



B. GAMBLING BEHAVIOR

GAMBLING ATTITUDES AND BEHAVIORS: A 2018 SURVEY OF ADULT IOWANS

Report 2 of 7

Prepared for
Iowa Department of Public Health
Iowa Gambling Treatment Program

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Center for Social and
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Iowa Department of Public Health
Protecting and Improving the Health of Iowans



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GAMBLING BEHAVIOR¹

EXECUTIVE SUMMARY

GAMBLING ATTITUDES AND BEHAVIORS: A 2018 SURVEY OF ADULT IOWANS

*Prepared for the Iowa Department of Public Health, Iowa Gambling Treatment Program
by the Center for Social and Behavioral Research, University of Northern Iowa*

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BACKGROUND & METHODOLOGY

The 2018 Survey of Public Gambling Attitudes and Behaviors Toward Gambling was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) and funded by the Iowa Gambling Treatment Program (IGTP) at the Iowa Department of Public Health (IDPH).

The 2018 Survey of Public Attitudes and Behaviors Toward Gambling used dual-frame (land and cell) random digit dial (DF-RRD) telephone sampling methodology. A total of 1,761 interviews (190 landline and 1,571 cell phone) were completed from September 12, 2018, to January 16, 2019. Similar studies were conducted in 2011, 2013 and 2015.

The primary purpose of this study was to collect data from adult Iowans to assess:

- types and frequency of gambling activities;
- prevalence of problem gambling; and
- awareness and opinions of publicly-funded gambling treatment services.

The 2018 data have been weighted in order to obtain point estimates to allow population generalization of non-institutionalized adults in Iowa (weighting variables included age, ethnicity, race, education, place and telephone status).

KEY FINDINGS

The most common gambling activities in the state were lottery (47%) and raffle tickets (42%), followed by scratch tickets and pull tabs (34%), slot machines (21%), and card games with friends or others (not at casinos) (14%). The point estimates for 2018 gambling activities were slightly higher than they were in 2015.

Among those who gambled in the past 12 months, at-risk gamblers (49%) were significantly more likely to play slot machines than not-at-risk gamblers (24%). Likewise, slot machines were also the favorite gambling activity among at-risk gamblers (34%) and not-at-risk gamblers (19%), followed by table games in casinos (at-risk gamblers: 14% vs. not-at-risk gamblers: 12%).

When the gambling activities were aggregated into three gambling types: 1) casino, 2) lotteries, and 3) other type of gambling, 34% wagered or played in casinos, 57% played lotteries and 53% were involved in other gambling activities. At-risk gamblers (71%) were significantly more likely to wager or play in casinos than not-at-risk gamblers (40%).

Also, at-risk gamblers (47%) were more likely to gamble in all three aggregated groups of gambling than not-at-risk gamblers (23%).

¹ This is the second report of a series (seven in total) produced from the 2018 Survey of Public Gambling Attitudes and Behaviors toward Gambling.

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SECTION B. GAMBLING BEHAVIOR

Gambling behaviors can be assessed in many different ways. In this study, gambling behaviors were measured by 21 gambling activities, such as playing slots or lottery tickets, for three different timeframes: (1) ever (in lifetime), (2) in the past 12 months, and (3) in the past 30 days.

The gambling behavior data are shown below at the population level, as well as for subgroups defined by the PGSI. In order to increase the sample size and thereby the confidence in the resulting inferential statistical tests, the group of participants based on those who experienced one or more symptoms (past 12 months) is generally used in analyses referring to respondents with problem gambling symptoms or defined as “at risk” gamblers.

Unless otherwise stated, references to adults with any problem gambling symptoms or “at-risk” gamblers in this section are based on approximately 14% of adult Iowans who said they had experienced one or more negative symptoms of problem gambling during the past 12 months (see Figure B-1).

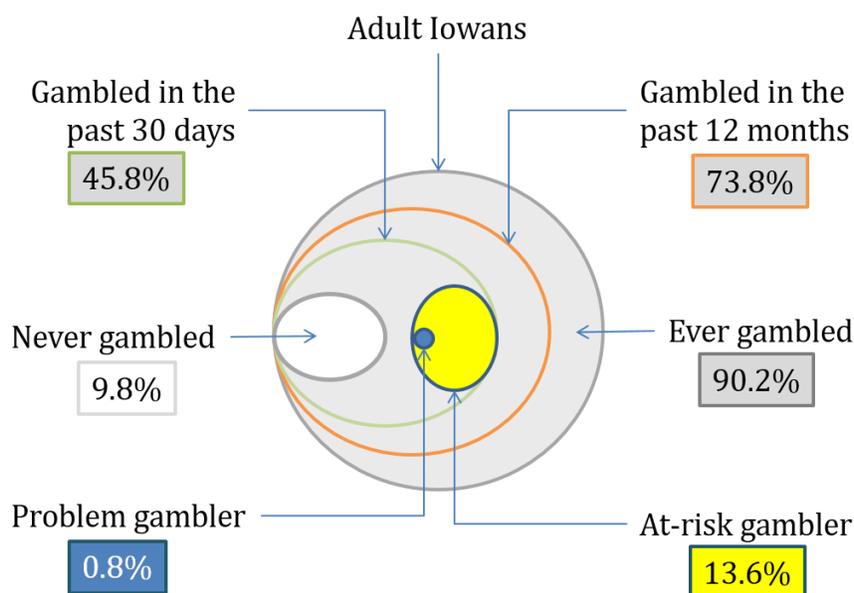


Figure B-1. Gamblers, “at risk” gamblers, and problem gamblers

In addition to gambling behaviors within the defined timeframes, this section aggregates 21 gambling activities into three major groups: (1) any casino, track or organized sport betting, (2) any lottery, and (3) other gambling activities.²

² (1) Any casino: slot machines, table games at casino, video poker, video keno, or video blackjack, dice games, live keno, bingo, racetracks either on horses or dogs, and sport betting on professional, college or amateur events, (2) lotteries: scratch tickets or pull tabs, lottery tickets (numbers), video lottery machines. (3) other gambling activities: card games with friends, family, or others (not at casinos), personal skills such as pool, bowling, video games, or playing basketball, betting or wagering on fantasy sports leagues or video games, office pools (including tournament brackets), raffle tickets (including those supporting charities), high-risk trading of stocks,

MOST COMMON GAMBLING ACTIVITIES (PAST 12 MONTHS)

There are variety of activities that some people consider *gambling* and others may not necessarily consider *gambling*. In this study, gambling was described to respondents as “betting or gambling for money or possessions.” The most common types of gambling activities adult Iowans engaged in at least once in the past 12 months are shown below.

The overall ranking of the most common gambling activities of adult Iowans in 2018 remains similar to 2015, 2013 and 2011 (see Table B-1). However, the level of gambling activities changed in 2018 compared to 2015 with the exception of card games that remained at 14% (see Figure B-2).

Table B-1. Ranking of most common gambling activities in the state³

Gambled in the past 12 months (of all adults)		%
1	Lottery tickets (numbers)	47
2	Raffle tickets (including those supporting charities)	42
3	Scratch tickets or pull tabs	34
4	Slot machines	21
5	Card games with friends, family, or others (not at casinos)	14

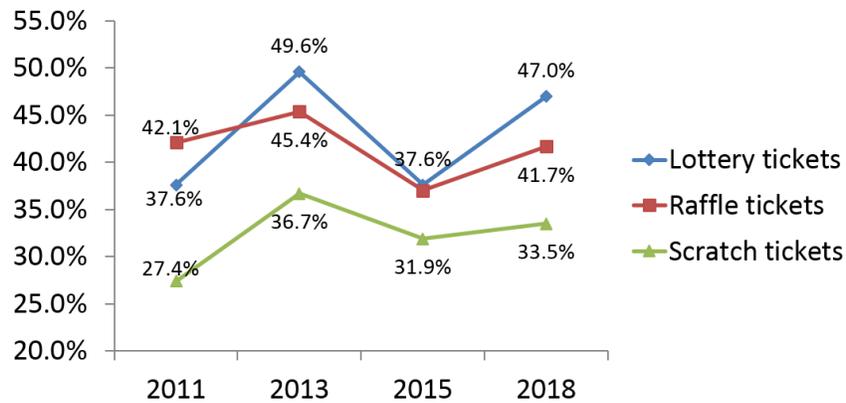


Figure B-2. Level of most common gambling activities in the past 12 months from 2011 to 2018

commodities, or futures, betting or gambling using some other game, activity, or event, online gambling using the Internet.

³ See the complete list of ranking by gambling activities in Appendix 7.

Another way to look at the data is to compare the behaviors of those who gambled in the past 12 months to those who were classified as “at-risk” gamblers. Among the most common gambling activities during the past 12 months, scratch tickets or pull tabs increased 20% when comparing the gambling activities of those who gambled in the past 12 months to those who were classified as at-risk gamblers. Slot machine use increased 25% in these two groups (see Table B-2).

Table B-2. Rankings of the 5 most common gambling activities and the level of gambling behavior among those who gambled in the past 12 months

Gambling Activities in 2018		Gambled in the past 12 months		
		Not-at-risk %	At-risk %	Total %
1	Lottery tickets (numbers)	63	66	64
2	Raffle tickets (including those supporting charities)	57	56	57
3	Scratch tickets or pull tabs*	42	62	46
4	Slot machines*	24	49	29
5	Card games with friends, family, or others (not at casinos)	18	22	19

* $p < .001$

Favorite Gambling Activities

The ranking of favorite gambling activities was slightly different than actual gambling behavior. Slot machines were the favorite gambling activity, followed by tables games in casinos. At-risk gamblers (34%) were more likely to say that their favorite gambling activity was slot machines than not-at-risk gamblers (19%). Also, not-at-risk gamblers (26%) were more likely to say that they did not have a favorite gambling activity compared to at-risk gamblers (11%) (see Table B-3).

Table B-3. Rankings of favorite gambling activities

Gambling Activities in 2018*		Gambled in the past 12 months		
		Not-at-risk %	At-risk %	Total %
1	Slot machines*	19	34	22
2	Table games in a casino	12	14	12
3	Lottery tickets (numbers)	11	6	10
4	Scratch tickets or pull tabs	7	11	8
5	Card games with friends, family, or others (not at casinos)	6	4	6
<u>No favorite gambling activities*</u>		26	11	23

* $p < .001$

AGGREGATED GAMBLING ACTIVITIES

As stated previously, gambling activities were aggregated into 3 groups: (1) any casino, track or organized sport betting, (2) any lotteries, and (3) other gambling activities. When comparing the results from 2011, 2013, 2015 and 2018, there is an increase in playing lotteries in 2018 compared to 2015 (see Figure B-3). The complete information about population estimates and their confidence intervals can be seen in Appendix B-1.

33.8% Wagered or played in casinos in the past
 Pop. Est.: 781,307 12 months

56.6%
 Pop. Est.: 1,310,963 Played lotteries in the past 12 months

53.0% Involved in other gambling activities in
 Pop. Est.: 1,227,823 the past 12 months

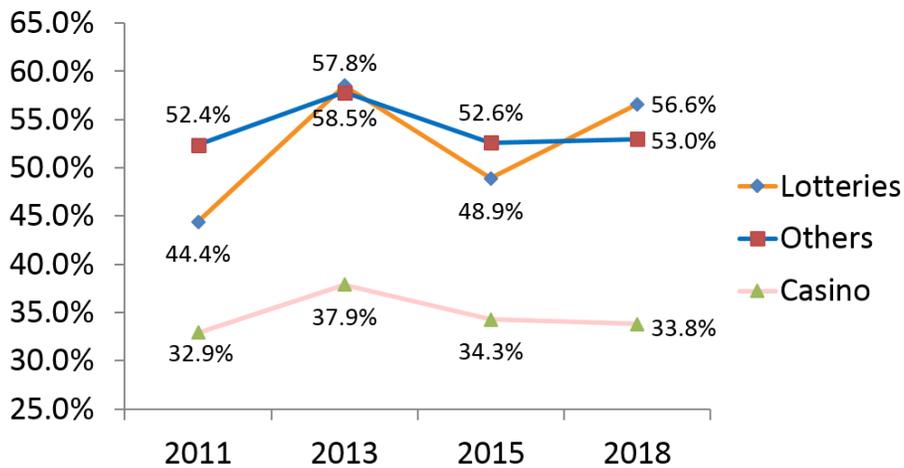


Figure B-3. Comparison of aggregated gambling activities in 2011, 2013, 2015 and 2018

In addition to the change in aggregated gambling activities at the population level, the following table shows the gambling activities among those Iowans who gambled in the past 12 months and who were classified as at-risk gamblers. As expected, the reports of gambling activity increased moving from the general population to at-risk gamblers.

The study suggests that there is significantly more casino gambling among at-risk gamblers compared to those not-at-risk who gambled in the past 12 months. Those at-risk (71%) were much more likely to gamble in *casinos* compared to those were not-at-risk (40%). Also, those at-risk (86%) were more likely to play *lotteries* compared to those were not-at-risk (75%). The differences in aggregated gambling activities in *other* gambling activities were smaller than the *casino* or *lottery* groups and were not significantly different (see Table B-4).

Table B-4. Aggregated gambling activities in the past 12 months by at-risk gambler

Aggregated gambling activities in 2018	Gambled in the past 12 months		
	Not-at-risk %	At-risk %	Total %
Any casinos, tracks, or organized sport betting*	40	71	46
Any lottery**	75	86	77
Other gambling activities	72	74	72

* $p < .001$, ** $p < .01$

Likewise, at-risk gamblers were significantly more likely to engage in all types of aggregated gambling activities than were not-at-risk gamblers (see Figure B-5). About half of at-risk gamblers (47%) gambled in all three aggregated gambling activities (casinos, lotteries and other gambling) compared to 23% of not-at-risk gamblers.

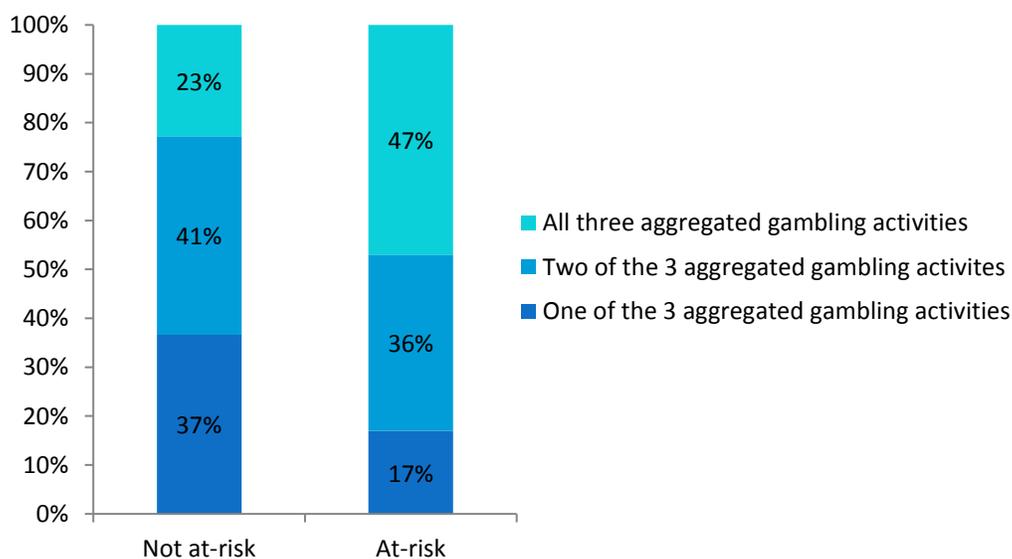


Figure B-5. Gambling involvement in aggregated gambling activities by at-risk gamblers and not-at-risk gamblers

CASINO GAMES AND RESPONSIBLE GAMBLING STRATEGIES

For those who played casino games: Slot machines, table games, video poker/keno/blackjack, dice games, race tracks and bingo; follow-up questions addressed the responsible gambling⁴ strategies that they may use.

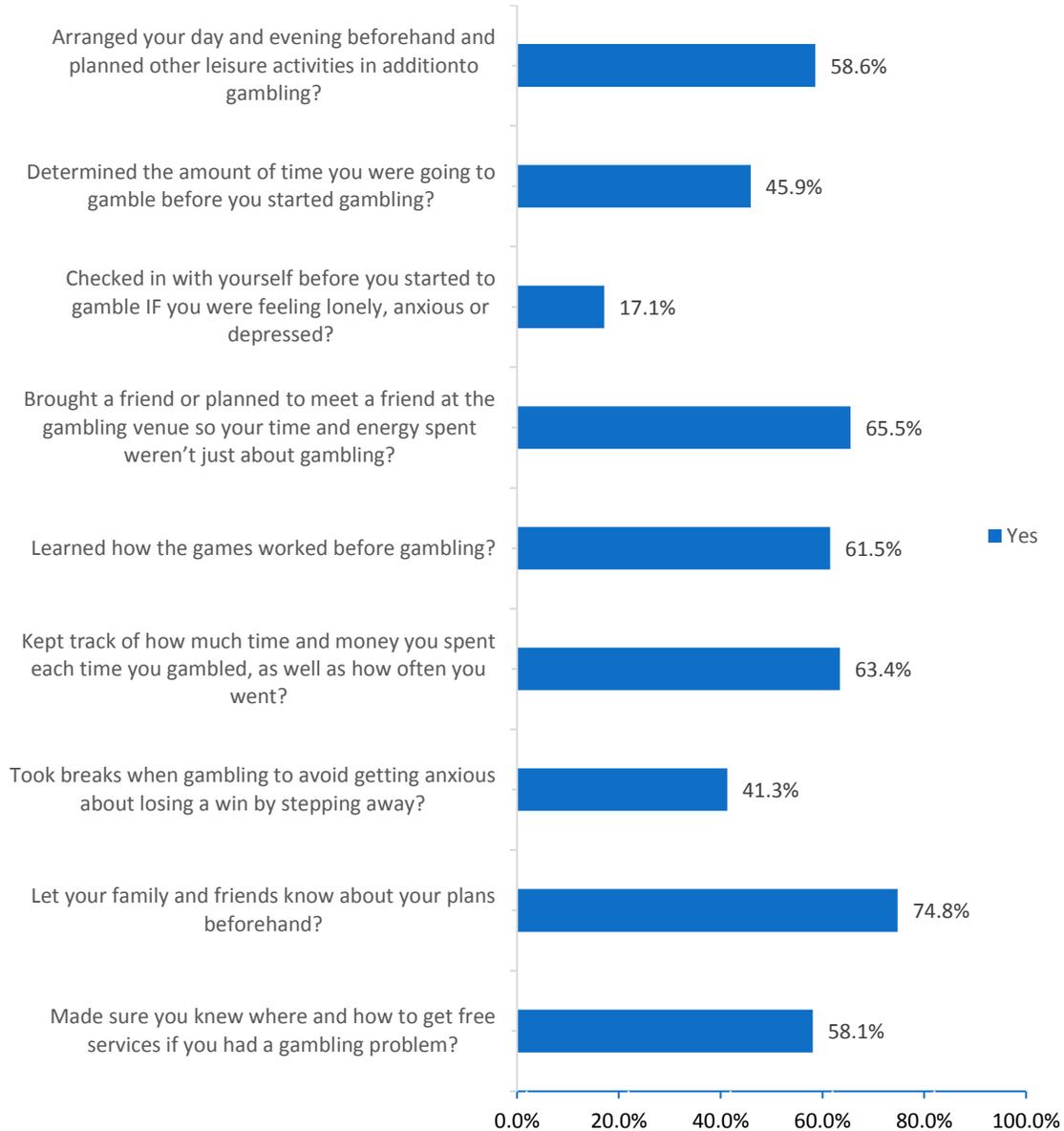


Figure B-6. Used some of these gambling strategies in the past while going to casino

⁴ Adapted from The British Columbia Responsible & Problems Gambling Program (<https://www.bcreponsiblegambling.ca/responsible-gambling/responsible-gambling-tips-strategies>).

APPENDICES

Appendix B-1. Population Estimates For Aggregated Gambling Activities

Table B-1-a. Population estimates by aggregated gambling activities: casino or lottery or other gambling activities (past 12 months)

	Year	Pop Est n	Percent	SE Percent	Lower 95%	Upper 95%	DEFF
Casino	2013	876,252	37.92	1.49	35.04	40.88	1.72
	2015	800,571	34.29	1.32	31.74	36.92	1.41
	2018	781,307	33.75	1.38	31.10	36.51	1.50
Lottery	2013	1,352,837	58.54	1.49	55.59	61.42	1.67
	2015	1,141,682	48.90	1.38	46.19	51.61	1.40
	2018	1,310,963	56.63	1.45	53.78	59.44	1.50
Other	2013	1,336,865	57.85	1.51	54.86	60.78	1.71
	2015	1,227,841	52.59	1.38	49.88	55.28	1.39
	2018	1,227,823	53.04	1.46	50.18	55.88	1.50

Appendix B-2. Frequency Of Gambling Behaviors

For most of the gambling activities included in the survey, respondents were asked questions about how often they engaged in each activity and how much money they usually spent per day on that activity. For efficiency reasons and to minimize respondent burden, follow-up questions were asked for only 12 of the 21 types of gambling activities.

Of the gambling activities assessed in this study, playing the lottery with numbers and scratch tickets were the activities reported most frequently. Among adult Iowans who said they bought lottery tickets during the past 12 months, 14% said they usually bought scratch tickets or pull tabs weekly and an additional 25% reported that they bought tickets monthly (see Table B-2-a).

Table B-2-a. Frequency of gambling among those have gambled in the past 12 months

Gambling Activities ⁵	Among those who gambled in the past 12 months		Frequency of gambling among those who reported “yes”		
			Daily or weekly %	Monthly %	Infrequently %
Lottery tickets (numbers)	Yes	64	9	20	70
	No	36	-	-	-
Lottery scratch tickets or pull tabs	Yes	45	9	24	66
	No	65	-	-	-
Slot machines	Yes	29	6	16	78
	No	71	-	-	-
Card games (not at casinos)	Yes	19	5	20	75
	No	89	-	-	-
Table games at casino	Yes	13	5	6	89
	No	87	-	-	-
Sports: professional, college, and amateur	Yes	11	14	14	72
	No	89	-	-	-
Personal skills	Yes	11	14	14	72
	No	89	-	-	-
Bingo	Yes	10	8	8	84
	No	90	-	-	-

⁵ Note: The prevalence of gambling activities among those who gambled in the past 12 months for some activities were too low to report the breakdown of their frequencies of gambling. The prevalence of the past 12 months were: (1) Dice 4%, (2) Internet 3%, (3) Fantasy Sports and DFS 6%, and (4) betting on video games 1%.