Codebook for "First Month Live Action Gambling for Account Closers: February 2005 through February 2007"

Study description: This package contains data for research focusing on actual Internet live action gambling during the first month of gambling (Braverman & Shaffer, 2012). These datasets derive from the collaborative Internet gambling research project between the Division on Addictions (DOA) and bwin Interactive Entertainment, AG (bwin), an Internet betting service provider headquartered in Vienna, Austria. These datasets provide evidence from twenty-four months of the prospective longitudinal, real-time, Internet casino betting behavior.

This package contains daily aggregates of live action sports betting activity over a twenty-four-month period (February 1, 2005 to January 31, 2007) for a cohort of 32,277 bwin Internet casino subscribers who opened an account with bwin during the period from February 1, 2005 to February 28, 2005. Out of this cohort, 21,996 had live action sports betting activity on at least three separate days during the two-year study period. Of the 21,996 subscribers, 530 closed their accounts 30 or more days after opening them. This package also contains additional demographic data for the 530 account closers. The DOA excluded records of any subscriber's activity that took place before the date of their first deposit (i.e., the variable Dep1Date in the analytic roster. This exclusion controlled for activities financed by promotional money that might not reflect a subscriber's behavior when personal funds are at stake.

We prepared the data as two comma-delimited, plain text files. The first file, LiveMonthLiveAction.csv, contains daily aggregates for live action sports betting activity for each participant for each calendar day with at least one transaction from February 1, 2005 through February 28, 2007 or until the account was closed.

- UserID is a numeric ID number bwin assigned to each player at the time of registration. The ID numbers in this data set range from 1324368 to 1405181.
- Date is the date of the activity.
- Bets is the number of bets placed that day.
- Stake is the total amount bet that day (in Euros).\
- Winnings is the total amount won that day (in Euros). Winnings may include payouts from bets made on a previous day. For example, if a bet is placed on Tuesday for a game played on Wednesday, then the amount bet will be added to Tuesday's value for Stake, but the winnings will be added to Wednesdays' value for Winnings.

The second file, LiveMonthAnalyticRoster.csv, contains additional information for the 530 subscribers who opened an account during February 2005, placed a live action sports bet on three different days during the two-year study period, and closed their account 30 or more days after opening them.

- UserID is a numeric ID number bwin assigned to each player at the time of registration. The ID numbers in this data set range from 1324368 to 1405181.
- CountryID is a numeric code representing players' countries of residence. Most are the ISO 3166-1 codes. The exceptions are 530 for Netherlands Antilles and 736 for Sudan.
- LanguageID is a numeric code representing players' primary languages. The numbers range from 1 to 20. See the table below.
- Gender is coded as 0 for female and 1 for male.
- Age is the age in years on the date of registration.
- Dep1Date is the date of the player's first deposit with bwin.com in YYYY-MM-DD format.
- ReasonCA is the reason for self-exclusion.
  - A 1 means that the subscriber was unsatisfied with the service.
  - A 2 means that the subscriber was not interested.
  - A 3 means that the subscriber's reason was gambling-related problems.

Number	Language
1	English
2	German
3	Italian
4	Spanish
5	Swedish
6	French
7	Turkish
8	Greek
9	Polish
10	Norwegian
11	Danish
12	Catalan
13	Czech
14	Hungarian
15	Dutch
16	Portuguese
17	Russian
18	Slovenian
19	Croatian
20	Slovak
21	Chinese (simplified)
22	Chinese (traditional)