

1 CINDY VELDMAN

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3 MS. VELDMAN: I'd ask you to turn to Exhibit A in
4 your handout. It would be the second page. I'm going to use
5 this as a guide to give you an overview of the several tasks the
6 NORC staff are already busily engaged in and will continue to be
7 over the next ten months as we assist the Commission in reaching
8 your research objectives.

9 The box on the left represents activities associated
10 with the objective of obtaining a better understanding of the
11 social and economic impacts of gambling upon a community. NORC
12 will pursue this in both the quantitative and qualitative
13 approach. Our primary effort will go into developing 100
14 statistic data base, gathering social and economic indicators
15 from 100 communities. Ten of these communities will then be
16 chosen to receive more of an in depth qualitative approach of
17 case studies using focus groups and key informing interviews.

18 The second box represents the patron survey which we
19 are going to begin working on the pilot study, and if the
20 Commissioners approve that, we'll proceed with the main survey.
21 That's intended to reach the research objective -- actually the
22 stated objectives were twofold in the RFP, which is determining
23 what percentage of facilities' patrons are problem or
24 pathological gamblers at any given time and what percentage of a
25 gaming facilities' revenues are generated by problem or
26 pathological gamblers. Another very important, not primary
27 objective, from NORC's perspective of this component is to
28 increase the number of problem and pathological gamblers that
29 we'll be able to combine with those that we obtain from the

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1 general population survey, to be able to analyze them as a sub-
2 group, which brings me to the third box, which is the general
3 population survey.

4 I understand the primary research objective for this
5 is to obtain a national estimate of the number of problem and
6 pathological gamblers in the United States, and also to gain a
7 better understanding of gambling behaviors associated with
8 increased availability of gambling opportunities since the mid-
9 1970's when the last gambling commission met and collected data.
10 The parts of the general population survey involved obtaining
11 3,000 interviews with adults; 700 interviews with 16 and 17-year-
12 olds; and approximately 100 interviews from people that reside in
13 homes that do not have phones.

14 Now, I'm going to ask for the next part of this
15 presentation, Howard Speizer.

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