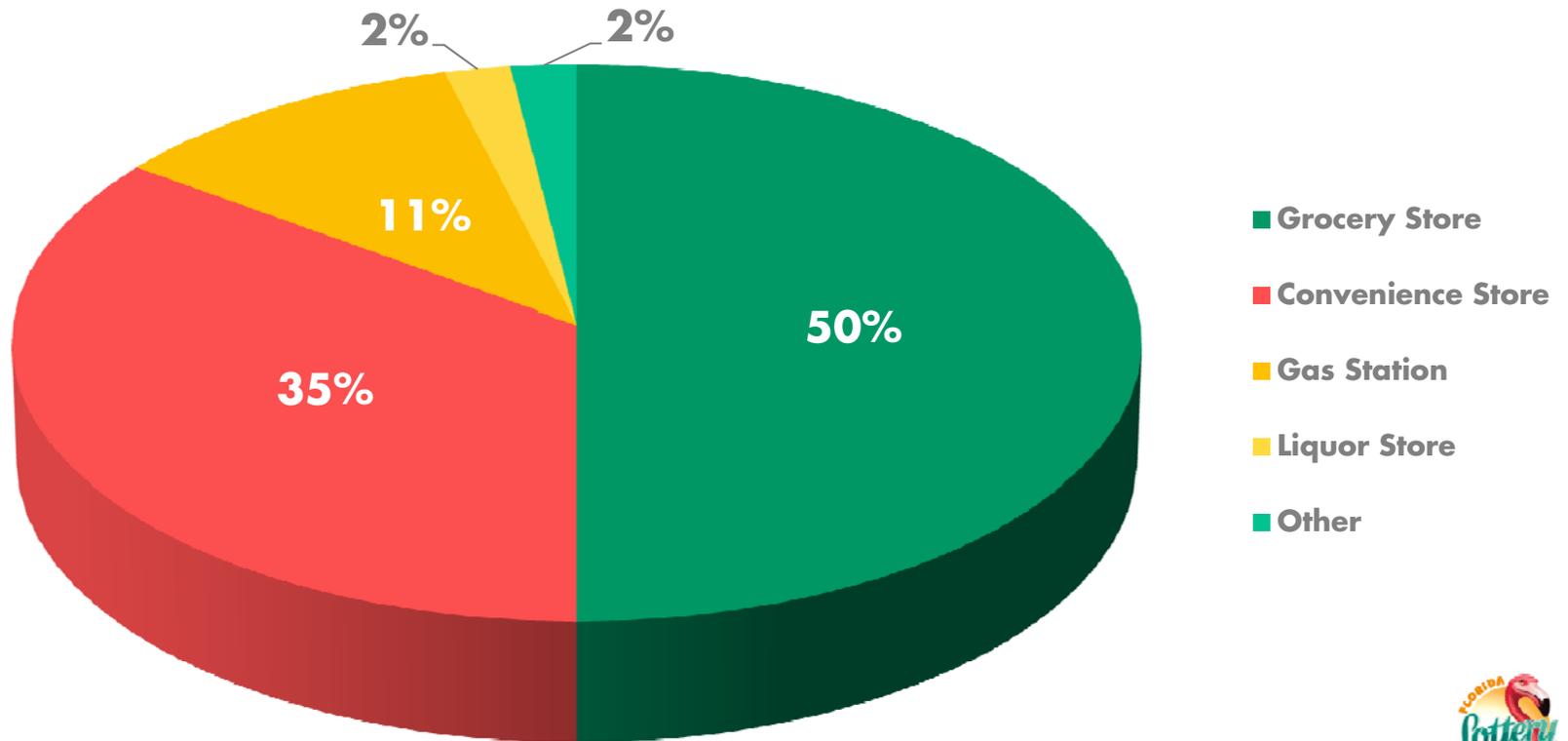




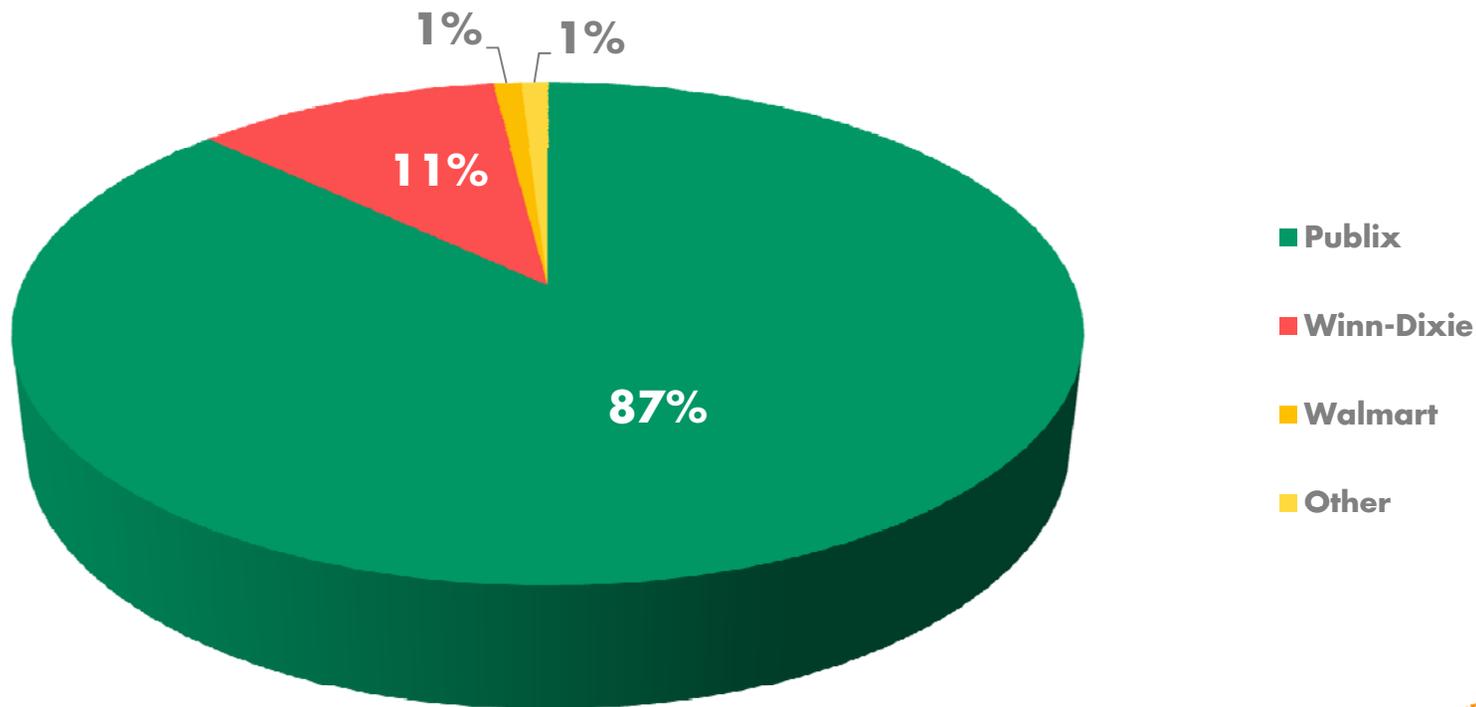
March 2015

## Retailer and Product Survey Results and Summary

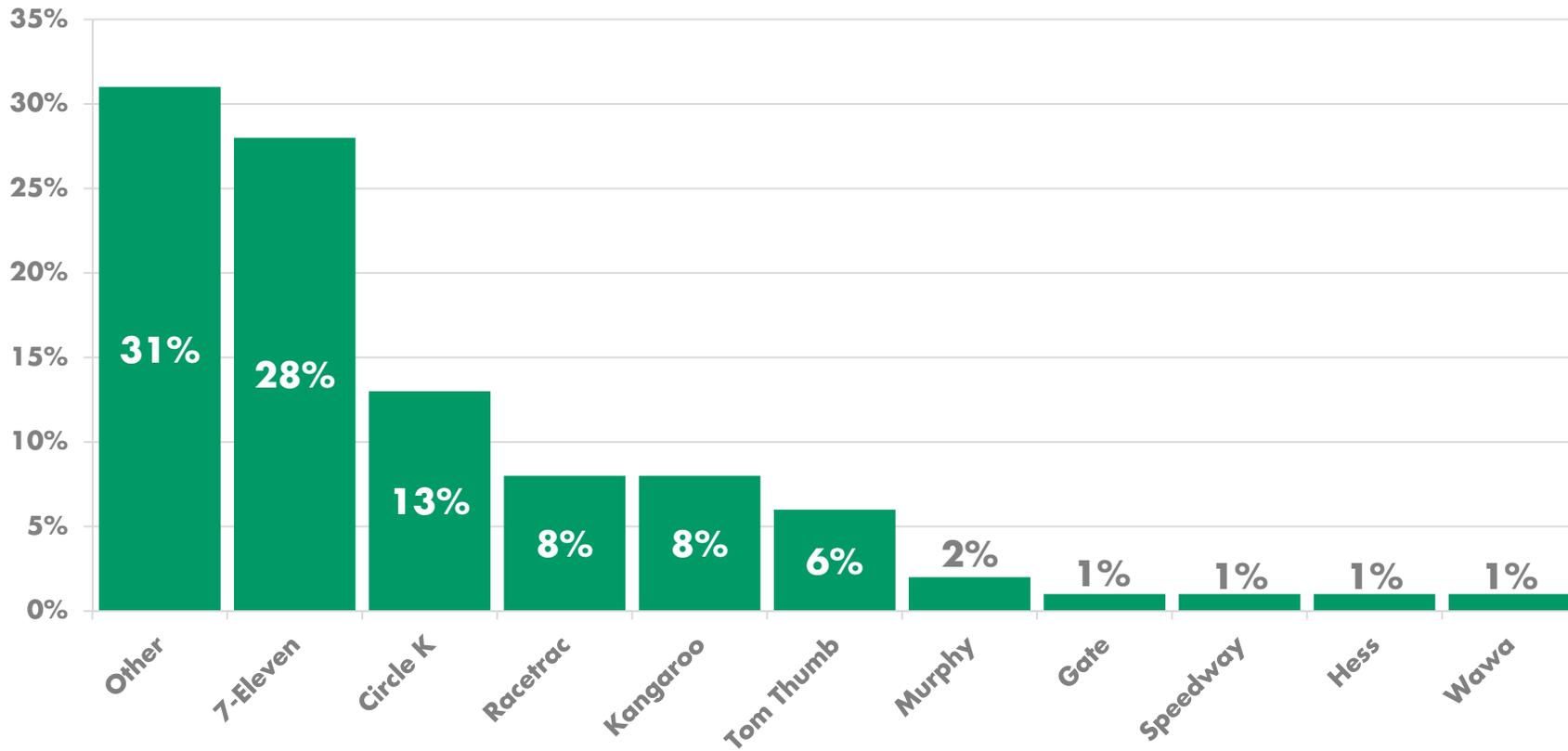
# Where do you typically purchase tickets?



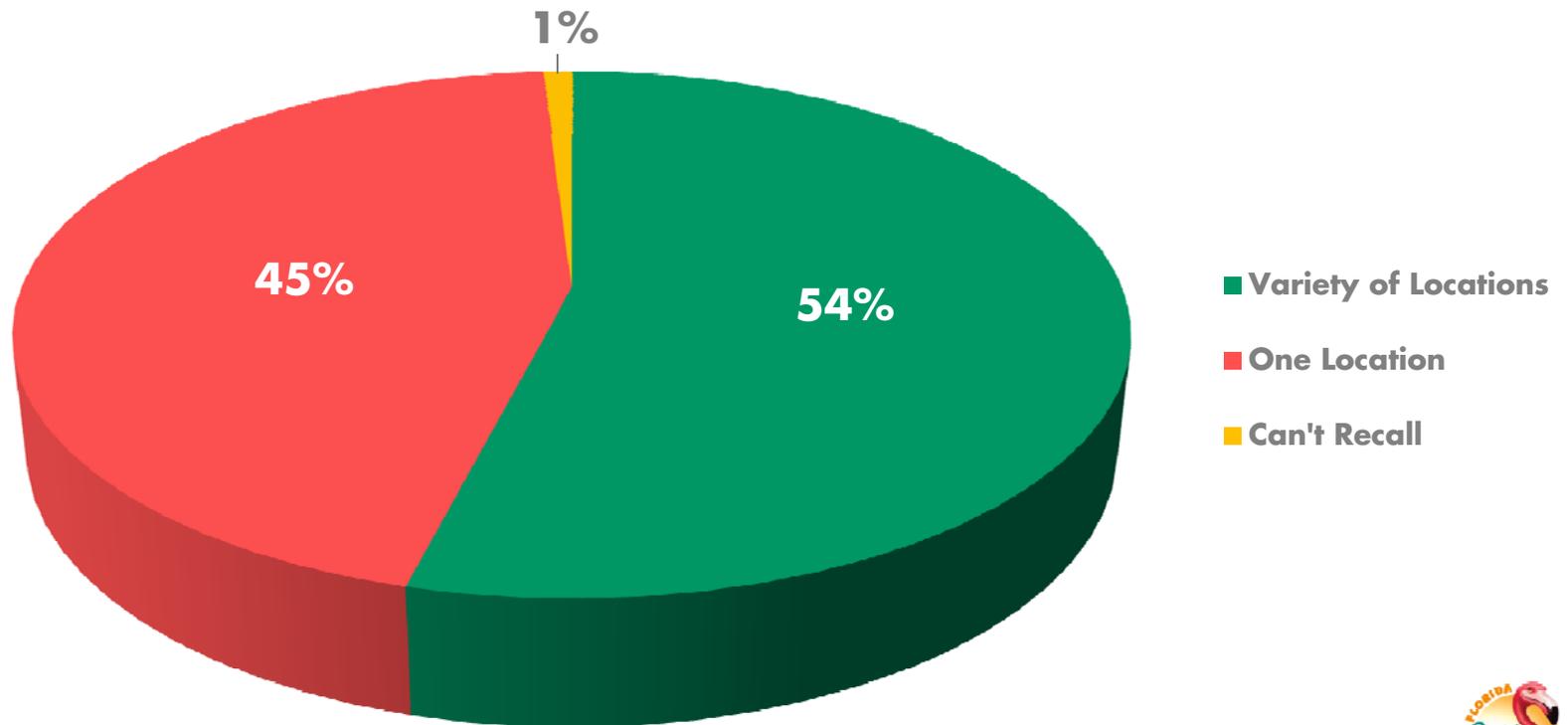
You indicated that you typically purchase lottery tickets at a grocery store, of the grocery store chains below, which store do you make lottery purchases at most often?



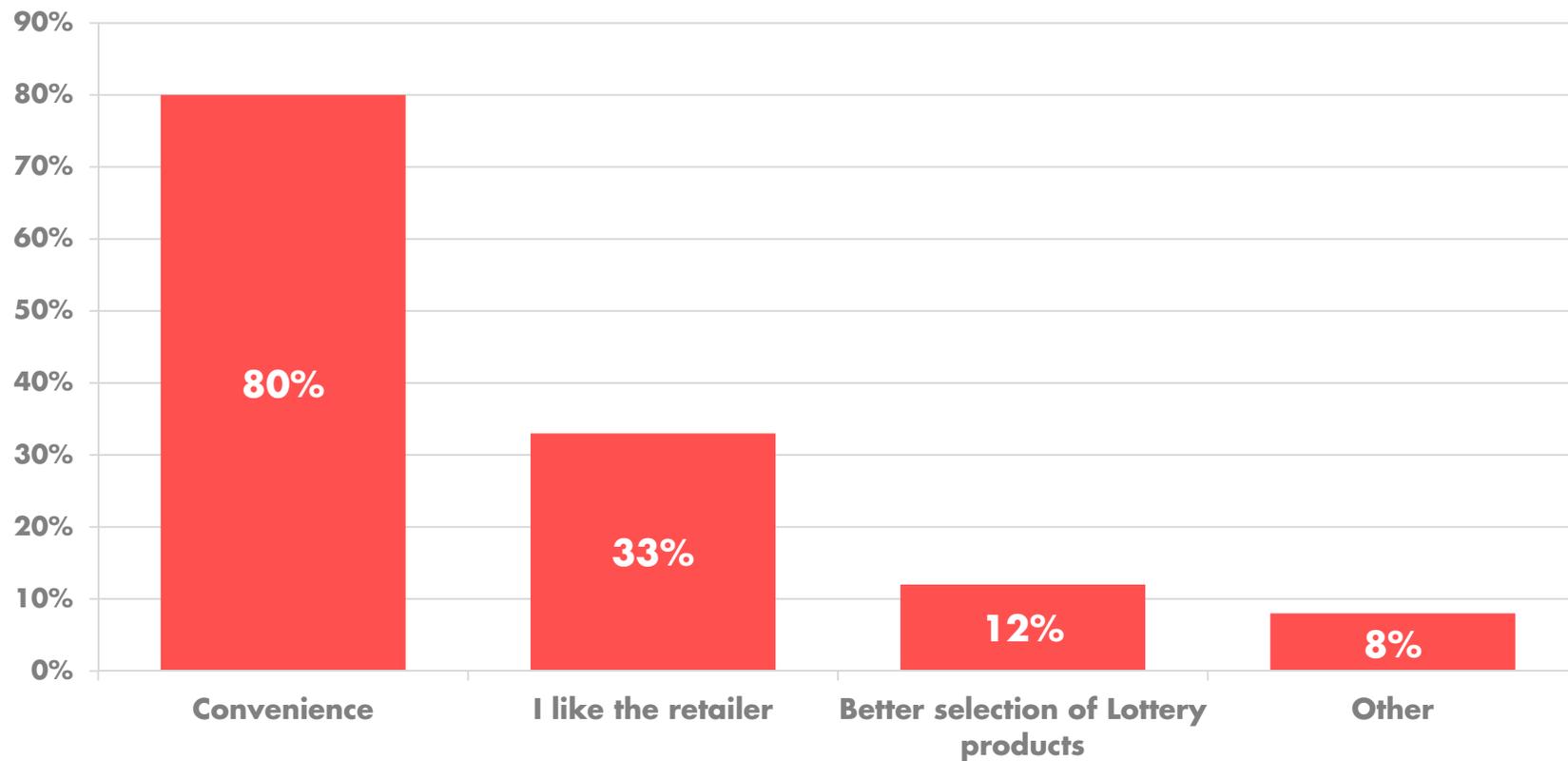
You indicated that you typically purchase lottery tickets at a convenience store, of the convenience store chains below, which store do you make lottery purchases at most often?



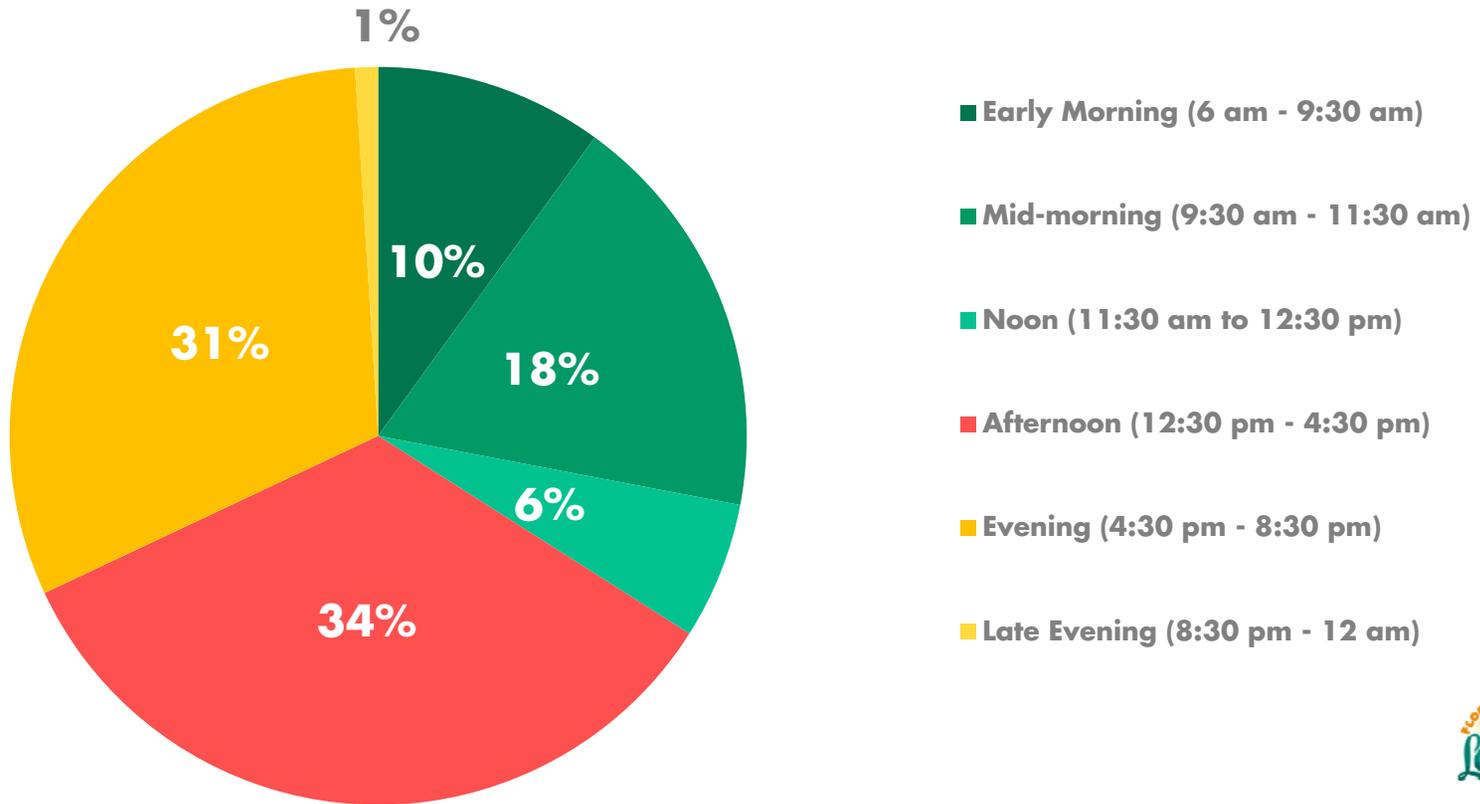
# Do you typically purchase lottery tickets from one specific location, or from a variety of locations?



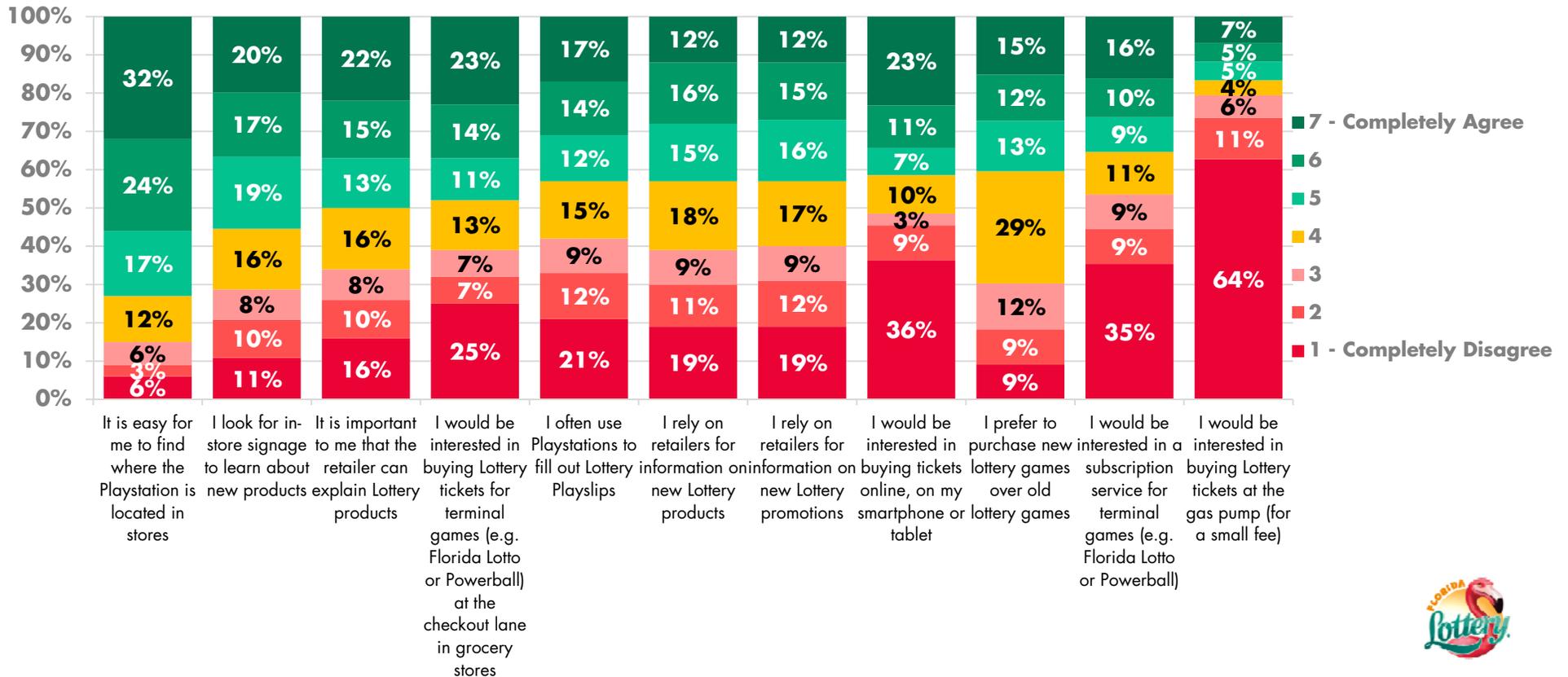
## You indicated that you typically purchase lottery tickets from one specific location, why do you mainly shop at one location?



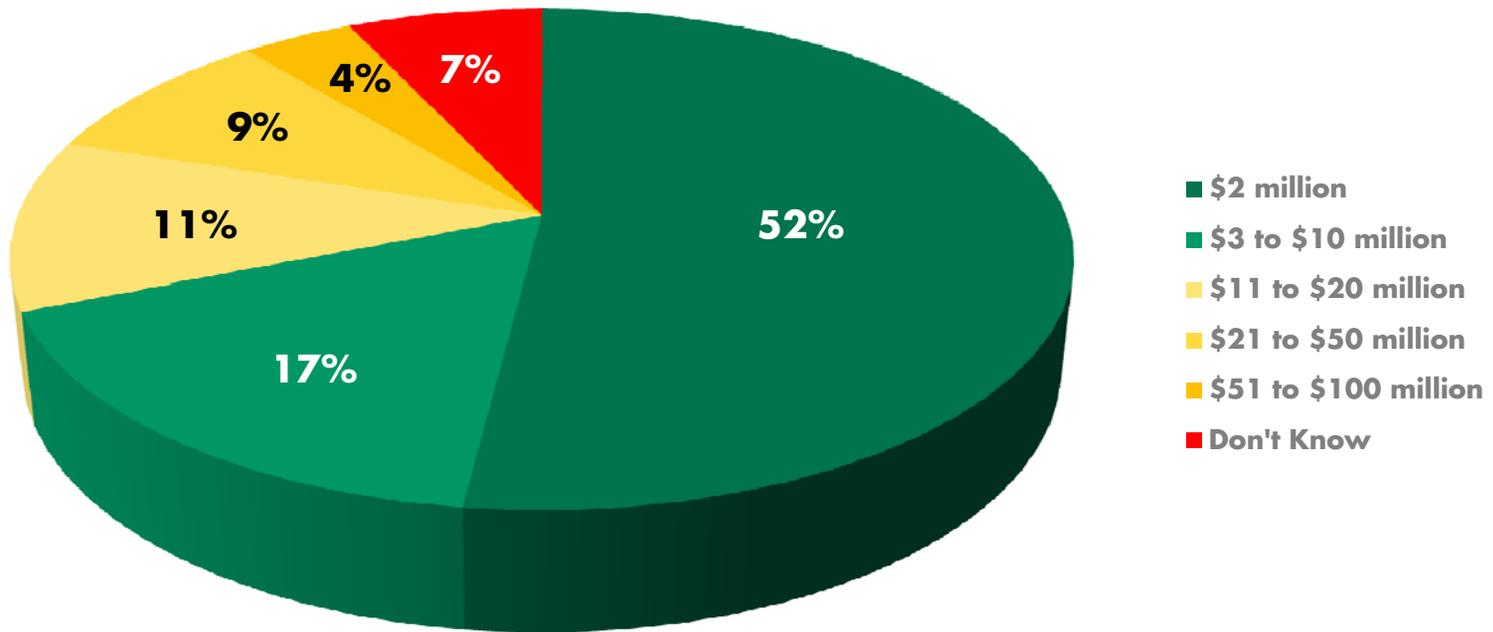
# Around what time of day do you typically purchase Lottery products?



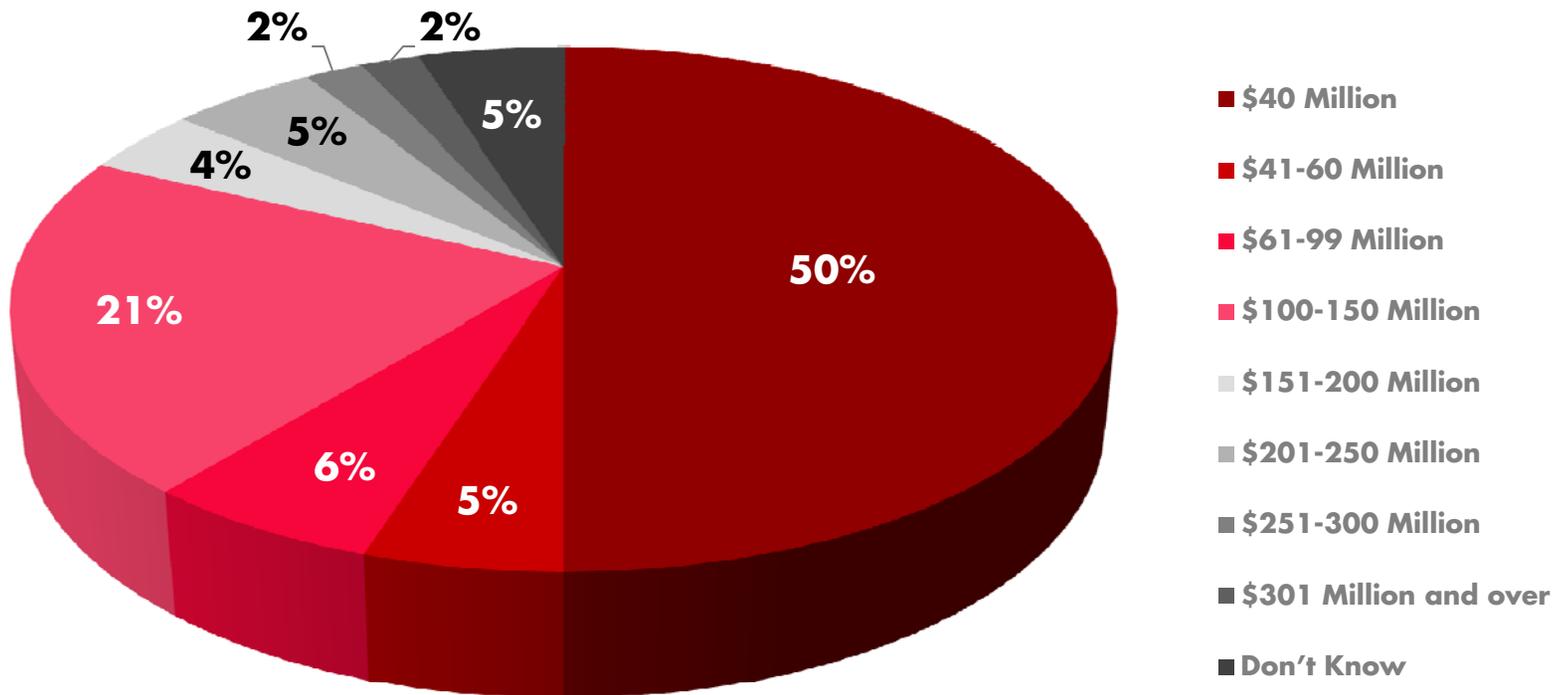
Using a scale of 1-7, where 1 is “Completely Disagree” and 7 is “Completely Agree”; please indicate how much you agree with each of the following statements.



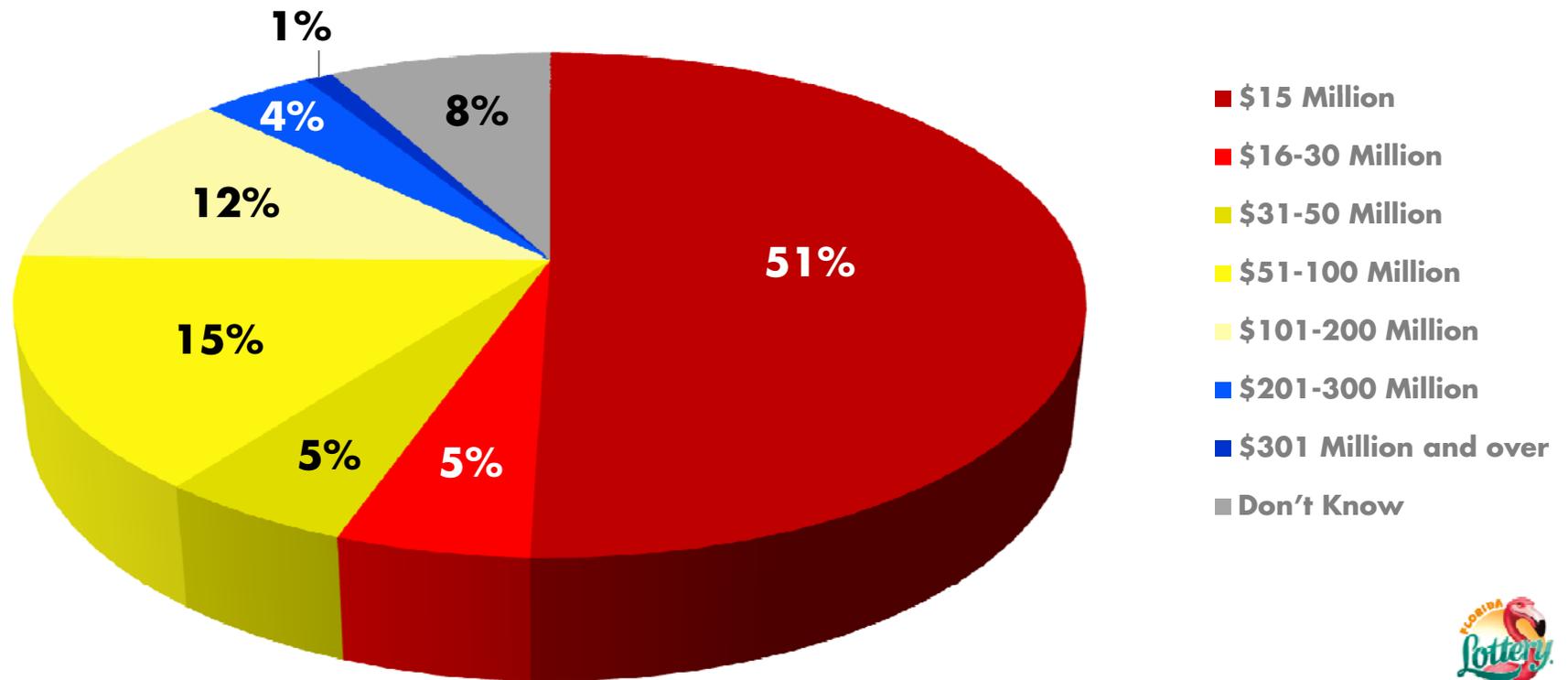
# How high does the jackpot typically need to be for Florida Lotto for you to purchase a ticket?



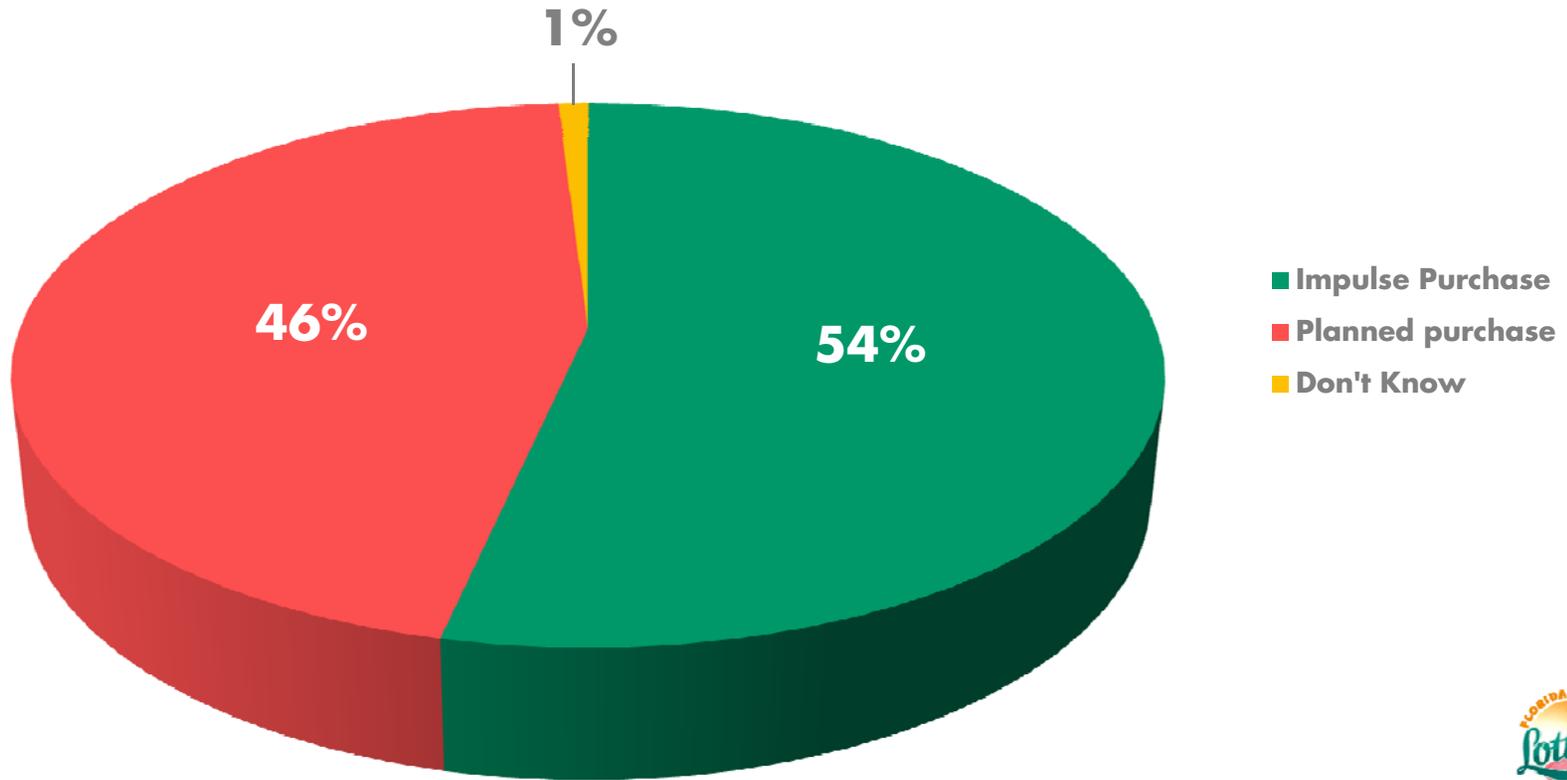
# How high does the jackpot typically need to be for Powerball in order for you to purchase a ticket?



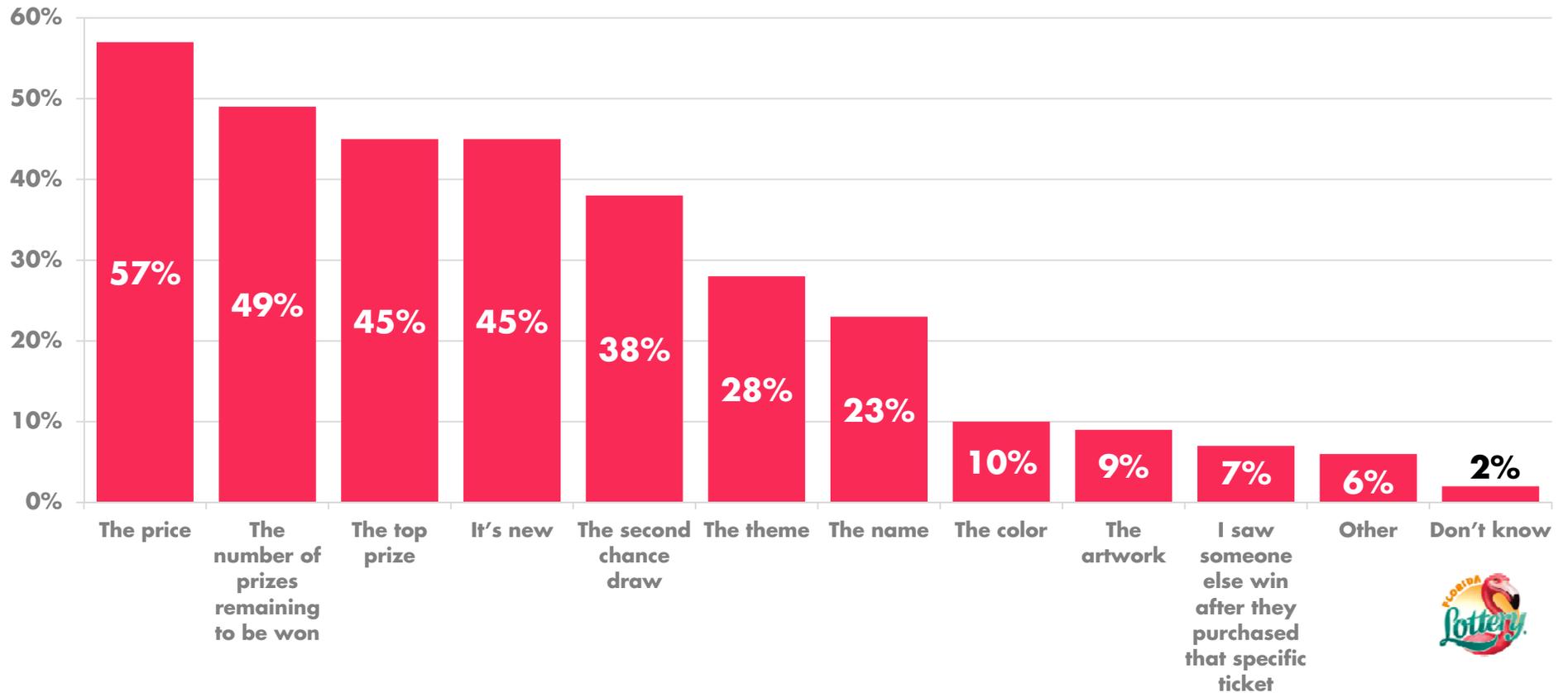
# How high does the jackpot typically need to be for Mega Millions in order for you to purchase a ticket?



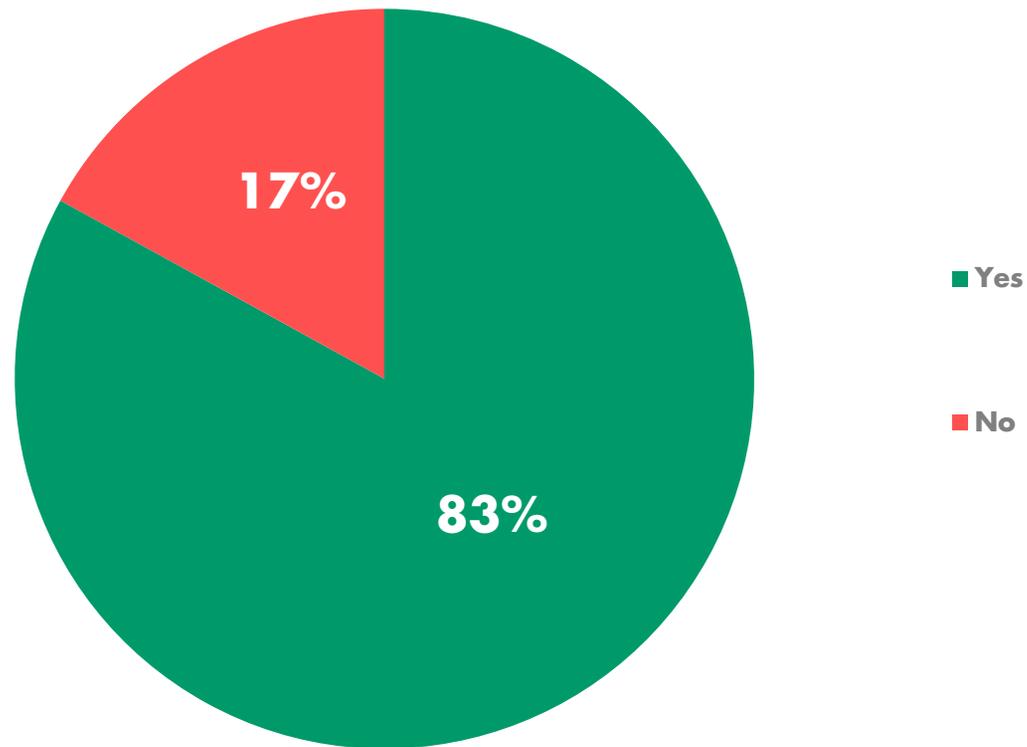
When you buy Scratch-off tickets, do you typically plan your Scratch-off purchase in advance or do you make the decision to buy a Scratch-off ticket on impulse while you are at the store?



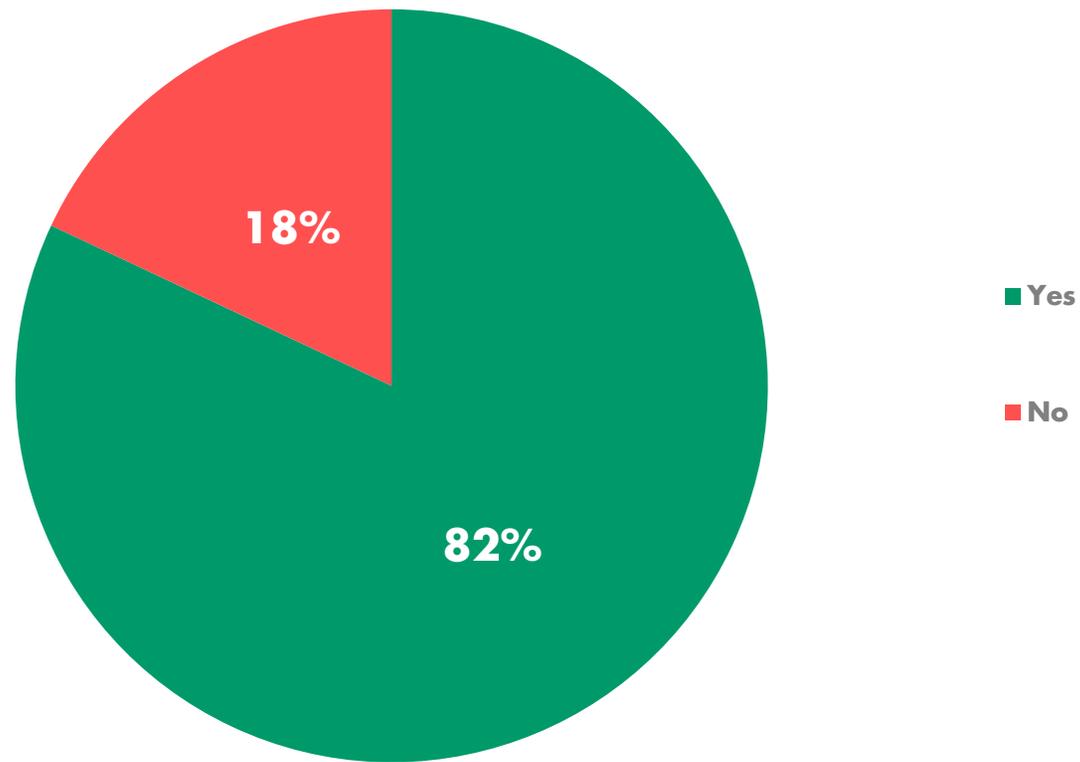
# Thinking about when you make a Scratch-off ticket purchase at a store, what draws you to a specific Scratch-off ticket over other Scratch-off tickets?



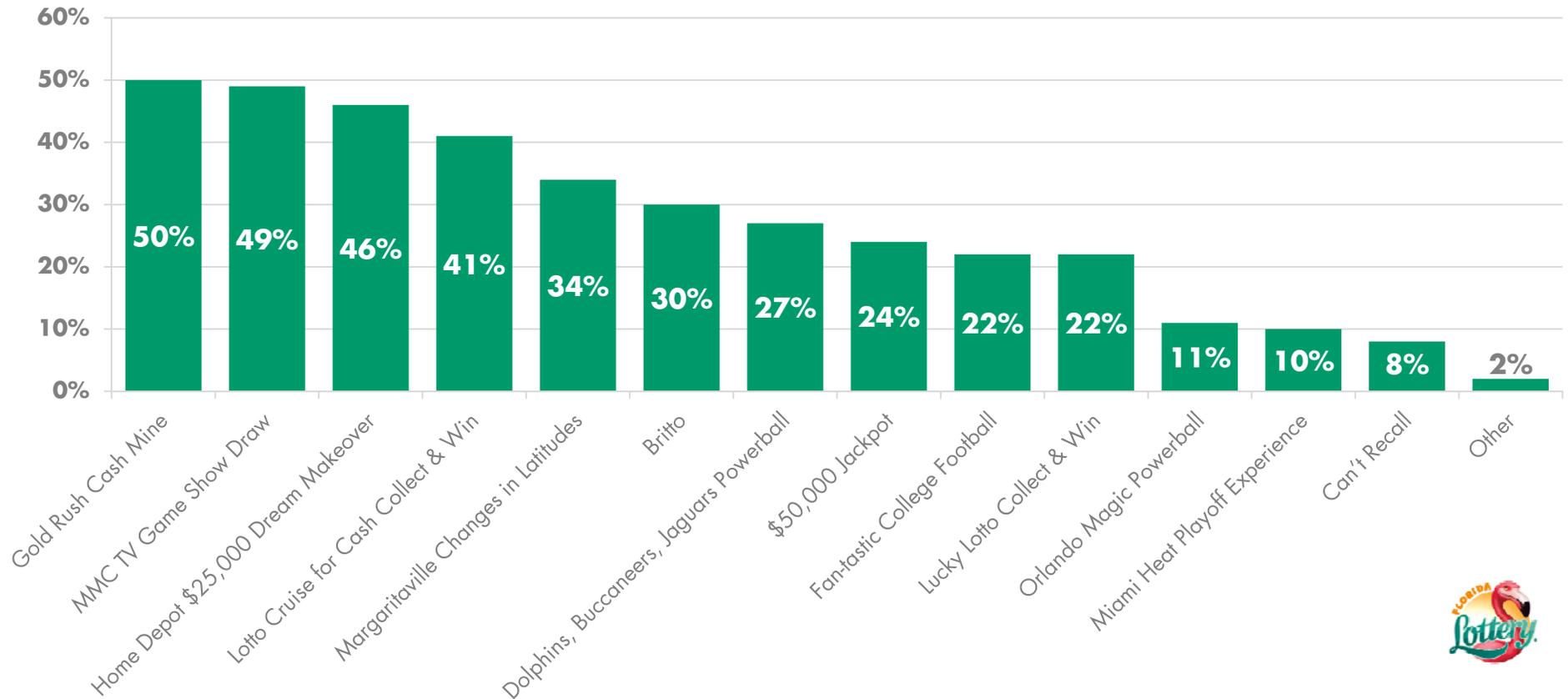
Are you aware that the Florida Lottery holds Second Chance Drawings, where non-winning tickets can be entered online for a chance to win a prize?



# Have you ever entered one of your non-winning tickets into a Second Chance Drawing in the past year?



# Which of the following Second Chance drawings did you enter in the past year?



# What types of prizes would you like to see offered in the Second Chance Drawings?

