

Key Facts About The National Lottery

Good Causes

- National Lottery players have helped to raise more than £23 billion for Good Causes to date
- More than 330,000 individual awards have been made across the UK in the biggest programme of civic regeneration since the 19th Century – that is an average of 103 lottery grants for every single postcode district
- At around 40% of total sales (28% to the Good Causes and 12% in lottery duty), the UK National Lottery returns a higher proportion of revenue to society than any other major lottery in the world both in actual and percentage terms
- On average, each week around £25 million is generated for Good Causes.

Winners and Prizes

- Over £32 billion has been paid out in prizes since launch
- On average, more than 4 million people win prizes every week on The National Lottery's range of draw-based games and Scratchcards
- Over 2,100 millionaires or multi-millionaires have been created since launch
- One in every 23,500 adults in the UK is a millionaire jackpot winner¹
- 96% of winners are as happy or happier since hitting the jackpot²
- 99% of winners report giving money to family and 76% to friends – 15% have created at least one other millionaire with their generous gifts, with 2% having created five or more²
- Winners are also keen philanthropists, with 91% reporting they have made a charitable donation²
- One in four National Lottery jackpots is won by a syndicate.

Breakdown of the lottery pound

- Averaged over the seven-year licence period, out of every £1 spent on National Lottery products 50% is paid out to players in prizes, 28% is contributed to the Good Causes, 12% goes to the Government in lottery duty, 5% covers retailer commission, and 4.5% is retained by Camelot in operating costs, with a further 0.5% returned to its shareholders
- For every £1 that Camelot makes in profit, £10 goes to retailers, £24 to the Government, £56 to the Good Causes and £100 is paid out to National Lottery players in prize money.

Supporting London 2012

- The National Lottery will contribute almost £2.2 billion to the public funding package for the London 2012 Olympic Games and Paralympic Games
- Of this, £750 million will come from a series of designated lottery games³, like Dream Number – the first draw-based lottery game in support of London 2012, which launched last summer – some National Lottery Scratchcards, and all online Instant Win Games available at www.national-lottery.co.uk
- Sales of designated lottery games are ahead of schedule, with over £300 million already raised for the Olympic Lottery Distribution Fund (OLDF).

Participation

- The National Lottery has a greater reach than any other consumer product in the UK – around 70% of adults play on a regular basis
- More than 96% of the UK population either live or work within two miles of a lottery terminal.

Efficiency

- Run on around 4.5% of total revenues, the UK National Lottery is the most cost-efficient lottery in Europe
- The UK National Lottery is one of the world's most operationally efficient lotteries. Camelot's IT systems have always exceeded the standards set by its regulator, with availability to sell lottery products in 2005/06 at 99.99% – beating its target of 99.50%.

Leading UK Brand

- The National Lottery crossed fingers logo is instantly recognisable to 95% of the UK population
- Total yearly sales of National Lottery products are greater than the combined annual sales of Coca Cola, Warburton Bread, Walkers Crisps, Hovis Bread, Cadbury Dairy Milk, Nescafé, Andrex, Lucozade, Kingsmill Bread and Robinson's Soft Drinks combined⁴
- Buying lottery tickets is the primary reason for visiting a convenience store on a Wednesday, Friday and Saturday for 16% of shoppers⁵ – second only to purchasing a newspaper at 18%.

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

1. Based on share of the total adult (16+ player) population of the UK of 47 million – Source: Census Day 2001 (29 April)
2. Source: 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.
3. The remaining £340 million will come from the Sports Lottery Fund, and, if needed, up to £410 million from mainstream National Lottery games from 2009.
4. Source: Top 100 Grocery Brands, Checkout Magazine/AC Nielsen – March 2008; National Lottery sales figures for 2007/08 financial year from Camelot.
5. Source: CTP (Convenience Tracking Programme) – Harris International Marketing

All figures quoted are correct as of 7 July 2008. Camelot Group plc is the licensed operator of The National Lottery® and the crossed-fingers logo is the trademark of the National Lottery Commission.