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Texas Lottery Continues to Lose Players But Those Players Spend More

The percentage of people who say they bought a lottery ticket in Texas fell last year to its lowest level since the commission first began keeping statistics in 1993.

Just 38 percent of those surveyed said they played a lottery game in 2006, a seven percent decline from 2006 and a 13 percent drop from 2005. Compare that to 1995, when 71 percent of people surveyed said they bought a ticket.

Texas Lottery officials shouldn't worry too much _ just yet. The fewer players said they spent more on average per month in 2007 than they did in 2006, \$53.63 versus \$51.18.

The stats are contained in a demographic survey of 1,702 Texans that was conducted between mid-September and early October 2007 and released today. Produced by the University of Houston Center for Public Policy, it contains all sorts of nifty data. Like:

Those surveyed were more likely to have purchased a Lotto Texas ticket last year than a scratch-off (85 percent of those surveyed vs. 48 percent; and more likely to have bought a scratch-off than, say, a Texas Two Step (only 10 percent).

And get this: Those making over \$100,000 comprised the largest category of player surveyed (17 percent versus 13 percent for those making between \$20,000 and \$30,000. Those 65 years and older were more than twice as likely to play as those between 25 and 34. Women were more likely to play than men (56 percent vs. 44 percent). Those with some college but no degree were almost three times as likely to have bought a ticket as those with graduate degrees.

The survey looks only superficially at how much players play.

What's disturbing is the scratch-off data. Among those surveyed, scratch-offs were most popular among those making \$12,000 to \$29,000. Those with less than a high school degree spent a median of \$40 a month on the games, four time what players with a graduate degree spent. Blacks spent an average of \$25 a month on the games, versus 10 for whites.

Posted by Lisa Sandberg at January 16, 2008 04:38 PM
