Gambling and the Millennial Generation: A Cultural and Demographic Perspective

Don Feeney
Minnesota State Lottery
The Millennials

• The “Connected” generation
• Born 1982 – 2004
• Also known as
  – Generation Y
  – Generation C
  – Generation Me
  – Generation 9/11
  – Peter Pan Generation
What demography tells us

• They are numerous
• They are diverse
• They’re delaying adulthood
THEY ARE DIVERSE

2014 U.S. Diversity Index

- Gen Z: 73
- Millennials: 70
- Gen X: 65
- Boomers: 48
- Silent: 37
THEY ARE POSTPONING ADULTHOOD

Figure MS-2.
Median age at first marriage: 1890 to present

AVERAGE AGE OF U.S. FIRST-TIME MOTHERS
Not Leaving the Nest: Women Living With Family Returns to 1940 Level

Share of 18- to 34-year-olds living with parents or relatives

Note: Living with family means residing in a household headed by a parent, aunt/uncle, or other relative (but not a spouse).

PEW RESEARCH CENTER
What the culture tells us

• Diversity isn’t an issue
• Formative experiences are different and critical
KEY FORMATIVE EXPERIENCES

• The Great Recession
• 9/11
THEY FACE ECONOMIC UNCERTAINTY

• No expectation of lifetime employment
• April 2016 unemployment rate for 18-29 year olds was 9%
• The average US student loan debt is estimated at $28,000
AND AS A RESULT ARE RISK-averse

“I have things I enjoy that are sure bets.”

“What happens if you win $100? Are you going to get the bug that I could win more?”

“I feel guilty spending my money on a long shot.”

AND (POSSIBLY) AS A RESULT DEFER ADULTHOOD
ENTITLEMENT AND BIG EXPECTATIONS
ENTERTAINMENT: IT’S ABOUT THEM
THEY WANT IT THEIR WAY

You can ask for a burrito to be wrapped in a cheese quesadilla instead of a normal flour tortilla at Chipotle. THE RESULTS ARE AMAZING!
THEY ARE TECH-SAVVY
THEY ARE TECH-DEPENDENT
“I’m conscious of budgeting, but I don’t want to miss out on something just because of the financial side. It doesn’t really matter to me right now. I can make money later. What’s 10 bucks today?”

–Luke, 22
THEY’RE PACK ANIMALS
THEY ARE CONNECTED

“Text me, facebook me, tweet @ me, im me if you wanna reach me.”

Constant communication

Access to information

Instant gratification

Lack of privacy, social pressure, need to be informed

Ipsos Gaming with Millennials Syndicated Study, 2014
AVERAGE NUMBER OF TEXT MESSAGES SENT IN A WEEK – U.S.

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Messages Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 National (n=948)</td>
<td>426.4</td>
</tr>
<tr>
<td>MN 18 to 34 (n=778)</td>
<td>457.8</td>
</tr>
<tr>
<td>MN 35+ (n=257)</td>
<td>57.8</td>
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</tbody>
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Ipsos Gaming with Millennials Syndicated Study, 2014
THEY DON’T HAVE THE SAME OLD TABOOS

% of US adults supporting the legalization of marijuana (2012)

Source: Gallup Poll, 2012
% of MN adults opposing gambling for moral or religious reasons (2015)

Source: MN lottery 2015
SPECIAL YOUTH SPEAKER

TOPIC: ABSTINENCE

APRIL 9TH
7:00 PM
THEY ARE STRESSED

“I like being by myself, but sometimes I feel like that’s hard to articulate. Like if you don’t want to hang out with people, you always have to have an excuse. You can’t just be like ‘I want to chill out and read.’ I feel like it’s almost not socially acceptable. I know it’s weird.” –Tori, 22

• 24/7 lifestyle can be exhausting

• Nearly half feel their stress level is “very high” or “high”

• Facebook depression → “Instead of connecting, some become more isolated than ever.”

THEY DISTRUST INSTITUTIONS

% Politically Independent

- Millennial: 50%
- Gen X: 39%
- Boomer: 37%
- Silent: 32%

% Religiously Unaffiliated

- Millennial: 29%
- Gen X: 21%
- Boomer: 16%
- Silent: 9%

Source: 2014 Pew Research Center poll of 1821 U.S. adults
Percent agreeing that most people can be trusted

- Millennials: 19%
- Gen X: 31%
- Boomers: 40%
- Silent: 37%

Source: Pew Research Center, 2012
THEY GREW UP WITH GAMBLING

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
Billy James Williamson

Key facts:
- 52
- 3 kids (lucky)
- Married
- Likes beer
- Likes to travel
- Hard working
- Family-oriented
- Laid back

Julian O'Brien
- 24
- No kids, single
- Active lifestyle
- Into fashion
- Social
- Artistic
- Creative
- Perfectionist

I am happy to be here
IS GAMBLING ABANDONED, OR JUST DELAYED?
THANK YOU!

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