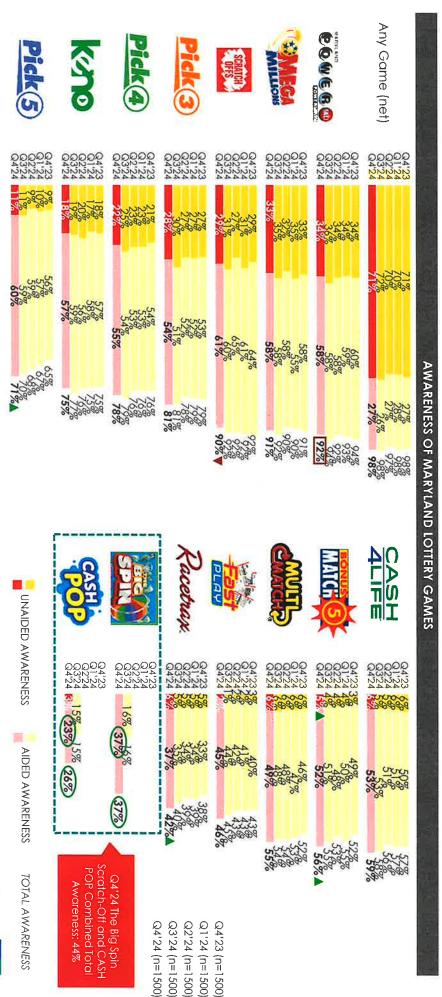
With the launch of The Big Spin Scratch-Off and CASH POP and associated communications, awareness of these two games improved substantially.





38 - © Ipsos

Base: All respondents n=1500
B1. Please use the text boxes below to write down which Maryland Lottery games if any, you are aware of, B2. Before today, had you ever heard of each of the following Maryland Lottery games?
*CASH POP and The Big Spin Scratch-Off were added to the survey in Q3'24



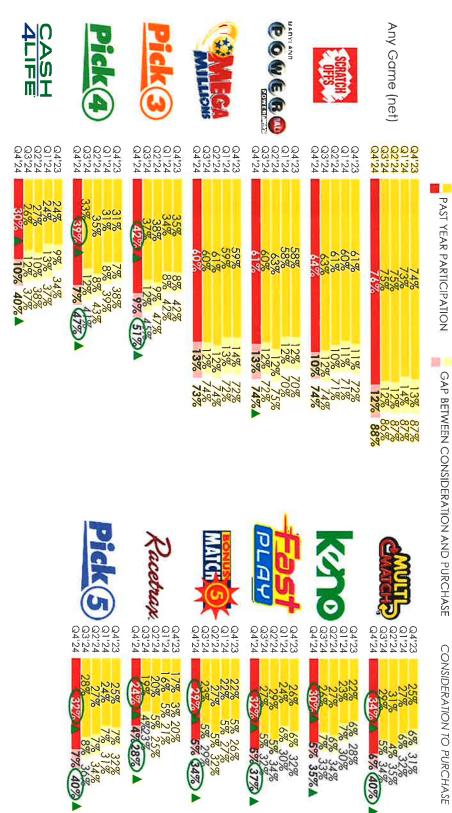






Claimed participation across most games increased this quarter.















With increased play for many games, cross-play also rose.



ALSO PLAYED PAST MONTH																
	Racetrax	Bonus Match 5	FAST PLAY games	Keno	Cash4Life	Multi-Match	Pick 5	Pick 4	Pick 3	Powerball	Mega Millions	Scratch-Off games	Base: n=			
	22%	25%	29%	27%	27%	31%	28%	38%	43%	61%	62%	68%	868	Past Month Players		
	24%	30%	35%	29%	30%	35%	(31%) (31%)	40%	47%	62%		100%	591	Scratch- Off games		 0
	27%	30%	34%	31%	34%	38%	32%	43%	46%	82%	100%	69%	534	Mega Millions		0% TO 20%
	28%	(33%)	36%	34%	(S)(S)	39%	34%	43%	49%	100%	83%	68%	524	Powerball		21% 10 40%
	33%	41%	45%	39%	42%	45%	53%	74%	100%	69%	67%	74%	367	Pick 3	큪	
	36%	45%	49%	42%	45%	51%	62%	100%	85%	71%	71%	73%	325	Pick 4	THOSE WHO PLAYED PAST MONTH	41% TO 60%
	42%	57%	57%	49%	55%	57%	100%	82%	81%	75%	69%	75%	244	Pick 5	LAYED PA	61% TO 80%
	46%	(58%)	56%	47%	55%	100%	51%	61%	62%	76%	75%	77%	268	Multi- Match	ST MONTH	
	48%	61%)	58%	53%	100%	64%	58%	63%	66%	82%	77%	76%	237	Cash4Life	1	■ 81% TO 100%
	61%	(55%)	62%	100%	64%	56%	52%	59%	63%	77%	72%	75%	230	Keno		
	48%	56%	100%	(55%)	53%	60%	55%	62%	66%	74%	72%	81%	262	FAST PLAY games		
**	51%	100%	669	59%	668	73%	64%	68%	70%	81%	74%	81%	218	Bonus Match 5		
	100%	58%	64%	61%	59%	66%	55%	62%	64%	78%	75%	76%	193	Racetrax		





Base: Past month players of each game n=varies

D1. When did you last play each of the following Manyland Lottery games? Past Month