

September 7, 2016

## **New Jersey Lottery Submission for World Lottery Association Responsible Gaming Innovation Award**

The New Jersey Lottery is proud to have received World Lottery Association Level 3 Responsible Gaming certification. The Lottery is preparing to submit an application for Level 4 certification and appreciates this opportunity to submit the following entry for consideration for a Responsible Gaming INNOVATION Award for one of the initiatives described in the Level 4 application: the New Jersey Lottery's **Targeted Responsible Gaming Advertising to At-Risk Groups** program.

### **Organizational Profile**

Since the New Jersey Lottery's inception in 1970, it has been dedicated to maximizing revenues in support of education and institutions in a responsible manner. The Lottery has longstanding partnerships with problem gambling prevention and treatment providers that keep it informed with regard to changing behavioral patterns among consumers. The Lottery is a member of the Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ) and has had a seat on CCGNJ's Board of Directors since 1999. These relationships aid the Lottery in serving the people of the State of New Jersey by expanding its customer base while minimizing adverse social consequences.

In March 2015, the Lottery received Level 3 Responsible Gaming Certification from the World Lottery Association, and the Lottery's application for Level 4 certification is being submitted to the WLA in October 2016.

### **Overview**

The New Jersey Lottery is an executive agency of the government of the State of New Jersey, established in 1970 by the State Lottery Law as a separate division of the New Jersey Department of Treasury. The Division of Lottery includes the New Jersey State Lottery Commission, the Executive Director of the Lottery, and various operating units. The Commission is a seven-member oversight board that includes the State Treasurer and six public members appointed by the Governor of the State of New Jersey.

In June 2013, a competitively bid, 15-year (plus a 9-month portion of the State's 2014 fiscal year) Lottery Growth Management Services contract was awarded to Northstar New Jersey Lottery Group, LLC (Northstar New Jersey) for the purpose of increasing Lottery sales and net income. Northstar New Jersey provides the New Jersey Lottery with game design innovation, technology enhancements, sales and marketing management, and other services. These services are provided by Northstar New Jersey staff and Northstar New Jersey's parent companies, International Game Technology (IGT) and Scientific Games International (SGI), the world's leading gaming companies.

The New Jersey Lottery has long been committed to responsible gaming practices. Northstar New Jersey, IGT, SGI, and all the other members of the New Jersey Lottery public/private partnership are dedicated to continuously maintaining and improving the Lottery's responsible gaming program.

### **Mission and Vision**

The mission of the New Jersey State Lottery is to raise revenues for maximum contribution to State education and institutions benefiting the citizens of New Jersey through the responsible sale of lottery products. This is accomplished by providing entertaining products through a dynamic public business

enterprise built upon honesty, integrity, customer satisfaction, teamwork and public/private partnerships.

## Product Portfolio

The New Jersey Lottery's product portfolio consists of Draw Based Games, Fast Play Games and Instant Games.

Lottery Game	Lottery Game Details
Mega Millions	Draw Based Game, \$1 per play, drawings Tuesday and Friday evenings. Minimum estimated jackpot \$15 million.
Powerball	Draw Based Game, \$2 per play, drawings Wednesday and Saturday evenings. Minimum jackpot starts at \$40 million.
Cash4Life	Draw Based Game, \$2 per play, drawings on Monday and Thursday evenings. Jackpot of \$1,000/day for life, second prize \$1,000/week for life.
Pick 6 Xtra	Draw Based Game, \$1 per play, daily evening drawings. Jackpot starts at \$2 million and increases after every drawing without a jackpot winner.
Jersey Cash 5	Draw Based Game, \$1 per play, daily evening drawings. Jackpot starts at \$50,000 and is rolled over and added to the next day's drawing if there is no jackpot winner.
5 Card Cash	Draw Based Game, daily, two chances to win with Win Now and Win Tonight. Each hand is Quick Pick only, 2 per play, includes both ways to win. \$1 more per hand adds ALL IN for bigger prizes on the top five Win Now hands.
Pick 4	Draw Based Game, \$0.50 per play, daily midday and evening drawings. Daily Lottery game in which the player picks any 4-digit number from 0000 to 9999. No minimum jackpot.
Pick 3	Draw Based Game, \$0.50 per play, daily midday and evening drawings. Daily Lottery game in which the player picks any 3-digit number from 000 to 999. No minimum jackpot.
Fast Play	A series of games launched in 2015 offering quick play styles, similar to Instant Games. Tickets are printed on demand from Lottery terminals. Players do not need to select numbers or wait for a drawing to determine if they have a winning ticket. Fast Play games are offered at various prices and play styles with new games added frequently.
Instant Games	\$1-\$30 per ticket. About 45 new instant games are introduced each year.

## Economic Impact

The New Jersey Lottery is the State of New Jersey's fourth-largest revenue producer, contributing a total of more than \$24 billion since its inception, and close to a billion dollars in each of the last five fiscal years (FY12-FY16), to State education and institutions. Beneficiaries of the Lottery's contributions include the New Jersey Department of Education, New Jersey Higher Educational Services, the New Jersey Department of Human Services, the New Jersey Department of Military and Veterans Affairs, and the New Jersey School Nutrition Program. The Lottery contributes to local businesses by issuing licenses to more than 7,200 retailers statewide for the sale of Lottery tickets, for which retailers earn sales and prize payment commissions. For FY16, ending June 30, 2016, the Lottery generated operating revenues of more than \$3 billion and contributed over \$980 million to the New Jersey Treasury for distribution to beneficiaries.

## New Jersey Lottery Innovation: Targeted Responsible Gaming Advertising to At-risk Groups

In 2016, the New Jersey Lottery decided to improve the effectiveness of its responsible gaming program by identifying locations where the need for problem gambling prevention and treatment information is greatest and concentrating on delivering newly created responsible gaming messages to those locations.

The new program is based on enhanced reporting the Lottery requested from the Council on Compulsive Gambling of New Jersey (CCGNJ) to show not only the number, but also the county of origin, for calls to CCGNJ's 1-800-GAMBLER® problem gambling Helpline. CCGNJ also began reporting the localities from which the 800gambler.org website received the most visits. The additional data allowed the Lottery to compile a list that ranked all twenty-one counties in the State of New Jersey from the highest to the lowest demand for problem gambling prevention and treatment information. (See attached reports and analysis). The Lottery then created a new series of responsible gaming advertisements (See four attached advertisements) and launched a newspaper and digital advertising campaign to concentrate delivery of the new messages in the five counties where the need was greatest.

Each of the new advertisements features the message "If you or someone you know has a gambling problem, call 1-800-GAMBLER®," together with the "Not 18 Yet? No Bet™" logo of the Lottery's underage gambling prevention program and the Lottery's standard responsible gaming messages, "Must be 18 or older to buy a lottery ticket" and "Please play responsibly."

The new advertisements include four themes, to be published quarterly in the targeted counties:

"Dream Big. Play Responsibly. Know your limits" (Summer 2016)

"Some things just aren't a good fit. Lottery tickets aren't child's play" (Autumn 2016)

"'Tis the season to gift responsibly. Lottery tickets aren't child's play" (Winter 2016-17)

Lottery "Pool Rules. Tips and tricks to keep your pool cool" (Spring 2017)

The first targeted responsible gaming advertisement - "Dream Big. Play Responsibly. Know your limits" - was published in newspapers covering five critical counties: Atlantic, Essex, Middlesex, Passaic and Ocean. That advertisement was featured in 34 different newspapers reaching 440,347 subscribers.

Effectiveness of the new advertisements can be monitored by surveying selected members of the Lottery's Game Changers online research panel to measure increased awareness of responsible gaming information. In addition, the origins of calls to the 1-800-GAMBLER Helpline and visits to the 800gambler.org website can be correlated with the locations where New Jersey Lottery retailers most frequently use the Problem Gambling Helpline button on their lottery terminals to print referral messages for their customers, with that additional information being used to further refine the identification of critical areas for targeted delivery of responsible gaming messages.



# Dream Big. Play Responsibly.

## Know your limits.

The New Jersey Lottery is a provider of fun and entertaining games that should be enjoyed responsibly. The lottery should not be considered or played as an alternative source of income. For more information about responsible gaming, visit [njlottery.com](http://njlottery.com).



New  
Jersey  
Lottery

**Anything**  
can happen in Jersey.™



Must be 18 or older to buy a lottery ticket. Please play responsibly.  
If you or someone you know has a gambling problem, call 1-800-GAMBLER®.



# Some things just aren't a good fit.

**Lottery is not child's play.**

The New Jersey Lottery offers many fun and entertaining games, but these games are not meant for children. For more tips, information, and resources about playing the lottery responsibly, visit [njlottery.com](http://njlottery.com).



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Must be 18 or older to buy a lottery ticket. Please play responsibly.  
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# 'Tis the season to gift responsibly.

## Lottery is not child's play.

The New Jersey Lottery is a provider of fun and entertaining games that should not be gifted to anyone under the age of 18. Parents are urged to think twice about gifting lottery tickets to children. For more information about responsible gaming, visit [njlottery.com](http://njlottery.com).



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Must be 18 or older to buy a lottery ticket. Please play responsibly.  
If you or someone you know has a gambling problem, call 1-800-GAMBLER®.  
Parents are urged to think twice about gifting lottery tickets to children.



# Lottery Pool Rules

Here are tips to keep your pool cool.

1. Know who is in your pool and record who has contributed.
2. Establish and agree to ground rules. Know what happens if the group wins.
3. Recruit a pool member as your Pool President. Choose wisely.
4. Keep all original tickets in a secure place.
5. Determine what game you want to play. Good luck and remember, Anything can happen in Jersey™.

For more information about responsible gaming and pool play, visit [njlottery.com](http://njlottery.com).



**Anything**  
can happen in Jersey.™



Must be 18 or older to buy a lottery ticket. Please play responsibly.  
If you or someone you know has a gambling problem, call 1-800-GAMBLER®.



# CCGNJ Helpline Report

## February 2016

### Lottery Reported as Caller's Primary Gambling

Caller ID	County	Primary Gambling Type
50324	Atlantic	Lottery as Primary Gambling
50324	Atlantic	Lottery as Primary Gambling
50324	Atlantic	Lottery as Primary Gambling
50324	Atlantic	Lottery as Primary Gambling
50324	Atlantic	Lottery as Primary Gambling
50916	Atlantic	Lottery as Primary Gambling
50214	Atlantic	Lottery as Primary Gambling
50553	Atlantic	Lottery as Primary Gambling
50558	Atlantic	Lottery as Primary Gambling
50619	Atlantic	Lottery as Primary Gambling
50641	Atlantic	Lottery as Primary Gambling
50641	Atlantic	Lottery as Primary Gambling
50391	Atlantic	Lottery as Primary Gambling
50540	Atlantic	Lottery as Primary Gambling
50562	Atlantic	Lottery as Primary Gambling
50236	Atlantic	Lottery as Primary Gambling
50288	Atlantic	Lottery as Primary Gambling
50296	Atlantic	Lottery as Primary Gambling
50642	Atlantic	Lottery as Primary Gambling
50607	Atlantic	Lottery as Primary Gambling
50917	Atlantic	Lottery as Primary Gambling
50154	Atlantic	Lottery as Primary Gambling
50169	Atlantic	Lottery as Primary Gambling
50283	Atlantic	Lottery as Primary Gambling
50398	Atlantic	Lottery as Primary Gambling
50142	Atlantic	Lottery as Primary Gambling
50335	Atlantic	Lottery as Primary Gambling
50518	Atlantic	Lottery as Primary Gambling
50724	Atlantic	Lottery as Primary Gambling
50566	Atlantic	Lottery as Primary Gambling
50815	Atlantic	Lottery as Primary Gambling
50780	Atlantic	Lottery as Primary Gambling
50152	Atlantic	Lottery as Primary Gambling
50705	Atlantic	Lottery as Primary Gambling
50605	Atlantic	Lottery as Primary Gambling
50611	Atlantic	Lottery as Primary Gambling
50733	Bergen	Lottery as Primary Gambling
50655	Bergen	Lottery as Primary Gambling
50660	Bergen	Lottery as Primary Gambling
50683	Bergen	Lottery as Primary Gambling
50134	Bergen	Lottery as Primary Gambling

Caller ID	County	Primary Gambling Type
50915	Bergen	Lottery as Primary Gambling
50173	Bergen	Lottery as Primary Gambling
50361	Burlington	Lottery as Primary Gambling
50567	Burlington	Lottery as Primary Gambling
50908	Burlington	Lottery as Primary Gambling
50307	Camden	Lottery as Primary Gambling
50400	Camden	Lottery as Primary Gambling
50474	Camden	Lottery as Primary Gambling
50320	Cape May	Lottery as Primary Gambling
50234	Cumberland	Lottery as Primary Gambling
50608	Cumberland	Lottery as Primary Gambling
50262	Essex	Lottery as Primary Gambling
50290	Essex	Lottery as Primary Gambling
50149	Essex	Lottery as Primary Gambling
50238	Essex	Lottery as Primary Gambling
50204	Essex	Lottery as Primary Gambling
50777	Essex	Lottery as Primary Gambling
50792	Essex	Lottery as Primary Gambling
50876	Essex	Lottery as Primary Gambling
50713	Essex	Lottery as Primary Gambling
50547	Essex	Lottery as Primary Gambling
50239	Essex	Lottery as Primary Gambling
50330	Essex	Lottery as Primary Gambling
50429	Gloucester	Lottery as Primary Gambling
50242	Hudson	Lottery as Primary Gambling
50863	Hudson	Lottery as Primary Gambling
50176	Hudson	Lottery as Primary Gambling
50686	Mercer	Lottery as Primary Gambling
50528	Mercer	Lottery as Primary Gambling
50310	Middlesex	Lottery as Primary Gambling
50725	Middlesex	Lottery as Primary Gambling
50351	Middlesex	Lottery as Primary Gambling
50616	Middlesex	Lottery as Primary Gambling
50868	Middlesex	Lottery as Primary Gambling
50536	Middlesex	Lottery as Primary Gambling
50580	Monmouth	Lottery as Primary Gambling
50647	Monmouth	Lottery as Primary Gambling
50673	Monmouth	Lottery as Primary Gambling
50425	Monmouth	Lottery as Primary Gambling
50834	Morris	Lottery as Primary Gambling
50210	Ocean	Lottery as Primary Gambling
50147	Ocean	Lottery as Primary Gambling
50150	Ocean	Lottery as Primary Gambling
50544	Ocean	Lottery as Primary Gambling
50339	Ocean	Lottery as Primary Gambling
50646	Ocean	Lottery as Primary Gambling

Caller ID	County	Primary Gambling Type
50646	Ocean	Lottery as Primary Gambling
50646	Ocean	Lottery as Primary Gambling
50646	Ocean	Lottery as Primary Gambling
50646	Ocean	Lottery as Primary Gambling
50394	Ocean	Lottery as Primary Gambling
50286	Passaic	Lottery as Primary Gambling
50826	Passaic	Lottery as Primary Gambling
50321	Passaic	Lottery as Primary Gambling
50640	Passaic	Lottery as Primary Gambling
50243	Passaic	Lottery as Primary Gambling
50373	Passaic	Lottery as Primary Gambling
50435	Passaic	Lottery as Primary Gambling
50451	Passaic	Lottery as Primary Gambling
50853	Salem	Lottery as Primary Gambling
50170	Salem	Lottery as Primary Gambling
50730	Somerset	Lottery as Primary Gambling
50224	Union	Lottery as Primary Gambling
50658	Union	Lottery as Primary Gambling
50865	Union	Lottery as Primary Gambling
50836	Union	Lottery as Primary Gambling
50166	.Unspecified	Lottery as Primary Gambling
50233	..Non NJ Caller	Lottery as Primary Gambling
50397	..Non NJ Caller	Lottery as Primary Gambling
50648	..Non NJ Caller	Lottery as Primary Gambling
50707	..Non NJ Caller	Lottery as Primary Gambling
50743	..Non NJ Caller	Lottery as Primary Gambling
50299	..Non NJ Caller	Lottery as Primary Gambling
50363	..Non NJ Caller	Lottery as Primary Gambling
50375	..Non NJ Caller	Lottery as Primary Gambling
50291	..Non NJ Caller	Lottery as Primary Gambling
50962	..Non NJ Caller	Lottery as Primary Gambling
50773	..Non NJ Caller	Lottery as Primary Gambling
50779	..Non NJ Caller	Lottery as Primary Gambling
50671	..Non NJ Caller	Lottery as Primary Gambling
50721	..Non NJ Caller	Lottery as Primary Gambling
50685	..Non NJ Caller	Lottery as Primary Gambling
50700	..Non NJ Caller	Lottery as Primary Gambling
50315	..Non NJ Caller	Lottery as Primary Gambling
50287	..Non NJ Caller	Lottery as Primary Gambling
50295	..Non NJ Caller	Lottery as Primary Gambling
50253	..Non NJ Caller	Lottery as Primary Gambling

# CCGNJ Helpline Report

February 2016

## Lottery Reported as Caller's Secondary Gambling

Caller ID	County	Secondary Gambling Type
50724	Atlantic	Lottery as Type of Gambling
50566	Atlantic	Lottery as Type of Gambling
50518	Atlantic	Lottery as Type of Gambling
50154	Atlantic	Lottery as Type of Gambling
50169	Atlantic	Lottery as Type of Gambling
50283	Atlantic	Lottery as Type of Gambling
50142	Atlantic	Lottery as Type of Gambling
50335	Atlantic	Lottery as Type of Gambling
50398	Atlantic	Lottery as Type of Gambling
50214	Atlantic	Lottery as Type of Gambling
50916	Atlantic	Lottery as Type of Gambling
50553	Atlantic	Lottery as Type of Gambling
50558	Atlantic	Lottery as Type of Gambling
50570	Atlantic	Lottery as Type of Gambling
50391	Atlantic	Lottery as Type of Gambling
50619	Atlantic	Lottery as Type of Gambling
50641	Atlantic	Lottery as Type of Gambling
50236	Atlantic	Lottery as Type of Gambling
50540	Atlantic	Lottery as Type of Gambling
50562	Atlantic	Lottery as Type of Gambling
50815	Atlantic	Lottery as Type of Gambling
50780	Atlantic	Lottery as Type of Gambling
50867	Atlantic	Lottery as Type of Gambling
50874	Atlantic	Lottery as Type of Gambling
50705	Atlantic	Lottery as Type of Gambling
50152	Atlantic	Lottery as Type of Gambling
50605	Atlantic	Lottery as Type of Gambling
50611	Atlantic	Lottery as Type of Gambling
50642	Atlantic	Lottery as Type of Gambling
50288	Atlantic	Lottery as Type of Gambling
50296	Atlantic	Lottery as Type of Gambling
50917	Atlantic	Lottery as Type of Gambling
50607	Atlantic	Lottery as Type of Gambling
50945	Bergen	Lottery as Type of Gambling
50733	Bergen	Lottery as Type of Gambling
50915	Bergen	Lottery as Type of Gambling
50064	Bergen	Lottery as Type of Gambling
50173	Bergen	Lottery as Type of Gambling
50134	Bergen	Lottery as Type of Gambling
50683	Bergen	Lottery as Type of Gambling
50655	Bergen	Lottery as Type of Gambling

Caller ID	County	Secondary Gambling Type
50660	Bergen	Lottery as Type of Gambling
50483	Burlington	Lottery as Type of Gambling
50414	Burlington	Lottery as Type of Gambling
50587	Burlington	Lottery as Type of Gambling
50567	Burlington	Lottery as Type of Gambling
50192	Burlington	Lottery as Type of Gambling
50908	Burlington	Lottery as Type of Gambling
50020	Camden	Lottery as Type of Gambling
50098	Camden	Lottery as Type of Gambling
50307	Camden	Lottery as Type of Gambling
50400	Camden	Lottery as Type of Gambling
50474	Camden	Lottery as Type of Gambling
50320	Cape May	Lottery as Type of Gambling
50234	Cumberland	Lottery as Type of Gambling
50608	Cumberland	Lottery as Type of Gambling
50713	Essex	Lottery as Type of Gambling
50547	Essex	Lottery as Type of Gambling
50262	Essex	Lottery as Type of Gambling
50267	Essex	Lottery as Type of Gambling
50290	Essex	Lottery as Type of Gambling
50149	Essex	Lottery as Type of Gambling
50204	Essex	Lottery as Type of Gambling
50238	Essex	Lottery as Type of Gambling
50876	Essex	Lottery as Type of Gambling
50777	Essex	Lottery as Type of Gambling
50792	Essex	Lottery as Type of Gambling
50764	Essex	Lottery as Type of Gambling
50239	Essex	Lottery as Type of Gambling
50330	Essex	Lottery as Type of Gambling
50429	Gloucester	Lottery as Type of Gambling
50644	Gloucester	Lottery as Type of Gambling
50242	Hudson	Lottery as Type of Gambling
50176	Hudson	Lottery as Type of Gambling
50863	Hudson	Lottery as Type of Gambling
50628	Hudson	Lottery as Type of Gambling
50760	Mercer	Lottery as Type of Gambling
50568	Mercer	Lottery as Type of Gambling
50100	Mercer	Lottery as Type of Gambling
50686	Mercer	Lottery as Type of Gambling
50528	Mercer	Lottery as Type of Gambling
50725	Middlesex	Lottery as Type of Gambling
50594	Middlesex	Lottery as Type of Gambling
50109	Middlesex	Lottery as Type of Gambling
50310	Middlesex	Lottery as Type of Gambling
50536	Middlesex	Lottery as Type of Gambling
50921	Middlesex	Lottery as Type of Gambling

Caller ID	County	Secondary Gambling Type
50616	Middlesex	Lottery as Type of Gambling
50868	Middlesex	Lottery as Type of Gambling
50351	Middlesex	Lottery as Type of Gambling
50866	Middlesex	Lottery as Type of Gambling
50580	Monmouth	Lottery as Type of Gambling
50488	Monmouth	Lottery as Type of Gambling
50425	Monmouth	Lottery as Type of Gambling
50647	Monmouth	Lottery as Type of Gambling
50673	Monmouth	Lottery as Type of Gambling
50834	Morris	Lottery as Type of Gambling
50939	Morris	Lottery as Type of Gambling
50274	Morris	Lottery as Type of Gambling
50646	Ocean	Lottery as Type of Gambling
50210	Ocean	Lottery as Type of Gambling
50221	Ocean	Lottery as Type of Gambling
50150	Ocean	Lottery as Type of Gambling
50199	Ocean	Lottery as Type of Gambling
50130	Ocean	Lottery as Type of Gambling
50147	Ocean	Lottery as Type of Gambling
50544	Ocean	Lottery as Type of Gambling
50339	Ocean	Lottery as Type of Gambling
50394	Ocean	Lottery as Type of Gambling
50819	Ocean	Lottery as Type of Gambling
50793	Passaic	Lottery as Type of Gambling
50575	Passaic	Lottery as Type of Gambling
50584	Passaic	Lottery as Type of Gambling
50588	Passaic	Lottery as Type of Gambling
50826	Passaic	Lottery as Type of Gambling
50286	Passaic	Lottery as Type of Gambling
50640	Passaic	Lottery as Type of Gambling
50435	Passaic	Lottery as Type of Gambling
50451	Passaic	Lottery as Type of Gambling
50243	Passaic	Lottery as Type of Gambling
50373	Passaic	Lottery as Type of Gambling
50321	Passaic	Lottery as Type of Gambling
50853	Salem	Lottery as Type of Gambling
50170	Salem	Lottery as Type of Gambling
50730	Somerset	Lottery as Type of Gambling
50701	Sussex	Lottery as Type of Gambling
50224	Union	Lottery as Type of Gambling
50581	Union	Lottery as Type of Gambling
50658	Union	Lottery as Type of Gambling
50865	Union	Lottery as Type of Gambling
50836	Union	Lottery as Type of Gambling
50166	.Unspecified	Lottery as Type of Gambling
50233	..Non NJ Caller	Lottery as Type of Gambling

Caller ID	County	Secondary Gambling Type
50707	..Non NJ Caller	Lottery as Type of Gambling
50743	..Non NJ Caller	Lottery as Type of Gambling
50397	..Non NJ Caller	Lottery as Type of Gambling
50291	..Non NJ Caller	Lottery as Type of Gambling
50363	..Non NJ Caller	Lottery as Type of Gambling
50375	..Non NJ Caller	Lottery as Type of Gambling
50773	..Non NJ Caller	Lottery as Type of Gambling
50962	..Non NJ Caller	Lottery as Type of Gambling
50844	..Non NJ Caller	Lottery as Type of Gambling
50858	..Non NJ Caller	Lottery as Type of Gambling
50779	..Non NJ Caller	Lottery as Type of Gambling
50295	..Non NJ Caller	Lottery as Type of Gambling
50315	..Non NJ Caller	Lottery as Type of Gambling
50287	..Non NJ Caller	Lottery as Type of Gambling
50253	..Non NJ Caller	Lottery as Type of Gambling
50721	..Non NJ Caller	Lottery as Type of Gambling
50671	..Non NJ Caller	Lottery as Type of Gambling
50299	..Non NJ Caller	Lottery as Type of Gambling
50586	..Non NJ Caller	Lottery as Type of Gambling

# CCGNJ Website Report

February 2016

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**800gambler.org Website Hits**

**Top 15 Localities for Website Hits**

Locality	County
Jersey City	Hudson
Newark	Essex
Woodbridge	Middlesex
Bridgewater	Somerset
Toms River	Ocean
Cherry Hill	Camden
Manchester	Ocean
Monroe	Middlesex
Brick	Ocean
Paterson	Passaic
Egg Harbor	Atlantic
Mount Laurel	Burlington
Trenton	Mercer
Old Bridge	Middlesex
Wayne	Passaic



# Northstar New Jersey

## Northstar New Jersey Analysis of CCGNJ Reports

### February 2016

#### Lottery Reported as Caller's Primary Gambling

County	Total
Atlantic	36
Bergen	7
Burlington	3
Camden	3
Cape May	1
Cumberland	2
Essex	12
Gloucester	1
Hudson	3
Mercer	2
Middlesex	6
Monmouth	4
Morris	1
Ocean	11
Passaic	8
Salem	2
Somerset	1
Union	4
.Unspecified	1
..Non NJ Caller	20
<b>128</b>	

#### Lottery Reported as Caller's Secondary Gambling

County	Total
Atlantic	33
Bergen	9
Burlington	6
Camden	5
Cape May	1
Cumberland	2
Essex	14
Gloucester	2
Hudson	4
Mercer	5
Middlesex	10
Monmouth	5
Morris	3
Ocean	11
Passaic	12
Salem	2
Somerset	1
Sussex	1
Union	5
.Unspecified	1
..Non NJ Caller	20
<b>152</b>	

#### Website Hits Top 15 Localities

County	Total
Atlantic	1
Burlington	1
Camden	1
Essex	1
Hudson	1
Mercer	1
Middlesex	3
Ocean	3
Passaic	2
Somerset	1
<b>15</b>	

#### Total Contacts to CCGNJ By County

County	Total
Atlantic	70
Bergen	16
Burlington	10
Camden	9
Cape May	2
Cumberland	4
Essex	27
Gloucester	3
Hudson	8
Mercer	8
Middlesex	19
Monmouth	9
Morris	4
Ocean	25
Passaic	22
Salem	4
Somerset	3
Sussex	1
Union	9
.Unspecified	2
..Non NJ Caller	40
<b>295</b>	

#### Key

Top 5 County