missions. Only two cents of every lottery dollar went to operating costs.

Like Pennsylvania, Arizona also targets money for a specific program — in Arizona it's lottery money that gets people around. The funds are mandated to pay for transportation.

Twenty-three million dollars was transferred to transportation as a result of Arizona residents playing the Lottery, according to Tom Robinson, Market Research Manager.

"It's helped out the local and small communities and also the cities," Robinson said.

The funds, he said, have helped to cover the cost of operating the bus lines in Phoenix and Tucson. In fact, twenty-five percent of the mass transit budget for Phoenix came from the lottery. In the small towns the money pays for re-paying roads or buying new traffic signals.

Robinson emphasized that the money has made a real difference in getting people the best transportation services possible.

Though he could only speculate about the overall effect of the lottery, Robinson said that without the lottery there would probably be cutbacks in transportation or fares would have to increase.

Many states have targeted the lottery money for education. For instance, in Michigan, where the Lotto game was introduced in the middle of 1984, the lottery contributed \$221 million to education, specifically the State School Aid Fund.

New Hampshire, home of the country's first state lottery, contributed some 60 million dollars to schools from lottery revenues. And in one of the newest lottery states, California, the lottery law has set up an Educational Fund to put aside money for the schools.



Many different forms of lottery play have been instituted since the inception of the state lotteries. This one was popular in 1973.

In Ohio, earmarking the lottery funds for education has meant a real bonus for the taxpayers.

"We estimate that it's saving every homeowner in Ohio one hundred dollars a year in property taxes," said Anne Bloomberg, Public Information Director for the Ohio Lottery. "And that's for people who play or don't play," she added.

This past year, the Ohio Lottery contributed \$338,000,000 to the primary and secondary schools; last year \$250,000,000 in lottery profits went to the schools. Over the last few years, according to Bloomberg, the Ohio lot-

tery has almost doubled it sales. This has meant more revenue for the schools than had been previously estimated.

"The lottery is called upon for a certain antount of money," Bloomberg said. Without Lottery funds, she added, taxes would go up or cuts would have to be made, either in education or in other programs, in order to provide the necessary funds for the public schools.

Another state that designates lottery funds for education is New York, where \$615,000,000 in net revenue went to the schools last year as a result of lottery fever.

"Lottery aid represents 12 cents of every dollar that is given by the state to local school districts," said George Yamin, Director of Public Relations for the New York State Lottery.

"If there were not \$615,000,000 raised [by the Lottery]," he added, "that amount would have to be raised from some other sources or there would have to be some reduction of service." He also noted that this year's revenues represented a significant increase over the \$390.5 million raised in the previous year.

Throughout the country, lottery games appear to be growing in popularity and sales.

And more states are at least talking about starting games, while lottery states are adding new games.

The lottery, as a means of raising revenue, is here to stay.

Whether people play for fun, for the hope of winning millions, or because they feel good about contributing money to senior citizens programs or education, they are making sure that tax rates remain stable and state programs remain in operation without cutbacks in services.

That's what is called — playing to win.





Lottery advertising emphasizes the wishful thinking attitude of Numbers Game players.

