

# Average lottery ticket-buyer is 'middle' in age and income

By JACKIE KLEIN

The very rich and the very poor aren't the greatest lottery ticket customers. The Leo Burnett Co. of Southfield

came to this conclusion after conducting research for the Bureau of State Lottery. "Suppositions that the poor might be spending their milk and bread money on lottery tickets simply isn't borne out by research," said Guy Harrison, bureau commissioner.

"Our customers tend to use discretionary income for tickets, possibly in lieu of other luxury purchases. If the lottery is a tax, it isn't regressive."

The average customer is a 45-year-old factory or office worker who lives in suburban Macomb County, according to Harrison. His wife, who probably works at least part time, is the mother of three children between the ages of eight and 18.

MAN AND wife each buy about two tickets a week, according to research. He gets his at the neighborhood bar or drug store. She buys hers at the grocery store. Their average annual income is \$15,000 to \$25,000.

"The mythical customer is probably closer to truth than fiction based on research and contestants who have participated in super and million dollar drawings or won bonus prizes," Harrison said.

Macomb County has shown an eagerness to buy tickets disproportionate to its population, according to research. As a predominantly

white, blue collar, slightly upper middle class area, the state, Macomb is the best kind of market for lottery ticket sales, he said.

"Blacks and other minorities tend to be average customers," a research report states. "Ticket purchases appear to be in line with population in black communities and prizes won also closely follow population lines."

"Blacks represent about 12 per cent of the state's population and have won about 12 per cent of the prizes. Eleven of the first 100 winners of the top weekly lottery prize, \$200,000, have been black."

THE BUREAU'S appeal to ticket buyers through advertising has been low key, Harrison said, generalized in nature, and with no specific attempt to appeal to particular geographic areas or ethnic groups. "Each ticket has an equal chance to win, wherever it's sold," he added.

A total of 274,698, 767 half-dollar Michigan lottery tickets were sold for the 52 drawing dates in fiscal 1973-74. That's an average of nearly 5.3 million tickets per week, slightly above the 5.2 million average in fiscal year 1972-73.

Nearly 8,000 stores, supermarkets, party stores, restaurants, gas stations, fraternal organizations and other types of outlets sell Michigan lottery tickets. The average agent sells about 700 tickets a week.

The bureau's number one agent is Ella's Grocery in Monroe, a half-dollar's throw from the Ohio border. Ella's trade includes primarily out-of-state sales.

The bureau's top seller in the Wayne-Oakland-Macomb County area is the owner of an interstate gas station in Royal Oak, Harrison said.

AMONG THE leading chains selling lottery tickets, Kroger's is the volume leader followed by Farmer Jack's. The chain with the highest weekly average is Meijer's Thrifty Acres stores.

Winning in the Michigan lottery is a factor of ticket sales, Harrison said. Geographic areas where sales are high tend to have more winners. There are 15 Michigan lottery millionaires in 1972, Harrison said. "We tried the subscription system in which members select their own numbers and pay a fee less than over-the-counter prices. The system has great potential but prohibition of the use of mails for lottery promotion jeopardizes the operation."

Vending machines made their debut as part of the lottery mechanics in early 1974. Though not spectacular, Harrison said, machinery will have a growing role in future plans.

Where does the money go? The Lottery Act provides for all net revenues to be deposited in the state's general fund. Lottery monies aren't earmarked for a specific purpose, Harrison said. Revenues represent about two per cent of total general funds.

HARRISON SAID 44 per cent of lottery revenues go for education, 39 per cent for human services, and 17 per cent for other programs.

"The Michigan lottery has proved to be a relatively stable source of revenues during its first two years," Harrison said. "I hope we can surpass previous years' income."

All lottery states are concerned with the posture of the federal government which may determine the degree to which they can expand, he said.

"An issue are numerous antiquated federal statutes and regulations which have been in effect since before modern day state-run lotteries were contemplated. Congress is considering legislation to remove prohibitions which inhibit the lottery business."

## KOFFEE MART

COFFEE LOVERS, ENJOY COFFEE FOR 2½¢ A CUP

Filters for Mr. Coffee (per 1,000) \$12.95 + P.T.

Mini Kaff for 1 Burner Machines 40 plays with filters (140 cups of coffee 2½¢ a cup) \$12.95 + P.T.

Kaffs are also available for Soup, Hot Chocolate, & Decaffeinated Coffee

Mr. Coffee Supplies & Service

For Information Call: 535-2221



## A Special Type of Income Tax Service for a Special Type of Person

Executive Tax Service is tailored to meet the needs of the person with the more complex income tax returns who wants the added convenience of an appointment. You'll get the peace of mind that comes with knowing your return is handled by thoroughly trained tax preparers. The fee includes a private interview, plus a personal review of your tax return after it's completed. Our service makes income tax return filing almost a happy event.

EXECUTIVE TAX SERVICE  
TAYLOR & HARRISON  
By Appointment Only

33636 Five Mile Rd., Suite A

525-0344

### ALEXANDER & HORNUNG

WESTLAND CENTER 425-7212  
NORTHLAND CENTER 356-2316

Fresh & Smoked Meats German Style Sausage

<p>OUR OWN ALL BEEF HAMBURGER PATTIES</p> <p style="text-align: center;"><b>\$1.09 lb.</b></p>	<p>STUFFED PORK CHOPS</p> <p style="text-align: center;"><b>\$1.59 lb.</b></p>
<p>U.S.D.A. CHOICE YIELD 2 BEEF SIDES OR HIND QUARTERS CUSTOM CUT, WRAPPED AND FROZEN FREE</p>	<p>OUR OWN HOME-MADE GERMAN STYLE KNOCKWURST</p> <p style="text-align: center;"><b>\$1.59 lb.</b></p>
<p>COMPLETE SELECTION OF PACKAGED OR BULK CHEESES IMPORTED AND DOMESTIC</p>	<p>OUR OWN COUNTRY STYLE PORK SAUSAGE MADE FRESH DAILY</p> <p style="text-align: center;"><b>\$1.09 lb.</b></p>

We Reserve The Right To Limit Quantities

**SALE**

Feb. 3 thru Feb. 19

**20% OFF Small Plants**  
**40% OFF Most Large Plants & Pottery**

Mans Exotic & unusual Specimens  
2-1/2 Ft. Triple Margins—\$18.00  
3 Ft. Schefflera—\$15.00

**FANTASTIC GARDENS**  
ORCHARD MALL  
ORCHARD LAKE RD. N. MAPLE

**it's true!**

**CHARTER FLIGHTS\* TORONTO TO FRANKFURT**

**\$289 to \$369**

Depending on date of departure.  
\*Special Canadian Government Approved and Licensed Charter Flights. Reservations must be complete 60 days prior to departure.

Call (519) 256-6621

FOR ALL THE EXCITING DETAILS  
**International Travel Exchange**  
Suite 8  
1922 Wyandotte St. E.  
Windsor, Ontario, Canada

**SCHMALZREIDT SONS**  
*Funeral Home*

EXPERIENCE IS IMPORTANT

in any profession. And the Schmalzreid family has many years of experience. We've been serving area families for 60 years and know how to provide the highest quality funeral service possible.

Schmalzreid Sons  
Funeral Home  
1111 Dundas St. W.  
Toronto, Ontario

**PROTECT YOUR FAMILY!**

**REDFORD SECURITY SYSTEMS INC.**

RESIDENTIAL FIRE & BURGLAR ALARMS COMMERCIAL

FREE ESTIMATES 24 HOUR SERVICE

**255-5234**

**REBATE?**

Not really folks — but we do have some good prices!  
So come on down and

**HELP US STAY IN BUSINESS!**

**CIDER MILL VILLAGE**

2341 S. Telegraph Road  
Miracle Mile Shopping Center • Bloomfield Township

Closed Mondays

EVERYTHING AT SLIGHTLY WHOLESALÉ!

## Farmington High offers new series on career planning

FARMINGTON—Self awareness, decision making and a realistic appraisal of the world of work will be subjects of a new 15-week career planning program at Farmington High School.

Nearly 30 sophomores will spend nine hours of study hall each week working through the program, which has been divided into five modules.

Taken sequentially, the three-week modules include (1) self awareness and self understanding, (2) self awareness in terms of interests and aptitudes, (3) decision making, (4) the world of work, and (5) integration of previous modules and field study.

Each of the modules generate and aim toward behavioral goals, said Farmington counselor Ruth Daniels.

"For instance, the subjects we will be exploring in the first module are 'what are my values', 'how do I relate with adults', 'am I growing as an individual'," she said.

Goals for the first module include recognition of your true value system, honest appraisal of strengths and weaknesses, effective relationships with adults and recognition of oneself as a changing and growing individual. However, the course is not to be a "soul-baring" experience, she warned.

"This is definitely not a sensitivity session or encounter group. It is not geared toward personal problems. Its objective is to clarify personality traits, discover how one is changing and encourage growth," she said.

Most of the modules will be conducted in a group session, with 10 students to each group.

Module two, self awareness in terms of interests and aptitudes, is scheduled to discover and assess talents, aptitudes and life style priorities.

Decision-making, the third module, will define good versus bad decisions and make the student aware of the consequences, risks and alternatives of decisions.

Students will be taught to evaluate and collect sources of information and to make possible career choices by these processes.

Module four, the world of work, will investigate opportunities and requirements in different occupations, including health and business careers. Field study, module five, will include narrowing the scope of the first four to direct application on the student's field of interest. Visits to professionals and possibly actual work opportunities will highlight the last module.

Students will be evaluated before and after the program to determine effectiveness of the new approach.

## S-L evaluation: 'one of best'

SOUTHFIELD—Southfield-Lathrup High School was praised by a state evaluator as "one of the very best comprehensive high schools I have seen during recent years."

Dr. Ray E. Kehoe, a University of Michigan consultant who was responsible for the accreditation visit, made a report of his findings following an inspection of the school Jan. 16.

Kehoe reported finding no standards violated by the school. He also reported observing no problems while at the school.

"Taxpayers of the Southfield School District appear to be getting a good return on their investment in the education program at Lathrup High School," Kehoe said. "It is not often that one observes students teachers, administrators and service personnel working so well together to achieve sound educational objectives."

## W.I.N.

(Whip Inflation Now) at Livonia Mall's

### "DOORWAY" CLEARANCE SALE

**FEB. 6-7-8-9**

### MINIATURE GOLF

Fun for all the family  
Nine challenging holes with many surprises!

## WIN

- 1 OZ. PURE GOLD  
Nothing to buy, just register during our Doorway Clearance Sale! You MUST be over 18. One entry per person. Drawing February 11.
- 7 LB. ROAST BEEF  
7 to be given away. Bring your favorite beef recipe to the Michigan Beef Institute Display. It could win you a tasty roast of Michigan Beef. Drawing of the judges final.
- SET OF 1975 WORLD BOOK ENCYCLOPEDIA  
The encyclopedia that's easy to read. Nothing to buy, just register. You must be over 18. One entry per person.
- SET OF INDIAN BRASSWARE  
Courtesy of Treasures of Asia. Nothing to buy — must be over 18 — one entry per person. Drawing February 11.

**LIVONIA MALL**

7 Mile Road at Middlebelt

## LIVONIA MALL

**7 MILE and MIDDLEBELT**

Open Daily 'til 9 p.m. Sunday - Noon 'til 5 p.m.