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FOR IMMEDIATE RELEASE:

Scratch Jacks For Instants

Chicago, Illinois – March 16, 2006 – Independent Lottery Research (ILR), one of the nations foremost marketing research companies specializing in assisting lotteries, has discovered that of all people who have ever played instant games, fewer than half are still playing today.

Recent data indicates that roughly three-fourths of the total adult population who participates in their state lottery programs are instant ticket “Jack’s” (potential players), while less than a one-quarter are instant ticket “Joe’s” (current players). The most frequently mentioned reasons why “Jack’s” do not play include economic concerns, as well as an overall skepticism about their chances of actually winning. A majority of “Jack’s” claim to play on a whim, or when they are feeling lucky.

One in ten (10%) of the total adult population currently plays instant/scratch-off games, and when they do, play three or more games at one time. By contrast, only one in twenty (5%) play four or more instant/scratch-off games at one time. This could be why there is such a fall off in lower price point sales upon introduction of a higher price point game.

“Joe’s” and “Jack’s” have strong opinions about instant and scratch-off games, with only a few having moderate attitudes towards the games. While nearly all respondents are familiar with the games and find them readily available, there is a consensus that instant/scratch-off games are too expensive to play on a regular basis. Others only play games that they are familiar with. Building on this, the depth of instant games appears to be a barrier to purchase as well, with many stating that there are too many games to choose from. Games with prizes other than monetary rewards tend to be very polarizing among participants.

This monthly data indicates that there is an enormous untapped market for instant tickets sales available to lotteries and lottery vendors among lapsed and non-playing adults. ILR recommends finding out why adults have, in the past, played instant games and stopped, the only way to find out why is getting to know Jack and the things that stop him from playing. The national survey gives strong indication that loyal Joes purchasing power can be exhausted and the increasing importance of Jacks.

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To find out who “Joe” and “Jack” are, call 312-546-5925 or visit the firm’s website:
www.ilresearch.net

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