



Powerball: US Lottery Literacy Study

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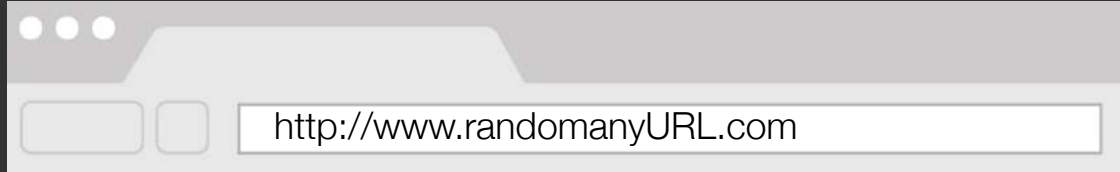
www.riwi.com

As profiled in...



How RDIT™ Works

When looking for a website, you may type in an address (e.g. randomanyURL.com) into the URL bar that takes you to an unintended destination. Your intended destination either doesn't exist or is inaccurate – so you randomly encounter a RIWI survey on that page, which RIWI controls at that given time. RDIT accesses the dynamic and highly scalable flow of online users around the world every day.



1. The RIWI Engine checks and cleans for “bots”



2. Recognizes device type and operating system



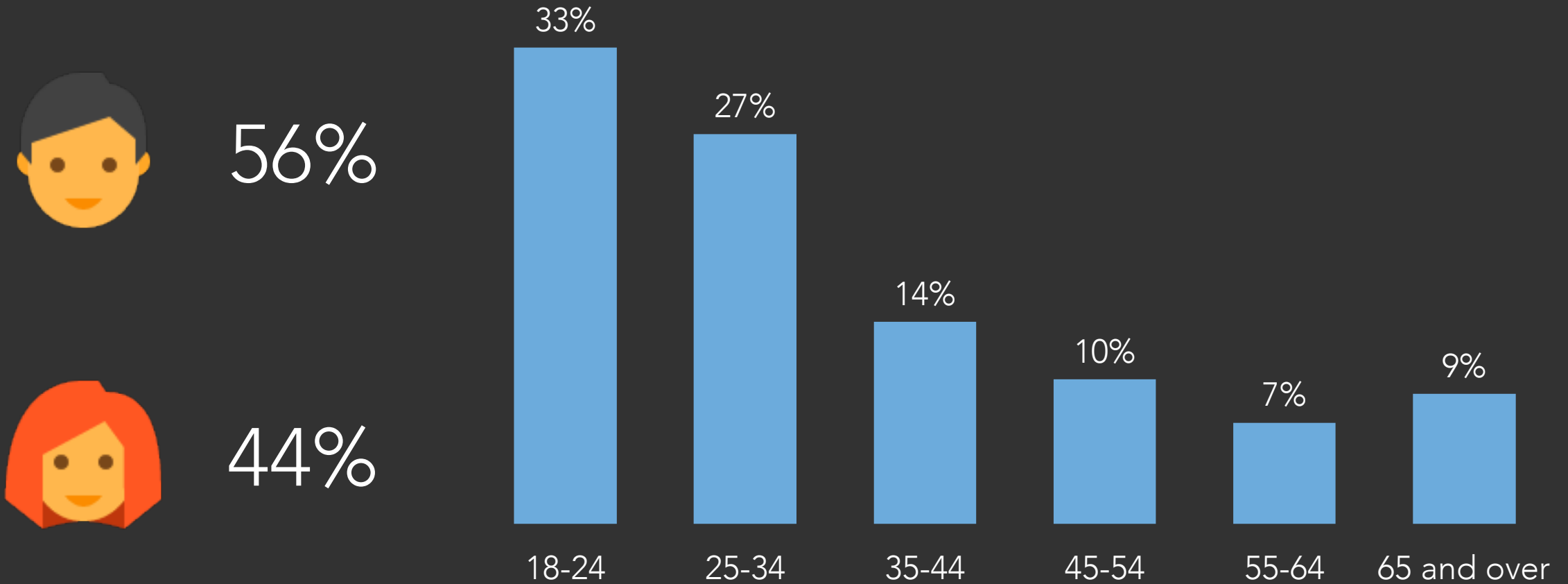
3. Acquires country code and geo-location

4. Chooses applicable language and delivers appropriate survey



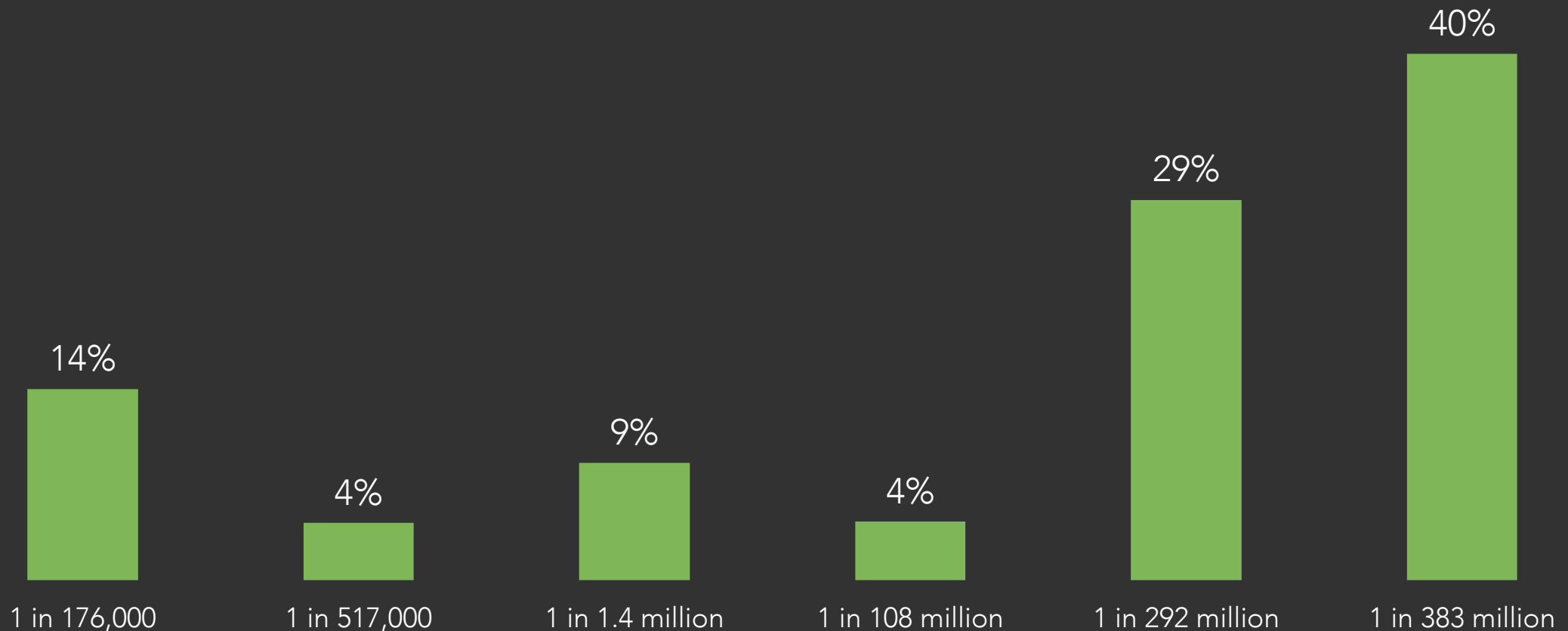
Demographics: Unweighted Age and Gender

(N=2,896)



What do you think your odds are of winning the \$1.5 billion USD Powerball lottery jackpot if you bought just one ticket?

All Respondents (N=1,985)

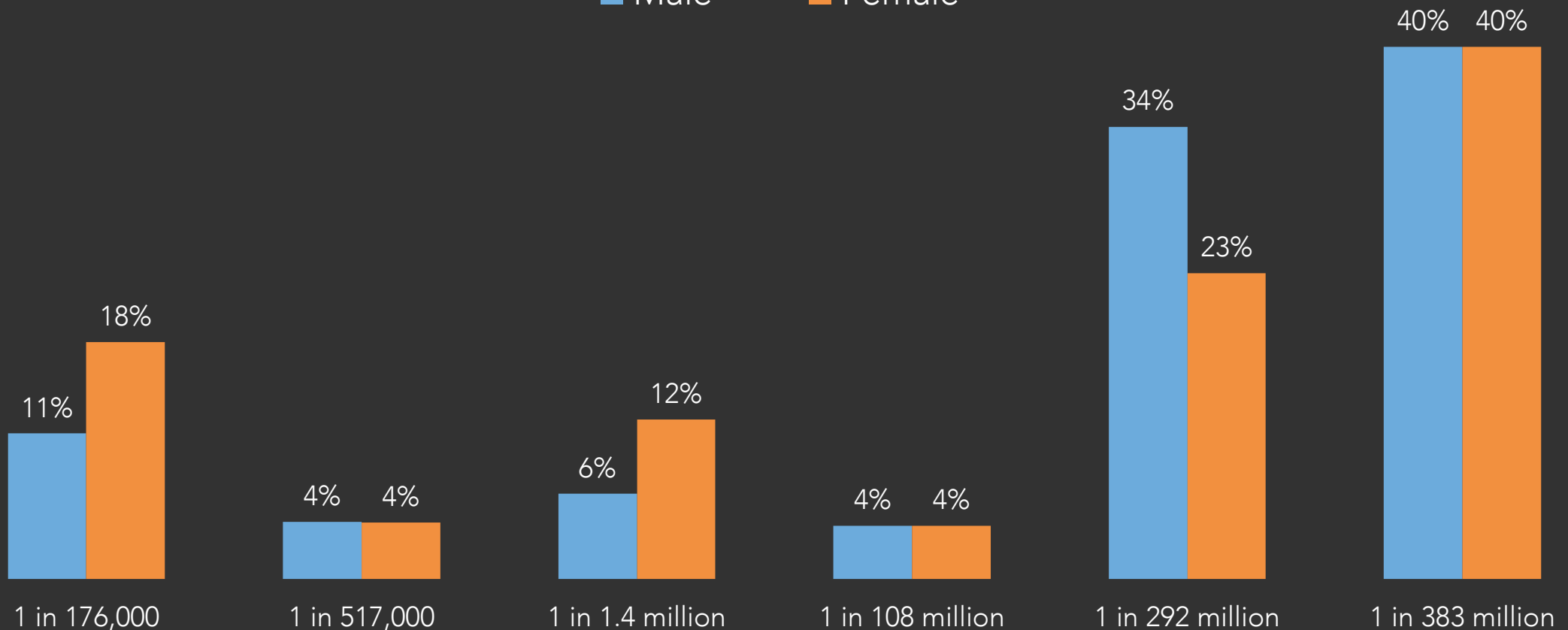


Given the low-latency and computational infrastructure of the RDIT survey platform, respondents had no time to search for the answer online before responding. Answers are therefore based on quick-action associational response.

What do you think your odds are of winning the \$1.5 billion USD Powerball lottery jackpot if you bought just one ticket?

By Gender (N=1,985)

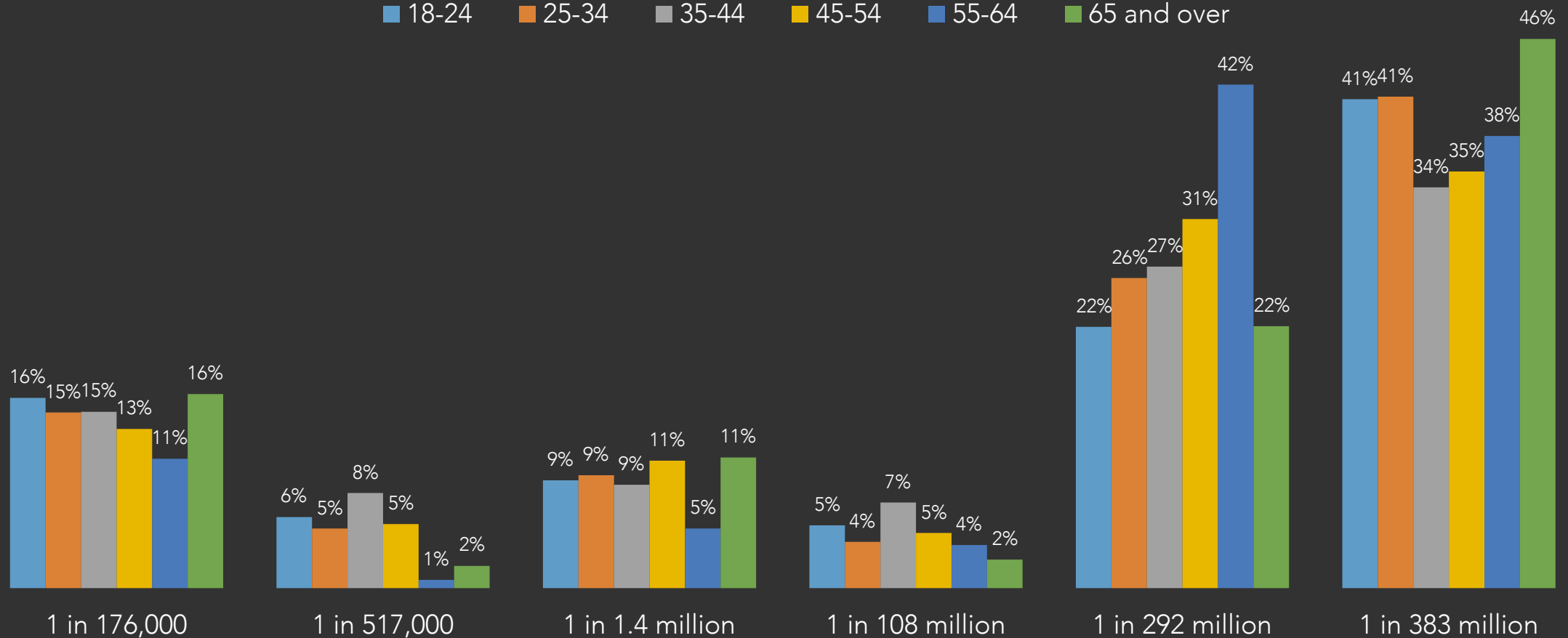
■ Male ■ Female



What do you think your odds are of winning the \$1.5 billion USD Powerball lottery jackpot if you bought just one ticket?

By Age Group (N=1,985)

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65 and over



Respondent Distribution by State (N=1,985)

Alabama	0.9%	Illinois	4.7%	Montana	0.3%	Rhode Island	0.2%
Alaska	0.2%	Indiana	1.7%	Nebraska	0.7%	South Carolina	1.1%
Arizona	2.7%	Iowa	0.8%	Nevada	0.8%	South Dakota	0.3%
Arkansas	0.8%	Kansas	0.9%	New Hampshire	0.2%	Tennessee	1.7%
California	14.2%	Kentucky	1.1%	New Jersey	3.6%	Texas	7.4%
Colorado	2.1%	Louisiana	0.7%	New Mexico	0.6%	Utah	1.0%
Connecticut	0.9%	Maine	0.1%	New York	8.3%	Vermont	0.2%
Delaware	0.4%	Maryland	1.9%	North Carolina	2.8%	Virginia	3.2%
District of Columbia	0.6%	Massachusetts	1.8%	North Dakota	0.3%	Washington	2.0%
Florida	6.0%	Michigan	2.7%	Ohio	3.1%	West Virginia	0.4%
Georgia	4.4%	Minnesota	1.8%	Oklahoma	0.9%	Wisconsin	1.6%
Hawaii	0.2%	Mississippi	0.7%	Oregon	1.1%	Wyoming	0.1%
Idaho	0.3%	Missouri	1.4%	Pennsylvania	3.8%		

Margin of Error, Response Rate and FAQ

1. The “Margin of Error” is based conservatively on a sample size of +/- 2.2% for a completed respondent set of 1,985 Americans 18 years of age and older. Some question elements have larger sample sizes, and, therefore, lower ‘margins of error.’ Margin of error is a theoretical construct. It is the error produced by interviewing a random sample rather than the entire population whose opinions you care about. RIWI’s coverage bias mitigation here is proprietary, since, although we report margin of error because it is an important construct, our data are reflective of online usage, and, as disclosed in our IP and third party reviews, our technology is designed to reduce coverage bias. So if your population parameter is the online parameter, then margin of error is much less relevant when using RIWI. We still report it, subject to the caveat that it should not be relied on generally for online data. Here’s why: Based on the sample size (and some other factors) and utilizing statistics, a margin of sampling error can be determined. This describes how close the sample’s results likely come to the results that would have been obtained by interviewing everyone in the population — in theory — within plus or minus a few percentage points. We are actively committed to exploring these issues at events with which we are associated, such as AAPOR and ESOMAR, in order to review our positions, in league with multiple data constituencies.

2. Our survey completion response rate from the non-incentivized, random, non-panel respondent set of US adults for this study was 51.3% of all those randomly exposed and who thereafter opted in to the RIWI platform in the United States. The relatively low lack of natural abandonment rate for this pure non-incented survey platform suggests a relatively a high topic interest/ passion.

3. For detailed statistical FAQ about RIWI’s proprietary all-country survey technology and risk measurement platform, please visit:
<https://riwi.com/riwi-faq/>

4. For why RIWI is unique in the world on issues such as randomization, scale, intellectual property, and global access, please visit:
<https://riwi.com/why-we-are-unique/>

About RIWI: RIWI is a global survey technology and risk measurement company using its proprietary, patented methods to capture a new stream of opinion data in any region of the world.

Contact



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