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FOR IMMEDIATE RELEASE:

Lotto Prize Blocs: Players of the World Unite

Chicago, Illinois – May 31, 2006 – As part of our commitment to understanding and interpreting the lottery marketplace better than anybody else, Independent Lottery Research conducts a monthly National Jack PollSM (a statistically valid national sampling of lottery players and non players). The May 2006 poll asked how Joes (core players) and Jacks (lapsed, non, or sometime players...see website for definitions and methodology) feel about bloc lotto games, specifically Mega Millions and Powerball. Beyond learning about consumer attitudes towards these games, we also investigated participation based on reported behavior during the large prize run-ups experienced just prior to our survey in both bloc games.

ILR's findings mirrored our research among potential and actual Instant/Scratch players, like much of our past data, converting Jacks to Joes should be a major strategic goal for lotteries. One of the interesting findings was that both Joes and Jacks spend approximately the same amount when they begin playing bloc lotto games independent of size of prize and entry level...about \$5. This should be an interesting piece of data for Lottery Directors, lottery staff, and lottery vendors to counter the standard criticism of lotteries that they foster excessive consumer behavior during these huge prize events. The size of the prize alters our playership by dramatically expanding it, but, new players (Jacks temporarily turned into Joes) do not behave any differently than core players. The data clearly indicates that the record sales levels achieved during recent huge prizes were fueled by Jacks (80% of the population who support their state lottery programs, but do not play regularly), not a core playership (Joes).

ILR Director and former Director of the Illinois Lottery Michael Jones reviewed the poll's findings and said: "Lotto, and now bloc lotto games, with their dynamic grand prizes which can reach into the hundreds of millions of dollars still define what a lottery is all about and attract the broadest participation levels of any lottery games. We should understand that our player consists of Joes and Jacks and Jacks are the engine for real growth."

As in all of our national polls, based on our lottery knowledge based questioning techniques, ILR discovered some remarkable data. There is an incredibly high volume of interstate play as players chase Powerball and Mega Millions jackpots. Also, there is a much higher than anticipated level of players participating in office pools during these multi drawing prize events. Nearly two-fifths (37%) of Powerball players have played in an office pool or group. Likewise, almost one-third (31%) of Mega Millions players have done the same. This behavior suggests a vibrant market that can be expanded and made into a major profit center for enterprising lotteries.

ILR urges both lotteries and vendors to conduct pre and post research to better understand the attitudes and consumption patterns among Jacks, as well as Joes, so that they may be better prepared to maximize sales and profits in a socially and ethically responsible manner when the next large run-up inevitable occurs.

To find out more, call 312-546-5925 or visit the firm's website: www.ilresearch.net

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