



OLG LOTTERY PLAYER DEMOGRAPHICS FACT SHEET

KEY FINDINGS:

- The demographic measures of lottery players in Ontario closely reflect the demographics of Ontario's adult population.
- No group, either by age, education or income, plays lotteries significantly more than any other group.
- 61% of all Ontario adults are lottery players (they've played before and plan to play again).
- 23% of all Ontario adults play lotteries at least once a week.
- Men and women play in proportion to the general population.
- Lottery play is even across all regions of the province.

DETAILED FINDINGS:

Age: Lottery players are similar in age to the general adult population, with a slightly higher rate in the age 35-54 category.

AGE*	CURRENT PLAYERS	ONTARIO POPULATION
18-34	25	29
35-54	46	40
55+	29	30
<i>*may not total 100 due to rounding</i>		<i>(mean age = 46)</i>

Education: Lottery players have completed levels of education similar to the general adult population.

COMPLETED EDUCATION*	CURRENT PLAYERS	ONTARIO POPULATION
Elementary School	2%	2%
High School	33%	30%
Community College	28%	25%
University/Post Graduate	35%	40%
<i>*may not total 100 due to rounding</i>		

Employment: Lottery players have a slightly higher employment rate than the general adult population.

EMPLOYMENT STATUS	CURRENT PLAYERS	ONTARIO POPULATION
Working full time outside home	57%	51%
Working part time	8%	10%
Retired	22%	22%
Student	3%	4%
Currently not employed	5%	6%

Total Household Income: Lottery players have slightly higher total household incomes than the general adult population.

HOUSEHOLD INCOME	CURRENT PLAYERS	ONTARIO POPULATION
Under \$30,000	13%	13%
\$30,000 to \$49,000	18%	17%
\$50,000 to \$74,000	19%	18%
\$75,000 and over	29%	28%
<i>Mean Income</i>	\$77,600	\$77,390

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