



National Lottery
Commission

Gender and the jackpot

Women, men and the National Lottery

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based on data collected by
Simpson Carpenter

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Introduction

In 2006, the National Lottery Commission (NLC) engaged Simpson Carpenter to conduct a segmentation analysis of the market for National Lottery products. As part of the NLC's aim to provide a level playing field for the third Licence competition process, this data was made available to all Bidders during autumn 2006. Publication of much of the data prior to the announcement of the Preferred Bidder, however, carried with it the danger of publicly disclosing commercially sensitive information which could have undermined the integrity of the bidding process. Hence, it is only now that some results can be publicly released for the first time, while the remainder continue to be commercially sensitive.

The Simpson Carpenter segmentation analysis was based upon Computer Assisted Telephone Interviewing (CATI) of a nationally representative sample of 4,040 U.K residents aged 16 and over. Fieldwork took place between 20 February and 19 March 2006. Quotas were set for gender, age, socio-economic group and region. Data were subsequently weighted to adjust for age within gender and social grade. Details of the weights used are given in **Appendix 1**.

The results complement the work of Casey (Casey 2007), also commissioned by the NLC. They show that there are many subtle differences in attitudes towards the National Lottery between the genders. In addition, they show that many women participate in the National Lottery regularly, that they do so as a complement to their existing lives and not in order to make radical changes to their prospects, that they believe the National Lottery is a relatively benign form of gambling and that the National Lottery has become part of many women's social discourse.

This paper concentrates on the differences in behaviour between men and women and is written in five parts. Firstly, more detailed analysis of the frequency of involvement with the National Lottery is described. Secondly, the reasons why people participate in the National Lottery are summarised. Thirdly, some of the attitudes of players are described. Finally, conclusions are drawn.

Participation in the National Lottery

Draw-based games

Overall, the results show extensive participation in the National Lottery draws by UK adults over a 12 month period. This fact has been relatively well-documented (Sproston et al 2000, Sproston 2002, Creigh-Tyte and Lepper 2004a, 2004b, Afzal and Lepper 2007). The results are summarised in Table 1.

Table 1
Participation in National Lottery Draws

(% of adults participating at least once in the previous 12 months)

	Sample	Men	Women	Total
Great Britain 1999(1)	7,700	68	62	65
Great Britain(2)	2,023	67	66	67
UK 2004(3)	2,945	64	58	61
England 2005/06(4)	28,117	n.a	n.a	57
UK 2006 (5)	4,040	75	76	75

n.a - not available

Sources:

1. Sproston et al 2000.
2. Sproston 2002.
3. Creigh-Tyte and Lepper 2004a.
4. Afzal and Lepper 2007.
5. Simpson Carpenter 2006

The Simpson-Carpenter research shows that 25% of UK adults have not entered National Lottery draws during the past year and that slightly more women than men buy draw tickets. Previously, this number was between 35% and 45%, with fewer women than men participating (Sproston et al 2000, Sproston 2002, Creigh-Tyte and Lepper 2004b, Afzal and Lepper 2006). The differences between the estimates may conceivably be explained by differences in the geographical coverage of the different surveys. It may also be a result of the way the question about participation was posed. For example, Creigh-Tyte and Lepper asked people if they had spent their own money on the National Lottery. By contrast, Simpson Carpenter asked that syndicate and household play be included along with individual play as part of this question.

The Simpson Carpenter segmentation is the first survey to document frequency of play. The results are summarised in Table 2 and show that playing the National Lottery is not just common but frequent as well. Half of men and women play National Lottery draw games at least once a week and a further 12% play at least once a month.

Table 2
Frequency of participation in National Lottery Draws 2006

(% of UK adults)

	Men n = 1,975	Women n = 2,065	Total n = 4,040
At least weekly	50	49	50
Monthly	12	12	12
At least yearly	13	15	14
Never	25	24	25

Percentages may not sum to 100 due to rounding.

The level of weekly play is broadly consistent with the 1999 British Gambling Prevalence Study (Sproston et al 2000) finding of 47%, but is much higher than the results obtained by the 2004 NOP survey (Creigh-Tyte and Lepper 2004a, 2004b) of 41%, and Taking Part (Afzal and Lepper 2007), 38%. Nevertheless, whichever result is accepted, weekly involvement is the single most common pattern of play of the National Lottery draw games for both men and women. This underlines the extent to which playing the National Lottery has become part of everyday life for the majority of UK adults.

Comparison of the results in Table 1 with those in Table 2 suggests a further explanation of why previous surveys have indicated relatively low levels of participation compared to the Simpson Carpenter results. The sum of at least weekly and at least monthly play in Table 2 (62%) is within the range of previously measured rates of preceding 12 months participation shown in Table 1 (57% to 67%). Hence, it may be that although previous surveys ask about play in the previous 12 months, respondents may only recall their purchases in the recent past. As a result, many purchases that are less frequent than once a month may have gone unrecorded by past surveys. Furthermore, asking a number of questions about frequency of play allows respondents to recall past purchases more accurately than when a single question about participation is asked.

Scratchcards

Table 3 summarises the results of a number of studies into the purchase of National Lottery Scratchcards. The 2006 Simpson Carpenter research indicates much higher levels of participation in scratchcard games than was previously measured. This may be due to the influences identified above in connection with draw-based games. However, in the case of Scratchcards, a possible additional factor might be the increasing emphasis placed by the operator on the sale of Scratchcards in recent years. Whatever the reason for increased participation, Simpson Carpenter found, in contrast to previous surveys, that more women than men buy Scratchcards.

Table 3
Participation in National Lottery Scratchcards

(% of adults participating at least once in the previous 12 months)

	Sample	Men	Women	Total
Great Britain 1999(1)	7,700	22	22	22
UK 2004(2)	2,945	17	15	16
England 2005/06(3)	28,117	n.a.	n.a.	10
UK 2006(4)	4,040	36	42	39

n.a. - not available

Sources:

1. Sproston et al 2000.
2. Creigh-Tyte and Lepper 2004a.
3. Afzal and Lepper 2007.
4. Simpson Carpenter 2006.

The Simpson Carpenter research into the frequency of scratchcard purchases is summarised in Table 4. Around 6% of UK adults purchase Scratchcards at least once a week and a further 10% play at least monthly. The sum of these (16%) is within the range of the levels of participation found in previous surveys (10% to 22%). Again, this may be evidence of under-recording of infrequent purchases by previous surveys. Nevertheless, it is striking that women record a higher rate of participation than men across all frequencies measured, whereas previous surveys have found the opposite (Sproston et al 2000).

This result seems to be consistent with the findings of Casey, which showed that women play the National Lottery as part of their daily routine and do not seek to radically change their lives while doing so (Casey 2007). The instant nature of Scratchcards and the relatively low prizes they offer would seem to be consistent with this pattern of consumption.

Table 4
Frequency of participation in National Lottery Scratchcards 2006

(% of UK adults)

	Men n = 1,975	Women n = 2,065	Total n = 4,040
At least weekly	5	7	6
Monthly	9	10	10
At least yearly	22	25	23
Never	64	58	61

Percentages may not sum to 100 due to rounding.

Interactive Instant Win Games

Simpson Carpenter also found in 2006 that 5% of UK adults played National Lottery Interactive Instant Win Games (IIWGs) (see Table 5). This appears consistent with the Gambling Commission's estimate that 5.2% of adults play remote forms of the National Lottery (Gambling Commission, 2007). Women are more likely than men to **never** play IIWGs.

Table 5
Frequency of participation in National Lottery IIWG's 2006

(% of UK adults)

	Men n = 1,975	Women n = 2,065	Total n = 4,040
At least weekly	1	1	1
Monthly	2	1	2
At least yearly	3	2	3
Never	94	96	95

Percentages may not sum to 100 due to rounding.

Reasons for participation

Draw-based games

In 2006, Simpson Carpenter found that, in many ways, respondent's reasons for participating in the National Lottery echoed the themes identified in analysis of dreams (Slater and Neitzert 2007). The results given in Table 6 show that by far the most important reason given by both men and women for playing National Lottery draw games is to win the jackpot. This result is consistent with Casey's findings (Casey 2007). Men and women also share an interest in playing for fun and enjoyment but few state good causes or giving to charity as their primary motivation for playing. When it comes to their plans for spending winnings, men are much more likely than women to play in order to *change* their lives. By contrast, more women than men play to *enhance* their existing lives. Finally, more women than men play the National Lottery for the chance of feeling lucky. This suggests that more women than men place value on National Lottery play as a way of opening their lives to the influence of luck or chance as well as the possibility of receiving the positive outcomes from the draw.

Table 6
Reasons for participation in National Lottery Draw-based games 2006 (1)

	Men	Women	Total
Number of respondents	1,196	1,293	2,489
Number of responses	1,650	1,717	3,367
Reasons:	% of all responses		
To win the jackpot or the lottery	46	47	47
Fun and enjoyment	6	7	7
Charities or good causes	4	3	4
Other	4	3	3
New life aspirations (2)	21	13	17
Existing life aspirations (3)	8	10	9
To see if I get lucky	12	17	14

Percentages may not sum to 100 due to rounding.

Notes:

1. All responses from all those playing the National Lottery draws at least monthly to the question: "Why do you play the National Lottery draws?"
2. To become a millionaire + to change my life + to retire + to not work again.
3. For a holiday + to pay off debts or a mortgage + instant money + habit.

Scratchcards

Simpson Carpenter also enquired into the reasons for buying Scratchcards. The results are summarised in Table 7.

There is less unanimity over the reasons for buying Scratchcards than with draw games. Winning the jackpot remains the reason most commonly mentioned by both men and women in roughly equal proportions. However, men are more likely than women to mention instant gratification while women are far more likely to mention fun and enjoyment and 'to see if I'm lucky' as a reason for purchase. Nevertheless, both women and men mention 'to see if I'm lucky' as a reason for purchasing more frequently in the case of Scratchcards than for draw games. This suggests that, for a significant minority, participation in the National Lottery in general, and Scratchcards in particular, is a way of being open to the influence of luck and so test how lucky they are.

Table 7
Reasons for participation in National Lottery Scratchcard games 2006 (1)

	Men	Women	Total
Number of respondents	197	259	456
Number of responses	235	308	543
Reasons:	% of all responses		
To win the jackpot or the lottery	26	27	26
Better chance of winning	7	5	6
Habit or inertia	9	7	8
Charities or good causes	1	1	1
Other	16	16	16
Instant gratification (2)	8	4	6
Fun and enjoyment (3)	11	16	14
To see if I get lucky	22	25	23

Percentages may not sum to 100 due to rounding.

Notes:

1. All responses from all those playing the National Lottery Scratchcards at least 2 or 3 times a month to the question: "Why do you play the National Lottery Scratchcards?"
2. For an instant win + instant money + no need to wait.
3. For fun + entertainment + exciting and enjoyable.

Attitudes to the National Lottery

General attitudes

Simpson Carpenter found that most UK adults disagree with the statement “I don’t approve of gambling” (see Table 8). Only 27% of adults agree (either strongly or slightly) with this statement, which is consistent with the proportions of people who say they never gamble in any form. Women are more likely than men to agree and are much less likely to strongly disagree. It would seem that although strongly held opposition to gambling is a minority opinion, it is a significant opinion, especially among women. Yet the fact remains that a majority of women and a larger majority of men disagree (either slightly or strongly) with the statement.

Table 8
Approval of gambling

(Responses to “I don’t approve of gambling”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	14	16	15
Agree Slightly	11	13	12
Neither Agree nor Disagree	13	16	15
Disagree Slightly	25	25	33
Disagree Strongly	38	30	33

Percentages may not sum to 100 due to rounding.

Despite finding a relatively low level of disapproval of gambling, Simpson Carpenter also found that both men and women do not agree that they are excited when gambling. The results, given in Table 9, show that it is true that more women disagree (slightly and strongly) than do men. Nevertheless, a majority of men also disagree with the proposition. This result appears to be inconsistent with previous research, which has postulated that men gamble in order to take risks or for thrills while women gamble to escape their mundane lives (Bunkle and Lepper 2002). It does, however, show that, for a significant minority, gambling does provide thrills and excitement.

Table 9
Gambling and excitement

(Responses to “I get a thrill and feel excited when I’m gambling”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	N = 2,088	n = 4,040
Agree Strongly	11	8	10
Agree Slightly	16	13	15
Neither Agree nor Disagree	9	9	9
Disagree Slightly	18	17	17
Disagree Strongly	46	52	49

Percentages may not sum to 100 due to rounding.

It has been asserted that men are more drawn to skill-based gambling while women tend to favour gambling based entirely on chance (Creigh-Tyte and Lepper 2004b). A measure of confirmation of this hypothesis is provided by the results reported in Table 10. There it is shown that significantly more men than women strongly agree that skill-based games are preferable to the National Lottery while a majority of women strongly disagree. However, because the question refers only to the National Lottery the results may not be replicated when other forms of gambling form the comparator. In any case, because the outcomes of much so-called skill-based gambling are the result of a large measure of chance it may be that, in reality, the stated male preference for skill-based games is an expression of a fundamental need for the *perception* of control.

Table 10
Skill and chance-based gambling

(Responses to “I’d much rather play a game of skill than the National Lottery”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	N = 2,088	n = 4,040
Agree Strongly	26	17	21
Agree Slightly	18	16	17
Neither Agree nor Disagree	16	16	16
Disagree Slightly	22	26	24
Disagree Strongly	18	25	22

Percentages may not sum to 100 due to rounding.

National Lottery and Respectability

Simpson Carpenter found that more women than men agreed with the statement ‘I worry about stopping playing the National Lottery in case my numbers come up’. The results are summarised in Table 11. There it is shown that 52% of women agreed with this proposition while 41% disagreed. By contrast, 46% of men agreed and the same percentage disagreed.

This question elicited highly polarised responses overall, with more than 60% of respondents either strongly agreeing or strongly disagreeing. It has been argued that the fear of stopping is one reason for highly regular play of the National Lottery even to the point where the pattern of play has been termed “entrapment” (Rogers 1998, Simon 1998). However, the fact that almost as many people strongly avow an opposite response suggests that if any entrapment exists it is not necessarily inherent in the games on offer.

Table 11
National Lottery numbers

(Responses to “I worry about stopping because I know my numbers would come up”;
All respondents who are regular players; % of respondents)

	Men	Women	Total
Respondents	n = 1,269	n = 1,361	n = 2,630
Agree Strongly	31	36	34
Agree Slightly	15	16	16
Neither Agree nor Disagree	7	6	7
Disagree Slightly	16	13	15
Disagree Strongly	30	28	29

Percentages may not sum to 100 due to rounding.

Despite the clear signs of regular play, Simpson Carpenter found that a vast majority of both men and women strongly disagree that they are afraid of becoming addicted to National Lottery play (see Table 12). This is consistent with other findings which show that, for some, the National Lottery is not regarded as gambling and is differentiated from “real” gambling by many more (Casey 2007). Nevertheless, it remains true that, for a minority, fear of addiction to the National Lottery is an issue. It seems probable that this fear lies beneath the great care exercised by many women when playing the National Lottery (Casey 2007) and is not based on any actual experience of addiction with National Lottery games.

Table 12
National Lottery and addiction

(Responses to “I’m afraid of getting hooked on the lottery and not being able to stop”;
All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	6	8	7
Agree Slightly	5	5	5
Neither Agree nor Disagree	5	4	4
Disagree Slightly	13	13	13
Disagree Strongly	71	71	71

Percentages may not sum to 100 due to rounding.

Consistent with this, Simpson Carpenter also found that only a minority of adults would not want others to know how much they spend on the National Lottery (see Table 13). More women than men disagree with the statement “I don’t like people to know how much I spend on the lottery”. This suggests that for most adults, little stigma is attached to participation in the National Lottery. Nevertheless, a minority of both men and women strongly agree with the statement and these may be representative of the small proportion of players who spend relatively large sums on the National Lottery (Grun and McKeigue 2000). Alternatively, it may be that, for some, stigma is attached to spending on the National Lottery irrespective of the actual sums of money involved.

Table 13
National Lottery and stigma

(Responses to “I don’t like people to know how much I spend on the lottery”; All respondents who are regular players; % of respondents)

	Men	Women	Total
Respondents	n = 1,269	n = 1,361	n = 2,630
Agree Strongly	12	8	10
Agree Slightly	8	7	7
Neither Agree nor Disagree	17	17	17
Disagree Slightly	22	22	22
Disagree Strongly	40	46	43

Percentages may not sum to 100 due to rounding.

National Lottery and good causes

Although, as we have seen, the association with good causes is not a strong primary motivation for playing the National Lottery, it makes most people feel better about their play (see Table 14). This suggests that the association, while not providing the impetus for play, may provide a subsidiary reason for continuing to play. The effect appears to be particularly strong among women, 35% of whom strongly agree, compared with only 27% of men.

Table 14
National Lottery and good causes

(Responses to “Knowing that the money raised by the lottery goes to good causes helps me feel better about the money I spend”; All respondents who are regular players; % of respondents)

	Men	Women	Total
Respondents	n = 1,269	n = 1,361	n = 2,630
Agree Strongly	27	35	31
Agree Slightly	27	25	26
Neither Agree nor Disagree	14	14	14
Disagree Slightly	14	13	14
Disagree Strongly	19	13	16

Percentages may not sum to 100 due to rounding.

Simpson Carpenter found that a majority of both men and women agree that there are better ways of giving to charity than through the National Lottery. The results are summarised in Table 15. These attitudes may provide part of the reason why good causes alone are not a strong enough motivation for playing the National Lottery. This view is more strongly endorsed by men than women.

Table 15
National Lottery and charity

(Responses to “There are better ways of giving to charity than playing the lottery”; All respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	42	39	41
Agree Slightly	23	23	23
Neither Agree nor Disagree	11	13	12
Disagree Slightly	12	15	14
Disagree Strongly	11	10	11

Percentages may not sum to 100 due to rounding.

It may be that, in part, good causes are a weak reason for playing the National Lottery because of the strength of agreement among men and women with the view that little National Lottery money goes to good causes (see Table 16). Moreover, the relatively strong agreement with this statement is also consistent with Casey’s finding that women hold strong views about the distribution of National Lottery money (Casey 2007). Furthermore, the relatively large number of non-committal responses may suggest that this trend is not necessarily the result of actual knowledge or experience of respondents. Alternatively, the pattern of response may simply be the result of negative media coverage of some aspects of lottery distribution.

Table 16
National Lottery and distributions

(Responses to “Not very much of the money from the National Lottery goes to support good causes”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	29	30	30
Agree Slightly	18	18	18
Neither Agree nor Disagree	19	19	19
Disagree Slightly	15	15	15
Disagree Strongly	19	18	18

Percentages may not sum to 100 due to rounding.

National Lottery and Sociability

Casey has found that the National Lottery plays a significant role in the lives of many women (Casey, 2007). The results of the Simpson Carpenter research are consistent with this finding and are summarised in Table 17. This shows that a majority of UK adults often talk about the National Lottery. However, significantly more women than men strongly agree that this is so. It should also be noted that a significant minority, and more men than women, strongly disagree with this proposition. Hence, the suggestion that the National Lottery plays a significant role in society is likely to be confronted with polarised opinion.

Table 17
National Lottery and communication

(Responses to “I often talk with friends and family about the National Lottery and what we would do if we won”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	30	39	35
Agree Slightly	23	23	23
Neither Agree nor Disagree	6	5	6
Disagree Slightly	14	11	12
Disagree Strongly	27	22	24

Percentages may not sum to 100 due to rounding.

These results may also indicate the existence of a complex pattern of relationships linking the socio-economic status of people with the degree to which the National Lottery is part of their lives. While Casey has shown that such relationships exist (Casey 2007) it remains to be seen what form those relationships take and how their strength varies through society.

Simpson Carpenter found that although more men and women disagreed with the proposition that they had no idea about their friends’ participation in the National Lottery a significant minority agreed with it (see Table 18). It is to be expected that those who do not talk to each other about the National Lottery are unlikely to know which, if any, of their friends play National Lottery games. Hence, to some extent the results in Table 17 are the mirror image of those in Table 18. However, the pattern reported in Table 18 is less pronounced than is seen in Table 17. This suggests that although people talk to each other about winning the lottery they are not entirely sure of each other’s participation.

Table 18
Friends participation in the National Lottery

(Responses to “I’ve no idea whether or not my friends play the lottery”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	21	19	20
Agree Slightly	20	18	19
Neither Agree nor Disagree	10	11	11
Disagree Slightly	21	21	21
Disagree Strongly	28	31	30

Percentages may not sum to 100 due to rounding.

The largest single category of men strongly disagree with the statement “Everyone I know plays the National Lottery” while for women, the opposite is the case (table 19). Again this reflects the differing patterns of sociability between the genders noted above. Yet this time, it might also suggest that men are more likely to move in circles where fewer people they know play the National Lottery while women are more likely to be part of a community in which everyone they know plays.

Table 19
Others playing the National Lottery

(Responses to “Everybody I know plays the National Lottery”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	22	28	25
Agree Slightly	15	16	15
Neither Agree nor Disagree	10	10	10
Disagree Slightly	26	23	25
Disagree Strongly	28	24	26

Percentages may not sum to 100 due to rounding.

National Lottery and winning

Simpson Carpenter asked all respondents to respond to the statement: “You are better off gambling on something with better odds than playing the Lottery”. Table 20 summarises the results. The responses are spread fairly evenly through all categories for both men and women. Nevertheless, on the whole, women are more likely to disagree with the statement that other forms of gambling are preferable to the National Lottery whereas the opposite is the case for men. However, these gender differences are relatively slight.

Table 20
National Lottery and other gambling

(Responses to “You’re better off gambling on something with better odds than playing the Lottery”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	23	17	20
Agree Slightly	23	18	20
Neither Agree nor Disagree	17	19	18
Disagree Slightly	17	22	20
Disagree Strongly	20	24	22

Percentages may not sum to 100 due to rounding.

The Simpson Carpenter work shows that most adults agree that winning the lottery is the only route to riches (see Table 21). This is particularly true of women. However, a small minority of both men and women strongly disagree with proposition. Again this suggests that the statement “Winning the lottery is the only chance I’ve got of being really rich” would be greeted by a polarised public reaction.

Table 21
National Lottery and becoming rich

(Responses to “Winning the lottery is the only chance I’ve got of being really rich”; All respondents; % of respondents)

	Men	Women	Total
Respondents	n = 1,952	n = 2,088	n = 4,040
Agree Strongly	44	48	46
Agree Slightly	11	13	12
Neither Agree nor Disagree	5	5	5
Disagree Slightly	15	12	13
Disagree Strongly	26	22	24

Percentages may not sum to 100 due to rounding.

Conclusions

In many respects, the research conducted by Simpson Carpenter provides an innovative set of findings as it is the first Lottery-specific attitudinal work of its kind to use a nationally-representative sample. It is certainly the first time that a gender-based analysis of Lottery market data has been reported. Consequently, the findings will act as a benchmark for future research.

The research yielded some participation data, and so provided a useful comparison with previous studies. In summary, the data show that participation in the National Lottery is frequent and extensive, with approximately half of UK adults playing at least every week, or belonging to a household that does.

Nevertheless, differences in patterns of participation in the different types of National Lottery game were found. For example, weekly play was much more common in the case of draw-based games than in the cases of Scratchcards or IIWGs. This indicates that, as with gambling in general, careful analysis is needed to differentiate between the various types of gambling activity undertaken.

The data confirmed the many similarities between male and female attitudes towards the Lottery; it also elucidated some of the more subtle differences. At the same time, the research affirmed a number of assertions about attitudes to gambling that have not been formally recorded before. The main themes and biases according to gender include the following:

Motivations

The primary reason people play the Lottery is to win the jackpot, with 'enjoyment and fun' cited further down the list of reasons for play. More men than women are motivated to play for life-changing aspirations (such as taking early retirement), while more women than men are motivated to play to enhance their existing lives and for the feeling of being lucky. Women are also more likely than men to state that winning the Lottery is the only chance they have of becoming really rich.

Good causes

Good causes are not generally regarded as the main factor motivating play. However, they certainly provide participants with a justification for repeated play and help people to feel better about the money they spend; a finding which is especially true for women.

Respectability

The National Lottery is regarded as a safe activity with the overwhelming majority of respondents not worrying about becoming addicted to the games. A vast majority are also not concerned about other people knowing how much they spend on playing the Lottery, which suggests that there is no stigma attached to the activity in the minds of those who play.

Sociability

The research shows that the Lottery is very much regarded as an activity that stimulates social discourse, with many respondents talking with their friends and family about how they would spend the jackpot if they won. This applies particularly to women, who are also more likely than men to agree with the statement 'everyone I know plays the Lottery'.

Odds of winning

Men are more likely than women to think that 'you're better off gambling on something else than playing the Lottery', this perhaps reflects their greater propensity towards skill-based gambling (Creigh-Tyte and Lepper, 2004b). At the same time, this difference between men and women is only slight, and the figures show that National Lottery players of both sexes are very much aware of the odds of winning the Lottery, but continue to play in spite of the small chance of winning. This suggests that there is a more deep-rooted reason for continuing play. It could be linked to the social discourse aspect mentioned above, and the idea that playing may link individuals together and create a sense of community, which is particularly true in cases of syndicate play (Casey, 2007).

As is often the case with research, more questions are raised by the data than answered. Why do these subtle gender differences in attitude exist? It appears that the Lottery is an activity in which participation between the genders occurs in roughly equal proportions (Creigh-Tyte and Lepper, 2004b), but this is more an exception in the landscape of gambling than the rule, with the more skill-based gambling activities being the traditional preserve of men. Where does this pattern of behaviour originate and why?

From a regulatory stance, it is vital that further research be undertaken to enable the National Lottery Commission to better understand the National Lottery player base and thereby continue to effectively fulfil the player protection element of its statutory duties. It will be particularly important to continue to monitor attitudes towards both the National Lottery and gambling in general according to gender. Moreover, it seems likely that people's attitudes to different types of game and the various methods of playing them are subtly distinct. Finally, these largely unexplored differences are likely to evolve as the gambling market changes in the face of continued gambling website proliferation and the emergence of new types of casino.

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Appendix 1

Segmentation study method

- 4040 telephone interviews conducted with sample representative of UK population aged 16+
- Quotas set for gender, age, social grade and region. Data subsequently weighted to adjust for age within gender and social grade
- Interviewing took place 20th February – 19th March 2006

Weighting method

	Population				Sample				Weight		
	Total	Male	Female		Total	Male	Female		Total	Male	Female
16-24	13.7%	7.0%	6.7%	16-24	14.0%	6.0%	8.0%	16-24	0.98	1.16	0.84
25-34	16.2%	8.1%	8.2%	25-34	17.0%	7.4%	9.6%	25-34	0.96	1.09	0.85
35-44	19.3%	9.6%	9.7%	35-44	19.0%	8.8%	10.2%	35-44	1.01	1.08	0.96
45-54	16.2%	8.0%	8.2%	45-54	16.0%	8.2%	7.7%	45-54	1.02	0.98	1.06
55-64	14.2%	7.0%	7.2%	55-64	14.0%	7.4%	6.7%	55-64	1.01	0.95	1.09
65+	20.3%	8.7%	11.6%	65+	20.0%	11.0%	8.9%	65+	1.02	0.79	1.30
Total	100.0%	48.3%	51.7%	Total	100.0%	48.9%	51.1%	Total	1.00	0.99	1.01
	Population (Non Retired)				Sample (Non Retired)						
	Total	ABC1	C2DE		Total	ABC1	C2DE				
16-24	13.7%	7.3%	6.4%	16-24	14.0%	7.8%	6.2%	16-24	0.98	0.93	1.03
25-34	16.2%	9.1%	7.1%	25-34	17.0%	10.9%	6.1%	25-34	0.96	0.84	1.17
35-44	19.3%	10.2%	9.1%	35-44	19.0%	11.5%	7.5%	35-44	1.01	0.88	1.22
45-54	16.2%	9.1%	7.1%	45-54	16.0%	9.0%	7.0%	45-54	1.02	1.02	1.01
55-64	10.2%	4.2%	3.2%	55-64	10.1%	5.2%	4.9%	55-64	1.01	0.82	0.64
Retired	24.3%	60.0%	67.1%	Retired	23.9%	55.5%	68.3%	Retired	1.02	1.08	0.98
Total	100.0%	100.0%	100.0%	Total	100.0%	100.0%	100.0%	Total	1.00	1.00	1.00