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## **Why The UK Is A Luckier Place This Friday 13th** *Three times more lottery millionaires created than the public estimates*

New figures released to mark Friday 13<sup>th</sup> reveal that only 13 per cent of adults correctly guessed the number of millionaires The National Lottery® has created – and with three times more lottery winners worth £1 million or more than people believe, the UK is a much luckier place than previously thought.

On average, people think that around 600 lottery millionaires have been created, when the real figure is over 1,900. In fact, lottery operator, Camelot, predicts that the 2,000<sup>th</sup> millionaire will be created sometime in early December. In the survey, conducted by Populus, the most common estimate for the number of lottery millionaires created lay somewhere between 100 and 500 (34 per cent) – while two-thirds of people (67 per cent) thought the number created was 1,000 or less. Only 13 per cent correctly guessed the figure at over 1,500.

With an estimated £54 million EuroMillions mega-jackpot available to win tonight, Friday 13<sup>th</sup> could be prove to be lucky for someone – if the whole of the jackpot is won by one lucky ticket-holder in the UK, not only would they go straight to the top of The National Lottery's rich list, they would also end up richer than Michael Owen (£32 million), Prince William and Prince Harry (£32 million), Vanessa-Mae (£32 million) and Jamie Oliver (£25 million)\*.

A National Lottery spokesperson said: "The National Lottery has been creating millionaires week in, week out for nearly 12 years now so it's bound to all add up.

"With a £54 million jackpot available to win on EuroMillions tonight, we've got our fingers crossed that Friday 13<sup>th</sup> turns out to be lucky for the UK – and who knows? We could be adding another millionaire to that grand total. "

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The National Lottery spokesperson continued: “The UK isn’t just a lucky place for lottery millionaires of course – with £19 billion now raised for Good Causes, communities everywhere have also benefited over the years.”

If Friday 13<sup>th</sup> proves lucky for someone in the UK, here are the first 10 steps they could expect to make when claiming their new lottery millionaire lifestyle:

1. Call the National Lottery Line (Tel: 0845 910 0000) where various details about their ticket will be taken to ensure they are a legitimate winner and aged over 16.
2. They are then called back by one of Camelot’s secret winners’ advisers – along with other pieces of important information, they will suggest that the winner tells as few people as possible until they have had a chance to meet them in person, check their ticket and discuss their options.
3. The special adviser will then travel to the winner’s home to check their ticket and ID, as well as to provide support and advice about what happens next.
4. The dedicated winners’ adviser will then drive them to the nearest national Lottery regional prize payout centre to have their ticket formally validated.
5. Once these official checks have been completed, the winner is presented with their cheque and a private bank representative will meet them to sort out their banking arrangements.
6. The dedicated winners’ adviser then talks to them about what they think they might do with the win and also discusses the options available to them about taking publicity.
7. If a National Lottery winner chooses to share their good news with the public, a press conference is arranged. If they choose to keep their win private, however, Camelot respects their wishes and has a duty of care to protect their anonymity.

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8. A month after the win, a special panel is arranged for the winner – consisting of the Camelot winner adviser, together with independent and impartial financial and legal advisers.
9. The winner can then start putting into place their plans for fulfilling their dreams.
10. The Camelot team of advisers are then on call for as long as the winner feels they need them – be it months or years.

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

#### **Notes to Editors:**

Populus interviewed a random sample of 1,002 adults aged 18+ by telephone between July 28 and 30 2006. Interviews were conducted across the country and the results have been weighted to be representative of all adults. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populuslimited.com](http://www.populuslimited.com)

\*Based on information from Sunday Times Rich List 2006

#### **Regional Populus statistics:**

- **South East**  
57 per cent think fewer than 500 Millionaires have been created by the National Lottery since it started in 1994 while 12 per cent think more than 1500 Millionaires have been created.
- **Midlands**  
49 per cent think fewer than 500 millionaires have been created since The National Lottery started in 1994 while 16per cent think more than 1,500 millionaires have been created.
- **North England**  
57 per cent think fewer than 500 millionaires have been created since The National Lottery started in 1994 while 15per cent think more than 1,500 millionaires have been created.
- **Wales & South West**  
58 per cent think fewer than 500 millionaires have been created since The National Lottery started in 1994 while 10 per cent think more than 1500 millionaires have been created.

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**Camelot Press Office**

Serving the nation's dreams

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### ▪ **Scotland**

52 per cent think fewer than 500 millionaires have been created since The National Lottery started in 1994 while 10 per cent think more than 1,500 millionaires have been created.

### **About Camelot:**

- Camelot Group plc is the 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 £19 billion has been raised for Good Causes by The National Lottery, and more than 240,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away over £28 billion in prizes and created more than 1,900 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 40 UK companies in Business in the Community's 2006 Corporate Responsibility Index, and is 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](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://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.



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