

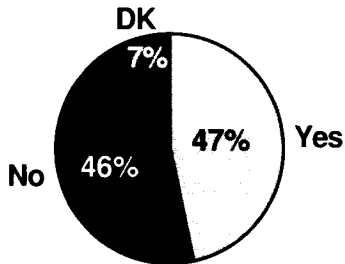
DATA ESSAY:

# AMERICA GAMBLES

## A NATION CHANGES ITS MIND—THEN...

**Question:** Do you think government lotteries would produce an unwholesome gambling spirit in this country?

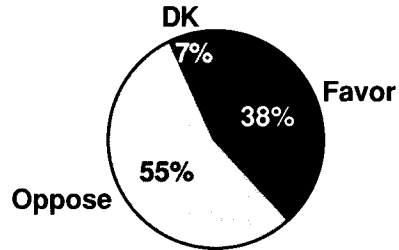
1938



Source: Survey by the Gallup Organization, April 15-20.

**Question:** Would you favor or oppose legalizing such forms of gambling as betting on races, lotteries, numbers, etc., throughout the country?

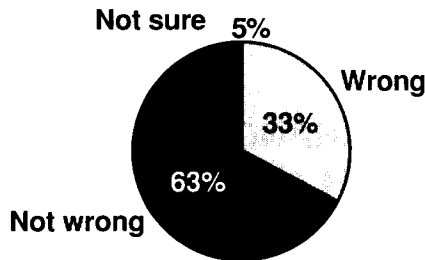
1951



Source: Survey by the Gallup Organization, March 26-31.

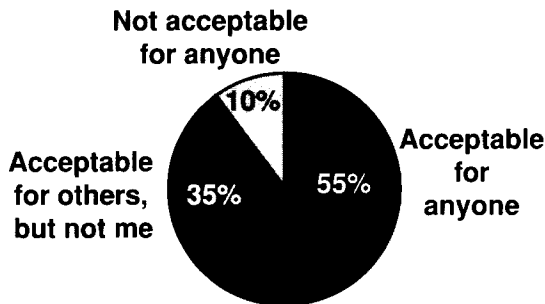
## ...AND NOW

**Question:** Do you think it is wrong for states to promote gambling through state lotteries?



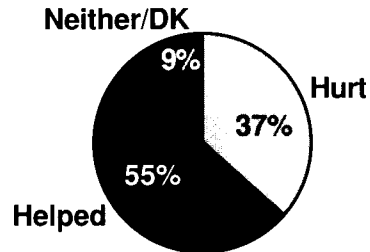
Source: Survey by Yankelovich Clancy Shulman for *Time/CNN*, June 28, 1989.

**Question:** What are your own personal views of casino gambling? Would you say casino gambling is perfectly acceptable for anyone to do; acceptable for others, but not for you personally; or not acceptable for anyone to do?



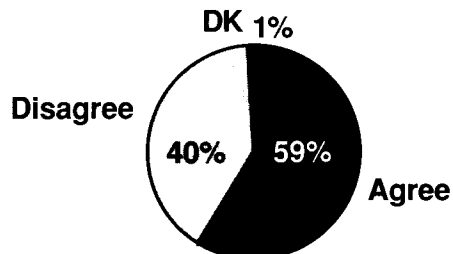
Source: Survey by Yankelovich Clancy Shulman for Harrah's Casino Hotels, October 1992.

**Question:** Which comes closer to your view about the increasing number of states that are legalizing gambling, and the increasing number of lotteries and games of chance that state governments are sponsoring: **Society will be hurt** because gambling breeds crime—and making it more available will increase the number of compulsive gamblers in America, or **Society will be helped**, because gambling will occur anyway and legalizing it allows government to regulate and tax it?



Source: Survey by the Gallup Organization for *CNN/USA Today*, September 13-15, 1993.

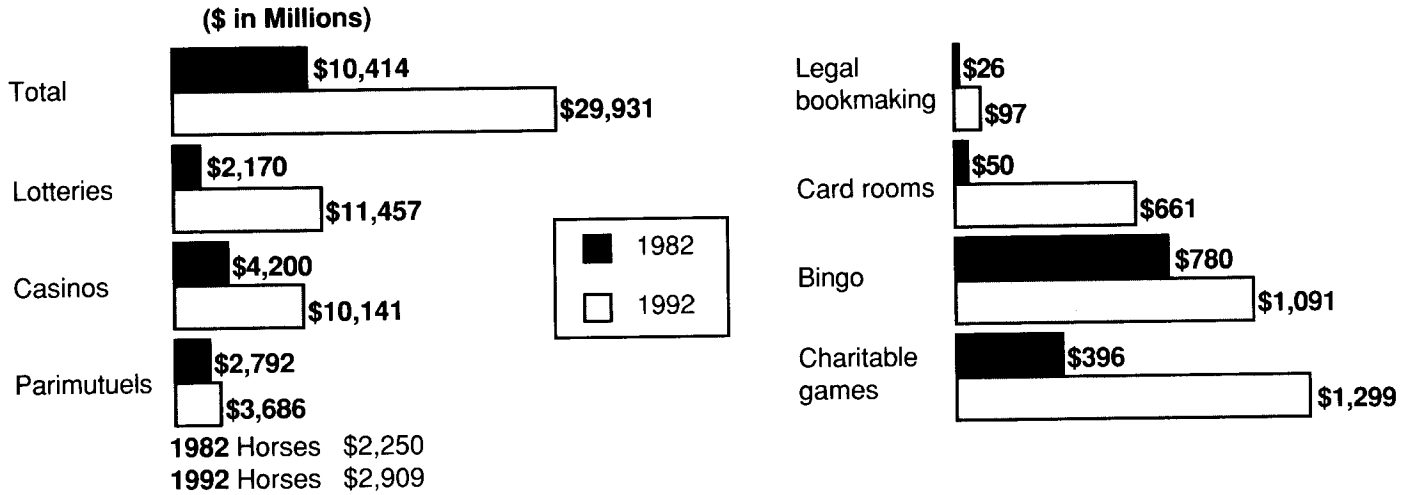
**Question:** ...Tell me if you agree or disagree with the following statement....**Gambling is just another form of entertainment**, no better or no worse than going to a movie or any other entertainment that costs money.



Source: Survey by the Minneapolis *Star Tribune*, August 27-September 4, 1990.

# CONSUMER 'SPENDING' SOARS...

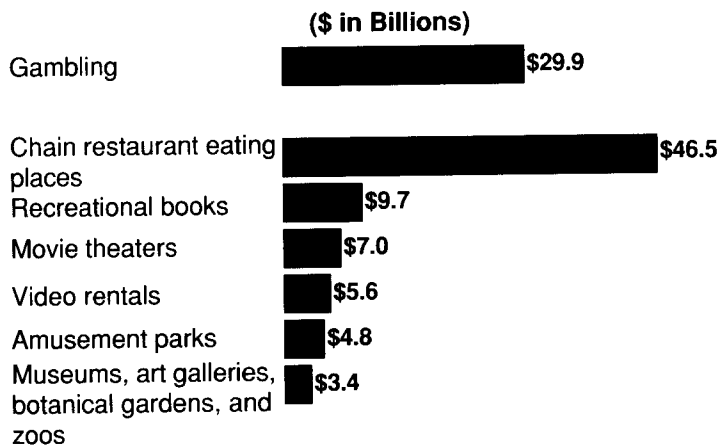
## GROSS INCOME FROM COMMERCIAL GAMBLING



**Note:** These data are what consumers ultimately expended, or lost, gambling. Handle, which is the total amount wagered, was approximately \$330 billion for 1992. In 1992, Indian reservation revenue was approximately \$1.5 billion.

**Source:** Data provided by Christiansen/Cummings Associates, Inc.

## DISTRIBUTION OF THE LEISURE DOLLAR

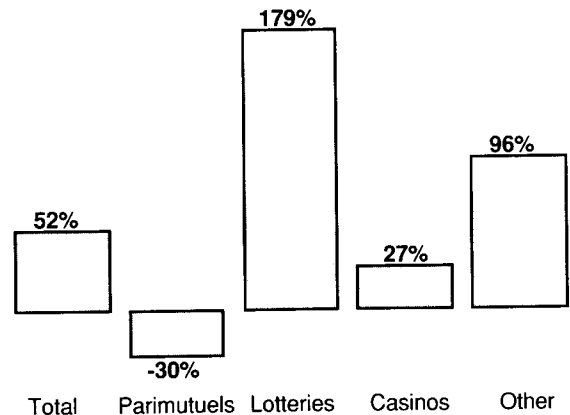


**Note:** Chain restaurant eating places consist of companies with 11 or more retail establishments. For 1992, all eating and drinking places brought in an estimated \$201.6 billion. Recreational books include adult trade and mass market paperbacks. All data are for 1991 except for gambling which are 1992.

**Source:** Gambling data provided by Christiansen/Cummings Associates, Inc.; book data provided by the Book Industry Study Group, Inc.; all other data provided by the US Bureau of the Census, Business Division.

## PERCENT CHANGE IN GAMBLING OUTLAYS 1982-92

(as a percent of personal income)



Percent of personal income:

	1982	1992	1982	1992	1982	1992	1982	1992
Total	.39%	.59%	Parimutuels	.10%	.07%	Lotteries	.08%	.23%
Casinos	.16%	.20%	Other	.05%	.09%			

**Note:** "Other" includes legal bookmaking, card rooms, bingo, charitable games, and Indian reservations. In 1982, no Indian reservation data exists.

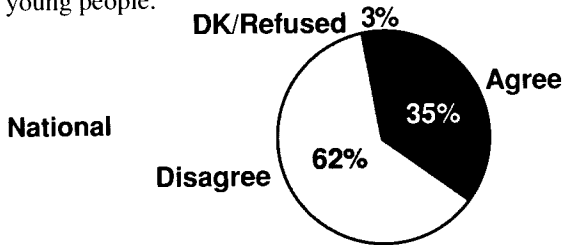
**Source:** Data provided by Christiansen/Cummings Associates, Inc.



# STATE SPONSORSHIP OF GAMBLING: Substantial Public Acceptance

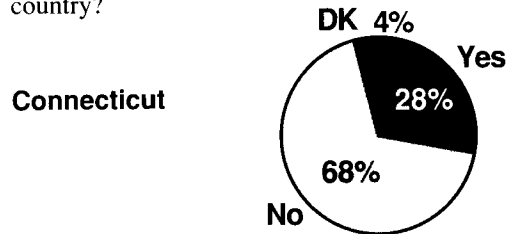
## YES TO STATE LOTTERIES

**Question:** Do you agree or disagree...? State governments should not sponsor lotteries because that sets a bad example for young people.



National

**Question:** Do you think government lotteries, like the ones we have in Connecticut—LOTTO, the daily numbers, and instant games—produce an unhealthy pro-gambling spirit in this country?

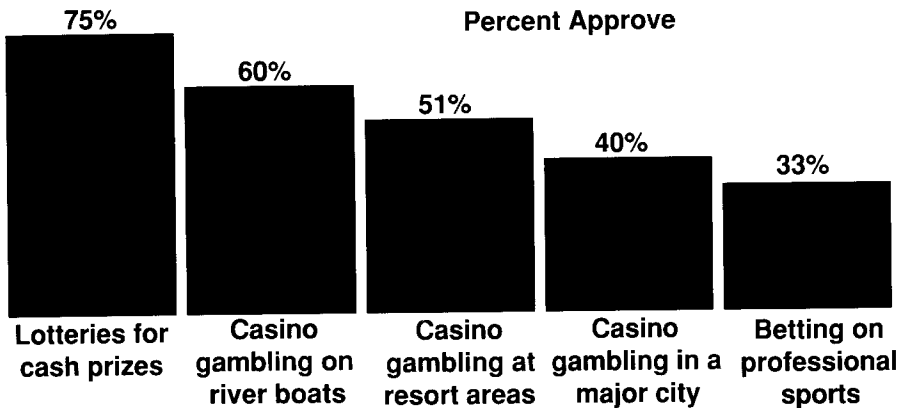


Connecticut

**Source:** Survey by the Gallup Organization for CNN/USA Today, September 13-15, 1993.

**Source:** Survey by the Institute for Social Inquiry Connecticut Poll for the *Hartford Courant*, December 7-13, 1993.

## QUESTIONS ON CASINOS; NO TO SPORTS BETTING



**Question:** 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...?

**Note:** Categories not shown, but asked about were video poker (38% approve); Casino gambling on Indian reservations (42%); and Bingo for cash prizes (72%).

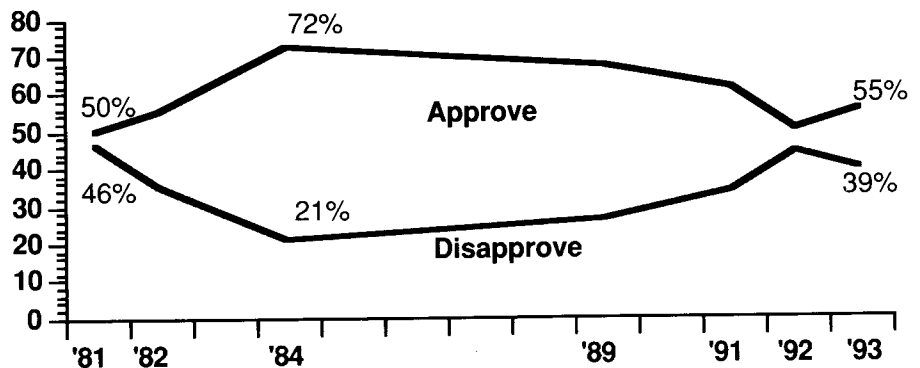
**Source:** Survey by the Gallup Organization, November 20-22, 1992.

## REACHING SATURATION?

### Connecticut Residents Now Seem Less Supportive

**Question:** In general, do you approve or disapprove of the state raising money through legalized gambling?

**Source:** Surveys by the Institute for Social Inquiry Connecticut Poll for the *Hartford Courant*, latest that of May 5-12, 1993.



# WHO GAMBLES?

	IS GAMBLING BASICALLY IMMORAL?		AMOUNT OF GAMBLING			
	Yes 35%	No 62%	No Gambling At All 40%	Casual Gambling 30%	Casual Gambling But Active Lottery 18%	Active Gambling 12%
<b>Total</b>						
<b>Gender</b>						
Men	30	67	31	30	21	18
Women	39	57	47	30	15	8
<b>Race</b>						
White	34	63	40	29	18	13
Black	35	60	35	43	15	7
<b>Age</b>						
18-29	32	64	37	37	11	15
30-44	30	68	35	32	20	12
45-59	29	65	36	26	23	15
60+	49	47	51	24	18	7
<b>Education</b>						
<HS	43	54	56	14	17	14
HS Grad	36	61	39	29	20	12
Some College	35	61	30	44	17	9
College+	24	72	37	31	17	15
<b>Income</b>						
<\$15K	42	54	58	26	7	9
\$15-30K	37	58	39	33	20	7
\$30-50K	35	63	34	28	27	11
>\$50K	28	71	29	32	18	20
<b>Region</b>						
East	32	64	38	24	21	17
Midwest	29	67	33	37	18	12
South	45	52	48	26	17	9
West	28	68	36	35	16	13
<b>Religion</b>						
Church member	40	56	42	30	17	10
Not church member	20	77	33	29	20	17
Attend church (last 7 days)	48	47	47	28	17	8
Don't attend	25	72	35	31	19	15
Born Again	53	43	50	28	16	6
Protestant	45	51	46	30	16	9
Catholic	20	77	27	29	24	20
<b>Ideology</b>						
Conservative	44	54	44	29	17	10
Moderate	29	67	36	30	22	13
Liberal	26	71	38	32	13	17

**Questions:** (1) Do you agree or disagree with the following statements?...Gambling is basically immoral? (2) Now I would like to ask you a few questions about betting. I want to reassure you that your responses will be completely confidential. In the past 12 months, have you done any of the following?...How often—just once or twice, several times, once a month or more, or once a week or more?...Bought a state lottery ticket; bet on horses or dogs; visited a casino; played cards for money, other than at a casino; bet on any sports games, or participated in an office pool on a sports event; played bingo for money; done any other kind of gambling.

**Note:** Active gambling is defined as those who "bet on horses or dogs," "visited a casino" or "done any other kind of gambling" more than once a month. Casual gambling, but active lottery is defined as those people who "bought a state lottery ticket" more than once a month. Casual gambling is defined as those who "play cards for money, other than at a casino," "participated in office pool," "played bingo for money" at all, or did any other form of gambling less than several times in the past year.

**Source:** Survey by the Gallup Organization for CNN/USA Today, September 13-15, 1993.