

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



a Metro-
Goldwyn-
Mayer
PICTURE



'BUGSY' SIEGEL MURDERED

EXTRA

**NIGHT
EDITION**



Rubbed Out in L.A. Fails Beverly Hills in To Get Hail of Bullets Games

[illegible][illegible]

Amphibian Top
Saves 50% in Fuel

Journal of Management Education 34(10)p.1133-1146

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 DANOVA · WILLIAM DEMAREST · NICKY BLAIR · SALLY BENSON · GEORGE SIDNEY

PANAVISION[®]
and METROCOLOR

Hear Elvis sing
4 new songs
on his RCA Victor
45 EP record
"VIVA LAS VEGAS"







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.

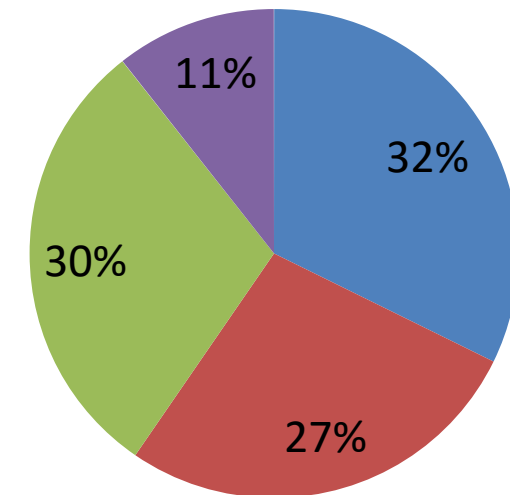
HANGOVER

COMING SOON

Minnesota – Location and Population



Minnesota Population About 4.2 Million Adults



■ Millennials ■ Gen X
■ Baby Boom ■ Seniors

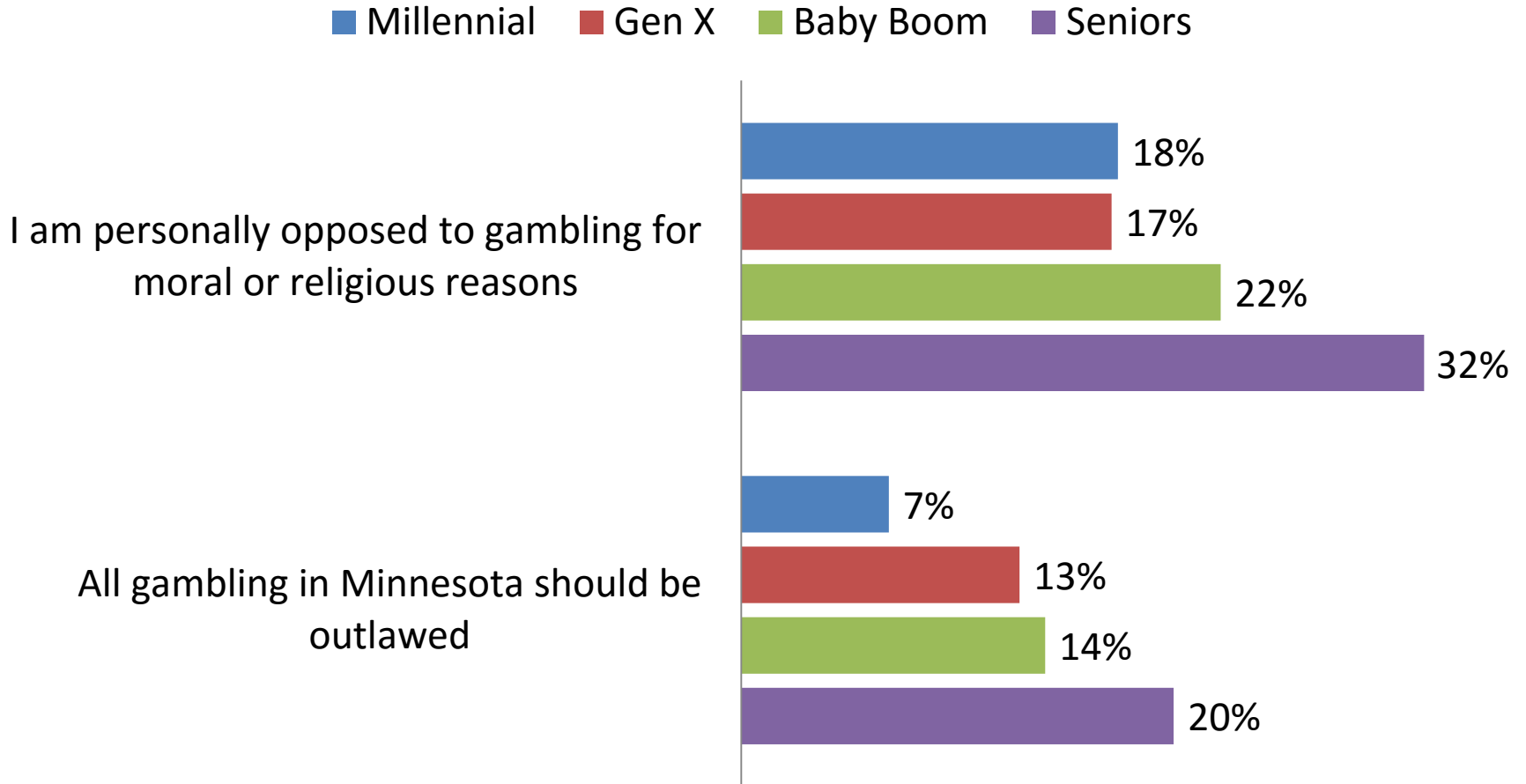
Method / History / Summary

- 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

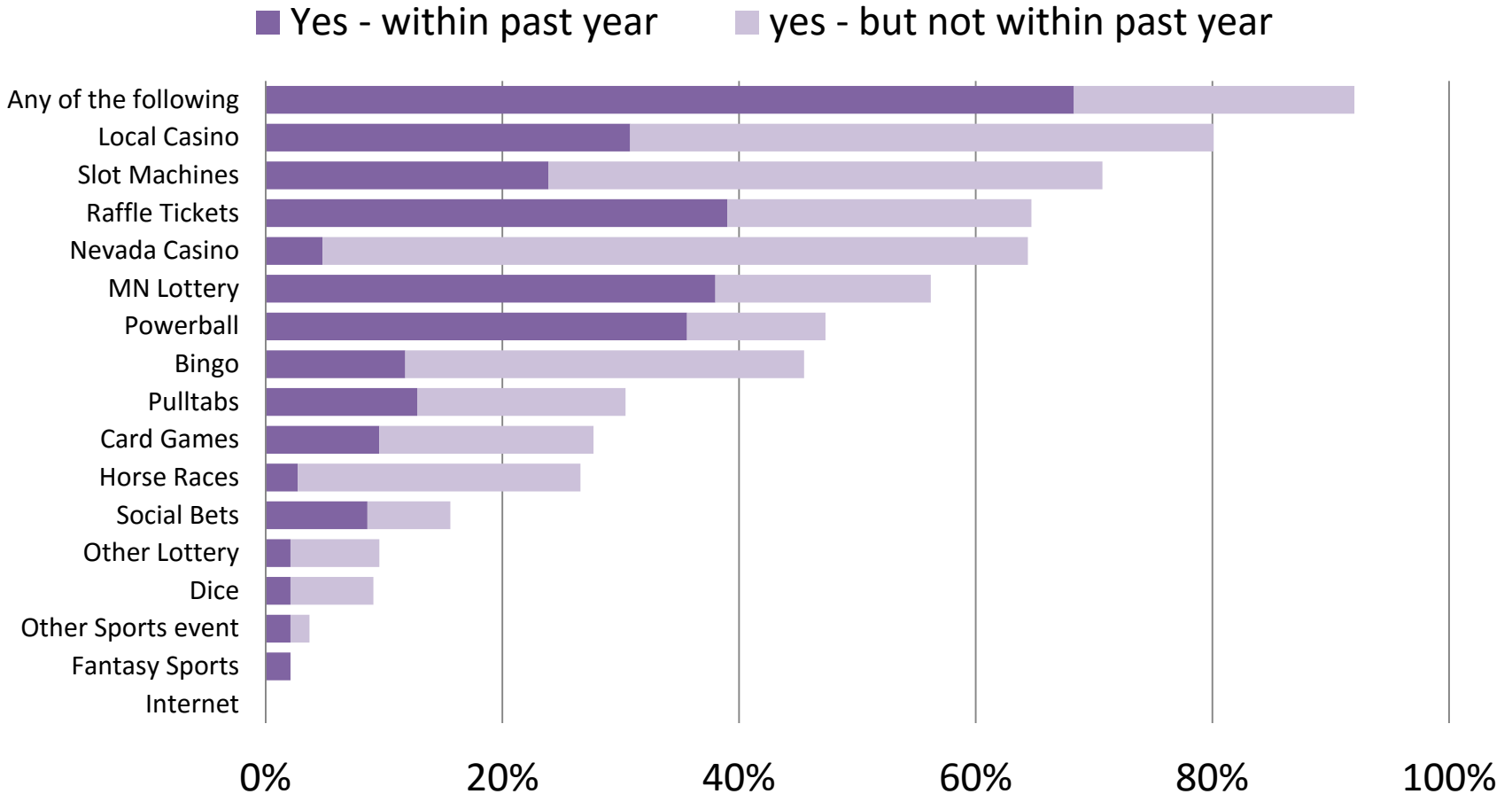


Designed by TownMapsUSA.com

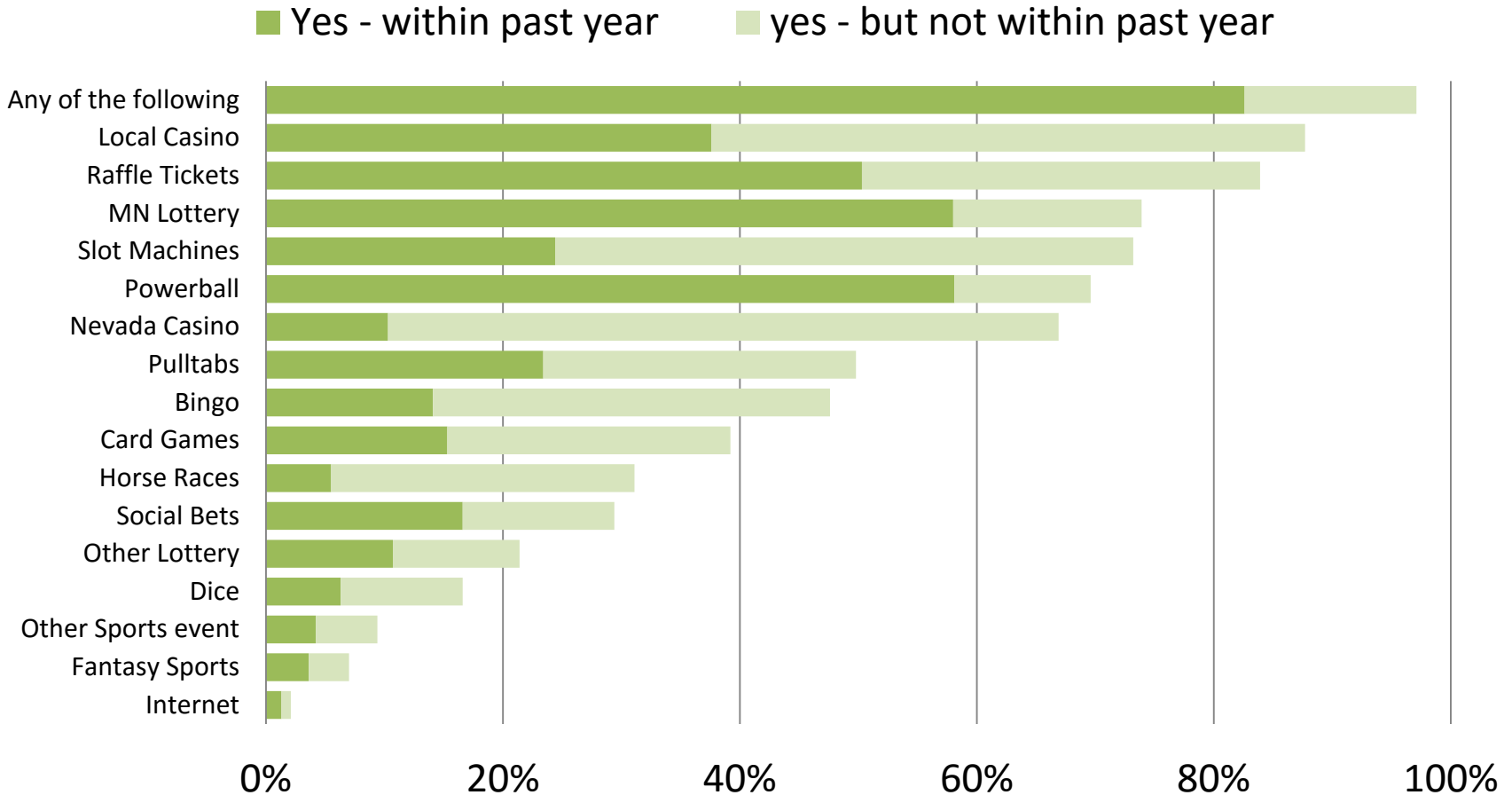
Moral Opposition to Gambling



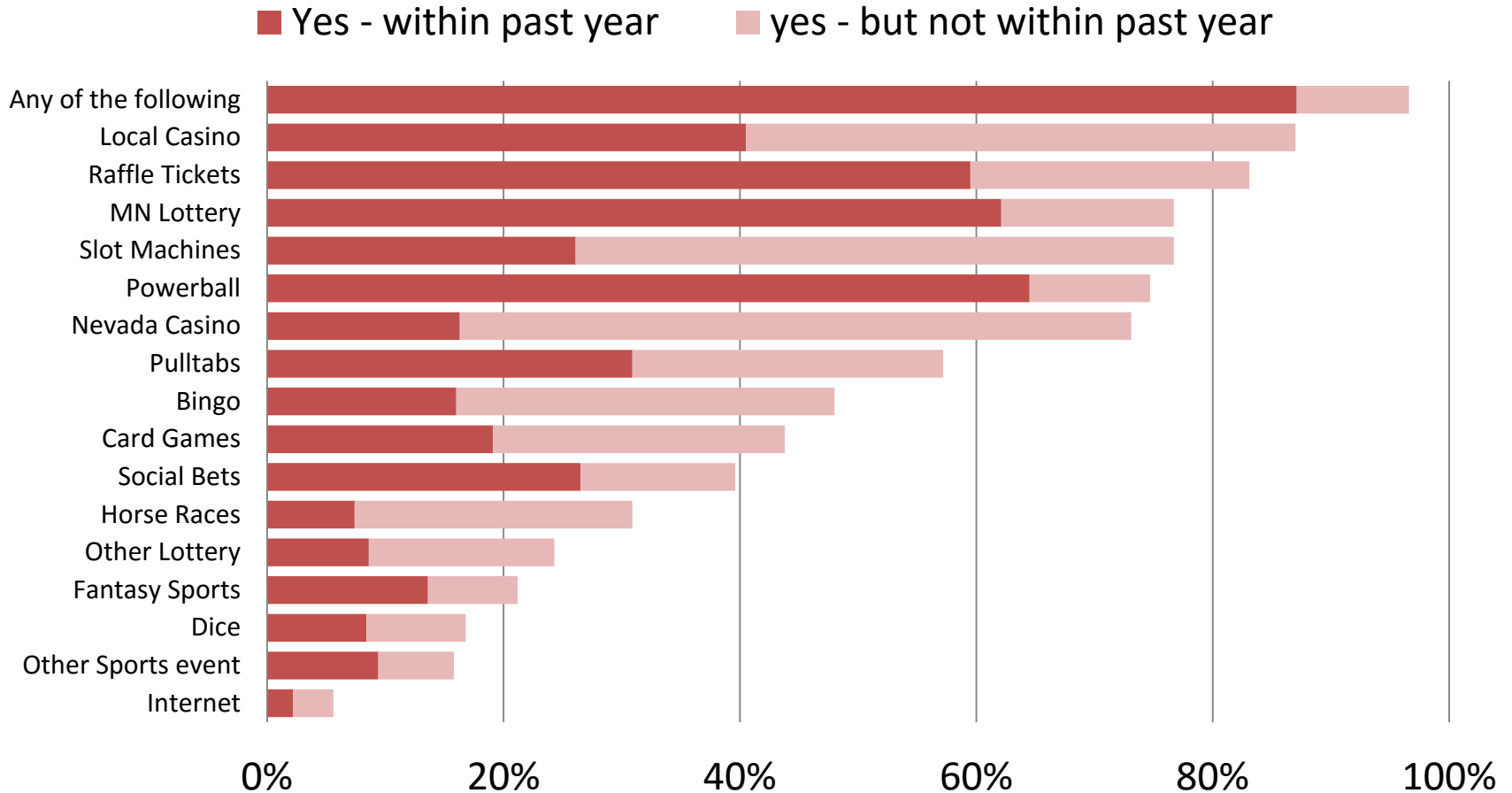
Gambling Participation Rates for Minnesota Seniors



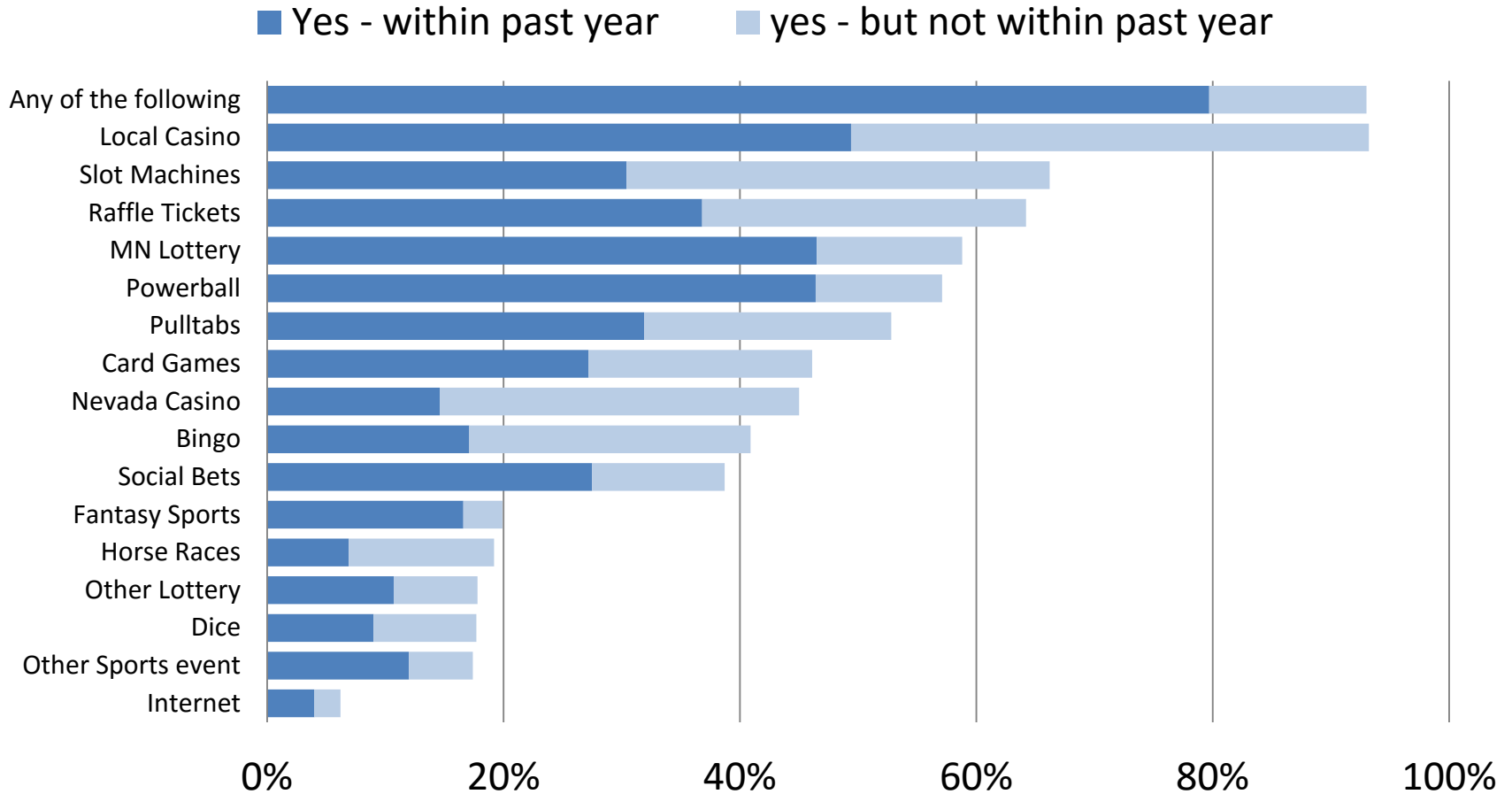
Gambling Participation Rates for Minnesota Baby Boomers



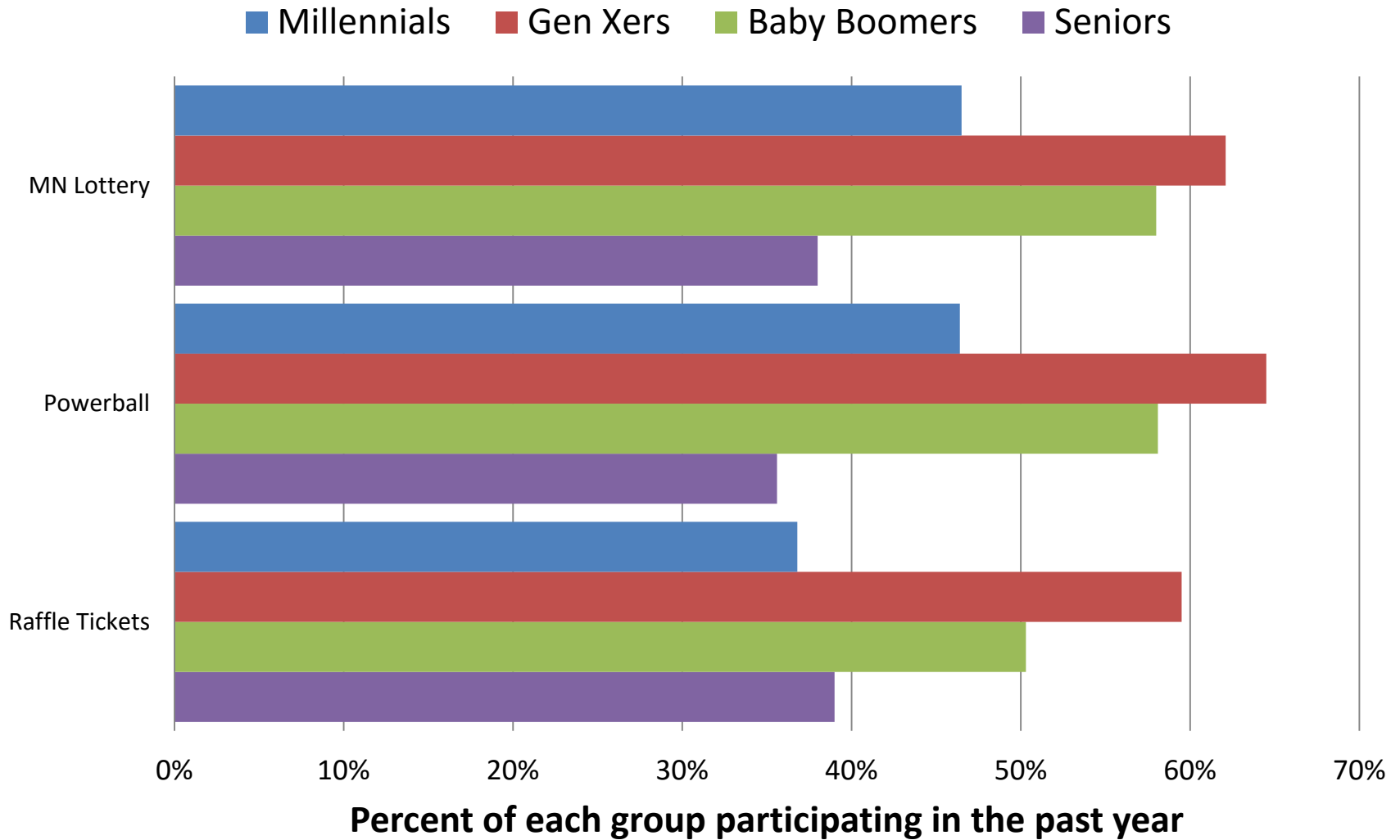
Gambling Participation Rates for Minnesota Gen Xers



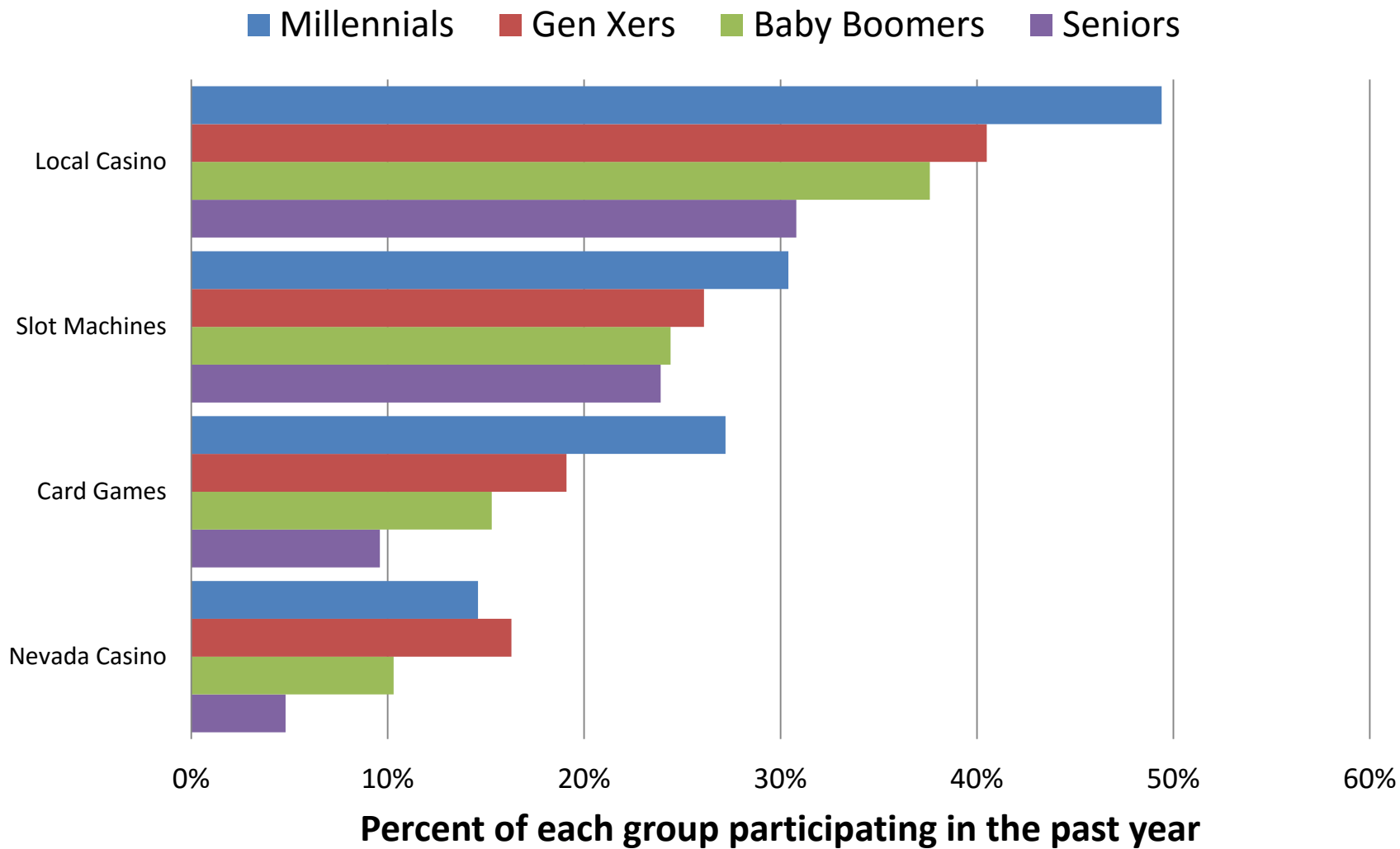
Gambling Participation Rates for Minnesota Millennials



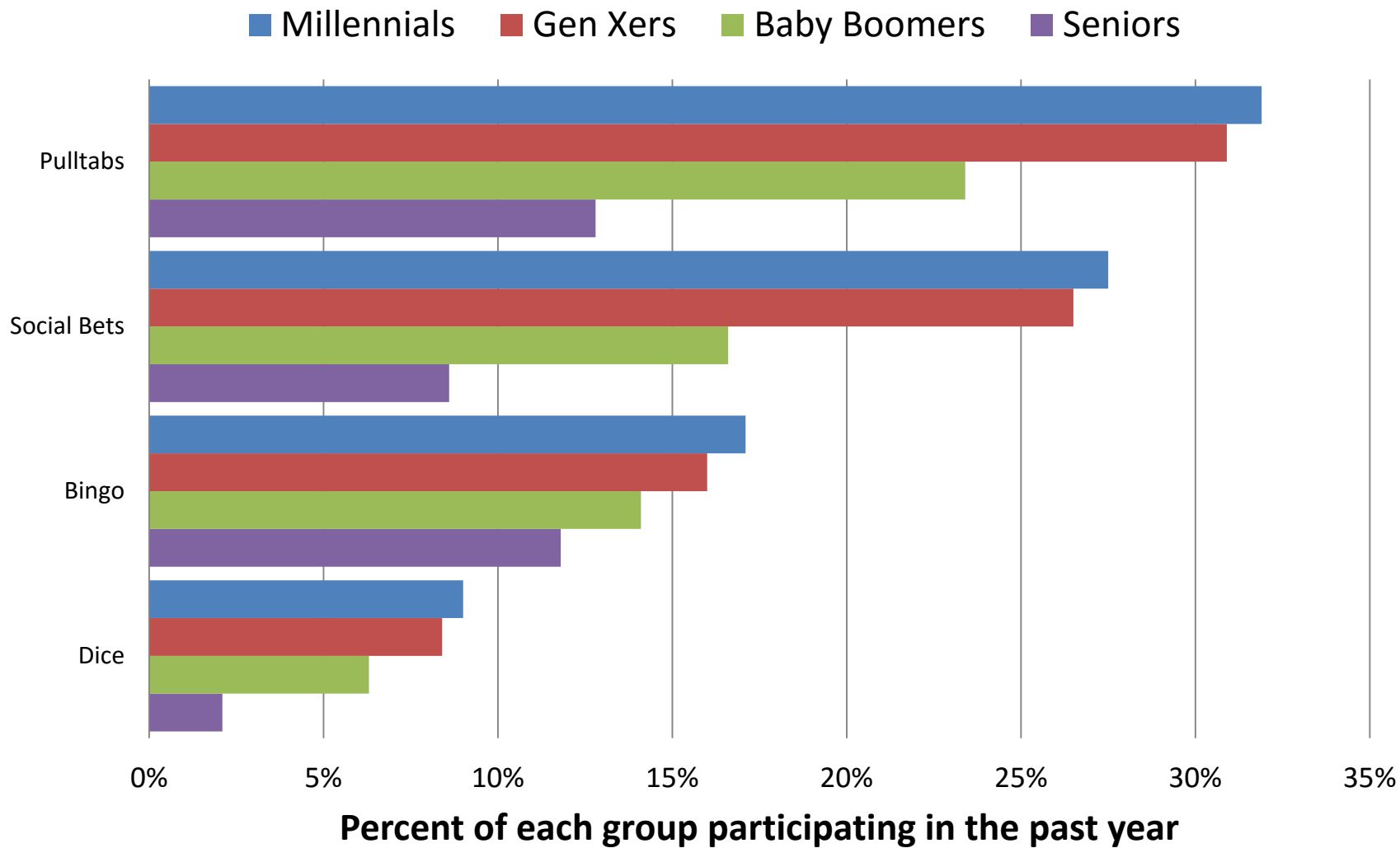
Past Year Gamblers



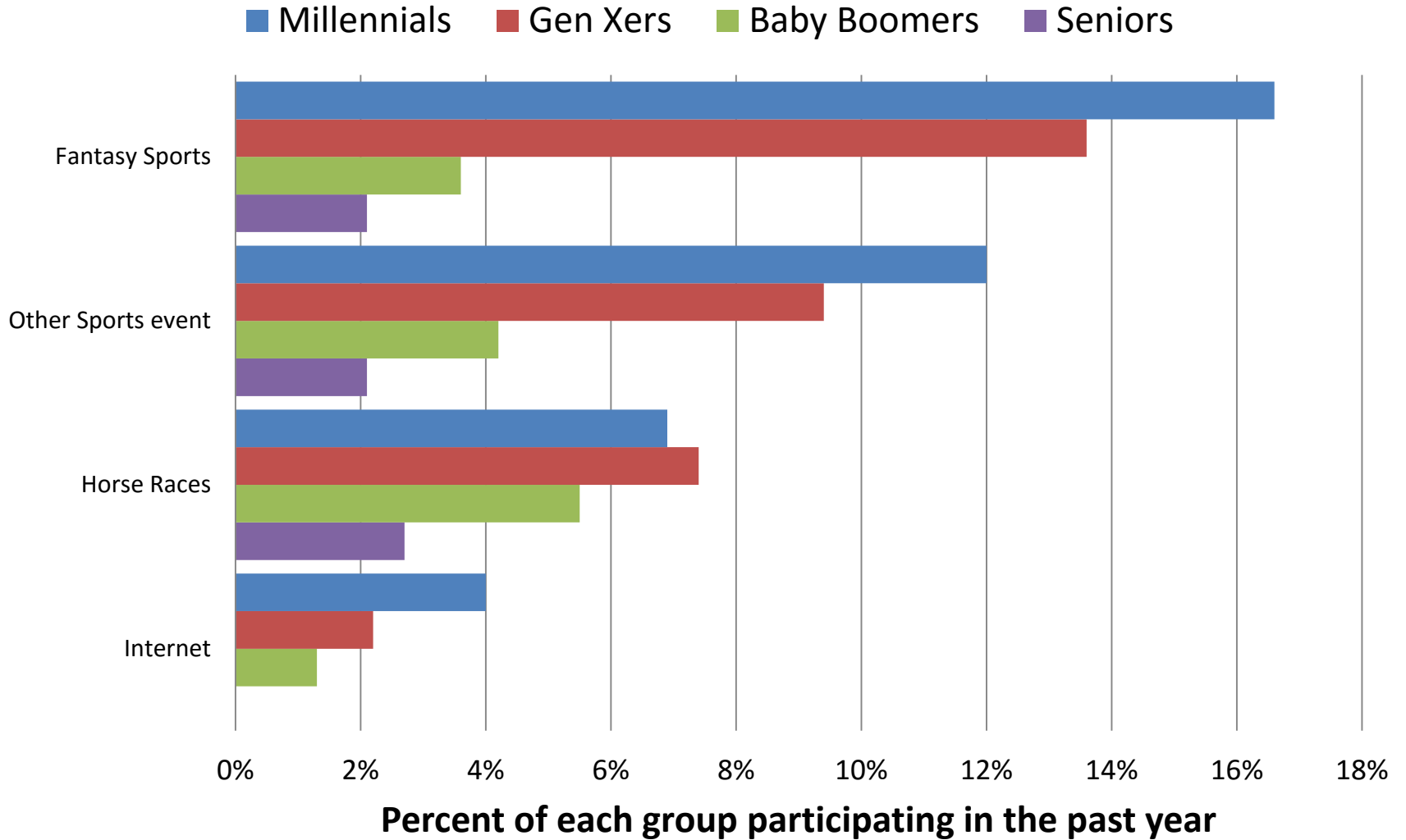
Past Year Gamblers



Past Year Gamblers



Past Year Gamblers



Past Year Gambling Rates

