

# Landscape of Ohio's Sports Betting

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## Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post-event evaluation surveys are required to receive continuing education
- For Social Work/Mental Health Counselor credits you must provide your license number in the post-event evaluation survey
- For CHES credits, you must provide your CHES ID in the post-event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training

# About PGNO

Statewide 501(c)(3)

Ohio Affiliate to NCPG

Gambling Neutral & Advocate



# PGNO's Approach



# Today's Objectives

1. Know the prevalence of gambling and problem gambling in Ohio.
2. Understand which populations are most at-risk for developing gambling problems.
3. Be aware of what the new frontier of gambling will look like, and the local impact that will result





# The Changing Gambling Landscape







# At-Risk Populations



# Continuum of Gambling



# Gambling is a problem when it disrupts or damages your:



## Health

- Physical
- Mental
- Emotional, Social, Spiritual



## Responsibilities

- Employment
- Education
- Finances



## Relationships

- Family
- Friends
- Reputation



# Estimated Prevalence

Prevalence of Gambling: Ohio						
	Do not gamble	Non-problem gambler	Low risk	Moderate risk	Problem gambler	Total
Ohio	25.1%	64.6%	6.4%	3.0%	0.9%	100.0%
Number (est.)	2,256,346	5,805,227	571,106	271,677	76,379	8,980,735

- Of the 8.98 million residents 18 and older, an estimated 6.72 million (**74.9%**) gamble and an estimated 2.26 million (25.1%) do not gamble.
- Of those who gamble, an estimated 5.81 million (64.6% of adult population) gamble but do not display risk factors for at-risk/problem gambling.
- An estimated 919,162 residents can be categorized as low-risk, moderate-risk, or problem gamblers; **10.3% of the general adult population.**
- The prevalence of problem gambling is **0.9%**, which equates to an estimated 76,379 individuals in the target population of 8.98 million (18 years and older).



# Types and Frequency of Gambling

Gambling Participation in the Last 12 Months: Ohio						
	Lottery	Casino/ Racino	Sports	Stock Market	Other	Any Gambling
Ohio	58.2%	23.5%	16.2%	9.3%	54.4%	74.9%
Number (est.)	5,230,747	2,112,081	1,457,481	835,602	4,886,056	6,724,389

- Lottery gambling and “Other” types of gambling were the most popular types of gambling, followed by Casino/Racino gambling, Sports gambling, and Stock Market gambling.
- “Other” types of gambling’s high participation rate may be due to the many diverse types of gambling included in the category.



## Risk Specific to Sports Betting:

### Who

- 18-25, 18-44
- Male
- White

### Social Status

- Well educated
- High earner



# Addiction Correlates

- **11.9%** of the sample reported that someone in their family has had a gambling problem.
- In the last 12 months, **13.4%** of the sample had used alcohol or drugs while gambling, and 6.2% had gambled while intoxicated.
- At-risk/problem gamblers gambled while using alcohol or other drugs at **2.5x** the rate of non-problem gamblers.
- At-risk/problem gamblers gambled while intoxicated at **4x** the rate of non-problem gamblers.

Addiction Correlates: Ohio				
	Non gamblers	Non-problem gamblers	At-risk/ problem gamblers	All participants
Family history of gambling problem (lifetime)	7.7%	11.7%	23.0%	11.9%
Have used alcohol or drugs while gambling (last 12 months)	N/A	14.9%	36.6%	13.4% (17.9% all gamblers)
Have gambled while intoxicated (last 12 months)	N/A	5.7%	24.0%	6.2% (8.2% all gamblers)



# Mental Health Correlates

- At-risk/problem gamblers had the highest rate of serious depression and being under the care of a doctor due to stress in the last 12 months.
- Non-problem gamblers had the lowest rates of serious depression and being under the care of a doctor due to stress in the last 12 months.

Mental Health Correlates: Ohio				
	Non gamblers	Non-problem gamblers	At-risk/ problem gamblers	All participants
Serious depression (last 12 months)	14.9%	14.1%	26.0%	15.5%
Under the care of a doctor due to stress (last 12 months)	14.8%	12.9%	19.7%	14.0%







# Sports Betting

# Status of Sports Betting

- Indiana: 9/1/2019
- Ohio: 1/1/2023
- Kentucky: TBD



# Sports Betting

In-game “Live” Bet

Proposition “Prop” Bet

Hedge Bet



# License Types Available

## **TYPE A:**

### **Online Sports Gaming**

- Online sportsbook through computers & mobile applications
- Maximum Number: 25
- May partner with 1-2 mobile skins or sportsbooks
- Must also hold a Type B license or have an operational place of business in the state

## **TYPE B:**

### **Brick-and-Mortar Sportsbook**

- Brick-and-mortar facilities with betting windows and terminals
- Maximum Number: 40
- May partner with 1 mobile skin or sportsbook
- Located according to county population limits and economic activity

## **TYPE C:**

### **Sports Gaming Lottery Product**

- Self-service terminals in establishments with Type D liquor permits
- Maximum Number: 20
- Proprietors may place kiosks at an unlimited amount of Type C Gaming Hosts
- Limits on bet types, number of kiosks, weekly betting amounts



# Consumer Protections

- Age (21+) and identity verification
- 2% dedicated funding (Type A & B) toward problem sports gambling
- Marketing and advertising restrictions
- Statewide Sports Gaming VEP (integrated into Ohio VEP)\*



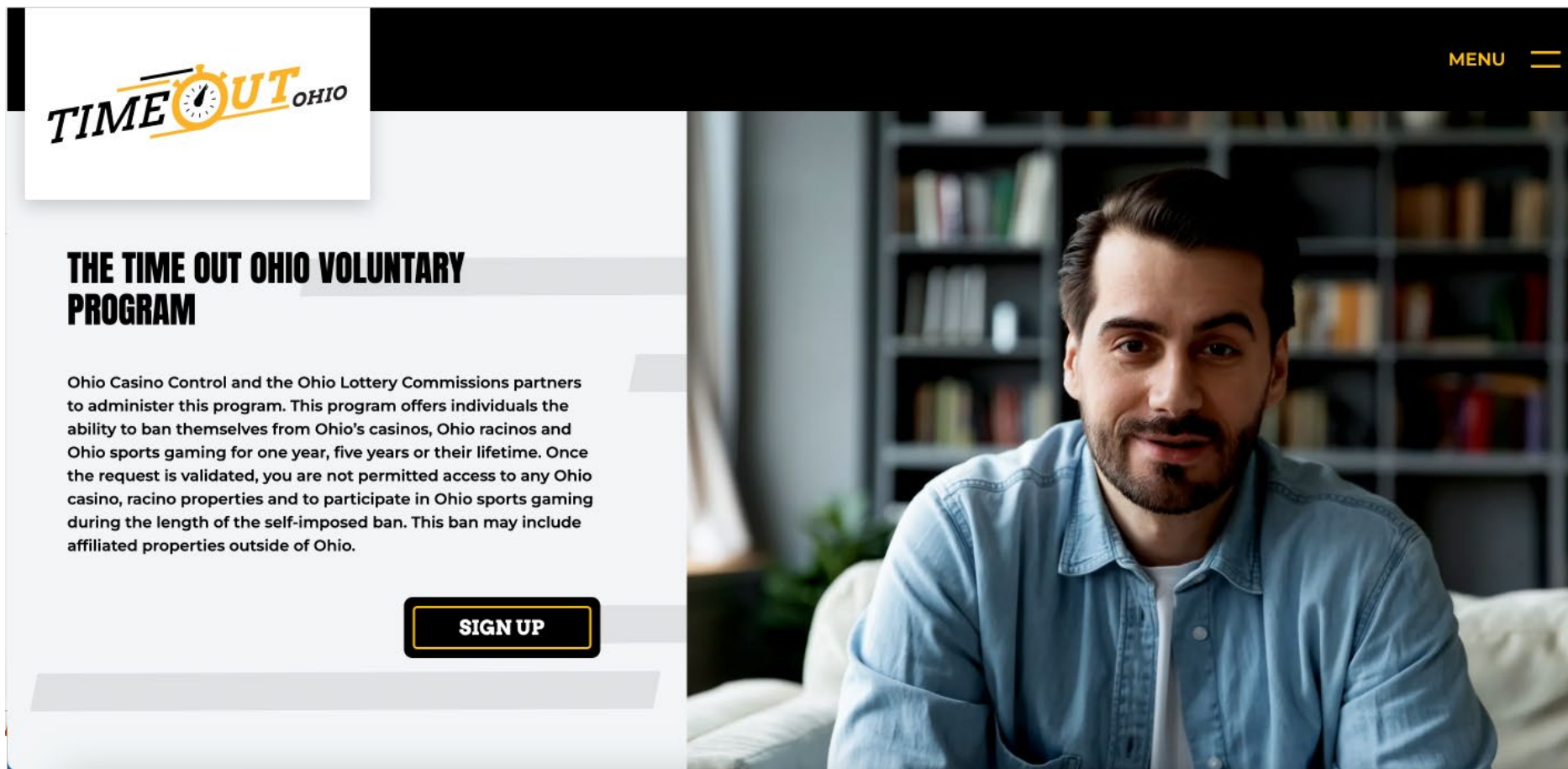
# Marketing & Advertising Restrictions

- CANNOT target advertising to those under 21
- CANNOT advertise on college/university campuses
- CANNOT include language referring to 'free bets' unless they are actually free
- MUST include Ohio/National Problem Gambling Helpline information that is **Clear** and **Conspicuous**

To-date: over \$1M in fines have been issued against sports gaming operators for not following these guidelines.



# Time-Out Ohio



**TIME OUT OHIO**

**THE TIME OUT OHIO VOLUNTARY PROGRAM**

Ohio Casino Control and the Ohio Lottery Commissions partners to administer this program. This program offers individuals the ability to ban themselves from Ohio's casinos, Ohio racinos and Ohio sports gaming for one year, five years or their lifetime. Once the request is validated, you are not permitted access to any Ohio casino, racino properties and to participate in Ohio sports gaming during the length of the self-imposed ban. This ban may include affiliated properties outside of Ohio.

**SIGN UP**

MENU





# Be Prepared

- 1-in-4 Ohioans who sports bet are at-risk
- Largest expansion of gambling in state history
- Largest expansion of sports gambling in the nation
- Brace for impact: more calls to the Ohio Problem Gambling Helpline in the first 10 days of January 2023 than all of January 2022.



# Future Implications

Normalcy

↑ Availability ↑ Accessibility ↑ Acceptability

Early onset

Integrity of sport

Problem/Disordered Gambling





# Resources

# Resources

## People

Staff &  
Volunteers,  
Experience

## Specialized Knowledge and Skills

Experience  
within field

## Community Connections

Partnerships,  
Access to  
populations

## Concrete Supplies

Money,  
Equipment,  
Technology

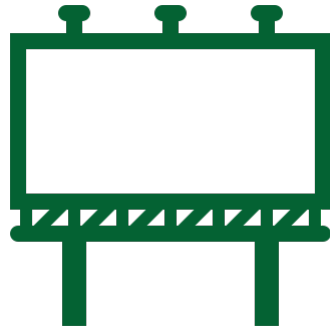
## Community Awareness

News stories,  
Local gambling  
areas

## Existing Efforts

Policies,  
Statewide  
agencies





# Tools & Resources

Marketing Campaigns, Swag, Curricula



# Ohio/Nationwide



BeforeYouBet.org



# Call to Action





# Industry-Changing, Legacy Work

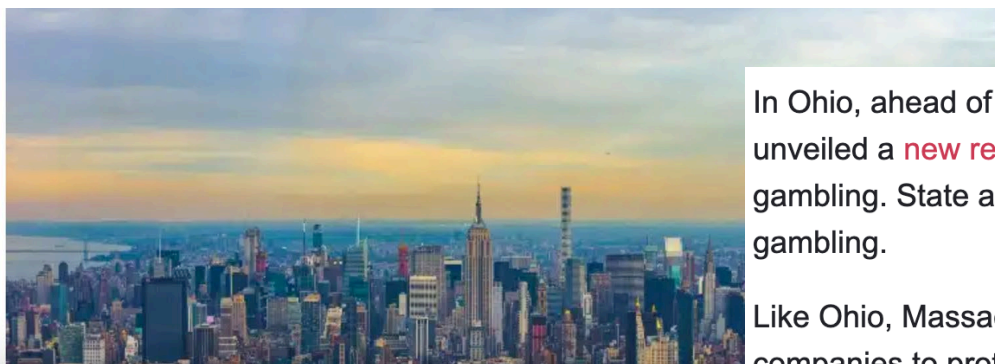
About Us / Contact Responsible Gambling

**SPORTSHANDLE**

US SPORTS BETTING ▾ PENDING STATES ▾ CAN

## NY Bill Proposes To Require W Gambling Advertising

The bill has not yet been voted on. If it passes, it would take effect 16 days after i similar rules requiring gambling advertisements to be “clearly and conspicuously number and a problem gambling message when that state finalized its sports ga



In Ohio, ahead of its recent sports betting launch, several state agencies with a stake in legal sports betting have unveiled a **new responsible gambling campaign**, intended to alert residents to the dangers and signs of problem gambling. State agencies also launched an initiative allowing people to voluntarily ban themselves from all legal gambling.

Like Ohio, Massachusetts has its role to play in addressing problem gambling. However, the onus is on gambling companies to protect their consumers — not only because they bear the responsibility of managing the products that people gamble on, but because they are most capable of enacting changes that can reduce the threat of problem gambling.



MA SPORTS BETTING ▾ SPORTSBOOK PROMOS HOW TO BET ▾ NEWS 🔍

## Op-Ed: Massachusetts Sports Betting Companies Must Prioritize Responsible Gambling

MA Gaming Commission Massachusetts casinos Massachusetts sports betting News Sports Betting

Written By **Play MA Editorial Team** on January 31, 2023



# What You Can Do

- Know the law
- Engage in the process
- Prepare your community for increased gambling availability
- Know the local resources for gambling – [GamblingHelpOhio.org](http://GamblingHelpOhio.org)
- Be aware
- Learn more...



# 20TH OHIO PROBLEM GAMBLING CONFERENCE



## BRIDGING THE GAP:

Reflecting on 20 Years of Service & Preparing for the Future

- Virtual pre-conference February 7&9
- Conference February 23 & 24
- 20 CEUs for all four days
- Details: [PGNOhio.org/CONFERENCE](http://PGNOhio.org/CONFERENCE)



Questions?

## Post Training Info:

- The recording and supplemental materials will be available on the PreventionFIRST! website under **TrainingHUB**.

- Please complete the evaluation survey here:

- STAY CONNECTED:



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