



Gambling Among Asian American College Students

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Asian Americans comprise a growing sector of the customer base of casino establishments across North America. Their importance to the industry was recently noted by Cindy Liu, Asian marketing coordinator at Mohegan Sun in Connecticut, who estimated that roughly 16% of the men and women who visit the casino are Asian Americans (Ornell, 2015). Although this percentage of Asians among casino customers was greater than it was ten years ago, in California the numbers have been very large for some time. In 2007, for example, about half of the patrons of a Los Angeles casino were Asian, although Asians were only 12% of the state's population at that time, in a study reported by Timothy Fong, co-director of UCLA's Gambling Studies Program (Center for Civil Society, 2007).

In many casinos, Asian-styled table games such as Pai Gao, a Chinese type of dominoes, are a familiar sight. Asian entertainers frequently perform and Asian ethnic cuisine is ubiquitous. The photo-journalist Yeong-Ung Yang reported that 80 casino buses pick up customers of Asian descent from San Francisco every day.

Similarly, 50 buses depart from Flushing, N.Y., and 50 from Boston daily, taking Chinese and Koreans to outlying casinos (Yang, Y-U, 2014). Typically, a round-trip costs \$15 dollars, and the ticket can include a voucher to use for gambling.

Games of fortune and notions of luck related to numerology have been popular in many Asian cultures and societies since ancient times. Many Asian Americans enjoy recreational gambling in the U.S. or Canada today but are not prone to gambling addiction. Yet studies suggest that a disproportionate number of them do suffer from problem or disordered gambling, although research on these problems is scant. For example, one study that found problem gambling is more prevalent among racial minorities than it is among whites; Asian Americans had a higher prevalence of problem gambling than any other racial-minority group (Welte, Barnes, Wieczorek, et al., 2004). An analysis of demographic characteristics of 144 phone calls to a gambling helpline found that Asian American gamblers were more likely to report suicide attempts related to gambling and problems with non-strategic gambling than white gamblers (Barry et al., 2009). Fong described social factors placing Asian Americans at risk for gambling problems, such as the stress experienced by migration and immigrant adaptation, racial-ethnic minority status, and low income status for a large sector of Asian American ethnicities (Fong, 2005).

New Pilot Study on College Age Gamblers of Asian American Descent

A new pilot study examines gambling behavior and the risk for problem gambling among college undergraduates, focusing on comparisons between Chinese Americans, Vietnamese Americans, and whites. Led by principal investigator, Carolyn Wong at the Institute for Asian American Studies at the University of Massachusetts Boston, the research was conducted at a public university in the Northeastern

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United States. Adolescents are known to be a population group vulnerable to developing gambling problems. Adolescent Asian American college students are doubly at risk because of their racial-ethnic minority status and age. The study used the self-identification of students from registration records in the sampling design. A survey asked participants to identify their race-ethnicity, which could include one or more of several racial-ethnic groups. Equal sized randomly drawn samples of Chinese American, Vietnamese American, other Asian, white, and a residual category, i.e., all others, were drawn from a list of enrolled undergraduate students. The residual category included sufficient numbers of blacks and Latinos to enable comparative analysis with other groups. An online version of the Canadian Adolescent Gambling Inventory (CAGI) scale was used, supplemented by question on socio-demographic background and other topics of interest.

The results will be reported in detail at a later time, but some highlights from the study findings are the following:

- Among white students, a larger percentage reported gambling at all in the past 3 months (68) than the comparable proportions among Chinese (53), Latinos (46).
- Among the Chinese, Latino, and black students who had gambled at all in the past 3 months, a larger proportion were in the high-severity category of risk for problem gambling, using the CAGI criteria. The percentages were for whites: 2.7; Chinese: 14.9; Latinos: 18.2 and blacks: 15.7.

Other researchers have similarly found that Chinese American adolescents tend to gamble less than their white adolescent counterparts; but among the Chinese Americans who do gamble there is a greater risk for problem gambling than among the whites (Kong et al., 2013). To date, the reason for this pattern is unexplained.

- Among Chinese students sampled in this pilot study, a larger proportion of Chinese students (43.4 percent) reported concern about parental gambling problems than the comparable proportion among whites (22.2 percent).

In many Chinese families, adult immigrants are typically reluctant to reveal private information about gambling problems or other concerns about mental

health for fear of stigmatization. The researchers plan to further explore how young adults may be a source of information about how gambling behavior affects family relationships.

The racial-demographic mix of the population at the study site did not include a sufficiently large number of enrolled Koreans, South Asians, or Filipinos to draw samples equal in size to the Chinese or Vietnamese samples. In future studies at other sites, it will be important to study these other Asian ethnic groups.

In light of the disproportionate risks for problem gambling faced by Chinese, Hispanic/Latino, and black students, there is a need for college health services to develop and provide culturally tailored screening and diagnostic tools that will identify students prone to gambling disorders.

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Gambling and Seniors - The Minnesota Experience

Todd Maki, Research Analyst, Minnesota State Lottery

What is your first thought when I say “Gambling and Seniors”?

The images that come to mind might be high school or college seniors, dorm rooms and internet poker games but what I am talking about are the senior citizen kind of seniors – the folks at the other end of the age spectrum. Here in the Land of 10,000 Lakes, we have been studying attitudes, opinions and behaviors related to gambling among Minnesota’s adults, including seniors, for the past 20 years.

Our survey work on this topic started back in the early 1990’s. The state constitutional prohibition on lotteries had been repealed by the voters, statutes that set the legal boundaries – the do’s and don’ts, the shall’s and shall not’s – had been written, the governor had appointed the first Lottery director, licenses granted to retailers to sell lottery games, a vendor selected to install and run a system via dial-up and dedicated phone lines to print tickets for jackpot games and validate winning tickets, the start-up loan had been paid off and the first few years of sales had been tallied.

Back then the general opinion seemed to be that, as a general rule, Minnesotans did not gamble. Was this new thing called the Lottery going to bring social ruin to the good people of the state or was it an activity that most could enjoy, in moderation, without sending families into bankruptcy?

To help answer these questions, the Lottery partnered with a survey provider on a local campus. The St. Cloud State University Survey is an extension of the political science department with computer assisted telephone interview (CATI) system software. It is run by faculty and staffed by students. One of its claims to fame is predicting that a fellow by the name of Jesse Ventura, running as an independent on a Reform Party ticket against opponents from better-known and better-supported political parties would win the 1998 race for governor.

This survey methodology – calling people on the phone and asking them questions – is really beginning to look old-fashioned, but it has served us well over the years and now provides annual data points on a number of gambling-related questions. Overall, we have found that Minnesota adults do gamble, but that the vast majority do not think of themselves as gamblers. We have also found that most can enjoy taking a chance and placing a wager in a responsible and self-regulated kind of way.

U.S. Generations

	Birth Year	Age in 2015	
Greatest Generation	1901 – 1924	90+	} “Seniors”
Silent Generation	1925 – 1945	70 – 90	
Baby Boom	1946 – 1964	51 – 69	
Generation X	1965 – 1984	31 – 50	
Millennials	1985 – 2004	11 – 30	

Overall, about 70 percent of Minnesotans report spending money on one or more forms of gambling in the past year (in 2014, the more precise number was 73.4%). Of course that rate is not a constant; it varies based on many different factors.

Seniors who are part of the Silent and Greatest Generations (combined) have a past year gambling participation rate of 60%. The rate for middle-aged Minnesotans known as Baby Boomers is 77% and the rate reported by adults of Generation X and the Millennials is at 75%.

Besides being somewhat less likely to gamble, it makes some kind of intuitive sense that the oldest adults also have the strongest moral opposition to gambling. Thirty percent of this age group agree with the statement “I am personally opposed to gambling for moral or religious reasons.” That rate drops to 24% for Baby Boomers and further to 19% for our youngest adults.

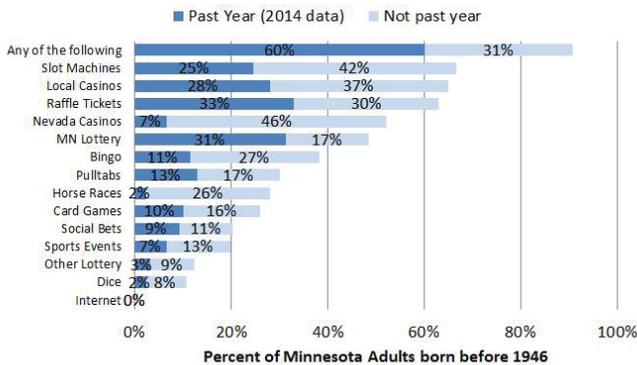
It is speculated that the reason for the Silent Generationers’ opposition to gambling stems from the fact that many of these people grew up in a Minnesota culture where gambling was (or at least appeared to be) out of control; at a time when state government took an active hand at curing the problem of one armed bandits. During his campaign for governor in 1946, Luther Youngdahl brought gambling to the forefront and after his election made good on his promise to outlaw and rid the state of slot machines. As a Gen X’er, it is an era that is a bit hard for me to imagine but this photo certainly helps.



Continued on page 4 >>>>

Even with that experience, most of the older seniors report participating in some form of gambling in the past year. The following table shows participation rates by gambling activity. Raffle and Lottery are the most popular, followed by local casinos and slot machines. By studying the chart, we can determine the rates of “active gamblers”, “lapsed gamblers” and “non-gamblers” for each activity. For example, 60% report spending money on one or more of these activities in the past year. An additional 31% report gambling sometime during their lives but not during the past year. Adding these together we find that 91% have gambled sometime during their lives, which leaves 9% having not placed a wager. For slot machine play, the table indicates: 25% active gamblers, 42% lapsed gamblers, and 33% non-gamblers.

Gambled on each of the following (Born before 1946)

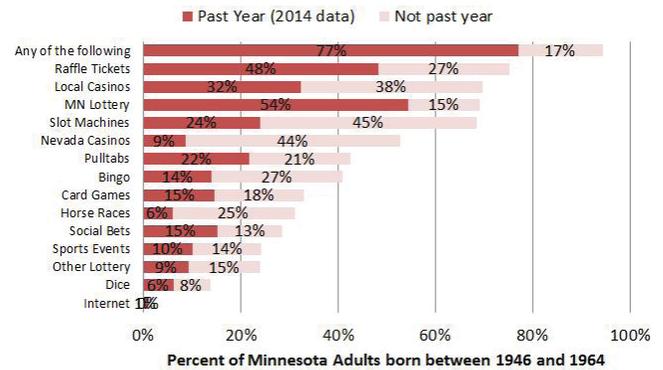


When it comes to Baby Boomers and gambling, a much different image comes to mind. Viva Las Vegas, starring Elvis Presley and Ann Margret was released in 1964 – the last year of the generation by our definition. Most Boomers would have been kids or teens in 1964 and if this is any indication of a cultural shift, the image of gambling had changed a great deal.



Understandably, members of this generation have a much different view of gambling than their parents but what does that mean in terms of gambling activities? Based on the following table, the overall participation rates are as follows: 77% active gamblers, 17% lapsed gamblers, and 6% non-gamblers.

Gambled on each of the following (Born between 1946 and 1964)



The lifetime participation rates between these groups are similar but the past year rates are significantly different. It would seem that both groups have had plenty of time to try different forms of gambling activities but the Boomers are younger and more of them are actively participating.

So what does this tell us about Minnesota Seniors? What will happen as more Boomers retire – will they get into financial or other difficulty because of gambling?

Some of the risk factors may include isolation – looking for a way to be social may lead seniors to seek activities that they can do with friends including gambling. Significant life events are stressful and may lead to escape or avoidance behaviors. A lot of free time means that seniors will be looking for activities that are easy to access, enjoyable and consume a lot of time. For many, a fixed income means that financial resources are limited and gambling may quickly exhaust these resources. Inexperience with gambling, especially for the Silent and Greatest generations, could quickly lead to financial and other hardships.

On the other side of the coin, there are also some protective factors to consider. Most of the Boomers already have experience with gambling and are likely to know of its potential risks. If seniors gamble to socialize – likely with friends – then their friends may represent a protective factor by suggesting other activities if gambling looks like it is becoming a problem. Seniors also have many years of life experience and they may recall friends or family members who have had gambling problems and are therefore potentially able to recognize and understand some of the risks.

We are not the experts in preventing gambling problems but we have some suggestions for campaigns directed at this segment of the population:

Effective messaging:

- Do not use old-age references - Especially to Boomers
- Age-neutral works
- Make seniors look good – Show respect!
- Boomers (and older individual) respect expertise
- Recognize diversity - Cultural, ethnic, education, lifestyle, employment
- Build relationships

Effective use of media:

- Best audience for traditional media (but do not ignore social media)
- Keep it simple (use white space and large type)
- Make use of local events ◆



Holiday Campaign 2015

The annual Holiday Campaign, a collaborative initiative of the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the National Council on Problem Gambling (NCPG), highlights the risks of giving lottery tickets and scratch cards as holiday gifts to minors.



Support for the campaign by North American and international lottery corporations has grown incrementally every year since the program inception. In 2015, a record number of lotteries, 42 in total, participated in the campaign. The final list of 2015 participating lotteries included:

AB Svenska Spel (Sweden), Alberta Gaming and Liquor Commission, Arizona Lottery, Atlantic Lottery, Austrian Lotteries, British Columbia Lottery Corporation, California Lottery, Connecticut Lottery Corporation, DC Lottery and Charitable Games, The Georgia Lottery Corporation, Hoosier Lottery (Indiana), Hrvatska Lutrija d.o.o. (Croatia), Idaho Lottery, Illinois Lottery, Kentucky Lottery, Loto-Québec, Manitoba Liquor & Lotteries, Maryland State Lottery and Gaming, Massachusetts State Lottery Commission, Michigan Lottery, Minnesota Lottery, Missouri Lottery, New Jersey Lottery, New Mexico Lottery, New York Lottery, North Carolina Education Lottery, Nova Scotia Provincial Lotteries and Casino Corp., Ohio Lottery, Oklahoma Lottery, Ontario Lottery and Gaming Corporation, Oregon Lottery, Pennsylvania Lottery, Rhode Island Lottery, Saskatchewan Lotteries, South Carolina Education Lottery, South Dakota Lottery, Tennessee Lottery, Texas Lottery,

Virginia Lottery, Washington Lottery, Wyoming Lottery, New Zealand Lottery.

The campaign momentum is growing annually. We would also, like to take this opportunity to thank all of the lottery corporations who have collaborated with us in 2015 and look forward to even greater support for next year's initiative!

Answering the Right Questions on Daily Fantasy Sports

By Keith Whyte, Executive Director, National Council on Problem Gambling

We are often asked if we consider fantasy sports to be gambling, or whether skill is involved. While these determinations are critical for legislators, regulators, operators, millions of players and investors who have spent billions, from our perspective they are the wrong questions. We would note that fantasy sports contests that include an entry fee, chance and monetary prizes meet practical definitions of gambling. An activity is commonly considered gambling when it includes prize, chance and consideration. In the United States, gambling (rightly or wrongly) has always been considered a vice and thus prohibited unless a particular form is affirmatively legalized in a certain jurisdiction. Decisions are usually left to states and the oversight exists on a continuum from heavily regulated casinos to loosely regulated charitable gambling. Stock markets in general and several types of highly speculative trading in specific certainly meet general definitions of gambling but have specific Federal and state exemptions and formal regulation, compliance and enforcement requirements.

The only debate is whether various legislative provisions and regulatory definitions “legalize” DFS. While the Unlawful Internet Gaming Enforcement Act (UIGEA) provides a limited exemption for some fantasy sports contests, other Federal and state gambling laws may still apply. Several states including most recently Nevada and New York consider fantasy sports to be gambling and thus illegal without specific authorization, others permit it but to date no state regulates fantasy sports. While there is skill involved in playing fantasy sports contests, the outcome includes chance due to highly-variable player performance in real-world situations. And most types of gambling involve some skill yet to date every jurisdiction holds that horse racing, poker, blackjack and other skill-based gambling games indeed fall under the purview of their gambling regulations or they are banned altogether.

But NCPG is neutral on legalized gambling and takes no opinion on whether fantasy sports contests are, or should be, legal or illegal. The right question is whether or not fantasy sports operators should provide consumer protections. Here the answer is easy and unequivocal: YES!

We believe the demographics of fantasy sports participants—predominately young, male, skill-based sports enthusiasts—indicate they are at higher risk for gambling addiction. Fantasy sports players who become preoccupied, unable to stick to limits of time and money and therefore suffer harm to their emotional or financial health may meet gambling addiction criteria. Cases of severe gambling problems stemming from daily fantasy participation have been reported. It is important to note that traditional fantasy sports contests with small entry fees, long seasons and minimal prizes offer little risk of gambling problems. Contests that are much more frequent, have higher fees and generally offer larger and much more frequent payouts increase risk of gambling addiction.

Unfortunately, few fantasy sports operators provide customers with appropriate consumer protection features. At a minimum, sites should include basic responsible gaming, age verification, data and player education provisions. NCPG is working with stakeholders including fantasy sports operators themselves to set high standards specific to the fantasy sports sector. These guidelines were released on December 7, 2015 and are available on our website. They will provide players and the public with clear guidance from NCPG about concrete steps to protect consumers and reduce risk of gambling addiction. We encourage all fantasy sports companies to adopt them; regulators and legislators to incorporate them into any proposed regulations.

NCPG’s mission is to lead state and national stakeholders in the development of comprehensive policy and programs for all those affected by problem gambling. Our purpose is to serve as the national advocate for programs and services to assist problem gamblers and their families with the vision to improve health and wellness by reducing the personal, social and economic costs of problem gambling. NCPG is neither for nor against legalized gambling. ♦

News Briefs...

Gambling and Risk-Taking Behaviours

A recent study of 1,325 students, published in the Journal of Developmental & Behavioural Pediatrics, indicates an association between gambling and substance use behaviour. This study, conducted by Dr. Buja and her colleagues at the University of Padova surveyed students in grades six to eight. The survey included questions related to certain types of gambling including video poker, online betting and "scratch" tickets (such as lottery products). Additionally, the students were asked about their use of substances including alcohol, cigarettes, marijuana, and energy drinks. The results suggest an elevated rate of gambling in this age group with 46% of eighth grade boys and 35% of eighth grade girls reporting involvement in at least one form of gambling – with scratch tickets (lottery products) being most popular. After controlling for factors such as demographics, personality and family/peer characteristics, gambling remained significantly associated with substance use. This data highlights the need for increased understanding regarding the risks associated with gambling in pre-teens and emphasizes the need for increased awareness and prevention initiatives.

Sunny Days/Winning Teams Affect Gambling

In a recently published study in Psychological Science, New York University researcher Ross Otto suggests that people are more likely to gamble when a local sports team has an unexpected win or when the sun is shining. The researchers looked at daily lottery purchases made in 174 New York City neighborhoods between 2011 and 2012. They tabulated wins and losses for professional sports games played in the area, calculated the expectation of a win on the day preceding these games, and recorded a comparison of sunshine predictions with the actual number of sunshine hours for each day. Variables such as holidays, paycheck cycles and severe weather were taken into account. The researchers found that unrelated and unexpectedly positive events (unpredicted sports team wins and unexpected sunshine) generated more lottery purchases among residents. "Our study reveals how positive, but incidental unexpected outcomes, like sports and weather, can predict day-to-day lottery gambling in New York City's eight million residents," said Ross Otto.

News from the Centre...

Prevention Initiatives

The Centre team will be animating the following prevention events:

- ◆ Bialik High School – The Centre team will be delivering prevention workshops in the months of March and April to students in Grades 7-8.
- ◆ Partners in Prevention – The Centre team will again work with our other partners to deliver prevention events for Grade 5 and 6 students and their parents in the months of March and April.

2016 Durand Jacobs Award Call for Papers

The International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University invites submissions to the 2016 Durand Jacobs Award competition, to be awarded to the best graduate student paper related to the psychology of addictive behaviors. This annual award is dedicated to Dr. Durand Jacobs' lifelong desire to help mentor students. Published and/or publishable papers will be considered by the selection committee, comprised of an international panel of experts in the field. The recipient will receive an award plaque and their work will be featured in the Youth Gambling International newsletter. Graduate students from all related disciplines are encouraged to submit their papers by April 22, 2016.

Please submit all entries electronically to lynette.gilbeau@mcgill.ca.

If you have any questions, please direct them to:
Lynette Gilbeau by email, or telephone: (514) 398-4438.

Recent publications and presentations

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Deans, E., Thomas, S., Daube, M., Derevensky, J. & Gordon, R. (in press). Creating symbolic cultures of consumption: An analysis of the content of sports wagering advertisements in Australia. *BMC Public Health*.

Derevensky, J. (in press). Youth gambling: Some current misconceptions. *Austin Journal of Psychiatry and Behavioral Sciences*.

Gainsbury, S., King, D., Russell, A., Delfabbro, P., Derevensky, J. & Hing, N. (in press). Exposure to and engagement with gambling marketing in social media: Reported impacts on moderate risk and problem gamblers. *Psychology of Addictive Behaviors*.

Gill, K., Heath, L. & Derevensky, J. (in press). The social and psychological impacts of gambling in the Cree communities of Northern Quebec. *Journal of Gambling Studies*.

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Marchica, L. & Derevensky, J. (in press). Personalized normative feedback as an intervention method for gambling disorders: A systematic review. *Journal of Behavioral Addictions*.

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Sansanwal, R. M., Derevensky, J., & Gavriel-Fried, B. (in press). Knowledge and attitudes toward adolescent problem gambling: An examination of Israeli social workers and other mental health professionals. *International Gambling Studies*.

St-Pierre, R. & Derevensky, J. (in press). Youth gambling behavior: Novel approaches to prevention and intervention. *Current Addiction Reports*.

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Derevensky, J. & Gainsbury, S. (2016). Social casino gaming and adolescents: Should we be concerned and is regulation in sight? *International Journal of Law and Psychiatry*, 44, 1-6.

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Watt, E., Fitzpatrick, C., Derevensky, J. & Pagani, L. (2015). Too much television? Prospective associations between early childhood televisioning and later self-reports of victimization by sixth grade classmates. *Journal of Developmental & Behavioral Pediatrics*, 36(6), 426-433.

RESEARCH & POLICY REPORTS

Gainsbury, S., King, D., Delfabbro, P., Hing, N. Russell, A., Blaszczynski, A. & Derevensky, J. (2015). *The Use of Social Media in Gambling*. Gambling Research Australia, 337 pp.

CONFERENCE PRESENTATIONS

Kim, A., Wohl, M., Salmon, M., Gupta, R. & Derevensky, J. (2016). *Do social casino gamers migrate to online gambling: An assessment of migration rate and potential predictors*. Paper presented at the International Gambling Conference 2016, Auckland, February.

Pitt, H., Thomas, S., Daube, M. & Derevensky, J. (2016). *Marketing techniques that may appeal to children in Australian sports betting television advertisements*. Paper presented at the International Gambling Conference 2016, Auckland, February.

Pitt, H., Thomas, S., Bestman, A., Daube, M. & Derevensky, J. (2016). *How may attention strategies within gambling promotions appeal to children? A content analysis of sports wagering advertisements*. Poster presented at the International Gambling Conference 2016, Auckland, February

Deans, E., Thomas, S., Daube, M. & Derevensky, J. (2016). *The role of social influences on gambling behaviours: A qualitative study of Australian men*. Paper presented at the International Gambling Conference 2016, Auckland, February.

Deans, E., Thomas, S., Daube, M. & Derevensky, J. (2016). *Creating symbolic cultures of consumption: An analysis of the content of sports wagering advertisements in Australia*. Poster presented at the International Gambling Conference 2016, Auckland, February.

UPCOMING CONFERENCE PRESENTATIONS

Derevensky, J. (2016). *Social gaming and social casino gambling: should we be worried?* Paper to be presented at the National Council on Problem Gambling annual conference, White Plains, N.Y., July.

Derevensky, J. & Marchica, L. (2016). *Fantasy sports betting among college students: What do we know, should we be concerned and does it really matter?* Paper to be presented at the International Conference on Gambling and Risk Taking, Las Vegas, June.

Derevensky, J. (2016). *Social casino gambling: The good, the bad and the ugly*. Paper to be presented at the International Conference on Gambling and Risk Taking, Las Vegas, June.

St-Pierre, R., Temcheff, C. & Derevensky, J. (2016). *Exploring the utility of an extended Theory of Planned Behaviour framework for school-based gambling prevention programs*. Paper to be presented at the International Conference on Gambling and Risk Taking, Las Vegas, June.

UPCOMING CONFERENCE PRESENTATIONS

Kim, A., Wohl, M., Gupta, R. & Derevensky, J. (2016). *Assessing the link between social casino gamers and online gambling*. Paper to be presented at the International Conference on Gambling and Risk Taking, Las Vegas, June.

Upcoming Events

- **Wisconsin Council Problem Gambling Conference**
March 10-11, 2016
Milwaukee, WI
 - **CCGR Workshop: Digital Engagement**
April 7, 2016
Banff, Alberta
 - **AGRI's 16th Annual Conference**
April 7-9, 2016
Banff, Alberta
 - **RGC's Discovery 2016**
April 19-21, 2016
Toronto, Ontario
 - **13th Annual Midwest Conference on Problem Gambling and Substance Abuse**
September 13-16, 2016
Kansas City, Missouri
 - **11th European Conference on Gambling Studies and Policy Issues**
September 13-16, 2016
Lisbon, Portugal
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