

# 2022 Encore Boston Harbor Patron Survey

Presenters from the University of Massachusetts, Amherst

Laurie Salame, Senior Lecturer II, Isenberg School of Management

Thomas Peake, Senior Research Analyst, Donahue Institute

Rachel Volberg, Research Professor, School of Public Health & Health Sciences

# Patron Survey Logistics

- Surveys take place regularly at each venue
- Rigorous methods used to capture representative sample

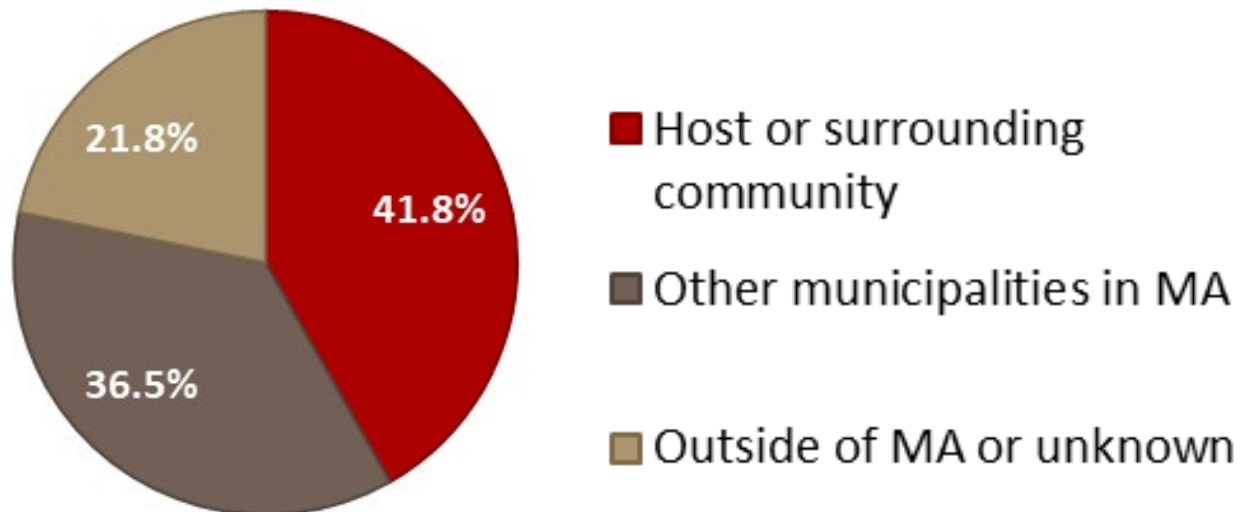
Past Surveys	Encore Boston Harbor Survey
Conducted 6-12 months after opening	Delayed due to COVID and related closures
2 waves (winter & summer)	1 wave (spring)
8 survey days, 6-hour collection periods	4 survey days, 7-hour collection periods
Approach every 6 <sup>th</sup> patron exiting	Approach every 5 <sup>th</sup> patron exiting
Peak/non-peak periods, days (weekday/weekend) and hours (day/evening)	
Survey teams at multiple exits	
Data weighted to adjust for differential age, gender, and race non-response	

- Completed 440 surveys with a 15.4% response rate
- Conducted License Plate Survey concurrently (similar residency)

# Geographic Origins

- The majority of patrons (78.3%) are from MA
  - 41.8% from the host (Everett) and surrounding communities (Boston, Cambridge, Chelsea, Saugus, Lynn, Malden, Medford, Melrose, and Somerville)
  - 36.5% from other MA locations
- 21.8% were from outside of MA

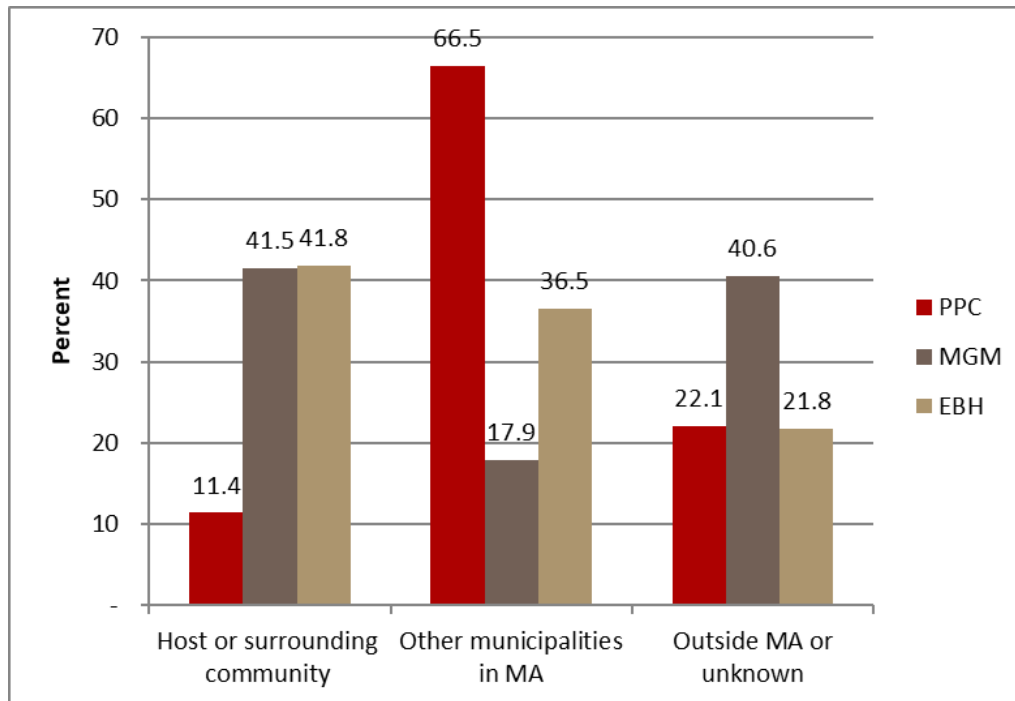
**Geographic Origin of Patrons**



# Geographic Origins: Compared

- We did not do a comprehensive 3-casino comparison (coming later), but we did include a small comparison section in the report (and a couple snapshots here)

**Patron Origin by Massachusetts Casino Venue**



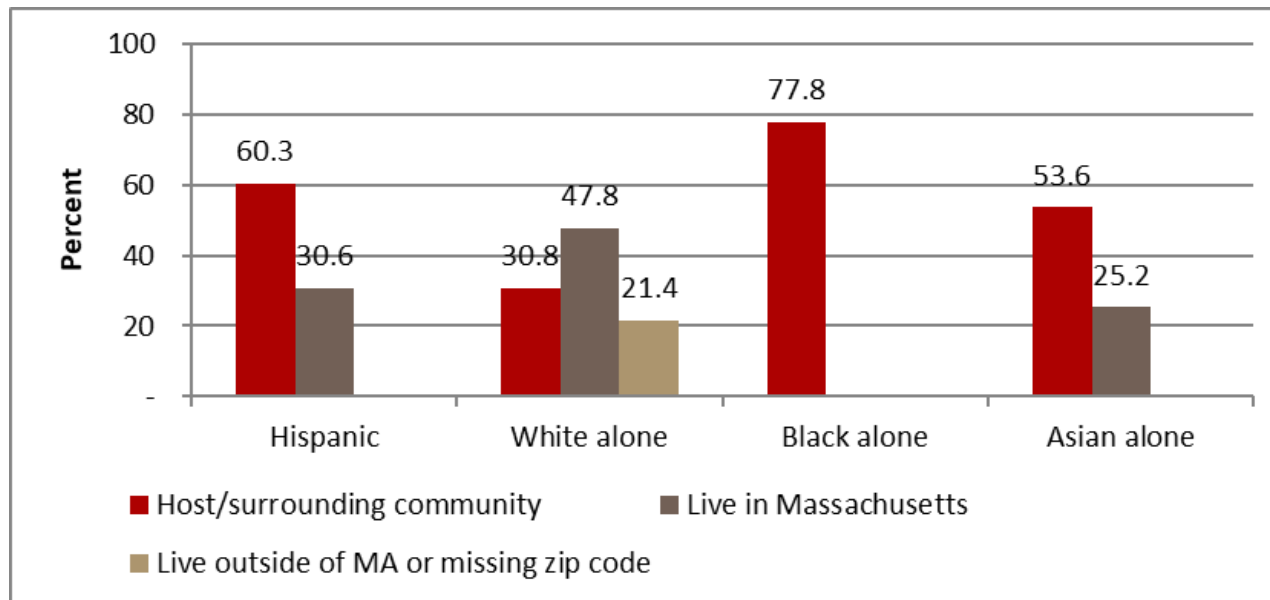
# Demographics

- **Gender:** a bit more men (55.2%) vs. women (38.7%)
- **Race/ethnicity:** over half White (55.0%), a quarter Asian (24.9%), with smaller proportions of Hispanic (7.6%) or Black (8.3)
- **Age:** mean age 44, middle-aged (58.1% age 35-64), with more younger patrons (25.7% age 21-34) than older patrons (16.1% age 65 or older)
- **Annual household incomes varied:**
  - 14.1% <\$30,000
  - 10.5% \$30,000-\$49,999
  - 35.0% \$50,000-\$99,999
  - 40.4% \$100,000+
- **Employment:** majority (71.6%) employed, almost one fifth (18.7%) retired

# Racial Diversity

- 40.8% of patrons identified as non-White (44.4% for two+ races)
- Nearly a quarter (24.9%) of the patrons were Asian
  - For MA patrons, 24.3% were Asian compared to their much smaller prevalence in the adult population of MA (7.1%)
  - Asian patrons from host and surrounding communities was even higher (31.2%)

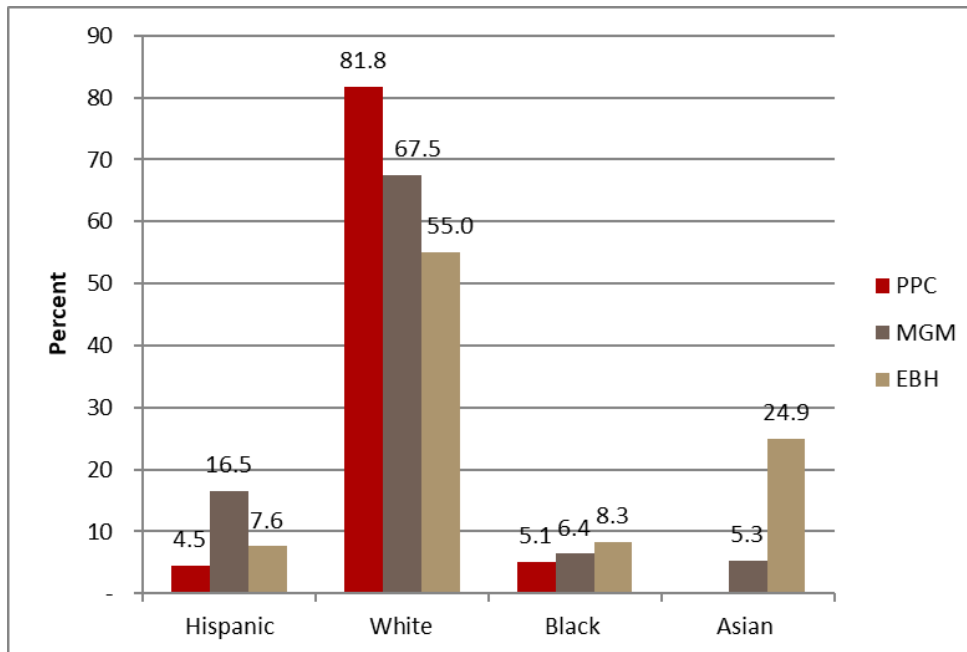
## Geographic Origin by Race/Ethnicity



# *Racial Diversity: Compared*

- One of the most significant comparisons of the three venues was around the race/ethnicity of patrons
- EBH was the most racially diverse with roughly 45% non-White compared to 32.5% at MGM and 18.2% at PPC

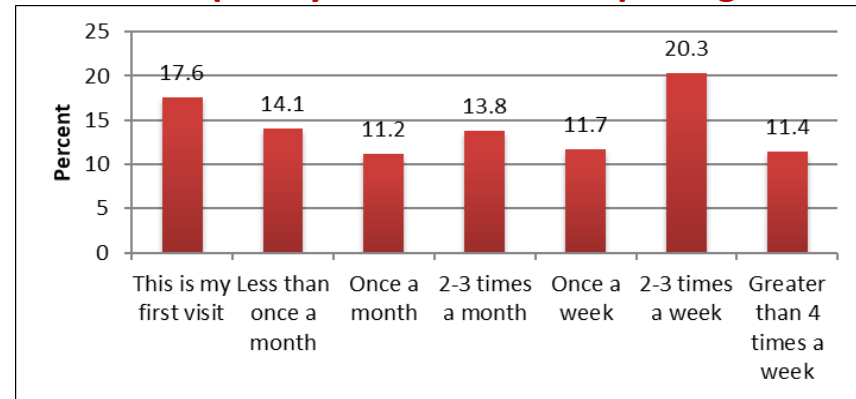
**Patron Race/Ethnicity Massachusetts Casino Venue**



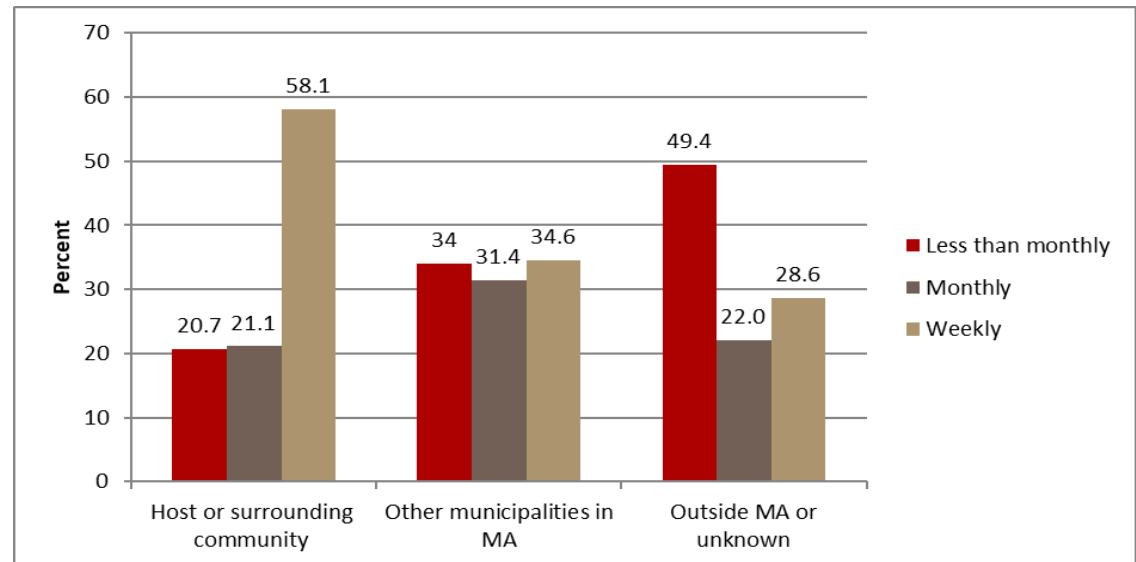
# Frequency of Visitation

- 17.6% of all patrons reported this was their first visit
- 13.8% reported 2-3 times a month
- 43.4% reported visiting once a week or more (58.1% for HSC)

Frequency of Visits since Opening



Frequency of Visits since Opening by Geographic Origin

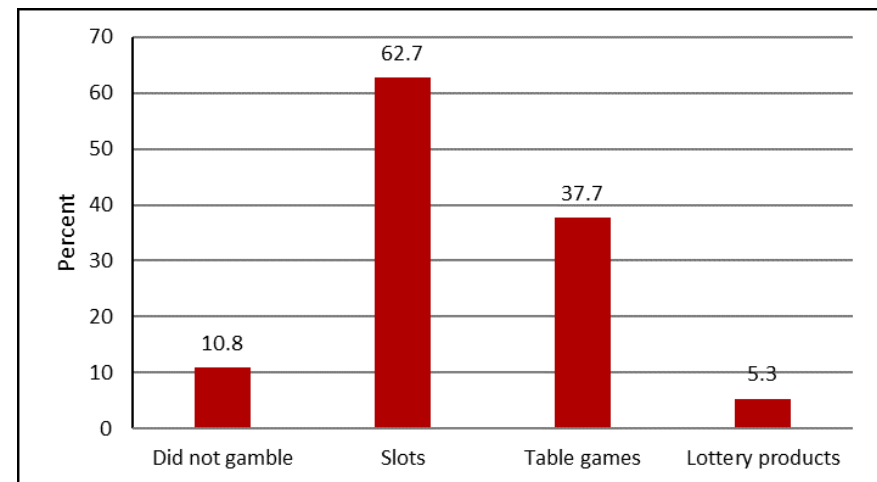




# Activities

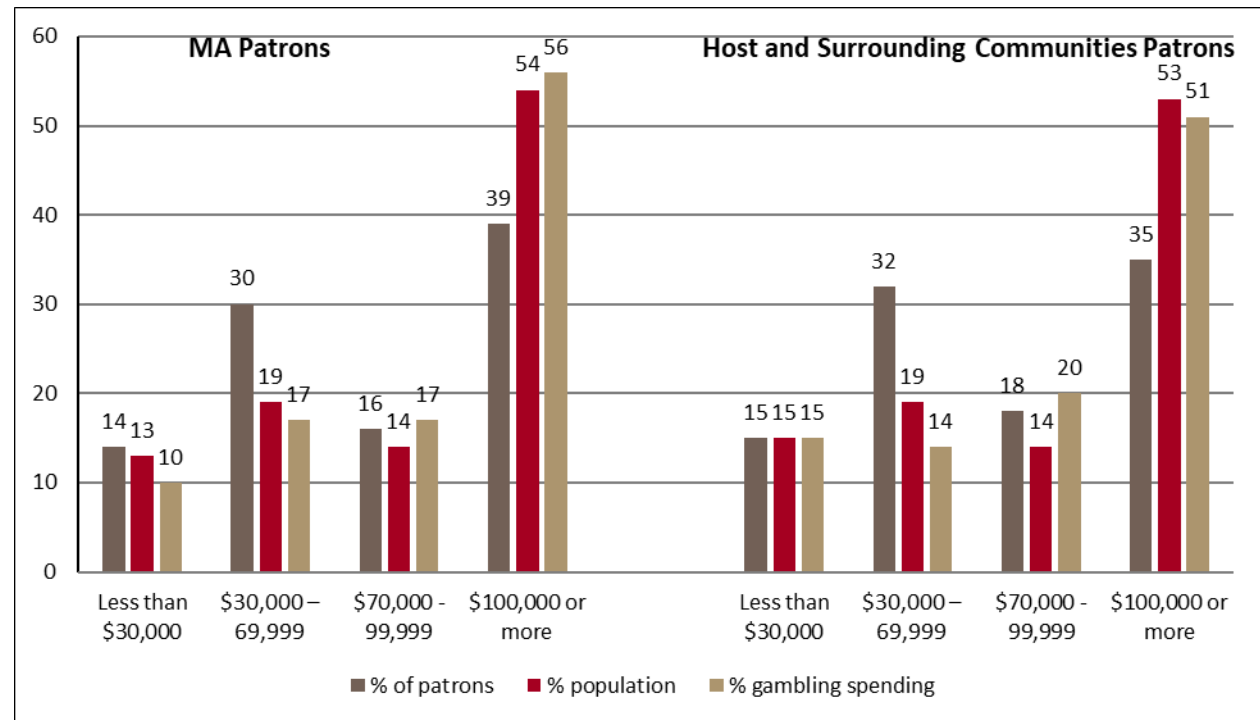
- Gambling activities
  - 89.2% gambled during this visit
- Non-gambling activities
  - 79.4% spent money on non-gambling activities **in Encore Boston Harbor**
    - Most was F&B (68.1%), followed by hotel (17.8%), shopping (16.1%), and entertainment (13.8%)
  - 70.5% spent money engaged in **off-site activities**
    - Attended event/show/exhibit was most frequent (33.6%) followed by F&B (21.1%)
- Responsible Gambling and GameSense
  - Top 3 strategies to gamble within personal limits were: avoiding ATMs (43.1%), viewing gambling as fun not way to make money (31.0%), and sticking to monetary limit (29.5%)

**Gambling Activities Participated in**



# Impact on Lower Income MA Patrons

Casino Gambling Expenditure by Household Income



- Do lower income people spend more at the casino?
- Lowest income:
  - % patrons: 14%
  - % population: 13%
  - % casino gambling spending: 10%
- Highest income:
  - % patrons: 39%
  - % population: 54%
  - % casino gambling spending: 56%

- Data suggests casino gambling at EBH does not have a “regressive impact”

# Economic Modeling

- Patron survey data is an important input to our economic impact modeling exercise, which utilizes the PI+ economic impact model produced by Regional Economic Models Incorporated (REMI)
- The most important question: how would patrons have spent their money if the casinos had never opened?
  - Money that would have been spent out of state is “new” to MA
  - Money that would have been spent in MA comes at the expense of other types of businesses
- Economic work is ongoing, but results will be presented to the MGC this summer

# How is Patron Data Used

- Patron data allows us to determine what economic activity would not have occurred in Massachusetts if not for the casinos
  - How much money was recaptured from in-state residents who otherwise would have gambled out-of-state?
  - How much of Encore Boston Harbor's revenue would have otherwise been spent elsewhere in MA, and where?
  - How much new, out-of-state spending is Encore Boston Harbor attracting?

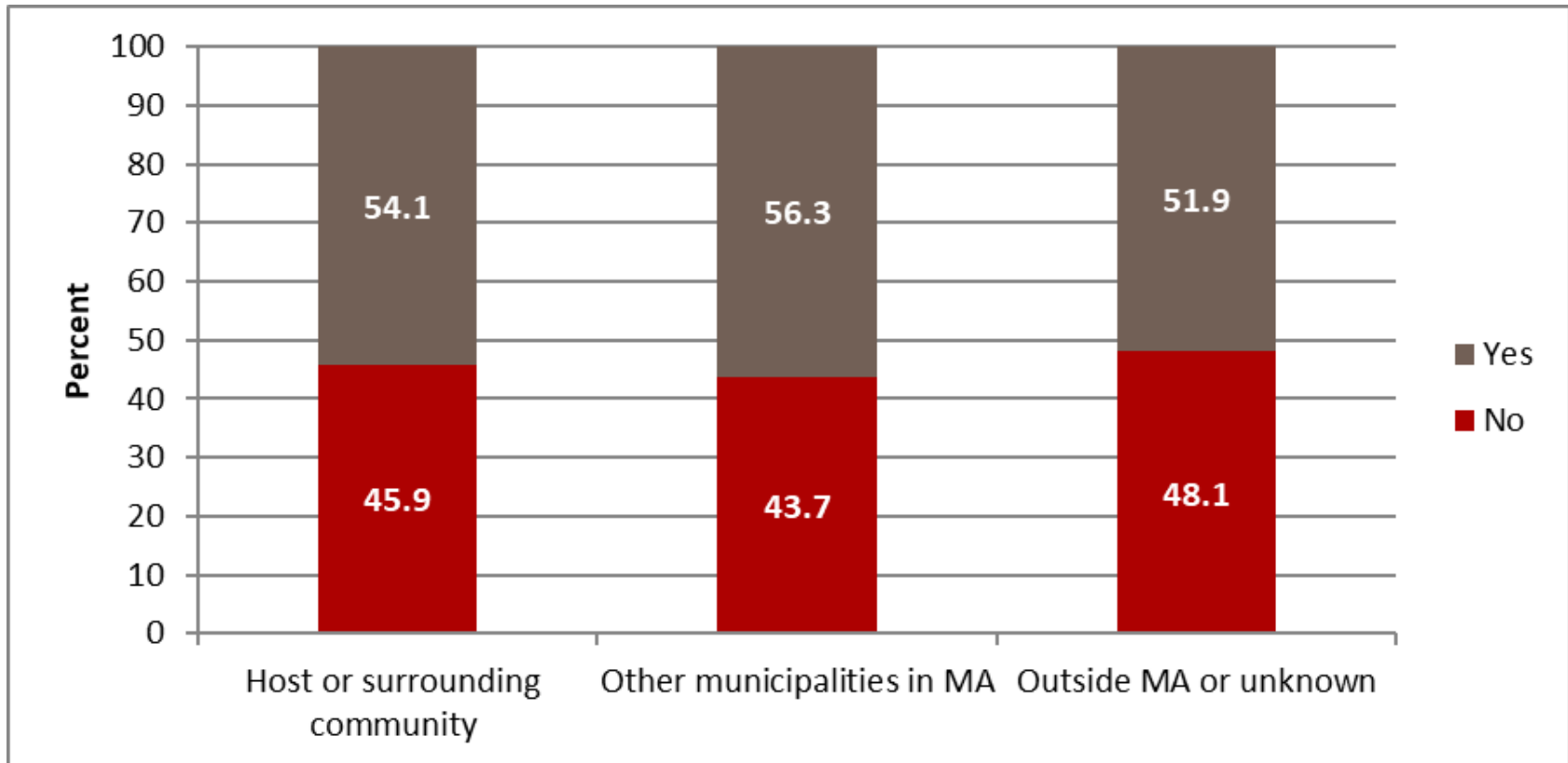
# Findings

- In-State patrons whose spending was recaptured from out-of-state accounted for 45.2% of the reported gambling spending, and 64.4% of the non-gambling spending
- Patrons whose spending was reallocated from other businesses in Massachusetts accounted for 24.3% of reported gambling spending
- Over 95% of in-state reported spending came from patrons in the Metro Boston region (Suffolk, Essex, Middlesex, and Norfolk Counties)

# Recaptured Spending

- The majority of casino patrons would have gambled in another state if not for Encore Boston Harbor

Would Have Gambled in Another State by Geographical Origin of Patron



# Thank you!

## Questions and Comments

This\* and other reports can be found on our Website:

<https://www.umass.edu/seigma/reports>

\*Final report has not yet been released