

Gaming Industry Human Resources Survey

A recent survey conducted by Fairleigh Dickinson University's PublicMind looked at four critical Human Resources issues in the Gaming Industry: Headcount, Turnover, Salary and the Use of Employee Feedback. "The goal of our studies will be to provide information which can be invaluable for HR Executives when making strategic decisions", said Rich Higginson, Director of Market Research for PublicMind.

BACKGROUND & DISPOSITION

The following data was derived from a larger online research study conducted by Fairleigh Dickinson University's PublicMind™ in partnership with Casino Careers Online. Emails were sent to 730 HR executives from the CCO database. In total, PublicMind received approximately 70 usable surveys.

Ownership of the participating organizations was equally split between Private (36%) and Native American (36%). This was followed by Public ownership (19%) and Other (9%). The top 3 establishment types were Casino (61%), Card (28%) and Bingo (21%).

HEADCOUNT

Despite the current economic environment, more than 90% of HR Executives expect their 2009 end of year management and line employee headcount to be equal to or greater than their end of year 2008 levels. Reductions were felt across the board last year. Management headcount was lower than their 2007 levels in 22% of the organizations and line employee headcount was down in 40%.

In comparing full time employees, HR Executives report a ratio of 3:1 mid-managers to senior managers; line employees outnumber all management employees by a ratio of approximately 9:1.

TURNOVER

More than 8 out of 10 say their overall management and line employee turnover in 2008 was equal to or less than the 2007 turnover

levels. Turnover rates ranged from 7% for Senior Managers to a high of 31% for Non-Union Line employees.

Involuntary staff reductions hit many industries in 2008 and the Gaming Industry was no exception. Senior management and mid-management levels were impacted by involuntary reductions in 23% and 32% of the organizations, respectively. Hardest hit were those in the line positions; 41% of the organizations report involuntary reductions at the non-union line employee level and 29% did so at the union line level.

SALARY

Salary treatments in 2008 compared favorably with 2007, as more than 95% indicate salaries increased or remained the same across their organizations.

Similarly, approximately 90% say their organization's 2009 budgeted salaries were equal to or greater than those in 2008. These findings were consistent across both management and line employees.

USE OF EMPLOYEE FEEDBACK

More than 50% of the HR Executives report their organizations do not conduct employee surveys with any of their employee base (Sr. Management, Mid-Management or Line).

Similarly, 20% do not conduct exit interviews with either management or line employees. Most surprising is the fact that more than 27% do not interview Senior Management when they leave the organization. "It is surprising that so many miss the opportunity to gather critical employee data that could help improve the overall well being of their organizations", said Donald Hoover, a professor in FDU's International School of Hospitality and Tourism Management and a former casino executive..

For more information regarding this survey, or for future survey needs, contact Rich Higginson or Donald Hoover.