

DIRECTORS

MICHAEL JONES
GARY KUBO
MARGARET MUELLER
MATTHEW SMITH



FOR IMMEDIATE RELEASE

New Study by ILR Finds a Vibrant Hispanic Market for Lotteries

Chicago, Illinois – March 28, 2008 – A new study from Independent Lottery Research finds that Hispanic players of lottery products are better educated and have higher income levels than non-players.

A study completed by Independent Lottery Research and Leo J. Shapiro & Associates among the English-speaking Hispanic population in the 42 states with lotteries sheds light on Hispanic lottery play and players. The national study, done over an 18-month period between June 2006 and February 2008, is based on personal telephone interviews with 463 households that identified themselves as being Hispanic. The study's findings will help lotteries and lottery vendors to understand this vital growing market.

Hispanics who are regular players find the fun and excitement of lottery products affordable. Their median income is \$54,000, compared with a median income of \$33,000 among Hispanics who never have played their state lottery. Furthermore, Hispanic lottery players are optimistic about their economic mobility expecting increasing incomes and a better standard of living in the future.

The higher level of socio-economic positioning of Hispanic players of the lottery is also seen in education levels. Lottery players have attained higher levels of education compared to adult Hispanics who have never played their state's lottery. For most Hispanics, the lottery is a responsible activity, an acceptable social activity in higher income, better educated Hispanic households. The survey also indicated that the same group includes enthusiastic stock owners as well.

Somewhat more Hispanic men than women play the lottery. Among men, 64% have played the lottery in their state, compared to 57% of Hispanic women. Among women players, 21% are regular players, compared to 19% among men.

One in five who has played the lottery in their state is a regular player.

Based on ILR's survey, Hispanic participation in lottery play will profoundly affect future lottery sales and profits throughout the United States.

Margaret Mueller
INDEPENDENT LOTTERY RESEARCH
153 W. Ohio
Suite 300
Chicago, IL 60610