

# OLG Lottery Player Demographics Fact Sheet

## - 2016 -

### Overview

- **45% of Ontario adults** are **Current** lottery players. This means they bought a lottery ticket at least once in the **past 2 months**, or played more frequently.
- **60% of Ontario adults** bought a lottery ticket in the **past 12 months**.
- A **Core** lottery player is someone who buys lottery tickets once a week or more. Approximately **18% of Ontario adults** are **Core** lottery players. These players are included within the Current player definition (part of the 45%)

### Current Players vs. Non Players

- **Current** lottery players are **more likely** than Non Players to be 35 or over, male, and working full time outside the home.
- They are also more likely to be community college educated, and less likely to be university educated.
- On average, Current and Non Players had about the same household incomes.

Comparison Stats*	Current Players	Non Players
<b>Age</b>		
18-34	21%	36%
35-54	40%	31%
55 or over	40%	33%
Average Age	50	45
<b>Sex</b>		
Male	52%	47%
Female	48%	53%
<b>Education</b>		
High School	27%	25%
Community College	31%	24%
University/Post Graduate	40%	49%
<b>Employment Status</b>		
Working full time outside home	54%	42%
Working part time	10%	13%
Retired	26%	24%
Student	2%	7%
Currently not employed	5%	7%
<b>Household Income</b>		
Under \$50,000	19%	19%
\$50,000 - \$99,000	32%	27%
\$100,000 or over	28%	25%
Not stated/prefer not to answer	21%	29%
Average Income	\$108K	\$108K

\*may not total 100 due to rounding

## Games They Play

Among **Current** lottery players, in the past 2 months:

- Almost half (48%) exclusively purchased Draw Based games (e.g LOTTO 6/49, etc.), and did not purchase Instants or Sports games.
- In comparison, only 4% purchased Instant tickets exclusively (no Draw Based or Sports games).
- 46% purchased both Draw Based and Instant tickets (with or without Sports).
- 6% purchased a Sports lottery ticket (PRO LINE, POINT SPREAD, PROPS or POOLS).

Information for this report comes from OLG's continuous tracking survey of the Ontario lottery market. Approximately 300 adults are interviewed by telephone each month. Results are for the 12 month period ending December 31, 2015.

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