



News

from The National Lottery®

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Why National Loitering Is A Christmas Turkey

***Our Least Favourite Festive Waiting Game Is Unwrapped
In New Survey***

Already fed up with the Christmas rush slowing life down? People in the UK are wasting a whole 'Lotto' time – spending up to 33 weeks of their lives waiting at the checkout, for the bus, sitting in traffic or standing at the bar.

The results of a seasonal Christmas shopping survey* for National Lottery Fast Pay™ reveal that we are officially a nation on hold – in fact, 76 per cent of us spend up to 20 minutes a week holding on the phone. In addition, 75 per cent of respondents waste up to 10 hours a month sitting in traffic or waiting for public transport, while 61 per cent spend up to 17 hours a year waiting in the bank.

Despite being perceived as a patient nation, the new research shows that we are fed up with killing time. Over 87 per cent of respondents stated that they would rather spend time with family and friends than waste it hanging around. Interestingly, while nobody likes loitering, we do not choose to do anything active instead – 78 per cent of us would prefer to be relaxing, and 76 per cent would like to read the papers.

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Wiling away all these spare hours appears to have developed into an art form all of its own, with 40 per cent of those questioned stating that they spend their waiting time thinking about what they would do if they won the lottery. Even though waiting for the toilet is the nation's most disliked waste of time, however, 4 per cent of people still say they like standing in line for the loo.

Contrary to popular belief, however, thinking about the opposite sex does not come out on top, as only 24 per cent of people dream about romance while waiting. It seems it is our bellies, and not our hearts, that rule our heads, with a massive 47 per cent of people using their spare hours to plan what to have for dinner.

When it comes to the top celebs we would like to loiter with as we wait to pay for our pressies, Brad Pitt, David and Victoria Beckham, Kelly Brook, Jude Law, Abi Titmuss – and even *X-Factor's* Mr Nasty Simon Cowell – are all on the nation's Christmas list. Nobody enjoys being stuck with someone who complains all the time, but 'believe' it or not even miserable sitcom favourite Victor Meldrew joins this illustrious queue.

National Lottery Fast Pay is the brand new service which allows players to save time by buying tickets for their favourite draw-based games – Lotto, Lotto Extra, Lotto HotPicks, Thunderball, Daily Play and EuroMillions – when they pay for their shopping, in one convenient trip to the supermarket checkout.

A National Lottery spokesperson said: 'We are living our lives at a frantic pace and our time is becoming more and more precious. Fast Pay makes it even quicker and easier to play all your favourite draw-based games – so now you have much more time to dream about what to do if you win!'

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Commenting on the behavioural psychology of being made to wait around, psychotherapist, Gladena McMahon, said: "There are only 168 hours in a week and most people want to make the most of the time they have so as to fit in as many personal activities as possible. We are becoming a nation that benefits from anything that will allow us to take more control of our most precious commodity – time"

National Lottery Fast Pay is the first initiative of its kind anywhere in the world and was introduced in response to UK consumers' calls for extra time. This revolutionary new way to play National Lottery games is now available at more than 1,000 Tesco stores across the UK.

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

National Lottery Fast Pay™ Christmas Shopping Survey – Key Results:

- The Scots top the poll as the most likely group to make the most of any extra time down the pub. Fourteen per cent said they would welcome a few extra hours down the local
- The Midlands is a region of home lovers and top the poll for people who would like to spend more time at home (55 per cent)
- Thirty-two per cent of people in the North spend up to 10 minutes a week (8.5 hours a year) queuing for the loo, compared to 22 per cent nationally
- Cheeky Geordies are also the most optimistic, with 49 per cent spending their waiting time thinking of what they would do if they won the lottery

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- Despite their reputation, Yorkshire folk spend the longest time queuing in the bank with 63 per cent estimating they spend up to 1.5 hours a month waiting to get their hands on their hard-earned cash. They are also the most-family friendly, with 94 per cent of people wanting to spend more time with their family and friends, compared to the national average of 87 per cent
- While hanging around, 29 per cent of men are thinking about romance, compared to only 19 per cent of women – 55 per cent of whom are thinking about what to have for dinner
- Men are more likely to loiter at the bar – with 50 per cent stating they spend up to 35 hours a year waiting to be served
- Thirty-four per cent of single people spend their waiting time thinking about romance compared with only 17 per cent of married people, who are more likely to be thinking about what to have for dinner (46 per cent)
- Ninety-seven per cent of 25-34 year olds would rather be spending time with friends and family than waiting around, compared to only 81 per cent of the over-65s, who would rather be reading a newspaper or book
- Sixty-nine per cent of 25-34 year olds do not have enough time in their day, compared to 69 per cent of over-65s who feel they have plenty.
- Waiting for the bathroom is the nation's least favourite waste of time – only 4 per cent of people stated they liked queuing for the loo
- Perhaps unsurprisingly, given extra time, only 1 per cent of those surveyed would like to spend it at work!

** Research was carried out by NOP World on a sample of 1,000 adults aged 16-65+*

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Notes to Editors:

- Camelot Group plc is the licensed operator of The National Lottery® and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £17 billion has been raised for Good Causes by The National Lottery, and more than 200,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away £26 billion in prizes and created more than 1,800 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over
- The crossed fingers logo is the registered trademark of the National Lottery Commission.