Betting On Our Future

2022 Youth Gambling Survey
Summary of Findings

Overview

The California Office of Problem Gambling provides funding to the California Friday Night Live Partnership (CFNLP) to support the Betting On Our Future (BOOF) program. BOOF provides opportunities for young people to raise awareness of the signs, behaviors, and consequences of underage gambling. BOOF participants utilize a multimedia marketing approach to shed light on the problem and share resources for those in need.

In their efforts to reduce youth access to gambling activities and products, BOOF participants engage local lottery merchants, utilize social media, and conduct research on the issue. Between October and December of 2022, BOOF participants engaged in a statewide survey initiative to assess the prevalence of underage gambling among youth in California through the BOOF Youth Gambling Survey.

Survey Administration & Analysis Methodology

The BOOF Youth Gambling survey consisted of basic demographic questions and items to assess gambling behaviors and attitudes.

The survey was made available to youth across California (CA) via an online survey link through SurveyMonkey.

BOOF sites directed program participants to the survey link and instructed them to share the link with youth within their circle and have those youth also further disseminate the survey to youth within their respective circles.

1,338 surveys were collected from **47** counties across CA

Descriptive analyses were used to summarize the data. Non-parametric tests (i.e., Mann-Whitney U) were used to examine associations between gambling behavior and attitudes, and chi-square was used for comparisons with categorical data.

This report was prepared by Kathleen Tebb, Ph.D., on behalf of the California Friday Night Live Partnership with funding from the California Office of Problem Gambling.

January 5, 2023

Results: Participant Demographics

Survey Responses by County

A total of 1,338 surveys were collected from 47 counties across California. Of these, 1,253 respondents provided the name of their county. **Table 1** shows the distribution by county.

Table 1: Participants by County	Frequency	Percent
Alameda	57	4.5%
Amador	24	1.9%
Butte	2	.2%
Calaveras	9	.7%
Colusa	3	.2%
Contra Costa	3	.2%
Del Norte	4	.3%
Do Not Know	45	3.6%
El Dorado	9	.7%
Fresno	87	6.9%
Glenn	41	3.3%
Inyo	1	.1%
Kern	4	.3%
Kings	1	.1%
Lake	1	.1%
Los Angeles	43	3.4%
Madera	5	.4%
Marin	1	.1%
Mariposa	5	.4%
Mendocino	5	.4%
Modoc	51	4.1%
Monterey	7	.6%
Napa	247	19.7%
Orange	35	2.8%

Participants by County (cont.)	Frequency	Percent
Placer	3	.2%
Riverside	18	1.4%
Sacramento	9	.7%
San Benito	1	.1%
San Bernardino	129	10.3%
San Diego	9	.7%
San Francisco	16	1.3%
San Joaquin	2	.2%
San Luis Obispo	8	.6%
San Mateo	1	.1%
Santa Barbara	1	.1%
Santa Clara	191	15.2%
Santa Cruz	3	.2%
Shasta	1	.1%
Sierra	6	.5%
Solano	38	3.0%
Sonoma	1	.1%
Stanislaus	12	1.0%
Sutter	2	.2%
Tulare	98	7.8%
Tuolumne	4	.3%
Ventura	6	.5%
Yolo	4	.3%
Total	**1,253**	**100%**

Age, Ethnicity, and Gender

Across survey respondents, 87.4% were under the age of 18, 6.4% were between the ages of 18 and 20, and 6.4% were 21 years or older (see **Table 2**).

Table 2: Age	Frequency	Percent
10	7	.6%
11	6	.5%
12	20	1.6%
13	55	4.4%
14	251	20.0%
15	166	13.2%
16	263	21.0%
17	327	26.1%
18	52	4.2%
19	15	1.2%
20	12	1.0%
21	17	1.4%
22	11	.9%
23	9	.7%
24	6	.5%
25+	36	2.9%
Total	1,253	100%

Diversity of Survey Participants

87.4% Under Age 18
81.2% Non-White
48.2% Female

Table 3 summarizes the race/ethnicity distribution of respondents. They could select all that apply.

Table 3. Race/ethnicity	Frequency	Percent
Multi-ethnic	67	4.5%
Hispanic/Latinx	489	32.5%
Asian American/Pacific Islander	428	28.5%
White/European	282	18.8%
African American/Black	84	5.6%
Native American/Indian	89	5.9%
Middle Eastern/North African	0	0.0%
Preferred not to say	50	3.3%
Other[1]	14	0.9%
Total	**1,503**	**100%**

[1]Other included: 9 who stated Indian but did not specify Asian or Native American, 1 Caribbean, 1 Sikh, 1 Stfu, 1 Armenian, and 1 “light-skin.”

Table 4 shows the distribution of survey respondents by their gender identity:

Table 4. Gender	Frequency	Percent
Female	644	48.2
Male	500	37.4
Genderqueer, neither exclusively male nor female	50	3.7
Female-to-Male (FTM)/Transgender Male/Trans Man	24	1.8
Male-to-Female (MTF)/Transgender Female/Trans Woman	3	0.2
Preferred not to say	32	2.4
Total	**1,253**	**100**

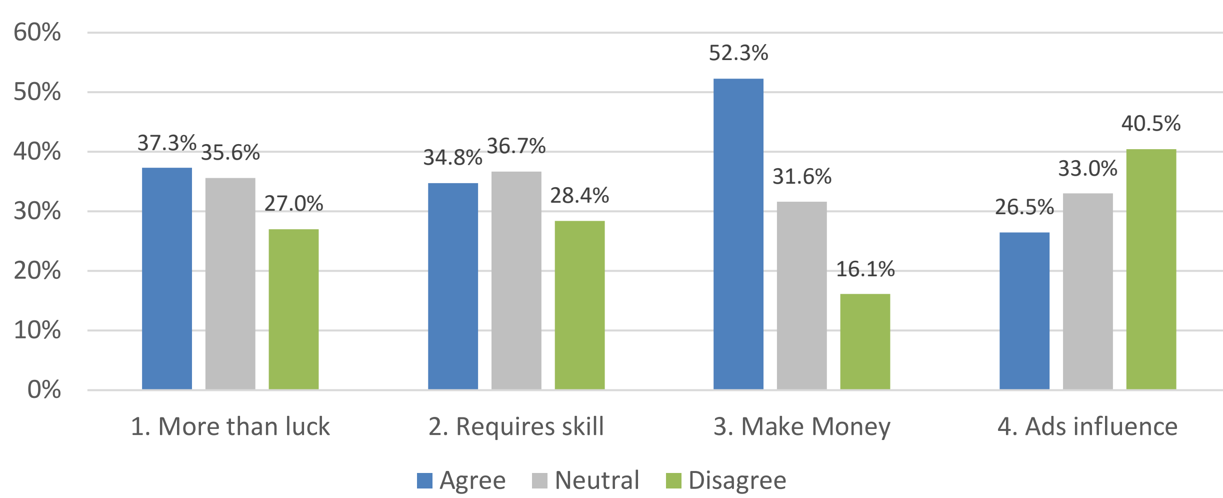
Results: Gambling Attitudes

Attitudes Toward Gambling

Participants were asked to rate four statements about gambling using a 5-pt Likert scale from Strongly Agree to Strongly Disagree. **Table 5** shows the distribution of responses for each item. **Figure 1** displays the distribution dichotomized data where Strongly Agree/Agree and Strongly Disagree/Disagree are combined.

Table 5. Attitude Statements:	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
1. Gambling is more than just luck.	111	8.7%	367	28.6%	457	35.6%	221	17.2%	126	9.8%
2. Betting on sports requires more skill than luck.	88	6.9%	357	27.9%	470	36.7%	251	19.6%	113	8.8%
3. People who know a lot about sports can make money betting on sports.	161	12.6%	508	39.7%	405	31.6%	135	10.5%	72	5.6%
4. Advertisements (online, TV, and print) influence my gambling/betting behaviors.	107	8.3%	233	18.2%	423	33.0%	233	18.2%	286	22.3%

Figure 1: Distribution of Dichotomized Responses



Attitudes Toward Gambling continued.

It was hypothesized that there would be differences in gambling attitudes by whether or not a respondent had gambled. **Table 6** shows the mean comparisons of gambling attitudes according to the participants' responses to ever gambled "Yes" vs. "No." The Independent-Samples Mann-Whitney U Test was used to test the statistical significance of rejecting the null-hypotheses that the means were equivalent. While the differences were minor, they were each statistically significant, suggesting that those who gambled were more likely to agree with each statement (as indicated by the higher mean scores).

Table 6. Mean comparison of gambling attitudes by ever gambled	Ever Gambled			
	Mean "Yes"	Mean "No"	Diff.	P-Value
1. Gambling is more than just luck.	3.17	3.01	0.16	.005
2. Betting on sports requires more skill than luck.	3.15	2.94	0.21	<.001
3. People who know a lot about sports can make money betting on sports.	3.40	3.26	0.33	<.001
4. Advertisements (online, TV, and print) influence my gambling/betting behaviors.	2.82	2.62	0.19	.005

Results: Gambling Behaviors

Respondents who Ever Gambled by Age and Gender

Over half of survey respondents (n=676, 55.5%) reported having ever gambled (**Figure 2**). Of those who reported the age at which they first started gambling, the overwhelming majority reported that they were under the age of 18. **Table 7** compares respondents who reported having ever gambled by age group (under 18, 18-20, and older than age 20). **Table 8** shows the complete distribution by age. **Table 9** provides the distribution of those who reported ever gambling by gender identity. Males were significantly more likely to gamble than females X^2 =20.332 (7, N=1253), p=0.005).

Figure 2. Have you ever gambled?

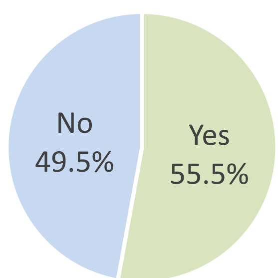


Table 7. Respondents who reported gambling by age group (n=599)

Age	Frequency	Percent
Under 18 years	568	94.8%
18-20	21	3.5%
>21 years	10	1.7%

Table 8. Respondents' age when first time gambling

Age when first gambled	Frequency	Percent
<5 years of age	10	1.7%
5-10	219	34.4%
11 to 13	206	39.6%
14 to 17	133	22.2%
18 to 21	21	4.0%
>21 years	10	1.7%
Total	599	100%

Table 9. Gender Identity of Respondents who reported ever gambled

Table 9. Gender Identity	Ever Gambled		Percent Yes
	No	Yes	
Female	353	291	45.2%
Male	214	286	57.2%
Genderqueer, neither exclusively male nor female	24	26	52.0%
Male-to-Female (MTF)/Transgender Female/Trans Woman	1	2	66.6%
Female-to-Male (FTM)/Transgender Male/Trans Man	10	14	58.3%
Preferred not to say	19	13	40.6%

Frequency of Gambling

The frequency of engaging in gambling activities is shown in **Table 10**. A total of 31.7% reported gambling once a month or more.

Table 10: Gambling Activities	Frequency	Percent
Every day	22	3.5%
More than twice a week	21	3.4%
Once or twice a week	31	5.0%
2-3 times per month	62	9.9%
Once a month	62	9.9%
2-3 times per year	199	31.9%
Once a year	84	13.5%
Less than once a year	143	22.9%

Types of Gambling Activities

The type of gambling survey respondents engaged in is reported in **Table 11**. Participants could select all that apply. There was a total of 3,370 responses to this question. The most frequent gambling activity was personal challenges (like a dare) at 19.4%, and fantasy sports were the least commonly reported activity.

Table 11: Gambling Activities	Frequency	Percent
Personal challenges (like a dare)	655	19.4%
Cards (when played for money or something else of value)	478	14.2%
Cultural games that involve betting or gambling (e.g., Loteria, Mah Jong, Keno, Pai Gow, Pachinko)	402	11.9%
Scratchers	393	11.7%
Bingo (when played for money or something else of value)	374	11.1%
Lottery tickets	299	8.9%
Sports betting (e.g., football, baseball, basketball, hockey, soccer, golf, bowling, pool, horse/animal racing, animal fighting)	290	8.6%
Dice (when played for money or something else of value)	235	7.0%
Social casino games (e.g., free-to-play gambling-like games on social networking sites)	124	3.7%
Fantasy sports	97	2.9%
Other Types of Activities[1]	23	0.7%

Purchases of Loot Boxes

Participants were asked, “If you have played video games/e-sports, have you ever purchased a loot box?" Of those who responded, 41.8% (n=559) reported purchasing a loot box.

Loot boxes are a feature of many video/online games. They contain a randomized collection of rewards such as in-game weapons, costumes, in-game currency, and more. This feature typically involves a sealed mystery “box” or “treasure chest” that can be earned through playing the game (e.g. leveling up) and/or paid for with real money. There is a strong association between loot boxes and problem gambling among youth.[2]

Location of Gambling Activities

The location of where gambling activities took place is reported in **Table 12**. Gambling activities most frequently occurred at home, followed by a friend’s home, school, and the internet.

Table 12: Gambling Activities	Frequency	Percent
Home	884	33.7%
Friend’s home	514	19.6%
School	437	16.6%
Internet	236	9.0%
Neighborhood (street, park, etc.)	203	7.7%
Amusement Park, carnival, or arcade	117	4.5%
Sporting Event	110	4.2%
Casino or card room	59	2.2%
Horse races	30	1.1%
Other[3]	37	1.4%
Total	2,627	100%

[1] Other activities included: Gacha games on mobile apps (e.g., Knights Chronicles, Genshin Impact) n=8, video games with gambling features n=6, Stocks n=2, online casino (not social networking)n=2, Casino slots n=2, bet on test n=2, online sports n=1, CSGO empire n=2, Dominos n=2, fighting n=1, coin pusher n=1, Pokémon card openings n=1, arcade n=1

[2] Kristiansen, S. & Severin, M.C. Loot Box Engagement and Problem Gambling Among Adolescent Gamers: Findings from a National Survey. Addictive Behaviors. 2020;103:106254

[3] Other locations included: Native events/locations (e.g., pow wow, roundhouse, lodge) n=9, store/mall n=6, church n=3, car n=3, Bingo Hall n=2, Teams/dance studio n=2 PDA hut n=2, dance studio n=1, with friends via text n=1, parties n=1, various locations n=1, restaurants/camping/islands n=1

Conclusion

This convenience survey of 1,253 participants showed that over half (55.5%) of respondents reported gambling. This data also indicates that underage gambling is a major concern. Most of the survey respondents (87.4%) were under 18 years of age, and nearly 95% of all participants reported they began gambling before the age of 18 years. Of these, approximately 1/3 were between the ages of 5-10 years, and almost 40% were between the ages of 11 and 13 when they first gambled. Almost 1/3 of participants reported gambling once a month or more.

The most frequently reported type of gambling activity was personal challenges (like a dare) at 19.4%. The top three gambling locations were at home, a friend's home, and school. Of those who played video games, many (41.8%) reported they purchased a loot box.

There was a range of attitudes toward gambling. Over 1/3 reported that they strongly agreed or agreed with the statement that gambling is more than luck and that betting on sports requires more skill than luck. Over half (52.3%) believed that people who know a lot about sports can make money betting on sports. Just over 1/4 of respondents felt that advertisements influenced their gambling behaviors. Those who gambled were significantly more likely to agree with the attitudinal statements than those who did not.

While this was a convenience sample and is therefore limited in its generalizability, it is important to acknowledge that participants came from diverse backgrounds. They came from 47 counties across California. Most (81.2%) were non-White, 48% identified as female, 37% male, and 7.5% were gender minorities. There were more female than male survey respondents (48% vs. 37%, respectively), and males were significantly more likely to gamble than females (57% vs. 45%). Despite the limitations of this study, these findings can provide valuable information to inform prevention efforts.

To learn more about our programs and efforts
to reduce youth access to gambling activities, please visit our website at:

www.bettingonourfuture.org

You can also visit our social media platforms
to review updates and information about our activities:

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