

Fact Sheet: Evaluation of the Limit-Setting Campaign

June 2009

In November 2008, the MGCC launched a primary prevention campaign intended to inform all adult Manitobans about limit-setting strategies. The campaign ran province-wide in a mix of public space, print and radio media.

Purpose

The limit-setting campaign teaches Manitobans that gambling costs money and that gambling responsibly means playing within affordable spending limits.

Evaluation

A public perception survey was conducted to:

- Measure Manitobans' level of awareness of the limit-setting campaign
- Obtain a comprehensive picture of Manitobans' gambling-related attitudes, knowledge and behaviours

Results and Discussion

Participation in Gambling Activities

- 85% of Manitobans are gamblers.
- Buying lottery, instant win and charity raffle tickets are the most popular forms of gambling.
- Many gambling activities, including Internet gambling, are undertaken by very small fractions of the population.

Limit-Setting Strategies

- 76% of Manitobans always set at least one kind of limit when they gamble, an increase of 12% since before the campaign.
- All four limit-setting strategies (duration limits, frequency limits, financial access limits, and spending limits) are being used by more Manitobans every time they gamble in 2009 than prior to the campaign.
- More Manitobans are experimenting with limit-setting, even if they are not setting limits every time they gamble.
- Setting a spending limit is the most common strategy used by Manitobans to gamble responsibly.

Gambling Motives

- Gambling for fun and entertainment was the most commonly mentioned motive for gambling, followed by seeking the chance to win money.
- Few Manitobans report gambling to cope with stress, worries or depression.

Belief and Knowledge about Gambling Myths

- The most commonly believed gambling fallacy is that understanding how slot machines and VLTs work leads to better play.
- On average, men believe more myths than women, Manitobans with lower incomes believe more myths than those with higher incomes, and gamblers believe more myths than non-gamblers.

Campaign Recall

- 12% of Manitobans recall having seen or heard the limit-setting campaign.
- Unaided recall is high compared to the MGCC's myth-busting campaign, suggesting that the limit-setting campaign may have a more lasting impact on those who see or hear it.
- 62% of those who saw or heard the advertisements agree that they do a great job of encouraging Manitobans to set limits.
- 65% of those who saw or heard the campaign agree that the messaging made them think about the importance of setting limits.

Future Directions

- The results indicate that the first run of the limit-setting campaign was at least as successful as the first run of the MGCC's myth-busting campaign.
- Although recall numbers suggest that the MGCC selected an appropriate media mix, the MGCC should continue to strive to find creative ways to reach rural populations.
- The MGCC should continue to make efforts to target Manitobans with lower incomes and fewer years of schooling, who set fewer limits on average than other Manitobans, and so are most in need of information on limit-setting.
- The study highlights the need to continue to ground public education initiatives in research, by monitoring changing gambling-related behaviours, attitudes and knowledge in the province over time, so the MGCC's initiatives remain relevant and valuable to Manitobans.