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**OMAHA AREA GAMBLING SURVEY
DECEMBER 1995**

**PRELIMINARY FINDINGS FOR THE DOUGLAS
COUNTY SAMPLE**

January 25, 1996

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Purpose

The purpose of the 1995 survey was to establish baseline information on area residents' attitudes toward and participation in gambling. Our intention is to conduct at least one follow-up survey to measure changes in attitudes and gambling participation among area residents. To facilitate the establishment of a "panel" for future surveys, participants were asked if they would be willing to be interviewed again.

Sample and Error

A systematic random sample was drawn from residential telephone listings in Douglas and Sarpy Counties in Nebraska and Pottawattamie County in Iowa. Interviewing was done by trained interviewers at an Omaha survey research company. Interviewers were instructed to screen persons answering the phone for the adult in the household with the next birthday. If that person was not available, a time to call back was established. When necessary, three call backs were made before calling another sampled listing.

Altogether, a total of 396 useable interviews were completed in the three county area. The margin of error for the sample is a maximum of +/- 4.9 % at the 95 percent level of confidence. For the Douglas County sample, the maximum error is +/- 5.8 % at the 95 percent level of confidence.

Interview completions in each county were designed to be proportionate to each county's proportion of the area's population. Interview totals for each of the counties are listed below:

- Douglas County - 286 interviews
- Sarpy County - 58 interviews
- Pottawattamie County - 52 interviews

Interviews

Questions in the interview focused on attitudes toward gambling and its impacts in the community, the respondent's gambling behavior in 1995, and opinions about the expansion of gambling at Aksarben (Douglas County respondents only) and statewide (Douglas and Sarpy County respondents only).

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Dr. Vince Webb, Department of Criminal Justice, 554-2610

**OMAHA AREA GAMBLING SURVEY
DECEMBER 1995**

PRELIMINARY FINDINGS ON GAMBLING BEHAVIOR: DOUGLAS COUNTY

- **What proportion of the adult population in Douglas County gambles; is gambling more prevalent within certain population segments?**
 - Approximately 2 out of 3 adults said they played some game for money (or prizes) or bet money on the outcome of an event during 1995
 - The only demographic factor that significantly discriminates between gamblers and non-gamblers in Douglas County is age, with adults under age 34 having a gambler/non-gambler ratio of 2:1. For persons aged 65 and older the ratio is 1:1.

- **Which gambling activities have the highest participation rates?**
 - Participation is highest for casinos and lottery tickets; pickle cards and keno follow.
 - Playing the lottery and betting on dog and horse racing have the highest proportions of “frequent” gamblers.

- **What can we say about spending on gambling?**
 - The average total spent in 1995 on all gambling by Douglas County residents was \$953.
 - Average total spending was \$507 for casino gambling; \$269 for dog racing, and \$237 for horse racing.
 - Among casino gamblers, casino betting was \$270 for “occasional” casino gamblers and \$1,731 for “frequent” casino gamblers.
 - For all Douglas County respondents, frequent casino gamblers spent an average of \$4,252 on all gambling in 1995, while occasional casino gamblers spent a total of \$564 and non-casino gamblers spent a total of \$145 on all gambling in 1995.

- **Are there any factors which help explain total spending on gambling?**
 - No demographic factors are important in explaining total spending on gambling in 1995.
 - The one factor that explains the largest proportion of the variance in total gambling spending is frequency of casino gambling. This one factor accounts for 22.4% of the variance in gambling spending. When the variable “presence of children aged 6-18” is added to the model, explanatory power increases to 26.5%.
 - “Frequent” casino playing does not appear to be related to any of the demographic factors identified through the survey.

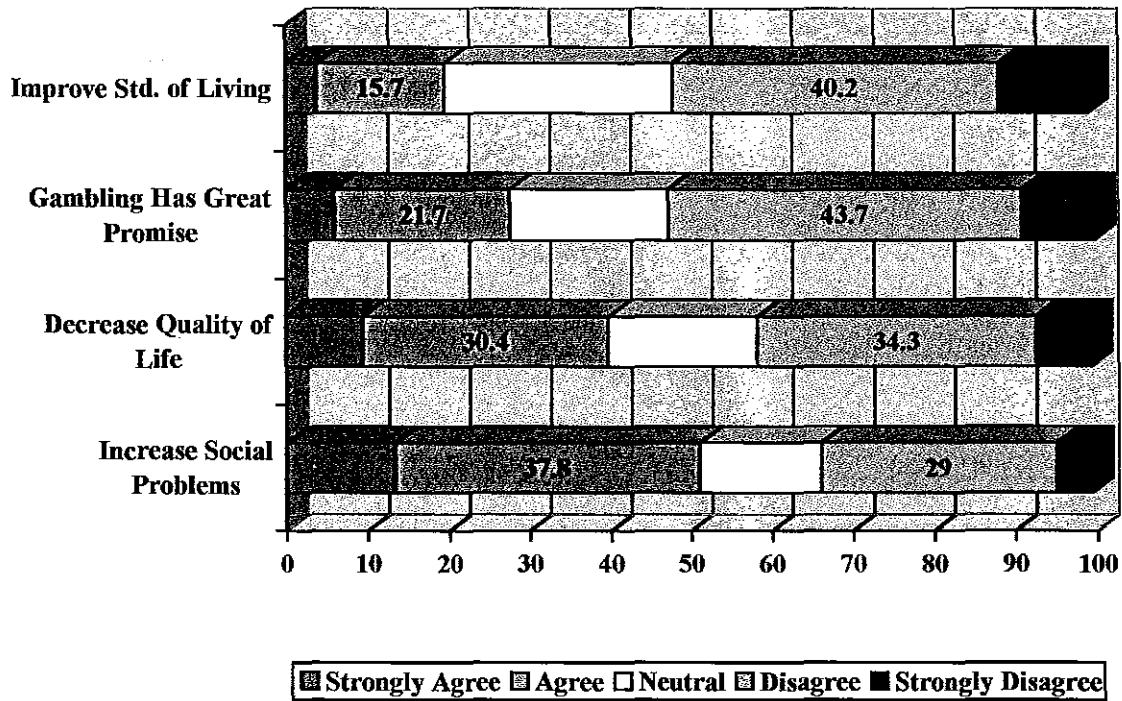
**OMAHA AREA GAMBLING SURVEY
DECEMBER 1995**

CHARTS AND GRAPHS FOLLOW

**OMAHA AREA GAMBLING SURVEY
DECEMBER 1995**

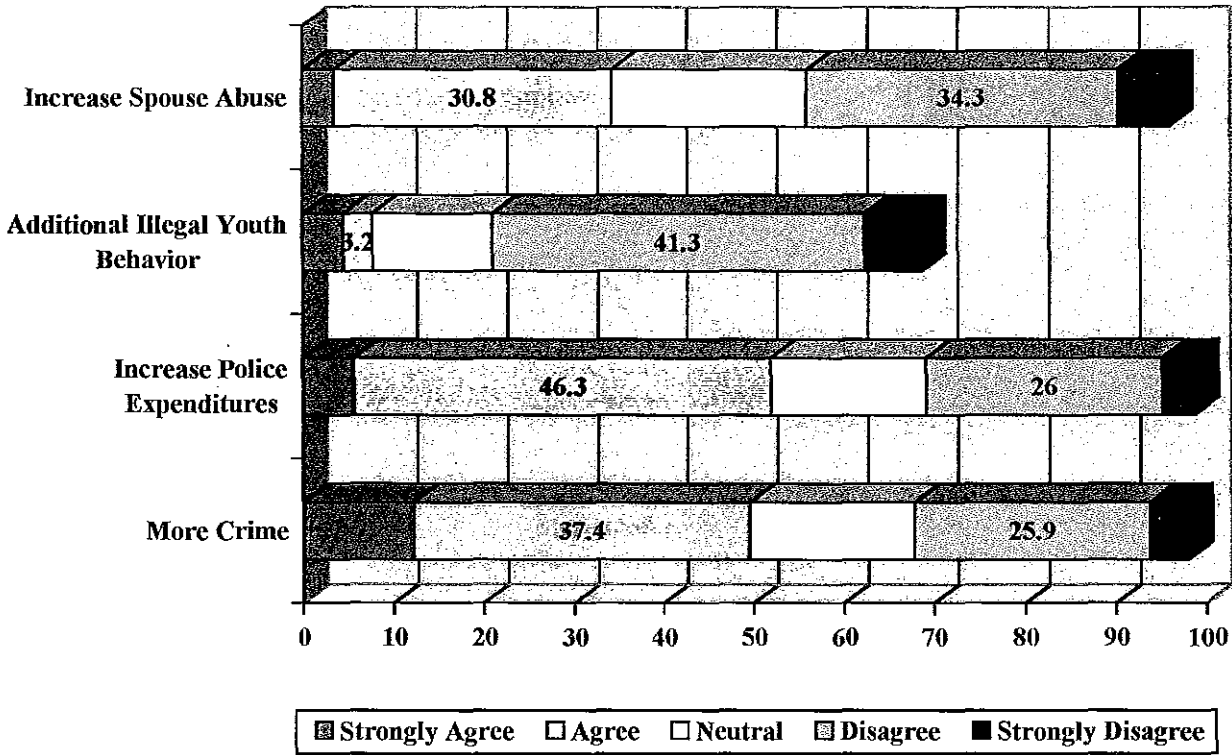
ATTITUDES TOWARD GAMBLING AND ITS IMPACTS

Fig. 1 Opinions About Gambling and Social Impacts: Douglas County Sample



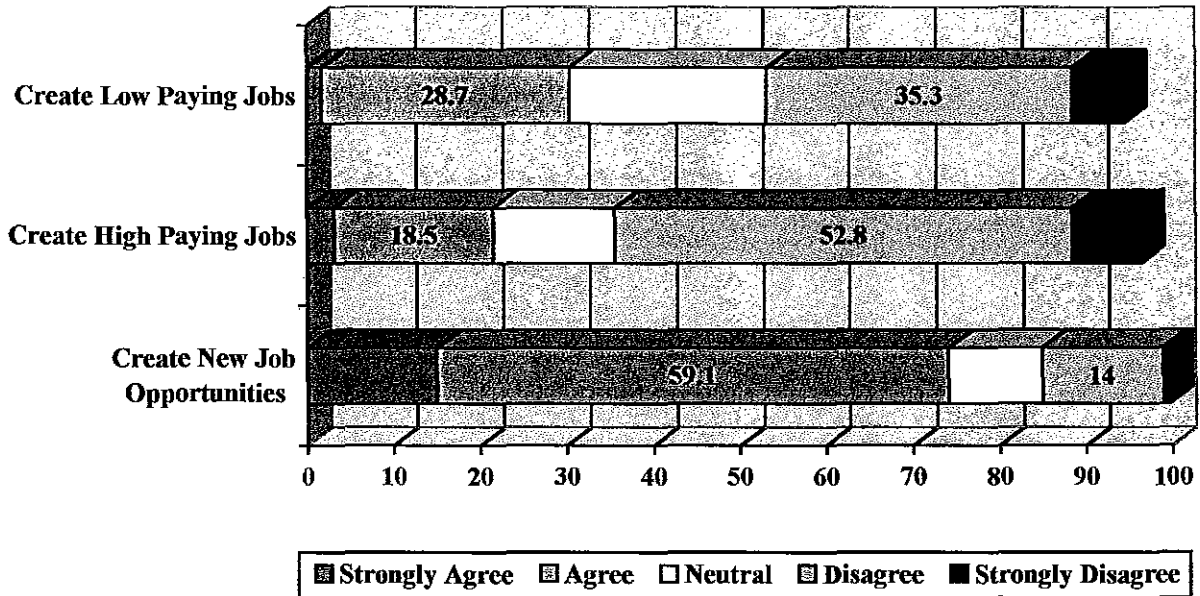
- Douglas County respondents are most likely to say that gambling will increase social problems or decrease the area's quality of life.

Fig. 2 Opinions About Gambling and Crime: Douglas County Sample



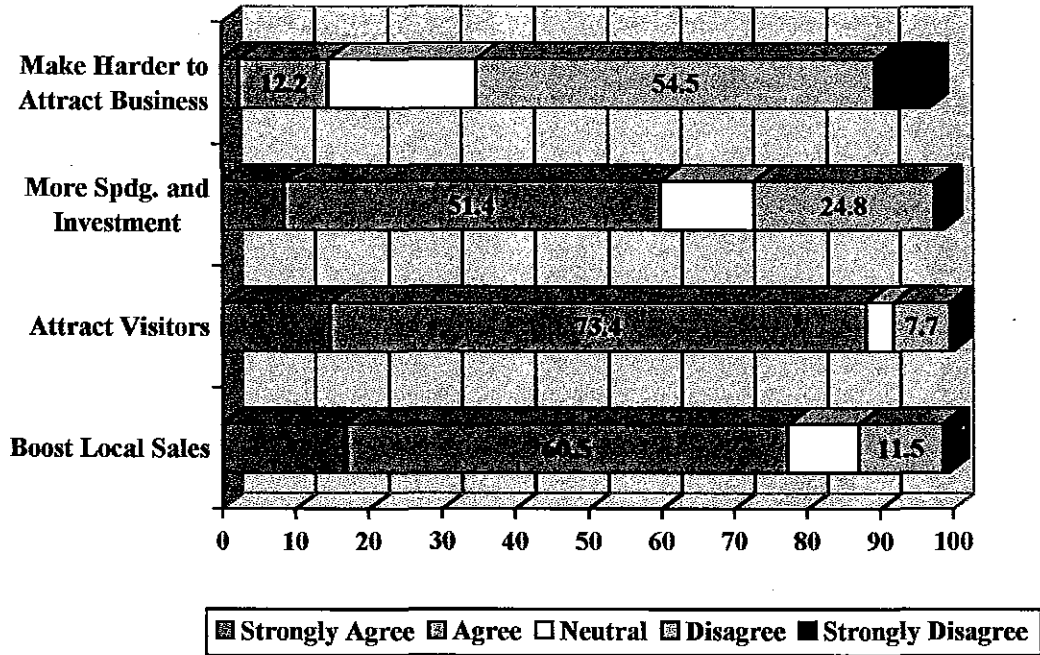
- Five out of ten Douglas County respondents feel that gambling will lead to more crime and increased police expenditures.
- Respondents are split on whether gambling will result in more spouse abuse.
- Approximately four out of ten adults disagreed with the statement, “gambling will produce additional opportunities for local area youth to engage in illegal behavior”. One-third of the Douglas County residents responded “don’t know” to this statement.

Fig. 3 Opinions About Gambling and Jobs: Douglas County Sample



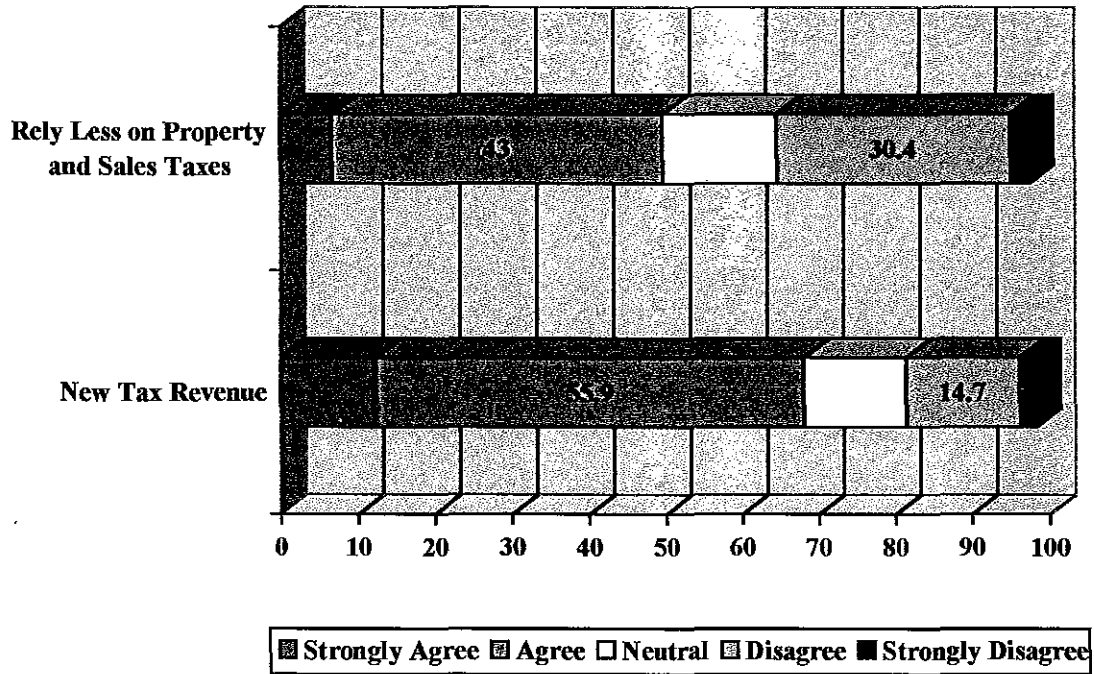
- **Just over 70 percent of Douglas County respondents think that gambling will result in the creation of new jobs in the Omaha area.**
- **Based upon responses, it is probably safest to say that most residents are unsure about the types of jobs produced by gambling. For example, more residents disagreed than agreed with a statement that gambling will produce only low paying jobs. On the other hand, they were even more likely to disagree with the statement, “gambling will produce a significant number of high paying job opportunities for area residents.”**

**Fig. 4 Opinions About Gambling and Business Development:
Douglas County Sample**



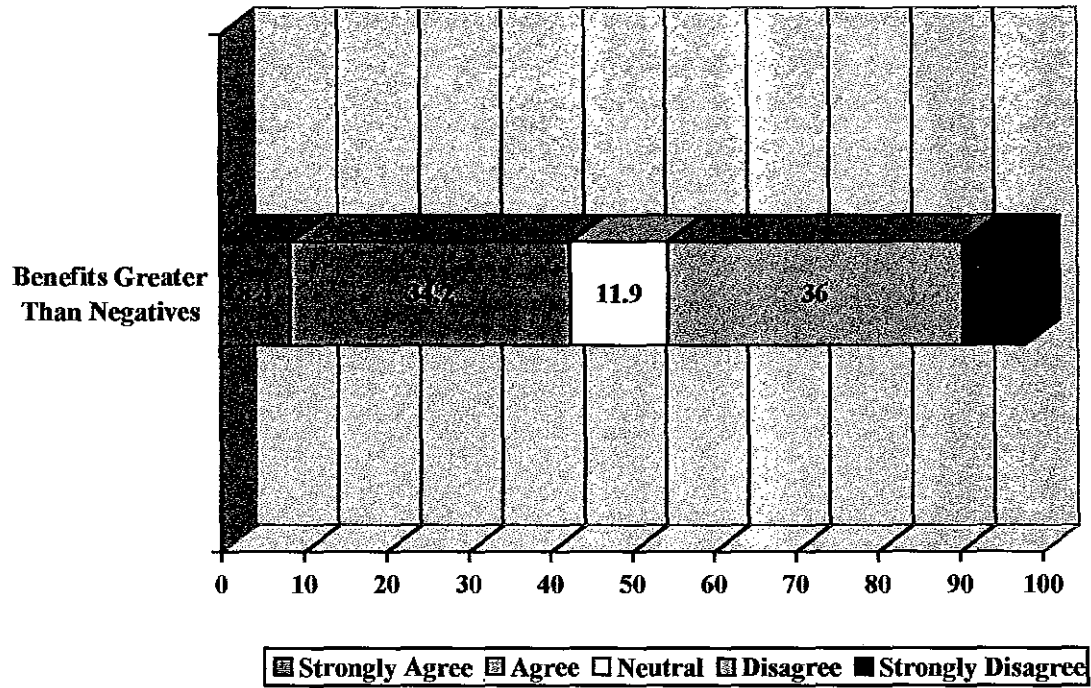
- Douglas County residents generally feel that gambling will have a positive effect on business development in the Omaha area, particularly by increasing sales for local hotels, restaurants and the entertainment industry, and by attracting visitors from outside the area.
- Most respondents do not think that gambling will make it harder to attract other businesses or industry to the Omaha area.

Fig. 5 Opinions About Gambling and Taxes: Douglas County Sample



- **Almost 70 percent of Douglas County residents agree that gambling will produce an important new source of tax revenue and 50 percent say gambling will make it possible to rely less on property and sales taxes for local government.**

Fig. 6 Overall Opinion about Gambling: Douglas County Sample

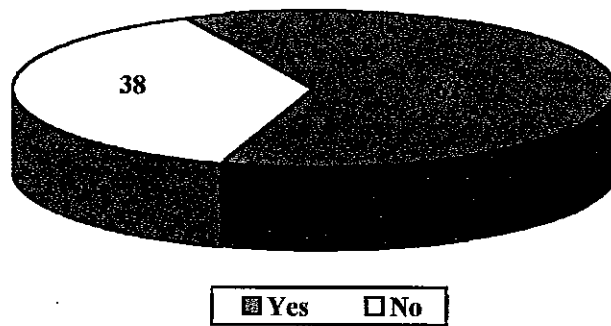


- Douglas County residents are equally divided over the question of whether the benefits will outweigh the negative impacts of gambling.

**OMAHA AREA GAMBLING SURVEY
DECEMBER 1995**

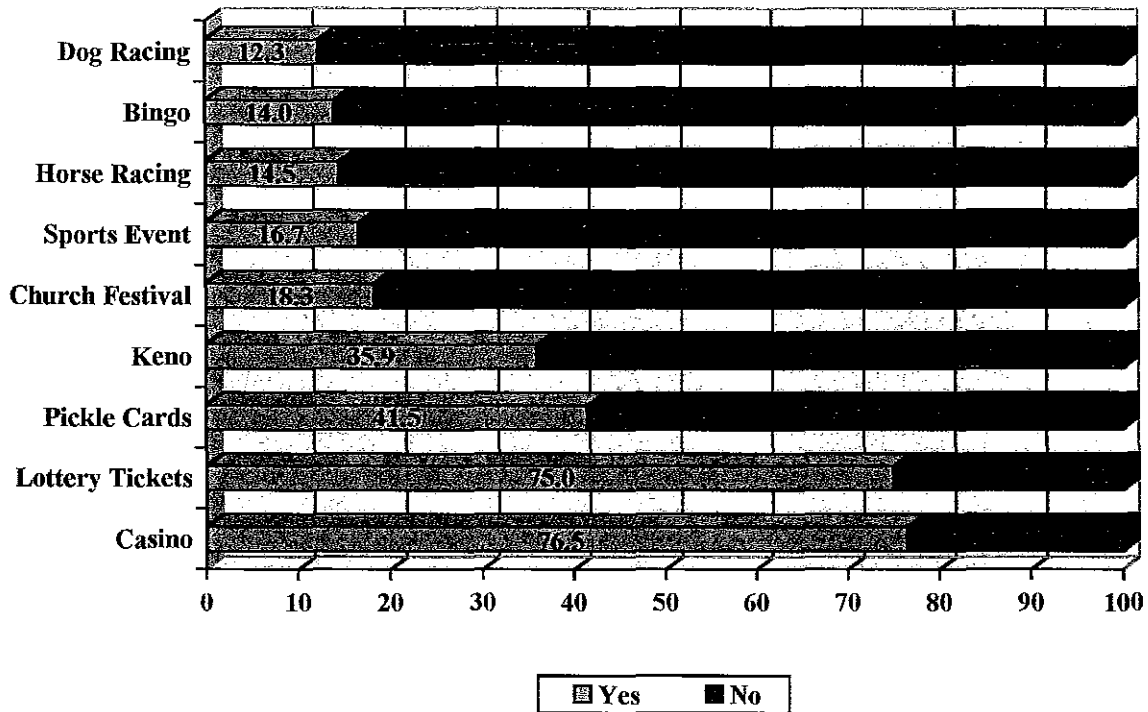
GAMBLING BEHAVIOR

Fig. 7 Pct. of Respondents Playing Any Game or Betting Money in 1995: Douglas County Sample



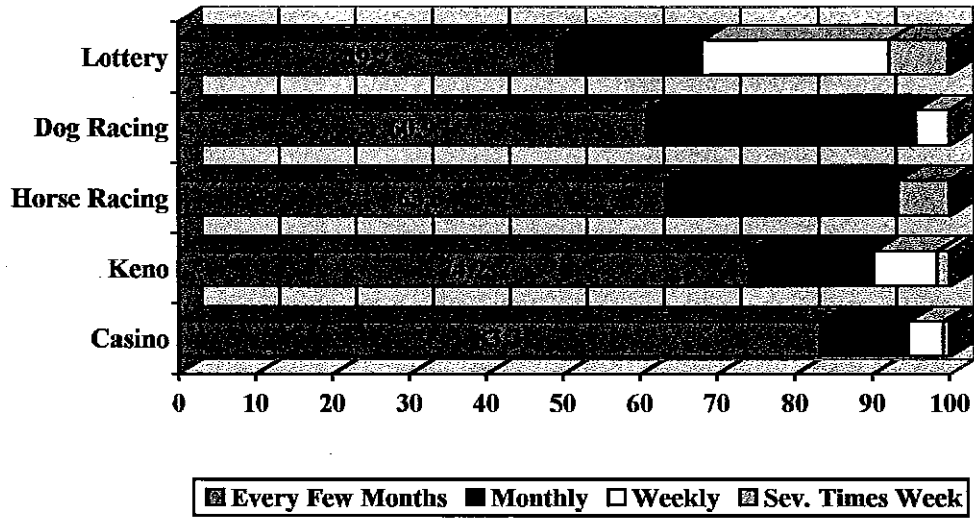
- **Just over six out of ten Douglas County residents said “Yes” to the question, “have you played any game for money (or prizes) or bet money on the outcome of any event during 1995?”**

**Fig. 8 1995 Participation in Betting, Wagering and Gambling by Activity:
Douglas County Sample**



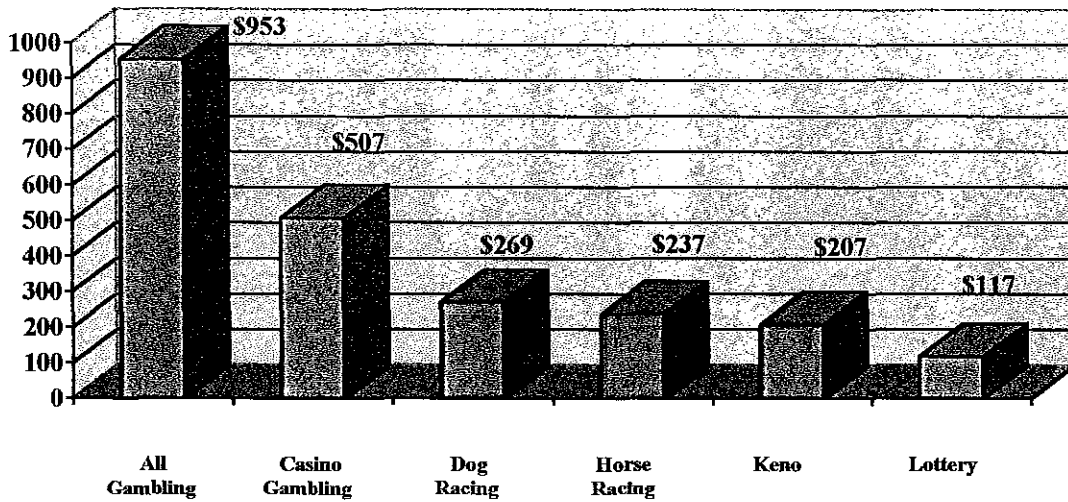
- Douglas County respondents who played a game for money (or prizes) or bet money during 1995, were more likely to say they played games or bet money at a casino, or purchased lottery tickets, than any other activity.

**Fig. 9 Frequency of Participation in Selected Types of Gambling:
Douglas County Sample**



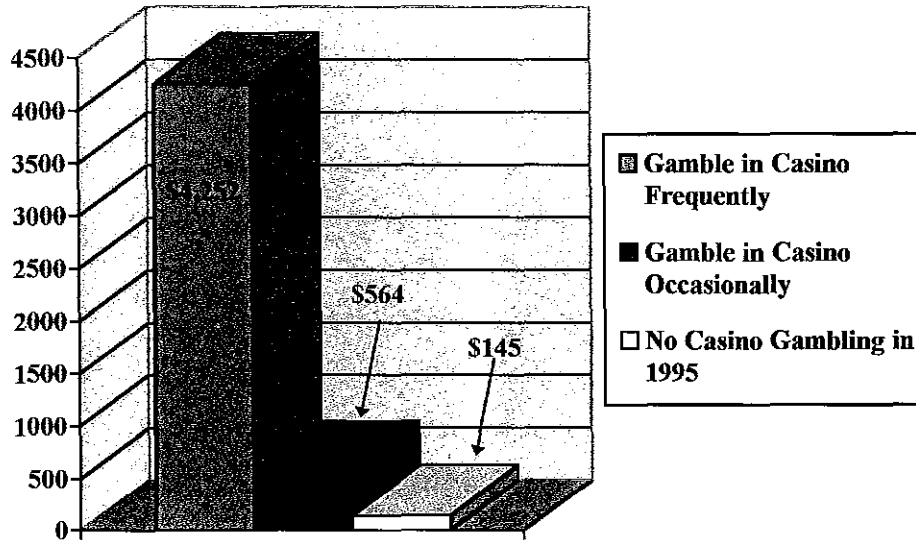
- The purchase of lottery tickets is more likely to be done on a frequent basis (weekly or more often) than is the case for the other forms of gambling.

Fig. 10 Average Spending on Selected Types of Gambling During 1995: Douglas County Sample



- Douglas County residents spent an average of \$953 on nine forms of gambling covered in the survey.
- Average total spending was highest for casino gambling, with dog racing, horse racing and keno following.

Fig. 11 Average Spending for All Gambling During 1995 for Casino and Non-Casino Gamblers: Douglas County Sample

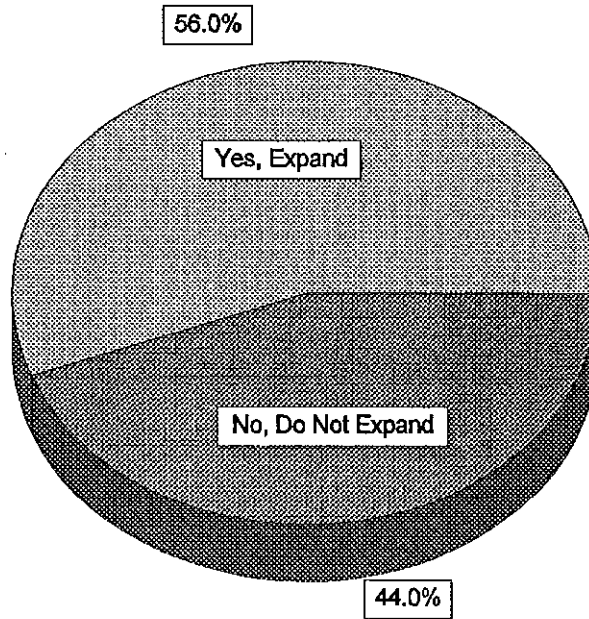


- Among Douglas County residents who played any game for money (or prizes) or bet money during 1995, frequent casino gamblers spent almost 30 times more money on all gambling than residents who said they had gambled in 1995, but not in a casino.

**OMAHA AREA GAMBLING SURVEY
DECEMBER 1995**

**OPINIONS ABOUT EXPANDED GAMBLING AT AKSARBEN
AND STATEWIDE**

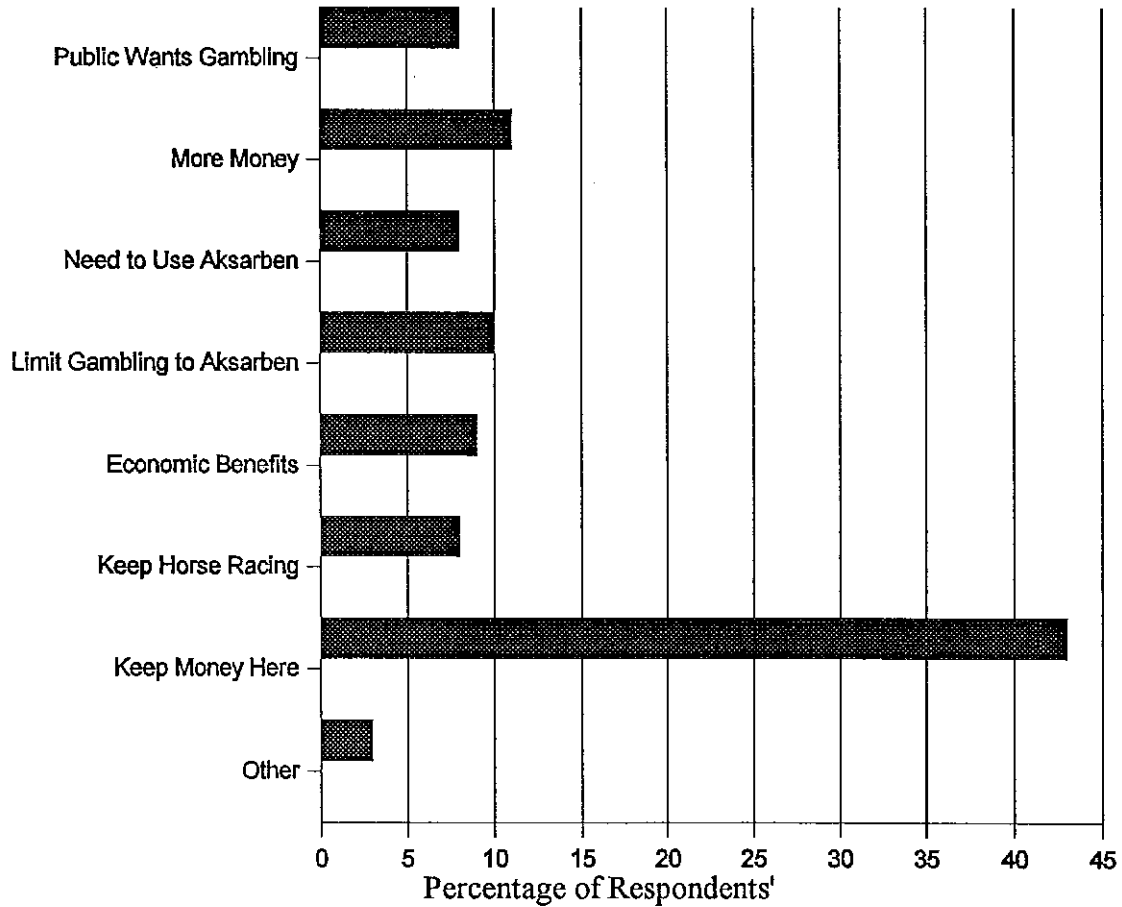
Fig. 12 Should Gambling at Aksarben be Expanded?
Views of Douglas County Residents



Fifty-six percent of Douglas County residents support expanded gambling at Aksarben.

Fig.13 Why Expand Gambling to Aksarben?

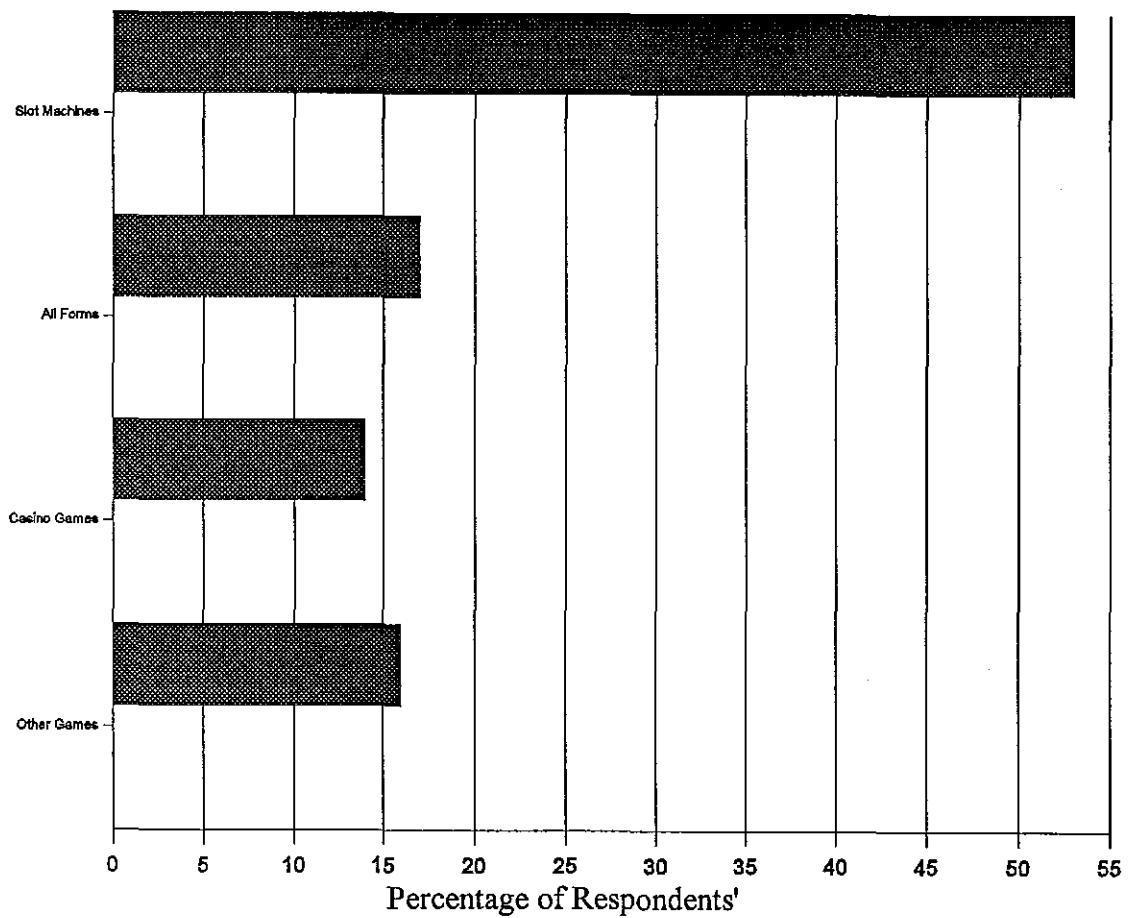
Views of Douglas County Residents*



Keeping money in Douglas County is the reason most frequently given for expanding gambling at Aksarben.

*Respondents' are limited to those who do support expanded gambling at Aksarben.

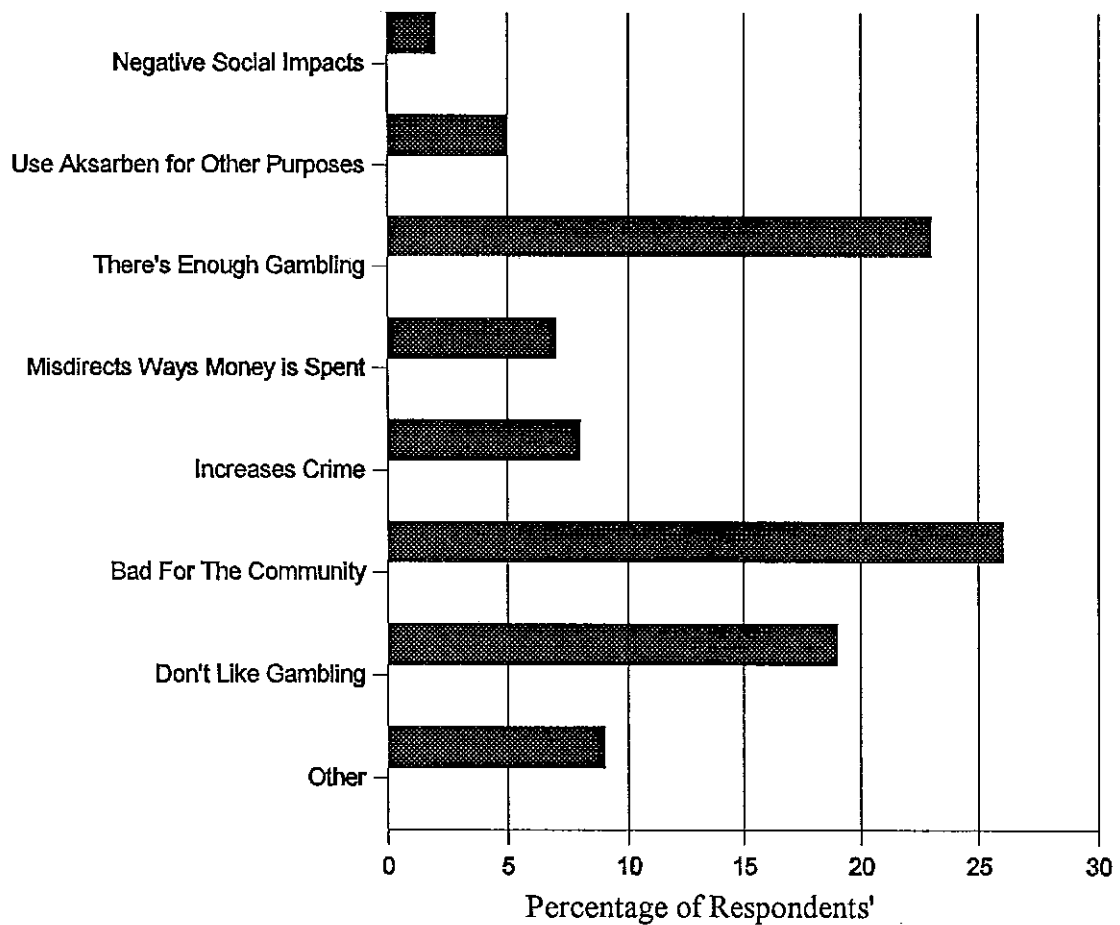
Fig.14 What Forms of Gambling at Aksarben?
Views of Douglas County Residents*



The most preferred form of expanded gambling at Aksarben is slot machines.

*Respondents' are limited to those who do support expanded gambling at Aksarben.

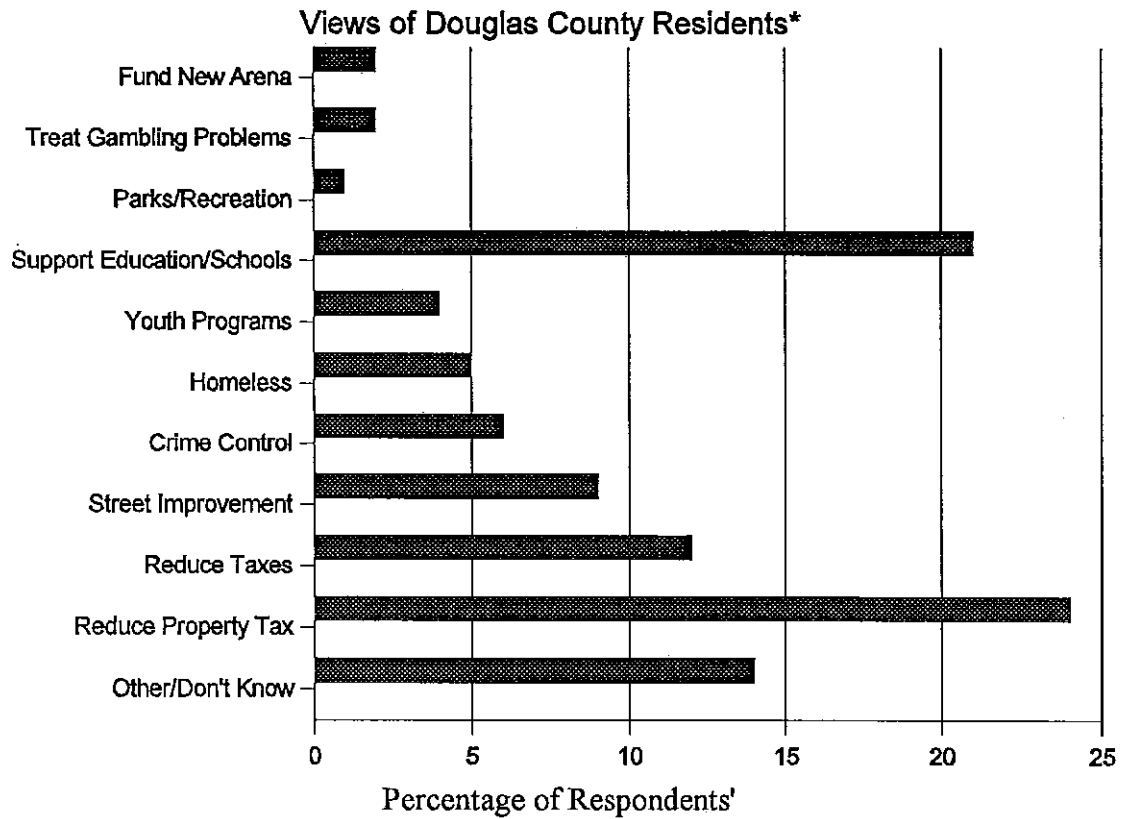
Fig. 15 Why Not Expand Gambling at Aksarben?
Views of Douglas County Residents*



Bad for the Community is the most frequently stated reason for opposing expanded gambling at Aksarben.

*Respondents' are limited to those who don't support expanded gambling at Aksarben

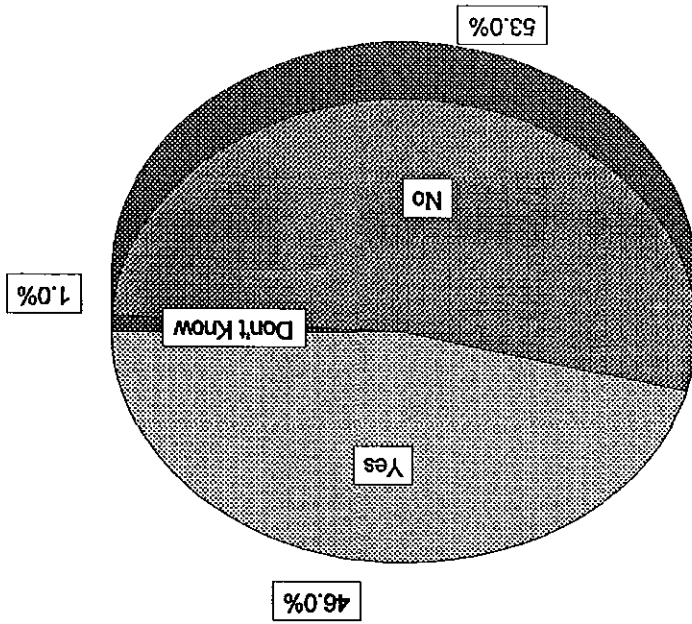
Fig.16 How to Use the Aksarben Money?



The most frequently stated use for expanded gambling revenue from Aksarben is to reduce property taxes.

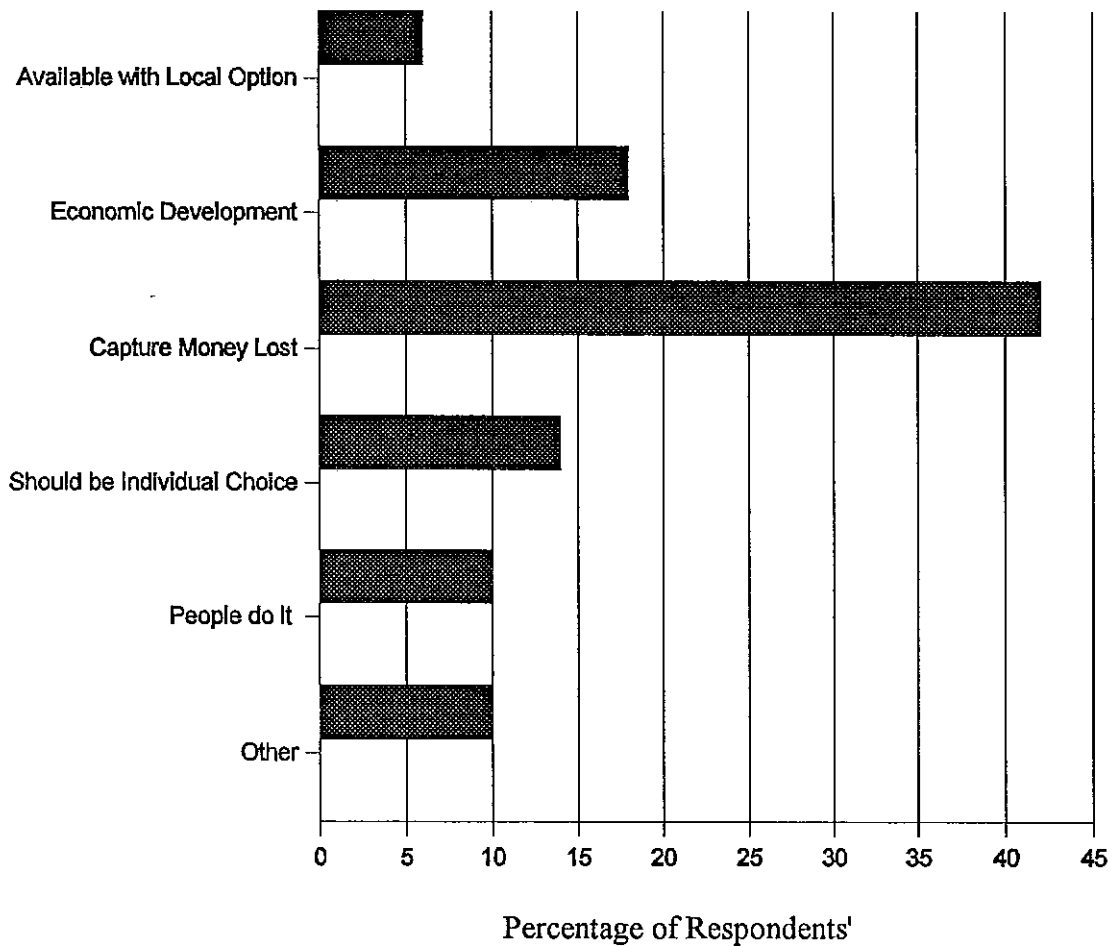
*Asked of all Douglas County respondents.

Fig. 17 Should Gambling be Expanded Statewide?
Views of Douglas County Residents



Fifty-three percent of Douglas County residents are opposed to expanded gambling statewide.

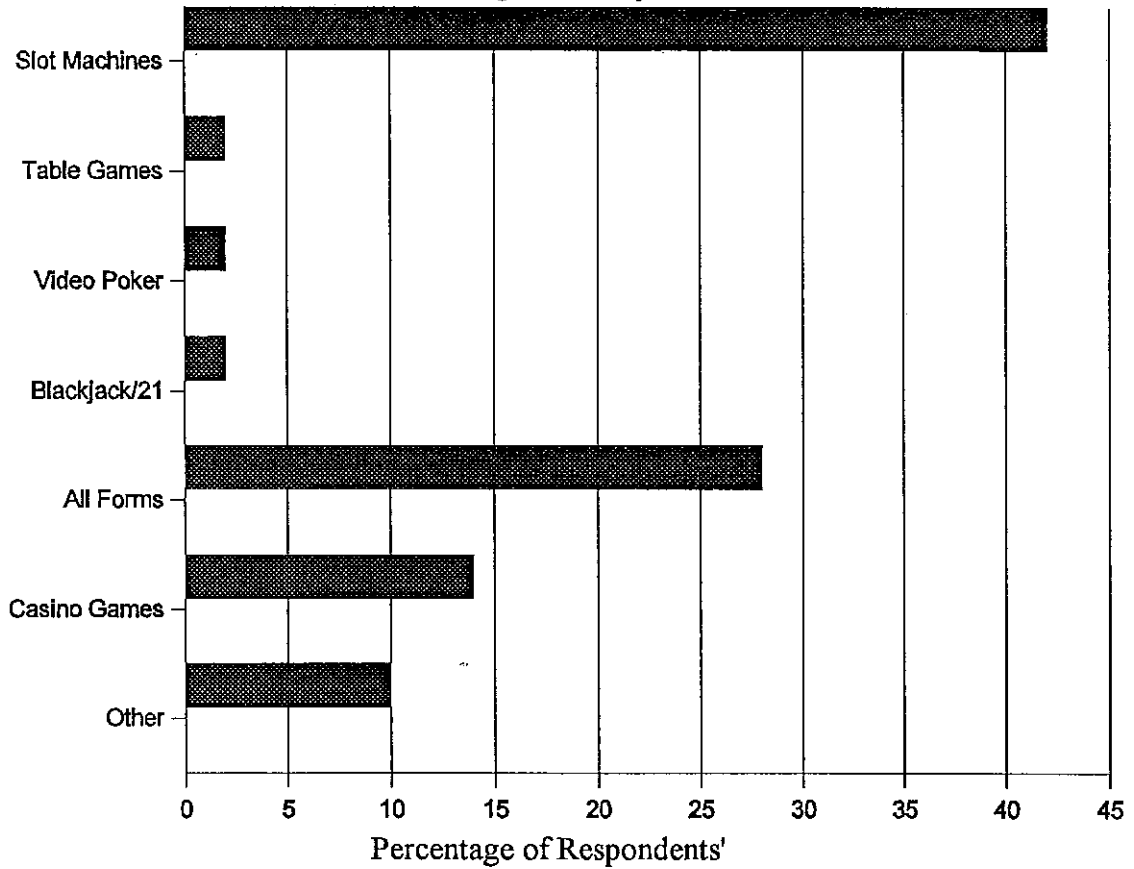
Fig.18 Why Expand Gambling Statewide?
Views of Douglas County Residents*



The most frequently stated reason for expanding gambling Statewide is to capture money lost outside the state.

*Respondents' are limited to those who do support expanded gambling Statewide.

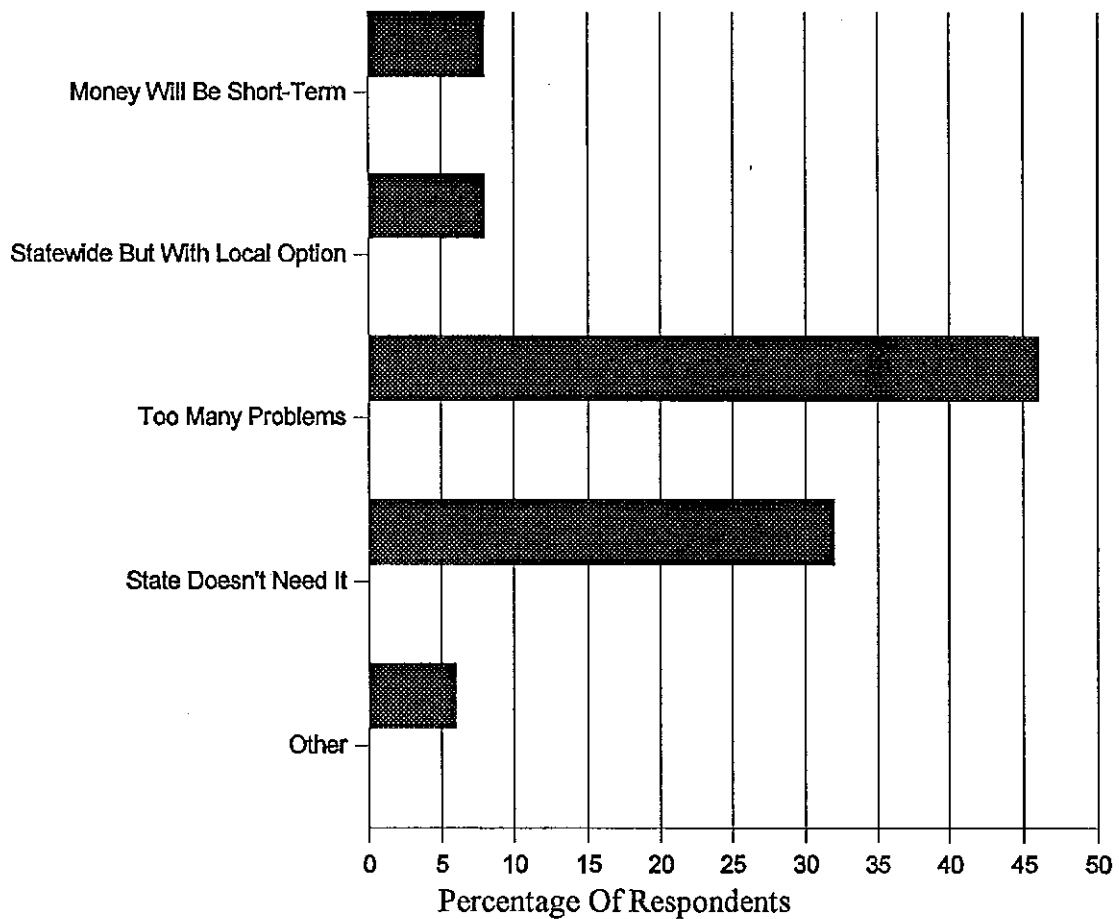
Fig. 19 What Forms Of Statewide Gambling?
Views of Douglas County Residents*



The most preferred form of expanded Statewide gambling is slot machines.

*Respondents' are limited to those who do support expanded gambling statewide.

Fig.20 Why Not Expand Gambling Statewide?
Views of Douglas County Residents*



The reason most frequently given for opposing Statewide expanded gambling is that it results in too many problems.

*Respondents' are limited to those who don't support expanded gambling Statewide.

GAMBLING SURVEY

OMAHA AREA GAMBLING SURVEY

Put Label Here

DECEMBER 1995

Good evening, my name is _____ and I am calling from Midwest Survey Research in Omaha. Today/tonight we are conducting a survey for the UNO Center for Public Affairs Research and Department of Criminal Justice on area resident's attitudes and participation in gambling. Would you have a few minutes to help in the completion of this survey?

YES → Continue with survey

NO → Tally and keep record

Screening Question: According to our research strategy, I need to speak with the adult in the household with the next birthday. Would you be that person?

YES → Continue with survey

NO → Ask to speak to that person and introduce survey again.....If respondent not available, ask when convenient to call back and record.

1. First, I'd like to ask your views about the impact of legalized gambling on the Omaha metropolitan area. Please indicate whether you strongly agree (1), agree (2), feel neutral (3), disagree (4), or strongly disagree (5) with each of the following statements I am going to read to you....

	<u>SA</u>	<u>A</u>	<u>N</u>	<u>D</u>	<u>SD</u>	<u>DK</u>
a. Gambling will result in the creation of new job opportunities for many residents throughout the area.....	1	2	3	4	5	9
b. Gambling will improve the standard of living for residents in the Omaha area.....	1	2	3	4	5	9
c. Gambling will boost sales for existing local hotels, restaurants and the entertainment industry....	1	2	3	4	5	9
d. Gambling will decrease the quality of life in the Omaha area.....	1	2	3	4	5	9
e. Gambling will produce a significant number of high paying job opportunities for area residents.....	1	2	3	4	5	9
f. Gambling will result in more crime in the Omaha area.....	1	2	3	4	5	9
g. Gambling will lead to social problems such as increased poverty, alcohol and drug abuse and homelessness.....	1	2	3	4	5	9
h. Gambling will attract more spending and investment in the Omaha area.....	1	2	3	4	5	9
i. I feel all gambling should be illegal.....	1	2	3	4	5	9
j. Gambling will produce an important new source of tax revenue.....	1	2	3	4	5	9