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## FOR IMMEDIATE RELEASE:

### **Holiday Spending and What it Means for the Lotteries**

*Chicago, Illinois - January 17, 2008* -- Independent Lottery Research (ILR), the Chicago based Research Company which coined 'Joe' and 'Jack' to designate core versus non-core lottery consumers, has released its National Poll results on Holiday spending. For the third year in a row ILR asked Joes (core lottery players) and Jacks (infrequent, lapsed, and non players) what their spending plans were, how the national economy was affecting them, and what they thought about lottery Holiday games.

The key finding: As in past years, far more women and young adults plan to purchase Holiday lottery games than during other parts of the year.

ILR data, based on a nationally representative telephone survey, has found that Joes and Jacks have the same confidence in their financial situation and earning power as they did in the 2006 holiday season.

The ILR National Poll<sup>SM</sup> has found that consumers are cutting back on major purchases as well as day-to-day purchases. The consumables spending index, which measures spending for everyday purchases, was on a decline for the 2007 holiday season. One in five (22%) consumers planed to spend more this past Christmas (down two points from 2006) and 53% of consumers planed to spend less (up 11 point from 2006).

How did the decrease in overall holiday spending effect holiday ticket buying intent?

Lottery spending for the holidays followed general Christmas spending trends. ILR found a downshift in gift ticket purchase intentions this past holiday. Half the percentage of Joes were planning on purchasing lottery tickets as gifts this past year (18%) as compared to 2006 (35%). Jacks and Joes were just as likely to say they are planning to buy gift tickets in 2007 (17% vs. 18%). Overall purchase intent has decreased 5 in 2007 points from 2006 (12% vs. 17%).

Those who purchase lottery tickets as Christmas gifts are younger and much more likely to have teenage children at home than the typical lottery player. Two in five (43%) people age 35-54 planed to buy lottery tickets as gifts during the 2006 holiday season. Young adults continue to be a consistently important segment of holiday lottery ticket purchasers. A third (35%) of young adults (those 35 and under) said they were likely to purchase tickets as gifts in 2007. Just 19% of those age 55+ planned to purchase gift tickets this past holiday season.

Women lead the ticket gift purchasing segment with nearly three in five (57%) who said they were likely to purchase lottery tickets as gifts for Christmas in 2007. This figure is up from 2006 by 7 points.

The \$1 instant tickets are reported as the most popular gifts year-to-year, with one third (33%) of those asked saying they were going to purchase \$1 gift tickets. Those who planed to give \$5 instant tickets as gifts increased from 25% in 2006 to 31% in 2007. Higher priced instant games (\$10 and \$20) remained the least popular gift tickets for the holidays.

Men continued to lead the category on spending on gift tickets per person. Men planed to spend more on lottery tickets for gifts than in 2006.

Two fifths (39%) of adults mentioned that they almost always buy the holiday-themed tickets as gifts for the holidays. Another one third (33%) of people said that half or some of their gift tickets are holiday-themed. However, just over a quarter (27%) reported that none of the lottery tickets they purchased are holiday themed.

ILR finds that two in five (41%) report no buying strategy and they tend to pick instant tickets at random. One fourth (25%) of respondents chose their tickets based on price. Just one in ten (11%) said they chose their lottery gift tickets based on a theme. Less than one in ten (9%) chose their gift tickets based on perceived payout.

Independent Lottery Research (ILR) is the nation's foremost lottery market research company. To find out more, or to purchase the actual data, call 312-546-5925 x6 or visit the firm's website: [www.ilresearch.com](http://www.ilresearch.com).

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