

## **Statement of Confidentiality and Ownership**

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All of the analyses, findings, data, and recommendations contained within this report are the exclusive property of the Vermont Lottery Commission with offices located in South Barre, Vermont.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the Vermont Lottery Commission.

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# 1 INTRODUCTION

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The Center for Research & Public Policy (CRPP) is pleased to present the results to the *2012 Demographic Study* conducted on behalf of the Vermont Lottery Commission.

CRPP was commissioned by the Vermont Lottery Commission to measure quality of life, standard of living, playing/non-playing history, use of technology and other important issues including the collection of demographic information on both players and non-players.

The research included a comprehensive telephone survey of 1000 Vermont adult residents. A total of 45.4% of these respondents reported they currently play Vermont Lottery games while 54.6% suggested they did not. All surveys were conducted by phone – both cell and landline. CRPP, working together with the Vermont Lottery and Intralot, designed the survey instrument to be used when calling residents of Vermont.

This report summarizes information collected from telephone surveys conducted April 16 – 27, 2012.

The survey instrument employed in the *2012 Demographic Study* included the following areas for investigation:

- Quality of life;
- Current standard of living;
- Awareness of Vermont Lottery characteristics such as the tagline;
- History of and reasons for visiting Casinos in surrounding states;
- History of playing Vermont Lottery;
- Perceptions of convenience of ticket purchase points or outlets;
- Among non-players, reasons for not playing or no longer playing;
- Use of technology such as smart phones and social media;
- The market for Vermont Lottery purchases under different scenarios;
- Sources for information; and
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings for the residential telephone surveys - a narrative account of the data.

Section V is an Appendix to the report containing a cross tabulation table, composite aggregate data and a copy of the survey instrument.

## METHODOLOGY

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The Center for Research & Public Policy utilized a quantitative research design to collect information from Vermont Lottery residents statewide. All telephone interviews were conducted April 16 – 27, 2012.

Survey input was provided by the Vermont Lottery and Intralot.

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. And, placement of questions is carefully accomplished so that order has minimal impact.

All population-based surveys conducted by CRPP are proportional to population contributions within states, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without under or over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a “super-random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame.

One survey instrument was used to elicit information from all Vermont respondents. Respondents qualified for the survey if they confirmed they were at least 18 years of age, and were current residents of Vermont.

CRPP staff completed surveys among 1000 residents. Of this total, 454 indicated they currently play Vermont Lottery while another 546 suggested they did not currently play Vermont Lottery games.

Training of telephone researchers and pre-test of the survey instrument occurred April 7 – 13, 2012.

All facets of the study were managed by CRPP’s senior staff. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Statistically, a sample of 1000 Vermont residents represents a margin for error of +/-3.0% at a 95% confidence level. The samples of 454 players and 546 non-players have associated margins for error of +/-5.0% and +/-4.0%, respectively, at 95% confidence levels.

In theory, a sample of Vermont residents will differ no more than +/-3.0% than if all Vermont residents were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the large population values within plus or minus +/-3.0% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of "sampling error". Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Each qualified household within Vermont had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

# HIGHLIGHTS

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## ON QUALITY OF LIFE...

- Impressively, on a composite basis, 95.5% of survey respondents reported their quality of life in the State of Vermont as very good or good. Among Vermont Lottery players the percent was 94.7% while among non-players the percent was somewhat higher at 96.2%. In 2008, positive quality of life among players and non-players was recorded at 93.9% and 95.5% respectively.
- Just under three-quarters of all respondents, 72.5%, suggested, compared to two years ago, their standard of living was better or the same but good. Among just players, the percent was 68.1% while among non-players, the percent was recorded at 76.2%.

## ON AWARENESS / KNOWLEDGE...

- On a composite basis, awareness (very or somewhat aware) of the Vermont Lottery tagline “Please Pay Responsibly” was 87.3%. Among players and non-players, the percent aware is 92.3% and 83.2% respectively. In 2008, 96.6% of players were very or somewhat aware.
- Over three quarters of all respondents, 75.9%, indicated they were very or somewhat aware that 100% of all Vermont Lottery profits go to education in the state. Among players the percent is higher at 81.1% and among non-players, the percent is 71.6%.
- A large majority of all respondents, 89.3%, suggested they were very or somewhat aware of the stores selling Vermont Lottery tickets in their area. Perhaps as expected, players were significantly more aware (97.6%) than non-players (82.4%).
- Just over half of all respondents, 57.2%, indicated they were very or somewhat aware of Lottery promotions as they happen. The percent is higher among players at 71.6% while lower among non-players at 45.2%.
- Respondents are most likely to see, hear or read Vermont Lottery advertising on television (62.4%), signage at stores (36.8%), on radio (31.8%), and in newspapers (8.8%).

### ON ENTERTAINMENT VENUES...

- Among all respondents, 17.3% suggested they have traveled to a Casino in another state over the past two years. The percent is higher (28.0%) among players and lower (8.5%) among non-players.
- Players travel to Casinos mostly for gaming (40.2%) followed by social aspects (29.1%) and entertainment /shows (26.8%). Non-players travel to Casinos mostly for entertainment (41.3%) followed by social aspects (32.6%) and gaming 21.7%).
- Players reported planning to spend significantly more on games during a Casino visit (\$488.68 average) than non-players (\$134.05 average).
- Favorite games at Casinos among players include: slots (61.4%), blackjack (27.6%), roulette (9.4%), and poker slots (7.9%). Favorite Casino games among non-players were similar with less frequency of mention – slots (43.5%), blackjack (34.8%) and roulette (8.7%).
- In 2008, researchers found the average monthly expenditure among players for entertainment (restaurants, arts/culture, plays, shows or sporting events) was \$130.88. In 2012 the average monthly expenditure was up to \$151.98 among players. In 2012, on a composite basis, the average was \$153.76 and among non-players the average was \$155.27.

### ON LOTTERY PLAYING...

- In 2012, researchers found 45.4% of all respondents indicated they currently play Vermont Lottery games. This is up, somewhat, from 40.5% in 2008.

### ON PLAYER HISTORY...

- Three quarters of players interviewed (74.2%) indicated they play Powerball, Mega Millions or Hot Lotto while 51.5% suggested they play Tri-State Lottery terminal games. Another 47.1% suggested they play Instant Scratch-Off games and 15.0% said they play “Lucky for Life”.
- In 2008, 60.3% of players reported playing terminal games while 50.8% suggested they play Instant Scratch-Off games.
- The average amount spent weekly by players on these four series of games – Instant Scratch-Off, Powerball/Mega Millions/Hot Lotto, Tri-State Terminal, and Lucky for Life was \$7.36, \$5.73, \$5.10 and \$4.44 respectively.
- A large majority of players, 92.5%, rated their usual point of Lottery ticket purchase as very convenient.

- The average dollar amount a Lottery Jackpot needs to be in order to see players begin playing is \$37 million dollars in 2012. This is up from \$34.8 million in 2008.
- While 75.8% of players do not travel to neighboring states to play Lottery games, 24.2% suggested they do. Of this group, favorite games included Instant Scratch Games, Powerball, Mega Millions, and Megabucks Plus.

### ON NON-PLAYER HISTORY...

- Over half of all non-players (56.0%) indicated they have played the Lottery in the past. This is up from 38.2% recorded in 2008.
- Primary reasons for not playing or not playing anymore were “Chance of winning is unlikely”, “It’s a waste of money”, “Do not have the extra money/can’t afford it/afraid to lose money/fixed income”, and “Just not interested”.

### ON TECHNOLOGY...

- Among all respondents, 34.6%, indicated to researchers that they have and use a smart phone. Another 90.6% have access to the internet at home, at work or at both locations. Slightly fewer, 85.9%, suggested they have “high speed” internet. Another 56.9% of all respondents said they use some form of social media such as LinkedIn or Facebook.
- The percent of players with high speed internet in 2012 was 85.9% -- up from 75.5% in 2008.
- Among players, 13.9% would use a current or future smart phone to access a Vermont Lottery App. And, 13.0% of players would use the current or future smart phone to purchase Vermont Lottery tickets.

### ON THE MARKET...

- Among all respondents, 39.2% suggested they would be very or somewhat likely to play or play more Vermont Lottery games if they knew 100% of all profits go to the Vermont Education Fund. Among players and non-players the percents are 54.6% and 26.4% respectively.
- If the economy improved, 34.8% of all respondents would be very or somewhat likely to play or play more. Among players and non-players, the percents are 48.0% and 23.8% respectively.

- If self-service vending machines were available for ticket purchase, 22.1% (13.2% among current non-players and 32.8% among players), said they would be very or somewhat likely to play or play more.
- If Vermont Lottery games were offered on the internet, 10.5% of all respondents suggested they would be very or somewhat likely to play or play more. Among players and non-players the percents are 14.8% and 7.0%, respectively.
- If Bingo was offered on the internet, 9.2% of all respondents indicated they would be very or somewhat likely to play or play more. Among players and non-players, the percents are 11.5% and 7.3%, respectively.
- And, if Vermont Lottery Poker was offered on the internet, 8.0% of all respondents said they would be very or somewhat likely to play or play more. Among players and non-players, the percents are 10.8% and 5.7% respectively.

### ON SOURCES FOR INFORMATION...

- Among players, the most frequently used sources for information about the Vermont Lottery include the Vermont Lottery website, TV advertising, TV news, the internet and stores/gas stations.
- Players reported the best ways to reach them with Lottery news and information included TV advertising, TV news, radio advertising, the internet and stores/gas stations.
- Among players, the percent reported having visited the Vermont Lottery website is up to 49.3% from 32.8% in 2008.
- The large majority of respondents, 86.6%, suggested the reason for the visits were to check winning ticket numbers. This is followed, distantly, by information on games (6.7%), general information (5.8%), Jackpot amounts (5.8%) and drawing information (3.1%).
- The website received positive ratings of 85.3%, 79.8% and 67.4% for having information needed, ease of navigation, and appealing graphics, respectively. Lottery officials should strive to attain and maintain positive ratings in the high eighties. The rating on “graphically appealing” is down to 67.4% from 73.6% in 2008.

# Summary of Findings

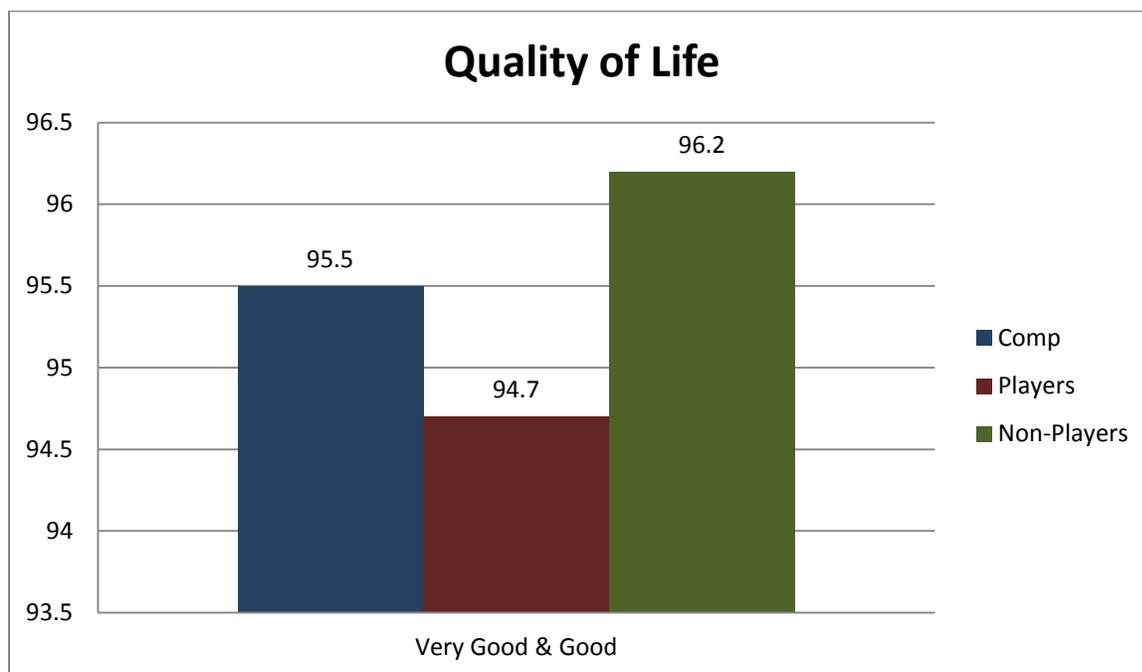
Readers are reminded that the following section summarizes statistics collected from a random-sample telephone survey of 1000 Vermont residents. Where questions were asked of all respondents – those who play the Vermont Lottery and those who do not – results are presented for each along with the composite aggregate data (all 1000 respondents).

As a result of final “player” (454) “non-player” (546) counts, it is estimated that 45.4% of Vermont residents currently play the Vermont Lottery. This is up somewhat from 40.5% recorded in 2008.

Further, where “like” questions were replicated from the 2008 research, these results are also presented for comparison purposes – or tracking.

## QUALITY OF LIFE

Impressively, on a composite basis, 95.5% of all respondents described their quality of life in Vermont as very good or good. Just 4.0% suggested it was poor or very poor. The following graph depicts the results collected. In 2008, 93.9% of players and 94.5% of non-players reported their quality of life as very good or good.



Researchers asked all respondents if, compared to two years ago, their current standard of living was better, the same and good, worse or the same and poor. The following graph presents the cumulative totals for better/the same and good and worse/the same and poor. In 2008, 71.5% of players reported their standard of living as “better or the same & good” while 27.6% suggested it was “worse or the same & poor”.



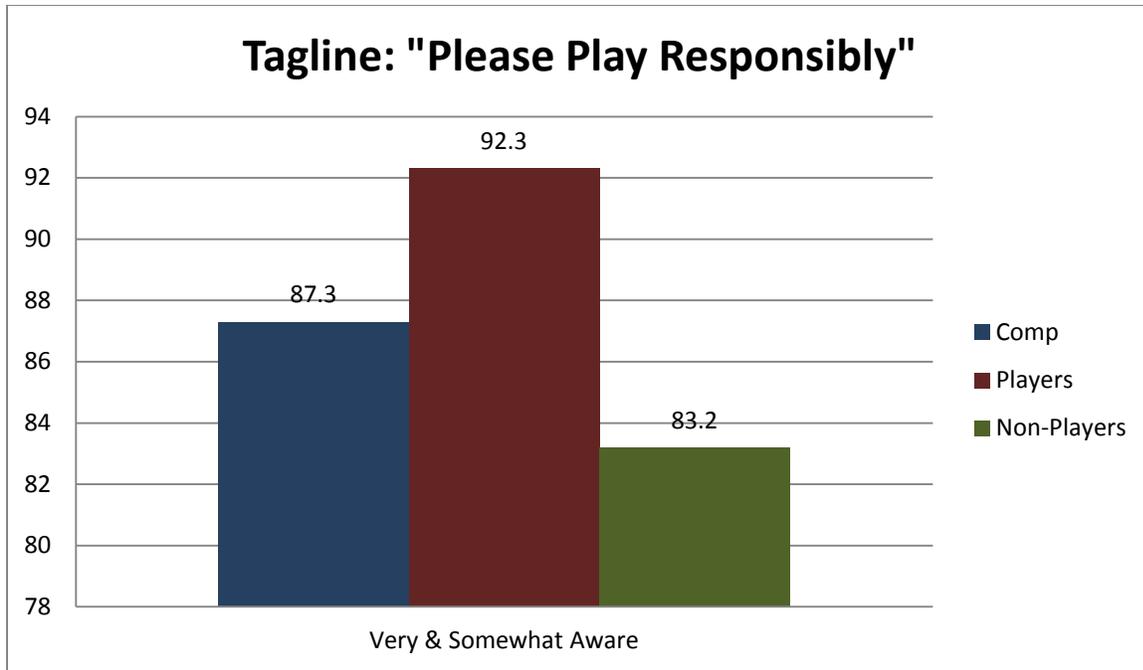
### AWARENESS / KNOWLEDGE

All respondents were asked how aware they were of four different aspects of the Vermont Lottery. For each aspect, researchers asked respondents if they were very aware, somewhat aware, somewhat unaware or not at all aware.

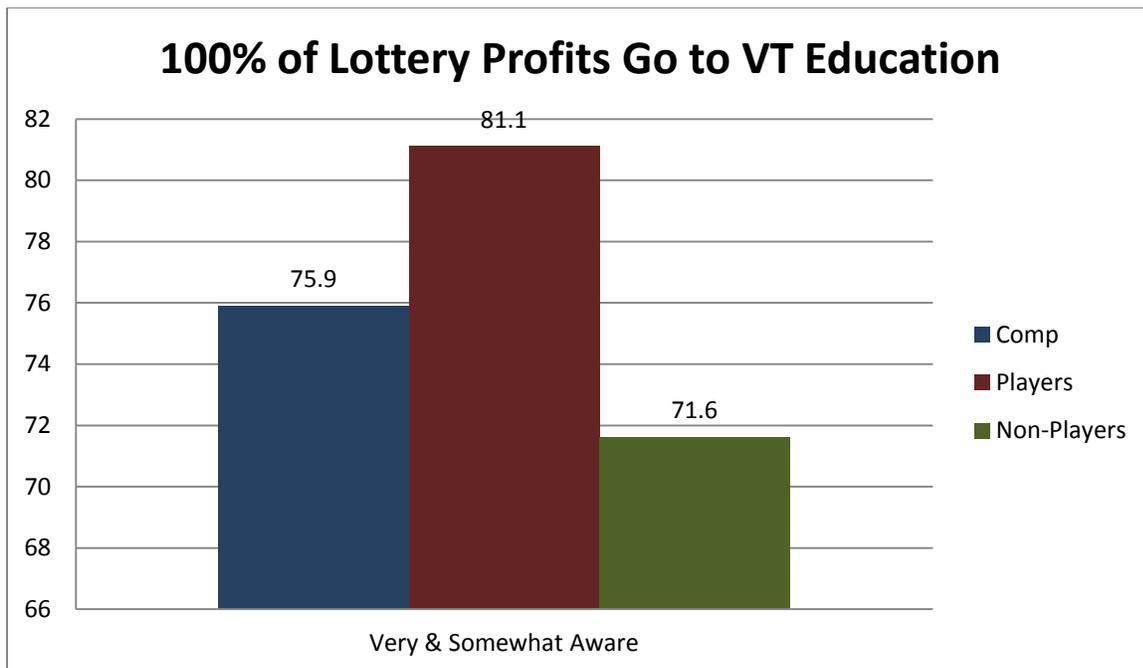
The aspects named included:

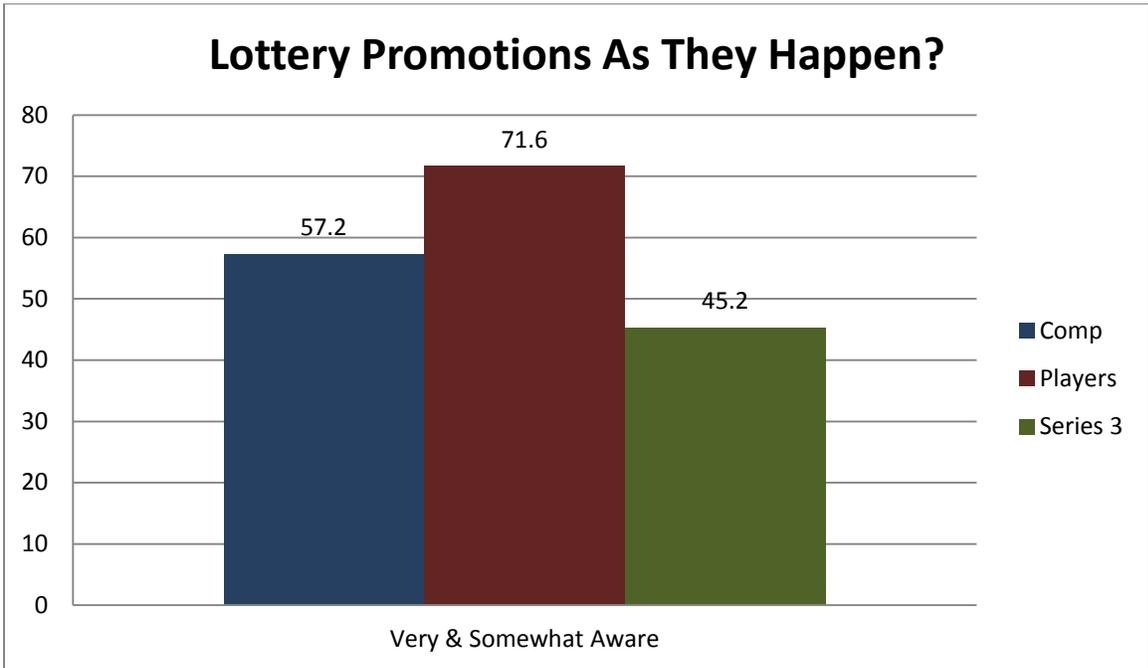
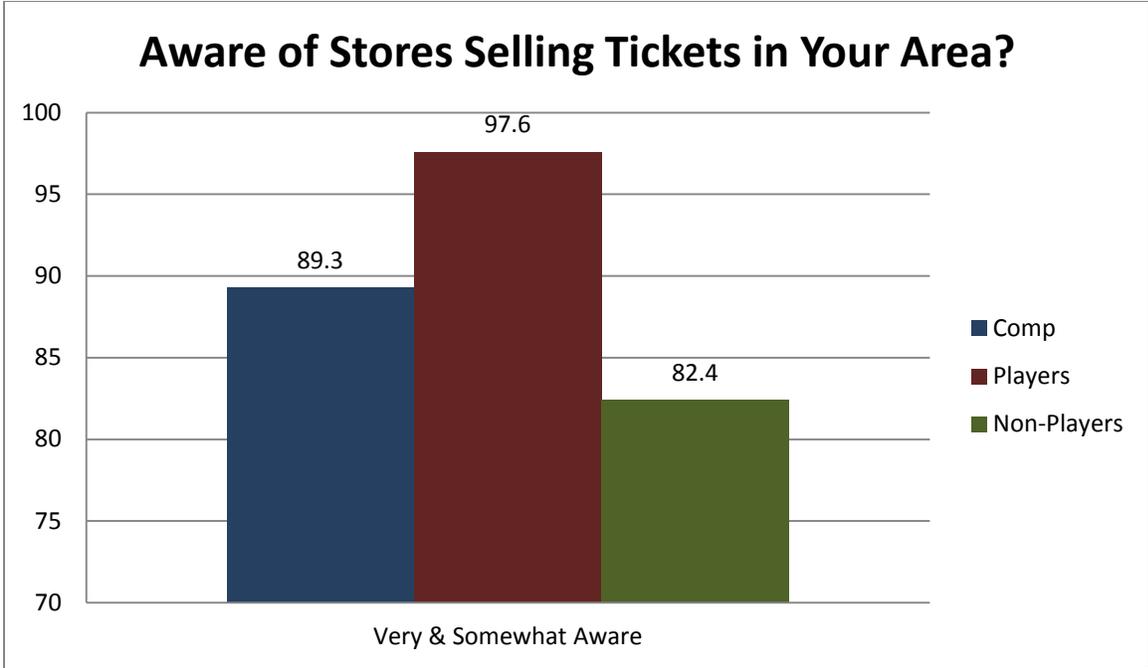
- The Vermont Lottery tagline: “Please play responsibly”;
- 100% of all Vermont Lottery Profits go to education in Vermont;
- The stores selling lottery tickets in your area; and
- Lottery promotions as they happen.

The following graph presents the cumulative totals for those reporting very and somewhat aware.



Note: 96.6% of players in 2008 recalled the tagline "Please Play Responsibly"





Researchers asked all respondents where they see, hear or read Vermont Lottery advertising. The following table presents the results as collected. Multiple responses were allowed and results are in declining order by “players”.

<b>Where Lottery Advertising is Seen?</b>	<b>Composite</b>	<b>Players</b>	<b>Non-Players</b>
Television	62.4	69.2	56.8
Signage at stores	36.8	41.9	32.6
Radio	31.8	33.9	30.0
Newspapers	8.8	11.9	6.2
Signs outdoors	5.0	7.3	3.1
Internet	1.9	3.1	0.9
Vermont Lottery Website	0.6	1.1	0.2
Don't Recall	0.5	0.9	0.2

### **ENTERTAINMENT VENUES**

Respondents were asked if they have traveled to Casinos in other state over the last two years. If so, they were asked the number of times over the past two years.

On a composite basis, 17.3% suggested they do travel to Casinos while the percent was 28.0% and 8.5% among players and non-players, respectively.

The following table presents the results as collected.

<b>Travel to Casinos in Other States?</b>	<b>Composite</b>	<b>Players</b>	<b>Non-Players</b>
Yes, once	7.1	10.4	4.4
Yes, 2 – 5 trips	8.1	13.4	3.7
Yes, 6 – 11 trips	1.1	2.4	0.0
Yes, 12 or more trips	1.0	1.8	0.4
No	82.2	71.6	91.0
Unsure	0.3	0.2	0.4
Refused	0.3	0.2	0.2

Researchers asked respondents to report the primary reason they go to Casinos. Players are twice as likely to travel to Casinos for “gaming” while non-players are significantly more likely to say they travel to Casinos for “Entertainment and Shows”. The following are the results collected.

<b>Primary Reason Travel to Casinos?</b>	<b>Composite</b>	<b>Players</b>	<b>Non-Players</b>
Social aspects	30.1	29.1	32.6
Gaming	35.3	40.2	21.7
Entertainment or shows	30.6	26.8	41.3
Unsure	3.5	3.1	4.3
Refused	0.6	0.8	0.0

The average spending reported on games by respondents for “an average visit” to a Casino is presented here. Researchers asked respondents not to include lodging, meals or other entertainment.

<b>Plan to Spend at Casino on a Trip?</b>	<b>Composite: N=173</b>	<b>Players: N=127</b>	<b>Non-Players: N=46</b>
On Average: Plan to Spend at Casino?	397.30	488.68	134.05

Those that did travel to Casinos were asked to report their favorite games during their visits. The following table holds the results collected. Multiple responses were allowed.

<b>Favorite Games at Casinos</b>	<b>Composite</b>	<b>Players</b>	<b>Non-Players</b>
Slots	56.6	61.4	43.5
Blackjack	29.5	27.6	34.8
KENO	1.2	1.6	---
Poker Slots	5.8	7.9	---
Roulette	9.2	9.4	8.7
Video Slots	5.8	5.5	6.5
Stud Poker	1.7	1.6	2.2
Card Games	4.6	5.5	2.2
Video Poker	2.9	3.1	2.2
Casino Wars	---	---	---
Dice	2.9	3.1	2.2

Respondents were asked, using their best guess, for the amount they spend during an average month on entertainment for such things as restaurants, arts and culture, plays, shows or sport events. The following table presents the results as collected.

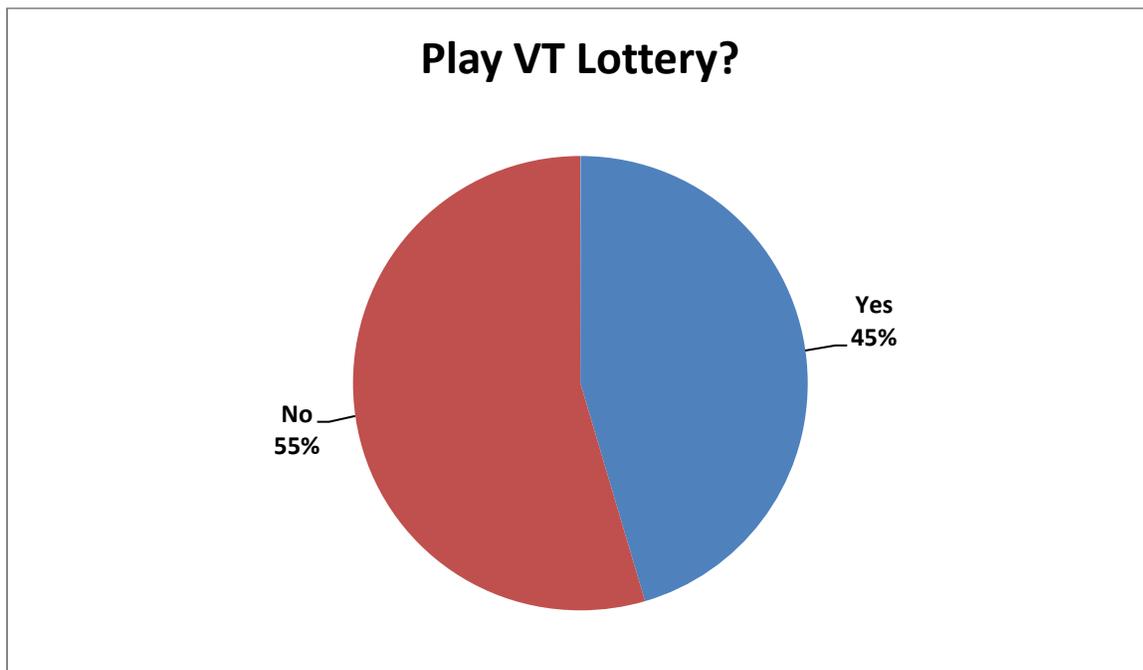
Average Monthly on Entertainment	2008: Players	Composite	Players	Non-Players
Amount on Entertainment Monthly	\$130.88	\$153.76	\$151.98	\$155.27

### LOTTERY PLAYING

Respondents were read the following: “The Vermont Lottery offers a number of games such as instant Scratch Off Tickets, Tri-State terminal games such as Megabucks and Powerball. Please tell me if you currently play any of these Vermont Lottery games.”

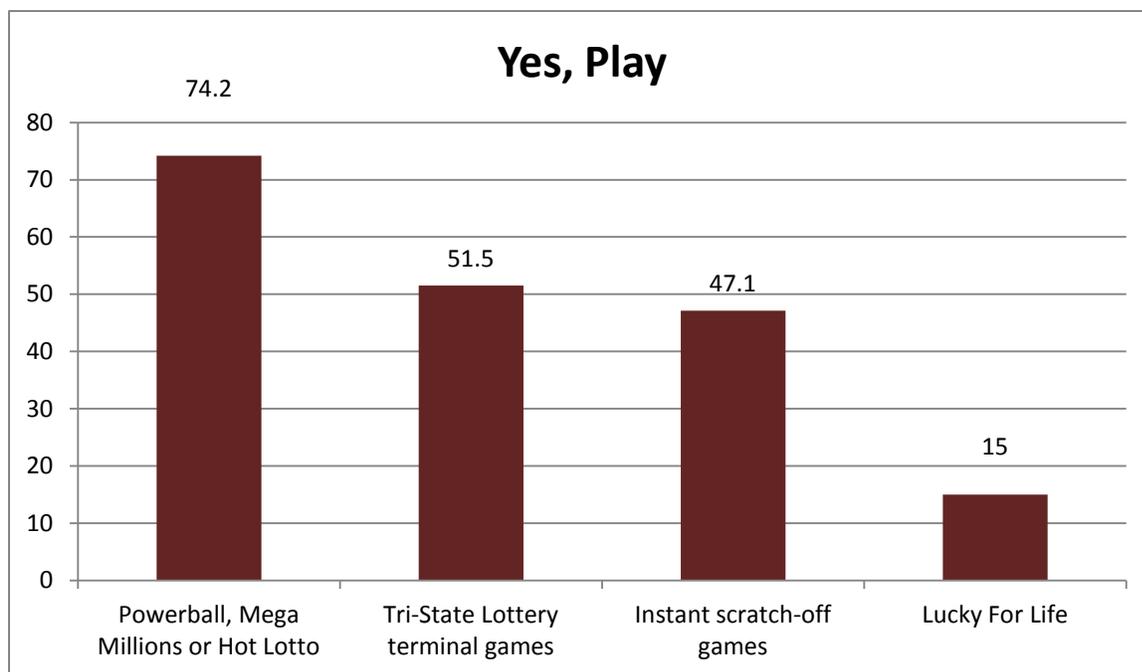
Just over half, 54.6%, indicated they do not currently play Vermont Lottery games while 45.4% suggested they do.

In 2008, 40.5% indicated they do play Vermont Lottery games.



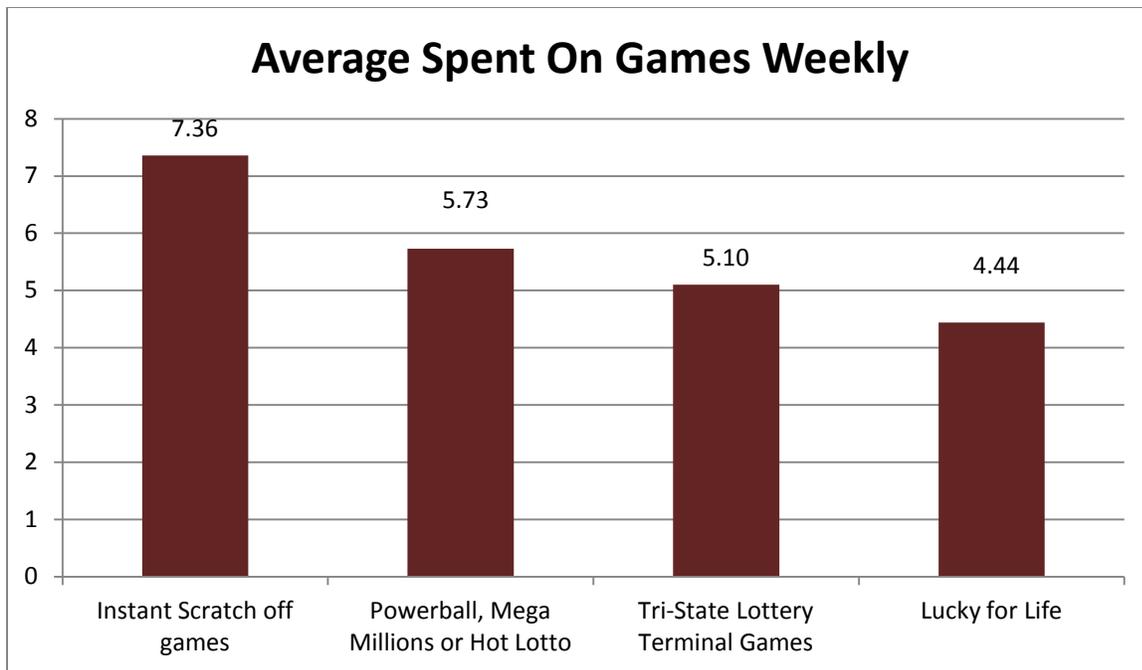
## PLAYER HISTORY

Players, only, were asked if they played a number of Vermont Lottery games. The results are shown in the following graph.



In 2008, 60.3% of players reported playing terminal games while 50.8% suggested they play instant scratch-off games.

In a follow-up question, players of these games were asked for the average amount spent on each during a week. The following graph presents these results.



A large majority, 92.5%, of all players rated their “usual” point of purchase outlet for Vermont Lottery tickets as “very convenient”.

All players were asked the dollar amount a Lottery Jackpot needs to be in order to see them playing. The average was \$37 million dollars – up somewhat from \$34.8 million dollars in 2008.

Researchers asked players if they travel to Maine, Massachusetts, New York or New Hampshire to play Lottery games. While 75.8% suggested they did not, 24.2% suggested they do. The following table presents the results collected.

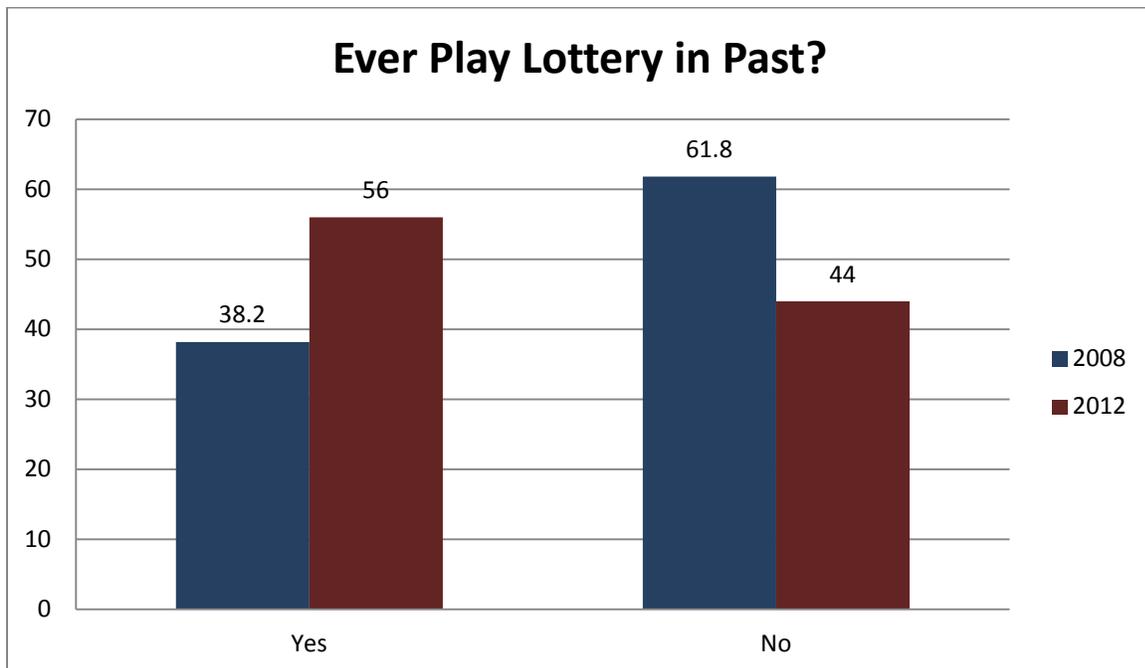
Play Lottery in Neighboring States?	Players
No	75.8
Yes, New Hampshire	13.2
Yes, New York	9.0
Yes, Maine	7.7
Yes, Massachusetts	6.4

Those respondents who do travel to other states to play Lottery games (24.2%) were asked which games they play. The following table presents the results.

Lottery Games Played in Neighboring States	Players
Instant Scratch Games	40.6
Powerball	28.7
Mega Millions	24.8
Megabucks Plus	9.9
Unsure	8.9
KENO	5.0
Megabucks Doubler	4.0
Hot Lotto	1.0
Pick 3	1.0
Pick 4	1.0
Take 5	1.0
The Numbers Game	1.0

### NON-PLAYER HISTORY

Those reporting they do not currently play the Vermont Lottery (54.6%) were asked if they have ever played the Lottery in the past. Over half of all current non-players (56.0%) indicated they have played Lottery in the past. In 2008, 38.2% of non-players suggested they had played in the past.



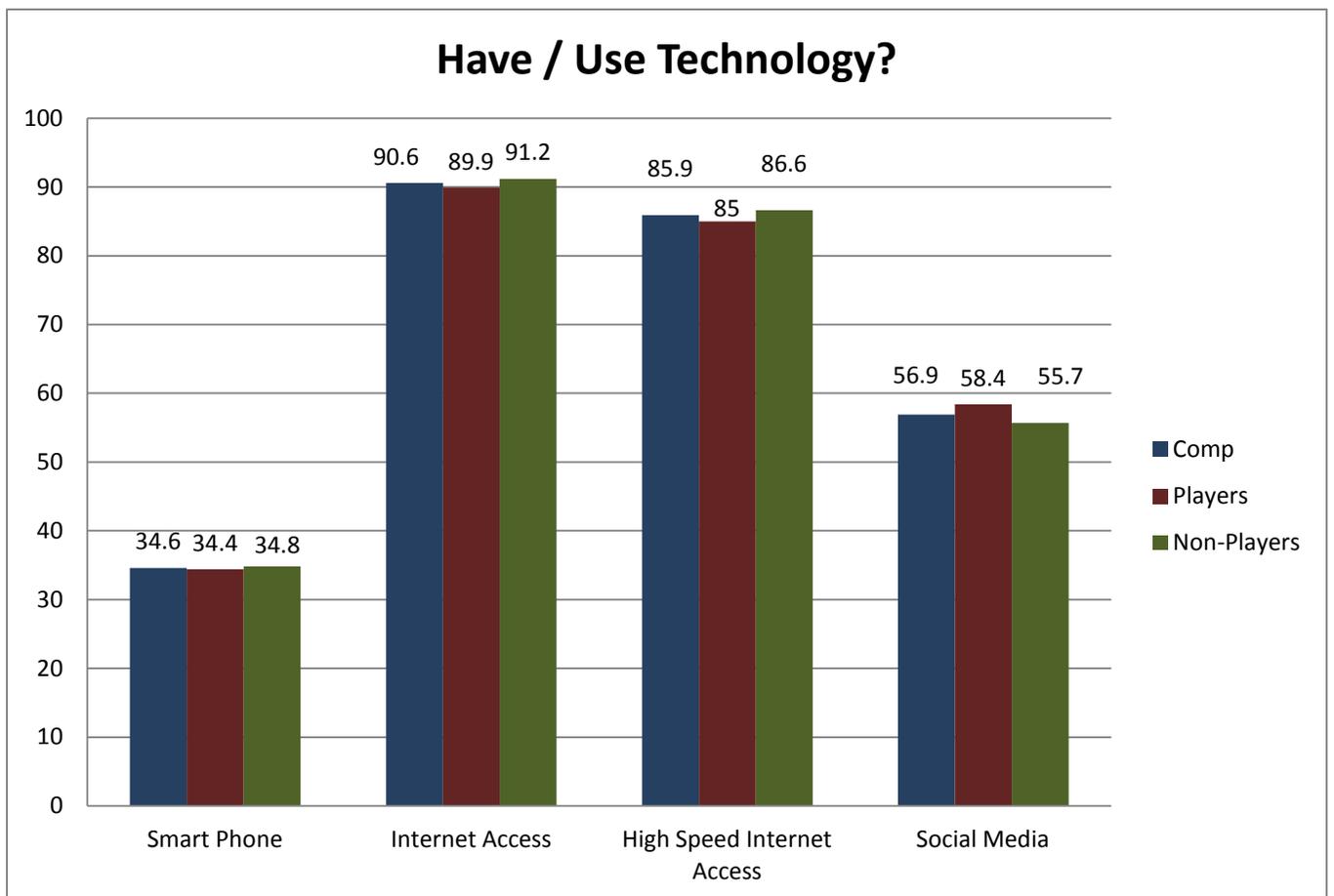
All non-players were asked, in an open-end format question, to report the reasons why they no longer play the Vermont Lottery. The following table presents 2012 and 2008 results.

<b>Why you no longer play the Vermont Lottery?</b>	<b>2008 Non-Players</b>	<b>2012 Non-Players</b>
Chance of winning is unlikely	10.1	22.9
It's a waste of money	12.0	19.3
Do not have the extra money/can't afford/afraid to lose money/fixed income	10.5	19.3
Just not interested	26.2	19.0
Just don't think about it/forget to play/too busy/not a priority	7.0	8.2
Other	3.5	6.5
Do not believe in gambling	13.6	5.6
Don't know/unsure	0.9	5.6
Never won	5.1	3.6
Do not want to get addicted/spend too much money on it	4.1	2.0
Too much hassle	0.6	2.0
Use extra money for other things	3.1	1.3
Lottery is fixed or rigged	2.0	1.0
Don't know where proceeds go	0.6	0.7
Play Lottery in other states	0.6	0.3
Local store does not sell	---	0.3

## TECHNOLOGY

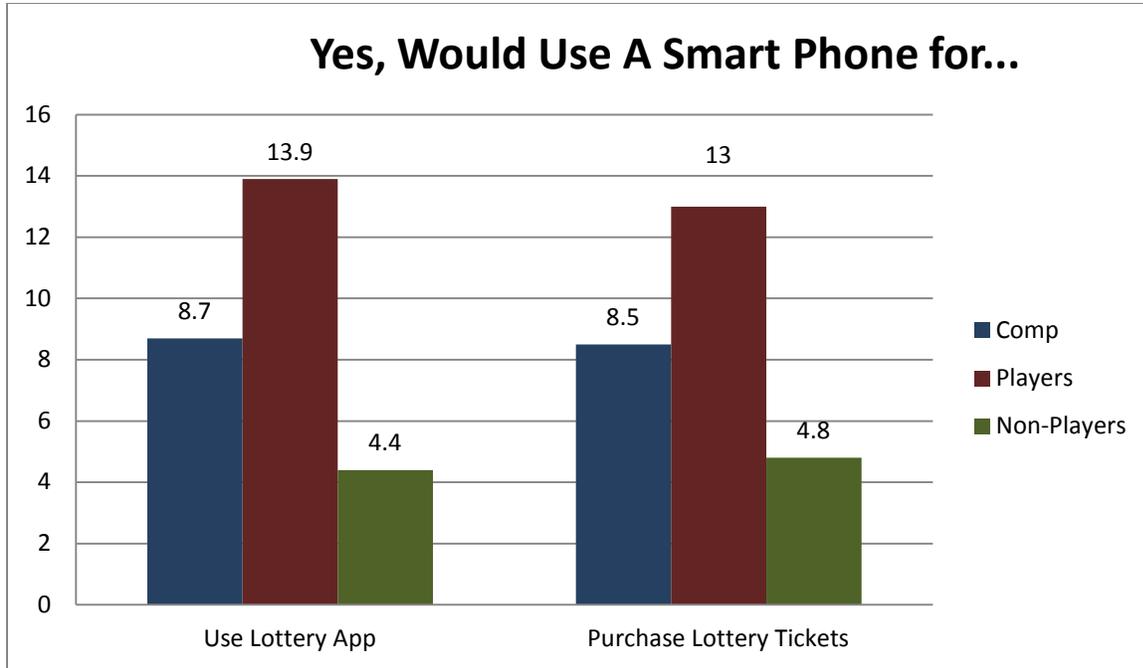
Researchers asked all respondents if they have and use a smart phone, internet access, high speed internet, and social media.

Results are presented on a composite basis as well as for players and non-players in the following graph.



Note: In 2008, 75.5% of players surveyed reported having high speed internet access while 20.3% indicated they had “dial-up”.

All respondents were asked if they would use their current or a new smart phone (someday) to access a Vermont Lottery App or purchase Vermont Lottery tickets. The following graph shows players as more likely than non-players to adopt each.



## THE MARKET

Researchers asked all respondents if they were very likely, somewhat likely, somewhat unlikely or not at all likely to play the Vermont Lottery or play the Vermont Lottery more frequently under various scenarios. The follow table presents the scenarios and the cumulative totals for those suggesting they would be very or somewhat likely in each case.

Results are presented on a composite basis as well as among players and non-players. Results are presented in declining order by composite data. In 2008, 29.7% of players reported they would be very or somewhat likely to play the Lottery more if the economy improved.

<b>Characteristic</b>	<b>Comp</b>	<b>Players</b>	<b>Non-Players</b>
You knew that 100% of Vermont Lottery ticket profits go to the Vermont Education Fund	39.2	54.6	26.4
If the economy improved	34.8	48.0	23.8
Self-service vending machines were available to purchase tickets	22.1	32.8	13.2
Vermont Lottery Games were offered on the internet	10.5	14.8	7.0
If Vermont Lottery Bingo was offered on the internet	9.2	11.5	7.3
If Vermont Lottery Poker was offered on the internet	8.0	10.8	5.7

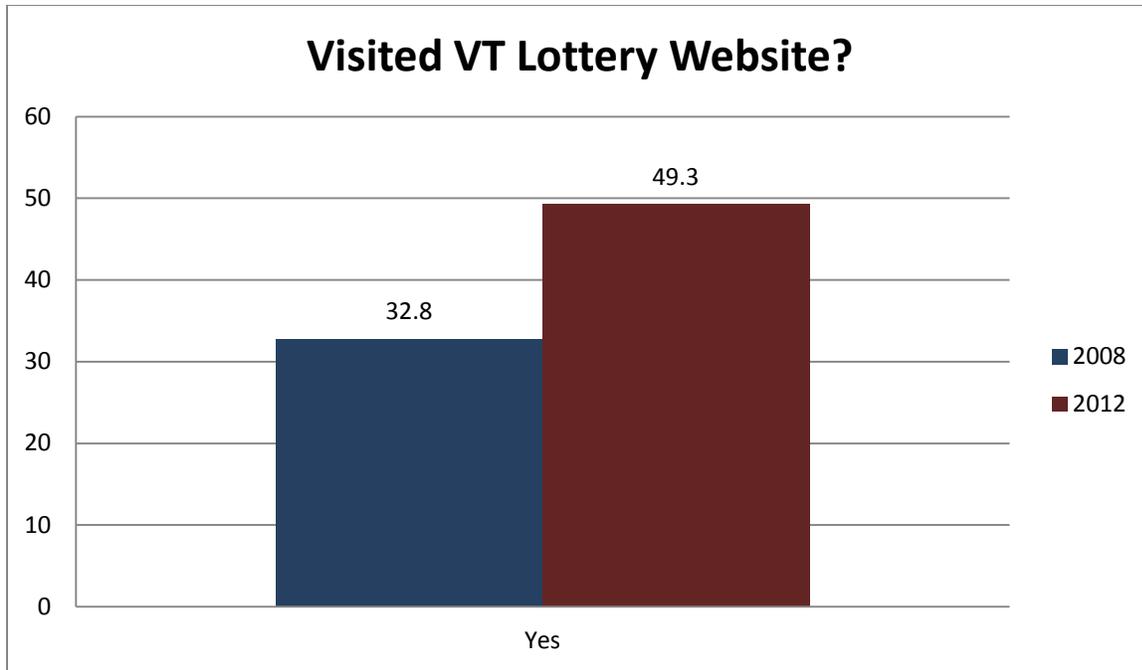
## SOURCES FOR INFORMATION

Players, only, were asked two questions about sources for information. In the first, players were asked where they go for information on Vermont Lottery tickets, games, updates, and communication. In a second question, researchers asked player respondents for the “best way” for the Vermont Lottery Commission to reach them and their neighbors/friends with Lottery information.

Results from 2008 are also presented within the following table. Results are presented in declining order by 2012 “Best Way to Reach You”.

<b>Sources for Information (Players)</b>	<b>2008 Go for Information</b>	<b>2012 Go for Information</b>	<b>2008 Best Way to Reach You</b>	<b>2012 Best Way to Reach You</b>
TV Advertising	26.9	11.2	44.4	32.2
TV News	11.7	11.7	20.8	24.9
Radio Advertising	6.7	4.0	13.6	17.8
Internet	13.8	21.4	8.7	12.1
Stores / Gas Stations	29.3	28.2	12.6	11.5
Radio News	2.2	3.3	6.1	11.0
Newspaper Ads	12.7	3.7	19.7	8.6
Email	0.2	---	0.2	5.1
Newspaper Stories	5.6	2.9	8.2	3.5
VT Lottery Website	4.6	20.5	2.1	3.5
Other	---	2.4	---	2.4
Brochures	1.0	0.7	2.6	2.0
Newspaper inserts	3.6	0.4	5.8	0.9
Friends/Neighbors/Relatives	2.6	3.1	1.5	0.4
Government Agency	0.1	0.4	---	0.2
Powerball / Mega Millions Website	1.9	1.1	0.6	0.2
Co-workers	0.2	1.1	0.1	---
Employer/School	0.2	0.4	0.2	---

Players were asked if they have ever visited the Vermont Lottery website. Just under half, 49.3%, suggested they have visited the site. Results for 2008 and 2012 are presented here.

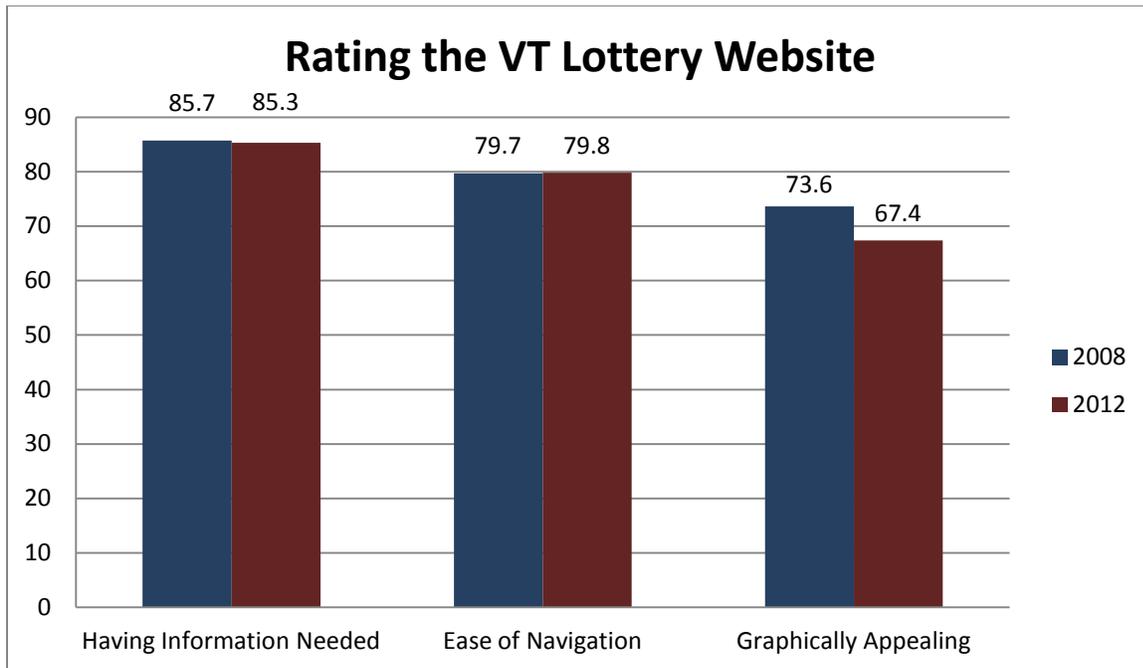


Players who visited the Vermont Lottery website (49.3%) were asked to report the reasons for their visits. Multiple responses were allowed.

Results are presented here.

Reasons for Visits to the Vermont Lottery Website	2012 Players
Winning ticket numbers	86.6
Information on games	6.7
General information	5.8
Jackpot amounts	5.8
Drawing information	3.1
Ticket sale locations	0.4
Office locations	0.4
Problem gambling information	0.4
Unsure	0.4
Phone numbers	---

Those players who visited the Vermont Lottery website were asked to rate the site on three characteristics using a scale of one to ten where one was very poor and ten was very good. The following graph presents the cumulative total positive ratings of seven through ten.



## DEMOGRAPHICS

<b>Years living in Vermont</b>	<b>2008 Players</b>	<b>2012 Composite</b>	<b>2012 Players</b>	<b>2012 Non-Players</b>
Average	42.50	43.64	45.42	42.17

<b>Age</b>	<b>2008 Players</b>	<b>2012 Composite</b>	<b>2012 Players</b>	<b>2012 Non-Players</b>
Average	54.80	48.90	49.48	48.42

<b>Education</b>	<b>Players (N=809)</b>	<b>2012 Composite</b>	<b>2012 Players</b>	<b>2012 Non-Players</b>
Eighth grade or less	1.1%	0.9	1.1	0.7
Some high school	3.7	2.4	1.3	1.6
High school graduate	32.3	25.6	28.4	18.9
Some technical school	1.2	1.9	2.4	1.5
Technical school graduate	2.0	2.5	3.1	2.0
Some college	19.0	16.2	19.2	13.7
College graduate	25.8	27.3	24.2	29.9
Post graduate or professional degree	10.8	25.5	19.6	30.4
Refused	3.5	1.0	0.7	1.3
Don't know/unsure	0.6	---	---	---

<b>Total family income before taxes</b>	<b>2008 Players</b>	<b>2012 Composite w/out RF</b>	<b>2012 Composite</b>	<b>2012 Players</b>	<b>2012 Non-Players</b>
Less than \$19,999	12.2%	9.0	7.1	8.4	6.0
\$20,000 < \$35,000	14.8	10.4	8.2	6.8	9.3
\$35,000 < \$50,000	23.1	14.2	11.2	13.4	9.3
\$50,000 < \$65,000	14.6	11.8	9.3	9.7	9.0
\$65,000 < \$80,000	15.6	15.6	12.3	13.4	11.4
\$80,000 < \$95,000	7.1	10.4	8.2	9.5	7.1
\$95,000 or more	12.6	25.1	19.8	17.2	22.0

<b>Gender</b>	<b>2008: Players</b>	<b>2012 Composite</b>
Male	45.4	48.2
Female	54.5	51.8

# 5 APPENDIX

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## INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and, thus, are excluded. Although, when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.