

YouGov Survey Results
Sample size : 6310 GB adults

Fieldwork : 1st - 16th November 2017

Thinking about the main UK National Lottery game "Lotto" with draws on Wednesday and Saturday...How frequently, if at all, do you play Lotto?										
Total	Twice a week (i.e. both Wednesday and Saturday)	Once a week	Once every two weeks	Once a month	Once every few months	Once a year	Less than once a year	Never	Don't know	Twice a week and once a week

Thinking about the main UK National Lottery game "Lotto" with draws on Wednesday and Saturday...How frequently, if at all, do you play Lotto?

Unweighted base	6310	612	549	173	252	977	231	653	2821	42	1161
Base: All GB adults	6310	608	539	183	256	969	227	654	2827	47	1147
Twice a week (i.e. both Wednesday and Saturday)	10%	100%	-	-	-	-	-	-	-	-	53%
Once a week	9%	-	100%	-	-	-	-	-	-	-	47%
Once every two weeks	3%	-	-	100%	-	-	-	-	-	-	-
Once a month	4%	-	-	-	100%	-	-	-	-	-	-
Once every few months	15%	-	-	-	-	100%	-	-	-	-	-
Once a year	4%	-	-	-	-	-	100%	-	-	-	-
Less than once a year	10%	-	-	-	-	-	-	100%	-	-	-
Never	45%	-	-	-	-	-	-	-	100%	-	-
Don't know	1%	-	-	-	-	-	-	-	-	100%	-
Net: Twice a week and once a week	18%	100%	100%	-	-	-	-	-	-	-	100%

When you play the Lotto/National Lottery, in which of the following ways do you usually choose what numbers you select? (Please select all that apply)

Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
I play a selection of 6 numbers that I usually/always use	29%	63%	48%	22%	17%	16%	18%	16%	-	2%	56%
I manually select a varying set of numbers each time	15%	6%	6%	11%	17%	16%	22%	25%	-	7%	6%
I choose a lucky dip	62%	40%	51%	76%	74%	78%	67%	62%	-	15%	45%
Don't know	3%	-	2%	2%	1%	1%	2%	5%	-	81%	1%

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How likely do you consider your chances of eventually matching the following numbers? (Please select one option on each row)

2 numbers

	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto		3483	608	539	183	256	969	227	654	-	47	1147
Certain to happen		9%	19%	10%	11%	8%	6%	5%	4%	-	4%	15%
Very likely to happen		11%	13%	14%	11%	10%	11%	6%	9%	-	4%	13%
Fairly likely to happen		20%	18%	22%	19%	21%	20%	17%	20%	-	15%	20%
About even		20%	22%	18%	23%	24%	19%	25%	17%	-	8%	20%
Fairly unlikely to happen		22%	18%	24%	25%	23%	23%	24%	24%	-	2%	21%
Very unlikely to happen		8%	4%	6%	7%	4%	11%	12%	10%	-	4%	5%
Certain not to happen		2%	1%	1%	1%	3%	2%	3%	3%	-	2%	1%
Don't know		9%	4%	7%	3%	7%	9%	8%	14%	-	60%	5%
Net: Likely to happen		39%	50%	45%	41%	40%	36%	28%	32%	-	23%	48%
Net: Unlikely to happen		32%	24%	31%	33%	30%	36%	38%	38%	-	8%	27%

3 numbers

	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto		3483	608	539	183	256	969	227	654	-	47	1147
Certain to happen		3%	6%	3%	4%	3%	1%	1%	0%	-	4%	5%
Very likely to happen		5%	8%	6%	7%	6%	5%	3%	2%	-	-	7%
Fairly likely to happen		12%	15%	15%	12%	11%	11%	10%	11%	-	4%	15%
About even		17%	20%	18%	19%	17%	16%	13%	14%	-	11%	19%
Fairly unlikely to happen		33%	32%	30%	36%	33%	35%	38%	35%	-	10%	31%
Very unlikely to happen		18%	14%	19%	18%	17%	20%	23%	20%	-	9%	16%
Certain not to happen		3%	1%	2%	2%	5%	4%	5%	4%	-	2%	2%
Don't know		9%	4%	7%	3%	8%	9%	8%	14%	-	60%	6%
Net: Likely to happen		20%	29%	24%	23%	20%	17%	13%	13%	-	8%	27%
Net: Unlikely to happen		55%	47%	51%	55%	55%	58%	66%	59%	-	21%	49%

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Total		Twice a week (i.e. both Wednesday and Saturday)	Once a week	Once every two weeks	Once a month	Once every few months	Once a year	Less than once a year	Never	Don't know	Twice a week and once a week	
4 numbers												
	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
	Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
	Certain to happen	0%	1%	-	1%	0%	0%	-	-	-	2%	1%
	Very likely to happen	1%	3%	2%	2%	2%	1%	0%	0%	-	-	2%
	Fairly likely to happen	3%	4%	7%	2%	6%	2%	2%	1%	-	2%	5%
	About even	8%	12%	9%	9%	6%	6%	6%	6%	-	9%	11%
	Fairly unlikely to happen	27%	30%	30%	35%	28%	27%	22%	23%	-	12%	30%
	Very unlikely to happen	42%	39%	38%	40%	36%	43%	50%	46%	-	8%	39%
	Certain not to happen	10%	7%	9%	9%	13%	11%	11%	10%	-	4%	8%
	Don't know	9%	4%	7%	3%	8%	9%	8%	13%	-	63%	5%
	Net: Likely to happen	5%	8%	8%	5%	8%	3%	2%	2%	-	3%	8%
	Net: Unlikely to happen	78%	75%	76%	83%	77%	81%	83%	79%	-	24%	76%
5 numbers												
	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
	Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
	Certain to happen	0%	1%	-	-	-	-	-	-	-	2%	0%
	Very likely to happen	1%	0%	1%	-	1%	1%	-	0%	-	-	1%
	Fairly likely to happen	1%	1%	2%	1%	2%	0%	-	1%	-	2%	2%
	About even	3%	4%	3%	7%	3%	2%	1%	2%	-	9%	3%
	Fairly unlikely to happen	12%	16%	16%	15%	12%	11%	8%	8%	-	8%	16%
	Very unlikely to happen	52%	54%	50%	51%	46%	52%	58%	53%	-	10%	52%
	Certain not to happen	23%	19%	20%	23%	27%	25%	26%	23%	-	7%	20%
	Don't know	9%	4%	7%	3%	9%	8%	8%	13%	-	63%	6%
	Net: Likely to happen	2%	3%	3%	1%	3%	1%	-	1%	-	3%	3%
	Net: Unlikely to happen	87%	90%	86%	89%	85%	89%	91%	84%	-	24%	88%

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5 numbers PLUS the bonus number

Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
Certain to happen	0%	1%	-	-	1%	0%	-	-	-	3%	0%
Very likely to happen	1%	0%	1%	0%	2%	1%	-	0%	-	-	1%
Fairly likely to happen	0%	0%	1%	1%	1%	0%	-	-	-	-	0%
About even	2%	3%	2%	4%	2%	1%	1%	1%	-	7%	3%
Fairly unlikely to happen	6%	7%	7%	8%	5%	5%	3%	4%	-	5%	7%
Very unlikely to happen	46%	48%	48%	48%	43%	46%	47%	45%	-	16%	48%
Certain not to happen	37%	36%	34%	35%	38%	39%	41%	38%	-	4%	35%
Don't know	9%	4%	7%	3%	8%	8%	8%	12%	-	65%	6%
Net: Likely to happen	1%	1%	1%	1%	4%	1%	-	0%	-	3%	1%
Net: Unlikely to happen	88%	91%	89%	91%	86%	90%	91%	86%	-	25%	90%

6 numbers

Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
Certain to happen	0%	1%	0%	1%	1%	0%	0%	0%	-	3%	0%
Very likely to happen	1%	0%	1%	1%	2%	1%	-	0%	-	-	0%
Fairly likely to happen	1%	1%	1%	2%	1%	0%	-	0%	-	-	1%
About even	1%	2%	1%	2%	2%	0%	1%	1%	-	7%	2%
Fairly unlikely to happen	3%	4%	4%	6%	4%	4%	2%	2%	-	-	4%
Very unlikely to happen	39%	43%	42%	41%	32%	38%	38%	38%	-	11%	43%
Certain not to happen	46%	44%	44%	41%	49%	49%	49%	47%	-	16%	44%
Don't know	9%	5%	7%	6%	9%	8%	9%	12%	-	62%	6%
Net: Likely to happen	2%	2%	2%	4%	4%	1%	0%	1%	-	3%	2%
Net: Unlikely to happen	88%	91%	90%	88%	85%	90%	90%	87%	-	28%	91%

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Lotto millionaire raffle

Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
Certain to happen	0%	1%	0%	-	1%	0%	0%	-	-	2%	0%
Very likely to happen	0%	0%	1%	1%	1%	0%	-	0%	-	-	0%
Fairly likely to happen	0%	0%	1%	2%	1%	1%	-	-	-	-	1%
About even	2%	2%	3%	7%	3%	1%	2%	1%	-	7%	2%
Fairly unlikely to happen	6%	6%	7%	8%	7%	6%	4%	2%	-	2%	7%
Very unlikely to happen	38%	44%	41%	40%	32%	39%	35%	35%	-	14%	43%
Certain not to happen	41%	38%	39%	34%	44%	42%	45%	43%	-	9%	38%
Don't know	12%	7%	10%	7%	11%	11%	13%	18%	-	67%	9%
Net: Likely to happen	1%	1%	2%	3%	2%	1%	0%	0%	-	2%	2%
Net: Unlikely to happen	85%	89%	86%	82%	83%	88%	84%	81%	-	25%	88%

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And if you ever matched the following numbers, would you continue to play the Lotto/National Lottery afterwards?

2 numbers

	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto		3483	608	539	183	256	969	227	654	-	47	1147
Would still keep playing the Lotto/National Lottery		78%	95%	92%	86%	80%	78%	66%	54%	-	21%	94%
Would stop playing the Lotto/National Lottery		5%	1%	2%	6%	8%	5%	9%	9%	-	3%	1%
Don't know		18%	4%	7%	8%	13%	17%	25%	38%	-	77%	5%

3 numbers

	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto		3483	608	539	183	256	969	227	654	-	47	1147
Would still keep playing the Lotto/National Lottery		78%	95%	91%	84%	81%	80%	68%	55%	-	17%	93%
Would stop playing the Lotto/National Lottery		5%	1%	2%	8%	7%	4%	7%	8%	-	5%	1%
Don't know		17%	5%	7%	8%	11%	16%	25%	37%	-	79%	6%

4 numbers

	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
Base: All GB adults that play Lotto		3483	608	539	183	256	969	227	654	-	47	1147
Would still keep playing the Lotto/National Lottery		77%	93%	91%	87%	82%	78%	67%	54%	-	12%	92%
Would stop playing the Lotto/National Lottery		4%	1%	1%	3%	6%	4%	8%	9%	-	7%	1%
Don't know		18%	5%	8%	10%	12%	18%	25%	37%	-	81%	7%

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Total		Twice a week (i.e. both Wednesday and Saturday)	Once a week	Once every two weeks	Once a month	Once every few months	Once a year	Less than once a year	Never	Don't know	Twice a week and once a week	
5 numbers												
	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
	Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
	Would still keep playing the Lotto/National Lottery	70%	86%	84%	78%	74%	70%	56%	49%	-	12%	85%
	Would stop playing the Lotto/National Lottery	8%	5%	5%	6%	12%	8%	16%	13%	-	5%	5%
	Don't know	22%	9%	11%	16%	14%	22%	28%	38%	-	83%	10%
5 numbers PLUS the bonus number												
	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
	Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
	Would still keep playing the Lotto/National Lottery	55%	72%	67%	61%	59%	51%	43%	36%	-	12%	70%
	Would stop playing the Lotto/National Lottery	21%	13%	17%	18%	21%	24%	29%	26%	-	5%	15%
	Don't know	25%	14%	16%	21%	19%	25%	28%	38%	-	83%	15%
6 numbers												
	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
	Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
	Would still keep playing the Lotto/National Lottery	35%	41%	40%	43%	42%	34%	31%	22%	-	8%	41%
	Would stop playing the Lotto/National Lottery	41%	43%	39%	36%	40%	43%	44%	43%	-	5%	41%
	Don't know	24%	15%	22%	21%	19%	23%	25%	35%	-	87%	18%
Lotto millionaire raffle												
	Unweighted base	3489	612	549	173	252	977	231	653	-	42	1161
	Base: All GB adults that play Lotto	3483	608	539	183	256	969	227	654	-	47	1147
	Would still keep playing the Lotto/National Lottery	36%	46%	42%	44%	42%	36%	25%	22%	-	10%	44%
	Would stop playing the Lotto/National Lottery	38%	36%	37%	36%	34%	40%	44%	41%	-	9%	36%
	Don't know	26%	18%	22%	20%	24%	24%	31%	37%	-	81%	20%