

million ain't chump change.

The two most surprising findings to ILR Directors were the high volume of interstate play and the percentage of players who participate in office pools during these prize events.

Obviously, when we see ads for Powerball here in Chicago, they must be working.

Furthermore, the percentages of office-pool behavior suggest a vibrant market that can be expanded and made into a major profit center for enterprising lotteries. All the findings

point to a couple of secondary findings: the need for research and marketing tools to take advantage of these events in such a manner as to maximize sales; a conscious and planned effort to make our games easy to play and the experience in our retail locations as pleasant as possible for new and/or inexperienced players; a recognition of the sales potential inherent in group behavior; plans to market across state lines to Joes and Jacks seeking multi-million dollar jackpots within driving distance; and the importance of millions and millions of \$5 bets as opposed to hundreds of thousands of \$50 bets in creating a healthy fiscal year of sales and profits.

## Recommendations

This month's recommendations are almost self-evident: office pools are hot. Let's make them easy to organize.

Cross-state play is hot. Let's look at those media possibilities across the state line. Everybody plays when the prize gets big. Prepare your agents. Sell Joes and Jacks something else when they're in the store. With so many Jacks, let's make sure it's a pleasurable experience. People spend about \$5 a drawing, so tell your critics to go stuff it...just kidding about the last one.

Retailer training is a must. For many big prize players, \$265 million will be their first time experiencing your lottery, your terminal, your how-to-plays, the graphics on your tickets, the signage identifying your retailers, etc. Prepare for these prize events, and you'll be surprised at the increased sales that result.

Finally, big prize events are the best time to tell the story of your lottery, go ahead sell a little...merchandise your wonderful story: Where does the money go? What good causes do you support? Why should citizens like playing your games?

MegaPower Millions: These are times to put your best foot forward and show how good a lottery can be.

## A Note For Vendors

Hello, online vendors! Did you think we had forgotten you?

No chance. We've been reading our website requests from lotteries and lottery vendors and hope that this month's poll results on your flagship game are the type of research questions you want answered.

The data suggest that it's a perfect time to fine-tune your technologies, research capabilities and marketing suggestions to your state and provincial customers to turn such golden moments into platinum ones. Dive into office-pool technology. It's a much bigger pool than we suspected, and we have an inkling that most members of office pools also play individually, so once you have Joes and Jacks in your pool, Jacks will become Joes.

Speed up the technology of \$5 quick pick bets. Shorter lines will mean more sales. Recognize that many of your customers will be new or returning players. If you are a vendor that supplies both online and instant products, use the time spent in-store waiting to buy an online game to sell available offline games. We know that these events will happen every fiscal year with some regularity, so let ILR help you prepare for them.

*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 with summary tables, data table, and 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.net](mailto:margaretm@ilresearch.net) to purchase.

*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.net](mailto:info@ilresearch.net)*

*The content and concepts found in this newsletter including (but not limited to) "Independent Lottery Research", "ILR", "National Jack Poll", "Jack Update", "We Know Jack", "Voice of the Consumer", "Street Talk", as well as logos and images are the exclusive property of Independent Lottery Research and may not be reproduced in any form without consent of the company.*

*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? We Know Jack!*