

Demographic Study: *Who plays the lottery?*

Demographic Survey Study

Goal:

We conducted the survey to ensure we have a good understanding of who plays our games. With that knowledge, we can do a better job of making sure we sell and market lottery games in a responsible way.

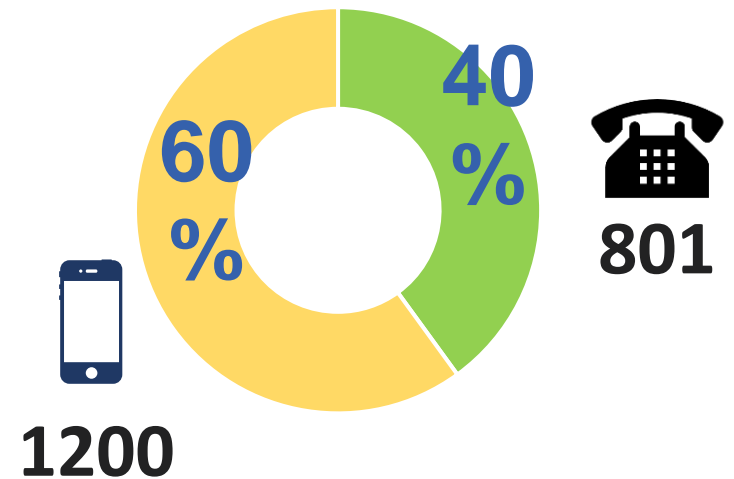
Overall Objective:

Find out demographic profile of North Carolina lottery players and compare that market to the general population of North Carolina adults over 18.

Methodology:

The N.C. Education Lottery partnered with Ipsos, a research and polling firm, to conduct a demographic profile of lottery players. The statewide telephone survey interviewed 2,001 North Carolinians, aged 18 or older, between May 23 and June 19. The results have a margin of error of plus or minus 2.2 percent.

2,001 Surveys Completed



Data Was Balanced to General Population Statistics

	GENDER		ETHNICITY				DMA			
	Male	Female	Caucasian	African American	Hispanic	Other	Charlotte	Greensboro	Raleigh	Rest of NC
Gen Pop Statistics/ Weighting Used	49%	51%	67%	20%	7%	6%	27.9%	17.6%	30.9%	23.6%

	EDUCATION			AGE			TELEPHONE USE				
	High School or Less	Some College	University or More	18 to 34	35 to 54	55 and over	Wireless Only	Wireless Mostly	Dual Use	Landline Mostly	Landline Only
Gen Pop Statistics/ Weighting Used	39%	32%	29%	28%	35%	37%	52%	15%	18%	9%	6%

* Ethnicity, education and Age numbers are based on the American Community Survey Census (2016)

** Gender numbers are from the Census Bureau (2017)

*** DMA data provided by the North Carolina Education Lottery

**** Telephone usage data is provided by the National Health Interview Survey (NHIS) (2016).

How do we define a Lottery Player?

A lottery player is defined as a person who has played any game in the past year.

Games



Past Year



LOTTERY PLAYER

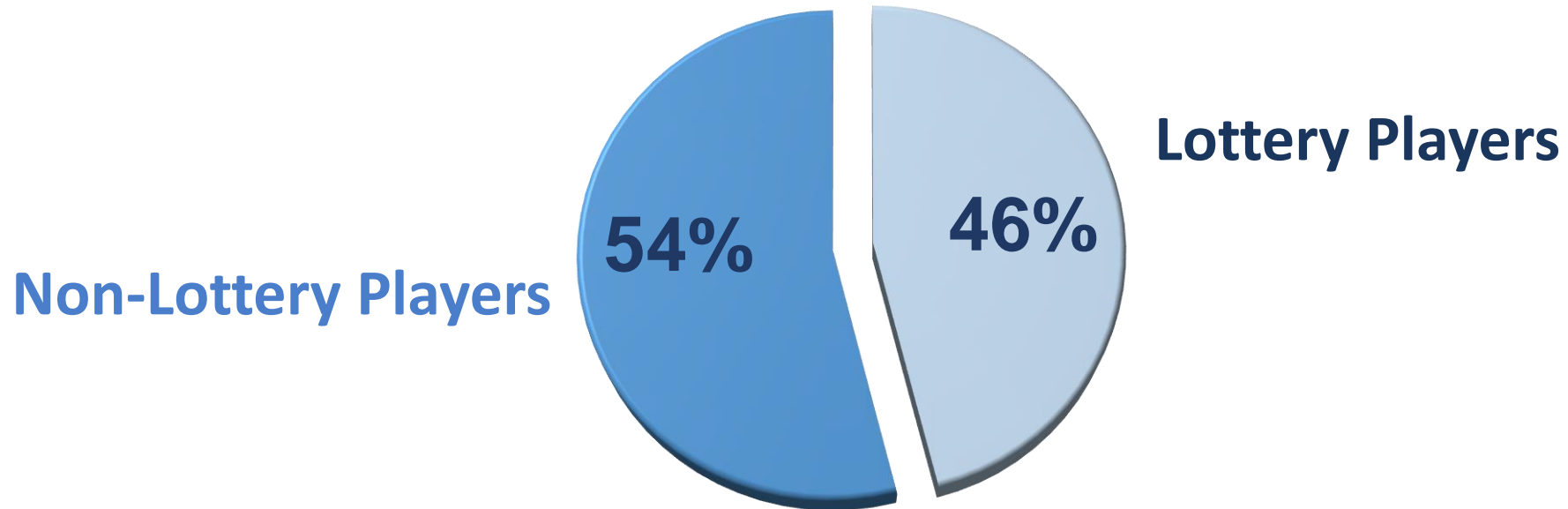
Played any game in past year.

Key Takeaway:

Lottery players look similar to the overall population of our state.

Lottery Players in The General Population

 NC General Population (18+)

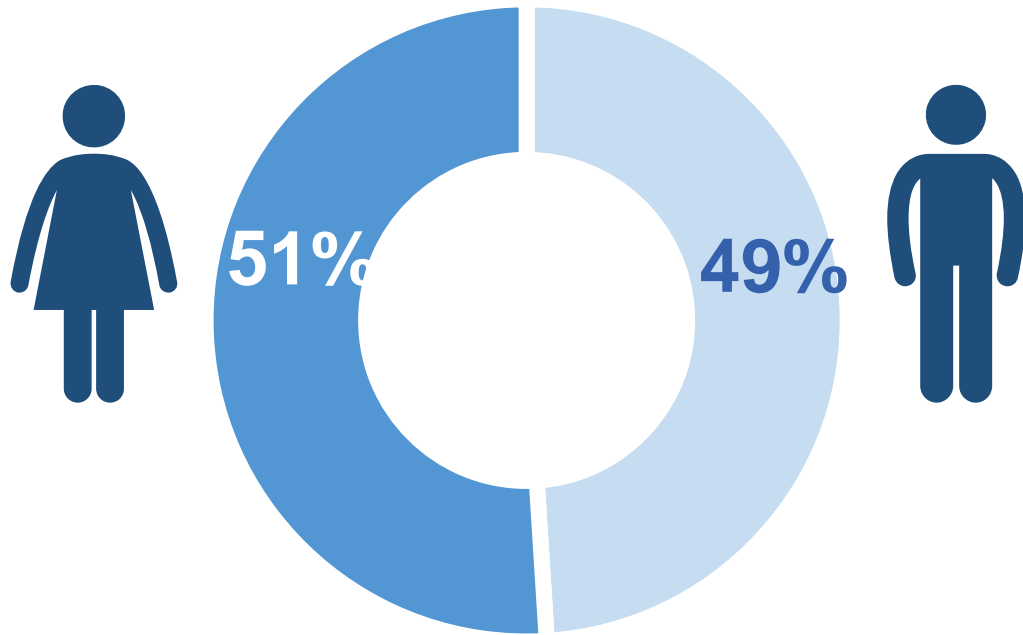


Gender

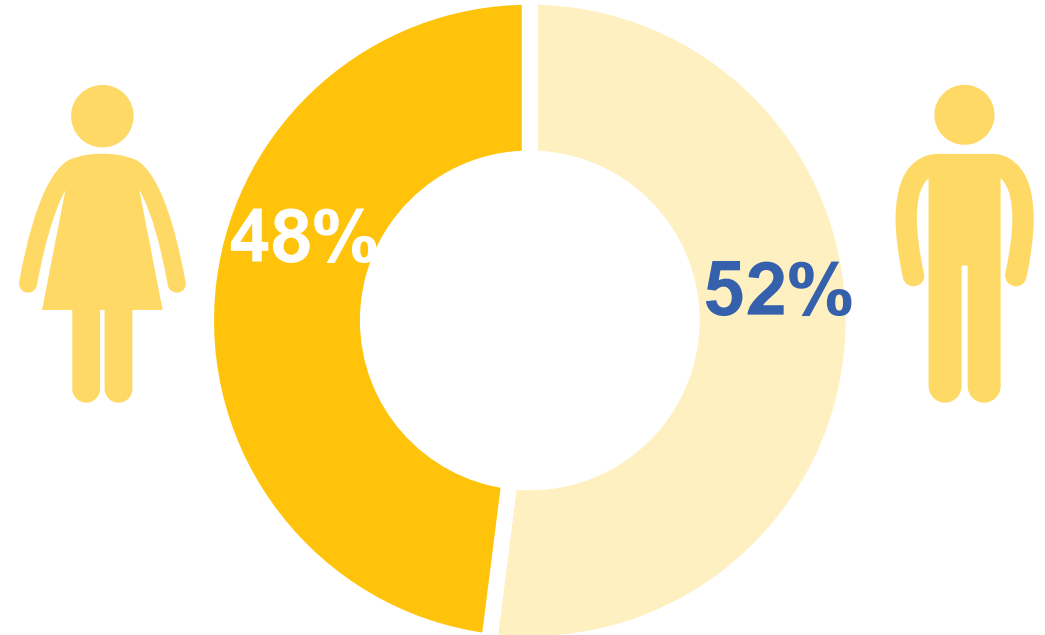
- A slightly higher percentage of lottery players are male -



NC General Population (18+)
(n=2,001)



NCEL Lottery Players
(n=920)

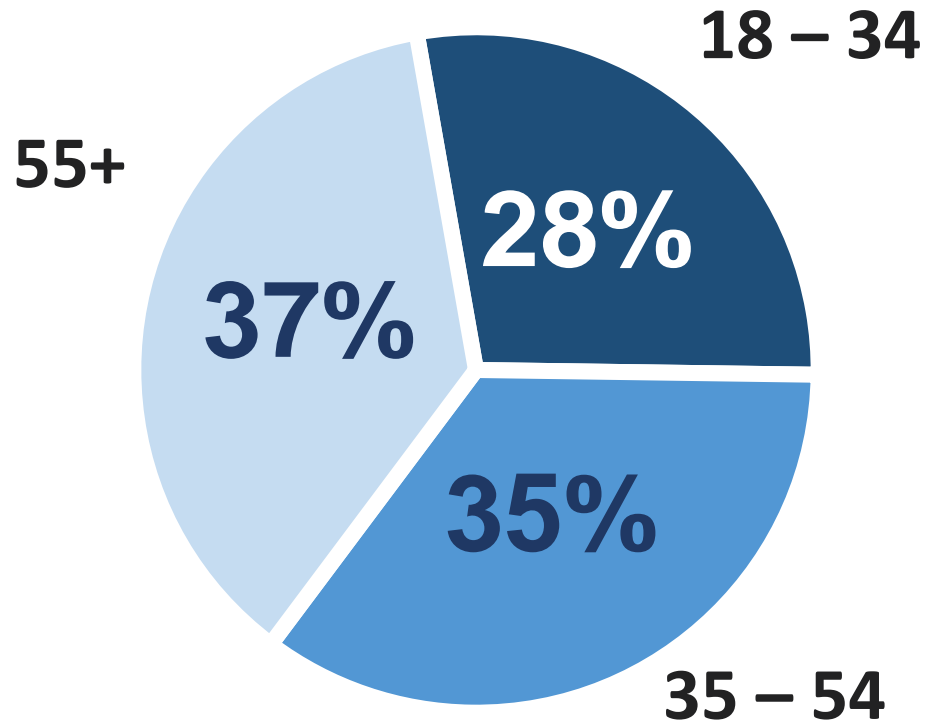


Age

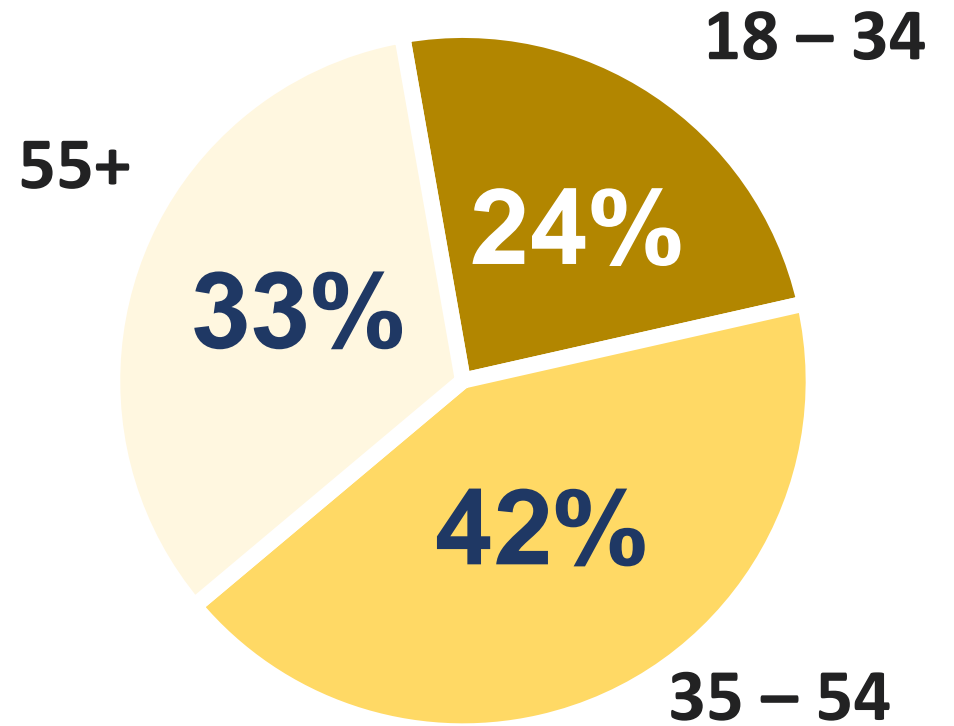
- More lottery players are middle-aged -



NC General Population (18+)



NC Lottery Players



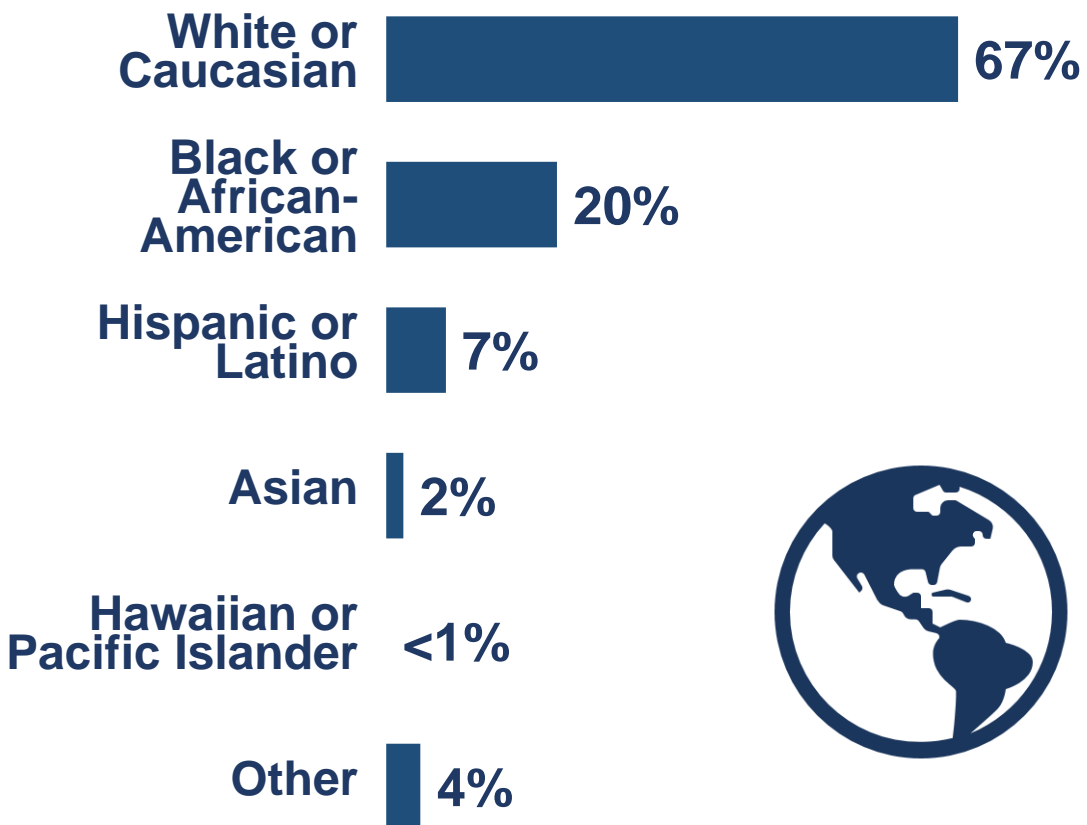
Based on responses

Ethnicity

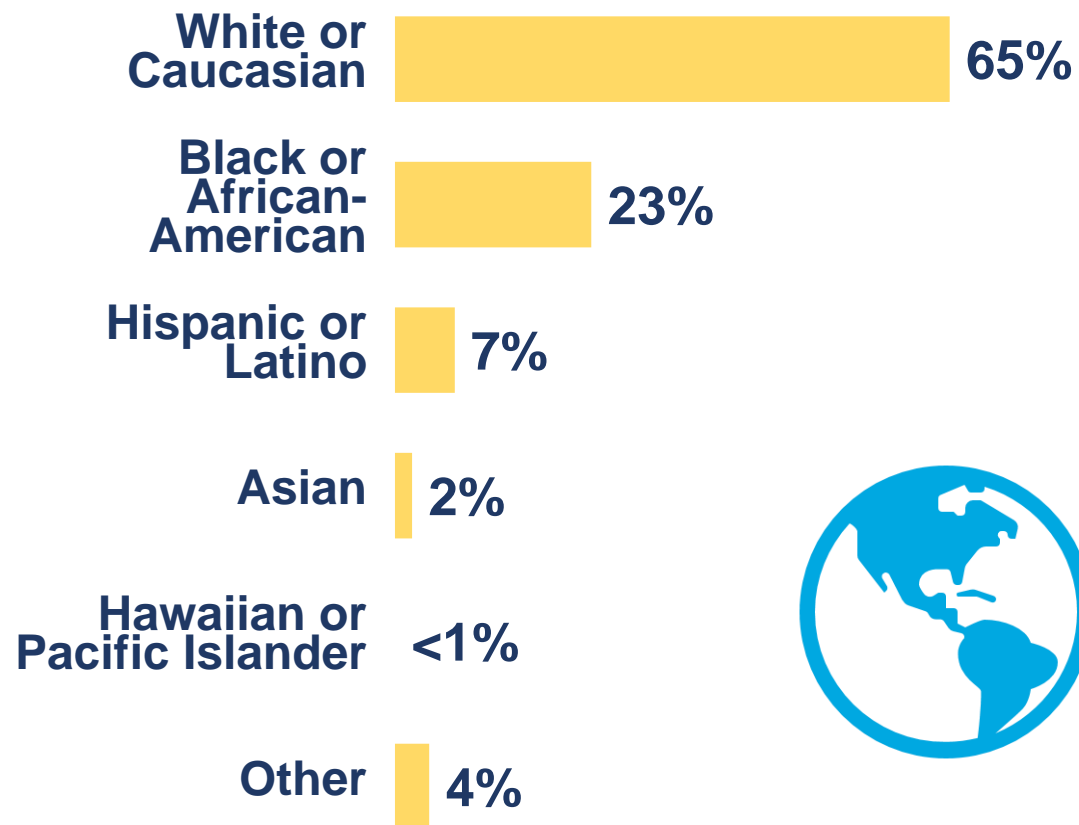
- Lottery players matched the general population, with the exception of a slightly higher percentage of lottery players are African-Americans -



NC General Population (18+)



NC Lottery Players



Education

- Fifty-nine percent of lottery players have attended some college or are university graduates -



NC General Population (18+)



39%
High school or less



32%
Some college



29%
University graduate

NC Lottery Players



41%
High school or less



34%
Some college



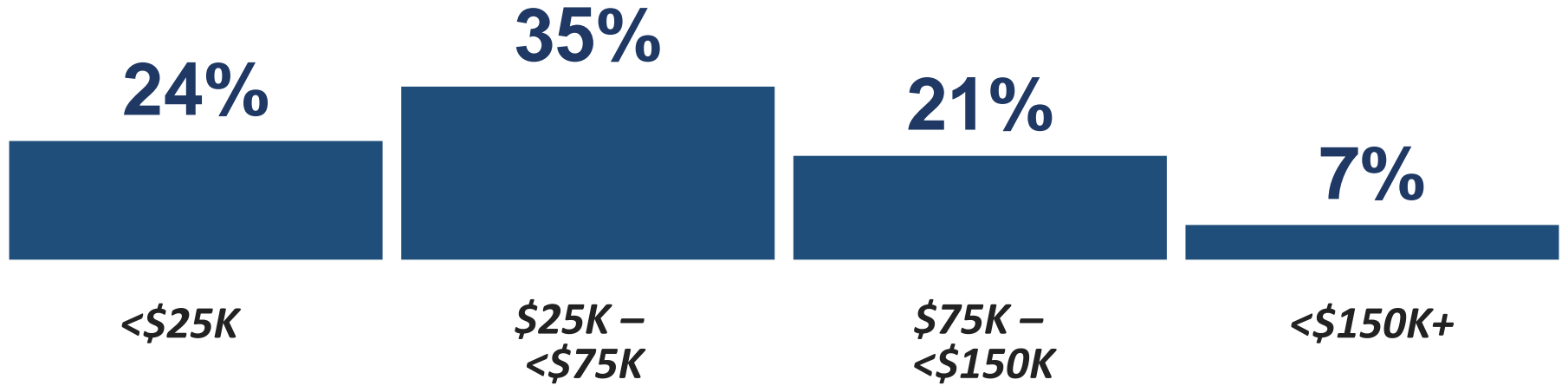
25%
University graduate

Household Income

- Lottery players matched the general population in terms of household income -



NC General Population (18+)



NC Lottery Players

