

# PROBLEM GAMBLING AWARENESS SURVEY – ARIZONA

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## INTRODUCTION

This study was commissioned by the Arizona Department of Gaming, Office of Problem Gambling. The primary purpose of this research is to update public awareness of the 1-800-NEXT STEP program and to explore public participation in gambling and their views and knowledge about problem gambling. This study replicates a similar study conducted May 2005.

The information contained in this report is based on 400 telephone interviews conducted with a representative cross-section of Arizona adults between May 27 and June 6, 2010. Respondent selection was accomplished via a computer-generated, random digit dial telephone sample which selects households based on residential telephone prefixes and includes all unlisted and newly listed households. This methodology was selected because it ensures a randomly-selected sample of households proportionately allocated throughout the sample universe. Interviews were conducted with respondents on both land line telephones and cellular telephones.

All of the interviewing on this project was conducted at the Behavior Research Center's central location telephone facility where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study; (b) sampling procedures; (c) administration of the questionnaire; and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of daytime, evening and weekend hours. This procedure was followed to ensure that all households were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts, on different days and during different times of day, were made to contact each selected respondent. Only after four unsuccessful attempts was a selected household substituted in the sample. Using this methodology, the full sample was completed and partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas.

One hundred percent of the completed interviews were edited and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

The overall sampling error for this study is approximately +/- 5.0 percent when the sample is studied in total (i.e., all 400 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Approximate Sampling Error At A 95% Confidence Level
400	5.0%
300	5.8
200	7.1
100	10.0

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The Behavior Research Center has presented all of the data germane to the basic research objectives of the project. However, if the Department of Gaming requires additional data retrieval or interpretation, we stand ready to provide such input.

**BEHAVIOR RESEARCH CENTER, INC.**

## OVERVIEW

- While the frequency of gambling among gamblers has declined from 7.7 transactions in 2005 to 6.4 today, roughly the same proportion of adults make wagers each month in 2010 as was the case in 2005.
- Overall it appears that the public is very aware of problems associated with gambling, supports efforts to do more to help problem or addicted gamblers and would rely increasingly on the Internet to seek information or advice about a gambling problem. At the same time, it appears that people are less convinced today than in 2005 that gambling has had a negative impact on the state, their community, their families or themselves.
- People aware of the 1-800-NEXTSTEP phone number remains modest (2%), but among those who recognize the number, the proportion associating it with gambling grew to 35 percent from nine percent in 2005.
- There has been no significant change in the proportion of Arizona adults who make one or more wagers in the course of a month (48% today and 49% in 2005). In 2005, more than 60 percent of all wagers traced to a fifth of gamblers. Today, 62 percent of all wager transactions trace to 12 percent of gamblers.
- The type of gaming engaged in remains relatively stable between the two studies with lottery and casinos accounting for the greatest participation. Casino table gaming participation rose moderately both as regards the percent of gamblers participating and their frequency of play. Internet gambling declined sharply as regards frequency of play among gamblers who use the Internet to make wagers.
- Participation in gambling cuts across all socio-economic and demographic groups but is above the norm among men, Latinos and Pima residents. Among non-Hispanic minorities, frequency of play spikes well above the norm.
- Eight of ten Arizonans believe gambling has had a positive or benign impact on Arizona, their communities, families and on themselves. One in five rates the impact as negative. Non-gamblers and those who knew “problem gamblers” are significantly less likely to see the impact of gambling as benign – particularly in their family or themselves.
- Belief that gambling can become a problem and an addiction is almost universal (96%).
- Twenty-eight percent of adults and 34 percent of gamblers say they know people with a gambling problem.
- Seventy-two percent believe gambling is a problem in Arizona but only 16 percent consider the problem to be wide-spread. Current readings are moderately lower than in 2005.

- In responding to statements about gambling, the study registered the following:
  - Nineteen percent have a friend or family member they believe has a gambling problem -- down from 24 percent in 2005.
  - Only 43 percent say they would know who to call if they knew someone with a gambling problem, while 79 percent say they would be willing to talk with a friend who they thought was addicted to gambling. These figures are little changed from 2005.
  - Belief that the prevalence of gaming on TV contributes to youth gambling is widespread but subsided to 50 percent from 60 percent between 2005 and today.
  - Two-thirds believe more needs to be done to help problem gamblers -- down from 73 percent in 2005.
- The proportion of Arizonans who would know where to go for information about a gambling problem rose to 72 percent from 59 percent in 2005. Almost all of the increase traces to an understanding that they could use the Internet to do so – currently 31 percent compared to only 17 percent in 2005.

## DETAILED FINDINGS

### AWARENESS OF 1-800-NEXT STEP

Four percent of Arizonans say they are aware of the 1-800-Next Step phone number. This compares to two percent in 2005. Awareness does not vary significantly within various population sub-groups and rises to five percent among Arizona adults who gamble.

On the other hand, among those aware of the phone number, 35 percent correctly identify it as a number pertaining to gambling. This compares to only nine percent in 2005. In reviewing this number, the reader is cautioned that it is based on only ten respondents in 2005 and 17 in 2010.

*“Have you ever heard of the phone number 1-800-Next Step?”*

|                 | Yes | No  |
|-----------------|-----|-----|
| 2010            | 4%  | 96% |
| 2005            | 2   | 98  |
| <br><u>2010</u> |     |     |
| Gamblers        | 5%  | 95% |
| Non-gamblers    | 3   | 97  |

#### OF THOSE AWARE

|              | Percent Who Identify<br>1-800-Next Step With Gambling |      |
|--------------|-------------------------------------------------------|------|
|              | 2010                                                  | 2005 |
| Total        | 35%                                                   | 9%   |
| Gamblers     | 30                                                    | 8    |
| Non-gamblers | 43                                                    | 10   |

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## GAMBLING INCIDENCE

### Forty-eight Percent of Arizonans Gamble

There has been no significant change in the proportion of Arizona adults who make one or more wagers in the course of an typical month: 48 percent in 2010 compared to 49 percent in 2005. On the other hand, among those who gamble, the percent who do so five or more times a month shrank from 43 to 36 percent between 2005 and 2010. Persons who gamble 20 or more times a month still account for half of all gambling transactions. In 2010, gamblers made an average of 6.4 transactions a month compared to an average of 7.7 times a month in 2005.

### Half of Wagering Activity Is Concentrated Among Seven Percent of Gamblers

When asking how many times a month Arizonans participate in each of eight forms of gambling, we find that seven percent of people who are involved in gambling appear to account for 51 percent of wagers being made, with most of these gamblers saying they gamble 20 or more times a month. The proportion of gamblers who made wagers only one to four times a month grew from 57 to 64 percent between 2005 and 2010. It appears that while the overall percentage of adults involved in gambling has not changed between 2005 and 2010, many have shifted downward the frequency of their gambling transactions. Please note that this survey does not permit us to assess the proportion of dollars being gambled or even the actual number of transactions by various levels of players, but it does provide a look at the number of times each month in which the gamblers make one or more gambling transactions.

#### AMONG PEOPLE WHO GAMBLE

<u>Monthly Frequency of Any Kind of Gambling</u>	<u>% Who Gamble This Often</u>		<u>% of Gambling Events by This Group</u>	
	<u>2010</u>	<u>2005</u>	<u>2010</u>	<u>2005</u>
1 to 2 times a month	37%	38%	8%	7%
3 to 4 times a month	27	19	22	8
5 to 9 times a month	24	22	8	18
10 to 19 times a month	5	9	11	15
20+ times a month	<u>7</u>	<u>12</u>	<u>51</u>	<u>52</u>
	100%	100%	100%	100%

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### Lottery and Indian Casino Gaming Dominate

Forty-eight percent of the adult public is engaged in one or more of the eight gambling activities tested in this survey, with lottery and casino activities the most widespread. Private transactions between individuals or in office pools again approaches 20 percent, while on and off track wagers and Internet wagering are the least common. It is interesting to note that people engaged in Internet wagering has declined to only one percent and the frequency among those participating in this kind of wagering has dropped sharply from 6.7 in 2005 to only 1.7 per month in 2010.

While the proportion of adults participating in the various forms of gambling is generally the same as in 2005 we note that the frequency of play in private wagering has risen to double its 2005 level.

*“As you may be aware, Arizona permits a variety of gaming activities from horse and dog racing to the state lottery and Indian casinos. In a typical month, how often, if ever do you do any of the following:”  
(READ LIST AND ROTATE)*

|                                                    | As % of Total Population |      | Among Gamblers     |      |                          |      |
|----------------------------------------------------|--------------------------|------|--------------------|------|--------------------------|------|
|                                                    |                          |      | Percent Doing Each |      | Play Frequency Per Month |      |
|                                                    | 2010                     | 2005 | 2010               | 2005 | 2010                     | 2005 |
| <u>LOTTERY</u>                                     |                          |      |                    |      |                          |      |
| Buy one or more lottery tickets                    | 38%                      | 38%  | 79%                | 79%  | 3.7                      | 3.9  |
| <u>CASINOS</u>                                     |                          |      |                    |      |                          |      |
| Play the slots at an Indian casino                 | 17                       | 17   | 36                 | 35   | 1.8                      | 1.9  |
| Play table games at Indian casinos                 | 13                       | 9    | 26                 | 19   | 2.3                      | 1.9  |
| <u>PRIVATE</u>                                     |                          |      |                    |      |                          |      |
| Private wager with friends/sports and other events | 11                       | 12   | 23                 | 24   | 4.6                      | 2.3  |
| Participate in office pools                        | 8                        | 7    | 17                 | 14   | 4.2                      | 2.1  |
| <u>TRACKS/OFF-SITE AND INTERNET</u>                |                          |      |                    |      |                          |      |
| Dog-horse race wagers                              | 5                        | 4    | 10                 | 8    | 2.7                      | 2.3  |
| Off-track betting                                  | 3                        | 3    | 6                  | 6    | 3.1                      | 3.0  |
| Internet wagers                                    | 1                        | 2    | 2                  | 4    | 1.7                      | 6.7  |
| Any of the above                                   | 48%                      | 49%  | 100%               | 100% | 6.4                      | 7.7  |
| None of the above                                  | 52%                      | 51%  |                    |      |                          |      |

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### Gambling Participation by Socio-Economic Group

Participation in gambling cuts across all socio-economic groups but today is above the norm among men, Latinos, those employed and Pima County residents. Frequency per month of playing also rises among men (7.9) and for non-Hispanic ethnic minorities (18.8). Both the participation of adults and frequency of play appears to be expanding in Pima County.

	<u>Gamble Monthly</u>		<u>Frequency Per Month Among Gamblers</u>	
	2010	2005	2010	2005
STATE TOTAL	48%	49%	6.4	7.7
<u>GENDER</u>				
Men	53	55	7.9	8.8
Women	44	44	4.7	6.7
<u>AGE</u>				
Under 45	45	48	6.1	6.5
45 +	52	49	7.6	8.6
<u>ETHNICITY</u>				
Caucasian	48	45	5.2	6.5
Hispanic	55	51	5.1	8.3
Other	38	67	18.8	10.7
<u>EMPLOYMENT</u>				
Employed	56	53	6.1	7.3
Retired	44	45	6.8	8.8
Other	36	42	7.0	6.1
<u>INCOME</u>				
Less than \$25,000	53	50	5.3	8.6
\$25,000 to \$44,999	46	52	6.3	6.1
\$45,000 to \$64,999	54	47	8.6	7.3
\$65,000 +	53	53	7.0	8.3
<u>COUNTY</u>				
Maricopa	46	47	5.9	6.9
Pima	57	51	9.3	7.8
Rural	47	51	5.6	9.3
<u>GAMBLING</u>				
1 to 2 times a month	18	19	1.2	1.4
3+ times a month	31	30	9.5	11.6
5+ times a month	18	20	13.8	15.2

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Finally, we ran a set of tabulations to determine the proportion of gamblers who are involved with only one form of gaming versus those who engage in multiple activities. The pattern which emerges shows that half of gamblers are multiple game players (53%) while the balance concentrate on only one mode – usually lottery or casino games. This pattern is essentially unchanged between the two surveys.

|                                 | AS % OF<br>GAMBLERS |      |
|---------------------------------|---------------------|------|
|                                 | 2010                | 2005 |
| Multiple game players           | 51%                 | 53%  |
| Lottery only                    | 35                  | 34   |
| <u>CASINO</u>                   |                     |      |
| Slots only                      | 5                   | 7    |
| Table games only                | 1                   | *    |
| Private wager/office pools only | 6                   | 3    |
| Internet only                   | 1                   | *    |
| Dog/horse wagering only         | 1                   | *    |
| Off-track wagering only         | 0                   | 0    |

\* Less than 1/2 of one percent.

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PERCEIVED IMPACT OF GAMING

Eight of ten Arizonans continue to believe that gambling has had a positive or benign impact on Arizona as a whole and two-thirds or more hold the same opinion as regards its impact on their community, their families or on themselves.

Perceived Impact on Arizona

As may be seen in the first table, in assessing the impact of gaming on the state, a plurality are inclined to see the impact as either positive (39%) or benign (42%). Only 19 percent rate its impact as negative. These figures are little changed from 2005.

Non-gamblers are very divided on the issue of how it has impacted the state, but among gamblers, the assessment is decidedly favorable (52% positive to 18% negative).

*“In general, would you say gaming has a positive impact, a negative impact or neither a positive nor negative impact on Arizona?”*

	<u>IMPACT ON ARIZONA HAS BEEN</u>					
	2010			2005		
	Positive	Negative	Neither/ Unsure	Positive	Negative	Neither/ Unsure
All adults	39%	19%	42%	40%	23%	37%
Non-gamblers	28	25	47	28	28	44
Gamblers	51	13	36	52	18	30

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### Impact on One's Community

In assessing impacts on one's community, favorable assessments register at 28 percent and negative assessments are given by 21 percent. Five of ten say the impact has been neither positive or negative. Twelve percent of gamblers and 29 percent of non-gamblers see a negative impact, but both readings are lower than in 2005. As was true in 2005, favorable assessments tend to rise outside Maricopa County.

*"In general, would you say gaming has a positive impact, a negative impact or neither a positive nor negative impact on your community?"*

|                   | IMPACT ON YOUR COMMUNITY HAS BEEN |          |                    |          |          |                    |
|-------------------|-----------------------------------|----------|--------------------|----------|----------|--------------------|
|                   | 2010                              |          |                    | 2005     |          |                    |
|                   | Positive                          | Negative | Neither/<br>Unsure | Positive | Negative | Neither/<br>Unsure |
| All adults        | 28%                               | 21%      | 51%                | 30%      | 27%      | 43%                |
| Non-gamblers      | 18                                | 29       | 53                 | 19       | 34       | 47                 |
| Gamblers          | 38                                | 12       | 50                 | 41       | 20       | 39                 |
| <u>ALL ADULTS</u> |                                   |          |                    |          |          |                    |
| Maricopa          | 23                                | 23       | 54                 | 28       | 27       | 45                 |
| Pima              | 37                                | 14       | 49                 | 33       | 22       | 45                 |
| Rural             | 34                                | 21       | 45                 | 34       | 29       | 37                 |

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## Impacts on Family

Perceived negative impacts on family have declined since 2005. More specifically, negative impacts on family registered at 26 percent in 2005 but 18 percent today. The largest decline in this reading is among gamblers and individuals who believe they know others with a gambling problem or addictions. This may reflect awareness that intervention programs exist to help people with such problems.

*“In general, would you say gaming has a positive impact, a negative impact or neither a positive nor negative impact on your family?”*

2010

### IMPACT ON “YOUR FAMILY” HAS BEEN

	<u>Positive</u>	<u>Negative</u>	<u>Neither/ Unsure</u>
All adults	16%	18%	66%
Non-gamblers	8	23	69
Gamblers	23	13	64

#### PEOPLE WHO SAY THEY:

Have friend or family member with a gambling problem	21	28	52
Have friend or family member addicted to gambling	22	25	53

2005

### IMPACT ON “YOUR FAMILY” HAS BEEN

	<u>Positive</u>	<u>Negative</u>	<u>Neither/ Unsure</u>
All adults	13%	26%	61%
Non-gamblers	7	28	65
Gamblers	19	24	57

#### PEOPLE WHO SAY THEY:

Have friend or family member with a gambling problem	12	43	45
Have friend or family member addicted to gambling	10	50	40

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## Impacts on Yourself

When it comes to perceived negative impacts on yourself, most people are unsure, perhaps because they have not directly faced a gambling problem personally or with a friend or family member. Among those who believe there has been an impact from gambling on their lives, the “positive impact” reading is 18 percent and the “negative impact” reading is 16 percent. Also note that among people who say they have friends with a gambling problem or addiction, the proportion who say gambling has had a negative impact on them shrinks to 25 percent from 40 percent five years ago.

*“In general, would you say gaming has a positive impact, a negative impact or neither a positive nor negative impact on yourself?”*

### 2010

#### IMPACT ON “YOURSELF” HAS BEEN

|              | <u>Positive</u> | <u>Negative</u> | <u>Neither/<br/>Unsure</u> |
|--------------|-----------------|-----------------|----------------------------|
| All adults   | 18%             | 16%             | 66%                        |
| Non-gamblers | 8               | 20              | 72                         |
| Gamblers     | 29              | 11              | 60                         |

#### PEOPLE WHO SAY THEY:

|                                                                 |    |    |    |
|-----------------------------------------------------------------|----|----|----|
| Have close friend or family member<br>with a gambling problem   | 25 | 25 | 50 |
| Have close friend or family member<br>with a gambling addiction | 20 | 25 | 55 |

### 2005

#### IMPACT ON “YOURSELF” HAS BEEN

|              | <u>Positive</u> | <u>Negative</u> | <u>Neither/<br/>Unsure</u> |
|--------------|-----------------|-----------------|----------------------------|
| All adults   | 17%             | 22%             | 61%                        |
| Non-gamblers | 6               | 25              | 69                         |
| Gamblers     | 28              | 20              | 52                         |

#### PEOPLE WHO SAY THEY:

|                                                                 |    |    |    |
|-----------------------------------------------------------------|----|----|----|
| Have close friend or family member<br>with a gambling problem   | 17 | 43 | 40 |
| Have close friend or family member<br>with a gambling addiction | 14 | 40 | 46 |

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Although the 2010 to 2005 shift in the readings are just within the margin of error, the reader can see in the table below that the proportion reporting “no impact” on members of their families or themselves of gambling shifted from 61 percent to 66 percent during the two study periods and is apparent across nearly all demographic groups.

% Reporting No Impact of Gambling  
On Themselves Or Their Family

	FAMILY		THEMSELVES	
	2010	2005	2010	2005
Total adults	66%	61%	66%	61%
Non-gamblers	69	65	72	69
Gamblers	64	57	60	52
“Believe they know a problem gambler”	51	49	50	55
<u>GENDER</u>				
Male	65	62	64	61
Female	68	60	69	62
<u>AGE</u>				
Under 45	64	64	64	64
45 +	68	58	68	59
<u>ETHNICITY</u>				
Caucasian	69	66	69	66
Hispanic	56	51	56	52
Other	60	48	60	50
<u>INCOME</u>				
Less than \$25,000	56	51	51	55
\$25,000 to \$44,999	58	61	65	56
\$45,000 to \$64,999	58	68	56	69
\$65,000 +	72	63	68	65

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On the table which follows, we have broadcast the responses to the “family” and “yourself” question across various sample subgroups. Similar to the patterns seen in 2005, we find that:

- The more one gambles, the less likely one is to assess the impact in negative ways. Similarly, frequent gamblers are more likely than in 2005 to say they have seen benefits to themselves or their families that they believe trace to gambling.
- People who believe they know a problem gambler are the most likely to perceive negative impacts.

*“In general, would you say gaming has a positive impact, a negative impact or neither a positive nor negative impact on each of the following...?”*

|                                        | <u>2010</u>                  |          |                                     | <u>2010</u>               |          |                                     |
|----------------------------------------|------------------------------|----------|-------------------------------------|---------------------------|----------|-------------------------------------|
|                                        | <u>IMPACT ON YOUR FAMILY</u> |          |                                     | <u>IMPACT ON YOURSELF</u> |          |                                     |
|                                        | Positive                     | Negative | (Pos to<br>Neg Point<br>Difference) | Positive                  | Negative | (Pos to<br>Neg Point<br>Difference) |
| <u>GAMBLE</u>                          |                              |          |                                     |                           |          |                                     |
| 1 to 2 times a month                   | 16%                          | 18%      | (- 2)                               | 16%                       | 16%      | (- 0)                               |
| 3+ times a month                       | 28                           | 11       | (+17)                               | 37                        | 8        | (+29)                               |
| 5+ times a month                       | 30                           | 9        | (+21)                               | 43                        | 4        | (+39)                               |
| Don't gamble                           | 23                           | 13       | (+10)                               | 8                         | 20       | (- 12)                              |
| Believe they know a<br>problem gambler | 21                           | 28       | (- 7)                               | 25                        | 25       | (- 0)                               |
| <u>GENDER</u>                          |                              |          |                                     |                           |          |                                     |
| Men                                    | 19                           | 16       | (+ 3)                               | 23                        | 13       | (+10)                               |
| Women                                  | 12                           | 20       | (- 8)                               | 13                        | 18       | (- 5)                               |
| <u>AGE</u>                             |                              |          |                                     |                           |          |                                     |
| Under 45                               | 16                           | 20       | (- 4)                               | 19                        | 17       | (+ 2)                               |
| 45 +                                   | 15                           | 17       | (- 2)                               | 17                        | 15       | (+ 2)                               |
| <u>ETHNICITY</u>                       |                              |          |                                     |                           |          |                                     |
| Caucasian                              | 12                           | 19       | (- 7)                               | 14                        | 17       | (- 3)                               |
| Hispanic                               | 29                           | 15       | (+14)                               | 29                        | 15       | (+ 14)                              |
| Other                                  | 17                           | 23       | (- 6)                               | 25                        | 15       | (+ 10)                              |
| <u>INCOME</u>                          |                              |          |                                     |                           |          |                                     |
| Less than \$25,000                     | 24                           | 20       | (+ 4)                               | 27                        | 22       | (+ 5)                               |
| \$25,000 to \$44,999                   | 21                           | 21       | (- 0)                               | 21                        | 14       | (+ 7)                               |
| \$45,000 to \$64,999                   | 16                           | 26       | (- 10)                              | 20                        | 24       | (- 4)                               |
| \$65,000 or more                       | 14                           | 13       | (+ 1)                               | 20                        | 12       | (+ 8)                               |

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## CAN GAMBLING BE A PROBLEM? – AN ADDICTION?

Nearly all adults in Arizona continue to believe gambling can become both a problem and an addiction. Additionally, 28 percent of all adults and fully a third of gamblers say they know someone who they believe has a gambling problem.

*“From what you have read or heard, is it true or not true that gambling can become:”*

	True		Not True/Unsure	
	2010	2005	2010	2005
A problem	96%	97%	4%	3%
An addiction	96	97	4	3

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*“From what you know or hear, do any of the following people that you know have a gambling problem?”*

|                              | 2010   |           |        |                     |     | Any of These |
|------------------------------|--------|-----------|--------|---------------------|-----|--------------|
|                              | Friend | Co-worker | Spouse | Other Family Member | You |              |
| ALL ADULTS                   | 16%    | 4%        | 1%     | 8%                  | 1%  | 28%          |
| Non-gamblers                 | 13     | 4         | 1      | 7                   | 1   | 25           |
| Gamblers                     | 20     | 4         | 1      | 9                   | 1   | 34           |
| <u>FREQUENCY OF GAMBLING</u> |        |           |        |                     |     |              |
| 1 to 2 times a month         | 15     | 6         | 2      | 1                   | 1   | 26           |
| 3+ times a month             | 26     | 3         | 1      | 12                  | 1   | 41           |
| 5+ times a month             | 21     | 0         | 0      | 11                  | 1   | 35           |

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	2005					Any of These
	Friend	Co-worker	Spouse	Other Family Member	You	
ALL ADULTS	14%	6%	1%	10%	2%	28%
Non-gamblers	12	6	*	8	0	23
Gamblers	15	6	2	12	3	33
<u>FREQUENCY OF GAMBLING</u>						
1 to 2 times a month	19	2	1	15	3	35
3+ times a month	13	9	3	10	4	31
5+ times a month	10	10	4	9	6	31

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PERCEPTION ON SCOPE OF PROBLEM GAMBLING IN ARIZONA

Seventy-two percent of Arizonans believe problem gambling is a problem in the state, including nearly a fifth who believe the problem is “widespread.” The percent of Arizonans who believe it is a problem is down from 80 percent in 2005. Belief that problem gambling is widespread peaks among Hispanics, within lower income families and people who believe they have friends or acquaintances with a gambling problem.

*“It happens that gambling can become a serious problem for some people. From what you have read or heard, is problem gambling in Arizona. . .”*

|                                                 | <u>2010</u>          | <u>2005</u>          |
|-------------------------------------------------|----------------------|----------------------|
| A widespread problem                            | 16%                  | 18%                  |
| A problem, but not widespread                   | 27                   | 28                   |
| <u>A problem that affects only a few people</u> | <u>29</u> <b>72%</b> | <u>34</u> <b>80%</b> |
| Not a problem at all                            | 10                   | 5                    |
| (Not read) Unsure                               | 18                   | 15                   |

% Answering “ a Widespread Problem”

|                          |            |            |
|--------------------------|------------|------------|
| <u>AVERAGE</u>           | <u>17%</u> | <u>18%</u> |
| Hispanics                | 24         | 31         |
| Income: Under \$25K      | 27         | 28         |
| Income: \$25K to \$44.9K | 28         | 25         |
| Know a problem gambler   | 29         | 33         |

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## RESPONSE TO STATEMENTS ABOUT PROBLEM GAMBLING

A battery of questions was deployed in both studies aimed at helping us understand the public's orientation toward problem gambling and their willingness to participate or intervene in helping someone with a gambling problem.

Overall, the results to these questions generate the following results:

- Nineteen percent of adults in Arizona believe they have a close friend or family member with a gambling problem or a gambling addiction. This compares to roughly a quarter holding that opinion in 2005.
- Two-thirds of gamblers say they have no gambling problem. However, six percent say they gamble often and need help learning how to stop. This reading is unchanged from 2005.
- Non-gamblers and gamblers (97%) alike believe gambling can become a problem – even an addiction (93%) – unchanged from 2005.
- Less than half of all adults (43%) and 45 percent of gamblers who say they would know whom to call if they knew someone who needed help with a gambling problem. Frequent gamblers are more aware of whom to call (56%). These figures are little changed from 2005.
- Seventy-nine percent appear willing to talk about gambling to a friend they thought was addicted – down from 86 percent in 2005.
- Half of adults believe the prevalence of gaming in Arizona and on TV contributes to youth gambling. This is down from 60 percent in 2005.
- Two-thirds believe more needs to be done to help problem gamblers – down from 73 percent in 2005.

### Friends With Gambling Problem

In the first set of questions we find that about one of five respondents in the state admit that they have family members or friends who they suspect may have a gambling problem or who are actually addicted to gambling. These percentages rise only moderately among gamblers and are down from about one out of four respondents in 2005.

	2010		2005	
	Agree	Disagree	Agree	Disagree
<i>"I have close friends or family members who I think have a gambling problem"</i>				
All adults	19%	79%	24%	74%
All gamblers	20	78	27	72
<u>FREQUENCY OF GAMBLING</u>				
1 to 2 times a month	13	84	24	75
3+ times a month	24	74	28	71
5+ times a month	24	75	29	70
<i>"I have close friends or family members who I think are <b>addicted</b> to gambling and may need counseling"</i>				
All adults	18%	79%	24%	73%
All gamblers	20	78	28	69
<u>FREQUENCY OF GAMBLING</u>				
1 to 2 times a month	14	84	28	68
3+ times a month	24	74	28	70
5+ times a month	21	77	26	72

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### Self-Perception of Gambling Problems

Sixty-six percent of gamblers say they enjoy making wagers from time to time and do not believe they have a gambling problem. This is the same reading as in 2005. In 2005, 14 percent said that they gamble often and sometimes feel they could use help learning how to stop, a number that has dropped to six percent in 2010.

|                                                                                                         | 2010  |          | 2005  |          |
|---------------------------------------------------------------------------------------------------------|-------|----------|-------|----------|
|                                                                                                         | Agree | Disagree | Agree | Disagree |
| <i>"I enjoy making a wager from time to time, but do not consider myself having a gambling problem"</i> |       |          |       |          |
| All gamblers                                                                                            | 66%   | 31%      | 66%   | 31%      |
| <u>FREQUENCY OF GAMBLING</u>                                                                            |       |          |       |          |
| 1 to 2 times a month                                                                                    | 50    | 46       | 58    | 39       |
| 3+ times a month                                                                                        | 75    | 23       | 72    | 26       |
| 5+ times a month                                                                                        | 78    | 22       | 74    | 23       |
| <i>"I gamble often and sometimes feel that I could use help learning how to stop"</i>                   |       |          |       |          |
| All gamblers                                                                                            | 6%    | 92%      | 14%   | 84%      |
| <u>FREQUENCY OF GAMBLING</u>                                                                            |       |          |       |          |
| 1 to 2 times a month                                                                                    | 4     | 96       | 15    | 85       |
| 3+ times a month                                                                                        | 7     | 90       | 14    | 84       |
| 5+ times a month                                                                                        | 8     | 90       | 11    | 87       |

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### Most See Gambling as a Serious Problem

As was noted earlier in this report, nearly everyone believes gambling can become a serious problem and even an addiction for some people and their families. This belief cuts across gamblers and non-gamblers alike and is unchanged from 2005.

	2010		2005	
	Agree	Disagree	Agree	Disagree
<i>"For some people, gambling can become a serious problem"</i>				
All adults	97%	2%	97%	3%
All gamblers	96	2	97	2
<u>FREQUENCY OF GAMBLING</u>				
1 to 2 times a month	94	3	97	3
3+ times a month	97	2	97	2
5+ times a month	96	3	96	3
<i>"Problem gambling can be as disruptive to a person and their family as <b>addiction</b> to alcohol"</i>				
All adults	93%	4%	92%	6%
All gamblers	93	5	93	6
<u>FREQUENCY OF GAMBLING</u>				
1 to 2 times a month	92	5	95	4
3+ times a month	93	5	92	7
5+ times a month	93	7	92	6

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### Willingness to Intervene

Similar to 2005, a clear need continues to exist to help people better understand where they can go or where they can direct a friend with a problem to go for help about problem gambling. Fifty-eight percent of the public and over half of gamblers admit they would not know or unsure whom to call. At the same time, however, 79 percent of the general public and 83 percent of gamblers say they would feel comfortable talking about gambling to a family member or friend they thought was addicted to gambling. Each of these readings is down from 2005.

|                                                                                                                                          | 2010  |                       | 2005  |                       |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------|-------|-----------------------|
|                                                                                                                                          | Agree | Disagree<br>Or Unsure | Agree | Disagree<br>Or Unsure |
| <i>"If I knew someone who needed help with a gambling problem, I would know whom to call"</i>                                            |       |                       |       |                       |
| All adults                                                                                                                               | 42%   | 58%                   | 43%   | 57%                   |
| All gamblers                                                                                                                             | 45    | 55                    | 53    | 47                    |
| <u>FREQUENCY OF GAMBLING</u>                                                                                                             |       |                       |       |                       |
| 1 to 2 times a month                                                                                                                     | 36    | 64                    | 54    | 46                    |
| 3+ times a month                                                                                                                         | 50    | 50                    | 52    | 48                    |
| 5+ times a month                                                                                                                         | 56    | 44                    | 54    | 46                    |
| <i>"I would feel comfortable talking about gambling to a friend or family member if I thought they were <b>addicted</b> to gambling"</i> |       |                       |       |                       |
| All adults                                                                                                                               | 79%   | 21%                   | 86%   | 14%                   |
| All gamblers                                                                                                                             | 83    | 17                    | 88    | 12                    |
| <u>FREQUENCY OF GAMBLING</u>                                                                                                             |       |                       |       |                       |
| 1 to 2 times a month                                                                                                                     | 84    | 16                    | 90    | 10                    |
| 3+ times a month                                                                                                                         | 82    | 18                    | 87    | 13                    |
| 5+ times a month                                                                                                                         | 78    | 22                    | 89    | 11                    |

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### Prevalence of Gambling on Television Thought to Play a Role in Youth Gambling

Half of adults and 48 percent of gamblers that agree that TV gambling shows and the general prevalence of gaming in Arizona as influencing young people to “get hooked” on gambling. Today however, belief that TV shows and the prevalence of gaming encourages gambling among young people has declined ten points since 2005.

	2010		2005	
	Agree	Disagree	Agree	Disagree
<i>“With all the gambling in Arizona and on television these days, it is no wonder that young people are getting hooked on gambling”</i>				
All adults	50%	36%	60%	31%
All gamblers	48	40	53	38
<u>FREQUENCY OF GAMBLING</u>				
1 to 2 times a month	46	39	55	38
3+ times a month	49	40	51	38
5+ times a month	41	49	46	41

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### Seven in Ten Favor More Programs to Help Problem Gamblers

Sixty-seven percent of the general public believe that more needs to be done in Arizona to help problem gamblers. Gamblers agree, with 65 percent holding this view. There has been no significant shift in their belief since 2005.

|                                                                           | 2010  |          | 2005  |          |
|---------------------------------------------------------------------------|-------|----------|-------|----------|
|                                                                           | Agree | Disagree | Agree | Disagree |
| <i>“More needs to be done to help people who have a gambling problem”</i> |       |          |       |          |
| All adults                                                                | 67%   | 16%      | 73%   | 17%      |
| All gamblers                                                              | 65    | 19       | 69    | 21       |
| <u>FREQUENCY OF GAMBLING</u>                                              |       |          |       |          |
| 1 to 2 times a month                                                      | 59    | 23       | 71    | 24       |
| 3+ times a month                                                          | 68    | 17       | 68    | 20       |
| 5+ times a month                                                          | 66    | 20       | 66    | 23       |

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WHERE PEOPLE WOULD GO FOR ADVICE OR INFORMATION  
ABOUT PROBLEM GAMBLING

Arizonans offer a wide range of ideas about where they would go if they needed information about a gambling problem but the percent who have no idea whatsoever has dropped to 28 percent from 41 percent in 2005. The principal reason for this shift is the near doubling of members of the public who say they would turn to the Internet.

*“If you need advice or information about a gambling problem, where would you go for information about what to do?”*

	Total	
	2010	2005
I have no idea	28%	41%
Search the Internet	31	17
Phone book	9	10
Religious leader	5	8
Gambling Anonymous	7	8
Physician	5	5
Social worker	5	4
Family/friends	5	3
Newspaper/radio/t.v.	4	0
Indian casino phone # in ads	3	3
Gambling hotline, COPE	2	7
1-800-NEXT STEP	1	*
Employer	*	1
Lottery office	1	1
Miscellaneous other	2	5

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As may be seen in the next table, the willingness to turn to the Internet has grown across all population segments but most noticeably among Latinos.

*“If you need advice or information about a gambling problem, where would you go for information about what to do?”*

|                              | Caucasian |      | Latino |      | Other |      |
|------------------------------|-----------|------|--------|------|-------|------|
|                              | 2010      | 2005 | 2010   | 2005 | 2010  | 2005 |
| I have no idea               | 25%       | 36%  | 29%    | 50%  | 44%   | 44%  |
| Search the Internet          | 33        | 21   | 31     | 9    | 15    | 11   |
| Phone book                   | 11        | 11   | 2      | 8    | 4     | 9    |
| Religious leader             | 5         | 9    | 3      | 5    | 6     | 7    |
| Gambling Anonymous           | 9         | 10   | 4      | 3    | 0     | 5    |
| Physician                    | 4         | 5    | 3      | 8    | 11    | 3    |
| Social worker                | 4         | 3    | 9      | 4    | 2     | 7    |
| Family/friends               | 4         | 2    | 7      | 6    | 8     | 7    |
| Newspaper/radio/t.v.         | 5         | 0    | 3      | 0    | 0     | 0    |
| Indian casino phone # in ads | 2         | 4    | 7      | 2    | 4     | 6    |
| Gambling hotline, COPE       | 3         | 9    | 1      | 3    | 2     | 6    |
| 1-800-NEXT STEP              | *         | *    | 1      | 0    | 2     | 0    |
| Employer                     | 0         | 1    | 0      | 1    | 2     | 0    |
| Lottery office               | 2         | 2    | 0      | 0    | 0     | 0    |
| Miscellaneous other          | 2         | 5    | 6      | 4    | 0     | 0    |

\* Less than one percent

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**APPENDIX**

SURVEY QUESTIONNAIRE

Hello, my name is \_\_\_\_\_ and I am an interviewer for the Rocky Mountain Poll of Arizona. We are conducting a survey on issues of the day (**AMONG CELL PHONE USERS**) and would like to chat with you briefly. There are no right or wrong answers to the questions. We are simply interested in your point of view.

Hola mi nombre es \_\_\_\_\_, y trabajo para Rocky Mountain Poll de Arizona. Estamos conduciendo una encuesta sobre temas del día y me gustaría hablar con usted por unos minutos. No hay respuestas correctas o incorrectas a las preguntas que le haré. Simplemente estamos interesados en su punto de vista.

A. To make sure you are qualified for the study, are you a full time resident of Arizona?

Para asegurarme que califica para esta encuesta, es usted residente de tiempo completo en Arizona?

(CONTINUE) Yes...1  
(TERMINATE) No...2

B. And are you over or under 45 years of age?

Y es usted mayor o menor de 45 años?

Under (check quotas) (50%)...1  
Over (check quotas) (50%)...2

C. Observe gender and check quotas

Male (50%)...1  
Female (50%)...2

**( CELL PHONE SAMPLE ONLY)**

D. Are you currently driving a car or doing any activity that requires your full attention?

¿Usted está actualmente conduciendo un vehiculo o está haciendo algun actividad que requiera su atención completa?

(ARRANGE CALLBACK) Yes...1  
(CONTINUE) No...2

Thanks. Let's get started  
Gracias. Vamos a empezar

1. Have you ever heard of the phone number 1 - 800 - NEXT STEP?

Alguna vez ha escuchado el numero 1 - 800 - NEXT STEP?

(GO TO Q1a) Yes...1  
(GO TO Q 2) No / unsure...2

1a. What program is that number for? (DO NOT READ, CHECK ALL MENTIONED)

Para cual programa es ese numero?

Gambling...1  
Alcoholism...2  
Crisis management ...3  
Other  
(specify \_\_\_\_\_)...4  
Not sure...5

2. As you may be aware, Arizona permits a variety of gaming activities from horse and dog racing to the state lottery and Indian casinos. In a typical month, how often, if ever do you do any of the following: (ROTATE)

Como usted puede estar enterado/a, Arizona permite una variedad de actividades de apuestas desde carreras de caballos y carreras de perros a la loteria del estado y casinos en las reservaciones. En un mes tipico que tan frecuente si acaso hace lo siguiente?

- |  | #     |
|--|-------|
| A. Buy one or more lottery tickets . . . . .<br>comprar un boleto o mas de la loteria  | _____ |
| B. Play casino games such as poker or black jack at an Indian casino . . . . .<br>juega juegos del casino como pocar o 21 en un casino en la reservacion | _____ |
| C. Play the slots at an Indian casino . . . . .<br>juega las maquinas en un casino en la reservacion   | _____ |
| D. Go to a dog or horse race to wager . . . . .<br>fue a una carrera de caballos o perros para apostar   | _____ |
| E. Make wagers at an off track betting site . . . . .<br>hacer apuestas de carreras en una casilla   | _____ |
| F. Make a private wager with friends on a sports or other event . . . . .<br>hacer apuestas privadas en deportes u otros eventos con amistades           | _____ |
| G. Participate in an office pool . . . . .<br>participar en apuestas en el trabajo   | _____ |
| H. Make a wager on the Internet . . . . .<br>hacer apuestas por el internet  | _____ |

3. In general, would you say gaming has a positive impact, a negative impact or neither a positive nor a negative impact on the following:

En general, diria usted que las apuestas tienen un impacto positivo, un impacto negativo, o ni positivo o negativo en las siguientes cosas

	<u>Positive</u>	<u>Negative</u>	<u>Neither</u>	<u>Unsure</u>
A. The state of Arizona/el estado de Arizona . . . . .	1	2	3	4
B. Your community/su comunidad . . . . .	1	2	3	4
C. Your family/su familia . . . . .	1	2	3	4
D. Yourself/usted mismo/a . . . . .	1	2	3	4

4. From what you have read or heard, is it true or not true that gambling can become a problem? True...1  
Not true...2  
 De lo que ha leído o escuchado, es cierto o no que el juego se puede convertir en un problema? Unsure...3

5. From what you have read or heard, is it true or not true that gambling can become an addiction? True...1  
Not true...2  
 De lo que ha leído o escuchado, es cierto o no que el juego se puede convertir en una adicción. Unsure...3

6. From what you know or hear, do any of the following people you know have a gambling problem? A co-worker/un compañero/a de trabajo...1  
A friend/una amistad...2  
Your spouse/su esposo/a...3  
 De lo que usted sabe o a escuchado, ¿tiene alguna de estas personas que usted conoce un problema por el juego. Another member of your family/otro miembro de su familia...4  
Yourself/usted...5

7. Next I'd like to read you some statements that have been made about people who enjoy gambling or making wagers. For each one, please tell me if you strongly agree, agree, disagree or strongly disagree with each one. (ROTATE)

Ahora me gustaria leerle unas frases que se han dicho de personas que disfrutan apostar. Para cada una por favor digame si usted está firmemente de acuerdo, solamente de acuerdo, no está de acuerdo o está firmemente desacuerdo con cada una.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Unsure</u>
A. I enjoy making a wager from time to time, but do not consider myself having a gambling problem . . . . . 1 Yo disfruto apostar de tiempo a tiempo pero no me considero tener un problema con el juego	1	2	3	4	5
B. For some people, gambling can become a serious problem. . . . . 1 Para ciertas personas el juego se puede convertir en un problema serio	1	2	3	4	5
C. I have close friends or family members who I think have a gambling problem . . . . . 1 Yo tengo familiares y amistades cercanas que yo pienso que tienen un problema con el juego	1	2	3	4	5
D. I have close friends or family members who I think are <b>addicted</b> to gambling and may need counseling . . . . . 1 Yo tengo familiares y amistades cercanas que yo pienso que estan adictos al juego y a lo mejor necesitan un cosejero	1	2	3	4	5
E. Problem gambling can be as disruptive to a person and their family as <b>addiction</b> to alcohol. . . . . 1 El problema del juego puede perjudicar a la persona y a su familia tal como la adiccion al alcohol	1	2	3	4	5
F. If I knew someone who needed help with a gambling problem, I would know whom to call. . . . . 1 Si yo conociera alguien que necesita ayuda con un problema del juego, yo sabria a quien hablar.	1	2	3	4	5
G. More needs to be done to help people who have a gambling problem. . . . 1 Se necesita hacer mas para ayudar a la gente que tienen un problema con el juego	1	2	3	4	5
H. I would feel comfortable talking about gambling to a friend or family member if I thought they were <b>addicted</b> to gambling. . . . . 1 Yo me sentiria agusto hablarle a mi amigo/a o a un miembro de mi familia sobre la adiccion, si yo pensara que esta person esta adicta al juego	1	2	3	4	5
I. I gamble often and sometimes feel that I could use help learning how to stop. . . . . 1 Yo apuesto seguido y en veces siento que podria utilizar ayuda para aprender como parar	1	2	3	4	5
J. With all the gambling in Arizona and on television these days, it is no wonder that young people are getting hooked on gambling . . . . . 1 Con todo el juego en Arizona y la television estos dias, no me sorprende que los jovenes se estan enviando al juego	1	2	3	4	5

8. It happens that gambling can become a serious problem for some people. From what you have read or heard, is problem gambling in Arizona ... (READ EACH CATEGORY, CHECK ONLY ONE)

Sucede que el juego se puede convertir en un problema serio para ciertas personas. De lo que usted ha leído sabe o escuchado, el problema de juego en Arizona

- A wide spread problem/un problema amplio...1
- A problem, but not wide spread/un problema pero no amplio...2
- A problem that affects only a few people/un problema que perjudica solamente a pocas personas...3
- Not a problem at all/no es un problema...4
- (DO NOT READ) Not sure...5

9. If you needed advice or information about a gambling problem, where would you go for information about what to do: (DO NOT READ, CHECK ALL MENTIONED)

Si usted necesitara consejería o información sobre el problema de juego, a donde iría para información sobre que hacer

- My boss/ supervisor/ company HR advisor/...1
- Doctor/physician...2
- Family member/ (sister/brother, parent, etc)...3
- Friend / co-worker...4
- Newspaper, magazine, radio, TV...5
- Phone book / yellow pages...6
- Religious leader (priest, rabbi, minister)...7
- Social worker...8
- Other (specify \_\_\_\_\_)...9

10. Before I finish, I need a few pieces of information about yourself for classification purposes only. First, in what year were you born?

Antes de terminar, necesito un poco de información sobre usted para propósitos de clasificación solamente. Primero en que año nació usted? / 1 / 9 / / / / Refused..99

11. Which of the following categories best describes your ethnic origin? (READ EACH)

Cual de las siguientes categorías mejor describe su origen étnico?

- Caucasian/Anglo...1
- African-American/Afro Americano...2
- Hispanic/Hispano...3
- Native American/Indio Nativo...4
- Asian/Pacific Islander/Asiático/Isleño Pacífico...5
- (DO NOT READ) Mixed race...6
- Or something else (SPECIFY) \_\_\_\_\_
- (DO NOT READ) Not Sure..99

**(CELL PHONE SAMPLE ONLY)**

12. Do you have a land line telephone at your place of residence or do you only use your cell phone?

- Land line...1
- Only cell...2

13. Are you currently employed, a homemaker, a student, unemployed, or retired? (RECORD ONE RESPONSE)

Esta usted actualmente empleado/a, ama de casa, un estudiante, no tiene empleo, o jubilado/a.

- Employed...1
- Homemaker...2
- Student...3
- Unemployed...4
- Retired...5



14. And, was your total family income for last year, I mean before taxes and including everyone in your household, under or over \$45,000?

Y, fue su ingres total el año pasado, incluyendo taxes y a todos en su hogar menos o mas de 45,000?

UNDER \$45,000

Was it under \$15,000...1

Or between \$15,000 and \$24,999...2

Or between \$25,000 and \$34,999...3

Or \$35,000 or more...4

(DO NOT READ) Refused under \$45,000...5

OVER \$45,000

Was it under \$55,000...6

Or between \$55,000 and \$64,999...7

Or between \$65,000 and \$74,999...8

Or \$75,000 or more...9

(DO NOT READ) Refused over \$45,000..10

(DO NOT READ) Refused overall..99

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? **(VERIFY PHONE NUMBER)**

Muchas gracias, aqui termina nuestra entrevista. Mi supervisor/a puede que le llame para verificar que conduci esta encuesta. Me permite dar su primer nombre para que el/ella lo pueda hacerlo.

NAME:

PHONE #:

FROM SAMPLE:

COUNTY: