

Texas Lottery Survey, 2007 – 2009

Cumulative Data File

Center for Public Policy (CPP)

The University of Houston

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I. Introduction: Cumulative Data File Variables

The cumulative data file combines the data of the 2007, 2008, and 2009 demographic survey studies of Texas lottery players. To produce this dataset, the cross-section cases from the time-series survey studies have been pooled. The total un-weighted cross-section N is 5,095. A variable in the dataset almost always represents a question which has been asked in three survey studies. Nonetheless, the 2009 survey study added thirteen more questions (Q73N-Q85N).¹ A question is worded identically in successive surveys in order that the data are consistent and comparable for measurement. Variables have been consistently recorded since 2007.

II. General Survey Methodology²

Random surveys of adult Texas residents aged 18 and older were conducted. The surveys aimed to measure the citizen participation rates, the distribution and frequency of play, and the demographic profiles of the past-year players and the non-players. Random digit dialing (RDD) was the sampling method used because it offers the best coverage of active telephone numbers and because it reduces sample bias.

The RDD method guarantees the following:

¹ These questions are for Daily 4 Night and Sum It Up with Daily 4 Night.

² The contents of this section derive from the Center for Public Policy (CPP), 2008, Demographic Survey of Texas Lottery Players, <http://www.uh.edu/cpp/txlottery2008.pdf>, Retrieved on various dates.

- The conceptual frame and sampling frame match;
- The sample includes unlisted telephone numbers;
- The sampling frame is current, thus maximizing the probability that new residents are included; and
- There is comparability between land line surveys and surveys of cell phone users.

The Center for Public Policy's Survey Research Institute (SRI) (www.uh.edu/cpp/sri.htm) fielded 1,700 telephone interviews. Of these, there were some respondents who did play but subsequent responses revealed that they, in fact, did not. Because these respondents would bias the results for the "Past-Year Player" group, they were dropped from the analysis. In addition, some respondents answered "don't know" to the first question, "Have you played any of the Texas Lottery games in the past year?" These individuals, per the survey instrument design, were not asked any further questions on lottery play and were only read questions about their demographic status. Accordingly, these respondents were not used for the analyses we report below. The remaining interviews of self-reported players and non-players yielded a margin of error of +/- 2.4 percent at the 95 percent confidence level. The data for the survey were collected between July and August.

The standard SRI survey administration and management protocols include:

- The utilization of trained telephone interviewers to conduct the survey.
- Each interviewer completes intensive general training. The purposes of general training are to ensure that interviewers understand and practice all of the basic skills needed to conduct interviews and that they are knowledgeable about standard interviewing conventions.

- Following the usual administration and management protocols, the interviewers also participate in a specific training session for the project.
- Interviewers practice administering the survey to become familiar with the questions.

The Texas Lottery Commission (TLC) provided a survey instrument designed to collect demographic data on adult Texas citizens. The surveys included past-year players and non-players and measured lottery participation rates, the frequency of lottery participation, and lottery spending patterns. The survey instrument used by the CPP was consistently employed from 2007 to 2009.

The major change from surveys prior to 2007 is the addition of cell phone users as part of the overall sample. Previous annual studies of lottery players and non-players in Texas have utilized the standard methodology for conducting random digit dial (RDD) surveys. This entails calling residential telephone numbers (landlines) randomly selected from a list of working numbers in homes that are not business lines. Because RDD sampling includes *unlisted* residential numbers, it is considered superior to methods that rely on published telephone numbers in generating samples.

However, with the rapid increase in cell phone usage, traditional RDD sampling has been increasingly questioned because more and more individuals are exclusive users of cellular phones and therefore are excluded from RDD surveys that rely on traditional methods. With estimates of non-landline phone users now ranging up to 20 percent, sample bias in standard

RDD polling is a major issue in the field. To address this potential problem, Survey Sampling Inc., the largest RDD sample vendor in the United States, has recently begun selling cell phone samples to supplement traditional sets of numbers. The SRI took advantage of this new capacity and bought a cell phone sub-sample of numbers for the Texas Lottery Study in addition to the standard statewide RDD sample. This combination, in our judgment, improves the quality of the overall data by including individuals who might be excluded using traditional sampling methods.

III. Structures of the Variable Descriptions

This code book provides the descriptions of each variable. The structure of the variable description is organized as following:

- Variable name: the variable's name which appears in the dataset
- Question: the questions' wordings which were asked in the surveys
- Type: the types of the variables which are categorized as
 - Numeric
 - Administration: The variables employed as the surveys' administrative purposes
 - Demographics: The variables describing the demographic characteristics of the interviewees
 - General: The variables employed for general purposes such as introductions
 - Questionnaire: The variables employed as the measurement
- Description: the examples of the general explanation, descriptive statistics, and characterization of the variables
- Remark: further information of the variables

IV. VARIABLE DESCRIPTION LIST

1. YR	Year of Study
Type:	Numeric (4-digit)
Description:	2007: N = 1,701; Usable = 1,701 2008: N = 1,700; Usable = 1,695 2009: N = 1,695; Usable = 1,678
Remark:	N = the number of respondents Usable: the number of respondents used for the analysis
2. Complete	Completion of Interview
Type:	Administration
Description:	CO = Completed AB = Absent BU = Busy NA = No Answer RE = Refusal IN = Interrupted NR = Not Residential, etc ME = Manipulation error NE = Not Eligible – Not Registered to Vote
3. gend	Record Gender of Respondent
Questions:	Is A Respondent Male or Female?
Type:	Demographics
Description:	1 = Male; 2= Female

4. Project

Type:

Description:

Name of Survey Project

Administration

TL98 = Texas Lottery 2007

TL08 = Texas Lottery 2008

TL09 = Texas Lottery 2009

5. s_no

Type:

Extracted Number

Administration

6. quest

Type:

Questionnaire Number

Administration

7. s_ini

Type:

Surveyor Identification

Administration

8. s_tel

Type:

Telephone Number

Numeric/ Administration

Description:

10-digit number

9. s_lan

Type:

Language

Administration

Description:

1 = English

10. s_dat

Type:

Date of Interview

Date

Description:

1-Aug-09 = August 1st, 2009**11. s_jse**

Type:

Weekday

Administration

Description:

1 = Sunday, 2= Monday,

3 = Tuesday, 4 = Wednesday,

5 = Thursday, 6 = Friday, and 7=

Saturday

12. s_hrd

Type:

Description:

13. s_dus

Type:

Description:

14. s_dur

Type:

Description:

15. s_dnq

Type:

16. s_app

Type:

17. s_res

Type:

Description:

18. s_acod

Type:

Description:

19. intro

Type:

Description:

Start Time

Administration

1702 = 17:02

Duration in seconds

Administration

273 = 273 seconds

Duration in minutes

Administration

5 = 5 minutes

Last question filled

Administration

Number of Calls

Administration

Completion of Interview

Administration

CO = Complete

Regional code

Administration

Area codes of telephone numbers

Introduction of Interviews

General

1 = Yes- Respondents allowing
interview and continue with survey

2 = No- Discontinue

20. Q1

Questions:

Type:

Description:

Remark:

Question 1

Have you played any of the Texas Lottery games in the past year?

Numeric/ Questionnaire (General)

1 = Yes

2 = No

8 = Don't Know

9 = Refuse to Answer

For further information, see questionnaire.

21. Q2

Questions:

Type:

Description:

Question 2

Have you played any of the Texas Lottery games like the scratch off tickets or the ones where you pick numbers in the past year?

Numeric/ Questionnaire (General)

1 = Yes

2 = No

8 = Don't Know

9 = Refuse to Answer

22. Q3

Questions:

Type:

Description:

Question 3

In the past year about how often did you usually purchase Pick 3 Day tickets? Would you say ...

Numeric/ Questionnaire (Pick 3 Day)

1 = At least once a week

2 = At least once a month

	3 = A few times a year
	4 = Has not played Pick 3 Day
	8 = Don't Know
	9 = Refuse to Answer
Remark:	For further information, see questionnaire.
23. Q4	Question 4
Questions:	About how many times a week?
Type:	Numeric/ Questionnaire (Pick 3 Day)
Description:	Open-Ended
	9 = Refuse to Answer
Remark:	For further information, see questionnaire.
24. Q7	Question 7
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Pick 3 Day)
Description:	Open-Ended
Remark:	For further information, see questionnaire.
25. Q8	Question 8
Questions:	About how many times a year?
Type:	Numeric/ Questionnaire (Pick 3 Day)
Description:	Open-Ended
Remark:	For further information, see questionnaire.

26. Q9

Questions:

Type:

Description:

Remark:

Question 9

On average, about how many dollars do you spend each time you buy Pick 3 Day tickets?

Numeric/ Questionnaire (Pick 3 Day)

Open-Ended

For further information, see questionnaire.

27. Q10

Questions:

Type:

Description:

Remark:

Question 10

How much would you say you spend in a month on Pick 3 day tickets?

Numeric/ Questionnaire (Pick 3 Day)

Open-Ended

For further information, see questionnaire.

28. Q11

Questions:

Type:

Description:

Question 11

How many years have you been playing Pick 3 Day?

Numeric/ Questionnaire (Pick 3 Day)

1 = Less than one year

2 = 1 year, less than 2 years

3 = 2 years, less than 3 years

4 = 3 years, less than 5 years

5 = More than 5 years

Remark:	9 = Don't Know/ Refused For further information, see questionnaire.
29. Q12	Question 12
Questions:	In the past year about how often did you usually purchase the Sum It Up feature with Pick 3 Day tickets? Would you say...
Type:	Numeric/ Questionnaire (Sum It Up feature with Pick 3 Day)
Description:	1 = At least once a week 2 = At least once a month 3 = A few times a year 4 = Has not played Sum It Up feature with Pick 3 Day in the past year 8 = Don't Know 9 = Refused
Remark:	For further information, see questionnaire.
30. Q13	Question 13
Questions:	How many times a week?
Type:	Numeric/ Questionnaire (Sum It Up feature with Pick 3 Day)
Description:	Open-Ended

Remark:	999 = Don't Know/ Refused For further information, see questionnaire.
31. Q14	Question 14
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Sum It Up feature with Pick 3 Day)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further information, see questionnaire.
32. Q15	Question 15
Questions:	About how many times a year?
Type:	Numeric/ Questionnaire (Sum It Up feature with Pick 3 Day)
Description:	Open-Ended 999 = Don't Know/ Refused
Remark:	For further information, see questionnaire.
33. Q16	Question 16
Questions:	On average, about how many dollars do you spend each time you buy Sum It Up feature with Pick 3 Day tickets?

Type: Numeric/ Questionnaire (Sum It Up feature with Pick 3 Day)

Description: Open-Ended
9999 = Don't Know/ Refused

Remark: For further information, see questionnaire.

34. Q17

Question 17

Questions: How much would you say you spend in a month on Sum It Up feature with Pick 3 Day tickets?

Type: Numeric/ Questionnaire (Sum It Up feature with Pick 3 Day)

Description: Open-Ended
9999 = Don't Know/ Refused

Remark: For further information, see questionnaire.

35. Q18

Question 18

Questions: In the past year about how often did you usually purchase Pick 3 Night tickets? Would you say...

Type: Numeric/ Questionnaire (Pick 3 Night)

Description: 1 = At least once a week
2 = At least once a month

3 = A few times a year

4 = Has not played Pick 3 Night in
the past year

8 = Don't Know

9 = Refused

Remark:

For further information, see
questionnaire.

36. Q19

Question 19

Questions:

About how many times a week?

Type:

Numeric/ Questionnaire (Pick 3
Night)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further information, see
questionnaire.

37. Q20

Question 20

Questions:

About how many times a month?

Type:

Numeric/ Questionnaire (Pick 3
Night)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further information, see
questionnaire.

38. Q22

Questions:

Type:

Description:

Remark:

Question 22

On average, how many dollars do you spend each time you buy Pick 3 Night tickets?

Numeric/ Questionnaire (Pick 3 Night)

Open-Ended

9999 = Don't Know/ Refused

For further information, see questionnaire.

39. Q23

Questions:

Type:

Description:

Remark:

Question 23

How much would you say you spend in a month on Pick 3 Night tickets?

Numeric/ Questionnaire (Pick 3 Night)

Open-Ended

9999 = Don't Know/ Refused

For further information, see questionnaire.

40. Q24

Questions:

Type:

Question 24

How many years have you been playing Pick 3 Night?

Numeric/ Questionnaire (Pick 3 Night)

Description:

1 = Less than one year
 2 = 1 year, less than 2 years
 3 = 2 years, less than 3 years
 4 = 3 years, less than 5 years
 5 = More than 5 years
 9 = Don't Know/ Refused

41. Q25**Question 25**

Questions:

In the past year about how often did you usually purchase the Sum It Up feature with Pick 3 Night tickets?
 Would you say...

Type:

Numeric/ Questionnaire (Sum It Up feature with Pick 3 Night)

Description:

1 = At least once a week
 2 = At least once a month
 3 = A few times a year
 4 = Has not played Sum It Up feature with Pick 3 Night in the past year
 8 = Don't know
 9 = Refused

Remark:

For further information, see questionnaire.

42. Q26**Question 26**

Questions: About how many times a week?
 Type: Numeric/ Questionnaire (Sum It Up feature with Pick 3 Night)
 Description: Open-Ended
 9999 = Don't Know/ Refused
 Remark: For further question, see questionnaire.

43. Q27**Question 27**

Questions: About how many times a month?
 Type: Numeric/ Questionnaire (Sum It Up feature with Pick 3 Night)
 Description: Open-Ended
 9999 = Don't Know/ Refused
 Remark: For further question, see questionnaire.

44. Q28**Question 28**

Questions: About how many times a year?
 Type: Numeric/ Questionnaire (Sum It Up feature with Pick 3 Night)
 Description: Open-Ended
 9999 = Don't Know/ Refused
 Remark: For further question, see questionnaire.

45. Q29

Questions:

Question 29

On average, about how many dollars do you spend each time you buy Sum It Up feature with Pick 3 Night tickets?

Type:

Numeric/ Questionnaire (Sum It Up feature with Pick 3 Night)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further question, see questionnaire.

46. Q30

Questions:

Question 30

How much would you say you spend in a month on Sum It Up feature with Pick 3 Night tickets?

Type:

Numeric/ Questionnaire (Sum It Up feature with Pick 3 Night)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further question, see questionnaire.

47. Q31

Questions:

Question 31

In the past year about how often did you usually purchase Cash 5

	tickets? Would you say...
Type:	Numeric/ Questionnaire (Cash 5)
Description:	1 = At least once a week 2 = At least once a month 3 = a few times a year 4 = Has not played Cash 5 in the past year 8 = Don't know 9 = Refused
Remark:	For further question, see questionnaire.
48. Q32	Question 32
Questions:	About how many times a week?
Type:	Numeric/ Questionnaire (Cash 5)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
49. Q33	Question 33
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Cash 5)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see

50. Q34

Questions:

Type:

Description:

Remark:

51. Q35

Questions:

Type:

Description:

Remark:

52. Q36

Questions:

Type:

Description:

Remark:

questionnaire.

Question 34

About how many times a year?

Numeric/ Questionnaire (Cash 5)

Open-Ended

9999 = Don't Know/ Refused

For further question, see

questionnaire.

Question 35

On average, about how many dollars

do you spend each time you buy

Cash 5 tickets?

Numeric/ Questionnaire (Cash 5)

Open-Ended

9999 = Don't Know/ Refused

For further question, see

questionnaire.

Question 36

How much would you say you spend

in a month on Cash 5 tickets?

Numeric/ Questionnaire (Cash 5)

Open-Ended

9999 = Don't Know/ Refused

For further question, see

53. Q37

Questions:

Type:

Description:

questionnaire.

Question 37

How many years have you been playing Cash 5?

Numeric/ Questionnaire (Cash 5)

1 = Less than one year

2 = 1 year, less than 2 years

3 = 2 years, less than 3 years

4 = 3 years, less than 5 years

9999 = Don't Know/ Refused

54. Q38

Questions:

Type:

Description:

Question 38

In the past year about how often did you usually purchase Lotto Texas tickets? Would you say...

Numeric/ Questionnaire (Lotto Texas)

1 = At least once a week

2 = At least once a month

3 = A few times a year

4 = Has not played Lotto Texas in the past year

8 = Don't Know

9 = Refused

Remark:

For further information, see

55. Q39

Questions:

Type:

Description:

Remark:

56. Q40

Questions:

Type:

Description:

Remark:

questionnaire.

Question 39

About how many times a week?

Numeric/ Questionnaire (Lotto
Texas)

Open-Ended

9999 = Don't Know/ Refused

For further question, see
questionnaire.**Question 40**

About how many times a month?

Numeric/ Questionnaire (Lotto
Texas)

Open-Ended

9999 = Don't Know/ Refused

For further question, see
questionnaire.

57. Q41

Questions:

Type:

Description:

Remark:

Question 41

About how many times a year?

Numeric/ Questionnaire (Lotto Texas)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

58. Q42

Questions:

Type:

Description:

Remark:

Question 42

On average, about how many dollars do you spend each time you buy Lotto Texas tickets?

Numeric/ Questionnaire (Lotto Texas)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

59. Q43

Questions:

Type:

Description:

Question 43

How much would you say you spend in a month on Lotto Texas tickets?

Numeric/ Questionnaire (Lotto Texas)

Open-Ended

Remark:	9999 = Don't Know/ Refused For further question, see questionnaire.
60. Q44	Question 44
Questions:	How many years have you been playing Lotto Texas?
Type:	Numeric/ Questionnaire (Lotto Texas)
Description:	1 = Less than one year 2 = 1 year, less than 2 years 3 = 2 years, less than 3 years 4 = 3 years, less than 5 years 5 = More than 5 years 9 = Refused
61. Q45	Question 45
Questions:	In the past year about how often did you usually purchase Texas Lottery Scratch Off tickets?
Type:	Numeric/ Questionnaire (Texas Lottery Scratch Off)
Description:	1 = At least once a week 2 = At least once a month 3 = A few times a year 4 = Has not played Scratch Off

games in the past year

8 = Don't Know

9 = Refused

Remark:

For further question, see
questionnaire.

62. Q46

Question 46

Questions:

About how many times a week?

Type:

Numeric/ Questionnaire (Texas
Lottety Scartch Off)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further question, see
questionnaire.

63. Q47

Question 47

Questions:

About how many times a month?

Type:

Numeric/ Questionnaire (Texas
Lottery Scratch Off)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further question, see
questionnaire.

64. Q48

Question 48

Questions:

About how many times a year?

Type:

Numeric/ Questionnaire (Texas

	Lottery Scratch Off)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
65. Q49	Question 49
Questions:	On average, about how many dollars do you spend each time you buy Texas Lottery Scratch off tickets?
Type:	Numeric/ Questionnaire (Texas Lottery Scratch Off)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
66. Q50	Question 50
Questions:	How much would you say you spend in a month on Texas Lottery Scratch Off tickets?
Type:	Numeric/ Questionnaire (Texas Lottery Scratch Off)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see

questionnaire.

67. Q51

Questions:

Question 51

How many years have you been playing Texas Lottery Scratch Off games?

Type:

Numeric/ Questionnaire (Texas Lottery Scratch Off)

Description:

1 = Less than one year

2 = 1 year, less than 2 years

3 = 2 years, less than 3 years

4 = 3 years, less than 5 years

5 = More than 5 years

8 = Don't Know

9 = Refused

68. Q52

Questions:

Question 52

In the past year about how often did you usually purchase Texas Two Step tickets? Would you say...

Type:

Numeric/ Questionnaire (Texas Two Step)

Description:

1 = At least once a week

2 = At least once a month

3 = A few times a year

4 = Has not played Texas Two Step

in the past year

8 = Don't Know

8 = Refused

Remark:

For further question, see
questionnaire.

69. Q53

Question 53

Questions:

About how many times a week?

Type:

Numeric/ Questionnaire (Texas Two
Step)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further question, see
questionnaire.

70. Q54

Question 54

Questions:

About how many times a month?

Type:

Numeric/ Questionnaire (Texas Two
Step)

Description:

Open-Ended

9999 = Don't Know/ Refused

Remark:

For further question, see
questionnaire.

71. Q55

Question 55

Questions:

About how many times a year?

Type:

Numeric/ Questionnaire (Texas Two

	Step)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
72. Q56	Question 56
Questions:	On average, about how many dollars do you spend each time you buy Texas Two Step?
Type:	Numeric/ Questionnaire (Texas Two Step)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
73. Q57	Question 57
Questions:	How much would you say you spend in a month on Texas Two Step tickets?
Type:	Numeric/ Questionnaire (Texas Two Step)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see

questionnaire.

74. Q58

Questions:

Type:

Description:

Question 58

How many years have you been playing Texas Two Step?

Numeric/ Questionnaire (Texas Two Step)

1 = Less than one year

2 = 1 year, less than 2 years

3 = 2 years, less than 3 years

4 = 3 years, less than 5 years

5 = More than 5 years

8 = Don't Know

9 = Refused

75. Q59

Questions:

Type:

Description:

Question 59

In the past year about how often did you usually purchase Mega Millions tickets? Would you say...

Numeric/ Questionnaire (Mega Millions)

1 = At least once a week

2 = At least once a month

3 = A few times a year

4 = Has not played Mega Millions in the past year

	8 = Don't know
	9 = Refused
76. Q60	Question 60
Questions:	About how many times a week?
Type:	Numeric/ Questionnaire (Mega Millions)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
77. Q61	Question 61
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Mega Millions)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see Questionnaire.
78. Q62	Question 62
Questions:	About how many times a year?
Type:	Numeric/ Questionnaire (Mega Millions)
Description:	Open-Ended 9999 = Don't Know/ Refused

Remark:	For further question, see questionnaire.
79. Q63	Question 63
Questions:	On average, about how many dollars do you spend each time you buy Mega Millions tickets?
Type:	Numeric/ Questionnaire (Mega Millions)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
80. Q64	Question 64
Questions:	How much would you say you spend in a month on Mega Millions tickets?
Type:	Numeric/ Questionnaire (Mega Millions)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
81. Q65	Question 65
Questions:	How many years have you been playing Mega Millions?

Type: Numeric/ Questionnaire (Mega Millions)

Description:

- 1 = Less than one year
- 2 = 1 year, less than 2 years
- 3 = 2 years, less than 3 years
- 4 = 3 years, less than 5 years
- 5 = More than 5 years
- 8 = Don't Know
- 9 = Refused

82. Q66

Question 66

Questions: In the past year about how often did you usually purchase Megaplier tickets? Would you say...

Type: Numeric/ Questionnaire (Megaplier)

Description:

- 1 = At least once a week
- 2 = At least once a month
- 3 = A few times a year
- 4 = Has not played Megaplier in the past year
- 8 = Don't know
- 9 = Refused

83. Q67

Question 67

Questions: About how many times a week?

Type: Numeric/ Questionnaire (Megaplier)

Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
84. Q68	Question 68
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Megaplier)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
85. Q69	Question 69
Questions:	About how many times a year?
Type:	Numeric/ Questionnaire (Megaplier)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
86. Q70	Question 70
Questions:	On average, about how many dollars do you spend each time you buy Megaplier tickets?
Type:	Numeric/ Questionnaire (Megaplier)
Description:	Open-Ended

Remark:	9999 = Don't Know/ Refused For further question, see questionnaire.
87. Q71	Question 71
Questions:	How much would you say you spend in a month on Megaplier tickets?
Type:	Numeric/ Questionnaire (Megaplier)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
88. Q72	Question 72
Questions:	How many years have you been playing Megaplier?
Type:	Numeric/ Questionnaire (Megaplier)
Description:	1 = Less than one year 2 = 1 year, less than 2 years 3 = 2 years, less than 3 years 4 = 3 years, less than 5 years 5 = More than 5 years 8 = Don't Know 9 = Refused

89. Q73

Questions:

Type:

Description:

Question 73

In the past year about how often did you usually purchase Daily 4 Day tickets? Would you say...

Numeric/ Questionnaire (Daily 4 Day)

1 = At least once a week

2 = At least once a month

3 = A few times a year

4 = Has not played Daily 4 Day in the past year

8 = Don't Know

9 = Refused

90. Q74

Questions:

Type:

Description:

Remark:

Question 74

About how many times a week?

Numeric/ Questionnaire (Daily 4 Day)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

91. Q75

Questions:

Type:

Question 75

About how many times a month?

Numeric/ Questionnaire (Daily 4

	Day)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
92. Q76	Question 76
Questions:	About how many times a year?
Type:	Numeric/ Questionnaire (Daily 4 Day)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
93. Q77	Question 77
Questions:	On average, about how many dollars do you spend each time you buy Daily 4 Day?
Type:	Numeric/ Questionnaire (Daily 4 Day)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.

94. Q78

Questions:

Type:

Description:

Remark:

Question 78

How much would you say you spend in a month on Daily 4 Day tickets?

Numeric/ Questionnaire (Daily 4 Day)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

95. Q79

Questions:

Type:

Description:

Question 79

How many years have you been playing Daily 4 Day?

Numeric/ Questionnaire (Daily 4 Day)

1 = Less than one year

2 = 1 year, less than 2 years

3 = 2 years, less than 3 years

9 = Don't Know/Refused

96. Q80

Questions:

Type:

Question 80

In the past year about how often did you usually purchase the Sum It Up feature with Daily 4 Day tickets?

Would you say...

Numeric/ Questionnaire (Sum It Up

	feature with Daily 4 Day)
Description:	1 = At least once a week 2 = At least once a month 3 = A few times a year 4 = Has not played Sum It Up feature with Daily 4 Day in the past year 8 = Don't Know 9 = Refused
97. Q81	Question 81
Questions:	About how many times a week?
Type:	Numeric/ Questionnaire (Sum It Up feature with Daily 4 Day)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
98. Q82	Question 82
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Sum It Up feature with Daily 4 Day)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see

99. Q83

Questions:

Type:

Description:

Remark:

100. Q84

Questions:

Type:

Description:

Remark:

101. Q85

Questions:

questionnaire.

Question 83

About how many times a year?

Numeric/ Questionnaire (Sum It Up feature with Daily 4 Day)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

Question 84

On average, about how many dollars do you spend each time you buy Sum It Up feature with Daily 4 day tickets?

Numeric/ Questionnaire (Sum It Up feature with Daily 4 Day)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

Question 85

How much would you say you spend in a month on Sum It Up with Daily 4 Day tickets?

Type: Numeric/ Questionnaire (Sum It Up feature with Daily 4 Day)

Description: Open-Ended
9999 = Don't Know/ Refused

Remark: For further question, see questionnaire.

102. Q73N

Question 73N

Questions: In the past year about how often did you usually purchase Daily 4 Night tickets? Would you say...

Type: Numeric/ Questionnaire (Daily 4 Night)

Description: 1 = At least once a week
2 = At least once a month
3 = A few times a year
4 = Has not played Daily 4 Night in the past year
8 = Don't Know
9 = Refused

103. Q74N

Question 74N

Questions: About how many times a week?

Type: Numeric/ Questionnaire (Daily 4 Night)

Description: Open-Ended

Remark:	9999 = Don't Know/ Refused For further question, see questionnaire.
104. Q75N	Question 75N
Questions:	About how many times a month?
Type:	Numeric/ Questionnaire (Daily 4 Night)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
105. Q76N	Question 76N
Questions:	About how many times a year?
Type:	Numeric/ Questionnaire (Daily 4 Night)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
106. Q77N	Question 77N
Questions:	On average, about how many dollars do you spend each time you buy Daily 4 Night tickets?
Type:	Numeric/ Questionnaire (Daily 4

	Night)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
107. Q78N	Question 78N
Questions:	How much would you say you spend in a month on Daily 4 Night tickets?
Type:	Numeric/ Questionnaire (Daily 4 Night)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
108. Q79N	Question 79N
Questions:	How many years have you been playing Daily 4 Night?
Type:	Numeric/ Questionnaire (Daily 4 Night)
Description:	1 = Less than one year 2 = 1 year, less than 2 years 3 = 2 years, less than 3 years 9 = Don't Know/Refused

109. Q80N

Questions:

Type:

Description:

Question 80N

In the past year about how often did you usually purchase the Sum It Up feature with Daily 4 Night tickets?

Would you say...

Numeric/ Questionnaire (Daily 4 Night)

1 = At least once a week

2 = At least once a month

3 = A few times a year

4 = Has not played the Sum It Up feature with Daily 4 Night in the past year.

8 = Don't Know

9 = Refused

110. Q81N

Questions:

Type:

Description:

Remark:

Question 81N

About how many times a week?

Numeric/ Questionnaire (Sum It Up feature with Daily 4 Night)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

111. Q82N

Questions:

Type:

Description:

Remark:

Question 82N

About how many times a month?

Numeric/ Questionnaire (Sum It Up feature with Daily 4 Night)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

112. Q83N

Questions:

Type:

Description:

Remark:

Question 83N

About how many times a year?

Numeric/ Questionnaire (Sum It Up feature with Daily 4 Night)

Open-Ended

9999 = Don't Know/ Refused

For further question, see questionnaire.

113. Q84N

Questions:

Type:

Description:

Question 84N

On average, about how many dollars do you spend each time you buy Sum It Up with Daily 4 Night tickets?

Numeric/ Questionnaire (Sum It Up feature with Daily 4 Night)

Open-Ended

9999 = Don't Know/ Refused

Remark:	For further question, see questionnaire.
114. Q85N	Question 85N
Questions:	How much would you say you spend in a month on Sum It Up with Daily 4 night tickets?
Type:	Numeric/ Questionnaire (Sum It Up feature with Daily 4 Night)
Description:	Open-Ended 9999 = Don't Know/ Refused
Remark:	For further question, see questionnaire.
115. Q86	Question 86
Questions:	Are you enrolled in a high school, college, or university?
Type:	Demographics
Description:	1 = High school 2 = College (Community College) 3 = University 4 = No, Not in school 8 = Don't Know 9 = Refused
116. Q87	Question 87
Questions:	Are you enrolled in school as a full-time or part-time student?

Type: Demographics

Description: 1 = Full-time
2 = Part-time
3 = Don't Know
4 = Refused

117. Q88

Question 88

Questions: What is the highest level of formal education you have completed:

Type: Demographics

Description: 1 = Less than High school diploma
2 = High school degree
3 = Some college
4 = College degree
5 = Graduate degree
8 = Don't Know
9 = Refused

118. Q89

Question 89

Questions: What is your current employment status? Are you...

Type: Demographics

Description: 1 = Employed full-time
2 = Employed part time (Less than 35 hours a week)
3 = Unemployed and looking for work

4 = Not in labor force (unemployed and not looking, keeping house or disabled)

5 = Retired

8 = Don't Know

9 = Refused

119. Q90

Questions:

Type:

Description:

Question 90

Which of the following categories best describes your occupation?

Demographics

01 = Executive, administrative, and managerial occupations

02 = Professional specialty occupations

03 = Technicians and related support occupations

04 = Sales occupations

05 = Administrative support including clerical

06 = Private household occupations

07 = Protective service occupations

08 = Service occupations

09 = Precision productions, craft and repair

10 = Machine operators,

assemblers, and inspectors

11 = Transportation and material
moving occupations

12 = Equipment handlers, cleaners,
helpers, and laborers

13 = Farming, forestry, and fishing
occupations

14 = Armed forces

15 = Don't Know/Refused

120. Q91

Questions:

Type:

Description:

Question 91

Are you currently married, widowed,
divorced, seperated, or never
married?

Demographics

1 = Married

2 = Widowed

3 = Divorced

4 = Separated

5 = Never married

8 = Don't Know

9 = Refused

121. Q92

Questions:

Type:

Question 92

How long have you resided in the
state?

Demographics

Description: 1 = Less than 5 years
 2 = 5-10 years
 3 = 11-15 years
 4 = 16-25 years
 5 = More than 25 years
 9 = Don't Know/Refused

122. Q93**Question 93**

Questions:

Do you currently own or rent your residence?

Type:

Demographics

Description:

1 = Own (or being bought by a household member)
 2 = Rent
 3 = Occupied without payment
 8 = Don't Know
 9 = Refused

123. Q94**Question 94**

Questions:

Can you tell me the county you live in?

Type:

Demographics

Description:

Open-Ended
 1 = Yes, I can (name of the county)
 99 = Don't Know/Refused

124. Q95

Questions:

Type:

Description:

Remark:

Question 95

What is the zip code of your residence?

Demographics

Open-Ended

99999 = Don't Know/ Refused

If the variable is blanked, there are some errors such as fault zip code or zip codes that are not in Texas.

125. Q96

Questions:

Type:

Description:

Question 96

How many children under the age of 18 are currently living in your household?

Demographics

Open-Ended

99999 = Don't Know/Refused

126. Q97

Questions:

Type:

Description:

Question 97

Is your race:

Demographics

1 = White or Anglo

2 = Black or African American

3 = Asian or Pacific Islander

4 = Native American

5 = Other

8 = Don't Know

127. Q98

Questions:

Type:

Description:

9 = Refused

Question 98

Do you consider yourself to be of
Hispanic or Latino descent?

Demographics

1 = Yes

2 = No

8 = Don't Know

9 = Refused

128. Q99

Questions:

Type:

Description:

Question 99

What year were you born?

Demographics

Open-Ended

9999 = Don't Know/Refused

129. Q100

Questions:

Type:

Description:

Question 100

What is the primary language
spoken in your household?

Demographics

1 = English

2 = Spanish

3 = Other

9 = No Answer/Refused

130. Q101

Questions:

Question 101

Please tell me which category your
total annual household income falls
before taxes. Is it:

Type:	Demographics
Description:	01 = Under \$12,000 02 = Between \$12,000 and \$19,999 03 = Between \$20,000 and \$29,999 04 = Between \$30,000 and \$39,999 05 = Between \$40,000 and \$49,999 06 = Between \$50,000 and \$59,999 07 = Between \$60,000 and \$74,999 08 = Between \$75,000 and \$100,000 09 = Over \$100,000 89 = Don't Know 99 = Refused
131. thank	THANK YOU
Questions:	Thank you very much for your time and cooperation. We believe that this survey will help lottery officials provide better services for all Texas residents.
Type:	Administrative
132. cb_d	Call Back
Questions:	When can I call you back?
Type:	Administrative
133. cb_h	Call back
Questions:	When can I call you back?
Type:	Administrative

134. tel01

Type:

Description:

Telephone Number

Administrative

Open-Ended

Ten-Digit Number

135. MORC

Questions:

Type:

Description:

Classification of Land-Line and Cell-Phone

Is the number land-line or cell-phone?

Administrative

1 = Land-Line

2 = Cell-Phone

136. LotteryDistrict

Questions:

Type:

Description:

Texas Lottery District

Texas Lottery District

Administrative

1 = Abilene

2 = Austin

3 = El Paso

4 = Houston

5 = Irving

6 = Lubbock

7 = McAllen

8 = San Antonio

9 = Tyler

10 = Victoria

Remark:

For how the variable is created, see appendix on Lottery District and the

	Map of Texas Lottery Districts
137. County	County
Questions:	Texas's Counties
Type:	Administrative
Description:	Open-Ended
Remark:	The variable is shown in counties' names. Some respondents gave the city's name, instead of the county's. Therefore, they are treated
138. LLCP	Classification of Land-Line and Cell-Phone
Questions:	Is the number land-line or cell-phone?
Type:	Administrative
Description:	1 = Land-Line 2 = Cell-Phone

V. Variable List

Administration

YR	Year of Study
Complete	Completion of Interview
gend	Record Gender of Respondent
Project	Name of Survey Project
s_no	Extracted Number
quest	Questionnaire Number
s_ini	Surveyor Number
s_tel	Telephone Number
s_lan	Language
s_dat	Date of Interview
s_jse	Weekday
s_hrd	Start Time
s_dus	Duration in Seconds
s_dur	Duration in Minutes
s_dnq	Last Question Filled
s_app	Number of Calls
s_res	Completion of Interview
s_acod	Reginal Code

General

intro	Introduction of Interviews
Q1	Have you played any of the Texas Lottery games in the past year?
Q2	Have you played any of the Texas

Lottery games like the scratch off tickets or the ones where you pick numbers in the past year?

Pick 3 Day

Q3

In the past year about how often did you usually purchase Pick 3 Day tickets?

Q4

About how many times a week?

Q7

About how many times a month?

Q8

About how many times a year?

Q9

On average, about how many dollars do you spend each time you buy Pick 3 Day tickets?

Q10

How much would you say you spend in a month on Pick 3 day tickets?

Q11

How many years have you been playing Pick 3 Day?

Sum It Up Feature with Pick 3 Day

Q12

In the past year about how often did you usually purchase the Sum It Up feature with Pick 3 Day tickets?

Q13

How many times a week?

Q14

About how many times a month?

Q15

About how many times a year?

Q16

On average, about how many dollars

do you spend each time you buy
Sum It Up feature with Pick 3 Day
tickets?

Q17

How much would you say you spend
in a month on Sum It Up feature with
Pick 3 Day tickets?

Pick 3 Night

Q18

In the past year about how often did
you usually purchase Pick 3 Night
tickets?

Q19

About how many times a week?

Q20

About how many times a month?

Q21

About how many times a year?

Q22

On average, how many dollars do
you spend each time you buy Pick 3
Night tickets?

Q23

How much would you say you spend
in a month on Pick 3 Night tickets?

Q24

How many years have you been
playing Pick 3 Night?

Sum It Up Feature with Pick 3 Night

Q25

In the past year about how often did
you usually purchase the Sum It Up
feature with Pick 3 Night tickets?

- Q26 About how many times a week?
- Q27 About how many times a month?
- Q28 About how many times a year?
- Q29 On average, about how many dollars do you spend each time you buy Sum It Up feature with Pick 3 Night tickets?
- Q30 How much would you say you spend in a month on Sum It Up feature with Pick 3 Night tickets?
- Cash 5**
- Q31 In the past year about how often did you usually purchase Cash 5 tickets? Would you say...
- Q32 About how many times a week?
- Q33 About how many times a month?
- Q34 About how many times a year?
- Q35 On average, about how many dollars do you spend each time you buy Cash 5 tickets?
- Q36 How much would you say you spend in a month on Cash 5 tickets?
- Q37 How many years have you been playing Cash 5?

Lotto Texas

- Q38 In the past year about how often did you usually purchase Lotto Texas tickets?
- Q39 About how many times a week?
- Q40 About how many times a month?
- Q41 About how many times a year?
- Q42 On average, about how many dollars do you spend each time you buy Lotto Texas tickets?
- Q43 How much would you say you spend in a month on Lotto Texas tickets?
- Q44 How many years have you been playing Lotto Texas?

Texas Lottery Scratch Off

- Q45 In the past year about how often did you usually purchase Texas Lottery Scratch Off tickets?
- Q46 About how many times a week?
- Q47 About how many times a month?
- Q48 About how many times a year?
- Q49 On average, about how many dollars do you spend each time you buy Texas Lottery Scratch off tickets?

Q50 How much would you say you spend in a month on Texas Lottery Scratch Off tickets?

Q51 How many years have you been playing Texas Lottery Scratch Off games?

Texas Two Step

Q52 In the past year about how often did you usually purchase Texas Two Step tickets?

Q53 About how many times a week?

Q54 About how many times a month?

Q55 About how many times a year?

Q56 On average, about how many dollars do you spend each time you buy Texas Two Step?

Q57 How much would you say you spend in a month on Texas Two Step tickets?

Q58 How many years have you been playing Texas Two Step?

Mega Millions

Q59 In the past year about how often did you usually purchase Mega Millions

tickets?

- Q60 About how many times a week?
- Q61 About how many times a month?
- Q62 About how many times a year?
- Q63 On average, about how many dollars do you spend each time you buy Mega Millions tickets?
- Q64 How much would you say you spend in a month on Mega Millions tickets?
- Q65 How many years have you been playing Mega Millions?

Megaplier

- Q66 In the past year about how often did you usually purchase Megaplier tickets?
- Q67 About how many times a week?
- Q68 About how many times a month?
- Q69 About how many times a year?
- Q70 On average, about how many dollars do you spend each time you buy Megaplier tickets?
- Q71 How much would you say you spend in a month on Megaplier tickets?
- Q72 How many years have you been

playing Megaplier?

Daily 4 Day

- Q73 In the past year about how often did you usually purchase Daily 4 Day tickets?
- Q74 About how many times a week?
- Q75 About how many times a month?
- Q76 About how many times a year?
- Q77 On average, about how many dollars do you spend each time you buy Daily 4 Day?
- Q78 How much would you say you spend in a month on Daily 4 Day tickets?
- Q79 How many years have you been playing Daily 4 Day?

Sum It Up feature with Daily 4 Day

- Q80 In the past year about how often did you usually purchase the Sum It Up feature with Daily 4 Day tickets?
- Q81 About how many times a week?
- Q82 About how many times a month?
- Q83 About how many times a year?
- Q84 On average, about how many dollars do you spend each time you buy

Sum It Up feature with Daily 4 day tickets?

Q85

How much would you say you spend in a month on Sum It Up with Daily 4 Day tickets?

Daily 4 Night

Q73N

In the past year about how often did you usually purchase Daily 4 Night tickets?

Q74N

About how many times a week?

Q75N

About how many times a month?

Q76N

About how many times a year?

Q77N

On average, about how many dollars do you spend each time you buy Daily 4 Night tickets?

Q78N

How much would you say you spend in a month on Daily 4 Night tickets?

Q79N

How many years have you been playing Daily 4 Night?

Sum It Up feature with Daily 4 Night

Q80N

In the past year about how often did you usually purchase the Sum It Up feature with Daily 4 Night tickets?

Q81N

About how many times a week?

- Q82N About how many times a month?
- Q83N About how many times a year?
- Q84N On average, about how many dollars do you spend each time you buy Sum It Up with Daily 4 Night tickets?
- Q85N How much would you say you spend in a month on Sum It Up with Daily 4 night tickets?

Demographics

- Q86 Are you enrolled in a high school, college, or university?
- Q87 Are you enrolled in school as a full-time or part-time student?
- Q88 What is the highest level of formal education you have completed:
- Q89 What is your current employment status?
- Q90 Which of the following categories best describes your occupation?
- Q91 Are you currently married, widowed, divorced, seperated, or never married?
- Q92 How long have you resided in the state?
- Q93 Do you currently own or rent your

	residence?
Q94	Can you tell me the county you live in?
Q95	What is the zip code of your residence?
Q96	How many children under the age of 18 are currently living in your household?
Q97	Is your race:
Q98	Do you consider yourself to be of Hispanic or Latino descent?
Q99	What year were you born?
Q100	What is the primary language spoken in your household?
Q101	Please tell me which category your total annual household income falls before taxes. Is it:

Administration

thank	THANK YOU
cb_d	Call Back
cb_h	Call back
tel01	Telephone Number
MORC	Classification of Land-Line and Cell-Phone.

Lottery Districts and Texas Counties

LotteryDistrict	Texas Lottery District
-----------------	------------------------

County

County

Land-Line and Cell-Phone

LLCP

Classification of Land-Line and Cell-
Phone

VI. INDEX

A) The Texas Lottery Districts

The Texas Lottery Commission (TLC) divides Texas into *ten* lottery districts. The Commission uses the county's border lines and zip codes for determining the lottery districts. Ten lottery districts are:

- District 1: Abilene
- District 2: Austin
- District 3: El Paso
- District 4: Houston
- District 5: Irving
- District 6: Lubbock
- District 7: McAllen
- District 8: San Antonio
- District 9: Tyler
- District 10: Victoria

In order to measure the patterns of Texas residents' lottery playing behavior (in terms of the average and mean dollars spent), the lottery district variable (LotteryDistrict) is created. To determine in which lottery districts the resident resided, we looked at the zip codes which the respondents answered to the interviewers.³ In the 2009 survey, each respondent was asked in which

³ The information regarding how the zip codes are determined to be in all ten lottery districts is confidential and must be permitted by the Texas Lottery Commission to obtain the information.

counties he or she lived. Still, we faced difficulty to use the counties to determine in which the lottery districts each respondent lived because several respondents mistakenly provided the city's names rather than the county's names. Meanwhile, the most of the respondents were able to provide the zip codes. As a result, we primarily relied on the zip codes. If the respondents provided error zip codes (i.e., non-Texas zip codes), we then looked at the county's names. If both zip codes and the county's names are in error, we dropped the respondent from the analysis of the lottery districts.

B) Structure of Survey Questionnaires

Each question consists of three parts. The first area introduces the variable's name. The second area (the gray areas) indicates the minimum and maximum values of each variable. It also indicates the dates and times when each variable was created. In some questions, the second area puts a caution when extreme values are put in. As a result, when one uses the dataset, we suggest the data users to consult with the questionnaire, especially looking whether there are extreme values or outliers. The third line is the question content and choices. Some questions are open-ended while others are choice questions.