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**FOR IMMEDIATE RELEASE**

**Fourth Annual Tracking Study by Independent Lottery Research Finds Ongoing Satisfaction Gap in Lottery Play**

*Chicago, Illinois – May 6, 2008* – Independent Lottery Research’s (ILR) fourth annual lottery satisfaction study shows that overall enjoyment of playing the lottery falls to an all-time low, with the average satisfaction score dropping more than a full point from last year (4.2 in 2008, 5.5 in 2007). Scores are rated on a 9-point scale with 1 meaning “I don’t enjoy it at all” to 9 meaning, “I enjoy it a lot.”

The overall mean rating among adults is brought down by Jacks (infrequent and lapsed players), who rate their average enjoyment in playing the lottery at 3.8 this year, versus Joes (adults who say they play the lottery at least once a week who rate it at 5.7).

Every year since 2005, Independent Lottery Research has used its National Jack Poll<sup>®</sup> to ask questions about attitudes toward lotteries. ILR always includes questions to determine ‘satisfaction’ both for playing the lottery in general and by game in the Nat Poll at this time of year.

In 2008, Joes and Jacks are playing the lottery about as often as last year, with a slightly greater proportion of players saying they play at least once a week (20% in 2008, 17% in 2007). Still, the proportion of those who say they play once a week or more is down five points from when we began the satisfaction study in 2005. (25% in 2005).

When asked about the extent to which they agree or disagree with a number of attitudinal statements using the same nine-point scale, where “9” means “completely agree” and “1” means, “completely disagree,” mean ratings remain basically the same across adults. Agreement with the statement, “lotteries take advantage of people” continues to inch upward (5.4 mean rating in 2008, versus 5.3 in 2007, 5.2 in 2006, and 5.1 in 2005), although the increase is not statistically significant. Agreement with positive statements such as, “the money spent on tickets goes to good use” and “games are fun to play” barely change from 2007, and remain lower than when we began tracking satisfaction in 2005. (4.6 2008, 4.9 2007, 5.0 2005).

Surprisingly, Joes and Jacks are equally likely to feel that the lottery takes advantage of people (5.1 mean rating Joes, 5.0 mean rating Jacks). But, Joes, as you might expect, are more likely than Jacks to agree with positive statements about the lottery such as, “I like the lottery.” Non-players are particularly disillusioned, rating their average agreement with positive statements troublingly low (“I like the lottery” 3.1 mean rating, “lottery games are fun to play” 4.1 mean

rating, and “money spent on lottery tickets goes to good use” 4.1 mean rating). In addition, they are significantly more likely to agree that lotteries take advantage of people (6.2 mean rating) than Joes or Jacks.

This year, ILR asked consumers to tell us how their attitudes about playing the lottery have changed over time. More than one quarter of those who have ever played the lottery say they enjoy playing less now than when they first started playing (28%). Of significant concern, similar proportions of Joes (25%) and Jacks (29%) say they enjoy playing the lottery less now. Only five percent of all players say they enjoy playing more now (11% Joes, 3% Jacks).

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