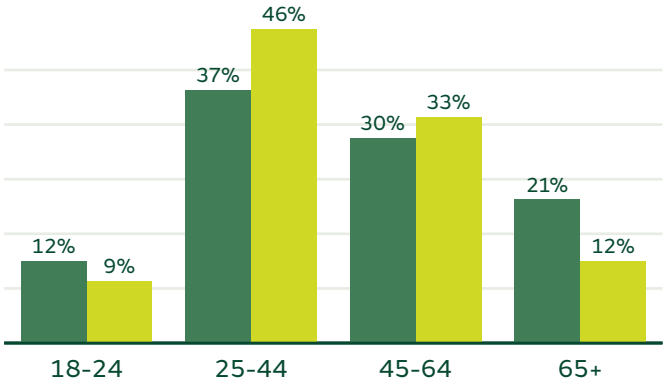
ABOUT OUR PLAYERS

The Colorado Lottery gathers demographic information through quarterly marketing surveys conducted by our market research partner. Below is the Lottery's player demographic information compared to Colorado State Demography Office Data.

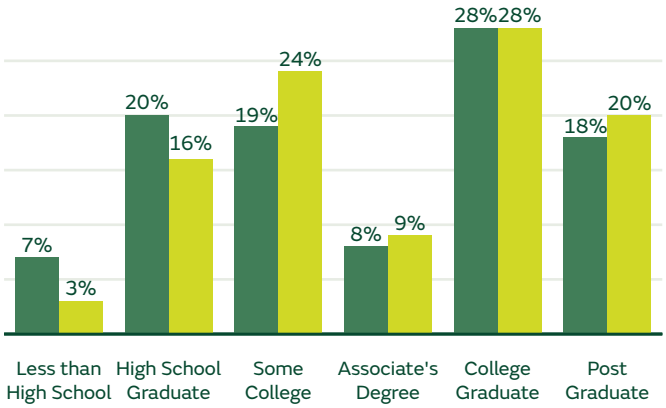
Colorado State Demography Office Data
FY26 Colorado Lottery Player Demographic Data

2026 AGE GROUP COMPARISON

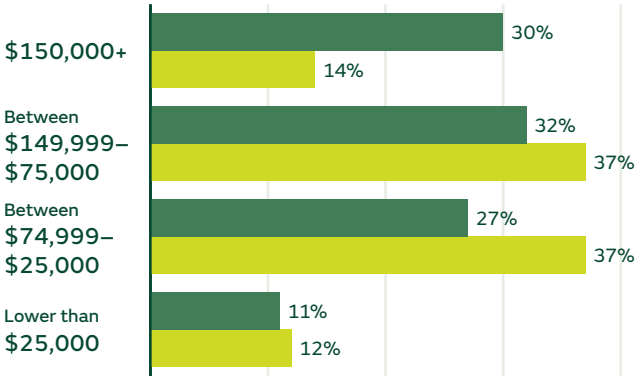


2026 EDUCATIONAL COMPARISON

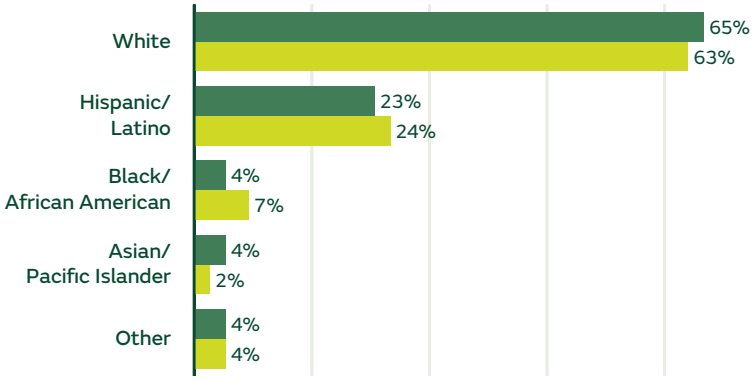
(Population 25 years and older)



2026 LOTTERY PLAYER HOUSEHOLD INCOME



2026 ETHNICITY COMPARISON



For census data, Hispanic/Latino can apply to multiple races and "Other" can be selected for those that identify as multiple races.