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
A Day at the Races

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

Metro-Goldwyn-Mayer Picture
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 DANOVIA · WILLIAM DEMAREST · NICKY BLAIR · SALLY BENSON · GEORGE SIDNEY

Hear Elvis sing 4 new songs on his RCA Victor 45 EP record "VIVA LAS VEGAS"
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: 11%
- Gen X: 32%
- Baby Boom: 30%
- Seniors: 27%

United States of America

Map of Minnesota in the United States.
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

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

All gambling in Minnesota should be outlawed

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

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

Yes - within past year | yes - but not within past year
Gambling Participation Rates for Minnesota Baby Boomers

Any of the following: 80% - within past year, 20% - but not within past year
Local Casino: 70% - within past year, 30% - but not within past year
Raffle Tickets: 60% - within past year, 40% - but not within past year
MN Lottery: 50% - within past year, 50% - but not within past year
Slot Machines: 40% - within past year, 60% - but not within past year
Powerball: 30% - within past year, 70% - but not within past year
Nevada Casino: 20% - within past year, 80% - but not within past year
Pulltabs: 10% - within past year, 90% - but not within past year
Bingo: 5% - within past year, 95% - but not within past year
Card Games: 2% - within past year, 98% - but not within past year
Horse Races: 1% - within past year, 99% - but not within past year
Social Bets: 0.5% - within past year, 99.5% - but not within past year
Other Lottery: 0.1% - within past year, 99.9% - but not within past year
Dice: 0.05% - within past year, 99.95% - but not within past year
Other Sports event: 0.01% - within past year, 99.99% - but not within past year
Fantasy Sports: 0.001% - within past year, 99.999% - but not within past year
Internet: 0.0001% - within past year, 99.9999% - but not within past year
Gambling Participation Rates for Minnesota Gen Xers

- Any of the following
- 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

- Yes - within past year
- yes - but not within past year
Past Year Gamblers

Percent of each group participating in the past year

- MN Lottery
- Powerball
- Raffle Tickets
Past Year Gamblers

Percent of each group participating in the past year

<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>Dice</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Bingo</td>
<td></td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Bets</td>
<td></td>
<td></td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Pulltabs</td>
<td>32%</td>
<td></td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>
Past Year Gamblers

Percent of each group participating in the past year

Fantasy Sports
- Millennials: 16%
- Gen Xers: 14%
- Baby Boomers: 4%
- Seniors: 2%

Other Sports event
- Millennials: 12%
- Gen Xers: 10%
- Baby Boomers: 4%
- Seniors: 2%

Horse Races
- Millennials: 7%
- Gen Xers: 9%
- Baby Boomers: 7%
- Seniors: 3%

Internet
- Millennials: 2%
- Gen Xers: 2%
- Baby Boomers: 2%
- Seniors: 2%
Past Year Gambling Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Seniors</th>
<th>Baby Boomers</th>
<th>Gen Xers</th>
<th>Millennials</th>
<th>All Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>64%</td>
<td>82%</td>
<td>81%</td>
<td>79%</td>
<td>78%</td>
</tr>
<tr>
<td>2008</td>
<td>63%</td>
<td>79%</td>
<td>82%</td>
<td>76%</td>
<td>75%</td>
</tr>
<tr>
<td>2009</td>
<td>65%</td>
<td>79%</td>
<td>80%</td>
<td>82%</td>
<td>77%</td>
</tr>
<tr>
<td>2010</td>
<td>64%</td>
<td>79%</td>
<td>80%</td>
<td>74%</td>
<td>75%</td>
</tr>
<tr>
<td>2011</td>
<td>63%</td>
<td>80%</td>
<td>81%</td>
<td>74%</td>
<td>77%</td>
</tr>
<tr>
<td>2012</td>
<td>65%</td>
<td>82%</td>
<td>81%</td>
<td>72%</td>
<td>76%</td>
</tr>
<tr>
<td>2013</td>
<td>66%</td>
<td>83%</td>
<td>85%</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>2014</td>
<td>59%</td>
<td>77%</td>
<td>80%</td>
<td>71%</td>
<td>73%</td>
</tr>
<tr>
<td>2015</td>
<td>62%</td>
<td>72%</td>
<td>80%</td>
<td>71%</td>
<td>73%</td>
</tr>
<tr>
<td>2016</td>
<td>66%</td>
<td>81%</td>
<td>86%</td>
<td>78%</td>
<td>79%</td>
</tr>
</tbody>
</table>