

## “THIS TIME NEXT YEAR WE’RE GOING TO BE MILLIONAIRES”

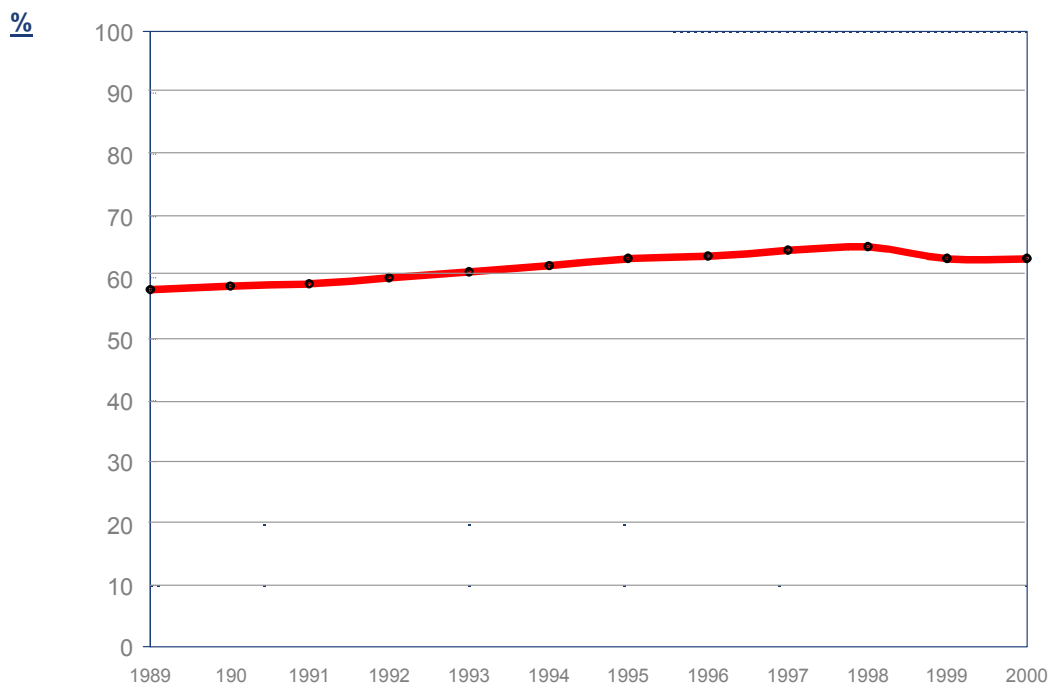
### (Ireland’s Love Affair with The National Lottery)

At its inception, The National Lottery commissioned Behaviour & Attitudes to carry out research on all aspects of the planning, development and marketing of their games.

Over the years we have consistently tracked participation rates and expenditure levels on all games on their behalf. The information has been collected regularly on our Omnibus Survey (Barometer).

The following short series of charts provides some highlight indicators of play levels and expenditure patterns.

#### REGULAR PARTICIPANTS – LOTTERY GAMES



## CHARACTERISTICS OF PARTICIPANTS IN NATIONAL LOTTERY GAMES

	Lotto	Lotto 5-4-3-2-1	Lotto Plus	Telly Bingo	Instant Games	Total Population
<b>Gender:</b>	%	%	%	%	%	%
Male	52	55	54	33	40	49
Female	48	45	46	67	60	51
<b>Age:</b>						
18-24	9	10	10	8	11	14
25-34	21	17	23	17	20	20
35-49	32	35	35	31	31	29
50-64	23	28	23	27	19	21
65+	15	10	9	17	19	16

## CHARACTERISTICS OF PARTICIPANTS IN NATIONAL LOTTERY GAMES

	Lotto	Lotto 5-4-3-2-1	Lotto Plus	Telly Bingo	Instant Games	Total Population
<b>Region:</b>	%	%	%	%	%	%
Dublin	32	17	35	27	31	30
Rest of Leinster	24	24	17	29	23	23
Munster	26	24	26	28	28	28
Conn/Ulster	18	35	22	16	18	19
<b>Area:</b>						
Urban	64	69	66	62	67	63
Rural	36	31	34	38	33	37

## CHARACTERISTICS OF PARTICIPANTS IN NATIONAL LOTTERY GAMES

	Lotto	Lotto 5-4-3-2-1	Lotto Plus	Telly Bingo	Instant Games	Total Population
<u>Socio-Economic Group:</u>	%	%	%	%	%	%
AB (upper middle class)	6	7	8	2	3	8
C1 (lower middle class)	30	24	33	26	26	28
C2 (skilled working class)	27	21	26	23	25	24
DE (unskilled & unemployed)	30	45	26	42	37	29
F (farmers)	8	3	7	7	9	11

## CHARACTERISTICS OF PARTICIPANTS IN NATIONAL LOTTERY GAMES

	Lotto	Lotto 5-4-3-2-1	Lotto Plus	Telly Bingo	Instant Games	Total Population
<u>Labour Force Status</u>	%	%	%	%	%	%
Work Full Time	42	31	51	25	34	39
Work Part Time	10	14	12	13	10	9
Self Employed	6	7	4	3	4	7
Unemployed	4	10	5	5	5	4
Home Duties Only	24	21	18	39	32	24
Retired	12	17	8	14	12	12
Student	2	0	2	1	3	5

## NATIONAL LOTTERY EXPENDITURE LEVELS

Proportion of all adults played last week	1989 58%	1991 59%	1995 63%	2000 63%
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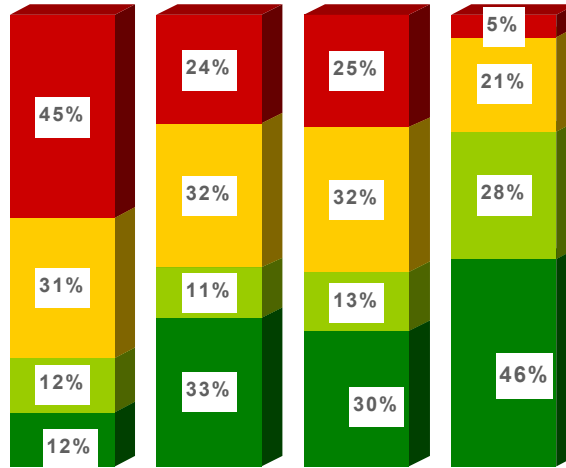
### Proportion of regular participants spending

£1 or less per week

£1.01-£2 per week

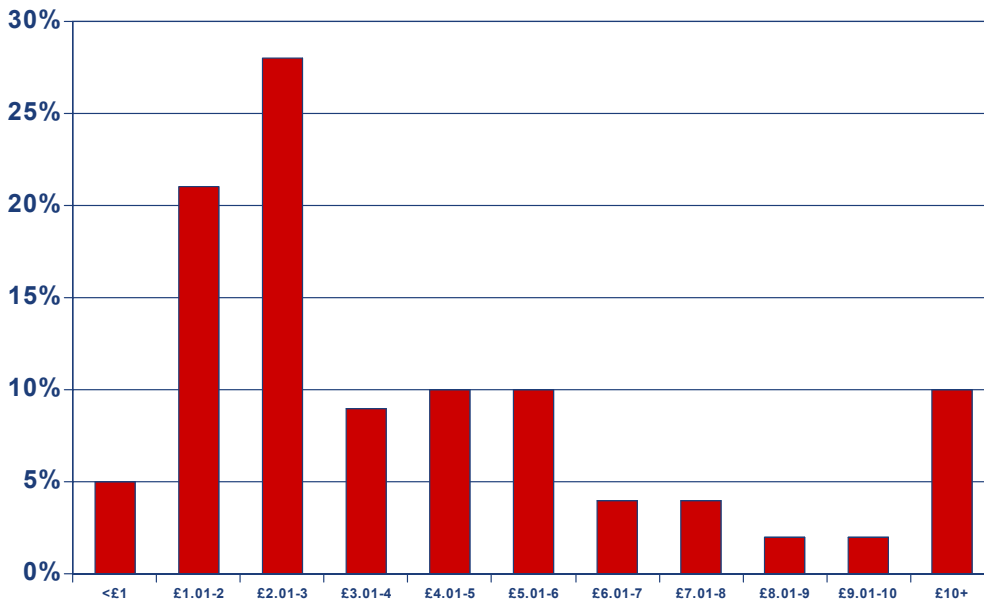
£2.01-£3 per week

Over £3 per week



Average weekly expenditure by all adults	£1.11	£1.80	£1.96	£2.79
Average weekly expenditure by regular participants	£1.92	£3.07	£3.11	£4.43

## PERCENTAGE OF NATIONAL LOTTERY PARTICIPANTS IN EACH CATEGORY, 2000



## AVERAGE WEEKLY EXPENDITURE OF REGULAR PARTICIPANTS, 2000

	Average weekly expenditure	Proportion Spending >£6 per week
All Regular Participants	£ 4.43	% 17
<b>Gender:</b>		
Male	4.72	19
Female	4.14	16
<b>Age:</b>		
18-24	3.81	16
25-34	4.42	17
35-49	4.54	19
50-64	4.58	19
65+	4.36	16

## AVERAGE WEEKLY EXPENDITURE OF REGULAR PARTICIPANTS, 2000

	Average weekly expenditure	Proportion Spending >£6 per week
<u>Region:</u>	£	%
Dublin	5.04	24
Rest of Leinster	3.99	13
Munster	4.18	5
Conn/Ulster	4.31	16
<b>Area:</b>		
Urban	4.66	20
Rural	4.01	14

## AVERAGE WEEKLY EXPENDITURE OF REGULAR PARTICIPANTS, 2000

	Average weekly expenditure	Proportion Spending >£6 per week
	£	%
<u>All Regular Participants</u>	4.43	17
<u>Socio-Economic Group:</u>		
AB (upper middle class)	3.90	15
C1 (lower middle class)	4.59	18
C2 (skilled working class)	4.57	18
DE (unskilled & unemployed)	4.54	19
F (farmers)	3.62	10

## AVERAGE WEEKLY EXPENDITURE OF REGULAR PARTICIPANTS, 2000

	Average weekly expenditure	Proportion Spending >£6 per week
	£	%
<u>All Regular Participants</u>	4.05	24
<u>Highest Level of Education</u>		
Primary	4.10	23
Intermediate Certificate	4.32	26
Group Certificate	4.65	34
Leaving Certificate	4.05	26
Third Level	3.28	14
Masters	1.80	0

## AVERAGE WEEKLY EXPENDITURE OF REGULAR PARTICIPANTS, 2000

	Average weekly expenditure	Proportion Spending >£5 per week
	£	%
<u>All Regular Participants</u>	4.43	17
<u>Labour Force Status</u>		
Work Full Time	4.70	21
Work Part Time	4.14	15
Self Employed	4.08	10
Unemployed	4.14	16
Home Duties Only	4.28	16
Retired	4.61	18
Student	2.99	9