

Gambling: As the Take Rises, So Does Public Concern

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Paul Taylor, Executive Vice President
Cary Funk, Senior Project Director
Peyton Craighill, Project Director

MEDIA INQUIRIES CONTACT:
Pew Research Center
202 419 4328
<http://pewresearch.org>

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A Social Trends Report

Gambling: As the Take Rises, So Does Public Concern

A modest backlash in attitudes towards legalized gambling has taken hold among an American public that spends more money on more forms of legal gambling now than at any time in the nation's history.

Seven-in-ten (70%) Americans say that legalized gambling encourages people to gamble more than they can afford, according to a new Pew Research Center survey. By contrast, 62% expressed that concern in 1989 when the same question was posed in a Gallup survey.

Similarly, 71% of the public today—down from 78% in 1989—approves of lotteries as a way for states to raise revenue. Public support for other forms of legalized gambling, such as casino, off-track betting on horse racing and pro sports betting, has either been stable or declined since 1989.

These findings come at a time when gambling has become more pervasive in the popular culture, with a record number of casinos operating across the country, with online gambling gaining fast in popularity (albeit from a small base), with several celebrities going public with their gambling problems and exploits, and with poker tournaments having become a new form of television entertainment.

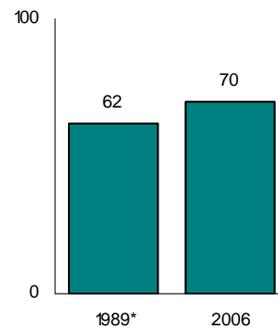
Despite all this, the survey finds that fewer people now (23%) than in 1989 (34%) say that they enjoy making bets; it also finds a decline, compared with 1989, in the overall percentage of people who report that they made a bet of any kind in the past year. Betting on horse racing and pro sports, in particular, has dropped off.

However, the survey also finds a sharp increase since 1989 in some high profile forms of betting – including casino gambling and slot machines.

These findings line up with industry reports that show that these forms of gambling have been in a period of rapid growth.

More See a Downside to Gambling

Percent saying legalized gambling encourages people to gamble more than they can afford

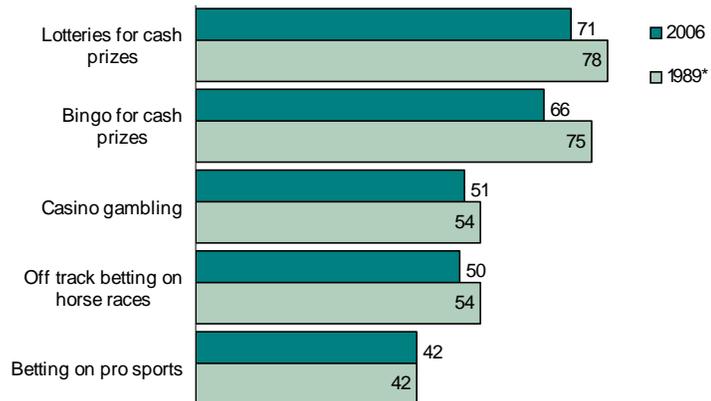


*Source: Gallup, April 1989

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Approval of Legalized Gambling Down Slightly

Percent saying they approve of legalizing these forms of gambling as sources for states to raise revenues



*Source: Gallup, April 1989

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Some key industry indicators and estimates:

- In 2005, according to industry estimates, 890 casinos (including commercial, tribal and racetrack) across the country took in more than \$52 billion in gross revenues. Commercial casinos, alone, have nearly doubled their take over the past decade.¹
- In 2005, lotteries in a total of 41 states sold a record \$52 billion in tickets. In 1989, just 32 states had lotteries, which sold \$19 billion in tickets. In 2004, per capita sales figures, averaged across all states with a lottery, were estimated at \$184.²

Fewer People Say They Enjoy Gambling		
How much do you enjoy making bets?		
	1989*	2006
	%	%
A lot	7	4
A little	27	19
Not too much	27	24
Not at all	38	52
Don't know	1	1
	100	100

*Source: Gallup, April 1989
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- By at least one estimate, Americans spent more than \$33 billion on slot machines in casinos in 2005, a figure that does not include revenues from the growing number of slot machines located in other venues.³
- Internet gambling is the fastest-growing segment of the gambling market. Media sources estimate that \$13 billion was wagered online last year in the United States (where internet gambling occupies a legal gray area) and throughout the world.⁴

The Pew telephone survey was conducted from Feb. 8 through March 7, 2006 among a nationally representative, randomly selected sample of 2,250 adults.

Among its key findings:

- The negative turn in attitudes toward gambling appears to be driven by concerns that people are gambling too much rather than by any revival of the once common view that gambling is immoral. In the Pew survey, 28% of respondents say they believe gambling is immoral. In a similar 1990 survey by the *Star Tribune*, 32% of Americans said they considered gambling immoral.
- Two-thirds (67%) of respondents in the Pew survey say they placed a bet on one thing or another in the past year, down modestly from 71% who said the same in the 1989 Gallup survey. While many forms of gambling have declined in popularity (including betting on horse and dog races, as well as on boxing and professional and college team sports), other forms—casino gambling and slot machines—have grown more popular. Also some 2% of the public reports having gambled online in the past year; this form of wagering did not exist in 1989.

¹ 2006 State of the States: The AGA Survey of Casino Entertainment. American Gaming Association (AGA); NICG Announces Indian Gaming Revenue for 2004, National Indian Gaming Commission (NIGC), July 13, 2005.

² Clotfelter, Charles T. and Philip J. Cook. 1990. *On the Economics of State Lotteries*. Journal of Economic Perspectives, Vol. 4, No. 4, pp. 105-119. Also see Clotfelter, Charles T., Philip J. Cook., Julie A. Edell, Marian Moore. 1999. State Lotteries at the Turn of the Century: Report to the National Gambling Impact Study Commission. 2004 and 2005 figures from the North American Association of State & Provincial Lotteries. <http://www.naspl.org/sales&profits05.html>

³ Cooper, Marc. Sit and spin: How slot machines give gamblers the business. *The Atlantic Monthly*, December 2005.

⁴ *Online gaming lures new players; overall market grows*. Marketwatch.com April 28, 2006, updated May 1, 2006.

- Nearly three-in-ten (29%) Americans report having gone to a casino in the past year, up from 20% who said they did this in 1989. Also, those who go to casinos are going more frequently. More than a third (36%) of self-reported casino-goers in the Pew survey say they had visited a casino at least “once every few months” in the past year. In 1989, about a quarter (26%) of casino goers said they had visited a casino at least “once every few months” in the past year.
- The public has mixed views about whether or not casinos are good for local communities. A plurality (42%) of adults say casinos have a negative impact on their communities, while about a third (34%) say they have a positive impact. The rest say both, neither or that they don’t know. Those who report living near a casino are nearly evenly divided about the impact of casinos on the local community (40% positive; 38% negative).
- While more adults now than in 1989 say legalized gambling encourages people to gamble more than they can afford, there has not been a similar rise in the number of survey respondents who say they themselves have a gambling problem. Some 7% of all respondents (and 9% of all respondents who report that they’ve gambled in the past year) say they themselves have sometimes gambled more than they can afford. Some 6% say gambling has been a source of problems within their own family.
- Most gamblers (56%) say they’re behind for the year; three-in-ten say they’re ahead for the year.
- There’s a striking difference by age in these self-reports of gambling wins and losses. Half (49%) of all 18-to-29 year old gamblers say they’re ahead for the year; this is more than double the percentage of all gamblers ages 65 and over who say they’re ahead for the year (23%). Apparently the young have twice as much of something—be it luck, skill, braggadocio or self-delusion.
- Even though gamblers as a group say they lose more than they win, their good days appear to be very good while their bad days are only moderately bad. When asked to report the most money they ever won or lost in a single day, the average best-day win reported by gamblers in our survey say was \$1,049—and the average worst-day loss was \$492.
- Seven-in-ten gamblers (71%) say they gamble mostly for enjoyment, while two-in-ten (21%) say they gamble mostly to make money. And enjoyment is what they get—when they win. Nearly nine-in-ten (87%) gamblers say they feel at least somewhat satisfied when they win, while just four-in-ten say they feel at least somewhat upset when they lose.

I. Gambling Behaviors

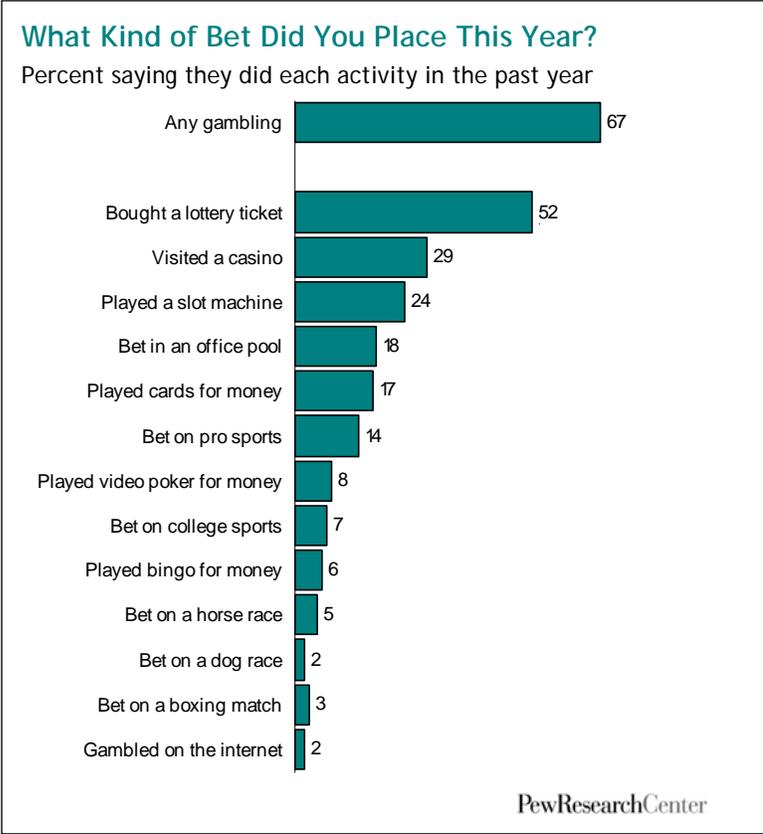
Patterns of gambling behavior are changing; many forms of legal betting have lost favor with the public since 1989, while a few of the most high-profile kinds of gambling (casinos and slots) have become more popular. Overall, about two-thirds (67%) of the adult population say they placed a bet of some kind in the past year, down slightly from the 71% who reported doing so back in 1989.

This year as in 1989, playing a state lottery is by far the most common form of gambling. Slightly more than half (52%) of all adults in the country say they bought a lottery ticket in the past year. The next most common form of gambling is visiting a casino – something that about three-in-ten adults (29%) say they did in the past year. Following that is playing a slot machine (24%), which is most typically done in casinos but which now is also pursued in other venues, such as race tracks. (According to one media report, there are now about 740,000 slot machines in casinos and other venues around the country).⁵

Have You Gambled in the Past Year? Have You Ever Gambled?
Changes since 1989

	1989*	2006
	%	%
Gambled in past year	71	67
Have in past, not in past year	10	12
Never gambled	19	21
Don't know	--	*
	100	100

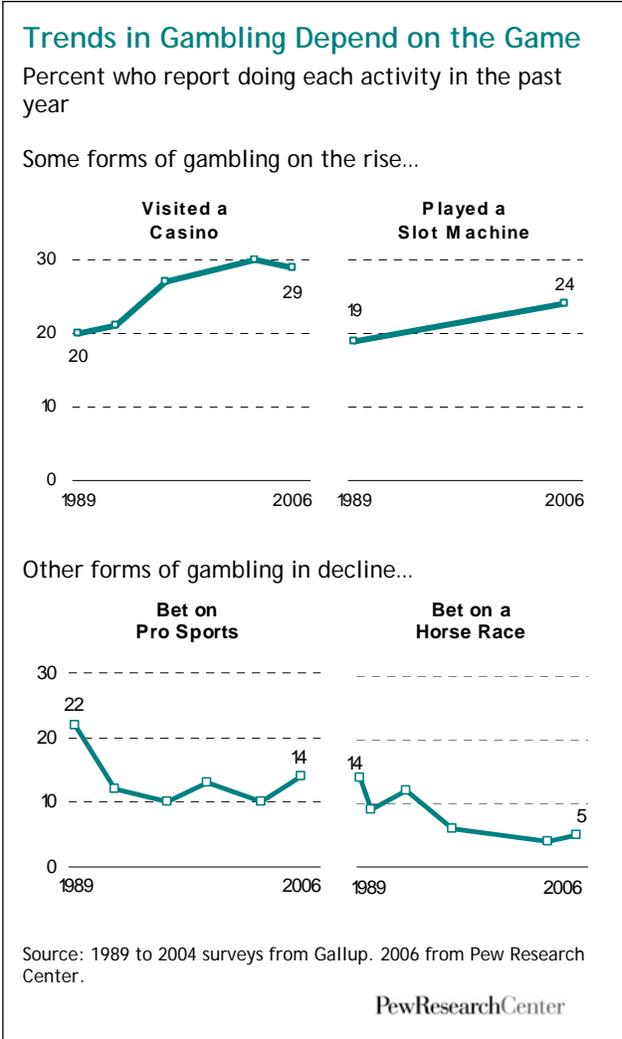
*Source: Gallup, April 1989
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⁵ Cooper, Marc. Sit and spin: How slot machines give gamblers the business. *The Atlantic Monthly*, December 2005.

There has been a drop in gambling across many of the 10 forms of gambling considered in both the Gallup 1989 and Pew surveys, including betting on pro sports (14% do so now, down from 22% in 1989); horse racing (5% now, down from 14% in 1989) and bingo (6% now, down from 13% in 1989). Much of this drop off occurred in the 1990's; the trends have been more stable since then.

The biggest increases since 1989 have been among those who go to casinos and play slots. As for internet gambling, which has only come into prominence in recent years, the Pew survey finds that 2% of the public placed bets online last year, up from 1% when this form of gambling was first measured by a Gallup survey in 1996.



The modest decline in gambling behavior overall tracks with a downward trend in reported enjoyment from making bets. Today fewer than a quarter (23%) of adults say they enjoy making bets of any kind “a lot” or “a little”; by contrast more than a third (34%) said this back in 1989.

This decline in enjoyment of gambling since 1989 holds true for all major demographic groups.

It also holds true for those who have gambled in the past year. A third of gamblers say they enjoy making bets a lot or a little, down from 46% of gamblers who said this in 1989.

Enjoyment of Gambling Down

Percent saying they enjoy making bets

	----- 1989* -----				----- 2006 -----			
	A lot/ a little	Not too much	Not at all	DK	A lot/ a little	Not too much	Not at all	DK
All adults	34	27	38	1=100	23	24	52	1=100
Gender								
Men	40	29	31	*=100	28	26	44	2=100
Women	28	25	45	2=100	18	22	59	1=100
Age								
18-29	38	28	34	0=100	30	25	44	1=100
30-49	34	30	35	1=100	22	27	50	1=100
50-64	34	23	40	3=100	22	24	53	1=100
65+	26	19	54	1=100	21	15	63	1=100
Education								
College grad	31	24	45	*=100	20	22	57	1=100
Some college	33	35	30	2=100	22	24	53	1=100
HS grad or less	35	25	39	1=100	26	24	49	1=100
Family Income**								
High	39	30	31	*=100	26	27	47	*=100
Medium	37	25	37	1=100	25	25	49	1=100
Low	32	26	40	2=100	23	22	54	1=100
Religion								
Protestant	30	28	41	1=100	19	22	58	1=100
Catholic	39	25	35	1=100	31	25	43	1=100

*Source: Gallup, April 1989

** To account for inflation between 1989 and 2006, family income was divided into three roughly comparable groups.

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Profile of the Players

Despite the drop off, most people in this country still gamble, and about two-thirds (67%) say they did so within the past year. Who are the gamblers? While the patterns vary somewhat across forms of gambling, men are more likely than women to do any kind of gambling; those under 65 are more likely than those 65 and older; and the affluent are more likely than those with less income. Also, whites are somewhat more inclined to gamble than are blacks or Hispanics.

There isn't much variance in the likelihood to gamble by differing levels of education, but there is some variance by region of the country. People who live in the Northeast are more likely to gamble than are those in any other region of the country – mostly because Northeasterners play their state lotteries more often. More westerners, in turn, visit casinos than do people elsewhere in the country.

White evangelical Protestants are less likely to have gambled in the past year than are Catholics or white mainline Protestants. This is especially true for white evangelical Protestants who attend church services frequently.

Profile of Gamblers

Percent who have done this in the past year...

	Any type of gambling	Bought lottery ticket	Visited casino	Bet ^a on sports	Played cards for money
	%	%	%	%	%
All adults	67	52	29	23	17
Gender					
Men	72	56	31	32	25
Women	62	48	27	15	10
Race/Ethnicity					
White	68	53	30	23	18
Black	62	45	24	24	14
Hispanic*	62	47	22	16	12
Age					
18-29	71	48	30	30	32
30-49	69	56	30	25	17
50-64	68	55	31	22	11
65+	58	43	22	13	10
Education					
College grad	65	48	31	25	15
Some college	71	55	32	23	21
H.S. grad or less	66	52	27	22	17
Family Income					
\$100,000+	79	57	40	39	24
\$50K - \$99K	74	60	37	27	22
\$30K - \$49K	67	54	27	22	21
Less than \$30K	59	44	21	16	11
Region					
Northeast	77	63	31	26	20
Midwest	64	52	26	23	18
South	62	48	24	21	15
West	68	47	38	23	17
Religion					
Protestant	61	48	24	19	13
Catholic	77	62	39	30	23
Secular	72	52	29	24	23
White Protestants					
Evangelical	50	40	19	14	11
Mainline	73	58	29	24	17

* Hispanics are of any race.

^a Betting on sports includes professional sports, college sports or an office pool

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Gamblers Portray Themselves As Content Losers

When asked to think about all their bets in the past year, many more gamblers say they're behind (56%) than ahead (30%). This self-reported negative win-loss ratio is slightly better now than it was in 1989, when Gallup asked the same question. Back then, 58% said they were behind for the year and 24% said they were ahead.

The only demographic group of gamblers who seem immune to lousy cards and bad rolls of the dice are the young. Among 18-to-29 year old gamblers, about half

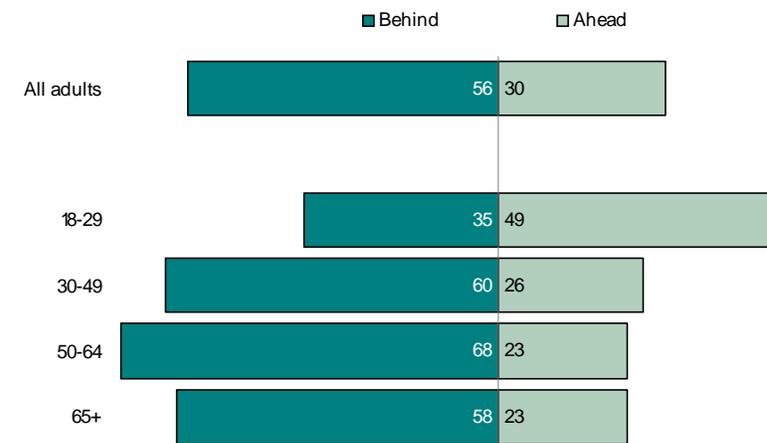
say they are ahead for the year (49%) while just over a third (35%) say they're behind. But for all age groups older than that, lady luck runs the other way. By a margin of better than two-to-one, they said they're behind for the year. Go figure.

Why do gamblers keep playing if most of them lose most of the time? Simple, they like the action. Some seven-in-ten gamblers (71%) say they gamble mostly for enjoyment, while two-in-ten (21%) say they gamble mostly to make money.

Even though making money is the lesser motivation for all groups, some groups are a bit more inclined than others to cite it as a reason for gambling. For example, more blacks (34%) than whites (19%) cite winning money as the main reason they gamble. So do more people with low rather than high income.

Younger People Experience More Gambling Success

Considering all money spent on gambling in past year, are you ahead or behind?

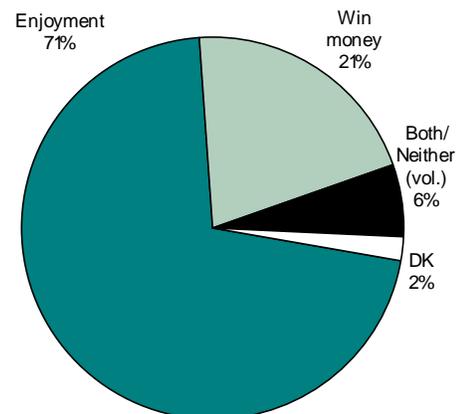


Based on 1,473 people who gambled in past year

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Most Gamble For Enjoyment, Not To Win Money

For the kinds of bets and wagers you make most often, are you mostly playing to win money or are you mostly playing for enjoyment?



Based on 1,473 people who gambled in past year

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But enjoyment is what most people want from gambling – and enjoyment is what most people get when they win. The gamblers in our survey are much more likely to say they’re pleased by winning than to say they’re upset by losing.

Just over half of the gamblers say they are either extremely (21%) or very satisfied (30%) when they win; while fewer than one-in-twelve say they are either extremely or very upset when they lose. These ratios are basically unchanged since 1989.

Satisfaction with winning is especially sharp among the young (64% of 18-29 years old say they’re extremely or very satisfied when they win); among card players (66% are extremely or very satisfied when they win) and among those who say they gamble more than they should (71% are extremely or very satisfied when they win).

Even though few gamblers say they get extremely (3%) or very upset (5%) when they lose, within this small universe, some groups are better represented than others.

More blacks (15%) than whites (8%) or Hispanics (7%) say they get extremely or very upset when they lose. Men (10%) are a bit more likely to say this than women (6%); gamblers under age 30 (12%) say this more than their elders (7% for those ages 30 to 49; 9% for 50 to 64; 7% for those ages 65 and older). Also, those who say they gamble more than they should are more likely to report being extremely or very upset when they lose (28%) than are other gamblers (7%).

People More Satisfied By Winning Than Upset By Losing

When you gamble, how satisfied do you usually feel when you win?

	1989*	2006
	%	%
Extremely satisfied	24	21
Very satisfied	27	30
Somewhat satisfied	37	36
Not satisfied	5	7
Don't know	<u>7</u>	<u>6</u>
	100	100

When you gamble, how upset do you usually feel when you lose?

	1989*	2006
	%	%
Extremely upset	4	3
Very upset	3	5
Somewhat upset	30	32
Not upset	60	57
Don't know	<u>3</u>	<u>3</u>
	100	100

*Source: Gallup, April 1989. Based on 868 people who gambled in past year.

Based on 1,473 people who gambled in past year

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Some of Gamblers' Self-Reports Do Not Add Up

The average gambler in our survey reports winning \$1,049 on his or her best single day of betting—and losing \$492 on his or her worst day. Both of these figures are skewed upward by a small percentage of people who report very heavy single-day wins and losses. The median figure for gamblers' best day of winnings (that is, the point at which half of the sample reports a larger number for the best day of winnings and half the sample reports a smaller number) is \$100; and the median figure for the worst day of losses is \$25.

No matter how one analyzes these data, however – by median or by mean – these self-reports from all gamblers about their best and worst days would seem to be out of sync with their self-reports about their yearly tally (by a ratio of nearly two-to-one, gamblers report they are behind rather than ahead for the year). There are at least two possible explanations. Either most gamblers occasionally win big sums and frequently lose small sums, or, human memory being what it is, best days stand out more vividly than worst days.

The groups that report the biggest average single day winnings include men (\$1,536 mean compared with \$537 for women); people with incomes above \$100,000 (\$2,112 mean compared with \$597 among those with incomes under \$30,000).

The groups that report the biggest single day losses include those who say they gamble more than they should (\$2,754 mean compared with \$250 among other gamblers); men (\$821 mean compared with \$143 for women); those with incomes of \$100,000 or more (\$497 mean compared with \$325 for those with incomes under \$30,000).

Asked how much they had bet in the past year compared with previous years, just 10% of gamblers said they had bet more, while 35% said they had bet less and 53% said about the same. These percentages were similar back in 1989. In both years, however, as in all years in between, there has been a steady increase in gross gambling revenues, according to casino industry reports.⁶

Gamblers Report Bigger Winning Days Than Losing Days

Largest amount ever won or lost in a single day of gambling

Amount of single day...	Largest Winning	Largest Losing
	%	%
Less than \$5	14	17
\$5 to \$24	14	29
\$25 to \$99	16	17
\$100 to \$499	27	25
\$500 or more	24	8
Don't know	5	4
	100	100
Mean		
2006	\$1,049	\$492
1989*	\$796	\$293
Median		
2006	\$100	\$25
1989*	\$50	\$20

*Source: Gallup, April 1989. Based on 868 people who gambled in past year. Dollar amounts are not adjusted for inflation.

Based on 1,473 people who gambled in past year

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Gamblers Betting About the Same Amount as in the Past

	1989*	2006
	%	%
More	13	10
Less	34	35
About the same	52	53
Don't know	1	2
	100	100

*Source: Gallup, April 1989. Based on 868 people who gambled in past year.

Based on 1,473 people who gambled in past year

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⁶2006 State of the States: The AGA Survey of Casino Entertainment. American Gaming Association (AGA).

Problem Gambling: Not in My Backyard

Even though there's been a rise in the number of people who worry that legal gambling encourages people to gamble more than they should (70% say this now versus 62% in 1989), there has been virtually no change in the percentage of gamblers who say they themselves gamble too much.

Just 9% of gamblers say they sometimes gamble more than they should. This figure is basically unchanged since 1989.

Similarly, when respondents (whether or not they gamble) were asked whether gambling has ever been a source of problems within their family, just 6% said that it has. This figure is up slightly since 1989 (when it was 4%), but down slightly from 1999, when it was 9%.

Blacks are more likely than whites to say that they sometimes gamble more than they should and also to say that gambling has been a source of problems in their family. Some 19% of black gamblers say the former and some 12% of all black adults say the latter. The comparable figures for whites are 8% and 5%, respectively.

Adults under 50 (12%) are a bit more likely to report gambling too much compared with those ages 50 and older (5%); men (11%) say this more than women (8%); and the less affluent (14% among those with incomes under \$30,000) say this more than the affluent (5% among those with incomes of \$100,000 or more).

Gamble Too Much?

Do you sometimes gamble more than you think you should?

	Yes	No	DK
	%	%	%
All gamblers	9	90	1=100
Dec 2003*	10	90	0=100
May 1999	11	88	1=100
June 1996	7	93	*=100
Nov 1992	9	91	0=100
April 1989	10	90	0=100

Based on people who gambled in past year

*Source: Gallup, April 1989 - Dec 2003

Has gambling ever been a source of problems within your family?

	Yes	No	DK
	%	%	%
All adults	6	93	1=100
Dec 2003*	6	94	*=100
May 1999	9	91	*=100
June 1996	5	95	*=100
Nov 1992	5	94	1=100
April 1989	4	96	*=100

*Source: Gallup, April 1989 - Dec 2003

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II. Attitudes About Gambling

“Over the past 50 years,” a commentator recently wrote, “gambling has gone from sin to vice to guilty pleasure and has come, finally, to be simply another point of interest on the entertainment map.”⁷

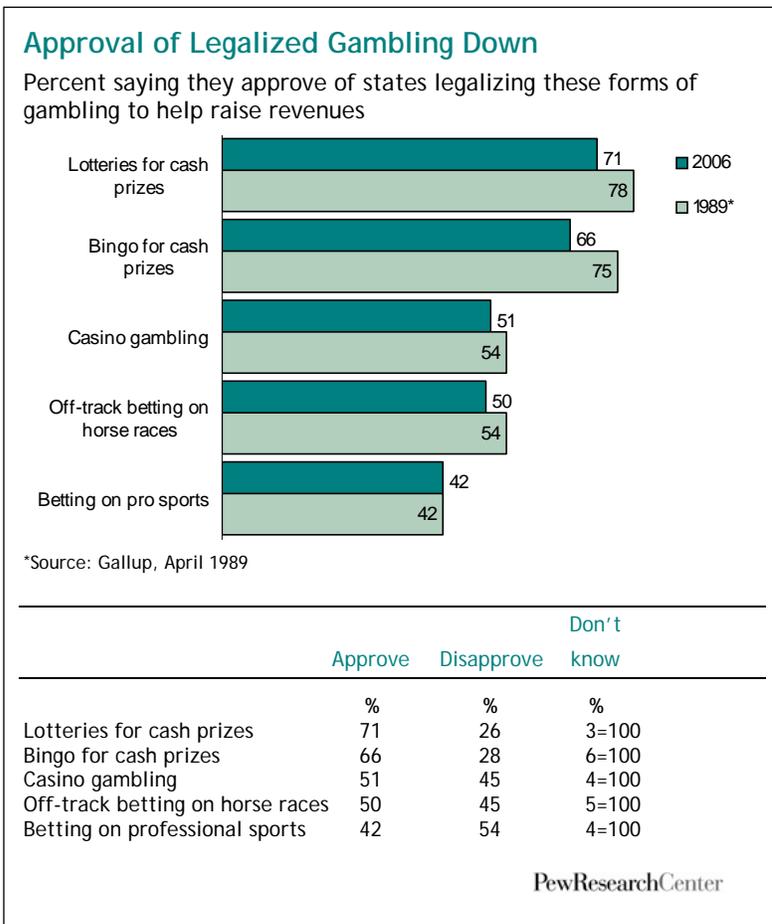
Whatever the accuracy of that observation as it relates to past attitudes toward gambling, it’s certainly true that today a majority of people approve of most forms of legalized gambling. And it’s also true that only a minority of Americans—28% in the Pew survey—now say that it is morally wrong to gamble.

At the same time, however, approval of legal gambling has trended downward a bit since 1989, as Americans increasingly see a downside to legalized gambling.

In general, attitudes about gambling are strongly correlated with one’s own gambling behavior; with one’s experience with problem gambling in the family, and with one’s level of religious observance. Not surprisingly, gamblers are more supportive of legalized gambling than are non-gamblers. Those who report that gambling has been a source of problems within their families are less supportive of legalized gambling. And, although a majority of Americans reject the idea that gambling is morally wrong, religion plays a role in support for gambling. Frequent church-attenders are less supportive of legalized gambling than are those who go to church less often; this pattern mimics the correlation between self-professed religious importance and attitudes toward gambling in the 1989 Gallup survey. The inverse relationship between attending religious services and support for legalized gambling is especially strong among white evangelical Protestants.

Approval of Legalized Gambling

Approval of legalized gambling has fallen from 1989 to 2006 for some types of gambling (including lotteries and bingo for cash prizes) and remained stable or dropped slightly for the other three types of gambling considered in the surveys taken in



⁷ Last, Jonathan V. Taste: Not just for losers anymore. *The Wall Street Journal*, October 21, 2005. Reprinted as Losers’ Poker, *The Weekly Standard*, October 21, 2005.

both years (casino gambling, off-track betting on horse races, and betting on pro sports). The drop in approval for lotteries and bingo for cash prizes occurred across all major demographic groups.

Among the forms of gambling considered in both surveys, betting on pro sports is the only one that fails to draw support from a majority of the public; just 42% say they approve of it, the same figure as in 1989.

Not surprisingly, people who follow sports very closely tilt the other way—a majority (55%) approve of legalized betting on professional sports, while 43% disapprove.

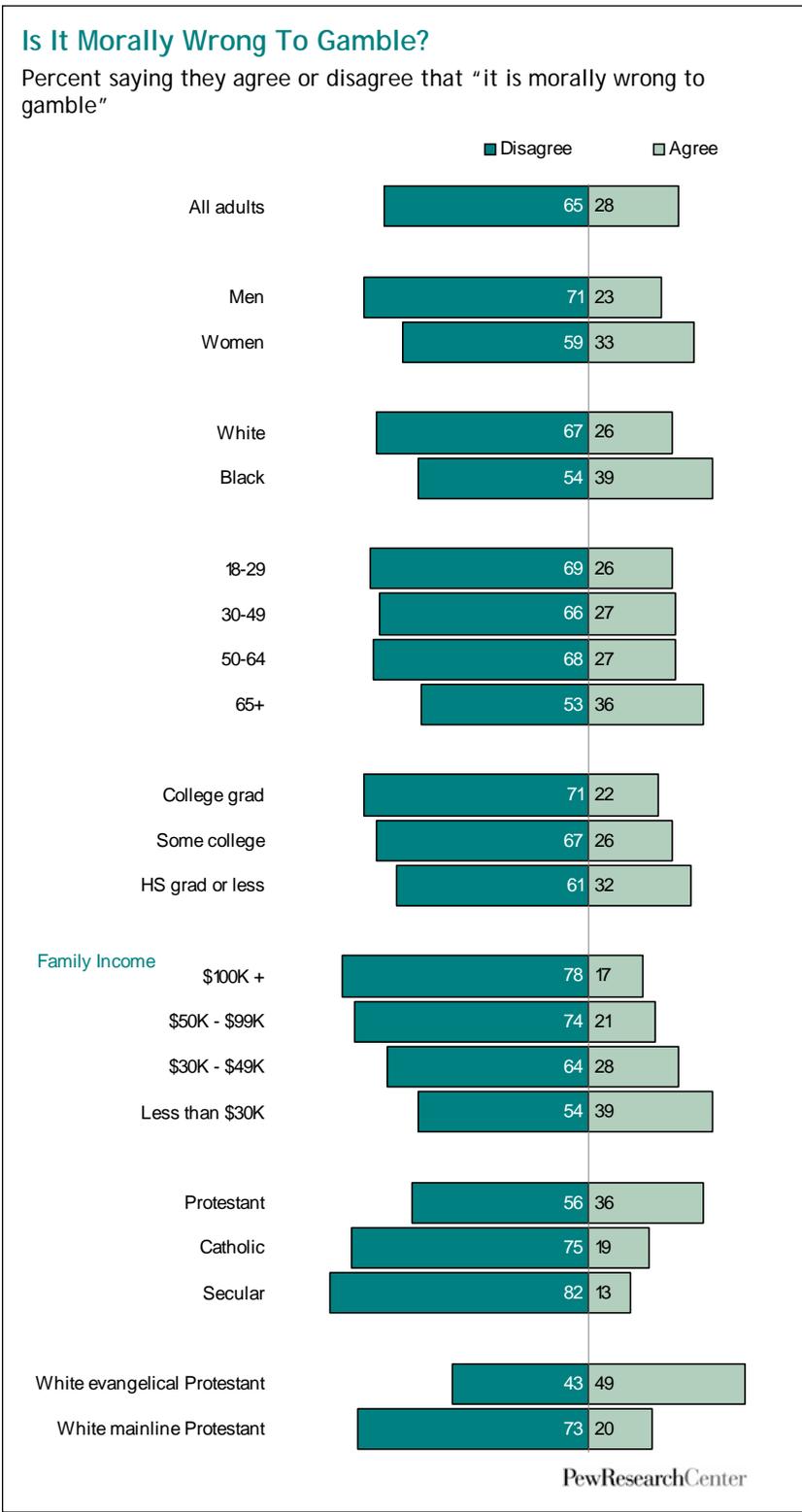
Sports Fans Back Legalized Betting on Professional Sports				
	All adults	-----Follow Sports News-----		
		Very closely	Somewhat closely	Not very/Not at all
	%	%	%	%
Approve	42	55	42	38
Disapprove	54	43	55	58
Don't know	<u>4</u>	<u>2</u>	<u>3</u>	<u>4</u>
	100	100	100	100
Number of respondents	2,250	383	646	1,216

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But Is it Moral?

About two-thirds of adults (65%) reject the notion that gambling is morally wrong, while 28% endorse this point of view. This is about the same ratio as found in a 1990 national survey on gambling by the *Star Tribune* (65% to 32%).

The groups most likely to take the view that gambling is morally wrong include women, older adults (ages 65 and over), the less educated, and the less affluent. White evangelical Protestants are more likely than mainline Protestants to say that gambling is morally wrong; about half (49%) of white evangelical Protestants believe gambling is morally wrong, compared with 20% of white mainline Protestants, and 19% of Catholics. Those who attend religious services more frequently, regardless of religious tradition, are also more likely than less frequent church-goers to say that gambling is morally wrong.



Gambling More Than You Can Afford

Seven-in-ten (70%) Americans say that legalized gambling encourages people to gamble more than they can afford, up 8 points from the Gallup survey conducted in 1989. The view that legalized gambling encourages overspending is up among nearly all major demographic groups, but it is up most sharply among women, adults ages 65 and older, and the less affluent.

	----- 1989* -----			----- 2006 -----		
	Yes	No	DK	Yes	No	DK
	%	%	%	%	%	%
All adults	62	35	3=100	70	26	4=100
Gender						
Men	63	35	2=100	67	30	3=100
Women	62	35	3=100	73	22	5=100
Age						
18-29	67	30	3=100	67	30	3=100
30-49	61	37	2=100	69	27	4=100
50-64	58	39	3=100	69	28	3=100
65+	65	33	2=100	78	17	5=100
Education						
College grad	64	34	2=100	69	27	4=100
Some college	65	34	1=100	71	26	3=100
HS grad or less	61	36	3=100	70	25	5=100
Family Income**						
High	60	39	1=100	65	32	3=100
Medium	64	33	3=100	71	26	3=100
Low	62	35	3=100	74	23	3=100
Religion						
Protestant	65	32	3=100	74	23	3=100
Catholic	56	41	3=100	65	30	5=100

*Source: Gallup, April 1989
 ** To account for inflation between 1989 and 2006, family income was divided into three roughly comparable groups.

PewResearchCenter

Casino Impact on the Local Community

Americans hold mixed views about whether casinos are good for their communities. A plurality (42%) say casinos have a negative impact on their communities, while a somewhat smaller number (34%) say they have a positive impact. The remainder either say they don't know or are ambivalent.

Those who report living near a casino are divided almost evenly over the impact of casinos (40% positive to 38% negative), though their views about casinos are more positive, on average, than are the views of people who don't have a casino in their area.

More positive still than the views of casino neighbors are the views of casino patrons. About half (52%) of casino-goers say the impact of casinos on the local community is positive, while 27% say it is negative.

Are Casinos Good For the Local Community?					
Overall, would you say casinos have a positive or negative impact on the local community?					
	All adults	Casino nearby	Casino not nearby	Been to Casino?	
				Yes	No
	%	%	%	%	%
Positive	34	40	30	52	26
Negative	42	38	45	27	49
Both/neither (vol.)	10	12	8	10	9
Don't know	<u>14</u>	<u>10</u>	<u>17</u>	<u>11</u>	<u>16</u>
	100	100	100	100	100

PewResearchCenter

About the Pew Social Trends Reports

The Pew social trends reports explore the behaviors and attitudes of Americans in key realms of their lives – family, community, health, finance, work and leisure. Reports analyze changes over time in social behaviors and probe for differences and similarities between key sub-groups in the population.

The surveys are conducted by the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world.

Survey reports are the result of the collaborative effort of the social trends staff, which consists of:

Paul Taylor, Executive Vice President
Cary Funk, Senior Project Director
Peyton Craighill, Project Director

About the Survey

Results for this survey are based on telephone interviews conducted with a nationally representative sample of adults, ages 18 years and older, living in continental U.S. telephone households.

- Interviews conducted February 8 - March 7, 2006
- 2,250 interviews of which 1,473 were conducted with those who report gambling in the past year
- Margin of sampling error is plus or minus 2.5 percentage points for results based on the total sample at the 95% confidence level and 3 percentage points for results based on all gamblers. The margin of sampling error is higher for results based on subgroups of respondents.

Survey interviews conducted under the direction of Princeton Survey Research Associates International. Interviews were conducted in English and Spanish.

In addition to sampling error, bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias in the findings of opinion polls.

PEW SOCIAL TRENDS
 FINAL TOPLINE
 February 8 - March 7, 2006
 N=2,250

QUESTIONS 1 THROUGH 4 IN PREVIOUS RELEASE

- Q.5 As you may know some states legalize betting so that the state can raise revenues. Please tell me whether you would approve or disapprove of legalizing each of the following types of betting in YOUR state to help raise revenues. **[INSERT ITEM; DO NOT RANDOMIZE] IF ALREADY LEGAL IN STATE ASK:** Do you approve or disapprove of it being legal?

	Approve	Disapprove	Don't know/ Refused
a. Bingo for cash prizes	66	28	6=100
<i>Gallup, April 1989</i>	75	23	2=100
b. Casino gambling	51	45	4=100
<i>Gallup, April 1989⁸</i>	54	42	4=100
NO ITEM c			
d. Lotteries for cash prizes	71	26	3=100
<i>Gallup, April 1989</i>	78	21	1=100
e. Off-track betting on horse races	50	45	5=100
<i>Gallup, April 1989</i>	54	42	4=100
f. Betting on professional sports such as baseball, basketball, or football	42	54	4=100
<i>Gallup, April 1989</i>	42	55	3=100

- Q.6 In general do you think legalized gambling encourages people to gamble more than they can afford?

	<i>Gallup</i> <u>April 1989</u>
70 Yes	62
26 No	35
<u>4</u> Don't know/Refused	<u>3</u>
100	100

- Q.7 How much do you yourself enjoy making bets? Would you say you enjoy making bets a lot, a little, not too much, or not at all?

	<i>Gallup</i> <u>April 1989</u>
4 A lot	7
19 A little	27
24 Not too much	27
52 Not at all	38
<u>1</u> Don't know/Refused	<u>1</u>
100	100

⁸ The 1989 Gallup trend included "... at resort areas".

Q.8 Have you EVER played any game for money or prizes, or bet money on the outcome of ANY event?

	<i>Gallup</i> <u>April 1989</u>
58 Yes	68
41 No	32
<u>1</u> Don't know/Refused	<u>*</u>
100	100

Q.9 Please tell me whether or not you have done any of the following things in the past 12 months. [ITEMS READ IN ORDER; OBSERVE FORM SPLITS]

	Yes	No	Don't know/ Refused
a. Played bingo for money	6	94	*=100
<i>Gallup</i> , December 2003	5	95	0=100
<i>Gallup</i> , May 1999	11	89	0=100
<i>Gallup</i> , June 1996	9	91	0=100
<i>Gallup</i> , November 1992	9	91	0=100
<i>Gallup</i> , April 1989	13	87	0=100
b. Visited a casino	29	71	*=100
<i>Gallup</i> , December 2003	30	70	*=100
<i>Gallup</i> , June 1996	27	73	*=100
<i>Gallup</i> , November 1992	21	79	0=100
<i>Gallup</i> , April 1989	20	80	0=100
c. Bet on a horse race	5	95	*=100
<i>Gallup</i> , December 2003	4	96	*=100
<i>Gallup</i> , June 1996	6	94	*=100
<i>Gallup</i> , November 1992	12	88	0=100
<i>Gallup</i> , February 1990	9	91	*=100
<i>Gallup</i> , April 1989	14	86	0=100
ASK FORM 1 ONLY [N=1101]:			
d.f1 Bought a state lottery ticket	51	49	*=100
ASK FORM 2 ONLY [N=1149]:			
d.f2 Bought a lottery ticket	53	47	0=100
COMBINED FORMS 1 AND 2:			
Bought a state lottery ticket/bought a lottery ticket	52	48	*=100
<i>Gallup</i> , December 2003 ⁹	49	51	*=100
<i>Gallup</i> , May 1999	57	43	0=100
<i>Gallup</i> , June 1996	57	43	0=100
<i>Gallup</i> , November 1992	56	44	0=100
<i>Gallup</i> , April 1989	54	46	0=100
NO ITEM e			
ASK ALL:			
f. Played cards for money	17	83	*=100
<i>Gallup</i> , April 1989	23	77	0=100

⁹ Gallup trend is based on Form 1 question wording: "bought a state lottery ticket."

Q.9 CONTINUED...

	Yes	No	Don't know/ Refused
g. Bet on a professional sports event such as baseball, basketball, or football	14	86	*=100
<i>Gallup</i> , December 2003	10	90	*=100
<i>Gallup</i> , May 1999	13	87	0=100
<i>Gallup</i> , June 1996	10	90	0=100
<i>Gallup</i> , November 1992	12	88	0=100
<i>Gallup</i> , February 1990	21	79	0=100
<i>Gallup</i> , April 1989	22	78	0=100
h. Played a slot machine	24	76	*=100
<i>Gallup</i> , April 1989	19	81	0=100
i. Bet on a college sports event such as basketball or football	7	93	*=100
<i>Gallup</i> , December 2003	6	94	*=100
<i>Gallup</i> , May 1999	9	91	0=100
<i>Gallup</i> , June 1996	7	93	0=100
<i>Gallup</i> , November 1992	6	94	0=100
<i>Gallup</i> , February 1990	11	89	0=100
<i>Gallup</i> , April 1989	14	86	0=100
j. Bet on a dog race	2	98	*=100
<i>Gallup</i> , April 1989	6	94	0=100
NO ITEM k			
l. Bet on a boxing match	3	97	*=100
<i>Gallup</i> , December 2003	2	98	*=100
<i>Gallup</i> , June 1996	3	97	*=100
<i>Gallup</i> , November 1992	6	94	0=100
<i>Gallup</i> , February 1990	5	95	0=100
<i>Gallup</i> , April 1989	8	92	0=100
m. Bet in an office pool on the World Series, Superbowl, the NCAA basketball tournament or other game	18	82	*=100
<i>Gallup</i> , December 2003 ¹⁰	15	85	*=100
<i>Gallup</i> , May 1999	25	75	0=100
<i>Gallup</i> , June 1996	23	77	0=100
<i>Gallup</i> , November 1992	22	78	0=100
n. Gambled for money on the Internet	2	98	*=100
<i>Gallup</i> , December 2003	1	99	*=100
<i>Gallup</i> , May 1999	*	100	0=100
<i>Gallup</i> , June 1996	1	99	0=100
o. Played a video poker machine for money	8	92	*=100
<i>Gallup</i> , December 2003 ¹¹	14	86	*=100
<i>Gallup</i> , May 1999	20	80	0=100
<i>Gallup</i> , June 1996	17	83	0=100
<i>Gallup</i> , November 1992	11	89	0=100

¹⁰ The Gallup trend from 2003 to 1992 was worded "Participated in an office pool on the World Series, Superbowl or other game."

¹¹ The Gallup trend from 2003 to 1992 did NOT include the words "for money."

ASK IF NO OR DON'T KNOW TO ALL OF Q9A-0:

Q.10 Did you wager any money on anything in the past 12 months?

BASED ON THOSE WHO RESPONDED 'NO' OR 'DON'T KNOW' IN ALL ITEMS OF Q.9 [N=791]:

	<i>Gallup</i> <u>April 1989</u>
2 Yes, wagered in past 12 months	4
98 No, not in past 12 months	96
* Don't know/Refused	*
100	100

GAMBLER (SUMMARY VARIABLE FOR SKIP PATTERNS)

Gambled in past year, includes any value in Q8 (Q9A-O=1 or Q10=1).

Inactive, did not gamble in past year (No/DK) and say ever gamble in Q8 (Q8=1 and Q9A-O=2,9 and Q10=2,9).

Never gambled (Q8=2,9 and Q9A-O=2,9 and Q10=2,9).

Don't know status (Q8=9 and Q9A-O=9 and Q10=9).

	<i>Gallup</i> <u>April 1989</u>
67 Gambled in past year	71
12 Inactive, did not gamble in past year	10
21 Never gambled	19
* Don't know	=
100	100

ASK EACH ITEM IF SAME ITEM IN Q9=1:

Q.11 How often do you [INSERT ITEM]—once a week or more often, two to three times a month, once a month, once every few months, or less often? [ITEMS READ IN ORDER; OBSERVE FORM SPLITS]

BASED ON THOSE WHO DID THIS IN THE PAST YEAR...	Once a week or more often	2 to 3 times per month	Once a month	Once every few months	Less often	Don't know/Refused	(N)
a. Play bingo for money	15	8	16	21	37	3=100	(130)
Gallup, April 1989	26	6	9	14	45	0=100	
b. Visit a casino	4	5	5	22	64	*=100	(639)
Gallup, April 1989	3	*	4	19	74	0=100	
c. Bet on a horse race	6	6	3	17	64	4=100	(111)
Gallup, April 1989	7	6	12	25	49	1=100	
ASK FORM 1 ONLY:							
d.f1 Buy a state lottery ticket	24	12	14	25	24	1=100	(544)
ASK FORM 2 ONLY:							
d.f2 Buy a lottery ticket	25	14	12	22	27	0=100	(599)
COMBINED FORMS 1 AND 2:							
Buy a state lottery ticket/buy a lottery ticket	24	13	13	24	26	*=100	(1143)
Gallup, April 1989 ¹²	43	19	11	11	15	1=100	

NO ITEM e¹² Gallup trend based on Form 1 question wording: "Buy a state lottery ticket."

Q.11 CONTINUED...

BASED ON THOSE WHO DID THIS IN THE PAST YEAR...	Once a week or more often	2 to 3 times per month	Once a month	Once every few months	Less often	Don't know/Refused	(N)
ASK ALL:							
f. Play cards for money	14	11	17	25	33	*=100	(352)
Gallup, April 1989	17	11	17	23	31	1=100	
g1. Bet on major league baseball when it is in season	5	4	5	7	75	4=100	(288)
Gallup, April 1989	5	4	7	8	73	3=100	
g2. Bet on professional basketball when it is in season	6	4	3	7	73	7=100	(288)
Gallup, April 1989	8	5	10	6	66	5=100	
g3. Bet on professional football when it's in season	23	10	9	16	40	2=100	(288)
Gallup, April 1989	27	9	13	13	37	1=100	
h. Play a slot machine	2	6	6	24	62	*=100	(537)
Gallup, April 1989	2	1	3	21	73	0=100	
i1. Bet on college basketball when it's in season	10	5	12	16	53	4=100	(140)
Gallup, April 1989	15	9	13	18	41	4=100	
i2. Bet on college football when it's in season	22	8	9	11	47	3=100	(140)
Gallup, April 1989	23	12	15	12	35	3=100	
j. Bet on a dog race	DUE TO SMALL SAMPLE SIZE DATA NOT REPORTED						
Gallup, April 1989							
NO ITEM k							
l. Bet on a boxing match	DATA NOT REPORTED DUE TO SMALL SAMPLE SIZE						
Gallup, April 1989							
NO ITEM m							
n. Gamble for money on the Internet	DATA NOT REPORTED DUE TO SMALL SAMPLE SIZE						
o. Played a video poker machine for money	4	8	10	24	48	6=100	(180)

ASK IF GAMBLER IN PAST YEAR (GAMBLER=1):

Q.12 Considering all the money you spent on bets, wagers, or lottery tickets over the past 12 months, as well as your winnings, would you say you are ahead or behind?

BASED ON THOSE WHO HAVE GAMBLER IN PAST YEAR [N=1473]:

	<i>Gallup</i> <u>April 1989</u>
30 Ahead	24
56 Behind	58
11 Broke even (VOL.)	15
3 Don't know/Refused	3
100	100

Q.13 What would you say is the largest amount of money you EVER won in a single day?

**BASED ON THOSE WHO HAVE GAMBLED IN PAST YEAR [N=1473]:
ENTER AMOUNT (ROUND TO NEAREST DOLLAR)**

		<i>Gallup</i>
		<u>April 1989</u>
14	Less than \$5	16
14	\$5 to \$24	18
16	\$25 to \$99	24
27	\$100 to \$499	20
24	\$500 or more	18
<u>5</u>	Don't know/Refused	<u>4</u>
100		100
\$1049	Mean	\$796
\$100	Median	\$50

Q.14 What would you say is the largest amount of money you EVER lost in a single day?

**BASED ON THOSE WHO HAVE GAMBLED IN PAST YEAR [N=1473]:
ENTER AMOUNT (ROUND TO NEAREST DOLLAR)**

		<i>Gallup</i>
		<u>April 1989</u>
17	Less than \$5	20
29	\$5 to \$24	35
17	\$25 to \$99	20
25	\$100 to \$499	16
8	\$500 or more	5
<u>4</u>	Don't know/Refused	<u>4</u>
100		100
\$492	Mean	\$293
\$25	Median	\$20

Q.15 Over the past 12 months, would you say that you have bet more, less, or about the same amount of money as you had in previous years?

BASED ON THOSE WHO HAVE GAMBLED IN PAST YEAR [N=1473]:

		<i>Gallup</i> ¹³
		<u>April 1989</u>
10	More	13
35	Less	34
53	About the same	52
<u>2</u>	Don't know/Refused	<u>1</u>
100		100

¹³ In 1989 the Gallup question was worded "Compared to previous years, would you say that you have bet more, less or about the same amount of money over the past 12 months?"

- Q.16 When you gamble, how satisfied do you usually feel when you win? Would you say you feel extremely satisfied, very satisfied, somewhat satisfied, or not satisfied?

BASED ON THOSE WHO HAVE GAMBLED IN PAST YEAR [N=1473]:

	<i>Gallup</i> <u>April 1989</u>
21 Extremely satisfied	24
30 Very satisfied	27
36 Somewhat satisfied	37
7 Not satisfied	5
<u>6</u> Don't know/Refused	<u>7</u>
100	100

- Q.17 When you gamble, how upset do you usually feel when you lose? Would you say you feel extremely upset, very upset, somewhat upset or not upset?

BASED ON THOSE WHO HAVE GAMBLED IN PAST YEAR [N=1473]:

	<i>Gallup</i> <u>April 1989</u>
3 Extremely upset	4
5 Very upset	3
32 Somewhat upset	30
57 Not upset	60
<u>3</u> Don't know/Refused	<u>3</u>
100	100

- Q.18 Thinking about the kinds of bets or wagers you make most often, are you mostly playing to win money or are you mostly playing for enjoyment?

BASED ON THOSE WHO HAVE GAMBLED IN PAST YEAR [N=1473]:

21	Playing to win money
71	Playing for enjoyment
5	Both (VOL.)
1	Neither (VOL.)
<u>2</u>	Don't know/Refused
100	

ASK ALL:

Now thinking about sports...

- Q.19 How closely do you follow sports news either in the newspaper, on television, or on radio? **(READ)**

18	Very closely
28	Somewhat closely
22	Not very closely
32	Not at all closely
<u>*</u>	Don't know/Refused (VOL.)
100	

QUESTIONS 20 THROUGH 25 HELD FOR FUTURE RELEASE

NO QUESTIONS 26 THROUGH 30

ASK ALL:

Thinking again about gambling...

Q.31 Do you sometimes gamble more than you think you should?

<i>Based on:</i>			<i>Gallup</i>					
<i>All Adults</i>	<i>Gambled in</i>		<i>All Adults</i>	<i>Based on those who have gambled in past year</i>				
<i>Dec 2003</i>	<i>Past Year</i>		<i>Dec 2003</i>	<i>May 1999</i>	<i>Jun 1996</i>	<i>Nov 1992</i>	<i>Apr 1989</i>	
7	9	Yes	6	10	11	7	10	
93	90	No	94	90	88	93	90	
*	1	Don't know/Ref.	*	0	1	*	0	
100	100		100	100	100	100	100	

N=1,473

Q.32 Has gambling ever been a source of problems within your family?

	<i>Gallup</i>	<i>Gallup</i>	<i>Gallup</i>	<i>Gallup</i>	<i>Gallup</i>
	<i>Dec 2003</i>	<i>May 1999</i>	<i>Jun 1996</i>	<i>Nov 1992</i>	<i>Apr 1989</i>
6 Yes	6	9	5	5	4
93 No	94	91	95	94	96
1 Don't know/Refused	*	*	*	1	*
100	100	100	100	100	100

Q.33 Are there any casinos in or close to your community, or not?

41 Yes
56 No
3 Don't know/Refused
100

Q.34 Overall, would you say casinos have a positive or negative impact on the local community?

34 Positive
42 Negative
10 Both/Neither (VOL.)
14 Don't know/Refused
100

Q.35 Do you or does anyone living in your household have a job that is tied to the casino or gaming industry? (IF YES: Would that be you or someone else in your household?)

2 Yes, member of household works in casino industry (NET)
* Respondent only
2 Other in household
* Both respondent and other
98 No
* Don't know/Refused
100

Q.36 Do you agree or disagree that it is morally wrong to gamble?

ASK IF AGREE OR DISAGREE (Q36=1,2):

Q37. Do you feel strongly or not so strongly about that?

		<i>Star Tribune</i> ¹⁴
		<u>Aug 1990</u>
28	Agree	32
20	Strongly	24
7	Not strongly	8
1	Don't know	--
65	Disagree	65
37	Strongly	47
25	Not strongly	18
3	Don't know	--
7	Don't know / Refused	4
100		101

QUESTIONS 38 THROUGH END IN PREVIOUS RELEASE

¹⁴ The 1990 *Star Tribune* question was part of a series of agree-disagree statements about gambling. The trend totals to 101% due to rounding of decimals.