Generational Differences in Gambling Behavior and Attitudes

Todd Maki
Don Feeney
Minnesota Lottery
Formative experiences with gambling
Seniors

• What’s a lottery?
• Irish sweepstakes
• Casinos in Nevada (but not like now)
• Horse racing popular, depending on where you lived
• Neighborhood bookie
Baby Boom

• Lotteries in three states (1970)
• Numbers game (mostly inner city)
• Casinos in Las Vegas (and maybe Atlantic City)
• Horse racing somewhat available
• Neighborhood bookie
Millennials

- Lotteries in 38 states (2000)
- Casinos in 36 states
- Horse racing scarce
- Internet gaming
- Fantasy sports
- E-sports
Finland Awarded 1952 Olympic Games

‘BUGSY’ SIEGEL MURDERED

Senate Labor Fight Rages on After All-Night Session

EXTRA

THE SATURDAY PICTORIAL

Herald Express

NIGHT EDITION

Rubbed Out in Beverly Hills in Hail of Bullets

L.A. Fails To Get Games
IT'S THAT "GO-GO" GUY AND THAT "BYE-BYE" GAL IN THE FUN CAPITAL OF THE WORLD!

METRO-GOLDWYN-MAYER PRESENTS

ELVIS PRESLEY

AND

ANN-MARGRET

A JACK CUMMINGS-GEORGE SIDNEY PRODUCTION

VIVA LAS VEGAS

CESARE DANOWA · WILLIAM DEMAREST · NICKY BLAIR · SALLY BENSON · GEORGE SIDNEY
9♥ 0♠️

FARHA

7♥ K♣️

MONEYMAKER ALL IN

9♠️ 2♦️ 6♠️ 8♠️ 3♥️

COMMUNITY
FROM THE DIRECTOR OF "OLD SCHOOL"

SOME GUYS JUST CAN'T HANDLE VEGAS.

HANGOVER

COMING SOON
Minnesota – Location and Population

Minnesota Population
About 4.2 Million Adults

- Millennials: 32%
- Gen X: 27%
- Baby Boom: 30%
- Seniors: 11%

[Map of the United States highlighting Minnesota]
Method / History / Summary

- Data is from a telephone survey conducted annually since 1995
- Callers are students at St Cloud State University
- They are hired, trained and supervised by faculty from the Political Science and other departments at the university
Moral Opposition to Gambling

I am personally opposed to gambling for moral or religious reasons

- Millennials: 18%
- Gen X: 17%
- Baby Boom: 22%
- Seniors: 32%

All gambling in Minnesota should be outlawed

- Millennials: 7%
- Gen X: 13%
- Baby Boom: 14%
- Seniors: 20%
Gambling Participation Rates for Minnesota Seniors

- Any of the following: 80% within past year, 20% yes - but not within past year
- Local Casino: 60% within past year, 40% yes - but not within past year
- Slot Machines: 50% within past year, 50% yes - but not within past year
- Raffle Tickets: 40% within past year, 60% yes - but not within past year
- Nevada Casino: 30% within past year, 70% yes - but not within past year
- MN Lottery: 20% within past year, 80% yes - but not within past year
- Powerball: 10% within past year, 90% yes - but not within past year
- Bingo: 5% within past year, 95% yes - but not within past year
- Pulltabs: 5% within past year, 95% yes - but not within past year
- Card Games: 10% within past year, 90% yes - but not within past year
- Horse Races: 20% within past year, 80% yes - but not within past year
- Social Bets: 10% within past year, 90% yes - but not within past year
- Other Lottery: 5% within past year, 95% yes - but not within past year
- Dice: 1% within past year, 99% yes - but not within past year
- Other Sports event: 1% within past year, 99% yes - but not within past year
- Fantasy Sports: 0% within past year, 100% yes - but not within past year
- Internet: 0% within past year, 100% yes - but not within past year

Note: The percentages represent the proportion of seniors participating in each activity within the past year or not within the past year.
### Gambling Participation Rates for Minnesota Gen Xers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes - within past year</th>
<th>Yes - but not within past year</th>
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</thead>
<tbody>
<tr>
<td>Any of the following</td>
<td>90%</td>
<td>10%</td>
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<tr>
<td>Local Casino</td>
<td>80%</td>
<td>20%</td>
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<tr>
<td>Raffle Tickets</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>MN Lottery</td>
<td>60%</td>
<td>40%</td>
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<tr>
<td>Slot Machines</td>
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<td>50%</td>
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<tr>
<td>Powerball</td>
<td>40%</td>
<td>60%</td>
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<tr>
<td>Nevada Casino</td>
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<td>70%</td>
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<tr>
<td>Pulltabs</td>
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<td>80%</td>
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<tr>
<td>Bingo</td>
<td>10%</td>
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<tr>
<td>Card Games</td>
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<tr>
<td>Social Bets</td>
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<td>Horse Races</td>
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<td>Other Lottery</td>
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<td>Fantasy Sports</td>
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<td>Dice</td>
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<tr>
<td>Other Sports event</td>
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<td>95%</td>
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<tr>
<td>Internet</td>
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<td>95%</td>
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</table>
Gambling Participation Rates for Minnesota Millennials

- Any of the following:
  - Local Casino
  - Slot Machines
  - Raffle Tickets
  - MN Lottery
  - Powerball
  - Pulltabs
  - Card Games
  - Nevada Casino
  - Bingo
  - Social Bets
  - Fantasy Sports
  - Horse Races
  - Other Lottery
  - Dice
  - Other Sports event
  - Internet

Yes - within past year
Yes - but not within past year
Past Year Gamblers

Percent of each group participating in the past year:

- MN Lottery
- Powerball
- Raffle Tickets

Groups: Millennials, Gen Xers, Baby Boomers, Seniors
Past Year Gamblers

Percent of each group participating in the past year

- Pulltabs
- Social Bets
- Bingo
- Dice

Millennials  Gen Xers  Baby Boomers  Seniors
Past Year Gamblers

Percent of each group participating in the past year
## Past Year Gambling Rates

### Percent of each group reporting one or more activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Seniors</th>
<th>Baby Boomers</th>
<th>Gen Xers</th>
<th>Millennials</th>
<th>All Groups</th>
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<tbody>
<tr>
<td>2007</td>
<td>64%</td>
<td>82%</td>
<td>81%</td>
<td>79%</td>
<td>78%</td>
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<td>2008</td>
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<td>77%</td>
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<td>2010</td>
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<td>75%</td>
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<td>81%</td>
<td>74%</td>
<td>77%</td>
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<td>76%</td>
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<td>83%</td>
<td>85%</td>
<td>79%</td>
<td>80%</td>
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<td>2014</td>
<td>59%</td>
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<td>80%</td>
<td>71%</td>
<td>73%</td>
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<td>2015</td>
<td>62%</td>
<td>72%</td>
<td>80%</td>
<td>71%</td>
<td>73%</td>
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<tr>
<td>2016</td>
<td>66%</td>
<td>81%</td>
<td>86%</td>
<td>78%</td>
<td>79%</td>
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