peopleprinciples

MARKET LANDSCAPE EXPLORER:
NEBRASKA LOTTERY TRACKING STUDY
MARCH 2021

REPORT OVERVIEW

- Methodology
- Key Findings
  - **Section 1:** Attitudes towards the Nebraska Lottery & Gambling in general
  - **Section 2:** Nebraska Lottery Beneficiaries
  - **Section 3:** The Nebraska Lottery does a good job of…
  - **Section 4:** Sources used for specific lottery-related information
  - **Section 5:** Social Media Usage of PY Lottery Players
  - **Section 6:** Media Habits of PY Lottery Players
  - **Section 7:** Past Year Gaming Participation
  - **Section 8:** Lottery Participation and Spending
  - **Section 9:** Lottery Cross Play
  - **Section 10:** Cross Play of Lotto Games
  - **Section 11:** Multi-state Games
  - **Section 12:** Nebraska Pick 3
  - **Section 13:** Scratch Games
  - **Section 14:** Games & Promotions Played in PY
  - **Section 15:** Cross Play of Scratch Games
  - **Section 16:** Favorite Lottery Game
  - **Section 17:** MVP Club Membership
  - **Section 18:** Casino gambling at licensed racetracks in the state of Nebraska

Methodology

STUDY OVERVIEW

- 1008 adult Nebraskans completed the survey.
  - General population survey of adults (19+) in Nebraska
  - Sampling approach proportionate to regional (Douglas/Sarpy, Lancaster, and Rest of State), gender, and age breakdowns in Nebraska
  - Only those who are NOT employed by the Lottery (or its vendors) or a market research company were eligible to complete the survey.

- The survey covered:
  - Attitudes towards lotteries and gambling
  - Beneficiary awareness & unaided recall
  - Typical participation & spending for casino games & lottery games
  - Additional questions specific to Scratch games
  - Additional questions specific to Lotto games
  - Sources used for specific lottery-related information
  - Media habits
  - Standard demographics

COMPARING SAMPLE PROFILES (BY WAVE)

		2006 n=1,213	2007 n=803	2008 n=806	2010** n=939	2013** n=1,000	2016** n=1,000	2019** n=1,010	2021 n=1,010
GENDER	Male	48%	47%	47%	49%	49%	49%	49%	49%
	Female	52%	53%	53%	51%	51%	51%	51%	51%
AGE GROUP	19 – 24	11%	10%	9%	13%	12%	12%	11%	11%
	25 – 34	19%	19%	20%	18%	18%	18%	18%	18%
	35 – 44	22%	18%	19%	17%	17%	16%	17%	17%
	45 – 54	18%	20%	19%	19%	19%	17%	16%	15%
	55 – 64	12%	14%	14%	15%	16%	17%	17%	17%
	65+	18%	19%	20%	18%	18%	19%	21%	22%
EDUCATION	Less Than High School	3%	5%	5%	2%	2%	2%	2%	1%
	Some/Completed High School	24%	24%	23%	16%	16%	13%	14%	23%
	Some College Or Tech Training	32%	33%	30%	32%	35%	33%	36%	32%
	College Graduate Or Beyond	40%	38%	41%	50%	46%	52%	48%	44%
	Refused	1%		1%					

** Data was collected over 2 phases (Phase 1 by web survey; Phase 2 by telephone survey). Data from previous waves was collected entirely by phone.)

COMPARING SAMPLE PROFILES (BY WAVE)

		2/06 n=1,213	2/07 n=803	2/08 n=806	FY11** n=939	2013** n=1,000	2016** n=1,000	2019** n=1,010	2021 n=1,008
RACE/ETHNICITY	White	92%	92%	91%	95%	94%	94%	93%	86%
	African-American	3%	2%	3%	1%	2%	2%	2%	4%
	Hispanic	1%	1%	1%	2%	2%	4%	6%	5%
	Other	2%	4%	5%	3%	3%	4%	4%	7%
	Refused	2%	1%						
HOUSEHOLD INCOME	Under $20,000	*	12%	11%	10%	10%	8%	11%	15%
	$20,000 to just under $30,000	*	11%	10%	11%	11%	10%	12%	12%
	$30,000 to just under $40,000	*	12%	12%	12%	12%	11%	10%	11%
	$40,000 to just under $50,000	*	11%	10%	10%	12%	11%	9%	11%
	$50,000 to just under $70,000	*	17%	18%	20%	20%	19%	17%	14%
	$70,000 to just under $100,000	*	12%	16%	20%	17%	18%	18%	15%
	Over $100,000	*	13%	12%	16%	17%	22%	23%	22%
	Refused	12%	10%	12%	1%	1%			
COUNTY	Douglas/Sarpy	34%	35%	35%	37%	36%	38%	38%	40%
	Lancaster	15%	15%	16%	16%	16%	16%	16%	17%
	Rest of State	51%	50%	50%	47%	48%	48%	46%	43%

* Different categories used

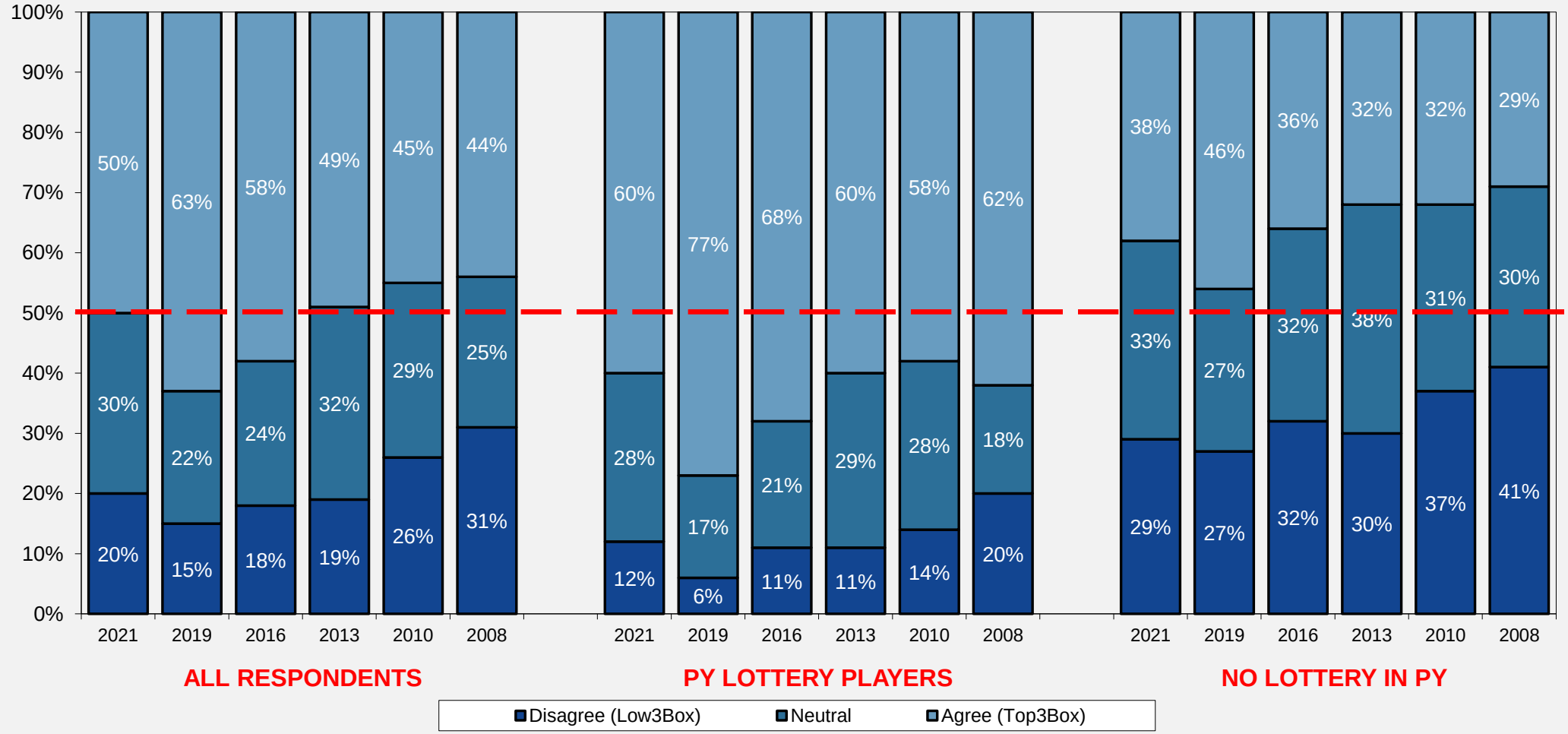
Confidential

** Data was collected over 2 phases (Phase 1 by web survey; Phase 2 by telephone survey). Data from previous waves was collected entirely by phone.)

Key Findings

Section 1: Attitudes towards the Nebraska Lottery & Gambling in general

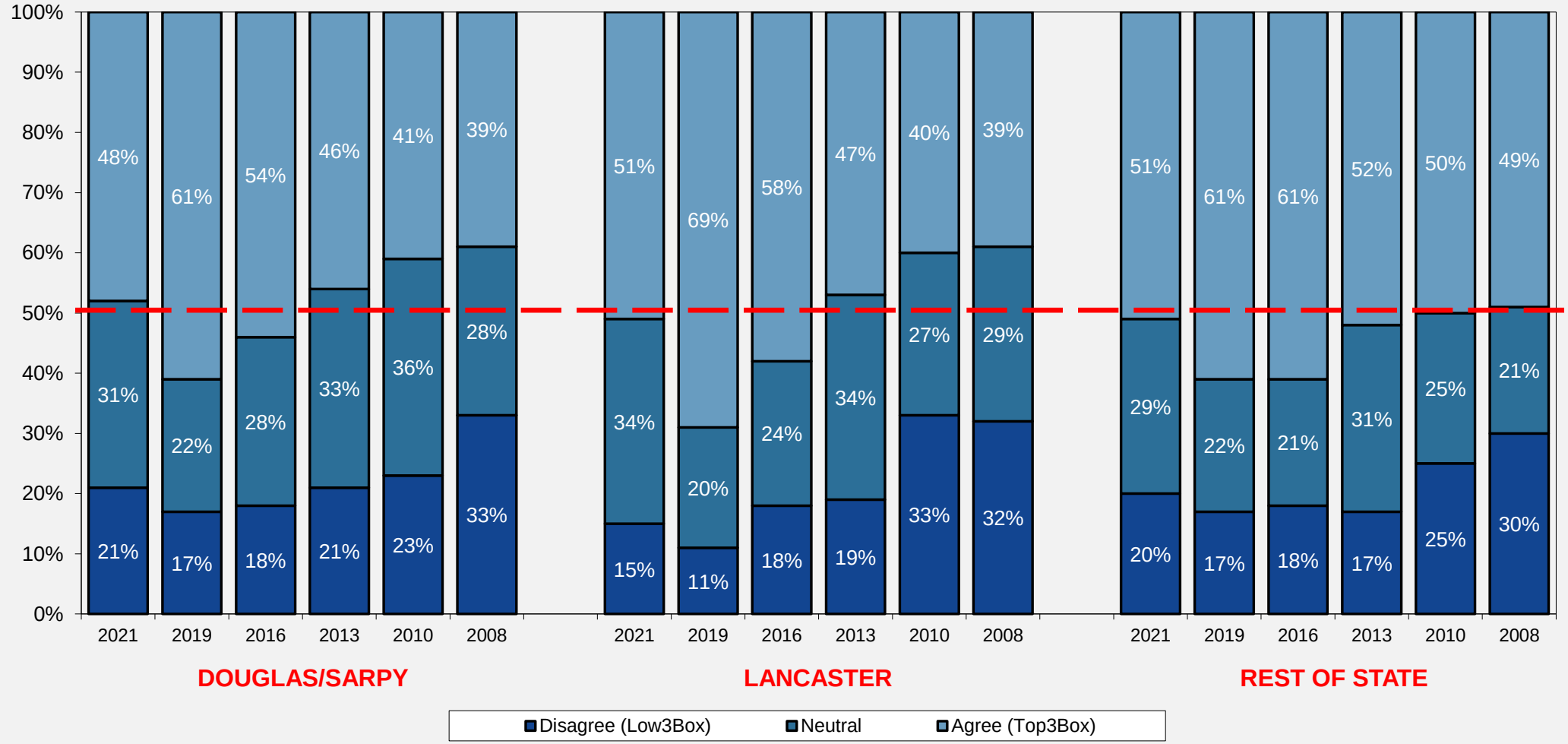
OVERALL TRENDS: "THE LOTTERY MAKES A POSITIVE CONTRIBUTION TO THE STATE OF NEBRASKA."



n=1008 in 2021
n=1010 in 2019
n=1000 in 2016
n=1000 in 2013
n=939 in 2010
n=806 in 2008

Base: All Respondents

REGIONAL TRENDS: "THE LOTTERY MAKES A POSITIVE CONTRIBUTION TO THE STATE OF NEBRASKA."



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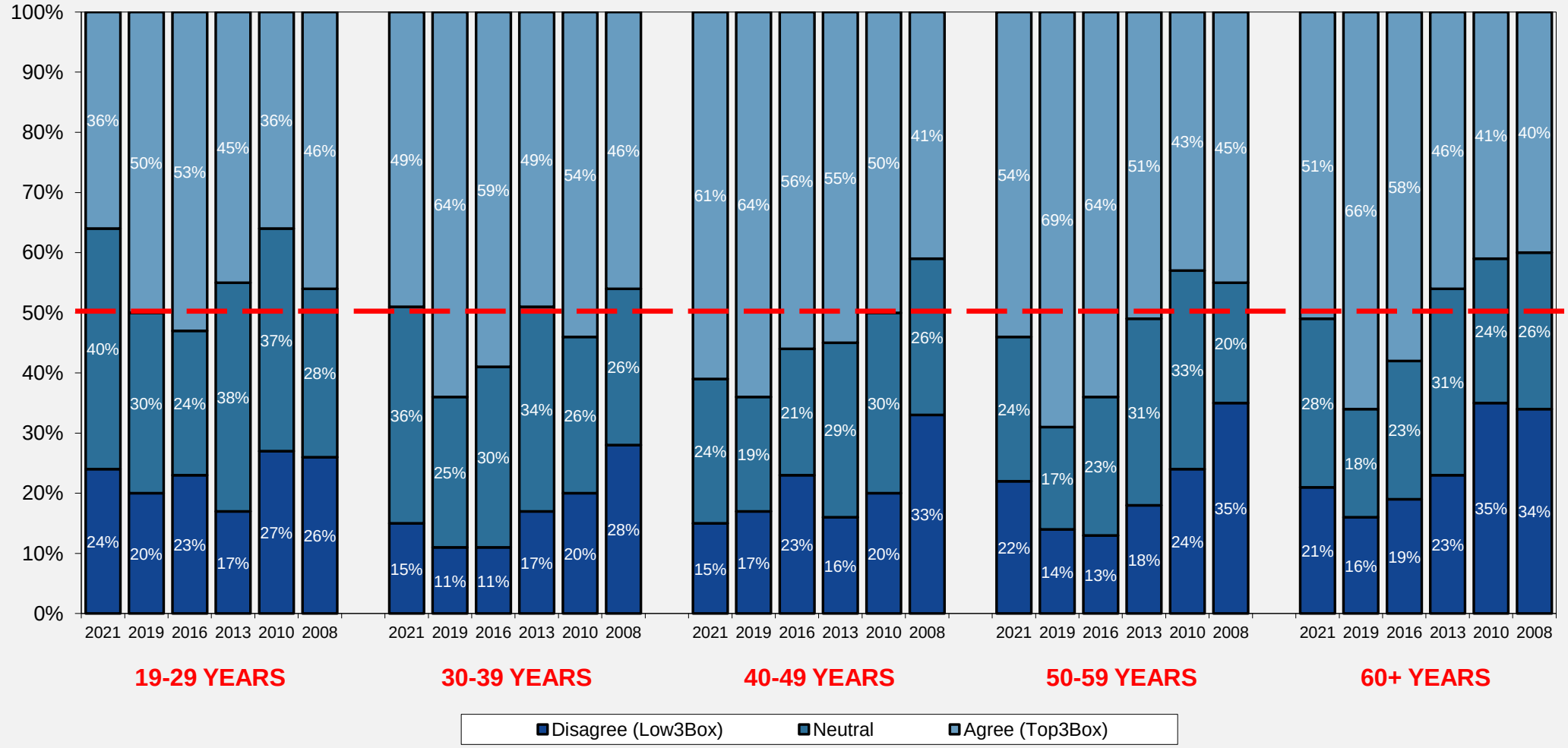

n=1008 in 2021
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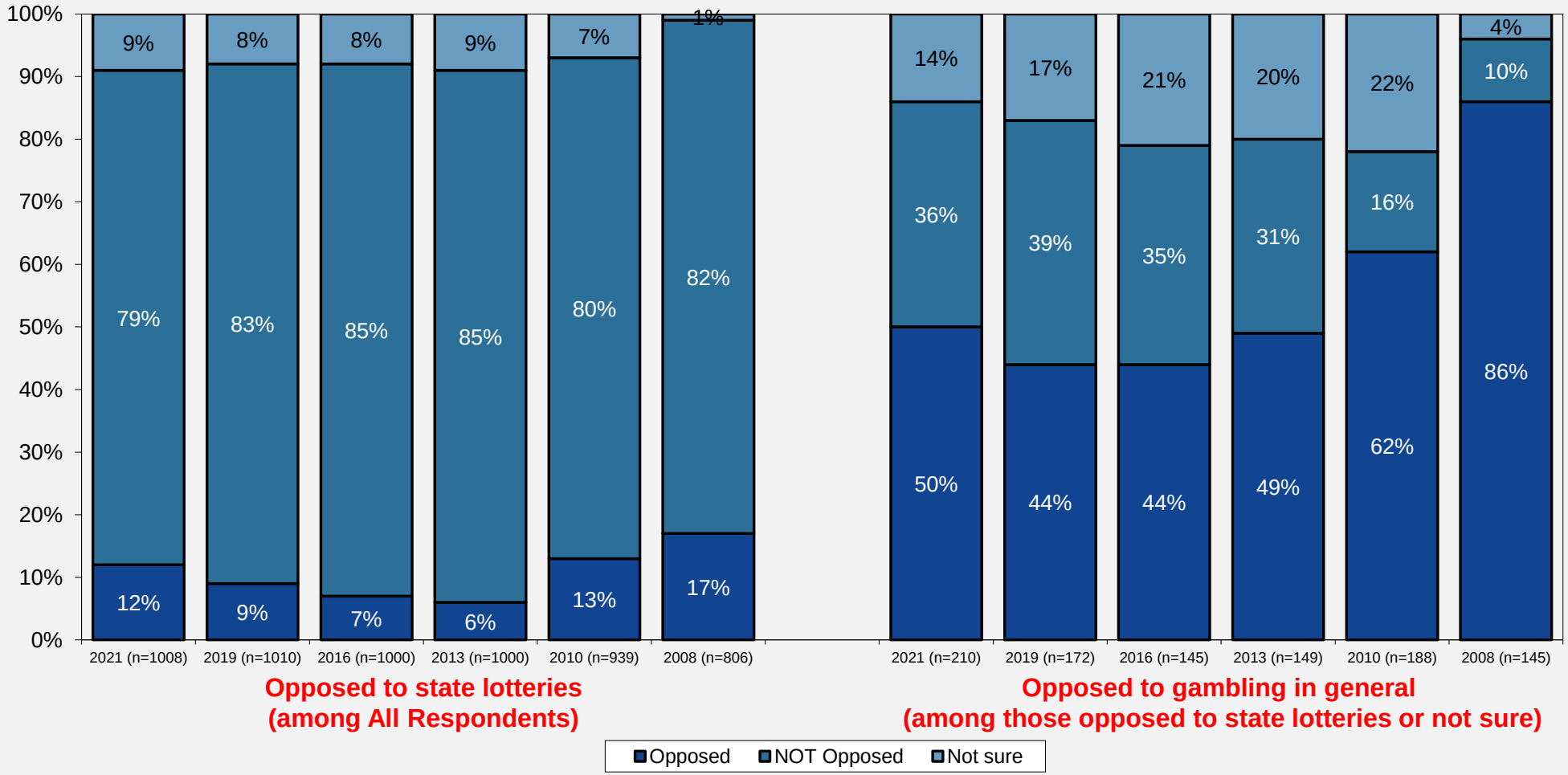
Base: All Respondents

OVERALL TRENDS: OPPOSITION TO LOTTERIES & GAMBLING IN GENERAL

THE NOTEWORTHY PROPORTIONATE INCREASE (IN 2010-2016) FROM THOSE WHO STATED "NOT SURE" IS ATTRIBUTABLE TO SURVEY DESIGN DIFFERENCES. SPECIFICALLY, "NOT SURE" IS NOT AN INITIAL TELEPHONE RESPONSE OPTION. RATHER, THE INTERVIEWER RECORDS THIS RESPONSE OPTION IF THE RESPONDENT COULD NOT PROVIDE A YES/NO RESPONSE AND INSTEAD STATES "NOT SURE". IN CONTRAST, THE WEB SURVEY OFFERS "YES", "NO", AND "NOT SURE" AS RESPONSE OPTIONS.



REGIONAL TRENDS: OPPOSITION TO STATE LOTTERIES

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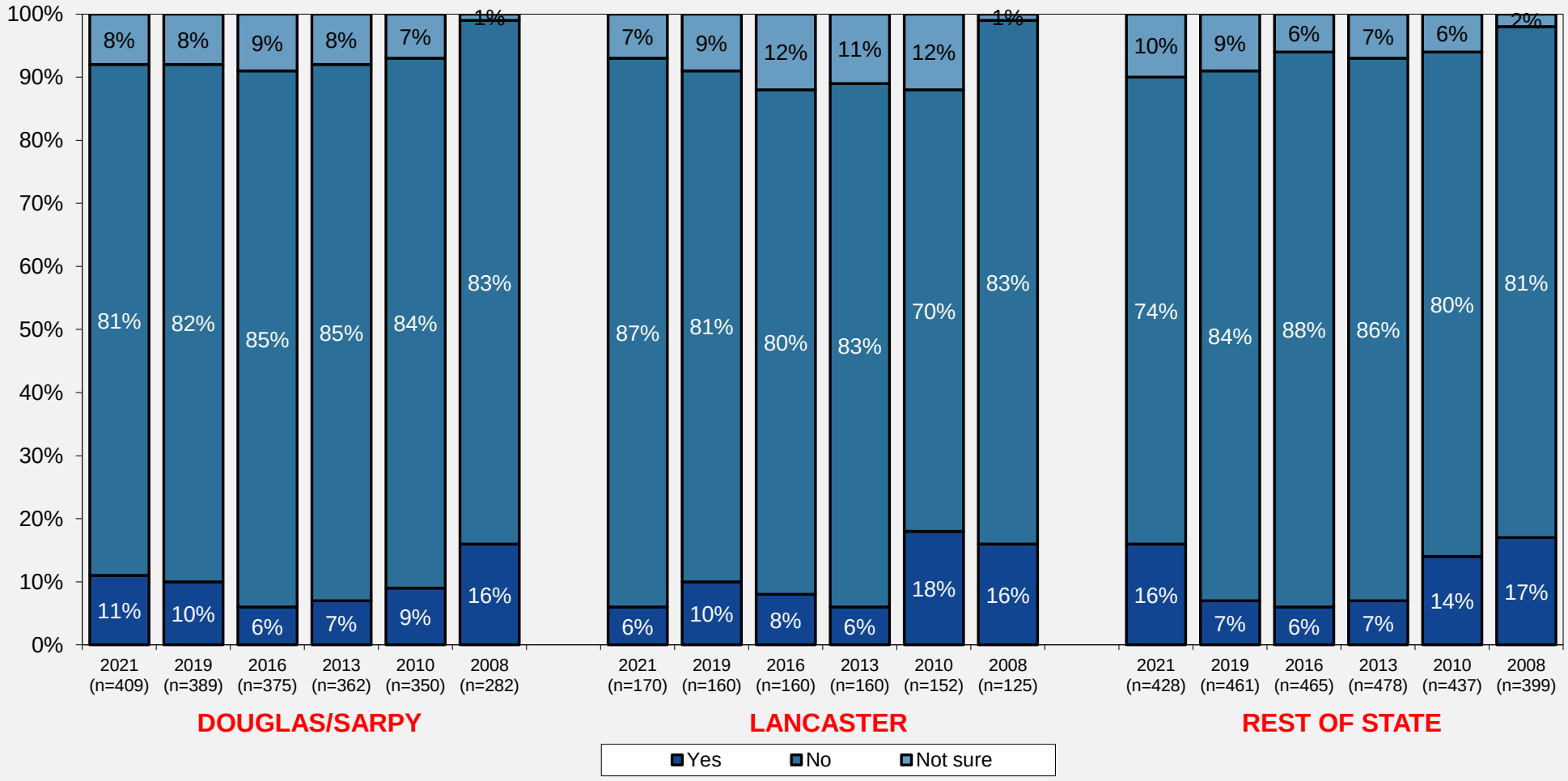

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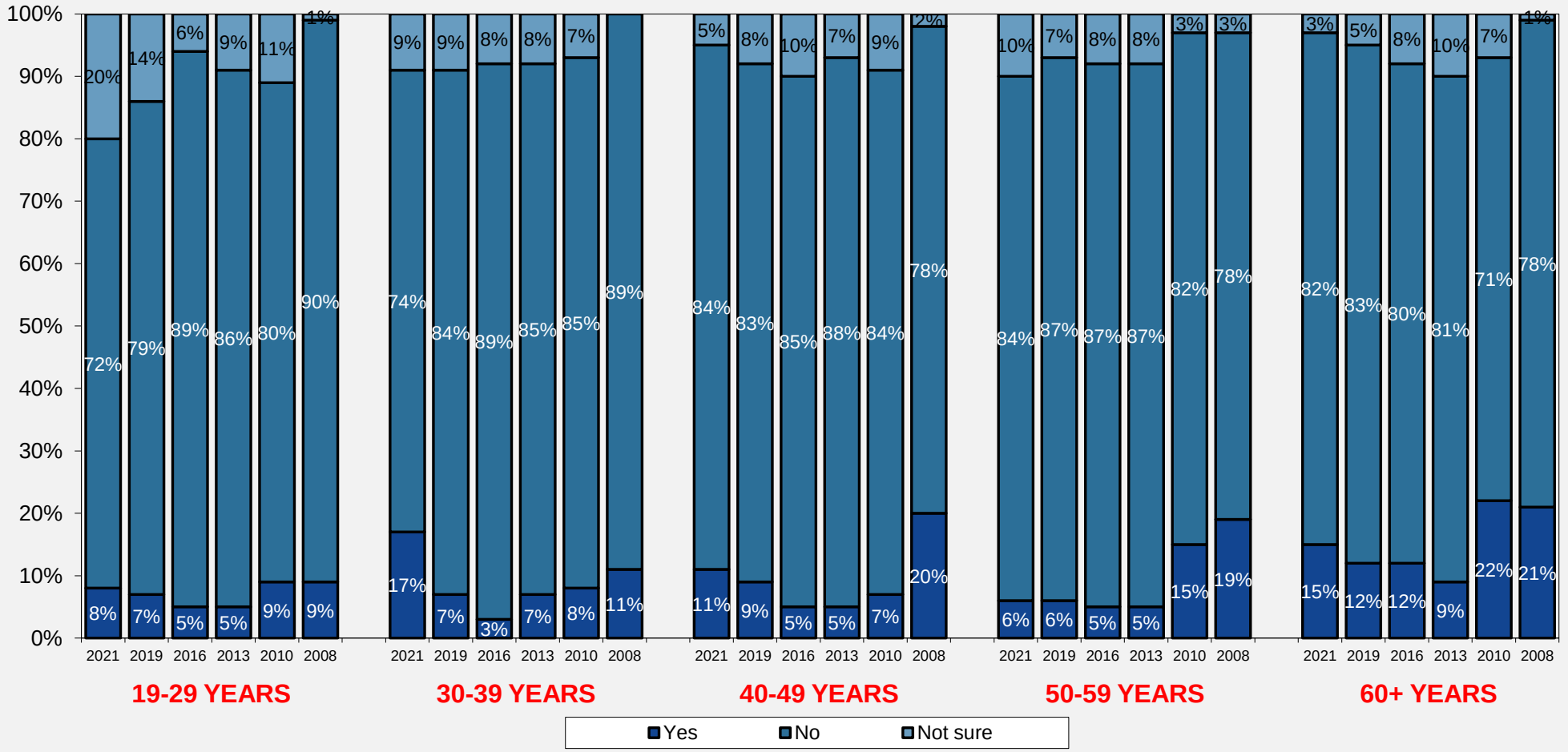


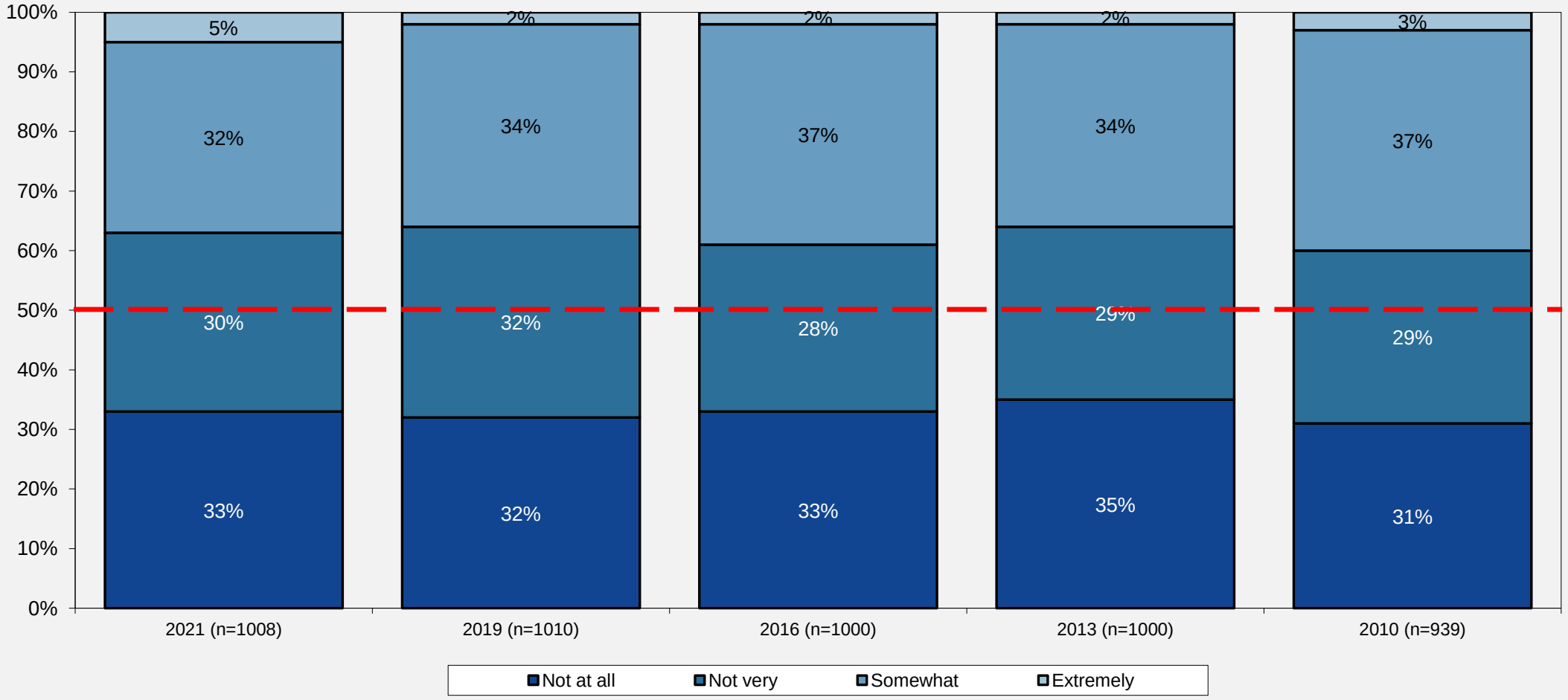
Base: All Respondents

Key Findings

Section 2: Nebraska Lottery Beneficiaries

OVERALL TRENDS: NEBRASKA LOTTERY BENEFICIARIES AWARENESS

How **familiar** are you with where the proceeds from the Nebraska Lottery go?



Base: All Respondents

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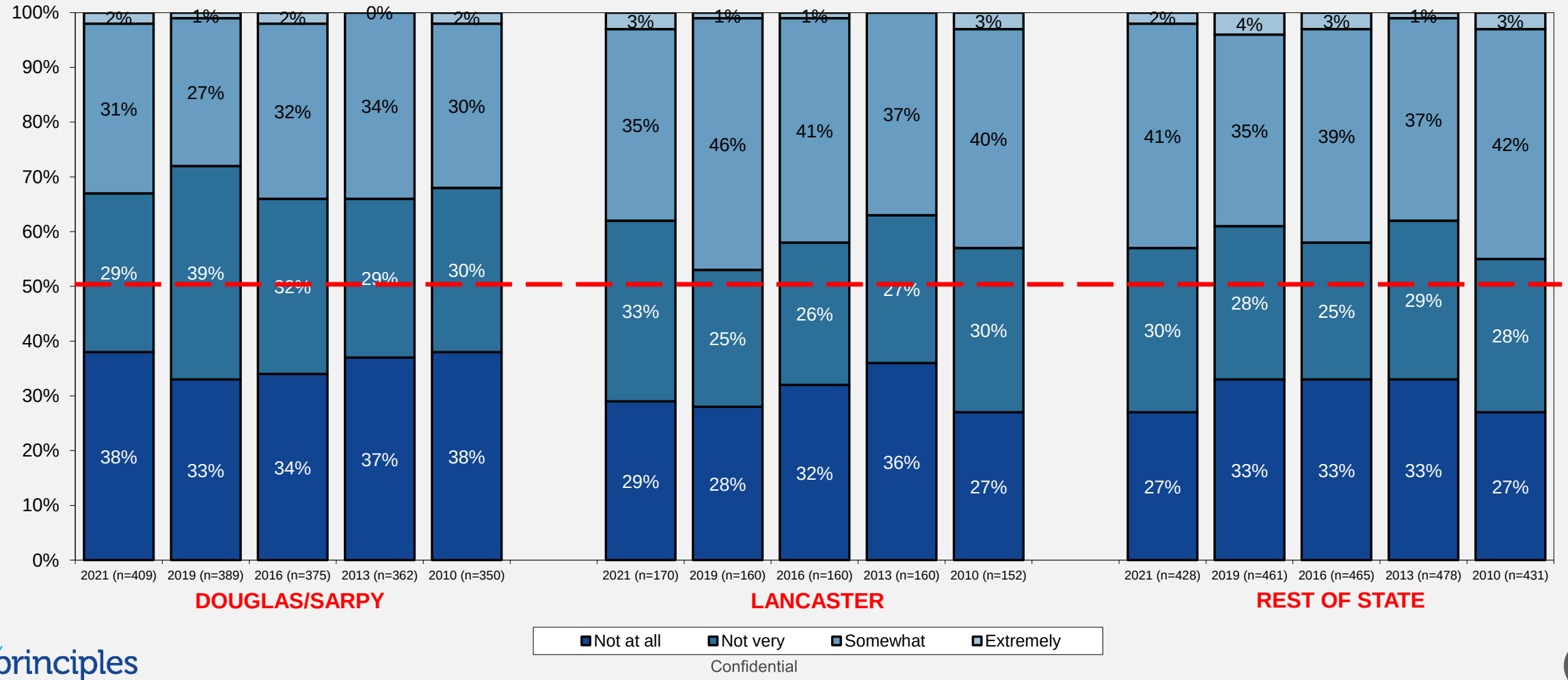

Base: All Respondents

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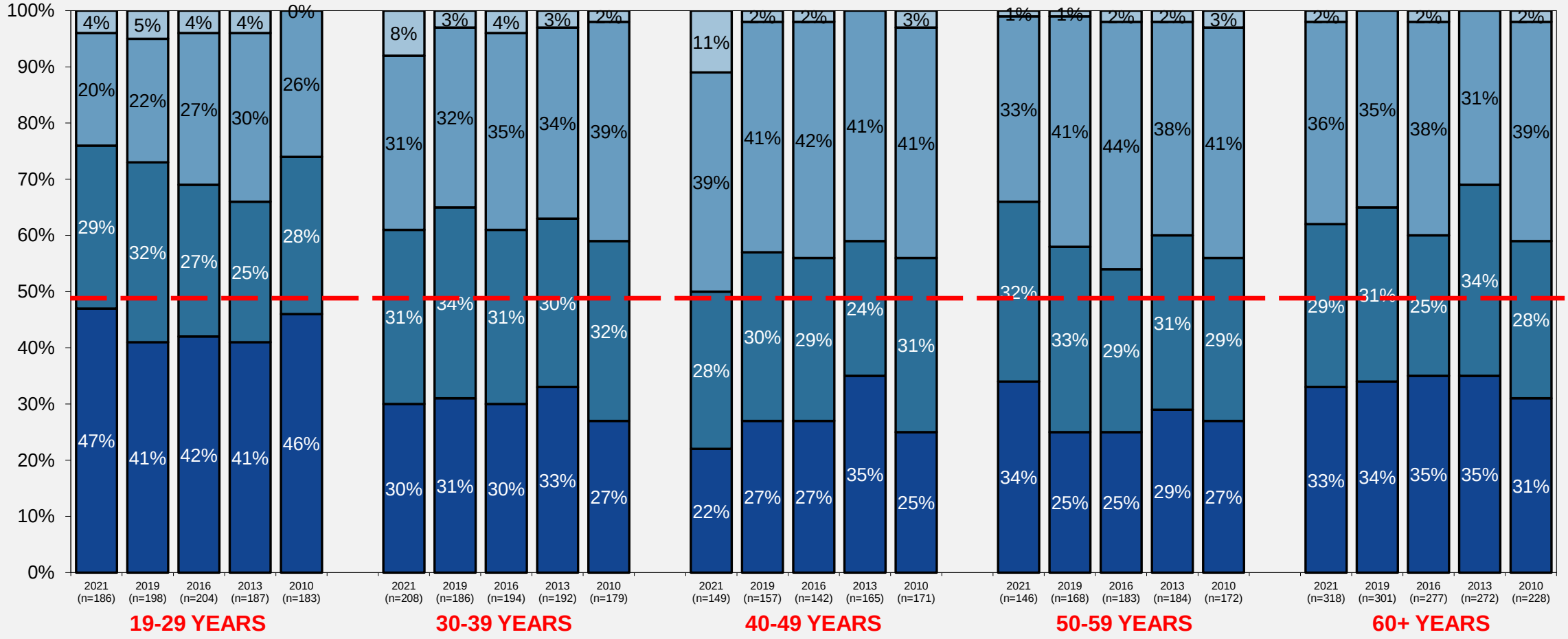
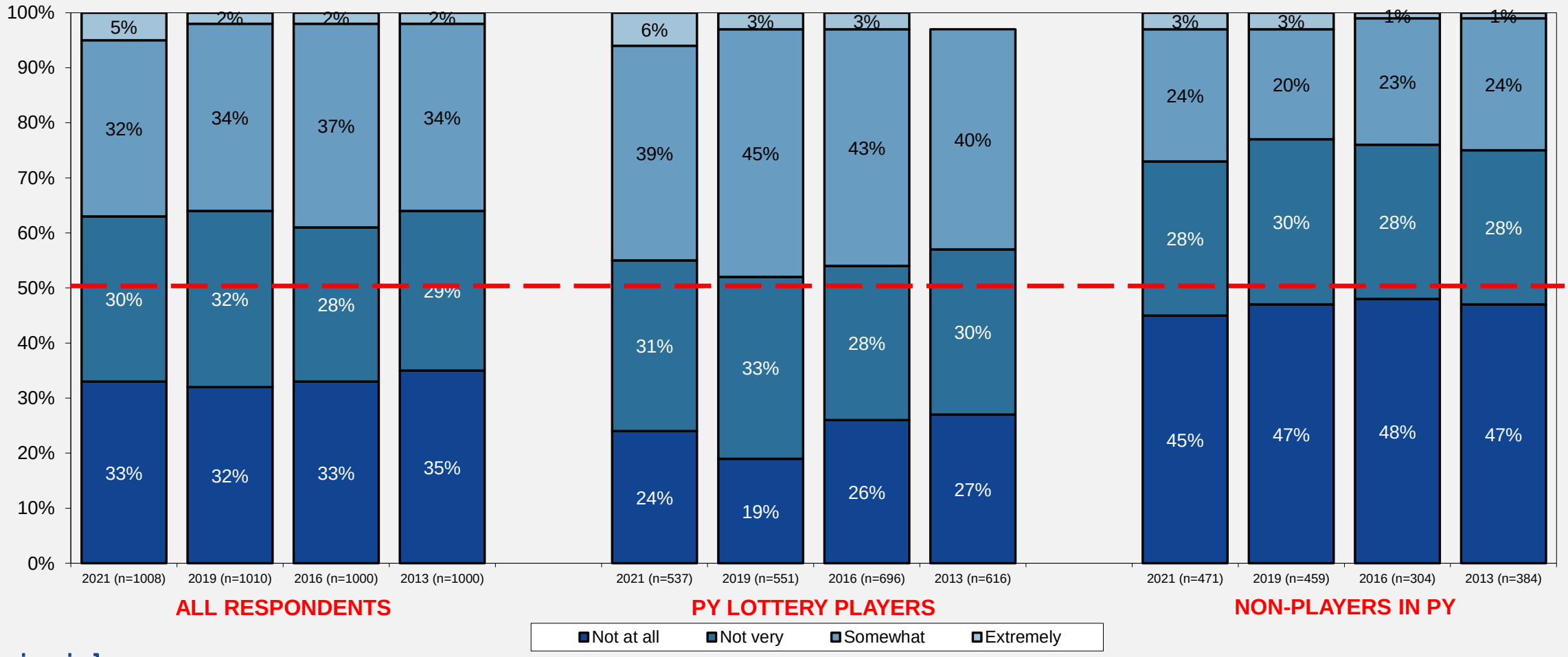


Base: All Respondents

CHANGE IN AWARENESS: NEBRASKA LOTTERY BENEFICIARIES

How **familiar** are you with where the proceeds from the Nebraska Lottery go?

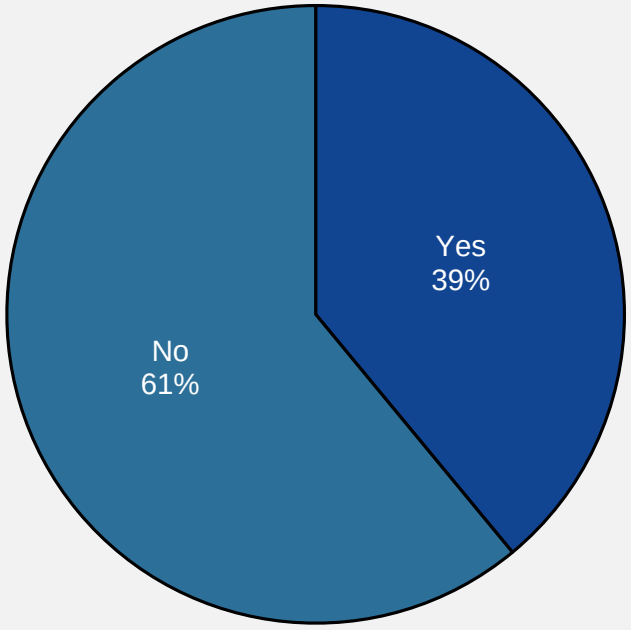


Base: All Respondents

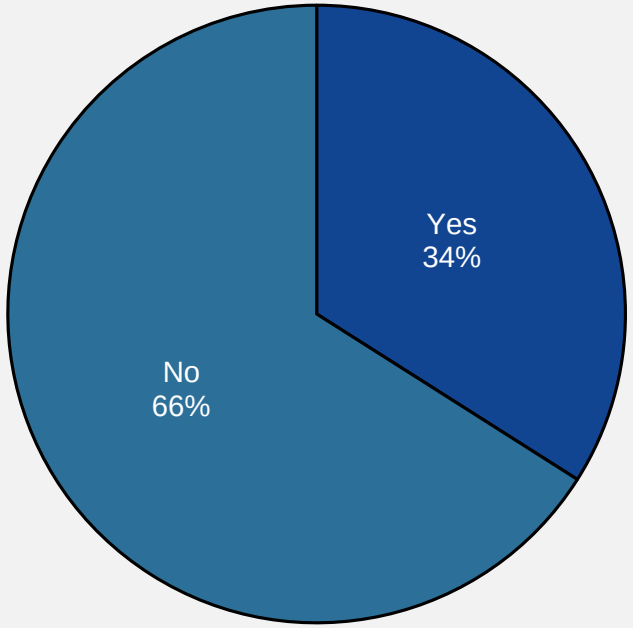
CHANGE IN BENEFICIARY RECALL

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?

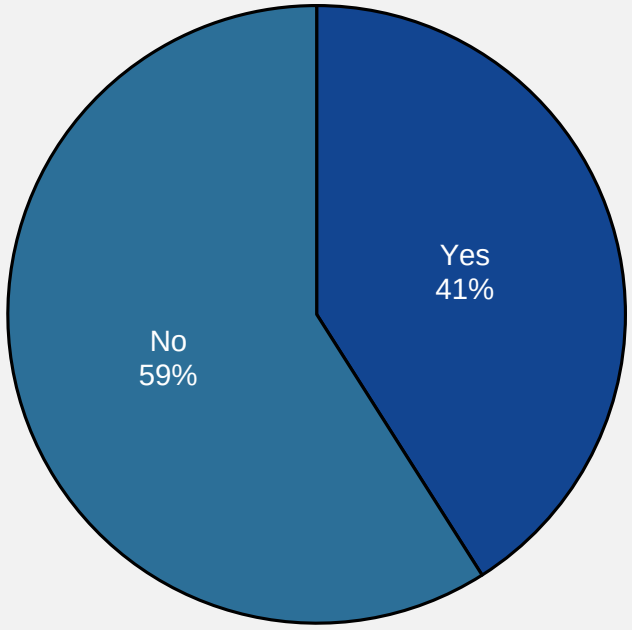
2021 (n=671)



2019 (n=686)



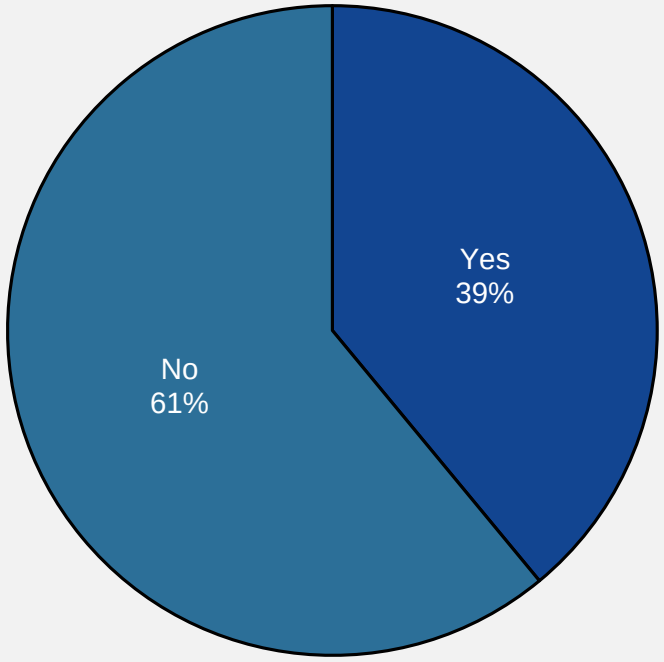
2016 (n=673)



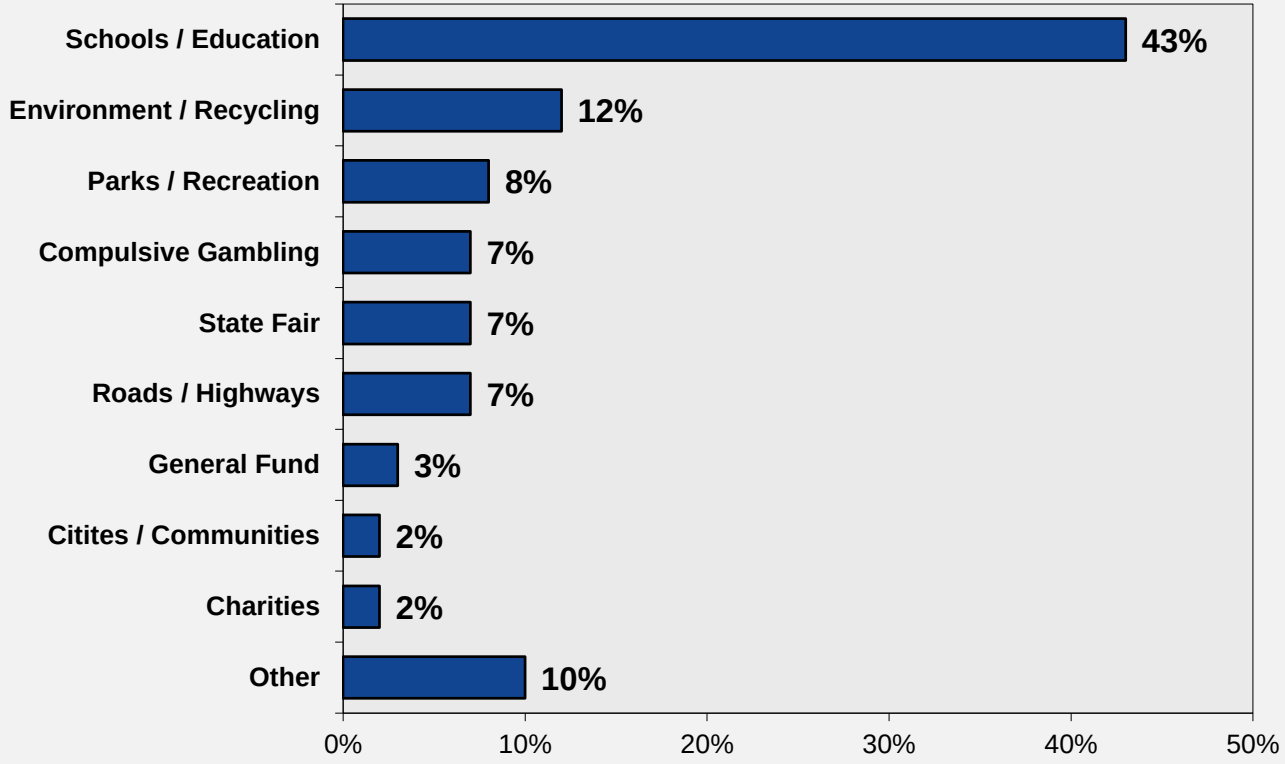
Base: Nebraskans who are “Not very familiar”, “Somewhat familiar”, or “Extremely familiar” with where the proceeds from the Nebraska Lottery go.

UNAIDED BENEFICIARY RECALL

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?



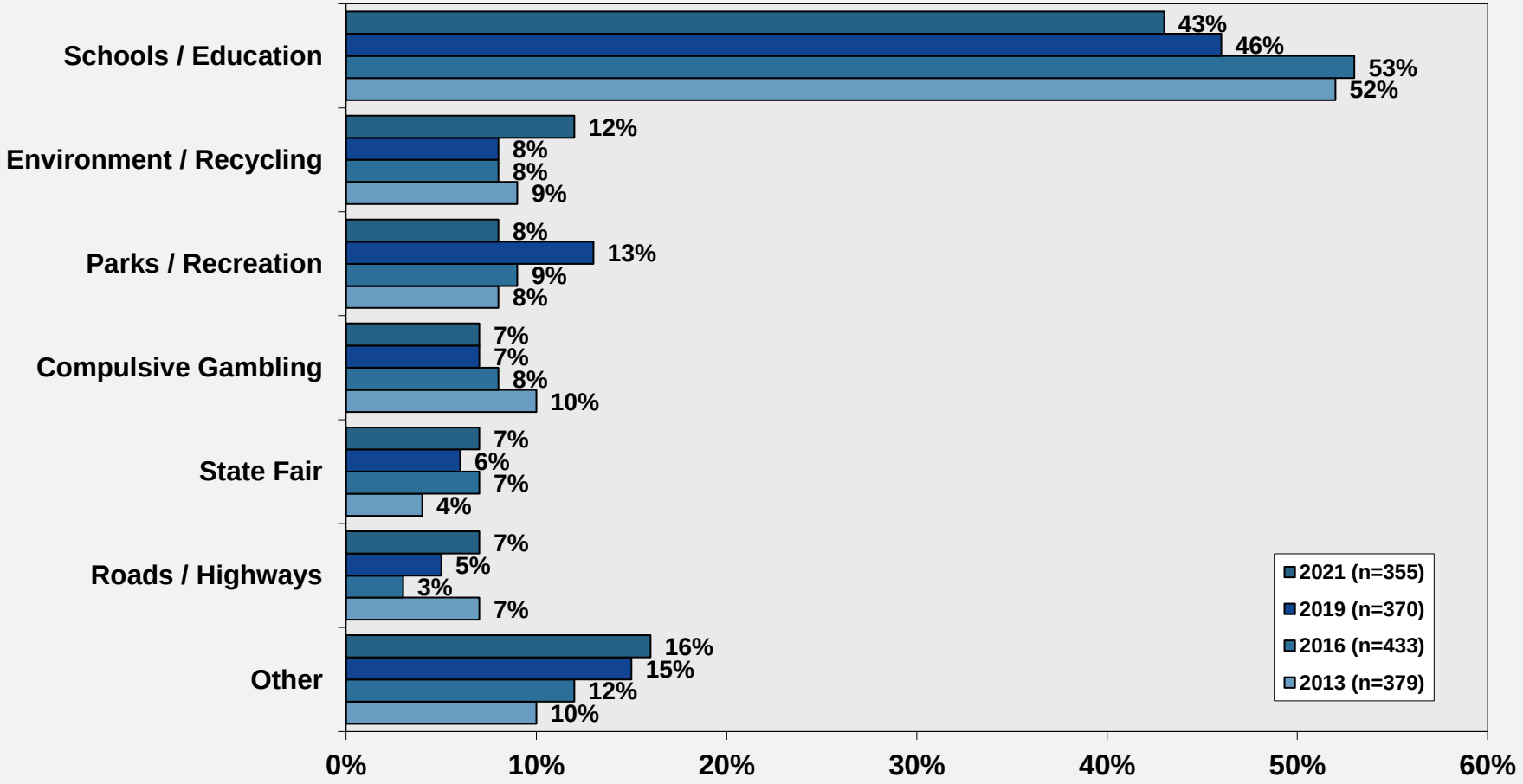
Base: Nebraskans who are “Not very familiar”, “Somewhat familiar”, or “Extremely familiar” with where the proceeds from the Nebraska Lottery go. (n=671)



Base: Total mentions from those who indicated they can name specific groups or programs that benefit from lottery proceeds in Nebraska. (n=355)

OVERALL TREND IN UNAIDED BENEFICIARY RECALL

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?

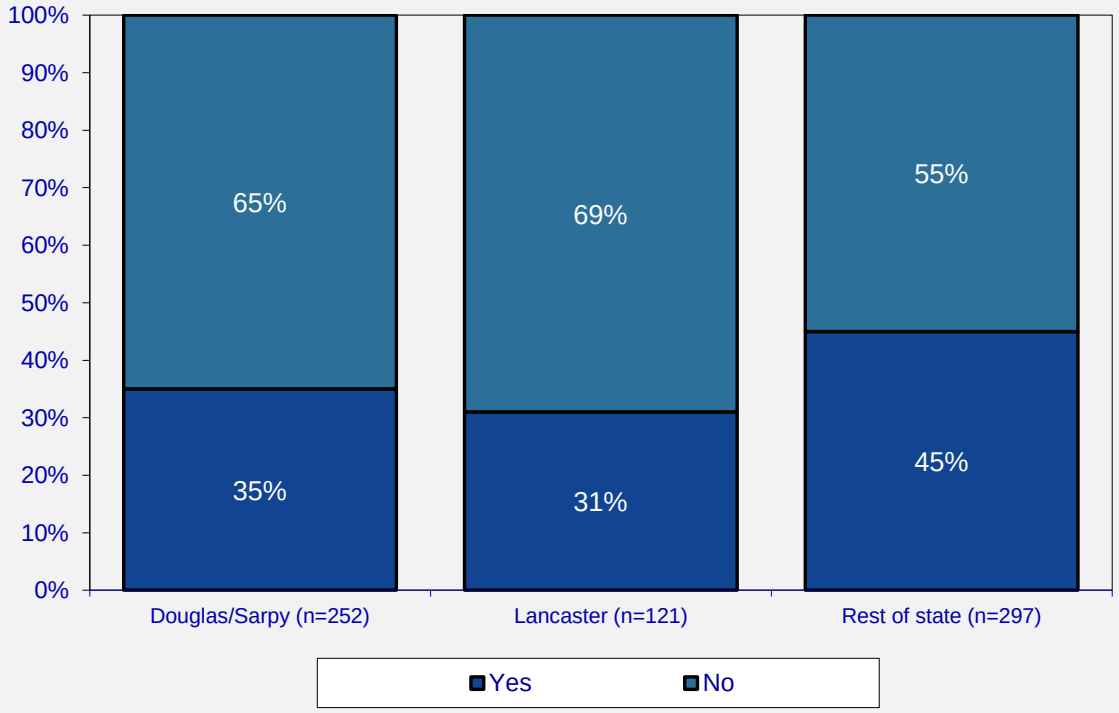


Includes mentions 5%+

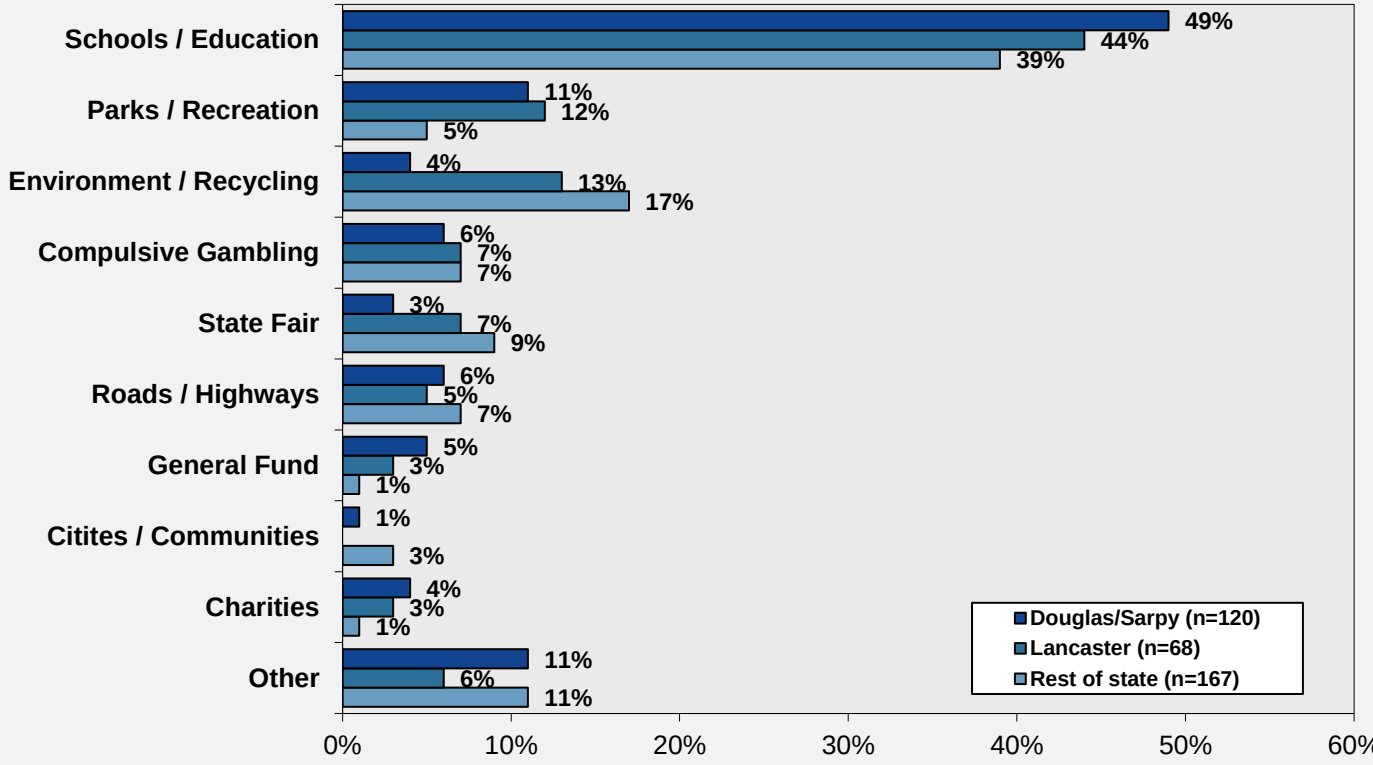
Base: Total mentions from those who indicated they can name specific groups or programs that benefit from lottery proceeds in Nebraska.

REGIONAL DIFFERENCES IN UNAIDED BENEFICIARY RECALL

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?



Base: Respondents who are “Not very familiar”, “Somewhat familiar”, or “Extremely familiar” with where the proceeds from the Nebraska Lottery go



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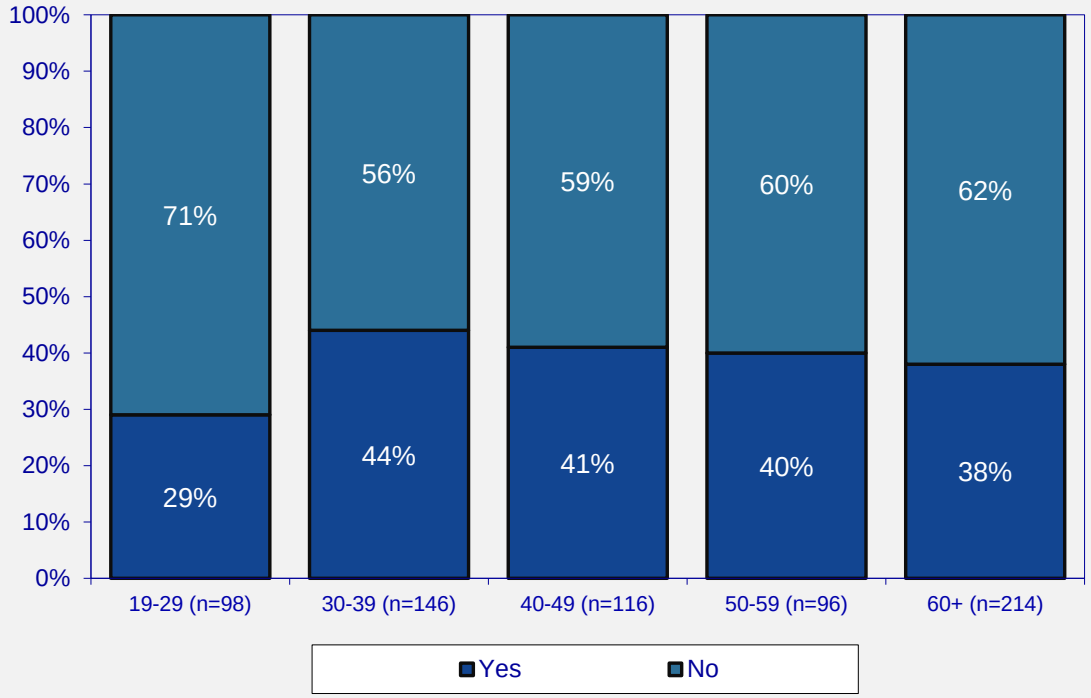
AGE DIFFERENCES IN UNAIDED BENEFICIARY RECALL

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?



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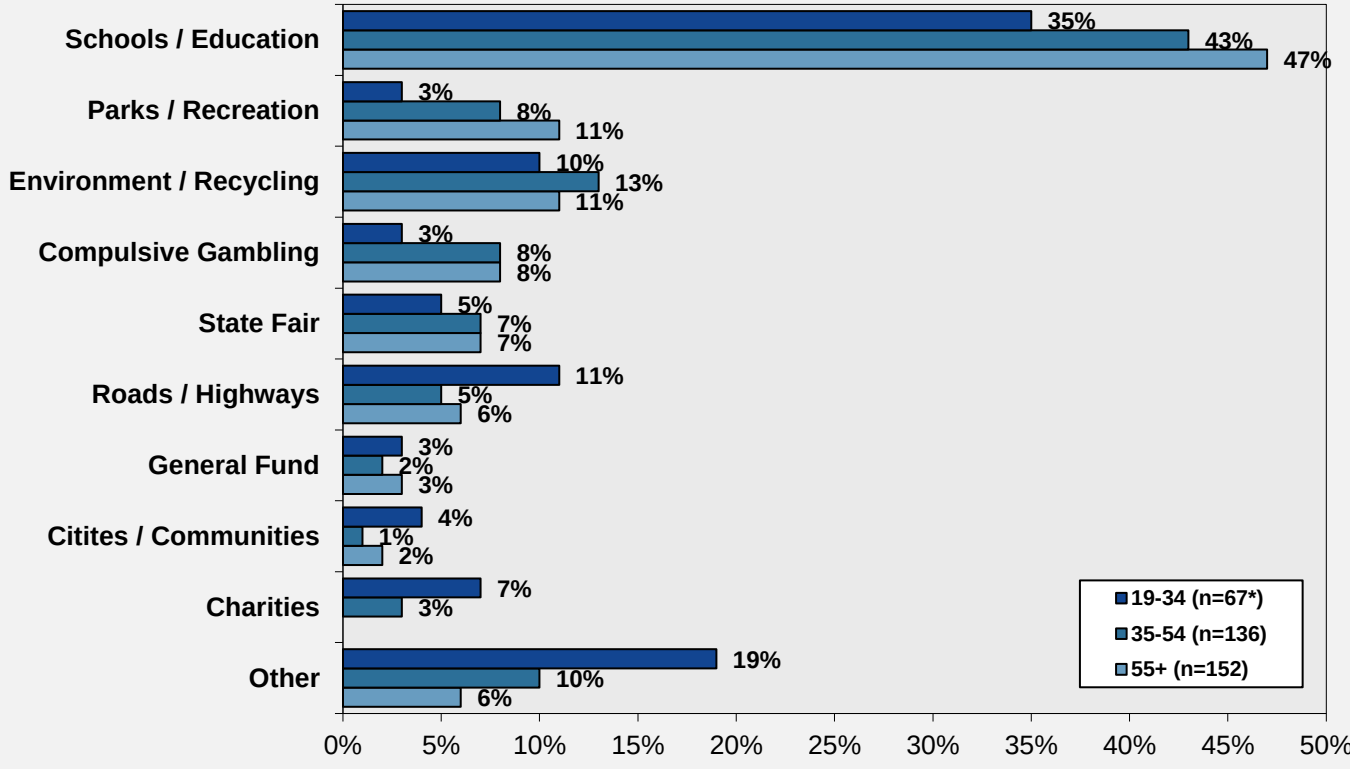
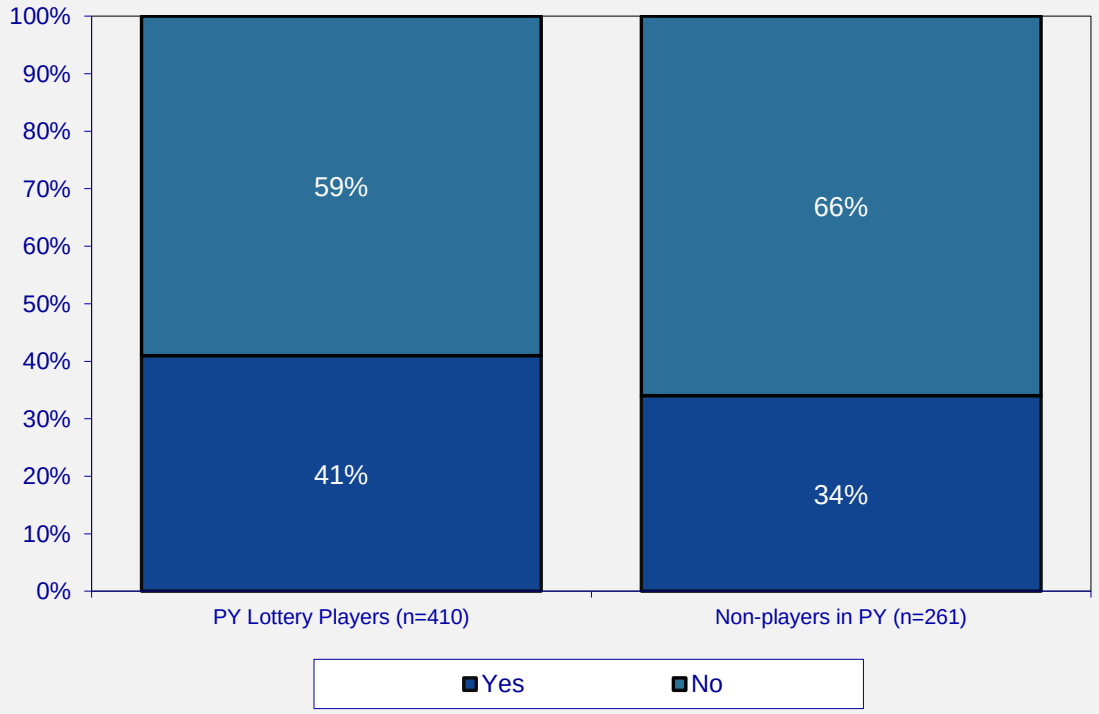


Base: Total mentions from those who indicated they can name specific groups or programs that benefit from lottery proceeds in Nebraska.

UNAIDED BENEFICIARY RECALL (PY LOTTERY PLAYERS VS NON-PLAYERS)

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?



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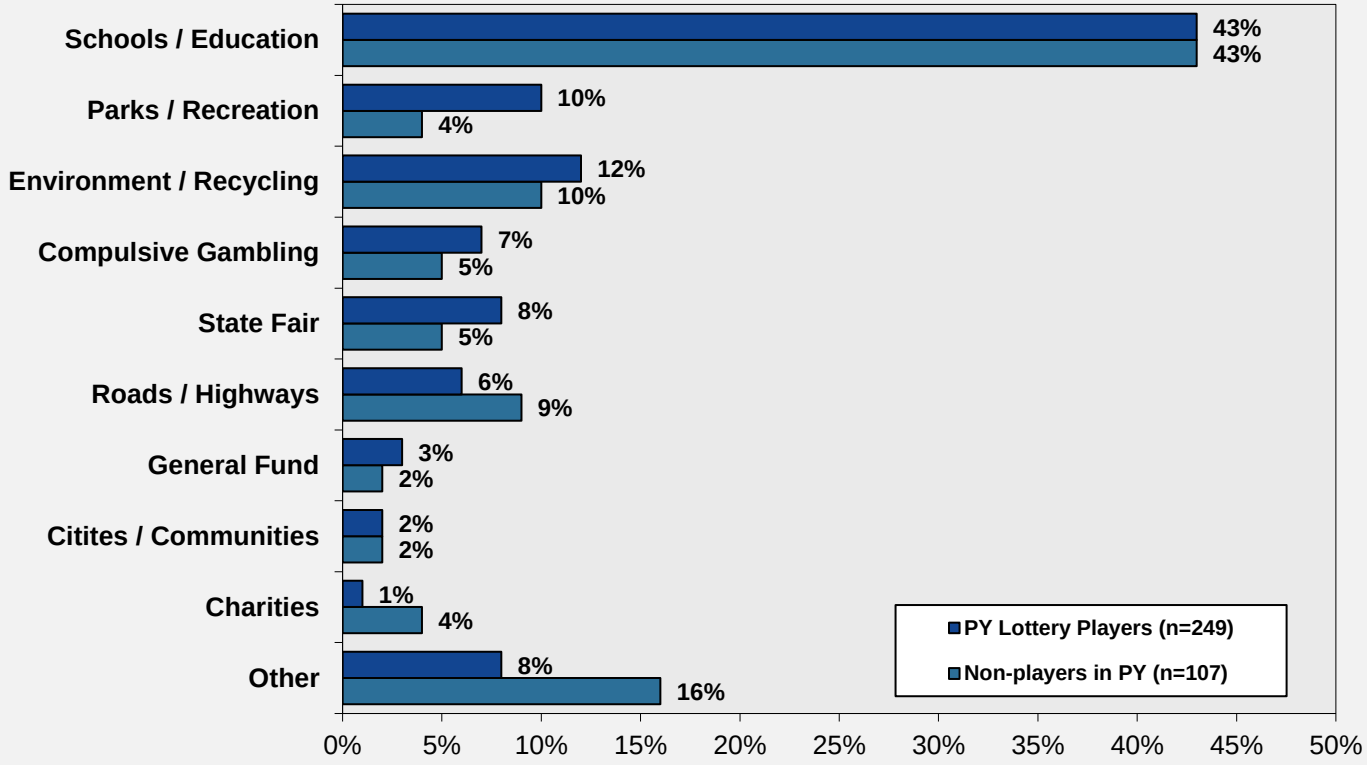

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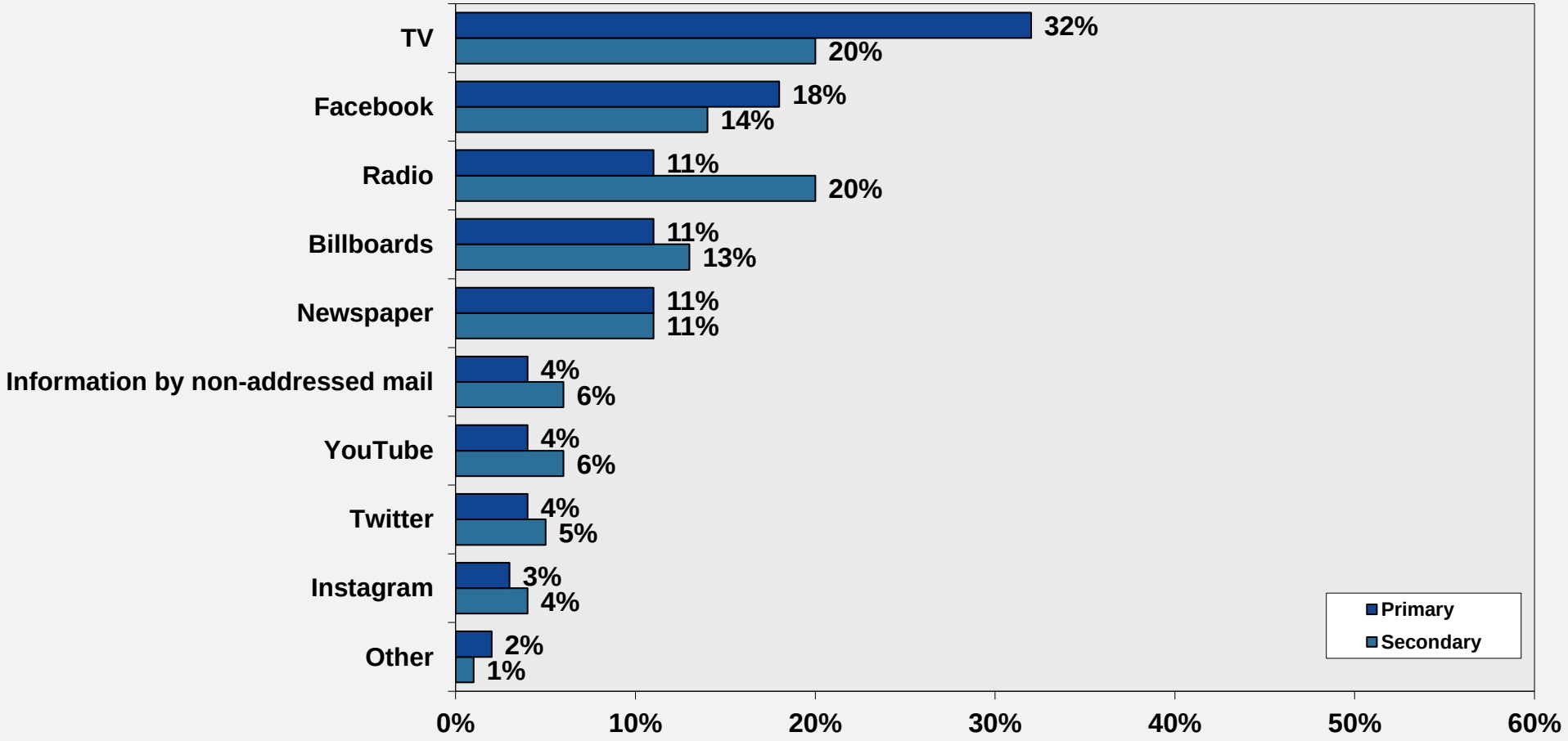
SUGGESTED SOURCES TO CONVEY HOW LOTTERY PROCEEDS ARE USED

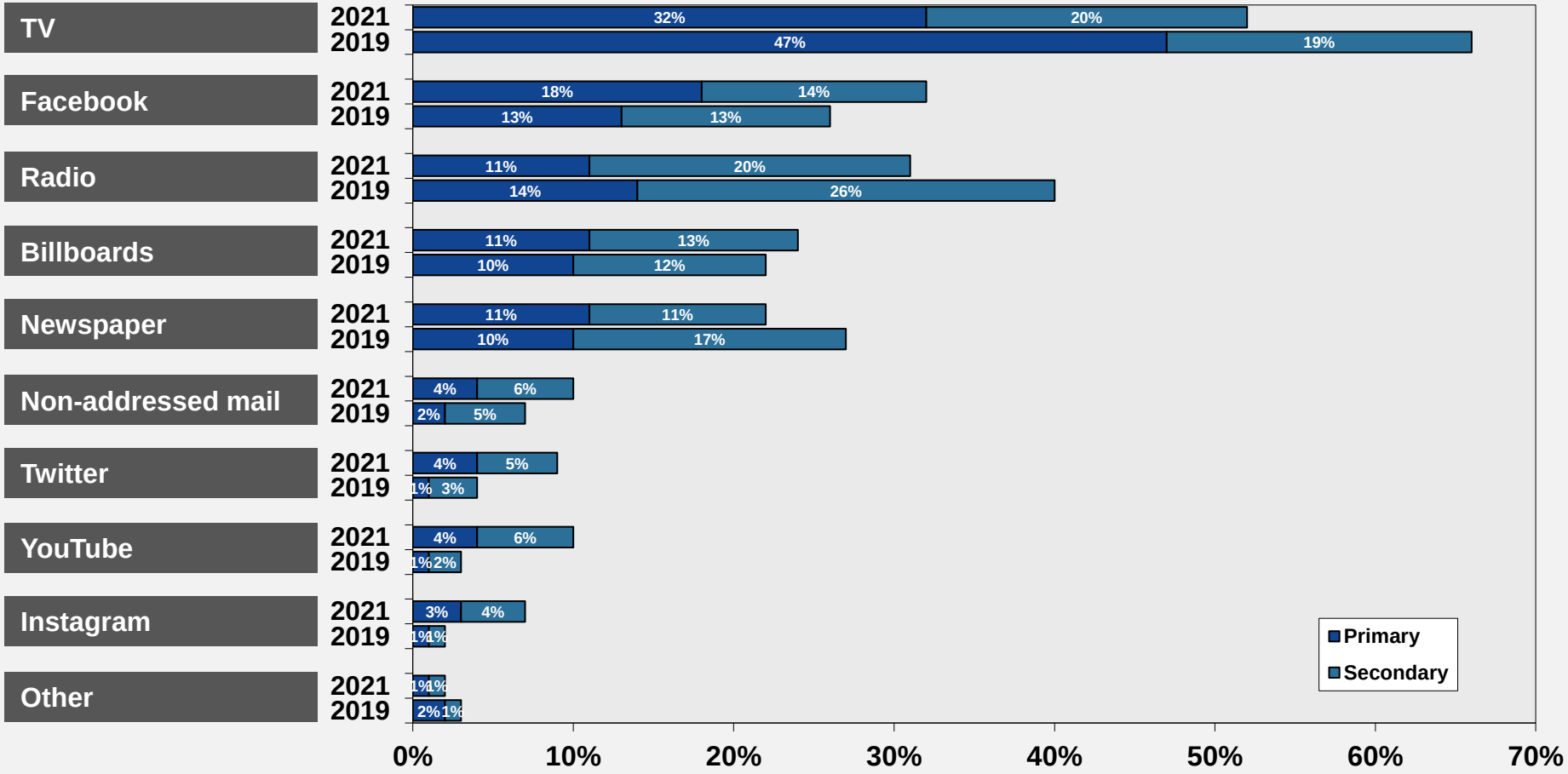
Other than the Nebraska Lottery's website, which two sources should the Nebraska Lottery use most to convey to the public how the proceeds from the Nebraska Lottery are used?



Base: Valid respondents who are not opposed to state-run lottery games or gaming in general (n=886)

SUGGESTED SOURCES TO CONVEY HOW LOTTERY PROCEEDS ARE USED

Other than the Nebraska Lottery's website, which two sources should the Nebraska Lottery use most to convey to the public how the proceeds from the Nebraska Lottery are used?



Base: Valid respondents who are not opposed to state-run lottery games or gaming in general

SUGGESTED PRIMARY SOURCE TO CONVEY HOW LOTTERY PROCEEDS ARE USED (BY AGE)

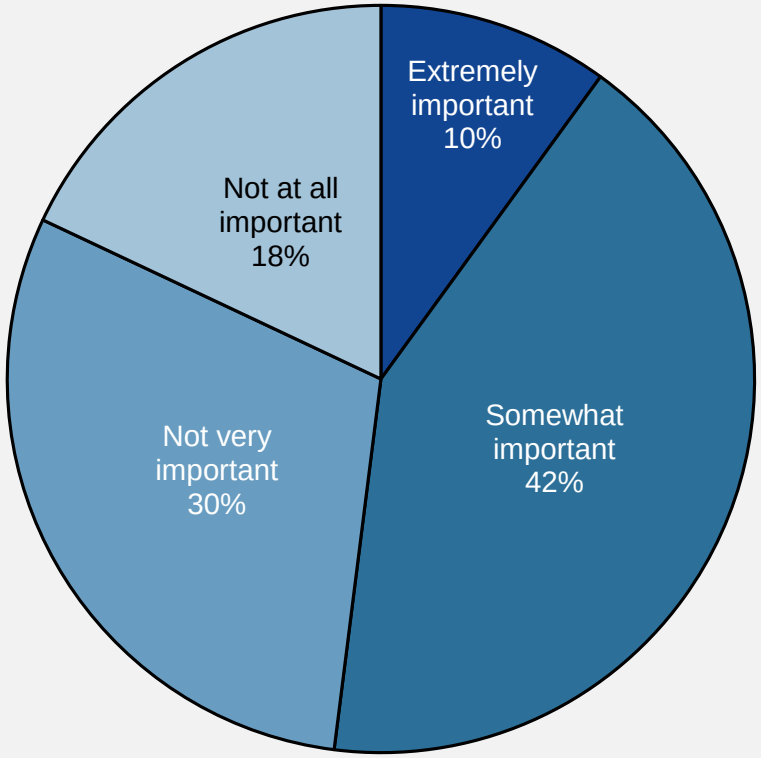
Other than the Nebraska Lottery's website, which two sources should the Nebraska Lottery use most to convey to the public how the proceeds from the Nebraska Lottery are used?

	Valid Respondents (n=886)	19-29 years (n=171)	30-39 years (n=173)	40-49 years (n=133)	50-59 years (n=137)	60+ years (n=272)
TV	32%	15%	21%	24%	41%	49%
Radio	11%	14%	10%	11%	10%	8%
Facebook	18%	25%	25%	25%	10%	11%
Billboards	11%	11%	13%	13%	13%	7%
Newspaper	11%	5%	6%	10%	14%	18%
Information by non-addressed mail	4%	5%	4%	3%	4%	3%
Twitter	4%	8%	7%	5%	1%	
Instagram	3%	6%	4%	5%	3%	1%
YouTube	4%	8%	8%	2%	3%	1%
Other	2%	3%	2%	2%	1%	2%

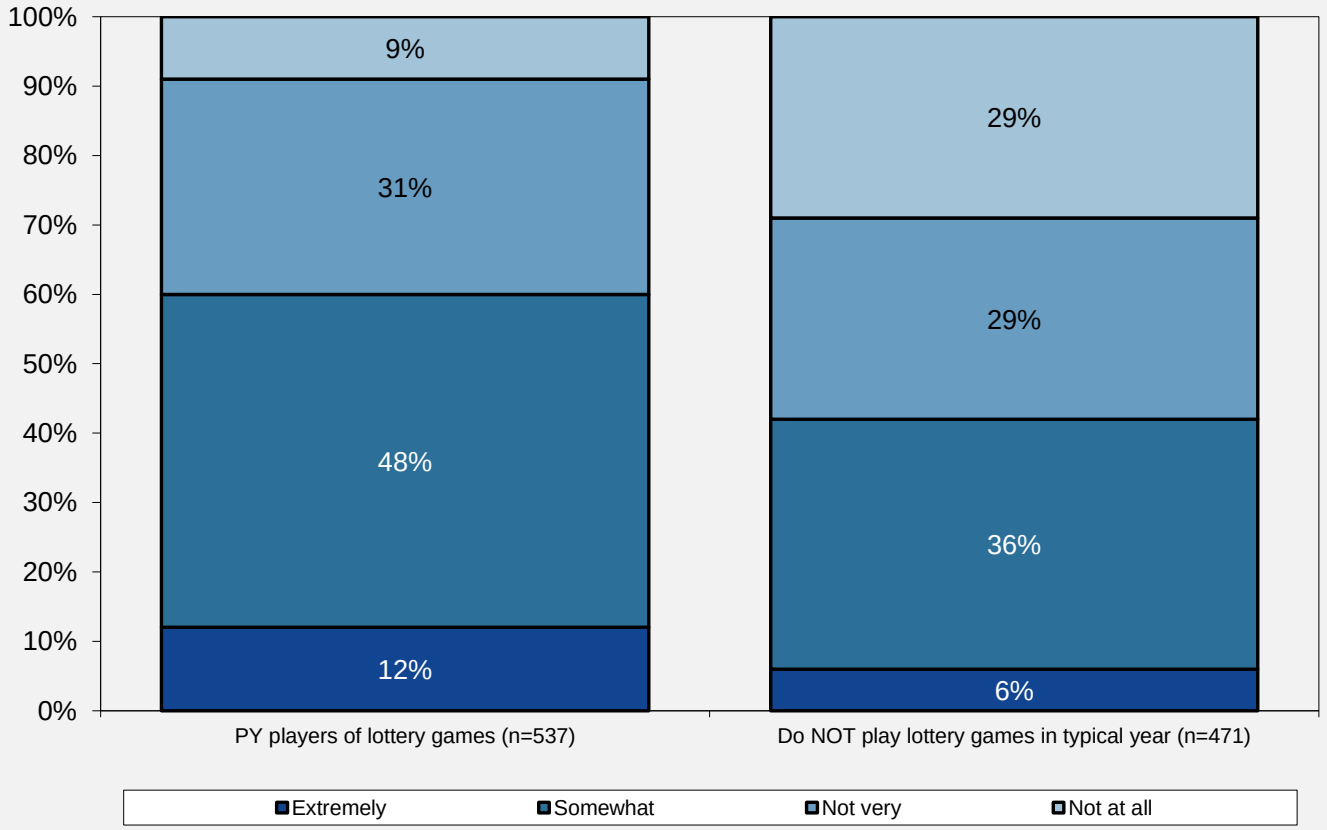
Base: Valid respondents who are not opposed to state-run lottery games or gaming in general

THE IMPORTANCE OF KNOWING WHERE LOTTERY PROCEEDS GO

How **important** is it to know where Lottery proceeds go?

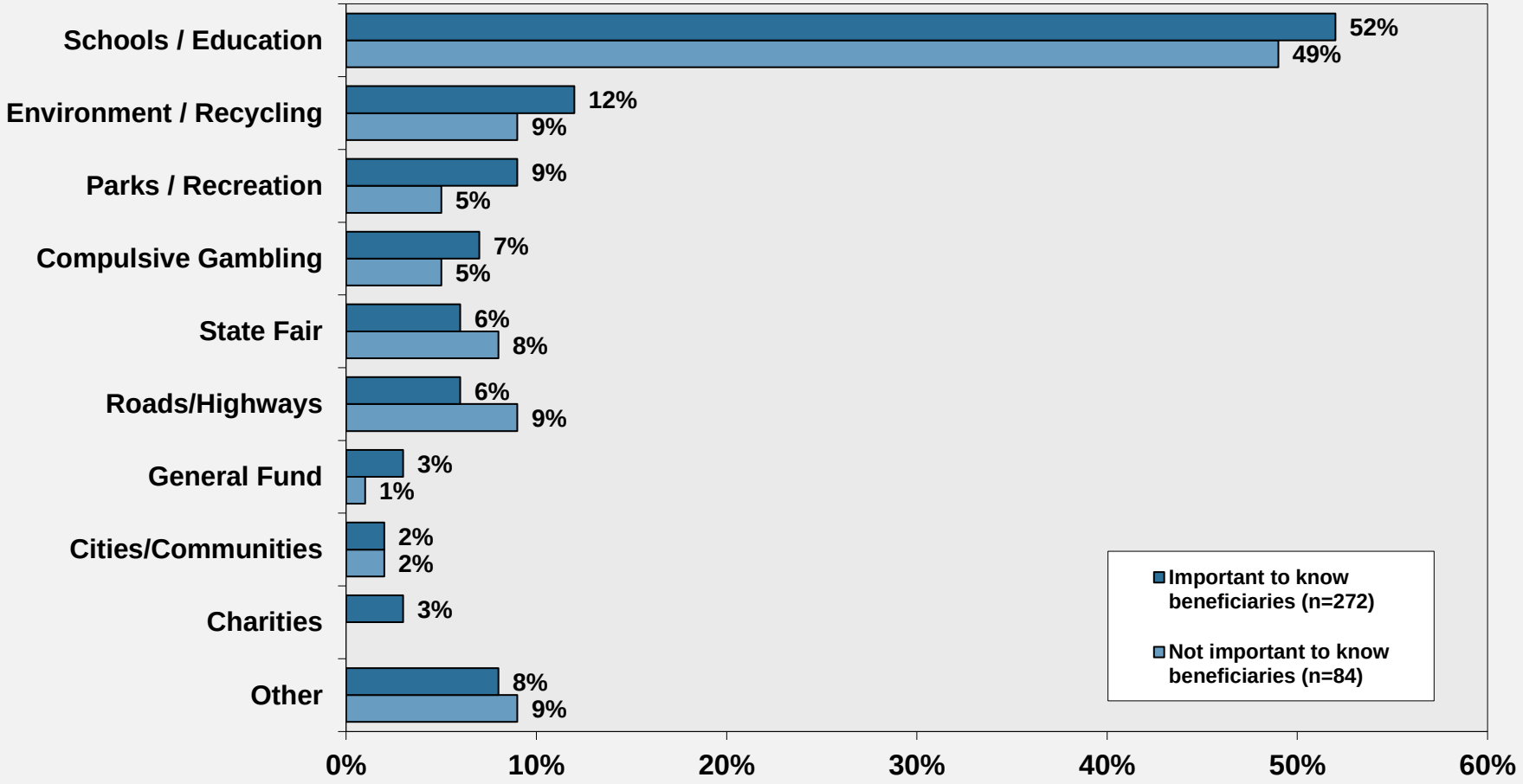


Base: All Respondents (n=1008)



UNAIDED BENEFICIARY RECALL

Can you name **any of the specific groups or programs** that benefit from lottery proceeds in Nebraska?



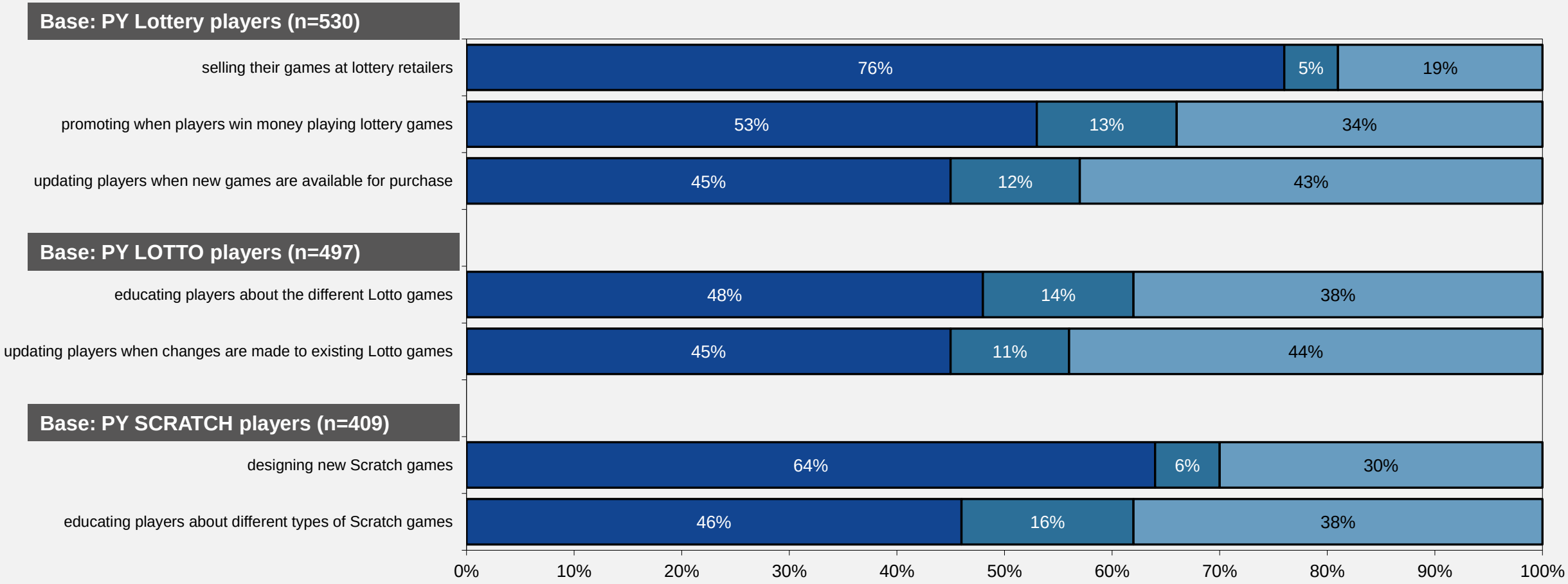
Base: Total mentions from those who indicated they can name specific groups or programs that benefit from lottery proceeds in Nebraska.

Key Findings

Section 3: The Nebraska Lottery does a good job of…

THE NEBRASKA LOTTERY DOES A GOOD JOB OF…

In your opinion, does the Nebraska Lottery do a good job of…?



THE NEBRASKA LOTTERY DOES A GOOD JOB OF…

In your opinion, does the Nebraska Lottery do a good job of…?

	Base	19-29 years*	30-39 years	40-49 years	50-59 years	60+ years
selling their games at lottery retailers	PY Lottery	72%	69%	75%	88%	76%
promoting when players win money playing lottery games	PY Lottery	59%	58%	46%	62%	45%
updating players when new games are available for purchase	PY Lottery	50%	53%	49%	51%	31%
educating players about the different Lotto games	PY Lotto	37%	51%	54%	58%	39%
updating players when changes are made to existing Lotto games	PY Lotto	51%	47%	54%	41%	37%
designing new Scratch games	PY Scratch	64%	62%	60%	70%	69%
educating players about different types of Scratch games	PY Scratch	51%	48%	52%	47%	34%

* Small base size
** Caution: very small base size

THE NEBRASKA LOTTERY DOES A GOOD JOB OF…

In your opinion, does the Nebraska Lottery do a good job of…?

	Base	Douglas/Sarpy	Lancaster	Rest of State
selling their games at lottery retailers	PY Lottery	82%	82%	68%
promoting when players win money playing lottery games	PY Lottery	48%	52%	57%
updating players when new games are available for purchase	PY Lottery	43%	39%	49%
educating players about the different Lotto games	PY Lotto	50%	38%	49%
updating players when changes are made to existing Lotto games	PY Lotto	49%	29%	47%
designing new Scratch games	PY Scratch	68%	66%	60%
educating players about different types of Scratch games	PY Scratch	44%	34%	51%

Key Findings

Section 4: Sources used for specific lottery-related information

INFORMATION SOURCES

What source do you use most to get your information regarding each of the following?

	Jackpots Base: PY Lotto Game	Winning Numbers Base: PY Lotto Games	Scratch Games Base: PY Scratch Games	NE Promotions Base: PY Lottery Games
	n=494	n=494	n=415	n=525
Nebraska Lottery website	20% 1	30% 1	11% 2	12% 1
A website other than the Nebraska Lottery	3%	6%	3%	3%
Emails I receive from the Nebraska Lottery	3%	1%	3%	7%
The Nebraska Lottery Mobile App	3%	6%	5%	5%
The Nebraska Lottery Facebook page	4%	4%	4%	4%
The Nebraska Lottery Twitter feed	1%	2%	2%	2%
The Nebraska Lottery Instagram feed	2%	2%	2%	2%
The store clerks	7%	7%	18% 1	6%
Signs at the lottery retailer	12% 2	5%	14%	9% 2
TV	11%	11% 2	3%	8%
Radio	4%	3%	1%	4%
Newspapers	3%	4%	2%	3%
Billboards	10%	5%	3%	3%
Family, friends, and/or colleagues	8%	5%	6%	5%
Other lottery players I meet at the store	1%	2%	2%	2%
I don't keep up-to-date	9%	8%	21%	24%

JACKPOT INFO SOURCES (BY AGE)

What source do you use most to get your information regarding each of the following?

	PY Lotto Players	19-29 years	30-39 years	40-49 years	50-59 years	60+ years
	n=494	n=48**	n=119	n=88	n=86	n=154
Nebraska Lottery website	20%	9%	16% 1	18% 1	21% 1	26% 1
Signs at the lottery retailer	12%	5%	10% 2	13% 2	16% 2	13%
TV	11%	19% 1	6%	11%	7%	14% 2
Billboards	10%	5%	10% 2	9%	14%	9%
I don't keep up-to-date	9%	12%	2%	4%	10%	16%
Family, friends, and/or colleagues	8%	14% 2	6%	13% 2	8%	4%
The store clerks	7%	4%	10% 2	6%	9%	5%
The Nebraska Lottery Facebook page	4%	6%	5%	4%	3%	2%
Radio	4%	9%	5%	3%	5%	1%
A website other than the Nebraska Lottery	3%	4%	8%	3%		2%
Newspapers	3%		3%	2%	3%	4%
The Nebraska Lottery Mobile App	3%	2%	5%	5%	4%	2%
Emails I receive from the Nebraska Lottery	3%	6%	2%	5%	2%	1%
The Nebraska Lottery Instagram feed	2%	5%	3%	2%		1%
The Nebraska Lottery Twitter feed	1%		4%	2%		
Other lottery players I meet at the store	1%		4%	1%		

* Small base size
** Caution: very small base size

Base: PY Lotto Players

WINNING NUMBERS INFO SOURCES (BY AGE)

What source do you use most to get your information regarding each of the following?

	PY Lotto Players	19-29 years	30-39 years	40-49 years	50-59 years	60+ years
	n=494	n=48**	n=119	n=88	n=86	n=154
Nebraska Lottery website	30%	18% 1	23% 1	37% 1	34% 1	32% 1
TV	11%	16% 2	10% 2	8% 2	17% 2	7%
I don't keep up-to-date	8%	11%	4%	5%	4%	13%
The store clerks	7%	8%	6%	8% 2	7%	8% 2
A website other than the Nebraska Lottery	6%		8%	5%	5%	7%
The Nebraska Lottery Mobile App	6%	6%	7%	5%	9%	4%
Billboards	5%	13%	5%	5%	6%	2%
Signs at the lottery retailer	5%		6%	6%	4%	7%
Family, friends, and/or colleagues	5%	11%	4%	1%	6%	4%
Newspapers	4%	2%	4%	3%	1%	7%
Radio	3%	11%	3%	2%		2%
The Nebraska Lottery Twitter feed	2%		5%	2%	2%	
Other lottery players I meet at the store	2%	2%	4%	2%	2%	
The Nebraska Lottery Instagram feed	2%	2%	4%	3%	1%	1%
Emails I receive from the Nebraska Lottery	1%		2%	4%		
The Nebraska Lottery Facebook page						

* Small base size
** Caution: very small base size

SCRATCH GAMES INFO SOURCES (BY AGE)

What source do you use most to get your information regarding each of the following?

	PY Scratch Players	19-29 years	30-39 years	40-49 years	50-59 years	60+ years
	n=415	n=56*	n=122	n=80	n=65	n=93
I don't keep up-to-date	21%	32%	8%	17%	24%	34%
The store clerks	18%	21% 1	14% 1	14% 1	24% 1	19% 2
Signs at the lottery retailer	14%		13% 2	14% 1	19% 2	20% 1
Nebraska Lottery website	11%	9% 2	10%	11% 2	12%	12%
Family, friends, and/or colleagues	6%	7%	7%	8%	4%	3%
The Nebraska Lottery Mobile App	5%	8%	8%	8%	3%	1%
The Nebraska Lottery Facebook page	4%	1%	7%	4%	4%	2%
TV	3%	2%	4%	2%	4%	2%
Emails I receive from the Nebraska Lottery	3%	2%	3%	8%		2%
A website other than the Nebraska Lottery	3%	2%	6%	1%	2%	1%
Billboards	3%	6%	3%	5%		2%
Newspapers	2%	6%	4%			
Other lottery players I meet at the store	2%		3%	4%	1%	1%
The Nebraska Lottery Twitter feed	2%		5%	3%		
The Nebraska Lottery Instagram feed	2%	2%	4%	2%		
Radio	1%	3%	1%		4%	

* Small base size
** Caution: very small base size

Base: PY Scratch Players

PROMOTIONS INFO SOURCES (BY AGE)

What source do you use most to get your information regarding each of the following?

	PY Lottery Players	19-29 years	30-39 years	40-49 years	50-59 years	60+ years
	n=525	n=57*	n=129	n=95	n=88	n=156
I don't keep up-to-date	24%	28%	12%	20%	27%	33%
Nebraska Lottery website	12%	13% 1	11% 1	13% 1	10% 1	15% 1
Signs at the lottery retailer	9%	7%	9%	10% 2	8%	11% 2
TV	8%	7%	7%	10% 2	7%	8%
Emails I receive from the Nebraska Lottery	7%	2%	5%	7%	9% 2	11% 2
The store clerks	6%	6%	10% 2	2%	9% 2	5%
Family, friends, and/or colleagues	5%	4%	2%	7%	8%	5%
The Nebraska Lottery Mobile App	5%	8% 2	9%	6%	4%	1%
Radio	4%	7%	2%	5%	5%	2%
The Nebraska Lottery Facebook page	4%	3%	10% 2	2%	5%	1%
Billboards	3%	1%	5%	3%		4%
Newspapers	3%	4%	3%	2%	3%	2%
A website other than the Nebraska Lottery	3%	3%	8%	3%	3%	
The Nebraska Lottery Twitter feed	2%		3%	5%		
Other lottery players I meet at the store	2%	1%	2%	2%	3%	1%
The Nebraska Lottery Instagram feed	2%	5%	3%	2%		

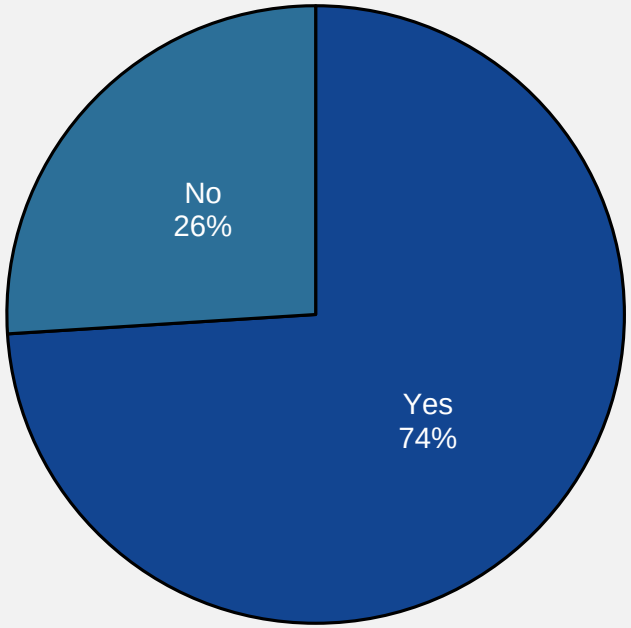
* Small base size
** Caution: very small base size

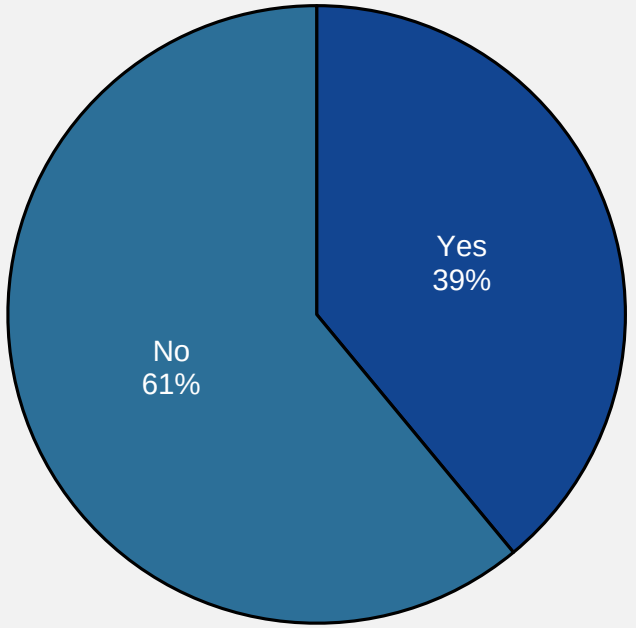
Key Findings

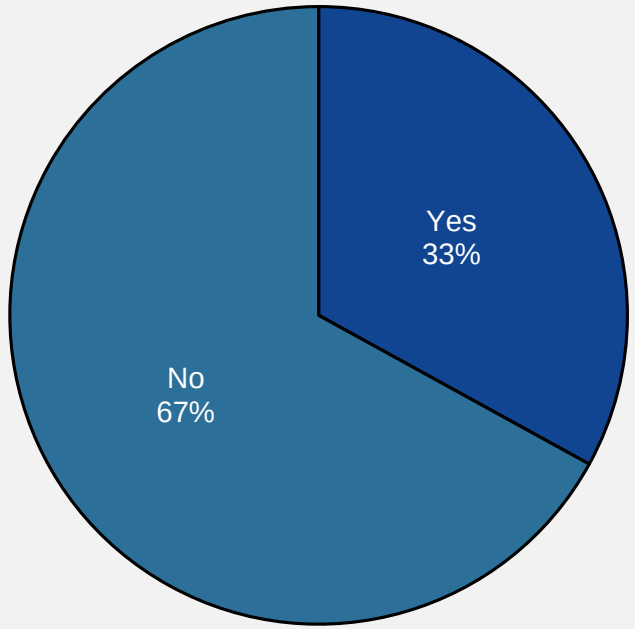
Section 5: Social Media Usage of
PY Lottery Players

SOCIAL MEDIA USAGE

Do you actively use any of the following social media platforms?





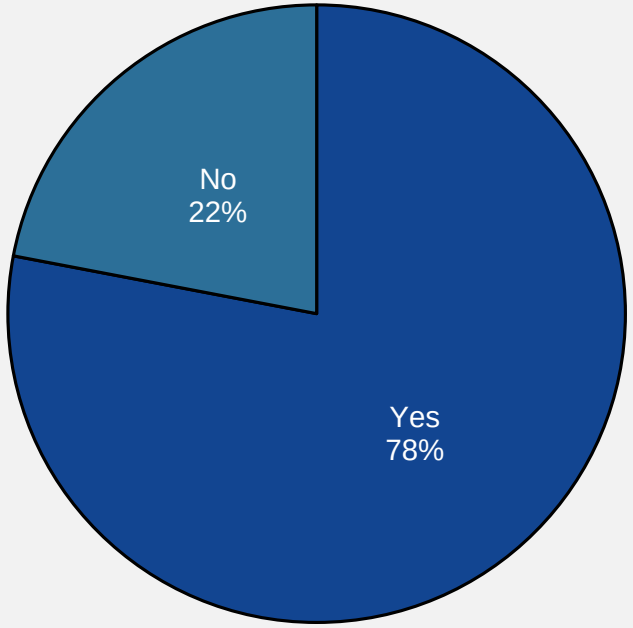


Base: PY players of lottery games (n=530)

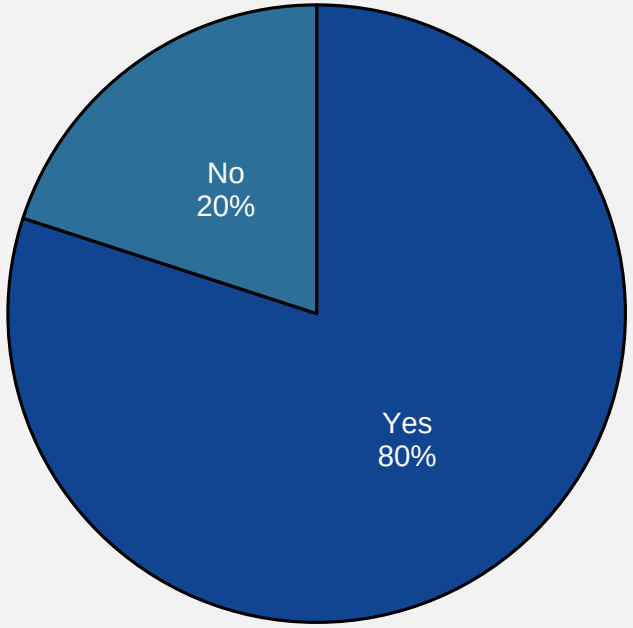
ACTIVE USERS OF FACEBOOK (BY AGE)

Do you actively use any of the following social media platforms?

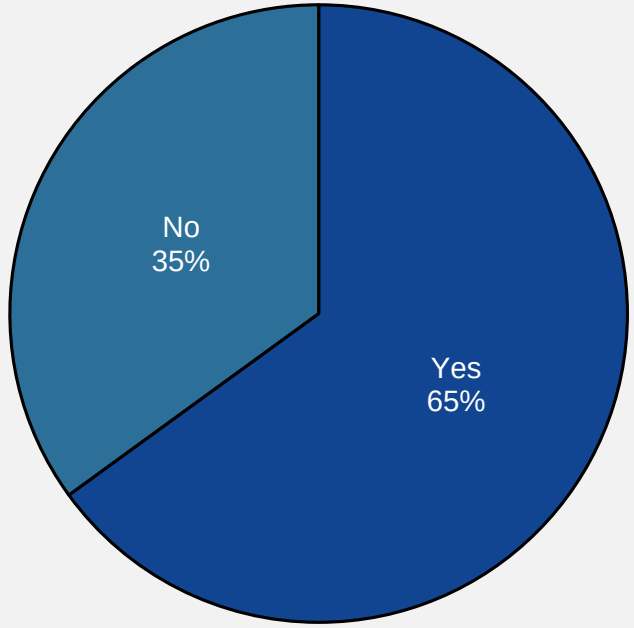
19-34 years (n=121)



35-54 years (n=206)



55+ years (n=203)

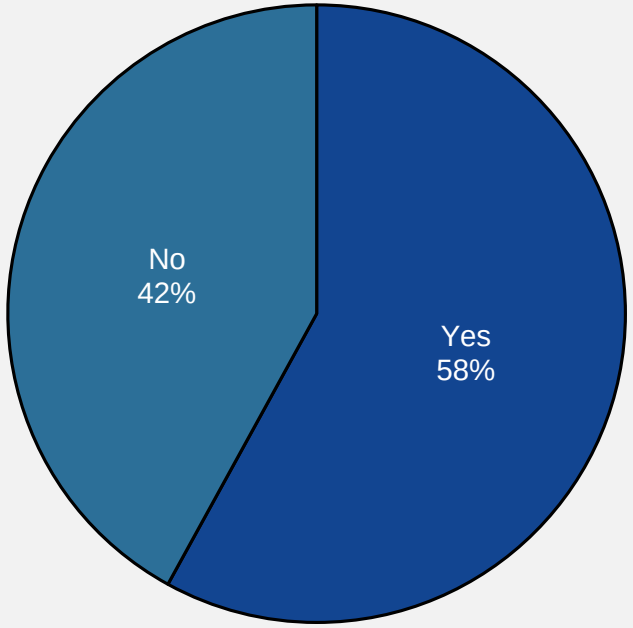


Base: PY players of lottery games (n=530)

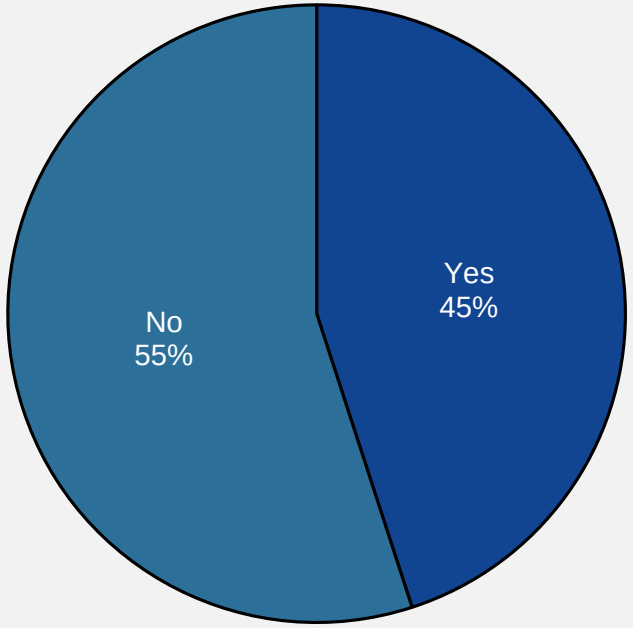
ACTIVE USERS OF INSTAGRAM (BY AGE)

Do you actively use any of the following social media platforms?

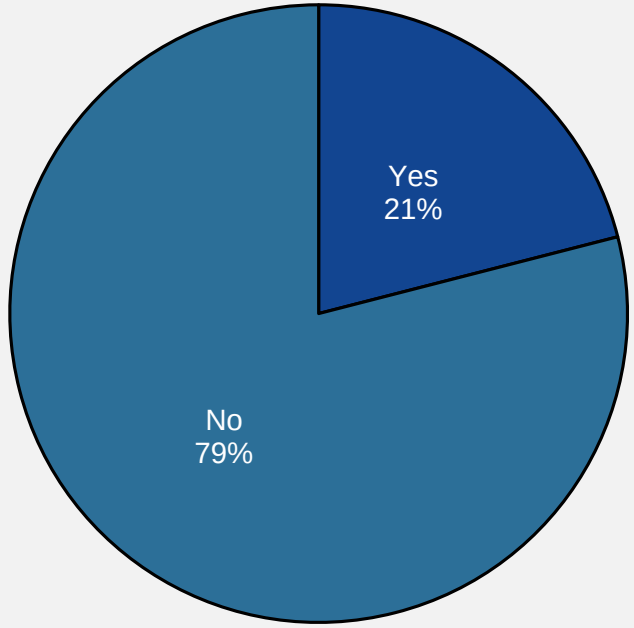
19-34 years (n=121)



35-54 years (n=206)



55+ years (n=203)

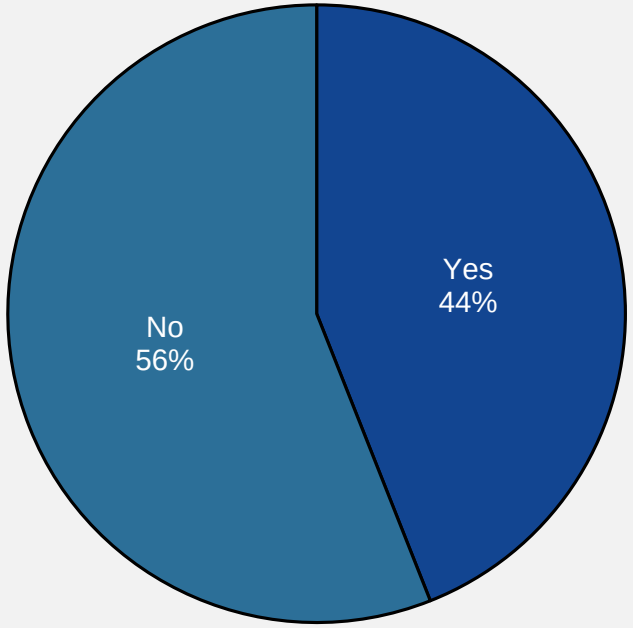


Base: PY players of lottery games (n=530)

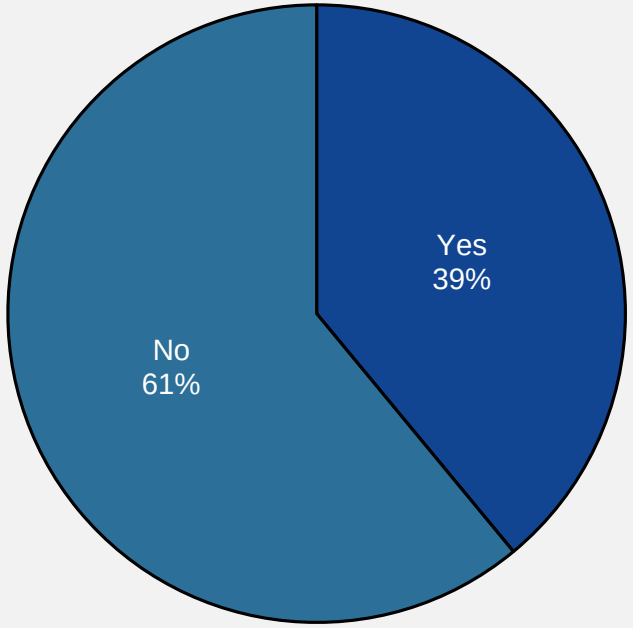
ACTIVE USERS OF TWITTER (BY AGE)

Do you actively use any of the following social media platforms?

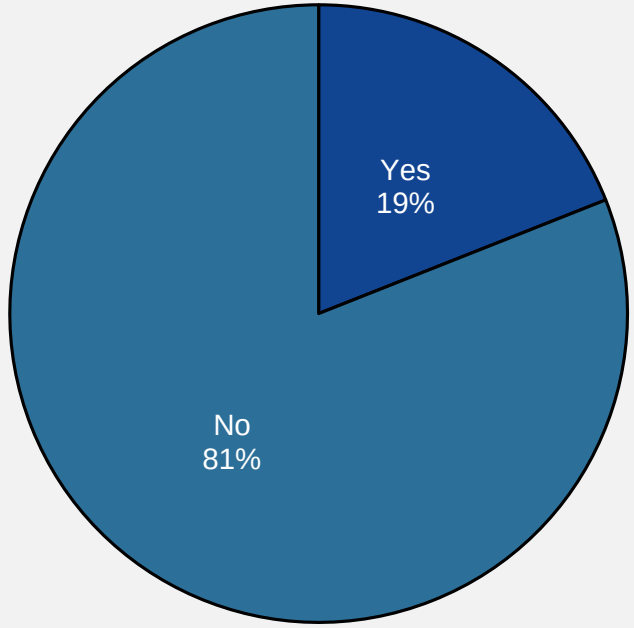
19-34 years (n=121)



35-54 years (n=206)



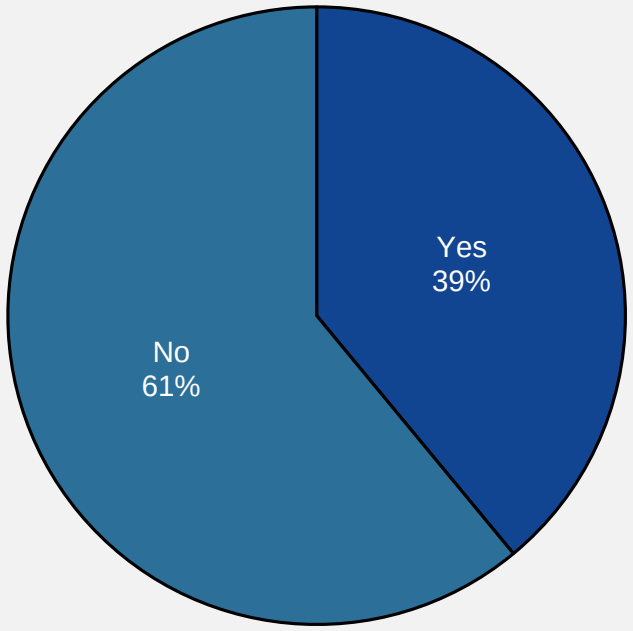
55+ years (n=203)

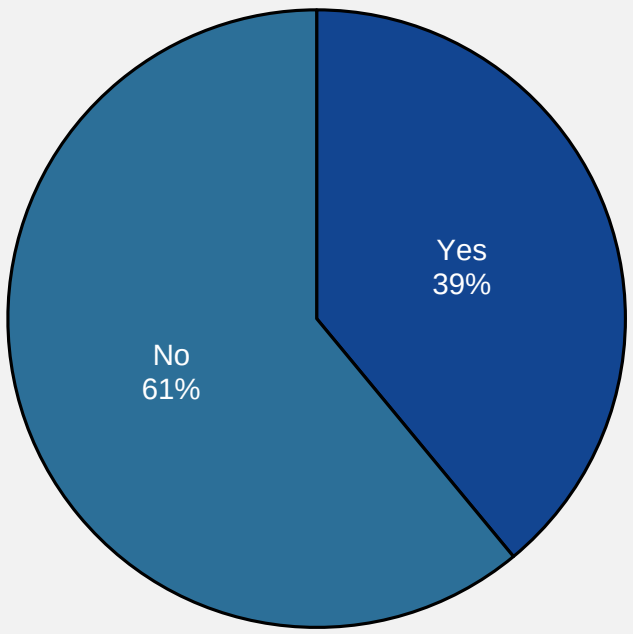


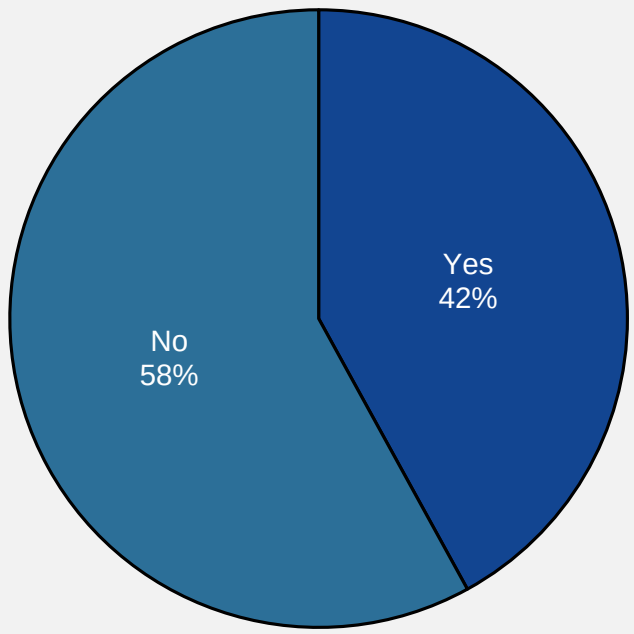
Base: PY players of lottery games (n=530)

FOLLOW THE NEBRASKA LOTTERY

Do you follow the Nebraska Lottery on any of the following social media platforms?



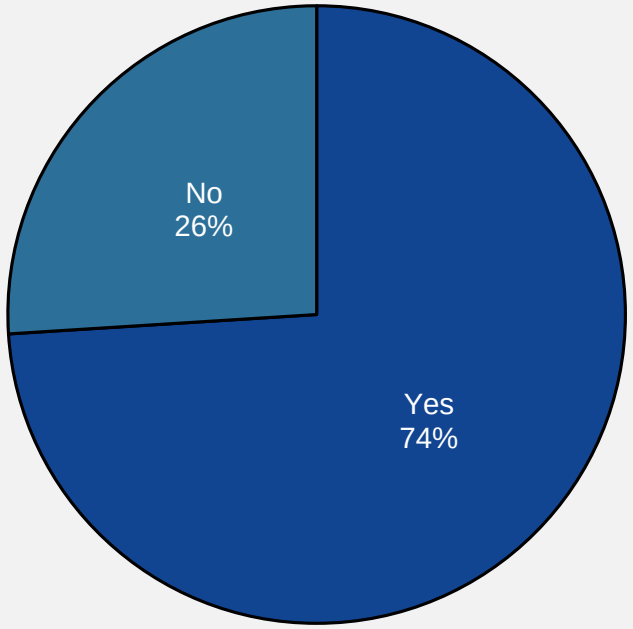




Base: Active users of specific social media platform

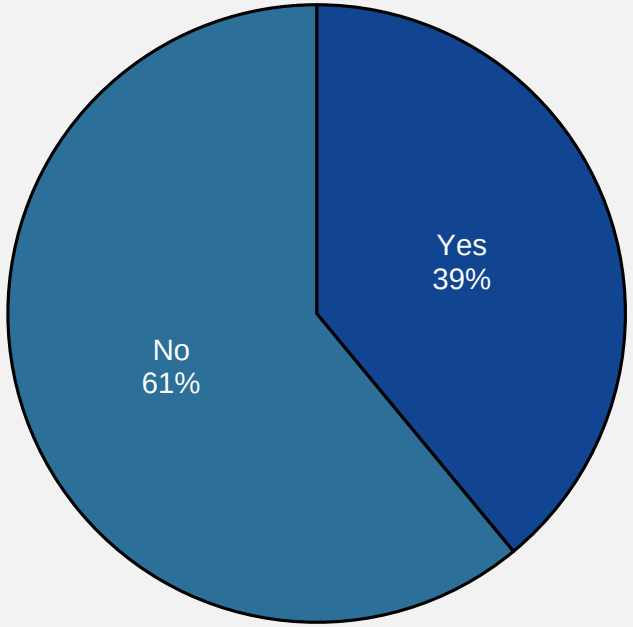
FACEBOOK ANALYSIS (PY LOTTERY PLAYERS)

Do you actively use Facebook?



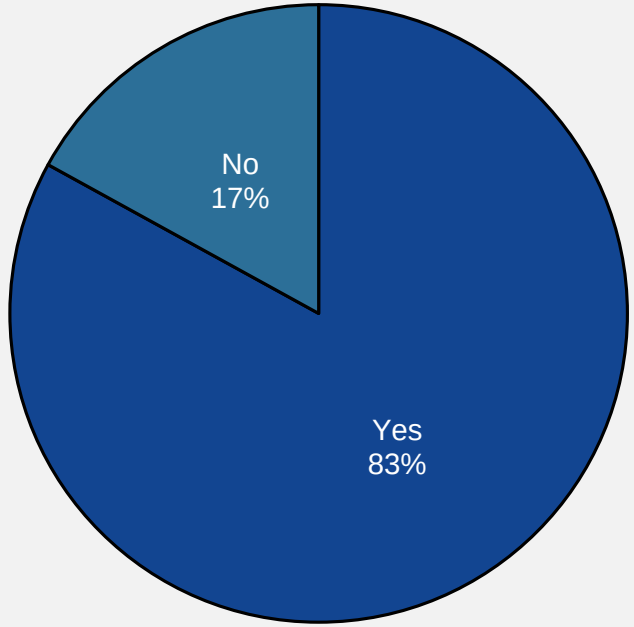
Base: PY players of lottery games

Do you follow the Nebraska Lottery on Facebook?



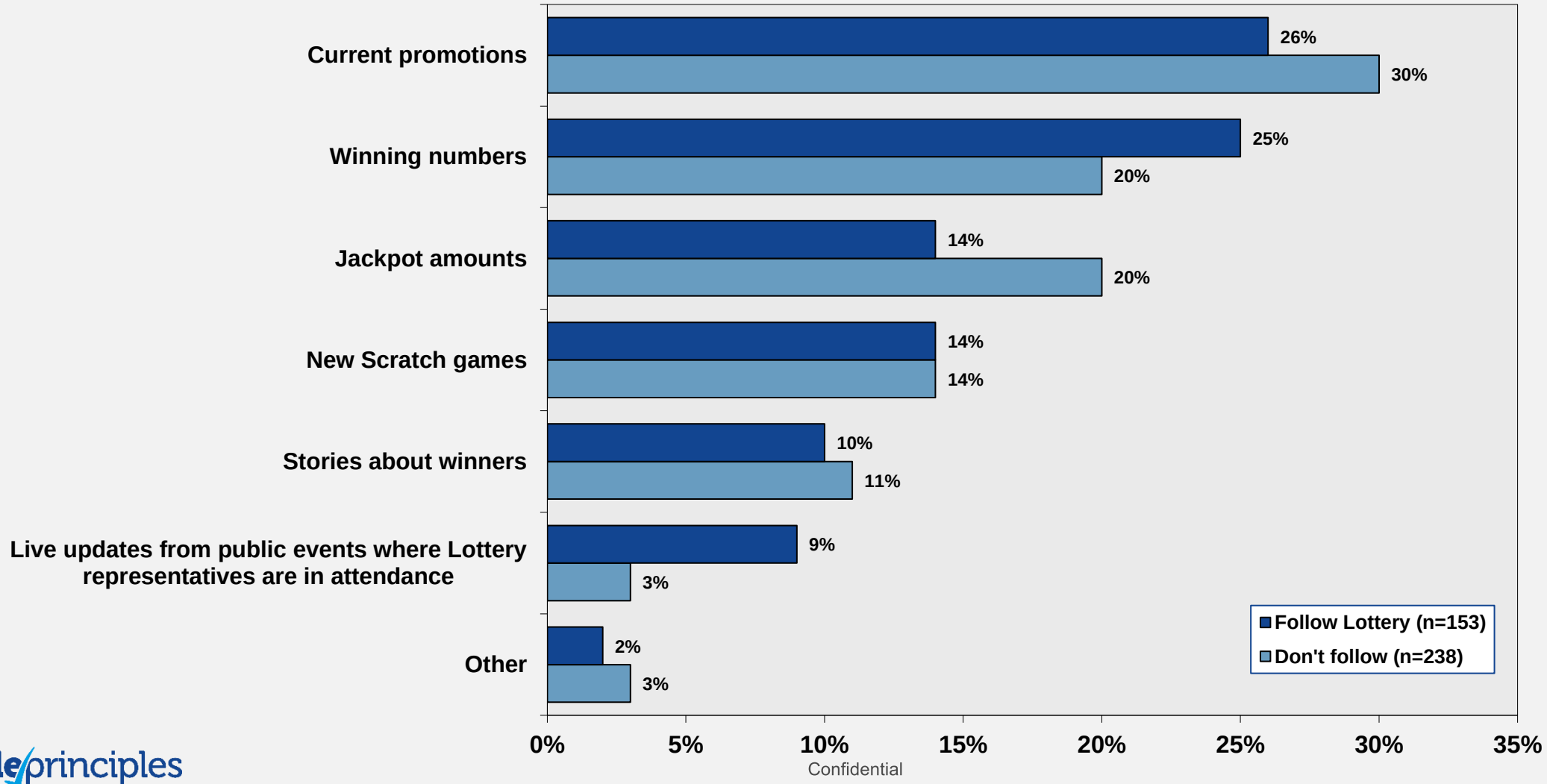
Base: Active users of Facebook

Satisfied with Lottery Posts on Facebook?



Base: Follow NE Lottery on Facebook

SUGGESTED INFORMATION TO EMPHASIZE ON FACEBOOK

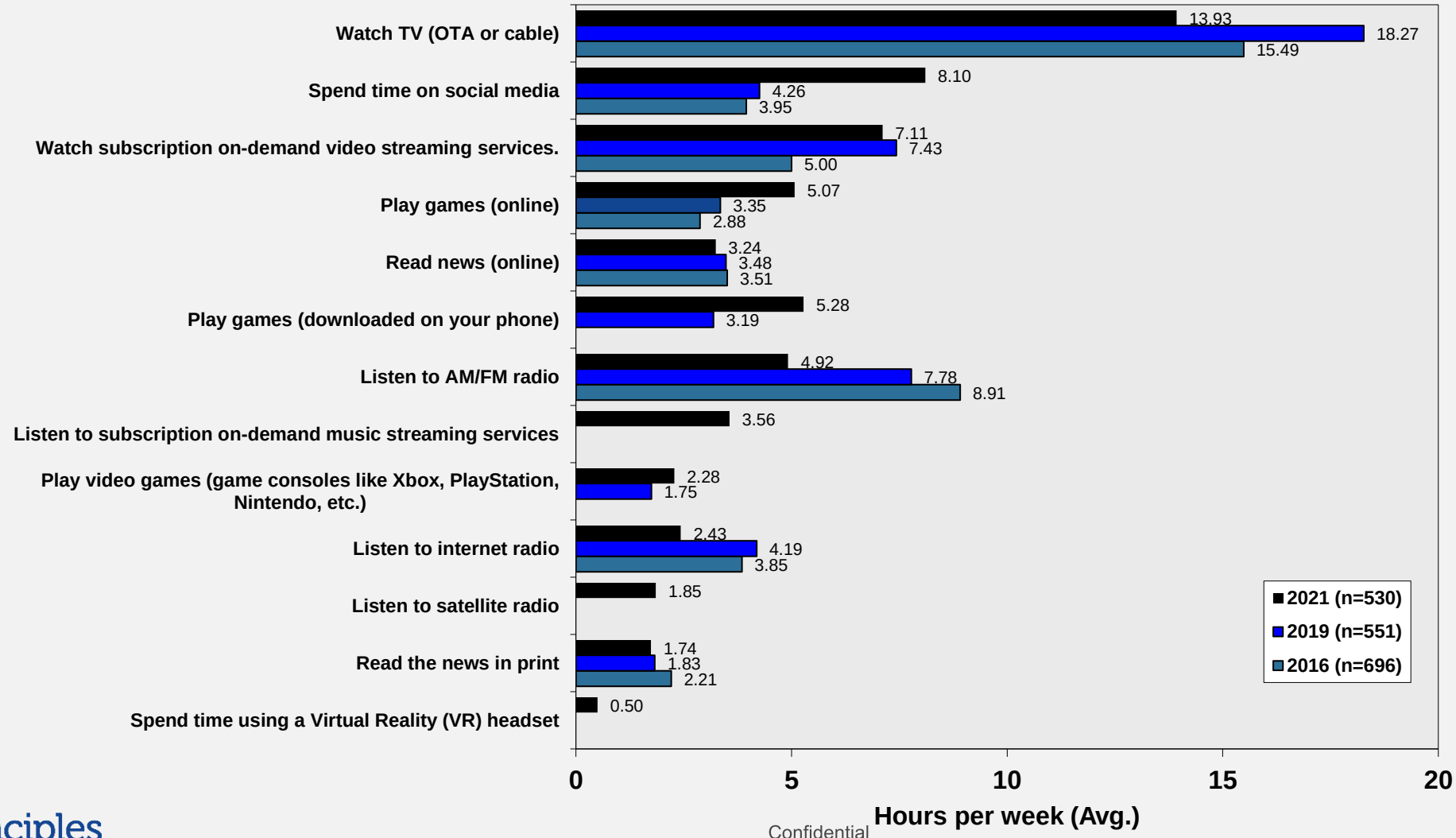


Base: Facebook users

Key Findings

Section 6: Media Habits of PY Lottery Players

CHANGE IN WEEKLY MEDIA CONSUMPTION (PY LOTTERY PLAYERS)



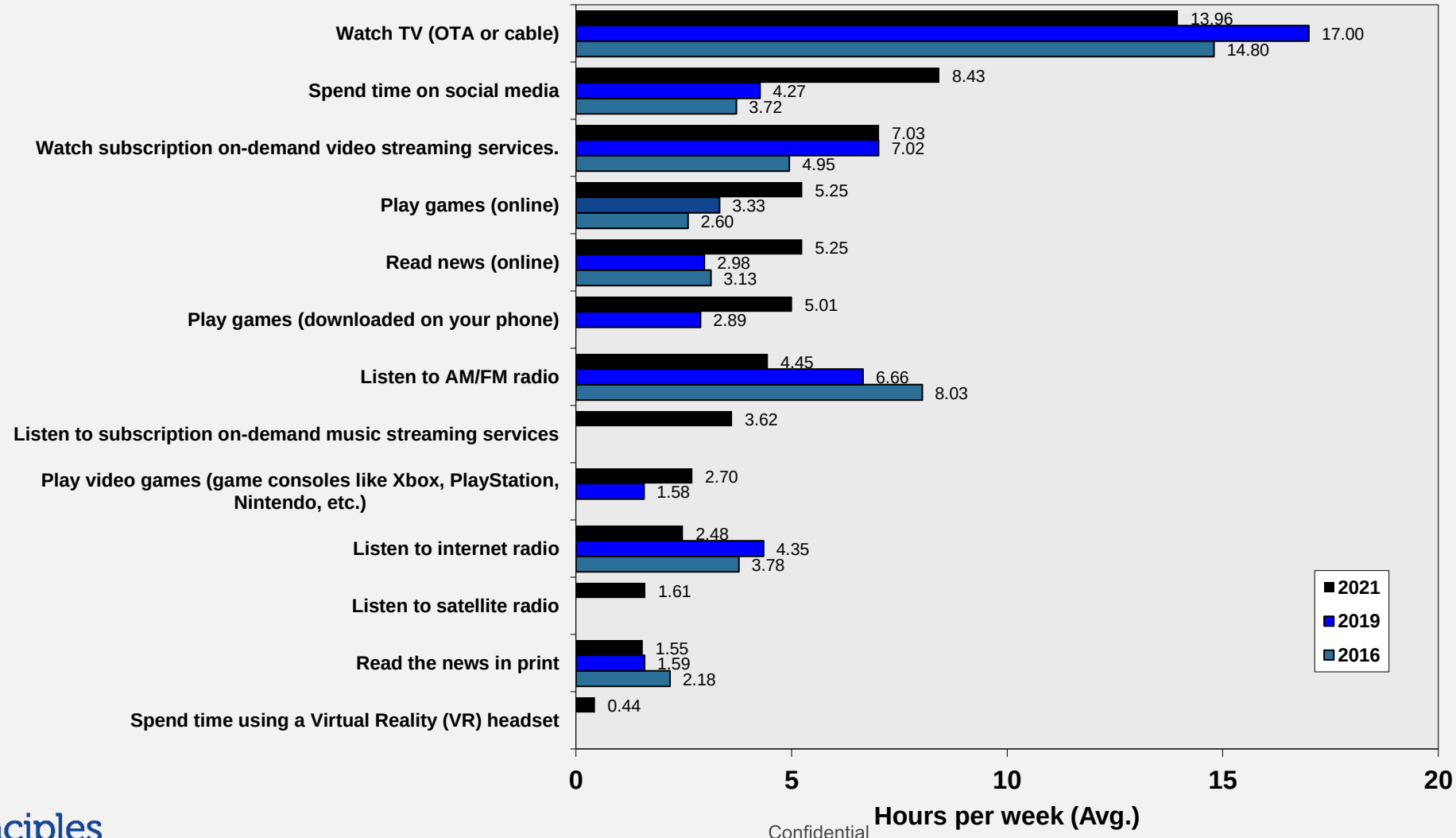
Base: PY Lottery Players

WEEKLY MEDIA CONSUMPTION (PY LOTTERY PLAYERS BY AGE)

	PY Lottery Players		19-29 years		30-39 years		40-49 years		50-59 years		60+ years	
	2021	2019	2021	2019	2021	2019	2021	2019	2021	2019	2021	2019
	n=530	n=550	n=61*	n=70*	n=129	n=111	n=95	n=99	n=89	n=109	n=163	n=161
Watch TV (OTA or cable)	13.93	18.27	7.01	8.99	7.93	12.35	12.25	15.78	16.43	19.52	20.99	27.05
Spend time on social media	8.10	4.26	10.34	6.16	8.73	4.58	8.05	4.09	8.22	4.11	6.72	3.43
Watch subscription on-demand video streaming services	7.11	7.43	7.06	11.47	8.59	9.99	8.34	7.37	6.09	5.66	5.75	5.15
Play games (online)	5.07	3.35	6.57	2.63	4.91	3.32	5.82	4.68	4.31	2.81	4.64	3.24
Read news (online)	3.24	3.48	3.08	3.42	3.27	3.47	3.53	3.52	3.18	2.69	3.12	4.03
Play games (downloaded on phone)	5.28	3.19	6.32	3.95	6.23	4.64	7.75	3.85	4.48	2.66	3.09	1.80
Listen to AM/FM radio	4.92	7.78	3.57	7.57	4.49	7.44	6.29	8.21	4.97	8.40	4.90	7.42
Listen to subscription on-demand music streaming services	3.56		5.27		5.81		3.14		3.42		1.42	
Play video games (game consoles like Xbox, Play Station, Nintendo, etc.)	2.28	1.75	4.25	2.84	3.64	3.55	3.41	2.63	1.12	0.51	0.42	0.33
Listen to internet radio	2.43	4.19	4.37	9.56	2.62	4.59	2.30	4.92	1.75	2.86	2.01	2.05
Listen to satellite radio	1.85		1.55		2.10		2.13		1.51		1.79	
Read printed newspaper	1.74	1.83	1.10	0.65	1.67	1.10	1.70	1.01	0.97	1.77	2.48	3.40
Spend time using a VR headset	0.50		0.54		1.06		0.80		0.20		0.01	

Base: PY Lottery Players

CHANGE IN WEEKLY MEDIA CONSUMPTION (ALL RESPONDENTS)



Base: All Respondents

WEEKLY MEDIA CONSUMPTION (ALL RESPONDENTS)

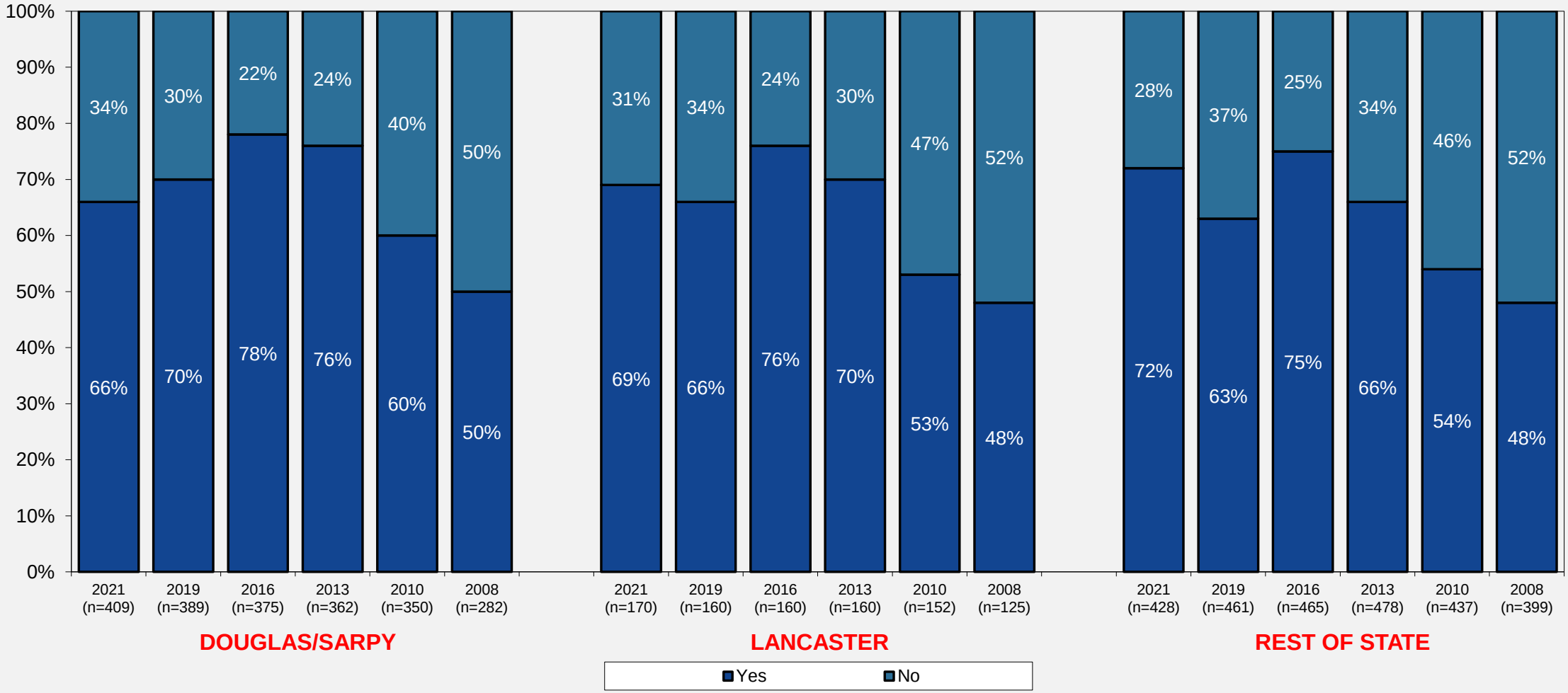
	All Respondents		19-29 years		30-39 years		40-49 years		50-59 years		60+ years	
	2021	2019	2021	2019	2021	2019	2021	2019	2021	2019	2021	2019
	n=1008	n=1010	n=186	n=198	n=208	n=186	n=149	n=157	n=146	n=168	n=318	n=301
Watch TV (OTA or cable)	13.96	17.00	6.36	8.46	7.61	12.83	12.61	14.04	17.22	18.10	21.71	26.10
Spend time on social media	8.43	4.27	11.62	6.49	8.78	4.54	8.13	4.11	9.10	3.47	6.19	3.19
Watch subscription on-demand video streaming services	7.03	7.02	9.09	9.89	8.75	9.27	8.49	6.73	5.93	6.21	4.51	4.35
Play games (online)	5.25	3.33	7.27	4.06	5.61	3.02	5.82	3.86	4.07	2.63	4.09	3.16
Read news (online)	3.14	2.98	2.67	2.67	3.08	3.35	3.95	3.12	2.93	2.39	3.18	3.22
Play games (downloaded on phone)	5.01	2.89	6.81	3.32	6.12	4.33	7.05	3.59	4.25	2.42	2.61	1.60
Listen to AM/FM radio	4.45	6.66	3.24	5.74	3.93	7.06	5.54	6.94	4.41	7.63	5.01	6.33
Listen to subscription on-demand music streaming services	3.62		6.18		5.53		3.84		2.68		1.21	
Play video games (game consoles like Xbox, Play Station, Nintendo, etc.)	2.70	1.58	5.92	2.88	3.93	3.15	3.48	1.82	1.14	0.58	0.36	0.21
Listen to internet radio	2.48	4.35	3.52	9.27	2.82	5.20	3.02	4.19	1.93	2.60	1.65	1.66
Listen to satellite radio	1.61		1.43		1.76		2.00		1.25		1.58	
Read printed newspaper	1.55	1.59	0.84	0.58	1.37	1.00	1.72	1.04	0.99	1.50	2.27	2.96
Spend time using a VR headset	0.44		0.47		0.92		0.92		0.18		0.01	

Base: All Respondents

Key Findings

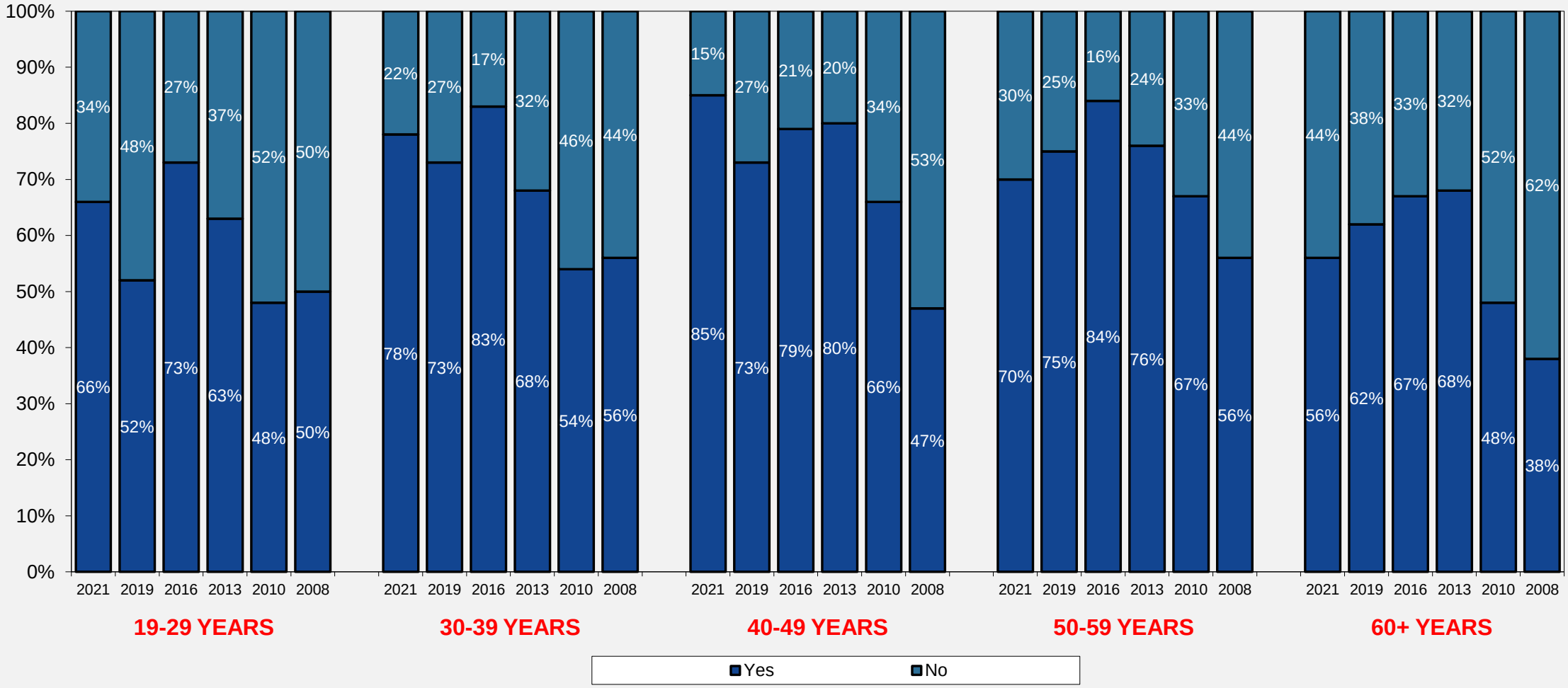
Section 7: Past Year Gaming Participation

REGIONAL TRENDS: OVERALL GAMING RATE



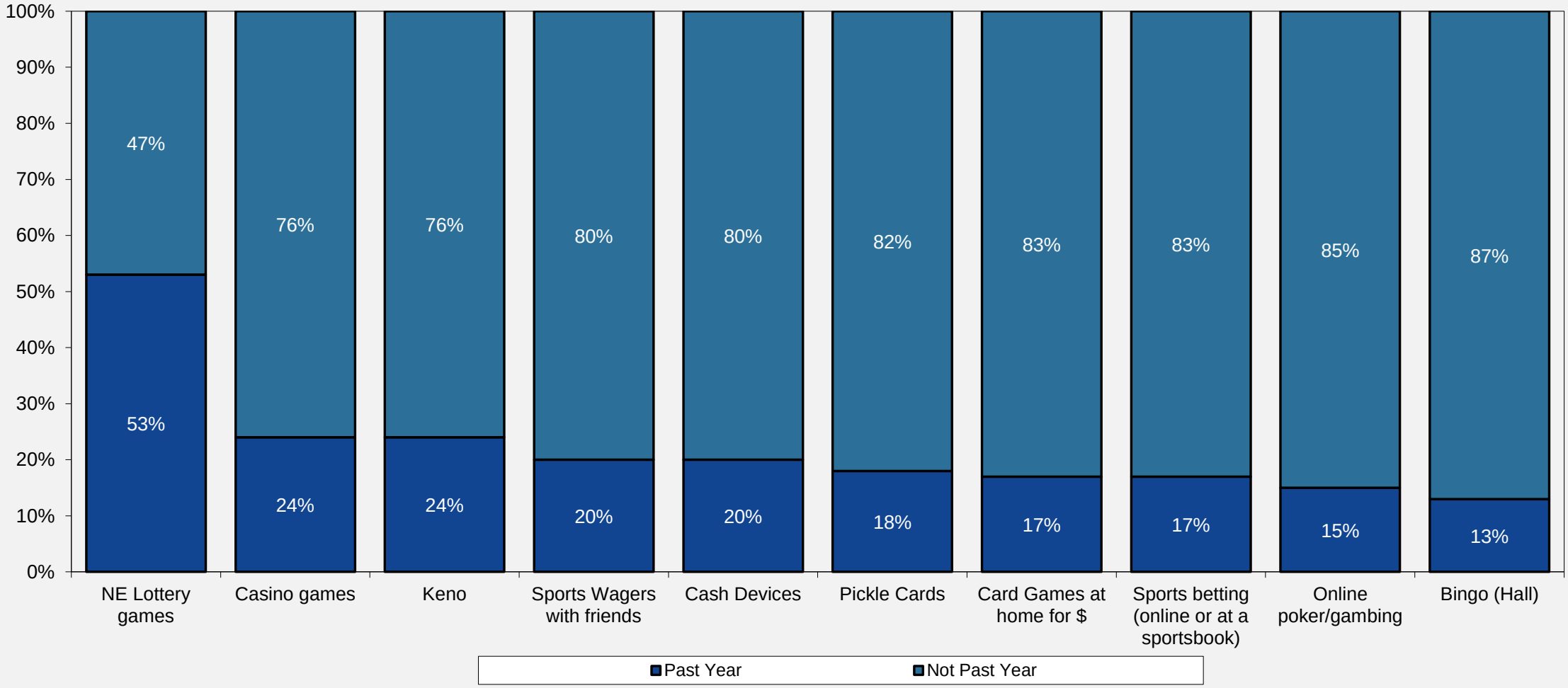
Base: All Respondents

AGE TRENDS: OVERALL GAMING RATE



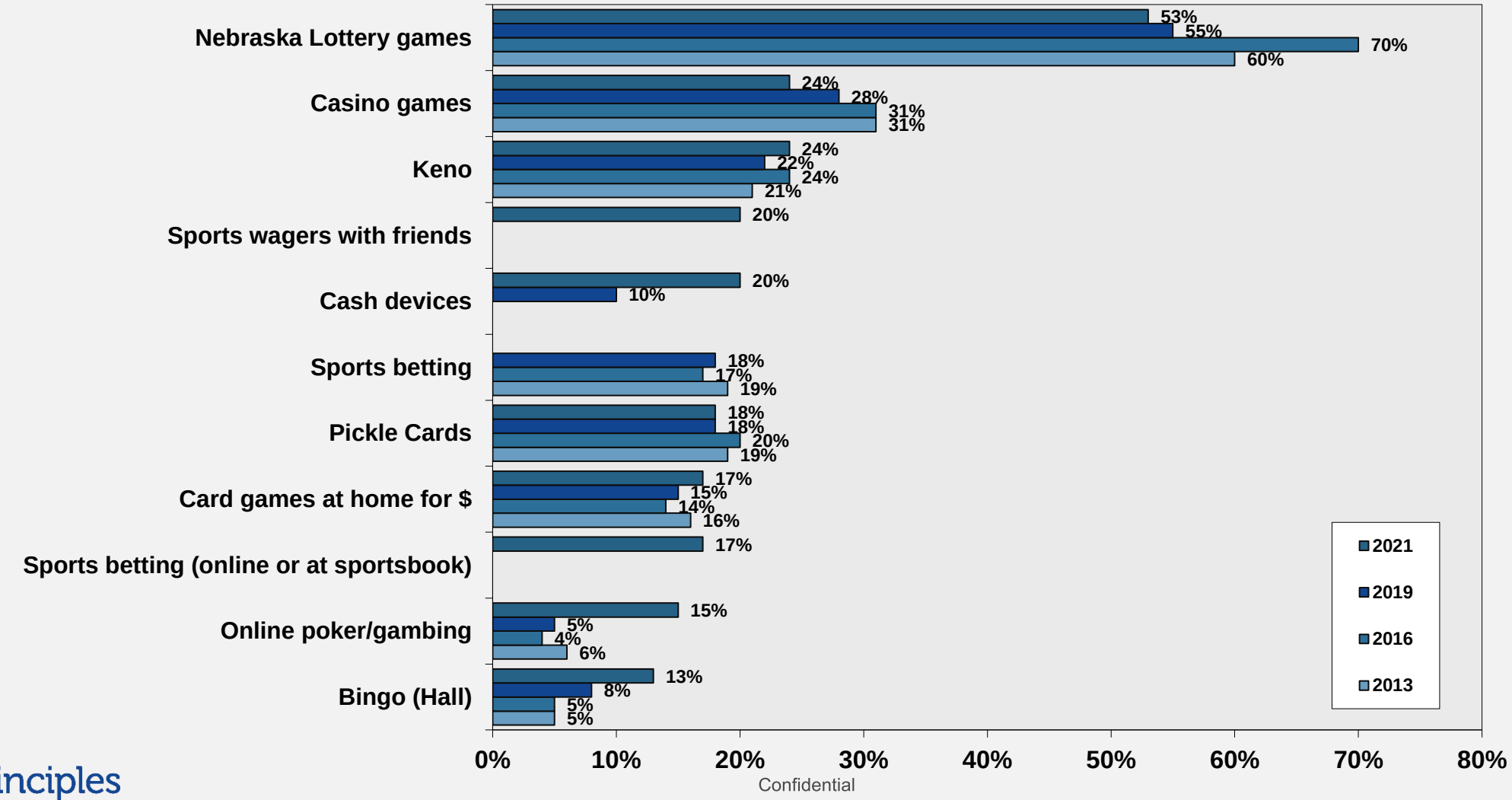
Base: All Respondents

PAST YEAR PARTICIPATION (BY FORM OF GAMING)



Base: All Respondents (n=1008)

CHANGE IN PAST YEAR PARTICIPATION (BY FORM OF GAMING)



Confidential

Base: All Respondents

PY PARTICIPATION (BY AGE)

	All Respondents (n=1008)	19-29 years (n=186)	30-39 years (n=208)	40-49 years (n=149)	50-59 years (n=146)	60+ years (n=318)
Nebraska Lottery games	53%	31%	63%	64%	60%	50%
Casino games (at a casino)	24%	20%	42%	39%	17%	10%
Keno	24%	21%	40%	38%	23%	10%
Sports wagers with friends	20%	20%	36%	31%	14%	7%
Cash devices	20%	28%	36%	28%	11%	6%
Pickle cards	18%	14%	33%	26%	16%	8%
Cards for $ at home with friends	17%	21%	30%	27%	9%	6%
Sports betting (online or at a sportsbook)	17%	15%	34%	25%	10%	7%
Online poker or gambling sites	15%	17%	30%	23%	3%	5%
Bingo (Hall)	13%	13%	18%	16%	5%	4%

PY PARTICIPATION (BY REGION)

	All Respondents (n=1008)	Douglas/Sarpy (n=409)	Lancaster (n=170)	Rest of State (n=428)
Nebraska Lottery games	53%	50%	52%	55%
Casino games (at a casino)	24%	21%	19%	29%
Keno	24%	22%	20%	28%
Sports wagers with friends	20%	16%	14%	27%
Cash devices	20%	15%	10%	29%
Pickle cards	18%	15%	11%	24%
Cards for $ at home with friends	17%	13%	12%	23%
Sports betting (online or at a sportsbook)	17%	14%	12%	22%
Online poker or gambling sites	15%	10%	7%	22%
Bingo (Hall)	13%	8%	8%	20%

Base: All Respondents

PY PARTICIPATION (BY LOTTERY SPENDING GROUPS)

	All Respondents (n=1008)	Non-spenders (n=478)	Peripheral ($1-$103) (n=104)	Light ($104-$519) (n=134)	Moderate ($520-$1039) (n=86)	Heavy ($1040+) (n=206)
Casino games (at a casino)	24%	9%	18%	26%	33%	55%
Keno	24%	11%	20%	30%	27%	52%
Sports wagers with friends	20%	14%	12%	13%	18%	45%
Cash devices	20%	12%	3%	11%	26%	51%
Pickle cards	18%	9%	6%	21%	18%	43%
Cards for $ at home with friends	17%	11%	10%	12%	11%	41%
Sports betting (online or at a sportsbook)	17%	11%	9%	10%	13%	41%
Online poker or gambling sites	15%	9%	2%	5%	12%	34%
Bingo (Hall)	13%	8%	6%	3%	7%	38%

Base: All Respondents

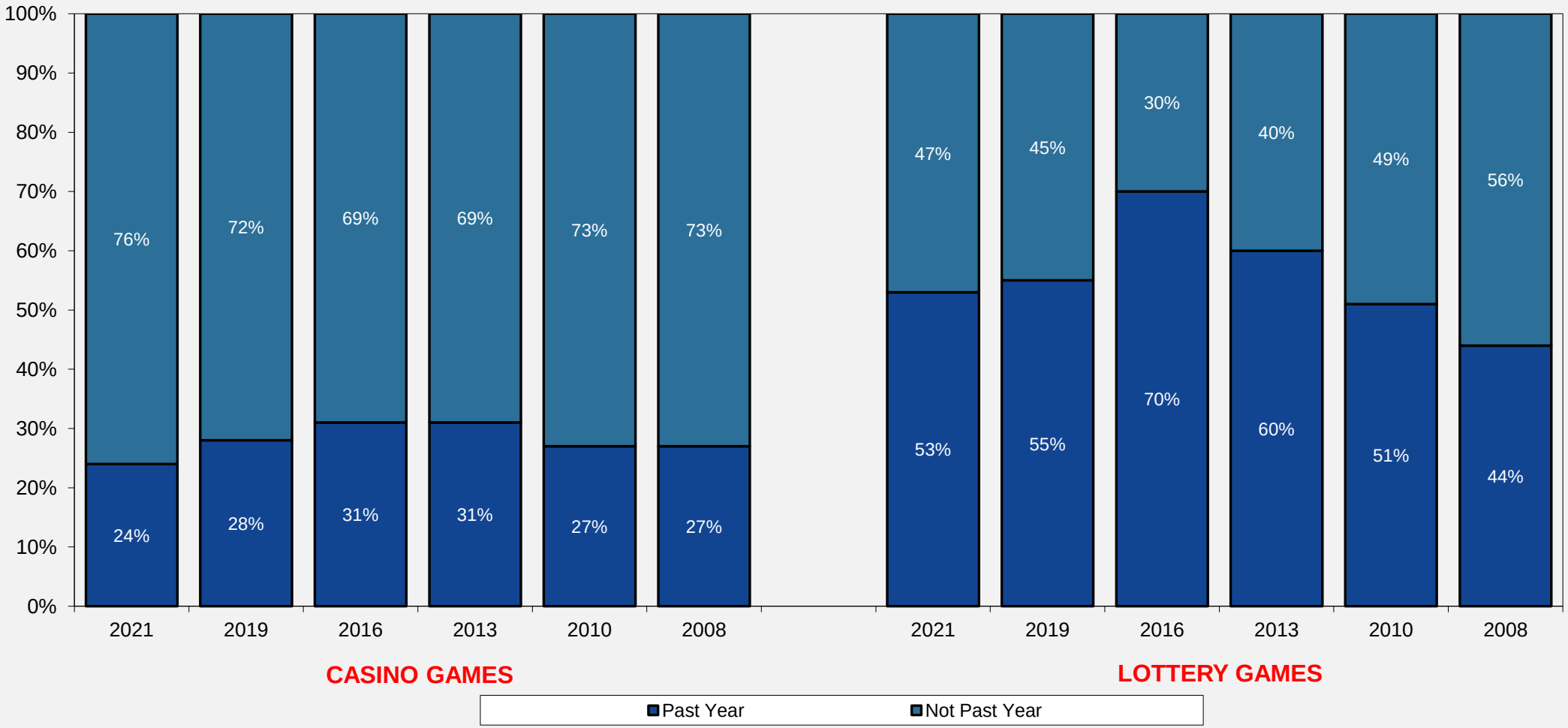
PY PARTICIPATION (BY MVP CLUB MEMBERSHIP)

	All Respondents (n=1008)	PY Lottery who are MVP Club Members (n=194)	PY Lottery who are NOT MVP Club Members (n=310)
Casino games (at a casino)	24%	45%	32%
Keno	24%	44%	30%
Sports wagers with friends	20%	37%	20%
Cash devices	20%	42%	18%
Pickle cards	18%	37%	20%
Cards for $ at home with friends	17%	33%	18%
Sports betting (online or at a sportsbook)	17%	31%	17%
Online poker or gambling sites	15%	32%	12%
Bingo (Hall)	13%	27%	12%

Key Findings

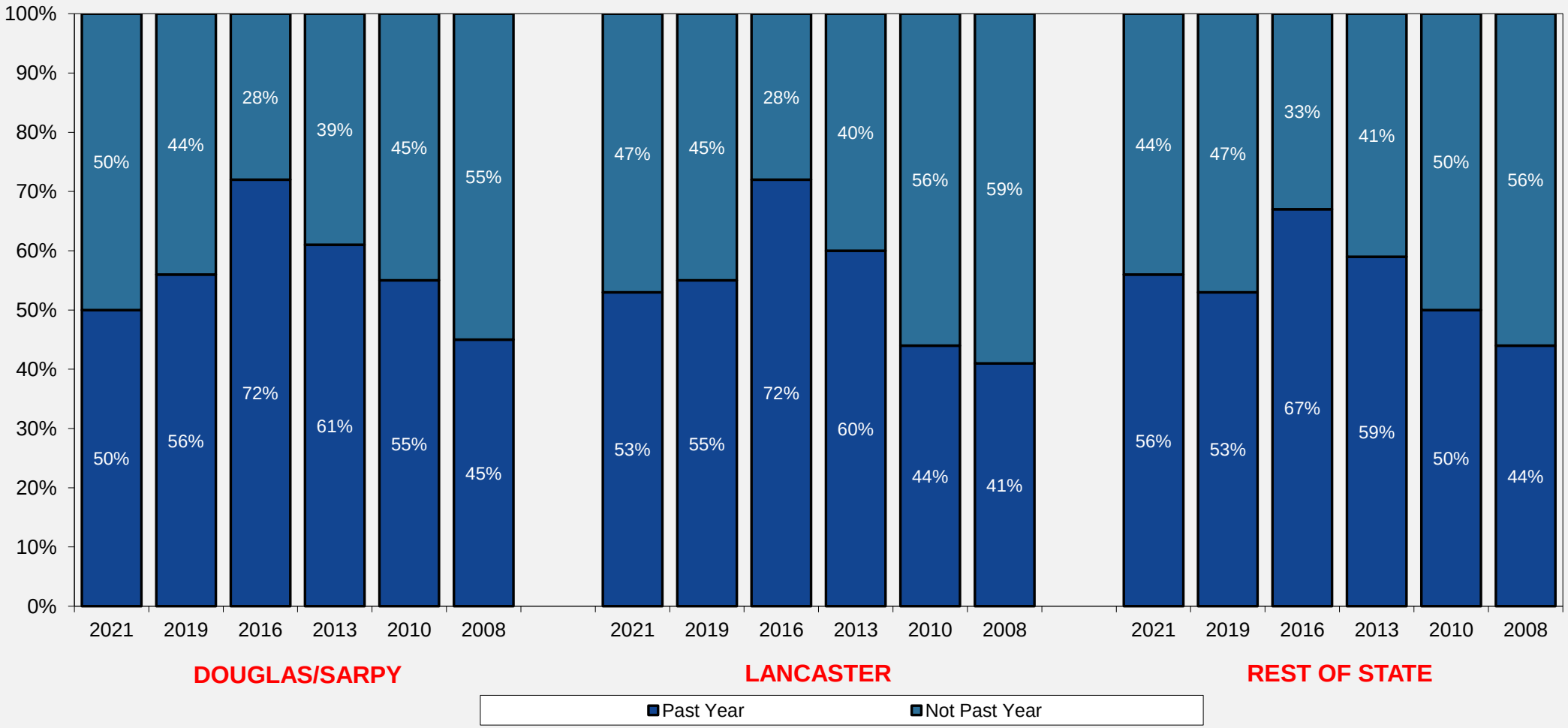
Section 8: Lottery Participation and Spending

OVERALL TRENDS:
PY CASINO & LOTTERY PARTICIPATION



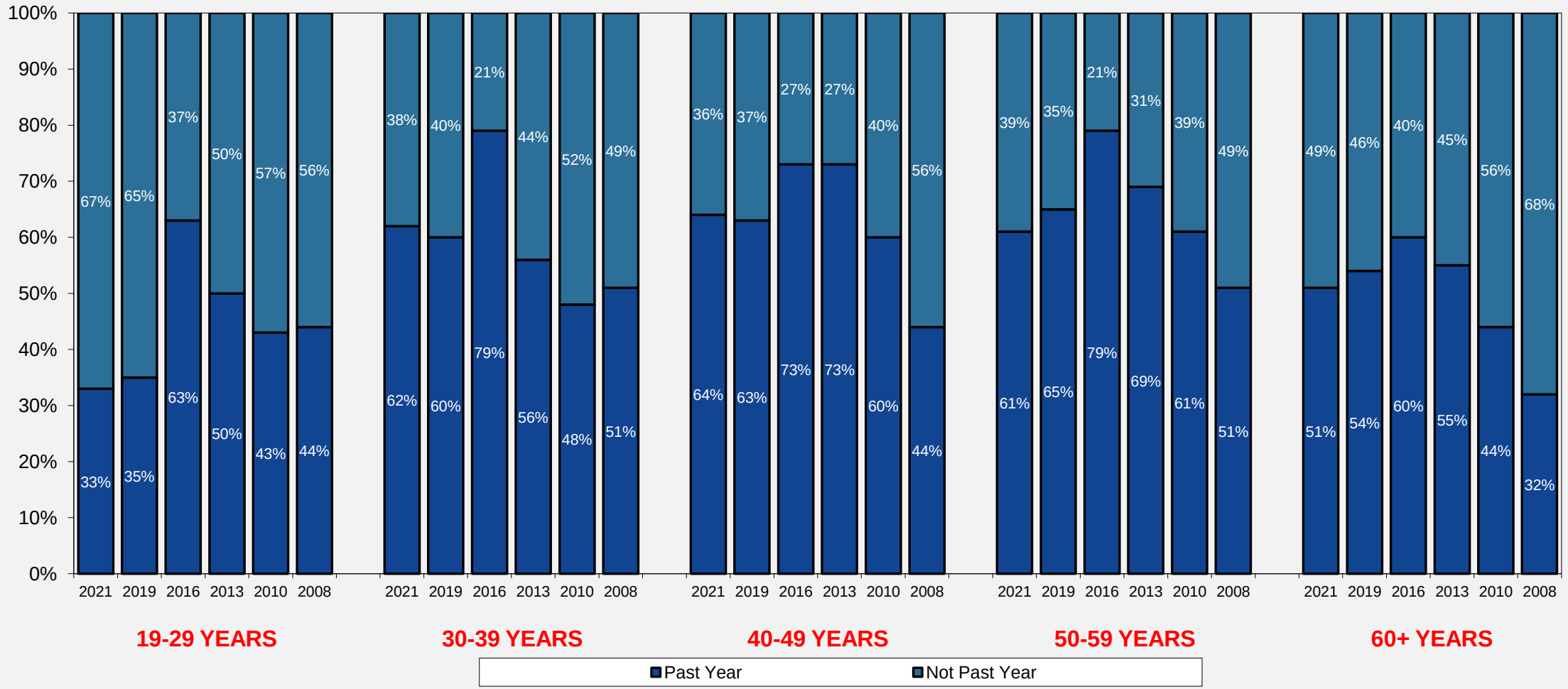
Base: All Respondents

REGIONAL TRENDS:
PY LOTTERY PARTICIPATION



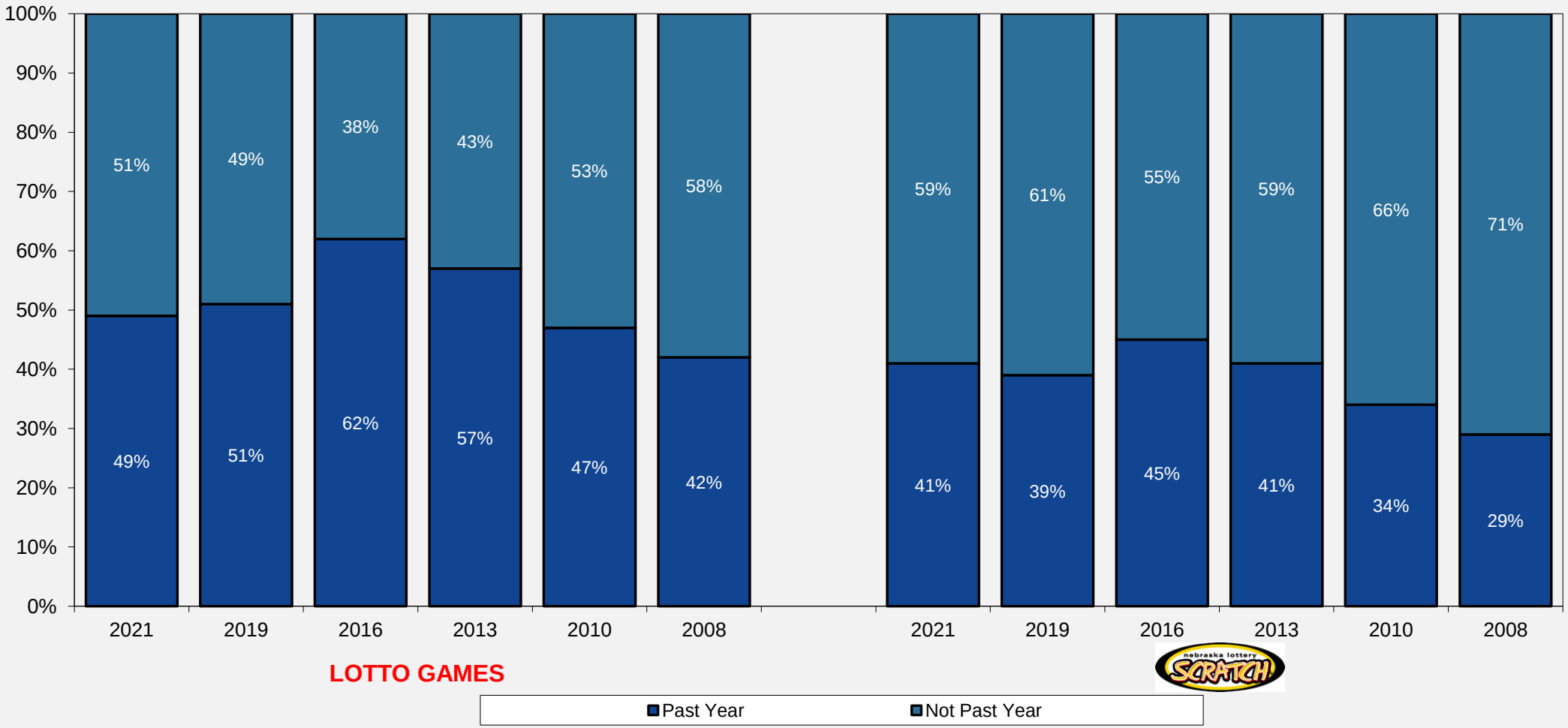
Base: All Respondents

AGE TRENDS:
PY LOTTERY PARTICIPATION



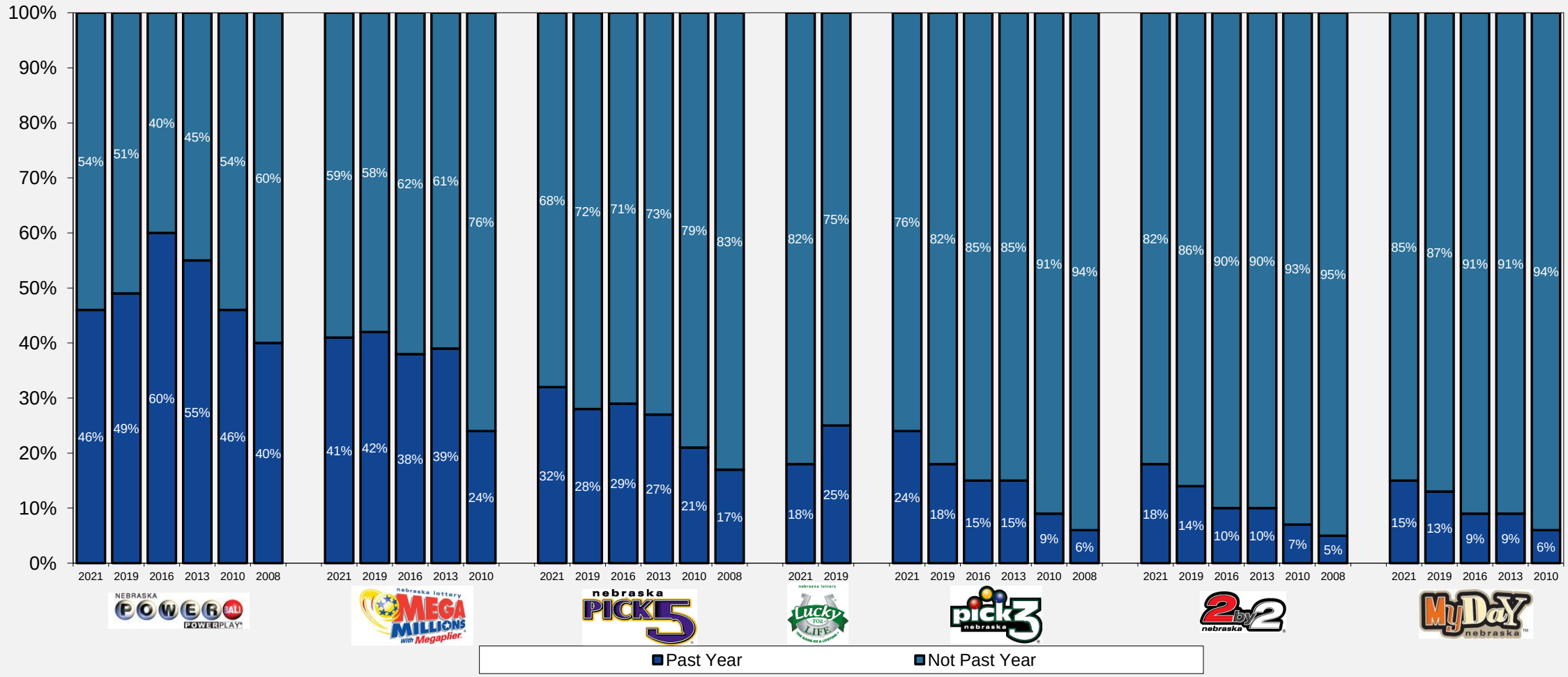
Base: All Respondents

OVERALL TRENDS:
PY LOTTERY PARTICIPATION



Base: All Respondents

OVERALL TRENDS:
PY LOTTO PARTICIPATION



Base: All Respondents

PARTICIPATION AMONG PY LOTTERY PLAYERS WHO DO NOT FEEL "THE LOTTERY MAKES A POSITIVE CONTRIBUTION TO THE STATE."

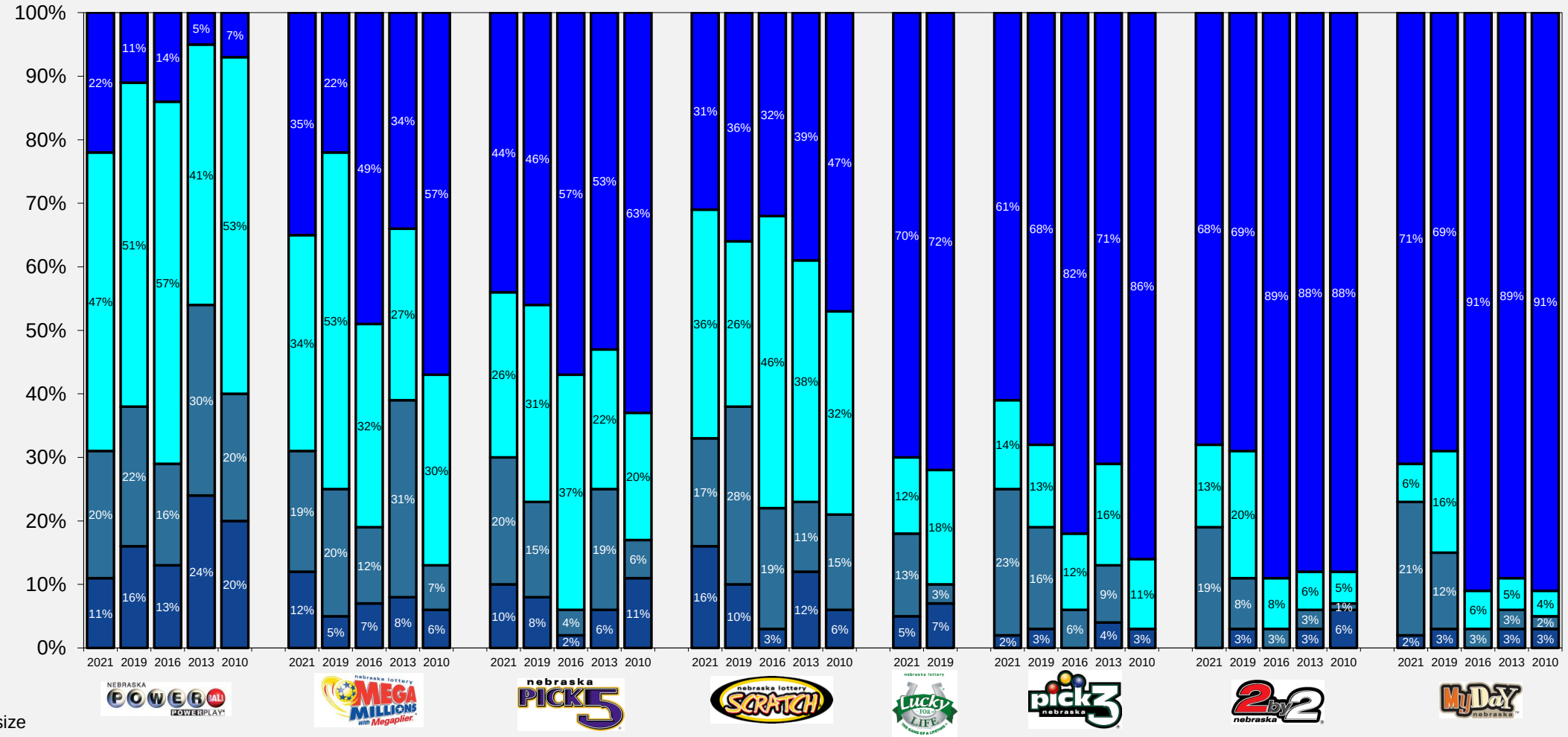
FREQUENCY DEFINITIONS

Regular: Every week

Occasional: Every couple of weeks, Every month

Infrequent: Every couple months, Every six months, Once a year

Little to No Involvement: Less than once a year, Never



n=61* in 2021
n=38** in 2019
n=66* in 2016
n=60* in 2013
n=67* in 2010
n=69* in 2008

* Small base size
** Caution: very small base size

PY Lottery Players who Disagreed with statement

OVERALL TRENDS: LOTTERY SPENDING GROUPS

SPENDING DEFINITIONS

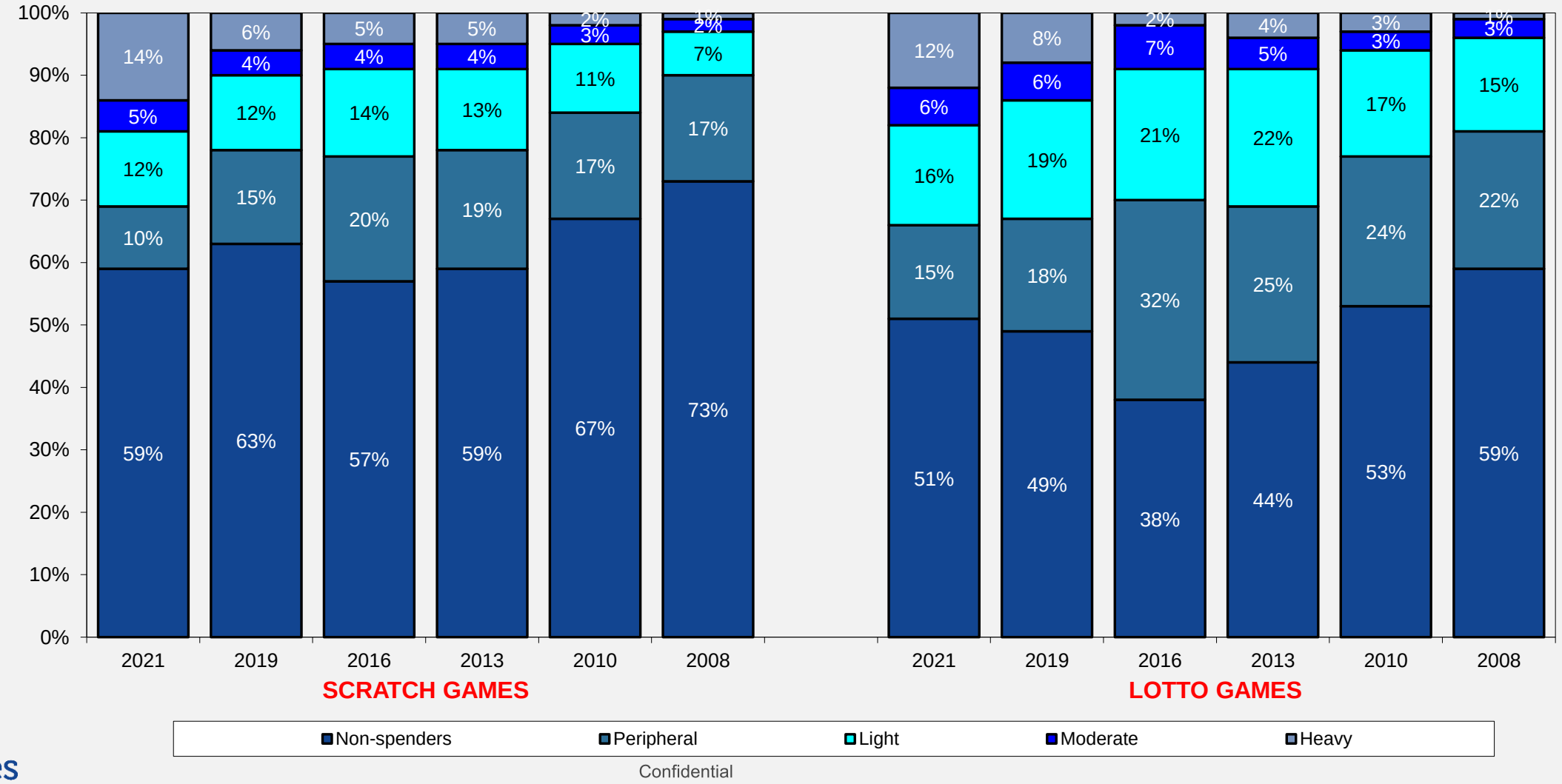
Non-spender: Spend 0 annually

Peripheral: Spend $1-103 annually

Light: Spend $104-519 annually

Moderate: Spend $520-1039 annually

Heavy: Spend $1040+ annually



Base: All Respondents

OVERALL TRENDS: LOTTERY SPENDING GROUPS (BY LOTTO GAME)

SPENDING DEFINITIONS

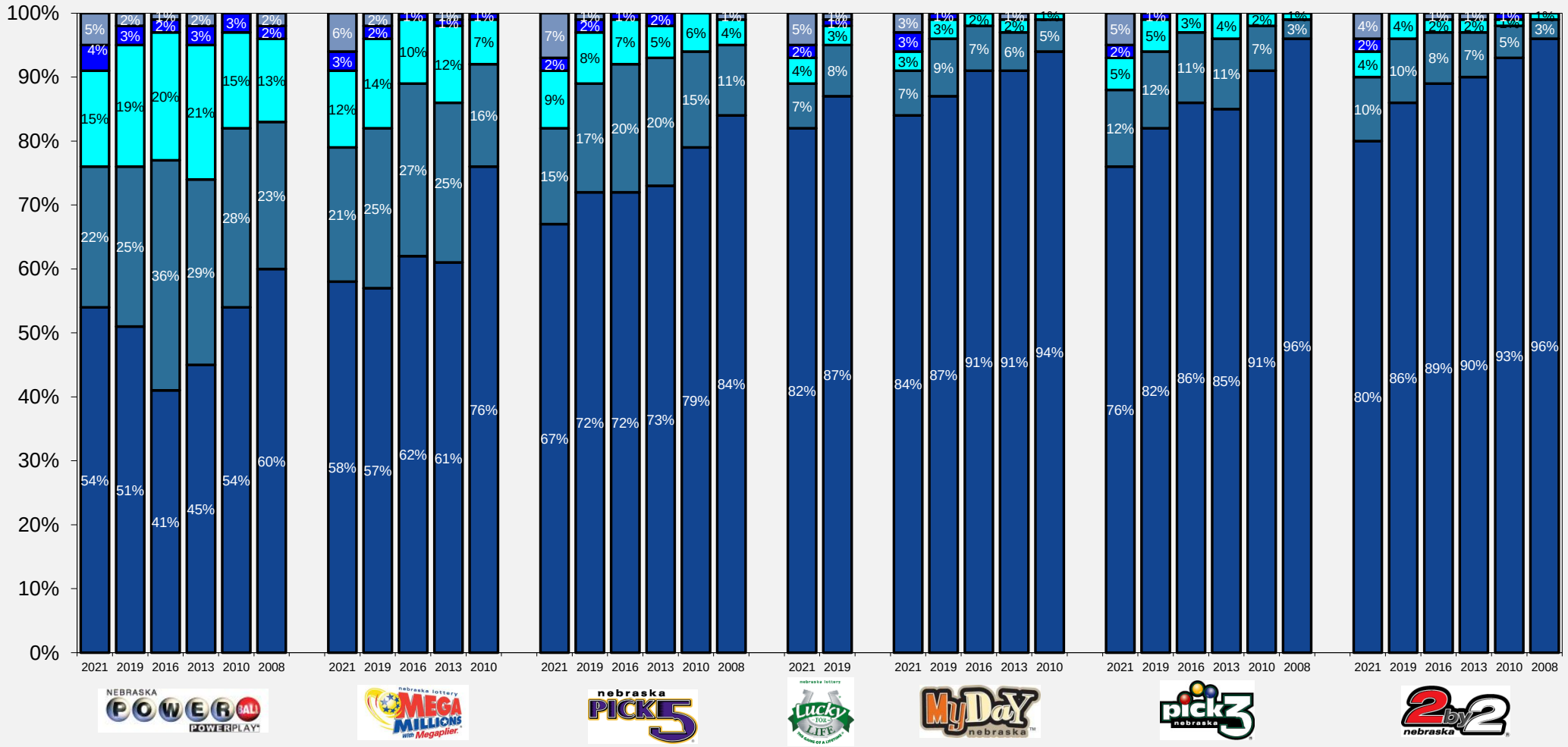
Non-spender: Spend 0 annually

Peripheral: Spend $1-103 annually

Light: Spend $104-519 annually

Moderate: Spend $520-1039 annually

Heavy: Spend $1040+ annually

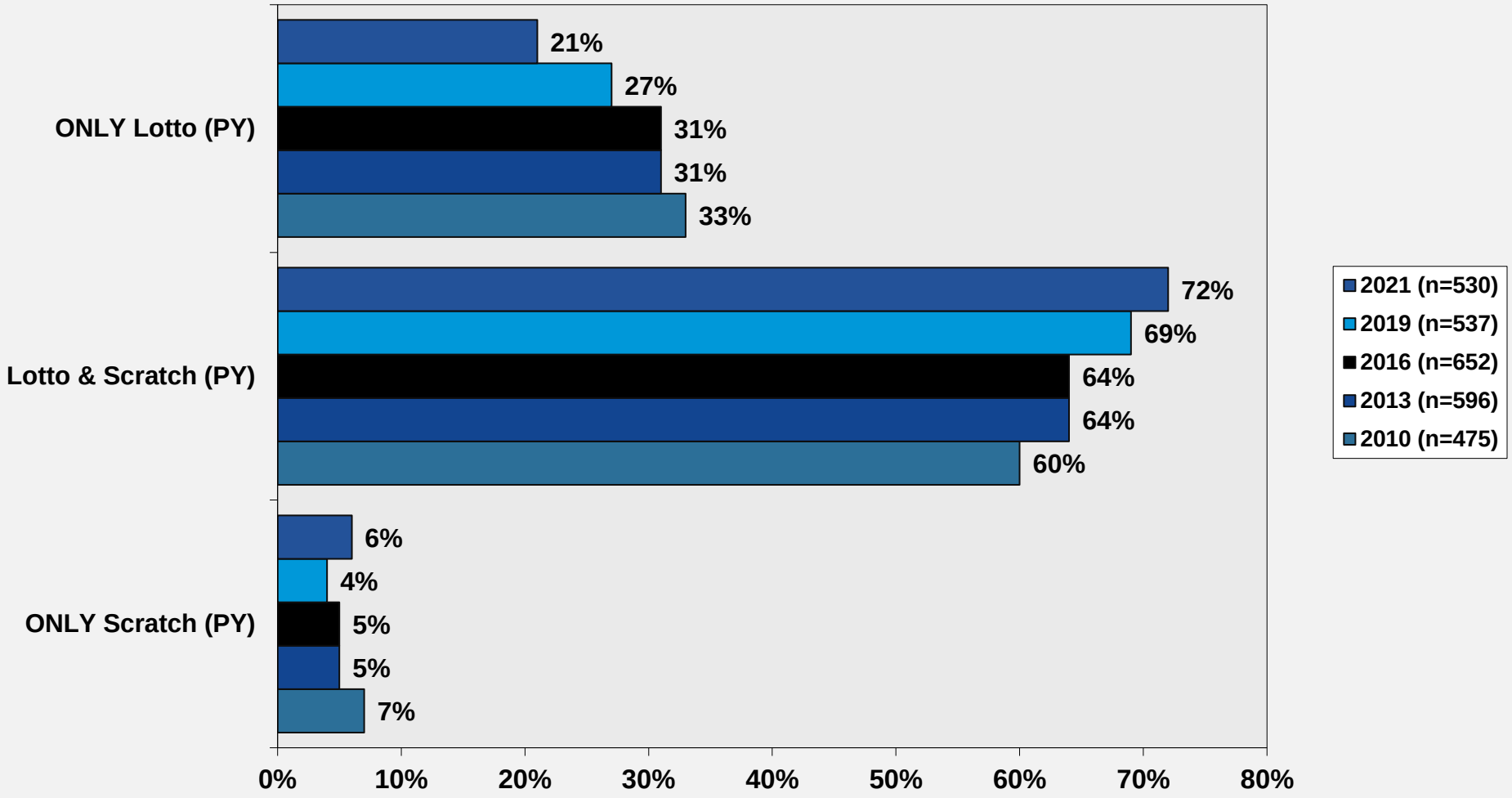


Base: All Respondents

Key Findings

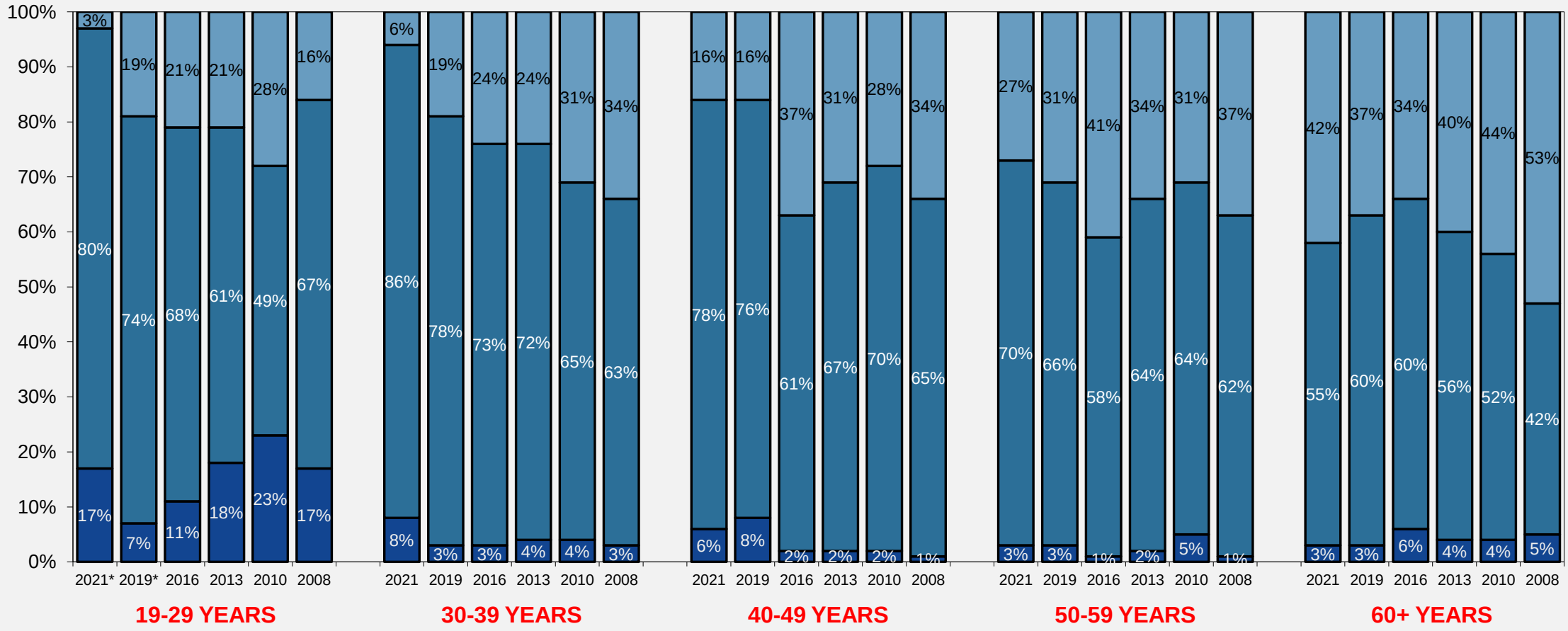
Section 9: Lottery Cross Play

OVERALL TRENDS: LOTTERY CROSS PLAY



Base: PY Lottery Players

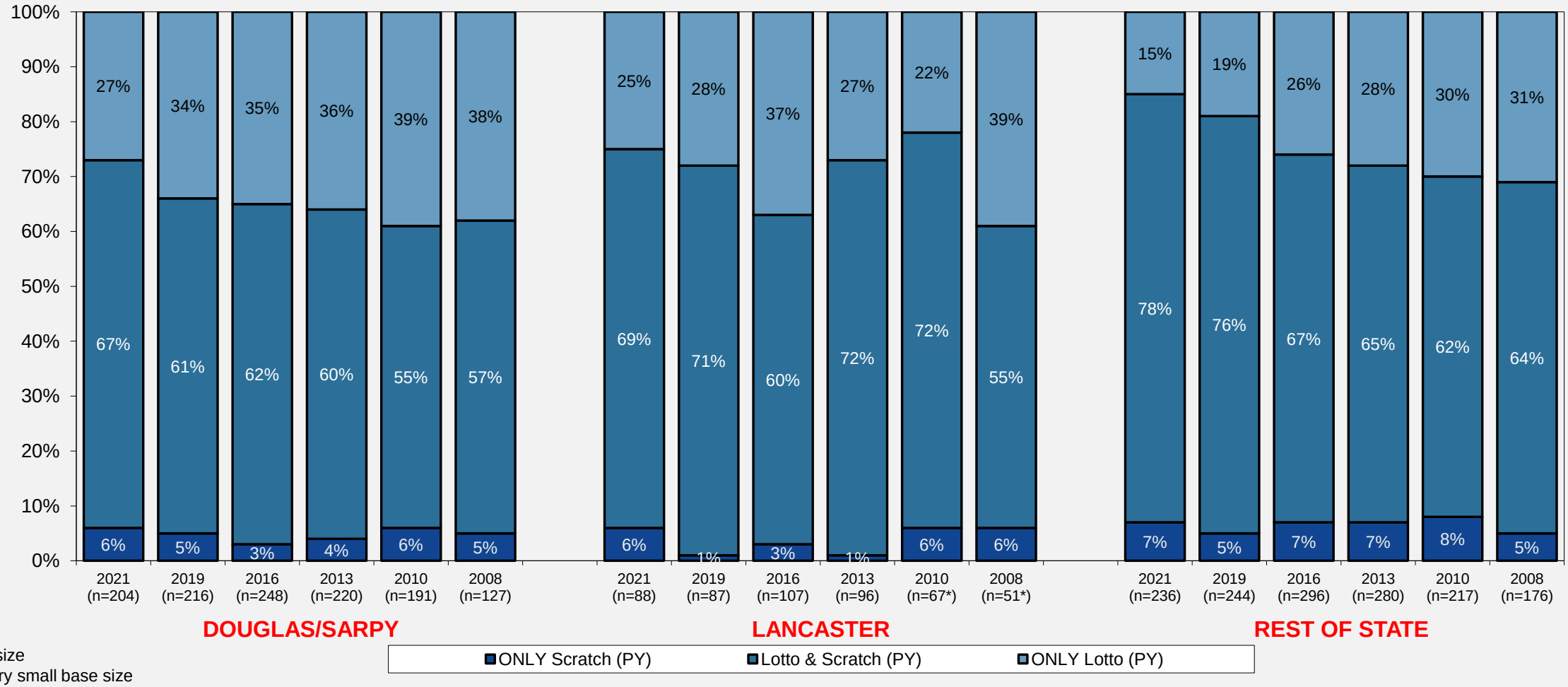
AGE TRENDS: LOTTERY CROSS PLAY



* Small base size
** Caution: very small base size

Base: PY Lottery Players

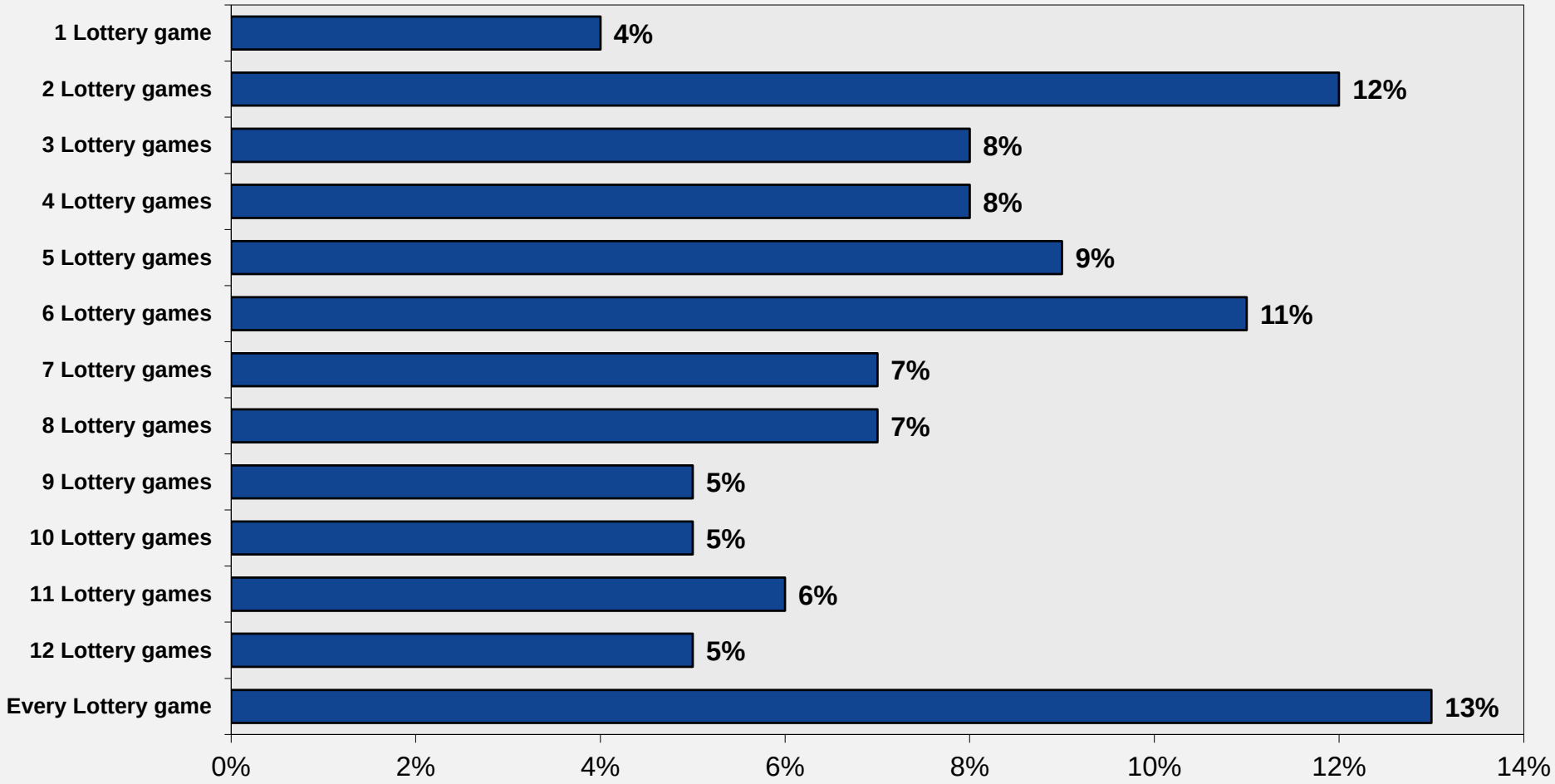
REGIONAL TRENDS: LOTTERY CROSS PLAY



* Small base size
** Caution: very small base size

Base: PY Lottery Players

LOTTERY GAMES PLAYED IN PY



* Small base size
** Caution: very small base size

Base: PY Lottery Players (n=530)

LOTTERY GAMES PLAYED IN PY (BY LOTTERY SPENDING GROUP)

SPENDING DEFINITIONS

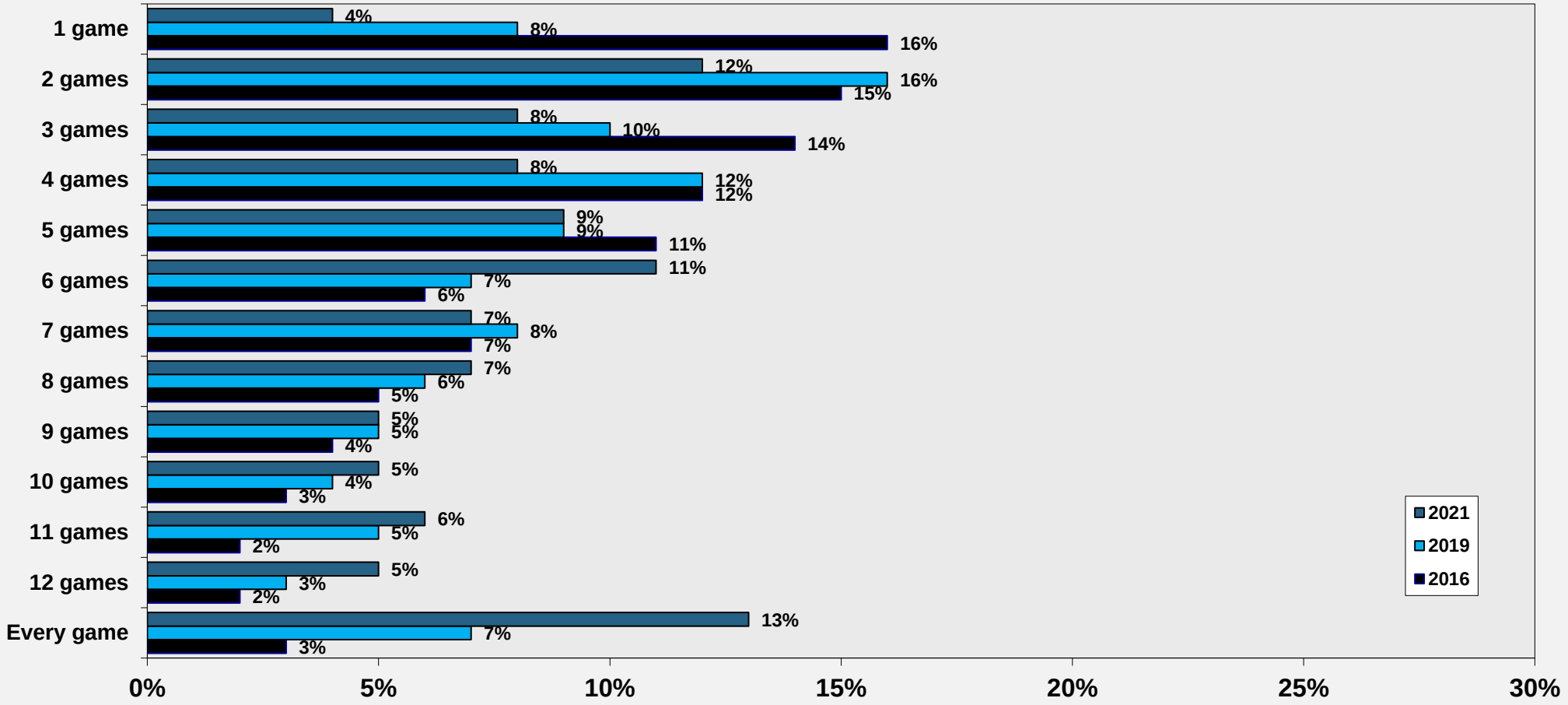
Peripheral: Spend $1-103 annually
Light: Spend $104-519 annually
Moderate: Spend $520-1039 annually
Heavy: Spend $1040+ annually

	PY Lottery Players		Peripheral Spenders	Light Spenders	Moderate Spenders	Heavy Spenders
	n=530		n=104	n=134	n=86	n=206
Played 1 Lottery Game	4%		15%	3%	3%	
Played 2 Lottery Games	12%		38%	12%	2%	2%
Played 3 Lottery Games	8%		19%	13%	5%	1%
Played 4 Lottery Games	8%		11%	16%	7%	1%
Played 5 Lottery Games	9%		11%	13%	9%	4%
Played 6 Lottery Games	11%		2%	13%	21%	10%
Played 7 Lottery Games	7%		4%	7%	11%	6%
Played 8 Lottery Games	7%			7%	13%	9%
Played 9 Lottery Games	5%		1%	6%	7%	6%
Played 10 Lottery Games	5%		1%	3%	6%	9%
Played 11 Lottery Games	6%			4%	8%	10%
Played 12 Lottery Games	5%			2%	7%	8%
Played EVERY Lottery Game	13%			1%	1%	33%
Median # of Lottery Games	6 games		2 games	5 games	7 games	11 games

* Small base size
** Caution: very small base size

Base: PY Lottery Players

CHANGE IN LOTTERY GAMES PLAYED IN PY



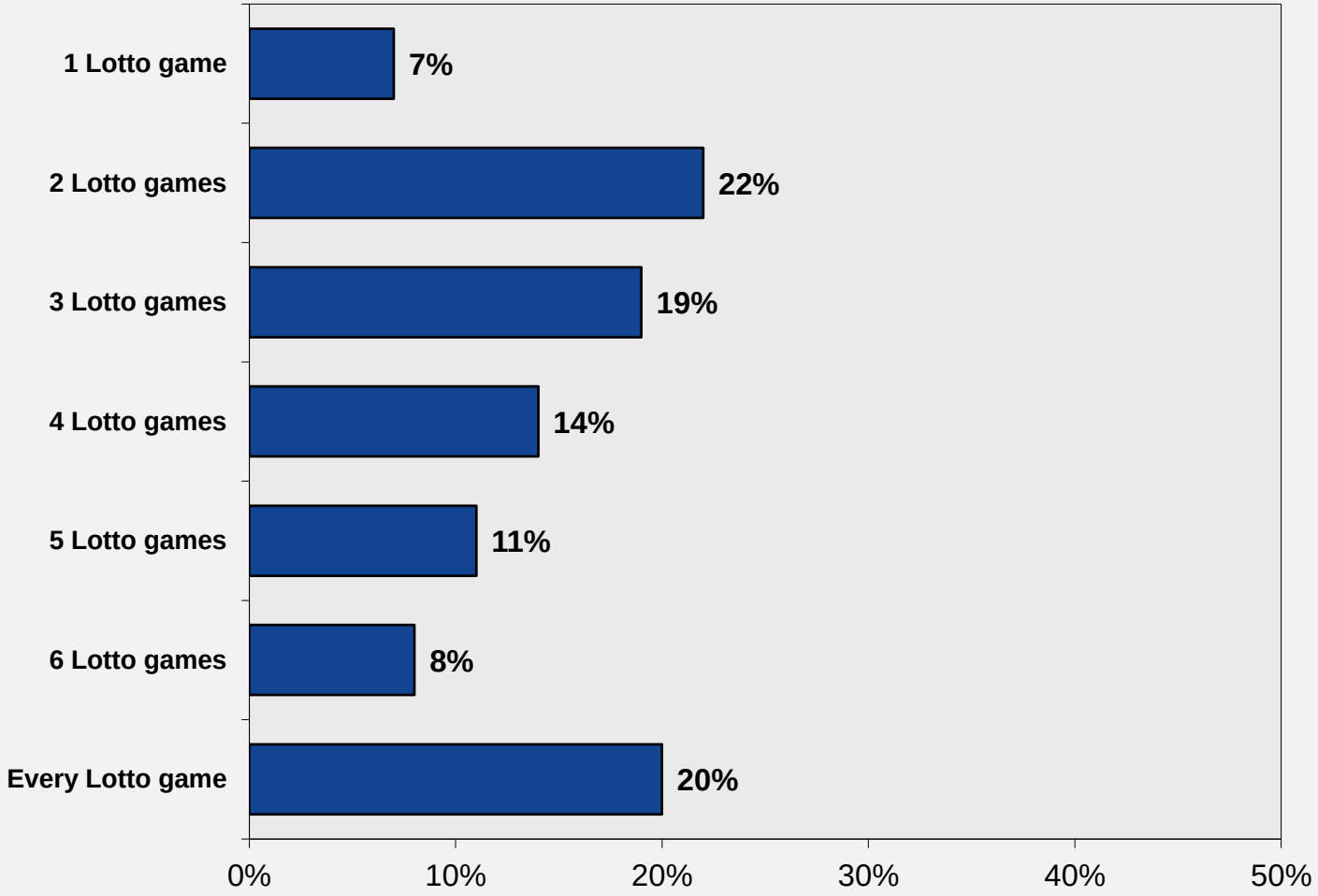
NOTE: Every game = 7 Lotto games and 6 price points of Scratch games

Base: PY Lottery Players

Key Findings

Section 10: Cross Play of Lotto Games

LOTTO GAMES PLAYED IN PY



Base: PY Lotto Players (n=497)

LOTTO GAMES PLAYED IN PY (BY LOTTO SPENDING GROUPS)

SPENDING DEFINITIONS

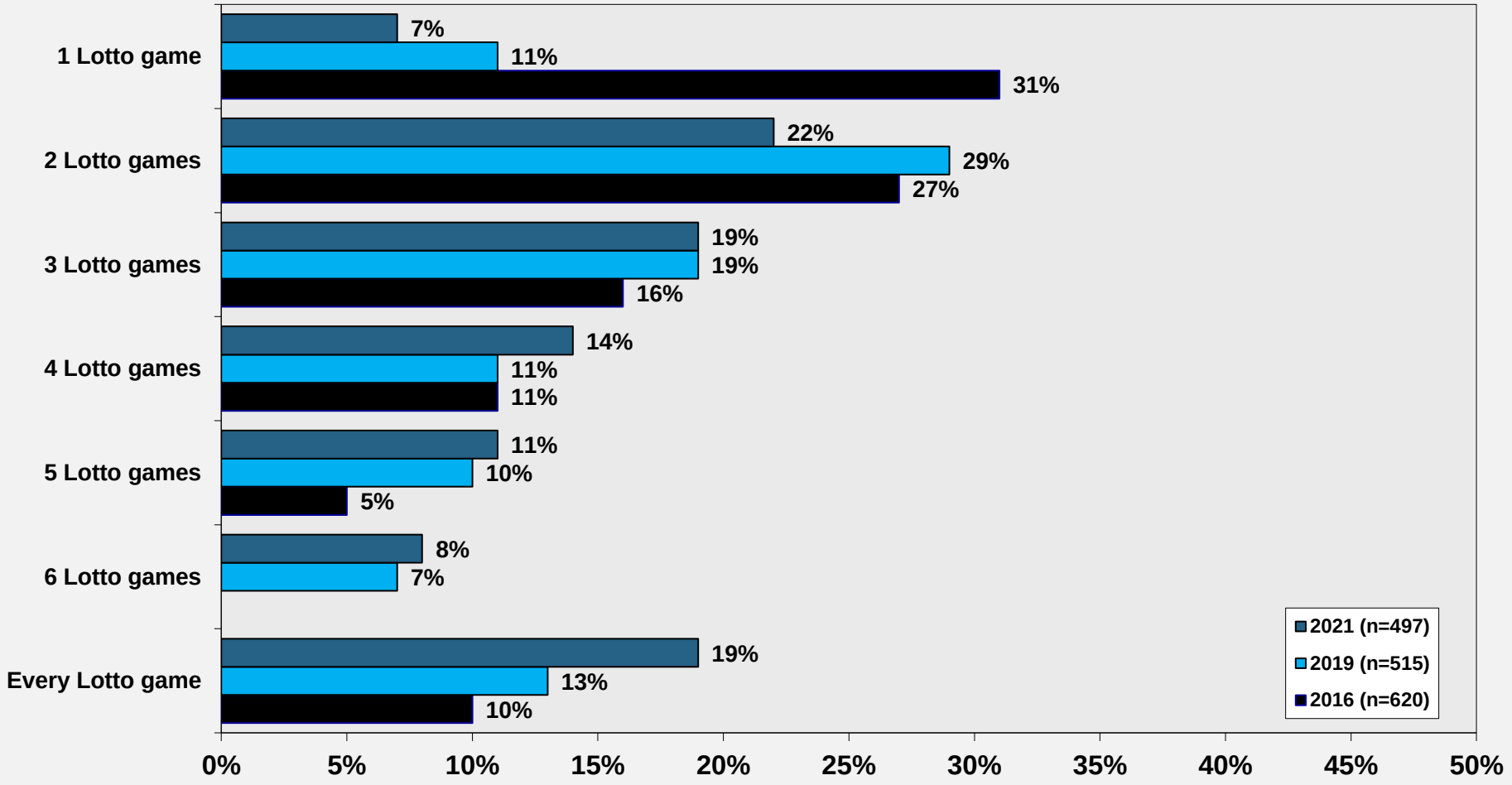
Peripheral: Spend $1-103 annually
Light: Spend $104-519 annually
Moderate: Spend $520-1039 annually
Heavy: Spend $1040+ annually

	PY Lotto Players		Peripheral Spenders	Light Spenders	Moderate Spenders	Heavy Spenders
	n=497		n=148	n=157	n=26**	n=137
Played 1 Lotto Game	7%		19%	3%	4%	1%
Played 2 Lotto Games	22%		42%	25%	4%	5%
Played 3 Lotto Games	19%		21%	26%	24%	6%
Played 4 Lotto Games	14%		5%	23%	19%	10%
Played 5 Lotto Games	11%		7%	11%	19%	11%
Played 6 Lotto Games	8%		2%	6%	9%	15%
Played EVERY Lotto Games	19%		4%	7%	21%	51%
Median # of Lotto Games	4 games		2 games	3 games	4 games	7 games

* Small base size
** Caution: very small base size

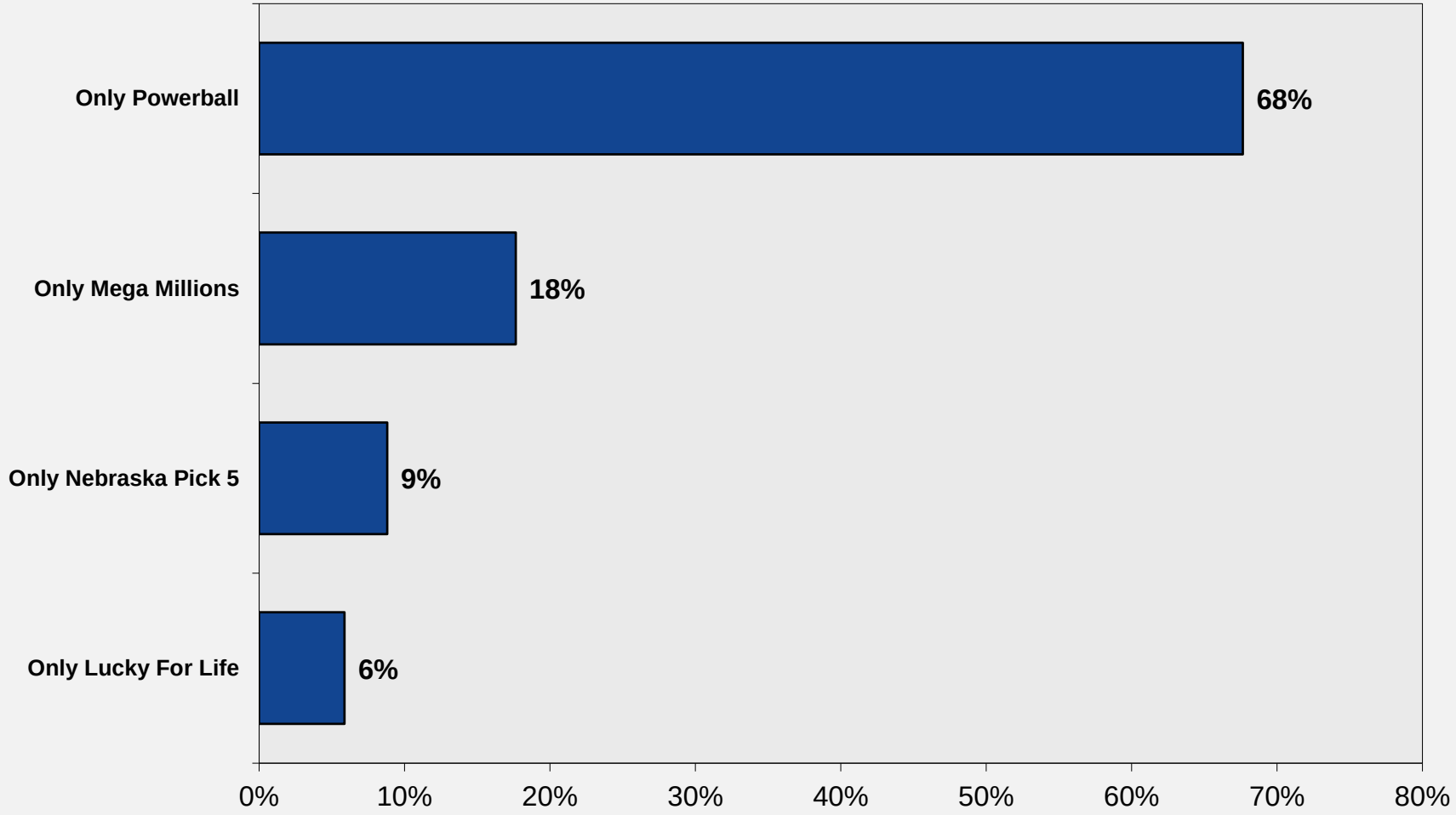
Base: PY Lotto Players (n=497)

CHANGE IN LOTTO GAMES PLAYED IN PY



Base: PY Lotto Players

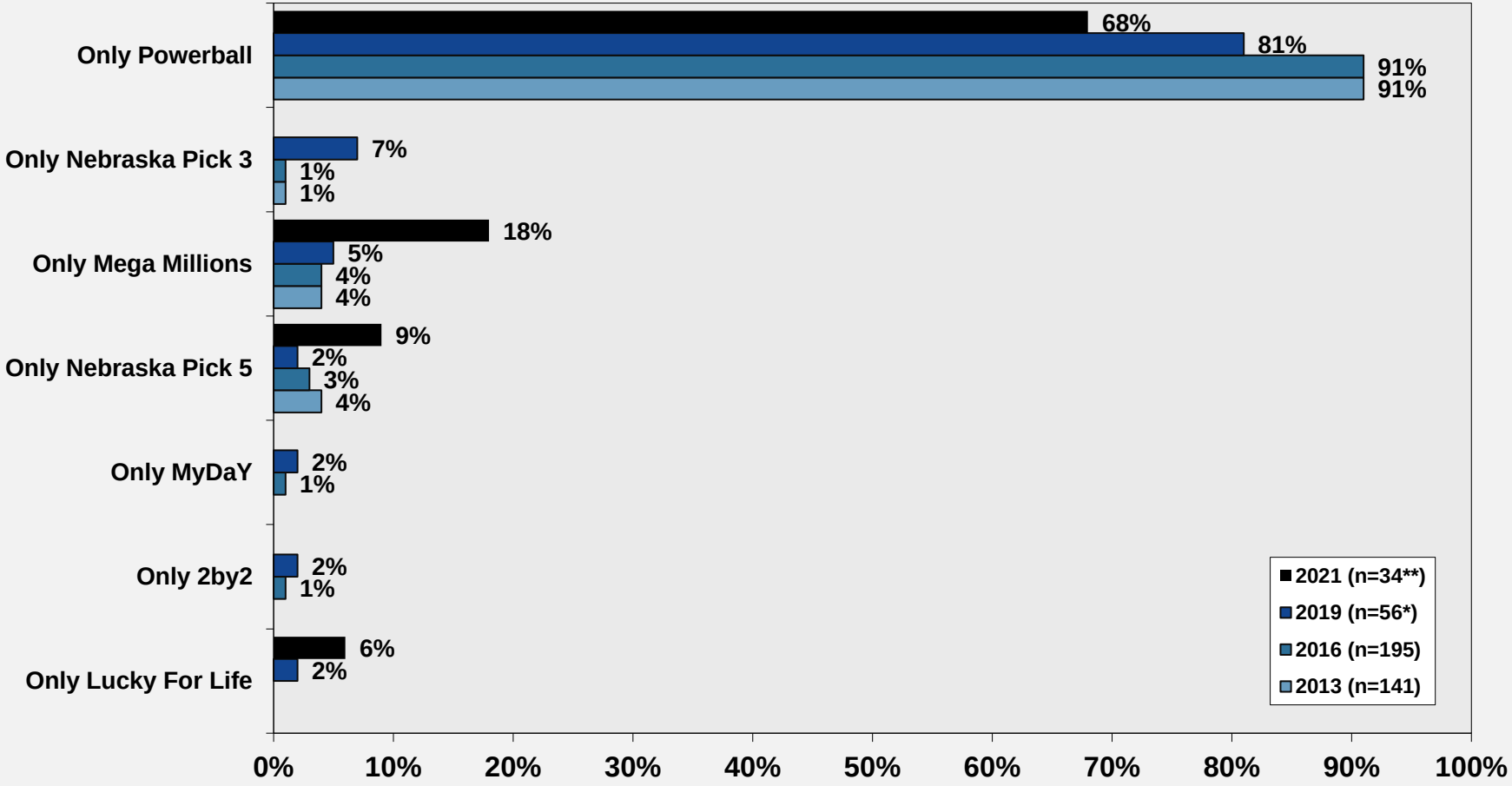
ONLY 1 LOTTO GAME PLAYED IN PY



* Small base size
** Caution: very small base size

Base: Lotto players who only played 1 Lotto game in the PY (n=34**)

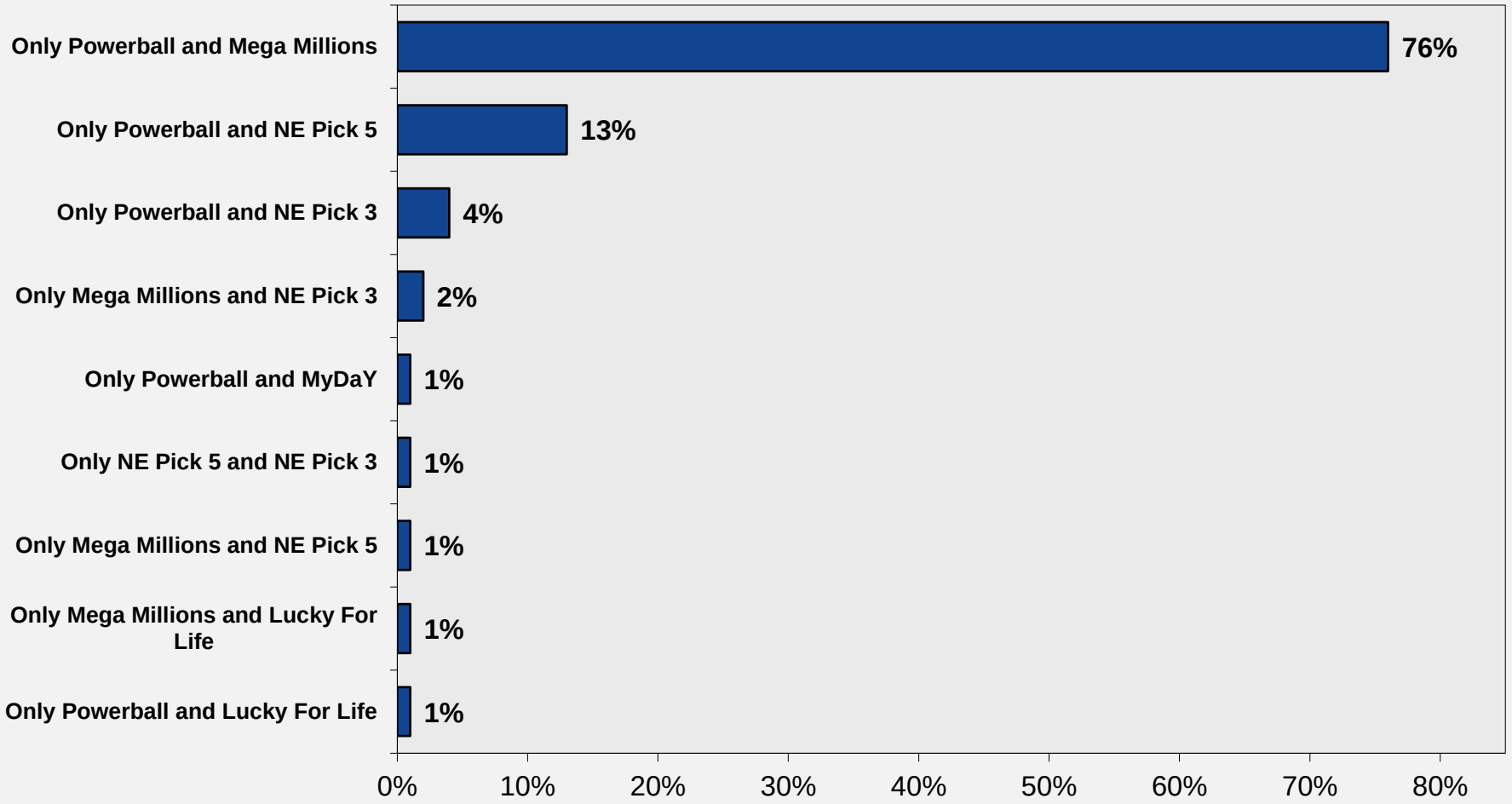
ONLY 1 LOTTO GAME PLAYED IN PY



* Small base size
** Caution: very small base size

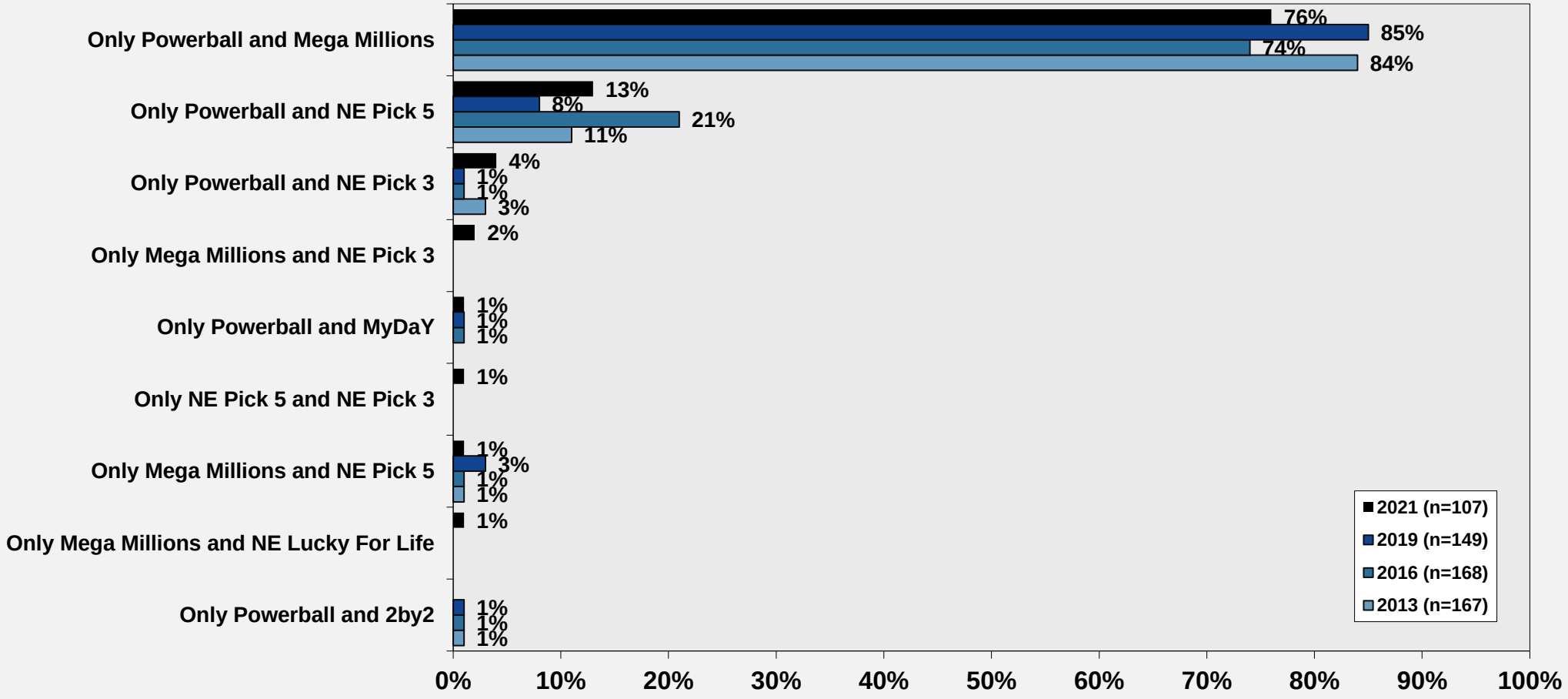
Base: Lotto players who only played 1 Lotto game in the PY

ONLY 2 LOTTO GAMES PLAYED IN PY



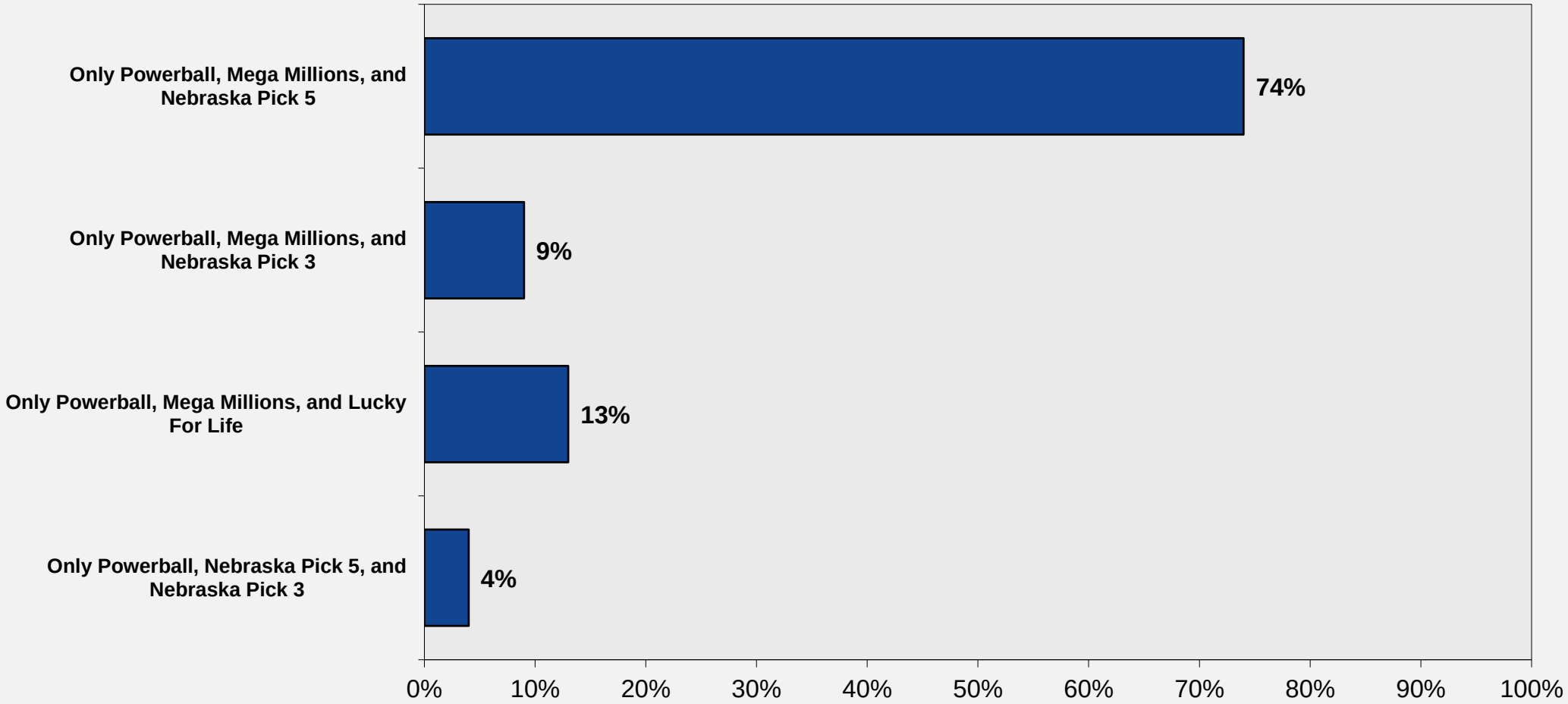
Base: Lotto players who only played 2 Lotto games in the PY (n=107)

ONLY 2 LOTTO GAMES PLAYED IN PY



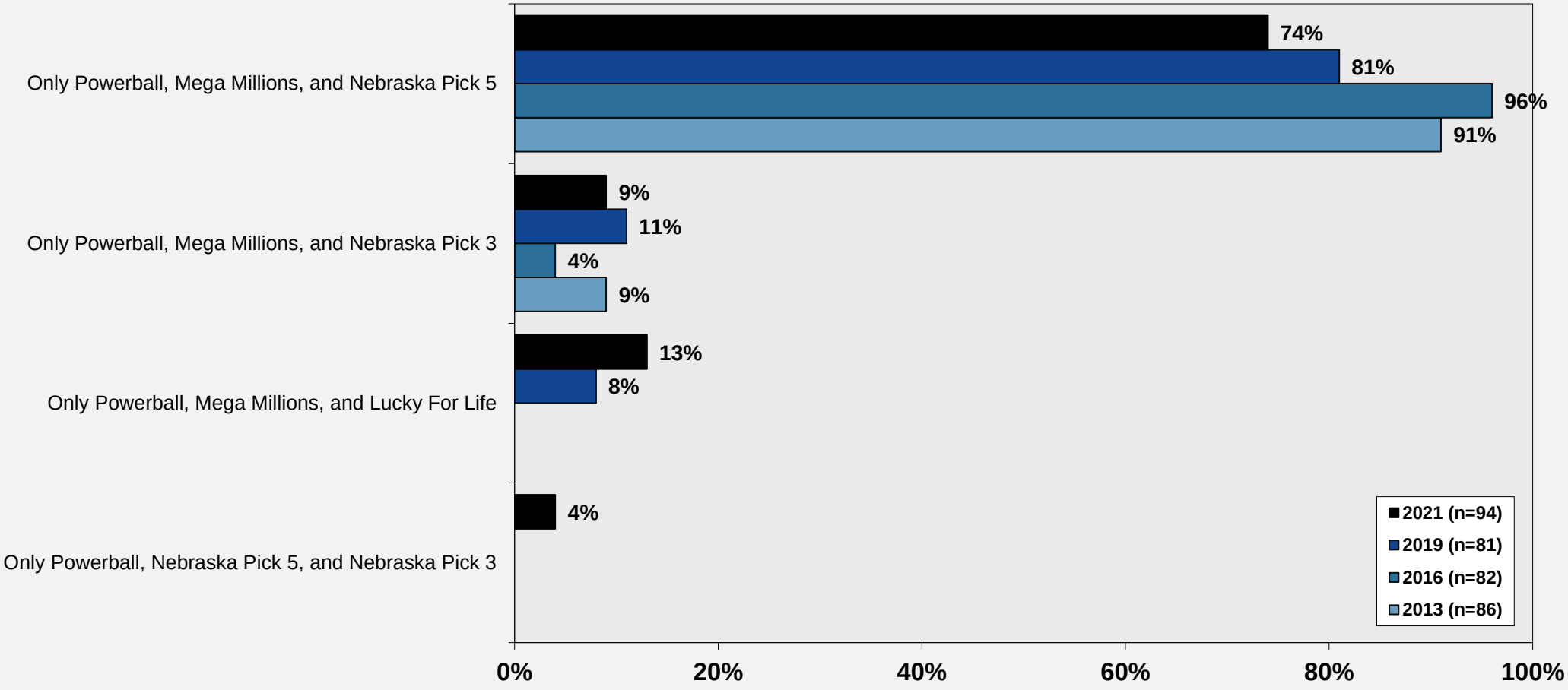
Base: Lotto players who only played 2 Lotto games in the PY

ONLY 3 LOTTO GAMES PLAYED IN PY



Base: Lotto players who only played 3 Lotto games in the PY (n=94)

ONLY 3 LOTTO GAMES PLAYED IN PY

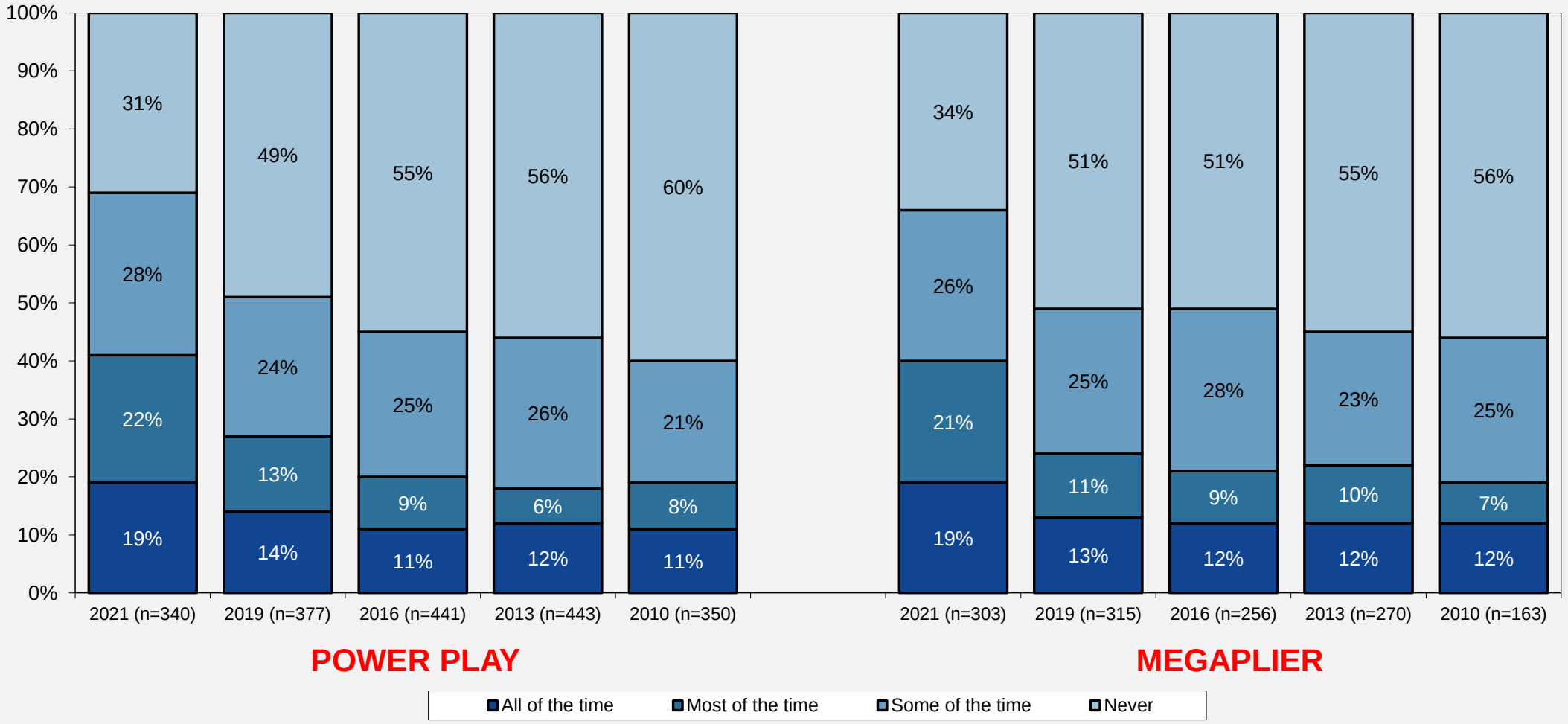


Base: Lotto players who only played 3 Lotto games in the PY

Key Findings

Section 11: Multi-state Games

OVERALL TRENDS:
POWER PLAY & MEGAPLIER FREQUENCY

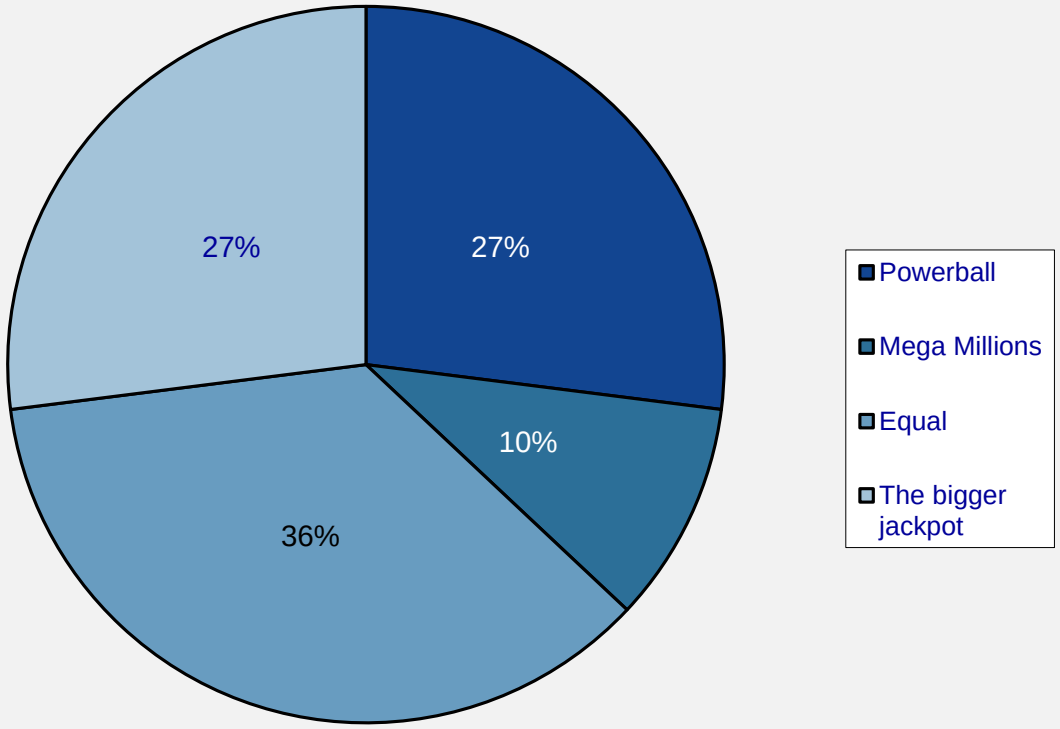


Base: PY Lotto Players of game

CHANGE IN GAME PLAYED MOST OFTEN: POWERBALL VS MEGA MILLIONS

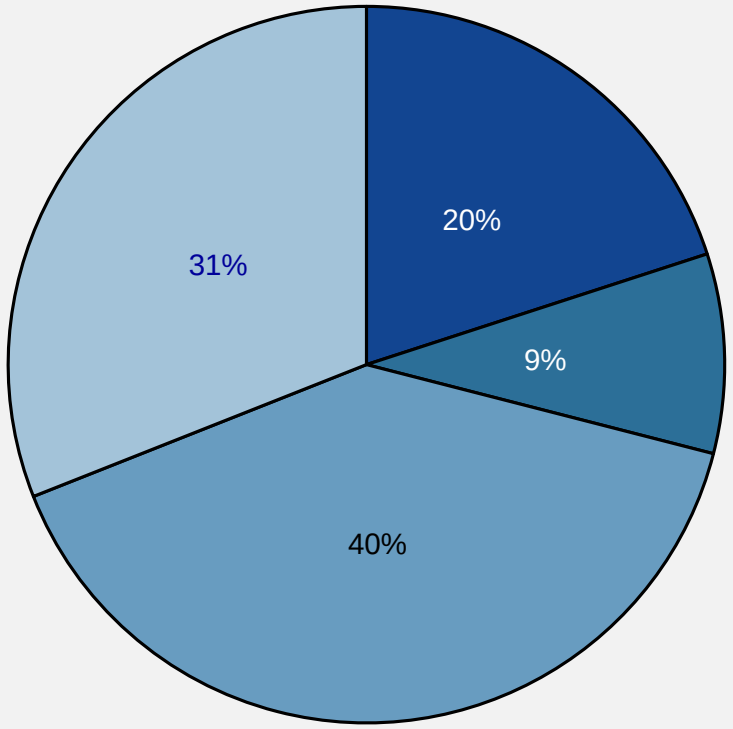
Since June 2020, which multi-state lottery game have you played more often?

2021 (n=264)



Since changes were made to Mega Millions in **October 2017**, which multi-state lottery game have you played more often?

2019 (n=293)



Base: Played both Powerball & Mega Millions in PY

CHANGE IN FACTORS INFLUENCING THE PURCHASE A MULTI-STATE GAME

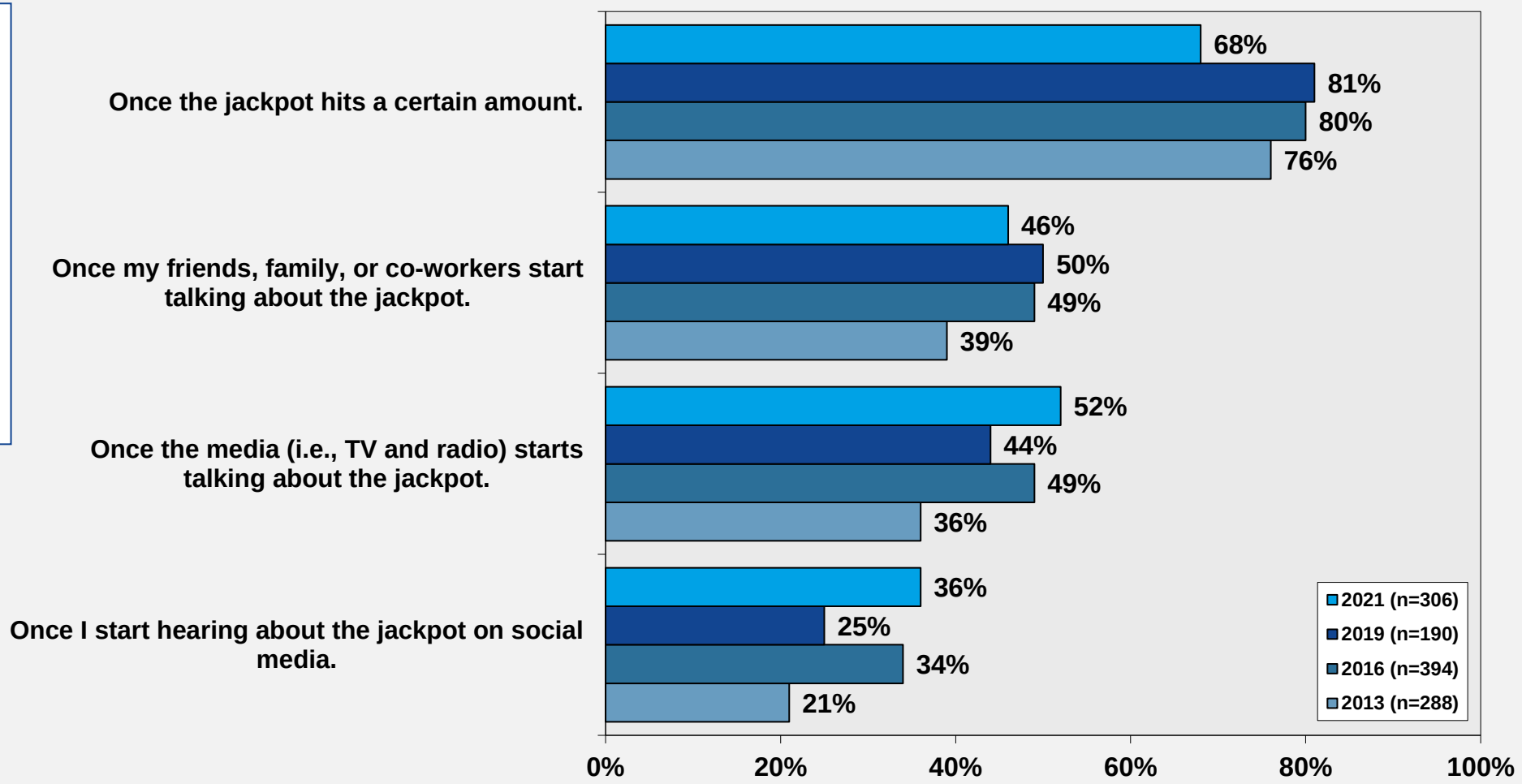
FREQUENCY DEFINITIONS

Regular: Every week

Occasional: Every couple of weeks, Every month

Infrequent: Every couple months, Every six months, Once a year

Little to No Involvement: Less than once a year, Never



Base: Infrequent players of Powerball or Mega Millions

CHANGE IN JACKPOT LEVEL THAT PEAK INTEREST OF INFREQUENT PLAYERS

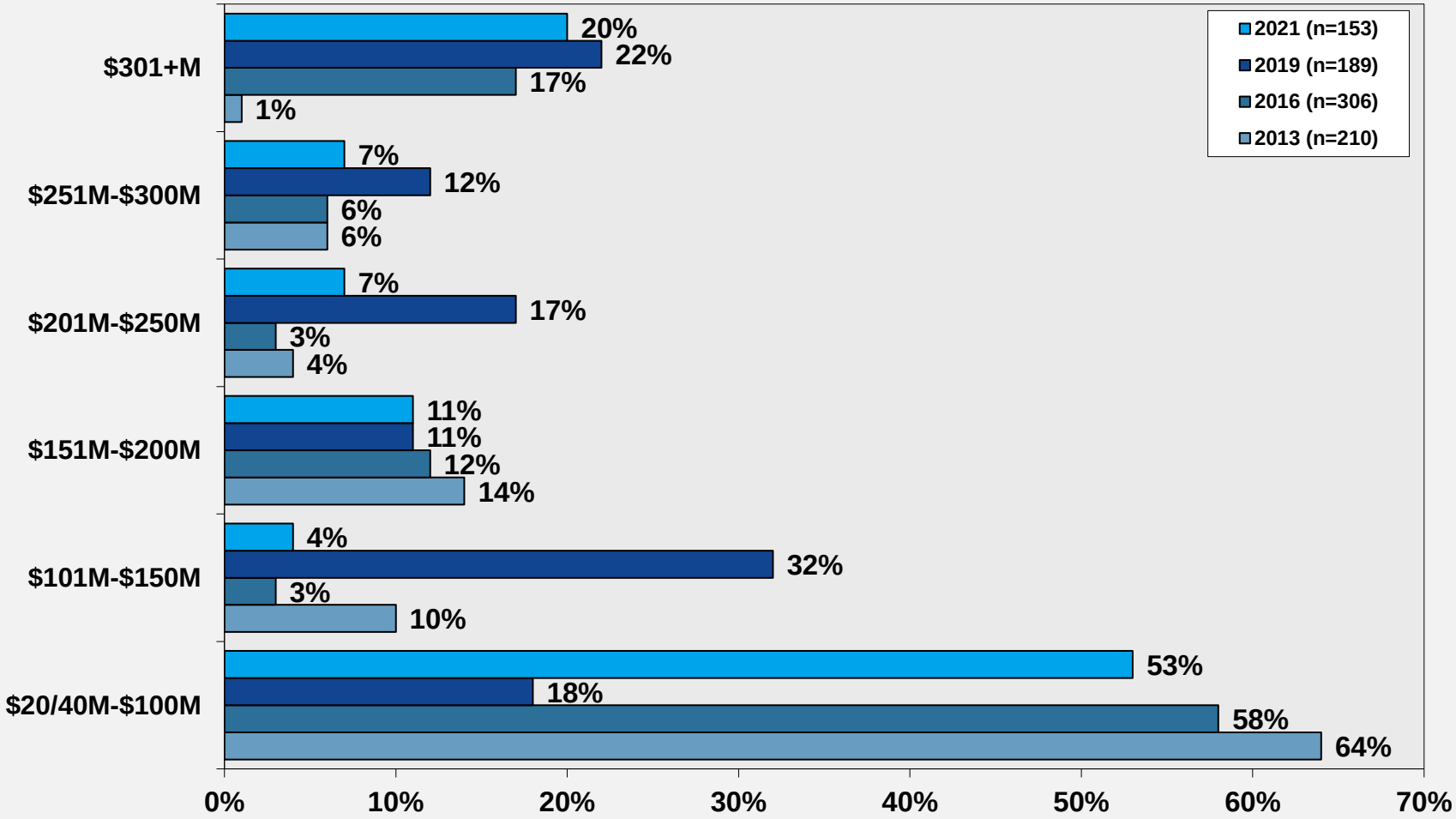
FREQUENCY DEFINITIONS

Regular: Every week

Occasional: Every couple of weeks, Every month

Infrequent: Every couple months, Every six months, Once a year

Little to No Involvement: Less than once a year, Never



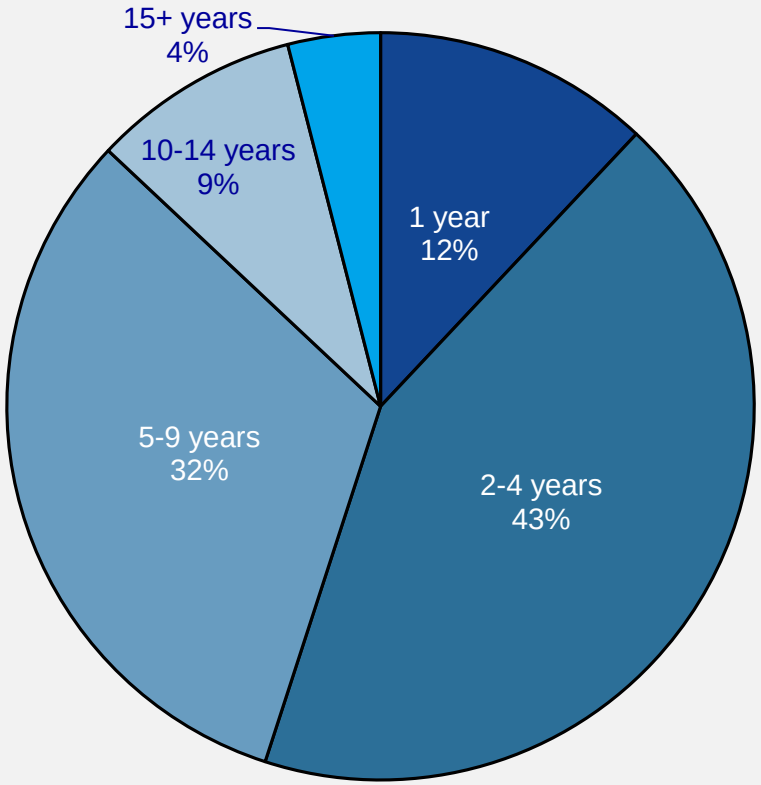
Base: Valid responses from Infrequent players of Powerball or Mega Millions who stated “Once the jackpot hits a certain amount”.

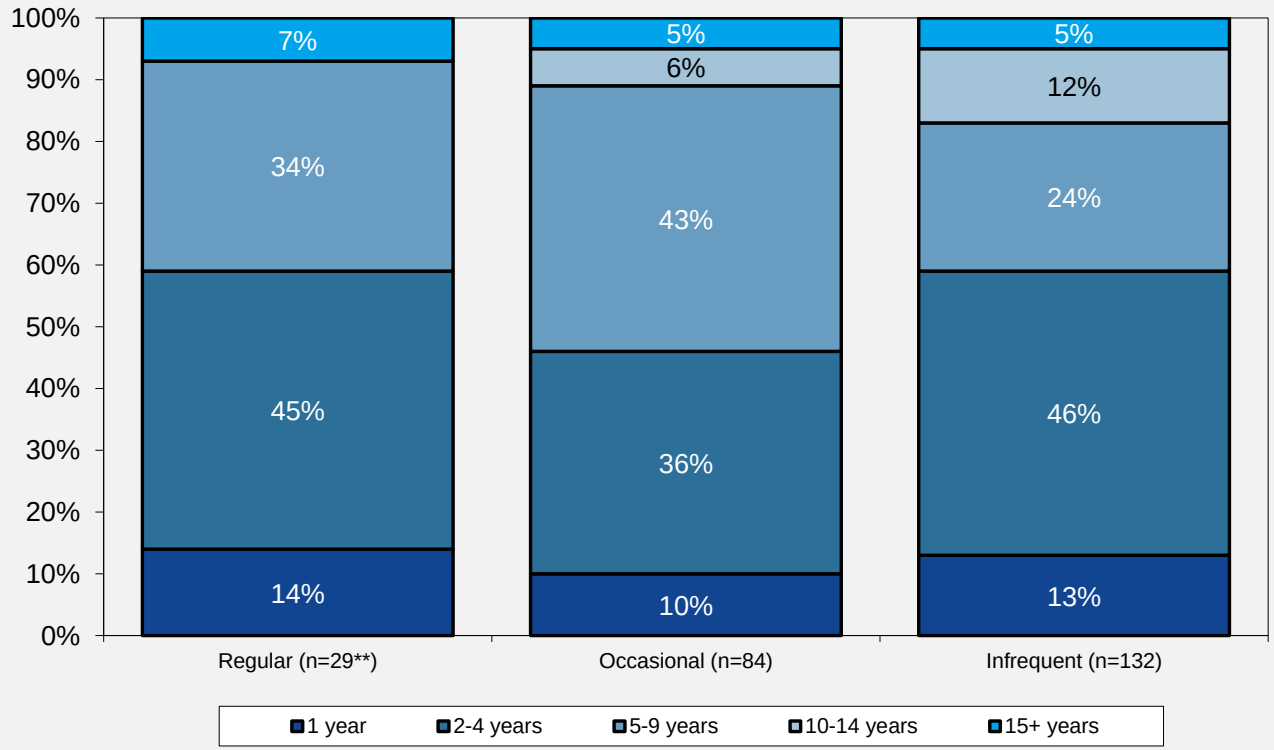
Key Findings

Section 12: Nebraska Pick 3

NEBRASKA PICK 3 PLAYER LONGEVITY

Approximately how long have you been playing Nebraska Pick 3?



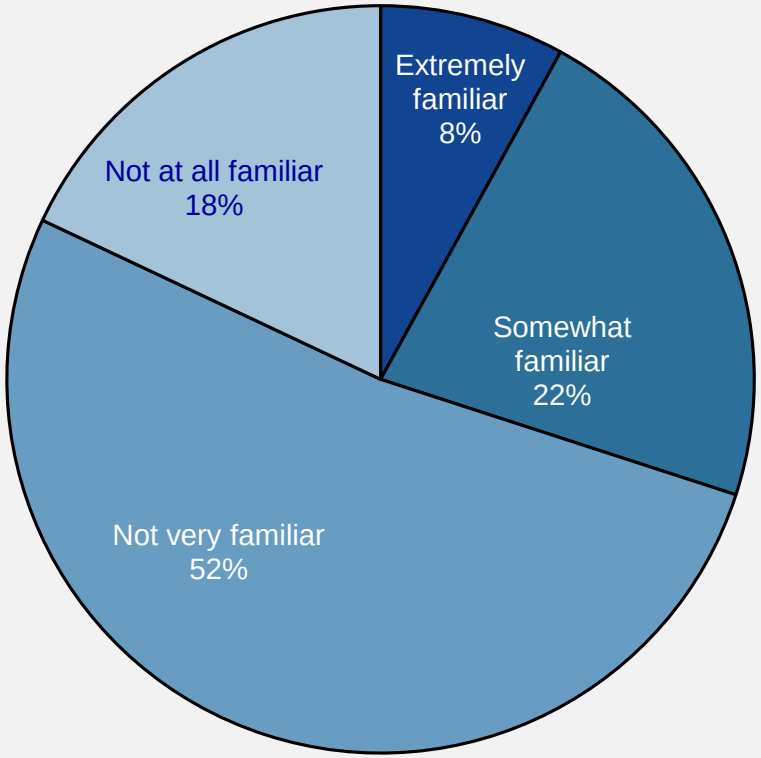


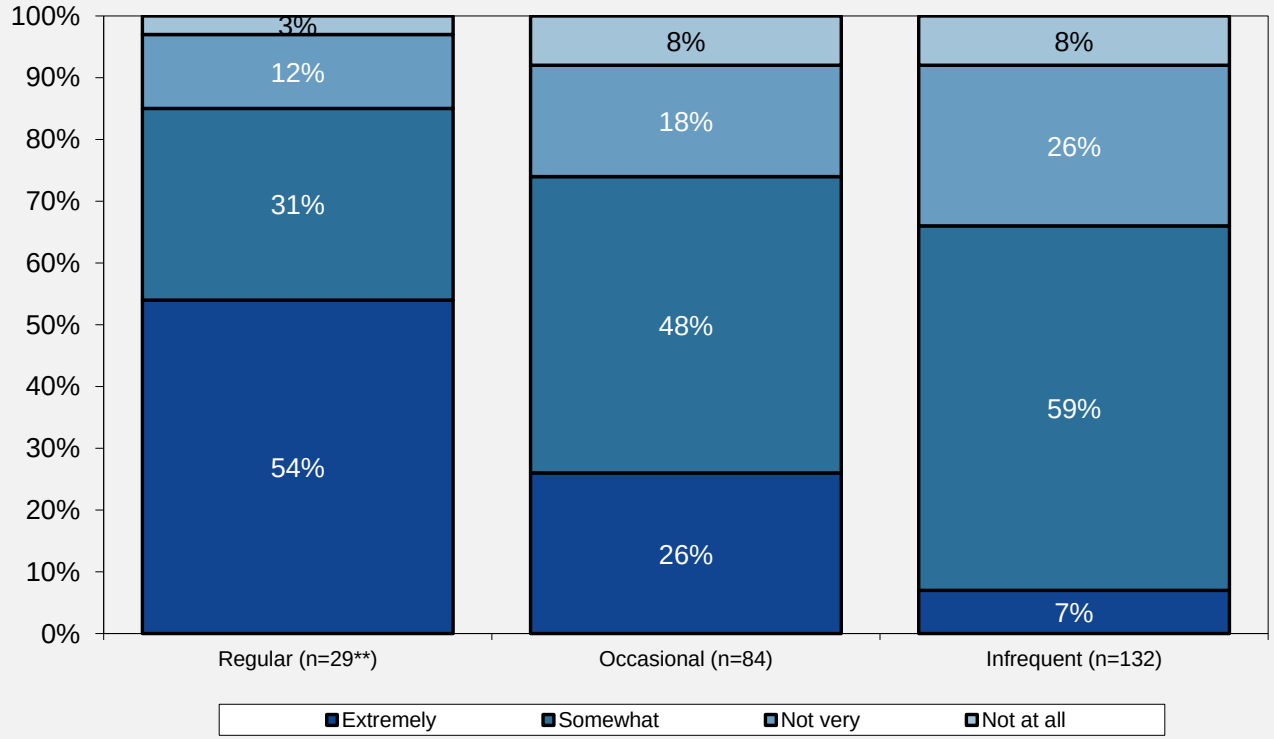
Regular: Every week
Occasional: Every couple of weeks, Every month
Infrequent: Every couple months, Every six months, Once a year

Base: Those who have played Pick 3 in the past year (n=244)

FAMILIARITY WITH HOW TO PLAY NEBRASKA PICK 3

How familiar are you with **how to play** Nebraska Pick 3?



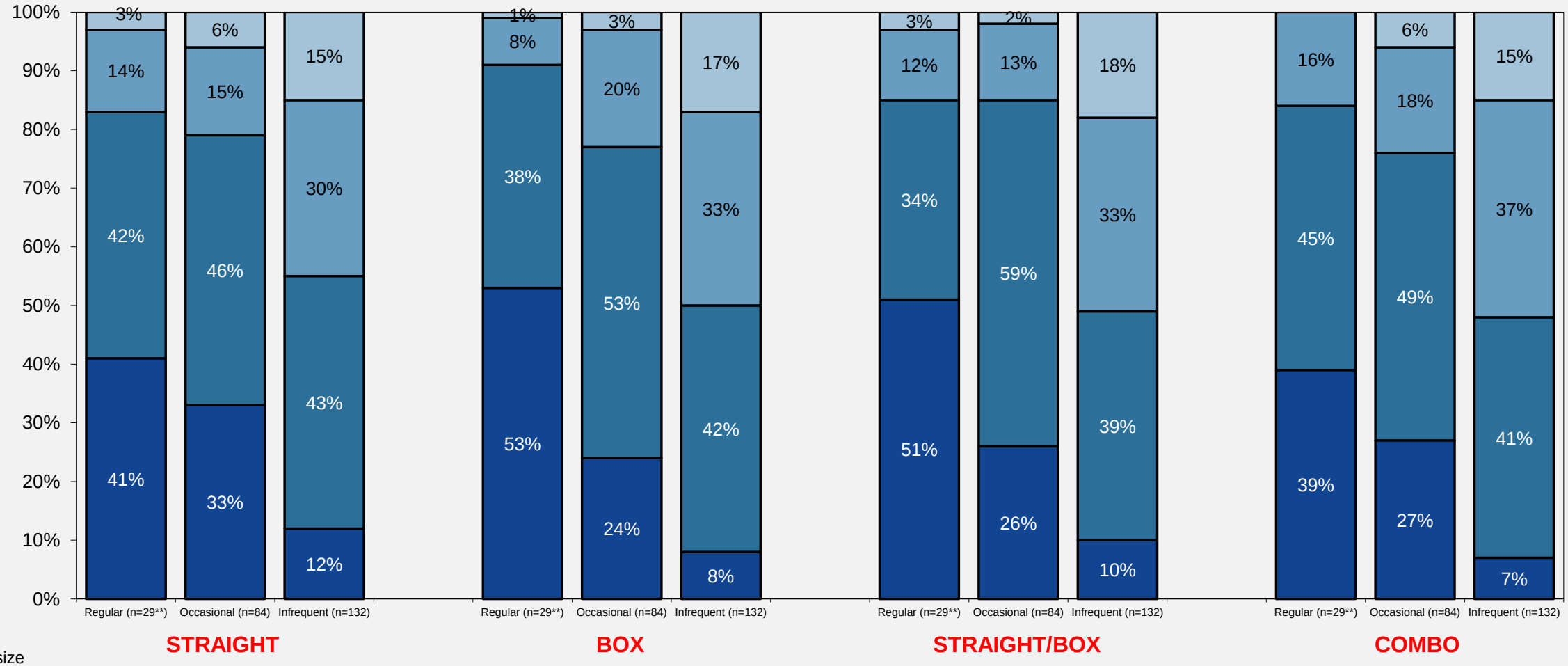


Regular: Every week
Occasional: Every couple of weeks, Every month
Infrequent: Every couple months, Every six months, Once a year

* Small base size
** Caution: very small base size

Base: Those who have played Pick 3 in the past year (n=244)

BET TYPE FAMILIARITY

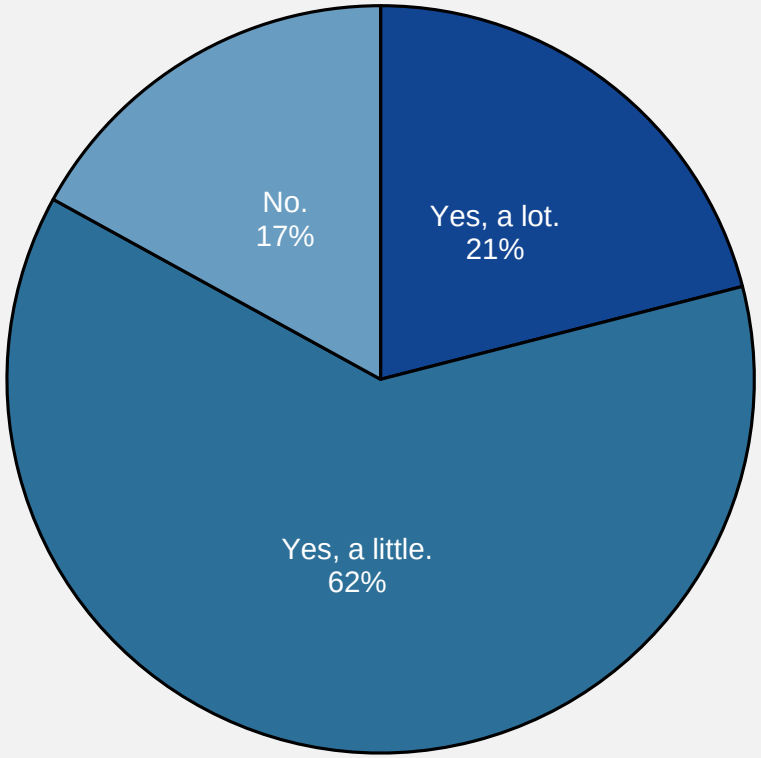


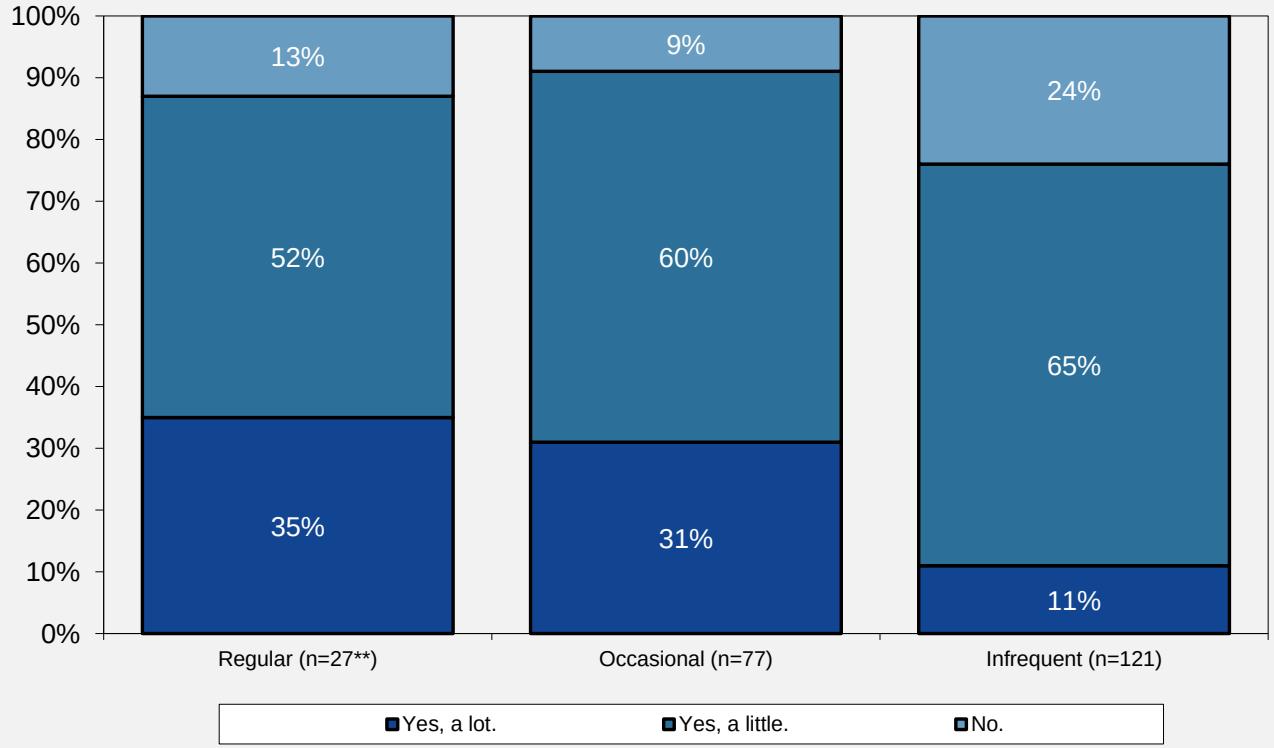
* Small base size
** Caution: very small base size

Base: Those who have played Pick 3 in the past year (n=244)

KNOWLEDGE OVER TIME OF NEBRASKA PICK 3

Has your knowledge of Nebraska Pick 3 improved over time?





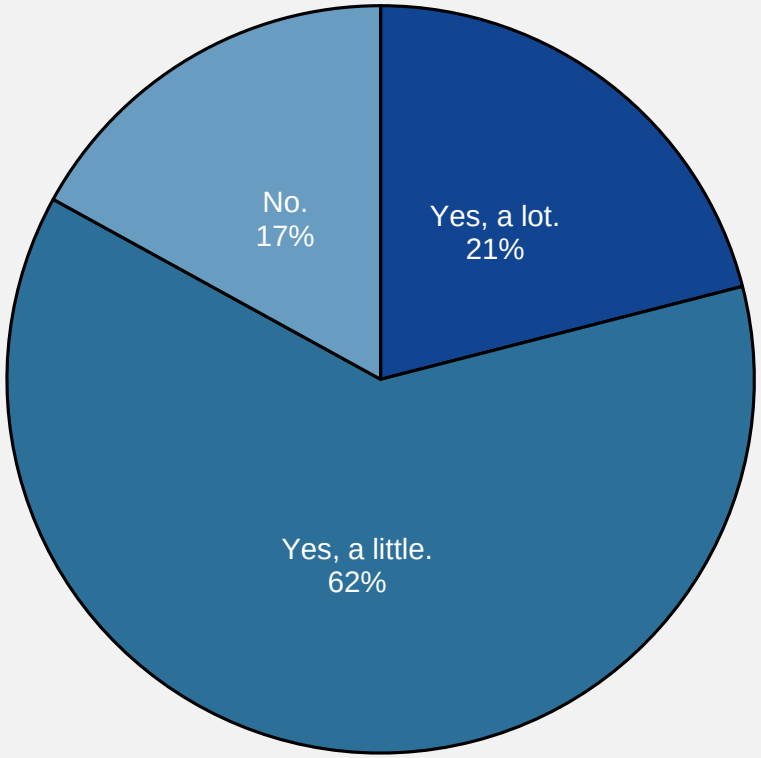
Regular: Every week
Occasional: Every couple of weeks, Every month
Infrequent: Every couple months, Every six months, Once a year

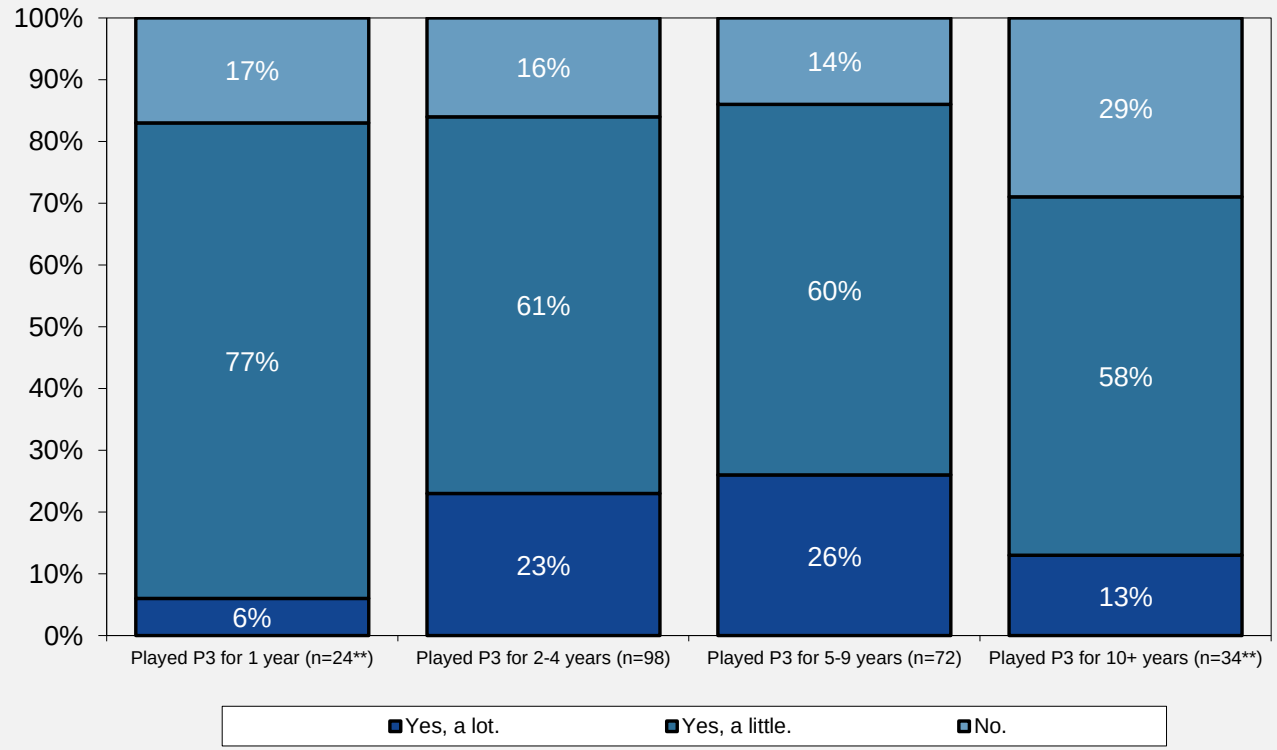
* Small base size
** Caution: very small base size

Base: Those who are extremely, somewhat, or not very familiar about Pick 3 (n=225)

KNOWLEDGE OVER TIME OF NEBRASKA PICK 3

Has your knowledge of Nebraska Pick 3 improved over time?

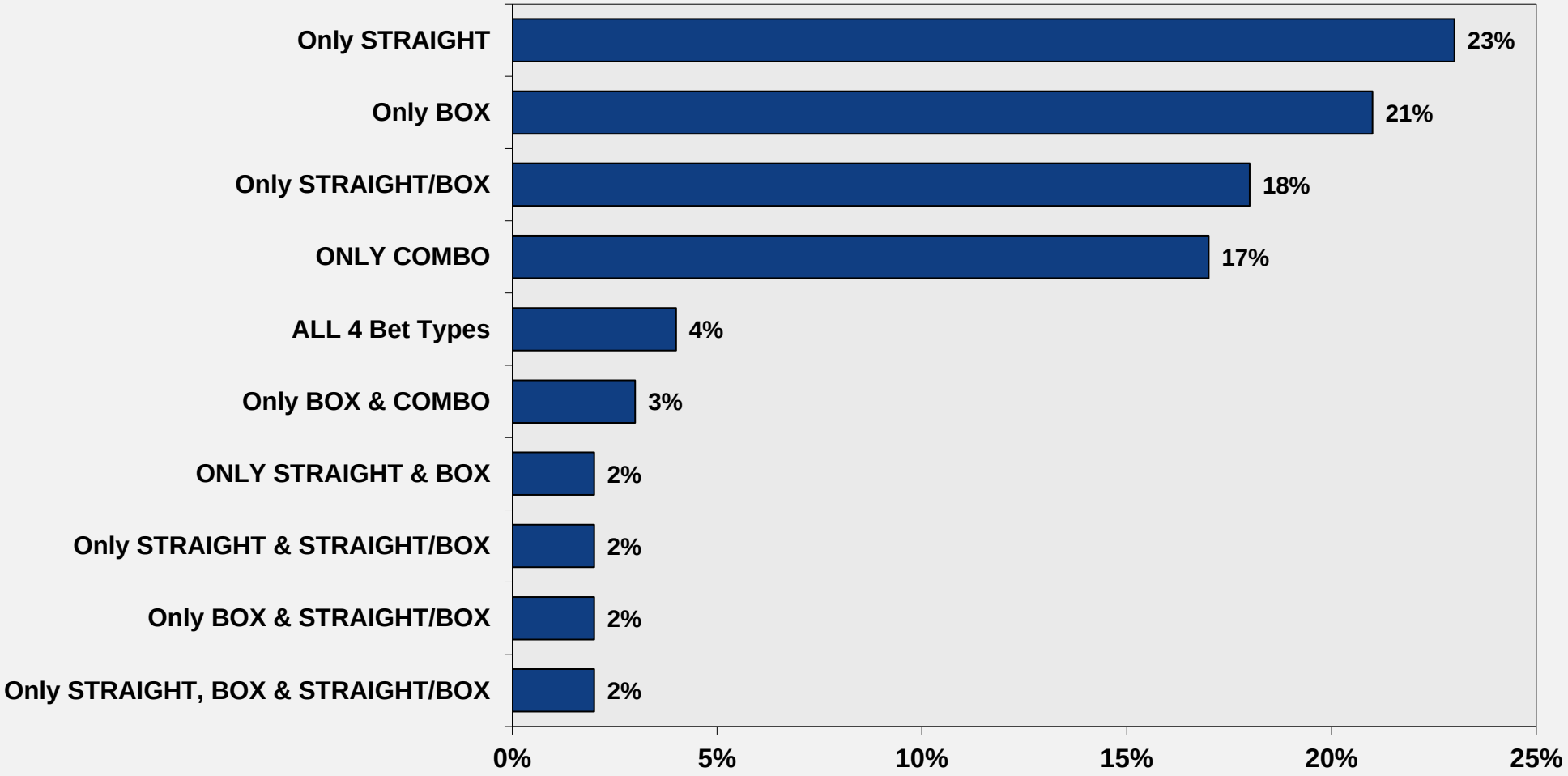




* Small base size
** Caution: very small base size

Base: Those who are extremely, somewhat, or not very familiar about Pick 3 (n=225)

BET TYPES PLAYED IN PAST 12 MONTHS



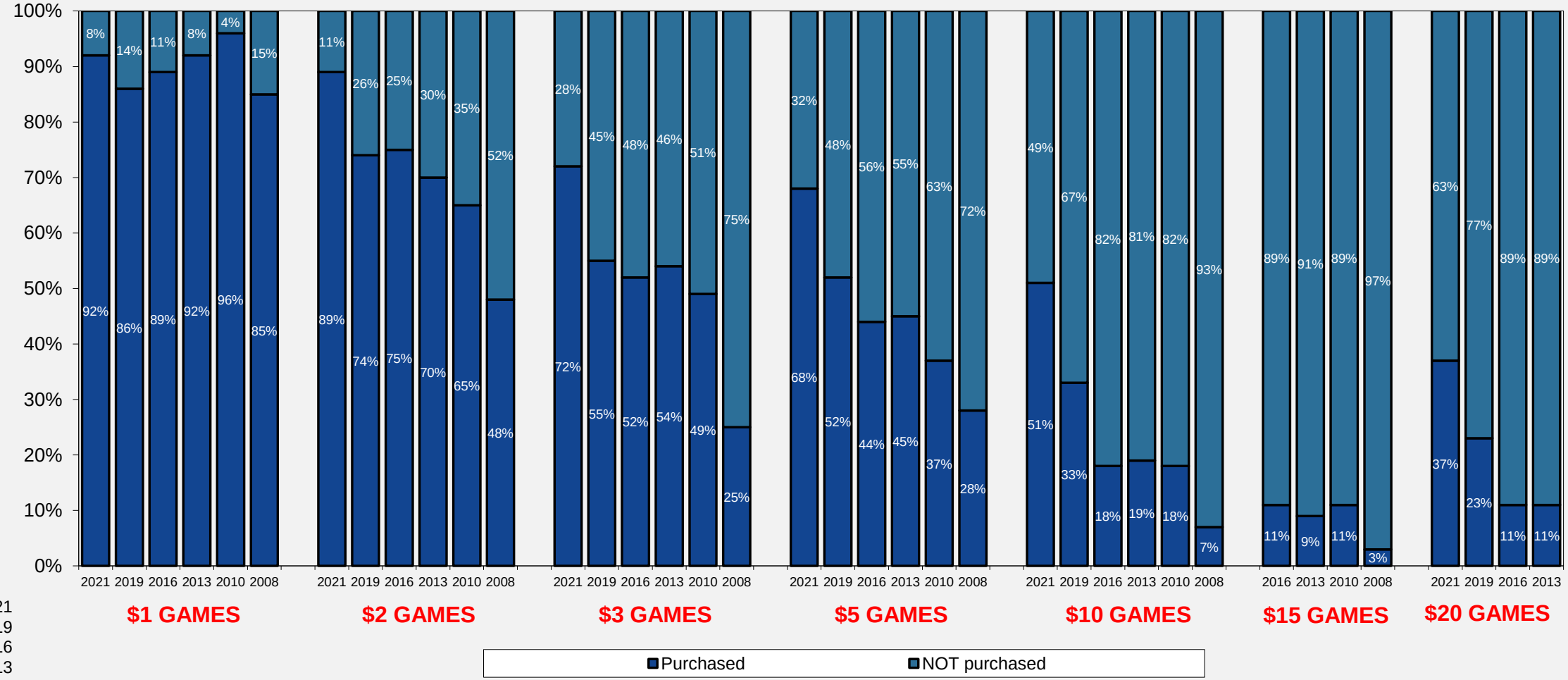
Includes responses of 2%+

Base: Those who have played Pick 3 in the past year (n=244)

Key Findings

Section 13: Scratch Games

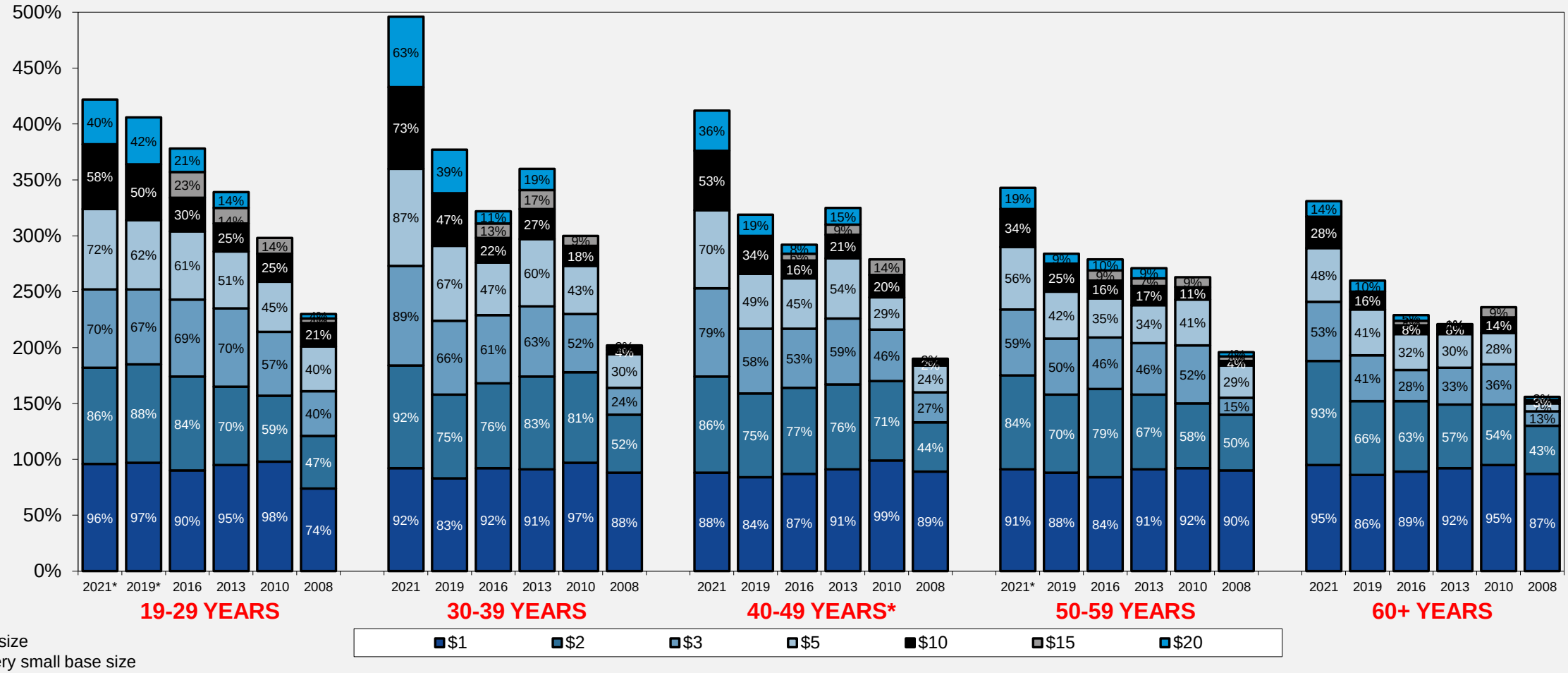
OVERALL TRENDS: PRICE POINTS PURCHASED IN PY (PY SCRATCH PLAYERS)



n=409 in 2021
n=396 in 2019
n=448 in 2016
n=412 in 2013
n=320 in 2010

Base: PY Scratch Players

AGE TRENDS: PRICE POINTS PURCHASED IN PY (PY SCRATCH PLAYERS)



* Small base size
** Caution: very small base size

Base: PY Scratch Players

SCRATCH SPENDING GROUPS (ALL RESPONDENTS)

SPENDING DEFINITIONS

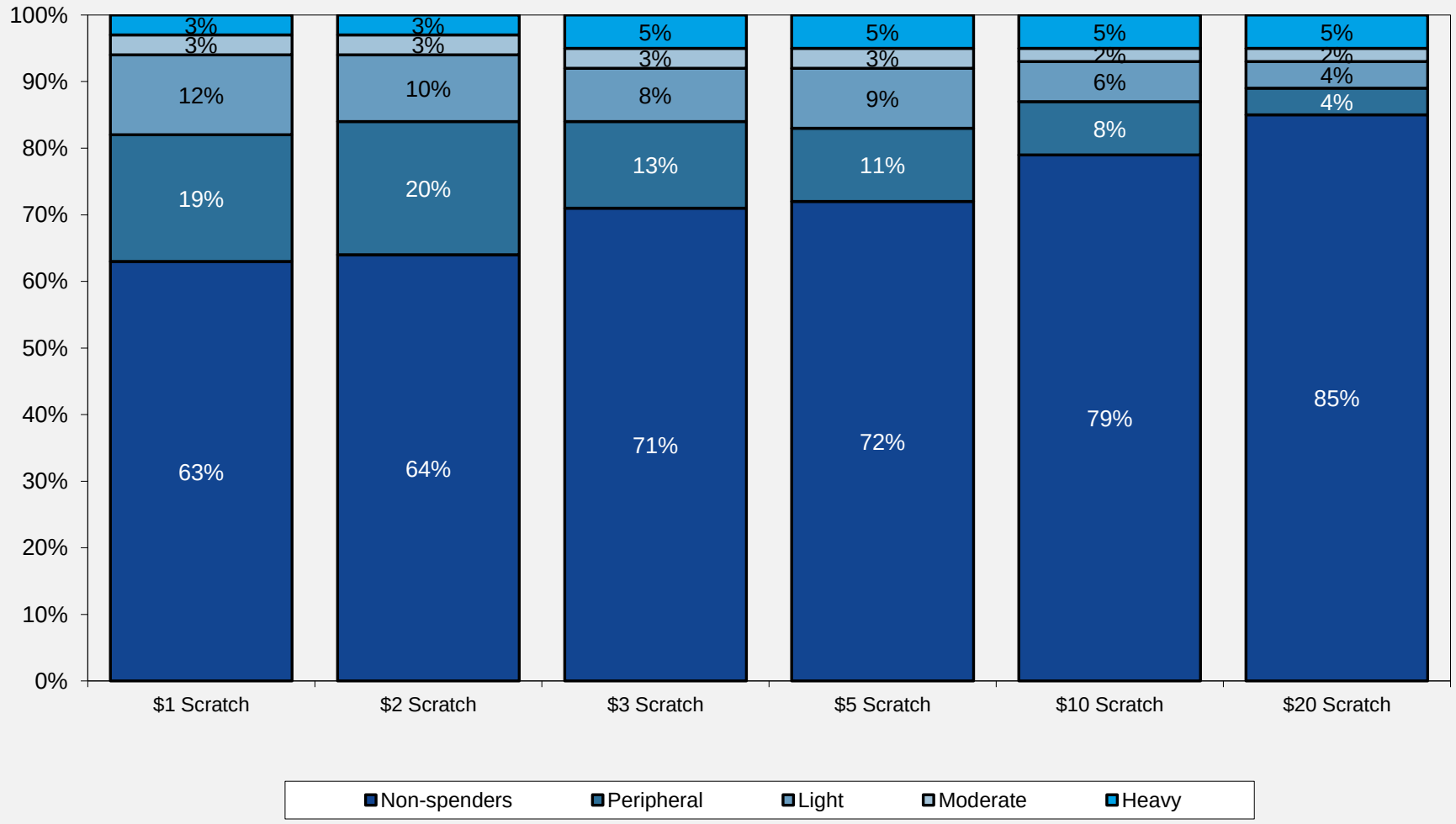
Non-spender: Spend 0 annually

Peripheral: Spend $1-103 annually

Light: Spend $104-519 annually

Moderate: Spend $520-1039 annually

Heavy: Spend $1040+ annually



Base: All Respondents

SCRATCH SPENDING GROUPS (PY SCRATCH PLAYERS)

SPENDING DEFINITIONS

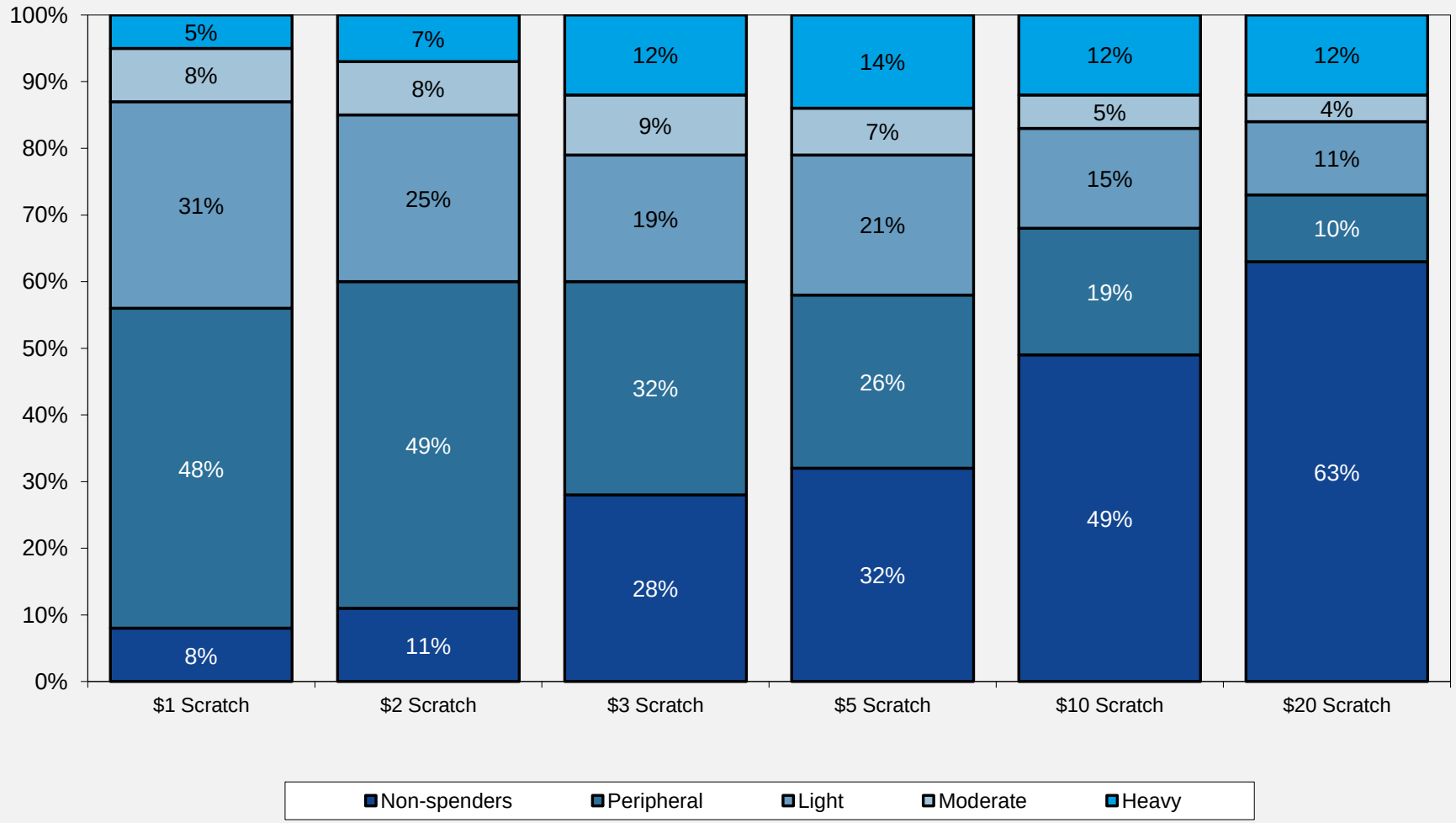
Non-spender: Spend 0 annually

Peripheral: Spend $1-103 annually

Light: Spend $104-519 annually

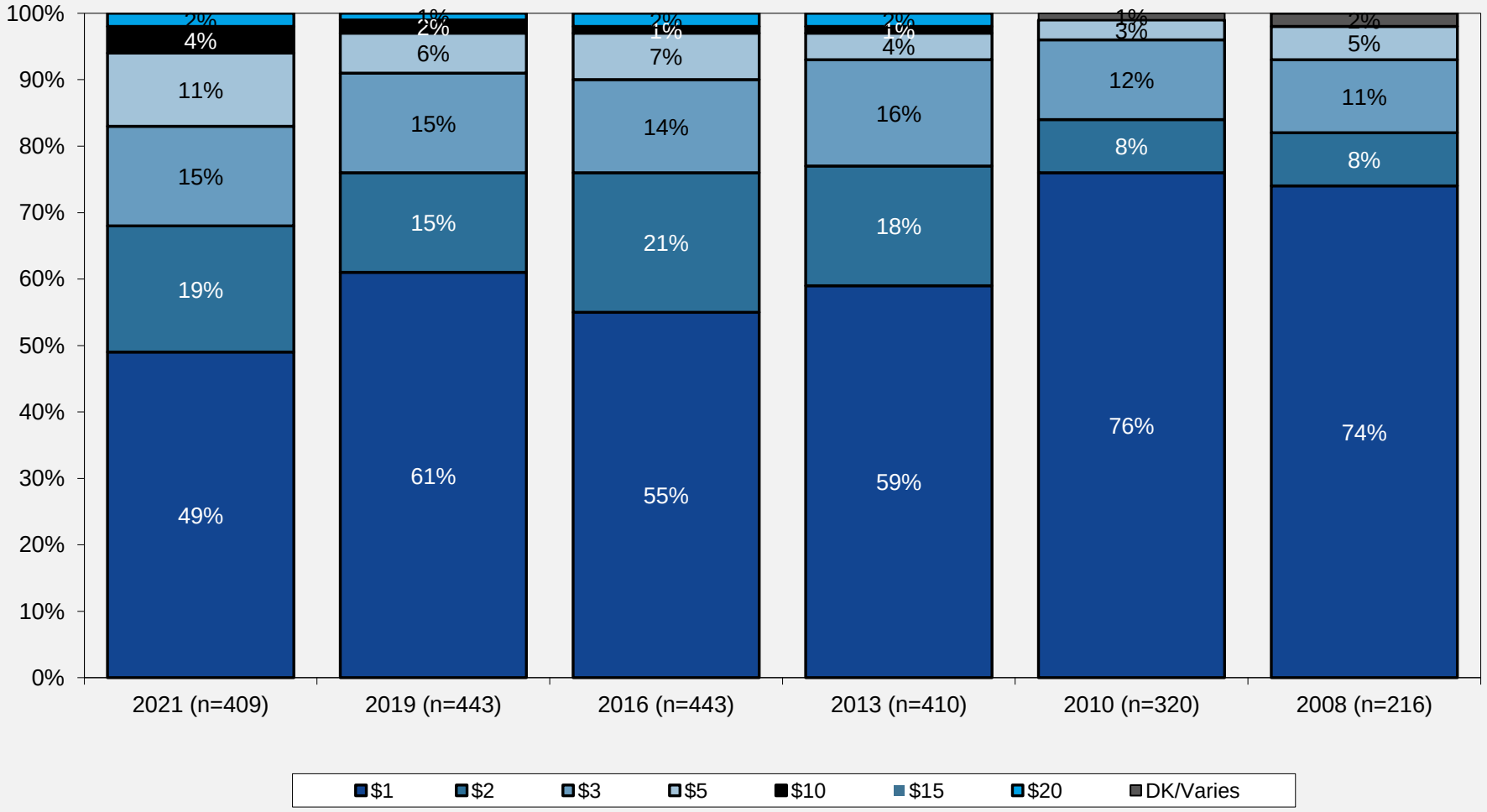
Moderate: Spend $520-1039 annually

Heavy: Spend $1040+ annually



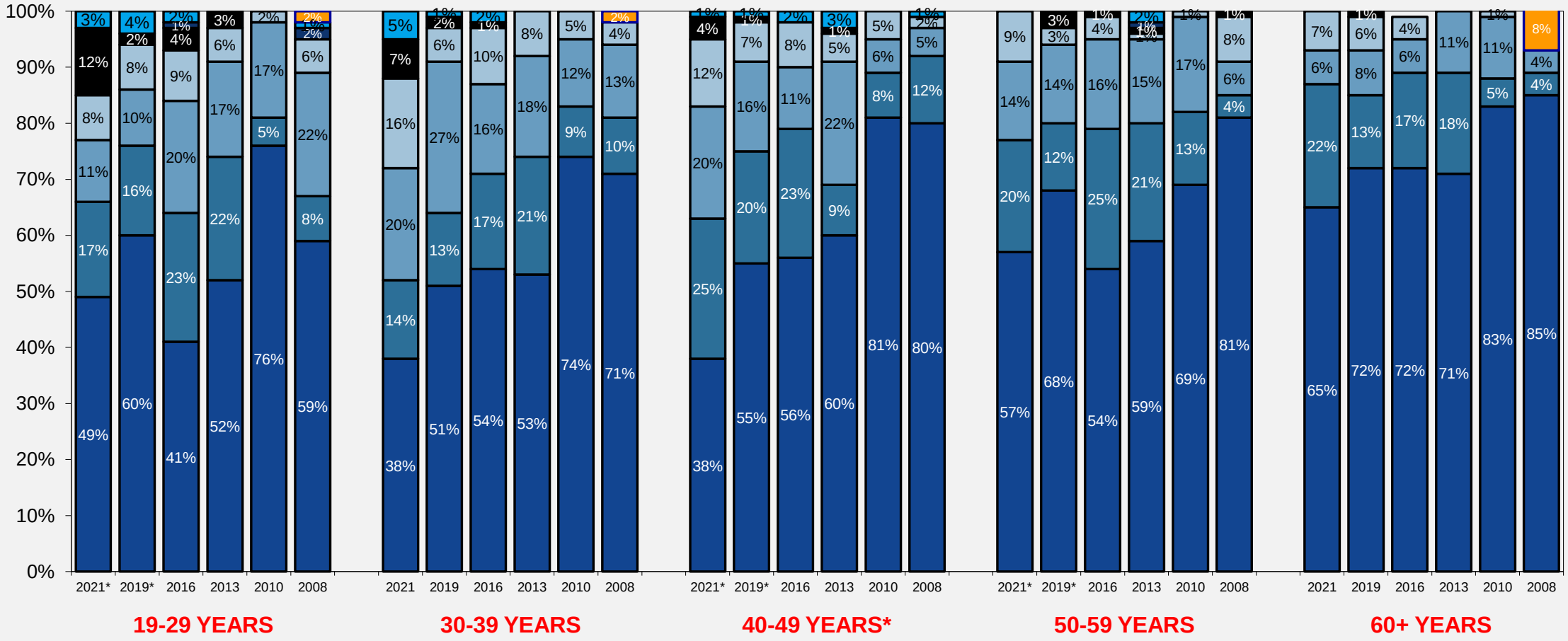
Base: PY Scratch Players (n=409)

OVERALL TRENDS:
PRICE POINT PLAYED MOST OFTEN



Base: PY Scratch Players

AGE TRENDS:
PRICE POINT PLAYED MOST OFTEN



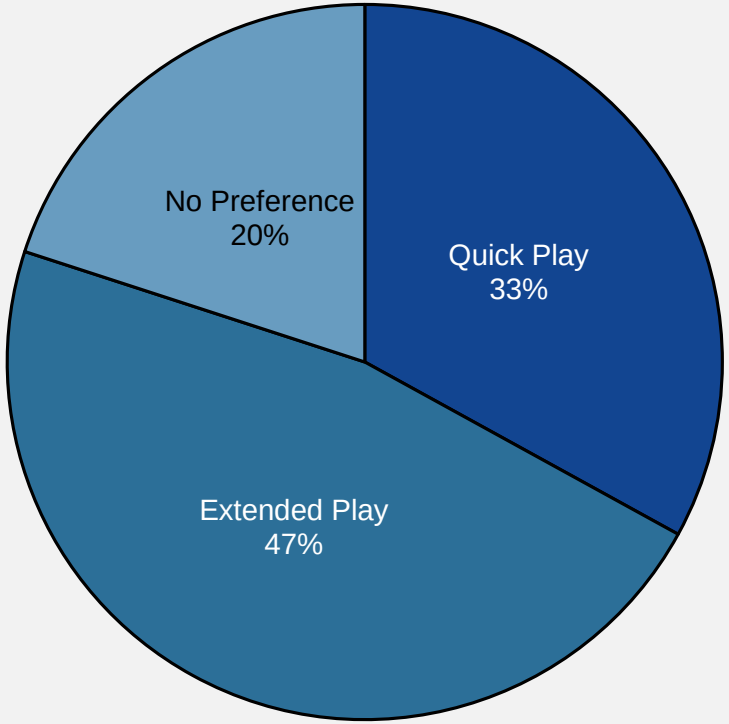
* Small base size
** Caution: very small base size

Base: PY Scratch Players

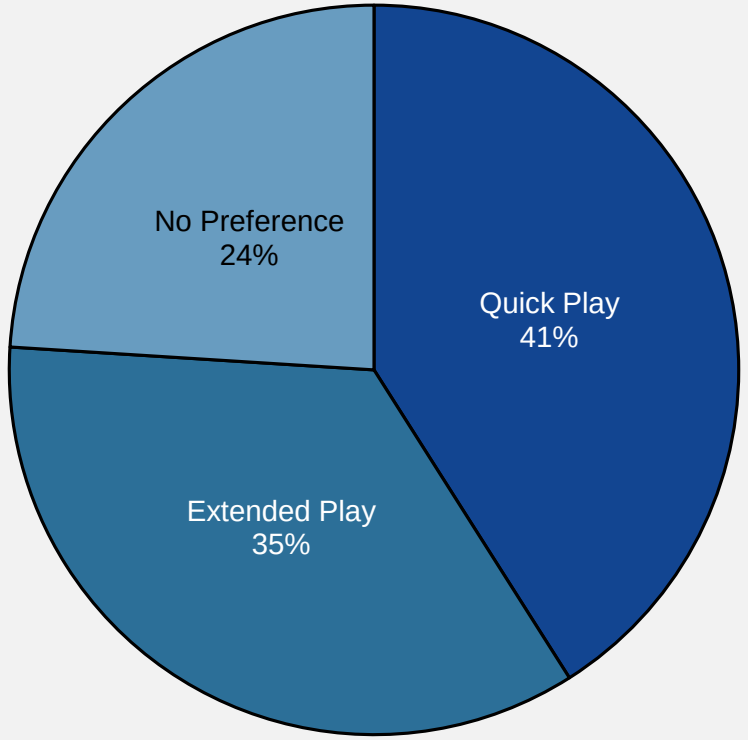
OVERALL TRENDS: PLAY STYLE PREFERENCE

Which type of Scratch game do you **prefer to play**?

2021 (n=409)



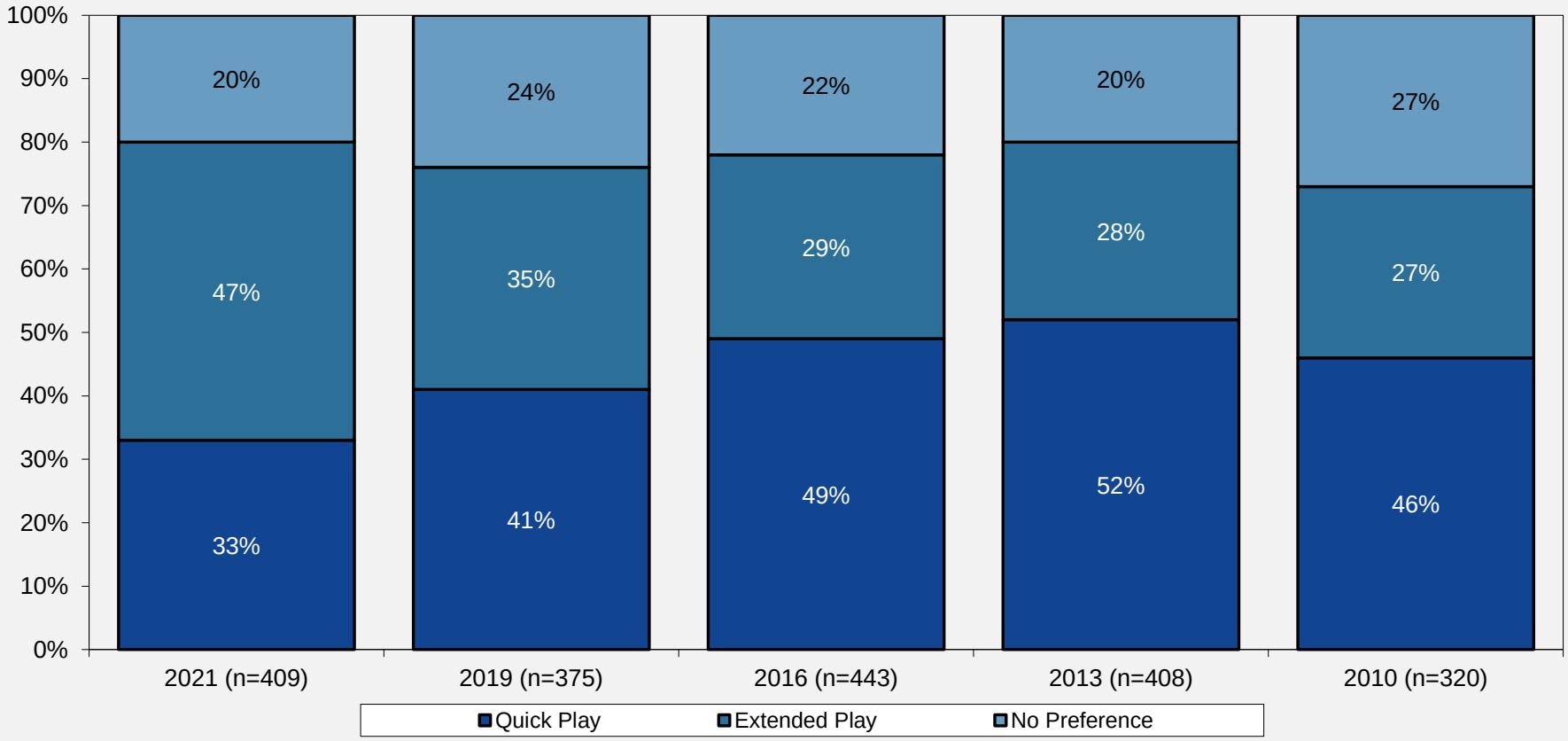
2019 (n=375)



Base: PY Scratch Players

OVERALL TRENDS: PLAY STYLE PREFERENCE

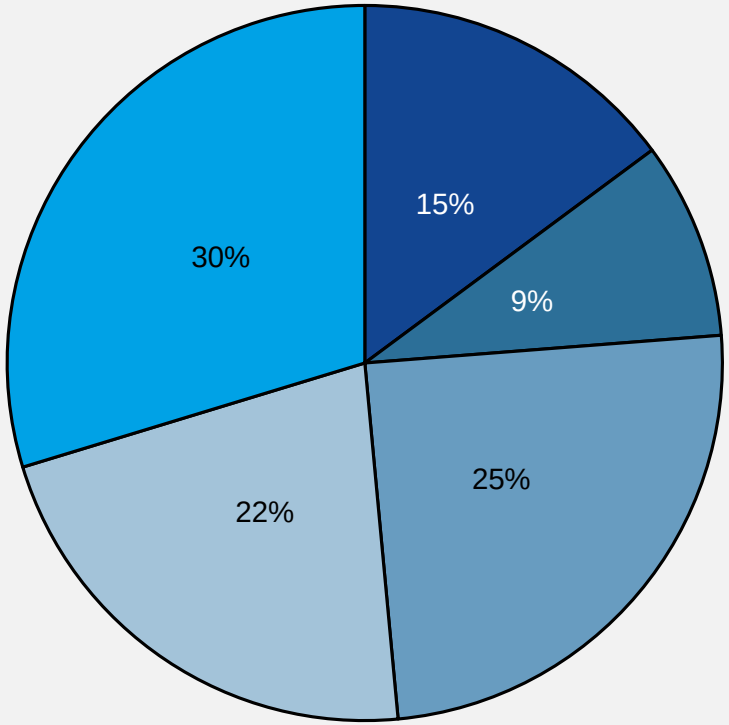
Which type of Scratch game do you **prefer to play**?



Base: PY Scratch Players

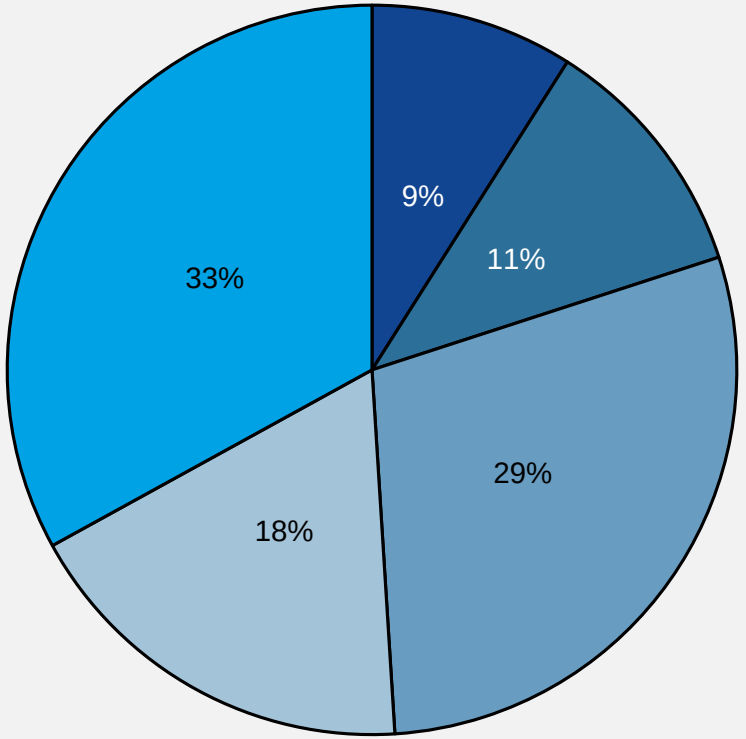
CHANGE IN SCRATCH SEGMENT SIZES

2021 Tracking Study (n=407)



- Extended Play Enthusiasts
- Value-seeking Dabblers
- Visual Dabblers
- Play-value Visuals
- Attentive Players

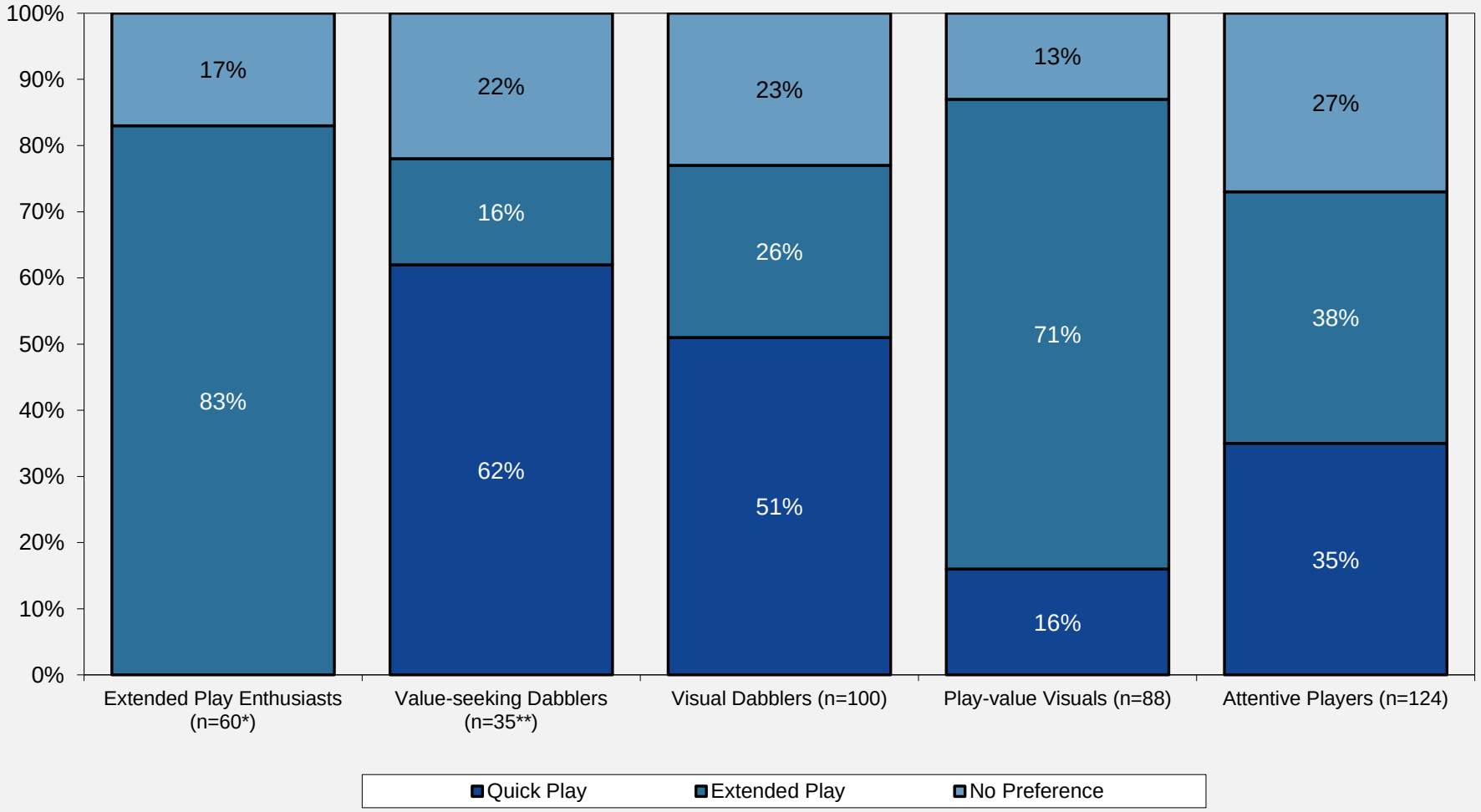
2019 Tracking Study (n=375)**



** Excludes telephone survey respondents

Base: Valid PY Scratch Players

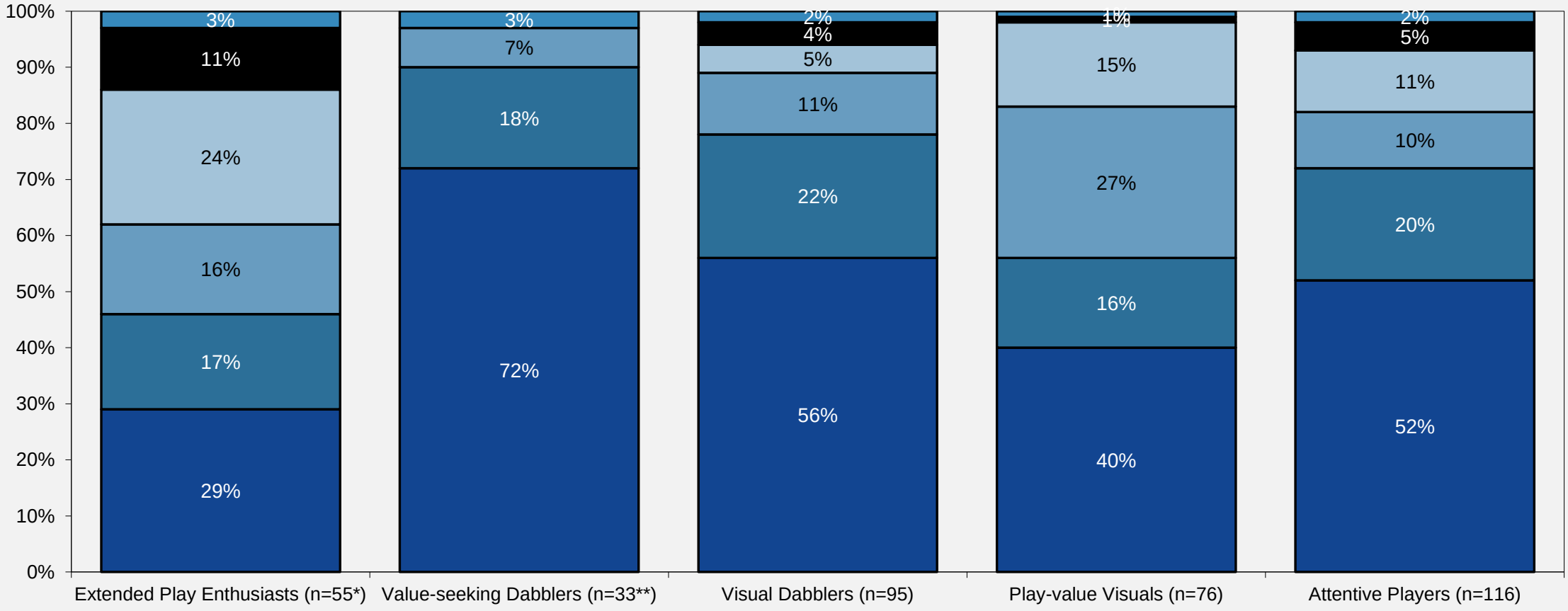
PLAY STYLE PREFERENCE (BY SEGMENT)



* Small base size
** Caution: very small base size

Base: Valid PY Scratch Players

PRICE POINTS PLAYED MOST OFTEN (BY SEGMENT)



* Small base size
** Caution: very small base size

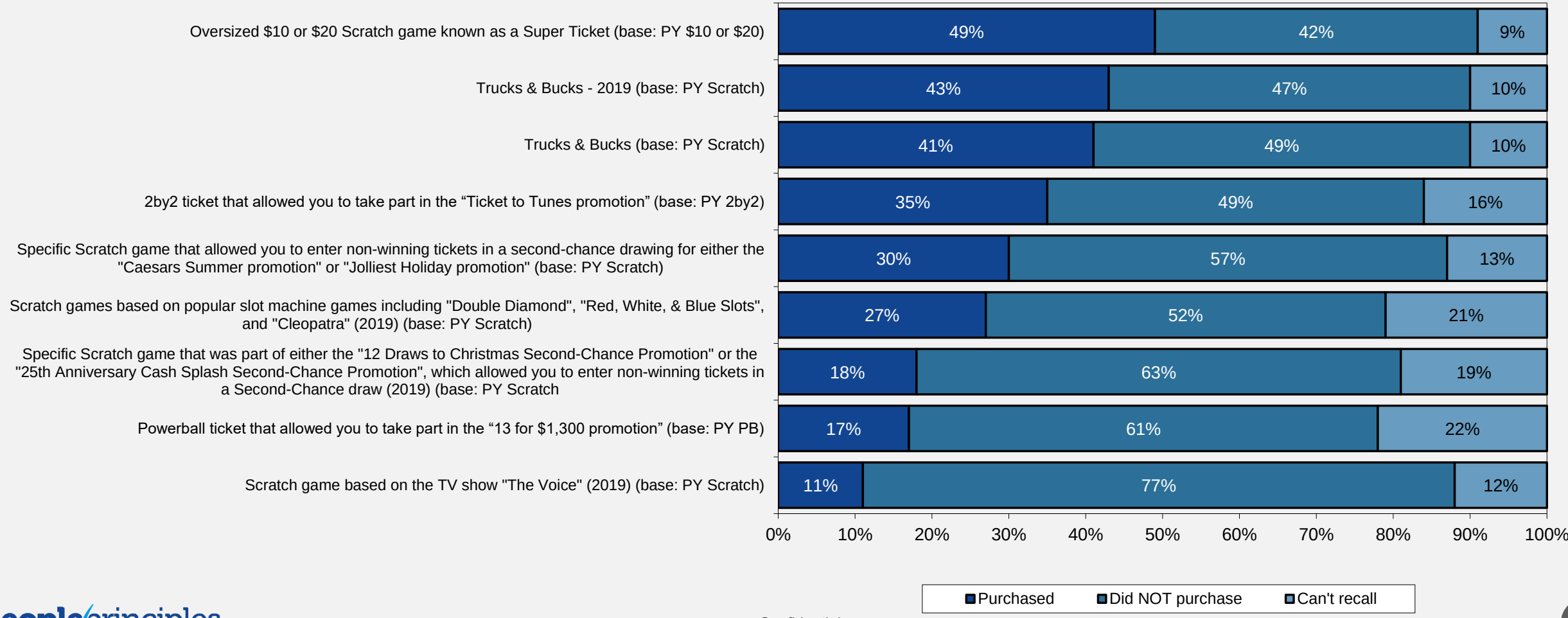
Base: Valid PY Scratch Players

Key Findings

Section 14: Games & Promotions Played in PY

PURCHASED IN THE PY

In the past 12 months, did you purchase…?

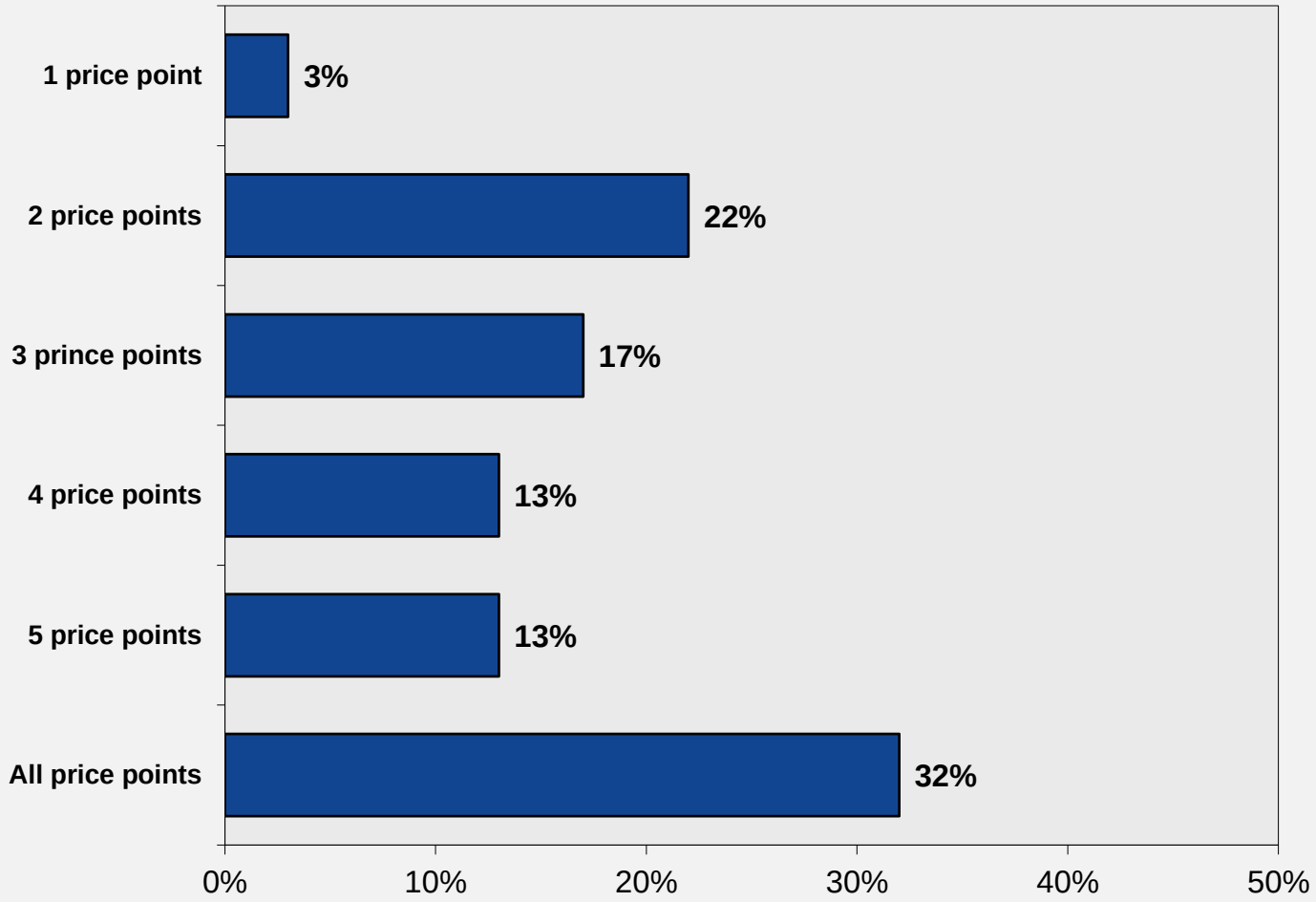


Base: refer to each statement

Key Findings

Section 15: Cross Play of Scratch Games

SCRATCH GAMES PLAYED IN PY



Base: PY Scratch Players (n=409)

SCRATCH GAMES PLAYED IN PY (BY SCRATCH SPENDING GROUPS)

SPENDING DEFINITIONS

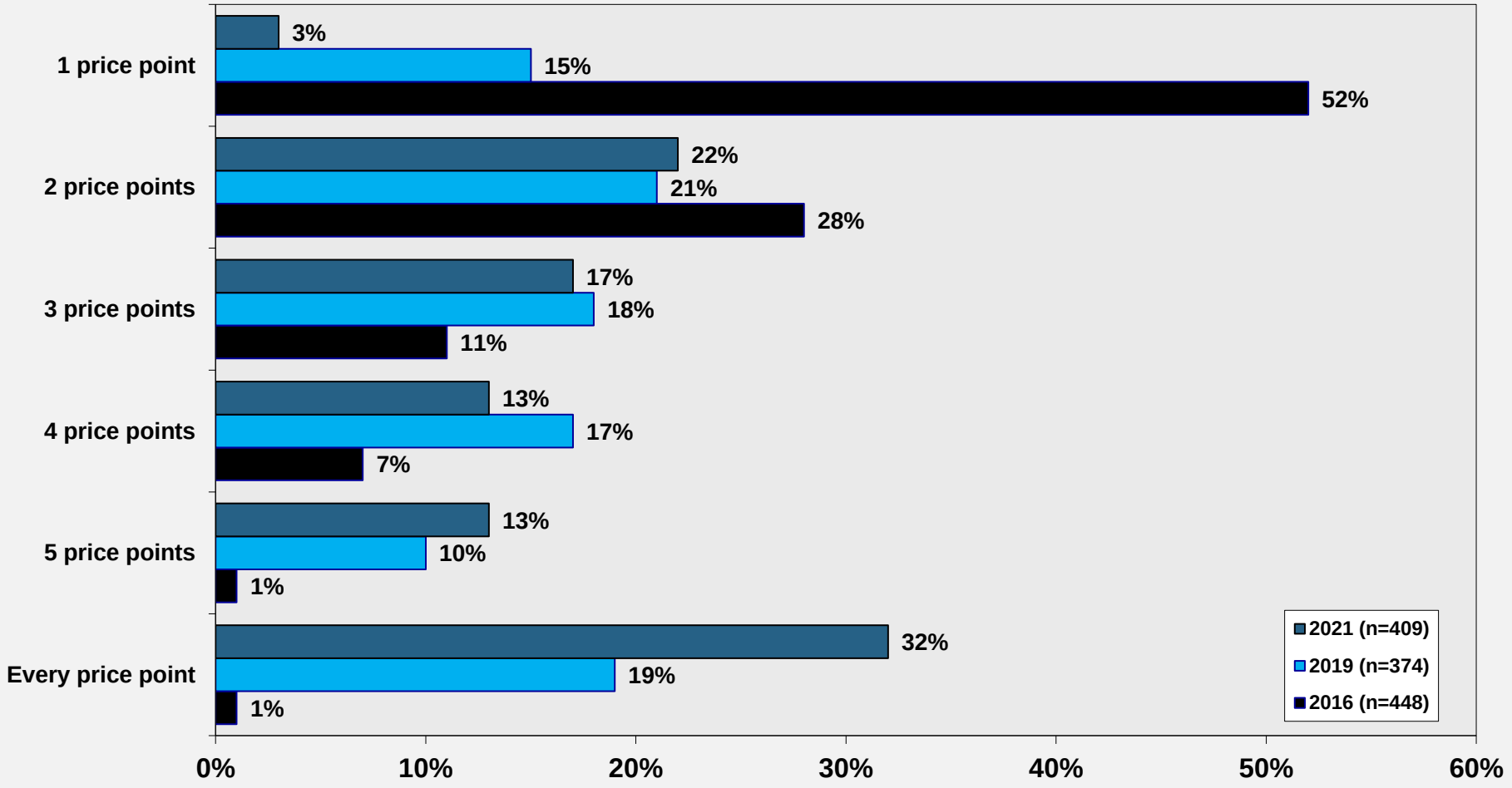
Peripheral: Spend $1-103 annually
Light: Spend $104-519 annually
Moderate: Spend $520-1039 annually
Heavy: Spend $1040+ annually

	PY Scratch Players		Peripheral Spenders	Light Spenders	Moderate Spenders	Heavy Spenders
	n=409		n=98	n=117	n=51*	n=143
Played 1 price point	3%		7%	1%	2%	
Played 2 price point	22%		56%	21%	5%	5%
Played 3 price point	17%		21%	30%	15%	5%
Played 4 price point	13%		10%	20%	20%	8%
Played 5 price point	13%		3%	14%	16%	17%
Played EVERY price point	32%		3%	14%	42%	65%
Median # of price points	4 price points		2 price points	3 price points	5 price points	Every price point

* Small base size
** Caution: very small base size

Base: PY Scratch Players

CHANGE IN SCRATCH GAMES PLAYED IN PY

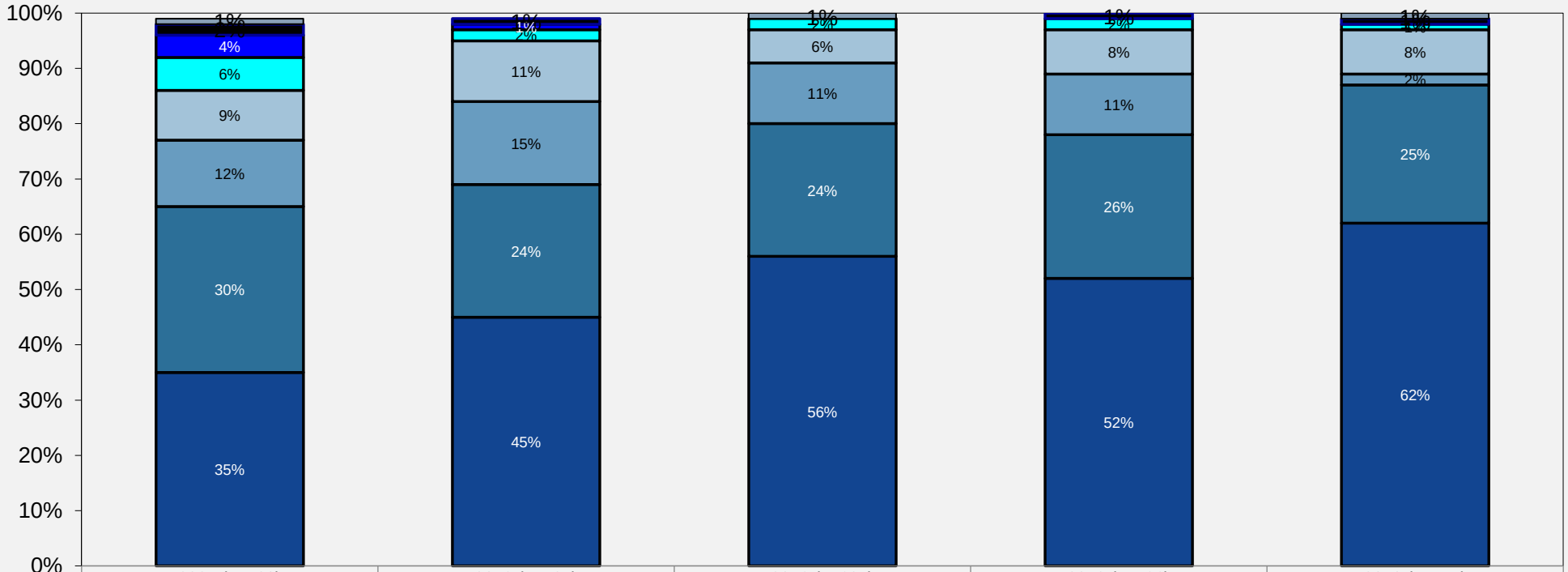


Base: PY Scratch Players

Key Findings

Section 16: Favorite Lottery Game

OVERALL TRENDS: FAVORITE LOTTERY GAME



	2021 (n=530)	2019 (n=535)	2016 (n=684)	2013 (n=596)	2010 (n=471)
MyDaY	1%		1%		1%
2by2	2%	1%		1%	1%
Lucky For Life	4%	1%			
NE Pick 3	6%	2%	2%	2%	1%
NE Pick 5	9%	11%	6%	8%	8%
Mega Millions	12%	15%	11%	11%	2%
Scratch games	30%	24%	24%	26%	25%
Powerball	35%	45%	56%	52%	62%

Base: PY Lottery Players

FAVORITE LOTTERY GAME (BY ANNUALIZED LOTTERY SPENDING)

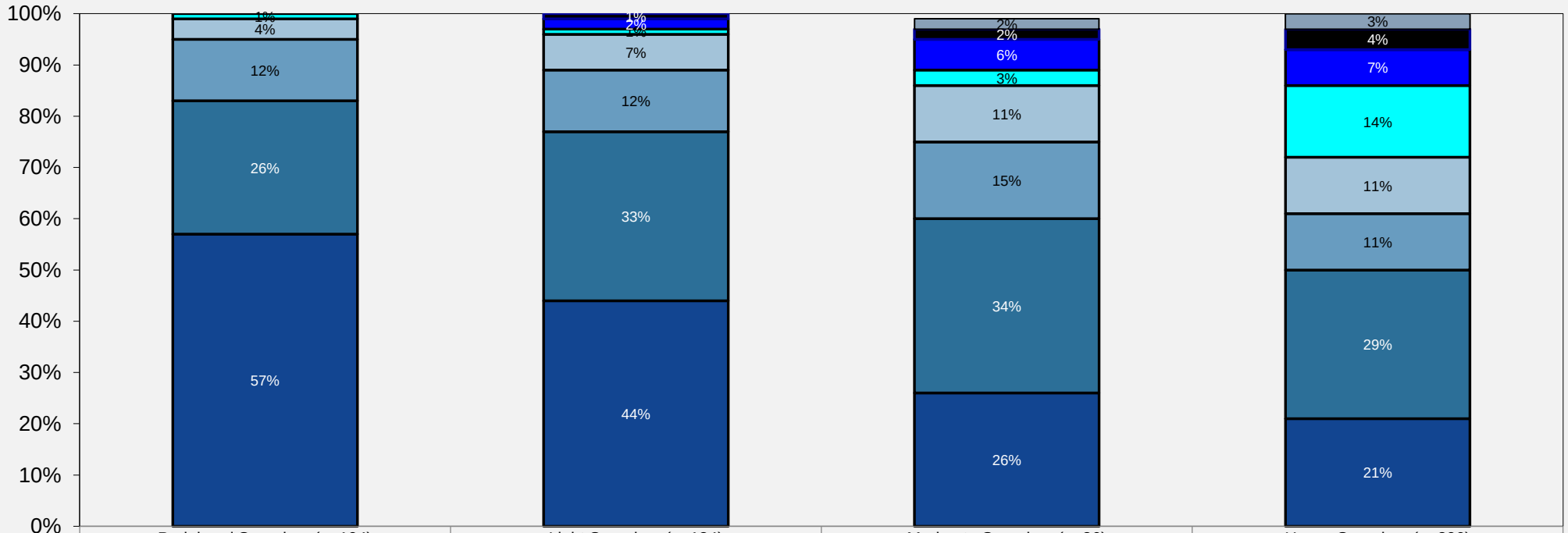
SPENDING DEFINITIONS

Peripheral: Spend $1-103 annually

Light: Spend $104-519 annually

Moderate: Spend $520-1039 annually

Heavy: Spend $1040+ annually



	Peripheral Spenders (n=104)	Light Spenders (n=134)	Moderate Spenders (n=86)	Heavy Spenders (n=206)
MyDaY			2%	3%
2by2		1%	2%	4%
Lucky For Life		2%	6%	7%
NE Pick 3	1%	1%	3%	14%
NE Pick 5	4%	7%	11%	11%
Mega Millions	12%	12%	15%	11%
Scratch games	26%	33%	34%	29%
Powerball	57%	44%	26%	21%

Base: PY Lottery Players

REASONS WHY SPECIFIC LOTTERY GAME IS THEIR FAVORITE (2021)

n=65*

1. It offers the largest jackpots of any lottery game. (48%)
2. It offers the best chance of winning a meaningful prize. (18%)
3. It's a Nebraska-only game. (17%)
4. You don't have to wait long to find out if you have won a prize. (16%)
5. It offers the most choices in terms of how to play. (14%)
6. I have been lucky playing this game. (13%)
7. It offers the best odds of winning a prize. (9%)
8. It's the most interactive game. (8%)
9. Fewer people play this game. (7%)
10. I win more often playing this game than on other games. (7%)
11. You don't have to wait long for the winning numbers to be drawn. (7%)

n=184

1. It offers the largest jackpots of any lottery game. (50%)
2. You don't have to wait long for the winning numbers to be drawn. (19%)
3. You don't have to wait long to find out if you have won a prize. (17%)
4. It offers the best chance of winning a meaningful prize. (10%)
5. It's a Nebraska-only game. (7%)
6. I have been lucky playing this game. (5%)

n=160

1. You don't have to wait long to find out if you have won a prize. (47%)
2. I win more often playing this game than on other games. (34%)
3. I have been lucky playing this game. (30%)
4. It's the most interactive game. (27%)
5. You don't have to wait long for the winning numbers to be drawn. (20%)
6. It offers the best odds of winning a prize. (19%)
7. It offers the most choices in terms of how to play. (18%)
8. It offers the best chance of winning a meaningful prize. (15%)
9. It's a Nebraska-only game. (5%)
10. It offers the largest jackpots of any lottery game. (5%)

n=46**

1. It offers the best chance of winning a meaningful prize. (35%)
2. It's a Nebraska-only game. (34%)
3. You don't have to wait long for the winning numbers to be drawn. (32%)
4. I win more often playing this game than on other games. (27%)
5. It offers the best odds of winning a prize. (24%)
6. I have been lucky playing this game. (23%)
7. Fewer people play this game. (9%)
8. It offers the most choices in terms of how to play. (9%)
9. You don't have to wait long to find out if you have won a prize. (8%)
10. It's the most interactive game. (6%)

(Listing only those items with 5%+ mentions)
* Small base size
** Caution: very small base size

Base: Total Mentions

REASONS WHY SPECIFIC LOTTERY GAME IS THEIR FAVORITE (2019)

n=80

1. It offers the largest jackpots of any lottery game. (56%)
2. It offers the best chance of winning a meaningful prize. (10%)
3. I win more often playing this game than on other games. (7%)
4. You don't have to wait long to find out if you have won a prize. (7%)
5. It's a Nebraska-only game. (6%)
6. You don't have to wait long for the winning numbers to be drawn. (6%)
7. I have been lucky playing this game. (5%)
8. Fewer people play this game.(5%)

n=242

1. It offers the largest jackpots of any lottery game. (50%)
2. You don't have to wait long to find out if you have won a prize. (15%)
3. You don't have to wait long for the winning numbers to be drawn. (13%)
4. It offers the best chance of winning a meaningful prize. (7%)

n=130

1. You don't have to wait long to find out if you have won a prize. (39%)
2. It's the most interactive game. (25%)
3. I win more often playing this game than on other games. (23%)
4. You don't have to wait long for the winning numbers to be drawn. (21%)
5. I have been lucky playing this game. (19%)
6. It offers the best odds of winning a prize. (11%)
7. It offers the best chance of winning a meaningful prize. (10%)
8. It offers the most choices in terms of how to play. (10%)
9. It's a Nebraska-only game. (5%)

n=58*

1. It's a Nebraska-only game. (34%)
2. It offers the best odds of winning a prize. (27%)
3. It offers the best chance of winning a meaningful prize. (20%)
4. I win more often playing this game than on other games. (19%)
5. You don't have to wait long for the winning numbers to be drawn. (19%)
6. I have been lucky playing this game. (17%)
7. You don't have to wait long to find out if you have won a prize. (15%)
8. Fewer people play this game. (9%)
9. It offers the largest jackpots of any lottery game. (5%)

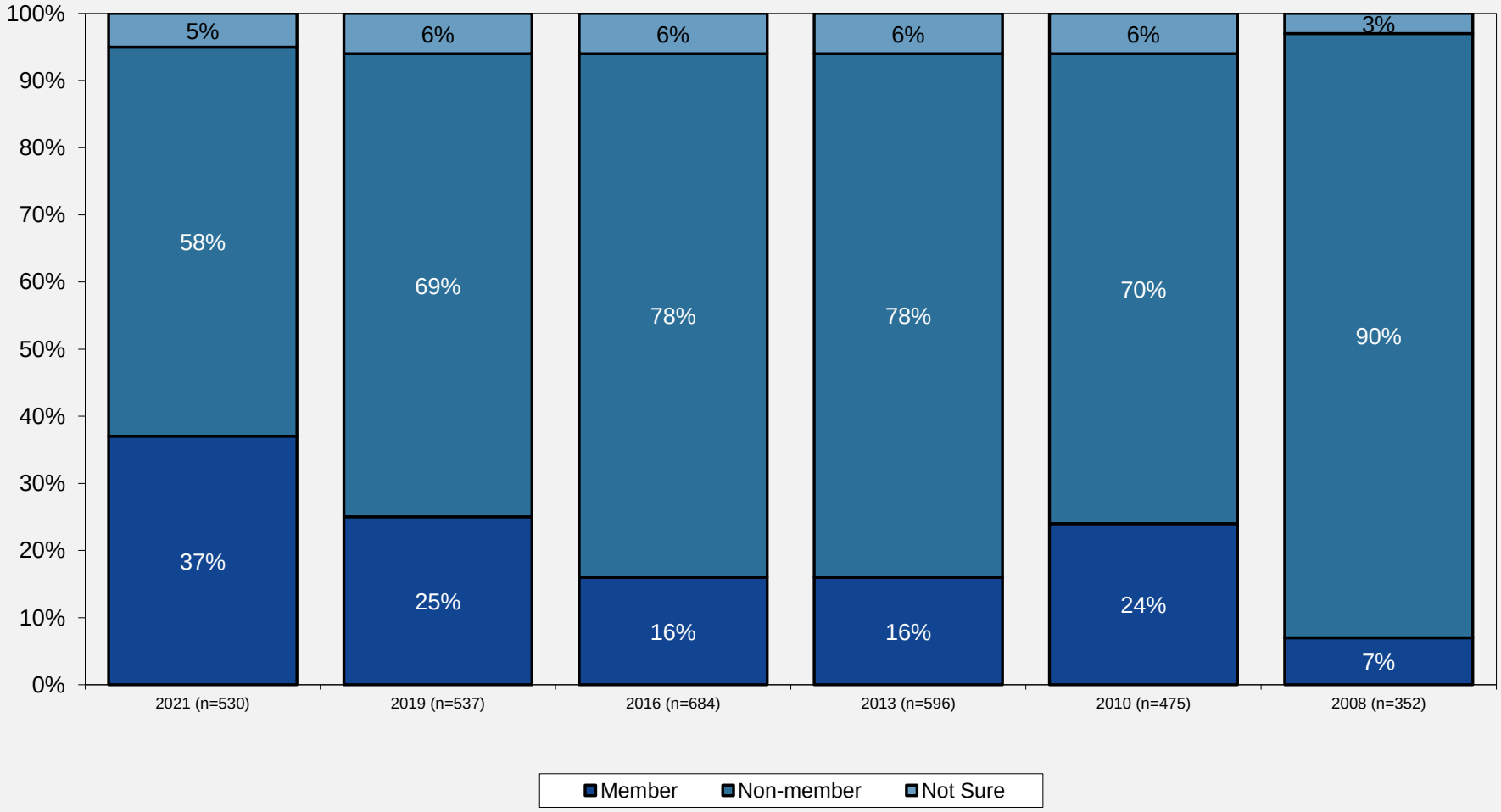
(Listing only those items with 5%+ mentions)
* Small base size
** Caution: very small base size

Base: Total Mentions

Key Findings

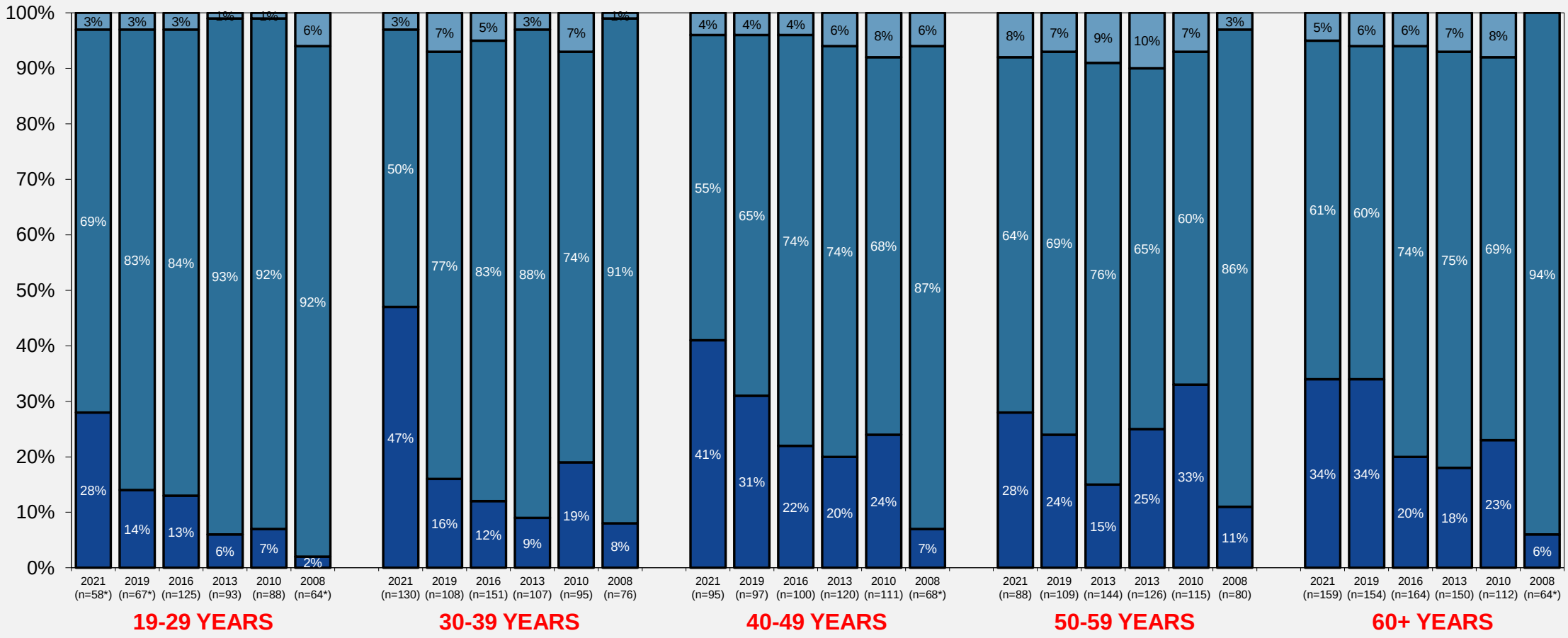
Section 17: MVP Club Membership

OVERALL TRENDS: MVP CLUB MEMBERSHIP



Base: PY Lottery Players

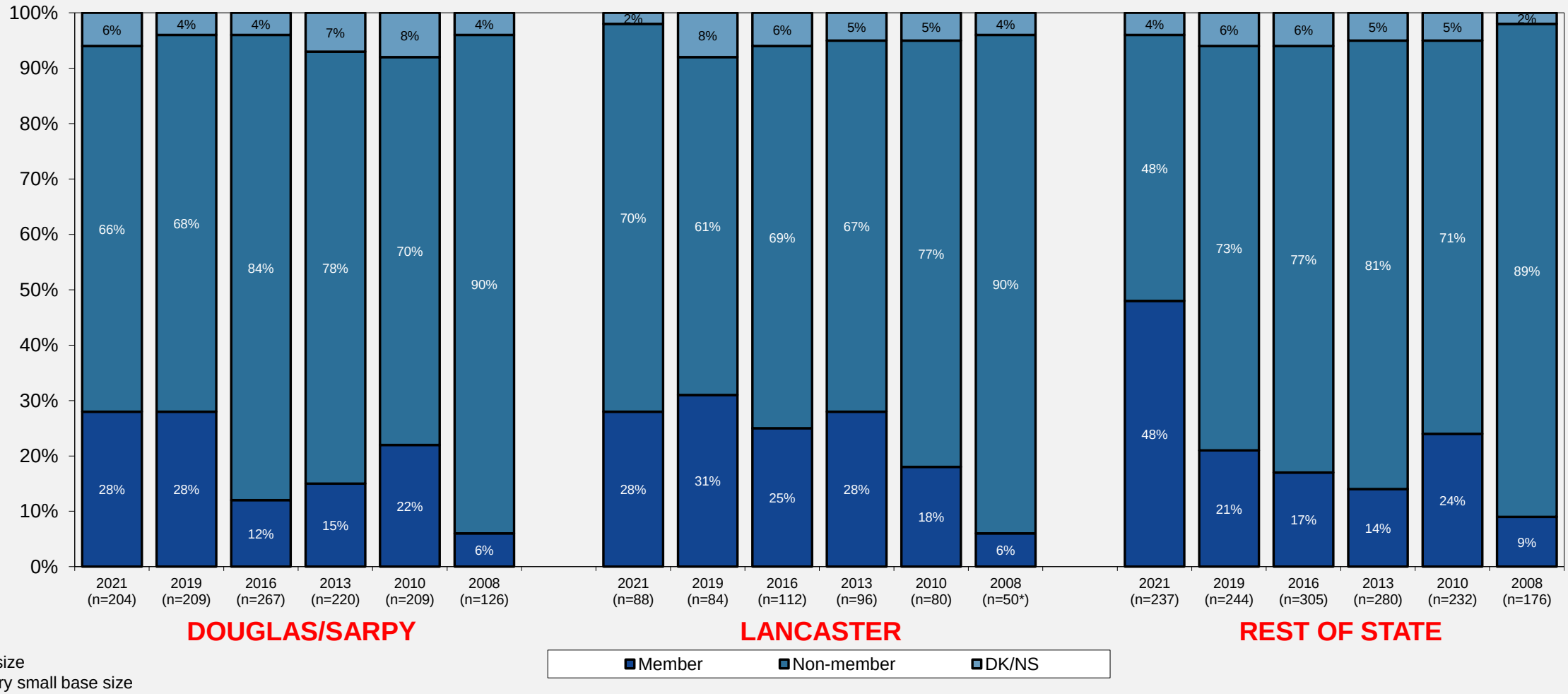
AGE TRENDS:
MVP CLUB MEMBERSHIP



* Small base size
** Caution: very small base size

Base: PY Lottery Players

REGIONAL TRENDS: MVP CLUB MEMBERSHIP



* Small base size
** Caution: very small base size

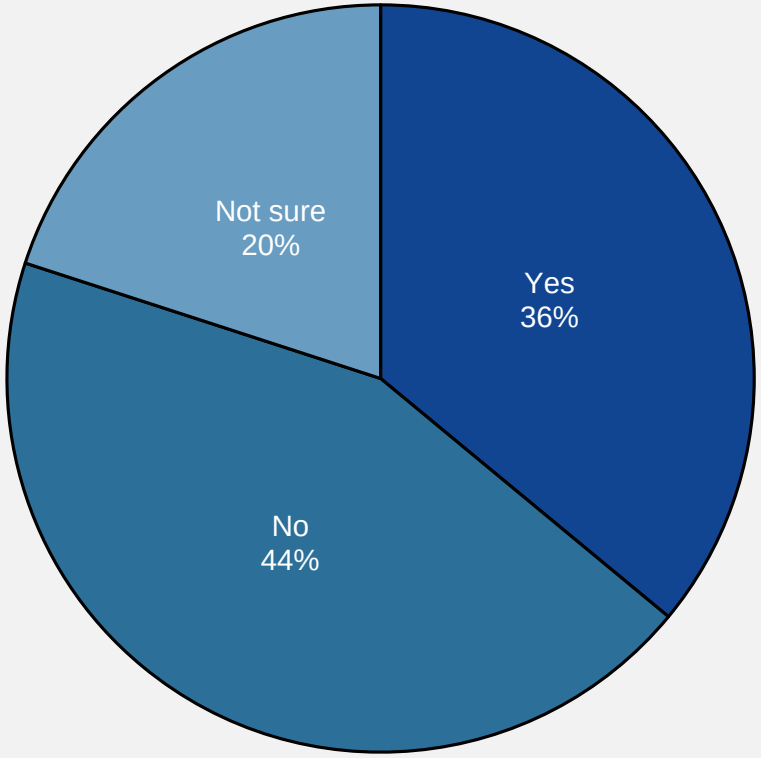
Base: PY Lottery Players

Key Findings

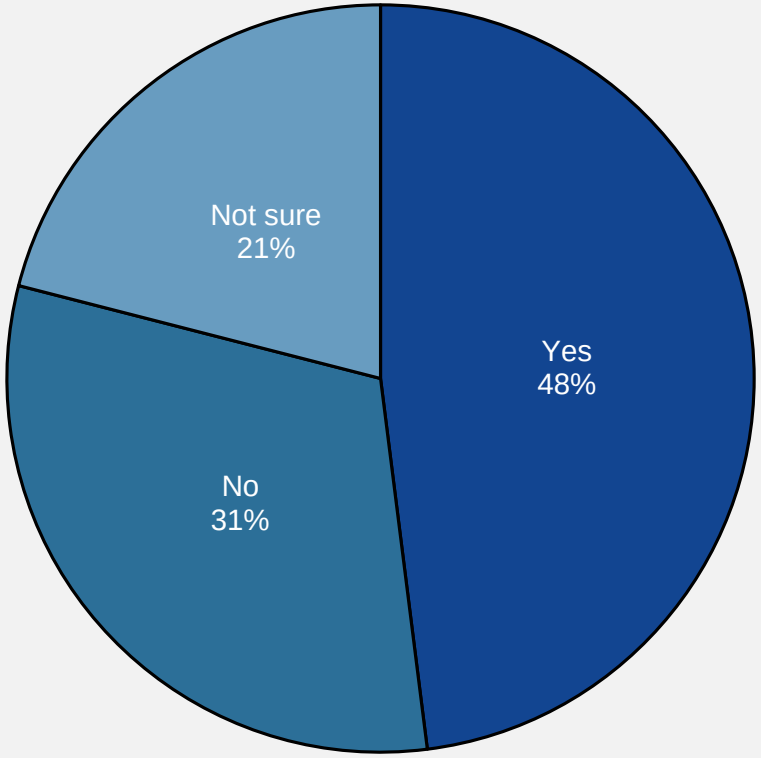
Section 18: Casino gambling at licensed racetracks in the state of Nebraska

CASINO GAMBLING IN NEBRASKA

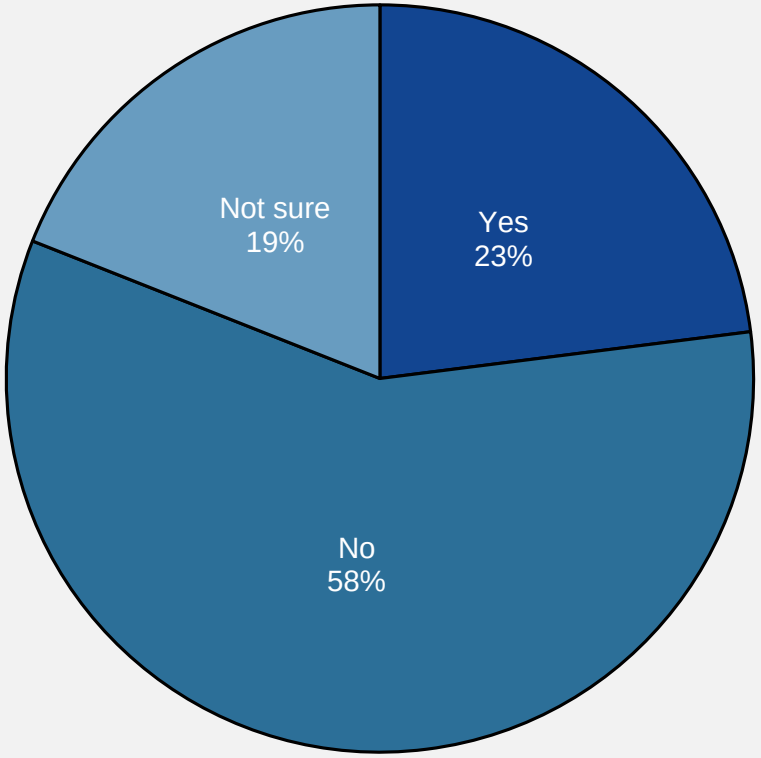
On November 3, 2020, Nebraskans approved casino gambling at licensed racetracks in the state of Nebraska (Initiatives 429, 430, and 431). Are you likely to go to a racetrack in Nebraska once casino games are available to play?



Base: All Respondents (n=1008)



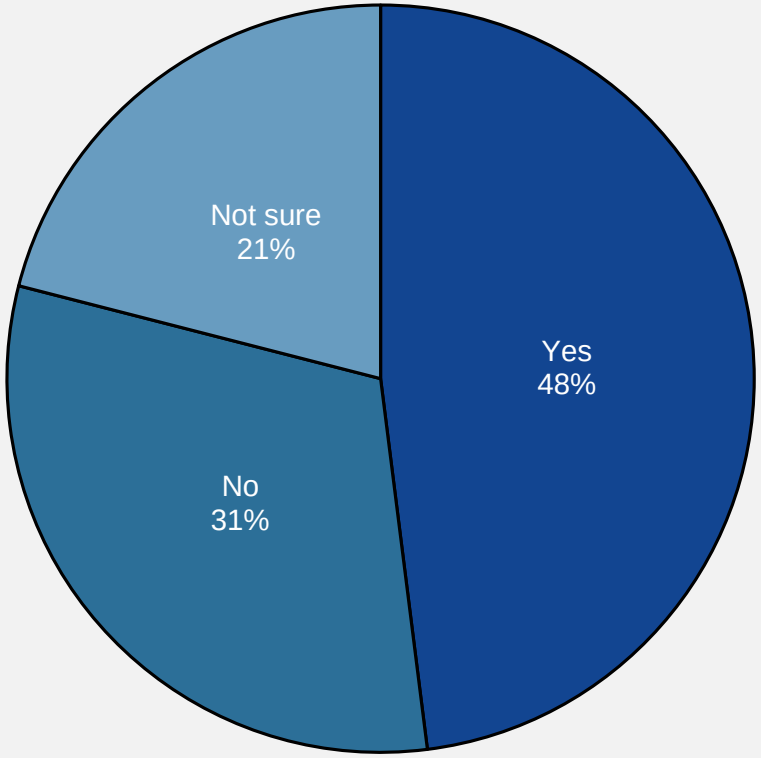
Base: PY Lottery Players (n=530)

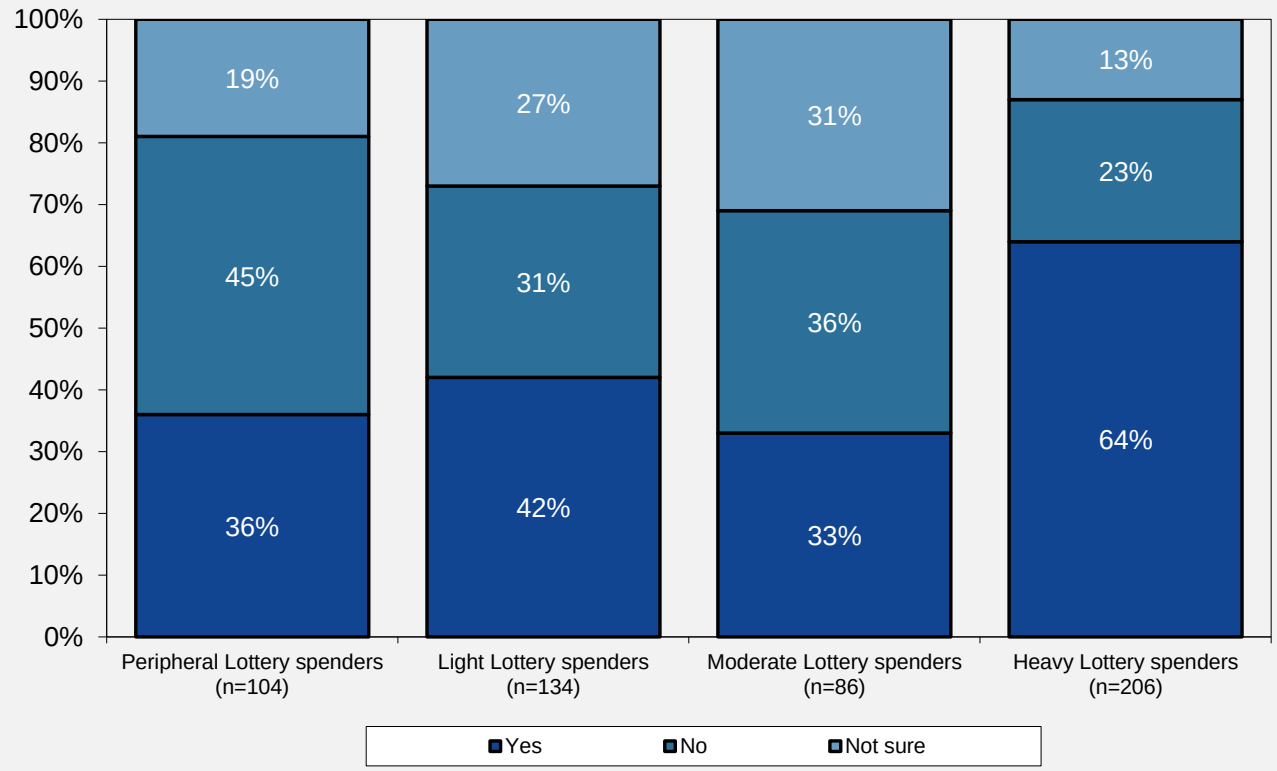


Base: Non-players of Lottery games in PY (n=478)

CASINO GAMBLING IN NEBRASKA

On November 3, 2020, Nebraskans approved casino gambling at licensed racetracks in the state of Nebraska (Initiatives 429, 430, and 431). Are you likely to go to a racetrack in Nebraska once casino games are available to play?



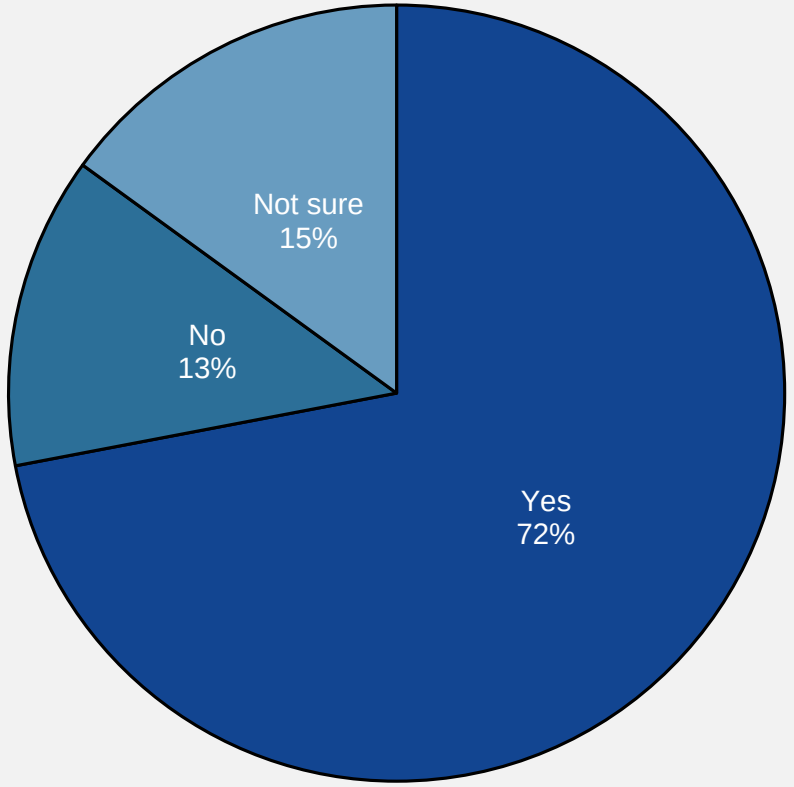


Peripheral: Spend $1-103 annually
Light: Spend $104-519 annually
Moderate: Spend $520-1039 annually
Heavy: Spend $1040+ annually

Base: PY Lottery Players (n=530)

CASINO GAMBLING IN NEBRASKA

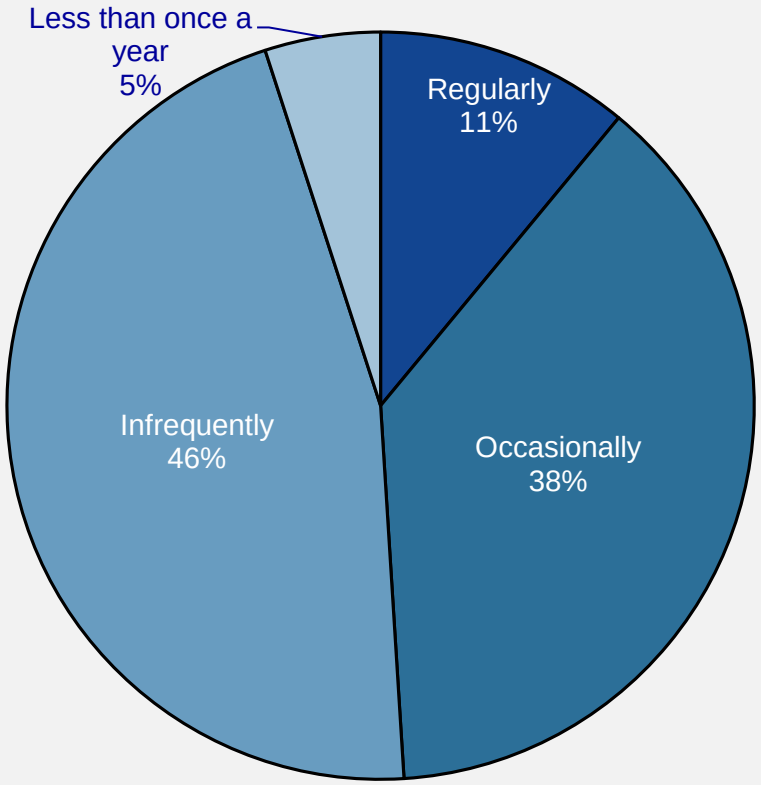
With the approval of casino gambling at license racetracks in Nebraska, are you likely to visit casinos in neighboring states to Nebraska LESS often?

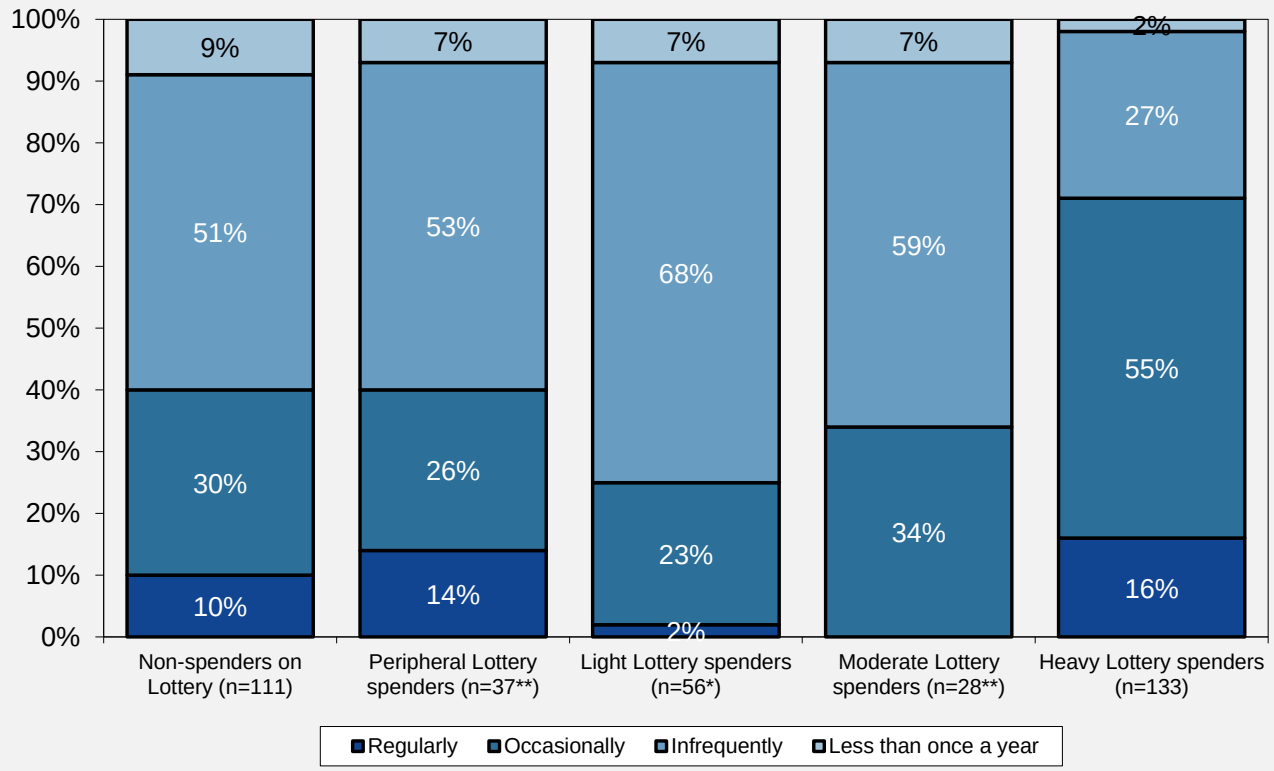


Base: Likely to go to a racetrack in Nebraska & Played Casino Games in PY (n=169)

CASINO GAMBLING IN NEBRASKA

How often are you likely to go to a racetrack in Nebraska once casino games are available to play?





Regularly: Every week
Occasionally: Every couple of weeks, Every month
Infrequently: Every couple months, Every six months, Once a year

* Small base size
** Caution: very small base size

Base: Likely to go to a racetrack in Nebraska (n=366)