

[BUSINESS ★★] WHY PEOPLE AREN'T BUYING LOTTERY TICKETS

(P1) Lottery sales **have gone flat** in several states, but not necessarily as a result of **gamblers waking up** to the fact that the **house** always wins.

(P2) Are people who had been **accustomed to** dropping a few bucks here and there on state lottery games experiencing “**jackpot fatigue**”? It sure looks that way, according to Stephen Martino, director of the Maryland State Lottery and Gaming Control Agency, who at a recent meeting noted an **astonishing 41% dropoff** in **Powerball** sales in the state last month, compared with September 2013. **Paraphrasing** Martino, the **Baltimore Sun** reported that “players may be becoming **numb** to **soaring** prize numbers,” and so they’re not buying lottery tickets **at the blazing pace** set in the past.

(P3) Maryland is not the only state where lottery sales are falling, flat, or just not **measuring up to** the projections offered by local gaming **commissions**. Sales of core lottery games **declined** in Ohio during the first half of 2014, for instance, while lottery sales in Kentucky are failing to measure up to what was **drawn up** in the state budget last spring. Meanwhile, once-**torrid** lottery sales have **plateaued** in Missouri, with profits for the fiscal 2014 year that are \$21 million lower than the year prior. One expert told the **St. Louis Post-Dispatch** that the **falloff** in lottery sales in Missouri (and elsewhere) comes partly as a result of players getting bored with the games:

(P4) “It follows a life cycle like any product,” said Thomas Garrett, a University of Mississippi economist who studies lotteries. “You get this increase in sales. It peaks. People get used to it, and then you get this slowdown.”

(P5) **In light of** this concept, it makes sense that money spent at newer, up-and-coming video lottery terminals in states such as Ohio is rising, while traditional lottery games like instant tickets and **Pick 3** and **Pick 4** are on the decline. To boost sales and attract a new generation of lottery players, states are spending more on advertising and **rolling out** games that are sold in new ways (lottery ticket sales at gas station pumps and ATMs) and that are sold with themes favored by locals (college football teams, “**Duck Dynasty**”).

(P6) In addition to simple fatigue and a lack of excitement for the same old games, lottery sales have also been hurt by the spread of casinos, according to some research. This past summer, the Washington Post noted that lottery sales in Maryland had increased for 16 years **in a row** before casinos came to the state. And the recent opening of another casino in Maryland seems to have played some role in the September **slump** of Powerball tickets. “Those two industries [lottery and casinos] tend to be **substitutes** for each other,” one economist hired by Maryland to conduct a study on lottery sales explained to the Post.

(P7) At the same time, **gambling** industry supporters **point out** that while lottery sales in states such as Ohio and Pennsylvania initially declined or went flat after casinos opened in the states, the drop was only a **blip**—and that sales are strong once again. The debate about how casinos **impact** lottery sales is **raging** in Massachusetts, where a **Repeal** the Casino campaign argues, among other things, “If the lottery takes the minimum expected hit of 10 percent from the introduction of casinos and **slots**, state lottery **transferred** as state aid to towns and cities will be reduced by about \$90 million.” Casino supporters, on the other hand, say that such projections are based on **outdated** and **flawed** data, and that any effect of casinos on lottery sales is **temporary**.

Words: 605

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DISCUSSION QUESTIONS

If you found the passage difficult to read or had problems understanding specific words or idiomatic expressions, please discuss them with your tutor. The following discussion questions should be answered in your own words and with your own arguments.

1. Briefly summarize the content of the article in your own words.
 2. Explain what is a “jackpot fatigue” in P2. What is happening with the lottery sales in Maryland (P2&3), Ohio, Kentucky, and Missouri (P2)?
 3. Describe some of the new trends in lotteries these days (P5)?
 4. Why are some states concerned about how casino impact lottery sales (P6)? Does the government in your country also control sales of lottery?
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WHAT / WHO / WHERE ARE THEY?

Powerball

(Game) an American lottery game sold by 45 lotteries as a shared jackpot game. It is coordinated by the Multi-State Lottery Association (MUSL), a non-profit organization formed by an agreement with various U.S. lotteries.

Baltimore Sun

(Media) the U.S. state of Maryland’s largest general-circulation daily newspaper and provides coverage of local and regional news, events, issues, people, and industries.

St. Louis Post-Dispatch

(Media) the major regional newspaper in St. Louis, serving Greater St. Louis. It is one of the largest newspapers in the midwestern United States, and is available and read as far west as Kansas City, Missouri, as far south as Memphis, Tennessee, and as far north as Springfield, Illinois.

Pick 3 & 4

(Game) Pick-3 is a three-digit (four-digit for Pick-4) draw game drawn twice daily. It's easy to play. Just pick three single-digit numbers from "0" to "9", choose how you want to play them, the number of drawings you want to play and the time of day you want to play. Pick 3 drawings are held various times a day, depending on the State.

Duck Dynasty

(TV) an American reality television series on A&E that portrays the lives of the Robertson family, who became wealthy from their family-operated business, Duck Commander

VOCABULARY

Go flat	(expression) 본문에서는 성장률이 둔화되다를 의미. 원래 의미는 (타이어가) 바람이 빠지다
Gambler	(n) 노름꾼, 도박[투기]꾼
Wake up to [smth]	(expression) ~을 의식하게[깨닫게] 되다
House	(n) the management of a commercial establishment or of a gambling casino
Be accustomed to	(expression) ~에 익숙하다
Jackpot	(n) (도박·복권 등에서) 거액의 상금, 대박
Fatigue	(n) 피로
Astonishing	(adj) 정말 놀라운, 믿기 힘든
Dropoff	(n) 감소, 하락, 쇠퇴
Paraphrase	(v) (특히 이해를 더 쉽게 하기 위해) 다른 말로 바꾸어 표현하다
Numb	(adj) (추위 등으로 신체 부위가) 감각이 없는
Soaring	(adj) 날아오르는; 원대한; 급상승하는
Blazing	(adj) 타는 듯이 더운; 맹렬한, 격렬한
At the pace	(expression) ~의 특정한 속도로
Measure up to	(expression) ...에 달하다
Commission	(n) (보통 정부의 위임을 받은) 위원회[위원단]
Decline	(v) 줄어들다, 감소하다
Draw [smth] up	(expression) (세심한 생각·계획이 필요한 것을) 만들다[작성하다]
Torrid	(adj) 걱정애 찬, 열렬한
Plateau	(v) 안정 상태를 유지하다
Falloff	(n) (양·질적인) 저하, 하락, 감소.
In light of [something]	(expression) ~을 고려하여[감안하여]
Roll out	(expression) 신상품 발표[출시]하다
In a row	(expression) (여러 번을) 잇달아[연이어]
Slump	(n) (가치·수량·가격 등의) 급감
Substitute	(n) (다른 누구·무엇을) 대신하는 사람, 대리자; 대용물, 대체물
Gambling	(n) (카드·경마 등) 도박
Point out	(expression) 가리키다, 지적하다; 주목하다
Blip	(n) 일시적인 상황 변화; 일시적인 문제
Repeal	(v) (법률을) 폐지하다
Impact	(v) 영향을 주다
Raging	(adj) 격렬한, 맹렬한, 극심한
Slot	(n) (카지노용어) 슬롯
Transfer	(v) 옮기다, 이동하다; 본문에서는 credit transfer 이체를 의미
Outdated	(adj) (더 이상 쓸모가 없게) 구식인
Flawed	(adj) 결함이 있는
Temporary	(adj) 일시적인, 임시의