



# Who Plays the Lottery? ¿Quién Juega la Lotería?

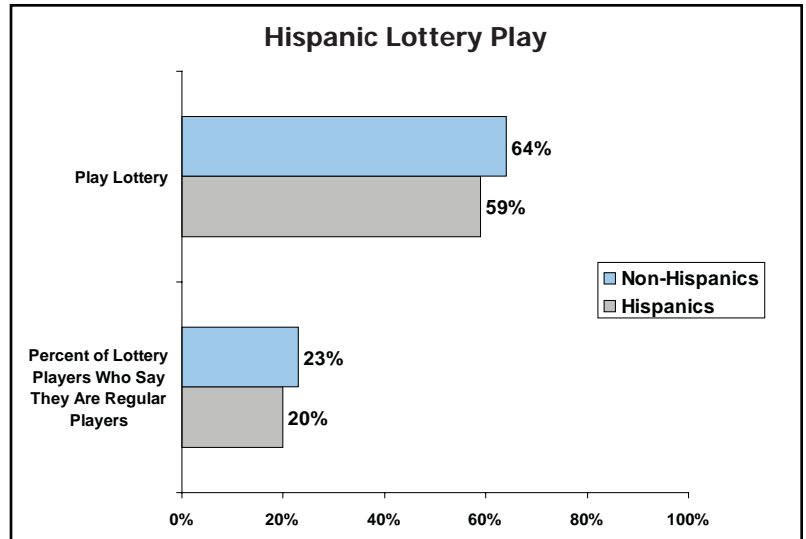
## Introduction

Nearly 15% of the U.S. population identifies itself as Hispanic or Latin American. The U.S. Census projects that by 2020 nearly 18% of the U.S. population will be Hispanic. In states where the Hispanic population concentrates, it has currently reached 44% of the population in New Mexico, 36% in California and Texas, 29% in Arizona, 24% in Nevada, and 20% in Florida and Colorado. In all, there are 14 states in which the Hispanic population stands at 10% or more of the total population.

Until now, much of what was known about lottery play among Hispanics has been more hearsay and speculation than data based. Now, a study completed by Independent Lottery Research and Leo J. Shapiro & Associates of the English-speaking Hispanic population in the 43 lottery jurisdictions sheds light on Hispanic lottery play and players. The 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.

## Hispanic Joes Earn More and Are Better Educated Than Hispanic Jacks

Hispanics who are regular players find the fun and excitement of the lottery affordable. Their median income is \$54,000, compared with a median income of just \$33,000 among Hispanics who never have played the lottery. Income of those who occasionally play the lottery is \$43,000. The socio-economic position of the Hispanic lottery player is also seen in their education. Lottery players have attained a higher level of education than Hispanics who have never played their state's lottery. Regular players' median age is 43, compared to 31 for non-players and 38 for occasional players.



	Hispanics		
	Lottery Players		
	Regular	Occasional	Do Not Play
Household Median Income	\$54,000	\$43,000	\$33,000
College Graduate	25%	29%	16%
Median Age	43	38	31

Each month we conduct our monthly National Jack Poll<sup>SM</sup> and will share this information with you. If you would like to suggest a question to add to our poll, email us: [info@ilresearch.com](mailto:info@ilresearch.com).

## American Dream and Optimism

The Hispanic lottery player is living the American dream. They are more often in the market to buy a home, as well as home furnishings – big ticket items like furniture, televisions, and major appliances. More expect to improve their household income in the coming year, and more feel their overall financial situation will improve. In nearly every category, upward mobility is more evident among the regular player than the occasional lottery player. Hispanic lottery players see themselves accelerating their economic mobility.

	Hispanics		
	Lottery Players		Do Not Play
	Regular	Occasional	
<b>In the Coming Months May Buy:</b>			
A House	36%	26%	23%
Furniture	37	31	24
Major Appliance	36	24	16
Television	28	25	17
<b>In Coming Year Expect:</b>			
To Improve Income	64%	47%	44%
Overall Financial Situation of Household Will Be Better	74	71	68

## Hispanic Lottery Players and Stock Purchasing

Hispanics who are lottery players are frequently invested in the stock market. They own stocks directly or through mutual and retirement funds. Among regular players 43% own stock, compared to 19% among Hispanics who have never played the lottery in their state.

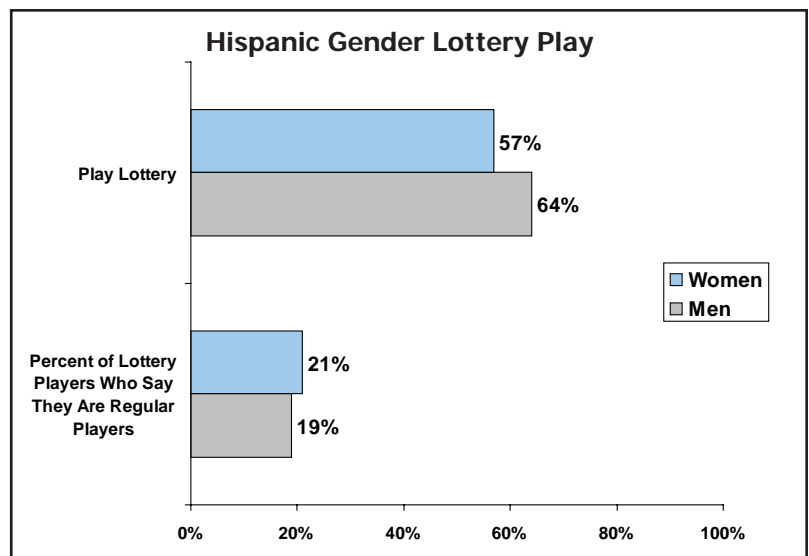
Lottery players who own stock are also more aggressive investors. In the event of a 10% decline in the Dow, lottery players are inclined to buy more stocks, while non-players who own stocks are inclined to sell. Hispanics attitude toward risk is as optimistic as their view of their future.

	Hispanics		
	Lottery Players		Do Not Play
	Regular	Occasional	
Own Stock	43%	42%	19%
Buyers to Sellers if Dow Declined by 10%	1.4	1.2	0.7

## Gender

Somewhat more Hispanic men than women play the lottery. Among men, 64% have played the lottery in their state. This compares to just 57% of Hispanic women. Although fewer Hispanic women play, those who do are more likely to play regularly than men. Among women players, 21% are regular players, compared to 19% among men.

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## The Hispanic Market Opportunity

For Hispanics, the lottery is a responsible activity. The lottery is an acceptable social activity in higher income, better educated Hispanic households. Hispanic lottery players are upwardly mobile and are fulfilling the American Dream.

One in five who have played the lottery in their state are regular players. Many occasional players have the wherewithal to play more often. This represents an important opportunity for broadening the player base in a growing Hispanic market.

The potential for reward is substantial, because Hispanics can be expected to continue to improve their buying power. Already numbering more than 45 million, they are a significant market in more than 14 state lotteries in states such as California, Texas, Florida, Arizona, Colorado, Nevada, and New Mexico. Hispanic participation in lottery play will profoundly affect sales and profits in lottery jurisdictions throughout the United States.

## Implications

One of our Directors participated in a series of meetings in a western state concerning the Hispanic market. Although, as with any specific population group, targeting is a double edged sword, the edge was dulled by findings like this report which indicates a higher income/better educated Hispanic playership. Indeed, there is a wealth of information that suggests that Hispanics, familiar with lotteries from their ancestral homelands, are a prime lottery market. But, a different market: with a strong belief in lottery proceeds, patriotism, and a sense of community.

Lotteries should remember that proceeds not odds are a bigger motivator among higher income better educated Joes and Jacks, Hispanic or otherwise. The key is not odds but theme, prize and proceeds.

A full detailed report of the past month of data collected from our National Jack Poll<sup>SM</sup>, with implications, recommendations and a breakout of residents in your state (where available) is available for purchase. Please allow one to two weeks for delivery.

- A detailed report, summary tables, data tables, as well as implications is available for **\$2,500**
- **\$1,500** for data tables only
- **\$24,000** for a full year's subscription of detailed reports, a savings of **\$6,000**

Contact Margaret Mueller at (312) 546-5925 x3 or [margaretm@ilresearch.com](mailto:margaretm@ilresearch.com) to purchase.



The ILR team from left to right: Michael Jones, Gary Kubo, Margaret Mueller, Matthew Smith

Independent Lottery Research (ILR) is an internationally respected consumer behavior research firm dedicated to ensuring lotteries maximize sales and profits in a socially and ethically responsible manner through independent and objective research concerning players (Joes) as well as non-players and lapsed players (Jacks). Lotteries and vendors have spent a lot of time understanding who Joe is. The question is:

**DO YOU KNOW JACK?**

