

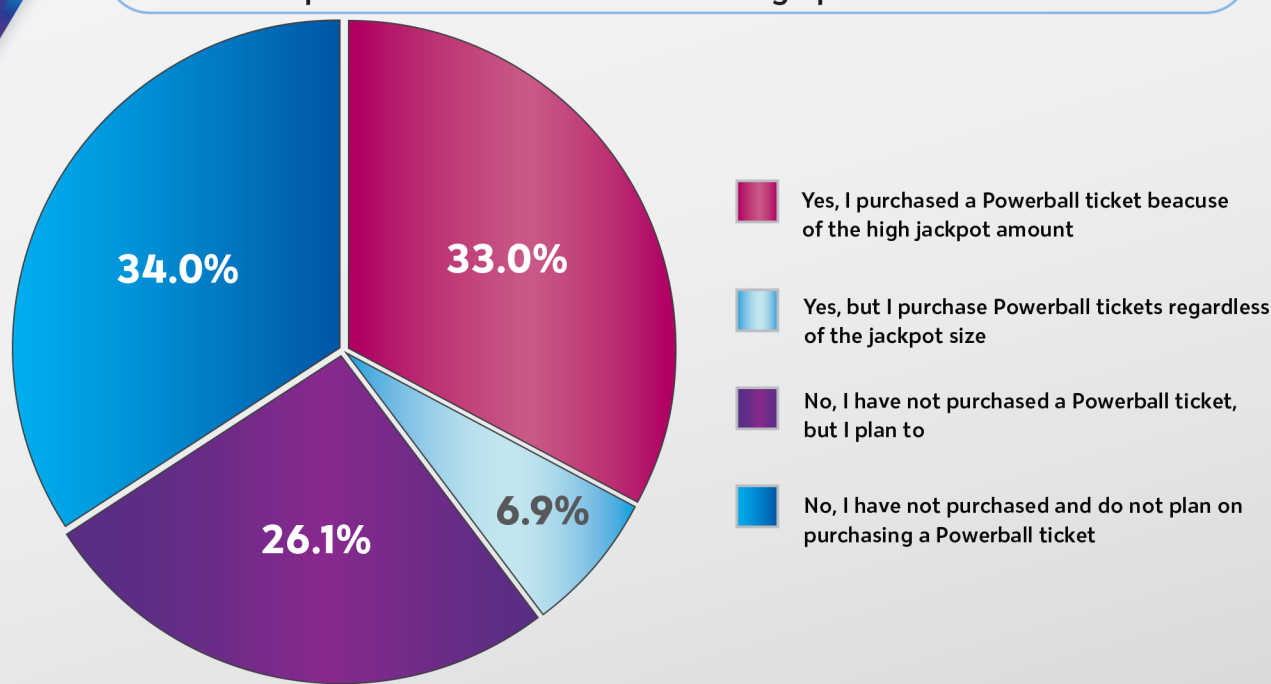
## Insights and Data to Help Manage Today's Changing Consumer Environment

The largest jackpot in the history of Powerball was won last week. The \$2.04 billion prize elevated lottery presence on news channels, piqued excitement in stores, and earned one lucky California retailer a million-dollar sales bonus. The jackpot also drove fevered sales, propelling the Bloc Lotto category up 80% fiscal year to date<sup>1</sup>. That growth has pushed every jurisdiction but one into the green for draw game sales in fiscal year 2022. But did the Powerball jackpot motivate other changes in lottery shopping behavior, potentially driving tangential sales? In order to explore that question in real-time, we posted a short survey on a mobile research platform 1Q. In this week's Data in Motion, we share some of those findings.

### Jackpot-Driven Behavior

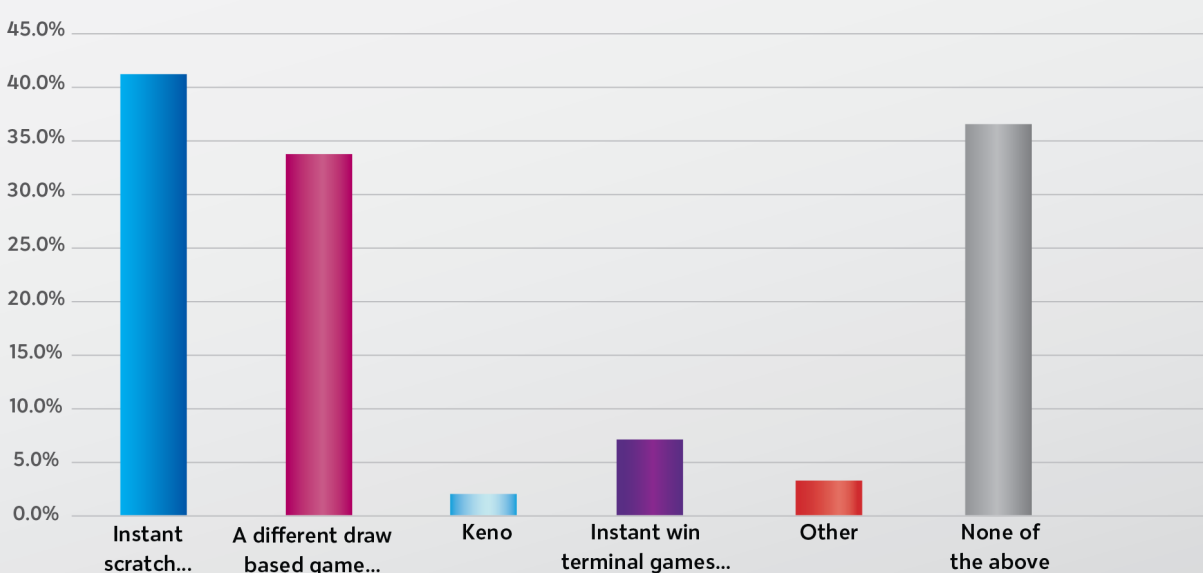
As reflected in the chart below, 33% of respondents stated that they purchased a Powerball ticket because of the large jackpot and another 26% said that they intended to. It is this 59% of potential players that can drive incremental sales in other lottery product categories, as evidenced by their change in behavior caused by jackpot amounts. Only 7% say they buy Powerball tickets regardless of the top prize amount, and it appears that 34% will never be motivated by a jackpot to buy a Powerball ticket.

The Powerball jackpot has reached \$1.2 billion, have you recently purchased a ticket due to the high prize amount?



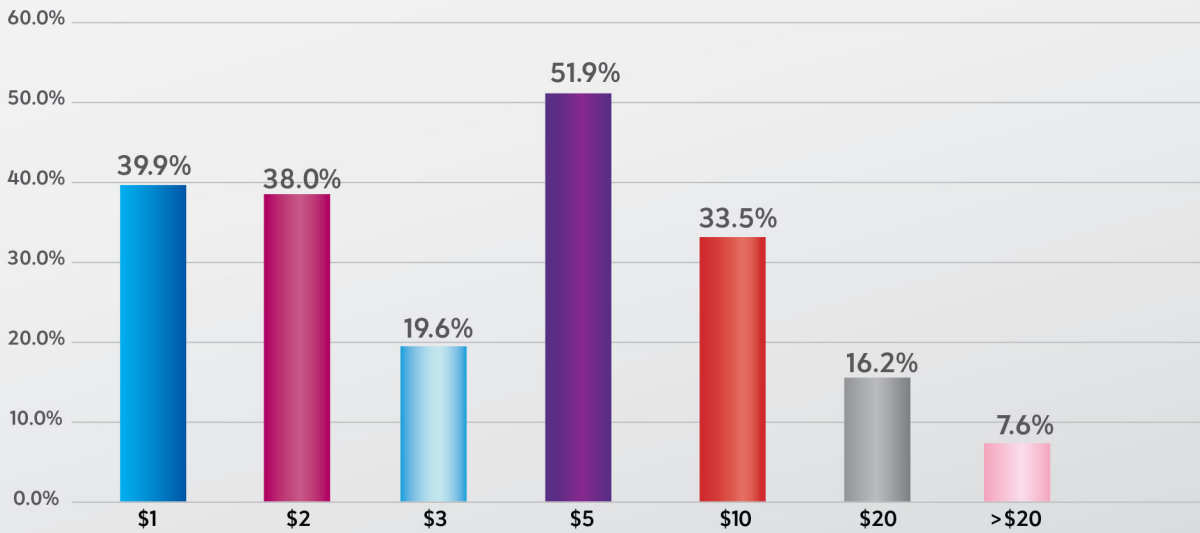
When we dug a little deeper and asked if players purchased other games in conjunction with their Powerball ticket, 65% said that they did. Of that group, 42% said that they purchased an instant scratch ticket and 33% reported purchasing a different draw game.

When you purchased your Powerball ticket, did you buy any other lottery games?



When asked what instant scratch price points they purchased with Powerball, the majority answered \$5 followed by \$1 and \$2 games. This may not be surprising when considering that most of these respondents are casual lottery players and typically gravitate toward lower instant scratch price points.

What price was the instant scratch ticket(s) that you purchased?



### Final Thoughts

Last week's Powerball jackpot isn't likely to help with the ever-rising threshold for jackpot fatigue but that's even more reason to be properly positioned to capitalize on the next big roll. In fact, 6% of respondents reported buying a lottery ticket for the *first time* as a result of the recent Powerball jackpot. That offers an amazing opportunity to engage new players. In order to make the most of these situations, make sure that there are products on-hand that appeal to new, light and lapsed players, and less active segments. Also, consider introducing these players to other products through ready-to-launch cross-promotions and targeted dual-purpose advertising. Finally, don't forget about partnering with your retailers; they love a big jackpot too and are especially receptive to in-store or corporate-branded promotions during the weeks that lead up to record-setting jackpot amounts.

We welcome you to check out the research results for yourself by [clicking here for 1Q results](#).

The next issue of Data in Motion will land in your inbox on **December 14**. Have a wonderful Thanksgiving!

Sources: 1. Scientific Games BI Platform: iNFUSE  
2. Scientific Games 1Q Powerball Jackpot Survey, November 2, 2022  
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