

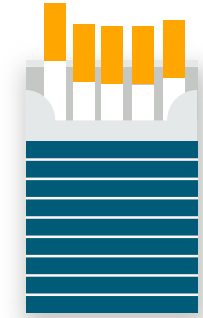
GAMING SURVEY SHOWS GAMBLERS PREFER SMOKE FREE CASINOS



Information compiled from "Smoking in Casinos: Did We Have It Wrong?" Presented at the National Indian Gaming Association (NIGA) 2021 Indian Gaming Tradeshow & Convention by Michael Meczka, MMRC; Terry Savage, Lake Superior Band of Chippewa; Andrew Klebanow, C3 Gaming; and Clinton Isham, ANR Foundation.

Data presented from a 2021 MMRC study on Smoking vs. No smoking in Casinos conducted at Pacific Northwest Tribal casinos. N=1,500 players surveyed

What did we think we knew about smoking & casinos prior to the pandemic?



- We *thought* smokers made up the majority of gamblers.
- We *thought* smokers gambled more than non-smokers.
- We *thought* smoking bans would be economic suicide.

–Andrew Klebanow, Principal, Klebanow Consulting



The percent of adults who smoke stands at 14% today and has been trending downward for decades

ATTITUDES on smoking in a player's gaming environment have been affected by the pandemic

THERE HAS BEEN A DECREASE IN PLAYER'S TOLERANCE OF SMOKING IN THE GAMING ENVIRONMENT



Primary Reason for Visiting Casino of Choice Most Often

1. Location Close to Home (32%)
2. Smoking is NOT allowed (26%)

THE 2ND LEADING MAIN REASON IN CASINO SELECTION IS A PREFERENCE FOR SMOKEFREE PLAYING

Environment Preference Now That Casinos Have Reopened

Nearly 8 of 10 players would prefer to play in a nonsmoking environment regardless of identification as a smoker or non smoker.

79% WOULD PREFER TO PLAY IN A SMOKEFREE CASINO

The pandemic allowed tribes to push cigarettes out of the building with little or no measurable economic impact.



Pre-Pandemic

Attribute	Total	Loc. A	Loc. B
Not OK for Anyone	54%	50%	57%
OK for Anyone	26%	32%	23%
Ok for Others but Not Me	19%	18%	20%

Post Reopening

Attribute	Total	Loc. A	Loc. B
Not OK for Anyone	66%	60%	68%
OK for Anyone	23%	29%	21%
Ok for Others but Not Me	11%	11%	11%

AS OF JULY 2021 THERE ARE approximately 1,034 SMOKEFREE GAMING VENUES

including at least **157** Tribal gaming facilities.



This fact sheet would not have been possible without the contributions from Michael A. Meczka (June 9, 1944 - August 12, 2021).



smokefreecasinos.org
a project of ANR Foundation