

# **Gambling and the Millennial Generation: A Cultural and Demographic Perspective**

Don Feeney

Minnesota State Lottery

# The Millennials

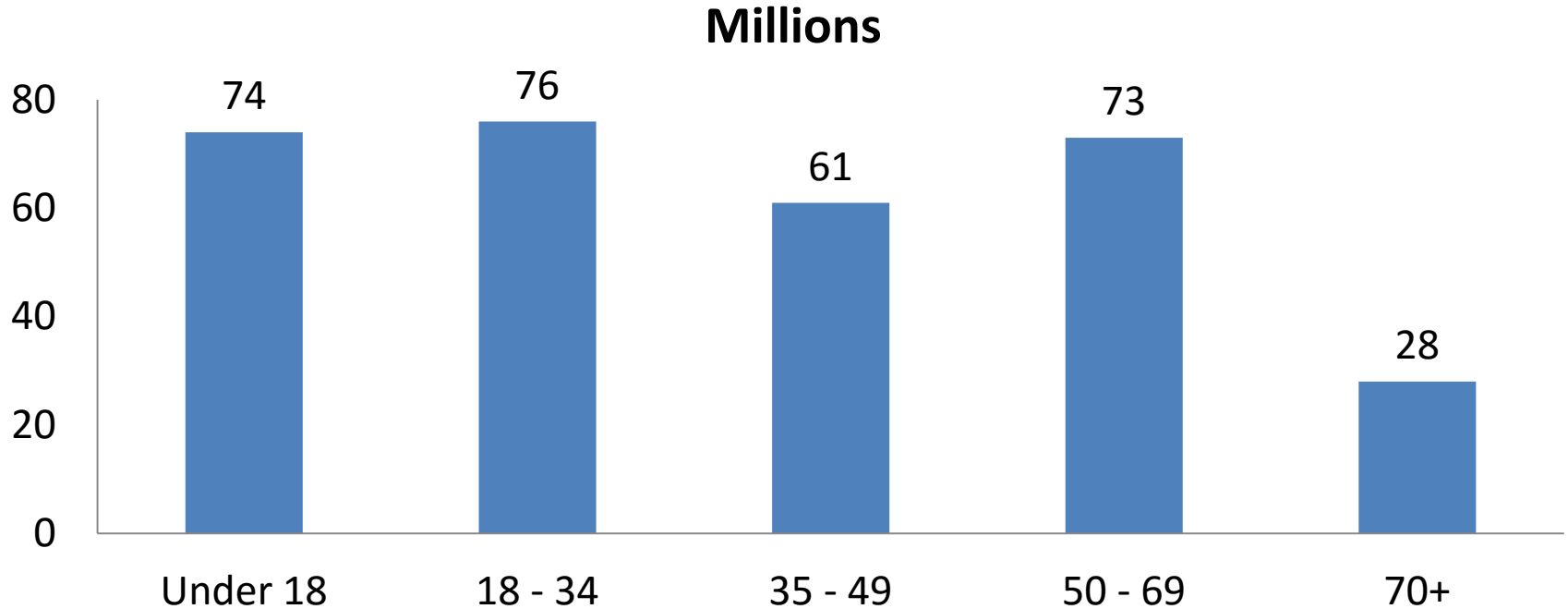
- The “Connected” generation
- Born 1982 – 2004
- Also known as
  - Generation Y
  - Generation C
  - Generation Me
  - Generation 9/11
  - Peter Pan Generation



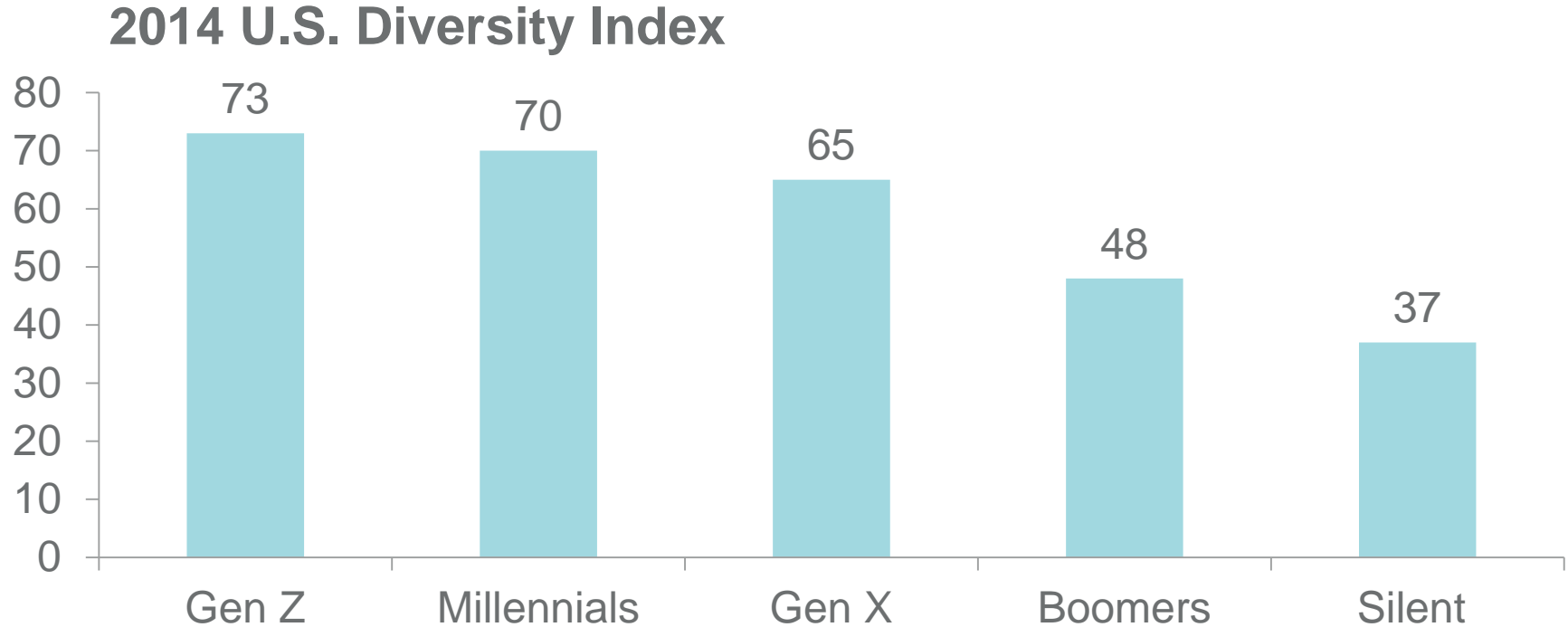
# What demography tells us

- They are numerous
- They are diverse
- They're delaying adulthood

# U.S. Population 2012

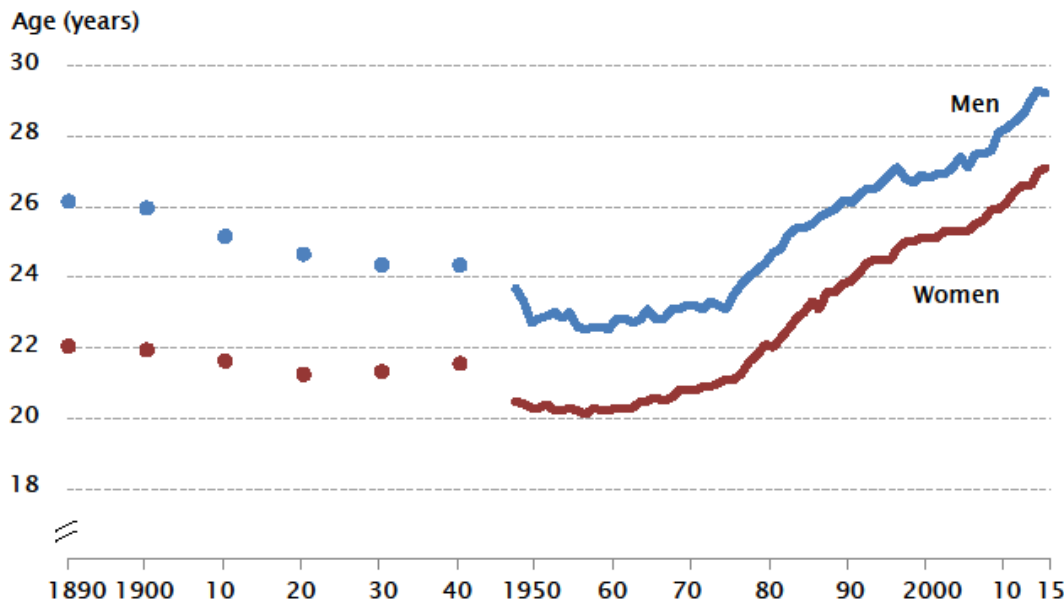


# THEY ARE DIVERSE

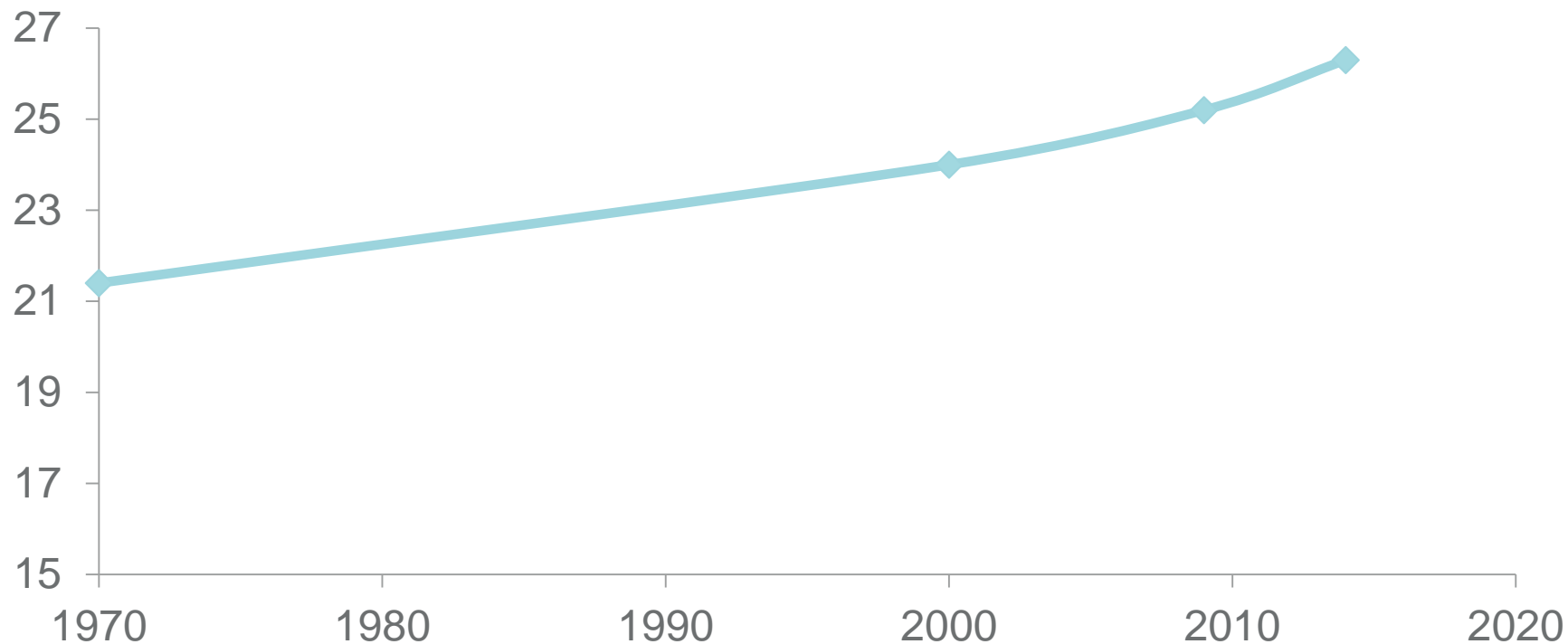


# THEY ARE POSTPONING ADULTHOOD

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

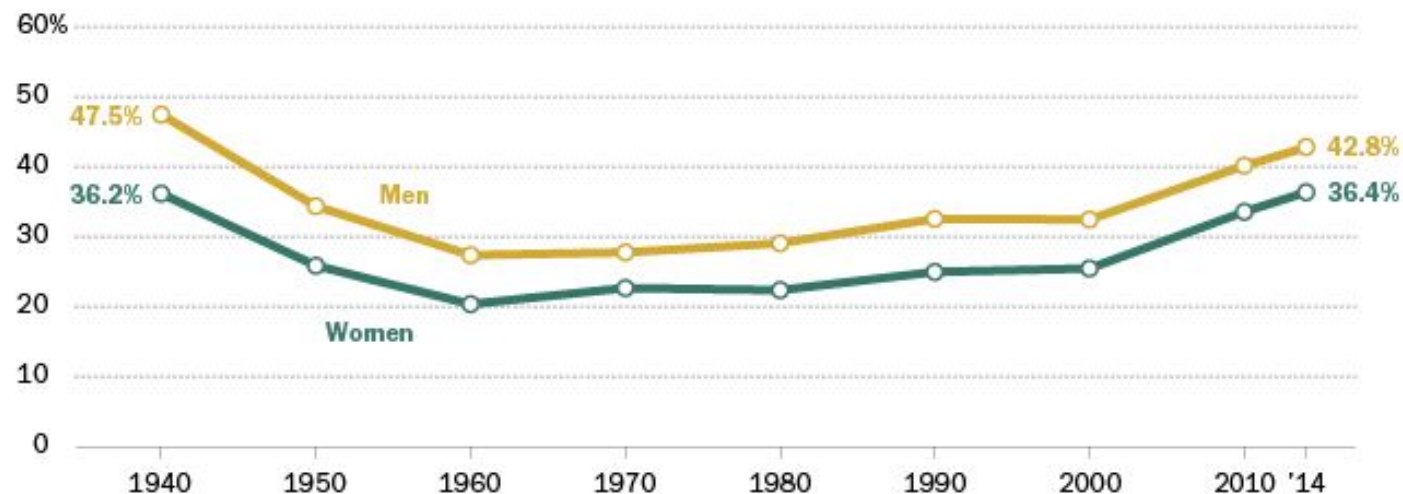


# AVERAGE AGE OF U.S. FIRST-TIME MOTHERS



## 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).

Source: Pew Research Center tabulations of U.S. decennial census data, 1940-2000 and 2010 and 2014 American Community Survey (IPUMS)

PEW RESEARCH CENTER



# What the culture tells us

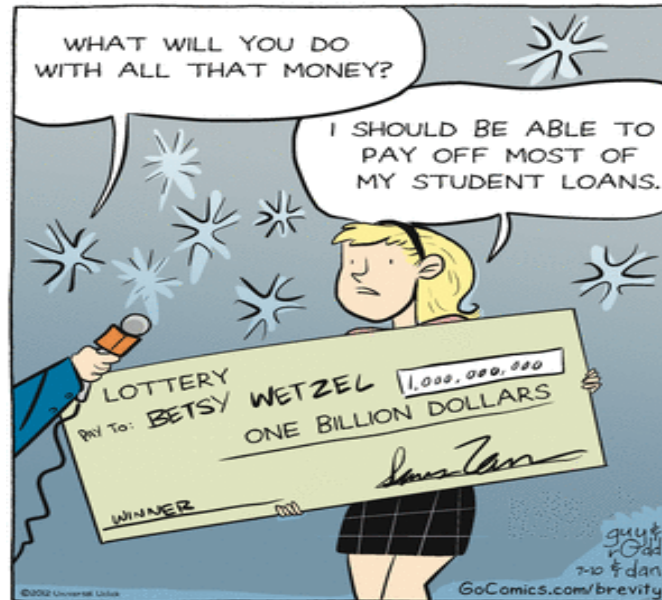
- Diversity isn't an issue
- Formative experiences are different and critical

# 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

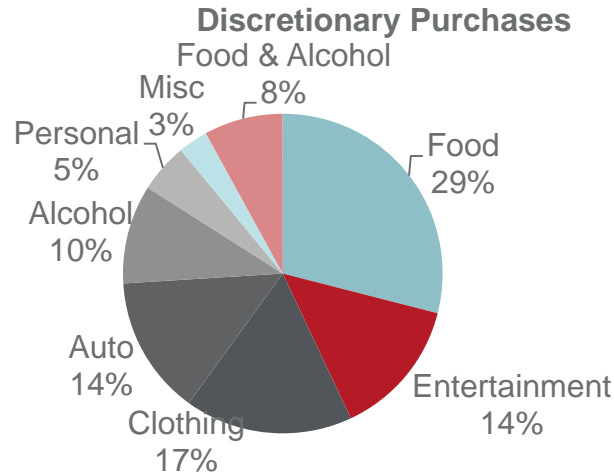


THEY ARE ~~TECH-SAVVY~~  
THEY ARE TECH-DEPENDENT





# THEY LIVE IN THE MOMENT



*"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



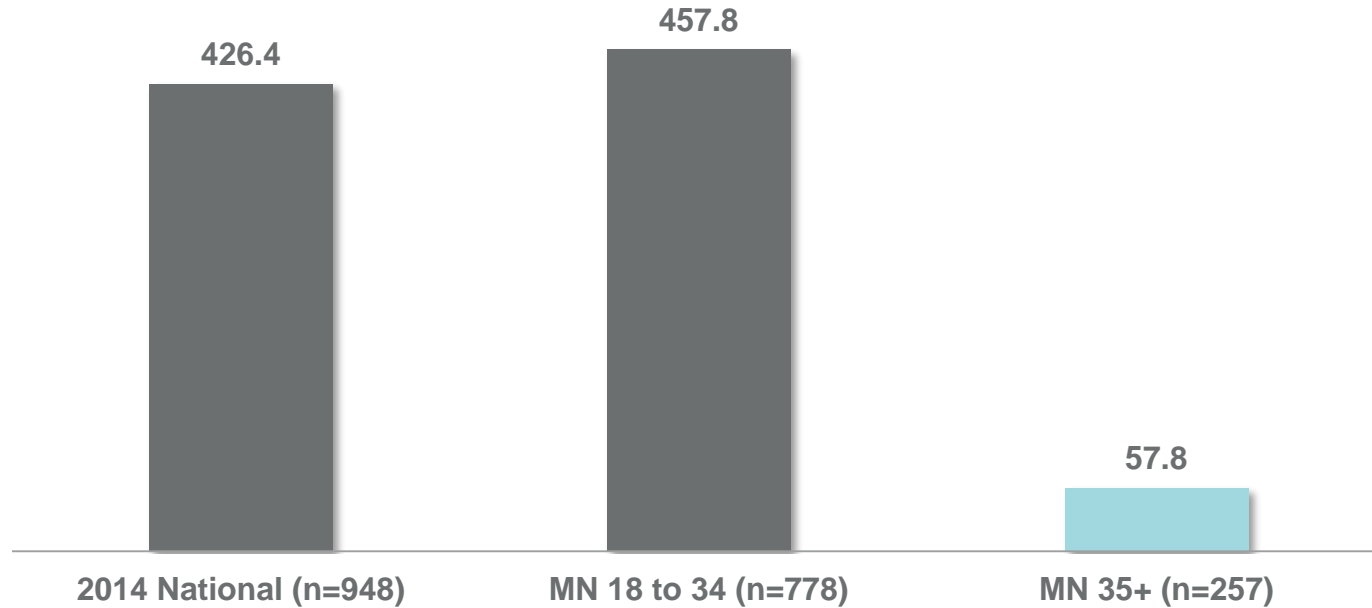
Instant gratification



Lack of privacy, social pressure, need to be informed

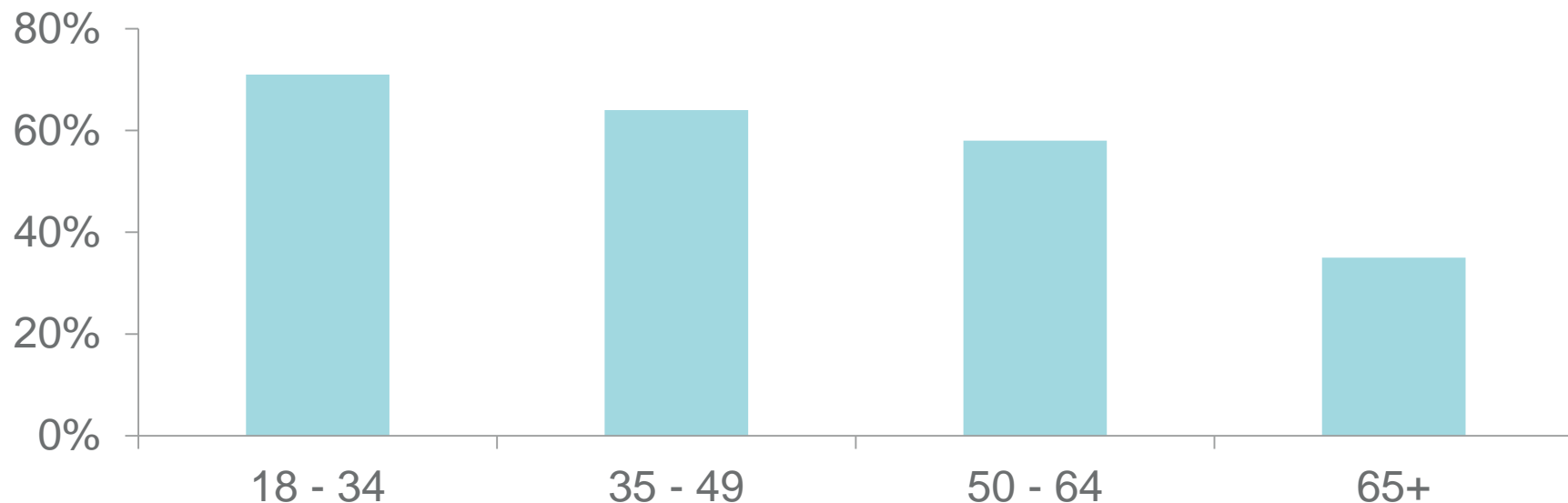


# AVERAGE NUMBER OF TEXT MESSAGES SENT IN A WEEK – U.S.



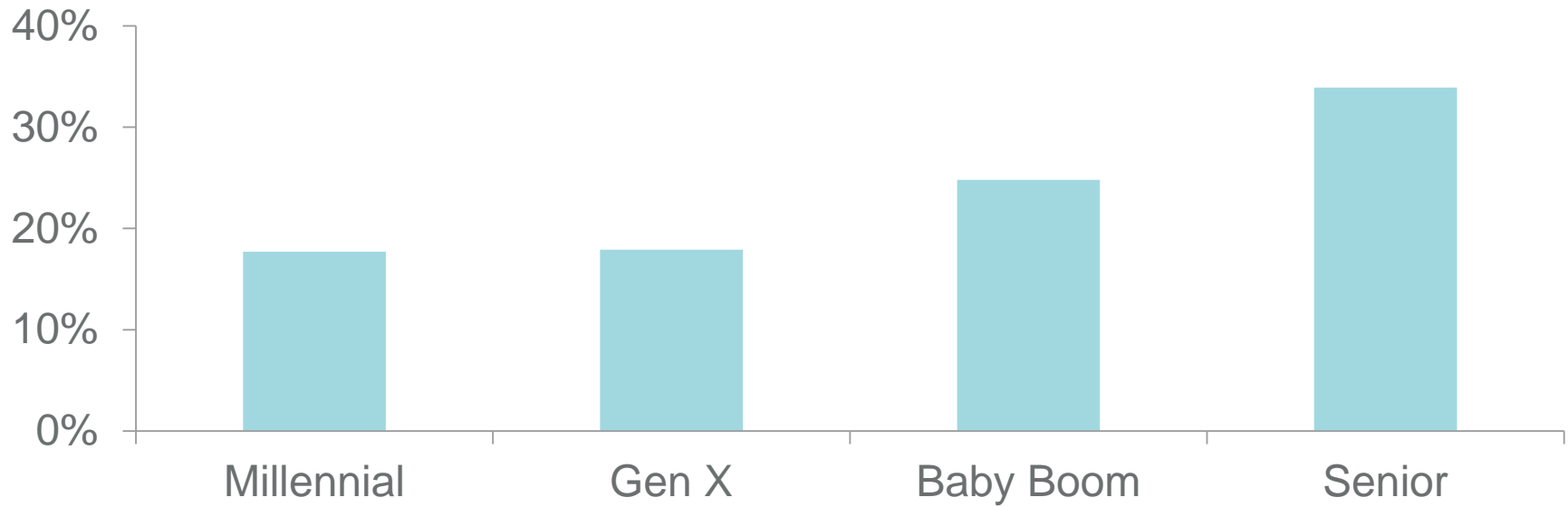
# THEY DON'T HAVE THE SAME OLD TABOOS

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



# ... INCLUDING GAMBLING

**% of MN adults opposing gambling for moral or religious reasons (2015)**





**BETHEL**  
BAPTIST CHURCH



**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***

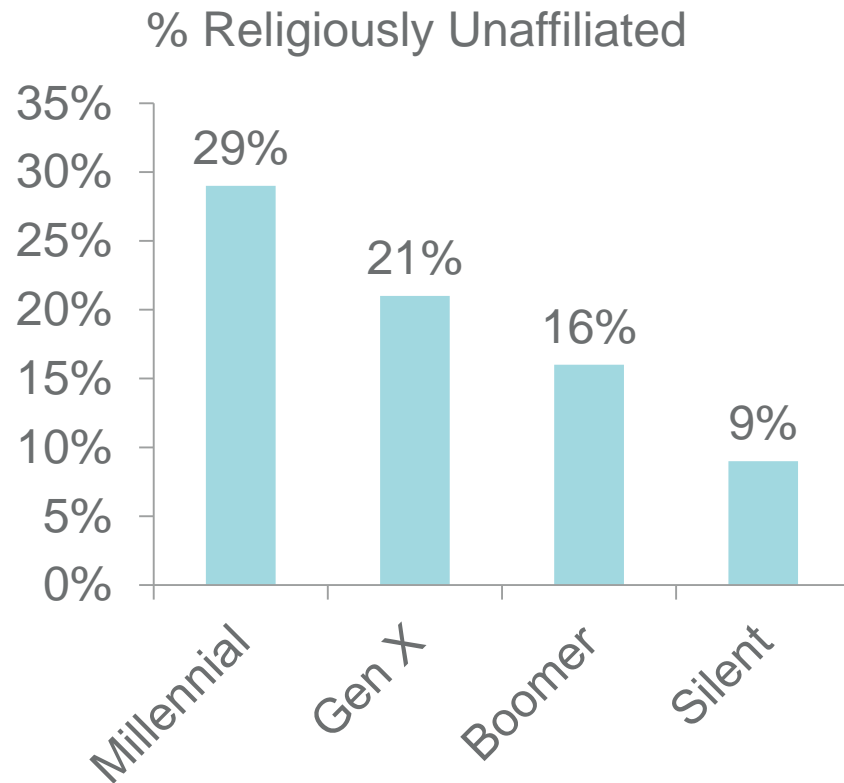
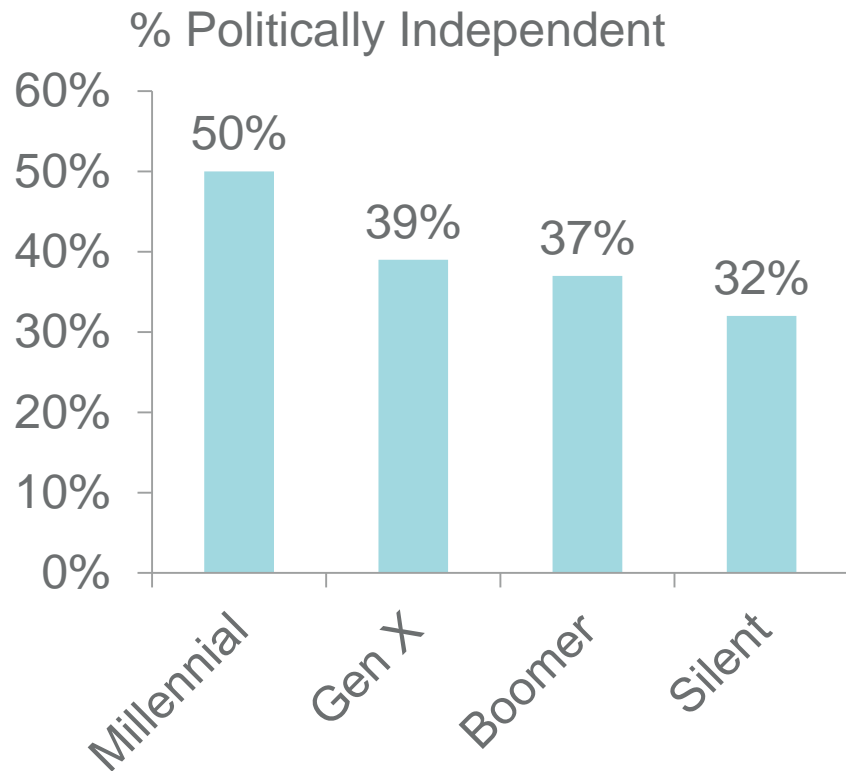
- 24/7 lifestyle can be exhausting
- Nearly half feel their stress level is “very high” or “high”
- Facebook depression → “Instead of connecting, some become more isolated than ever.”

Source: Indiana Education, “The Millennial Generation”



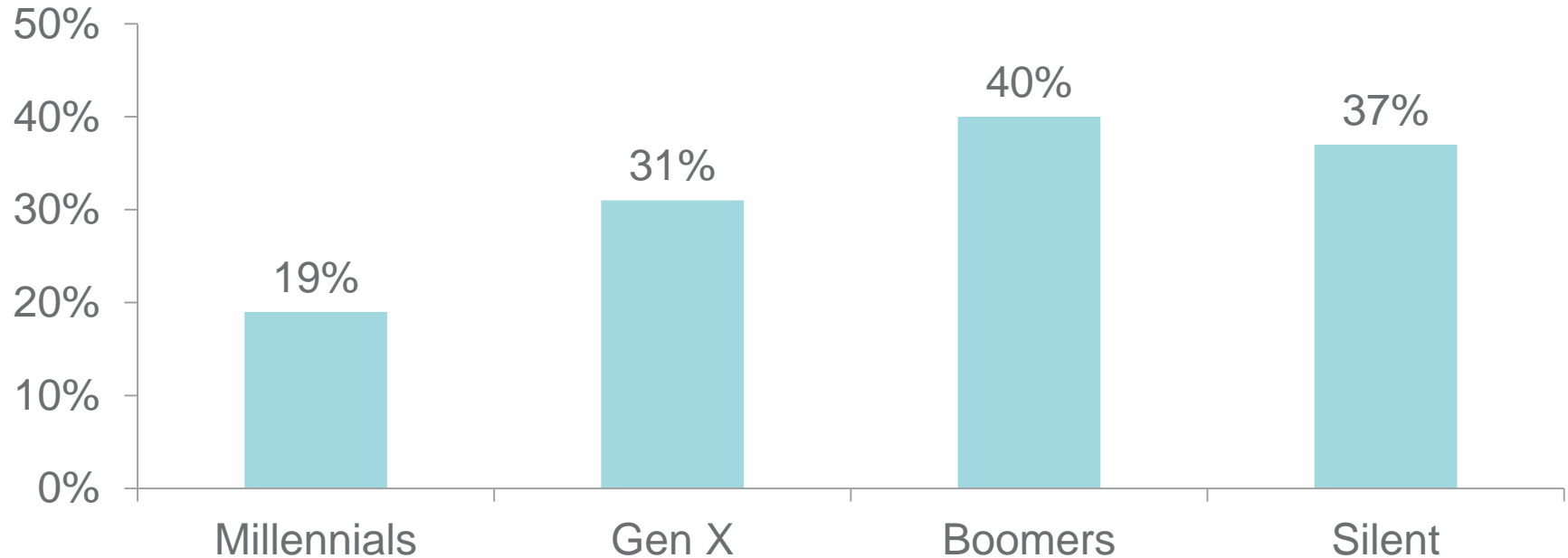


# THEY DISTRUST INSTITUTIONS



# ... AND PEOPLE

## Percent agreeing that most people can be trusted



# 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



← trucker hat

Handy!  
I have seen  
a lot of places  
in my day!

### Key facts:

- 52
- 3 kids
- married
- likes beer
- likes to travel
- hard working
- family-oriented
- laid back

Bill & James Williamson

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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