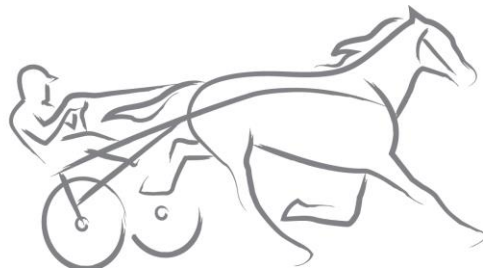


**MAINE STATE HARNESS RACING COMMISSION  
ANNUAL REPORT  
For Calendar Year 2019**

**PURSUANT TO 8 MRS SECTIONS 267(2) AND 1037**



**PRESENTED TO THE JOINT STANDING COMMITTEES ON:**

**VETERANS AND LEGAL AFFAIRS;  
AGRICULTURE, CONSERVATION AND FORESTRY; AND,  
APPROPRIATIONS AND FINANCIAL AFFAIRS**

February 15, 2020

**SUBMITTED BY:  
THE MAINE STATE HARNESS RACING COMMISSION  
MAINE DEPARTMENT OF AGRICULTURE, CONSERVATION AND FORESTRY**

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## **1. Executive Summary**

The State Harness Racing Commission was originally created by Public Law 1975, Chapter 771, and reconstituted in 1997 to its current structure of five public members appointed by the Governor. One member must be affiliated with agricultural fairs, one member must represent the public and three members must have knowledge of harness racing. Administrative support and staff are provided through the Department of Agriculture, Conservation and Forestry, where there are four year-round, two seasonal and two half time employees dedicated to the work of the Commission.

The Commission is responsible for rulemaking, adjudicating prohibited substance violations and appeals of judge's decisions, licensing of participants, tracks and off-track betting facilities, annually awarding race dates to the applicants and promoting every aspect of the sport. It meets approximately monthly.

The Commission's staff exerts its presence at Maine's ten harness racing venues in a variety of ways. A state steward serves as the senior official at each track while overseeing administration of Maine's harness racing laws. A veterinarian employed by the state monitors the health of participating horses and oversees a sampling program intended to ensure that Maine racing is not tainted by the inappropriate use of drugs. When prescribed, the Commission's staff also administers furosemide to horses prior to racing, to prevent pulmonary hemorrhaging. Finally, the Commission's staff also assists with on-site promotional activities.

In recent years, the Commission undertook an effort to improve marketing of Maine's harness racing industry. Public Law 2017, Chapter 371, transferred marketing responsibilities from the Maine Harness Racing Promotional Board to the Commission. Marketing plans were developed and implemented with input from stakeholders and marketing professionals. The plans focused on diversifying the marketing portfolio to include more current approaches such as social media and other internet-based forms of marketing. Finally, during 2019, the Commission contracted for market research survey to help inform and guide future marketing efforts.

## **2. Overview of Commission Operations and Actions**

Annually, the Commission's staff engages in a series of oversight and support activities intended to ensure the integrity of the sport, promote fairness and participation, and enhance the economic viability of the industry. The Commission operates a licensing program for tracks, racing participants and off-track betting facilities which forms the first line of oversight. Every fall, the Commission holds a hearing to award race dates to the racing venues in a manner that best supports the interests of the industry. State Stewards and State Veterinarians are present on every race day providing on-site supervision of horses and racing. The Commission's staff processes enforcement cases and presents appeals to judge's decisions to the Commission. Finally, the Commission recently assumed responsibility for promoting harness racing in the state.

### **RULEMAKING**

Title 8, Chapter 11, contains thirteen different statements that provide authority to conduct agency rulemaking. The Commission currently operates under eleven separate rule chapters. Keeping rules

current with constantly evolving industry practices, issues and statutory mandates requires vigilance and frequent amendments.

Administrative rulemaking must be conducted in accordance with the Maine Administrative Procedures Act pursuant to Title 5, Chapter 375. All the Commission's rules are considered routine technical rules as defined under Title 5, Section 8071. Routine technical rules do not require legislative review prior to final agency adoption.

Spread across calendar years 2018 and 2019, the Commission promulgated and then adopted amendments to four rule chapters—Chapters 5, 7, 9 and 11. Up to nine chapters are slated for review during calendar year 2020.

## **GRANTING LICENSES AND AWARDING RACE DATES**

The Commission is authorized to issue annual licenses to entities desiring to hold harness races in which wagering is allowed. It also oversees the issuance of race dates to the various racing venues and issues licenses for simulcasting and to off-track betting facilities. Finally, the Commission licenses horse owners, trainers, drivers, grooms and all other persons participating in harness racing, including pari-mutuel employees and race officials.

During the 2019 racing year, race days were awarded from March – December:

	Days Granted	Days Raced	Days Not Raced
Scarborough Downs	76	72	4
Bangor Raceway	45	45	0
Northern Maine Fair	4	4	0
Topsham Fair	5	5	0
Skowhegan Fair	7	7	0
Union Fair	5	5	0
Windsor Fair	9	9	0
Farmington Fair	7	6	1
Cumberland Fair	7	7	0
Cumberland Extended	1	1	0
Fryeburg Fair	6	6	0
<b>TOTALS</b>	<b>172</b>	<b>167</b>	<b>5</b>

## Off-Track and Inter-Track Betting Facilities Days Requested

HC Bangor, LLC, DBA Hollywood Casino, Hotel & Raceway Bangor, ME	363
Pioneer Gaming, LLC, DBA Sanford OTB Sanford, Maine	363
Midcoast OTB, Inc., DBA Winner's OTB Brunswick, ME	363
LRI, Inc., DBA Lewiston Raceway, DBA Winner's Circle OTB Lewiston, ME	363
Pioneer Gaming, LLC, DBA Favorites Waterville, ME	363
Davric Maine Racing, LLC, DBA Scarborough Downs Scarborough, ME	363

## Licenses of Racing Personnel 2019 Licenses Issued

Type of License	Number Issued
Owner	316 @ \$35
Trainer	35 @ \$35
Driver	24 @ \$35
Driver/Trainer	30 @ \$60
Owner/Driver/Trainer	107 @ \$90
Owner/Driver	8 @ \$60
Owner/Trainer	68 @ \$60
Owner/Limited Trainer	28 @ \$60
Owner/Driver/Limited Trainer	0 @ \$90
Groom	461 @ \$20
Officials	71 @ Various Prices
Pari-mutuel Clerks	89 @ \$20
Stables	23 @ \$30
Vendors	6 @ \$50

## **MAINE SIRE STAKES PROGRAM**

The Commission also oversees Maine's Sire Stakes Program, which seeks to encourage the breeding of Standardbred racehorses in Maine. The program requires the registration of participating stallions and mares, and the resulting foals that will participate in the program. Revenues from both harness racing wagering profits and slot machine profits are designated—by statute—for the purpose of supplementing Sire Stakes race purses. Close to \$2 million was designated to the Sire Stakes purse supplement fund in 2019.

During 2019, the Commission staff once again helped organize and implement the Sire Stakes program in collaboration with the Maine Standardbred Breeders and Owners Association (MSBOA) by projecting revenues, calculating the base purse for the legs, assisting with the schedule, and disbursing the purse payments to racing venues. The staff also took part in closing out the Sire Stakes season by attending the draws and assisting with on-site promotions for the 2 and 3-year old Sire Stakes Finals at Scarborough Downs.

Horses in the Sire Stakes events are tested for any prohibited substances as requested by the Sire Stakes Advisory Committee.

The Commission recognizes the efforts of each track for hosting, promoting and providing assistance to showcase the Maine Sire Stakes Program. Additionally, the breeders, owners, Advisory Committee and the MSBOA Board of Directors should be recognized for all the support of the Sire Stakes program.

## **MEDICATION/TESTING PROGRAMS**

### **BLOOD TESTING PROGRAM**

In most cases, blood samples are drawn from two horses after each race, including the winning horse and another horse designated by the Commission staff. Samples were analyzed by the University of Illinois at Chicago Analytical Forensic Testing Laboratory (AFTL), located in Chicago, Illinois. The laboratory is accredited by the Racing Medication and Testing Consortium (RMTC) and utilizes highly specialized methods to detect prohibited drugs or therapeutic medications that exceeded the permitted levels as stated in the Maine State Harness Racing rules.

Initial screening of samples is done primarily using either gas or liquid chromatography coupled with mass spectrometry. These dual instrument methods allow for greater confidence in analyte identification. Confirmatory tests generally utilize the same instrumentation, but the method is refined to target and quantify the specific analyte in question.

During the 2019 racing year, 3,381 post-race equine blood samples were taken. Of that total, there were 8 positive tests, 4 were found to be in violation of the Commission's rules and 4 are pending adjudication.

## OUT OF COMPETITION TESTING PROGRAM

Beginning in 2008, the Commission requested the staff test for “blood doping” agents, such as erythropoietin (EPO). This procedure requires taking blood from the horses at the tracks and training centers on days when the horse is not scheduled to race and transferring it to the laboratory for analysis. In 2019, there were 16 horses tested out of competition, none of which were found to be in violation.

## BLOOD GAS TESTING PROGRAM

The Blood Gas Testing Program was established in 1993 at the request of the Commission. The program requires taking blood from horses shortly before they are scheduled to race and transferring it to the laboratory for analysis. In 2019, 561 pre-race samples were taken to test for blood gas anomalies. Out of the 561 tests, 1 was found in violation of the Commission rules and 1 is pending adjudication.

## FUROSEMIDE PROGRAM

The Furosemide Program, formally known as the Controlled Medication Program, was established in 1992 by statute. The program allowed tolerances for horses that use phenylbutazone and furosemide. The Commission voted to eliminate phenylbutazone from the Controlled Medication Program during the Commission meeting that was held in June 2014. Consequently, the program now provides for on-site administration of furosemide only by the State Veterinarian on race day. There were 524 horses participating in this program in 2019. Throughout the year 28 horses went off the program.

## HUMAN DRUG TESTING PROGRAM

The Human Drug Testing Program was created to test anyone with a Maine State Harness Racing license while in the paddock on race day. This program was designed to ensure the safety of the licensees and horses, on and off the track. Urine was collected by the State Stewards.

In the 2019 racing season, 68 drug tests were administered. Of the 68 samples collected there were none in violation of the Commission’s rules.

## SUMMARY OF FINES AND SUSPENSIONS

During the 2019 racing year, there were 76 violations of on-track racing laws and rules.

Failed to Drive When Programmed.....	2
Failure to keep a line in each hand .....	14
Foot out of Stirrup .....	9
Foot out of Stirrup with Intent.....	4
Inside Pylons.....	6
Late Driver Change.....	6
Late to Bring Horse to Testing Barn.....	5
Excessive Use of the Whip.....	10
Interference - Impeding the Progress.....	10
Miscellaneous .....	10
<b>TOTAL.....</b>	<b>76</b>

## COMMISSION ACTION ON 2019 RULE VIOLATIONS

Appeals	3	Upheld	1	Overturned	2
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## ACCOUNT OF COMMISSION’S ACTIONS REGARDING PROMOTION OF HARNESS RACING

The Commission recognized that improving marketing of Maine harness racing is paramount to its long-term survival. In late 2016, a small group of industry stakeholders began brainstorming ideas to improve marketing and to better coordinate marketing between industry associations, fairs and commercial tracks.

Since 2016, industry stakeholders have worked with the Commission and marketing professionals to build a credible, modern marketing program which now includes the aggressive use of social media and digital advertising. For 2019, the Commission oversaw a total marketing budget of approximately \$184,000 derived from dedicated marketing revenues from wagering profits, the Commission’s operating budget, and Sire Stakes Promotional Funds.

A few highlights of the 2019 marketing campaign include:

- Establishment of a stakeholders marketing advisory committee designed to generate ideas and feedback from a representative cross-section of the industry;
- Continued expansion and refinement of social media and digital marketing efforts;



- Initiation of on-site promotional activities designed to work in tandem with advertising to add pizzazz to Maine harness racing;
- Delivery of a consumer market survey designed to shed light on attitudes and preferences of Maine adults toward harness racing, and guide future marketing efforts;
- Continuation and expansion of the live radio/internet broadcasts of Maine harness racing which includes interviews with horsemen between each race.

Attached to this report as Appendix A is the 2019 Maine Harness Racing Marketing Report prepared by Atlantic Corporation. Also attached as Appendix B is the consumer marketing survey conducted by the Portland Research Group and entitled *Maine Harness Racing Perceptions*.

### **3. Practical Effect of Title 8, Chapter 11 and Recommended Legislation**

Title 8, Chapter 11 establishes the State Harness Racing Commission and provides statutory authority for the oversight and regulation of harness racing in the state. It authorizes licensing of participants, tracks and off-track betting facilities, and for the allocation of race dates between the various racing venues. During 2018, marketing responsibility was transferred to the Commission. Chapter 11 contains extensive rulemaking authority for the Commission which has resulted in the promulgation of eleven chapters of rules.

In general, Chapter 11 provides adequate authority to regulate and support Maine's harness racing industry. However, the world of harness racing is evolving rapidly to keep pace with quickly changing landscapes involving entertainment and wagering. As a result, the harness racing statutes will need frequent updates going forward in order for Maine's industry to remain viable. While changing times present challenges, they also present opportunities. There is optimism that Maine is uniquely positioned to fill a developing void/niche. Live/quality harness racing video appears to be a possible growth opportunity that industry insiders are looking to leverage in the future.

### **4. Report of the Commission's Financial Position**

The Commission derives its operating budget from four revenue sources as follows:

1. The Department's share from the Commission on harness racing wagering profits;
2. Licensing fees associated with racing participants, tracks, race dates and off-track betting facilities;
3. Revenue from administration of the furosemide program intended to prevent pulmonary hemorrhaging; and
4. To the degree necessary to remain solvent, periodic administrative assessments against revenue allocated pursuant to Title 8, Section 1036, Subsection 2, paragraphs B, C, D, H and I.

The Commission essentially operates a zero-sum budget, insomuch as it attempts to make administrative assessments in a manner that ensures that revenues are approximately equal to expenditures by year end. A small amount of carryover is a necessary component of the calculations since dedicated accounts should never show a negative balance. The table below summarizes the Commission's Financial Position for calendar year 2019.

**Statement of the Commission's Financial Position-Cash Basis**  
**January 1, 2019 - December 31, 2019**  
**014-01A-0320-07**

<b>Beginning cash balance 01/01/19 Commission acct 014-0320-07- Admin units only</b>	<b>\$5,854.84</b>
<b>REVENUE</b>	
1221 Licenses Harness Horse Racing	3,400.00
1301 Comm Pari Mutuels Harness (CPMH)	343,777.60
1448 Special Licenses & Leases	46,355.00
2631 Registration Fees for CMP	112,850.00
2686 Misc Income	-
2689 Cash Over Cash Short - appeals	100.00
2690 Recovered Cost	-
2637 MISC SERVICES & FEES	7.00
2642 CERTIFIED DOCUMENT FEES	30.00
2719 Contributions from other special revenue Administrative Assesment:	
Administrative Assesment 07/01/19	\$450,496.18
Administrative Assesment 01/20/2020	<u>310,000.00</u>
Total Administrative Assessment	\$760,496.18
2952 Adjustment to prior year bal/unallocated	<u>-</u>
<b>TOTAL REVENUE</b>	<b>\$1,267,015.78</b>
<b>EXPENDITURES</b>	
3100 Salary & Wages	\$390,034.28
3900 Benefits Costs	<u>222,738.76</u>
<b>TOTAL PERSONAL SERVICES</b>	<b>\$612,773.04</b>
4000 Services Not By State	340,290.29
4100 Services By State	10,800.00
4200 Mileage, Meal & Lodging, In State	6,129.40
4300 Mileage, Meal & Lodging, Out of State	-
4600 Rents	5,573.93
4700 Repairs & Maintenance	310.00
4800 Insurances, Risk Management	1,411.30
4900 General Operating Expenses	105,510.46
5300 OIT Technology	819.55
5500 Equipment & Technology	619.52
5600 Other Supplies, lab, household, educational, etc	15,040.52
6400 Grants to Pub and Priv Orgns	100,000.00
8200 Admin Charges & Fees (NSF)	120.62
8511 Sta Cap Charges	28,330.61
<b>TOTAL ALL OTHER</b>	<b><u>\$614,956.20</u></b>
<b>TOTAL EXPENDITURES</b>	<b><u>\$1,227,729.24</u></b>
<b>Ending cash balance 12/31/19 Commission acct 014-0320-07- Admin units only</b>	<b><u>\$45,141.38</u></b>

## 5. SUMMARY OF INCOME AND EXPENSES FOR THE HARNESS RACING PROMOTIONAL FUND

### Statement of the Promotion Board's Financial Position-Cash Basis January 1, 2018 - December 31, 2019 014-01A-0320-07 (Formerly 014-0320-08)

Beginning cash balance 01/01/19 Promotion Board Appropriation: 014-01A-0320-07 (Formerly 014-0320-08)	\$	<b>95,682.22</b>
<b>REVENUE</b>		
1301 Comm Pari Mutuels Harness	\$	43,858.33
2734 Contributions From Private Sources	\$	-
2978 Dicap Transfer	\$	(4,894.78)
2981 Legis Transfer Of Revenue	\$	-
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>38,963.55</b>
<b>EXPENDITURES</b>		
4900 General Operating Expenses		73,976.45
6400 Grants to Pub and Priv Orgns		1,000.00
8511 Sta Cap Charges		1,845.64
<b>TOTAL EXPENDITURES</b>		<b><u>76,822.09</u></b>
<b>Ending cash balance 12/31/19 Promotion Board acct 014-0320-07</b>	<b>\$</b>	<b><u>57,823.68</u></b>

## 6. Overview of Wagering Commission Revenue (Handle) and Disbursements

### 2019 WAGERING DISTRIBUTION FOR THE HANDLE

#### LIVE RACING:

<b>TRACK:</b>	<b>EXOTIC</b>	<b>STRAIGHT</b>	<b>TOTAL</b>
Scarborough	545,537.00	264,717.00	810,254.00
Bangor Raceway	146,120.00	69,079.00	215,199
Northern Maine	17,555.00	11,113.00	28,668
Topsham	34,301.00	15,223.00	49,524
Skowhegan	119,413.00	47,376.00	166,789
Union	30,719.00	16,339.00	47,058
Windsor	233,289.00	101,255.00	334,544
Farmington Fair	69,375.00	37,602.00	106,977
Cumberland Fair	68,994.00	37,654.00	106,648
Cumberland Extension	7,247.00	3,509.00	10,756
Fryeburg	268,838.00	153,700.00	422,538
<b>TOTAL LIVE RACING</b>	<b>\$1,541,388</b>	<b>\$757,567</b>	<b>\$2,298,955</b>

#### INTRA-STATE SIMULCAST:

##### OTB FACILITY:

LRI INC, d/b/a Lewiston Raceways, Inc.	\$52,812	\$18,845	\$71,657
OTB Facilitators dba Sanford OTB	13,569	5,256	18,825
Pioneer Gaming LLC d/b/a Favorites	108,570	26,378	134,948
Winner's OTB-Midcoast OTB	39,294	16,271	55,565
<b>TOTAL OTB FACILITY</b>	<b>\$214,245</b>	<b>\$66,750</b>	<b>\$280,995</b>

##### COMMERCIAL TRACK:

Scarborough	81,811	18,920	100,731
Bangor Raceway	54,819	10,808	65,627
<b>TOTAL COMMERCIAL TRACK</b>	<b>136,630</b>	<b>29,728</b>	<b>166,358</b>
<b>TOTAL INTRA-STATE SIMULCAST</b>	<b>\$350,875</b>	<b>\$96,478</b>	<b>\$447,353</b>

**2019 WAGERING DISTRIBUTION FOR THE HANDLE CONT'D**

**INTER-STATE SIMULCAST**

	<b>EXOTIC HANDLE</b>	<b>STRAIGHT HANDLE</b>	<b>TOTAL HANDLE</b>	<b>EXOTIC COMMISSION</b>	<b>STRAIGHT COMMISSION</b>	<b>TOTAL COMMISSION</b>
<b>OTB FACILITIES</b>						
LRI INC, d/b/a Lewiston Raceways, Inc.	1,537,472	675,482	\$2,212,954	352,148	116,889	\$469,037
OTB Facilitators dba Sanford OTB	1,278,243	370,897	1,649,140	291,918	62,926	354,844
Pioneer Gaming LLC d/b/a Favorites	2,280,247	527,052	2,807,299	516,089	90,770	606,859
Winner's OTB-Midcoast OTB	2,389,186	977,202	3,366,388	548,937	166,599	715,536
<b>TOTAL OTB FACILITIES</b>	<b>\$ 7,485,148</b>	<b>\$ 2,550,633</b>	<b>\$ 10,035,781</b>	<b>\$ 1,709,091</b>	<b>\$ 437,184</b>	<b>\$ 2,146,275</b>
<b>COMMERCIAL TRACKS</b>						
Scarborough	5,597,528	2,043,765	\$7,641,293	1,258,694	349,850	\$1,608,543
Bangor Raceway	1,297,167	435,173	1,732,340	291,652	74,475	366,128
<b>TOTAL COMMERCIAL TRACKS</b>	<b>6,894,695</b>	<b>2,478,938</b>	<b>9,373,633</b>	<b>1,550,346</b>	<b>424,325</b>	<b>1,974,671</b>
<b>TOTAL INTERSTATE SIMULCAST</b>	<b>\$14,379,843</b>	<b>\$5,029,571</b>	<b>\$19,409,414</b>	<b>\$3,259,437</b>	<b>\$861,509</b>	<b>\$4,120,946</b>
<b>GRAND TOTAL HANDLE WAGERING</b>	<b>\$ 16,272,106</b>	<b>\$ 5,883,616</b>	<b>\$ 22,155,722</b>			

**Funds received pursuant to MRS Title 8, Chapter 11, §286 Calculation of Distribution of Commission**

	<b>GF/STATE 477X-07</b>	<b>AG FAIR STIPEND 473X-01</b>	<b>SIRE STAKE 476X-01</b>	<b>PURSE SUPPLE 478X-01</b>	<b>PROMO BOARD 0873-01</b>	<b>OTB SIMULCAST 474X-01</b>	<b>AGR FAIR FUND 472X-01</b>	<b>TOTAL</b>
Bangor	30,561.52	21,311.23	20,869.05	17,966.53	4,542.22	-	1,608.50	96,859.05
Scarborough	127,226.59	90,318.41	86,414.86	76,119.31	19,245.51	-	6,696.14	406,020.81
Cumberland Fair	1,649.79	1,253.12	1,097.21	1,054.31	266.62	-	86.83	5,407.87
Cumberland Fair Ext.	171.20	126.33	114.93	106.34	26.89	-	9.01	554.71
Farmington Fair	1,657.68	1,256.95	1,103.08	1,057.57	267.44	-	87.25	5,429.97
Fryeburg Fair	6,461.16	4,965.60	4,280.34	4,176.98	1,056.35	-	340.06	21,280.48
Northern Maine Fair	426.95	337.02	280.28	283.37	71.67	-	22.47	1,421.76
Skowhegan State Fair	2,772.07	1,957.82	1,886.21	1,649.32	416.97	-	145.90	8,828.28
Topsham Fair	803.83	581.52	542.97	489.68	123.81	-	42.31	2,584.12
Union Fair	732.56	552.89	488.22	465.22	117.65	-	38.56	2,395.08
Windsor Fair	-	3,928.03	3,691.22	3,307.94	836.36	-	287.18	12,050.72
Winner's OTB, Brunswick	59,172.57	29,429.72	28,174.70	85,778.60	6,271.46	82,467.37	3,114.35	294,408.77
LRI, Lewiston	39,120.56	19,825.05	18,529.36	55,673.78	4,223.48	54,381.98	2,058.98	193,813.19
Pioneer Gaming, Sanford	30,187.03	14,211.12	14,769.60	43,908.77	3,031.42	40,142.23	1,588.79	147,838.96
Pioneer Gaming, Waterville	54,716.48	25,268.51	27,325.69	76,204.52	5,392.67	68,006.80	2,879.81	259,794.49
	<u>355,659.99</u>	<u>215,323.33</u>	<u>209,567.70</u>	<u>368,242.22</u>	<u>45,890.50</u>	<u>244,998.39</u>	<u>19,006.12</u>	<u>1,458,688.26</u>

**Overview of Wagering Commission Revenue (Handle) and Distribution for 2019**

Distribution Basis			
Actual Days Raced	Number of Dashes	Exotic Wagers at OTBs	Premiums

Handle							
Commission	Agri Stip-Prem/facility Improvement	Fair Stipend 5%	Sire Stakes	Purse Supplement	Promotion Fund	OTB Simulcast Fund	Total

**Handle Revenue**

**\$ 361,116 \$ 215,323 \$ 19,006 \$ 228,878 \$ 368,242 \$ 45,890 \$ 244,998 \$ 1,483,455**

**Recipients:**

Agricultural Fair Coordinator Assessment						\$30,464.49	\$0.00					\$ 30,464
Commission Operating Fund					\$361,116.34	\$0.00	\$0.00		\$0.00		\$0.00	361,116
Promotion Board						\$0.00	\$0.00		\$0.00	45,890.45	\$0.00	45,890
See Sire Stakes Report						\$0.00	\$0.00	\$228,877.73	\$0.00		\$0.00	228,878
Bangor Raceway	45	401				\$0.00	\$0.00		\$98,636.31		\$52,596.30	151,233
Scarborough Downs	73	687				\$0.00	\$0.00		\$160,010.02		\$120,141.71	280,152
Acton Fair				\$37,032.61		\$0.00	\$3,246.81		\$0.00		\$0.00	3,247
Bangor Fair				\$81,449.00		\$0.00	\$7,140.98		\$0.00		\$0.00	7,141
Blue Hill Fair				\$51,026.75		\$0.00	\$4,473.73		\$0.00		\$0.00	4,474
Clinton Lions Club				\$38,283.06		\$0.00	\$3,356.44		\$0.00		\$0.00	3,356
Common Ground Fair				\$42,156.60		\$2,907.87	\$788.18		\$0.00		\$0.00	3,696
Cumberland Fair	7	71	10,939	\$132,759.29		\$18,771.35	\$0.00		\$15,343.43		\$7,362.38	41,477
Cumberland Fair EXT	1	10				\$0.00	\$0.00		\$2,191.92		\$0.00	2,192
Farmington Fair	6	62	10,585	\$70,489.43		\$14,799.33	\$0.00		\$13,151.51		\$7,250.77	35,202
Fryeburg Fair	6	63	16,231	\$373,555.63		\$34,131.10	\$0.00		\$13,151.51		\$11,258.14	58,541
Harmony Free Fair				\$23,174.15		\$2,031.78	\$0.00		\$0.00		\$0.00	2,032
Houlton Fair				\$72,045.00		\$6,316.49	\$0.00		\$0.00		\$0.00	6,316
Litchfield Fair				\$49,353.55		\$4,327.04	\$0.00		\$0.00		\$0.00	4,327
Maine Farm Days				\$4,193.66		\$367.68	\$0.00		\$0.00		\$0.00	368
Monmouth Fair				\$20,653.11		\$1,809.75	\$0.00		\$0.00		\$0.00	1,810
New Portland Fair				\$8,808.33		\$772.26	\$0.00		\$0.00		\$0.00	772
Northern Maine Fair	4	32	2,687	\$62,308.26		\$14,277.47	\$0.00		\$8,767.67		\$2,242.42	25,288
Ossipee Valley Fair				\$39,124.23		\$3,430.19	\$0.00		\$0.00		\$0.00	3,430
Oxford County Fair				\$50,006.55		\$4,384.29	\$0.00		\$0.00		\$0.00	4,384
Piscataquis Valley Fair				\$46,251.30		\$4,056.05	\$0.00		\$0.00		\$0.00	4,056
Pittston Fair				\$35,885.00		\$3,145.19	\$0.00		\$0.00		\$0.00	3,145
Skowhegan State Fair	7	69	14,081	\$124,168.15		\$18,223.35	\$0.00		\$15,343.43		\$12,354.62	45,921
Springfield Fair				\$15,066.98		\$1,321.99	\$0.00		\$0.00		\$0.00	1,322
Topsham Fair	5	47	9,119	\$59,902.29		\$14,124.00	\$0.00		\$10,959.59		\$8,000.93	33,085
Union Fair	5	46	9,208	\$75,008.00		\$15,087.56	\$0.00		\$10,959.59		\$7,449.82	33,497
Waterford's World Fair				\$12,903.00		\$1,131.26	\$0.00		\$0.00		\$0.00	1,131
Windsor Fair	9	94	22,944	\$143,286.62		\$19,443.31	\$0.00		\$19,727.26		\$16,341.28	55,512

**Total distribution**

**\$ 361,116 \$ 215,324 \$ 19,006 \$ 228,878 \$ 368,242 \$ 45,890 \$ 244,998 \$ 1,483,455**

**Total distribution basis**

**168 1582 \$ 95,794 \$ 1,668,891**

Distribution based on :

N/A	Premiums	Premiums	See Sire Stakes Report	Actual Days Raced	N/A	Exotic Wagers at the OTB's
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## 7. Overview of Revenue and Disbursements Arising from the Bangor Racino

### State Revenue from Slot Machines at Hollywood Casino Operation Calendar Year 2019

		Totals
Number of Machines in Play		726
Funds In Bills and Tickets		277,788,015
Funds Out Bills and Tickets		236,116,201
Unclaimed tickets (Dollar Value)		30,988
Net Slot Revenue		41,702,702
Average Slot Win %		10.0%
Total Tax revenue Due the State		4,172,695
Total Tax revenue Due the State		14,636,703
Fund To Supplement Purses	10%	3,753,001
Agricultural Fair Support Fund	3%	11,259,000
Sire Stakes Fund	3%	375,300
General Fund	4%	1,501,200
Fund To Encourage Racing at Maine's Commercial Tracks	4%	1,501,200
Fund to Stabilize OTB Facilities	1%	1,125,900
Fund for a Healthy Maine	10%	3,753,001
UMS Scholarship Fund*	1.89%	709,317
Maine Maritime Academy*	0.11%	41,283
ME Com. Col. System Scholarship FundMaine	1%	375,300
City of Bangor	1%	375,300
Total	39%	24,769,803





## 8. Overview of Revenue and Disbursements Arising from the Oxford Casino

### Overview of Wagering & Disbursements Arising from the Oxford Casino

#### State Revenue from Slot Machines at Oxford Casino Operation Calendar Year 2019

	Totals
Number of Machines in Play	957
Funds In Bills and Tickets	696,666,241
Funds Out Bills and Tickets	619,670,325
Unclaimed tickets (Dollar Value)	59,043
Net Slot Revenue	<u>77,054,958</u>
Average Slot Win %	<u>8.371%</u>
Total Tax revenue Due the State @ 46%	<u><u>35,376,068</u></u>

DOE Grades K-12	25%	19,263,739
U of ME Scholarship Sys*	3.77%	2,904,972
Maine Maritime Academy*	0.23%	177,226
ME Comm College Scholarship	3%	2,311,649
Tribal Governments Penob & Pass	4%	3,082,198
Gambling Control Board & Add'l	3%	2,311,649
Host Municipality-Town of Oxford	2%	1,541,099
Agricultural Fair Support Fund	1%	770,550 *
Harness Racing Purse Supplement	1%	770,550 *
Sire Stakes Fund	1%	770,550 *
Host County Costs-Oxford	1%	770,550
Dept of Agr. Dair Imp. Fund 7/13	0.50%	385,275
Dept of Agr. Maine Milk Fund 7/13	0.50%	385,275
Total 46% Tax	46%	35,445,280

Source: Gambling Control Unit Website Revenue Information for Oxford Casino 2019

\* Please Note: \$770,409.52 was received from the Gambling Control Unit (variance \$140.48)

**Overview of Wagering Commission Revenue (Oxford Casino) and Distribution for 2019**

Distribution Basis	
Number of Dashes	Premiums

Oxford Casino				
Ag Fair Stipend Premiums	Ag Fair Stipend Purse Supplement	Sire Stakes	Purse Supplement	Total

Oxford Casino Revenue\*

\$508,470.32	\$261,939.20	\$770,409.52	\$770,409.52	\$ 2,311,229
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**Distributions/Disbursements:**

Transferred to Ag Fair Coord			\$66,101.23			\$ 66,101	
See Sire Stakes Report					\$770,409.52	770,410	
Bangor Raceway	401			66,817.82		263,341	
Scarborough Downs	687			112,807.14		444,593	
Acton Fair		\$37,032.61	9,816.15			9,816	
Bangor Fair		\$81,449.00	21,589.50			21,590	
Blue Hill Fair		\$51,026.75	13,525.55			13,526	
Clinton Lions Club		\$38,283.06	10,147.61			10,148	
Common Ground Fair		\$42,156.60	11,174.36			11,174	
Cumberland Fair	71	\$132,759.29	35,190.21	11,830.59		81,817	
Cumberland Fair EXT	10			1,666.28		6,567	
Farmington Fair	62	\$70,489.43	18,684.48	10,330.94		59,401	
Fryeburg Fair	63	\$373,555.63	99,017.56	10,497.56		140,390	
Harmony Free Fair		\$23,174.15	6,142.72			6,143	
Houlton Fair		\$72,045.00	19,096.81			19,097	
Litchfield Fair		\$49,353.55	13,082.04			13,082	
Maine Farm Days		\$4,193.66	1,111.60			1,112	
Monmouth Fair		\$20,653.11	5,474.47			5,474	
New Portland Fair		\$8,808.33	2,334.80			2,335	
Northern Maine Fair	32	\$62,308.26	16,515.91	5,332.10		37,531	
Ossipee Valley Fair		\$39,124.23	10,370.57			10,371	
Oxford County Fair		\$50,006.55	13,255.12			13,255	
Piscataquis Valley Fair		\$46,251.30	12,259.73			12,260	
Pittston Fair		\$35,885.00	9,511.96			9,512	
Skowhegan State Fair	69	\$124,168.15	32,912.97	11,497.33		78,226	
Springfield Fair		\$15,066.98	3,993.77			3,994	
Topsham Fair	47	\$59,902.29	15,878.17	7,831.52		46,744	
Union Fair	46	\$75,008.00	19,882.20	7,664.89		50,091	
Waterford's World Fair		\$12,903.00	3,420.17			3,420	
Windsor Fair	94	\$143,286.62	37,980.66	15,663.03		99,711	
<b>Total distribution/disbursements</b>			<b>\$ 508,470</b>	<b>\$ 261,939</b>	<b>\$ 770,410</b>	<b>\$ 770,410</b>	<b>\$ 2,311,229</b>

**Total distribution basis**

<b>1,582</b>	<b>\$ 1,668,891</b>
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Distribution based on :

Premiums	Number of Dashes	See Sire Stakes Report	Number of Dashes
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\*Based on actual funds received

## **9. Use of Funds by Commercial Tracks (pursuant to 8 MRS § 1037(1))**

There were two (2) licensed pari-mutuel facilities that met the definition of a Commercial Race Track pursuant to 8 MRS Section 275-A. One is in Scarborough and the other in Bangor.

Davric Maine Racing LLC., DBA Scarborough Downs conducted 72 days of live racing and offered wagering on 687 dashes and HC Bangor LLC, DBA Hollywood Casino Hotel & Raceway conducted 45 days of live racing and offered wagering on 401 dashes to the Off-track Betting facilities in Maine as well as out-of-state. Both facilities were licensed to accept pari-mutuel wagers on simulcast races for 363 days.

The revenues received from the Fund To Encourage Racing At Maine's Commercial Tracks were used by the recipients to defray expenses incurred in conducting live racing and accepting pair-mutuel wagers throughout the licensing year.

The information required to be reported in 8 MRS Section 1037 subsection 1 is contained on the following pages.

## Use of Funds by Commercial Tracks for 2019

Commercial Tracks	SD	Bangor
A. The total amount wagered on live harness races	810,250	215,199
B. The total amount wagered on intrastate simulcast races	100,731	65,627
C. The total amount wagered on interstate simulcast races	7,641,293	1,732,340
D. The number of harness races originated in the State and made available for simulcast outside of the State	687	401
E. The amount of the harness racing handle from wagers at the commercial track kept by that commercial track and the distribution of the handle to the State and industry recipients under section 286		
<b>Handle Distribution to State &amp; Industry Recipients Under section 286</b>		
Ag. Fair Stipend	90,318	21,311
Sire Stakes	86,415	20,869
Purse Supplement	76,119	17,967
Promotional Board Fund	19,246	4,542
Commission Operations	127,227	30,562
Ag. Fair Fund	6,696	1,609
Racing Handle Kept by Track-Horseman's Purse	257,275	59,754
Racing Handle Kept by Track-Track's Share	1,155,604	273,615
F. The amount received from the handle distribution from wagers at other tracks and off-track betting facilities under section 286		
Racing Handle received from other Track-Horseman's Purse	1,082	1,014
Racing Handle received from other Track-Tracks's Share	3,808	2,523
Racing Handle received from off-track betting facilities-Horseman's Purse	10,006	4,343
Racing Handle received from off-track betting facilities-Track's Share	11,061	4,784
G. The amount of revenue received in accordance with section 1036, subsection 2, paragraphs B, D and H		
B-Section 298-Supplement Harness Racing Purses-Bangor Racino	1,460,313	864,971
B-Section 298-Supplement Harness Racing Purses-Oxford Casino	331,786	196,523
Section 290-Supplement Harness Racing Purses-Handle	160,010	98,636
D-Title 7, Section 91-Agricultural Fair Support fund-Bangor Racino	148,952	88,227
D-Title 7, Section 91-Agricultural Fair Support fund-Oxford Casino	112,807	66,818
H-Section 299-Fund to Encourage Racing at Maine's Commercial Track-Bangor Racino	846,975	509,369
Section 295-Off-Track Betting Facility Simulcast Fund-Handle	120,142	52,596
H. The number of full-time and part-time employees at the commercial track		
Full-Time Employees	19	3
Part-Time Employees	34	10
I. The amount, if any, spent on capital improvements to the commercial track and related facilities and a description of those improvements. The first report must include the amount spent since November 2005, shown by year. Subsequent annual reports must include the amount spent on capital improvements the immediately preceding calendar year;		
	See below	See below
J. Operating costs for the commercial track	3,219,861	1,655,591
K. Depreciation figures for the commercial track	28,176	37,302
K. Profit or (loss) figures for the commercial track	217,280	431,637
L. Administrative costs to comply with reporting requirements and contributions to the State Harness Racing Commission's operating account described in section 267-A	350	Not Reported

<b>Scarborough Downs Capital Improvements:</b>	
No capital improvements made this year.	
Total	\$ 0.00

<b>Bangor Capital Improvements:</b>	
Upgrade to heatign systems in paddock & barns	
Updated simulcast & TV graphics	
Replace fire pannel in grandstand & barns	
Install LED lighting around barns and paddock	
Flush sprinkler system in grandstand and barns	
Total	\$56,788

## **10. Use of Funds by Fairs that Conduct Harness Racing (pursuant to 8 MRS §1037 (2))**

There were eight (8) licensed agricultural fairs that conducted harness racing during their annual exhibition. The total number of days these eight agricultural fairs conducted harness racing in 2019 was 50 days. Cumberland Fair conducted one (1) day of racing that is classified as an Extended Meet.

These eight fairs spent a total of \$1,041,478 in premiums and made \$2,417,439 in capital improvements in 2019. These fairs wagered \$1,273,502 at their tracks and paid out \$1,494,440 in purses.

The information required to be reported in 8 MRS Section 1037 subsection 2 is contained on the following page.

It should be noted that absent a requirement in the statute to keep funds received from the racino in Bangor and the casino in Oxford separate, most fairs comingled these funds in either their general operating account or in the horsemen's purse account. Therefore, there is not an independent accounting for the funds received pursuant to 8 MRS Section 286 and 7 MRS Section 86. However, after reviewing the annual reports required for submission to this office, it has been determined that these funds have been used in accordance with the provisions found in 8 MRS Section 286 and 7 MRS Section 86.

2019 Agricultural Fairs that Conduct Harness Racing

Fair	Handle Purse Supplement	Racino Purse Supplement	Casino Purse Supplement	Ag. Fair Racino Purse Supplement	Ag Fair Casino Purse Supplement	On Track Purse Supplement	OTB Purse Supplement	Payment MHHA Funding	Purses Paid	Days Raced	Dashes Raced	Dashes Available to OTB	Total Live Wagered
Cumberland	15,343	153,150	34,796	15,621	11,831	106,648	609	5,611	165,360	7	71	71	106,648
Cumberland Ext.	2,192	21,570	4,901	2,200	1,666	10,756	91	720	31,200	1	10	10	10,756
Farmington	13,152	133,736	30,385	13,641	10,331	106,977	574	5,126	173,700	6	54	54	106,977
Fryeburg	13,152	135,893	30,875	13,861	10,498	422,538	920	10,420	200,480	6	63	63	422,538
Northern Maine	8,768	69,025	15,683	7,041	5,332	28,668	214	2,237	97,800	4	40	40	28,668
Skowhegan	15,343	148,835	33,816	15,181	11,497	166,789	1,024	6,515	221,500	7	69	69	166,789
Topsham	10,960	101,381	23,034	10,341	7,832	49,524	622	3,381	151,000	5	47	47	49,524
Union	10,960	99,224	22,544	10,121	7,665	47,058	563	3,289	152,900	5	46	46	47,058
Windsor	19,727	202,761	46,068	20,682	15,663	334,544	2,044	10,649	300,500	9	94	94	334,544
	109,596	1,065,576	242,101	108,689	82,314	1,273,502	6,662	47,948	1,494,440	50	494	494	1,273,502

Fair	OTB Simulcast Fund	Premiums Approved	Facilities Approved*	Bangor Racino Stipend	Oxford Casino Stipend	Premium Stipend	Facility Stipend	Attendance Paid *	Attendance Free & Vendor*	Attendance Total*	Labor Costs*	Operating Expenses*
Cumberland	7,362	132,759	48,026	46,466	35,190	8,468	10,303	36,538	11,116	47,654	177,757	541,538
Farmington	7,251	70,489	47,471	24,671	18,684	4,496	10,303	23,726	1,274	25,000	87,343	204,373
Fryeburg	0	373,556	2,138,704	130,744	99,018	23,828	10,303	161,474	43,526	205,000	1,570,739	-325,845
Northern Maine	0	62,308	78,326	21,808	16,516	3,974	10,303	10,613	2,070	12,683	15,593	280,287
Skowhegan	12,355	124,168	13,138	43,459	32,913	7,920	10,303	51,000	3,500	54,500	132,248	615,362
Topsham	8,001	59,902	45,013	20,966	15,878	3,821	10,303	24,555	0	24,555	46,384	261,653
Union	7,450	75,008	13,780	26,253	19,882	4,785	10,303	22,447	5,913	28,360	17,880	213,591
Windsor	16,341	143,287	32,981	50,150	37,981	9,140	10,303	43,606	50,394	94,000	128,157	723,453
	58,760	1,041,478	2,417,439	364,516	276,062	66,433	82,424	373,959	117,793	491,752	2,176,100	2,514,412

## **11. Use of Funds by Fairs that Do Not Conduct Harness Racing (pursuant to 8 MRS § 1037 (3))**

There were seventeen (17) licensed agricultural fairs that did not conduct harness racing during their annual exhibition in 2019. These seventeen fairs paid out \$627,413 in premiums and made \$353,964 in capital improvements.

The information required to be reported in 8 MRS Section 1037 subsection 3 is contained on the following page.

It should be noted that absent a requirement in the statute to keep the funds received from the racino in Bangor and the casino in Oxford separate, most fairs comingled these funds in their general operating account. Therefore, there is not an independent accounting for the funds received pursuant to 8 MRS Section 286 and 7 MRS Section 86. However, after reviewing the annual reports required for submission to this office, it has been determined that these funds have been used in accordance with the provisions found in 8 MRS Section 286 and 7 MRS Section 86.



2019 Agricultural Fairs that do not Conduct Harness Racing												
Fair	Premiums Approved	Facilities Approved	Bangor Racino Stipend	Oxford Casino Stipend	Handle Premium Stipend	Handle Facility Stipend	Attendance Paid*	Attendance Free & Vendor*	Attendance Total*	Labor Costs*	Operating Expenses*	
Acton Fair	37,033	29,967	12,961	9,816	2,362	885	10,609	4,801	15,410	25,340	82,268	
Bangor Fair	81,449	0	28,507	21,590	5,195	1,946	27,284	2,996	30,280	105,785	304,466	
Blue Hill Fair	51,027	25,391	17,859	13,526	3,255	1,219	22,977	0	22,977	183,899	165,253	
Clinton Fair	38,283	1,771	13,399	10,148	2,442	914	8,500	1,500	10,000	7,062	96,991	
Common Ground Fair	42,157	117,221	14,755	11,174	2,689	1,007	32,098	25,930	58,028	254,290	977,746	
Harmony Free Fair	23,174	11,626	8,111	6,143	1,478	554	0	12,000	12,000	691	54,488	
Houlton Fair	72,045	0	25,216	19,097	4,596	1,721	5,616	294	5,910	13,829	116,631	
Litchfield Fair	49,354	32,548	17,274	13,082	3,148	1,179	11,338	0	11,338	14,056	49,872	
Maine Farm Days	4,194	0	1,468	1,112	268	100	0	3,000	3,000	600	28,262	
Monmouth Fair	20,653	898	7,229	5,474	1,317	493	2,005	1,195	3,200	595	30,874	
North New Portland Fair	8,808	5,184	3,083	2,335	562	210	3,134	366	3,500	2,268	12,507	
Ossipee Valley Fair	39,124	22,366	13,693	10,371	2,496	935	6,124	2,088	8,212	31,383	48,125	
Oxford	50,007	0	17,502	13,255	3,190	1,195	11,000	1,000	12,000	12,596	161,348	
Piscataquis Valley Fair	46,251	34,605	16,188	12,260	2,950	1,105	11,500	0	11,500	3,500	147,049	
Pittston Fair	35,885	53,292	12,560	9,512	2,289	857	2,000	2,728	4,728	1,075	-18,249	
Springfield Fair	15,067	7,671	5,273	3,994	961	360	2,000	100	2,100	2,350	50,555	
Waterford World's Fair	12,903	11,424	4,516	3,420	823	308	1,073	321	1,394	0	38,181	
<b>TOTALS</b>	<b>627,413</b>	<b>353,964</b>	<b>219,594</b>	<b>166,307</b>	<b>40,021</b>	<b>14,987</b>	<b>157,258</b>	<b>58,319</b>	<b>215,577</b>	<b>659,318</b>	<b>2,346,368</b>	
*Information provided by Fair Associations												

## 12. Use of Funds by the Maine Standardbred Breeding Program (pursuant to 8 MRS § 1037 (4))

Maine has experienced a decrease in the number of Sire Stakes eligible horses participating in overnight events, therefore the need continues for additional horses from other racing jurisdictions to participate in Maine's overnight racing program.

2019

Yearlings Nominated	76
Mares Bred	108
Stallions Registered	18
Total Number of Dashes	139
2 year olds	55
Average Purse per Dash	\$9,711
Average Final Purse	\$55,040
Average Consolation Final	\$14,000
3 year olds	84
Average Purse per Dash	\$9,811
Average Final Purse	\$82,176
Average Consolation Final	\$0.00

The revenues generated for 2019 from the operation of the slot facility in Bangor was \$1,125,900; from the Oxford Casino was \$770,410; and from the wagering handle was \$209,568.

Contained in the following pages is a breakdown of participants for calendar year 2019 and an accounting of the funds received, and the expenditures made from that account. At the end of the 2019 racing year, there was a balance of \$47,210.

## 2019 STALLIONS REGISTERED AND NUMBER OF MARES COVERED

Art By Keene	0
Baron Biltmore	5
Boy Band	3
Cheyenne Hollywood	0
CR Power Glide	0
Deuce Seelster	17
Excel Nine	0
Gaelic Thunder	0
Ittakestwobaby	0
Luigi	0
Make It Brief	0
Noble Venture	17
Pembroke Slugger	7
Rock N' Roll World	27
Shipps Supercruise	4
Victor Blue Chip	5
Western Bay	0
Western Maverick	23

2019 PARTICIPATION STATISTICS

Stallions Registered		18
Mares Bred		108
Yearlings Nominated		76
Two Year Olds Continued		89
Two Year Olds Sustained		87
	Pacing	
	Colts:	22
	Pacing	
	Fillies:	24
	Trotting	
	Colts:	22
	Trotting	
	Fillies:	19
Three Year Olds Continued		63
Three Year Olds Sustained		63
	Pacing	
	Colts:	19
	Pacing	
	Fillies:	16
	Trotting	
	Colts:	13
	Trotting	
	Fillies:	15

## 2019 STANDARDBRED BREEDERS SIRE STAKES FINANCIAL REPORT

**Total Handle:** **\$22,155,722**

### REVENUES:

Carried forward	\$ 12,788
Handle	209,568
Fees	19,310
Bangor Racino	1,125,900
Oxford Casino	<u>770,410</u>

TOTAL REVENUE **\$2,137,975**

### EXPENSES:

Total legs	\$ 1,288,844
Finals	548,865
Consolation Finals	14,000
MHHA Contract 2.100%	30,415
MSBOA Promotion Contract	100,000
Transfer to Commission Operating Budget:	
Transfer 07/01/2019	\$ 64,357
Transfer 01/02/2020	\$ 44,286
Total transferred to Operating Budget	108,642

TOTAL EXPENSES: 2,090,766

**BALANCE 2019:** \$ 47,210

**BALANCE CARRIED FORWARD TO 2020:** \$ 47,210

### **13. Use of Funds by Off Track Betting Facilities (pursuant to 8 MRS § 1037 (5))**

There were four (4) licensed off-track betting facilities that operated in 2019. Pioneer Gaming LLC, DBA Favorites is located in Waterville; Midcoast OTB, DBA Winner's OTB is located in Brunswick; LRI, Inc., DBA Winner's Circle OTB is located in Lewiston and, Pioneer Gaming LLC, DBA Sanford OTB is located in Sanford.

All four facilities offer pari-mutuel wagering on races that originate in Maine as well as races from other states.

The information required to be reported in 8 MRS Section 1037 subsection 5 is contained on the following page.

It should be noted that the requirement for Section 1037 subsection 5 paragraph A is not included in this report. None of the off-track betting facilities were able to extract this information from the totalizator records that were in their custody.

**5. Off-track betting facility.** The report required by this section must include, with regard to a facility licensed to conduct off-track betting on harness racing:

A. The number of individual wagers placed on intrastate and interstate simulcast races and the total amount for each;

	LRI	Waterville	Sanford	Winners
Intrastate Wagers	71,657	134,948	18,825	55,565
Interstate Wagers	2,212,954	2,807,299	1,649,140	3,366,388

B. The number of full-time and part-time employees of the off-track betting facility

Full Time Employees	2	1	2	3
Part Time Employees	3	1	2	1

C. The operating costs for the off-track betting facility

	397,273	643,720	462,910	216,402
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D. The name and primary location of the company licensed to operate the off-track betting facility; [2011, c. 358, §6 (NEW).]

LRI, Inc. dba Winners Circle OTB 12 Mollison Way, Lewiston	Pioneer Gaming LLC dba Favorites OTB 38 College Ave, Waterville	Pioneer Gaming LLC dba Sanford OTB 890 Main St, Sanford	Midcoast OTB dba Winners OTB Brunswick
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E. The total number of races originating in the State received for simulcast as reported by the off-track betting facility; [2011, c. 358, §6 (NEW).]

	1,582	1,582	1,582	1,582
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F. The amount, if any, spent on capital improvements to the off-track betting facility and a description of those improvements. The first report must include the amount spent since November 2005, shown by year. Subsequent annual reports must include the amount spent on capital improvements the immediately preceding calendar year; [2011, c. 358, §6 (NEW).]

\$65,000 New Facility wiring, new teller area, security cameras, bathroom walls, new satellite dishes, channel modulators and decoder wiring	No capital improvements made this year.	No capital improvements made this year.	No capital improvements made this year.
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G. The amount of the harness racing handle kept by the off-track betting facility and the distribution of the handle to the State and industry recipients under section 286; [2011, c. 358, §6 (NEW).]

<b>Kept by the off-track betting facility</b>	281,566	426,039	2,860,063	2,860,063
---	---------	---------	-----------	-----------

**Distribution of Wagering Handle:**

<b>Ag. Fair Stipend</b>	19,825	12,879	14,211	251,453
<b>Sire Stakes</b>	18,529	26,574	14,770	322,872
<b>Purse Supplement</b>	55,674	60,414	43,909	903,816
<b>Promotional Board Fund</b>	4,223	2,781	3,031	53,798
<b>Commission Operations</b>	41,180	57,596	31,776	546,499
<b>OTB Simulcast Fund</b>	54,382	32,988	40,142	722,303
<b>Originating Track Share</b>	5,672	10,685	1,490	4,398
<b>Horsemen's Purse Acct.</b>	5,111	9,881	1,334	3,916

H. The amount received from the handle distribution from wagers at tracks and other off-track betting facilities under section 286; and [2011, c. 358, §6 (NEW).]

	204,596	213,798	150,663	2,809,056
--	---------	---------	---------	-----------

I. The amount of revenue received in accordance with section 1036, subsection 2, paragraph I. [2011, c. 358, §6 (NEW).]

	84,711	84,711	84,711	84,712
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## Appendix A

### 2019 Maine Harness Racing Marketing Report



**2019 Maine Harness Racing Marketing Report**

**Prepared for the Maine Harness Racing Commission**

**Atlantic Corporation**

**January 1, 2020**

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## **Introduction**

For a number of years, the Maine harness racing industry has been positioning for more excitement and publicity around the sport with an eye on increasing revenues. Advertising and marketing efforts (“marketing”) on behalf of the industry improved significantly during 2019 but this must be followed up with renewed commitment. There is great opportunity to build upon the momentum set forth over the last few years as a result of deeper and more focused marketing and successful collaborations between the various stakeholders and governing bodies, including the Maine State Harness Racing Commission (MHRC), Maine Standardbred Breeders and Owners Association (MSBOA), Maine Harness Horsemen’s Association (MHHA), Maine Association of Agricultural Fairs (MAAF), the agricultural fairs that hold race dates, and the two commercial tracks, Bangor Raceway and Scarborough Downs. Atlantic Corporation (Atlantic) advised MHRC over 2019 and provided general administration, management, and direction for its marketing budget. The intent was to continue an industrial turnaround that started two years ago, to improve brand recognition and growth of the Maine harness racing industry, including its sire stakes program.

Marketing efforts involving Atlantic management over 2019 included the following:

- Contracted and worked with Portland Research Group and MHRC on a comprehensive survey of Maine consumer attitudes and preferences about harness racing to inform business and marketing decision making.
- Instituted a robust marketing and advertising plan for MHRC with buy-in from multiple stakeholders through initiation of an ad-hoc Maine Harness Racing Marketing and Development Committee, and other stakeholder/advisers, to monitor success of various programs and maximize effectiveness of all initiatives across all channels: print, broadcast, digital.
- Recorded and measured success of all initiatives through an online multi-tabbed spreadsheet accessible to Atlantic personnel, MHRC, and the State of Maine Department of Agriculture, Conservation and Forestry.
- Contracted technical support (writers and photographers), solicited bids and arranged contracts for media buys across all print, broadcast and digital channels.
- Advised on branding of the industry to successfully market in the contemporary age.
- Designed and executed a publicity plan that included government delivery news releases, press releases, feature stories, and follow up calls. Atlantic also leveraged advertising relationships to facilitate press coverage.

## **Budgets**

Over the past year, new marketing outreach efforts across print, broadcast, and digital channels were implemented on behalf of Maine harness racing. These activities were the result of an increased marketing budget of \$184,097 for 2019 (Figures 1 and 2). The industry also benefitted in 2019 from an MSBOA carry-over fund that provided extensive advertising campaigns during the Sire Stakes season and the Festival of Champions. All told, advertising campaigns included advertising on Portland and Bangor NBC-affiliate stations, all the Maine Today newspapers, Mix Maine Media, Portland Radio Group, Binnie Media, and many other leading media outlets throughout Maine (Figure 1).

**Figure 1: 2019 MHRC marketing expenditure by type**

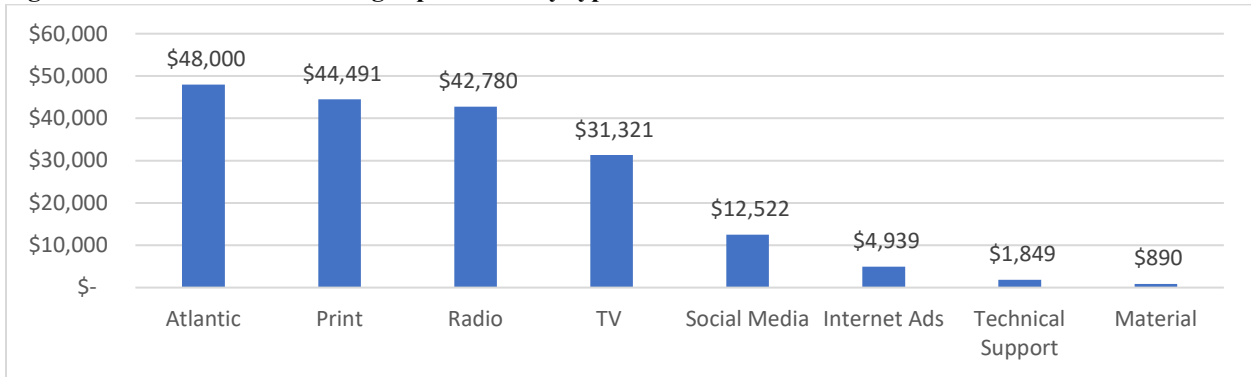


Figure 1 includes all expenses for MHRC’s marketing campaigns and events this year. Note: MSBOA prepaid accounts not included and Social Media expenses were paid for directly by MHRC.

**Figure 2: 2019 MHRC advertising campaign expenditure by vendor and vendor type**

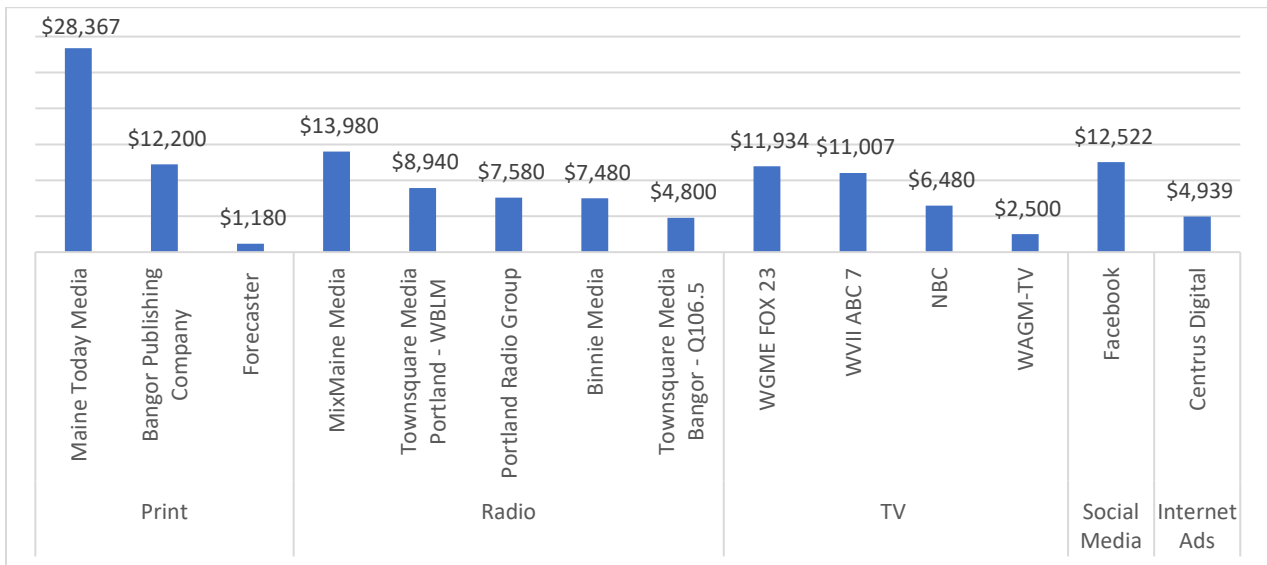


Figure 2 includes all advertising campaign expenses paid to media outlets for 2019. Note: MSBOA prepaid account not included in Figure 2 and Social Media expenses were paid for directly by MHRC. Not included are the following print expenses: race entries in daily newspapers (\$2,525), MAAF brochure ad (\$500), Maine Tourism Association tourist book ad with MAAF (\$1,022). Refer to Table 1 for the list of advertising channels.

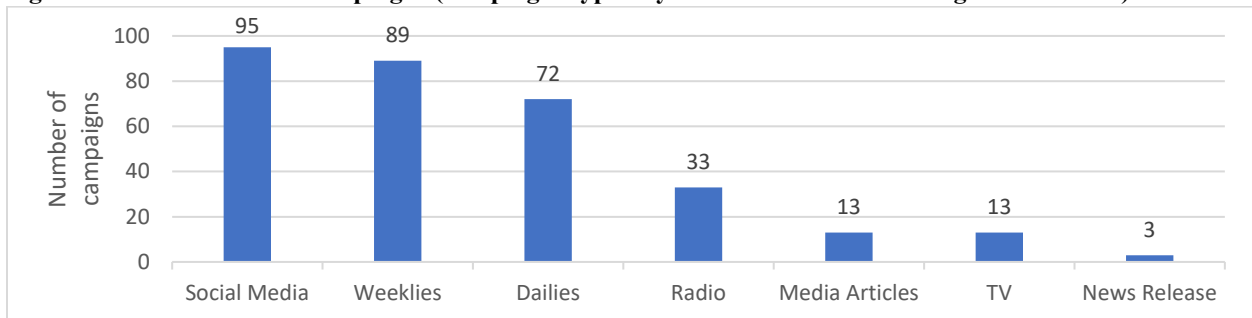
**Table 1: Vendor list with advertising channels used in 2019**

Radio	Print	TV
<b>Binnie Media</b>	<b>Bangor Publishing Company</b>	<b>News Center Maine - NBC</b>
99.9 The Wolf, Frank 107.5	Bangor Daily News	WCSH – Southern Maine, WLBZ – Northern Maine
<b>Mix Maine Media</b>	<b>Forecaster</b>	<b>WAGM Presque Isle</b>
Mix 107.9, CRUISIN 93.5, Classic Country 1160AM	Forecaster Northern, Forecaster Portland, Forecaster Southern	CBS 8 – Northern Maine
<b>Portland Radio Group</b>	<b>Maine Today Media</b>	<b>WGME Portland</b>
WGAN, REWIND 100.9, ESPN, WPOR 101.9	Biddeford Courier, Digital CMN, Digital Press Herald, Journal Tribune, Kennebec Journal, Maine Sunday Telegram, Morning Sentinel, Portland Press Herald, Scarborough Leader, South Portland/ Cape Elizabeth Sentry, Sun Journal, Times Record	CBS 13, FOX 23 – Southern Maine
<b>Townsquare Media Bangor</b>		<b>WVII Bangor</b>
WQCB-FM Q106.5		ABC 7, FOX 22 – Northern Maine
<b>Townsquare Media Portland</b>		
WBLM-FM 102.9		

**Media Coverage**

2019 marketing outreach efforts were designed to achieve multiple channel impressions for prospective harness racing fans. Television (including local affiliate stations), radio (including all major radio groups), newspapers (including all major dailies from Portland to Bangor), weekly newspapers (including the Star Herald, Portland Phoenix and all Forecasters), and social media platforms (Facebook, Instagram, and Twitter). (Figure 4)

**Figure 3: 2019 Number of campaigns (campaigns typically involve a week of coverage for an event)**



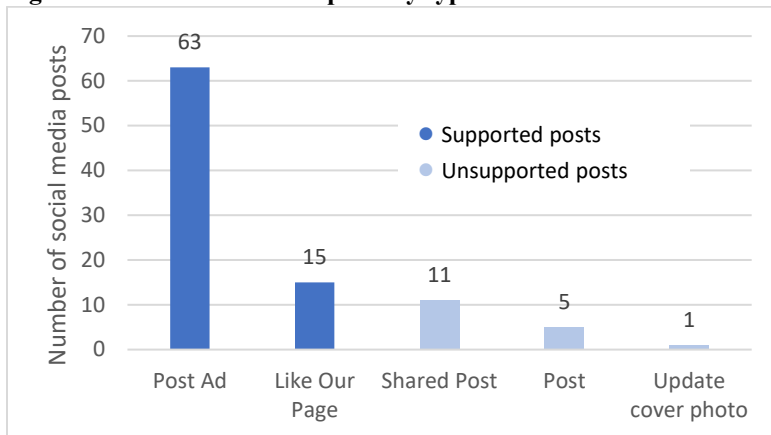
## **Internet Advertising**

Atlantic Corporation worked with Centrus Digital out of Portsmouth, New Hampshire to apply for and win a Google AdWords grant worth \$10,000 per month for up to one year. The beneficiary was a Maine 501c3, Lost Trotting Parks. This will help greatly with brand recognition for harness racing in general and for Maine harness racing specifically. We anticipate working on another partnership with Centrus Digital to secure a Google AdWords grant for the Maine Fair Association in 2020.

## **Social Media**

During the course of 2019, a total of 95 social media posts were made by the MHRC to promote the industry. Posts were typically duplicated across multiple channels including Facebook, Instagram, and Twitter with the primary advertising and metrics focus on Facebook. Social media outreach allowed us to target specific demographics (e.g. New Hampshire/Maine/Massachusetts residents of the ages 18-65+, with specific interests like harness racing, thoroughbred racing, and sports betting). Expenditures for this specific outreach effort reached \$12,522.00. Posts were separated into two categories: supported and unsupported. Of the supported posts, further breakdown included “general” and “like our page” posts with the specific goals of wide-spread distribution through social media shares and likes. For further post breakdown please see Figure 4.

**Figure 4: 2019 Social media posts by type**



In addition, the average duration of each supported post varied from 1-4 days. As a marketing tool, social media was implemented to raise awareness about the industry and community events and to engage harness racing fans while reaching new prospects. Below are some sample posts used in the marketing campaign.

Sample social media posts:

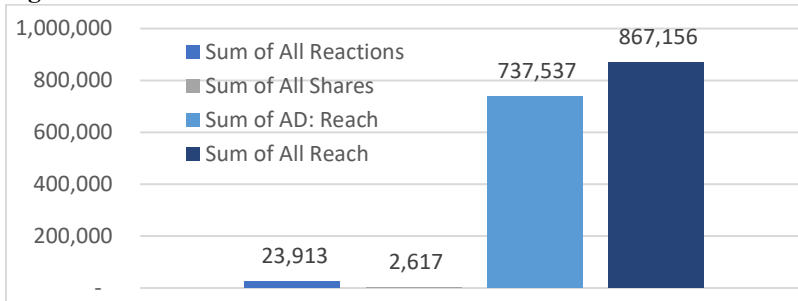
1. “Join us and the Maine Harness Horsemen's Association on October 1st for harness racing action at the Fryeburg Fair at 1:30pm. We will be offering the virtual reality harness racing experience, contests and giveaways, and Winny the Mascot will be with us! #maineharnessracing [www.maine.gov/dacf/harnessracing](http://www.maine.gov/dacf/harnessracing)”
2. “YOU are invited to join us for the richest day in Maine Harness Racing, the Festival of Champions - Saturday, October 12, 1:30 Post Time, at @ScarboroughDowns. There will

be contests and giveaways including \$1,000 cash prize and concert tickets, free race programs, food trucks, live country music, Winny the Mascot, the Virtual Reality harness Racing Simulator, and more!! #maineharnessracing  
[www.maine.gov/dacf/harnessracing](http://www.maine.gov/dacf/harnessracing)”

In addition to general promotion of harness racing, the sire stakes program, the festival of champions, and the two commercial tracks, each fair benefitted from social media posts with saturation level distribution in their markets.

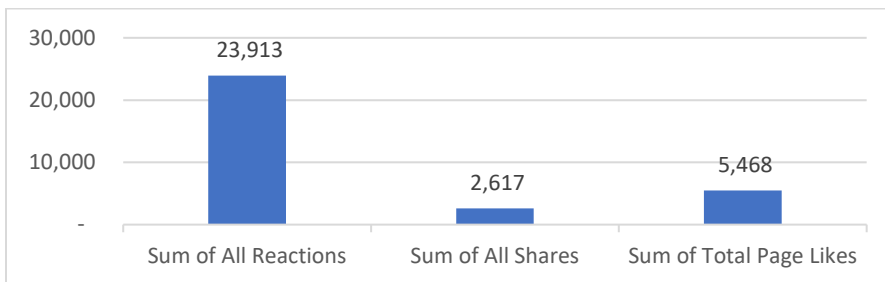
As a result of these Facebook campaigns: Facebook Reactions totaled 23,913, Facebook Shares totaled 2,617, AD Reach was 737,537, and All Reach was 867,156 as shown in Figure 5.

**Figure 5: 2019 Facebook reach**



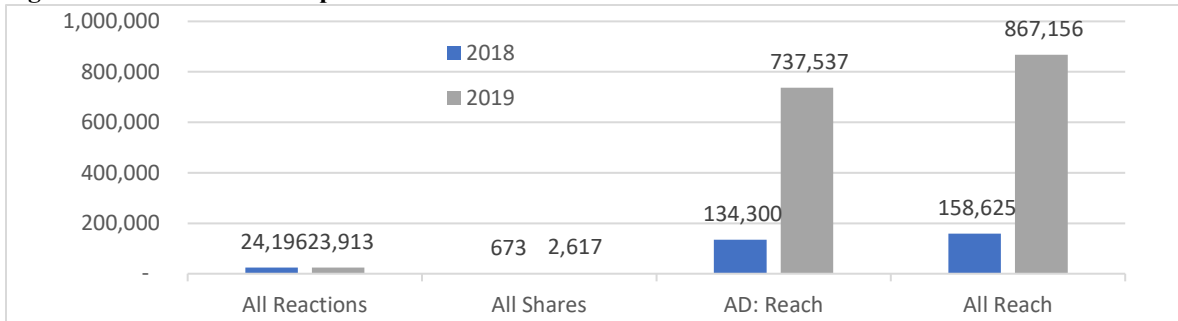
In addition, results were impressive for other metrics, including all reactions (6,405), and clicks (1,167), as depicted in Figure 6.

**Figure 6: 2019 Facebook reactions**



Further, year over year progress is apparent. (Figure 7).

**Figure 7: 2018 vs. 2019 comparison**



When comparing just the past two years, the results are impressive. Due to the additional implementation of social media campaigns, AD Shares 289%, AD Reach 449%, and All Reach 447%. All Reactions stayed consistent from 2018 perhaps owing to familiarity.

## Print Media

Newspapers remain a major part of promotional efforts for special events at commercial racetracks such as the Festival of Champions and Friday Night at the Track in addition to all agricultural fairs with harness racing meets. The total number of newspaper ads purchased for the 2019 season was 209. Ads were in the following daily newspapers: Bangor Daily News, Digital CMN, Digital Press Herald, Kennebec Journal, Maine Sunday Telegram, Morning Sentinel Sundays, Portland Press Herald, Sun Journal, and Times Record. Weekly newspapers running harness racing ads were: Biddeford Courier, Forecaster Northern, Forecaster Portland, Forecaster Southern, American Journal, Coastal Journal, Lakes Region Weekly, Kennebunk Post, Journal Tribune, Scarborough Leader, and South Portland / Cape Elizabeth Sentry.

## Digital Newspaper Ads

Over the course of six weeks from 8/10 – 9/17, Centralmaine.com and Mainetoday.com ran digital ads for the industry on their high-profile sites. Additionally, these digital banner ads worked hand in hand with social media accounts to help ensure multiple impressions among fans and prospective fans. As a result, over 100,000 impressions were recorded. We also used the digital channels associated with the Portland Press Herald to advertise high profile events at Scarborough Downs.

## Publicity

The publishing of major news releases aided in efforts to promote the sport of harness racing. Atlantic prepared three major news releases on historical agricultural fair racing, sire stakes breeding program, and the history of the Kentucky Derby. These news releases, and other communications and relationships, resulted in articles/segments in the following news outlets: Kennebec Journal, Morning Sentential, Coastal Journal, Times Record, Maine Sunday Telegram, News Center Maine, WGME, WAGM, and WABI (see Table 2). These articles helped build excitement and passion for the sport through free coverage. Delivery methods used were multiple press releases and news releases through the government delivery service e-newsletter lists for agriculture and for harness racing, introductory and follow-up phone calls were made to media outlets throughout Maine. New in 2019, we enlisted the help of advertising sales personnel to get our needs to the correct news editors. In 2020, we will double-down efforts for significant free publicity about the Festival of Champions.

**Table 2. Sample harness racing media**

Date Posted	Media Outlet
8/20	Kennebec Journal / Morning Sentinel
8/17	Kennebec Journal, Coastal Journal
8/16	Kennebec Journal on VR at races
8/12	Front page Kennebec Journal / Morning Sentinel
8/11	News Center Maine & WGME
8/9	Front page article about harness racing
8/9	Channel 5 & 7 news
8/2	Kennebec Journal & Central Maine Morning Sentinel
8/1	WAGM
8/1	Times Record
7/28	Major article discussing increased revenues for Maine harness racing in Maine Sunday Telegram
7/19	Paul Bunyan Classic with WABI
4/4	Photo in sports section Central Maine Morning Sentinel and Kennebec Journal



## Broadcast Media - Radio

Radio ads were generated to encourage engagement and attendance and to bring additional attendees at 47 fair race cards, the Festival of Champions, Family Fun Day, Belmont Stakes, Mid-Summer Classic, and Ricci Trot, Friday Night at the Track, and to generate awareness of harness racing. Potential attendees were encouraged to come out for live harness racing action and a chance at prizes, games, VR harness racing experience, and fun. The ads were typically 30-seconds and often included live remote broadcasts at commercial and fair tracks. Specific radio groups included Binnie Media and Portland Radio Group for the southern half of the state, Mix Maine Media for all of Central Maine and including live announcing and live broadcast/streaming of all 47 fair dates, Townsquare Media, including powerhouse stations, WBLM for Southern Maine and Q106 out of Bangor for Northern Maine (Table 3). WBLM was added after we received results of the consumer survey which identified them as the number 1 commercial station among those who have attended a harness racing event. In 2020, we will continue to focus on radio outlets that scored highest in our consumer survey, including the addition of WHOM radio.

**Table 3: Radio breakdown 2019**

Radio stations	Event	Dates	# days	# ads	Vendor
99.9 The Wolf, Frank 107.5	Festival of Champions	10/3- 10/11	8	114	Binnie Media
99.9 The Wolf, Frank 107.5	Family Fun Day and Topsham Fair	7/31- 8/3	4	131	Binnie Media
99.9 The Wolf, Frank 107.5	Belmont Stakes	6/5-6/8	4	56	Binnie Media
Mix 107.9/CRUISIN 93.5/Classic Country 1160AM	Topsham Fair and Festival of Champions	10/1- 10/12	12	270	Mix Maine Media
WFMX- FM/CRUISIN'	Fairs	8/1- 9/30	18	414	Mix Maine Media
WFMX- FM/CRUISIN'	Fairs	6/5- 7/31	19	414	Mix Maine Media
WGAN, REWIND, ESPN	Festival of Champions	10/7- 10/12	6	69	Portland Radio Group
WPOR 101.9	Festival of Champions	10/6- 10/12	7	141	Portland Radio Group
WGAN, Rewind, ESPN, WPOR	Family Fun Day and Topsham Fair	7/31- 8/3	4	88	Portland Radio Group
WGAN, Rewind, ESPN, WPOR	Mid Summer Classic	7/6- 7/13	7	100	Portland Radio Group
WGAN, Rewind, ESPN, WPOR	Belmont Stakes	6/3-6/7	5	100	Portland Radio Group
WQCB-FM Q106.5	Friday Night at the Track	5/24- 5/24	1	Live	Townsquare Media Bangor

WQCB-FM Q106.5	Friday Night at the Track	5/20- 7/21	10	78	Townsquare Media Bangor
WBLM-FM 102.9	Multiple Races from 10/29-3/7 (ex. Breeder's Cup, Pegasus)	10/31- 3/7	35	125	Townsquare Media Portland
WBLM-FM 102.9	Cumberland Fair, Fryeburg Fair, Festival of Champions	9/26- 10/12	18	92	Townsquare Media Portland

## Broadcast Media - TV

The 2019 expenditure for television advertising was \$31,321. News Center Maine WCSH and WLBZ NBC Sports Weekend Rotator ran a 6-week promotion for harness racing. The advertisement scheme was set up as seven 30 second ads and 5 second sponsor slots between 12:00 and 6:00 pm on Saturdays from the end of August up until the Sire Stake's finals. This specific marketing outreach effort was important to ensure there was exposure to potential new fans and replicated to promote Maine OTB locations which will launch 1/6/2020 and run through 3/28/2020. Atlantic also arranged for heavy coverage during the broadcast of the Kentucky Derby and the Belmont Stakes. Television ads were purchased through WGME (Portland), WVII (Bangor), and WAGM (Presque Isle) to support the commercial track and agricultural fair racing throughout the season (ex. Northern Maine Fair, Paul Bunyan, Friday Night at the Track, Festival of Champions, Mid-Summer Classic, and Family Fun Day).

## Off Track Betting (OTB) Ad Campaign

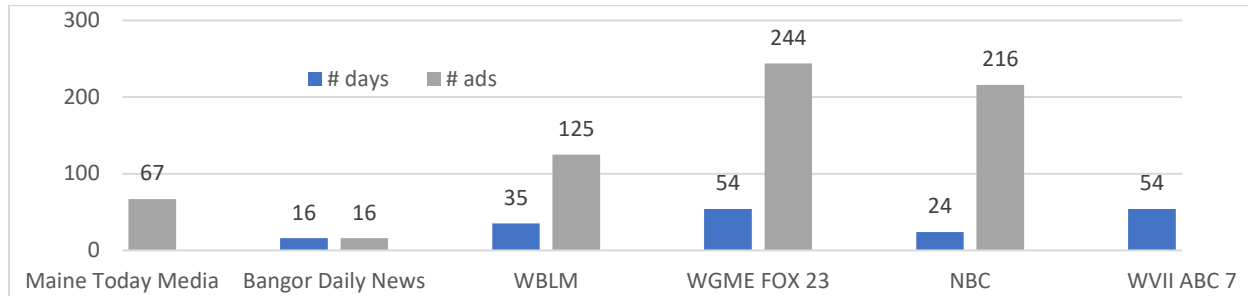
As Atlantic prepares anticipated marketing budget allocation for 2020, we designed and implemented a deep advertising campaign to drive fans to Maine's six off-track betting locations: Sanford, Scarborough, Brunswick, Lewiston, Waterville, and Bangor. By promoting harness racing and OTB this is designed to increase handle revenues and to transform harness racing into a sport and industry that is promoted year-round in Maine (Table 4).

**Table 4: OTB Advertising Allocation 2019**

Vendor type	Vendor	# days	# ads	Amount	Description of campaign	Campaign start date	Campaign end date
Print	Maine Today Media	47	67	\$10,696	2x5 & 2x3 ads in multiple papers	12/26/2019	3/1/2020
Print	Bangor Publishing Company	16	16	\$4,020	1/8 page color ad 4.94" by 5.15", 1 ad each paper per week	12/27/2019	2/29/2020
Radio	Townsquare Media Portland - WBLM	35	125	\$5,940	multiple races (ex. Breeder's Cup, Pegasus)	10/31/2019	3/7/2020
TV	WGME FOX 23	54	244	\$7,353	:30 Daytime, sports, news, specials, prime, access, fringe	1/6/2020	2/29/2020
TV	NBC	24	216	\$6,480	:30 WCSH & WLBZ	1/6/2020	3/29/2020

TV	WV7 ABC 7	54	84	\$3,400	:30 nightly news, WOF/Jeopardy, rotators	1/6/2020	3/1/2020
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**Figure 8: OTB advertisements by vendor**



### **Consumer Survey Key Findings**

Atlantic worked with MHRC and Portland Research Group (PRG) to design a survey to assess consumer attitudes and preferences about Maine harness racing and to identify our fan base and the most popular media outlets and customer profiles. The 44-question online survey was executed by PRG from June 19 to July 6, 2019 and resulted with 500 responses from Maine residents age 18+. PRG analyzed the data and prepared the report with Atlantic assistance.

Overall impressions of Maine harness racing are generally neutral to positive. Respondents are most likely to cite horses, excitement of races, and tradition as things they like about Maine harness racing, and wagering, off track betting (OTB) options, and cost as things they dislike. One-quarter of respondents agree they like to watch Maine harness racing, while one-half of respondents agree Maine harness racing should continue in Maine. Respondents are by and large neutral with respect to agreement with statements about specific aspects of Maine harness racing, underscoring their lack of involvement and familiarity. Lack of interest in wagering is the most common reason for not attending harness racing events; attending a fair where racing was happening is the most common reason for taking in an event.

About one half (48%) of respondents have seen or heard advertising about Maine harness racing in the past year. Respondents are most likely by far to have encountered advertising on television (64%), followed by radio (35%), newspapers/magazines (27%), and targeted social media (14%). The television stations watched most frequently by respondents who have attended harness racing events are: CBS (61%), NBC (55%), ABC (49%), and FOX (39%). Of the respondents who have attended harness racing events, the most listened to radio stations are: Maine Public Radio (23%), 102.9 WBLM (21%), 94.9 HOM (15%), and FRANK FM (15%). Of the 71% of respondents that read the newspaper, the following are most frequently read by respondents: Bangor Daily News (27%), Portland Press Herald (26%), a local weekly paper (17%), and Maine Sunday Telegram (16%). About three-quarters (76%) of respondents use Facebook.

Information from this survey, including demographics as well as attitudes and preferences of those most likely to attend harness racing events, are being used to provide maximum exposure for limited marketing budgets.

## **2020 Launch**

Atlantic, informed by results of the 2019 advertising and marketing campaign as well as the consumer survey, will provide:

- CONTENT PRODUCTION - Supervision of content production for the 2020 season, including news releases
- INTERNET & SOCIAL MEDIA – Plan, execute, and monitor a more robust Internet and social media presence to promote Maine harness racing
- NBC LOCAL AFFILIATES - TV advertising on Derby Day and Belmont Stakes and other weekend sports events throughout the season (WLBZ and WCSH TV)
- MAINE TODAY Newspaper ads - 2020 will include print ads to support all fair racing dates and the Maine Sire Stakes Program as well as the two commercial tracks as follows: multiple day runs of 2 X 5 and 3 X 8 print ads and larger in the Portland Press Herald, Maine Sunday Telegram, Kennebec Journal, Morning Sentinel, Franklin Journal, Times Record, Sun Journal and Coastal Journal and multiple weekly newspapers throughout Southern Maine - timed to support attendance at races
- MIX MAINE MEDIA - Coordination of live and advertising coverage of MHRC’s anticipated 50 state fair harness race dates. Live broadcasts of fair dates will be aired on WSKW AM as well as live digital streaming; winner circle interviews at all races; country music played at track pre-post and between races; and a 10+ week saturation radio advertising campaign (20 X :30 spots per week) on The Mix, 107.9 FM, Cruisin’ 93.5 FM, and 1160 AM prior to each race date.
- OTHER MEDIA – saturation level advertising will air on prominent radio and television stations in the Greater Portland and Greater Bangor markets through Town Square Media, Binnie Media, Portland Radio Group, Q106, Sinclair Broadcasting and Fox and ABC network affiliates (Table 1).

## **2020 Marketing Budget**

Many factors are being taken into account to finalize the 2020 Maine harness racing marketing budget. We are considering the results of the PRG consumer research study, demographics, coverage areas for specific harness racing events, and population. As in the recent past, with limited marketing funds available to cover a lot of ground, Atlantic will focus as much of the budget as possible on specific events, including fairs and special events at the commercial tracks (Paul Bunyan, Ricci Trot, Mid Summer Classic, Festival of Champions, etc). There is also recognition that many media outlets and advertising campaigns provide coverage across multiple events. This can be seen most obviously late in the season when we are promoting the Cumberland Fair, Fryeburg Fair, and Festival of Champions, back-to-back in overlapping media markets. Based on these and other factors, we anticipate a budget breakdown approximately as follows for the \$200,000 2020 harness racing marketing budget:

Maine Today Media	\$25,850
Bangor Publishing Company	\$8,000

MixMaine Media	\$14,000
Townsquare Media Portland	\$12,000
Portland Radio Group	\$10,000
Binnie Media	\$6,000
Townsquare Media Bangor	\$3,000
WGME	\$10,000
WVII	\$9,000
Newscenter Maine	\$16,000
WAGM	\$2,500
Social Media	\$20,500
Internet ads	\$7,700
Fairs - Entries (Bill Haines)	\$2,450
Atlantic / administrative	\$48,000
Content production	\$4,000
Materials	\$1,000

### **Conclusion**

In recent years, the Maine harness racing industry has been making strides towards reversing years of declining revenues and gaining deeper market share in hyper-competitive industries like entertainment, sports, and gaming. 2019 marked another turning point of sorts for the sport. Some harness racing leaders are energized by the thought of concerted and beefed-up advertising and marketing efforts between the MSBOA, MHHA, and MHRC actually resulting in more fans at the races and increased handles at each of the commercial tracks and fairs. This, in turn, could lead to more horse owners and a return to greater acceptance among the media and general population. Expanding marketing and advertising budgets beyond current levels, along with careful planning and measurement of each initiative, are crucial to the growth of the Maine harness racing industry.

### **Atlantic Corporation**

January 1, 2020

## Appendix B

### Maine Harness Racing Perceptions

**State of Maine**  
**Department of Agriculture, Conservation and Forestry**  
**Maine Harness Racing Commission**  
**Maine Harness Racing Perceptions**  
**July 2019**



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# Objectives

- The primary objective of this research is to assess perceptions of Maine harness racing.
- Specific learning includes:
  - Measuring familiarity with Maine harness racing;
  - Investigating impressions of Maine harness racing overall and on several dimensions;
  - Gauging attendance at harness racing events and wagering habits;
  - Exploring impressions of Maine’s commercial racing tracks;
  - Assessing attendance at and appeal of Maine agricultural fairs (including harness racing); and
  - Identifying media preferences and habits.

# Methodology

<p><b>Respondent Criteria</b></p>	<ul style="list-style-type: none"> <li>• Respondents are Maine residents age 18 or older who are aware that harness racing is a current/ongoing sport in Maine.</li> <li>• Respondents are members of a national online panel.</li> </ul>
<p><b>Data Collection</b></p>	<ul style="list-style-type: none"> <li>• Web Survey: June 19 to July 6, 2019</li> </ul>
<p><b>Respondent Counts</b></p>	<ul style="list-style-type: none"> <li>• n=500</li> </ul>
<p><b>Research Caveat</b></p>	<ul style="list-style-type: none"> <li>• This report provides many useful insights with reasonable sample sizes.</li> </ul>
<p><b>Questionnaire</b></p>	<ul style="list-style-type: none"> <li>• Structured web survey containing 44 questions (includes screeners and questions for qualified respondents).</li> <li>• Questions cover familiarity with and overall impressions of Maine harness racing; likes and dislikes regarding Maine harness racing; agreement with statements about Maine harness racing; attendance at Maine harness racing events; likes and dislikes with respect to attending harness racing events; wagering; overall and specific impressions of Maine’s commercial racing tracks; Maine agricultural fairs; exposure to advertising about Maine harness racing; radio, television, and newspaper preferences; use of Facebook; viewing of nationally televised horse races; visits to casinos, participation in sports betting, and average expenditure; leisure activities; and demographics.</li> </ul>

# Methodology: Sample Segments

- A random sample size of n=500 yields a maximum sampling error of +/- 4.4 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, the point of greatest variability, one can be 95% confident that the percentage for the entire population would fall within the range of 45.6% and 54.4%. Sample tolerances for smaller subgroups are broader (n=54; +/- 13.3 percentage points).

	<u>Sample Size</u>
<b>Total</b>	<b>(n=500)</b>
<b>Familiarity with Maine Harness Racing</b>	
Familiar (8-10)	n=90
Neutral (4-7)	n=254
Unfamiliar (1-3)	n=156
<b>Overall Impression of ME Harness Racing</b>	
Positive (8-10)	n=161
Neutral (4-7)	n=285
Negative (1-3)	n=54
<b>Attended Maine Harness Racing Event</b>	
Yes	n=319
No	n=181
<b>Wager on Harness Racing</b>	
Yes	n=144
No	n=356

	<u>Sample Size</u>
<b>Total</b>	<b>(n=500)</b>
<b>Age</b>	
18 to 44	n=133
45 to 64	n=198
65 or older	n=169
<b>Presence of Kids</b>	
Yes	n=101
No	n=397
<b>Income</b>	
Less than \$35,000	n=127
\$35,000 to less than \$100,000	n=231
\$100,000 or more	n=103
<b>Gender</b>	
Female	n=298
Male	n=199

# Key Findings

- Despite being required to indicate awareness of Maine harness racing to qualify for participation in this study, respondents tend not to be very familiar with the sport: less than one in five consider themselves familiar.
  - About two-thirds of respondents have attended a harness racing event, but the majority attends less than one event per year.
- Overall impressions of Maine harness racing are generally neutral to positive. Respondents are most likely to cite horses, excitement of races, and tradition as things they like about Maine harness racing, and wagering, off track betting (OTB) options, and cost as things they dislike.
- While one-half of respondents agree Maine harness racing should continue in Maine, just one-quarter agree they like to watch Maine harness racing. Respondents are by and large neutral with respect to agreement with statements about specific aspects of Maine harness racing, underscoring their lack of involvement and familiarity.
  - Those who are engaged with the sport – i.e. are familiar, have attended an event, and/or wager on harness racing – are significantly more likely to agree with statements regarding Maine harness racing.
- Lack of interest in wagering is the most common reason for not attending harness racing events; attending a fair where racing was happening is the most common reason for taking in an event.
  - Among those who have attended harness racing events, the excitement of the races is the most broadly cited appealing aspect; top unappealing aspects include uncomfortable seating, unclean restrooms, noise level, wagering, and cost.
  - About one in three respondents wager on harness racing, mostly at harness racing events, much less often via OTB or online.

# Key Findings (continued)

- Two-fifths of respondents have watched and/or participated in harness racing at Scarborough Downs (just over one-quarter) and/or Bangor Raceway (about one in six). Impressions of the two commercial tracks are very similar, generally neutral to positive, and stronger among those who wager on harness racing.
  - Features pertaining to races (ability to see, competitiveness, quality of racers) tend to be rated more highly than features pertaining to track amenities (seating comfort, cleanliness, food), but few respondents provided ratings in the “poor” range.
- Three-fifths of respondents have attended a Maine agricultural fair in the past five years, and over one-half of these respondents watched and/or participated in harness racing at a fair (as noted previously, this is the most common reason for engagement with harness racing). Respondents are most likely to cite animals, exhibits, or food as their favorite attraction at Maine agricultural fairs, with harness racing trailing distantly.
- About one-half of respondents have seen or heard any advertising about Maine harness racing in the past year, nearly twice as often via television (about two-thirds) than via radio or newspapers/magazines (about one-third each).
  - While three-quarters of respondents use Facebook, just one in seven respondents have seen advertising about Maine harness racing via social media.
- Engagement with Maine harness racing correlates with viewership of nationally televised horse racing events. Younger respondents tend to be less likely than older respondents to watch televised horse racing events.

# Conclusions & Recommendations

# Conclusions & Recommendations

- Positive impressions of Maine Harness Racing go hand in hand with involvement and familiarity with the sport. Motivating people to attend harness racing events and education should broaden the appeal of the sport.
  - A natural conduit for increasing exposure to Maine Harness Racing is at agricultural fairs such as the Fryeburg Fair. This is the most widely attended fair and the track is located right next to other attractions.
  - Animals are the top attraction at agricultural fairs. At the fairs, emphasize watching the horses in parallel to watching harness racing – the horses must be emphasized.
  - “Horses” are also one of the aspects of harness racing liked most.
  - Education about the care of harness racing horses may dispel some preconceived impressions.
- To broaden the audience for Maine harness racing, the Department of Agriculture, Conservation and Forestry should emphasize the presence of amenities and other activities surrounding harness racing, as well as seek to dispel the impression that wagering is central to enjoyment of harness racing.
  - Lack of interest in wagering is the most common reason provided by respondents for not attending harness racing events.
  - Amenities generally received lower ratings than racing-related features of commercial tracks.

# Conclusions & Recommendations (cont'd)

- The Department should use social media to advertise Maine harness racing events.
  - Most respondents in this research use Facebook, but just one in seven report seeing advertising for harness racing on social media.
  - Use of Facebook – and by extension, other social media platforms – tends to be most common among younger respondents, who are particularly important to reach.
- Consideration should be given to helping commercial venues upgrade to attract broader audiences.
  - Both commercial venues, Scarborough Downs and Bangor Raceway received very similar ratings. Cleanliness and seating comfort were the lowest rated attributes. Lack of cleanliness is a big detraction for families and younger potential patrons.
  - Food received marginal ratings. In a “foodie State” this could be a big barrier as well.
- The Department may want to consider discounts or other types of promotions to make attending harness racing events affordable for those with lower household incomes.
  - There is significant overlap between younger respondents and those with lower incomes, both attributes associated with lower engagement with harness racing.
  - Cost is one of the top things respondents dislike about Maine harness racing events, and lack of money to attend is a top reason for not attending events.



# Detailed Findings

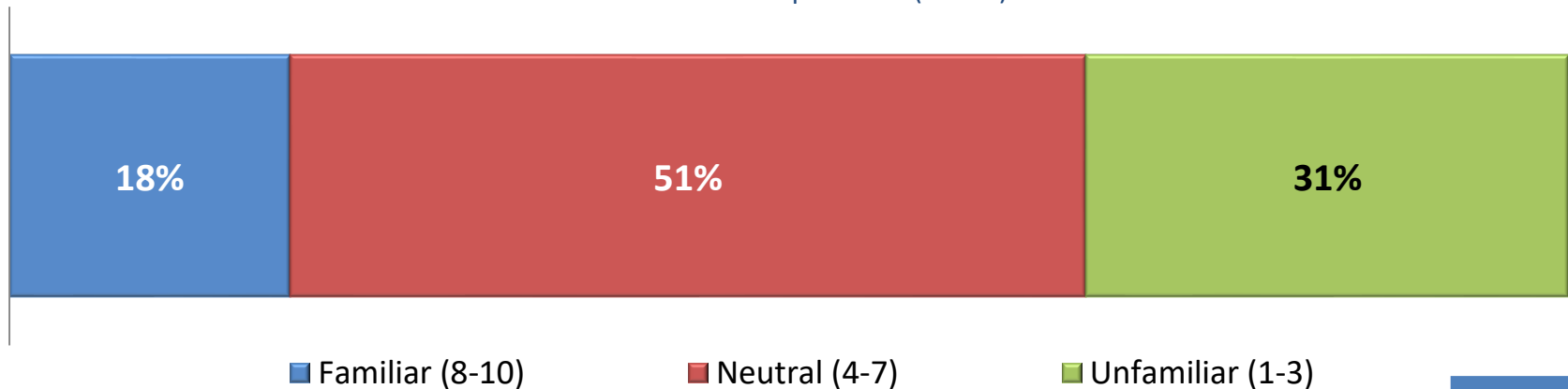
# Perceptions of Maine Harness Racing

# Familiarity with Maine Harness Racing

- Less than one-fifth (18%) of respondents consider themselves familiar with Maine harness racing.
  - Respondents with positive overall impressions of Maine harness racing (46%) are significantly more likely than those with neutral (5%) or negative (6%) impressions to be familiar with the sport.
- Just under one-third (31%) are unfamiliar with Maine harness racing.

## Familiarity with Maine Harness Racing

Base: All respondents (n=500)



Mean  
Rating  
5.1

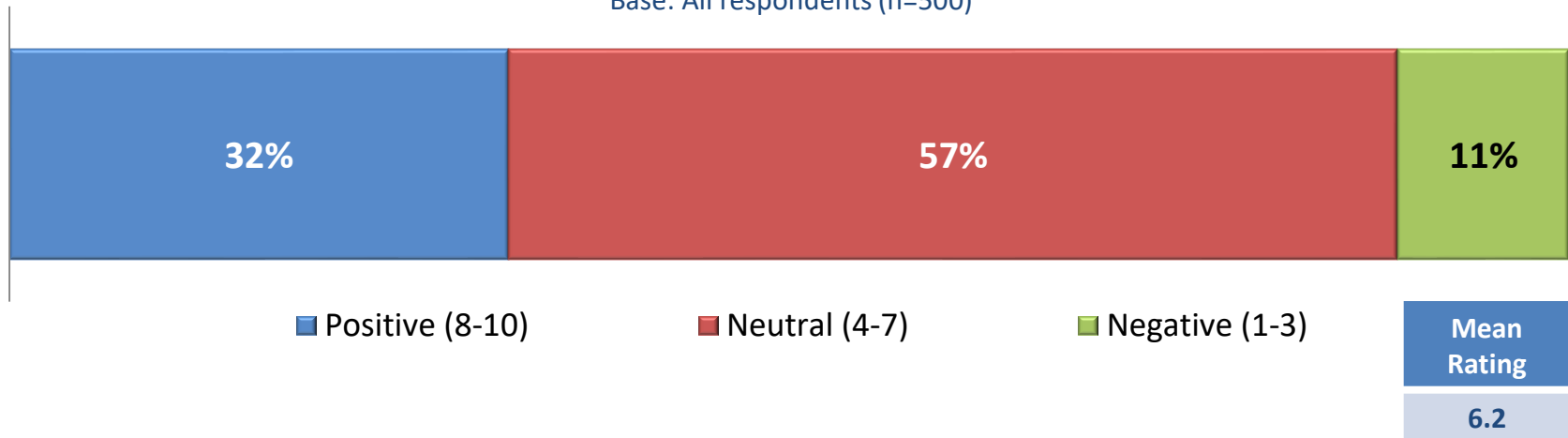
➤ Q1. How familiar are you with the sport of Maine Harness Racing? (Ten-point scale: 1="Very Unfamiliar"; 10="Very Familiar")

# Overall Impression of Maine Harness Racing

- One-third (32%) of respondents have a positive overall impression of Maine harness racing.
  - Respondents who have attended a Maine harness racing event (45%) are significantly more likely than those who have not (9%) to have a positive overall impression, as are those who wager on harness racing (58%) compared to those who do not (22%).
  - Those with children in their household (42%) are significantly more likely than those without (30%) to have a positive overall impression of the sport.
- One in nine (11%) have a negative overall impression of Maine harness racing.
  - Respondents age 18 to 44 (16%) are significantly more likely than those 65 or older (8%) to have a negative overall impression.

## Overall Impression of Maine Harness Racing

Base: All respondents (n=500)



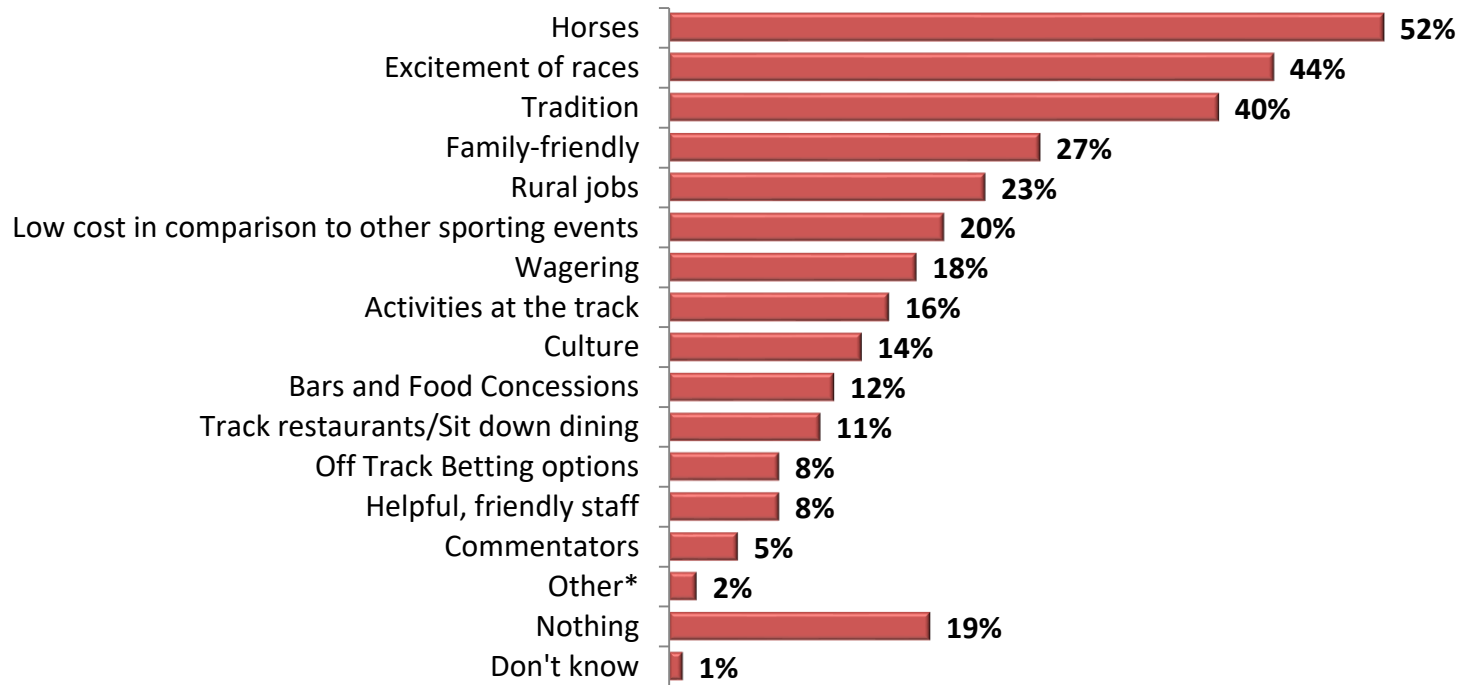
➤ Q2. What is your overall impression of Maine Harness Racing? (Ten-point scale: 1="Very Negative"; 10="Very Positive")

# Maine Harness Racing: Likes

- Horses (52%), the excitement of races (44%), and tradition (40%) are by far the aspects respondents most frequently selected in terms of what they like about Maine harness racing.
  - Respondents age 65 or older (47%) are significantly more likely than those 18 to 44 (31%) to like the tradition.
- Family-friendly (27%), rural jobs (23%), low cost in comparison to other sporting events (20%), wagering (18%), and activities at the track (16%) follow as broadly liked aspects of the sport.
  - Respondents age 18 to 44 (21%) and 45 to 64 (19%) are significantly more likely than those 65 or older (10%) to like activities at the track.

## Maine Harness Racing: Likes

Base: All respondents (n=500)



\*Please see Appendix A for complete detail.

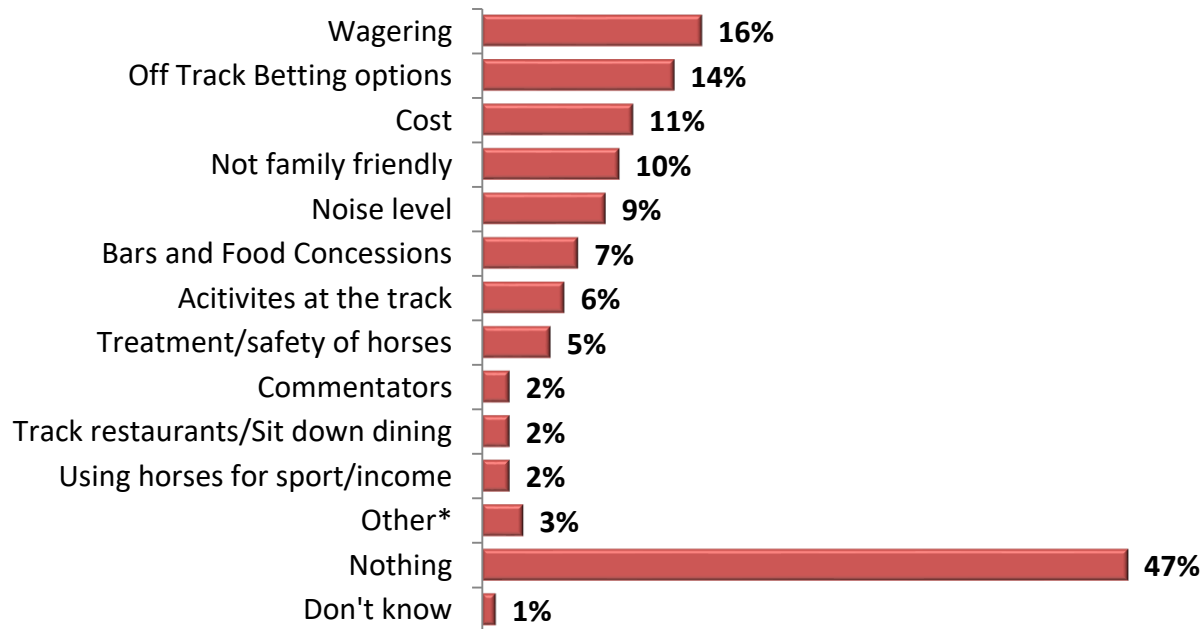
➤ Q3. What, if anything, do you like about Maine Harness Racing? (Aided, multiple responses)

# Maine Harness Racing: Dislikes

- Wagering (16%) and Off Track Betting options (14%) are the most commonly disliked aspects of Maine harness racing, followed by cost (11%), not family friendly (10%), and noise level (9%).
  - Respondents who have not attended Maine harness racing events are significantly more likely than those who have attended events to dislike wagering (28% vs. 9%) and Off Track Betting options (19% vs. 12%).
  - Compared to respondents age 45 to 64 (9%) or 65 or older (8%), those 18 to 44 (17%) are significantly more likely to dislike the cost of Maine harness racing, as are those with household incomes of <\$35K (17%) compared to those with incomes of \$35K-<\$100K (10%) or \$100K+ (8%).
- Nearly one-half (47%) of respondents dislike nothing about Maine harness racing.

## Maine Harness Racing: Dislikes

Base: All respondents (n=500)



\*Please see Appendix A for complete detail.

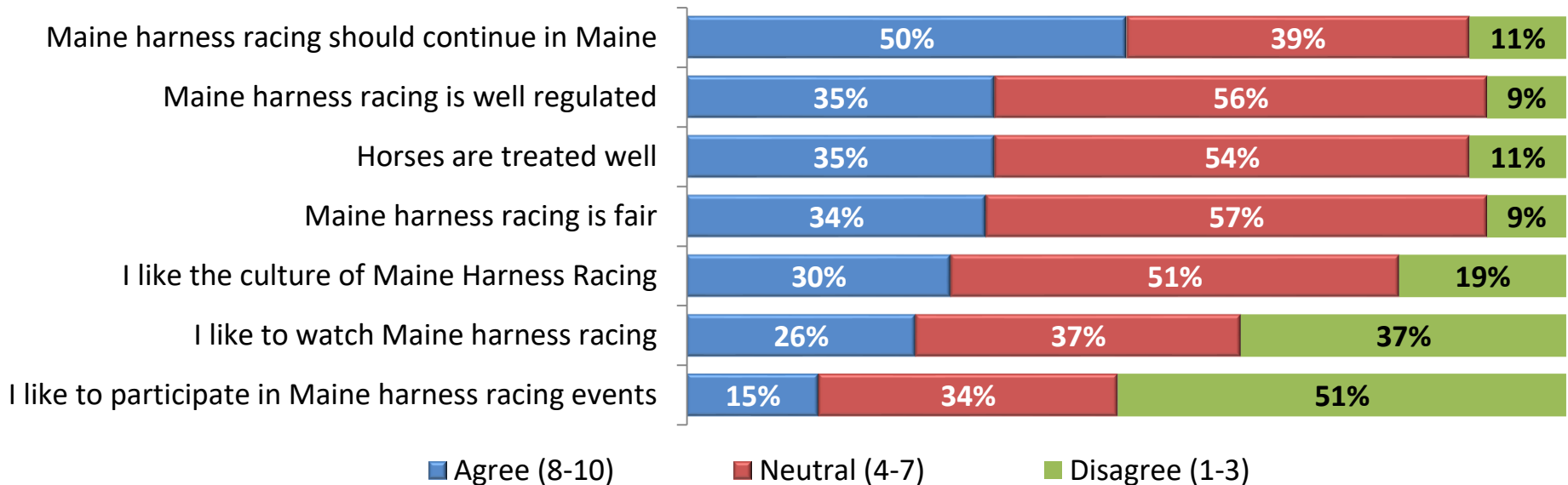
➤ Q4. What, if anything, do you **dislike** about Maine Harness Racing? (Aided, multiple responses)

# Agreement with Statements About Maine Harness Racing

- One-half (50%) of respondents agree Maine harness racing should continue in Maine, making it by far the most broadly agreed upon statement.
- About one-third each agree Maine harness racing is well regulated (35%), horses are treated well (35%), and Maine harness racing is fair (34%).
- The level of disagreement exceeded the level of agreement regarding two statements.
  - I like to watch harness racing (37% disagree vs. 26% agree)
  - I like to participate in Maine harness racing events (51% disagree vs. 15% agree)

## Agreement with Statements About Maine Harness Racing

Base: All respondents (n=500)



➤ Q5. Based on your impressions, please rate your level of disagreement or agreement with each of the following statements about Maine Harness Racing. (Ten-point scale: 1="Strongly Disagree"; 10="Strongly Agree")

# Agreement with Statements About Maine Harness Racing (cont'd)

- Respondents who are familiar with Maine harness racing, have attended an event, and/or wager on harness racing are significantly more likely to agree with each statement regarding the sport.

Agreement with Statements About Maine Harness Racing							
Percent "Agree" (8-10)							
Base: All respondents							
	Familiarity with Maine Harness Racing			Attended Maine Harness Racing Event		Wager on Harness Racing	
	Familiar (n=90) A	Neutral (n=254) B	Unfamiliar (n=156) C	Yes (n=319) D	No (n=181) E	Yes (n=144) F	No (n=356) G
Maine harness racing should continue in Maine	90% <sub>BC</sub>	50% <sub>C</sub>	29%	64% <sub>E</sub>	27%	74% <sub>G</sub>	41%
Maine harness racing is well regulated	68% <sub>BC</sub>	35% <sub>C</sub>	15%	44% <sub>E</sub>	18%	54% <sub>G</sub>	27%
Horses are treated well	77% <sub>BC</sub>	33% <sub>C</sub>	14%	47% <sub>E</sub>	14%	59% <sub>G</sub>	25%
Maine harness racing is fair	73% <sub>BC</sub>	31% <sub>C</sub>	16%	44% <sub>E</sub>	16%	54% <sub>G</sub>	26%
I like the culture of Maine Harness Racing	76% <sub>BC</sub>	28% <sub>C</sub>	7%	41% <sub>E</sub>	11%	57% <sub>G</sub>	19%
I like to watch Maine harness racing	73% <sub>BC</sub>	22% <sub>C</sub>	4%	40% <sub>E</sub>	2%	58% <sub>G</sub>	13%
I like to participate in Maine harness racing events	56% <sub>BC</sub>	9% <sub>C</sub>	1%	22% <sub>E</sub>	3%	38% <sub>G</sub>	5%

A,B,C,D,E,F,G: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q5. Based on your impressions, please rate your level of disagreement or agreement with each of the following statements about Maine Harness Racing. (Ten-point scale: 1="Strongly Disagree"; 10="Strongly Agree")



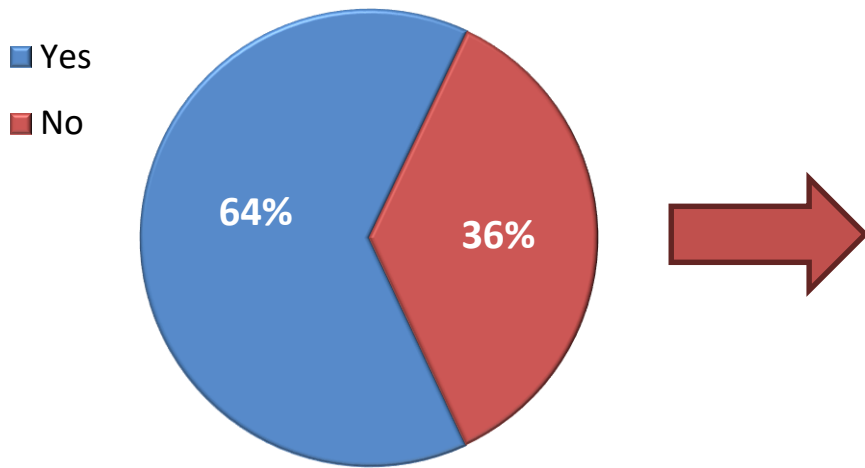
# Attendance at Maine Harness Racing Events

# Reasons for Not Having Ever Attended a Harness Racing Event

- Over one-third (36%) of respondents have never attended a harness racing event.
  - No interest in wagering (45%) is by far the most common reason for not having ever attended an event.
  - No interest in horses (26%), no time to attend (25%), no money to attend (19%), and unsure of what to expect (19%) follow as reasons for not attending.

## Ever Attended a Harness Racing Event?

Base: All respondents (n=500)



## Reasons for Not Having Ever Attended a Harness Racing Event

Base: Respondents who have never attended a harness racing event (n=181)

No interest in wagering	45%
No interest in horses	26%
No time to attend	25%
No money to attend	19%
Unsure of what to expect	19%
Unaware that they were happening	10%
Not interested (non-specific)	6%
Treatment/safety of horses	4%
Too far	3%
Bad reviews from family/friends	2%
Physical condition	1%
Other*	2%
Prefer not to answer	3%

\*Please see Appendix A for complete detail.

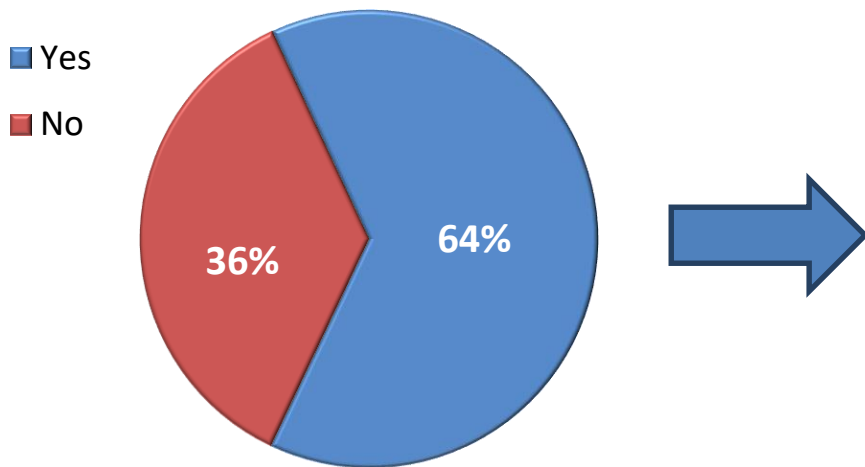
- Q6. Have you ever attended a harness racing event?
- Q7. Why haven't you ever attended a harness racing event? (Aided, multiple responses)

# Reasons for Having Attended a Harness Racing Event

- About two-thirds (64%) of respondents have attended a harness racing event.
  - Men (70%) are significantly more likely than women (59%) to have attended an event.
  - Nearly three-fifths (58%) of those who have attended an event indicated they attended a fair where racing was happening, while one-half (50%) attended with friends.
  - Interested in horses (28%), new experience (24%), and interested in wagering (20%) follow as reasons for attending a harness racing event.

## Ever Attended a Harness Racing Event?

Base: All respondents (n=500)



## Reasons for Having Attended a Harness Racing Event

Base: Respondents who have attended a harness racing event (n=319)

Attended a fair where racing was happening	58%
Attended with friends	50%
Interested in horses	28%
New experience	24%
Interested in wagering	20%
Knew someone involved in the sport	18%
Good reviews from friends/family	13%
Saw advertisements	5%
Attended with family	1%
Fun/ Exciting	1%
Close/ Easy to get to	1%
Personally involved in the sport	1%

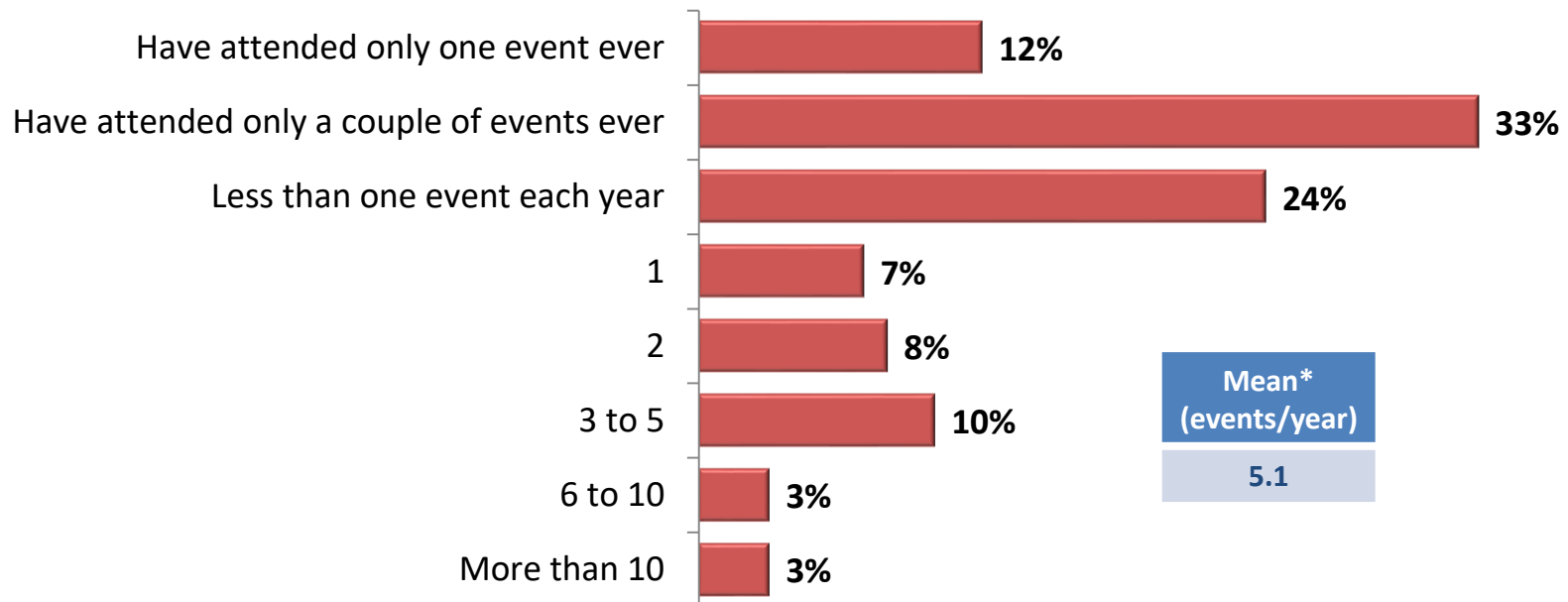
- Q6. Have you ever attended a harness racing event?
- Q8. Why have you attended a harness racing event? (Aided, multiple responses)

# Frequency of Attending Harness Racing Events

- The majority of respondents who have attended a harness racing event have not attended many events: only one event ever (12%), only a couple of events ever (33%), or less than one event each year (24%).
- Among those who attend at least one harness racing event each year, the average number of events attended is 5.1.

## Frequency of Attending Harness Racing Events

Base: Respondents who have attended a harness racing event (n=319)



\*Mean based on those who attend at least one event per year, on average (n=100).

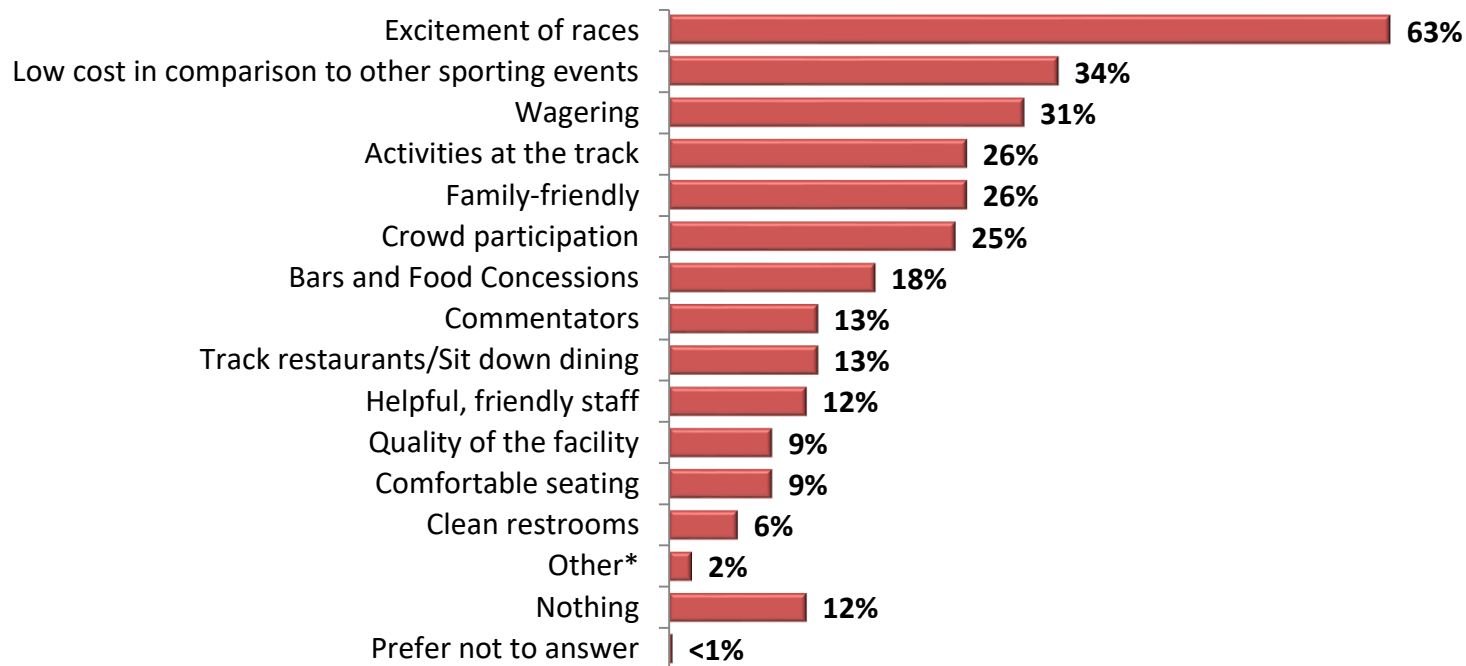
➤ Q9. On average, how often do you attend harness racing events each year?

# Attending Harness Racing Events: Likes

- Over three-fifths (63%) of respondents who have attended a harness racing event like the excitement of the races, by far the most broadly liked aspect.
- Low cost in comparison to other sporting events (34%), wagering (31%), activities at the track (26%), family-friendly (26%), and crowd participation (25%) follow as aspects respondents like about attending harness racing events.

## Attending Harness Racing Events: Likes

Base: Respondents who have attended a harness racing event (n=319)



\*Please see Appendix A for complete detail.

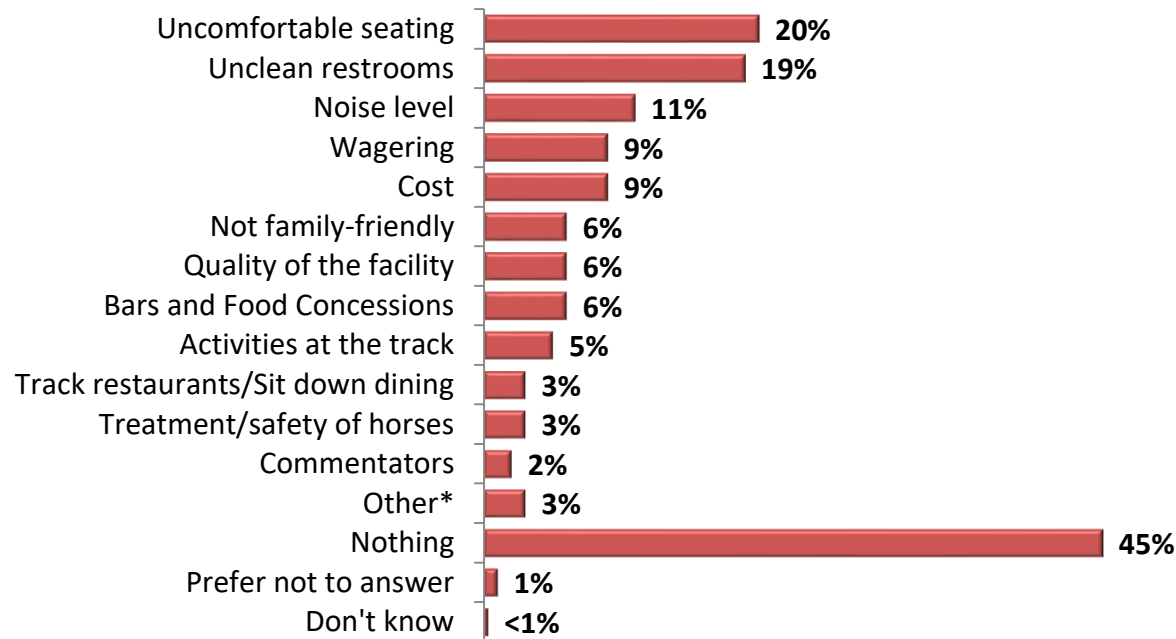
➤ Q10. What, if anything, do you like about attending harness racing events? (Aided, multiple responses)

# Attending Harness Racing Events: Dislikes

- Nearly one-half (45%) of respondents who have attended a harness racing event indicated they dislike nothing about the events.
- About one-fifth each mentioned uncomfortable seating (20%) and unclean restrooms (19%).
- Noise level (11%), wagering (9%), and cost (9%) follow as disliked aspects of harness racing events.
  - Respondents age 18 to 44 (21%) are significantly more likely than those 45 to 64 (5%) or 65 or older (10%) to say they dislike the noise level, as are women (14%) compared to men (7%).
  - Those with household incomes of <\$35K (16%) are significantly more likely than those with incomes of \$35K-<\$100K (7%) and \$100K+ (3%) to dislike the cost.

## Attending Harness Racing Events: Dislikes

Base: Respondents who have attended a harness racing event (n=319)



\*Please see Appendix A for complete detail.

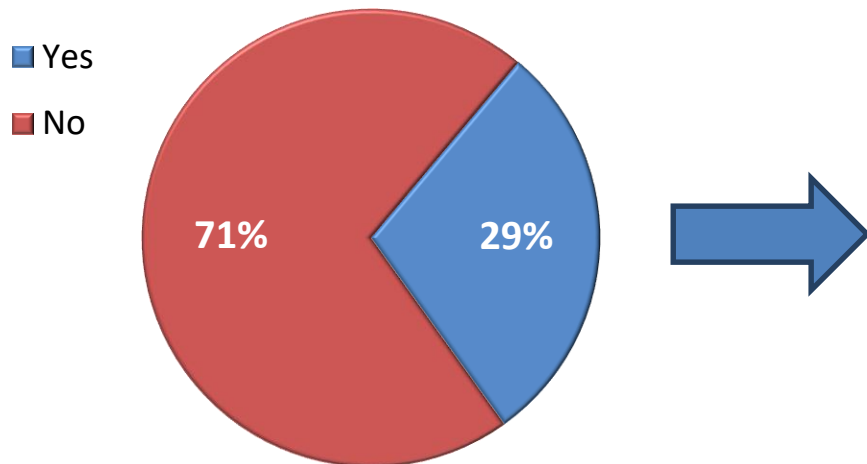
➤ Q11. What, if anything, do you **dislike** about attending harness racing events? (Aided, multiple responses)

# Wagering on Harness Racing

- Just under one-third (29%) of respondents wager on harness racing, while most (71%) do not.
  - Men (35%) are significantly more likely than women (25%) to wager on harness racing.
  - Respondents with household incomes of \$35K-<\$100K (33%) or \$100K+ (35%) are significantly more likely than those with incomes of <\$35K (17%) to wager on harness racing.
- Virtually all respondents who wager on harness racing do so at harness racing events (97%), while about one in eight (13%) engage in Off Track Betting, and one in twelve (8%) place bets online.
  - Compared to those with children in their household (91%), those without (99%) are significantly more likely to wager at harness racing events.
  - Conversely, those with children (24%) are significantly more likely than those without (9%) to participate in Off Track Betting.

## Wager on Harness Racing Events?

Base: All respondents (n=500)



## Wagering on Harness Racing Events: Location

Base: Respondents who wager on harness racing events (n=144)

At harness racing events	97%
OTB (Off Track Betting)	13%
Online	8%
Casino	1%

- Q12. Do you wager (place bets) on harness racing?
- Q13. Where do you wager (place bets) on harness racing? (Aided, multiple responses)

# Perceptions of Commercial Tracks

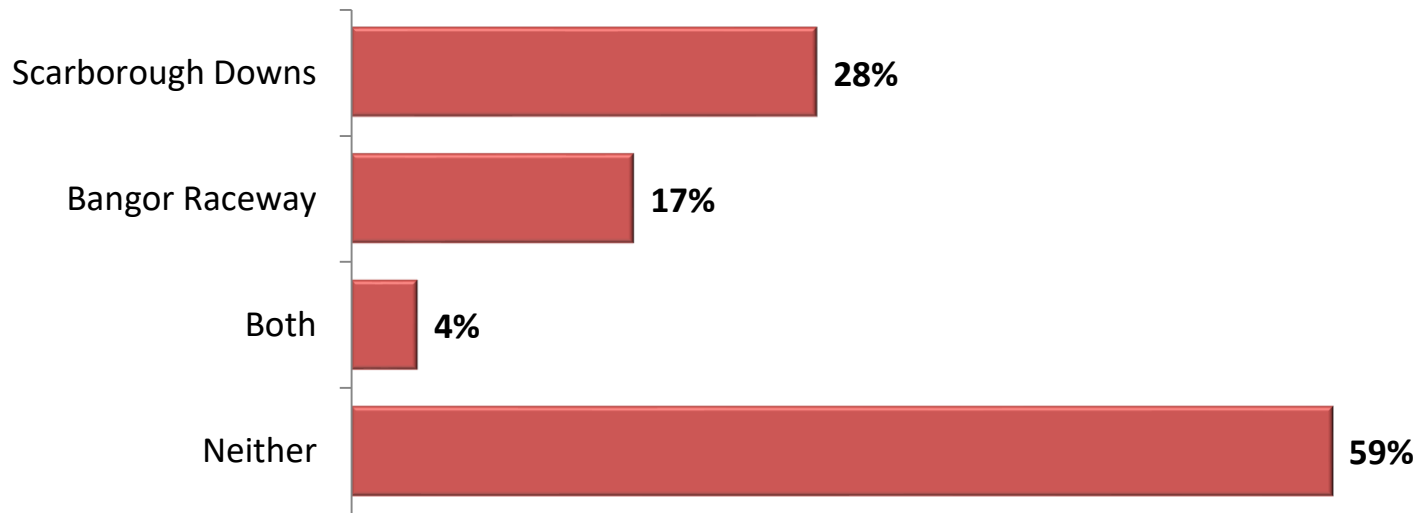


# Engagement with Harness Racing at Maine Commercial Tracks

- Over one-quarter (28%) of respondents have watched and/or participated in harness racing at Scarborough Downs, while about one in six (17%) have engaged with harness racing at Bangor Raceway.
  - Few (4%) have watched and/or participated in harness racing at both of Maine’s commercial tracks.
- Three-fifths (59%) of respondents have not engaged with harness racing at either track.
  - Respondents with household incomes of <\$35K (66%) are significantly more likely than those with incomes of \$35K-<\$100K (55%) or \$100K+ (53%) not to have watched and/or participated in harness racing at either track.

## Engagement with Harness Racing at Maine Commercial Tracks

Base: All respondents (n=500)



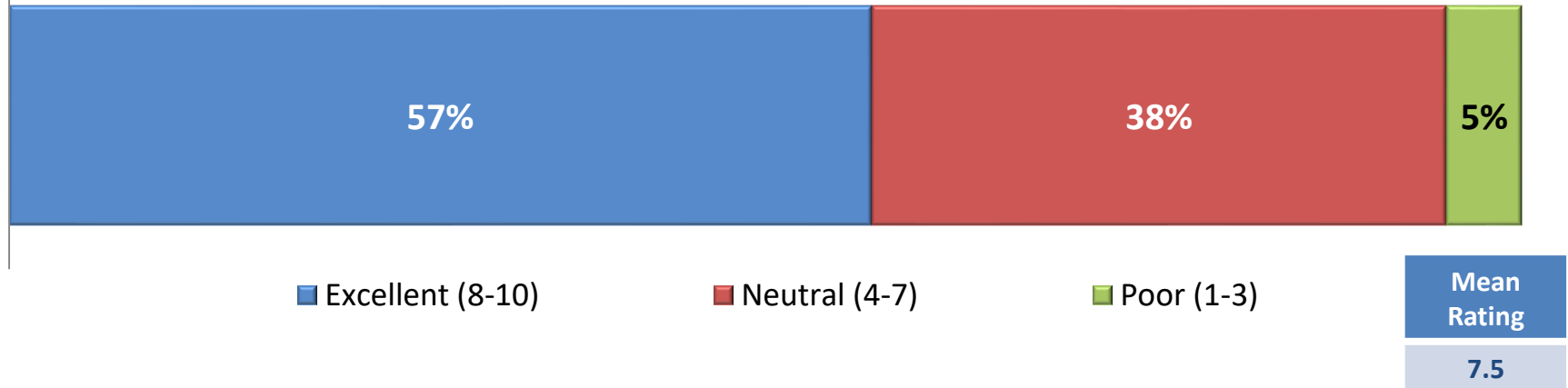
➤ Q14. Have you watched and/or participated in harness racing at one or both of Maine’s commercial tracks? (Aided, multiple responses)

# Overall Experience at Scarborough Downs

- Just under three-fifths (57%) of respondents who have visited Scarborough Downs rate it an excellent overall experience.
  - Respondents who wager on harness racing (68%) are significantly more likely than those who do not (42%) to provide an excellent rating for their overall experience at Scarborough Downs.
- Two-fifths (38%) provided a neutral rating, while few (5%) respondents provided a poor rating for their overall experience.
  - The average rating provided by respondents who have watched and/or participated in harness racing events at Scarborough Downs is 7.5 (out of 10).

## Overall Experience at Scarborough Downs

Base: Respondents who have watched and/or participated in harness racing events at Scarborough Downs  
(n=142)



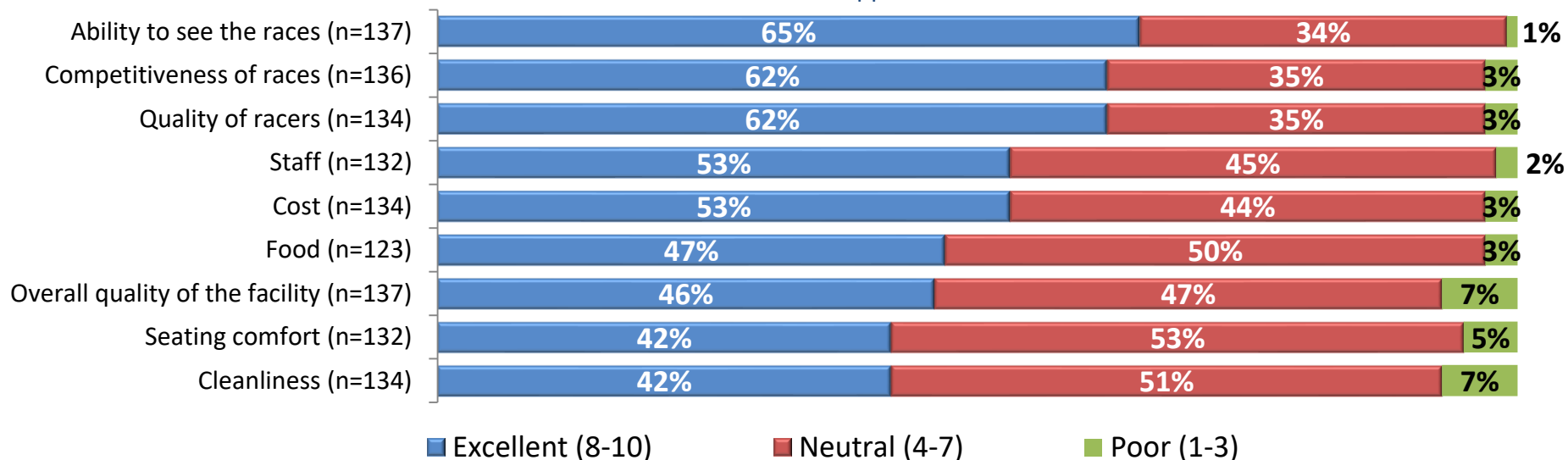
➤ Q17. Please rate your overall experience at Scarborough Downs. (Ten-point scale: 1="Poor"; 10="Excellent")

# Specific Features of Scarborough Downs

- Over three-fifths of those who have experienced harness racing at Scarborough Downs and consider the feature applicable provided excellent ratings for ability to see the races (65%), competitiveness of races (62%), and quality of racers (62%).
- About one-half each provided excellent ratings for staff (53%), cost (53%), food (47%), and overall quality of the facility (46%).
- About two-fifths each provided excellent ratings for seating comfort (42%) and cleanliness (42%).
- Few respondents provided poor ratings for any specific feature at Scarborough Downs.

## Specific Features of Scarborough Downs

Base: Respondents who have watched and/or participated in harness racing events at Scarborough Downs and consider the feature applicable



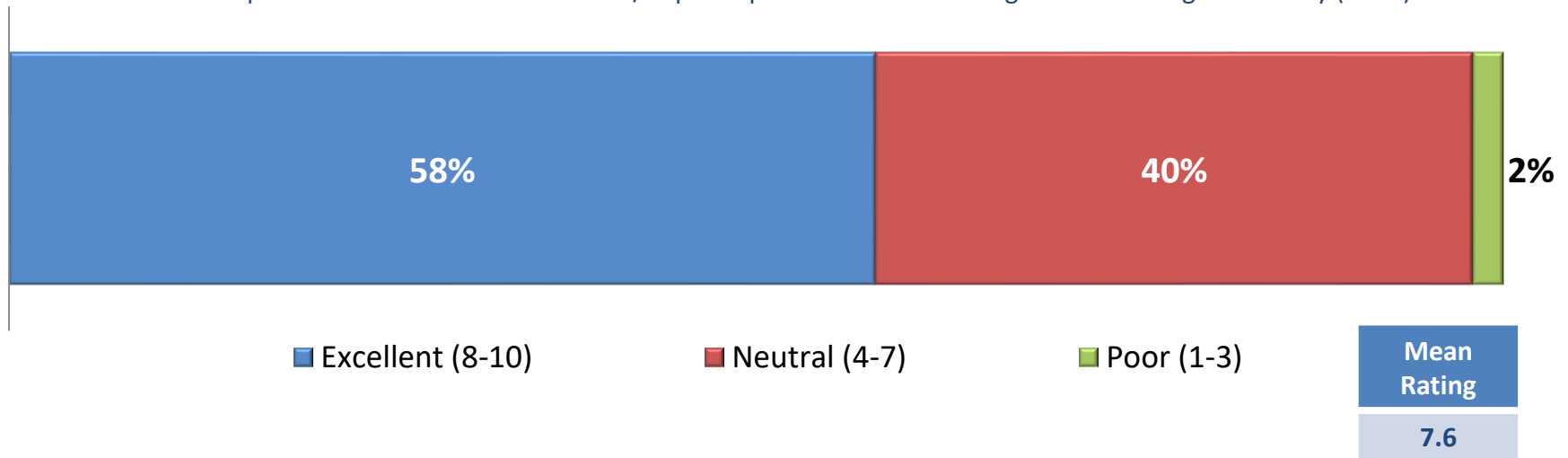
➤ Q18. Please rate Scarborough Downs on the following features. If you did not experience the feature, please select, "NA." (Ten-point scale: 1="Poor"; 10="Excellent")

# Overall Experience at Bangor Raceway

- About three-fifths (58%) of respondents who have visited Bangor Raceway rate it an excellent overall experience.
  - Respondents who wager on harness racing (70%; 28 of 40\*) are significantly more likely than those who do not (47%; 20 of 43\*) to provide an excellent rating for their overall experience at Bangor Raceway.
- Two-fifths (40%) provided a neutral rating, while few (2%) respondents provided a poor rating for their overall experience.
  - The average rating provided by respondents who have watched and/or participated in harness racing events at Bangor Raceway is 7.6 (out of 10).

## Overall Experience at Bangor Raceway

Base: Respondents who have watched and/or participated in harness racing events at Bangor Raceway (n=83)



\*Caution, small base size (n<50); use for directional purposes only.

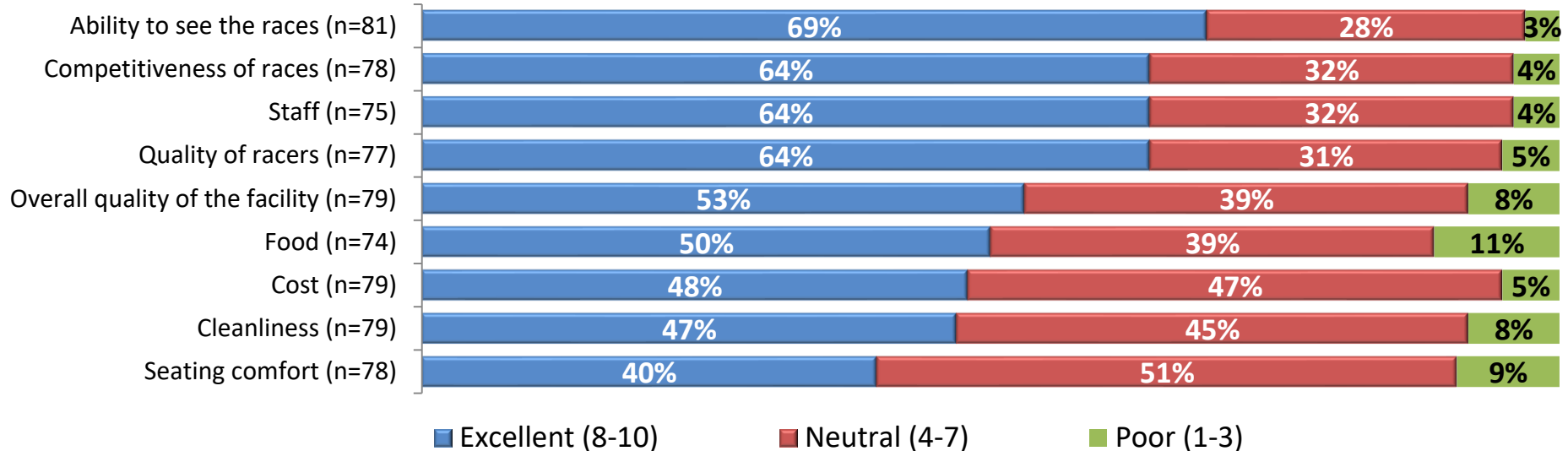
➤ Q15. Please rate your overall experience at Bangor Raceway. (Ten-point scale: 1="Poor"; 10="Excellent")

# Specific Features of Bangor Raceway

- Over three-fifths of those who have experienced harness racing at Bangor Raceway and consider the feature applicable provided excellent ratings for ability to see the races (69%), competitiveness of races (64%), staff (64%), and quality of racers (64%).
- About one-half each provided excellent ratings for overall quality of the facility (53%), food (50%), cost (48%), and cleanliness (47%).
  - One in nine (11%) provided poor ratings for food.
- Just two-fifths (40%) provided excellent ratings for seating comfort at Bangor Raceway.

## Specific Features of Bangor Raceway

Base: Respondents who have watched and/or participated in harness racing events at Bangor Raceway and consider the feature applicable



➤ Q16. Please rate Bangor Raceway on the following features. If you did not experience the feature, please select, "NA." (Ten-point scale: 1="Poor"; 10="Excellent")

# Maine Agricultural Fairs

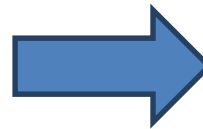
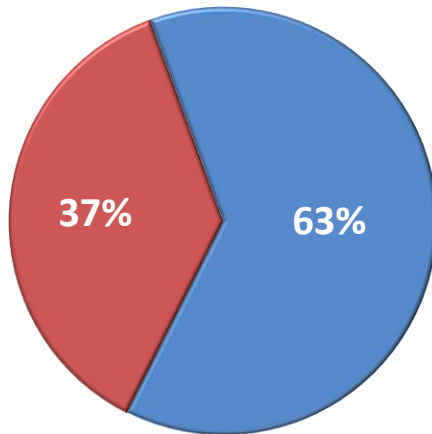
# Attendance of Maine Agricultural Fairs

- About three-fifths (63%) of respondents have attended a Maine agricultural fair in the past five years.
  - Respondents with children in their household (74%) are significantly more likely than those without (60%) to have attended a fair.
  - The Fryeburg Fair (41%) is by far the most commonly attended, followed by the Cumberland Fair (29%) and Common Ground Fair (21%).

## Attended a Maine Agricultural Fair in the Past Five Years?

Base: All respondents (n=500)

- Yes
- No



## Maine Agricultural Fairs Attended

Base: Respondents who have attended a Maine agricultural fair in the past five years (n=313)

Fryeburg Fair	41%
Cumberland Fair	29%
Common Ground Fair	21%
Windsor Fair	18%
Bangor State Fair	17%
Skowhegan State Fair	16%
Topsham Fair	14%
Union Fair	13%
Blue Hill Fair	12%
Farmington Fair	11%
Oxford County Fair	9%
Northern Maine Fair	8%
Houlton Fair	5%
Maine Farm Days	5%
Acton Fair	4%
Clinton Lions Ag. Fair	4%
Litchfield Fair	4%
Monmouth Fair	3%
Harmony Fair	3%
Ossipee Valley Fair	3%
Pittston Fair	2%
New Portland Lion's Fair	2%
Piscataquis Valley Fair	2%
Springfield Fair	2%
Waterford World's Fair	1%

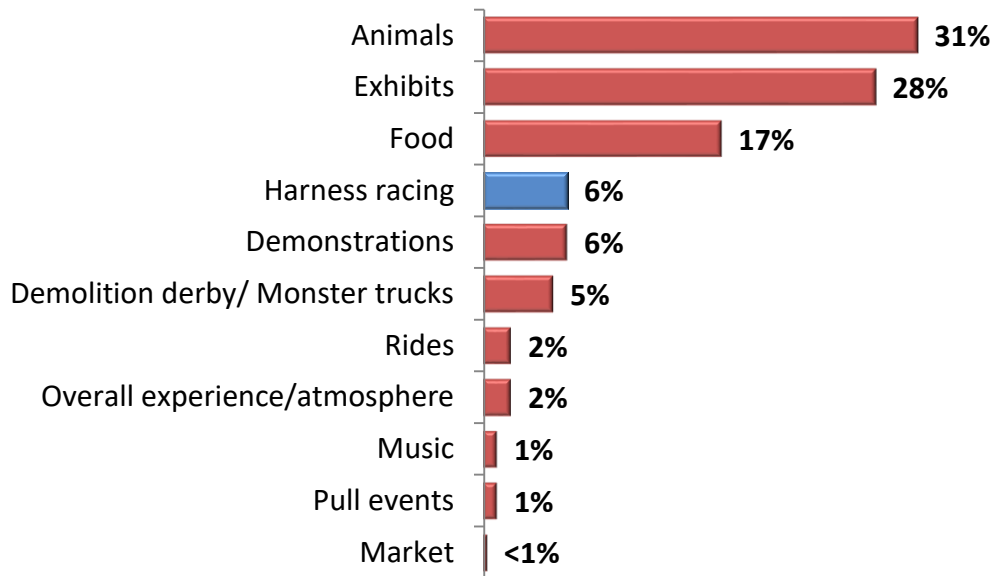
- Q19. Have you attended a Maine agricultural fair in the last five years?
- Q20. Which Maine agricultural fair(s) have you attended in the past five years? (Aided, multiple responses)

# Attractions and Harness Racing at Maine Agricultural Fairs

- Among respondents who have attended a Maine agricultural fair in the past five years, animals (31%) and exhibits (28%) are the most common favorite attractions, followed by food (17%).
  - A small percentage of respondents consider harness racing (6%) their favorite attraction, on par with demonstrations (6%) and demolition derby/ monster trucks (5%).
- Just over one-half (53%) of respondents who have attended a fair in the past five years have watched and/or participated in harness racing at a fair.

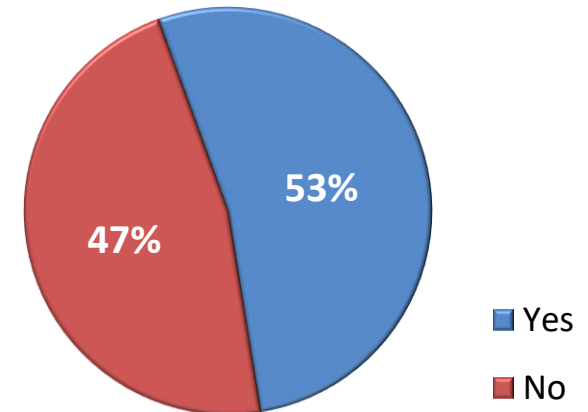
## Favorite Attraction at Maine Agricultural Fairs

Base: Respondents who have attended a Maine agricultural fair in the past five years (n=313)



## Watched and/or Participated in Harness Racing at a Maine Agricultural Fair in the Past Five Years?

Base: Respondents who have attended a Maine agricultural fair in the past five years (n=313)



- Q21. What is your favorite attraction at Maine agricultural fairs? (Aided, single response)
- Q22. Have you watched and/or participated in harness racing at a Maine agricultural fair in the past five years?



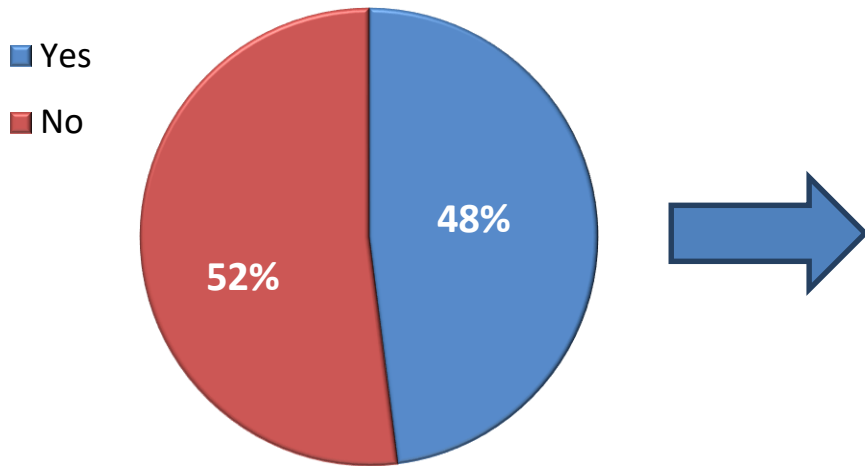
# Advertising, Media, and Related Interests

# Advertising About Maine Harness Racing

- About one-half (48%) of respondents have seen or heard advertising about Maine harness racing in the past year.
- Respondents are most likely by far to have encountered advertising on television (64%), followed by radio (35%), newspapers/magazines (27%), and social media (14%).

## Seen or Heard Advertising about Maine Harness Racing in the Past Year?

Base: All respondents (n=500)



## Sources of Advertising Seen or Heard About Maine Harness Racing

Base: Respondents who have seen or heard advertising about Maine harness racing in the past year (n=241)

Television	64%
Radio	35%
Newspapers/Magazines	27%
Social media (Facebook, Instagram, etc.)	14%
Website	8%
Online advertising (banner ads)	6%
From friends	1%
Sign/ Billboard	1%
Casino (non-specific)	1%
Agricultural Trade Show	<1%
Scarborough Downs (non-specific)	<1%
Don't know	<1%

- Q23. In the past year, have you seen or heard any advertising about Maine harness racing?
- Q24. Where have you seen or heard advertising about Maine harness racing in the past year? (Aided, multiple responses)

# Advertising About Maine Harness Racing (cont'd)

- Those who have attended a harness racing event and/or wager on harness racing are significantly more likely to have seen or heard advertising about it. Some differences in media channels exist.

Advertising About Maine Harness Racing				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
Seen or Heard Advertising	57% <sub>B</sub>	33%	63% <sub>D</sub>	42%
	(n=181)	(n=60)	(n=90)	(n=151)
Television	63%	68%	61%	66%
Radio	38%	27%	39%	33%
Newspapers/Magazines	31% <sub>B</sub>	15%	39% <sub>D</sub>	20%
Social Media (Facebook, Instagram, etc.)	15%	12%	13%	15%
Website	10% <sub>B</sub>	2%	14% <sub>D</sub>	4%
Online Advertising (banner ads)	8%	2%	8%	5%
From friends	2%	0%	1%	1%
Sign/Billboard	1%	2%	1%	1%
Casino (non-specific)	1%	0%	1%	1%

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

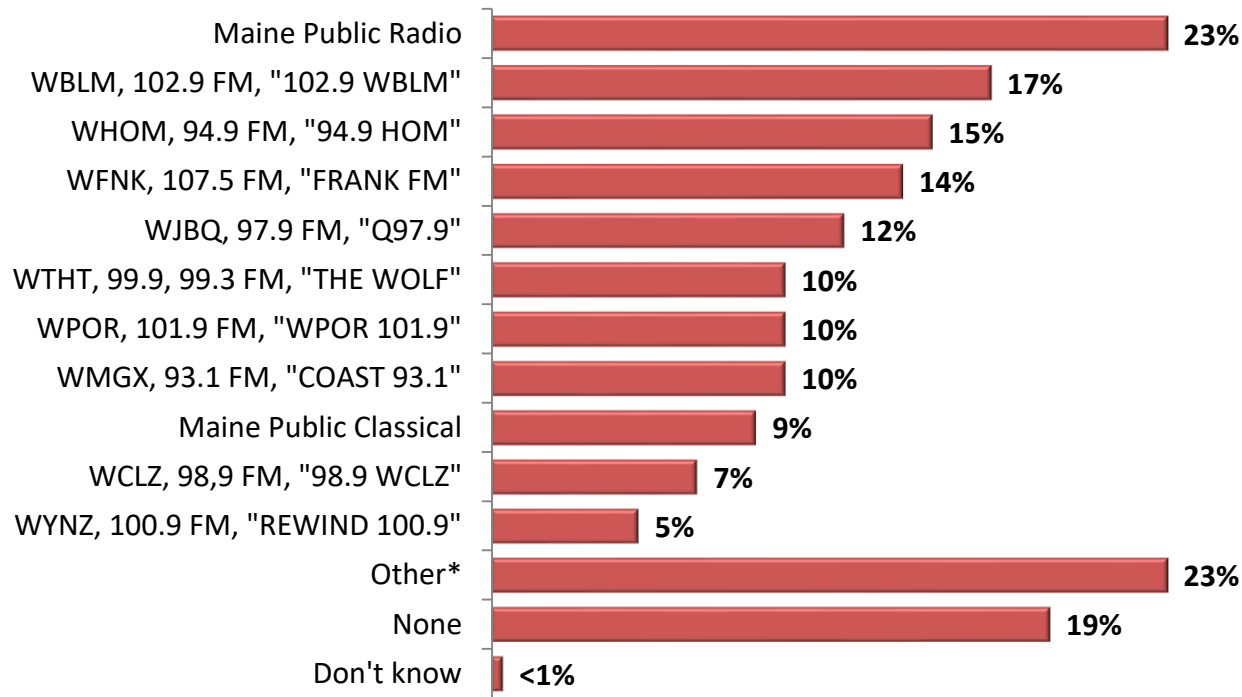
- Q23. In the past year, have you seen or heard any advertising about Maine harness racing?
- Q24. Where have you seen or heard advertising about Maine harness racing in the past year? (Aided, multiple responses)

# Radio Stations Listened to Most Frequently

- Maine Public Radio (23%) is the most broadly listened to radio station among respondents, followed by WBLM (17%), WHOM (15%), WFNK (14%), and WJBQ (12%).
  - Respondents who are unfamiliar with Maine harness racing (30%) are significantly more likely than those who are familiar (17%) or neutral (21%) to listen to Maine Public Radio.
- One in five (19%) respondents indicated there are no radio stations they listen to frequently.

## Radio Stations Listened to Most Frequently

Base: All respondents (n=500)



\*Please see Appendix A for complete detail.

➤ Q25. What RADIO station(s) do you listen to most frequently? (Aided, multiple responses)

# Radio Stations Listened to Most Frequently (cont'd)

- Radio station preferences vary by age, presence of children in household, income, and gender.

Radio Stations Listened to Most Frequently										
Base: All respondents										
	Age			Presence of Children in Household		Income			Gender	
	18 to 44 (n=133) A	45 to 64 (n=198) B	65+ (n=169) C	Yes (n=101) D	No (n=397) E	<\$35K (n=127) F	\$35K to <\$100K (n=231) G	\$100K+ (n=103) H	Female (n=298) I	Male (n=199) J
Maine Public Radio	17%	19%	33% <sub>AB</sub>	20%	24%	13%	25% <sub>F</sub>	32% <sub>F</sub>	21%	25%
WBLM, 102.9 FM, "102.9 WBLM"	24% <sub>C</sub>	18%	12%	24%	16%	15%	20%	17%	16%	20%
WHOM, 94.9 FM, "94.9 HOM"	22% <sub>C</sub>	14%	10%	23% <sub>E</sub>	13%	16%	12%	18%	17%	11%
WFNK, 107.5 FM, "FRANK FM"	18% <sub>C</sub>	17% <sub>C</sub>	6%	18%	13%	16%	12%	15%	14%	13%
WJBQ, 97.9 FM, "Q97.9"	24% <sub>BC</sub>	9%	5%	18% <sub>E</sub>	10%	9%	13%	11%	15% <sub>J</sub>	7%
WTHT, 99.9/99.3 FM, "THE WOLF"	19% <sub>BC</sub>	11% <sub>C</sub>	4%	15%	9%	9%	10%	12%	12%	9%
WPOR, 101.9 FM, "WPOR 101.9"	16% <sub>C</sub>	12% <sub>C</sub>	4%	18% <sub>E</sub>	8%	10%	12%	11%	12%	8%
WMGX, 93.1 FM, "COAST 93.1"	17% <sub>BC</sub>	10% <sub>C</sub>	4%	17% <sub>E</sub>	8%	6%	13% <sub>F</sub>	11%	12%	7%
Maine Public Classical	7%	5%	16% <sub>AB</sub>	8%	9%	9%	7%	12%	6%	13% <sub>I</sub>
WCLZ, 98.9 FM, "98.9 WCLZ"	6%	9%	7%	3%	9%	6%	7%	12%	7%	8%
WYNZ, 100.9 FM, "REWIND 100.9"	5%	4%	5%	6%	4%	5%	4%	4%	5%	5%
Other	20%	26%	21%	22%	23%	24%	21%	24%	25%	20%
None	15%	18%	23%	15%	20%	24%	17%	18%	17%	22%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q25. What RADIO station(s) do you listen to most frequently? (Aided, multiple responses)

# Radio Stations Listened to Most Frequently (cont'd)

- Radio station preferences are similar between those who have and have not attended a harness racing event, while several significant differences emerged among those who wager on harness racing and those who do not.

Radio Stations Listened to Most Frequently				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
Maine Public Radio	23%	23%	24%	23%
WBLM, 102.9 FM, "102.9 WBLM"	21% <sub>B</sub>	12%	27% <sub>D</sub>	14%
WHOM, 94.9 FM, "94.9 HOM"	15%	14%	15%	14%
WFNK, 107.5 FM, "FRANK FM"	15%	11%	13%	14%
WJBQ, 97.9 FM, "Q97.9"	14%	8%	17% <sub>D</sub>	9%
WTHT, 99.9/99.3 FM, "THE WOLF"	11%	9%	8%	11%
WPOR, 101.9 FM, "WPOR 101.9"	10%	11%	15% <sub>D</sub>	8%
WMGX, 93.1 FM, "COAST 93.1"	11%	8%	13%	9%
Maine Public Classical	9%	8%	11%	8%
WCLZ, 98.9 FM, "98.9 WCLZ"	8%	7%	12% <sub>D</sub>	6%
WYNZ, 100.9 FM, "REWIND 100.9"	4%	6%	7%	4%
Other	22%	25%	19%	24%
None	16%	23%	16%	20%

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

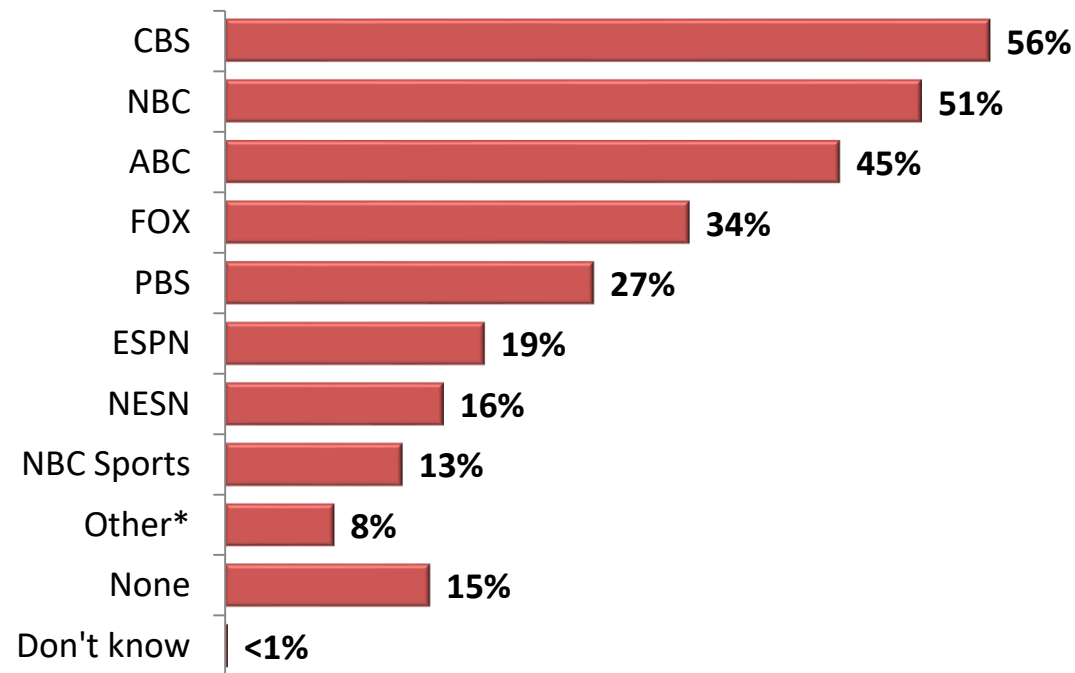
➤ Q25. What RADIO station(s) do you listen to most frequently? (Aided, multiple responses)

# Television Stations Watched Most Frequently

- CBS (56%) is the most broadly watched television station among respondents, followed by NBC (51%), ABC (45%), FOX (34%), PBS (27%), and ESPN (19%).
- One in six (15%) respondents indicated there are no television stations they watch frequently.
  - Respondents who are unfamiliar with Maine harness racing (24%) are significantly more likely than those who are familiar (8%) or neutral (11%) to say there are no television stations they watch frequently.

## Television Stations Watched Most Frequently

Base: All respondents (n=500)



\*Please see Appendix A for complete detail.

➤ Q26. Which of the following TELEVISION stations do you watch frequently? (Aided, multiple responses)

# Television Stations Watched Most Frequently (cont'd)

- Television station preferences vary by age, presence of children in household, income, and gender.

Television Stations Watched Most Frequently										
Base: All respondents										
	Age			Presence of Children in Household		Income			Gender	
	18 to 44 (n=133) A	45 to 64 (n=198) B	65+ (n=169) C	Yes (n=101) D	No (n=397) E	<\$35K (n=127) F	\$35K to <\$100K (n=231) G	\$100K+ (n=103) H	Female (n=298) I	Male (n=199) J
CBS	50%	56%	61% <sub>A</sub>	55%	56%	41%	60% <sub>F</sub>	62% <sub>F</sub>	58%	52%
NBC	44%	53%	55%	46%	53%	37%	56% <sub>F</sub>	59% <sub>F</sub>	55% <sub>J</sub>	46%
ABC	46%	46%	44%	49%	44%	27%	52% <sub>F</sub>	53% <sub>F</sub>	49% <sub>J</sub>	39%
FOX	40% <sub>C</sub>	38% <sub>C</sub>	26%	46% <sub>E</sub>	32%	29%	39%	37%	34%	36%
PBS	24%	19%	40% <sub>AB</sub>	24%	28%	17%	29% <sub>F</sub>	33% <sub>F</sub>	28%	27%
ESPN	23% <sub>B</sub>	14%	21%	25%	18%	10%	22% <sub>F</sub>	24% <sub>F</sub>	15%	25% <sub>I</sub>
NESN	20%	14%	15%	19%	15%	6%	19% <sub>F</sub>	21% <sub>F</sub>	12%	21% <sub>I</sub>
NBC Sports	13%	12%	15%	16%	13%	8%	14%	18% <sub>F</sub>	11%	17% <sub>I</sub>
Other	3%	8%	11% <sub>A</sub>	3%	9% <sub>D</sub>	9%	7%	7%	8%	7%
None	21% <sub>C</sub>	14%	11%	16%	14%	28% <sub>GH</sub>	11%	10%	15%	14%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q26. Which of the following TELEVISION stations do you watch frequently? (Aided, multiple responses)



# Television Stations Watched Most Frequently (cont'd)

- Those who have attended a harness racing event and those who wager on harness racing are significantly more likely than their counterparts to watch the major networks and major sports networks.

Television Stations Watched to Most Frequently				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
CBS	61% <sub>B</sub>	46%	67% <sub>D</sub>	51%
NBC	55% <sub>B</sub>	45%	60% <sub>D</sub>	48%
ABC	49% <sub>B</sub>	38%	53% <sub>D</sub>	42%
FOX	39% <sub>B</sub>	27%	48% <sub>D</sub>	29%
PBS	28%	26%	29%	27%
ESPN	21%	16%	26% <sub>D</sub>	16%
NESN	18%	13%	26% <sub>D</sub>	12%
NBC Sports	16% <sub>B</sub>	9%	23% <sub>D</sub>	9%
Other	7%	8%	6%	8%
None	9%	25% <sub>A</sub>	6%	18% <sub>C</sub>

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

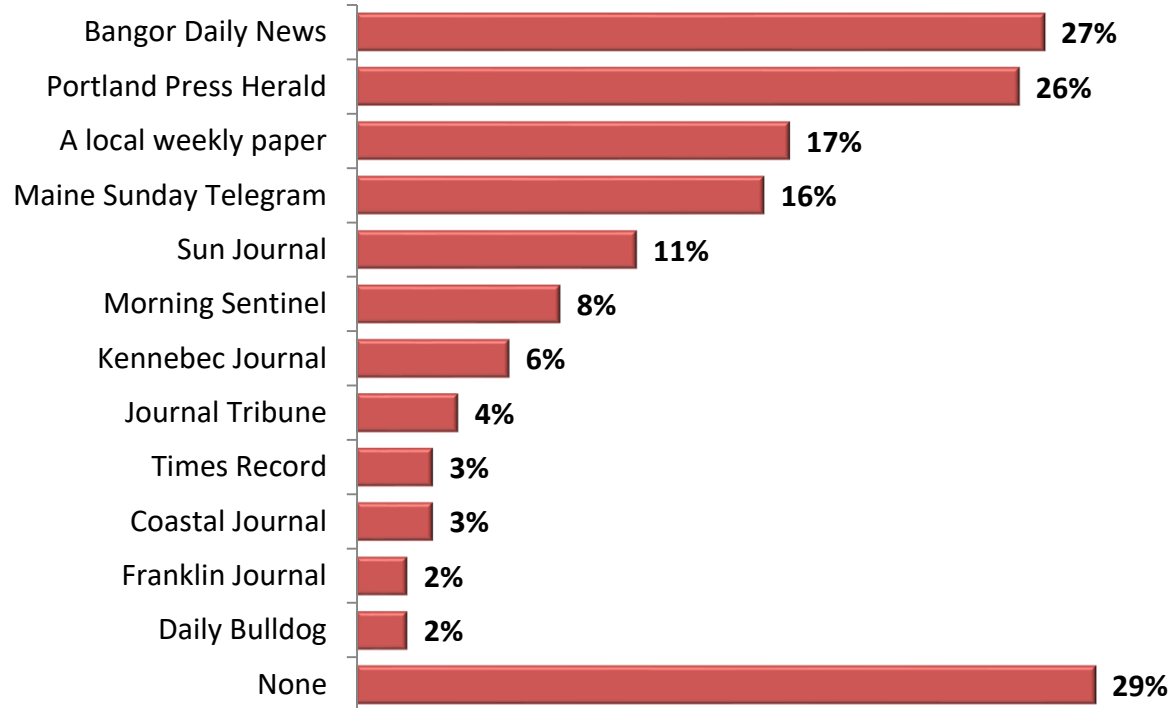
➤ Q26. Which of the following TELEVISION stations do you watch frequently? (Aided, multiple responses)

# Newspapers Read or Subscribed To

- Over one-quarter of respondents read or subscribe to the Bangor Daily News (27%) and the Portland Press Herald (26%), by far the most broadly read newspapers.
  - A local weekly paper (17%), the Maine Sunday Telegram (16%), and the Sun Journal (11%) follow.
- Nearly one-third (29%) of respondents said there are no newspapers they read or subscribe to.

## Newspapers Read or Subscribed To

Base: All respondents (n=500)



➤ Q27. Which of the following NEWSPAPERS do you read occasionally or subscribe to? (Aided, multiple responses)

# Newspapers Read Occasionally or Subscribed To (cont'd)

- Newspaper preferences vary by age, presence of children in household, income, and gender.

Newspapers Read Occasionally or Subscribed To										
Base: All respondents										
	Age			Presence of Children in Household		Income			Gender	
	18 to 44 (n=133) A	45 to 64 (n=198) B	65+ (n=169) C	Yes (n=101) D	No (n=397) E	<\$35K (n=127) F	\$35K to <\$100K (n=231) G	\$100K+ (n=103) H	Female (n=298) I	Male (n=199) J
Bangor Daily News	23%	26%	32%	28%	27%	21%	30%	27%	27%	27%
Portland Press Herald	23%	25%	30%	22%	27%	15%	23%	42% <sub>FG</sub>	24%	29%
A local weekly paper	10%	21% <sub>A</sub>	20% <sub>A</sub>	9%	20% <sub>D</sub>	13%	19%	19%	19%	16%
Maine Sunday Telegram	11%	18%	17%	15%	16%	7%	17% <sub>F</sub>	23% <sub>F</sub>	15%	16%
Sun Journal	14%	9%	10%	14%	10%	12%	13%	7%	9%	13%
Morning Sentinel	10%	7%	8%	11%	7%	9%	7%	7%	8%	7%
Kennebec Journal	6%	5%	8%	8%	6%	6%	7%	5%	6%	7%
Journal Tribune	6%	4%	3%	8% <sub>E</sub>	3%	6%	4%	4%	4%	4%
Times Record	4%	3%	3%	3%	3%	4%	3%	4%	4%	3%
Coastal Journal	4%	3%	3%	6%	2%	2%	4%	3%	3%	3%
Franklin Journal	5% <sub>BC</sub>	1%	1%	5% <sub>E</sub>	1%	1%	3%	---	2%	1%
Daily Bulldog	3%	2%	1%	5% <sub>E</sub>	1%	---	3%	1%	1%	3%
None	37% <sub>C</sub>	31% <sub>C</sub>	20%	33%	28%	42% <sub>GH</sub>	24%	24%	30%	28%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q27. Which of the following NEWSPAPERS do you read occasionally or subscribe to? (Aided, multiple responses)

# Newspapers Read Occasionally or Subscribed To (cont'd)

- The Maine Sunday Telegram is read or subscribed to by a significantly higher percentage of those who have attended a harness racing event and those who wager on harness racing.

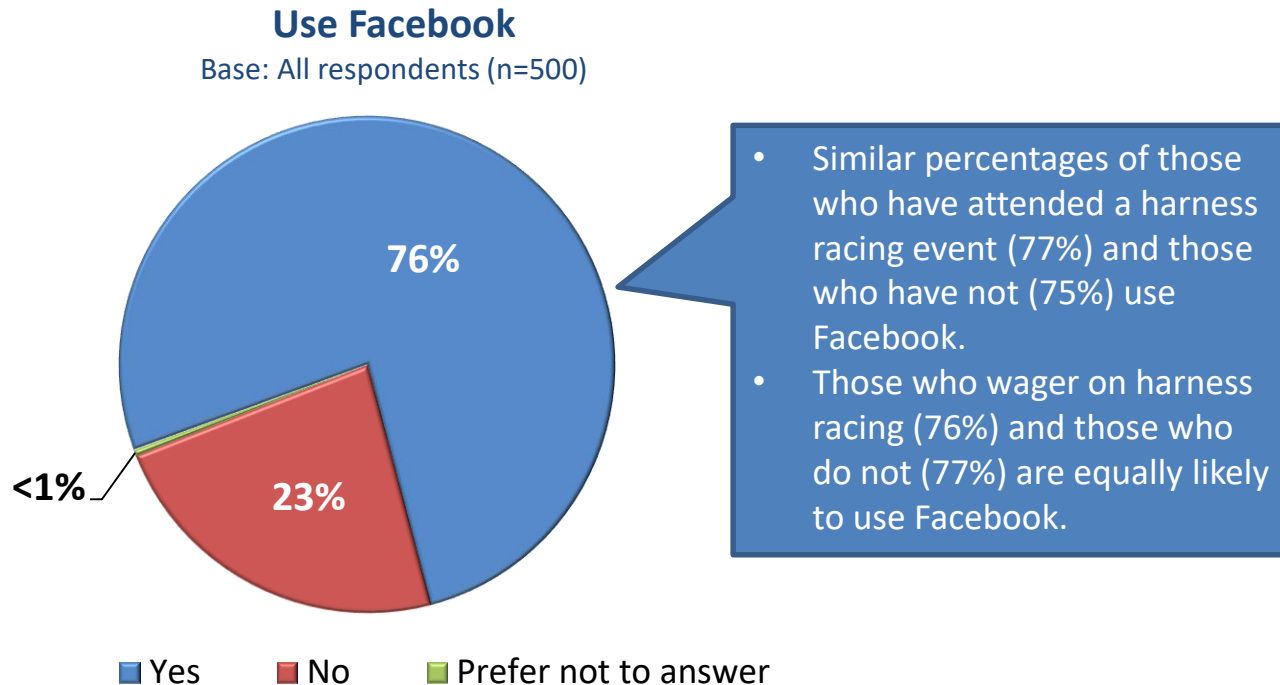
Newspapers Read Occasionally or Subscribed To				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
Bangor Daily News	30%	23%	29%	27%
Portland Press Herald	27%	25%	31%	24%
A local weekly paper	18%	16%	18%	17%
Maine Sunday Telegram	18% <sub>B</sub>	11%	24% <sub>D</sub>	12%
Sun Journal	11%	9%	14%	9%
Morning Sentinel	9%	6%	9%	7%
Kennebec Journal	8% <sub>B</sub>	2%	9%	5%
Journal Tribune	4%	4%	7%	3%
Times Record	4%	2%	4%	3%
Coastal Journal	4%	2%	4%	3%
Franklin Journal	3% <sub>B</sub>	0%	3%	1%
Daily Bulldog	2%	1%	4% <sub>D</sub>	1%
None	25%	37% <sub>A</sub>	22%	32% <sub>A</sub>

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q27. Which of the following NEWSPAPERS do you read occasionally or subscribe to? (Aided, multiple responses)

# Use Facebook

- About three-quarters (76%) of respondents use Facebook; just under one-quarter (23%) do not.
  - Respondents age 18 to 44 (87%) are significantly more likely than those 45 to 64 (76%) or 65 or older (69%) to use Facebook.
  - Those with children in their household (84%) are significantly more likely than those without (75%) to use Facebook.
  - Compared to men (62%), women (86%) are significantly more likely to use Facebook.
  - Respondents with household incomes of <\$35K (84%) are significantly more likely than those with incomes of \$100K+ (71%) to use Facebook.



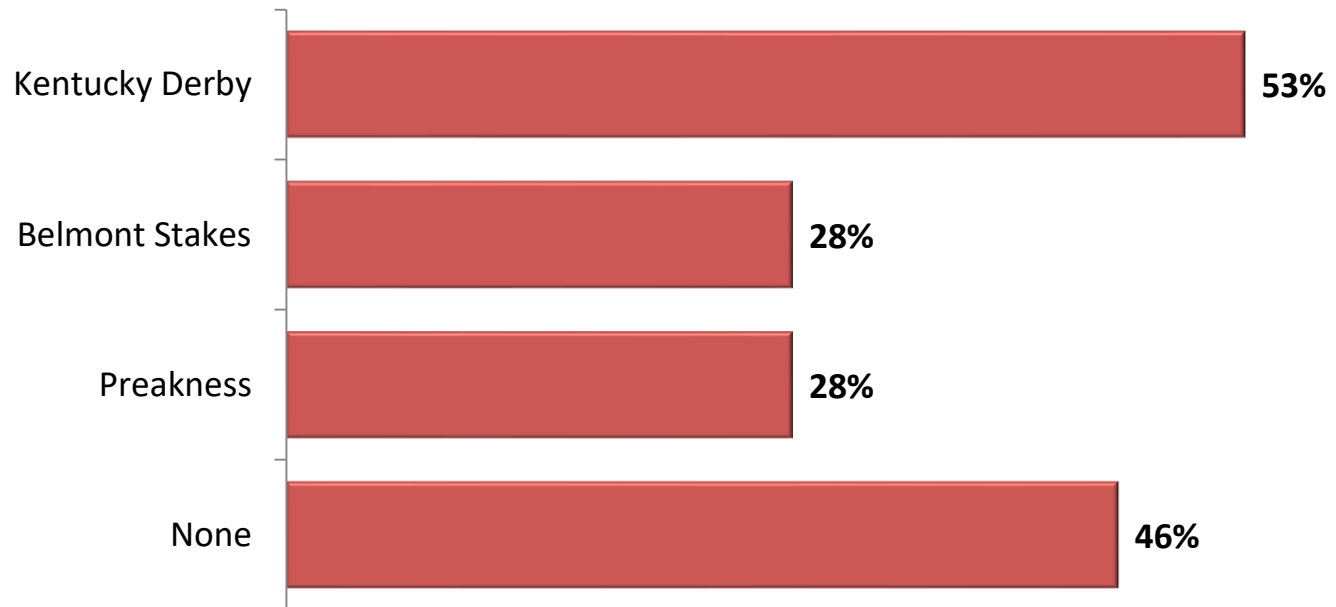
➤ Q28. Do you use Facebook?

# Nationally Televised Horse Racing Events Watched on Television

- Over one-half (53%) of respondents watch the Kentucky Derby on television, while just over one-quarter each watch the Belmont Stakes and Preakness (28% each).
- Nearly one-half (46%) do not watch nationally televised horse racing events.

## Nationally Televised Horse Racing Events Watched on Television

Base: All respondents (n=500)



➤ Q29. Which of the following nationally televised horse racing events do you watch on television? (Aided, multiple responses)

# Nationally Televised Horse Racing Events Watched on Television (cont'd)

- Respondents who are familiar with Maine harness racing, have attended a Maine harness racing event, and/or wager on harness racing are significantly more likely to watch nationally televised horse racing events on television.
- Younger respondents tend to be less likely than older respondents to watch these events.

Nationally Televised Horse Racing Events Watched on Television										
Base: All respondents										
	Familiarity with Maine Harness Racing			Attended Maine Harness Racing Event		Wager on Harness Racing		Age		
	Familiar (n=90) A	Neutral (n=254) B	Unfamiliar (n=156) C	Yes (n=319) D	No (n=181) E	Yes (n=144) F	No (n=356) G	18 to 44 (n=133) H	45 to 64 (n=198) I	65 or older (n=169) J
Kentucky Derby	80% <sub>BC</sub>	55% <sub>C</sub>	35%	65% <sub>E</sub>	32%	77% <sub>G</sub>	44%	42%	57% <sub>H</sub>	57% <sub>H</sub>
Belmont Stakes	52% <sub>BC</sub>	28% <sub>C</sub>	13%	34% <sub>E</sub>	17%	44% <sub>G</sub>	21%	22%	33% <sub>H</sub>	27%
Preakness	48% <sub>BC</sub>	28% <sub>C</sub>	15%	33% <sub>E</sub>	19%	44% <sub>G</sub>	21%	20%	31% <sub>H</sub>	30% <sub>H</sub>
All three	42% <sub>BC</sub>	25%	12%	29% <sub>E</sub>	16%	38% <sub>G</sub>	19%	17%	29% <sub>H</sub>	24%
None	19%	43% <sub>A</sub>	65% <sub>AB</sub>	34%	67% <sub>D</sub>	22%	55% <sub>F</sub>	56% <sub>IJ</sub>	42%	41%

A,B,C,D,E,F,G,H,I,J: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q29. Which of the following nationally televised horse racing events do you watch on television? (Aided, multiple responses)

# Nationally Televised Horse Racing Events Watched on Television (cont'd)

- Those who have attended a harness racing event and those who wager on harness racing are significantly more likely than their counterparts to watch nationally televised horse racing events on television.

Nationally Televised Horse Racing Events Watched on Television				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
Kentucky Derby	65% <sub>B</sub>	32%	77% <sub>D</sub>	44%
Belmont Stakes	34% <sub>B</sub>	17%	44% <sub>D</sub>	21%
Preakness	33% <sub>B</sub>	19%	44% <sub>D</sub>	21%
All three	29% <sub>B</sub>	16%	38% <sub>D</sub>	19%
None	34%	67% <sub>A</sub>	22%	55% <sub>C</sub>

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q29. Which of the following nationally televised horse racing events do you watch on television? (Aided, multiple responses)

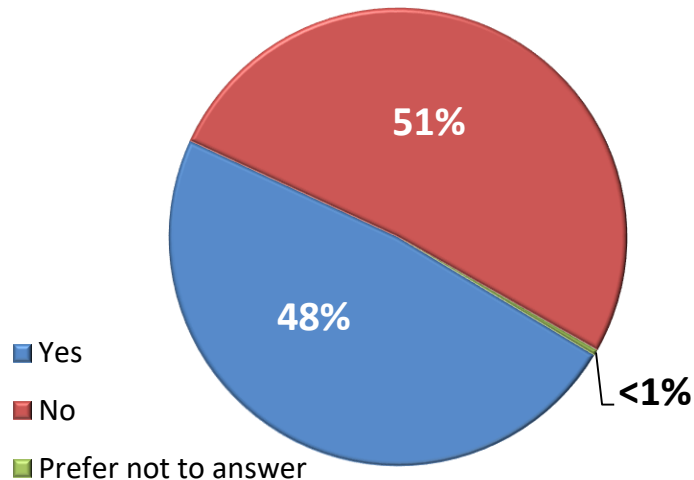


# Visits to Casinos

- One-half (51%) of respondents have visited Hollywood Casino or Oxford Casino.
- Three-fifths (61%) have been to any other casinos.
  - Respondents with household incomes of \$100K+ (78%) are significantly more likely than those with incomes of \$35K-<\$100K (61%), who in turn are significantly more likely than those with incomes of <\$35K (47%) to have visited any other casinos.

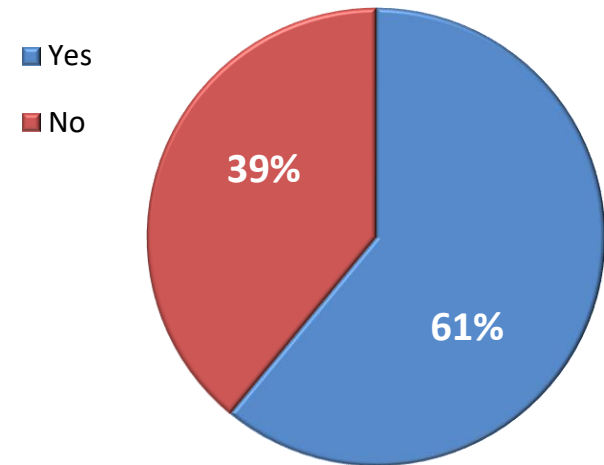
## Visited Hollywood Casino in Bangor or Oxford Casino in Oxford?

Base: All respondents (n=500)



## Visited Other Casinos?

Base: All respondents (n=500)



- Q30. Have you ever been to Hollywood Casino in Bangor or Oxford Casino in Oxford?
- Q31. Have you been to any other casinos?

# Visits to Casinos (cont'd)

- Those who have attended harness racing events and those who wager on harness racing are significantly more likely than their counterparts to have visited a casino in Maine and/or outside of Maine.

Visits to Casinos Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
Hollywood Casino in Bangor or Oxford Casino in Oxford	57% <sub>B</sub>	34%	71% <sub>D</sub>	39%
Other Casinos	69% <sub>B</sub>	48%	79% <sub>D</sub>	54%

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

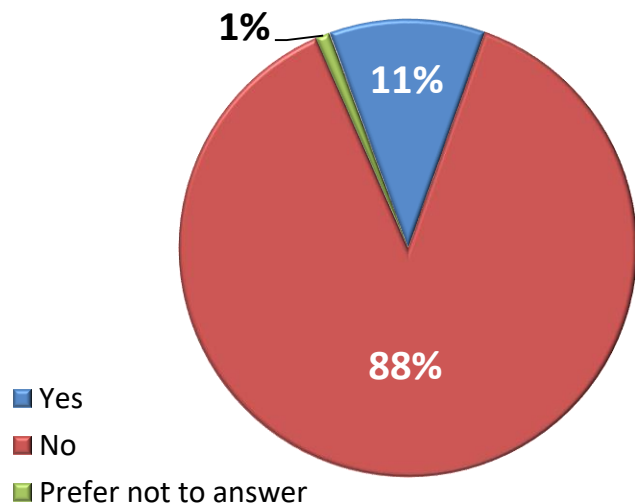
- Q30. Have you ever been to Hollywood Casino in Bangor or Oxford Casino in Oxford?
- Q31. Have you been to any other casinos?

# Sports Betting and Annual Gambling Spend

- Just one in nine (11%) respondents indicated they participate in sports betting.
- On average, respondents spend \$207.90 per year on gambling.
  - Over two-fifths (44%) spend nothing on gambling each year.
  - Respondents with incomes of \$100K+ (\$360.10) spend significantly more each year on gambling than those with incomes of \$35K-<\$100K (\$190.60) or <\$35K (\$140.30).

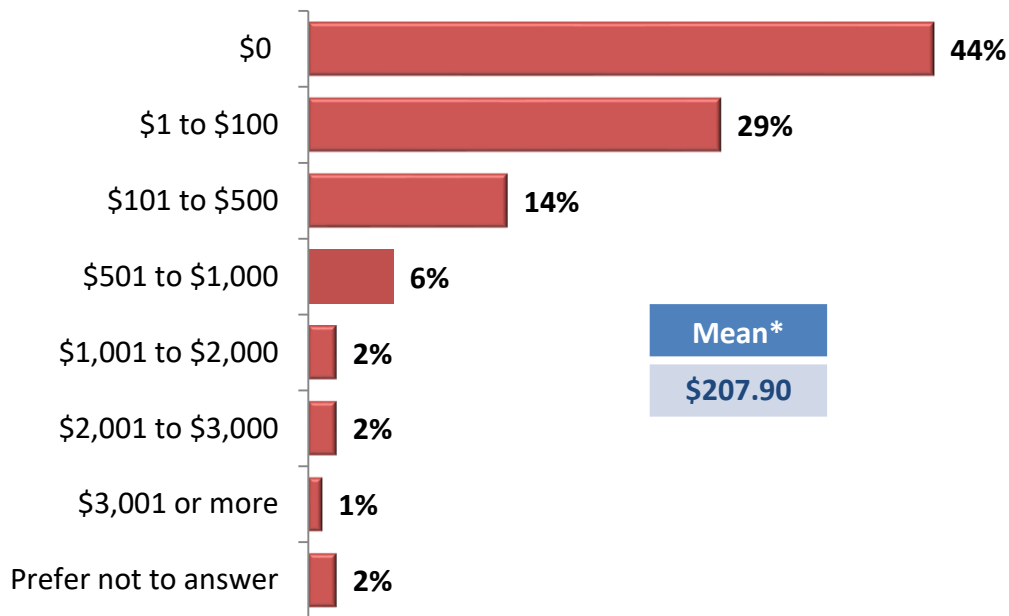
## Participate in Sports Betting?

Base: All respondents (n=500)



## Average Annual Spending on Gambling

Base: All respondents (n=500)



\*Mean calculated using midpoints of ranges.

➤ Q32. Do you participate in sports betting?

➤ Q33. How much money do you spend on gambling, on average per year?

# Sports Betting and Annual Gambling Spend (cont'd)

- Those who have attended a harness racing event are significantly more likely than their counterparts to participate in sports betting and to have a higher annual gambling spend. The same is true for those who wager on harness racing.

Sports Betting and Annual Gambling Spend				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	No (n=356) D
Participate in Sports Betting	15% <sub>B</sub>	4%	30% <sub>D</sub>	4%
Annual Gambling Spend	(n=319)	(n=181)	(n=144)	(n=356)
\$0	32%	65% <sub>A</sub>	7%	59% <sub>C</sub>
\$1 to \$100	34% <sub>B</sub>	22%	38% <sub>D</sub>	26%
\$101 to \$500	16% <sub>B</sub>	9%	22% <sub>D</sub>	10%
\$501 to \$1,000	9% <sub>B</sub>	3%	15% <sub>D</sub>	3%
\$1,001 to \$2,000	3% <sub>B</sub>	1%	6% <sub>D</sub>	1%
\$2,001 to \$3,000	3% <sub>B</sub>	0%	5% <sub>D</sub>	<1%
\$3,001 or more	1%	0%	3% <sub>D</sub>	0%
Prefer not to answer	3%	1%	4%	1%
Mean*	\$288.80 <sub>B</sub>	\$67.50	\$515.70 <sub>D</sub>	\$87.30

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

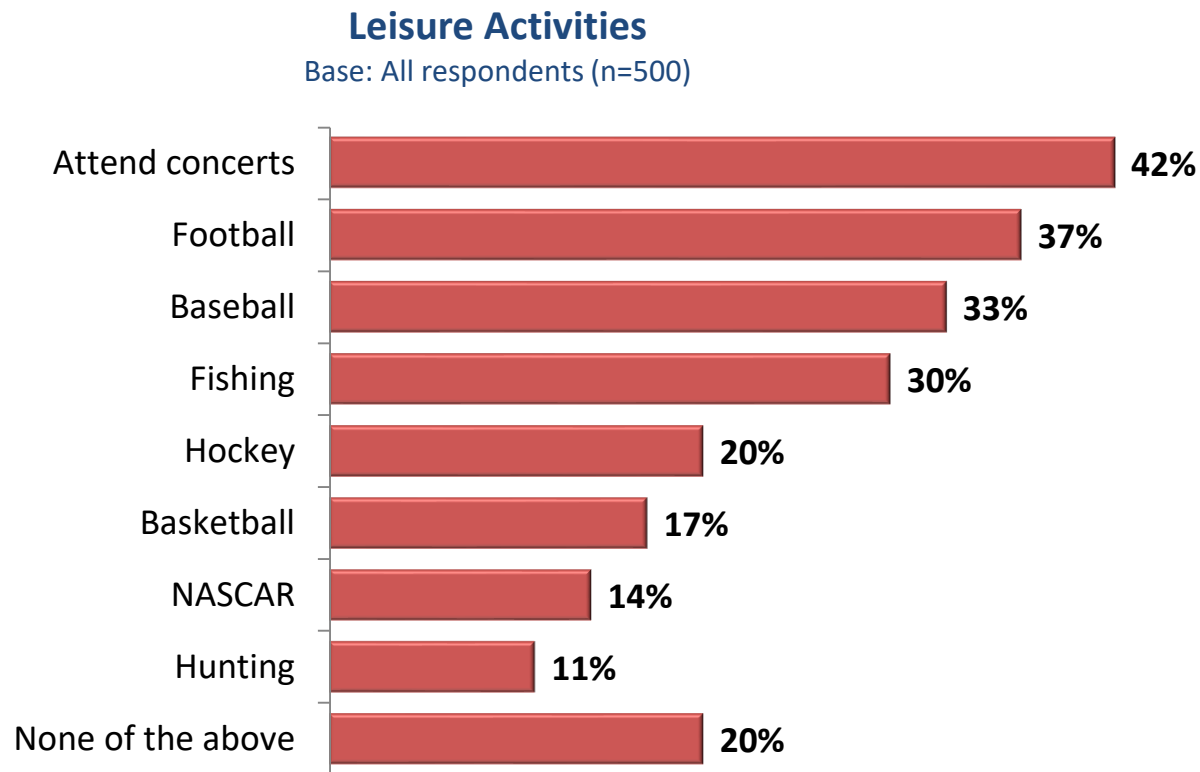
\*Mean calculated using midpoints of ranges

➤ Q32. Do you participate in sports betting?

➤ Q33. How much money do you spend on gambling, on average per year?

# Leisure Activities

- About two-fifths of respondents each attend concerts (42%) and enjoy football (37%), while about one-third each enjoy baseball (33%) and fishing (30%).
- About one-fifth each enjoy hockey (20%) and basketball (17%).
- One in seven (14%) enjoy NASCAR, while one in nine (11%) enjoy hunting.



➤ Q34. Which of the following leisure activities do you enjoy? (Aided, multiple responses)

## Leisure Activities (cont'd)

- A significantly higher percentage of those who have attended a harness racing event than those who have not enjoy all of the major team sports as well as NASCAR and fishing.
- Those who wager on harness racing are significantly more likely to enjoy football, baseball and basketball than those who do not wager on harness racing.

Leisure Activities				
Base: All respondents				
	Attended Harness Racing Event		Wager on Harness Racing	
	Yes (n=319) A	No (n=181) B	Yes (n=144) C	Male (n=356) D
Attend Concerts	42%	43%	45%	41%
Football	45% <sub>B</sub>	22%	50% <sub>D</sub>	31%
Baseball	38% <sub>B</sub>	26%	47% <sub>D</sub>	28%
Fishing	33% <sub>B</sub>	24%	35%	28%
Hockey	24% <sub>B</sub>	14%	26%	18%
Basketball	21% <sub>B</sub>	11%	27% <sub>D</sub>	13%
NASCAR	17% <sub>B</sub>	9%	18%	13%
Hunting	12%	9%	13%	10%
None of the above	14%	29% <sub>A</sub>	14%	22% <sub>C</sub>

A,B,C,D: Significantly higher than the indicated column(s) at the 95% level of confidence.

➤ Q34. Which of the following leisure activities do you enjoy? (Aided, multiple responses)

# Respondent Profile

# Respondent Profile

- Respondent age is well distributed according to study design. Just under one-third are age 18 to 24 (4%), 25 to 34 (11%) or 35 to 44 (13%), about two-fifths are age 45 to 54 (16%) or 55 to 64 (23%), and one-third are age 65 to 74 (27%), 75 to 84 (6%), or 85 or older (<1%).
- Three-fifths (60%) are female, and two-fifths (40%) are male. The distribution is skewed towards females compared to 2019 U.S. Census estimates: female (51%), male (49%).
- Over four-fifths of respondents are married or partnered (66%) or previously married (19%). One in six (15%) are single.
- Four-fifths (79%) of respondents' households do not include children under age 18; one-fifth (20%) include one child or more.
- One-half of respondents have a four-year college degree (25%), some graduate work (5%), or a graduate degree (18%). One-third have some college (20%) or a two-year technical degree (14%). One in six have a high school degree (15%) or less (2%).
- Over one-half of respondents are employed full (42%) or part (11%) time, while one-third (34%) are retired. Smaller percentages are unemployed (5%), stay at home parents (4%), or students (2%).
- One-quarter (25%) have household incomes less than \$35K, while just under one-half have household incomes of \$35K to less than \$100K (46%), and one in five (21%) have household incomes of \$100K or more.
- All sixteen Maine counties are represented. Cumberland (23%), Penobscot (14%), York (14%), Androscoggin (8%), Kennebec (8%), and Aroostook (5%) are most broadly represented. The distribution aligns well with 2019 U.S. Census estimates.
- The demographic composition of those who have attended a harness racing event and those who wager on harness racing is similar to the population as a whole.



# Respondent Profile (continued)

Age	Total (n=500)	Attended (n=319)	Wager (n=144)
18 to 24	4%	3%	3%
25 to 34	11%	9%	9%
35 to 44	13%	13%	12%
45 to 54	16%	16%	19%
55 to 64	23%	23%	20%
65 to 74	27%	28%	31%
75 to 84	6%	7%	6%
85 or older	<1%	1%	<1%
Marital Status	Total (n=500)	Attended (n=319)	Wager (n=144)
Single, never married	15%	12%	10%
Married or Partnered	66%	68%	69%
Previously married	19%	20%	21%
Prefer not to answer	<1%	<1%	<1%
Children in Household?	Total (n=500)	Attended (n=319)	Wager (n=144)
Yes	20%	20%	23%
No	79%	79%	76%
Prefer not to answer	<1%	<1%	1%

Education Level	Total (n=500)	Attended (n=319)	Wager (n=144)
Less than high school degree	2%	2%	1%
High school degree	15%	13%	10%
Some college	20%	21%	26%
Two year college/technical degree	14%	15%	15%
Four year college degree	25%	24%	24%
Some graduate work	5%	6%	5%
Graduate degree	18%	18%	17%
Prefer not to answer	<1%	<1%	1%
Employment Status	Total (n=500)	Attended (n=319)	Wager (n=144)
Employed full-time (30 hours or more)	42%	44%	49%
Employed part-time (less than 30 hours)	11%	9%	9%
Unemployed	5%	4%	4%
Retired	34%	37%	35%
Stay at home parent	4%	3%	1%
Student	2%	1%	0%
Prefer not to answer	2%	2%	2%
Gender	Total (n=500)	Attended (n=319)	Wager (n=144)
Female	60%	55%	51%
Male	40%	44%	49%
Neutral	<1%	1%	0%

# Respondent Profile (continued)

County	Total (n=500)	Attended (n=319)	Wager (n=144)	U.S. Census 2019 est.
Cumberland	23%	24%	26%	22%
Penobscot	14%	13%	12%	11%
York	14%	12%	14%	16%
Androscoggin	8%	8%	10%	8%
Kennebec	8%	10%	13%	9%
Aroostook	5%	6%	8%	5%
Oxford	4%	5%	5%	4%
Somerset	4%	4%	3%	4%
Waldo	4%	3%	1%	3%
Knox	4%	4%	3%	3%
Hancock	3%	3%	2%	4%
Lincoln	3%	3%	1%	3%
Washington	2%	2%	0%	2%
Sagadahoc	2%	2%	1%	3%
Franklin	1%	1%	1%	2%
Piscataquis	1%	<1%	0%	1%

Household Income	Total (n=500)	Attended (n=319)	Wager (n=144)
Under \$25,000	15%	12%	8%
\$25,000 to less than \$35,000	10%	11%	6%
\$35,000 to less than \$50,000	15%	15%	18%
\$50,000 to less than \$75,000	18%	18%	19%
\$75,000 to less than \$100,000	13%	14%	16%
\$100,000 to less than \$200,000	18%	20%	22%
\$200,000 or more	3%	2%	3%
Prefer not to answer	7%	7%	7%
Don't know	1%	1%	0%

# Appendix A

## Additional Data

# Appendix A: Additional Data

- Q3. What, if anything, do you like about Maine Harness Racing? (Aided, multiple responses)

Maine Harness Racing: Likes	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
Association with county/state fairs	1%
Fun (non-specific)	<1%
Know someone involved in sport	<1%
Brings income to Maine	<1%

# Appendix A: Additional Data (cont'd)

- Q4. What, if anything, do you dislike about Maine Harness Racing? (Aided, multiple responses)

Maine Harness Racing: Dislikes	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
Government funding	1%
Gambling/ Risk of addiction	1%
Not interested/ Boring	<1%
Cleanliness of venue	<1%
Lack of advertising	<1%
Reputation (non-specific)	<1%
Distance from location	<1%
Track needs improvement (non-specific)	<1%
Funded by casinos	<1%
Perception that sport is in decline	<1%
Lack of approval for Tribal Casino Rights	<1%

# Appendix A: Additional Data (cont'd)

- Q7. Why haven't you ever attended a harness racing event? (Aided, multiple responses)

Reasons For Not Having Attended a Harness Racing Event	
<i>"Other" Responses</i>	
Base: Respondents who have never attended a harness racing event (n=181)	
Dislike horse racing	1%
Allergic to smoke	1%
Dislike crowds	1%
Watch from outside fence	1%

# Appendix A: Additional Data (cont'd)

- Q10. What, if anything, do you like about attending harness racing events? (Aided, multiple responses)

Attending Harness Racing Events: Likes <i>"Other" Responses</i>	
Base: Respondents who have attended a harness racing event (n=319)	
Horses	2%
Brings income to Maine	<1%
Something to do	<1%

# Appendix A: Additional Data (cont'd)

- Q11. What, if anything, do you dislike about attending harness racing events? (Aided, multiple responses)

<b>Attending Harness Racing Events: Dislikes</b>	
<i>"Other" Responses</i>	
Base: Respondents who have attended a harness racing event (n=319)	
Not interested/ Boring	1%
Using horses for sport/income	1%
Perception that sport is in decline	1%
Smoke/ Air quality	<1%



# Appendix A: Additional Data (cont'd)

- Q25. What RADIO station(s) do you listen to most frequently? (Aided, multiple responses)

Radio Stations Listened to Most Frequently	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
WVOM, 103.9 FM	2%
WKIT, 100.3 FM	2%
KLOV, 104.7, 89.3 FM	2%
Sirius/ Sirius XM	2%
WCYY, 94.3 FM	1%
WQHR, 96.1 FM, "WQHR Presque Isle"	1%
WNSX, 97.7 FM, "Star 97.7" 92.3 FM	1%
WKSQ, 94.5 FM	1%
WABK, 104.3 FM	1%
WQCB, 106.5 FM	1%
WWMJ, 95.7 FM, "WWMJ Ellsworth"	1%
WJAB, 96.3 FM, "The Big Jab" 97.1 FM, "The Bear"	1%
XM Radio	1%
Satellite Radio (non-specific)	1%
KIXX, 94.7 FM	<1%
KIXX, 94.7 FM	<1%

Radio Stations Listened to Most Frequently (cont'd)	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
WBPW, 96.9 FM, "WBPW Presque Isle, Q96.9"	<1%
WHOU, 100.1 FM	<1%
WOZI, 101.9 FM, "WOZI Presque Isle" 102.5 FM	<1%
WBYA, 105.5 FM, "WBYA Isleboro"	<1%
WBAE, 107.1 FM, "The Bay"	<1%
WFMX, 107.9 FM	<1%
WGAN, AM 560	<1%
WLOB, AM 1310	<1%
WZON, AM 620, "The Zone"	<1%
WBZ Boston 101.3 FM	<1%
WTOS, 105.1	<1%
WMPG, 90.9 FM, "WMPG Gorham" 92.9 FM	<1%
93.5 FM	<1%
AIRL, 93.9 FM	<1%

Radio Stations Listened to Most Frequently (cont'd)	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
WPEI, 95.9 FM, "WPEI Saco" 97.3 FM, "Z97.3" 98.1 FM	<1%
WEBB, 98.5 FM	<1%
WKTJ, 99.3 FM	<1%
WHXR, 106.3 FM, "WHXR Scarborough" 107.3 FM, "Z107.3"	<1%
WLAM, AM 870	<1%
WSYY, 94.9 FM, "The Mountain" 95.1 FM	<1%
98.3 FM	<1%
WCRB, 99.5 FM	<1%
102.3 FM	<1%
105.9 FM	<1%
Channel X	<1%
I Heart Radio	<1%
Stephen King Station	<1%

# Appendix A: Additional Data (cont'd)

- Q26. Which of the following TELEVISION stations do you watch frequently? (Aided, multiple responses)

Television Stations Watched Most Frequently	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
FOX News	1%
HGTV	1%
MSNBC	1%
CNN	1%
History Channel	1%
Hallmark	<1%
ID TV	<1%
Ion	<1%
Me TV	<1%
USA	<1%
WABI (CBS/CW affiliate)	<1%
WAGM (CBS/FOX/CW affiliate)	<1%
Netflix	<1%
AMC	<1%
Animal Planet	<1%
CC Cowboy Channel	<1%

TV Stations Watched Most Frequently (cont'd)	
<i>"Other" Responses</i>	
Base: All respondents (n=500)	
CW	<1%
Discovery	<1%
Food Network	<1%
FOX Sports	<1%
Freeform	<1%
HBO	<1%
HLN	<1%
HMM	<1%
Oxygen	<1%
Syfy	<1%
Hulu	<1%
Roku	<1%
WLBZ (NBC affiliate)	<1%
NatGeo	<1%
Smithsonian	<1%

# Appendix B

## Questionnaire

# Appendix B: Questionnaire

Project #19.012

**Maine Harness Racing**  
**Maine Department of Agriculture, Conservation and Forestry**  
**Perceptions and Satisfaction Questionnaire (Web – Online Panel)**  
*(Second Draft – June 17, 2019)*

QUOTA: n=500

**INTRODUCTION**

Thank you for taking a few minutes out of your busy schedule to complete this questionnaire. It is about your perceptions of Harness Racing, regardless of whether you have attended a harness racing event or not. Your responses will remain strictly confidential. This survey is for research purposes only – we will not try to sell you anything.

**SCREENER**

A. Which of the following categories describes your age? *(Please select one response)*

- |   |    |                       |
|---|----|-----------------------|
| <input type="checkbox"/> Under 18             | 01 | (THANK AND TERMINATE) |
| <input type="checkbox"/> 18 to 24             | 02 | }                     |
| <input type="checkbox"/> 25 to 34             | 03 |                       |
| <input type="checkbox"/> 35 to 44             | 04 |                       |
| <input type="checkbox"/> 45 to 54             | 05 |                       |
| <input type="checkbox"/> 55 to 64             | 06 |                       |
| <input type="checkbox"/> 65 to 74             | 07 |                       |
| <input type="checkbox"/> 75 to 84             | 08 |                       |
| <input type="checkbox"/> 85 or older          | 09 | (CONTINUE)            |
| <input type="checkbox"/> Prefer not to answer | 98 | (THANK AND TERMINATE) |

B. In which state is your primary residence located? *(Please select one response)*

<<PULL DOWN MENU OF 50 STATES PLUS DISTRICT OF COLUMBIA IN ALPHA ORDER>>

IF MAINE IN QB CONTINUE, ELSE THANK AND TERMINATE

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C. This is important research, sponsored by the Maine Harness Racing Commission of the Maine Department of Agriculture, Conservation and Forestry, about Maine residents' perceptions of Maine Harness Racing. Regardless of whether you have attended a Maine Harness Racing Event or not, were you aware that harness racing is a current/ongoing sport in Maine? *(Please select one response)*

- Yes 1 (CONTINUE)  
 No 2 (THANK AND TERMINATE)

D. In which county is your primary residence located? *(Please select one response)* (DROP DOWN MENU. DO NOT RANDOMIZE LIST)

- |                                       |    |
|---------------------------------------|----|
| <input type="checkbox"/> Androscoggin | 01 |
| <input type="checkbox"/> Aroostook    | 02 |
| <input type="checkbox"/> Cumberland   | 03 |
| <input type="checkbox"/> Franklin     | 04 |
| <input type="checkbox"/> Hancock      | 05 |
| <input type="checkbox"/> Kennebec     | 06 |
| <input type="checkbox"/> Knox         | 07 |
| <input type="checkbox"/> Lincoln      | 08 |
| <input type="checkbox"/> Oxford       | 09 |
| <input type="checkbox"/> Penobscot    | 10 |
| <input type="checkbox"/> Piscataquis  | 11 |
| <input type="checkbox"/> Sagadahoc    | 12 |
| <input type="checkbox"/> Somerset     | 13 |
| <input type="checkbox"/> Waldo        | 14 |
| <input type="checkbox"/> Washington   | 15 |
| <input type="checkbox"/> York         | 16 |

**MAIN QUESTIONNAIRE**

1. How familiar are you with the sport of Maine Harness Racing? *(Please select one response)*

<u>Very Unfamiliar</u>										<u>Very Familiar</u>
1	2	3	4	5	6	7	8	9	10	

2. What is your overall impression of Maine Harness Racing? *(Please select one response)*

<u>Very Negative</u>										<u>Very Positive</u>
1	2	3	4	5	6	7	8	9	10	

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# Appendix B: Questionnaire (continued)

## RANDOMIZE Q3 AND Q4

3. What, if anything, do you **like** about Maine Harness Racing? *(Please select all that apply)*  
(REQUIRED. RANDOMIZE LIST)

- Family-friendly 01
- Low cost in comparison to other sporting events 02
- Wagering 03
- Excitement of races 04
- Commentators 05
- Activities at the track 06
- Rural jobs 07
- Track restaurants/Sit down dining 08
- Bars and Food Concessions 09
- Culture 10
- Off Track Betting options 11
- Tradition 12
- Horses 13
- Helpful, friendly staff 14
- Other *(Please specify)*: <<OTHER SPECIFY – ACCEPT UP TO 300 CHARACTERS>>
- Nothing 90

4. What, if anything, do you **dislike** about Maine Harness Racing? *(Please select all that apply)*  
(REQUIRED. RANDOMIZE LIST)

- Cost 01
- Wagering 02
- Noise level 03
- Commentators 04
- Activities at the track 05
- Track restaurants/Sit down dining 06
- Bars and Food Concessions 07
- Not family friendly 08
- Off Track Betting options 09
- Other *(Please specify)*: <<OTHER SPECIFY – ACCEPT UP TO 300 CHARACTERS>>
- Nothing 90

5. Based on your impressions, please rate your level of disagreement or agreement with each of the following statements about Maine Harness Racing. *(Please select one response for each statement)*  
(RANDOMIZE LIST)

<u>Statements</u>	<u>Strongly Disagree</u>	<u>Strongly Agree</u>
a. I like the culture of Maine harness racing	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
b. Horses are treated well	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
c. Maine harness racing is well regulated	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
d. Maine harness racing is fair	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
e. Maine harness racing should continue in Maine	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
f. I like to participate in Maine harness racing events	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
g. I like to watch Maine harness racing	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

6. Have you ever attended a harness racing event? *(Please select one response)*

- Yes 1 (SKIP TO Q8)
- No 2 (CONTINUE)

7. Why haven't you ever attended a harness racing event? *(Please select all that apply)* (REQUIRED. RANDOMIZE LIST)

- Unaware that they were happening 01
- Unsure of what to expect 02
- No time to attend 03
- No money to attend 04
- No interest in horses 05
- No interest in wagering 06
- Bad reviews from friends/family 07
- Other *(Please specify)*: <<OTHER SPECIFY – ACCEPT UP TO 300 CHARACTERS>>
- Prefer not to answer 98

SKIP TO Q12

# Appendix B: Questionnaire (continued)

8. Why have you attended a harness racing event? *(Please select all that apply)* (REQUIRED. RANDOMIZE LIST)

- Saw advertisements 01
- Good reviews from friends/family 02
- Interested in horses 03
- Interested in wagering 04
- New experience 05
- Know someone involved in the sport 06
- Attended a fair where racing was happening 07
- Attended with friends 08
- Other *(Please specify)*: <<OTHER SPECIFY – ACCEPT UP TO 300 CHARACTERS>>
- Prefer not to answer 98

9. On average, how often do you attend harness racing events each year? *(Please write-in or select one response. A best estimate is fine)*

\_\_\_\_\_ Harness racing events attended, on average, per year

- Attend less than one harness racing event on average each year 990
- Have attended only a couple of harness racing events ever 991
- Have attended only one harness racing events ever 992

## RANDOMIZE Q10 AND Q11

10. What, if anything, do you like about attending Harness Racing events? *(Please select all that apply)* (REQUIRED. RANDOMIZE LIST)

- Family-friendly 01
- Low cost in comparison to other sporting events 02
- Wagering 03
- Excitement of races 04
- Commentators 05
- Activities at the track 06
- Clean restrooms 07
- Track restaurants/Sit down dining 08
- Bars and Food Concessions 09
- Crowd participation 10
- Comfortable seating 11
- Quality of the facility 12
- Helpful, friendly staff 13
- Other *(Please specify)*: <<OTHER SPECIFY – ACCEPT UP TO 300 CHARACTERS>>
- Nothing 90
- Prefer not to answer 98

11. What, if anything, do you dislike about attending Harness Racing events? *(Please select all that apply)* (REQUIRED. RANDOMIZE LIST)

- Cost 01
- Wagering 02
- Noise level 03
- Commentators 04
- Activities at the track 05
- Track restaurants/Sit down dining 06
- Bars and Food Concessions 07
- Unclean restrooms 08
- Uncomfortable seating 09
- Not family-friendly 10
- Quality of the facility 11
- Other *(Please specify)*: <<OTHER SPECIFY – ACCEPT UP TO 300 CHARACTERS>>
- Nothing 90
- Prefer not to answer 98

12. Do you wager (place bets) on harness racing? *(Please select one response)*

- Yes 1 (CONTINUE)
- No 2 (SKIP TO Q14)

13. Where do you wager (place bets) on harness racing? *(Please select all that apply)* (RANDOMIZE LIST)

- At harness racing events 1
- OTB (Off track betting) 2
- Online 3
- Other *(Please specify)* <<OTHER SPECIFY – ACCEPT UP TO 500 CHARACTERS>>

14. Have you watched and/or participated in harness racing at one or both of Maine's commercial tracks? *(Please select all that apply)*

- Bangor Raceway 1 (CONTINUE)
- Scarborough Downs 2 (SKIP TO Q17)
- No 3 (SKIP TO Q19)

## RANDOMIZE Q15/Q16 AND Q17/Q18

# Appendix B: Questionnaire (continued)

15. Please rate your overall experience at **Bangor Raceway**. (Please select one response)

<u>Poor</u>										<u>Excellent</u>	
1	2	3	4	5	6	7	8	9	10		

16. Please rate **Bangor Raceway** on the following features. If you did not experience the feature, please select, "NA." (Please select one response for each statement) (RANDOMIZE LIST)

<u>Features</u>	<u>Poor</u>										<u>Excellent</u>		<u>NA</u>
a. Competitiveness of races	1	2	3	4	5	6	7	8	9	10	90		
b. Quality of racers	1	2	3	4	5	6	7	8	9	10	90		
c. Cleanliness	1	2	3	4	5	6	7	8	9	10	90		
d. Food	1	2	3	4	5	6	7	8	9	10	90		
e. Cost	1	2	3	4	5	6	7	8	9	10	90		
f. Seating comfort	1	2	3	4	5	6	7	8	9	10	90		
g. Ability to see the races	1	2	3	4	5	6	7	8	9	10	90		
h. Overall quality of facility	1	2	3	4	5	6	7	8	9	10	90		
i. Staff	1	2	3	4	5	6	7	8	9	10	90		

17. Please rate your overall experience at **Scarborough Downs**. (Please select one response)

<u>Poor</u>										<u>Excellent</u>	
1	2	3	4	5	6	7	8	9	10		

18. Please rate **Scarborough Downs** on the following features. If you did not experience the feature, please select, "NA." (Please select one response for each statement) (RANDOMIZE LIST)

<u>Features</u>	<u>Poor</u>										<u>Excellent</u>		<u>NA</u>
a. Competitiveness of races	1	2	3	4	5	6	7	8	9	10	90		
b. Quality of racers	1	2	3	4	5	6	7	8	9	10	90		
c. Cleanliness	1	2	3	4	5	6	7	8	9	10	90		
d. Food	1	2	3	4	5	6	7	8	9	10	90		
e. Cost	1	2	3	4	5	6	7	8	9	10	90		
f. Seating comfort	1	2	3	4	5	6	7	8	9	10	90		
g. Ability to see the races	1	2	3	4	5	6	7	8	9	10	90		
h. Overall quality of facility	1	2	3	4	5	6	7	8	9	10	90		
i. Staff	1	2	3	4	5	6	7	8	9	10	90		

19. Have you attended a Maine Agricultural fair in the last five years? (Please select one response)

- Yes 1 (CONTINUE)
- No 2 (SKIP TO Q23)

20. Which Maine agricultural fair(s) have you attended in the **past five years**? (Please select all that apply) (DO NOT RANDOMIZE LIST)

- Acton Fair 01
- Bangor State Fair 02
- Blue Hill Fair 03
- Clinton Lions Ag. Fair 04
- Common Ground Fair 05
- Cumberland Fair 06
- Farmington Fair 07
- Fryeburg Fair 08
- Harmony Fair 09
- Houlton Fair 10
- Litchfield Fair 11
- Maine Farm Days 12
- Monmouth Fair 13
- New Portland Lion's Fair 14
- Northern Maine Fair 15
- Ossipee Valley Fair 16
- Oxford County Fair 17
- Piscataquis Valley Fair 18
- Pittston Fair 19
- Skowhegan State Fair 20
- Springfield Fair 21
- Topsham Fair 22
- Union Fair 23
- Waterford World's Fair 24
- Windsor Fair 25

Other (Please specify) <<OTHER SPECIFY – ACCEPT UP TO 100 CHARACTERS>>

21. What is your favorite attraction at Maine agricultural fairs? (Please select one response) (RANDOMIZE LIST)

- Animals 1
- Exhibits 2
- Food 3
- Rides 4
- Demonstrations 5
- Harness racing 6
- Demolition derby / monster trucks 7
- Music 8

Other (Please specify) <<OTHER SPECIFY – ACCEPT UP TO 100 CHARACTERS>>

# Appendix B: Questionnaire (continued)

22. Have you watched and/or participated in harness racing at a Maine agricultural fair in the **past five years**? *(Please select one response)*

- Yes 1
- No 2

23. In the past year, have you seen or heard any advertising about Maine harness racing? *(Please select one response)*

- Yes 1 (CONTINUE)
- No 2 (SKIP TO Q25)

24. Where have you seen or heard advertising about Maine harness racing in the past year? *(Please select all that apply)* (RANDOMIZE LIST)

- Newspapers/Magazines 01
- Radio 02
- Television 03
- Online advertising (banner ads) 04
- Website 05
- Social media (Facebook, Instagram, etc.) 06
- Other *(Please specify)* <<OTHER SPECIFY – ACCEPT UP TO 100 CHARACTERS>>

25. What RADIO station(s) do you listen to frequently? *(Please select all that apply)* (RANDOMIZE LIST)

- WBLM, 102.9 FM, "102.9 WBLM" 01
- WFNK, 107.5 FM, "FRANK FM" 02
- WJBQ, 97.9 FM, "Q97.9" 03
- WPOR, 101.9 FM, "WPOR 101.9" 04
- WHOM, 94.9 FM, "94.9 HOM" 05
- WTHT, 99.9, 99.3 FM, "THE WOLF" 06
- WCLZ, 98.9 FM, "98.9 WCLZ" 07
- WMGX, 93.1 FM, "COAST 93.1" 08
- WYNZ, 100.9 FM, "REWIND 100.9" 09
- Maine Public Radio 10
- Maine Public Classical, 91.5, 93.7, 96.7, 99.7, 102.3, 104.1, 106.1 FM 11
- Other *(Please specify)* <<OTHER SPECIFY – ACCEPT UP TO 100 CHARACTERS>>
- None 90

26. Which of the following TELEVISION stations do you watch frequently? *(Please select all that apply)* (RANDOMIZE LIST)

- NBC 01
- CBS 02
- ABC 03
- PBS 04
- FOX 05
- ESPN 06
- NBC Sports 07
- NESN 08
- Other *(Please specify)* <<OTHER SPECIFY – ACCEPT UP TO 100 CHARACTERS>>
- None 90

27. Which of the following NEWSPAPERS do you read occasionally or subscribe to? *(Please select all that apply)* (RANDOMIZE LIST)

- Bangor Daily News 1
- Journal Tribune 2
- Kennebec Journal 3
- Maine Sunday Telegram 4
- Morning Sentinel 5
- Portland Press Herald 6
- Sun Journal 7
- Times Record 8
- Daily Bulldog 9
- Coastal Journal 10
- Franklin Journal 11
- A local weekly paper 12
- None 90

28. Do you use Facebook? *(Please select one response)*

- Yes 1
- No 2
- Prefer not to answer 8



# Appendix B: Questionnaire (continued)

29. Which of the following nationally televised horse racing events do you watch on television? (Please select all that apply)

- Kentucky Derby 1
- Preakness 2
- Belmont Stakes 3
- I have not watched any national harness racing events on television 4

30. Have you ever been to Hollywood Casino in Bangor or Oxford Casino in Oxford? (Please select one response)

- Yes 1
- No 2
- Prefer not to answer 8

31. Have you been to any other casinos? (Please select one response)

- Yes 1
- No 2
- Prefer not to answer 8

32. Do you participate in sports betting? (Please select one response)

- Yes 1
- No 2
- Prefer not to answer 8

33. How much money do you spend on gambling, on average per year? (Please select one response)

- \$0 1
- \$1-100 2
- \$101-500 3
- \$501-1,000 4
- \$1,001-2,000 5
- \$2,001-3,000 6
- \$3,001 or more 7
- Prefer not to answer 8

34. Which of the following leisure activities do you enjoy? (Please select all that apply) (RANDOMIZE LIST)

- Attend concerts 1
- NASCAR 2
- Hunting 3
- Fishing 4
- Football 5
- Baseball 6
- Hockey 7
- Basketball 8
- None of the above 9

#### CLASSIFICATION

35. The remaining questions are for classification purposes only and will not be used to identify you in any way. What is your marital status? (Please select one response)

- Single, never married 1
- Married or Partnered 2
- Previously married 3
- Prefer not to answer 8

36. Do you have any children under the age of 18 living in your household? (Please select one response)

- Yes 1
- No 2
- Prefer not to answer 8

37. What is your employment status? (Please select one response)

- Employed full-time (30 hours or more) 1
- Employed part-time (less than 30 hours) 2
- Unemployed 3
- Retired 4
- Stay at home parent 5
- Military 6
- Student 7
- Prefer not to answer 8

# Appendix B: Questionnaire (continued)

38. What is the highest level of education you have completed? *(Please select one response)*

- Less than high school degree 1
- High school degree 2
- Some college 3
- Two year college/technical degree 4
- Four year college degree 5
- Some Graduate work 6
- Graduate degree (Masters, PhD, etc.) 7
- Prefer not to answer 8

39. Into which of the following general categories does your 2018 household income before taxes fall?  
*(Please select one response)*

- Under \$25,000, 1
- \$25,000 to less than \$35,000, 2
- \$35,000 to less than \$50,000, 3
- \$50,000 to less than \$75,000, 4
- \$75,000 to less than \$100,000, 5
- \$100,000 to less than \$200,000 6
- \$200,000 or more 7
- Prefer not to answer 8
- Don't know 9

40. Please select the gender with which you most closely associate. *(Please select one response)*

- Female 1
- Male 2
- Gender neutral 3
- Prefer not to answer 8

**Thank you very much for your time!**

# For More Information

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