

The Star-Ledger/Eagleton-Rutgers Poll

EMBARGOED – NOT FOR RELEASE UNTIL: SUNDAY, FEBRUARY 25, 1996

RELEASE: SL/EP 56-5 (EP 106-5)

CONTACT: JANICE BALLOU (908)828-2210, Ext. 240

RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

The *Star-Ledger/Eagleton Poll* web address: <http://www-rci.rutgers.edu/~bertrand>

PLAYING THE NEW JERSEY LOTTERY

Playing the New Jersey Lottery is an experience shared by most of the state's residents. At some time, 8-in-10 New Jerseyans have purchased lottery tickets in their state. In addition, 2-in-3 New Jerseyans played the state lottery in the past year and half played in the past month. Close to 1-in-3 residents usually purchase lottery tickets at least once a week.

Those who have played the lottery in the past year spent an average of \$17 dollars in a typical month with about half of these lottery players spending between \$1.00 and \$5.00 dollars.

Frequent lottery players are more likely to be male, 50 years old or over, have mid-range incomes, and fewer years of formal education.

The *Star-Ledger/Eagleton Poll* was conducted by telephone with a random statewide sample of 804 New Jersey adults age 18 and older from February 22 to 29, 1996.

OVERVIEW OF NEW JERSEY LOTTERY EXPERIENCE

- more -

Overall, 8-in-10 New Jerseyans report having played the state lottery at some time, with 66 percent having played it in the past year and 51 percent in the past month. While the percentage of those having played the lottery in the past year is the same as when asked in a 1988 *Star-Ledger/Eagleton* Poll (65%), the percentage who have played in the past month is slightly higher than 8 years ago (42%).

The percentage of New Jerseyans who play the lottery on a weekly basis has been steadily declining since 1986 when 40 percent of state residents reported playing the lottery once a week or more and 1988 when 33 percent purchased lottery tickets at least weekly.

Today, close to 3-in-10 New Jerseyans play the lottery either every day (5%), a few times a week (13%) or once a week (10%). Another 10 percent purchase tickets a few times a month and 29 percent play once in a while. Twelve percent have not played in the past year and 22 percent have never played the state lottery.

PROFILE OF LOTTERY PLAYERS

There are some differences between those who have and those who have not ever played the lottery. Males (81%) are more likely to have played the lottery than females (75%). Also, more white New Jerseyans (80%) than non-whites (71%) say they have played. Comparisons based on family incomes show that New Jerseyans in the \$30,001-\$50,000 total family income group (88%) are more likely to have played than those in the \$50,001-\$70,000 (81%), the more than \$70,000 range (79%), or those with a family income that is less than \$30,000 (74%). New Jerseyans who are 50-64 years old (88%) are more likely to have played than those who are 30-49 years old (79%), 18 to 29 years old (74%), or 65 years or older (72%). Overall, more people who have tried the lottery are high school graduates

(85%) or have some college (80%) than are college graduates (76%) or have less than a high school degree (69%).

PROFILE OF RECENT LOTTERY PLAYERS

Frequent lottery players--those who play once a week or more--tend to be older and have less formal education. Residents age 50 and older (37%) are more likely than those age 30 to 49 (26%) or younger (14%) to play the lottery once a week or more. Also, more New Jerseyans with less than a high school education (39%) and high school graduates (33%) are frequent lottery players compared to those with a college degree (19%) or some college education (16%).

More men (34%) and white residents (29%) play the lottery on a weekly basis compared with women (20%) and non-white residents (22%). In addition, those with annual household incomes between \$30,000 and \$50,000 (37%) are more likely to play the lottery at least once a week, when compared to those who earn either less than \$30,000 (27%) or between \$50,000 and \$70,000 (26%). New Jerseyans who earn more than \$70,000 (19%) are less likely than others to frequently play the lottery.

SPENDING ON THE LOTTERY

The average monthly amount spent on the lottery is \$17. This includes about half (51%) who say they spend \$5 or less per month, 33 percent who spend between \$6 and \$25 a month, 14 percent who spend \$26-100 a month, and 1 percent who spend more than \$100 each month for lottery tickets. Those who play the lottery a few times a week or more average \$44 a month on lottery ticket purchases, compared to an average \$17 per month for

those who play once a week, \$10 per month for those who play a few times a month, and \$4 per month for those who play once in a while.

Younger players age 18 to 29 spend less per month on average (\$13) than players 30 to 49 years old (\$20) or those 50-64 years old (\$19), while those with less than a high school education (\$29) tend to spend more per month on average than those with more years of education (average \$14). At an average \$21 per month, male lottery players tend to spend more on tickets than female players (\$12).

Also, the average monthly spending among whites who have played in the past year is \$17 compared to \$21 for non-whites.

- 30 -

Copyright, February 25, 1996, The Eagleton Institute and *The Star-Ledger*. Note: Patrick Murray assisted in the development of this press release.

- more -

The latest *Star-Ledger*/Eagleton Poll was conducted between February 22 and 29, 1996, when a random sample of 804 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

BACKGROUND MEMO – RELEASE SL/EP56-5 (EP106-5), SUNDAY, FEBRUARY 25, 1996

"Have you ever played the New Jersey Lottery?" [Q.43]

"Have you played it at any time in the last 12 months?" [Q.44]

"Have you played it in the last month?" [Q.45]

	Yes, have ever <u>Played</u> [Q.43]	Played in <u>Last 12 months</u> [Q.44]	Played in <u>Last month</u> [Q.45]	(n)
February, 1996	78%	66%	51%	(804)
<u>Age</u>				
--18 - 29	74	62	40	(145)
--30 - 49	79	67	53	(373)
--50 - 64	88	77	61	(148)
--65 or older	72	60	51	(129)
<u>Education</u>				
--Less than high school	69	62	55	(59)
--High school graduate	85	73	58	(222)
--Some college	80	63	43	(176)
--College Graduate	76	63	47	(347)
<u>Total Annual Family Income</u>				
--Less than \$30,000	74	60	46	(192)
--\$30,001 - \$50,000	88	81	66	(167)
--\$50,001 - \$70,000	81	71	53	(140)
--More than \$70,000	79	64	47	(208)
<u>Gender</u>				
--Male	81	73	58	(399)
--Female	75	59	43	(405)
<u>Race</u>				
--White	80	68	54	(631)
--Non-white	71	61	45	(154)
<u>PAST SURVEYS:</u>				
January/February, 1988	76	65	42	(800)
July, 1986	79	72	54	(800)
March, 1982	56	N.A.	N.A.	(1005)

"How often do you usually buy a lottery ticket – everyday, a few times a week, once a week, a few times a month, once a month, or do you only buy a lottery ticket once in a while?" [Q.46]

	Daily	Few Times A Week	Once A Week	Few Times A Month	Once A While	In Year	Not in past Never	Total	(n)
February, 1996	5%	13%	10%	10%	29%	12%	22%	99%	(804)
<u>Age</u>									
--18 - 29	3	10	1	10	38	12	26	100	(145)
--30 - 49	5	11	10	10	31	13	21	100	(373)
--50 - 64	5	17	15	14	26	11	12	100	(148)
--65 or older	7	13	17	4	19	12	28	99	(129)
<u>Education</u>									
--Less than high school	9	17	13	7	16	7	31	100	(59)
--High school graduate	6	15	12	10	31	12	15	100	(222)
--Some college	1	7	8	11	36	16	20	100	(176)
--College Graduate	2	11	6	10	33	13	24	100	(347)
<u>Total Annual Family Income</u>									
--Less than \$30,000	8	11	8	6	26	15	26	100	(192)
--\$30,001 - \$50,000	5	18	14	10	34	6	12	101	(167)
--\$50,001 - \$70,000	4	16	6	7	39	9	19	100	(140)
--More than \$70,000	2	10	7	17	29	15	21	100	(208)
<u>Gender</u>									
--Male	7	14	13	11	28	8	19	99	(399)
--Female	3	11	6	9	31	16	25	99	(405)
<u>Race</u>									
--White	5	13	11	10	29	12	20	100	(631)
--Non-white	4	11	7	9	30	10	29	101	(154)
PAST SURVEYS:									
January/February, 1988	5	16	12	11	22	11	24	101	(800)
July, 1986	7	16	17	10	21	7	21	100	(800)
March, 1982	5	7	5	8	-	32	-	44	101 (1005)

"How many dollars worth of tickets do you think you buy in an average month?" [Q.47]

Among Those Who Have Played in the Last Year:

	\$5 or less	\$6 - \$25	\$26 - \$100	More than \$100	Total	(n)	Mean
February, 1996	51%	33%	14%	1%	99%	(505)	\$17
<u>Age</u>							
--18 - 29	63	29	7	1	100	(90)	\$13
--30 - 49	50	35	13	3	101	(237)	\$20
--50 - 64	47	31	22	--	100	(103)	\$19
--65 or older	41	39	19	1	100	(70)	\$17
<u>Education</u>							
--Less than high school	39	32	26	3	100	(35)	\$29
--High school graduate	47	35	16	2	100	(155)	\$18
--Some college	60	31	9	--	100	(110)	\$10
--College Graduate	58	34	8	1	101	(205)	\$13
<u>Total Annual Family Income</u>							

--Less than \$30,000	54	32	11	3	100	(106)	\$17
--\$30,001 - \$50,000	44	37	17	2	100	(128)	\$21
--\$50,001 - \$70,000	53	27	20	--	100	(96)	\$18
--More than \$70,000	56	32	11	1	100	(127)	\$14

Gender

--Male	44	36	17	2	99	(273)	\$21
--Female	60	29	11	--	100	(232)	\$12

Race

--White	51	34	14	1	100	(397)	\$17
--Non-white	50	32	16	3	101	(99)	\$21

Frequency of Playing Lottery

--Few times a week or more	4	48	45	5	102	(123)	\$44
--Once a week	35	54	12	--	101	(70)	\$17
--Few times a month	42	52	6	--	100	(75)	\$10
--Once in a while	88	12	--	--	100	(236)	\$4