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## FOR IMMEDIATE RELEASE:

### Hey, Did You See Our Ad?

*Chicago, Illinois – July 10, 2006* – Independent Lottery Research (ILR) has recently released data pertaining to lottery advertising awareness among players and non-players.

ILR data, which is gathered monthly through a nationally representative telephone survey, reveals that roughly 93% of adults have heard or seen some form of lottery advertising in their state. The majority of those people (67%) are able to recall lottery ads from the past week.

As expected, recollection of lottery advertisements was higher among the Joes (regular players), than Jacks (sometime players and non-players). Regardless, there is still significant reporting of advertising recall across all player segments.

Most recently, people who recalled ads reported seeing them on television (63%), billboards (11%), radio (10%), in-store signage (9%), and newspapers (7%).

Alas, the data is not all in favor of the lotteries, since lottery advertising is not provoking consumption, with only one in three Jacks reporting that they have considered buying a ticket because of a lottery ad. Even among Joes, one in five state that lottery ads are “not at all effective.”

Television works for reach, but point-of-purchase advertisements are still statistically ineffective, and lottery ads are noticed but not acted upon. While lottery advertising will reach the population of each state eventually, the relevancy of the ads and its messages appear to need revision.

ILR data indicates that many point-of-sale advertisements go unnoticed for both Joes and Jacks. Responses to open-ended questions suggest that consumers feel that using new and unexpected ways of creating and implementing lottery messages could spur peoples’ interest in playing.

Our National Jack Poll<sup>SM</sup> also asked consumers what their state could do to make them excited to play. Respondents gave diverse suggestions; there was concern over where the money went, the low amount of actual winners, online play, and high taxes for winners, among others.

Based on these qualitative and quantitative research findings, ILR’s Directors have noted that beyond large bloc lotto prize events, advertising is a lottery’s only tool to broaden its potential player base. Lotteries and lottery vendors should uncover new messages for lottery brands, better understand its player base, and strive to find out what really motivates people to play.

Independent Lottery Research (ILR) is one of the nation's foremost lottery market research companies. To find out more, call 312-546-5925 or visit the firm's website: [www.ilresearch.net](http://www.ilresearch.net)

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