



Applied Economics Letters >

Volume 14, 2007 - [Issue 4](#)

227 | 14 | 0
Views | CrossRef citations to date | Altmetric

Original Articles

Examining the 'Halo Effect' in lotto games

Kent R. Grote & Victor A. Matheson

Pages 307-310 | Published online: 18 Feb 2011

Cite this article <https://doi.org/10.1080/13504850500447372>



Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

The 'Halo Effect' occurs when lotto ticket sales are unexpectedly high following a large jackpot. An examination of the Powerball lottery finds evidence that the halo effect exists and that it is the result of bettors exchanging prize winnings for new tickets.

Related research

People also read

Recommended articles

Cited by
14

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG