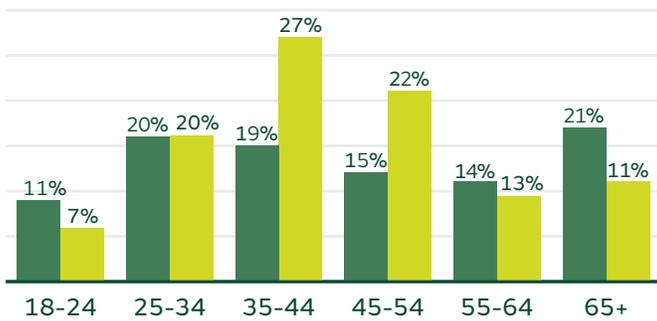


ABOUT OUR PLAYERS

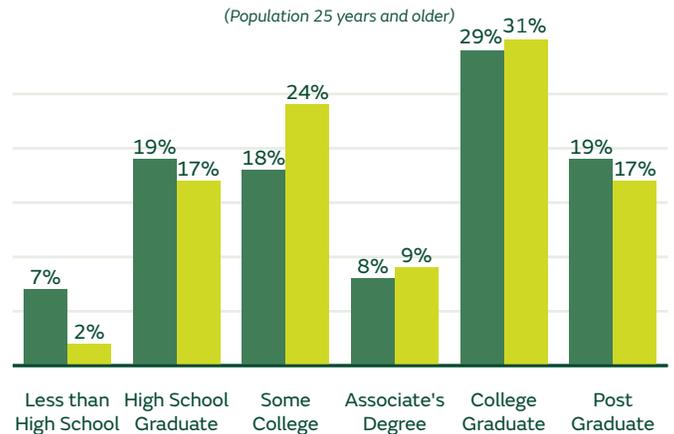
The Colorado Lottery gathers demographic information through quarterly marketing surveys conducted by our market research partner. Below is the Lottery's player demographic information compared to 2025 U.S. Census data for Colorado.



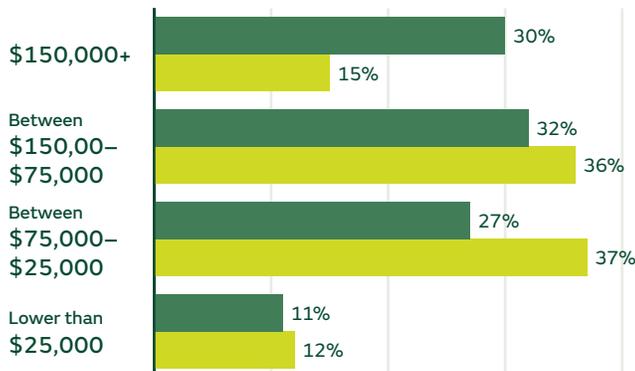
2025 AGE GROUP COMPARISON



2025 EDUCATIONAL COMPARISON



2025 LOTTERY PLAYER HOUSEHOLD INCOME



2025 ETHNICITY COMPARISON

