Demographic Survey of Texas Lottery Players 2013

UNIVERSITY of HOUSTON
HOBBY CENTER FOR PUBLIC POLICY

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EXECUTIVE SUMMARY

The Texas Lottery Commission 2013 Demographic Study of Texas Lottery Players surveyed a total of 1,695 Texas citizens aged 18 years and older between June and August of 2013. The survey respondents included both past-year players (who had played any Texas Lottery game in the past year) and non-players (who had not played any Texas Lottery game in the past year.) The percentage of respondents playing any Texas Lottery game (the participation rate) for 2013 was 36.5 percent, which was almost the same as the participation rate reported in 2012 (36.2 percent). This small difference between 2012 and 2013 was statistically not significant.[1] The 2013 participation rate was consistent with the findings in recent years of the low percentages of the respondents playing any Texas Lottery game. In fact, five out of the seven survey reports since 2007 recorded participation rates of lower than 40 percent. There were statistically significant differences between the past-year players and the non-players in 2013 with regard to employment status, gender and Hispanic origin. Among the past-year players in 2013, the differences in the percent playing any game with regard to demographics were found to be statistically significant by income, gender and employment status. Compared to 2012, lottery games of Pick 3 Day, Cash Five, Texas Two Step, and Mega Millions and its add-on feature Megaplier recorded a decline in their respective participation rate this year. On the other hand, Lotto Texas, Scratch-Off tickets, and Powerball and its add-on feature Power Play reported an increase in the percent of the respondents playing the game or feature. A new game, All or Nothing, and a new add-on feature to Lotto Texas, called Extra!, were also included in this year's report. Of all the Texas Lottery games, Lotto Texas remained the most popular choice among the past-year players in 2013. The lottery sales district with the highest participation rate in any Texas Lottery game in 2013 was El Paso (48.9 percent), while Tyler sales district recorded the lowest participation rate of 30.6 percent.

Highlights

The following are some key findings of the 2013 survey on participation rates and personal expenditures in any Texas Lottery games/features (see Table 1):

- Lotto Texas remained the most popular Texas Lottery game in 2013: as many as 73.0 percent of past-year players had played the game.
- Powerball recorded the largest increase in participation rate between 2012 and 2013 among all Texas Lottery games/features of 19.0 percentage points.
- The new Extra! Feature with Lotto Texas proved to be highly popular too: 45.16 percent of the weekly past-year players selected it at least once a week; 54.84 percent of the monthly past-year players chose it at least once a month.
- Texas Two Step recorded the highest average number of times played per week (3.83 times) among all games/features by past-year players. Scratch-Off tickets, on the other hand, had the highest average number of times played per month (6.01 times) by past-year players.
- Among all the Texas Lottery games/features in 2013, Extra! Feature with Lotto Texas recorded the highest average spent per play of $10.55 by past-year players.

[1] All statistical tests reported in this report yield a margin of error of +/- 2.4 percent at the 95 percent confidence level.

A brief summary of participation rates by game and add-on feature is given below.

Note: Some games and add-on features had recorded very low participation rates (between 0.5 percent and 3.0 percent). We did not include statistical analyses for these games and features because their sample sizes were too small to give any statistically meaningful information. Games and features that had an insufficient sample size include: Pick 3 Night, Sum It Up Feature with Pick 3 Day, Sum It Up Feature with Pick 3 Night, Daily 4 Day, Sum It Up Feature with Daily 4 Day, Daily 4 Night, and Sum It Up Feature with Daily 4 Night. Data for these games and features can be made available upon written request to the Texas Lottery Commission.

Pick 3 Day: Approximately eighteen percent (17.8) of the past-year lottery players (n=618) had played Pick 3 Day in 2013. This was six percentage points (6.2) lower than the previous year. Nearly thirty percent (29.09) of the respondents who purchased Pick 3 Day tickets purchased them at least once a week, and more than half (51.82 percent) of the respondents purchased them a few times a year. Pick 3 Day players spent an average of $7.62 per play.

Cash 5: Slightly more than twenty percent (21.2) of the past-year lottery players had played Cash 5. Among these past-year players, one-quarter (25.95 percent) purchased Cash 5 tickets at least once a week. Another 20.61 percent purchased tickets at least once a month. Cash 5 players spent an average of $5.79 per play.

Lotto Texas: Consistent with the results of the previous year, Lotto Texas was the most popular Texas Lottery game in 2013: 73.0 percent of past-year players had played Lotto Texas. Among them, thirty percent (30.38) of respondents that purchased Lotto Texas tickets purchased them at least once a week. About half (48.56 percent) of Lotto Texas players indicated having purchased the tickets a few times a year. Lotto Texas players spent an average of $6.01 per play.

Extra! Feature with Lotto Texas: This is a new add-on feature to Lotto Texas introduced in 2013, with five percent (5.0) of past-year lottery players indicating that they had selected Extra! feature.

Texas Lottery Scratch-Off Tickets: This was the second most popular Texas Lottery product among past-year players, with 61.0 percent of the respondents reporting that they had played Texas Lottery Scratch-Off games. Thirty percent (29.18) of respondents who bought Scratch-Offs tickets reported that they purchased them at least once a week. Another 26.79 percent purchased the tickets at least once a month. On average, Texas Lottery Scratch-Off games players spent $7.88 per play.

Texas Two Step: Twelve percent (12.1) of past-year lottery players had played Texas Two Step in 2013. A total of 37.33 percent of Texas Two Step players purchased tickets for the game at least once a week. Players of Texas Two Step spent an average of $4.09 per play.

Mega Millions: About sixty percent (58.7) of past-year lottery players had played Mega Millions. It was the third most popular Texas Lottery game among the players in 2013. A total of 18.73 percent of the respondents reported that they purchased Mega Millions tickets at least once a week. Exactly the same proportion of the respondents purchased the tickets at least once a month. On average, Mega Millions players spent $6.11 per play.

Megaplier Feature with Mega Millions: About sixteen percent (15.7) of past-year lottery players had included Megaplier in their Mega Millions play. Among them, 20.62 percent reported having purchased the add-on feature at least once a week. Megaplier players spent an average of $6.40 per play.

Powerball: Over half (53.9) of past-year lottery players indicated that they played Powerball, a drastic increase of nineteen percentage points (19.0) over the previous year. Seventeen percent (17.42) of the respondents who purchased Powerball tickets purchased them at least once a week. About two-thirds (65.47 percent) of the respondents indicated having purchased Powerball tickets a few times a year. Powerball players spent an average of $6.27 per play.

Power Play Feature with Powerball: Twelve percent (12.0) of past-year lottery players indicated that they included Power Play with their Powerball ticket purchases. This rate was five percentage points (5.3) higher than in 2012. Twenty percent (20.27) of the respondents that purchased Power Play purchased it at least once a week. Power Play players spent an average of $5.92 per play.

All or Nothing: This is a new Texas Lottery game in 2013. Slightly more than nine percent (9.2) of past-year lottery players indicated that they had played All or Nothing.

Table 1
Demographic Survey – Highlights of Key Findings

Game/Feature[1]	2013 Participation Rate	Change in Rate from 2012	Frequency of Purchase		Average Number of Times Played (Past-year Players)		Average Spent Per Play	Page Results Begin
			At Least Once a Week	At Least Once a Month	Per Week	Per Month		
Pick 3 Day	17.8%	-6.2	29.09%	19.09%	2.12	5.76	$7.62	20
Cash 5	21.2%	-2.3	25.95%	20.61%	1.84	4.55	$5.79	26
Lotto Texas	73.0%^	1.1	30.38%	21.06%	1.50	5.69	$6.01	31
Extra! Feature with Lotto Texas	5.0%	N.A.	45.16%^	54.84%^	1.67	3.27	$10.55^	36
Scratch-Offs	61.0%	2.6	29.18%	26.79%	2.04	6.01^	$7.88	40
Texas Two Step	12.1%	-2.2	37.33%	17.33%	3.83^	4.90	$4.09	45
Mega Millions	58.7%	-3.5	18.73%	18.73%	1.33	3.09	$6.11	50
Megaplier Feature with Mega Millions	15.7%	-3.1	20.62%	14.43%	1.75	2.95	$6.40	55
Powerball	53.9%	19.0^	17.42%	17.12%	1.41	3.75	$6.27	60
Power Play Feature with Powerball	12.0%	5.3	20.27%	14.86%	1.91	3.64	$5.92	65
All or Nothing	9.2%	N.A.	26.32%	10.53%	1.82	5.89	$4.71	70

[1] Add-on features with participation rates of 1.0 percent or below are excluded from the table.
^ The highest value in the column among all the games and features.

Testing differences in lottery participation and expenditure from 2012 to 2013

In addition to the basic results that ensured continuity of information and presentation of prior studies, the 2013 study provides statistical tests of ***differences in lottery participation and individual expenditures from 2012 to 2013***. The report highlights these differences for general participation rates and for the individual lottery games separately. Comparing 2013 survey results with those from 2012, we found that there were statistically significant differences in the percent playing any game between 2012 and 2013 for the following individual games: Pick 3 Day, Powerball, and the Power Play Feature with Powerball.[1]

I. INTRODUCTION AND METHOD OF ANALYSIS

A random survey of adult Texas residents aged 18 and older was conducted during June to August of 2013. The objectives were to measure the citizen participation rates, the distribution and frequency of play, and the demographic profiles of past-year lottery players and non-players.

On behalf of the Texas Lottery Commission, the data collection and analysis was prepared under the auspices of the Hobby Center for Public Policy (HCPP) (http://www.uh.edu/class/hcpp/index.php). The individuals who worked on this study are listed in alphabetical order:

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The random digit dialing sampling method (RDD) was used in the survey because it provides the best coverage of active telephone numbers and reduces sample bias.

The RDD method ensures the following:

- 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 Hobby Center for Public Policy's Survey Research Institute (SRI) (http://www.uh.edu/class/hcpp/research/polling/index.php) fielded 1,701 telephone interviews. Of these, two (2) respondents answered "don't know," and another four (4) refused to answer, to the first question, "Have you played any of the Texas Lottery games in the past year?" These respondents, 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 six (6) individuals were not used for the analyses we report below. This process resulted in **a total of 1,695 usable interviews of self-reported players and non-players**. They yielded a margin of error of +/- 2.4 percent at the 95 percent confidence level. The data for the survey were collected between June 10th and August 5th, 2013. Note that in some cases, the subset samples will be small and this can create high volatility in some results in those categories. The subset proportions are an approximation of the overall population; however, the relatively small size of subsets can allow outliers to "bias" results when using the mean. We alert the reader to the influence of outliers throughout the report.

The standard SRI survey administration and management protocols include:

- Trained telephone interviewers are used 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 provided a survey instrument designed to collect demographic data on adult Texans. The survey 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 HCPP was consistent with those used in previous years.

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 method 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 almost 30 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, began selling cell phone samples to supplement traditional sets of numbers. The SRI took advantage of this capacity and bought a cell phone sub-sample of numbers for the 2013 Texas Lottery Study in addition to the standard statewide RDD sample. The data included in this report are based on 902 (53.25 percent) completed interviews on standard landlines and 792 (46.75 percent) completed interviews from the cell phone sample.[2] This combination, in our judgment, improves the quality of the overall data by including individuals who might be excluded using traditional sampling methods.[3]

II. SAMPLE CHARACTERISTICS[4]

Selected questions for each lottery game were cross-tabulated with the following seven demographic categories:

- Income
- Employment status
- Years of education
- Age of respondent
- Gender of respondent
- Race/ethnicity of respondent
- Hispanic origin

In the social sciences, the distribution of outcomes often varies in terms of the categories of analysis of interest. Throughout this analysis, we will test to determine whether changes or differences between categories or groups are due to random chance. Traditional tests for statistical "significance" are used to test for differences between past-year players and non-players or for differences among past-year players (by demographic category). Specifically, we use standard *t* tests on the "equality of means." Note also that discussions of statistical "significance" reflect a classical statistical (or "frequentist") tradition. "Level" of statistical significance (denoted by a *p* value) has to do with the probability that what is observed differs from the null hypothesis (of no relation or no difference). In the classical tradition a *p* value of 0.05 indicates that in, say, 100 repeated samples, the value realized would fall within a given interval 95 out of 100 samples. Extending this relation, a *p* value of .01 means that the result would fall within a pre-specified interval in over 99 out of 100 samples. The closer the *p* value is to zero the stronger the finding.

Table 2
Demographics: Summary for Income, Employment, Home Ownership, and Age

Demographic Factors	Number and Percentage Responding		
	All (n=1,695)	Past-Year Players (n=618)	Non-Players (n=1,077)
Year[5]			
2013	1,695 (100%)	618 (36.46%)	1,077 (63.54%)
2012	1,702 (100%)	616 (36.19%)	1,086 (63.81%)
2011	1,697 (100%)	687 (40.48%)	1,010 (59.52%)
Income	n=919 (100%)	n=371 (100%)	n=548 (100%)
Less than $12,000	72 (7.83%)	22 (5.93%)	50 (9.12%)
Between $12,000 and $19,999	90 (9.79%)	33 (8.89%)	57 (10.40%)
Between $20,000 and $29,999	96 (10.45%)	41 (11.05%)	55 (10.04%)
Between $30,000 and $39,999	70 (7.62%)	28 (7.55%)	42 (7.66%)
Between $40,000 and $49,999	67 (7.29%)	35 (9.43%)	32 (5.84%)
Between $50,000 and $59,999	82 (8.92%)	38 (10.24%)	44 (8.03%)
Between $60,000 and $74,999	78 (8.49%)	31 (8.36%)	47 (8.58%)
Between $75,000 and $100,000	126 (13.71%)	56 (15.09%)	70 (12.77%)
More than $100,000	238 (25.90%)	87 (23.45%)	151 (27.55%)
Employment Status**	n=1,673 (100%)	n=614 (100%)	n=1,059 (100%)
Employed Full-time	731 (43.69%)	300 (48.86%)	431 (40.70%)
Employed Part-time	82 (4.90%)	27 (4.40%)	55 (5.19%)
Unemployed/Looking for Work	89 (5.32%)	24 (3.91%)	65 (6.14%)
Not in Labor Force	105 (6.28%)	35 (5.70%)	70 (6.61%)
Retired	666 (39.81%)	228 (37.13%)	438 (41.36%)
Own or Rent Home	n=1,657 (100%)	n=607 (100%)	n=1,050 (100%)
Own	1,330 (80.27%)	486 (80.07%)	844 (80.38%)
Rent	269 (16.23%)	100 (16.47%)	169 (16.10%)
Occupied without Payment	58 (3.50%)	21 (3.46%)	37 (3.52%)
Age of Respondent	n=1,531 (100%)	n=578 (100%)	n=953 (100%)
18 to 24	90 (5.88%)	19 (3.29%)	71 (7.45%)
25 to 34	135 (8.82%)	43 (7.44%)	92 (9.65%)
35 to 44	153 (9.99%)	63 (10.90%)	90 (9.44%)
45 to 54	247 (16.13%)	103 (17.82.%)	144 (15.11%)
55 to 64	324 (21.16%)	148 (25.61.%)	176 (18.47%)
65 and over	582 (38.01%)	202 (34.95%)	380 (39.87%)

Note: ** $p < 0.01$, two-tailed test. There was statistically significant difference between players and non-players regarding the distribution by employment status ($p < 0.01$) of the respondents.

Table 2 (continued)
Demographics: Summary for Marital Status, Children, Gender, and Race/Ethnicity

Demographic Factors	Number and Percentage Responding		
	All (n=1,695)	Past-Year Players (n=618)	Non-Players (n=1,077)
Marital Status	n=1,667 (100%)	n=613 (100%)	n=1,054 (100%)
Married	1028 (61.67%)	378 (61.66%)	650 (61.67%)
Widowed	200 (12.00%)	67 (10.93%)	133 (12.62%)
Divorced	174 (10.44%)	82 (13.38%)	92 (8.73%)
Separated	20 (1.20%)	7 (1.14%)	13 (1.23%)
Never Married	245 (14.70%)	79 (12.89%)	166 (15.75%)
Children under 18 Living in Household	n=1,631 (100%)	n=604(100%)	n=1,027 (100%)
Yes	408 (25.02%)	143 (23.68%)	265 (25.80%)
No	1,223 (74.98%)	461 (76.32%)	762 (74.20%)
Number of Children under 18 Living in Household	n=409 (100%)	n=143 (100%)	n=266 (100%)
1	173 (42.30%)	61 (42.66%)	112 (42.11%)
2	133 (33.25%)	50 (34.97%)	86 (32.33%)
3	60 (14.67%)	18 (12.59%)	42 (15.79%)
4 or more	39 (9.54%)	14 (9.79%)	25 (9.40%)
Gender of Respondent ***	n=1,686(100%)	n=615 (100%)	n=1,071 (100%)
Male	764 (45.31%)	315 (51.22%)	449 (41.92%)
Female	922 (54.69%)	300 (48.78%)	622 (58.08%)
Race	n=1,633 (100%)	n=601 (100%)	n=1,032 (100%)
White	1,081 (66.20%)	396 (65.89%)	685 (66.38%)
Black	221 (13.53%)	76 (12.65%)	145 (14.05%)
Hispanic	252 (15.43%)	105 (17.47%)	147 (14.24%)
Asian	37 (2.27%)	11 (1.83%)	26 (2.52%)
Native American Indian	15 (0.92%)	6 (1.00%)	9 (0.87%)
Other	27 (1.65%)	7 (1.16%)	20 (1.94%)
Hispanic Origin*	n=1,652 (100%)	n=606 (100%)	n=1,046 (100%)
Yes	277 (16.77%)	116 (19.14%)	161 (15.39%)
No	1,375 (83.23%)	490 (80.86%)	885 (84.61%)

Note: * $p < 0.05$, *** $p < 0.001$, two-tailed test. There were statistically significant differences between players and non-players regarding the distribution by gender ($p < 0.001$) and Hispanic Origin ($p < 0.05$) of the respondents.

Table 2 (continued)
Demographics: Summary for Education and Occupation

Demographic Factors	Number and Percentage Responding		
	All (n=1,695)	Past-Year Players (n=618)	Non-Players (n=1,077)
Education	n=1,672 (100%)	n=611 (100%)	n=1,061 (100%)
Less than High School	99 (5.92%)	24 (3.93%)	75 (7.07%)
High School Graduate/GED	405 (24.22%)	158 (25.86%)	247 (23.28%)
Some College, no degree	383 (22.91%)	151 (24.71%)	232 (21.87%)
College Degree	467 (27.93%)	179 (29.30%)	288 (27.14%)
Graduate/Professional Degree	318 (19.02%)	99 (16.20%)	219 (20.64%)
Occupation	n=1,541 (100%)	n=578 (100%)	n=963 (100%)
Executive, Administrative, and Managerial	195 (12.65%)	77 (13.32%)	118 (12.25%)
Professional Specialty	585 (37.96%)	212 (36.68%)	373 (38.73%)
Technicians and Related Support	170 (11.03%)	63 (10.90%)	107 (11.11%)
Sales	158 (10.25%)	56 (9.69%)	102 (10.59%)
Administrative Support, Clerical	86 (5.58%)	36 (6.23%)	50 (5.19%)
Private Household	74 (4.80%)	23 (3.98%)	51 (5.30%)
Protective Service	30 (1.95%)	9 (1.56%)	21 (2.18%)
Service	132 (8.57%)	46 (7.96%)	86 (8.93%)
Precision Productions, Craft, and Repair	9 (0.58%)	4 (0.69%)	5 (0.52%)
Machine Operators, Assemblers, and Inspectors	32 (2.08%)	16 (2.77%)	16 (1.66%)
Transportation and Material Moving	26 (1.69%)	14 (2.42%)	12 (1.25%)
Equipment Handlers, Cleaners, Helpers, and Laborers	13 (0.84%)	8 (1.38%)	5 (0.52%)
Farming, Forestry, Fishing	14 (0.91%)	6 (1.04%)	8 (0.83%)
Armed Forces	17 (1.10%)	8 (1.38%)	9 (0.93%)

- Table 2 indicates that thirty-six percent (36.46) of all survey respondents reported that they participated in any of the Texas Lottery games in 2013. This slight increase in the participation rate over the previous year's 36.19 percent was statistically not significant.

- Among the demographic factors, there was a statistically significant difference between past-year players and non-players with respect to employment status in 2013, as there was in 2012. Slightly below half (48.86 percent) of the past-year players were employed full-time, as compared to the larger proportion (52.87 percent) recorded last year (a decrease of 4.01 percentage points). The next-largest group was retirees, who constituted 37.13 percent of the past-year players, which was 10.36 percentage points higher than in 2012 (26.77 percent). As in the previous year, the employment status of past-year players who were unemployed or looking for work was the lowest proportion, four percent (3.91).

- In contrast to 2012, the difference in participation by gender was statistically significant in the 2013 survey. More female respondents than male respondents were surveyed in 2013: 54.69 percent and 45.31 percent, respectively. As shown in Table 3, among the past-year players in 2013, 48.78 percent were female; while a higher proportion (51.22 percent) were male. The distribution was very similar to 2012 (48.38 percent and 51.62 percent, respectively).

- The difference between past-year players and non-players by Hispanic origin was also statistically significant in the 2013 report. Among the past-year players, 19.14 percent was of Hispanic origin, which was a decrease of 4.75 percentage points from the previous year. Although not shown in Table 2, among the respondents who were of Hispanic origin, a greater percentage was non-players (58.12 percent) than past-year players (41.88 percent).

- The demographic factors of income, own or rent home, age, marital status, children under 18 living in household, number of children under 18 living in household, race, education and occupation were statistically not significant in the 2013 survey.

- Unlike 2012, the difference between past-year players and non-players by income status was statistically not significant in 2013. The general income distributions of the respondents in 2013 were similar to those reported in 2012. Among the past-year players, 23.45 percent had a household annual income of more than $100,000, while those with a household annual income of less than $12,000 constituted only 5.93 percent of the total. (The corresponding proportions for 2012 were 24.32 percent and 3.51 percent, respectively.)

- The home-ownership rate of all respondents in 2013 was 80.27 percent, higher than the rate of last year (77.17 percent). On the other hand, a lower percentage of the respondents rented homes in 2013 than in 2012 (16.23 percent and 20.07 percent, respectively). Among the past-year players, eighty percent (80.07) owned their home, as compared to the 76.58 percent a year ago.

- More than seventy-five percent (75.30) of all respondents were 45 years old and over, as compared to the 67.74 percent of the previous year. A total of 38.01 percent of the respondents were 65 and over, or 11.34 percentage points more than the previous year. Among the past-year players, the largest proportion (34.95 percent) was of age 65 and over. Those respondents between the ages of 18 and 24 constituted the smallest proportion of 3.29 percent. The average age for all respondents was 56.9 years, which was about 5 years older than the average age (52.2 years) reported in the 2012 survey. The average ages among players and non-players were 56.9 years and 57.0 years, respectively. (Note: average age is not shown in Table 2).

- Over sixty percent (61.66) of the past-year players were married, which was similar to the 59.93 percent recorded in the previous year. Among those who were married, about thirty-seven percent (36.77) reported playing any lottery game in 2013. Thirteen percent (13.38) of those who participated in any game were divorced, while another thirteen percent (12.89) of the past-year players were never married.

- About one out of four (23.68 percent) past-year players had children under age 18 living in their households, which was a decrease of 4.37 percentage points from 2012. Among them,

76.90 percent had two or fewer children under 18, as compared to the higher percentage (82.94) reported in the previous year.

- Consistent with the previous survey, Whites constituted the largest proportion—66.20 percent—of respondents from all racial groups in 2013, as compared to 62.02 percent in 2012. The second- and third-largest racial groups were Hispanics (15.43 percent) and Blacks (13.53 percent), respectively. Among Whites, 36.63 percent indicated having played any lottery game/feature in 2013, which was similar to the 35.37 percent from a year ago.

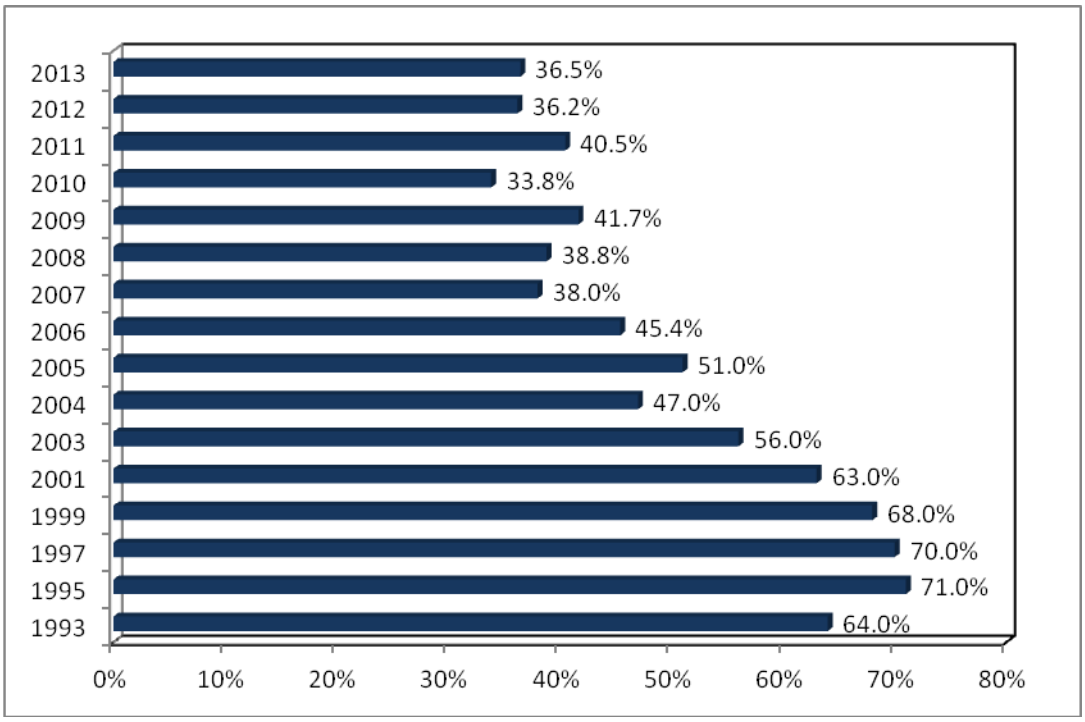
- A total of forty-seven percent (46.95) of all respondents had a college degree (27.93 percent) or a graduate/professional degree (19.02 percent). (In comparison, only 41.36 percent of the respondents had a college degree or above in 2012.) Similar to the previous year, a slightly higher percentage of the respondents who were high school graduates or had a GED were past-year players than non-players (25.86 percent and 23.28 percent, respectively). Likewise, a higher proportion of the respondents who had some college education were past-year players than non-players (24.71 percent and 21.87 percent, respectively).

- The four largest occupational categories in the 2013 survey were the same as those in 2012. They were: “professional specialty” (37.96 percent), “executive, administrative, and managerial occupations” (12.65 percent), “technicians and related support” (11.03 percent), and “sales” (10.25 percent). Together, they constituted seventy-two percent (71.89) of all the respondents by occupation. The occupational category of “professional specialty” constituted 36.68 percent of the past-year players, while the category of “executive, administrative, and managerial occupations” made up another 13.32 percent. Both frequencies were similar to those recorded in the 2012 survey.

III. GAME FINDINGS

IIIa. ANY GAME RESULTS

Figure 1
Percentage of Respondents Playing Any Lottery Game



Sources: 2007, 2008, 2009, 2010, 2011, 2012, and 2013 HCPP survey data, 2006 UNT survey reports and survey reports from 1993-2005.

Figure 1 illustrates past-year Texas Lottery participation rates over time for those playing any Texas Lottery game since the agency's first survey conducted in 1993. The Texas Lottery participation rate in 2013 was thirty-seven percent (36.5), which was slightly higher (0.3 percentage point) than the previous year. Compared to the previous increase in participation rate between 2010 and 2011 (6.7 percentage points), the increase for this year was of a much smaller magnitude. The 2013 participation rate was consistent with the overall pattern of the participation rates in recent years, where approximately 40 percent or fewer of the respondents reported playing any lottery game. The average monthly dollar amount spent on any lottery game in 2012 was $44.38. Following the projection formula used in previous lottery studies, we applied a "weighted" average monthly dollar amount spent and extrapolated it to the Texas population aged 18 and older to compare with actual revenue.[6] Our survey data provided for estimated annual sales in Texas to be approximately $3.70 billion. When applying the margin of error (+/- 2.4 percent) calculation for this subset of the sample, the expected forecast of actual lottery sales ranged between $3.61 billion and $3.79 billion. This range is lower than the actual lottery ticket sales for fiscal year 2012 ($4.19 billion).

As shown in Table 3, there were significant differences among demographic groups of income, gender and employment status regarding the percentage that played any games. The percentage of past-year players was higher for the income group of $40,000 to $49,999 (52.2 percent) than other income groups. The percentage of past-year players was higher for men (41.2 percent) compared to women (32.5 percent). The participation rate was higher among respondents employed full-time and part-time (40.2 percent) compared to the unemployed and retired respondents.

On the other hand, participation findings for the demographic groups of education, race, Hispanic origin, and age were statistically not significant.

Table 3
Any Game: Past-Year Lottery Play and Median Dollars Spent per Month by Demographics

Year	Percentage Played	Median Dollars Spent
2013[7]	36.5 (n=618)	$12.00
2012	36.2 (n=616)	16.00
2011	40.5 (n=687)	13.00
Demographic Factors 2013		
Education		
Less than high school diploma	24.2 (n=24)	69.00
High school diploma	39.0 (n=158)	18.50
Some college	39.4 (n=151)	12.00
College degree	38.3 (n=179)	10.00
Graduate degree	31.1 (n=99)	9.00
Income*		
Under $12,000	30.6 (n=22)	17.50
$12,000 to $19,999	36.7 (n=33)	19.00
$20,000 to $29,999	42.7 (n=41)	20.00
$30,000 to $39,999	40.0 (n=28)	18.00
$40,000 to $49,999	52.2 (n=35)	10.00
$50,000 to $59,999	46.3 (n=38)	11.00
$60,000 to $74,999	39.7 (n=31)	8.00
$75,000 to $100,000	44.4 (n=56)	15.50
More than $100,000	36.6 (n=87)	10.00

Table 3 (continued)

Demographic Factors 2013	Percentage Played	Median Dollars Spent
Race		
White	36.6 (n=396)	10.00
Black	34.4 (n=76)	31.50
Hispanic	41.7 (n=105)	20.00
Asian	29.7 (n=11)	17.00
Native American Indian	40.0 (n=6)	43.00
Other	25.9 (n=7)	15.00
Hispanic Origin		
Yes	41.9 (n=116)	20.00
No	35.6 (n=490)	12.00
Gender***		
Female	32.5 (n=300)	10.50
Male	41.2 (n=315)	16.00
Age		
18 to 24	21.1 (n=19)	6.00
25 to 34	31.9 (n=43)	15.00
35 to 44	41.2 (n=63)	20.00
45 to 54	41.7 (n=103)	11.00
55 to 64	45.7 (n=148)	14.50
65 or older	34.7 (n=202)	12.00
Employment Status**		
Employed full/part time	40.2 (n=327)	12.00
Unemployed	27.0 (n=24)	11.00
Retired	34.2 (n=228)	13.00

Note: * $p < 0.05$, *** $p < 0.001$. The significance notations refer only to the "percentage played" column. In some categories, the number of respondents contributing to cell percentages is small. This has the effect of making generalizations from these figures more tenuous. Due to greater uncertainty, small sample size also requires larger discrepancies among categories to attain acceptable levels of statistical significance. We note in the discussion of individual lottery games those instances where sub-samples are especially small.

Table 4
Participation and Dollars Spent by Lottery Sales District

Lottery Sales District	2012 Percent Playing Any Game	2013 Percent Playing Any Game	Percentage Change from 2012[1]	2013 Average Amount Spent Per Month among Past-Year Players	2013 Median Amount Spent Per Month among Past-Year Players
Austin	33.1 (n=47)	33.3 (n=44)	0.2	$8.95	$9.00
Dallas North	32.5 (n=49)	33.3 (n=62)	0.8	10.76	9.50
Dallas South	36.1 (n=35)	31.3 (n=26)	-4.8	15.61	37.50
El Paso	40.5 (n=15)	48.9 (n=22)	8.4	21.96	10.50
Fort Worth	30.2 (n=35)	37.5 (n=42)	7.3	10.13	10.50
Houston East	35.9 (n=56)	35.7 (n=50)	-0.2	11.09	15.00
Houston Northwest	41.7 (n=53)	36.2 (n=46)	-5.5	15.82	7.00
Houston Southwest	25.2 (n=38)	39.8 (n=64)	14.6	13.95	20.50
Lubbock	39.5 (n=45)	34.7 (n=41)	-4.8	13.69	20.00
McAllen	46.0 (n=29)	40.0 (n=40)	-6.0	39.24	40.00
San Antonio	44.2 (n=68)	44.1 (n=67)	-0.1	20.58	16.00
Tyler	41.8 (n=56)	30.6 (n=44)	-11.2	17.60	5.00
Waco	33.0 (n=30)	46.0 (n=52)	13.0	13.40	15.50

Note: The letter "n" denotes the number of respondents who played any Texas Lottery games.
[1] Since the numbers of lottery sales district were not the same between 2012 and 2013, the reader is cautioned that the change in the percentage of participation between the two years was not an exact comparison of the same set of districts. For the similar reason, we did not provide the test for statistical significance of the differences in participation rates between 2012 and 2013 by lottery sales districts.

- As a result of the elimination of the Victoria sales district, the number of lottery sales districts was reduced from 14 to 13 in the 2013 report. Table 4 shows that the lottery sales district with the highest participation rate in any Texas Lottery game in 2013 was El Paso (48.9 percent). The sales districts of Waco and San Antonio recorded the second- and third-highest participation rates of 46.0 percent and 44.1 percent, respectively, in 2013. The lottery

sales districts with the lowest participation rates were Tyler (30.6 percent), Dallas South (31.3 percent), Austin and Dallas North (both at 33.3 percent).

- Compared to the previous year, two lottery sales districts recorded a two-digit percentage point increase in the participation rate: Houston Southwest (14.6 percentage points) and Waco (13.0 percentage points). In contrast, sales district Tyler suffered the largest decline in the participation rate (11.2 percentage points). Sales district McAllen also recorded a sizeable drop in the participation rate (a decrease of 6.0 percentage points).

- The lottery sales districts demonstrating the highest average monthly amount spent per player were McAllen ($39.24), El Paso ($21.96), and San Antonio ($20.58). The lowest average monthly amounts spent per player were found in Austin ($8.95) and Fort Worth ($10.13).

- The lottery sales districts with the highest median monthly amount spent per player were McAllen ($40.00) and Dallas South ($37.50). On the other hand, four lottery sales districts recorded a single-digit median monthly amount spent per player: Tyler ($5.00), Houston Northwest ($7.00), Austin ($9.00), and Dallas North ($9.50).

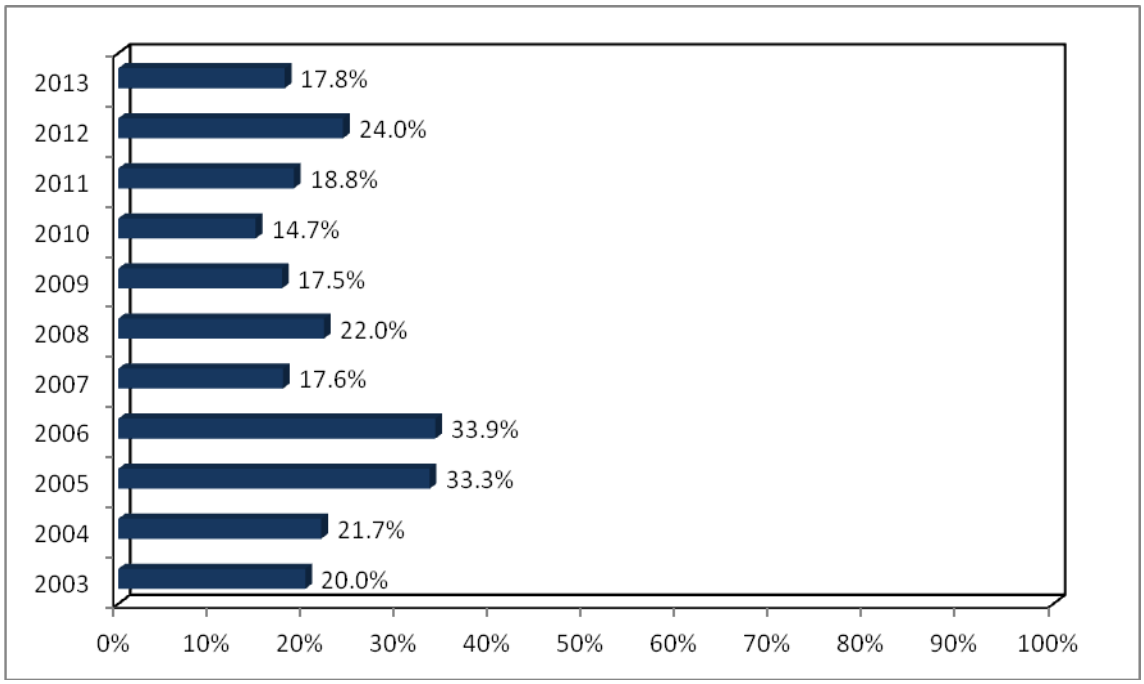
Table 5
Number and Percentage of Respondents Playing by Game/Feature

Texas Lottery Game/Feature	2012 Number and Percent Playing the Game (n=616)	2013 Number and Percent Playing the Game (n=618)	Change in Percentage from 2012
Pick 3 Day	148 (24.0%)	110 (17.8%)	-6.2%
Sum It Up Feature with Pick 3 Day	25 (4.1%)	17 (2.8%)	-1.3%
Pick 3 Night	15 (2.4%)	7 (1.1%)	-1.3%
Sum It Up Feature with Pick 3 Night	9 (1.5%)	6 (1.0%)	-0.5%
Cash 5	145 (23.5%)	131 (21.2%)	-2.3%
Lotto Texas	443 (71.9%)	451 (73.0%)	1.1%
Texas Lottery Scratch-Off Tickets	360 (58.4%)	377 (61.0%)	2.6%
Texas Two Step	88 (14.3%)	75 (12.1%)	-2.2%
Mega Millions	383 (62.2%)	363 (58.7%)	-3.5%
Megaplier Feature with Mega Millions	116 (18.8%)	97 (15.7%)	-3.1%
Daily 4 Day	19 (3.1%)	17 (2.8%)	-0.3%
Sum It Up Feature with Daily 4 Day	3 (0.5%)	5 (0.8%)	0.3%
Daily 4 Night	7 (1.1%)	8 (1.3%)	0.2%
Sum It Up Feature with Daily 4 Night	3 (0.5%)	2 (0.3%)	-0.2%
Powerball	215 (34.9%)	333 (53.9%)	19.0%
Power Play Feature with Powerball	41 (6.7%)	74 (12.0%)	5.3%
Extra! Feature with Lotto Texas	N.A	31 (5.0%)	N.A.
All or Nothing	N.A.	57 (9.2%)	N.A.

Lotto Texas was the most popular Texas Lottery game in 2013: seventy-three percent (73.0) of past-year lottery players had played this most popular game, as shown in Table 5. The second-most popular choice among lottery players was Texas Lottery Scratch-Off Tickets, at 61.0 percent. Mega Millions and Powerball were also popular, with over half of past-year lottery players playing each of these two games (58.7 percent and 53.9 percent, respectively). As compared to the previous year, the Texas Lottery game/feature that recorded the greatest increase in participation rate was Powerball (19.0 percentage point increase) and its add-on feature Power Play (5.3 percentage points). On the other hand, Pick 3 Day suffered the largest decline in participation rate between 2012 and 2013 (6.2 percentage points lower), followed by Mega Millions and its add-on feature Megaplier (a decrease of 3.5 percentage points and 3.1 percentage points, respectively). The new game and the new feature introduced this year—All or Nothing and the Extra! Feature with Lotto Texas—made a good start by recording a 5.0 percent and a 9.2 percent, respectively, participation rate.

IIIb. PICK 3 DAY RESULTS

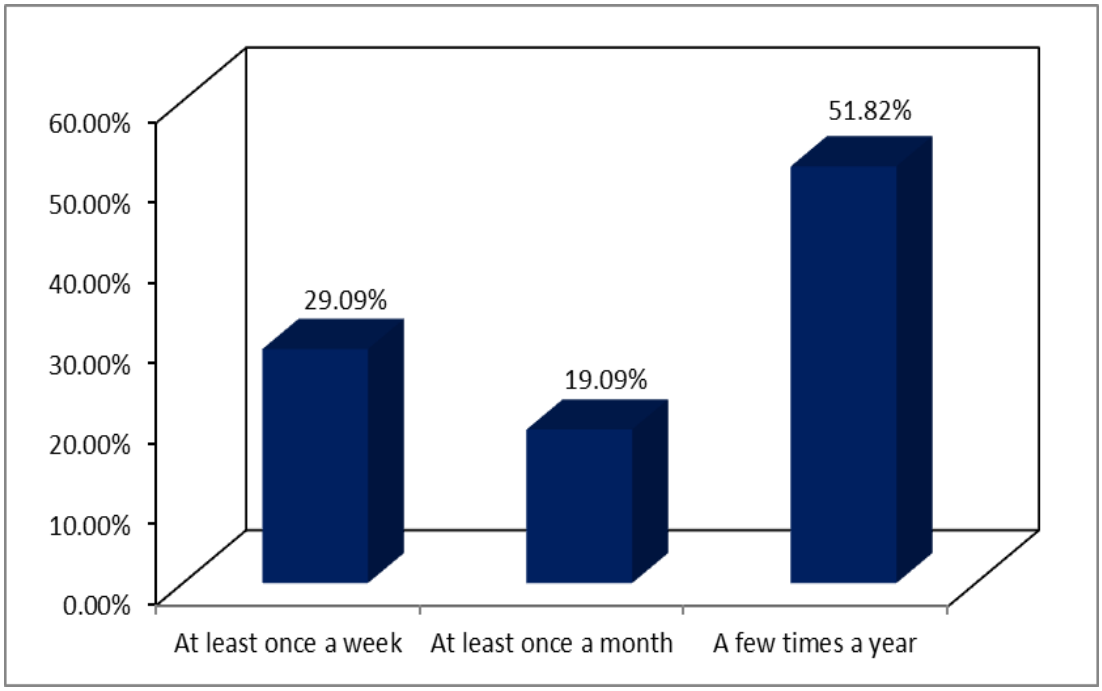
Figure 2
Percentage of Past-Year Players Playing Pick 3 Day



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012 and 2013 survey data and additional survey reports 2003-2006.

As shown in Figure 2, eighteen percent (17.8) of past-year players played Pick 3 Day, a decrease of 6.2 percentage points compared to 2012. The participation rates for Pick 3 Day among lottery players had experienced a decline after two consecutive years' increase, from the lowest recorded rate in 2010.

Figure 3
Frequency of Purchasing Pick 3 Day Tickets
(n=110)



About thirty percent (29.09) of the past-year players that bought Pick 3 Day tickets purchased them at least once a week and about twenty percent (19.09) purchased tickets at least once a month (Figure 3). The frequencies were similar to those recorded in the previous year (32.43 percent and 21.62 percent, respectively). Another fifty-two percent (51.82) of the respondents purchased the tickets only a few times a year, which was 5.87 percentage points higher than the frequency recorded in 2012.

Table 6
Average Number of Times Played Pick 3 Day

Played Pick 3 Day	Average Number of Times Played
Per week for weekly past-year players	2.12
Per month for monthly past-year players	5.76
Per year for yearly past-year players[8]	15.77

The weekly players of Pick 3 Day played this game an average number of 2.12 times per week, and monthly players at an average number of 5.76 times per month. These averages were not much different from the previous year (1.95 times and 5.70 times, respectively). The yearly

players played the game at an average number of 15.77 times per year, which was an increase of 3.59 times as compared to the 2012 report.

Note that weekly, monthly, and yearly rates are distinct from each other. These responses were recorded as follows: respondents that claimed to play weekly were not asked if they played monthly or yearly and respondents that claimed to play monthly were not asked if they played weekly or yearly. Finally, respondents that claimed to play yearly were not asked if they played weekly or monthly.[9]

Table 7
Dollars Spent on Pick 3 Day

Pick 3 Day	Dollars Spent
Average spent per play[10]	$7.62
Average spent per month (mean)	18.77
Average spent per month (median)	4.00

As shown in Table 7, Pick 3 Day players spent an average of $7.62 per play, which was $2.07 more than the previous year. Those who reported playing the game on a monthly basis spent an average of $18.77 per month, or $5.57 higher than in 2012. Half of the respondents were likely to spend $4.00 or more a month on playing Pick 3 Day (compared to the $5.00 in 2012). The per-month figures were for those respondents who reported playing the game on a monthly or more frequent (i.e., weekly) basis.

Table 8
Pick 3 Day: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Pick 3 Day	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year**		
2013	17.8 (n=110)	$3.00
2012	24.0 (n=148)	$4.00
2013 Demographics		
Education		
Less than high school diploma	29.2 (n=7)	--[11]
High school diploma	19.1 (n=30)	5.00
Some college	18.1 (n=27)	5.00
College degree	14.5 (n=26)	1.50
Graduate degree	16.2 (n=16)	3.50
Income*		
Less than $12,000	33.3 (n=7)	5.00
$12,000 to $19,999	26.5 (n=9)	--
$20,000 to $29,999	--[12]	--
$30,000 to $39,999	25.9 (n=7)	16.00
$40,000 to $49,999	31.4 (n=11)	3.00
$50,000 to $50,999	--	--
$60,000 to $74,999	--	--
$75,000 to $100,000	16.1 (n=9)	3.00
More than $100,000	15.1 (n=13)	2.00
Race***		
White	9.1 (n=36)	2.00
Black	41.3 (n=31)	6.00
Hispanic	27.9 (n=29)	3.00
Asian	--	--
Native American Indian	--	--
Other	--	--
Hispanic Origin*		
Yes	26.1 (n=30)	3.50
No	15.6 (n=76)	3.50
Gender		
Female	19.5 (n=58)	3.50
Male	15.6 (n=49)	3.00

Table 8 (continued)

Age		
18 to 24	--	--
25 to 34	16.3 (n=7)	2.00
35 to 44	19.0 (n=12)	3.00
45 to 54	10.9 (n=11)	2.00
55 to 64	17.7 (n=26)	3.50
65 or older	18.8 (n=38)	4.50
Employment Status		
Employed full/part time	16.4 (n=53)	3.00
Unemployed	--	--
Retired	18.8 (n=43)	3.00

Note: * p < 0.05, ** p < 0.01, *** p<0.001. There were statistically significant differences between past-year players and non-players by income, race, and Hispanic origin.

As shown in Table 8, there was a 6.2 percentage point decline among past-year players reporting playing Pick 3 Day in 2013 as compared to 2012 (17.8 percent and 24.0 percent, respectively). The difference was statistically significant.

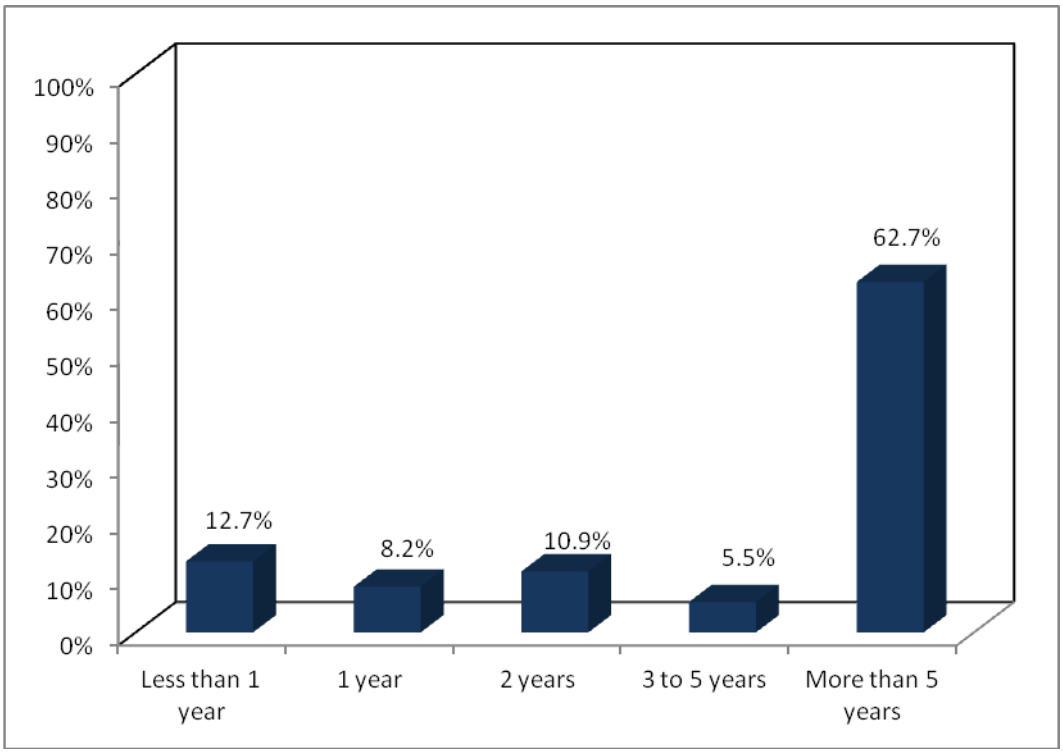
- The differences in income between past-year players who played Pick 3 Day in 2013 and those who did not were statistically significant. Pick 3 Day past-year players whose income was less than $12,000 reported the highest participation rate (33.3 percent). Respondents from the income category of $40,000 to $49,999 had the second-highest participation rate of 31.4 percent. Consistent with previous year's findings, the highest income categories had the lowest participation rates: 15.1 percent for income category of more than $100,000, and 16.1 percent for those earned between $75,000 and $100,000.

- Similar to 2012, the difference between past-year players who played Pick 3 Day and those who did not was statistically significant by race. The highest participation rate was for Blacks (41.3 percent) and the lowest for Whites (9.1 percent). These results were consistent with the 2012 findings. Both racial groups also recorded a decline in participation rate from the previous year: 8.7 percentage points for Whites, and 6.1 percentage points for Blacks. On the other hand, there was an increase in the participation rate for Hispanics, from 23.0 percent last year to 27.9 percent this year. The sample sizes of Asian and Native American Indian respondents were too small to be included in the analysis.

- The differences in Hispanic origin between past-year players who purchased Pick 3 Day tickets and those who did not were statistically significant this year. Consistent with last year's pattern, the 2013 participation rate of past-year players of Hispanic origin was higher than (by 10.5 percentage points) the rate of those past-year players who were not of Hispanic origin (26.1 percent and 15.6 percent, respectively).

- There were no significant differences between past-year players who played Pick 3 Day in 2013 and those who did not by education, gender, age, and employment status.

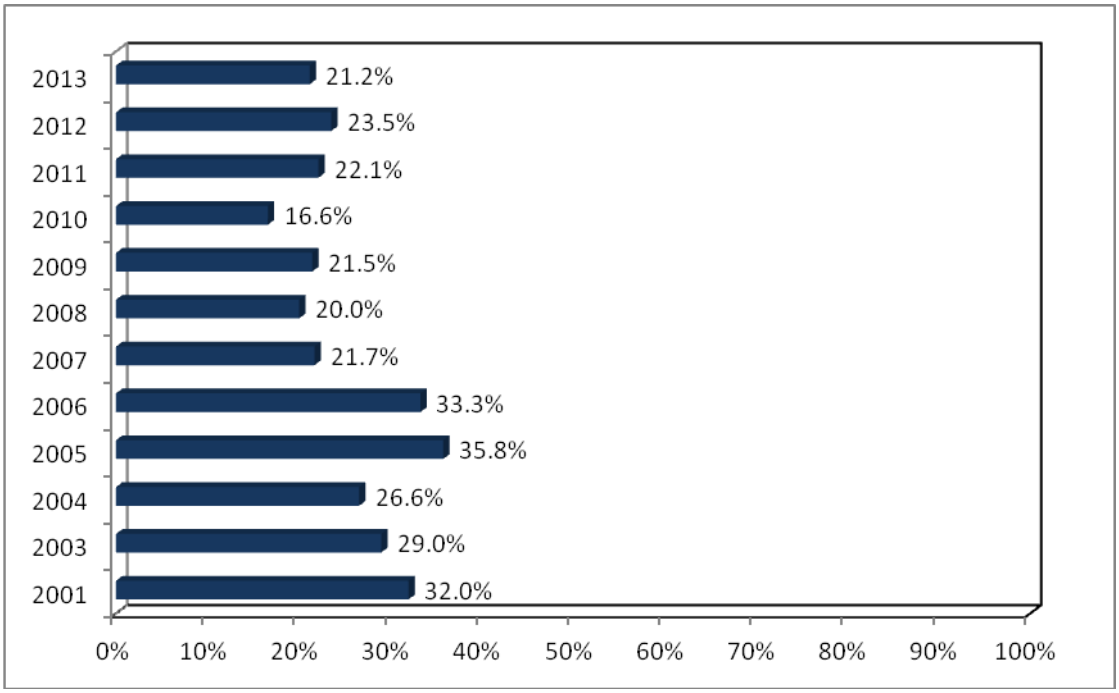
Figure 4
Years Playing Pick 3 Day
(n=110)



As shown in Figure 4, 62.7 percent of the respondents that played Pick 3 Day reported playing it for more than five years; the proportion was 14.8 percentage points higher than in the 2012 survey. A smaller proportion of the respondents indicated having played Pick 3 Day for less than two years (about 21 percent).

IIIc CASH 5 RESULTS

Figure 5
Percentage of Past-Year Players Playing Cash 5



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012 and 2013 survey data and additional survey reports 2001-2006.

As shown in Figure 5, about 21 percent of past-year players reported playing Cash 5. This participation rate was 2.3 percentage points lower than in 2012.

Figure 6
Frequency of Purchasing Cash 5 Tickets
(n=131)

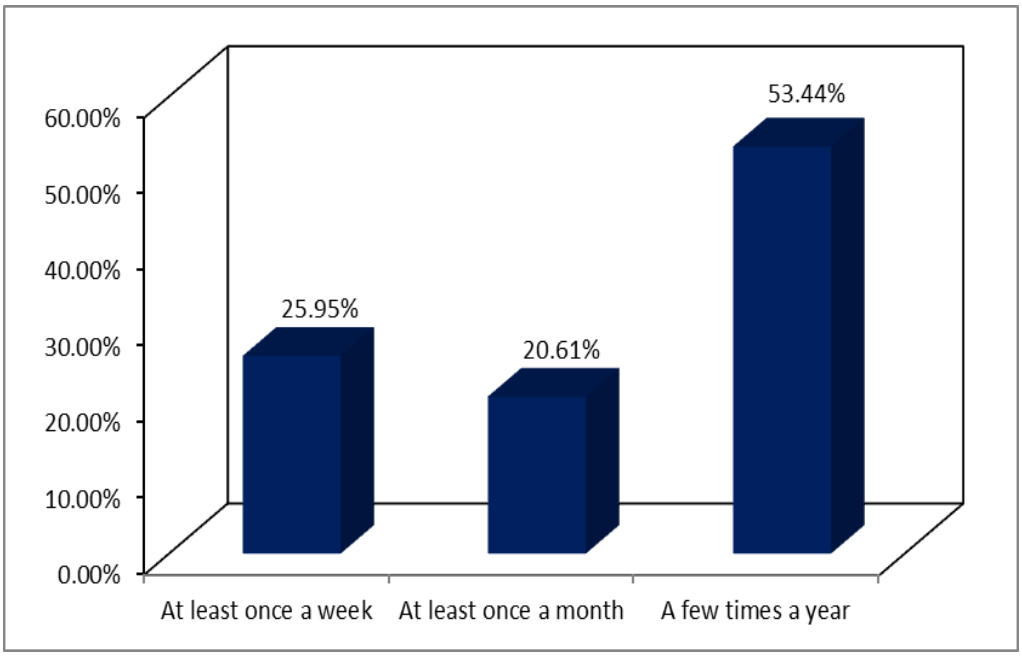


Figure 6 illustrates that about 26 percent (25.95) of the respondents that purchased Cash 5 tickets bought them at least once a week and about 21 percent (20.61) purchased the tickets at least once a month. Fifty-three percent (53.44) did so just a few times a year. The three frequencies of purchasing Cash 5 tickets were similar between 2012 and 2013.

Table 9
Average Number of Times Played Cash 5

Played Cash 5	Average Number of Times Played
Per week for weekly past-year players	1.84
Per month for monthly past-year players[13]	4.55
Per year for yearly past-year players[14]	19.24

Table 9 shows that weekly players of Cash 5 played an average number of 1.84 times per week. Monthly players played this game 4.55 times per month on average. Both frequencies were not much different from last year (2.00 times and 5.14 times, respectively). Yearly players played the game 19.24 times per year on average, which was about 5 times more than in 2012.

Table 10
Dollars Spent on Cash 5

Cash 5	Dollars Spent
Average spent per play	$5.79
Average spent per month (mean)	10.22
Average spent per month (median)	4.00

As reported in Table 10, Cash 5 players spent an average of $5.79 per play, which was similar to the amount spent last year ($5.11). Those who reported playing the game at a monthly or more frequent basis spent an average of $10.22 per month, which was an increase of $2.21 from 2012. Half of the respondents were likely to spend $4.00 or more a month on playing Cash 5, compared to the $3.00 reported in the previous year.

Table 11 indicates that there was a small decrease in the overall participation rates between 2012 and 2013 (21.2 percent and 23.5 percent, respectively) for the Cash 5 game. However, the difference between the two years was statistically not significant.

- Similar to 2012, the differences in education between past-year individuals who played Cash 5 and those who did not were statistically significant. Consistent with last year's findings, participation rates were generally higher among players who had lower levels of education than those with higher levels of education. Players with less than a high school diploma recorded the highest participation rate (50.0 percent, which was 13.9 percentage points more than in 2012). The participation rate of respondents with a high school diploma was about 29 percent (28.7). In contrast, Cash 5 past-year players with graduate degrees had the lowest rate of participation (10.1 percent, which was 6.6 percentage points lower than the previous year).

- Unlike 2012, the difference in race between past-year players who played Cash 5 and those who did not was statistically significant. The participation rate for Cash 5 past-year players was 17.4 percent for White, which was lower than the 20.5 percent reported in 2012. Conversely, the participation rate for Black past-year players was 6.4 percentage points higher than the previous year. Hispanic past-year players reported a participation rate of 27.9 percent (not much different from last year). The sample sizes of the other race categories were too small to be included in the analysis and generalized to the Texas population at large.

- The differences between past-year players who purchased Cash 5 tickets and those who did not were statistically not significant by income, Hispanic origin, gender, age, and employment status.

Table 11
Cash 5: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

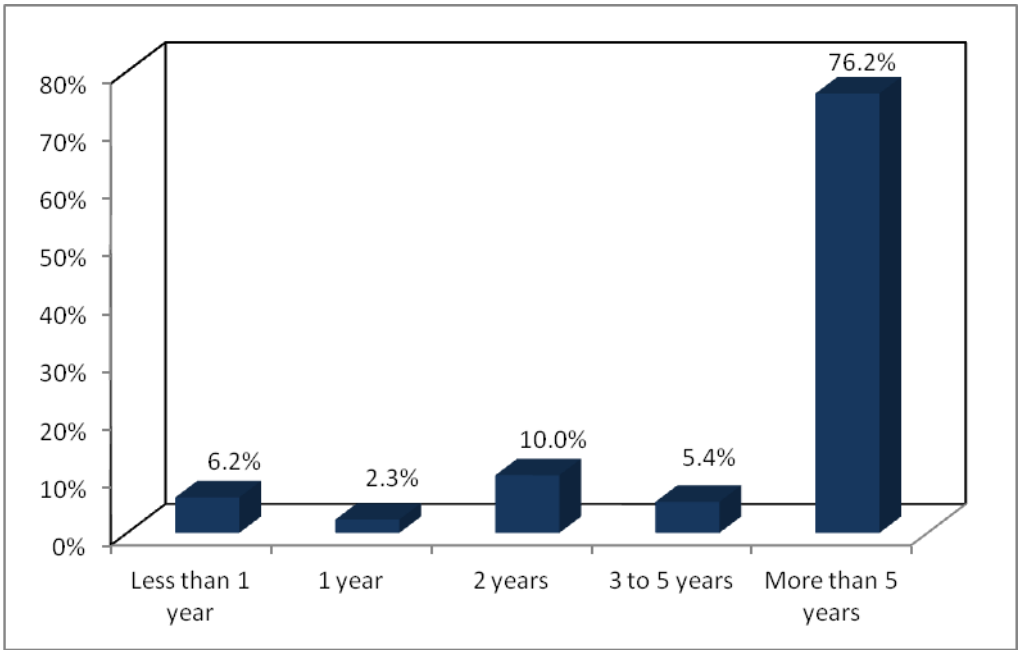
Cash 5	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	21.2 (n=131)	$4.00
2012	23.5 (n=145)	3.00
2013 Demographics		
Education***		
Less than high school diploma	50.0 (n=12)	5.50
High school diploma	28.7 (n=45)	5.00
Some college	17.9 (n=27)	3.00
College degree	20.7 (n=37)	2.00
Graduate degree	10.1 (n=10)	3.00
Income		
Less than $12,000	--	--
$12,000 to $19,999	33.3 (n=11)	4.00
$20,000 to $29,999	29.3 (n=12)	5.00
$30,000 to $39,999	21.4 (n=6)	5.00
$40,000 to $49,999	22.9 (n=8)	2.00
$50,000 to $50,999	15.8 (n=6)	--
$60,000 to $74,999	--	--
$75,000 to $100,000	--	--
More than $100,000	20.7 (n=18)	--
Race*		
White	17.4 (n=69)	2.00
Black	35.5 (n=27)	5.00
Hispanic	27.9 (n=29)	4.00
Asian	--	--
Native Amer6ican Indian	--	--
Other	--	--
Hispanic Origin		
Yes	27.0 (n=31)	5.00
No	20.2 (n=99)	3.00
Gender		
Female	23.1 (n=69)	3.00
Male	19.7(n=62)	5.00

Table 11 (continued)

Age		
18 to 24	--	--
25 to 34	23.3 (n=10)	5.00
35 to 44	15.9 (n=10)	--
45 to 54	19.4 (n=20)	2.00
55 to 64	25.7 (n=38)	1.50
65 or older	21.9 (n=44)	5.00
Employment Status		
Employed full/part time	21.1 (n=69)	2.00
Unemployed	--	--
Retired	21.1 (n=48)	4.50

Note: * p < 0.05, *** p < 0.001. There were statistically significant differences between past-year players and non-players by education and race.

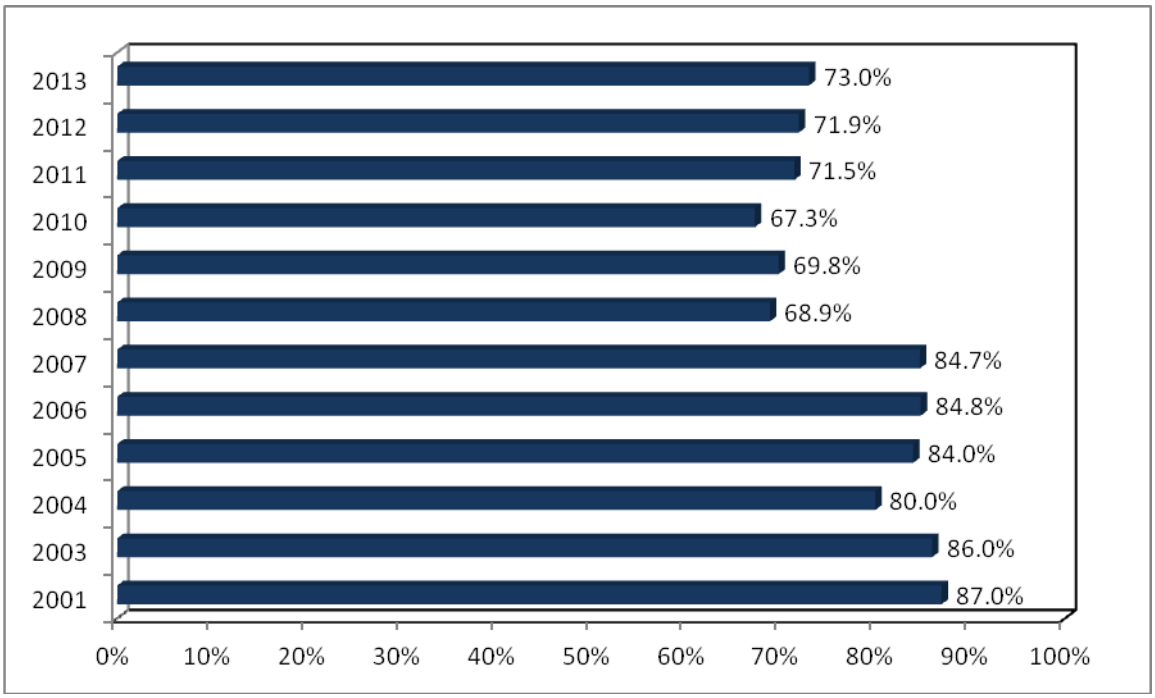
Figure 7
Years Playing Cash 5
(n=130)



Seventy-six percent (76.2) of the respondents who played Cash 5 during the past year reported playing it for more than five years, which was 30.5 percentage points greater than the previous year's 45.7 percent. On the other hand, 8.5 percent of respondents reported having played Cash 5 for less than two years (Figure 9).

IIId. LOTTO TEXAS RESULTS

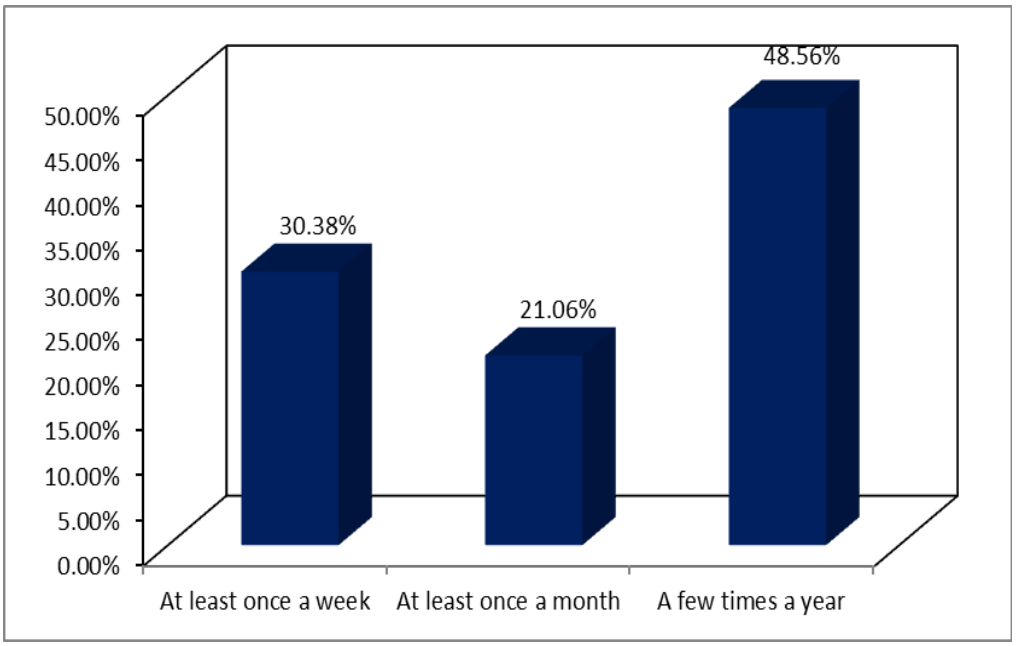
Figure 8
Percentage of Past-Year Players Playing Lotto Texas



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012, and 2013 survey data and additional survey reports 2001-2006.

Figure 8 shows that seventy-three percent (73.0) of past-year players bought Lotto Texas. Similar to 2012, Lotto Texas was the most popular Texas Lottery game this year. The participation rate was slightly higher (1.1 percentage points) than in 2012.

Figure 9
Frequency of Purchasing Lotto Texas Tickets
(n=451)



The frequencies of the past-year players purchasing Lotto Texas tickets were similar between 2013 and 2012. In Figure 9, thirty percent (30.38) of respondents that purchased Lotto Texas tickets purchased them at least once a week. About 20 percent (21.06) purchased the tickets at least once a month, and nearly half of the respondents (48.56 percent) indicated having purchased Lotto Texas tickets a few times a year.

Table 12
Average Number of Times Played Lotto Texas

Played Lotto Texas	Average Number of Times Played
Per week for weekly past-year players	1.50
Per month for monthly past-year players	5.69
Per year for yearly past-year players[15]	25.77

Table 12 indicates that weekly players of Lotto Texas bought the game 1.50 times per week while monthly players did so 5.69 times per month on average. Both frequencies were not too different from 2012. Yearly players recorded playing 5.69 times more this year than last year, with an average number of 25.77 times.

Table 13
Dollars Spent on Lotto Texas

Lotto Texas	Dollars Spent
Average spent per play	$6.01
Average spent per month (mean)	13.69
Average spent per month (median)	5.00

Table 13 shows that Lotto Texas players spent an average of $6.01 per play, which was almost the same as in 2012. Those who reported playing the game on a monthly or more frequent basis spent an average of $13.69 per month, or $1.81 more than the average amount recorded in the previous year. Approximately half of the respondents were likely to spend $5.00 or more a month on playing Lotto Texas, exactly the same as 2012.

Table 14 indicates that the 1.1 percentage point difference in participation rates between 2013 (73.0 percent) and 2012 (71.9 percent) was statistically not significant. However, the differences in income, Hispanic origin, and age between past-year players who played Lotto Texas and those who did not were statistically significant.

- The differences between past-year players who played Lotto Texas and those who did not were statistically not significant by any of the demographic categories in 2013: education, income, race, Hispanic origin, gender, age, and employment status.

- There was notable increase in the participation rate (12.5 percentage points) between this year (79.2 percent) and last year (66.7 percent) for Lotto Texas past-year players with education of less than high school diploma. Lotto Texas past-year players with income of less than $12,000, and those of income between $12,000 and $19,999, recorded sizable increases in participation rates—14.3 percentage points and 14.8 percentage points, respectively, in 2013. With regard to race, Hispanic past-year players had a 10.2 percentage point increase in the participation rate in 2013 as compared to 2012. On the other hand, there were no notable differences in the participation rates for the subcategories under gender, age, and employment status.

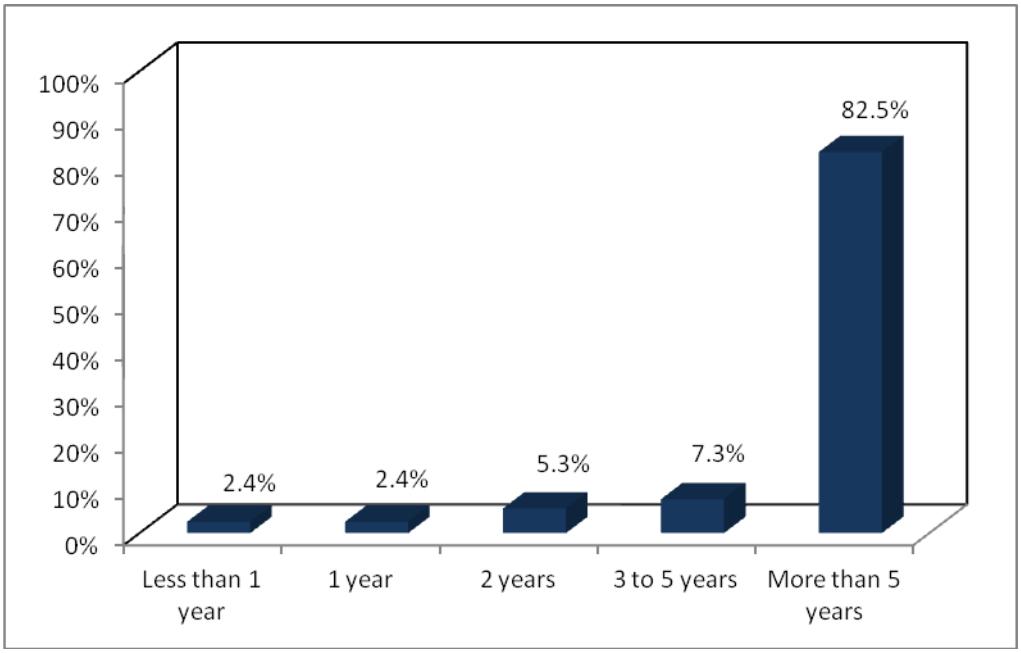
Table 14
Lotto Texas: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Lotto Texas	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	73.0 (n=451)	$5.00
2012	71.9 (n=443)	5.00
2013 Demographics		
Education		
Less than high school diploma	79.2 (n=19)	10.00
High school diploma	71.8 (n=112)	5.00
Some college	74.2 (n=112)	5.00
College degree	74.3 (n=133)	3.00
Graduate degree	73.5 (n=72)	4.00
Income		
Less than $12,000	71.4 (n=15)	5.00
$12,000 to $19,999	78.8 (n=26)	4.00
$20,000 to $29,999	68.3 (n=28)	8.50
$30,000 to $39,999	75.0 (n=21)	4.00
$40,000 to $49,999	71.4 (n=25)	5.00
$50,000 to $50,999	78.9 (n= 30)	3.50
$60,000 to $74,999	77.4 (n=24)	9.00
$75,000 to $100,000	76.8 (n=43)	6.00
More than $100,000	79.3 (n=69)	3.00
Race		
White	73.6 (n=290)	5.00
Black	80.3 (n=61)	6.00
Hispanic	72.1 (n=75)	5.00
Asian	72.7 (n=8)	4.00
Native American Indian	--	--
Other	85.7 (n=6)	3.00
Hispanic Origin		
Yes	71.3 (n=82)	5.00
No	74.6 (n=364)	5.00
Gender		
Female	74.4 (n=221)	4.00
Male	72.7 (229)	5.00

Table 14 (continued)

Age		
18 to 24	47.4 (n=9)	4.00
25 to 34	62.8 (n=27)	5.00
35 to 44	68.3 (n=43)	5.00
45 to 54	77.7 (n=80)	4.00
55 to 64	81.8 (n=121)	4.00
65 or older	71.4 (n=142)	5.00
Employment Status		
Employed full/part time	74.0 (n=242)	5.00
Unemployed	60.9 (n=14)	4.50
Retired	72.6 (n=164)	5.00

Figure 10
Years Playing Lotto Texas
(n=451)



A total of eighty-three percent (82.5) of the respondents who played Lotto Texas in the past year reported playing it for more than five years. This was 9.2 percentage points greater than in 2012. On the other hand, just five percent (4.8) of the respondents reported having played Lotto Texas for one year or less (Figure 10).

IIIe. EXTRA! FEATURE WITH LOTTO TEXAS RESULTS

Percentage of Past-Year Players Purchasing Extra! Feature with Lotto Texas

Extra! is a new feature of the Texas Lotto game introduced in 2013. A total of thirty-one (31), or five percent (5.0), of past-year lottery players reported purchasing this add-on feature, a relatively small percentage as compared to some games.

Figure 11
Frequency of Purchasing Extra! Feature with Lotto Texas
(n=31)

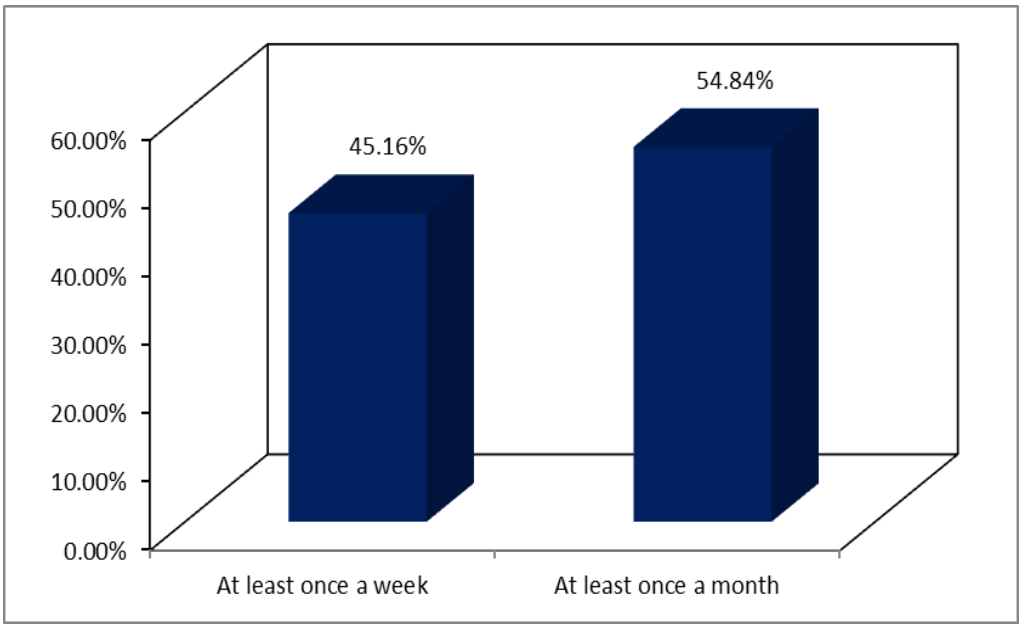


Figure 11 shows that forty-five percent (45.16) of respondents purchased the Extra! feature with Lotto Texas at least once a week. The other fifty-five percent (54.84) purchased the feature at least once a month.

Table 15
Average Number of Times Purchased Extra! Feature with Lotto Texas

Purchased Extra! Feature with Lotto Texas	Average Number of Times Purchased
Per week for weekly past-year players	1.67
Per month for monthly past-year players	3.27

Table 15 shows that weekly players picked Extra! feature with Lotto Texas 1.67 times per week on average while monthly players did so 3.27 times per month.

Table 16
Dollars Spent on Extra! Feature with Lotto Texas

Extra! Feature with Lotto Texas	Dollars Spent
Average spent per play	$10.55
Average spent per month (mean)	6.17
Average spent per month (median)	4.00

As shown in Table 16, Extra! feature players spent an average of $10.55 per play. Those who reported adding the feature on a monthly or more frequent basis spent an average of $6.17 per month. Roughly half of the respondents were likely to spend $4.00 or less a month on the Extra! feature.

Table 17 shows the demographics of respondents who chose Extra! feature with Lotto Texas.

- The difference between past-year players who chose Extra! feature and those who did not was statistically significant by age. The participation rate for the Extra! feature was highest for the respondents between the ages of 45 to 54 who reported a participation rate of 8.9 percent. The participation rate of the respondents between the ages of 55 to 64 was 5.5 percent.

None of the differences between past-year players who selected Extra! feature and those who did not was statistically significant in 2013 for the remaining demographic factors analyzed (education, income, race, Hispanic origin, gender, and employment status).

Table 17
Extra! Feature with Lotto Texas: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Extra! Feature with Lotto Texas	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	5.0 (n=31)	$4.00
2013 Demographics		
Education		
Less than high school diploma	--	--
High school diploma	4.5 (n=7)	4.00
Some college	5.4 (n=8)	4.00
College degree	5.6 (n=10)	1.00
Graduate degree	--	--
Income		
Less than $12,000	--	--
$12,000 to $19,999	--	--
$20,000 to $29,999	--	--
$30,000 to $39,999	--	--
$40,000 to $49,999	--	--
$50,000 to $59,999	--	--
$60,000 to $74,999	--	--
$75,000 to $100,000	--	--
More than $100,000	8.3 (n=7)	1.00
Race		
White	4.6 (n=18)	3.00
Black	--	--
Hispanic	7.8 (n=8)	4.00
Asian	--	--
Native American Indian	--	--
Other	--	--
Hispanic Origin		
Yes	8.0 (n=9)	4.00
No	4.6 (n=22)	2.00
Gender		
Female	4.8 (n=14)	4.00
Male	5.5 (17)	2.00

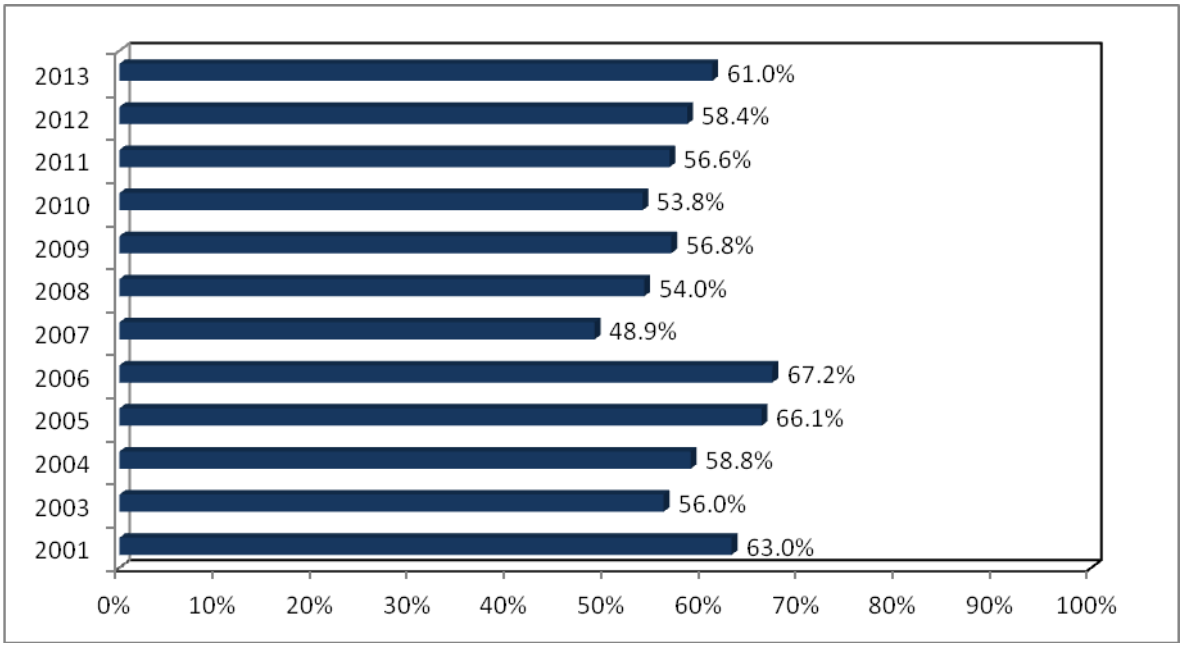
Table 17 (continued)

Age*		
18 to 24	--	--
25 to 34	--	--
35 to 44	--	--
45 to 54	8.9 (n=9)	4.00
55 to 64	5.5 (n=8)	1.00
65 or older	--	--
Employment Status		
Employed full/part time	6.5 (n=21)	5.00
Unemployed	--	--
Retired	3.6 (n=8)	2.00

Note: * p < 0.05. There was statistically significant difference between past-year players and non-players by age.

IIIf. TEXAS LOTTERY SCRATCH-OFF TICKETS RESULTS

Figure 12
Percentage of Past-Year Players Playing Texas Lottery Scratch-Off Tickets



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012, and 2013 survey data and additional survey reports 2001-2006.

As illustrated in Figure 12, sixty-one percent (61.0) of past-year players bought Texas Lottery Scratch-Off games, almost 3 percentage points higher than the amount reported in 2012 (58.4 percent).

Figure 13
Frequency of Purchasing Texas Lottery Scratch-Off Tickets
(n=377)

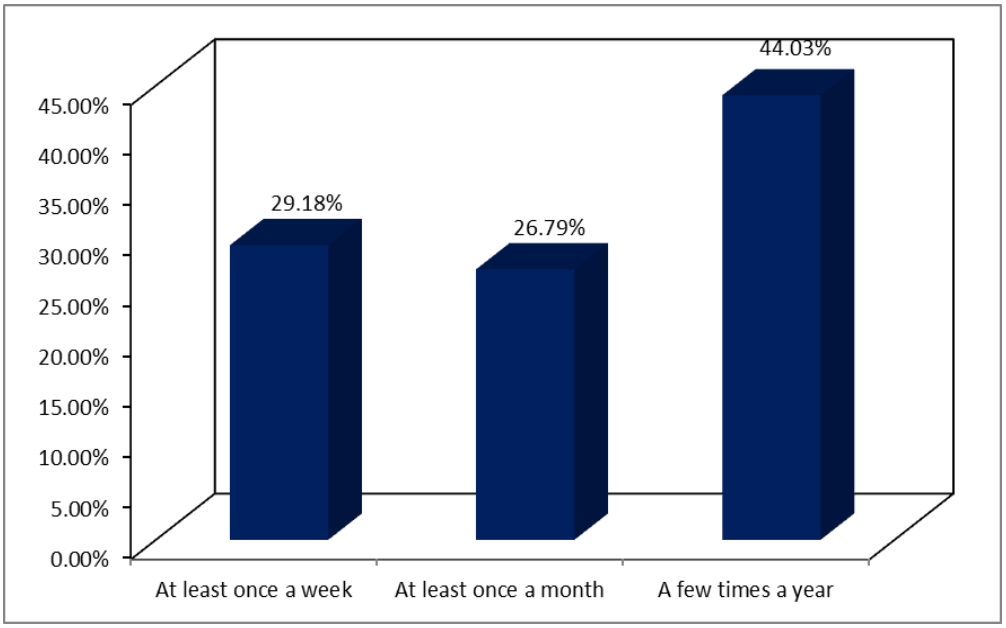


Figure 13 illustrates that 29.18 percent of respondents purchased Texas Lottery Scratch-Off games at least once a week. A total of 26.79 percent purchased the tickets at least once a month. Another 44.03 percent reported purchasing tickets a few times a year.

Table 18
Average Number of Times Played Texas Lottery Scratch-Off Tickets

Played Texas Lottery Scratch-Off Tickets	Average Number of Times Played
Per week for weekly past-year players	2.04
Per month for monthly past-year players	6.01
Per year for yearly past-year players [16]	23.78

The average numbers of times played for the Texas Lottery Scratch-Off Tickets were about the same for 2013 and 2012 for the weekly and monthly players. Weekly players played an average number of 2.04 times per week in 2013 (Table 18). Monthly players played an average number of 6.01 times per month. The yearly players played an average number of 23.78 times per year, which was higher than the 20.63 times in 2012.

Table 19
Dollars Spent on Texas Lottery Scratch-Off Tickets

Texas Lottery Scratch-Off Tickets	Dollars Spent
Average spent per play	$7.88
Average spent per month (mean)[17]	17.39
Average spent per month (median)	5.00

Table 19 shows that Texas Lottery Scratch-Off Tickets players spent an average of $7.88 per play. Those who played scratch-off games on a monthly or more frequent basis spent an average of $17.39 per month. Half of the respondents spent $5.00 or more per month playing Texas Lottery Scratch-Off Tickets. All the three frequencies were lower than those in 2012 ($10.50, $20.60 and $8.00, respectively).

Table 20 indicates that there was a slight increase in the overall participation rates between 2012 and 2013 (58.4 and 61.0 percent, respectively) for Texas Lottery Scratch-Off Tickets. However, the difference between the two years was statistically not significant.

- The difference between the past-year players who played Texas Lottery Scratch-Off Tickets and those who did not was statistically significant by education. Those with less than a high school diploma showed a participation rate of sixty-three percent (62.5), which was 18.1 percentage points lower than last year. In contrast, respondents with higher degrees increased their participation rates compared to the previous year. Past-year players with graduate degrees reported the lowest participation rate (44.9 percent). Excluding respondents without a high school diploma, the participation rates for Texas Lottery Scratch-Off Tickets past-year players decreased as the educational level increased. These findings were similar to the 2012 survey results.

- Contrary to the 2012 survey results, there were statistically significant differences between the past-year players and non-players by income, Hispanic origin, and gender. The participation rate for Texas Lottery Scratch-Off Tickets was highest for the income category of between $20,000 and $29,999 (78.0 percent), a 7.7 percentage-point increase compared with last year. Unlike the previous year, those with income of less than $12,000 did not report the lowest participation rate. The lowest participation rate was for respondents with income between $75,000 and $100,000 (44.6 percent). The median dollars spent per month ranged from $1.00 for the income category of $60,000 -$74,999 to $20.00 for the income category of between $30,000 and $39,999.

- The proportion of the past-year players of Texas Lottery Scratch-Off Tickets was higher for those of Hispanic origin than those who were not (69.6 percent and 59.2 percent, respectively). In addition, as in the previous year's report, the participation rate of females was greater than that of males (67.0 percent versus 55.3 percent).

Table 20
Texas Lottery Scratch-Off Tickets: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

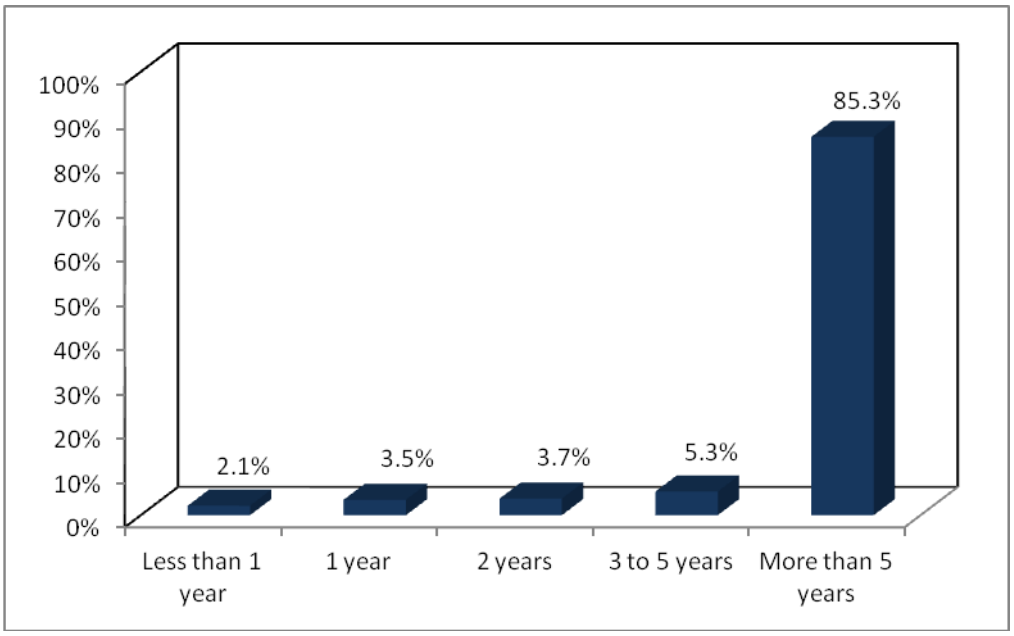
Texas Lottery Scratch-Off Tickets	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	61.0 (n=377)	$5.00
2012	58.4 (n=360)	8.00
2013 Demographics		
Education***		
Less than high school diploma	62.5 (n=15)	20.00
High school diploma	69.6 (n=110)	6.00
Some college	66.2 (n=100)	5.00
College degree	57.6 (n=102)	5.00
Graduate degree	44.9 (n=44)	5.00
Income**		
Less than $12,000	68.2 (n=15)	15.00
$12,000 to $19,999	72.7 (n=24)	8.00
$20,000 to $29,999	78.0 (n=32)	5.50
$30,000 to $39,999	67.9 (n=19)	20.00
$40,000 to $49,999	71.4 (n=25)	4.00
$50,000 to $59,999	50.0 (n= 19)	5.00
$60,000 to $74,999	61.3 (n=19)	1.00
$75,000 to $100,000	44.6 (n=25)	10.00
More than $100,000	57.6 (n=49)	3.00
Race		
White	57.2 (n=226)	5.00
Black	77.6 (n=59)	9.00
Hispanic	68.3 (n=71)	10.00
Asian	54.5 (n=6)	15.00
Native American Indian	--	--
Other	--	--
Hispanic Origin*		
Yes	69.6 (n=80)	10.00
No	59.2 (n=289)	5.00
Gender**		
Female	67.9 (n=203)	5.00
Male	55.3 (n=173)	8.00

Table 20 (continued)

Age		
18 to 24	84.2 (n=16)	7.50
25 to 34	65.1 (n=28)	12.50
35 to 44	66.7 (n=42)	4.50
45 to 54	56.9 (n=58)	5.00
55 to 64	62.6 (n=92)	5.00
65 or older	59.7 (n=120)	5.00
Employment Status		
Employed full/part time	60.6 (n=197)	5.00
Unemployed	70.8 (n=17)	10.00
Retired	60.4 (n=137)	5.00

Note: *p<0.05, **p<0.01, ***p<0.001. There was statistically significant difference between past-year players and non-players by education, income, Hispanic origin, and gender.

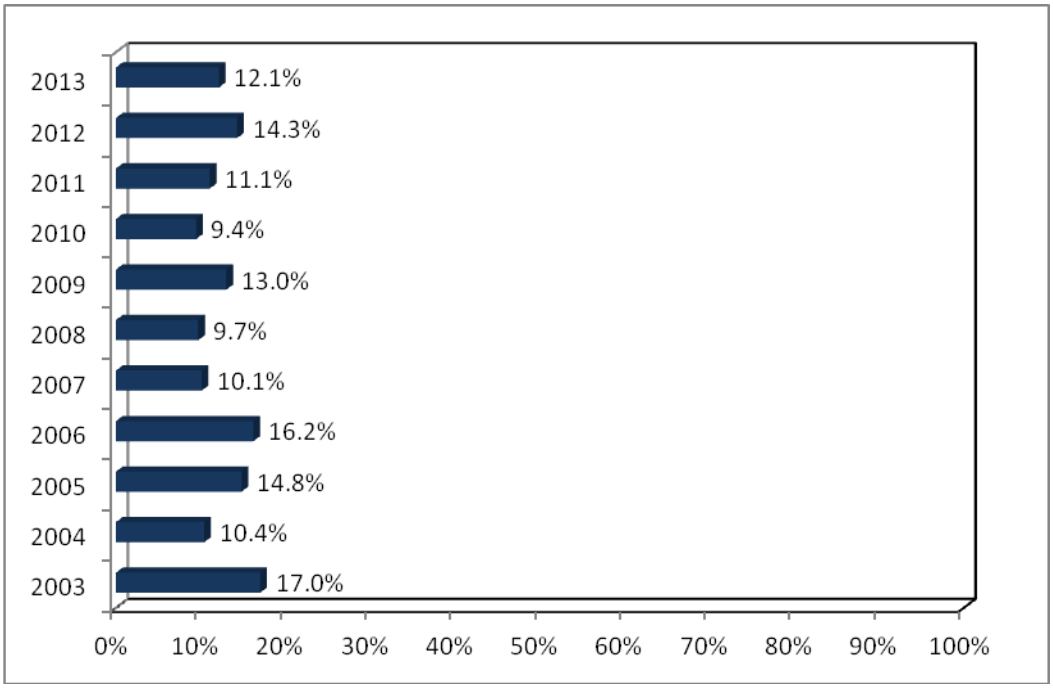
Figure 14
Years Playing Texas Lottery Scratch-Off Games
(n=375)



Eighty-five percent (85.3) of the respondents who played Texas Lottery Scratch-Off Tickets reported playing them for more than 5 years. The rate was 12.9 percentage points greater than in the previous year. On the other hand, only six percent (5.6) of respondents reported having played Texas Lottery Scratch-Off Tickets for one year or less (Figure 14).

IIIg. TEXAS TWO STEP RESULTS

Figure 15
Percentage of Past-Year Players Playing Texas Two Step



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012, and 2013 survey data and additional survey reports 2003-2006.

As shown in Figure 15, 12.1 percent of the past-year players played Texas Two Step, which was 2.2 percentage points lower than the participation rate recorded in 2012.

Figure 16
Frequency of Purchasing Texas Two Step Tickets
(n=75)

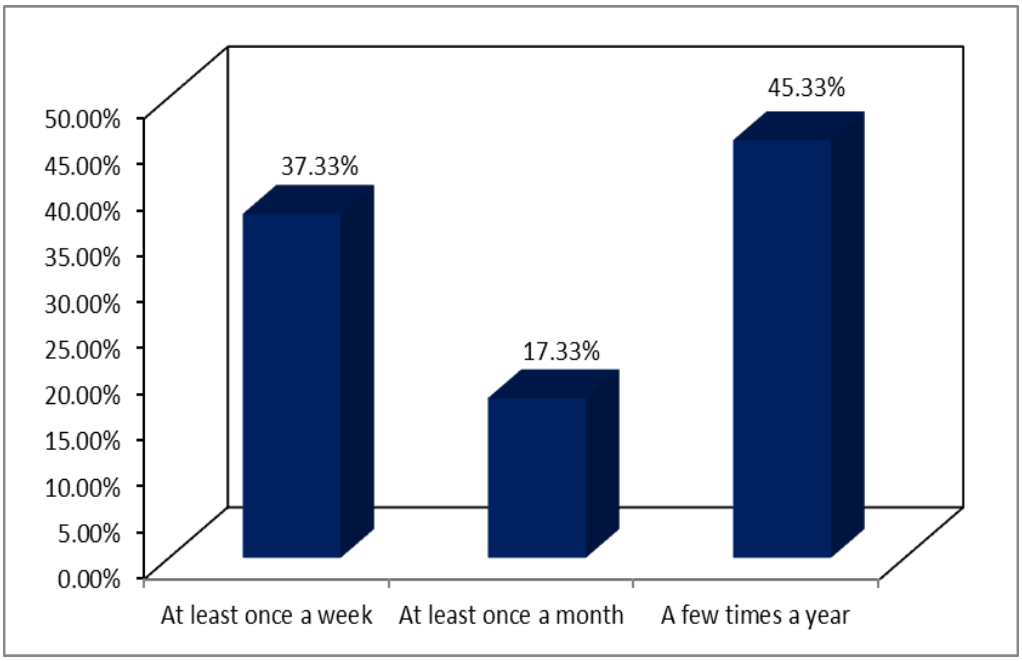


Figure 16 illustrates that slightly more than thirty-seven percent (37.33) of Texas Two Step players purchased tickets for the game at least once a week. Forty-five percent (45.33) of the players purchased tickets a few times a year. Another seventeen percent (17.33) indicated that they purchased tickets for Texas Two Step at least once a month.

Table 21
Average Number of Times Played Texas Two Step

Played Texas Two Step	Average Number of Times Played
Per week for weekly past-year players	3.83
Per month for monthly past-year players[18]	4.90
Per year for yearly past-year players[19]	21.17

Table 21 indicates that weekly players of Texas Two Step played an average number of 3.83 times per week, monthly players 4.90 times per month, and yearly players 21.17 times per year. All three averages were quite similar to those reported in 2012 (3.77, 4.83, and 18.06, respectively).

Table 22
Dollars Spent on Texas Two Step

Texas Two Step	Dollars Spent
Average spent per play	$4.09
Average spent per month (mean)	8.39
Average spent per month (median)	4.00

As shown in Table 22, respondents playing Texas Two Step spent an average of $4.09 per play. Those who reported playing the game at a monthly or more frequent basis spent an average of $8.39 per month. The median monthly expenditure was $4.00, which was $2.00 higher than in 2012 ($2.00).

Table 23 indicates that there was no statistically significant difference in the overall participation rates between 2012 (14.3 percent) and 2013 (12.1 percent).

In addition, in contrast to 2012, the present survey did not report any statistically significant differences between past-year players who played Texas Two Step in 2013 and those who did not for all the demographic factors: education, income, race, Hispanic origin, gender, age, and employment status.

Table 23
Texas Two Step: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Texas Two Step	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	12.1 (n=75)	$3.00
2012	14.3 (n=88)	2.00
2013 Demographics		
Education		
Less than high school diploma	37.5 (n=9)	1.00
High school diploma	10.3 (n=16)	5.00
Some college	10.7 (n=16)	8.00
College degree	12.4 (n=22)	0.50
Graduate degree	10.2 (n=10)	3.50
Income		
Less than $12,000	--	--
$12,000 to $19,999	27.3 (n=9)	4.00
$20,000 to $29,999	--	--
$30,000 to $39,999	--	--
$40,000 to $49,999	17.6 (n=6)	3.00
$50,000 to $59,999	--	--
$60,000 to $74,999	--	--
$75,000 to $100,000	19.6 (n=11)	2.00
More than $100,000	9.2 (n=8)	1.00
Race		
White	9.9 (n=39)	2.00
Black	23.0 (n=17)	8.00
Hispanic	14.6 (n=15)	5.00
Asian	--	--
Native American Indian	--	--
Other	--	--
Hispanic Origin		
Yes	12.3 (n=14)	5.50
No	12.3 (n=60)	2.50
Gender		
Female	13.2 (n=39)	2.00
Male	11.5 (n=36)	5.50

Table 23 (continued)

Age		
18 to 24	--	--
25 to 34	--	--
35 to 44	17.5 (n=11)	2.00
45 to 54	10.9 (n=11)	8.00
55 to 64	15.0 (n=22)	7.00
65 or older	14.1 (n=28)	2.00
Employment Status		
Employed full/part time	12.3 (n=40)	3.50
Unemployed	--	--
Retired	12.0 (n=27)	4.00

Figure 17
Years Playing Texas Two Step
(n=75)

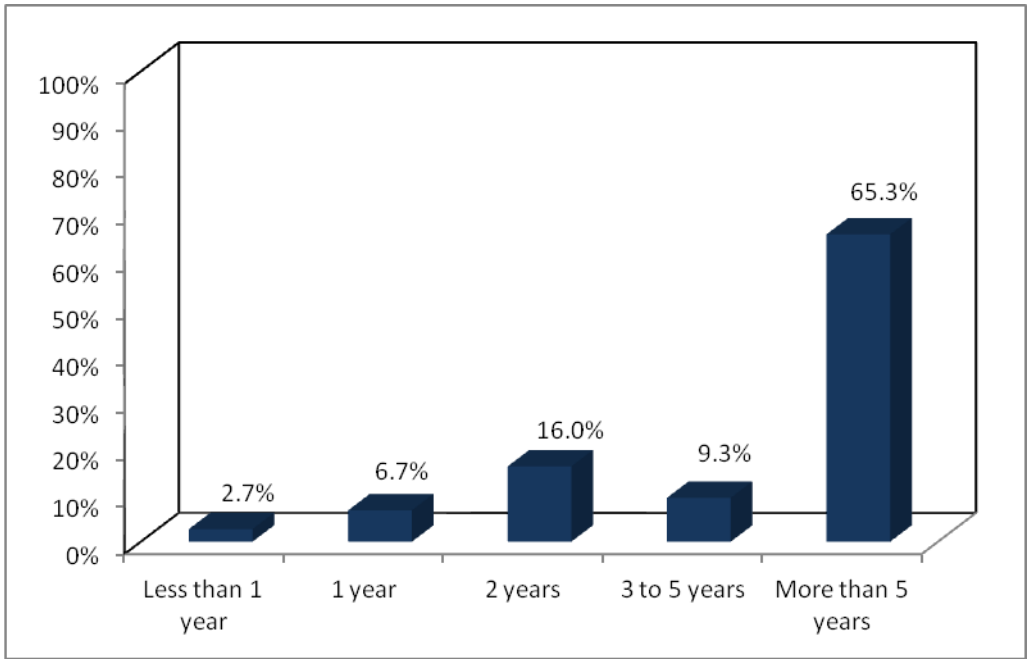
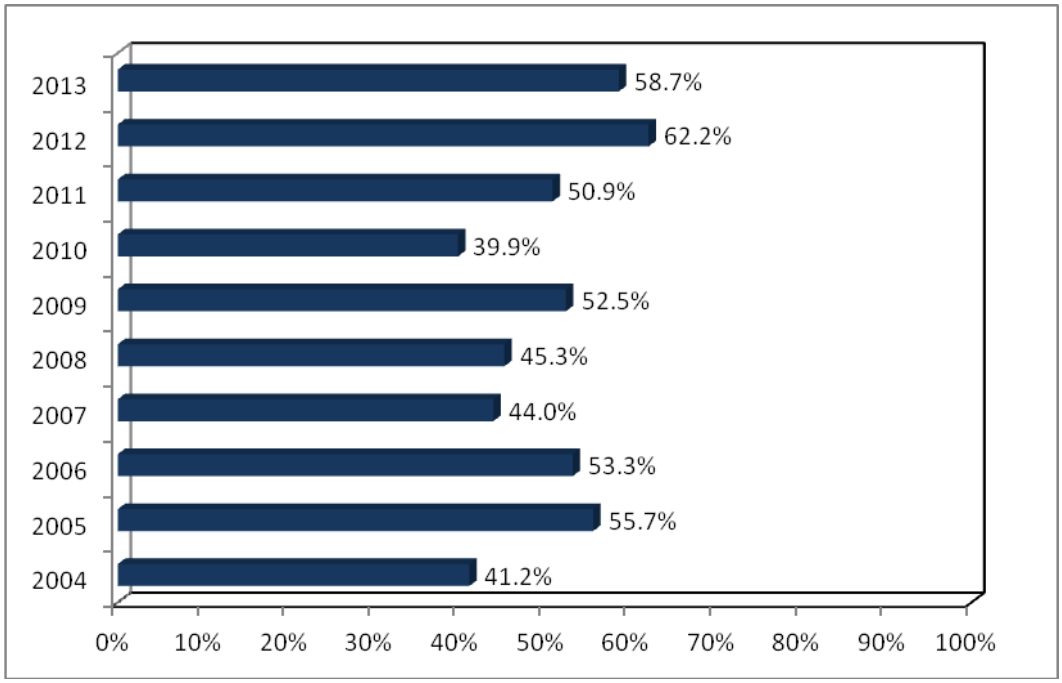


Figure 17 shows that 65.3 percent of respondents indicated that they had bought Texas Two Step for more than five years. In contrast, 9.4 percent of respondents reported having played Texas Two Step for less than two years.

IIIh. MEGA MILLIONS RESULTS

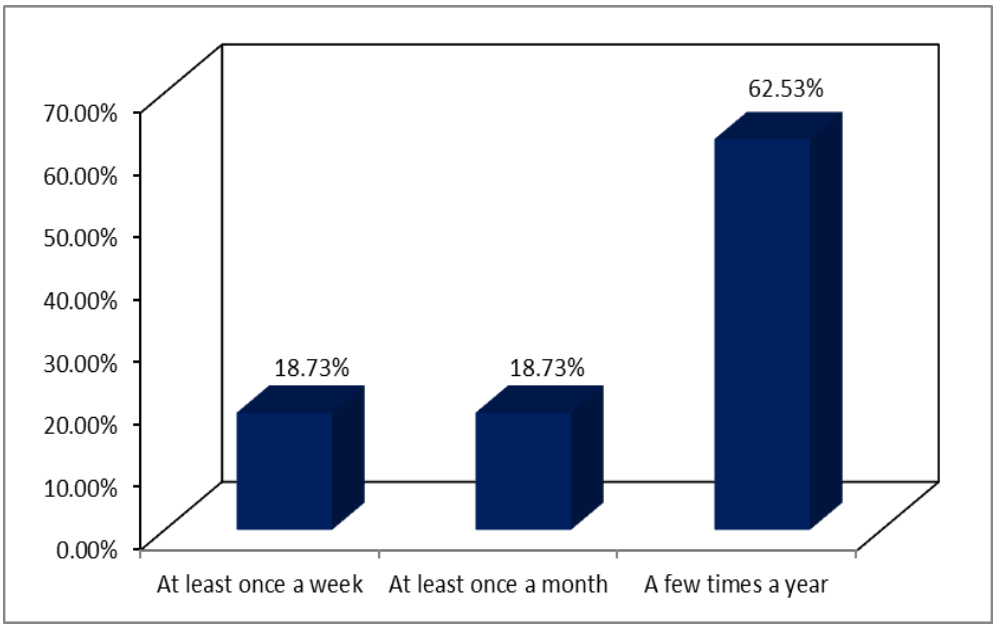
Figure 18
Percentage of Past-Year Players Playing Mega Millions



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012, and 2013 survey data and additional survey reports 2004-2006.

As illustrated in Figure 18, 58.7 percent of past-year players played Mega Millions, a decline of 3.5 percentage points over the participation rate of the previous year.

Figure 19
Frequency of Purchasing Mega Millions Tickets
(n=363)



A total of 18.73 percent of respondents reported that they purchased Mega Millions tickets at least once a week. Exactly the same percentage (18.73) said that they purchased Mega Millions tickets at least once a month. The remaining 62.53 percent purchased Mega Millions tickets a few times a year (Figure 19).

Table 24
Average Number of Times Played Mega Millions

Played Mega Millions	Average Number of Times Played
Per week for weekly past-year players	1.33
Per month for monthly past-year players[20]	3.09
Per year for yearly past-year players	18.74

As shown in Table 24, weekly players of Mega Millions played the game an average number of 1.33 times per week. Monthly players did so 3.09 times per month on average, and yearly players 18.74 times per year on average. All three averages were similar to those reported in the 2012 survey (1.34, 3.71, and 16.52, respectively).

Table 25
Dollars Spent on Mega Millions

Mega Millions	Dollars Spent
Average spent per play[21]	$6.11
Average spent per month (mean)	8.37
Average spent per month (median)	3.00

Table 25 indicates that Mega Millions players spent an average of $6.11 per play in 2013, which was $1.35 lower than in 2012 ($7.46). Those who reported playing the game on a monthly or more frequent basis spent an average of $8.37 per month ($2.42 less than last year). Approximately half of the respondents spent $3.00 or more a month on purchasing Mega Millions tickets, which was the same as in 2012.

Table 26 shows that fewer people reported playing Mega Millions during the past year on the 2013 survey than reported playing on the 2012 survey (58.7. percent versus 62.3 percent). Unlike last year, the difference in participation rates between 2013 and 2012 was statistically not significant.

Similar to the 2012 survey, none of the differences between past-year players who played Mega Millions and those who did not was statistically significant in 2013 by education, income, race, Hispanic origin, gender, age, and employment status.

Table 26
Mega Millions: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Mega Millions	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	58.7 (n=363)	$2.00
2012	62.2 (n=383)	2.00
2013 Demographics		
Education		
Less than high school diploma	62.5 (n=15)	8.00
High school diploma	55.4 (n=87)	4.00
Some college	62.0 (n=93)	2.00
College degree	61.4 (n=108)	2.00
Graduate degree	58.2 (n=57)	3.00
Income		
Less than $12,000	38.1 (n=8)	3.00
$12,000 to $19,999	63.6 (n=21)	2.00
$20,000 to $29,999	58.5 (n=24)	4.00
$30,000 to $39,999	64.3 (n=18)	1.50
$40,000 to $49,999	64.7 (n=22)	4.00
$50,000 to $59,999	59.5 (n=22)	2.50
$60,000 to $74,999	61.3 (n=19)	0.00
$75,000 to $100,000	69.6 (n=39)	1.00
More than $100,000	62.1 (n=54)	1.50
Race		
White	57.9 (n=227)	2.00
Black	68.4 (n=52)	4.00
Hispanic	59.2 (n=61)	4.00
Asian	72.7 (n=8)	2.50
Native American Indian	100.00 (n=6)	7.00
Other	--	--
Hispanic Origin		
Yes	57.0 (n=65)	4.00
No	60.7 (n=295)	2.00
Gender		
Female	58.1 (n=173)	2.00
Male	61.1 (n=190)	4.00

Table 26 (continued)

Age		
18 to 24	31.6 (n=6)	1.00
25 to 34	62.8 (n=27)	3.00
35 to 44	61.3 (n=38)	3.00
45 to 54	62.4 (n=63)	2.00
55 to 64	59.9 (n=88)	2.00
65 or older	58.5 (n=117)	2.00
Employment Status		
Employed full/part time	62.2 (n=201)	2.00
Unemployed	34.8 (n=8)	2.00
Retired	57.3 (n=130)	2.00

Figure 20
Years Playing Mega Millions
(n=362)

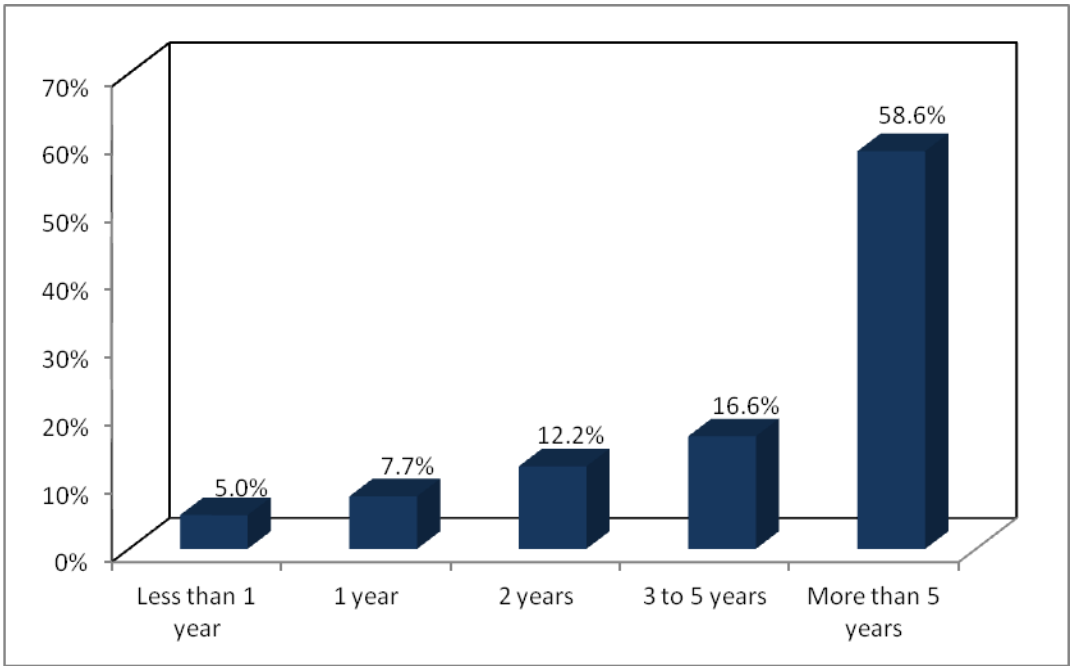
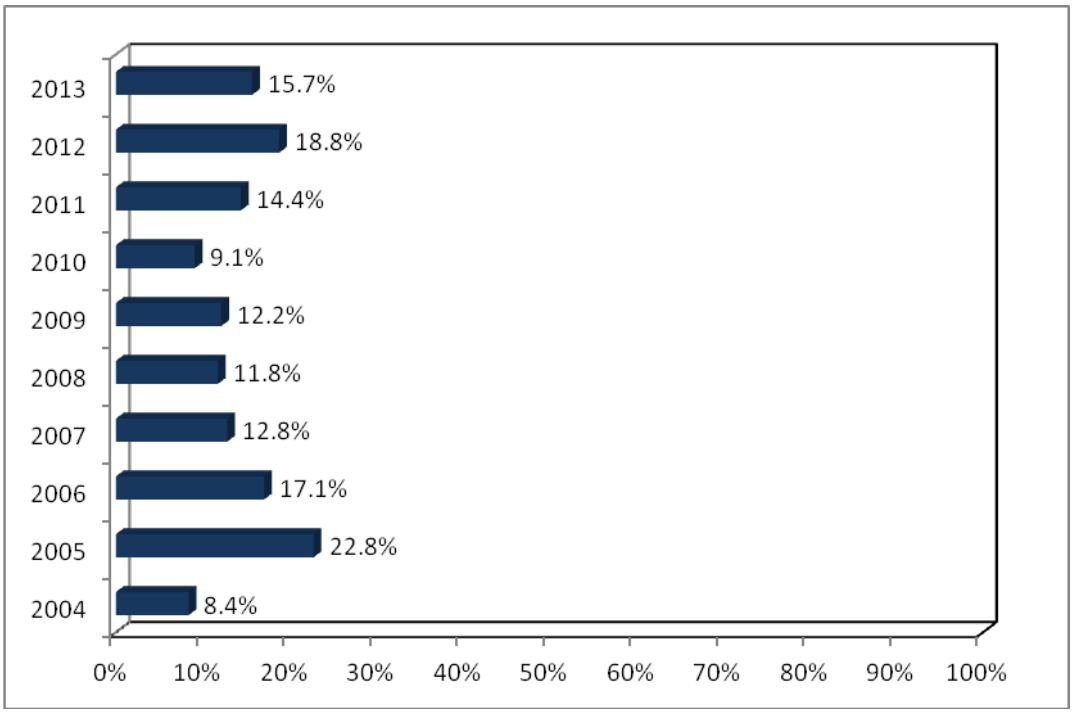


Figure 20 shows that 58.6 percent of the respondents reported that they had been playing Mega Millions for more than five years. At the same time, 12.7 percent of respondents reported having played Mega Millions for less than two years.

IIIi. MEGAPLIER FEATURE WITH MEGA MILLIONS RESULTS

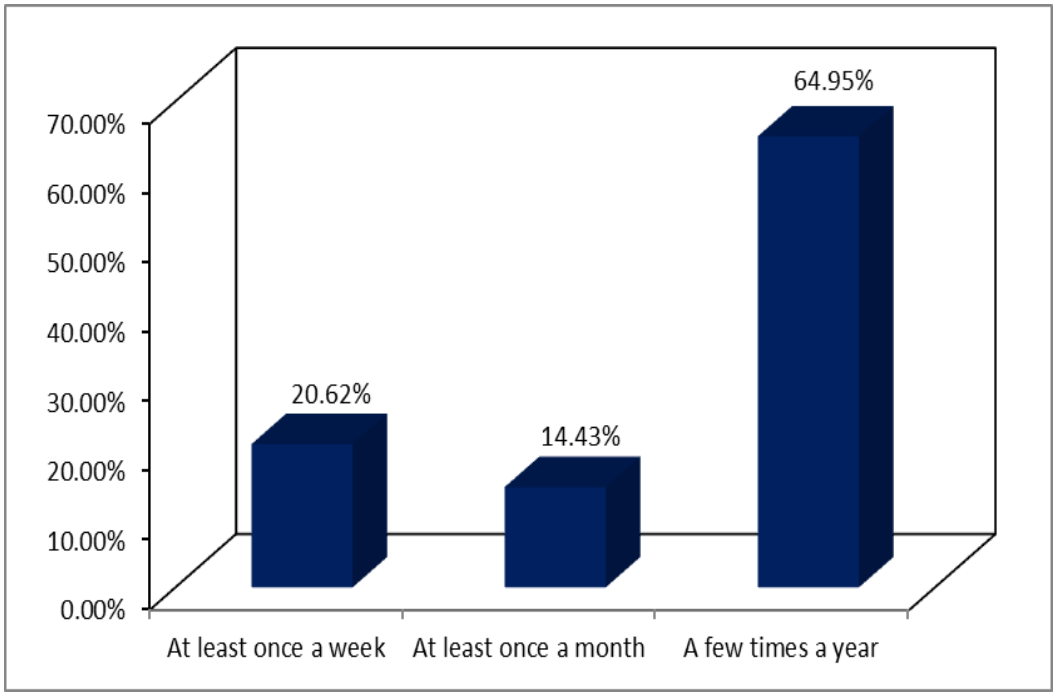
Figure 21
Percentage of Past-Year Players Purchasing Megaplier Feature with Mega Millions Tickets



Sources: Hobby Center for Public Policy 2007, 2008, 2009, 2010, 2011, 2012 and 2013 survey data and additional survey reports 2004-2006.

Figure 21 indicates that 15.7 percent of past-year players purchased Megaplier, the Mega Millions add-on feature, a 3.1 percentage point decline from 2012.

Figure 22
Frequency of Purchasing Megaplier Feature with Mega Millions Tickets (n=97)



A total of 64.95 percent of respondents who purchased Megaplier with their Mega Millions tickets in the past year indicated that they did so a few times a year (Figure 22). In addition, 20.62 percent of the respondents purchased the feature at least once a week, and another 14.43 percent chose the feature at least once a month.

Table 27
Average Number of Times Purchased Megaplier Feature with Mega Millions

Purchased Megaplier Feature with Mega Millions	Average Number of Times Purchased
Per week for weekly past-year players	1.75
Per month for monthly past-year players[22]	2.95
Per year for yearly past-year players	17.83

Table 27 indicates that weekly players of Megaplier Feature with Mega Millions chose the feature an average number of 1.75 times per week, monthly players did so 2.95 times per month on average, and yearly players 17.83 times per year on average. All three averages were similar to those reported in the 2012 survey (1.31, 3.54, and 17.86, respectively).

Table 28
Dollars Spent on Megaplier Feature with Mega Millions

Megaplier Feature with Mega Millions	Dollars Spent
Average spent per play	$6.40
Average spent per month (mean)	7.70
Average spent per month (median)	4.00

As shown in Table 28, respondents who purchased Megaplier Feature with Mega Millions spent an average of $6.40 per play, slightly higher than in 2012 ($5.51). Those who reported adding the feature at a monthly or more frequent basis spent an average of $7.70 per month, as compared to $8.11 last year. Approximately half of the respondents were likely to spend $4.00 or more a month on Megaplier, which was one dollar more than the amount reported the previous year ($3.00).

Table 29 shows that there was a decrease in participation rates between 2012 and 2013 for Megaplier Feature with Mega Millions (from 18.8 percent to 15.7 percent). Unlike the previous year, this difference in player participation rates was statistically not significant. However, the differences between past-year players who chose Megaplier feature and those who did not were statistically significant by age and employment status.

- Similar to 2012, the participation rate of Megaplier feature past-year players was highest for the age category of between 35 and 44 (24.2 percent) and lowest for the age category of between 65 and older (10.1 percent).

- Participation rate by employment status was the highest for those who were employed full time or part time (19.1 percent). As in 2012, the participation rate was lower for the retired (9.7 percent).

- Similar to the 2012 survey, none of the differences between the past-year players who selected Megaplier feature and those who did not were statistically significant in 2013 by education, income, race, Hispanic origin, and gender.

Table 29
Megaplier Feature with Mega Millions: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Megaplier Feature with Mega Millions	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	15.7 (n=97)	$3.00
2012	18.8 (n=116)	2.50
2013 Demographics		
Education		
Less than high school diploma	--	--
High school diploma	18.1 (n=28)	5.50
Some college	13.3 (n=20)	2.00
College degree	18.6 (n=33)	3.00
Graduate degree	10.1 (n=10)	0.50
Income		
Less than $12,000	--	--
$12,000 to $19,999	--	--
$20,000 to $29,999	14.6 (n=6)	2.50
$30,000 to $39,999	--	--
$40,000 to $49,999	17.1 (n=6)	12.00
$50,000 to $59,999	16.2 (n=6)	3.00
$60,000 to $74,999	--	--
$75,000 to $100,000	21.4 (n=12)	2.00
More than $100,000	25.3 (n=22)	2.50
Race		
White	14.3 (n=56)	4.00
Black	18.7 (n=14)	2.00
Hispanic	23.1 (n=24)	4.00
Asian	--	--
Native American Indian	--	--
Other	--	--
Hispanic Origin		
Yes	21.7 (n=25)	4.00
No	14.8 (n=72)	2.00
Gender		
Female	14.2 (n=42)	2.00
Male	17.6 (n=55)	4.00

Table 29 (continued)

Age*		
18 to 24	--	--
25 to 34	18.6 (n=8)	1.50
35 to 44	24.2 (n=15)	5.00
45 to 54	19.8 (n=20)	1.00
55 to 64	17.6 (n=26)	4.00
65 or older	10.1 (n=20)	4.00
Employment Status**		
Employed full/part time	19.1 (n=62)	2.00
Unemployed	--	--
Retired	9.7 (n=22)	4.00

Note: *p < 0.05, **p < 0.01. There were statistically significant differences between past-year players and non-players by age and employment status.

Figure 23
Years Purchasing Megaplier Feature with Mega Millions Tickets (n=94)

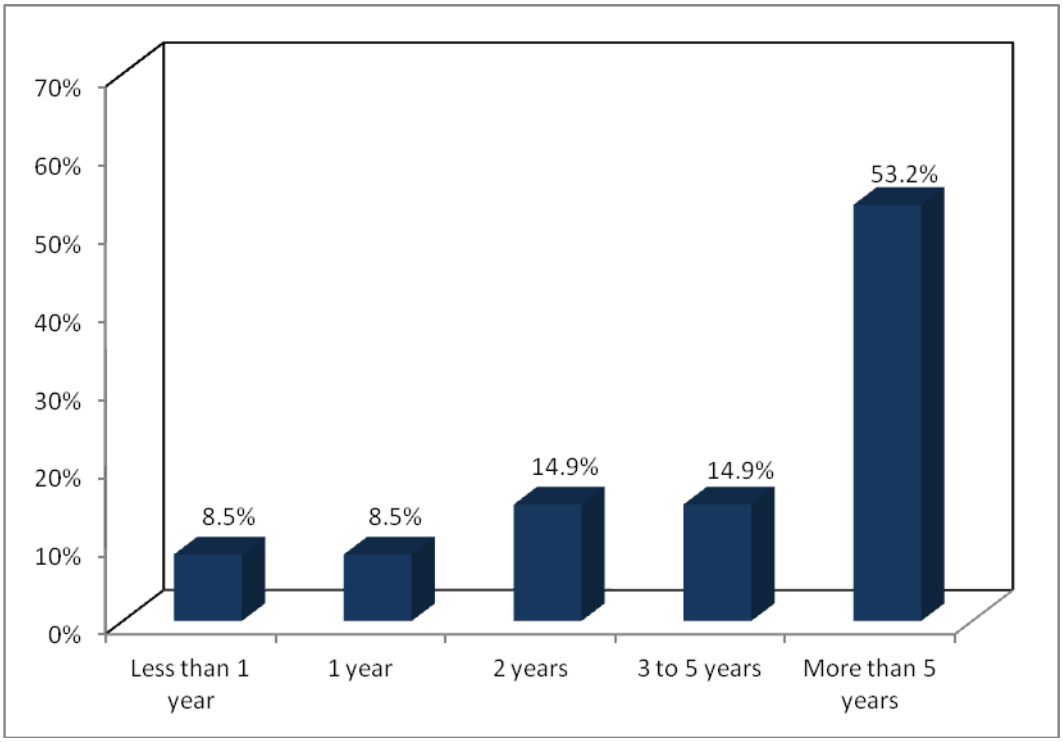


Figure 23 illustrates that 53.2 percent of the respondents who added Megaplier to their Mega Millions tickets reported doing so for more than five years, an increase of 9.7 percentage points compared to the previous year's statistic. A total of 17.0 percent of the players indicated adding the feature for less than two years.

IIIj. POWERBALL RESULTS

Percentage of Past-Year Players Playing Powerball

About fifty-four percent (53.9) of past-year lottery players indicated that they played Powerball in 2013. This percentage was 19.0 percentage points higher than the one recorded in 2012 (34.9 percent).

Figure 24
Frequency of Purchasing Powerball Tickets
(n=333)

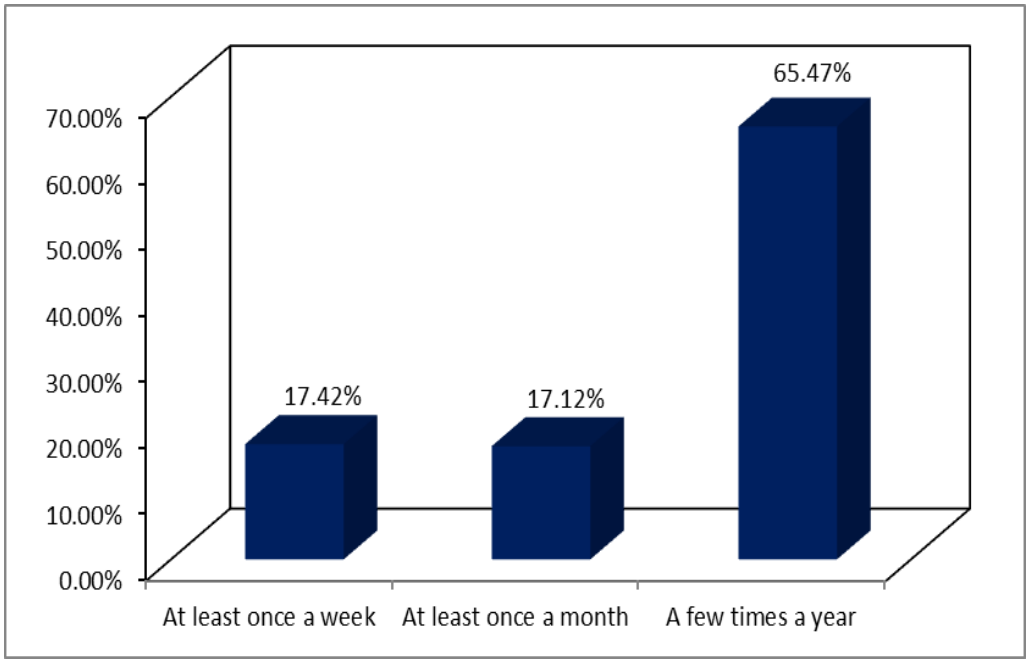


Figure 24 illustrates that 17.42 percent of the respondents who purchased Powerball tickets purchased them at least once a week, a decline of 7.7 percentage points from 2012. Another 17.12 percent purchased the tickets at least once a month, an increase of about 2 percentage points from 2012. The remaining 65.47 percent indicated having purchased Powerball tickets a few times a year, an increase of 5.94 percentage points from last year (59.53 percent).

Table 30
Average Number of Times Played Powerball

Played Powerball	Average Number of Times Played
Per week for weekly past-year players	1.41
Per month for monthly past-year players	3.75
Per year for yearly past-year players[23]	16.32

As shown in Table 30, weekly players of Powerball played the game an average number of 1.41 times per week. Monthly players did so 3.75 times per month on average. Yearly players bought tickets16.32 times per year on average. The three average numbers were similar to those reported in the 2012 report (1.46, 4.27 and 16.92, respectively).

Table 31
Dollars Spent on Powerball

Powerball	Dollars Spent
Average spent per play	$6.27
Average spent per month (mean)	7.76
Average spent per month (median)	4.00

Table 31 indicates that Powerball players spent an average of $6.27 per day, which represented an increase of $2.71 compared to the value in 2012. Those who reported playing the game on a monthly or more frequent basis spent an average of $7.76 per month, which was $1.99 lower than last year. As in the previous year, approximately half of the respondents were likely to spend $4.00 or more a month on Powerball.

Table 32 shows the demographic results for Powerball participation. We find that the participation rate in 2013 increased of 19.0 percent from 2012. Unlike the previous year, the difference between the two years was statistically significant.

Contrary to 2012, the differences by income, and by employment status, between past-year players who played Powerball and those who did not were both statistically significant.

- The highest participation rate in 2013 by income was for those whose income was in the range of $40,000 to $49,999 (64.7 percent). The lowest participation rate was for the respondents who had income less than $12,000 (38.1 percent). The greatest increase in the median dollar spent by past-year players who played Powerball was for those players whose income level was below $12,000 ($7.00), which was $6.00 higher than in 2012.

- Unlike 2012, the highest participation rate by employment status was for those who were unemployed (58.0 percent). The lowest participation rate was found in the retired category

(47.3 percent). Except in the retired category, the median dollars spent by both employed and unemployed past-year players who played Powerball had increased compared to the previous year.

Similar to last year, the differences between past-year players who played Powerball and those who did not by education, race, Hispanic origin, gender, and age were statistically not significant.

Table 32
Powerball: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

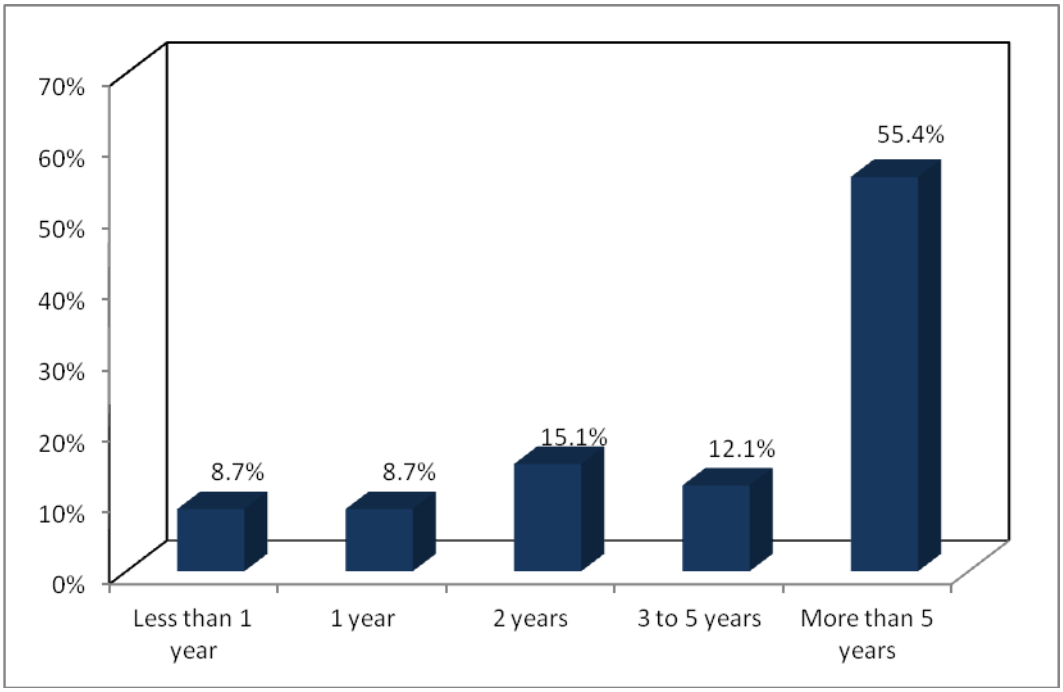
Powerball	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year***		
2013	53.9 (n=333)	$2.00
2012	34.9 (n=215)	3.00
2013 Demographics		
Education		
Less than high school diploma	75.0 (n=18)	5.00
High school diploma	53.8 (n=84)	3.00
Some college	51.3 (n=77)	2.00
College degree	58.0 (n=102)	2.00
Graduate degree	48.0 (n=47)	2.00
Income*		
Less than $12,000	38.1 (n=8)	7.00
$12,000 to $19,999	57.6 (n=19)	3.00
$20,000 to $29,999	42.5 (n=17)	8.00
$30,000 to $39,999	46.2 (n=12)	1.00
$40,000 to $49,999	64.7 (n=22)	2.50
$50,000 to $50,999	55.6 (n=20)	3.00
$60,000 to $74,999	48.4 (n=15)	0.00
$75,000 to $100,000	64.3 (n=36)	2.50
More than $100,000	59.8 (n=52)	2.00
Race		
White	54.1 (n=213)	2.00
Black	60.3 (n=44)	4.00
Hispanic	53.8 (n=56)	4.50
Asian	54.5 (n=6)	4.00
Native American Indian	--	--
Other	--	--
Hispanic Origin		
Yes	51.8 (n=59)	5.00
No	55.3 (n=268)	2.00
Gender		
Female	58.6 (n=174)	2.00
Male	51.1 (n=159)	4.00

Table 32 (continued)

Age		
18 to 24	--	--
25 to 34	58.5 (n=24)	2.50
35 to 44	60.3 (n=38)	3.50
45 to 54	61.8 (n=63)	2.00
55 to 64	60.8 (n=90)	3.00
65 or older	48.5 (n=96)	2.00
Employment Status*		
Employed full/part time	58.0 (n=188)	2.00
Unemployed	60.9 (n=14)	4.50
Retired	47.3 (n=107)	3.00

Note: * p < 0.05. There were statistically significant differences between past-year players and non-players by income and employment status.

Figure 25
Years Playing Powerball
(n=332)



As shown in Figure 25, fifty-five percent (55.4) of the respondents mentioned that they had been playing Powerball for more than five years, eleven percentage points (11.0) greater than in the previous year. On the other hand, seventeen percent (17.4) of respondents reported having played Powerball for less than two years, which was 8.3 percentage points less than in 2012.

IIIk. POWER PLAY FEATURE WITH POWERBALL RESULTS

Percentage of Past-Year Players Purchasing Power Play Feature with Powerball

Exactly 12.0 percent of the past-year lottery players indicated that they added the Power Play feature to their Powerball purchases in 2013. This percentage was 5.3 percentage points greater than the previous year's participation rate.

Figure 26
Frequency of Purchasing Power Play Feature with Powerball Tickets
(n=74)

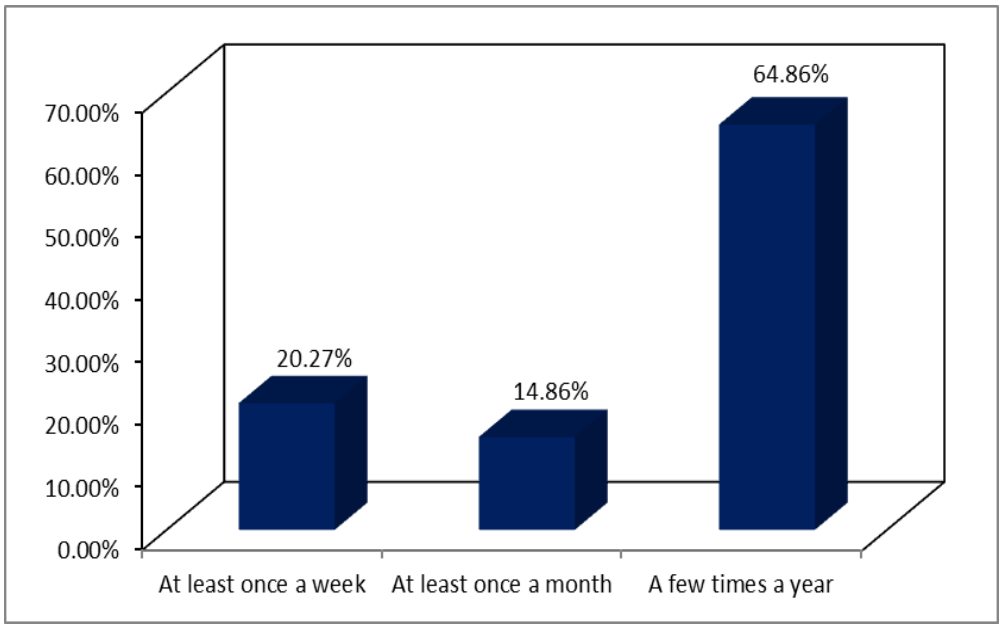


Figure 26 shows that 20.27 percent of the respondents that added Power Play feature to their Powerball tickets did so at least once a week, which was 16.32 percentage points smaller than 2012. A large proportion of respondents, 64.86 percent, added the feature a few times a year, an increase of 23.4 percentage points from last year. The remaining 14.86 percent purchased the feature at least once a month, a decrease of 7.09 percentage points compared to the previous year.

Table 33
Average Number of Times Purchased Power Play Feature with Powerball

Purchased Power Play Feature with Powerball	Average Number of Times Purchased
Per week for weekly past-year players	1.91
Per month for monthly past-year players[24]	3.64
Per year for yearly past-year players[25]	21.31

Weekly players of Power Play feature reported selecting this feature 1.91 times per week on average, an increase of 0.48 times over last year (1.43 times). Monthly players reported an average number of 3.64 per month, a slight decline from 2012 (4.10 times). Yearly players reported picking the feature an average number of 21.31 times per year, which was 4.16 times more than in 2012 (17.15 times) (Table 33).

Table 34
Dollars Spent on Power Play Feature with Powerball

Power Play Feature with Powerball	Dollars Spent
Average spent per play	$5.92
Average spent per month (mean)	8.42
Average spent per month (median)	4.00

Table 34 indicates that respondents selecting Power Play feature spent an average of $5.92 per play. Those who reported purchasing the feature on a monthly or more frequent basis spent an average of $8.42 per month. Approximately half of the respondents were likely to spend $4.00 or more a month adding Power Play to their Powerball ticket purchases. All three average numbers were slightly greater than their corresponding ones in 2012 ($3.75, $6.83 and $3.00, respectively).

Table 35 shows that there was an increase of 5.3 percentage points in the overall participation rates between 2012 and 2013 (6.7 percent and 12.0 percent, respectively) for Power Play Feature with Powerball. The difference between the two years was statistically significant.

Unlike 2012, the differences by education and employment status between past-year players who included Power Play feature with their Powerball tickets and those who did not were statistically significant in 2013.

- Respondents with a high school diploma reported the highest participation rate (14.2 percent, which was 5.7 percentage points greater than in 2012). Respondents with graduate degrees reported the lowest participation rate of 7.2 percent. The median dollars spent per month for Power Play feature by past-year players who had a high school diploma was

higher than last year ($8.00 and $2.00, respectively). While the median dollars spent per month for those who had a college degree was $1.00, which was $5.00 lower than in 2012 ($6.00).

- Respondents who were employed reported the highest participation rate of 14.9 percent, which was about 7 percentage points higher than in 2012. Unemployed respondents had the lowest participation rate of 7.6 percent, one percentage point higher than in 2012. The median dollars spent per month in 2013 for Power Play feature for past-year players who were employed was $4.00, which was $3.00 higher than in 2012. However, for those who were retired, the median value in 2013 was $7.50 lower than in 2012 ($1.00 and $8.50, respectively).

There were no significant differences between past-year players who selected Power Play Feature with Powerball in 2013 and those who did not by income, race, Hispanic origin, gender, and age**.**

Table 35
Power Play Feature with Powerball: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

Power Play Feature with Powerball	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year***		
2013	12.0 (n=74)	$3.50
2012	6.7 (n=41)	2.00
2013 Demographics		
Education*		
Less than high school diploma	--	--
High school diploma	14.2 (n=22)	8.00
Some college	12.1 (n=18)	1.50
College degree	11.5 (n=20)	1.00
Graduate degree	7.2 (n=7)	8.00
Income		
Less than $12,000	--	--
$12,000 to $19,999	--	--
$20,000 to $29,999	--	--
$30,000 to $39,999	--	--
$40,000 to $49,999	18.2 (n=6)	5.00
$50,000 to $50,999	--	--
$60,000 to $74,999	--	--
$75,000 to $100,000	11.1 (n=6)	3.00
More than $100,000	18.6 (n=16)	8.00
Race		
White	11.3 (n=44)	2.00
Black	10.8 (n=8)	3.00
Hispanic	17.3 (n=18)	5.50
Asian	--	--
Native American Indian	--	--
Other	--	--
Hispanic Origin		
Yes	15.8 (n=18)	7.00
No	11.5 (n=55)	3.00
Gender		
Female	11.6 (n=34)	1.50
Male	12.9 (n=40)	4.50

Table 35 (continued)

Age		
18 to 24	--	--
25 to 34	--	--
35 to 44	19.4 (n=12)	4.00
45 to 54	14.9 (n=15)	2.00
55 to 64	16.4 (n=24)	5.00
65 or older	8.1 (n=16)	3.50
Employment Status**		
Employed full/part time	14.9 (n=48)	4.00
Unemployed	--	--
Retired	7.6 (n=17)	1.00

Note: *p<0.05, **p<0.01. There were statistically significant differences between past-year players and non-players by education and employment status.

Figure 27
Years Purchasing Power Play Feature with Powerball Tickets (n=73)

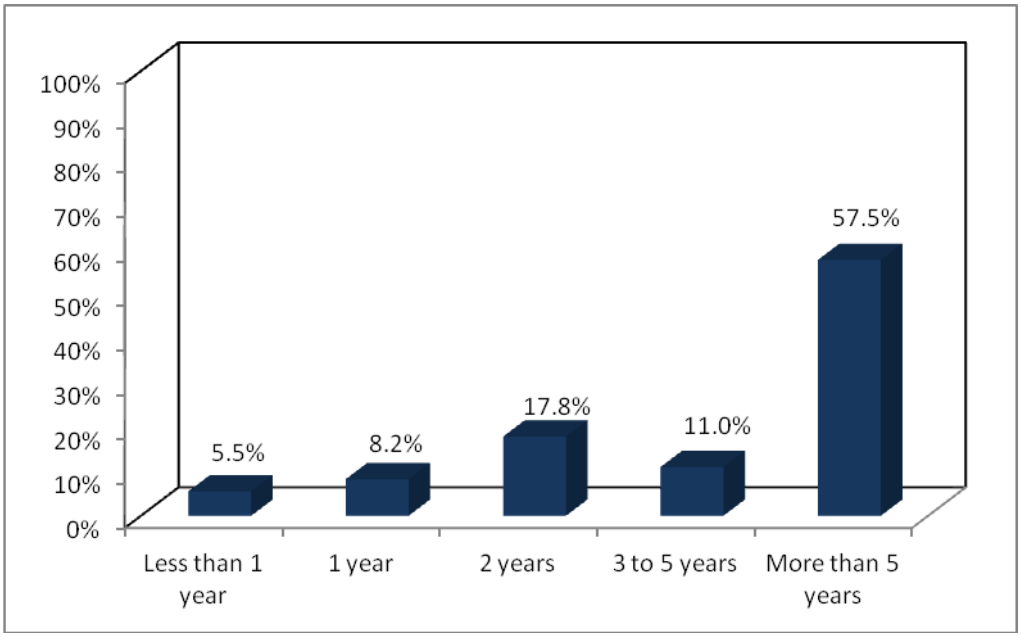


Figure 27 shows that 57.5 percent of respondents indicated that they had purchased Power Play feature for more than five years, which was 23.3 percentage points higher than in the previous year. On the other hand, 13.7 percent of the respondents reported having purchased Power Play feature for less than two years, a decline of 19 percentage points from 2012.

IIII. ALL OR NOTHING RESULTS

Percentage of Past-Year Players Playing All or Nothing

All or Nothing is a new Texas Lottery game introduced in 2013. A total of fifty-seven (57), or 9.2 percent, of the past-year lottery players reported playing this game.

Figure 28
Frequency of Purchasing All or Nothing Tickets
(n=57)

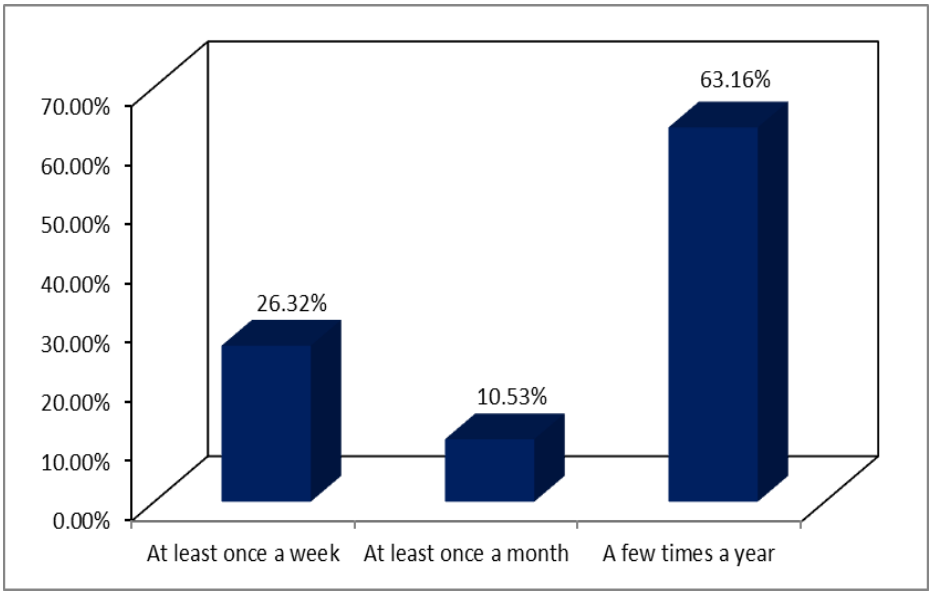


Figure 28 shows that about one out of four (26.32 percent) respondents that played All or Nothing purchased tickets at least once a week. Another 10.53 percent purchased tickets at least once a month. A total of 63.16 percent played this new game a few times a year.

Table 36
Average Number of Times Played All or Nothing

Played All or Nothing	Average Number of Times Played
Per week for weekly past-year players[26]	1.82
Per month for monthly past-year players [27]	5.89
Per year for yearly past-year players[28]	9.77

Table 36 shows that weekly players played All or Nothing an average number of 1.82 times per week, and monthly players did so an average number of 5.89 times per month. Yearly players selected All or Nothing an average number of 9.77 times per year.

Table 37
Dollars Spent on All or Nothing

All or Nothing	Dollars Spent
Average spent per play	$4.71
Average spent per month (mean)[29]	12.68
Average spent per month (median)	2.00

Table 37 indicates that All or Nothing players spent an average of $4.71 per play. Those who reported playing the game on a monthly or more frequent basis spent an average of $12.68 per month. Roughly half of the respondents were likely to spend $2.00 or less a month on playing All or Nothing.

Table 38 breaks out the demographics of respondents playing the new game All or Nothing.

The differences between past-year players who played All or Nothing and those who did not were statistically significant by education and race.

- The participation rate by educational category was highest for the respondents who had a high school diploma, which was 11.5 percent. The lowest participation rate was for those who had college degree (5.1 percent). The median dollars spent per month for All or Nothing past-year players who had some college and those who had graduate degree were $2.00 and $3.50, respectively. Note that the sample sizes of other categories were too small to be included in the analysis and for generalizations to the Texas population at large.

- The participation rate by race of All or Nothing was 6.6 percent White, and 20.0 percent Black. Hispanic was in between at 10.8 percent. The median dollars spent per month for All or Nothing by past-year players of these three categories were $2.00, $2.00, and $4.00, respectively. Note that the sample sizes of Asian and Native American Indian were too small to be included in the analysis.

There were no significant differences between past-year players who played All or Nothing and those who did not in 2013 by income, race, Hispanic origin, gender, age, and employment status.

Table 38
All or Nothing: Lottery Play and Median Dollars Spent per Month by Past-Year Player Demographics

All or Nothing	Percentage Played Game Among Past Year Players	Median Dollars Spent
Year		
2013	9.2 (n=57)	$2.00
2013 Demographics		
Education*		
Less than high school diploma	--	--
High school diploma	11.5 (n=18)	--
Some college	11.4 (n=17)	2.00
College degree	5.1 (n=9)	--
Graduate degree	8.2 (n=8)	3.50
Income		
Less than $12,000	--	--
$12,000 to $19,999	18.2 (n=6)	2.00
$20,000 to $29,999	--	--
$30,000 to $39,999	--	--
$40,000 to $49,999	20.6 (n=7)	2.00
$50,000 to $50,999	--	--
$60,000 to $74,999	--	--
$75,000 to $100,000	16.1 (n=9)	4.00
More than $100,000	--	--
Race*		
White	6.6 (n=26)	2.00
Black	20.0 (n=15)	2.00
Hispanic	10.8 (n=11)	4.00
Asian	--	--
Native American Indian	--	--
Other	--	--
Hispanic Origin		
Yes	10.6 (n=12)	3.00
No	9.0 (n=44)	2.00
Gender		
Female	9.1 (n=27)	2.00
Male	9.6 (n=30)	2.00

Table 38 (continued)

Age		
18 to 24	--	--
25 to 34	--	--
35 to 44	17.5 (n=11)	--
45 to 54	9.9 (n=10)	2.00
55 to 64	11.6 (n=17)	4.00
65 or older	8.0 (n=16)	2.00
Employment Status		
Employed full/part time	10.2 (n=33)	4.00
Unemployed	--	2.00
Retired	9.3 (n=21)	2.00

Note: *p<0.05. There were statistically significant differences between past-year players and non-players by education and race.

IV. SUMMARY

The Texas Lottery Commission 2013 Demographic Study of Texas Lottery Players surveyed a total of 1,695 Texas citizens aged 18 years and older between June 10th and August 5th, 2013. The Texas Lottery participation rate for 2013 was 36.5 percent, which was very similar to the participation rate of 36.2 percent in 2012. This small difference between 2012 and 2013, however, was statistically not significant. The 2013 participation rate was consistent with the general trend in recent years of low percentages of respondents playing any lottery game. In fact, five out of the seven survey reports since 2007 recorded participation rates of lower than 40 percent (see Figure 1).

There were statistically significant differences between past-year players and non-players in 2013 with regard to employment status, gender and Hispanic origin. However, differences between past-year players and non-players by income, own or rent home, age, marital status, children under 18 living in household, number of children under 18 living in household, race, education and occupation were statistically not significant. Among past-year players, differences in the percent playing any game were statistically significant for income, gender and employment status, but not for the other demographic factors.

In comparison to the previous year, four games/features recorded an increase in their respective participation rate this year. On the other hand, five games/features reported a decline in participation rate from 2012 (see Table 1). Pick 3 Day suffered the largest decline in the participation rate between 2012 and 2013 (6.2 percentage points), followed by Mega Millions (3.5 percentage points). In contrast, the Texas Lottery games that had recorded the greatest increase in participation rate were Powerball and its add-on feature, Power Play (19.0 percentage points and 5.3 percentage points, respectively). Consistent with the previous year, Lotto Texas remained the most popular game in 2013. Texas Lottery players had two new choices this year: a new game, All or Nothing and a new feature to Lotto Texas, Extra!. As was the case in the last year, most players reported participating in lottery games for more than five years and fewer reported having played the games for one year or less.

Turning to demographic factors, the difference between past-year players and non-players was significant by education for Cash 5, Texas Lottery Scratch-Off Tickets, Power Play Feature with Powerball, and All or Nothing. Participation rates also differed by income for Pick 3 Day, Texas Lottery Scratch-Off Tickets, and Power Play Feature with Powerball. Race was significant in Pick 3 Day, Cash 5, and All or Nothing. Differences in Hispanic origin were significant for Pick 3 Day and Texas Lottery Scratch-Off Tickets. Difference by age was statistically significant for the Megaplier Feature with Mega Millions and the Extra! Feature with Lotto Texas. Last, difference by employment status was found significant for Megaplier Feature with Mega Millions, Powerball, and Power Play Feature with Powerball.

The lottery sales districts with the highest and the lowest participation rates in any Texas Lottery games in 2013 were El Paso (48.9 percent) and Tyler (30.6 percent). Tyler sales district also suffered the largest decline in participation rate between 2012 and 2013 among all sales districts (a drop of 11.2 percentage points). Houston Southwest and Waco, on the other hand, reported a two-digit percentage point increase in participation rate of 14.6 and 13.0, respectively.

APPENDIX

Table A
Sample Population by Texas County[30]
(n=1,540)

County	Count	Percentage
Anderson	2	0.13
Andrews	1	0.06
Angelina	8	0.52
Archer	1	0.06
Armstrong	2	0.13
Atascosa	7	0.45
Austin	2	0.13
Bandera	2	0.13
Bastrop	2	0.13
Bee	1	0.06
Bell	4	0.26
Bexar	95	6.17
Borden	1	0.06
Bosque	3	0.19
Bowie	8	0.52
Brazoria	31	2.01
Brazos	11	0.71
Brewster	1	0.06
Brown	8	0.52
Burleson	1	0.06
Burnet	4	0.26
Caldwell	2	0.13
Calhoun	3	0.19
Callahan	3	0.19
Cameron	24	1.56
Camp	1	0.06
Carson	1	0.06
Cass	1	0.06
Chambers	2	0.13
Cherokee	2	0.13
Clay	2	0.13
Collin	50	3.25
Colorado	2	0.13
Comal	7	0.45
Comanche	1	0.06
Cooke	3	0.19
Coryell	4	0.26
Dallas	107	6.95
Dawson	2	0.13
Deaf Smith	1	0.06
Denton	34	2.21
Dickens	1	0.06
Dimmit	1	0.06
Donley	1	0.06
Eastland	2	0.13
Ector	9	0.58
El Paso	44	2.86
Ellis	1	0.06

County	Count	Percentage
Erath	3	0.19
Falls	1	0.06
Fannin	6	0.39
Fayette	2	0.13
Fort Bend	36	2.34
Fort Worth	3	0.19
Franklin	1	0.06
Freestone	1	0.06
Gaines	2	0.13
Galveston	29	1.88
Garza	1	0.06
Goliad	3	0.19
Gonzales	13	0.84
Gray	1	0.06
Grayson	12	0.78
Gregg	8	0.52
Grimes	1	0.06
Guadalupe	16	1.04
Hale	4	0.26
Hamilton	1	0.06
Hansford	1	0.06
Hardin	8	0.52
Harris	207	13.44
Harrison	7	0.45
Haskell	1	0.06
Hays	10	0.65
Henderson	10	0.65
Hidalgo	22	1.43
Hill	4	0.26
Hockley	2	0.13
Hood	4	0.26
Hopkins	4	0.26
Houston	5	0.32
Howard	2	0.13
Hunt	10	0.65
Hutchinson	2	0.13
Jasper	7	0.45
Jefferson	20	1.30
Jim Wells	4	0.26
Johnson	7	0.45
Jones	2	0.13
Kaufman	4	0.26
Kendall	3	0.19
Kent	1	0.06
Kerr	4	0.26
Kimble	1	0.06
Kleberg	1	0.06
Lamar	7	0.45

County	Count	Percentage
Lamb	3	0.19
Lampasas	1	0.06
Lavaca	4	0.26
Lee	1	0.06
Leon	2	0.13
Liberty	5	0.32
Limestone	4	0.26
Live Oak	13	0.84
Llano	4	0.26
Lubbock	14	0.91
Mason	1	0.06
Matagorda	3	0.19
McLennan	17	1.10
McCulloch	3	0.19
Medina	4	0.26
Midland	6	0.39
Milam	2	0.13
Mills	1	0.06
Mitchell	1	0.06
Montague	4	0.26
Montgomery	29	1.88
Moore	1	0.06
Morris	1	0.06
Nacogdoches	1	0.06
Navarro	3	0.19
Newton	3	0.19
Nueces	14	0.91
Ochiltree	1	0.06
Orange	6	0.39
Palo Pinto	2	0.13
Panola	2	0.13
Parker	9	0.58
Polk	7	0.45
Potter	5	0.32
Rains	2	0.13
Randall	11	0.71
Real	1	0.06
Robertson	1	0.06
Rockwall	8	0.52
Rusk	4	0.26
San Jacinto	4	0.26
San Patricio	4	0.26
Shelby	1	0.06
Smith	19	1.23
Starr	2	0.13
Tarrant	103	6.69
Taylor	13	0.84
Terrell	1	0.06

County	Count	Percentage
Terry	1	0.06
Titus	5	0.32
Tom Green	4	0.26
Travis	79	5.13
Trinity	2	0.13
Tyler	3	0.19
Upshur	1	0.06
Upton	1	0.06
Uvalde	2	0.13
Val Verde	3	0.19
Van Zandt	3	0.19
Victoria	5	0.32
Walker	7	0.45
Waller	2	0.13
Washington	6	0.39
Webb	2	0.13
Wharton	4	0.26
Wheeler	1	0.06
Wichita	6	0.39
Wilbarger	1	0.06
Williamson	30	1.95
Wilson	1	0.06
Wise	3	0.19
Wood	4	0.26
Young	2	0.13
Zapata	1	0.06

Table B
Counties by Lottery Sales District

Austin District
(Counties)
Bastrop
Blanco
Brazos
Burleson
Caldwell
Fayette
Grimes
Hays
Lee
Travis
Washington
Williamson

Dallas North District
(Counties)
Collin
Cooke
Dallas
Denton
Fannin
Grayson
Hood
Hunt
Rockwall
Tarrant

Dallas South District
(Counties)
Dallas
Tarrant

El Paso District
(Counties)
Brewster
Culberson
El Paso
Hudspeth
Jeff Davis
Pecos
Presidio
Reeves
Terrell
Ward
Winkler

Fort Worth District
(Counties)
Archer
Baylor
Clay
Cooke
Denton
Foard
Hardeman
Hood
Jack
Johnson
Montague
Palo Pinto
Parker
Tarrant
Throckmorton
Wichita
Wilbarger
Wise
Young

Houston East District
(Counties)
Chambers
Galveston
Hardin
Harris
Jasper
Jefferson
Liberty
Montgomery
Newton
Orange
San Jacinto

Houston Northwest District
(Counties)
Austin
Fort Bend
Harris
Liberty
Montgomery
San Jacinto
Walker
Waller

Houston Southwest District
(Counties)
Austin
Brazoria
Fort Bend
Galveston
Harris
Matagorda
Wharton

Lubbock District
(Counties)
Andrews
Armstrong
Bailey
Briscoe
Brown
Callahan
Carson
Castro
Childress
Cochran
Coke
Coleman
Collingsworth
Concho
Cottle
Crane
Crockett
Crosby
Dallam
Dawson
Deaf Smith
Dickens
Donley
Eastland
Ector
Fisher
Floyd
Gaines
Garza
Glasscock
Gray
Hale
Hall
Hansford
Haskell
Hemphill
Hockley
Howard
Hutchinson
Irion
Jones
Kimble
Knox
Lamb
Lipscomb
Lubbock
Lynn
Martin
McCulloch
Menard
Midland
Mitchell
Moore
Motley
Nolan
Ochiltree
Oldham
Parmer
Potter
Randall
Reagan
Roberts
Runnels
Schleicher
Scurry
Shackelford
Sherman
Stephens
Sterling
Stonewall
Sutton
Swisher
Taylor
Terry
Tom Green
Upton
Wheeler
Yoakum

McAllen District
(Counties)
Aransas
Bee
Bexar
Brooks
Calhoun
Cameron
Duval
Goliad
Hidalgo
Hill
Jackson
Jim Hogg
Jim Wells
Kleberg
La Salle
Live Oak
Nueces
Refugio
San Patricio
Starr
Victoria
Webb
Willacy
Zapata

San Antonio District
(Counties)
Atascosa
Bandera
Bexar
Caldwell
Colorado
Comal
De Witt
Dimmit
Edwards
Fayette
Frio
Gillespie
Gonzales
Guadalupe
Karnes
Kendall
Kerr
Kinney
La Salle
Lavaca
Maverick
McMullen
Medina
Real
Uvalde
Wilson
Zavala

Tyler District
(Counties)
Anderson
Angelina
Bowie
Camp
Cass
Cherokee
Dallas
Delta
Franklin
Freestone
Gregg
Harrison
Henderson
Hopkins
Houston
Hunt
Jasper
Kaufman
Lamar
Leon
Madison
Marion
Morris
Nacogdoches
Newton
Panola
Polk
Rains
Red River
Rusk
Sabine
San Augustine
Shelby
Smith
Titus
Trinity
Tyler
Upshur
Van Zandt
Wood

Waco District
(Counties)
Bell
Blanco
Bosque
Burnet
Cameron
Comanche
Coryell
Eastland
Ellis
Freestone
Hamilton
Hill
Hood
Johnson
Lampasas
Limestone
Llano
Mason
McLennan
Milam
Mills
Navarro
Robertson
San Saba
Somervell
Tarrant
Williamson

Notes

[1] See Section 1 for discussion of statistical significance.
[2] Information regarding the cellphone and landline findings associated with the 2013 Texas Lottery survey is available upon request from the University of Houston Hobby Center for Public Policy (HCPP).
[3] The proportion of cell phone users is determined by a variety of studies in the past few years. Two recent studies discussed the increase in cell phone usage in the United States: 1) Federal Communications Commission. 2012. "Local Telephone Competition: Status as of June 30, 2011." Industry Analysis and Technology Division, Wireline Competition Bureau, Federal Communications Commission. Washington DC. 2) Blumberg, Stephen J., and Julian V. Luke. 2011. "Wireless Substitution: Early Release of Estimates from the National Health Interview Survey, July-December 2010." Division of Health Interview Statistics, National Center for Health Statistics.
[4] Note that discrepancies between total sample size and various variables are due to respondents either refusing to answer or saying they did not know.
[5] There was a small increase in the number of respondents who reported that they participated in any of the Texas Lottery games during the past year in 2013 than those reported in 2012. However, the difference was statistically not significant.
[6] The 2012 population estimate for persons 18 years and older in Texas was 19,075,337. The source for this estimate is the U.S. Census Bureau (http://quickfacts.census.gov/qfd/states/48000.html).
[7] There was a slight increase in the percentage played in any of the Texas Lottery games during the past year for the 2013 survey compared to the percentage played reported in the 2012 survey. However, the difference was statistically not significant.
[8] The figure excludes respondents that indicated they played Pick 3 Day 89 or more than 89 times per year. If those respondents are included, the average per month number of times playing the game is 20.35.
[9] We follow this coding method for each game/feature regarding average time played.
[10] The figure excludes the respondent who indicated having purchased $200 of Pick 3 Day tickets per play. If the respondent is included, the average number of dollars spent for purchasing the tickets is $9.49 per play.
[11] All or the majority (including the median of the sample) of the past-year players in this sub-category did not indicate the dollars spent for the game (they gave a zero dollar answer). Therefore, we are not able to report the median dollars spent. The reporting rule is used for median dollars spent by demographics in all subsequent tables.
[12] There were only five or fewer respondents in this sub-category and therefore it is not reported. The reporting rule is used for both percentage played and median dollars spent by demographics in all subsequent tables.
[13] The figure excludes the respondents that indicated having played Cash Five 50 or more than 50 times per month. If those respondents are included, the average number of games played is 6.88 per month.
[14] The figure excludes the respondents that indicated having played Cash Five 144 or more than 144 times per year. If those respondents are included, the average number of games played is 26.75 per year.
[15] The figure excludes the respondents that indicated having played Lotto Texas 105 or more than 105 times per year. If those respondents are included, the average number of games played is 30.71 per year.
[16] The average number of times playing Texas Lottery Scratch-Off tickets per year excludes the respondent who indicated that he or she played 208 or more than 208 times per year. If the respondent is included, the average number of times playing the game is 36.73 times per year.
[17] The table excludes respondents that claimed to have spent $500 or more than $500 on Texas Lottery Scratch-Off tickets per month. If those respondents are included, the average number of dollars spent for purchasing the tickets is $20.37 per month.
[18] The average number of times playing Texas Two Step excludes the respondents that indicated having played 60 or more than 60 Texas Two Step games per month. If those respondents are included, the average number of games played is 6.13 per month.

[19] The average number of times playing Texas Two Step excludes the respondents that indicated having played 104 or more than 104 Texas Two Step games per year. If those respondents are included, the average number of games played is 31.16 per year.
[20] The average number of times playing Mega Millions excludes the respondents that indicated having played 60 or more than 60 Mega Million games per month. If those respondents are included, the average number of games played is 3.46 per month.
[21] The table excludes respondents that claimed to have spent $410 or more than $410 on Mega Millions per play. If those respondents are included, the average number of dollars spent for purchasing the tickets is $9.29 per play.
[22] The average number of times adding on Megaplier of weekly past-year players excludes the respondent who indicated that he or she purchased the feature 60 or more than 60 times per week. If the respondent is included, the average number of times purchasing the feature is 4.25 times per week.
[23] The average number of times playing Powerball per year excludes the respondents who indicated that they played 700 or more than 700 times a year. If those respondents are included, the average number of times playing the game is 18.37 times a year.
[24] The average number of times adding Power Play to Powerball tickets of monthly past-year players excludes the respondents who indicated that they played 60 or more than 60 times per month. If those respondents are included, the average number of times playing the game is 5.29 times per month.
[25] The average number of times adding Power Play to Powerball tickets of yearly past-year players excludes the respondents who indicated that they played 700 or more than 700 times per year. If those respondents are included, the average number of times playing the game is 30.74 times per year.
[26] The average number of times playing All or Nothing of weekly past-year players excludes the respondents who indicated that they played 78 or more than 78 times a week. If those respondents are included, the average number of times playing the game is 6.05 times a week.
[27] The average number of times playing All or Nothing of monthly past-year players excludes the respondent who indicated having played 99 times a month. If this respondent is included, the average number of times playing the game is 10.6 times a month.
[28] The average number of times playing All or Nothing of yearly past-year players excludes the respondents who indicated that they played 104 or more than 104 times a year. If those respondents are included, the average number of times playing the game is 27.4 times a year.
[29] The table excludes the respondent that claimed to have spent $960 on All or Nothing per month. If this respondent is included, the average number of dollars spent for purchasing the tickets is $31.25 per month.
[30] The discrepancy between the sample in Table A (n=1,540) and the total sample (n=1,695) is due to respondents stating that they “did not know” or were “unsure” of their county of residence. Some refused to answer the question.