

# Journal

Volume Six, Issue Two Spring 2000

Official Lottery Broadcast Stations

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| <p><b>Bakersfield</b><br/>KERO TV - Ch 23 - ABC<br/>Big Spin 2000 - Sat 6:30 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 7:00 p.m.</p> <p><b>Chico/Redding</b><br/>KRCR TV - Ch 7 - ABC<br/>Big Spin 2000 - Sat 7:00 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> <p><b>El Centro/Yuma</b><br/>KYMA TV - Ch 11 - NBC<br/>Big Spin 2000 - Sat 4:30 p.m.<br/>SuperLotto - Wed/Sat 10:00 p.m.<br/>Daily Draws - Mon-Sun 10:00 p.m.</p> | <p><b>Eureka/Arcata</b><br/>KAEF TV - Ch 23 - ABC<br/>Big Spin 2000 - Sat 6:00 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> <p><b>Fresno</b><br/>KSEE TV - Ch 24 - NBC<br/>Big Spin 2000 - Sat 5:00 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> <p><b>Los Angeles</b><br/>KCAL TV - Ch 9 - IND<br/>Big Spin 2000 - Sat 7:00 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> | <p><b>Monterey/Salinas</b><br/>KION TV - Ch 46 - CBS<br/>Big Spin 2000 - Sat 6:30 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> <p><b>Palm Springs/Palm Desert</b><br/>Time Warner, Media One, Daniels<br/>(Cable) KCAL TV - Ch 9<br/>Big Spin 2000 - Sat 7:00 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> <p><b>Sacramento/Stockton/Modesto</b><br/>KCRA - Ch 3 - NBC<br/>KQCA - Ch 58 - WB<br/>Big Spin 2000 - Sat 5:00 p.m.<br/>SuperLotto - Wed/Sat 7:59 p.m. (KQCA)<br/>Daily Draws - Mon-Sun 6:58 p.m. (KCRA)</p> | <p><b>San Diego</b><br/>KFMB - Ch 8 - CBS<br/>Big Spin 2000 - Sat 4:30 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m. - 8:15 p.m.<br/>Daily Draws - Mon-Sun 7:05 p.m. - 7:15 p.m.</p> <p><b>San Francisco</b><br/>KBWB TV - Ch 20 - WB<br/>Big Spin 2000 - Sat 6:30 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> <p><b>San Luis Obispo/Santa Barbara/Santa Maria</b><br/>KSBY TV - Ch 6 - NBC<br/>Big Spin 2000 - Sat 5:00 p.m.<br/>SuperLotto - Wed/Sat 7:57 p.m.<br/>Daily Draws - Mon-Sun 6:59 p.m.</p> |
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The California Lottery Journal

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Who Plays  
the Lottery?

## Lottery Commission Approves New Generation of SuperLotto

The California Lottery Commission at its April 28, 2000 meeting adopted the first enhancement to its flagship SuperLotto product in nearly a decade. Californians can expect to play the new game, to be called SuperLotto Plus, at more than 19,000 Lottery retailers beginning in June 2000.

"This new generation of SuperLotto will be more attractive to current players and generate more revenue for schools – about \$200 million more a year," commented Dave Rosenberg, chairman of the Lottery Commission. "The Commission weighed all aspects of the extensive research that's been conducted over the past two years to develop this exciting new concept and we feel it will greatly enhance our premier game."

The new SuperLotto Plus game will have more large jackpots, more ways to win and more winners. Changes include nine prize levels compared to the current four; nearly three times as many winners in every draw (overall odds of winning some prize improve to 1 in 23 compared to the current 1 in 60); and bigger starting jackpots (\$7 million compared to the current \$4 million). This will make California's game more similar to the popular Powerball and Big Game lotto games.

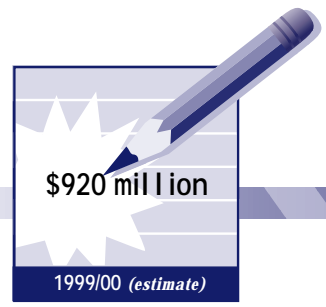
To offer these player benefits, the new version of SuperLotto calls for higher jackpot odds than in the current game (1 in 41 million compared to the current 1 in 18 million). For comparison purposes, the jackpot odds for Powerball, which is played in 21 states, are 1 in 80 million,

This will be about \$200 million a year more than if the game were not changed. For more information on the projected impact of the game change on education, see the April 28, 2000 issue of the online newsletter of School Services of California.

"Given the potential of an additional \$200 million per year, the educational community should be enthusiastically supporting the new SuperLotto game," said Jerry Twomey of School Services of California.

and the jackpot odds for the other Powerball-like lotto game played in seven states, called the Big Game, are 1 in 76 million. While overall Lottery revenues have increased each year since 1997, SuperLotto revenues have declined from \$1.1 billion in the 1995-1996 fiscal year to around \$975 million anticipated in the current fiscal year. If the game were not changed, this downturn would continue. Public schools are expected to receive an average of over \$1 billion annually in the first three years of the new game.

# EDUCATION



## California Page Flippers



**R**EAD California is a statewide campaign administered by Governor Gray Davis' Office of the Secretary for Education. The READ California campaign is designed to remind children to read every day and to inform adults that we all have a responsibility to make sure children read. It also encourages children to improve their reading skills through independent and recreational reading. The READ California's Kids Advisory Council – known as the California Page Flippers is comprised of 15 fourth through sixth-graders representing cities throughout California.

California Page Flippers encourage other children to read outside of the classroom and parents to read with their children. Page Flippers serve as a means for children to interact with one another and discuss obstacles to reading. They offer encouragement and ideas to make reading fun. Additionally, each member takes on a reading-related community improvement project. They also serve as liaison between California's children and the READ campaign.

Making their television debut, California Page Flippers were presented the "Hero in Education" award on the California Lottery's "Big Spin" 2000 show by child actor John Daley. Daley, who plays Sam Weir on the

"Freaks and Geeks" comedy show, is also an honor student. Daley said he believes in the importance of education and in never giving up on one's dreams.

California Lottery's "Heroes in Education" Program recognizes outstanding volunteers in the community. Through their dedication and efforts, California's students receive enrichment opportunities that may not have been available without these volunteers. The "Heroes in Education" Program exemplifies that support for California's schools comes in many different and innovative ways. Since 1985, the Lottery has raised more than \$11 billion for public schools.



Heroes in Education California Page Flippers.

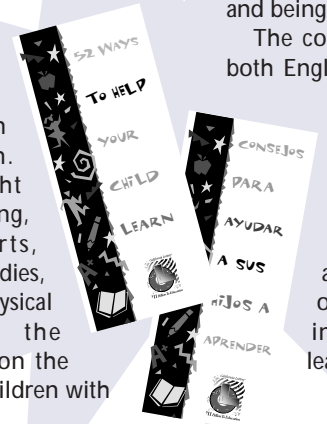
## Education Tips

**T**he California Lottery has a brochure giving helpful tips recommended by the California Teachers Association on how parents can help their children learn. These tips fall into eight categories including; reading, mathematics, creative arts, bilingual education, social studies, science, health, safety and physical education. Throughout the brochure, the emphasis is on the importance of listening to children with

interest, encouraging and asking questions, and being generous with praise.

The colorful brochures are available in both English and Spanish on the Lottery's website at [www.calottery.com](http://www.calottery.com).

The brochures, which can be downloaded free of charge, give parents a myriad of tips on how to bridge the gap between home and school. Using every day activities and readily available opportunities, parents can assist in positively reinforcing a child's learning experience.



# DEMOGRAPHICS

## Who Plays the Lottery in California?

**A**ccording to a June 1999 Gallup Poll, three out of four Americans approve of lotteries.

In California, 32% of adults played the lottery once or more in a month last year. That is a high level of participation for a consumer product. In comparison, only 14% of California adults rented one to three videos in a month, 15% went to a movie once, and 28% bought one bag of potato chips.

Yet in spite of this evident popularity and broad participation, there is a perception that the Lottery draws its sales disproportionately from low-income people or that the player-ships skews to certain ethnic groups. Neither of these perceptions is accurate. A review of demographic information reveals that California Lottery players generally reflect the population of the state.

California Lottery players are a broad cross-section of the people living in California. While there are some exceptions, Lottery players essentially mirror the state population demographically, with only slight variations.

A comparison of the California adult population to Lottery players shows that the race and ethnicity of Lottery players is essentially identical to the adult population in general. For example, 54% of California adults are white and 52% of Lottery players are white. (Charts A and B.)

Similarly, looking at the data dispels the perception that most lottery sales come from lower-income people. Households with incomes of \$35,000 or more account for 56% of Lottery sales. This is the same as the share of the state population at that income level. (Charts C and D.)

For more information on this topic, see *Lottery Bulletin 1999-2 Who Plays the Lottery in California?*, available from the Lottery's Public Affairs Office and on our website at [www.calottery.com](http://www.calottery.com) (look under Media Information, then Publications).

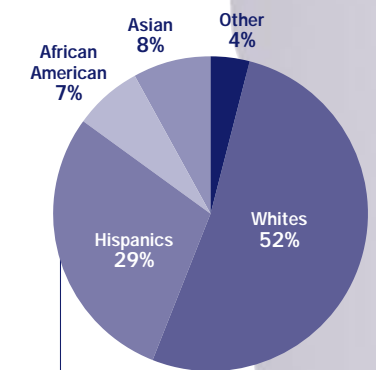


Chart A  
California Lottery Players

Source: 1998-1999 Tracking Survey.  
Note: Other includes Declined to state.

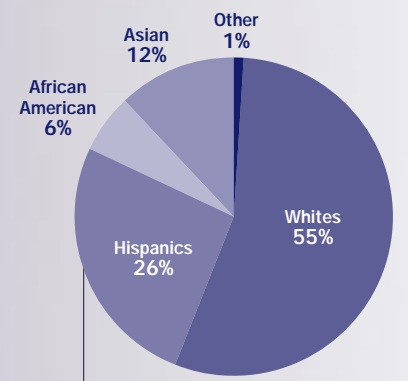


Chart B  
California Adult Population

Source: California Department of Finance 1998 Population Survey

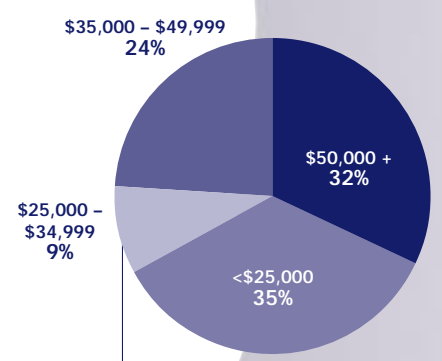


Chart C  
56% of Lottery Sales from Players with Household Income of \$35,000+

Source: 1998 Player Intercept Study

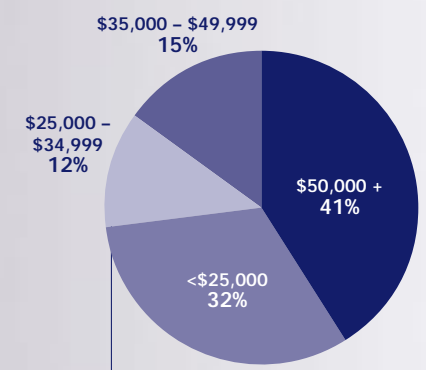


Chart D  
56% of Statewide Population in Households with Incomes of \$35,000+

Source: California Department of Finance 1998 Population Survey