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FINAL REPORT

**COMMERCIAL GAMBLING ADVERTISING:
POSSIBLE IMPACT ON YOUTH KNOWLEDGE, ATTITUDES,
BELIEFS AND BEHAVIOURAL INTENTIONS**

Submitted to the Ontario Problem Gambling Research Centre

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Acknowledgments

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Harvey Skinner, Martha Murray, and Dennis Haubrich each kindly reviewed and provided suggestions to the final document. A special thank you goes out to Howard Shaffer who was helpful to the researchers throughout the project. The authors, nevertheless, accept full responsibility for the content of the final report.

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Executive Summary

Commercial gambling advertising is prevalent in our society today, and refers to advertising that promotes publicly sanctioned gambling and its products to consumers. The pervasiveness of this advertising effectively ensures that youth will be exposed to it in their daily lives. However, little is known about the effect it may have on the knowledge, attitudes, and behaviours of youth.

This report presents the results of the first study in Ontario to examine the possible impact of commercial gambling advertising on youth. The primary purpose of the study was to explore the ways that commercial gambling advertising might affect the attitudes, knowledge, beliefs and behavioural intentions of youth. Although this research is an exploratory study, the findings have implications for future research, preventive programming, and healthy public policy.

This exploratory study was carried out in two phases. First, a content analysis was performed on over 450 commercial gambling advertisements (including print, radio, television and outdoor signage). These advertisements were compiled, deconstructed, analyzed and categorized according to common themes. These themes guided the selection of 29 ads used in Phase Two: focus group discussions held with youth from across the Greater Toronto Area. In total, 63 participants, aged 13-17, attended eight focus groups (four groups aged 13-14, and four groups aged 15-17). Each group was approximately 90 minutes in duration and was held in a formal focus group research facility.

The results of this study are intended to inform health professionals and public policy makers on the possible effects of adult-focused, commercial gambling advertising on youth and highlight the possible need for further research in this area. Major findings of this study are presented in two sections: predominant themes/messages that emerged from the content analysis of commercial gambling advertisements; and key themes and conclusions from youth focus group discussions.

1. Major Findings: Content Analysis

The following highlight the main messages promoted in commercial gambling advertisements:

- belief that participating in gambling activities is fun and exciting, often centering on friends and social events;
- sense that participating in gaming could lead to a big financial win (whether it be cash or gifts);
- participation in gambling activities acts as an escape from the daily pressures of life;
- participation in gambling is a normal and enjoyable form of entertainment;
- implication that the chances of winning are unrealistically high, and that “it can happen to you”;
- a series of Casino-Rama advertisements imply that participation in casino entertainment is a possible way of reversing a person’s string of bad luck.

2. Major Findings: Youth Focus Group Discussions

The following key themes and conclusions emerged from youth in the focus group discussions:

- All acknowledged that gambling is woven into the fabric of their experience, and is practiced by their peers, families, and people in their communities. All were familiar with gambling advertising taglines and slogans.
- Youth reported that lottery advertisements were both familiar and engaging.

- Youth reported their intention to continue participating in informal gambling and lotteries. With respect to casinos and racetracks, they cited age restrictions as a barrier to their participation.
- Almost all stated their intention to participate in gambling despite being aware of the age proscription and their understanding that a significant win was unlikely.
- Older youth (15-17) expressed the view that kids their own age could manage gambling risks. However, they expressed concern that younger people (under the age of 15) might not be as resilient to those same risks.
- Male youth described that actively participating in sports betting generated an adrenaline rush as well as a vehicle to demonstrate support for their favorite teams.

Study Limitations

A limitation of the study may be the focus group selection. The sample of youth selected came from diverse socio-economic, cultural geographic backgrounds. However, the sample was not random and might not be representative. In addition, the ads selected for focus group viewing might not be fully representative of all ads that were provided to us. The intention of the content analysis was to identify ads to be shown to youth during the focus groups. An undertaking to critically analyze the ads for appropriateness in a youth-oriented culture was beyond the scope of this study. In the absence of a legal framework for non-casino legal gambling advertisements, we used the Gaming Control Act as a reasonable benchmark for the social values espoused by the government of Ontario, as related to the advertising and promotion of legal gambling activities.

Future Directions

The findings from this exploratory study support previous research that adolescents are engaging in a wide number of legalized gambling activities, despite the legal age restrictions. As a result of these findings, several recommendations are suggested for future research, policy, and practice:

1) Research

- i. Extend understanding of the potential impacts of commercial gambling advertising on youth.
- ii. Examine youth exposure to advertising.
- iii. Explore discrepancies between gambling knowledge and behaviour.

2) Policy

- i. Establish common guiding principles for all commercial gambling advertising impacting youth.

3) Practice

- i. Strengthen youth media literacy initiatives.
- ii. Intensify enforcement of lottery point-of-sale age-prohibition.
- iii. Expand counter-force gambling strategies.

Participants

Dr. David Korn is Principal Investigator for this project. He is currently the Head of the Public Health Gambling Project run out of the Department of Public Health Sciences, in the Faculty of Medicine, University of Toronto. He brings his expertise in the area of addictions, gambling and public health. A Certified Addictions Specialist, Dr. Korn has served on the Board of Directors for the Responsible Gambling Council (formerly the Canadian Foundation on Compulsive Gambling) and is currently a member of the International Advisory Board of the American Academy of Health Care Providers in Addictive Disorders and a board member of the U.S. National Centre for Responsible Gaming. He has published work in the area of gambling and public health. He is currently Principal Investigator for a youth gambling project at the University of Toronto entitled, “Adolescent Gambling Problems: Prevention and Early Intervention Using the Internet.” Dr. Korn’s biography is attached in Appendix A.

Tim Hurson is Marketing Consultant for this project. He has worked as a social marketing and communication strategist for over 25 years, and is currently Chair of the Responsible Gambling Council. As a founding partner of Manifest Communications, he has produced hundreds of social change strategies, many aimed at youth and substance abuse. In his work for public and private sector clients in Canada, the US and the UK, Tim has created marketing campaigns in the areas of attitude and behaviour change, product marketing and skills development. Tim’s biography is attached in Appendix B.

Jennifer Reynolds is Project Coordinator for this project. She is currently the Project Manager of the Public Health Gambling Project out of the Department of Public Health Sciences, in the Faculty of Medicine, University of Toronto. She has considerable experience in project management and is currently working with Dr. Korn on the youth gambling project at the University of Toronto, focused on the prevention of, and intervention in, youth gambling problems. She has a Masters degree in Education from Brock University, with a focus on adolescent high-risk behaviours and self-concept. In addition, she is a certified divorce mediator, as well as an individual and couple therapist. Jennifer’s biography is attached in Appendix C.

Richard Earle is Advertising Consultant for this project. He is an expert in the areas of advertising and cause marketing. He has worked over 30 years at six U.S. advertising agencies. Most recently he was Executive Vice-President, Group Creative Director, for Saatchi & Saatchi, New York. He has created a number of award-winning public service campaigns and has served as an advertising and media consultant to the Massachusetts Council on Compulsive Gambling. Mr. Earle provided input and feedback on the content analysis, classification of the ads, in addition to the analysis of the focus groups.

Glenn Pothier is Focus Group Leader for this project. Glenn is an experienced focus group leader and facilitator who had conducted hundreds of focus groups exploring complex issues often involving sensitive topics. He has experience leading youth focus groups to explore attitudes towards smoking and to identify potential anti-smoking interventions, and with teens to explore attitudes toward sexuality and safe sex.

Introduction

Canada has experienced a rapid growth in legalized gambling over the past 10 years. Current research indicates that youth gambling is common (National Research Council, 1999; Skinner, Biscope, Murray, & Korn, 2004), and that there is a high prevalence of problem and pathological gambling among youth, estimated to be two to four times higher than in the general population (Shaffer, & Hall, 2001).

Commercial gambling advertising is ubiquitous – in magazines, bus shelters, subways, and on radio, television, and the internet. The prevalence of these ads assures that youth will be exposed to them, and may have an effect on early gambling experiences (Skinner et al, 2004).

To date, few studies have been conducted on the impact of commercial gambling advertising. In contrast, as a result of studies on tobacco and alcohol advertising, alcohol advertising is regulated federally through the CRTC Broadcast Act, and provincially through the Alcohol and Gaming Commission of Ontario (Soloman, 1997), and tobacco advertising is regulated federally under the Tobacco Act. This act aims to ensure that tobacco ads are not targeted at youth and that the ad placements minimize youth exposure (Options for Tobacco Promotion Regulations, 1999). Public health researchers have previously found that youth exposure to alcohol advertising increases awareness of that advertising, and in turn influences the extent to which these ads are incorporated into the teens' cognitive worlds (Collins, Schell, Ellickson and McCaffrey, 2003).

Currently, regulations on gambling advertising do exist. The Gaming Control Act, 1992, as it relates to advertising, only applies to casino-type facilities that offer table games and slot machines. The regulations provide that commercial gambling advertising not: compare games of chance to other forms of gaming; be aimed at people under 19 years of age; use celebrities implying that games of chance contributed to their success; and not suggest that games of chance increase social acceptance; personal or financial success; or resolve economic, social or personal problems (Gaming Control Act, 1992). The Ontario Lottery and Gaming Corporation (OLGC) advertisements for lottery products are guided by their own internal corporate review process. Charitable gaming advertisements are governed by the Alcohol and Gaming Commission of Ontario (AGCO) policy and terms and conditions established for each charitable lottery product, and horse racing advertisements are currently not regulated.¹

While appeals to provincial lottery corporations for responsible advertising programs have been made (Derevensky & Gupta, 2000), they have not been supported with empirical data on the relationship, if any, between commercial gambling advertising and youth knowledge, attitudes, beliefs, and behavioural intentions. This study is the first in Ontario to examine the possible impact of commercial gambling advertising on the knowledge, attitudes, beliefs, and behavioural intentions of youth. As a first stage of a comprehensive study, it provides a detailed inventory and content analysis of Ontario commercial gambling advertising for the years 2000-2003. Additionally, it offers an introductory and descriptive account of youths' perspectives on gambling advertising, what they see as the issues, potential problems and concerns, and the effect it may have on their attitudes, knowledge, beliefs, and behavioural intentions.

New knowledge from this study will inform health professionals and public policy-makers on the types and number of commercial gambling advertisements that have been available over the past three years. This research may inform youth and problem gambling prevention initiatives, including those of the

¹ This information regarding Governmental jurisdiction for regulation of commercial gambling advertisements was provided by The Gaming Policy and Agency Liaison Branch, Ministry of Economic Development and Trade.

Department of Public Health Sciences at the University of Toronto, the Responsible Gambling Council, and the YMCA. Further, the results may also assist in the development of counter-force and media literacy strategies for youth.

Research Project

Literature Review

Today's youth is the first generation in Canada to be exposed to wide-scale, legalized gambling. Research indicates that anywhere from 60-90% of youth engage in gambling, and that youth problem gambling prevalence rates are 2-4 times higher than those in the adult population (Shaffer & Hall, 2001). The range of gambling activities that youth report participating in is quite varied, including: dice; betting with peers; cards; sports betting; lottery tickets; and other games of chance (Gupta & Derevensky, 2004). Skinner et al., (2004) report that dares, betting, and gambling were identified by youth as social activities frequently used to relieve boredom, as well as to establish roles in their social networks. Gupta and Derevensky (2004) found that youth reported betting on the outcome of a sporting event makes their adrenaline flow and their excitement intensify. With increased participation and exposure to gambling opportunities, there is concern that gambling problems among youth will increase (Ladouceur, Boisvert & Dumont, 1994).

With the increased availability of legal gambling in Ontario comes an increase in gambling advertising by gaming providers. The prevalence of gambling ads – on radio, television, in print, and on the Internet – ensures that youth will be exposed to them. Statistics indicate that the average youth currently spends one-third of each day exposed to media (Roberts, 2000).

Research shows that television, radio, and print advertising have the ability to persuade people to buy. As well, movies and television entertainment programs exert significant influence over ideas, values, and behaviours (DeJong, 2002; Earle, 2000; Kilbourne, 1999; McLuhan, 1967). Strasburger (2002) notes that a number of studies have examined the impact of advertising on youth, and that nearly all of them have shown advertising to be effective in increasing awareness, emotional response, recognition, and desire to own or use the products being promoted.

Little empirical research exists on the effects of commercial gambling advertising (Griffiths, 2003). In 2001, Amey found that in a gambling advertising survey of 1,500 individuals in New Zealand, 89% could remember seeing or hearing some form of gambling advertising in the past year. Further, the number of people who recalled advertisements for lottery games was identical to the number who actually played the games. Results found no significant difference between females' (88%) and males' (90%) ability to remember the advertisements. It was found that the younger the person was, the more likely they were to remember some form of gambling advertising. Over 93% of individuals under the age of 25 recalled gambling advertising. Amey (2001) noted an association between gambling advertisement recall and participation in gaming activities.

Notwithstanding the lack of research available on advertising, youth, and gambling, there have been a number of studies examining the effects and influence of tobacco and alcohol advertising on youth behaviour (Altman et al, 1996; Atkin, 1993; Centre for Disease Control, 1994; Evans et al., 1995; Grube & Wallack, 1994; Institute of Medicine, 1994). Studies on tobacco indicate that marketing efforts promote a favourable attitude towards smoking, and that the rate of smoking increases with greater exposure to this marketing (Biener & Siegel, 2000; Pierce et al., 1998). Images portrayed in smoking advertisements were rated positive for appeal of smoking by youth (Arnett, JJ. Terhanian, G.,

1998). Research indicates that exposure to advertising increases knowledge about smoking among youth, and also enhances the likelihood of experimenting with and initiating smoking behaviour (Gilpin et al., 1997), and increased usage (Evans et al., 1995). For example, youth who are aware of the most advertised cigarette brands were more likely to start smoking (Kelly et al., 1996). Evans et al., (1995) conclude that tobacco marketing may have a greater impact on youth intentions to smoke than exposure to family and peer smoking, demographic variables, and perceived school performance.

Research on alcohol advertising, while not as conclusive, has produced similar findings. Research indicates that alcohol advertising is a significant factor in drinking behaviour among youth (Centre for Substance Abuse Prevention, 1997; Grube, 1999), and that exposure to advertisements can make children more likely to try alcohol (Grube, 1999; Grube & Wallack, 1994). Austin and Knaus (1998) found that among a group of third, sixth, and ninth grade students, exposure to alcohol advertising at a young age influenced drinking behaviour during adolescence. A study completed in Sweden during the 1970s found that drinking behaviour decreased by 20% per capita following a ban on all beer and wine advertising (Romelsjo, 1987).

Another public health example on the influence of advertising explores the relationship between food advertisements, unhealthy eating practices, and obesity (Robinson, 1999). It notes that half the ads that children view are for food, especially those considered to be unhealthy (high in sugar and calories) (Brown & Walsh-Childers, 1994). Further, it notes that on Saturday morning television over 61% of commercials are for food, and more than 90% of those commercials are for unhealthy foods (Centre for Science in the Public Interest, 1992). Strasburger (1995) contends that studies have documented that advertising is effective in changing views of healthy eating and increasing the number of requests for fast-food restaurants and unhealthy food choices.

Previous research of alcohol advertising awareness reveals that adolescents with greater exposure to beer advertisements in magazines, at sporting and music events, and on television are more aware of the ads than teens that are less exposed (Collins et al, 2003). This suggests that a variety of advertising venues influences the extent to which alcohol advertising is incorporated into teens' cognitive worlds, influencing adolescents' beliefs about drinking, their intentions to drink, and their drinking behaviour (Martin, Snyder, Hamilton, Fleming-Milici, Slater, Stacey, Chen & Grube, 2002).

Research in the area of tobacco and alcohol advertising has led to restrictions imposed on the content and placement of advertisements. For example, federal regulations under the Tobacco Act require that ads not be aimed at youth and that placements minimize youth exposure (Options for Tobacco Promotion and Regulations, 1999).

Another public health example of the influence of advertising notes a relationship between food advertisements, unhealthy eating practices, and obesity (Robinson, 1999). Half of the advertisements that children view are for food, especially those considered to be unhealthy (high in sugar and calories) (Brown & Walsh-Childers, 1994). On Saturday morning television, over 61% of the commercials aired are for food, and more than 90% are for unhealthy foods (Centre for Science in the Public Interest, 1992). Strasburger (1995) notes that studies have documented that advertising is effective in changing views of healthy eating and increasing the number of requests to fast-food restaurants and unhealthy food choices.

As previously stated, regulations on commercial gambling advertisements exist, including the Gambling Control Act (1992). The American Gaming Association (AGA, 2003) has pledged to make responsible gaming an integral part of its daily operations, including advertising and marketing by

AGA member companies. Its code states that gaming advertising and marketing will not: contain figures, symbols, celebrities and/or language that appeal to children and minors; feature current collegiate athletes; present anyone who is, or appears to be, a minor participating in a gaming activity; imply that gaming will guarantee an individual's social, financial, and personal success; be placed where most of the audience is expected or specifically oriented to children and/or minors; imply or suggest illegal activity of any kind; be placed adjacent or in close proximity to comics or other youth features; and be placed at any venue where the audience is expected to be below the legal age to participate.

As Brown & Brown (1994) report, lotteries and other gambling products have become common components of television, print, and radio advertising. External factors, such as exposure and availability, have been viewed by some social scientists as influencing patterns of gambling behaviour. The *exposure model* suggests that exposure to gambling or gambling-related events (i.e., gambling advertising) can influence a shift in an individual's experience, behaviour, and health status (McGuire, 1964; Shaffer, LaBrie, & LaPlante, 2004). However, gambling exposure can be difficult to identify and measure. As Volberg (2002) reports, Nevada youth – the most exposed to gambling and gambling advertising in the world – have the lowest rate of disordered gambling reported.

Purpose

The purpose of this research is to examine the possible impact of commercial gambling advertising on the knowledge, attitudes, beliefs, and behavioural intentions of youth. This research is an exploratory, first stage of a two-stage agenda, and is the first of its kind to explore this issue.

Goals and Objectives

This project takes a first look at the impact of adult-focused gambling advertisements on the attitudes, knowledge, beliefs, and behavioural intentions of an under-aged population.

This project has three objectives:

1. compile an inventory and perform a content analysis of recent (2000-2003) commercial gambling advertising in Ontario, in order to provide a selection of advertisements for the focus groups;
2. obtain a preliminary sense of the awareness levels among youth of commercial gambling advertising in Ontario, and:
 - explore youth perspectives on gambling advertising and what they see as issues, potential problems and concerns;
 - identify ways that gambling ads may affect youth attitudes, knowledge, beliefs, and behavioural intentions;
 - identify potential needs and concerns of specific populations (i.e. age cohorts, sex etc.);
3. determine, based on focus group results, if a possible influence on youth attitudes, knowledge, beliefs, and behavioural intentions exists, and if so, whether this issue warrants further research and progression to a Second Stage.

Research Question

In what ways might commercial gambling advertising affect the attitudes, knowledge, beliefs, and behavioural intentions of youth?

Research Design

The first stage of this project used inductive qualitative content analysis and focus groups to examine the possible impact of commercial gambling advertising on youths' knowledge, attitudes, beliefs, and behavioural intentions.

Content Analysis

An inventory of commercial gambling advertising in Ontario that had run in various media during the years 2000-2003 was compiled with cooperation provided by the Ontario Lottery and Gaming Corporation (OLGC), the Woodbine Entertainment Group, the Ontario Ministry of Health and Long-Term Care (MOHLTC), the Alcohol and Gaming Commission of Ontario (AGCO), and other gambling organizations. All of these organizations were invited to participate in the study in an effort to obtain a comprehensive inventory.

A total of 479 commercial gambling advertisements (print, radio, television, and outdoor) were compiled, analyzed, and categorized. A complete summary of the breakdown of the commercial gambling advertisements analyzed are provided in the following table.

Gambling Organization	Media	Number of Advertisements
OLGC – Casino Windsor	Print	40
	TV Spots	4
	Radio	1
OLGC – Casino Rama	Print	73
	TV Spots	16
	Radio	4
OLGC – Casino Niagara	Print	16
	TV Spots	4
OLGC – Lottery Products	Print	127
	TV Spots	39
	Radio	54
OLGC – Charity Casino's	Print	31
Woodbine Entertainment	Print	57
	TV Spots	10
	Radio	3

Advertisements were deconstructed according to common themes, and were subsequently coded into categories (See Appendix D for Coding Schedule for Content Analysis). The intention was to identify ads to be shown to youth during the focus groups.

Content analysis refers to “any technique for making inferences by systematically and objectively identifying specified characteristics of messages” (Nesbitt, 1984). This may be used to test the effects of a particular message. For instance, one of the most popular applications for content analysis is to describe the characteristics of a message (Frankfort-Nachmias & Nachmias, 1992).

To increase the reliability and validity of the content analysis, the Advertising Expert, Marketing Consultant, and Project Coordinator completed content analysis forms independently for each ad. Their results were compared, and a summary of common themes was developed to inform the focus group

protocol. Based on the content analysis, the Marketing Consultant and the Advertising Expert independently selected ads that they felt might have an impact on young people, balanced with ads that would not appeal to youth. Selection consideration was given to the advertisement's content, as well as the media placement. Some ads received by the gambling operating organizations never ran in the Ontario marketplace outside of gambling venues, and were therefore eliminated. Selections were compared and a final assortment of ads was compiled. There was consensus between the Marketing Consultant and the Advertising Expert on the ads to be presented to the focus groups.

Focus Groups

Focus groups were held with youth from across the Greater Toronto Area (GTA). In total, 63 participants, aged 13-17, attended eight focus groups (four groups aged 13-14, and 4 groups aged 15-17). Each focus group was approximately 90 minutes in duration and was held in a formal focus group research facility in mid-town Toronto. Participants received compensation for taking part in the study. All focus group discussions were audio tape-recorded.

Focus group participants were recruited by the research facility according to the following specifications:

- approximately 50/50 gender split;
- mix of ages within the age-range of each group;
- from families with a range of occupations, incomes, and cultural backgrounds;
- Toronto area residents, but from a variety of locations;
- full-time students and attending a variety of schools, with no two participants from the same school; and
- having previously seen ads relating to gambling in Ontario.

Youth with the following characteristics were determined to be ineligible to participate in this study:

- having immediate family members with any connection to a gambling-related occupation;
- unable to communicate, or uncomfortable communicating in English (spoken or written);
- had participated in a focus group or one-on-one discussion within the past six months, or who had participated in five or more focus groups/discussions in the past five years, or who had been scheduled to attend an upcoming focus group/discussion; and
- with immediate family members working in media, advertising, marketing, public relations, or market research.

The focus group protocol is attached in Appendix E. The study protocol was reviewed and approved by the Human Subjects Ethical Review Committee, University of Toronto. Standard procedures were employed for obtaining informed consent. To reinforce the safety and confidentiality of focus group members, the name of participants, and the topics discussed in the group were guaranteed to remain confidential unless they had an impact on an individual's immediate safety.

Results

Data from the Content Analysis of Commercial Gambling Advertisements

The following section summarizes the key themes/messages that emerged from the content analysis and were used in the selection of sample ads for use in focus group discussions. The ads were analyzed according to three major criteria: Gaming Control Act guidelines, the advertisements' main message, and the approach utilized to present that message.

1. The Gaming Control Act (1992)

This section describes the major findings that emerged from the content analysis, with respect to the Gaming Control Act (1992). In the absence of public policy regulations for non-casino legal gambling advertisements, we used the Gaming Control Act as a reasonable benchmark for the social values espoused by the government of Ontario, as related to the advertising and promotion of legal gambling activities. Specifically, the ads were categorized according to whether or not they seemed to conform to any of the guiding principles outlined in the act (notwithstanding the fact that Gaming Control Act advertising regulations are vague and difficult to measure).

- *Increased financial success*: images or language that allude to the participant's potential to obtain financial success through participation in a gaming activity. Ads for Horse Racing, Casinos, and Lotteries were all equally found to make use of this message.
- *Increased social success*: images or language that allude to the participant's potential to obtain social success through participation in the gaming activity. The "social success" message was attributed to an ad if it presented a group of two or more individuals participating in a gaming activity. Ads for Horse Racing and Casinos were predominately found to make use of this message.
- *Appeals to individuals 19 and under*: images or language that individuals 19 years of age or younger might find attractive. Ads that used humour, youthful representations/images, and/or youthful vernacular were categorized as potentially appealing to these younger individuals. Ads for Lotteries were most likely to utilize some or all of these themes, ads for Casinos occasionally used some of these themes, and ads for Horse Racing rarely used them.

2. Commercial Advertisements' Main Message

This section describes the major findings that emerged from the content analysis, with respect to the main message promoted in the commercial gambling ads. The ads were categorized according to a range of messages that they promoted about participating in gambling activities. The five major messages that emerged from the set of advertisements are listed below:

- *Gambling is fun and exciting* - Most ads promoted a sense that gambling is a fun and exciting experience, often centering on friends and social events. Ads for Horse Racing, Casinos, and Lotteries were equally found to use this message.
- *Win big* - Most ads promoted a sense that participating in gaming could lead to a big financial win (cash or gifts). Ads for Horse Racing, Casinos, and Lotteries were equally found to use this message. However, the ads for Lotteries, in particular, promoted the idea of large, financial winnings, and some promoted the message that winning money is better than earning it.
- *Escapism* - Most ads promoted a sense that participating in gaming was a way to escape daily life pressures. Ads for Horse Racing, Casinos, and Lotteries were equally found to use this message.
- *Gambling is a form of entertainment* - Most ads delivered the message that participating in gaming was a normal and enjoyable form of entertainment. Ads for Horse Racing, Casinos, and Lotteries were equally found to use this message.

- *Anyone can win* - Most of the ads promoted the message that “it can happen to you”, and that there are many ways to win. Generally, the researchers thought the ads implied that the chances of winning were unrealistically high. Ads for Horse Racing, Casinos, and Lotteries were equally found to use this message.

3. Commercial Advertisements Executional Tone and Style

This section describes the major findings that emerged from the content analysis, with respect to the approaches used in the ads to promote their messages. The three major approaches that emerged from the set of advertisements are presented below:

- *Humour* – Many ads used humour in one form or another. Ads for Lotteries were most likely to use humour, ads for Casinos occasionally used humour, and ads for Horse Racing used humour the least.
- *Male Voice Over* – Most television and radio ads used male voices. Ads for Horse Racing, Casinos, and Lotteries were equally found to use male narration.
- *Colour* – Bold colours were often used by print and outdoor ads. Ads for Horse Racing, Casinos, and Lotteries were equally found to have colourful, eye-catching promotional material.
- *Anti-establishment or anti-authoritarian attitudes* – Many of the ads for the Casinos and Lotteries used anti-establishment or anti-authoritarian attitudes to promote their messages (e.g., boorish Casino guys and sporting fans, a guy tweaking his boss’ nose, or a careless yacht man).

It was not possible to use all 479 ads in the focus groups. The researchers selected ads that they felt might have an impact on young people, balanced with ads that they felt would not appeal to youth. In addition, ads were selected with respect to their placement and visibility to youth. Specifically, lottery advertisements are more pervasive than advertisements for other kinds of gambling and are more likely to appear where teens might see them.

In total, 29 commercial gambling advertisements were shown to youth in the focus group discussions. Examples of the selected commercial gambling print/POS advertisements can be found in Appendix F. In addition, a number of radio and television commercial spots were shown to youth. The radio spots that were played included: “Sounds”; “Fantastic”; and Super7 (Living Large). The television commercials that were played included:

- OLGC: Ticket – BMW
- Mohawk Woodbine: Anthem
- Casino Rama: Car Wash
- OLGC: Celebrate
- OLGC: Front Row Fans
- OLGC: Honker
- OLGC: Old Man New Money
- Mohawk Woodbine: Program
- OLGC: Think Big
- OLGC: Yacht
- OLGC: Horse
- OLGC: Flash – 16 Million

Qualitative Analysis from Youth Focus Groups

The following section summarizes the key findings from all focus group discussions. Differences in opinions across group segments are noted where appropriate (though differences were relatively few given the homogeneity of responses). It is important to note that results are based on a small-scale, exploratory, qualitative research initiative. As in any qualitative study, results must be regarded as indicative and directional, rather than statistically *generalizable*. However, the results provide a number of meaningful insights into how participants feel about and respond to the range of issues explored.

i. Gambling in Context

This section describes participant-generated definitions of gambling, their perceived synonyms for gambling, and the different types of activity that participants believe constitute gambling.

Definitions

Focus group participants across age groups generally understand gambling to be a type of activity that places something of value - most often defined as money - at risk, with the potential for reward or greater return. The following participant-generated definitions demonstrate the strong element of ‘risk’ (and, to some degree, reward) that participants associate with gambling:

- “Opportunity to make money with risk”;
- “Putting something you value on the line to see if you can gain more”;
- “Put your money on the line...take a risk”;
- “Risking your money”;
- “Betting your money or anything”; and
- “When people mindlessly bet their money in hopes to get more.”

Underlying the definitions of gambling is a strongly perceived element of chance (“It’s just luck”; “Based mostly on luck...not much skill”), although there is a sense that the level of risk may vary based on the activity. For example, there is a perception that more skill is required in certain card games than in slot machines or lotteries. Moreover, participants generally believe that the chance of winning when gambling is slim (“Really hard to win”; “Odds are not very good”; “More to lose than win”; “Tricking people out of their money”). Participants also reported that they believed the chances of winning can vary significantly depending on the activity and circumstances. The chances of winning a lottery were considered much less likely than those of winning a bet with a friend (i.e., on the outcome of a sporting event).

Although the older youth participants (ages 15-17) were somewhat more articulate in defining the concept of gambling than were the younger participants (ages 13-14), both groups appeared to hold relatively common views in this area.

Alternative Names

The term most often identified as meaning the same thing as gambling was “betting”. This was mentioned unaided in all groups and was often immediately top-of-mind. Though frequently cited, “wagering” did not always surface unaided. In fact, some viewed wagering as a component activity of betting/gambling (i.e., the act of betting a certain amount of money), rather than as a synonym for gambling.

Reflecting the focus on risk inherent in many participant definitions of gambling, “risking” was a term identified by youth in both age groups as being another word for gambling (along this line, some reported that they refer to gambling as “chance” or “luck”).

The terms “gaming” and “dares” were not typically unaided or top-of-mind terms identified as synonyms for gambling. While some participants (after prompting with the terms) said they might mean the same thing as gambling, others disagreed. Gaming, for example, was more often associated with playing video/computer games, particularly among younger participants. In fact, some commented that gaming can mean any kind of “fun and games”, and that the term “doesn’t sound as serious as gambling”. There was a sense that gaming is a less accurate, somewhat imprecise word for gambling, and that it is subject to various interpretations.

Most participants said that “dares” is not a term typically used to mean the same thing as gambling, although some said that participation in dares can be a form of gambling (“You are putting something on the line”; “Can be the same as gambling”). Some viewed dares as “more like a challenge” or peer pressure than gambling, per se.

Perceived Gambling Activities

Participants across age groups identified a variety of activities that they perceive to be gambling. The following were most frequently cited, unaided:

- *“Betting on anything”* - Betting on sports-related activities was most often mentioned (sports matches/games and player performance). Participants also mentioned betting on: marks on tests; when friends in relationships would break-up; one’s ability to pull-off skateboarding tricks; the outcome of street/foot races; proficiency in basketball or dancing; and so forth. In summing up the attitudes of many others, one participant said that you could bet on “anything where there’s a chance you can win or lose.” It is important to note that “betting with a friend” is considered a form of gambling. However, these types of bets are often viewed as different categories of gambling that are generally considered more acceptable (“Gambling in a different type of way”) given the perceived less serious consequences of losing and the fact that the “losers often don’t pay-up”.
- *Lotteries* (government and charity-sponsored) - These included (but were not limited to): Lotto 649; Super 7; and the Heart & Stroke Foundation. Some said participation in lotteries is a *less serious* form of gambling (“Gambling for lower money”; “Gambling where the stakes aren’t as high”).
- *Scratch tickets* - Though understood to be gambling by most participants, scratch tickets were not always top-of-mind (a number of participants had to be asked directly about whether scratch tickets are a form of gambling). Similar to lotteries, some viewed participation in scratch ticket purchasing as either a less serious form of gambling or less associated with gambling, per se.
- *Casino activities* - Participants viewed the variety of games available at casinos (i.e., card games, roulette, slot machines, etc.) as forms of gambling.
- *Horse/Dog racing* - Though participants said they believed that horse and dog racing are forms of gambling, these activities (especially dog racing) were rarely top-of-mind. In fact, some said that horse racing is more “for older people”.
- *Bingo and Raffles* - Both activities were perceived to be forms of gambling.

- *Card/Dice/Coin games* - Participants said that all card games in which betting takes place, particularly Poker, Blackjack, and Texas Hold ‘Em, are gambling. Dice-rolling and coin-throwing were also considered forms of gambling.
- *Other games* - Betting on a variety of other games, such as Chess, Checkers, POGS, Yu-Gi-Oh, or Beyblades, were considered forms of gambling.

A few participants suggested that *time-share condos* are a form of gambling, given the risk to one’s money. One participant described *vehicle insurance* as gambling (you put out money that produces no return if you end-up not needing the insurance). Few participants agreed that these activities constitute gambling. Some said that vehicle insurance is not gambling given that it is required, while others said it is not gambling because its purpose is protection and not potential gain.

After surfacing their definitions of gambling, words meaning the same thing, and perceptions of activities that constitute gambling, participants were given a definition of the term to help ensure a common point of reference. Participants were told the following:

For the purpose of our discussion this evening, we want to define gambling as “any game of chance that involves risking money or something of value”. This would include such activities as games at casinos; betting on horse racing; buying a lottery ticket; buying a scratch and win ticket; betting on sports; etc. Though gambling is sometimes referred to by other names such as betting, gaming, wagering, dares, and so forth, we’ll mostly be calling it gambling.

This definition was provided prior to the completion of the self-administered questionnaires exploring attitudes toward gambling, the review of gambling-related advertisements, and the general discussion of the advertisements and gambling (results from these topics are described in later sections of this report).

ii. Youth Gambling-Related Attitudes and Behaviours

This section explores youth attitudes toward gambling, participation in gambling activities, and perceptions of the motivations that underlie participation in gambling.

Attitudes toward Gambling

There was a generally held, although not universal, view among participants of both age groups that *responsible* gambling is acceptable and part of the social fabric (“I’m fine with it”; “Perfectly fine”; “Nothing wrong with it”). Some viewed gambling as an enjoyable activity (“Fun and exciting”; “Entertaining”; “Just a way that people can have fun”) with a social element to it - that is, something you can do with others. Underlying these views was a strong sense of the personal right to choose what one does with his or her time and money (“It’s your choice”; “It’s alright, you spend your own money”; “Have the right to do what you want with your money”).

Though gambling is generally viewed as acceptable, participants said it can be a problem if not done responsibly. Some likened gambling to alcohol - fine in moderation and in certain circumstances, but less so in others (“It’s alright to a degree”; “It is an alright past-time until you lose control”). The importance of personal responsibility and wise decision-making were emphasized (“It’s all about responsibility”). There is a widely held view that gambling can become addictive, and some spoke of the potential for gambling to destroy lives and of family members who have gambling-related problems.

In essence, there was a sense that gambling is ambiguous. Participants tended to believe *that it is the way in which one gambles* that makes the activity right or wrong. Gambling becomes a problem when people do it too frequently, risk too much, or become addicted. As per one participant, “It depends on how you gamble”.

Notwithstanding the seemingly clear and understood legal prohibitions against youth gambling, most said they believe it is okay for people their own age to gamble, depending on the amount that is bet and the type of activity. However, support for this appeared somewhat higher among those 15-17 years of age.

Though almost all said they participate in at least some gambling activities (see below), they emphasized the importance of personal responsibility and remaining in control, and stated that they thought relatively infrequent, low-risk activities (typically defined as games/betting among friends) were acceptable.

There was a majority of sentiment favouring youth gambling, but there was no consensus on this issue. A number of participants expressed concerns about whether youth, particularly those in the 13-14 age group, were responsible enough to gamble. There was some sense that these youth may not be able to handle some gambling-related situations, and that they may be at higher risk of addiction or experiencing negative consequences (“Too young, don’t know what we’re doing”).

Participation in Gambling Activities

Virtually all participants said they partake in some form of gambling. Some characterized themselves as risk takers, as are many adolescents. Sports-related betting appeared to be one of the more popular activities, including: betting on the outcome of games or prize fights; participation in hockey pools; and betting on sports drafts (“I myself bet on sports at least once a week”). Many stated they enjoyed the “adrenaline rush” that comes with sports betting, while others felt that it was a way to show support for a favourite team. Most said they view sports-related gambling as relatively harmless fun that helps heighten the sense of excitement (“Adrenaline rush”; “Makes the game more exciting”). Few mentioned participating in any kind of internet-related sports gambling.

Many participants also said that they are involved in making *friendly* bets with peers on a variety of topics (topics are detailed in an earlier section of this report). These bets are viewed as relatively innocuous activities that “spice-up” typical experiences and scenarios.

In addition, some reported participating in:

- card playing;
- dice-throwing;
- quarter-tossing;
- lotteries and scratch tickets (by getting parents or others to buy them, receiving them as gifts, or through illegal purchases - “People in convenience stores don’t care”);
- bingo; and
- raffles.

In general, participants appeared to believe that gambling is normal, reasonable, and fun.

Motivations for Gambling

In essence, participants believe that people gamble for one or more of the following reasons:

- *Financial gain* - to make money, sometimes in response to desperate situations or as a means of arriving at a “quick fix” to a problem. This was typically viewed as a weaker motivator of *youth* gambling. Though some considered gambling to be a way of making some money, few believed they would get rich doing so.
- *Fun and excitement* - to “have a good time,” “for the rush,” “cause it’s fun,” and to “escape reality.” Some said that gambling can heighten the intensity when, for example, betting on sports. In fact, the desire for fun and excitement appear to be strong motivators underlying youth gambling, particularly when betting on sports or games (“Betting makes it more interesting”; “Gives something a purpose”; “Put your money where your mouth is”). There is a sense that betting among youth is often an expression of support for what you truly believe or a means of lending support for a point that one hopes to prove (i.e., the outcome of a hockey game, or one’s ability to sink a billiard ball under pressure).
- *Lifestyle or status attainment* - to realize dreams for a certain lifestyle (“Everyone wants freedom”) or to become popular. Few participants cited this as a reason underlying most youth-related gambling.
- *Socializing* - to give groups things to do together and to provide for common points of discussion or reference. A number of participants described certain gambling-related activities (i.e., dice, cards, etc.) as social events, with betting simply as a means of adding “spice” to a friendly group activity.
- *Peer pressure* - to be seen as doing what many others are doing (“Hop on the band wagon”) and to join people at work or at home (lotteries, visiting casinos, etc.). A number of participants said they gamble to fit-in or “to be cool”, “to feel mature”, or “to act like older people.” Moreover, some said they gamble simply because they are emulating their parents or other family members.
- *Addiction* - to feel strongly compelled to gamble (and to be unable to resist the urge). None of the participants identified addiction as a reason for their own gambling, although some said they knew of other youths who had this problem.

Some participants (particularly those in the 15-17 age group) said they gamble as a form of rebelliousness and self-expression (“Because you’re not supposed to do it”). Gambling was sometimes referred to as a ‘fad’ that youth go through. Some said that elements of popular culture (song lyrics, artistic imagery, television shows) reinforce or encourage either the acceptability and/or prevalence of gambling in society. In fact, many could recall storylines from their favourite television shows (i.e., The Simpsons, The OC, CSI, South Park) that featured or were related to gambling. However, participants say that gambling is just as likely to be portrayed negatively (people lose money, become dangerously obsessive, etc.) as it is positively (exciting, bright colours, lots of action, etc.). A listing of the top television shows as identified by focus group participants and recall of whether they feature gambling-related scenarios can be found in the appendix of this report.

Many participants report seeing various ads for gambling activities placed around their favourite television shows (“They’re everywhere”) or, in the case of signage on arena hockey boards, embedded in the programming itself. Some also reported hearing many gambling radio ads on the stations they most often listen to. In discussions about the prevalence of gambling messages, in advertising or in entertainment, characterized as positive, negative, or neutral, participants appeared to believe that gambling is a normal part of life.

iii. Perceptions of and Attitudes toward Gambling Advertisements

Participants were asked to review/listen to/watch a collection of advertisements (print, outdoor, radio, and television). Each focus group reviewed the same collection of ads in the same sequence. The sample comprised 16 print/outdoor ads, four radio ads, and 12 television ads.

This element of focus testing took place early on, and was preceded only by the discussion of definitions of gambling, gambling synonyms, and activities that constitute gambling. No other discussions took place prior to the reviewing of the ads.

This report section explores the participants' perceptions of the ads, including key themes and messages, perceived target audiences, and overall reactions. In addition, it describes the impact of the ads on attitudes toward gambling and potential gambling behaviour.

Key Themes and Messages

Participants perceived the over-arching purpose of the collection of ads as being to “sell” the various types of gambling. In addition, many viewed the ads as attention-getting attempts to promote gambling by presenting it as fun, engaging, and generally harmless. In support of these perceptions, participants identified a range of key themes and messages emerging from the collective set of ads:

- *Gambling is fun* - Many described the ads as giving a sense that gambling is a fun and enjoyable experience, often centred on friends and social events. Participants reported key messages from the ads, such as: “It’s fun and good to gamble”; “Really exciting and fun and exhilarating”; “Gambling, it’s fun.”
- *Gambling is entertainment* - Some participants, primarily from the 15-17 age group, said that the ads suggested that gambling was a form of entertainment with an inherent element of drama. Others described the ads as presenting gambling as a form of escape (“Treat gambling like a vacation”), with an emphasis on people “taking a break” from their everyday lives.
- *It’s easy to win* - Many said the ads deliver a very strong message that it is easy to win (a message virtually all said was contrary to their personal beliefs). Ads were typically described as giving a sense that “If you play, you’ll win”. Others said that the ads give an overwhelmingly optimistic impression (“Make it seem so possible, so likely”; “Make it seem really easy”; “You can win...your chances are good”; “Try to make you think it’s easy to win”; “The odds are good”; “Odds are for you rather than against you”). Some referred to the ads as “really misleading” given their perceived emphasis on gambling’s upside and the message that winning is easier/more likely than it really is (“Only bringing out the best odds they can give”; “Don’t show you the suckers”; “Try to avoid the fact that very few people win”; “Only show the good things about gambling...don’t show any negative images”). Some noted that the ads completely avoid the issue of gambling addiction.
- *Anyone can win* - Many said that the ads deliver a very strong message that “anyone can win”. The ads were described as encouraging people to take a chance because “you never know” if you will be lucky (“It could be you who wins”). As per one participant, “Anything can happen”. Moreover, some said the ads convey the impression that winning can be an easy route to financial success - that it can be better to win money than earn it (“Making money is great, winning it is better”; “Don’t work hard for anything, take the easy way out”).

- *Gambling is rewarding and can be life changing* - Many described the ads as featuring and focusing on prizes that are significant and highly desirable (“Show the best that you can win”; “Show you really nice stuff...so you get your hopes up”; “I want that car”; “Lots of money”). The ads were characterized as showing people the things they want, not the things they need. In addition, many described the ads as painting an optimistic picture of how winning could significantly change one’s life (“If you win, your life will change...for the best”; “Your life will be better when you win”; “If you win, your life will be like a constant party”; “A chance for a nice life of never working and stress free”; “Money buys happiness”; “If you win your lifestyle will be completely changed and so much better”). In essence, the ads were viewed as holding out a sense of potential and possibility - enticing people with the opportunity to get rich, own great things, enjoy a life of leisure, enjoy increased popularity and an elevated social status, and so forth. One participant said that the ads “glamorize gambling in every way.”
- *Gambling benefits society* - A number of participants said that certain ads convey a sense that gambling is socially beneficial. More specifically, they often referred to ads describing how lottery funds help various charities, not-for-profit groups, hospitals, and so forth. In essence, the ads were sometimes perceived as portraying gambling’s positive societal impact (“Trying to make the best of gambling”; “Gambling can be a good thing”; “Trying to make you feel like you’re doing a good thing”; “You’re helping contribute to society”; “Actually helping someone...for a good cause”; “Two people are winning”). Notwithstanding the above, there was considerable cynicism about the proportion/amount of gambling-generated funds that goes to socially beneficial endeavours. In addition, some participants, particularly those in the older age group, said that the ads convey a sense of the positive economic impact of gambling given the jobs and revenues generated by the industry.

Beyond the above-noted key themes and messages, participants also commented on the use of humour in some of the ads. Commercials and ads that are humorous or raucous seem to hold the attention of youth (i.e., much of the advertising for Pro-line features young, loutish fans). These ads appealed primarily to the males, though several females also responded strongly to them. Humour was described as an effective technique for reaching people (“Use humour to get inside your head”; “Grabs peoples’ attention”; “Sticks in your mind”). Various ads elicited smiles and laughter, especially five of the television ads: “Car Wash”, “Front Row Fans”, “Honker”, “Old Man/New Money”, and “Pommel Horse”.

Participants also identified the “style” of selected ads. Many were described with such words as “attractive”, “colourful”, and “all shiny”.

Among those in the older age group, some felt that the ads objectified women by appearing to make them seem like “prizes” for successful males who win at gambling.

Perceived Target Audiences

There is no consensus about who the ads are targeted toward. In fact, multiple groups were identified. Though many believed that the ads were targeted to just about anyone (“Anyone with money”; “Not just young, older people too”; “Everybody wants to be wealthy”; “Directed to everybody looking for success in life”), others had a more refined opinion on this issue, and named the following sub-groups:

- *Younger adults* - Many identified the target audience as those roughly in their 20s and 30s. This group was characterized as being in the midst of trying to get their lives/careers started, people

with “young families”, and those “who don’t have much money”. Some said the ads would likely appeal to those in these kinds of situations who are looking for a “quick route to success”.

- *People who are “struggling”* - A number of participants said the ads seem targeted primarily to those who need money, either as “a quick fix” to a problem situation or those with little money who are looking for a way out of their current circumstances.
- *People with kids* - Some said this group is a primary target audience given the perception that certain ads would appeal to parents who want to provide the finer things in life for their children.
- *Men (more than women)* - Though there was no consensus on this, a number of participants, both male and female, said they thought that a number of the ads (particularly the PRO•LINE/sports-oriented ones) were aimed more at men than women. Some also felt this way given the perception that men were more often featured in the ads and/or shown as prizewinners.
- *The “gambling-disposed”* - Some said the ads were targeted more to “people who like to gamble” and to “potential gamblers”. These groups were sometimes characterized as those who enjoy excitement and who like taking risks.
- *Youth* - There were varying views on whether the ads are targeted to youth, though opinions appear to split somewhat along age lines. Those in the 13-14 age group tended to believe that the ads were more directed toward adults than to them (“Adults mostly”), although they were not unanimous in this view. Many said the ads were attention-getting and had elements that spoke to them. Many in the 15-17 age group tended to believe the ads were targeted to them (among others) and to youth generally. These participants and some of their counterparts from the younger age group described the ads as a means of priming younger people for future gambling (“Start getting into our heads when we’re young”; “Get into kids’ minds”; “Messing with the kids’ minds...sticks in the back of our head until we’re old enough”; “Influencing younger people”; “Makes us want to buy lottery tickets”; “Building up our anticipation”). Some commented on the appeal of gambling to teenagers who were sometimes described as wanting to win/have things, looking for easy money, and not wanting to work hard (“Want to be hip...get everything that others have”; “People our age want riches...it’s a quick way out”). Some said that the ads were a means of getting kids to influence their parents to try to win and obtain things through gambling.

Few described the ads as directly appealing to youth. Rather, the ads were more often described as presenting various gambling activities in a desirable way as potential options in the future (“Not telling us to go out and gamble...but this is what you can do when you’re old enough”). Focus group participants appeared to be well aware that the actors and models used in the ads were not teenagers, although they noted that many of the actors were depicted as young adults, just “over the line”. Respondents seemed to feel that, in terms of the ads’ appeal and messages, the casting of young-appearing or young-acting actors is less significant than the content or tone of the ad. Several respondents mentioned that they thought the ads were preparing youth to gamble when they were old enough to legally do so.

Impact of Advertisements on Attitudes toward Gambling

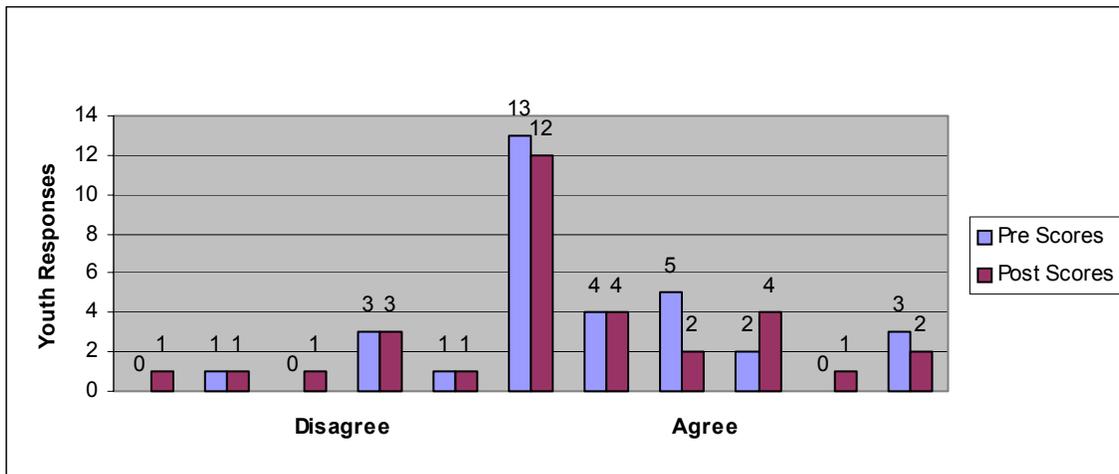
Prior to reviewing the ads, participants completed a short profile asking for their level of agreement/disagreement on 12 gambling-related statements, in order to explore their gambling knowledge, attitudes, and beliefs (see Appendix G). The following profile information was rated by the youth on a scale of zero (“strongly **disagree**”) to 10 (“strongly **agree**”):

1. I approve of gambling;
2. Gambling is a fun activity;
3. Gambling is just another hobby or interest people have;
4. Most people can control their gambling behaviour;
5. Gambling is a good way to make money;
6. Gambling can become a problem like alcoholism and drug addiction;
7. When gambling, some people know how to beat the odds;
8. Legal gambling is a good way for the government to make money;
9. People who gamble are cool;
10. Gambling is way to escape from everyday problems and concerns;
11. Gambling is an exciting activity; and
12. Gambling is something I’m likely to do in the near future;

After reviewing all the ads, participants were asked to complete the same profile to determine the degree to which the ads may have shifted attitudes and opinions. Results did not reveal any significant changes. Based on the youths’ prior exposure to commercial gambling advertisements, the short duration, and limited exposure to the ads, the lack of significant changes were not surprising. The following figures show the distribution of scores according to the corresponding gambling statements listed above.

Question # 1 “I Approve of Gambling”

Ages 13-14



Ages 15-17



Question #2 “Gambling is a Fun Activity”

Ages 13-14

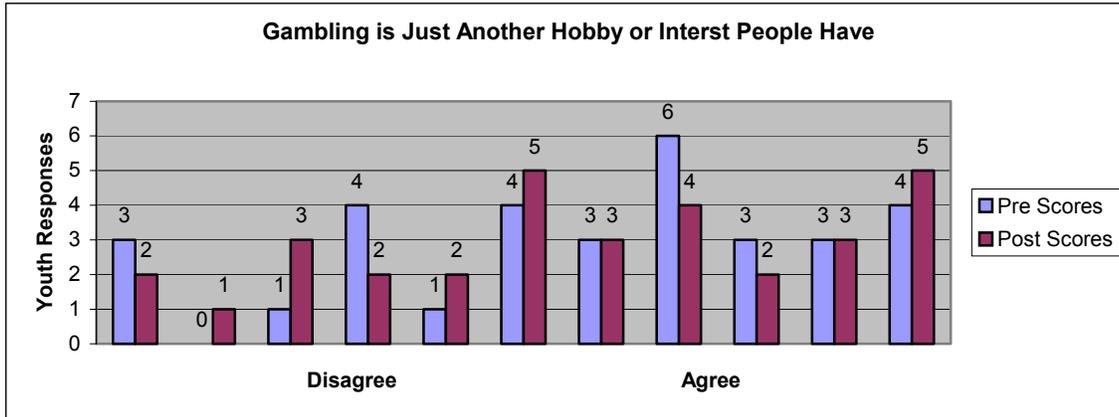


Ages 15-17

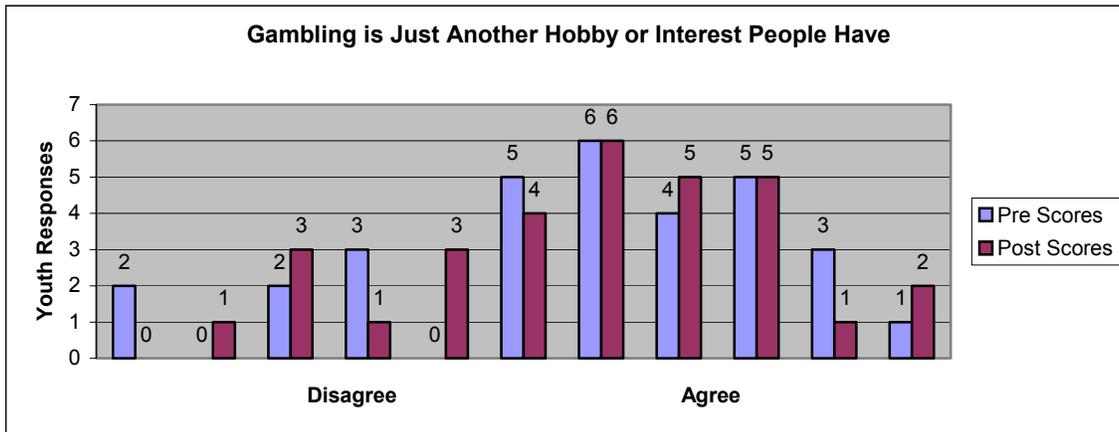


Question #3 “Gambling is Just Another Hobby or Interest People Have”

Ages 13-14

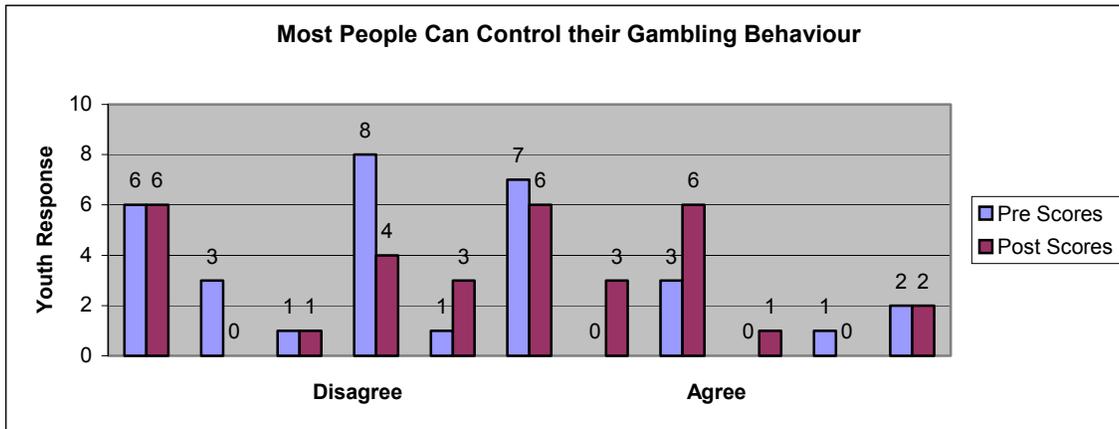


Ages 15-17

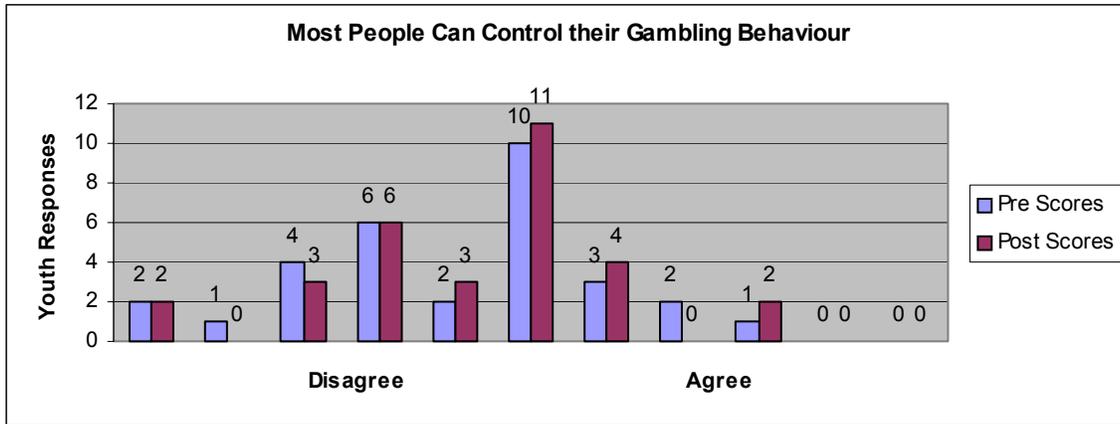


Question #4 “Most People Can Control their Gambling Behaviour”

Ages 13-14

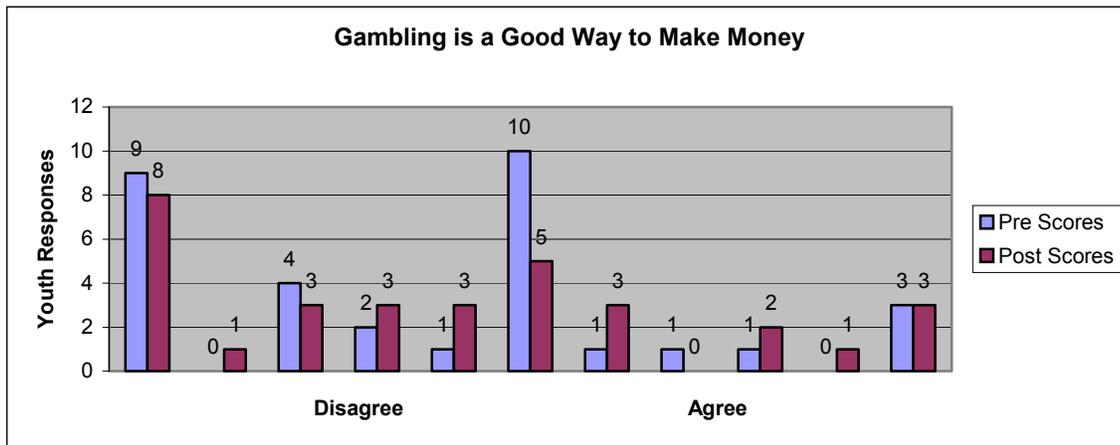


Ages 15-17

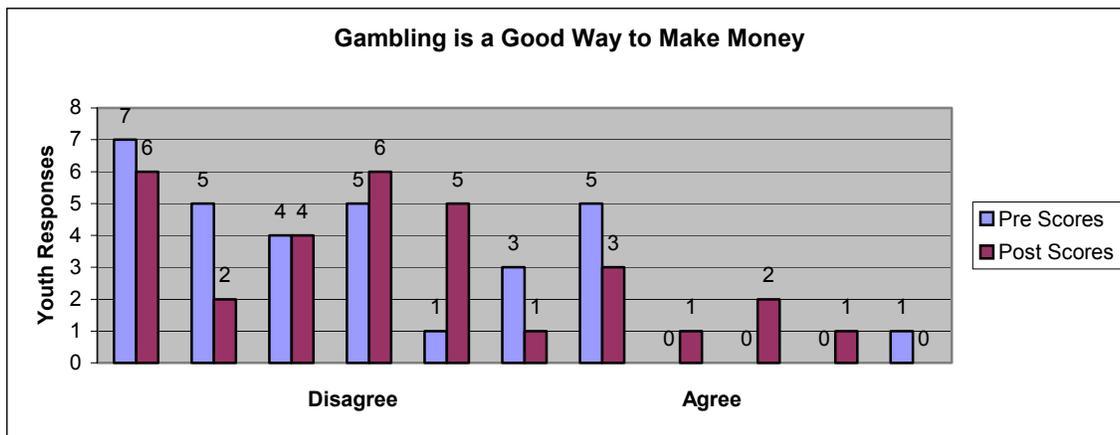


Question #5 “Gambling is a Good Way to Make Money”

Ages 13-14

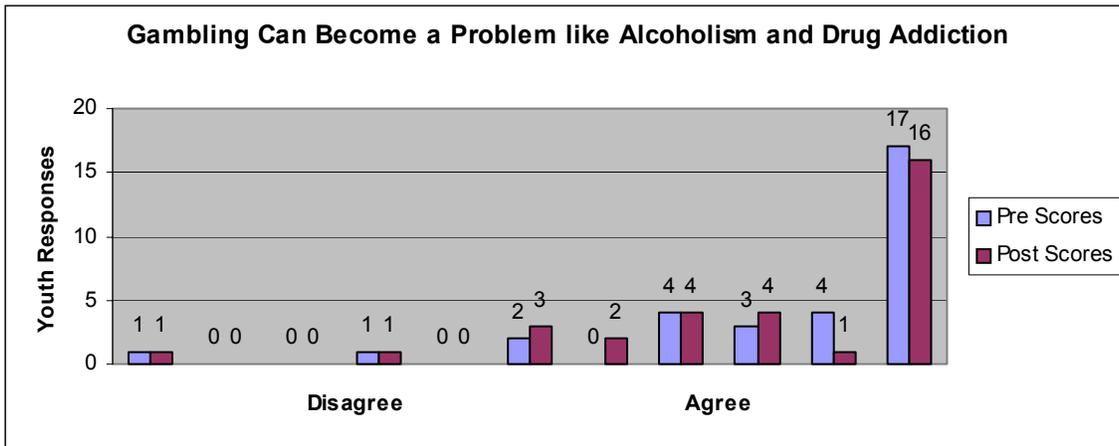


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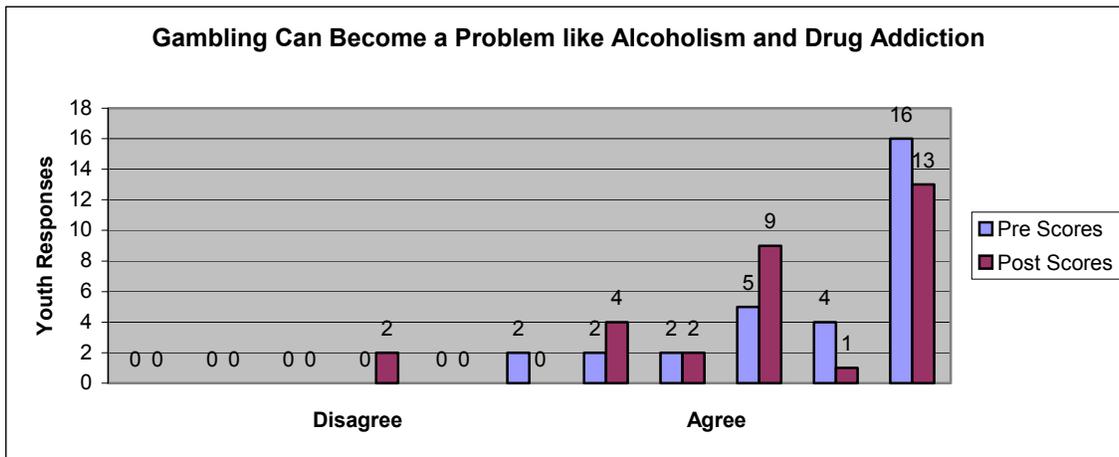


Question #6 “Gambling Can Become a Problem like Alcoholism and Drug Addiction”

Ages 13-14

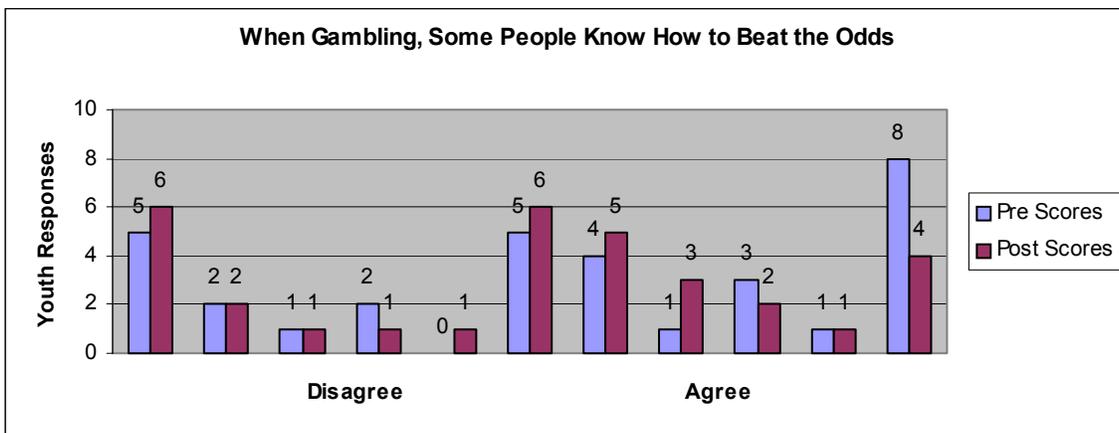


Ages 15-17

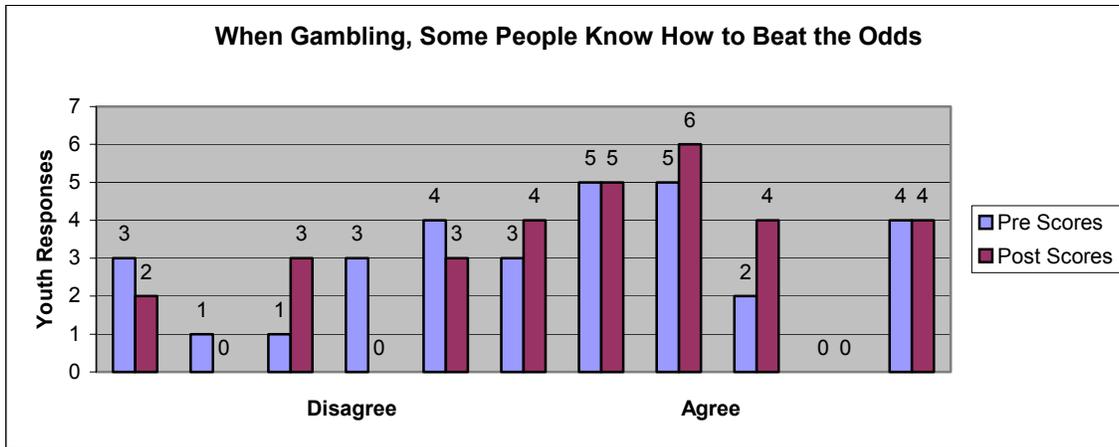


Question #7 “When Gambling, Some People Know How to Beat the Odds”

Ages 13-14

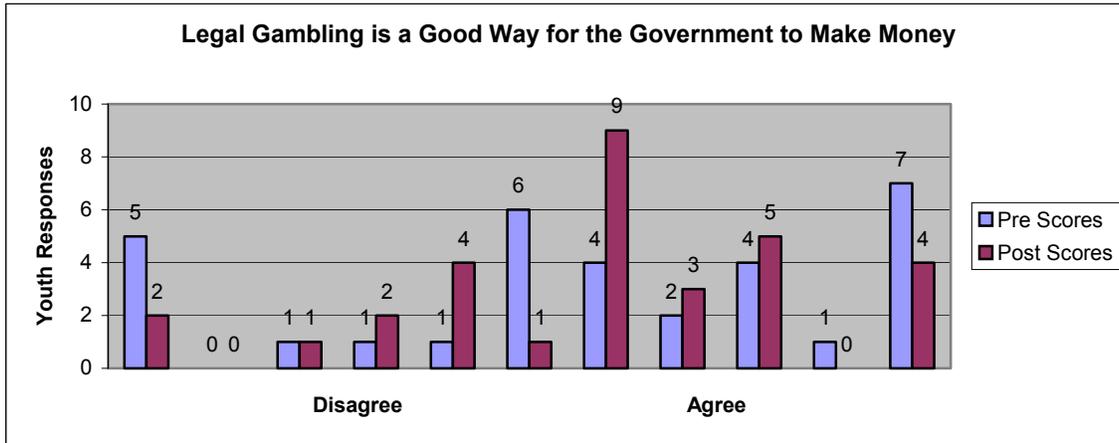


Ages 15-17

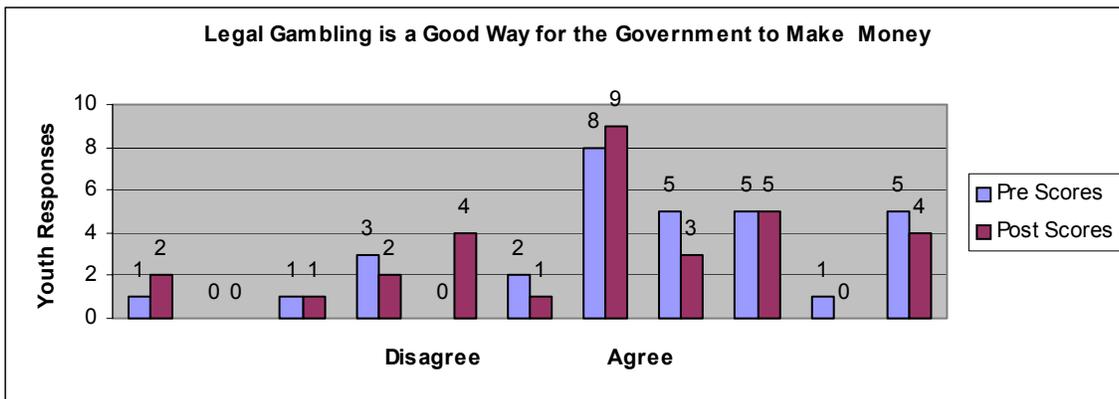


Question #8 “Legal Gambling is a Good Way for the Government to Make Money”

Ages 13-14

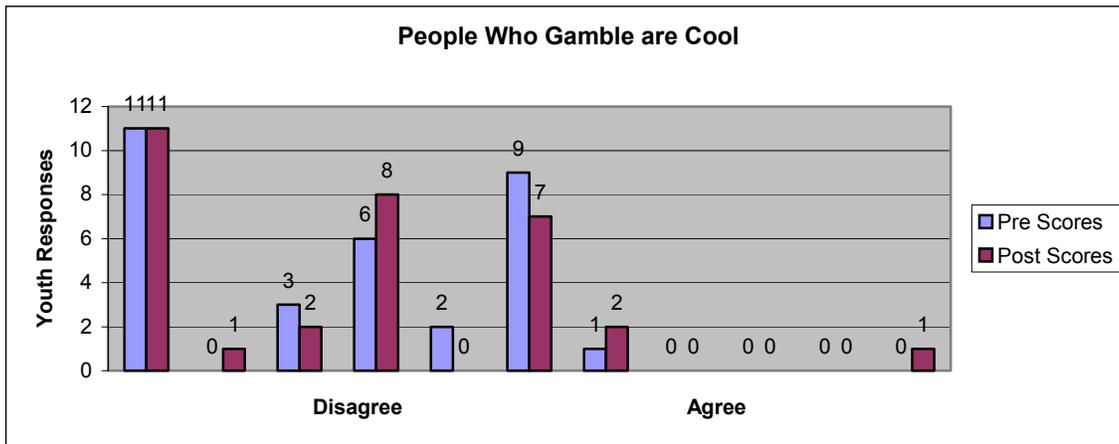


Ages 15-17

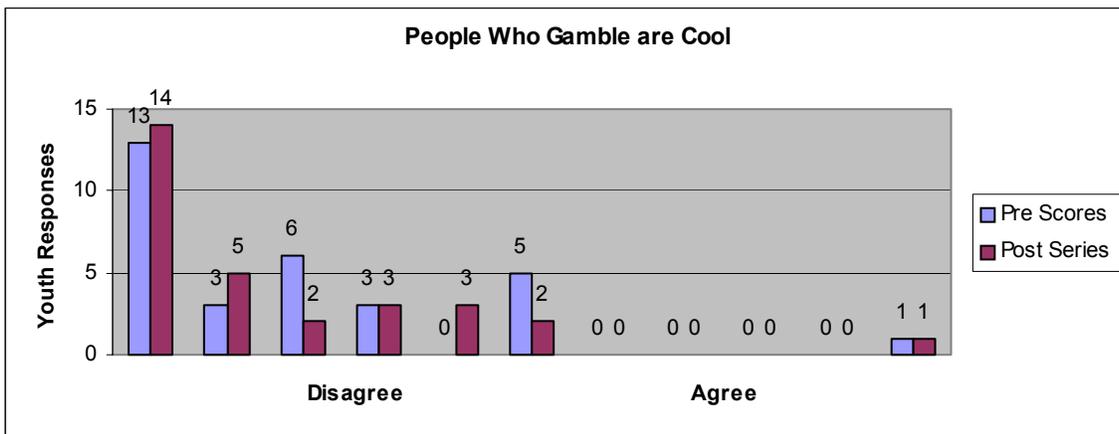


Question #9 “People Who Gamble are Cool”

Ages 13-14

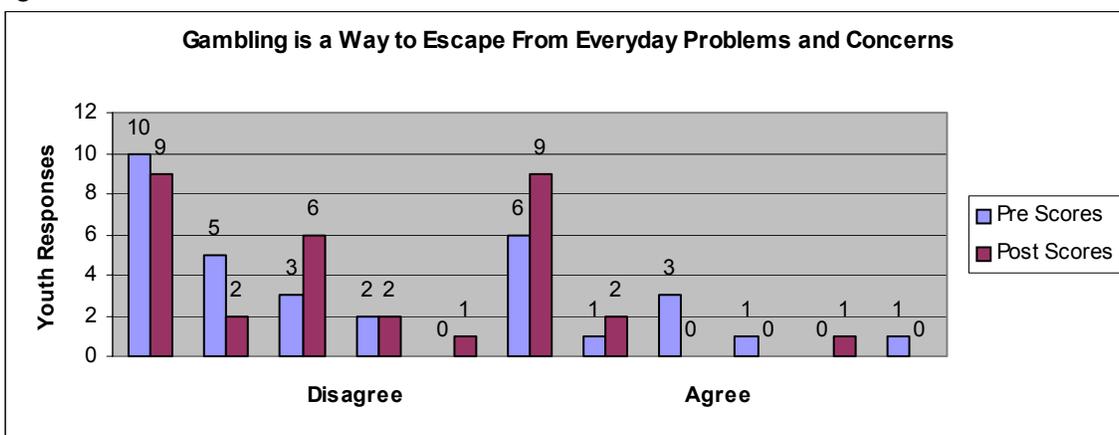


Ages 15-17

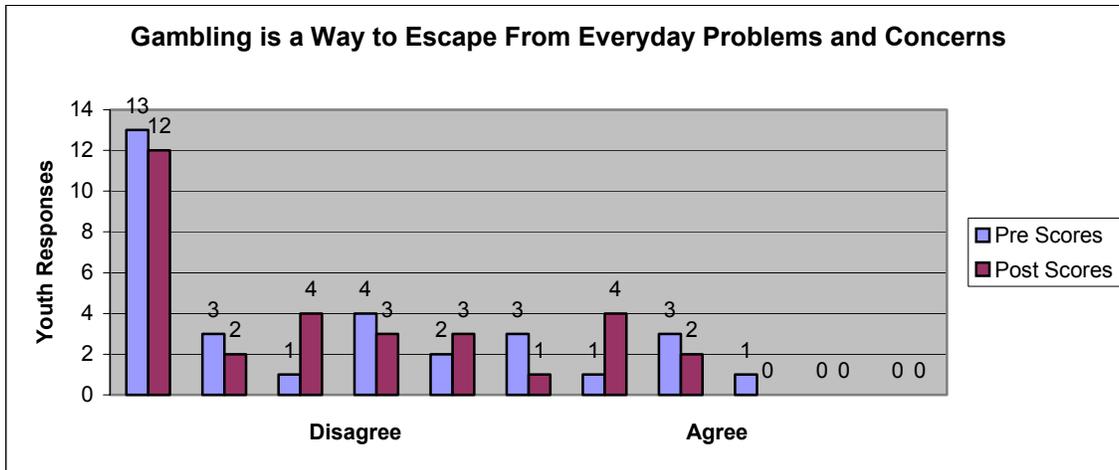


Question #10 “Gambling is a Way to Escape From Everyday Problems and Concerns”

Ages 13-14

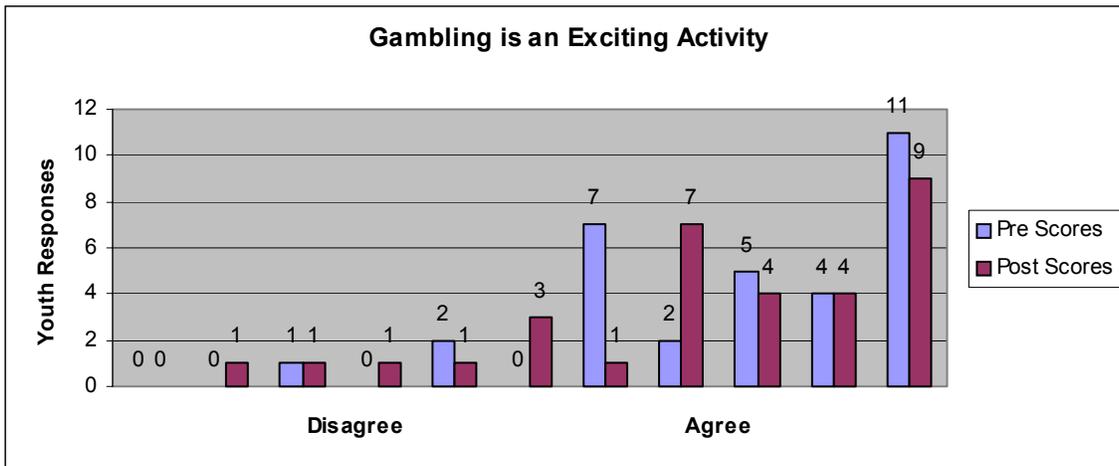


Ages 15-17

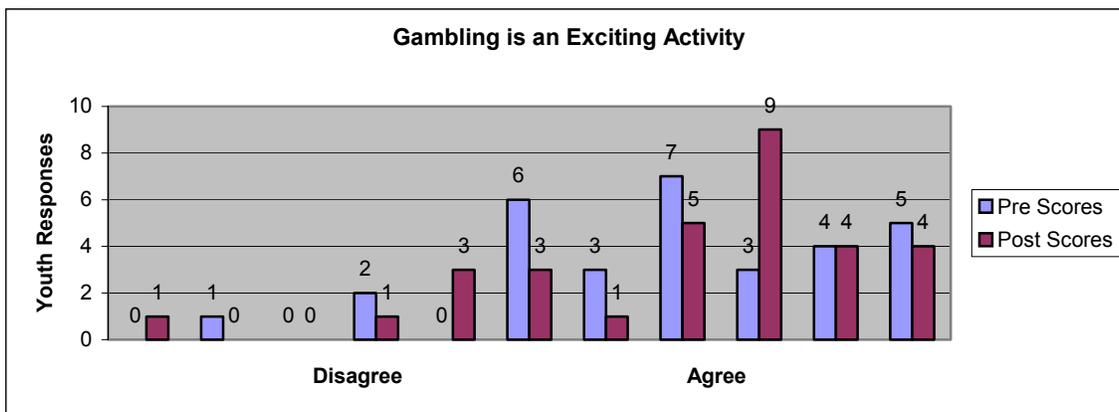


Question #11 “Gambling is an Exciting Activity”

Ages 13-14

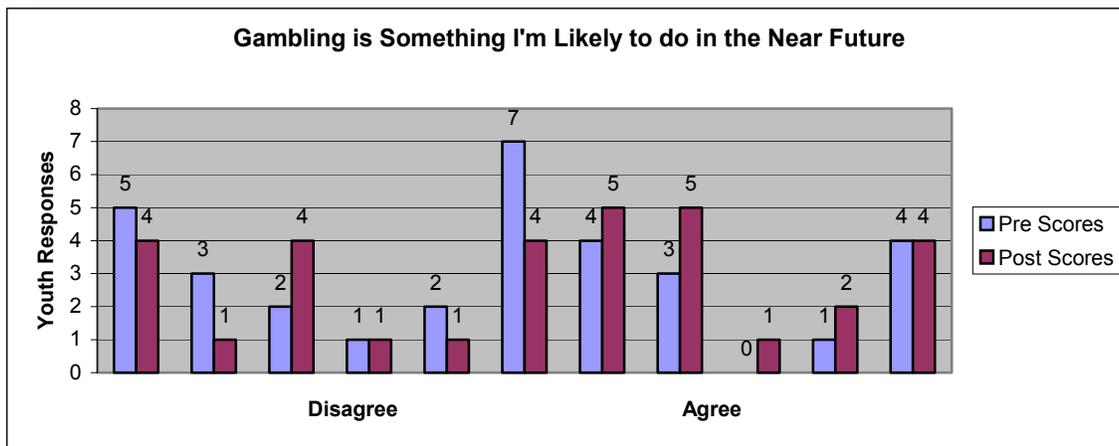


Ages 15-17

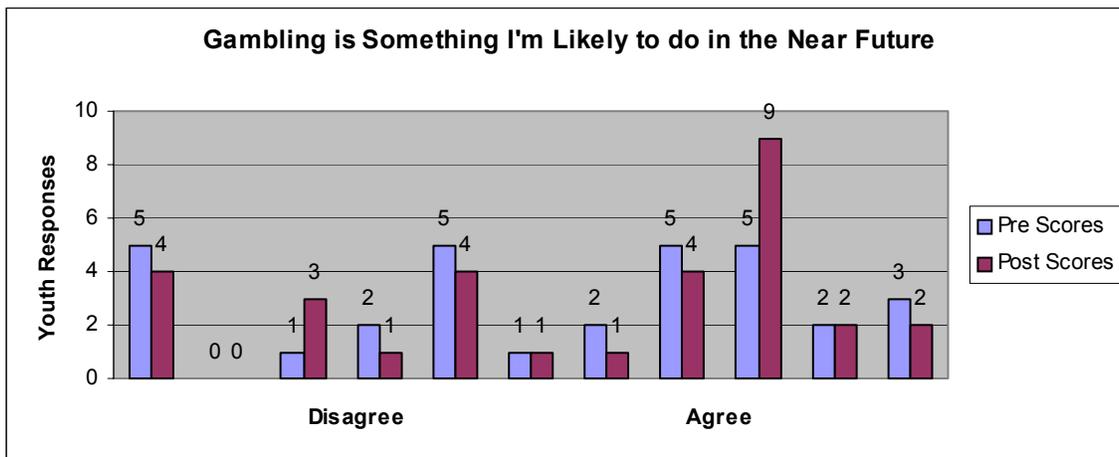


Question #12 “Gambling is Something I’m Likely to do in the Near Future”

Ages 13-14



Ages 15-17



The ensuing post-ad discussion revealed that many believed that the ads were advocating certain perspectives and points of view. In addition, these points of view often resonated with the groups. Specifically, many participants in both age groups said the ads made gambling seem:

- “fun or exciting” (“Make it look like it’s a lot of fun”; “It’s a rush”; “People getting together having fun”; “Looks exciting...everyone’s happy”; “The thrill of winning”). There was a sense of gambling as a means of adding excitement to ordinary life.
- like “something just about everyone does” (“Makes it seem like everyone should do it”; “Makes it seem like it’s normal”; “Shows different types of people”; “Average people”). It did not appear to be one particular ad that prompted this view, but rather the collective impact of all the ads (i.e., different people, in different situations, doing different things).

More in line with the gambling profile findings:

- Many said the ads do not make “gambling seem cool”. In fact, some people shown in the ads (including winners) were characterized with such terms as “whacked out”, “ditz”, and “really dumb”. One participant referred to them as: “People who wouldn’t succeed in any other way.”

- Many said the ads did not make them feel any “more or less positive about people who gamble”. Some felt that certain gamblers were portrayed as ridiculous, while others said that the ads were somewhat successful at conveying the impression that those who gamble are just “normal” people looking for a good time, and in so doing, scrupulously avoid any hint of addiction or negative repercussions (“Only showing one side of the gambling world”).
- Opinion was divided on whether the ads make one “more or less positive about gambling” and whether they are likely to “increase or decrease participants’ likelihood of gambling in the near future”. Though many said their views had not changed one way or the other on each of these issues, among the remaining participants a greater number indicated a more positive disposition to gambling both to the activity and to the likelihood of gambling in the future. Participants holding this view typically described the ads as making gambling appear fun and offering the potential for great returns/prizes (“Love to have a million dollars”; “Looks fun”; “Instant money”; “Makes you have dreams”; “Made me want it more”; “Pay a little to get a lot”; “You want the money...the risks aren’t that bad”; “Sense of freedom”; “I want to do that”; “Advertising works”). Some also said they were enticed by the “benefit to society” theme (i.e., the opportunity to help charities). Those who said the ads left them feeling less positive about gambling tended to describe the ads as reinforcing their existing beliefs that gambling is a “waste of money” and that there are so many ways to lose.

Many said that the ads were somewhat successful at communicating certain ideas or views (i.e., gambling is “fun and exciting”), but that they were not particularly effective at changing already held views or predispositions.

Discussion

Gauging the effects of advertising on young people is one of the most difficult tasks in all of marketing research. Focus groups with young people will invariably elicit the response that advertising does not affect them at. Today, researchers are facing a social environment that is quite difficult to characterize. It is a climate in which gambling is largely seen by the young as normal, reasonable, and fun. The volume of advertising and other media available to youth certainly contributes to these perceptions. Due to this volume, the advertisements presented in the focus groups were familiar, and mainly served as a reminder of what they potentially “see” everyday. It would be premature to expect significant attitude changes from this single viewing. However, presenting these familiar ads in the focus groups resulted in better informed discussions.

Over the course of this study, several observations were made that may be relevant to the issue of gambling advertising and its relationship to youth attitudes and behaviour. Five key observations include:

1. Gambling advertising is professional and sophisticated.

The gambling advertising used in this study was designed, written, illustrated, and produced by seasoned marketing and advertising professionals. The ads from which the test materials were selected represented a broad range of media (outdoor, print, transit, radio, and television), and the ads that were actually tested with the youth groups were comparable in quality of execution to ads that might be designed for the promotion of high-end consumer goods, vacation holidays, automobiles, and

entertainment. These ads were similar to most of the non-gambling ads that test subjects would be exposed to on a regular basis.

The test ads employed a broad range of well-known techniques for attracting attention, delivering their messages, and creating both cognitive and emotional appeal. These techniques included high quality graphics, well-crafted copy, professional narration, stimulating music, use of attractive models and actors, use of attractive locations, repetition, bright colour, and use of humour. They also targeted their messages to address a typical range of well-known buying factors common in many non-gambling ads. These included the appeal of: excitement; sophisticated lifestyle choices; possible wealth; happiness; material gain; freedom; and in some cases, behaving in a socially responsible way (or at least contributing to the social good).

2. Lottery ads stand out as somewhat different from ads for other forms of gambling.

As noted previously, the Gaming Control Act (1992) and its Regulations do not apply to commercial gambling lottery advertisements. However, our methodology utilized the Gaming Control Act and its regulations as a proxy when carrying out our content analysis of the ads. Because the regulations regarding gambling advertising in general and gambling advertising as it relates to youth are so sparse and vague, and particularly because they contain few measurable criteria (Gaming Control Act, 1992), it was difficult to determine whether advertisers were following the intent of the regulations. Nevertheless, both the test observers and test subjects noted the following:

- i. *Horse Racing Ads* – rarely used models or actors who appeared to be younger than 30 years of age. It was interesting that the style and messaging of these ads were not particularly appealing to the youth audiences. Perhaps racing is considered an adult activity by young people.
- ii. *Casino Ads* - for the most part, avoided using actors or models that might appear to be in or near the age groups of the test subjects. Similar to the horse racing ads, casino ads were generally not appealing to the test groups. However, one category of these ads departed from this general trend: the ads that employed humour. The test groups found several of these ads funny and entertaining. They recalled them in later discussions, and although they reported not to be influenced by them, were clearly top of mind. The responses suggest that humour has a significant appeal to youth in the under 19 years of age groups.
- iii. *Lottery Ticket Ads* - departed somewhat from the trends observed in the horse racing and casino ads. They tended to show younger models or actors more frequently, and many more (both in absolute numbers and as a percentage of the total sample) made use of humour. As in the humorous casino ads, the youth in the test groups reacted strongly to these ads, recalling them frequently and remarking that they were funny and entertaining. Youth also remarked that many of the actors in the lottery ads appeared to be people who were “just old enough to legally buy tickets” and that the advertisers might be using actors who looked like this in order to “prepare” younger people for buying tickets as soon as it became legal to do so.

Commercials and ads that are humorous or raucous seem to be most likely to hold the attention of youth. As per one youth, “humour gets inside your head”. Much of the advertising for Pro-Line features young, loutish fans, and as noted in the focus groups, this is particularly appealing to young males. For example, the OLGC commercial featuring fans collapsing the hockey barrier received a

strong reaction from all groups. Among other OLG television ads, the humorous spots showing youngish people tweaking the boss's nose, dropping their yacht's anchor through a traditional retiree's fishing scow, or excluding the traditional elder millionaires from their hip club, seemed to resonate.

In contrast to horse racing and casino gambling, lottery gambling is much more visible to youth in Ontario. According to the test subjects, lottery gambling is visible in stores, schools, and family settings. In contrast, horse racing and casino gambling was reported to be in places that they weren't permitted to go. Possibly as a result of the more general visibility of lottery gambling, in conjunction with lottery ads' greater appeal, the subjects appeared to be significantly more familiar with lotteries than they were with the other two prevalent forms of gambling in Ontario. For example, many of the subjects were familiar with lottery advertising slogans, different forms of lottery tickets (i.e., scratch and win), and many different lottery games (i.e., SportsLine, 649, SuperLotto, and holiday-based games).

3. Gambling is ubiquitous and a common leisure activity.

In Ontario (and presumably throughout most of North America), gambling appears to be regarded by youth as an unquestioned and normal activity. Permission to gamble once legal age is as much a right of passage as being able to drink or get a driver's license. The young people in the focus groups placed no moral value (positive or negative) on gambling.

In addition to commercial gambling advertising, young people are exposed to a wide range of messages that reinforce this attitude of gambling normalcy: cite gambling as a relatively common theme in television programs and movies; see point-of-purchase gambling displays virtually every time they enter a convenience store; see gaming-like promotions and advertising on/for many consumer products (i.e., soft drinks, cereals, computers); see gambling web sites and gambling references on the internet; aware of gambling stories in the media; either observe or participate in gambling at school and in social situations; report being aware of their parents and other relatives playing bingo, going to casinos, gambling socially, and/or purchasing lottery tickets; and report receiving lottery tickets as birthday, Christmas or other special-occasion presents.

To the young people in this study, gambling is as much a part of normal contemporary society as school, instant messaging, or summer vacation. To them, gambling is neither good nor bad: it simply is.

4. Cognitive dissonance regarding gambling is common.

In terms of youth's perceptions of gambling and gambling advertising, there appear to be at least three common and consistent cognitive dissonances:

- i. *Discrepancy between general knowledge of probable gambling outcomes and actual gambling behaviour* - The participants generally agreed that the odds against significant winnings were very high, and that gambling with the expectation of winning was like "throwing your money away". However, almost all reported gambling at some time or another with the expectation of a reasonable chance of winning.
- ii. *Discrepancy between general knowledge of the transparency of advertising and actual or intended gambling behaviour* - Almost every participant claimed that advertising had no effect on them and that they were able to "see through" the techniques of advertising to the

underlying motives. Nevertheless, their comments, anecdotes, and stated intentions about gambling behaviour support the hypothesis that gambling advertising does influence them.

- iii. *Discrepancy between knowledge of general risks associated with gambling and youths' perceived vulnerability to those risks for others* - Although many were able to identify several risks associated with gambling (i.e., losing when you can't afford to, losing more than you can afford to, or chasing winnings), most felt that they were capable of managing the risks. However, on several occasions they expressed concern about other people being able to manage the same risks. One or two cited friends or family members who were (or had been) caught in a spiral of excessive gambling. Interestingly, several members of the older group stated that although they were mature enough to manage gambling risks, they did not believe younger people would be able to manage the risks. This is the same phenomenon recognized in adults. Individuals express the belief that advertising does not have an influence on them personally, although their behaviours show that it does. There is a tendency to think that others need more protecting than ourselves (Ross, 1977).

5. Despite age restrictions, lottery tickets are easily accessible to youth.

Notwithstanding the fact that the sale of lottery tickets is illegal to underage youth, virtually every member of the focus panels agreed that it was easy to buy lottery tickets. Many reported being able to go into a convenience store and purchase lottery tickets without being asked for proof of age. Others reported that it was easy to get friends or family to buy tickets for them. Some said that they received lottery tickets from older family members as presents. According to the study subjects, it appears that age restrictions regulating the purchase of lottery tickets are easily permeable. As per one participant, "It's a joke. If you want them, you can get them. No problem". This finding confirms previous research in this area that reports that lottery participation by underage youth is widespread (Felsher, Derevensky, & Gupta, 2004).

The following conclusions are drawn from the comments of the focus group subjects:

1. **Young people consider gambling to be a normal behaviour:** All youth acknowledged that gambling is woven into the fabric of their experience. They observe that gambling is practiced by their peers, families, and people in their communities. All youth were familiar with gambling advertising taglines and slogans, and frequently cited gambling themes and experiences as part of their entertainment and daily activities.
2. **Young people see lotteries as the dominant form of legal gambling:** Participants reported that lottery advertisements were both familiar and engaging. This is in contrast to advertisements promoting gambling at racetracks and casinos, which did not appeal to youth in the focus groups.
3. **Most young people intend to gamble in the foreseeable future:** Participants reported their intention to continue informal gambling and the participation in lotteries. With respect to casinos and racetracks, participants cited age restrictions as a barrier to their participation.
4. **Young people view legal gambling prohibitions as only marginally relevant:** Almost all participants stated they intended to participate in gambling despite being aware of the age proscription and the understanding that a significant win was unlikely. There were few comments that identified resistant strategies and refusal skills.

5. **Young people appear to believe that gambling risks are age related:** Older youth (15-17) expressed the view that people their own age could manage gambling risks. However, they expressed concern that younger people (under age 15) might not be able to manage the same risks.

Several observations regarding gambling ads, based on the content analysis and the focus groups, warrant further mention. Casino-Rama has a series of ads (i.e., “Car Wash” and “Boyfriend”) showing that a visit to a casino is a possible way to reverse a string of bad luck. This type of gaming advertising is often criticized in the United States. If a beer company were to propose, “Having a bad day? Grab a few beers!”, this would not be permitted.

When youth were asked if they would gamble, most said yes. Some characterized themselves as risk takers (similar to many adolescents), while others stated that they enjoyed the adrenaline rush that comes with sports betting. Many young males felt that sports betting was a way to show support for a favourite team. Among the print executions, the Pro-Line cards and ads are the most appealing to young males. They are very contemporary in language and approach, and some go into great detail to intrigue (and even train) young players. The idea of supporting something you believe in, together with the perception that an ardent sports fan makes, this a very appealing game to youth. Of particular concern is the marrying of the youth culture with sports betting, which inevitably speaks to youth, especially young males.

Many noted that gambling advertising “seemed to be everywhere”. The volume of messages can serve to promote the idea that gambling is a normal part of life, regardless of the individual content of the ads. The OLG holiday lottery gift promotions would fall in line with this idea. If the climate seems to be one of “normalization” of gambling, then a holiday lottery gift pack in the Christmas stocking or as a present can start to implant that attitude at a very early age.

Limitations of this Study

This is an exploratory, first-stage study. Such studies are conducted when little is known about a field of enquiry and it is necessary to do basic groundwork.

Although it was originally proposed to apply discourse analysis methods to the content analysis of the ads and the focus group discussions, the brevity of the participants’ comments in focus group discussions and of the ad text did not lend themselves to this form of analysis. Future research that incorporates in-depth interviews may be better suited for discourse analysis.

One acknowledged limitation is that the ads selected for focus group viewing might not be fully representative of all ads that were provided. Specifically, the ads selected were ones that might appeal to young people, balanced with ads that might not have an impact. Selection consideration was also given to the advertisement’s media placement.

The researchers independently reviewed all advertisements. The intention of this investigation was to identify ads to be shown to youth during the focus groups. The researchers did not feel that the criteria developed for the analysis of the ads should be applied to a systematic critique of existing advertisements. An undertaking to critically analyze the existing ads to the appropriateness in a youth oriented culture was beyond the scope of this research study. More generally accepted and measurable guidelines would be necessary prior to such a review (see recommendations).

The researchers acknowledge that there are a range of other influences that impact youth perspectives of gambling. These include exposure to gambling focused television programs, the rise in popularity of poker as a youth activity, and other messages internalized from family, peers and their surrounding communities. It would be of value to probe these other inter-related variables in future research.

Recommendations

Based on the findings of this exploratory study, the researchers recommend the following:

1. Research

- i. **Extend the understanding of the potential impacts of commercial gambling advertising on youth.** In-depth interviews of selected individuals are proposed in the following categories:
 - *Youth* – selected youth, along the gambling continuum, will be engaged in in-depth interviews to better understand some of the issues identified in this preliminary report. These interviews will probe more deeply into the factors that shape youths’ perceptions, decision-making, and resilience in various risk groups.
 - *Creators of Commercial Gambling Advertising* - Groups responsible for the development and dissemination of advertisements will be interviewed to gain their perspectives on the present findings. In addition, the research will seek to capture their ideas to better address the impact (intended or unintended) of future gambling advertising in Ontario on youth.
 - *Public Health and Youth Prevention Professionals* – In-depth interviews will be conducted to capture their responses to the present findings, as well as their ideas and strategies to better protect youth at-risk or suffering from gambling related problems.
- ii. **Examine youth exposure to advertising.** A significant dimension to understanding the potential impacts on youth is an analysis of their exposure to these ads. It is proposed that a study be designed to identify the placement and frequency of these ads (i.e., whether they are linked to youth targeted entertainment, how often they appear, how often they are repeated, in which specific media they appear, etc.).
- iii. **Explore discrepancies between knowledge and behaviour.** Of particular interest would be a study to probe the following observation: the apparent discrepancy between youth gambling knowledge, beliefs, and risk perceptions that contrast significantly with their stated gambling intentions. This cognitive dissonance is well recognized as a significant issue amongst problem and pathological gamblers, and is central in therapeutic interventions. There is evidence of this in the present findings. Understanding this issue may inform prevention interventions by addressing these dissonances in early education sessions before they lead to gambling-related problems (i.e., teaching competencies related to risk assessment, decision making skills, and coping mechanisms).

2. Policy

- i. **Establish common guiding principles for all commercial gambling advertising impacting youth.** As noted earlier in this report (see results section), there were no specific, publicly available guidelines to use as a benchmark for analyzing lottery and horse racing advertisements. The purpose of universal guiding principles would be to

assist further research in this area, and provide a frame of reference for public discourse on commercial gambling advertising. From a healthy public policy perspective, where the provincial government has a range of authorities and mandates in the gambling field, the creation of transparent guiding principles would ensure appropriate accountability for the full range of advertisements produced. Common guiding principles for all commercial gambling advertising could be formatted as guidelines, result in amendments to the Gaming Control Act and Regulations, or be compiled and used as an industry-wide code of conduct. Where possible, these enhancements would include detailed, explicit, unambiguous, and measurable guidance, resulting in more specificity with respect to criteria for the protection of youth.

3. Practice

- i. **Strengthen youth media literacy initiatives.** Based on the finding of youth dissonance between gambling knowledge, attitudes, and beliefs and their reported gambling intentions and actions, it is proposed that media literacy training and skills be incorporated or strengthened within a range of youth gambling directed initiatives and school media literacy curriculum. Existing youth gambling prevention stakeholders (i.e., YMCA, RGCO, and the University of Toronto) could create additional media literacy modules within their existing prevention program initiatives. In addition, school boards throughout Ontario could address this gambling advertising issue more fully.
- ii. **Intensify enforcement of lottery point-of-sale age-prohibition.** Although it was not the objective of this study to examine point-of-sale practices, it is recommended, based on the youth responses, that the enforcement of age-prohibition for lottery purchases be reassessed. In line with a number of practices established for the sale of tobacco, there should be stronger enforcement of age restrictions for all lottery purchases through universal identification requirements prior to sale. Based on recent efforts in the tobacco field, the Ontario Convenience Stores Association could play a key role in creating a zero tolerance law for the sale of age restricted gambling products. In addition, penalties for vendors who violate such laws should be more strictly enforced.
- iii. **Expand counter-force gambling strategies.** In listening to the youth within the focus groups, it was evident to the researchers that there was a lack of counter-force messaging in media addressing the potential appeal and risks associated with youth gambling. It is proposed that a series of youth focused public service messages be developed to balance the strong promotional messages currently in existence.

Summary

Based on the findings and discussion of this exploratory study, this report addresses the three research objectives that were undertaken. In summary, an inventory of existing commercial gambling advertisements was compiled, and a content analysis was completed. The focus groups conducted delineated new information on youths' perspectives on gambling advertisements, the ways in which ads affect youths' attitudes, knowledge, beliefs, and behavioural intentions, as well as the specific needs and concerns for this at-risk population. Based on the findings of this preliminary report, further work in this area is warranted. The recommendations presented address the next steps in a research agenda, as well as future initiatives in policy and practice.

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APPENDIX A

DAVID A. KORN, MD, CAS, DPTH

David Korn is an addiction specialist, public health physician, and member of the Department of Public Health Sciences, Faculty of Medicine at the University of Toronto, Canada.

He is currently the Head of the Public Health Gambling Project in the Department of Public Health Sciences, at the University of Toronto. Recently, he was a visiting professor at Harvard Medical School, Division on Addictions. His research focus while at Harvard was in the emerging area of gambling and its implications for the health of individuals, families and communities. A monograph entitled ***Gambling and the Health of the Public: Adopting a Public Health Perspective***, authored in collaboration with Howard Shaffer, was published in 2000. His current gambling research includes youth and the role of Web-based technology for prevention, as well as the impact of gambling on ethno-cultural families.

David is a member of the International Advisory Boards of the American Academy of Health Care Providers in Addictive Disorders. He serves on the Editorial Board, Journal of Gambling Studies and Board of Directors and the U.S. National Center for Responsible Gaming.

He is a medical school graduate of the University of Western Ontario in London, Ontario, Canada. Early in his career he pursued graduate studies in international health at the London School of Hygiene and Tropical Medicine graduating cum laude. Amongst his international experience was work as a medical clinician in rural Zambia and an epidemiologist for the World Health Organization Global Smallpox Eradication Program in Ethiopia. He is an elected Fellow of the Royal Society of Tropical Medicine.

As a public health physician, David served as Ontario's first Chief Medical Officer of Health from 1983 to 1987. In the field of addictions, he was President of the Donwood Institute for 10 years, a distinguished Canadian hospital for the treatment and prevention of addictions now integrated into the new Centre for Addiction and Mental Health.

David is married to Laura Palmer Korn, and they have two children Zachary 12 and Ashley 17. As a community volunteer, he chairs the Health Advisory Committee of the YMCA of Toronto. His interests include road running, kayaking and jazz.

APPENDIX B

TIM HURSON

Tim Hurson has worked as a marketing and communications strategist for over 25 years. He was founding partner of Manifest Communications and served as its president and creative director until selling the company in 1996.

In his work for public and private sector clients in Canada, the United States and the United Kingdom, Tim has created strategies and programs and produced over 100 films and videotapes in the areas of attitude and behaviour change, crisis-management, product marketing, employee communication, and skills development. He is also the principle creator of a wide variety of social marketing campaigns aimed at young people, including smoking prevention, safe-sex, crime prevention, fitness, and stay-in-school programs.

Tim has designed and facilitated marketing strategies and change campaigns for Ontario Ministry of Tourism, Culture, and Recreation, RBC Royal Bank, Bank of Montreal, IBM, Northern Telecom, Dupont, Department of National Defense, Health and Welfare Canada, National Round Table, Canadian Dental Association, Canadian Diabetes Association, Toronto Department of Health, and ParticipAction, among others.

Since 1996, Tim has worked as an independent writer, consultant, and keynote speaker to businesses, governments and social agencies throughout Canada and the United States. He speaks regularly on leadership, organizational behaviour, creative intelligence, and the role of organizations in helping foster a more productive working environment. He has written numerous articles on promoting innovation in the workplace, and is a periodic contributor to *Creativity in Action*, the journal of the Creative Education Foundation at the University of Buffalo.

Current memberships and affiliations:

Chair, Responsible Gambling Council (Ontario)

Chair, YMCA Employment and Community Services Advisory Committee

Board of Governing Counselors, YMCA of Greater Toronto

President-elect, Board of Directors, Opera Ontario

Board of Directors, Ontario Chamber of Commerce

Board of Trustees, Opera America

Board of Directors, Symphonic Workshops International

Life Member, Creative Education Foundation, State University of New York (Buffalo)

APPENDIX C

Jennifer Reynolds, M.Ed.

EDUCATION

BROCK UNIVERSITY 2000- 2003
Master of Education (Studies in Teaching and Learning)

UNIVERSITY OF WATERLOO 1995-1997
Post-Graduate Diploma in Sexuality, Marriage and the Family

UNIVERSITY OF GUELPH 1990-1993
Bachelor of Arts (Major in Psychology)

EMPLOYMENT EXPERIENCE

PROJECT COORDINATOR
Gambling Project June 2003 - Present
Department of Public Health Sciences
University of Toronto

RESEARCH ASSISTANT
TeenNet Project October 2002-June 2003
Department of Public Health Sciences
University of Toronto

INDIVIDUAL & COUPLE THERAPIST/
FAMILY MEDIATOR
Private Practice September 1999-August 2002
Toronto, Ontario

APPENDIX D

Coding Schedule for Content Analysis

Advertisement Name: _____

Category: Casino Lottery Track Combo Track/Casino Unknown
 Charity Casino

Sponsor: _____

Media: Print POS Radio TV Outdoor

Flight Year: 2000 2001 2002 Unknown

Product: _____ WPM Broadcast: _____ Print Wordcount: _____

<p>Gaming Control Act:</p> <input type="checkbox"/> “appeals to 19 and under” <input type="checkbox"/> “use celebrities” <input type="checkbox"/> “increase social acceptance” <input type="checkbox"/> “increase financial success” <input type="checkbox"/> “resolve social problems”	<input type="checkbox"/> “compares games of chance” <input type="checkbox"/> “contributes to success” <input type="checkbox"/> “increase personal success” <input type="checkbox"/> “resolve financial problems” <input type="checkbox"/> “resolve personal problems”
---	---

<p>Approach:</p> <input type="checkbox"/> Humourous <input type="checkbox"/> Jingle <input type="checkbox"/> Macho <input type="checkbox"/> Plain narrative <input type="checkbox"/> Convenience <input type="checkbox"/> HorsePlayer rewards <input type="checkbox"/> Current event/fad	<input type="checkbox"/> Informative <input type="checkbox"/> Animation <input type="checkbox"/> Friendly <input type="checkbox"/> Male voice over <input type="checkbox"/> Bang for you buck <input type="checkbox"/> Money <input type="checkbox"/> Colourful	<input type="checkbox"/> Sexy <input type="checkbox"/> Sophisticated <input type="checkbox"/> Dialogue <input type="checkbox"/> Female voice <input type="checkbox"/> Winner’s circle <input type="checkbox"/> Luck
--	---	--

<p>Message:</p> <input type="checkbox"/> Win some <input type="checkbox"/> Win big! <input type="checkbox"/> Low risk <input type="checkbox"/> Good works <input type="checkbox"/> Gift <input type="checkbox"/> Freedom <input type="checkbox"/> Seasonal <input type="checkbox"/> Better odds <input type="checkbox"/> Many chances/ways to win	<input type="checkbox"/> Convenience <input type="checkbox"/> Escapism (place) <input type="checkbox"/> One time only <input type="checkbox"/> Novelty/new games <input type="checkbox"/> Stars/shows <input type="checkbox"/> Life Transforming <input type="checkbox"/> Location information <input type="checkbox"/> Now/urgency	<input type="checkbox"/> Winner’s circle privileges <input type="checkbox"/> HorsePlayer rewards <input type="checkbox"/> All around entertainment <input type="checkbox"/> Feeling lucky/having luck <input type="checkbox"/> Easy to get to/access <input type="checkbox"/> Special Events <input type="checkbox"/> Fear of missing out <input type="checkbox"/> Escape/fantasy (process) <input type="checkbox"/> Fun/exciting to play/watch
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Notes:

APPENDIX E

Focus Group Protocol

The following protocol was used for the qualitative youth focus groups:

Opening Remarks

- Welcome and context setting
- Participant introductions
- Overview of discussion group content and procedures

Gambling: Some Definitions

1. In your own words, how do you define gambling...how would you explain what gambling is to someone who had never heard the word before? What are some other words that mean the same thing as gambling (IF NECESSARY, PROBE: Betting; Gaming; Wagering; Dares)
2. What kinds of activities do you consider to be gambling? (IF NECESSARY, PROBE: games at casinos; betting on horse racing; buying a lottery ticket; buying a scratch and win ticket; betting on sports; etc)

In fact, for the purpose of our discussion this evening, we want to define gambling as “any game of chance that involves risking money or something of value.” This would include such activities as games at casinos; betting on horse racing; buying a lottery ticket; buying a scratch and win ticket; betting on sports; etc). Though gambling is sometimes referred to by other names such as betting, gaming, wagering, dares and so forth, we’ll mostly be calling it gambling.

[Pre-Advertisement Self-Administered Questionnaire]

3. Before we go any further, I’d like you to complete this short questionnaire that asks you about some gambling-related issues...[MODERATOR TO DISTRIBUTE SELF-ADMINISTERED QUESTIONNAIRES AND HAVE PARTICPANTS COMPLETE THEM].

Review of Advertisements

Now I’d like you to look at a number of print ads (that is, gambling-related ads you might see in the newspaper or in magazines)...don’t comment on them yet, just review them in their entirety and feel free to jot down any notes on the blank page provided [MODERATOR TO DISTRIBUTE PRINT ADS].

Now I’d like you to look at a number of outdoor advertising materials (that is, gambling-related ads you might see on large billboards or signs)...don’t comment on them yet, just review them in their entirety and feel free to jot down any notes on the blank page provided [MODERATOR TO DISTRIBUTE OUTDOOR ADS].

Finally, I’d like you to watch a number of television ads and listen to a number of radio ads that are gambling-related...don’t comment on them yet, but do feel free to jot down any notes on the blank page provided [MODERATOR TO PLAY REEL].

[Post-Advertisement Self-Administered Questionnaire]

4. Now, I'd like you to complete another very short questionnaire that asks you similar questions about gambling-related issues...please respond honestly based on how you now feel after having reviewed the advertisements [MODERATOR TO DISTRIBUTE SELF-ADMINISTERED QUESTIONNAIRES AND HAVE PARTICIPANTS COMPLETE THEM].

Exploring Reactions to the Advertisement Content

Okay, enough watching, listening and writing...it's time to start talking again!

5. What are some of your overall thoughts about and/or general reactions to the ads as a whole? Any comments about them? Any particular likes or dislikes? What makes you say that?
6. To whom would you say the ads are directed or targeted? [IF NECESSARY, PROBE: Are they aimed at people like you?] What makes you say that?
7. As far as you can tell, what's the purpose of the ads...why have they been made? What makes you say that?
8. What were the kinds of messages you took away from the ads...what did they seem to be saying?

How did the ads make you feel or think? More specifically, how did they make you feel or think about gambling?

IF NECESSARY, PROBE:

Did the ads make you:

9. More or less positive about gambling?
10. More or less positive about people who gamble?
11. Feel that gambling is fun or exciting?
12. Feel that gambling is cool?
13. More or less likely to gamble in the near future?
14. Feel that gambling is something just about everyone does?
15. If you had to pick a few words to describe the general tone of most of the ads, what words would you choose? [IF NECESSARY, PROBE: Matter of fact, fun, serious, light, OTHER?]
16. What, if anything, in the ads — and please be as specific or detailed as you'd like — did you find either puzzling, odd, strange, inappropriate, or offensive? What makes you say that?
17. What are the top five TV shows — including sports — that you like to watch? What do you like about them? Do they ever talk about gambling or do you see gambling ads or signs when watching them?

[Time Permitting] Exploring Perceptions of and Attitudes toward Gambling

18. What do you think of gambling? [IF NECESSARY, PROBE: Is it right/wrong? Is it wise/stupid? Is it fun or not?]

19. Do you think it's okay for people in your age group to gamble? What makes you say that?
20. As far as you know, why do people gamble? What about people around your age — do they gamble for the same reasons?
21. Have you or your friends ever gambled? What did you/they do? Why did you/they do it? How did you/they feel about the experience?
22. What do you think of sports-related gambling — that is, betting on the outcome of a game of one kind or another (for example, Pro-Line, internet-based, between friends, etc.)?

Group Wrap-Up

-Is there anything you would like to add about any of the topics we have been discussing today...or are there other comments you would like to pass along about this initiative or other issues?

-[MODERATOR TO THANK PARTICIPANTS AND BRING THE SESSION TO A CLOSE]

APPENDIX F

Selected Print Advertisements for Focus Group Discussions



With money comes responsibility. But mostly, just a lot of money.

\$10,000,000

(JACKPOT THIS FRIDAY)



www.OLGlotto.com

IT'S JUST A GAME. PLAY RESPONSIBLY.

For more information call 1-800-387-6669 (play responsibly) or visit



Earning money is great. Winning it is even better.



LIVE LARGE.

AD# 20109(10)	COLOUR B&W
SIZE 11.5" x 3.875" (54 ID)	
CLIENT ONTARIO LOTTERY	
PRODUCT Super7 Banner Ads	
THIS ADVERTISEMENT PREPARED BY Palmer Jarvis DDB	

Creation: Anita May 1
Launch: Mar 13, 20

APPROVED	Date	Initial
Copy OK		
Art. OK		
Prod. OK		
A/E OK		
Client OK		

Only
\$25

Big Ticket Lottery



You Could Win
\$2 MILLION
OR \$100,000 A YEAR
FOR LIFE



SEEK THE
LIFE IN WINNERS

www.bigticketlottery.ca

DRAWS FOR CASH,
CARS, TRIPS & BOATS

LOTTERY AND GAMING REGULATIONS APPLY TO ALL PROVINCES AND TERRITORIES. DRAWINGS ARE HELD ON A DAILY BASIS. DRAWINGS ARE HELD ON A DAILY BASIS. DRAWINGS ARE HELD ON A DAILY BASIS.

Only
\$25

Big Ticket Lottery



4 Early Bird Draws



It Doesn't Get
Any Bigger
Than This!

Jaguar XK8 Coupe



www.olg.com/lotteries.ca



Ontario Environment Network wins when you play. So do over 4000 other charities, nonprofit groups and hospitals throughout the province. In fact, last year alone we generated more than \$1.3 billion to help benefit the people of Ontario. The Ontario Lottery and Gaming Corporation. *Everyday millions win.*

Ontario Lottery and
Gaming Corporation



Société des loteries et
des jeux de l'Ontario



OFFICIAL SIGNAL 63: BAD URINE SAMPLES. TEAM SUSPENSION.

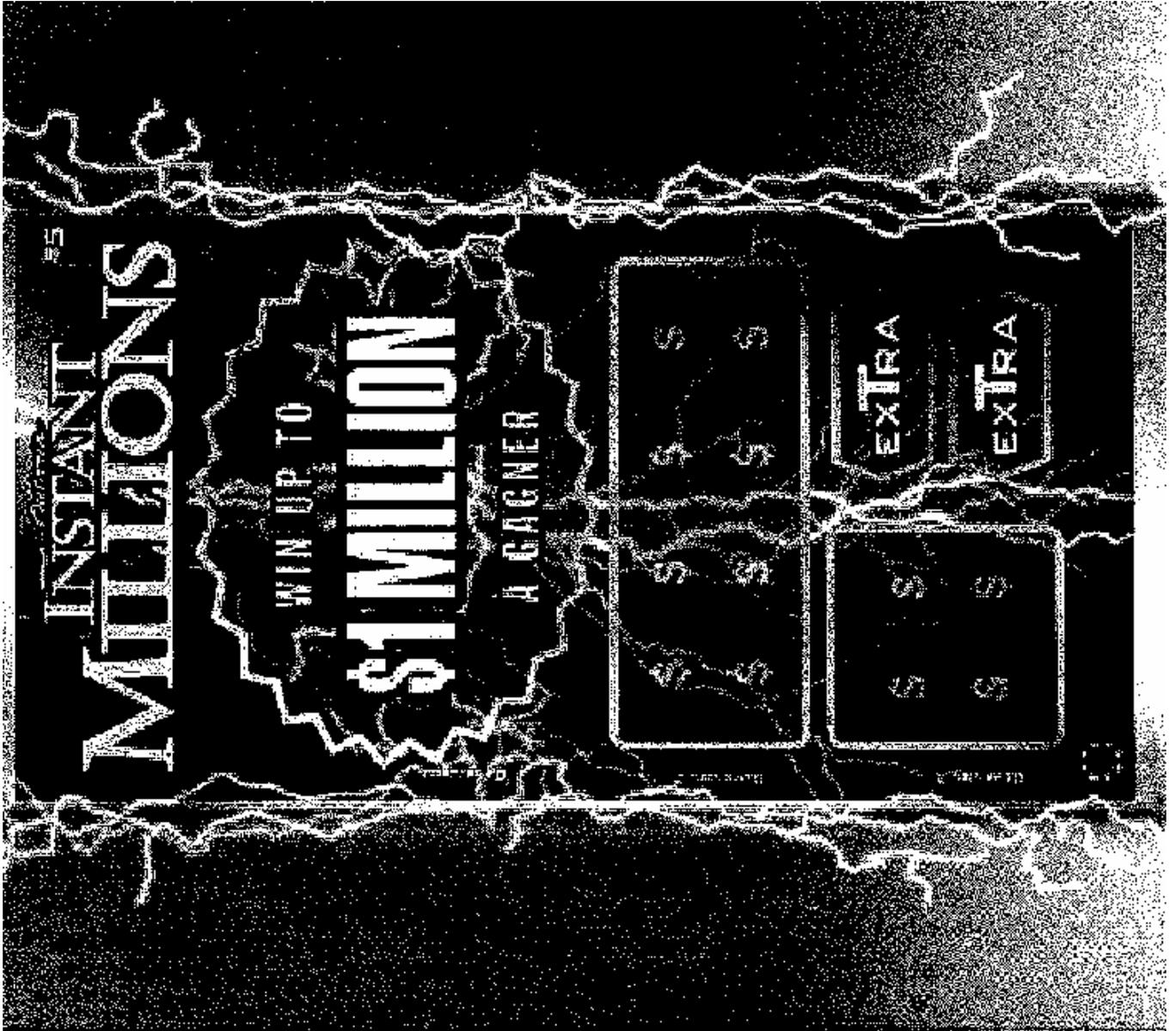
BECAUSE ANYTHING CAN HAPPEN, ANYONE CAN WIN.

PRO LINE

Use a Pro Line® bat today and pick a team to win. Or, better,

www.proline.com

**ONE
SCRATCH
CAN
CHANGE
YOUR
LIFE**



Strongly
Disagree

Strongly
Agree

Legal gambling is a good way for the government to make money

0 1 2 3 4 5 6 7 8 9
Strongly
Disagree

10
Strongly
Agree

People who gamble are cool

0 1 2 3 4 5 6 7 8 9
Strongly
Disagree

10
Strongly
Agree

Gambling is a way to escape from everyday problems and concerns

0 1 2 3 4 5 6 7 8 9
Strongly
Disagree

10
Strongly
Agree

Gambling is an exciting activity

0 1 2 3 4 5 6 7 8 9
Strongly
Disagree

10
Strongly
Agree

Gambling is something I'm likely to do in the near future

0 1 2 3 4 5 6 7 8 9
Strongly
Disagree

10
Strongly
Agree