



Anatomy of a Jackpot:

Characteristics of Purchasers of Large Jackpot Lottery Tickets

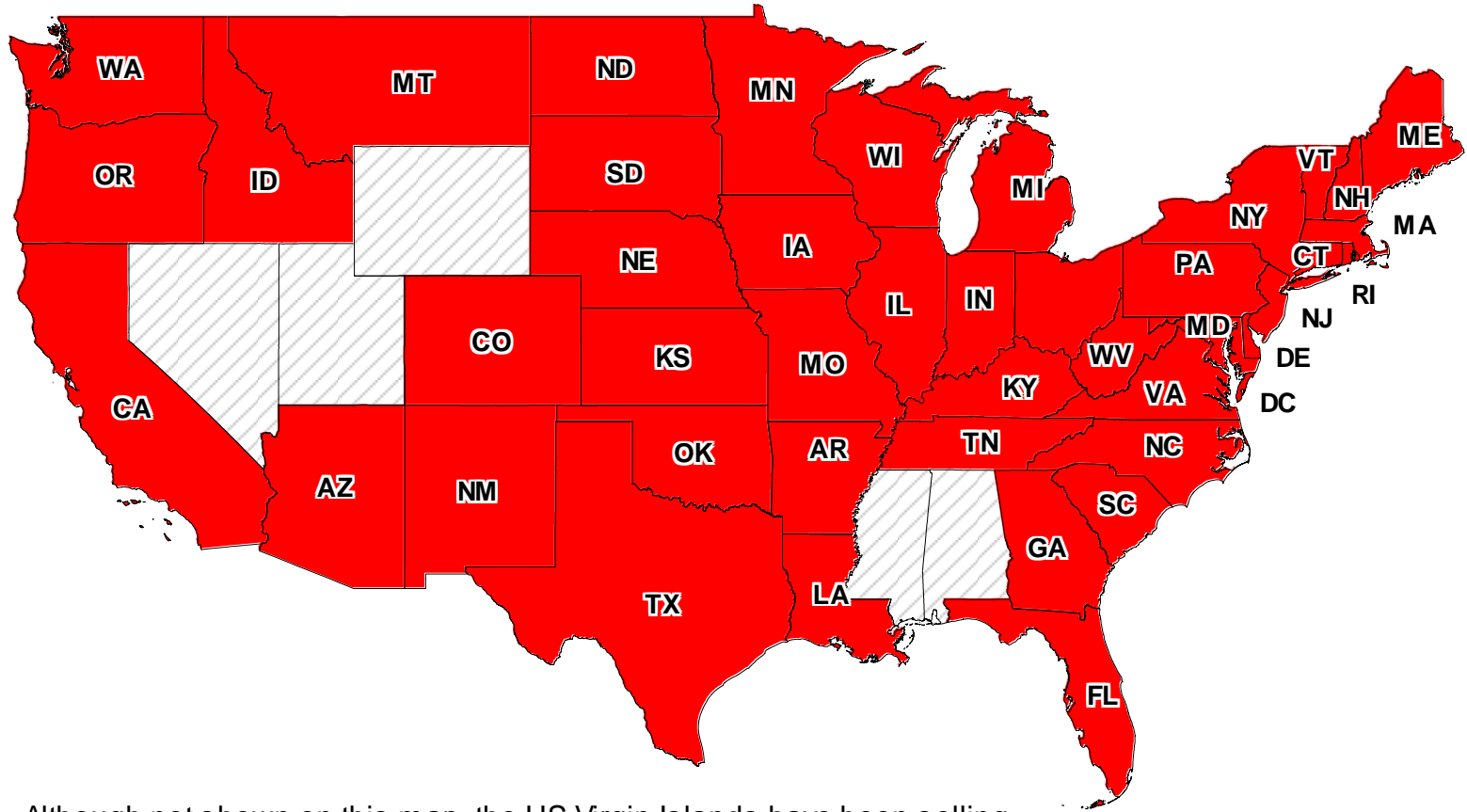
The 15th International Conference on Gambling & Risk Taking
May 27-31, 2013

Todd Maki & Don Feeney



Powerball States

April 8, 2013



Although not shown on this map, the US Virgin Islands have been selling Powerball tickets since November 2002.

Jackpot “Run” & Survey Design

- Record breaking Powerball jackpot
- Started at \$40 million on Oct 6, 2012
- Rolled 15 times to reach \$550 million Nov 28, 2012
- MN Sold \$25.2 million worth of tickets
- Sales from all lotteries totaled \$1.3 billion
- Internet Survey
- 1,000 Minnesota adults
- In the field Dec 14 to 18
- Took, on average, about 10 minutes to complete
- Representative of the general population (age and gender)
- Conducted by Ipsos

During the jackpot run

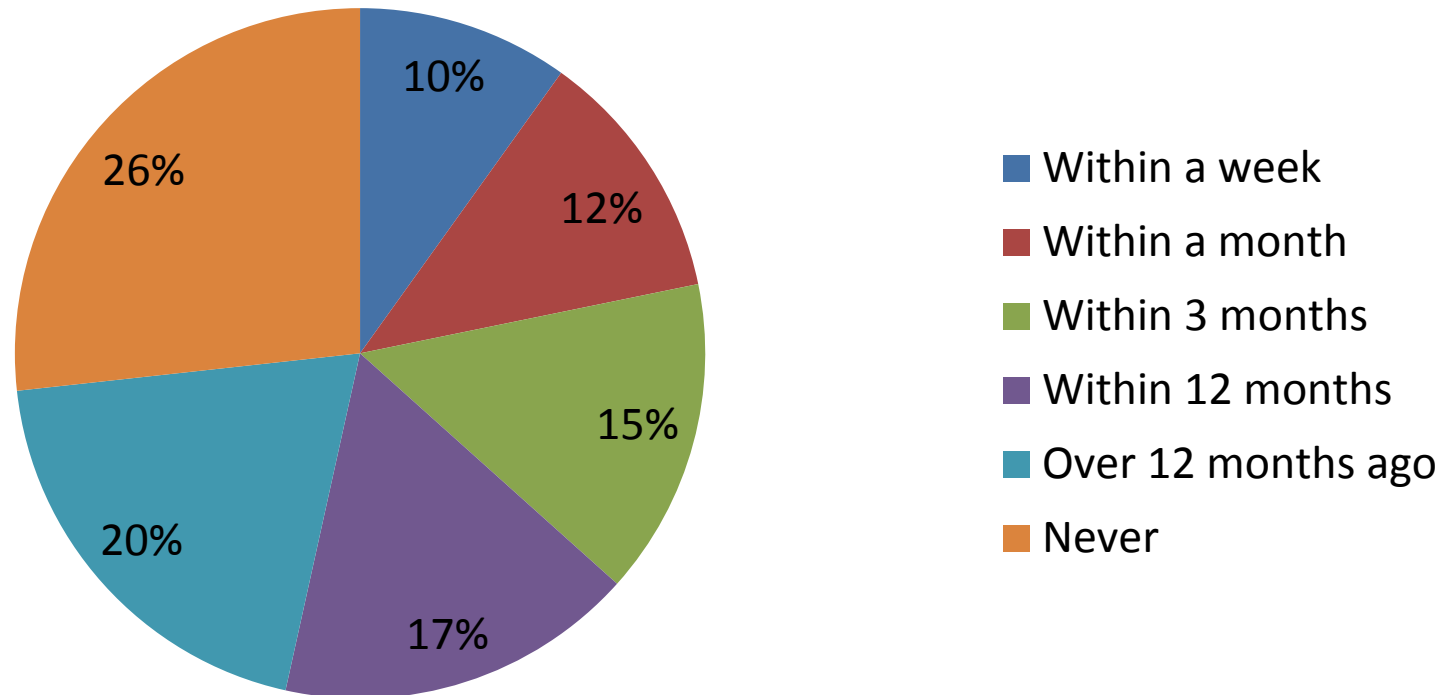


- 95% of MN adults were aware of the “very high” Powerball jackpots
- 51% of MN adults reported making a purchase

Source: Internet Survey (Ipsos), December 14-18, 2012

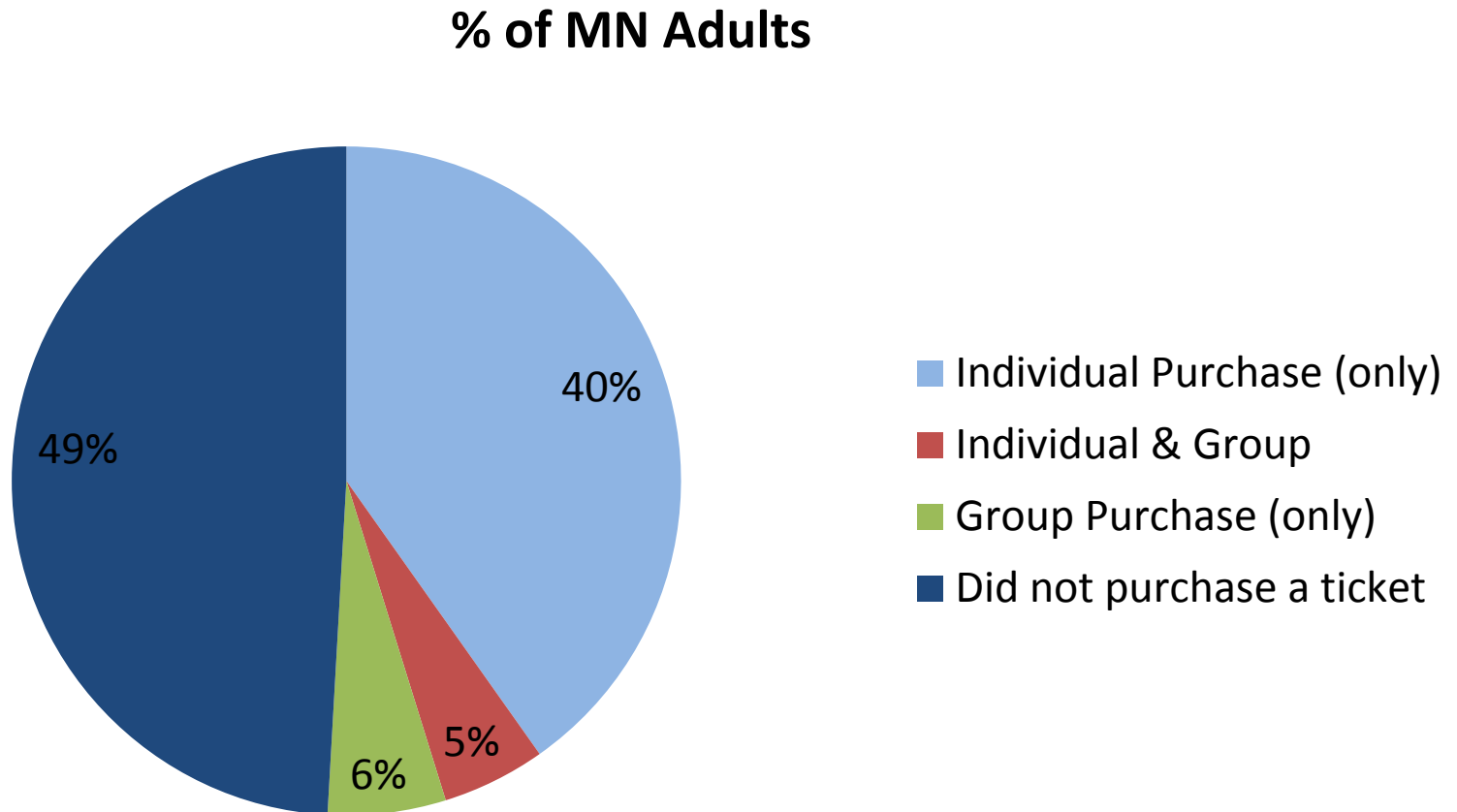
Last time purchasing a Powerball Ticket before Oct. 6th

% of MN Adults



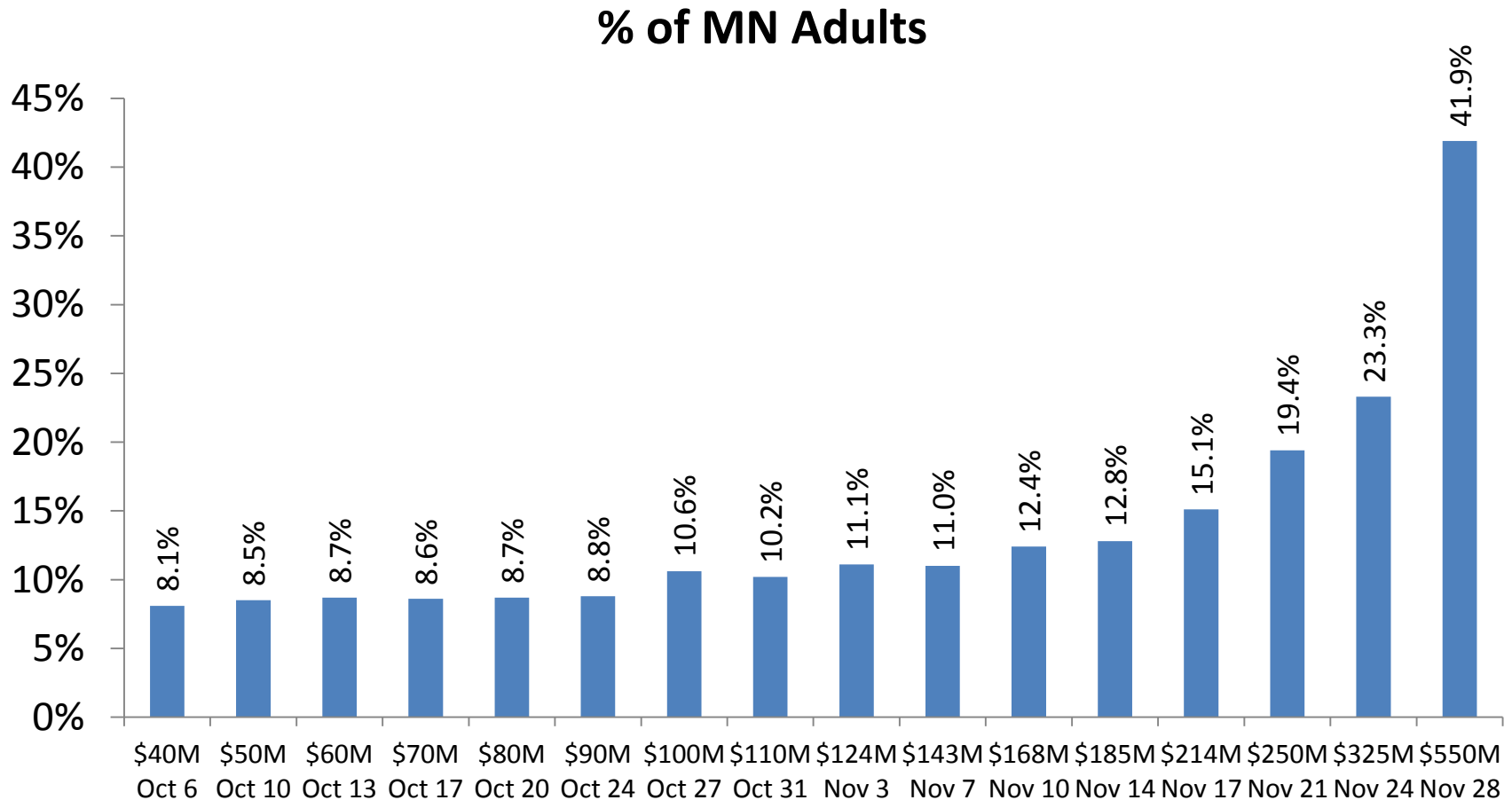
Source: Internet Survey (Ipsos), December 14-18, 2012

Type of Powerball Purchase During the Jackpot Run



Sources: Internet Survey (Ipsos), December 14-18, 2012

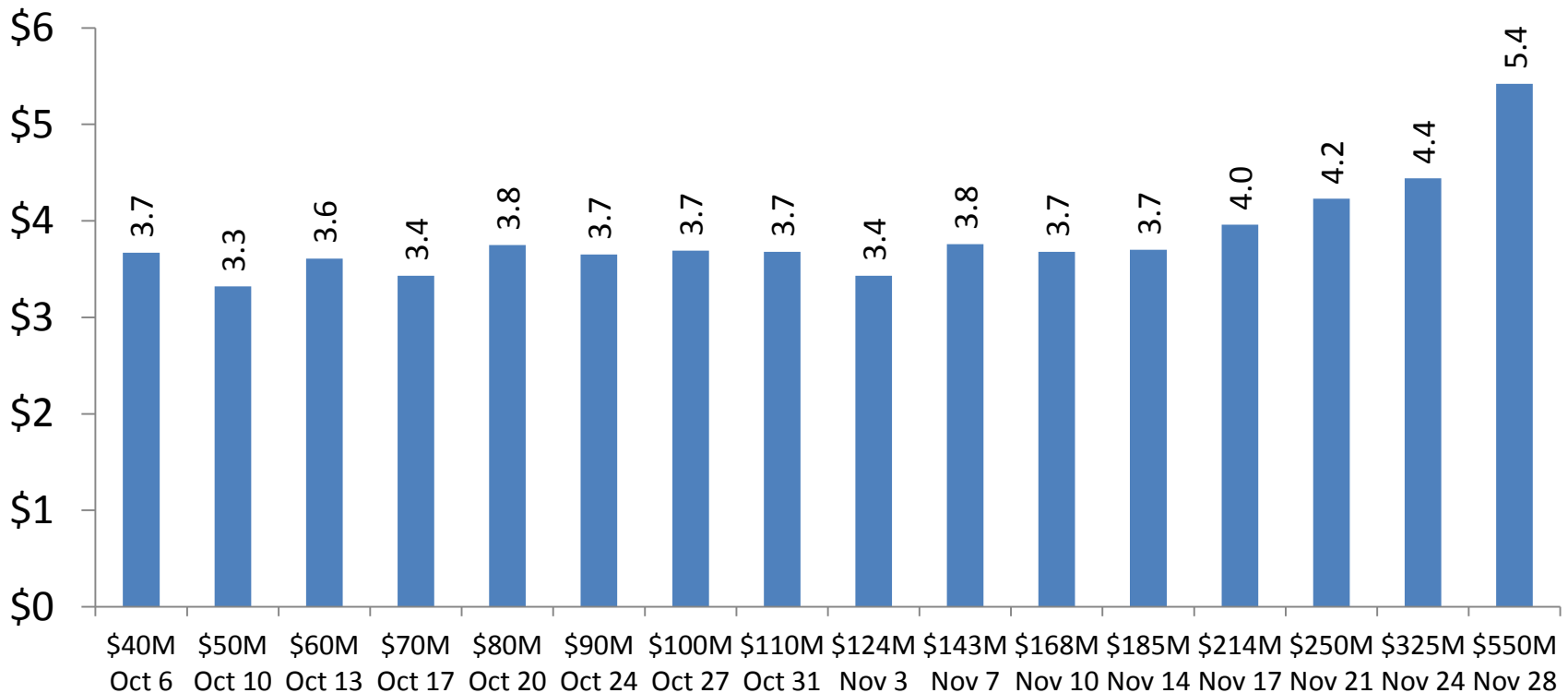
How many people purchased tickets for each drawing?



Source: Internet Survey (Ipsos), December 14-18, 2012

How many tickets did they purchase?

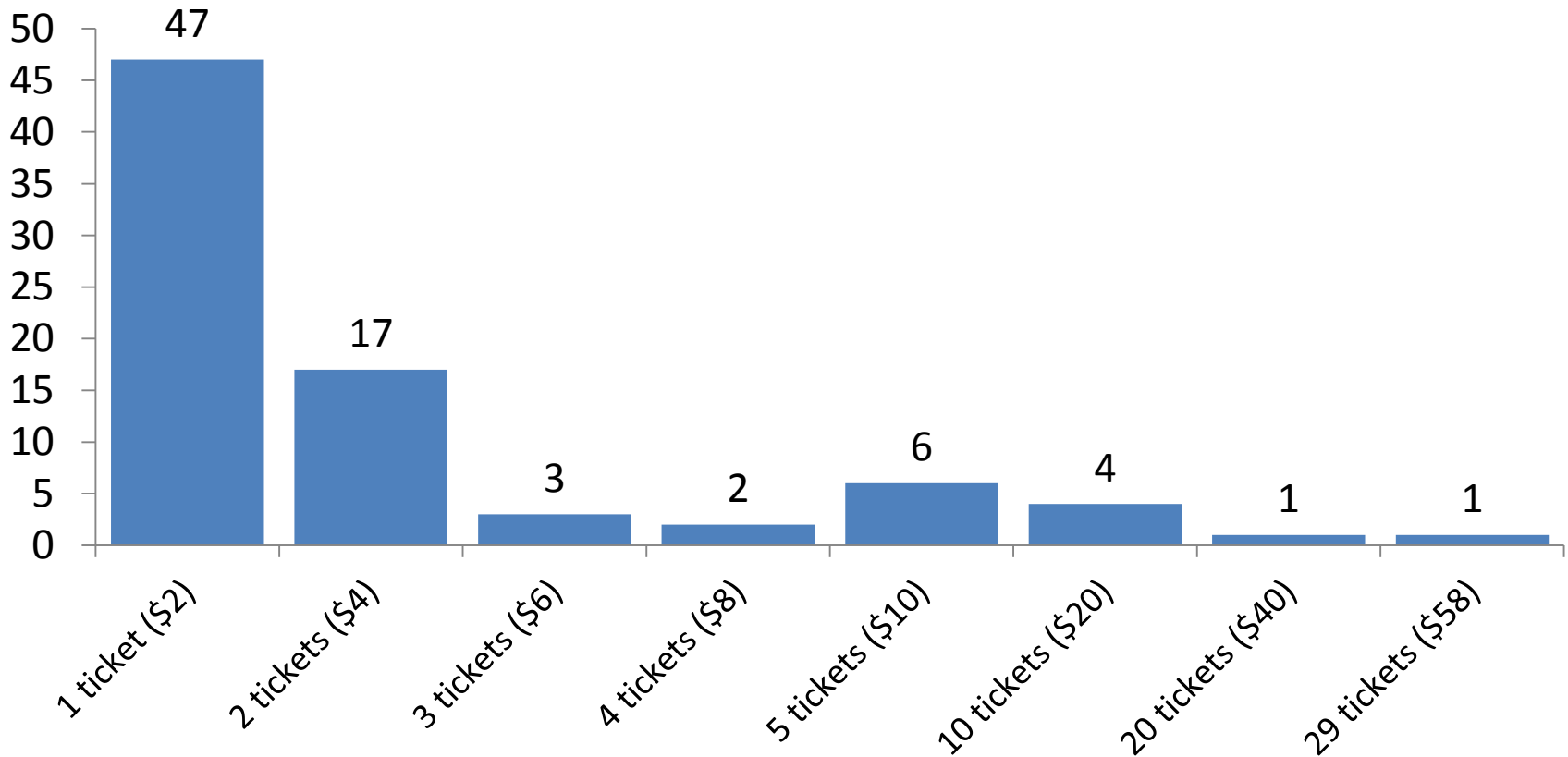
**Average (mean) where # of tickets purchased is
≥1 for each drawing**



Source: Internet Survey (Ipsos), December 14-18, 2012

Number of tickets purchased for the \$40 million jackpot

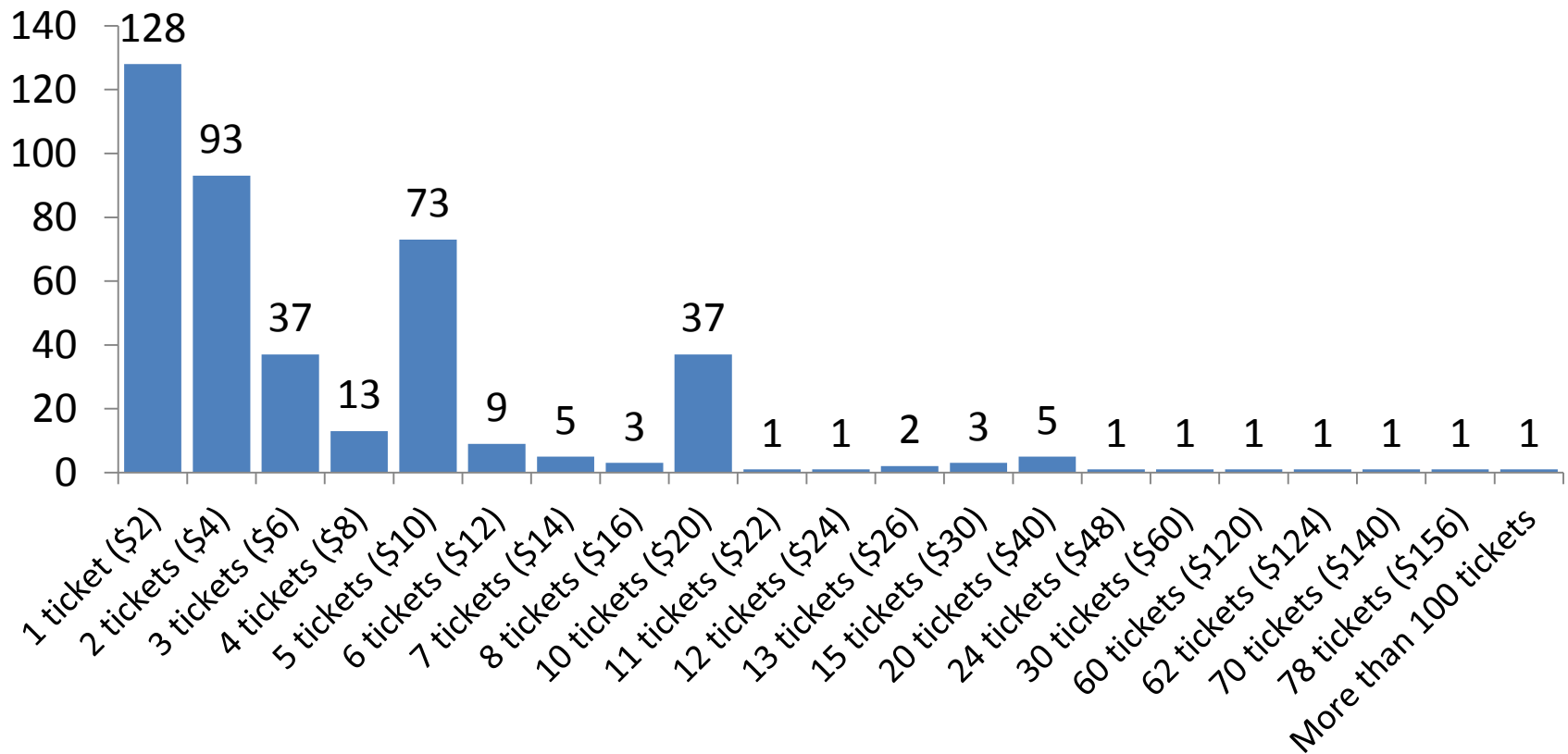
Survey respondents



Source: Internet Survey (Ipsos), December 14-18, 2012

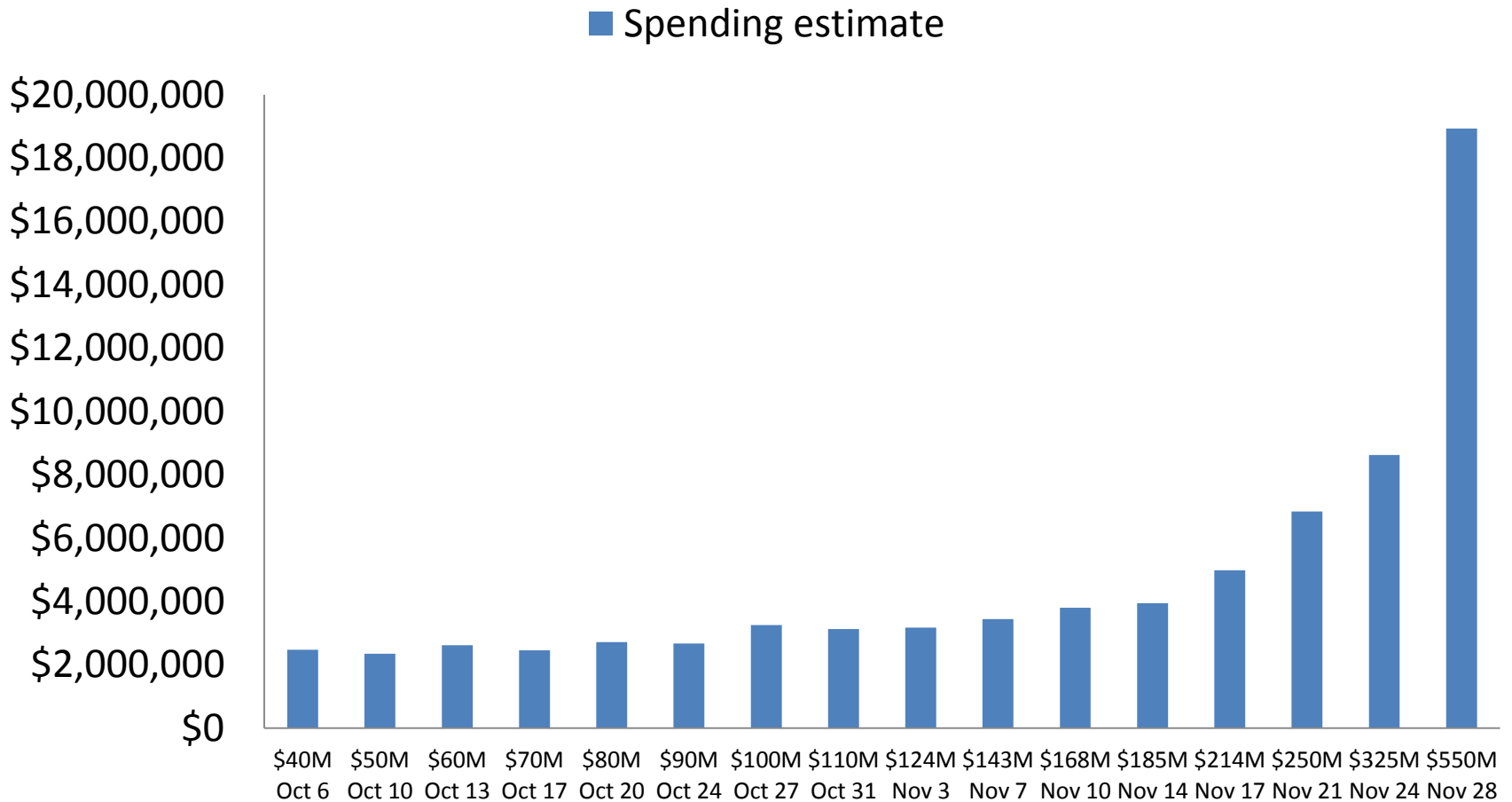
Number of tickets purchased for the \$550 million jackpot

Survey respondents



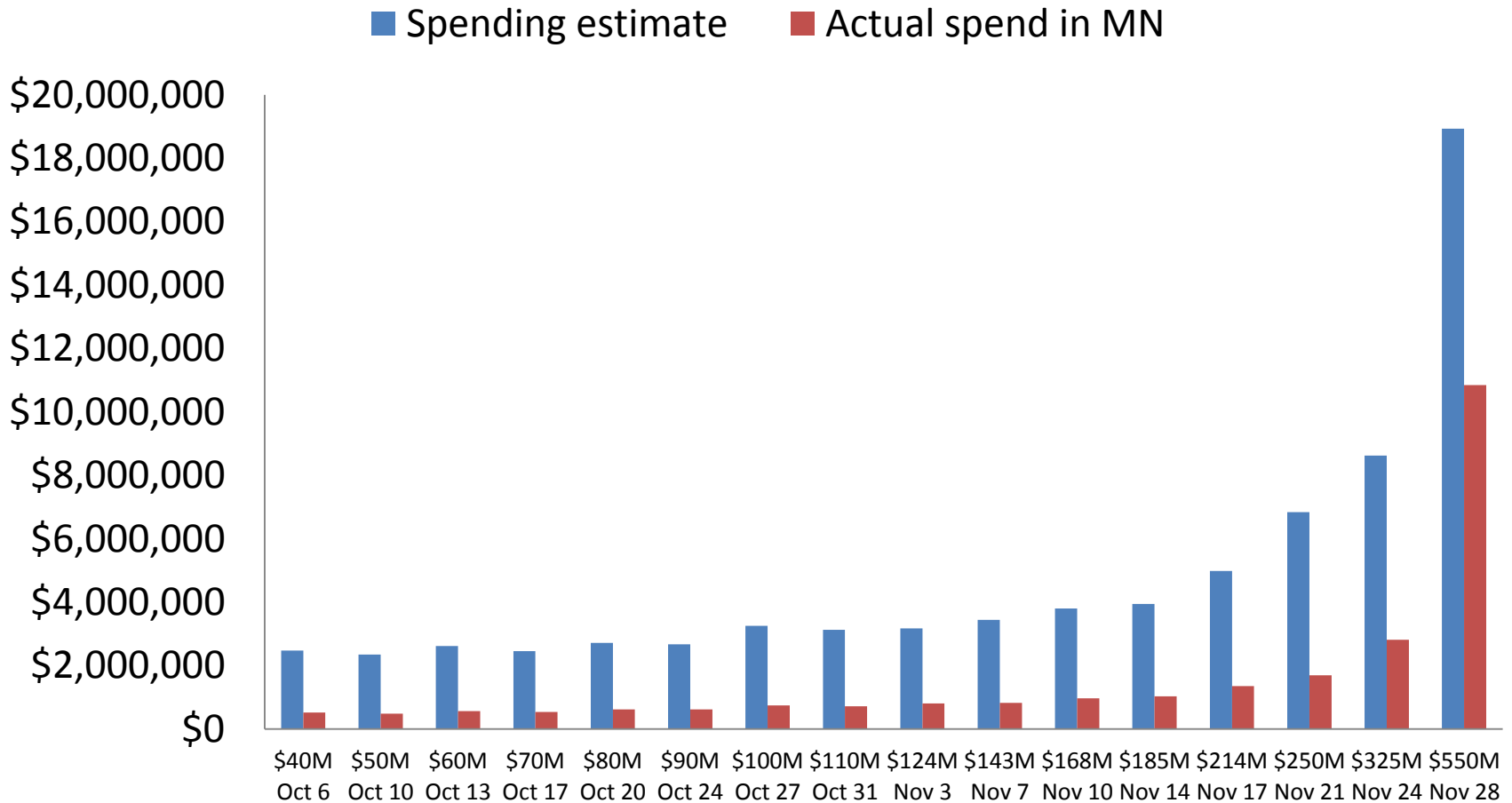
Source: Internet Survey (Ipsos), December 14-18, 2012

How does the amount reported compare to actual wagers?



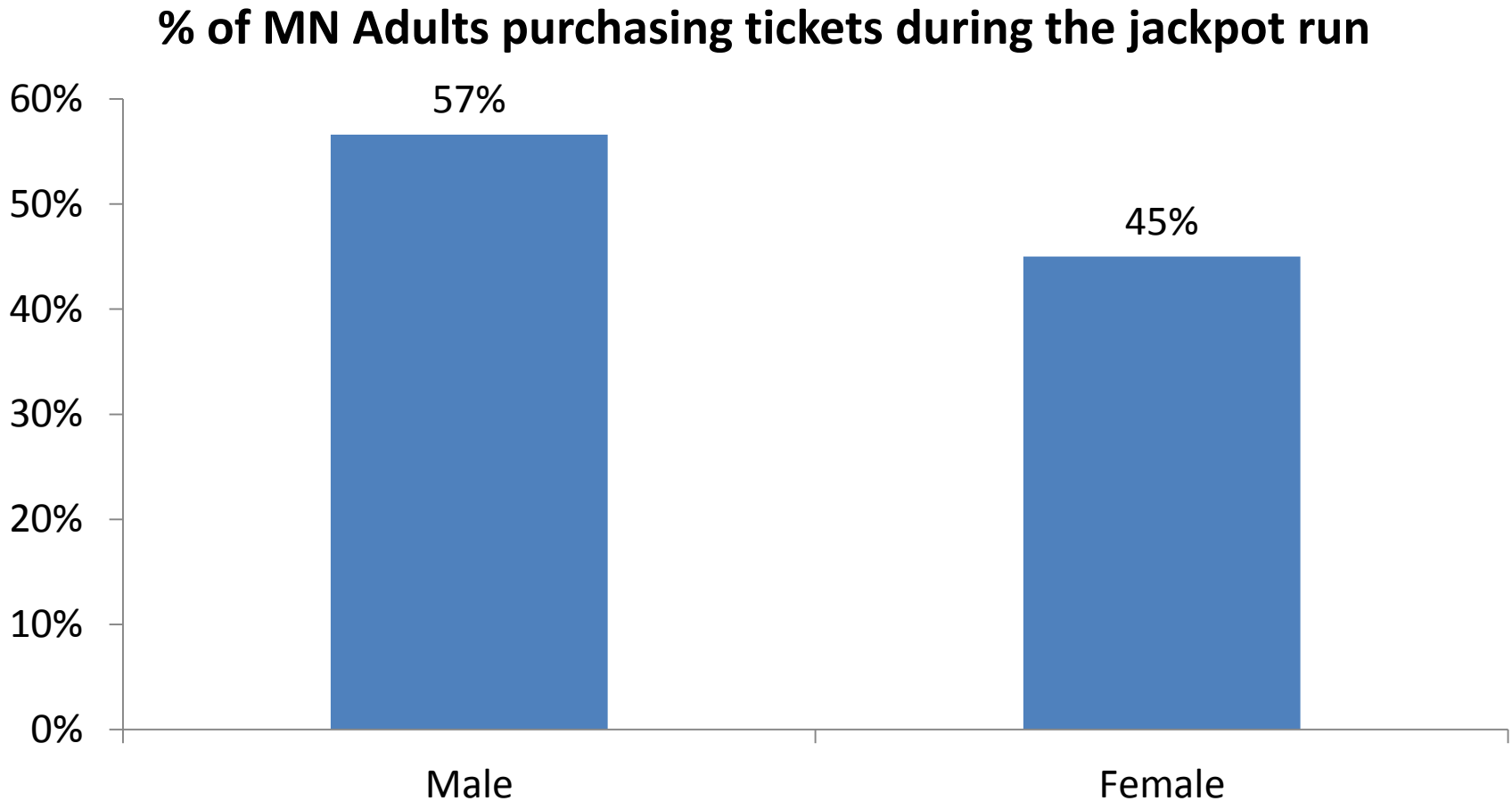
Source: Internet Survey (Ipsos), December 14-18, 2012

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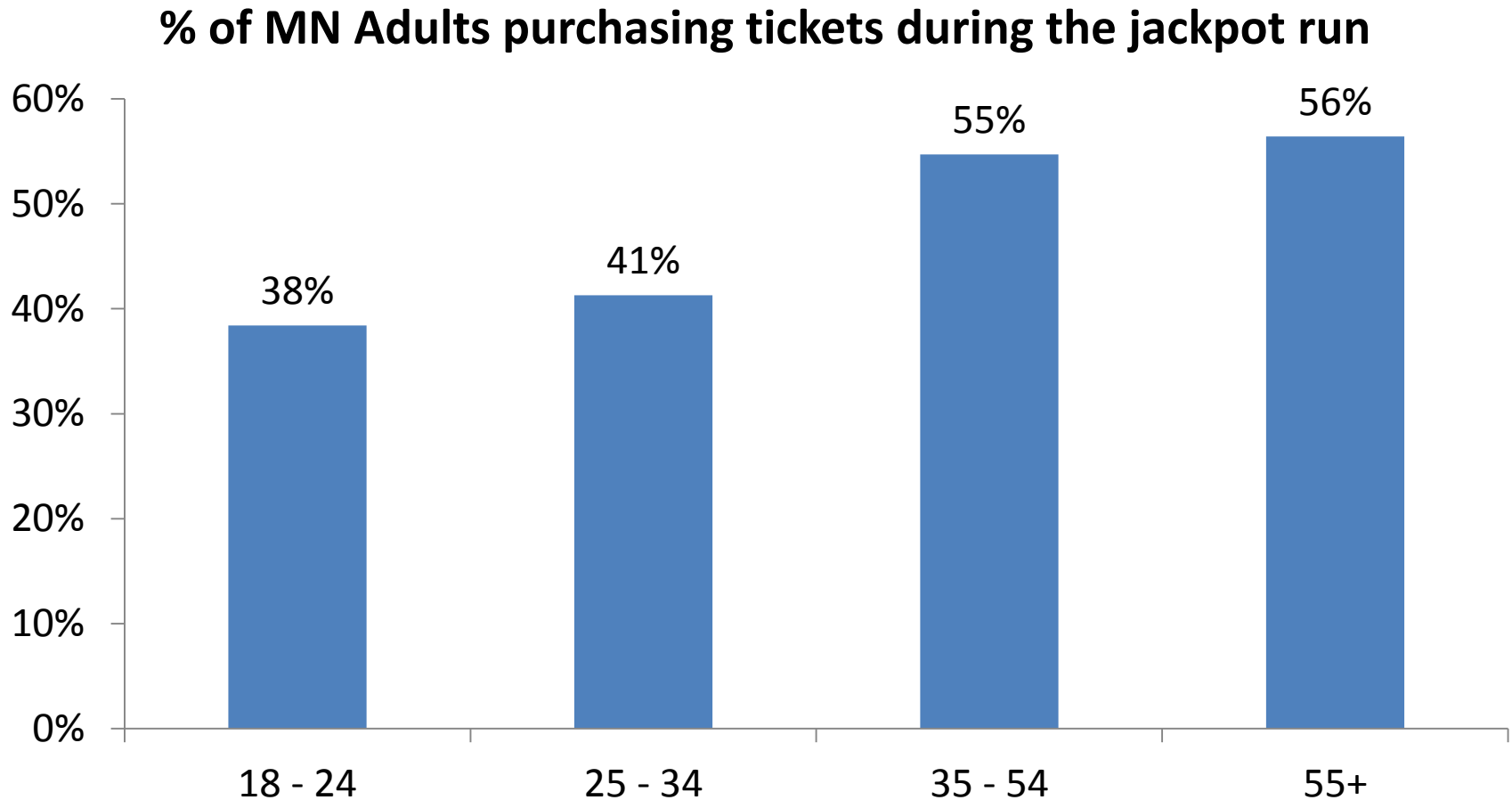
Source: Internet Survey (Ipsos), December 14-18, 2012

Demographics of Powerball Players



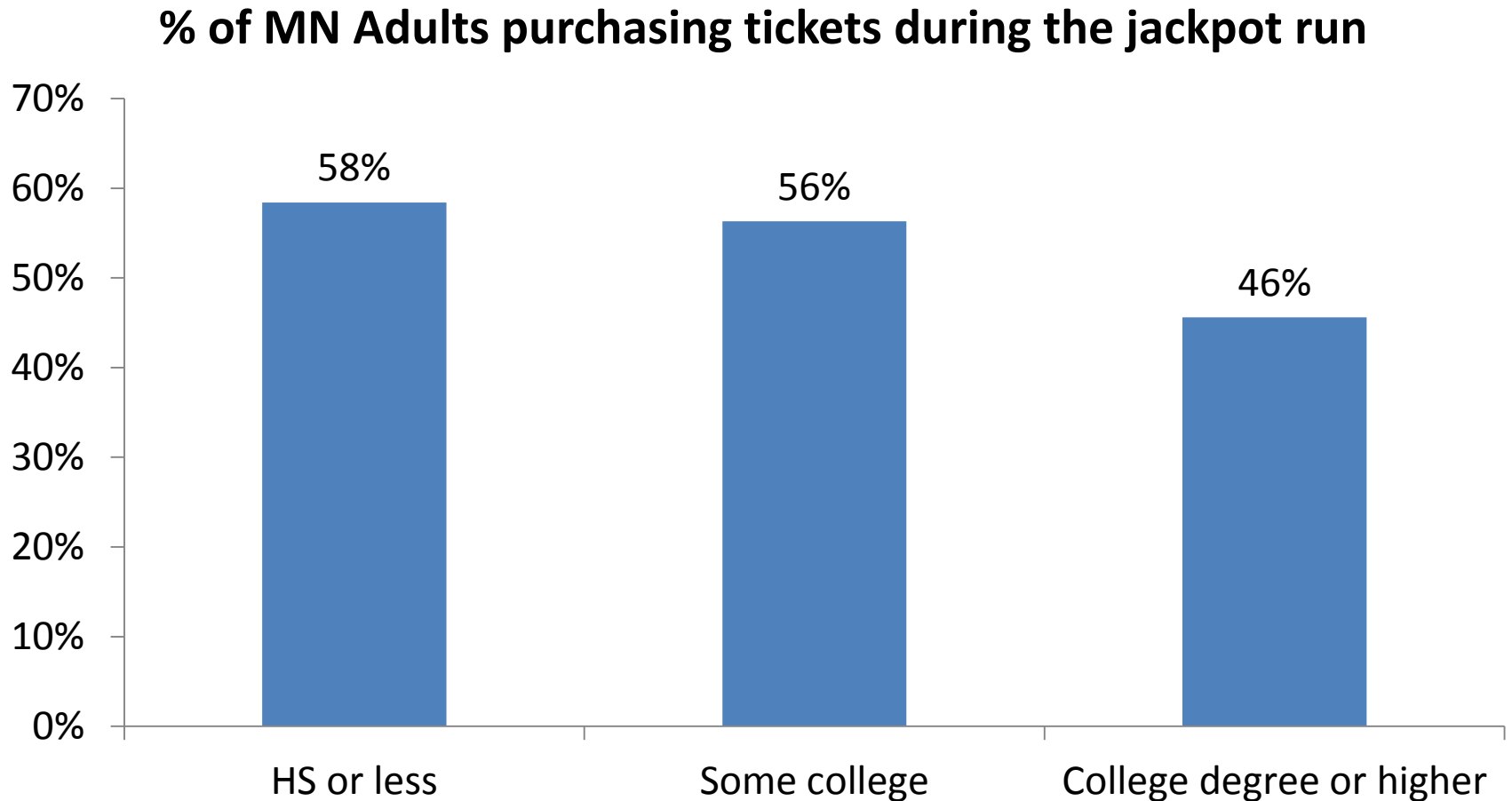
Source: Internet Survey (Ipsos), December 14-18, 2012

Demographics of Powerball Players



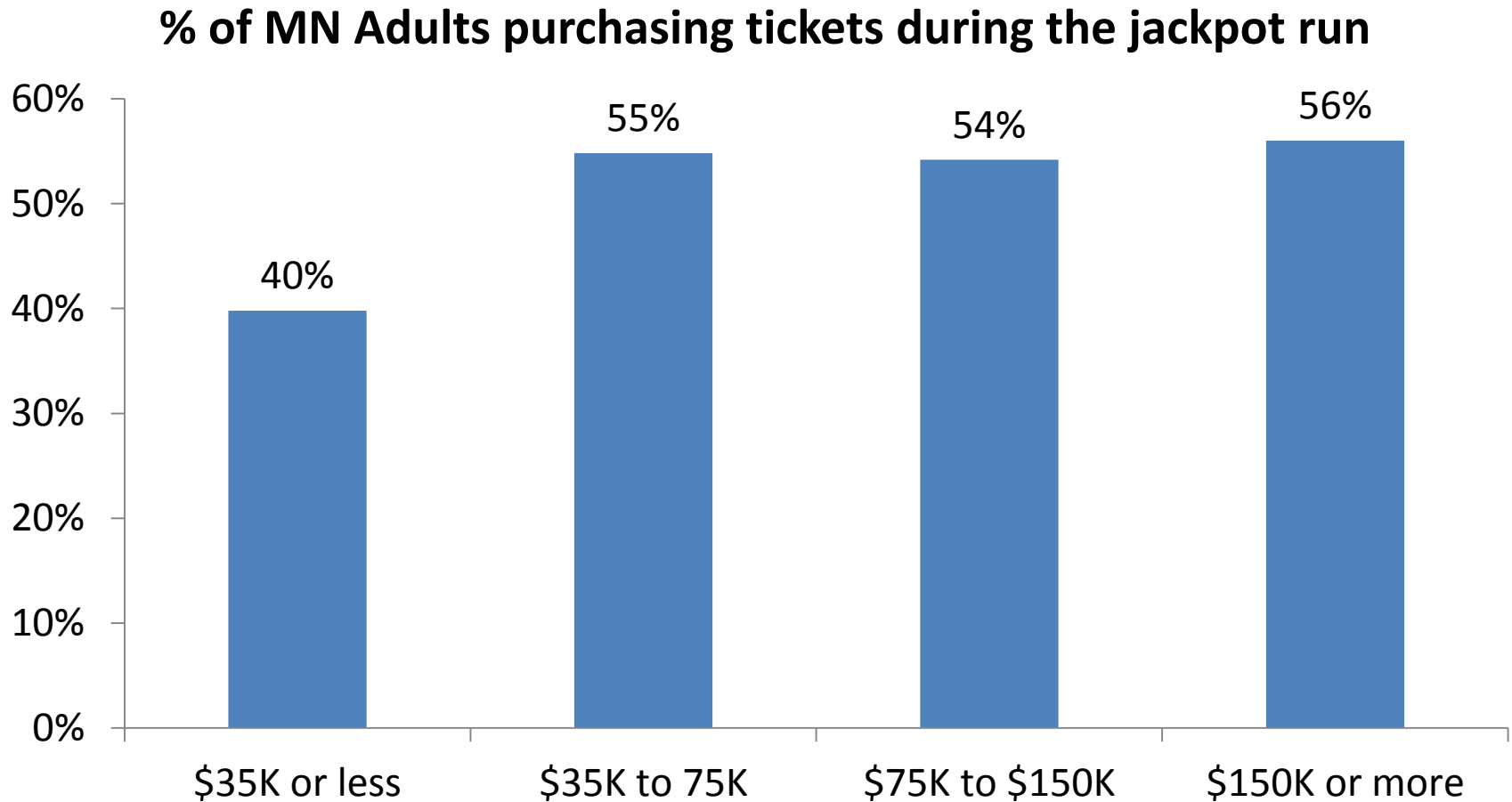
Source: Internet Survey (Ipsos), December 14-18, 2012

Demographics of Powerball Players



Source: Internet Survey (Ipsos), December 14-18, 2012

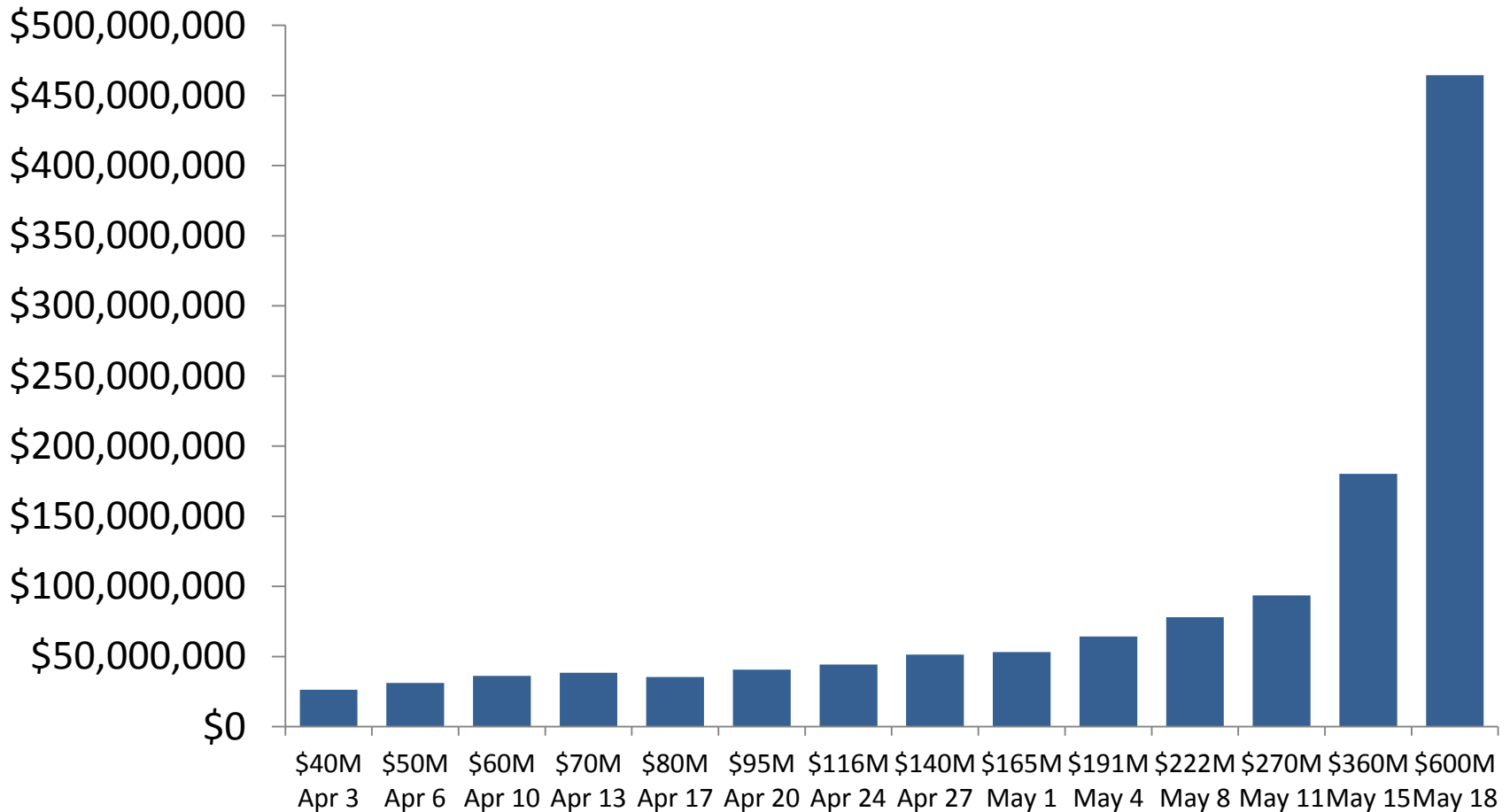
Demographics of Powerball Players



Source: Internet Survey (Ipsos), December 14-18, 2012

What's next?

Here are Powerball Sales from an even bigger run April 3 to May 18, 2013



Total sales: \$1.2 billion



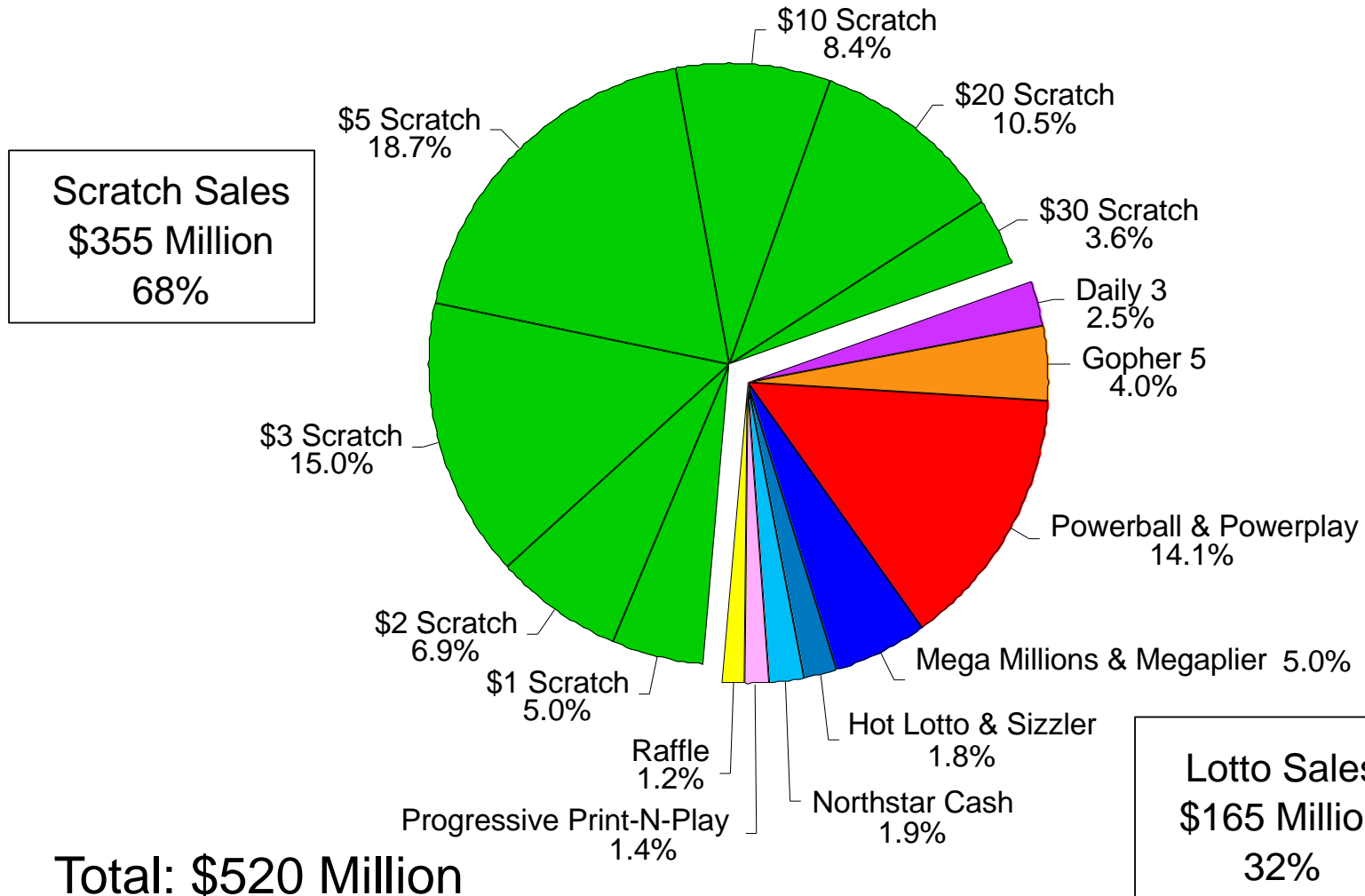
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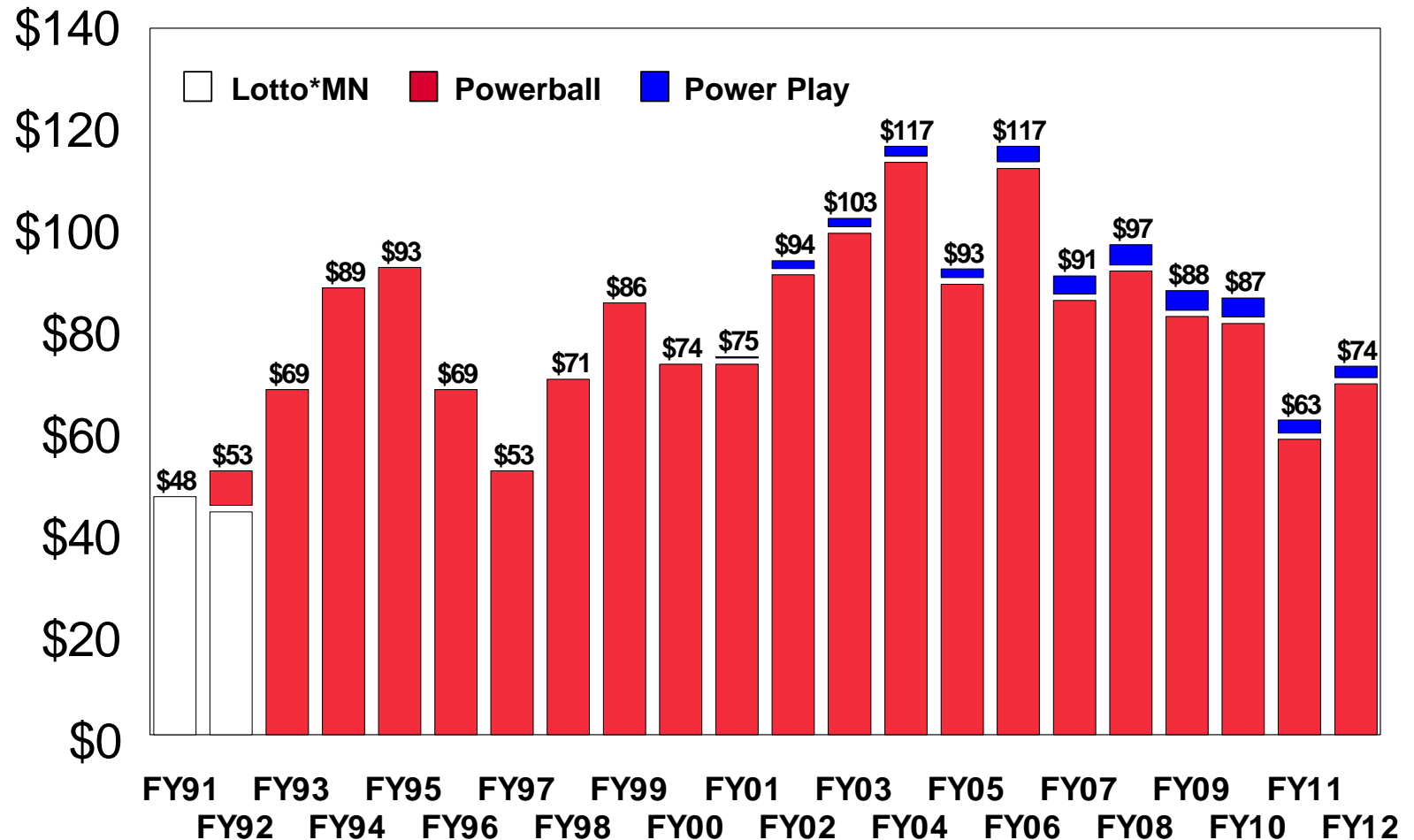


Minnesota State Lottery Sales Fiscal Year 2012



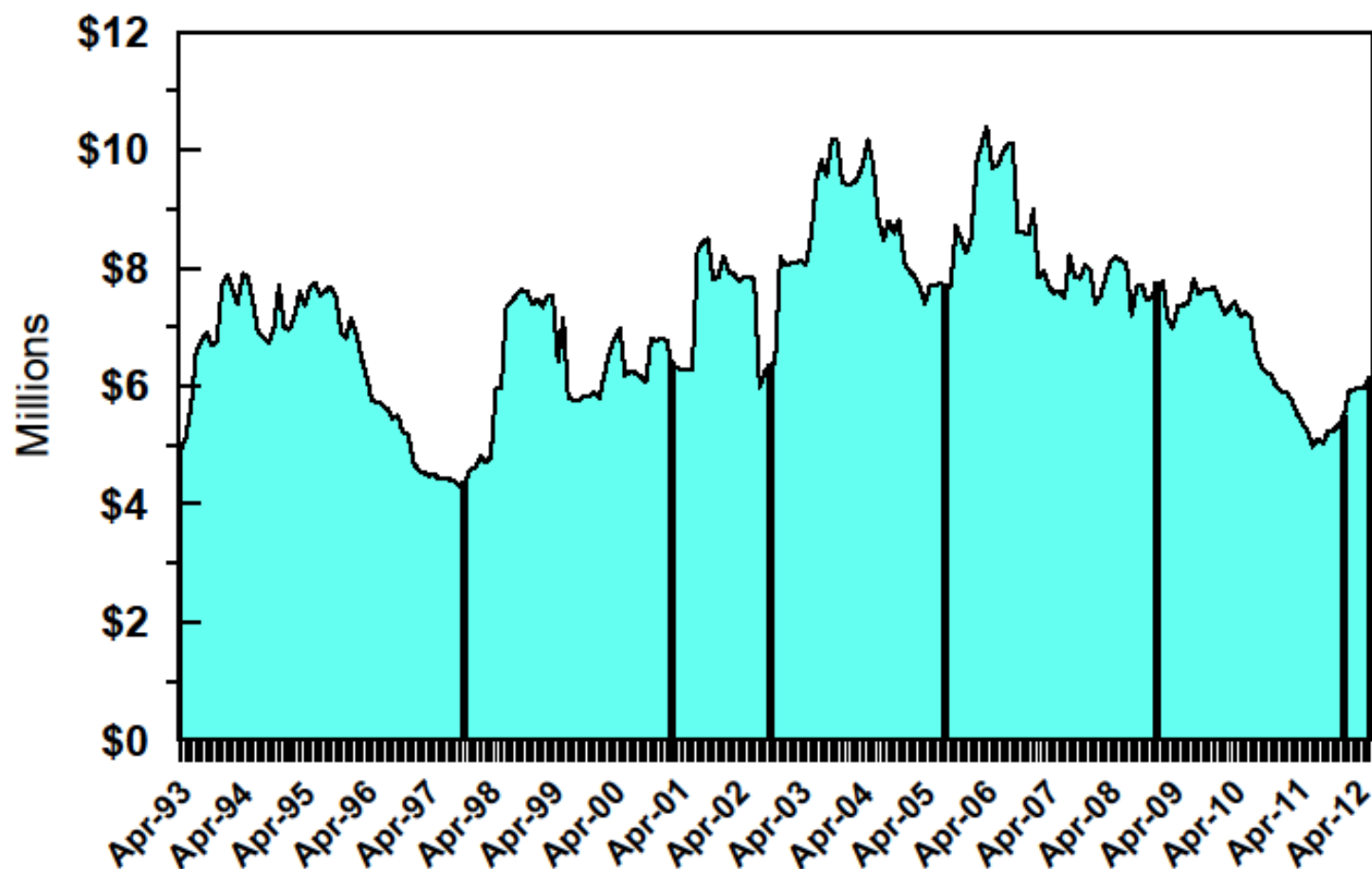
MN State Lottery Powerball Sales by Fiscal Year

Millions



MN State Lottery Powerball Sales

(12 Month Rolling Average)



(Dark lines indicate matrix changes)

Game Change: January of 2012

	Old Powerball (January, 2009)	NEW Powerball (January, 2012)
Starting Jackpot	\$20 Million	\$40 Million
Second Prize	\$200,000	\$1 Million
Overall Odds	1:35	1:31
Jackpot Odds	1:195 million	1:175 million
Ticket Cost	\$1	\$2
Minimum prize	\$3	\$4
How to Play	Pick 5 numbers from 1-53 and 1 Powerball number from 1-39	Pick 5 numbers from 1-53 and 1 Powerball number from 1-35

Results after the first year:

	\$1 Powerball	\$2 Powerball
Draws	Last 104	First 104
Average Jackpot	\$75 million	\$109 million
Minimum Jackpot	13 @ \$20 million	15 @ \$40 million
Maximum Jackpot	\$245 million	\$550 million
Average Draw Sales (MN)	\$577,535	\$919,331
Total Draw Sales (MN)	\$60,063,602	\$95,610,446
Average Draw Sales (All States)	\$28,187,318	\$45,801,844
Total Draw Sales (All States)	\$2,931,481,090	\$4,763,391,806