@AnneHSalonen

# GAMBLING HARMS SURVEY 2016–2017

Gambling participation, gambling-related harms and opinions on gambling marketing in connection with the reform of the Finnish gambling monopoly


Anne Salonen & Kalle Lind
SNSUS, Tampere 2019



THL

TERVEYDEN JA HYVINVOINNIN LAITOS

# DISCLOSURE OF INTERESTS

- **Anne H. Salonen**, PhD (Health Science), Senior Researcher, National Institute for Health and Welfare (THL), Finland
  - Work funded by the Ministry of Social Affairs and Health (STM), Finland (section 52 of the Appropriation of the Lotteries Act)
- Adjunct Professor (Public Health), University of Eastern Finland, Finland
- Member of the working group for the preliminary assessment and monitoring of the harms and risks associated with gambling services (project STM063:00/2016 & STM/4961/2018), STM, Finland
- Member of the Low-Risk Gambling Guidelines Scientific Working Group, the Canadian Centre on Substance Abuse (CCSA), Canada

# DISCLOSURE OF INTERESTS

- **Kalle Lind**, Researcher, National Institute for Health and Welfare (THL), Finland
  - Work funded by the Ministry of Social Affairs and Health (STM), Finland (section 52 of the Appropriation of the Lotteries Act)
- Doctoral student (Sociology), the School of Social Sciences and Humanities, University of Tampere, Finland
  - Studies funded by the Finnish Foundation for Alcohol Studies.

# ABOUT GAMBLING IN FINLAND

- Finnish gambling policy was based on a licensed monopoly
- 18 503 EGMs scattered around the country
- Past-year prevalence: 80% gambling / 3.3% problem gambling (SOGS=3+)
- Gambling expenditure
  - Highest in Europe
  - 5.2% spend 50% of the total gambling expenditure
  - 23% of the money comes from the problem gamblers


THL

# BACKGROUND OF THE STUDY

- Merger of three Finnish gambling operators in January 2017
  - to reduce gambling-related harm
  - to moderate excessive marketing caused by the competition of the previous three operators
- Collaboration: THL, Statistics Finland, University of Helsinki, Gambling Clinic
- Funded by the Ministry of Social Affairs and Health, Finland

# THE REFORM OF THE FINNISH GAMBLING MONOPOLY STILL CONTINUES

- **10/2016**: A working group focusing on preliminary assessment and monitoring of the harms and risks associated with gambling services
- **1/2017**: Online service of the reformed Veikkaus was defined as a specific gaming location in the renewed Lotteries act
  - **4/2017**: Online service the reformed Veikkaus was launched
  - **12/2017**: Online accounts of the previous three operators were combined
- **12/2017**: Obligatory limits for money transfer and losses, issuing a ban for certain games was made possible
- 2022**:** Obligatory identification for EGMs in public places
- Another casino will be opened in Tampere, Finland

THL

# OBJECTIVES OF THE STUDY

- to evaluate the consequences[1] in connection with the reform of the Finnish gambling monopoly
  – Gambling
  – Gambling-related harm
  – Opinions on gambling marketing

[1]Population survey: McNemar's test; Clinical survey: Chi-squared test

# METHODS: POPULATION SURVEY

- Longitudinal, collected by Statistics Finland in 2017 & 2018
- Web & postal survey (Finnish/Swedish), ≥ 18-year-olds
- Random sample, N = 20 000, 18−24-year-olds oversampled
  - 3 geographical areas: Uusimaa, Pirkanmaa & Kymenlaakso
  - Wave 1: n = 7 186 (36%), of which 4611 invited to $2^{nd}$ wave
  - Wave 2: n = 2 624 (57%)
- Data available at: [https://www.fsd.uta.fi/en/](https://www.fsd.uta.fi/en/)

# METHODS: CLINICAL SURVEY

- Collected by the staff at Gambling Clinic and Statistics Finland
- Web survey, inclusion criteria
  - seeks help for his/her own gambling problem
  - ≥ 18-year-old
  - able to participate in Finnish or Swedish
- Anonymous, two cross-sectional studies
  - Jan–April 2017 data collection: n = 119
  - Jan–April 2018 data collection : n = 102


THL

# REDUCING HARM WAS SEEN AS THE MAIN PURPOSE OF THE SYSTEM MORE OFTEN IN 2017

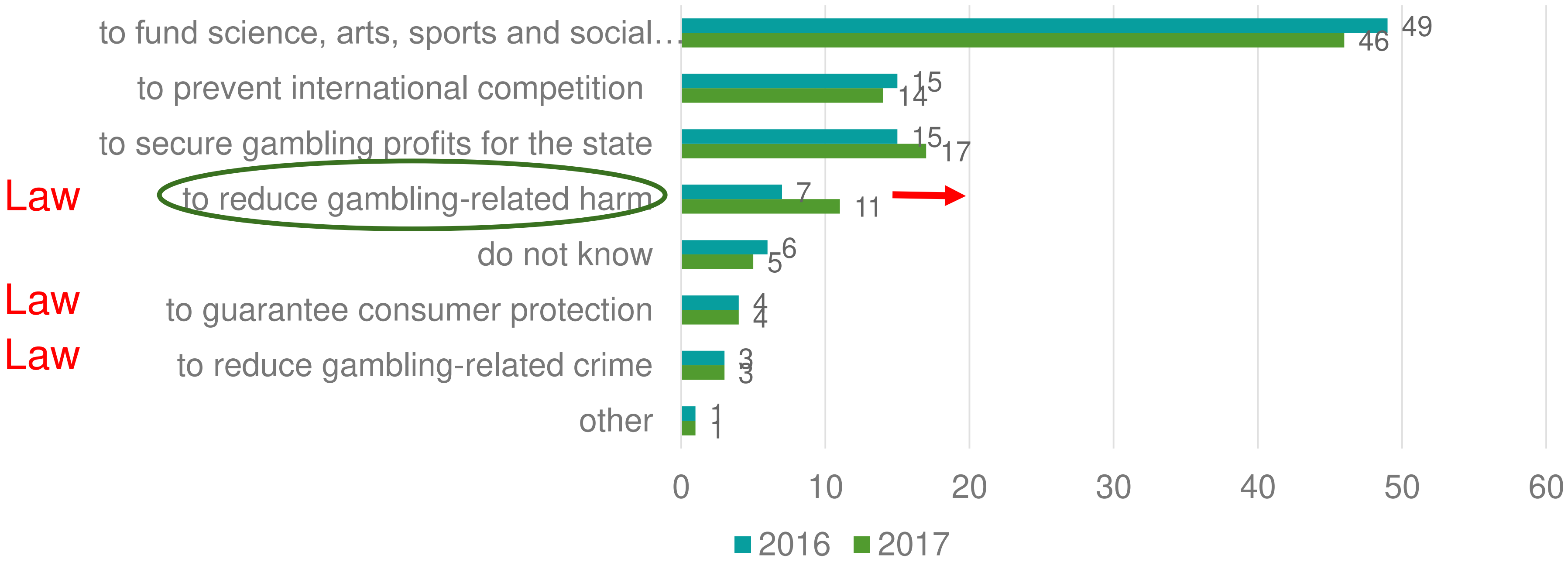



Fig 1. Respondents' views on Finnish gambling monopoly's main purpose and objective in 2016 and 2017, population survey (%, n = 2624)

# GAMBLING PARTICIPATION IN CONNECTION WITH THE REFORM OF THE FINNISH GAMBLING MONOPOLY

# THE PROPORTION OF GAMBLERS DECREASED

**Population survey**: change from 2016 to 2017

- the proportion of those who had gambled decreased
- weekly gambling decreased (Fig 2).
- the proportion of those gambling four or more game types decreased (Fig 3).
- 2–4% of gamblers accounted for 50% of the total gambling expenditure (Fig 5).

# WEEKLY GAMBLING DECREASED

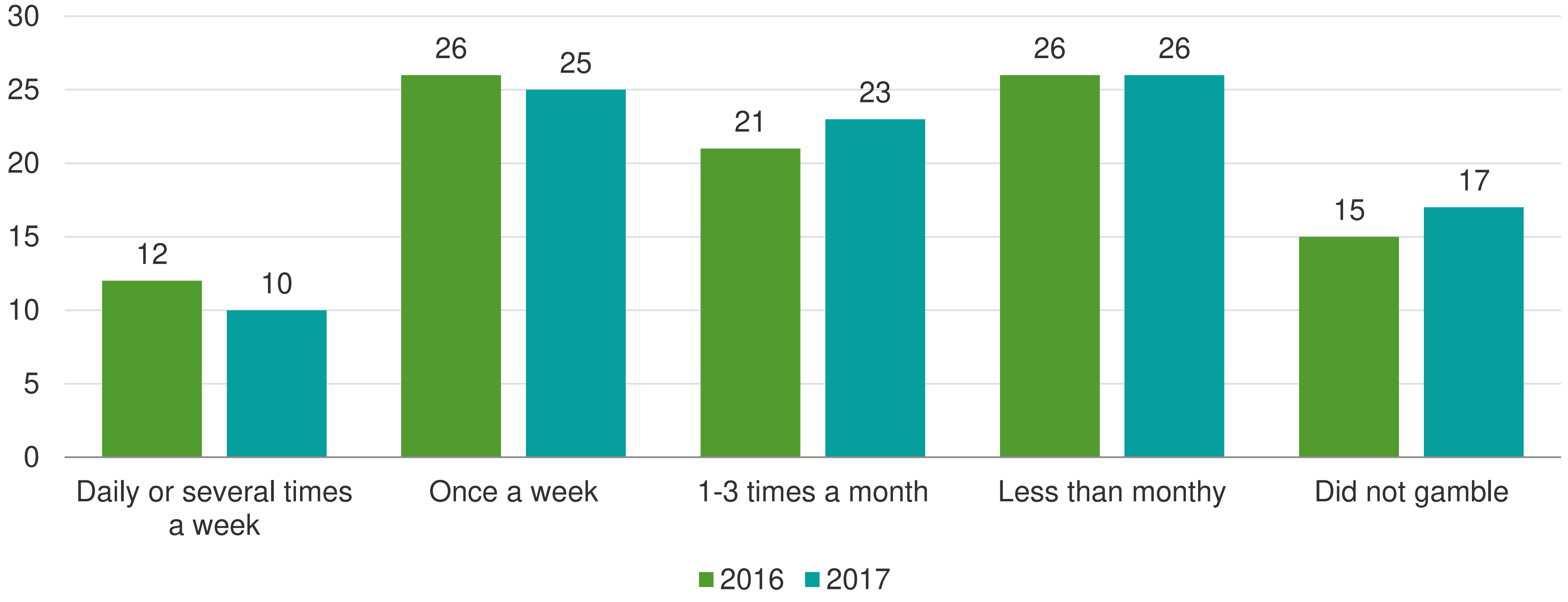
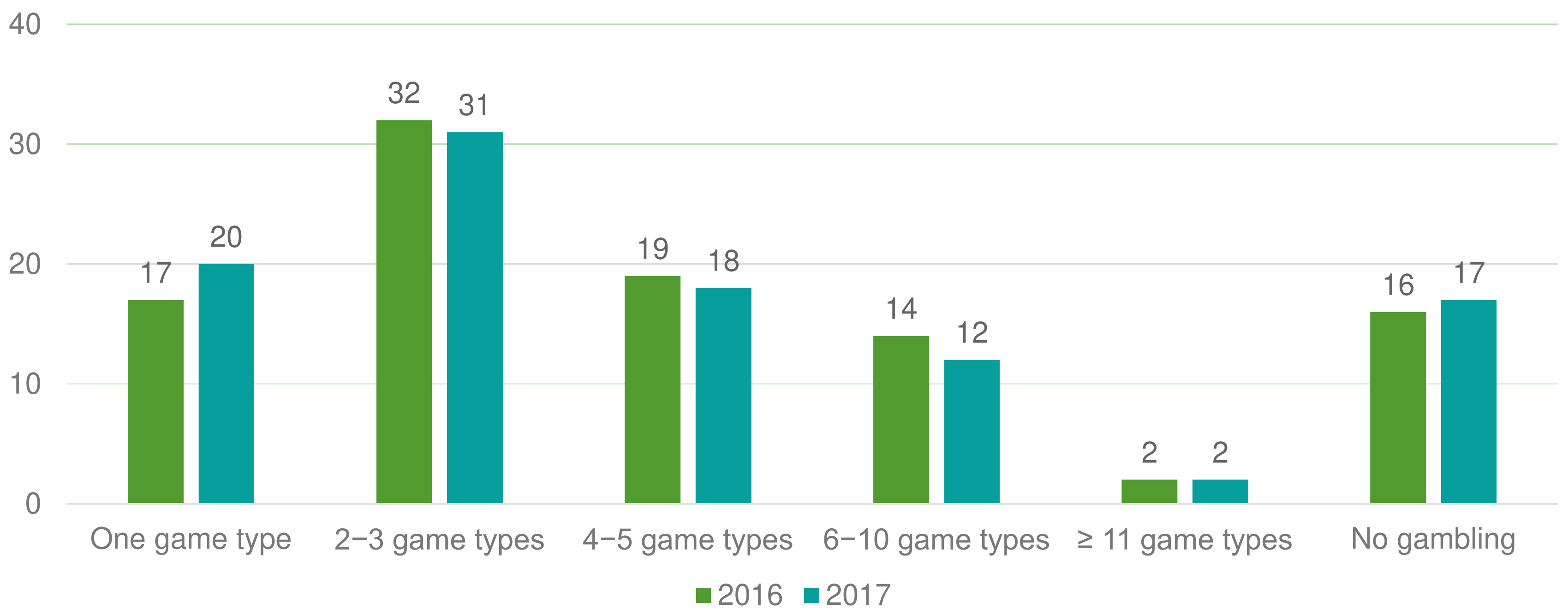



Fig 2. Gambling frequency in 2016 and 2017, population survey (%, n = 2624)

# THE PROPORTION OF THOSE GAMBLING FOUR OR MORE GAME TYPES DECREASED




THL

Fig 3. Number of game types gambled in 2016 and 2017, population survey (% of respondents, n = 2624)

# GAMBLING PARTICIPATION BY GAME TYPES

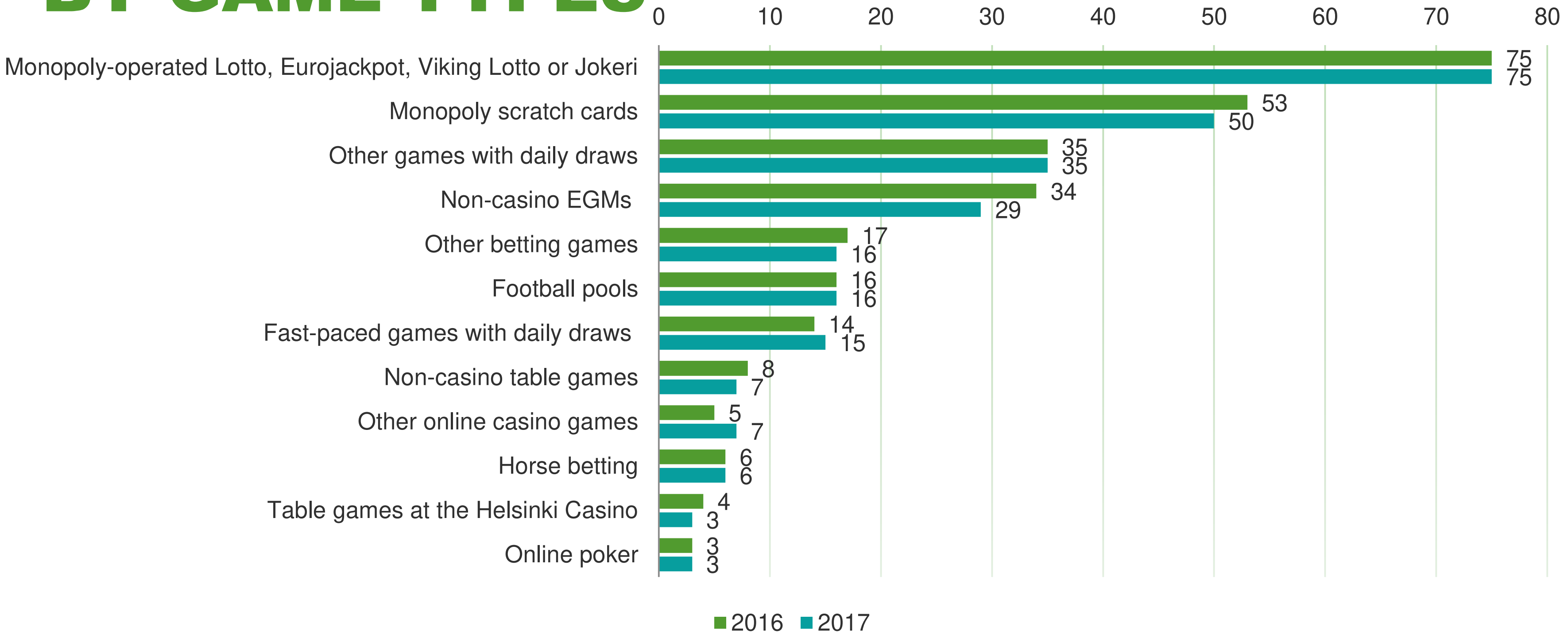
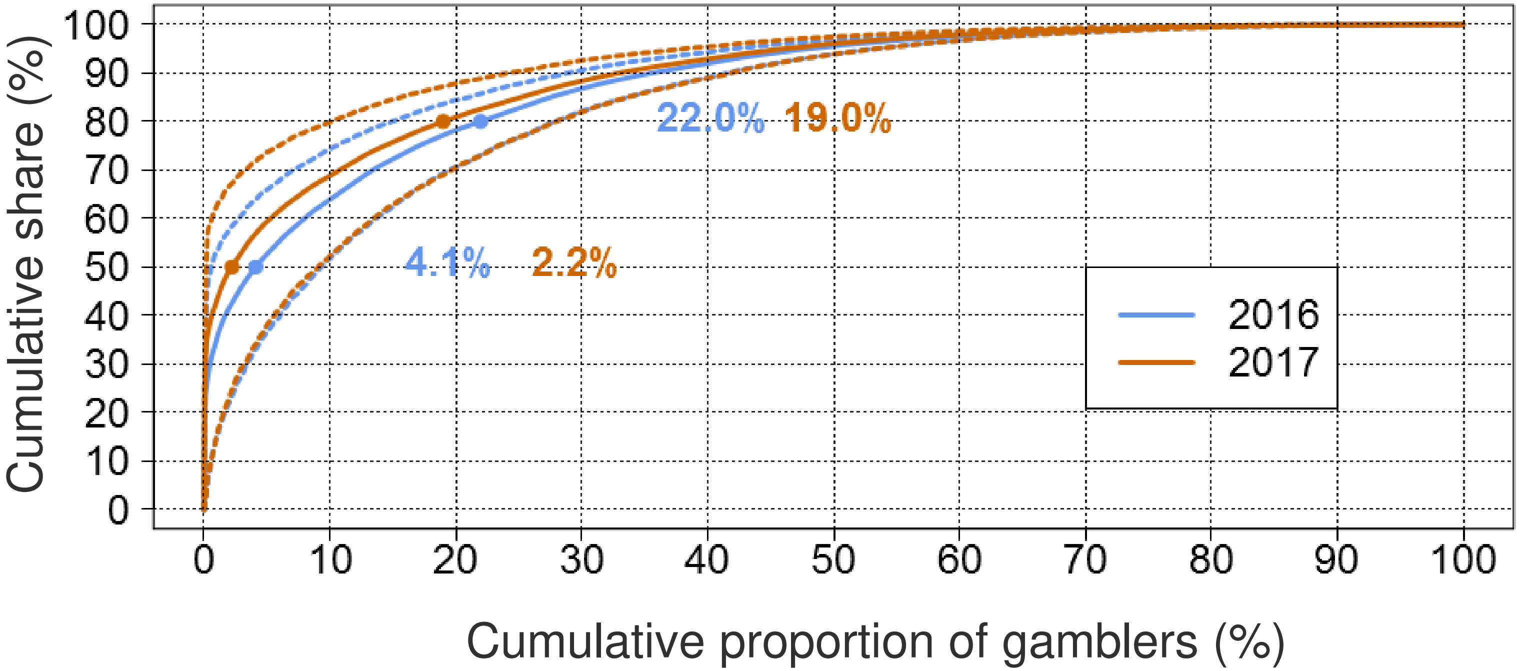



Fig 4. Gambling participation in game types provided under the Finnish monopoly system in 2016 and 2017, population survey (%, n = 2624)

# 2–4% OF GAMBLERS ACCOUNTED FOR 50% OF TOTAL GAMBLING EXPENDITURE




THL

Fig 5. The cumulation of total gambling expenditure (€) in 2016 and 2017, population survey (%, n = 2165)

# GAMBLING HABITS CHANGED

- **Population survey**: change from 2016 to 2017
  - Gambling online increased (Fig 6). Mobile gambling increased (Fig 7).
  - Gambling at home increased, while gambling at kiosks decreased (Fig 9).
  - Gambling alone increased (86% vs. 88%).
  - The proportion of those using at least one responsible gambling (RG) tool decreased, however, the amount of used RG tools slightly increased.

# ONLINE GAMBLING INCREASED

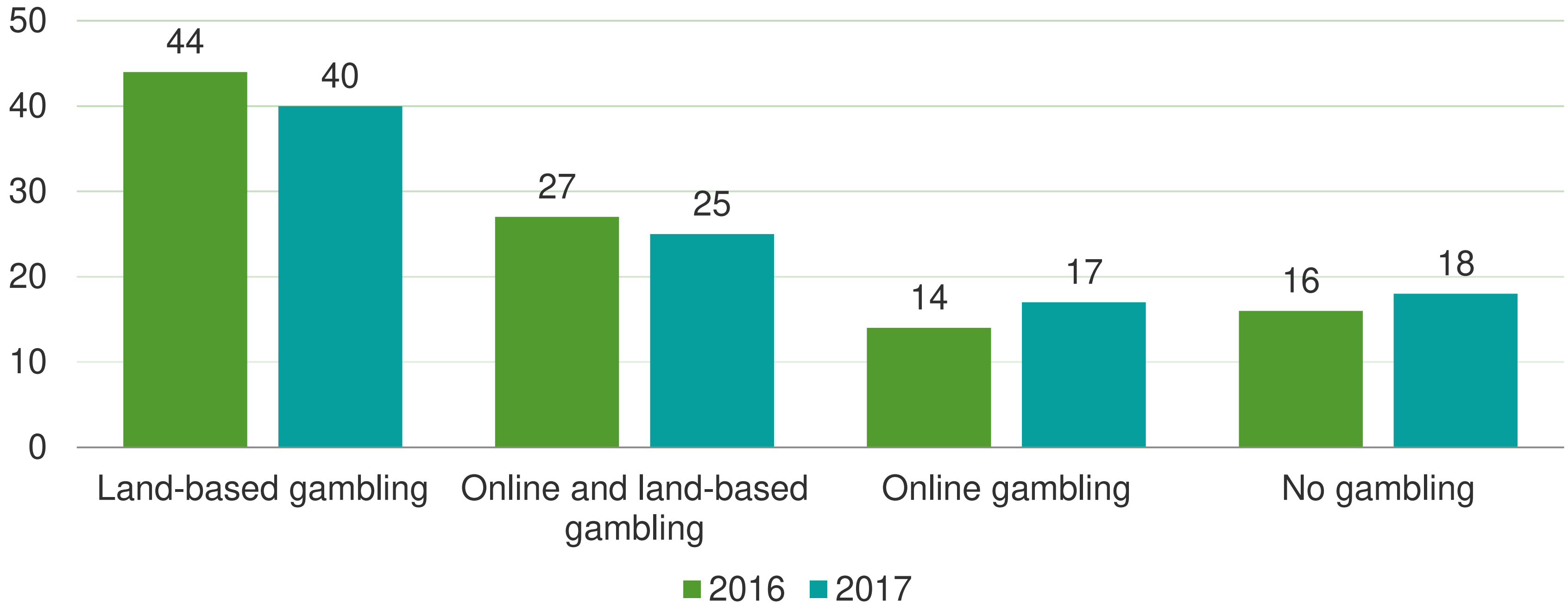
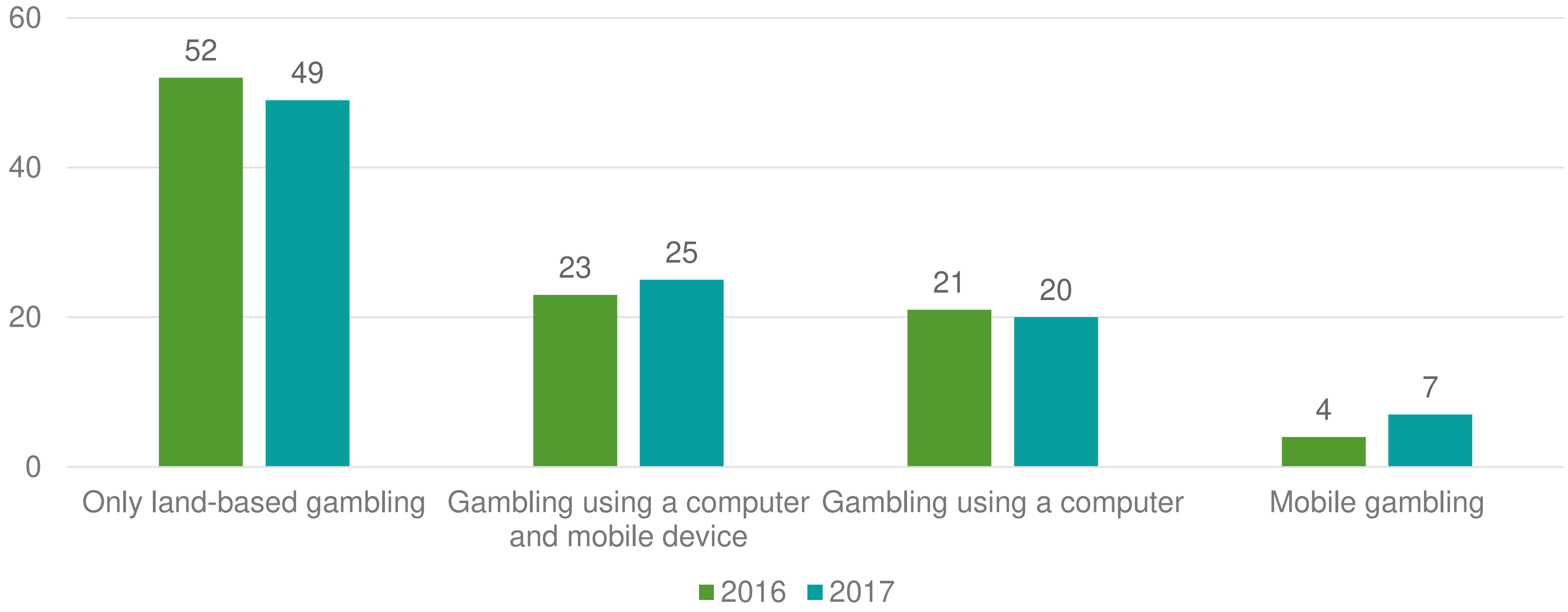



Fig 6. Gambling mode in 2016 and 2017, population survey (n = 2624, % of respondents)

# MOBILE GAMBLING INCREASED




THL Fig 7. Gambling mode in 2016 and 2017, population survey (%, n = 2165)

# GAMBLING ON MONOPOLY PLATFORMS AND PRIVATE VENUES DECREASED, WHILE GAMBLING AT PAF VENUES INCREASED (excl. ships/cruises)

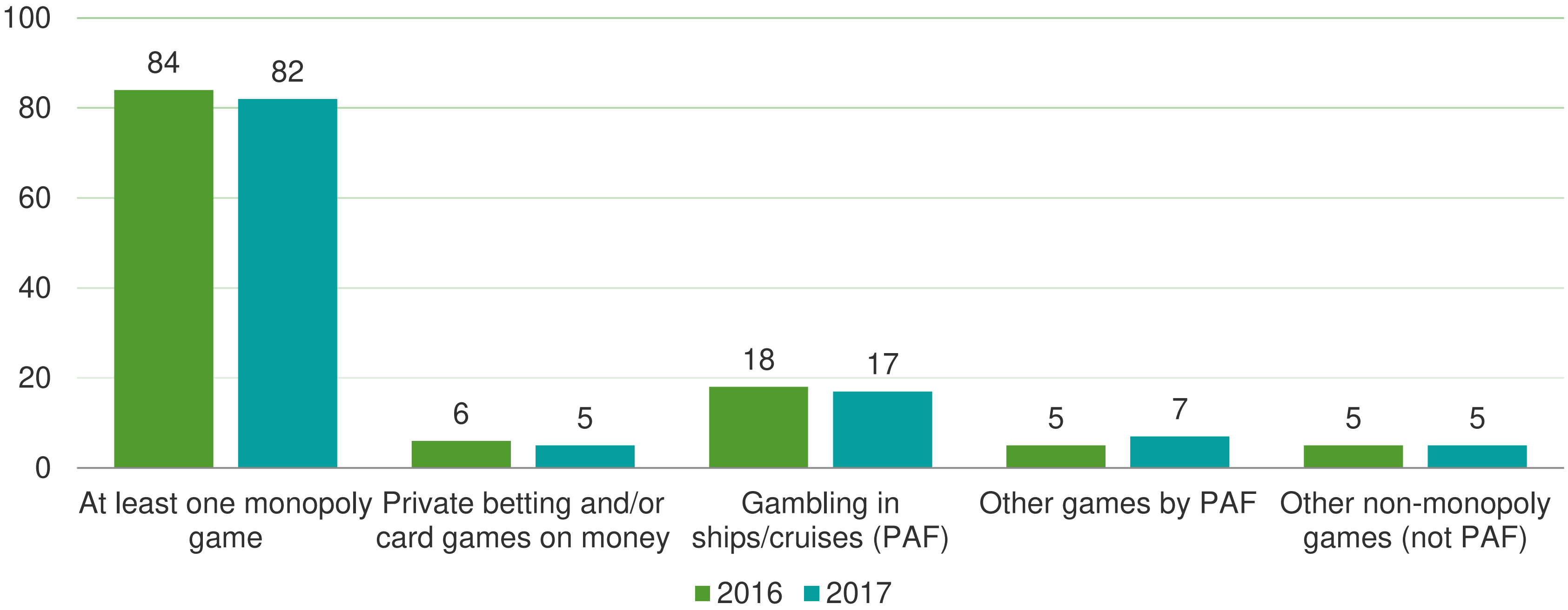



Fig 8. Gambling participation in 2016 and 2017 by operator, population survey (n = 2624, % of respondents)

# GAMBLING AT HOME INCREASED, WHILE GAMBLING IN KIOSKS DECREASED

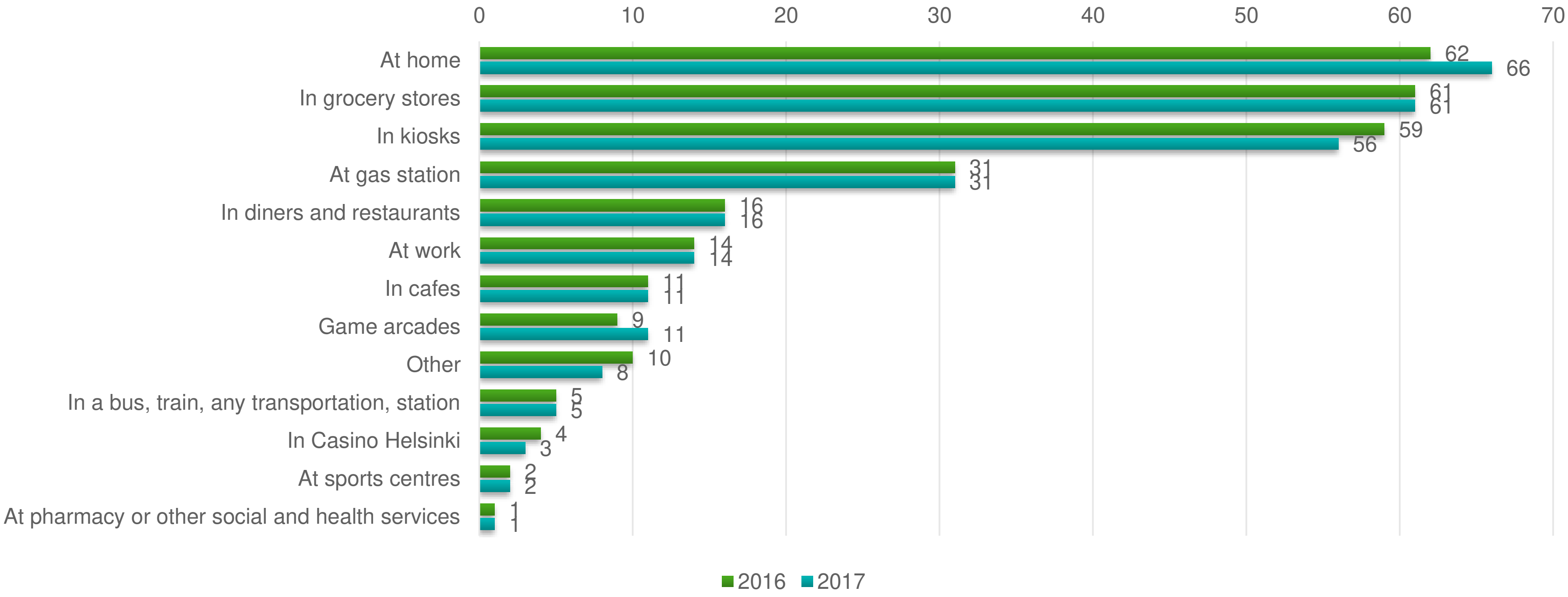



Fig 9. Gambling environments in 2016 and 2017, population survey (n = 2624, % of gamblers) )

# ONLINE GAMBLING INCREASED ALSO AMONG HELP-SEEKING GAMBLERS

**Clinical survey**: change from 2016 to 2017

- Online gambling increased.
- Non-monopoly gambling increased, especially other than online poker (Fig 10).
- No significant changes in gambling frequency, amount of game types played and gambling expenditure
- The use of RG tool did not increase.

# THE PROPORTION OF NON-MONOPOLY GAMBLERS INCREASED AMONG GAMBLING CLINIC CLIENTS (excl. online poker)

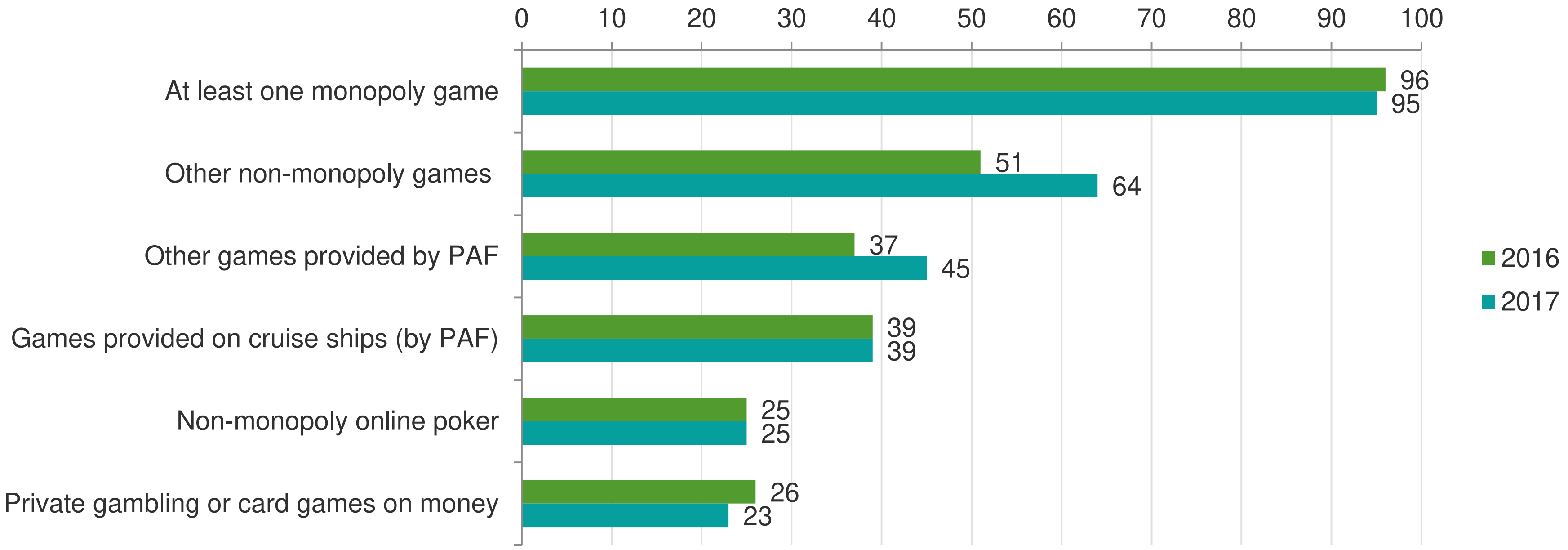



Fig 10. Gambling participation in 2016 and 2017 by gambling operator (n = 119) ja 2017 (n = 102), clinical survey (%)

# ‘WHAT WOULD YOU SAY IS THE MAIN REASON THAT YOU GAMBLE*?’

| 2 questions (primary & other) incl. options* | In our analysis (primary & all) |
|---|---|
| For excitement, entertainment or fun | Positive feeling |
| To win money | Money |
| To escape or distract yourself | Escape |
| To socialize with family or friends | Socialize |
| To support worthy causes | Good cause |
| Because it makes you feel good about yourself | Positive feeling |
| Other | Other / do not know |
| Do not know | Other / do not know |

*Williams et al. 2017

# MOST COMMON MOTIVES FOR GAMBLING INCLUDED TO WIN MONEY AND POSITIVE FEELING

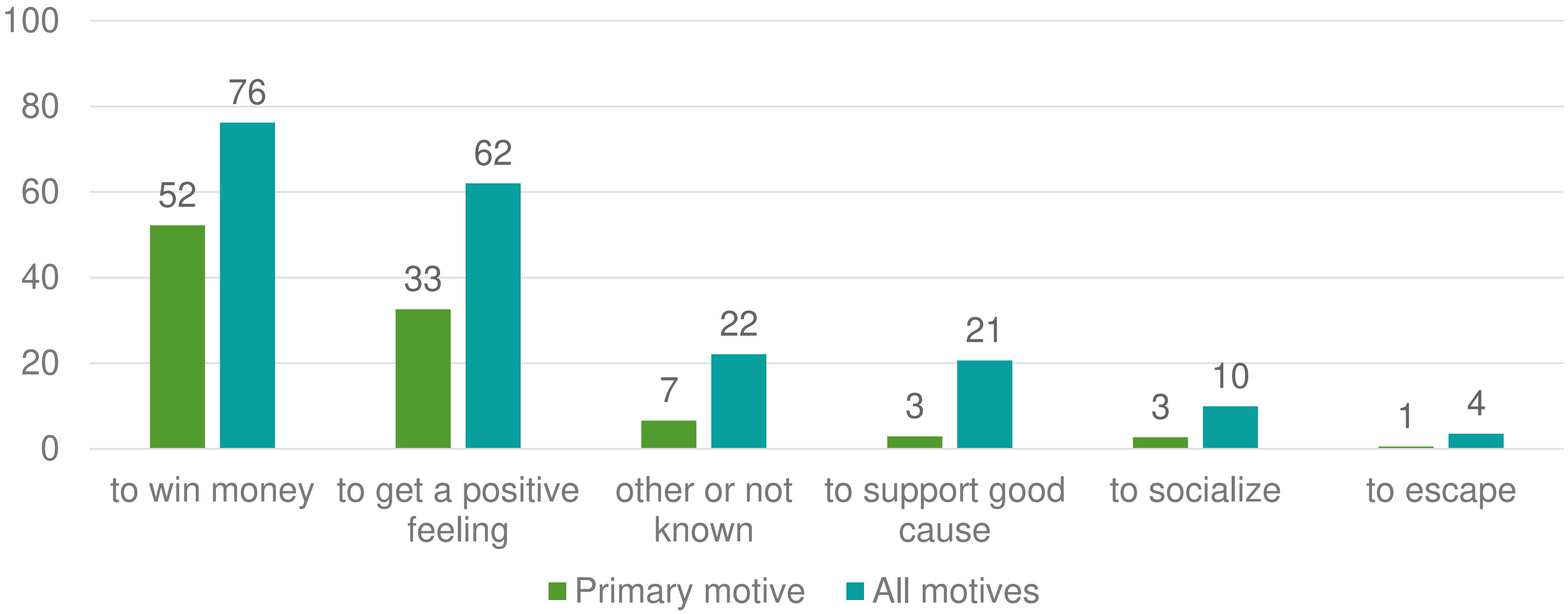



Fig 11. Motives for gambling among gamblers in 2016, population survey (%, n = 5805)

# MOTIVATIONAL FACTORS REMAINED UNCHANGED, EXCEPT FOR SUPPORTING GOOD CAUSE

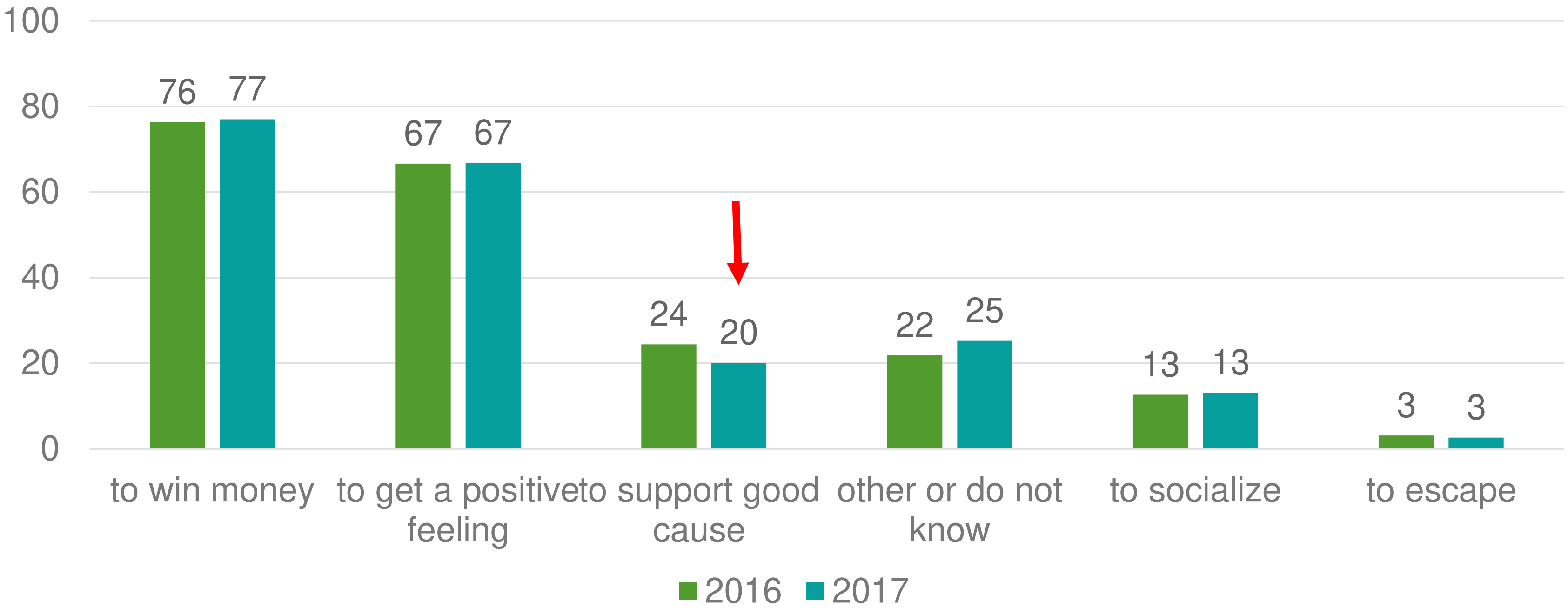



Fig 12. Motives for gambling in 2016 and 2017 among gamblers, population survey (n = 2624)

# GAMBLING-RELATED HARMS IN CONNECTION WITH THE FINNISH GAMBLING REFORM

# HARM MEASURES

- Perception of gambling severity (1 item)
  - 'How often did you think that gambling may have been a problem for you during the year 2016/2017?'
- Problem and Pathological Gambling Measure (PPGM[1], 14 items)
  - Problems (7 items), Impaired Control (4 items) & Other Issues (3 items)
  - Recreational, At-risk, Problem & Pathological gambling
- 18-item version of the Short Gambling Harms Scale (SGHS-18[2])
  - Based on Harms checklist[3]: financial, relationships, emotional, health, work and study, and social deviance harm
- Clinical survey: 72-item Harms checklist[3]

THL [1]Williams & Volberg 2010; [2]Latvala et al. manuscript; [3]Browne et al., 2017

# BASED ON POPULATION SURVEY, NO SIGNIFICANT CHANGE IN HARMS SO FAR

**Population survey**: change between 2016 and 2017

- No changes in the proportion of respondents who felt their gambling might have been (at least sometimes) a problem (Fig 13).
- No changes in problem and pathological gambling[1] prevalence (Fig 14)
- No changes in gambling-related harms[2] (Fig 15)

[1]Problem and Pathological Gambling Measure; [2]Short Gambling Harm Screen

# NO CHANGES IN PERCEIVED PROBLEM GAMBLING PREVALENCE

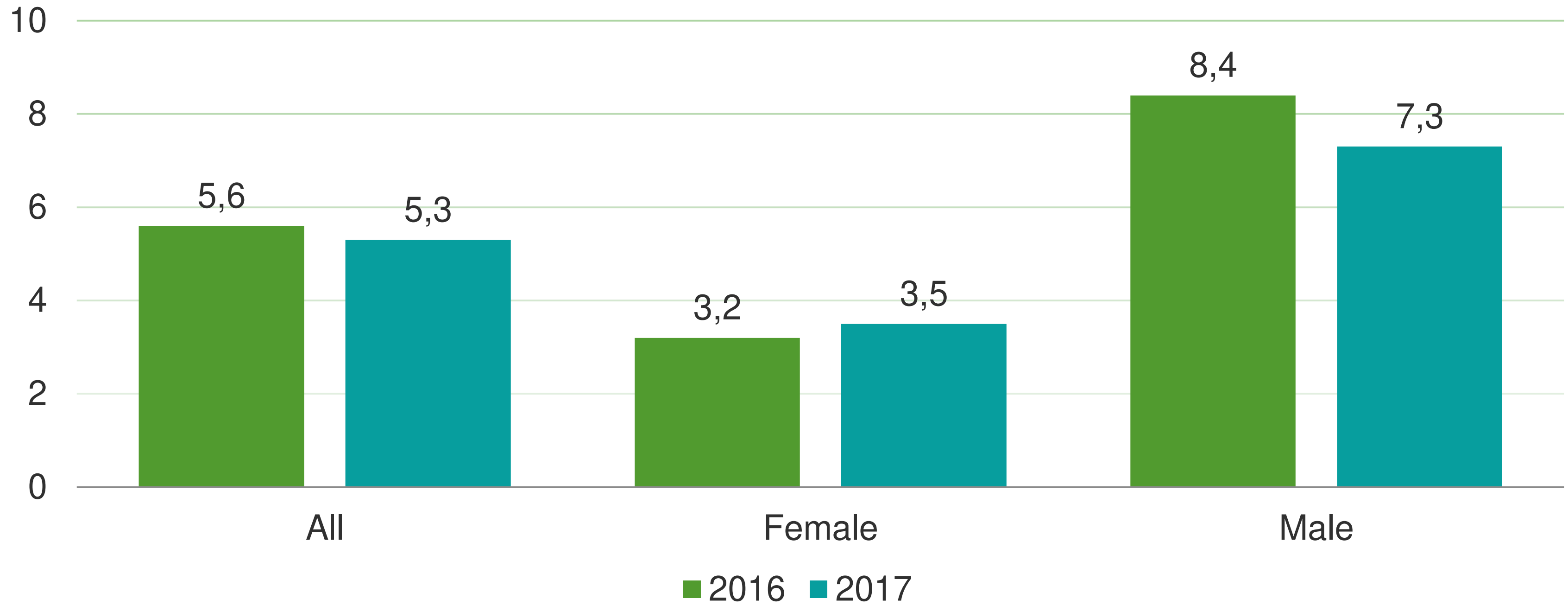



Fig 13. Feeling that gambling might have been a problem for oneself (at least sometimes) by gender in 2016 or 2017, population survey (n = 2624, %)

# NO CHANGES IN PROBLEM GAMBLING (PPGM) PREVALENCE (except for men)

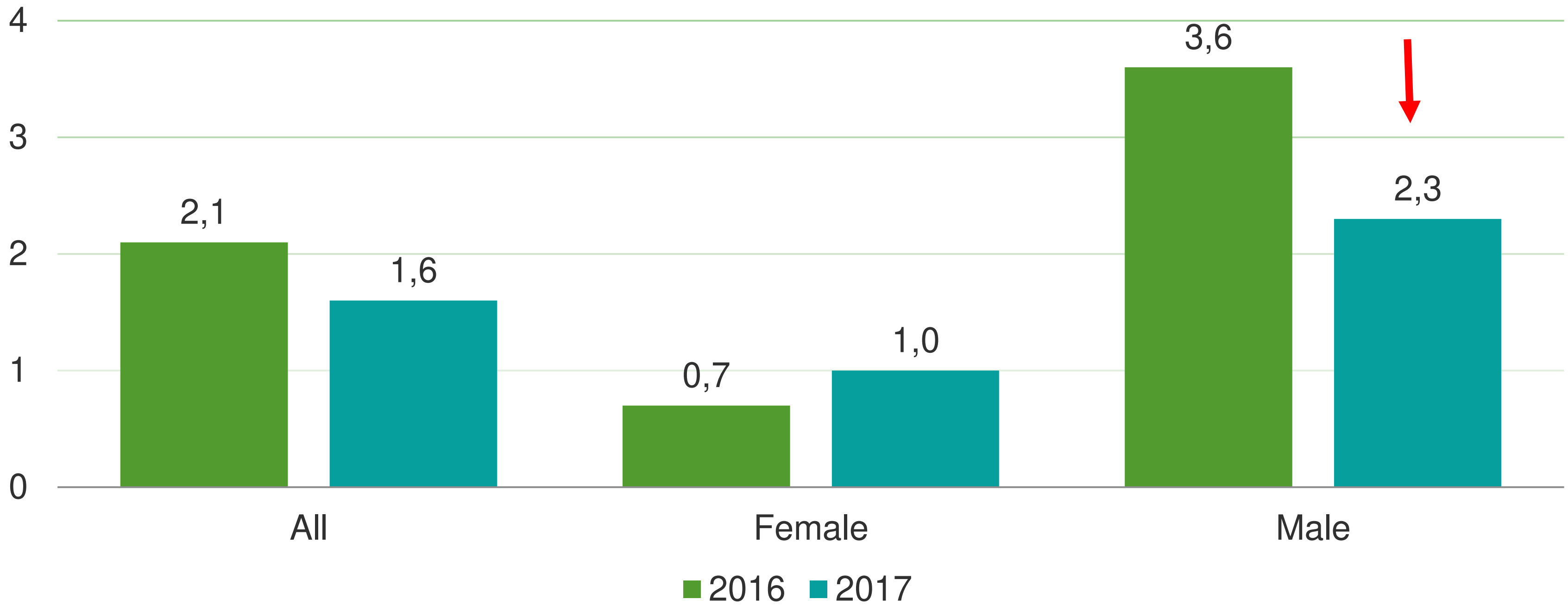



Fig 14. Past-year problem gambling prevalence rates (PPGM) in 2016 and 2017 by gender, population survey (%, n = 2624)

# NO CHANGES IN GAMBLING-RELATED HARMS

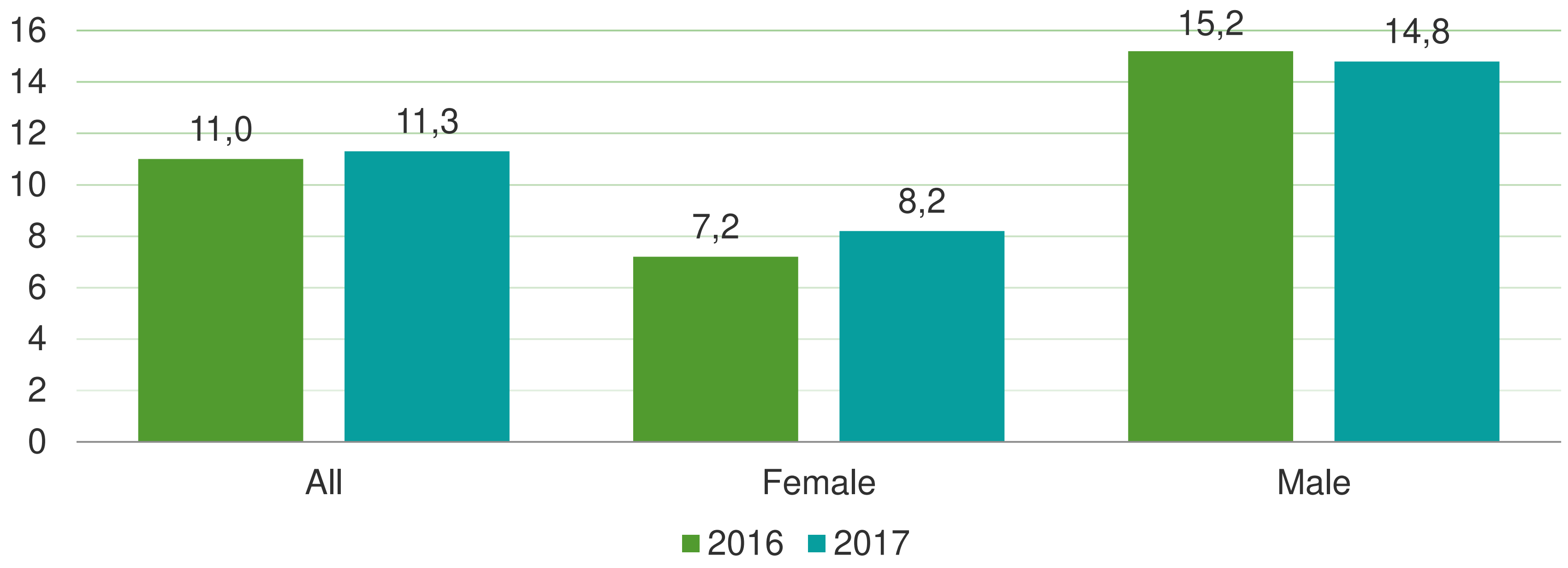



Fig 15. At least one experienced gambling-related harm (SGHS-18) in 2016 and 2017 by gender, population survey (%, n = 2624)

# EMOTIONAL OR PSYCHOLOGICAL HARMS INCREASED

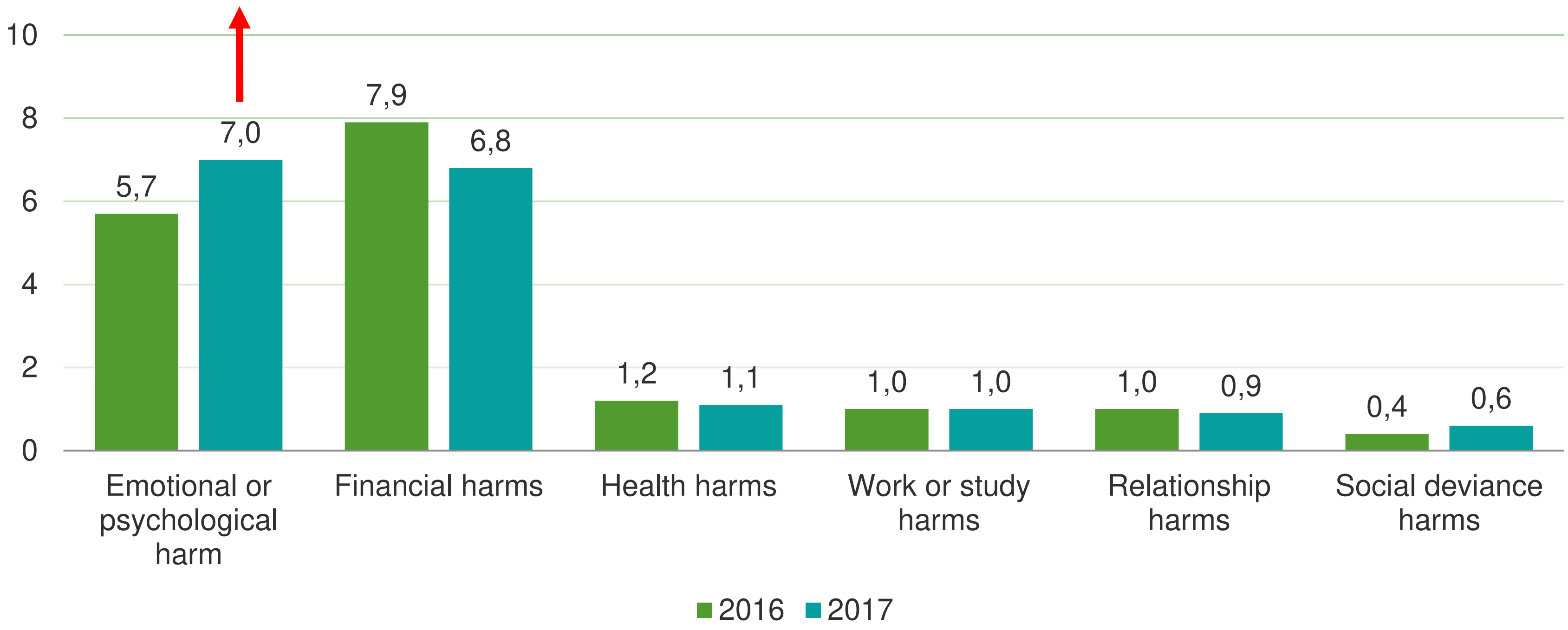



Fig 16. At least one experienced gambling-related harm (SGHS-18) in 2016 and 2017 by harm category, population survey (%, n = 2624)

# CLINICAL SURVEY: GAMBLING-RELATED HARMS INCREASED

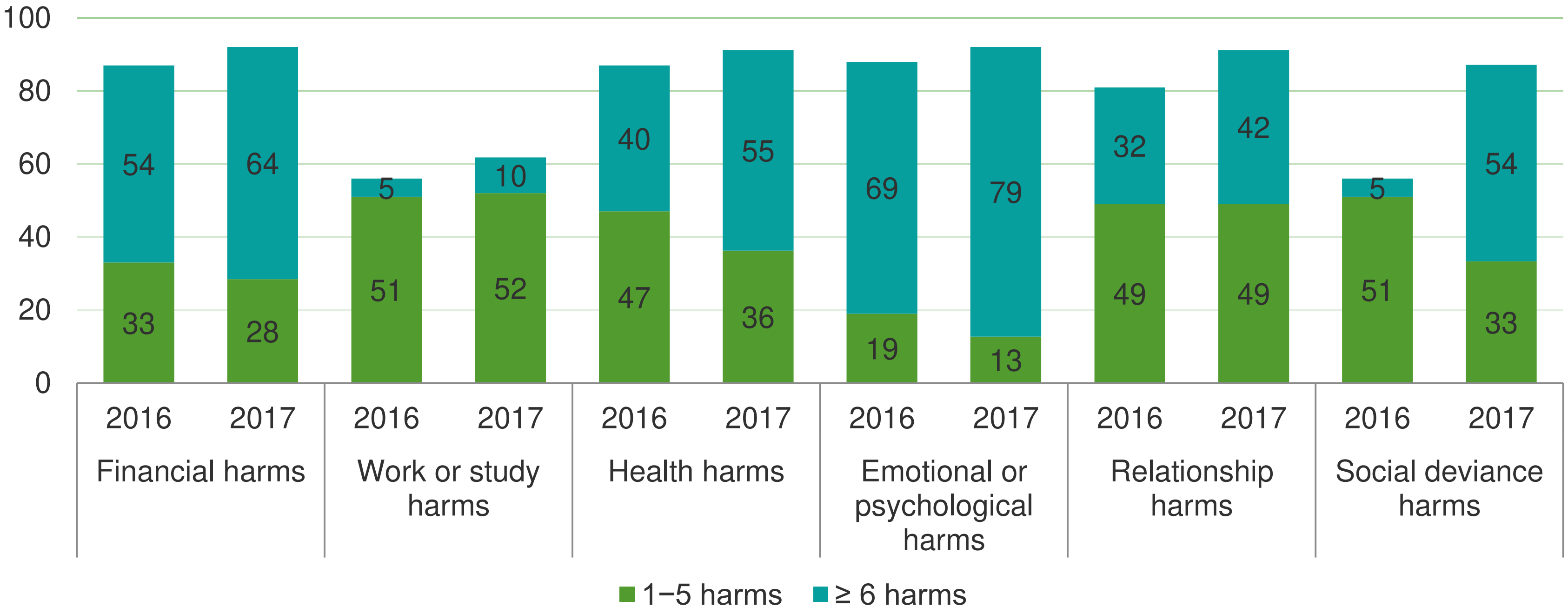



Fig 17. Gambling-related harms in 2016 (n = 119) and 2017 (n = 102) by harm category, clinical survey (%)

# CLINICAL SURVEY: THE NUMBER OF GAMBLING-RELATED HARMS INCREASED

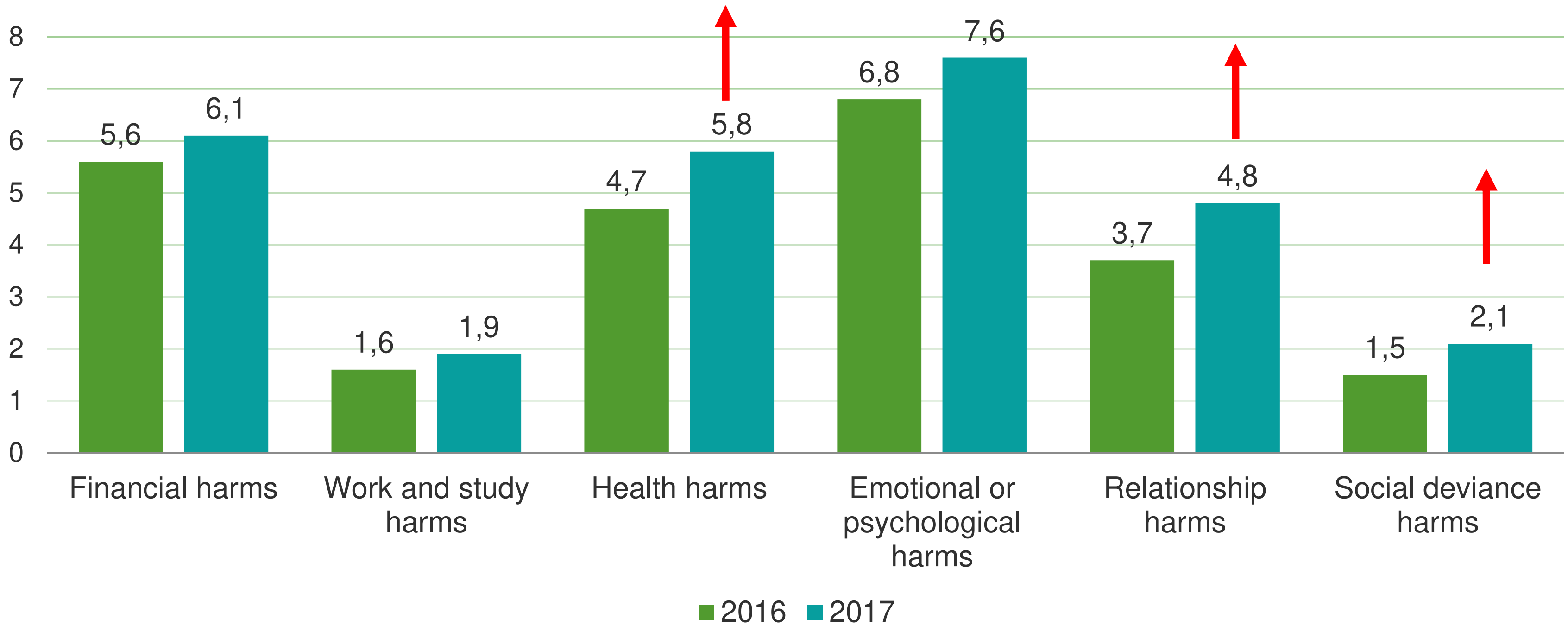



Fig 18. Number of gambling-related harms in 2016 (n = 119) and 2017 (n = 102), clinical survey (mean)

# CONCERNED SIGNIFICANT OTHERS OF PROBLEM GAMBLERS (CSOs)

## Population survey

- 12% of the respondents (women 12%, men 11%) were identified as CSOs in 2017.
- The proportion of CSOs decreased from 12.9% to 11.5% in 2016−2017.
- Harms experienced due to the gambling behaviour of a significant other remained unchanged.

## Clinical survey

- 47% of the respondents were identified as CSOs in 2017.
- The proportion of CSOs did not change between 2016 and 2017.

# GAMBLING MARKETING IN CONNECTION WITH THE FINNISH GAMBLING MONOPOLY REFORM

# IN 2017, GAMBLING MARKETING WAS SEEN EXCESSIVE MORE OFTEN THAN IN 2016

- **Population and clinical survey:** The proportion of respondents who thought gambling Finnish monopoly operators' marketing and advertising was excessive increased between 2016 and 2017 (Fig 19 & 20).
- **Population survey:** Gambling marketing did not increase gambling (Fig 21).
- **Clinical survey**: Gambling marketing increased gambling (Fig 22).

# POPULATION SURVEY: VIEWS ON GAMBLING MARKETING WERE MORE CRITICAL

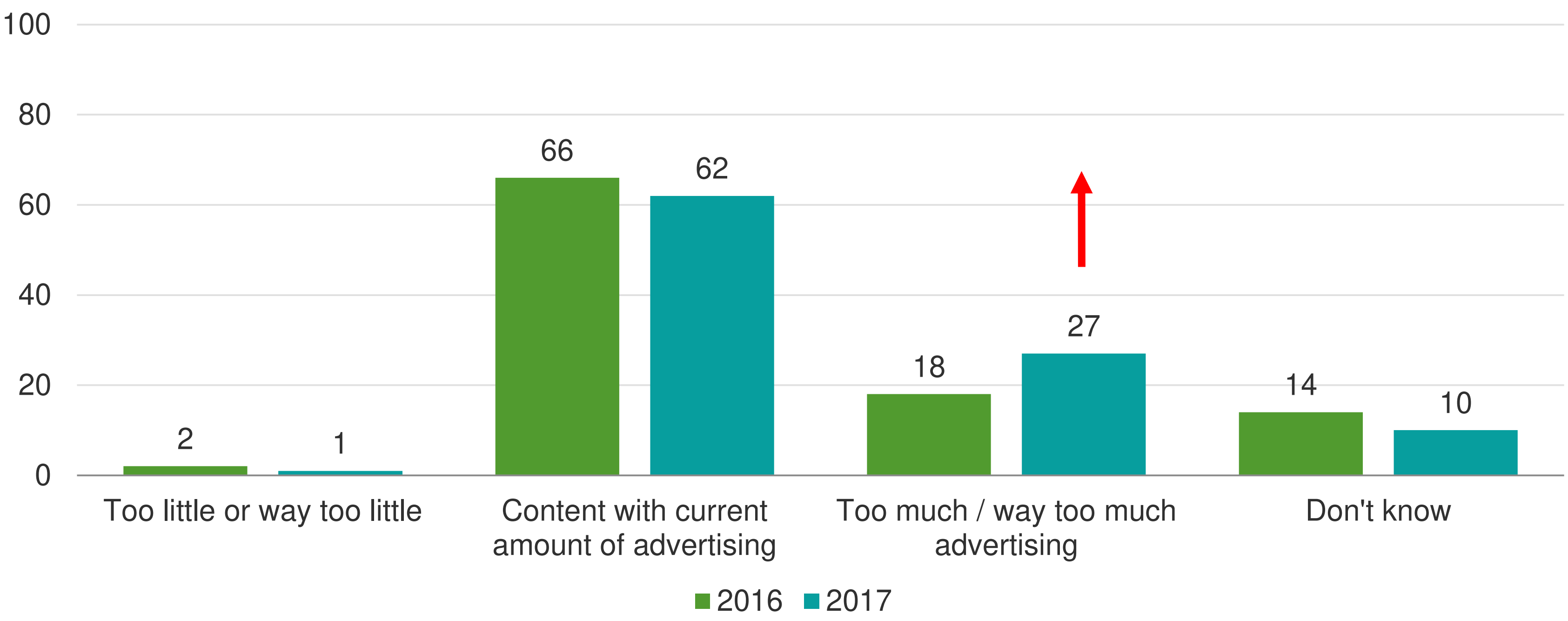



Fig 19. Respondents' views on Finnish monopoly operators' marketing and advertising in 2016 and 2017, population survey (%, n = 2624)

# CLINICAL SURVEY: VIEWS ON GAMBLING MARKETING WAS EVEN MORE CRITICAL

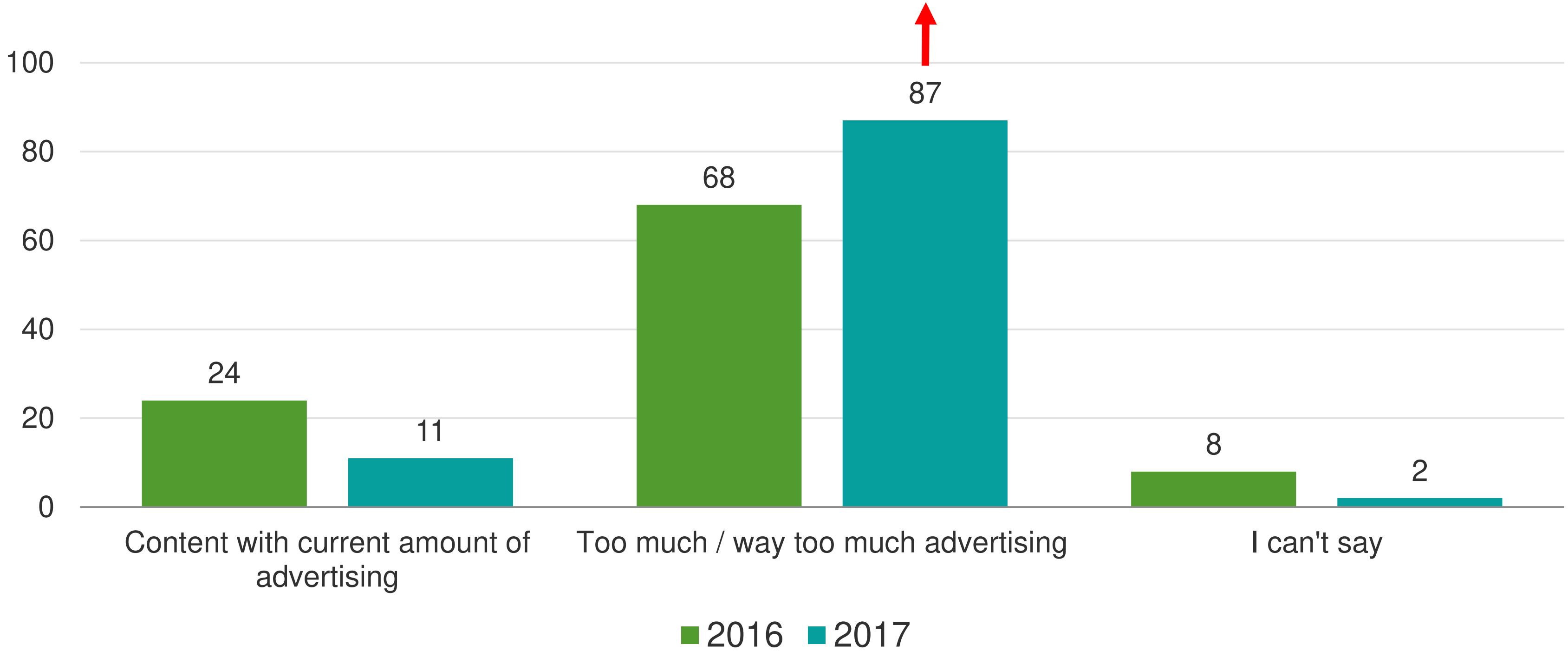
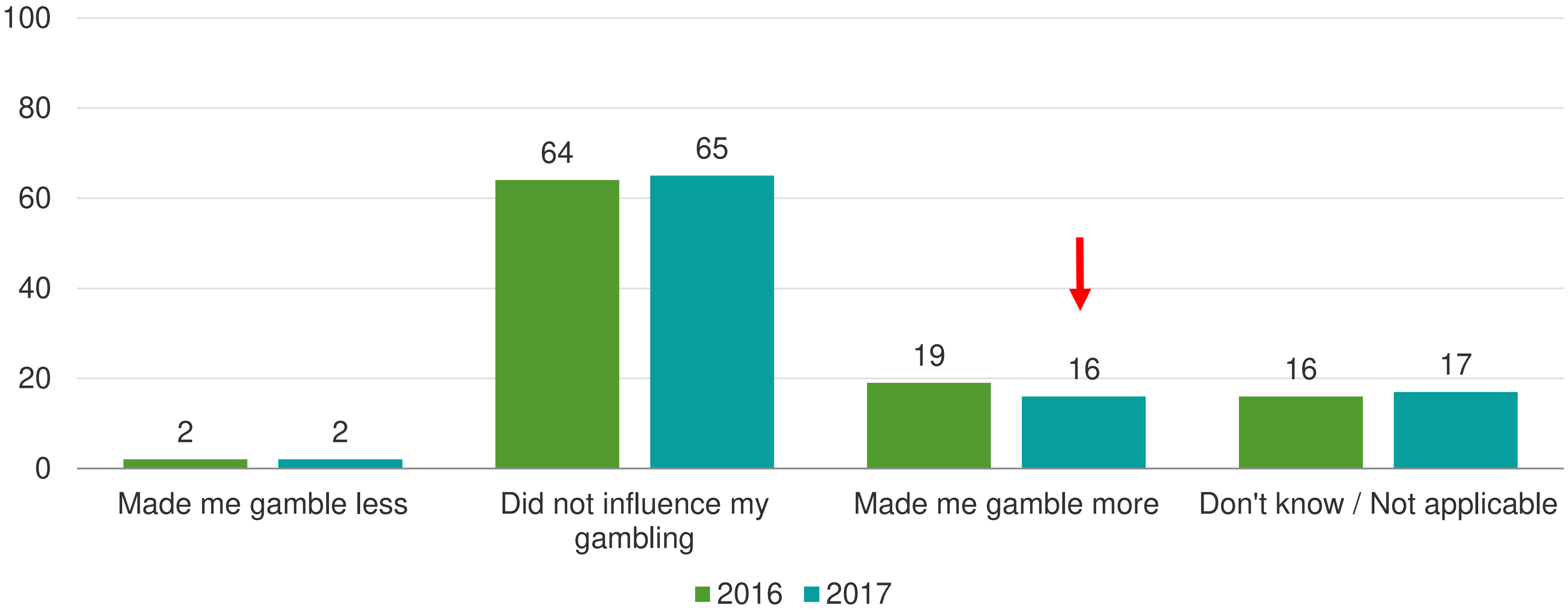



Fig 20. Respondents' views on Finnish monopoly operators' marketing and advertising in 2016 and 2017 (n = 102), clinical survey (%)

# POPULATION SURVEY: MARKETING DID NOT INCREASE GAMBLING




THL

Fig 21. Respondents' views on the impacts of Finnish operator's marketing and advertising in 2016 and 2017, population survey (%, n = 2624)

# CLINICAL SURVEY: GAMBLING MARKETING AND ADVERTISING INCREASED GAMBLING

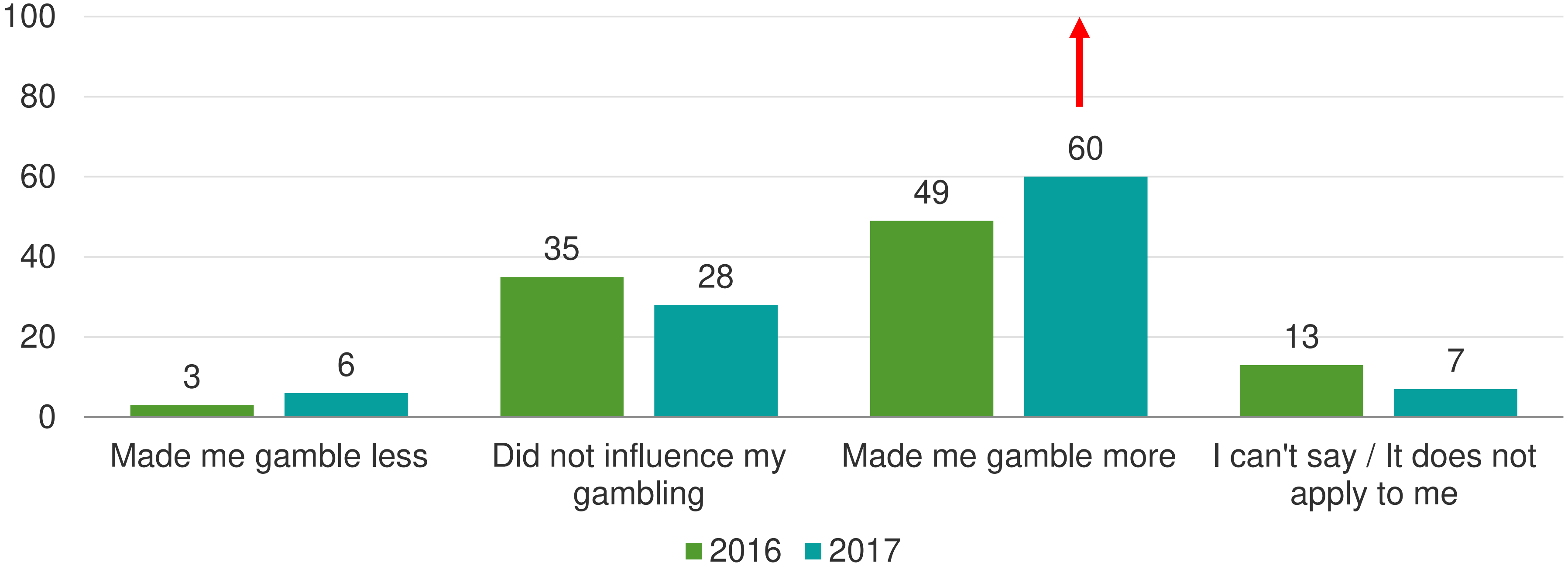



Fig 22. Views on the impacts of marketing and advertising by Finnish monopoly operator(s) in 2016 (n = 119) and 2017 (n = 102), clinical survey (%)

# CONCLUSIONS: POPULATION SURVEY

- The proportion of gamblers decreased, also gambling weekly and gambling four or more game types decreased.
- Gambling habits changed − gambling online, at home and alone increased.
- The objective to reduce harms has not been completed yet; however, problem and pathological gambling decreased among men.
- The proportion of respondents who thought the marketing and advertising was excessive increased.

# CONCLUSIONS: CLINICAL SURVEY

- No change was seen in gambling participation or habits, however, online gambling and non-monopoly gambling increased.
- The objective to reduce harms has not been completed, instead, gambling-related harms increased.
- The proportion of respondents who thought the marketing and advertising was excessive increased. Gambling marketing and advertising had increased their gambling.

THL

# RESEARCH GROUP

- Anne Salonen, THL
- Hannu Alho, THL
- Sari Castrén, THL
- Kalle Lind, THL
- Mika Lahdenkari, THL
- Jukka Kontto, THL
- Maria Heiskanen, Gambling Clinic
- Matilda Hellman, University of Helsinki
- Johanna Järvinen-Tassopoulos, THL
- Jani Selin, THL

# THANK YOU!


Anne Salonen, Senior Researcher

National Institute for Health and Welfare, Finland

anne.salonen@thl.fi

@AnneHSalonen

Kalle Lind, Researcher

National Institute for Health and Welfare, Finland

Kalle.lind@thl.fi


THL