

FOR IMMEDIATE RELEASE:

**THEY WANT TO SELL THE LOTTERY?
PUBLIC OPINION ABOUT GOING PRIVATE:
INDEPENDENT LOTTERY RESEARCH REPORTS ON CONSUMER
ATTITUDES TOWARD PRIVATIZING STATE LOTTERIES**

Chicago, Illinois - February 23, 2007 – In January, Independent Lottery Research (ILR), a Chicago based research company specializing in the lottery sector, reported on the widely divergent views that the public has about states selling their lotteries to private companies. ILR's information and analysis appeared in *The New York Times*, *The Charlotte Observer* and *The Indianapolis Business Journal*. In response to many further inquiries, ILR has again used its National Poll to ask adults what they think about state lotteries being sold to private companies.

“Our National Poll, based on 450 phone interviews, gives up-to-date snap shots of consumer attitudes on a range of subjects. In the past our poll accurately predicted the effect of higher gas prices on lottery sales. It also identified a large number of adults in every lottery jurisdiction willing to play the lottery if it offered more compelling games, effective advertising, and communications about where lottery profits go,” said Margaret Mueller, a Director of ILR.

ILR conducted two separate polls, first at the beginning of January, the second, mid-February. Comparisons between the two surveys reveal a significant surge in the public's awareness about lottery privatization.

In January, 10% of adults nationwide, and 20% of adults living in states considering lottery privatization, reported being aware of the issue. Just one month later, in February, these numbers jumped to 15% and 32%, respectively.

Between January and February, a number of states have publicly announced their intentions to examine lottery privatization as an option for bolstering their economies, among them Illinois, Indiana, New Jersey, Michigan and Texas. When asked whether consumers think selling state lotteries is a good idea or a bad idea, ILR data reveal an increase in uncertainty about whether privatization is a good idea or not. In February, 25% of those aware of the issue felt that lottery privatization is a good idea, down slightly from 29% in January, but the number of those who feel uncertain about the issue nearly doubled -- from 17% in January to 31% in February.

Forty-nine percent of consumers are concerned that privately run lotteries would raise less money for good causes than state run lotteries do, although about 14% think private companies would actually raise more money for states. Another top concern for consumers is whether lottery privatization will lead to an expansion of gambling in their state. Consumers also wonder who these private companies will be, and how much money these companies would give back to the state.

ILR Director, Matthew Smith had this observation on the data: “In every survey we use concerning lotteries, the response level is very high. Joes and Jacks care about their state’s lottery. And, their concerns and attitudes toward privatization will have an immense impact on how much the private market is willing to bid on these lottery opportunities.”

Answers to these questions will have a significant effect on public opinion about lottery privatization in the coming months. Independent Lottery Research will continue to follow this issue as it develops, providing timely and accurate information for lottery officials, political decision-makers and the public at large.

ABOUT ILR:

Independent Lottery Research (ILR) is a well known research company dedicated to analyzing the lottery industry. ILR has completed wide ranging projects to understand the issues surrounding the selling or leasing of state run lotteries to private companies. ILR, founded in 2005, has worked with lotteries and lottery vendors all over the world examining lottery playership, lottery games, sales, new lottery products, and new technologies.

ILR conducts a monthly National Poll on issues concerning lotteries and has published newsletters and columns on topics as varied as lottery proceeds, lottery advertising effectiveness, holiday themed lottery games, and the effect of large prizes on infrequent players. ILR created an analytical tool for measuring current lottery players: Joe, and the potential of lapsed, infrequent, and non-players: Jack.

For more information about lotteries and public opinion towards lotteries, contact ILR.

Contact:

Margaret Mueller
Independent Lottery Research
153 W. Ohio Street
Suite 300
Chicago, IL 60610
Margaretm@ilresearch.net
Phone: 312-546-5925, ext. 3

###

