Talkin’ Bout My Generation

Don Feeney

Minnesota Lottery
Seniors

• What’s a lottery?
• Irish sweepstakes
• Casinos in Nevada (but not like now)
• Horse racing popular, depending on where you lived
• Neighborhood bookie
Finland Awarded 1952 Olympic Games

'Bugsy' Siegel Murdered

Senate Labor Fight Rages on After All-Night Session

EXTRA

Rubbed Out in Beverly Hills in Hail of Bullets

L.A. Fails To Get Games
THE YEAR'S BIG MUSIC, LAUGH AND GIRL SHOW!

GROUCHO
CHICO
HARPO

MARX
BROTHERS
WITH ALLAN JONES
O'SULLIVAN

DAY AT THE RACES

A
METRO-GOLDWYN-MAYER PICTURE
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
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
Generation X

• 25 lotteries in 1985
• Casinos expanding nationwide
  – Indian Gaming Regulatory Act passed in 1988
Cameron vs. Ashton

It's a battle of the sexes and they're playing dirty.

What happens in Vegas

In Cinemas May 9
Millennials

- Lotteries in 38 states (2000)
- Casinos in 36 states
- Horse racing scarce
- Internet gaming
- Fantasy sports
- E-sports
Gambler

Herb Johnson
62 yrs old

old
quiet
smoker
friendly
lonely

table's hot

Carter Stebbins

19 yrs old

- friendly
- funny
- fun
- kids active
- outgoing
- married

myself

no kids
not married
Some guys just can't handle Vegas.

The Hangover

Coming Soon
Generation Z

• Lotteries in 44 states (2017)
• Casinos in 39 states
• Horse racing still scarce
• Internet gaming
• Fantasy sports
• E-sports
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%
Past Year Gamblers

- Any lottery game
- Powerball
- Scratch Tickets

Percent of each group participating in the past year.
Participation in Gaming Activities at Casino Minnesota

- **Any gaming activity**
  - MN 18 to 34: 84%
  - MN 35+: 92%

- **Played slots**
  - MN 18 to 34: 62%
  - MN 35+: 80%

- **Any table game**
  - MN 18 to 34: 48%
  - MN 35+: 33%

Source: Ipsos Gaming with Millennials Syndicated Study, 2014
Past Year Gamblers
(Minnesota)

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

<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>Fantasy Sports</td>
<td>16%</td>
<td>14%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Other Sports event</td>
<td>12%</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Horse Races</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Internet</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
It's a bingo! Women, wine and designer handbags make for fun trend

What do you get when you combine the classic game with women, wine and designer handbags?

By Kevyn Burger Special to the Star Tribune | NOVEMBER 2, 2016 — 12:36PM
Past Year Fantasy Sports Participation (Minnesota)

- Fantasy Sports
  - Seniors: 0%
  - Baby Boom: 10%
  - Gen X: 30%
  - Millennials: 60%

- Daily Fantasy Sports
  - Seniors: 0%
  - Baby Boom: 20%
  - Gen X: 10%
  - Millennials: 50%

2016 participation
Can this cause a gambling addiction?

Stressful circumstances in someone’s life

- Millennial: 53%
- Gen X: 56%
- Baby Boom: 54%
- Senior: 33%

Source: NCPG/IPSOS U.S. survey - 2012
Can this cause a gambling addiction?

A lack of willpower

Source: NCPG/IPSOS U.S. survey - 2012
Do the majority of people who receive treatment achieve recovery?

**Percent agreeing**

- **Millennial**: 36%
- **Gen X**: 26%
- **Baby Boom**: 27%
- **Senior**: 27%

Source: NCPG/IPSOS U.S. survey - 2012
Is this needed for recovery?

Attendance at GA or similar group

- Millennial: 44%
- Gen X: 51%
- Baby Boom: 67%
- Senior: 70%

Source: NCPG/IPSOS U.S. survey - 2012
Is it possible for people to fix a gambling problem without treatment?

Source: NCPG/IPSOS U.S. survey - 2012
Can people with gambling addictions reduce gambling to safe levels without quitting altogether?

Percent agreeing

- Millennial: 38%
- Gen X: 25%
- Baby Boom: 21%
- Senior: 22%

Source: NCPG/IPSOS U.S. survey - 2012
Diversity decreases with age

2014 U.S. Diversity Index

- Gen Z: 73
- Millennials: 70
- Gen X: 65
- Boomers: 48
- Silent: 37
There’s been an erosion of taboos

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

Source: Gallup Poll, 2012
... and growing distrust of institutions

% Politically Independent

- Millennials: 50%
- Gen X: 39%
- Boomers: 37%
- Silent: 32%

% Religiously Unaffiliated

- Millennials: 29%
- Gen X: 21%
- Boomers: 16%
- Silent: 9%

Source: 2014 Pew Research Center poll of 1821 U.S. adults
... and people

Percent agreeing that most people can be trusted

- Millennials: 19%
- Gen X: 31%
- Boomers: 40%
- Silent: 37%

Source: Pew Research Center, 2012
Seniors

• How do we reach them?
  – Broadcast or cable TV
  – Radio
  – Print

• Whom do they trust?
  – Authority figures
• How do we reach them?
  – Broadcast or cable/satellite TV
  – Radio
  – Internet
• Whom do they trust?
  – Experts
  – News
Gen X

• How do we reach them?
  – TV Sports
  – Radio
  – Streaming audio
  – Facebook

• Whom do they trust?
  – ???
Millennials

• How do we reach them?
  – Social media
  – Radio
  – Streaming audio
  – Blogs

• Whom do they trust?
  – Their peers
  – Technology
What about Generation Z?

“If you try to treat us like Millennials, it will backfire big time.”

- Jonah Stillman, Age 17

”Generation Z takes in information instantaneously, and loses interest just as fast.”

- Hannah Payne, Age 18
What about Generation Z?

• Formative experiences likely haven’t happened
• How will the gambling environment change during their formative years?
• What cultural images will they be exposed to?
• Will they share millennial attitudes towards technology?
Gen Z and Risky Behavior

- Never or rarely wear a seatbelt:
  - 2013: 8%
  - 1991: 26%

- Have had at least one drink of alcohol:
  - 2013: 66%
  - 1991: 82%

Source: Centers for Disease Control and Prevention
Gambling and Generation Z

• Lotteries in 44 states
• Casinos in 43 states
• Internet gambling widely available, though seldom legal
• Fantasy sports, e-sports, “social” games
Gambling at all by Game 9th Grade Boys

Source: Stinchfield (2011)
What do we know about Gen Z?

- Most do not know a world without smartphones
- They have never been without social networks
  - But they distrust them
- They are fiercely competitive
- They are more private than Millennials
- Their world is “phigital”
Do you really want to spend your golden years hooked up to a machine?

For most seniors, gambling is not a problem. But for others, it becomes a way to cope with the loss of loved ones, retirement, or loneliness. Call for free, confidential help.
Thank you!