

		Played Any Game	Lotto	EZmatch*	Cash 3	Fantasy 5	Lucky Money	Play 4	Scratch	Mega Millions	Megaplier	Powerball	PowerPlay*	Xtra*
<b>Gender</b>	Male	1975	1196	142	341	601	125	237	941	695	97	1201	249	142
	Female	1890	1094	91	254	497	81	175	1142	528	69	1082	182	91
	Total	3865	2290	233	595	1098	206	412	2083	1223	166	2283	431	233
<b>Age</b>	18 to 34	942	389	33	168	210	38	134	527	207	29	486	128	33
	35 to 54	1457	915	92	232	403	82	155	792	498	66	899	161	92
	55+	1467	985	109	195	485	86	123	764	519	70	898	141	109
	Total	3866	2289	234	595	1098	206	412	2083	1224	165	2283	430	234
<b>Education</b>	HS or Less	865	495	67	151	288	56	108	525	243	34	460	105	67
	Some Post Sec	2578	1529	143	404	699	125	271	1367	829	119	1564	285	143
	Univ+	422	266	24	39	111	25	33	190	151	13	259	41	24
	Total	3865	2290	234	594	1098	206	412	2082	1223	166	2283	431	234
<b>Race</b>	White	3320	2000	197	466	909	170	298	1785	1052	138	1975	351	197
	Other	624	331	39	136	204	37	120	345	187	30	361	88	39
	Total	3944	2331	236	602	1113	207	418	2130	1239	168	2336	439	236
<b>Hispanic</b>	Yes	805	510	59	158	292	66	133	408	228	30	452	101	59
	No	3031	1766	173	434	794	138	276	1663	989	134	1815	328	173
	Total	3836	2276	232	592	1086	204	409	2071	1217	164	2267	429	232
<b>Income</b>	<\$20K	538	296	46	108	184	38	88	333	138	20	271	60	46
	\$20K-\$29K	490	268	36	89	154	22	62	287	148	26	271	55	36
	\$30K-\$49K	908	562	49	121	271	47	104	516	270	37	519	107	49
	\$50K-\$69K	738	452	42	103	192	41	60	361	282	40	472	88	42
	\$70K+	1003	606	52	160	246	49	86	494	328	39	649	99	52
	Total	3677	2184	225	581	1047	197	400	1991	1166	162	2182	409	225

# 2014 Player Demographics by Game

		Played Any Game	Scratch-Offs	Lotto	Xtra*	Powerball	PowerPlay*	Mega Millions	Megaplier*	Cash 3	Play 4	Fantasy 5	Lucky Money	EZmatch
<b>Gender</b>	Male	51%	45%	52%	61%	53%	58%	57%	58%	57%	58%	55%	61%	61%
	Female	49%	55%	48%	39%	47%	42%	43%	42%	43%	42%	45%	39%	39%
<b>Age</b>	18 to 34	24%	25%	17%	14%	21%	30%	17%	18%	28%	33%	19%	18%	14%
	35 to 54	38%	38%	40%	39%	39%	37%	41%	40%	39%	38%	37%	40%	39%
	55+	38%	37%	43%	47%	39%	33%	42%	42%	33%	30%	44%	42%	47%
<b>Education</b>	HS or Less	22%	25%	22%	29%	20%	24%	20%	20%	25%	26%	26%	27%	29%
	Some Post Sec	67%	66%	67%	61%	69%	66%	68%	72%	68%	66%	64%	61%	61%
	Univ+	11%	9%	12%	10%	11%	10%	12%	8%	7%	8%	10%	12%	10%
<b>Race**</b>	White	84%	84%	86%	83%	85%	80%	85%	82%	77%	71%	82%	82%	83%
	Other	16%	16%	14%	17%	15%	20%	15%	18%	23%	29%	18%	18%	17%
<b>Hispanic</b>	Yes	21%	20%	22%	25%	20%	24%	19%	18%	27%	33%	27%	32%	25%
	No	79%	80%	78%	75%	80%	76%	81%	82%	73%	67%	73%	68%	75%
<b>Income</b>	<\$20K	15%	17%	14%	20%	12%	15%	12%	12%	19%	22%	18%	19%	20%
	\$20K-\$29K	13%	14%	12%	16%	12%	13%	13%	16%	15%	16%	15%	11%	16%
	\$30K-\$49K	25%	26%	26%	22%	24%	26%	23%	23%	21%	26%	26%	24%	22%
	\$50K-\$69K	20%	18%	21%	19%	22%	22%	24%	25%	18%	15%	18%	21%	19%
	\$70K+	27%	25%	28%	23%	30%	24%	28%	24%	28%	22%	23%	25%	23%

## DATA SOURCES

Based on Calendar Year 2014 Florida Lottery Monthly Tracking Surveys Demographic Tables (DEMOS), looking at past year players. The Lottery's marketing research firm, Ipsos-Reid, Inc., conducted online surveys with a total of 5645 randomly selected Florida adults during the year. Data has been weighted by gender, age, district and ethnicity.

\*Caution small sample size.

\*\*Participants can choose multiple options under the Race category, in effect some participants are counted twice; however, only 2.4% of participants selected multiple races, so the impact on the overall data is minimal.

		Played Any Game	Scratch-Offs
Gender	Male	51%	45%
	Female	49%	55%
Age	18 to 34	24%	25%
	35 to 54	38%	38%
	55+	38%	37%
Education	HS or Less	22%	25%
	Some Post	67%	66%
	Univ+	11%	9%
Race**	White	84%	84%
	Other	16%	16%
Hispanic	Yes	21%	20%
	No	79%	80%
Income	<\$20K	15%	17%
	\$20K-\$29K	13%	14%
	\$30K-\$49K	25%	26%
	\$50K-\$69K	20%	18%
	\$70K+	27%	25%

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