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Gambling at Lucky Stores: Empirical Evidence from State Lottery Sales

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Article Information

Abstract

We show that the week after selling a large-prize Texas Lotto winning ticket, a retailer experiences a 12 to 38 percent relative increase in ticket sales. Some increase persists for up to 40 weeks. We document that the sales response increases with jackpot size and is larger in areas with more economically disadvantaged populations. Sales patterns across games and across retailers are not consistent with most advertising

explanations. Furthermore, response patterns are not consistent with

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