



News

from The National Lottery®

Living the Dream

Jackpot winners reveal their millionaire lifestyles

The National Lottery® has unveiled a major new survey among jackpot winners from the past 10 years to coincide with its 10th Birthday celebrations. The survey was carried out by MORI who interviewed major winners who have chosen publicity and have won around £1 million or over. It provides an insight into the lifestyles changes of the new millionaires, their spending patterns and the success of their investments.

Winners' generosity

- One in seven jackpot winners has given £1 million or more to a family member or friend. This means that an additional 728 indirect millionaires have been created over 10 years
- 98% of jackpot winners have given a proportion of their winnings to family. Nearly three quarters of winners (73%) have given some of their winnings to friends and 87% of jackpot winners have given a proportion away to charity

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- One in four jackpot winners has given away over 30% of their winnings.

Does money make you happy?

- Lottery winners report they are as happy (35%) or happier (65%) since hitting the jackpot
- Reasons for being happier included financial security (64%), being able to do and buy what they liked (43%), and enjoying an easier life (23%)
- Lack of pressure, stress and worries (28%); being able to give up work (14%); and look after family and friends (13%) were deemed the best things to happen after a win
- 92% of winners who were married when they won, are still married to the same person.

Spend, spend, spend...

- Three quarters of big winners moved home with 91% of winners buying detached homes and 65% choosing to live in the countryside. Nine out of 10 winners moved within 20 miles of their previous property, with almost two in three moving within a five mile radius
- One in seven big winners now own a property abroad with over half buying in Spain, while a quarter have bought in the USA

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- The USA is a favourite holiday destination for a fifth (21%) of lottery winners. 10% fly to Spain (including the Balearic Islands and Canary Islands) and 9% to the Caribbean, while one third (34%) of big winners have been on a cruise since their win
- Two thirds of winners (63%) have taken three or more holidays a year since their lottery win, while 7% of winners take 10 or more holidays a year

Driving the dream

- One in 10 winners bought at least 10 cars since their win
- 35% of jackpot winners own a brand new BMW, 26% a new Range Rover or Land Rover, and 27% a new Ford.

Winners and Work

- 87% of winners were employed when they won, just one quarter of those (27%) still work – 55% are full-time and 45% work part-time
- One third of jackpot winners have either started their own business (27%) or bought into an existing business (7%).

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Investments

- Jackpot winners have invested a proportion of their winnings into stocks and shares (78%), a high interest account/ISA/pension scheme (72%), home improvements (69%), property in the UK (53%), their own business (30%) and property abroad (14%).
- 40% of big winners own and rent out property in the UK. Of those who have bought property in the UK as an investment, 74% rent it out as a means of safe-guarding some of their winnings. Those who have invested in Buy-to-Lets have on average 3.7 properties each.

-Ends-

**For further information, please contact
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