

# American Attitudes on Casino Gaming 2021

*Americans see positive impact of gaming industry.*



## **AS MORE AMERICANS ARE EXPOSED TO THE GAMING INDUSTRY, THEIR APPRECIATION OF THE ECONOMIC BENEFITS IT BRINGS CONTINUES TO GROW.**

- Two-thirds (65%) say that gaming provides a positive benefit to the U.S. economy.
- About two-thirds (64%) of American adults say that gaming provides high-quality jobs, up from 53 percent in 2019.
- Nearly 8 in 10 (77%) describe gaming as a growing industry, up from 73 percent in 2019.

## **AS THE U.S. GAMING INDUSTRY CONTINUES TO EXPAND INTO NEW MARKETS ACROSS THE COUNTRY, AMERICANS' ACCEPTANCE OF GAMING HAS NOT WAVERED.**

- Nearly 9 in 10 (87%) Americans believe that gambling is an acceptable form of entertainment for themselves and others.
- Almost 3 in 4 (73%) support legalized sports betting in their home state.

## **BEYOND THE ECONOMIC BENEFITS, GAMING IS INCREASINGLY VIEWED AS A POSITIVE CONTRIBUTOR TO THE COMMUNITIES WHERE IT OPERATES AND AS AN INDUSTRY WELCOMING TO ALL AMERICANS, REGARDLESS OF BACKGROUND.**

- 6 in 10 (57%) think that the industry gives back to communities where it operates.
- 7 in 10 (67%) say that the gaming industry behaves responsibly in the communities where it operates.
- 3 in 4 (75%) agree that the industry provides equal opportunities for its employees regardless of gender, religion, sexual orientation, disability, etc.
- 8 in 10 (78%) Americans say that the industry employs a diverse workforce
- 8 in 10 (77%) think that the industry caters to a diverse cliental.

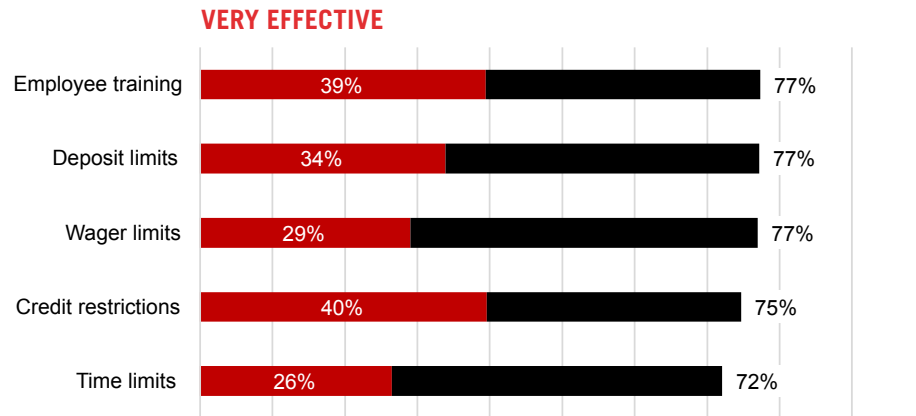
## **RESPONSIBLE GAMING IS INTEGRAL TO TODAY'S GAMING INDUSTRY AND AMERICANS UNDERSTAND OUR COMMITMENT.**

- The number of Americans who say that the gaming industry is committed to responsible gaming has increased by more than 40 percent since 2018.
- Three-quarters (78%) of past-year gamblers in the U.S. are aware of at least one responsible gaming resource, with 43 percent aware of phone of text helplines and 33 percent aware of counseling or telehealth support.
- Our employees are seen as among the most effective tools for responsible gaming. Three-quarters (77%) of past-year gamblers believe employee training and deposit and wager limits are effective responsible gaming policies.



## EFFECTIVENESS OF RESPONSIBLE GAMING POLICIES – AMONG PAST YEAR GAMBLERS

(TOP 5 AMONG THOSE AWARE OF EACH)



### METHODOLOGY

Survey results come from two online polls conducted on behalf of the American Gaming Association in the late-summer among national samples of 2,000 Americans. The data were weighted to approximate a target sample of adults based on age, educational attainment, gender, race, and region. Results from the two full surveys have a margin of error of +/-2%.

- Kantar fielded its survey between August 13-September 1, 2021 among a national sample of 2,000 American voters aged 21 and older.
- YouGov conducted its survey between June 26-31, 2021 among a national sample of 2,033 Americans aged 21 and older.