# National Survey on Gambling Attitudes and Gambling Experience (NGAGE)

DETAILED REPORT Public Opinion & Segments

MINNESOTA

May 2019
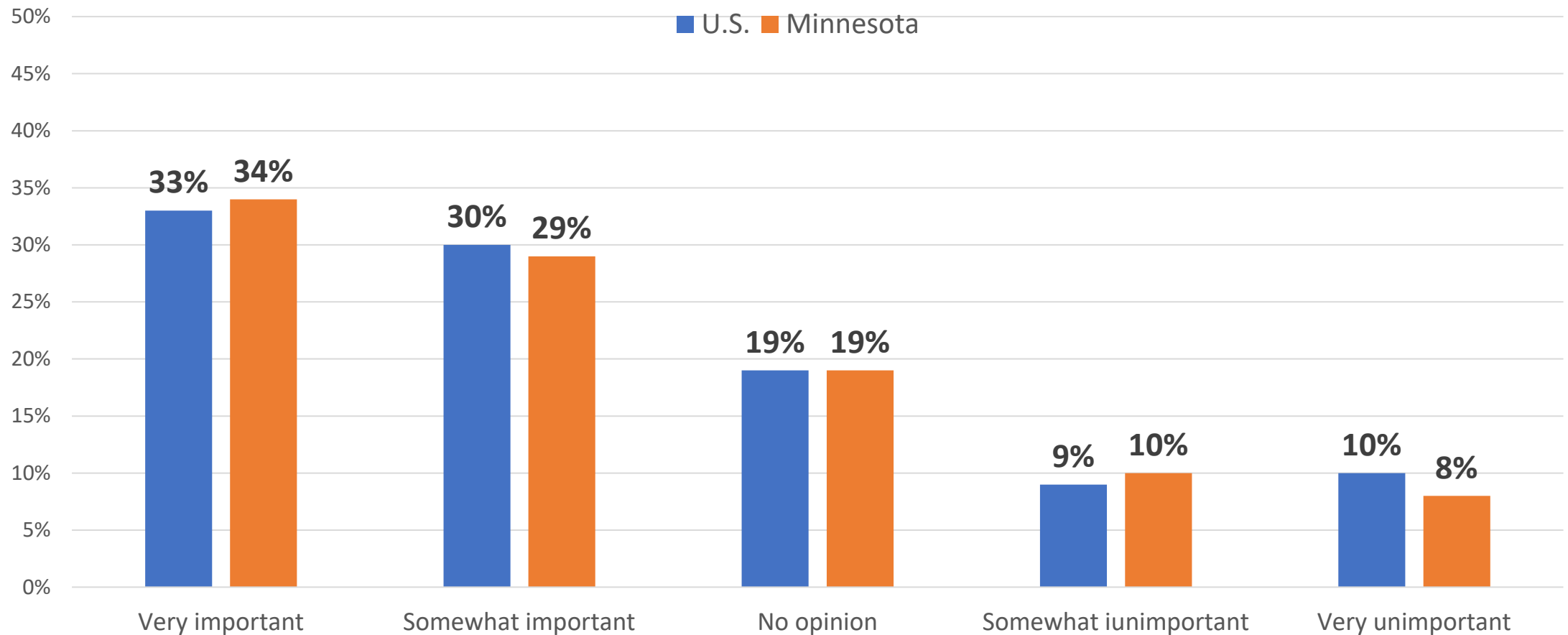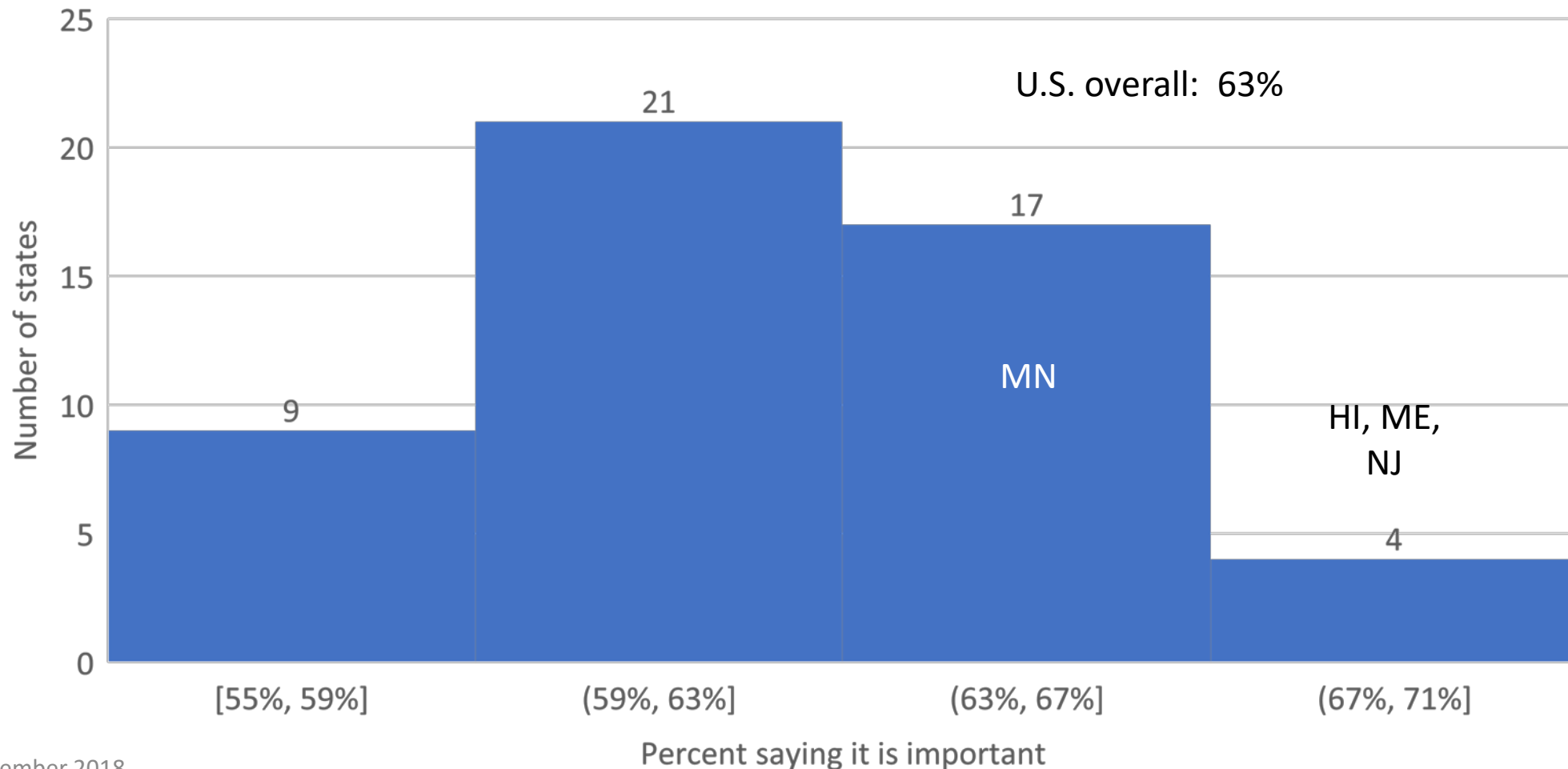
# Public opinion

# If your state was to legalize/has legalized sports betting, how important is it to require operators to implement responsible gambling measures?



Legend: U.S. (blue), Minnesota (orange)

| | Very important | Somewhat important | No opinion | Somewhat iunimportant | Very unimportant |
|---|---|---|---|---|---|
| U.S. | 33% | 30% | 19% | 9% | 10% |
| Minnesota | 34% | 29% | 19% | 10% | 8% |

# If your state was to legalize/has legalized sports betting, how important is it to require operators to implement responsible gambling measures?

# If your state was to legalize/has legalized sports betting, how important is it to set aside revenues to treat people who develop gambling problems?
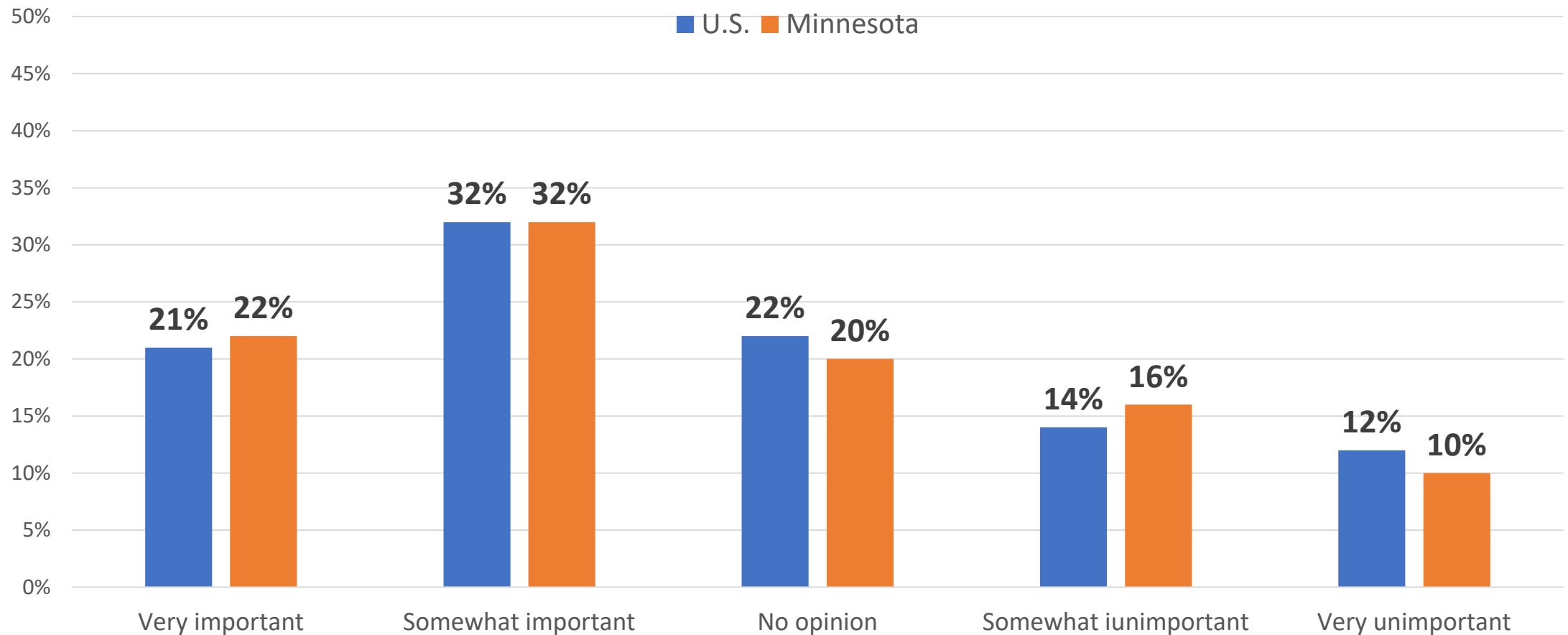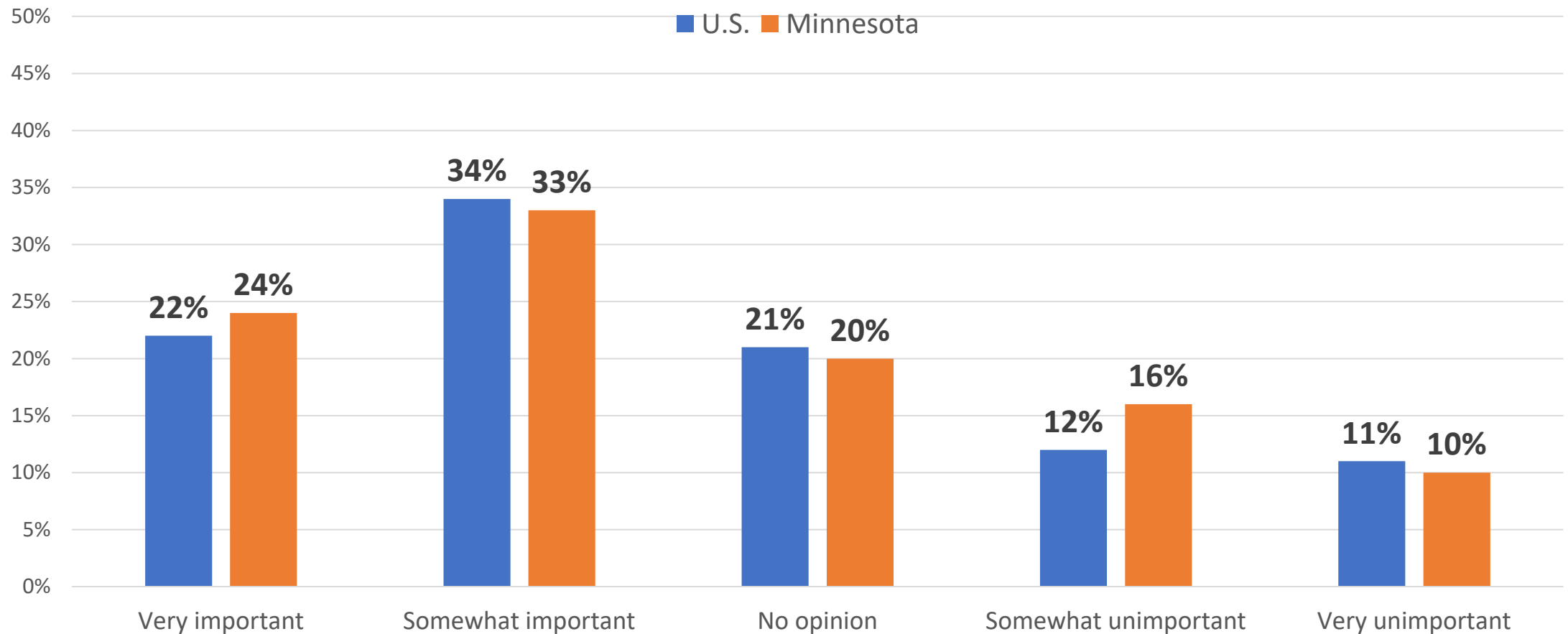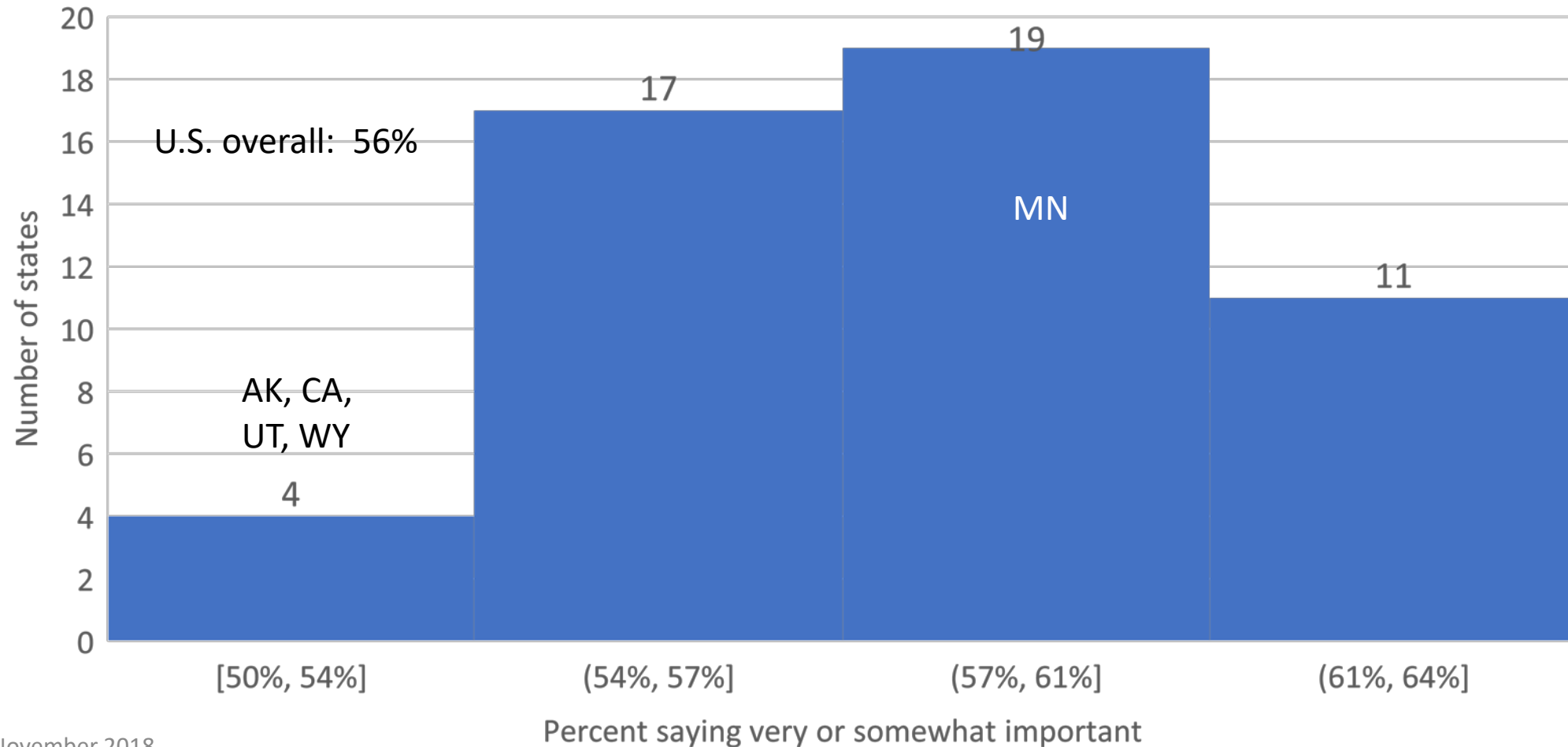
# If your state was to legalize/has legalized sports betting, how important is it to set aside revenues to treat people who develop gambling problems?
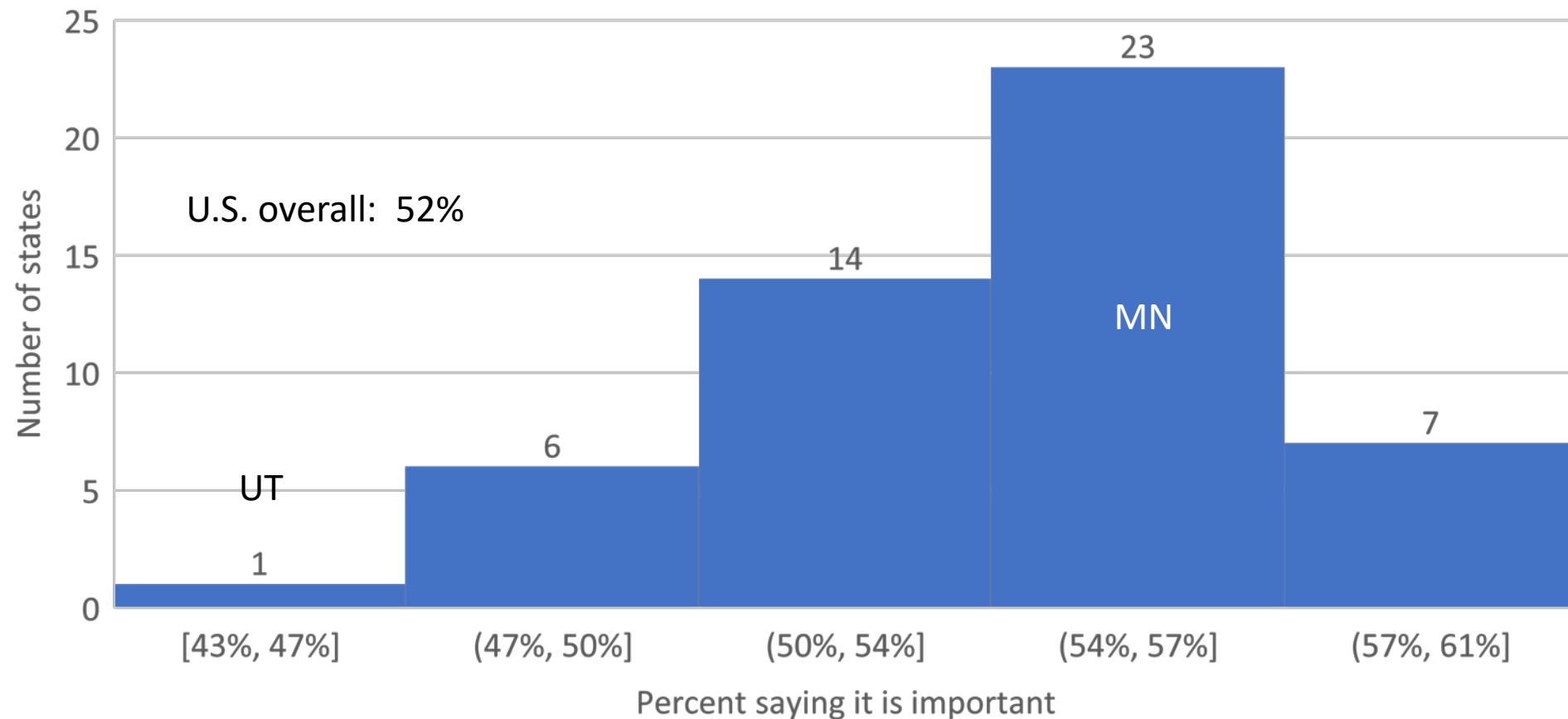
If your state was to legalize/has legalized sports betting, how important is it to set aside revenues for public awareness campaigns?
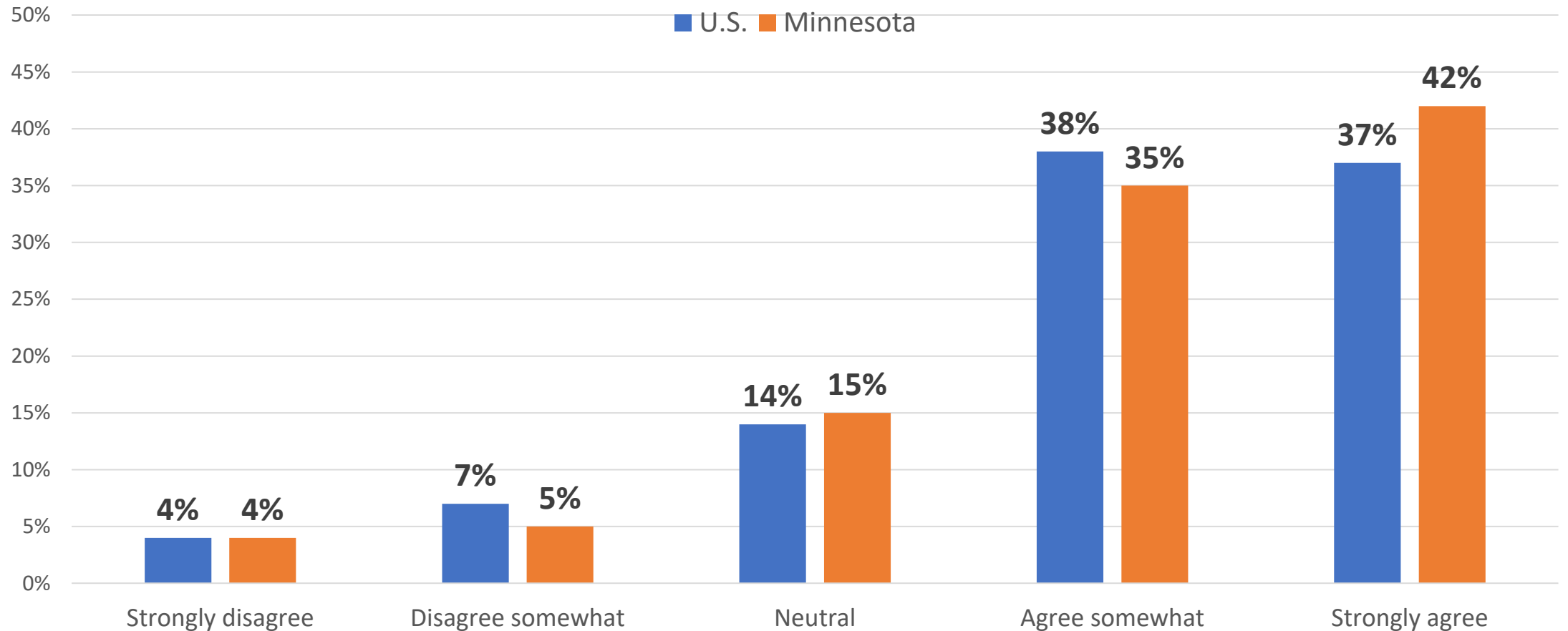
# If your state was to legalize/has legalized sports betting, how important is it to set aside revenues for public awareness campaigns?



Y-axis: Number of states

X-axis: Percent saying very or somewhat important

U.S. overall: 56%

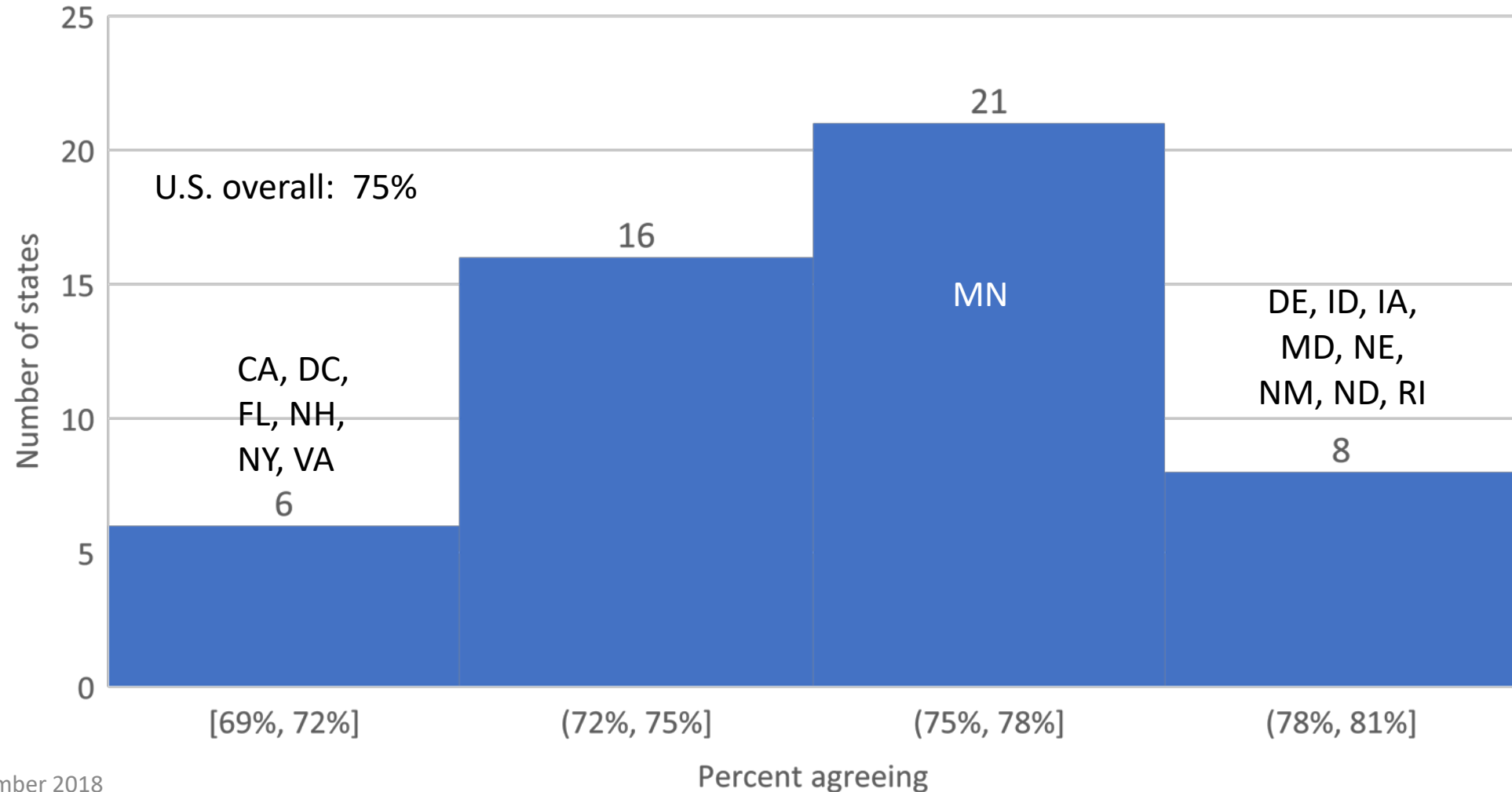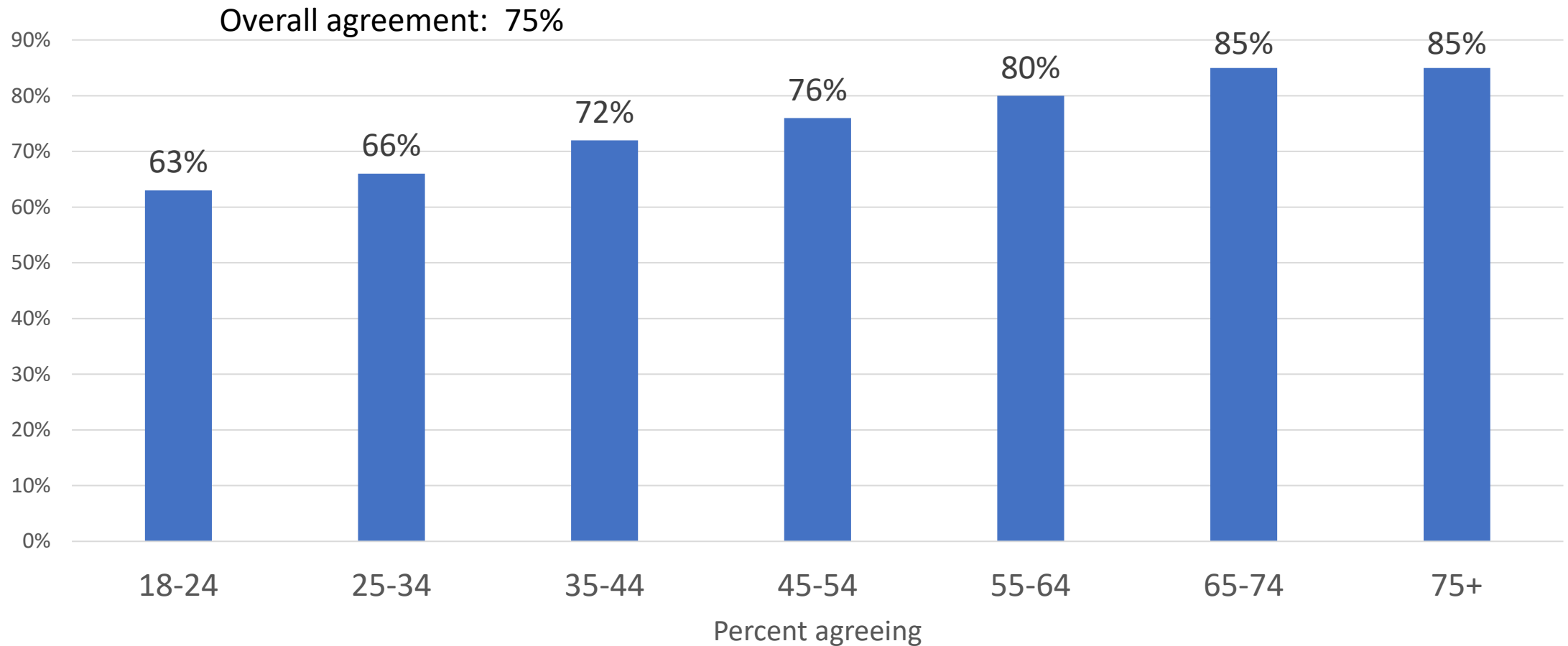| Category | Value | Labels |
|---|---|---|
| [50%, 54%] | 4 | AK, CA, UT, WY |
| (54%, 57%] | 17 | |
| (57%, 61%] | 19 | MN |
| (61%, 64%] | 11 | |

# Addiction to gambling is a lot like addiction to drugs or alcohol
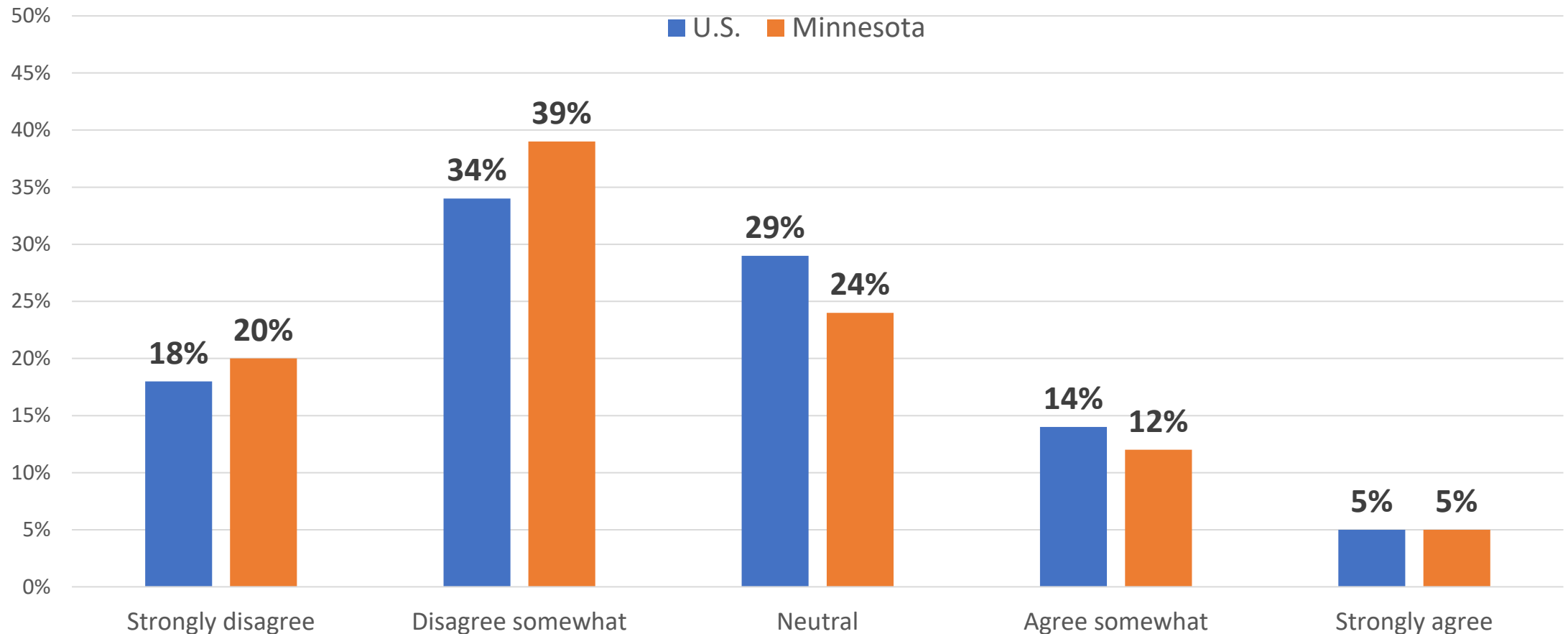
# Addiction to gambling is a lot like addiction to drugs and alcohol

# % agreeing that addiction to gambling is a lot like addiction to drugs or alcohol, by age



Overall agreement: 75%

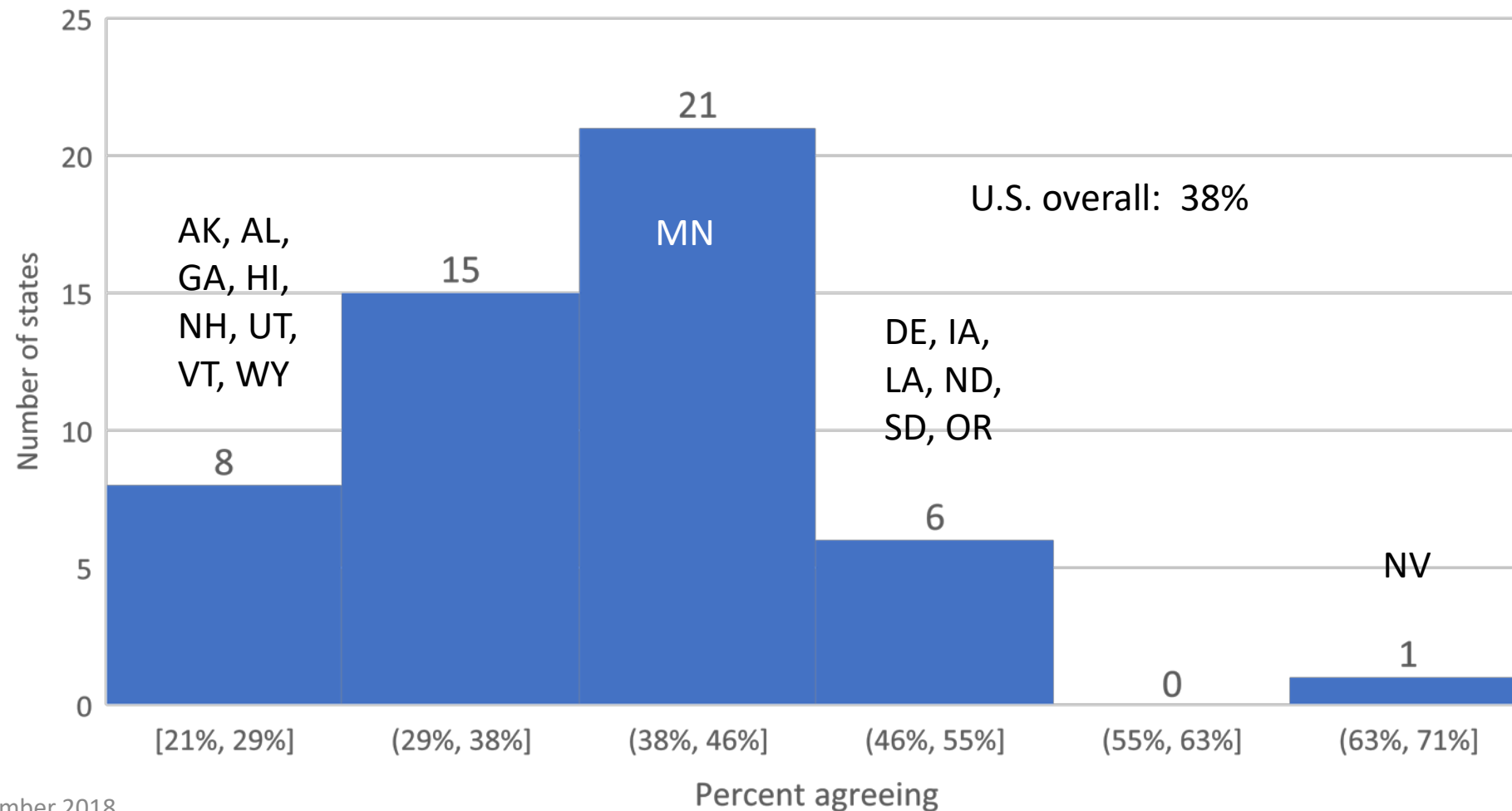| Age | Percent |
|-----|---------|
| 18-24 | 63% |
| 25-34 | 66% |
| 35-44 | 72% |
| 45-54 | 76% |
| 55-64 | 80% |
| 65-74 | 85% |
| 75+ | 85% |

Percent agreeing

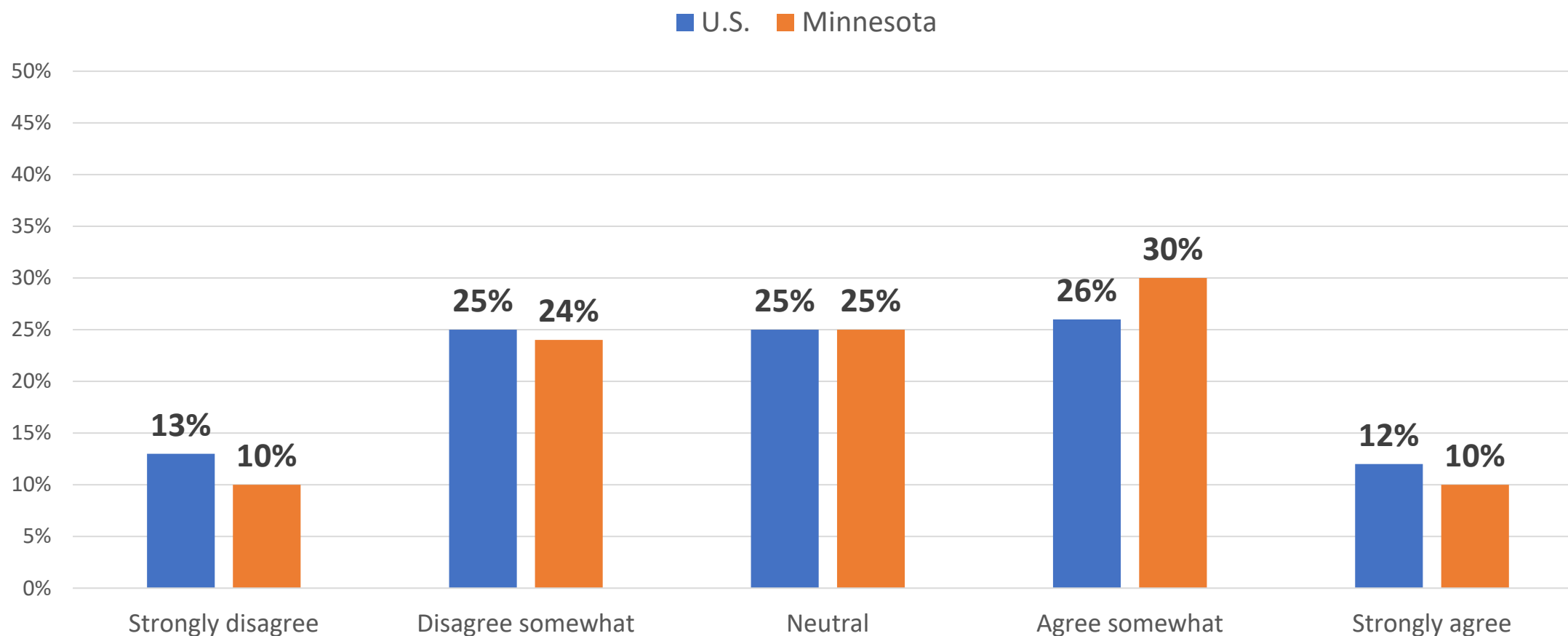# People with a gambling problem are unlikely to recover or get better

# Services to treat compulsive gambling are available in my community
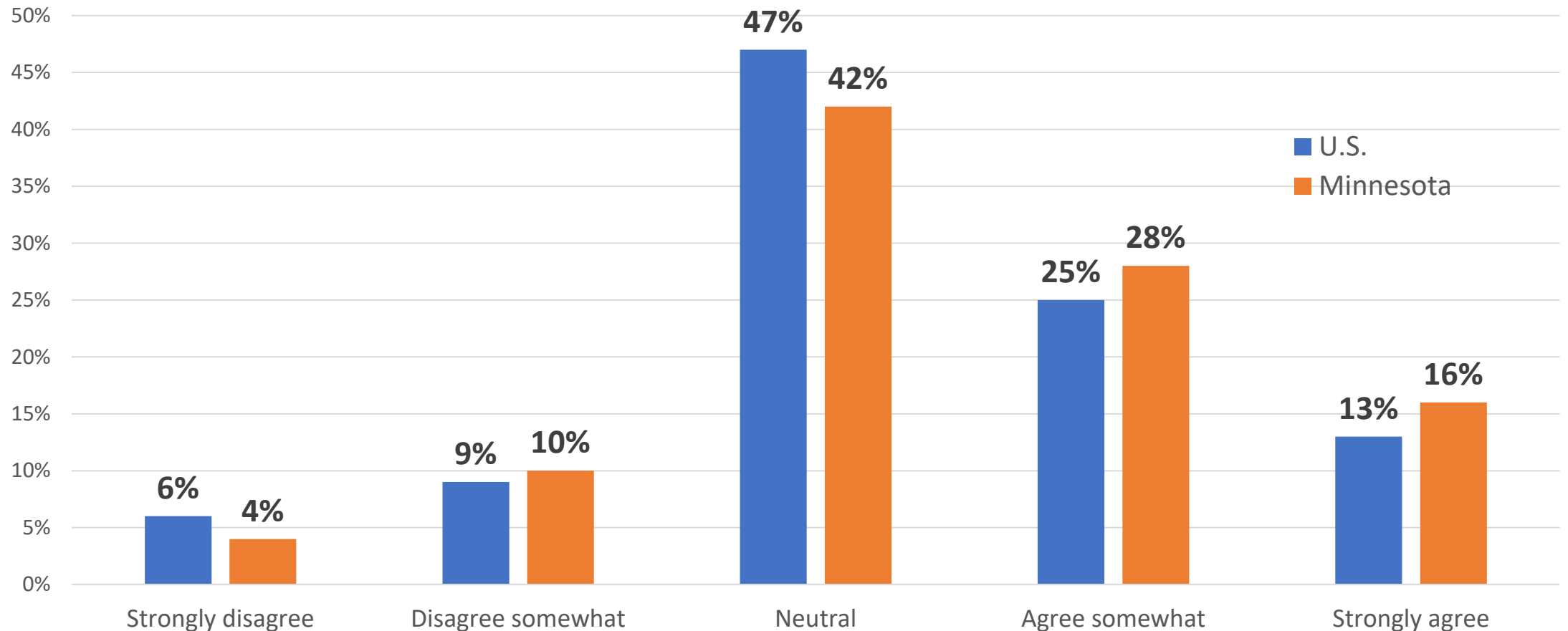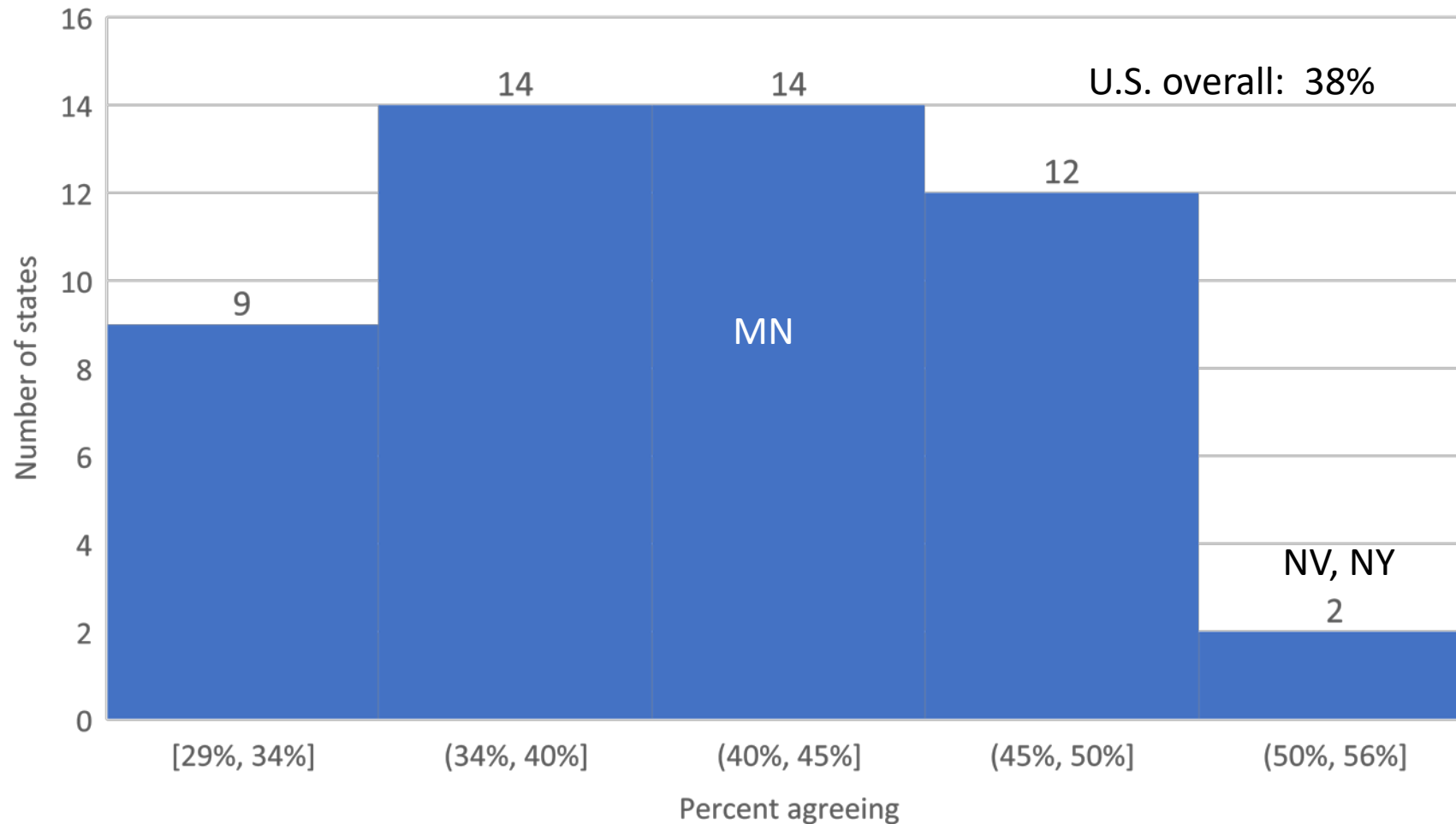
# Services to treat compulsive gambling are available in my community

# If someone close to me had a gambling problem, I would know where to get them help.
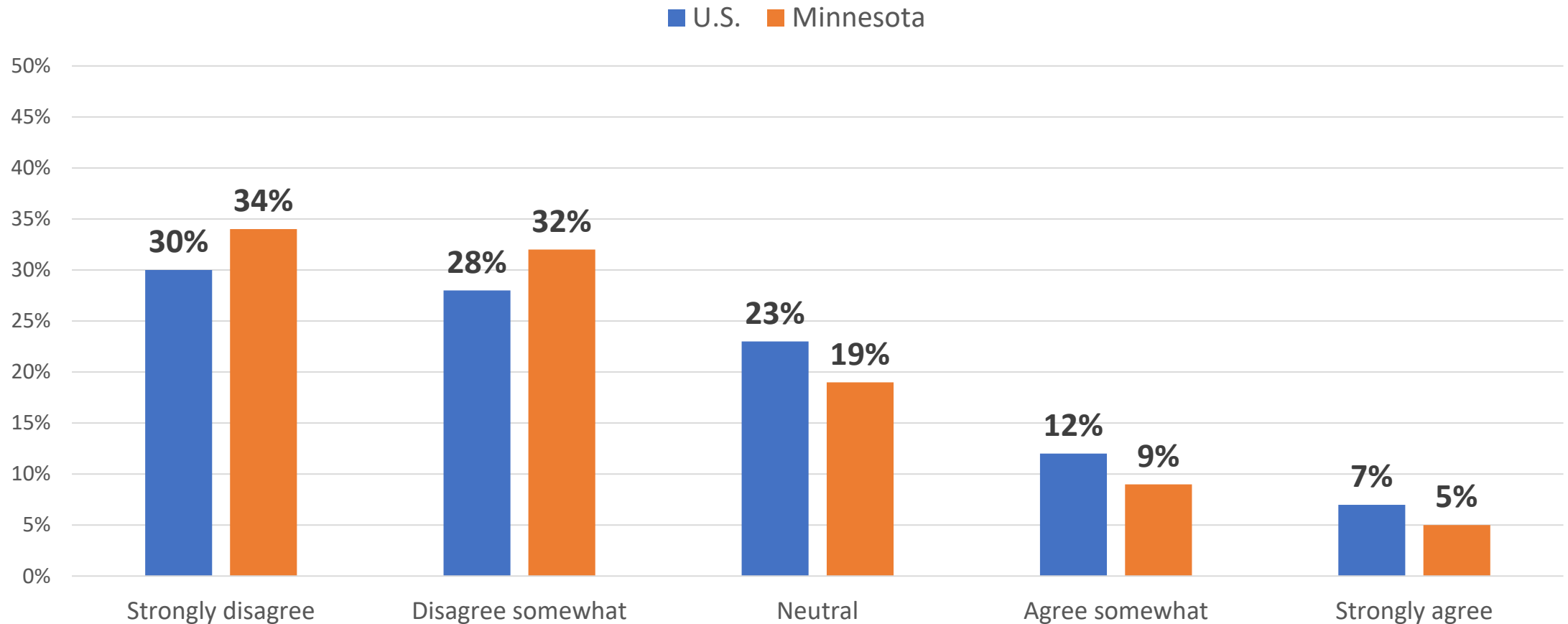
# If someone close to me had a gambling problem, I would know where to get them help.
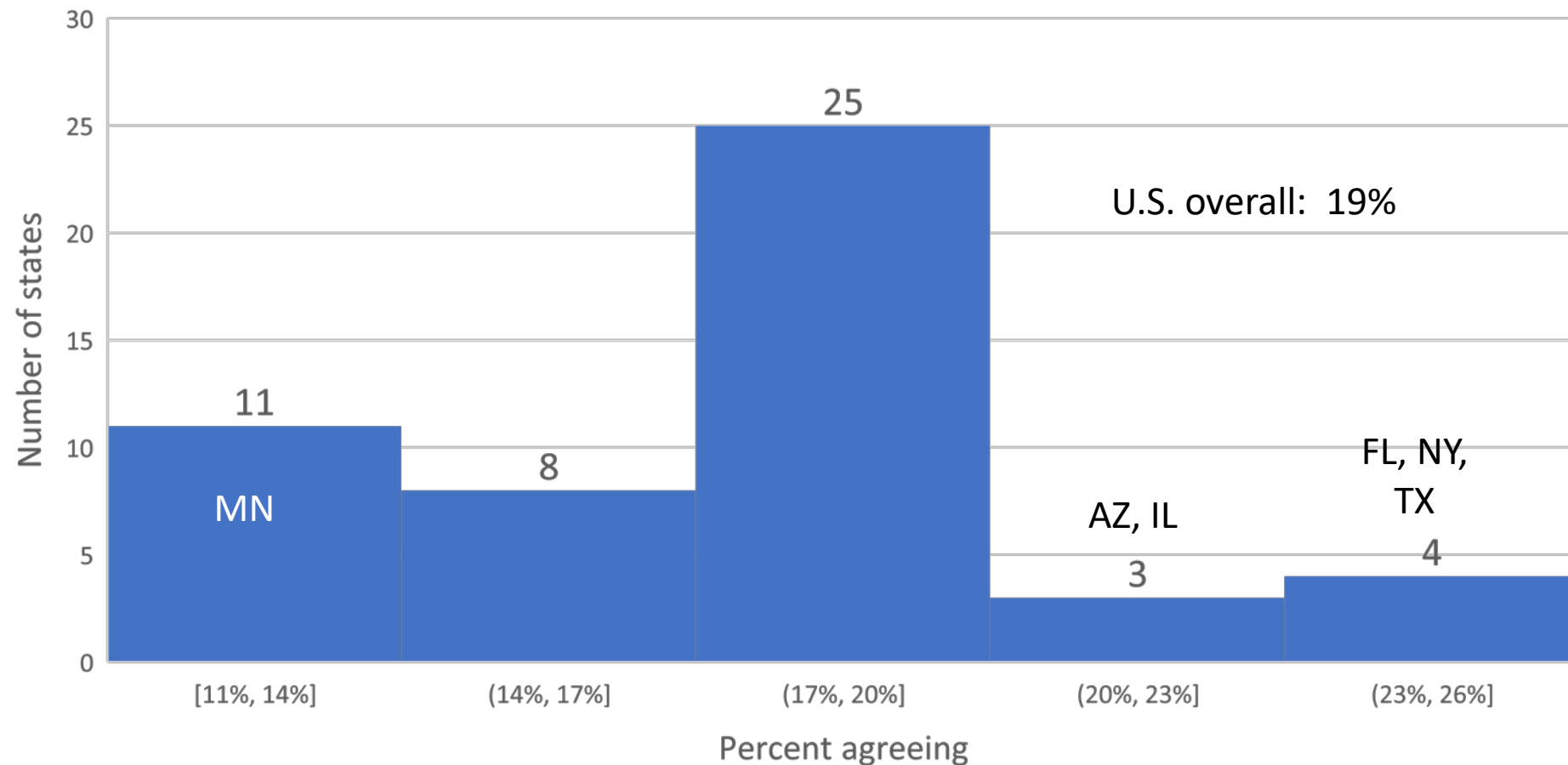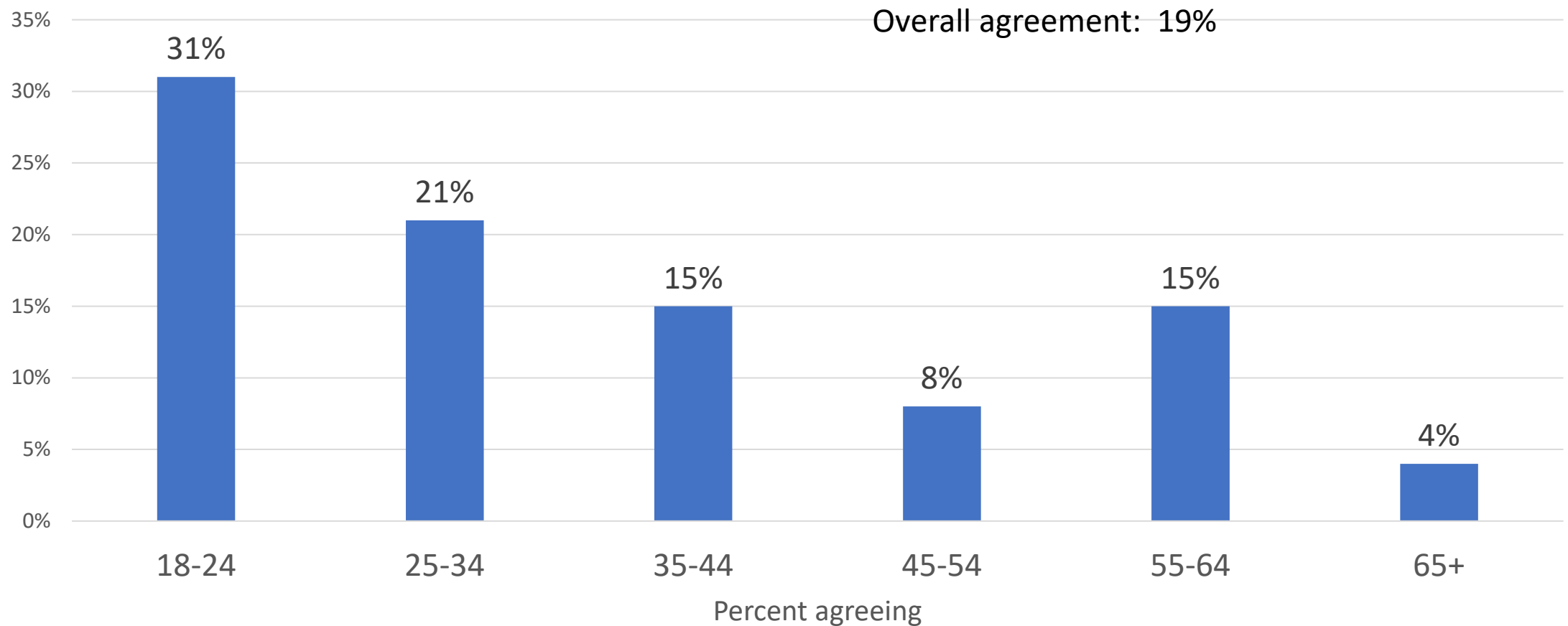
# If someone in my family had a gambling problem, I would advise them not to discuss it with anyone outside the family.

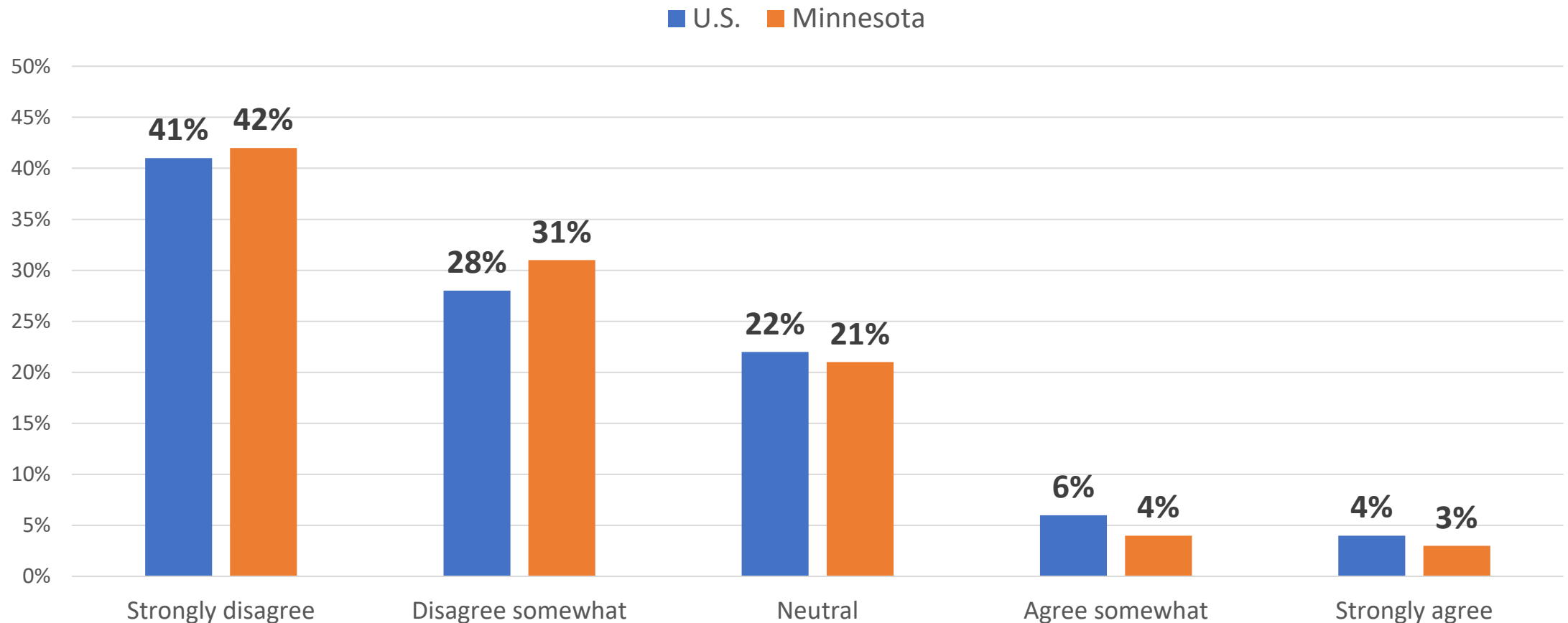# If someone in my family had a gambling problem, I would advise them not to discuss it with anyone outside the family.

# % agreeing that if someone in their family had a gambling problem, they would advise them not to discuss it outside the family, by age



Overall agreement: 19%

| Age | Percent |
|-----|---------|
| 18-24 | 31% |
| 25-34 | 21% |
| 35-44 | 15% |
| 45-54 | 8% |
| 55-64 | 15% |
| 65+ | 4% |

Percent agreeing

# People with a gambling problem are below average in intelligence



Legend: ■ U.S. ■ Minnesota

| Category | U.S. | Minnesota |
|---|---|---|
| Strongly disagree | 41% | 42% |
| Disagree somewhat | 28% | 31% |
| Neutral | 22% | 21% |
| Agree somewhat | 6% | 4% |
| Strongly agree | 4% | 3% |

# People with a gambling problem are below average in intelligence
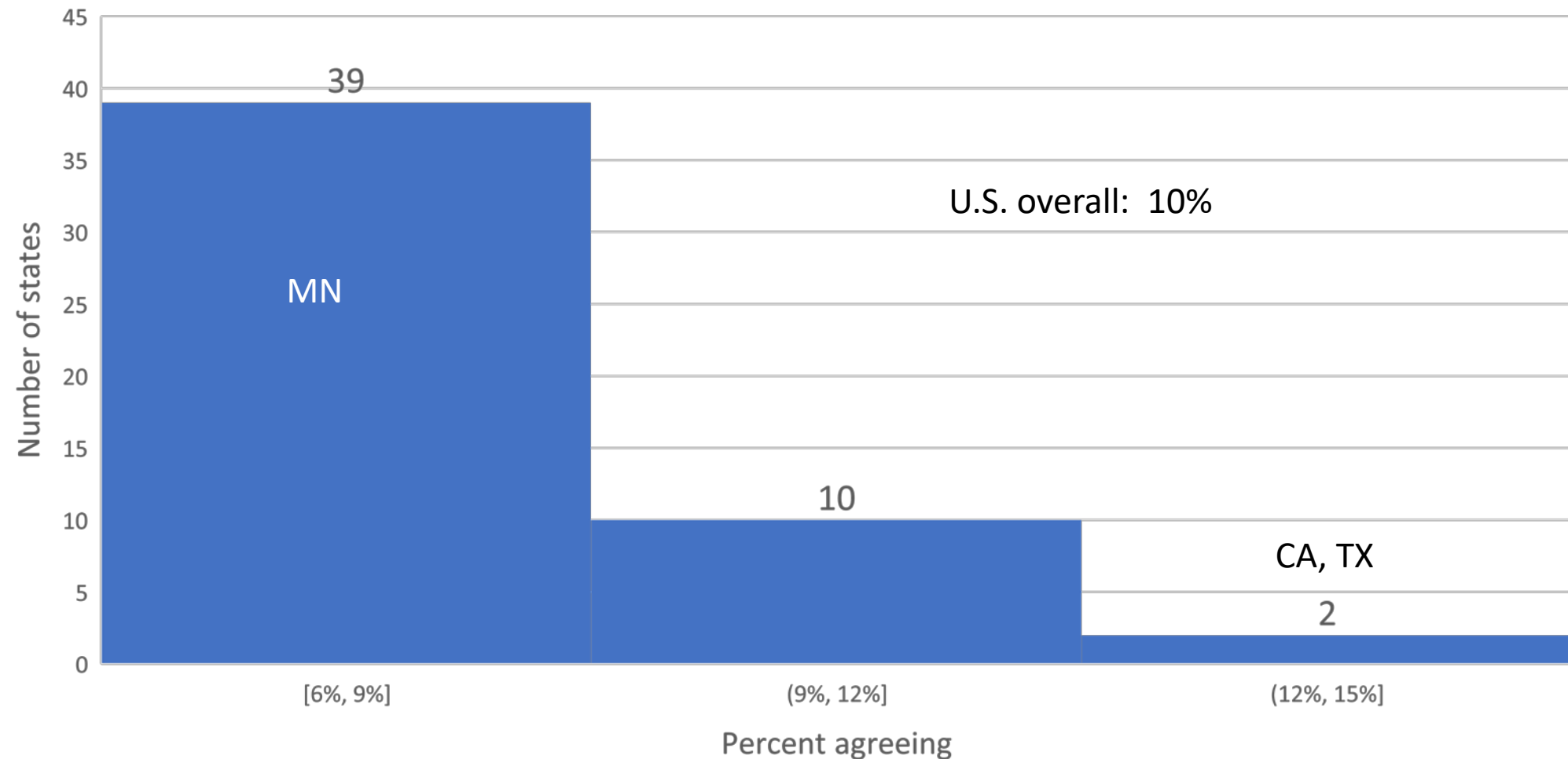
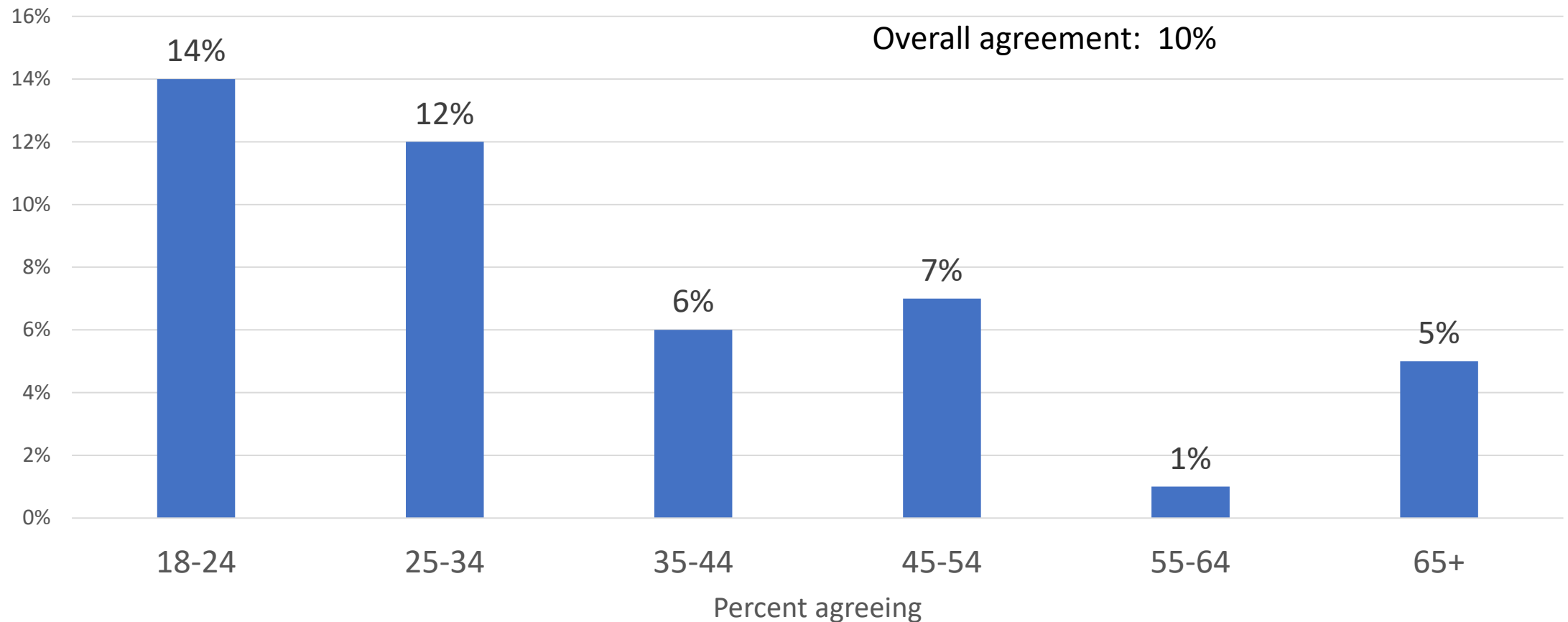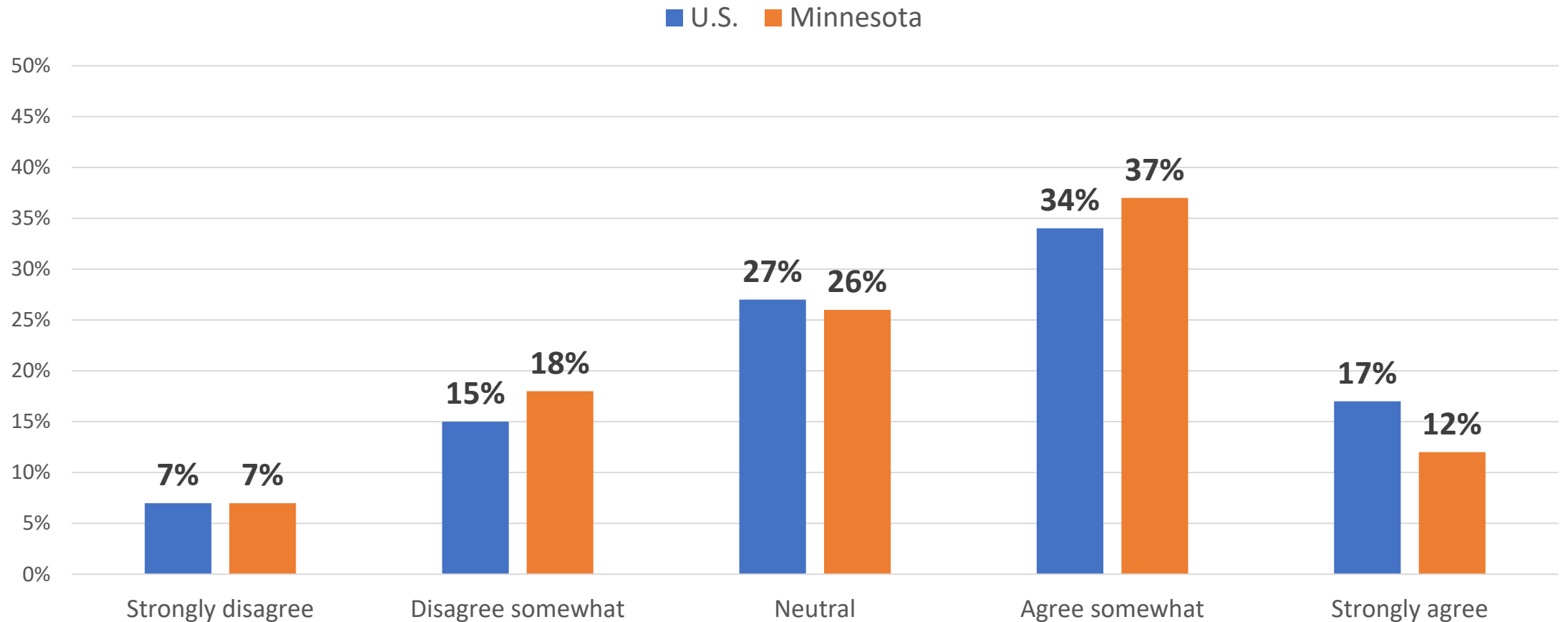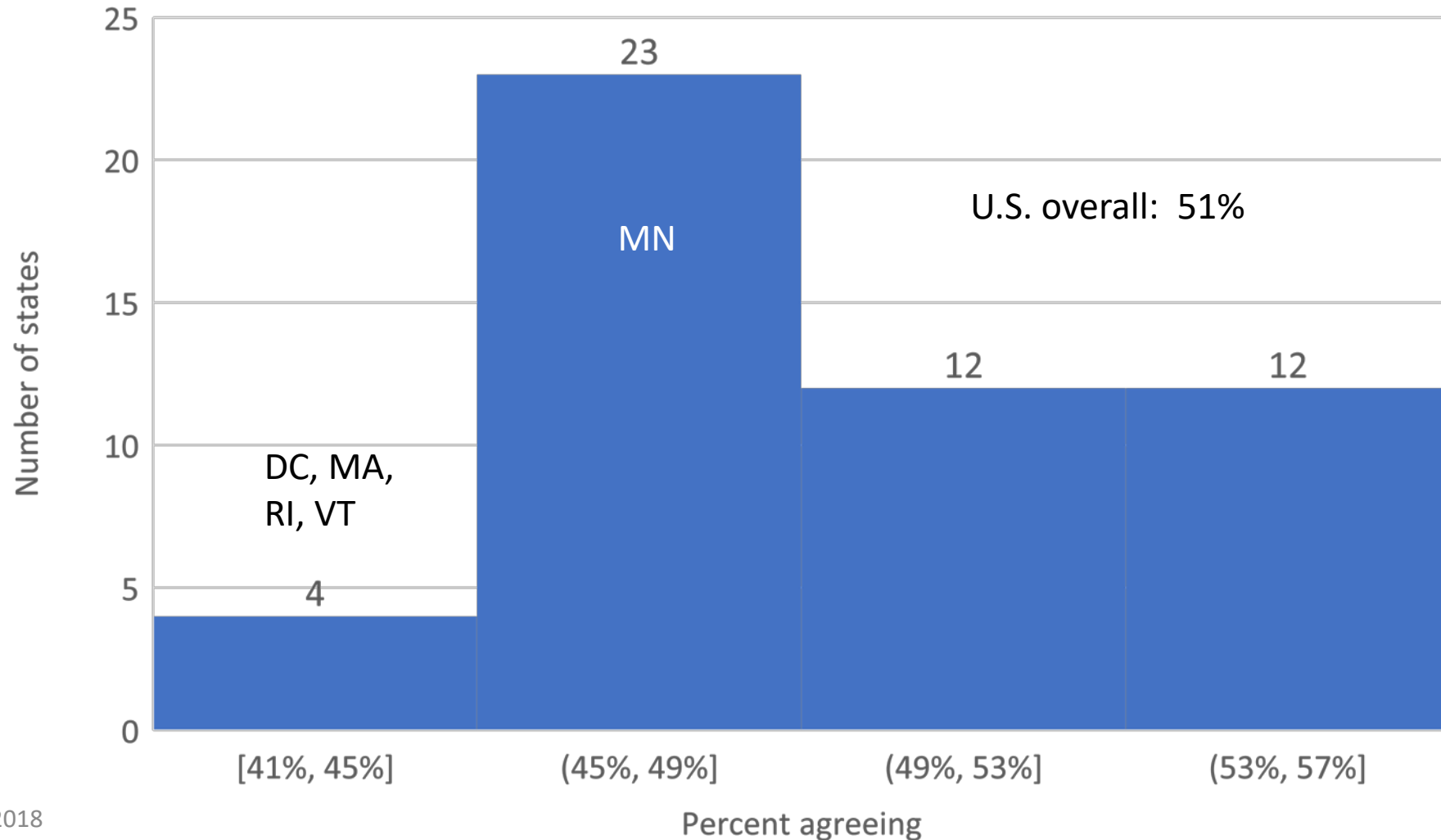# % agreeing that people with a gambling problem are below average in intelligence, by age



Overall agreement: 10%

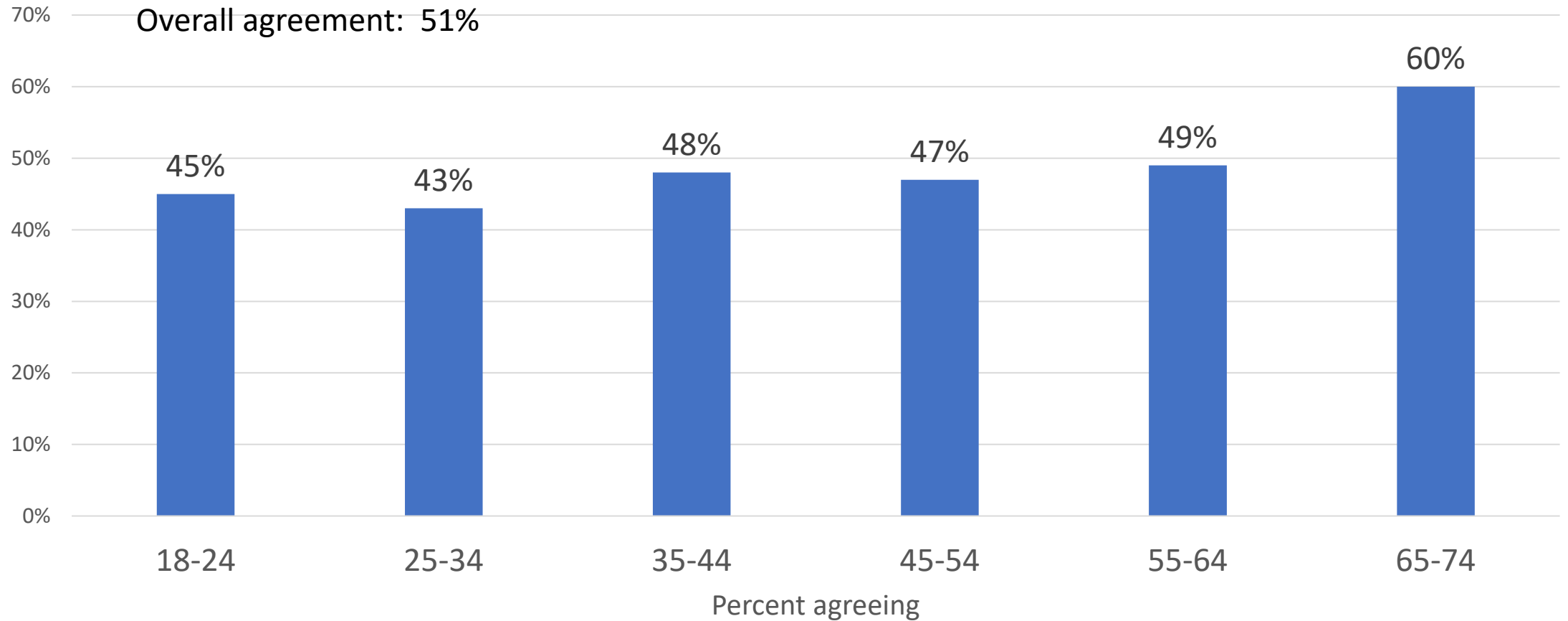# People with a gambling problem are to blame for their problems

# People with a gambling problem are to blame for their problems.

# % agreeing that people with a gambling problem are to blame for their problems, by age



Overall agreement: 51%

| Age | Percent agreeing |
|-----|------------------|
| 18-24 | 45% |
| 25-34 | 43% |
| 35-44 | 48% |
| 45-54 | 47% |
| 55-64 | 49% |
| 65-74 | 60% |

Percent agreeing

# The gambling industry should do more to help people with a gambling addiction



Legend: U.S. (blue), Minnesota (orange)

| Category | U.S. | Minnesota |
|---|---|---|
| Strongly disagree | 4% | 2% |
| Disagree somewhat | 6% | 5% |
| Neutral | 27% | 25% |
| Agree somewhat | 36% | 41% |
| Strongly agree | 27% | 27% |

# The gambling industry should do more to help people with a gambling addiction.



U.S. overall: 63%
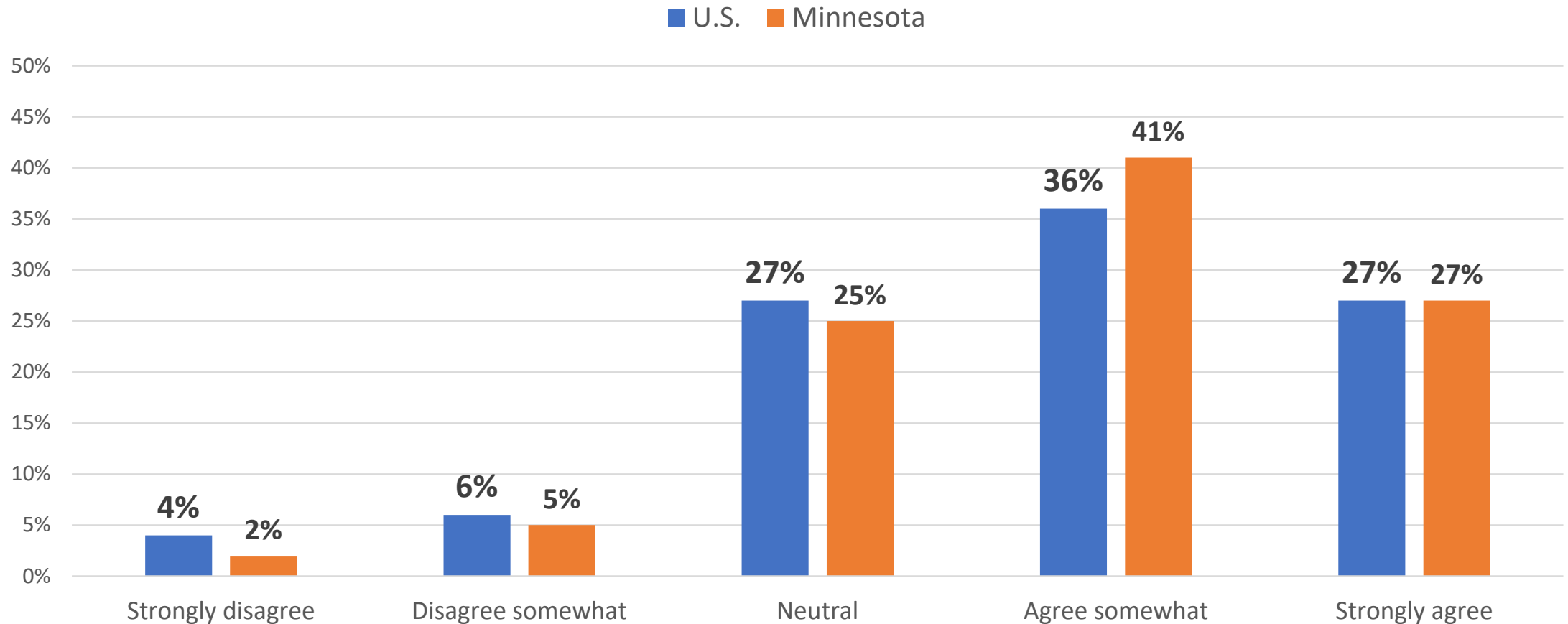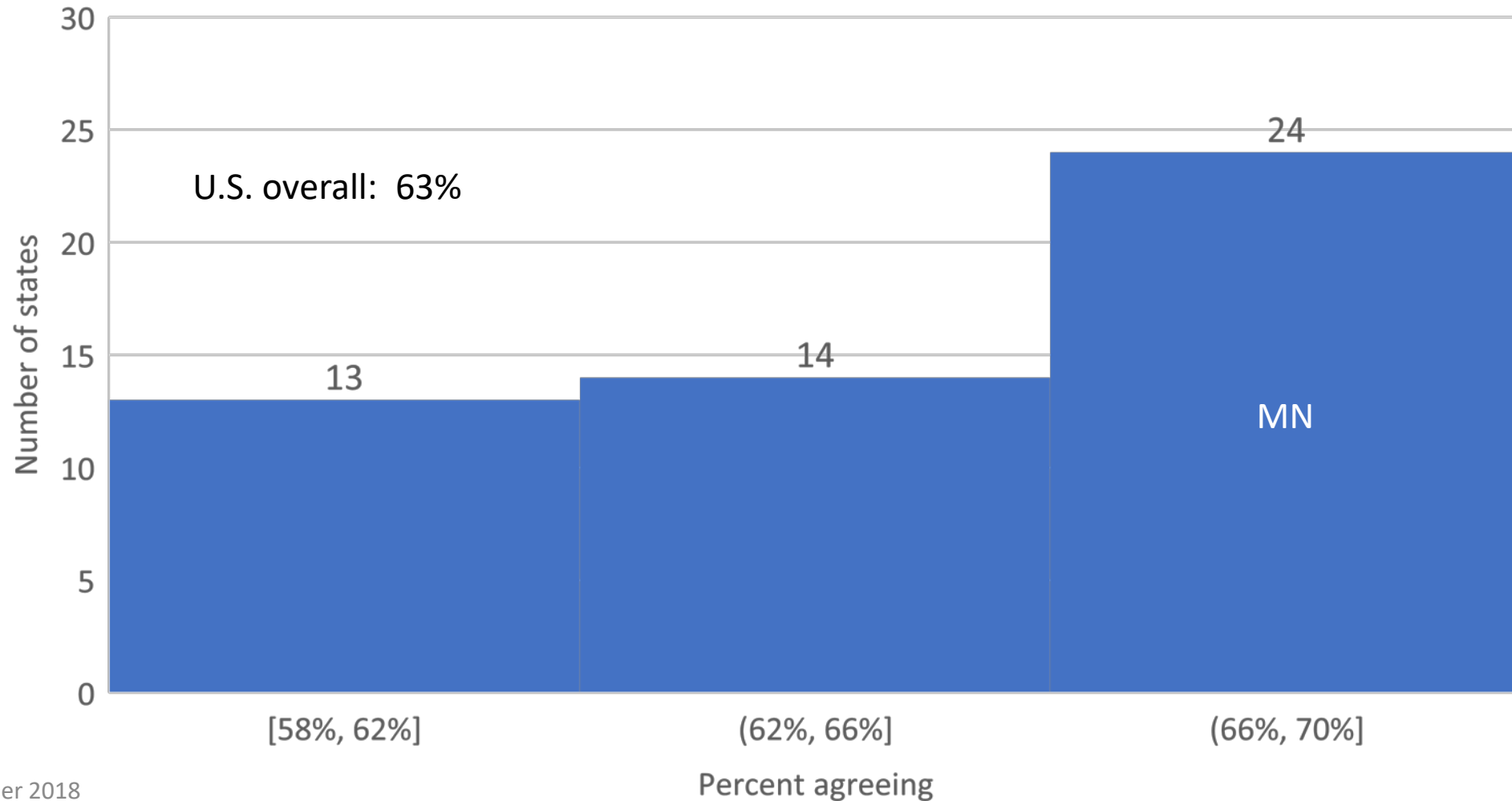
# The government should do more to help people with a gambling addiction
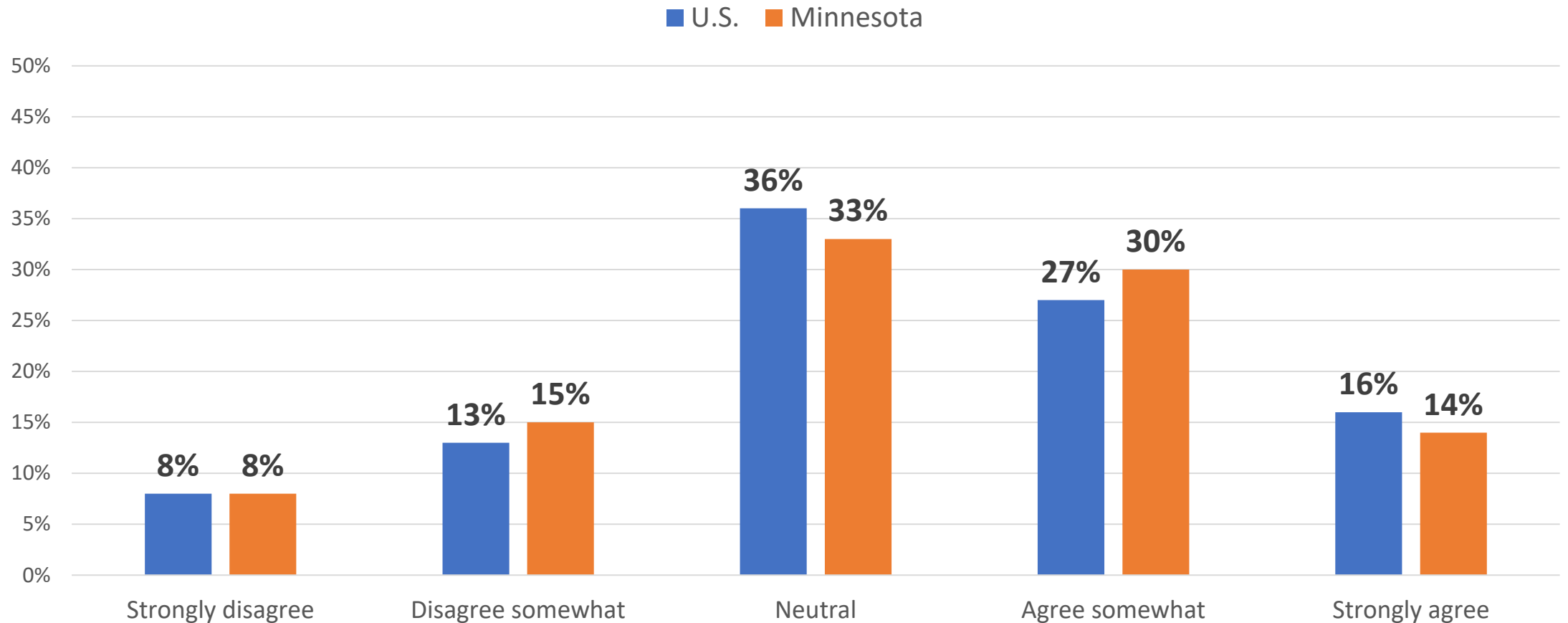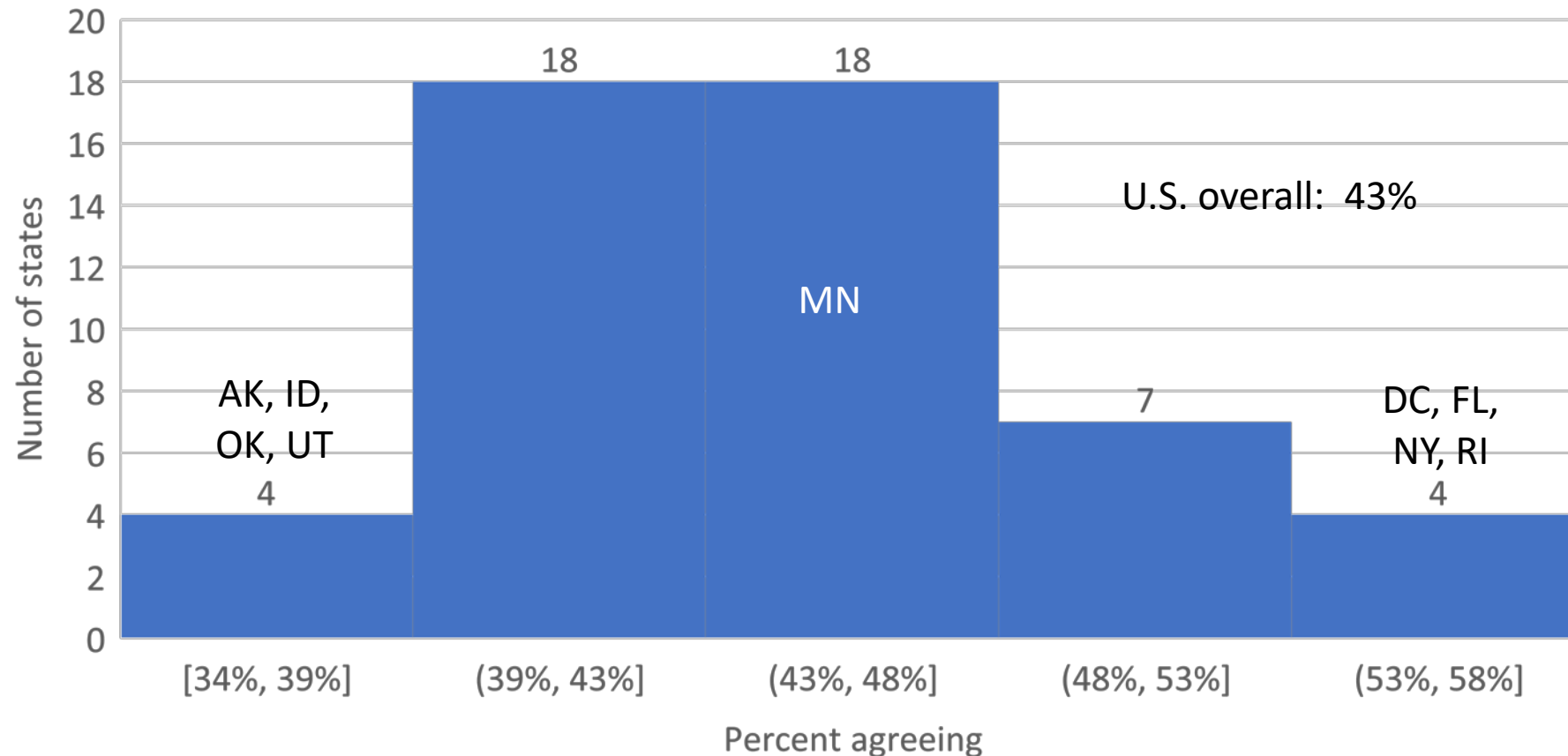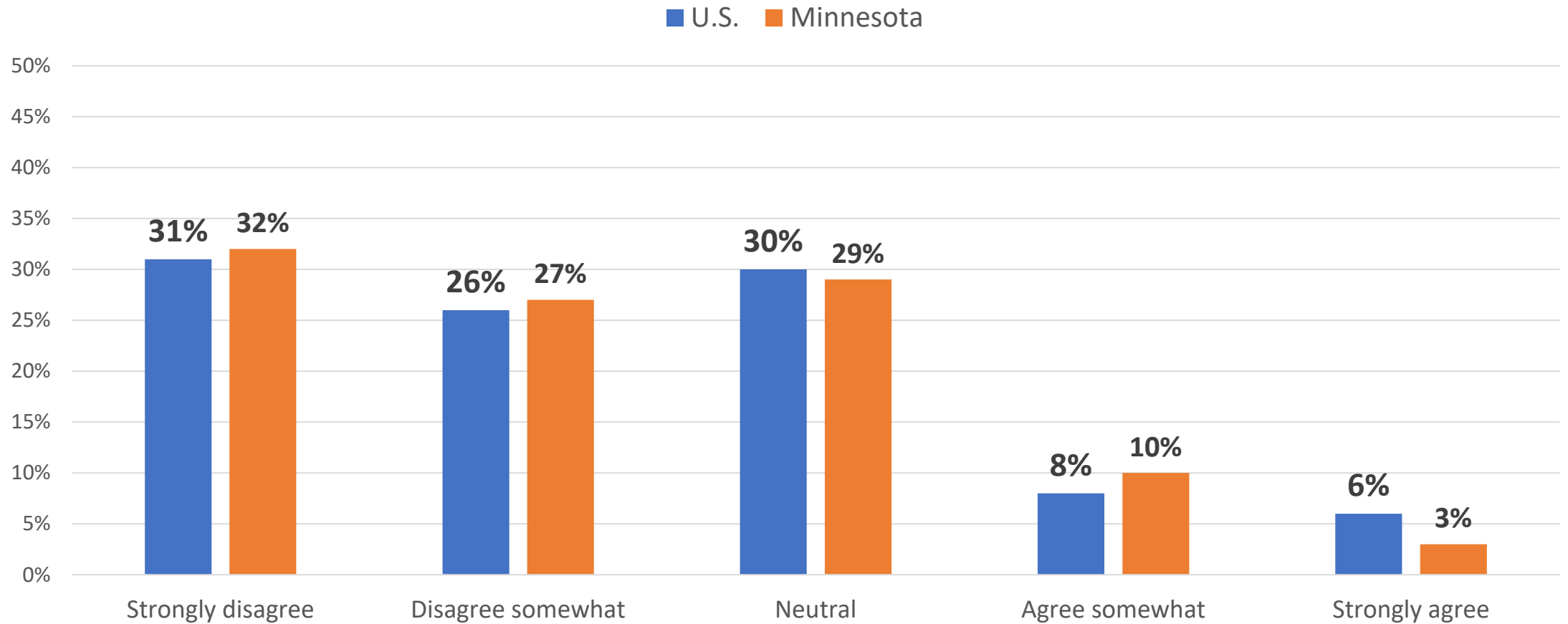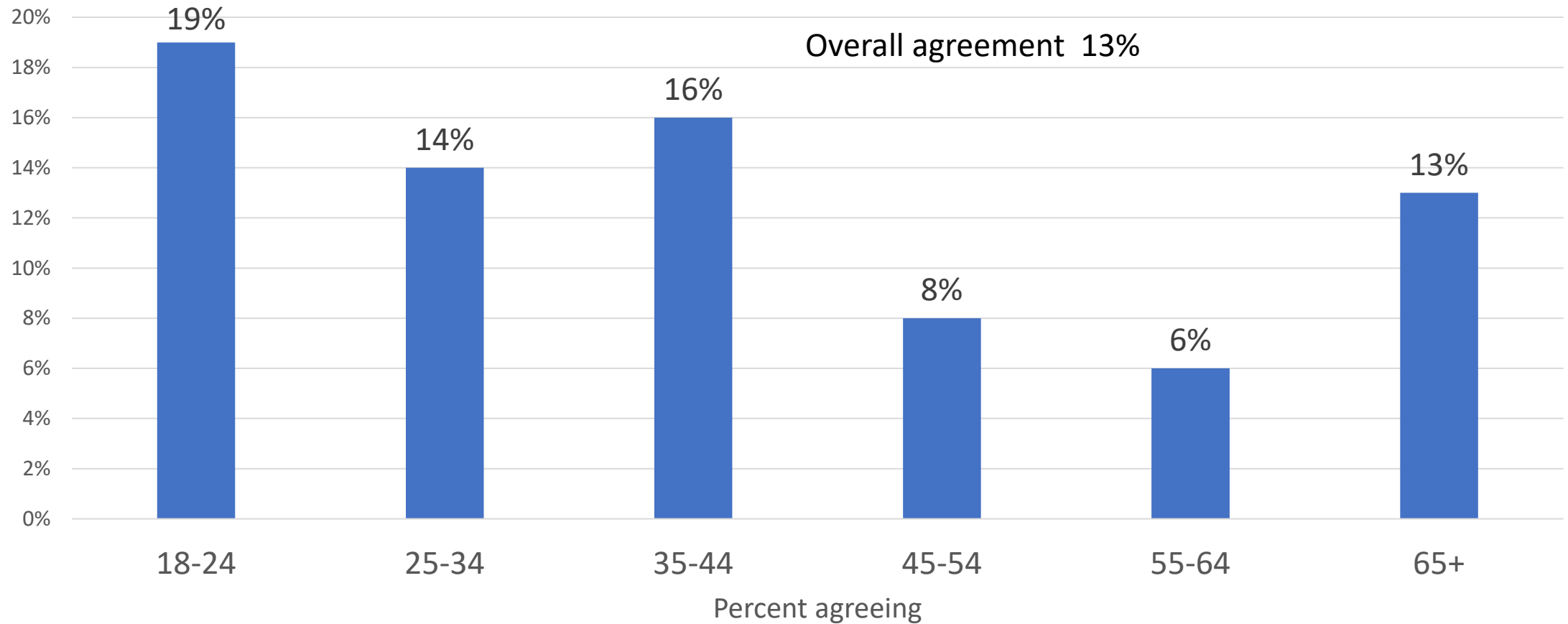
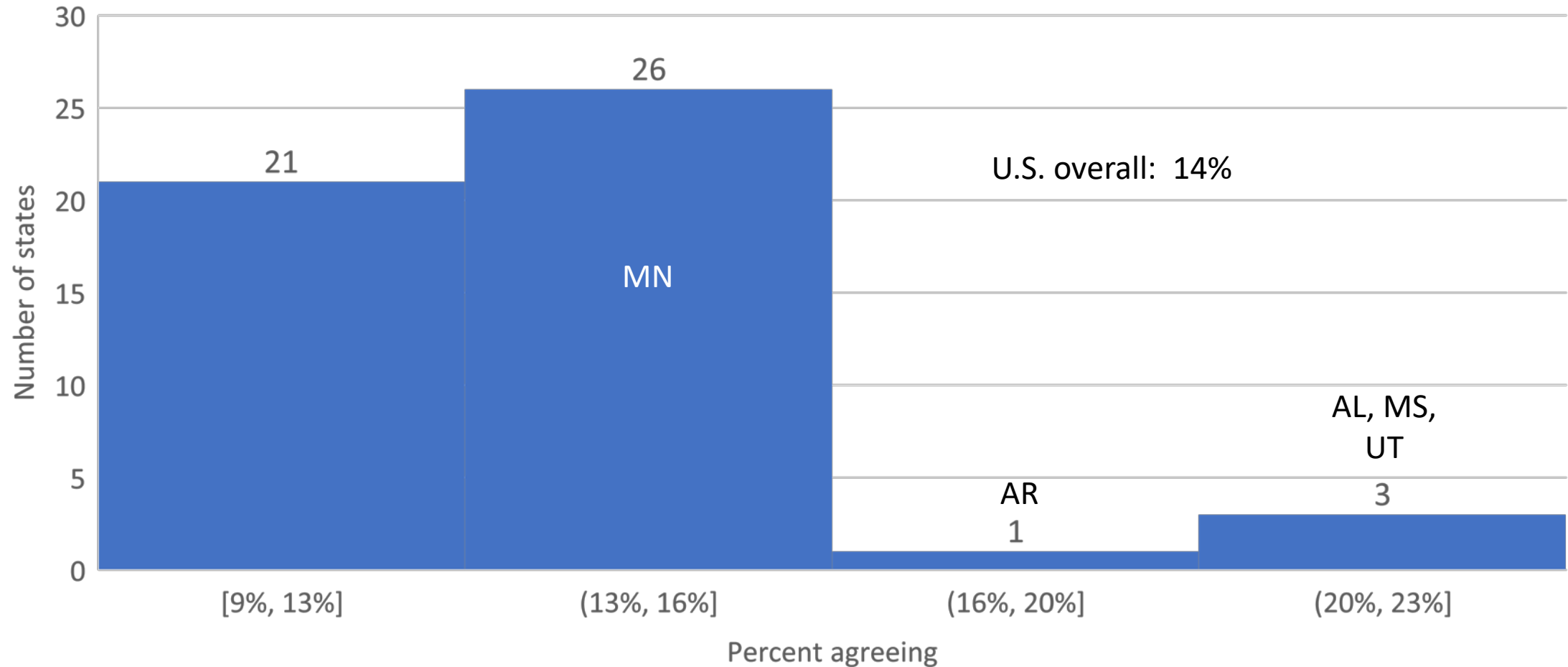# The government should do more to help people with a gambling addiction.

# Gambling is immoral

# % agreeing that gambling is immoral, by age

# Gambling is immoral.



U.S. overall: 14%

# Gambling is against my religion
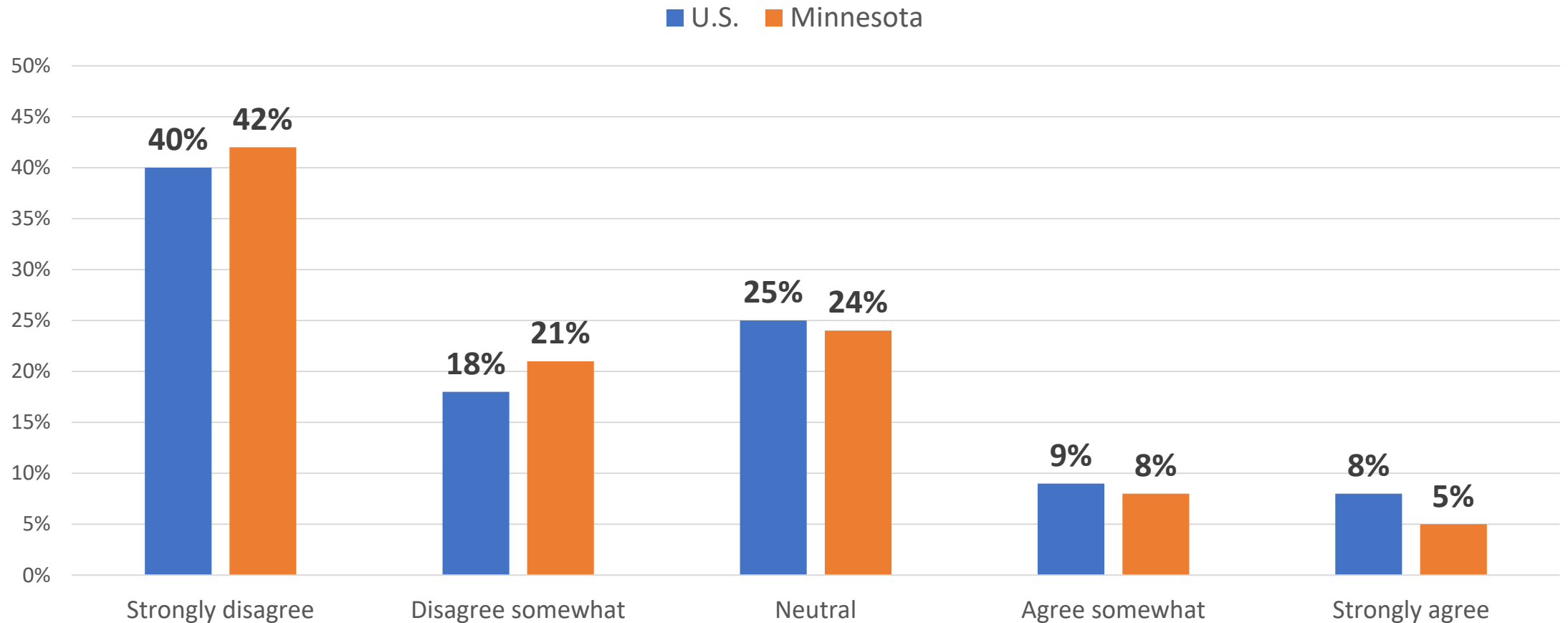
# Gambling is against my religion.

# How likely is this to cause a gambling problem?



| | Somewhat likely | Very likely | Total |
|---|---|---|---|
| Having an addictive personality | 44% | 41% | 85% |
| Being around people who gamble a lot | 51% | 33% | 84% |
| Not having enough willpower | 50% | 29% | 79% |
| Winning a lot of money | 50% | 28% | 78% |
| Having parent/family member who gambles | 53% | 23% | 76% |
| Seeing a lot of ads | 44% | 12% | 56% |
| Traumatic event | 43% | 12% | 55% |
| Moral weakness | 39% | 13% | 52% |
| Genetics or medical condition | 34% | 9% | 43% |

Legend: ■ Somewhat likely  ■ Very likely

# How likely is this to cause a gambling problem?



Percent saying somewhat or very likely

Legend: Minnesota (orange), U.S. (blue)

| Category | Minnesota | U.S. |
|---|---|---|
| Having an addictive personality | 88% | 85% |
| Being around people who gamble a lot | 83% | 84% |
| Not having enough willpower | 77% | 79% |
| Winning a lot of money | 80% | 78% |
| Having parent/family member who gambles | 81% | 76% |
| Seeing a lot of ads | 56% | 53% |
| Traumatic event | 59% | 55% |
| Moral weakness | 50% | 51% |
| Genetics or medical condition | 50% | 43% |

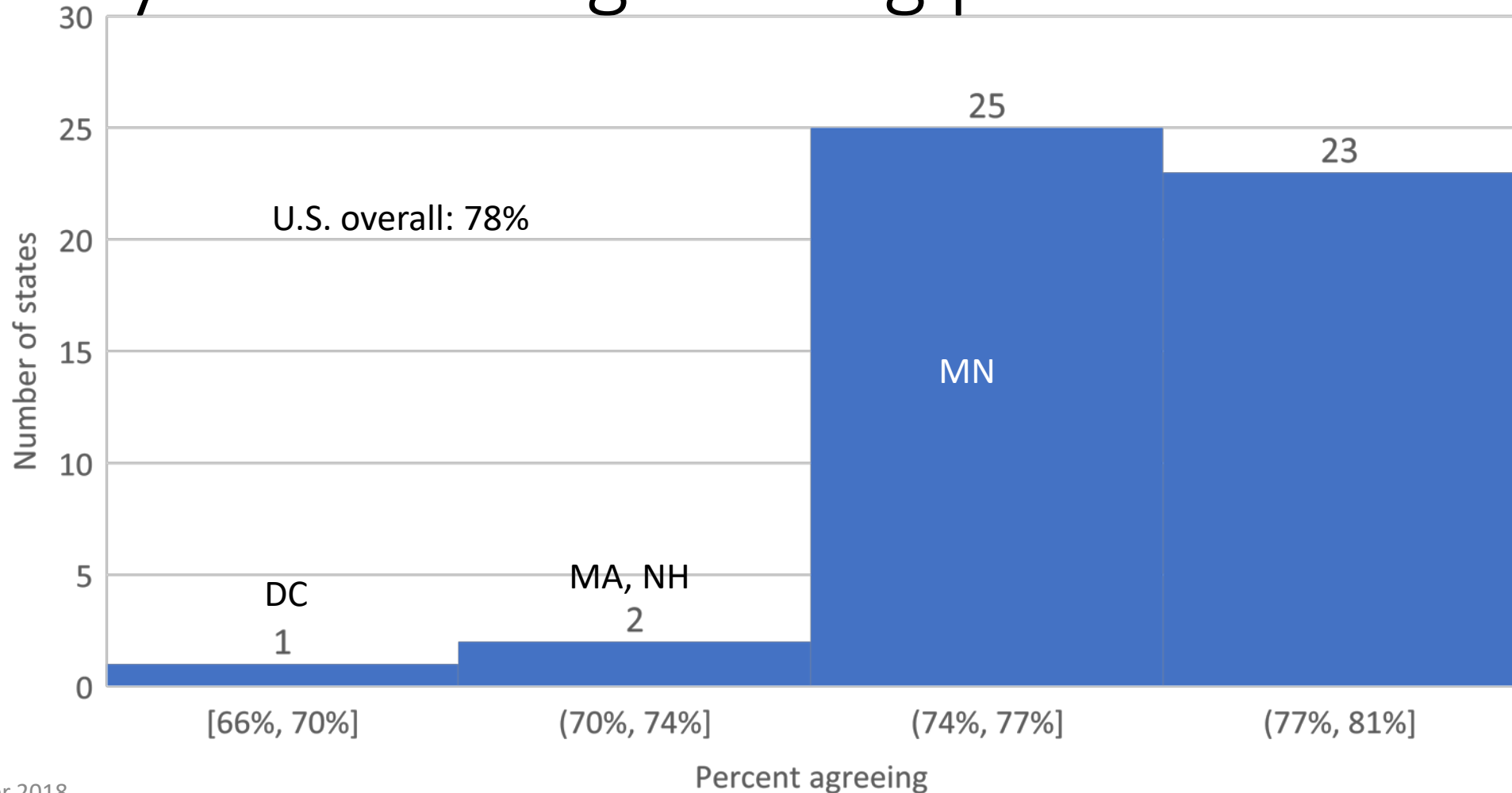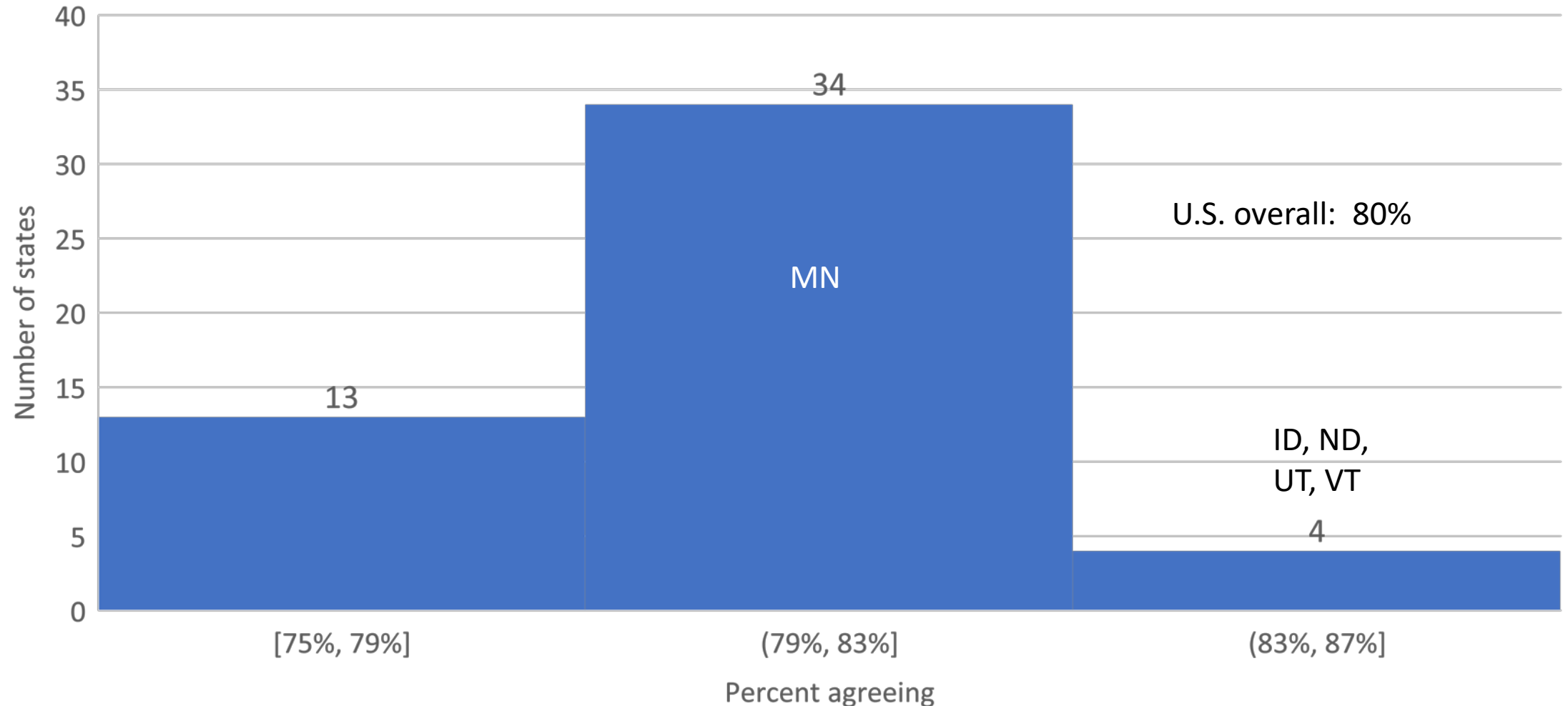# % agreeing that moral weakness is likely to cause a gambling problem
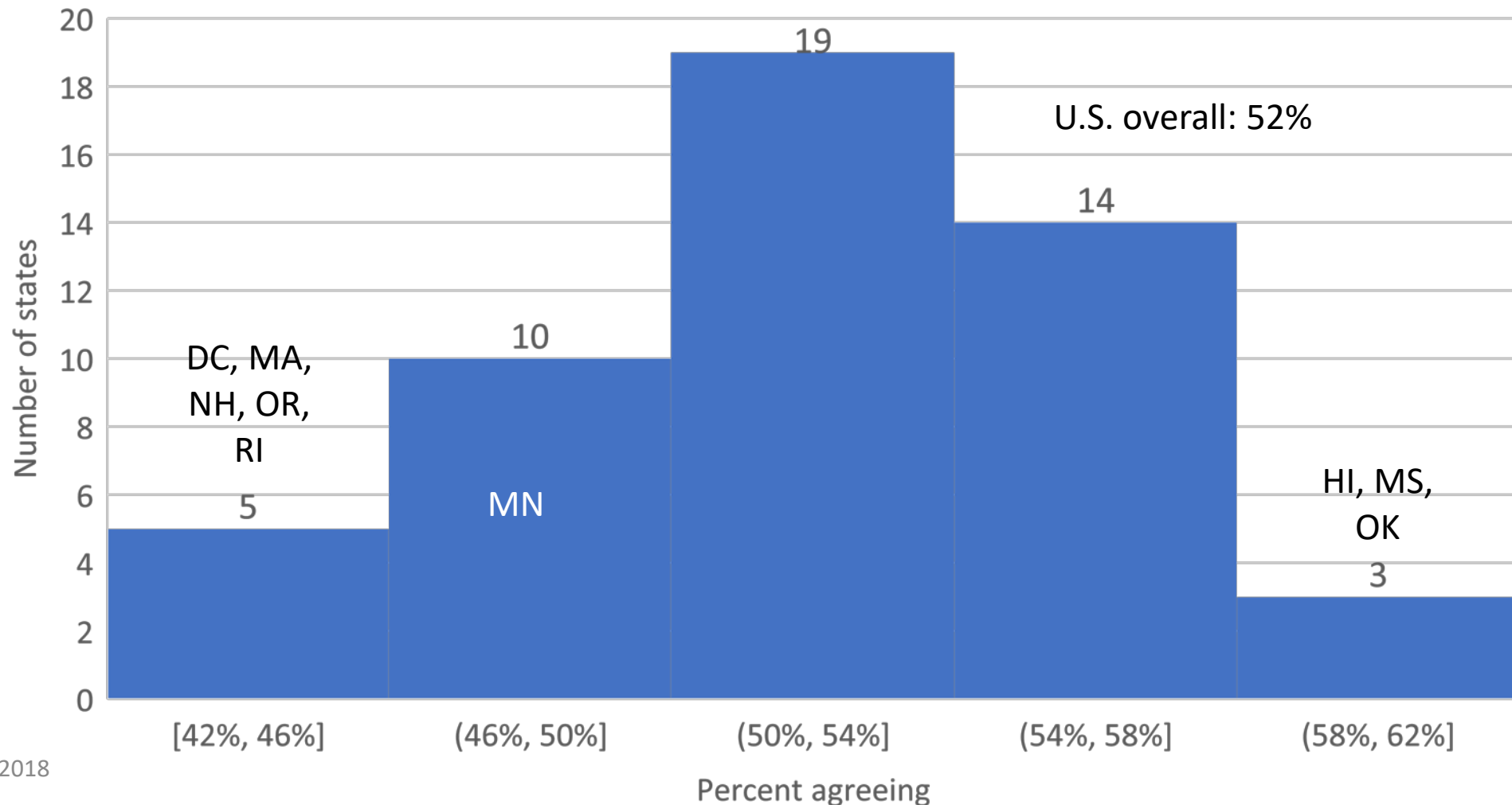
# % agreeing that an addictive personality is likely to cause a gambling problem
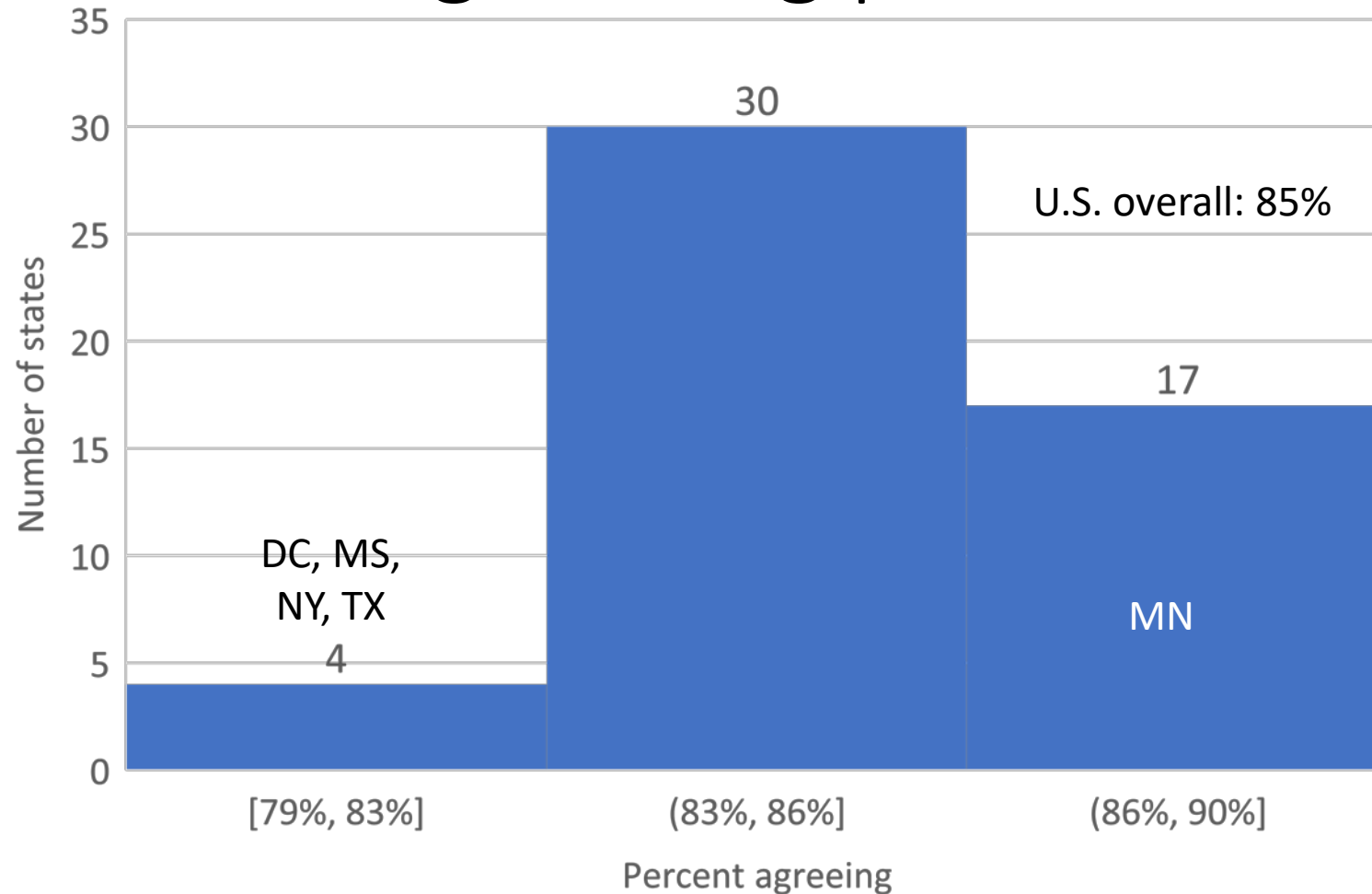
# % agreeing that not having enough willpower is likely to cause a gambling problem



U.S. overall: 78%
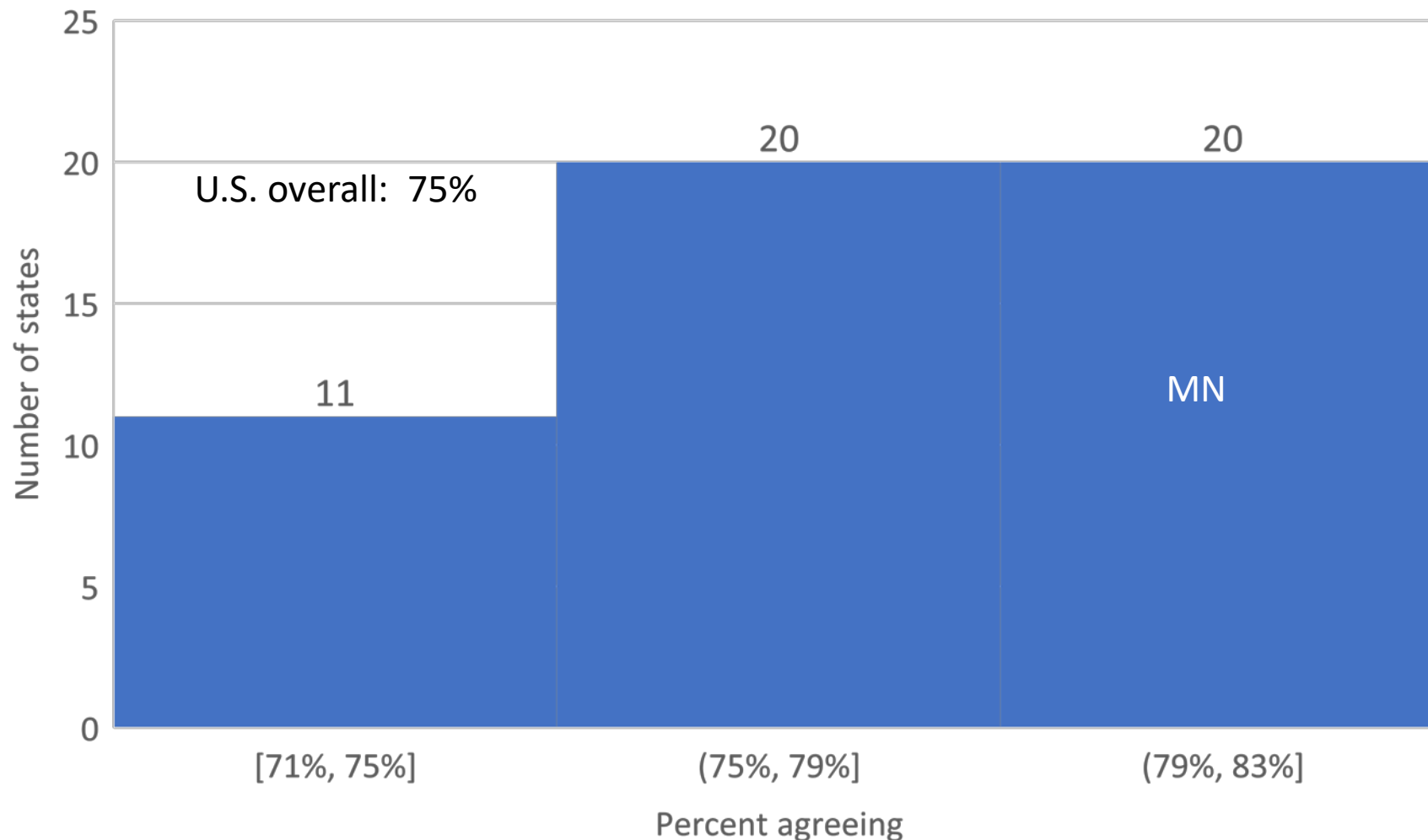
# % agreeing that being around people who gamble a lot is likely to cause a gambling problem

# % agreeing that having a parent or family member who gambles is likely to cause a gambling problem



U.S. overall: 75%

Number of states

25

20                    20              20

15

11                              MN

10

5

0

[71%, 75%]        (75%, 79%]      (79%, 83%]

Percent agreeing

# % agreeing that a traumatic event in someone's life is likely to cause a gambling problem
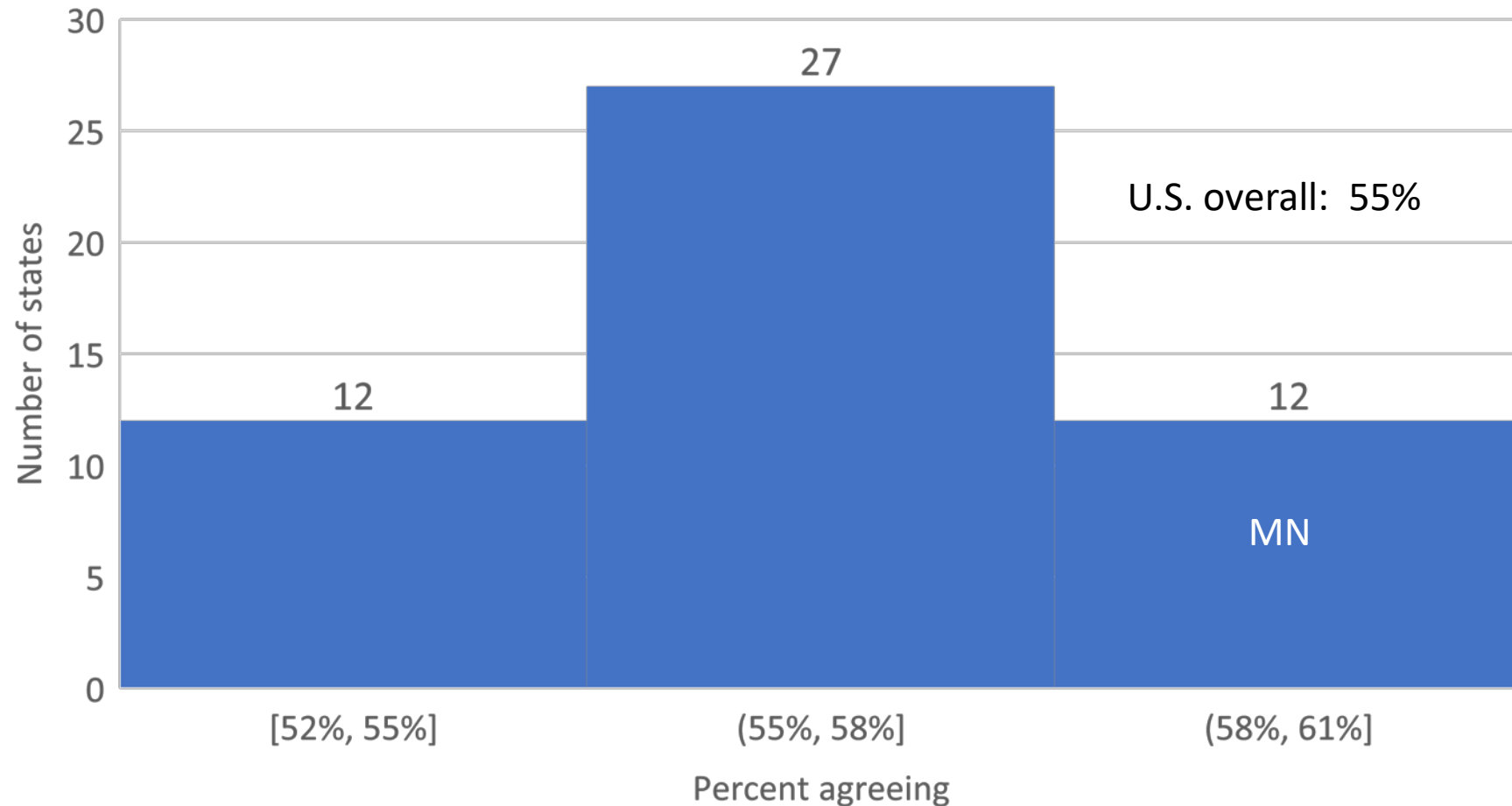
# % agreeing that a person's genetics or other medical condition is likely to cause a gambling problem



U.S. overall: 43%
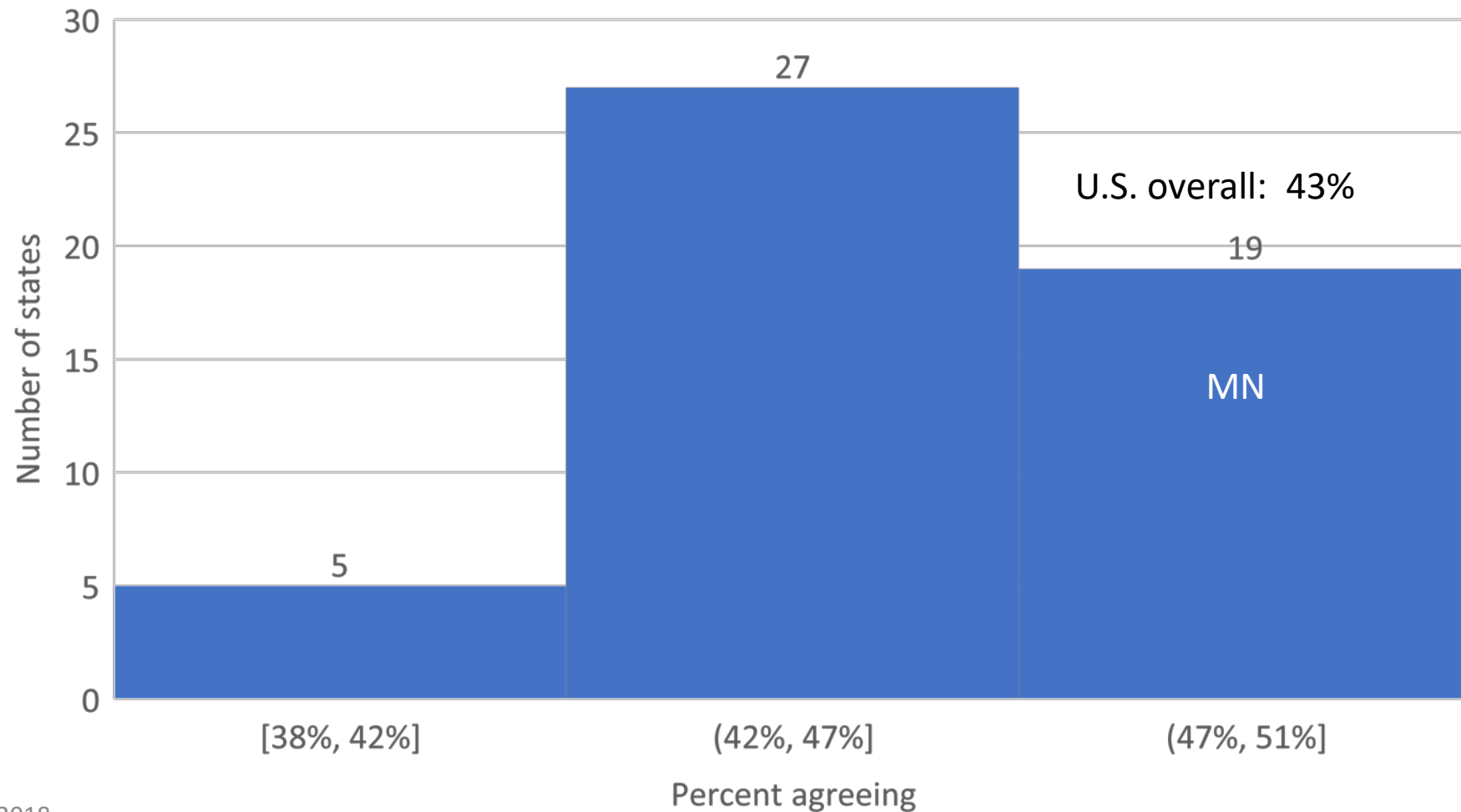
# % agreeing that seeing a lot of ads promoting gambling is likely to cause a gambling problem

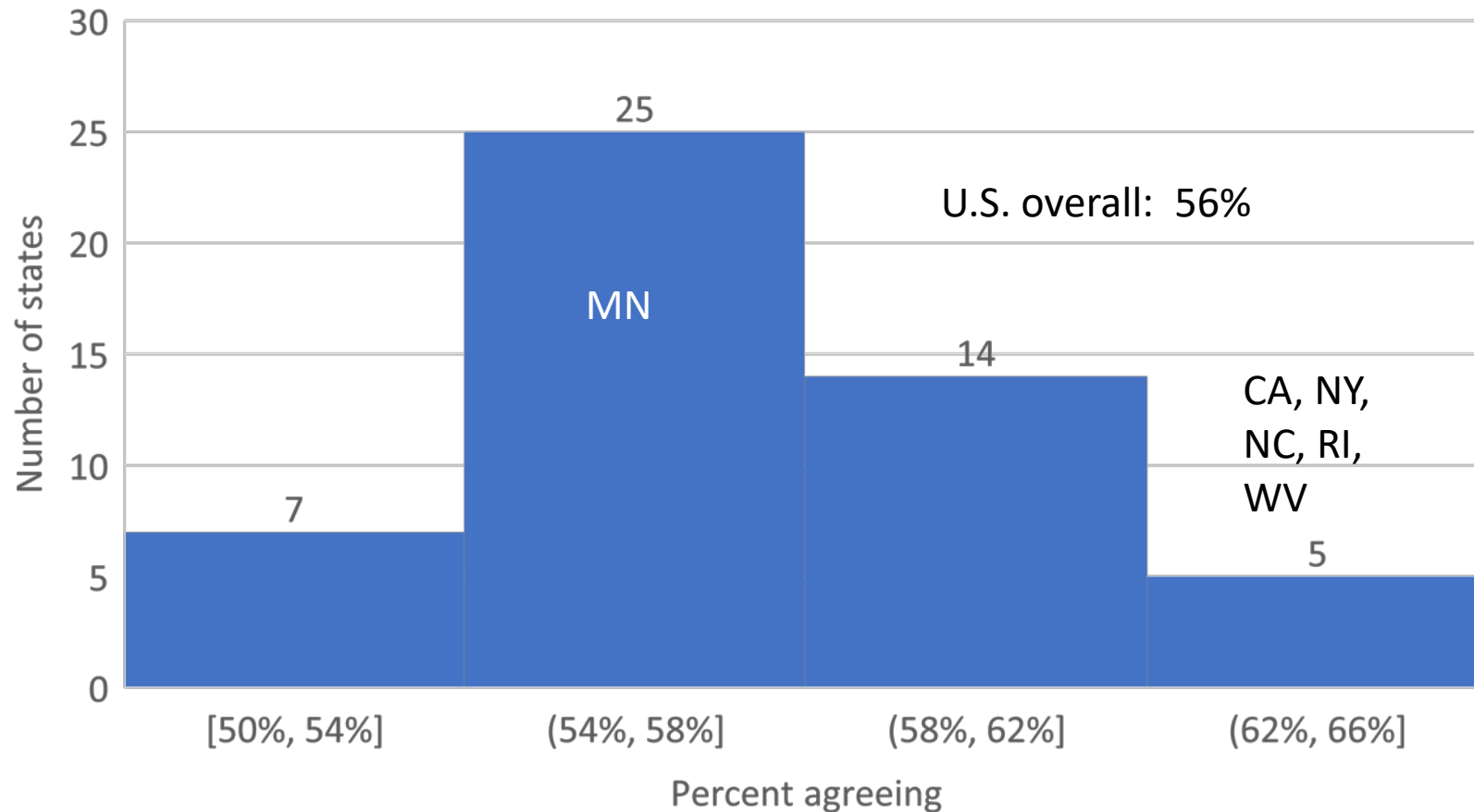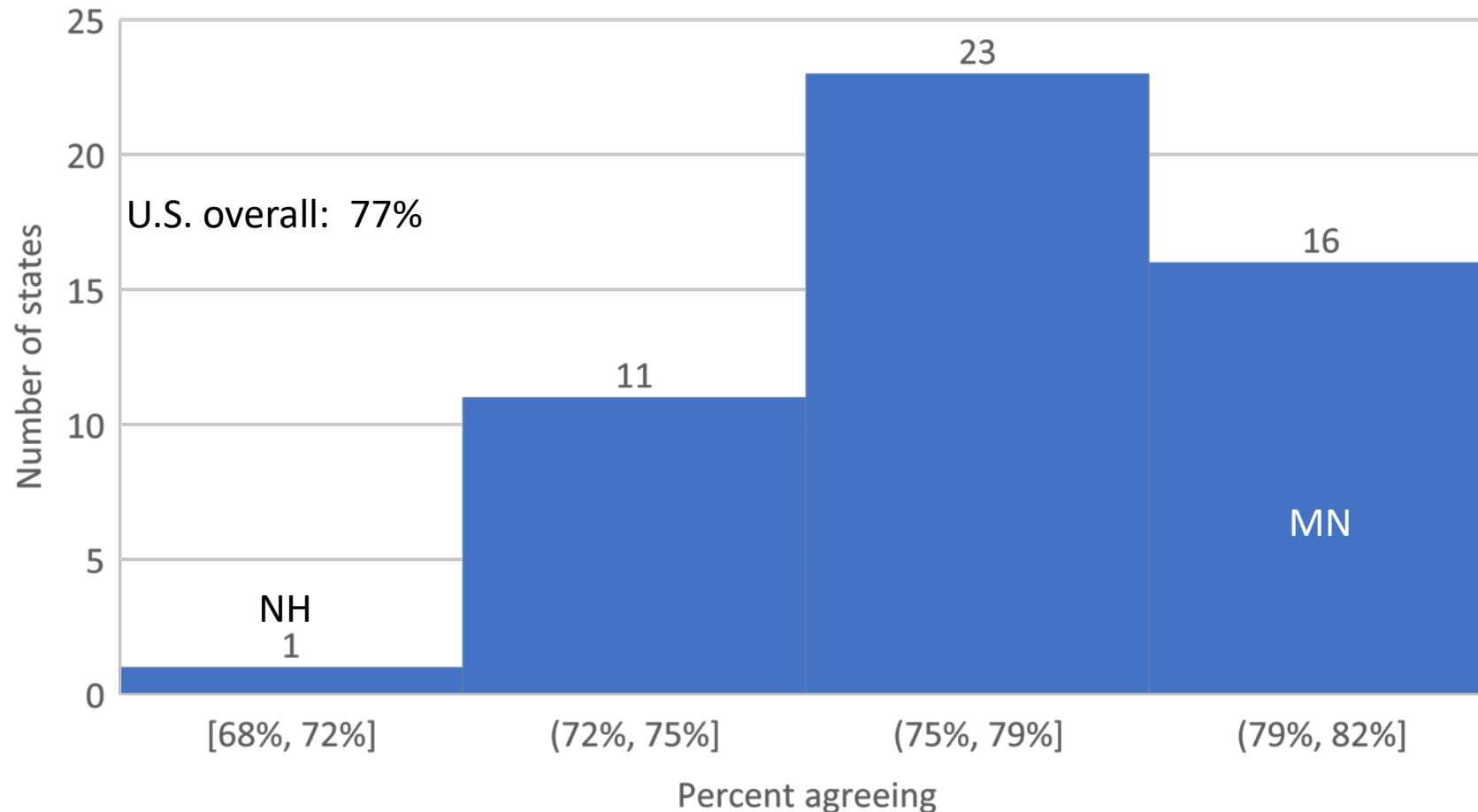# % agreeing that winning a lot of money is likely to cause a gambling problem

# Segments

# What is segmentation?

- Segmentation is the division of a population into groups based on the similarity of their responses to survey questions
- Segmentation employs multiple mathematical techniques which are analyzed and interpreted by project researchers
- Researchers assign names to segments to aid in interpretation
- The analysis was done nationally, though the size of each segment varies from state to state
- This segmentation was based on responses to questions about attitudes and beliefs about problem gambling
- Four segments were identified, each encompassing roughly ¼ of the population

# Responsible Gamblers
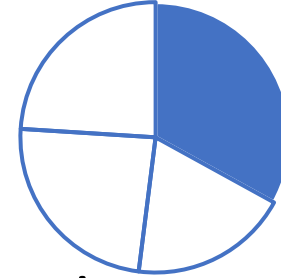


- Believe that genetics, medical issues, traumatic experience can cause gambling problems
- Do not believe gambling problems result from moral weakness
- Believe in effective recovery
- Know where to get help
- Endorse more services
- 81% past year gambling
- Bet on games of chance
- Endorse positive play and have low rates of risky behavior
- 33% of Minnesota adults

# It's Your Fault

- Do not believe that genetics, medical issues, traumatic experience can cause gambling problems
- Believe gambling problems result from lack of willpower and believe gamblers are to blame
- Do not support more services
- Do not believe gambling is immoral
- 87% past year gambling
- Bet on games of chance and games of skill
- Average levels of positive play and risky play
- 19% of Minnesota adults

# Moralists
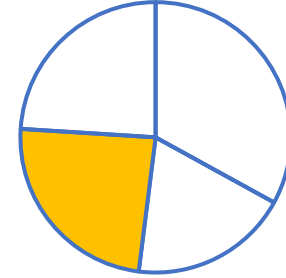


- Most likely to believe that gambling is immoral and against their religion
- Believe gambling problems result from lack of willpower and moral weakness and believe gamblers are to blame
- Somewhat supportive of more services
- Not aware of services
- 58% past year gambling (mostly lottery)
- Average levels of positive play and risky play
- 24% of Minnesota adults

# D.I.Y. (Deniers, invulnerable, young)
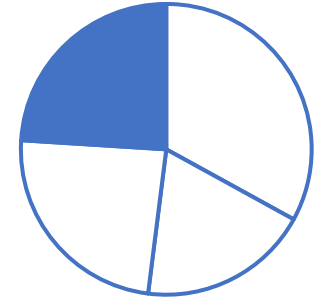


- Most likely to stigmatize those with gambling problems
- Most likely to believe problem gambling comes from moral weakness and to believe gamblers are to blame
- Not supportive of more services
- Most likely to believe gambling is immoral
- 70% past year gambling
- Most likely to bet on sports
- Highest levels of risky play and lowest levels of positive play (by far)
- 24% of Minnesota adults

# Segments



**U.S.**

Responsible Gamblers 25%
It's Your Fault 22%
Moralists 26%
D.I.Y. 27%

**Minnesota**

Responsible Gamblers 33%
It's Your Fault 19%
Moralists 24%
D.I.Y. 24%