

SEIGMA Overview

Dr. Mark Melnik, Co-Principal Investigator
Social and Economic Impacts of Gambling in
Massachusetts (SEIGMA) study

May 10, 2017

Measuring the Social & Economic Impacts of Gambling in Massachusetts

Mark Melnik
Co-Principal Investigator

May 10, 2017

Unique Aspects of the MA Law

- Regulators required to give equal importance to
 - establishing a viable casino industry
 - minimizing and mitigating negative impacts
- Host communities given a strong voice
- Problem gambling issue framed explicitly through a public health lens
- Funds to conduct research and provide services to problem gamblers and their families ensured

Expanded Gaming Act Research Requirements

- 2011 Expanded Gaming Act is unique in enshrining the role of research to enhance responsible gambling & minimize problem gambling in MA
- Establishes an “annual research agenda” to examine the social and economic effects of casino gambling in MA & in making annual scientifically-based recommendations to the Legislature

Annual Research Agenda

- Three essential elements
 - Understand the social & economic impacts of expanded gambling
 - Baseline study of problem gambling and existing prevention & treatment programs
 - Facilitate independent studies to obtain scientific information relevant to enhancing responsible gambling and minimizing harmful effects

SEIGMA Study Design

	Baseline			Operational: Construction			Operational: Post-Opening		
Focus Groups									
Key Informant Interviews									
Patron & License Plate Survey									
Gaming Employee Survey									
Gambling Venue & Gov't Data									
Targeted Surveys									
Population Surveys									
Treatment & Prevention									
Secondary Data Collection & Analysis									
	Prior to 2013	2013	2014	2015	2016	2017	2018	2019	2020

For more information, visit:

www.umass.edu/seigma

New Employee Survey Analysis: First Two Years of Data Collection

Purpose of Survey

- Provide a baseline understanding of the casino labor force
 - Where do they come from?
 - Employment status before being hired
 - Job training
- Data to inform turnover analysis
- Information about net new MA job creation
- Workforce analysis of labor supply constraints
- Insight into attitudes and work history of new casino employees

Who Are “New Employees”?

Captured in the Survey

- Newly hired gaming and non-gaming employees
- Employees who already worked for Plainridge Park
- Employees of food court vendors

Not Captured in the Survey

- Construction workers
- Penn National employees who temporarily helped during re-opening

Who Are “New Employees”?

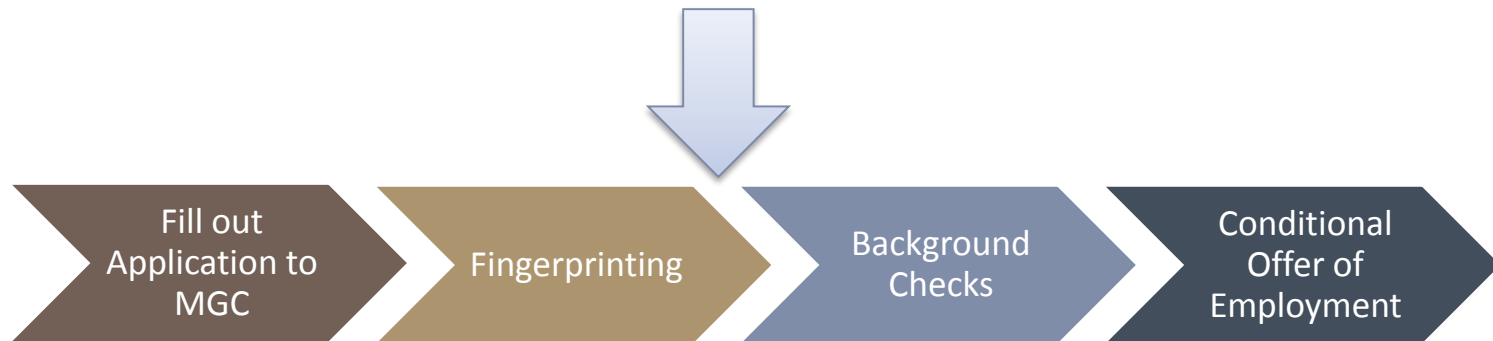
Captured in the Survey

- Newly hired gaming and non-gaming employees
- Employees who already worked for Plainridge Park
- Employees of food court vendors

Not Captured in the Survey

- Construction workers
- Penn National employees who temporarily helped during re-opening

The Gaming Licensing Process



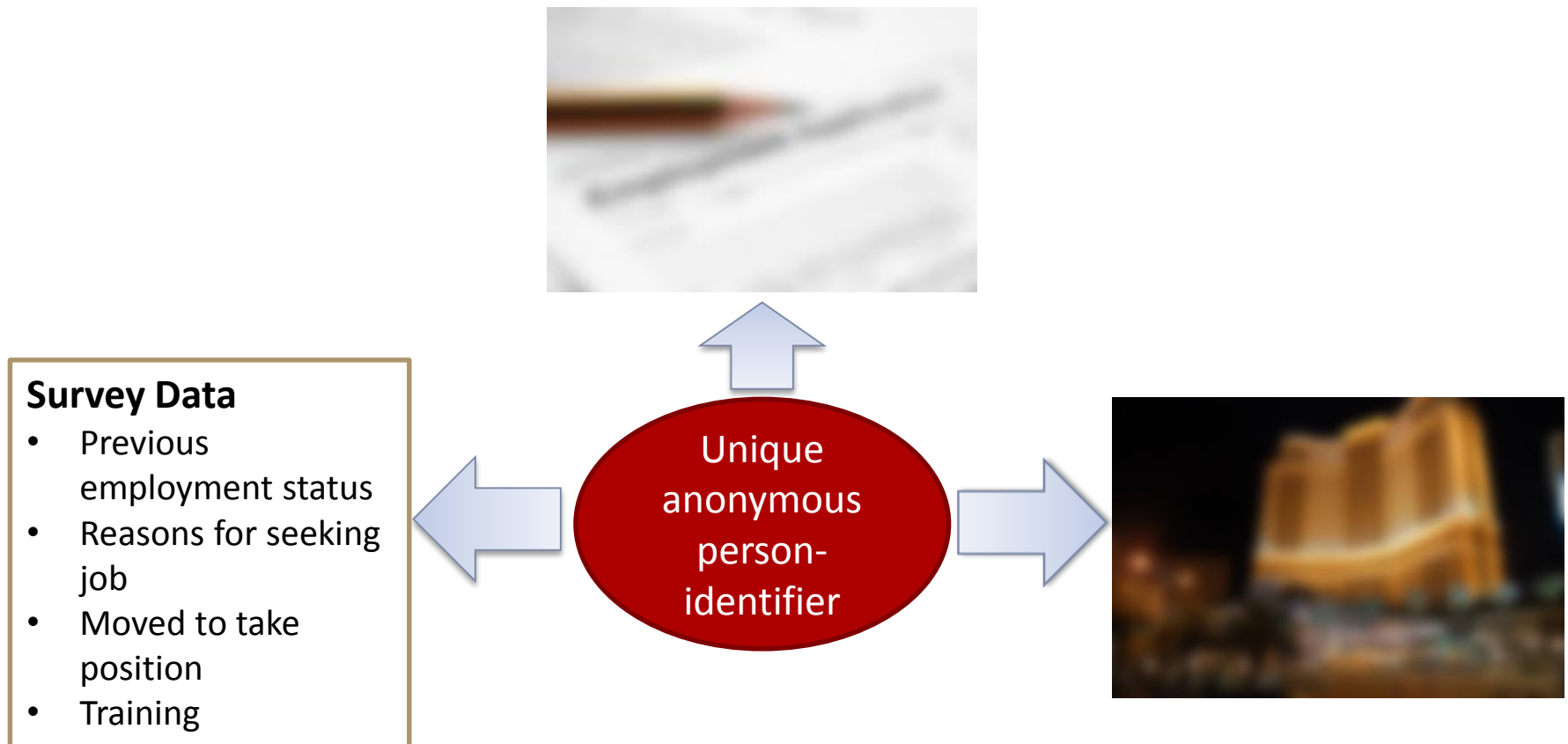
Key Data Collected in the Survey

- Employment status prior to hire
- Current or new employee
- Reasons for seeking the job
- Moved to take the position
- Training received

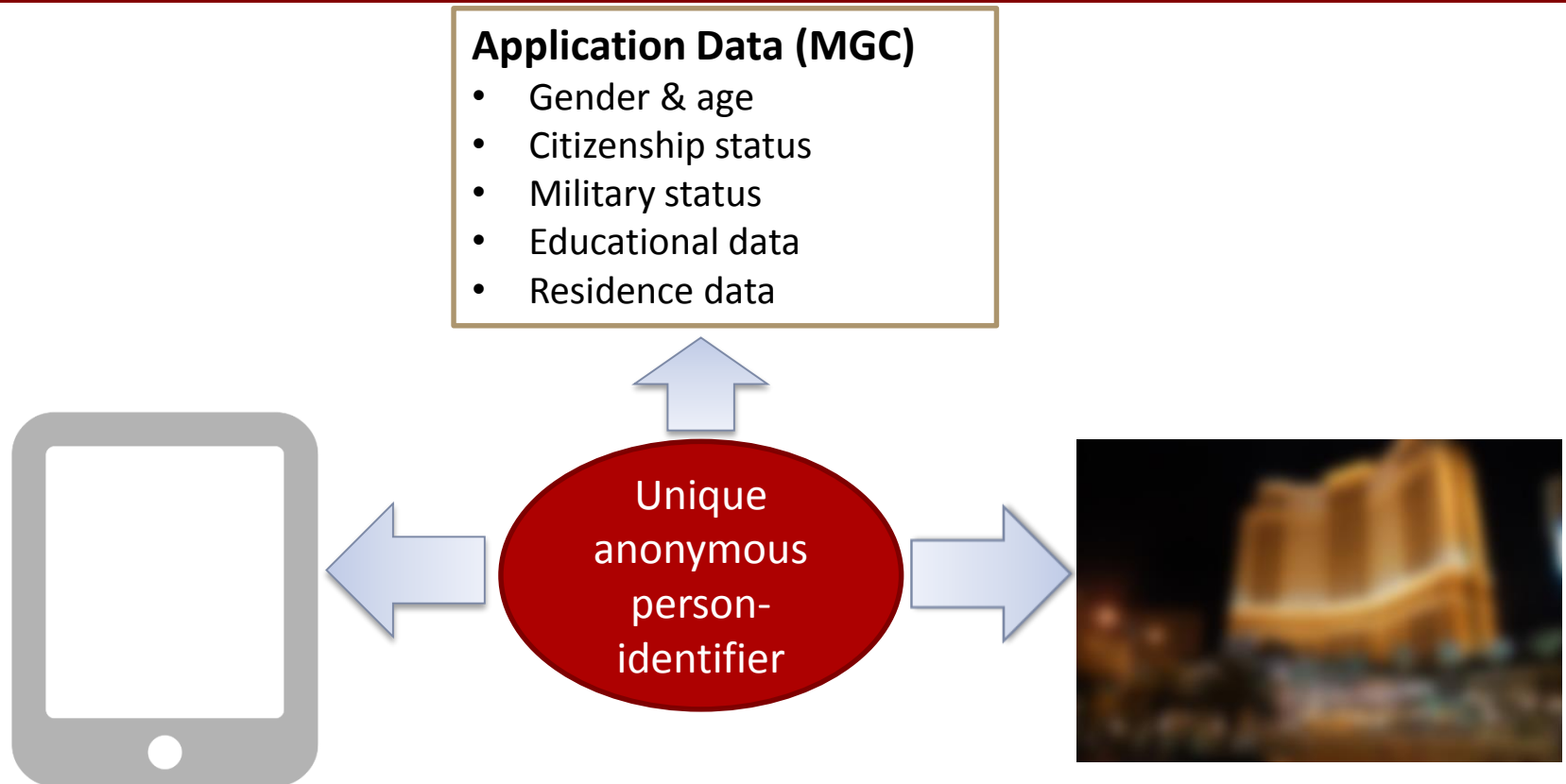
Linkages to Other Employee Data



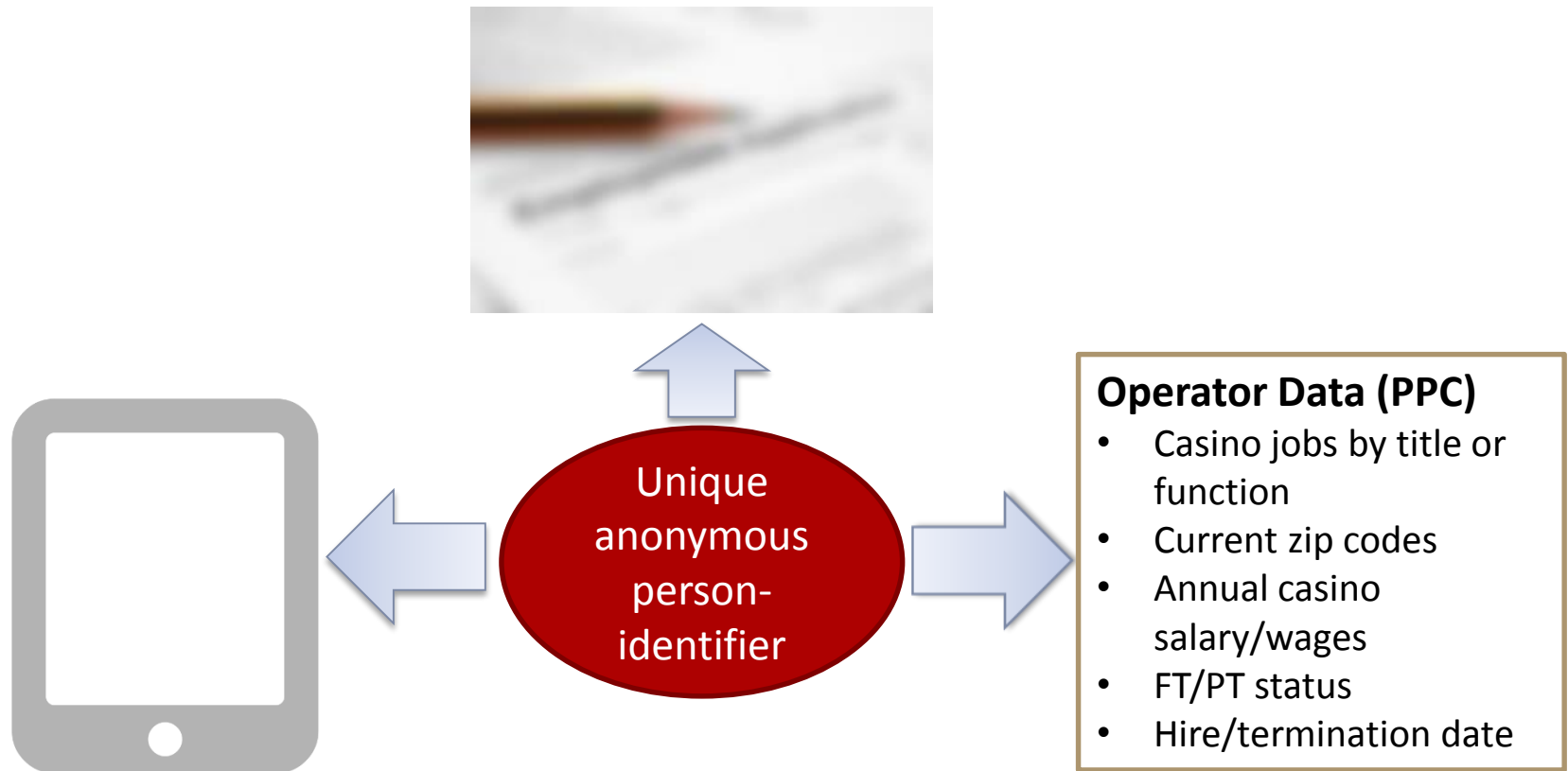
Linkages to Other Employee Data



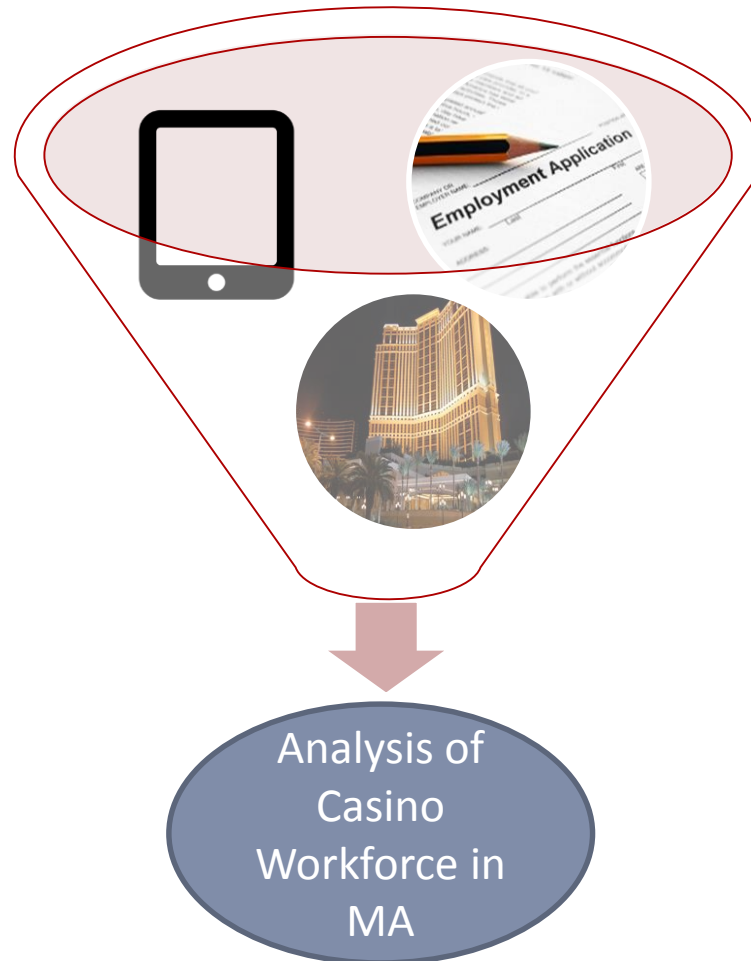
Linkages to Other Employee Data



Linkages to Other Employee Data



Linkages to Other Employee Data



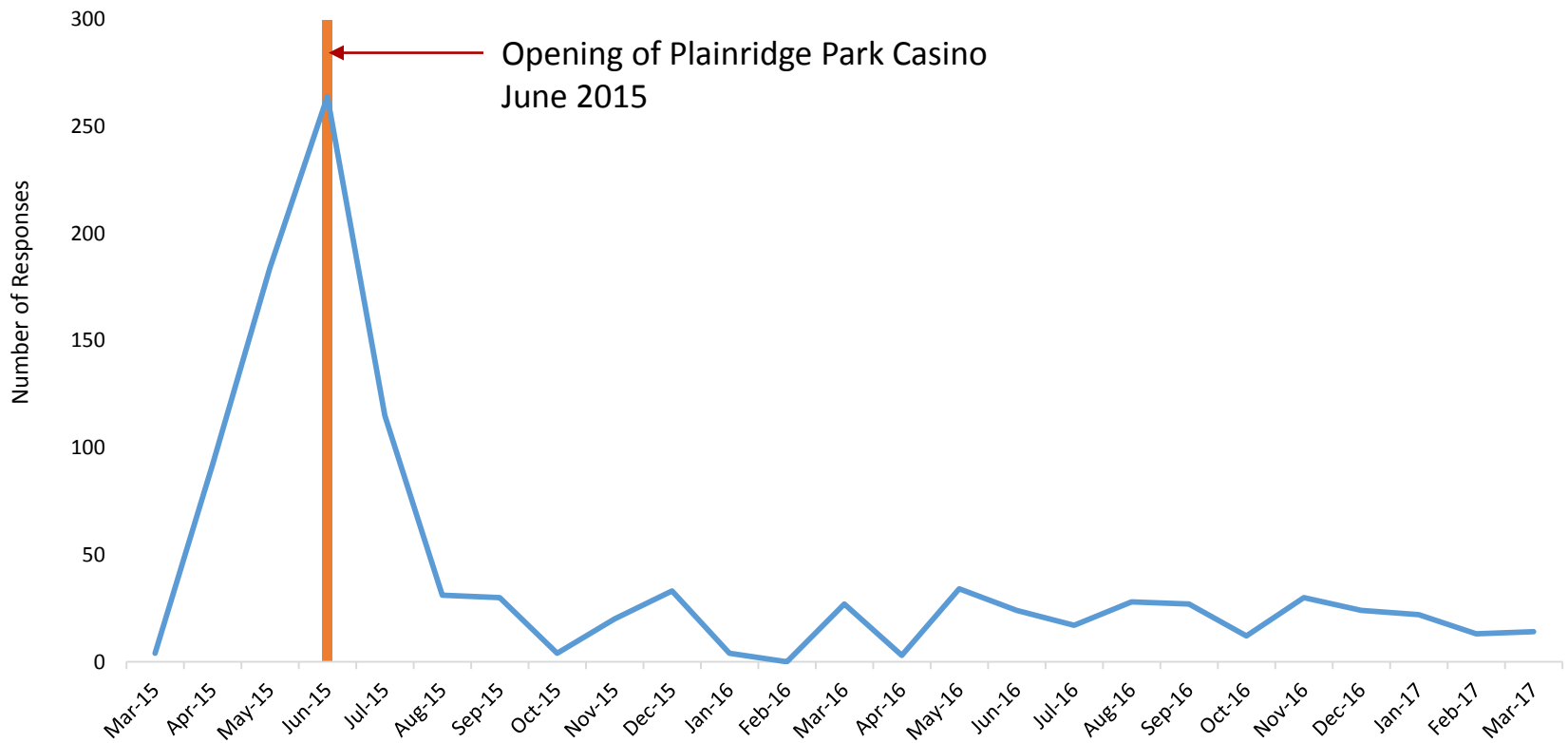
Survey Highlights

- Surveyed over 1,000 new employees of Plainridge Park Casino
- Most new hires did not transfer from Penn National Gaming locations.
- Approximately half of all new hires were working part-time or unemployed at the time of the hire.
- Most new employees sought casino employment to advance career and improve pay.
- Most workers did not receive pre-employment training.
- We identified enhancement to the survey to use in future data collection.

Survey Results from First Two Years of Data Collection

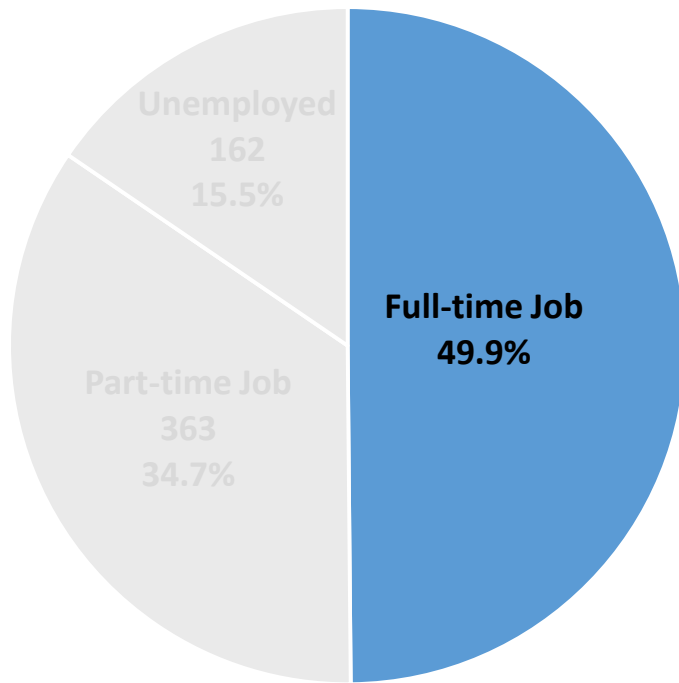
Frequency of Hiring

March 2015-March 2017



N=1,056

Work Status Prior to Hire



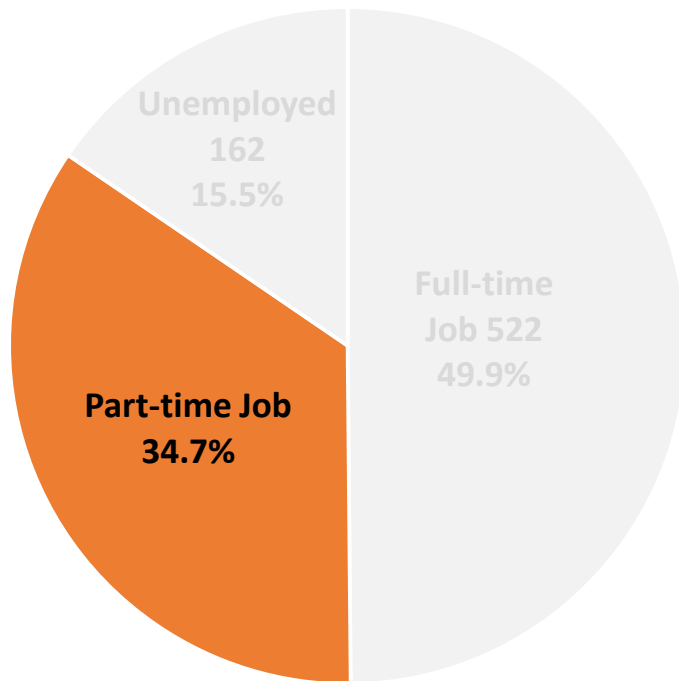
N=1,047

Number of respondents who were previously

- Employed full-time: 522

Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Work Status Prior to Hire



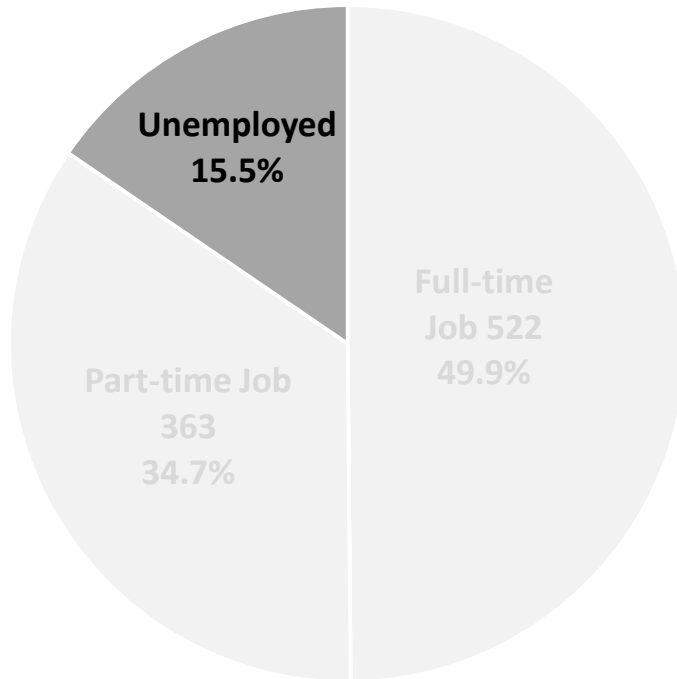
N=1,047

Number of respondents who were previously

– Employed part-time: 363

Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Work Status Prior to Hire



N=1,047

Number of respondents who were previously

– Unemployed: 162

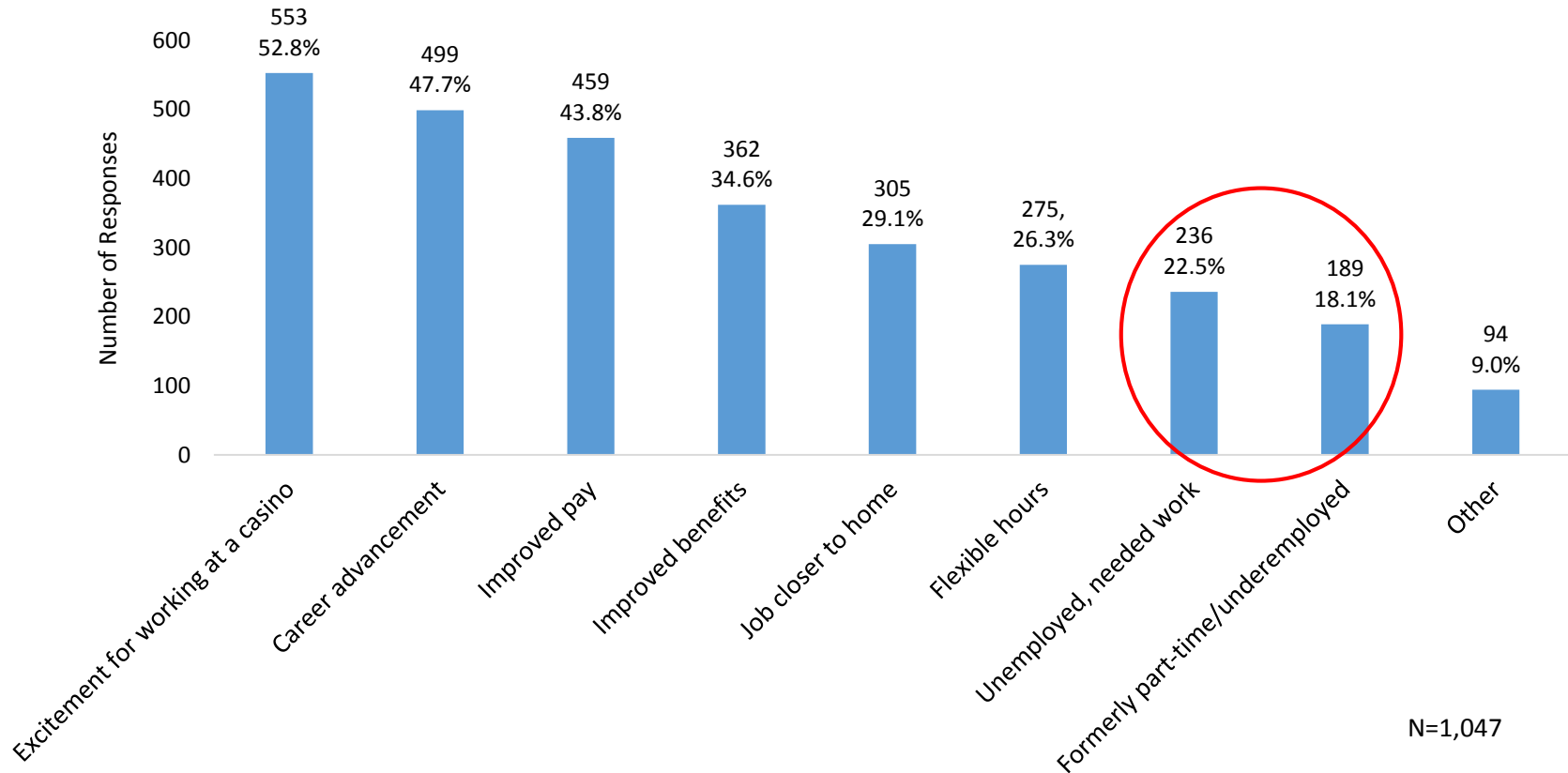
Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Work Status Prior to Hire: Profile of Previously Unemployed

Respondents Who Were Previously Unemployed	Has Previous Experience		Received Training		Moved to Take Position	
	Response Count	Response Percentage	Response Count	Response Percentage	Response Count	Response Percentage
Yes	15	9.3%	27	16.8%	9	5.6%
No	147	90.7%	134	83.2%	153	94.4%
Total Answered Questions	162	100.0%	161	100.0%	162	100.0%

Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Reasons for Seeking Employment



Note: Respondents were allowed to select more than one reason for seeking employment so response totals for this question will exceed the total number of survey respondents.

Reasons for Seeking Employment

Reasons for Seeking Employment at Plainridge Park Casino	Response Count			
	Full-time Job	Part-time Job	Unemployed	Total
Excitement for working at a casino	264 (50.6%)	203 (55.9%)	86 (53.1%)	553
Career advancement	277 (53.1%)	160 (44.1%)	62 (38.3%)	499
Improved pay	228 (43.7%)	188 (51.8%)	43 (26.5%)	459
Improved benefits	195 (37.4%)	118 (32.5%)	49 (30.2%)	362
Job closer to home	150 (28.7%)	96 (26.4%)	59 (36.4%)	305
Flexible hours	110 (21.1%)	130 (35.8%)	35 (21.6%)	275
Unemployed, needed work	81 (15.5%)	35 (9.6%)	120 (74.1%)	236
Formerly part-time/underemployed	39 (7.5%)	136 (37.5%)	14 (8.6%)	189
Other	58 (11.1%)	29 (8.0%)	7 (4.3%)	94
Total Respondents	522 (100.0%)	363 (100.0%)	162 (100.0%)	1,047

Note: Respondents were allowed to select more than one reason for seeking employment so response totals for this question will exceed the total number of survey respondents. The reasons have been ranked by the frequency of response counts and that rank is in parentheses.

Reasons for Seeking Employment

Reasons for Seeking Employment at Plainridge Park Casino	Response Count			
	Full-time Job	Part-time Job	Unemployed	Total
Excitement for working at a casino	264 (50.6%)	203 (55.9%)	86 (53.1%)	553
Career advancement	277 (53.1%)	160 (44.1%)	62 (38.3%)	499
Improved pay	228 (43.7%)	188 (51.8%)	43 (26.5%)	459
Improved benefits	195 (37.4%)	118 (32.5%)	49 (30.2%)	362
Job closer to home	150 (28.7%)	96 (26.4%)	59 (36.4%)	305
Flexible hours	110 (21.1%)	130 (35.8%)	35 (21.6%)	275
Unemployed, needed work	81 (15.5%)	35 (9.6%)	120 (74.1%)	236
Formerly part-time/underemployed	39 (7.5%)	136 (37.5%)	14 (8.6%)	189
Other	58 (11.1%)	29 (8.0%)	7 (4.3%)	94
Total Respondents	522 (100.0%)	363 (100.0%)	162 (100.0%)	1,047

Note: Respondents were allowed to select more than one reason for seeking employment so response totals for this question will exceed the total number of survey respondents. The reasons have been ranked by the frequency of response counts and that rank is in parentheses.

Reasons for Seeking Employment

Reasons for Seeking Employment at Plainridge Park Casino	Response Count			
	Full-time Job	Part-time Job	Unemployed	Total
Excitement for working at a casino	264 (50.6%)	203 (55.9%)	86 (53.1%)	553
Career advancement	277 (53.1%)	160 (44.1%)	62 (38.3%)	499
Improved pay	228 (43.7%)	188 (51.8%)	43 (26.5%)	459
Improved benefits	195 (37.4%)	118 (32.5%)	49 (30.2%)	362
Job closer to home	150 (28.7%)	96 (26.4%)	59 (36.4%)	305
Flexible hours	110 (21.1%)	130 (35.8%)	35 (21.6%)	275
Unemployed, needed work	81 (15.5%)	35 (9.6%)	120 (74.1%)	236
Formerly part-time/underemployed	39 (7.5%)	136 (37.5%)	14 (8.6%)	189
Other	58 (11.1%)	29 (8.0%)	7 (4.3%)	94
Total Respondents	522 (100.0%)	363 (100.0%)	162 (100.0%)	1,047

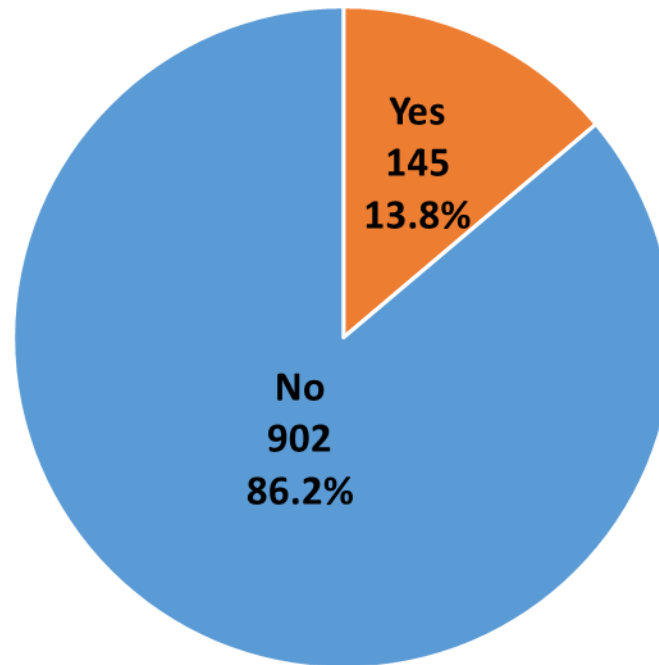
Note: Respondents were allowed to select more than one reason for seeking employment so response totals for this question will exceed the total number of survey respondents. The reasons have been ranked by the frequency of response counts and that rank is in parentheses.

Reasons for Seeking Employment

Reasons for Seeking Employment at Plainridge Park Casino	Response Count			
	Full-time job	Part-time Job	Unemployed	Total
Excitement for working at a casino	264 (50.6%)	203 (55.9%)	86 (53.1%)	553
Career advancement	277 (53.1%)	160 (44.1%)	62 (38.3%)	499
Improved pay	228 (43.7%)	188 (51.8%)	43 (26.5%)	459
Improved benefits	195 (37.4%)	118 (32.5%)	49 (30.2%)	362
Job closer to home	150 (28.7%)	96 (26.4%)	59 (36.4%)	305
Flexible hours	110 (21.1%)	130 (35.8%)	35 (21.6%)	275
Unemployed, needed work	81 (15.5%)	35 (9.6%)	120 (74.1%)	236
Formerly part-time/underemployed	39 (7.5%)	136 (37.5%)	14 (8.6%)	189
Other	58 (11.1%)	29 (8.0%)	7 (4.3%)	94
Total Respondents	522 (100.0%)	363 (100.0%)	162 (100.0%)	1,047

Note: Respondents were allowed to select more than one reason for seeking employment so response totals for this question will exceed the total number of survey respondents. The reasons have been ranked by the frequency of response counts and that rank is in parentheses.

Previous Gaming Work Experience



N=1,047

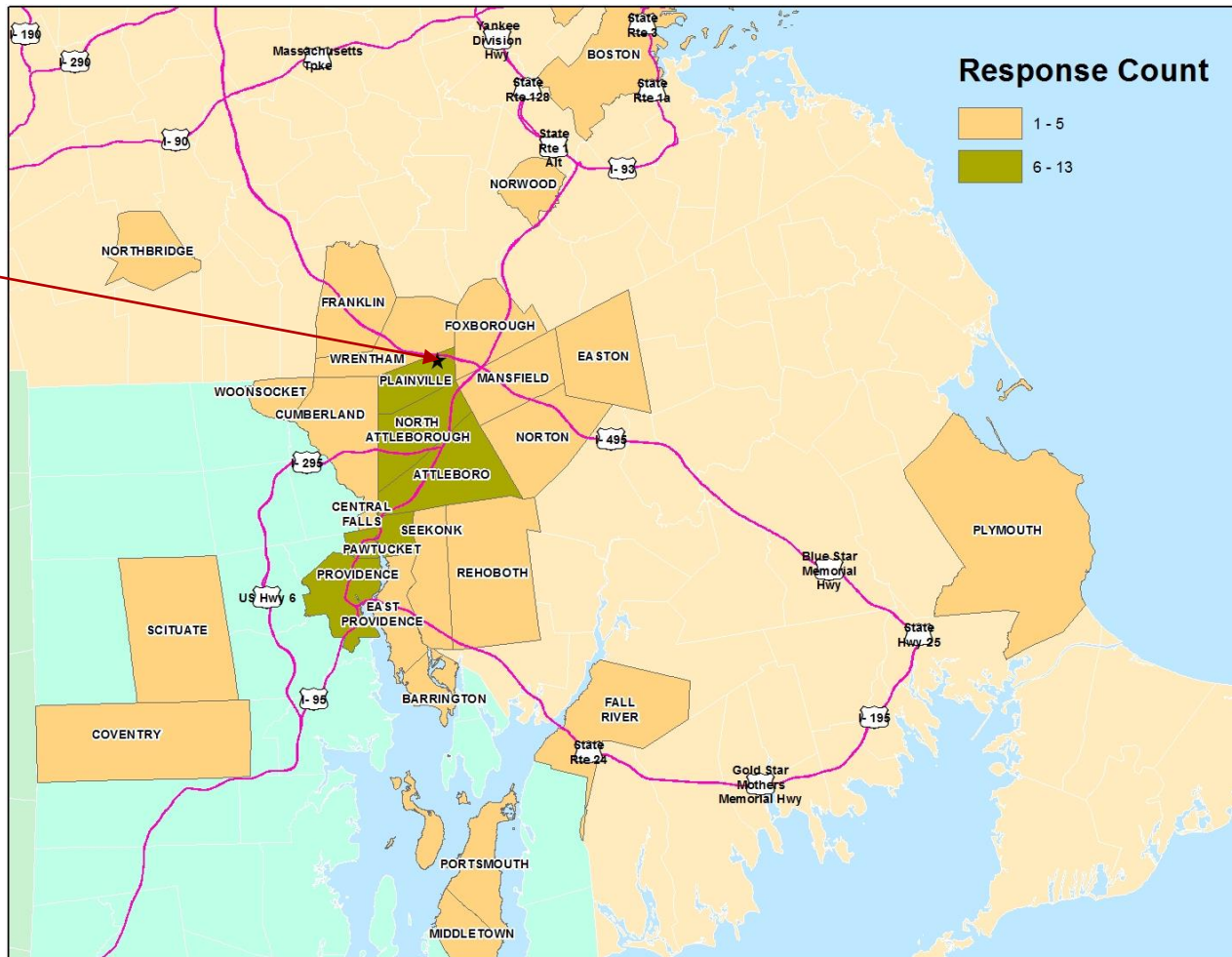
Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Origins of New Employees Who Moved

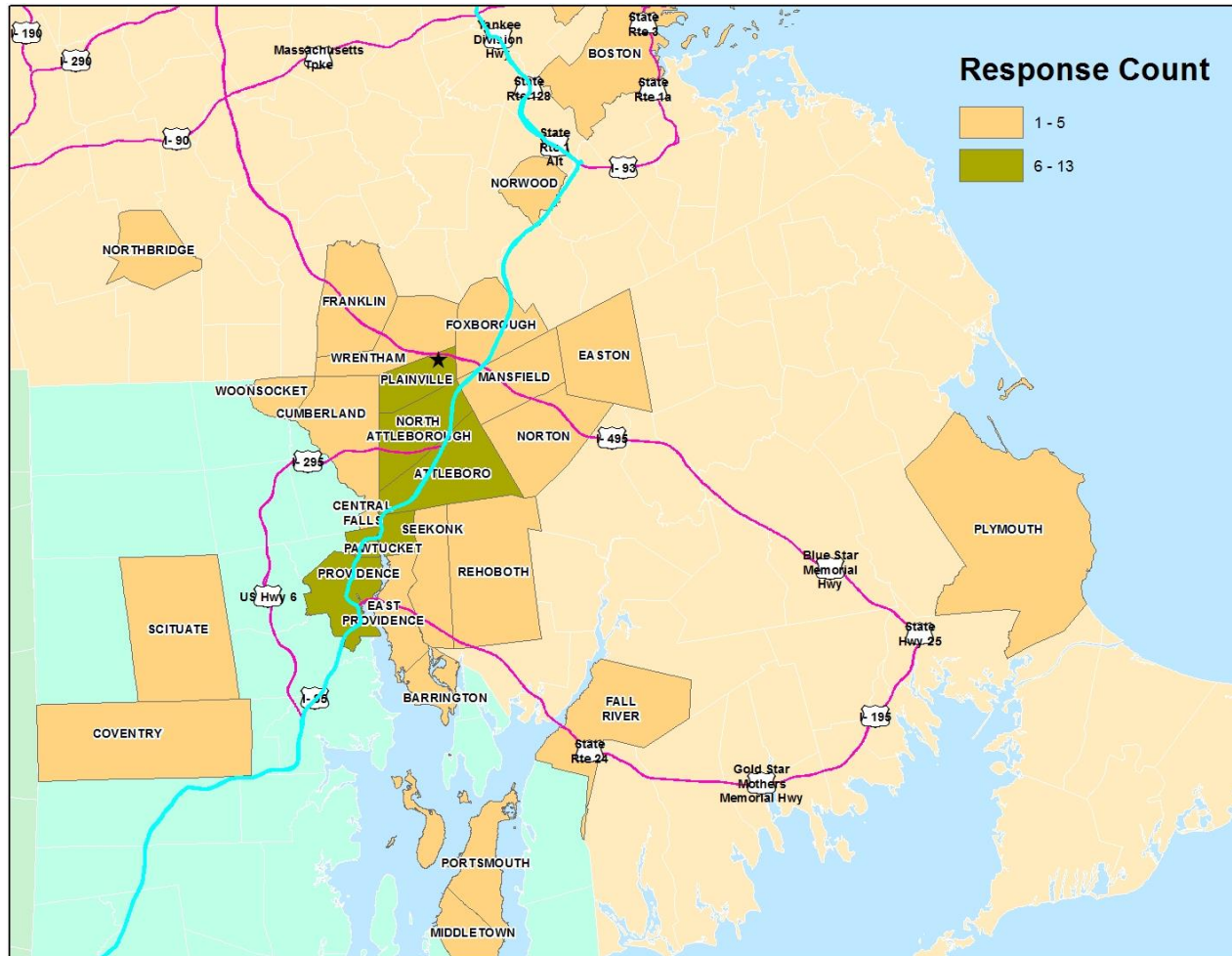
Origin	Response Count	Response Percent
Massachusetts	20	26.7%
Other New England States	22	29.3%
Mid-Atlantic States	13	17.3%
Midwest	11	14.7%
Other	8	10.7%
Not Reported	1	1.3%
Total	75	100.0%

Most Common Destinations for New Employees Who Moved

Plainridge
Park Casino

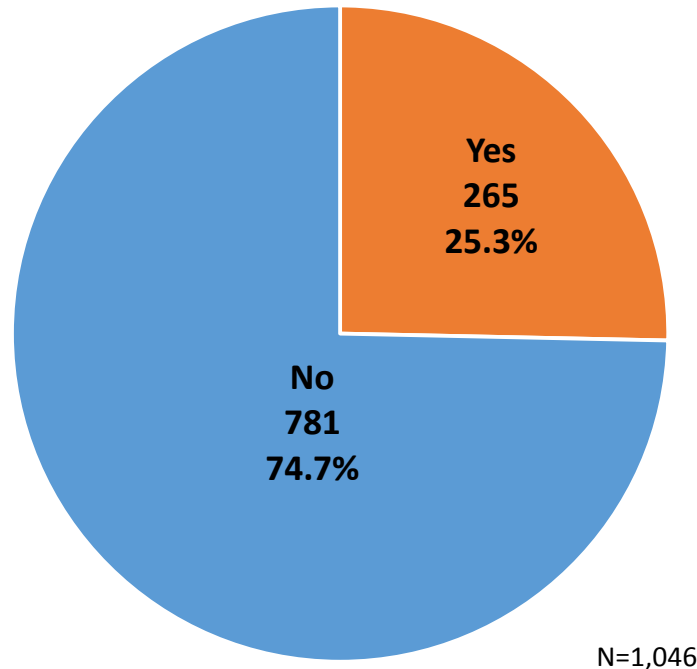


Where are People Moving?



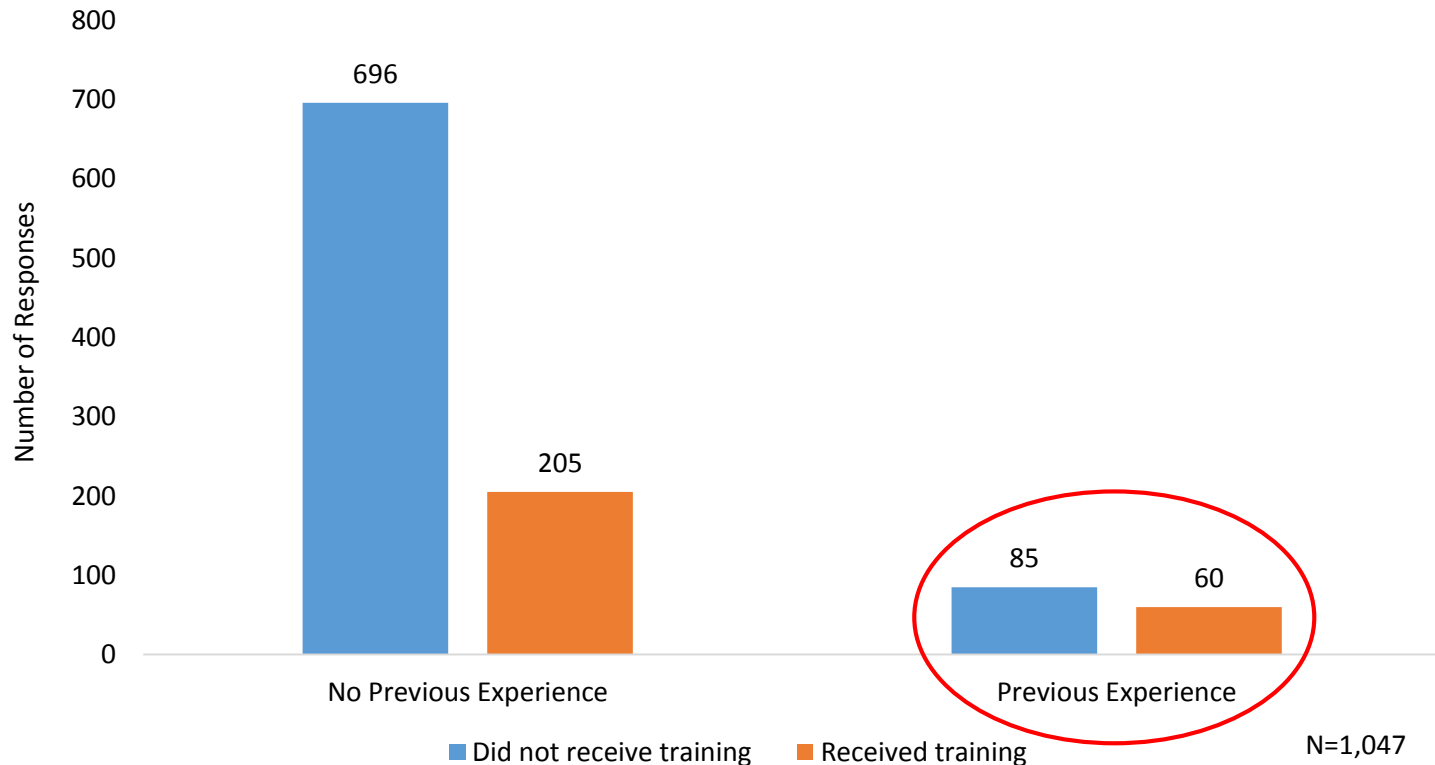
Training

Respondents Who Received Training to Raise Skills for Their New Position



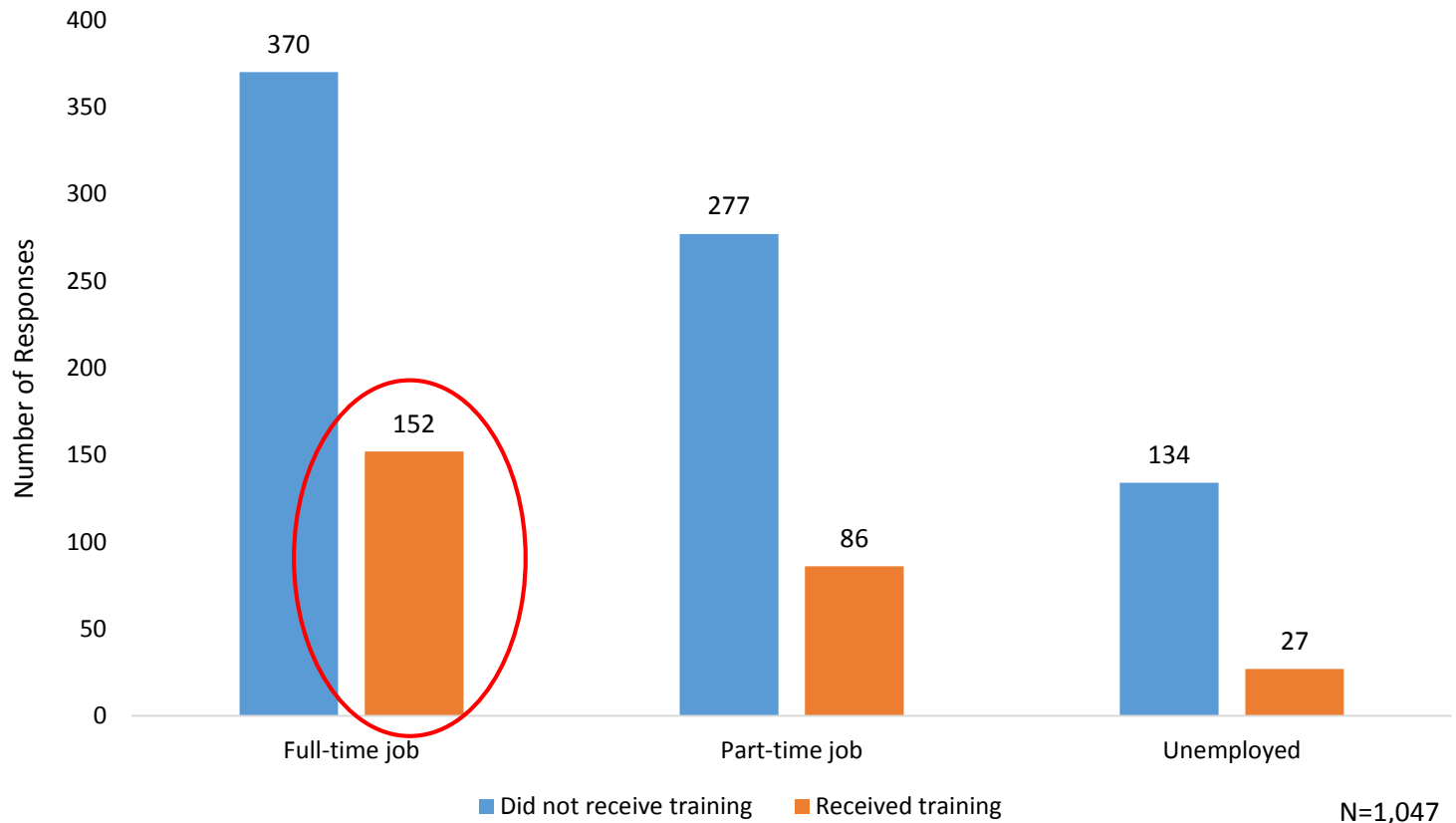
Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Training and Previous Experience



Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Training and Work Status Prior to Hire



Note: The response percent is based on the number of answered questions. The total number of responses for each question varies because some respondents did not complete the survey or did not answer all of the questions.

Summary Findings

- Approximately one half of new hires worked part-time or were unemployed before being hired.
- Major reasons for seeking employment:
 - Career advancement
 - Improved pay
 - Improved benefits
- More than 40% said they needed work due to being unemployed, part-time or underemployed.
- Nearly three-quarters of respondents come to their job without pre-employment training.
- Most new hires did not transfer from other Penn National locations.

Next Steps

- Minor revisions to the survey to refine questions in preparation for resort casinos
 - Elaborating reasons for seeking job
 - New questions: current residence, educational attainment, salary & wages, previous industry & occupation
 - More clarification on training
- Link survey results with other administrative data to tell larger workforce story
- Begin collecting data from resort casinos

QUESTIONS

Contact information

Dr. Mark Melnik, Director
Economic & Public Policy Research
UMass Donahue Institute
MMelnik@donahue.umassp.edu