

# OLG Lottery Player Demographics Fact Sheet

## Key Findings:

- 61% of Ontario adults have played a lottery in the past or plan to play in the future.
- A **Core lottery player** is someone who buys lottery tickets once a week or more. Approximately **20% of Ontario adults** are Core lottery players.
- A **Current (Not Core) lottery player** is someone who has bought a lottery ticket in the past two months but not in the past week. Approximately 33% of Ontario adults are Current (Not Core) players.
- When added together, **53% of Ontario adults are lottery players**.
- As a whole, lottery players tend to be 35-54, men and women playing equally, with higher rates of employment with a slightly higher household income than Non Players.
- Core Players are more typically male (57%), while Current (Not Core) players are similar to the rest of the population in terms of gender.

## Core Players vs. Current (Not Core) vs. Non Players:

**Age:** Core and Current (Not Core) lottery players tend to be ages 34 and older.

Age	Core Players	Current (Not Core)	Non Players
18-34	16%	29%	34%
35-54	42%	42%	34%
55+	43%	29%	32%
*may not total 100 due to rounding	(mean age = 51)	(mean age = 47)	(mean age = 45)

**Education:** Core and Current (Not Core) lottery players have higher rates of high school and community college diplomas while Non Players have higher rates of University and Post Graduate degrees.

Completed Education*	Core Players	Current (Not Core)	Non Players
High School or less	36%	27%	27%
Community College	33%	32%	24%
University/Post Graduate	29%	39%	47%
*may not total 100 due to rounding or non-response			

**Employment:** Core and Current (Not Core) lottery players have higher rates of full time employment than Non Players.

Employment Status*	Core Players	Current (Not Core)	Non Players
Working full time outside home	55%	54%	40%
Working part time	9%	12%	12%
Homemaker	3%	4%	6%
Retired	25%	18%	23%
Student	1%	3%	7%
Currently not employed	7%	9%	10%
*may not total 100 due to rounding			

**Total Household Income: Core and Current (Not Core) lottery players report similar or higher household incomes than Non Players.**

<b>Household Income*</b>	<b>Core Players</b>	<b>Current (Not Core)</b>	<b>Non Players</b>
Under \$50,000	25%	25%	27%
\$50,000 - \$99,000	33%	29%	26%
\$100,000 or over	20%	24%	19%
Not stated/prefer not to answer	23%	24%	28%
Mean Income	\$88,600	\$94,550	\$86,660
*may not total 100 due to rounding			

**Regular Players vs. Non Players:**

- The Core and Current (Not Core) Players are combined below into a single category to compare Regular Lottery Player demographics to Non Players.
- Lottery Players tend to be older than Non Players. The largest group of players is between the ages of 35 and 54 with men and women playing lotteries equally.
- Lottery Players have a higher rate of full time employment and therefore a higher household income than Non Players.

<b>Comparison Stats*</b>	<b>Players</b>	<b>Non Players</b>
<u>Age</u>		
18-34	24%	34%
35-54	42%	34%
55+	34%	32%
Mean Age	48	45
<u>Sex</u>		
Male	51%	46%
Female	49%	54%
<u>Education</u>		
High School	29%	24%
Community College	32%	24%
University/Post Graduate	35%	47%
<u>Employment Status</u>		
Working full time outside home	54%	40%
Working part time	11%	12%
Retired	20%	23%
Student	2%	7%
Currently not employed	8%	10%
<u>Household Income</u>		
Under \$50,000	25%	27%
\$50,000 - \$99,000	30%	26%
\$100,000 or over	22%	19%
Not stated/prefer not to answer	23%	28%
Mean Income	\$92,350	\$86,660
*may not total 100 due to rounding		

**Games They Play:** The majority of lottery players (54%) only purchase draw tickets (e.g. LOTTO 6/49). In comparison, only 4% of lottery players purchase Instant tickets exclusively, while 38% purchase both Instant and draw tickets. Less than 6% of lottery players purchased a sports lottery ticket (PRO LINE, PRO PICKS or POINT SPREAD) in the past 2 months. Sports players tend to be above average players of all lottery games except for the big lotto games (Lotto 6/49 and Lotto Max).

Information for this report is from OLG's continuous tracking survey of the Ontario lottery market. Approximately 400 adults are interviewed by telephone each month. Results are from the 12 month period ending December 31, 2010.

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