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?

Very important: 33% (U.S.), 34% (Minnesota)
Somewhat important: 30% (U.S.), 29% (Minnesota)
No opinion: 19% (U.S.), 19% (Minnesota)
Somewhat unimportant: 9% (U.S.), 10% (Minnesota)
Very unimportant: 10% (U.S.), 8% (Minnesota)

November 2018
If your state was to legalize/has legalized sports betting, how important is it to require operators to implement responsible gambling measures?

U.S. overall: 63%

- MN: 17 states
- HI, ME, NJ: 4 states

Percent saying it is important

Number of states

- [55%, 59%]: 9 states
- (59%, 63%): 21 states
- (63%, 67%): 17 states
- (67%, 71%): 4 states

November 2018
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?

![Bar chart showing responses to the question.]

Very important: 21% U.S., 22% Minnesota
Somewhat important: 32% U.S., 32% Minnesota
No opinion: 22% U.S., 20% Minnesota
Somewhat unimportant: 14% U.S., 16% Minnesota
Very unimportant: 12% U.S., 10% Minnesota

November 2018
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?

U.S. overall: 52%
If your state was to legalize/has legalized sports betting, how important is it to set aside revenues for public awareness campaigns?

- Very important: 22% (U.S.), 24% (Minnesota)
- Somewhat important: 34% (U.S.), 33% (Minnesota)
- No opinion: 21% (U.S.), 20% (Minnesota)
- Somewhat unimportant: 12% (U.S.), 16% (Minnesota)
- Very unimportant: 11% (U.S.), 10% (Minnesota)

November 2018
If your state was to legalize/has legalized sports betting, how important is it to set aside revenues for public awareness campaigns?

U.S. overall: 56%

AK, CA, UT, WY

MN

[50%, 54%] 17

[54%, 57%] 19

[57%, 61%] 11

[61%, 64%]
Addiction to gambling is a lot like addiction to drugs or alcohol

<table>
<thead>
<tr>
<th>Opinion</th>
<th>U.S.</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Neutral</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>37%</td>
<td>42%</td>
</tr>
</tbody>
</table>

November 2018
Addiction to gambling is a lot like addiction to drugs and alcohol

- U.S. overall: 75%
- CA, DC, FL, NH, NY, VA: 6
- MN: 21
- DE, ID, IA, MD, NE, NM, ND, RI: 8

Percent agreeing

- [69%, 72%]: 16
- (72%, 75%):
- (75%, 78%): 21
- (78%, 81%):
% agreeing that addiction to gambling is a lot like addiction to drugs or alcohol, by age

Overall agreement: 75%

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percent Agreeing</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>63%</td>
</tr>
<tr>
<td>25-34</td>
<td>66%</td>
</tr>
<tr>
<td>35-44</td>
<td>72%</td>
</tr>
<tr>
<td>45-54</td>
<td>76%</td>
</tr>
<tr>
<td>55-64</td>
<td>80%</td>
</tr>
<tr>
<td>65-74</td>
<td>85%</td>
</tr>
<tr>
<td>75+</td>
<td>85%</td>
</tr>
</tbody>
</table>
People with a gambling problem are unlikely to recover or get better

- 18% Strongly disagree
- 34% Disagree somewhat
- 29% Neutral
- 14% Agree somewhat
- 5% Strongly agree

U.S. vs Minnesota

November 2018
Services to treat compulsive gambling are available in my community
Services to treat compulsive gambling are available in my community

- AK, AL, GA, HI, NV, UT, VT, WY: 21
- DE, IA, LA, ND, SD, OR: 6
- U.S. overall: 38%

November 2018
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.

U.S. overall: 38%

[Graph showing distribution of percent agreeing with different ranges]
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%

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<th>Age Group</th>
<th>Percent Agreeing</th>
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<tr>
<td>18-24</td>
<td>31%</td>
</tr>
<tr>
<td>25-34</td>
<td>21%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
</tr>
<tr>
<td>45-54</td>
<td>8%</td>
</tr>
<tr>
<td>55-64</td>
<td>15%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
</tr>
</tbody>
</table>
People with a gambling problem are below average in intelligence

![Bar chart showing responses to the statement about intelligence.](chart.png)

- Strongly disagree: 41% (U.S.), 42% (Minnesota)
- Disagree somewhat: 28% (U.S.), 31% (Minnesota)
- Neutral: 22% (U.S.), 21% (Minnesota)
- Agree somewhat: 6% (U.S.), 4% (Minnesota)
- Strongly agree: 4% (U.S.), 3% (Minnesota)

November 2018
People with a gambling problem are below average in intelligence

U.S. overall: 10%

- MN: 39 states
- CA, TX: 12 states
- Other states: 2 states

Percent agreeing

Number of states

[6%, 9%]

(9%, 12%]

(12%, 15%]
% agreeing that people with a gambling problem are below average in intelligence, by age

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</tr>
<tr>
<td>35-44</td>
<td>6%</td>
</tr>
<tr>
<td>45-54</td>
<td>7%</td>
</tr>
<tr>
<td>55-64</td>
<td>1%</td>
</tr>
<tr>
<td>65+</td>
<td>5%</td>
</tr>
</tbody>
</table>

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.

- U.S. overall: 51%
- DC, MA, RI, VT: 4
- MN: 23
- (49%, 53%): 12
- (53%, 57%): 12
% agreeing that people with a gambling problem are to blame for their problems, by age

Overall agreement: 51%

- 18-24: 45%
- 25-34: 43%
- 35-44: 48%
- 45-54: 47%
- 55-64: 49%
- 65-74: 60%

November 2018
The gambling industry should do more to help people with a gambling addiction.
The gambling industry should do more to help people with a gambling addiction.

U.S. overall: 63%

- [58%, 62%]: 13 states
- (62%, 66%): 14 states
- (66%, 70%): 24 states

MN
The government should do more to help people with a gambling addiction

November 2018
The government should do more to help people with a gambling addiction.

<table>
<thead>
<tr>
<th>Percent agreeing</th>
<th>AK, ID, OK, UT (4)</th>
<th>MN (18)</th>
<th>(39%, 43%)</th>
<th>(43%, 48%)</th>
<th>(48%, 53%)</th>
<th>DC, FL, NY, RI (4)</th>
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<tr>
<td>U.S. overall</td>
<td>43%</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

November 2018
Gambling is immoral

<table>
<thead>
<tr>
<th>Position</th>
<th>U.S.</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Neutral</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

November 2018
% agreeing that gambling is immoral, by age

- 18-24: 19%
- 25-34: 14%
- 35-44: 16%
- 45-54: 8%
- 55-64: 6%
- 65+: 13%

Overall agreement 13%

November 2018
Gambling is immoral.
Gambling is against my religion

U.S. | Minnesota
---|---
Strongly disagree: 40% | 42%
Disagree somewhat: 18% | 21%
Neutral: 25% | 24%
Agree somewhat: 9% | 8%
Strongly agree: 8% | 5%

November 2018
Gambling is against my religion.
How likely is this to cause a gambling problem?

- Having an addictive personality: 44% (Somewhat likely), 41% (Very likely)
- Being around people who gamble a lot: 51% (Somewhat likely), 33% (Very likely)
- Not having enough willpower: 50% (Somewhat likely), 29% (Very likely)
- Winning a lot of money: 50% (Somewhat likely), 28% (Very likely)
- Having parent/family member who gambles: 53% (Somewhat likely), 23% (Very likely)
- Seeing a lot of ads: 44% (Somewhat likely), 12% (Very likely)
- Traumatic event: 43% (Somewhat likely), 12% (Very likely)
- Moral weakness: 39% (Somewhat likely), 13% (Very likely)
- Genetics or medical condition: 34% (Somewhat likely), 43% (Very likely)

November 2018
How likely is this to cause a gambling problem?

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

November 2018
% agreeing that moral weakness is likely to cause a gambling problem

U.S. overall: 52%

- DC, MA, NH, OR, RI: 5
- MN: 10
- (50%, 54%): 19
- HI, MS, OK: 3
- (58%, 62%): 14

Percent agreeing

Number of states

November 2018
% agreeing that an addictive personality is likely to cause a gambling problem

- U.S. overall: 85%
- MN: 17
- DC, MS, NY, TX: 4

[79%, 83%] (30 states)
(83%, 86%) (30 states)
(86%, 90%) (17 states)
% agreeing that not having enough willpower is likely to cause a gambling problem

U.S. overall: 78%

- MN: 25
- MA, NH: 23
- DC: 1

[Graph showing the distribution of responses]
% agreeing that being around people who gamble a lot is likely to cause a gambling problem

![Bar Chart]

- **U.S. overall**: 80%
- **MN**: 34%
- **ID, ND, UT, VT**: 4%
- **[75%, 79%]**: 13
- **(79%, 83%)**: MN
- **(83%, 87%)**: ID, ND, UT, VT

November 2018
% agreeing that having a parent or family member who gambles is likely to cause a gambling problem

U.S. overall: 75%

- 11 states: [71%, 75%]
- 20 states: (75%, 79%)
- 20 states: (79%, 83%)

November 2018
% agreeing that a traumatic event in someone’s life is likely to cause a gambling problem

- U.S. overall: 55%
- MN: 42%

Percent agreeing:
- [52%, 55%]: 12 states
- (55%, 58%): 27 states
- (58%, 61%): 12 states
% 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

U.S. overall: 56%

- MN: 25
- CA, NY, NC, RI, WV: 14
- 5

Percent agreeing

Number of states

[50%, 54%] 7
(54%, 58%)
(58%, 62%)
(62%, 66%)

November 2018
% agreeing that winning a lot of money is likely to cause a gambling problem

U.S. overall: 77%
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.
- D.I.Y.: 27%
- Responsible Gamblers: 25%
- Moralists: 26%
- It's Your Fault: 22%

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