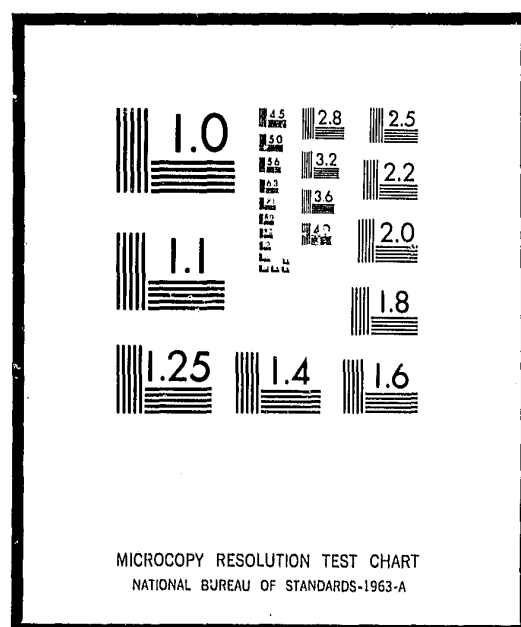


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ESTIMATION OF THE VOLUME AND PATTERN OF BOOKMAKING IN THE GREATER KANSAS CITY AREA - FINAL REPORT - PHASE I (TEST SURVEY OF GENERAL PUBLIC)

AUTHOR(S):

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ANNOTATION:

AN ESTIMATE OF THE VOLUME AND PATTERN OF BOOKMAKING IN KANSAS CITY AREA IS BASED ON PERSONAL INTERVIEWS.

ABSTRACT:

THE RESULTS OF THE FIRST PHASE OF A PROGRAM OF RESEARCH UNDERTAKEN TO ESTIMATE THE VOLUME AND PATTERN OF BOOKMAKING IN THE GREATER KANSAS CITY AREA ARE REPORTED. THE PURPOSE OF THE FIRST PHASE OF THE STUDY WAS TO DETERMINE WHETHER INDIVIDUALS CONTACTED IN A RANDOM SURVEY WOULD ANSWER QUESTIONS CONCERNING GAMBLING THEY MAY HAVE DONE, PARTICULARLY ANY BETTING WITH BOOKMAKERS; AND TO DRAW TENTATIVE CONCLUSIONS CONCERNING THE VALIDITY OF THE RESPONSES THAT WERE MADE TO THOSE QUESTIONS. THE OBJECTIVE OF THIS PHASE OF THE STUDY WAS TO DETERMINE WHETHER PUBLIC COOPERATION WOULD BE SUCH AS TO SUPPORT THE UNDERTAKING IN THE FIRST PLACE. CONSIDERING THE SENSITIVE NATURE OF THE SUBJECTS THAT WERE INVOLVED IN THIS INQUIRY, THE DEGREE OF COOPERATION ATTAINED IS CONSIDERED TO HAVE BEEN HIGH, BOTH IN THE GENERAL SENSE OF PERSONS CONSENTING TO BE INTERVIEWED; AND IN THE SENSE OF THE QUESTIONS THEY ANSWERED, MANY OF WHICH WERE HIGHLY PERSONAL IN NATURE. (AUTHOR ABSTRACT)

# REPORT

ESTIMATION OF THE VOLUME AND PATTERN OF BOOKMAKING  
IN THE GREATER KANSAS CITY AREA

FINAL REPORT - PHASE I

(Test Survey of General Public)

Institute Grant NI 70-083

MRI Project RA-35-D

For

National Institute of Law Enforcement  
and Criminal Justice  
Law Enforcement Administration  
Department of Justice  
Washington, D. C.

ESTIMATION OF THE VOLUME AND PATTERN OF BOOKMAKING  
IN THE GREATER KANSAS CITY AREA

by

Carl L. Cunningham  
Linda Crosswhite  
Patricia Quinlan  
Duane Dieckman  
David Benson

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PREFACE

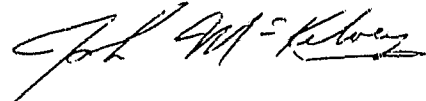
This report covers the first phase of a program of research being conducted for the National Institute of Law Enforcement and Criminal Justice, to estimate the volume and pattern of bookmaking in the Greater Kansas City area. The format of the body of this report is in accordance with the instructions of that Institute. This phase of the study was concerned only with testing the degree to which individuals contacted in a public survey will cooperate in answering questions concerning their gambling experience.

Carl Cunningham is the project director, and was also the principal researcher and author of this report. Significant contributions in collating and analyzing data were made by Linda Crosswhite and Patricia Quinlan. Duane Dieckman designed the data processing system used; and David Benson performed the statistical analyses.

There were several public officials and private citizens who furnished valuable background information and professional judgments on matters bearing on this test survey. Midwest Research Institute wishes to thank those individuals for their help and cooperation.

Approved for:

MIDWEST RESEARCH INSTITUTE



John McKelvey, Director  
Economics and Management Science Division

30 October 1970

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SUMMARY AND CONCLUSIONS

This is the report of the results of the first phase of a program of research undertaken to estimate the volume and pattern of bookmaking in the Greater Kansas City area.

The purpose of this phase of the study was to determine whether individuals contacted in a random survey would answer questions concerning gambling they may have done, particularly any betting with bookmakers; and to draw tentative conclusions concerning the validity of the responses that were made to those questions. To make such an estimate, primary data, obtainable only from public sources, were needed. The objective of this phase of the study, therefore, was not to answer the ultimate questions concerning the volume and pattern of bookmaking in the region, but to determine whether public cooperation would be such as to support the undertaking in the first place.

Considering the sensitive nature of the subjects that were involved in this inquiry, the degree of cooperation attained is considered to have been high, both in the general sense of persons consenting to be interviewed; and in the sense of the questions they answered, many of which were highly personal in nature.

Of the 1,235 persons contacted in the course of this test survey, 905, or 73.2 percent, consented to be interviewed. Of all persons who terminated the contact, 16.9 percent did so before learning what the survey was about, or even that a survey was being conducted.

The interviewing was conducted exclusively by telephone, primarily to increase the respondent's sense of anonymity, and also to allow the largest possible sample to be made. The interview moved from relatively innocuous subjects, such as the respondent's opinions concerning the gambling behavior of his acquaintances and his own interest in sports, toward the more significant forms of gambling he may have done, culminating with questions concerning his experience in betting with bookmakers.

#### Capsule of the Reported Gambling Behavior of Respondents

Approximately 82.6 percent of all respondents reported that they had gambled at some time for money. The following forms of gambling were included in the set of questions asked on this point:

<u>Types of Gambling</u>	<u>Percentages of Total Respondents</u>	
	<u>At Some Time</u>	<u>In Last 12 Months</u>
Bingo	66.3	13.4
Cards, or some other game for money	47.8	24.7
Betting on sports events (other than chance in a pool)	21.5	14.7
Race track	32.8	8.4
Playing the numbers game	3.4	0.5
Betting on an election	5.6	0.9

The extent of reported participation in these various forms of gambling (all of which are illegal in Kansas City, except on track betting) conform roughly to what seems to be the degree of their social acceptability in the area.

#### Persons Reporting Betting With a Bookmaker

Following the questions just discussed, the respondents were asked others that were designed as possible internal checks and points of correlation, then were asked "Have you ever placed a bet with a bookmaker?"

Twenty-nine respondents (3.2 percent of the total) replied that they had made such a bet at some time. Four of these respondents were female. When asked whether they had placed a bet with a bookmaker during the past 12 months, five respondents gave positive replies. All were males.

The questions concerning betting with a bookmaker met with very little respondent resistance. Of the 905 individuals who granted interviews, only 10 (1.1 percent) refused to answer the question. This rate of refusal was only slightly higher than the minimum such rate of 0.9 percent to the question concerning the respondent's occupation.

However, of greater importance than the simple volume of replies concerning gambling behavior, is an estimate of the validity of the responses. At this point, no conclusive statement can be made as to the validity of the portion of the sample who reported betting with bookmakers being representative of such behavior in the population at large. This was not the purpose of this phase of the study. However, there are some secondary indications and informed estimates that suggest these percentages are at least not in gross error.

First, as the discussion in the body of this report indicates, there are several factors that inhibit the volume of bookmaking, most notably the force of federal law directed at this specific form of gambling over the approximate past 3 years, and culminating in considerable public exposure of Kansas City bookmakers and a few of their bettors during the period from January through October 1970. It is safe to assume that bookmaking has been suppressed to some degree as a result of those actions. Therefore, the effect on this survey could be to reduce positive responses to the questions concerning gambling, not only as a result of deliberate evasion by the respondent, but also as a reflection of an actual reduction of the phenomenon.

Second, there are very strong indications that the volume of bookmaking in the Kansas City region is largely a function of bettor impetus. Bookmakers seem to do little or nothing to expand their list of bettors. Particularly, they are not visible to the general public. Therefore, the entry into what might be termed the bookmaking pattern requires a willingness of the bettor to take some degree of risk. It also postulates a somewhat higher degree of motivation to gamble than would be involved if the mode were one of the innocuous types. Additionally, bookmaking does not enjoy much social acceptability, aside from any consideration of the attention it receives from law enforcement agencies.

An informed Department of Justice official, when requested to estimate the number of persons in the Kansas City area who bet with bookmakers "with some regularity," placed the figure at the 2,000 - 2,500 range. Of those individuals, he estimated less than half produced the majority of the bookmakers' volume. (There seems to be general agreement on this point among informed persons.) Another Department of Justice official gave a private estimate that the figure could be in the range of 4,000 persons, possibly more. The official giving the more conservative estimate considered that the public exposure of bookmakers and some of their bettors had depressed both the volume and the number of individuals participating from that observed in December 1969.

There is some consistency, therefore, between the apparent conservatism of these interim survey results concerning the number of persons betting with bookmakers, and the generally conservative trends noted in the opinions and conditions just discussed.

### Some Observations on Consistency of Responses

There was general consistency in the respondent's replies with respect of their own gambling behavior. For example, it may be hypothesized that individuals will consciously downgrade the amount or type of gambling they have done in the recent past, in relation to their willingness to report having done the same form of gambling at some time. There would seem to be two reasons for such distortions: the respondent's fear of reprisal or unpleasant involvement resulting from giving a truthful answer; or some psychological inhibition related to his perception of the social acceptability of his behavior.

An empirical check was possible on this point by relating the "ever gambled--past 12 months" percentage variations in the respondent's replies on each particular form of gambling to the relative interest taken by law enforcement in each type, and the relative social acceptability of each. Bingo was held to be the most socially acceptable type of gambling, and also the most innocuous, from the point of view of the interest taken in it by law enforcement officials and in the public policy generally. If respondents feared either reprisals from the law, or were inhibited from reporting recent gambling behavior by their concept of its acceptability, bingo would be the form least likely to excite such emotions.

Yet, the greatest percentage of variation (52.8) between gambling reported as being done at some time and being done in the past 12 months occurs with respect to bingo. On the other hand, betting on a sports event, a far more serious form of gambling from the point of view of the intensity of law enforcement, shows only a variance of 6.8 percent between the betting reported at some time, and that done in the past 12 months.<sup>1/</sup> Similarly, small percentage variations occur with respect to playing numbers (a game of low social acceptability and high arrest rates) and betting on elections. Playing cards for money involves a 23.1 percent variation but is still considerably under the 52.8 percent applying to bingo. Thus, there is no apparent support for the hypothesis that the respondents tended to suppress information on their more recent gambling. If there are deliberate response errors involved, they would seem to be consistent.

<sup>1/</sup> The percentage variations are in every case a decrease of the rate reported "at some time."

## Correlation Tests

Statistical tests were made of possible correlations among responses to different questions. Contingency table analysis was used for this purpose. Such tables provide an array representing subclasses of the sampled population. An example of such an array would be all the possible subclasses of responses to one question (A) and all positive responses to another question (B). It is possible, of course, to extend the table by adding subclasses of responses to an additional question; thus, arraying all possible answers to questions (A) and (C) against all positive responses to question (B). The hypothesis to be tested with the aid of such a table can be stated as:

"The fraction of all positive responses to question (B) is the same as the fraction within each subcategory of questions (A) and (C)."

The quantitative test is based on a so-called Chi-squared measure of the agreement between those observed and expected numbers.

These tests showed that:

• A very strong correlation was formed with positive responses to the question, "In your opinion, how many of your acquaintances have ever gambled for money?" (the positive responses were those falling in the Most, Quite a Few and Some closed categories) and the positive responses to the question "Have you ever placed a bet with a bookmaker?"

• Similarly, a very strong correlation was formed with positive responses to the question concerning the respondent's opinion of acquaintances who gambled for money, combined with positive responses to questions concerning the respondent's own gambling at cards, on sports events, or at a race track, and positive responses to the key question, "Have you ever placed a bet with a bookmaker?" (The value of Chi-squared in this case was 0.43 which, because of the larger number of categories used than in the first example cited, indicates an even stronger correlation than was attained in that example.)

Additional tests were made of the strength of correlations between betting with a bookmaker and positive responses to other questions pertaining to age, educational background of the respondent, and religious preference. The procedure used was to add the survey response data from each such question to a previously tested contingency table; and then compare the extent of the correlation for this extension of the table with correlations obtained from the original table. The contingency table used for this purpose was made up of responses to the questions:

Q (A) "Have you ever done any of the following things:

"Played cards or some other game for money?

"Bet on a sports event, other than by taking a chance  
in a pool?

"Visited a race track?"

Q (B) "Have you ever placed a bet with a bookmaker?"



Results of these tests showed:

- No positive correlation with age categories or educational background of the respondent.
- An indication that religious preference may be positively correlated with use of a bookmaker. The strongest such indication was with respect to a declaration of no religious preference. A somewhat weaker, but positive indication of correlation was also found among those who preferred Catholicism. (The population reporting gambling with bookmakers did not include persons professing the Jewish faith; thus, no statement can be made as to correlations on this point.)

#### Conclusions

1. From the data acquired in this test survey, it is concluded that the level of public cooperation that can be obtained in answering questions concerning individual gambling behavior is sufficiently high, and reflects enough indications of reliability, to continue the research into the main study outlined in the original research plan.<sup>2/</sup>

<sup>2/</sup> The research plan referred to is contained in the Project Plan Summary of the Midwest Research Institute Application for Grant - National Institute, submitted to the United States Department of Justice, National Institute of Law Enforcement and Criminal Justice, on July 8, 1970.

2. There are two important implications to the results of the correlation tests just discussed: the indications of internal consistency of the responses; and the possibility, after sufficient primary data on gambling with bookmakers are accumulated, of designing a survey instrument that would utilize more secondary indicators of a propensity to gamble with bookmakers, and at the same time, be more discerning than those used in this test, and more acceptable to the respondent.

3. In connection with the foregoing, the continuation of the research should therefore place particular emphasis on first identifying the range of correlations between reported gambling with bookmakers and the more innocuous forms of gambling and certain attitudinal sets; then development of a survey instrument that emphasizes those correlations exclusively.

4. The smallest sample that is considered usable with regard to persons who report having gambled with bookmakers is approximately 250. Projecting the current experience of responses with regard to betting with bookmakers (3.3 percent, "Ever"; 0.55 percent, "Last 12 months") a survey sample of approximately 8,000 would be required to produce the 250 interviews with bookmaker bettors. This number of interviews could be completed in approximately 12 months, at the same time providing a full test of the cycle of events which are the betting targets.

## CHAPTER I

### INTRODUCTION

Although law enforcement and some other public officials have information and informed opinion on the number of bookmakers operating in a given region, the number of bettors who patronize them, the resultant dollar turnover or "handle", and other matters pertaining to the betting activity, there are, not surprisingly, very few statistics on those subjects. Particularly, there are few statistics derived from studies or polls of recent origin, and even fewer such studies that had primary recourse to the general public in an attempt to collect data on individual gambling attitudes and behavior.

The illegal nature of gambling has undoubtedly been one of the prime inhibitors on public surveys of the subject. Taken alone, information on public attitudes and gambling behavior pertaining to bookmaking would be difficult to evaluate in terms of reliability and validity. However, there is similar uncertainty in estimates of the volume of gambling and the way it is done that is based only on evidence compiled from investigations or from secondary indications of the phenomenon. Also, information that is derived from investigations of law enforcement agencies cannot usually be made available for timely study by persons outside the law enforcement community without risking its compromise.

The concept for this entire program of research, of which this was the first phase, therefore, takes two main approaches: (1) the utilization of information on bookmaking operations that can be made available through public records, and what might be generally described as "informed and knowledgeable sources"; (2) an attempt to produce fresh, primary data through the medium of a public survey on gambling behavior and gambling with bookmakers. Obviously, the most fundamental question in this regard is whether sufficient public cooperation can be obtained to support such a research objective. Early in the planning phase for this program, it also became obvious that, in light of the paucity of data and experience in the specific field of interest, the answer to that question could not be found except by experiment and testing.

#### Purpose and Scope

For these reasons, this phase of the study to estimate the volume and pattern of gambling through bookmakers in the Kansas City region undertook to measure public cooperation in answering questions on attitudes and individual gambling behavior bearing on those two major points. The results of this test survey are presented here. It is important to note at the outset that the results should be viewed in the context of the degrees of public cooperation attained, the reliability and the validity of the responses. They do not constitute an attempt to answer the larger questions posed by the overall research objectives. The questions used in this survey were designed to produce data to support those objectives. However, it is important to evaluate these initial results in the perspective of the purpose for which the survey was designed.

## A Note on Sources of Information

In the course of this research, information was collected from informed sources, but who are not specifically identified because the individual's official or private position might be compromised. Some of this information consists only of the informed opinion of those whose experience or professional positions allow them special insights to individual and public gambling behavior, or the operations of professional gamblers.<sup>1/</sup>

In order to provide a background against which data acquired in the survey can be evaluated, information derived from the sources just described has been included in this report. Such unsubstantiated observations and opinions are identified as such wherever they appear in the text. They are believed to have validity within the context they are invariably used, which is to provide information that is reasonably descriptive of certain aspects of the gambling, particularly bookmaking, operations in the Kansas City area.

None of the observations, estimates or opinions that are drawn from these sources are intended to suggest an official position on the part of a local, state or federal agency or of any private group.

<sup>1/</sup> There were no underworld contacts made.

## CHAPTER II

### SOME ASPECTS OF BOOKMAKING AND THE GENERAL GAMBLING ENVIRONMENT OF THE KANSAS CITY AREA

#### The Law An Important Inhibitor

Historically, where gambling is against the law, as it is in Kansas and Missouri, subterfuges and patterns of action usually develop that allow the public some access to most of the types of wagering that the law proscribes. Despite this fact, legal prohibitions usually constitute the most effective means of inhibiting gambling, if reasonable enforcement attempts are made. One fundamental aspect of such inhibition seems to be the law forcing the gambling activity below the level of general public view, thus reducing exposure of naive bettors, if not inhibiting the practicing gamblers as well. The interaction between the force and character of the law against gambling, and the tendency on the part of the public to avoid the force of those laws, create what is referred to here as the "gambling environment".

#### The Bookmaker, Role and Service Provided

The bookmaker provides bettors the opportunity to gamble. That is his basic service. He takes bets on events and in ways that could usually not be made otherwise. He is usually reliable, in the sense that he will pay off bets according to agreed terms.

But a bookmaker is not a gambler in the true sense of the word. He seeks to avoid the risk of a true gamble and depends for his profit on a percentage of the total volume of bets placed with him. He does this by "balancing" his book through the practice of "laying off" bets with other bookmakers when the play he receives on a single event or outcome becomes too heavy, and by charging a commission on each bet taken, which in the Kansas City area is a minimum of 10 percent. The odds he offers are usually unfavorable compared to track odds or those that might be obtained through private negotiation. To the bookmaker who has made intelligent provision for bet acceptance and layoff, the outcome of a specific event is usually of little consequence. He "wins" by collecting his commission. Thus, volume is as important to the bookmaker as to the legitimate businessman.

Despite their desire for volume, Kansas City bookmakers are particularly <sup>14</sup>cautious in accepting new bettors, usually requiring referrals. The principal source of evidence leading to the arrest and prosecution of the bookmaker comes from those who bet with him. Through the use of wiretaps and personal surveillance, the FBI has been able to identify bettors as well as bookmakers. Although the former are seldom, if ever, prosecuted, the leverage thus gained on the bettor can be used to acquire evidence. The bettor, in the process, may find himself publicly involved in a criminal investigation or trial. Recent publicity has been given just such occurrences in Kansas City.

Bookmakers are also particularly mistrustful of the tendency of some gamblers to seek to influence the outcome of an event without their knowledge, then bet on it heavily. Therefore, he has particular concern that those events and contests be kept honest--contrary to some popular opinion on this point. As a result, there is a surprising degree of cooperation on the part of some bookmakers with certain private investigative agents who seek to insure that no illicit connections exist between professional athletes and team officials, and persons who might attempt to influence the outcome of a game. A private investigator of this type operates in Kansas City.

A bookmaker can seldom operate without using interstate communications. He must be constantly informed on the odds and point spreads set by professional handicappers and sports experts, in order to intelligently accept bets. Kansas City bookmakers procure the "betting line," as such information is called, from Las Vegas or Chicago, depending on the sports involved.<sup>1/</sup> The use of interstate communications for this purpose being in violation of the federal law, the bookmakers are usually a prime target of the Federal Bureau of Investigation.

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<sup>1/</sup> This information was procured from Affidavit for Search Warrant filed before the U. S. District Court for the Western District of Missouri, January 17, 1970, by a Special Agent of the Federal Bureau of Investigation, a transcript of which was procured from the Clerk of the U. S. District Court.

#### Accessibility of Bookmakers to the General Public

For purposes of evaluating data resulting from the survey, it must be assumed that the respondents considered anyone a bookmaker who takes and pays off a bet under the general circumstances that have been described. However, individuals who perform those functions are frequently only the lower rank of the organization emanating from the actual bookmakers; persons who finance the operation, take the profits and make decisions as to how and when bets will be taken. Would-be bettors, with no previously established bookmaker contacts, would be most likely to encounter, in their initial attempt to place a bet, such contact men as bartenders, cab drivers, bellhops, and other individuals in steady contact with the public.

There is no satisfactory basis for estimating the number of individuals who work for bookmakers in the Kansas City area. However, there seems to be general agreement on the part of law enforcement officials and other knowledgeable individuals that, as a group, the contact men for bookmakers are highly dynamic in the sense of their general accessibility to the public for the purpose of placing a bet. There was a period of time, according to one Department of Justice official, when a bet could be placed in a wide variety of public places in Kansas City, particularly bars and other places of entertainment, and virtually without delay or questions. Presently, the number of such contacts, and the degree of openness of their operations, seem to have contracted considerably.

This situation has no doubt been influenced by the public exposure of bookmakers in Kansas City, as a result of publicity given the investigations and arrests of persons for bookmaking made by the Federal Bureau of Investigation and the subsequent special grand jury investigations initiated of organized gambling. It is important to note here the important provision in the federal Omnibus Crime Bill that has already been invoked against two Kansas City businessmen, alleged to be bettors. Under the provisions of that bill, the court can grant immunity to prosecution to an individual from whom testimony is desired on particular points. Once such exemption has been made, the individual cannot invoke the Fifth Amendment to avoid testifying, because there is no longer any possibility of incrimination resulting from his testimony. Individuals who refuse to testify may then be prosecuted for contempt of court, or possibly perjury. The personal liability of persons who bet with bookmakers is thus heightened considerably by virtue of these provisions, at least to the extent of involvement in criminal proceedings.

#### Estimates of the Volume of Betting Through Bookmakers

In order to gather information that might be useful in evaluating data collected through this survey, an attempt was made to secure the informed estimates of certain public officials and private persons as to how many people in the Kansas City area bet with bookmakers. Individuals were contacted who were known to have information bearing on that point that is not generally available to the public; and who have accumulated experience of a specialized nature that would allow a sophisticated evaluation of the information available to them. The severe limitations that must be placed on the use of the type information and opinion presented here are obvious. However, it is well to make the point again, that there is no intent to suggest by this inclusion that they represent an official position by any federal, state, or local governmental agency. They derive only from individual estimates of some Department of Justice officials and persons in private life who have special insights to the gambling operations in the Kansas City region. They are not used in this report as a basis for conclusions.

One Department of Justice official estimated there are roughly 2,000 persons in the Kansas City region who bet with some regularity with bookmakers.<sup>2/</sup> Of the number of persons who bet with relative frequency, the official estimated that the number producing the majority of the dollar turnover is "relatively small." Thus, of a hypothetical 2,000 persons betting, probably less than one-half of them would be responsible for the majority of the bookmaker's take. The dollar volume of betting had been severely depressed, in the opinion of the subject, from a peak of (an estimated) \$750,000 monthly in the winter of 1969-70, to a rate of approximately \$250,000 per month presently (October 1970). The sharp dip he attributed to the considerable exposure of bookmaking in Kansas City, already noted. (It should be said, in this connection, that a different Department of Justice official disagreed with the estimate of 2,000 bettors, on the basis that it was probably too low. In his opinion, the figure could be easily twice that.)

<sup>2/</sup> The infrequent or once-a-year type bettor is not included in the estimate. However, in the opinion of the subject, the number of such infrequent bettors is low.

The majority of the bookmaker's volume in Kansas City stems from bets on sports, other than racing. Of all types of sports, football and particularly professional football, gets the highest play. Estimates of a private citizen were sought on the monthly volume of bookmaking on football in Kansas City. (The subject's legitimate occupation makes him knowledgeable in this field.) His estimate was that, over a 16-18 week season, a minimum average of \$20,000 per week is bet on professional football; and that \$30,000 per week would be a more reasonable estimate. In his opinion, the average size of single bets would be in the \$60 range. Ten dollars would be the minimum. It was further estimated that bets on college football constitute about one-half of the volume of play of professional football.

Based on those estimates, a total of approximately \$765,000 would be bet with bookmakers in Kansas City on both professional and college football during a 17-week season. That amount would represent over 25 percent of the \$3,000,000 total annual volume of bookmaking in the area estimated by the Department of Justice official. That percentage does not seem inconsistent with the particularly heavy emphasis that Kansas City bettors have consistently placed on football.

#### Implications to Evaluation of the Survey Data

Bookmaking, being illegal and under close surveillance of the Federal Bureau of Investigation in Kansas City, is available only to bettors who have some referral, or who take some special initiative to make the initial contact with a bookie or his representative. Of particular importance is the fact that bookmaking is not an activity that is normally visible to the general public. Kansas City bookmakers are making little or no effort to recruit bettors. They depend on bettor impetus, particularly of a hard core group, to sustain their volume.

These facts probably have no effect on the behavior of the practiced bettors, to whom the bookmaking operation is already open. And they probably do not greatly hamper the break-in of an individual whose desire to gamble is high enough to cause him to do the relatively simple things necessary to establish bookmaker contacts. However, the conditions just described do imply that a significant barrier stands between the individual who is naive in betting with bookmakers, who has some of the requisite tendencies to make him a candidate, but yet lacks the total initiative and knowledge that are required to bring him into that particular pattern of gambling.

Thus, opportunity, specialized knowledge, and contacts--in addition to the intent or desire--are frequently the precursor conditions and characteristics that ultimately lead to betting with bookmakers. These implications were taken into account in the survey design, and in the evaluation of the resulting data.

CHAPTER III  
THE DESIGN OF THE SURVEY

Major Considerations

The illegal nature of gambling in practically every form in the States of Kansas and Missouri had a pervasive effect on the design of this survey, and particularly on the types and the wording of questions that were asked. However, there were several other major factors or conditions that had to be taken into account.

The wide appeal of gambling

As noted earlier, this is probably the most consistent aspect of gambling as an activity. There is considerable divergence in present theory and opinions as to why people gamble, and whether they should be allowed to do so. However, the evidence is quite clear that a very significant number of people in all cultures and levels of society do gamble, although frequently not to the extent that their behavior could be classified as detrimental to their own or the public welfare.

There are individuals who will seek any form of gambling, if denied access to those they prefer. Such individuals frequently exhibit compulsive behavior in this regard. Gambling becomes not just an outlet for subjective benefits, such as intermittent excitement and diversion, or the simple desire for money easily gained, but virtually a reason for being. Members of Gamblers Anonymous, a private organization dedicated to helping persons who cannot control their gambling, subscribe to the estimate made by the National Institute of Mental Health that there are 6 million compulsive gamblers in the United States.<sup>1/</sup> Some GA members consider this to be a conservative estimate. From the personal gambling histories that are related in Gamblers Anonymous meetings, it quickly becomes clear that individuals who classify themselves as compulsive gamblers are the bread and butter of the professional gamblers. Some GA members were interviewed who stated that, while they were earning salaries in the middle and upper income ranges, they managed to live on about \$5,000 a year, and gamble with the rest. However, such extreme behavior is demonstrably not typical of gamblers generally.

<sup>1/</sup> It should be noted that the term compulsive is used in a subjective sense by the Gamblers Anonymous organization. An information brochure entitled "Questions and Answers About the Problem of Compulsive Gambling and the GA Recovery Program," published by Gamblers Anonymous, contains the question: "How Can I Tell if I Am a Compulsive Gambler?" The answer to that question states that "only you can make that decision," giving as a guideline the fact that "in GA a compulsive gambler is described as a person whose gambling has caused growing and continuing problems in any department of his life."



The more typical gambling behavior is marked by a tendency to bet more often on one type event than on another, and within certain risk ranges and dollar volumes that the individual perceives as manageable and acceptable. There are, of course, many individuals who never gamble, and many others who gamble so infrequently and on such an innocuous level as to put them outside the range of interest of organized gambling.

To a test survey of this type, there are several important implications in this wide and varying public propensity to gamble. The fact that a large percentage of the population has gambled at some time in their lives is significant to the interview strategy and the types of questions to be asked. There are innocuous forms of gambling, such as bingo, which have been done by many people. A question concerning such forms of gambling stands considerable chance of being answered, serves to condition the respondent to cooperation, and, at the same time, can provide an internal check on the consistency of answers to questions on more serious forms of gambling.

The fact that people tend to favor one type of gambling over another also influenced developing a survey instrument that would allow respondents to report all forms of gambling they had done, in general terms, before proceeding to an attempt to elicit replies concerning any betting with bookmakers.

There is evidence of public apathy toward gambling prohibitions, both regional and nationwide

There was no attempt made in this test survey to measure public opinion or attitudes toward public policy prohibiting gambling. However, the general willingness of the American people to accept a wide divergence between the proscriptions imposed by public law and the behavior of the population under that law was taken into account in designing the interviews.

For example, we hypothesized that respondents would accept without question a leading statement such as "It is well known that most Americans gamble to some degree at some time," despite the known fact that it is frequently difficult to gamble in any form at all without breaking a law. Of even greater importance was the hypothesis that individuals contacted in the survey would not be particularly constrained in answering questions concerning their gambling behavior only by the fact of legal prohibitions, as long as the threat of legal action were not perceived, and no personal censure was implied by the nature of the questions or the way they were asked by the interviewer.

Public apathy toward gambling and corruption was the subject of a survey conducted in 1967 in a "middle-sized industrial city," (which was not otherwise identified). The study was part of the work done for the Task Force on Organized Crime of the President's Commission on Law Enforcement and Administration of Justice. The results showed what the director of the study termed "fatalism and a sense of unconcern" toward many aspects of gambling. He stated:

"Ninety-six percent of the respondents agreed with the statement

'No matter what you do, people will always gamble.' They also felt that a high portion of their neighbors actually gamble."<sup>2/</sup>

The residents of the city also expressed the belief that all or some forms of gambling should be made legal. Fifty-five percent thought the state should lift all legal controls on gambling; 59 percent believed the state should institute a lottery to support public education; 64 percent believed churches and charitable organizations should be allowed to hold bingo games; and as high as 88 percent supported legalizing bingo generally.

<sup>2/</sup> Gardner, John A., "Public Attitudes Toward Gambling and Corruption," The Annals of the American Academy of Political and Social Sciences, Vol. 374, November 1967, pp. 123-34.

Part of this public apathy toward gambling prohibitions is probably due to the fact that the professional gamblers, such as bookmakers, do not seek customers for their services in ways that are normally visible to the average citizen. The high degree of circumspection usually exerted by the bookmakers and other professional gamblers, and by persons moving in their orbit, could lead uninitiated persons to the conclusion that no gambling is being done. Perhaps of greater importance to this inquiry, gambling with a bookmaker requires a higher degree of personal initiative than is associated with many other forms of wagering.

The fact that the bookmaker performs a specialized type of service implies that the bettor should have some specialized knowledge in order to use that service intelligently. That knowledge is partly of the events to be bet on (it is inconceivable that most bettors with bookmakers do not follow fairly closely the standings of teams and the sports that are the focus of their wagers), and partly knowledge of the rudiments of the bookmakers' operations, language and standards. The latter can be quickly learned, and would not necessarily constitute a barrier to a determined bettor. However, a person who is interested in placing a bet on an event, but has no knowledge of how to contact a bookmaker, or the mechanics of how to place the bet once a contact were made, would also seem to be somewhat inhibited from making the attempt in the first place.

Two aspects of data needs and interview strategy were thus implied. First, information should be sought concerning the respondent's perceptions of the gambling behavior of his acquaintances--particularly his opinion on the point of how many of them have ever gambled with bookmakers. Second, the respondent should be questioned first on whether he knows a bookmaker, and (if he reports never placing a bet with one), whether he would know how to go about doing so if he wanted to. In connection with the concept of specialized knowledge, data should also be sought concerning interest in sports. A test for a casual correlation between the reported perceptions of the gambling behavior of others and one's own behavior could thus be made.

The psychological barrier to answering questions concerning associations with bookmakers

Although there is a generally tolerant view taken by most Americans toward persons who break the law by gambling, including betting with bookmakers, there is strong evidence to support a hypothesis that the bookmaker enjoys relatively little social acceptance in American society. While not looked upon always as an enemy of the social system, the amount of adverse publicity that has been given bookmakers in this region over the past 11 months would definitely tend to work to their disadvantage with regard to their public acceptance. If so, there would be some concomitant lowering of the social acceptability of the bettor's actions.

The popular literature, and particularly the American cinema, has contributed much to a stereotypical public image of the bookmaker, which emphasizes his place in the pattern of organized crime. Considered most noteworthy, the cinema and television have not usually cast a bookmaker in the folk hero role. Dating roughly from the Kefauver hearings in the 1950's, there has been an increasing exposure of the connections between gambling as a major source of funding for the more pernicious activities of organized crime. Therefore, aside from the fear a respondent may have that reporting his gambling with bookmakers would lead to some damaging involvement with the law, it was assumed that there would be a psychological barrier to answering questions on that point as well. Thus, the interview strategy and the specific wording of questions should sound as objective and noncondemnatory tone as possible.

The requirement for insuring respondent anonymity

The aspects of anonymity and confidentiality are normally inherent in a survey. However, the nature of this inquiry inflated their importance because the respondent's mistrust could severely limit cooperation. There were four courses of action considered with respect to the survey method to be used.

1. Conduct it by mail.
2. Conduct it by face-to-face interviewing.
3. Do telephone interviewing.
4. Advise the prospective respondents by mail that they would be called, or visited, and outline the nature of the survey.

The mailed questionnaire was rejected because of the proven inadequacy of that technique for most type surveys. In addition, the use of written communications, although in fact potentially no more incriminating than a telephone conversation, would probably appear so to the respondents. Therefore, two possibilities remained: to interview the respondents at their places of residence or to call them. The telephone interview was decided upon, primarily in consideration of the problems of convincing respondents that their replies would be anonymous. The personal contact involving sight recognition was considered to be less desirable in this regard. The personal contact type interview was also considered less desirable from the point of view of the ability to sample widely enough during the time, and within cost limits that had to be observed during this initial phase of the study. However, this was a secondary consideration.

#### The Area From Which the Survey Population Was Drawn

The area from which the survey population was selected is shown in Figure 1. It encompasses most of the urban area of Kansas City, Missouri, and Kansas City, Kansas. The total adult population of the "study area" outlined in Figure 1 is estimated to be 405,000, using 1970 census tabulations; of that figure approximately 18 percent are black.

The Greater Kansas City area is located in the middle of the central region and about 200 miles from the geographical center of the United States. The area is centered on the junction of two major tributaries, the Kansas and Missouri Rivers, and is roughly divided by the Kansas-Missouri state line.

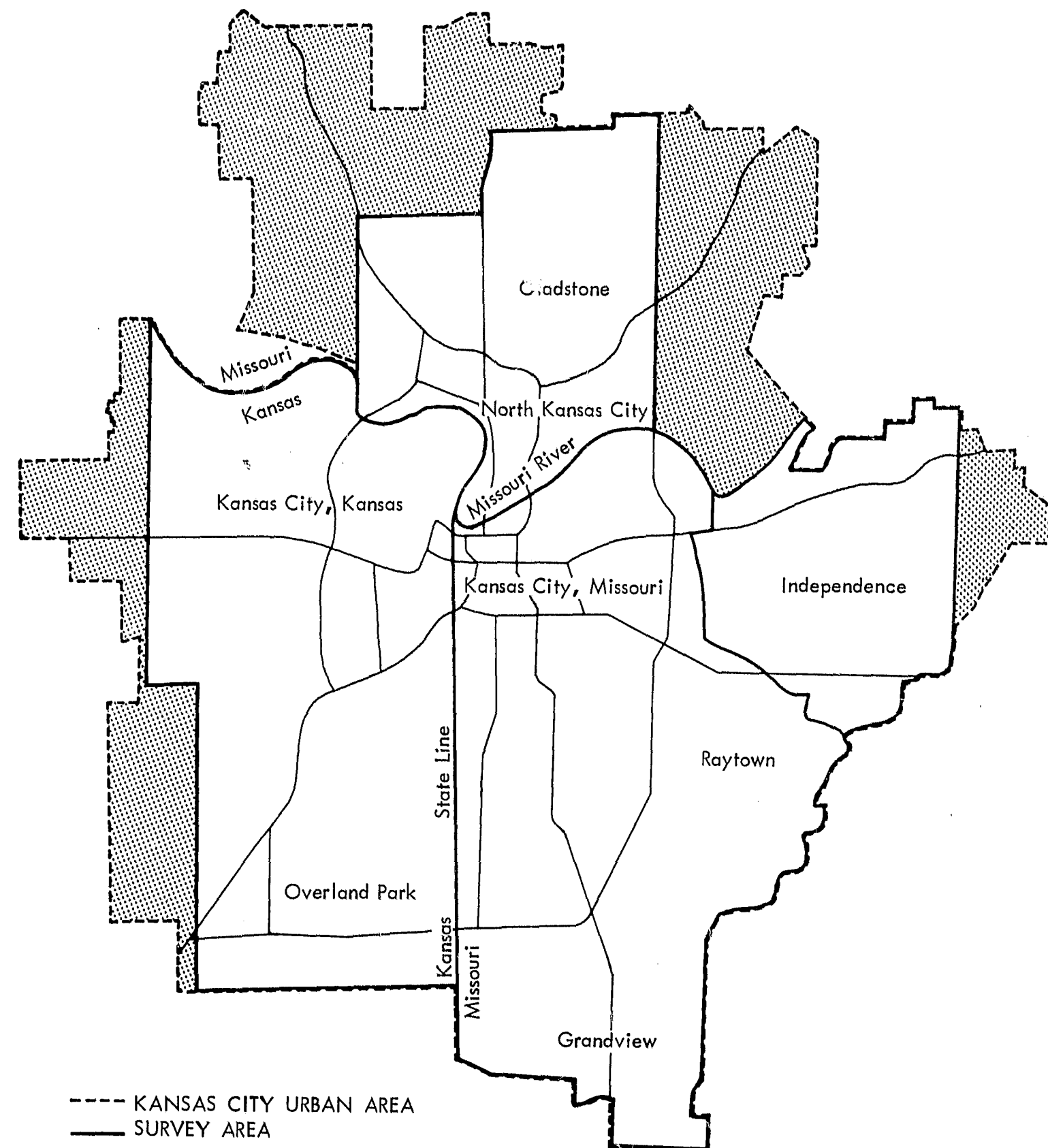


Figure 1 - Area From Which Survey Sample Was Taken

### Sample Size

There were 1,253 persons contacted in the course of this survey, of whom 905 granted a complete interview. The target sample was 1,000 completions; however, the limitations of time made it necessary to cease interviewing before that figure was reached.

Because of the means by which this survey was conducted, that is, via the telephone, the sample selection was not truly random in the statistical sense. Persons who had no private residential telephones, or who had unlisted numbers, were thus eliminated from the population.

In selecting the sample, a street address telephone directory was used. The directory was also keyed to ZIP codes, which allowed a correlation to be made with median family income levels, and the elimination of a question concerning this high-resistance point. The income correlation was thus possible on terminations, as well, providing data that would not otherwise have been available.

Because the area is partitioned by the state line, the chances of a bettor using interstate communications to place illegal wagers are very high. It is inevitable that the bookmakers will violate federal law in this regard because of the distribution of their bettors throughout the area.

The telephone numbers of individuals to be contacted were selected by dividing the total subscription listings in the directory by the number of contacts desired (a 20 percent overage was allowed for no contacts and discontinued numbers), and using the quotient as the selection interval. There were two qualifications placed on this procedure. If the number at the selection interval did not appear to be a residence listing, it was passed in favor of the next apparent residence number. During the first phase of the survey, which produced 438 completed interviews, the listings were selected without regard to the apparent sex of the subscriber. However, during the second half of the survey, skips were made to the first (apparent) male subscriber, if a female subscriber was at the selection interval. Despite this procedure, males comprised only 50.6 percent of the total respondents who completed interviews. Additional background information concerning the respondents is in Appendix C.

### Pilot Work With Gamblers Anonymous

Before commencing the design of this survey, the National Service Office of Gamblers Anonymous was contacted, and the advice and help of that organization were requested. As a result, innovations were issued and accepted for a researcher to visit the GA National Service Office and to attend meetings of some chapters of GA on the West Coast. (There are no GA chapters in Kansas City or in St. Louis.)

There were some very significant advantages thus offered. Probably of greatest significance to this type of research is the fact that members of Gamblers Anonymous collectively and individually represent a uniformly positive tendency to gamble, a wide variety of gambling experience, and a generally high degree of introspection concerning their own past gambling behavior and motivations. They usually have a highly developed sensitivity to the gambling tendencies of others and are willing to submit to probing personal questions concerning their gambling behavior and experiences.

There was, of course, no attempt made to impute the behavior of the compulsive gambler to the public at large. There were also significant regional differences affecting the experience and behavior of gamblers on the West Coast than in the Midwest. Obviously, legal racing, and legal poker playing in Los Angeles, as one example, allow a much wider range of gambling than is available in Kansas City where all such forms of wagers are illegal. However, the purpose of this pilot work was only to garner indications that would be useful in designing the interview schedules, and in evaluating data that resulted. There were several such indications and benchmarks developed.

1. A person with a high propensity to gamble frequently prefers the type of "if" bets that bookmakers will accept, but which are impossible to make through a parimutual system and frequently difficult in private betting. The "if" type bets allow a few dollars to be wagered in various contingent patterns, usually at odds very unfavorable to the bettor. But the appeal of this type bet is its scope and longevity--a dollar can be made to seem to do the work of five, if one disregards the odds against winning.
2. Individuals who persistently gambled on one type of contest or sport usually attempt to become serious handicappers. This is probably more true of horse race bettors, although the same point was also made several times in conversations with compulsive gamblers who favored football.
3. The bettor puts the main impetus behind the total volume of gambling done. Advertising and accessibility help; but they are not necessary for the operation of a successful gambling operation.

4. The persons with a high propensity to gamble frequently will not bet on an event that they cannot follow on TV or radio, or at least learn immediately the outcome.
- (This point was not directly incorporated in the interview schedules that were developed.)

#### Development of the Interview

There were three general factors considered to have high potential for creating response error in the interviews:

1. The respondent fearing that his answers would in some way compromise him.
2. The respondent perceiving himself being tested on questions concerning gambling, and possibly manufacturing opinions or pretending to knowledge.
3. Creation of hostility on the part of the respondent because of the nature of the inquiry.

The interview strategy adopted, therefore, reflects attempts to avoid, or at least reduce, the potential response errors that could result.

The basis of this strategy was a technique of "funneling" by the use of first broad or relatively innocuous questions, then successively narrowing the field to separate the informed from the uninformed, the bettors from the nonbettors, those who had bet with bookmakers and those who had not; and from those who had done so, eliciting detailed information on the nature, volume, pattern and subjective results of the bets. Specifically, the following points of inquiry were developed and put in sequence for the initial interview schedule:

- Opening statement (identification of investigator and MRI).
- Identification of the nature of the inquiry.
- Reassurances concerning anonymity and confidential procedure.
- Why the respondent was called (part of random sample).

Reassurance that telephone number not permanently recorded.

- Respondent's opinion concerning how many of his acquaintances sometimes gamble.

- Opinion of acquaintances gambling with bookmaker.

\* Whether respondent ever knew a bookmaker.

- Respondent's interest in sports.
- Question concerning respondent's gambling experience.

\* This question was inserted in revised version of the interview.

\* Ever visit place where gambling legal? If so; To gamble?

. Have you ever bet with a bookmaker? If so

Recently?

Where?

How much bet?

How many bookmakers?

Average amount of single bet?

Average number of bets per month?

Types of events bet on (all).

Those bet on most often.

Respondent's perception of winning/losing.

\* If never bet with bookmaker would respondent know how to go about finding one, if he wanted to bet?

. Background data on the respondent.

It was apparent that the form of the questions asked would be more important than usual to gaining the respondent's cooperation. By form is meant the general manner of wording the question and type response it would require.

\* This question was inserted in the revised version of the interview.

After considering several approaches, it was decided that the question form would:

1. Be subjective, in the sense that the words "you" and "your" would be used, where appropriate, rather than the more objective phrasing that would result if those words were eliminated.
2. Be leading, in some cases, where it appeared that a respondent would need some reassurance that the type of behavior or action under inquiry was not considered by the investigator to be shameful or socially unacceptable.
3. Include necessary prefaces, or remarks elsewhere in the question, to minimize misunderstanding of a point or term concerning gambling. Slang words and gambling terminology would be avoided.
4. More often be of the closed rather than the open end type, in order to reduce the time range of the interview (a critical problem), and to reduce interaction between the respondent and investigator. Such interaction was undesirable because it could result in the respondent being inhibited.



5. Be as low in emotional content as possible although it was decided to retain the emotionally charged work "gambling" in the questions, rather than resort to euphemisms, which could as easily invite attention to themselves as away from the term they were supposed to cover.

#### Interview schedule review and test

The questions were then drafted and put into a format to facilitate their internal review by staff members. This review format also included the types of rejoinders, questions or extraneous responses that respondents might ask, together with instructions and additional information for the interviewers' use in answering questions. The introductory portions of the schedule were given particularly detailed treatment in this internal review because of the importance of quickly establishing the purpose of the contact, motivation to cooperate, and also to give assurance that cooperation would not involve embarrassment or personal liability.

In connection with the design of the introductory phase, there was tension between the need to reassure the subject on the points just mentioned and to move quickly into the interview. There was a further complication in the fact that recently there have been several attempts at public deception on the part of persons who announced themselves as representing a poll or study group, then attempted to sell a product or a service.

An assumption was made that the nature of this survey, being unusual, would tend to pique the curiosity of some subjects, as well as inhibit or irritate certain others. Therefore, the introductory portion had to be fairly explicit as to the subject and scope of the survey. However, the specific purposes to which the data would be put were not explained in the introduction unless asked for. Experience has shown that respondents usually do not evidence interest in that point. And there was relatively little such interest shown in this survey.

Following internal review, the revised draft was submitted for comment to the director of a professional interviewing service in Kansas City, which was to do the interviewing. Some additional changes were made as a result of that final review. All interviewers were then trained specifically on the schedule.

The interview was tested on the first 110 of the population and subjected to in-process review. No significant problems were encountered, and after minor revisions in formating, Schedule A was continued until 438 interviews had been completed.

The schedule was then revised to include three questions which the experience and data accumulated indicated would be acceptable to respondents, and which would enhance the correlations that were becoming apparent. The two interview schedules ("A" and "B") are reproduced here as Appendices A and B.

CHAPTER IV  
ANALYSIS OF DATA

General

Unless otherwise indicated, the data discussed in this chapter were derived from personal interviews of respondents contacted in the Greater Kansas City area during the period from September 19 through October 15, 1970.

The data are treated here in two ways. First, the questions, responses, and related matters are discussed in a more general fashion, usually in the order they occurred in the interviews. Then the results of statistical correlation tests of data resulting from certain of the key questions are presented.

The Rate of Completion of Interviews

There were a total of 1,235 persons contacted in this survey. Of these, 905 or 72.2 percent completed the interview. An interview was considered completed if the respondent considered each question, and either answered it or specifically refused to do so.

Terminations of Interviews

A termination constituted any refusal of the respondent to consider all the questions asked. If the respondent initially consented to cooperate, then refused to continue after some point, this was also considered a termination and all answers given up to that point were disregarded. There were very few terminations of this type. (See Figure 2.)

PORTION OF INTERVIEW SCHEDULE  
REPRESENTING THE EXTREME POINTS  
OF TERMINATION

% OF TERMINATIONS AT  
POINTS INDICATED IN THE  
SCHEDULE BY ARROWS

SCHEDULE A SCHEDULE B

MIDWEST RESEARCH INSTITUTE			
Interview Schedule A			
<p>GOOD AM WITH MIDWEST RESEARCH INSTITUTE HERE IN KANSAS CITY. ←</p> <p>WE ARE MAKING A STUDY OF THE AMOUNT OF BETTING THAT WAS DONE IN THIS GENERAL AREA OVER THE PAST YEAR. WE WOULD APPRECIATE IT VERY MUCH IF YOU WOULD TAKE A FEW MOMENTS TO CONSIDER SOME QUESTIONS ON GAMBLING* AND GIVE US THE BENEFIT OF YOUR OPINION OR EXPERIENCE. ←</p> <p>BUT FIRST, I WOULD LIKE TO SAY THAT THIS STUDY IS PURELY FACT-FINDING IN NATURE. IT HAS ABSOLUTELY NO CONNECTION WITH ANY INVESTIGATION, OR ANY POLITICAL MATTERS, SUCH AS WHETHER SOME TYPES OF BETTING SHOULD OR SHOULD NOT BE LEGAL. AND WE ARE NOT INTERESTED AT ALL IN THE IDENTITIES OF PERSONS WE TALK WITH. ←</p> <p>YOUR TELEPHONE NUMBER WAS ONE TAKEN IN A RANDOM SAMPLE OF ALL THE SUBSCRIBERS IN THE KANSAS CITY AREA. WE DO NOT WRITE DOWN OR RECORD IN ANY WAY THE NAMES OF THE PERSONS WE ARE CONTACTING.</p> <p>(If the respondent has not answered the telephone giving his or her name, go on to say . . .)</p> <p>I DON'T HAVE YOUR NAME--ONLY YOUR TELEPHONE NUMBER ON A SLIP OF PAPER THAT WILL BE DESTROYED. ←</p> <p>TERMINATIONS OCCURRING AFTER ONE OF 1ST THREE QUESTIONS. ←</p> <p>POINT AT WHICH TERMINATION OCCURRED NOT DETERMINED. ←</p>			
		28.8 %	15.1 %
		39.4 %	41.9 %
		9.4 %	6.7 %
		4.4 %	2.2 %
		18.0 %	32.4 %
		0.0 %	1.7 %

\*Introduction for Schedule B identical to Schedule A, except for deletion of this phrase.

TERMINATIONS =  $\frac{160}{179}$  SCHEDULE A  
SCHEDULE B

Figure 2 - Distribution of Points in the Interview at Which The Respondents Terminated

A total of 73.2 percent of all respondents contacted in the course of the survey consented to complete the interview. Twenty-six point eight (26.8) percent terminated at some point. Figure 2 graphically depicts the distribution of the points of such terminations in the interview.

The termination rate varied only slightly between the two versions of the interview schedule used. The rate for Schedule A was 26 percent; for Schedule B, 27 percent of all contacts made. However, approximately 8 percent of the respondents contacted in Schedule A and 4 percent using Schedule B terminated before they learned the nature of the inquiry (see point indicated by top arrow, Figure 2). Therefore, in assessing reaction to this specific survey, that number should be removed from consideration, adjusting the termination rate to approximately 18 and 26 percent for Schedules A and B, respectively.

There was relatively little variance in the termination rate experienced on different days of the week. Table 1 shows the distributions in this regard. Monday, the day on which more contacts were made than any other, also had the second lowest rate of terminations (23.3 percent). The fact that only 22.7 percent terminations occurred on Sunday is not significant because these represent only a small fraction of the total contacts made.

TABLE 1

DAY OF WEEK TERMINATIONS OCCURRED AS PERCENT  
OF TOTAL CALLS MADE ON THAT DAY

	<u>Schedule A</u>	<u>Schedule B</u>	<u>Total</u>
Sunday	25.0 (n = 2)	22.2 (n = 8)	22.7
Monday	27.4 (n = 45)	19.3 (n = 33)	23.3
Tuesday	23.6 (n = 13)	32.5 (n = 33)	29.3
Wednesday	32.0 (n = 16)	29.1 (n = 37)	29.9
Thursday	26.6 (n = 38)	23.0 (n = 14)	25.5
Friday	19.6 (n = 10)	27.9 (n = 12)	23.4
Saturday	19.3 (n = 22)	38.5 (n = 40)	28.4

n = Number of terminations.

There was considerable variance in the termination rate, according to the time of day the contact was made (Table 2). Predictably, the afternoon hours were poorer times for interviewing than the evenings. The mornings were uniformly the best; however, this fact is not significant to the problem because the interview target must be men, particularly in the second phase of the study. It was not worthwhile to analyze the evening hours in contrast to television programming. Those hours must be used for interviewing; therefore, all of the evening prime time is potentially an inhibitor to respondents' cooperation.

As Table 3 shows, there was no significant difference in the rates of termination made by men and women. Males terminated at a slightly higher rate (27.8 percent) than females (26.8 percent).

Each telephone number selected to be called was correlated to the appropriate ZIP code areas. Because these areas can be related to socioeconomic data collected by the Kansas City Metropolitan Planning Commission, it was possible to estimate the median family incomes of all respondents, including those who terminated. Figure 3 compares estimated median family incomes of persons who terminated the interview, and those who completed it. The data are too rough to support a more sophisticated treatment. However, they suggest that there is no significant variance between the two classes of respondents. This fact, plus the consistently even distributions of termination rates under the various criteria just discussed, suggest that the persons who terminated the interview were themselves distributed fairly evenly through the survey.

TABLE 2  
TIME OF DAY TERMINATIONS OCCURRED AS PERCENT  
OF CALLS MADE IN THAT TIME PERIOD

	<u>Schedule A</u>	<u>Schedule B</u>	<u>Total</u>
Morning	9.5 (disregard, n = 4)	23.3 (n = 28)	19.8
Afternoon	23.1 (n = 27)	39.4 (n = 54)	31.9
Evening	22.8 (n = 92)	24.6 (n = 95)	23.7

n = Number of terminations.

TABLE 3

TERMINATIONS BY SEX,  
AS PERCENTAGE OF CONTACTS MADE

	<u>Schedule A</u>	<u>Schedule B</u>	<u>Total</u>
Male	27.7 (n = 90)	28.0 (n = 87)	27.8
Female	25.8 (n = 70)	27.7 (n = 93)	26.8

n = Number of terminations.

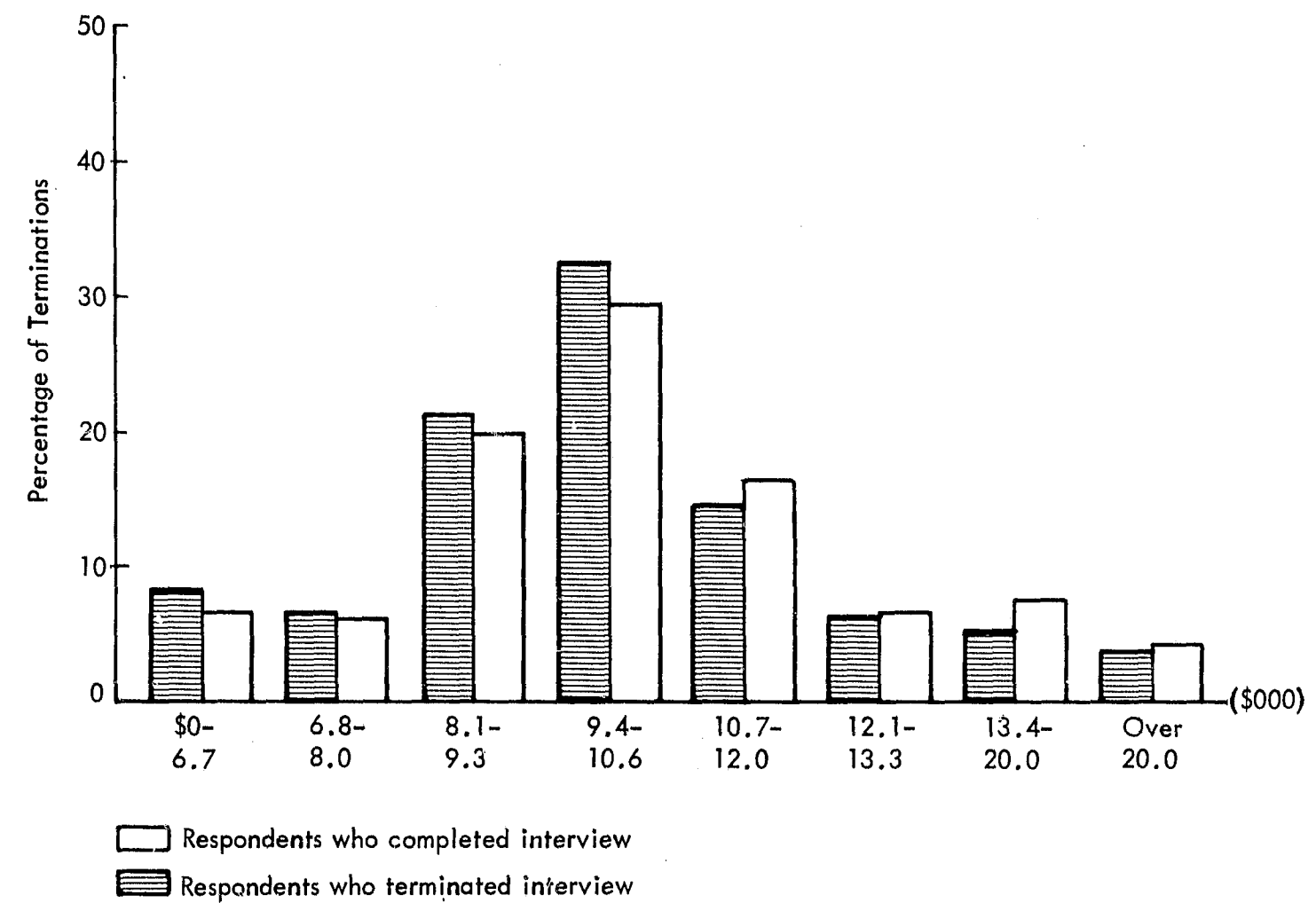


Figure 3 - Comparison of Median Family Incomes

### Respondents' Perspective on the Gambling of Acquaintances

The following question was asked at the outset of the interview:

"It is common knowledge that quite a few Americans gamble in some way at some time. We would be interested in your opinion of how many of your acquaintances occasionally gamble. For example, of the persons you are acquainted with, how many do you estimate have ever gambled for money?"

The purpose of the question was twofold. First, it was intended to induce the respondent to discuss gambling, but in terms of the behavior of others. The preamble to the statement was deliberately leading, and was intended to set a noncondemnatory tone on the subject. Second, the question was intended to gather data on respondents' perceptions concerning their associates' gambling behavior, as a possible point of correlation with their own (reported) behavior.

The responses to the question are shown in Table 4. It is useful to compare these answers to the results of the "Wincanton" survey discussed in Chapter III, in which respondents were asked their opinion of how many people in the city of "Wincanton" played bingo, bet on a horse race and played the numbers. The responses of each of those questions were closed on the categories Most, A Lot, Some, Almost None, and Don't Know.<sup>1/</sup> The responses falling in the first three of those categories totaled:

#### Percent of Total Most, A Lot, Some Responses:

77 percent (Bet on a horse race)

78 percent (Played the numbers)

97 percent (Played bingo)

No direct comparisons between the two surveys can be made. However, it would seem that the Kansas City respondents were not consciously exaggerating their estimates, which are conservative compared to those expressed in the "Wincanton" survey on the same general points. However, the fact that the "Wincanton" respondents were expressing opinions of the gambling behavior of the residents of their city, not just those they were acquainted with, may account for some of the difference.

<sup>1/</sup> Gardner, John A., "Public Attitudes Toward Gambling and Corruption," The Annals of the American Academy of Political and Social Science, Vol. 374, November 1967, pp. 123-34.

TABLE 4  
RESPONDENTS' PERCEPTION OF THE NUMBER OF THEIR ASSOCIATES  
WHO SOMETIMES GAMBLE

<u>Response</u>	<u>Percentage of Total Respondents</u>		
	<u>Men</u>	<u>Women</u>	<u>Total</u>
Most of Them	14.8	8.0	22.8
Quite a Few of Them	5.7	3.1	8.8
Some of Them	9.1	6.5	15.6
Practically None/None	9.3	15.6	24.9
Don't Know	11.2	15.3	26.5
Nonresponsive	0.7	0.7	1.4

n = 905

Respondent's Knowledge of Bookmakers, and Estimates of Persons Who  
Gamble With Them

Relative to the number of individuals interviewed who said they believed their acquaintances gambled, very few expressed an opinion that their acquaintances had bet with a bookmaker. The following question was asked:

"In your opinion, how many of your acquaintances  
have every placed a bet with a bookmaker?"

In the revised version of this interview, a variation was made in the order this question was asked. Therefore, Table 5 includes separate breakdowns of responses by Schedules A and B, although the identical question was asked in each. There were more responses received in the "positive" categories when Schedule B was used than with Schedule A. However, the data will not support a statement as to why this slightly higher level (uniform throughout the three positive response categories) occurred. The possibility of the change in question order is noted for follow-on analysis.

Of greater significance, the total percentages of positive responses--those falling in the Most, Quite a Few, and Some categories (which is 6.8 percent for both schedules) are close to the total (3.2 percent) of respondents who stated that they had placed a bet at some time with a bookmaker. The data collected in response to this latter question are discussed later in this chapter.

The data in Table 5 also show that women are far more conservative than men in estimating the propensity of acquaintances to gamble with bookmakers. This conservatism is consistent with the reported gambling behavior of women, which will be discussed, and particularly their very low reported experience in betting with bookmakers.

Figures 4 and 5 show a comparison of the reported gambling behavior of persons who stated they believe some of their acquaintances had placed a bet with a bookmaker with the behavior reported by all respondents. Persons who assigned to acquaintances a tendency to gamble with bookmakers show a considerably higher than average level of gambling of all types, except bingo. A correlation between those who expressed an opinion that others gamble with bookmakers and the same subjective behavior was thus suggested. The results of the test for this correlation are noted later in this chapter.

#### Respondents Who Reported Knowing (Not Necessarily Betting With) A Bookmaker

In the second version of the interview schedule, respondents were asked whether they knew a bookmaker--specifically they were asked:

"Have you ever known a bookmaker, or a 'bookie' as they are usually called? By bookmaker, I mean someone who, for profit, takes and pays off bets on some event, such as a horse race or football team, but doesn't have anything to do with those events."

This question was inserted before the one just discussed, concerning the respondent's opinion of the number of their acquaintances who had bet with a bookmaker. Replies to the question are shown in Table 6.

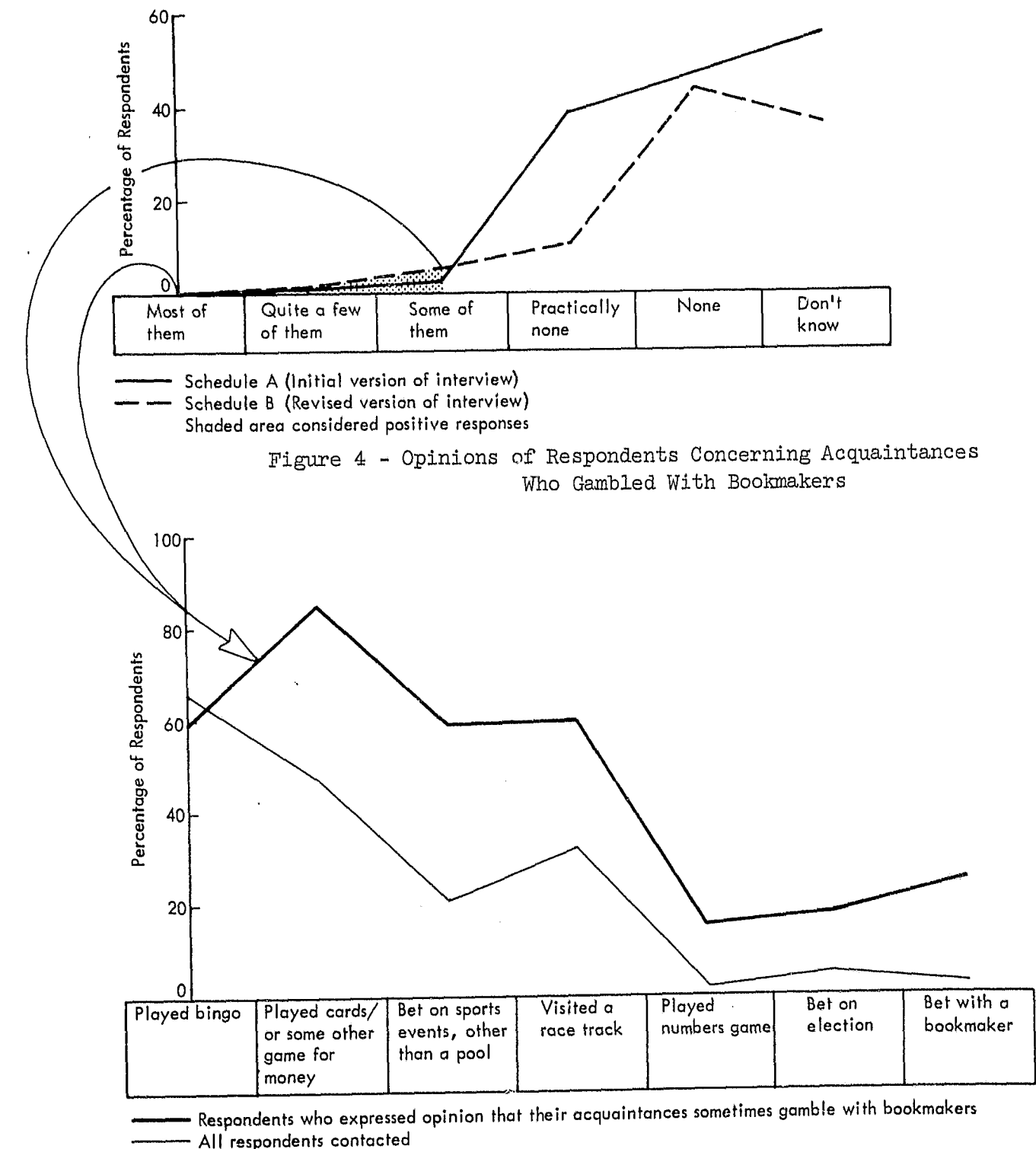




TABLE 5

RESPONDENT'S ESTIMATES OF THE NUMBER OF THEIR ACQUAINTANCES  
WHO HAVE GAMBLLED WITH A BOOKMAKER

<u>Response</u>	<u>Percentage Respondents</u> <u>(Interview "A")</u>			<u>Percentage Respondents</u> <u>(Interview "B")</u>		
	<u>Female</u>	<u>Male</u>	<u>Total</u>	<u>Female</u>	<u>Male</u>	<u>Total</u>
Most of Them	0.2	0.0	0.2	0.0	0.6	0.6
Quite a Few of Them	0.2	1.4	1.6	0.7	1.7	2.4
Some of Them	0.7	3.0	3.7	0.2	5.2	5.4
Practically None	15.8	21.0	36.8	20.1	16.5	36.6
Don't Know	26.7	25.3	52.0	20.1	16.5	36.6
No Response	3.0	2.7	5.7	0.4	0.0	0.4

n = 438 (Interview "A")

n = 467 (Interview "B")

TABLE 6

REPLIES TO QUESTION  
"HAVE YOU EVER KNOWN A BOOKMAKER?"

<u>Sex of Respondent</u>	<u>Percent of Respondents Who Answered</u>	
	<u>Yes</u>	<u>No</u>
Male (n = 225)	12.3	87.7
Female (n = 242)	2.5	97.5

Note: This question asked only in the second version of the interview.

The number of refusals to answer this question was much higher than encountered with respect to any other in the interview. It was asked only in interview Schedule B, therefore, to 467 respondents. Of these, 66 (14.1 percent) did not respond. The refusal rate is particularly high because the range of refusals of all other questions in both interview schedules was from a low of 0.9 percent when asked about occupation, to a high of 3.6 percent to a hypothetical question as to whether the respondent would know how to find a bookmaker, assuming he wanted to.

There is no basis, at this point, to draw a conclusion concerning the reason for this high rate of refusal to the question "Do you know a bookmaker?" However, three reasons are suggested, and have been noted for follow-on analysis:

1. The question was simply offensive to those who refused it.  
Therefore, rewording it to a more objective and subtle phrasing would be indicated.
2. It was placed too early in the interview. The relatively low refusal rate to a hypothetical question<sup>2/</sup> concerning whether the respondent would know how to find a bookmaker lends support to this point.

<sup>2/</sup> This question is discussed on p. 66.

That question covered a very similar point; however, it was placed near the end of the interview. Its hypothetical nature may account for its greater acceptability, relative to the one "Do you know a bookmaker?" But, it is also possible that the respondent was better conditioned for it by the questions that preceded it. A follow-on revision should thus move the reworded question farther down in the interview.

3. The refusal was in some way connected with respondent's past gambling behavior. In other words, it is possible that all or some of those who refused were individuals who failed to report gambling with a bookmaker when they actually had done so. After a larger base of data is gathered concerning individuals who gamble with bookmakers, it should be possible to investigate this point further.

Because of the high refusal rate, the data resulting were not considered in the tests for statistical correlations.

Hypothetical Question Concerning Knowledge of Bookmakers

In the revised version of the interview, the question was asked of all respondents who replied that they had never gambled with bookmakers:

"Assuming, purely for the sake of example, that you wanted to place a bet with a bookmaker, would you know how to go about finding one?"

Table 7 shows the distribution of replies to this question. There is a sharp contrast in the responses of males and females, both as to knowing how to go about finding a bookmaker (far fewer women replied "yes" than men) and with respect to refusals to answer the question (only one woman made such refusal, as opposed to 16 males).

Inspection shows these responses to be generally consistent with the male-female dichotomies on other questions. That is, the positive female responses have been consistently lower than those of the males in the patterns related to the knowledge of and gambling with bookmakers. Both male and female responses are also consistent with the related question. Individuals who answered they did not know a bookmaker, answered this question "no" as well, with three exceptions.

TABLE 7

	REPLIES TO QUESTION: "ASSUMING PURELY FOR THE SAKE OF EXAMPLE, THAT YOU WANTED TO PLACE A BET WITH A BOOKMAKER, WOULD YOU KNOW HOW TO GO ABOUT FINDING ONE?"		Nonresponsive as Percent of Total Respondents
	Percent of Total Answering Yes	No	
Male, n = 222	12.0	88.0	7.1
Female, n = 242	1.7	98.3	0.4

Note: This question as asked only in the revised version of the interview.

### Interest in Sports as a Possible Point of Correlation

Because most gambling with bookmakers in Kansas City is on sports events, other than horse races, the following question concerning the individual's interest in sports was included to test for positive correlation with betting with bookmakers or some other forms of gambling.

"Do you follow some sport or sports pretty closely? That is, do you like to keep up on the standings of some team, the records of players and so forth?"

Predictably, a high percentage (57 percent) of all respondents replied that they did follow sports closely. However, there was no statistical correlation between the answers to this question and a tendency to gamble. Apparently, the tendency to follow sports is too generally spread throughout the population, to provide such correlation.

### Individuals Reporting Their Own Gambling Behavior

#### General

Although the interview strategy had been to open with questions concerning the gambling behavior of others, it is probable that most discerning respondents concluded from what was told them of the nature of the study that they would also be questioned concerning their own gambling. Thus, the decision to cooperate to the extent of allowing the interview to proceed probably conditioned the respondent to reply to such questions as well. Even considering that possibility, the level of response to the series of questions, concerning several forms of gambling respondents may have done, elicited a much higher level of cooperation than was anticipated.

Only 12 persons out of the 905 respondents (or 1.3 percent) refused to answer the series of questions; 158 (17.4 percent) of all respondents reported not having gambled in any one of the ways included in the questions. The following question was asked. "Have you ever done any of the following things?"

- . Played bingo
- . Played cards or some other game for money
- . Bet on a sports event in some way other than by taking a chance in a pool
- . Visited a race track
- . Played the numbers game
- . Bet on an election
- . None

For each "Yes" answer, the interviewer then asked "Did you do this in the past 12 months?" Figure 6 shows the way the respondents reported gambling. As would be expected, the number of persons who said they had gambled at some time was considerably higher than those who said they had done that type of gambling in the past 12 months.

There is a small amount of data from other surveys of public gambling behavior that have been conducted on a national basis. However, these data serve only as the roughest sort of reference point for this study because of the time lapse and unknowns concerning method.

The first of these surveys was one made over an approximate six-year period, 1955-1961 by Scarne, during which several thousand men and women were interviewed concerning their gambling habits.<sup>3/</sup> The answers to the general question "Do you gamble?" which is roughly comparable to the sum of the question series asked in this survey, were:

<u>Scarne 1955-1961 Survey</u>	<u>Present Survey Results (Persons Reporting Some Form of Gambling)</u>
Men - 67% Yes - 33% No	Men - 85.10% Yes - 14.9% No
Women - 74% Yes - 26% No	Women - 81.90% Yes - 18.1% No

This comparison, of course, shows only that a higher percentage of Kansas City respondents reported doing some kind of gambling than persons responding to the national survey a decade or more ago.

<sup>3/</sup> Scarne, John, Complete Guide to Gambling, Simon and Schuster, New York, 1961, p. 14.

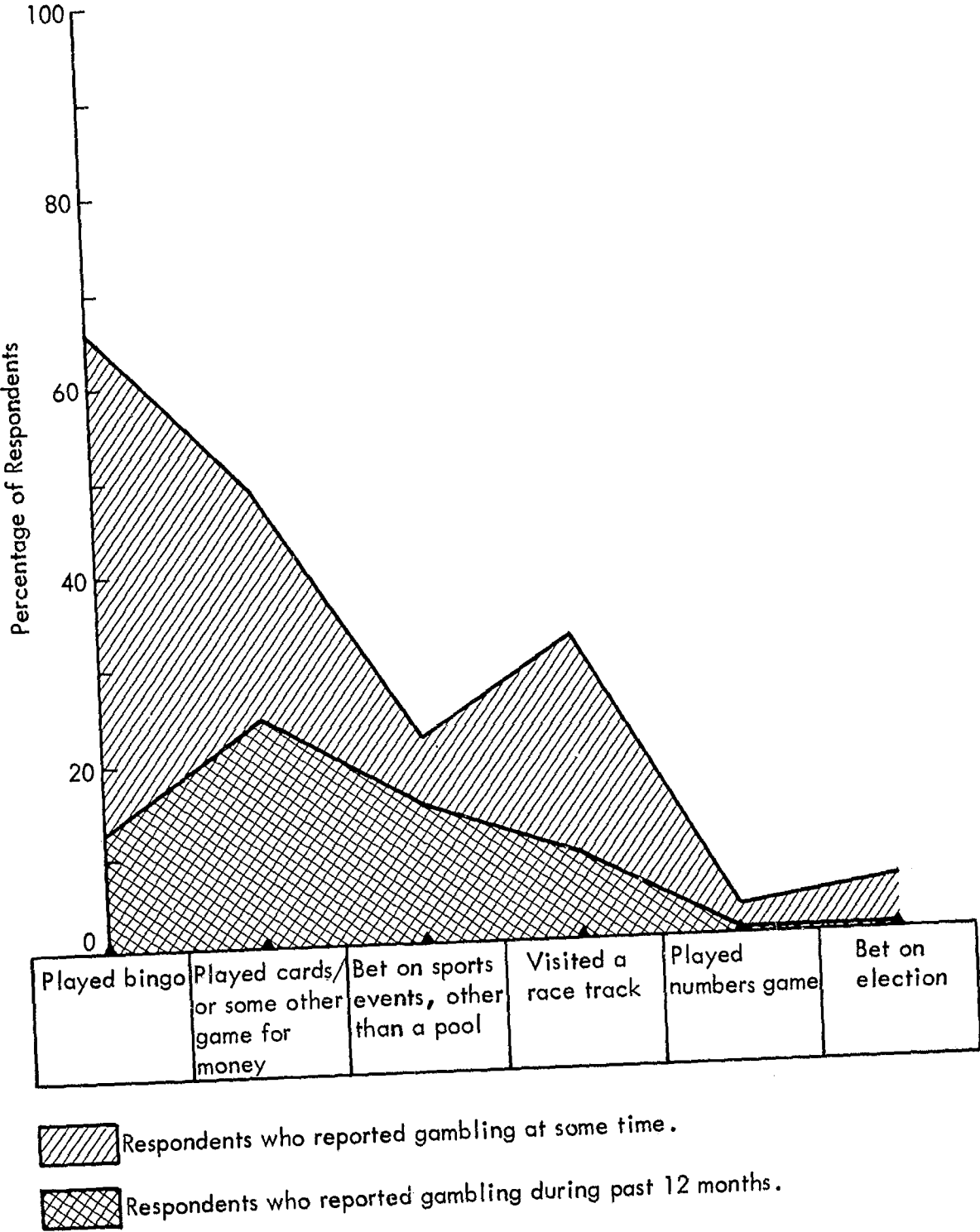


Figure 6 - Gambling Reported by Respondents

The second survey mentioned was conducted in 1950 by the American Institute of Public Affairs.<sup>4/</sup> The results of that survey are quite similar to the responses received in this survey to questions concerning gambling during the past 12 months. However, this is taken only as a suggestion of response consistency in this survey, on the points of all gambling and gambling in the past 12 months.

PERSONS REPORTING GAMBLING PAST 12 MONTHS

	<u>1950 Survey American Institute Public Opinion</u>	<u>Present Survey (Sept.-Oct. 1970)</u>
Played bingo	21%	13.4%
Played cards for money or other games	19%	24.7%
Bet on sports	17%	14.7%
Played numbers	5%	0.6%

The consistency of the responses in the present survey can be further supported by the fact that the "Ever-Past 12 Months" variations (Figure 6) do not seem to reflect conscious distortion on the respondent's part. There would probably be two basic reasons for greater willingness to report gambling done at some time than the same form of gambling done in the past 12 months. The first would be fear of some form of reprisal or unpleasant involvement arising from giving an answer. The second would involve some form of psychological inhibitions, probably related to the respondent's perceptions of the social acceptability of his gambling.

<sup>4/</sup> Public Opinion News Service, June 10, 1950.

An empirical check on these points was possible, based on the following rationale:

1. Bingo is a form of gambling that enjoys general social acceptance in the United States.
2. It is a relatively innocuous form of gambling, seldom exciting the attention of law enforcement officials. Probably for that same reason, bingo is far down the scale of interest of organized crime. No bingo games are known to be operated in Kansas City under the auspices of what might be termed organized gambling.

Therefore, if respondents feared reprisals, or were inhibited from reporting recent gambling behavior by their concept of social acceptability of certain forms of gambling, bingo would be the form least likely to be involved. Yet, the greatest percentage of variation (52.8) between gambling reported as being done at some time and being done in the past 12 months occurs with respect to bingo. On the other hand betting on a sports event, a far more serious form of gambling from the point of view of the intensity of law enforcement, shows only a variance of 6.8 percent between the betting reported at some time, and that done in the past 12 months. Similarly, small percentage variations occur with respect to playing numbers (a game of low social acceptability and high arrest rates) and betting on elections.

Playing cards for money involves a 23.1 percent variation, but still considerably under the 52.8 percent applying to bingo. Thus, there is no apparent support for the hypothesis that the respondents tended to suppress information on their more recent gambling. If there are deliberate response errors stemming from that motive, they are consistent in both aspects of the behavior reported.

#### Visits to areas where gambling is legal

The fact that a center of legal gambling activity, such as Las Vegas, draws huge crowds of people annually needs no amplification or justification. Although the State and local authorities tend to emphasize the desert climate, and benefits other than the availability of legal gambling, the latter is still the chief attraction of the area for tourists. There are visitors to gambling casinos who are there solely or primarily for sight-seeing purposes. However, they are also a distinct minority of individuals who frequent places where gambling is the primary objective.

One of the consistent features of the histories of compulsive gamblers is the attraction such centers of legal gambling activity hold for them. Several members of Gamblers Anonymous interviewed on the West Coast stated that they had frequently traveled to Las Vegas, incurring considerable expense and inconvenience to do so, despite the fact that a fairly wide opportunity to gamble existed in their immediate locale. The concentration of "action" at Las Vegas was invariably given as the reason. On the hypothesis that persons who travel to a gambling spa for the express purpose of gambling have a higher-than-usual propensity to gamble, the following questions were included in the revised interview.

"Have you ever visited a place where gambling was legal?" If the answer was yes;

"Was your decision to go there influenced by the fact that you could gamble if you wanted to?" Roughly half (42.9 percent) of the respondents stated they had visited an area where gambling was legal. Slightly over half of these individuals stated they had been influenced to make the visit at least partly because they would be able to gamble.

There is no reason to assume that the respondent would be inhibited by the nature of this question, since there is no illegal behavior involved, and visits to areas where gambling is legal are by now a firmly established part of the American recreational pattern. Thus, the answers to the first question concerning the fact of a visit having been made should reflect very little deliberate response error.

The second question has a higher potential for response error because it requires the respondent to assign or reject gambling as a motive for an act which may have occurred some considerable time ago. However, the direction of any such error would seem to be conservative.

The purpose of this question was to serve as an internal check on the validity of responses to questions concerning gambling experience. A comparison was made of the gambling experience reported by persons who also said their decision to visit an area where gambling was legal was influenced by the fact that they could gamble if they wanted to. The internal check derives from the fact that if the desire to gamble was at least a partial motive, there is a high probability that some gambling was actually done. Thus, the respondent should have reported doing at least one of the several forms of gambling represented in the set of questions on individual gambling behavior.

The results of this check showed that response consistency was very high. Of all respondents who stated they they had visited a place with the motive to gamble, over 95 percent reported one or more forms of gambling having been done.

Persons Who Stated They Had Gambled With a Bookmaker

This question was asked all respondents:

"Have you ever placed a bet with a bookmaker?"

Twenty-nine respondents (3.2 percent of the total) replied that they had done so at some time. Four of these 27 respondents were women.

The responses to this question are discussed in considerable detail in the statistical correlation tests of responses to various questions that are related to it. Before moving to that statistical analysis, however, some consideration should be given to the rate of refusals to answer this question. It met with very little apparent resistance from respondents, in the sense of refusal to answer the question "yes" or "no". Ten respondents (1.1 percent) refused to respond. This small number would not support analysis of the background and responses made by these individuals to other questions; however, such a procedure is indicated after a larger data base is accumulated in the follow-on study. This refusal rate is considerably lower than experienced in connection with two other questions concerning bookmakers. For example:

<u>Question</u>	<u>Refusals to Answer as Percent of All Respondents</u>
Have you ever known a bookmaker?	14.1
Assuming, purely for the sake of example, that you wanted to place a bet with a bookmaker, would you know how to go about finding one?	3.6
Have you ever placed a bet with a bookmaker?	1.1



### Correlation Tests

An inspection of the data suggested possible correlations among responses to different questions. For example, most of the respondents who admitted having bet with a bookmaker also stated they gambled in other ways and expressed the opinion that some of their acquaintances gambled. Therefore, a statistical test was made to determine the strength of these and other apparent correlations.

The statistical test took the form of a contingency table analysis. A contingency table is an array representing subclasses of the sampled population. Contingency Table I, for example, is an array representing all the possible subclasses of responses to the question, "Have you ever placed a bet with a bookmaker?" and all positive responses to the question, "How many of your acquaintances have ever gambled for money?" The number 7 in Contingency Table I indicates that seven respondents stated both that they had bet with a bookmaker and that most of their acquaintances gambled for money. Similarly in the lower right, the number 91 indicates that 91 respondents had not bet with a bookmaker, but said that, in their opinion, some of their acquaintances gambled for money.

The hypothesis to be tested with the aid of Contingency Table I can be stated:

"A positive response to Question A is correlated with a positive response to Question B." If this hypothesis is true, then the fraction of all respondents who admitted placing a bet with a bookmaker should be the same as the fraction within each of the subcategories of Question A. Thus, another way of stating the hypothesis to be tested is "The fraction of all positive responses to B is the same as the fraction within each subcategory of Question A."

The fraction of respondents (within this group of 268\*) who have ever bet with a bookmaker is  $21/268 = 0.078$ . If the suspected correlation is real, then this fraction should apply to each of the subclasses presented in the table. Thus, the expected number of respondents who both admitted having bet with a bookmaker and said that most of their acquaintances also gamble would be  $0.078 \times 127 \sim 9$  (to the nearest integer). This number and the other "expected" numbers, which were calculated in the same way, appear in parentheses in the table.

\* These 268 are all respondents who both gave a definite yes or no answer to Question B and a positive answer to Question A (Contingency Table I).

CONTINGENCY TABLE I

CORRELATION BETWEEN RESPONSES CONCERNING RESPONDENT'S OPINION OF ACQUAINTANCES GAMBLING, AND RESPONSES CONCERNING BETTING WITH A BOOKMAKER

Question A: "How many of your acquaintances have ever gambled for money?"

		<u>Most</u>	<u>Quite a Few</u>	<u>Some</u>	<u>Totals</u>
Question B: "Have you ever placed a bet with a bookmaker?"	Yes	7 (9)	6 (4)	8 (8)	21
	No	<u>111 (109)</u>	<u>45 (41)</u>	<u>91 (91)</u>	<u>247</u>
	Totals	127	51	99	268

Note: The numbers in parentheses are the number of respondents "expected" to make that particular set of replies. The numbers out of parentheses are the actual responses. For example, the figures 7 (9) in the upper left-hand column of the table indicate that there were 7 respondents who actually said that, in their opinion, most of their acquaintances had gambled for money; and who replied "Yes" to the question "Have you ever placed a bet with a bookmaker?" The number (9) is the number that was "expected" to make this reply. Details on the calculation or the expected numbers are discussed on page 79.

The quantitative test of the hypothesis is based on a so-called Chi-squared measure of the agreement between these observed and expected numbers. The value of the Chi-squared parameter is proportioned to the sum of the squares of the differences between the observed and expected numbers. The smaller the differences, the smaller will be Chi-squared, and the better the agreement between the observed and the expected. Standard tables are used to evaluate the significance of the value of Chi-squared.

The Chi-squared test of the data in Contingency Table I indicates a strong agreement between the observed numbers and the expected numbers. The value of Chi-squared is 0.27. The probability that Chi-squared would be this small if the hypothesis were false is less than 0.05.

Similar statistical tests were made to measure the correlation between other groups of responses and responses to the question, "Have you ever placed a bet with a bookmaker?" A very strong correlation was formed with positive responses to Question A in Contingency Table I combined with positive responses to certain questions about the respondent's other gambling habits: characteristics of playing cards or some other game for money; betting on a sports event; and visiting a race track were found to be strongly correlated to positive replies that the respondent had bet with a bookmaker.

Contingency Table II combines the data shown in Contingency Table I with the responses to the questions mentioned above. The value of Chi-squared in the case is 0.43 which (because of the larger number of categories in this table) indicates an even stronger correlation than did Contingency Table I. The probability that this small a value of Chi-squared would be obtained if there were no correlation is less than 0.002.

Additional correlation tests

The strength of the correlations between betting with a bookmaker and positive responses to several other questions were tested one at a time. The survey response data from each question were added to a previously tested contingency table; and then the extent of the correlation for this extended contingency table was compared with correlation of the original table. If the addition improved the correlation, then the added question must be positively correlated with betting with a bookmaker. The contingency table used for comparison was made up of responses to the questions:

- (A) "Have you ever done any of the following things?
- Played cards or some other game for money?

Bet on a sports event other than taking a chance in a pool?

Visited a race track?"
- (B) "Have you ever placed a bet with a bookmaker?"

CONTINGENCY TABLE II

CORRELATIONS BETWEEN QUESTIONS CONCERNING GAMBLING OF ACQUAINTANCES;  
RESPONDENT'S REPORTED GAMBLING EXPERIENCE AND SPECIFIC QUESTION  
CONCERNING WHETHER RESPONDENT HAD BET WITH BOOKMAKERS

"Have you ever placed a bet with a bookmaker?"	Have you ever done any of the following?			In your opinion, how many of your acquaintances have ever gambled for money?			Totals
	Played cards, other games for money?	Bet on a sports event other than in a pool?	Visited a race track?	Most	Quite a few	Some of them	
Yes	28	22	25	7	6	8	96
No	405	273	272	111	45	91	1,197
Totals	433	295	297	118	51	99	1,293

$\chi^2 = 0.43$  with 6 degrees of freedom.

The probability of this value being exceeded by chance is > 0.998. Thus, there is a very strong correlation between positive responses to questions about respondents' and acquaintances' betting habit and respondents' betting with a bookmaker.

Data from all of the respondents were included in the table. With no additions, the Chi-squared value was such that the probability of a lower value in the absence of correlation was less than 0.025. The following list indicates how adding different questions to this contingency table affected the value of Chi-squared: note that only a few categories showed a positive correlation by decreasing the value of Chi-squared.

Specifically, there was no positive correlation with age category, or education. There was an indication that religious preference may be positively correlated with use of a bookmaker. The strongest indication with respect to religion was among those who had no religious preference. A somewhat weaker, but positive indication of correlation was also found among those who preferred Catholicism. (See Table 8 for results of the additional correlations.)

TABLE 8  
RESULTS OF ADDITIONAL CORRELATION TESTS

Question Added	Value of Chi-Squared, $\chi^2$ (4 degrees of freedom)	Probability of a Smaller $\chi^2$ With No Correlation
<u>"Do you follow some sport or sports pretty closely?"</u>	0.57	< 0.04
<u>Your Age?</u>		
Under 21	--	negative correlation
21-35	1.10	< 0.10
35-50	0.37	< 0.05
Over 50	1.15	< 0.25
<u>Religious preference?</u>		
Protestant	1.95	< 0.30
Catholic	0.25	< 0.01
Jewish	--	negative correlation
No preference	0.15	< 0.005
<u>Education?</u>		
Grammar School	0.50	< 0.03
High School	1.28	< 0.14
Some College	0.56	< 0.04
College Graduate	0.43	< 0.025
<u>"Have you ever visited a place where gambling was legal?"</u>	0.18	< 0.005

	Interviewer _____
	(1-2)
	Schedule _____
	(3)
Interview Schedule A	O-D Zone _____
	(4-7)
	Race of Respondent _____
	(8)
	Date _____
	(9-10)
	Time _____
	(11)

PROJECT RA-35-D

APPENDIX A

INITIAL INTERVIEW SCHEDULE USED (SCHEDULE A)

GOOD \_\_\_\_\_. THIS IS \_\_\_\_\_.  
I AM WITH MIDWEST RESEARCH INSTITUTE HERE IN KANSAS CITY.

WE ARE MAKING A STUDY OF THE AMOUNT OF BETTING THAT WAS DONE IN THIS  
GENERAL AREA OVER THE PAST YEAR. WE WOULD APPRECIATE IT VERY MUCH IF  
YOU WOULD TAKE A FEW MOMENTS TO CONSIDER SOME QUESTIONS ON GAMBLING AND  
GIVE US THE BENEFIT OF YOUR OPINION OR EXPERIENCE.

BUT FIRST, I WOULD LIKE TO SAY THAT THIS STUDY IS PURELY FACT-FINDING IN  
NATURE. IT HAS ABSOLUTELY NO CONNECTION WITH ANY INVESTIGATION, OR ANY  
POLITICAL MATTERS, SUCH AS WHETHER SOME TYPES OF BETTING SHOULD OR SHOULD  
NOT BE LEGAL. AND WE ARE NOT INTERESTED AT ALL IN THE IDENTITIES OF PERSONS  
WE TALK WITH.

YOUR TELEPHONE NUMBER WAS ONE TAKEN IN A RANDOM SAMPLE OF ALL THE SUB-  
SCRIBERS IN THE KANSAS CITY AREA. WE DO NOT WRITE DOWN OR RECORD IN ANY  
WAY THE NAMES OF THE PERSONS WE ARE CONTACTING.

(If the respondent has not answered the telephone giving his  
or her name, go on to say. . .)

I DON'T HAVE YOUR NAME--ONLY YOUR TELEPHONE NUMBER ON A SLIP OF PAPER THAT  
WILL BE DESTROYED.

Q 1 IT IS COMMON KNOWLEDGE THAT QUITE A FEW AMERICANS GAMBLE IN SOME WAY AT SOME TIME. WE WOULD BE INTERESTED IN YOUR OPINION OF HOW MANY OF YOUR ACQUAINTANCES SOMETIMES GAMBLE. FOR EXAMPLE, OF THE PERSONS YOU ARE ACQUAINTED WITH, HOW MANY DO YOU ESTIMATE HAVE EVER GAMBLED FOR MONEY?

- (12) \_\_\_\_\_ (1) MOST OF THEM  
\_\_\_\_\_ (2) QUITE A FEW OF THEM  
\_\_\_\_\_ (3) SOME OF THEM  
\_\_\_\_\_ (4) PRACTICALLY NONE  
\_\_\_\_\_ (5) DON'T KNOW  
\_\_\_\_\_ (6) Nonresponsive

Q 2 IN YOUR OPINION, HOW MANY OF YOUR ACQUAINTANCES HAVE EVER PLACED A BET WITH A BOOKMAKER?

- (13) \_\_\_\_\_ (1) MOST OF THEM  
\_\_\_\_\_ (2) QUITE A FEW OF THEM  
\_\_\_\_\_ (3) SOME OF THEM  
\_\_\_\_\_ (4) PRACTICALLY NONE  
\_\_\_\_\_ (5) DON'T KNOW  
\_\_\_\_\_ (6) Nonresponsive

Q 3 DO YOU FOLLOW SOME SPORT OR SPORTS PRETTY CLOSELY? THAT IS, DO YOU LIKE TO KEEP UP ON THE STANDINGS OF SOME TEAM, THE RECORDS OF PLAYERS AND SO FORTH? (Interviewer: Do not read categories. Code answers.)

- (14) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Off and On  
\_\_\_\_\_ (4) Nonresponsive

Q 4 HAVE YOU EVER DONE ANY OF THE FOLLOWING THINGS?  
(Interviewer: Ask respondent Question 4B only for those items he said he had done in Question 4A)

- |      | EVER<br>(4A) | DURING THE<br>PAST 12 MONTHS (4B) |  |
|------|--------------|-----------------------------------|--|
| (15) | _____        | (21) _____                        | (1) PLAYED BINGO   |
| (16) | _____        | (22) _____                        | (2) PLAYED CARDS OR SOME OTHER GAME FOR MONEY                                    |
| (17) | _____        | (23) _____                        | (3) BET ON A SPORTS EVENT IN SOME WAY OTHER THAN<br>BY TAKING A CHANCE IN A POOL |
| (18) | _____        | (24) _____                        | (4) VISITED A RACE TRACK   |
| (19) | _____        | (25) _____                        | (5) PLAYED THE NUMBERS GAME  |
| (20) | _____        | (26) _____                        | (6) BET ON AN ELECTION   |
|      | _____        | _____                             | (7) None   |
|      | _____        | _____                             | (8) Nonresponsive  |

Q 5 HAVE YOU EVER PLACED A BET WITH A BOOKMAKER?

- (27) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Nonresponsive

Interviewer: If respondent answered "No" to Question 5, i.e. did not place bet with a bookmaker, skip to Question 16.

If respondent answered "Yes" to Question 5, i.e. did place bet with a bookmaker, continue with Question 6 through end of interview schedule.

Q 6 HAVE YOU BET WITH A BOOKMAKER IN THE PAST 12 MONTHS?

- (28) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Uncertain  
\_\_\_\_\_ (4) Nonresponsive

Q 7 WAS THE BOOKMAKER LOCATED IN THE KANSAS CITY AREA?

- (29) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Nonresponsive

Q 8 ABOUT HOW MUCH MONEY DID YOU BET WITH A BOOKMAKER DURING THE PAST 12 MONTHS? PLEASE DON'T CONSIDER WINNINGS OR LOSSES, JUST THE TOTAL AMOUNT OF THE BETS YOU MADE.

- (30) \$ \_\_\_\_\_ range  
(write in amount)

Q 9 HOW MANY DIFFERENT BOOKMAKERS DID YOU BET THAT MONEY WITH?

- (31) \_\_\_\_\_ (1) One  
\_\_\_\_\_ (2) Two  
\_\_\_\_\_ (3) Three  
\_\_\_\_\_ (4) Four  
\_\_\_\_\_ (5) Five or more  
\_\_\_\_\_ (6) Uncertain  
\_\_\_\_\_ (7) Nonresponsive

Q 10 NOW, WHAT WOULD YOU SAY WAS THE AVERAGE AMOUNT OF A SINGLE BET YOU MADE WITH A BOOKMAKER DURING THE PAST 12 MONTHS?

(32) \$ \_\_\_\_\_ range  
(write in amount)

Q 11 WHAT WOULD YOU SAY WAS THE AVERAGE NUMBER OF BETS PER MONTH YOU MADE WITH A BOOKMAKER OVER THE LAST 12 MONTHS?

(33) \_\_\_\_\_  
(write in number)

Q 12 HOW MANY OF THE FOLLOWING TYPES OF SPORTS OR EVENTS DID YOU BET ON WITH A BOOKMAKER? (Check all applicable)

(34-35) \_\_\_\_\_ (01) HORSE RACE  
(36-37) \_\_\_\_\_ (02) PRO FOOTBALL  
(38-39) \_\_\_\_\_ (03) COLLEGE FOOTBALL  
(40-41) \_\_\_\_\_ (04) BASEBALL  
\_\_\_\_\_ (05) COLLEGE BASKETBALL  
\_\_\_\_\_ (06) PRO BASKETBALL  
\_\_\_\_\_ (07) HOCKEY  
\_\_\_\_\_ (08) SOCCER  
\_\_\_\_\_ (09) BOXING MATCH  
\_\_\_\_\_ (10) ELECTION  
\_\_\_\_\_ (11) Other \_\_\_\_\_  
(specify)  
\_\_\_\_\_ (12) Nonresponsive

Q 13 WHICH OF THOSE EVENTS DID YOU BET ON MOST OFTEN?

(42-43) \_\_\_\_\_ (01) HORSE RACE  
(44-45) \_\_\_\_\_ (02) PRO FOOTBALL  
(46-47) \_\_\_\_\_ (03) COLLEGE FOOTBALL  
(48-49) \_\_\_\_\_ (04) BASEBALL  
\_\_\_\_\_ (05) COLLEGE BASKETBALL  
\_\_\_\_\_ (06) PRO BASKETBALL  
\_\_\_\_\_ (07) HOCKEY  
\_\_\_\_\_ (08) SOCCER  
\_\_\_\_\_ (09) BOXING MATCH  
\_\_\_\_\_ (10) ELECTION  
\_\_\_\_\_ (11) Other \_\_\_\_\_  
(specify)  
\_\_\_\_\_ (12) Nonresponsive

Q 14 CONSIDERING ALL THE BETS YOU MADE WITH A BOOKMAKER (DURING THE LAST 12 MONTHS,) DO YOU BELIEVE YOU CAME OUT A WINNER OR A LOSER OVERALL?

(50) \_\_\_\_\_ (1) WINNER  
\_\_\_\_\_ (2) LOSER  
\_\_\_\_\_ (3) ABOUT EVEN  
\_\_\_\_\_ (4) DON'T KNOW  
\_\_\_\_\_ (5) Nonresponsive

Q 15 ABOUT HOW MUCH MONEY DO YOU BELIEVE YOU (WON FROM) (LOST TO) A BOOKMAKER DURING THE LAST 12 MONTHS?

(51) \$ \_\_\_\_\_ range  
(write in amount)

Q 16 NOW (SIR), MAY I ASK: DURING THE PAST 12 MONTHS, WHAT TYPE OF WORK DID YOU DO? (Do not read the categories to respondent. Code his answer.)

(52-53) \_\_\_\_\_ (01) Clerical  
\_\_\_\_\_ (02) Rancher/Farmer  
\_\_\_\_\_ (03) Professional/Technical  
\_\_\_\_\_ (04) Sales  
\_\_\_\_\_ (05) Craftsman, Foreman, (carpenter, butcher, etc.)  
\_\_\_\_\_ (06) Operative (Truck driver, machine operator, etc.)  
\_\_\_\_\_ (07) Laborer  
\_\_\_\_\_ (08) Management/Proprietor  
\_\_\_\_\_ (09) Service Worker (Police, fireman, etc.)  
\_\_\_\_\_ (10) Member, Armed Forces  
\_\_\_\_\_ (11) Student  
\_\_\_\_\_ (12) Homemaker  
\_\_\_\_\_ (13) Disabled  
\_\_\_\_\_ (14) Retired  
\_\_\_\_\_ (15) Unemployed  
\_\_\_\_\_ (16) Other \_\_\_\_\_  
(please specify)  
\_\_\_\_\_ (17) Nonresponsive

Q 17 I WOULD APPRECIATE IT IF YOU WOULD TELL ME WHICH OF THE FOLLOWING AGE CATEGORIES APPLY TO YOU?

- (54) \_\_\_\_\_ (1) UNDER 21  
\_\_\_\_\_ (2) OVER 21 AND UNDER 35  
\_\_\_\_\_ (3) OVER 35 AND UNDER 50  
\_\_\_\_\_ (4) OVER 50  
\_\_\_\_\_ (5 ) Nonresponsive

Q 18 THANK YOU. AND WHAT IS YOUR RELIGIOUS PREFERENCE?

- (55) \_\_\_\_\_ (1) PROTESTANT  
\_\_\_\_\_ (2) CATHOLIC  
\_\_\_\_\_ (3) JEWISH  
\_\_\_\_\_ (4) No preference  
\_\_\_\_\_ (5) Other \_\_\_\_\_  
\_\_\_\_\_ (6) Nonresponsive (please specify)

Q 19 NOW I WILL READ FOUR CATEGORIES OF EDUCATION. I WOULD APPRECIATE IF IT YOU WOULD TELL ME WHICH ONE BEST FITS YOUR EDUCATIONAL BACKGROUND:

- (56) \_\_\_\_\_ (1) GRAMMAR SCHOOL  
\_\_\_\_\_ (2) HIGH SCHOOL  
\_\_\_\_\_ (3) SOME COLLEGE  
\_\_\_\_\_ (4) COLLEGE GRADUATE  
\_\_\_\_\_ (5) Nonresponsive

Q 20 ARE YOU:

- (57) \_\_\_\_\_ (1) MARRIED  
\_\_\_\_\_ (2) SINGLE  
\_\_\_\_\_ (3) DIVORCED  
\_\_\_\_\_ (4) (A WIDOW) (A WIDOWER)  
\_\_\_\_\_ (5) Nonresponsive

Q 21 INTERVIEWER CODE SEX OF REPONDENT:

- (58) \_\_\_\_\_ (1) MALE  
\_\_\_\_\_ (2) FEMALE

END OF INTERVIEW

(THANK YOU VERY MUCH FOR YOUR COOPERATION, ETC.)

APPENDIX B

REVISED VERSION OF INTERVIEW SCHEDULE (SCHEDULE B)



M I D W E S T   R E S E A R C H   I N S T I T U T E

Interview Schedule B

PROJECT RA-35-D

Interviewer \_\_\_\_\_

Schedule 2

O-D Zone \_\_\_\_\_

Race of Respondent \_\_\_\_\_

Date \_\_\_\_\_

Time \_\_\_\_\_

GOOD \_\_\_\_\_, THIS IS \_\_\_\_\_.  
I AM WITH MIDWEST RESEARCH INSTITUTE HERE IN KANSAS CITY.

WE ARE MAKING A STUDY OF THE AMOUNT OF BETTING THAT WAS DONE IN THIS  
GENERAL AREA OVER THE PAST YEAR. WE WOULD APPRECIATE IT VERY MUCH IF  
YOU WOULD TAKE A FEW MOMENTS TO CONSIDER SOME QUESTIONS AND GIVE US  
THE BENEFIT OF YOUR OPINION OR EXPERIENCE.

BUT FIRST, I WOULD LIKE TO SAY THAT THIS STUDY IS PURELY FACT-FINDING IN  
NATURE. IT HAS ABSOLUTELY NO CONNECTION WITH ANY INVESTIGATION, OR ANY  
POLITICAL MATTER, SUCH AS WHETHER SOME TYPES OF BETTING SHOULD OR SHOULD  
NOT BE LEGAL. AND WE ARE NOT INTERESTED AT ALL IN THE IDENTITIES OF  
PERSONS WE TALK WITH.

YOUR TELEPHONE NUMER WAS ONE TAKEN IN A RANDOM SAMPLE OF ALL THE SUB-  
SCRIBERS IN THE KANSAS CITY AREA. WE DO NOT WRITE DOWN OR RECORD IN ANY  
WAY THE NAMES OF THE PERSONS WE ARE CONTACTING.

(If the respondent has not answered the telephone giving his  
or her name, go on to say . . .)

I DON'T HAVE YOUR NAME--ONLY YOUR TELEPHONE NUMBER ON A SLIP OF PAPER THAT  
WILL BE DESTROYED.

CONTINUED

1 OF 2

Q 1 IT IS COMMON KNOWLEDGE THAT QUITE A FEW AMERICANS GAMBLE IN SOME WAY AT SOME TIME. WE WOULD BE INTERESTED IN YOUR OPINION OF HOW MANY OF YOUR ACQUAINTANCES OCCASIONALLY GAMBLE. FOR EXAMPLE, OF THE PERSONS YOU ARE ACQUAINTED WITH, HOW MANY DO YOU ESTIMATE HAVE EVER GAMBLED FOR MONEY?

- (12) \_\_\_\_\_ (1) MOST OF THEM  
\_\_\_\_\_ (2) QUITE A FEW OF THEM  
\_\_\_\_\_ (3) SOME OF THEM  
\_\_\_\_\_ (4) PRACTICALLY NONE  
\_\_\_\_\_ (5) DON'T KNOW  
\_\_\_\_\_ (6) Nonresponsive

Q 2 HAVE YOU EVER KNOWN A BOOKMAKER, OR A "BOOKIE," AS THEY ARE USUALLY CALLED? AND BY BOOKMAKER I MEAN SOMEONE WHO, FOR PROFIT, TAKES AND PAYS OFF BETS ON SOME EVENT SUCH AS A HORSE RACE OR FOOTBALL GAME, BUT DOESN'T HAVE ANYTHING TO DO WITH THOSE EVENTS.

- (13) \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No \_\_\_\_\_ (3) Uncertain

Q 3 IN YOUR OPINION, HOW MANY OF YOUR ACQUAINTANCES HAVE EVER PLACED A BET WITH A BOOKMAKER?

- (14) \_\_\_\_\_ (1) MOST OF THEM  
\_\_\_\_\_ (2) QUITE A FEW OF THEM  
\_\_\_\_\_ (3) SOME OF THEM  
\_\_\_\_\_ (4) PRACTICALLY NONE  
\_\_\_\_\_ (5) NONE  
\_\_\_\_\_ (6) DON'T KNOW  
\_\_\_\_\_ (7) Nonresponsive

Q 4 DO YOU FOLLOW SOME SPORT OR SPORTS PRETTY CLOSELY? THAT IS, DO YOU LIKE TO KEEP UP ON THE STANDINGS OF SOME TEAM, THE RECORDS OF PLAYERS AND SO FORTH? (Interviewer: Do not read categories. Code answers.)

- (15) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Off and On  
\_\_\_\_\_ (4) Nonresponsive

Q 5 HAVE YOU EVER DONE ANY OF THE FOLLOWING THINGS?  
(Interviewer: Ask respondent Question 5B only for those items he said he had done in Question 5A)

- |      | EVER<br>(4A) | DURING THE<br>PAST 12 MONTHS (4B)  |
|------|--------------|--|
| (16) | _____        | (22) _____ (1) PLAYED CARDS OR SOME OTHER GAME FOR MONEY                                 |
| (17) | _____        | (23) _____ (2) BET ON A SPORTS EVENT IN SOME WAY OTHER THAN BY TAKING A CHANCE IN A POOL |
| (18) | _____        | (24) _____ (3) VISITED A RACE TRACK  |
| (19) | _____        | (25) _____ (4) PLAYED BINGO  |
| (20) | _____        | (26) _____ (5) PLAYED THE NUMBERS GAME   |
| (21) | _____        | (27) _____ (6) BET ON AN ELECTION  |
|      | _____        | _____ (7) None   |
|      | _____        | _____ (8) Nonresponsive  |

Q 6 HAVE YOU EVER VISITED A PLACE WHERE GAMBLING WAS LEGAL?

- (28) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Not sure  
\_\_\_\_\_ (4) Nonresponsive

Q 7 IF YES:  
WAS YOUR DECISION TO GO THERE INFLUENCED BY THE FACT THAT YOU COULD GAMBLE IF YOU WANTED TO? (Interviewer code)

- (29) \_\_\_\_\_ (1) Yes (unqualified)  
\_\_\_\_\_ (2) Yes (qualified)  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Undecided  
\_\_\_\_\_ (4) Nonresponsive

Q 8 HAVE YOU EVER PLACED A BET WITH A BOOKMAKER?

- (30) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Nonresponsive

IF YES

Q 9 WAS HE LOCATED IN THE KANSAS CITY AREA?

- (31) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No  
\_\_\_\_\_ (3) Nonresponsive

IF NO

Q 10 ASSUMING, PURELY FOR THE SAKE OF EXAMPLE, THAT YOU WANTED TO PLACE A BET WITH A BOOKMAKER, WOULD YOU KNOW HOW TO GO ABOUT FINDING ONE?

- (32) \_\_\_\_\_ (1) Yes  
\_\_\_\_\_ (2) No

Interviewer: If respondent answered "No" to Question 8, i.e. did not place bet with a bookmaker, skip now to question 19.

If respondent answered "Yes" to Question 8, i.e. did place bet with a bookmaker, continue with Question 11 through end of interview schedule.

Q 11 HAVE YOU BET WITH A BOOKMAKER IN THE PAST 12 MONTHS?

(33) \_\_\_\_\_ (1) Yes  
 \_\_\_\_\_ (2) No  
 \_\_\_\_\_ (3) Uncertain  
 \_\_\_\_\_ (4) Nonresponsive

Q 12 ABOUT HOW MUCH MONEY DID YOU BET WITH A BOOKMAKER DURING THE PAST 12 MONTHS? PLEASE DON'T CONSIDER WINNINGS OR LOSSES, JUST THE TOTAL AMOUNT OF THE BETS YOU MADE.

(34) \$ \_\_\_\_\_ range  
 (write in amount)

Q 13 HOW MANY DIFFERENT BOOKMAKERS DID YOU BET THAT MONEY WITH?

(35) \_\_\_\_\_ (1) One  
 \_\_\_\_\_ (2) Two  
 \_\_\_\_\_ (3) Three  
 \_\_\_\_\_ (4) Four  
 \_\_\_\_\_ (5) Five or more  
 \_\_\_\_\_ (6) Uncertain  
 \_\_\_\_\_ (7) Nonresponsive

Q 14 NOW, WHAT WOULD YOU SAY WAS THE AVERAGE AMOUNT OF A SINGLE BET YOU MADE WITH A BOOKMAKER DURING THE PAST 12 MONTHS?

(36) \$ \_\_\_\_\_ range  
 (write in amount)

Q 15 WHAT WOULD YOU SAY WAS THE AVERAGE NUMBER OF BETS PER MONTH YOU MADE WITH A BOOKMAKER OVER THE LAST 12 MONTHS?

(37) \_\_\_\_\_  
 (write in number)

Q 16 HOW MANY OF THE FOLLOWING TYPES OF SPORTS OR EVENTS DID YOU BET ON WITH A BOOKMAKER? (Check all applicable)

(38-39) \_\_\_\_\_ (01) HORSE RACE  
 (40-41) \_\_\_\_\_ (02) PRO FOOTBALL  
 (42-43) \_\_\_\_\_ (03) COLLEGE FOOTBALL  
 (44-45) \_\_\_\_\_ (04) BASEBALL  
 \_\_\_\_\_ (05) COLLEGE BASKETBALL  
 \_\_\_\_\_ (06) PRO BASKETBALL  
 \_\_\_\_\_ (07) HOCKEY  
 \_\_\_\_\_ (08) SOCCER  
 \_\_\_\_\_ (09) BOXING MATCH  
 \_\_\_\_\_ (10) ELECTION  
 \_\_\_\_\_ (11) Other \_\_\_\_\_  
 \_\_\_\_\_ (12) Nonresponsive

Q 17 WHICH OF THOSE EVENTS DID YOU BET ON MOST OFTEN?

(46-47) \_\_\_\_\_ (01) HORSE RACE  
 (48-49) \_\_\_\_\_ (02) PRO FOOTBALL  
 (50-51) \_\_\_\_\_ (03) COLLEGE FOOTBALL  
 (52-53) \_\_\_\_\_ (04) BASEBALL  
 \_\_\_\_\_ (05) COLLEGE BASKETBALL  
 \_\_\_\_\_ (06) PRO BASKETBALL  
 \_\_\_\_\_ (07) HOCKEY  
 \_\_\_\_\_ (08) SOCCER  
 \_\_\_\_\_ (09) BOXING MATCH  
 \_\_\_\_\_ (10) ELECTION  
 \_\_\_\_\_ (11) Other \_\_\_\_\_  
 (specify)  
 \_\_\_\_\_ (12) Nonresponsive

Q 18 CONSIDERING ALL THE BETS YOU MADE WITH A BOOKMAKER DURING THE LAST 12 MONTHS, DO YOU BELIEVE YOU CAME OUT A WINNER OR A LOSER OVERALL?

(54) \_\_\_\_\_ (1) WINNER  
 \_\_\_\_\_ (2) LOSER  
 \_\_\_\_\_ (3) ABOUT EVEN  
 \_\_\_\_\_ (4) DON'T KNOW  
 \_\_\_\_\_ (5) Nonresponsive

Q 19 ABOUT HOW MUCH MONEY DO YOU BELIEVE YOU (WON FROM) (LOST TO) A BOOKMAKER DURING THE LAST 12 MONTHS?

(55) \$ \_\_\_\_\_ range  
 (write in amount)

Q 20 NOW (SIR), MAY I ASK: DURING THE PAST 12 MONTHS, WHAT TYPE OF WORK DID YOU DO? (Do not read the categories to respondent. Code his answer.)

(56-57) \_\_\_\_\_ (01) Clerical  
 \_\_\_\_\_ (02) Rancher/Farmer  
 \_\_\_\_\_ (03) Professional/Technical  
 \_\_\_\_\_ (04) Sales  
 \_\_\_\_\_ (05) Craftsman, Foreman, (carpenter, butcher, etc.)  
 \_\_\_\_\_ (06) Operative (Truck driver, machine operator, etc.)  
 \_\_\_\_\_ (07) Laborer  
 \_\_\_\_\_ (08) Management/Proprietor  
 \_\_\_\_\_ (09) Service Worker (Police, fireman, etc.)  
 \_\_\_\_\_ (10) Member, Armed Forces  
 \_\_\_\_\_ (11) Student  
 \_\_\_\_\_ (12) Homemaker  
 \_\_\_\_\_ (13) Disabled  
 \_\_\_\_\_ (14) Retired  
 \_\_\_\_\_ (15) Unemployed  
 \_\_\_\_\_ (16) Other \_\_\_\_\_  
 (please specify)  
 \_\_\_\_\_ (17) Nonresponsive

Q 21 I WOULD APPRECIATE IT IF YOU WOULD TELL ME WHICH OF THE FOLLOWING AGE CATEGORIES APPLY TO YOU?

- (58) \_\_\_\_\_ (1) UNDER 21  
\_\_\_\_\_ (2) OVER 21 AND UNDER 35  
\_\_\_\_\_ (3) OVER 35 AND UNDER 50  
\_\_\_\_\_ (4) OVER 50  
\_\_\_\_\_ (5) Nonresponsive

Q 22 THANK YOU. AND WHAT IS YOUR RELIGIOUS PREFERENCE?

- (59) \_\_\_\_\_ (1) PROTESTANT  
\_\_\_\_\_ (2) CATHOLIC  
\_\_\_\_\_ (3) JEWISH  
\_\_\_\_\_ (4) No perference  
\_\_\_\_\_ (5) Other \_\_\_\_\_  
\_\_\_\_\_ (6) Nonresponsive (please specify)

Q 23 NOW I WILL READ FOUR CATEGORIES OF EDUCATION. I WOULD APPRECIATE IT IF YOU WOULD TELL ME WHICH ONE BEST FITS YOUR EDUCATIONAL BACKGROUND:

- (60) \_\_\_\_\_ (1) GRAMMAR SCHOOL  
\_\_\_\_\_ (2) HIGH SCHOOL  
\_\_\_\_\_ (3) SOME COLLEGE  
\_\_\_\_\_ (4) COLLEGE GRADUATE  
\_\_\_\_\_ (5) Nonresponsive

Q 24 ARE YOU:

- (61) \_\_\_\_\_ (1) MARRIED  
\_\_\_\_\_ (2) SINGLE  
\_\_\_\_\_ (3) DIVORCED  
\_\_\_\_\_ (4) (A WIDOW) (A WIDOWER)  
\_\_\_\_\_ (5) Nonresponsive

Q 25 Interviewer: Code sex of respondent

- (62) \_\_\_\_\_ (1) Male  
\_\_\_\_\_ (2) Female

END OF INTERVIEW

(THANK YOU VERY MUCH FOR YOUR COOPERATION, ETC.)

APPENDIX C

PERSONAL DATA ON RESPONDENTS

General

Table C-1 contains data derived from questions asked the respondent about his personal background. There is apparent general conformity of the survey population and the population at large with respect to most of the various factors shown. However, the number of respondents falling in age category "under 21" are obviously not representative, because only adult heads of households were sought. For this same reason, the number of respondents falling in the age category of persons over 35 is believed to be disproportionately large with respect to the total population. (Younger adult members of households were thus excluded in many cases.)

The percentage of respondents who are classified as divorced is lower than the area average, and can be assumed to represent some deliberate response error. This question is typically avoided, particularly by divorced females. The 8.5 percent of black respondents is definitely lower than the actual percentage of black population in the area from which the study sample was taken. That population is estimated to be approximately 18 percent.

The 1970 census data, other than population figures, were not available in time for use in this comparison. Therefore, projections of 1960 census data were used.

TABLE C-1

PROFILE OF RESPONDENTS WHO COMPLETED THE INTERVIEW

<u>Category or Identifier</u>	<u>Percentage of Total Respondents</u>
<u>Age</u>	
Under 21	3.1
Over 21 and under 35	31.2
Over 35 and under 50	27.5
Over 50	37.3
Nonresponsive	0.9
<u>Religious Preference</u>	
Protestant	68.1
Catholic	19.2
Jewish	2.3
No preference	6.4
Other	1.8
Nonresponsive	2.2
<u>Educational Background</u>	
Grammar school	11.5
High school	42.1
Some college	25.4
College graduate	19.3
Nonresponsive	1.7
<u>Marital Status</u>	
Married	77.2
Single	10.1
Separated/divorced	2.9
Widow (widower)	8.3
Nonresponsive	1.5
<u>Sex</u>	
Male	50.8
Female	49.2

TABLE C-1 (Concluded)

<u>Category or Identifier</u>	<u>Percentage of Total Respondents</u>
<u>Occupation</u>	
Clerical worker	12.8
Rancher/farmer	0.0
Professional/technical	15.4
Sales	5.9
Craftsman/foreman	7.5
Operative	4.8
Laborer	4.7
Management/proprietor	5.9
Service worker	1.2
Member, armed forces	0.8
Student	2.0
Homemaker	23.6
Disabled	0.9
Retired	9.3
Unemployed	0.3
Other	4.9
<u>Range of Income</u>	
Less than \$6,700	6.7
\$6,800 - \$8,000	6.5
\$8,100 - \$9,300	19.9
\$9,400 - \$10,700	29.0
\$10,800 - \$12,000	17.9
\$12,100 - \$13,300	7.7
\$13,400 - \$14,700	3.1
\$14,800 - \$16,000	1.1
\$16,100 - \$17,300	0.0
\$17,400 - \$18,600	3.8
\$18,700 - \$20,000	0.0
\$20,100 - \$21,300	3.1
\$21,400 - \$22,600	1.2
\$22,700 - \$24,000	0.0
\$24,100 - \$25,300	0.0
Over \$25,300	0.0
<u>Race</u>	
White	91.5
Black	8.5

n = 905.

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**END**