Public Opinion and Problem Gambling

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Minnesota State Lottery
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: 6% (5 or 6), 4% (7)
- Mental Illness: 16% (5 or 6), 12% (4), 4% (7)
- Alcohol addiction: 44% (5 or 6), 27% (4), 17% (7)
- Gambling addiction: 45% (5 or 6), 29% (4), 16% (7)
- Drug addiction: 51% (5 or 6), 27% (4), 24% (7)
- Sex addiction: 54% (5 or 6), 29% (4), 25% (7)

% of adults answering 5, 6, or 7 on a 1 (not ashamed) to 7 (extremely ashamed) scale

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

- Men: 5%
- Women: 16%
- High School: 26%
- Seniors: 25%
- Poor: 8%
- Minorities: 12%
- People like me: 43%

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

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

*Source: IPSOS 9/11*
“Addiction to alcohol or drugs is primarily a …”

- 34%: A personal or moral weakness
- 49%: A disease or health problem
- 14%: Both equally

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”

Agree: 55%
Disagree: 23%
Neutral: 21%

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 trying to stop using alcohol or drugs: 62%
- Person is free from addiction/no longer uses alcohol or drugs: 22%
- 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”

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Agree</td>
<td>42%</td>
</tr>
<tr>
<td>Disagree</td>
<td>26%</td>
</tr>
<tr>
<td>Neutral</td>
<td>32%</td>
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</tbody>
</table>

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

Source: SCSU 2/09
<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refer to GA</td>
<td>24%</td>
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<tr>
<td>Urge self-control</td>
<td>22%</td>
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<tr>
<td>Call help line</td>
<td>19%</td>
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<tr>
<td>Talk to them</td>
<td>10%</td>
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<tr>
<td>Clergy</td>
<td>9%</td>
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<tr>
<td>Physician</td>
<td>8%</td>
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<tr>
<td>Gambling program</td>
<td>5%</td>
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<tr>
<td>Internet</td>
<td>5%</td>
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<tr>
<td>Nothing</td>
<td>5%</td>
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<tr>
<td>Friend or relative</td>
<td>4%</td>
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<tr>
<td>Mental health clinic</td>
<td>3%</td>
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<tr>
<td>Other</td>
<td>3%</td>
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<tr>
<td>Intervention</td>
<td>1%</td>
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<tr>
<td>Don't know</td>
<td>13%</td>
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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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