

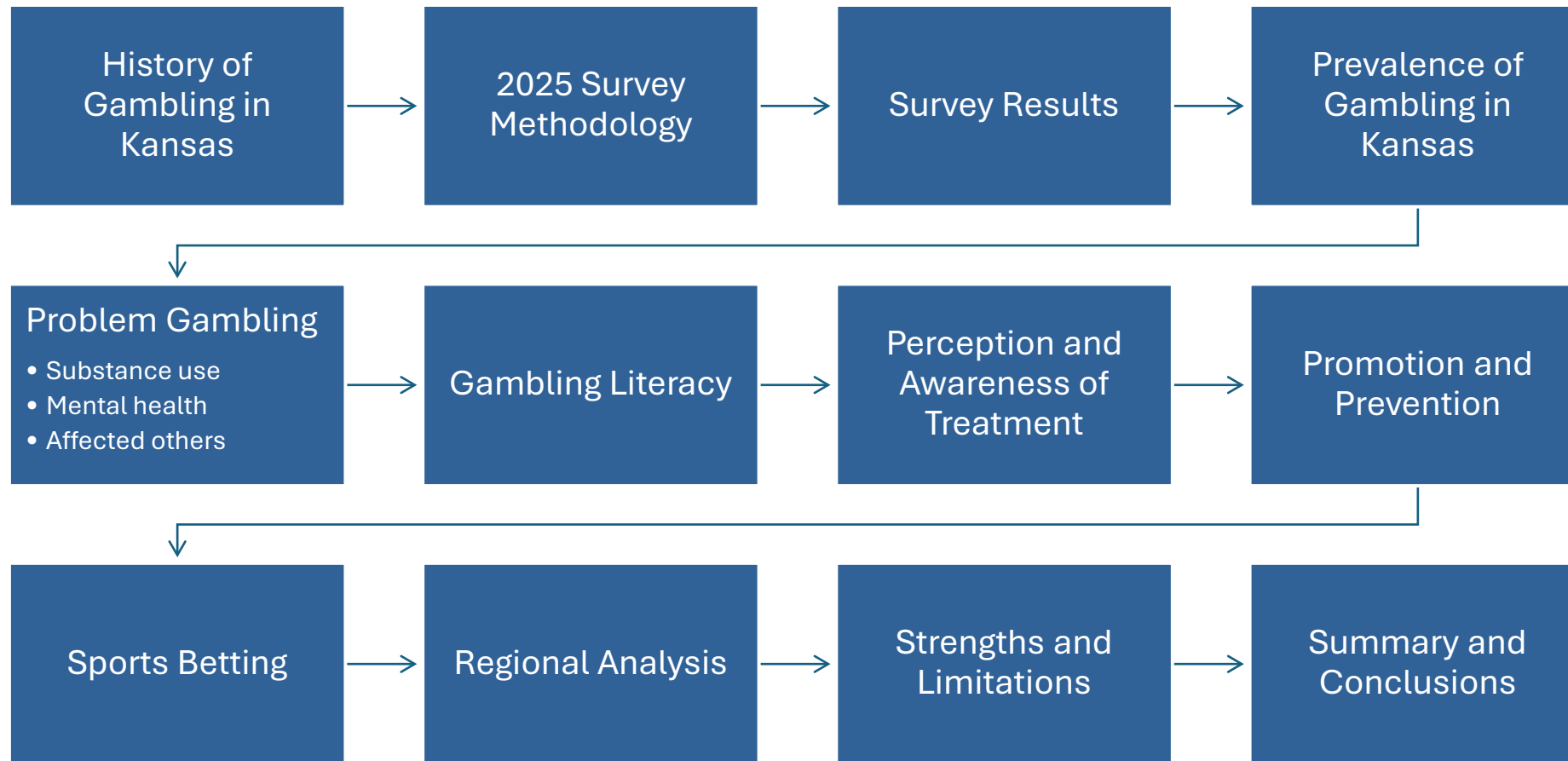
# 2025 Kansas Gambling Survey

## Findings and Implications

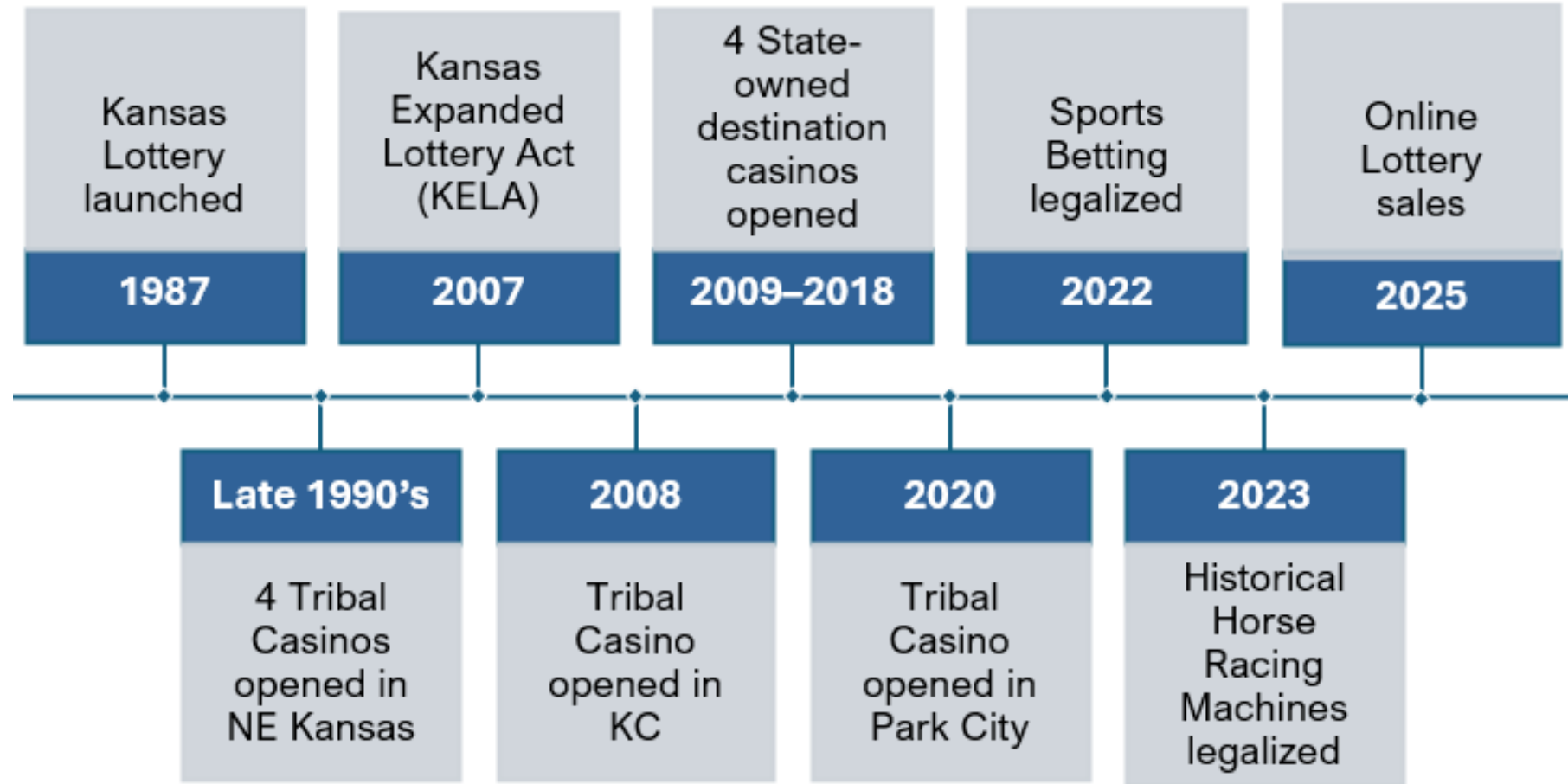
August 7, 2025



# Presentation Overview



# Kansas Gambling Timeline





# Problem Gambling Services

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- No-cost treatment for problem gamblers and affected others
- Helpline 1-800-GAMBLER
- Free Kansas Gambling Counselor certification
- Four Regional Task Forces
- Kansas Coalition on Problem Gambling
- KDADS Program Manager and four Problem Gambling Prevention Specialists
- Governor's Behavioral Health Services Planning Council, Problem Gambling Subcommittee



# 2025 Survey Methodology

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Online survey

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Fielded from April 22 – May 20, 2025

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Purchased panel

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Offered in English, Spanish, Vietnamese, and Somali

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N= 1,645 Kansas adults

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Weighted by age, race, Hispanic origin, education level, and lottery region

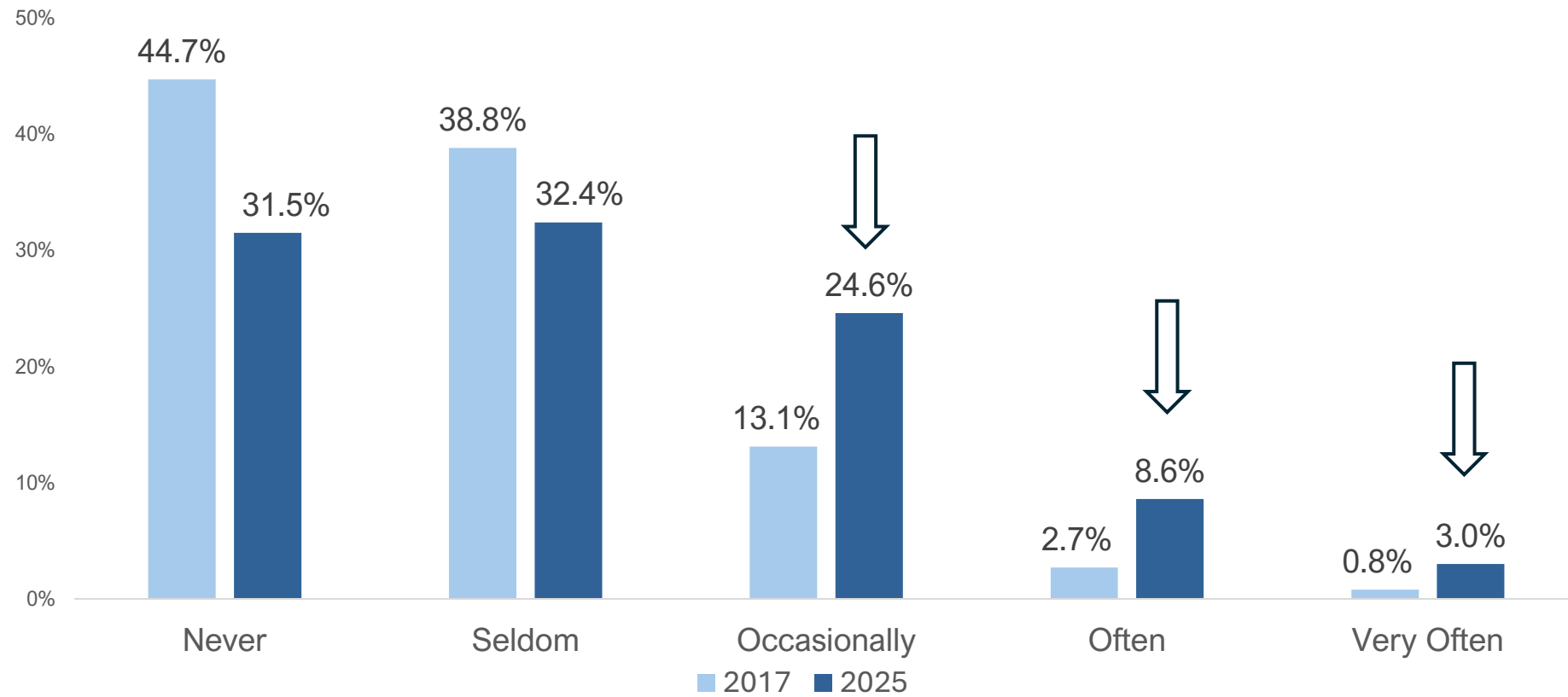
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± 2.4 percentage point margin of error at 95% confidence level

# Gambling Prevalence and Behavior



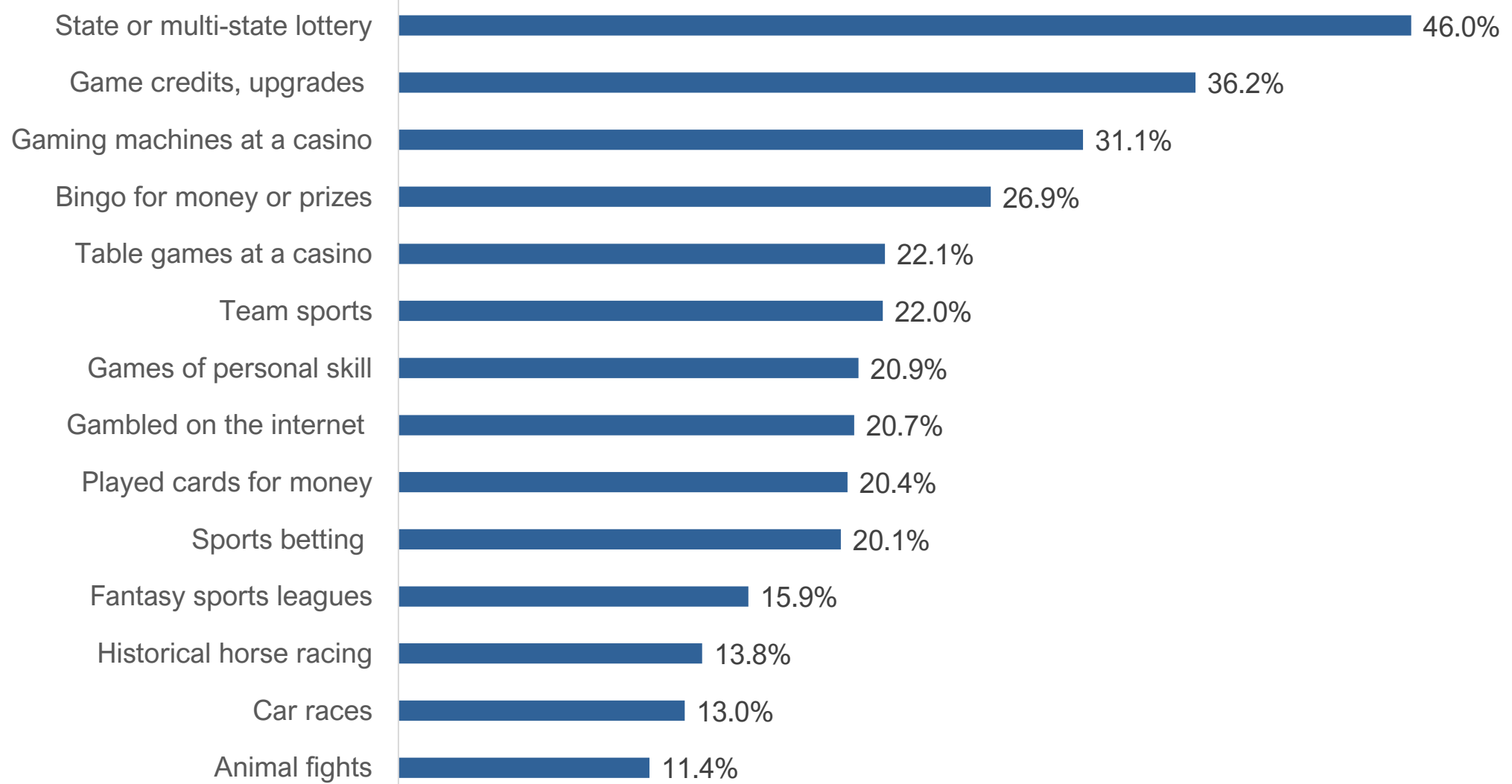
# Frequency of Gambling



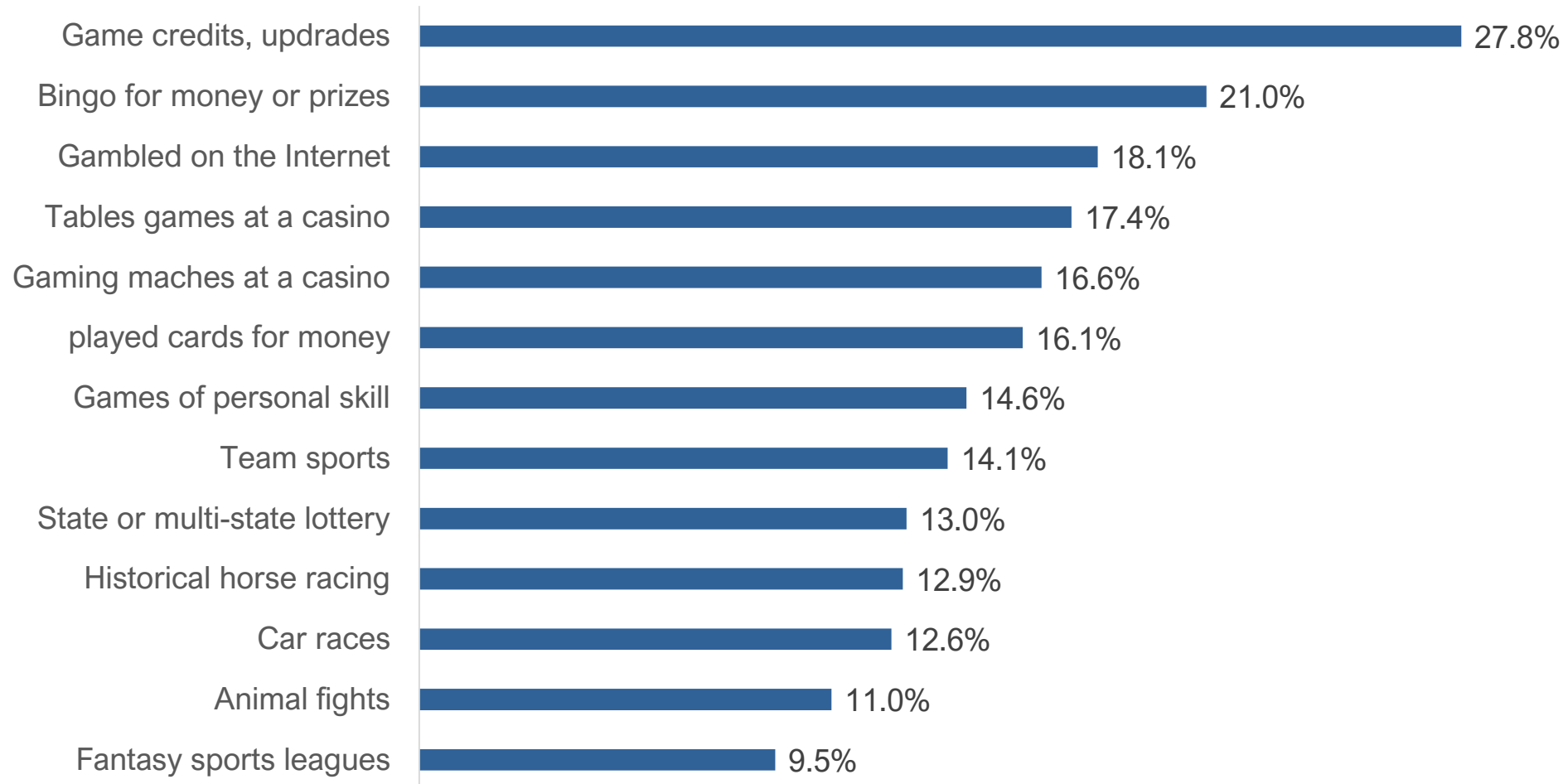
# Past 30-Day Gambling



## Percent of Respondents Reporting Past 30-Day Gambling by Type of Gambling Activity (2025)



## 2017 to 2025 Increase in the Percentage of Individuals Gambling in the Past 30 Days by Type of Gambling Activity



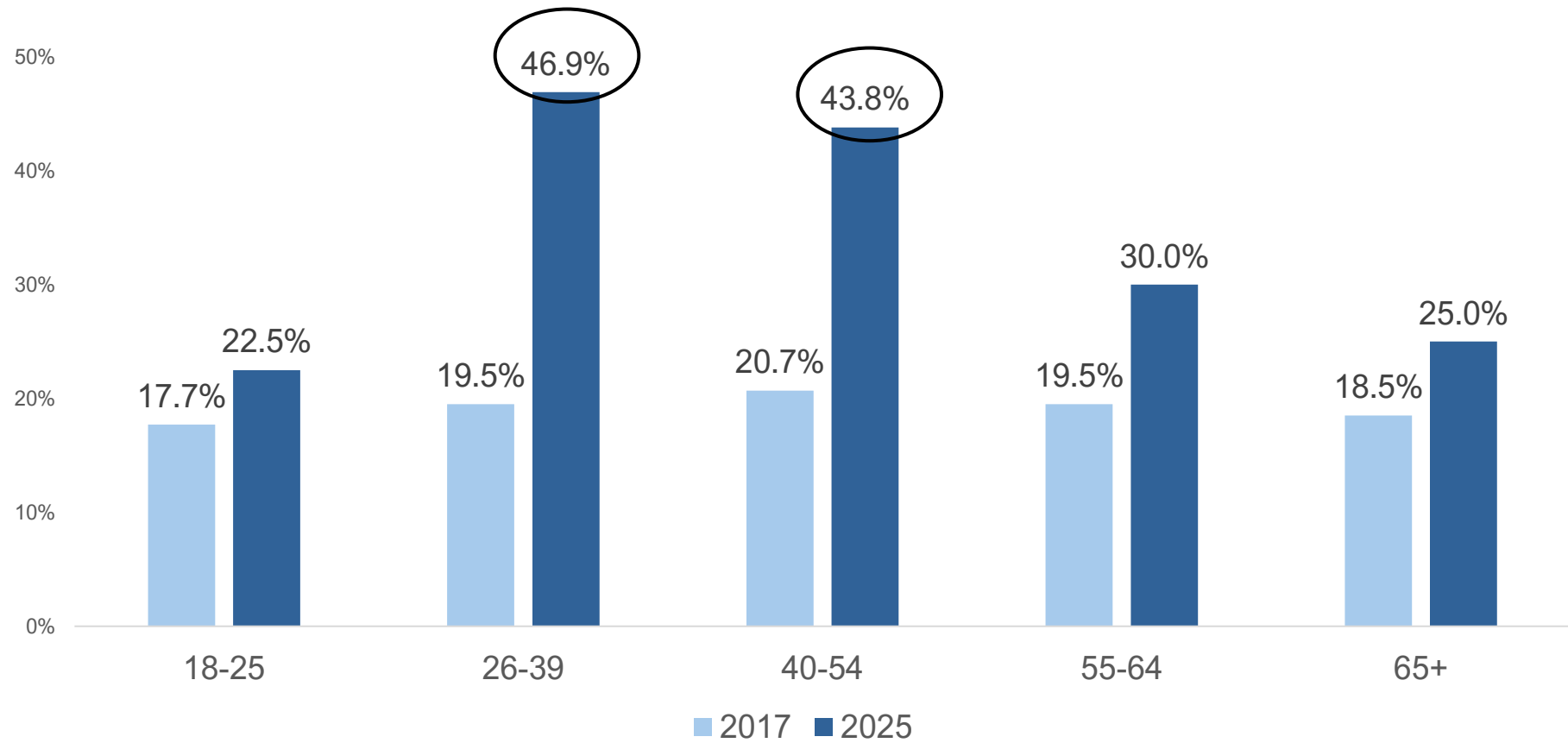
# Past 30-Day Gambling by Sex (2025)

Females	
Played a State or multi-state lottery.	38.6%
Spent real money on games you play on your phone or computer to buy credits, extra lives, or upgrades.	32.3%
Playing Bingo for money or prizes.	23.2%
Played gaming machines at a casino (slot machine, video poker, video keno, etc.).	21.3%
Gambled on the internet (including unconventional methods like offshore betting with or without a VPN).	12.3%

Males	
Played a State or multi-state lottery.	55.9%
Played gaming machines at a casino (slot machine, video poker, video keno, etc.).	43.6%
Spent real money on games you play on your phone or computer to buy credits, extra lives, or upgrades.	41.2%
Bet money on team sports with a friend or through an office pool.	40.3%
Played table games at a casino (Poker, roulette, craps, blackjack, etc.).	39.5%

# Past 30-Day Gambling by Age



# Gambling Activity by Age Group

Past 30-Day Gambling Activity (2025)	18-25	26-39	40-54	55-64	65+
State or multi-state lottery	28.8%	58.7%	50.7%	51.4%	38.3%
Game credits, upgrades	40.4%	49.1%	43.4%	34.1%	18.5%
Gaming machines at a casino	23.0%	49.6%	35.2%	30.1%	18.0%
Bingo for money or prizes	28.4%	41.8%	28.7%	26.0%	12.9%
Table games at a casino	19.8%	39.9%	23.1%	21.3%	10.7%
Team sports	22.9%	40.3%	18.9%	18.7%	8.7%
Games of personal skill	26.9%	35.5%	19.9%	17.2%	8.2%
Gambled on the internet	12.7%	36.5%	27.7%	19.1%	9.6%
Played cards for money	20.2%	34.0%	20.0%	20.0%	10.0%
Sports betting	20.0%	32.6%	22.7%	18.5%	8.4%
Fantasy sports leagues	17.1%	27.2%	16.0%	15.5%	7.7%
Historical horse racing	8.3%	24.7%	13.8%	14.4%	6.3%
Car races	10.5%	26.4%	11.9%	12.5%	5.4%
Animal fights	5.5%	23.3%	11.4%	11.5%	4.9%

# Problem Gambling Risk

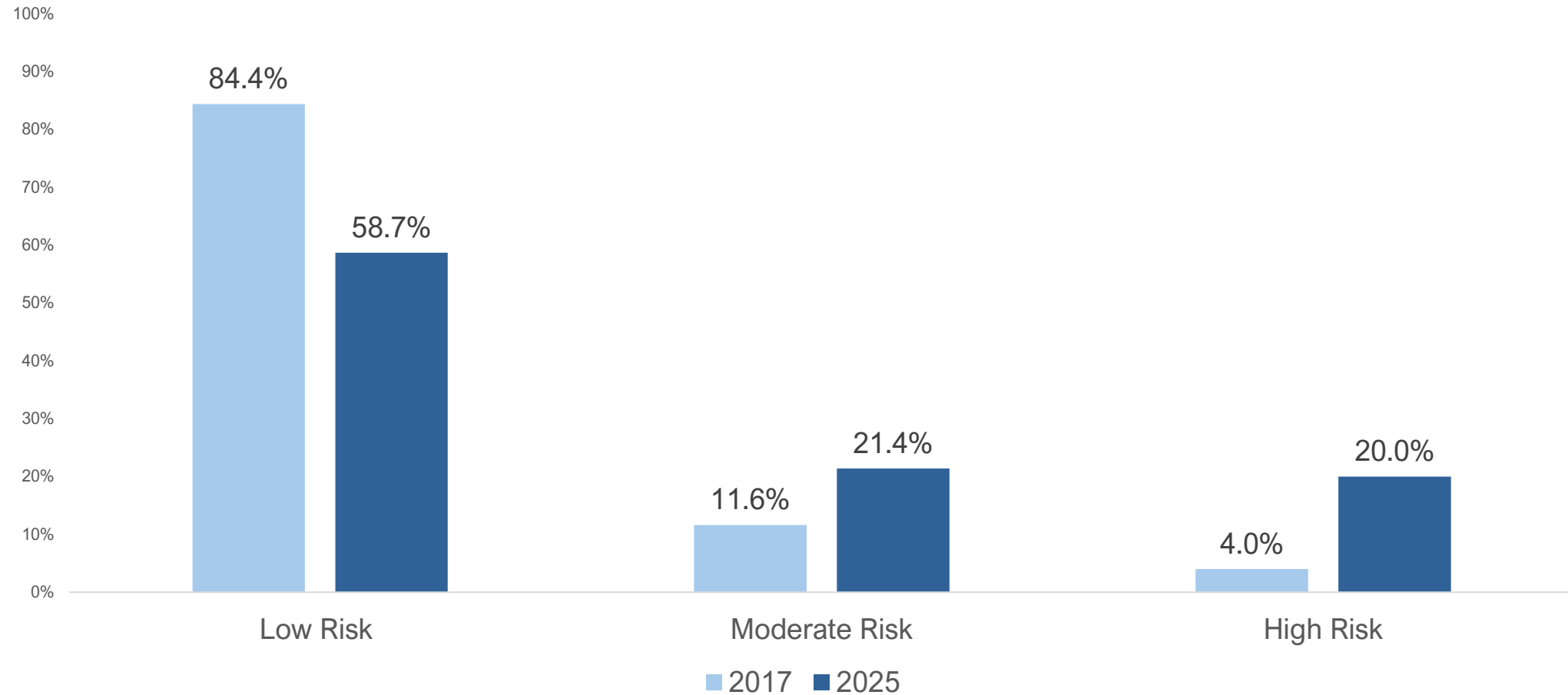


# Problematic Gambling Behavior

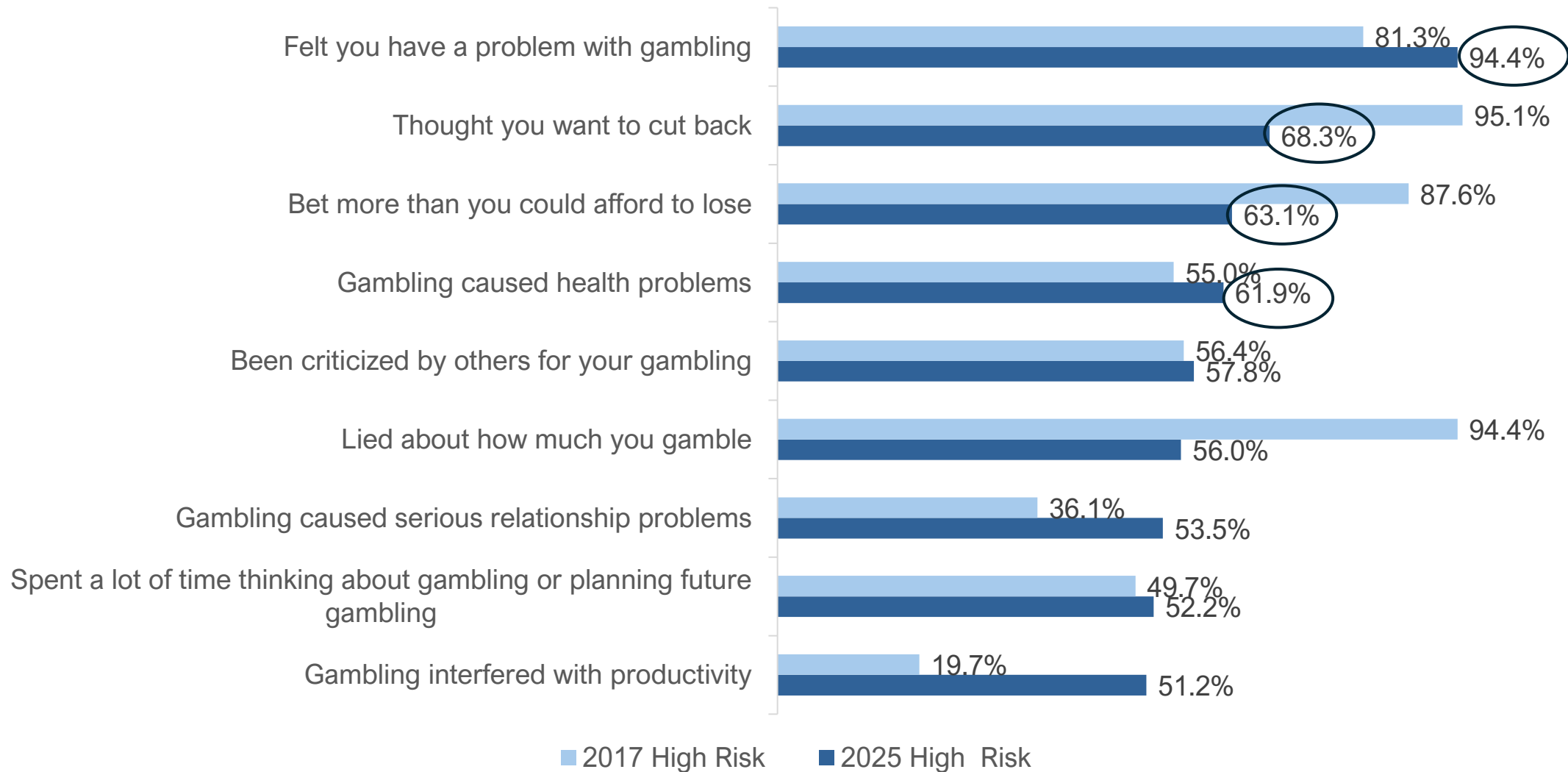
- For this study, problem gambling was *“characterized by difficulties in limiting money and/or time on gambling which leads to adverse consequences for the gambler, others, or the community.”*
- All gamblers are at some level of risk of developing a gambling problem.
- As the number of ‘yes’ responses increases, so does the risk of developing or manifesting a gambling disorder.
- Nine questions were used to categorize respondents into low, moderate, and high risk of problem gambling.
- The low, moderate, and high risk labels are used to categorize groups rather than describe actual risk.

Risk category	Number of “Yes” Responses to Problem Gambling Screening Questions
Low	Zero ‘yes’ responses
Moderate	One to three ‘yes’ responses
High	Four or more ‘yes’ responses

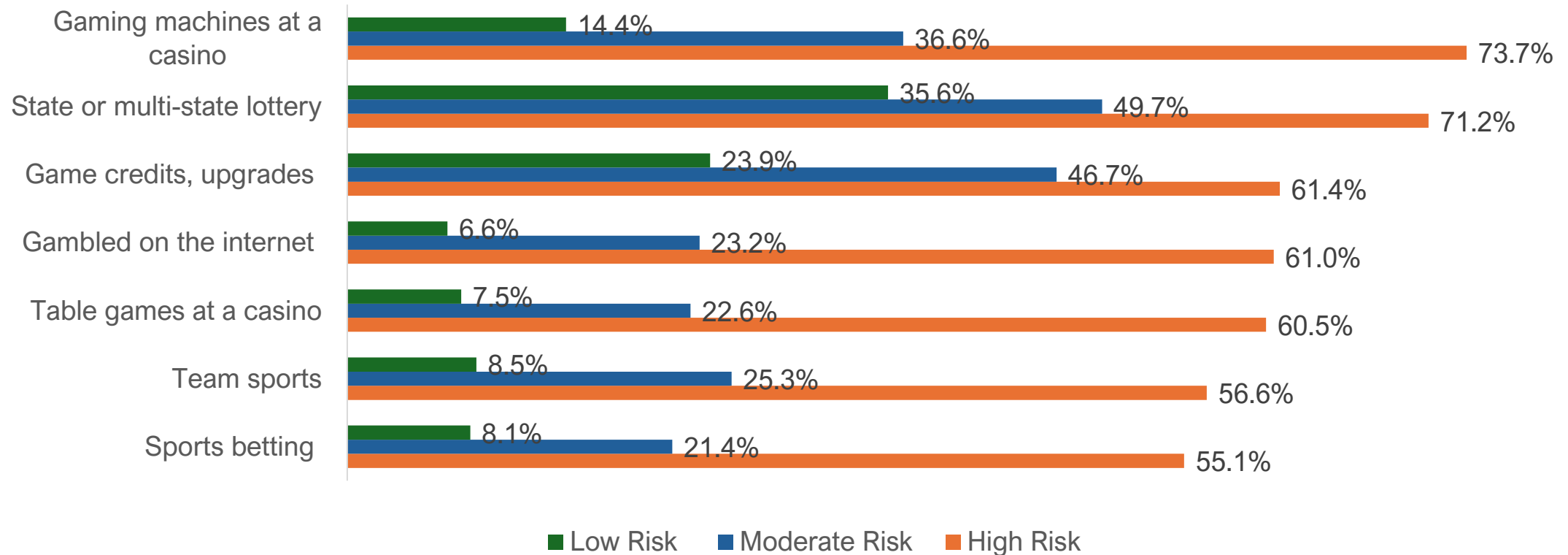
# Percent of Respondents in Each Risk Category 2017 and 2025



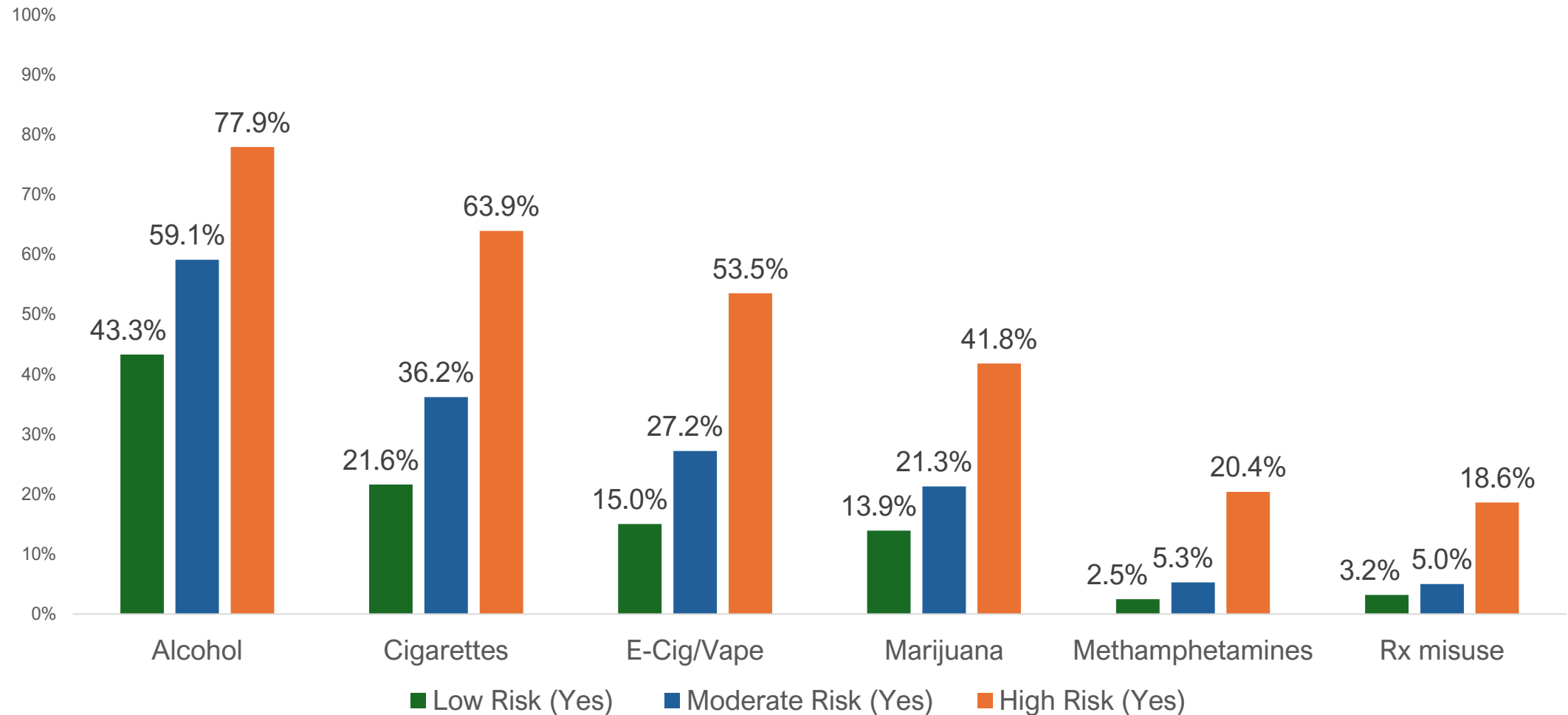
# Positive "Yes" Responses to Problem Gambling Screening Questions by Individuals in High Risk Category



# Percent Engaging in Gambling Activities by Problem Gambling Risk Category (2025)



# Past 30-Day Substance Use by Problem Gambling Risk Category (2025)



# Risk Ratios:

## Comparison of Low and High Problem Risk Categories (2025)

Compared to **Moderate Risk** Respondents, Respondents in the **High Risk** Category were:

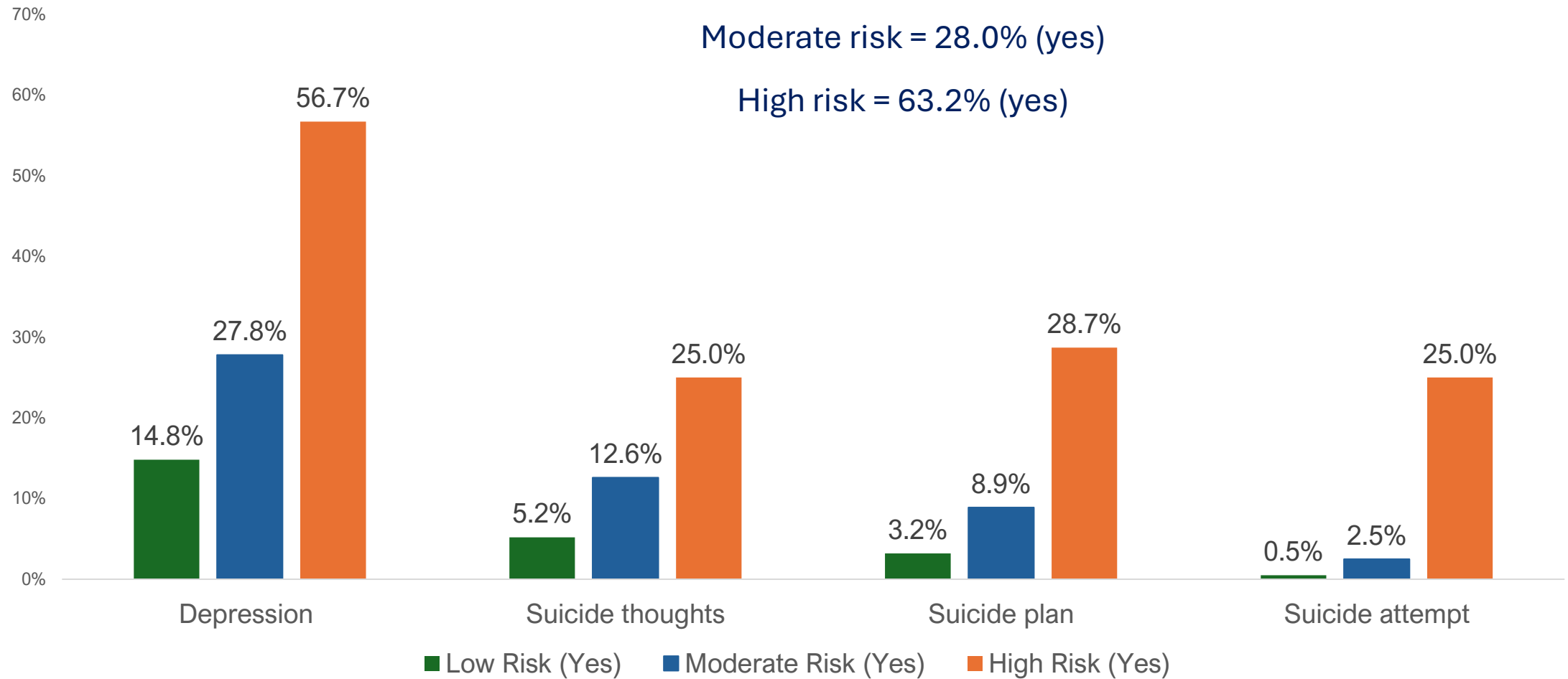
- **1 time** more likely to report past 30-day **Alcohol** use
- **2 times** more likely to report past 30-day **Cigarette** use
- **2 times** more likely to report past 30-day **Marijuana** use
- **2 times** more likely to report past 30-day **Vaping**
- **4 times** more likely to report past 30-day **Prescription drug** misuse
- **4 times** more likely to report past 30-day **Methamphetamine** use

Compared to **Low Risk** Respondents, Respondents in the **High Risk** Category were:

- **2 times** more likely to report past 30-day **Alcohol** use
- **3 times** more likely to report past 30-day **Cigarette** use
- **3 times** more likely to report past 30-day **Marijuana** use
- **4 times** more likely to report past 30-day **Vaping**
- **6 times** more likely to report past 30-day **Prescription drug** misuse
- **8 times** more likely to report past 30-day **Methamphetamine** use

# Past Year Depression and Suicidal Thoughts and Behavior by Problem Gambling Risk Category (2025)

*Were these feelings related to gambling harms?*



# Risk Ratios:

## Comparison of Low and High Problem Risk Categories (2025)

Compared to **Moderate Risk** Respondents, Respondents in the **High Risk** Category were:

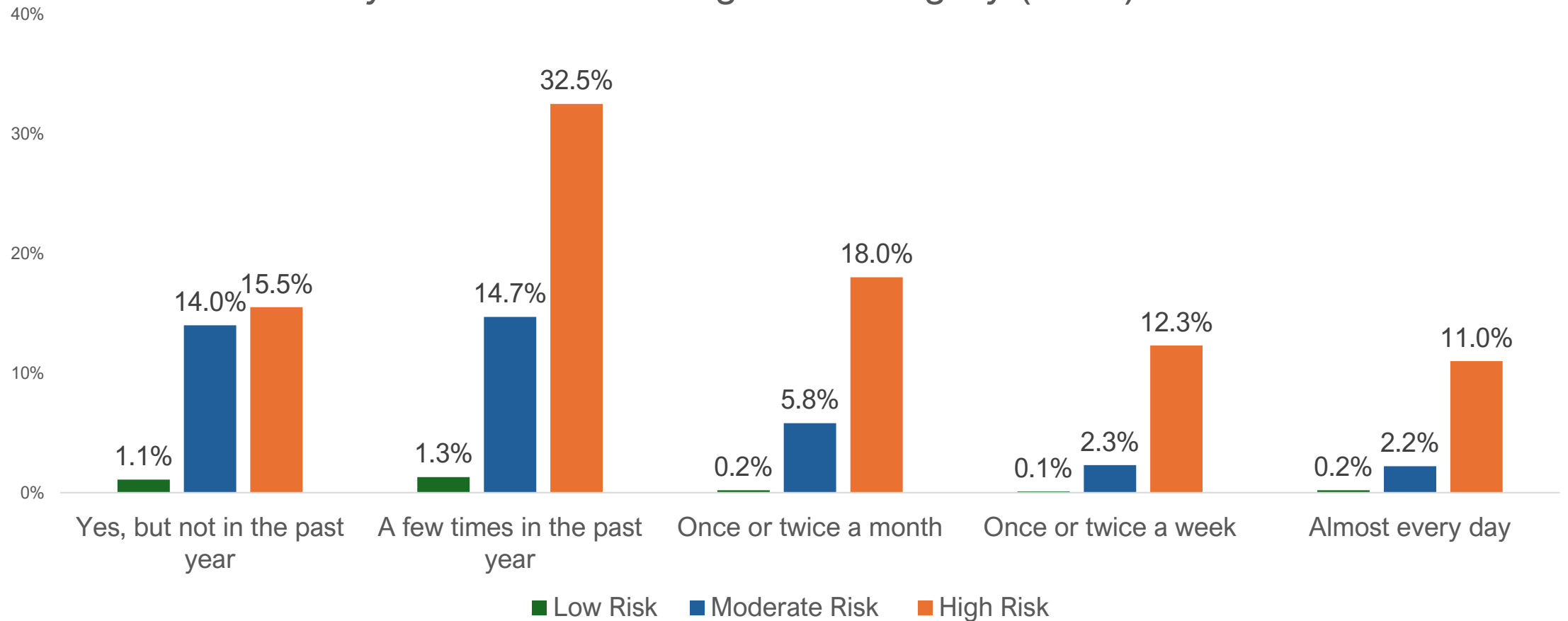
- **2 times** more likely to report past year **Depression**
- **2 times** more likely to report past year **Suicidal Thoughts**
- **3 times** more likely to report a past year **Suicide Plan**
- **10 times** more likely to report a past year **Suicide Attempt**

Compared to **Low Risk** Respondents, Respondents in the **High Risk** Category were:

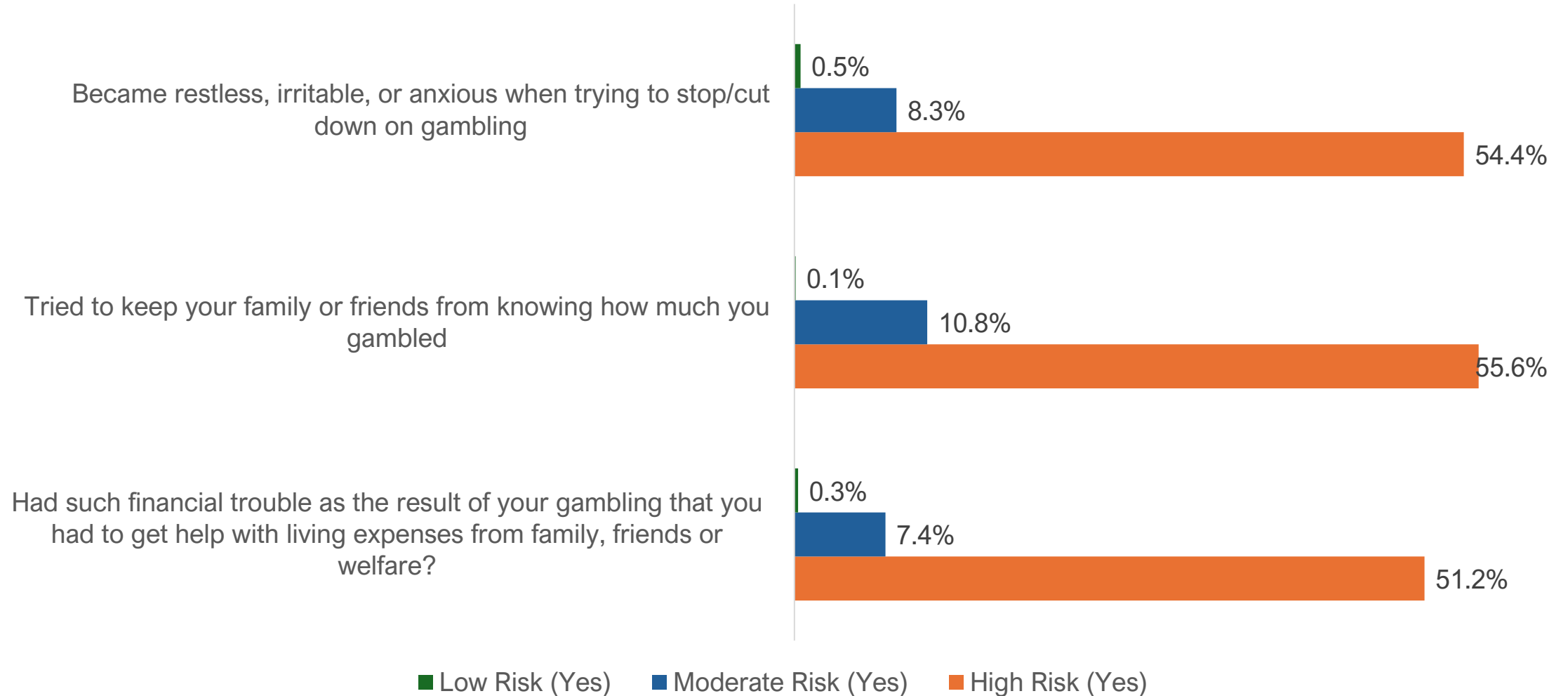
- **4 times** more likely to report past year **Depression**
- **5 times** more likely to report past year **Suicidal Thoughts**
- **9 times** more likely to report a past year **Suicide Plan**
- **50 times** more likely to report a past year **Suicide Attempt**



"In the past 12 months, how many times (if any) have you felt like you would like to stop gambling, but didn't think you could?"  
by Problem Gambling Risk Category (2025)



"In the past 12 months, have you experienced any of the following?"  
by Problem Gambling Risk Category (2025)

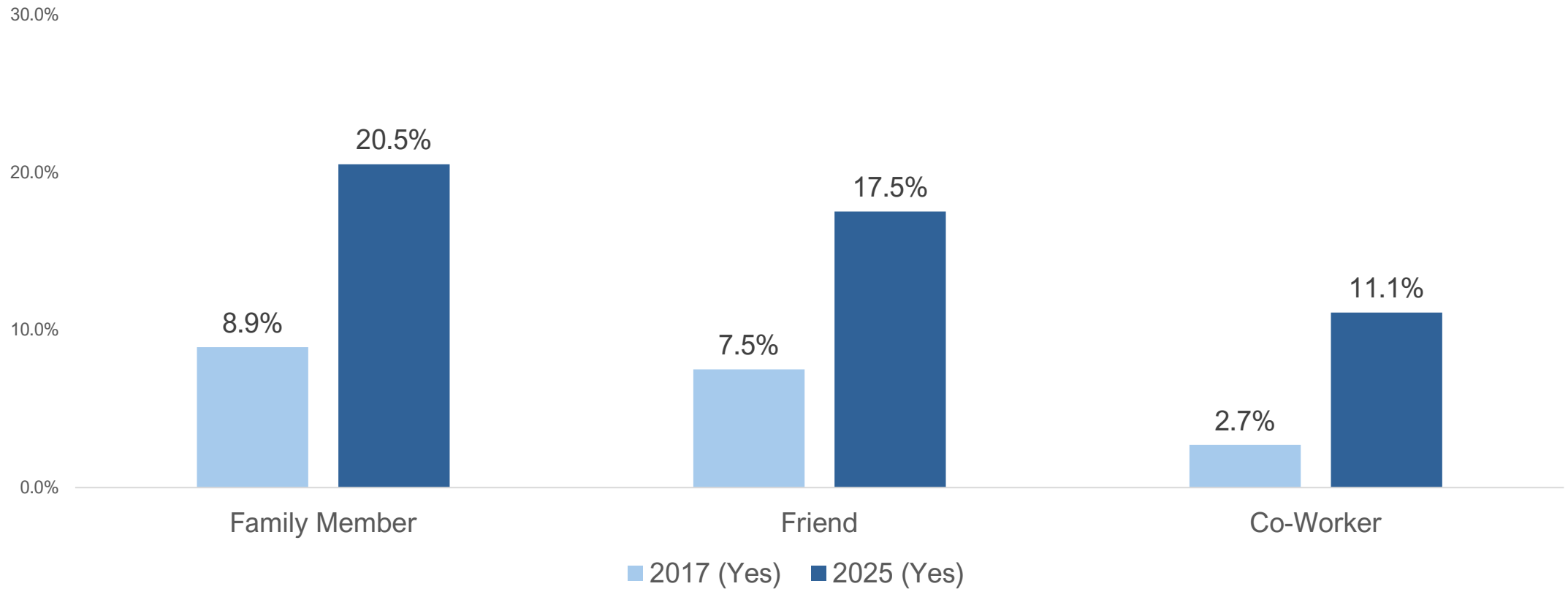


# Affected Others



# Affected Others

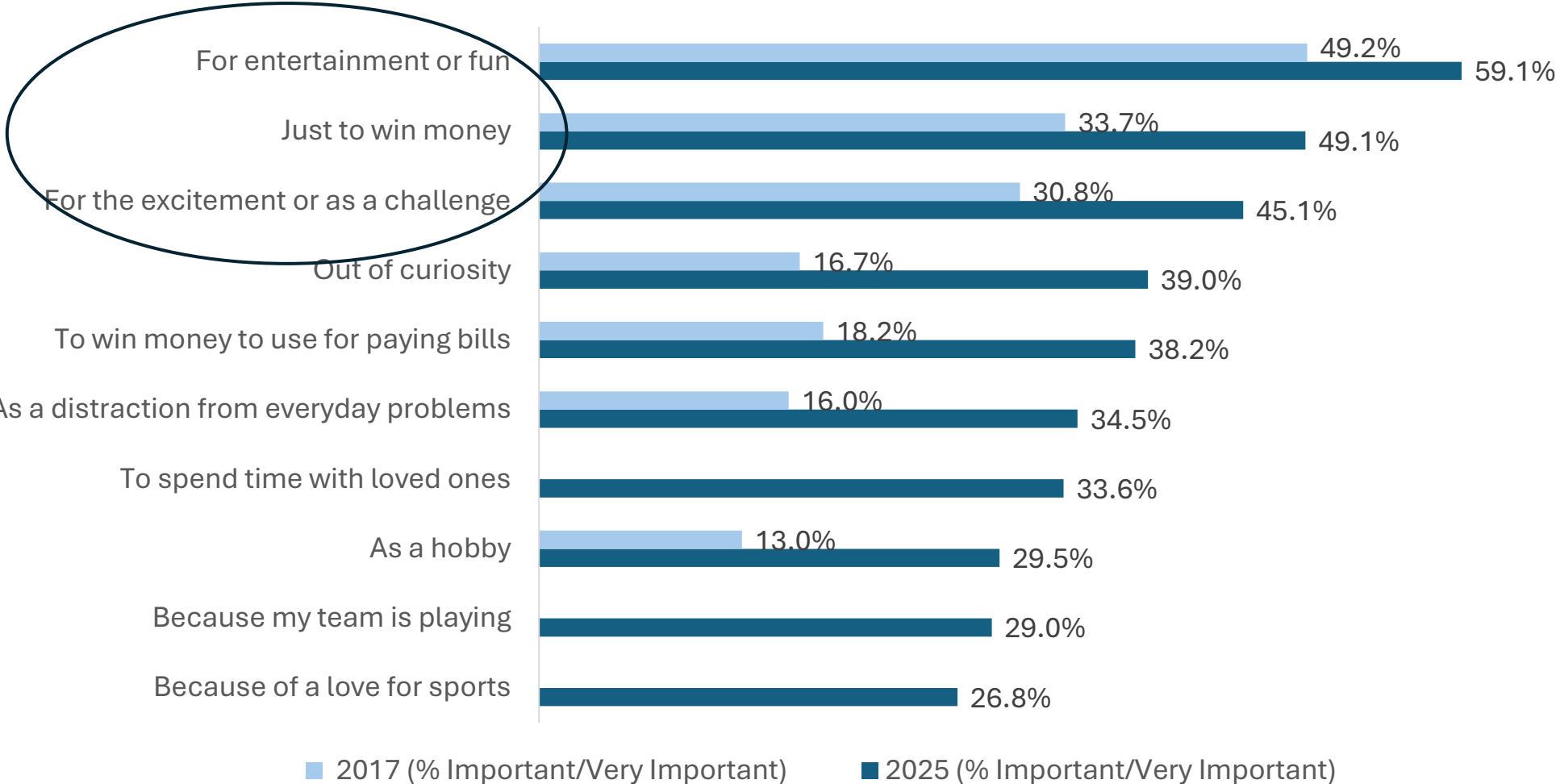
"I have personally been affected by the gambling behaviors of a..."



# Reasons for Gambling



# Reasons for Gambling



# Gambling Literacy



# Gambling Myths

## The top three myths with the highest levels of agreement (2025)

- *playing more than one slot machine improves a person's odds of winning (36.2%),*
- *watching the pattern of wins and losses will help a person win (32.4%), and*
- *Using personal "lucky" techniques or rituals can help people win (26.3%).*

The increase in belief/agreement with each gambling myth from 2017 to 2025:

### Gambling Myth

### Change from 2017 to 2025

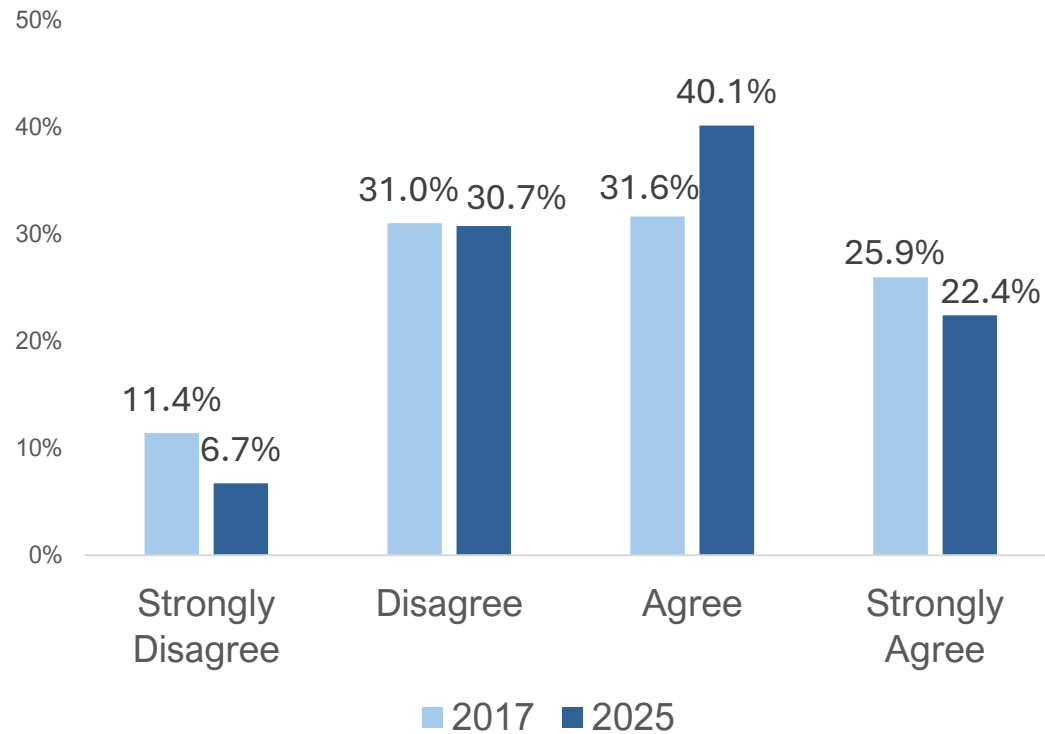
Belief that using multiple slot machines improves odds	+22.3%
Belief in reading gambling patterns surged	+19.6%
Faith in "lucky" rituals has quadrupled	+20.1%
"Near wins" now seen as predictive	+18.1%
Belief that "more gambling equals better odds"	+16.5%
Belief that luck will change if you keep gambling	+15.3%

# Public Perception of Gambling

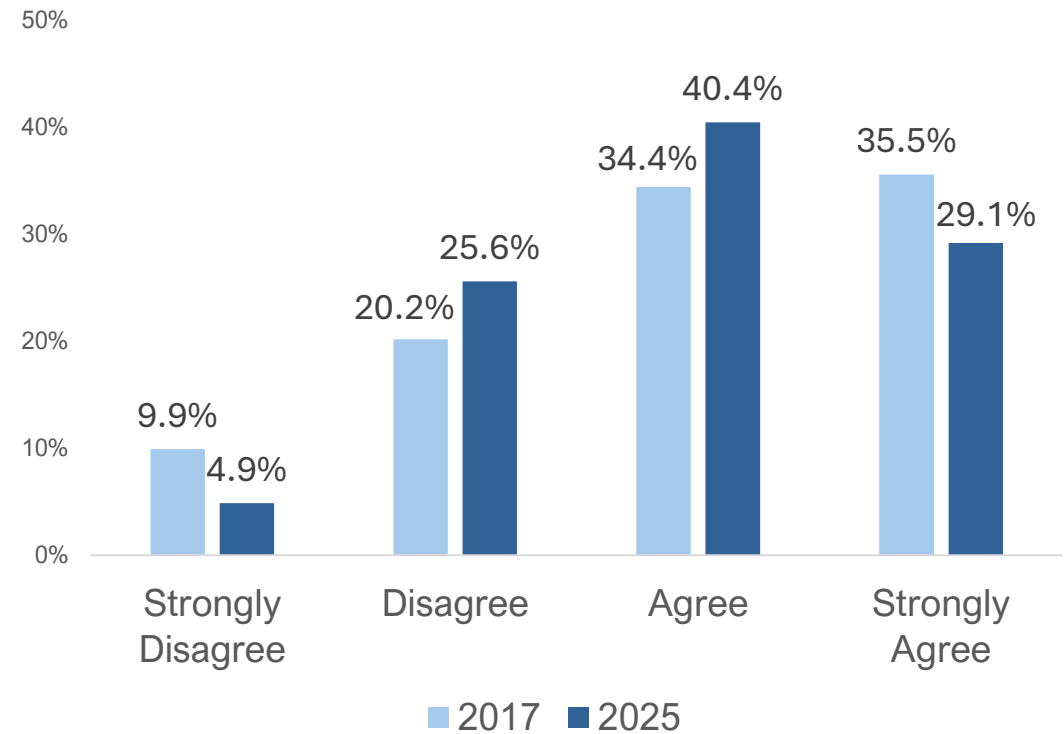


# Perception of Gambling

"Gambling is a harmful form of entertainment."

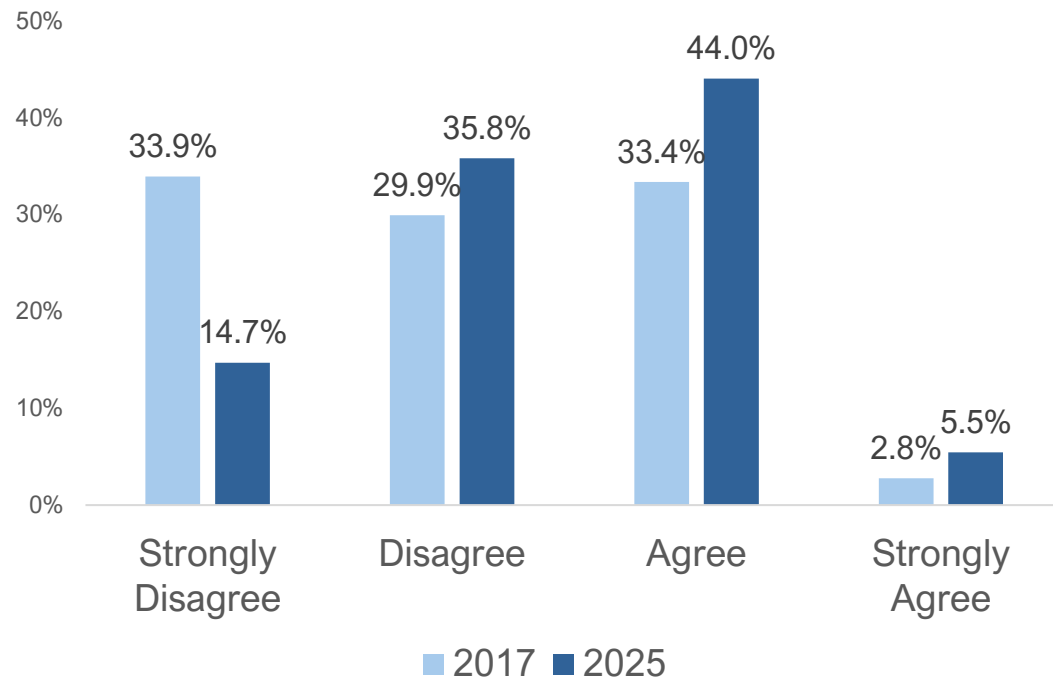


"Gambling is dangerous for family life."

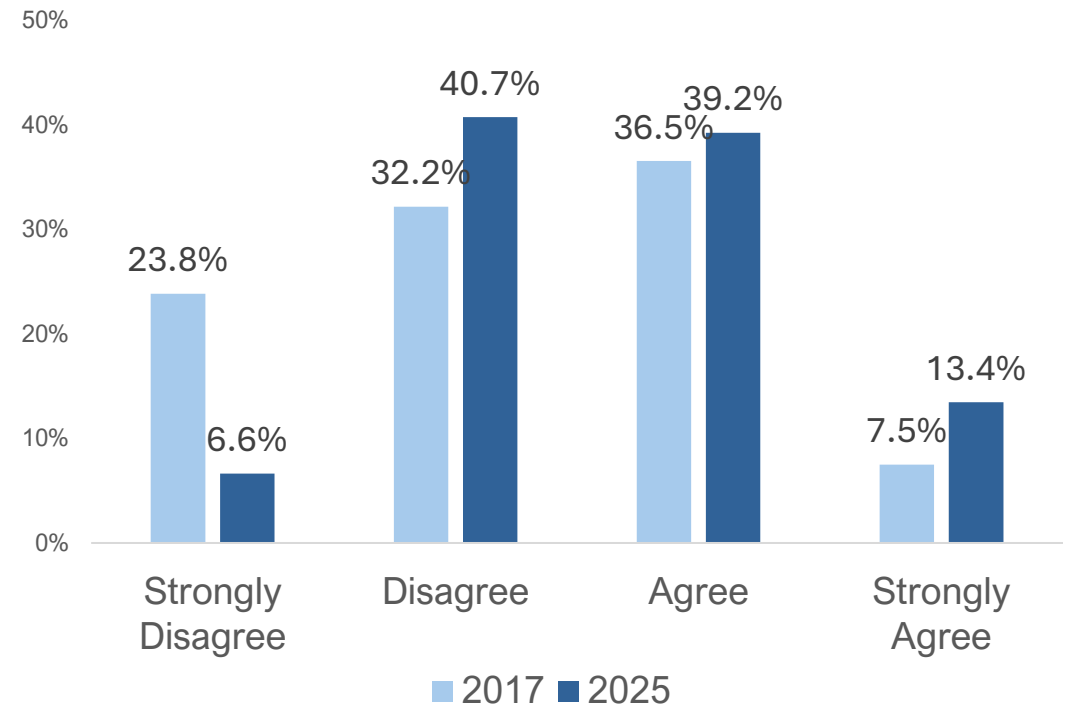


# Perception of Gambling

"Casinos are a good place to socialize."



"Gambling is good for the economy."



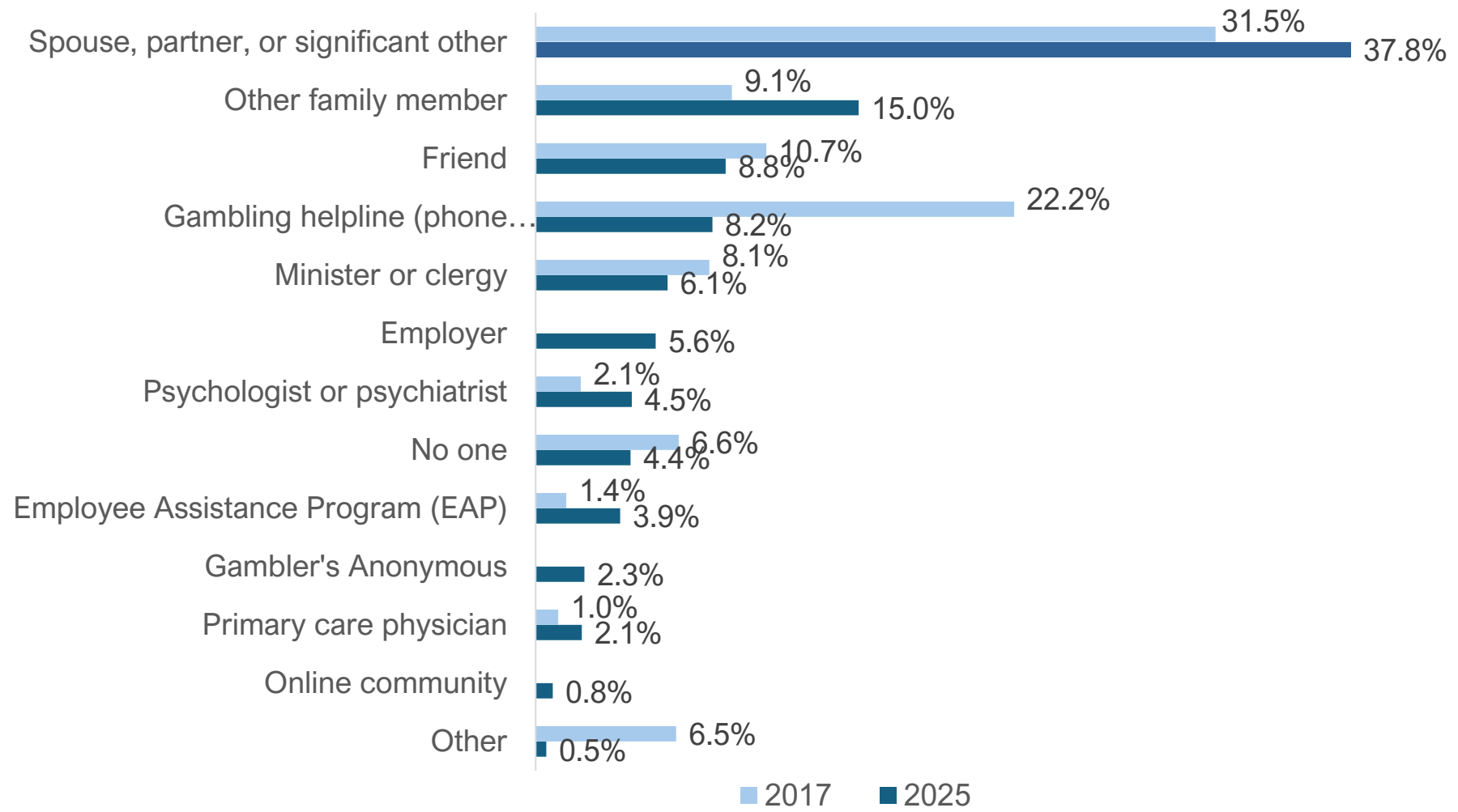
# Problem Gambling Treatment



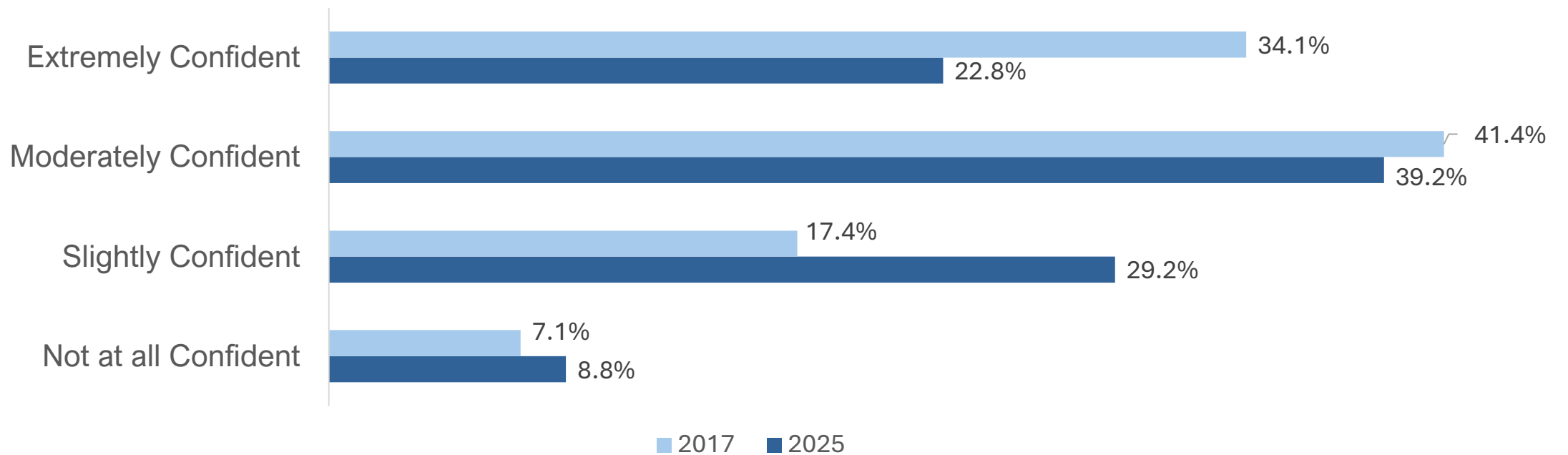
# Perception and Knowledge of Treatment

Perception and Knowledge of Problem Gambling Treatment	2017 (Agree/Strongly Agree)	2025 (Agree/Strongly Agree)
There is no convenient place to get treatment for problem gambling in my community	44.9%	41.2%
The average person can't afford treatment for a gambling problem	53.7%	54.9%
Treatment for a gambling problem probably doesn't work	21.2%	29.6%
I would be embarrassed if a family member needed treatment for a gambling problem	14.3%	24.9%
Gambling treatment is only for people with serious difficulties	15.5%	28.5%
I know about gambling treatment options in my community	20.9%	31.0%
I know the state will pay for gambling counseling/treatment for those who need it, whether they are the gambler or affected others	—	30.6%
Problem gambling is an actual disorder	—	81.3%
It would be easy to get help if I was struggling with a gambling disorder	—	54.8%

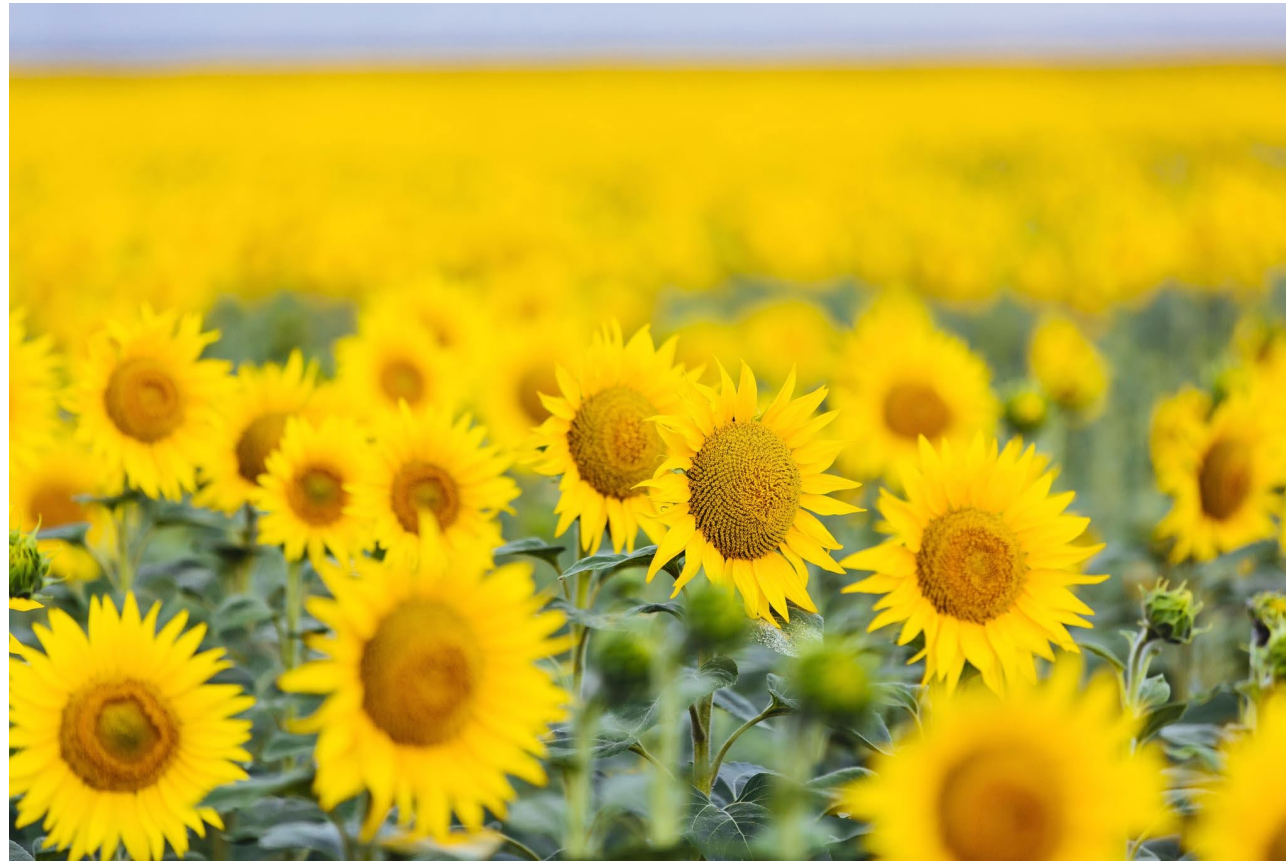
# “If you felt you had a gambling problem, who would you turn to first or where would you go?”



"How confident are you that you would be able to recognize the signs that you, a friend, a family member, or an acquaintance has a gambling problem?"



# Promotion and Prevention



# Promotion and Prevention

Exposure to Gambling Promotions (2025)		
Prevention Type	Percentages	Insight
Sports Betting Ad [New]	63.3%	Most recalled; linked to post-legalization visibility
Casino Advertising	60.2%	16.4% decline from 2017; traditional exposure dropping
Fantasy Sports/ Gaming Ads	57.8%	Up from 52.3% in 2017; growing consumer interest
Online Casino Sweepstakes Ads [New]	43.3%	Newly tracked; marks rise of digital-first promotions

# Promotion and Prevention

## Exposure to Gambling Prevention (2025)

Prevention Type	Percentages	Insight
Awareness of Support Resources	43.4%	New in 2025; indicates moderate awareness of help resources
National Helpline Familiarity [New]	40.8%	Down from 56.7% in 2017; suggests declining outreach impact
Prevention Ad Recall [New]	39.8%	Dropped from 46.6% in 2017; prevention visibility declining
Digital Outreach Recall [New]	32.6%	Indicates low engagement with mobile/digital campaigns

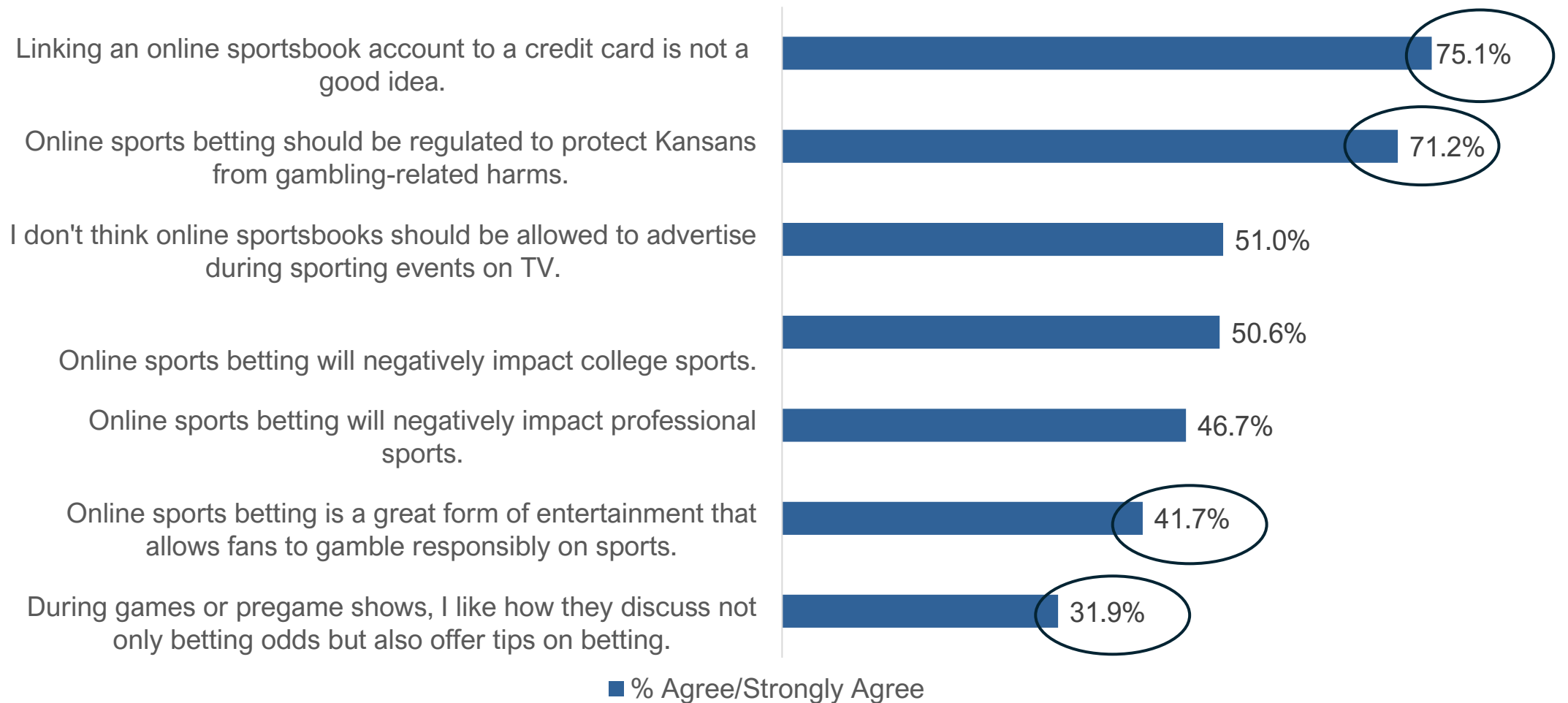
# Sports Betting



# Sports Betting

Category	Percentage	Description
Followed live sports / tracked scores	>50%	More than half of respondents
Placed bets on sporting events	36.8%	Total respondents who engaged in sports betting
<ul style="list-style-type: none"><li>• Bet once or twice a month</li></ul>	14.7%	Regular, but not frequent bettors
<ul style="list-style-type: none"><li>• Bet daily or almost daily</li></ul>	2.4%	Frequent (daily or near-daily) bettors
Do not have an online sportsbook account	77.7%	Majority have not signed up for online betting
Know someone with online betting issues	19.0%	Minority aware of problematic betting behavior in others

# Sports Betting Perception and Impact (2025)



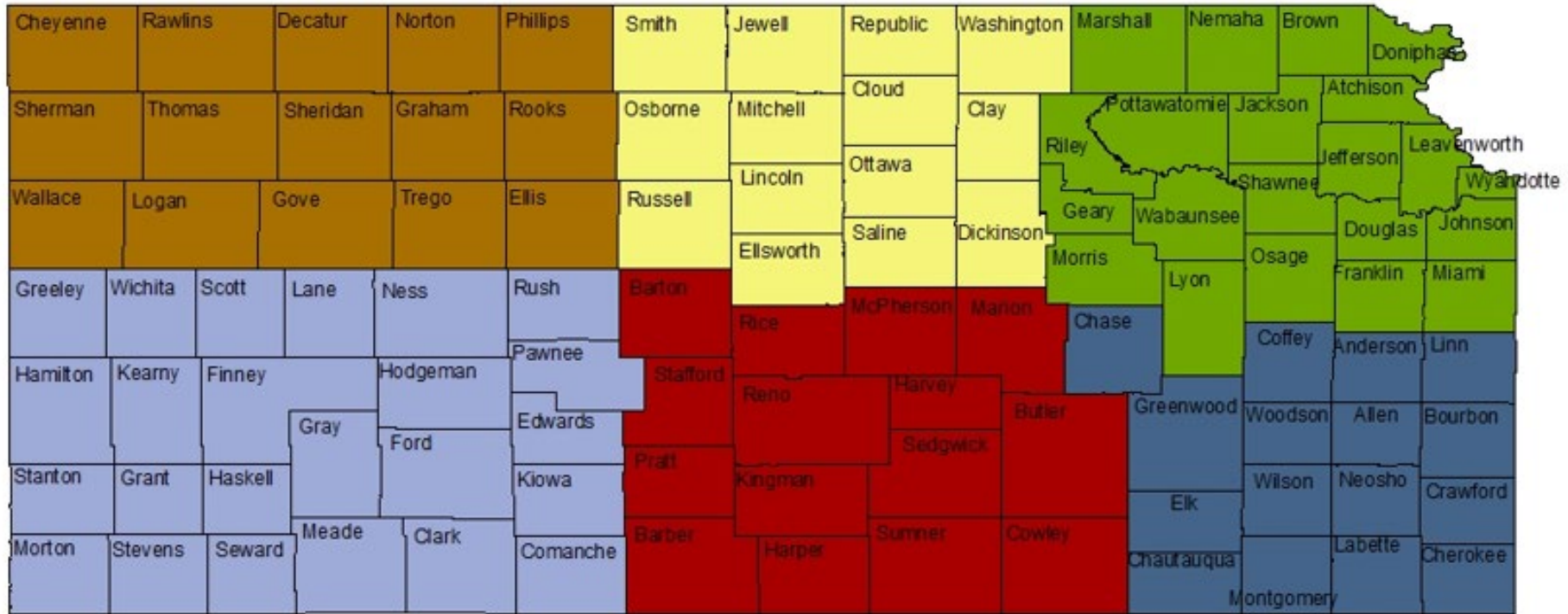
# Sports Betting Perception across Age Groups (2025)

Age (2025)	18-25	26-39	40-54	55-64	65+
<b>% Agree/Strongly Agree</b>					
<b>During games or pregame shows, I like how they discuss not only betting odds but also offer tips on betting.</b>	32.0%	44.3%	38.9%	27.7%	22.0%
<b>Online sports betting is a great form of entertainment that allows fans to gamble responsibly on sports.</b>	29.1%	45.6%	49.6%	43.8%	38.4%
<b>Online sports betting will negatively impact professional sports.</b>	52.0%	46.4%	40.9%	46.6%	47.8%
<b>Online sports betting will negatively impact college sports.</b>	48.8%	50.7%	45.0%	46.4%	58.8%
<b>I don't think online sportsbooks should be allowed to advertise during sporting events on TV.</b>	44.2%	44.8%	50.7%	53.5%	58.9%
<b>Online sports betting should be regulated to protect Kansans from gambling-related harms.</b>	66.9%	66.4%	67.5%	72.2%	80.7%
<b>Linking an online sportsbook account to a credit card is not a good idea.</b>	73.3%	71.8%	72.5%	71.3%	83.8%

# Regional Analysis



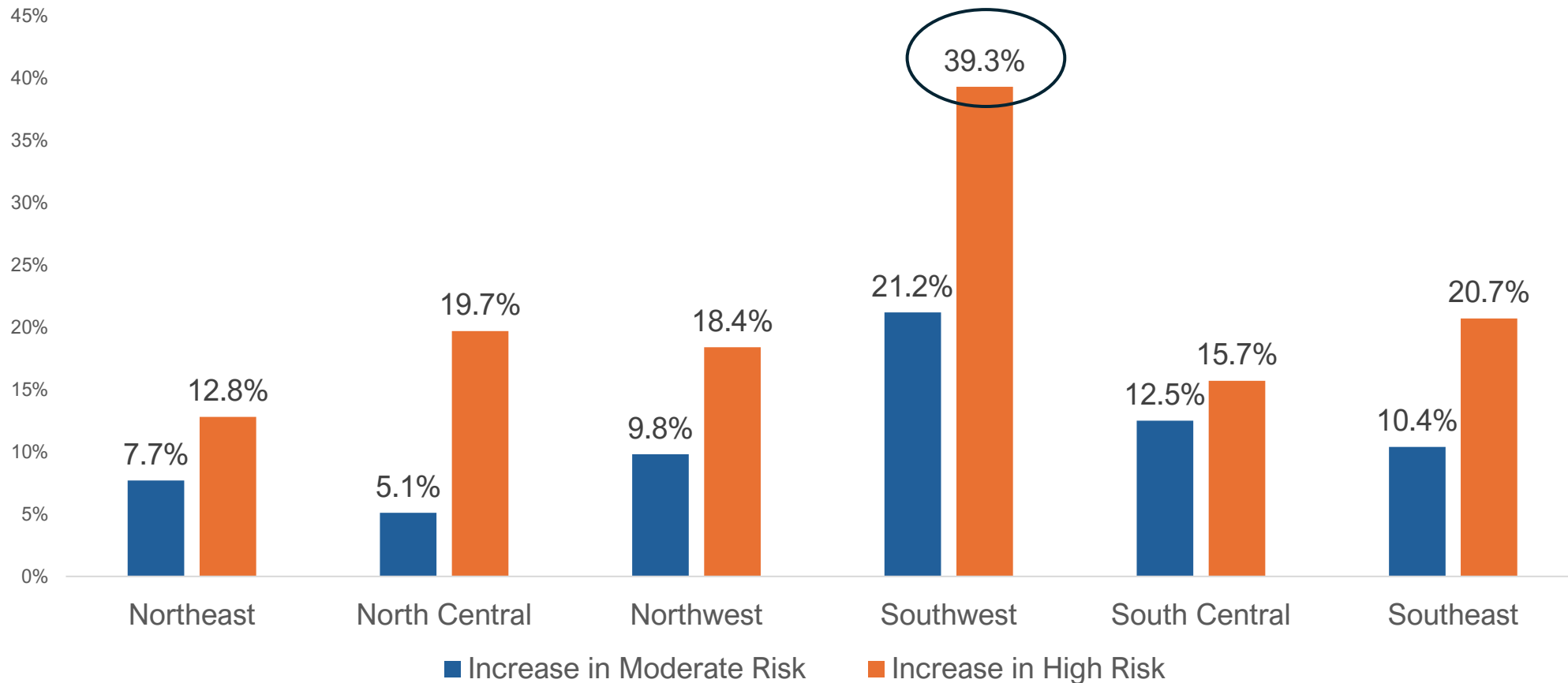
# Kansas Lottery Regions



# Problem Gambling by Region

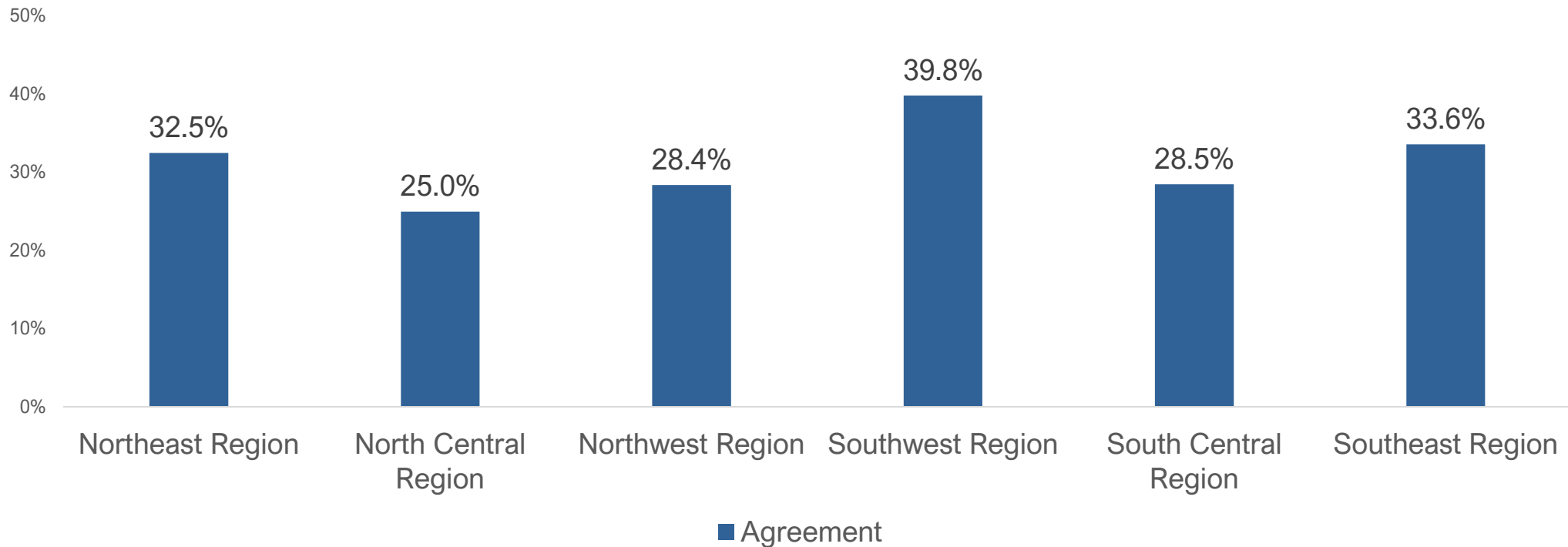
	2017			2025		
Lottery Region	Low risk	Moderate risk	High risk	Low risk	Moderate risk	High risk
Northeast	82.9%	11.9%	5.2%	62.4%	19.6%	18.0%
North Central	83.9%	16.1%	0.0%	59.1%	21.2%	19.7%
Northwest	91.6%	7.5%	0.9%	63.4%	17.3%	19.3%
Southwest	87.2%	10.9%	1.8%	26.8%	32.1%	41.1%
South Central	85.8%	10.8%	3.5%	57.5%	23.3%	19.2%
Southeast	83.4%	12.2%	4.4%	52.3%	22.6%	25.1%

# 2017 to 2025 Increase in the Percentage of Individuals in Moderate and High Risk Gambling Categories per Lottery Region



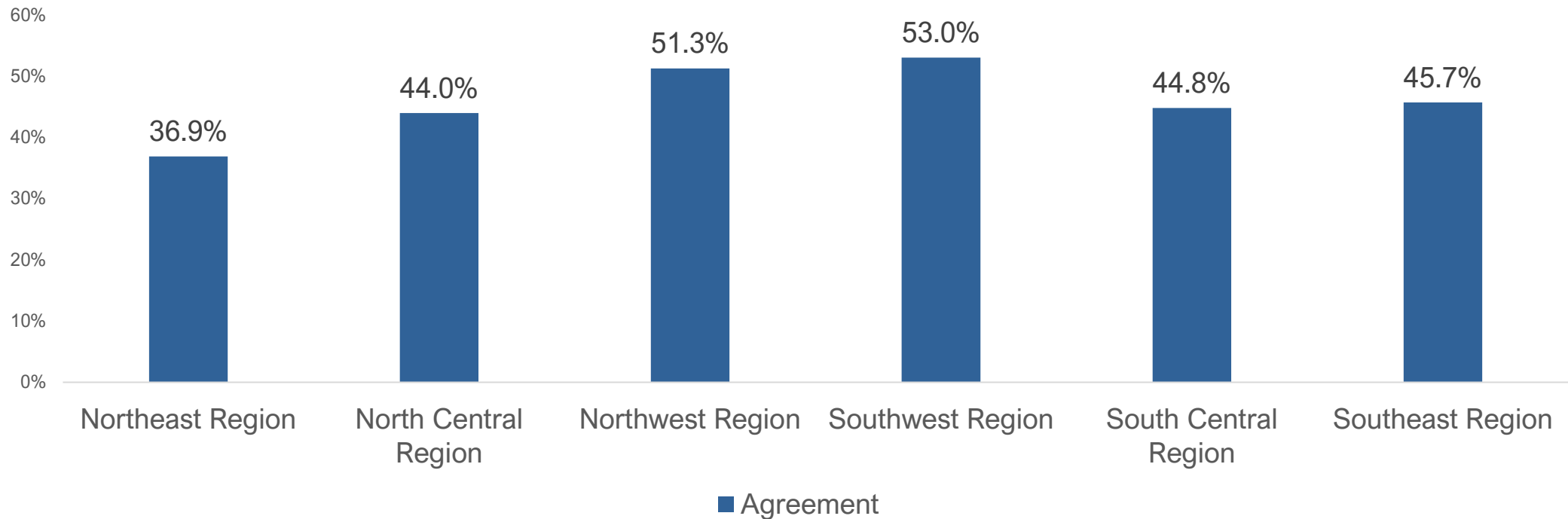
# Perception and Knowledge of Treatment by Region

"I know about gambling treatment options in my community." (2025)



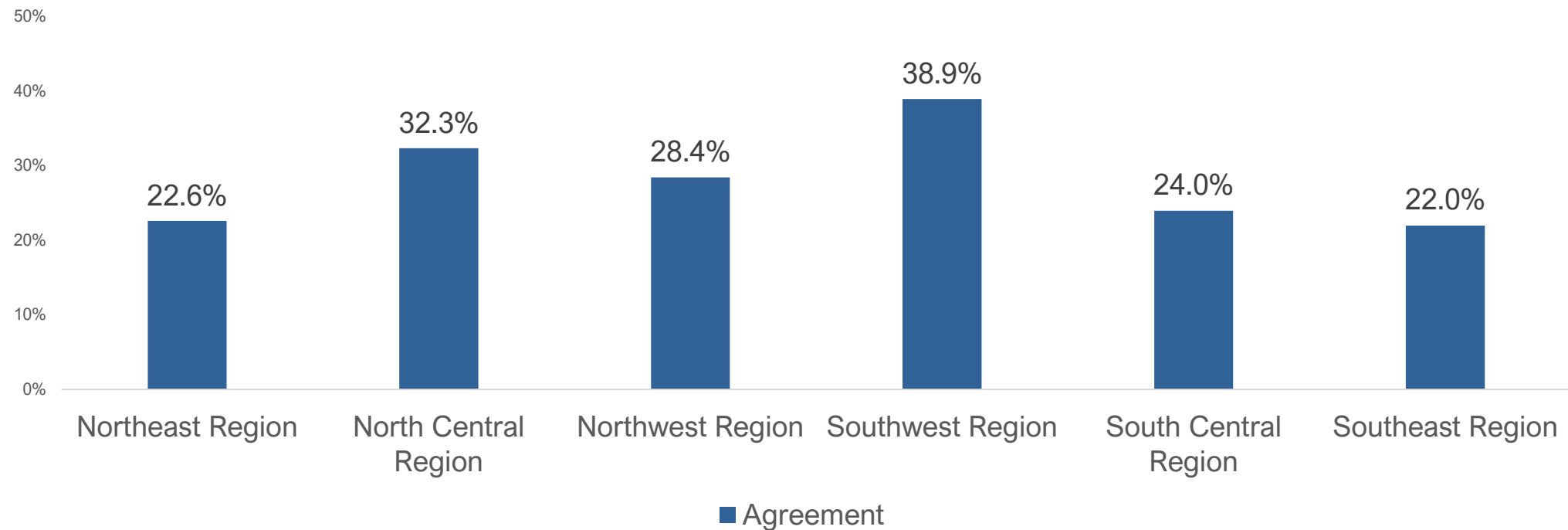
# Perception and Knowledge of Treatment by Region

"There is no convenient place to get treatment for problem gambling in my community." (2025)



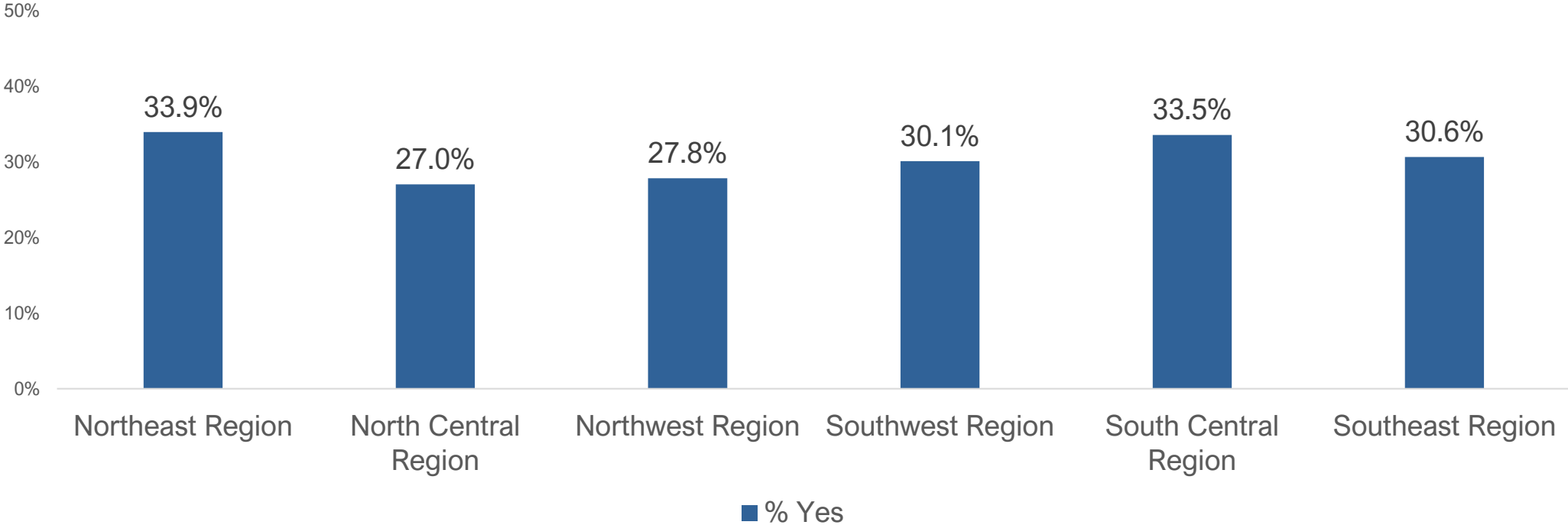
# Perception and Knowledge of Treatment by Region

"I would be embarrassed if a family member needed treatment for a gambling problem." (2025)



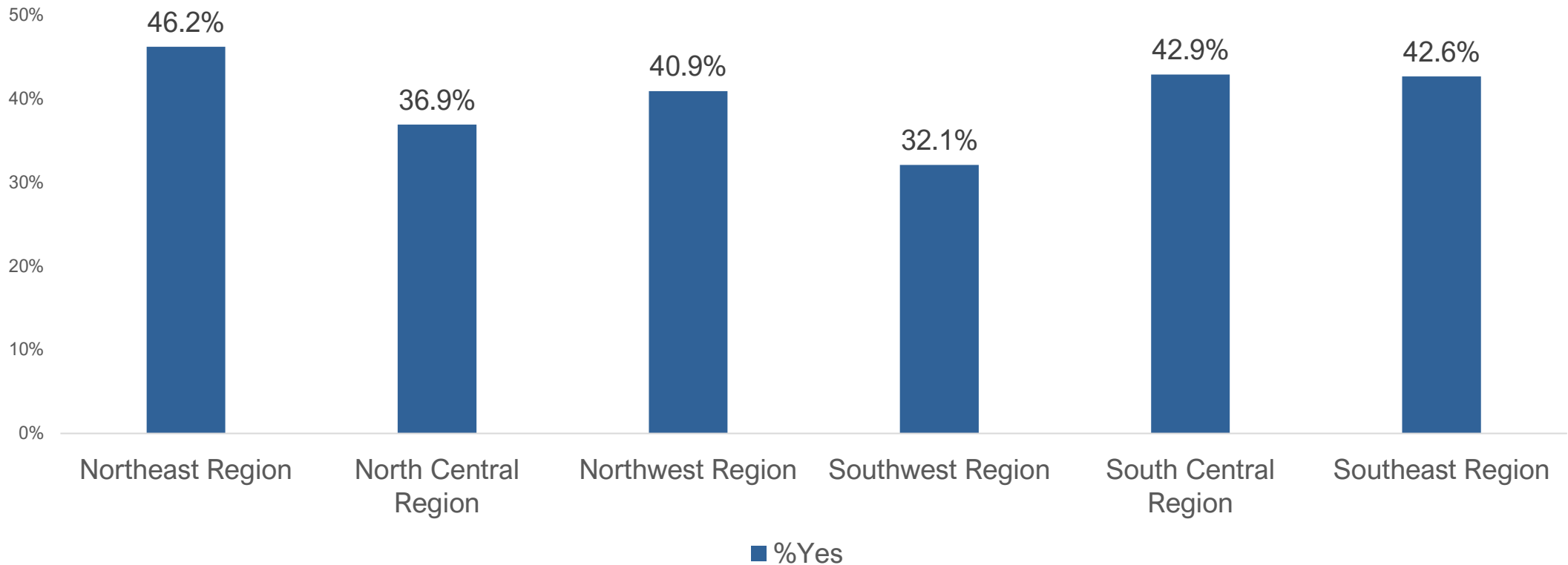
# Promotion and Prevention Awareness by Region

“Have you seen any mobile or digital advertisements around problem gambling?” (2025)



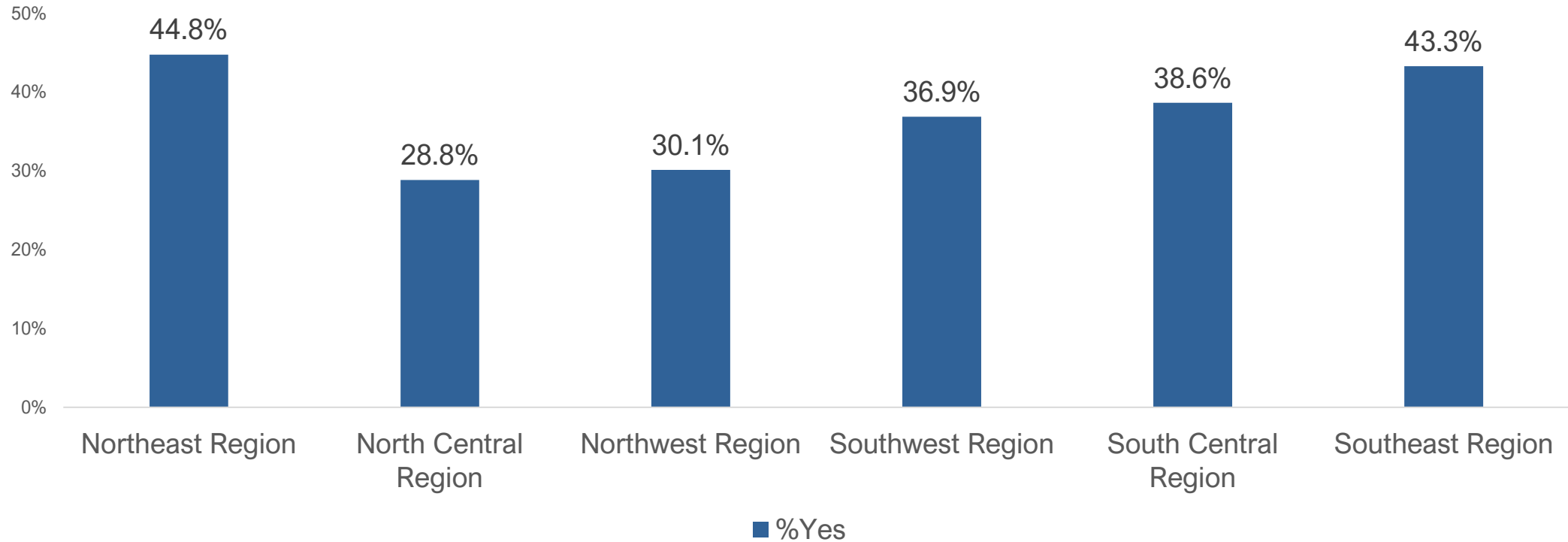
# Promotion and Prevention Awareness by Region

"Have you ever seen or heard information regarding assistance for problem gamblers or their families?" (2025)



# Promotion and Prevention Awareness by Region

"Have you ever seen or heard of the gambling helpline, 1-800-GAMBLER?" (2025)



# Summary & Conclusions



# Survey Strengths and Limitations

## Strengths

- Allows comparison of 2017 to 2025 to assess how gambling behaviors have changed over time.
- Includes new questions about recent changes in gambling options, such as legal sports betting.
- Estimates levels of risk for developing gambling problems.

## Limitations

- Even with weighting data to be representative, the sample may not fully represent the diversity of the Kansas population.
- Methods of data collection were different in the 2017 and 2025 surveys.



## The 2025 Kansas Gambling Survey reveals a changing landscape marked by:

- ✓ Significant increases in gambling activity
- ✓ Increasing percentage of respondents at moderate and high risk of problem gambling
- ✓ Increasing acceptance of gambling myths or a lack of gambling literacy.
- ✓ Greater social and economic tolerance for gambling.
- ✓ A widening gap between gambling promotion and public health messaging.
- ✓ Declining confidence in identifying problem gambling.
- ✓ Moderate overall awareness, but a lack of specific knowledge regarding the no-cost counseling and treatment services offered to gamblers and affected others.
- ✓ Limited public use of structured help options.

# Implications



Support and enhance prevention messaging



Monitor and regulate gambling advertising



Improve awareness of state-funded treatment



Promote early identification and screening



Continue data monitoring and regional analysis



# Questions and Discussion





# Contact Information:

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