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
THE YEAR’S BIG MUSIC, LAUGH AND GIRL SHOW!

GROUCHO
CHICO
HARPO

MARX
BROTHERS

WITH
ALLAN JONES
MAUREEN O’SULLIVAN

A DAY AT THE RACES

M: Metro-Goldwyn-Mayer
Finland Awarded 1952 Olympic Games

‘BUGSY’ SIEGEL MURDERED

Senate Labor Fight Rages on After All-Night Session

THE SATURDAY PICTORIAL HERALD EXPRESS

EXTRA

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 DANOV - WILLIAM DEMAREST - NICKY BLAIR - SALLY BENVEN - GEORGE SIDNEY
Minnesota – Location and Population

About 4.2 Million Adults

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

Legend:
- Millennials
- Gen X
- Baby Boom
- Seniors
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

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

All gambling in Minnesota should be outlawed

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

- Yes - within past year
- Yes - but not within past year

- 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

0% 20% 40% 60% 80% 100%
Past Year Gamblers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Millennials</th>
<th>Gen Xers</th>
<th>Baby Boomers</th>
<th>Seniors</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN Lottery</td>
<td>48%</td>
<td>65%</td>
<td>58%</td>
<td>42%</td>
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<tr>
<td>Powerball</td>
<td>48%</td>
<td>65%</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Raffle Tickets</td>
<td>48%</td>
<td>65%</td>
<td>58%</td>
<td>42%</td>
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</tbody>
</table>

Percent of each group participating in the past year.
Past Year Gamblers

Percent of each group participating in the past year:
- Local Casino
- Slot Machines
- Card Games
- Nevada Casino

Categories:
- Millennials
- Gen Xers
- Baby Boomers
- Seniors
Past Year Gamblers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Millennials</th>
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<th>Seniors</th>
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</thead>
<tbody>
<tr>
<td>Pulltabs</td>
<td>32%</td>
<td>30%</td>
<td>25%</td>
<td>5%</td>
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<tr>
<td>Social Bets</td>
<td>20%</td>
<td>25%</td>
<td>15%</td>
<td>10%</td>
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<tr>
<td>Bingo</td>
<td>15%</td>
<td>20%</td>
<td>10%</td>
<td>5%</td>
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<tr>
<td>Dice</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
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</table>

Percent of each group participating in the past year
Past Year Gamblers

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<th>Millennials</th>
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<th>Baby Boomers</th>
<th>Seniors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fantasy Sports</td>
<td>16%</td>
<td>14%</td>
<td>8%</td>
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<tr>
<td>Other Sports event</td>
<td>12%</td>
<td>10%</td>
<td>6%</td>
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<tr>
<td>Horse Races</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
<td>2%</td>
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<tr>
<td>Internet</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
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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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</thead>
<tbody>
<tr>
<td>2007</td>
<td>64%</td>
<td>82%</td>
<td>81%</td>
<td>79%</td>
<td>78%</td>
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<tr>
<td>2008</td>
<td>63%</td>
<td>79%</td>
<td>82%</td>
<td>76%</td>
<td>75%</td>
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<tr>
<td>2009</td>
<td>65%</td>
<td>79%</td>
<td>80%</td>
<td>82%</td>
<td>77%</td>
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<tr>
<td>2010</td>
<td>64%</td>
<td>79%</td>
<td>80%</td>
<td>74%</td>
<td>75%</td>
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<tr>
<td>2011</td>
<td>63%</td>
<td>80%</td>
<td>81%</td>
<td>74%</td>
<td>77%</td>
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<td>2012</td>
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<td>82%</td>
<td>81%</td>
<td>72%</td>
<td>76%</td>
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<td>85%</td>
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<td>80%</td>
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<td>59%</td>
<td>77%</td>
<td>80%</td>
<td>71%</td>
<td>73%</td>
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<tr>
<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>
</tr>
</tbody>
</table>