Taking A Survey of Gambling Attitudes and Behaviors from Paper to Practice

Presentation Overview

- Describe the 2011 Iowa Gambling Attitudes and Experiences Survey,
- Review findings in detail,
- Discuss implications of findings as related to intervention and prevention efforts.

Background & Purpose

- The Iowa 2011 Gambling Attitudes and Experiences Survey was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) and funded by the Office of Problem Gambling Treatment and Prevention at the Iowa Department of Public Health (IDPH).
- The primary purpose of the survey was to collect data from adult Iowans about:
  - types and frequency of gambling activities,
  - prevalence of problem gambling, and
  - awareness and opinions of publicly-funded gambling treatment services.
- Methodology
  - Address-based sampling (ABS)
  - Random sample of adults living in residential households in Iowa
  - Online questionnaire or telephone interview
  - Fielding period February 26 – May 9, 2011
  - 1,700 respondents (470 online and 1,230 by telephone)
- Analysis and Exploration
  - Dr. Jeffrey Marmotta, Problem Gambling Solutions, Inc.
Topics

• Gambling activities
• Prevalence
• Self-described frequency of gambling
• Recency
• Most regularly engaged
• Favorite activity
• Reasons for gambling & not gambling
• Gambling Myths
• Problem gambling
• Attitudes about and awareness of treatment

Gambling Activities

• Gambling activity list
  • Slot machines
  • Table games at a casino such as poker, roulette, craps, or blackjack
  • Video poker, video bingo, or video blackjack
  • Dice games
  • Scratch tickets or pull-tabs
  • Lotteries such as Powerball, Hot Lotto, Mega Millions, and daily numbers
  • Racetracks (either horses or dogs)
  • Bingo
  • Card games with friends, family, or others but not at a casino
  • Games of personal skill such as pool, bowling, video games, or playing basketball
  • Fantasy sports leagues or games (include only if entry fee to play)
  • Office pools such as college basketball tournaments or “delivery dates” for babies
  • Other sports betting on professional, college, or amateur games or events
  • Raffle tickets (including those in support of charitable causes)
  • Online gambling using the Internet
  • Live bets
  • Video lottery machines
  • High-risk trading of stocks, commodities, and futures
  • Some other game, activity, or event not listed above

Overall Prevalence of Any Gambling

- Ever: 92%
- Past 12 Months: 69%
- Past 30 Days: 43%
Prevalence Rates by Gender

<table>
<thead>
<tr>
<th></th>
<th>Ever</th>
<th>Past 12 Months</th>
<th>Past 30 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>91</td>
<td>68</td>
<td>45</td>
</tr>
<tr>
<td>Women</td>
<td>91</td>
<td>69</td>
<td>39</td>
</tr>
</tbody>
</table>

Prevalence Rates by Age Group

<table>
<thead>
<tr>
<th></th>
<th>Ever</th>
<th>Past 12 Months</th>
<th>Past 30 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>90</td>
<td>67</td>
<td>39</td>
</tr>
<tr>
<td>35-49</td>
<td>94</td>
<td>73</td>
<td>50</td>
</tr>
<tr>
<td>50-64</td>
<td>87</td>
<td>60</td>
<td>43</td>
</tr>
<tr>
<td>65+</td>
<td>87</td>
<td>63</td>
<td>34</td>
</tr>
</tbody>
</table>

Most Common Among 35 to 49 and 50 to 64 year olds

Self-Described Gambling Frequency

- Very Often: <1%
- Often: 1%
- Occasionally: 13%
- Seldom: 51%
- Never: 30%

*Thinking about all types of activities that involve wagering money or possessions, would you say you bet or gamble very often, often, occasionally, seldom, or never?*
Highest Gambling Activities

- Scratch Tickets or Pull Tabs: 73%
- Lotteries (Numbers): 60%
- Slot Machines: 58%
- Raffle Tickets (Including Charity): 42%
- Ever: Past 12 Months

Lowest Gambling Activities

- Dice Games: 4%
- Other Sports Betting: 4%
- Fantasy Sports: 4%
- High-Risk Trading: 4%
- Video Lottery Machines: 3%
- Live Keno: 7%
- Gambling on Internet: 7%

Gambling Activities (Regular Engagement)

<table>
<thead>
<tr>
<th>Gambling Activity</th>
<th>Infrequently</th>
<th>Monthly</th>
<th>Daily or Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slot machines</td>
<td>83</td>
<td>16</td>
<td>03</td>
</tr>
<tr>
<td>Video poker, keno, or blackjack</td>
<td>83</td>
<td>16</td>
<td>03</td>
</tr>
<tr>
<td>Dice games</td>
<td>85</td>
<td>15</td>
<td>00</td>
</tr>
<tr>
<td>Lottery scratch tickets or pull tabs</td>
<td>64</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Lottery tickets (numbers)</td>
<td>53</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Racetracks (horses or dogs)</td>
<td>88</td>
<td>08</td>
<td>04</td>
</tr>
<tr>
<td>Bingo</td>
<td>90</td>
<td>09</td>
<td>02</td>
</tr>
<tr>
<td>Cards (not at casinos)</td>
<td>76</td>
<td>19</td>
<td>06</td>
</tr>
<tr>
<td>Games of personal skill</td>
<td>69</td>
<td>23</td>
<td>04</td>
</tr>
<tr>
<td>Sports</td>
<td>82</td>
<td>12</td>
<td>06</td>
</tr>
</tbody>
</table>

Infrequently = A few days per year or one day in past 12 months
Monthly = Once or twice per month
Daily or Weekly = One to three times per week or about every day.
**Favorite Gambling Activities**

**Adults**
- Slot machines: 19%
- Lotteries (numbers): 12%
- Table games at casinos: 12%
- Cards (not at casinos): 10%
- Scratch tickets or pull tabs: 8%

**Men**
- Table games at casinos: 18%
- Lotteries (numbers): 12%
- Slot machines: 12%
- Fantasy sports: 5%

**Women**
- Slot machines: 26%
- Scratch tickets or pull tabs: 13%
- Lotteries (numbers): 12%
- Cards (not at casinos): 8%
- Bingo: 5%

**Reasons for Gambling**
(Among those who said they gamble occasionally, often, or very often)

- **Entertainment or Fun**: 55%
- **Excitement or Challenge**: 33%
- **Socializing**: 14%
- **Support a Worthy Cause**: 9%
- **Just to Win Money**: 5%
- **As a Hobby**: 5%
- **Curiosity**: 0%
- **Win Money to Pay Bills**: 0%
- **Distraction from Everyday Problems**: 0%

**Note**: The cumulative percentage on entertainment or fun appears to sum incorrectly due to the effects of rounding.

**Gambling is dangerous for family life**
- **Strongly Agree**: 23%
- **Agree**: 41%
- **Neither Agree, Nor Disagree**: 20%
- **Disagree**: 14%
- **Strongly Disagree**: 2%

*Nearly two-thirds (64%) agreed that “Gambling is dangerous for family life,”
• About one-half (51%) agreed that “Gambling is a harmful form of entertainment.”*
Gambling is a harmful form of entertainment:
- Strongly Agree: 16%
- Agree: 35%
- Neither Agree Nor Disagree: 23%
- Disagree: 23%
- Strongly Disagree: 4%

On balance gambling is good for society:
- Strongly Agree: 2%
- Agree: 17%
- Neither Agree Nor Disagree: 23%
- Disagree: 41%
- Strongly Disagree: 17%

Gambling is an important part of cultural life:
- Strongly Agree: 2%
- Agree: 12%
- Neither Agree Nor Disagree: 17%
- Disagree: 44%
- Strongly Disagree: 20%
### Attitudes about Gambling

<table>
<thead>
<tr>
<th>Attitude Statement</th>
<th>Gambled Past 12 Months</th>
<th>Any Problem Gambling Symptoms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambling is an important part of cultural life (Sum of Strongly Agree and Agree)</td>
<td>17% No 06% 26% 12%</td>
<td></td>
</tr>
<tr>
<td>Gambling is a harmful form of entertainment (Sum of Strongly Agree and Agree)</td>
<td>45% 64% 40% 53%</td>
<td></td>
</tr>
<tr>
<td>Gambling is dangerous for family life (Sum of Strongly Agree and Agree)</td>
<td>58% 78% 51% 66%</td>
<td></td>
</tr>
<tr>
<td>On balance gambling is good for society (Sum of Strongly Agree and Agree)</td>
<td>24% 08% 34% 17%</td>
<td></td>
</tr>
</tbody>
</table>

### Problem Gambling

- **Pathological Gambling (specific meaning)**
  - Ever (Lifetime) and past 12 months
  - 10 DSM-IV based symptoms (NODS)
    - Probable pathological = 1 or more symptoms
    - Problem gambler/possible pathological = 3 or 4 symptoms
    - At-risk = 1 or 2 symptoms
- **Problem Gambling (specific meaning)**
  - Past 12 months
  - Problem Gambling Severity Index (PGSI)
    - 9 Symptoms (Never = 0, sometimes = 2, most of the time = 2, always = 3)
    - Problem gambling = 8 or more points
    - Moderate risk = 3 to 7 points
    - Low risk = 1 to 2 points
- **Self-defined gambling problem (ever and now)**
- **Problem Gambling (general use)**
  - Probable pathological or possible pathological/problem gambler (NODS), problem gambling (PGSI), or self-defined gambling problem
- **Any Problem Gambling Symptoms**
  - With symptoms (>= 1 or more symptom from NODS, PGSI, or self-defined gambling problem)
  - Without symptoms (zero symptoms on NODS, zero points PGSI, and not self-defined with gambling problem)

### Pathological Gambling (EVER)

<table>
<thead>
<tr>
<th>Lifetime NODS Classification</th>
<th>All Adults</th>
<th>Adults Ever Gambled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever experienced one or more symptoms</td>
<td>6.3%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Subclinical/at-risk</td>
<td>5.2%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Possible pathological/problem gambler</td>
<td>0.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Probable pathological gambler</td>
<td>0.6%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Pathological Gambling
(Past 12 Months)

<table>
<thead>
<tr>
<th>Past 12 Months NODS Classification</th>
<th>All Adults</th>
<th>Adults Gambled in Past 12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced one or more symptoms during the past 12 months</td>
<td>3.3%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Subclinical/at-risk</td>
<td>2.8%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Possible pathological/problem gambler</td>
<td>0.2%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Probable pathological gambler</td>
<td>0.3%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Problem Gambling (PGSI)
(Past 12 Months)

<table>
<thead>
<tr>
<th>Past 12 Months PGSI Classification</th>
<th>All Adults</th>
<th>Adults Gambled in Past 12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced one or more symptoms during the past 12 months</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Low risk</td>
<td>8.9%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Moderate risk</td>
<td>2.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>High risk</td>
<td>0.6%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

Most commonly experienced symptoms:
• Felt guilty about the way you gambled or what happens when you gamble
• Bet more than you could afford to lose

Problem Gambling
(Self-Defined)

• 2% of adult Iowans EVER thought they might have a problem with gambling
• Less than 0.5% of adult Iowans think they NOW have a gambling problem
Combining Multiple Measures (Ever)

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>One or More Symptoms (Ever)</th>
<th>Probable or Possible Pathological or Problem Gambling (Ever)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>14.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Men</td>
<td>19%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Women</td>
<td>10%</td>
<td>1.5%</td>
</tr>
<tr>
<td>18-34</td>
<td>19%</td>
<td>2.7%</td>
</tr>
<tr>
<td>35-49</td>
<td>13%</td>
<td>1.1%</td>
</tr>
<tr>
<td>50-64</td>
<td>14%</td>
<td>2.0%</td>
</tr>
<tr>
<td>65 and older</td>
<td>13%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

• Men higher prevalence than women
• No statistically significant differences by age group.

Combining Multiple Measures (Past 12 Months)

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>One or More Symptoms (Past 12 Months)</th>
<th>Probable or Possible Pathological or Problem Gambling (Past 12 Months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>13.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Men</td>
<td>17%</td>
<td>Subgroup estimates not shown due to small number of actual survey respondents within subgroups who met the criteria.</td>
</tr>
<tr>
<td>Women</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>35-49</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>50-64</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>65 and older</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

• Men higher prevalence than women
• No statistically significant differences by age group.

Very Important Reasons for Gambling

Gamblers
- Fun or entertainment: 24%
- Excitement or challenge: 14%
- Socializing: 13%
- Support a worthy cause: 7%

Without Problem Gambling Symptoms
- Fun or entertainment: 18%
- Socializing: 13%
- Excitement or challenge: 7%
- Support a worthy cause: 4%
- Just to win money: 4%

With Problem Gambling Symptoms
- Fun or entertainment: 36%
- Excitement or challenge: 30%
- Socializing: 14%
- Support a worthy cause: 11%
- Just to win money: 8%
Gambling Myths

Agreement with common gambling myths by adult Iowans

- 13% agree watching the pattern of wins and losses will help a person to win
- 12% agree playing more than one slot machine improves a person’s odds of winning
- 5% agree the more a person gambles, the better their odds of coming out ahead
- 2% agree if a person keeps gambling, their luck will change and they’ll win back the money they lost
- 2% agree that when a person almost wins, it is a good sign that they are due to win soon
- 20% of adults 50-64 with gambling symptoms believed that playing more than one slot machine improves a person’s odds of winning vs 4% without gambling symptoms

“Lucky Techniques”

- 6% of adults who gambled in past 12 months had a “lucky technique”

- Have “lucky technique” by problem gambling symptom (past 12 months)
  - 4% Without symptoms
  - 14% With 1 or more symptoms (past 12 months)

- 20% of women age 35-64 with symptoms believe they had a “lucky technique” compared to 4% without

Effect of Problem Gambling on Others

More than 1 in 5 adult Iowans (22%) have been negatively affected by the gambling behaviors of family members, friends, or others they know.

1 in 3 (34%) who have ever experience any symptom of problem gambling said they had personally been negatively affected by someone else's gambling behavior
Want to Reduce or Quit Gambling

- Percent of adult Iowans who had any problem gambling symptoms in the past 12 months who want to decrease or quit gambling: 18%
- Percent of adult Iowa gamblers who want to decrease or quit gambling: 8%

- 2% Decrease Time
- 5% Decrease Money
- 5% Quit Altogether

Accessing Treatment Services

- 10% Aware of Helpline
- 90% Unaware of Helpline
- 18% Aware + IDPH funded services
- 31% Aware + publicly-funded treatment
- 51% Aware but not aware of treatment

- 36% knew of treatment options in their community
- 15% said there were no convenient treatment options

Identifying Problem Gambling

- Not At All Confident: 0%
- Slightly Confident: 23%
- Moderately Confident: 41%
- Extremely Confident: 27%

More than two-thirds of Iowans are confident they would recognize the signs that a friend or family member has a gambling problem.
Treatment Effectiveness

- 39% Treatment Works
- 30% Treatment Doesn’t Work
- 11% Neutral
- 9% Neutral

94% admire the courage of people who seek help for a gambling problem

Importance of Public Funding for Treatment and Prevention

- Educate Young People about Risk of Gambling: 93%
  - Very Important: 58%, Neutral: 32%
- Inform Adults about Problems Gambling Can Cause: 85%
  - Very Important: 47%, Neutral: 38%
- Make Problem Gambling Treatment Available: 85%
  - Very Important: 46%, Neutral: 39%
- Information to Adults How to Gamble Responsibly: 76%
  - Very Important: 38%, Neutral: 38%

Note: The cumulative percentage on educate young people appears to sum incorrectly due to the effects of rounding.

Discussing Problem Gambling

Respondents who had ever experienced any symptoms of problem gambling or said they may have a gambling problem were asked how many people, if any, they had talked to about their gambling.

- Nearly 1 in 4 of those (24%) who have experienced one or more problem gambling symptoms during the past 12 months said they have talked with someone about their gambling.
Gambling in the Home when Growing up

- When asked to think back on their home life when they were growing up, about 3% of adult Iowans said that someone in their family had a serious problem with gambling when they were younger.

- Growing up in a household where someone had a gambling problem was reported by 5% of those who experienced any gambling symptoms, regardless of whether these symptoms were experienced in the past 12 months or at any point in their lifetime.

A Look at the Real Numbers…….

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever Thought Might Have Gambling Problem</td>
<td>41,700</td>
</tr>
<tr>
<td>Want to cut back on the amount of time you spend betting or wagering</td>
<td>26,500</td>
</tr>
<tr>
<td>Decrease the amount of money you spend on betting or wagering</td>
<td>80,800</td>
</tr>
<tr>
<td>Have ever tried to stop, cut down, or control your gambling</td>
<td>90,600</td>
</tr>
<tr>
<td>Others Think You Have a Gambling Problem</td>
<td>25,500</td>
</tr>
<tr>
<td>Periods lasting two weeks or longer when you spent a lot of time thinking about your gambling experiences or planning future gambling ventures or bets – Past 12 months</td>
<td>29,300</td>
</tr>
<tr>
<td>Gambled as a way to escape from personal problems – Past 12 months</td>
<td>21,100</td>
</tr>
<tr>
<td>Gambled to relieve uncomfortable feelings such as guilt, anxiety, helplessness, or depression – Past 12 months</td>
<td>19,400</td>
</tr>
</tbody>
</table>

A Look at the Real Numbers…….

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambling caused you any health problems, including stress or anxiety</td>
<td>53,200</td>
</tr>
<tr>
<td>Felt that you might have a problem with gambling?</td>
<td>62,000</td>
</tr>
<tr>
<td>Felt guilty about the way you gambled or what happens when you gamble?</td>
<td>161,400</td>
</tr>
<tr>
<td>Been personally affected by the gambling of a friend or coworker</td>
<td>258,900</td>
</tr>
<tr>
<td>Been personally affected by the gambling of a family member</td>
<td>213,800</td>
</tr>
<tr>
<td>Been personally affected by the gambling of someone else you know</td>
<td>343,800</td>
</tr>
</tbody>
</table>
Summary & Conclusions

• Prevalence of Gambling
  • Lifetime: 88% in 1995, 91% in 2011
  • Past 12 months: 72% in 1995, 69% in 2011

• Pathological or problem gambling
  • Low prevalence problem gambling (2% lifetime, 0.7% past 12 months)
  • Pathological (0.6% lifetime, 0.3% past 12 months)
  • Similar to previous 1995 Iowa estimate (1.9% lifetime, 1.0% current)
  • SOGS tend to estimate higher
  • Overlapping confidence intervals

• Conclusion: Problem gambling rate appears unchanged since 1995
  • Similar to national surveys
    • 0.4% Lifetime pathological (National Epidemiological Survey on Alcohol and Related Conditions; Petry, Sinnamon, & Grant, 2005)
    • Pathological of 0.6% lifetime & 0.3% Past 12 months (US National Comorbidity Survey Replication (NCS-R; Kessler et al., 2008)

Summary & Conclusions (continued)

• Problem gambling symptoms and effects
  • 13% had 1+ problem gambling symptoms in the past 12 months
  • 18% of those with symptoms want to reduce or quit gambling
  • 22% said they were negatively affected by another's gambling behaviors

• Treatment and prevention
  • Two-thirds are confident they could recognize the signs of problem gambling
  • 90% are aware of 1-800-BETS-OFF helpline
  • Three-fourths or more support public funding for the four treatment and prevention activities

Implications For Problem Gambling Prevention: Summary & Conclusions

• Provide social norms education to help prevent problem gambling.
  • Most people (81%) report that they never or seldom gamble
  • Only 2% of adults gamble on the internet (past 12 months)
  • Less than 2% of people borrow money to gamble, are ever told they have a gambling problem, or experience financial problems related to their gambling

• More consumer education is needed to dispel gambling myths

• Empower those who want to change their gambling behavior
  • Normalize and demystify treatment
  • Provide responsible gambling information
  • Inform the public about change tools (work books, smart phone apps, etc.)
Implications For Problem Gambling Prevention: Summary & Conclusions

- **Family Focus**
  - For each problem gambler, 10 others are negatively affected
  - Nearly two-thirds (64%) agreed that "Gambling is dangerous for family life"
  - Encourage parents to discuss gambling with their children
  - Encourage people to speak to loved ones for whom they have gambling related concerns

- **When conducting treatment outreach efforts**
  - Identify problem gambling symptoms
  - Provide hopeful messages

- **Target high risk populations with treatment outreach efforts**
  - Have alcohol problems or tobacco use
  - Frequent slot players
  - Those with small social networks
  - Others . .

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Final Thought:

If you are a problem gambling clinician or prevention specialist, keep in mind that:

The vast majority of the public supports your work . . .

Your efforts are making a difference!

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Gambling Attitudes and Behaviors: A 2011 Survey of Adult Iowans

Full Report:

http://www.idph.state.ia.us/IGTP/common/pdf/reports/attitudes_behaviors.pdf

or email:

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