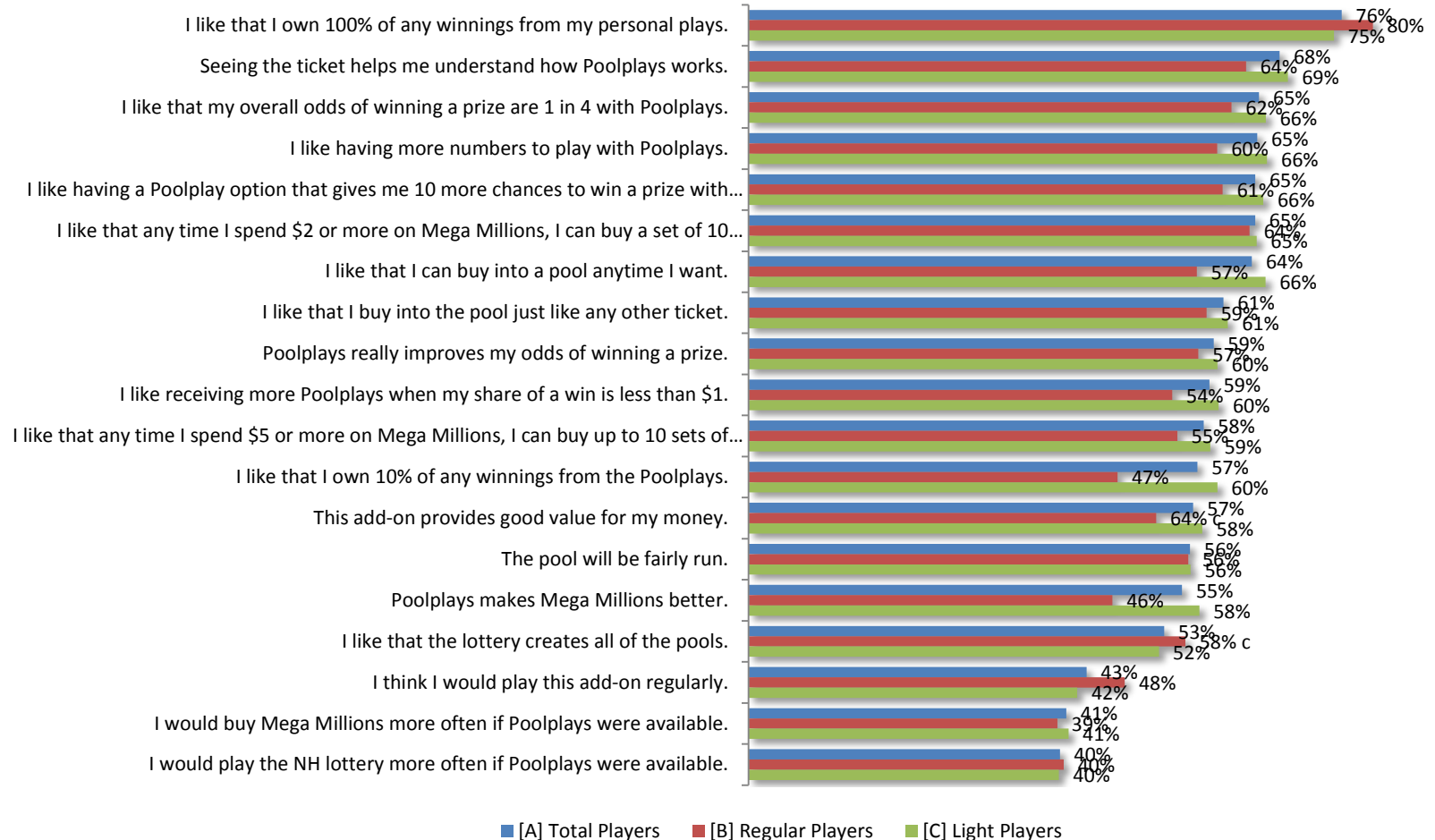
PoolingPlus for Mega Millions Perceptions

Overall perceptions are positive with 40% of Players saying they would play the NH Lottery more often if PoolPlays were available.

PoolingPlus for Mega Millions Perceptions

Base=All Respondents

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)

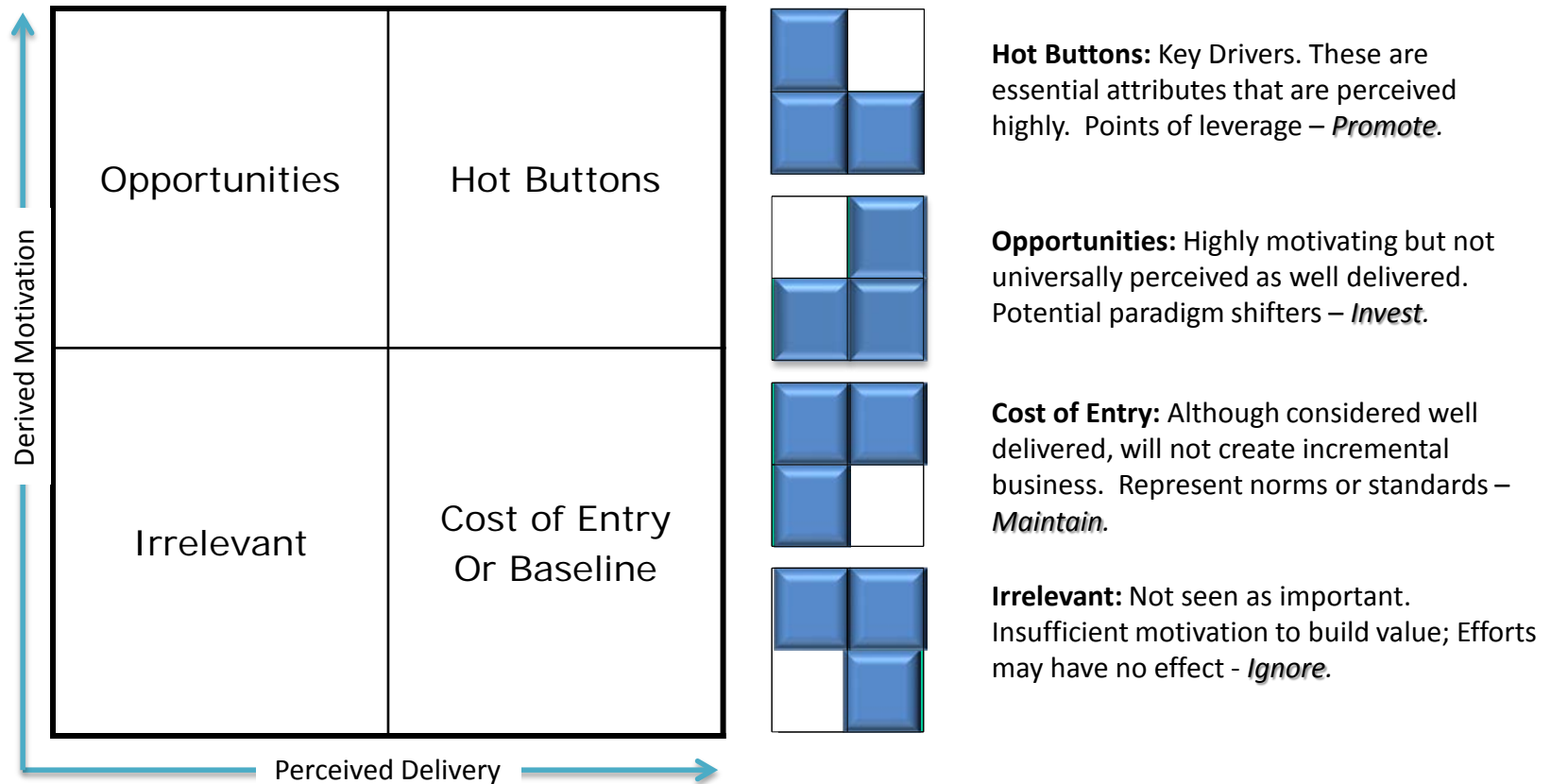


Q23_2. Based on this description, please tell us the extent to which you disagree or agree with each of the following statements.

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Leverage Grid Analysis

The attributes reviewed were statistically linked to purchase intent to arrive at a derived motivation score. The motivational impact was plotted in relation to the perceived delivery of each of the attributes to highlight the most leveragable attributes to generate trial. A summary of the resulting plots, seen on the following page may be interpreted as follows:



Game Leverage Summary

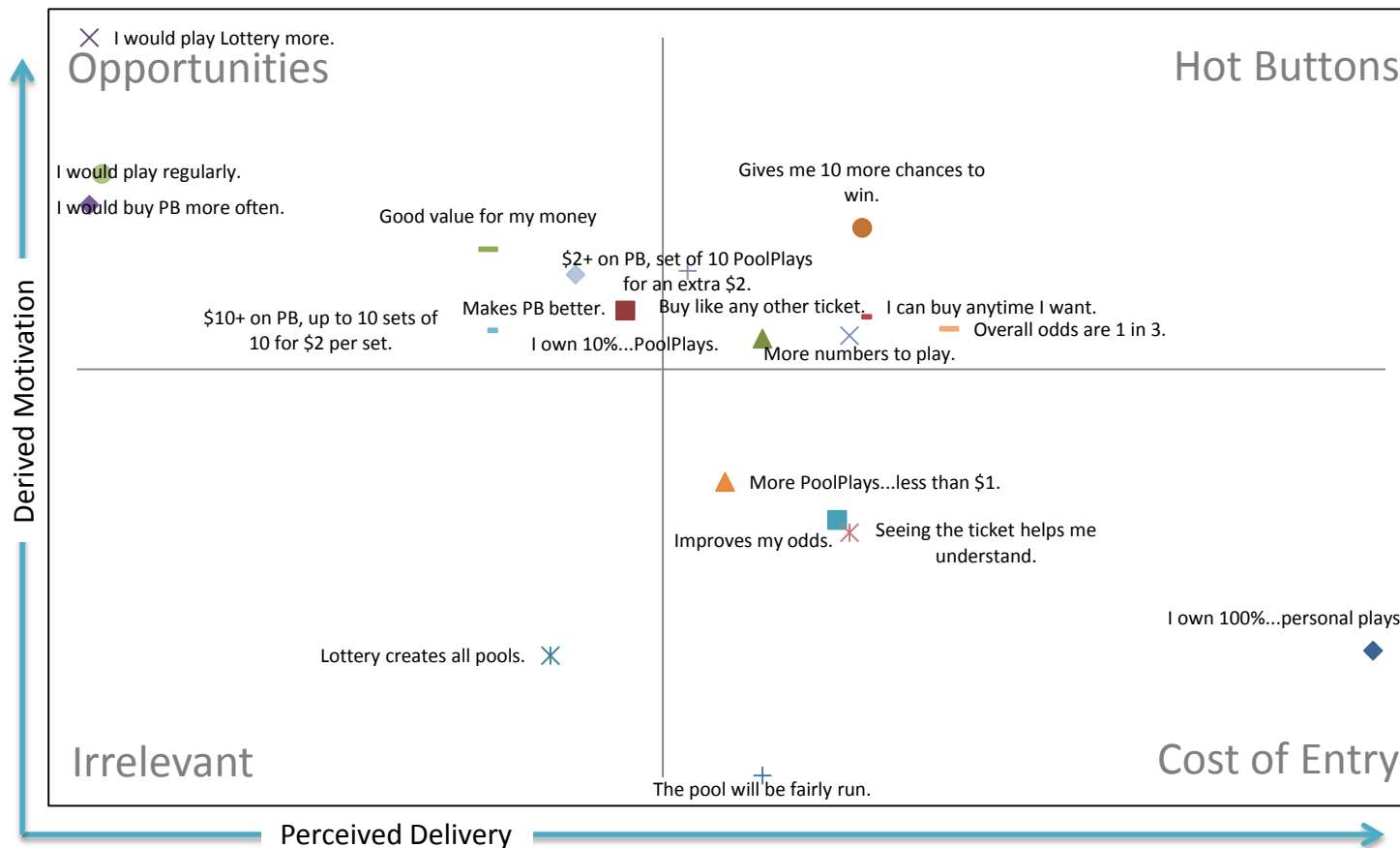
| | Game Attributes | Powerball | | | Mega Millions | | |
|---------------|--|---------------|---------------|---------------|---------------|---------------|---------------|
| | | Total | Reg Players | Light Players | Total | Reg Players | Light Players |
| General | I like that I own 100% of any winnings from my personal plays. | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Hot Button | Cost of Entry |
| | I like that I own 10% of any winnings from the PoolPlays. | Hot Button | Opportunity | Opportunity | Opportunity | Irrelevant | Opportunity |
| | I like that I buy into the pool just like any other ticket. | Hot Button | Cost of Entry | Hot Button | Hot Button | Irrelevant | Hot Button |
| | I would play the Lottery more often if PoolPlays were available. | Opportunity | Opportunity | Opportunity | Opportunity | Opportunity | Opportunity |
| | I like that the Lottery creates all of the pools. | Irrelevant | Irrelevant | Irrelevant | Irrelevant | Opportunity | Irrelevant |
| | I like having a PoolPlay option that gives me 10 more chances to win a prize with each ticket. | Hot Button | Hot Button | Hot Button | Hot Button | Hot Button | Hot Button |
| | The pool will be fairly run. | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry |
| | I like that I can buy into a pool anytime I want. | Hot Button | Hot Button | Hot Button | Hot Button | Hot Button | Hot Button |
| | This add-on provides good value for my money | Opportunity | Opportunity | Opportunity | Opportunity | Irrelevant | Opportunity |
| | I think I would play this add-on regularly. | Opportunity | Opportunity | Opportunity | Opportunity | Opportunity | Opportunity |
| | PoolPlays really improves my odds of winning a prize. | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry |
| | I like receiving more PoolPlays when my share of a win is less than \$1. | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Irrelevant | Cost of Entry |
| | I like having more numbers to play with PoolPlays. | Hot Button | Hot Button | Hot Button | Hot Button | Hot Button | Hot Button |
| | Seeing the ticket helps me understand how PoolPlays works | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry | Cost of Entry |
| Powerball | I would buy Powerball more often if PoolPlays were available. | Opportunity | Opportunity | Opportunity | | | |
| | I like that any time I spend \$2 or more on Powerball, I can buy a set of 10 PoolPlays for an extra \$2. | Opportunity | Irrelevant | Hot Button | | | |
| | I like that any time I spend \$10 or more on Powerball, I can buy up to 10 sets of 10 PoolPlays for \$2 per set. | Opportunity | Opportunity | Opportunity | | | |
| | I like that my overall odds of winning a prize are 1 in 3 with PoolPlays. | Hot Button | Hot Button | Cost of Entry | | | |
| | PoolPlays makes Powerball better. | Opportunity | Opportunity | Opportunity | | | |
| Mega Millions | I would buy Mega Millions more often if PoolPlays were available. | | | | Opportunity | Opportunity | Opportunity |
| | I like that any time I spend \$2 or more on Mega Millions, I can buy a set of 10 PoolPlays for an extra \$1. | | | | Hot Button | Hot Button | Hot Button |
| | I like that any time I spend \$5 or more on Mega Millions, I can buy up to 10 sets of 10 PoolPlays for \$1 per set | | | | Irrelevant | Irrelevant | Hot Button |
| | I like that my overall odds of winning a prize are 1 in 4 with PoolPlays. | | | | Cost of Entry | Hot Button | Cost of Entry |
| | PoolPlays makes Mega Millions better. | | | | Opportunity | Irrelevant | Opportunity |

Legend Recommended Action

| | |
|---------------|----------|
| Hot Button | Promote |
| Opportunity | Invest |
| Cost of Entry | Maintain |
| Irrelevant | Ignore |

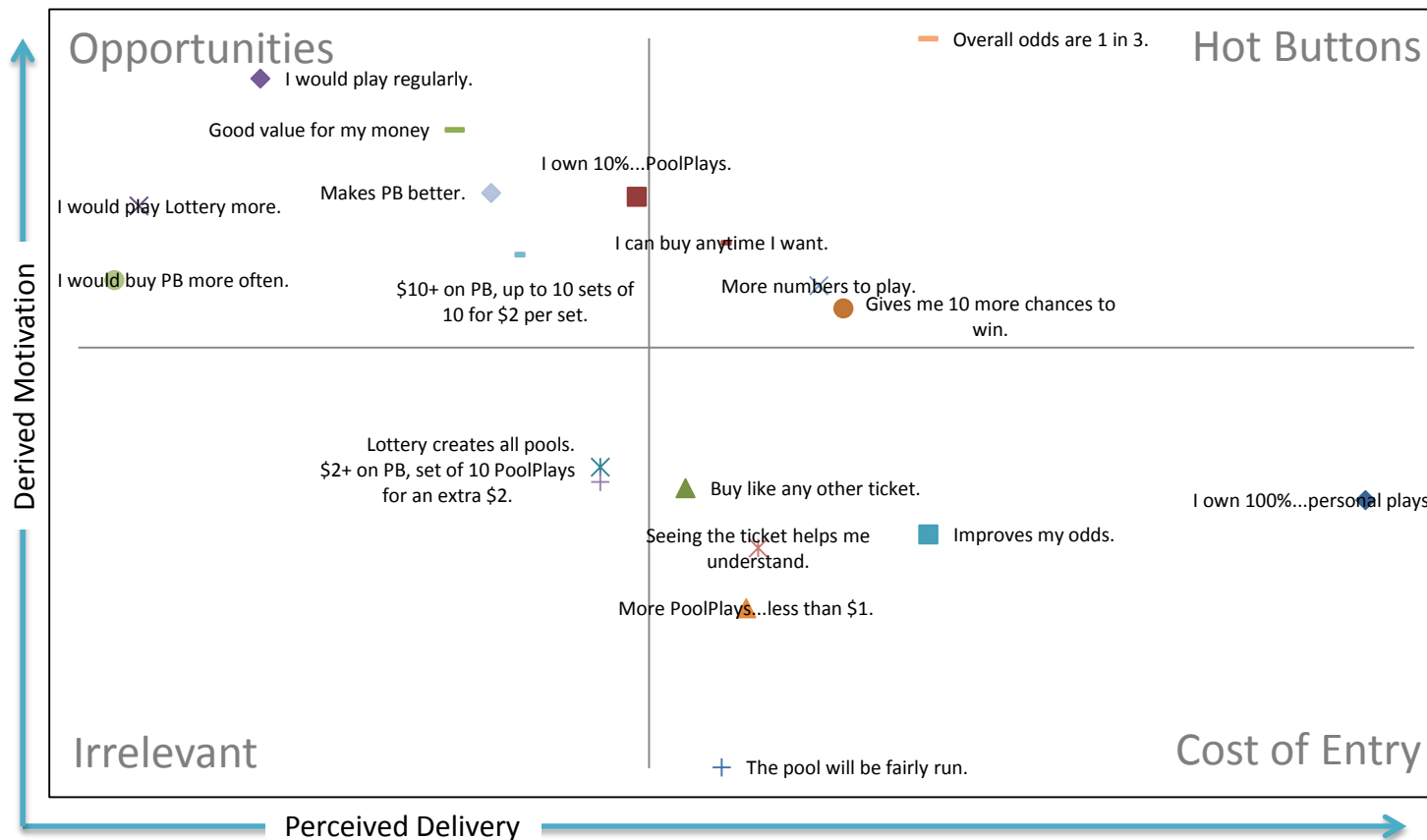
Leveraging PoolPlays for Powerball

- Strengths include *Gives me 10 more chances to win, I can buy anytime that I want, Overall odds are 1 in 3, Buy like any other ticket, and more numbers to play*; promoting these will have positive effect as they are moderately motivating.
- Improving perceptions of *I think I would play the Lottery/Powerball more, I would play regularly, and good value for my money* are opportunities as they are considered very motivating but prospective players are not yet sold on them.



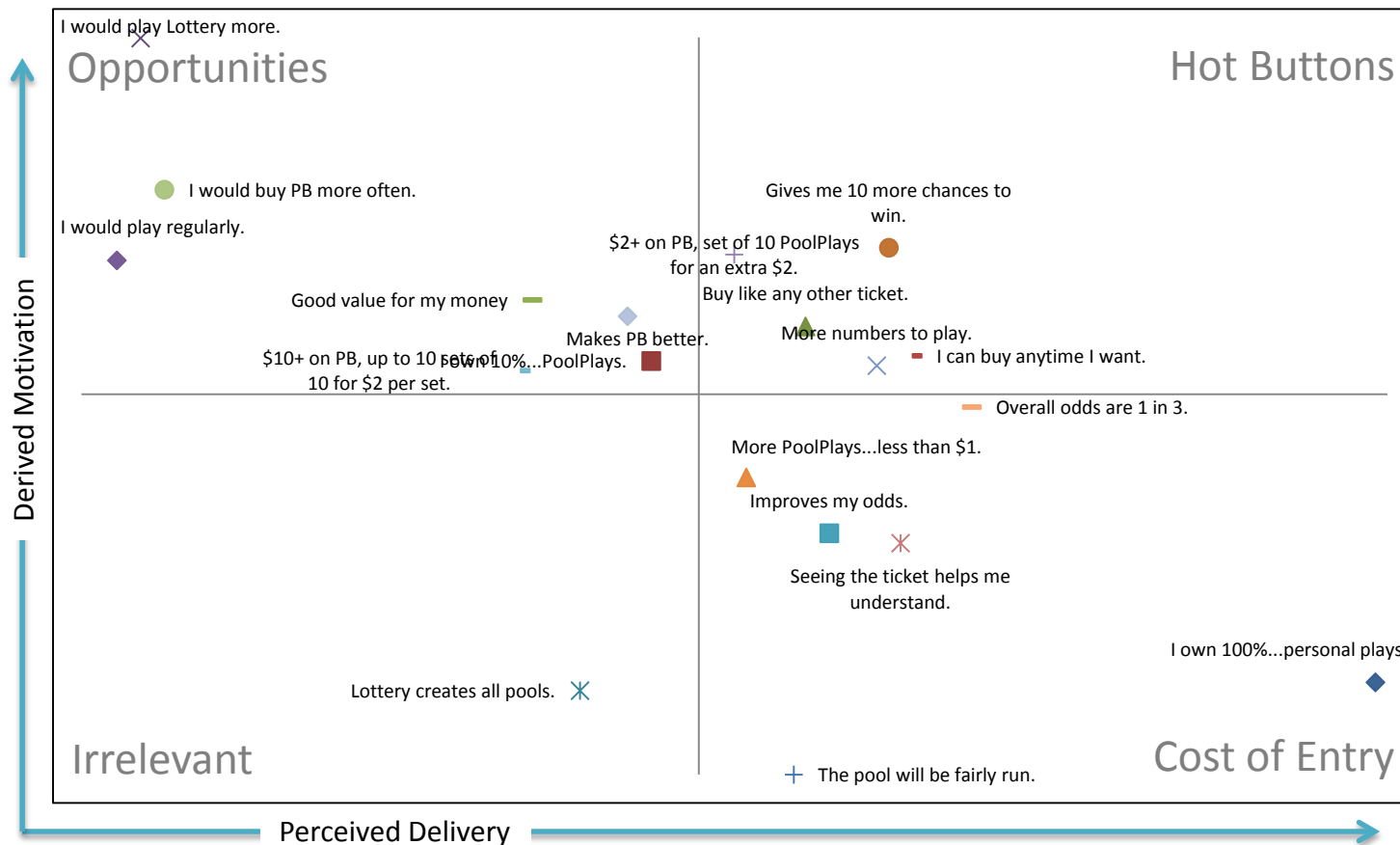
Leveraging PoolPlays for Powerball with Regular Players

- Strengths include *overall odds are 1 in 3, I can buy anytime I want, more numbers to play, and gives more chances to win* – promoting these will have positive effect as they are moderately motivating.
- Improving perceptions of *I would play regularly, I would play Lottery/Powerball more, PoolPlays makes Powerball better, and good value for my money* are opportunities as they are considered very motivating but prospective players are not yet sold on them.



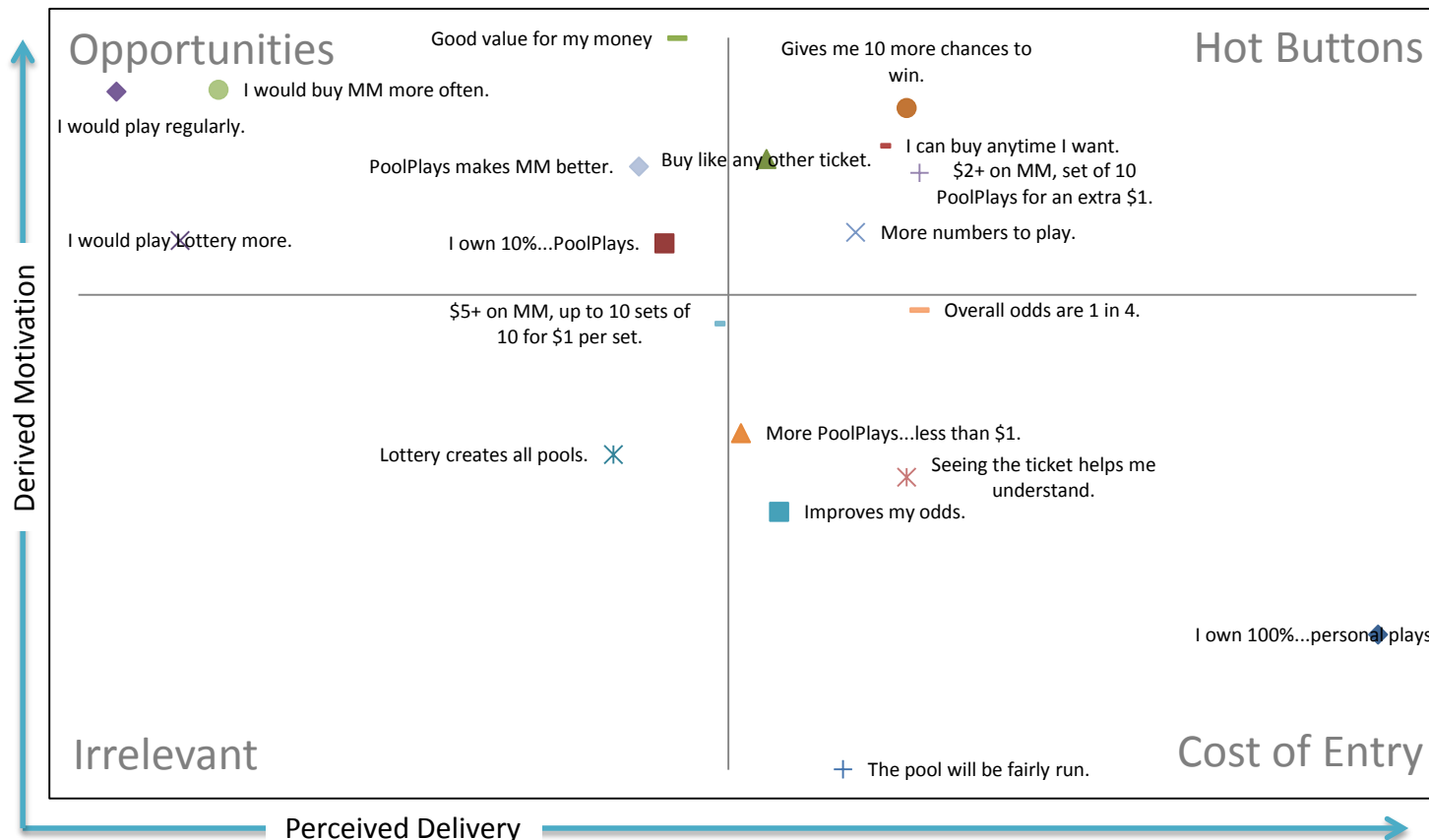
Leveraging PoolPlays for Powerball with Light Players

- Strengths include *gives me 10 more chances to win, buy like any other ticket, more numbers to play, and I can buy into a Pool anytime that I want*; promoting these will have positive effect as they are moderately motivating.
- Improving perceptions of *I think I would play the Lottery/Powerball more often, I would play regularly, and this add-on provides good value for my money* are opportunities as they are considered very motivating but prospective players are not yet sold on them.



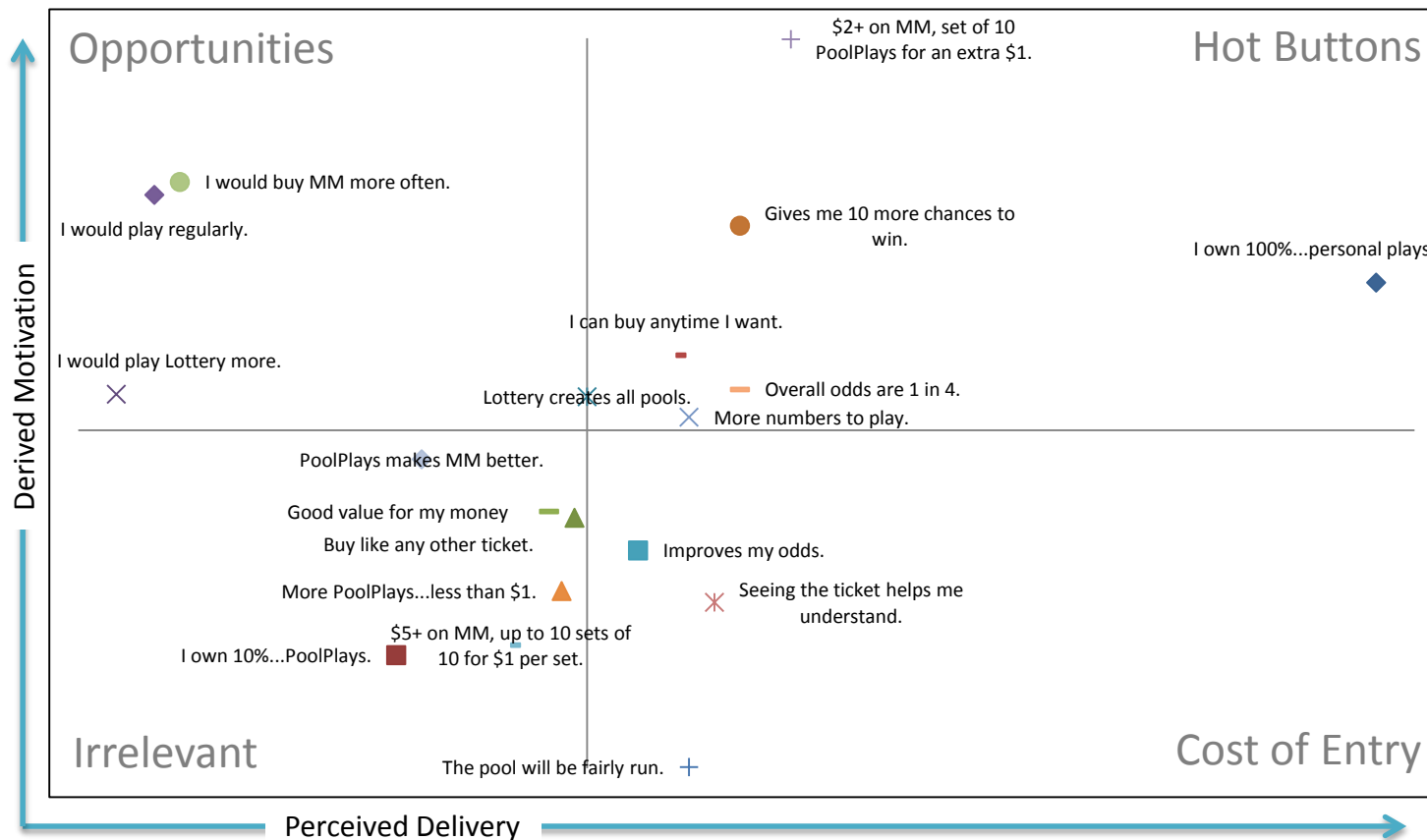
Leveraging PoolPlays for Mega Millions

- Strengths include *gives me 10 more chances to win, I can buy anytime I want to, the price (\$2+ on MM, set of 10 PP for an extra \$1), and more numbers to play*; promoting these will have positive effect as they are moderately motivating.
- Improving perceptions of *I think I would play regularly, this add-on provides good value for my money, I would play Lottery/Mega Millions more and PoolPlays makes Mega Millions better* are opportunities as they are considered very motivating but prospective players are not yet sold on them.



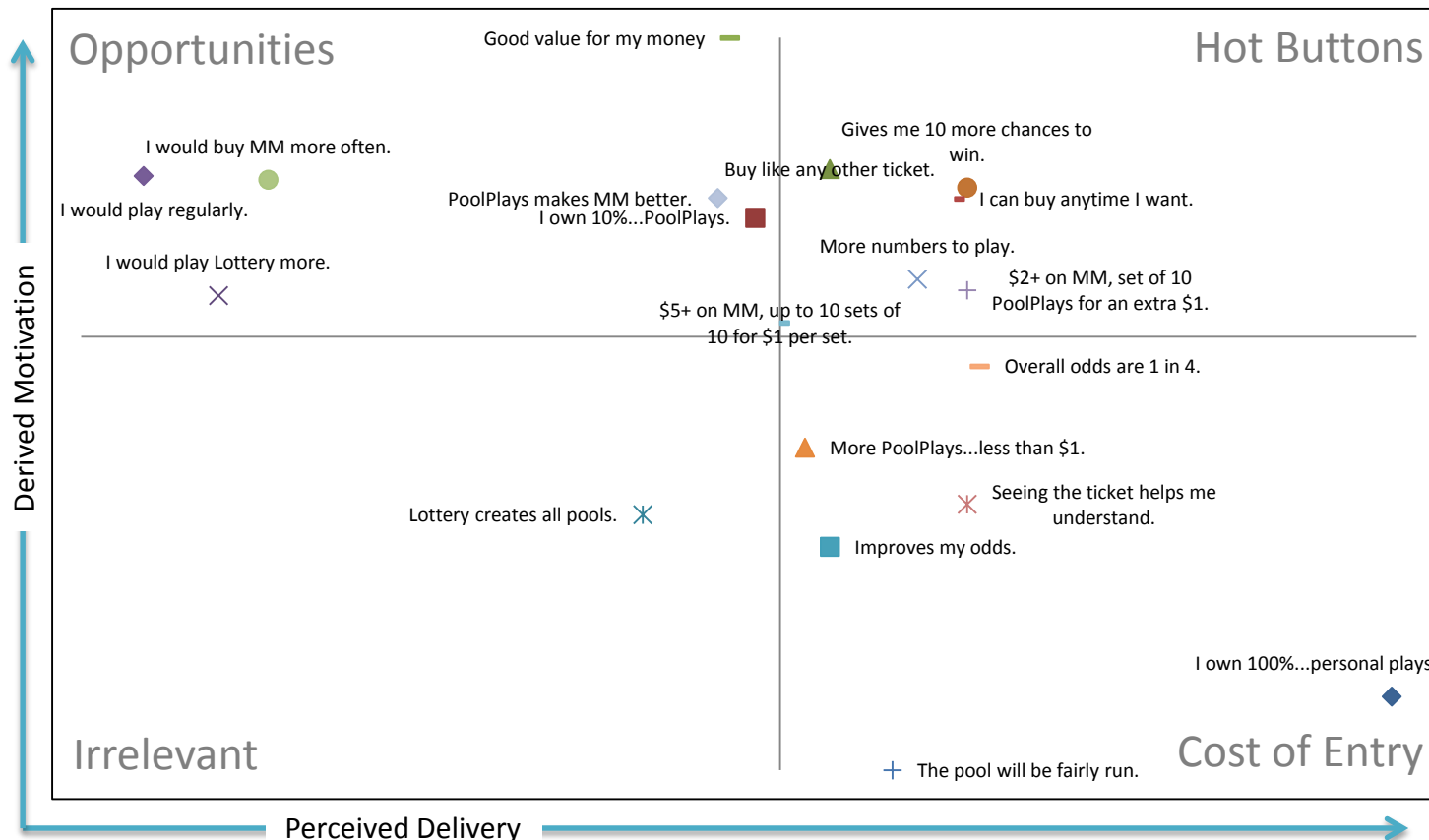
Leveraging PoolPlays for Mega Millions with Regular Players

- Strengths include the price (\$2+ on MM, set of 10 sets of PP for an extra \$1 per set), gives me 10 more chances to win, I own 100% of my personal plays, overall odds are 1 in 4, I can buy anytime I want, and more numbers to play; promoting these will have positive effect as they are moderately motivating.
- Improving perceptions of I think I would play regularly, and I would play Lottery/Mega Millions more are opportunities as they are considered very motivating but prospective players are not yet sold on them.



Leveraging PoolPlays for Mega Millions with Light Players

- Strengths include *gives me 10 more chances to win, buy like any other ticket, I can buy anytime I want*, and the price (\$2+ on MM, set of 10 PP for an extra \$1); promoting these will have positive effect as they are moderately motivating.
- Improving perceptions of *I think I would play regularly, this add-on provides good value for my money, I would play Lottery/Mega Millions more and PoolPlays makes Mega Millions better* are opportunities as they are considered very motivating but prospective players are not yet sold on them.



Player Profile

Demographic Summary

| | | Total | Regular Players | Light Players |
|----------------|--|-------|-----------------|---------------|
| | | [A] | [B] | [C] |
| | n= | 501 | 145 | 356 |
| Gender | Male | 49% | 64% AC | 45% |
| | Female | 51% B | 36% | 55% B |
| Age | 18-34 | 26% b | 20% | 28% B |
| | 35+ | 74% | 80% aC | 72% |
| Employment | Employed full-time (more than 30 hours per week) | 44% | 51% c | 43% |
| | Employed part-time (less than 30 hours per week) | 11% b | 6% | 13% B |
| | Self-employed | 6% | 4% | 7% |
| | House spouse | 7% | 6% | 7% |
| | Student | 3% B | - | 4% B |
| | Retired | 17% | 24% aC | 15% |
| | Not currently in the workforce | 8% | 6% | 9% |
| | Other | 2% | 3% | 2% |
| Education | Some high school | 2% | 2% | 2% |
| | High school graduate | 20% | 21% | 20% |
| | Some college or training | 40% | 39% | 41% |
| | Bachelor's degree | 25% | 25% | 26% |
| | Post-graduate degree | 12% | 14% | 12% |
| Income | Less than \$25,000 | 13% | 11% | 14% |
| | \$25,000 to just under \$45,000 | 27% | 22% | 28% |
| | \$45,000 to just under \$55,000 | 14% | 15% | 13% |
| | \$55,000 to just under \$75,000 | 15% | 21% c | 14% |
| | \$75,000 to just under \$100,000 | 17% | 17% | 16% |
| | \$100,000 or more | 15% | 14% | 15% |
| Race | White or Caucasian | 95% | 99% AC | 94% |
| | Black or African American | 1% B | - | 1% B |
| | Asian | 2% | 1% | 2% |
| | Other [please specify] | 2% B | - | 3% B |
| Ethnicity | Spanish, Hispanic, or Latino | 2% | 2% | 2% |
| | Not Spanish, Hispanic, or Latino | 98% | 98% | 98% |
| Marital Status | Single | 22% B | 12% | 25% B |
| | Married/cohabitating | 62% | 69% ac | 61% |
| | Divorced/widowed/separated | 15% | 19% | 14% |
| Household Size | Number of People in Household (MEAN) | 2.7 B | 2.4 | 2.8 B |

Upper case letters indicate significance at the 95% confidence level
Lower case letters indicate significance at the 80% confidence level

Appendix

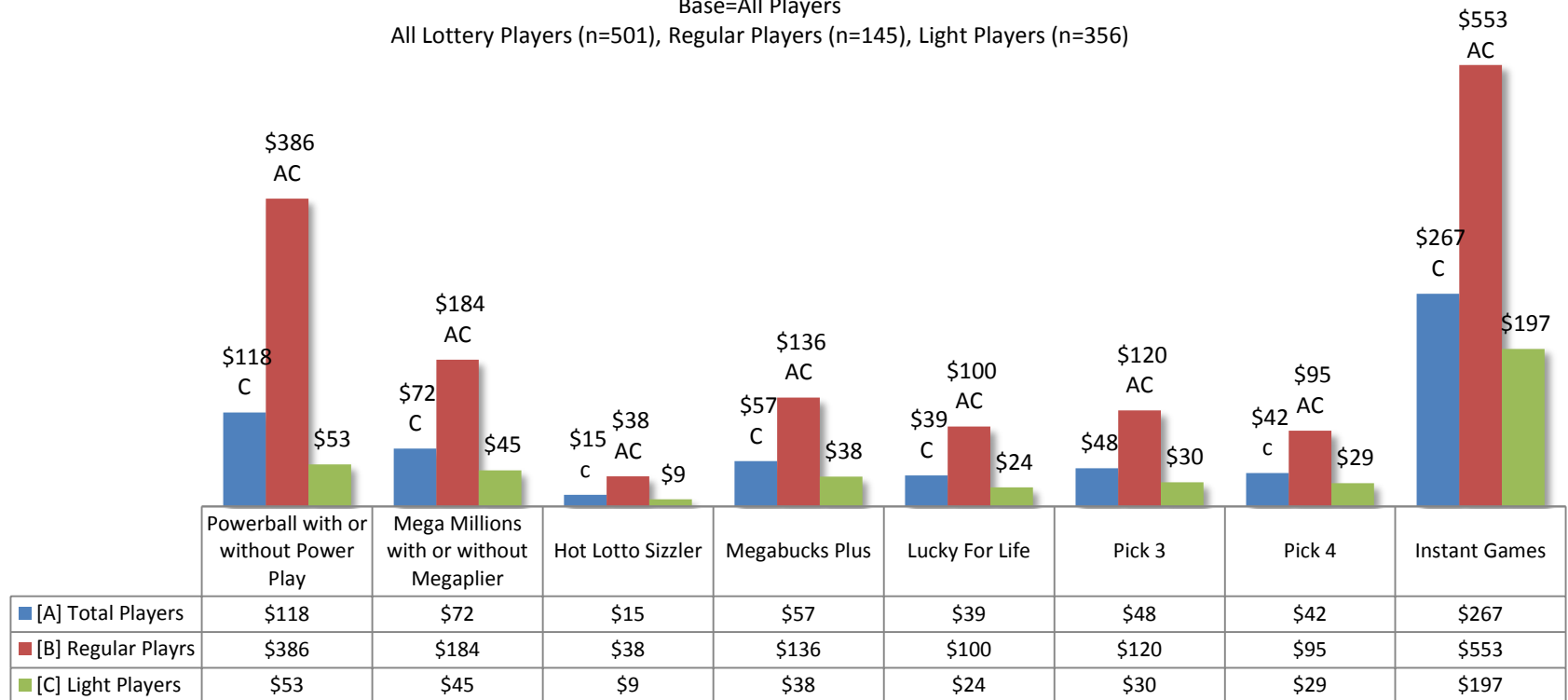
Annual Reported Spend Per Game

- Regular Players spend significantly more per game annually than Light Players.
- On average, Regular Players report spending approximately \$386 per year on New Hampshire Lottery games versus approximately \$53 per year for Light Players.

Annual Reported Spend Per Game

Base=All Players

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



QS13_14. Approximately how often do you buy these DC Lottery games?

Q1. Approximately how much do you spend on these DC Lottery games each time you play them?

Upper case letters indicate significance at the 95% confidence level

Lower case letters indicate significance at the 80% confidence level

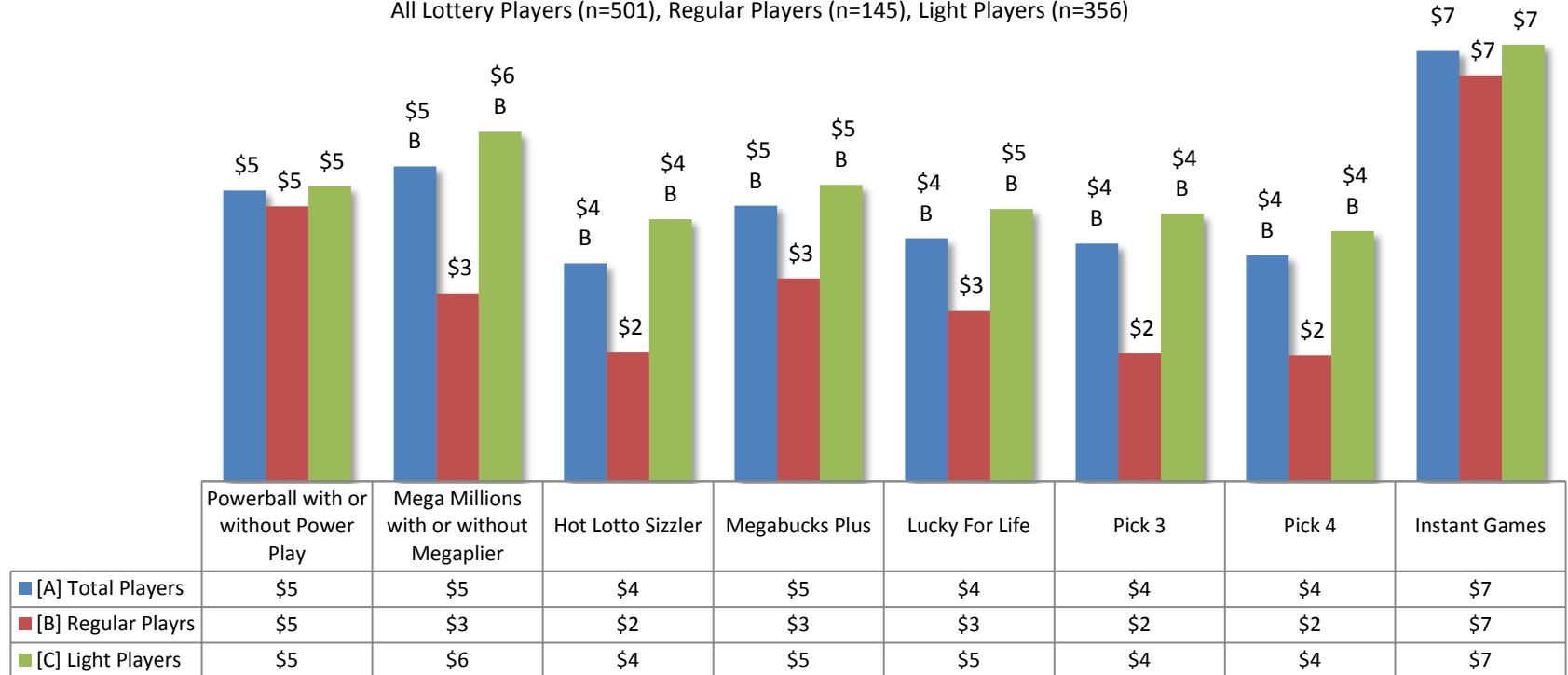
Reported Spend Per Play

While Light Players lag Regular Players in terms of their play frequency, they tend to spend more per play on all games.

Reported Spend Per Play

Base=All Players

All Lottery Players (n=501), Regular Players (n=145), Light Players (n=356)



QS13_14. Approximately how often do you buy these NHL Lottery games?

Q1. Approximately how much do you spend on these NHL Lottery games each time you play them?

Upper case letters indicate significance at the 95% confidence level

Lower case letters indicate significance at the 80% confidence level