



**Online Gambling in New Jersey
Amongst 16-25-Year-Olds
Executive Summary**

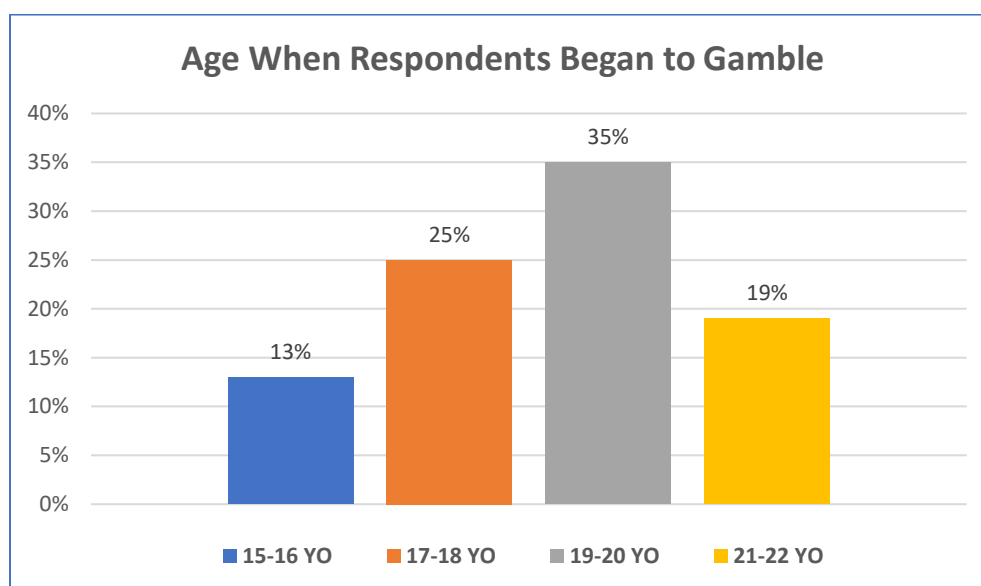
This study was conducted in partnership with Seton Hall University's
Stillman School of Business
June 2023

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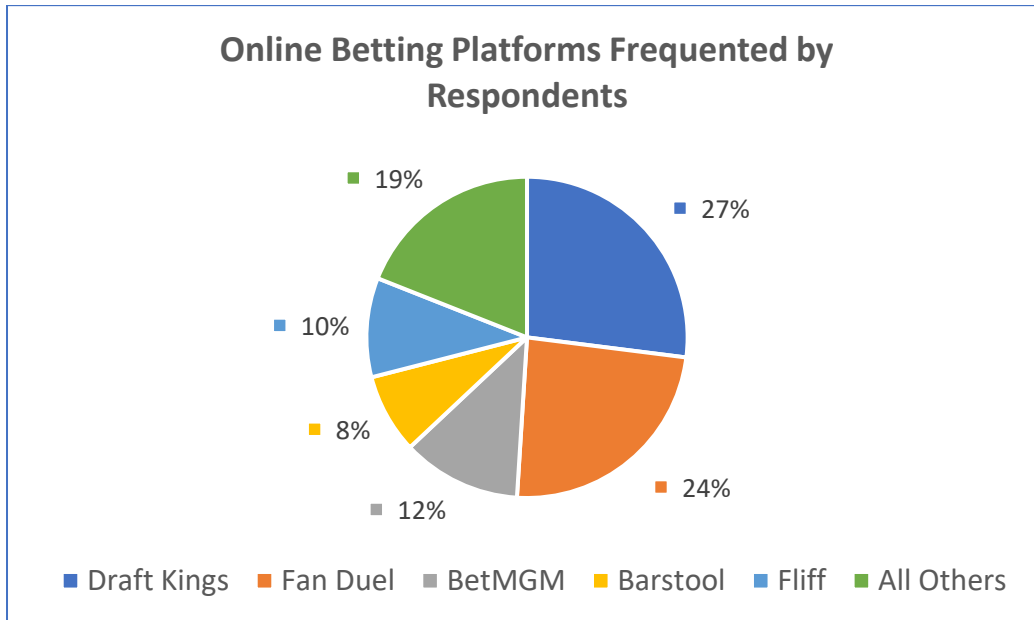
The Council on Compulsive Gambling of New Jersey (CCGNJ) partnered with Seton Hall's Center on Market Research to assess the prevalence of online betting among 16-25-year-olds in New Jersey. The study, conducted in the spring of 2023, will help guide CCGNJ as it develops messages about the risks of gambling tailored for this age group.

A survey was distributed to the targeted age group in the state and data was collected from 158 respondents. One of the questions posed was "At what age did you begin to gamble?" Of those indicating that they have gambled, the following responses were collected:



The study's objectives include understanding how youth are accessing online betting despite the legal age being 21 and sought to identify loopholes that allow underage access to online gambling. One of the study's most striking statistics is that of those who gambled, nearly eight in ten (79 percent) began their betting before their 21st birthday. Nearly four in ten of respondents (38 percent) began gambling between the ages of 15 and 18.

Other findings revealed that most online bettors are male and represent a significant majority of online sports betting customers. The main influences as to why individuals in this age group gamble are friends, the desire to win money and to have fun.



For those who believe they may have a gambling problem, two in three (67 percent) said they would self-exclude; that is, to voluntarily register with the NJ Division of Gambling Enforcement (NJDE) to eliminate the ability to place wagers at New Jersey casinos and online platforms in the future. Self-exclusion can be activated by visiting the NJDE’s website at www.njportal.com/dge/selfexclusion.

Additional resources can be found by visiting CCGNJ’s website at <https://800gambler.org/information-and-resources/>. Just under one in five (19 percent) said they would call the 800-GAMBLER Helpline seeking help to end their gambling.

Perceptions About Gambling and Advertising Exposure

The project inquired about respondents’ perceptions of gambling. Responses included:

- “The easiest investment ever;”
- “A chance to win big;”
- “A good way to burn money;”
- “Gambling is a fun way to stay up on sports.”

As would be expected for people between 16 and 25 years old, their exposure to gambling ads came largely through social media. More than a third (36 percent) said they viewed gambling ads on social media seven times or more each week; another third (33 percent) responded that they saw gambling ads between four and six times on a weekly basis.

Characteristics of Problem Gambling

The Seton Hall study presented two fictional cases of problem gambling to illustrate behavior commonly found in people facing this issue and how they can regain control of their lives. These stories, though not of actual bettors, present examples of the behavior commonly found amongst problem gamblers ages 16-25 years old.

Profile #1 - 'Frank' is making a good living and begins regularly betting. Over four years, he amasses substantial credit card debt as a result of his gambling. His family has an intervention and persuades him to call 800-GAMBLER, which refers him to Gamblers Anonymous meetings.

Profile #2 - A 19-year-old college student, 'Jason', accesses Fliff, a gambling app that does not verify the bettor's age. Jason ends up stealing money from his parents to perpetuate his gambling. He eventually acknowledges his gambling problem but is initially embarrassed to seek help. Only after seeing an 800-GAMBLER Tik Tok video with people his age discussing their problem gambling does he visit the CCGNJ website.

This scenario has value by demonstrating that when crafting a PSA or other content about problem gambling, the messenger and the platform are as important as the message.