

Profile of Current Oregon Lottery® Players

Source: May 2010 Tracking Study

Overview

- The May 2010 Oregon Lottery Behavior and Attitude Tracking Study was conducted by InfoTek Research Group. The information from the Tracking Study is based out of 1,000 Oregonians aged 18 and above. The interviews were conducted using random digit dialing telephone sampling that was representative of all counties in Oregon.

- Current Oregon Lottery players are defined as having played at least one Oregon Lottery game within the past 12 months.

- As seen in the table, the demographic distribution of current Oregon Lottery players is similar to that of the total sample (adult Oregonians). The similarities in demographic profiles have been consistently observed over time.

	Total Sample (n = 1,000)	Current Oregon Lottery Player (n = 480)
Gender		
Male	49%	46%
Female	51%	54%
Age		
18 to 29	17%	18%
30 to 44	27%	29%
45 to 54	24%	28%
55 or older	31%	25%
Income		
Under \$20,000	22%	20%
\$20,000 but less than \$50,000	31%	36%
\$50,000 but less than \$75,000	15%	16%
\$75,000 or more	17%	17%
REF/DK	15%	11%
Education		
Some high school	7%	8%
High school graduate	25%	27%
Some college or technical school	33%	37%
College graduate or higher	35%	29%
Length of Play for Oregon Lottery Games		
Less than 1 year	N/A	21%
1 to less than 3 years	N/A	26%
3 to less than 5 years	N/A	12%
5 or more years	N/A	28%
Ever since the game was available	N/A	12%
DK	N/A	2%
Frequency of Play for Oregon Lottery Games		
More often than once a week	N/A	16%
About once a week	N/A	12%
At least once a month, but not weekly	N/A	34%
At least once a year, but not monthly	N/A	31%
Less often than once a year	N/A	3%
Varies on the Jackpot level	N/A	4%
DK	N/A	1%

MEASURE: INFORMATIONAL
 EXHIBIT: F
 HOUSE REVENUE COMMITTEE
 DATE: 3/7/2011 PAGES: 1
 SUBMITTED BY: JIMZEN MACIKR