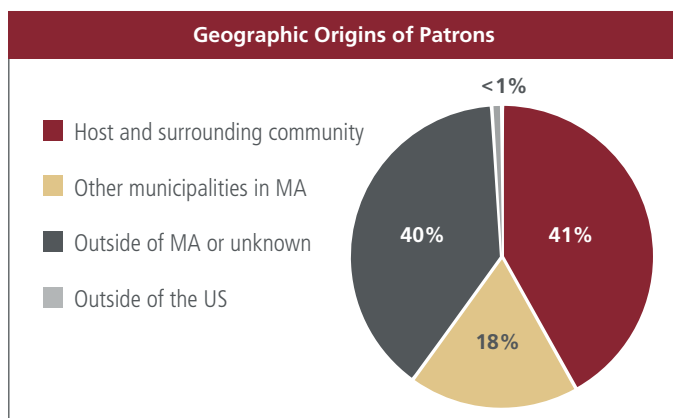


2019 MGM Springfield Patron Survey: A Look at Who is Visiting

MGM Springfield was the first resort-style casino in Massachusetts, opening on August 24, 2018. In 2019, the SEIGMA research team surveyed patrons visiting this new casino. In addition to demographic characteristics, patrons were asked about their gambling and non-gambling activities during this visit. *Patron and License Plate Survey Report: MGM Springfield 2019* provides details of these findings.

Where are patrons from?

A little over 41% of patrons were from Springfield and surrounding communities, about 18% were from other parts of MA, and about 40% were from outside MA.

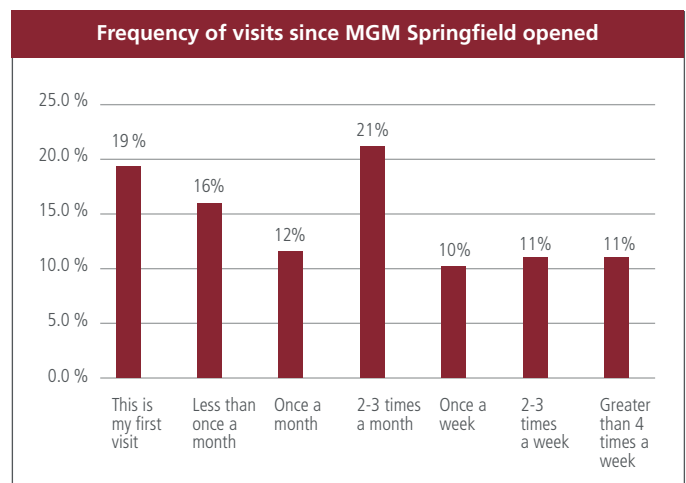


What do the patrons look like?

- **Gender:** fairly equal number of men (52%) vs. women (47%)
- **Race/ethnicity:** the majority were White (68%), with a smaller number of Hispanic (17%), Black (6%), and Asian (5%) patrons
- **Age:** the majority (60%) were middle-aged (35-64), with more younger patrons (23% age 21-34) than older patrons (18% age 65 or older)
- **Annual household incomes:** quite varied, with 16% reporting less than \$30,000, 18% reporting \$30,000-\$49,999, 32% reporting \$50,000-\$99,999, and 35% reporting more than \$100,000
- **Employment:** the majority of the patrons (71%) were employed, and almost one fifth (18%) were retired

How often did they visit MGM?

Approximately one-fifth (19%) of patrons reported this as a first visit. More than half of survey respondents (54%) were regular visitors, coming 2-3 times a month or more, with nearly a third (33%) visiting once a week or more; that number was higher (44%) for patrons from the host and surrounding area.



What games did they play at MGM?

The majority of patrons (84%) reported gambling while on site at MGM Springfield. By far, slot machines were the most popular gambling activity (66%) when compared to table games (28%). Only a very few patrons (2%) reported purchasing lottery tickets, though there are several outlets for doing so within the casino.

Where else did they go to gamble?

Notably, 88% indicated they gambled at other casinos in the past year, with CT being the most frequent (67%), followed by other MA venues (45%), RI (12%), NV (10%), and NY (9%).

Did patrons use responsible gambling resources at MGM?

GameSense is an on-site center, offering a variety of gambling-related resources. Nearly one fifth (17%) of the patrons reported taking written materials from the GameSense kiosk, though fewer (8%) reported speaking with a GameSense Advisor.

SEIGMA PROJECT OVERVIEW

The SEIGMA project is funded by the Massachusetts Gaming Commission as part of a comprehensive research agenda. Experts from several disciplines, with contributions from many groups throughout MA, use state-of-the-art design, rigorous data collection and research methods, and careful analytic approach to establish the effects of casino gambling at state, regional, and local levels.