102023 - HOD FLASH (24 HOUR) SURVEY

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Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-D,EF,G-I
Date Range:	(10/20/23 - 10/24/23)

Segment Definitions

Total	(ALL)	n=1052
High school diploma or less	(Q2146.r1 or Q2146.r2 or Q2146.r3)	n=252
Some post-HS education	(Q2146.r4 or Q2146.r70 or Q2146.r71)	n=350
Bachelor's or Higher	(Q2146.r5 or Q2146.r6 or Q2146.r7)	n=450
Employed	(netEmploy.r1)	n=610
Not employ	(netEmploy.r2)	n=442
<$50K	(Q2157.r4 or Q2157.r1 or Q2157.r2 or Q2157.r3)	n=310
$50K - $99.9K	(Q2157.r5 or Q2157.r6)	n=308
$100K+	(Q2157.r7 or Q2157.r8 or Q2157.r9 or Q2157.r10 or Q2157.r11)	n=422

QS2Q1: [res transfer_1] How often do you play each of the following lottery games?

Multi-state lottery (e.g., Mega Millions, Powerball, Lucky for Life)

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
At least once a day	3%	5%	3%	3%	4% F	2%	3%	4%	3%
At least once a week	15%	15%	14%	16%	17% f	13%	12%	19% G	16% g
At least once a month	21%	20%	22%	21%	22%	20%	21%	19%	23%
At least once a year	18%	15%	17%	20% b	21% F	13%	13%	18% g	21% G
Less often than once a year	11%	13%	10%	10%	11%	11%	11%	11%	10%
N/A - I don't do this.	30%	31%	33%	28%	24%	40% E	38% HI	28%	25%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	1%

Table Base: OVER 20 (dmAGE>20)

QS2Q1: [res transfer_1] How often do you play each of the following lottery games?

State lottery

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
At least once a day	4%	6%	4%	4%	5%	4%	3%	7% gi	4%
At least once a week	16%	16%	16%	16%	19% F	12%	14%	17%	17%
At least once a month	19%	17%	20%	19%	22% F	15%	18%	19%	21%
At least once a year	15%	15%	15%	15%	16%	13%	14%	17%	15%
Less often than once a year	12%	12%	11%	12%	12%	12%	11%	11%	13%
N/A - I don't do this.	33%	33%	32%	33%	26%	43% E	39% HI	29%	30%
Prefer not to say	1%	1% d	1% d	0%	1%	1%	2% H	0%	1%

Table Base: OVER 20 (dmAGE>20)

QS2Q1: [res transfer_1] How often do you play each of the following lottery games?

Scratch-offs (e.g., scratchcards, instant games, instant lotteries)

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
At least once a day	6%	11% CD	6%	4%	6%	5%	6%	8% I	4%
At least once a week	16%	15%	17%	16%	18% f	14%	14%	18%	17%
At least once a month	19%	19%	19%	20%	21% F	16%	21%	19%	18%
At least once a year	18%	17%	19%	18%	19%	17%	16%	20%	19%
Less often than once a year	12%	10%	10%	13%	13%	10%	11%	11%	13%
N/A - I don't do this.	28%	27%	29%	29%	22%	37% E	32% H	24%	29%
Prefer not to say	0%	0%	0%	0%	0%	1% E	1%	0%	0%

Table Base: OVER 20 (dmAGE>20)

QS2Q2: When playing the following lottery games, how many chances (e.g., tickets, cards) do you usually purchase at a time?

Multi-state lottery (e.g., Mega Millions, Powerball, Lucky for Life)

		Education			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=699	N=158	N=220	N=321	N=445	N=254	N=178	N=213	N=306
1	36%	39%	33%	36%	30%	45% E	43% I	36%	31%
2-3	41%	42%	42%	40%	46% F	34%	39%	37%	46% H
4-6	16%	11%	17%	17%	18%	13%	12%	19% g	16%
More than 6	6%	5%	6%	6%	5%	7%	3%	7% g	7% g
Prefer not to say	1%	2%	1%	1%	1%	1%	2%	1%	1%

Table Base: PLAYS A TYPE OF LOTTERY

QS2Q2: When playing the following lottery games, how many chances (e.g., tickets, cards) do you usually purchase at a time?

State lottery

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=675	N=154	N=222	N=299	N=434	N=241	N=175	N=212	N=285
1	39%	42% c	33%	42% C	36%	46% E	41%	38%	39%
2-3	41%	40%	41%	40%	43%	37%	43%	37%	42%
4-6	14%	8%	19% BD	12%	15%	12%	11%	18% Gi	12%
More than 6	5%	5%	6%	4%	5%	4%	3%	6%	5%
Prefer not to say	2%	4% Cd	0%	1%	1%	2%	2%	0%	2%

Table Base: PLAYS A TYPE OF LOTTERY

QS2Q2: When playing the following lottery games, how many chances (e.g., tickets, cards) do you usually purchase at a time?

Scratch offs (e.g., scratchcards, instant games, instant lotteries)

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=725	N=170	N=236	N=319	N=459	N=266	N=199	N=228	N=295
1	25%	19%	22%	30% BC	24%	27%	25%	25%	25%
2-3	49%	54%	48%	47%	52% f	44%	48%	48%	51%
4-6	18%	18%	21%	17%	18%	19%	20%	21%	16%
More than 6	7%	8%	8%	5%	6%	8%	5%	7%	8%
Prefer not to say	1%	1%	1%	1%	1%	1%	2% h	0%	1% h

Table Base: PLAYS A TYPE OF LOTTERY

QS2Q3: For which of the following reasons do you choose to play lottery games? Please select all that apply.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=796	N=183	N=260	N=353	N=489	N=307	N=215	N=247	N=331
To win money	70%	73% D	79% D	63%	69%	72%	74% I	74% I	65%
Because it's fun	46%	49%	45%	46%	47%	46%	47%	45%	47%
To fantasize about what I would do with my winnings	39%	28%	42% B	41% B	40%	36%	31%	40% G	43% G
To not miss out on potential winnings	33%	27%	37% B	33%	32%	33%	29%	36%	33%
To get excitement	30%	26%	30%	31%	34% F	23%	24%	33% G	31% g
To support charitable organizations	13%	9%	13%	15% b	13%	13%	13%	13%	13%
Because someone I know plays the lottery	9%	9%	8%	10%	11% F	6%	10%	9%	10%
Other	1%	1%	1%	2%	1%	1%	2%	1%	1%

Table Base: PLAYS A TYPE OF LOTTERY

QS2Q4: If you won a lottery jackpot, in which of the following ways would you use your winnings? Please select all that apply.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=796	N=183	N=260	N=353	N=489	N=307	N=215	N=247	N=331
Personal savings	67%	61%	70% B	67%	65%	69%	63%	68%	68%
Giving financial security to someone I know (e.g., family, friends, acquaintances)	53%	45%	58% B	54% b	49%	59% E	46%	55% G	56% G
Investments	52%	34%	56% B	58% B	55% F	46%	34%	56% G	60% G
Making expensive purchases for myself (e.g., vehicles, vacations, houses)	47%	42%	51% b	47%	47%	46%	45%	47%	48%
Donations to charities	47%	36%	48% B	52% B	45%	50%	40%	44%	53% GH

QS2Q4: If you won a lottery jackpot, in which of the following ways would you use your winnings? Please select all that apply.

	Total A	Education High school diploma or less B	Education Some post-HS education C	Education Bachelor's or Higher D	Employment Status Employed E	Employment Status Not employ F	Household Income <$50K G	Household Income $50K - $99.9K H	Household Income $100K+ I
Making expensive purchases for someone I know (e.g., vehicles, vacations, houses)	34%	31%	35%	35%	35%	33%	29%	32%	39% Gh
Donations to my community (e.g., schools, community services, infrastructure)	31%	21%	30% B	37% B	31%	30%	25%	29%	36% G
Career change (e.g., early retirement, starting a self-owned business)	30%	23%	32% b	31% b	39% F	14%	23%	32% G	33% G
Other	4%	2%	5%	3%	3%	5%	6% I	3%	2%
Not at all sure	4%	7% D	3%	2%	3%	5%	7% Hi	2%	3%

Table Base: PLAYS A TYPE OF LOTTERY

QS2Q5: Would each of the following situations make you more likely to play a lottery game, less likely to play a lottery game, or make no difference?

The jackpot reaches a record-breaking high value.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
More likely	55%	50%	54%	58% B	57%	52%	47%	60% G	58% G
No difference	41%	45%	42%	39%	39%	44% e	49% HI	34%	40%
Less likely	4%	5%	4%	3%	4%	3%	4%	6% I	3%

Table Base: OVER 20 (dmAGE>20)

QS2Q5: Would each of the following situations make you more likely to play a lottery game, less likely to play a lottery game, or make no difference?

A lottery contestant wins a jackpot.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
More likely	25%	28%	24%	24%	29% F	19%	23%	29% gi	23%
No difference	66%	63%	67%	67%	61%	73% E	68% H	60%	69% H
Less likely	9%	10%	10%	9%	10%	8%	9%	11% i	8%

Table Base: OVER 20 (dmAGE>20)

QS2Q5: Would each of the following situations make you more likely to play a lottery game, less likely to play a lottery game, or make no difference?

The revenue from the lottery was used for a charitable cause in your area.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
More likely	34%	33%	35%	35%	37% f	31%	32%	35%	36%
No difference	60%	59%	59%	61%	57%	65% E	63%	58%	60%
Less likely	6%	9% D	5%	4%	6%	4%	5%	7% i	4%

Table Base: OVER 20 (dmAGE>20)

QS2Q5: Would each of the following situations make you more likely to play a lottery game, less likely to play a lottery game, or make no difference?

The revenue from the lottery was used for a charitable cause outside of your area.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
More likely	16%	19% C	13%	17%	20% F	10%	14%	17%	16%
No difference	70%	67%	72%	69%	66%	75% E	70%	67%	71%
Less likely	15%	14%	15%	14%	14%	16%	15%	16%	13%

Table Base: OVER 20 (dmAGE>20)

QS2Q5: Would each of the following situations make you more likely to play a lottery game, less likely to play a lottery game, or make no difference?

The cost to play goes down.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
More likely	45%	43%	47%	45%	47%	43%	42%	50% g	45%
No difference	48%	48%	46%	50%	46%	52% E	51% h	43%	50% H
Less likely	6%	9% d	7%	5%	7%	5%	7%	7%	5%

Table Base: OVER 20 (dmAGE>20)

QS2Q5: Would each of the following situations make you more likely to play a lottery game, less likely to play a lottery game, or make no difference?

The cost to play goes up.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1018	N=235	N=334	N=449	N=588	N=430	N=294	N=299	N=414
More likely	11%	13% C	7%	12% C	13% F	7%	10%	13%	10%
No difference	45%	50%	43%	44%	43%	48%	53% HI	39%	44%
Less likely	44%	37%	49% B	44% b	44%	45%	37%	48% G	46% G

Table Base: OVER 20 (dmAGE>20)

QS2Q6: How much do you agree or disagree with each of the following statements?

If I won a lottery jackpot, I would use my winnings to help other people more than myself.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1052	N=252	N=350	N=450	N=610	N=442	N=310	N=308	N=422
Agree (Net)	71%	72%	70%	73%	71%	72%	73%	70%	71%
Strongly agree	27%	27%	28%	26%	26%	29%	27%	27%	27%
Somewhat agree	44%	44%	42%	46%	45%	44%	45%	43%	44%
Disagree (Net)	29%	28%	30%	27%	29%	28%	27%	30%	29%
Somewhat disagree	21%	19%	21%	21%	22%	18%	18%	21%	22%
Strongly disagree	8%	9%	9%	6%	7%	10%	9%	8%	7%

Table Base: US RESPONDENTS

QS2Q6: How much do you agree or disagree with each of the following statements?

Lotteries have an overall positive effect on the places that have them.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1052	N=252	N=350	N=450	N=610	N=442	N=310	N=308	N=422
Agree (Net)	66%	63%	66%	68%	69% f	63%	66%	69%	66%
Strongly agree	15%	15%	14%	15%	18% F	11%	13%	14%	16%
Somewhat agree	51%	48%	52%	53%	51%	52%	53%	54%	49%
Disagree (Net)	34%	37%	34%	32%	31%	37% e	34%	31%	34%
Somewhat disagree	25%	25%	24%	25%	24%	26%	23%	24%	27%
Strongly disagree	9%	12% D	9%	7%	7%	11% E	11%	7%	8%

Table Base: US RESPONDENTS

QS2Q6: How much do you agree or disagree with each of the following statements?

I pay attention to the current sizes of lottery jackpots.

		Education			Employment Status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1052	N=252	N=350	N=450	N=610	N=442	N=310	N=308	N=422
Agree (Net)	57%	60%	56%	57%	61% F	53%	54%	58%	60% g
Strongly agree	18%	21%	17%	18%	21% F	15%	18%	19%	18%
Somewhat agree	39%	38%	39%	39%	40%	37%	36%	39%	42% g
Disagree (Net)	43%	40%	44%	43%	39%	47% E	46% i	42%	40%
Somewhat disagree	26%	25%	26%	28%	25%	28%	28%	28%	24%
Strongly disagree	16%	15%	19%	15%	14%	20% E	19%	14%	16%

Table Base: US RESPONDENTS

QS2Q6: How much do you agree or disagree with each of the following statements?

I get excited when a lottery jackpot breaks a record, even if I have no intention of playing.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1052	N=252	N=350	N=450	N=610	N=442	N=310	N=308	N=422
Agree (Net)	63%	63%	64%	64%	68% F	58%	62%	64%	65%
Strongly agree	21%	23%	21%	20%	22%	19%	21%	24% i	19%
Somewhat agree	43%	40%	43%	44%	45% F	39%	42%	40%	46% h
Disagree (Net)	37%	37%	36%	36%	32%	42% E	38%	36%	35%
Somewhat disagree	23%	25%	20%	24%	22%	23%	23%	23%	22%
Strongly disagree	14%	13%	16%	12%	10%	19% E	15%	13%	13%

Table Base: US RESPONDENTS

QS2Q6: How much do you agree or disagree with each of the following statements?

I feel happy for a contestant if they win a large lottery jackpot.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=1052	N=252	N=350	N=450	N=610	N=442	N=310	N=308	N=422
Agree (Net)	80%	78%	80%	81%	81%	79%	79%	82%	81%
Strongly agree	29%	28%	30%	30%	30%	29%	31%	26%	31%
Somewhat agree	51%	50%	50%	52%	52%	50%	47%	56% G	50%
Disagree (Net)	20%	22%	20%	19%	19%	21%	21%	18%	19%
Somewhat disagree	13%	13%	12%	13%	13%	12%	13%	13%	13%
Strongly disagree	7%	8%	7%	6%	5%	10% E	8% h	5%	7%

Table Base: US RESPONDENTS

QS2Q6: How much do you agree or disagree with each of the following statements?

I feel like I'm a part of a community when I play the lottery.

	Total A	Education			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	<$50K G	$50K - $99.9K H	$100K+ I
Total	N=796	N=183	N=260	N=353	N=489	N=307	N=215	N=247	N=331
Agree (Net)	47%	51%	44%	47%	53% F	38%	47%	51%	44%
Strongly agree	12%	17% Cd	10%	12%	15% F	8%	12%	15% i	10%
Somewhat agree	35%	34%	35%	35%	38% F	30%	35%	35%	34%
Disagree (Net)	53%	49%	56%	53%	47%	62% E	53%	49%	56%
Somewhat disagree	35%	30%	38% b	37%	31%	41% E	34%	31%	39% h
Strongly disagree	18%	20%	18%	16%	16%	21%	19%	18%	17%

Table Base: US RESPONDENTS