

Know Your Audience:

A Review of the 2011 Survey of Gambling Attitudes and Behaviors

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Presentation Overview

- Describe the 2011 Iowa Gambling Attitudes and Experiences Survey,
- Review findings in detail,
- Discuss implications of findings as related to intervention and prevention efforts.

Background & Purpose

- The Iowa 2011 Gambling Attitudes and Experiences Survey was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) and funded by the Office of Problem Gambling Treatment and Prevention at the Iowa Department of Public Health (IDPH).
- The primary purpose of the survey was to collect data from adult Iowans about:
 - types and frequency of gambling activities,
 - prevalence of problem gambling, and
 - awareness and opinions of publicly-funded gambling treatment services.
- Methodology
 - Address-based sampling (ABS)
 - Random sample of adults living in residential households in Iowa
 - Online questionnaire or telephone interview
 - Fielding period February 26 -- May 9, 2011
 - 1,700 respondents (470 online and 1,230 by telephone)

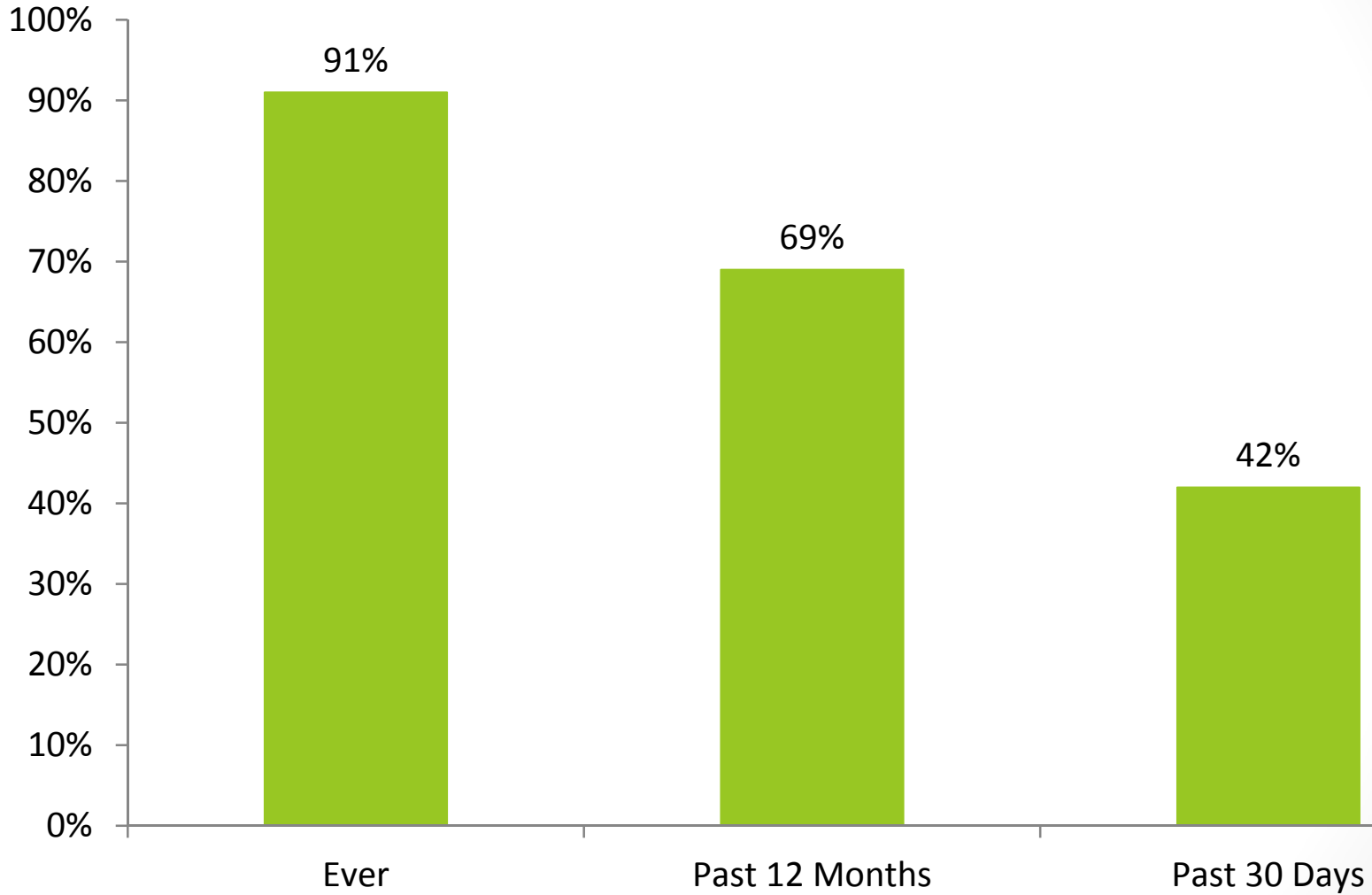
Topics

- Gambling activities
 - Prevalence
 - Self-described frequency of gambling
 - Recency
 - Most regularly engaged
 - Favorite activity
- Reasons for gambling & not gambling
- Gambling Myths
- Problem gambling
- Attitudes about and awareness of treatment

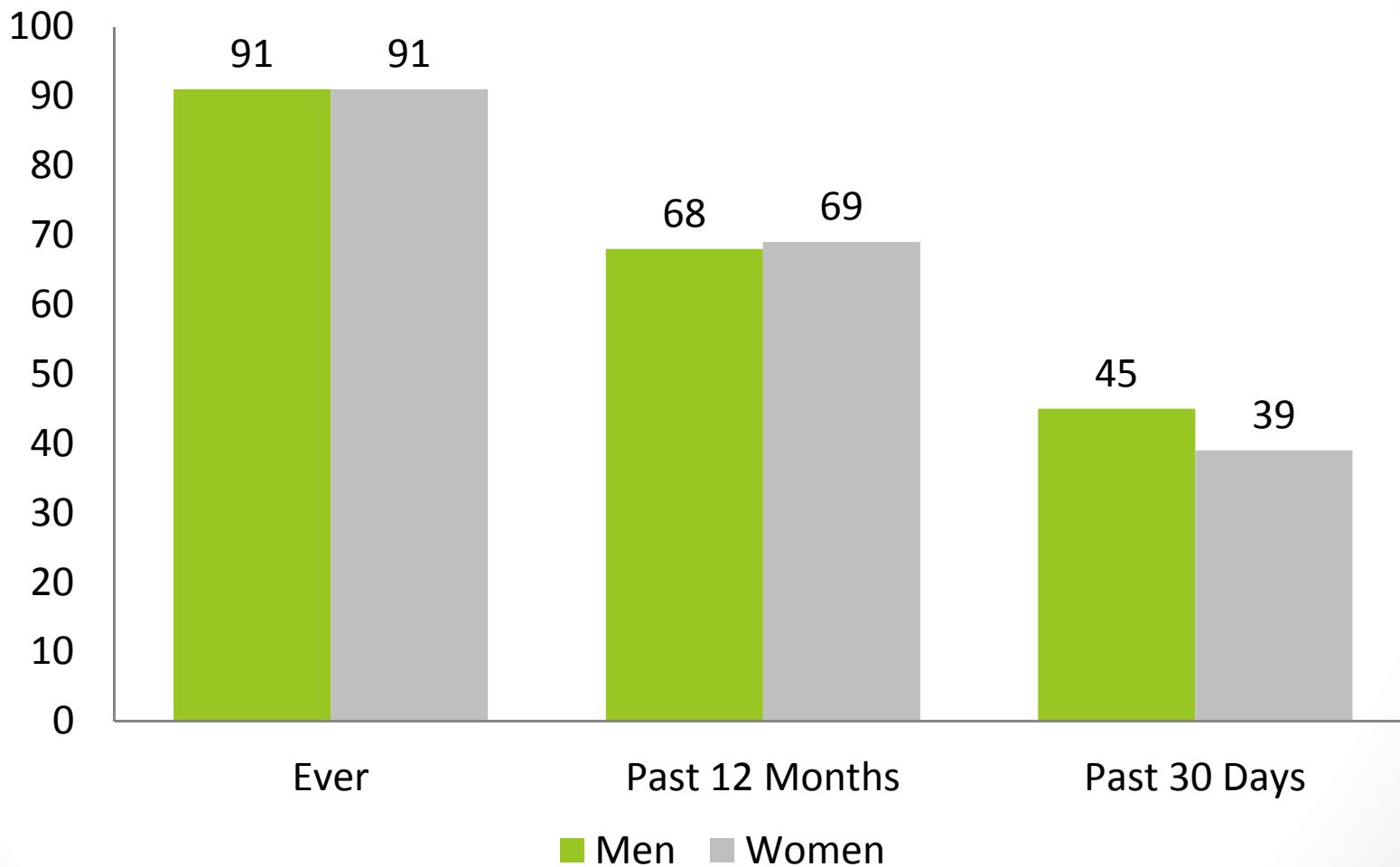
Gambling Activities

- Gambling activity list
 - Slot machines
 - Table games at a casino such as poker, roulette, craps, or 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
 - Card games with friends, family, or others but not at a casino
 - Games of personal skill such as pool, bowling, video games, or playing basketball
 - Fantasy sports leagues or games (include only if entry fee to play)
 - Office pools such as college basketball tournaments or “delivery dates” for babies
 - Other sports betting on professional, college, or 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, and futures
 - Some other game, activity, or event not listed above

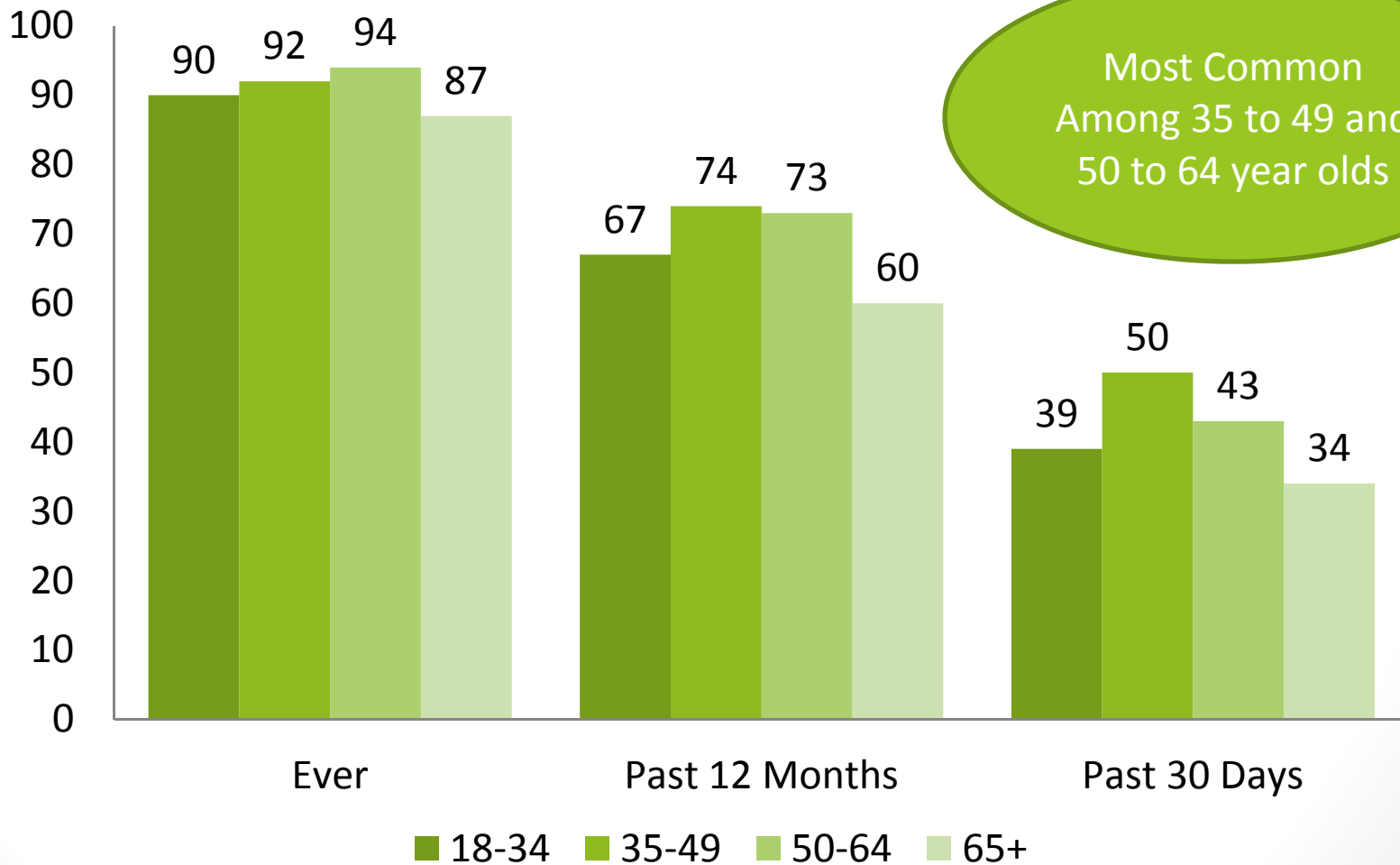
Overall Prevalence of Any Gambling



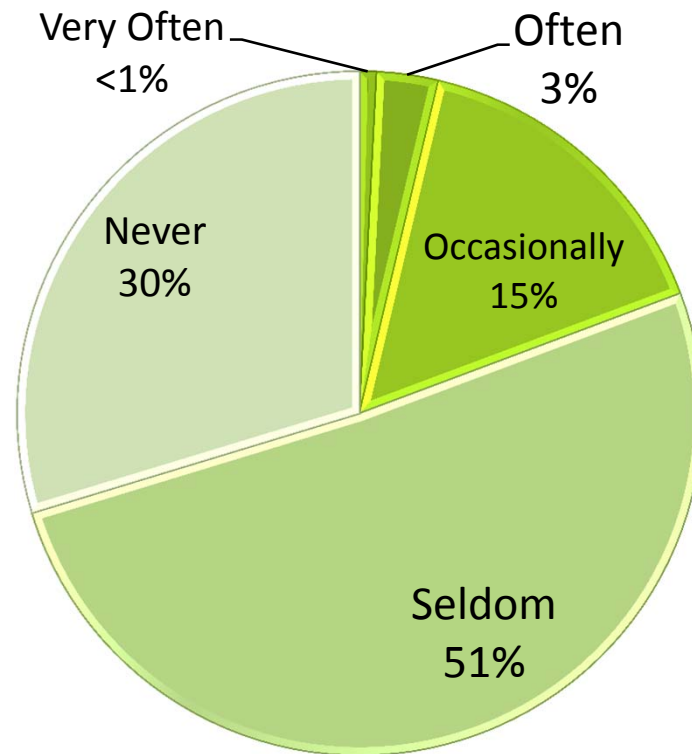
Prevalence Rates by Gender



Prevalence Rates by Age Group



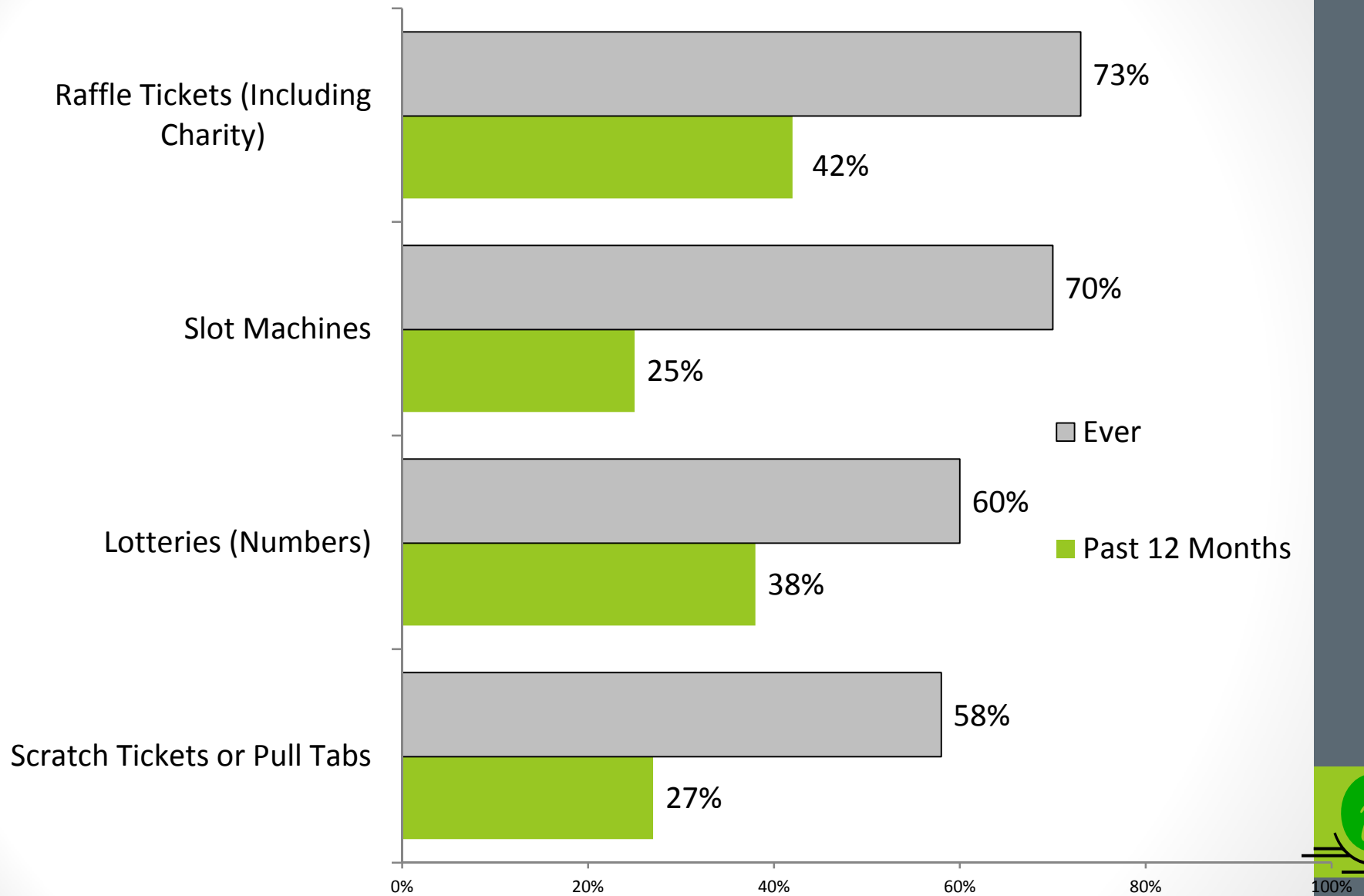
Self-Described Gambling Frequency



“Thinking about all types of activities that involve wagering money or possessions, would you say you bet or gamble *very often, often, occasionally, seldom, or never?*”



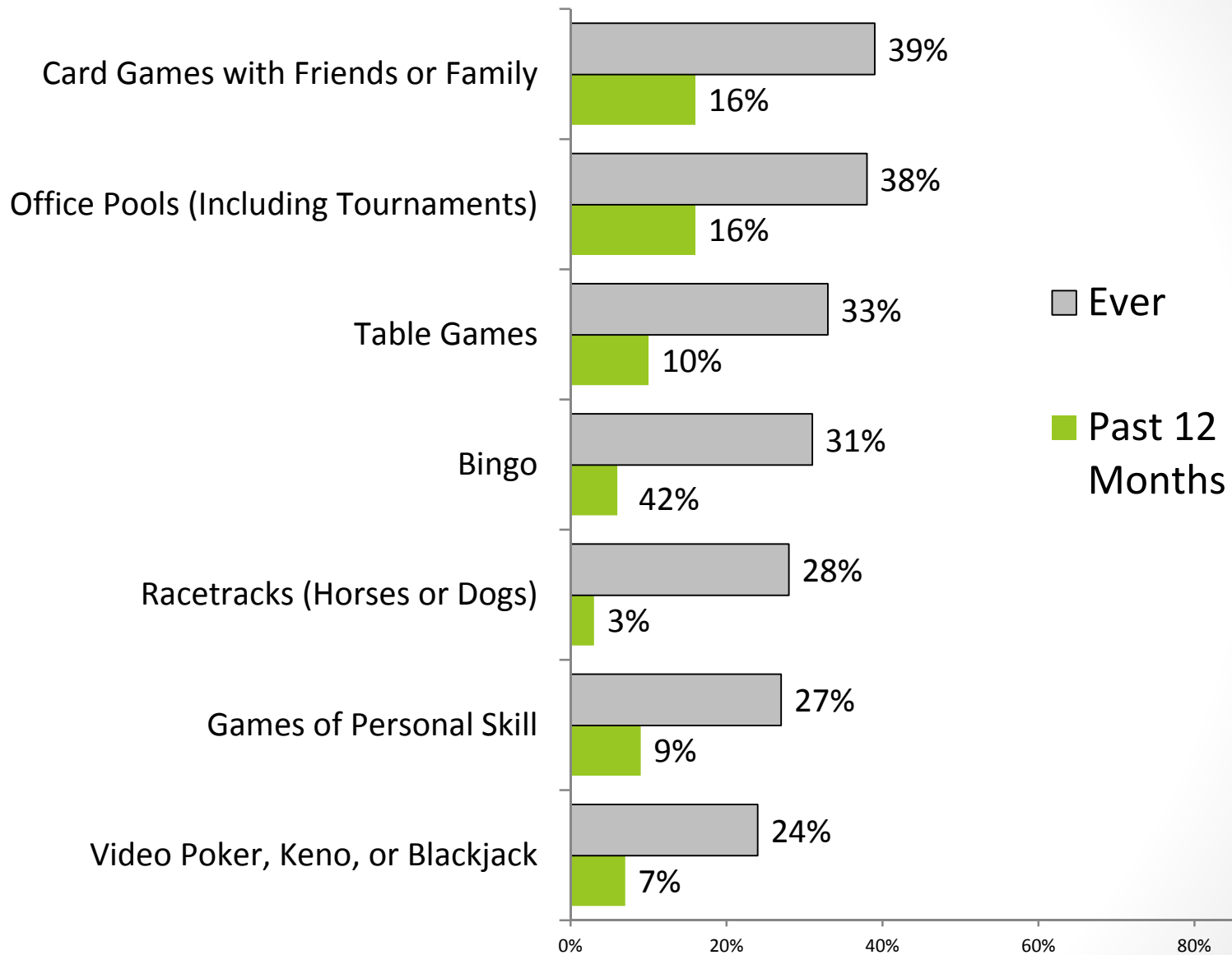
Highest Gambling Activities



At least once by 50% or more

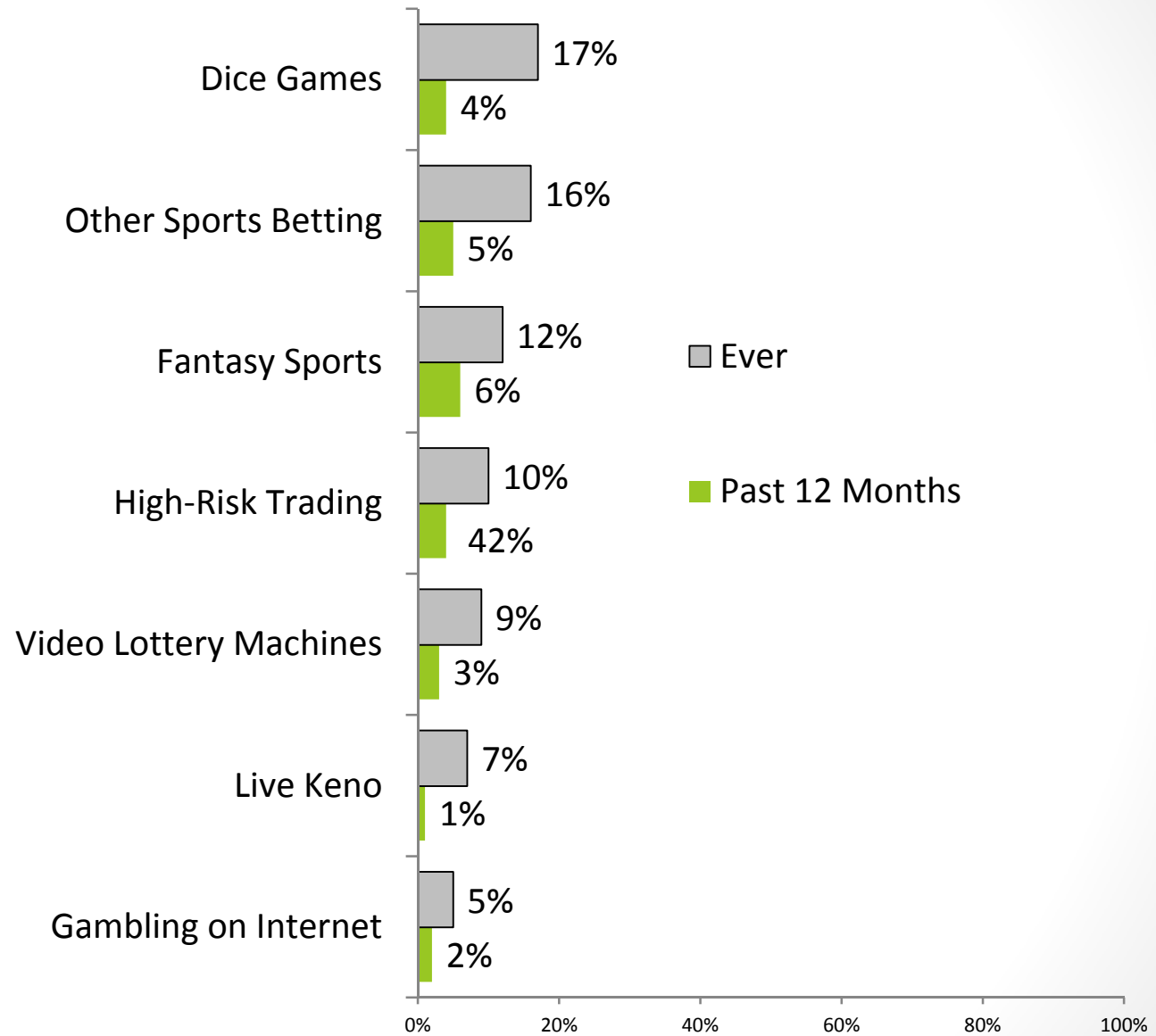


Middle Gambling Activities



At least once by 20% to 49%

Lowest Gambling Activities



At least once by less than 20%



Gambling Activities (Regular Engagement)

Gambling Activity	Infrequently %	Monthly %	Daily or Weekly %
Slot machines	81	16	03
Table games	83	13	03
Video poker, keno, or blackjack	83	16	01
Dice games	85	15	00
Lottery scratch tickets or pull tabs	64	26	10
Lottery tickets (numbers)	53	25	21
Racetracks (horses or dogs)	88	08	04
Bingo	90	09	02
Cards (not at casino)	76	19	06
Games of personal skill	69	27	04
Sports	82	12	06

Infrequently = A few days per year or one day in past 12 months

Monthly = Once or twice per month

Daily or Weekly = One to three times per week or about every day.



Favorite Gambling Activities

Adults

Slot machines: 19%

Lotteries (numbers): 12%

Table games at casinos: 12%

Cards (not at casinos): 10%

Scratch tickets or pull tabs: 8%

Men

Table games at casinos : 18%

Cards (not at casinos): 13%

Lotteries (numbers): 12%

Slot machines: 12%

Fantasy sports: 5%

Women

Slot machines: 26%

Scratch tickets or pull tabs: 13%

Lotteries (numbers): 12%

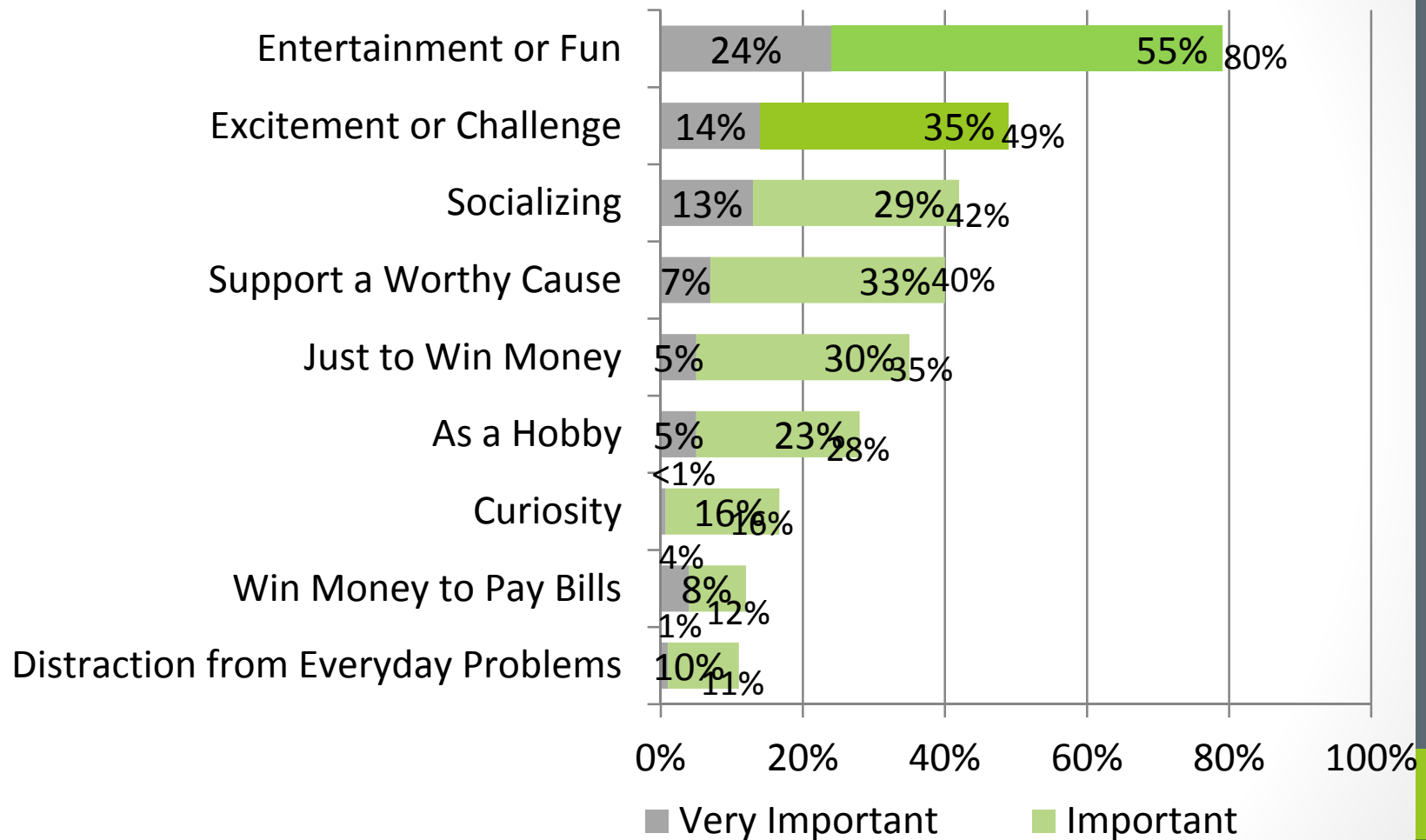
Cards (not at casinos): 8%

Bingo: 5%

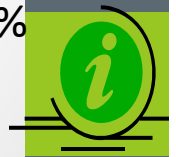


Reasons for Gambling

(Among those who said they gamble *occasionally, often, or very often*)

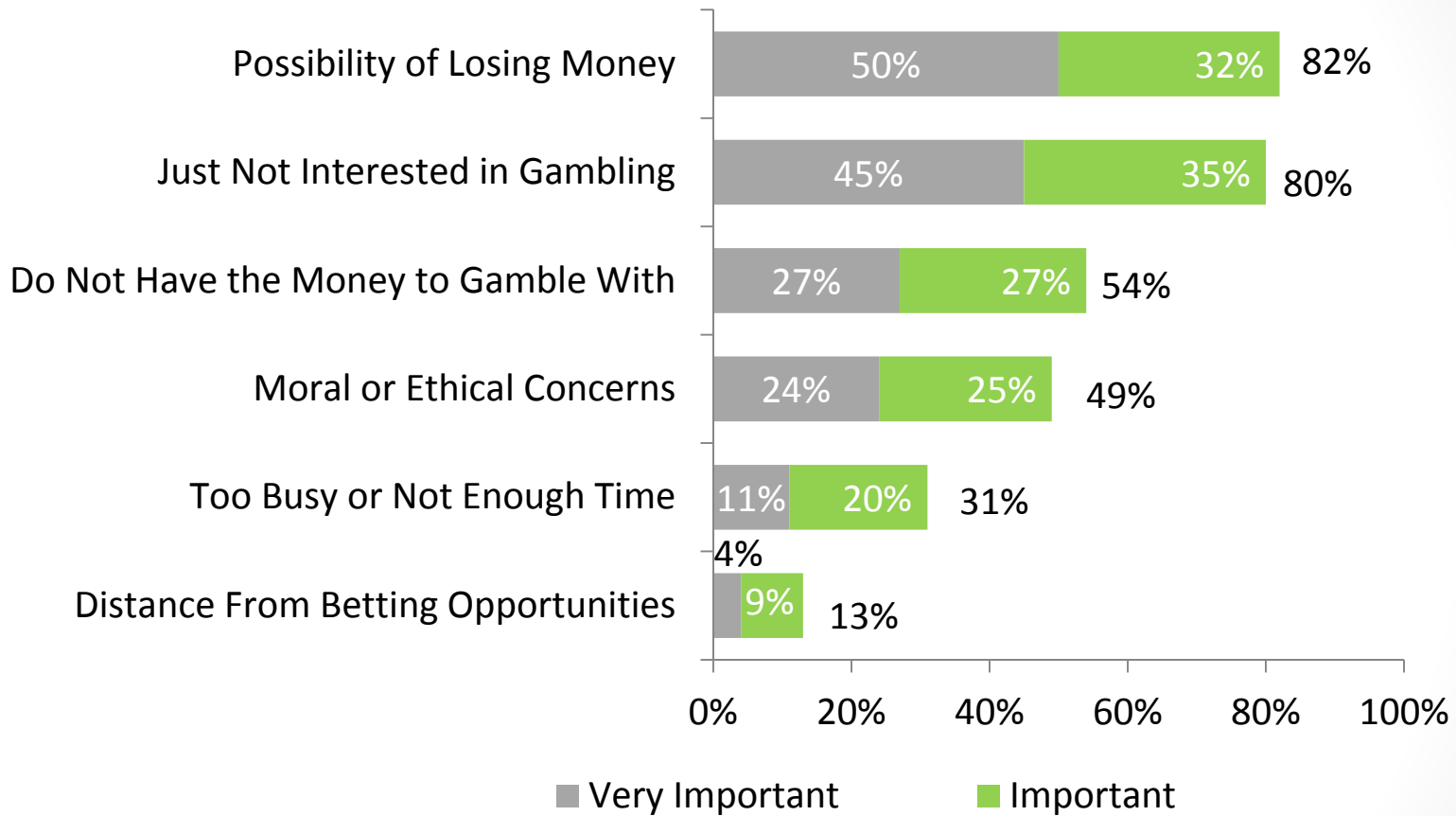


Note. The cumulative percentage on entertainment or fun appears to sum incorrectly due to the effects of rounding.

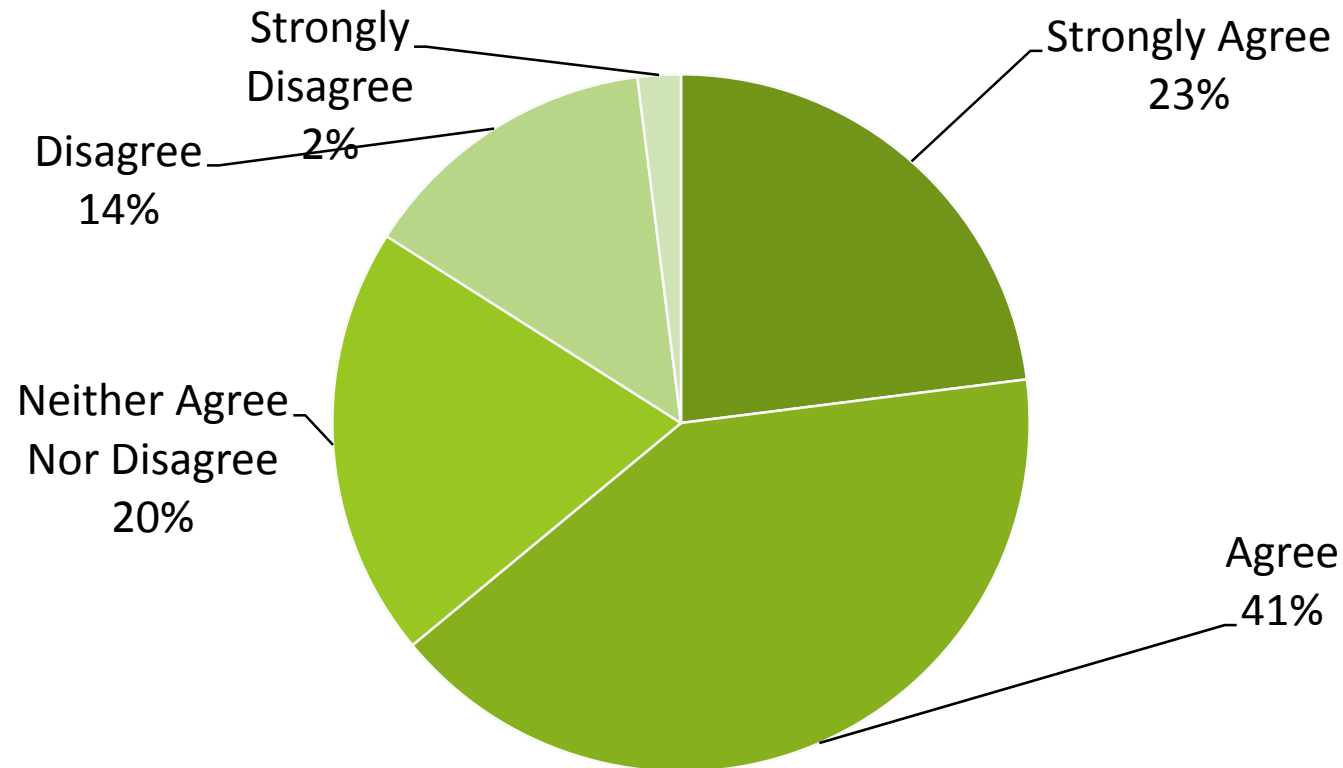


Reasons for NOT Gambling

(Among those who said they gamble *seldom* or *never*)

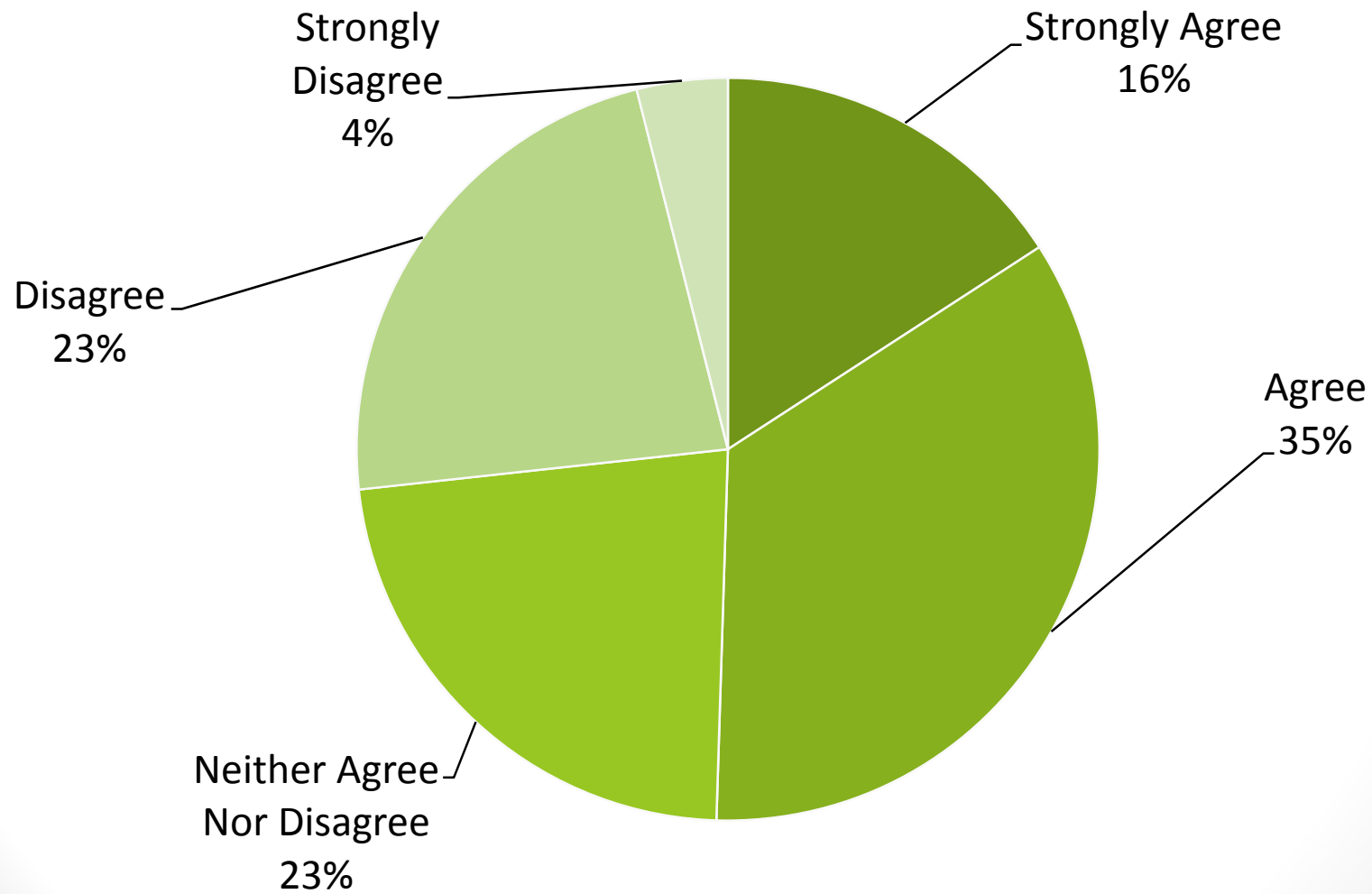


Gambling is dangerous for family life

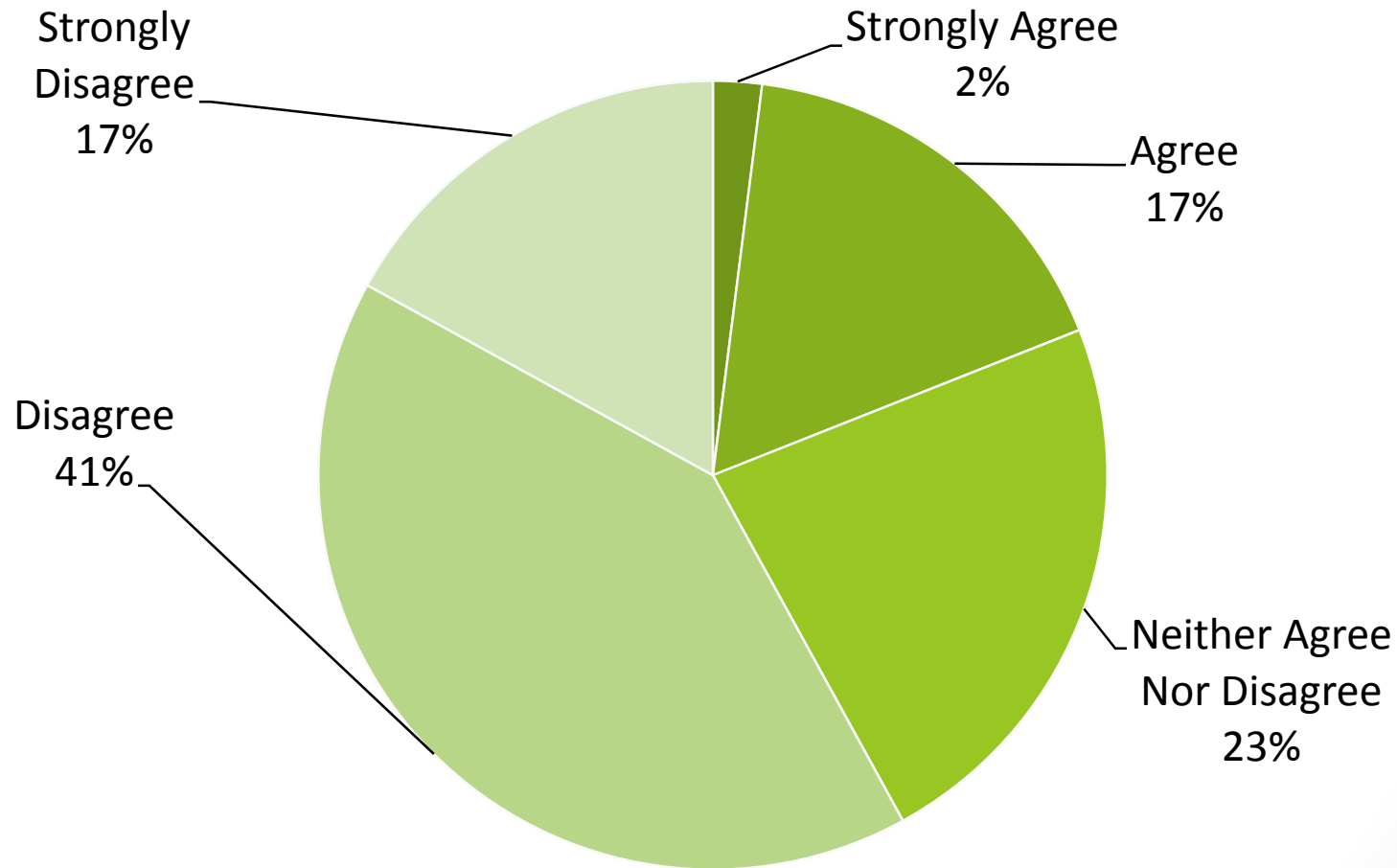


- Nearly two-thirds (64%) agreed that "Gambling is dangerous for family life,"
- About one-half (51%) agreed that "Gambling is a harmful form of entertainment."

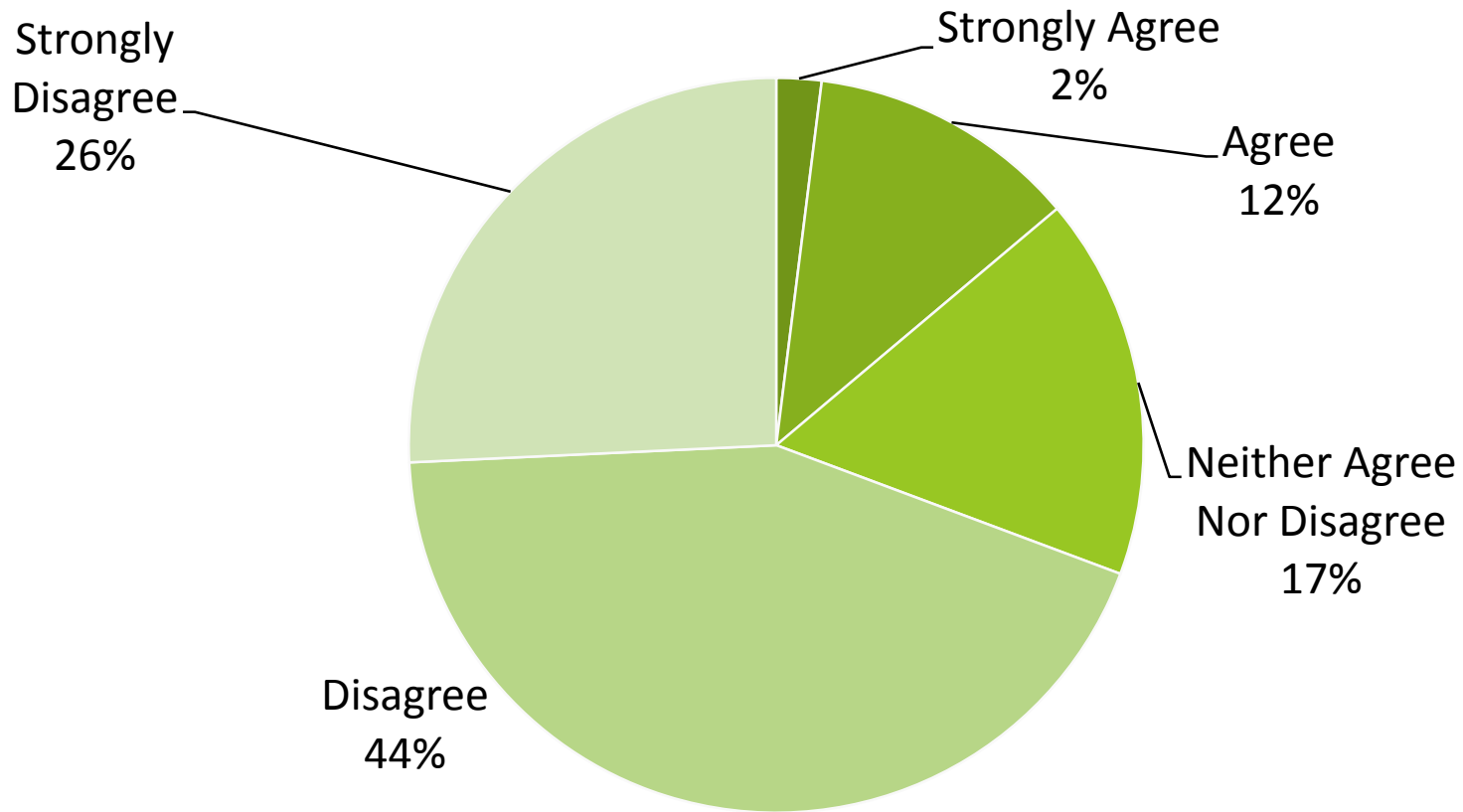
Gambling is harmful form of entertainment



On balance gambling is good for society



Gambling is an important part of cultural life



Attitudes about Gambling

Attitude Statement	Gambled Past 12 Months		Any Problem Gambling Symptoms	
	Yes	No	Yes	No
Gambling is an important part of cultural life (Sum of Strongly Agree and Agree)	17%	06%	26%	12%
Gambling is a harmful form of entertainment (Sum of Strongly Agree and Agree)	45%	64%	40%	53%
Gambling is dangerous for family life (Sum of Strongly Agree and Agree)	58%	78%	51%	66%
On balance gambling is good for society (Sum of Strongly Agree and Agree)	24%	08%	34%	17%



Problem Gambling

- Pathological Gambling (specific meaning)
 - Ever (Lifetime) and past 12 months
 - **10 DSM-IV based symptoms (NODS)**
 - Probable pathological = 5 or more symptoms
 - Problem gambler/Possible pathological = 3 or 4 symptoms
 - At-risk = 1 or 2 symptoms
- Problem Gambling (specific meaning)
 - Past 12 months
 - **Problem Gambling Severity Index (PGSI)**
 - 9 Symptoms (*Never = 0, sometimes = 1, most of the time = 2, always = 3*)
 - Problem gambling = 8 or more points
 - Moderate risk = 3 to 7 points
 - Low risk = 1 to 2 points
- Self-defined gambling problem (ever and now)
- Problem Gambling (general use)
 - Probable pathological or possible pathological/problem gambler (NODS), problem gambling (PGSI), or self-defined gambling problem
- Any Problem Gambling Symptoms
 - With symptom(s) = 1 or more symptom from NODS, PGSI, or self-defined gambling problem
 - Without symptoms = zero symptoms on NODS, zero points PGSI, and not self-defined with gambling problem

Pathological Gambling (EVER)

Lifetime NODS Classification	All Adults	Adults Ever Gambled
Ever experienced one or more symptoms	6.3%	6.9%
Subclinical/at-risk	5.2%	5.7%
Possible pathological/problem gambler	0.6%	0.6%
Probable pathological gambler	0.6%	0.6%



Pathological Gambling

(Past 12 Months)

Past 12 Months NODS Classification	All Adults	Adults Gambled in Past 12 Months
Experienced one or more symptoms during the past 12 months	3.3%	4.8%
Subclinical/at-risk	2.8%	4.1%
Possible pathological/problem gambler	0.2%	0.3%
Probable pathological gambler	0.3%	0.4%



Problem Gambling (PGSI)

(Past 12 Months)

Past 12 Months PGSI Classification	All Adults	Adults Gambled in Past 12 Months
Experienced one or more symptoms during the past 12 months	12%	18%
Low risk	8.9%	13.0%
Moderate risk	2.6%	3.8%
High risk	0.6%	0.8%

Most commonly experienced symptoms:

- Felt guilty about the way you gambled or what happens when you gamble
- Bet more than you could afford to lose



Problem Gambling

(Self-Defined)

- 2% of adult lowans EVER thought they might have a problem with gambling
- Less than 0.5% of adult lowans think they NOW have a gambling problem



Combining Multiple Measures

(Ever)

Demographic Group	One or More Symptoms (Ever)	Probable or Possible Pathological or Problem Gambling (Ever)
All Adults	14.5%	2.0%
Men	19%	2.6%
Women	10%	1.5%
18-34	19%	2.7%
35-49	13%	1.1%
50-64	14%	2.0%
65 and older	13%	2.2%

Men higher prevalence than women (any symptom only).
No statistically significant differences by age group.

Combining Multiple Measures

(Past 12 Months)

Demographic Group	One or More Symptoms (Past 12 Months)	Probable or Possible Pathological or Problem Gambling (Past 12 Months)
All Adults	13.1%	0.7%
Men	17%	Subgroup estimates not shown due to small number of actual survey respondents within subgroups who met the criteria.
Women	10%	
18-34	17%	
35-49	11%	
50-64	12%	
65 and older	11%	

Men higher prevalence than women (any symptom only).
No statistically significant differences by age group.

Very Important Reasons for Gambling

Gamblers

Fun or entertainment: 24%
Excitement or challenge: 14%
Socializing: 13%
Support a worthy cause: 7%

Without Problem Gambling Symptoms

Fun or entertainment: 18%
Socializing: 13%
Excitement or challenge: 7%
Support a worthy cause: 4%
Just to win money: 4%

With Problem Gambling Symptom

Fun or entertainment: 39%
Excitement or challenge: 30%
Socializing: 14%
Support a worthy cause: 11%
Just to win money: 8%



Very Important Reasons for Gambling by Gender (Past 12 Month Problem Gambling Symptoms)

With Problem Gambling Symptoms

Fun or entertainment: 39%
Excitement or challenge: 30%
Socializing: 14%
Support a worthy cause: 11%
Just to win money: 8%

Men

Fun or entertainment: 39%
Excitement or challenge: 38%
Socializing: 16%
Support a worthy cause: 15%
Hobby: 9%

Women

Fun or entertainment: 39%
Excitement or challenge: 16%
Distract from everyday problems: 12%
Socializing: 11%
Win money to pay bills: 11%



Gambling Myths

Agreement with common gambling myths by adult lowans

- 13% agree watching the pattern of wins and losses will help a person to win
- 12% agree playing more than one slot machine improves a person's odds of winning
- 5% agree the more a person gambles, the better their odds of coming out ahead
- 2% agree if a person keeps gambling, their luck will change and they'll win back the money they lost
- 2% agree that when a person almost wins, it is a good sign that they are due to win soon
- 20% of adults 50-64 **with** gambling symptoms believed that playing more than one slot machine improves a person's odds of winning vs 4% without gambling symptoms



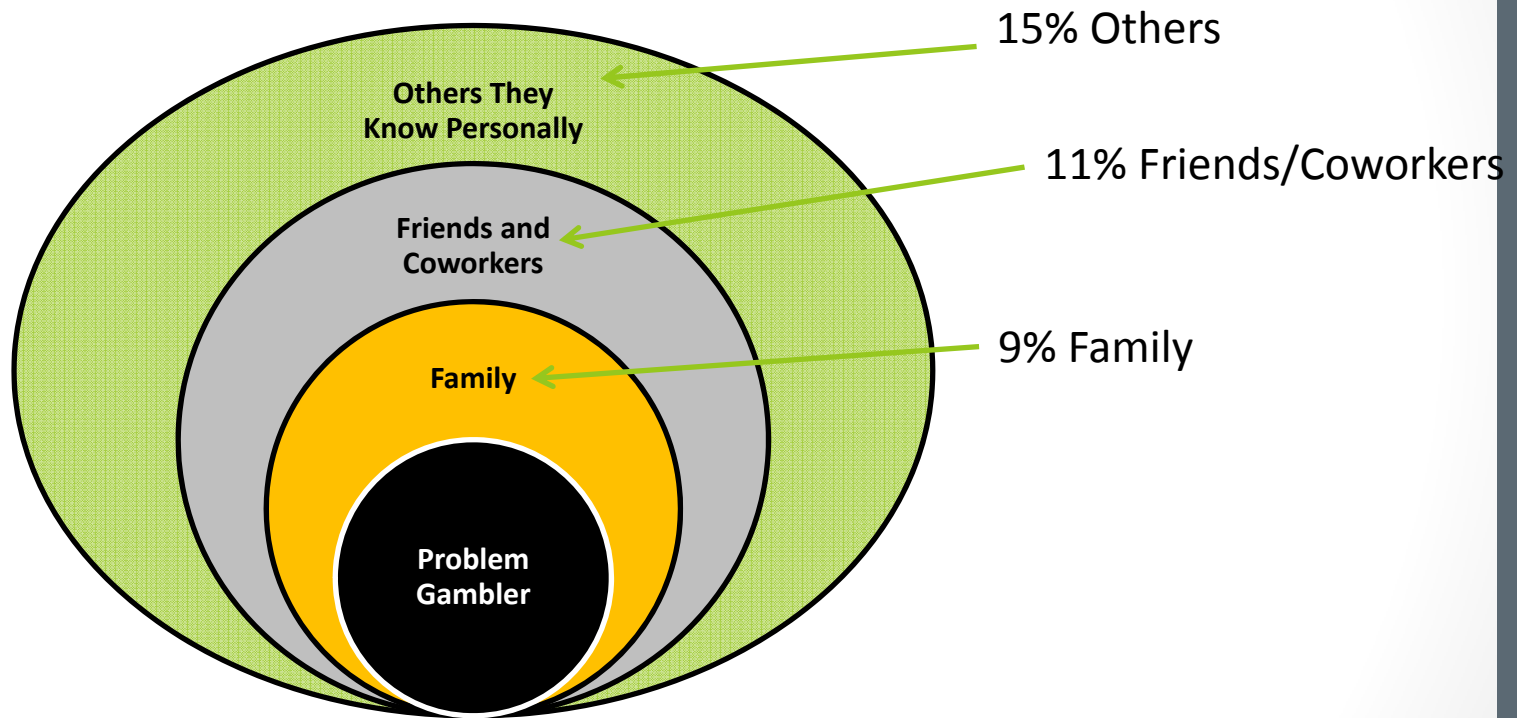
“Lucky Techniques”

- 6% of adults who gambled in past 12 months had a “lucky technique”
- Have “lucky technique” by problem gambling symptom (past 12 months)
 - 4% Without symptoms
 - 14% With 1 or more symptoms (past 12 months)
- 20% of women age 35-64 with symptoms believe they had a “lucky technique” compared to 4% without



Effect of Problem Gambling on Others

More than 1 in 5 adult lowans (22%) have been negatively affected by the gambling behaviors of family members, friends, or others they know.



1 in 3 (34%) who have ever experience any symptom of problem gambling said they had personally been negatively affected by someone else's gambling behavior



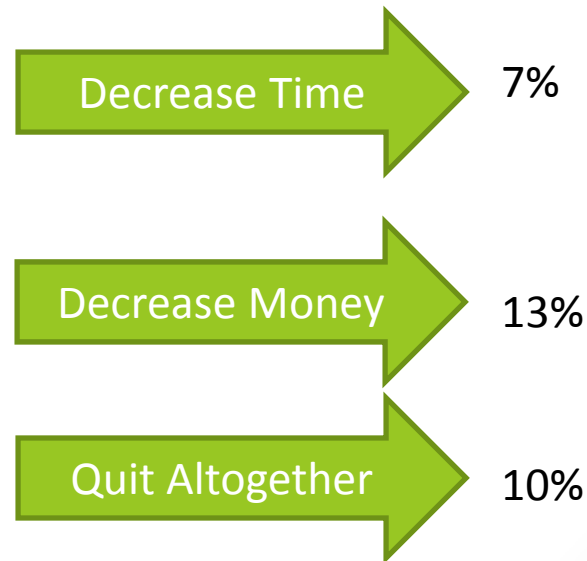
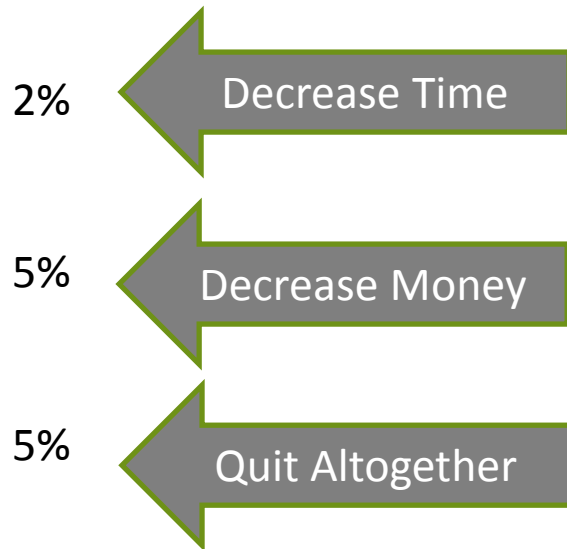
Want to Reduce or Quit Gambling

Percent of adult Iowa *gamblers* who want to decrease or quit gambling.

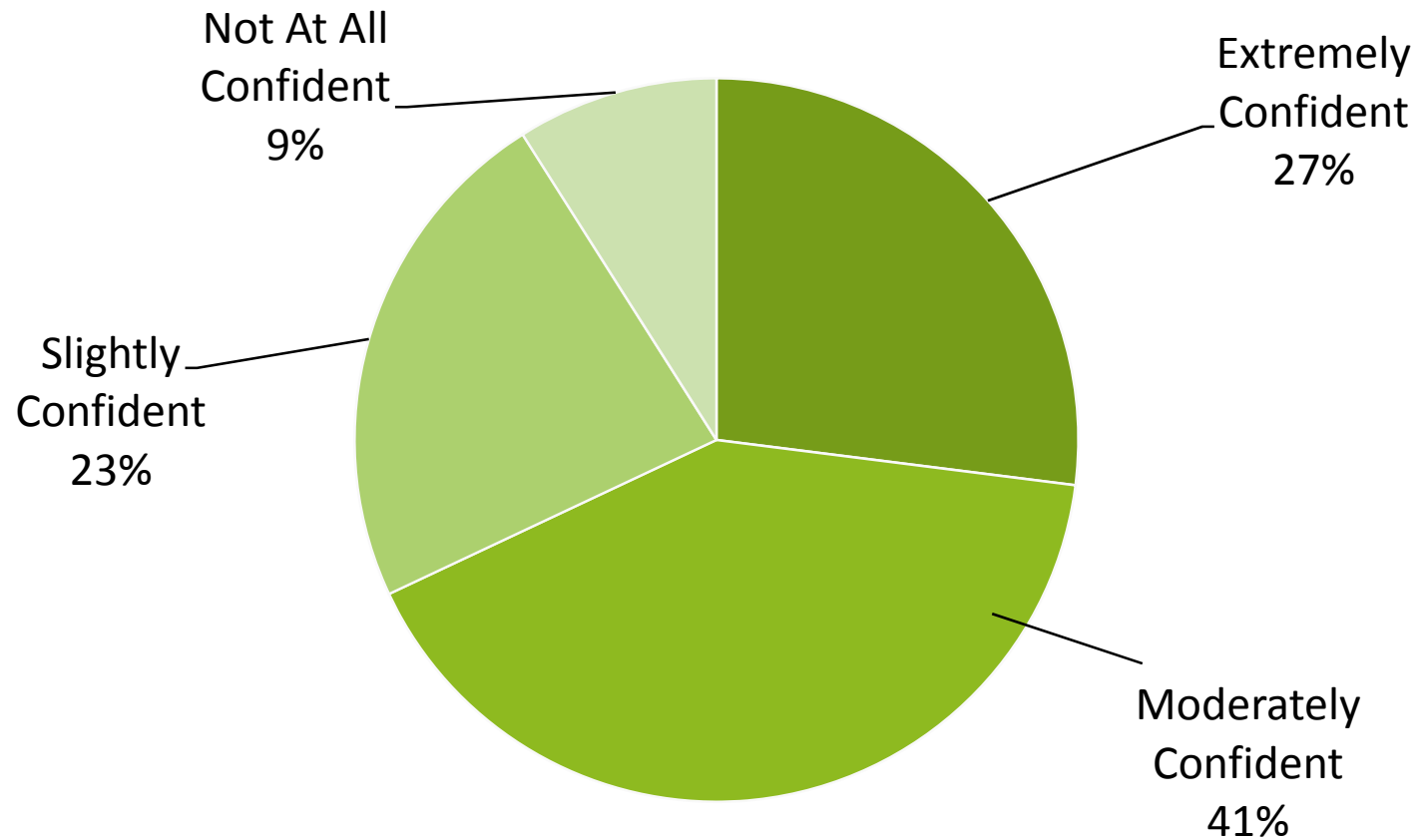
8%

Percent of adult Iowans *who had any problem gambling symptoms in the past 12 months* who want to decrease or quit gambling.

18%



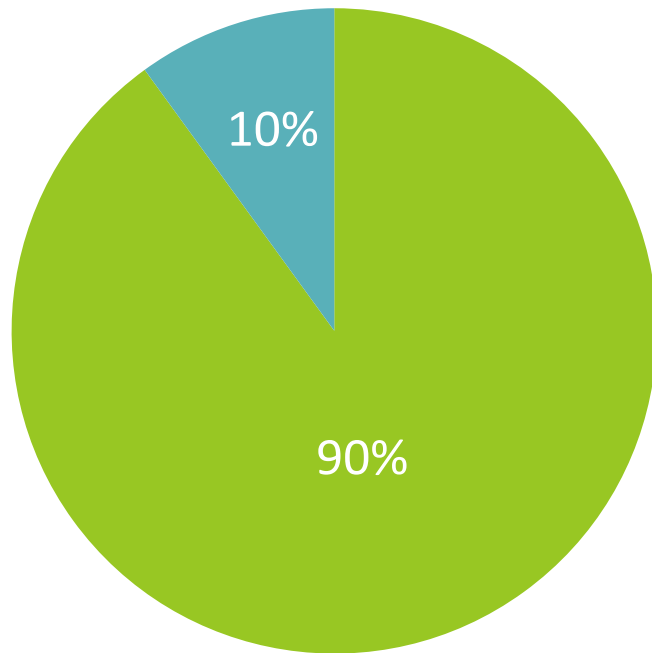
Identifying Problem Gambling



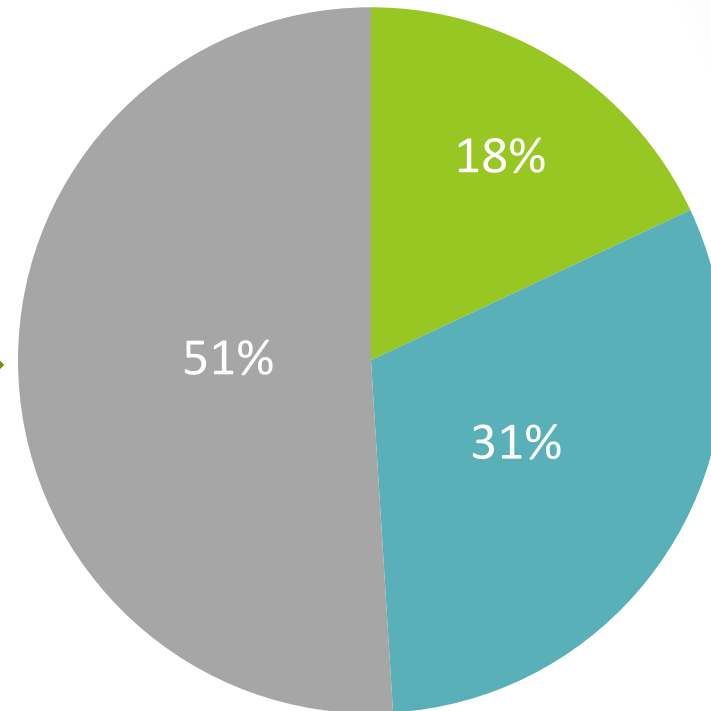
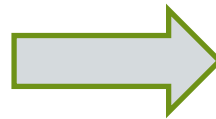
More than two-thirds of Iowans are confident they would recognize the signs that a friend or family member has a gambling problem.



Accessing Treatment Services



- Aware of Helpline
- Unaware of Helpline

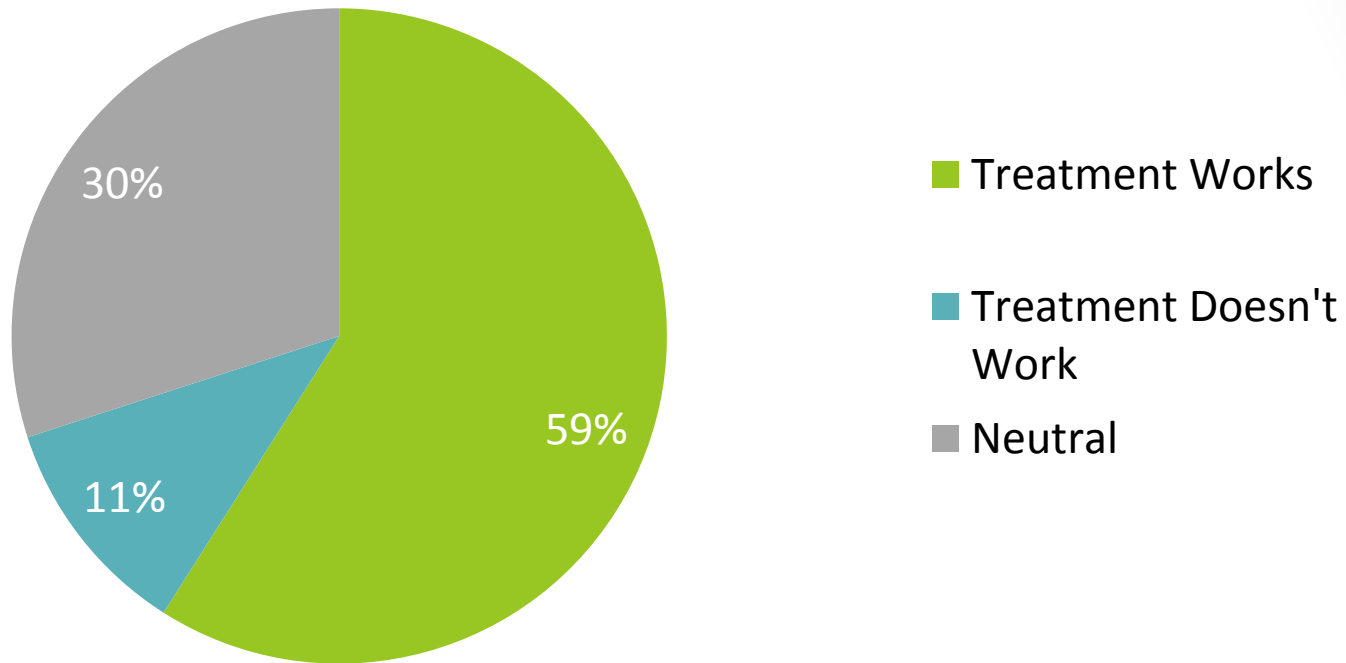


- Aware + IDPH funded services
- Aware+ publically-funded treatment
- Aware but not aware of treatment

- 36% knew of treatment options in their community
- 15% said there were no convenient treatment options



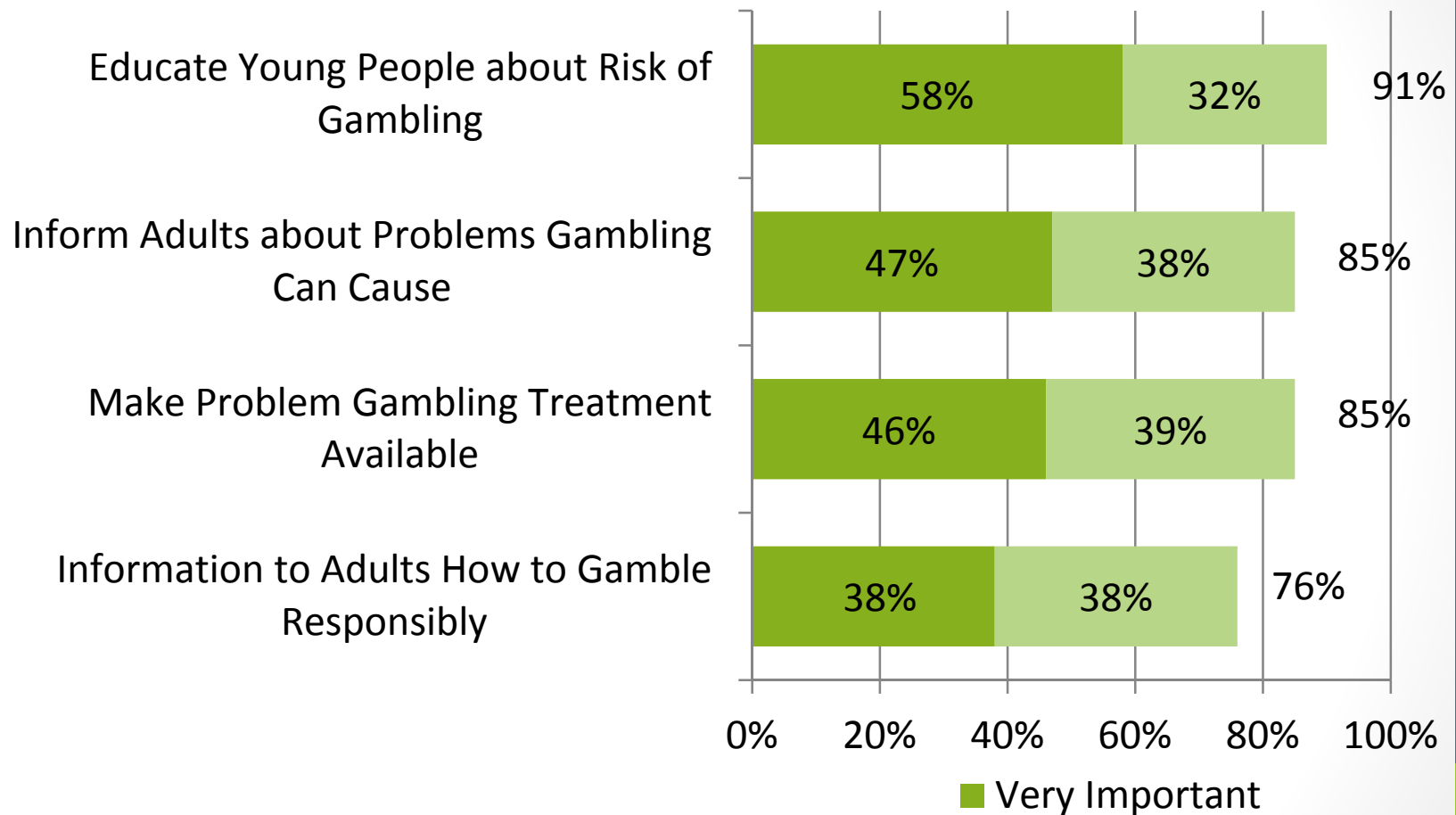
Treatment Effectiveness



94% admire the courage of people who seek help for a gambling problem



Importance of Public Funding for Treatment and Prevention



Note. The cumulative percentage on educate young people appears to sum incorrectly due to the effects of rounding.



Discussing Problem Gambling

- Respondents who had ever experienced any symptoms of problem gambling or said they may have a gambling problem were asked how many people, if any, they had talked to about their gambling.
- **Nearly 1 in 4 of those (24%) who have experienced one or more problem gambling symptoms during the past 12 months said they have talked with someone about their gambling.**



If You Had a Problem How Easy or Difficult Would it be to Talk with Someone in Your Social Support System About It?

<u>Very Easy</u>	<u>Fairly Easy</u>	<u>Fairly Difficult</u>	<u>Very Difficult</u>
Physical health (50%)	Finances (42%)	Finances (20%)	Romantic relationship (7%)
Work (49%)	Work (42%)	Romantic relationship (17%)	Mental health (6%)
Gambling (41%)	Mental health (42%)	Mental health (16%)	Gambling (6%)
Mental health (37%)	Physical health (42%)	Gambling (16%)	Finances (5%)
Romantic relationship (35%)	Romantic relationship (41%)	Work (6%)	Work (3%)
Finances (32%)	Gambling (38%)	Physical health (6%)	Physical health (2%)



Gambling in the Home when Growing up

- When asked to think back on their home life when they were growing up, about 3% of adult Iowans said that someone in their family had a serious problem with gambling when they were younger.
- Growing up in a household where someone had a gambling problem was reported by 5% of those who experienced any gambling symptoms, regardless of whether these symptoms were experienced in the past 12 months or at any point in their lifetime.

A Look at the Real Numbers.....

Ever Thought Might Have Gambling Problem	41,700
Want to cut-back on the amount of time you spend betting or wagering	26,500
Decrease the amount of money you spend on betting or wagering	80,800
Have ever tried to stop, cut down, or control your gambling	90,600
Others Think You Have a Gambling Problem	25,500
Periods lasting two weeks or longer when you spent a lot of time thinking about your gambling experiences or planning future gambling ventures or bets – Past 12 months	29,300
Gambled as a way to escape from personal problems – Past 12 months	21,100
Gambled to relieve uncomfortable feelings such as guilt, anxiety, helplessness, or depression – Past 12 months	19,400

A Look at the Real Numbers.....

Gambling caused you any health problems, including stress or anxiety	53,200
Felt that you might have a problem with gambling?	62,000
Felt guilty about the way you gambled or what happens when you gamble?	161,400
Been personally affected by the gambling of a friend or coworker	258,900
Been personally affected by the gambling of a family member	213,800
Been personally affected by the gambling of someone else you know	343,800

Summary & Conclusions

- Prevalence of Gambling

- Lifetime: 88% in 1995 91% in 2011
- Past 12 months: 72% in 1995 69% in 2011

- Pathological or problem gambling

- **Low prevalence problem gambling** (2% lifetime, 0.7% past 12 months)

- Pathological (0.6% lifetime, 0.3% past 12 months)

- Similar to previous 1995 Iowa estimate (1.9% lifetime, 1.0% current)

- SOGS tend to estimate higher
- Overlapping confidence intervals

- **Conclusion: Problem gambling rate appears unchanged since 1995**

- Similar to national surveys

- 0.4% Lifetime pathological (National Epidemiological Survey on Alcohol and Related Conditions; Petry, Stinson, & Grant, 2005)
- Pathological of 0.6% lifetime & 0.3% Past 12 months (US National Comorbidity Survey Replication (NCS-R; Kessler et al., 2008)

Summary & Conclusions (continued)

- Problem gambling symptoms and effects
 - 13% had 1+ problem gambling symptoms in the past 12 months
 - 18% of those with symptoms want to reduce or quit gambling
 - 22% said they were negatively affected by another's gambling behaviors
- Treatment and prevention
 - Two-thirds are confident they could recognize the signs of problem gambling
 - 90% are aware of 1-800-BETS-OFF helpline
 - Three-fourths or more support public funding for the four treatment and prevention activities

Implications For Problem Gambling Prevention: Summary & Conclusions

- **Provide social norms education to help prevent problem gambling.**
 - Most people (81%) report that they never or seldom gamble
 - Only 2% of adults gamble on the internet (past 12 months)
 - Less than 2% of people borrow money to gamble, are ever told they have a gambling problem, or experience financial problems related to their gambling
- **More consumer education is needed to dispel gambling myths**
- **Empower those who want to change their gambling behavior**
 - Normalize and demystify treatment
 - Provide responsible gambling information
 - Inform the public about change tools (work books, smart phone aps, etc.)

Implications For Problem Gambling Prevention: Summary & Conclusions

- **Focus on the family**
 - For each problem gambler, 10 others are negatively affected
 - Nearly two-thirds (64%) agreed that “Gambling is dangerous for family life”
 - Encourage parents to discuss gambling with their children
 - Encourage people to speak to loved ones for whom they have gambling related concerns
- **When conducting treatment outreach efforts**
 - Identify problem gambling symptoms
 - Provide hopeful messages
- **Target high risk populations with treatment outreach efforts**
 - Hx of alcohol problems or tobacco use
 - Frequent slot players
 - Those with small social networks
 - Others . .

Final Thought:

If you are a problem gambling prevention worker or otherwise engage in activities to raise problem gambling awareness, keep in mind that:



The vast majority of the public supports your work . . .

Your efforts are making a difference!



Gambling Attitudes and Behaviors: A 2011 Survey of Adult Iowans

Full Report:

http://www.idph.state.ia.us/IGTP/common/pdf/reports/attitudes_behaviors.pdf

or email:

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