



Over \$2 Billion and Counting for our Schools

KENO 603 Business Survey
Executive Summary and Key Findings
University of New Hampshire Survey Center

The University of New Hampshire Survey Center conducted a survey for the New Hampshire Lottery Commission to provide insight and understanding on how KENO 603 has integrated with New Hampshire businesses. The UNH Survey Center sent an email invitation to all KENO 603 retailers in September 2018.

The Survey Center mailed paper surveys to those who did not complete the survey online and made follow-up phone calls to those who did not respond to the mailed paper version. Responses were collected through the end of October 2018. Overall, 105 KENO 603 retailers completed the survey, yielding a response rate of 66-percent.

Key findings include:

- Nearly two-thirds of respondents said the main reason they decided to offer KENO 603 was to increase revenue or the number of customers. Respondents noted they decided to offer the game because customers requested it, to improve the customer experience, or to compete with similar gaming options elsewhere.
- About three-quarters of respondents agreed KENO 603 has brought in new customers and increased their total number of customers, as well as encouraging customers to spend more time and money at their business.
- The vast majority of respondents said offering KENO 603 has had a very or somewhat positive effect on their customers' overall experience and nearly half of respondents said offering KENO 603 has increased their business's food and beverage revenues.
- Just over half of those who said their food and beverage revenues have increased since they began offering KENO 603, estimated revenues have increased up to 10-percent as a direct result of KENO 603.

- Four in five respondents reported no negative impact on their business as a result of offering KENO 603 and one-third of respondents said there is nothing the New Hampshire Lottery could do to improve their experience with the game. Of those who did have suggestions, respondents most frequently mentioned more marketing or promotions, an increased share of revenue, or changes to the structure of the game.
- Nearly two-thirds of respondents said the 8-percent sales commission they receive is fair.
- Four in five respondents said they are very likely to renew their license and continue offering KENO 603, while nearly all others said they were somewhat likely to do so.
- When asked how likely they are to recommend offering KENO 603 to another bar or restaurant in New Hampshire, just over half of respondents gave a score of 10 or 9 on a 0-10 scale, while one in five gave a score of 6 or lower.
- When asked why they would be likely to recommend it, respondents most often said because KENO 603 provides additional revenue, while others said it improves their customers' experience or is easy to offer.
- Just over half of respondents said knowing the profits from KENO 603 help fund full-day kindergarten in New Hampshire makes them more likely to continue offering KENO 603.