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
O'SULLIVAN

A DAY AT THE RACES
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 DANOVIC · WILLIAM DEMAREST · NICKY BLAIR · SALLY BENSON · GEORGE SIDNEY
Minnesota – Location and Population

Minnesota Population
About 4.2 Million Adults

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

I am personally opposed to gambling for moral or religious reasons
All gambling in Minnesota should be outlawed
Gambling Participation Rates for Minnesota Gen Xers

Any of the following: Yes - within past year, yes - but not within past year

- Local Casino
- Raffle Tickets
- MN Lottery
- Slot Machines
- Powerball
- Nevada Casino
- Pulltabs
- Bingo
- Card Games
- Social Bets
- Horse Races
- Other Lottery
- Fantasy Sports
- Dice
- Other Sports event
- Internet
Gambling Participation Rates for Minnesota Millennials

- Any of the following: 90% within past year, 10% not within past year
- Local Casino: 70% within past year, 30% not within past year
- Slot Machines: 65% within past year, 35% not within past year
- Raffle Tickets: 60% within past year, 40% not within past year
- MN Lottery: 50% within past year, 50% not within past year
- Powerball: 45% within past year, 55% not within past year
- Pulltabs: 40% within past year, 60% not within past year
- Card Games: 35% within past year, 65% not within past year
- Nevada Casino: 30% within past year, 70% not within past year
- Bingo: 25% within past year, 75% not within past year
- Social Bets: 20% within past year, 80% not within past year
- Fantasy Sports: 15% within past year, 85% not within past year
- Horse Races: 10% within past year, 90% not within past year
- Other Lottery: 5% within past year, 95% not within past year
- Dice: 2% within past year, 98% not within past year
- Other Sports event: 1% within past year, 99% not within past year
- Internet: 0% within past year, 100% not within past year
Past Year Gamblers

- **MN Lottery**
- **Powerball**
- **Raffle Tickets**

<table>
<thead>
<tr>
<th>Percent of each group participating in the past year</th>
<th>Millennials</th>
<th>Gen Xers</th>
<th>Baby Boomers</th>
<th>Seniors</th>
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</thead>
<tbody>
<tr>
<td>MN Lottery</td>
<td></td>
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<td></td>
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<tr>
<td>Powerball</td>
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</tr>
<tr>
<td>Raffle Tickets</td>
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</table>

Percentages are represented for each generation group in the past year's participation in different activities.
Past Year Gamblers

Percent of each group participating in the past year

- Local Casino
- Slot Machines
- Card Games
- Nevada Casino

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Millennials</th>
<th>Gen Xers</th>
<th>Baby Boomers</th>
<th>Seniors</th>
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<tbody>
<tr>
<td>Pulltabs</td>
<td>32%</td>
<td>30%</td>
<td>28%</td>
<td>26%</td>
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<td>Social Bets</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
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<tr>
<td>Bingo</td>
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<td>18%</td>
<td>16%</td>
<td>12%</td>
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<tr>
<td>Dice</td>
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<td>12%</td>
<td>10%</td>
<td>5%</td>
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</tbody>
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Past Year Gamblers

Percent of each group participating in the past year

Fantasy Sports
Other Sports event
Horse Races
Internet
Past Year Gambling Rates

<table>
<thead>
<tr>
<th>Years</th>
<th>Senior</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>
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<tr>
<td>2008</td>
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<td>79%</td>
<td>82%</td>
<td>76%</td>
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<td>2009</td>
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<td>82%</td>
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<td>80%</td>
<td>74%</td>
<td>75%</td>
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<td>2011</td>
<td>63%</td>
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<td>74%</td>
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<td>2016</td>
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<td>86%</td>
<td>78%</td>
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