



Catching Up From NASPL

Issue 25

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Congratulations to NASPL for another successful annual conference!

We would like to thank NASPL for inviting us as a key speaker this year and those who attended our presentation, ***Changing Wheels of Fortune: Building a New Player Base***. We feel it really struck a timely chord with the NASPL audience.

If you would like a free copy of ***Changing Wheels of Fortune: Building a New Player Base***, please email Jessica Ellington at JessicaE@ILResearch.com.

We can also make available the full research findings and focus groups that provided much of the content for our presentation including...

The Next Generation – Young Adult Focus Groups (2)

DVDs of the young adult focus groups conducted at ILR headquarters. Focus group topics include lottery perception & experience, lottery knowledge & relevance, leisure activities & economy impact on recreation, and technology. \$750

Detailed Report on Young Adults Based from our Jack Poll

The full quantitative data report for the young adult demographic based on our monthly national survey. \$750

Measuring Change

Our investment in monitoring trends

ILR Jack Poll

- Over 1,000 consumers every month
- Over 5,000 lottery players surveyed this year alone

1,200+ Joes

4,000+ Jacks

We Know Jack

Qualitative Research

- Retailer in-depth interviews
- In-store observations / ethnography
- Focus groups

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A sample from our 46-slide presentation
***“Changing Wheels of Fortune:
Building a New Player Base”***

Comprehensive Report on Nearly 10,000 Lottery Players from our Jack Poll

A detailed quantitative data report comparing your state to the Nation. Please call us at 312-321-8117 for more information on your state and pricing.