



**STOCKTON**  
UNIVERSITY

LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM

**College Gambling  
Perspectives & Behavior Study  
Final Report - June 2016**

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Supported by  
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# College Gambling Perspectives & Behavior Study

June 2016

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**Commissioned by: Council on Compulsive Gambling of New Jersey**

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## Overview

The Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) has been commissioned by the Council on Compulsive Gambling of NJ (CCGNJ) to research the issue of college students' perspectives and behavior associated with gambling. The study consisted of a survey, which sought to identify college students' view of gambling and whether they, or their friends, gamble.

The study focused on identifying the incidence and perspectives of gambling amongst students at Stockton University. It was administered during the Spring 2016 semester (January – April 2016). The study attempted to identify attitudes and behavior of gambling by gender, under 21 vs. over 21, video game behavior, and the means in which they are funding their education (i.e., via student loans, endowments or family funded). Stockton University serves as an optimum place to initiate this pilot research project given its proximity to Atlantic City, one of the country's leading gaming destinations, and diverse student population, where a variety of racial and ethnic backgrounds are available to participate in the survey.

## Survey Instrument

LIGHT, created a survey instrument (Appendix B) consisting of 22 questions, including:

- General demographic information (i.e., age, gender, class standing, ethnicity)
- Social media/internet sites frequented
- Frequency, type and means of video game play and related game purchases
- General view of gambling activity (i.e., positive, negative, neutral)
- Involvement in gambling activity and, if so:
  - Frequency of gambling activity
  - Age when subject first gambled
  - How money used to gamble is acquired
  - Who is aware of their gambling activity (i.e., mother, father, guardian, sibling, friend, teacher)
  - How likely subject will gamble in the future
- Whether subject is aware of friends gambling

## **Methodology**

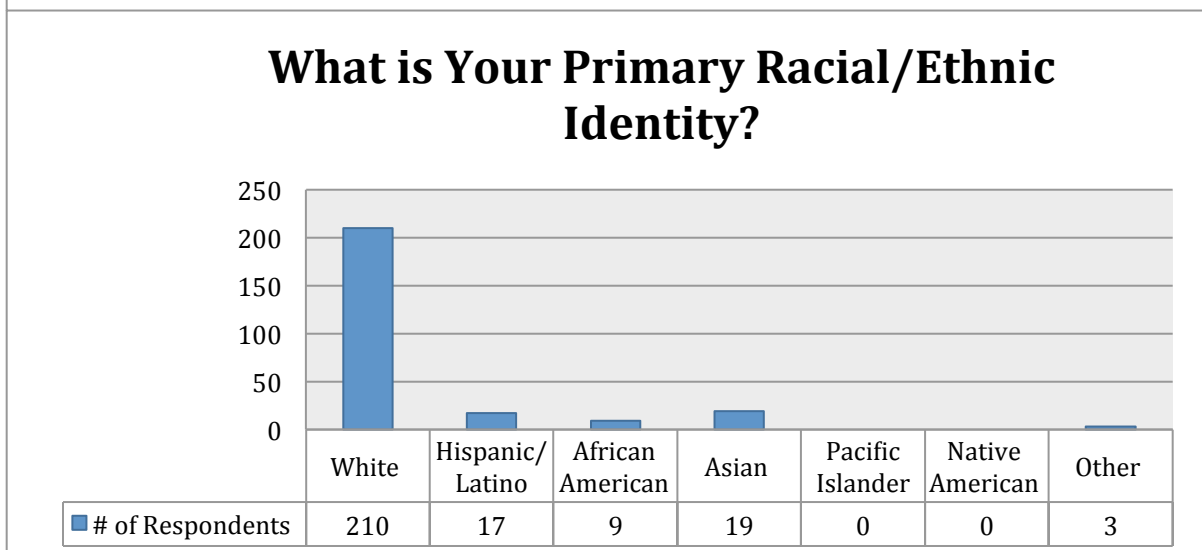
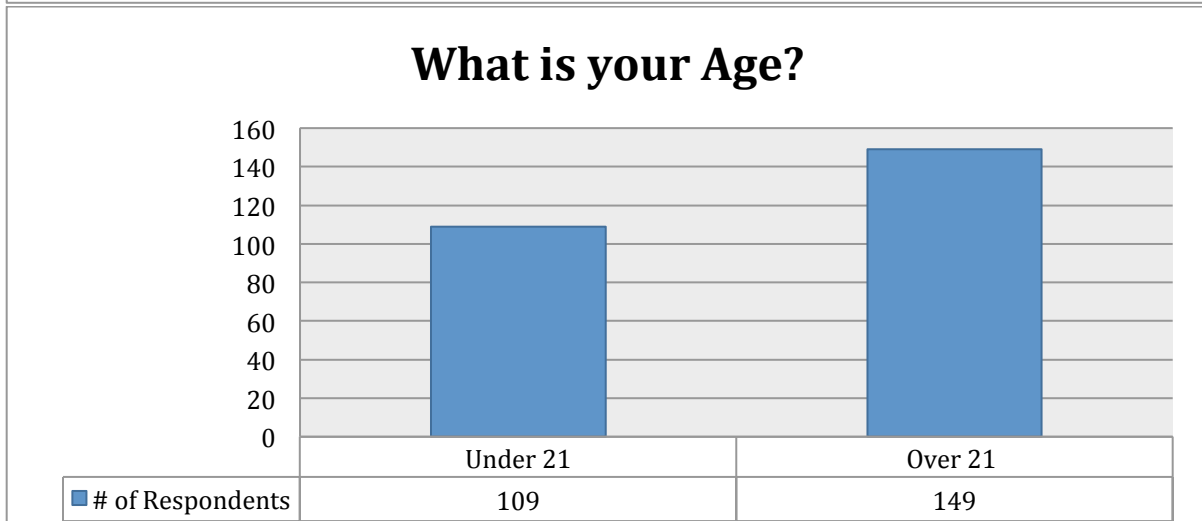
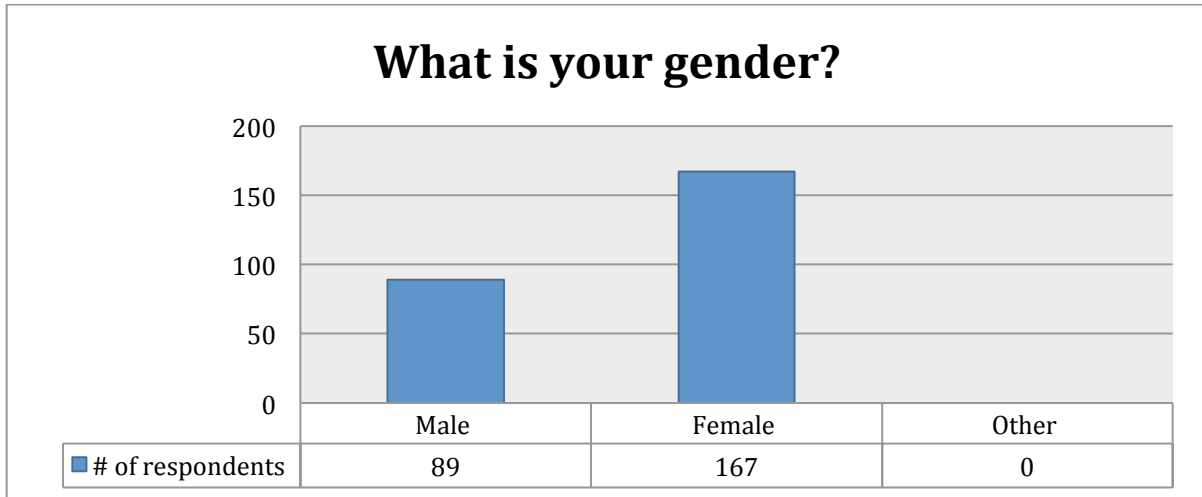
The survey was created as an on-line survey in Survey Monkey. An email was sent to the entire Stockton University student body inviting them to complete the survey (Appendix A). The email included a link to the survey, a brief description of the purpose of the survey and an explanation that the survey is voluntary. The email generated a very small number of responses (less than 50).

The administering professor then sent an email to Stockton Faculty requesting to visit their classrooms to ask students to complete the survey during class time. Eleven classrooms were visited. The professor explained the purpose of the survey and wrote the URL of the survey monkey link on the white board in the front of the class. Students were told that the survey was anonymous, voluntary and that they could decline to answer any particular question that they did not wish to answer for any reason. Student's used their smartphones to complete the survey.

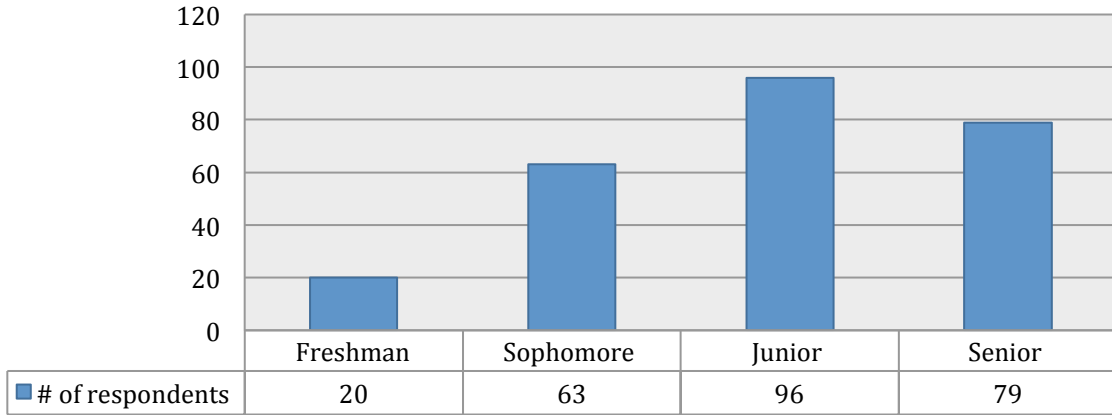
Students were offered a promotional item from the CCGNJ in appreciation for their time. The promotional items were very popular among the students. Items were distributed to any student who requested one without verifying whether or not they actually completed the survey. Informational pamphlets were also available for students. This method was very effective resulting in more than 200 completed surveys.

## Demographics

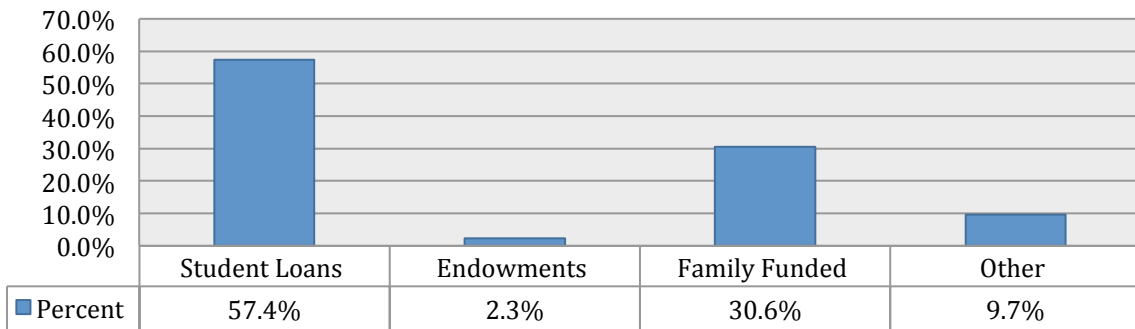
258 completed surveys were collected between March 28 and April 21, 2016. 65% of respondents were female, 58% were over the age of 21, 81% were Caucasian and 68% were juniors and seniors. 57% are funding their education through student loans.



## What is your class standing?



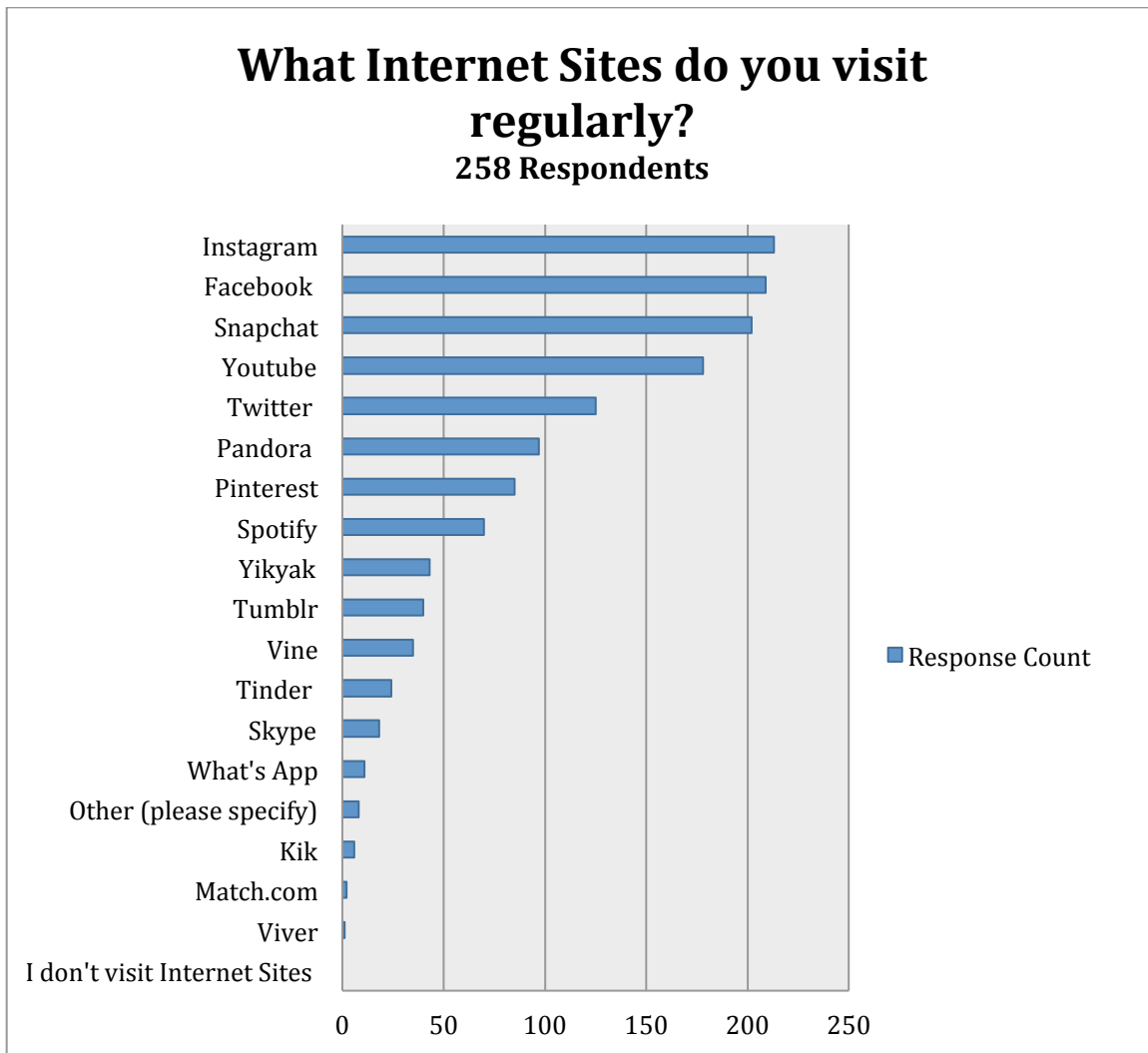
## How are you funding your college education?



## Internet Site Behavior

Not surprisingly, college students visit the Internet, specifically social networking sites, regularly. Only 1 out of 258 respondents reported not visiting Internet Sites. 200 or more reported visiting the Social Networking Sites of Instagram, Facebook and Snapchat on a regular basis. This represents approximately 78% of the respondents. YouTube, Twitter, Pandora and Pinterest are also popular sites among this population.

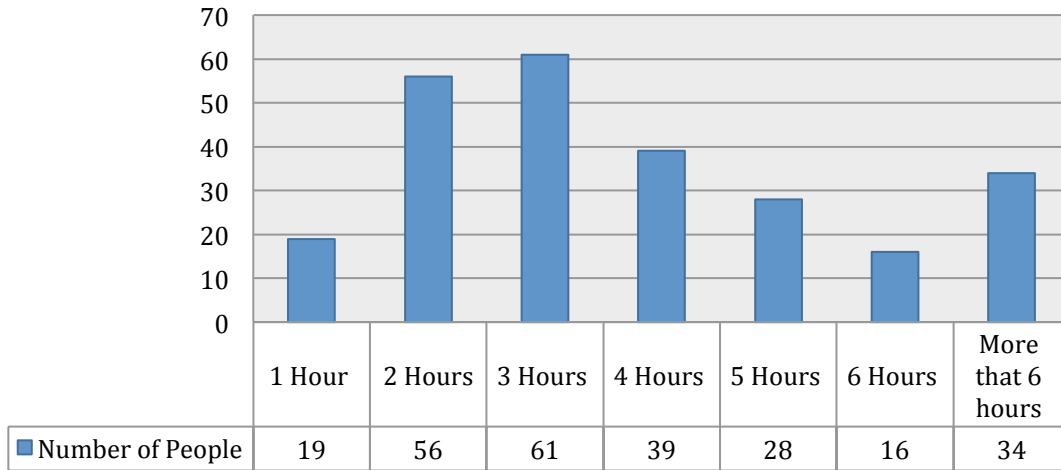
College students spend a significant amount of time on the Internet. 70% of respondents report spending 3 hours or more on average each day visiting these Internet sites. Mobile devices are by far the most popular device for accessing the Internet (97%) followed by computers (65%) and tablets (21%).



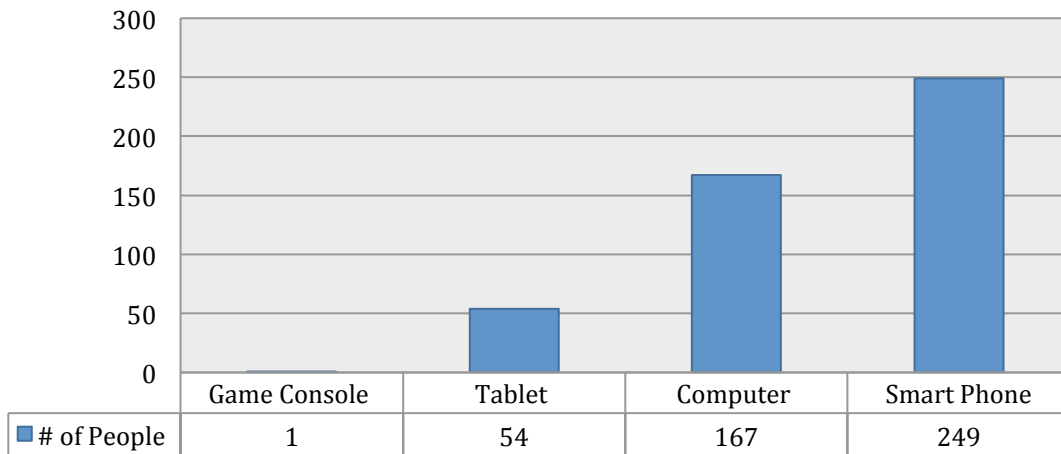


## What is the average number of hours you spend on the above internet sites each day?

253 respondents



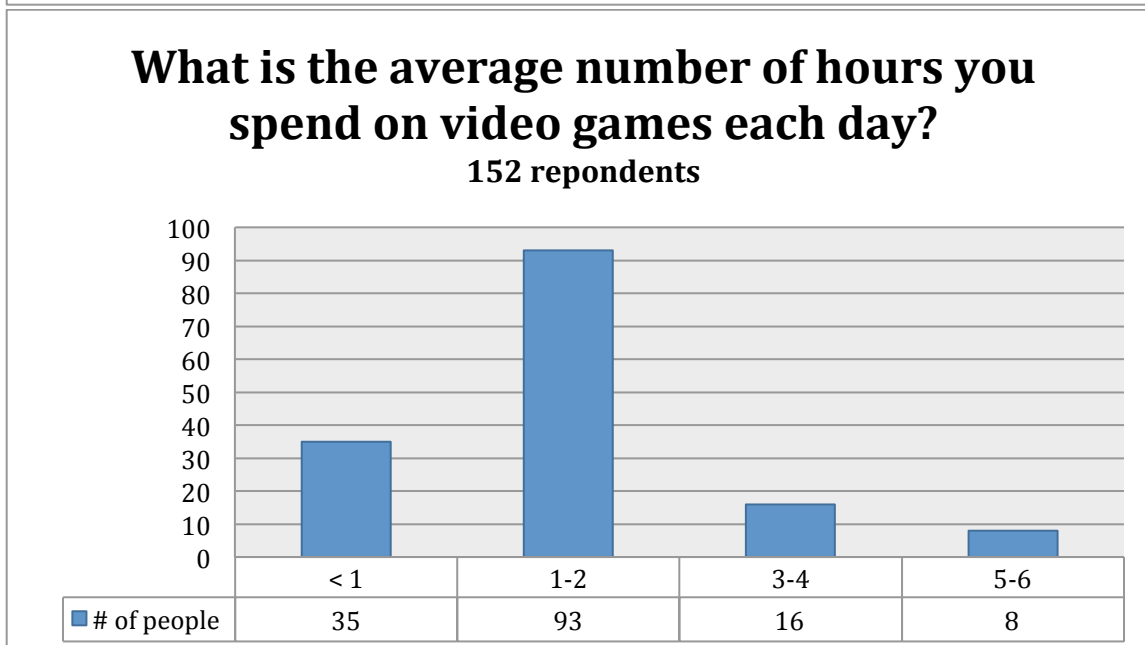
## On Which Device do you visit Internet sites?



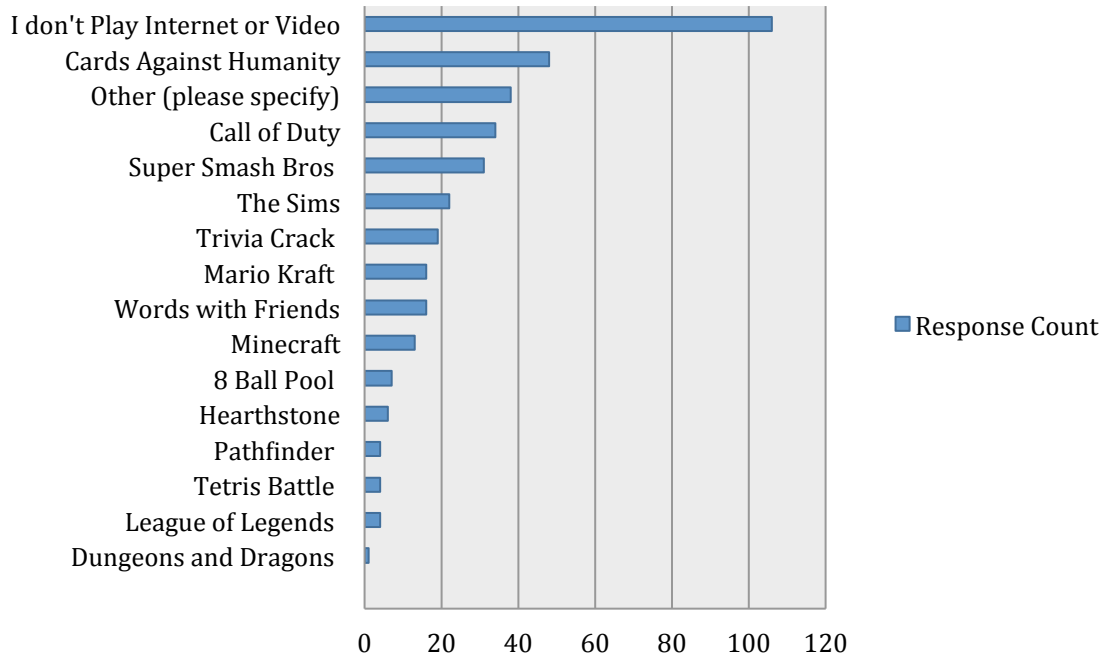
## Video Game Behavior

While fewer college students report playing video games than visiting the Internet, those students still represent a majority of the respondents in the survey. 56% of respondents (136) report playing video games on a regular basis. Students in the survey spend less time playing video games than they do on the Internet. Most students who reported playing video games (61%) spend on average 1 - 2 hours per day playing the games.

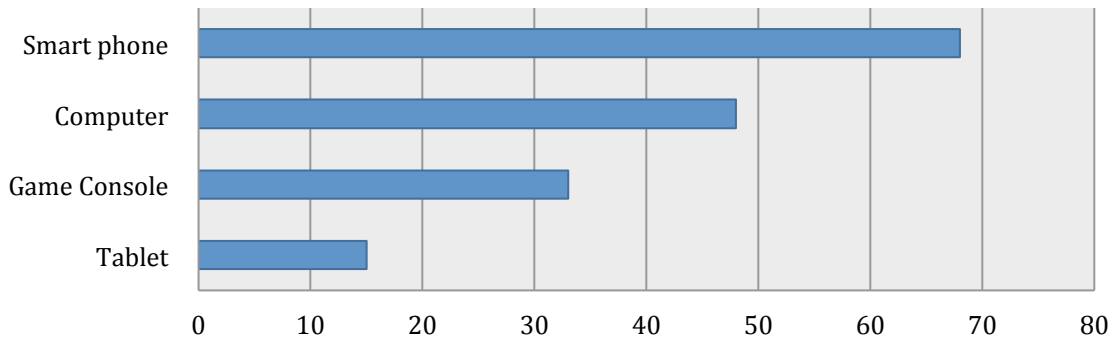
The specific games played vary widely because of the vast number of choices in the marketplace. Of the games listed, Cards Against Humanity was the most popular. The "other" category contained a wide variety of games with no one game appearing predominantly. Candy Crush was listed 3 times which was the game listed most often in the "other" category. In retrospect, a more effective way to survey this factor would have been to ask about the type of game played. For example, first person shooter, role-playing games, puzzle games, etc. The smart phone was the most popular device (48%) on which students play video games.



## Which of the following video games do you play regularly?



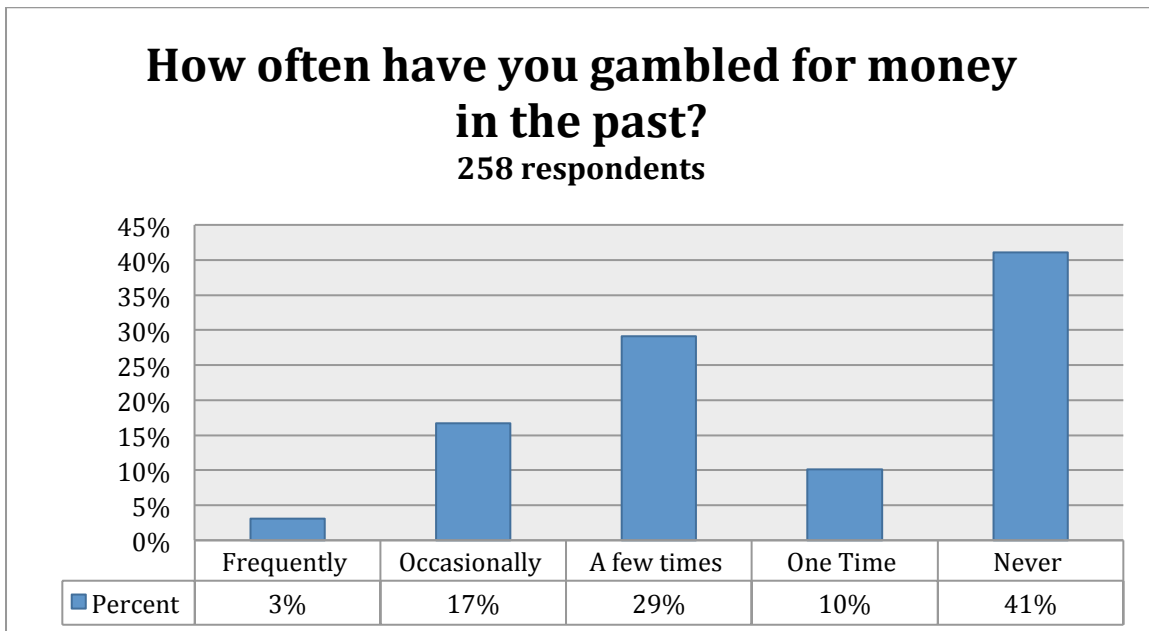
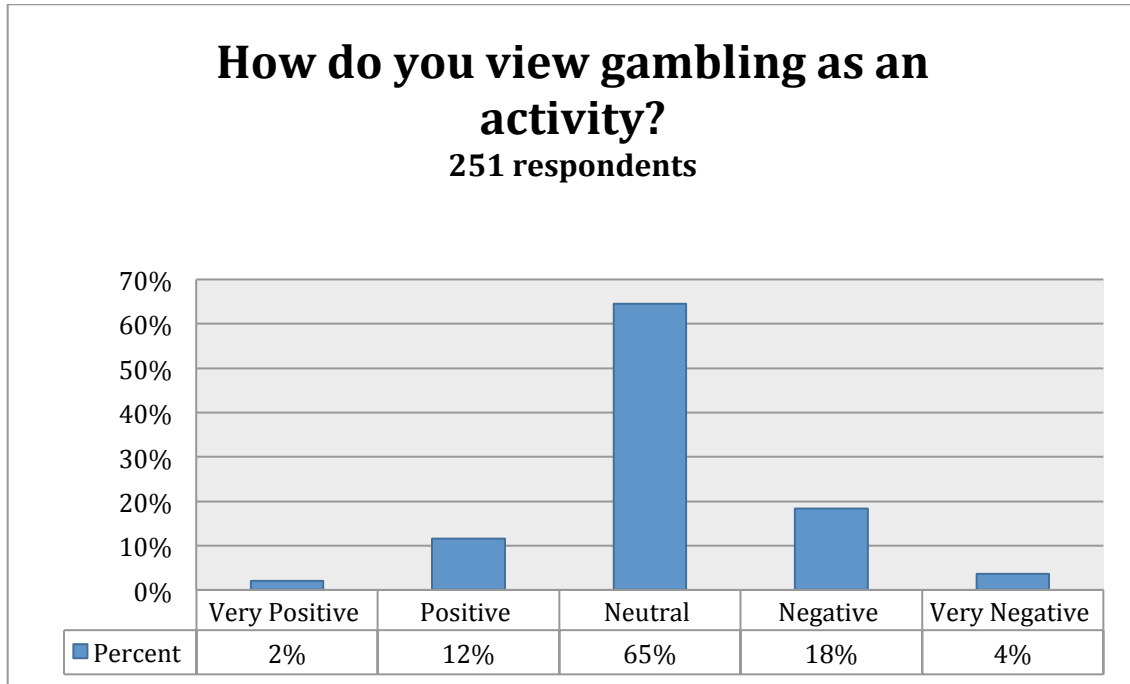
## On which device to you play video games?



	Tablet	Game Console	Computer	Smart phone
# of People	15	33	48	68

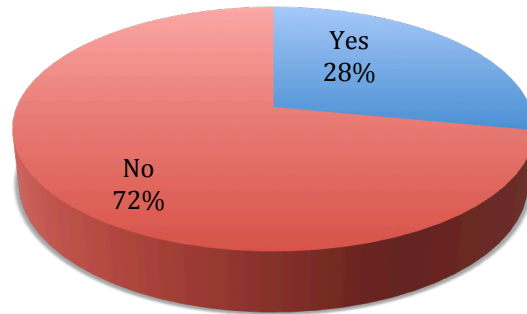
## Gambling Perceptions and Behavior

The graph depicting student's perception of gambling as an activity follows the pattern of a typical bell curve. Most students in the study (65%) have a neutral view of gambling with 14% positive and 22% negative. Most students (59%) have gambled at least one time in the past. 28% reported that they currently gamble and 48% report that it is likely they will gamble in the future. 77% of those who gamble, report getting the money to gamble from their job.



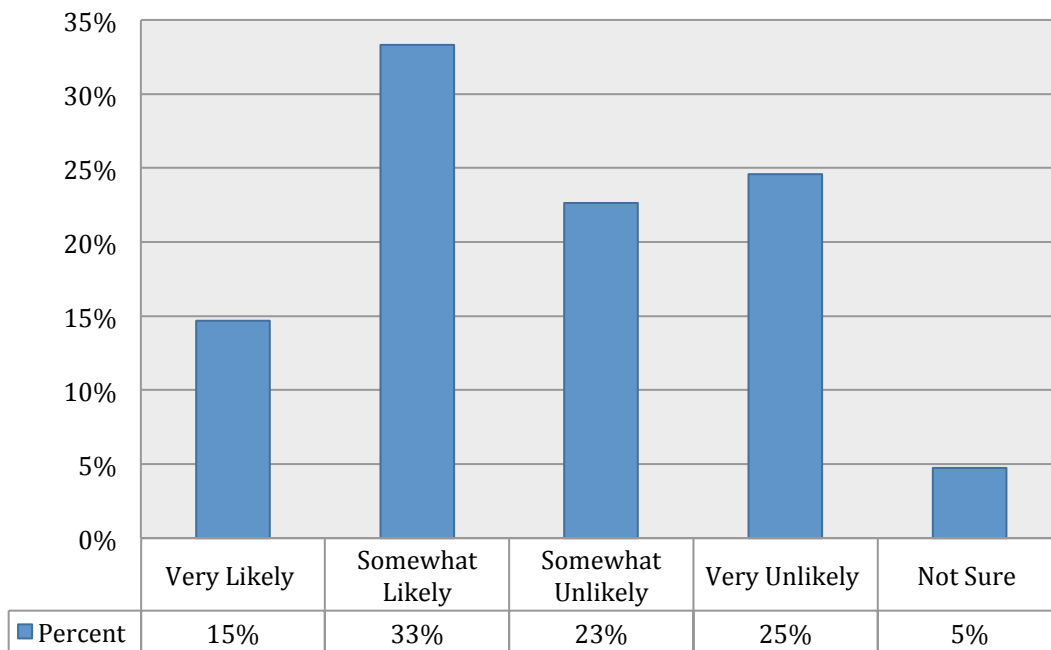
## Do you currently gamble for money?

157 respondents

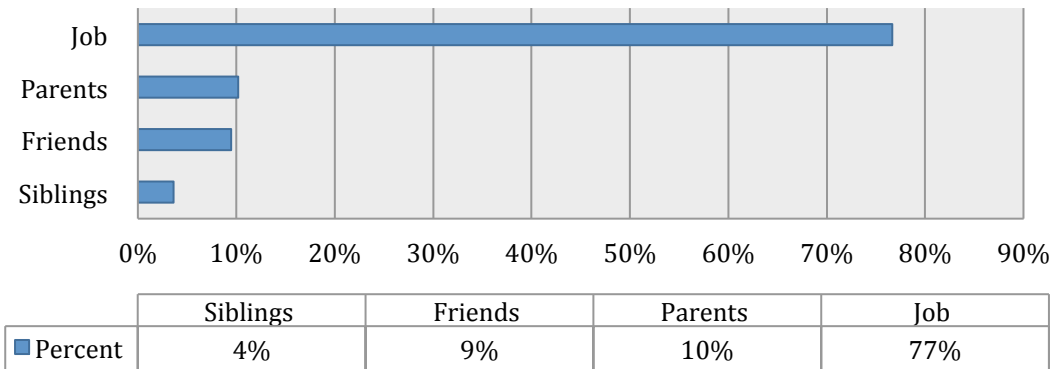


## How likely do you think you will gamble in the future?

252 respondents

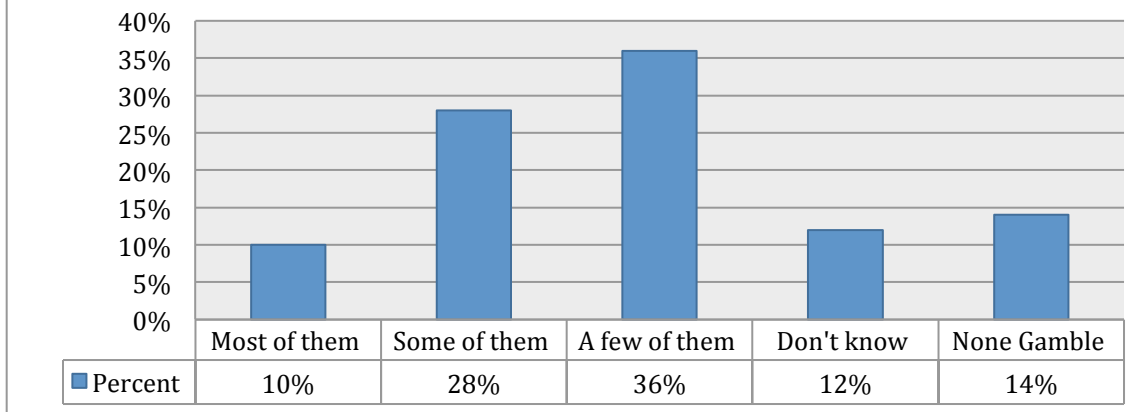


## From where do you get the money to gamble?

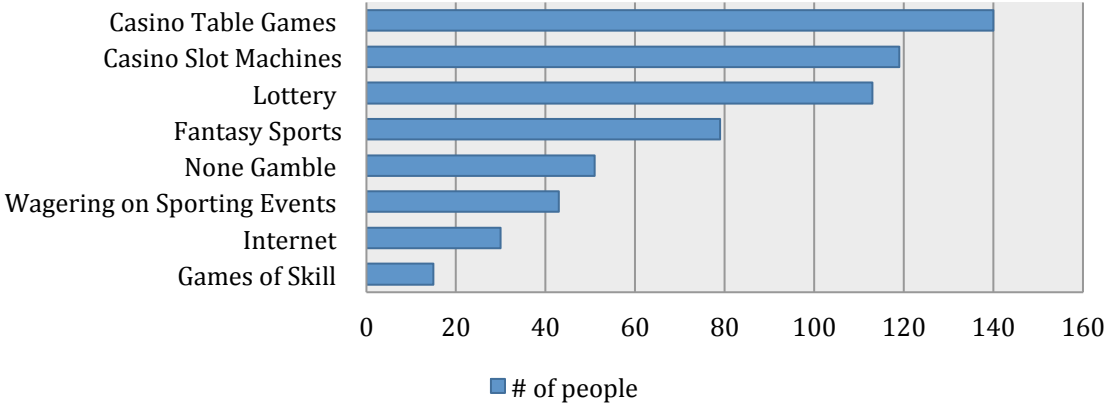


74% of students in the study reported that their friends gamble. The most popular forms of gambling with the respondents and their friends are Casino Table Games, Slot Machines, the Lottery, and Fantasy Sports.

## Do your friends Gamble? 252 Respondents

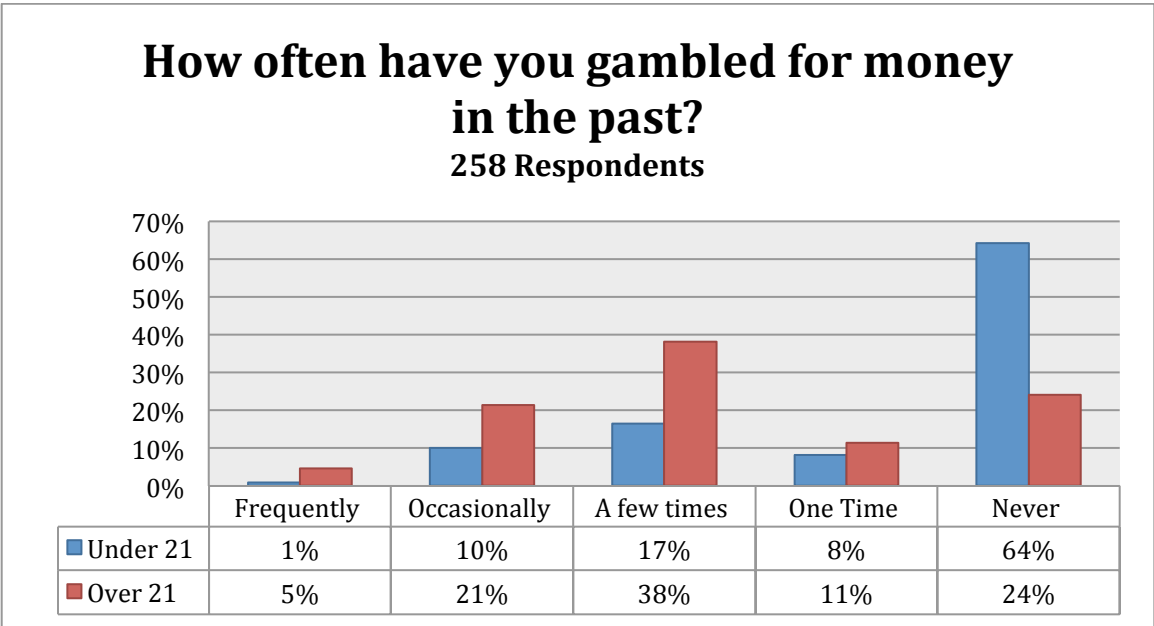
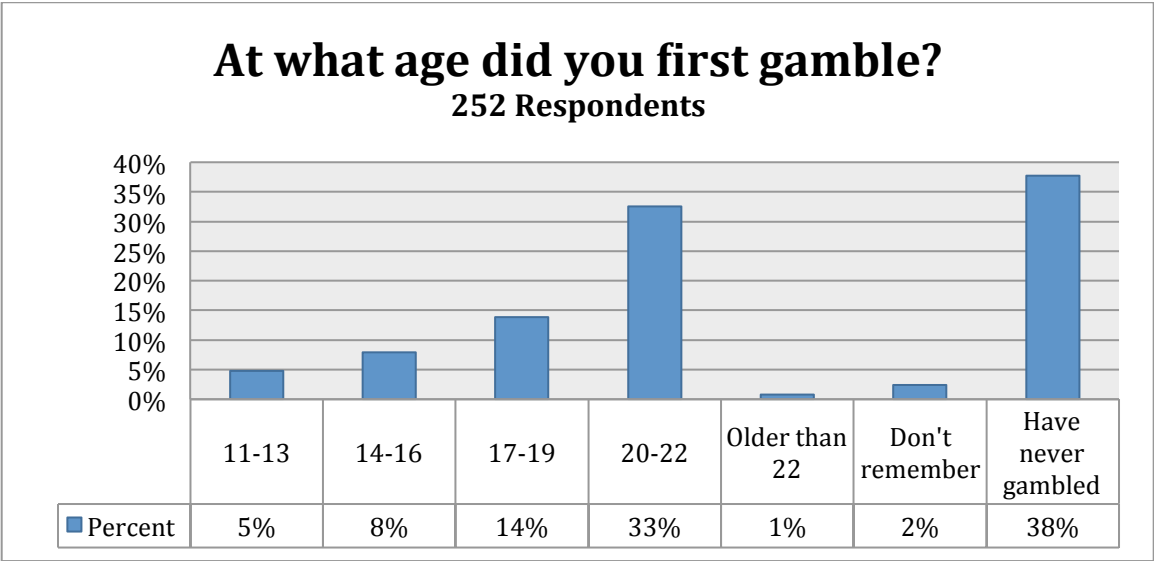


# How do you or your friends gamble?



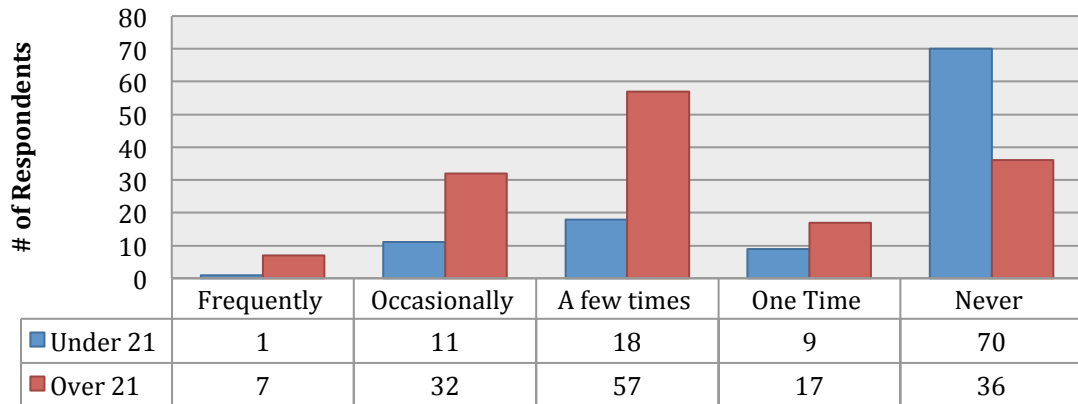
# Gambling and Age

There is a noteworthy amount of underage gambling among college students. 27% of the total respondents (68 people) reported they first gambled under the age of 20 years old. Additionally of those students in the study that reported their age as under 21, 36% (39 people) reported gambling at least one time in the past. Nine students under the age of 21 reported that they currently gamble.





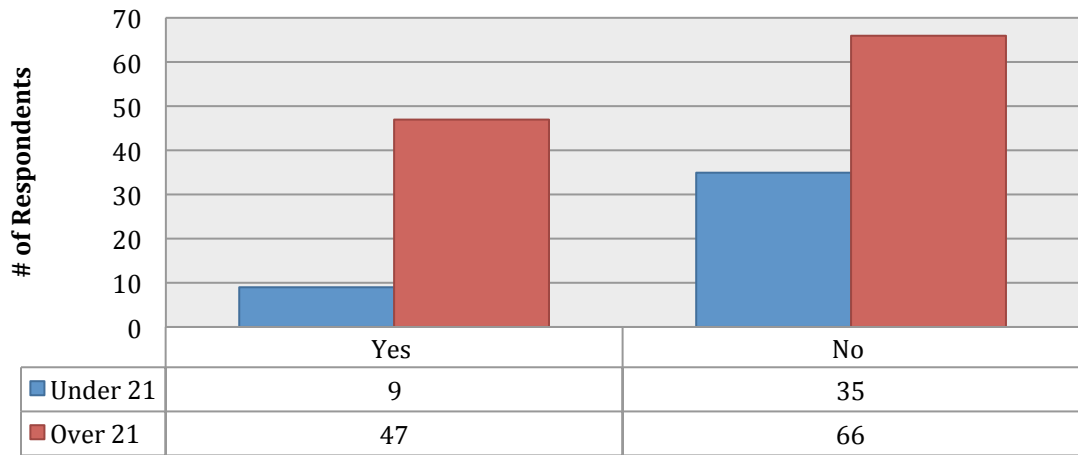
## How often have you gambled for money in the past?



## Do you currently gamble for money?

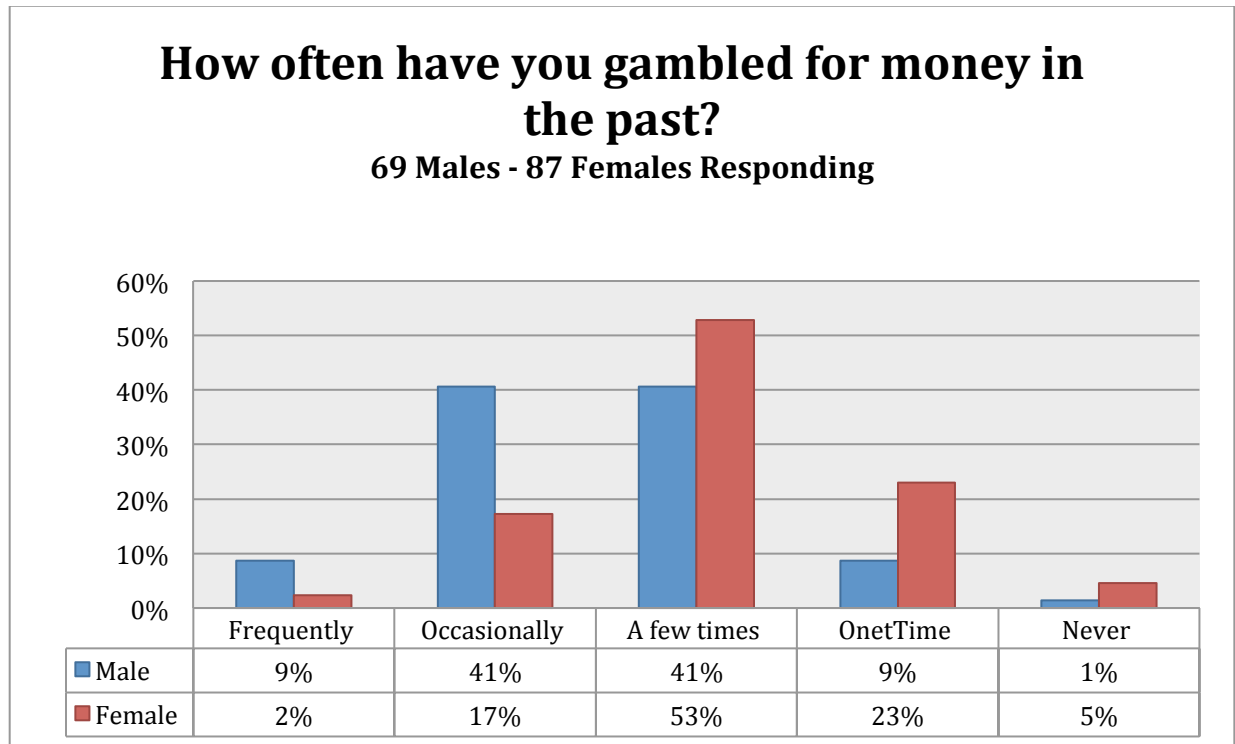
157 Respondents

(of those who indicated they have gambled)



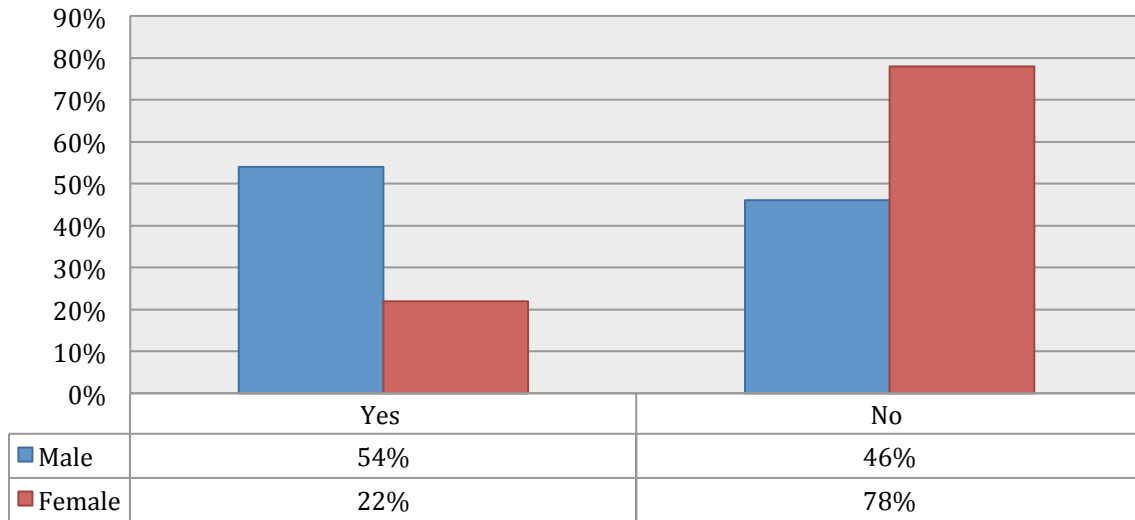
## Gender Differences in Gambling Behavior

The study clearly supported the notion that males gamble more than females. 54% of males compared to only 22% of females reported currently gambling for money. Males also reported gambling more frequently. Of those respondents who reported gambling in the past, 9% of males reported gambling frequently in the past compared to only 2% of females. Males also reported a higher likelihood that they will gamble in the future. 62% of males reported somewhat likely to very likely to gamble in the future compared to 41% of females.



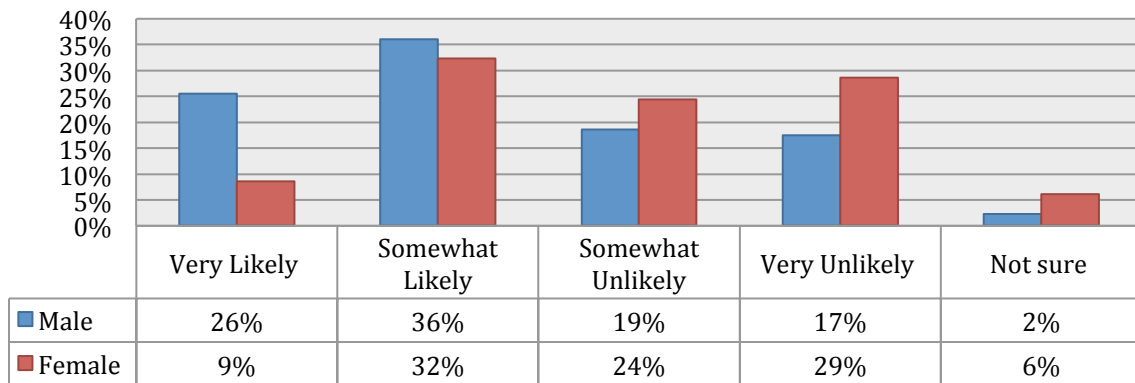
## Do you currently gamble for money?

68 Males - 87 Females Responding



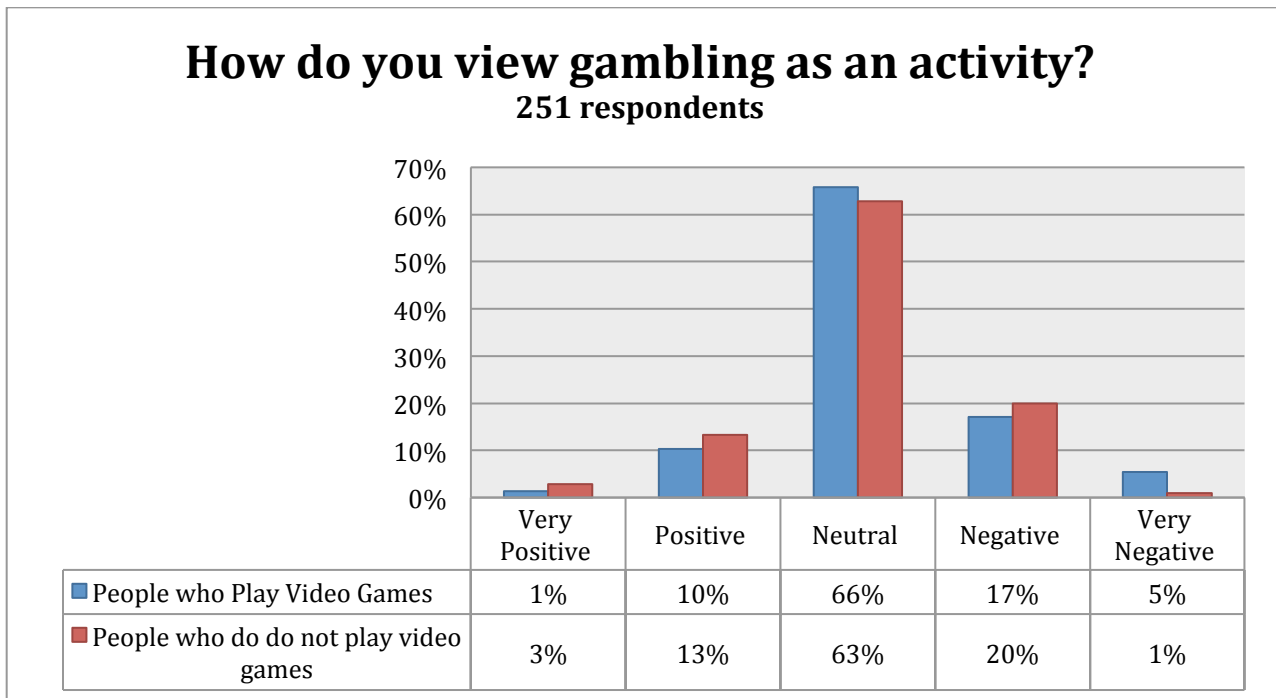
## How likely do you think you will gamble in the future?

86 males 167 females



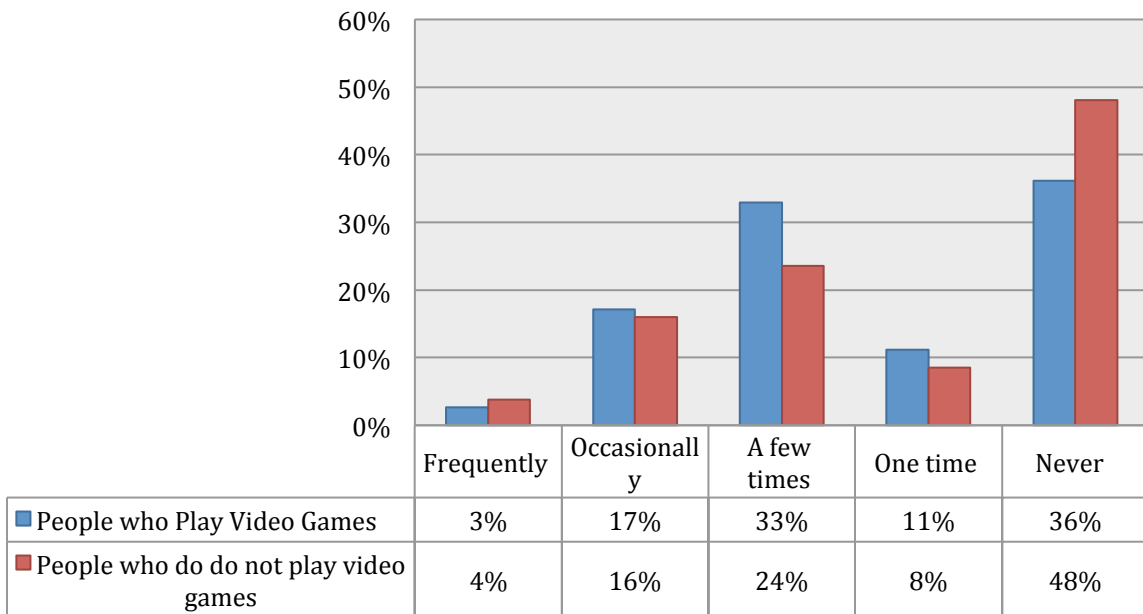
## Video Gamers and Gambling Perception/Behavior

The perception of gambling as an activity among people who play video games is very similar to those who do not play video games with the highest percentage having a neutral perception. Video gamers in the survey reported gambling more frequently in the past than non-gamers. 64% of people who play video games reported gambling at least one time in the past compared to 52% of people who do not play video games. Video gamers also report their first gambling experience taking place at a slightly younger age. 46% of video gamers reported first gambling under the age of 20 compared to 37% of those who do not play video games. 37% of video gamers reported that they currently gamble compared to 33% of non-gamers. Additionally, 49% reported a likelihood of gambling in the future compared to 47% of non-gamers.



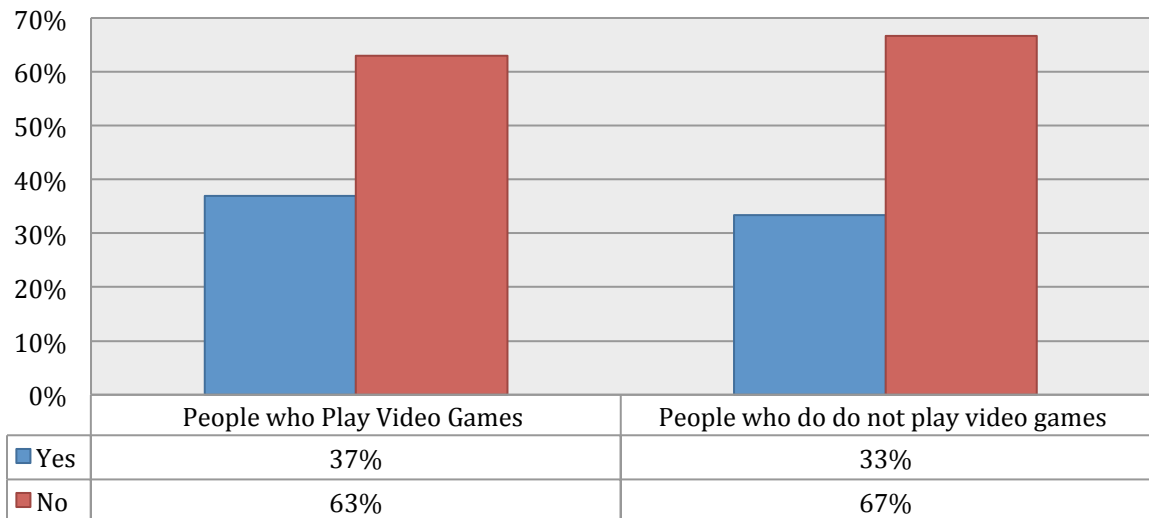
## How often have you gambled for money in the past?

258 respondents



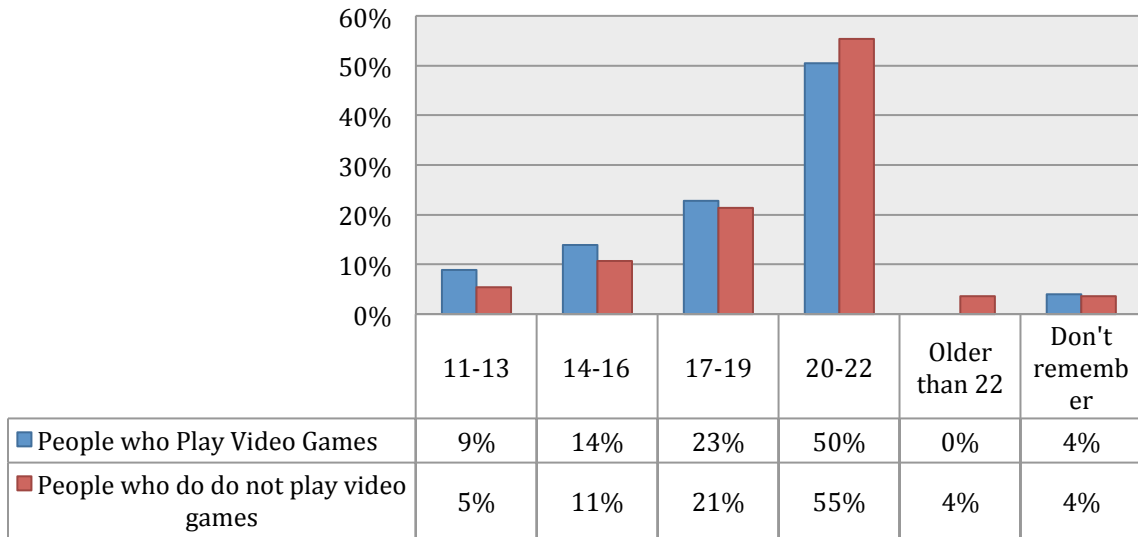
## Do you currently gamble for money?

157 respondents



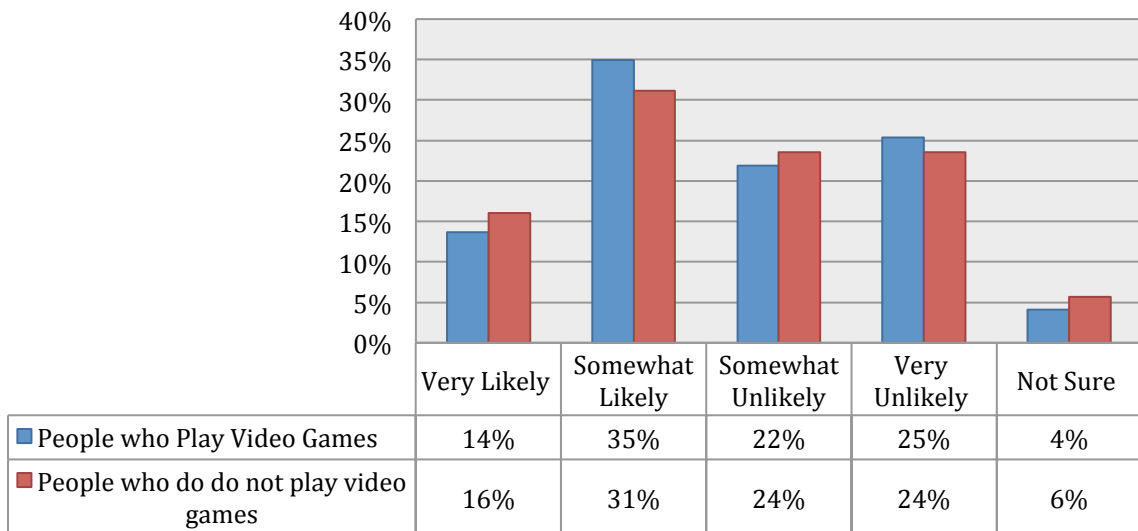
## At what age did you first gamble?

157 Respondents



## How likely do you think you will gamble in the future?

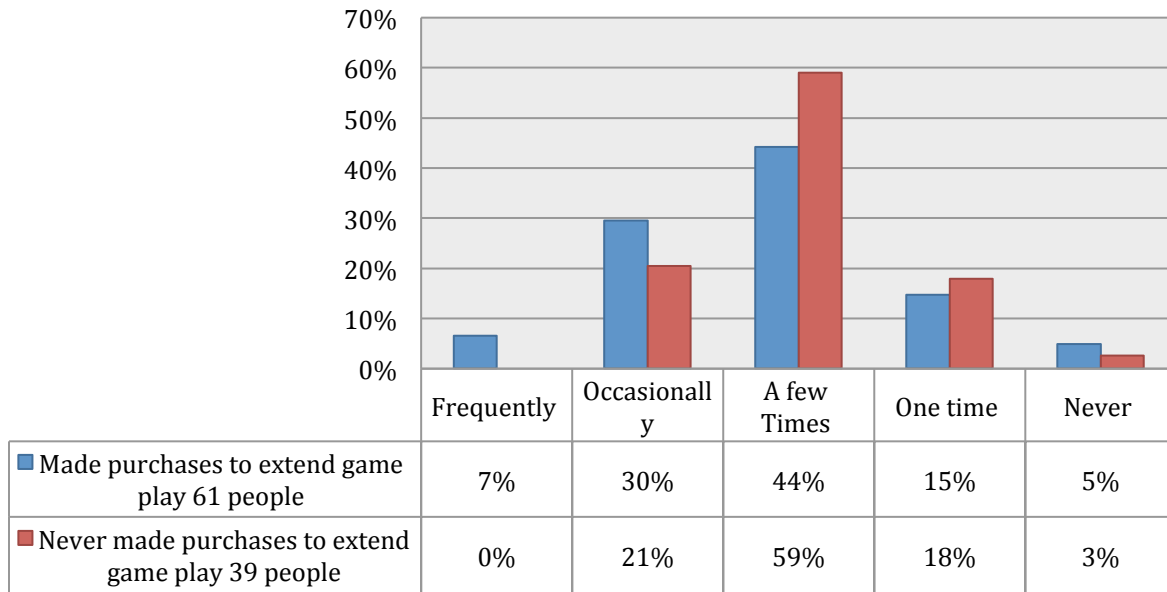
252 Respondents



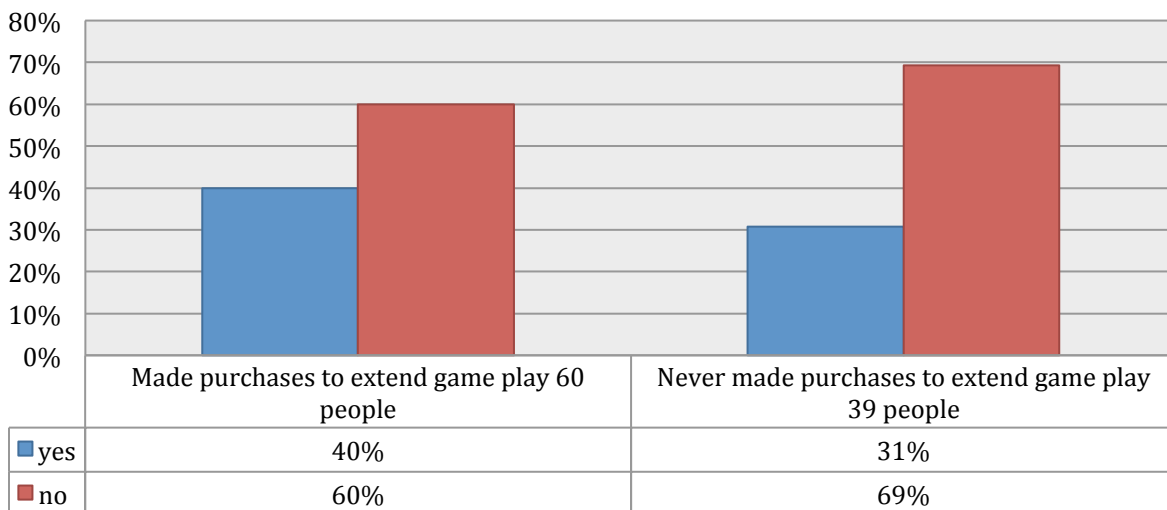
Of those respondents who have reported playing video games, those who have made purchases to extend game play are more likely to gamble. 40% of those video gamers who reported making purchases to extend play reported that they currently gamble compared to 31% who never made purchases. 7% of those gamers who made purchases to extend play reported gambling frequently in the past compared to zero for those who have never

made purchases to extend play. Finally 18% of video gamers who have made purchases report they are very likely to gamble in the future compared to only 8% of those gamers who never made purchases.

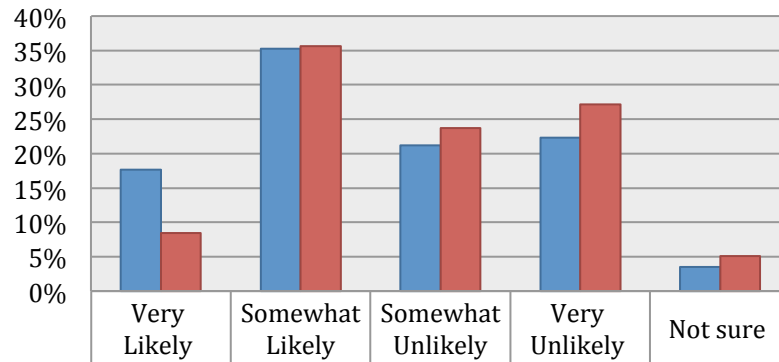
## How often have you gambled for money in the past?



## Do you currently gamble?



## How likely are you to gamble in the future?

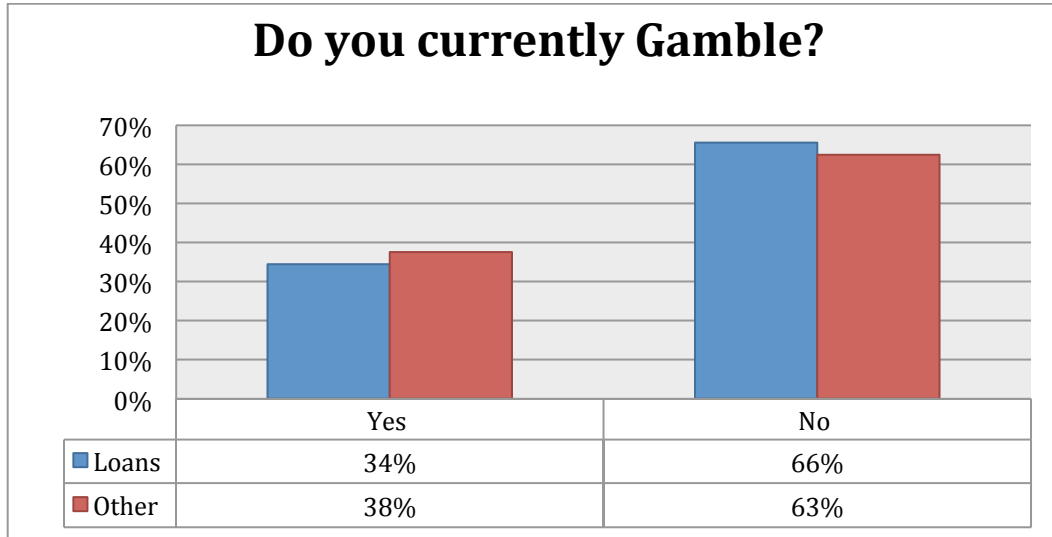


<span style="color: blue;">■</span> Made purchases to extend game play 85 people	18%	35%	21%	22%	4%
<span style="color: red;">■</span> Never made purchases to extend game play 59 people	8%	36%	24%	27%	5%



## College Funding and Gambling

Students who report funding college through student loans are slightly less likely to gamble. 34% of those students who are funding college primarily through student loans report that they currently gamble compared to 38% of those who are funding college through other sources.



## Problem Gambling

4 out of 157 respondents who said they have gambled reported that gambling has caused serious problems in the past three months. This represents 2.55% of respondents who gambled and 1.55% of total respondents.

Of those who responded that gambling has caused serious problems

- 2 were women and 2 were men
- 2 were juniors and 2 were seniors
- All were white
- 1 was under 21
- 2 played video games and 2 did not
- 1 reported making purchases to enhance game experiences
- Only 1 of the 3 viewed gambling as negative
- 2 first gambled between age 17 – 19 and 2 first gambled between 20 and 22
- 3 reported gambling occasionally and one frequently
- 2 currently gamble and 2 do not
- 4 report getting the money to gamble from their job and 1 also reported getting money from his or her parents.
- 3 reported that they are somewhat unlikely to gamble in the future, one reported somewhat likely

## **Appendix A – E-mail to Stockton Students**

You are being invited to participate in a research study about gambling amongst college students at Stockton University. Jane Bokunewicz, an Assistant Professor of Hospitality at Stockton University and the Levenson Institute of Gaming Hospitality and Tourism (LIGHT) Fellow for 2015-2016, is conducting the study for the Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ).

If you choose to participate you will be asked to complete an online, 22 question survey. The survey will take less than 5 minutes to complete. You may access the survey using the following link.

<https://www.surveymonkey.com/r/collegegamblingstudy>

The survey will attempt to measure whether a relationship exists between gambling and social media/video games, if wagers are placed on such games, as well as whether students wager on college/professional sports.

The survey is completely anonymous. No identifying information will be collected and results will only be presented in aggregate form. By completing the survey you are voluntarily agreeing to participate. You are free to decline to answer any particular question you do not wish to answer for any reason. You can terminate the survey at any time.

If you have questions about the survey, please contact Jane Bokunewicz at [jane.bokunewicz@stockton.edu](mailto:jane.bokunewicz@stockton.edu) or 609 703-1946.

Your participation in this survey will help the CCGNJ to understand gambling perspectives of college students to assist in their mission of education and advocacy of the treatment of compulsive gambling. It will be very much appreciated.

Gambling Problem? Call 1 (800) Gambler

## Appendix B

### College Gambling Study

#### College Students Gambling Perspectives Study Informed Consent

This study is being conducted by Jane Bokunewicz, an Assistant Professor of hospitality at Stockton University and the Levenson Institute of Gaming Hospitality and Tourism (LIGHT) Fellow for 2015-2016, for the Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ)

If you choose to participate you will be asked to complete an online, 22 question survey. The survey will take less than 5 minutes to complete. The survey will attempt to measure whether a relationship exists between gambling and social media/video games, if wagers are placed on such games, as well as whether students wager on college/professional sports.

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Your participation in this survey will help the CCGNJ to understand gambling perspectives of college students to assist in their mission of education and advocacy of the treatment of compulsive gambling. It will be very much appreciated.

#### Gambling Problem? Call 1 (800) Gambler

1. What is your age?

2. What is your gender?

- Male
- Female
- Other (please specify)

3. What is your class standing?

- Freshman
- Sophomore
- Junior
- Senior

4. What is your primary racial/ethnic identity?

- White
- Hispanic/Latino
- African American
- Asian
- Pacific Islander
- Native American
- Other (please specify)

5. How are you funding your college education?

- Student Loans
- Endowments
- Family Funded
- Other (please specify)

6. What Internet Sites do you visit regularly? Check all that apply

- |   |                                   |   |
|---|-----------------------------------|---|
| <input type="checkbox"/> Viver                  | <input type="checkbox"/> Spotify  | <input type="checkbox"/> Snapchat                     |
| <input type="checkbox"/> Yikyak                 | <input type="checkbox"/> Vine     | <input type="checkbox"/> Instagram                    |
| <input type="checkbox"/> What's App             | <input type="checkbox"/> Kik      | <input type="checkbox"/> Youtube                      |
| <input type="checkbox"/> Tumblr                 | <input type="checkbox"/> Facebook | <input type="checkbox"/> Match.com                    |
| <input type="checkbox"/> Pinterest              | <input type="checkbox"/> Pandora  | <input type="checkbox"/> Tinder                       |
| <input type="checkbox"/> Skype                  | <input type="checkbox"/> Twitter  | <input type="checkbox"/> I don't visit Internet Sites |
| <input type="checkbox"/> Other (please specify) |                                   |   |

## College Gambling Study

7. What is the average number of hours you spend on the above Internet Sites Each Day

8. On which device do you visit the above sites? Check all that apply

- Tablet
- Computer
- Smartphone
- I don't visit Internet Sites
- Other (please specify)

## College Gambling Study

9. Which of the following games do you play regularly? Check all that apply.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Sky Landers            | <input type="checkbox"/> Hearthstone      | <input type="checkbox"/> Pathfinder                           |
| <input type="checkbox"/> League of Legends      | <input type="checkbox"/> Trivia Crack     | <input type="checkbox"/> Cards Against Humanity               |
| <input type="checkbox"/> Tetris Battle          | <input type="checkbox"/> Super Smash Bros | <input type="checkbox"/> Dungeons and Dragons                 |
| <input type="checkbox"/> Words with Friends     | <input type="checkbox"/> 8 Ball Pool      | <input type="checkbox"/> I don't Play Internet or Video Games |
| <input type="checkbox"/> Mario Kraft            | <input type="checkbox"/> Minecraft        |   |
| <input type="checkbox"/> The Sims               | <input type="checkbox"/> Call of Duty     |   |
| <input type="checkbox"/> Other (please specify) |   |   |

## College Gambling Study

10. What is the average number of hours you spend on the above video games each day?

11. On which device do you visit the above sites? Check all that apply

- Tablet
- Computer
- Smartphone
- I don't Play On-line games
- Other (please specify)

12. How often have you made purchases to either extend or enhance Internet play/game experiences?

- Frequently
- Occasionally
- A few times
- One Time
- Never

## College Gambling Study

13. How do you view gambling as an activity?

- Very Positive
- Positive
- Neutral
- Negative
- Very Negative

14. At what age did you first gamble?

- 11-13
- 14-16
- 17-19
- 20-22
- Older than 22
- Don't remember
- I have never gambled

## College Gambling Study

15. How often have you gambled for money in the past?

- Frequently
- Occasionally
- A few times
- One Time
- Never

16. Do you currently gamble for money?

- Yes
- No

17. If you gamble for money from where do you get the money? Check all that apply.

- Siblings
- Parents
- Friends
- Job
- I don't gamble
- Other (please specify)



18. Who knows that you gamble?

Mother

Friends

Father

Teachers

Siblings

I don't gamble

Guardian

Other (please specify)

19. Has your gambling caused any serious problems in the past three months? For example stress, anxiety, arguments with friends, worries about money, health problems, legal problems, problems at school or work?

Yes

No

I don't gamble

## College Gambling Study

20. Do your friends gamble?

Most of them

Some of them

A few of them

Don't know

None gamble

21. How do you or your friends gamble? Check all that apply.

Internet

Games of Skill

Fantasy Sports

Lottery

Casino Slot Machines

None Gamble

Wagering on Sports Events

Casino Table Games

22. How likely do you think you will gamble in the future?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Not sure/don't know