2 August 2018

Dear Fraser,

**OFFICIAL INFORMATION ACT REQUEST**

This letter is in response to your enquiry to Lotto New Zealand on 29 June, which was received on 30 August. Your request and our responses are as follows:

1. ***All the information you hold on the demographics of your customers, including but not limited to household income, age and gender.***

Lotto NZ collects limited demographic information regarding our MyLotto players, including gender, age and location (region). This information is provided below:

|  |
| --- |
| **Gender** |
| Female | 47.6% |
| Male | 50.3% |
| Unknown | 2.1% |

|  |
| --- |
| **Region** |
| Auckland | 39.6% |
| Bay of Plenty | 6.3% |
| Canterbury | 12.4% |
| Chatham Islands | 0.0% |
| Gisborne | 0.8% |
| Hawkes Bay | 2.8% |
| Manawatu-Whanganui | 4.1% |
| Marlborough | 0.9% |
| Nelson | 1.3% |
| Northland | 3.1% |
| Otago | 4.5% |
| Southland | 1.8% |
| Taranaki | 2.0% |
| Tasman | 0.4% |
| Waikato | 8.3% |
| Wellington | 11.1% |
| West Coast | 0.6% |

|  |
| --- |
| **Age** |
| Under 18 | 0.5% |
| 18-19 | 0.7% |
| 20-29 | 21.2% |
| 30-39 | 27.4% |
| 40-49 | 21.3% |
| 50-59 | 15.9% |
| 60-69 | 9.2% |
| 70-79 | 3.3% |
| 80-89 | 0.5% |
| 90-99 | 0.0% |
| 100+ | 0.0% |

Lotto NZ does not collect demographic information from our retail players, as in-store purchases are anonymous.

While we engage research agencies to poll members of the public about their play behaviour, release of this data is withheld under section 9(2)(b)(ii) of the Official Information Act 1982 as it is considered commercially sensitive.

Please note that you have the right to seek a review by the Ombudsman of Lotto NZ’s decision to refuse, as outlined above, the information requested.

1. ***The average weekly spend per player in your offline and online products***

The average weekly spend per player through our website, MyLotto, is $23.80. This figure is based off an average Powerball jackpot week.

As retail purchases are anonymous, we do not hold exact figures of the average weekly spend for in-store players. Instead, the best way to estimate this figure for our in-store players is to look at the average spend per retail transaction.

The average spend per retail transaction is $15.70. This figure is based off an average Powerball jackpot week.

1. ***The total number of players in your offline and online products***

As at 31 July 2018, there were 747,337 customers with a registered MyLotto account.

Please be aware that as retail purchases are anonymous, we do not hold any information regarding the total number of in-store players. As a result, this aspect of you request will not be responded to under section 18(g) of the Official Information Act 1982 as the information is not held by Lotto New Zealand.

Please contact me if you require any further clarification of this information on
(09) 358 9366.

Kind regards

Kirsten Robinson
**Head of Corporate Communications**