

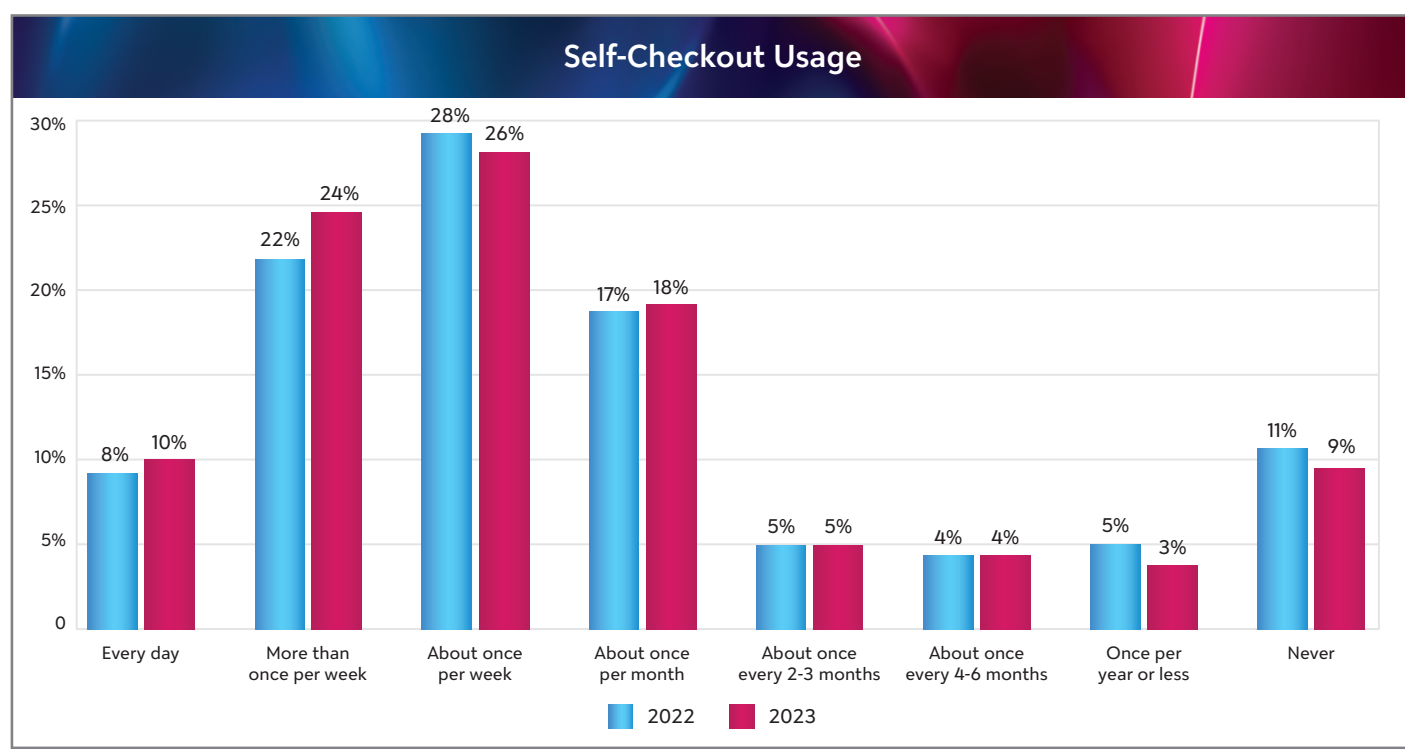
Insights and Data to Help Manage Today's Changing Consumer Environment

Consumers want life in the fast lane! We're talking self-checkout lanes, not the Eagles' 1976 hit song. But today, self-checkout is even more prevalent than that classic rock staple.

Shoppers choose self-checkout mainly for the speed of transactions. Seventy-three percent of consumers prefer these lanes over staffed checkout lines, and 66% say speed is the main reason. It has evolved to become an integral part of the shopping experience. Globally, self-checkout represents 62% of automated retail technology. This issue of *Data in Motion* discusses the trends in self-checkout usage over the past year and how it can benefit the lottery industry.

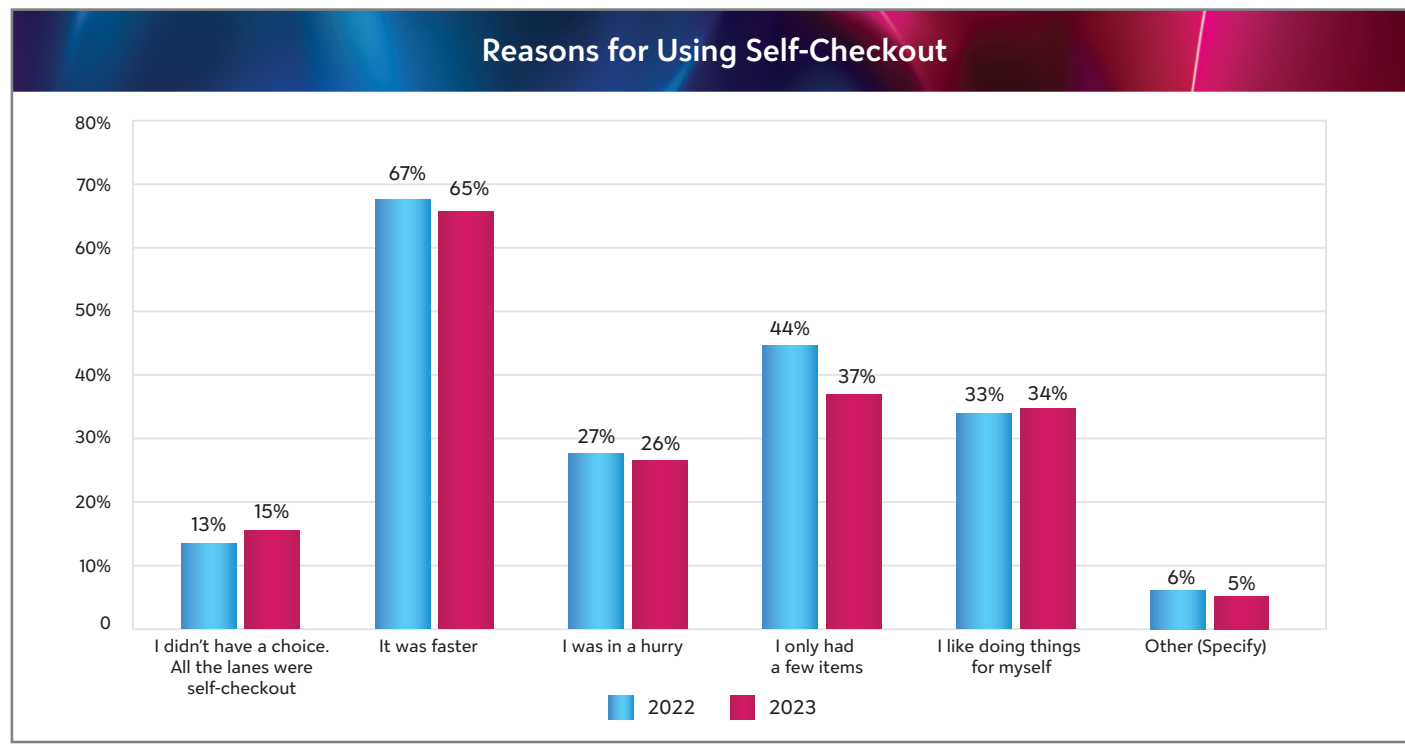
Growth in Self-Checkout Usage

Scientific Games' research confirms the rising use of self-checkout among lottery players. In a recent survey fielded on SG's proprietary ONEVoice national player panel, 60% of respondents have used self-checkout at least once per week in 2023. This is a slight increase from 58% in a May 2022 survey, indicating self-checkout is slowly becoming a more common path to purchase.



Benefits for Customers

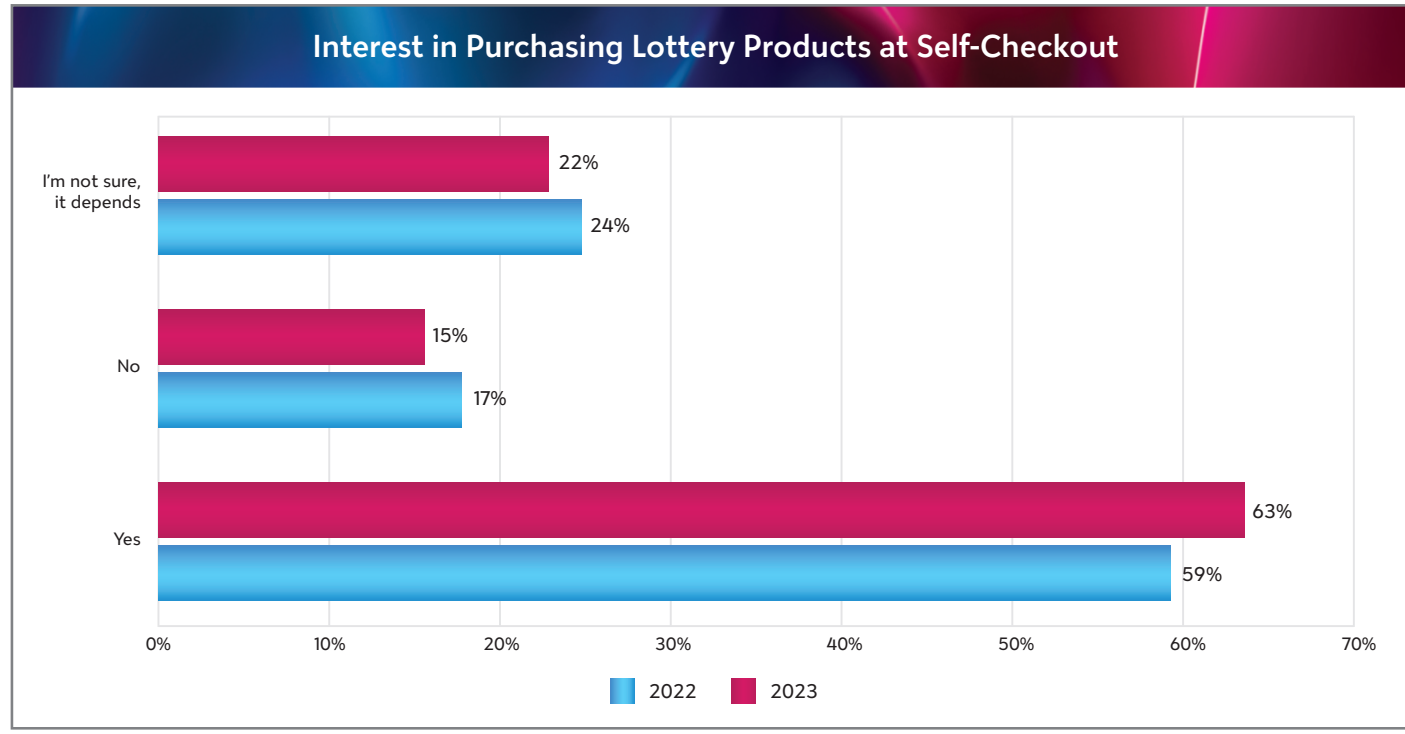
We asked respondents why they use self-checkout lanes, and the answer was clear and simple: "It was faster."



Lottery players' reasons for using self-checkout align with broader findings among the general population. As evidence, a survey by Raydiant found that 85% of respondents "believe strongly that [self-checkout lanes] are typically faster."

Self-Checkout in the Lottery Industry

In SG's ONEVoice survey, respondents were asked if they would purchase lottery products from self-checkout, and 63% indicated that they would be interested in exploring this option, a 4% increase from 2022. While this difference may seem small, it reflects a growing trend that lottery players are becoming more receptive to self-checkout.



Challenges and Drawbacks

Any major advance in retail technology and service will also have potential drawbacks, and self-checkout is no exception. Some customers find self-checkout frustrating and challenging to use, which can lead to longer wait times and negative shopping experiences.

However, retailers can address these challenges by providing clear instructions and training for customers on self-checkout. In fact, most retailers already have staff members available to assist customers with support services for anyone having trouble using the machines.

Final Thoughts

Selling lottery products in self-checkout lanes offers many benefits to retailers, consumers and lotteries. Failing to integrate lottery products into this powerful new channel could mean missing lucrative sales opportunities.

As self-checkout technology continues to evolve, the lottery industry can reap the benefits by working with retailers to incorporate new features and streamline operations. Leveraging self-checkout with lottery can increase convenience for shoppers and boost efficiencies and sales for retailers and lotteries alike.

Sources: 1. La Fleur's Conference, Pittsburgh 2023, 2. Gitnux. (2023). The Most Surprising Self Checkout Statistics And Trends in 2023 3. Lamb, J. (2023a, March 10). Mind Your Queues: The Many Hats Of Self-Checkout. Forbes. 4. Scientific Games ONEVoice Player Panel Survey