

## First-of-its-Kind Patron Survey at Plainridge Park Casino: Who is Spending and How Much?

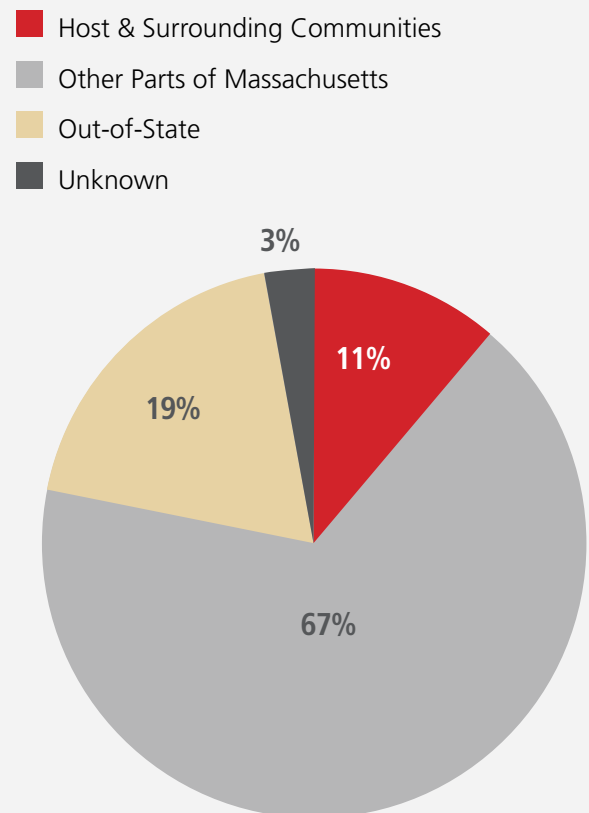
In 2016, the SEIGMA research team conducted a patron survey at Massachusetts' first casino, Plainridge Park Casino (PPC). The efforts to make this PPC patron sample as representative as possible make this research first-of-its-kind.

The [Patron and License Plate Survey Report: Plainridge Park Casino 2016](#) sheds light on where patrons come from, how much they spend, and whether it is being redirected from other MA businesses.

### The results showed:

- The majority of PPC patrons were from Massachusetts
  - 11% from Plainville or nearby towns
  - 67% from other Massachusetts communities
- 19% of patrons were from outside the Commonwealth
- Nearly 90% of PPC patrons had visited casinos in other jurisdictions in the past year
  - The majority visited Connecticut (72%) and Rhode Island (56%) casinos
- Massachusetts residents spent approximately \$135 million on gambling at PPC. Non-Massachusetts residents spent approximately \$37 million on gambling at PPC
- 58% of gambling spending and 50% of non-gambling spending was "recaptured" (patrons would otherwise have spent these dollars at an out-of-state casino)
- 26% of gambling spending by Massachusetts residents was "reallocated" from other goods and services in the Commonwealth

**Geographic Origin of Plainridge Park Casino Patrons in 2016**



### SEIGMA PROJECT OVERVIEW

SEIGMA is a project that uses experts from several disciplines to carry out the different parts of the Massachusetts Gaming Commission's research effort. The project team is dedicated to working closely with many other groups throughout the Commonwealth. The study uses a state-of-the-art design, rigorous data collection and research methods, and a careful analytic approach to establish the effects of casino gambling at state, regional, and local levels. The SEIGMA team collects its own data as well as using data gathered by other organizations. The SEIGMA study is funded by the Massachusetts Gaming Commission.