## **GENDER MATTERS**

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A national college student sample found that **71%** of females gambled in the past year

**40%** of females gambled at least monthly

31% of females wagered on sports

## Male college students are much more likely to gamble

82% of men reported gambling vs 61% of women

## But more female college students are gambling than ever before

Outreach without women-specific materials is only half the story