Legalization of Sports Betting:

College Student Perception of Michigan Legislative Changes

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Executive Summary

The debate over whether or not sports are a viable sector to gamble on has been a long discussion that recently has had some interesting traction. The Supreme Court's decision as of late may open the door to the possibility of legalizing sports betting outside of Nevada. This research has explored the thoughts and opinions of various students amongst the School of Business Administration at Oakland University to identify key factors and interpretations of what sports betting being legalized in Michigan would mean to them. To collect the applicable data a Qualtrics survey has been utilized to capture responses which were then interpreted to give valuable insight into the perceptions of students that are part of the SBA. This information can be utilized as the growing discussion of sports betting heats up on a state level in Michigan. Offering specialized insights into various college age demographics will prove valuable in pursuits of collecting public opinion on the issue.

Intro

The primary goal of this research was to collect data on sports betting and what some of the key issues are pertaining to the topic. With the new potential for sports betting due to recent supreme court decisions, fielding this research was vital to gain insight which could help guide future public policy. This research sought to potentially substantiate my hypothesis that Oakland University students would support the expansion of sports betting. By homing in on college students, the Qualtrics survey had questions specifically developed to define and elaborate how aware everyone currently is of the issue. Working collaboratively with the students from my MKT 4050 Marketing Research course and the guidance of Professor Parameswaran, we started to research and define some key characteristics that would help to classify the preferences and position of those taking the survey in relation to betting reform. After assessing initial

knowledge, the survey delved into legal and ethically perceived challenges that sports betting could encounter. This survey also sought to discover the societal impact that this transition could have, and the varying levels of comfort respondents would have based on offsetting inherent value added. Other key areas of impact were inquiring on the scope and scale of which levels of athletics could incorporate betting into their structures along with what requirements or vendors would have the ability to administer bets. Collecting all of this data allowed for central analysis to take place and critically identify the most essential factors in support and in dissent of sports betting. This provided a groundbreaking opportunity to provide valuable insights at the most pivotal time in the discussion process. The results of the research helped to further develop the hypothesis and prove how valuable it is. The data collected could prove to be highly beneficial in future legislative decisions along with providing a snapshot of the values of many 18 to 24-year-old students.

Methodology

After initially conferring with my mentor, it was decided that it was imperative to setup certain groups to help focus and delegate tasks to conduct the research we were looking for. My first steps consisted of sending in drafts of certain issues that were relevant to the research. The next phase involved spending weeks narrowing down which goal and angle of questioning would be most valuable in accomplishing the discovery process. My mentor and I then chose sports betting and its perception as a burgeoning political issue in Michigan to be our focus of research. We moved forward by coming up with certain areas that we felt should be questioned and would provide us with the best data. From here, I formulated along with my peers in MKT 4050 about 50 to 75 questions to be put into a survey that would be sent out to students in Oakland University's School of Business Administration. These questions were formulated by examining

data on the evolving nature of legalization at the national level, and then assessing what particular components were of most interest to surrounding Midwestern states that would most closely match our values as Michiganders. The states that were identified and used as baselines were Indiana, Illinois and Ohio. This composed the bulk of our secondary research and gave additional perspective on topics or themes that would be particularly divisive on this issue. That data was then compiled into a survey which was administered through Qualtrics. This survey medium was selected so we could rapidly distribute the questions to the SBA students. Another point of emphasis was the use of focus groups to discuss sports betting and see how people felt about it in a smaller, more personal setting. The focus groups were conducted early on in my research and were a means of figuring out what other questions should be asked on the survey to get more in depth information. The focus groups enhanced the opportunity to not only get one off questions about perceptions and values, but we were able to continue down the path on certain topics and discover the motivating factors behind why students felt how they did. Once we received our data, we looked to critically analyze common trends and factors that served as significant indicators of personal preference. Following collection of the surveys, regression, cross-tab, and frequency analysis were run to substantiate and break down the data.

Frequency Analysis

Of the 58 questions in the sports betting survey, a majority of the survey respondents, 52.2%, were 17-22 years old. The next highest group was 23-30-year old's who comprised 30.8% of the total pool. This falls in line with the ages of undergraduate and graduate students. Since this survey was sent out to SBA students, this was our expectation of the age of the survey takers based on historical college age demographics at OU. Personal annual income in order of majority answer was $5001 - $10000 - 20.1%, less than $5000 - 17.6%, $10001 - $20000 - 15.7%, $50001 - $99999 - 10.1%, $20001 - $30000 - 8.8%, $30001 - $40000 - 6.9%, $40001 - $50000 - 5%, $100000 and above - 5%. The first four confirmed our predictions of annual income based on the majority age group of our respondents, however, we expected less people to be in the higher income range. It is possible that some of the respondent answers were incorrect based on desire to retain privacy or lack of interest. When asked what the legal age of sports betting should be, 38.4% said is should "follow the age for casino gambling in each state," 21.4% said it should be 18 years old, 20.8% said it should be 21 years old, 8.2% had no opinion, and 7.5% said it "should follow the age for lottery gambling in each state." Since a majority of the respondents were 17-22 years old, the responses for this question are validated because the first answer about age of casino gambling is usually 18 or 21, and the next two answers are 18 and 21 respectively. Of the 159 respondents, 148 responded to question number 48. 42.1% responded that they were male and 50.9% responded female. This expectation was that it would be more equivalent which would lead to a more representative sample size based on gender demographics.

It is important to look at how familiar people are with sports betting before asking if it should become legalized. Question 5 and 18 ask along those lines. 49.7% of respondents said

that they or someone in their family is actively engaged in sporting activities currently, and

50.3% said no. When asked how close to a gambling environment they are 23.9% said level 1:

extremely close (myself, close relative and friends), 34% said level 2: a little distant (more

distant relatives and friends), 20.8% said level 3: even further distant (colleagues/acquaintances

with whom there may be a possibility of interaction), and 20.1% said level 4: extremely distant

(total strangers). These results complement each other. Question 5 is almost even between yes

and no, which we expected, and if you add levels 1 and 2 together and 3 and 4 together you get

57.9% and 40.9% respectively. There are some missing responses, but the two percentages are

close. Meaning that 57.9% of people are extremely close or a little distant and 40.9% of people

are even further distant or extremely distant.

When asked in question 8 "Which do you think are the most popular sports to bet on?"

football lead the pack with 83.6% followed by horse racing at 67.9%, boxing and mixed martial

arts with 37.7%, basketball 35.2%, baseball 15.7%, hockey 8.2%, esports 7.5%, auto racing

6.9%, soccer 5%, "I have absolutely no idea 3.8%, golf 2.5%, and tennis with the least amount of

votes at .6%.

It was anticipated that a majority of the survey respondents would have an opinion that

sports betting should be legalized. From the survey, we found that 17.6% said definitely yes,

36.5% said probably yes, 29.6% said probably not, 8.8% said definitely not, and 12 people did

not respond. Therefore, 54.1% said yes, 38.4% said no, and 7.5% is not applicable. Although we

were right that the majority said yes to legalizing sports betting, we assumed that the percentage

would have been higher. In regard to letting advertising for sports betting being legal, 45.3% said

yes and 34.6% said no. 10.1% said not sure. 10.1% did not respond. This matches the fact that a

majority of the people said yes to sports betting becoming legal. If/when sports betting becomes

legal, organizations might have to think about restructuring how they operate. 18.9% said

definitely yes, 42.1% said probably yes, 15.7% said probably not, 4.4% said definitely not,

17.6% said they have no idea. So overall, 57.8% said yes, and 20.1% said no. This validates our

assumption that organizations like the NCAA and NFL would have to change their operations in

response to sports betting becoming more popular.

      It was not expected that many people would have a depth of knowledge on sports betting

considering it has not become legal yet. Question 6 validates our speculation because the rate of

knowledge goes from the largest percentage of the respondents selecting terrible at 33.3%, to the

least amount selecting excellent at 5.7%. As sports betting becomes legal and more popular these

percentages will flip. For the few who do have knowledge and participate in sports betting they

mostly do it for personal enjoyment. 11.3% chose that option. The next highest percentage was

7.5% with the answer "strictly to make money." 6.3% said they did it for social activity, and

1.3% chose other. Only 42 people responded to this question out of 159 which was most likely

due to the qualifying question ahead of it only allowing those who have participated in sports

betting to answer the next part. Since there is a lack of response on this specific question it is

hard to say whether or not it accurately validates our expectation that a majority of people bet on

sports for personal enjoyment. When asked if they think gambling/betting in general has an

effect on society, a majority of the people (59.5%) said probably yes. We assumed that the

percentage would have been lower. This question did not validate our hypothesis.

Cross-Tab Analysis

It was hypothesized that with the younger population, a greater proportion of people who grew up with a family who had been actively involved in sports would be more likely to want sports betting to be legalized. According to the information from *Table 2*, people who are between the ages of 17-30 would be more willing to want sports betting legalized, and people who are 40 years and older have a smaller percentage of people who think that sports betting should be legalized. According to *Table 6,* 62% of the people who grew up around families that are actively involved in sports think that sports betting should be legalized. I found this interesting because according to the data from *Table 10*, 46% of people said that people need to be at least 18 to participate in sports betting while half of those people think that a person needs to be at least 21; 38% of people who took our survey think that a person needs to be at least the legal age for casino gambling depending on the state which is typically over 18 or 21. These results did agree with our hypothesis.

We think that people who have a good knowledge in sports and people who have a good knowledge in sports betting will be more willing to want sports betting to be legalized since they are more likely to know the rules of the sports. According to *Table 5* and *Table 7* our hypothesis was supported, 74% of people who said they have excellent or good knowledge of sports would support sports betting to be legalized while only 53% of people who said they have poor or terrible knowledge of sports think betting should be legalized. We had similar results from *Table 7* with having 100% of people who think they have excellent knowledge in sports betting think that betting should be legalized, while only 28% of the people who said they have terrible knowledge in sports betting think that sports betting should be legalized.

It was hypothesized that people who thought that gambling and betting would not have an effect on society would be more likely to want sports betting to be legalized, we also think that people who are close to a gambling environment would also be more likely to want sports betting to be legalized. According to the data we received in *Table 14* and in *Table 15* 40% of people who think that sports betting does have an impact on society think that it should be legalized and only 75% of people who do not think that gambling and betting have an impact on society think that sports betting should be legalized so our hypothesis was correct. According to the data in *Table 9,* 21% of people who say they are close to a gambling environment would want sports betting to be legalized and 47% people who are total strangers to a gambling environment would want sports betting to be legalized. This data did not support our hypothesis, but that could be because people who are closer to the environment might see more effects of what gambling can do rather than people who are total strangers to the environment and do not gamble or bet often.

It was presumed we would find that people who were aware that the Supreme Court in May 2018 overturned a 1992 law on wagering (betting) outside of Nevada that prohibited states from legalizing sports gambling would want sports betting to be legalized because they are more informed on the subject. They are most likely more informed because it is something they care about or something that would impact them. According to our data we collected from the survey in *Table 8*, 75% of people who knew that the law was overturned would like sports betting to be legalized and 51% of people who did not know the law was overturned said that they would support sports betting being legalized. 56% of people who said that with legalizing sports betting would require a restructuring of how governing organizations (such as NCAA, NFL, etc.) operate would want sports betting to be legalized and 17% of people who responded to the survey said they have no idea if legalizing sports betting would require a restructuring of how

governing organizations (such as NCAA, NFL, etc.) operate according to the data in *Table 11*. It

was hypothesized that people who think that advertising sports should be legal also would want

sports betting to legalized, according to the data from *Table 11,* 50% of people that took out

survey think that advertising should be legal, 38% said that it should not be legal to advertise,

and 12% said they were unsure.

Regression Analysis

To identify the dependent variable, I had to decide which attribute most accurately depict the direction of our research. Upon taking a closer inspection, it was established that question 34 gave the most accurate representation to the scope of what was trying to be analyzed. This question asked, "In your opinion, should sports betting be legalized?" which was essential and serves as the centerpiece of the research. This would allow key insight into what the research was trying to achieve along with seeing what significant factors lead the survey takers to answer in the way they did in relation to the most pertinent question. Once this was discovered we were able to select independent variables to illustrate a clearer picture in relation to the responses.

There were 15 core independent variables that were selected based on their merit to affect question 34. The first indicator chosen was question 2 which stated, "How would you rate your knowledge of sports?" which serves as a baseline of familiarity with the topic on the simplest level. By selecting this, we could filter through the students that already may be more informed about the research being conducted and could have prior experiences that could shape their perceptions of sports betting. The next selection was the 4th question which asked if the survey taker or any of their family had taken part in sports betting when they were growing up. This independent variable was selected based on the propensity of the survey taker to have biased perceptions based on a chronic history with the subject or if they were aware of the technical aspects associated with the concept. After that the 5th question was added which was in relation to if anyone in the participants family of themselves personally were actively engaged in sports. By asking this question it could be deduced how closely sports were followed or valued by that particular individual. The following question delved slightly deeper as the 6th asked the survey taker to assess their own personal knowledge of sports betting at the time of the sample being

collected. This was beneficial in an effort to see if the survey taker knew of this potential

expansion to the deregulation which could play a role into whether or not they would ultimately

support the change.

       The 9th question served its purpose in discovering if the survey taker was aware of the

Supreme Court decision to allow the states to decide on sports betting laws. This was a more

specific inquiry which helped to illuminate just how far the extent of knowledge of the topic had

permeated to the student and showed if it had been something they had been closely following.

Question 18 was added to the regression analysis because it requested insight into the relative

proximity of the student to someone who plays sports currently. This information could be used

to stratify the survey taker based on if this sector was a completely unknown area to them. The

next question was picked to evaluate personal ethical interpretations as 23.7 asked if the student

agreed with sports betting could adversely impact someone's job performance. This served to

decipher if someone's support of the new law could be attributed to societal concerns in respect

to a lack of productivity and family values. Another question that was included was 24.1 which

rated varying levels of support for the NCAA to legalize sports betting. This is a polarizing topic

that could have larger implications into the support for the new laws on a more sophisticated

level.

       The next two factors served to assess question 29.1 and 29.2 which are correlated by the

level of legal entity that should be able to make this decision at the state or federal level. This

was able to show a dichotomy of decisions which would indicate if from a political and

constitutional perspective they would support legislation that had varying levels of acceptance

across the country. Question 35 was selected because it challenged the survey taker to internally

look and decide if they would bet on any sports. This shifts the narrative to that of a hypothetical

idea into one that now requires the student to self-identify their willingness or reluctance to partake in this potential new field. A few questions later 39 builds off the momentum of 35 and asks why the student would consider betting on sports. This offers insight into the why of their first answer and offers potential drivers for a typical sports bettor which could be utilized.

Another question that was chosen as a significant independent variable was number 41 which made the student select which statement they most closely identified with. This helps to show which type of personality may or may not support this type of legislation which could transcend the research and serve as a general indicator of if someone would agree with the idea. Following up was question 43 which queried if the student would be likely to perform research on the teams before betting on sports. This is valuable as it implies if the student is an informed consumer or someone that is more likely to shoot from the hip which could help to characterize someone who would or wouldn't be interested in sports betting. The final variable was question 46 which asked just how much the survey taker would be willing to spend on sports gambling. This was the last addition but still important as it could show the varying levels of aversion risk possessed by people that were either for or against the law to and stratify data by things such as gender, age and income.

Of the 15 independent variables chosen to represent the linear regression of if the student supported the legalization of sports betting five emerged as the most substantial indicators. The five factors were able to explain 67.9% of the outcome which is interpreted on the model summary in *Table 17*. This was a stepwise function with the leading factor being question 39 which accounted for 35.6% of the correlation. Next, the second question that dominated the stepwise regression was question 41 which brought the collective total to 51.2% representing a 15.6% increase from the first condition. Third, question 6 emerged as the following top indicator

as it improved the r squared value to 57.2% and a reduced 6% spike. After, question 5 proved to be a solid selection as it came in at the fourth most significant raising the bar to 61.8% or a 4.6% bump. Lastly, rounding out the most important independent variables was question 4 in relation to if the survey takers or their family were involved with sports while they were growing up. This brought the r squared value to 67.9% and closed out with a 6.1% jump.

After running the linear regression and using a stepwise function a direct function was selected to show a collective correlation between all the 15 factors and the dependent variable. This rendered the data shown in *Table 18* which concluded that all of the selected options came out to a 78% correlation to the answers given to whether a student would support or oppose the legalization of sports betting. This value substantiated the independent variables as being significant which validated their viability in the regression analysis of this research

Limitations

There were varying levels of limitations due to scarcity of resources such as time and monetary considerations. I reached out to Oakland University students which presents the potential for location-based bias. We also solely focused on the OU SBA which has a finite number of students and could limit the potential data collection ceiling. Next, capital concerns limited our distribution method as we relied on direct emails and campus postings to solicit responses to the survey. This may or may have been ignored due to the overabundance of signage already posted. Another limitation we had was the expedited timetable we had to work on due to the strict deadlines and amount of time it took for IRB approval and them to send out and collect data. This could have forced some of the findings to be rushed or allowed for further refinement of the questionnaire or even further focus group testing to have been conducted.

Recommendations

When faced with research, there are always areas that can be refined after the initial work is done and analyzed. I have compiled a list below of all the recommendations we see fit after our research has concluded.

- Student athletes should have been a target group to be reached for data

- The research could have benefited from a longer time frame to be conducted during

- Consideration should be given to distributing surveys to different colleges

- Certain questions should be omitted due to repetition to shorten the survey and increase the response rate

Conclusion

Upon assessing all the data provided and consulting the results of the focus groups that were run, we are able to support our initial hypothesis that Oakland University students would support the expansion of sports betting. Not only was our original hypothesis validated, but the survey gave important insight into varying moral and ethical perceptions in relation to sports betting. Further testing into this area would be expected to yield similar positive results and could prove to forecast a near future where the legalization of sports betting in Michigan is able to gain significant public support.

Appendix

Table 1

Q34 In your opinion, should sports betting be legalized? * Q46 How much money are you willing to spend on sports betting each month? Crosstabulation

Count

		Q46 How much money are you willing to spend on sports betting each month?						Total
		$0	$1-$20	$21-$50	$51-$100	More than $100	I am not sure	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	0	4	2	7	1	3	17
	Probably yes	1	10	2	2	2	3	20
	Probably not	2	0	1	0	0	0	3
	Definitely not	2	0	0	1	0	0	3
Total		5	14	5	10	3	6	43

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.638[a]	15	.010
Likelihood Ratio	28.098	15	.021
Linear-by-Linear Association	6.505	1	.011
N of Valid Cases	43		

a. 22 cells (91.7%) have expected count less than 5. The minimum expected count is .21.

Table 2

Q34 In your opinion, should sports betting be legalized? * Q49 Your age group is: Crosstabulation

Count

		Q49 Your age group is:					Total
		17-22 years	23-30 years	31-40 years	41-50 years	51 years and above	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	16	9	3	0	0	28
	Probably yes	38	16	2	2	0	58
	Probably not	25	16	3	2	1	47
	Definitely not	4	8	1	0	1	14
Total		83	49	9	4	2	147

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.984[a]	12	.302
Likelihood Ratio	14.407	12	.275
Linear-by-Linear Association	4.016	1	.045
N of Valid Cases	147		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .19.

Table 3

Q34 In your opinion, should sports betting be legalized? * Q50 Your class status is: Crosstabulation

Count

					Q50 Your class status is:			
		Freshman	Sophomore	Junior	Senior	Post Baccalaureate (Bachelor's degree)	Masters degree and above	Total
Q34 In your opinion, should sports betting be legalized?	Definitely yes	4	1	7	11	1	4	28
	Probably yes	5	8	15	18	1	11	58
	Probably not	4	3	11	15	1	13	47
	Definitely not	0	0	4	3	0	6	13
Total		13	12	37	47	3	34	146

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.655[a]	15	.629
Likelihood Ratio	14.304	15	.503
Linear-by-Linear Association	4.693	1	.030
N of Valid Cases	146		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .27.

Table 4

Q34 In your opinion, should sports betting be legalized? * Q57 Currently, my (personal) annual income is: Crosstabulation

Count

		Q57 Currently, my (personal) annual income is:								
		less than $5000	$5001 - $10000	$10001 - $20000	$20001 - $30000	$30001 - $40000	$40001 - $50000	$50001 - $99999	$100000 and above	Total
Q34 In your opinion, should sports betting be legalized?	Definitely yes	4	7	2	4	6	0	3	2	28
	Probably yes	11	12	17	5	1	1	5	3	55
	Probably not	9	11	6	3	4	4	4	2	43
	Definitely not	4	2	0	1	0	3	3	1	14
Total		28	32	25	13	11	8	15	8	140

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.015[a]	21	.028
Likelihood Ratio	36.362	21	.020
Linear-by-Linear Association	.241	1	.623
N of Valid Cases	140		

a. 21 cells (65.6%) have expected count less than 5. The minimum expected count is .80.

Table 5

Q34 In your opinion, should sports betting be legalized? * Q2 How would you rate your knowledge of sports? Crosstabulation

Count

		Q2 How would you rate your knowledge of sports?					Total
		Excellent	Good	Average	Poor	Terrible	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	13	9	4	2	0	28
	Probably yes	9	13	24	11	1	58
	Probably not	2	11	27	4	3	47
	Definitely not	0	2	7	3	2	14
Total		24	35	62	20	6	147

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.144[a]	12	.000
Likelihood Ratio	41.453	12	.000
Linear-by-Linear Association	20.126	1	.000
N of Valid Cases	147		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .57.

Table 6

Q34 In your opinion, should sports betting be legalized? * Q4 Did you or anyone in your family actively engage in sporting activities while you were growing up? Crosstabulation

Count

		Q4 Did you or anyone in your family actively engage in sporting activities while you were growing up?		Total
		Yes	No	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	26	2	28
	Probably yes	52	6	58
	Probably not	37	10	47
	Definitely not	9	5	14
Total		124	23	147

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.170[a]	3	.043
Likelihood Ratio	7.630	3	.054
Linear-by-Linear Association	7.428	1	.006
N of Valid Cases	147		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.19.

Table 7

Q34 In your opinion, should sports betting be legalized? * Q6 How would you rate your knowledge of betting in sports? Crosstabulation

Count

		Q6 How would you rate your knowledge of betting in sports?					
		Excellent	Good	Average	Poor	Terrible	Total
Q34 In your opinion, should sports betting be legalized?	Definitely yes	4	7	12	3	2	28
	Probably yes	4	7	12	21	14	58
	Probably not	0	1	9	14	23	47
	Definitely not	0	0	1	3	10	14
Total		8	15	34	41	49	147

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	46.368[a]	12	.000
Likelihood Ratio	50.938	12	.000
Linear-by-Linear Association	36.330	1	.000
N of Valid Cases	147		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .76.

Table 8

Q34 In your opinion, should sports betting be legalized? * Q9 Did you know that the Supreme Court in May 2018 overturned a 1992 law on wagering (betting) outside of Nevada and prohibiting states from legalizing sports gambling? Crosstabulation

Count

		Q9 Did you know that the Supreme Court in May 2018 overturned a 1992 law on wagering (betting) outside of Nevada and prohibiting states from legalizing sports gambling?		Total
		Yes	No	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	18	10	28
	Probably yes	17	41	58
	Probably not	9	38	47
	Definitely not	3	11	14
Total		47	100	147

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.900[a]	3	.000
Likelihood Ratio	17.116	3	.001
Linear-by-Linear Association	11.332	1	.001
N of Valid Cases	147		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.48.

Table 9

Q34 In your opinion, should sports betting be legalized? * Q18 How close to a gambling/betting environment are you? That is, how close to you, in your opinion, would one encounter people who actively engage in formal or informal gambling/betting activities? Crosstabulation

Count

		Q18 How close to a gambling/betting environment are you? That is, how close to you, in your opinion, would one encounter people who actively engage in formal or informal gambling/betting activities?				Total
		Level 1: Extremely close (myself, close relative and friends)	Level 2: A little distant (more distant relatives and friends)	Level 3: Even further distant (colleagues/a cquaintances with whom there may be a possibility of interaction)	Level 4: (Total strangers)	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	13	9	4	2	28
	Probably yes	12	27	10	9	58
	Probably not	9	14	10	14	47
	Definitely not	1	1	6	5	13
Total		35	51	30	30	146

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.615[a]	9	.002
Likelihood Ratio	25.232	9	.003
Linear-by-Linear Association	16.059	1	.000
N of Valid Cases	146		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.67.

Table 10

Q34 In your opinion, should sports betting be legalized? * Q26 Which statement best reflects your opinion on the legal age of sports betting? Crosstabulation

Count

		Q26 Which statement best reflects your opinion on the legal age of sports betting?					Total
		The legal age for sports betting should be 18	The legal age for sports betting should be 21	The legal age for sports betting should follow the age for casino gambling in each state	The legal age for sports betting should follow the age for lottery gambling in each state	I have no opinion for the legal age for sports betting	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	15	6	6	1	0	28
	Probably yes	13	11	24	7	1	56
	Probably not	5	9	22	2	7	45
	Definitely not	0	7	3	1	2	13
Total		33	33	55	11	10	142

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.163[a]	12	.000
Likelihood Ratio	41.321	12	.000
Linear-by-Linear Association	15.464	1	.000
N of Valid Cases	142		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .92.

Table 11

Q34 In your opinion, should sports betting be legalized? * Q33 In your opinion, should it be legal to advertise sports betting? - Selected Choice Crosstabulation

Count

| | | Q33 In your opinion, should it be legal to advertise sports betting? - Selected Choice | | | |
		Yes	No	Not sure (please explain)	Total
Q34 In your opinion, should sports betting be legalized?	Definitely yes	24	2	2	28
	Probably yes	33	16	7	56
	Probably not	12	27	6	45
	Definitely not	3	10	0	13
Total		72	55	15	142

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.667[a]	6	.000
Likelihood Ratio	39.420	6	.000
Linear-by-Linear Association	14.990	1	.000
N of Valid Cases	142		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.37.

Table 12

Q34 In your opinion, should sports betting be legalized? * Q35 How likely are you to bet on ANY sports? Crosstabulation

Count

		Q35 How likely are you to bet on ANY sports?				Total
		Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	7	4	7	10	28
	Probably yes	23	14	16	3	56
	Probably not	36	8	2	0	46
	Definitely not	8	3	0	3	14
Total		74	29	25	16	144

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	48.113[a]	9	.000
Likelihood Ratio	51.343	9	.000
Linear-by-Linear Association	23.437	1	.000
N of Valid Cases	144		

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 1.56.

Table 13

Q34 In your opinion, should sports betting be legalized? * Q27 Do you think legalizing sports betting would require a restructuring of how governing organizations (such as NCAA, NFL, etc.) operate? Crosstabulation

Count

		Q27 Do you think legalizing sports betting would require a restructuring of how governing organizations (such as NCAA, NFL, etc.) operate?					Total
		Definitely yes	Probably yes	Probably not	Definitely not	I have no idea	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	8	8	7	5	0	28
	Probably yes	5	30	10	2	11	58
	Probably not	9	20	7	0	11	47
	Definitely not	5	5	0	0	3	13
Total		27	63	24	7	25	146

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.645[a]	12	.001
Likelihood Ratio	38.032	12	.000
Linear-by-Linear Association	.022	1	.882
N of Valid Cases	146		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .62.

Table 14

Q34 In your opinion, should sports betting be legalized? * Q15_1 Do you think that gambling in general has an effect on society? Does betting in general has an effect on society? - Gambling Crosstabulation

Count

		Q15_1 Do you think that gambling in general has an effect on society? Does betting in general has an effect on society? - Gambling				Total
		Definitely Yes	Probably Yes	Probably No	Definitely No	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	3	16	6	2	27
	Probably yes	14	34	10	0	58
	Probably not	18	25	4	0	47
	Definitely not	6	6	1	1	14
Total		41	81	21	3	146

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.351[a]	9	.043
Likelihood Ratio	17.960	9	.036
Linear-by-Linear Association	8.651	1	.003
N of Valid Cases	146		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .29.

Table 15

Q34 In your opinion, should sports betting be legalized? * Q15_2 Do you think that gambling in general has an effect on society? Does betting in general has an effect on society? - Betting Crosstabulation

Count

		Q15_2 Do you think that gambling in general has an effect on society? Does betting in general has an effect on society? - Betting				Total
		Definitely Yes	Probably Yes	Probably No	Definitely No	
Q34 In your opinion, should sports betting be legalized?	Definitely yes	2	15	7	3	27
	Probably yes	10	35	13	0	58
	Probably not	12	29	6	0	47
	Definitely not	6	7	0	1	14
Total		30	86	26	4	146

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.487[a]	9	.007
Likelihood Ratio	24.337	9	.004
Linear-by-Linear Association	11.210	1	.001
N of Valid Cases	146		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .38.

Table 16

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.540	.300		1.799	.080
	Q39 Why do you participate in sports betting? - Selected Choice	.659	.139	.611	4.754	.000
2	(Constant)	-.477	.383		-1.243	.222
	Q39 Why do you participate in sports betting? - Selected Choice	.531	.126	.492	4.221	.000
	Q41 Which of the following statements do you MOST identify with?	.517	.143	.423	3.627	.001
3	(Constant)	-.726	.373		-1.945	.060
	Q39 Why do you participate in sports betting? - Selected Choice	.459	.121	.426	3.788	.001
	Q41 Which of the following statements do you MOST identify with?	.389	.143	.318	2.714	.010
	Q6 How would you rate your knowledge of betting in sports?	.255	.103	.294	2.478	.018
4	(Constant)	-.151	.431		-.351	.728
	Q39 Why do you participate in sports betting? - Selected Choice	.452	.115	.419	3.944	.000
	Q41 Which of the following statements do you MOST identify with?	.387	.135	.316	2.857	.007
	Q6 How would you rate your knowledge of betting in sports?	.300	.099	.346	3.022	.005
	Q5 Are you or anyone in your family actively engaged in sporting activities currently?	-.493	.214	-.234	-2.307	.027
5	(Constant)	-.894	.478		-1.870	.070
	Q39 Why do you participate in sports betting? - Selected Choice	.434	.105	.402	4.125	.000
	Q41 Which of the following statements do you MOST identify with?	.417	.125	.341	3.345	.002
	Q6 How would you rate your knowledge of betting in sports?	.258	.092	.297	2.794	.008
	Q5 Are you or anyone in your family actively engaged in sporting activities currently?	-.619	.201	-.293	-3.077	.004
	Q4 Did you or anyone in your family actively engage in sporting activities while you were growing up?	.903	.326	.265	2.768	.009

a. Dependent Variable: Q34 In your opinion, should sports betting be legalized?

Table 17

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.373	.356	.830
2	.733[b]	.537	.512	.723
3	.778[c]	.605	.572	.677
4	.811[d]	.657	.618	.640
5	.849[e]	.720	.679	.586

a. Predictors: (Constant), Q39 Why do you participate in sports betting? - Selected Choice

b. Predictors: (Constant), Q39 Why do you participate in sports betting? - Selected Choice, Q41 Which of the following statements do you MOST identify with?

c. Predictors: (Constant), Q39 Why do you participate in sports betting? - Selected Choice, Q41 Which of the following statements do you MOST identify with?, Q6 How would you rate your knowledge of betting in sports?

d. Predictors: (Constant), Q39 Why do you participate in sports betting? - Selected Choice, Q41 Which of the following statements do you MOST identify with?, Q6 How would you rate your knowledge of betting in sports?, Q5 Are you or anyone in your family actively engaged in sporting activities currently?

e. Predictors: (Constant), Q39 Why do you participate in sports betting? - Selected Choice, Q41 Which of the following statements do you MOST identify with?, Q6 How would you rate your knowledge of betting in sports?, Q5 Are you or anyone in your family actively engaged in sporting activities currently?, Q4 Did you or anyone in your family actively engage in sporting activities while you were growing up?

Table 18

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883[a]	.780	.643	.619

a. Predictors: (Constant), Q5 Are you or anyone in your family actively engaged in sporting activities currently?, Q29_2 Please indicate the degree to which you agree or disagree with the following statements: - Laws on sports betting should only be determined at the Federal level, Q39 Why do you participate in sports betting? - Selected Choice, Q23_7 . For each of the statements, please indicate your level of agreement or disagreement. - Sports betting could adversely impact a person's job performance, Q43 How likely would you be to research previous outcomes of other matches before gambling on new games?, Q4 Did you or anyone in your family actively engage in sporting activities while you were growing up?, Q41 Which of the following statements do you MOST identify with?, Q46 How much money are you willing to spend on sports betting each month?, Q29_1 Please indicate the degree to which you agree or disagree with the following statements: - Laws on sports betting should only be determined at the State level, Q24_1 Please rate the level to which you agree or disagree with the following statements: - Sports betting should be legal for National Collegiate Athletic Association (NCAA) games, Q9 Did you know that the Supreme Court in May 2018 overturned a 1992 law on wagering (betting) outside of Nevada and prohibiting states from legalizing sports gambling?, Q2 How would you rate your knowledge of sports?, Q35 How likely are you to bet on ANY sports?, Q18 How close to a gambling/betting environment are you? That is, how close to you, in your opinion, would one encounter people who actively engage in formal or informal gambling/betting activities?, Q6 How would you rate your knowledge of betting in sports?