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

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# Examining the 'Halo Effect' in lotto games

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Pages 307-310 | Published online: 18 Feb 2011

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

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## 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.

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