GAMING AND FANTASY SPORTS

GAMBLING ATTITUDES AND BEHAVIORS: A 2015 SURVEY OF ADULT IOWANS

Report 4 of 6

Prepared for
Iowa Department of Public Health
Iowa Gambling Treatment Program

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GAMING AND FANTASY SPORTS[1]

EXECUTIVE SUMMARY

GAMBLING ATTITUDES AND BEHAVIORS: A 2015 SURVEY OF ADULT IOWANS

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

May 2016

BACKGROUND & METHODOLOGY

The 2015 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 2015 Survey of Public Attitudes and Behaviors toward Gambling used a dual-frame (land and cell) random digit dial (DF-RRD) telephone sampling methodology. A total of 1,825 interviews (549 landline and 1,276 cell phone) were completed from September 10th, 2015 to December 8th, 2015. Similar studies were conducted in 2011 and 2013.

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 2015 data have been weighted in order to obtain point estimates to allow generalization to the population of non-institutionalized adults in Iowan (weighting variables included age, ethnicity, race, education, place, and telephone status).

KEY FINDINGS

More than half of adult Iowans (57%) 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 females (55%), employed (70%), in the younger age group (18-43 years: 44%), and were more likely than non-gamers to have some college education (57%).

About three in four gamers (76%) were also engaged in other types of gambling. About 9% of gamers spent real money on game purchases, power ups (e.g. extra tools to advance in games), extra lives (e.g. in addition to the default number of lives) , etc. About 2% of gamers bet or wagered on outcomes of games in the past 12 months.

Fewer than one in ten adult Iowans (8%) have engaged in **fantasy sports** in the past 12 months. Fantasy sport players are more likely to be male (78%), have a child or children in their households (48%), have college degrees (33%), have incomes of $75,000 or more (64%), and be employed than non-fantasy sport players. In addition, fantasy sport players were least likely to be 55 or older (7%) than non-fantasy sport players

About nine in ten fantasy sport players (91%) were also engaged in other types of gambling. About 53% of players have bet or wagered money on fantasy sports in the past 12 months. About 4% of players bet on fantasy sports in the past 12 months.

[1] This is the fourth report of a series (six in total) produced from the 2015 Survey of Public Gambling Attitudes and Behaviors toward Gambling.

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SECTION D. Gaming and Fantasy Sports

This section will focus on gaming and fantasy sports among adult Iowans. For those who engaged in these gaming behaviors, follow-up questions 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, such as Candy Crush, World of Warcraft, Call of Duty, Farmville, etc. Non-electronic version of games such as board games, card games, puzzles, etc. are not included.

Additionally in this study, "fantasy sports" was defined as games in which people can draft professional league players onto teams that compete in online leagues, where scoring points is determined by the actual performance of those players. Some examples include fantasy football, baseball, basketball, golf, etc. This definition was not specific to Daily Fantasy Sports or DFS.

The prevalence of gaming and fantasy sports in the past 12 months is shown in Figure D-1.

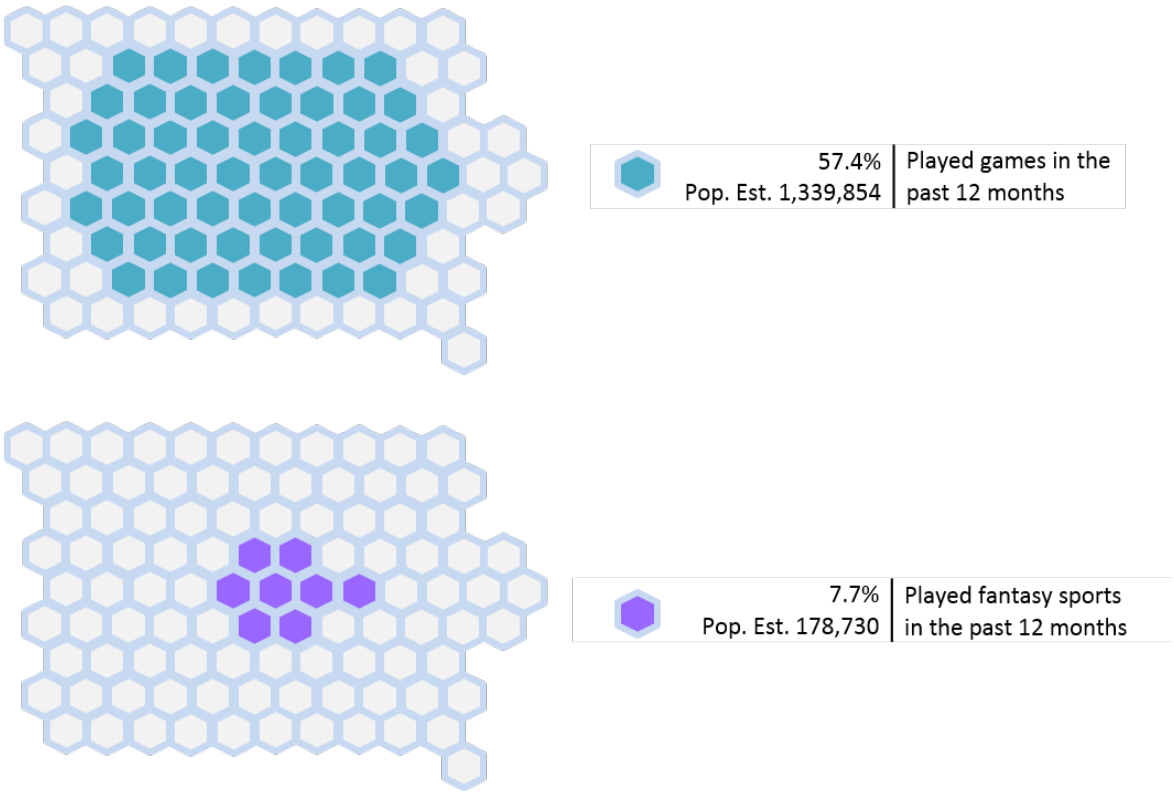

Figure D-1. Prevalence of gaming and fantasy sports in the past 12 months

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 (48%) played games in the past 30 days, about six in ten adult Iowans (57%) participated in gaming activities in the past 12 months, and about seven in ten adult Iowans (67%) participated in gaming activities in the past.

47.8% Pop. Est.: 1,116,015	Gaming in the past 30 days
57.4% Pop. Est.: 1,339,854	Gaming in the past 12 months
67.4% Pop. Est.: 1,572,623	Gaming in the past (ever gaming)

Figure D-2. Prevalence of gaming in 2015

GAMING AND DEMOGRAPHIC CHARACTERISTICS

Gamers are more likely to be females with a child or children in their household, aged 18-34 years old, and employed than those who did not participate in gaming activities in the past 12 months. Also, Iowans with high school diplomas or less were least likely to participate in gaming activities. Iowans who lived on farms, in rural settings or in small towns were also least likely to participate in gaming activities (see Table D-1).

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

	Non-gamers Valid %	Gamers Valid%	State Total %
Gender*			
Male	55	45	49
Female	45	55	51
Children in the household*			
Yes	24	46	36
No	77	54	64
Age group*			
18-34 years	12	44	30
35-54 years	27	35	32
55 years or older	61	21	38
Hispanic or Latino	5	3	4
Race			
White	92	92	92
Other	8	8	8
Employment status*			
Employed	53	70	63
Not currently employed	47	30	38
Marital status			
Married or cohabitating	58	56	57
Divorced, separated, never married, widowed	42	44	43
Education*			
High school graduate or less	46	35	40
College 1 year to 3 years	30	36	33
College 4 years	16	21	19
Graduate or professional school	8	8	8
Household income			
Less than $25,000	24	24	24
$25,000 - $49,999	28	23	25
$50,000 - $74,999	19	21	20
$75,000 or more	29	32	31
Place of residence*			
On a farm or rural setting/small town	47	38	42
Large town (5000-25,000 people)	17	20	19
City (25,000-150,000 people)	28	36	33
In a city of 150,000 or more	7	6	7

* $p < .05$

GAMING AND OTHER GAMBLING BEHAVIORS

About three in four gamers (76%) were likely to have engaged in some type of gambling behaviors in the past 12 months (see Figure D-3). Of these gamers:

- 39% engaged in casino gambling such as slot machines or cards
- 54% engaged in lottery games such as Powerball or scratch tickets
- 56% engaged in other types of gambling such as office pools

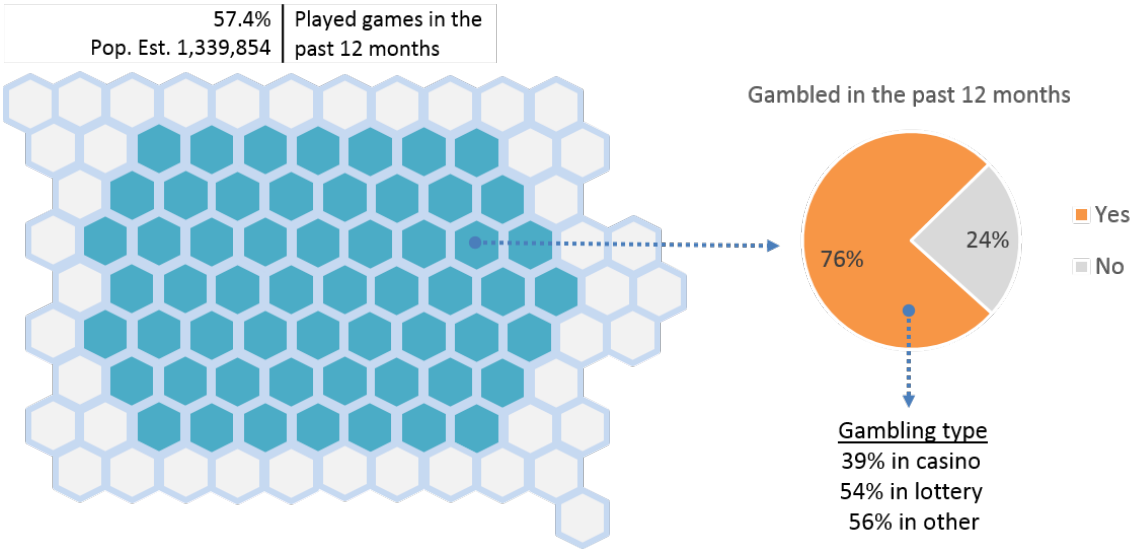

Figure D-3. Gamers and gambling behavior in the past 12 months

GAMING, IN GAME PURCHASES, BETTING IN GAMES AND AT-RISK GAMBLERS

About 13% of adult Iowans have ever spent real money on in-game currency, additional lives, enhancements, or power ups when playing games. In the past 12 months, slightly fewer than one in ten adult Iowans (9%) spent real money on in-game currency, additional lives, enhancements, or power ups. About one in four of those gamers (28%) who spent real money in-game currency, additional lives, enhancements, or power ups, were at-risk gamblers.

A small portion of adult Iowans (2%) bet or wagered on outcomes of games (e.g. tournaments or video games) within the past 12 months. Among gamers who bet or wagered money in tournaments or video games, four in ten (40%) were at-risk gamblers (see Figure D-4). However, due to the small sample size (about 1% of adult Iowans), this estimation should be interpreted with caution.

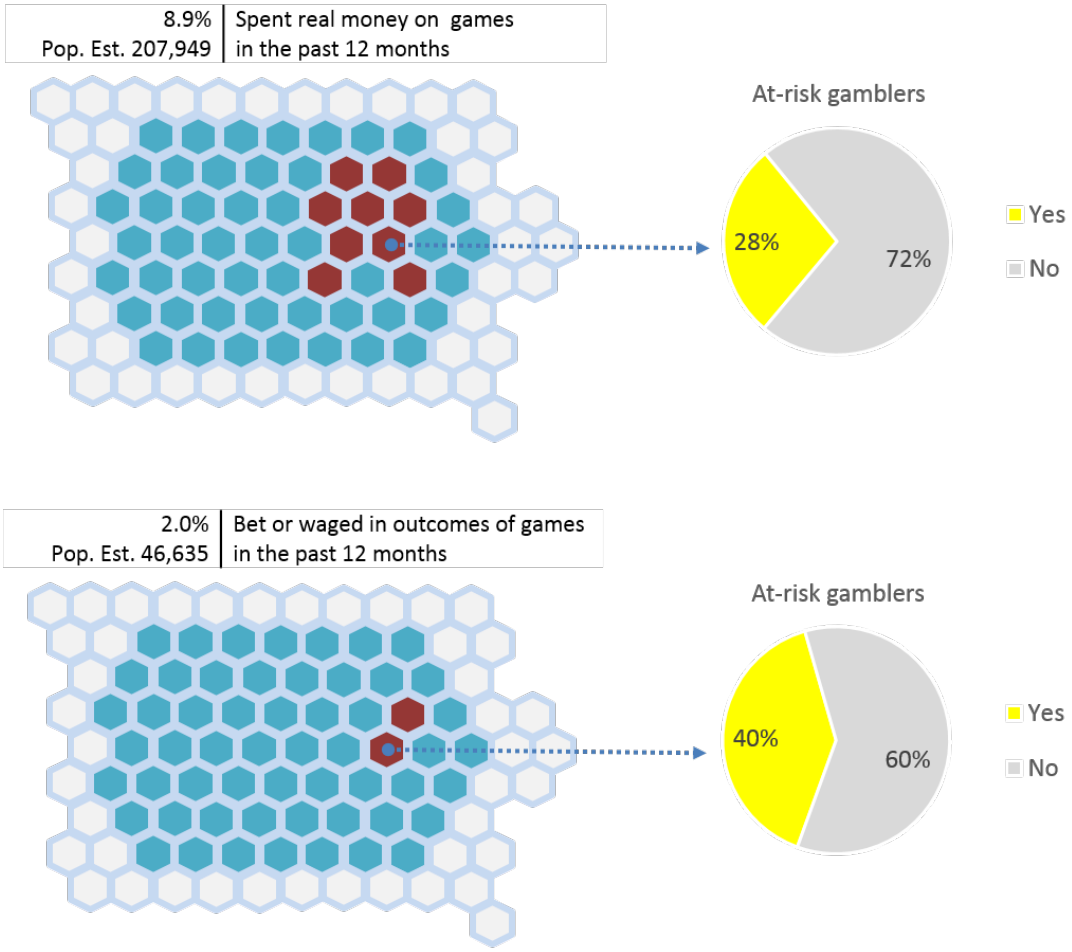

Figure D-4. Spending money or betting on gaming and at-risk gamblers[2]

[2] The point estimates have relatively larger confidence intervals (CIs). Among those who spent real money on games (8.9% of population), the point estimate for at-risk gamblers was 28%, 95% of CI between 19% to 38%. Among those who bet or waged on outcomes of games the point estimate for at-risk gamblers was 40%, 95% of CI between 22% to 60%.

FANTASY SPORTS

Fewer than one in ten adult Iowans (8%) have engaged in **fantasy sports** in the past 12 months. About 7% played fantasy sports in the past 30 days, and about 13% played fantasy sports in the past.

6.6% Pop. Est.: 154,692	Played fantasy sports in the past 30 days
7.7% Pop. Est.: 178,730	Played fantasy sports in the past 12 months
13.2% Pop. Est.: 307,742	Played fantasy sports in the past (ever played fantasy sports)

Figure D-5. Prevalence of fantasy sports in 2015

FANTASY SPORTS PLAYERS & DEMOGRAPHIC CHARACTERISTICS

Fantasy sports players were more likely to be male, have a child or children in their households, have college degrees, have household incomes of $75,000 or more, and be employed than non fantasy sport players. In addition, fantasy sports players were less likely to be 55 or older than were non fantasy sports players (see Table D-2).

Table D-2. Demographic characteristics of fantasy sports (FS) players in the past 12 months

	Non-FS players Valid %	FS players Valid%	State Total %
Gender*			
Male	47	78	49
Female	53	22	51
Children in the household*			
Yes	36	48	36
No	64	52	64
Age group*			
18-34 years	28	52	30
35-54 years	31	42	32
55 years or older	41	7	38
Hispanic or Latino	4	3	4
Race			
White	92	95	92
Other	8	5	8
Employment status*			
Employed	61	78	63
Not currently employed	39	22	37
Marital status			
Married or cohabitating	57	57	57
Divorced, separated, never married, widowed	43	43	43
Education*			
High school graduate or less	41	24	40
College 1 year to 3 years	33	33	33
College 4 years	18	33	19
Graduate or professional school	8	10	8
Household income*			
Less than $25,000	24	19	24
$25,000 - $49,999	26	16	25
$50,000 - $74,999	20	17	20
$75,000 or more	29	47	31
Place of residence			
On a farm or rural setting/small town	43	30	42
Large town (5000-25,000 people)	19	19	19
City (25,000-150,000 people)	32	42	33
In a city of 150,000 or more	6	9	7

FANTASY SPORTS BEHAVIORS

Among the 8% of adults who played fantasy sports in the past 12 months, one in four (24%) played about every day, and 67% played one to three times a week. Among those who played fantasy sports, 66% played on smartphones, tablets or other mobile devices. Also, six in ten fantasy sports players (60%) played on computers (see Figure D-6).

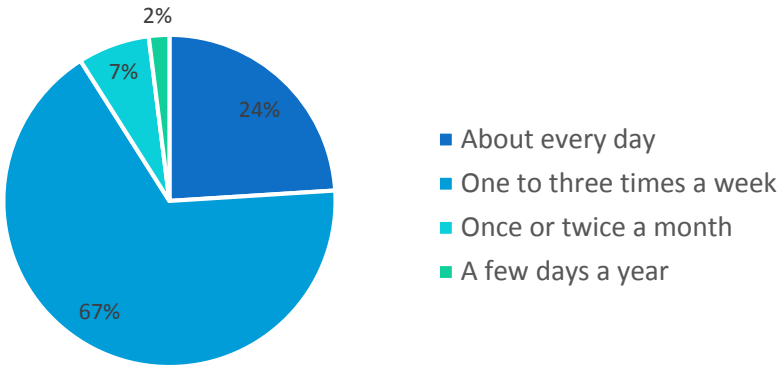

Figure D-6. Played fantasy sports in the past 12 months

FANTASY SPORTS AND OTHER GAMBLING BEHAVIORS

The vast majority of fantasy sports players (91%) were engaged in some type of other gambling behaviors in the past 12 months (see Figure D-7). Of these fantasy sports players:

- 66% engaged in casino gambling such as slot machines or cards
- 60% engaged in lottery games such as Powerball or scratch tickets
- 78% engaged in other types of gambling such as office pools or sports betting

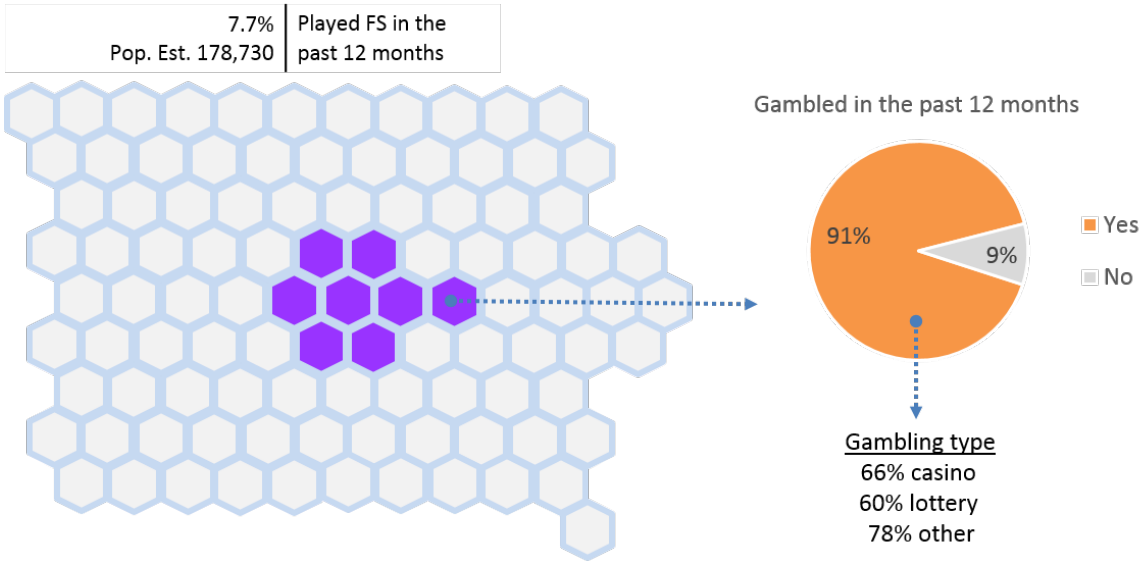

Figure D-7. Fantasy sports players and their gambling behaviors in the past 12 months

About half of those Iowans who played fantasy sports (53%) have bet or wagered money on fantasy sports in the past 12 months. This represents about 94,000 Iowans. Also, fantasy sports players were more likely to be at-risk gamblers (30%) than non-fantasy sports players (13%) (see Figure D-8).

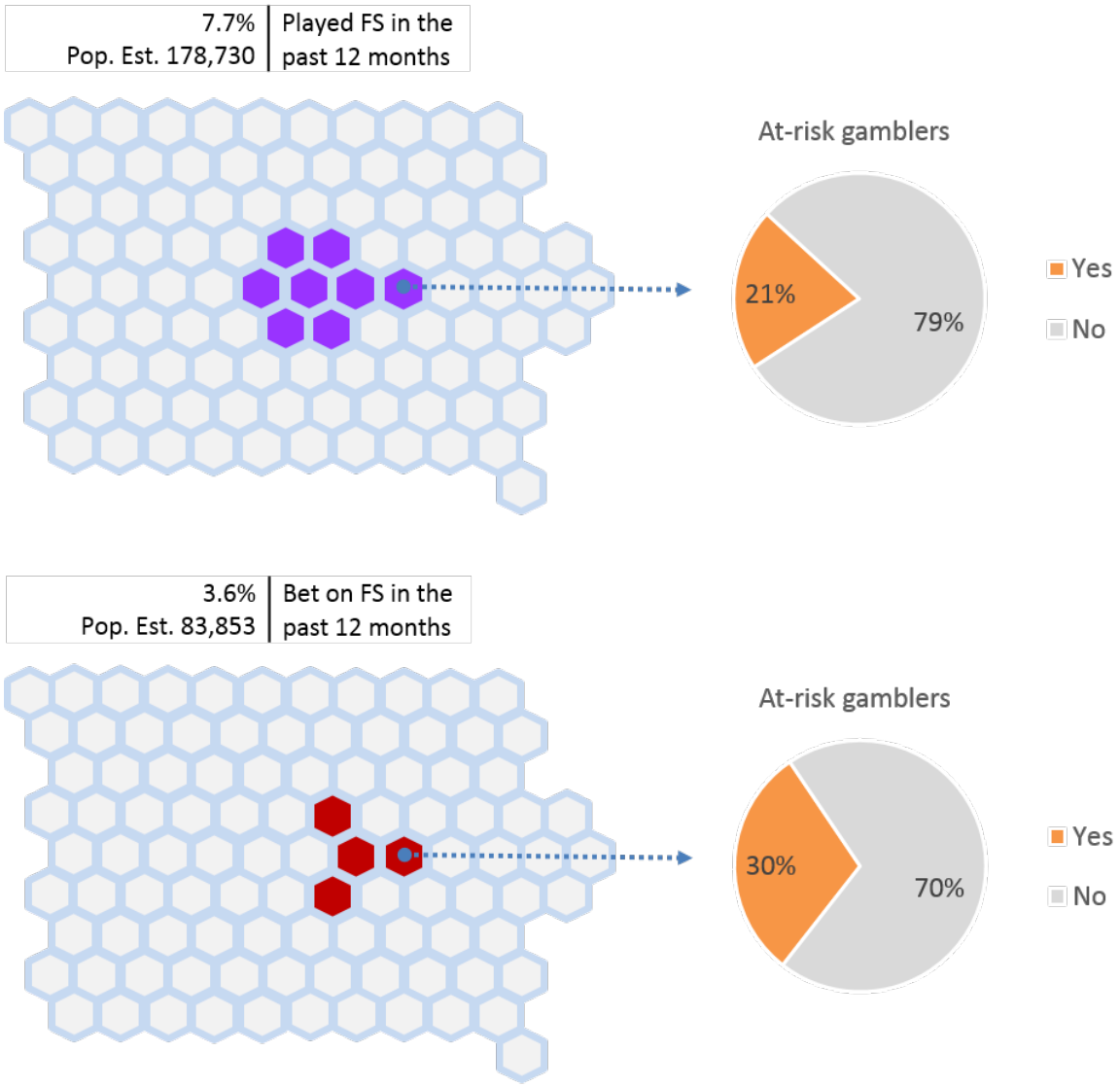

Figure D-8. Fantasy sports players and at-risk gamblers in the past 12 months[3]

[3] The point estimates have relatively larger confidence intervals (CIs). Among those who played FS (7.7% of population), the point estimate for at-risk gamblers was 21%, 95% of CI from 14% to 30%. Among those who bet on FS, the point estimate for at-risk gamblers was 30%, 95% of CI from 19% to 43%.