

Public Opinion and Problem Gambling

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What do we need to know?

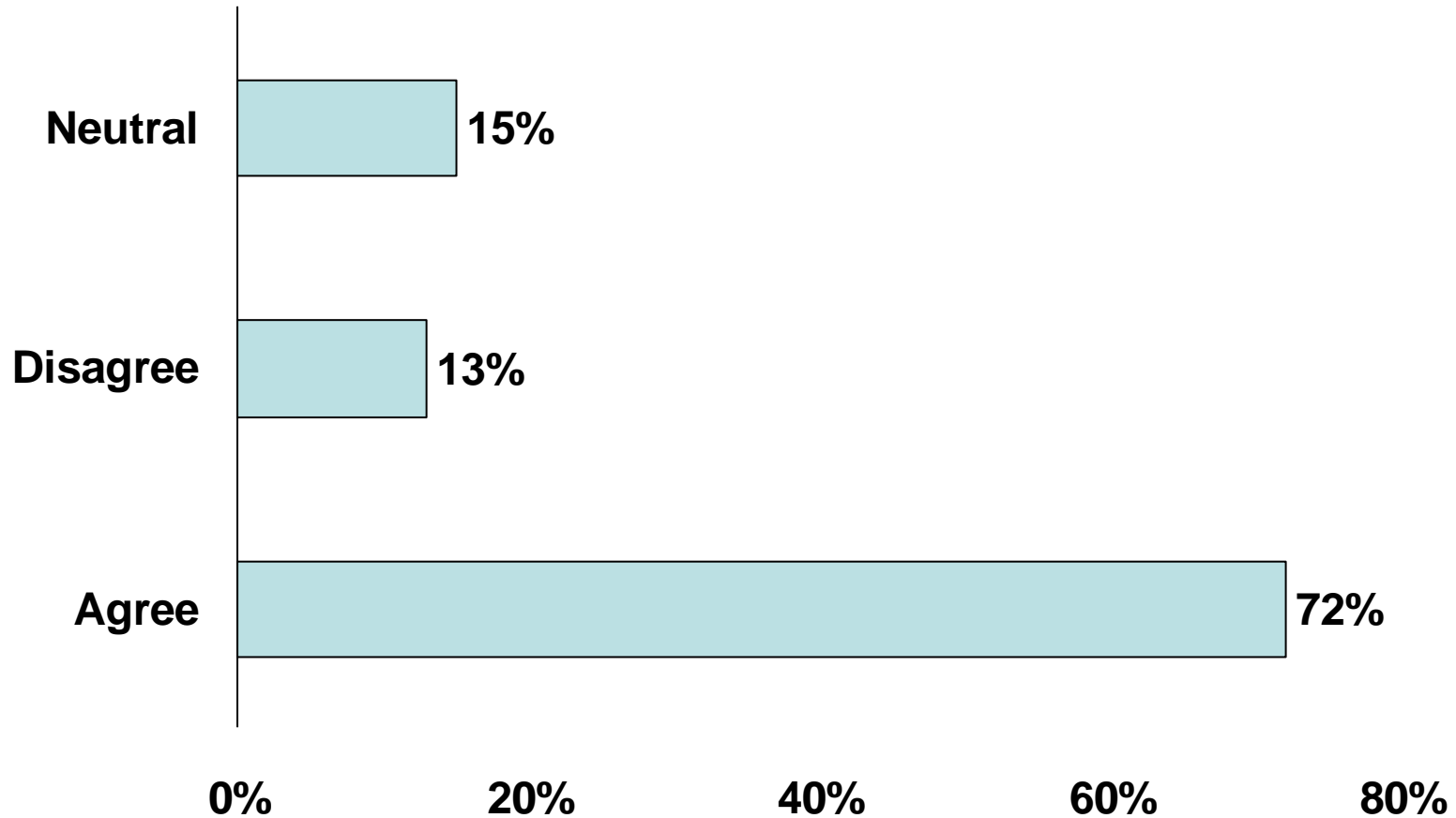
- How does the public perceive addiction?
- Do they stigmatize addiction?
- Do they recognize gambling addiction?
- Do they understand the causes?
- Do they understand the solutions?
- Do they know where to go for help?
- Do they know preventative factors?
- What are they willing to do?
- What messages are credible and appealing?

Data Sources

- Ipsos Reid US Express Omnibus
 - 1000+ U.S adults
 - Internet sample
 - June 25-30, 2009, September 2011, June 2012, May 2013
- Ipsos Reid Survey
 - Telephone sample
 - 1000 U.S. adults
 - June, 2008

**DOES THE PUBLIC
UNDERSTAND ADDICTION?**

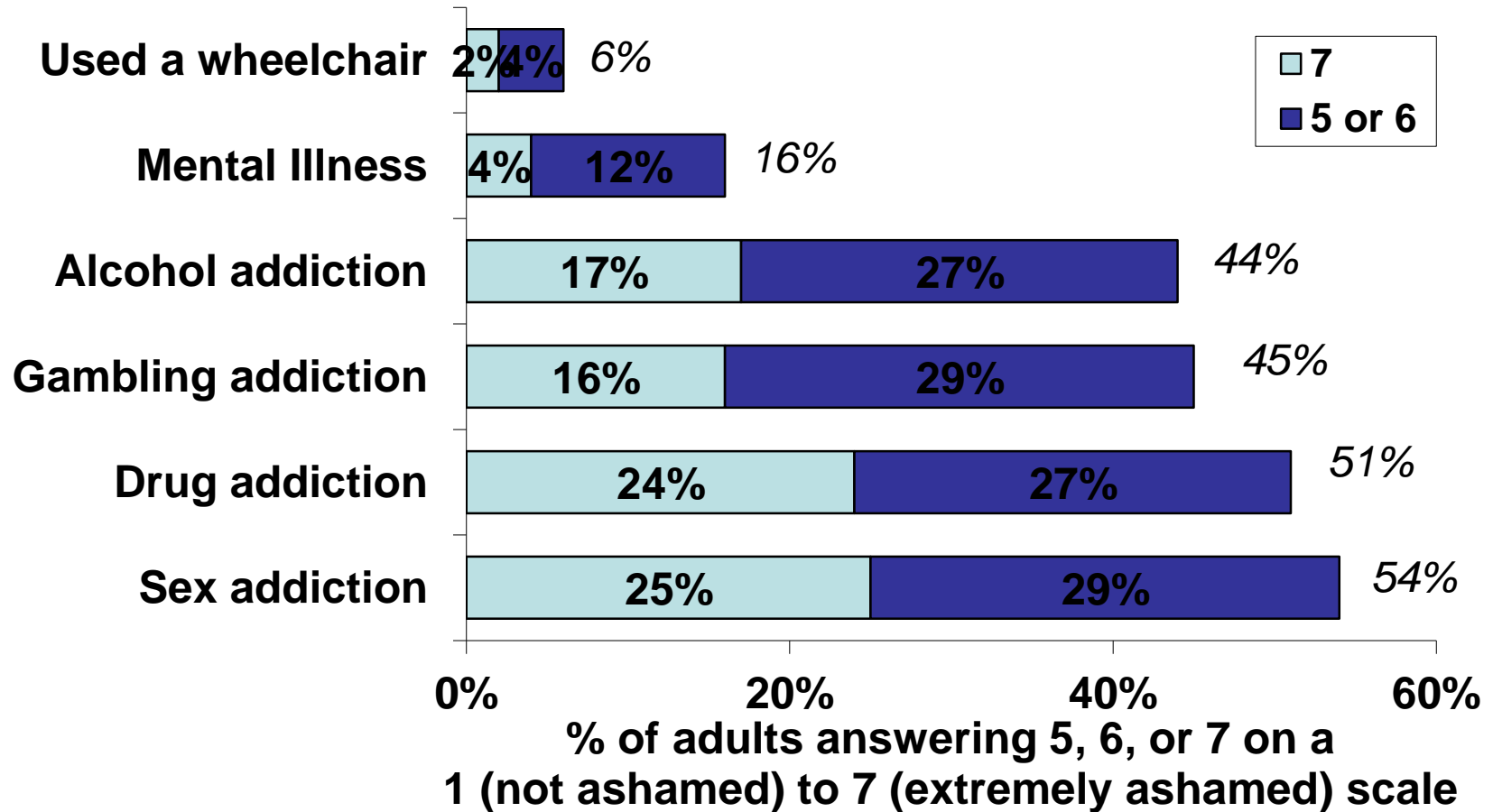
“...Compulsive gambling is an addiction just like addiction to drugs or alcohol”



Source: Ipsos 9/11 survey of 1009 US adults

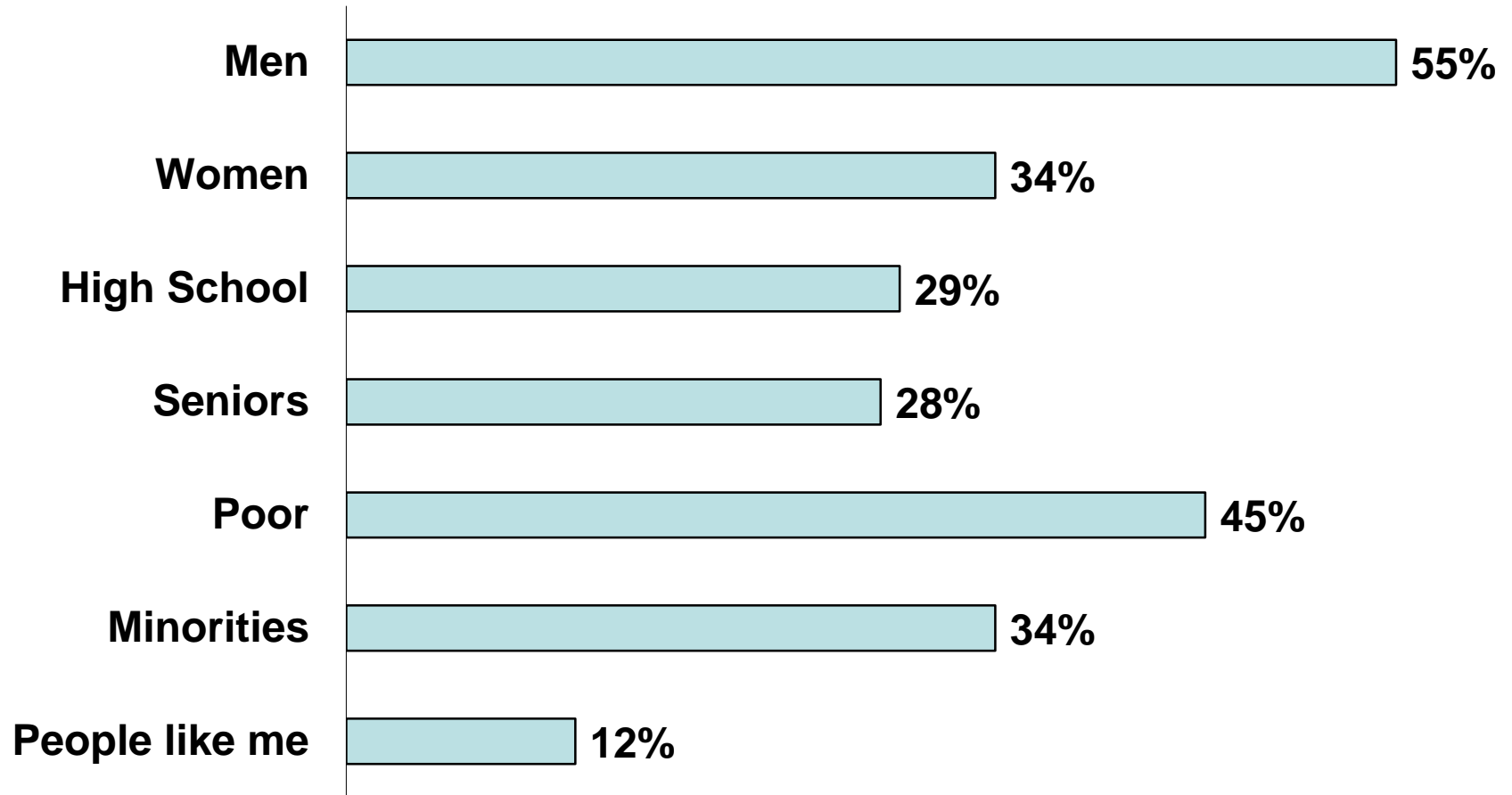
IS ADDICTION STIGMATIZED?

Would you feel ashamed or embarrassed if a family member had ...



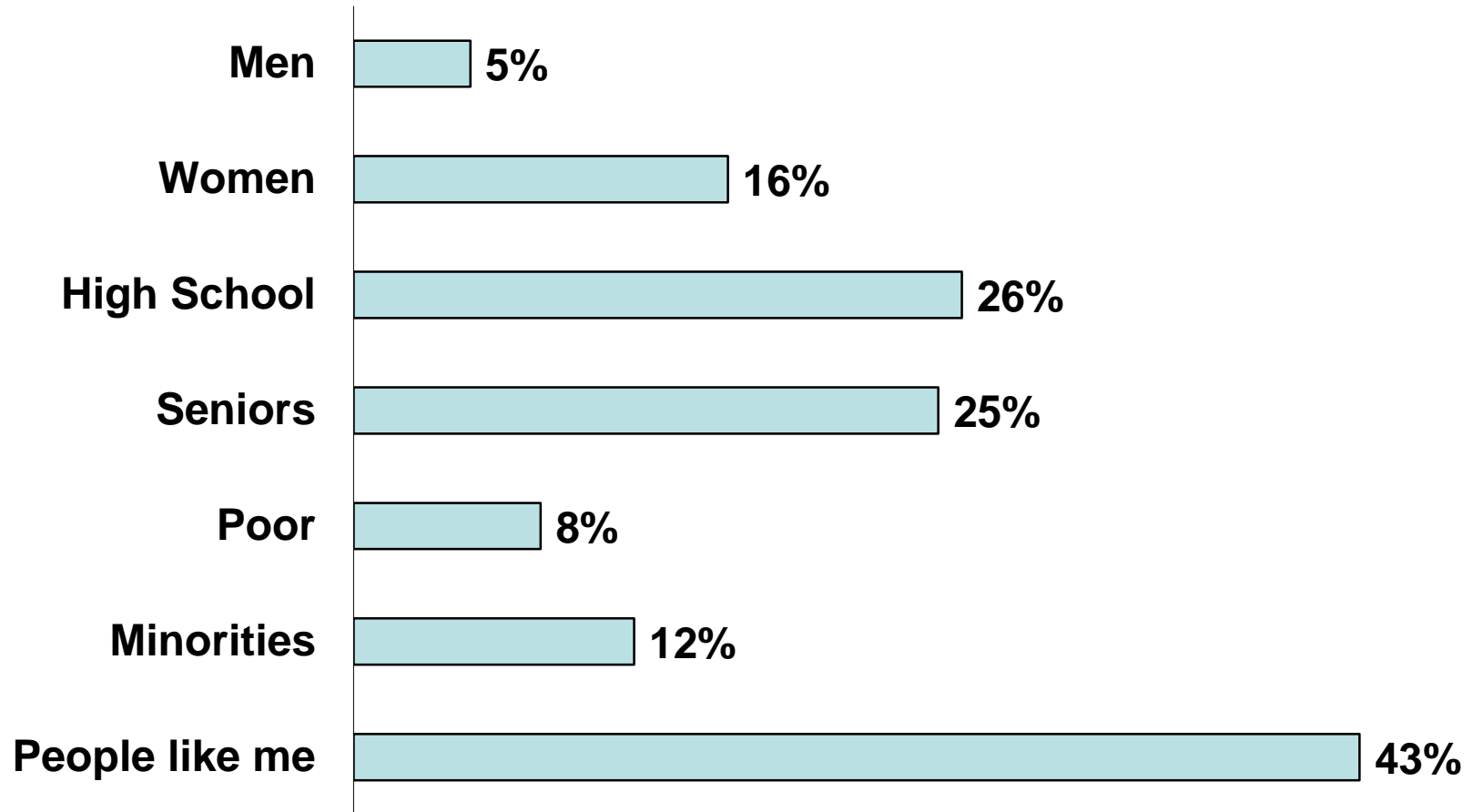
Source: 2009 Voice of America Survey

More likely to develop gambling addiction



Source: 2009 Voices of America Survey

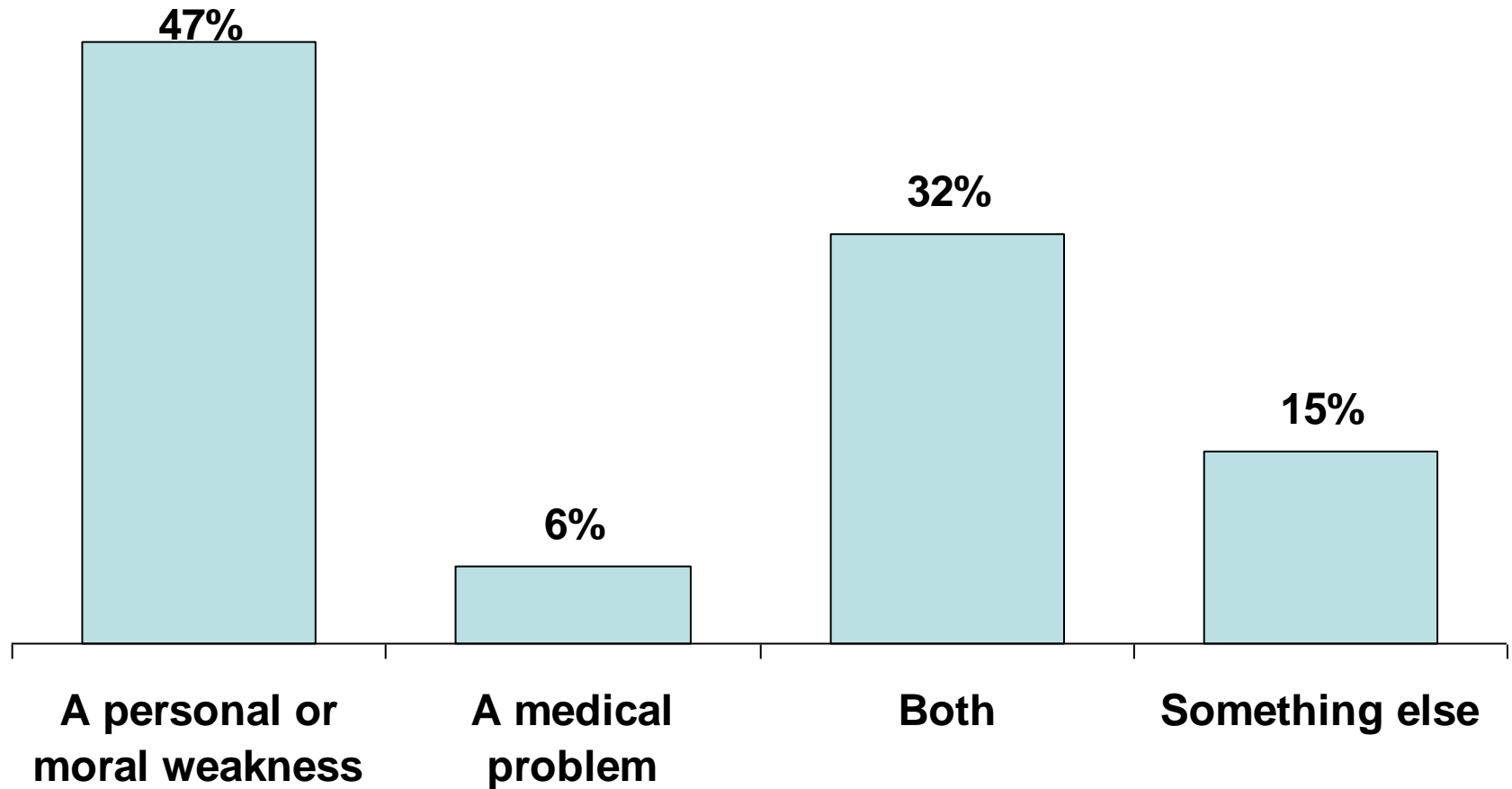
Less likely to develop gambling addiction



Source: 2009 Voices of America Survey

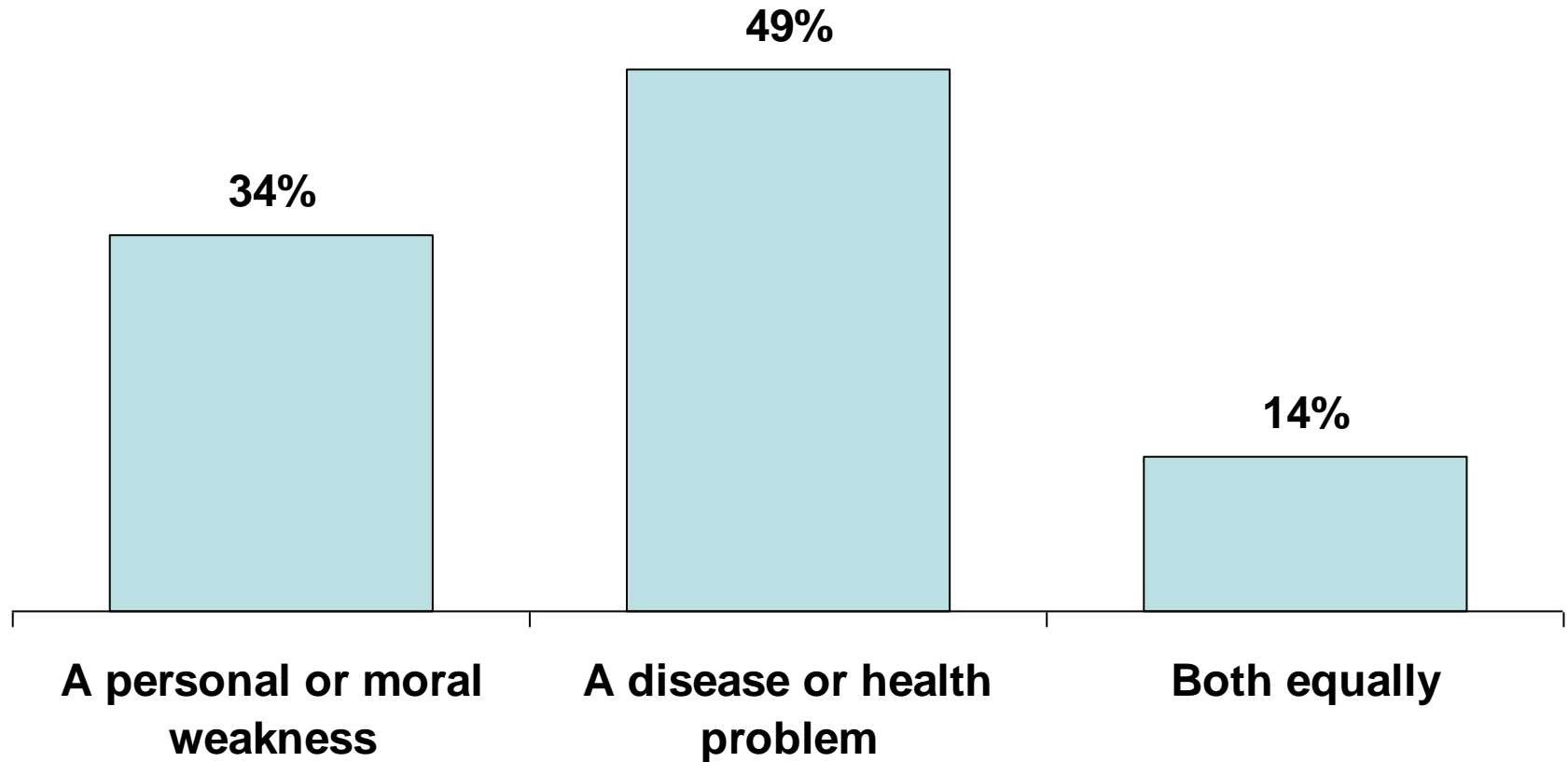
**DO THEY UNDERSTAND THE
CAUSES?**

Would you say that addiction to gambling is primarily ...?



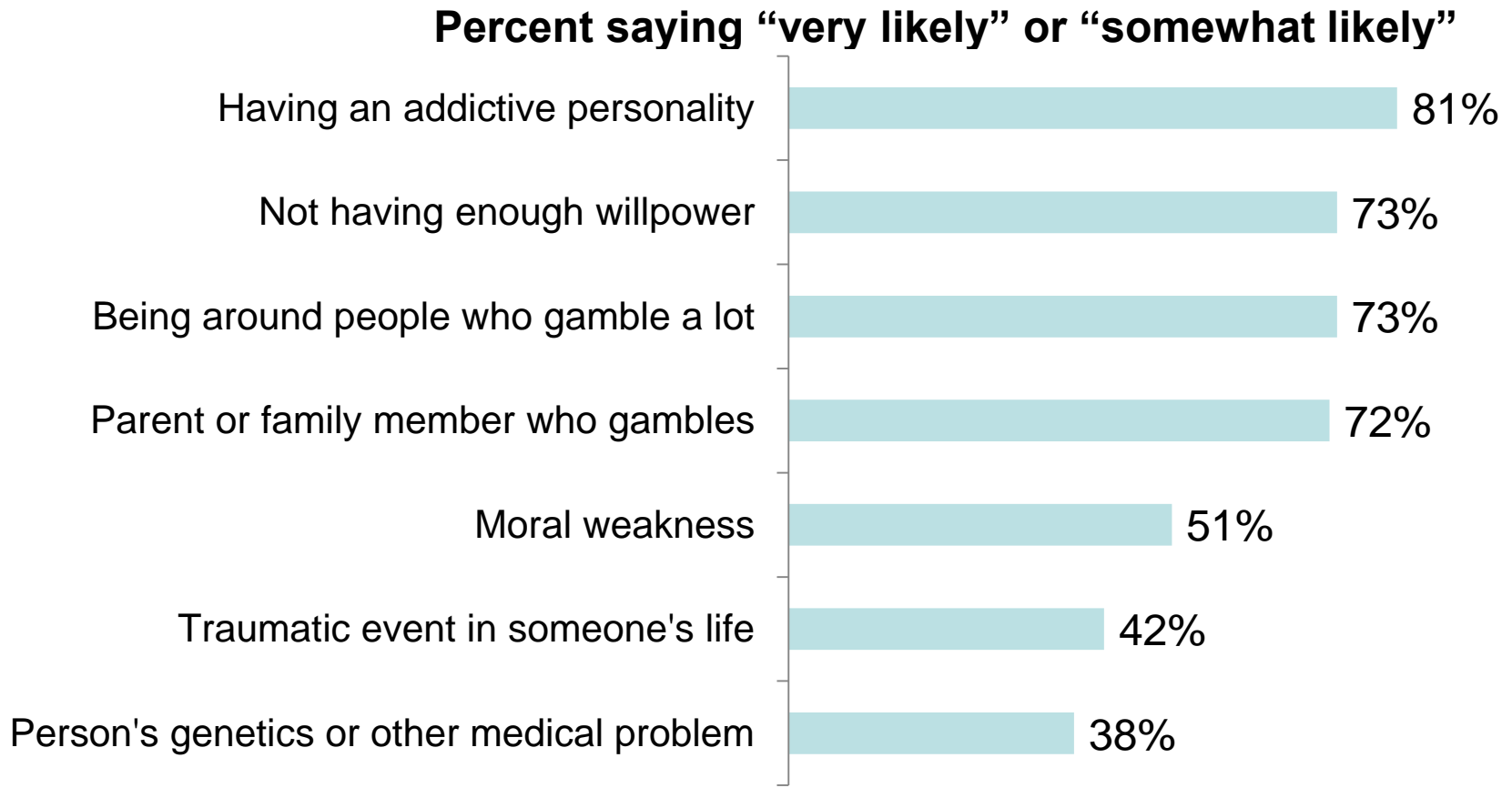
Source: IPSOS 9/11

“Addiction to alcohol or drugs is primarily a ...”



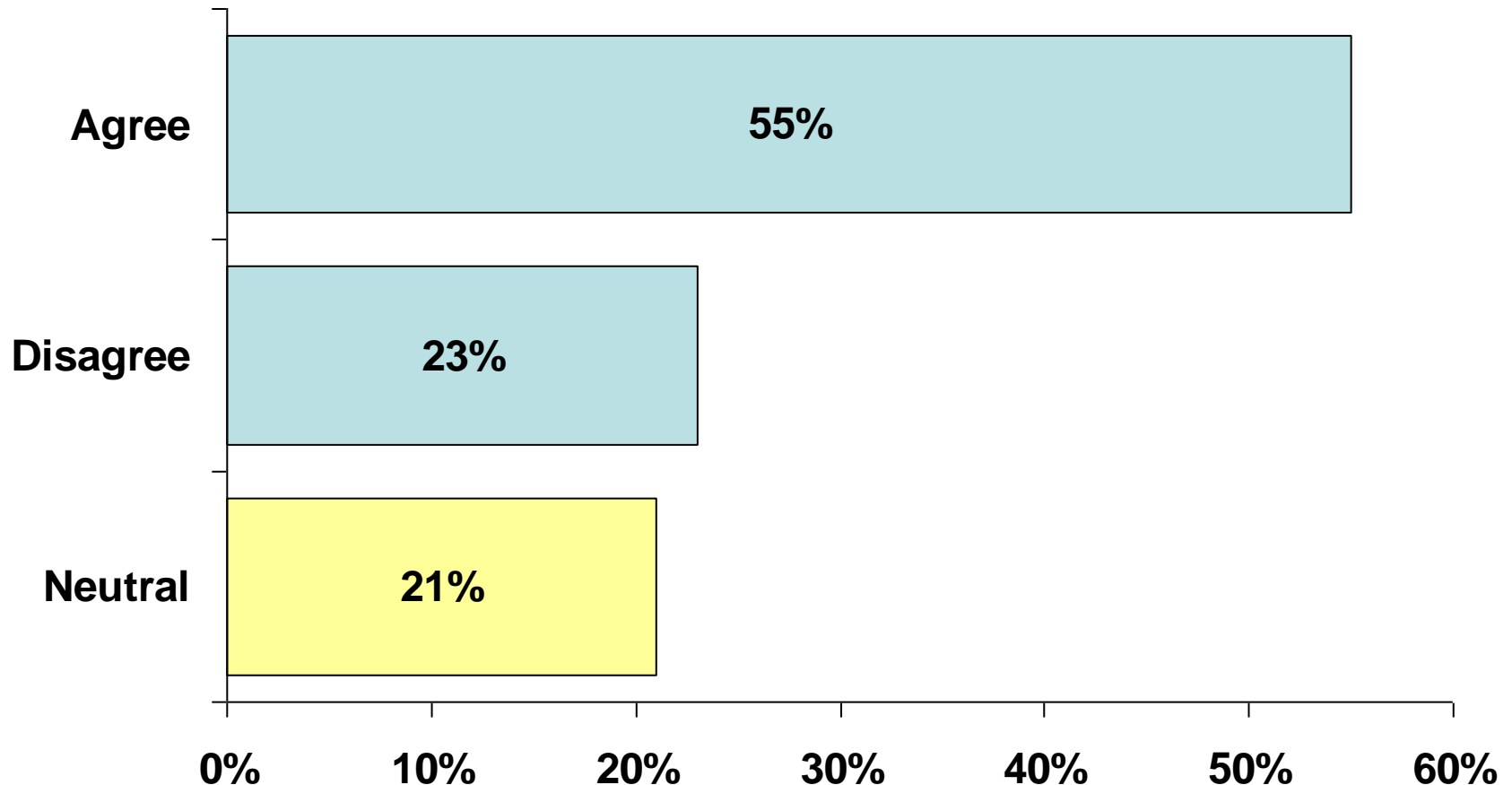
Source: *Faces and Voices of Recovery*, April 2004

How likely is this to cause a gambling addiction?



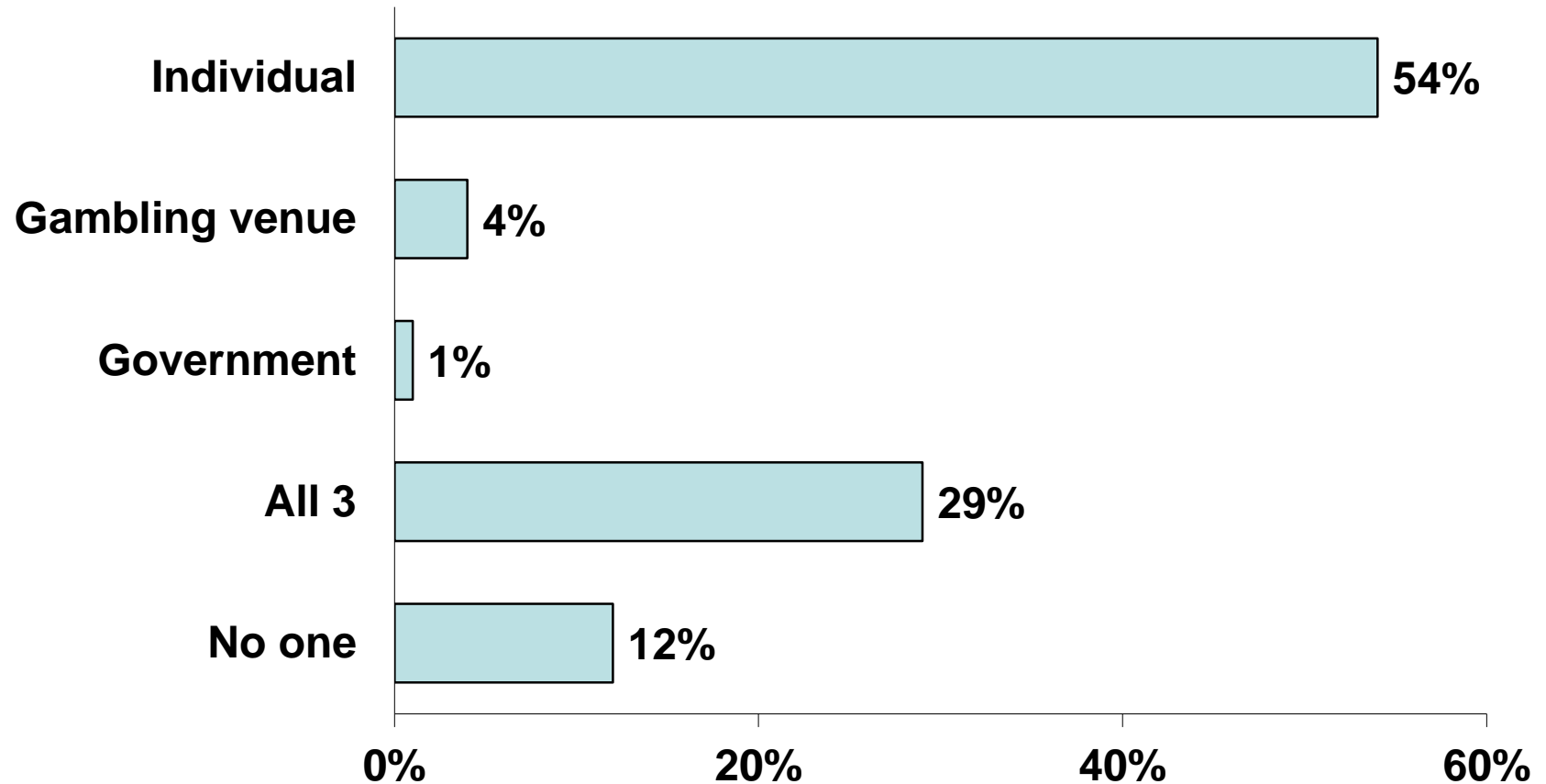
Source: Ipsos US Express Omnibus, May 2013

“Controlling compulsive gambling is mostly a matter of willpower”



Source: Ipsos-Reid 2012

Who is to blame when someone develops a gambling addiction?

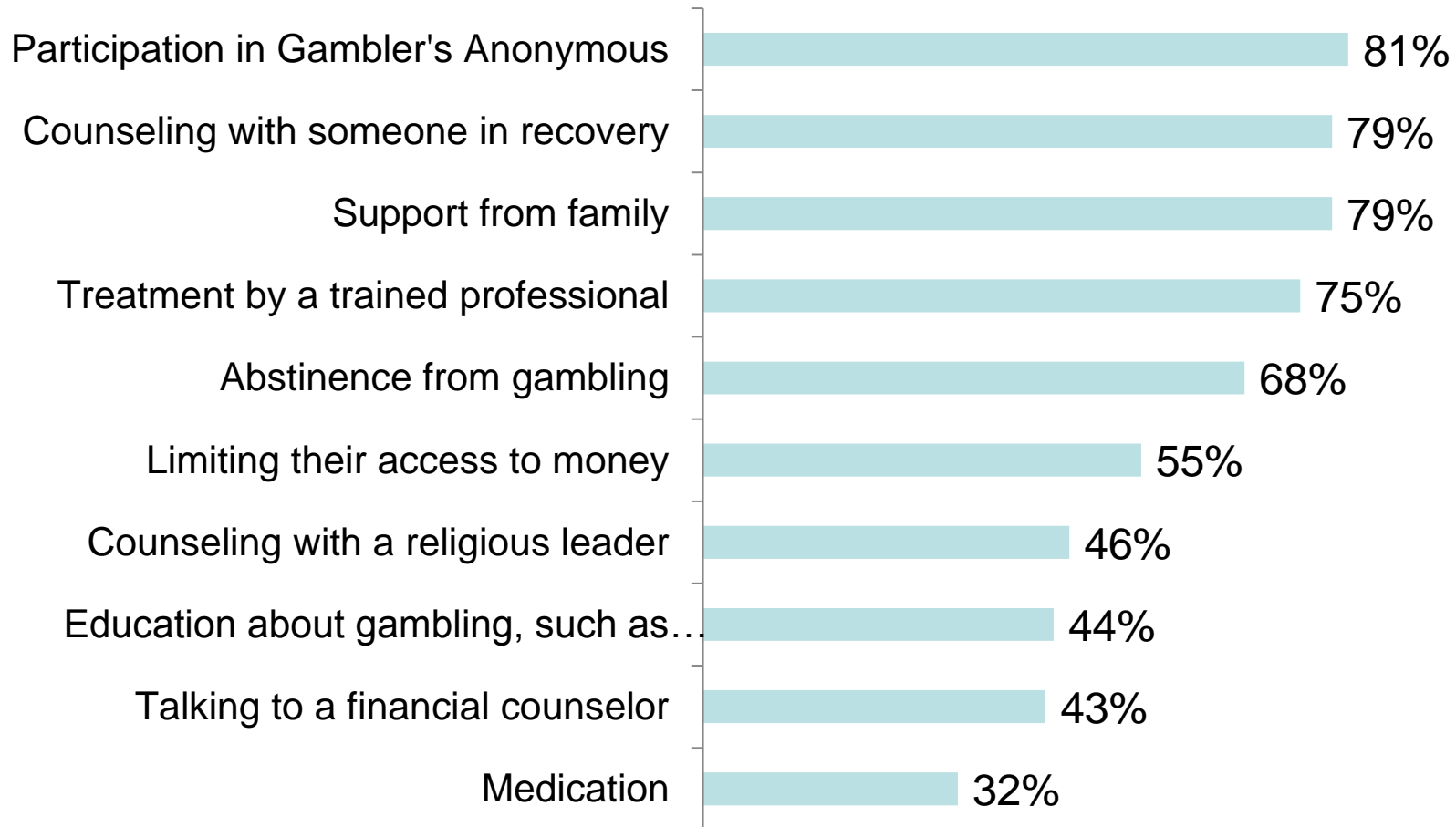


Source: 6/09 Ipsos Voice of America Survey

**DO THEY UNDERSTAND THE
SOLUTIONS?**

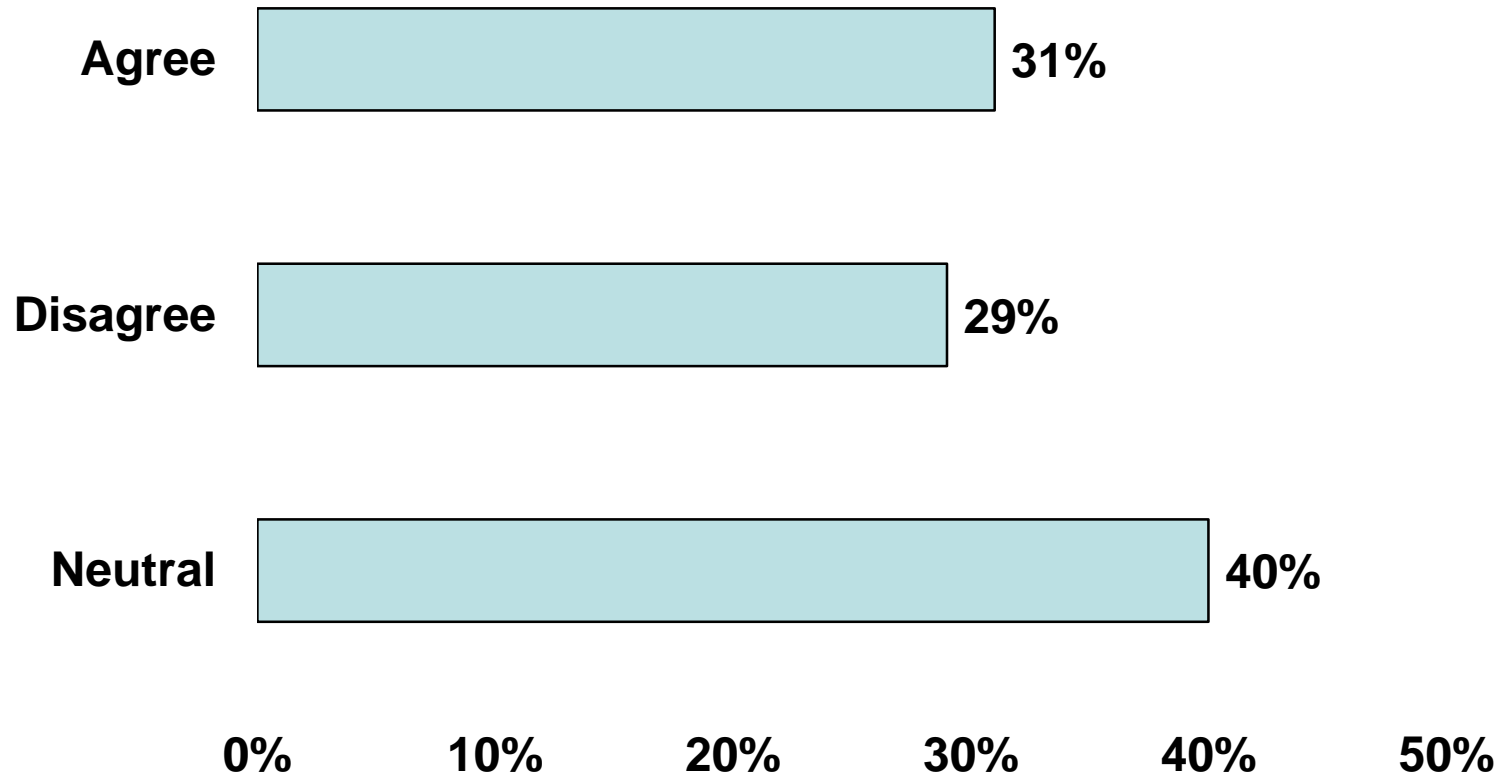
How successful is this as a solution to a gambling addiction?

Percent saying “very successful” or “somewhat



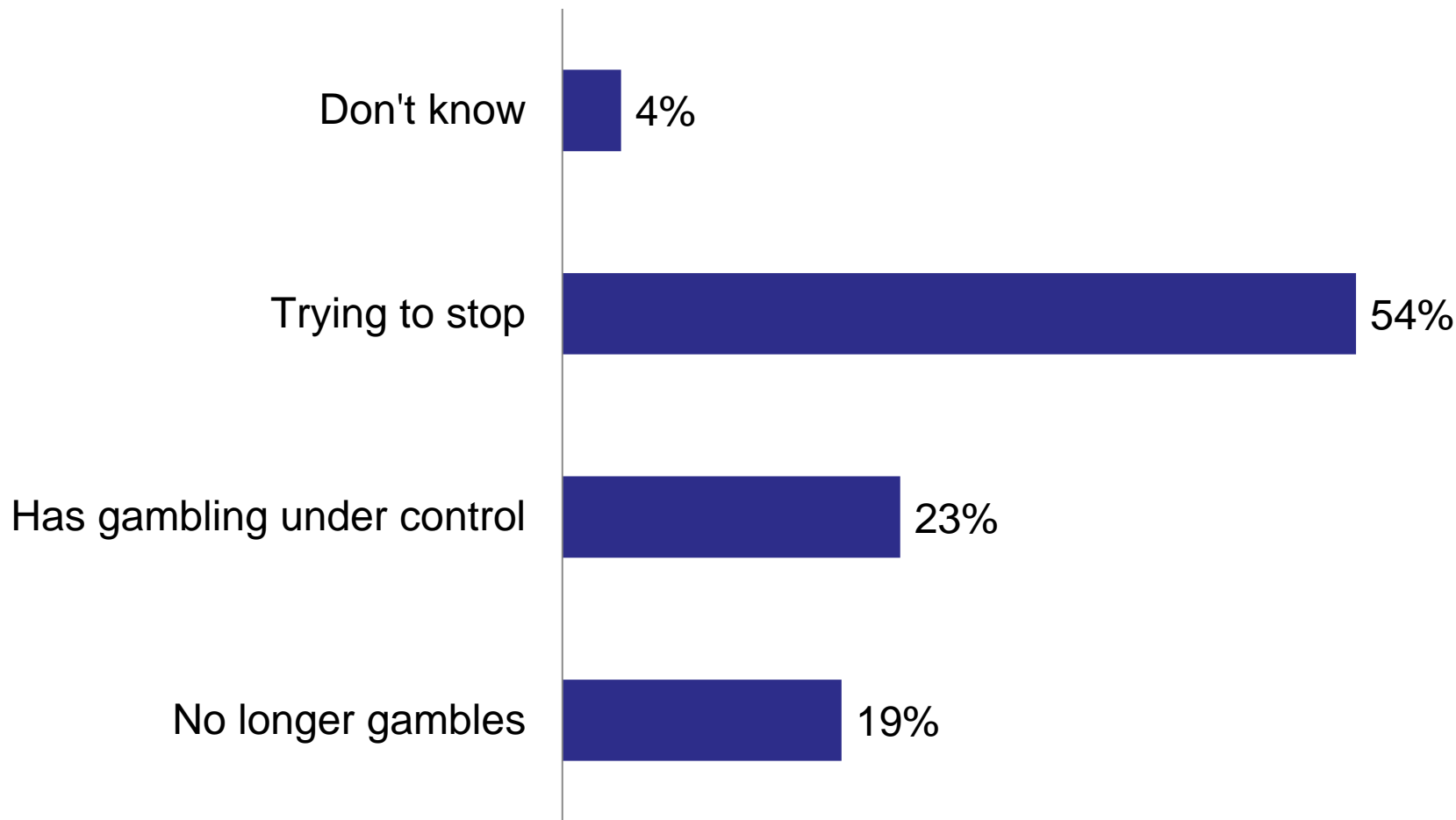
Source: Ipsos US Express Omnibus, May 2013

“...The majority of people who receive treatment for compulsive gambling achieve life-long recovery”



Source: Ipsos Reid 2012

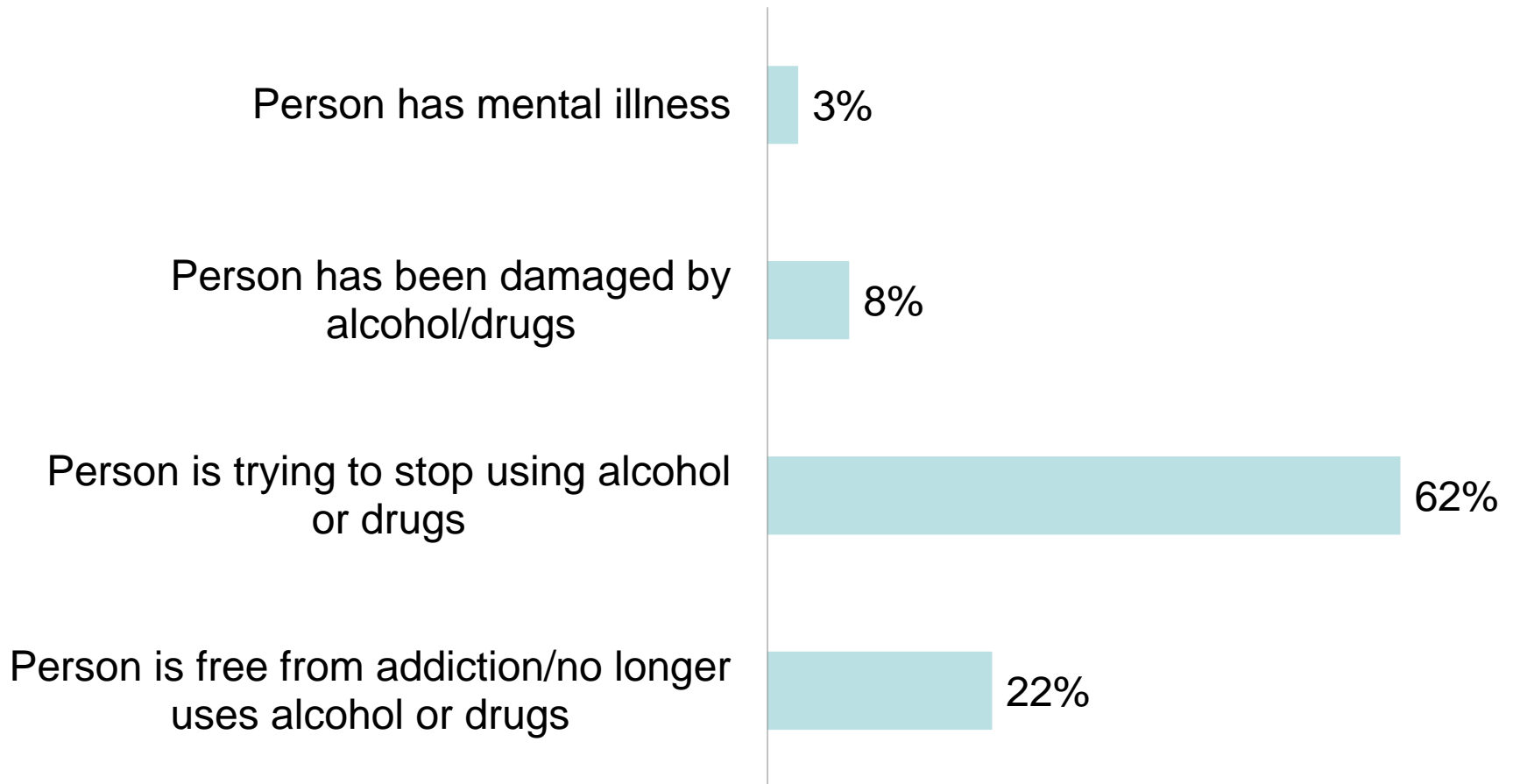
“When you hear the word ‘recovery,’ as in ‘this person is in recovery from a gambling addiction,’ what does it mean to you?”



Source: Ipsos-Reid 2012

Public's Perception of "In Recovery"

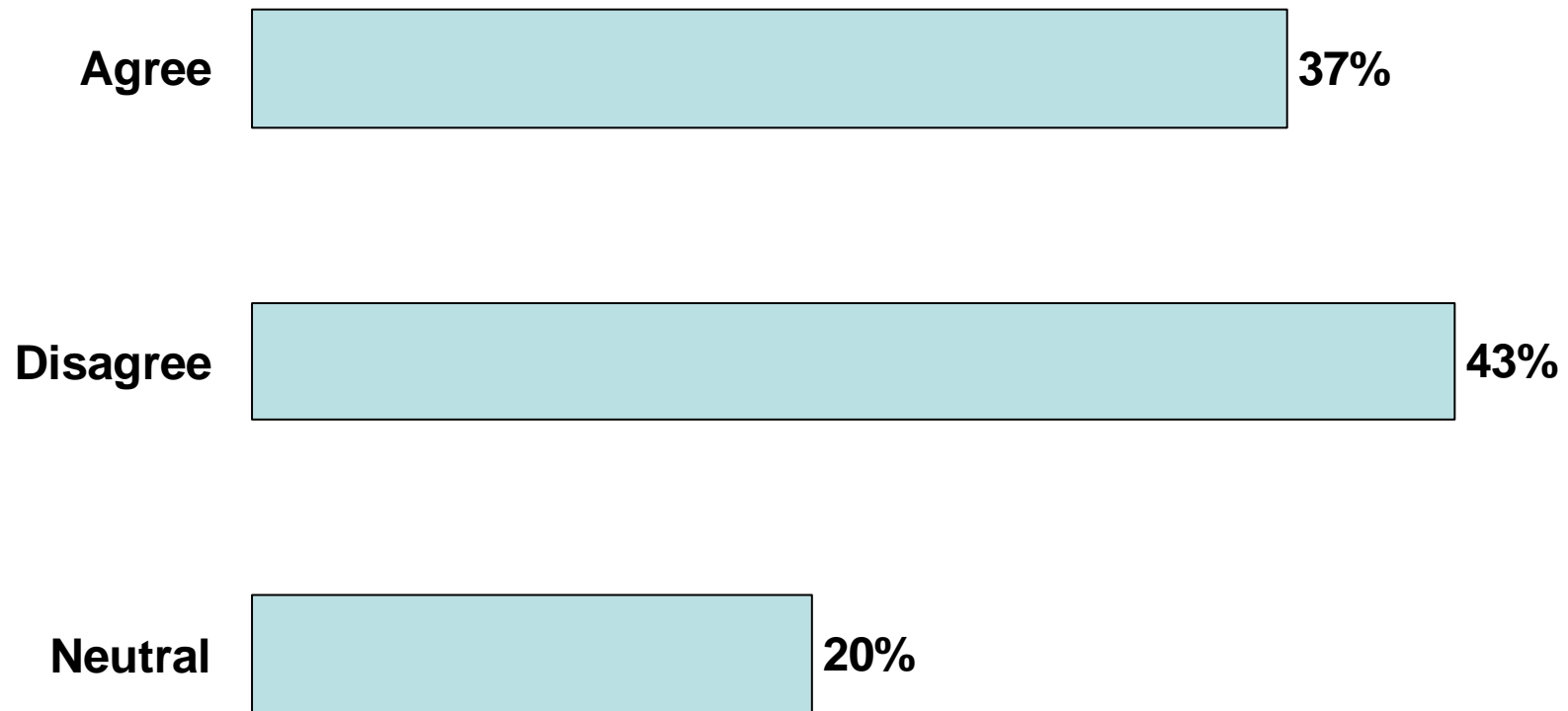
When you hear the word "recovery," as in "This person is in recovery from an addiction," what does recovery mean?



Source: Faces and Voices of Recovery, April 2004

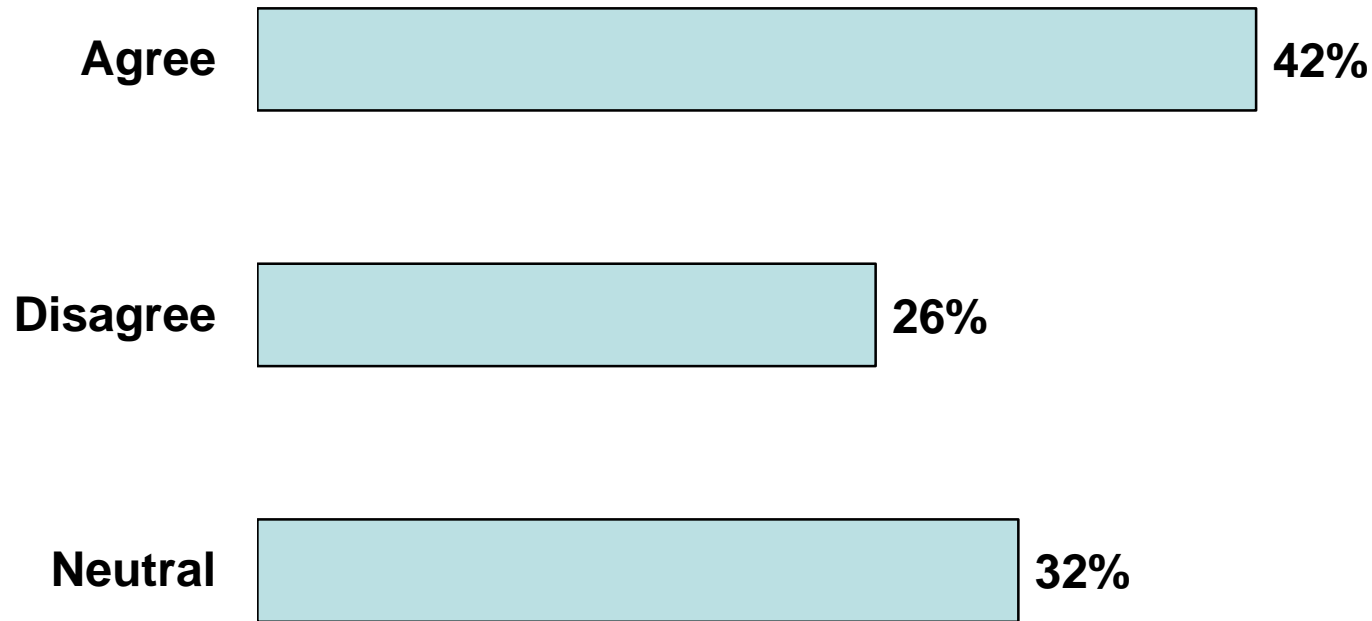
**DO THEY KNOW WHAT TO
DO?**

If a friend or family member approached me
with a gambling problem, I am confident I
would know where to get them help



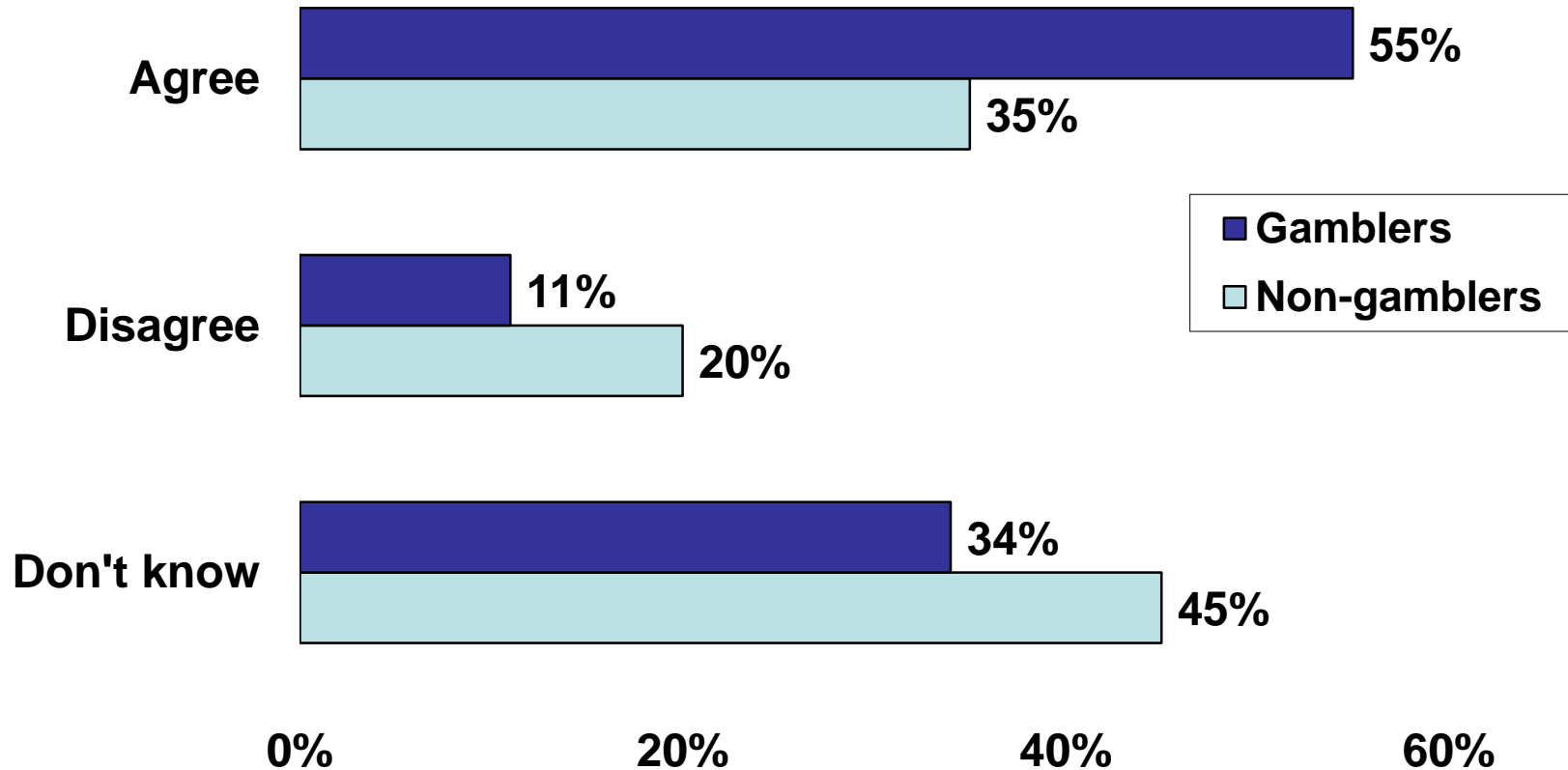
Source: Ipsos 2011

“...Services to treat compulsive gambling are available in my community”



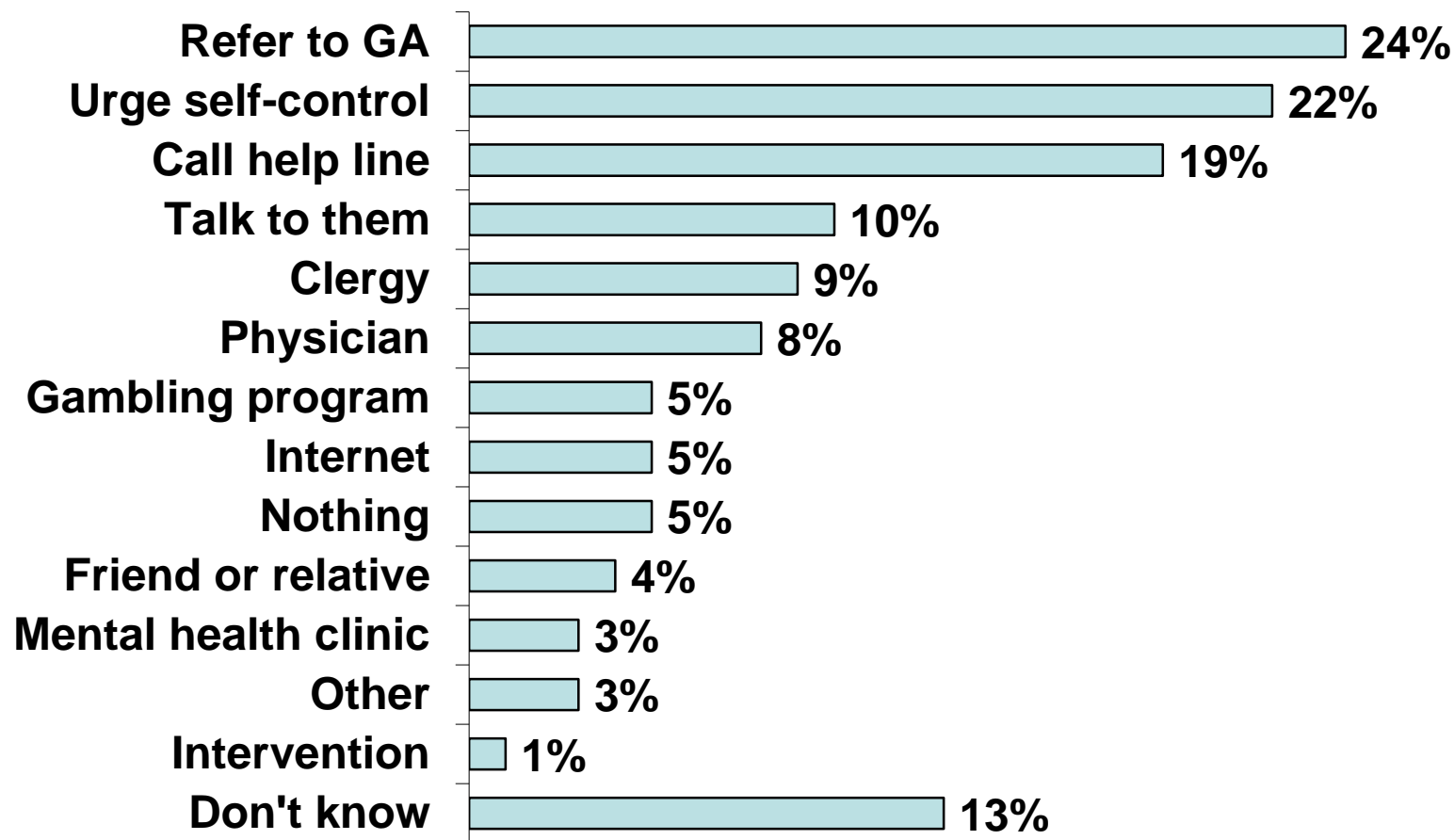
Source: Ipsos Reid 2012

“...Services to treat compulsive gambling are available in my community”



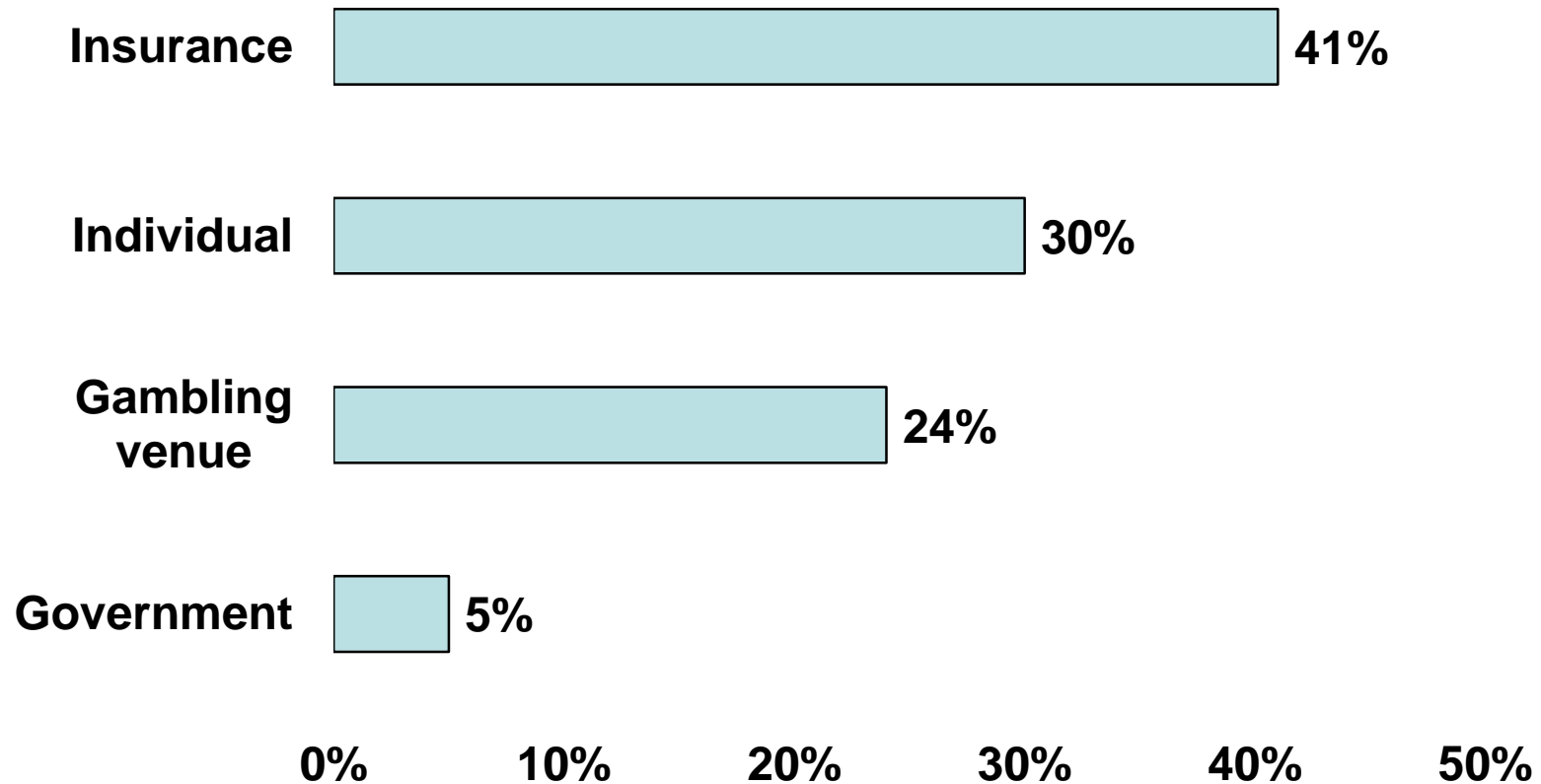
Source: SCSU 2/09

What would you do?



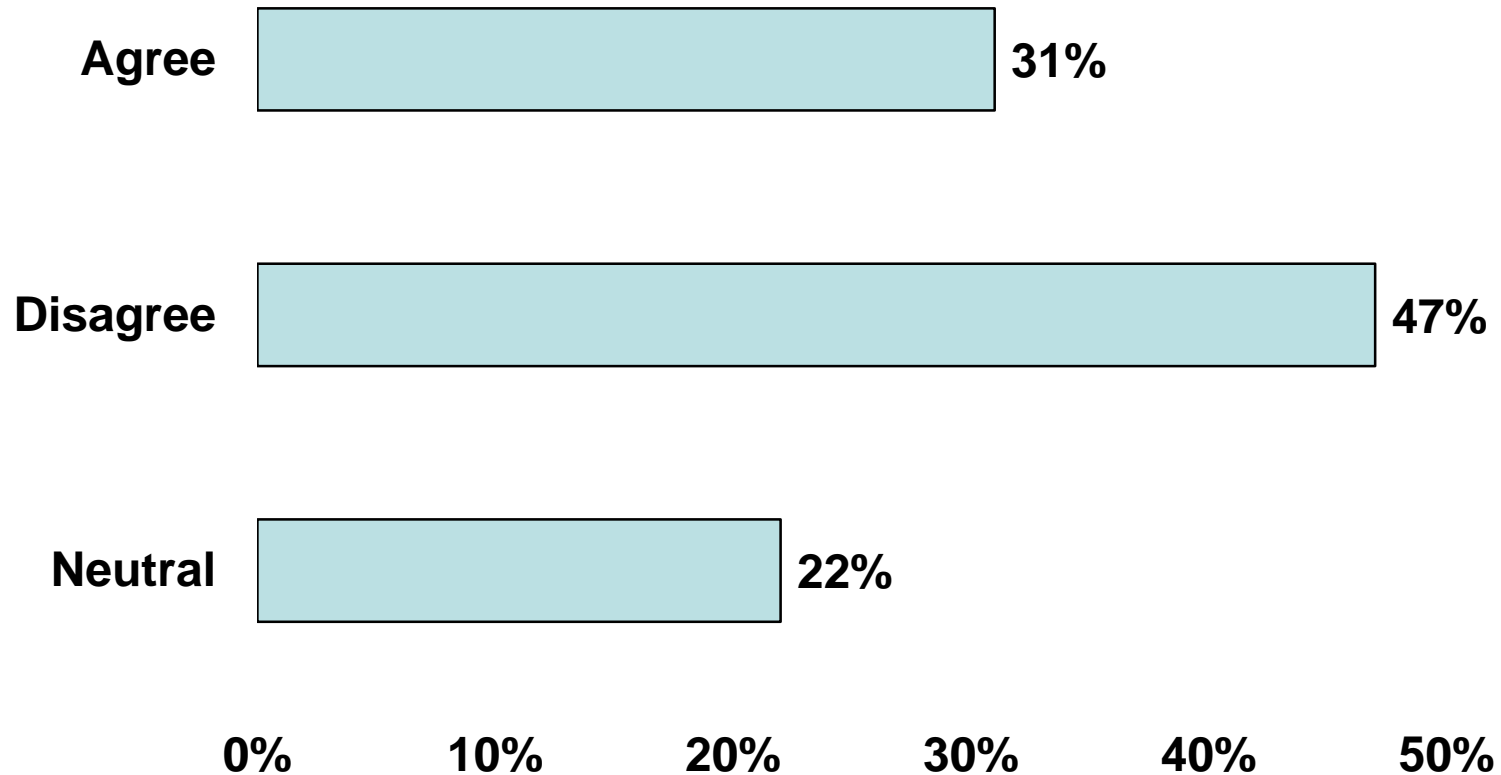
**WHAT ARE THEY WILLING TO
DO?**

Who should pay for treatment if the gambler can't afford it?



Source: June 2009 Voices of America Survey

“It is appropriate to use government funds to pay for treatment of a gambling addiction.”



Source: Ipsos Reid 2012

Acknowledgments

- Paul Lauzon and Scott Morasch
 - Ipsos Reid
- Keith Whyte
 - National Council on Problem Gambling

Thank you!

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