

GAMBLING ATTITUDES AND BEHAVIORS IN IOWA

MCPGSA 2015

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Behavioral Research



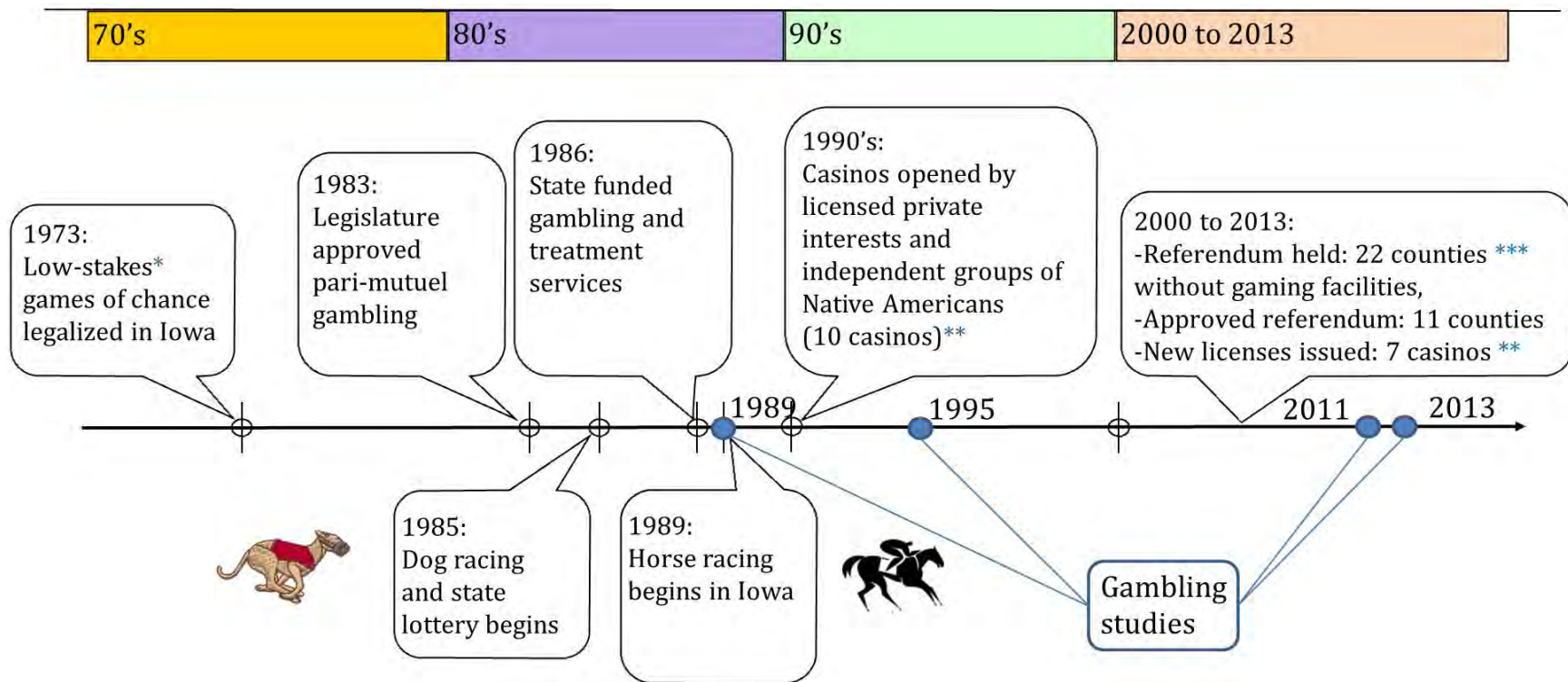
Objectives

- Understand the key findings of the 2013 Attitudes and Behaviors Report on Iowans
- Become familiar with the tools used to estimate population prevalence of gambling
- Identify key implications for prevention, intervention, and treatment services.

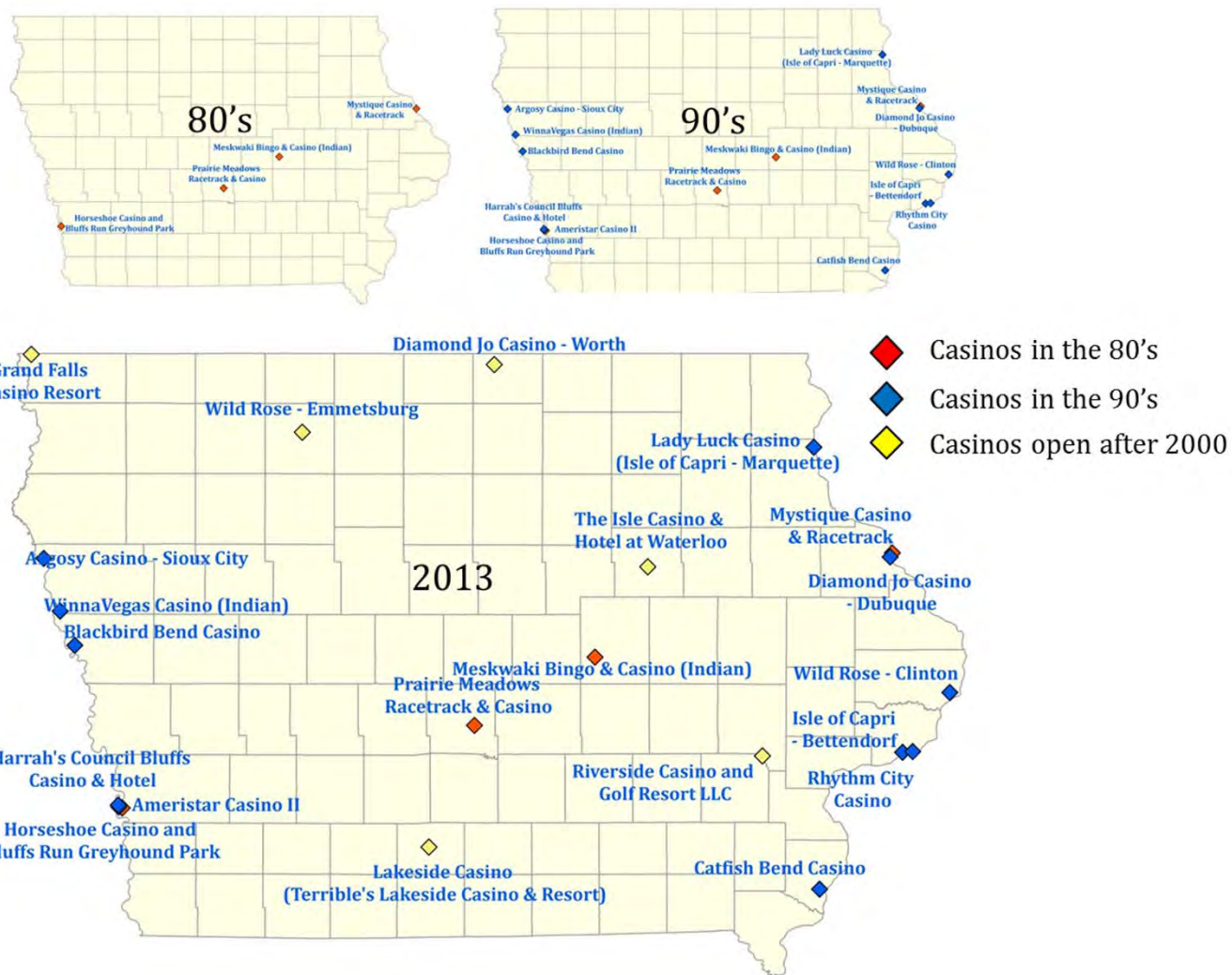
Do you know the answers about problem gambling in your state?

- Types and Frequencies of gambling activities?
- Prevalence of problem gambling?
- Risk Factors?
- Co-morbidity?
- Awareness of treatment services available?
- Awareness how to access help?

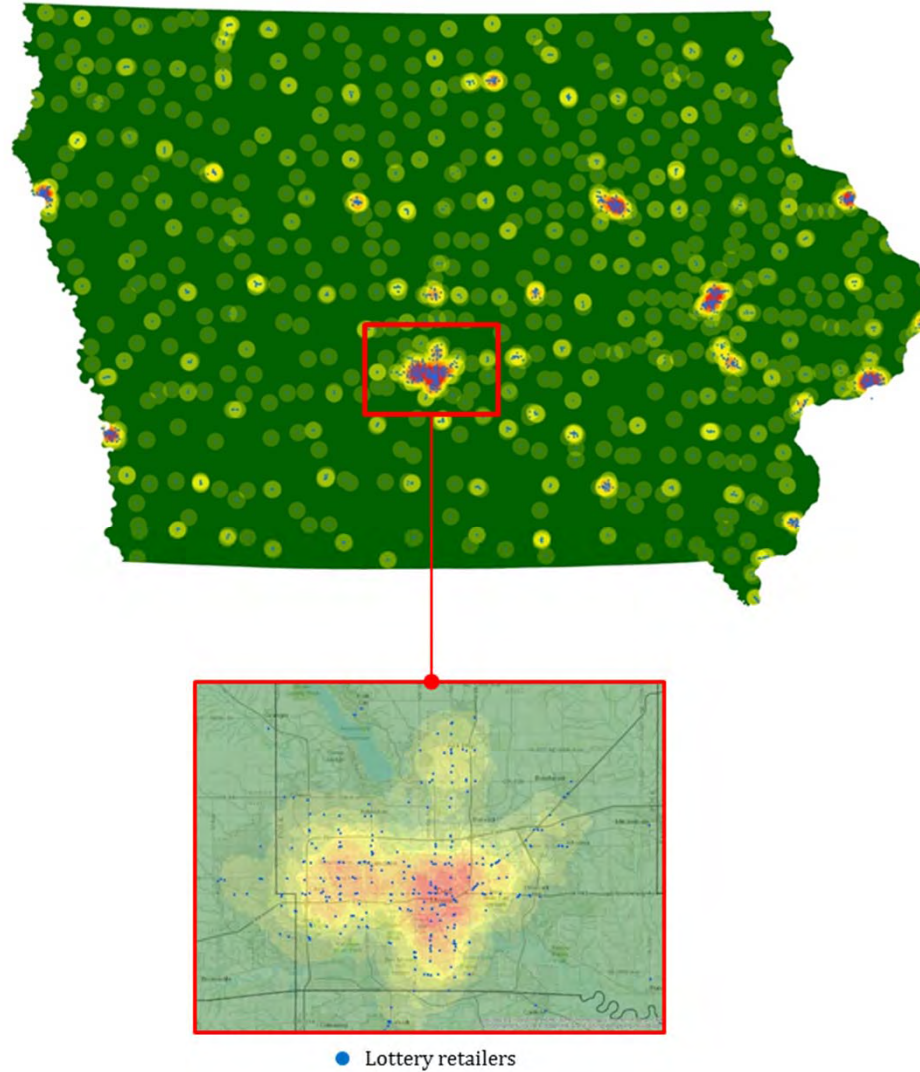
Iowa's Gambling History



Casino Growth in Iowa



Lottery Retailer Locations



Iowa Gambling Treatment Program (IGTP) Locations



We wanted to know more about gambling in Iowa. . .

- Gambling and Problem Gambling in Iowa Studies
 - First statewide survey - 1989 by Rachel A. Volberg, Ph.D.
 - [Follow-up survey in 1995](#)
 - 1,500 Respondents (18 and older)
- [Iowa Behavioral Risk Factor Surveillance System \(BRFSS\)](#)
 - In 2004 three gambling questions added
 - Annual Survey of Iowans 18 and older
 - 5,000 household telephone surveys
 - In 2015
 - BBGS replaces previous questions and includes a pre-screening question . . . “have you gambled in the past 12 months”

We wanted to know more about gambling in Iowa. . .

- [Iowa Youth Survey](#)
 - Biennial Survey of 6th, 8th, and 11th Graders
 - Gambling questions have been part of the survey since 1999
 - [Problem Gambling Questions Report](#) (2012)
 - 2014 report coming soon!
- College Students (2013)
 - [Pilot Study of Gambling Attitudes and Behaviors Among Iowa College Students](#)

We wanted to know more about gambling in Iowa. . .

- [Gambling Attitudes and Behaviors: A 2011 Survey of Adult Iowans](#)
- [Gambling Attitudes and Behaviors: A 2013 Survey of Adult Iowans](#)
- Planning for 2015/2016 survey
- Funded by the Iowa Gambling Treatment Program
 - Conducted by UNI – CSBR

Gambling Attitudes and Behaviors in Iowa

- The 2011 Survey
 - 1,700 Respondents
 - Address-based sample/Telephone (1,230) and Online (470)
- The 2013 Survey
 - 1,826 Respondents
 - Dual-frame (land and cell) random digit dial (DFRRD) telephone sampling methodology.
 - 564 landlines and 1,262 cell phone

Gambling Attitudes and Behaviors in Iowa

- Considerable change in the gambling landscape in last 30 years in Iowa
 - Increase in gambling opportunities
 - 18 licensed Casinos (#19 opens in August)
 - 3 Tribal Casinos
 - 2,400 Lottery outlets
 - Iowa Lottery has been around 30 years (May 1985)
 - 2,600 licensed social gaming events (raffles, bingo, etc.)
 - Numerous Internet, online gaming/gambling, and illegal gaming opportunities

Gambling Attitudes and Behaviors: A 2013 Survey of Adult Iowans

A

The Tools

- Survey Tool
 - Development of Questions
 - It uses multiple sources (US & Canada)
 - NODS -DSM IV screen for Gambling problems
 - Problem Gambling Severity Index (PGSI)
 - Gambling behavior
 - Attitudes questions
 - Length/Time

A

How Did We Define Gambling?

- Slot machines,
- Table games at a casino such as poker, roulette, craps, and blackjack
- Video poker, video keno, or video blackjack,
- Dice games,
- Scratch tickets or pull tabs,
- Lotteries such as Powerball, Hot Lotto, Mega Millions, and daily numbers,
- Racetracks (either horses or dogs),
- Bingo,
- Bets or wagers on card games with friends, family, or others but not at a casino,

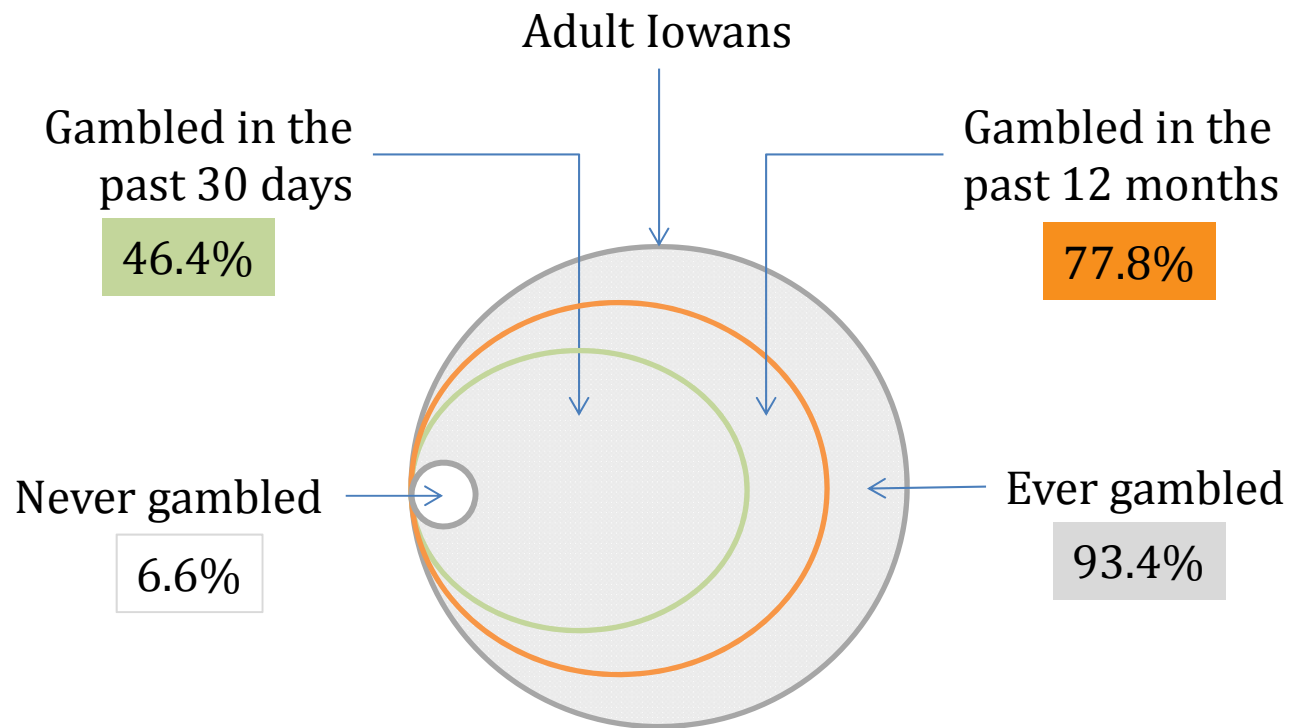
A

How Did We Define Gambling?

- Bets or wagers on fantasy sports leagues or games (included only if there was an entry fee to play),
- Office pools such as college basketball tournaments or “delivery dates” for babies,
- Other sports betting on professional, college, and amateur games or events,
- Raffle tickets including those in support of charitable causes,
- Online gambling using the Internet,
- Live keno,
- Video lottery machines,
- High-risk trading of stocks, commodities, or futures, and
- Bets or gambling using some other game, activity, or event not listed.

A

Overview



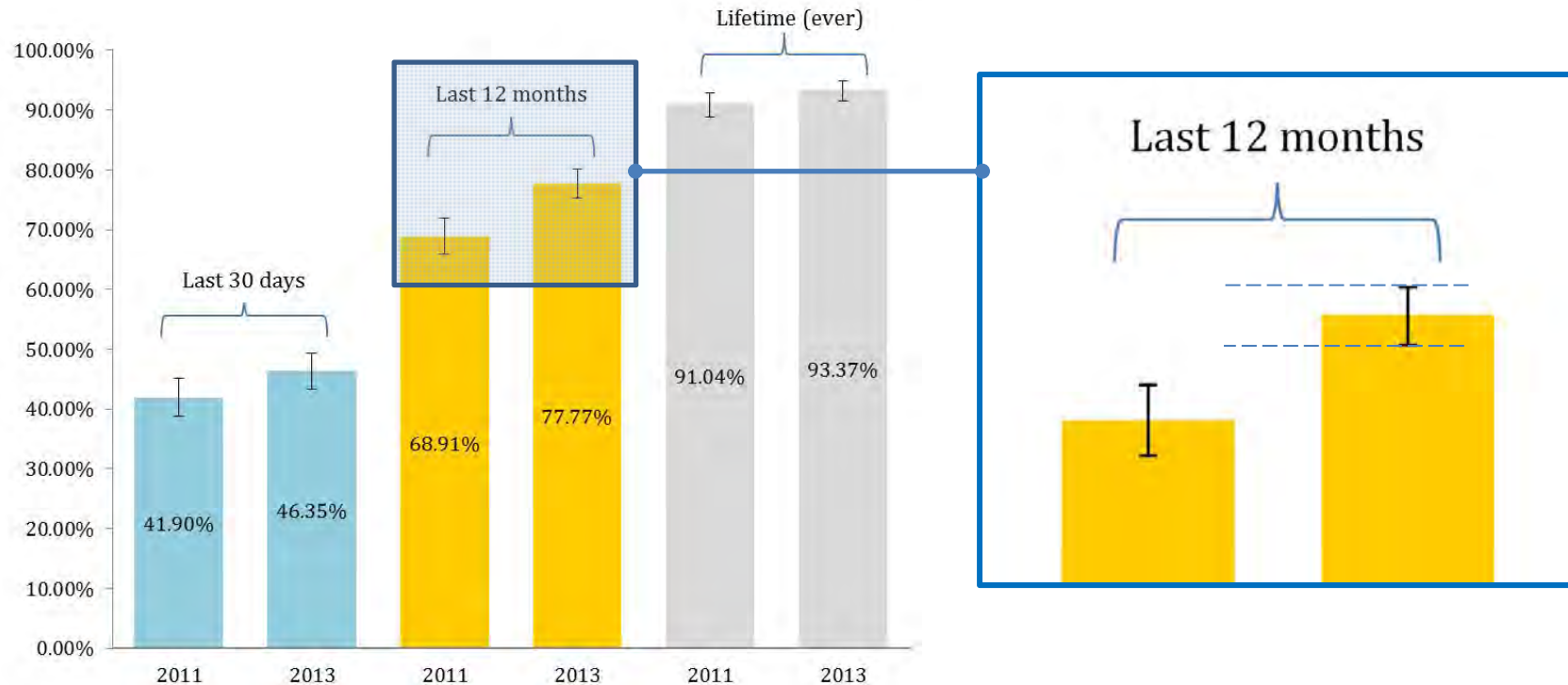
Methodology

The 2013 Survey of Public Attitudes and Behaviors toward Gambling used:

- Dual-frame (land and cell) random digit dial (DFRRD) telephone sampling
- A total of 1,826 interviews (564 landlines and 1,262 cellphones) were completed from September 2013 to December 2013.
- The data was weighted to reflect the state adult (18+years) population

A

Overview



- *95% Confidence interval* are values above and below the point estimate that indicate with 95% probability the upper and lower range that the “true” population parameter falls.
- The *confidence interval (CI)* is important when comparing the point estimates between 2011 and 2013 data. In this figure the range of CI values is indicated as “I” at the top of each bar. These small ‘lines’ are drawn in scale across the report

A

Overview

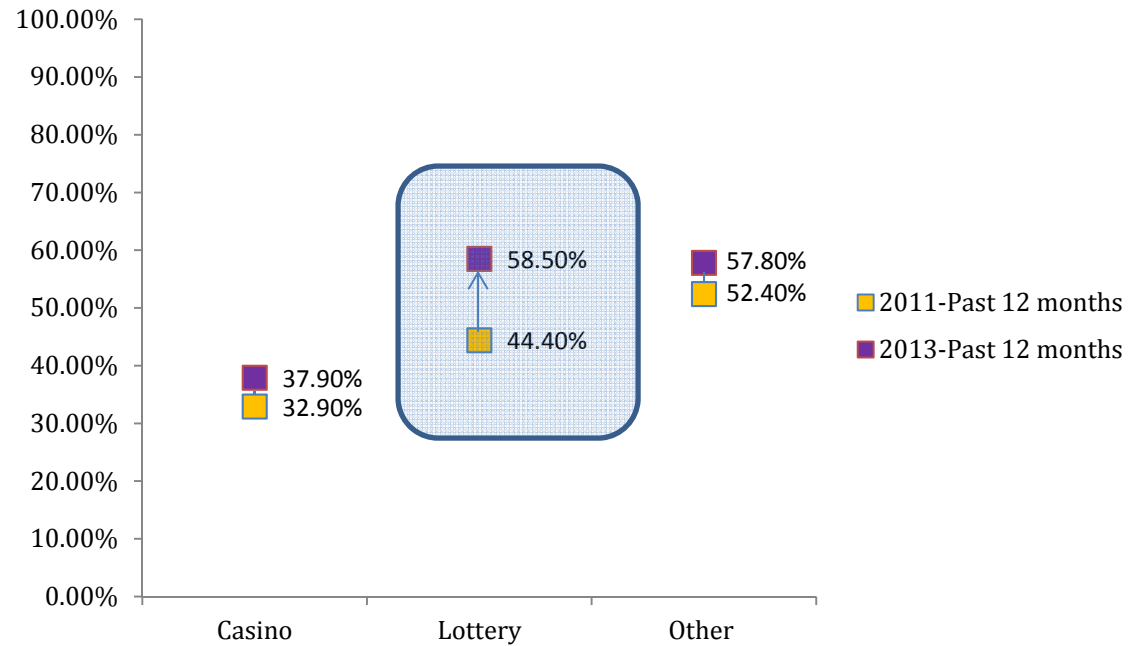
Population estimates of gambling behavior in Iowa

	Year	Pop Est n	Percent	SE Percent	Lower 95%	Upper 95%	DEFF
Gambled in the past 30 days	2011	965,855	41.90	1.63	38.74	45.14	
	2013	1,071,060	46.35	1.53	43.36	49.36	1.72
Gambled in the past 12 months	2011	1,588,290	68.91	1.55	65.91	71.86	
	2013	1,797,220	77.77	1.25	75.22	80.12	1.64
Ever gambled	2011	2,098,351	91.04	0.99	88.89	92.80	
	2013	2,157,704	93.37	0.81	91.59	94.79	1.94

The Design Effect (**DEFF**) is a measure to adjust the variance in a cluster sampling design. It inflates the variances to allow a correct estimation of the parameters

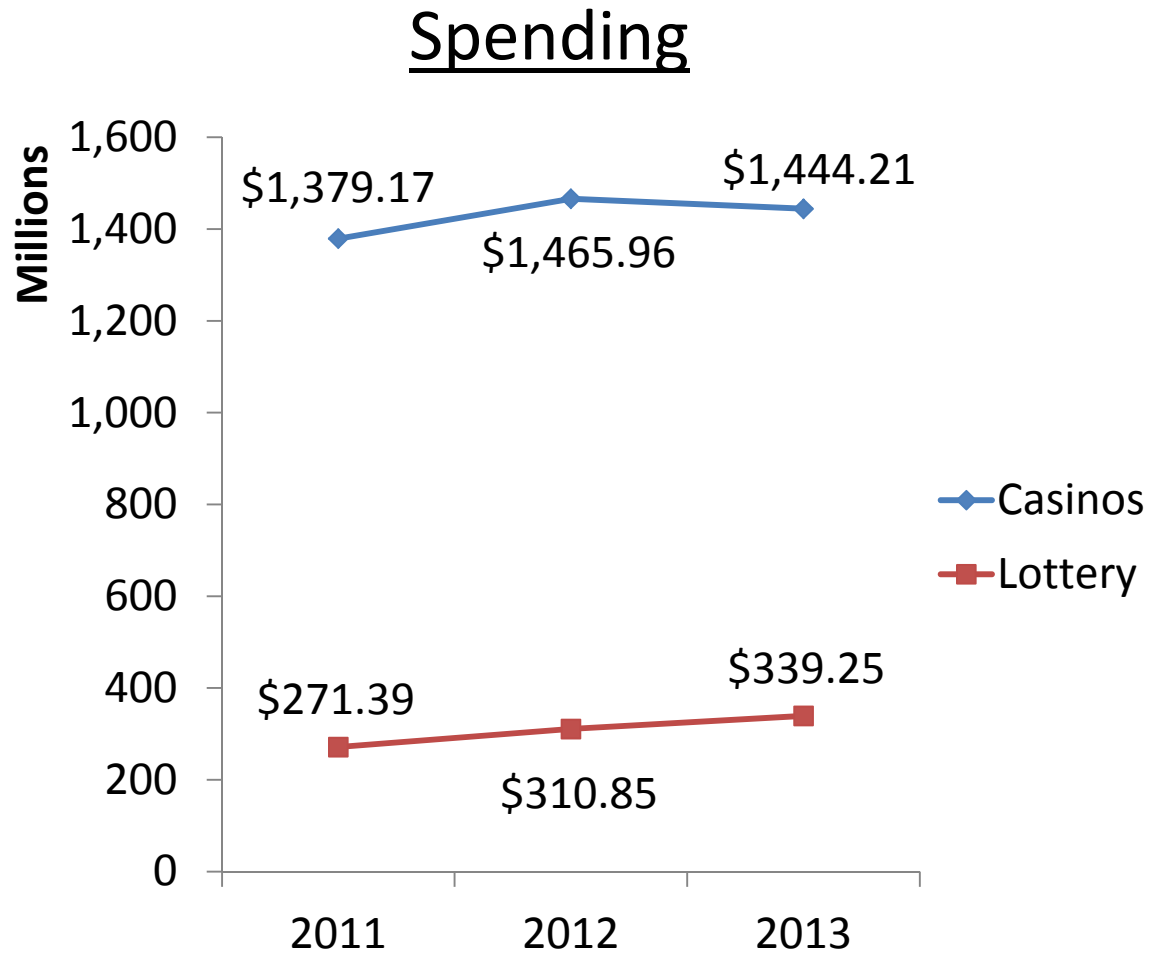
B

Where is the increase?



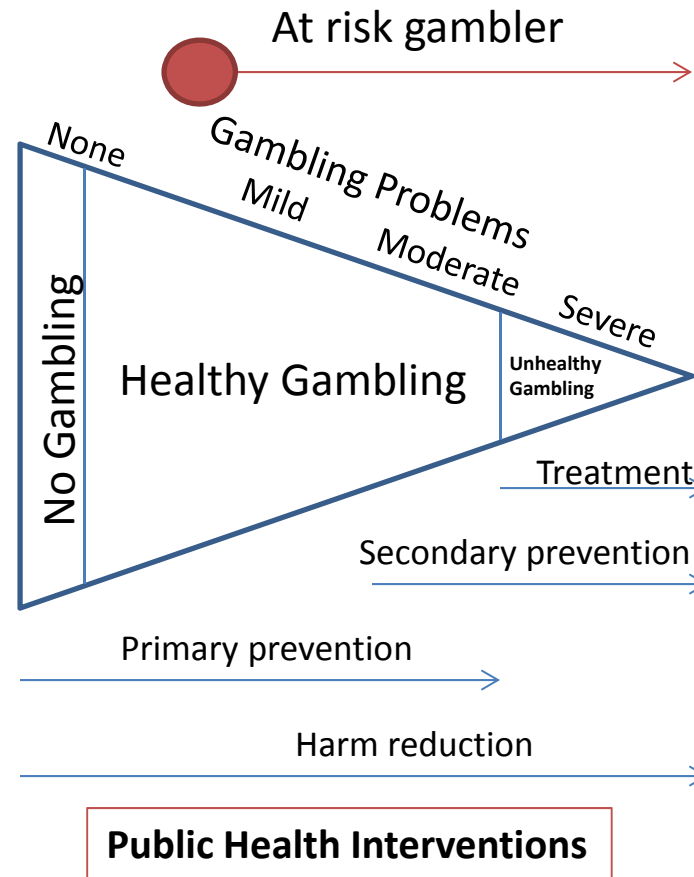
B

Where is the increase?



C

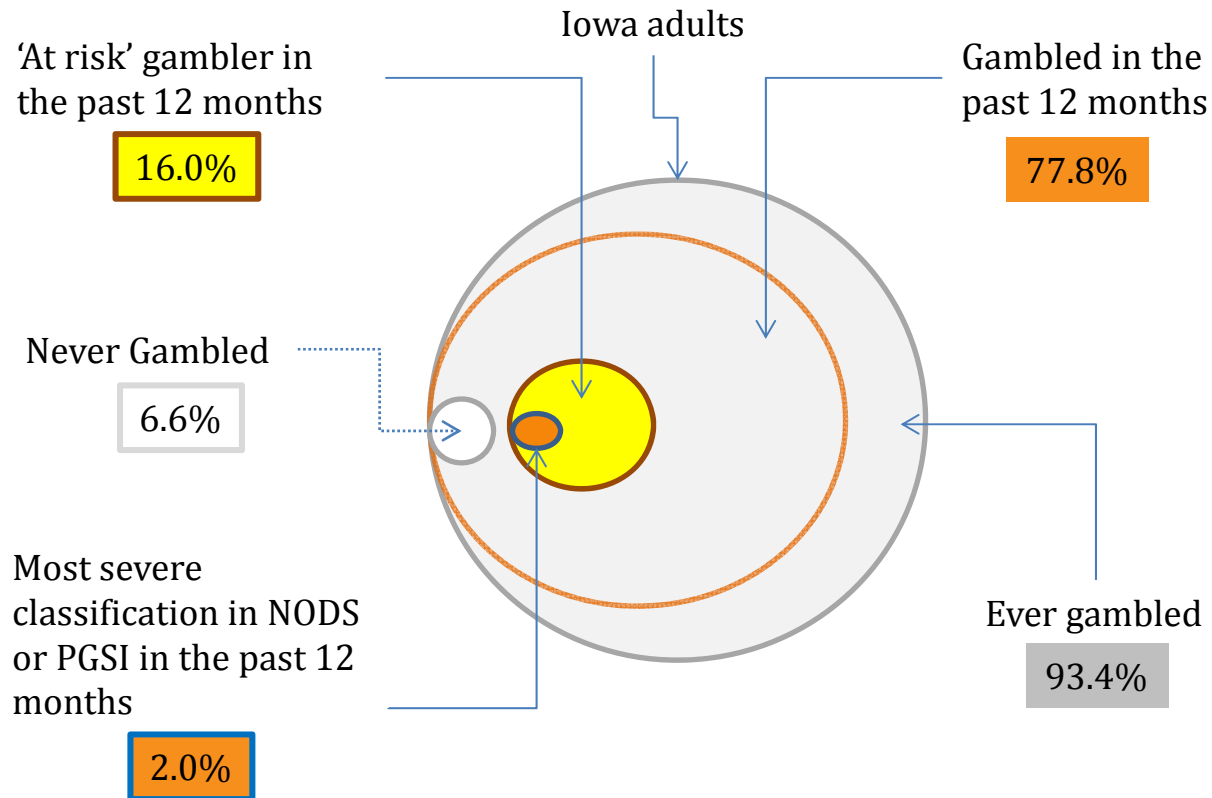
Public Health Approach*



*Korn & Shaffer 1999

C

At risk gambler



Using the National Opinion Research Center's DSM-IV Screen for Gambling Problems, commonly referred to as the NODS, the prevalence of "probable pathological gambling" among adult Iowans was 0.9% for lifetime (*ever*) and 0.4% for the past 12 months. The rates of gambling pathology in the past 12 months in 2013 were not significantly higher than in 2011. It is estimated that more than 8,000 adult Iowans may be classified as pathological gamblers in the past 12 months



At risk gambler

Gambling Activities

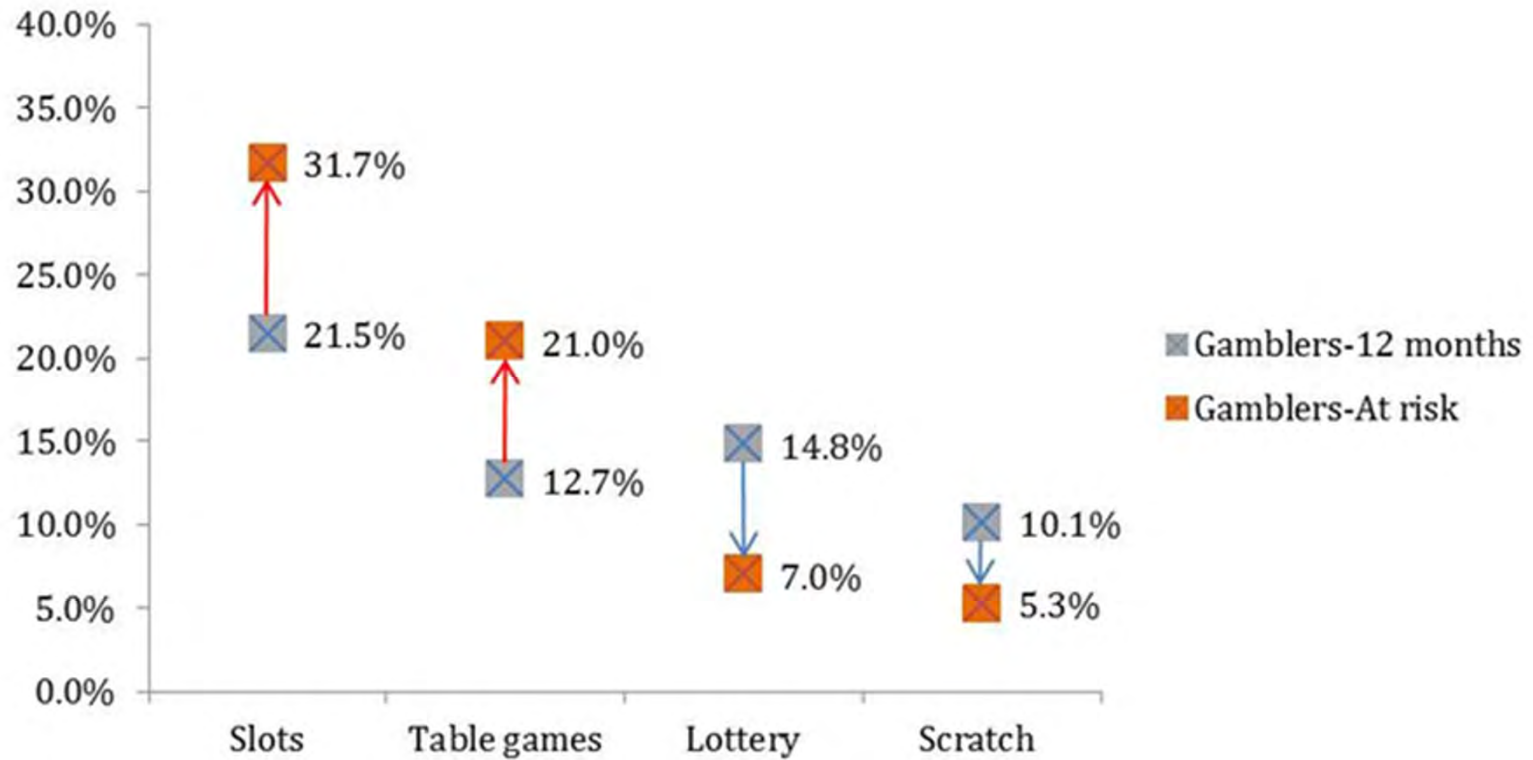


Aggregated gambling activities (in the past 12 m)
Iowans who gambled & at risk gamblers

C

At risk gambler

Gambling Preferences

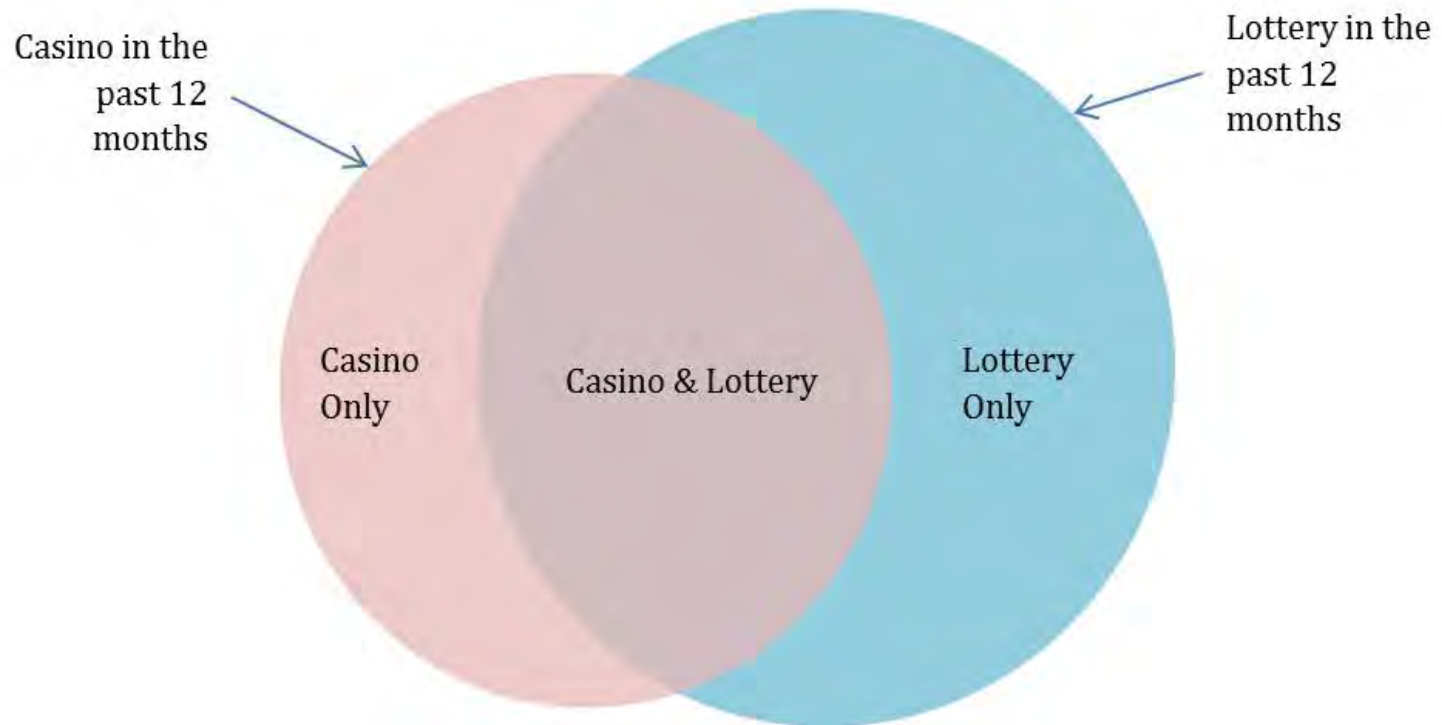


Preferred gambling activities (in the past 12 m)
Iowans who gambled & at risk gamblers

C

At risk gambler

Gambling Activities



Grouping gambling activities (in the past 12 m)

C

At risk gambler

	Year	Pop Est n	Percent
Casino only	2013	172,965	7.48
Lottery only	2013	649,550	28.11
Casino and lottery	2013	703,287	30.43

		Casinos only %	Lotteries Only %	Casinos & lotteries %
At risk gamblers	Yes	28.8	11.8	30.6
	No	71.2	88.2	69.4

D

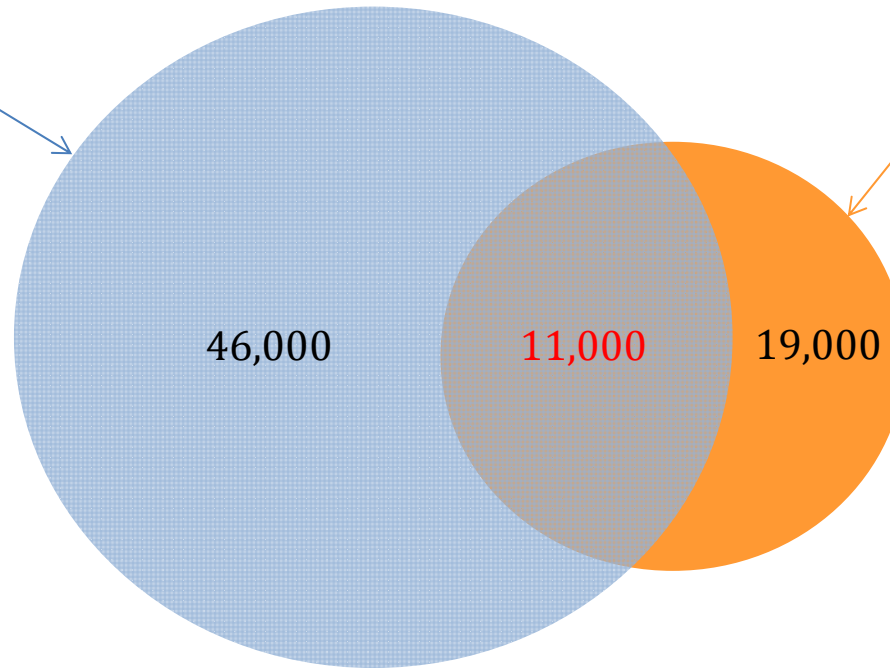
Gambling Disorder

	Year	Pop Est n	Percent
Any NODS or PGSI problem gambling symptoms (at risk)	2011	303,315	13.08
	2013	369,004	15.97
Most severe classification with NODS or PGSI (problem or pathological)	2011	13,036	0.56
	2013	46,307	2.00

D

Gambling Disorder (cont.)

NODS or PGSI
most severe
classification
(problem or
pathological
gambler)

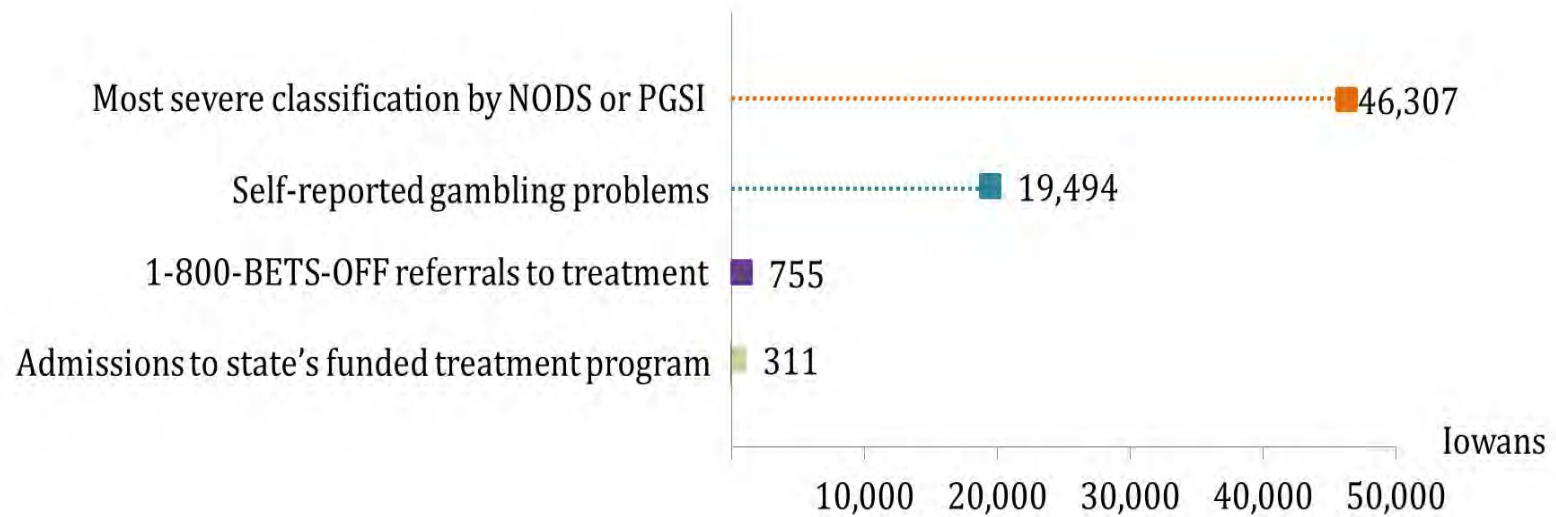


Self-reported
gambling
problem

For the treatment perspectives, **self-awareness** of gambling problems is critical to initiate the help seeking. About three-fourths of gamblers who were classified as disordered gamblers did not recognized that they may have gambling problems.

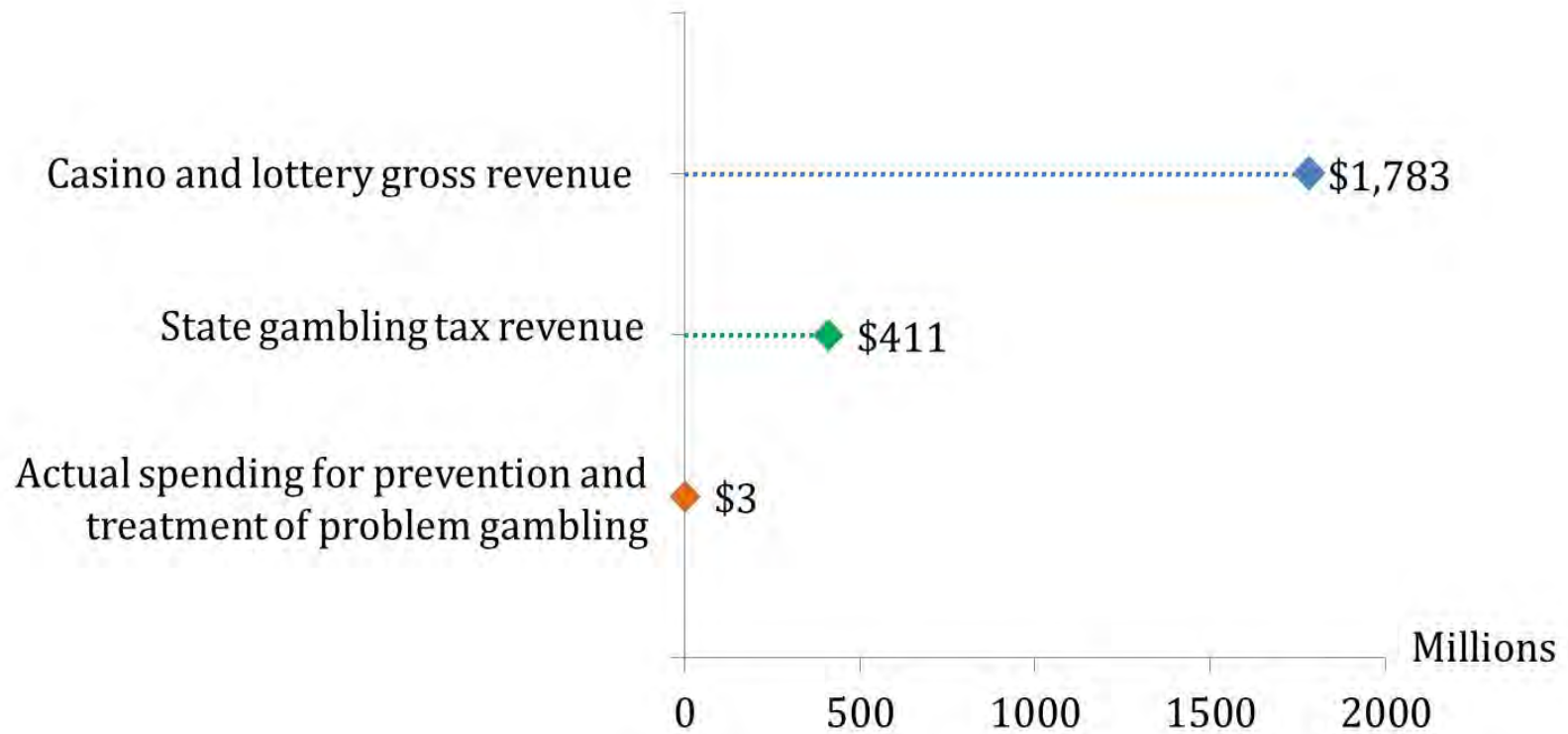


Seeking Help



E

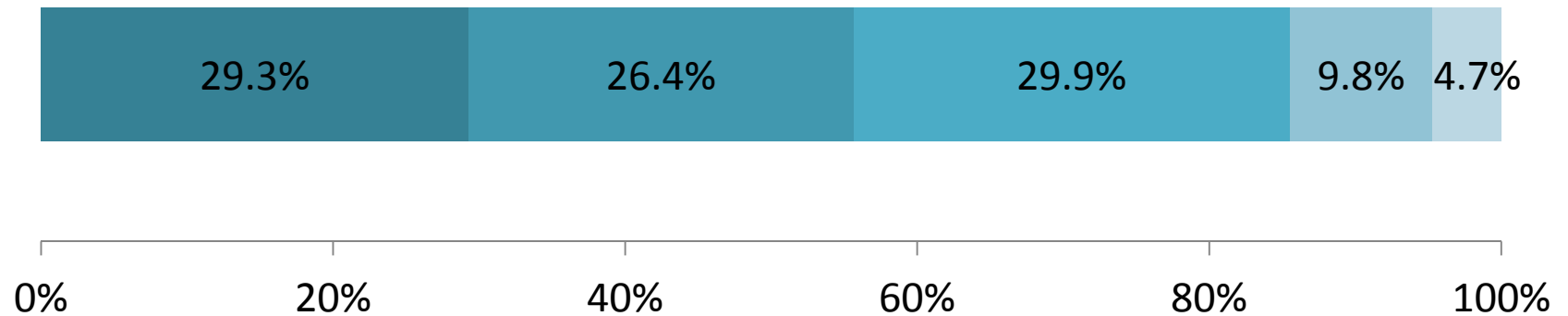
Revenue and Funding





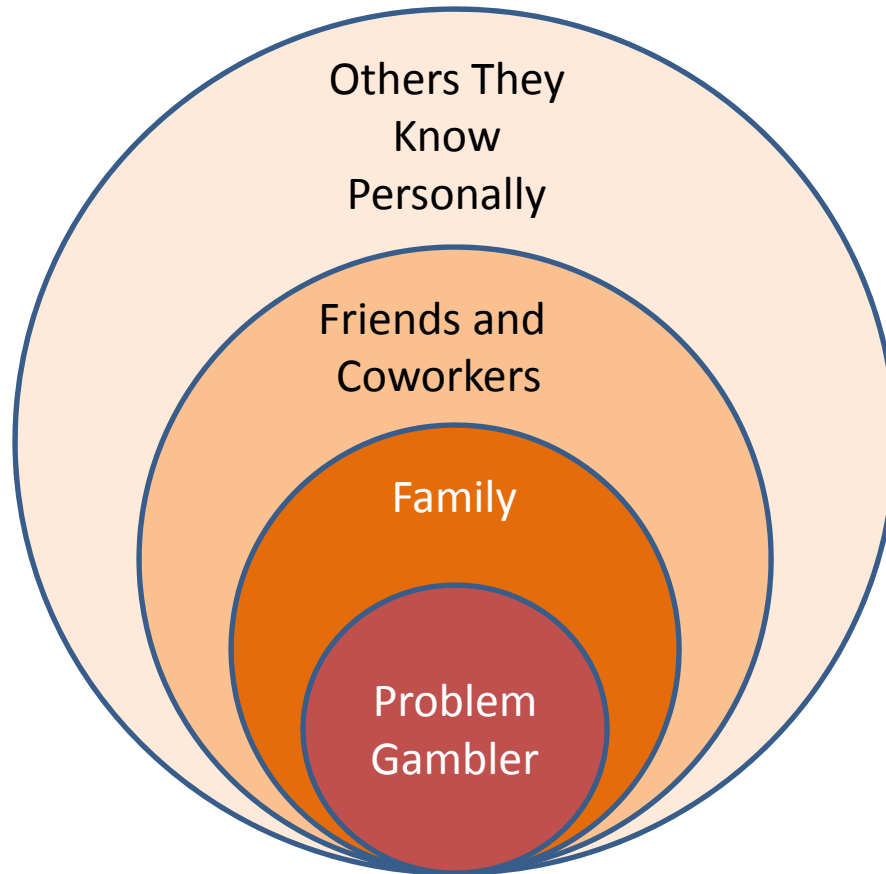
Attitude about gambling

- The harm far outweighs the benefits
- The harm somewhat outweighs the benefits
- The benefits are about equal to the harm
- The benefits somewhat outweigh the harm
- The benefits far outweigh the harm



G

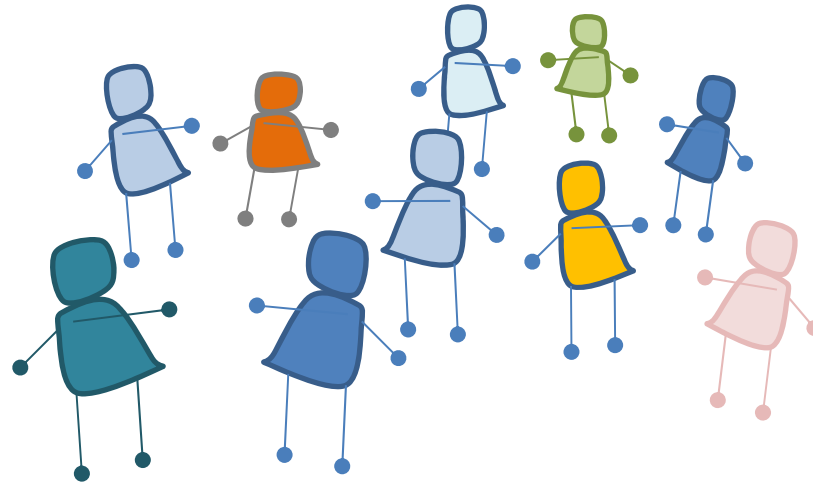
Social impact circles



29.8%	Know a person whose gambling may be causing [...] problems
17.7%	Negatively affected by others' gambling behaviors (aggregated estimate)

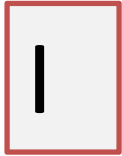
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Awareness of BETS OFF & Treatment

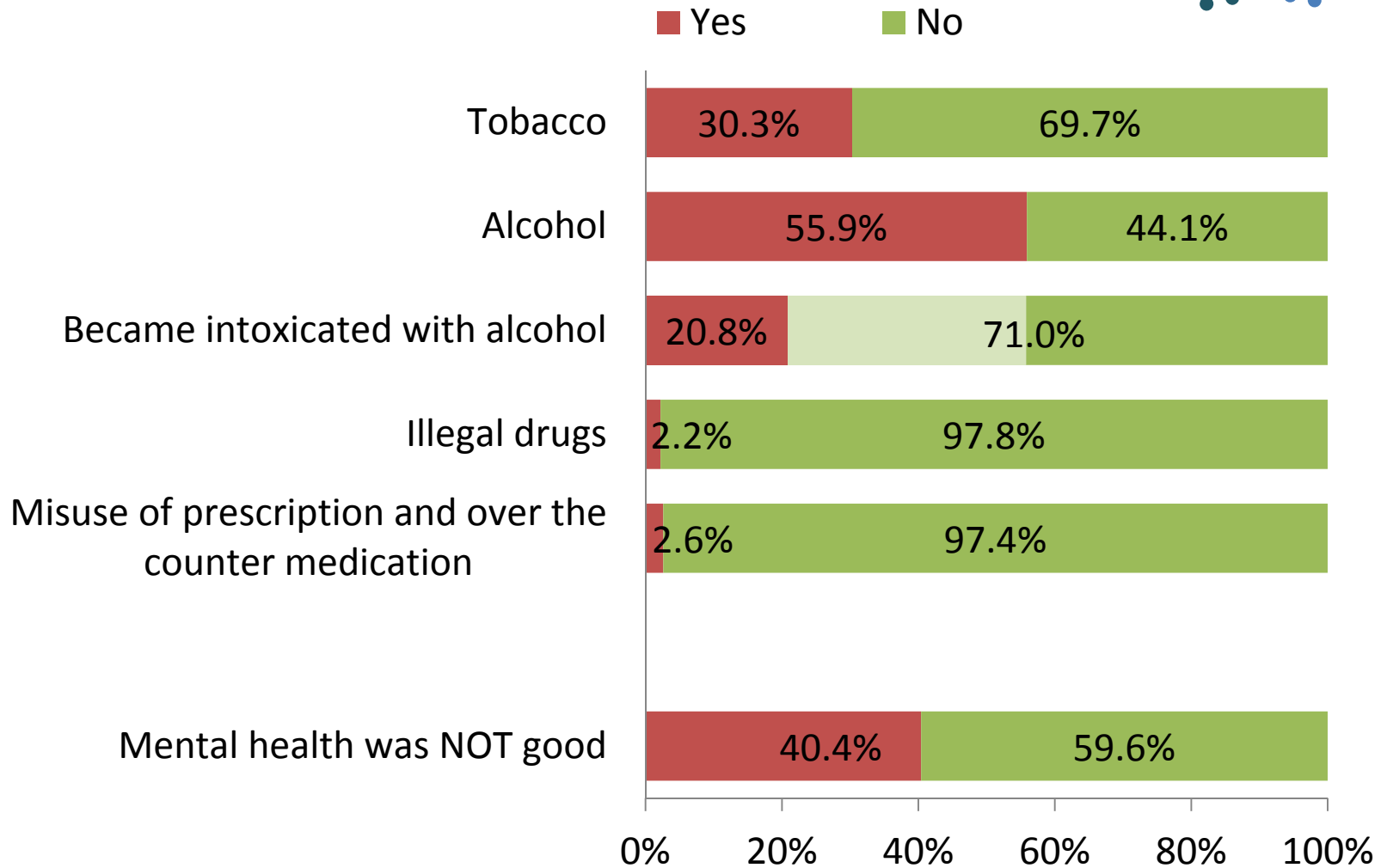
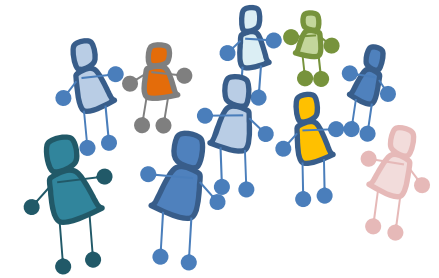


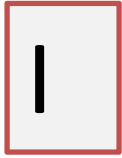
Almost 9 in 10 adult Iowans (89.4%) said they are aware of the gambling helpline 1-800-BETS OFF.

However, only 44.1% were aware that Iowa has publicly-funded gambling treatment services.

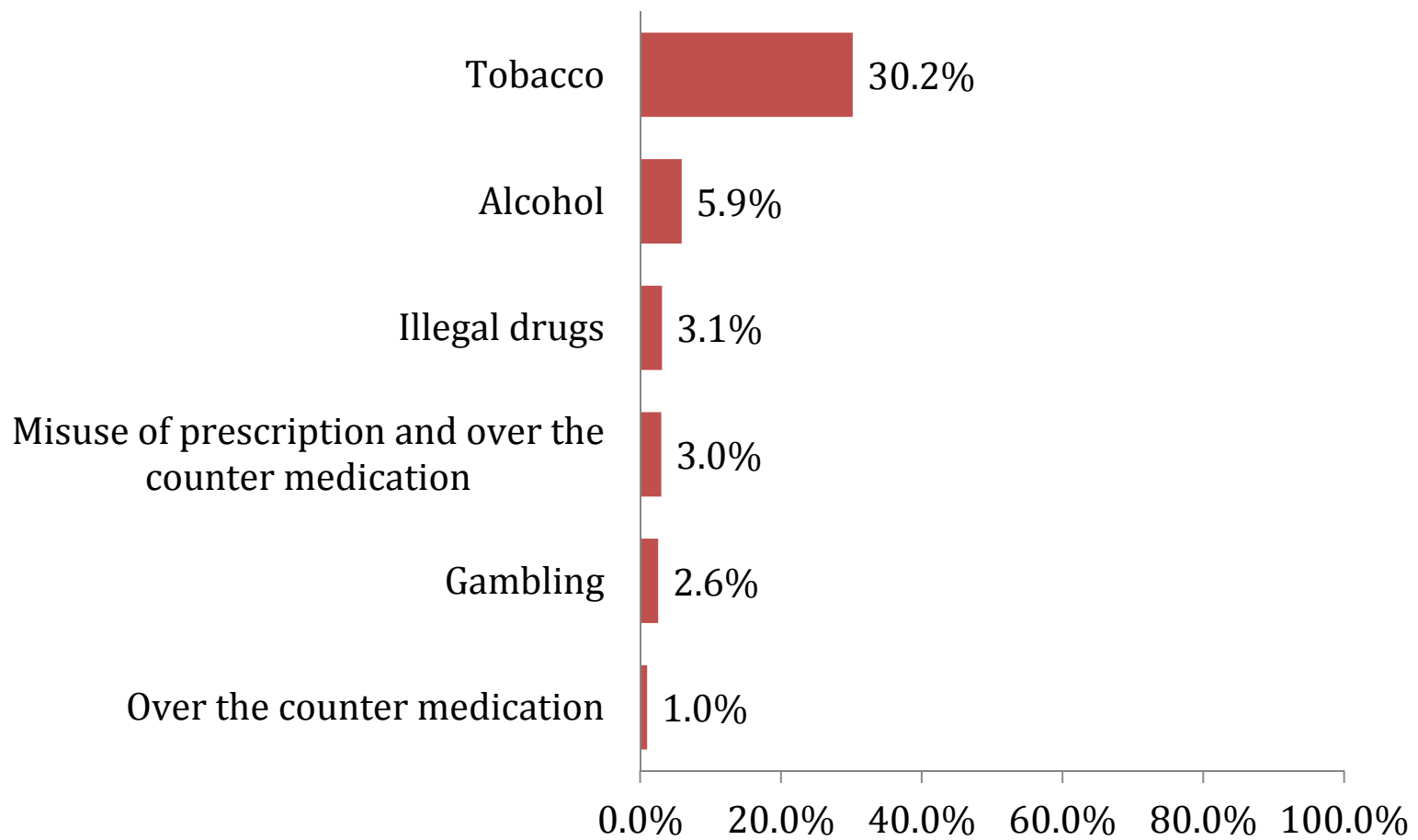
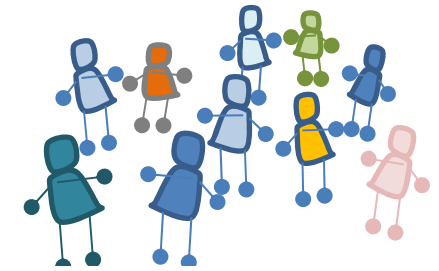


Comorbid conditions



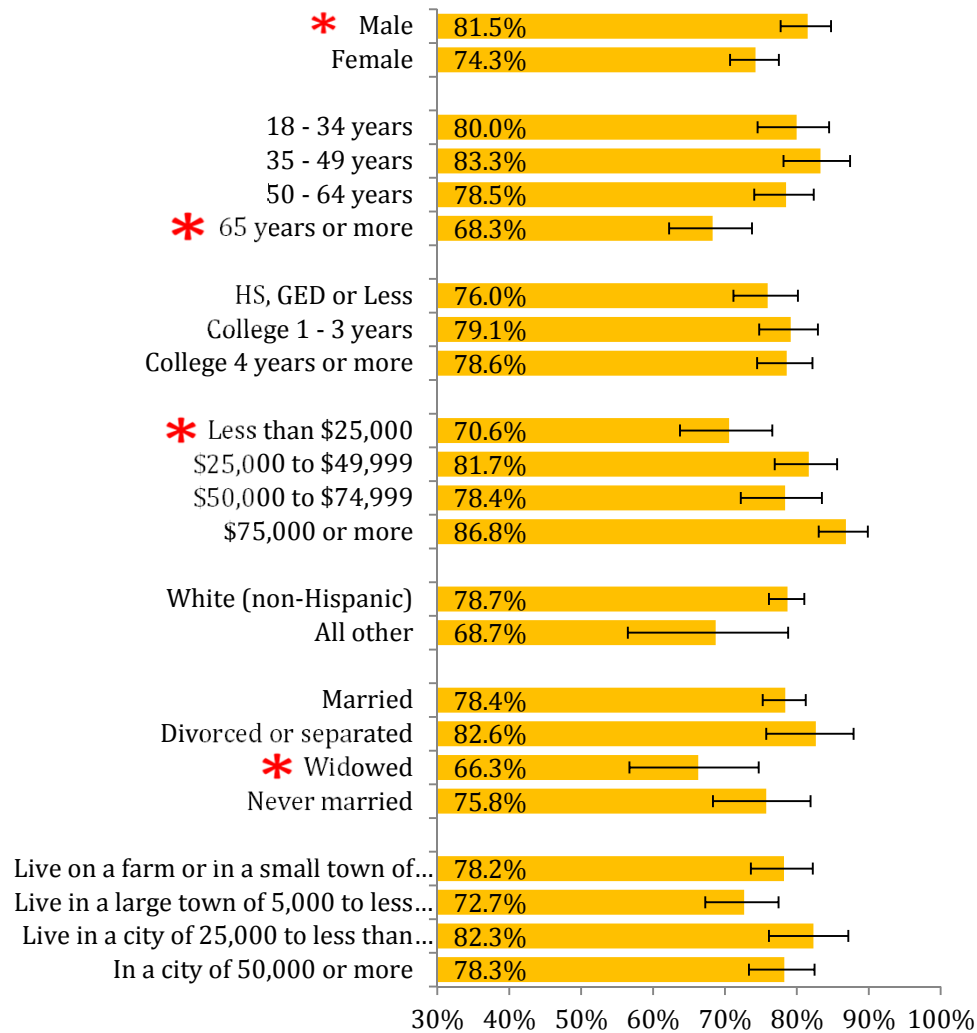


Self-reported Problems



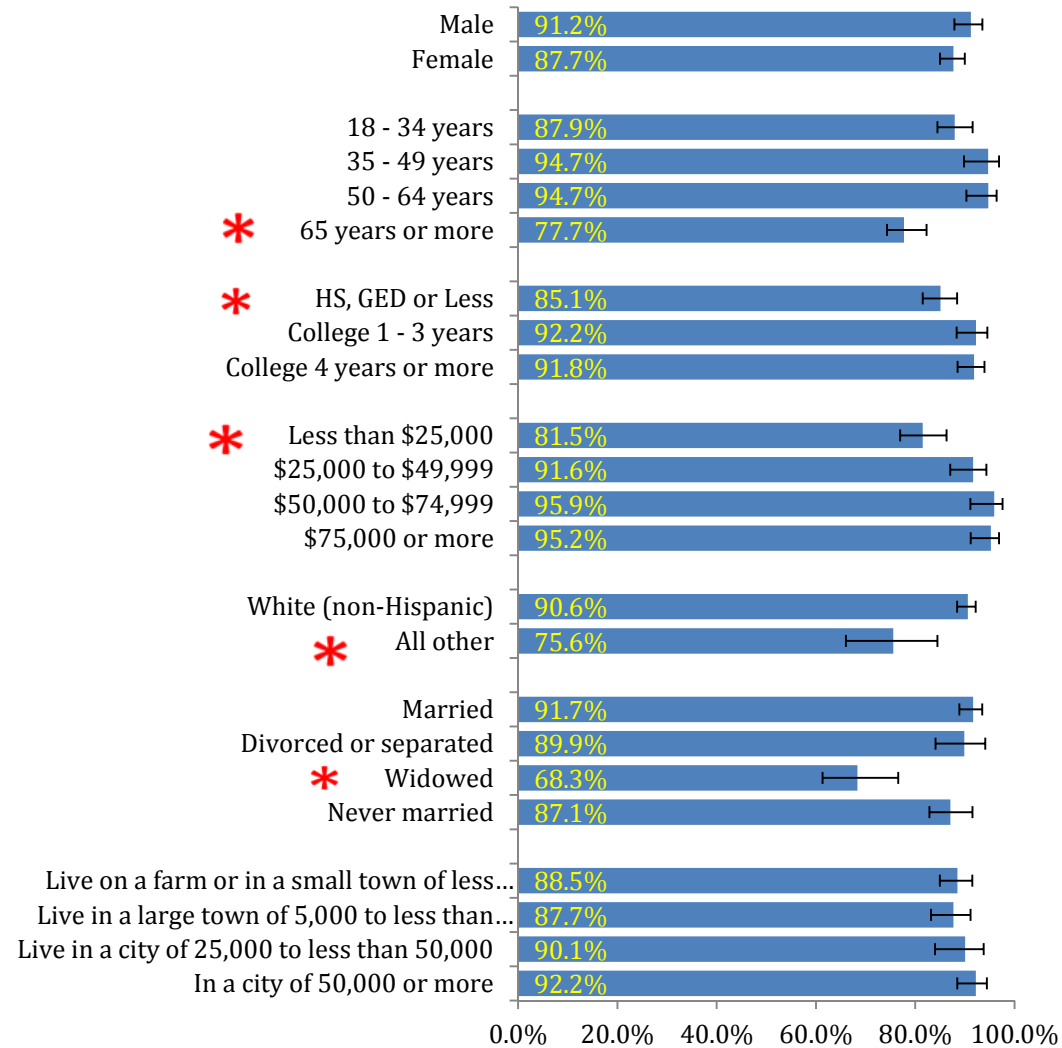


Prevalence of Gambling (12 M)



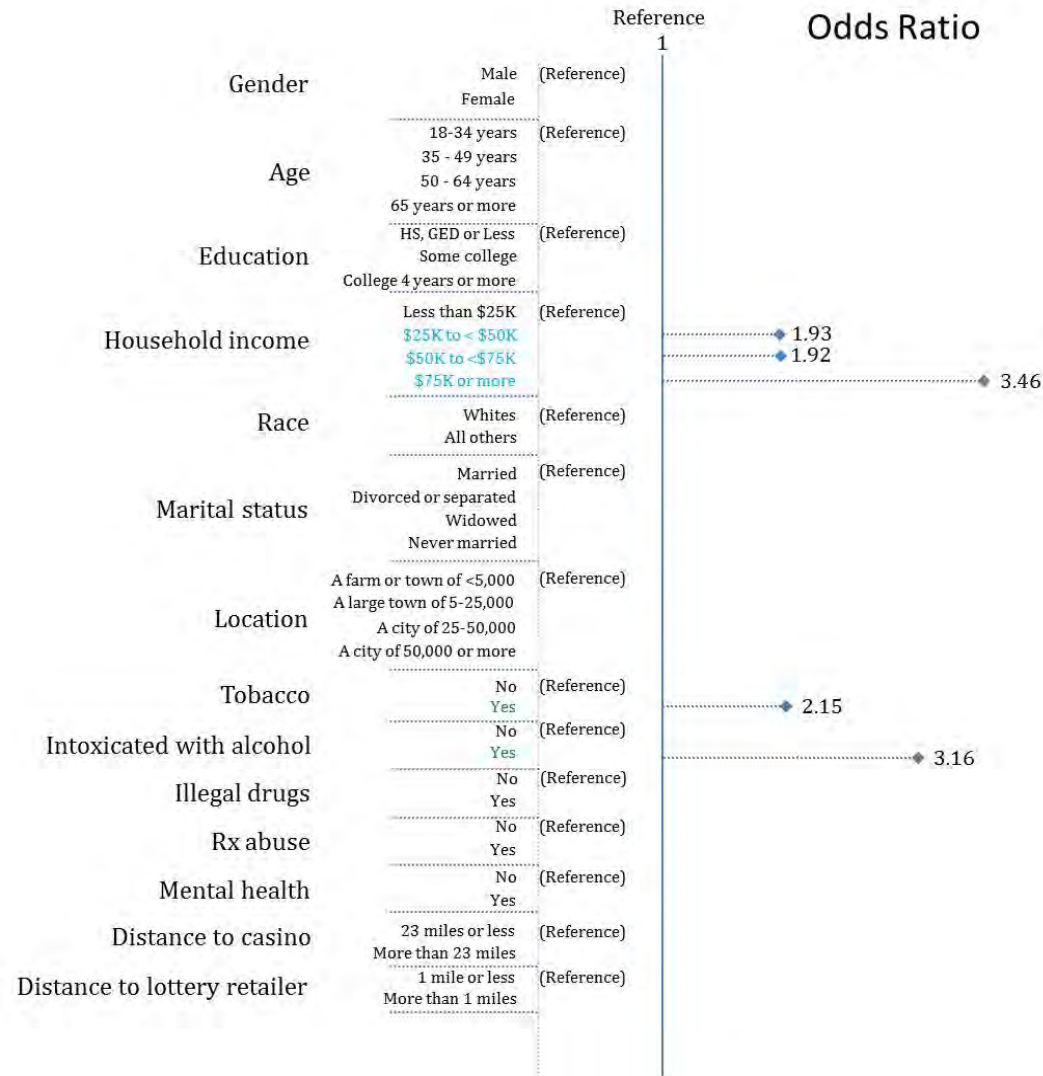
J

Ever heard or seen 1-800-BETS OFF



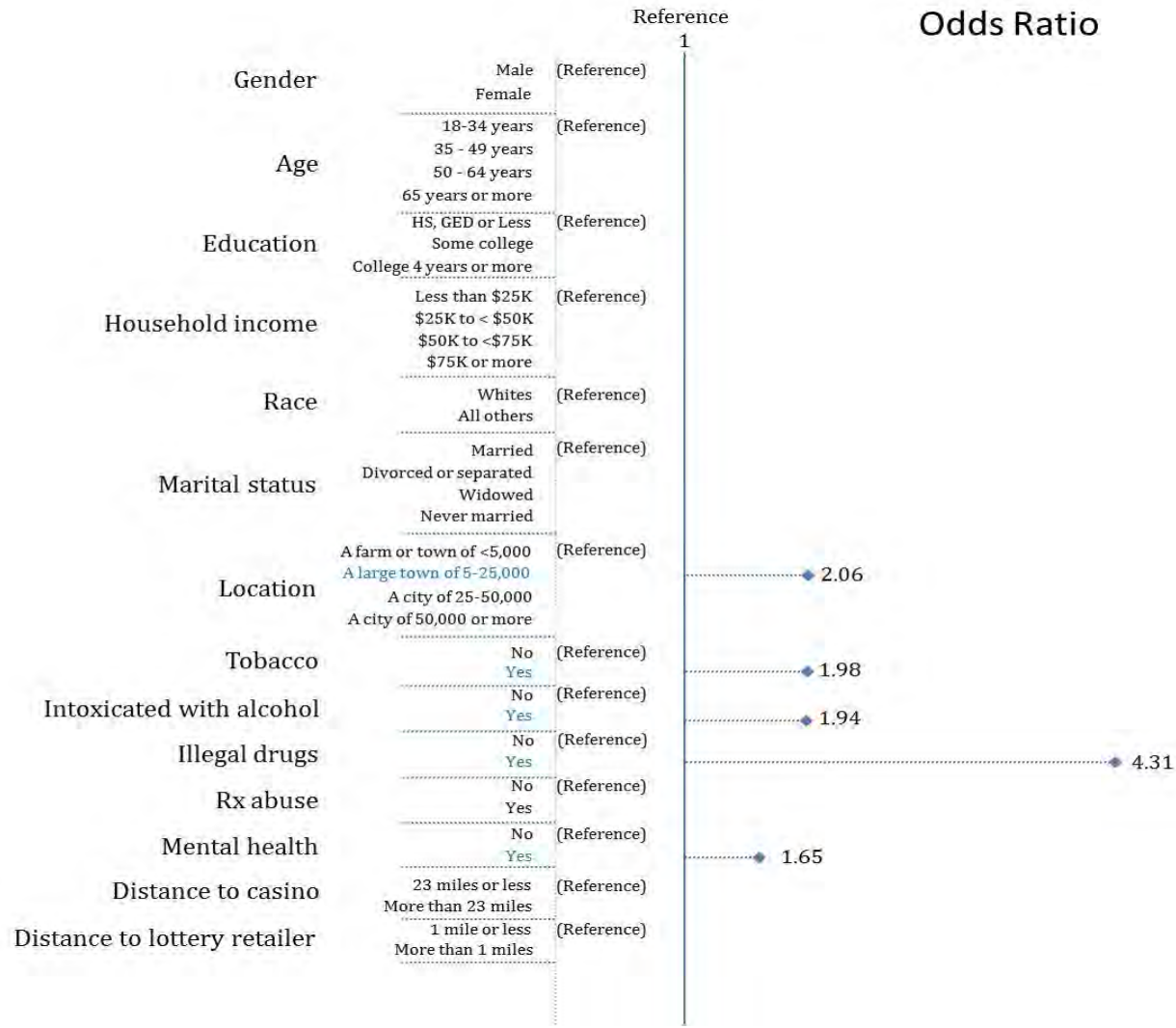


Multivariable analysis: Gambling 12 m



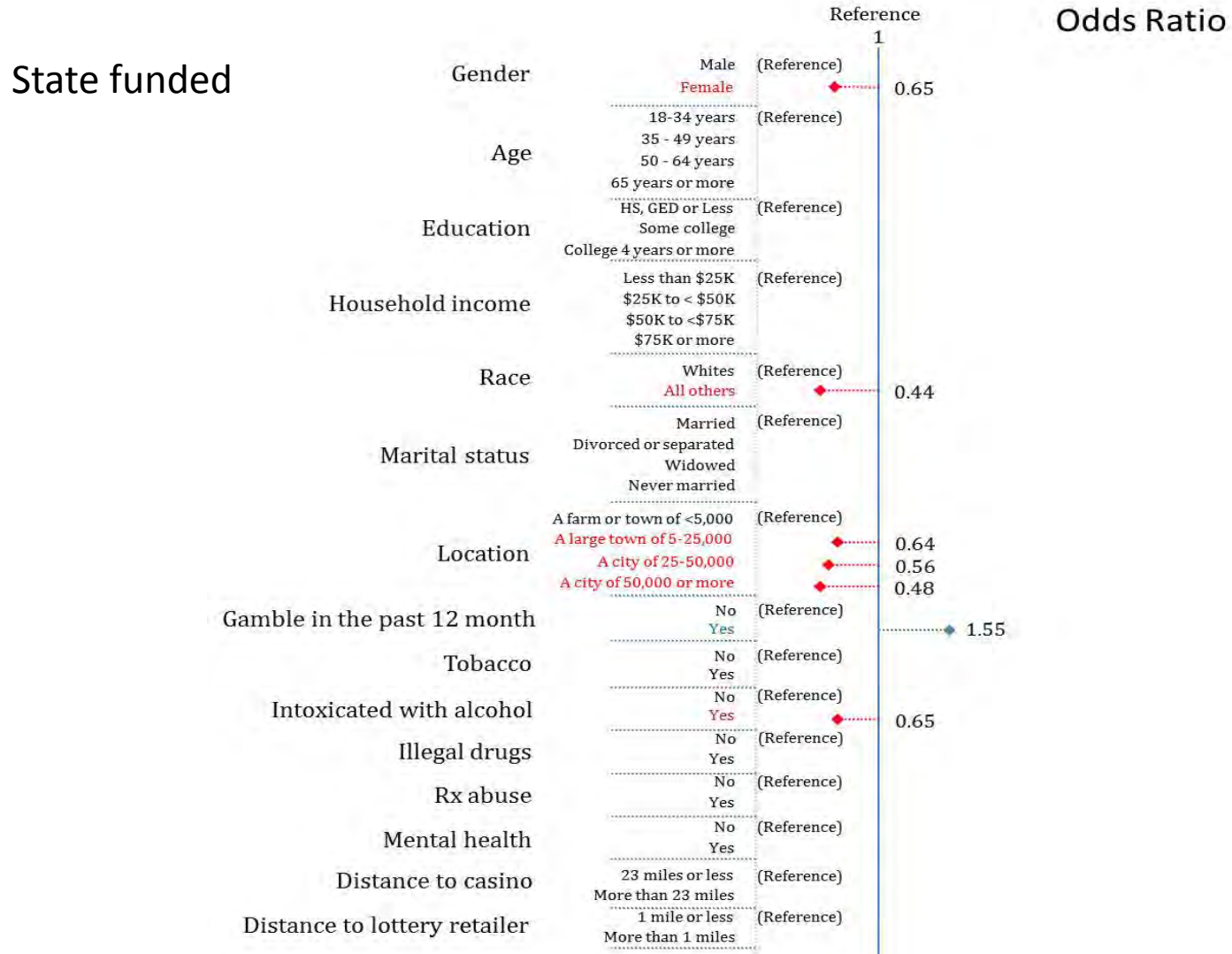


Multivariable analysis: At risk





Multivariable analysis: Awareness



Gambling Attitudes and Behaviors

Distance-**access**-proximity

Internet

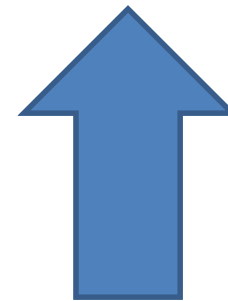
Limitations

Full report is available at:

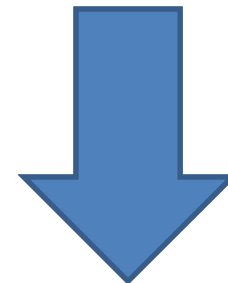
<https://www.idph.state.ia.us/IGTP/Reports.aspx>

Implications for Prevention

- **Adult and Youth Data Available**
 - Resource for development of focused prevention work plans
 - Statewide impact of problem gambling
 - Credibility of “need” for Prevention Efforts
- **Access to Trend Analysis**
 - Gambling Behaviors
 - Gambling Attitudes
 - Impact of new forms of gambling/gaming
 - Impact of Prevention Efforts



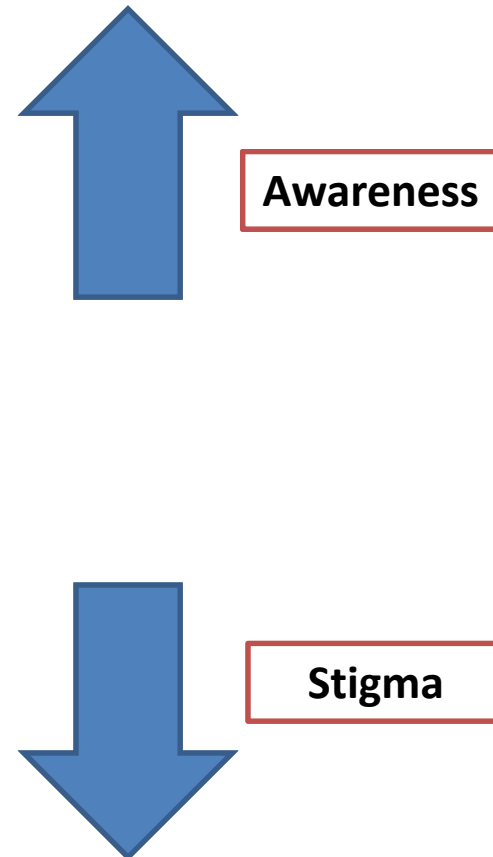
**Data
Driven
Strategies**



**Best Guess
about
Effect**

Implications for Prevention

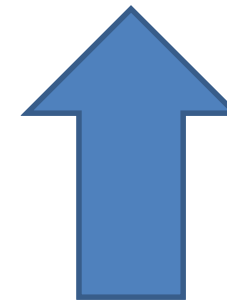
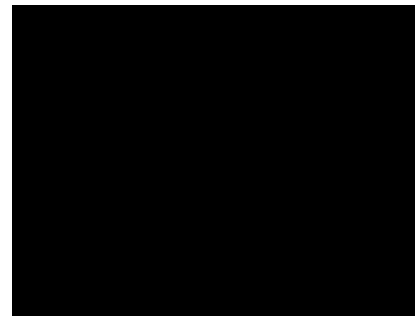
- Integrated Prevention Services
 - Behavioral Health (SUDs/MH/PG)
 - Primary Care
 - Criminal Justice
 - Community Organizations
 - Youth, Adolescent, College, Adult
- Matching Curriculum to Audience
 - Stacked Deck
 - Money Smart
 - ISAIC Lending Library
- Quarterly Prevention Round Table Calls
 - Statewide consistency of message
 - Successes & Pilot projects
- Strategic Prevention Framework
 - “Meaningful Use” of the data



Implications for Prevention

- Targeted Health Promotion Activities

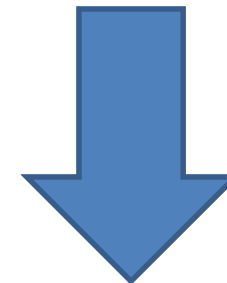
- [Radio](#)
- Online
- Billboards
- Television
- [You Tube](#)
- Other social media



Access to message

- Collaborative Efforts

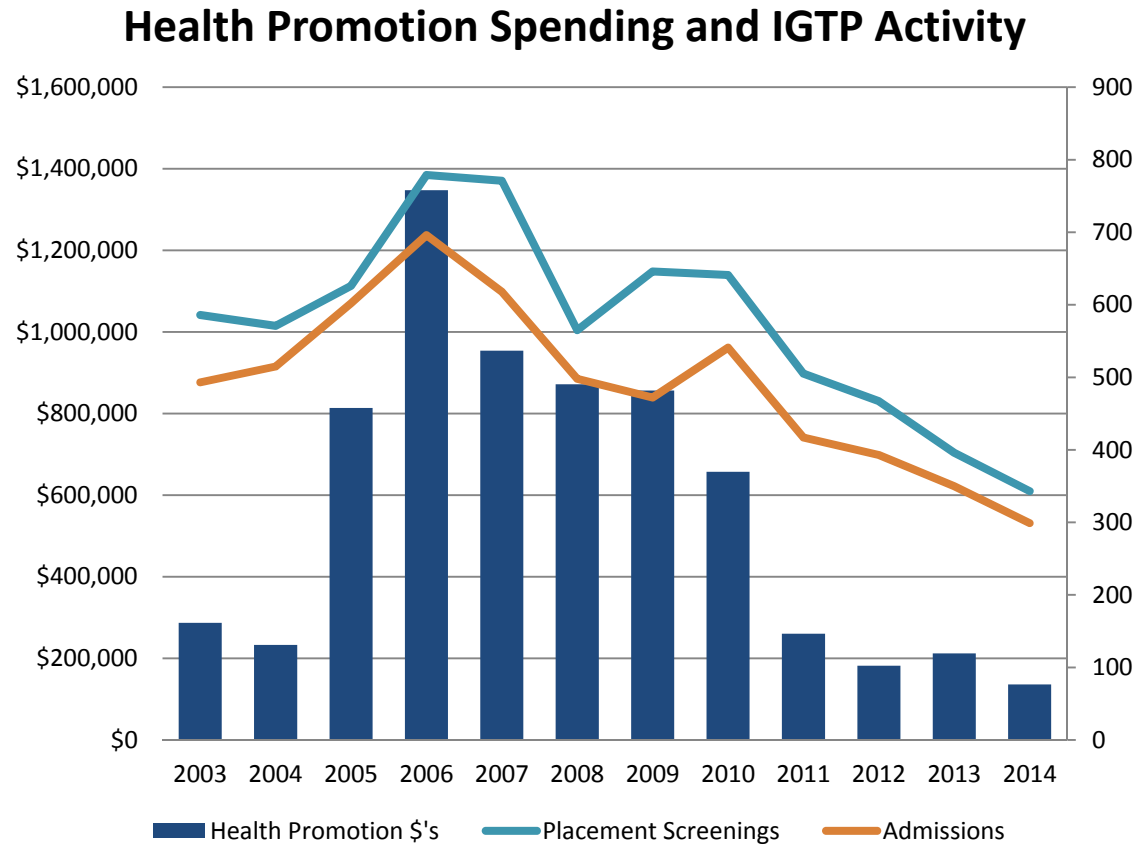
- Iowa Lottery and Iowa Gaming Association
- NPGAM/RGEW



Lack of Awareness

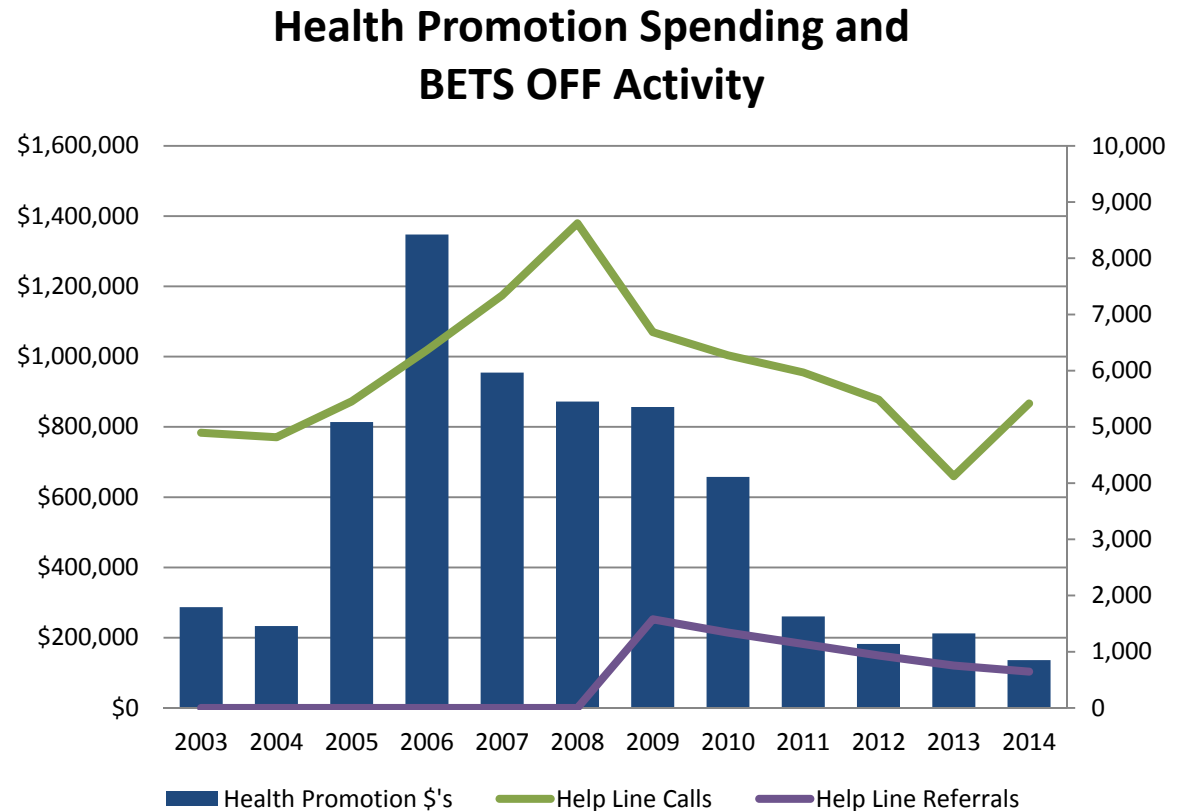
Implications for Prevention

- Link between health promotion expenditures and those who seek help?



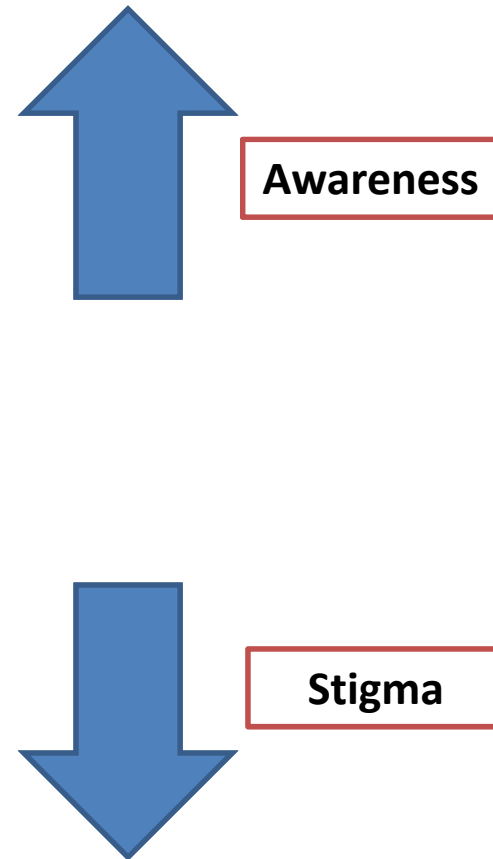
Implications for Prevention

- Link between health promotion expenditures and those who seek help?



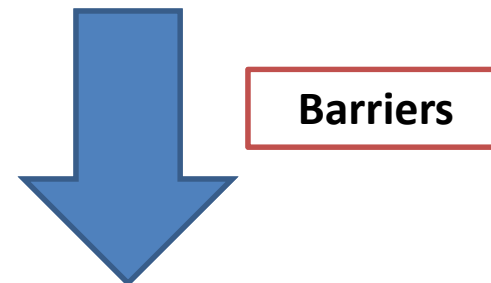
Implications for Intervention

- Targeted Populations
 - At risk gamblers (369,000 Adult Iowans)
 - Problem Gamblers (up to 43,000 Adult Iowans)
 - Disordered Gamblers (up to 8,000 Adult Iowans)
 - Concerned Persons (1 in 5 Iowans affected by PG)
 - Youth (26.7% have gambled)



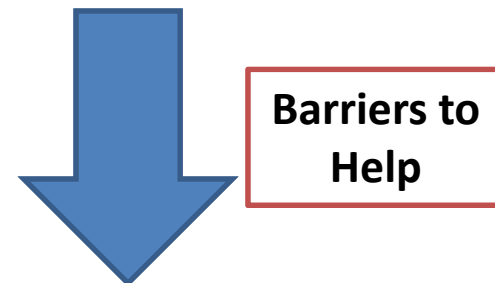
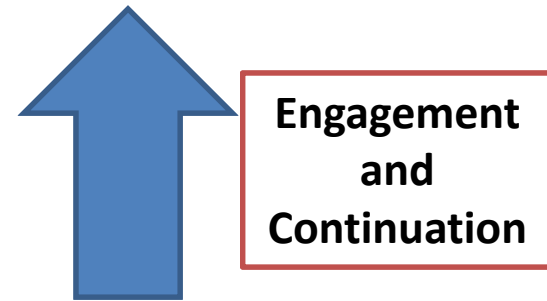
Implications for Intervention

- Information and Referral
 - 1-800-BETS OFF and www.1800BETSOFF.org
 - Live Chat
 - Warm Hand Offs
 - Junk Calls
 - Dropped Calls
- SBIRT PG Project fall of 2015
 - National Guard – Camp Dodge



Implications for Treatment

- No Wrong Door – Be Welcoming!
 - link to appropriate services
 - Mental Health
 - Substance Use Disorder (including Tobacco)
 - Community Supports
 - Primary Care
- Annual Walk-Throughs (NIATx)
- Service Delivery
 - Family Members & Concerned Persons
 - Crisis and Informational Services
 - Distance Treatment Services (e-Therapy)
 - Recovery Support Services
- Building of Support Networks
- Embrace Technology



QUESTIONS?

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Gambling Attitudes and Behaviors in Iowa

