

Who are our best prevention targets?

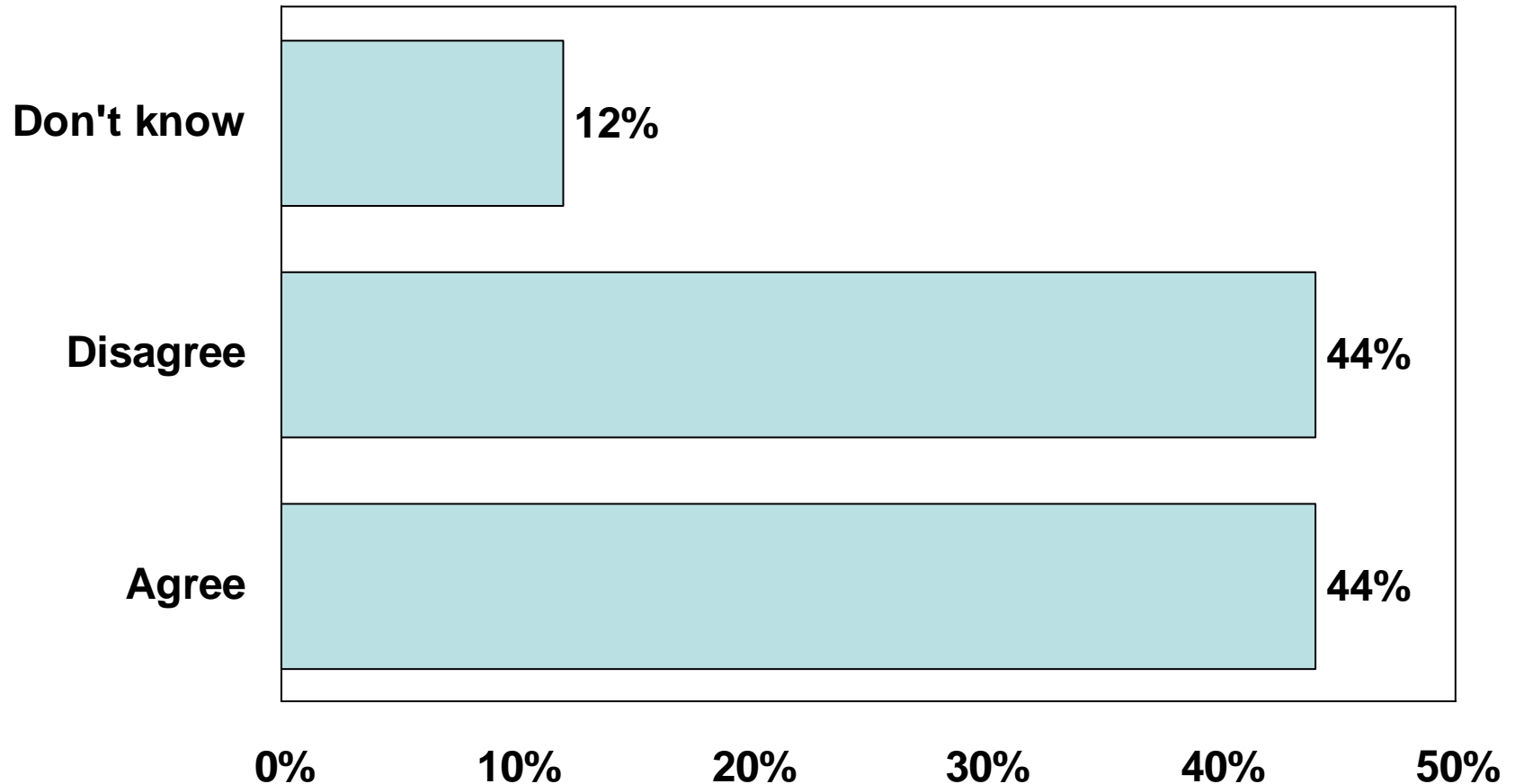
Don Feeney
Research and Planning Director
Minnesota State Lottery

April 18, 2005

Premise

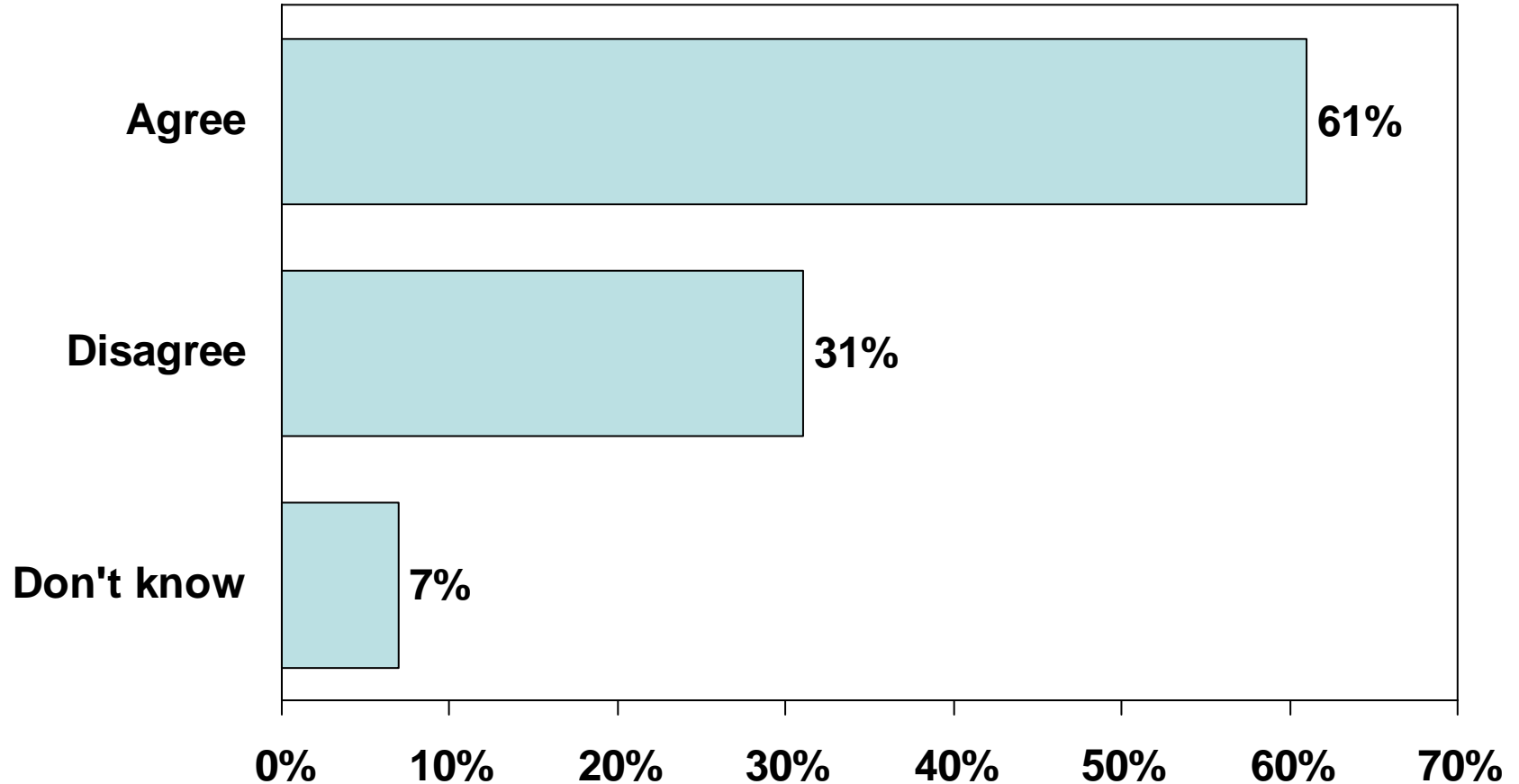
- The public does not understand problem gambling.

“I believe the main cause of compulsive gambling is moral weakness.”



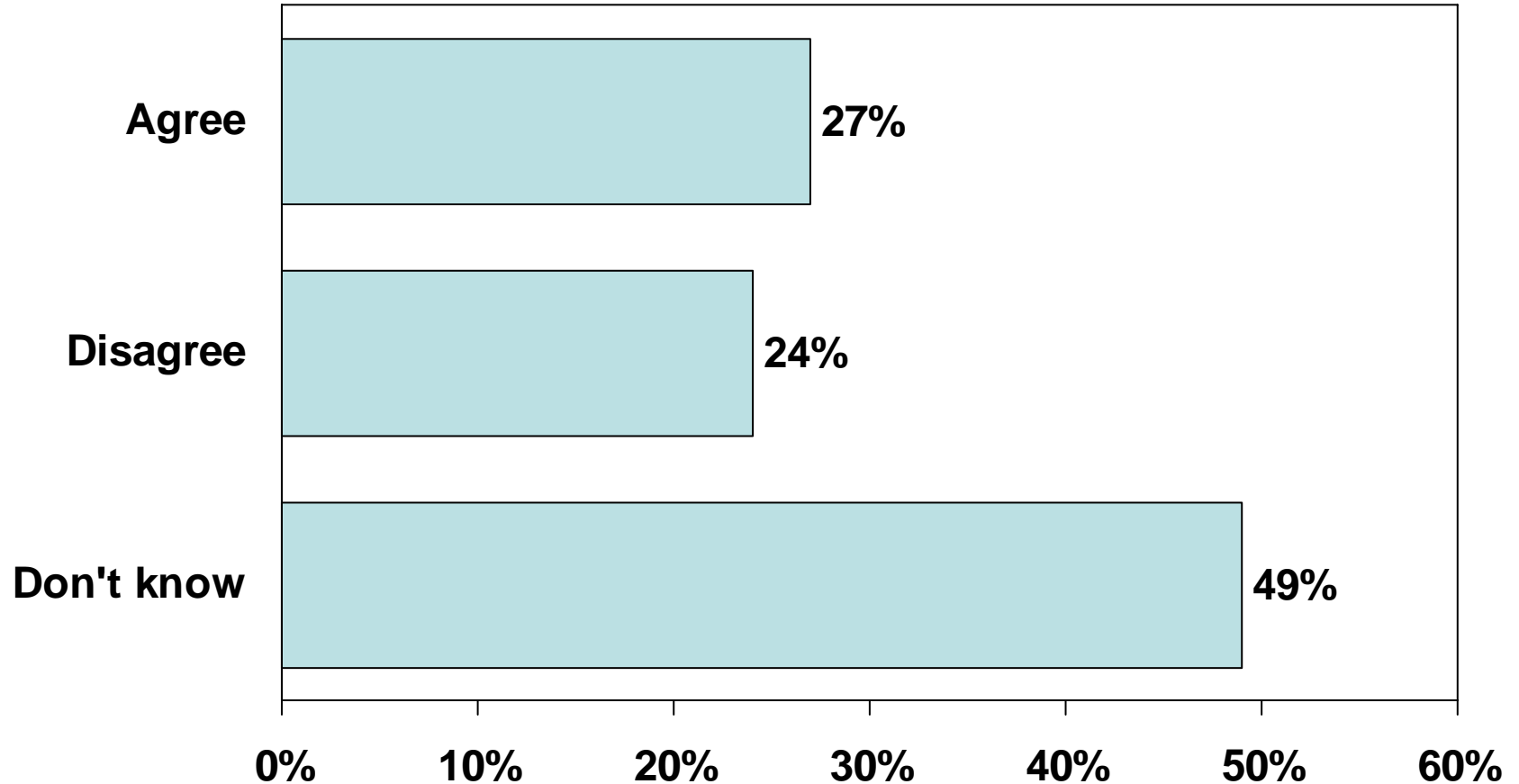
June 2004 sample of 800
Minnesota adults

“Controlling problem gambling is mostly a matter of willpower”



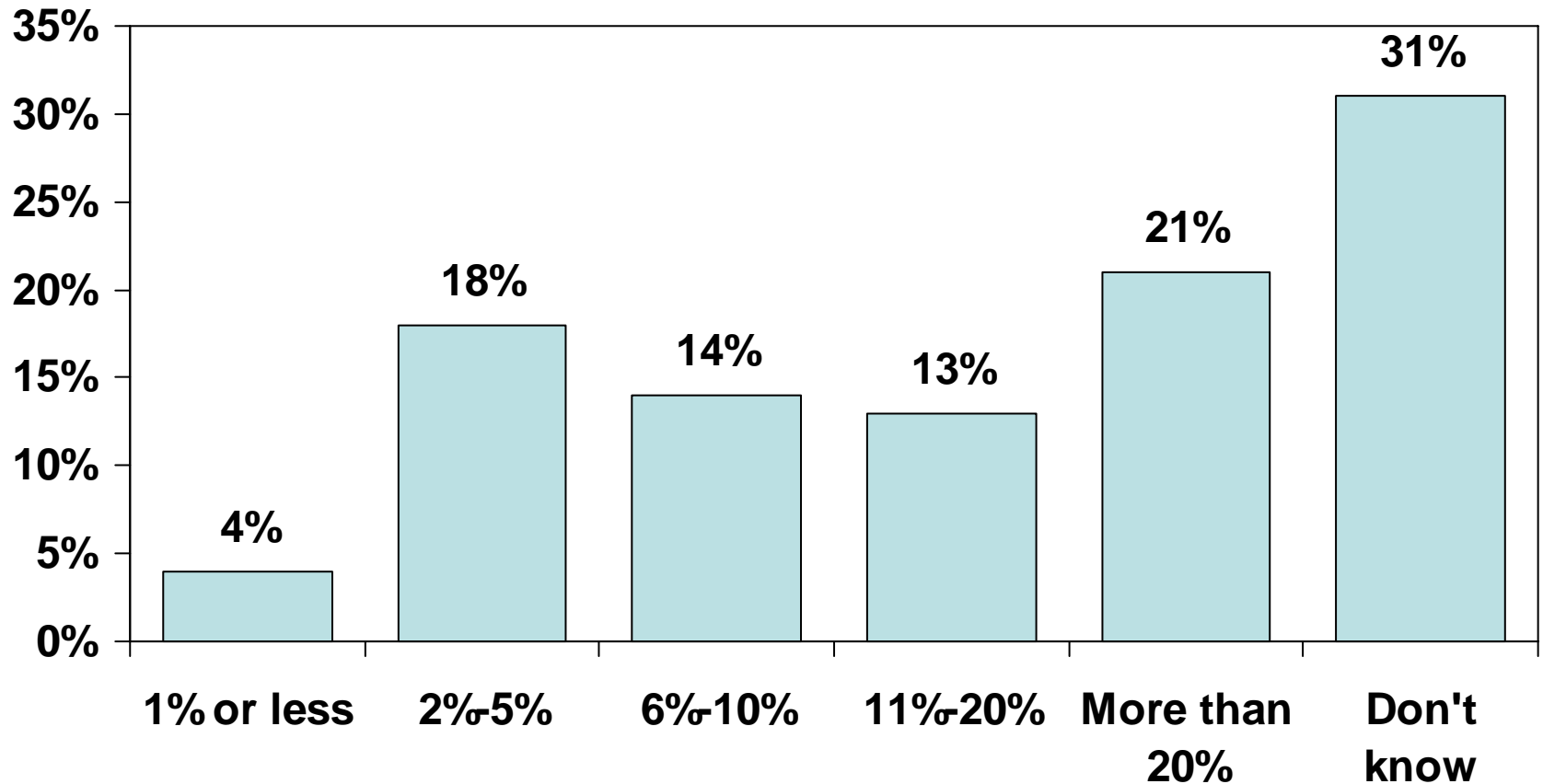
April 2003 survey of
2000 Minnesota adults

“Treatment for problem gambling is often successful.”



April 2004 survey of
2000 Minnesota adults

“What percentage of Minnesota adults have a gambling addiction?”



April 2004 survey of
2000 Minnesota adults

Premise

- We've done a poor job of correcting these misunderstandings

Key questions

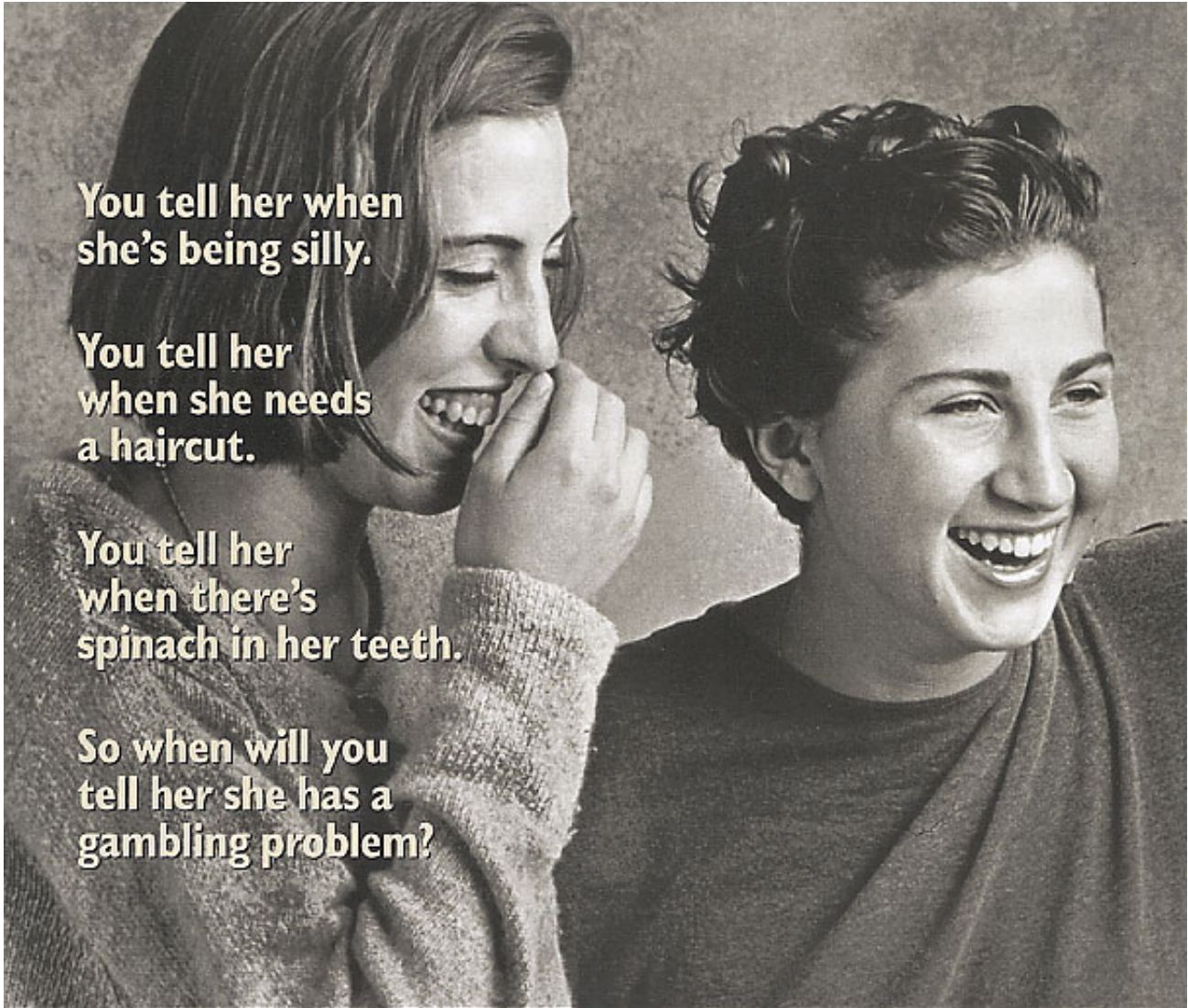
- Who is your target?
- What is your message?

Theme of television advertising

- Factual narration – 31
- Problem gambler – 7
- Recovering gambler – 6
- Humor – 6
- Vignette – 6
- Family - 3

Key questions

- Who is your target?
- What is your message?
 - Is there a call to action?
- Who is delivering your message?
- What are you promising?
- Can you deliver what you promised?



**You tell her when
she's being silly.**

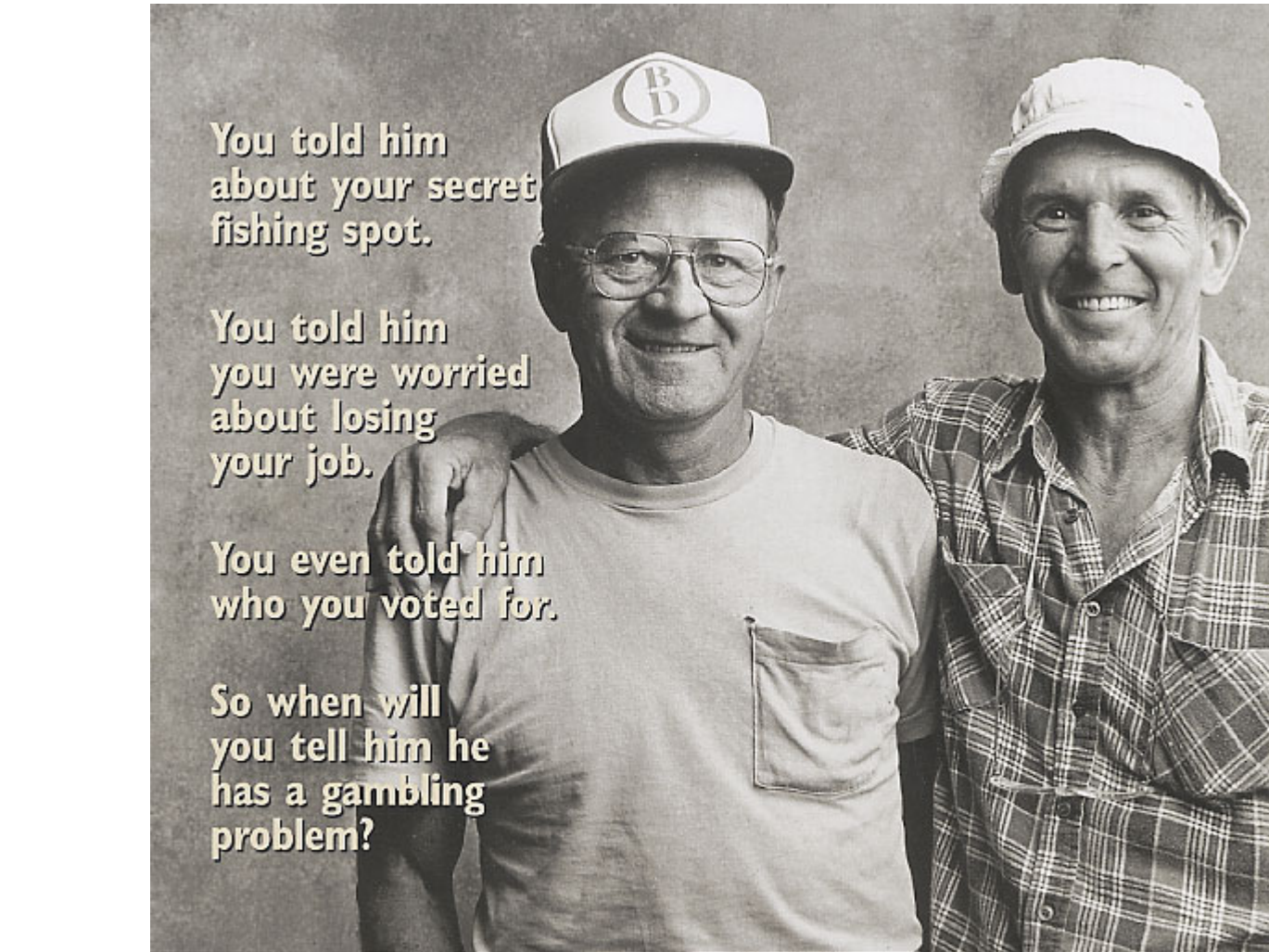
**You tell her
when she needs
a haircut.**

**You tell her
when there's
spinach in her teeth.**

**So when will you
tell her she has a
gambling problem?**

When it stops being a game...it's time for straight talk.

The Vermont Lottery Commission • Vermont Council on Problem Gambling, Inc. **1-800-522-4700**



**You told him
about your secret
fishing spot.**

**You told him
you were worried
about losing
your job.**

**You even told him
who you voted for.**

**So when will
you tell him he
has a gambling
problem?**

When it stops being a game...it's time for straight talk.

The Vermont Lottery Commission • Vermont Council on Problem Gambling, Inc. **1-800-522-4700**

Thank you!

donf@mnlottery.com

651-635-8239