102023 - HOD FLASH (24 HOUR) SURVEY

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## Report Settings

Respondents:
Additional Filter:
Table Set:
Percentage Base:
Stat Test Levels:
Stat Test Groups:
Date Range:

## Segment Definitions

Total
High school diploma or less
Some post-HS education
Bachelor's or Higher
Employed
Not employ
<\$50K
\$50K - \$99.9K
\$100K+

Qualified Only
None
All
Total Answering
95/90 (z-test)
,B-D,EF,G-I
(10/20/23-10/24/23)

| (ALL) | $n=1052$ |
| :--- | :--- |
| (Q2146.r1 or Q2146.r2 or Q2146.r3) | $n=252$ |
| (Q2146.r4 or Q2146.r70 or Q2146.r71) | $n=350$ |
| (Q2146.r5 or Q2146.r6 or Q2146.r7) | $n=450$ |
| (netEmploy.r1) | $n=610$ |
| (netEmploy.r2) | $n=442$ |
| (Q2157.r4 or Q2157.r1 or Q2157.r2 or | $n=310$ |
| Q2157.r3) |  |
| (Q2157.r5 or Q2157.r6) | $n=308$ |
| (Q2157.r7 or Q2157.r8 or Q2157.r9 or | $n=422$ |
| Q2157.r10 or Q2157.r11) |  |

## 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)

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed <br> E | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $N=1018$ | $\mathrm{N}=235$ | N=334 | $\mathrm{N}=449$ | $\mathrm{N}=588$ | $\mathrm{N}=430$ | $\mathrm{N}=294$ | N=299 | $\mathrm{N}=414$ |
| At least once a day | 3\% | 5\% | 3\% | 3\% | $\begin{aligned} & 4 \% \\ & F \end{aligned}$ | 2\% | 3\% | 4\% | 3\% |
| At least once a week | 15\% | 15\% | 14\% | 16\% | $\begin{aligned} & 17 \% \\ & \mathrm{f} \end{aligned}$ | 13\% | 12\% | $\begin{aligned} & 19 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 16 \% \\ & \mathrm{~g} \end{aligned}$ |
| At least once a month | 21\% | 20\% | 22\% | 21\% | 22\% | 20\% | 21\% | 19\% | 23\% |
| At least once a year | 18\% | 15\% | 17\% | $\begin{aligned} & 20 \% \\ & b \end{aligned}$ | $\begin{aligned} & 21 \% \\ & F \end{aligned}$ | 13\% | 13\% | $\begin{aligned} & 18 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 21 \% \\ & \mathrm{G} \end{aligned}$ |
| 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\% | $\begin{aligned} & 40 \% \\ & E \end{aligned}$ | $\begin{aligned} & 38 \% \\ & \mathrm{HI} \end{aligned}$ | 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

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed E | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $N=1018$ | $\mathrm{N}=235$ | $\mathrm{N}=334$ | $\mathrm{N}=449$ | $N=588$ | $\mathrm{N}=430$ | $\mathrm{N}=294$ | $\mathrm{N}=299$ | $\mathrm{N}=414$ |
| At least once a day | 4\% | 6\% | 4\% | 4\% | 5\% | 4\% | 3\% | $\begin{aligned} & \text { 7\% } \\ & \text { gi } \end{aligned}$ | 4\% |
| At least once a week | 16\% | 16\% | 16\% | 16\% | $\begin{aligned} & 19 \% \\ & \mathrm{~F} \end{aligned}$ | 12\% | 14\% | 17\% | 17\% |
| At least once a month | 19\% | 17\% | 20\% | 19\% | $\begin{aligned} & 22 \% \\ & \mathrm{~F} \end{aligned}$ | 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\% | $\begin{aligned} & 43 \% \\ & E \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \mathrm{HI} \end{aligned}$ | 29\% | 30\% |
| Prefer not to say | 1\% | $\begin{aligned} & 1 \% \\ & d \end{aligned}$ | $\begin{aligned} & 1 \% \\ & d \end{aligned}$ | 0\% | 1\% | 1\% | $\begin{aligned} & 2 \% \\ & \mathrm{H} \end{aligned}$ | 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)

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $\mathrm{N}=1018$ | N=235 | N=334 | $\mathrm{N}=449$ | $N=588$ | $\mathrm{N}=430$ | $\mathrm{N}=294$ | $\mathrm{N}=299$ | $\mathrm{N}=414$ |
| At least once a day | 6\% | $\begin{aligned} & 11 \% \\ & \text { CD } \end{aligned}$ | 6\% | 4\% | 6\% | 5\% | 6\% | $8 \%$ | 4\% |
| At least once a week | 16\% | 15\% | 17\% | 16\% | $\begin{aligned} & 18 \% \\ & f \end{aligned}$ | 14\% | 14\% | 18\% | 17\% |
| At least once a month | 19\% | 19\% | 19\% | 20\% | $\begin{aligned} & 21 \% \\ & \mathrm{~F} \end{aligned}$ | 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\% | $\begin{aligned} & 37 \% \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & H \end{aligned}$ | 24\% | 29\% |
| Prefer not to say | 0\% | 0\% | 0\% | 0\% | 0\% | 1\% | 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 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{array}{\|l} \hline \text { Total } \\ \text { A } \end{array}$ | High school diploma or less <br> B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | $\$ 100 \mathrm{~K}+$ |
| Total | $\mathrm{N}=699$ | N=158 | $\mathrm{N}=220$ | $\mathrm{N}=321$ | $\mathrm{N}=445$ | $\mathrm{N}=254$ | $\mathrm{N}=178$ | $\mathrm{N}=213$ | $N=306$ |
| 1 | 36\% | 39\% | 33\% | 36\% | 30\% | $45 \%$ | $43 \%$ | 36\% | 31\% |
| 2-3 | 41\% | 42\% | 42\% | 40\% | $\begin{aligned} & 46 \% \\ & F \end{aligned}$ | 34\% | 39\% | 37\% | $\begin{aligned} & 46 \% \\ & H \end{aligned}$ |
| 4-6 | 16\% | 11\% | 17\% | 17\% | 18\% | 13\% | 12\% | $\begin{aligned} & 19 \% \\ & \mathrm{~g} \end{aligned}$ | 16\% |
| More than 6 | 6\% | 5\% | 6\% | 6\% | 5\% | 7\% | 3\% | $\begin{aligned} & 7 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \mathrm{~g} \end{aligned}$ |
| 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

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

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \end{aligned}$ $\mathrm{H}$ | $\begin{aligned} & \$ 100 \mathrm{~K}+ \\ & \text { \| } \end{aligned}$ |
| Total | $\mathrm{N}=725$ | $\mathrm{N}=170$ | $\mathrm{N}=236$ | $\mathrm{N}=319$ | $\mathrm{N}=459$ | $\mathrm{N}=266$ | $\mathrm{N}=199$ | $\mathrm{N}=228$ | $\mathrm{N}=295$ |
| 1 | 25\% | 19\% | 22\% | $\begin{array}{\|l\|} \hline 30 \% \\ \mathrm{BC} \end{array}$ | 24\% | 27\% | 25\% | 25\% | 25\% |
| 2-3 | 49\% | 54\% | 48\% | 47\% | $52 \%$ | 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\% | $\begin{aligned} & \text { 2\% } \\ & \text { h } \end{aligned}$ | 0\% | $\begin{aligned} & \text { 1\% } \\ & h \end{aligned}$ |

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.

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ |  | \$100K+ |
| Total | $\mathrm{N}=796$ | $\mathrm{N}=183$ | $\mathrm{N}=260$ | $\mathrm{N}=353$ | $N=489$ | $\mathrm{N}=307$ | $\mathrm{N}=215$ | $\mathrm{N}=247$ | $\mathrm{N}=331$ |
| To win money | 70\% | $\begin{aligned} & 73 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 79 \% \\ & \text { D } \end{aligned}$ | 63\% | 69\% | 72\% | $\begin{aligned} & 74 \% \\ & \text { \| } \end{aligned}$ | 74\% | 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\% | $\begin{aligned} & 42 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & \text { B } \end{aligned}$ | 40\% | 36\% | 31\% | $\begin{aligned} & 40 \% \\ & G \end{aligned}$ | $\begin{aligned} & 43 \% \\ & G \end{aligned}$ |
| To not miss out on potential winnings | 33\% | 27\% | $\begin{aligned} & 37 \% \\ & \mathrm{~B} \end{aligned}$ | 33\% | 32\% | 33\% | 29\% | 36\% | 33\% |
| To get excitement | 30\% | 26\% | 30\% | 31\% | $\begin{aligned} & 34 \% \\ & F \end{aligned}$ | 23\% | 24\% | $\begin{aligned} & 33 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \mathrm{~g} \end{aligned}$ |
| To support charitable or ganizations | 13\% | 9\% | 13\% | $\begin{aligned} & 15 \% \\ & b \end{aligned}$ | 13\% | 13\% | 13\% | 13\% | 13\% |
| Because someone I know plays the lottery | 9\% | 9\% | 8\% | 10\% | $\begin{aligned} & 11 \% \\ & \mathrm{~F} \end{aligned}$ | 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.

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

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

|  |  | 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 | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ |  | ${ }_{\text {\| }}^{\text {\$100K+ }}$ |
| Making expensive purchases for someone I know (e.g., vehicles, vacations, houses) | 34\% | 31\% | 35\% | 35\% | 35\% | 33\% | 29\% | 32\% | $\begin{aligned} & 39 \% \\ & \text { Gh } \end{aligned}$ |
| Donations to my community (e.g., schools, community services, infr astructure) | 31\% | 21\% | $\begin{aligned} & 30 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 37 \% \\ & \text { B } \end{aligned}$ | 31\% | 30\% | 25\% | 29\% | $\begin{aligned} & 36 \% \\ & G \end{aligned}$ |
| Career change (e.g., early retirement, starting a self-owned business) | 30\% | 23\% | $\begin{aligned} & 32 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & b \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \mathrm{~F} \end{aligned}$ | 14\% | 23\% | $\begin{aligned} & 32 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 33 \% \\ & G \end{aligned}$ |
| Other | 4\% | 2\% | 5\% | 3\% | 3\% | 5\% | 6\% | 3\% | 2\% |
| Not at all sure | 4\% | $\begin{aligned} & 7 \% \\ & D \end{aligned}$ | 3\% | 2\% | 3\% | 5\% | $\begin{aligned} & 7 \% \\ & \mathrm{Hi} \end{aligned}$ | 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.

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

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

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

|  |  | 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 | $<\$ 50 K$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $\mathrm{N}=1018$ | $\mathrm{N}=235$ | $\mathrm{N}=334$ | $\mathrm{N}=449$ | $\mathrm{N}=588$ | $\mathrm{N}=430$ | N=294 | N=299 | $N=414$ |
| More likely | 16\% | $\begin{aligned} & 19 \% \\ & \mathrm{C} \end{aligned}$ | 13\% | 17\% | $\begin{aligned} & 20 \% \\ & \mathrm{~F} \end{aligned}$ | 10\% | 14\% | 17\% | 16\% |
| No difference | 70\% | 67\% | 72\% | 69\% | 66\% | $\begin{aligned} & 75 \% \\ & \mathrm{E} \end{aligned}$ | 70\% | 67\% | 71\% |
| Less likely | 15\% | 14\% | 15\% | 14\% | 14\% | 16\% | 15\% | 16\% | 13\% |

[^0]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.

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

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

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.

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed <br> E | Not employ $F$ | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $\mathrm{N}=1052$ | $\mathrm{N}=252$ | $\mathrm{N}=350$ | $\mathrm{N}=450$ | $\mathrm{N}=610$ | $\mathrm{N}=442$ | $\mathrm{N}=310$ | N=308 | $\mathrm{N}=422$ |
| 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.

|  |  | Education |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed <br> E | Not employ F | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $\mathrm{N}=1052$ | $N=252$ | $\mathrm{N}=350$ | $\mathrm{N}=450$ | $\mathrm{N}=610$ | $\mathrm{N}=442$ | $N=310$ | N=308 | $\mathrm{N}=422$ |
| Agree (Net) | 66\% | 63\% | 66\% | 68\% | $69 \%$ | 63\% | 66\% | 69\% | 66\% |
| Strongly agree | 15\% | 15\% | 14\% | 15\% | $\begin{aligned} & 18 \% \\ & F \end{aligned}$ | 11\% | 13\% | 14\% | 16\% |
| Somewhat agree | 51\% | 48\% | 52\% | 53\% | 51\% | 52\% | 53\% | 54\% | 49\% |
| Disagree (Net) | 34\% | 37\% | 34\% | 32\% | 31\% | $\begin{aligned} & \text { 37\% } \\ & \mathrm{e} \\ & \hline \end{aligned}$ | 34\% | 31\% | 34\% |
| Somewhat disagree | 25\% | 25\% | 24\% | 25\% | 24\% | 26\% | 23\% | 24\% | 27\% |
| Strongly disagree | 9\% | $\begin{aligned} & 12 \% \\ & D \end{aligned}$ | 9\% | 7\% | 7\% | $\begin{aligned} & 11 \% \\ & E \end{aligned}$ | 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 <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed | Not employ F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | N=1052 | $\mathrm{N}=252$ | N=350 | $\mathrm{N}=450$ | $\mathrm{N}=610$ | $\mathrm{N}=442$ | $\mathrm{N}=310$ | N=308 | $\mathrm{N}=422$ |
| Agree (Net) | 57\% | 60\% | 56\% | 57\% | $\begin{aligned} & 61 \% \\ & F \end{aligned}$ | 53\% | 54\% | 58\% | $\begin{aligned} & 60 \% \\ & \mathrm{~g} \end{aligned}$ |
| Strongly agree | 18\% | 21\% | 17\% | 18\% | $\begin{aligned} & 21 \% \\ & \mathrm{~F} \end{aligned}$ | 15\% | 18\% | 19\% | 18\% |
| Somewhat agree | 39\% | 38\% | 39\% | 39\% | 40\% | 37\% | 36\% | 39\% | $\begin{aligned} & 42 \% \\ & \mathrm{~g} \end{aligned}$ |
| Disagree (Net) | 43\% | 40\% | 44\% | 43\% | 39\% | $\begin{aligned} & 47 \% \\ & \mathrm{E} \end{aligned}$ | $46 \%$ | 42\% | 40\% |
| Somewhat disagree | 26\% | 25\% | 26\% | 28\% | 25\% | 28\% | 28\% | 28\% | 24\% |
| Strongly disagree | 16\% | 15\% | 19\% | 15\% | 14\% | $\begin{aligned} & 20 \% \\ & \mathrm{E} \end{aligned}$ | 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.

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

|  |  | 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 | $\underset{G}{<\$ 50 K}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $\mathrm{N}=1052$ | N=252 | N=350 | $\mathrm{N}=450$ | $\mathrm{N}=610$ | $\mathrm{N}=442$ | $\mathrm{N}=310$ | N=308 | $\mathrm{N}=422$ |
| 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\% | $\begin{aligned} & 56 \% \\ & G \end{aligned}$ | 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\% | $\begin{aligned} & 10 \% \\ & E \end{aligned}$ | $\begin{aligned} & 8 \% \\ & h \end{aligned}$ | 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.

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

Table Base: US RESPONDENTS


[^0]:    Table Base: OVER 20 (dmAGE>20)

