

ATTACHMENT D

**Arkansas Lottery Commission
Retailer Categories
Fiscal Year 2013**

| <u>Category</u> | <u>Retailers</u> | <u>Percent to Total</u> |
|------------------------------------|-------------------------|------------------------------------|
| C-Store with Gas | 898 | 47% |
| Convenience Store | 529 | 28% |
| News Stand / Tobacco (Smoke) Store | 139 | 7% |
| Grocery / Food Store | 123 | 7% |
| Liquor Store | 118 | 6% |
| Miscellaneous / Other | 39 | 2% |
| Gasoline Service Station | 22 | 1% |
| Miscellaneous Retail | 15 | 1% |
| Restaurant / Bar | 8 | 0% |
| Drug Store | <u>1</u> | <u>0%</u> |
| Total | 1892 | 100% |

**Arkansas Lottery Commission
Sales by Game
Fiscal Year Ended June 30, 2013**

| <u>Product</u> | <u>2013</u> | <u>% to Total</u> | <u>2012</u> | <u>% to Total</u> |
|-----------------------|----------------------|-------------------|-----------------------|-------------------|
| Instant Games | \$355,061,785 | 80.8% | \$ 391,290,225 | 82.7% |
| Powerball | 47,409,700 | 10.8 | 37,903,399 | 8.0 |
| Mega Millions | 13,891,465 | 3.2 | 25,571,602 | 5.4 |
| Decades of Dollars | 2,927,572 | 0.7 | 5,237,158 | 1.1 |
| Natural State Jackpot | 6,994,820 | 1.6 | — | 0.0 |
| Fast Play | 3,391,691 | 0.8 | 2,721,436 | 0.6 |
| Cash 3 | 6,161,706 | 1.4 | 6,178,537 | 1.3 |
| Cash 4 | 3,324,150 | 0.8 | 3,325,490 | 0.7 |
| Arkansas 50/50 | 385,105 | 0.1 | 857,760 | 0.2 |
| Total | \$439,547,994 | 100% | \$ 473,085,607 | 100% |

Arkansas Lottery Commission
Revenue, Expenses and Change In Net Position (Unaudited)
Last Four Years

| | <u>2013</u> | <u>2012</u> | <u>2011</u> | <u>2010</u> |
|--|-----------------------|---------------------|----------------------|---------------------|
| Operating revenues: | | | | |
| Instant ticket sales | \$355,061,785 | \$391,290,225 | \$387,478,608 | \$335,487,156 |
| Online ticket sales | 84,486,209 | 81,795,382 | 76,540,743 | 48,211,299 |
| Retailer application, fidelity and service fees | 556,792 | 538,584 | 1,055,538 | 867,023 |
| Other revenue | 4,490 | 15,038 | 5,450 | 5,650 |
| Total operating revenues | <u>440,109,276</u> | <u>473,639,229</u> | <u>465,080,339</u> | <u>384,571,128</u> |
| Operating expenses: | | | | |
| Instant game prizes | 250,246,337 | 274,203,122 | 269,898,596 | 224,341,940 |
| Online game prizes | 41,877,845 | 41,115,706 | 37,556,109 | 23,381,100 |
| Retailer commissions | 24,986,551 | 26,526,329 | 26,217,851 | 21,578,603 |
| Gaming contract costs | 22,116,163 | 24,308,153 | 24,111,720 | 20,448,694 |
| Compensation and benefits | 6,049,048 | 5,954,138 | 6,226,266 | 6,118,300 |
| Marketing, advertising and promotions | 4,414,655 | 4,466,054 | 4,631,388 | 4,352,303 |
| General and administrative expenses | 1,231,212 | 1,270,047 | 1,434,229 | 1,841,340 |
| Other Services: | | | | |
| ADHE | 794,016 | 846,109 | 1,170,710 | 216,849 |
| Arkansas Division of Legislative Audit | 142,720 | 159,440 | 280,728 | 153,180 |
| Legal and profess. services | 22,507 | 107,651 | 8,484 | 24,182 |
| Depreciation | 182,158 | 182,159 | 179,750 | 122,643 |
| Total operating expenses | <u>352,063,212</u> | <u>379,138,908</u> | <u>371,715,831</u> | <u>302,579,134</u> |
| Operating income (loss) | 88,046,064 | 94,500,321 | 93,364,508 | 81,991,994 |
| Nonoperating revenue: | | | | |
| Interest income | 322,722 | 352,431 | 464,252 | 181,807 |
| Other non-operating income | - | 2,000,000 | - | - |
| Income (loss) before transfers | 88,368,786 | 96,852,752 | 93,828,760 | 82,173,801 |
| Transfers to: | | | | |
| Education Trust Account | (90,257,161) | (97,510,280) | (74,229,349) | (82,799,809) |
| Arkansas Department of Human Services | <u>(200,000)</u> | <u>(200,000)</u> | <u>(200,000)</u> | <u>(200,000)</u> |
| Change in net position | <u>\$ (2,088,375)</u> | <u>\$ (857,528)</u> | <u>\$ 19,399,411</u> | <u>\$ (826,008)</u> |

**Arkansas Lottery Commission
Advertising Expenses
Current Year Budget and Last Three Year Actual**

| Category | <u>2014</u> | <u>2013</u> | <u>2012</u> | <u>2011</u> |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|
| Creative/Production | \$137,838 | 238,199 | \$50,828 | \$59,996 |
| Signage | 112,822 | 308,980 | 124,969 | 212,639 |
| Website | 122,573 | 84,564 | 63,574 | 47,427 |
| Direct Mail | 79,659 | - | - | - |
| Promotions | 42,873 | 33,037 | 55,979 | 98,854 |
| Other | 4,380 | 2,454 | 4,954 | 29,855 |
| Media | 3,813,642 | 3,579,089 | 3,974,748 | 3,984,531 |
| Media Commission | <u>186,214</u> | <u>168,332</u> | <u>191,002</u> | <u>198,085</u> |
| Total | \$ 4,500,000 | \$ 4,414,655 | \$ 4,466,054 | \$ 4,631,388 |
| Media & Commission | | | | |
| TV | 2,145,431 | 1,850,217 | 2,480,634 | 2,645,370 |
| Radio | 1,159,585 | 1,057,215 | 1,041,057 | 1,107,556 |
| Outdoor | 506,988 | 545,719 | 424,677 | 367,155 |
| Internet | 98,490 | 81,820 | 63,192 | 25,938 |
| Print | <u>89,362</u> | <u>212,450</u> | <u>156,190</u> | <u>36,597</u> |
| Total | \$ 3,999,856 | \$ 3,747,421 | \$4,165,750 | \$4,182,616 |

Arkansas Lottery Commission
U.S. Lotteries' Sales (Unaudited)
Fiscal Year 2013

| <u>Lottery Jurisdiction</u> | <u>Pop (in millions)</u> | <u>Sales (in millions)</u> | <u>Sales Per Capita</u> | <u>Instant Sales (in millions)</u> | <u>Instant Sales Per Capita</u> |
|-----------------------------|--------------------------|----------------------------|-------------------------|------------------------------------|---------------------------------|
| Arizona | 6.6 | \$6.29 | \$105 | \$436.6 | \$66 |
| Arkansas | 2.9 | 439.5 | 152 | 355.1 | 122 |
| California | 38.0 | 4,445.9 | 117 | 3,010.1 | 79 |
| Colorado | 5.2 | 566.3 | 109 | 368.6 | 71 |
| Connecticut | 3.6 | 1,122.7 | 312 | 667.3 | 185 |
| D.C. | 0.6 | 243.8 | 406 | 57.9 | 97 |
| Delaware | 0.9 | 146.3 | 163 | 48.2 | 54 |
| Florida | 19.3 | 5,013.0 | 260 | 3,028.5 | 157 |
| Georgia | 9.9 | 3,912.2 | 395 | 2,630.7 | 266 |
| Idaho | 1.6 | 197.6 | 124 | 108.7 | 68 |
| Illinois | 12.9 | 2,841.3 | 220 | 1,768.4 | 137 |
| Indiana | 6.5 | 934.0 | 144 | 614.8 | 95 |
| Iowa | 3.1 | 339.3 | 109 | 202.3 | 65 |
| Kansas | 2.9 | 255.8 | 88 | 126.7 | 44 |
| Kentucky | 4.4 | 846.7 | 192 | 522.2 | 119 |
| Louisiana | 4.6 | 447.4 | 97 | 163.1 | 35 |
| Maine | 1.3 | 227.8 | 175 | 163.4 | 126 |
| Maryland | 5.9 | 1,756.1 | 298 | 485.8 | 82 |
| Massachusetts | 6.6 | 4,807.5 | 728 | 3,343.3 | 507 |
| Michigan EST | 9.9 | 2,471.1 | 250 | 818.8 | 83 |
| Minnesota | 5.4 | 560.4 | 104 | 363.8 | 67 |
| Missouri | 6.0 | 1,141.2 | 190 | 758.9 | 126 |
| Montana | 1.0 | 57.0 | 57 | 17.3 | 17 |
| Nebraska | 1.9 | 160.9 | 85 | 83.6 | 44 |
| N. Hampshire | 1.3 | 278.7 | 214 | 192.1 | 148 |
| New Jersey | 8.9 | 2,821.4 | 317 | 1,474.3 | 166 |
| New Mexico | 2.1 | 141.8 | 68 | 69.9 | 33 |
| New York | 19.6 | 7,108.9 | 363 | 3,724.2 | 190 |
| N. Carolina | 9.8 | 1,689.8 | 172 | 1,011.9 | 103 |
| N. Dakota | 0.7 | 27.8 | 40 | - | - |
| Ohio | 11.5 | 2,694.9 | 234 | 1,429.7 | 124 |
| Oklahoma | 3.8 | 200.2 | 53 | 89.4 | 24 |
| Oregon | 3.9 | 330.5 | 85 | 117.1 | 30 |
| Pennsylvania | 12.8 | 3,699.4 | 289 | 2,305.1 | 180 |
| Rhode Island | 1.1 | 253.4 | 230 | 85.0 | 77 |
| S. Carolina | 4.7 | 1,199.2 | 255 | 806.0 | 171 |
| South Dakota | 0.8 | 57.2 | 72 | 25.2 | 32 |
| Tennessee | 6.5 | 1,360.0 | 209 | N/A | N/A |
| Texas EST | 26.1 | 4,356.0 | 167 | 3,204.9 | 123 |
| Vermont | 0.6 | 102.1 | 170 | 74.2 | 124 |
| Virginia | 8.2 | 1,689.2 | 206 | 887.1 | 108 |
| Washington | 6.9 | 569.6 | 83 | 356.0 | 52 |
| West Virginia | 1.9 | 195.6 | 103 | 108.6 | 57 |
| Wisconsin | 5.7 | 565.8 | 99 | 323.8 | 57 |
| Total | 297.9 | \$ 62,968.2 | \$211 | \$ 36,428.6 | \$122 |

Arkansas Lottery Commission
Retail Sales by County (Unaudited)
Fiscal Year Ended June 30, 2013

| | <u>Instant*</u> | <u>Powerball ®</u> * | <u>Mega Millions</u> ® * | <u>Natural State</u> <u>Jackpot*</u> | <u>Cash</u> <u>3/Cash 4</u> | <u>Other</u> <u>Terminal</u> <u>Generate</u> <u>Games</u> | <u>Total</u> |
|--------------|-----------------|-------------------------|-----------------------------|---|--------------------------------|--|--------------|
| Arkansas | \$ 5,595,596 | \$ 416,886 | \$ 130,237 | \$ 99,861 | \$ 62,134 | \$ 28,032 | \$ 6,532,746 |
| Ashley | 1,484,086 | 252,779 | 67,523 | 24,421 | 230016 | 47,076 | 2,105,901 |
| Baxter | 3,824,237 | 640,287 | 196,451 | 121,068 | 53186 | 124,297 | 4,959,526 |
| Benton | 8,808,681 | 2,483,922 | 630,011 | 168,509 | 78438 | 203,724 | 12,373,285 |
| Boone | 4,400,672 | 502,006 | 131,869 | 60,644 | 50214 | 68,360 | 5,213,765 |
| Bradley | 1,695,493 | 118,801 | 38,378 | 28,290 | 17506 | 28,553 | 1,927,021 |
| Calhoun | 526,936 | 46,460 | 14,338 | 8,764 | 17637 | 9,134 | 623,269 |
| Carroll | 2,769,476 | 318,436 | 86,238 | 37,282 | 16917 | 44,722 | 3,273,071 |
| Chicot | 2,028,983 | 833,563 | 229,087 | 50,671 | 115754 | 51,618 | 3,309,676 |
| Clark | 3,501,122 | 352,393 | 96,125 | 48,461 | 49170 | 58,538 | 4,105,809 |
| Clay | 1,041,467 | 91,695 | 22,562 | 10,115 | 4827 | 14,429 | 1,185,095 |
| Cleburne | 3,530,268 | 514,752 | 168,490 | 103,537 | 19038 | 83,938 | 4,420,023 |
| Cleveland | 580,252 | 78,578 | 21,492 | 12,517 | 7554 | 11,627 | 712,020 |
| Columbia | 2,712,053 | 234,356 | 63,800 | 43,512 | 222233 | 86,463 | 3,362,417 |
| Conway | 4,494,704 | 471,803 | 146,713 | 84,302 | 110668 | 68,013 | 5,376,203 |
| Craighead | 13,571,053 | 1,495,493 | 373,724 | 180,903 | 159829 | 176,998 | 15,958,000 |
| Crawford | 3,941,077 | 901,611 | 247,642 | 129,622 | 40231 | 72,046 | 5,332,229 |
| Crittenden | 5,992,550 | 1,270,818 | 341,524 | 98,786 | 314409 | 135,417 | 8,153,504 |
| Cross | 2,414,432 | 247,139 | 68,053 | 37,160 | 42551 | 57,178 | 2,866,513 |
| Dallas | 1,583,564 | 138,215 | 45,587 | 28,880 | 26975 | 29,183 | 1,852,404 |
| Desha | 1,853,921 | 248,874 | 68,800 | 42,357 | 27940 | 22,519 | 2,264,411 |
| Drew | 2,030,695 | 262,799 | 69,051 | 35,262 | 17883 | 42,817 | 2,458,507 |
| Faulkner | 13,191,076 | 1,815,152 | 547,034 | 267,447 | 169352 | 222,248 | 16,212,309 |
| Franklin | 1,769,011 | 292,506 | 81,141 | 38,558 | 10342 | 84,062 | 2,275,620 |
| Fulton | 613,755 | 89,548 | 25,335 | 11,922 | 5285 | 11,782 | 757,627 |
| Garland | 9,518,989 | 2,085,263 | 646,964 | 354,563 | 131501 | 284,406 | 13,021,686 |
| Grant | 1,759,453 | 250,391 | 86,973 | 45,295 | 7123 | 28,258 | 2,177,493 |
| Greene | 6,272,116 | 609,674 | 162,463 | 77,059 | 28356 | 66,711 | 7,216,379 |
| Hempstead | 4,148,947 | 272,542 | 90,488 | 42,624 | 402529 | 47,174 | 5,004,304 |
| Hot Spring | 3,430,862 | 408,562 | 129,676 | 89,116 | 32735 | 56,823 | 4,147,774 |
| Howard | 1,830,232 | 158,672 | 54,095 | 23,809 | 268738 | 27,091 | 2,362,637 |
| Independence | 7,535,909 | 634,309 | 191,418 | 117,949 | 68104 | 124,660 | 8,672,349 |
| Izard | 893,761 | 130,137 | 45,820 | 21,615 | 7739 | 23,874 | 1,122,946 |
| Jackson | 3,806,080 | 357,789 | 109,979 | 84,036 | 179404 | 76,311 | 4,613,599 |
| Jefferson | 14,583,439 | 1,467,387 | 481,745 | 382,898 | 736947 | 282,754 | 17,935,170 |
| Johnson | 2,454,490 | 322,736 | 103,545 | 46,622 | 13674 | 36,605 | 2,977,672 |
| Lafayette | 767,819 | 60,637 | 16,215 | 8,600 | 46547 | 15,945 | 915,763 |

| | | | | | | | |
|---------------|----------------|---------------|---------------|--------------|-------------|--------------|----------------|
| Lawrence | 2,586,332 | 178,822 | 45,736 | 22,264 | 19472 | 35,816 | 2,888,442 |
| Lee | 1,163,753 | 88,499 | 23,035 | 9,140 | 56555 | 11,540 | 1,352,522 |
| Lincoln | 998,427 | 117,753 | 34,425 | 27,322 | 6981 | 11,145 | 1,196,053 |
| Little River | 1,042,863 | 107,594 | 33,316 | 16,088 | 61647 | 16,485 | 1,277,993 |
| Logan | 2,599,572 | 302,714 | 90,624 | 48,842 | 10322 | 48,339 | 3,100,413 |
| Lonoke | 11,453,654 | 1,392,161 | 402,544 | 202,832 | 106117 | 198,637 | 13,755,945 |
| Madison | 575,130 | 117,394 | 35,020 | 14,645 | 1674 | 25,101 | 768,964 |
| Marion | 1,772,178 | 231,937 | 65,222 | 44,520 | 20783 | 50,610 | 2,185,250 |
| Miller | 5,035,645 | 435,114 | 141,639 | 52,446 | 402135 | 48,240 | 6,115,219 |
| Mississippi | 5,981,867 | 567,073 | 143,629 | 58,384 | 639313 | 60,377 | 7,450,643 |
| Monroe | 1,565,497 | 218,164 | 58,798 | 26,258 | 63124 | 22,138 | 1,953,979 |
| Montgomery | 251,149 | 75,931 | 22,073 | 11,114 | 598 | 12,429 | 373,294 |
| Nevada | 2,668,440 | 162,127 | 50,141 | 22,119 | 47067 | 48,721 | 2,998,615 |
| Newton | 642,181 | 52,082 | 15,427 | 7,595 | 1175 | 11,566 | 730,026 |
| Ouachita | 5,279,301 | 389,624 | 114,558 | 86,337 | 151423 | 154,378 | 6,175,621 |
| Perry | 889,211 | 140,029 | 46,755 | 21,288 | 9961 | 14,054 | 1,121,298 |
| Phillips | 2,419,034 | 447,285 | 126,507 | 32,107 | 125947 | 34,665 | 3,185,545 |
| Pike | 943,088 | 149,402 | 48,286 | 30,875 | 2407 | 29,135 | 1,203,193 |
| Poinsett | 4,775,011 | 386,214 | 93,861 | 63,092 | 79519 | 69,987 | 5,467,684 |
| Polk | 1,460,337 | 258,282 | 79,098 | 38,974 | 7408 | 33,537 | 1,877,636 |
| Pope | 9,265,010 | 1,130,985 | 324,732 | 181,462 | 100735 | 178,250 | 11,181,174 |
| Prairie | 1,906,145 | 183,945 | 48,244 | 27,490 | 42123 | 21,270 | 2,229,217 |
| Pulaski | 65,324,858 | 8,653,271 | 2,719,217 | 1,498,707 | 1918328 | 1,309,839 | 81,424,220 |
| Randolph | 1,817,273 | 180,148 | 43,089 | 30,292 | 2602 | 27,670 | 2,101,074 |
| Saint Francis | 2,756,130 | 391,214 | 108,038 | 47,030 | 161343 | 30,727 | 3,494,482 |
| Saline | 12,841,608 | 1,929,098 | 582,107 | 285,812 | 160530 | 260,919 | 16,060,074 |
| Scott | 1,284,944 | 134,342 | 38,936 | 18,343 | 3874 | 12,067 | 1,492,506 |
| Searcy | 1,189,746 | 107,001 | 31,000 | 16,239 | 27992 | 30,140 | 1,402,118 |
| Sebastian | 8,339,449 | 2,098,165 | 601,777 | 288,735 | 241615 | 188,902 | 11,758,643 |
| Sevier | 1,414,880 | 159,090 | 48,514 | 22,268 | 53358 | 18,034 | 1,716,144 |
| Sharp | 2,313,581 | 230,291 | 69,869 | 35,300 | 13826 | 42,779 | 2,705,646 |
| Stone | 1,025,918 | 154,638 | 44,583 | 27,664 | 14515 | 23,774 | 1,291,092 |
| Union | 7,290,655 | 637,957 | 188,286 | 77,690 | 712372 | 100,446 | 9,007,406 |
| Van Buren | 1,728,327 | 253,280 | 75,973 | 41,578 | 21552 | 34,034 | 2,154,744 |
| Washington | 15,396,050 | 3,001,079 | 822,463 | 261,616 | 183512 | 258,907 | 19,923,627 |
| White | 13,129,404 | 1,094,158 | 316,272 | 190,288 | 76958 | 161,498 | 14,968,578 |
| Woodruff | 1,380,042 | 131,235 | 35,883 | 22,421 | 33811 | 18,440 | 1,621,832 |
| Yell | 2,005,143 | 259,870 | 84,286 | 39,650 | 8256 | 51,783 | 2,448,988 |
| Total | \$ 355,469,090 | \$ 47,424,939 | \$ 13,884,549 | \$ 7,015,864 | \$9,484,397 | \$ 6,659,765 | \$ 439,938,604 |

**Arkansas Lottery Commission
Demographics Study
Fiscal Year 2010**

| | Lottery Players | | | | | |
|---|------------------------|------------------------|----------------------|-------------|--------------|---------------|
| | <u>Census1</u> | <u>All Respondents</u> | <u>Players Total</u> | <u>Core</u> | <u>Light</u> | <u>Lapsed</u> |
| Number of respondents = | 2.8 Million | 1,198 | 856 | 296 | 460 | 100 |
| <u>Gender</u> | | | | | | |
| Male | 48% | 48% | 49% | 50% | 49% | 45% |
| Female | 52% | 52% | 51% | 50% | 51% | 55% |
| <u>Age</u> | | | | | | |
| 18-24 | 13% | 13% | 11% | 8% | 13% | 7% |
| 25-34 | 18% | 18% | 24% | 20% | 26% | 14% |
| 35-44 | 17% | 17% | 23% | 28% | 21% | 16% |
| 45-54 | 18% | 18% | 19% | 19% | 19% | 25% |
| 55-64 | 15% | 15% | 14% | 16% | 12% | 20% |
| 65 or older | 19% | 19% | 9% | 9% | 9% | 18% |
| <u>Education</u> | | | | | | |
| Some high school | | 6% | 7% | 6% | 7% | 5% |
| Completed high school | | 25% | 23% | 28% | 20% | 18% |
| Technical or vocational school above high school level | | 11% | 10% | 8% | 11% | 7% |
| Some college or university | | 29% | 33% | 35% | 33% | 29% |
| College or university degree or diploma (Bachelor's Degree) | | 19% | 19% | 17% | 20% | 21% |
| Post-graduate degree (Masters, Doctorate, or equivalent) | | 10% | 8% | 6% | 9% | 20% |
| <u>Race</u> | | | | | | |
| Hispanic, Latino or Spanish origin | 5% | 5% | 6% | 3% | 7% | 8% |
| Not of Hispanic, Latino or Spanish origin | 95% | 95% | 94% | 97% | 93% | 92% |
| Caucasian | 78% | 79% | 73% | 73% | 73% | 79% |
| African American | 16% | 15% | 22% | 25% | 21% | 16% |
| Native American or Alaska Native | 1% | 2% | 2% | 0% | 3% | 1% |
| Asian | 1% | 1% | 0% | 1% | 0% | 1% |
| Other (includes Multi – racial, hence may sum to greater than 100%) | 4% | 3% | 3% | 1% | 3% | 3% |
| <u>Income</u> | | | | | | |
| Less than \$25,000 | | 29% | 26% | 19% | 29% | 28% |
| \$25,000 to just under \$50,000 | | 35% | 37% | 45% | 35% | 29% |
| \$50,000 to just under \$75,000 | | 19% | 22% | 21% | 22% | 23% |
| \$75,000 to just under \$100,000 | | 10% | 11% | 11% | 10% | 16% |
| \$100,000 or more | | 7% | 4% | 4% | 4% | 4% |

Arkansas Lottery Commission
Lottery Awareness & Advertising Effectiveness Tracking Study
Fiscal Year 2014

| | Total | Northeast | Northwest | Central | Southeast | Southwest |
|---|------------|------------|------------|------------|------------|------------|
| Confidence Level = 95% | | | | | | |
| How often do you play the Arkansas State Lottery games? This includes buying Natural State lottery tickets, Powerball tickets, Mega Millions tickets, and scratch-off game tickets. Would you say you play...? | | | | | | |
| Often | 17% | 16% | 11% | 15% | 22% | 16% |
| Sometimes | 30% | 29% | 26% | 30% | 38% | 18% |
| Rarely | 23% | 26% | 32% | 21% | 13% | 20% |
| Never | 31% | 29% | 31% | 33% | 27% | 45% |
| More specifically, how often would you say you play? Would you say...? | | | | | | |
| A couple times a year | 13% | 8% | 14% | 14% | 0% | 5% |
| About once or twice a month | 48% | 62% | 59% | 45% | 63% | 42% |
| 1-3 times per week | 29% | 31% | 18% | 30% | 37% | 37% |
| 4 or more times per week | 10% | 0% | 9% | 11% | 0% | 16% |
| Don't Know | 0% | 0% | 0% | 1% | 0% | 0% |
| Are you aware of what the money made by the Arkansas Lottery is used for? | | | | | | |
| Yes | 83% | 78% | 81% | 85% | 89% | 84% |
| No | 17% | 22% | 18% | 15% | 11% | 16% |
| Don't Know/Refused | 0% | 0% | 1% | 0% | 0% | 0% |
| What is the money used for? | | | | | | |
| College scholarships | 92% | 87% | 94% | 95% | 93% | 96% |
| Roads, infrastructure | 1% | 2% | 1% | 1% | 0% | 0% |
| Arkansas state parks | 0% | 0% | 0% | 1% | 0% | 2% |
| The state of arkansas general fund | 3% | 0% | 2% | 1% | 5% | 0% |
| Other | 3% | 11% | 3% | 2% | 0% | 2% |
| Don't Know | 0% | 0% | 0% | 1% | 3% | 0% |
| Have you played the lottery in the past 3 months? | | | | | | |
| Yes | 49% | 52% | 44% | 50% | 58% | 35% |
| No | 51% | 48% | 56% | 50% | 42% | 65% |
| Don't Know | 0% | 0% | 0% | 0% | 0% | 0% |
| Have you played instant game tickets, sometimes known as "scratch off games", in the last 3 months? | | | | | | |
| Yes | 45% | 50% | 36% | 41% | 62% | 44% |
| No | 55% | 50% | 64% | 59% | 38% | 56% |
| Don't Know | 0% | 0% | 0% | 0% | 0% | 0% |
| Have you played draw games in the last three months including Powerball, Mega Millions, and/or Natural State Jackpot? | | | | | | |
| Yes | 39% | 41% | 38% | 37% | 51% | 29% |
| No | 61% | 59% | 62% | 63% | 49% | 71% |
| Don't Know | 0% | 0% | 0% | 0% | 0% | 0% |
| In the past month, have you seen or heard any lottery advertising on the television, radio, on websites, billboards, or signs/posters at a lottery retailer? | | | | | | |
| Yes | 76% | 71% | 78% | 80% | 80% | 58% |

| | | | | | | |
|------------|-----|-----|-----|-----|-----|-----|
| No | 23% | 28% | 22% | 20% | 20% | 40% |
| Don't Know | 1% | 2% | 0% | 0% | 0% | 2% |
| Refused | 0% | 0% | 0% | 0% | 0% | 0% |

Which of the following games have you seen advertisements for?

| | | | | | | |
|-----------------------------------|-----|-----|-----|-----|-----|-----|
| Instant games/scratch-off tickets | 65% | 63% | 66% | 65% | 67% | 63% |
| Powerball | 76% | 85% | 74% | 75% | 78% | 72% |
| Mega millions | 73% | 80% | 65% | 74% | 78% | 69% |
| Natural state jackpot | 41% | 49% | 35% | 42% | 50% | 28% |
| Cash 3 / cash 4 | 16% | 20% | 12% | 16% | 22% | 19% |
| Dk | 3% | 0% | 2% | 5% | 0% | 0% |
| Ref | 0% | 0% | 0% | 0% | 0% | 0% |

Where do you recall receiving jackpot information and reminders to play the Lottery? Do you recall receiving information and reminders on...?

| | | | | | | |
|--|-----|-----|-----|-----|-----|-----|
| Television commercials | 77% | 85% | 70% | 80% | 78% | 88% |
| Radio commercials | 38% | 46% | 34% | 45% | 47% | 44% |
| Lottery website | 24% | 22% | 22% | 25% | 31% | 31% |
| Billboards | 49% | 61% | 57% | 52% | 42% | 50% |
| Ads when i'm on other websites | 14% | 15% | 16% | 11% | 14% | 19% |
| Lottery retailer signage/posters/pump videos | 47% | 51% | 62% | 51% | 36% | 41% |
| Television stations that air the drawings | 47% | 63% | 46% | 57% | 64% | 47% |
| Mobile app | 8% | 10% | 9% | 6% | 11% | 13% |
| Facebook and/or twitter | 13% | 12% | 12% | 16% | 11% | 16% |
| E-mails | 15% | 15% | 11% | 20% | 25% | 16% |
| Print (i.e., newspaper, magazines, direct mail) (new wave only) | 30% | 34% | 23% | 29% | 39% | 34% |

I play Powerball and Mega Millions when:

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| The jackpot level reaches \$50 million | 13% | 16% | 11% | 12% | 22% | 11% |
| The jackpot level reaches \$100 million | 14% | 10% | 18% | 12% | 22% | 7% |
| The jackpot level reaches \$300 million | 11% | 10% | 15% | 11% | 9% | 7% |
| The jackpot level reaches over \$500 million | 17% | 16% | 19% | 16% | 7% | 24% |
| I play regardless of the jackpot level, i play all the time | 29% | 34% | 24% | 30% | 33% | 29% |
| Dk | 13% | 10% | 11% | 15% | 4% | 22% |
| Ref | 2% | 3% | 2% | 3% | 2% | 0% |

The lottery is a good way for the state to support students that want to go to college. Would you say you...?

| | | | | | | |
|----------------------------|-----|-----|-----|-----|-----|-----|
| Agree or Strongly Agree | 65% | 67% | 68% | 62% | 76% | 56% |
| Strongly Agree | 26% | 28% | 37% | 25% | 31% | 22% |
| Agree | 39% | 40% | 32% | 38% | 44% | 35% |
| Neither Agree nor Disagree | 18% | 16% | 15% | 20% | 13% | 25% |

How much do you agree with the following statement...? I hear about the people who win the lottery. Would you say you...?

| | | | | | | |
|----------------------------|-----|-----|-----|-----|-----|-----|
| Agree or Strongly Agree | 49% | 48% | 41% | 44% | 49% | 45% |
| Strongly Agree | 10% | 12% | 7% | 8% | 16% | 11% |
| Agree | 39% | 36% | 34% | 35% | 33% | 35% |
| Neither Agree nor Disagree | 27% | 26% | 25% | 30% | 42% | 35% |