

**A Critical Evaluation of Millennial Aged:
(1) Distance Runners, (2) Casino Patrons, and (3) Community College Students**

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Abstract

The purpose of this study was to merge Millennial research including: (1) intention of the distance-running millennial population to participate in distance-running events based on the event offerings, (2) millennial generation casino patrons in a declining industry, and (3) millennial students in community college settings.

- (1) “Nearly 42 million Americans are considered runners/joggers today, and approximately 18 million of those are between the ages of 18 and 34 years-old” (Running USA, 2015, p. 5). This generation, which will be referred to as millennials in this study, includes those individuals born between 1980 and 2000. In a research project to study the intention of the distance-running millennial population to participate in distance-running events based on the event offerings including social motives, race amenities, and proximity. The population studied consisted of millennial-aged distance runners from a database of a large race management company in the greater Baltimore area. A survey was conducted to collect both qualitative and quantitative data. The data was analyzed to test hypotheses using descriptive statistics and between-group test. The findings suggest an association between specific race offerings and an increased intent to participate for millennials. The results focus on practical areas within social motives, race amenities, and proximity with recommendations in each area.

- (2) There is widespread belief amongst U.S. casino industry stakeholders that millennials are rejecting the traditional casino experience due to product offerings that are not appealing to them. However, a paucity of credible information and data exists to validate the notion that the product offering, or a slot-centric experience, in a casino is the primary disconnect between millennials and casinos. A goal of this study is to explore the relationship between casino visitation and generational cohorts, and now millennials, in the context of gambling-related attitudes (and not simply the product offering or product mix within a casino). It is this potential disconnect that the researcher sought to learn more about, while casino industry stakeholders indicated to the researcher that greater understanding and knowledge is needed to ensure viable business models are sustained or implemented. Therefore, it is critically important for U.S. casino industry stakeholders to better understand generational differences, or at least those of younger adults, to ensure the future viability of the industry. Succinctly, U.S. casino industry stakeholders, as well as casino operators and marketers, need to rely on credible information and data to improve decision-making processes, as well as to understand how the existing business model of the U.S. casino industry may need to change to address the importance of generational differences and gambling-related attitudes.

- (3) The Millennial generation Millennials are socially and demographically defined as confident, connected, and agile; they use multiple modes of self-expression, have good relationships with their parental figures, and are poised to be the most educated generation in American history (Hosek and Titsworth, 2016). In the classroom this same group of individuals has been labeled with many negative attributes with one of the most common being entitled. Entitled students are more likely to provide excuses for their work and express negative complaints when they dislike a course (Goldman & Martin, 2014; Goodboy & Frisby, 2014). The challenge begins with how to handle such students, while keeping them enrolled and engaged. The findings of this research suggest some tips directed towards our community college traditional aged students, the millennials.