

CHANNEL ISLANDS CHRISTMAS LOTTERY

SURVEY CONDUCTED FOR
THE STATES OF GUERNSEY &
THE GOVERNMENT OF JERSEY



Island Global Research

MAY 2023

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This report presents findings from a survey on the Channel Islands Christmas Lottery survey completed by residents in Jersey and Bailiwick of Guernsey in 2023.

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About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

Island Global Research is part of the BWCI Group, and a member of Abelica Global.

INTRODUCTION AND APPROACH

Island Global Research conducted a survey on behalf of the States of Guernsey and the Government of Jersey to obtain islanders' views on the Channel Islands Christmas Lottery, which takes place annually in December.

Island Global Research developed the questionnaire for the 2023 survey. It was designed to be compatible with a survey that sought on participation in the 2019 Christmas Lottery, though also included new questions to elicit preferences about the format of the game.

The latest survey was conducted online and data were collected between 12 April and 1 May 2023. Members of the IGR research panel were invited to complete the survey. The survey was also promoted on social media to people aged 18+ in living in Jersey and the Bailiwick of Guernsey.

The 2023 survey was completed by a wide range of people. Survey weights were applied to adjust for differences between the age and gender profile of the sample and the profile of the resident population. This is a standard statistical method that allows us to report results for the island as a whole and was also used in the previous survey. Results are reported after survey weights have been applied, though differences between unweighted and weighted results are small.

The findings are reported for the Channel Islands overall, and also separately for Jersey and the Bailiwick of Guernsey. Where applicable results are shown alongside findings from 2019. Additional, subgroup analysis is reported for selected questions, including participation in the 2022 Christmas Lottery, and by age group.

The survey results show high participation rates, with 86% of adults reporting they had participated in the 2022 Channel Islands Christmas Lottery. The equivalent statistic for the 2019 Channel Island Christmas Lottery was 87%. Although we encouraged people to share their views whether or not they bought a ticket, some selection bias is likely since we would expect the survey would appeal more to those who had taken part. No adjustment has been made to correct for this possible selection bias, but some results (such as the participation rates) should be interpreted with caution. Where applicable the need for caution is also noted in the commentary.

The 2023 survey results are based on 3085 responses from residents of Channel Islands.

Jersey



**1687
residents**

**Bailiwick of
Guernsey**



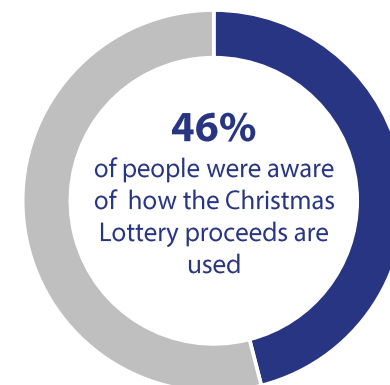
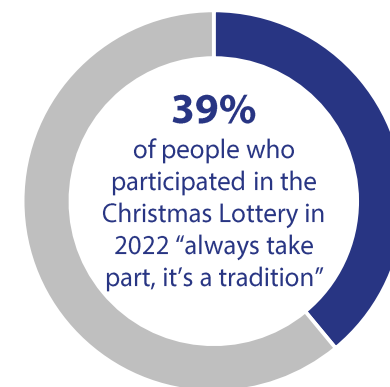
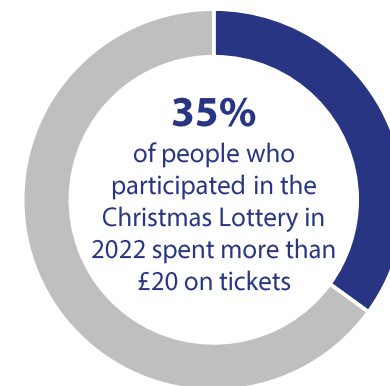
**1398
residents**

KEY FINDINGS (1)

The Channel Islands Christmas Lottery survey was conducted by Island Global Research on behalf of States of Guernsey and the Government of Jersey.

The survey about the Christmas Lottery was completed by just over 3000 people living in the Channel Islands. The high levels of engagement demonstrate how strongly people feel about this topic.

- The survey found 85% of people living in Jersey and 87% of people in the Bailiwick of Guernsey took part in the 2022 Christmas Lottery. Some self-selection in who responded to the survey is to be expected (i.e. those who took part were more inclined to share their views), which means participation rates are likely to be over-stated. Nonetheless, it seems reasonable to conclude the Channel Islands Christmas Lottery is popular with local residents.
- The profile of participants closely resembles the profile of the local population, though as reported in the previous survey those aged 65+ were slightly less likely to participate than those of working age.
- In 2022, 83% of participants took part as an individual – this includes 41% who were also part of a syndicate. There were an additional 3% who participated only as part of a syndicate.
- 85% of participants said “The chance of winning” was a reason for taking part. Other motivating factors were “I always take part / it’s a tradition” (39% of residents) and “I wanted to support local causes / beneficiaries” (35% of residents).
- 50% of Channel Islands’ residents who had taken part in the Christmas Lottery in previous years, but didn’t in 2022 indicated this was because “The chances of winning were small”. There were also 34% who selected “The ticket price was too high”, and 29% who selected “The prizes were not good”. In addition, 41% of Jersey residents who had taken part previously said they hadn’t in 2022 because “The top prize is always won by someone in Guernsey”.
- Of those who had never taken part, 55% indicated they weren’t interested and 32% selected “the chances of winning were small”. There were also 29% of Jersey residents in this group who selected “The top prize is always won in Guernsey”.
- 46% of residents were aware or very aware of how the Christmas Lottery proceeds are used, and sub-group analysis showing awareness increases with age.



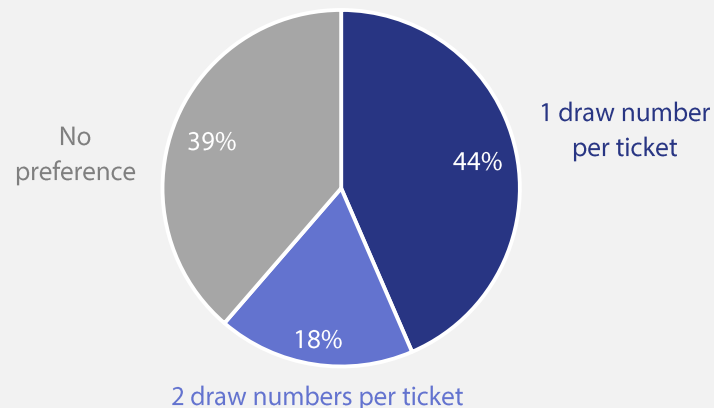
KEY FINDINGS (2)

- More than 70% of participants agreed or strongly agreed that: “I buy more tickets with what I win in scratch card prizes”. This highlights how important the instant scratch game is in contributing to ticket sales.
- Two-thirds indicated they “I like having smaller prizes so the odds of winning are higher”. The written feedback also included suggestions for capping the top prize (e.g. at £500,000) and using the additional revenue generated in ticket sales to boost the remaining prizes.
- 60% agreed that “The top prize is a life-changing amount of money”. The percentage of people who agreed with the statement was notably lower than in the survey conducted in three years ago.
- Almost half agreed that the scratch card element is fun. This was echoed in some of the written comments. However, there were also comments indicating dissatisfaction with this element, including some who felt the chances of winning from the instant scratch game in 2022 was lower than it used to be.
- Almost 40% agreed the lottery draw is exciting. The written comments indicated a preference for the lottery draw to be shown live (on TV or via livestream).
- When asked if they had a preference on the number of lottery draw numbers on each ticket (having been told this did not affect the odds of winning), there was a clear preference for one draw number per ticket (44% vs 18% who selected two draw numbers per ticket). The remaining respondents indicated they did not have a preference.

Views from those who participated in 2022:

	Disagree (incl. strongly disagree)	Agree (incl. strongly agree)
I buy more tickets with what I win in scratch card prizes	14%	76%
I like having multiple, smaller prizes (£100 to £500) in the main lottery draw, so the odds of winning are higher	15%	67%
The top prize is a life-changing amount of money	25%	60%
The scratch card element is fun and encourages me to buy more tickets	25%	47%
The lottery draw element is exciting	26%	39%

Views on the draw numbers per ticket



KEY FINDINGS (3)

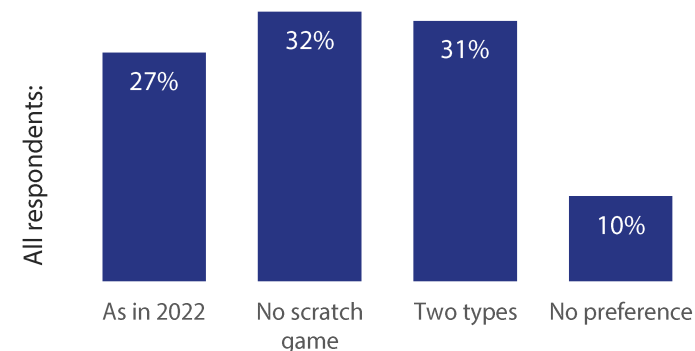
Respondents were asked to indicate their preference over three different game formats (see right). Views were divided.

The graph shows the views from across both islands (including those who did not participate in 2022), while the table shows the views from selected sub-groups.

- Across both islands, 32% of people indicated they prefer the lottery draw only (which has more prizes but no instant scratch game), 31% preferred the option with two types of tickets and 27% preferred the format as in 2022. The distribution of preferences was very similar among those who participated in 2022, though those who spent more than £20 on tickets in 2022 and also among those aged 18-39 were slightly more likely to prefer having two types of ticket available.
- It is hard to be conclusive with views so divided, though the finding does indicate there is support for changing the format. Written feedback suggested part of the appeal for the new options was the prospect of a separate prize per island.
- Written feedback showed mixed views on the scratch card element: some enjoy the instant win, but others are less keen. However there is a case for keeping this element since 76% of participants agreed with the statement "I buy more tickets with what I win in scratch card prizes". The open text feedback also showed that many respondents recognise the instant game helps to generate ticket sales. Very few comments focused on the top-prize for the instant scratch game, suggesting this is less important.
- The cost of the ticket was another common theme, with most preferring a lower cost ticket. Some indicated a £5 ticket is too expensive to buy on impulse, and thought it would adversely impact the amount raised in ticket sales.

LOTTERY DRAW WITH INSTANT SCRATCH GAME £2 per ticket First prize: starts at £300,000 and increases with ticket sales Second prize: £50,000 5 chances to win £10,000 15 chances to win £2,500 45 chances to win smaller prizes (£500 and £1000) Instant scratch game with £5,000 top prize	LOTTERY DRAW ONLY WITH MORE PRIZES £2 per ticket First prize: starts at £300,000 and increases with ticket sales Amount allocated to first prize from each sale is higher without instant win Second prize: £100,000 per Island 5 chances to win £10,000 15 chances to win £2,500 100 chances to win smaller prizes (£100, £500 and £1000) No instant scratch game	TWO TYPES OF TICKET AVAILABLE £1 ticket = 1 lottery draw number or £5 ticket = 2 lottery draw numbers plus instant scratch game First prize: starts at £300,000 and increases with ticket sales Second prize: £100,000 per Island 5 chances to win £10,000 100 chances to win smaller prizes (£100, £500 and £1000) Instant scratch game on £5 ticket with £25,000 top prize
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Preferences on the different design formats



Those who participated in 2022	All who participated in 2022	29%	32%	31%	9%
	Spent more than £20*	26%	30%	36%	8%
	Jersey	30%	29%	31%	9%
	Guernsey	26%	35%	31%	8%
	Aged 18-39	31%	25%	38%	6%
	Aged 40-64	27%	35%	30%	8%
	Aged 65+	28%	34%	24%	14%

PROFILE OF RESPONDENTS



PROFILE OF RESPONDENTS

The profile of people who completed the survey was compared to the latest available data on the population of Jersey and Bailiwick of Guernsey. Survey responses were weighted in proportion to the age and gender profile of the adult population on both islands. All figures, tables and text presented in this report refer to weighted responses, unless otherwise specified.

Please refer to Appendix A for the age and gender profile of the sample by island, and Appendix B for the demographic and household profile of survey respondents after survey weights have been applied.

About survey weights

Survey weights correct for age and gender differences between the sample and the population. Thus, they compensate for different patterns of non-response from different sub-groups of the population, such that survey results can be generalised from the sample back to the population from which they are drawn.

Fewer young people completed the survey and more females participated in the survey than males (see right and Appendix A). However, the survey was completed by a wide range of the people and the differences are relatively small. The largest weights are for those aged 18-24 and aged 80+ from Jersey and for males in Guernsey aged 18-24 and aged 80+. They were all capped at 3.0.

Results rounded to the nearest integer

All calculations were independently rounded so totals published in tables and graphs may not necessarily sum to 100%.

The table below shows the age and gender profile of the adult population living in the Channel Islands, and the profile of the sample who completed the survey. It also shows the profile of the sample after weights have been applied.

	Channel Islands Population	Survey	
	%	% of sample	% after survey weights
Age group			
18-24	9%	2%	7%
25-29	7%	5%	7%
30-34	8%	9%	8%
35-39	8%	10%	9%
40-44	8%	9%	9%
45-49	9%	9%	9%
50-54	10%	12%	10%
55-59	10%	13%	10%
60-64	8%	11%	8%
65-69	6%	8%	7%
70-74	6%	6%	6%
75-79	4%	4%	4%
80 and over	7%	1%	4%
Prefer not to say	-	1%	1%
Gender*			
Female	51%	63%	50%
Male	49%	36%	49%
Prefer to self-describe	-	0%	0%
Prefer not to say	-	1%	1%

* Gender is not available for the population, and biological sex has been used as a proxy for gender

PARTICIPATION IN THE 2022 CHRISTMAS LOTTERY



PARTICIPATION IN THE CHRISTMAS LOTTERY

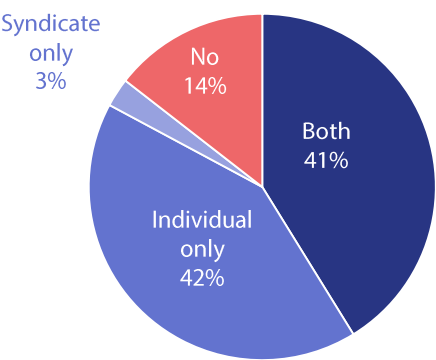
Respondents were asked: “In 2022, did you purchase any tickets for the Channel Islands Christmas Lottery?”. They were asked to indicate whether they had this as an individual or as part of a syndicate.

Responses to the survey suggest 86% of people in the Channel Islands participated in 2022 Christmas Lottery, either as an individual or part of a syndicate. The results show high levels of participation, though it should also be noted that the survey was also more likely to appeal to those who buy tickets. People who did not take part were encouraged to share their views, but some self-selection bias can be expected, which means participation rates are likely to be slightly overstated.

Nonetheless we can conclude both from the participation rates, and also the large number of survey respondents, that the Channel Islands Christmas Lottery is a popular and people wanted to share their views.

The results for 2019 and 2022 show reasonably a similar level of participation, and similar levels of participation between the two islands. However compared to 2019, there was a notable reduction in the percentage of people in Jersey who participated in a syndicate. Syndicate participation in Jersey in 2022 was also notably lower than in Guernsey.

Participation in the Christmas Lottery in 2022



	Channel Islands		Jersey		Guernsey	
	2019	2022	2019	2022	2019	2022
% who participated in the CI Christmas Lottery (either as an individual or as part of a syndicate)	87%	86%	89%	85%	85%	87%
% who participated as an individual	85%	83%	86%	82%	83%	84%
% who participated as part of a syndicate	50%	42%	50%	41%	49%	49%
% who did not participate, but had in previous years	10%	14%	10%	15%	10%	14%
% who have never bought a ticket	2%	4%	1%	3%	4%	3%

PROFILE OF PARTICIPANTS

The table on the right shows the demographic and household profile for the Channel Islands' residents for:

- those who participated as an individual in 2019 and 2022;
- those who participated as part of a syndicate in 2019 and 2022; and
- those who did not participate (either as an individual or as part of a syndicate) in 2019 and 2022.

Please note that the majority of respondents who contributed to a syndicate also bought a ticket as an individual.

The results show some small differences by age, employment status and household income. For example, 32% of people who participated as an individual in 2022 were aged under 40 years, compared to 37% in 2019. This suggests the age profile of participants in 2022 was slightly older in 2022.

The profile of people who participated as part of a syndicate are more likely to be employed – which would be consistent with syndicates being formed in the work place.

Results for each island are reported in Appendix C.

Channel Islands		Individual participation		Syndicate participation		Did not participate	
		2019	2022	2019	2022	2019	2022
Age							
	18-39 years	37%	32%	38%	36%	26%	28%
	40-64 years	45%	47%	50%	51%	39%	44%
	65+ years	17%	21%	12%	12%	35%	27%
Gender*							
	Females	51%	52%	51%	51%	48%	41%
	Males	48%	47%	48%	48%	51%	57%
Employment Status**							
	Employed	67%	68%	79%	81%	45%	51%
	Self-employed	5%	6%	3%	4%	8%	9%
	Retired	18%	21%	11%	11%	36%	30%
	Other	8%	4%	6%	2%	9%	7%
Highest Education Level **							
	Up to GCSE or equivalent	31%	29%	31%	28%	32%	27%
	A-level or equivalent	24%	21%	23%	20%	24%	24%
	Degree or equivalent	35%	38%	36%	39%	33%	35%
	Other	6%	5%	6%	5%	5%	5%
Household Income**							
	£40,000 or less	29%	26%	24%	19%	37%	27%
	£40,001 - £80,000	32%	33%	35%	35%	26%	30%
	Over £80,000	23%	25%	27%	30%	16%	23%
Housing Status**							
	Own a property	56%	60%	57%	61%	59%	58%
	Rent privately	24%	20%	24%	21%	16%	18%
	Other housing	18%	16%	16%	14%	23%	16%

% shown after survey weights have been applied.

* Prefer not to describe is not shown as <1%.

** May not sum to 100% as % who selected "prefer not to say" and "don't know" are not shown

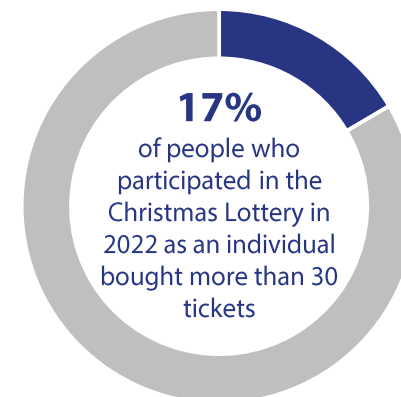
NUMBER OF TICKETS PURCHASED AS AN INDIVIDUAL

Respondents who participated in the CI Christmas Lottery were asked about the number of tickets they bought as an individual.

The table below shows the percentage of individual participants who bought different numbers of ticket. For example, it can be seen that 28% of participants in the Channel Islands reported they had bought up to 5 tickets, and a further 25% had bought 6-10 tickets. The results also show that 17% of individual participants in the Channel Islands bought more than 30 tickets.

Results are very similar across the two islands, with 50% of participants in Jersey and 57% of participants in Guernsey purchasing up to 10 tickets.

The results also suggest a slight increase in the percentage of participants who bought more than 30 tickets, though it should be noted that the cost of a ticket was lower in 2022 than in 2019 (a ticket cost £3 in 2019 and £2 in 2022).



% of participants who bought ...	2019 Christmas Lottery			2022 Christmas Lottery		
	Channel Islands	Jersey	Guernsey	Channel Islands	Jersey	Guernsey
1 - 5 tickets	30%	31%	29%	28%	26%	31%
6 -10 tickets	27%	25%	30%	25%	24%	26%
11 - 20 tickets	21%	21%	22%	21%	22%	19%
21 - 30 tickets	10%	11%	9%	10%	10%	9%
More than 30 tickets	11%	12%	11%	17%	17%	15%

AMOUNT CONTRIBUTED TO A SYNDICATE

Respondents who participated in the CI Christmas Lottery tickets as part of a syndicate were asked about how much they had contributed to a syndicate.

The table below shows the percentage of participants contributing to a syndicate who contributed different amounts. For example, in 2022 it can be seen that 50% contributed up to £10 and further 27% contributed between £11 and £20 in 2022.

The results indicate that people in Jersey tended to contribute slightly more to a syndicate: 31% of syndicate participants in Jersey in 2022 contributed more than £20, compared to 13% of syndicate participants in Guernsey.

There is also some evidence that people contributed less to syndicates in 2022 than in 2019. For example in percentage of people in the Channel Islands who contributed more than £20 to a syndicate in 2022 was 23% compared to 32% in 2019.

People in Jersey contribute more to syndicates than those in Guernsey.

Both populations contributed less to syndicates in 2022 than they did in 2019

% of those taking part in a syndicate who contributed ...	2019 Christmas Lottery			2022 Christmas Lottery		
	Channel Islands	Jersey	Guernsey	Channel Islands	Jersey	Guernsey
£1 – £5	10%	9%	10%	10%	9%	11%
£6 – £10	29%	25%	36%	40%	30%	49%
£11 – £20	28%	29%	27%	27%	28%	25%
£21 – £30	15%	19%	10%	12%	17%	6%
£31 – £40	3%	3%	3%	3%	4%	2%
£41 – £50	4%	4%	4%	2%	2%	2%
More than £50	10%	11%	10%	6%	8%	4%

MOTIVATION FOR PARTICIPATING IN 2022 CHRISTMAS LOTTERY



REASONS FOR PARTICIPATING IN THE CHRISTMAS LOTTERY

Respondents who participated in the Christmas Lottery, either as individual or as part of a syndicate were asked “Why did you participate in the 2022 Christmas Lottery? Please select all that apply”. The table below shows the percentage of participants who selected each of the motivating factors, with results for 2022 shown overall, by island and in comparison to 2019.

85% of participants in the Channel Islands selected “The chance of winning”. Other frequently selected reasons were: “I always take part / it’s a tradition”, and “I wanted to support the local causes / beneficiaries”, which were selected by 39% and 35% of participants respectively.

The overall pattern of results was very similar in Jersey and Guernsey. However participants in Guernsey were slightly more likely to indicate that it’s a tradition, and they want to support local causes, while in Jersey more participants said they bought on impulse.

Sub-group analysis identified some difference in motivations between age groups. Few differences were noted for other demographic and household factors.

- Participants aged 18-39 were more likely to select “it’s exciting to take part” (32% compared to 21% aged 40-64 and 15% aged 65+).
- Participants aged 18-39 were more likely to select “I bought on impulse” (24% compared to 14% aged 65+).
- Participants aged 65+ were more likely to select “I wanted to support local causes / beneficiaries” (49% compared to 35% aged 40-64 and 27% aged under 40).

Why did you participate?	Channel Islands		Jersey	Guernsey
	2019	2022	2022	2022
The chance of winning	80%	85%	86%	84%
I always take part / it's a tradition	42%	39%	36%	43%
I wanted to support local causes / beneficiaries	38%	35%	34%	36%
It is exciting / fun to take part	28%	23%	22%	25%
I bought on impulse	18%	18%	20%	15%
It was suggested by others	6%	7%	6%	9%
I was given a ticket	4%	5%	4%	5%
I have won in the past	2%	3%	3%	3%

REASONS FOR NOT PARTICIPATING IN THE CHRISTMAS LOTTERY

DID NOT PARTICIPATE IN 2022, BUT HAVE IN PREVIOUS YEARS

Respondents who did not participate in the 2022 Christmas Lottery but had in previous years were asked about the reasons why they had not participated in 2022. They were provided a list of options and asked to select all that apply. They could also add other reasons.

- The most frequently selected response among those who did not participate in 2022 but had participated in previous years was “The chances of winning were small”. In addition 34% selected “The ticket price is too high” and 30% selected “The top prize is always won by someone in the other island”. The latter was notably higher for Jersey residents (41% compared to 9% of Guernsey residents). While Guernsey residents were more likely to select “I wanted to but never got around to it” than Jersey residents. Otherwise, there were no other notable differences between the islands.
- There were, however, some differences by age, with those aged 18-39 years more likely to select “The chances of winning are too small” and “The ticket price is too high” than those aged 65+, while those aged 65+ were more likely to indicate they were not interested.

	Channel Islands		Jersey	Guernsey
	Did not participate, but have in previous years			
	2019	2022	2022	2022
The chances of winning were small	49%	50%	52%	46%
The ticket price is too high **	67%	34%	37%	29%
The top prize is always won by someone in the other island	*	30%	41%	9%
The prizes were not good	30%	29%	30%	26%
I wasn't interested / didn't want to	17%	25%	22%	29%
I wanted to but never got around to it	7%	11%	7%	19%
I'm not a lucky person	8%	11%	9%	16%
I couldn't afford to buy a ticket	15%	9%	10%	7%
I prefer to take part in other charity lotteries / raffles	*	4%	4%	5%
I prefer to buy other types of scratch cards	*	4%	5%	2%
I was away from the island during the festive period	2%	3%	4%	2%
I don't want to support the causes supported by the lottery	4%	2%	3%	1%
Other reasons	11%	13%	12%	13%

* Items marked were not asked in 2019 survey

** Note: the cost of a ticket was £3 in 2019 and £2 in 2022

REASONS FOR NOT PARTICIPATING IN THE CHRISTMAS LOTTERY

THOSE WHO HAVE NEVER BOUGHT A TICKET

Respondents who indicated they had never participated in the Christmas Lottery were also asked about the reasons why they had not participated. They were provided a list of options and asked to select all that apply. They could also add other reasons.

More than half (55%) of those who had never bought a ticket indicated they were not interesting in participating. Also, around of third of this group said the chances of winning were small. Base sizes were small for sub-group analysis and the only notable difference in this group between the islands was that Jersey residents were more likely to select "The top prize is won by someone in the other island". Other reasons given often were because they did not participate in any gambling.

	Channel Islands		Jersey	Guernsey
	Have never bought a ticket			
	2019	2022	2022	2022
The chances of winning were small	36%	32%	38%	22%
The ticket price is too high **	14%	11%	16%	3%
The top prize is always won by someone in the other island	*	20%	29%	5%
The prizes were not good	6%	12%	16%	5%
I wasn't interested / didn't want to	44%	55%	57%	52%
I wanted to but never got around to it	7%	11%	10%	11%
I'm not a lucky person	5%	7%	8%	6%
I couldn't afford to buy a ticket	23%	12%	16%	6%
I prefer to take part in other charity lotteries / raffles	*	0%	0%	0%
I prefer to buy other types of scratch cards	*	2%	3%	0%
I was away from the island during the festive period	3%	1%	0%	2%
I don't want to support the causes supported by the lottery	3%	3%	0%	8%
Other reasons	19%	17%	13%	25%

29% of Jersey residents;
5% of Guernsey residents

AWARENESS OF HOW CHRISTMAS LOTTERY PROCEEDS ARE USED

Not at all aware

Not very aware

Aware

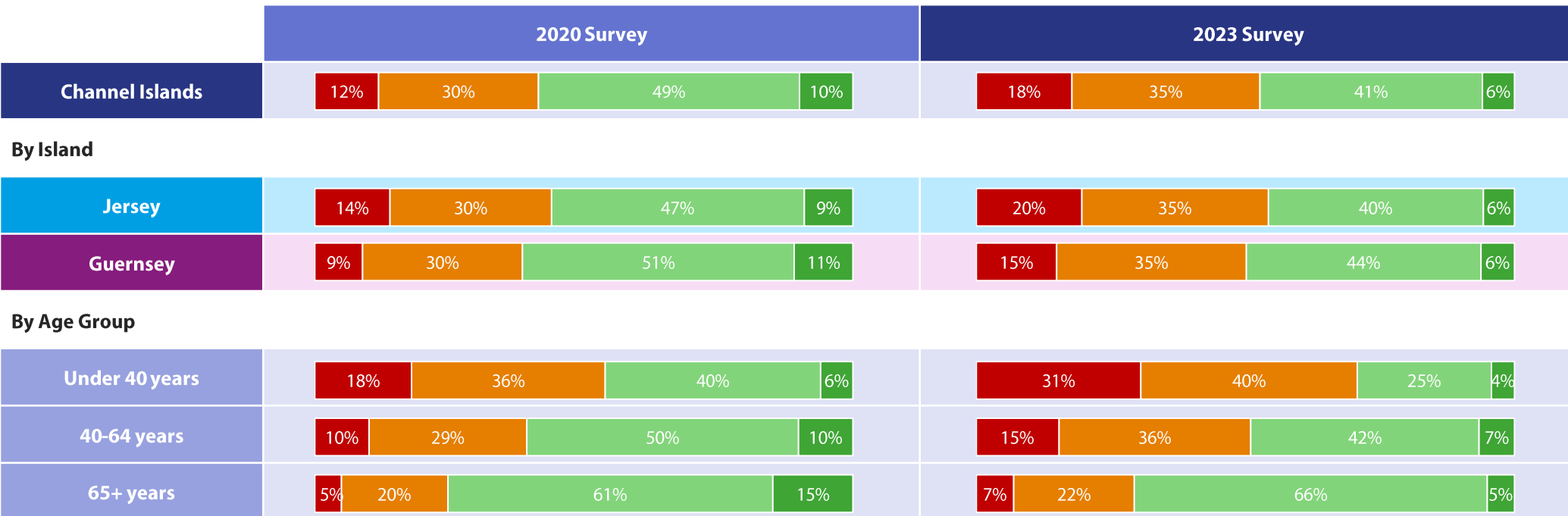
Very aware

All survey respondents were asked “How aware are you of how the proceeds from the CI Christmas Lottery are used in your island?”.

In 2022, 6% of people from across the Channel Islands indicated they are very aware of how the proceeds from the Christmas Lottery are used. A further 41% said they are aware, while 35% are not very aware and 18% are not at all aware.

There were no notable differences in level of awareness by island, however, there was evidence that awareness of how the proceeds are used increased with age.

Self-reported awareness of how the proceeds are used was notably lower in the latest survey than before: 47% of people were aware or very aware in 2023, compared to 59% in 2020.



PREFERENCES ON THE DESIGN OF THE CHRISTMAS LOTTERY

ABOUT THE CHRISTMAS LOTTERY: VIEWS FROM ALL PARTICIPANTS

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Residents who participated in 2019 Christmas Lottery were asked the extent to which they agreed or disagreed with five statements about the Christmas Lottery. Views from participants from across the Channel Islands are shown below. The latest responses for each island are shown on the following page.

76% of participants agreed (including strongly agreed) that: "I buy more tickets with what I win in scratch card prizes". In addition, 67% agreed: "I like having smaller prizes so the odds of winning are higher" and 60% agreed "The top prize is a life-changing amount of money".

Overall, there were no differences observed in the views from people who purchased individual versus syndicate tickets, though those who only participated within a syndicate were less likely to agree that the lottery draw is exciting and with the two statements relating to the scratch card element.

Younger participants were more likely to agree that the top prize is a life changing amount of money, the scratch card element is fun, and indicate they buy more tickets with scratch card prizes. Whereas older participants were slightly more likely to agree with having smaller prizes so the odds of winning are higher.

Having smaller prizes with better odds of winning was more likely to be preferred by females (compared to males) and those with a household income under £40,000 (compared to those with higher incomes). There were no other notable differences by demographic and household characteristics.

To what extent do you agree or disagree with the following statements?	Channel Islands									
	2019					2022				
I buy more tickets with what I win in prizes from the instant scratch game	9%	11%	49%	27%		7%	7%	10%	45%	31%
I like having multiple, smaller prizes in the main lottery draw so the odds of winning are higher	8%	17%	41%	30%		5%	10%	18%	40%	27%
The top prize is a life-changing amount of money	6%	10%	47%	33%		8%	17%	15%	42%	18%
The scratch card element is fun and encourages me to buy more tickets	9%	16%	25%	36%	14%	9%	16%	28%	33%	14%
The lottery draw element is exciting	8%	14%	34%	37%	7%	10%	15%	35%	33%	7%

ABOUT THE CHRISTMAS LOTTERY: VIEWS FROM EACH ISLAND

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Overall, similar views on the Christmas Lottery were expressed by participants in Jersey and Bailiwick of Guernsey, with more than 75% of participants in each island agreeing that they buy more ticket with what they win in prizes from the instant scratch game.

There were a couple of notable differences between the islands:

- Participants in Guernsey were more likely than those in Jersey to agree or strongly agree that “the top prize is a life-changing amount of money” and that “the lottery draw element is exciting”.

To what extent do you agree or disagree with the following statements?	Jersey 2022	Guernsey 2022
I buy more tickets with what I win in prizes from the instant scratch game	6% 6% 10% 44% 33%	7% 9% 10% 47% 28%
I like having multiple, smaller prizes in the main lottery draw so the odds of winning are higher	6% 10% 19% 40% 25%	5% 9% 17% 40% 29%
The top prize is a life-changing amount of money	8% 18% 15% 42% 17%	6% 16% 14% 43% 21%
The scratch card element is fun and encourages me to buy more tickets	7% 16% 28% 33% 15%	11% 16% 29% 33% 11%
The lottery draw element is exciting	12% 18% 35% 29% 6%	7% 11% 35% 38% 8%

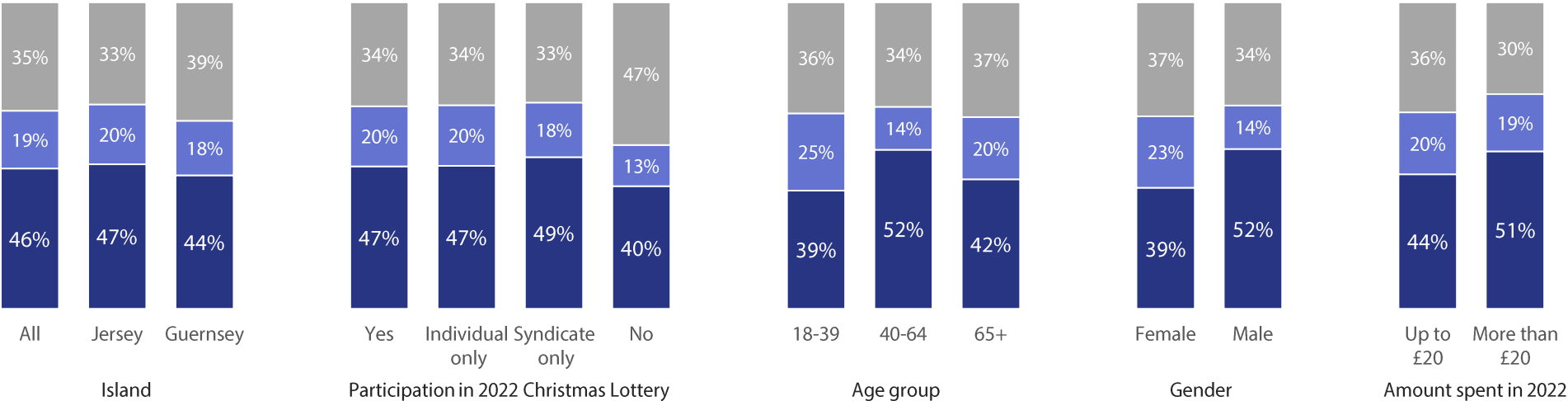
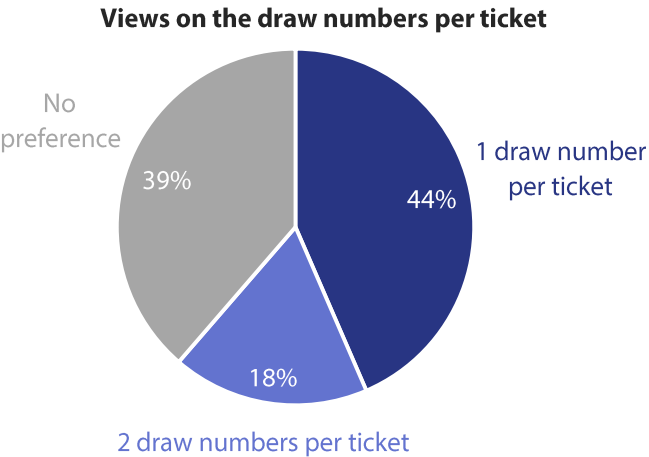
DRAW NUMBERS PER TICKET

In 2023 survey respondents were told: “In 2022, there were two draw numbers per ticket. The organisers are wondering whether to make this one draw number per ticket. In both cases the odds of winning are the same – the odds would depend on the number of tickets bought not the number of draw numbers”.

They were then asked: “Do you have a preference about how many draw numbers are included on each Christmas Lottery ticket?”

44% of people indicated their preference was for one draw number per ticket and 18% preferred two draw numbers per ticket. The remaining 39% had no preference.

The graph below shows the preferences for different sub-groups. The preference for 1 draw number per ticket was notably higher among those aged 40-64 (compared to 18-39 and 65+), males (compared to females) and those who spend more than £20 on tickets (compared to those who spend less than this).



ELICITING VIEWS ON DESIGN

Respondents were told: “The Channel Islands Christmas Lottery are wondering whether to make some changes to the format of the game, and would be interested in your feedback”. They were then shown some different options for the design of the game and were asked to indicate their preference or to select “no preference”.

Preferences were elicited in a two-stage process, which was intended to make it cognitively easier for respondents to consider the information they were shown.

In the first stage they were shown the top two options (as shown on the right). The cards were presented in a random order:

- Lottery Draw With Instant Scratch Game (i.e. the 2022 format)
- Lottery Draw Only With More Prizes (i.e. a new option)

There are several differences between these two games, with the new option offering a higher cash prize in the draw and second prizes per island, more chances to win smaller prizes, but no instant scratch game.

Once respondents had indicated their preference between these two options then were then shown the one they choose* alongside a third option: “Two types of ticket available” and again asked to indicate which one they prefer or to select “no preference”.

As outlined, if this third option were introduced then people could buy two different types of ticket – one which has a lottery draw only for £1 and one which offers both the lottery draw and an instant scratch game for £5. The prizes have also been changed – and now include a second prize per island, and a higher top prize on the scratch game.

In the final question of this section respondents were asked to suppose the new format with two types of ticket was introduced, and to indicate which, if any, of the new types of ticket they would be likely to buy.

LOTTERY DRAW WITH INSTANT SCRATCH GAME

£2 per ticket

**First prize: starts at £300,000
and increases with ticket sales**

Second prize: £50,000

5 chances to win £10,000

15 chances to win £2,500

**45 chances to win smaller prizes
(£500 and £1000)**

**Instant scratch game
with £5,000 top prize**

LOTTERY DRAW ONLY WITH MORE PRIZES

£2 per ticket

**First prize: starts at £300,000
and increases with ticket sales**
Amount allocated to first prize from each sale is higher without instant win

Second prize: £100,000 per Island

5 chances to win £10,000

15 chances to win £2,500

**100 chances to win smaller prizes
(£100, £500 and £1000)**

No instant scratch game

TWO TYPES OF TICKET AVAILABLE

**£1 ticket = 1 lottery draw number
or**

**£5 ticket = 2 lottery draw numbers
plus instant scratch game**

**First prize: starts at £300,000
and increases with ticket sales**

Second prize: £100,000 per Island

5 chances to win £10,000

**100 chances to win smaller prizes
(£100, £500 and £1000)**

**Instant scratch game on £5 ticket
with £25,000 top prize**

No preference

DESIGN PREFERENCES

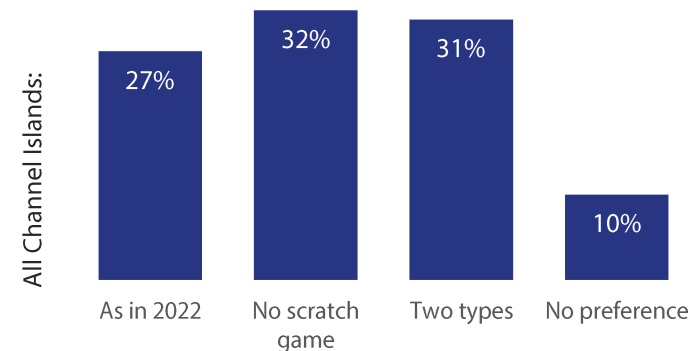
Responses to the two-stage question have been combined to determine respondents' preference over the three design formats.

The graph on the right shows the views from across the two islands (for all respondents). Views were divided with a similar number selecting each option.

The table below the graph shows the distribution of views for different sub-groups, including preferences for all residents in each island, as well as additional sub-group analysis that focused on those who had participated in the 2022 Christmas Lottery. From this we can see:

- People in Guernsey had a slightly higher preference for the option that doesn't have a scratch game but does have a second prize per island.
- Those aged 18-39 who participated in 2022 preferred the option with two types of ticket, while those aged 40-64 and those aged 65+ preferred the option without the scratch game.
- People who spent more than £20 on Christmas Lottery tickets in 2022 (as an individual and/or as part of a syndicate)* preferred the option with two types of ticket.
- 20% of those who did not participate in the Christmas Lottery in 2022 did not have a preference. This group were also more likely to favour the option without the scratch game and the option with two types of ticket over the current format.

Preferences on the different design formats



All Channel Islands		27%	32%	31%	10%
All Jersey		29%	30%	31%	10%
All Guernsey		25%	35%	31%	10%
Of those who participated in 2022	All who participated in 2022	29%	32%	31%	9%
	Spent more than £20*	26%	30%	36%	8%
	Jersey	30%	29%	31%	9%
	Guernsey	26%	35%	31%	8%
	Aged 18-39	31%	25%	38%	6%
	Aged 40-64	27%	35%	30%	8%
	Aged 65+	28%	34%	24%	14%
Did not participate in 2022		18%	34%	29%	20%

SCENARIO: TWO TYPES OF TICKET

This page shows the responses to the question about which type of ticket they would buy if the option which offered two types if ticket was introduced.

The graph on the right shows the views from across the two islands (for all respondents). 42% of people would only buy £1 tickets, 7% would only buy £5 tickets, and 30% would buy both £1 and £5 tickets. 15% said they would be unlikely to buy any tickets and 6% didn't know what they would do.

The table below the graph shows the distribution of views for from sub-group analysis. From this we can see:

- Only £1 tickets was the most frequently selected option for most of the sub-groups. There were two exceptions: those who participated in 2022 and were aged 18-39, and those who participated in 2022 and preferred the two ticket option – both of whom indicated they would buy both £1 and £5 tickets.
- It was also interesting to note that 23% of those who prefer the current format (i.e. as in 2022) indicated they would be unlikely to buy any tickets if the two-ticket option was introduced. It is hard to be definitive, but this findings suggest there is a demand for the instant scratch game, but some people may be reluctance to pay £5 for a Christmas Lottery ticket with the instant scratch game.

TWO TYPES OF TICKET AVAILABLE

£1 ticket = 1 lottery draw number
or
£5 ticket = 2 lottery draw numbers plus instant scratch game

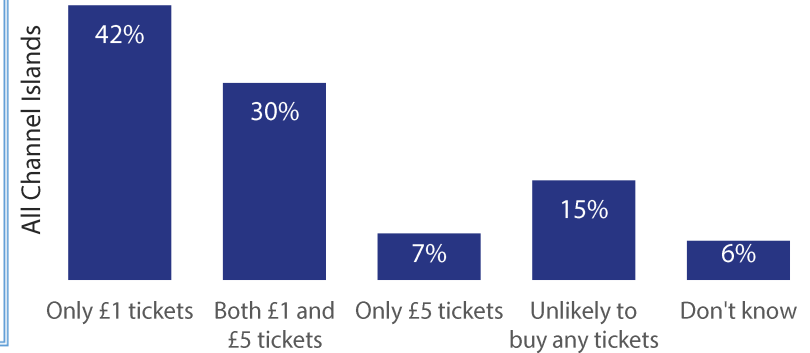
First prize: starts at £300,000 and increases with ticket sales

Second prize: £100,000 per Island
5 chances to win £10,000

100 chances to win smaller prizes
(£100, £500 and £1000)

Instant scratch game on £5 ticket
with £25,000 top prize

Suppose two types of Christmas Lottery tickets were available.
Which one(s) would you buy?



All Channel Islands		42%	30%	7%	15%	6%
All Jersey		41%	30%	7%	17%	6%
All Guernsey		44%	30%	7%	12%	7%
Of those who participated in 2022	All participations in 2022	43%	32%	7%	12%	6%
	Spent more than £20*	39%	34%	9%	10%	7%
	Jersey	41%	31%	7%	15%	6%
	Guernsey	45%	32%	8%	8%	7%
	Aged 18-39	31%	40%	9%	14%	5%
	Aged 40-64	47%	29%	6%	12%	7%
	Aged 65+	50%	25%	7%	10%	7%
	Prefer format ... as in 2022	36%	24%	7%	23%	10%
	... without scratch game	71%	18%	2%	6%	4%
	... with 2 tickets available	23%	56%	14%	5%	2%
Did not participate in 2022		37%	20%	6%	33%	4%

SUGGESTIONS FOR CHRISTMAS LOTTERY IN 2022

Respondents were given the opportunity to provide comments and suggestions about the format of the Channel Islands Christmas Lottery for 2023.

More than a thousand respondents left a comment or suggestion about the format of the Christmas Lottery, which demonstrates how many people are interested in the game.

The **most common themes** from their suggestions about the format of the game were:

- Support for having a second prize per island, or even a separate lottery per island
- Cap the first prize (e.g. at £500,000) in order to offer a higher second prize and/or more smaller prizes
- Retain the scratch game – many enjoy this element, and even those who are less keen recognise it boosts ticket sales as people buy more with their winnings
- A preference for a lower price tickets – reactions to the £5 ticket were that it would be too expensive for some and it would lead to fewer ticket sales as there would be fewer spontaneous / impulse purchases
- The lottery draw should be televised or streamed live for transparency – which would help reduce suspicions about the frequency which with someone from Guernsey wins the top prize

Other comments included:

- Having one draw number per ticket would make it simpler to check the numbers, though there were also comments from those who enjoyed have a ticket which could be divided into two
- Removing the scratch game would make simpler for those who buy tickets for a syndicate
- Some people said they bought fewer tickets in 2022 as they had won less in instant game than previously
- Couldn't afford to buy as many tickets last year due to cost of living
- Would like to have access to the UK National Lottery / Euromillions
- The charity/community aspect of the lottery could be better promoted
- Scope to improve advertising of the Christmas Lottery
- Some suppliers had run out of tickets or had fewer tickets than usual
- Make it possible to purchase tickets for the draw available online



Preference for lower priced tickets – a £5 ticket would be too expensive for some, leading to fewer sales



Separate prizes (or even separate lotteries) for each island



Retain the instant scratch game – makes the game more exciting and increases ticket sales



More smaller prizes, even if that means placing a limit on the top prize



Lottery draw should be shown live – adds transparency, and for some it is exciting to watch

COMMENTS AND SUGGESTIONS

ILLUSTRATIVE QUOTES

I think the idea of £100k prize in both islands is brilliant but wouldn't want to lose the scratch card element to get it. Everyone I know gets more lottery tickets with their winnings from scratch card part (unless it was a big win)."

"Separate winning for Guernsey and Jersey."

"The draw has to be a live draw: it is ridiculous that it never is."

"This year the scratch card element was poor and kind of pointless. We bought c.300 tickets and did not find a single penguin and there seemed to be significantly fewer prizes vs prior years."

"The first prize is always won by someone in Guernsey and this reduces the likelihood massively of me buying tickets. If you feel as though you have absolutely no chance of winning there is no point in buying a ticket."

"Think top prize should be a set amount and have a lot more smaller amounts so more people have a chance of winning."

"I believe you would sell a lot more tickets if the price per ticket were lower as there would be more spontaneous purchases".

"In 2022 I spent less money than in previous years, primarily because I hardly ever won anything on the instant win. Also, I and other people I know miss the "Santa = Instant prize" element, as having to check numbers against the "winning" number was a faff, especially as the numbers tended to be very similar."

"I would not play without the instant win."

"Not great value tickets. £5 is too expensive for 2 numbers and scratch card, when 2022 was £2 for the same - it would cost 2.5 times more than in 2022 and this means that even less people would be willing to buy (me included), especially that there seem to be fewer and fewer scratch prizes."

"Make it so more people win £100."

"It's a pain scratching all the squares. Just have a Santa to win."

"Personally £2 a ticket with 1 lottery number and scratch prizes would be ideal. I wouldn't want to pay more than that for a ticket."

"Increase chance of smaller prizes. Have fixed top prize of £200,000. Increase number of smaller prizes based on sales. Ticket price £1.00."

"It should have the word charity in the name. It's not clear it's a charity lottery."

"Isn't it about time we had the National Lottery in the Islands, more could be done for local charity"

"Same format as it is currently, but keep Jersey and Guernsey separate with maybe smaller amount of money for the top prizes."

"£1 tickets with one draw number and instant prizes like original tickets. More likely to buy 2 x £1 tickets than 1 x £2 ticket."

"The top prize should be split between each island or the lotteries should almost be separate. The second prize per island isn't my preference. There should be one prize pot for each Island, neither island should subsidise the other islands, you get back what you put in."

I also don't think we should do the tickets as designed in this survey. A £2 ticket with one number and a scratch card would be good, or do a £3 ticket with one number and a scratch prize if that is more financially viable."

"It would be nice to see five and ten pound end numbers like the old ticket s rather than scratch."

"Make it possible to purchase online."

"Could there be a longer pre-Christmas sales period?"

"Please publicise more about the local charities that benefit. How do they benefit? What is the money spent on?"

"£5 per ticket is to expensive and I believe will leave to lower ticket sales. £2 is an amount that you can buy a ticket without a big impact on your budget."

"Scratch card prizes have been few and far between in recent years, even with consecutive tickets. Doesn't encourage further purchases. There used to be minimum wins from batches of 100 which was better."

PARTICIPATION IN LOTTERIES & GAMES



PARTICIPATION IN OTHER LOTTERIES AND GAMES

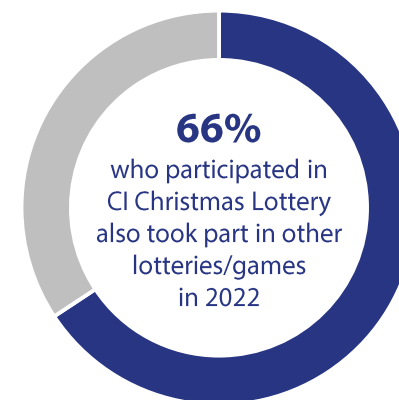
To contextualise participation in the Christmas Lottery, respondents were asked “Other than the Christmas Lottery, did you take part in any of the following lotteries or games in 2022?”. They were asked to select all that apply from the following list: Charity raffles and lotteries, Scratch cards, Sports betting and Online games (e.g. bingo / poker).

63% of people across both islands indicated they had participated in other lotteries or games, with higher levels of participation in Guernsey than in Jersey: 70% of Guernsey residents, compared to 59% of those in Jersey. The statistic is marginally higher if we focus on those who took part in the 2022 Christmas Lottery: 66% who participated in CI Christmas Lottery also took part in other lotteries/games in 2022 (73% in Guernsey and 61% in Jersey).

The graphs on the following page show participation in the Christmas Lottery alongside other types of games: across both islands 44% of people had taken part in charity raffles and lotteries in 2022, while 29% had bought one or more scratch cards.

The profile of people participating in the different types of lotteries and games is shown on page 31. For example, it can be seen that:

- Charity raffles and lotteries have a broad appeal, including among older residents and those who own their home.
- The profile of people who buy scratch cards and play online games tended to be younger. They were also more likely to have lower levels of education, have lower levels of household income and less likely to own their home.
- The profile of those taking part in sports betting tends to be younger, but also predominately male and includes people who own their home and have higher household incomes.



PARTICIPATION IN OTHER LOTTERIES AND GAMES

CONTINUED

The graph below shows, participation in the Christmas Lottery far exceeds other lotteries and games. 44% of people had taken part in charity raffles and lotteries in 2022, while 29% had bought one or more scratch cards.

The overall picture between the two islands was similar, though Guernsey residents were more likely to participate in charity raffles/lotteries and buy scratch cards than Jersey residents. This was also evident when you look at participation excluding the Christmas Lottery: 41% of Jersey residents had not participated in any of the other types of lotteries/game, compared to 30% in Guernsey.

If we compare the results from earlier research we see that the results are relatively similar , though participation is slightly lower across most formats.

	Channel Islands		Jersey		Guernsey	
	2019	2022	2019	2022	2019	2022
Christmas Lottery (as individual or in a syndicate)	87%	86%	89%	85%	85%	87%
Charity raffles/lotteries	47%	44%	42%	38%	54%	53%
Scratch cards	33%	29%	30%	25%	37%	34%
Sports betting	15%	15%	16%	16%	13%	15%
Online games for prizes (e.g. bingo/poker)	8%	7%	8%	7%	7%	7%

PARTICIPATION IN DIFFERENT GAMES: SUB-GROUP ANALYSIS

	Christmas Lottery	Other charity raffles/lottery	Scratch cards	Sports betting	Online games
% participate in this lottery/game	<div><div></div></div> 86%	<div><div></div></div> 48%	<div><div></div></div> 32%	<div><div></div></div> 17%	<div><div></div></div> 8%
% participate in Christmas Lottery	<div><div></div></div> 100%	<div><div></div></div> 89%	<div><div></div></div> 93%	<div><div></div></div> 91%	<div><div></div></div> 88%
Age Group					
18-39	<div><div></div></div> 32%	<div><div></div></div> 26%	<div><div></div></div> 44%	<div><div></div></div> 43%	<div><div></div></div> 50%
40-64	<div><div></div></div> 47%	<div><div></div></div> 51%	<div><div></div></div> 45%	<div><div></div></div> 49%	<div><div></div></div> 42%
65+	<div><div></div></div> 20%	<div><div></div></div> 23%	<div><div></div></div> 11%	<div><div></div></div> 8%	<div><div></div></div> 7%
Gender					
Female	<div><div></div></div> 52%	<div><div></div></div> 50%	<div><div></div></div> 51%	<div><div></div></div> 24%	<div><div></div></div> 36%
Male	<div><div></div></div> 47%	<div><div></div></div> 49%	<div><div></div></div> 49%	<div><div></div></div> 76%	<div><div></div></div> 63%
Employment Status					
Employed	<div><div></div></div> 68%	<div><div></div></div> 67%	<div><div></div></div> 79%	<div><div></div></div> 83%	<div><div></div></div> 82%
Self-employed	<div><div></div></div> 6%	<div><div></div></div> 6%	<div><div></div></div> 4%	<div><div></div></div> 6%	<div><div></div></div> 2%
Retired	<div><div></div></div> 21%	<div><div></div></div> 22%	<div><div></div></div> 12%	<div><div></div></div> 8%	<div><div></div></div> 9%
Other	<div><div></div></div> 4%	<div><div></div></div> 3%	<div><div></div></div> 4%	<div><div></div></div> 3%	<div><div></div></div> 6%
Highest Education Level **					
Up to GCSE or equivalent	<div><div></div></div> 29%	<div><div></div></div> 28%	<div><div></div></div> 34%	<div><div></div></div> 28%	<div><div></div></div> 30%
A-level or equivalent	<div><div></div></div> 21%	<div><div></div></div> 22%	<div><div></div></div> 24%	<div><div></div></div> 22%	<div><div></div></div> 26%
Degree or equivalent	<div><div></div></div> 38%	<div><div></div></div> 39%	<div><div></div></div> 31%	<div><div></div></div> 40%	<div><div></div></div> 32%
Other	<div><div></div></div> 5%	<div><div></div></div> 5%	<div><div></div></div> 5%	<div><div></div></div> 4%	<div><div></div></div> 5%
Household income					
Less than £40,000	<div><div></div></div> 25%	<div><div></div></div> 21%	<div><div></div></div> 30%	<div><div></div></div> 19%	<div><div></div></div> 25%
£40,001-£80,000	<div><div></div></div> 33%	<div><div></div></div> 33%	<div><div></div></div> 34%	<div><div></div></div> 36%	<div><div></div></div> 39%
Over £80,000	<div><div></div></div> 26%	<div><div></div></div> 30%	<div><div></div></div> 22%	<div><div></div></div> 34%	<div><div></div></div> 27%
Housing tenure					
Own	<div><div></div></div> 60%	<div><div></div></div> 68%	<div><div></div></div> 49%	<div><div></div></div> 55%	<div><div></div></div> 40%
Private rent	<div><div></div></div> 20%	<div><div></div></div> 17%	<div><div></div></div> 24%	<div><div></div></div> 24%	<div><div></div></div> 32%
Other	<div><div></div></div> 16%	<div><div></div></div> 11%	<div><div></div></div> 25%	<div><div></div></div> 18%	<div><div></div></div> 25%

CONCLUSIONS

The Christmas Lottery has widespread appeal and many individuals take part either as an individual or as part of a syndicate. The number of people who responded to the survey and the views expressed demonstrate how popular the Christmas Lottery is among people living in the Channel Islands.

There is reasonable awareness of how the proceeds are used, though the findings suggest more could be done in this regard.

Views were divided on the different formats for the game. Although there was a slight preference for the lottery draw with more prizes and no scratch game, feedback on the 2022 Christmas Lottery indicated that the majority of people buy more tickets with what they win from the instant scratch game, which suggests this is an important part of the design.

The written comments also support this, and show that many people enjoy the instant game. They also suggest the frequency in which they win from the instant scratch game is a consideration. In contrast, there were very few written comments about the differences in the top prize for the instant game, suggesting this is less of a motivating factor.

Two-thirds of participants agreed they like having multiple, smaller prizes in the main lottery draw so the odds of winning are higher. Preferences expressed on the different formats was consistent with this finding, and suggest participants would like to have a second prize per island.

The cost of the ticket is also an important consideration, and comments indicated a lower ticket price was preferred. The written feedback also suggested some people would consider £5 too expensive and there is a risk this could lead to lower amounts raised from ticket sales. This implies that if two types of ticket were made available then the organisers should consider a ticket with scratch game at a lower cost.

Overall, It is hard to be conclusive on the format for 2023 with views so divided, though the results suggest there is a reasonable amount of support for changing the format.



APPENDIX

APPENDIX A: SURVEY RESPONDENTS BY ISLAND

The table shows the age and gender profile of the adult population living in Jersey and Guernsey, and the profile of the sample who completed the survey in each island. It also shows the profile of the sample after weights have been applied.

		Jersey (2022)			Bailiwick of Guernsey (2022)		
		Population	Survey		Population	Survey	
		%	% of sample	% after survey weight	%	% of sample	% after survey weight
Age group							
	18-24	9%	3%	6%	9%	3%	7%
	25-29	7%	4%	7%	7%	5%	7%
	30-34	8%	7%	8%	8%	8%	8%
	35-39	9%	8%	9%	8%	8%	9%
	40-44	9%	10%	9%	7%	8%	9%
	45-49	9%	9%	10%	8%	8%	9%
	50-54	10%	12%	11%	10%	13%	10%
	55-59	10%	13%	10%	9%	14%	10%
	60-64	8%	12%	8%	8%	12%	8%
	65-69	6%	9%	7%	7%	9%	7%
	70-74	6%	7%	6%	7%	7%	6%
	75-79	4%	3%	4%	4%	4%	4%
	80 and over	6%	1%	3%	7%	2%	4%
	Prefer not to say	-	1%	1%	-	<1%	1%
Gender*							
	Female	51%	62%	50%	51%	63%	50%
	Male	49%	37%	49%	49%	35%	49%
	Prefer to self-describe	-	<1%	<1%	-	<1%	<1%
	Prefer not to say	-	1%	1%	-	1%	1%

* Gender is not available for the population, and biological sex has been used as a proxy for gender

APPENDIX B: PROFILE OF SURVEY RESPONDENTS

The tables show the employment profile and educational qualifications of respondents after survey weights have been applied.

		Channel Islands		Jersey		Bailiwick of Guernsey	
		2019	2022	2019	2022	2019	2022
Employment status							
	Full-time employed	56%	57%	59%	59%	52%	55%
	Part-time employed	8%	9%	8%	7%	9%	10%
	Self-employed	5%	6%	5%	6%	6%	6%
	Furloughed (placed on leave of absence)	2%	*	2%	*	2%	*
	Unemployed/not working due to COVID-19	3%	*	3%	*	3%	*
	In full-time education/training	1%	22%	1%	21%	0%	23%
	Retired	20%	0%	18%	1%	23%	0%
	Not working for other reasons	4%	4%	4%	4%	4%	4%
	Don't know/Prefer not to say	1%	2%	1%	2%	1%	2%
Highest educational qualification							
	Post-graduate degree or equivalent	16%	18%	16%	19%	14%	18%
	Under-graduate degree or equivalent	19%	19%	19%	19%	19%	19%
	A-Level or equivalent	24%	21%	24%	22%	24%	20%
	GCSE or equivalent	24%	23%	24%	22%	23%	24%
	No formal qualification	8%	6%	6%	5%	11%	8%
	Other	6%	5%	6%	4%	6%	6%
	Prefer not to say	4%	8%	4%	9%	3%	6%

APPENDIX B: PROFILE OF SURVEY RESPONDENTS

The tables show the household profile of respondents after survey weights have been applied.

		Channel Islands		Jersey		Bailiwick of Guernsey	
		2019	2022	2019	2022	2019	2022
Gross annual household income before tax							
	£20,000 or less	9%	6%	8%	6%	9%	7%
	£20,001-£40,000	21%	19%	21%	19%	22%	19%
	£40,001-£60,000	18%	19%	17%	19%	20%	20%
	£60,001-£80,000	13%	13%	13%	13%	13%	13%
	£80,001-£100,000	10%	11%	10%	10%	9%	11%
	£100,001-£150,000	9%	10%	10%	10%	7%	9%
	Over £150,000	3%	5%	3%	5%	3%	5%
	Prefer not to say	14%	15%	14%	16%	13%	14%
	Don't know	3%	2%	2%	2%	4%	3%
Current housing status							
	Own a property	56%	60%	53%	57%	62%	65%
	Rent a property (privately)	23%	20%	26%	22%	17%	16%
	Rent a property (through the States / Housing Association)	8%	7%	10%	8%	5%	5%
	Partial ownership (e.g. pay part mortgage and part rent)	1%	1%	0%	1%	1%	1%
	Living rent free or paying a small rent (e.g. to parent(s), friend(s) etc.)	8%	0%	7%	0%	9%	0%
	Staff accommodation	<1%	7%	<1%	5%	<1%	9%
	Other	2%	1%	1%	1%	2%	1%
	Prefer not to say	3%	4%	2%	5%	3%	4%

APPENDIX C: PARTICIPANTS IN JERSEY

The table on the right shows the profile* from Jersey for:

- those who participated in the 2019 Christmas Lottery as an individual;
- those who participated as part of a syndicate; and
- the weighted sample (which is closely represents the local population).

Jersey		Individual participation		Syndicate participation		Did not participate	
		2019	2022	2019	2022	2019	2022
Age							
	Under 40 years	37%	31%	38%	34%	25%	32%
	40-64 years	47%	49%	51%	54%	45%	45%
	65+ years	15%	19%	11%	12%	30%	22%
Gender*							
	Females	51%	52%	50%	50%	51%	43%
	Males	48%	47%	49%	49%	48%	55%
Employment Status**							
	Employed	69%	68%	80%	80%	51%	55%
	Self-employed	5%	6%	3%	4%	8%	9%
	Retired	16%	21%	10%	12%	32%	24%
	Other	8%	4%	6%	2%	6%	7%
Highest Education Level **							
	Up to GCSE or equivalent	30%	27%	29%	26%	31%	26%
	A-level or equivalent	25%	21%	24%	20%	22%	27%
	Degree or equivalent	36%	39%	38%	41%	34%	31%
	Other	5%	4%	6%	4%	5%	5%
Household Income**							
	£40,000 or less	30%	25%	24%	19%	29%	25%
	£40,001 - £80,000	30%	32%	33%	36%	28%	29%
	Over £80,000	24%	26%	30%	29%	21%	25%
Housing Status**							
	Own a property	52%	57%	55%	59%	56%	52%
	Rent privately	27%	23%	27%	23%	20%	20%
	Other housing	19%	15%	16%	13%	21%	19%

* Prefer to self describe not shown due to small base size

** Profiling percentages are reported excluding 'don't know' and 'prefer not to say'

APPENDIX C: PARTICIPANTS IN GUERNSEY

The table on the right shows the profile* from the Bailiwick of Guernsey for:

- those who participated in the 2019 Christmas Lottery as an individual;
- those who participated as part of a syndicate; and
- the weighted sample (which is closely represents the local population).

Guernsey		Individual participation		Syndicate participation		Did not participate	
		2019	2022	2019	2022	2019	2022
Age							
	Under 40 years	36%	33%	39%	39%	26%	22%
	40-64 years	44%	44%	48%	48%	33%	43%
	65+ years	20%	22%	13%	13%	41%	35%
Gender*							
	Females	51%	53%	53%	51%	45%	38%
	Males	48%	46%	46%	48%	54%	61%
Employment Status**							
	Employed	65%	68%	77%	83%	38%	44%
	Self-employed	5%	6%	4%	4%	8%	8%
	Retired	20%	21%	12%	10%	40%	39%
	Other	8%	4%	6%	2%	13%	6%
Highest Education Level **							
	Up to GCSE or equivalent	33%	32%	34%	32%	34%	28%
	A-level or equivalent	24%	21%	22%	20%	26%	18%
	Degree or equivalent	34%	36%	34%	37%	32%	41%
	Other	6%	6%	6%	5%	4%	7%
Household Income**							
	£40,000 or less	29%	26%	24%	20%	45%	30%
	£40,001 - £80,000	34%	34%	38%	34%	24%	33%
	Over £80,000	21%	25%	24%	31%	10%	20%
Housing Status**							
	Own a property	62%	64%	60%	64%	62%	69%
	Rent privately	18%	16%	20%	17%	11%	15%
	Other housing	17%	16%	17%	17%	25%	11%

* Prefer to self describe not shown due to small base size

** Profiling percentages are reported excluding 'don't know' and 'prefer not to say'



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