“Hitting the sweet spot: Lottery promotion and vulnerability”

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Presentation plan

• Literature about lottery marketing and vulnerability

• Lottery advertising in Quebec

• Project phases

• Results

• Conclusion
Preliminary study
Portrait and inventory of advertising techniques in Quebec sales outlets
Observation (N=405 businesses)

Survey at Montreal sales outlets
(N=300 clients)

Survey of a representative sample of Quebecers
(N=2001 individuals)

Observation (N=405 businesses)

Survey of a representative sample of Quebecers
(N=2001 individuals)

Evaluation of a prevention message
(N= 1000 individuals)

Measuring customers perceived exposure to lottery advertising and the impact on buying behaviour in sales outlets

Measuring perceived exposure of Quebecers to lottery advertising and the impact on buying habits and opinions related to lotteries

Analysis of lottery advertising - HEC No. 1
(N=147 ads)

and research on players
(102 players)

Developing a typology of lottery advertising and measuring its impact on the behaviour intentions of players

Measuring the impacts of prevention message on attitudes towards Loto-Québec, gambling, and the intention to play

Research on players HEC No2
(N=190 players)
A web that normalizes gambling

Gambling Cies (state or private)

Promotion at sales outlets
TV ads, sweepstakes broadcasts
Newspapers, magazines
Urban ads (Billboards, Street columns, transit system)
Radio ads, Interactive contests Live draws
Web advertising Internet
Industry funded foundation for prevention
Charity, sponsoring
Department of Health Affairs

XXX readaptation centre
Industry funded foundation for prevention
«Responsible Gaming» Chair
YYY readaptation centre
XXX Helpline

NGO’s
- Hundreds of NGO’S

ARTS
- Concerts
- Orchestra
- Art Collection

EDUCATION
- Academic Chair (sustainable dev.)

Others
- Festivals
- Contests
- Sports
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 ≥$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, McMilllen & 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)
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
- Primary/secondary: 1.9
- College level: 1.9
- University: 0.5

### Income
- < 20 000: 5.3
- 20 000-39 999: 2.9
- 40 000-59 999: 1
- 60 000-79 999: 0.7
- 80 000-99 999: 0.5
- 100 000 et plus: 0.3
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

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
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**
- Primary/secondary: 9.8
- Collegial level: 6.79
- University: 5.6

**Income**
- < 20,000: 9.9
- 20,000-39,999: 10.0
- 40,000-59,999: 5.8
- 60,000-79,999: 4.3
- 80,000 et plus: 5.0
Attitudes toward lottery 2/4

“When you play lottery, some strategies may improve your chances of winning”

Somewhat or entirely agree

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Attitudes toward lottery 3/4

«Buying lottery may lead to gambling related problems»

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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

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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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