

2024

American Attitudes Towards Gaming



AMERICAN
GAMING
ASSOCIATION®

::: Survey Methodology

AUDIENCE

Key audience and subgroup analysis among:

- ♦ Americans (n=2,000): Nationally representative sample of voters aged 21+*
- ♦ Past-year casino visitors (n=986): Visited a casino in the last 12 months to gamble or for some other reason
- ♦ Past-year gamblers (n=1,092): 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

MODE

Online survey

DATES IN FIELD

July 31-August 9, 2024

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**. Nearly 60% say it is personally acceptable.

55%

of American adults participated in some form of gambling in the past year.

122 Million

adults visited a casino in the past year.

89%

of casino visitors say **that casinos provide excellent or good entertainment value compared to alternatives**.

76%

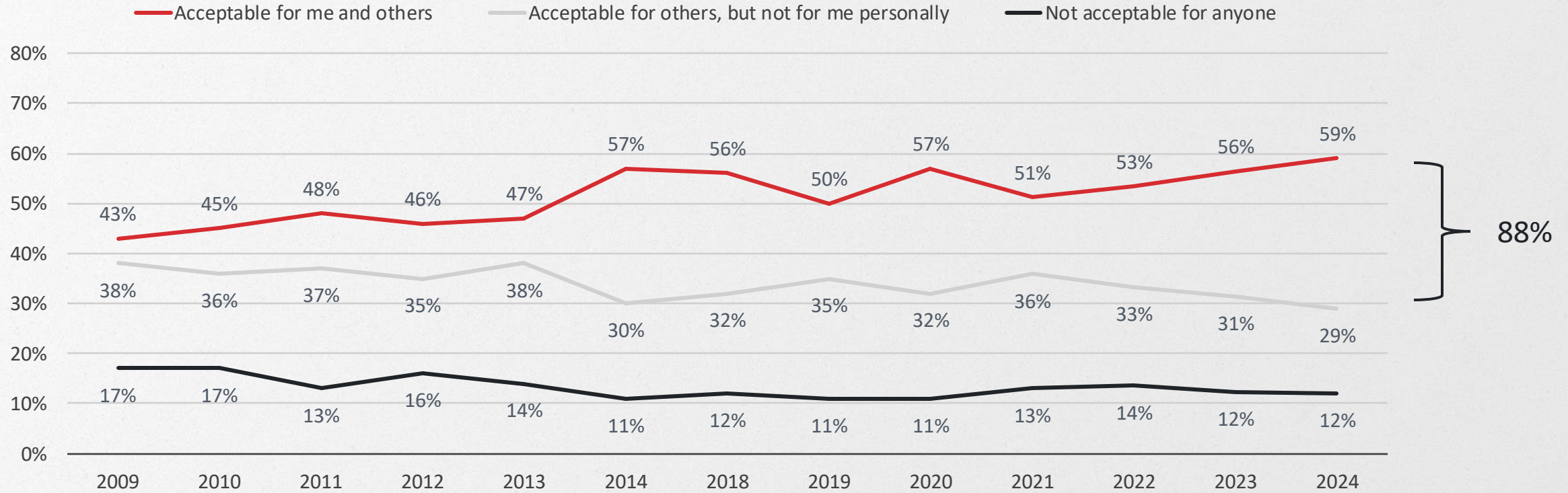
share of Americans say that **gaming has an overall positive impact on the U.S. economy**.

5 Years

in a row that **the average age of a casino visitors has fallen**, from nearly 50 years old in 2019 to 42 in 2023.

::: Gambling Acceptance Has Remained Consistent For Over a Decade

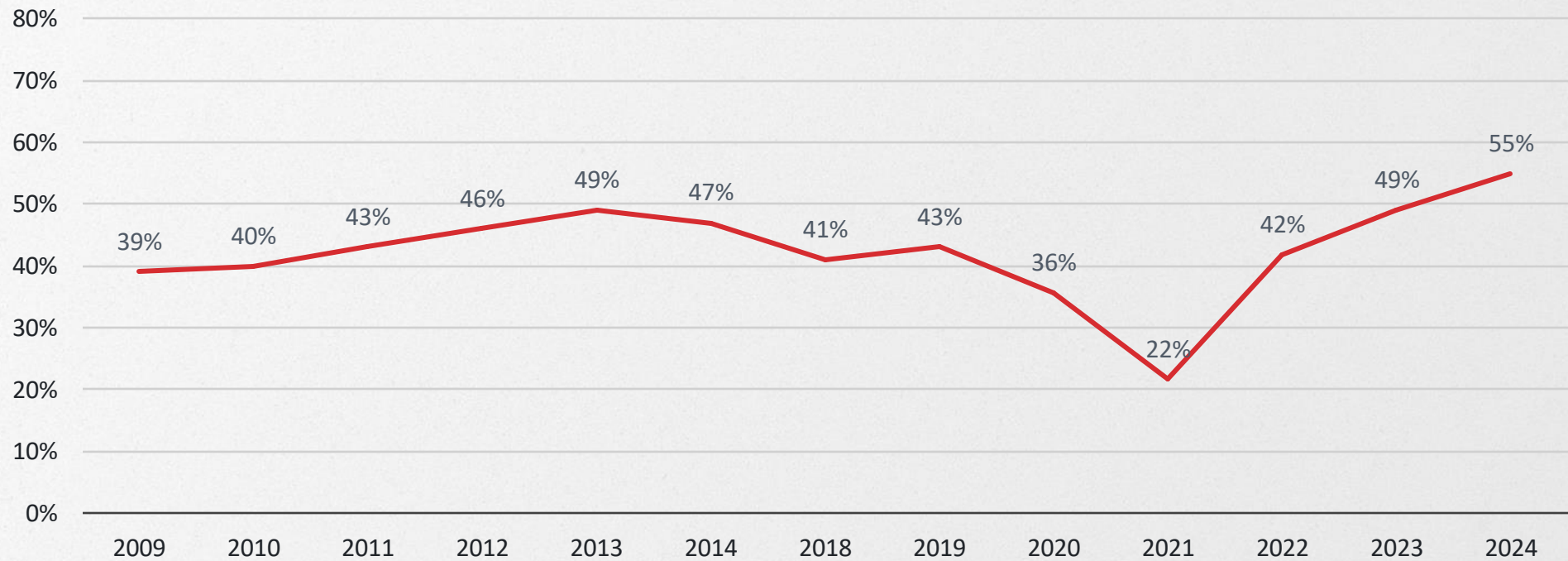
Personal View of Casino Gambling



::: Gambling Participation Continues to Expand

Past-Year Gambling Participation

Across all game types (casino, sports betting, iGaming, lottery, pari-mutuel, VLT)

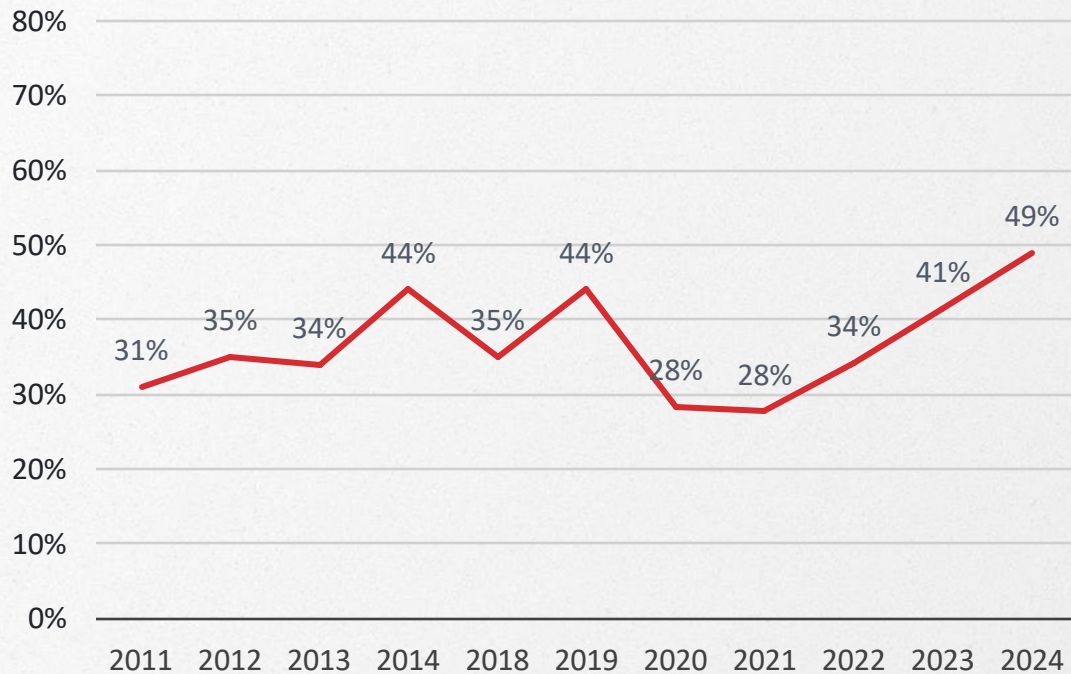


Base: Among Americans (n=2,002)
Q: Have you participated in any form of gambling at all during the past 12 months, whether at a casino or racetrack, at a sportsbook, a lottery location, at a bar, tavern, truck stop or any other non-casino location, or over the Internet?

Past-Year Casino Visitation Reaches Tops 120 Million Adults, Average Age Falls for Fifth Year

Past-Year Casino Visitation

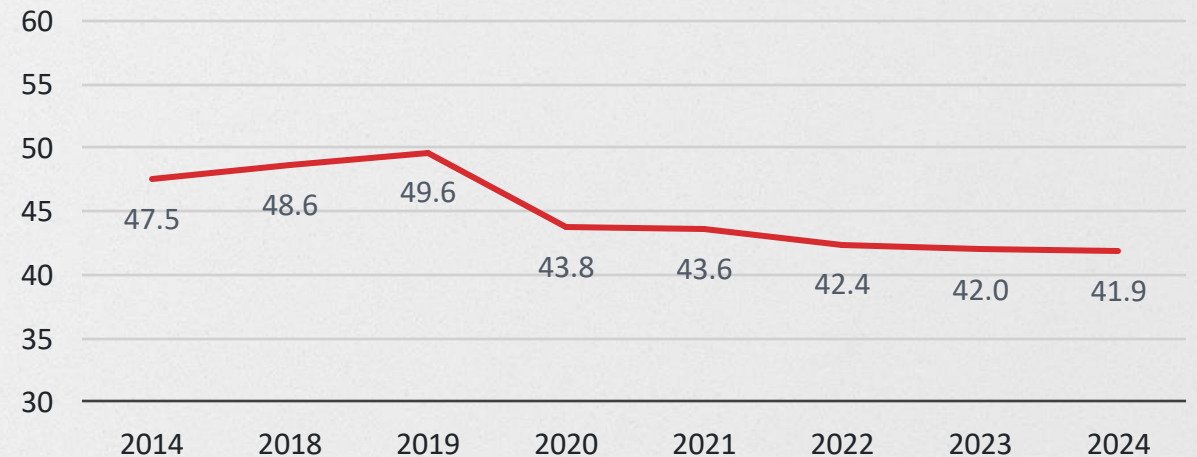
To gamble or for other reasons



122M

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

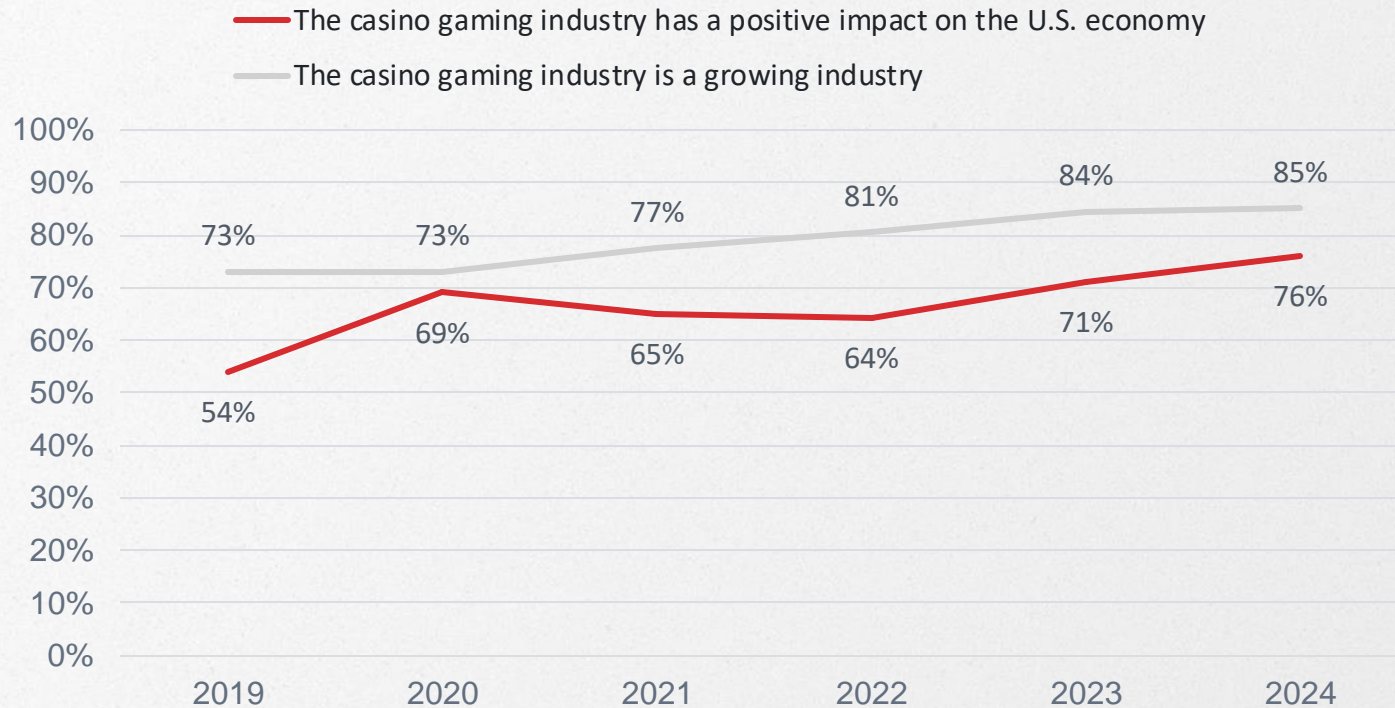
Past-Year Casino Visitor Average Age



::: Overwhelming Recognition of Gaming as a Growing, Value-Adding Segment of the U.S. Economy

Gaming's Economic Impact

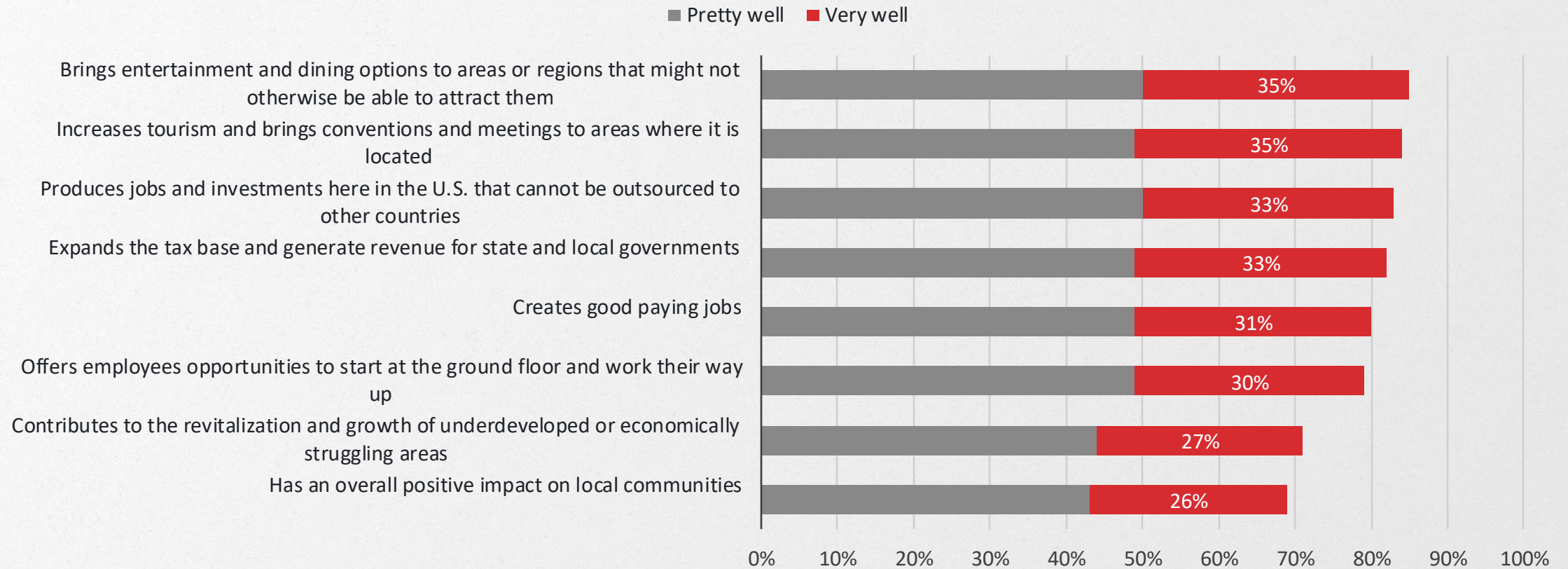
Agreement with statements



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

::: Gaming's Positive Impact on Local Economies, Job Creation and Tourism is Broadly Known

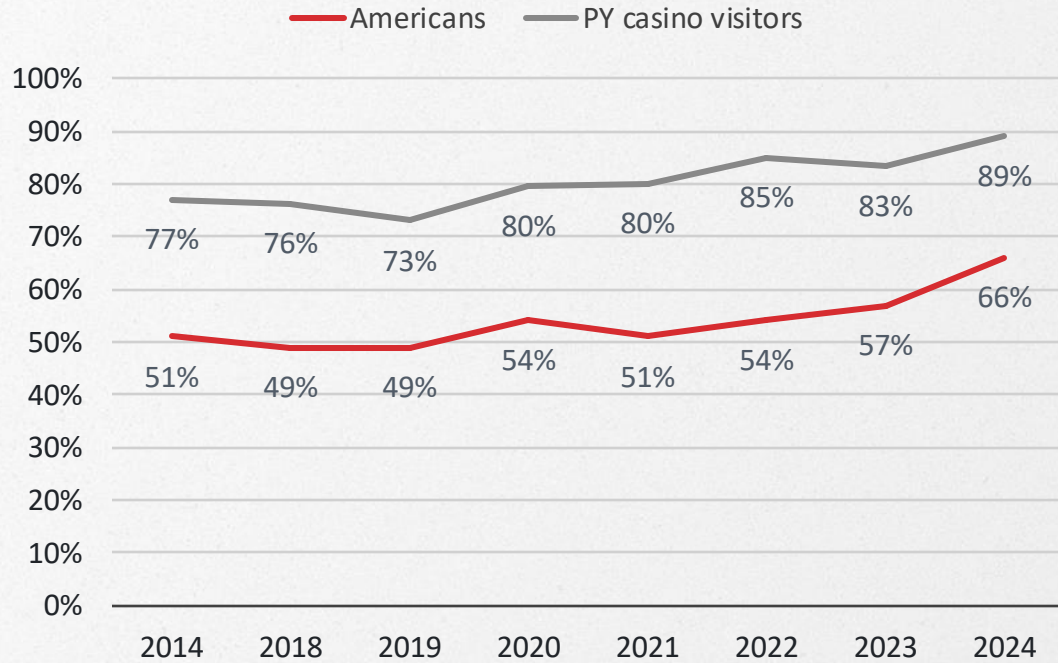
For Each Word or Phrase, Indicate How Well You Think it Describes the Casino Gaming Industry



::: Casinos Viewed as Providing Innovative and Increasingly Good Entertainment Value

Casino Entertainment Value

Excellent/good compared to alternatives



Casino Entertainment Innovation

Say casino entertainment is innovative

