



“Hitting the sweet spot: Lottery promotion and vulnerability”

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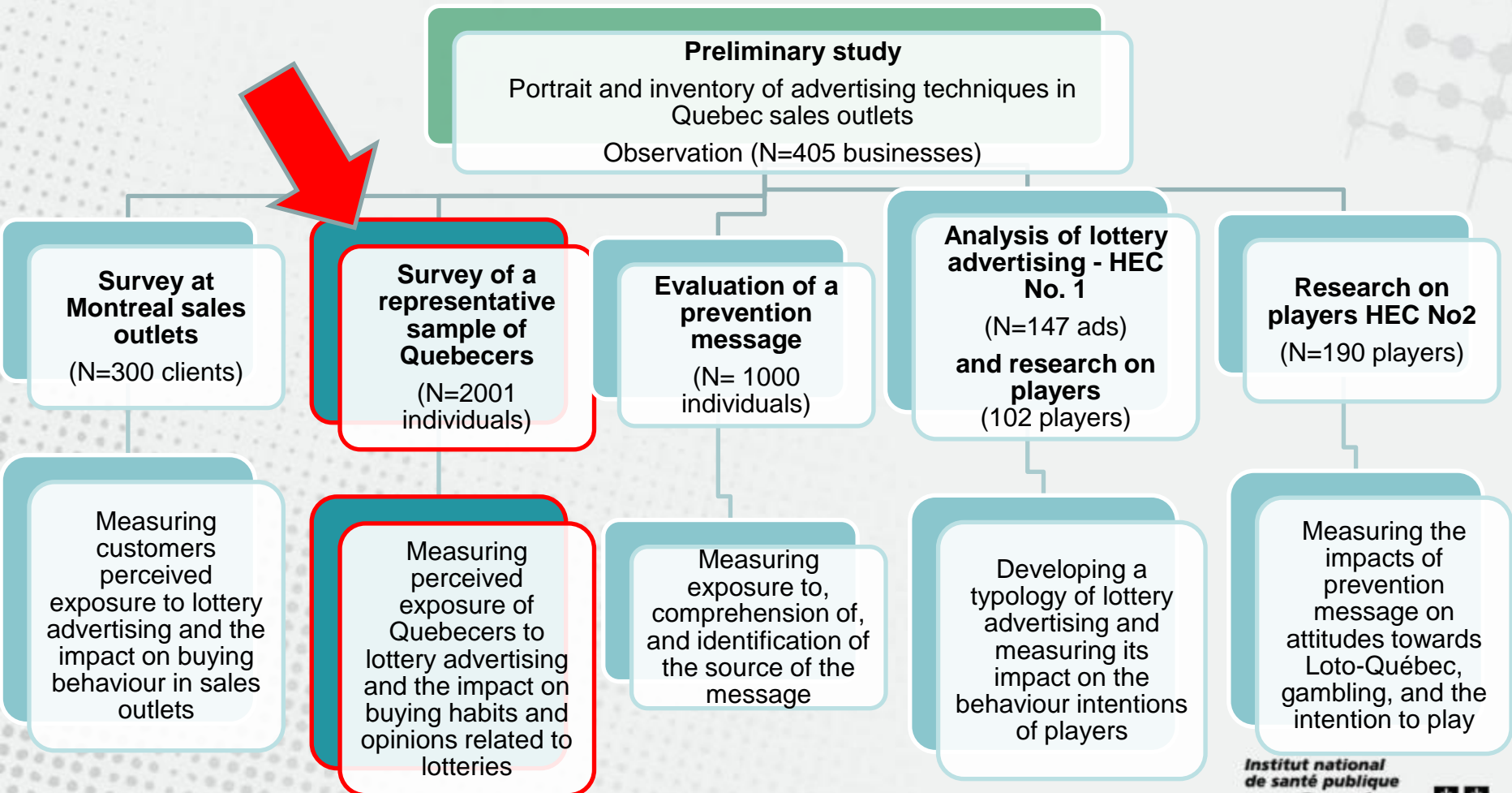
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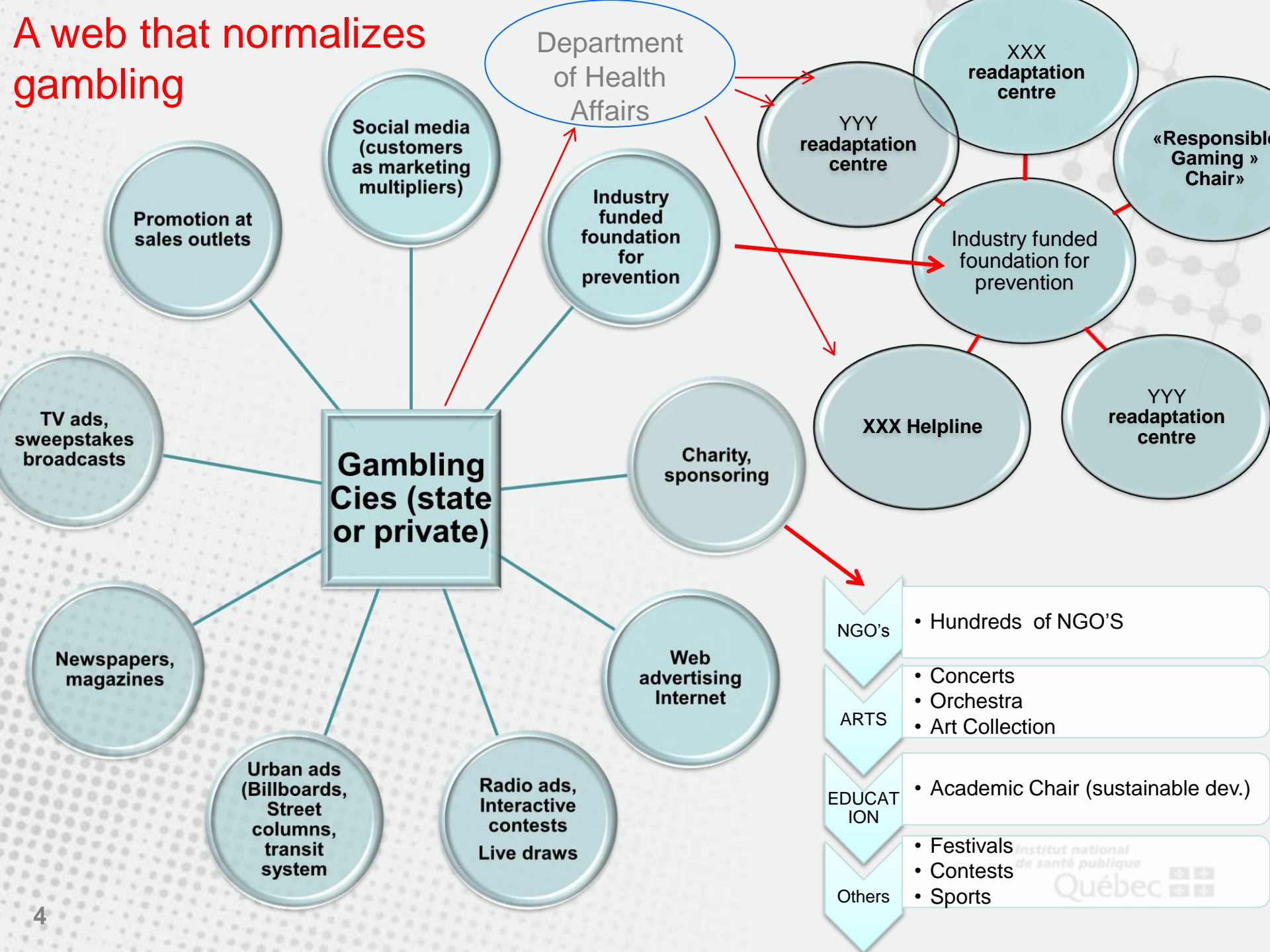
Presentation plan

- Literature about lottery marketing and vulnerability
- Lottery advertising in Quebec
- Project phases
- Results
- Conclusion

INSPQ lottery research program



A web that normalizes gambling



In 2009, Loto Québec ranked 8th among major advertisers, all media combined (Nielsen Media Research).



Public health issues: Lotteries and vulnerability

- Marshall, 2009: Less well-to-do families devote a larger proportion of their family expenses to gambling: 4.8% for households with a revenue below \$20 000 versus 0.7% for households with a revenue \geq \$80 000
- Kearney, 2005: During the introduction of a state-controlled lottery, money spent on lottery tickets was diverted from money for essential expenses like food and lodging. This behaviour was more pronounced in less well-to-do households.
- Weinback & Paul, 2008: In seven states in the US, lottery revenues rise the first week of the month corresponding to the delivery of social security cheques, disability pensions, and assistance to families with dependents.
- Beckert & Lutter, 2008: Lottery as a regressive tax

Characteristics of lottery marketing

as observed in gambling literature

- Lottery product marketing **stimulates consumption** by convincing consumers of the probabilities of winning and **having their lives enriched** (Griffiths, 2005; Chevalier & al, 2002; Binde, 2007).
- Possibility of increasing **social status** and gaining greater **freedom** by acquiring **financial security** (Clotfelter & Cook, 1987; Binde, 2007)
- The participant's chances of winning are **falsely exaggerated** (Griffiths & Wood, 1999; Clotfelter & Cook, 1987, McMillen & Miller, 2009)
- **Minimization of the potential dangers** of gambling by selling lotteries as a form of harmless, enjoyable and exciting entertainment (Felsher, Derevenski & Gupta, 2004)
- **Targeted marketing**, more appealing to the vulnerable (Dyall, Tse & Kingi, 2009; Grier & Kumanyika, 2010; Thomas & al, 2011)

Quantitative survey Web panel, 2001 respondents

Hypothesis There is a positive relation between perceived exposure to lottery, buying habits (frequency and amounts), « erroneous » beliefs, negative experiences with gambling, and deprivation indicators.

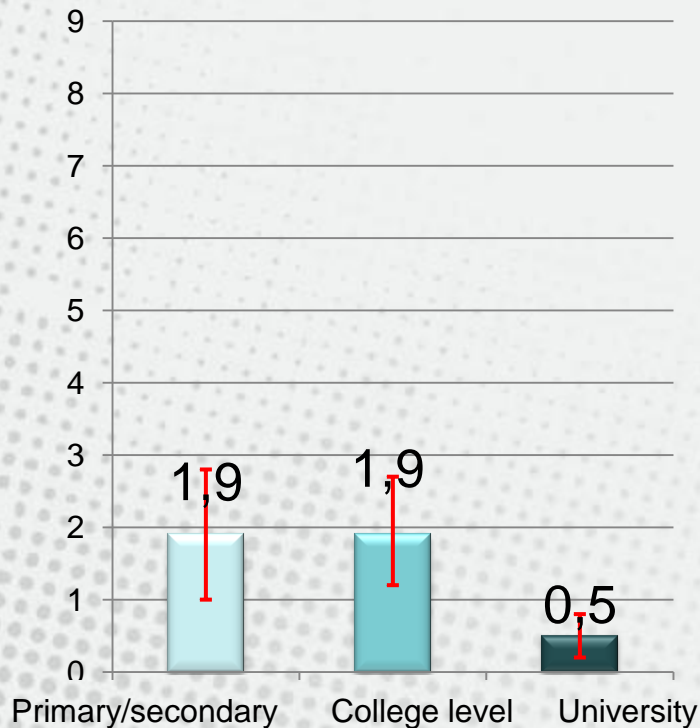
Habits and expenses

- 60% of the population played lotteries in the last month
- Average monthly expenses are \$25
- The lower one's education, the more one plays lotteries
- But the higher one's income, the more one plays lotteries

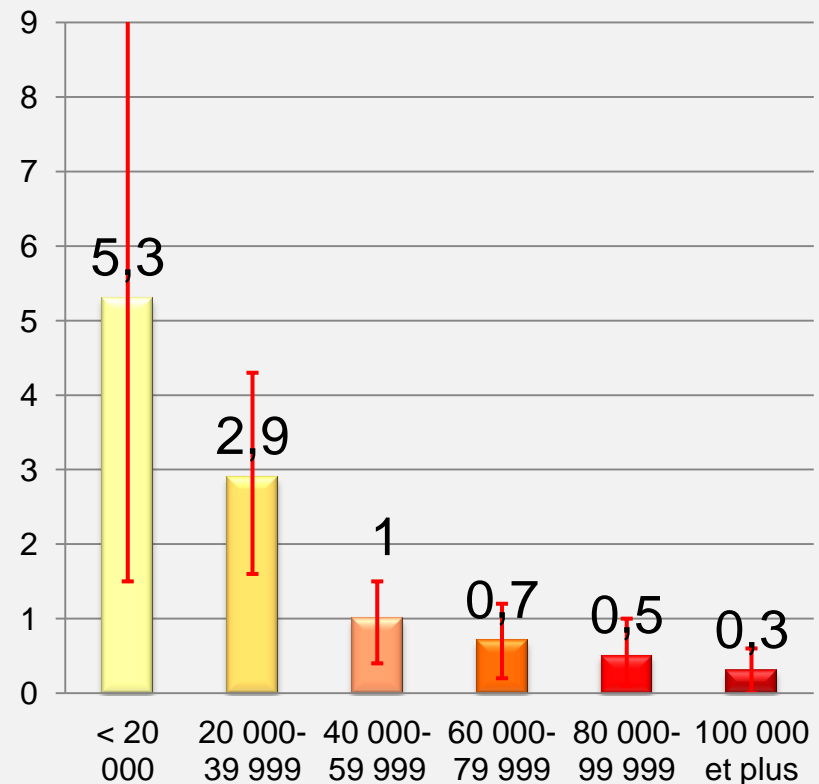
Proportion of household income devoted to lottery expenses

Proportion in the Quebec population: 1.5%

Education



Income

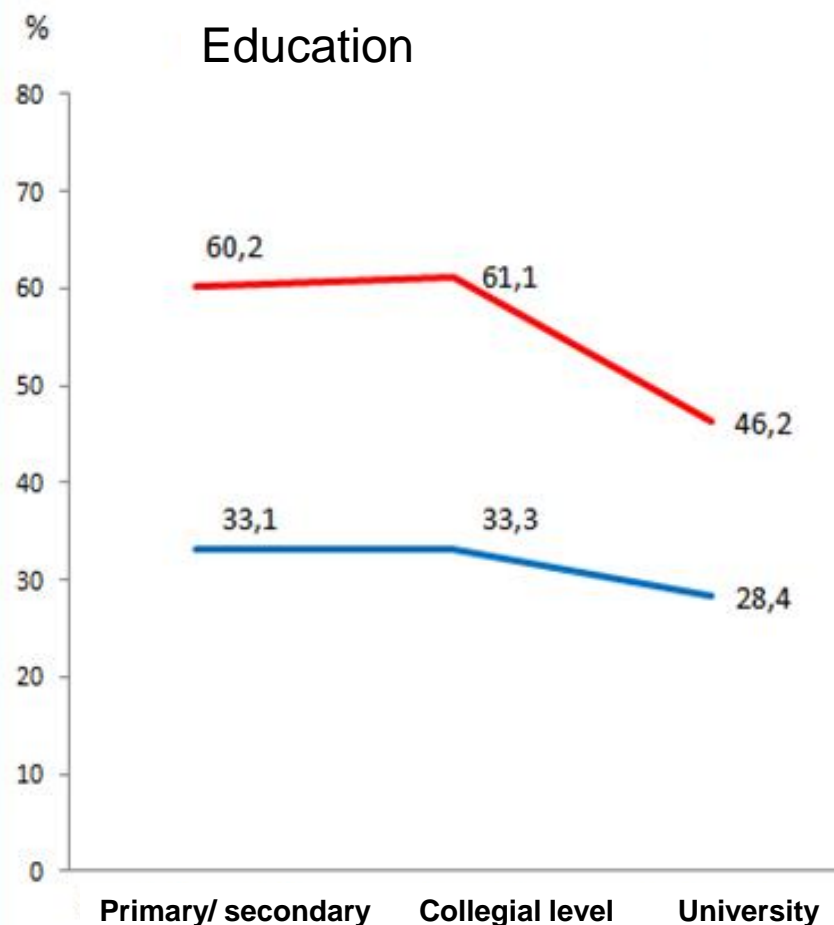


Exposure

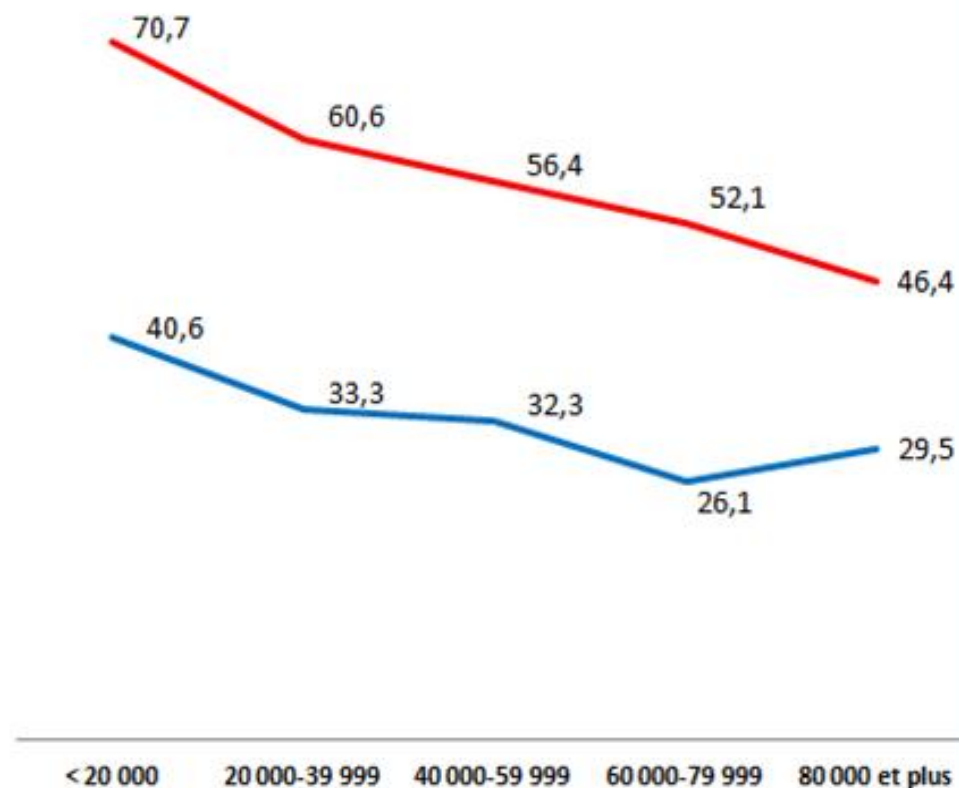
- 90% of Quebecers can name at least one lottery, 40% can name at least 5
- 35% of Quebecers can cite at least one lottery slogan
- 82% of Quebecers state they are exposed to lottery advertising at least once a week. Half of Quebecers are exposed to it daily.
- One third reports that lottery promotion is very or excessively present in their daily life
- More than half of the population think that lottery promotion has increased in the past years

Perception of the intensity of exposure to advertising, Québec, 2010-2011

Education

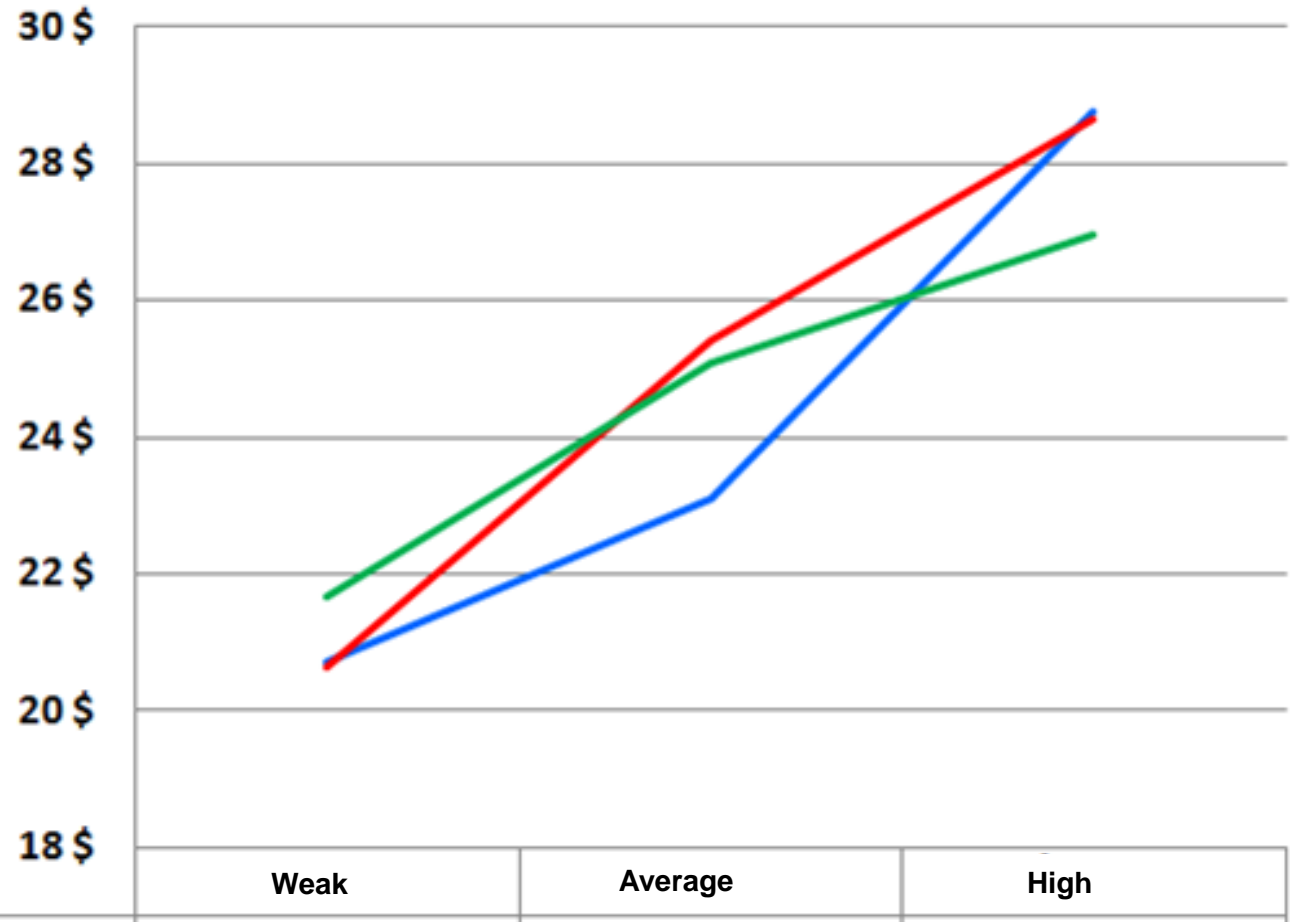


Income



- Lottery advertising is very or excessively present in my daily life
- In the past years, lottery advertising volume has increased (slightly or a lot)

Lottery monthly expenditures according to lottery advertising exposure, Québec, 2011-2011



	Weak	Average	High
Exposure frequency	20,7	23,09	28,75
Daily exposure intensity	20,63	25,42	28,66
Ads growth perception	21,68	25,1	26,97

Attitudes

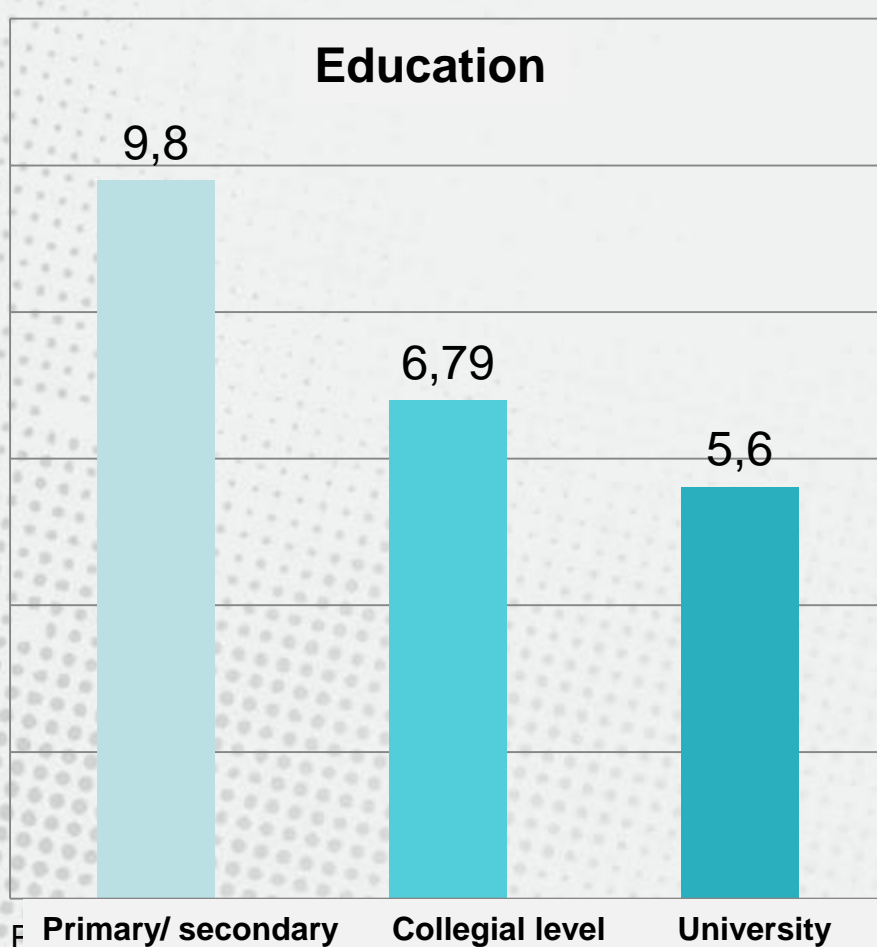
- Globally, the majority of Quebecers have no cognitive biases and are aware of the risks related to lotteries.
- However, a greater proportion of less educated and less affluent individuals are likely to have thoughts associated with gambling problems (illusion of control and efficient financial strategy).
- Less educated individuals are less aware that lotteries can lead to gambling problems (but not the less affluent).

Attitudes toward lottery 1/4

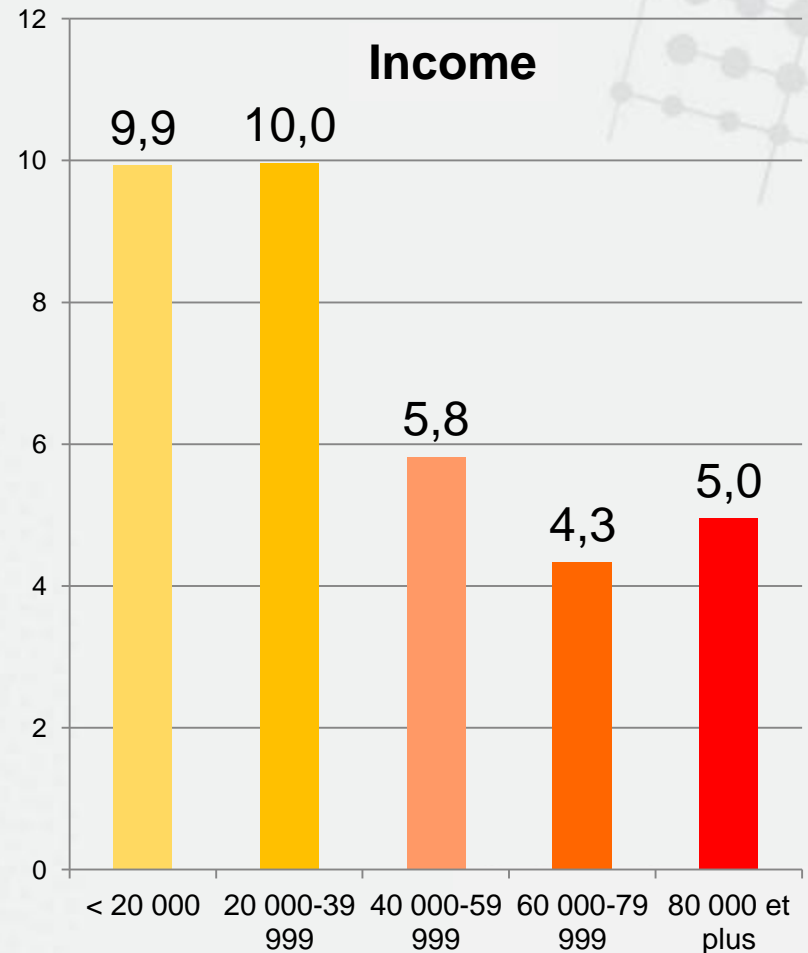
« Buying lottery is a good strategy to solve financial problems »

Somewhat or entirely agree

Education



Income

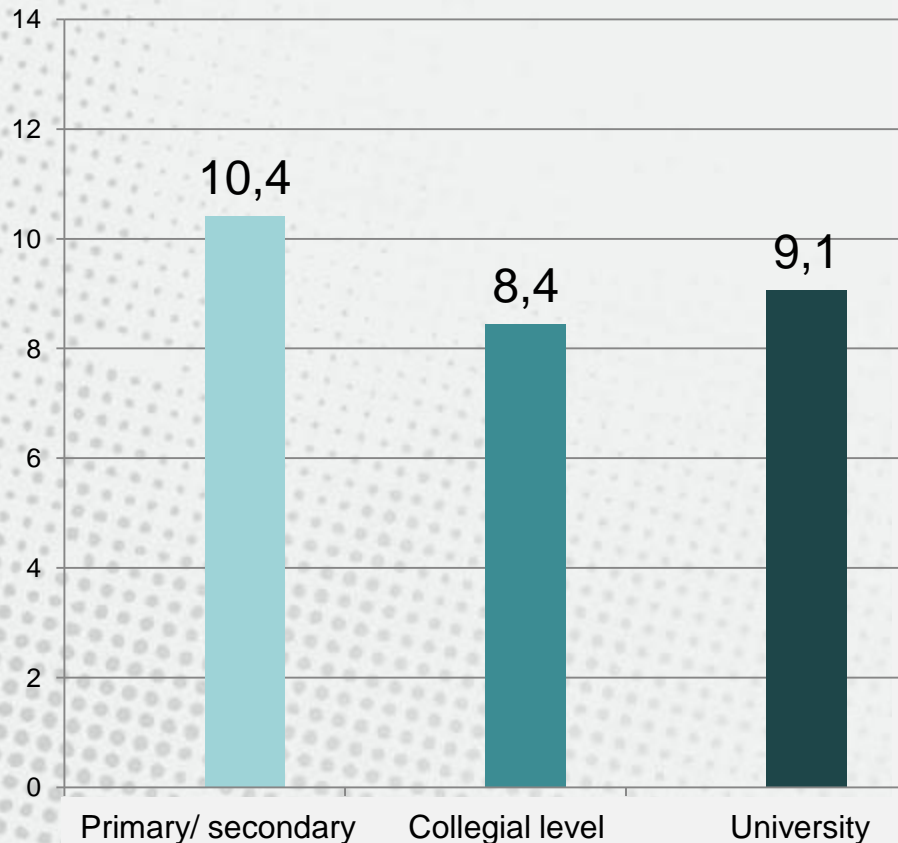


Attitudes toward lottery 2/4

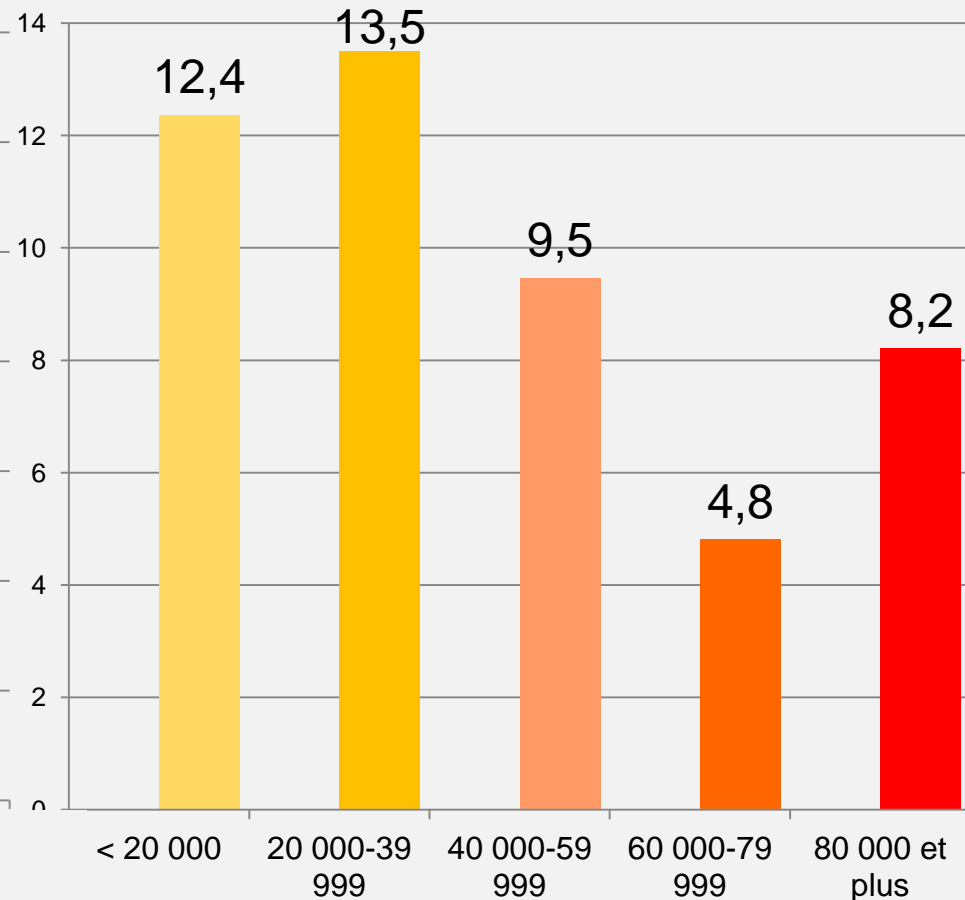
« When you play lottery, some strategies may improve your chances of winning »

Somewhat or entirely agree

Education



Income



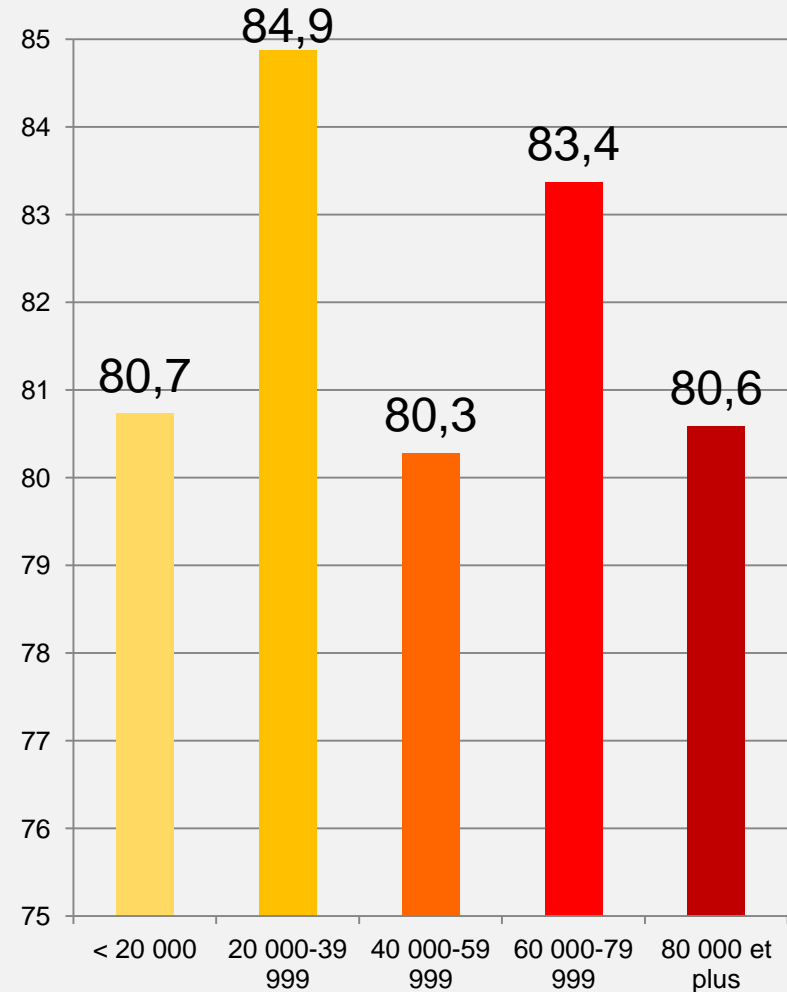
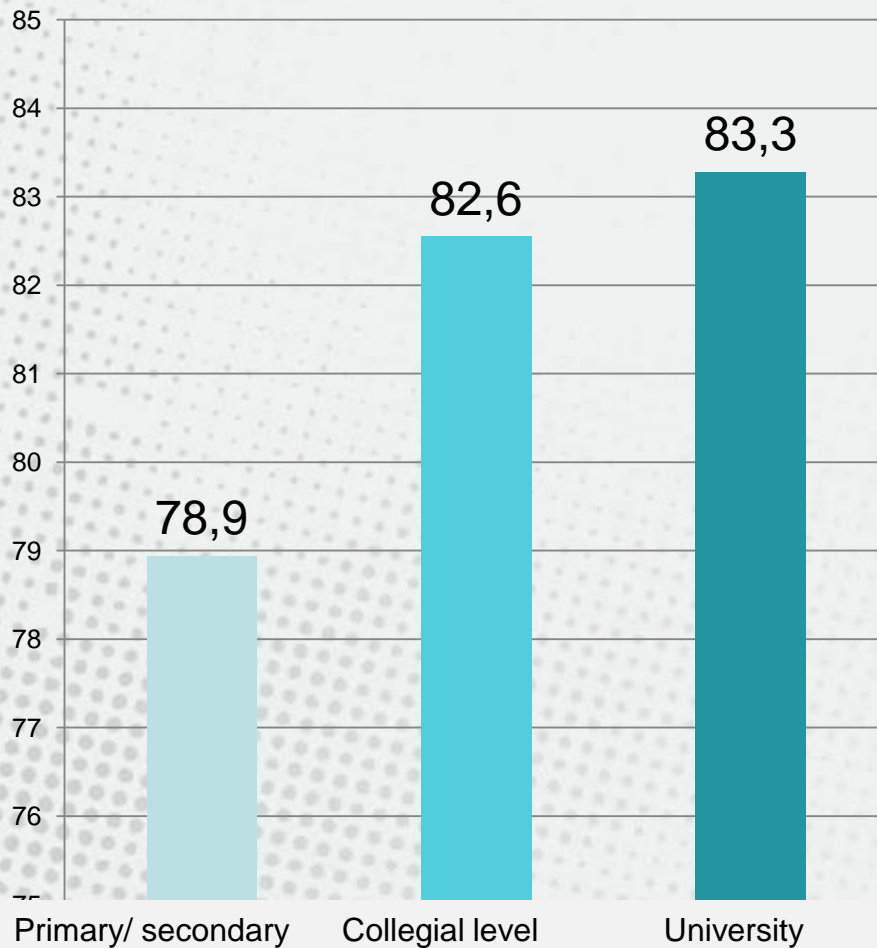
Attitudes toward lottery 3/4

«Buying lottery may lead to gambling related problems»

Education

Somewhat or entirely agree

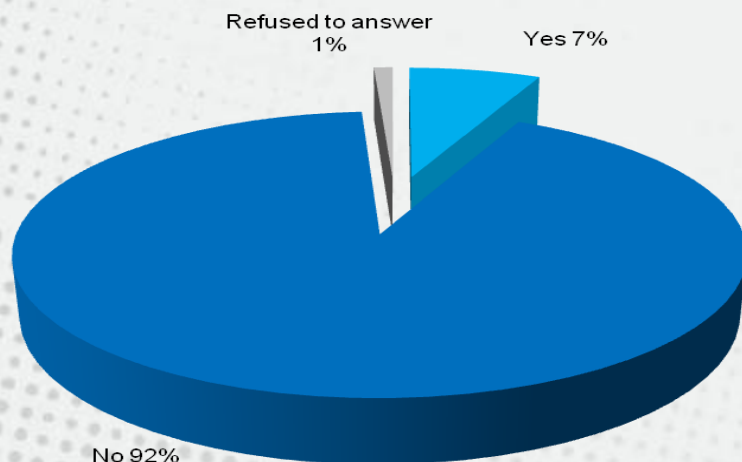
Income



Quebecers' self reported problems with gambling

Q12. Have you ever had a negative experience associated with gambling (financial, professional, or health problems, interpersonal conflicts, guilt)?

Base: All respondents (n=2001)

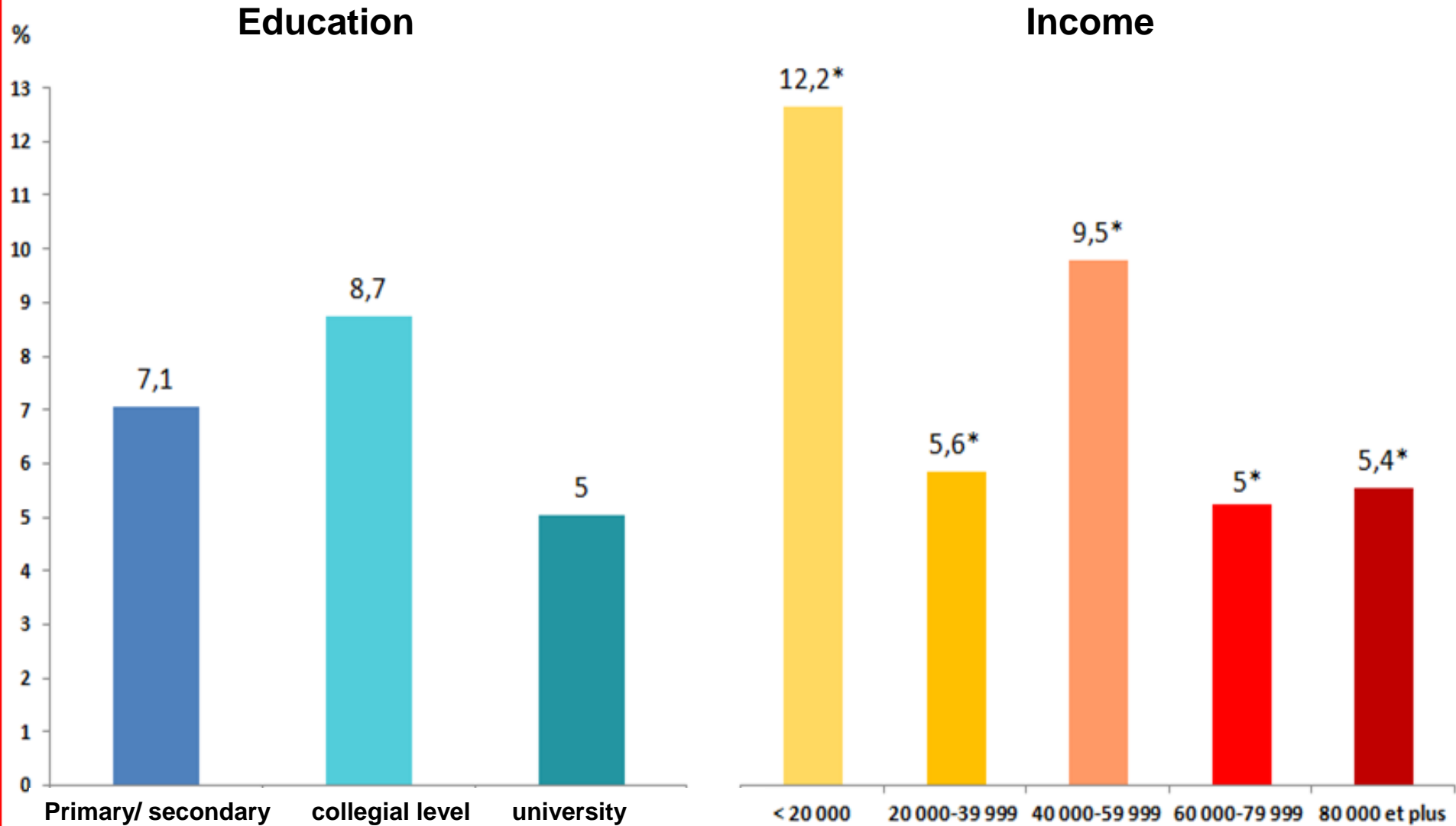


- Those who answer yes believe to a greater extent that advertising is very or excessively present in their daily lives and that the amount of advertising has increased.
- They also have more biases likely to foster these problems, in particular believing that strategies improve their chances of winning.

The following groups of respondents are significantly more likely to have had negative experiences associated with gambling:

- Men (9%);
- Manual labourers (11%) and unemployed people (20%);
- Young people (between the ages of 18 and 24: 11%);
- Those who purchased lottery tickets during the last month (8%) and have spent the most on lottery tickets (\$30 or more: 14%);
- Those who gambled in the last month (17%) and have spent the most on gambling (more than \$100: 48%).

Proportion of Quebecers who have had negative experiences associated with gambling, Québec 2010-2012



Conclusion



Conclusion

Individuals who are less affluent and less educated report:

- greater exposure to advertising messages
- higher expenses in proportion to their household income
- more cognitive biases towards gambling*
- a greater proportion of negative experiences related to their gambling habits*

Conclusion

- Our research concludes that the impact of a significant presence of messages encouraging the public to wager part of their income could play a role in maintaining social and health inequalities.
- As other published results indicate, the omnipresence of incentives to gamble undermines the reach and effectiveness of preventive messages (Lemarié, 2012).
- In addition to other preventive measures and public policies, controlling the content and volume of advertising about games of chance and money should be considered.



Thank you!

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