

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

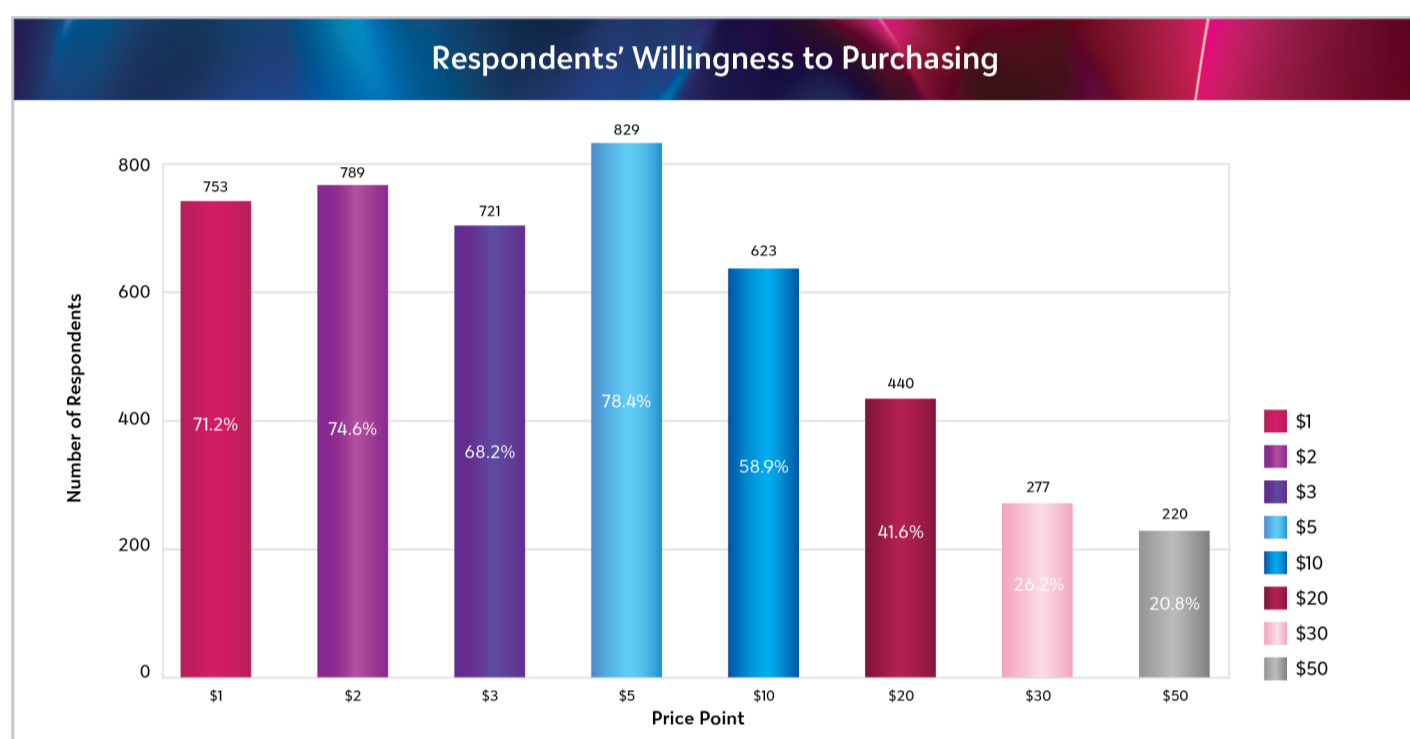
Five dollar games have been a player favorite and an industry darling for decades. In 2006 \$5 games became the top-selling instant scratch price point, until finally outsold in 2016 by ≥\$20 games. In 2019, sales of \$10 games surpassed \$5 games for the first time.

Revenue from \$5 games totaled \$11.5 billion in FY23, the lowest since FY15. This slip in sales has caught the attention of many lotteries that are looking for data-driven strategies to bolster their \$5 games. To help address some of these concerns, Scientific Games has continued to expand our understanding of the roles, value propositions, and play experiences that players want and expect from these games.

This edition of *Data in Motion* shares some results from a recent survey fielded on Scientific Games' ONEVoice player panel. The survey explores what callout information players view as most important and exciting for \$5 games.

The Survey Says: Players Still Love \$5 Games

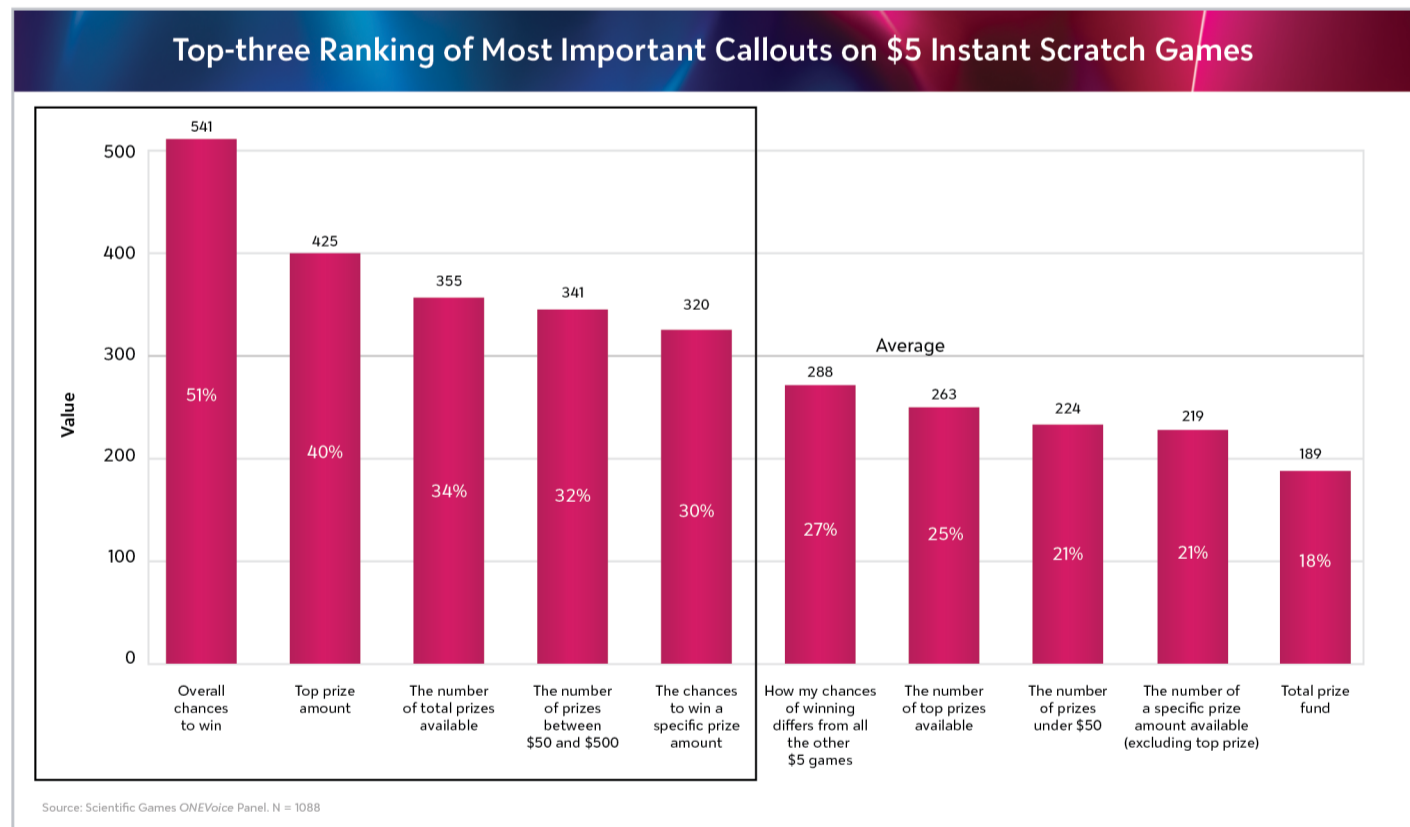
Nationally, \$5 games are still the most popular price point in terms of broad player appeal. In response to the question, "What price(s) of instant scratch-off games are you open to purchase?" 78.4% choose \$5. That's almost four percentage points higher than the \$2 games, which rank second at 74.6%.



The above results reinforce the importance of building a robust \$5 game category to ensure there's product available that appeals to a large percentage of the player base.

What Players Want to Know

The "Overall chances to win" in a game is the most important callout for \$5 ticket art, according to survey respondents. When asked what three most important pieces of information they are interested in on a \$5 ticket, 21% of respondents choose "Overall chances to win" as their number one pick, and 51% rank it in the top three. Coming in at a close second place is "Top prize amount," with 20% ranking this piece of information as most important and 40% placing it in the top three.



Only 18% of respondents rank "Total prize fund" in their top-three most critical pieces of information to be included on \$5 ticket art. Will the ranking for "Total prize fund" stay low for the higher price points as the prize fund grows? We'll let you know after we conduct similar studies on high-price-point games. In the meantime, for \$5 games it appears that people are more interested in the odds and amounts they might win each time they play versus the more general total prize fund available in the entire game.

A deeper dive on chances to win, number of prizes available, and which prize structure attribute is most exciting reveals similar responses across the different \$5 prize structures tested. First, even for \$5 games, people don't have much interest in their ability to win back just the cost of the ticket. However, players are interested in the overall odds of a game. This means that there's a balance that needs to be struck between higher prizes and odds—if not within a single game, at least within the entire category.

Final Thoughts

As more players enter the market by purchasing \$5 games, and while sales continue to lag, it's critical to continue to innovate at this price point. Innovation can mean new promotions, digital components, *Strategic Product Enhancements*, and even new play actions. It can also mean further analysis is needed on how prize money is diversified within a prize structure. Finally, looking at messaging, both on the ticket art and in advertising efforts, will help make sure it reflects the true value of the game to consumers.

More research and analysis continue on the \$5 category and others, so stay tuned for future findings!

Sources:
1. Scientific Games ONEVoice Player Panel Survey