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BAY STATERS MADE MORE THAN SEVEN MILLION VISITS IN 2008 TO NEW ENGLAND'S RESORT CASINOS AND SLOT PARLORS

Massachusetts' residents made more than 7 million visits to Connecticut's resort casinos and Rhode Island's and Maine's slot parlors in 2008, despite the onset of a Great Recession, according to *Playing The Odds II*, a survey of New England residents' gambling behavior, conducted by the Center for Policy Analysis (CFPA) at the University of Massachusetts Dartmouth.

The study, which interviewed 3,981 New Englanders, measures the socio-economic demographics of New England's casino and racino patrons, as well as their attitudes toward the gaming and non-gaming amenities offered by the region's resort casinos and slot parlors.

The findings reveal that the average slot machine patron at Foxwoods and Mohegan Sun is a woman, 40 or older, with a high school diploma or associate's degree, and an annual family income of \$25K-\$75K. A secondary group of slot players consists of males with the same demographic profile. Both groups willingly travel 60 minutes or more -- bypassing Rhode Island's slot parlors -- to take advantage of additional gaming options, such as table games, non-gaming and entertainment amenities, and because of the more appealing general atmosphere and physical attractiveness of a resort casino.

Conversely, the average table game player at Foxwoods and Mohegan Sun is a male, 40 or younger, earning a minimum of \$75K, and possessing bachelor's degree or higher.

CFPA's survey found that Bay Staters made more than six million visits to Connecticut's Foxwoods and Mohegan Sun resort casinos, about one million visits to Rhode Island's Twin River and Newport Grand slot parlors, and less than 10,000 visits to Maine's Hollywood Slots.

Bay Staters showed an overwhelming preference for Connecticut's resort casinos, with 86% of their total gaming visitations dedicated exclusively to Foxwoods and Mohegan Sun. As with previous surveys, 76% of all New Englanders, including Massachusetts residents, who visited Foxwoods or Mohegan Sun report that they do not visit Twin River or Newport Grand, despite the closer proximity of most residents to those facilities.

More than 1.1 million Massachusetts residents aged 21 and older visited Foxwoods an average of 3.3 times each in 2008, accounting for more than 3.7 million visits. More than 850,000 Bay Staters of legal age visited Mohegan Sun an average of 2.7 times each last year, accounting for nearly 2.3 million visits. About 24% of all Massachusetts adult residents -- nearly one-of-every four -- visited Foxwoods in 2008, while 18% of all Bay Staters --- nearly one-of-every five --- visited Mohegan Sun last year.

More than 236,000 Bay Staters visited Twin River an average of 2.6 times each, and 55,000 visited Newport Grand an average of 6.9 each times in 2008. About 4.7% of all Massachusetts residents of legal age in 2008 visited Twin River, while 1.1% of all Bay Staters visited Newport Grand.

Bay Staters visiting Connecticut's resort casinos are 53% male and 47% female, while Bay State patronage of Rhode Island's slot parlors is 54% male and 46% female.

Among Bay Staters patronizing Connecticut's resort casinos, 70% earn \$45K or more annually, while only 11% earn less than \$25K.

Among Massachusetts residents visiting Rhode Island's slot parlors, only four percent earn less than \$25K; while 68% earn \$45K or more annually..

Of Massachusetts residents visiting Connecticut's resort casinos, just 4% had less than a high school education; 32% possessed a high school education only; 32% attended college or achieved an A.A. degree; while 32% attained a B.A. degree or more.

Of Bay Staters visiting Rhode Island's slot parlors, about 5% had less than a high school education; 35% possessed a high school education; 32% attended college or achieved an A.A. degree; and 28% attained a B.A. degree or more.

Among Massachusetts residents visiting Connecticut's resort casinos, those aged 21-29 account for 27% of patrons; age 30-39, 17%; 40-49, 17%; 50-59, 16%; 60-69, 12%; and those 70 and older, 11%.

Among Massachusetts residents visiting Rhode Island's slot parlors, those aged 21-29 account for 23%; 30-39, 6%; 40-49, 16%; 50-59, 20%; 60-69, 20%; and those 70 and older, 16%.

About 85% of Foxwoods and 78% of Mohegan Sun visitors report spending money gambling at the casinos in 2008. However, 15% of Foxwoods and 22% of Mohegan Sun visitors report they did not gamble during their visits to the casinos, but instead spent money on non-gaming amenities, such as lodging, dining, shopping, concerts and entertainment, golf, and spa services.

Rhode Islanders made more than 2.8 million visits to the region's resort casinos and slot parlors, with about 1.5 million of those visits to in-state slot parlors -- Twin River and Newport Grand -- 1.3 million visits to Foxwoods and Mohegan Sun, and just a handful of visits to Maine's lone slot parlor.

By gender, 53% of males and of 47% of females comprise Rhode Islanders' patronage of Connecticut's resort casinos, while 49% of males and 51% of females comprise Rhode Island patronage of its in-state slot parlors. The propensity of more females than males visiting Twin River and Newport Grand is a demographic effect of Rhode Island's slot parlors not offering table games.

Ocean State residents dedicated about 57% of their overall visitations to their home state slot parlors and 43% of their visitations to Foxwoods and Mohegan Sun.

New Hampshire residents made about 400,000 visits to New England's resort casinos and slot parlors -- 376,000 visitations to Connecticut's resort casinos and about 21,000 visits to the region's slot parlors, mostly Hollywood Slots in neighboring Maine.

By gender, males account for 58%, and females for 42%, of New Hampshire's patronage at Connecticut's resort casinos.

Despite their proximity to Maine, Granite Staters overwhelmingly prefer visiting Connecticut's resort casinos, rather than Maine's slot parlor. About 96% of New Hampshire residents' casino or slot parlor visitations went to Foxwoods and Mohegan Sun.

An overwhelming majority of Massachusetts, Rhode Island, and New Hampshire residents reside closer to Rhode Island's and Maine's slot parlors than they do Connecticut's resort casinos. Yet the majority of those residents prefer to travel farther to access a resort casino -- anywhere from 30-60 minutes more -- than to visit a more convenient slot parlor.

About 66% of Foxwoods' visitors and 67% of Mohegan Sun New England visitors report traveling more-than-60 minutes to visit either resort casino, while 60% of Twin River patrons and 33% of Newport Grand patrons report traveling 30-minutes-or-less to patronize either slot parlor.

The full study, detailing Massachusetts, Rhode Island, New Hampshire, Maine and Connecticut survey data on New England's resort casinos and slot parlors may be accessed at:

<http://www.umassd.edu/seppce/policyanalysis/index.html> under "What's New!"