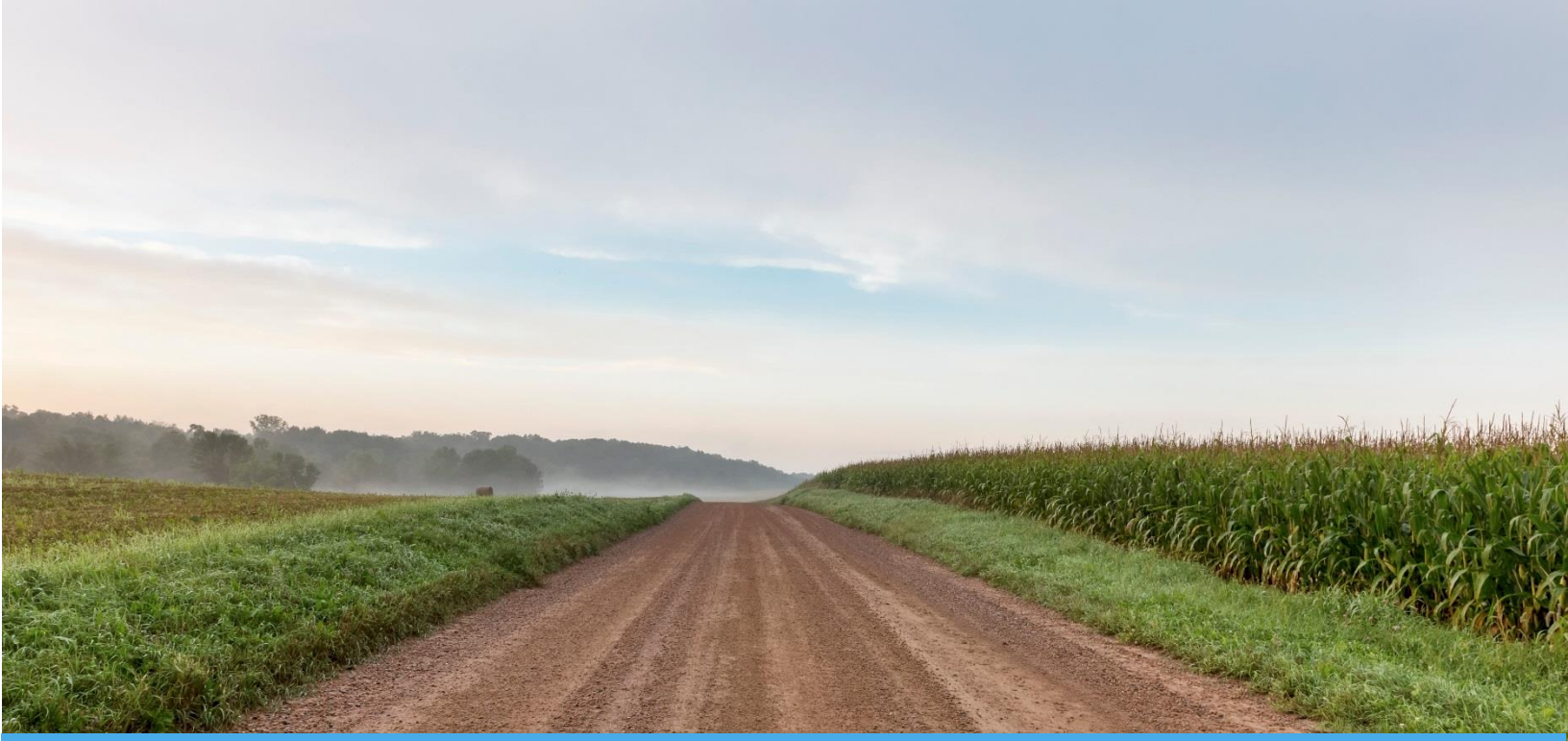

D. GAMING AND GAMBLING

GAMBLING ATTITUDES AND BEHAVIORS: A 2018 SURVEY OF ADULT IOWANS

Report 4 of 7

Prepared for
Iowa Department of Public Health
Iowa Gambling Treatment Program

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Protecting and Improving the Health of Iowans

IDPH Iowa Department of Public Health

July 2019

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The views and conclusions expressed in this report are the authors' and do not necessarily represent those of the Iowa Department of Public Health, Office of Problem Gambling Treatment and Prevention, or the University of Northern Iowa. This project was conducted under a contract between the University of Northern Iowa and the Iowa Department of Public Health.

This study was conducted by the Center for Social and Behavioral Research at the University of Northern Iowa under contract with and funding from the Iowa Department of Public Health, Office of Problem Gambling Treatment and Prevention.

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GAMING AND FANTASY SPORTS[1]

EXECUTIVE SUMMARY

GAMBLING ATTITUDES AND BEHAVIORS: A 2018 SURVEY OF ADULT IOWANS

Prepared for the Iowa Department of Public Health, Iowa Gambling Treatment Program by the Center for Social and Behavioral Research, University of Northern Iowa

May 2018

BACKGROUND & METHODOLOGY

The 2018 Survey of Public Gambling Attitudes and Behaviors Toward Gambling was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) and funded by the Iowa Gambling Treatment Program (IGTP) at the Iowa Department of Public Health (IDPH).

The 2018 Survey of Public Attitudes and Behaviors Toward Gambling used dual-frame (land and cell) random digit dial (DF-RRD) telephone sampling methodology. A total of 1,761 interviews (190 landline and 1,571 cell phone) were completed from September 12, 2018, to January 16, 2019. Similar studies were conducted in 2011, 2013 and 2015.

The primary purpose of this study was to collect data from adult Iowans to assess types and frequency of gambling activities, prevalence of problem gambling, and awareness and opinions of publicly-funded gambling treatment services.

The 2018 data have been weighted in order to obtain point estimates to allow population generalization of non-institutionalized adults in Iowa (weighting variables included age, ethnicity, race, education, place and telephone status).

KEY FINDINGS

More than half of adult Iowans (56%) participated in gaming in the past 12 months on mobile devices, gaming consoles, computers or within social media websites. Gamers were more likely to be employed (70%), in the younger age group (18-43 years: 41%), and were less likely than non-gamers to be married (50%). There was not a difference in gaming by gender.

About half of the gamers (45%) played games every day. The most used devices were smartphones, tablets or mobile devices (70%).

About 15% of adult Iowans spent money[2] in in-app/in-game purchases in the past 12 months. This was an increase from the assessment in 2015 (spent money in in-app purchases: 9%). About 1% of gamers bet or wagered on outcomes of games in the past 12 months.

About 3 in 4 gamers (79%) were also engaged in other types of gambling. Among those who played games, 39% also gambled in casinos, 61% purchased lottery tickets and 59% participated in other gambling activities in the past 12 months.

Among gamers who spent money on in-app/in-game purchases, 26% were classified as at-risk gamblers.

[1] This is the fourth report of a series (seven in total) produced from the 2018 Survey of Public Gambling Attitudes and Behaviors toward Gambling.
[2] Money does not include digital currency that is given as bonus or free.

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SECTION D. Prevalence of Gaming

This section will focus on gaming and fantasy sports among adult Iowans. For those who engaged in these gaming behaviors, respondents were asked if they have bet or wagered money on the outcomes of games.

In this study, "gaming" was defined as any type of game including those played on mobile devices, gaming consoles, computers or on social media websites. Non-electronic versions of games, such as board games, card games, puzzles, etc., were not included.

GAMING

The majority of adult Iowans participated in gaming activities on mobile devices, gaming consoles, computers or on social media websites. About half of adult Iowans (46%) played games in the past 30 days, about 6 in 10 adult Iowans (56%) participated in gaming activities in the past 12 months, and about 7 in 10 adult Iowans (68%) ever participated in gaming activities in the past.

46.3% Pop. Est.: 1,070,896	Gaming in the past 30 days
55.5% Pop. Est.: 1,284,294	Gaming in the past 12 months
68.0% Pop. Est.: 1,573,572	Gaming in the past (ever gaming)

The prevalence of participating in gaming and fantasy sports in the past 12 months was 56% and it was similar to the estimates in 2015.

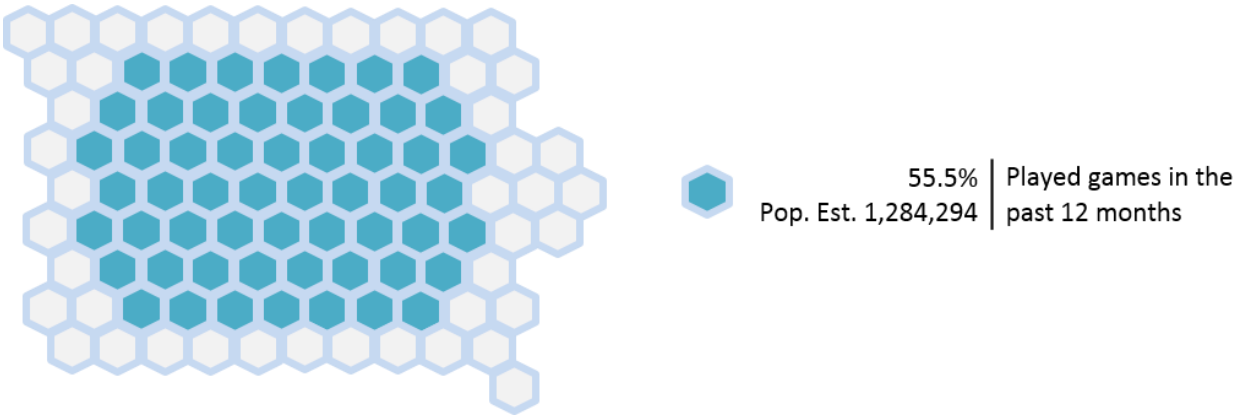

Figure D-1. Prevalence of gaming in the past 12 months

Gaming And Demographic Characteristics

Gamers were more likely to have a child or children in their household, be aged 18-49 years old, be employed and unmarried than were those who did not participate in gaming activities in the past 12 months (see Table D-1).

Table D-1. Demographic characteristics of gamers in the past 12 months

	Non-gamers	Gamers	State
Gender	%	%	%
Male	48	48	48
Female	52	52	52
Children in the household*			
Yes	28	41	35
No	72	59	65
Age group*			
18-34 years	15	41	30
35-49 years	19	29	24
50-64 years	34	18	25
65 years or older	32	12	21
Hispanic or Latino	7	4	6
Race			
White	88	89	89
Other	12	11	11
Employment status*			
Employed	60	70	65
Not currently employed	40	30	35
Marital status*			
Married or cohabitating	64	50	56
Divorced, separated, never married, widowed	36	50	44
Education			
High school graduate or less	35	37	36
College 1 year to 3 years	33	35	34
College 4 years or more	32	28	30
Household income			
Less than $25,000	22	23	23
$25,000 - $49,999	22	20	21
$50,000 - $74,999	18	22	20
$75,000 or more	38	35	36
Place of residence			
On a farm or rural setting/small town	48	42	45
Large town (5000-25,000 people)	17	21	19
City (25,000-150,000 people)	30	30	30
In a city of 150,000 or more	6	7	7

* $p < .05$

Gaming Behaviors

About half of gamers (45%) played every day in the past 12 months and about one-third played games one to three times a week. (see Figure D-2).

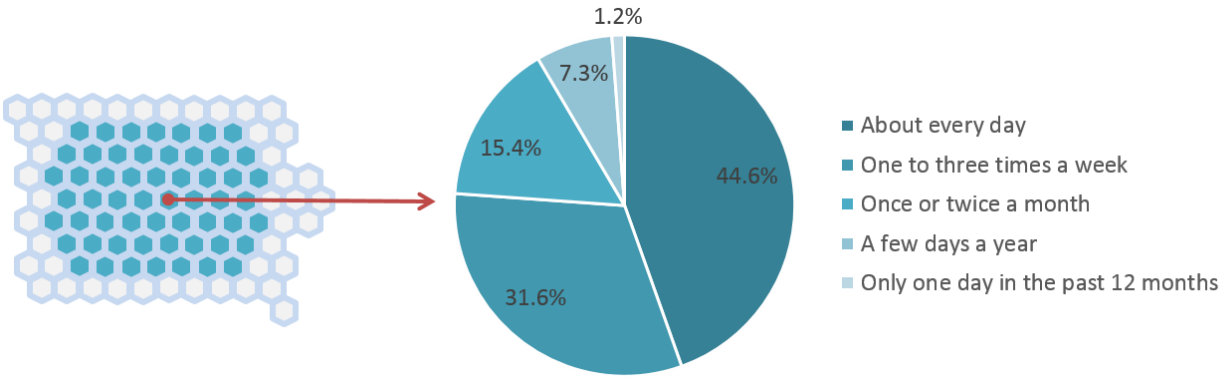

Figure D-2. Gaming behavior in the past 12 months

From these participants who played games who played in the past 12 months, the most commonly used devices were smartphones, tablets or other mobile devices (70%), followed by gaming consoles such as Xbox (16%) and computers (13%) (see Figure D-3).

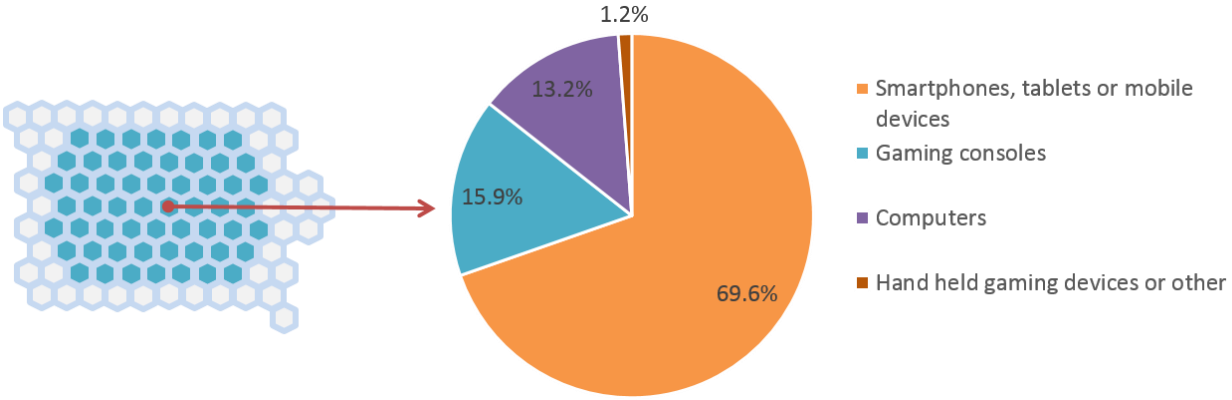

Figure D-3. Gaming devices in the past 12 months

About 18% of adult Iowans have ever spent money on in-game currency, additional lives, enhancements, or power-ups when playing games (see Figure D-4).

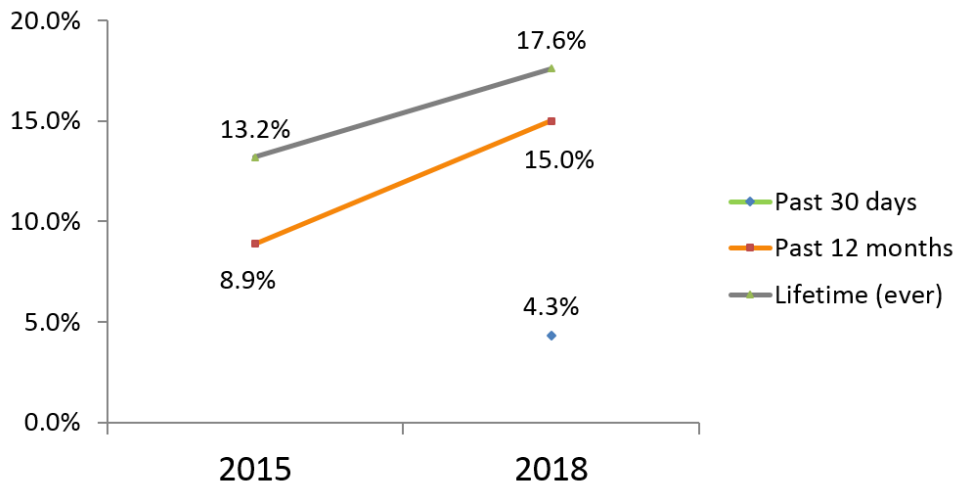

Figure D-4. Adult Iowans who spent real money on in-game currency, additional lives, enhancements or power-ups

Among those who ever spent money (18% of adult Iowans), 72% stated that they spent the money at least a few times a year. Only 6% of those who ever spent real money did not spend the money in the past 12 months (see Figure D-5).

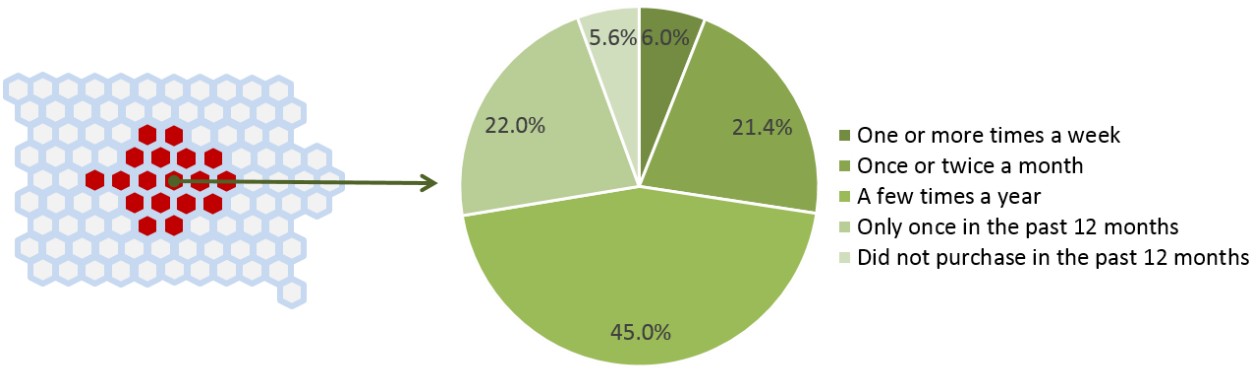

Figure D-5. Frequency of spending for adult Iowans who spent real money in in-game currency, additional lives, enhancements or power-ups

Only 1% of of adult Iowans ever bet or wagered real money on the outcome of mobile, console or computer games, whether or not they were playing the games.

1.1% Pop. Est.: 24,518	Bet or wager on the outcome of a game

About 4 in 5 gamers (79%) were likely to have engaged in some type of gambling behaviors in the past 12 months (see Figure D-6). Of these gamers:

- 39% engaged in casino gambling such as slot machines or cards
- 61% engaged in lottery games such as Powerball or scratch tickets
- 59% engaged in other types of gambling such as office pools or daily fantasy sports

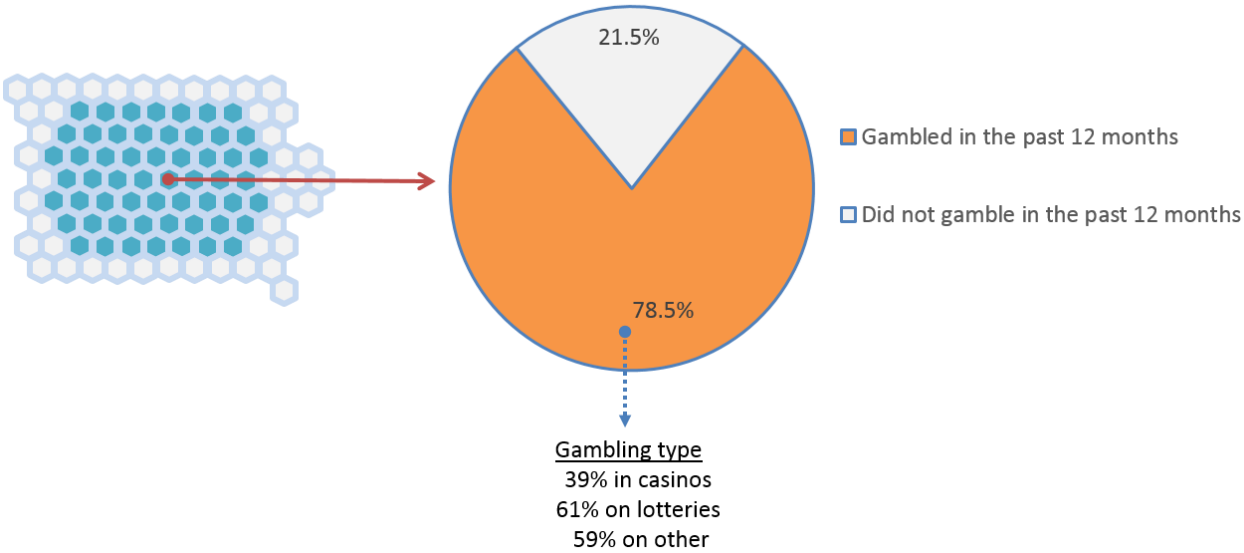

Figure D-6. Gamers and gambling behavior in the past 12 months

Gaming, In-game Purchases and At-risk Gamblers

About 56% of adult Iowans played games in the past 12 months. About 1 in 7 of these gamers (16%) were also classified as at-risk gamblers.

Of the 18% of adult Iowans who ever spent money on in-game currency, additional lives, enhancements or power-ups when playing games, 26% were also classified as at-risk gamblers (see Figure D-7).

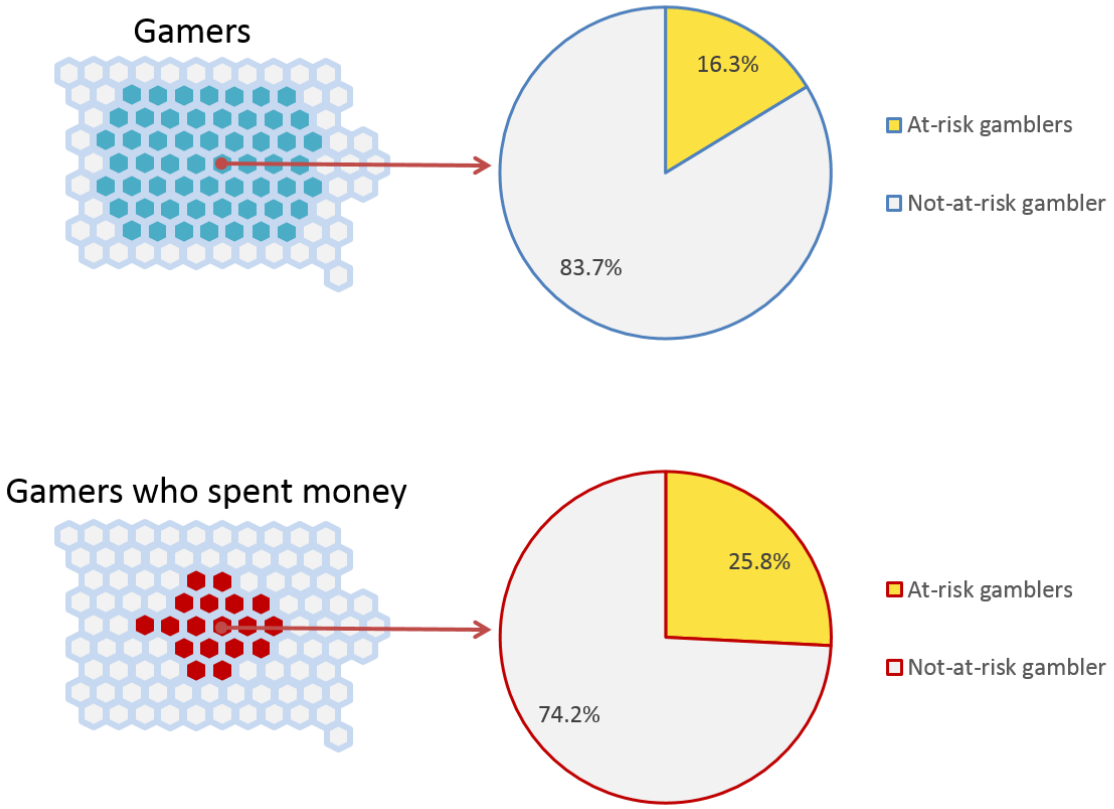

Figure D-7. Gamers who are at-risk gamblers