

2019 MGM Springfield Patron Survey

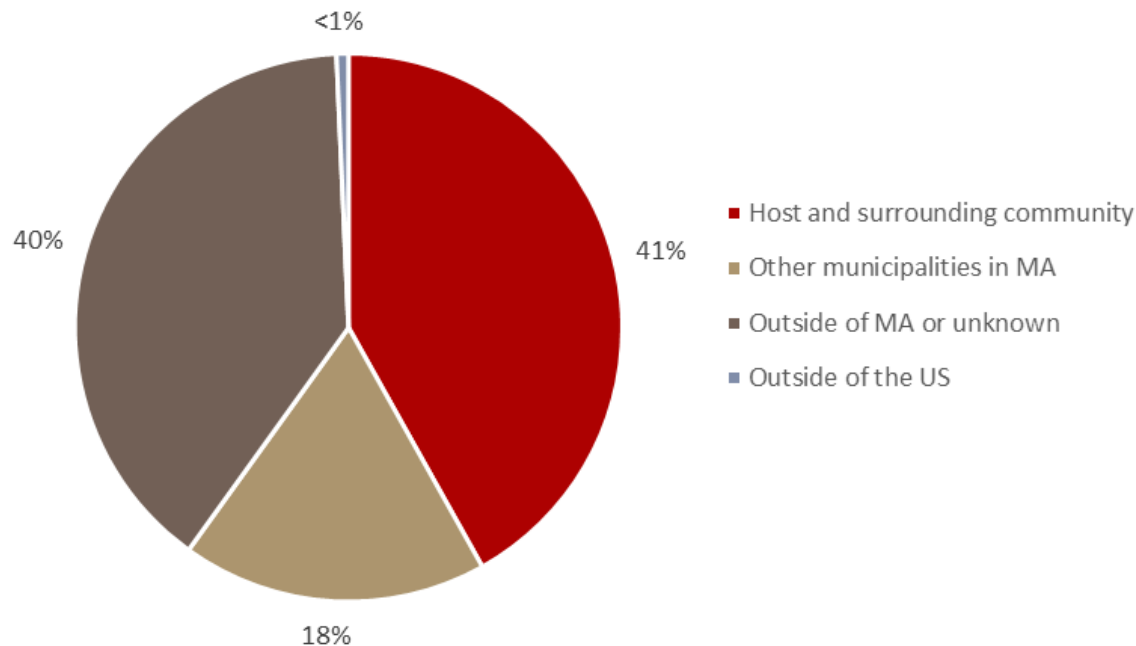
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Patron Survey Logistics

- Surveys take place regularly at each venue
- Rigorous methods used to capture representative sample
 - Survey 6-12 months after opening
 - 2 waves (winter/summer) for potential seasonal differences, spread over 2 weeks each
 - 8 survey days with 6-hour collection periods each
 - Peak/non-peak periods, days (weekday/weekend) and hours (day/evening)
 - Survey teams at multiple exits
 - Approached every 6th patron exiting, record demographics of refusals (for collective weighting)
- Completed 878 surveys with a 21.2% response rate
- Conducted License Plate Survey concurrently

Geographic Origins

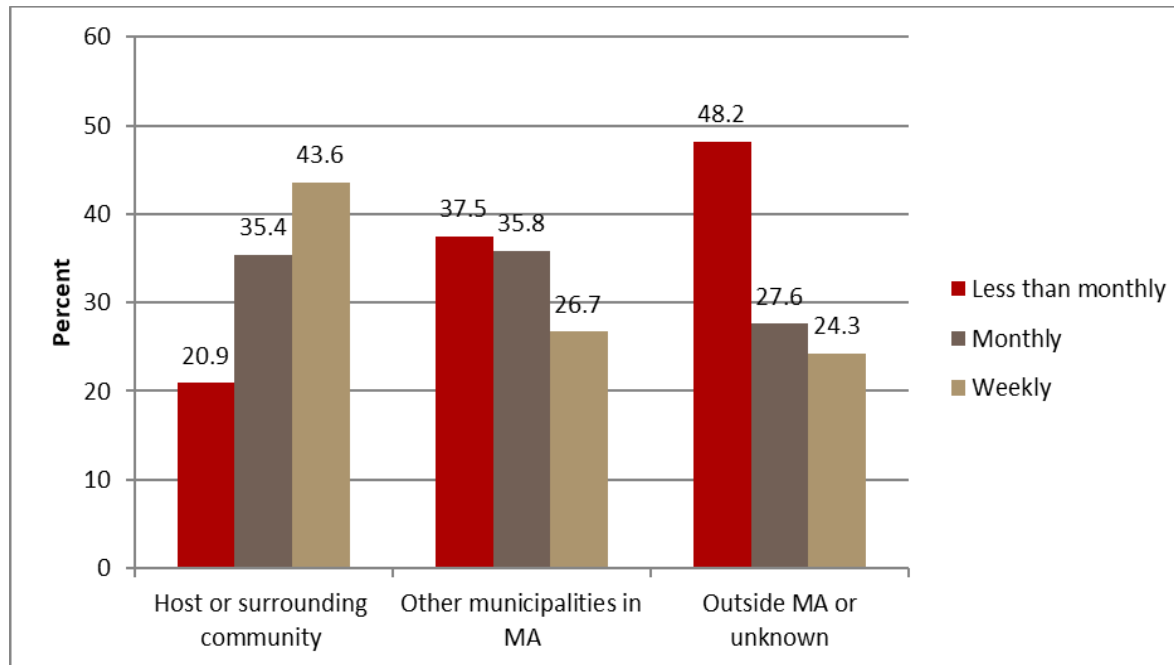
- The majority of patrons (59%) are from MA
 - 41% from the host and surrounding communities (18% Springfield, 23% surrounding communities)
 - 18% from other MA locations
- 41% were from outside of MA



Demographics

- **Gender:** fairly equal number of men (52%) vs. women (47%)
- **Race/ethnicity:** majority White (68%), smaller number Hispanic (17%), Black (6%), and Asian (5%) patrons
- **Age:** 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 varied:**
 - 16% <\$30,000
 - 18% \$30,000-\$49,999
 - 32% \$50,000-\$99,999
 - 35% \$100,000+
- **Employment:** majority (71%) employed, almost one fifth (18%) retired

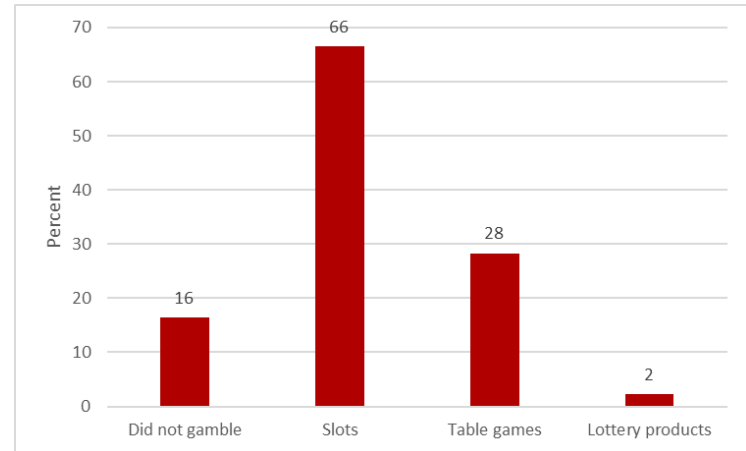
Frequency of Visitation



- 19% of all patrons reported this was their first visit
- 54% reported 2-3 times a month
- 33% reported visiting once a week or more (44% for HSC)

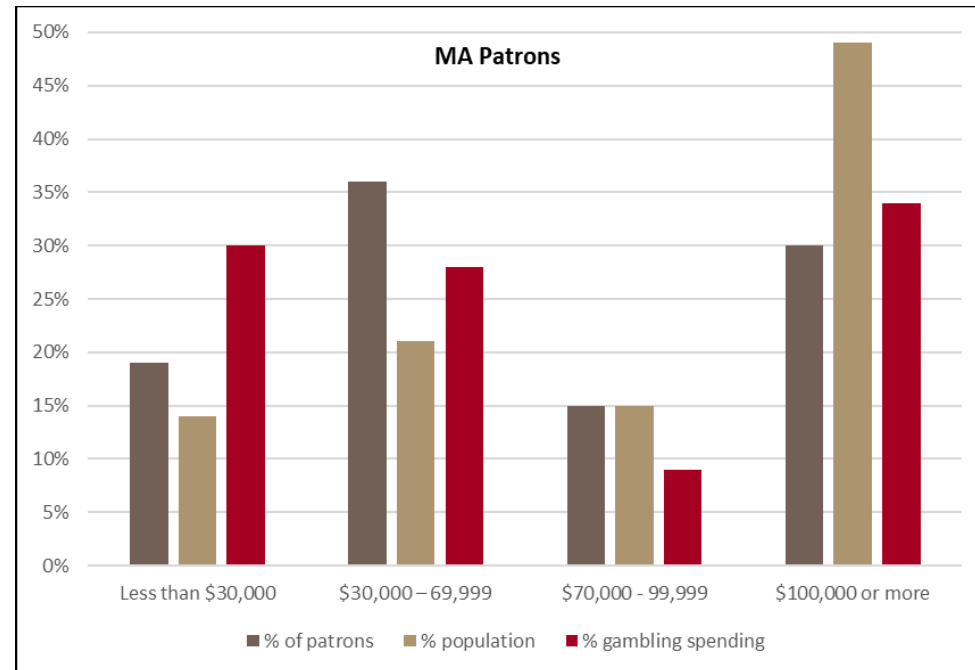
Activities

- Gambling activities
 - 84% gambled during this visit
 - 66% played slots
 - 28% played table games
- Non-gambling activities
 - 72% spent on non-gambling activities in MGM
 - Most of that was F&B (61%), followed by entertainment areas such as the cinema, arcade, bowling, etc. (14%)
 - 49% spent money engaged in off-site activities
 - Again, F&B was most frequent (23%)
- GameSense
 - 17% took materials from GameSense kiosk and 8% spoke to advisor



Impact on Lower Income MA Patrons

- Do lower income people spend more at the casino?
- Lowest income group:
 - % patrons: 19%
 - % population: 14%
 - % casino gambling spending: 30%
- Highest income group:
 - % patrons: 30%
 - % population: 49%
 - % casino gambling spending: 34%



- Data suggests casino gambling at MGM has a “regressive impact”

Thank you!

Questions and Comments