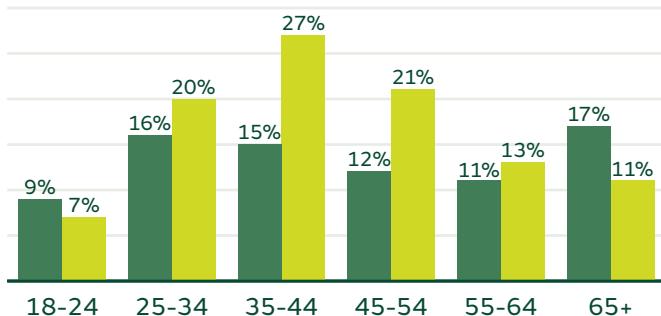


# ABOUT OUR PLAYERS

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 2025 U.S. Census data for Colorado.

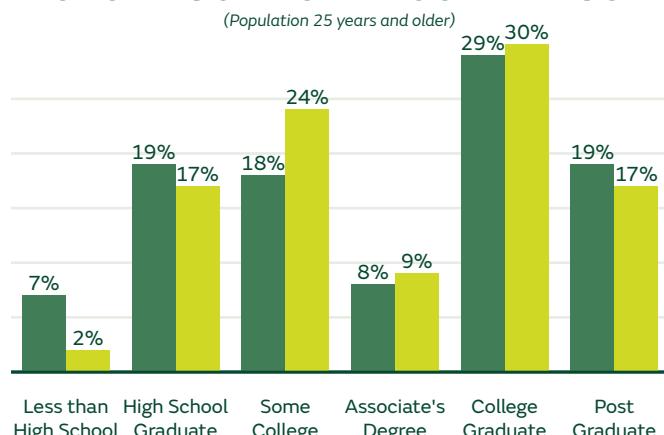
 2025 Colorado Census Data Estimated Population (18+)  
 FY25 Colorado Lottery Player Demographic Data

## 2025 AGE GROUP COMPARISON

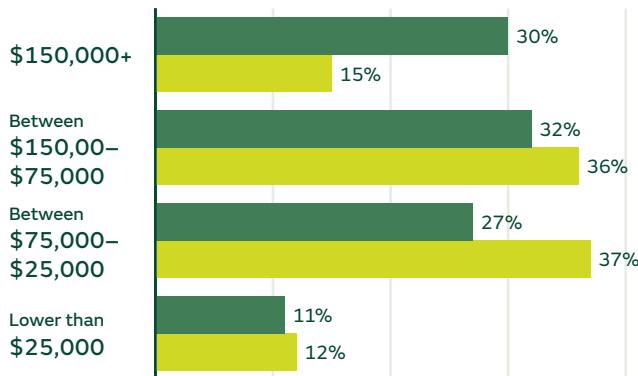


Past year Lottery player data compared with the Census Bureau adult population (18+) in Colorado.

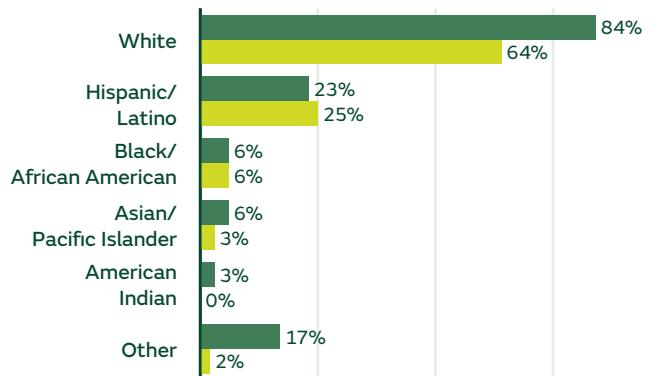
## 2025 EDUCATIONAL COMPARISON



## 2025 LOTTERY PLAYER HOUSEHOLD INCOME



## 2025 ETHNICITY COMPARISON



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