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

• 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 …

- **Used a wheelchair**: 2% (not ashamed) / 4% (somewhat ashamed) / 6% (extremely ashamed)
- **Mental Illness**: 4% (not ashamed) / 12% (somewhat ashamed) / 16% (extremely ashamed)
- **Alcohol addiction**: 17% (not ashamed) / 27% (somewhat ashamed) / 44% (extremely ashamed)
- **Gambling addiction**: 16% (not ashamed) / 29% (somewhat ashamed) / 45% (extremely ashamed)
- **Drug addiction**: 24% (not ashamed) / 27% (somewhat ashamed) / 51% (extremely ashamed)
- **Sex addiction**: 25% (not ashamed) / 29% (somewhat ashamed) / 54% (extremely ashamed)

Source: 2009 Voice of America Survey
More likely to develop gambling addiction

- Men: 55%
- Women: 34%
- High School: 29%
- Seniors: 28%
- Poor: 45%
- Minorities: 34%
- People like me: 12%

Source: 2009 Voices of America Survey
Less likely to develop gambling addiction

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>5%</td>
</tr>
<tr>
<td>Women</td>
<td>16%</td>
</tr>
<tr>
<td>High School</td>
<td>26%</td>
</tr>
<tr>
<td>Seniors</td>
<td>25%</td>
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<tr>
<td>Poor</td>
<td>8%</td>
</tr>
<tr>
<td>Minorities</td>
<td>12%</td>
</tr>
<tr>
<td>People like me</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: 2009 Voices of America Survey
DO THEY UNDERSTAND THE CAUSES?
Would you say that addiction to gambling is primarily …?

- **47%** A personal or moral weakness
- **32%** Both
- **15%** Something else
- **6%** A medical problem

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?

Percent saying “very likely” or “somewhat likely”

- Having an addictive personality: 81%
- Not having enough willpower: 73%
- Being around people who gamble a lot: 73%
- Parent or family member who gambles: 72%
- Moral weakness: 51%
- Traumatic event in someone's life: 42%
- Person's genetics or other medical problem: 38%

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?

- **Individual**: 54%
- **Gambling venue**: 4%
- **Government**: 1%
- **All 3**: 29%
- **No one**: 12%

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

- Participation in Gambler's Anonymous: 81%
- Counseling with someone in recovery: 79%
- Support from family: 79%
- Treatment by a trained professional: 75%
- Abstinence from gambling: 68%
- Limiting their access to money: 55%
- Counseling with a religious leader: 46%
- Education about gambling, such as…: 44%
- Talking to a financial counselor: 43%
- Medication: 32%

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?”

- Don't know: 4%
- Trying to stop: 54%
- Has gambling under control: 23%
- No longer gambles: 19%

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?

- Person is free from addiction/no longer uses alcohol or drugs: 22%
- Person is trying to stop using alcohol or drugs: 62%
- Person has been damaged by alcohol/drugs: 8%
- Person has mental illness: 3%

*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

- Agree: 37%
- Disagree: 43%
- Neutral: 20%

Source: Ipsos 2011
“...Services to treat compulsive gambling are available in my community”

Agree: 42%
Disagree: 26%
Neutral: 32%

Source: Ipsos Reid 2012
“...Services to treat compulsive gambling are available in my community”

- **Agree**: 55% (Gamblers), 35% (Non-gamblers)
- **Disagree**: 11% (Gamblers), 20% (Non-gamblers)
- **Don't know**: 34% (Gamblers), 45% (Non-gamblers)

Source: SCSU 2/09
What would you do?

- Refer to GA: 24%
- Urge self-control: 22%
- Call help line: 19%
- Talk to them: 10%
- Clergy: 9%
- Physician: 8%
- Gambling program: 5%
- Internet: 5%
- Nothing: 5%
- Friend or relative: 4%
- Mental health clinic: 3%
- Other: 3%
- Intervention: 1%
- Don't know: 13%

Source: SCSU 2/06
WHAT ARE THEY WILLING TO DO?
Who should pay for treatment if the gambler can’t afford it?

- Insurance: 41%
- Individual: 30%
- Gambling venue: 24%
- Government: 5%

Source: June 2009 Voices of America Survey
“It is appropriate to use government funds to pay for treatment of a gambling addiction.”

- **Agree**: 31%
- **Disagree**: 47%
- **Neutral**: 22%

Source: Ipsos Reid 2012
Acknowledgments

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Thank you!
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