

Ends and Means in State Lotteries: The Importance of a Good Cause

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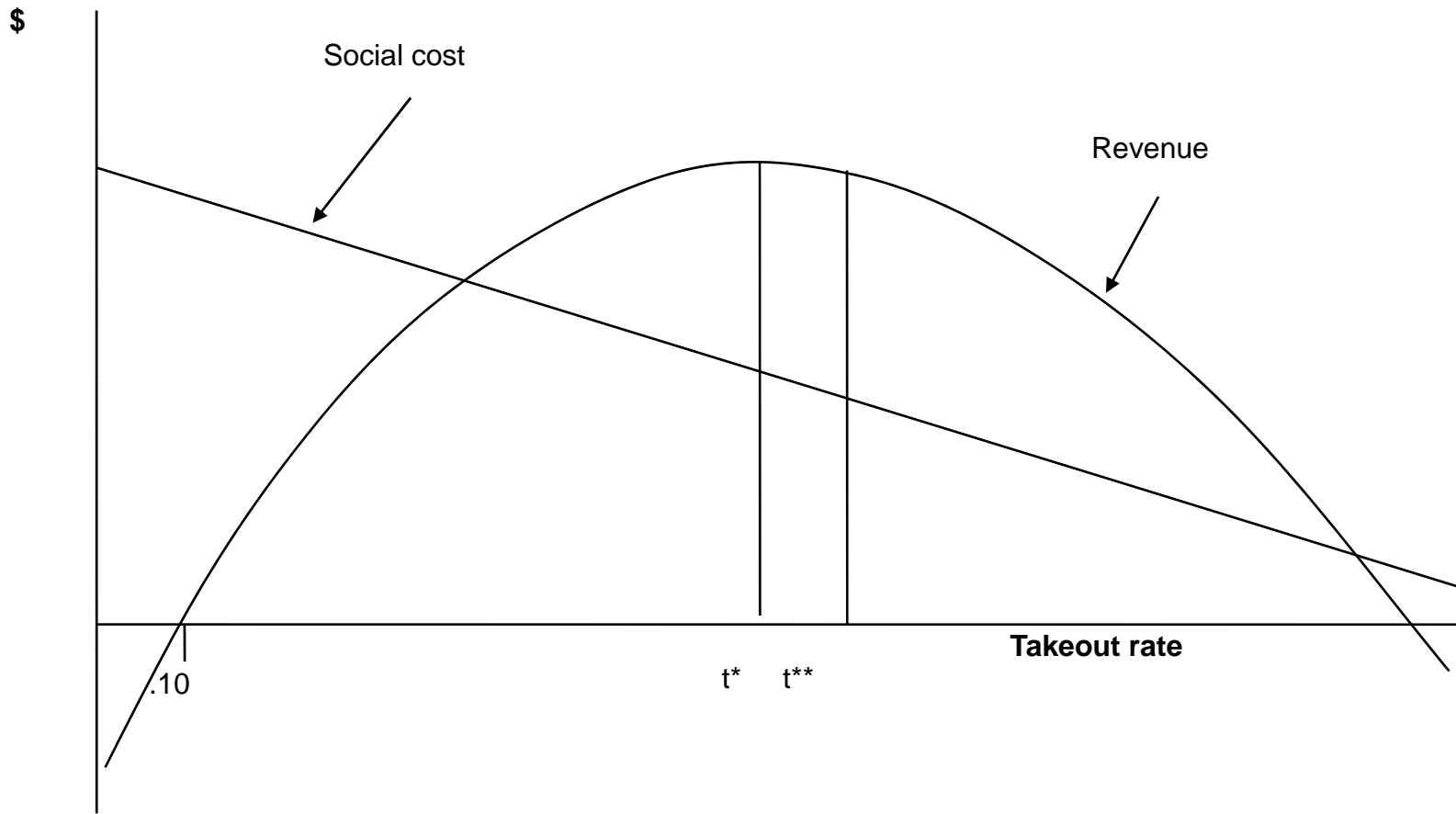
October 25, 2007

Gambling and the American Moral Landscape

Boston College

Number of lotteries and per capita sales

Year	Number of state lotteries	Per capita sales (FY 2006 dollars)
1973	7	\$43
1987	23	\$157
1997	38	\$186
2006	43	\$184



Two possible payout structures

(op. costs = .10 per dollar)

	Payout (prizes)	Contribution to government
Game 1	0.50	0.40
Game 2	0.60	0.30

Thank You
North Carolina!
- The Students

With your help, the North Carolina Education Lottery has raised

145 million dollars.

These funds help raise money to benefit pre-k programs for at-risk children, reduced class sizes, new school construction and provide scholarships for need-based college students. And for that, our students thank you.



New Mexico TV Ad

“Hot Lotto Nights” TV



AUDIO:

Music: Orchestra up

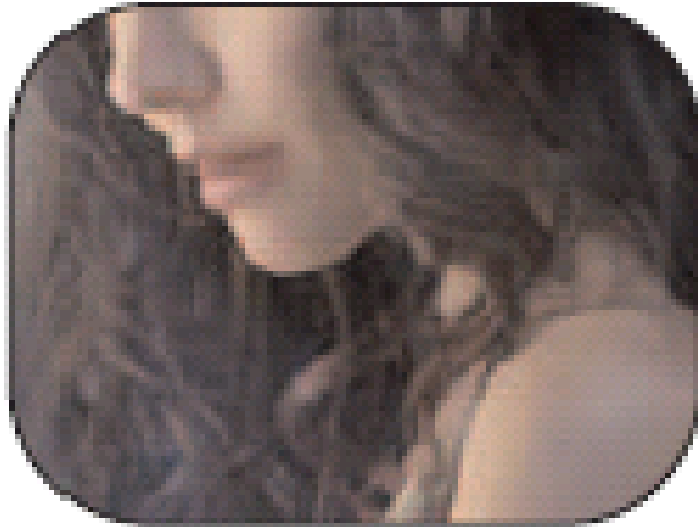
Barry White impersonator:

Well hello baby.

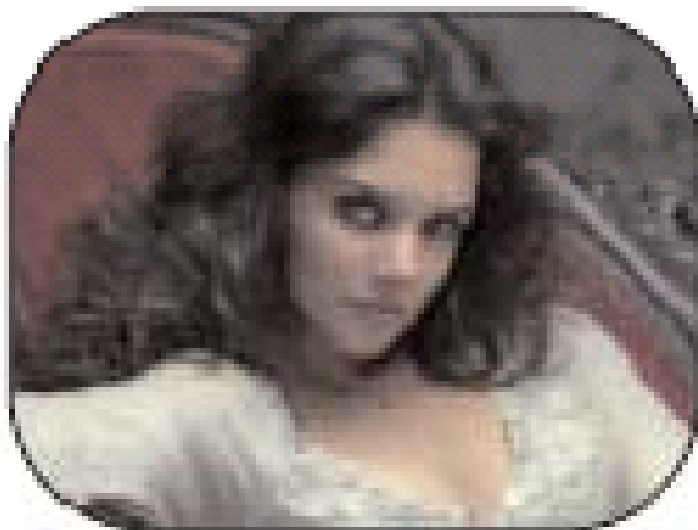


You are soooo hot.

Mmmmm hmmm.



Yeah I'm talkin' about you baby...and
you know I'm feeling lucky tonight.



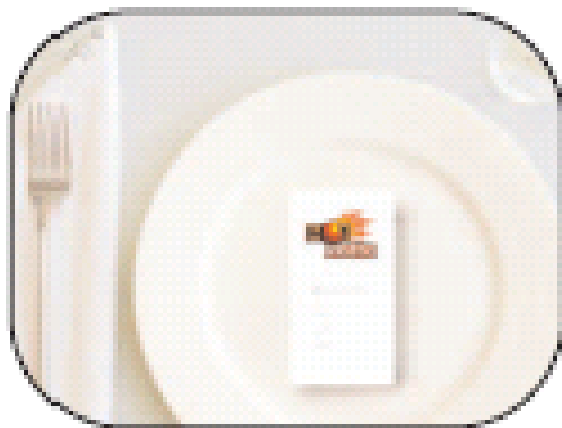
So why don't we go back to my place
where we can ...you know....

watch the drawing together.



Did I mention I think you're hot?





And the two of us together.....we're on fire.



Hot Lotto. Your hot ticket to cool cash.
Jackpots start at \$1,000,000 and grow until somebody wins.

SFX: Flame burst.



Symphony music out.

Primary Themes in 325 T.V. Lottery Ads

Primary theme	<u>Number of ads, by earmarking of lottery revenue</u>			
	Earmarked	General fund*	All	(%)
<i>Informational</i>				
Direct sales appeal	82	16	98	30.2
How to play	35	3	38	11.7
Previous winners	16	3	19	5.8
Public benefits	40	3	43	13.2
Thematic				
Fun, excitement of playing	48	21	69	21.2
You could win	31	2	33	10.2
Wealth, elegance	6	0	6	1.8
Jackpot growing	13	6	19	5.8
Total	271	54	325	100.0
Were public benefits mentioned?	53	3	56	



GAMBLING

and The American Moral Landscape

October 25 & 26, 2007

The BOISI CENTER *for*
RELIGION *and* AMERICAN PUBLIC LIFE

www.bc.edu/gambling