

BREAK OPEN PRICE INCREASE STUDY Quantitative Findings

Prepared for: Break Open Ticket Development Fund Management Committee

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TABLE OF CONTENTS

BACKGROUND AND OBJECTIVES	3
STUDY METHOD	4
LIMITATIONS	5
EXECUTIVE SUMMARY	6
MAIN FINDINGS	9
1. PLAYER PROFILES	10
2. CURRENT AWARENESS AND PLAY OF 50 CENT AND \$1 TICKETS	12
3. LIKELIHOOD OF PURCHASING \$1 TICKETS	17
4. PRODUCT PREFERENCES	26
5. CHARITY AWARENESS	36
APPENDIX: Questionnaire	



2

BACKGROUND AND OBJECTIVES

Break open tickets in Ontario have traditionally been priced at 50 cents a ticket, although a limited selection of \$1 tickets is also available.

The 50 cent ticket continues be very popular with players, but there are financial challenges. The proceeds from each 50 cent ticket are distributed to several stakeholders. Over time, industry costs have risen while commercial sector commissions have remained fixed.

The Break Open Ticket Development Fund Management Committee (BOTDFMC) was therefore interested in exploring the viability and implications of a more general industry move to a \$1 ticket, effectively doubling the price of the product. While there would be possible benefits (e.g. room for top prizes to increase and be more appealing to consumers), there would also be risks if consumers reject the price increase.

Research Dimensions was therefore commissioned to conduct consumer research with the broad objective of gauging consumer reaction to a potential price change, as well as investigating players' reaction to current \$1 break opens, reaction to potential \$1 break open ticket enhancements, expectations of prize structure, and other expectations given the higher price point.

An initial qualitative research phase has already been completed. The present quantitative phase provides an estimate of the likely impact on sales of a move to a \$1 price point.



3

STUDY METHOD

Type of interview:	Internet panel		
Sample size:	401		
Location:	Ontario		
Qualified respondents:	 18 years of age or over Bought a break open ticket in the past 6 months at a store or lottery kiosk Buy break open tickets an average of at least once a year 		
Fieldwork dates:	March 18-22, 2011		

The quantitative phase was conducted in two stages due to the low incidence of break open ticket players in the general population. In the first stage, a question identifying break open players was included as part of an omnibus study that went to the entire Ontario Internet panel. In the second stage, invitations to complete the full survey were sent to respondents who had identified themselves as break open players in the first stage. Results in the second stage were weighted by sex and age to match the sex and age distributions encountered in the first stage following demographic balancing of that sample.

A hard copy version of the study questionnaire can be found in the Appendix. The Internet version was slightly different in appearance, but not in substance. The questionnaire specified several times that the survey was about break open tickets available at places other than Bingo halls.



research dimensions

LIMITATIONS

All quantitative research has limitations.

The present study utilized an Internet panel and, as such, utilized a non-probability sample. It is therefore inappropriate to quote statistical confidence intervals.

Previous experience suggests that Internet panels include heavier than average lottery players. If so, this would not necessarily be a negative for the present study as heavy players account for the great majority of spending, and would be the key target group for any new break open products.

Despite their limitations, Internet panels are widely used by private and public sector clients, and are accepted as a valid research tool by the Marketing Research and Intelligence Association (MRIA).



EXECUTIVE SUMMARY





- If 50 cent break open tickets continue to be available:
 - » Making \$1 tickets more widely available has the potential to result in an overall increase in sales of about 15%.
 - » More realistically, depending on actual distribution and consumer awareness levels, overall sales would likely increase by less than 15%, but with significantly more \$1 tickets sold than now.
 - » 50 cent tickets would, however, still account for the majority of dollar sales in the short term.
- If 50 cent tickets are replaced by \$1 tickets:
 - » At best, sales would remain about the same as now.
 - » At the same time, there would be some risk of an overall drop in sales.
- The following preferences/opportunities for \$1 tickets were identified:
 - » Prize boards with top prizes in the \$100-\$500 range, but some room for \$1,000 top prizes as well
 - » A slightly bigger ticket size than existing 50 cent tickets
 - » 6 pull tabs instead of the traditional 5
 - » Tickets with different shapes and themes.



Conclusions

Making \$1 tickets widely available in addition to 50 cent tickets would likely lead to a small increase in existing sales, while increasing overall profitability by taking share from 50 cent tickets. In the short term, however, 50 cent tickets would be expected to continue to account for the majority of sales.

At the same time, this outcome is based on a fairly conservative scenario in which existing \$1 tickets are simply given full distribution across existing store outlets. It is likely that greater consumer interest could be created through various product enhancements such as a slightly bigger ticket size, a sixth pull tab, and different shapes and themes.

Replacing all tickets with \$1 tickets is not recommended at this time, but remains a possibility for the longer term. Among other things, it would not be unreasonable to expect greater comfort with \$1 tickets over time. This was what happened with initial price resistance to \$2 Lotto 6/49 and \$5 Lotto Max.

Consumer education and communication would likely accelerate awareness and acceptance of \$1 tickets. It is recommended that, at a minimum, POS materials be used to alert consumers to the presence of \$1 tickets, and to communicate their enhanced prize structures as compared with 50 cent tickets.



MAIN FINDINGS





1. PLAYER PROFILES

- The male/female ratio of past 6 month break open players matched that of the general adult population of Ontario.
- In terms of age, break open players were slightly underrepresented in the 18-34 age group. By contrast, in a previous study conducted in 2005, 18-34s had been somewhat overrepresented. It appears that those players have since moved to the next higher age category, while 18-34s have not been replenishing as much as before. This was possibly due to declining break open ticket distribution and availability.

SEX AND AGE PROFILES OF BREAK OPEN TICKET PLAYERS





General

- The sample split fairly evenly between respondents who said they played break opens once a week or more, once a month or more (but less than once a week), and less than once a month.
- The average amount spent per month was \$14.8, although slightly over half (54%) said they spent less than \$10.

Amount spent in an average month Average frequency of play 0 20 40 60 80 100 40 60 80 0 20 100 More than once a week 11 Less than \$5 25 34% once a week or more 23 Once a week \$5-\$9 29 18 Once every 2-3 weeks 20 \$10-\$19 36% once a month or more Once a month 18 \$20-\$29 15 Once every 2 months 1b \$30 or over 11 Once every 3-5 months 1130% less often than once a month Once or twice a year 9 Mean \$14.8 (Based on total sample of 401 respondents) research dimensions 11

BREAK OPEN TICKET FREQUENCY OF PLAY AND MONTHLY DOLLAR SPEND

2. CURRENT AWARENESS AND PLAY OF 50 CENT AND \$1 TICKETS

- All respondents in the sample were aware of break open tickets that cost 50 cents to play. (Those who were not aware were discontinued from the survey as they would not be able to properly answer subsequent pricing related questions.)
- In terms of \$1 break open tickets, awareness was quite high at 77%.

BREAK OPEN TICKET PRICE POINTS AWARE OF



Break open tickets that cost 50 cents

Break open tickets that cost \$1

(Based on total sample of 401 respondents)



12

- Almost all respondents (95%) said that they bought 50 cent break open tickets in an average month, while 45% said that they bought \$1 tickets. Some of those who did not play 50 cent tickets were infrequent players who did not actually play any tickets in an average month.
- The figures were little changed by extending to a longer time horizon of past 6 months.



BREAK OPEN TICKET PRICE POINTS BOUGHT



• It was seen earlier (see page 11) that respondents spent an average of \$14.8 on break open tickets in an average month. This broke down into \$10.3 for 50 cent tickets and \$4.5 for \$1 tickets.

AMOUNT SPENT ON BREAK OPEN TICKETS IN AN AVERAGE MONTH



(Based on total sample of 401 respondents)



- Respondents were asked about the availability of 50 cent and \$1 break open tickets at stores where they usually bought break opens. By definition, those stores would tend to be higher volume stores and not necessarily representative of the full range of stores selling break opens.
- Hardly any stores had predominantly \$1 tickets. Among the remainder, 53% had predominantly 50 cent tickets, while 42% had a mix of both.

PERCEIVED AVAILABILITY OF 50 CENT AND \$1 BREAK OPEN TICKETS AT PLACES WHERE RESPONDENTS USUALLY BUY THEM



(Based on total sample of 401 respondents)



- Those who bought their break open tickets at stores with predominantly 50 cent tickets were then asked how likely they would be to buy more \$1 tickets if they were more available. This was a measure of "latent demand".
- As it turned out, there was relatively little latent demand for more \$1 tickets. While more such demand would have been desirable, as will be seen later neither does this indicate rejection of the \$1 price point.

LIKELIHOOD OF BUYING MORE \$1 BREAK OPEN TICKETS THAN NOW IF STORES HAD MORE \$1 TICKETS AVAILABLE



3. LIKELIHOOD OF PURCHASING \$1 TICKETS

 It was assumed prior to the survey that respondents would have varying degrees of familiarity with existing \$1 break open tickets. In order to insure that all respondents had a basic understanding of them, they were shown the sample tickets below. It was also explained that "They [\$1 tickets] look like 50 cent tickets, but have higher top prizes and/or more smaller prizes".





- After seeing the \$1 tickets shown on the previous page, respondents were asked how likely they would be to buy them if they were available *in addition to 50 cent tickets* at stores and lottery kiosks.
- A total of 85% of the sample said that they would at least "maybe" buy them. As such, there were very few rejecters of \$1 tickets.
- It should be noted that this was a very conservative scenario corresponding to existing \$1 tickets being rolled out to existing store locations with minimal consumer communication or education. It does not take into account, for example, possible product enhancements as examined in Section 4 of this report.

LIKELIHOOD OF BUYING \$1 BREAK OPEN TICKETS AFTER SEEING SAMPLE TICKETS



- If \$1 tickets are available *in addition to 50 cent tickets:*
 - » Play of 50 cent tickets would be expected to be little affected, with the incidence of play only dropping from 95% to 93% in an average month, and average spend only dropping from \$10.3 to \$9.7. In other words, cannibalization would be minimal.
 - » On the other hand, play of \$1 tickets would be expected to increase significantly, with the incidence of play increasing from 45% to 63%, and average spend increasing from \$4.5 to \$7.2. Despite this increase, most sales would still come from 50 cent tickets.
 - » Overall spending on 50 cent and \$1 tickets combined would be expected to increase from \$14.8 to \$17.0 in an average month, or an increase of 15%.
- This 15% represents a potential increase only. It assumes that \$1 tickets are available in all existing break open outlets, and that break open customers are aware of them. Actual sales increases would depend on the extent to which these conditions can be achieved.

(See exhibit on next page)



EXPECTED PLAY OF BREAK OPEN TICKETS ASSUMING BOTH 50 CENT AND \$1 TICKETS ARE AVAILABLE AT STORES AND LOTTERY KIOSKS



(Based on total sample of 401 respondents)



 If 50 cent tickets are no longer available, and all break open tickets cost \$1, the purchase likelihood would be as shown below. Compared with the previous scenario (i.e. 50 cent tickets continuing to be available), more respondents said that they would definitely or probably play under this scenario. This reflected the fact that the consumer alternative would now be not to play break open tickets at all.

LIKELIHOOD OF BUYING \$1 BREAK OPEN TICKETS AFTER SEEING SAMPLE TICKETS



(Based on total sample of 401 respondents)



- If 50 cent tickets are no longer available:
 - » By definition, play of 50 cent tickets in an average month would drop from 95% to 0%, and average spend would drop from \$10.3 to \$0.
 - » Meanwhile, the incidence of play of \$1 tickets in an average month would increase from 45% to 87%, and average spend would increase from \$4.5 to \$14.3.
 - » Overall spending on break opens would therefore be expected to decrease from \$14.8 to \$14.3 in an average month, for a small decrease of 3%.
- The extent to which a decrease of 3% in overall sales would affect net profitability either positively or negatively would depend in turn on the relative profitability of the \$1 tickets that replace existing 50 cent tickets.

(See exhibit on next page)



EXPECTED PLAY OF BREAK OPEN TICKETS ASSUMING 50 CENT TICKETS ARE NO LONGER AVAILABLE – All respondents –



(Based on total sample of 401 respondents)



- The previous exhibit included expected play from all respondents. If only respondents who would definitely or probably play \$1 break opens if 50 cent tickets are no longer available are considered:
 - » Play of 50 cent tickets would go to 0 as before.
 - The incidence of play of \$1 tickets in an average month would increase from 45% to 59%, and average spend would increase from \$4.5 to \$12.2.
 - » Overall spending on break opens would be expected to decrease from \$14.8 to \$12.2 in an average month, or a decrease of 18%.
- For the full decrease of 18% to occur, all respondents who expressed mild interest in \$1 tickets would have to stop playing break opens entirely. It is felt that this would be unlikely to happen given the nature of the product and the loyalty observed in the qualitative phase of the research. Nevertheless, it should be acknowledged that there would be at least some risk of an 18% drop in sales under this scenario.

(See exhibit on next page)







(Based on total sample of 401 respondents)



4. PRODUCT PREFERENCES

- A series of product features and enhancements were evaluated by respondents in order to assist in developing future product offerings.
- To begin with, four alternative prize structures were evaluated as shown below. One featured a relatively low top prize of \$100 combined with many mid and low level prizes. Another featured a relatively high top prize of \$2,000 but few mid and low level prizes. The remaining two were somewhere in between but differed from each in terms of their top prizes.

ALTERNATIVE PRIZE STRUCTURES

• The payout ratio of each prize structure was identical.

Prize amount	Number of winners		
\$100	24		
\$50	12		
\$25	20		
\$10	20		
\$5	20		
\$1	1,130		

Prize amount	Number of winners
\$500	4
\$400	2
\$100	6
\$50	8
\$10	10
\$1	1,030

Prize amount	Number of winners
\$1,000	2
\$500	2
\$100	6
\$50	4
\$10	12
\$1	1,010

Prize amount	Number of winners	
\$2,000	1	
\$1,000	1	
\$500	1	
\$100	5	
\$5	50	
\$1	680	

\$100 top prize

\$500 top prize

\$1,000 top prize

\$2,000 top prize



research dimensions

- When asked for their first choice, the prize structure selected most frequently by respondents was the one with a \$100 top prize (41%). At the same time, this was the last choice of 26% of respondents.
- Combining first and second choices, the prize structure with the broadest appeal was the one with a \$500 top prize (72%).
- The prize structure with the least appeal was the one with a \$2,000 top prize. It was liked least by fully two thirds (65%) of the sample.

Top prizes in the \$100 to \$500 range would therefore appear to be the most popular. Bigger top prizes wouldn't necessarily be better, unlike as with other kinds of lottery tickets.

Looked at from an overall portfolio standpoint, it is recommended that most tickets feature top prizes in the \$100-\$500 range, but that some \$1,000 tickets also be offered to appeal to that segment.

(See exhibit on next page)



PREFERRED PRIZE STRUCTURE



(Based on 366 respondents would definitely/probably/maybe buy \$1 tickets)



Various numbers of pull tabs were also considered. Additional pull tabs beyond the traditional five might communicate additional value for the \$1 ticket. Fewer than five pull tabs might appeal to all or nothing risk takers.



ALTERNATIVE NUMBERS OF PULL TABS



- As it turned out, having fewer than five pull tabs was generally less appealing to respondents. In terms of first choice, respondents were mostly split between preferring five pull tabs (42%), and six or seven pull tabs (44% combined).
- In terms of first or second choices, six pull tabs had the widest appeal (68%).



PREFERRED NUMBER OF PULL TABS FOR \$1 TICKETS

Another possible way to communicate value for a \$1 ticket would be with a bigger size.
 ALTERNATIVE TICKET SIZES



• In this case, a ticket that is a little bigger than existing 50 cent tickets would have the widest appeal.

0 20 40 60 80 100 38 Same size 55 45 44 A little bigger 96 4 19 Somewhat bigger 48 52 First choice First or second choice Last choice research dimensions (Based on 366 respondents would definitely/probably/maybe buy \$1 tickets) toronto hostor

PREFERRED SIZE OF \$1 TICKETS COMPARED WITH EXISTING 50 CENT TICKETS • Finally, \$1 tickets may come in various non-traditional shapes and themes. The following examples were shown to respondents.



ALTERNATIVE TICKET SHAPES AND THEMES



 A total of 28% of respondents said they would be more likely to buy \$1 break opens with different shapes and themes than traditional designs. A further 44% said they had no preference, implying that some of those would also occasionally buy tickets with different shapes and themes. There would therefore appear to be an opportunity for these kinds of tickets.

LIKELIHOOD OF PLAYING \$1 TICKETS WITH DIFFERENT SHAPES AND THEMES COMPARED WITH TRADITIONAL \$1 TICKETS



(Based on 366 respondents would definitely/probably/maybe buy \$1 tickets)



34

Among respondents interested in tickets with different shapes and themes, there
was split opinion as to whether the tickets should be bigger than or about the same
size as existing tickets.

PREFERRED SIZE OF \$1 TICKETS WITH DIFFERENT SHAPES AND THEMES



(Based on 260 respondents would be more/as likely to buy \$1 tickets with different shapes and themes)



5. CHARITY AWARENESS

• Three quarters (75%) of the sample indicated they were aware that some of the profits from break opens go to charity.

AWARENESS THAT SOME OF THE PROFITS FROM BREAK OPEN TICKETS GO TO CHARITY



(Based on total sample of 401 respondents)



- Those not aware that some of the profits go to charity were then told that they did. Once told, 25% of those said that they would now expected to buy more break opens in future.
- Communicating the charity connection would therefore seem to be a worthwhile initiative. This would not only encourage sales among those not aware of the charity aspect, but would also reinforce the message among those already aware.

PERCENT WHO WILL BUY MORE BREAK OPEN TICKETS KNOWING THAT SOME OF THE PROFITS GO TO CHARITY



37

research dimensions

• There was split opinion as to how best communicate the charity connection. Of the three choices given, posters in stores and lottery kiosks were the least preferred option.

BEST WAY TO COMMUNICATE THAT AT LEAST SOME OF THE MONEY FROM BREAK OPEN TICKETS GOES TO CHARITIES



(Based on total sample of 401 respondents)



APPENDIX: Questionnaire



- 2 -

1. Have you seen or heard of break open or Nevada tickets that cost \$1 to play?

Yes 1

No 2 -> SKIP TO Q3

2. In the past 6 months, what kinds of break open or Nevada tickets have you bought?



3. In an average month, altogether, about how much do you spend on break open or Nevada tickets?

Reminder: Please include just the tickets you buy at places other than Bingo halls.

	1		IF '0' SKIP TO
	dollars	->	INSTRUCTION
			BEFORE Q5

(IF NOT AWARE OF \$1 BREAK OPENS IN Q1 <u>OR</u> PLAYED ONLY ONE KIND OF BREAK OPEN IN Q2, SKIP TO INSTRUCTION BEFORE Q5; ALL OTHERS ASK:)

4. You mentioned that you spend \$(ANSWER TO Q3) on break open or Nevada tickets in an average month. How much of that do you usually spend on each of the following kinds of tickets?

Please make sure your answers add up to S(ANSWER TO Q3)



(IF NOT AWARE OF \$1 BREAK OPENS IN Q1, SKIP TO Q7; ALL OTHERS ASK:)

Thinking of the places where you usually buy break open or Nevada lottery tickets, would you
say they have . . .

Only 50 cent tickets 1		
Mostly 50 cent tickets2		
Both 50 cent and \$1 tickets about equally3	ŝ	
Mostly \$1 tickets	-	SKIP TO Q7
Only \$1 tickets5	8	

6. If the places where you buy break open or Nevada tickets had more \$1 tickets available, how likely would you be to buy more than you do now?

Definitely buy more \$1 tickets1

- Probably buy more \$1 tickets2
- Maybe or maybe not buy more \$1 tickets3
- Definitely not buy more \$1 tickets 5

655.04

BREAK OPEN PRICE INCREASE STUDY

- What is your age? A. 18 to 34 years 35 to 54 years..... ...2 ► WATCH QUOTA 55 years or over3 В. You are ... Male WATCH QUOTA Female C. In the past 6 months, which of the following have you bought? Yes No The kind of lottery ticket played with a selection slip or a Quick Pick 2 An instant scratch lottery ticket 2 1 TERMINATE A break open or Nevada lottery ticket ... 1 2 AND RECORD D. In the past 6 months, where did you buy break open or Nevada lottery tickets? Yes No TERMINATE At a store or lottery kiosk. 2 1 AND RECORD At a bar, legion or hospital ... 1 2 At a Bingo hall1 2 This survey is just about the break open or Nevada tickets available at places other than Bingo E. halls. Please do not include tickets you might buy at Bingo halls. Please check the box below to confirm that you've read the above. F. On average, about how often do you buy break open or Nevada lottery tickets? Reminder: Please include just the tickets you buy at places other than Bingo halls. More than once a week.....1 About once a week About once every 2 or 3 weeks 3 About once a month..... About once every 2 months......5 About once every 3 to 5 months......6 About once or twice a year TERMINATE
- G. Have you seen or heard of break open or Nevada tickets that cost 50 cents to play?



RESEARCH DIMENSIONS

February 2011

7. Below are some possible examples of Break open or Nevada tickets that cost \$1 to play.

They look like 50 cent tickets, but have bigger top prizes and/or more smaller prizes.



Please review them and click the "Next" button when ready.

8. These are the tickets you just saw.



What if **\$1** break open or Nevada tickets like these were available **in addition to** 50 cent tickets at stores or lottery kicsks?

If that was the case, how likely would you be to buy \$1 break open or Nevada tickets?

Definitely buy \$1 tickets	1	
Probably buy \$1 tickets	2	
Maybe or maybe not buy \$1 tickets		
Probably not buy \$1 tickets		LE
Definitely not buy \$1 tickets	5 QUESTION	

 Below is how much you said you currently spend on break open or Nevada tickets in an average month.

Please indicate how much you think you would spend if \$1 break open or Nevada tickets like the ones shown were available **in addition to** 50 cent tickets at stores and lottery kiosks.



- 5 -

10. Again, these are the tickets you just saw.



What if **\$1** break open or Nevada tickets like these were available, and 50 cent break open or Nevada tickets were **no longer available** at all?

If that was the case, how likely would you be to buy \$1 break open or Nevada tickets?

Definitely buy \$1 tickets	
Probably buy \$1 tickets	
Maybe or maybe not buy \$1 tickets	
Probably not buy \$1 tickets	
Definitely not buy \$1 tickets	SKIP TO Q8 OR NEXT APPLICABLE QUESTION

11. Below is how much you said you spend on break open or Novada tickets in an average month now.

Please indicate how much you think you would spend if **50 cent** break open or Nevada tickets were **no longer available**, and stores **only had the kind that cost \$1 to play**.



12a. The following are four different ways the prizes for a \$1 break open or Nevada ticket could be paid out. In all cases, the total number of dollars available in prizes would be exactly the same.

Which one would you be most likely to play? (ROTATE ORDER OF PRESENTATION)

Prize amount	Number of winners						
\$2,000	1	\$1,000	2	\$500	4	\$100	24
\$1,000	1	\$500	2	\$400	2	\$50	12
\$500	1	\$100	6	\$100	6	\$25	20
\$100	5	\$50	4	\$50	8	\$10	20
\$5	50	\$10	12	\$10	10	\$5	20
61	690	61	1.010	61	1.020	61	1 1 20

12b. Which one of these would you be most likely to play? (DISPLAY REMAINING THREE PRIZE STRUCTURES)

(DISPERT REMAINING THREE PRIZE STRUCTURES)

Prize amount	Number of winners						
\$2,000	1	\$1,000	2	\$500	4	\$100	24
\$1,000	1	\$500	2	\$400	2	\$50	12
\$500	1	\$100	6	\$100	6	\$25	20
\$100	5	\$50	4	\$50	8	\$10	20
\$5	50	\$10	12	\$10	10	\$5	20
\$1	680	\$1	1,010	\$1	1,030	S1	1,130

12c. And finally, which one of these would you be more likely to play? (DISPLAY REMAINING TWO PRIZE STRUCTURES)

Prize amount	Number of winners						
\$2,000	1	\$1,000	2	\$500	4	\$100	24
\$1,000	1	\$500	2	\$400	2	\$50	12
\$500	1	\$100	6	\$100	6	\$25	20
\$100	5	\$50	4	\$50	8	\$10	20
\$5	50	\$10	12	\$10	10	\$5	20
\$1	680	\$1	1,010	\$1	1,030	\$1	1,130

13a. Most break open or Nevada tickets currently have 5 pull tabs on the back that players break open to play.

For $1 \$ break open or Nevada tickets, which one of these tickets would you be most likely to buy?



13b. Which one of these \$1 break open or Nev ada tickets would you be most likely to play? (DISPLAY REMAINING FOUR OPTIONS)



13c. And finally, which one of these \$1 break open or Nevada tickets would you be most likely to play? (DISPLAY REMAINING THREE OPTIONS)



- 8 -

14a. How big do you think a \$1 break open or Nevada ticket should be? (SELECT ONE)



14b. What is your second choice for how big a \$1 break open or Nevada ticket should be? (SELECT ONE) (DISPLAY REMAINING TWO OPTIONS)



Break open or Nevada tickets that cost \$1 might also come in different shapes, sizes and themes like these



Please review then and click the "Next" button when ready.

15a.

- 11 -

15b. These are the tickets you just saw.



Compared with the \$1 break open or Nevada tickets that you saw earlier, how likely would you be to buy these kinds of \$1 tickets? The prizes available would be the same.

More likely to buy these kinds of \$1 tickets....1

15c. If you did buy \$1 break open or Nevada tickets with different shapes and themes, would you like them to be . . .

About the same size as the 50 cent tickets now ... 3

16. Thinking again of the 50 cent break open or Nevada tickets currently available, as far as you know, do at least some of the profits go to charities?

Y es, at least some of the profits go to charities..... 1 -> SKIP TO Q18

17. Actually, at least some of the profits from 50 cent break open or Nevada tickets do go to charities. Now that you know that, what do you think you will do?

- 12 -

18. For you, what would be the best way to let you know that at least some of the profits from 50 cent break open or Nevada tickets go to charities?

Posters in stores and lottery kiosks.....1

Signs on the boxes that contain the tickets 2

Something printed on the tickets themselves ... 3

Thank you very much for your help. Your opinions were very useful.



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Smarter decisions, Inspired solutions.