

2023

# American Attitudes Towards Gaming



AMERICAN  
GAMING  
ASSOCIATION®

# ::: Survey Methodology

## AUDIENCE

Key audience and subgroup analysis among:

- ♦ Americans (n=2,002): Nationally representative sample of voters aged 21+\*
- ♦ Past-year casino visitors (n=830): Visited a casino in the last 12 months to gamble or for some other reason
- ♦ Past-year gamblers (n=981): Participated in any form of gambling at all during the past 12 months, whether at a casino or racetrack, at a sportsbook, a lottery location, at a bar, tavern or truck stop, or over the Internet
  - ♦ Physical casino players (n=531): Participated in physical casino gaming in the last 12 months
  - ♦ Sports bettors (n=409): Participated in sports betting online, at a physical sportsbook, or with a bookie in the last 12 months
  - ♦ iGamers (n=284): Participated in real-money casino gaming over the Internet in the last 12 months

## Mode

Online survey

## Dates in Field

August 11-18, 2023

## Margin of Error

+/- 2% at 95% confidence level. Higher for subgroups

\*Note that survey waves prior to 2021 were conducted among smaller samples of 1,000 adults age 21+ (not necessarily registered voters).

# ::: Survey Highlights

**9-in-10**

Americans say casino gambling is acceptable for themselves or others.

**71%**

say that casino gaming contributes positively to the U.S. economy.

**3-in-5**

or more also recognize gaming's positive impact on local economies, job creation and tourism.

**102 million**

U.S. adults visited a casino in the past 12 months.

**42 years**

Average age of casino visitors in the past year, down for a fourth consecutive year from 49.6 in 2019.

**49%**

Share of adult Americans that participated in some form of gambling in the past year.

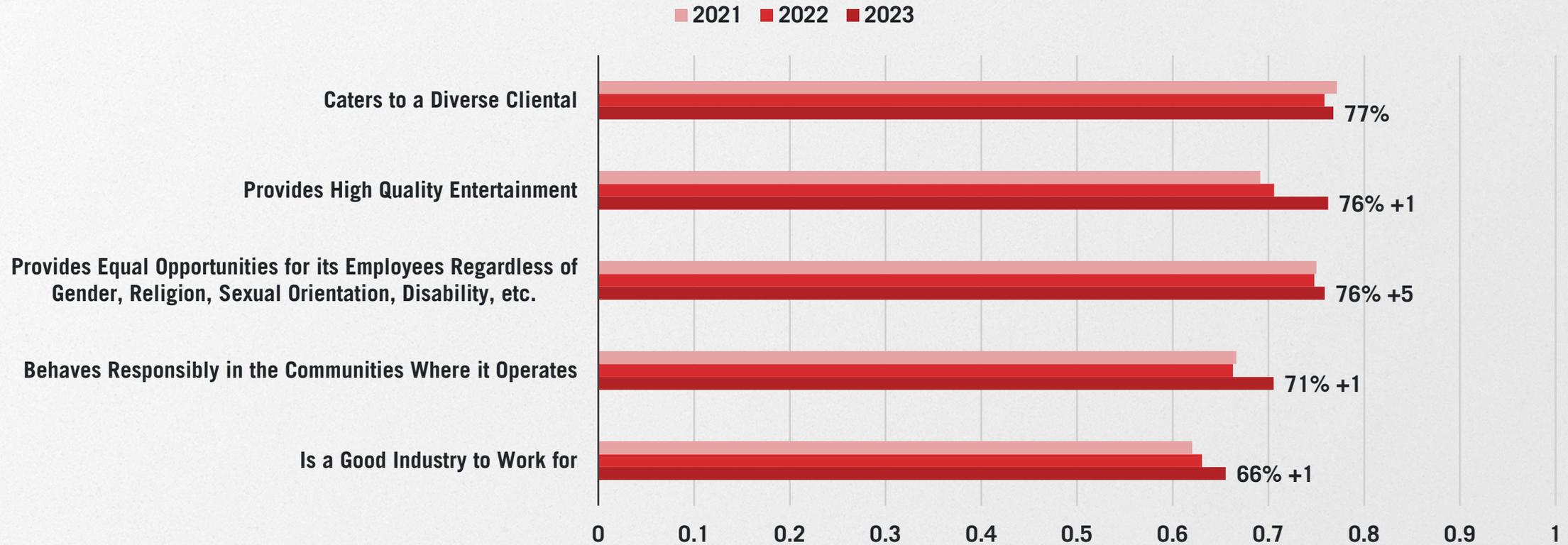
# ::: A High Level of Gambling Acceptance Has Remained Consistent For Over a Decade

## PERSONAL VIEW OF CASINO GAMBLING



# ::: Public Acknowledges Gaming's Diversity, Opportunities and Responsibility

**FOR EACH WORD OR PHRASE, INDICATE HOW WELL YOU THINK IT DESCRIBES THE CASINO GAMING INDUSTRY DESCRIBES VERY/PRETTY WELL**

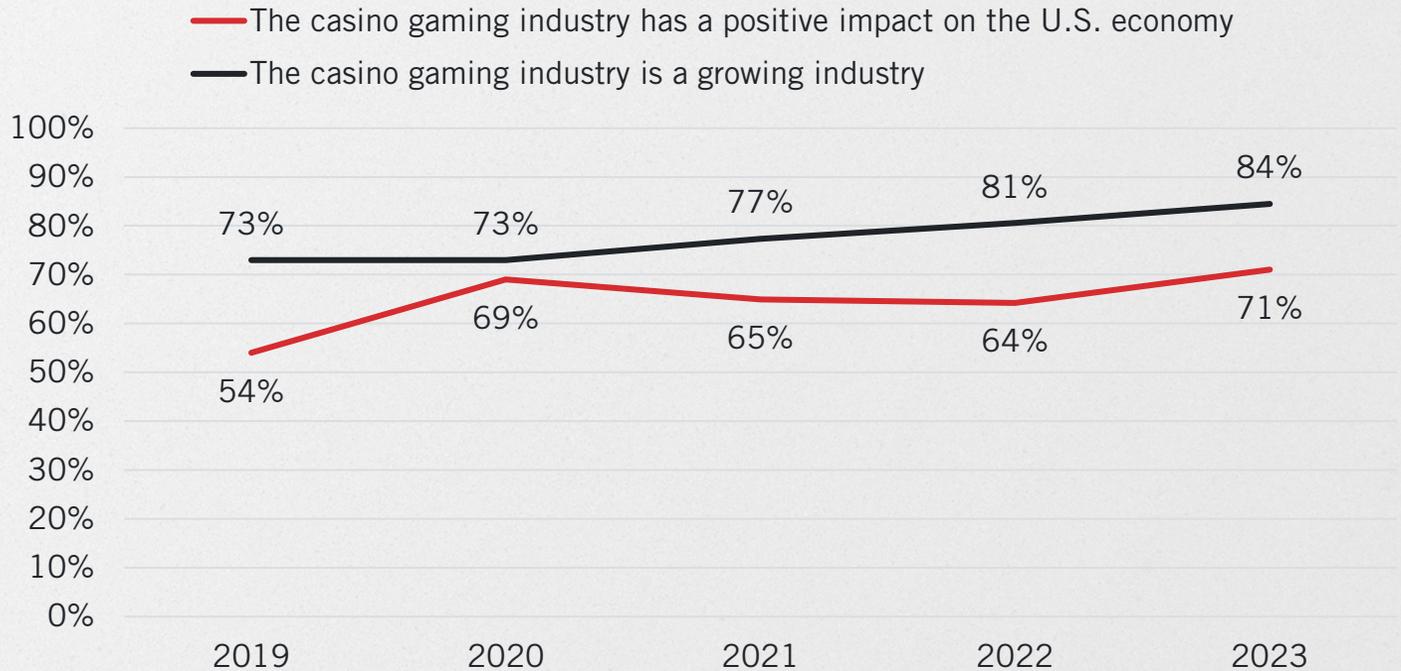


# There's Widespread Recognition of Gaming as a Growing, Value-Adding Segment of the U.S. Economy



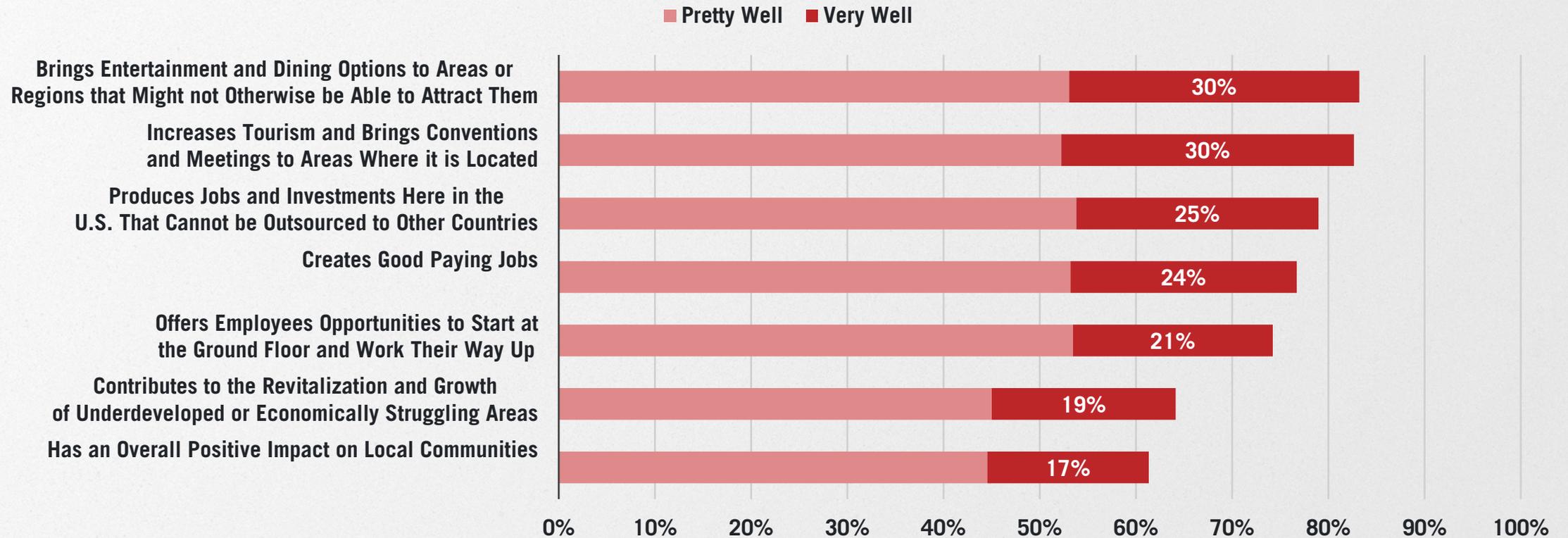
Acknowledgement of gaming's contribution to the U.S. economy reaches new high.

## GAMING'S ECONOMIC IMPACT Agreement with statements



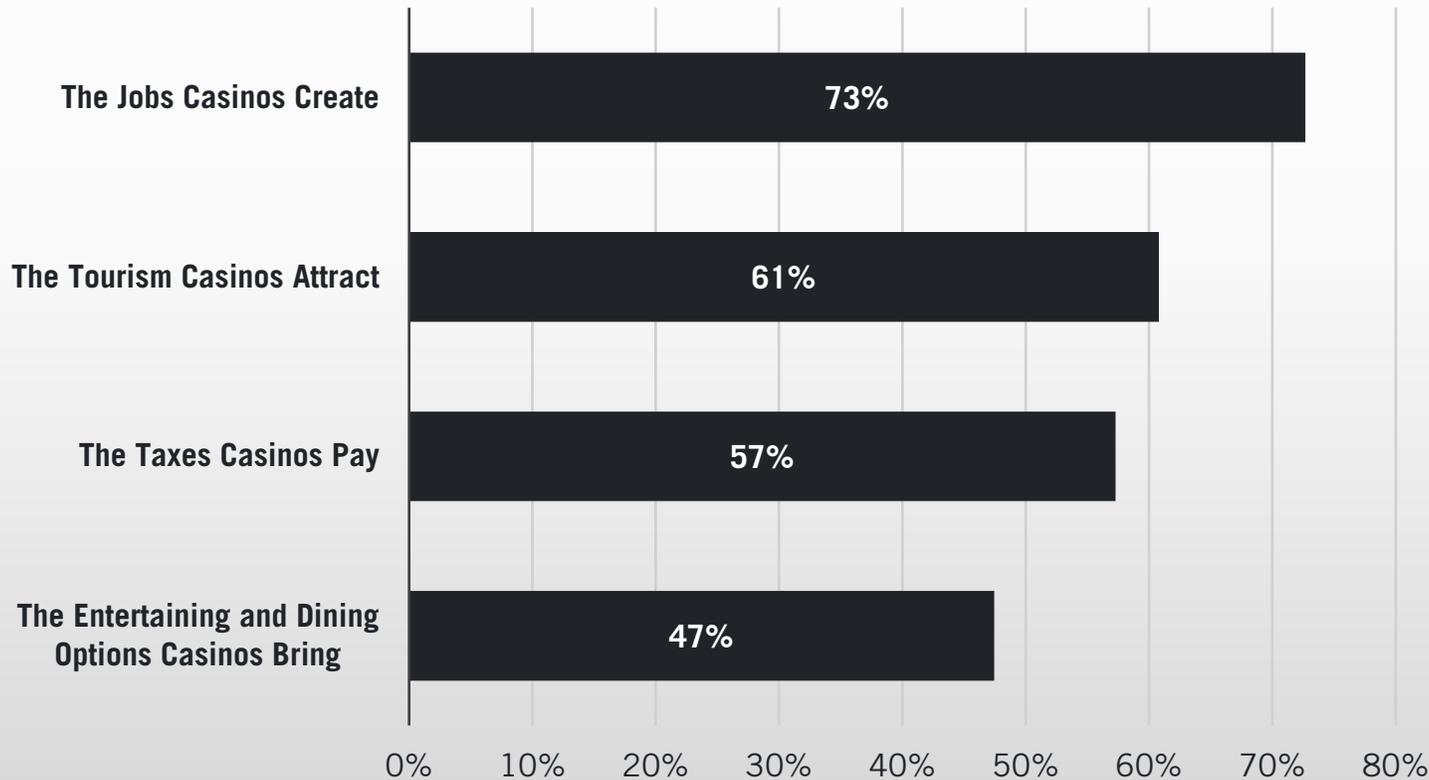
# Strong Majorities Recognize Gaming's Positive Impact on Local Economies, Job Creation and Tourism

**FOR EACH WORD OR PHRASE, INDICATE HOW WELL YOU THINK IT DESCRIBES THE CASINO GAMING INDUSTRY**



# ::: Americans Identify Jobs as the Most Significant Benefit Casinos Provide Local Communities

## CASINO COMMUNITY BENEFITS RANKED AMONG THE MOST IMPORTANT

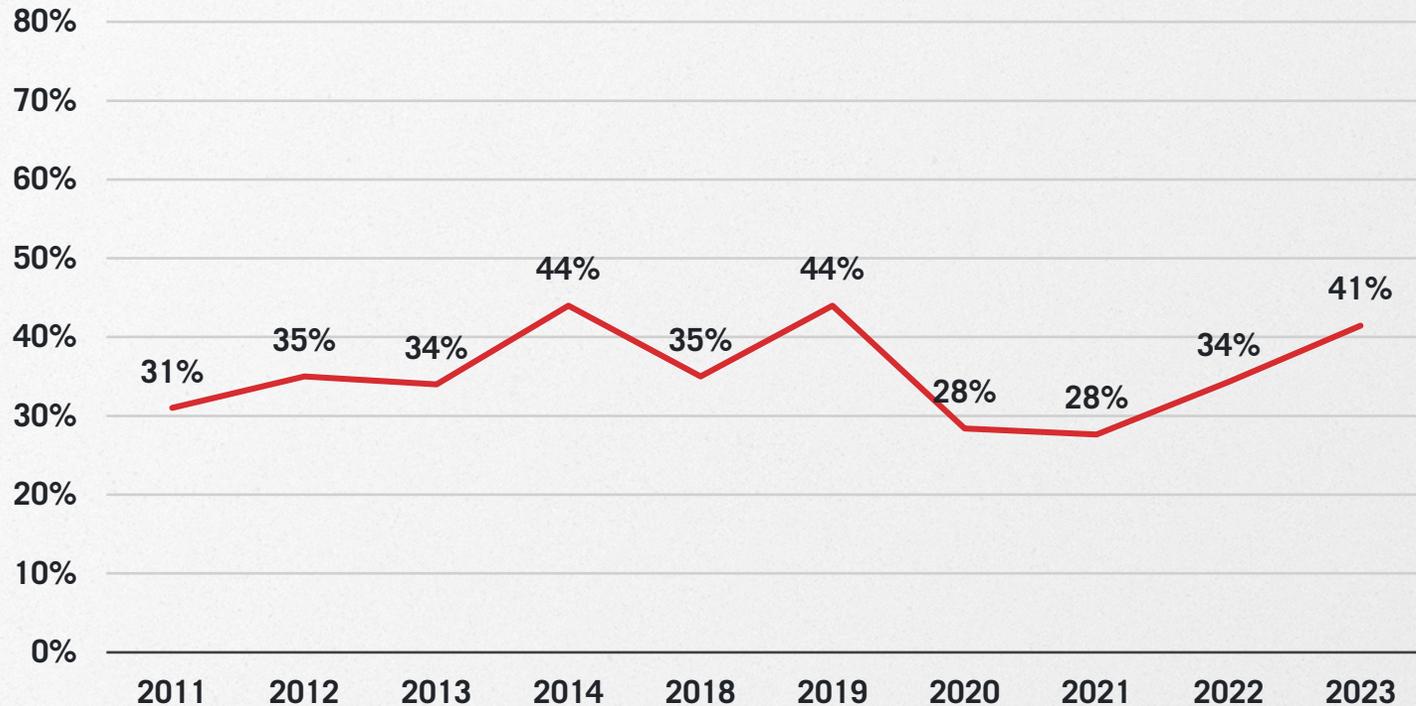


**73%**

Nearly three-fourths rank job creation among the top three benefits that casinos provide to communities, 29% considering it the most important benefit.

# ::: Past-Year Casino Visitation Returns to Pre-Pandemic Trend Level

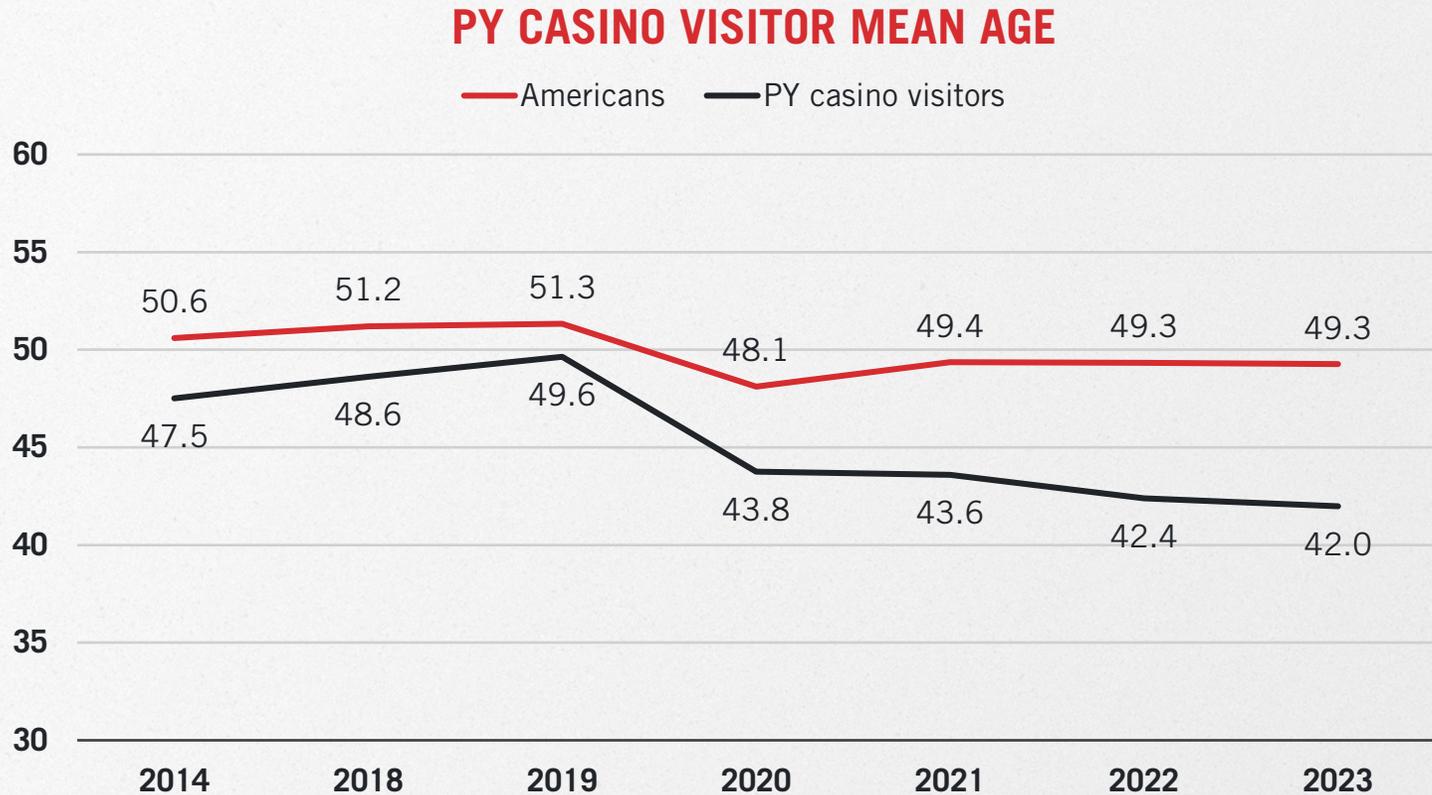
**PAST-YEAR CASINO VISITATION**  
To Gamble or for Other Reasons



**102M**

U.S. adults visited a casino for gambling or other purposes in the past 12 months.

# ::: Average Casino Visitor Age Drops for Fourth Year



**61%**

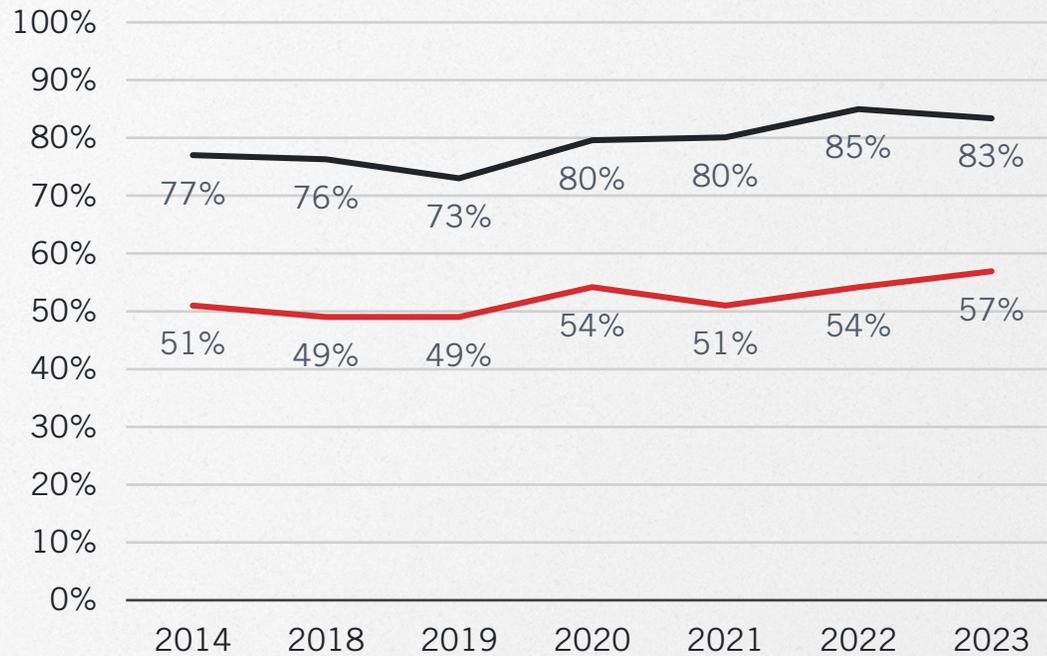
Three-fifths of young adults (21-39) visited a casino for gambling or other purposes in the past 12 months.

# ::: Americans: Casinos Remain Innovative and Provide Good Entertainment Value for Guests

## CASINO ENTERTAINMENT VALUE

Excellent/good compared to alternatives

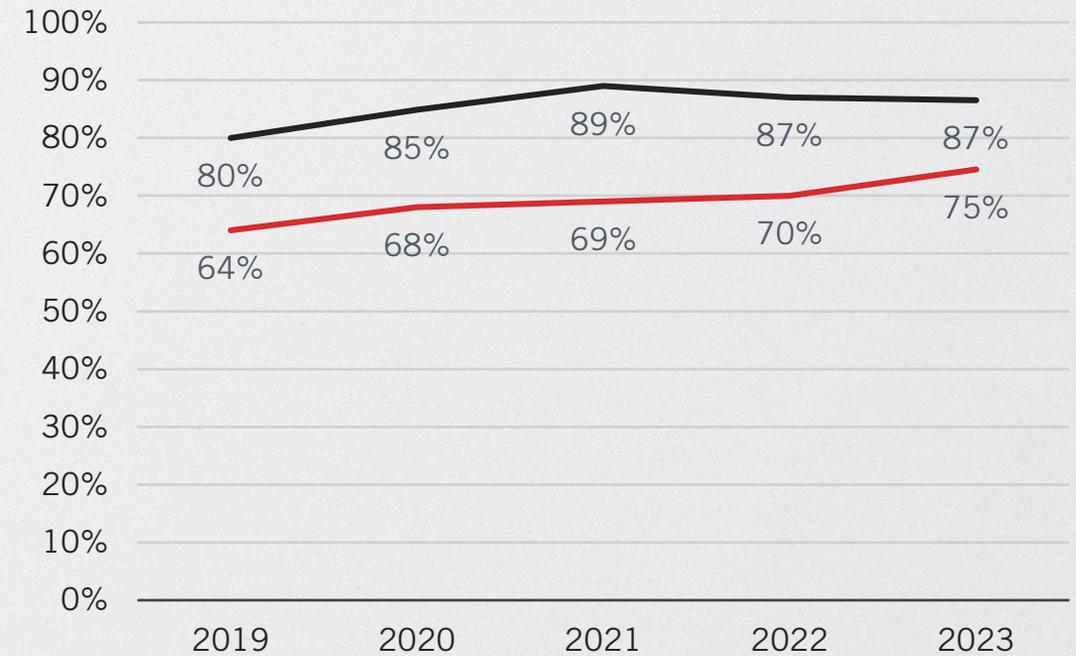
— Americans — PY casino visitors



## CASINO ENTERTAINMENT INNOVATION

Say casino entertainment is innovative

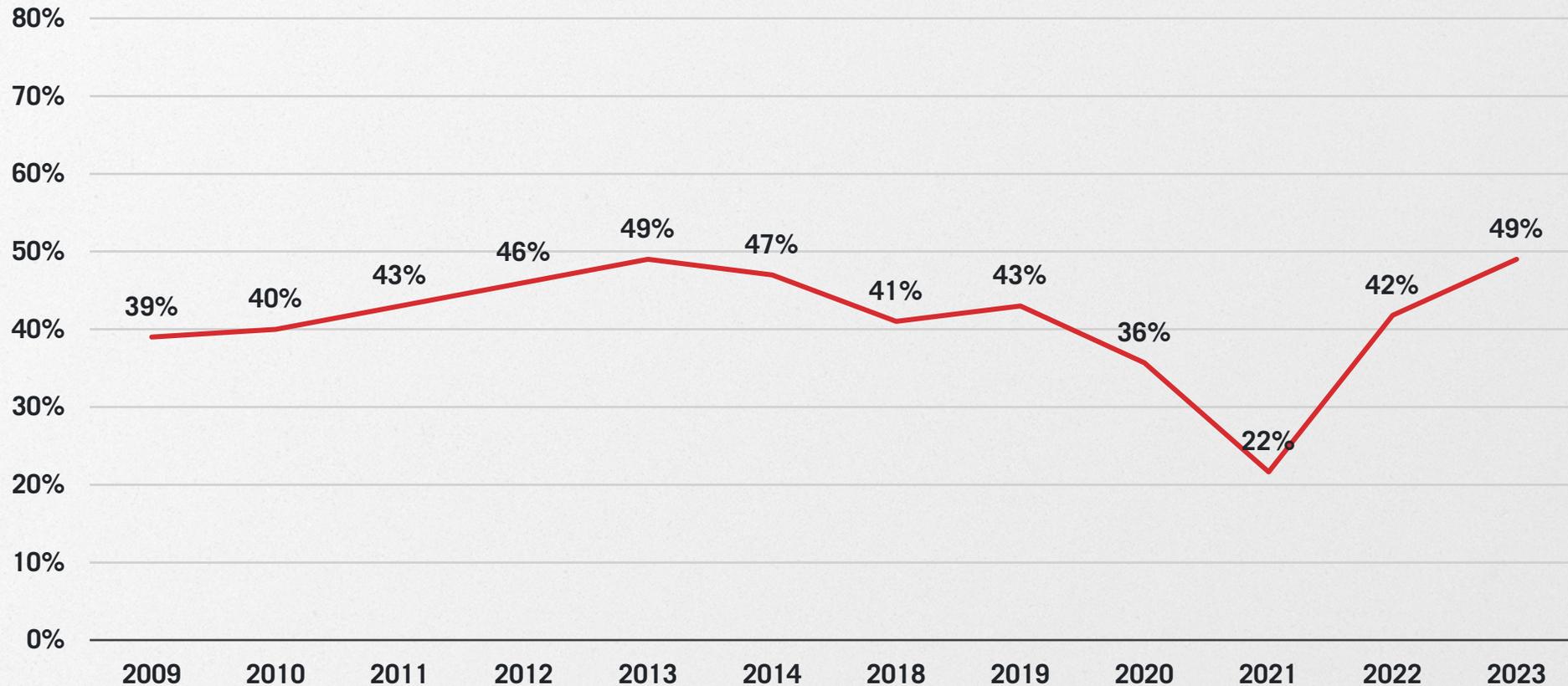
— Americans — PY casino visitors



# ::: Gambling Participation Reaches Highest Level Since 2013

## PAST-YEAR GAMBLING PARTICIPATION

Across All Game Types (casino, sports betting, iGaming, lottery, pari-mutuel, VLT)



# ::: Participation Increases Across All Gambling Activities

## PAST-YEAR GAMBLING PARTICIPATION

Participation by type of gambling

■ 2021 ■ 2022 ■ 2023

