

**Aging Near a
“Hometown” Casino:
The Impact of
Plainridge Park Casino
on Older Adults in the Region**

Revised, March 2021

Supported by the Massachusetts Gaming
Commission

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Contributors and Acknowledgements

This report was produced by The Center for Social and Demographic Research on Aging (CSDRA), a research unit within the Gerontology Institute at UMass Boston's McCormack School. The CSDRA provides resources and research expertise to communities, non-governmental organizations, and other agencies throughout the Commonwealth. Significant contributions were made by staff from the Massachusetts Council on Gaming and Health (MACGH) formerly the Massachusetts Council on Compulsive Gambling (MCCG). The MACGH is a private, non-profit public health agency that advocates for responsible gaming and gambling practices and services.

Caitlin Coyle, PhD and Cindy Bui, MS, from CSDRA and Phil Kopel, MA of MACGH developed the contents of this report. We offer our appreciation to the directors of senior centers located in the following communities for their time and input: Attleboro, Canton, Dedham, Foxborough, Medfield, Norfolk, North Attleborough, Norton, Norwood, Plainville, Sharon, Walpole, Westwood, and Wrentham. As well, we are grateful to a member of the Board of Selectmen in Plainville for their perspective. We are grateful to the Game Sense Advisors that provided their key insights and facilitated survey completion within the casino. We acknowledge with gratitude the Massachusetts Gaming Commission for funding this project. We are grateful as well to the residents of these communities for sharing their thoughts as an invaluable part of the data collection.

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Recommended Citation

Coyle, Caitlin, Bui, Cindy N., and Kopel, Phil. "Aging Near a 'Hometown' Casino: The Impact of Plainridge Park Casino on Older Adults in the Region." (March 2021). *Center for Social and Demographic Research on Aging Publications*.

Introduction

As older adults leave the workforce and enter retirement, they have more time for leisure activities. Casino-going has become a popular social leisure activity among older adults (McNeilly & Burke, 2001), which has stirred concerns for problem gambling risks among a potentially vulnerable population of older adults with decreased sources of disposable income and diminished health capacities (Zaraneck & Lichtenberg, 2008). While there is no consensus regarding whether older age itself is related to greater risks of problem gambling (e.g., Zaraneck & Chapleski, 2005; Martin, Lichtenberg, & Templin, 2011), general characteristics that are associated with increased risk of problem gambling include being unemployed, having a lower household income, and having poor physical and mental health (Volberg et al., 2017). These risk factors are more common in later life and thus may indicate greater vulnerability of the older population for developing problem gambling behaviors when a casino is made available in their local community. More research focused on older adults and casino-going is needed to understand their experiences and how to tailor preventive efforts.

The Social and Economic Impacts of Gambling in Massachusetts (SEIGMA) project reported that 71% of older adults aged 65 and over in the state had gambled in the past year, but the rate of problem gambling among older age groups did not significantly differ from that of the general population (Volberg et al., 2017). Older adults may therefore *not* be at greater risk of developing problem gambling behaviors. Rather, another alternative explanation could be that older adults are using casinos as a positive asset in their community for socializing opportunities (Hagen, Nixon, & Solowoniuk, 2005). Other studies have shown that older adults more often cite intrinsic, rather than extrinsic, motivations for going to a casino (Martin et al., 2011). For example, one study found that the most common motivations for casino-going among older adults were seeking excitement, wanting to socialize and avoiding boredom, while the least common motivations were to pay off debt and gambling addiction (van der Maas et al., 2019). Additionally, motivations related to entertainment were associated with lower odds of problem gambling. Therefore, the current understanding regarding older adults' motivations for casino-going and the impact that such activity has on an older adult's life remains unclear.

Research on casino-going among older adults have predominantly examined the impact on the individual, and less have examined the community impact of having a casino introduced to a region, specifically in relation to the area's aging services. Senior centers (also referred to as Councils on Aging in Massachusetts) provide community-based services and support, and serve as a nexus of social opportunity, transportation and health services for local older residents. Senior centers often provide trips to casinos for their clientele (Higgins, 2001) and their services may also be impacted when a casino is made available nearby. Senior centers thus can provide

important insights on the community impact a casino brings, or may potentially bring, to their services and clientele. However, senior centers have been largely unexplored in the relationship between older adults and casino-going.

The present study aims to describe the impact of the Plainridge Park Casino (PPC) on older residents and aging services in the casino’s surrounding community. PPC was the first fully operating casino in the state of Massachusetts that opened in 2015, and contains only slot games. On their website, PPC self-identifies as the “hometown casino” (Figure 1). PPC is located in the Health and Social Services Consortium, Inc. (HESSCO) catchment area of Massachusetts, which is a network of health and supportive services for older adults in the southern region of the state. From the American Community Survey, older adults (ages 65+) make up about 15% of the population in communities surrounding PPC, and they predominantly identify as White, graduated high school and speak English as their primary language at home. While PPC has been operating in Plainville, MA for five years now, little is known about how it has impacted the region’s older adult community and community-based services for older adults.

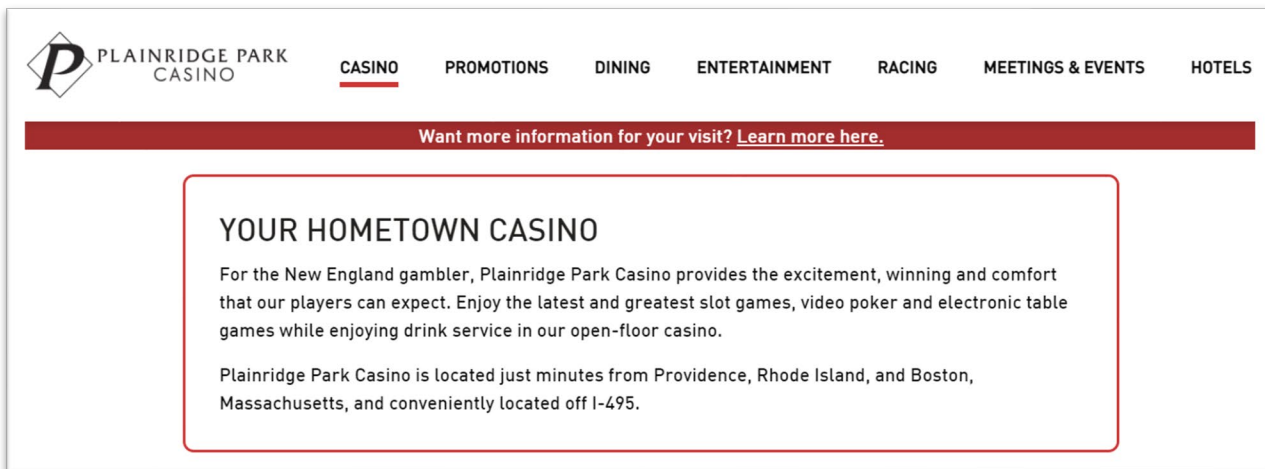


Figure 1. Picture taken from PPC website on February 2021.

While older adults comprise a substantial and growing demographic of casino patrons (Martin et al., 2011), it is not clear how having a casino in the community affects the aging experience. In 2018, the SEIGMA Research Team reported that PPC has brought positive economic impacts to the region and state (e.g., employment levels, increased number of business establishments), while having minor negative social impacts (e.g., problem gambling rates, crime rates, financial problems; SEIGMA Research Team, 2018). This project aims to contribute to the current knowledge by using a mixed methods research approach to gather perspectives from senior center directors in the community, responsible gambling advisors located in the casino,

and older residents themselves, to understand how a casino can impact older adults and their community. This study is guided by the following research questions:

- How do local senior centers interact with PPC?
- What are the opinions of local older community residents about PPC?
- What are some patterns among PPC's older patrons?

Methods

The present study encompassed three phases that combines qualitative and quantitative methods. **Phase 1** consisted of qualitative interviews with senior center directors about their interactions with the local casino PPC. We interviewed 13 directors and 1 board of selectman from communities surrounding PPC, which includes Attleboro, Canton, Dedham, Foxborough, Medfield, Norfolk, North Attleborough, Norton, Norwood, Plainville, Sharon, Walpole, Westwood, and Wrentham. These communities were selected by first drawing from the list of communities served by the HESSCO aging services network; next, we combined this list with the host and surrounding communities that SEIGMA identified as impacted by PPC; finally, we included additional communities that were recommended by senior center directors during their interviews. Guiding questions for interviews (Appendix A) encompassed previous interactions with PPC and ideas on how PPC could potentially play a role in their operations. Participation was voluntary, and the three members of the research team conducted individual interviews with executive directors at a time of the directors' convenience. Interviews were conducted either in person at the senior center location or by phone. Interviews lasted from 30 to 60 minutes and were recorded and transcribed. Qualitative data from this phase were analyzed using the constant comparison method (Memon et al., 2017). This method is a multi-step process that begins with each researcher independently coding each transcript and developing initial lists of thematic categories, also referred to as "codes." Independently derived codes were then cross-checked (i.e., compared, discussed and negotiated) between researchers for intercoder reliability. This constant comparison is continued until the researchers reached a refined list of codes and their units from transcripts are clearly defined, agreed upon and checked for overlap.

Phase 2 consisted of a quantitative survey distributed to the local older population surrounding PPC to understand their perspectives about and interactions with the local casino as well as their community and social network. Survey questions included topics such as gambling and non-gambling interactions with the casino, the participant's social network characteristics, gambling behaviors, a screen for risk of problem gambling, and perception of the casino impact on community safety, quality of life, and economic stimulation. This survey was administered in hard-copy and completed surveys were collected by members of the research team in the Spring

of 2020 (prior to the COVID-19 pandemic). Participants were recruited through convenience sampling, using senior centers that participated in Phase 1 as well as the GameSense advisors at the information booth located at PPC. Participants who completed the survey were offered a thank you gift valued under \$10 (e.g., pill box, mug, jar opener). The current survey sample size is $N_2 = 459$, which was collected before the statewide quarantine and closures due to the COVID-19 pandemic went into place.

Phase 3 of this project consisted of a focus group with GameSense advisors (GSA) from PPC. Participants were recruited through Massachusetts Council on Compulsive Gambling, which oversees the GameSense program. Participation was voluntary and thus there was no consequence for not participating. Focus groups were organized virtually and guided by questions that encompass their professional interactions with and perspectives about older patrons (Appendix B). Five GSAs from PPC participated in the focus group. Using the constant comparison method as explained in Phase 1, themes were identified. Although results are not reported here, the research team took the opportunity of the remote work during the pandemic and conducted additional focus groups with GSAs from Springfield MGM (7 GSAs) and Encore Boston Harbor (10 GSAs) to garner a preliminary comparison with PPC. Supplementing these focus group thematic findings are quantitative data from the GSA Interaction Checklist, a dataset from the previous year collecting information on GSA interactions with patrons at PPC. This data encompasses GSAs' general reports on their interactions with patrons (e.g., time of day, estimated age range), and does not include any identifiable information of patrons.

Results

Phase 1: Hearing from senior centers in communities surrounding PPC

Key-informant interviews were conducted with 13 senior center directors and 1 member of the local Board of Selectmen, all stakeholders that represented the communities surrounding PPC. Interviews were conducted in-person or by telephone, at the discretion of the interviewee. The purposes of these conversations were 1) to understand existing interactions between local seniors and senior centers with PPC; and 2) to identify opportunities to promote responsible gambling among older residents of the communities surrounding PPC. A majority of interviews were audio recorded and transcribed into text. In some cases, notes were taken by the interviewer and used for analysis in lieu of verbatim transcripts. All materials were reviewed by

the research team and emerging themes were developed. A summary of these themes is included in this section¹.

For most of the surrounding senior centers, PPC may as well “not exist.”

Although within close proximity to PPC, senior centers in the surrounding community viewed the casino as having very little, if any, impact on their clients and operations. Some senior centers conducted regular casino trips, but none were to PPC. Directors believed PPC was too close to be considered a desirable “day out” for their clients, and clients could get there themselves if they wished. Many senior centers have not reached out to PPC, and they pointed out that PPC had not engaged with them either.

I know it's right there, literally five minutes down the street, but you know, it just doesn't affect us. And because we haven't had any interaction with them and we don't take our seniors there, I really don't hear too many people talk about it.

If they wanted to embrace the community, they would reach out to me and say ‘what could we do for you?’ You're bordering and we, you know, we'd like the seniors to see the place. I mean, they didn't even offer tours or anything, you know what I mean? Even if they said, if we have a [pop in] one morning, and we'll provide coffee and Danish and people can come in and see the place and take the tour.

Senior centers are open to having non-gambling interaction with PPC.

Even with limited existing interaction, senior center directors were open to developing more innovative collaborations with PPC. They acknowledged that senior centers and PPC could be targeting the same age group in the region, and that there were resources PPC could offer that would support senior centers. For example, senior centers are often limited on funding and physical building space, which is a continuous challenge when hosting events (e.g., holiday dinners) for the older community. Because they have seen or heard of PPC being used as a community resource in other instances (e.g., cooling center during summer, on the free GATRA transportation route), directors believe that senior centers can also tap into the casino as a low-cost community resource. Senior centers could benefit from discounted event space or sponsoring of events by PPC.

One senior center really needs space as they we don't have much space at their site (an old firehouse) to do as many events as their clients would like (e.g., line dancing, big Thanksgiving dinner). They would be interested in PPC if the casino offered space to host events. The senior

¹ All text in italics indicates verbatim quotes from participants and in some cases from the notes taken about the interview.

center inquired about opportunities for PPC funding in surrounding communities, but were rejected as they were not in the host community.

We would like to have a place where we could have a function and pay \$250 for the room. And they have a nice area because I used it for my high school reunion. But they wouldn't, you had to pay a lot of money to rent it. And then you got to do their food.

Older adults are generally perceived as responsible gamblers.

As directors discussed PPC, there was little to no concern about problem gambling among their senior center clients. Rather, they believed that social interaction and recreational activity were the primary drivers of casino-going among senior center participants. Directors believe PPC is less attractive to their clients in comparison to other nearby casinos because PPC lacks other non-gambling entertainment options. They related casino-going to the groups that come to their senior center regularly to play cards, Bingo, or other types of gambling games – including those that are not played for money. Directors did not show any concern for these play groups at their center, but rather praised some of them for being self-led and independent in managing their own group and consistency. They thought residents who play Bingo at local senior centers seem to be more likely to also engage in casino-going, and acknowledged that if Bingo were offered at PPC, it would most likely be more popular among their clients.

Well the couple of people who might gamble are my Bingo players. And I don't think Plainridge has Bingo. I think if they did, it would be an issue because [there are] a lot of dedicated people. I know one lady who is 99 that comes to Bingo. And she comes every week, and that seems to be more of a draw with the senior population.

Even though it's a little bit of a joke, there's a bingo group here that, you don't mess with Bingo. You can't even interrupt Bingo. You can't do anything. I can't even walk through the room because they're in it. This is for nothing, this isn't for money...You're getting candy, but they're in that game.

In summary, Phase 1 results indicate that COAs surrounding PPC have very limited interaction with their hometown casino. Additionally, problem gambling is not a concern among COA participants, and directors assume responsible gambling behavior among their clients is mostly driven by social motivations. COAs are open to potential connections with the casino, viewing PPC as a potential community resource they could draw upon to serve the local older age group. COAs are often seeking additional funding and space for hosting activities, and PPC could positively contribute to the aging community by sponsoring COA events. As previously reported by the SEIGMA research team, surrounding communities have not faced many negative

effects of being near PPC. Our research supports this finding. Surrounding senior centers have also observed the positive impact of PPC in their communities, and there is more potential and opportunity for the casino to contribute specifically to the surrounding aging community.

Phase 2: Community resident perspective – Findings from a community survey

Phase 2 of the study focuses on the community resident perspective, in which we distributed a survey to gather opinions and experiences of PPC directly from older adults living in the area. Comparisons were made between those who have visited PPC and those who have not, and in some cases, with those who have never been to a casino. These comparisons were selected to highlight the characteristics of older casino-goers and to identify differences in the experiences with and perception of the “hometown casino.” Frequencies and cross-tabulations for survey questions are provided in Appendix C and Appendix D.

Table 1 displays descriptive statistics of the survey sample. Among the entire sample, slightly more respondents have been to PPC compared to those who have not. The sample is mostly female, predominantly identifies as White race/ethnicity, and live within 20 miles of PPC. Half of the respondents have some higher education. A majority of respondents are retired, living alone or with their spouse/partner, and agree that they have adequate resources to meet their financial needs (i.e., report being economically secure).

Table 1 also presents bivariate statistics in which respondents who have been to PPC are compared to those who have been to casinos but not PPC and those who have never been to casinos. Significant differences are indicated by shaded boxes with bolded percentages. When comparing these groups based on PPC exposure, those who have been to PPC are more likely to be in the younger age group, male, employed, and live more than 20 miles away from PPC than those who have not been to PPC. The greater likelihood of PPC-goers to live further away from PPC was surprising, but more detailed results (shown in cross tabulations in Appendix D) reveal that those living further away were also more likely to be younger, and thus do not represent the 65+ age group this study focuses on.

Table 1. Sample Characteristics, by Exposure to PPC

Respondents	Total	Ever Visited PPC / Casino?		
		Been to PPC	Been to a Casino but not PPC	Never Visited any Casino
Age Base	401	216	108	77
18-64	15%	20%	10%	9%
65-74	33%	29%	40%	34%
75-79	25%	23%	25%	32%
80+	26%	28%	25%	25%
Gender Base	391	216	104	71
Female	74%	69%	83%	79%
Male	26%	31%	17%	21%
Education Base	414	225	111	78
HS or less	31%	33%	32%	24%
1-4 Yrs College	50%	51%	48%	51%
Post Grad	19%	16%	20%	24%
Race/ethnicity Base	403	216	112	75
White	89%	90%	88%	87%
Non-white	7%	8%	4%	9%
Other	3%	1%	7%	4%
Employment Base	385	203	110	72
Retired/Not working	86%	81%	91%	92%
Working FT or PT	14%	19%	9%	8%
Distance from PPC Base	435	233	122	80
Less than 10 Miles	40%	42%	35%	41%
10-20 Miles	49%	43%	58%	54%
20+ Miles	11%	15%	7%	5%
Living Arrangement	434	232	122	80
I Live Alone	47%	44%	51%	51%
My Spouse or Partner	40%	41%	35%	41%
My Adult children	9%	9%	11%	6%
Roommates or Tenants	3%	4%	1%	1%
Adequate Financial Resources	404	221	111	72
Yes (Agree)	82%	85%	84%	70%

Note. Bold percentages in shaded cells indicate significantly higher differences between groups based on exposure to PPC.

The three question Brief Biosocial Gambling Screen (BBS) was also included in the survey. It is considered a good screening tool for potential problem gambling as it is brief while maintaining sensitivity and minimizes false positives. It draws from each of the three syndrome model addiction characteristics: “neuroadaptation by the withdrawal item; psychosocial characteristics by the question about lying; and, an adverse social consequence of gambling, obtaining money from others” (Gebauer et al., 2010). The BBS questions included whether respondents (1) have considered cutting back and you have become restless, irritable, or anxious; (2) have tried to keep family and friends from knowing how much you gambled; and (3) Have financial troubles so you have asked family and friends for financial help. Table 2 displays BBS responses among the 220 surveyed who have gambled in the past 12 months. Overall, 10% of those who have gambled within the past 12 months answered yes to at least one of the three BBS questions, and most people who answered yes to at least one question were in the younger age group (less than 65). Answering yes to one or more questions indicates that the gambler presents having an at-risk attribute beyond that of a recreation gambler, but not necessarily to the level of a gambling disorder. Based on the BBS, respondents ages 65 and over were not at additional risk of problem gambling behavior to those who are younger.

Table 2. Casino-goers’ Response to 3-question Brief Biosocial Gambling Screen (BBS)

Respondents	Total	Gambling Screen	
		Yes 1+	Yes to 0
Age Base	220	10%	90%
18-64	40	18%	83%
65-74	63	2%	98%
75-79	55	13%	87%
80+	62	10%	90%

Table 3 presents the most frequent motivations, in descending order, that respondents selected as their reasoning for casino-going. Results show that entertainment, events and to socialize were generally the major motivations for older residents to go to casinos. This finding aligns with the perspective of the senior center directors that the opportunities for social engagement are a positive point of casino-going. Table 4 displays older residents’ perceptions of PPC specifically; percentages represent when respondents agreed or strongly agreed with a statement about PPC. Positive perceptions of PPC on the surrounding community are significantly higher among those who have gone to PPC versus those who have not. This could indicate that if

seniors in the community had more exposure to PPC, then they could see it as a community benefit.

Table 3. Reasons for Casino-going

AGED 65+	Major reason	Minor reason	Not a reason
For entertainment / events	26%	21%	53%
To socialize with family or friends	22%	19%	58%
Because it is in a convenient location	16%	20%	64%
To use free tokens and take advantage of promotions	13%	20%	68%
For excitement, thrill, action, challenge	12%	19%	69%
To escape or distract yourself	12%	18%	70%
For curiosity	7%	19%	74%
To win money to supplement your income	6%	12%	82%
It makes you feel good about yourself	6%	8%	85%

Table 4. Perceptions of PPC Among Older Residents

Perception of PPC impact 65+ (Strongly or Somewhat Agree)	Have gone to		
	Have gone to PPC	other casinos, but not PPC	Have not gone to casinos at all
TOTAL	155	70	48
Good employer	54%	40%	12%
Benefits local business	52%	32%	31%
Increase gambling addiction	42%	43%	69%
Good location to socialize	40%	22%	14%
Good location for Seniors	45%	22%	15%
More traffic	22%	37%	58%
Can gamble locally	39%	20%	18%
Attracts crime	17%	27%	45%

Note. Bold percentages in shaded cells indicate significantly higher differences between groups based on exposure to PPC.

Responses from open-ended survey question

The survey concluded with an open-ended question where respondents were able to provide additional comments about their thoughts on PPC, senior centers and aging in their community. We grouped the responses into common themes among the qualitative responses.

Thirty-six individuals provided generally positive comments about their local senior center. A recurring theme was that respondents enjoyed programs and services (e.g., transportation) provided by their respective senior centers. Attending a senior center was recognized as beneficial for increasing socialization among those who may be living alone or experiencing loneliness. Respondents also wanted more resources for their local senior center, such as building space, renovations and funding. This trend of positive perceptions towards senior centers is potentially biased due to sample recruitment through senior centers.

Fifty-five respondents also shared their thoughts about the PPC's presence in the community and casino-going among their older age group. Some respondents shared more negative views of how they believe the casino can have harmful impacts on individuals and their families in terms of financial stability, addiction and quality of life. Others focused on the negative impact they believed the casino had on their community, including increases in crime and poverty, and preferring that funding and resources be allocated to other senior services and activities rather than the casino.

Other respondents discussed more neutral opinions about PPC and casinos in general. Some believed that no more casinos should be built locally or in the state, while others were concerned about whether there were problem gambling prevention resources that have been tailored to specifically address issues among the older population. Some were unaware that PPC existed or have not visited the casino themselves.

Respondents also focused on their experiences of going to PPC, which included their frequency of going to PPC, ranging from an occasional fun getaway to going frequently since PPC opened. Those who enjoyed casino-going mentioned how they liked the non-gambling aspects provided by a casino, such as staff, restaurants, friendliness, smoke-free environment, shows, and being around people. It is interesting that these non-gambling aspects can parallel what is attractive about a senior center. Due to the nature of the survey including questions about both the senior center and casino, respondents were able to make connections between the two institutional organizations.

Until [I] discovered the senior center, the casino was [a] great place to be around people. –

Survey Respondent

Others who go to PPC or want to go to PPC discussed how the casino needed better transportation, more senior incentives, and expansion of the space and activities. Transportation options mentioned included the regional transportation service (i.e., GATRA) making PPC a

regular stop on the route, as well as increasing trips to PPC that start at the senior center. Senior incentives focused on more slot play for older patrons, and one respondent explicitly stated the need for more casino benefits for veterans. Expansion of PPC included expanding the lounge area, bringing Bingo to the casino, and providing more entertainment options. Other ways that PPC could be more accommodating to seniors was reducing the cost of their function room, most likely so the space could be rented for external use. Senior residents thus are looking for more opportunities and resources to increase their engagement with PPC.

Phase 3: Insights from the casino floor – Themes from a GameSense Advisor focus group

Phase 3 draws from the expertise of GameSense advisors (GSA) who work inside PPC and have regular interactions with older patrons. The uniqueness of this phase is that it captures information about older casino-goers specifically rather than the older population in general. GSAs document their interactions with patrons at PPC using the Interaction Checklist. While age of patrons is gathered from the advisor’s estimate and may not be completely accurate, the interaction checklist data shows the predominance of older adults who interact with the GSAs. Table 5 shows that between July 2019 and March 2020, over half (52%) of the 11,779 GSA interactions in PPC were with patrons assumed to be 65 years old and above. GSAs tracking of interactions also shows that older patrons also differ from younger patrons by the time of day that they go to PPC. Older patrons are more likely to attend PPC during regular daytime hours (9am-5pm) and their rates drop dramatically after 5pm. This finding was supported by the GSA focus group (results presented later) that discussed the age divide in the casino’s attendance, with older adults dominating the casino during the daytime and leaving by 5pm because they did not want to drive in the dark. This again indicates that going to PPC could serve as a daytime activity for older adults.

Table 5. Interactions with Patrons by Time of Day at PPC

Age of First Person (Exchanges & Demonstrations Only)	Total	Interaction Time of Day (Exchanges & Demonstrations Only)			
		9AM-12PM	12:01PM-5PM	5:01PM-10PM	10:01PM-1AM
Base	11779	22%	54%	18%	7%
Under 35	538	19%	52%	21%	7%
35-64	5165	18%	50%	22%	10%
65-79	4941	25%	56%	14%	4%
80+	1135	24%	67%	7%	1%

Note. Bold percentages in shaded cells indicate significantly higher differences between age groups.

It seems like most of our conversations are with older adults. The population at PPC is, it seems like it would, it would be above 65 on your, you know, at least 75% of the people. - GSA

Focus groups were conducted with GSAs from PPC to further explore their interactions with older patrons. The focus group was conducted and recorded through a virtual meeting and transcribed. The following themes and quotes emerged.

PPC is an attractive community space for a large number of older patrons.

Due to the majority of PPC's patrons being older adults, GSAs believe the casino is an attractive community space for older adults in the area. As the "hometown casino," PPC is a nearby establishment in the community and local residents do not have to travel as far as for the other regional casinos (e.g., Foxwoods, Mohegan Sun). Being close in proximity makes PPC a convenient place to go. GSAs also believe that older patrons enjoy PPC because it is a comfortable and small space where they feel safe, and the indoor area is smoke-free and clean. Unlike other competing casinos, PPC operates mostly on a single floor, making it accessible for those with any physical disabilities or trouble navigating larger casino spaces.

It's convenient for them, it's easy. Yeah, pull right in and get off the elevator, you're right there, not a lot of walking. [At] PPC a lot of the older people, you know, there's walkers and wheelchairs so it's very convenient for them.

I think they feel very safe because they're also in a nearby place. Again, the convenience of getting there, parking is easy for them and they're around a lot of people their own age so they're not as intimidated.

In addition to the attractiveness of the physical aspects of the casino, PPC provides other aspects appealing to older adults. Because a majority of PPC's patrons are older, GSAs believe that older patrons come to the casino to feel comfortable around same-age peers. Older patrons also can interact with familiar staff, such as the waiters and host in addition to the GSAs. PPC also provided entertainment options believed to be catered towards the older age group, such as concerts, promotional items and a regular craft fair. Unlike other casinos in Massachusetts, PPC offers a weekly slot machine promotion for patrons 50 years old and older, showing a specific targeting of the older age group. GSAs also point to the fact that many older people experience declines in physical health, which makes casino-going more attractive to seniors who may have a hard time engaging in other usual social activities. Attending other social activities may also require dealing with traffic, distance, parking, and other expenses that older patrons do not have to worry about at PPC. When considered all together, PPC offers many aspects that parallel the

draws of a senior center – nearby in the community, convenient, safe, accessible building, same-age peers, familiar staff, and food and entertainment.

Even on Mondays, it's the 50 and over get bonus slot play. So anybody over 50 comes in, they swipe their card into one of the kiosks, they're gonna get at least \$5 in free slot play. So that's marketed directly to [the] age related group. There's nothing for 21 and old, 21 to 50 can't come in on a special day and get anything.

Another one of the things they had over the weekends, a couple of times they had craft fairs...marketing more again, to a certain niche. Not that anybody can't like crafts, but it's probably more of an older community that would be into them.

GSA's view routine casino-going among older patrons as meeting social needs rather than problematic behavior.

GSA's recognize the routine character of older patrons at PPC, but they are not concerned with problem gambling among the older age group. Rather, they see the appeal of PPC providing a familiar place with familiar faces as a regular social space for older adults. Also, GSA's encounter older patrons who live alone and come to PPC to escape feelings of loneliness. Compared to younger patrons, older patrons tend to spend a longer amount of time at the casino (e.g., daytime hours). But even with longer hours spent at the casino, older patrons are not perceived as “big betters.” Some older patrons have shared with GSA's how they are shocked that younger patrons have issues with problem gambling, possibly because their generation assesses gambling risk differently.

They're there for their peers, they come in, and they see the same people all the time, they might look for the same people in certain areas, or they could be waiting it out.

They're just there because they want to be around other people because there is nobody else at home...this is their way coming out. They might gamble, but they don't gamble a lot. They're just more there to be around people and stuff like that.

What I didn't notice with the younger crowd, they're not spending the same time there. They're in and out within a few hours... whereas that older crowd is more there for the day or for the longer term.

I've had discussions where people are surprised that there are people coming there who shouldn't be coming there – maybe the way that generation thinks, they're not as risky.

I think a lot of them start [casino-going] when they're older, once they're retired...they're looking for something else to do... So this helps them kill a few hours every day. It's that it just gets into a routine.

As responsible gambling experts, GSAs pointed out that older patrons generally take advantage of the casino without engaging in what they see as problematic behavior. For example, PPC often offers free food vouchers and promotional gifts, and some older patrons will come solely to receive these free promotions without gambling. Older patrons can also meet social needs at PPC without requiring deep relationships with other individuals – sometimes a casual “hi” from a familiar face or a regular fist bump might suffice for a person’s daily need for social interaction without having to maintain the social relationship outside of or beyond the casino. Such “weak ties” may be preferred by PPC’s older patrons, and are not as easily found in other conventional social programs. Furthermore, GSAs do not see seniors’ casino-going tied to other problematic behaviors, such as drinking, as they see in younger patrons.

A lot of our regular patrons that we see multiple times per week, you're on a first name basis with them. Or even if you don't have that, you both know each other well enough to always have some small talk with each other.

The bands they bring in are basically for seniors on Sundays. They get a big crowd on Sundays, they come there to dance and listen to Elvis Presley, reminiscing. I don't see them drinking a lot. I don't see a lot of alcohol.

There's got to be 30-40 people that we see three or four times a week that we end up talking to and having some type of relationship [with]. Some you get more into it with, and some, just say something quick that you guys say every day, back and forth. Can be a fist bump or just something but there's always different levels with everybody, how comfortable they are, how much they're gonna want to talk to you or how much they need .

Both familial connection and familial issues are seen among older patrons.

GSAs discussed intergenerational interactions they have witnessed among older patrons, which was a mix of positive connection and potentially harmful relationships. On a positive side, GSAs have seen older patrons come to PPC with their adult children and enjoy a common social activity together. On the negative side, GSAs have also seen adult children bring their older parents to the casino when the parents do not seem like they want to be there. On the other hand, they have also encountered cases when it was the adult children who reached out to GSAs

for the self-exclusion program for their older parents, as they were worried about their parents' problem gambling.

They play like that together, they come in with the father and daughter, or the son and the mother will show up...they come together, they play together, they meet up, they might break apart. Especially when there's some type of entertainment... Friday or Saturday night, or that Sunday afternoon, you'll get more of that adult family type of stuff.

We see occasionally the person that seems to be dragged there by a child; people who maybe don't necessarily appear like that's where they really want to be. If they're not the one playing, they're stuck sitting there for hours at a time. There's a lady in a wheelchair that holds a baby doll, she has no idea what's going on, I can't imagine that someone wants to be there.

I've self-excluded at least three seniors who were brought there by their children... the children would start at Foxwoods, Mohegan Sun, Twin Rivers, and they have to self-exclude their parents because they've identified they have a gambling problem.

PPC has an unclear impact on the surrounding community.

Despite PPC being the "hometown casino," GSAs themselves were unclear about PPC's impact on the local community even though they work there. It was agreed that PPC is not a widely marketed place – no billboards, advertisements, radio, etc. – so GSAs believed that most of the older patrons came from local communities. GSAs believe that people in the community probably did not start gambling as much until PPC was introduced into the community. GSAs no longer see bus trips arriving at PPC, indicating that groups are no longer organizing trips to the hometown casino. It was also widely believed that PPC gave a lot back to the Plainville community, and that the surrounding, connected communities were also interested in reaping such benefits.

It's really the hometown place is what I'd say it is. I didn't know this existed until I came to work here. And it was there for 4 years. I know of all the other real casinos in the area, but I would've never known this was here.

There used to be talk before the pandemic, about Plainridge getting table games, becoming almost a full-fledged casino. And all the towns around Plainville supported Plainville to the legislature, and that they would have no problem with that because the towns that are close to the casino do get some kind of compensation for public safety money.

In summary, GSAs at PPC provide a critical perspective of older casino-goers as they can provide insight from inside the casino and through a responsible gambling lens. Unlike other casinos in Massachusetts, a majority of patrons at PPC are older, especially during the daytime. Similar to a senior center, PPC provides an attractive community space for older adults. PPC provides older “same-age” peers, a convenient, nearby and accessible location that is safe and smoke-free, and has entertainment and food options geared towards an older audience. Unique from a senior center, PPC offers a chance to form “weak ties” that can also meet social needs for older adults who do not want to form strong ties with others, but who still need social interaction in their life. While many older patrons come to PPC on a routine basis, GSAs (like senior center directors) do not see problem gambling as a concern among the older age group. GSAs also do not view older patrons’ casino-going as associated with other problematic behaviors, such as excessive drinking. GSAs note how family dynamics of the “adult family casino-goers” can be both positive and negative, and understanding how intergenerational relationships are tied to casino-going could require further examination. Finally, PPC’s impact on the local community is unclear to GSAs, although they do not believe it has had a negative impact.

Conclusion & Recommendations

Previous research has shown that casino-going is a common pastime activity for older adults and has identified the older adult population as being an at-risk demographic for problem gambling. Although existing research is limited with respect to the level of casino-going among the older age group, most of the research focuses on the individual-level impact and less exploration involves the community-level impact of having a casino for older residents. This study aimed to contribute to the current literature by understanding (1) surrounding senior centers’ interactions with a local casino, (2) perspectives of older community residents about a local casino, and (3) experiences of responsible gambling service staff, specifically with older casino-going patrons.

Interviews with directors from senior centers surrounding PPC revealed that problem casino gambling among older residents was not viewed as a major concern; and that PPC does not have much of a local presence—either positive or negative. However, there exists several avenues for PPC to have a positive community impact on local aging services and opportunities for further development. Our survey of older community residents highlights the importance of the social and recreational benefits of casinos for older adults in the region and the differences between PPC and other area casinos in terms of access to these opportunities. A focus group with GSAs from PPC reiterated that patterns of older patron usage (both in motivations for attendance and usage types) were not a concern for problem gambling, but rather reflected a lack of social opportunities for older adults in the region. Taken together, results from this study

suggest that casinos are positioned to create positive impact on the lives of older adults, a significant portion of their patronage.

This study has limitations to consider. The respondents collected from the three phases were conveniently sampled and thus, our results may not apply to other similar populations. Nonetheless, this study contributes to the current body of knowledge regarding older adults where there is a casino in the community. It includes novel perspectives of community-based senior services as well as casino-based responsible gambling staff. Based on the study's results, the research team generated the following recommendations for PPC, senior centers, and future research on this topic.

Recommendations to PPC

- Although PPC is located in Plainville, outreach and community influence can extend to surrounding communities.
- If PPC is providing funding or resources back to the surrounding communities, especially regarding aging-related issues, information about these efforts should be made more transparent and accessible to increase awareness among the local older community and aging services.
- PPC also has the potential to reinvest in the community through collaboration with local senior services. Opportunities include providing discounted or free event space and sponsoring programs or activities for senior centers. These collaborations could benefit PPC by establishing a positive influence among the older community and older patrons, as well as benefiting senior centers that need space and funding.

Recommendations to senior centers

- Senior centers often provide direct trips to casinos or have clients who enjoy playing Bingo, other forms of gambling, or going to the casino on their own free time. Senior centers surrounding PPC should collaborate with GameSense Advisors in providing educational workshops on responsible gambling and available related services for those who may need help or know others who need help.
- Casinos can provide a place of non-problematic social interaction among seniors and some individuals may prefer this environment for socializing over visiting senior centers. It is important to recognize how older adults may be positively using casinos and think of ways that senior centers could reach and support these seniors as well.

Recommendations for future research

- Explore the unique relationships of the other two Massachusetts casinos (MGM Springfield and Encore Boston Harbor) and their respective local older population and aging services.
- Examine how casino-going is related to intergenerational interactions among older adults and what are the positive or negative aspects of adult family casino-going?
- Because this study was based on convenient samples, future research should employ a more rigorous recruitment approach. For example, at randomly selected days of the week across several weeks, interviewers should be placed inside the casinos to attempt to interview or survey seniors who are there while they are not actively gambling.

This study ultimately aims to encourage and strengthen stakeholder partnerships within and across these communities – senior centers and aging services, older community residents, responsible gambling educators, and casinos – that all play a role in the relationship between older adults and casino-going. We thank the Massachusetts Gaming Commission for funding and supporting this research.

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APPENDIX

Appendices

A: Guiding questions for interviews with Councils on Aging directors

B: Guiding questions for focus groups with GameSense advisors

C: Community survey questionnaire and frequencies completed by older community residents

D: Community survey – Cross-tabulated Data

E: GameSense Interaction Checklist completed by GSAs at PPC

Appendix A: Guiding questions for interviews with Councils on Aging directors

1. Let's start by getting to know this community a little better. In your opinion, what aspects of the community are most important for organizations to know about?
2. Tell me about the interactions the COA has had with the Casino? Trips, presentations, events, programs?
3. In your opinion, what influence has the casino had on your community? Challenges? Contributions? Differences/changes?
4. From your perspective, what else could the casino be doing to contribute to the community?
5. What is your impression of the way that marketing of the casino has been done?
6. Do you have anything else to add?

Appendix B: Guiding questions for focus groups with GameSense advisors

1. Can you share your experiences with older patrons at the casino?
 - What are your interactions with older patrons like?
 - What do they talk about?
2. What are popular times when they come?
3. How do older patrons get to your casino?
4. Why do you think they like coming to your casino specifically?
5. Any differences between regular patrons and occasional patrons?
6. In your opinion, what are the biggest challenges for older patrons?
7. What does the casino do to accommodate older patrons?
8. How does the casino market to older people or "draw them in"?
9. What is your impression of the way that marketing of the casino has been done?
10. In your opinion, what influence has the casino had on the outside community?
 - Challenges? Contributions? Differences/changes?
11. What else do you think the casino could be doing to contribute to the community-- specifically for older people?
12. Is there anything else you'd like to add?

459 (100%)



(formerly the Mass. Council on Compulsive Gambling)

Community Survey

The University of Massachusetts Boston, Massachusetts Councils on Aging, and the MA Council on Compulsive Gambling are collaborating on a research project to examine the impact of the Plainridge Park Casino on older residents in the surrounding neighborhoods and local Councils on Aging. Your comments will be invaluable in identifying strengths, challenges, and possibilities of having a casino in a local community for older residents. All of your responses will be kept confidential. If you have questions or would like assistance with completing this survey, please call 617-287-7467. We thank you in advance for your participation.

[Click here for text](#)

INSTRUCTIONS: When choosing your responses, please darken the squares.

[Click here for text](#)

SECTION I: Community Perceptions

Q1 Which community do you live in? (Choose one)

46 (11%) <i>Attleboro</i>	15 (4%) <i>Franklin</i>	35 (9%) <i>Norton</i>	6 (1%) <i>Taunton</i>
2 (0%) <i>Bellingham</i>	19 (5%) <i>Mansfield</i>	23 (6%) <i>North Attleborough</i>	36 (9%) <i>Walpole</i>
15 (4%) <i>Canton</i>	40 (10%) <i>Medfield</i>	35 (9%) <i>Norwood</i>	30 (7%) <i>Westwood</i>
5 (1%) <i>Dedham</i>	1 (0%) <i>Millis</i>	16 (4%) <i>Plainville</i>	36 (9%) <i>Wrentham</i>
4 (1%) <i>Foxborough</i>	36 (9%) <i>Norfolk</i>	11 (3%) <i>Sharon</i>	

Other community (please specify)

88 (100%)

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Q2 How long have you lived in your community? (Choose one)

9 (2%) <i>1 year or less</i>	61 (13%) <i>5-14 years</i>	52 (12%) <i>25-34 years</i>	180 (40%) <i>45 years or longer</i>
29 (6%) <i>2-4 years</i>	57 (13%) <i>15-24 years</i>	64 (14%) <i>35-44 years</i>	

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Q3 What do you value most about living in your current community?

349 (100%)

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Q4 Who do you live with? (Choose ALL that apply)

- 305 (68%) *I live alone*
- 179 (40%) *My spouse or partner*
- 60 (13%) *My adult children*
- Other (please specify)*
- 64 (100%)
- 11 (2%) *My children under 18*
- 13 (3%) *My grandchildren under 18*
- 12 (3%) *Roommates or tenants*

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Q5 If you needed to ask for help, do you have a friend or relative you could rely on that lives within 30 minutes of you? (Choose one)

- 402 (91%) *Yes*
- 29 (7%) *No*
- 9 (2%) *Don't Know*

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Q6 When you think about aging in your community, how concerned are you about the following:

	Strongly Concerned	Somewhat Concerned	A Little Concerned	Not at all Concerned
<i>Maintaining your health</i>	218 (52%)	79 (19%)	60 (14%)	63 (15%)
<i>Having enough financial resources to cover housing costs (pay property taxes / rent)</i>	165 (40%)	98 (24%)	68 (16%)	82 (20%)
<i>Having easy access to transportation for shopping and doctors appointments</i>	129 (32%)	100 (25%)	80 (20%)	98 (24%)
<i>Having opportunities to continue to socialize with others</i>	142 (35%)	82 (20%)	65 (16%)	118 (29%)

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Q7 Have you ever felt excluded in your community because of your... (Choose ALL that apply)

- 32 (7%) *Skin color, race or ethnicity*
- 24 (6%) *Sexual orientation*
- 26 (6%) *Age*
- Other (please specify)*
- 49 (100%)
- 2 (0%) *Gender*
- 9 (2%) *Religion or cultural background*
- 20 (5%) *Income*
- 11 (3%) *Disability*
- 375 (87%) *No, I have never felt excluded*

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SECTION II: Recreational Activities

Q8 In the past month, which of the following have you visited for social or leisure purposes? (Choose ALL that apply)

- 345 (79%) *Senior center*
- 224 (51%) *Library*
- 157 (36%) *Theatre / museums*
- 78 (18%) *Fraternal Organizations (eg. Lions, Rotary, Elks, Masons)*
- 148 (34%) *Casinos*
- 215 (49%) *Churches, Synagogues, Mosques, Temples*
- 185 (42%) *Exercise / health clubs*
- 93 (21%) *Educational / cultural programs*
- 342 (78%) *Restaurants / Cafes*
- 175 (40%) *Parks / Outdoor Spaces*

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Q9 Plainridge Park Casino (PPC) is located at the intersection of I495 and US Route 1 in Plainville. Are you aware that it is there? (Choose one)

- 399 (91%) Yes
- 41 (9%) No

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Q10 Which of the following casinos have you ever visited? (Choose ALL that apply)

- 236 (54%) Plainridge Park Casino (PPC) - Plainville, MA
- 224 (51%) Twin Rivers Casino - Lincoln, RI
- 270 (61%) Foxwoods Casino - Ledyard, CT
- 206 (47%) Mohegan Sun Casino - Uncasville, CT
- 34 (8%) MGM Casino - Springfield, MA
- 58 (13%) Encore Casino - Boston Harbor, MA
- 40 (9%) Tiverton Casino - Tiverton, RI
- 137 (31%) Casinos in Atlantic City, NJ
- 141 (32%) Casinos in Las Vegas, NV
- 92 (21%) None

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Q11 To what level do you agree or disagree with the following statements about Plainridge Park Casino's (PPC) impact on your region?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
<i>PPC is a good employer for the region</i>	77 (21%)	83 (23%)	145 (40%)	18 (5%)	40 (11%)
<i>PPC provides a benefit to local businesses</i>	56 (17%)	95 (29%)	124 (38%)	16 (5%)	39 (12%)
<i>PPC increases gambling addiction</i>	71 (21%)	80 (24%)	112 (33%)	24 (7%)	51 (15%)
<i>PPC offers a good location to socialize</i>	50 (15%)	66 (20%)	129 (38%)	38 (11%)	54 (16%)
<i>PPC is a good location for seniors</i>	53 (16%)	67 (20%)	124 (37%)	30 (9%)	63 (19%)
<i>PPC increases traffic congestion</i>	38 (11%)	64 (19%)	136 (40%)	42 (13%)	56 (17%)
<i>PPC makes the region better because people can gamble more locally</i>	45 (13%)	61 (18%)	139 (41%)	30 (9%)	65 (19%)
<i>PPC attracts crime</i>	34 (10%)	45 (13%)	138 (41%)	49 (14%)	74 (22%)

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Q12 Comparing Plainridge Park Casino (PPC) to other casinos in RI and CT, which do you prefer for ...?

	PPC	Twin Rivers	Foxwood	Mohegan Sun	No Preference
<i>Promotions / Free Slot Play</i>	52 (15%)	25 (7%)	34 (10%)	23 (7%)	209 (61%)
<i>Variety of Games</i>	24 (7%)	24 (7%)	41 (12%)	32 (9%)	218 (64%)
<i>Smoking / Non-smoking environment</i>	68 (20%)	16 (5%)	16 (5%)	18 (5%)	219 (65%)
<i>Live Racing / Parimutuel</i>	42 (13%)	9 (3%)	4 (1%)	9 (3%)	255 (80%)
<i>Shopping</i>	17 (5%)	3 (1%)	45 (14%)	29 (9%)	236 (72%)
<i>Convenience</i>	99 (29%)	24 (7%)	7 (2%)	5 (1%)	207 (61%)
<i>Safety</i>	61 (19%)	13 (4%)	8 (2%)	13 (4%)	231 (71%)
<i>Dining</i>	29 (9%)	13 (4%)	37 (11%)	41 (12%)	213 (64%)
<i>Entertainment</i>	37 (11%)	18 (6%)	35 (11%)	31 (10%)	205 (63%)

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Q13 In the past 12 months how frequently have you ...?

	4 or more times a week	2-3 times a week	Once a week	2-3 times per month	Once a month	Less than once a month	Not at all
<i>Purchased Mass Lottery scratch tickets</i>	14 (3%)	18 (4%)	38 (9%)	30 (7%)	30 (7%)	99 (25%)	173 (43%)
<i>Purchased Mass Lottery Keno tickets</i>	6 (2%)	6 (2%)	18 (5%)	11 (3%)	14 (4%)	51 (13%)	275 (72%)
<i>Purchased Powerball, Mega Millions</i>	5 (1%)	13 (3%)	21 (5%)	16 (4%)	18 (5%)	92 (24%)	217 (57%)
<i>Played slot or video machines at a casino</i>	11 (3%)	15 (4%)	14 (4%)	14 (4%)	23 (6%)	77 (20%)	231 (60%)
<i>Played table games at a casino</i>	2 (1%)	1 (0%)	3 (1%)	9 (2%)	6 (2%)	35 (9%)	320 (85%)
<i>Played cards with friends</i>	11 (3%)	25 (7%)	28 (7%)	17 (4%)	22 (6%)	50 (13%)	225 (60%)
<i>Played Bingo</i>	8 (2%)	19 (5%)	21 (5%)	10 (3%)	18 (5%)	54 (14%)	255 (66%)
<i>Purchased a raffle ticket</i>	2 (1%)	4 (1%)	10 (3%)	15 (4%)	17 (5%)	105 (28%)	222 (59%)
<i>Played games for money on the Internet</i>	0 (0%)	1 (0%)	3 (1%)	1 (0%)	4 (1%)	27 (7%)	343 (91%)
<i>Bet money on Sports</i>	2 (1%)	1 (0%)	4 (1%)	1 (0%)	4 (1%)	34 (9%)	334 (88%)
<i>Bet money on horses (Off Track Betting)</i>	0 (0%)	0 (0%)	5 (1%)	1 (0%)	0 (0%)	30 (8%)	342 (90%)

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Q14 Do you currently have a friend or family member that you think gambles too much?

53 (13%) Yes

361 (87%) No

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Q15 How frequently do you visit casinos? (Choose one)

20 (5%) *More than once a week*

39 (9%) *About once a year*

16 (4%) *About once a week*

78 (18%) *Less than once a year*

27 (6%) *1-3 times per month*

21 (5%) *Seasonally*

86 (20%) *A few times a year*

136 (32%) *Never*

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Q16 Which of the following casino rewards cards do you have?
(Choose ALL that apply)

177 (42%) *Plainridge - MyChoice Card*

31 (7%) *MGM M Life Rewards Card*

143 (34%) *Twin Rivers Player Reward Club*

57 (13%) *Encore Casino - Wynn Rewards*

146 (35%) *Foxwoods Rewards Club Card*

226 (53%) *None*

118 (28%) *Mohegan Sun Momentum Rewards Card*

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Q17 If you visited casinos in the past year, what are all of the ways that you have gotten there?
(Choose ALL that apply)

191 (46%) *I drove myself*

39 (9%) *Charter bus (about 60 seats)*

171 (41%) *Family or friends have driven me*

32 (8%) *Taxi or ride sharing service*

53 (13%) *Public transportation (eg. GATRA)*

47 (11%) *Airplane*

49 (12%) *Casino-sponsored shuttle*

161 (38%) *Not Applicable*

59 (14%) *Senior center type bus (about 18 seats)*

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Q18 For each of the following, please state if they are are a **major reason, minor reason or not a reason that you visit a casino?** Would you say... (Choose one on each line)

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>
<i>For entertainment / events</i>	96 (28%)	74 (21%)	176 (51%)
<i>To win money to supplement your income</i>	24 (7%)	36 (11%)	275 (82%)
<i>To escape or distract yourself</i>	40 (12%)	65 (20%)	225 (68%)
<i>To socialize with family or friends</i>	76 (22%)	73 (21%)	193 (56%)
<i>To use free tokens and take advantage of promotions</i>	47 (14%)	61 (18%)	224 (67%)
<i>It makes you feel good about yourself</i>	19 (6%)	29 (9%)	271 (85%)
<i>Because it is in a convenient location</i>	59 (18%)	66 (20%)	204 (62%)
<i>For curiosity</i>	24 (7%)	63 (20%)	236 (73%)
<i>For excitement, thrill, action, challenge</i>	45 (14%)	61 (19%)	219 (67%)

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Q19 If you have gambled in the past 12 months:

	Yes	No	I Never Gamble
<i>Have you considered cutting back on gambling and have become restless, irritable, or anxious?</i>	16 (4%)	192 (52%)	164 (44%)
<i>Have you tried to keep your family or friends from knowing how much you gambled?</i>	11 (3%)	184 (52%)	161 (45%)
<i>Did you have such financial trouble as a result of your gambling that you had to get help with living expenses from family, friends, or social service agency?</i>	4 (1%)	199 (56%)	153 (43%)

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SECTION III: Demographics

Q20 What is your age range? (Choose one)

0 (0%) 18-24	38 (9%) 55-64
4 (1%) 25-34	132 (32%) 65-74
6 (1%) 35-44	106 (26%) 75-79
14 (3%) 45-54	110 (27%) 80+

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Q21 Select your gender (Choose one).

103 (25%) Male	3 (1%) Other
296 (72%) Female	8 (2%) Prefer not to answer

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Q22 Which of the following best describes your race/ethnicity? (Choose ALL that apply)

8 (2%) American Indian or Alaskan Native	5 (1%) Hispanic / Latino
9 (2%) Asian	8 (2%) Native Hawaiian or other Pacific Islander
5 (1%) Black / African American	377 (95%) White / Caucasian
Other (Please specify)	
69 (100%)	

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Q23 Other than English, which other languages do you speak at home? (Choose ALL that apply)

344 (83%)	<i>None, I only speak English</i>	2 (0%)	<i>Hindi</i>	0 (0%)	<i>Russian</i>
6 (1%)	<i>Chinese (Mandarin or Cantonese)</i>	2 (0%)	<i>Japanese</i>	19 (5%)	<i>Spanish</i>
17 (4%)	<i>Haitian Creole</i>	14 (3%)	<i>Portuguese</i>	9 (2%)	<i>Vietnamese</i>
	<i>Other (Please specify)</i>				
56 (100%)					

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Q24 What is the highest level of education that you have completed? (Choose one)

11 (3%)	<i>Less than high school</i>	126 (29%)	<i>Some college or 2 year degree</i>
10 (2%)	<i>Some high school but did not graduate</i>	88 (21%)	<i>4 year college graduate</i>
111 (26%)	<i>High school graduate or GED</i>	82 (19%)	<i>More than 4 year college degree</i>

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Q25 What is your employment status? (Choose ALL that apply)

78 (19%)	<i>Working full-time</i>	50 (12%)	<i>A homemaker</i>
63 (15%)	<i>Working part-time</i>	51 (12%)	<i>Unable to work</i>
30 (7%)	<i>Looking for work</i>	309 (74%)	<i>Retired</i>
	<i>Other (Please specify)</i>		
51 (100%)			

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Q26 Rate how much you agree with the following statement:

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>
"I have adequate resources to meet my financial needs, including home maintenance, personal healthcare, and other expenses"	171 (41%)	170 (41%)	42 (10%)	34 (8%)

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Q27 If you have any other thoughts you would like to share about Plainridge Park Casino, senior centers or aging in your community, please include them here:

171 (100%)

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[Click here for text](#)

Thank you!
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Appendix D: Community survey – Cross-tabulated Data

Demographics

Break %	Respondents	Age Groups			Gender		Race/ethnicity		Education			Employment		
		Total	18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT
	Base	456	24	170	216	103	296	377	20	132	214	82	345	55
Age Groups														
	18-54	5%	100%	-	-	8%	5%	5%	30%	5%	6%	6%	1%	25%
	55-74	37%	-	100%	-	40%	42%	42%	45%	32%	41%	43%	34%	56%
	75+	47%	-	-	100%	52%	52%	53%	25%	56%	45%	45%	52%	16%
Select your gender (Choose one).														
	Male	23%	33%	24%	25%	100%	-	24%	20%	17%	24%	33%	21%	33%
	Female	65%	67%	73%	71%	-	100%	74%	75%	73%	64%	60%	64%	64%
	Other	1%	-	-	1%	-	-	1%	-	1%	1%	-	1%	-
	Prefer not to answer	2%	-	2%	2%	-	-	1%	5%	-	3%	1%	2%	2%
Race/ethnicity														
	American Indian or Alaskan Native	2%	4%	2%	1%	3%	2%	1%	20%	2%	2%	2%	1%	4%
	Asian	2%	13%	2%	1%	3%	2%	0%	40%	-	3%	2%	1%	7%
	Black / African American	1%	4%	2%	0%	-	2%	-	25%	1%	1%	-	1%	-
	Hispanic / Latino	1%	-	1%	2%	-	1%	1%	5%	-	1%	2%	1%	-
	Native Hawaiian or other Pacific Islander	2%	4%	1%	3%	1%	2%	1%	15%	1%	2%	1%	2%	-
	White / Caucasian	83%	71%	92%	93%	89%	94%	100%	-	86%	85%	84%	81%	85%
Highest level of education														
	Less than high school	2%	4%	2%	3%	2%	2%	2%	5%	8%	-	-	3%	4%
	Some high school but did not graduate	2%	-	1%	4%	4%	1%	2%	-	8%	-	-	2%	4%
	High school graduate or GED	24%	21%	22%	28%	17%	29%	26%	15%	84%	-	-	25%	27%
	Some college or 2 year degree	28%	33%	29%	27%	28%	28%	28%	35%	-	59%	-	29%	33%
	4 year college graduate	19%	21%	22%	18%	21%	19%	20%	20%	-	41%	-	19%	13%
	More than 4 year college degree	18%	21%	21%	17%	26%	17%	18%	15%	-	-	100%	14%	20%
What is your employment status? (Choose ALL that apply)														
	Working full-time	17%	75%	19%	12%	20%	18%	18%	30%	17%	14%	32%	-	55%
	Working part-time	14%	17%	18%	13%	17%	15%	15%	15%	17%	12%	18%	-	51%
	Looking for work	7%	17%	6%	7%	6%	8%	7%	15%	8%	5%	11%	1%	-
	A homemaker	11%	21%	12%	10%	8%	13%	11%	15%	6%	9%	26%	4%	-
	Unable to work	11%	17%	12%	10%	11%	12%	11%	10%	7%	11%	23%	5%	-
	Retired	68%	21%	65%	78%	68%	69%	70%	45%	70%	73%	68%	81%	-
Distance from PPC														
	Less than 10 Miles	41%	29%	45%	37%	39%	40%	40%	45%	33%	43%	43%	41%	27%
	10-20 Miles	48%	38%	46%	54%	46%	51%	50%	30%	56%	48%	39%	50%	55%
	20+ Miles	10%	33%	9%	9%	15%	9%	10%	25%	10%	8%	18%	8%	18%

Distance from PPC

Break % Respondents	Total	Age Groups			Gender		Race/ethnicity		Education			Employment	
		18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT
Base	453	24	169	215	102	295	375	20	131	212	82	342	55
Distance from PPC													
Less than 10 Miles	41%	29%	45%	37%	39%	40%	40%	45%	34%	43%	43%	42%	27%
10-20 Miles	49%	38%	46%	54%	46%	51%	50%	30%	56%	49%	39%	51%	55%
20+ Miles	10%	33%	9%	9%	15%	9%	10%	25%	10%	8%	18%	8%	18%

Gambling Screen

- HAVE CONSIDERED CUTTING BACK AND YOU HAVE BECOME RESTLESS, IRRITABLE OR ANXIOUS.
- HAVE TRIED TO KEEP FAMILY AND FRIENDS FROM KNOWING HOW MUCH YOU GAMBLLED.
- HAVE FINANCIAL TROUBLES SO YOU HAVE ASKED FAMILY AND FRIENDS FOR FINANCIAL HELP

Break % Respondents	Total	Age Groups				Gender		Race/ethnicity			Education			Employment	
		18-64	65-74	75-79	80+	Male	Female	White	Non-white	Other	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT
Base	223	40	63	55	62	70	147	192	21	6	79	104	31	153	39
Gambling Screen															
Yes to 3 questions	1%	3%	-	4%	-	4%	-	2%	-	-	-	3%	-	1%	3%
Yes to 2 questions	1%	5%	-	-	2%	1%	1%	2%	-	-	-	2%	3%	1%	-
Yes to 1 question	7%	10%	2%	9%	8%	9%	6%	5%	14%	17%	10%	4%	10%	6%	15%
Yes to 0 questions	90%	83%	98%	87%	90%	86%	93%	92%	86%	83%	90%	91%	87%	92%	82%

Base: Those who have gambled in the past year

Who do you live with?

Break % Respondents	Total	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen	
		18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT	Yes 1+	NONE
Base	450	24	168	210	102	289	369	20	129	212	79	342	53	22	428
Who do you live with? (Choose ALL that apply)															
I live alone	68%	75%	57%	76%	54%	74%	68%	80%	66%	66%	72%	70%	66%	59%	68%
My spouse or partner	40%	46%	55%	28%	57%	34%	40%	30%	35%	42%	44%	39%	42%	55%	39%
My adult children	13%	17%	13%	15%	8%	16%	14%	20%	16%	11%	14%	12%	9%	9%	14%
My children under 18	2%	17%	2%	0%	2%	2%	2%	5%	2%	2%	6%	1%	8%	5%	2%
My grandchildren under 18	3%	-	6%	1%	3%	3%	3%	10%	1%	4%	5%	3%	2%	5%	3%
Roommates or tenants	3%	-	4%	2%	7%	1%	3%	-	2%	3%	4%	2%	8%	5%	3%

When you think about aging in your community, how concerned are you about the following?

Analysis % Respondents	Total					% Concerned
		Strongly Concerned	Somewhat Concerned	A Little Concerned	Not at all Concerned	
Base	1647	40%	22%	17%	22%	62%
A. Maintaining your health	420	52%	19%	14%	15%	71%
B. Having enough financial resources to cover housing costs (pay property taxes / rent)	413	40%	24%	16%	20%	64%
C. Having easy access to transportation for shopping and doctors appointments	407	32%	25%	20%	24%	56%
D. Having opportunities to continue to socialize with others	407	35%	20%	16%	29%	55%

Have you ever felt excluded in your community because of the following:

Break % Respondents	Total	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen	
		18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT	Yes 1+	NONE
Base	430	23	162	204	102	277	357	20	123	203	78	325	50	21	409
Have you ever felt excluded in your community because of ...															
No, I have never felt excluded	87%	78%	85%	90%	95%	84%	90%	45%	86%	90%	86%	87%	84%	76%	88%
Skin color, race or ethnicity	7%	17%	8%	7%	4%	9%	6%	35%	7%	7%	8%	8%	10%	14%	7%
Sexual orientation	6%	9%	5%	6%	3%	7%	6%	-	6%	5%	6%	6%	6%	5%	6%
Age	6%	4%	6%	7%	2%	8%	5%	25%	7%	5%	4%	7%	6%	5%	6%
Income	5%	-	7%	2%	3%	5%	4%	15%	5%	3%	8%	5%	4%	5%	5%
Disability	3%	-	5%	0%	-	3%	1%	20%	2%	2%	1%	3%	2%	-	3%
Religion or cultural background	2%	-	4%	1%	3%	2%	2%	10%	-	1%	5%	2%	2%	5%	2%
Gender	0%	4%	-	-	-	0%	0%	-	1%	-	1%	-	4%	5%	0%

In the past month, which of the following have you visited?

Break % Respondents	Total	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen	
		18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT	Yes 1+	NONE
Base	437	24	163	206	102	281	361	20	125	208	78	329	53	21	416
In the past month, which of the following have you visited...															
Senior center	79%	25%	73%	88%	75%	79%	79%	55%	78%	77%	83%	85%	47%	62%	80%
Restaurants / Cafes	78%	75%	82%	76%	79%	78%	80%	65%	72%	81%	78%	79%	79%	71%	79%
Library	51%	50%	54%	50%	43%	54%	53%	40%	37%	57%	59%	53%	42%	29%	52%
Churches, Synagogues, Mosques, Temples	49%	33%	39%	58%	39%	51%	48%	35%	42%	52%	55%	53%	38%	33%	50%
Exercise / health clubs	42%	25%	45%	40%	32%	44%	41%	40%	39%	42%	45%	44%	36%	19%	44%
Parks / Outdoor Spaces	40%	63%	55%	27%	44%	39%	39%	60%	40%	41%	45%	35%	68%	48%	40%
Theatre / museums	36%	29%	40%	33%	28%	39%	37%	25%	27%	39%	41%	38%	36%	19%	37%
Casinos	34%	79%	29%	34%	44%	32%	34%	35%	38%	33%	33%	32%	42%	86%	31%
Educational / cultural programs	21%	8%	25%	19%	17%	21%	21%	5%	11%	21%	35%	22%	23%	5%	22%
Fraternal Organizations (eg. Lions, Rotary, Elks, Masons)	18%	8%	18%	20%	23%	16%	19%	10%	16%	18%	19%	21%	11%	19%	18%

Awareness that Plainridge Park Casino (PPC) is located at the intersection of I495 and US1

Break % z-test	Respondents	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen		
		Total	A. 18-54	B. 55-74	C. 75+	A. Male	B. Female	A. White	B. Non-white	A. HS or less	B. 1-4 Yrs College	C. Post Grad	A. Retired/Not working	B. Working FT or PT	A. Yes 1+	B. NONE
	Base	440	24	169	210	101	291	370	20	126	206	79	330	55	22	418
	Plainridge Park Casino (PPC) is located at the intersecti...															
	Yes	91%	100%	94%	87%	94%	90%	92%	85%	94%	92%	85%	90%	95%	100%	90%
	No	9%	-	6%	13%	6%	10%	8%	15%	6%	8%	15%	10%	5%	-	10%

Which of the following casinos have you ever visited?

Break %	Respondents	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen		
		Total	18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT	Yes 1+	NONE
	Base	440	24	169	208	100	291	369	20	129	207	78	330	55	22	418
	Which of the following casinos have you ever visited? (C...															
	Foxwoods Casino - Ledyard, CT	61%	63%	61%	63%	66%	61%	62%	55%	71%	62%	49%	60%	67%	59%	61%
	Plainridge Park Casino (PPC) - Plainville, MA	54%	96%	49%	53%	67%	51%	54%	65%	57%	55%	47%	50%	71%	86%	52%
	Twin Rivers Casino - Lincoln, RI	51%	83%	48%	51%	61%	49%	51%	55%	60%	51%	41%	48%	69%	86%	49%
	Mohegan Sun Casino - Uncasville, CT	47%	54%	44%	50%	50%	47%	47%	50%	53%	47%	41%	45%	56%	59%	46%
	Casinos in Las Vegas, NV	32%	25%	28%	37%	28%	34%	33%	25%	31%	34%	29%	32%	29%	45%	31%
	Casinos in Atlantic City, NJ	31%	38%	28%	34%	35%	32%	32%	30%	33%	28%	37%	28%	33%	32%	31%
	None	21%	-	22%	23%	16%	21%	20%	25%	17%	20%	27%	23%	13%	-	22%
	Encore Casino - Boston Harbor, MA	13%	21%	8%	16%	18%	12%	13%	15%	16%	12%	12%	12%	15%	36%	12%
	Tiverton Casino - Tiverton, RI	9%	17%	6%	10%	9%	9%	8%	15%	13%	6%	8%	9%	11%	14%	9%
	MGM Casino - Springfield, MA	8%	29%	5%	8%	8%	8%	8%	15%	8%	8%	8%	6%	11%	18%	7%

To what level do you agree or disagree with the following statements about Plainridge Park Casino's (PPC) impact on your region?

Analysis %								
Respondents	Total	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree		% Agree
Base	2721	16%	21%	38%	9%	16%		37%
B. PPC provides a benefit to local businesses	330	17%	29%	38%	5%	12%		46%
C. PPC increases gambling addiction	338	21%	24%	33%	7%	15%		45%
A. PPC is a good employer for the region	363	21%	23%	40%	5%	11%		44%
E. PPC is a good location for seniors	337	16%	20%	37%	9%	19%		36%
D. PPC offers a good location to socialize	337	15%	20%	38%	11%	16%		35%
G. PPC makes the region better because people can gamble more locally	340	13%	18%	41%	9%	19%		31%
F. PPC increases traffic congestion	336	11%	19%	40%	13%	17%		30%
H. PPC attracts crime	340	10%	13%	41%	14%	22%		23%

Comparing Plainridge Park Casino (PPC) to other casinos in RI and CT, which do you prefer for ...?

Analysis %							
Respondents	Total	PPC	Twin Rivers	Foxwood	Mohegan Sun	No Preference	
Base	2995	14%	5%	8%	7%	67%	
Convenience	342	29%	7%	2%	1%	61%	
Smoking / Non-smoking environment	337	20%	5%	5%	5%	65%	
Safety	326	19%	4%	2%	4%	71%	
Promotions / Free Slot Play	343	15%	7%	10%	7%	61%	
Live Racing / Parimutuel	319	13%	3%	1%	3%	80%	
Entertainment	326	11%	6%	11%	10%	63%	
Dining	333	9%	4%	11%	12%	64%	
Variety of Games	339	7%	7%	12%	9%	64%	
Shopping	330	5%	1%	14%	9%	72%	

In the past 12 months how frequently have you ...?

Analysis %	Total								
		4 or more times a week	2-3 times a week	Once a week	2-3 times per month	Once a month	Less than once a month	Not at all	
Base	4201	1%	2%	4%	3%	4%	16%	70%	
Purchased Mass Lottery scratch tickets	402	3%	4%	9%	7%	7%	25%	43%	
Purchased Powerball, Mega Millions.	382	1%	3%	5%	4%	5%	24%	57%	
Purchased a raffle ticket	375	1%	1%	3%	4%	5%	28%	59%	
Played slot or video machines at a casino	385	3%	4%	4%	4%	6%	20%	60%	
Played cards with friends	378	3%	7%	7%	4%	6%	13%	60%	
Played Bingo .	385	2%	5%	5%	3%	5%	14%	66%	
Purchased Mass Lottery Keno tickets	381	2%	2%	5%	3%	4%	13%	72%	
Played table games at a casino	376	1%	0%	1%	2%	2%	9%	85%	
Bet money on Sports	380	1%	0%	1%	0%	1%	9%	88%	
Bet money on horses (Off Track Betting)	378	-	-	1%	0%	-	8%	90%	
Played games for money on the Internet	379	-	0%	1%	0%	1%	7%	91%	

Do you currently have a friend or family member that you think gambles too much?

Break %	Total	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen	
		18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT	Yes 1+	NONE
Base	414	23	164	198	97	278	354	18	119	202	74	310	53	20	394
Do you currently have a friend or family member that you think gambles too much?															
No	87%	65%	90%	89%	85%	88%	88%	76%	87%	88%	89%	88%	77%	45%	89%
Yes	13%	35%	10%	11%	15%	12%	12%	22%	13%	12%	11%	12%	23%	55%	11%

Which of the following casino rewards cards do you have?

Break %	Respondents	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen		
		Total	18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/ Not working	Working FT or PT	Yes 1+	NONE
	Base	423	22	165	203	100	279	359	18	122	204	75	318	53	21	402
Which of the following casino rewards cards do you have? ...																
	None	53%	32%	53%	56%	46%	55%	53%	56%	47%	57%	55%	56%	42%	24%	55%
	Plainridge - MyChoice Card	42%	68%	42%	40%	49%	41%	42%	56%	39%	41%	43%	39%	51%	76%	40%
	Foxwoods Rewards Club Card	35%	55%	32%	33%	42%	32%	34%	28%	38%	33%	33%	35%	30%	57%	33%
	Twin Rivers Player Reward Club	34%	41%	35%	33%	34%	34%	34%	33%	32%	30%	40%	32%	38%	67%	32%
	Mohegan Sun Momentum Rewards Card	28%	36%	28%	26%	32%	26%	28%	22%	26%	27%	31%	27%	26%	52%	27%
	Encore Casino - Wynn Rewards	13%	27%	13%	12%	15%	13%	13%	11%	11%	13%	19%	13%	13%	29%	13%
	MGM M Life Rewards Card	7%	18%	8%	6%	7%	8%	8%	6%	8%	6%	9%	5%	13%	24%	6%

If you visited casinos in the past year, what are all of the ways you got there?

Break %	Respondents	Age Groups			Gender		Race/ethnicity		Education			Employment		Gambling Screen		
		Total	18-54	55-74	75+	Male	Female	White	Non-white	HS or less	1-4 Yrs College	Post Grad	Retired/Not working	Working FT or PT	Yes 1+	NONE
	Base	419	23	165	200	99	278	356	19	121	202	76	313	53	20	399
If you visited casinos in the past year, what are all of ...																
	I drove myself	46%	74%	45%	42%	59%	42%	47%	37%	45%	45%	46%	41%	64%	90%	43%
	Family or friends have driven me	41%	57%	39%	40%	34%	45%	41%	42%	40%	39%	42%	39%	47%	40%	41%
	Not Applicable	38%	17%	41%	41%	30%	41%	39%	42%	30%	42%	43%	41%	26%	5%	40%
	Senior center type bus (about 18 seats)	14%	13%	11%	16%	16%	13%	14%	5%	14%	14%	12%	16%	11%	15%	14%
	Public transportation (eg. GATRA)	13%	9%	11%	13%	12%	12%	12%	11%	12%	12%	12%	13%	11%	15%	13%
	Casino-sponsored shuttle	12%	17%	11%	12%	17%	10%	12%	5%	12%	11%	12%	12%	15%	20%	11%
	Airplane	11%	17%	13%	10%	8%	13%	11%	21%	10%	10%	17%	9%	17%	15%	11%
	Charter bus (about 60 seats)	9%	4%	13%	7%	8%	10%	9%	11%	13%	9%	5%	10%	6%	-	10%
	Taxi or ride sharing service	8%	13%	10%	5%	5%	9%	8%	-	8%	5%	13%	6%	11%	10%	8%

E: GameSense Interaction Checklist completed by GSAs at PPC

The following are selected Crosstabulations by Age Group from the PPC Interaction Checklist for the Exchange and Demonstration Interactions from July 1, 2019 until they closed March 15th, 2020.

q5 Interaction Type

Break % Respondents	Total	Interaction Type	
		Demonstration	Exchange
Base	11779	2881	8898
Age Categories			
Under 64	48%	46%	49%
65-74	32%	32%	31%
75-79	10%	10%	10%
80+	10%	11%	9%

- 52% of GSA interactions at PPC were among those 65+
- Interactions were equally balanced between Demonstrations and Exchanges

q7 Gender of first person in Interaction

Break % Respondents	Total	Gender of first person in Interaction (Exchanges & Demonstrations Only)		
		Male	Female	NA
Base	11779	4392	7382	5
Age Categories				
Under 64	48%	45%	50%	80%
65-74	32%	32%	31%	20%
75-79	10%	11%	10%	-
80+	10%	12%	8%	-

- Slightly more GSA interactions among 80+ year old males.

Q9 Interaction Time

Analysis % Respondents	Base	Interaction Time of Day (Exchanges & Demonstrations Only)			
		9AM-12PM	12:01P-M-5PM	5:01PM-10PM	10:01P-M-1AM
Total	11779	2545	6387	2067	780
Age Categories					
Under 64	48%	41%	45%	61%	72%
65-74	32%	36%	32%	28%	23%
75-79	10%	13%	11%	7%	4%
80+	10%	11%	12%	4%	1%

- Interactions with 65+ significantly more likely to be between 9am and 5pm.

Q10 (Exchange) What was Discussed?

Break % Respondents	Total	Age Categories			
		Under 64	65-74	75-79	80+
Base	8898	4366	2797	923	812
What was discussed?					
PMW - Play My Way (enrollment, removal, budgeting or question)	83%	82%	84%	85%	82%
How Slots Work (randomness, odds, denomination, etc.)	13%	13%	12%	16%	14%
General randomness, odds, myths, taking a break	13%	12%	13%	14%	16%
What is GameSense?	8%	9%	7%	6%	4%
VSE/Property-specific exclusion programs	4%	5%	2%	2%	1%
Problem gambling (general info or available resources)	3%	3%	2%	2%	1%
How Table Games Work (randomness, odds, denomination, etc.)	2%	2%	2%	2%	2%
Other	2%	2%	1%	1%	2%

- More than 80% of Exchange interactions discussed PMW.

Q11 What did you discuss regarding Play My Way?

Break % Respondents	Total	Age Categories			
		Under 64	65-74	75-79	80+
Base	7399	3589	2357	786	667
What did you discuss regarding Play My Way?					
Enrolled (first time)	54%	55%	50%	55%	57%
Information only	39%	37%	42%	40%	39%
Adjusted Budget	6%	6%	7%	4%	3%
Forgot PIN	2%	1%	2%	3%	2%
Unenrolled	1%	1%	1%	1%	0%
Responded to Complaints (open up description of complaint)	1%	1%	1%	0%	0%
Other	1%	1%	0%	1%	0%
Re-Enrolled	0%	0%	0%	1%	1%

- The predominant PMW discussion focused on first time enrollment and information about how it works.

Q14 Where did the interaction take place?

Break % Respondents	Total	Age Categories			
		Under 64	65-74	75-79	80+
Base	11779	5703	3718	1223	1135
Where did the interaction take place? (Exchanges & Demonstrations Only)					
Gaming Floor (only)	72%	69%	75%	75%	72%
GameSense Info Center (only)	24%	25%	21%	21%	25%
Started on casino floor, ended at GameSense Info Center	4%	5%	3%	3%	3%
Somewhere off gaming floor (Sourth Lawn, Smoking area, Near Carousel, EDR, Lobby, Mystique, Bus, Buffet, Phone...)	0%	1%	0%	0%	0%
Started at GameSense Info Center, ended on casino floor	0%	0%	0%	0%	0%

- Almost $\frac{3}{4}$ of the Exchange and Demonstration Interactions took place on the gaming floor and $\frac{1}{4}$ took place at the Info Center.

Q16 What tool was used? (Choose all that apply)

Break % Respondents	Total	Age Categories			
		Under 64	65-74	75-79	80+
Base	2881	1337	921	300	323
What tool was used? (Choose all that apply)					
Quizzes	32%	39%	28%	25%	24%
Gaming Floor machine or table	23%	21%	27%	24%	18%
60 Sided Dice Game	20%	17%	19%	30%	28%
Plinko	14%	13%	18%	11%	9%
HiLo Flash Cards	8%	6%	6%	10%	20%
Kiosk	8%	9%	8%	7%	4%
Other	4%	5%	4%	3%	2%
Brochure	3%	5%	3%	0%	1%
Slot vending machine Game	3%	4%	2%	1%	1%
Swag Wheel	0%	0%	-	-	-
Marble game	0%	0%	-	-	-

- The HiLo Flash cards and 60 Sided Dice Game were more often used in the presentation among those who are older.