



## KEY FACTS

### WHO WE ARE

**Independent Lottery Research (ILR)** brings together a diverse consultancy that is grounded in a thorough understanding of, and experience in the lottery business, combined with a strong ability to interpret current and potential consumer behavior. [www.ilresearch.com/about-us/](http://www.ilresearch.com/about-us/)

### DIRECTORS

**Michael Jones** is one of the country's most knowledgeable authorities in legalized gaming. Mr. Jones' involvement in the gaming industry began with his tenure as head of the Illinois State Lottery, which, under his direction, experienced one of the most widely acclaimed lottery industry success stories.

**Gary Kubo** is president of the Kubo Group Ltd (KGL), a strategic marketing firm that provides brand analysis, research services and insight to Fortune100/500 companies and government agencies domestically and internationally. With a background in strategic planning and research in the advertising industry spanning 21 years, Gary has held senior positions in major agency groups in Chicago, including SVP Director of Strategic Planning and Research at Ogilvy & Mather.

A Sociologist by training, **Margaret Mueller** offers clients a unique balance of specialized advanced training in both social psychology and demography. Throughout her career, she has designed and supervised qualitative and quantitative surveys of consumer behavior and opinion, employing a wide range of research techniques for clients representing nearly every industry. She has developed expertise in both consumer attitudes and behavior, as well as advanced research methods and statistics.

**Matthew Smith** is president of Leo J. Shapiro and Associates, a research firm in service to decision-makers across the three key economic sectors— business, government, and nonprofit. Mr. Smith specializes in branding and communications research and was instrumental in the development of the Ameritest® diagnostic system for advertising and marketing communications. [www.ilresearch.com/about-us/directors/](http://www.ilresearch.com/about-us/directors/)

### INDEPENDENT LOTTERY RESEARCH

153 W. OHIO STREET, SUITE 300 • CHICAGO, ILLINOIS 60654 • 312-546-5925  
INFO@ILRESEARCH.COM • WWW.ILRESEARCH.COM

## OUR PARTNERS

ILR is backed by the research services of **Leo J. Shapiro & Associates (LJS)** and its data collection division, **Survey Center, LLC**. [www.ljs.com](http://www.ljs.com) [www.scfllc.com](http://www.scfllc.com)

## HOW WE WORK

ILR provides lotteries with independent and objective research concerning players, non-players, potential players, games, advertising messaging and effectiveness, and all other marketing tools needed to ensure maximized sales and profits in an ethical and socially responsible manner.

Creating and sustaining a relevant brand, motivating the largest potential audience to play, evaluating current practices, and delivering actionable research with specific guidance on increasing playership, sales, and profits while retaining the core player base is what we do.

[www.ilresearch.com/about-us/research-methods](http://www.ilresearch.com/about-us/research-methods)

## WHAT WE OFFER

- National Poll questions and Supporting National Poll data
- Tracking studies with follow up as well as implications and recommendations
- Baseline studies
- Panel research
- Proprietary research techniques
- In-store real-time ethnography and tracking
- Reviews of existing research and reports with analysis, implications and recommendations
- Qualitative Research (i.e., focus groups)
- Quantitative Research (i.e., telephone and on-line surveys)
- Segmentation Studies
- New Product Development and Testing

### INDEPENDENT LOTTERY RESEARCH

153 W. OHIO STREET, SUITE 300 • CHICAGO, ILLINOIS 60654 • 312-546-5925  
INFO@ILRESEARCH.COM • WWW.ILRESEARCH.COM