



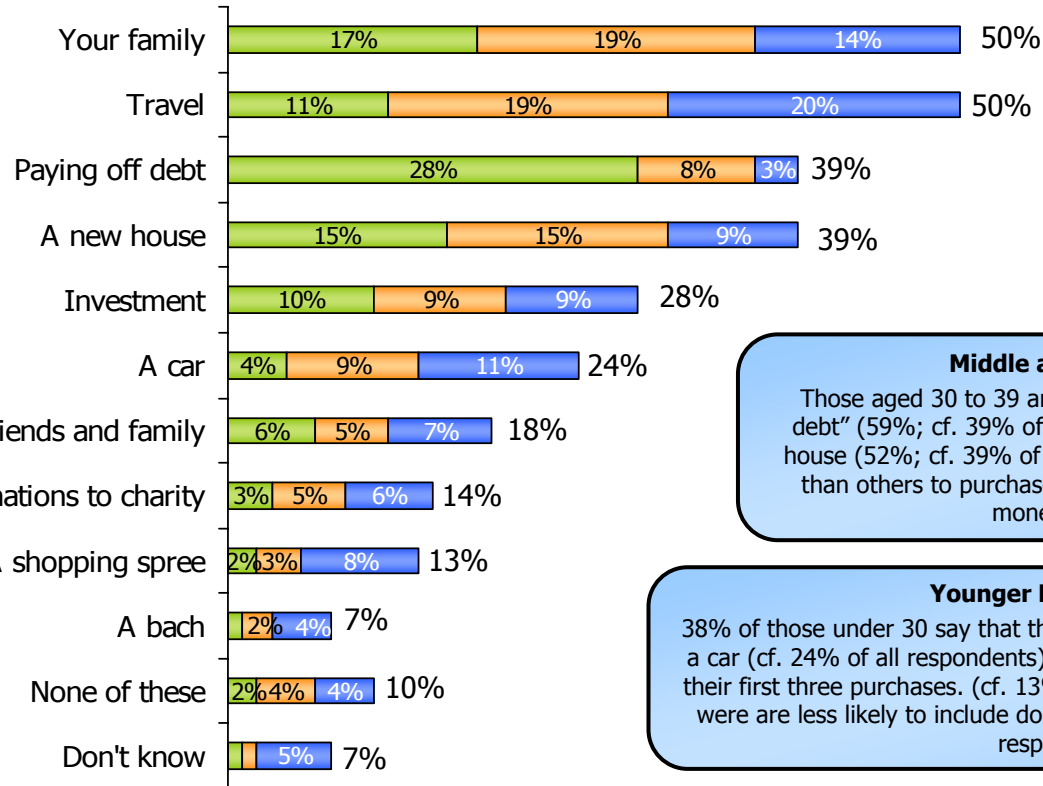
If you won \$1million?



Imagine you won \$1m in Lotto next Saturday night. Which would you spend your money on

- Most common *first purchases* are paying off debt, family, and a new house.
- The most mentioned purchases are family, travel, and paying off debt.

Those who purchase Lotto tickets at least monthly are more likely to mention "pay of debt" (48%; cf. all respondents 39%) and less likely than others to mention investment (20%; cf. all respondents 28%).



Elderly Lotto winners
Those aged over 60 are more likely to mention spending money on family (71%; cf. 50% of all respondents) and donations to charity (31%; cf. 14% of all respondents).

Middle aged Lotto winners
Those aged 30 to 39 are more likely to include "paying off debt" (59%; cf. 39% of all respondents) and buying a new house (52%; cf. 39% of all respondents). They are less likely than others to purchase a car, donate to charity, and give money to their family.

Younger Lotto winners
38% of those under 30 say that their first three purchases would include a car (cf. 24% of all respondents) and 23% include a shopping spree in their first three purchases. (cf. 13% of all respondents). Those under 30 were are less likely to include donations to charity (7%; cf. 14% of all respondents)

■ 1st purchase ■ 2nd purchase ■ 3rd purchase

Source: Q2; Base: All respondents (n= 494)