

# **2,000 Millionaires: The National Lottery Millionaire Survey**

## **Lucky Numbers?**

- The secret behind picking those winning numbers is...there is no secret
- Forty per cent of lottery millionaires use Lucky Dip<sup>®</sup>, and the rest choose their own numbers – whether that is a random selection off of the top of their heads, or a collection of favourite numbers based on family birthdays and significant dates
- It seems that some winners know that they are going to win – 38% state that they had always believed they would win a lot of money one day, while half the respondents (50%) report having dreamt of winning a bundle of cash
- Winning may stem from positive thinking, as half of the millionaires surveyed (51%) consider themselves to be lucky people.

## **The winning moment**

- The moment that the lottery rich list realise their lucky numbers have come up remains ingrained in their memories
- Asked which emotions they felt at the time they report a mixture – 80% said disbelief, 78% were overjoyed, 32% felt relief, and 29% experienced stress or anxiety as it can take a while for these mixed-up emotions to settle down to a point where a winner feels comfortable with that millionaire feeling
- The largest proportion – 38% - said it took them between three months to a year before they felt comfortable, while 14% say it took them up to two years or longer to adjust
- It takes 31% between only a few days and up to a month before the win sinks in and they settle down, but 14% say that even some time after their win they still do not feel comfortable about becoming a member of one of the UK's most exclusive clubs.

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### **Tickets please...**

- One of the biggest challenges facing winners is holding on to their ticket until they come into one of National Lottery operator Camelot's offices to get it verified and their prize paid out
- For 24% of winners, a bag, purse or wallet seems the most sensible place to keep it safe, 14% choose to sleep with the ticket under their pillow, 10% stick it in their underwear, and 2% of winners seek holy protection by putting their ticket in the Bible
- Another 2% have kept it under a budgie cage – an interesting take on the traditional guard dog.

### **The winning effect**

- Perhaps unsurprisingly, 96% of lottery millionaires report that they are as happy or happier since their win
- This may come from the financial security a big win provides – 77% report that the removal of money worries is one of the best things about winning
- Fifty-eight per cent mentioned the chance to look after family and friends
- For 24%, it is the luxury items to which they can now treat themselves
- Lottery millionaires also report changes beyond their bank balance – 22% said they felt younger since their win, with 55% of them claiming they felt younger by 10 years or more, compared to before their won
- Another 19% also report having lost weight – although in contrast, all the fancy restaurants and rich food they can now enjoy may have led to 40% admitting they had put on a pound or two in weight
- The freedom all this financial security brings has allowed 55% of winners to take up or spend more time on hobbies – topping the list are traditional favourites such as fitness, golf and travel, but winners also mentioned needlecraft and bowling as favourite pastimes.

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### **Where does the money go?**

- Lottery millions are not all spent on cars, holidays and homes, as winners want to help out their friends and family
- Proving that they are a generous bunch, 99% of winners report giving money to family and 76% to friends
- In fact, 76% say giving money to family and friends has given them greater pleasure than spending on themselves
- A lot of these gifts are to pay off one of the most significant household expenses – 87% of winners have paid off at least one mortgage with their winnings, while 17% have paid off five or more
- It is not just little gifts which winners make to friends and family – 15% have created at least one other millionaire with their generous gifts, with 2% having created five or more
- Winners are also keen philanthropists, with 91% reporting they have made a charitable donation
- It seems winners are heeding sound financial advice – 77% report that they are now as well off, or better off, than when they first picked up their cheque.

### **Work, work, work**

- As they trudge into work each day, many people imagine winning the lottery and giving up the daily grind – but in fact, once this dream has come true not all winners choose to jack in their jobs
- Of those working before their win, a third (34%) choose to carry on working with around half (53%) of those even remaining full time
- Of the two thirds who do give up, half (49%) admit they miss work – proving that a life of wealth and luxury clearly is not everything

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- Many choose to go back to work but for themselves as Lottery entrepreneurs – 35% have started, helped to start or invested in a business
- Across the UK, National Lottery winners are the moguls behind property and building firms, sandwich bars and taxi companies. There is even a lottery-style Roman Abramovich – a jackpot winner who bought a football club.

### **Getting Away From It All**

- Many people also dream of touring the world if they banked a million or more, but it seems most lottery winners are not jetting off at the drop of a hat – their modest holiday expectations are reflected by their favourite destinations
- For the first time ever, the lottery millionaires' playground is not Spain – after topping the list of holiday hotspots in the 2004 survey of winners, Spain now comes in second place after the USA
- Winners' horizons have broadened though, with Dubai, South America and Australia all leaping up the list this time around
- Most millionaires (64%) take between two to four holidays a year, rather than jetting off every few weeks
- Traditions seem to die hard, with 21% reporting having bought a caravan or camper van since winning – with this many hooking up, it is not a surprise to learn that 8% still name the UK as their favourite destination, mentioning the Norfolk Broads, Cornwall, Devon, North Wales and Dorset as top places to go
- There are a few who are living the jetset lifestyle, however, as 16% are having six or more holidays a year and 3% report that they go on 10 or more holidays a year
- The more exotic favourite holiday locations they choose, include the Maldives, Canada, the Caribbean, the Far East and Hawaii.

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### **Home Sweet Home**

- The lottery millionaires' favourite purchase after their win remains their home, with 80% choosing to upgrade their gaff
- The majority move from a terraced or semi-detached two- to three-bedroom house, to a detached four- or five-bedroom house
- They do not move far though, as 88% stay within 20 miles of their old home – proving friends and family are hard to leave behind
- Most do not stop at one home – 14% buy four or more, one reports having 15, while another has become a real property magnet with 26
- Most homes feature all the latest mod cons, from luxury bathrooms, state-of-the-art kitchens, conservatories and landscaped gardens – in addition, 36% have a walk-in wardrobe, 32% have a games room, 29% a bar, 25% a home cinema, and 21% a hot tub
- What is the next big thing that lottery millionaires long for in their new houses? New kitchens and bathrooms top the list, but a dance studio, stables, a tree house and a pond for pet geese were also mentioned!
- The property purchases do not stop at this side of the English Channel, as 15% of winners have bought a property abroad – most are in Spain and the US, but France, Cyprus, Greece and Canada also feature.

### **On The Road To Success**

- Seemingly lottery millionaires head straight for their local garage once they have cashed their cheques, as new cars are the first purchase for a third of all winners (34%)
- Few stop at just the one set of wheels though, as the average number of cars bought by lottery millionaires is over six

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- For the 11% who have bought 10 or more cars, perhaps it is a showroom rather than a garage that they need – while a couple of winners could open their own dealership, with one having bought 50 cars and another estimating they have gone through 99
- BMW is the lottery millionaires' favourite make of car, with Mercedes and Land Rover/Range Rover coming in second and third place respectively
- Some winners clearly enjoy living in the fast lane, and choose from a shopping list of supercars comprising the likes of Aston Martin, Bentley, De Lorian, Ferrari, Lamborghini, Porsche and Rolls Royce
- One winner surveyed has really gone to town, listing seven Ferraris, five Bentleys, two Jags, two Porsches, three Mercs, 12 BMWs, four Range Rovers and a Volvo – before admitting they had forgotten the rest.

### **The Weird And Wonderful World Of The Lottery Winner**

- It is not all fast cars, luxury holidays and a life of privilege and relaxation for this exclusive club of National Lottery millionaires – some of them also splash their cash on some more unusual purchases
- The survey discovered winners who had bought a seven-foot statue of a giraffe, a signed Robbie Williams disk, rare carp, a vintage tractor needing restoration, a JCB, a parrot, a telescopic forklift, a £1,000 fishing rod, and a castle.

## **Top 10s:**

### **Ways to choose numbers**

Lucky Dip<sup>®</sup> from machine  
Birthday dates  
Own choice of random numbers  
Other significant dates / numbers  
Door numbers  
Dreamt them  
Ages of family / friends  
Picked out of a hat  
Mobile phone number  
Car registration plates

### **Lucky Jobs**

Retail / shop worker  
Builder  
Administrator / office worker  
Factory worker  
Cleaner  
Driver (bus / HGV / taxi)  
Chef / cook / publican  
Nurse / careworker  
Engineer  
Machine operator

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### **Favourite Holiday Destinations**

USA  
Dubai  
Spain  
South America  
Australia  
England  
South Africa  
France  
Canary Islands  
Canada/Caribbean/Greece

### **Cars Purchased**

BMW  
Land Rover / Range Rover  
Mercedes  
Ford  
Toyota  
Volkswagen  
Jaguar  
Audi  
Mitsubishi  
Peugeot

### **Favourite Purchases**

House  
Car  
Holiday home / caravan  
Pet  
Holiday  
Jewellery  
Football season ticket  
Home cinema  
Hot tub  
Designer clothes

### **Favourite Feature in the Home\***

Landscaped gardens  
State-of-the-art kitchen  
Swimming pool  
Conservatory  
Location/the view  
Living room  
Hot tub  
Games room / snooker table  
Bar  
Home cinema

### **Unusual Purchases**

JCB  
Forklift Truck  
Yacht  
Castle  
Tractor  
Racehorse  
Farmland  
Spa / jacuzzi / sauna  
Gothic Folly  
Water fountain

### **Unusual places to hide ticket**

In a budgie cage  
In underwear  
Under the pillow  
In a bible  
In a cash box in the dog's bed  
In the microwave  
Under the flowerpot  
In a tin in the loft  
In a shoe  
Under a chessboard

**For further information, please contact  
Camelot Press Office: 020 7632 5711**

*Research conducted by Ipsos MORI among 100 National Lottery publicity winners, who have won around £1 million or more. The winners were interviewed by telephone between 12 July and 24 August 2006. Answers listed are not necessarily the highest responses – in some cases they are the most unusual responses. \*Based on MORI survey conducted by telephone among National Lottery jackpot winners between 3 September-11 October 2004.*