

# Jack Update:

## Holidays Present Opportunity To Make Up For Past Months' Losses

### Directors' Note

Welcome to the second edition of the Independent Lottery Research "Jack Update" newsletter. Last month we shared our data and insights on the impact of the increase in gas prices on lottery spending. This month, we are talking about Holiday spending and whether lotteries are likely to recover lost sales due to high gas prices through Christmas ticket purchasing.

### Holiday Spending

As the holiday season approaches, consumers' buying plans are improving. Nationally, households planning to spend less on Christmas this year declined eight points between October and November from 54% to 46%, while households expecting to spend more increased six points to 21%. That said, Christmas buying plans this year are less robust than last November when only 40% of households were planning to cut back their spending for Christmas.

Lottery players are cutting back even more this Christmas than non-players. One in two (50%) lottery players say they plan to cut back on Christmas spending, compared with 44% of non-players.

Those who do plan to spend more this year, however, report doing so for different reasons.

While lottery players expect an increase in spending because they will actually be purchasing more (68%), non-players expect to spend more because of rising prices (51%). Lottery players appear to be bigger spenders than non-lottery players this year.

With this positive spending mindset, players are likely looking for new ideas for gifts. Ticket gift packs, new themes or unique prizes might be the answer to reviving interest in using lottery tickets as a gifting option. On the other hand, non-players remain mindful of their pocketbooks this holiday season. While they recognize they will likely be spending more, it is due to spiraling prices not a yen to spend.

In comparison to non-lottery players, players are more apt to have used a lottery ticket as a Christmas gift in the past. They are also more likely to purchase tickets as gifts this year. However, the idea of using tickets as a gift or stocking stuffer may be declining.

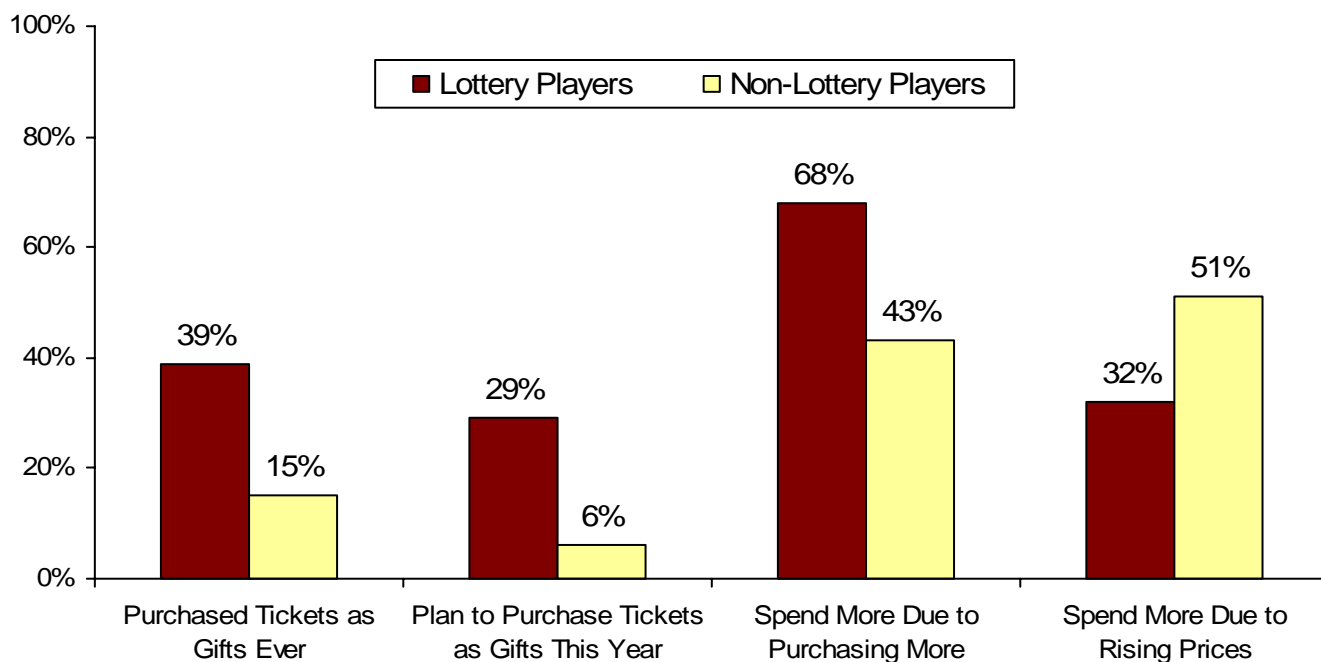
Assuming that ticket use among lottery players has been constant, we expect there to be lower sales of lottery tickets as gifts this year versus prior time periods. Specifically, our findings indicate that:

- Two in five (39%) lottery players have bought a lottery ticket as a Christmas gift in the past, while only 15% of non-lottery players have.
- Nearly one in three (29%) lottery players plan to buy lottery tickets as gifts this year, compared to 6% of non-players with similar intentions.

## Implications

Who are Joe and Jack?  
Click here to find out:  
<http://www.ilresearch.com/joejack.html>

Getting "Jacks" involved with the lottery remains a key to growth. The holidays offer an opportunity to reach out to them with fun and unique approaches – possibly a lottery gift card pre-loaded for their friends who do play. It is important for Lotteries to offer games and messages that will appeal to both Joe's and Jack's to reel them in and get them emotionally involved with the lottery.



Each month, we conduct our monthly "Jack" poll and will share this information with you. If you want to suggest a question to add to our poll, drop us an email at: [info@ilresearch.com](mailto:info@ilresearch.com)



For more information on our tools and how we can help, please visit our website at: [www.weknowjack-ilr.com](http://www.weknowjack-ilr.com). You may also call us at: 312-546-5925.

