

Significant Lottery Findings

GENERAL

- ◆ 75.4% of Video Lottery players are employed, have the highest incomes, the most male and are the least well educated.
- ◆ 13.2% of low spenders are keeping house compared to 7 & 8% in other groups.
- ◆ 22.8% of High spenders are retired compared to 19% in other groups
- ◆ High spending TL players are more likely to play every type of traditional lottery game.
- ◆ 83.4% of High VL players are employed compared to 75 & 76% in other groups.
- ◆ High VL spenders are younger, male, more educated and have higher incomes than other VL spenders.
- ◆ 91% of Low VL spenders do not plan in advance to play, 94% go to places mainly to do something other than VL.
- ◆ 26% of Low VL spenders would play more in smoke-free places, 20% would play more if different games were offered.
- ◆ High VL spenders: least likely to play in one place only (28%), most likely in 2-3 or several places (51% & 21%), most likely to play all days of the week at all times of the day, nearly half plan in advance to play,
- ◆ Almost 33% of high VL spenders would play less often in alcohol and smoke free places. 40% would play more often with new games offered.
- ◆ TL players are more likely to have children, eat at home, be female and have higher levels of education than VL players.

INDIAN GAMING

- ◆ VL players are most likely to have visited, Lapsed players are more likely to visit than TL players, least likely were non-players.
- ◆ 10% of non-players are interested in visiting.
- ◆ About 40% interested in visiting would go 100 miles or more out of their way. Willingness to go out of their way to visit varies directly with lottery spending sums.