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A Survey on Gambling Behaviours: Will you become a gambler?

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	Betting Turnover ($million)	
	2005/06	2004/05
Horse racing	600.5	626.6
Football betting	312.7	267.3
Mark Six	62.9	66.0

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- In the first half of 2006, the three casino companies in Macau have the betting turnover of 25 billion and 11 million (increased by 10% from 2005)

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2006 World Cup

- The world's total betting turnover is around 700 billion
- Hong Kong's betting turnover is estimated to be 12 billion (legal and illegal)

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Research Objectives

1. To investigate the trend of gambling behaviours in Hong Kong
2. To examine gamblers characteristics and attitudes
3. To investigate factors that attract people to gamble
4. To analyze the negative impacts of gambling
5. To suggest preventive and counseling strategies

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Methodology

1. Target respondents : HK residents
2. Data collection method : A structured questionnaire
3. Sampling method : Quota Sample
4. Survey locations : HK Island, Kowloon and New Territories
5. No. of respondents : 500

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Research Findings

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(1) Respondents' profile

Respondents' Profile: Sex

Sex (n = 500)

Sex	No.	%
Male	253	50.6
Female	247	49.4

Respondents' Profile: Age

Age (n = 500)

Age	No.	%
12 – 14	25	5.0
15 – 24	86	17.2
25 – 34	99	19.8
35 – 44	125	25.0
45 – 54	99	19.8
55 – 64	45	9.0
65 – 70	21	4.2

Respondents' Profile: Personal Monthly Income

Personal Monthly Income (n = 500)

Personal Monthly Income (HK$)	No.	%
1,000 or below	177	35.4
1,001 – 3,000	43	8.6
3,001 – 10,000	106	21.2
10,001 – 20,000	101	20.2
20,001 – 40,000	57	11.4
40,000 or above	16	3.2

Respondents' Profile: Family Monthly Income

Family Monthly Income (n = 500)

Family Monthly Income (HK$)	No.	%
5,000 or below	29	5.8
5,001 – 10,000	53	10.6
10,001 – 15,000	81	16.2
15,001 – 20,000	71	14.2
20,001 – 30,000	95	19.0
30,001 – 40,000	57	11.4
40,001 – 50,000	51	10.2
50,001 – 60,000	27	5.4
60,001 – 70,000	13	2.6
70,001 – 80,000	4	0.8
Above 80,000	17	3.4
Refuse to answer	2	0.4

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Respondents' profile: Education Level

Education Level (n = 500)

Education Level	No.	%
Primary or below	48	9.6
Secondary school (non-graduates)	96	19.2
Secondary school (graduates)	195	39.0
University graduates	59	11.8
University or above	102	20.4

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Respondents' profile: Occupation

Occupation (n = 500)

Occupation	No.	%
Students	105	21.0
House wives	72	14.4
Clerical staff	48	9.6
Self-employed Businessmen	45	9.0
Retired	43	8.6
Professionals	41	8.2
Workmen	21	4.2
Management Executives	16	3.2
Civil Servants	12	2.4
Teachers	11	2.2
Others	86	17.2

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(2) Who are the gamblers?

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Q : Who are the gamblers?

How many gamblers in Hong Kong?

How old were they when they first engaged in gambling activities?

What was the gambling activity when they first gambled?

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(Gambler) = Have engaged in institutionalized gambling games or activities

(e.g. Mark Six, horse racing, football betting, casinos, casino cruise, Mahjong club, online casinos)

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Gamblers vs. Non-gamblers

(n = 500)

	No.	%
Gamblers	349	69.8
Non-Gamblers	151	30.2

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How old were you when you first engaged in gambling activities? (n = 349)

	%
12 yrs old or below	7.4
13 – 20 yrs old	46.4
21 – 30 yrs old	33.3
31 – 40 yrs old	8.6
41 yrs old or above	4.3

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What was the gambling activity when you first gambled? (n = 349)

	%
Mark Six	53.6
Casino	18.3
Horse racing	16.3
Mahjong club	4.9
Football betting	4.0
Casino cruise	2.3
Online casino	0.6

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(3) What are the most popular gambling activities?

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Q : What are the most popular gambling activities in Hong Kong?

The proportion of monthly income spent on gambling.

What is the performance of gambling? Always wins? Breakeven? Makes a loss?

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Last year, have you engaged in any of the following activities with your own income

	No.	%
Mark Six	273	78.2
Horse racing	97	27.8
Football betting	97	27.8
Casino	34	9.7
Mahjong club	17	4.9
Casino cruise	10	2.9
Online casino	5	1.4

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On average, how many times you have bet in Mark Six? (n = 273)

	%
1 – 2 times	61.9
3 – 4 times	16.8
5 – 6 times	3.7
7 – 8 times	3.7
More than 8 times	13.9

On average, how much you have bet in Mark Six each time? (n = 273)

	%
HK$ 20 or below	69.5
HK$ 21 – 50	19.0
HK$ 51 – 100	8.0
HK$ 101 – 200	1.5
HK$ 201 – 400	0.4
HK$ 401 – 1,000	0.8
HK$ 1,000 or above	0.8

On average, how many horse racing days you have engaged in each month? (n = 97)

	%
1 – 2 days	40.2
3 – 4 days	22.7
5 – 6 days	6.2
7 – 8 days	10.3
More than 8 days	20.6

On average, how much you have bet in each race? (n = 97)

	%
HK$100 or below	56.8
HK$101 – 500	36.0
HK$501 – 1,000	4.2
HK$1,001 – 5,000	2.0
HK$5,001 or above	1.0

On average, how many times you have bet in football betting each month? (n = 97)

	%
1 – 5 times	86.6
6 – 10 times	7.2
11 – 20 times	5.2
More than 21 times	1.0

On average, how much you have bet in each match? (n = 97)

	%
HK$100 or below	70.1
HK$101 – 500	24.7
HK$501 – 1,000	2.1
HK$1,001 – 5,000	2.1
HK$5,001 or above	1.0

In the past 3 months, how many times you have been to casinos? (n = 34)

	%
1 – 2 times	82.4
3 – 4 times	8.8
More than 8 times	8.8

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In the past 3 months, how many times you have been to Mahjong clubs? (n = 17)

	%
1 – 2 times	82.4
3 – 4 times	5.9
5 – 6 times	5.9
More than 7 times	5.8

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In the past 3 months, how many times you have been to casino cruise? (n = 10)

	%
1 – 2 times	70.0
3 – 4 times	30.0

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In the past 3 months, how many times you have bet online? (n = 5)

	%
1 – 2 times	60.0
3 – 4 times	40.0

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On average, how much you have bet online? (n = 5)

	%
HK$100 or below	80.0
HK$101 or above	20.0

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What is your gambling performance for last year? (n = 349)

	%
Always win	8.0
Breakeven	20.8
Make a loss	71.2

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What is the proportion of your monthly income you have spent on gambling? (n = 349)

	%
75 – 100%	1.3
50 – 74%	1.3
25 – 49%	2.9
11 – 24%	4.8
6 – 10%	6.4
5% or below	83.3

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(4) World Cup and football betting

FIFA WORLD CUP GERMANY 2006

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Q : How many Hong Kong people involved in the football betting during the 2006 World Cup?

Did the World Cup fever encourage non-gamblers participate in football betting?

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Have you bet in this year's World Cup football games? (n = 500)

	%
Yes	19.2
No	80.8

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Is this your first time in football betting? (n = 96)

	%
Yes	36.5
No	63.5

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During this year's World Cup football betting, how many matches you have bet? (n = 96)

	%
1 – 5 matches	52.1
6 – 10 matches	24.0
11 – 20 matches	11.5
21 – 30 matches	7.3
31 – 63 matches	4.1
Every matches	1.0

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During this year's World Cup football betting, how much you have bet in total? (n = 96)

	%
HK$500 or below	61.5
HK$501 – 1,000	16.5
HK$1,001 – 2,000	6.3
HK$2,001 – 5,000	11.5
HK$100,001 or above	4.2

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(5) Factors causing gambling behaviours

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Q: What are the factors that cause gambling behaviours?

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Personality

Demographics → **Gambling behaviours** YES | NO ← Family Members / Peer Group Influence

Attitudes toward Gambling

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(A) Demographics

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n = 500

Sex	Gambler	Non-gambler
Male	82.2%	17.8%
Female	57.1%	42.9%

Male > Female

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n = 500

Marital Status	Gambler	Non-gambler
Married	78.2%	21.8%
Single	60.0%	40.0%

Married > Single

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n = 500

Personal Monthly Income (HK$)	Gambler	Non-gambler
40,000 or above	68.7%	31.3%
20,001 – 40,000	82.4%	17.6%
10,001 – 20,000	88.1%	11.9%
3,001 – 10,000	79.2%	20.8%
1,001 – 3,000	48.8%	51.2%
1,000 or below	26.7%	73.3%

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n = 500

Occupation	Gambler	Non-gambler
Retired	86.0%	14.0%
Employed	84.7%	15.3%
House wife	72.2%	27.8%
Teacher	63.6%	36.4%
Student	31.4%	68.6%

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Education, family income, residential locations

and

Gambling

NO RELATIONSHIP

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(B) Personality

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Personality (n = 500)

1. Influenced by peers (I value peer acceptance)
   Gambler ＜ Non-gambler

2. Believe fate can be controlled (I can control fate)
   Gambler ＞ Non-gambler

3. Materialistic (I like the life of rich people)
   Gambler ＞ Non-gambler

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(C) Family Members / Peer Group Influence

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If family members / peers are gamblers, will this influence gambling behaviours?
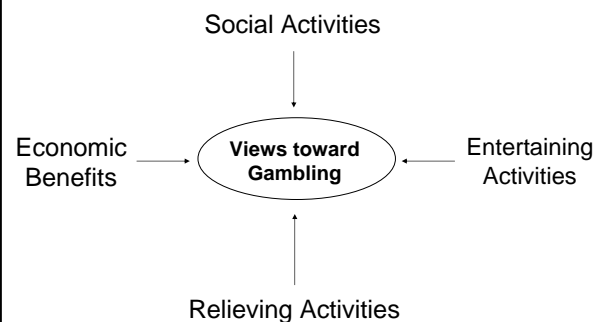
The importance is ranked as

- Boyfriends / girlfriends (the most important)
- Husbands / wives
- Colleagues
- Brothers / sisters
- Friends

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(D) Respondents' attitudes toward gambling

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Social Activities

Economic Benefits → **Views toward Gambling** ← Entertaining Activities

Relieving Activities

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Economic Benefits (n = 500)

	Agree	
	Gambler	**Non-gambler**
• Gambling is a way to make quick money	42.7%	29.4%
• Gambling is the main source of income for individual	12.9%	11.3%

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Social Activities (n = 500)

	Gambler	**Non-gambler**
• Gambling is a kind of social activity	44.4%	23.8%
• Gambling can increase my conversation topics with others	53.3%	29.1%
• Gambling can help making more friends	32.4%	16.6%

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Entertaining Activities (n = 500)

	Gambler	Non-gambler
• Gambling is a kind of entertaining activity	75.9%	57.6%
• Gambling is a kind of exciting activity	72.5%	58.9%

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Relaxation (n = 500)

	Gambler	Non-gambler
• Gambling help relieving pressure	35.8%	19.2%
• Gambling can help relieving bored and miserable life	46.7%	23.2%
• Gambling can help killing time	61.6%	35.1%

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(6) Gambler Classification: types of gamblers

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Q: What are the types of gamblers? What are their characteristics?

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	Type one: Hedonic seekers (12.1%)	Type two: Social seekers (75.6%)	Type three: Material and money seekers (12.4%)
Views toward gambling (Agree)	Gambling is a kind of entertaining and exciting activity, gambling can help relieving pressure and killing time	Gambling is a kind of social activity and is a way to make more friends	Gambling is a way to make quick money
Sex	More female	More male	More male
Occupation	House wives, students, retired	Civil servants, clerical staff, workers	Management executives, clerical staff, workers
Personal income	Lower	Medium to high	Medium
Residential areas	Hong Kong Island	Kowloon, New Territories	Kowloon, New Territories

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(7) Is there a growing number of student participating in gambling?

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Students (n = 105)

	%
Gambler	31.4
Non-gambler	68.6

Student gamblers (n = 33)

Education Level	%
Form 5 or below	27.3
Form 6 to Form 7	15.2
Undergraduates	21.2
University graduates or above	36.4

Student gamblers（n = 33）

What was the first gambling activity you engaged in?

	%
Mark Six	42.4
Football betting	24.2
Horse racing	6.1
Casino cruise	3.0

Student gamblers（n = 33）

Know someone who have engaged in gambling

- Friends (69.7%)
- Classmates (63.6%)
- Parents (54.5%)
- Brothers / Sisters (36.4%)
- Grandparents (24.2%)
- Boyfriends / girlfriends (21.2%)

Student gamblers (n = 33)

Have you bet in this year's World Cup football games?

	%
Yes	36.4
No	63.6

Student gamblers (n = 33)

Is this your first time in football betting?

	%
Yes	21.2
No	78.8

Student gamblers (n = 33)

During this year's World Cup football betting, how many matches you have made a bet?

	%
None	63.6
1 – 10 matches	21.2
11 – 20 matches	9.1
More than 21 matches	6.0

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Student gamblers (n = 33)

During this year's World Cup football betting, how much you have bet in total?

	%
None	63.6
HK$500 or below	18.2
HK$501 – 1000	9.1
HK$2001 – 5000	6.1
HK$10,001 – 50,000	3.0

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(8) Impacts of Gambling

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Q: What are the negative impacts of gambling? Can gamblers help themselves?

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(n = 349)

	Agree
• Will continue gamble even after making a loss in order to recover the loss	20.0%
• Have tried to reduce or quit gambling but not successful	13.7%
• Always think of gambling	11.7%
• Betting amount is growing	8.6%
• Have tried to reduce or quit gambling, but felt frustrated and unrest	5.2%

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Abstract

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Abstract：

(1) Around 70% Hong Kong People have engaged in different gambling activities

(2) Gamblers are getting younger, 53.8% gamblers are in the age bracket of 20 years old or below

(3) Around 7% gamblers started gambling at the age of 12 or below

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(4) The 1st gambling activities of Hong Kong people engaged in are, in order of priority:
- Mark Six (53.6%)
- Casino (18.3%)
- Horse racing (16.3%)
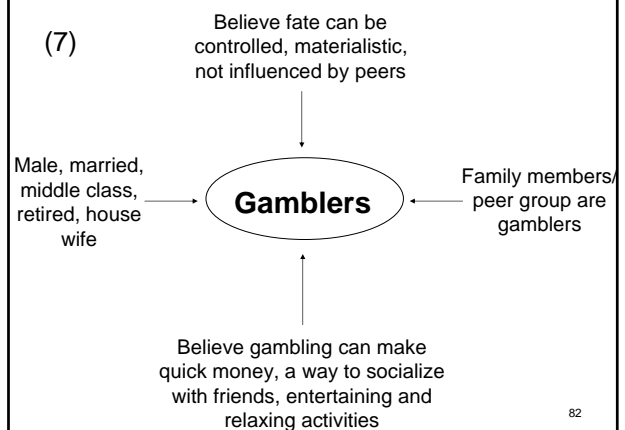
(5) The most popular gambling activities in Hong Kong
- Mark Six (78.2%)
- Horse racing (27.8%)
- Soccer (27.8%)
- Casino (9.7%)

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(6) Around 20% Hong Kong people have engaged in the 2006 World Cup football betting, of which 40% mentioned that it's their first time engage in football betting. From those engaged in football betting, 15.7% spent $2,000 or above on betting, 4.5% spent $10,000 or above on betting.

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(7)

Believe fate can be controlled, materialistic, not influenced by peers

Male, married, middle class, retired, house wife → **Gamblers** ← Family members/ peer group are gamblers

Believe gambling can make quick money, a way to socialize with friends, entertaining and relaxing activities

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(8) Gamblers can be classified into 3 categories: (a) hedonic seekers, (b) social life seekers, (c) material and money seekers

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(9) Among the student respondents, around 30% are gamblers. Of the gamblers, 42% are primary / secondary students. Mark six is the first gambling activity they tried. 40% of the student gamblers (n = 33) engaged in this year's World Cup Football betting. Their bets ranged from $500 to $50,000.

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(10) Gambling leads to the following impacts:
- Addicted to gambling and helpless
- Betting amount is increasing
- Psychological damages

Suggestions

(1) Government

a) Promotion: to deliver anti-gambling messages
b) Education: to further encourage schools in organizing anti-gambling activities for students
c) Reinforce anti-gambling laws: to enforce the law to stop youth (under 18) entering Jockey Club's off-course betting branches
d) Strategic alliance: sponsor and support the anti-gambling organizations (e.g. Caritas A G Counseling Centre, Gamblers Recovery Centre)

(2) School

a) Education: to deliver anti-gambling and the right financial management messages
b) Care and concern: teachers and school social workers should pay more attention to students to prevent them from engaging in gambling activities

(3) Family

a) Parents / Senior members in the family should be well behave and stay away from gambling activities to act as role model
b) Pay attention to the friends of their children
c) Family members should try to help each others to quit gambling

(4) Individual

a) Should be aware of the destructive impact of gambling on oneself and family
b) For youth, they should carefully select friends and stay away from the gamblers
c) For retired and housewives, they should broaden their social circles, participate in various activities, which can help them to stay away from gambling temptation
d) Have a positive value of life: Money is not everything