

## 2019 MGM Springfield Patron Survey: A Look at the Impact of Patron Spending

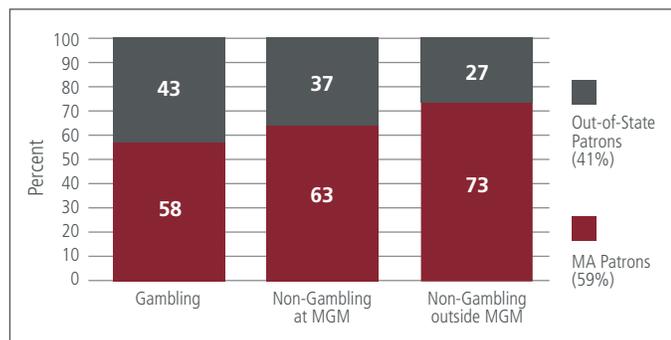
MGM Springfield was the first resort-style casino in Massachusetts, opening on August 24, 2018. In 2019, the SEIGMA research team surveyed patrons visiting this new casino. In addition to demographic characteristics, patrons were asked about their gambling and non-gambling activities during this visit.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

### Why do we care where patrons are from?

Two important goals of the Massachusetts casino law were to **capture** new spending from out-of-state casino patrons, and to **recapture** spending from MA patrons who visit casinos out-of-state but now choose to visit the new MA casinos. Although overall MGM Springfield generated more money from MA patrons than from out-of-state patrons, it still appears that MGM Springfield has been successful with both of these goals.

### Who spent more, MA patrons or out-of-state patrons?

MA patrons spent more. Although out-of-state patrons represented 41% of patrons, they account for a slightly higher percent of the gambling spending (43%), but less of the non-gambling spending both in the casino (37%) and off-site (27%).



### Did the casino capture new spending from out-of-state patrons?

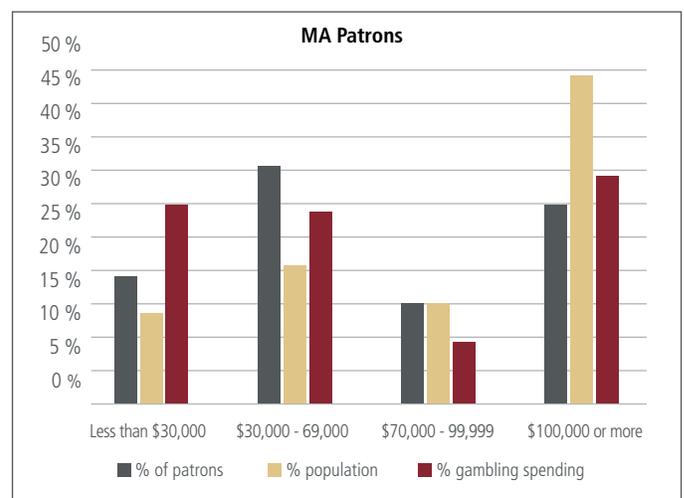
The survey found that 41% of MGM Springfield’s patrons were from out-of-state. Most of them (70%) indicated that the casino is what prompted their visit to Massachusetts. Most of these patrons (88%) gambled while there. Many of them (74%) also spent money on non-gambling activities, such as buying food, both in the casino and in the local community.

### Did the casino bring back (recapture) MA patrons who gamble out-of-state?

The survey found that 59% of MGM Springfield’s patrons were from MA (41% from Springfield and surrounding communities, 18% from other parts of MA). For this visit, almost half (48%) indicated they would have spent their money at a casino in another state if there were no casinos in MA. However, not all of this spending is new economic activity in the state since many MA patrons just moved, or reallocated, their spending from one activity to another. Nearly half (48%) of the MA patrons said they spent less money on other things because of the MA casinos.

### Did lower income people spend more at the casino?

The data suggests that casino gambling at MGM Springfield has a “regressive impact,” meaning people with lower incomes spent relatively more gambling than people with higher incomes. For MA patrons who gambled, 19% had the lowest household incomes (<\$30,000/year) and accounted for more than double of the gambling spending (30%) compared to their presence in the state’s adult population (14%). The opposite was true for the 30% of the patrons who had the highest incomes (\$100,000+), who accounted for about a third (34%) of the gambling spending but represent almost half (49%) of the state’s adult population.



### 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.