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Buffalo, NY; Providence, RI and Albany, NY Have Been Feeling Lucky
Scarborough Study Reveals Top Local Markets for and Insights into Lottery Ticket Purchasing

NEW YORK (January 30, 2012) – Despite nation-wide economic uncertainty, local market consumer research firm Scarborough reveals insights into the demographics and local markets for which dreams of winning big are high. According to this new study, 39% or 91M of all American adults 18+ have purchased a lottery ticket in the past 30 days.

Baby Boomers* accounted for the largest proportion of lottery ticket purchasers, with 37% of all those saying they had purchased a ticket in the past 30 days falling in this age group. Gen X was the next largest group at 29%, followed by Gen Y (18%) and the Silent Generation (16%).

Though lottery ticket purchasers were 16% less likely than all Americans to hold at least a college degree, 62% were employed either full or part time and more held white collar jobs (37%) than blue collar (25%). Accordingly, one-third of lottery ticket purchasers (33%) had an annual household income of \$75,000 or more.

Of this population courting lady luck, 34% purchased only scratch-off tickets, 31% purchased only non-scratch-off tickets and 35% purchased both kinds of tickets. The top local market for scratch-off ticket purchasers is Buffalo, NY with just shy of half the population (49%) purchasing a ticket. The top local markets for non-scratch-off ticket purchasers are Orlando, FL; Providence, RI and Tampa, FL (38%). The local markets least likely to purchase lottery tickets are Las Vegas (13%), Salt Lake City (8%) and Honolulu (5%)*. (For the full list of top local markets for lottery ticket purchasers, see below.)

Nearly three quarters (73%) of lottery ticket purchasers have accessed the internet in the past 30 days – right about the national average. Of this internet friendly group, more than a third (37%) spent ten hours or more per week on the internet. The top websites they visited were: Google (79%), Facebook (56%), Yahoo! (56%), MapQuest (42%), YouTube (41%) and Craigslist (30%).

When it comes to media usage, 58% of lottery ticket purchasers read one or more newspapers in the past seven days with 42% saying they generally read the Sports section Monday through Friday. One quarter (25%) had visited a newspaper website in the past 30 days and 18% had visited the same in the past seven days. Nearly three quarters (74%) of these potential big winners listened to five or more hours of radio in the past five days and 83% watched 10 or more hours of TV in the past seven days.

Local Markets for Adults 18+ Who Purchased Lottery Tickets in the Past 30 Days:

DMA	%
Buffalo, NY	57%
Providence, RI	56%
Albany, NY	51%
Pittsburgh	50%
New York	50%
Boston	49%
Harlingen, TX	49%
Miami	48%
Rochester, NY	48%
Orlando, FL	48%
Syracuse, NY	48%
Flint, MI	48%
Detroit	48%
Tampa, FL	47%
Baltimore	47%
Fort Myers, FL	47%
Louisville, KY	46%
Atlanta	45%
Chicago	44%
New Orleans	44%
El Paso, TX	44%
St. Louis	43%
Toledo, OH	43%
Chattanooga, TN	43%
Albuquerque, NM	43%
Cincinnati	42%
Philadelphia	42%
Hartford, CT	42%
Jacksonville, FL	42%
Cleveland	42%
Little Rock, AK	42%
West Palm Beach, FL	41%
Indianapolis, IN	41%
Bakersfield, CA	41%
Lexington, KY	41%
San Antonio	40%
Columbus, OH	40%
Charlotte, NC	40%
Phoenix	40%
Harrisburg, PA	39%
Milwaukee	39%
Greensboro, NC	39%
Houston	38%

Green Bay, WI	38%
Los Angeles	38%
Denver	37%
Richmond, VA	37%
Kansas City, MO	37%
Norfolk, VA	37%
Minneapolis	37%
Colorado Springs, CO	36%
Grand Rapids, MI	36%
Fresno, CA	36%
Des Moines, IA	35%
Raleigh, NC	35%
Tucson, AZ	35%
Nashville, TN	35%
Dallas	35%
Greenville, SC	34%
Sacramento, CA	34%
Memphis, TN	34%
Oklahoma City	34%
Austin, TX	34%
Portland, OR	33%
San Francisco	33%
Knoxville, TN	33%
Roanoke, VA	32%
San Diego	32%
Mobile, AL	31%
Seattle	31%
Tulsa, OK	30%
Washington, DC	30%
Spokane, WA	30%
Birmingham, AL	18%
Las Vegas	13%
Salt Lake City	8%
Honolulu	5%

* Scarborough defines the different American generations as Generation Y (age 18-29), Generation X (30-44), Baby Boomers (45-64) and the Silent Generation (65+).

** The following states hold no lottery drawings: Alabama, Alaska, Mississippi, Nevada, Utah, Wyoming and North Dakota (no scratch-off).

Continue the dialogue with Scarborough over Twitter by reaching out to @ScarboroughInfo using hashtag #Lottery and #Money and be sure to visit us on Facebook at www.Facebook.com/ScarboroughResearch.

This data is from Scarborough USA+, Release 1 2011. Scarborough measures 210,000 adults aged 18+ annually across a wide variety of media, lifestyle, shopping and demographic categories.

For more information regarding this or other Scarborough studies, please contact Brad Sherer at brad.sherer@scarborough.com.

About Scarborough Research

[Scarborough](http://Scarborough.com) (info@scarborough.com) measures American life. Our consumer insights reflect shopping patterns, media usage across platforms and lifestyle trends for adults. Media professionals and marketers use Scarborough insights to make smarter marketing/business decisions on things like ad placement, multicultural targeting, and sponsorship opportunities. The company's core syndicated consumer insight studies in 77 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between [Arbitron Inc.](http://Arbitron.com) and [The Nielsen Company](http://TheNielsenCompany.com).

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