



Editor’s Note: Infographic link (INSERT LINK)

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YA Survey: Nearly Three-Quarters of the U.S. Population Participates in “Enter-to-Win” Programs

Key Survey Results

Q: How many enter-to-win (sweepstakes, games or contests) have you completed in the last year?

Nearly three-quarters of respondents (72 percent) said they participate in enter-to-win programs and 25 percent participate at least once a month.

More than 12	15%
One a month (12)	10%
A few (2-3)	37%
One	11%
None	28%

Q: If a brand had a great enter-to-win program, would you be more likely to keep buying that brand?

The survey also found that 81 percent of respondents would be more likely to keep buying a brand if the brand offered a great enter-to-win program.

Yes	81%
No	19%

Q: Have you ever bought or tried a product/brand you would not normally buy as a result of an enter-to-win program?

58 percent said they have already bought or tried a product or brand they normally wouldn’t as a result of such a program.

Yes	58%
No	42%

UNITED STATES

10 South 5th Street, 7th Floor
Minneapolis, MN 55402

CANADA

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Chatham Kent, Ontario N7M-5J5



Q: In what type of enter-to-win would you be most likely to participate?

When it comes to the type of enter-to-win programs people prefer, instant win (e.g. peel to win, click to win) is the most favored at 51 percent. Sweepstakes (providing info as part of a drawing) is second at 33 percent. Rounding out the list is collect and win (e.g. game piece or code) at 11 percent and entering a contest (e.g. photo or video) is at 5 percent.

Instant win games (e.g. peel and win, or online click to win)	51%
Sweepstakes (e.g. provide your information to become part of random prize drawing)	33%
Collect and Win Game (e.g. game piece or entry code every time you buy)	11%
Contest (e.g. photo, singing, video)	5%

Q: What’s your preferred method of entry?

Nearly half (48 percent) say a company website is the preferred method of entry, 21 percent prefer social media such as Twitter or Facebook and 14 percent prefer text to enter.

Company website	48%
Social channel (Facebook, Twitter, Pinterest, Instagram)	21%
Text to win	14%
In-store entry form	12%
Mail-in form	5%

Q: What’s your preferred method of entry? (Demographic breakdown)

Entry via social channels and text to enter was more desirable for 18-24 year olds and 25-34 year olds compared to older demographics.

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64
Company website	4%	10%	10%	12%	13%
Social channel (Facebook, Twitter, Pinterest, Instagram)	2%	7%	4%	4%	4%
Text to win	1%	5%	3%	3%	2%
In-store entry form	1%	3%	2%	3%	3%
Mail-in form	0%	1%	1%	1%	2%



Q: What information are you willing to provide for an enter-to-win program?

Consumer are willing to provide general contact information as well as provide consumer feedback. Email (88 percent), gender (84 percent), age (84 percent), name (83 percent) and address (57 percent) top the list for information consumers expect to provide.

Email	88%	Address	57%
Gender	84%	Mobile number	31%
Age	84%	Twitter handle	21%
Name	83%	None of the above	1%

Q: How long of a survey would you be willing to take as part of the enter-to-win if you really wanted the prize?

People are also willing to provide feedback as part of their entry, with 74 percent saying they would take up to 5 minutes to fill out a survey.

Five minutes or less	74%
One minute or less	18%
I would not be willing to complete a survey of any length	8%

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