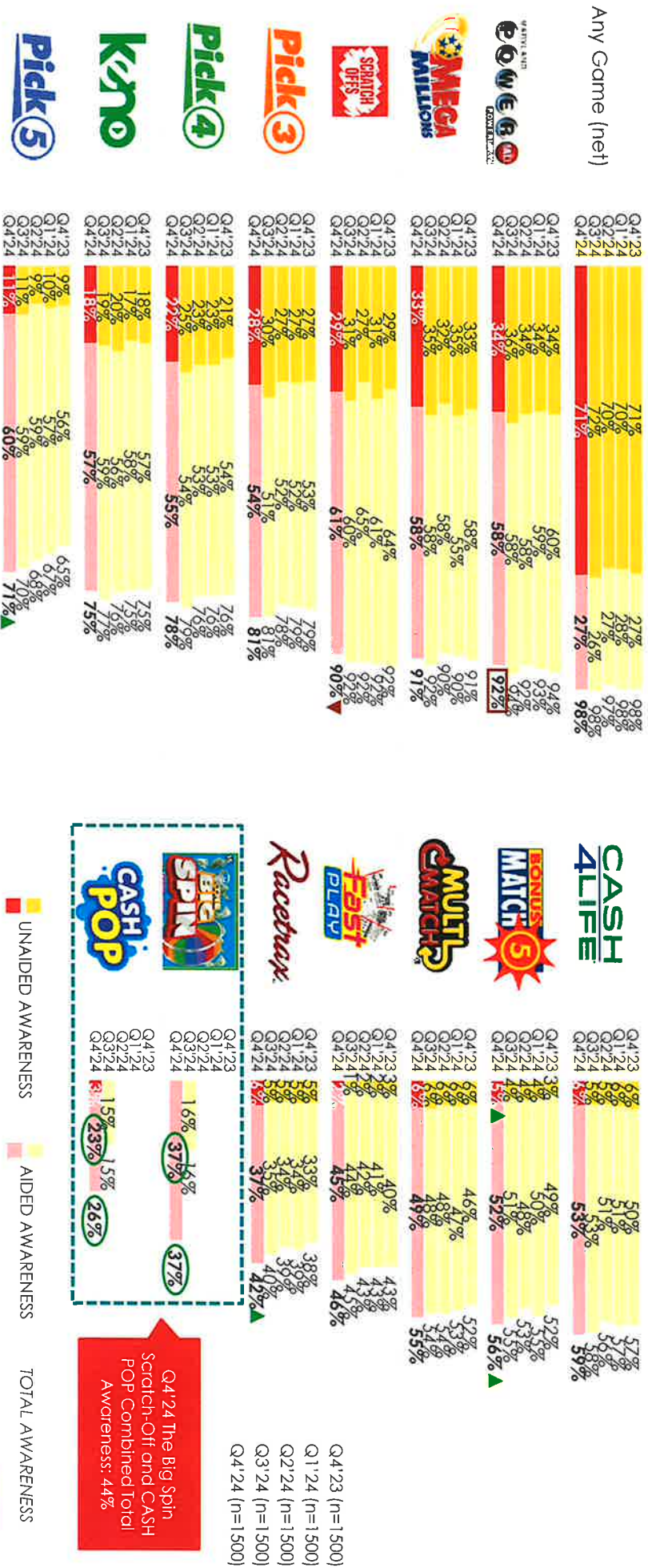


# With the launch of The Big Spin Scratch-Off and CASH POP and associated communications, awareness of these two games improved substantially.



## AWARENESS OF MARYLAND LOTTERY GAMES



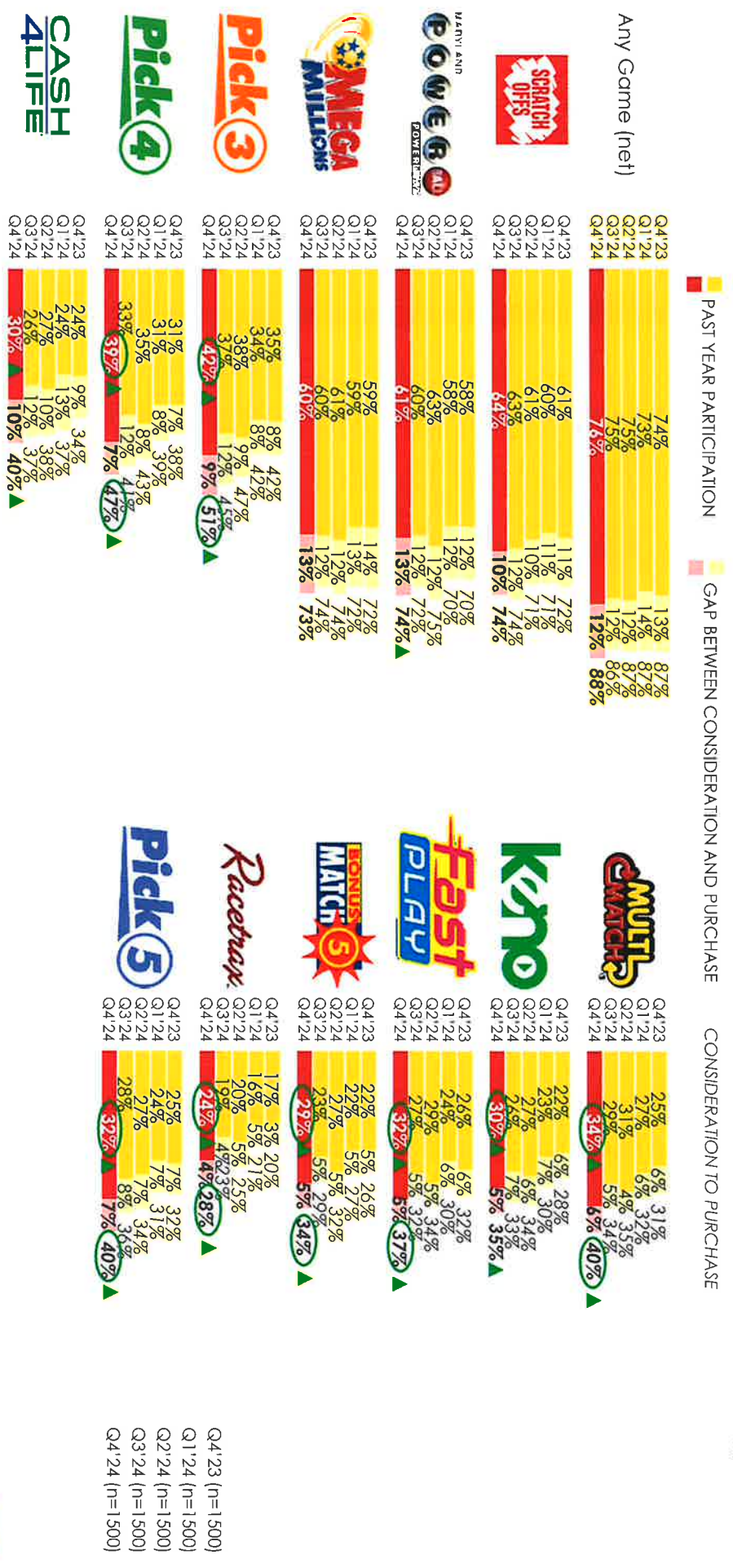
Q4'24 The Big Spin Scratch-Off and CASH POP Combined Total Awareness: 44%

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

38 - @ Ipsos



# Claimed participation across most games increased this quarter.



39 - © Ipsos

Base: All respondents n=1500  
 D0. Which of the following Maryland Lottery game(s) would you consider purchasing in the future?  
 D1. When did you last play each of the following Maryland Lottery games?

Significantly higher/lower than Q4'23. Significantly higher/lower than Q3'24. Ipsos



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

## THOSE WHO PLAYED PAST MONTH ...



0% TO 20% 21% TO 40% 41% TO 60% 61% TO 80% 81% TO 100%

ALSO PLAYED PAST MONTH ...

Base: Past month players of each game n=varies  
 D1. When did you last play each of the following Maryland Lottery games? Past Month