

Interactive Gambling

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ABSTRACT

This research study was commissioned by Gambling Research Australia to investigate how Australians are using interactive gambling services and the impact of interactive gambling on land-based gambling and gambling-related problems. A multi-modal research study was conducted over three years including a nationally representative telephone survey (N=15,006), an online survey of gamblers (N=4,594), interviews with interactive gamblers (N=50) and with interactive gamblers seeking treatment (N=31), and collection of data from gambling help services. Previous Australian and international research has been largely limited by the use of small, non-representative samples and measurement issues such as considering interactive gambling as a distinct form of gambling, rather than a mode of access, and failing to control for potentially confounding variables, such as overall gambling involvement. The current study defined an interactive gambler as someone who had gambled on at least one interactive form in the past year, not excluding other gambling modes.

Taken together, the results suggest that interactive gamblers are most likely to be male and younger than land-based gamblers, suggesting that this mode may continue to grow in popularity among the next generation of gamblers. Interactive gamblers have more positive views of gambling than land-based gamblers and were engaged in a significantly greater number of gambling activities. In particular, interactive gamblers were more likely to gamble on sports, races and poker, as compared to non-interactive gamblers, who were most likely to gamble on electronic gaming machines (EGMs). The most popular online activities were interactive sports and race wagering, and interactive gamblers conducted the majority of their betting online.

Overall, convenience and ease of access is driving use of interactive gambling, followed by more competitive products and pricing as well as the comfort of gambling from home. Despite these advantages, substantial minorities of interactive gamblers view this mode as too convenient and have concerns about the security and integrity of interactive sites. Gamblers were most likely to choose an interactive operator based on competitive price and promotions, as well as reputation and products offered and while most preferred domestically regulated sites, at least one-third of interactive gamblers were not concerned about gambling with offshore providers. Over three-quarters of interactive gamblers reported using interactive modes for at least half of their gambling and approximately one-fifth reported gambling either entirely online or mostly offline, indicating that this mode is used in various ways by gamblers depending on their preferences.

The national telephone survey indicated that the past year prevalence of adult gambling participation in Australia was 64% and 8% of adults engaged in at least one form of interactive gambling. The prevalence of problem gambling in the adult population was 0.6% (or 1% of gamblers), although 18.6% of gamblers reported experiencing at least some negative consequences of gambling (12% of the adult population). Interactive gamblers

appeared to be at greater risk of experiencing some problems; however, the study did not allow causality to be determined and it is likely that the greater overall gambling involvement and intensity of interactive gamblers plays an important role in the experience of harms. Differences were found in the forms of gambling related to problems, with interactive gamblers most likely to report problems related to race wagering, EGMs and sports betting, while non-interactive gambling problems appeared mostly related to EGMs. Risk factors for greater problem gambling severity among interactive gamblers included being male, younger, and a non-English speaker at home as well as greater gambling participation and betting on sports, races and poker. The specific features of interactive gambling which appear to have the greatest negative impact included its constant availability and convenience (combined with isolation, boredom and distress), use of electronic funds, online accounts and gambling with credit, which reduced the salience of losses and wins, ability to play in private and hide betting, and advertisements and promotions, including inducements to gamble.

As participation in interactive gambling appears to be relatively recent and increasing, it is possible that related problems might increase over time with increased participation in this activity. However, there is currently insufficient evidence to conclude that interactive gambling is causing higher levels of gambling problems. Around half of the moderate risk and problem interactive gamblers in the online survey reported existing problems before gambling online, and one-third indicated their problems were related to land-based forms. Interactive gambling problems accounted for a small proportion of gamblers presenting to help services, indicating that land-based problems and EGM use in particular remains the dominant form of gambling associated with problems in Australia. However, interactive gamblers were also less likely to report seeking help for gambling problems. These results suggest that for a substantial proportion of interactive gamblers experiencing difficulties, these problems are related to non-interactive modes.

It is important to be mindful of the limitations of this research, including the omission of mobile phones from the telephone survey, reliance on self-report and the low numbers of interactive gamblers in the population, making comparison of sub-groups difficult. The cross-sectional nature of the research does not allow causal inferences to be drawn and further research is recommended, including evaluation of prevention and treatment programs specifically focused on interactive modes of gambling.

Despite these limitations, this study is the most comprehensive examination of interactive gambling in Australia, and one of the most extensive studies internationally and makes a significant contribution to the understanding of interactive gambling. The use of multiple complementary research methods enables greater insight into how interactive gambling is changing engagement in gambling. It can be concluded from this research that interactive gamblers are a heterogeneous population, yet there appear to be significant differences between this group and land-based gamblers. It is likely that participation in this mode will increase and proactive efforts by all key stakeholders should aim to address issues related to the integration of interactive technologies in gambling.

EXECUTIVE SUMMARY

INTRODUCTION

This is the research report for the project *Interactive Gambling*. Gambling Research Australia commissioned this national study in 2011 to determine who, what, when, why and how people are gambling using interactive technology in Australia.

The project specifications required the research team to review the published literature relevant to the project, and design and implement a research methodology to determine:

- The motivations, characteristics and behaviours of interactive gamblers;
- Game play and medium preferences of interactive gamblers;
- Current prevalence of interactive gambling in Australia;
- Current prevalence of problem gamblers among interactive gamblers; and
- The contribution of computer/internet to problem gambling in interactive gamblers.

OVERVIEW OF INTERACTIVE GAMBLING IN AUSTRALIA

Interactive gambling refers to the range of gambling activities that occur through media connected to the Internet (Gainsbury, Wood, Russell, Hing, & Blaszczynski, 2012). The term 'interactive gambling' is often used interchangeably with the terms 'Internet', 'remote', or 'online' gambling. Interactive gambling is a joint term capturing gaming and wagering on the Internet. Interactive gaming includes playing games where outcomes are determined by random number generators, for example blackjack, poker, lotteries and electronic gaming machines (EGMs); and interactive wagering on sports field or race track events, where the Internet represents a medium through which wagers are placed (Senate Information Technologies Committee, 2000). The converging capabilities of computers, laptops, netbooks, tablets, mobile phones, smart phones, interactive televisions, gaming consoles, and wireless portable devices allow interactive gambling to be available almost anywhere at any time.

The Interactive Gambling Act 2001 (IGA) regulates interactive gambling in Australia. The Act prohibits gambling operators from offering interactive gambling services to Australian residents with the exception of wagering and lotteries. The Act is considered to be largely ineffective, with around 60% of the total value of interactive gambling in Australia, estimated at AU\$1.6 billion in 2010, spent on prohibited overseas based services (Department of Broadband, Communication and the Digital Economy [DBCDE], 2013a). Although several reviews have been conducted, no amendments had been made to the IGA at the time of writing this report.

Prior to the current study, the estimated prevalence of interactive gambling participation was 0.1% to 7.5% of Australian adults (AC Nielson, 2007; Davidson & Rodgers, 2010; Productivity Commission, 1999, 2010; Queensland Government, 2012; South Australian Centre for Economic Studies, 2008; Sproston, Hing, & Palankay, 2012).

Sports betting and race wagering now represent the largest interactive gambling markets, with substantial growth attributed to existing customers transitioning to interactive modes from retail and telephone betting. Despite being legally available online, interactive lottery ticket purchase has not increased at the same concurrent rate as interactive wagering. A relatively small proportion of Australians play interactive poker and casino games; however, as this activity occurs on offshore gambling sites, it is difficult to estimate the current size of the market. During 2008-09, Australians were estimated to spend \$249 million gambling on offshore poker sites and \$541 million gambling on offshore casino sites (Productivity Commission, 2010).

A significant concern about the nature and growth of interactive gambling is the apparent association between interactive gambling and problem gambling given higher problem gambling rates found amongst interactive gamblers compared to non-interactive gamblers (Gainsbury, Russell, Hing, Wood & Blaszczynski, 2013; Wardle, Moody, Griffiths, Orford & Volberg, 2011; Wood & Williams, 2010). However, interactive compared to non-interactive gamblers are more likely to participate in a wider range of gambling activities, have a higher frequency of gambling and greater gambling expenditure, with most also engaging in land-based gambling (Gainsbury, Wood et al., 2012). Thus, researchers have speculated that it is greater degree of involvement, rather than interactive gambling per se, that explains the elevated rates of gambling problems found amongst interactive gamblers (Halme, 2011; LaPlante, Nelson, LaBrie, & Shaffer, 2009; Philander & MacKay, 2013; Vaughan Williams, Leighton, Parke, & Rigbye, 2008; Welte, Barnes, Tidwell, & Hoffman, 2009; Welte, Wieczorek, Barnes, Tidwell, & Hoffman, 2004). Nevertheless, features of interactive gambling that may elevate the risk of developing gambling problems include; convenience, ease of access, ability to play in private, high speed continuous gambling, player incentives and advertising, and the immersive nature of the Internet (Gainsbury, Wood et al., 2012, Griffiths, 1999; Griffiths, 2012; Williams, West & Simpson, 2012; Williams, Wood & Parke, 2012; Wood & Williams, 2010; Wood, Williams & Parke, 2012). Further, the proportion of gamblers seeking help indicating that their problems are related to interactive modes of gambling is increasing (Gambling Help Online, 2012).

Previous research has investigated various aspects of interactive gambling, including gambler characteristics, interactive gambling behaviour and gambling problems, and these studies are reviewed in Chapter Two of this report. However, the current research is the first national study of interactive gambling in Australia, and the first to use a methodology that allows nationally representative results and prevalence data to be obtained.

RESEARCH METHODS

The empirical research for this study was conducted in five stages, enabling collection of nationally representative survey data, along with rich in-depth interview data. We also obtained secondary data from gambling treatment agencies across Australia.

Stage 1: National Telephone Survey

A random digit dial (RDD) computer-assisted telephone interview (CATI) survey of 15,006 Australians was conducted in late 2011. Of 15,006 Australian adult participants in the screening section, 9,596 (64%) reported having engaged in gambling at least once in the last 12 months and were thus eligible to continue with the full survey. Interactive gamblers were oversampled by design, with all 849 self-reported interactive gamblers retained for the full survey. Additionally 1,161 of the 8,747 self-reported non-interactive gamblers were retained for the full survey. This sampling design facilitated direct comparisons between interactive and non-interactive gamblers.

Interactive gamblers were defined as respondents indicating that they had gambled within the last 12 months on at least one of the surveyed activities using the Internet; non-interactive gamblers were defined as those who had gambled but not online within the last 12 months.

The telephone survey instrument was adapted with permission from Wood and Williams (2010). The survey had ten main sections:

1. Respondent selection questions;
2. Respondent screening questions;
3. Gambling behaviour;
4. Patterns and preferences of interactive gambling;
5. The Problem Gambling Severity Index (PGSI, Ferris & Wynne, 2001);
6. Gambling consequences and help-seeking behaviour;
7. Alcohol, tobacco and substance use, and mental health;
8. Demographics and Internet access;
9. Gambling attitudes; and
10. Future research participation.

The sample was stratified by state and territory according to the 2006 Australian Census and weighted according to available 2011 Australian Census data. Stratification was checked against both the 2006 and 2011 Censuses and considered accurate enough to preclude requirements for weighting by state/territory. A design weight was applied to account for household size, and post-stratification weighting corrected for the overrepresentation of older adults and women amongst respondents.

Unless stated otherwise, the cross-product of the design and post-stratification weights was used for all analyses. When calculating population prevalence figures, the different probability of sampling for interactive and non-interactive gamblers was also taken into account.

Stage 2: National Online Survey

The primary objective of the National Online Survey was to identify the characteristics of a large sample of interactive gamblers. Recruitment, yielding 4,594 usable responses, was conducted in 2012 over several months through advertisements placed on Internet gambling sites, gambling-related sites, Google and Facebook.

The survey instrument was adapted with permission from Wood and Williams (2010) and contained nine sections:

1. Gambling behaviour scale;
2. Interactive gambling behaviour;
3. Demographics;
4. Problem Gambling Severity Index (PGSI, Ferris & Wynne, 2001);
5. Problem gambling and help-seeking;
6. Gambling knowledge and beliefs test;
7. Gambling attitudes;
8. Consequences of gambling; and
9. Feedback on the survey and future research participation.

The same definitions of interactive and non-interactive gamblers were used as for the National Telephone Survey.

Data were weighted to be comparable to the National Telephone Survey and, by extension, the Australian adult population of gamblers. To conduct this weighting, all demographic and selected gambling variables were compared between the surveys. Weights were calculated to correct for age x gender, PGSI category, State/Territory of residence, interactive gambling status and current living arrangements. Weights were multiplied to form a total weight and these six variables were weighted by the total weight and again compared to the National Telephone Survey data. This iterative process continued until weights were deemed to have converged; this was achieved after eight iterations. Finally, weights were normed so that the weighted N was equal to the total N answering each question. These normed final weights were used for all analyses.

Stage 3: Interviews with interactive gamblers recruited from the general population

Fifty interactive non-treatment seeking gamblers were recruited for in-depth interviews. The recruitment targeted respondents to the National Telephone Survey, and the National Online Survey by end of August 2012. All 488 respondents who agreed to be invited for further research and who had gambled at least once online in the previous 12 months were contacted with an invitation to participate in a telephone interview. Of these, 150 people agreed, and from these a sample of 50 interviewees with a diversity of interactive gambling

preferences and PGSI scores was selected. The 50 participants ranged in age from 18 years to 72 years (most aged between 30 and 50 years) with the majority being male (46 participants).

A trained interviewer conducted interviews of 20-50 minute duration between September 2012 and November 2012. A \$40 shopping voucher was offered as reimbursement. Interviews were semi-structured with seven main sections:

1. Transition from land-based gambling to interactive gambling;
2. Media preferences for interactive gambling;
3. Motivations for interactive gambling;
4. Advertising and promotions for interactive gambling;
5. Contribution of interactive gambling to gambling problems;
6. Responsible gambling in online environments; and
7. Help-seeking behaviour for gambling problems.

All interviews were digitally recorded and transcribed verbatim by a professional transcription service. The interview transcripts were analysed using NVivo software to extract major and minor themes.

This report refers to this sample as 'general population' interviewees/participants because they were interactive gamblers recruited from the general population, even though the sample is not necessarily representative of the general population.

Stage 4: Interviews with treatment-seeking interactive gamblers

This sample comprised 31 participants who had gambled online during the preceding 12 months and were receiving or seeking treatment for a gambling problem. Twenty-three participants were recruited through online advertising, seven through gambling helplines and one through word-of-mouth. Participants ranged in age from 18 to 62 years (over one-half aged between 20 and 50 years) with the majority (25 participants) being male. EGMs (10) and race betting (10) were the main types of problematic gambling, followed by sports betting (3), poker (2) and casino games excluding poker (2). Four participants nominated more than one main type of gambling causing them problems.

Interviews lasting between 30-60 minutes were conducted by telephone by two clinical psychologists between October 2012 and February 2013. All interviews were digitally recorded and transcribed verbatim by a professional transcription service. The interview questions and data analysis methods were the same as used for Stage 3.

This report refers to this sample as 'treatment-seeking' interviewees/participants.

Stage 5: Data collection from gambling treatment agencies

Available data compiled from eight Australian states and territories, in addition to national Gambling Help Online services, were sought to obtain an estimate of the prevalence of interactive gamblers amongst help-seeking gamblers. All sources were contacted in early

August 2013 to request the following information for the last financial or calendar year, with data received from six jurisdictions and Gambling Help Online:

1. How many people present for help for themselves for a gambling problem;
2. How many of these, or what proportion, have some form of interactive gambling as their primary or most problematic form of gambling; and
3. The aggregate characteristics of interactive gamblers who present for treatment such as gender breakdown, age breakdown, type of problematic gambling, and any other relevant statistics.

RESULTS

The studies' key results are summarised here. Readers are referred to the full report for more detailed findings. For this study, an interactive gambler was defined as someone who had gambled on at least one interactive mode in the past 12 months, not excluding land-based modes.

MOTIVATIONS FOR INTERACTIVE GAMBLING

- The majority (63%) of interactive gamblers in the online survey and most of those interviewed in the general population and treatment-seeking samples nominated convenience of access as by far the greatest advantage of interactive gambling over land-based gambling.
- Related to convenient access, interviewees reported that interactive gambling enabled faster betting, avoidance of queues and the potential to miss betting on events, as important considerations relative to land-based gambling.
- Price differential, including more bonuses, free credits and better odds and payout rates, was the second most commonly cited advantage of interactive gambling, endorsed by over one-third of online survey interactive gambling participants. Slightly fewer interactive gamblers (32%) reported that physical comfort of gambling from home was one of the main advantages of this mode as compared to land-based gambling.
- Approximately 10% of interactive gamblers in the online survey reported a dislike of land-based venues and a similar proportion reported the privacy and anonymity as advantages of interactive over land-based gambling.
- The most commonly cited disadvantages of interactive compared to land-based gambling reported by online survey interactive gamblers and general population interviewees were that it was easier to spend money and this mode was too convenient. A substantial proportion of these interviewees also stated that this mode was more addictive, facilitated higher expenditure, and could cause problems.

- One-fifth (20%) of online survey interactive gambling respondents expressed concern about online security of funds and personal information, and integrity of sites.

CHARACTERISTICS OF INTERACTIVE GAMBLERS

- Male gender was a significant predictor of interactive gambling in both surveys: 62% and 77% of interactive gamblers in the telephone and online surveys, respectively.
- Age was also a significant predictor of interactive gambling in both surveys, with interactive gamblers significantly younger than their non-interactive counterparts. The mean age of interactive gamblers was 37 years (vs. 45 years) in the telephone, and 41 years (vs. 45 years), in the online survey.
- The telephone survey indicated interactive gamblers were more likely to be university qualified and to have completed Year 12 than non-interactive gamblers, although no significant educational differences were found in the online survey.
- Both surveys indicated that interactive gamblers were more likely to work full-time with household incomes between \$90,000 and \$119,000 while non-interactive gamblers were more likely to work in casual or part-time positions.
- Interactive gamblers in the telephone survey were less likely to be married than land-based gamblers. However, these findings were not replicated in the online survey.
- The online survey found that living in Victoria, Queensland or Western Australia (compared to NSW) was a significant predictor for interactive gambling. The telephone survey also found that Victorian gamblers were more likely to gamble using interactive modes. No significant differences were found between individuals from metropolitan or rural areas.
- Australian-born and English-speaking respondents were significantly more likely to be interactive gamblers than those born overseas or not speaking English as a first language at home.

ATTITUDES AND KNOWLEDGE ABOUT GAMBLING, PROMOTIONS, AND THE LEGALITY OF INTERACTIVE GAMBLING

- Over two-thirds (68%) of interactive gamblers in the national telephone survey considered that harms outweighed the benefits of gambling for society, but overall a significantly higher proportion of interactive gamblers held more positive attitudes towards gambling. Similar results were reported in the online survey.
- Ten per cent of interactive gamblers in the online survey indicated that advertisements and promotions influenced their decision to gamble on a particular site with a further 10% reported marketing and promotions to be critical factors in their initial uptake of online gambling.

- Interactive gamblers in the online survey were significantly more likely than non-interactive gamblers to report that promotions increased online gambling, with 29% reporting increased online expenditure as a result of viewing promotions.
- Over half (52%) of interactive gamblers in the online survey believed that online and traditional media promotions for online gambling should be allowed, 41% approved online gambling promotions at sporting events and 25% during televised sporting events. Of the interactive gamblers, 26% did not condone online gambling promotions, compared to nearly 66% of non-interactive gamblers, with all differences statistically significant.
- Interactive compared to non-interactive gamblers had significantly more accurate knowledge of the legal status of different forms of online gambling. Most interactive gamblers were aware that sports and race wagering is legal in interactive modes, although less than two-thirds were aware that online lottery products are also legally available.
- However, compared to non-interactive gamblers, interactive gamblers held significantly more inaccurate beliefs about the legal availability of online instant scratch tickets, keno and poker in Australia.
- Only a small proportion of interactive and non-interactive gamblers indicated that they would be more likely to gamble if all forms of gambling were legal through interactive modes.

GAMBLING BEHAVIOURS OF INTERACTIVE GAMBLERS

- Both surveys found that interactive gamblers engaged in significantly more forms and frequency of gambling than non-interactive gamblers.
- The online survey found that participation in sports, horse and dog race betting and poker were significant predictors of interactive gambling.
- Non-interactive gamblers were significantly more likely to use EGMs.
- Interactive gamblers were found to have higher levels of gambling expenditure with annual losses representing a significant predictor of interactive gambling. Interactive gamblers in the telephone survey reported losing significantly more money on lotteries, race wagering, and poker, compared to non-interactive gamblers.
- However, interactive gamblers in the online survey were significantly more likely to report being ahead financially on sports and race wagering and poker, compared to non-interactive gamblers, although they were more likely to be behind on EGMs. This may reflect findings from both the telephone and online surveys that interactive gamblers were more likely to report that they were professional (3%/2%) or semi-professional (7%) gamblers.

- One-quarter of the general population sample of interviewees also referred to themselves as professional gamblers keeping detailed accounts of bets, and reported earning a living from interactive gambling.

GAME PLAY PREFERENCES OF INTERACTIVE GAMBLERS

- Price, including free credits and bonuses, was the most common factor influencing choice of online gambling sites (by 43% of interactive gamblers in the online survey), followed by site reputation (30%), and number of betting options (26%).
- Most interactive gamblers preferred to use domestically regulated sites, although this consideration did not influence choice of site for approximately 33% of interactive gamblers and only 6% considered the jurisdiction where the site is regulated when selecting an interactive gambling site.
- Of interactive gamblers reporting playing interactive casino table games, the most popular game was blackjack, followed by roulette and EGMs. However, only a relatively small proportion reported playing these games.
- The online survey revealed that over half (54%) of the interactive gamblers had only one online gambling account, one-fifth (21%) had accounts with two online operators, and the remainder had multiple accounts.
- Most interactive gamblers used credit (36%) or debit (25%) cards to deposit funds, followed by direct bank transfer (14%). Nearly one-fifth (19%) used various forms of ewallets. For withdrawals, 13% reported that fast payout rates were an important factor determining site selection.

MEDIUM PREFERENCES OF INTERACTIVE GAMBLERS

- The majority (81%) of interactive gamblers were also land-based gamblers. Despite this, according to the online survey, 78% of interactive gamblers used interactive modes for at least half of their gambling.
- Wagering on sports and races were the two most popular interactive gambling activities, with interactive gamblers using online modes for over 80% of their bets on average. Nonetheless, only 55% of interactive sports bettors and 39% of interactive race bettors, did so solely online, indicating that land-based and telephone betting options are still important.
- Lotteries were the third most popular online activity reportedly used by 43% of all interactive lottery players exclusively, and accounting for an average of 64% of ticket purchases.
- Poker was the fourth most popular online gambling activity. However, only 26% of those who used interactive modes for poker did so exclusively and on average 41% of poker play on average was conducted in land-based venues. Similarly, gambling on interactive casino table games accounted for only 57% of play, with 42% of

interactive gamblers who engaged in this activity online also visiting land-based casinos.

- Only a small proportion of interactive gamblers played EGMs online, and only a minority of these EGM gamblers exclusively used online forms of EGMs (17%), which is the lowest sole and average use of the interactive mode with the exception of instant scratch tickets. These results may suggest that interactive modes do not appear to replicate land-based experiences, although a range of factors are likely to have contributed to this finding, including the lack of access and awareness to online EGMs as well as legislation prohibiting this type of gambling from being offered by Australian online gambling providers.
- Gamblers using interactive modes of bingo and keno appeared relatively satisfied with offshore interactive services, with only a minority of gambling on these forms conducted in land-based venues amongst those who used interactive modes. These, and instant scratch tickets, appeared to be the least popular activities undertaken via interactive modes.
- Most interactive gamblers (86%) reported using computers or laptops as their preferred device for accessing interactive gambling.
- Approximately 10% of interactive gamblers in the online survey reported a preference for gambling via mobile phones. Less than 4% reported using other portable devices, such as tablets, as the preferred means. Similar reports were obtained from the national telephone survey.
- Just over half (52%) of interactive gamblers in the national telephone survey reported preferring this mode to land-based and telephone gambling, with similar results reported in the online survey, although 31% reported preferring both modes equally, which was not a response option available in the telephone survey.

TRANSITION FROM TERRESTRIAL GAMBLING TO INTERACTIVE GAMBLING

- Widespread uptake of interactive gambling is a relatively recent phenomenon, with most interactive gamblers reporting commencement in 2009 or later; less than 10% commenced prior to 2001, when the IGA was introduced.
- Convenience appeared to be the driving motivator for using interactive modes. Similarly, better price as compared to land-based modes was a key consideration for over one-third of interactive gamblers, followed by comfort of gambling from home and ease of access.

CURRENT PREVALENCE OF GAMBLING AND INTERACTIVE GAMBLING

- Based on the telephone survey, past-year adult prevalence of gambling in Australia in 2010/2011 was 64%, representing a 21% decrease over 1999 figures (Productivity Commission, 1999).

- Preferences for lottery, instant scratch tickets, race betting, and EGM gambling were consistent with 1999 patterns, although current trends suggest participation in race betting is now greater than EGM gambling.
- Participation in all gambling activities decreased except for sports betting which more than doubled. The smallest decreases were observed for race betting and casino table games.
- Changes in betting on poker and other skill games were not readily apparent due to different measures used in the two national studies.
- Based on the telephone survey results, the past-year adult prevalence rate of interactive gambling in Australia in 2010/2011 was 8% and for land-based only gamblers, 56%.

CURRENT PREVALENCE OF PROBLEM GAMBLING AMONG INTERACTIVE GAMBLERS

- The 1999 Productivity Commission national prevalence survey estimated 1% of adults experience severe levels and 1.1%, moderate levels of problem gambling. The current telephone survey, the first national prevalence study conducted since that time, obtained a problem gambling rate of 0.6%, with a further 3.7% at moderate, and 7.7% at low risk.
- These findings suggest a lower prevalence of problem but higher proportion of at-risk gamblers in the current study compared to the 1999 survey. However, comparisons with the 1999 Productivity Commission national prevalence survey must be made with caution as different measures of problem gambling were used.
- The telephone survey indicated that problem gambling prevalence among interactive gamblers was three times higher than among non-interactive gamblers. Interactive gamblers were also more than twice as likely to be moderate or low risk gamblers, in comparison to non-interactive gamblers.
- The online survey produced somewhat discrepant results; interactive gamblers were approximately twice as likely as non-interactive gamblers to be classified as low or moderate risk gamblers on the PGSI, but differences in problem gambling rates were not significant.
- From both surveys, moderate risk and problem gamblers engaging in interactive gambling were most likely to report problems relating to race wagering, EGMs and sports betting. In comparison, non-interactive moderate risk and problem gamblers were most likely to report problems with EGMs.
- Data from both surveys on state-based treatment services demonstrated that interactive modes of gambling are responsible for a minority of gambling problems for which formal treatment is sought.

CONSEQUENCES OF INTERACTIVE GAMBLING

- In both surveys, interactive gamblers had higher rates of psychological distress than non-interactive gamblers.
- Higher levels of psychological distress were predictive of being an interactive gambler in the online survey. However, the Kessler-6 scores did not reach clinically significant levels.
- In the online survey a higher proportion of interactive than land-based only gamblers attributed symptoms to their gambling and reported other negative consequences from their gambling, for example, life being less enjoyable, having difficulty controlling their gambling, preoccupation with gambling and gambling to escape worries.
- Interactive gamblers were more likely than non-interactive gamblers to attribute interpersonal, work-related and financial problems related to their gambling.
- Non-interactive gamblers were more likely to report gambling-related consequences arguably more serious than those reported by interactive gamblers; for example, major relationship breakdowns, loss of contact with children, change or loss of employment, bankruptcy and loss of savings.
- Results from the telephone survey found that interactive gamblers had higher rates of tobacco, alcohol and illicit drug use than non-interactive gamblers.
- However, the online survey indicated that interactive gamblers were significantly less likely to consume alcohol when gambling and to drink alcohol and smoke when gambling online than offline. This finding indicates that they were unlikely to be using interactive modes to avoid smoking restrictions in land-based venues.
- It is important to interpret all findings with caution as causality could not be determined from the cross-sectional nature of this research.

CONTRIBUTION OF INTERNET GAMBLING TO PROBLEM GAMBLING IN INTERACTIVE GAMBLERS

- Higher rates of problem gambling severity were found in both samples of interactive gamblers and the online survey found that interactive gamblers were more likely to be low risk and moderate risk gamblers, as compared to non-interactive gamblers.
- Despite these findings, in both surveys, problem gambling severity was not a predictor that distinguished interactive gamblers from non-interactive gamblers when controlling for other variables.
- Online survey results suggested that interactive moderate risk and problem gamblers were most likely to attribute their gambling problems to interactive forms. However, 33% of interactive moderate risk and problem gamblers in the online, and 58% of

their counterparts in the telephone survey reported problems related to land-based gambling. These findings generally aligned with the treatment agency information showing that a minority of those seeking formal help reported problems related to interactive gambling.

- Moderate risk and problem gamblers in the telephone survey did not indicate any significant difference in the most problematic form of gambling, with EGMs reported by almost half of all participants; however the small sample size made further interpretation of results difficult. In comparison, moderate risk and problem interactive gamblers in the online survey were more likely to attribute problems to race and sports betting than non-interactive gamblers, although EGMs were reported as the central problem by 19% of interactive gamblers (vs. 50% of non-interactive gamblers).
- Although mobile phones were the preferred device by less than 10% of all interactive gamblers, over 12% of moderate risk and problem interactive gamblers in the telephone and online surveys attributed their problems to these devices.
- In both surveys, just over 50% of moderate risk and problem interactive gamblers reported experiencing problems prior to gambling online and about half of these stated that interactive forms had exacerbated such problems.
- Amongst interactive gamblers developing problems after commencing online gambling, a substantial proportion in both the online (47%) and telephone surveys (88%) agreed that interactive modes of gambling had contributed to these problems.
- Analyses of data found that males, younger interactive gamblers and non-English speakers were more likely to have higher PGSI scores. The online survey found that wagering on sports, races and games of skill, poker and EGM gambling was predictive of greater problem gambling severity among interactive gamblers. The telephone survey found that participation in more gambling forms was related to higher PGSI scores among interactive gamblers.
- Similar to the predictors of problem gambling severity amongst interactive gamblers, moderate risk and problem interactive gamblers were more likely to bet on sports, races and poker, compared to moderate risk and problem non-interactive gamblers. In contrast, non-interactive moderate risk or problem gamblers were significantly more likely to bet on EGMs, drink alcohol while gambling and have higher levels of psychological distress compared to interactive moderate risk and problem gamblers.
- The treatment agency data presented a similar profile of gamblers reporting problems associated with interactive modes. Treatment-seeking interactive gamblers were mostly males, aged between 18 and 39 years, with problem relating to sports and race wagering.
- Causality of gambling problems cannot be determined from this study. However, in the online survey, 15% of participants reported that interactive gambling was more addictive than land-based forms.

- Mobile or other wireless devices were specifically mentioned as contributing to excessive gambling by making gambling constantly and easily accessible.
- The availability of information online allowed some gamblers to learn more about different types of gambling and betting fields, leading to increased betting.
- Convenience of interactive gambling, combined with isolation and boredom, contributed to the problematic gambling.
- A minority of telephone and online survey participants (17%/12%) reported that use of electronic funds increased online spending.
- Respondents in both interview samples acknowledged gambling greater amounts online than they would have in venues and that, compared to cash, virtual currency was extremely easy to spend and lose track of. Gambling with digital currency appeared to have lower psychological value than cash and could lead to spending more than intended.
- Greater expenditure was also attributed to the ease and swiftness of depositing money repeatedly into online accounts, through automatically linked credit or debit cards and bank accounts, reducing any 'cooling off' period and increasing opportunities to chase losses.
- Low and high risk gambling Interviewees expressed concerns regarding the provision of credit by online operators, with no measures to confirm whether customers could afford such credit; and credit may be enticing for problem gamblers.
- Privacy and anonymity of interactive gambling was reported to be a risk factor by several participants in the general population interview sample. Compared to land-based venues where others may intervene, gambling online at home had no safeguards to prevent excessive play. This led to lower levels of guilt, perceived accountability and stigma.
- Promotional offers often led some to place bets they would not have otherwise. Some gamblers reported that their frustration at losing the promoted bets resulted in them chasing losses.
- Other participants reported spending more of their own money in an effort to gain additional credit and through requirements to 'play through' these credit offers numerous times before any winnings could be withdrawn.
- Frequent email promotions were also mentioned by general population interviewees as contributing to individuals gambling more than intended, and were perceived as targeting particular vulnerable individuals, including problem gamblers.
- Treatment-seeking interviewees viewed email and pop-up online advertisements as excessive and predatory as they were often displayed when individuals were engaged in gambling-unrelated online activities.

- Interactive gamblers described speed of interactive compared to land-based gambling as contributing to more rapid losses and placement of more bets.

HELP-SEEKING BEHAVIOURS, LIMIT SETTING AND RESPONSIBLE GAMBLING FOR INTERACTIVE GAMBLING

- Both surveys found that around 75% of moderate risk and problem gamblers had not considered seeking help in the past.
- Self-help strategies were the most popular approaches adopted, particularly among non-interactive gamblers.
- Only a minority of participants reported self-excluding from an interactive gambling site.
- Around half of treatment-seeking interviewees reported challenges in seeking help; waiting for counselling appointments, services not helpful or meeting needs, and lack of availability of appropriate support, particularly outside traditional office hours.
- Both interactive and non-interactive gamblers preferred face-to-face modes of treatment. However, interactive gamblers in the online survey were more likely to prefer an online service, and non-interactive gamblers, a telephone service.
- Over 33% of moderate risk and problem gamblers in the online survey reported that they would not seek help in the future.
- Only a minority of interactive gamblers in the online survey sought facilities to set limits when selecting a site. Nearly two-fifths of the general population interview sample reported setting their own limits for online gambling, the majority of whom were experiencing gambling-related problems.
- Treatment-seeking gamblers used a greater variety of control strategies for interactive gambling, but many reported that these remained ineffective.
- Responsible gambling strategies that respondents considered would be effective included limits, warnings and information on seeking help, removal of credit betting capabilities, identification of problematic players based on account data, and limits on promotions, improved self-exclusion options and information, and immediate and more thorough identification checks.
- Participants commented that self-exclusion options were too difficult to find and implement, should be accessible through mobile platforms, and that exclusion orders be more difficult to reverse.
- Despite these recommendations, participants acknowledged that gamblers could easily avoid responsible gambling measures by gambling on multiple sites.

LIMITATIONS

The results of this study should be interpreted with the following key limitations in mind.

- Comparisons with previous surveys must be made with caution as different measures of problem gambling are used and the current study's sample size was smaller than found in other prevalence studies. Although the telephone survey surveyed 15,006 Australians, only 2,010 completed the entire survey.
- Given the low prevalence of interactive gambling in the population, all interactive gamblers were retained in the telephone survey to ensure a sufficient sample for analysis. Oversampling interactive gamblers may have biased the total sample, although weighting was used to make the sample as representative as possible.
- Only landlines were included in the telephone survey. However, previous comparison of telephone survey methodologies did not find any significant differences between the populations of landline, mobile and mobile phone only users on levels of interactive gambling (Jackson, Pennay, Dowling, Coles-Janess, & Christensen, in press).
- The online survey gained a larger sample of interactive gamblers to allow more detailed analyses. The sample was self-selecting and may have been biased due to the recruitment methods used. However, the online survey data were weighted to make results as representative as possible of the Australian adult population of gamblers.
- The weighting method used for the telephone survey was limited due to a restructure at the Australian Bureau of Statistics. This is explained in the weighting section. However, we believe the impacts of this limitation were minimal.
- Research indicates that individuals perceive and report gambling expenditure in different ways and that in general, retrospective estimates of gambling expenditure appear unreliable (Wood & Williams, 2007). While the wording used for expenditure questions was based on evidence suggesting optimal results, the sum of spend for each form of gambling was only weakly correlated with overall reported spend. Because of this unreliability, only limited expenditure results are reported.
- The surveys provided cross-sectional results and as such do not allow causality to be determined. This made it difficult to consider changes over time, such as the transition from land-based to interactive gambling.
- Our small purposive interview samples limit the generalisability of these findings. The qualitative results are also limited by the recruitment of only ten women

interactive gamblers for interviews. Self-reported interview data relied on participants' selective and perhaps biased memories.

- Data from treatment agencies did not allow accurate national estimates because of the varying bases used to determine if clients were seeking help relating to interactive gambling. Additionally, clients could be counted more than once under current data collection systems, first when they contact a helpline and again if they attend counselling.

IMPLICATIONS

Some key implications arising from the study's findings are identified below, but readers are advised to consult Chapter Nine for a fuller discussion of the research findings.

- Gambling participation in Australia has changed considerably since the last national survey in 1999, including the exponential growth of interactive gambling and the accompanying increase in some forms of gambling, notably sports betting. These changes suggest the need for more regular national surveys of gambling patterns in Australia, to ensure that policy developments, industry regulations, public health measures and gambling help services are informed by current knowledge and awareness of shifting trends.
- Growth in interactive gambling participation is likely to continue given the considerable perceived advantages over land-based gambling and the maturing of the Internet as a medium for activities. Ongoing research is needed to monitor changing interactive gambling participation and its impacts on behaviour and problems amongst Australians.
- Only a small proportion of interactive and non-interactive gamblers indicated that they would be more likely to gamble if all forms were legal through interactive modes. These results reflect low levels of concerns about the illegality of online gambling and suggest that interactive gambling regulations have not been effectively communicated to consumers.
- Most gamblers, both interactive and non-interactive, considered that harms of gambling outweigh benefits for society overall. This finding emphasises the ongoing need for gambling harm minimisation measures to be implemented in Australia, including measures tailored specifically to the online gambling environment and to interactive gamblers.
- While public health strategies have focused most on EGM gambling, the growth of interactive gambling, particularly sports betting, suggests that the focus of these public health measures needs broadening and should especially target males, younger interactive gamblers and non-English speakers, as these were predictive of

higher PGSI scores. Additionally, use of interactive gambling amongst young adults warrants further research attention.

- Public health measures could also focus on educating Australians about potential risks associated with interactive gambling, especially in relation to its easy accessibility, speed of betting, use of digital money and credit to gamble with, and promotions that encourage increased gambling, as these factors were perceived to contribute most to gambling problems associated with interactive gambling.
- Further investigation could determine whether the causal pathway to the development of gambling problems differs between interactive and non-interactive gamblers. As participation in interactive gambling is relatively recent and increasing, it is possible that related problems might increase over time with increased participation in this activity.
- Advertisements and promotions for interactive gambling appear highly influential in increasing online gambling amongst a substantial proportion of gamblers, suggesting that research is needed to identify those that encourage problem gambling behaviours. The growth of social media also adds complexity to any tighter regulation of this marketing. Increased social marketing efforts could offset the persuasive appeal of advertisements and promotions for interactive gambling to better protect consumers.
- One-fifth of interactive gamblers raised concerns about the safety and security of funds and personal information with online operators . Education could advance knowledge about optimal consumer protection measures for gamblers to use in the online environment.
- Relatively small proportions of interactive gamblers currently prefer gambling via mobile devices and digital television. These preferences may change as mobile apps and platforms become more sophisticated and offer greater features and improved security. Ongoing research is needed to monitor changing preferences for interactive gambling and the impacts these may have on gambling and gambling problems.
- A widely held view was that interactive gambling requires more responsible gambling measures than land-based modes, with interactive gambling sites perceived as not doing enough to protect customers. The potential efficacy of a range of responsible gambling measures advocated by this study's participants requires further investigation. These strategies include limits, warnings and information about seeking help, removal of credit betting capabilities, identification of problematic players based on account data, limits on promotions, improved self-exclusion options and information, and immediate and more thorough identification checks.

- The findings confirm that many interactive gamblers experiencing harms are unlikely to seek help, particularly from a professional source. Nonetheless, the results show the importance of providing a broad range of resources for interactive gamblers, including self-help and professional support, as well as resources for friends and family members of gamblers through online, telephone and land-based modes.
- Development and implementation of a nationally consistent client data set across all gambling help services in Australia would enable accurate national statistics to be collected on the contribution of interactive gambling to formal help-seeking for gambling problems to inform the provision of appropriate help services.

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

This is the research report for the project *Interactive Gambling*, commissioned by Gambling Research Australia (GRA). GRA is responsible to the Council of Australian Government (COAG) Select Council of Gambling Reform for managing and implementing a national gambling research agenda.

In 2011, GRA contracted the Centre for Gambling Education and Research at Southern Cross University to undertake this study in collaboration with researchers from the University of Sydney, the University of Lethbridge, and Turning Point Alcohol and Drug Centre, Eastern Health. The study was conducted over 30 months, commencing in June 2011.

1.2 AIMS AND DEFINITIONS

The project specifications identified that this was to be 'a national study to determine who, what, when, why and how people are gambling using interactive technology in Australia'.

GRA (2010) noted the following definitions to be used:

- **Interactive gambling** refers to the range of gambling activities that occur through interactive mediums.
- **Interactive mediums** include Internet, phone and digital television.
- **Gambling** includes gaming and wagering.
- **Problem gambling** 'is characterised by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, others or for the community' (Neal, O'Neil, & Delfabbro, 2005).

1.3 SCOPE OF THE STUDY

The scope of this study includes:

- The full array of interactive wagering and gaming services such as:
 - Internet casinos (e.g., interactive slot machines, baccarat, roulette, craps etc.);
 - Internet poker games where players can play against each other online; and
 - Internet sites for wagering.

- Game play/wagering preferences of interactive gamblers (e.g., types of games, frequency, expenditure, preferred times of play etc.);
- Medium preferences of interactive gamblers;
- Motivations for interactive gambling;
- Transition from terrestrial gambling to interactive gambling;
- Demographic characteristics of interactive gamblers;
- Current prevalence of interactive gambling in Australia;
- Current prevalence of problem gambling in interactive gamblers;
- The contribution of the interactive medium to problem gambling; and
- Help-seeking behaviours of interactive gamblers.

1.4 STATEMENT OF REQUIREMENTS

The project specifications required the successful tenderer to:

- Design and implement a research methodology that addresses the project specifications.
- Determine:
 - The motivations, characteristics and behaviours of interactive gamblers;
 - Game play and medium preferences of interactive gamblers;
 - Current prevalence of interactive gambling in Australia;
 - Current prevalence of problem gamblers among interactive gamblers; and
 - The contribution of computer/internet to problem gambling in interactive gamblers.
- Review the published literature relevant to the project.

1.5 STRUCTURE OF THE REPORT

This research report is structured into nine chapters:

- Chapter One has introduced the study by detailing its aims and scope, requirements and report structure.
- Chapter Two reviews the published literature relevant to the project.

- Chapter Three explains the project methodology.
- Chapter Four presents results of a random digit dial National Telephone Survey with a starting sample of 15,006 Australian adults, with sub-samples of interactive and non-interactive gamblers completing the full survey. Results are weighted to be broadly representative of the Australian adult population.
- Chapter Five details results of a National Online Survey of 4,594 interactive and non-interactive adult gamblers, with results weighted to be broadly representative of the Australian adult population of gamblers.
- Chapter Six presents the results of interviews with 50 interactive gamblers recruited from the general population and who were not receiving treatment for a gambling problem at the time of the interviews.
- Chapter Seven presents results from 31 interactive gamblers who had recently received or were currently seeking or receiving treatment for a gambling problem at the time of the interviews.
- Chapter Eight presents secondary data from treatment agencies across Australia pertaining to clients presenting for gambling problems related to interactive forms of gambling.
- Chapter Nine summarises and discusses the research findings and their implications.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Internet use in Australia is widespread; Australia has the fifth highest level of Internet penetration in the world at 90%, with 81% of Australians (aged 16 and above) classified as active online users (i.e., have used the Internet in the past month) (AC Nielsen, 2012). There were 12.2 million Internet subscribers in Australia at the end of December 2012, which represents an annual growth of 5% (Australian Bureau of Statistics [ABS], 2013). Broadband connections represent 98% of all Internet connections, including mobile broadband, which accounted for 49% of all connections. In particular, the uptake of mobile and fixed wireless technology has increased in recent years, with connections through this technology surpassing digital subscriber line (DSL) connections for the first time in June 2011 (ABS, 2013). At the end of June 2011, there were 9.7 million mobile handset subscribers in Australia with Internet-enabled mobile phones (ABS, 2013).

‘Interactive gambling’ refers to the range of gambling activities (including gaming and wagering) that occur through media connected to the Internet (for example computers, mobile phones, and digital television) (Gainsbury, Wood et al., 2012). Internet, remote, or online gambling are terms often used interchangeably with interactive gambling. In Australia, gambling is a collective term for the sub-categories of ‘gaming’ and ‘wagering’ (Senate Information Technologies Committee, 2000). The Netbets report (Senate Information Technologies Committee, 2000) defined interactive gaming as a gambling event based on a computer program with the outcome being determined by a random number generator; it includes games such as blackjack, poker, lotteries and electronic gaming machines. In contrast, they defined wagering as a gambling event that takes place on a sports field or racetrack, with the Internet simply a mechanism for placing the wager. Thus, interactive gambling is a joint term capturing gaming and wagering on the Internet. The converging capabilities of computers, laptops, netbooks, tablets, mobile phones, smart phones, interactive televisions, gaming consoles, and wireless portable devices allow interactive gambling to be available almost anywhere at any time. For the purposes of this report, interactive gamblers are defined as gamblers who have engaged in at least one form of interactive gambling in the past 12 months. This is not an exclusive definition, meaning that interactive gamblers may also use non-interactive modes of gambling, including visiting land-based venues and betting on the telephone. A non-interactive gambler is defined as someone who has gambled in the past 12 months, but has not used any interactive forms; as such, they have engaged only in land-based or telephone gambling.

This chapter includes the results of a comprehensive literature review and environmental scan to determine the existing knowledge on who, what, when, why and how people are

gambling using interactive technology in Australia. Key areas examined were determined by the project scope and include:

- Australian interactive gambling regulation;
- The types of interactive gambling products available;
- Interactive gambling preferences and how this type of gambling is used;
- Medium preferences of interactive gamblers;
- Motivations for interactive gambling;
- Transition from terrestrial to interactive gambling;
- Demographic characteristics of interactive gamblers;
- Current prevalence of interactive gambling in Australia;
- The contribution of interactive gambling to problem gambling; and
- Help-seeking behaviour of interactive gamblers.

2.2 AUSTRALIAN INTERACTIVE GAMBLING REGULATION

The seminal 1999 Productivity Commission gambling inquiry reported that Internet gambling offers the potential for consumer benefits, as well as new risks for problem gambling. Recognising difficulties with the prohibition of Internet gambling, the Productivity Commission advised managed liberalisation, including licensing of sites, consumer protection measures, and taxation, to meet the majority of concerns, subject to the active involvement of Federal, State and Territory governments.

Australia was one of the first countries to implement legislation directly addressing Internet gambling with the introduction of the Interactive Gambling Act (IGA) in 2001 (Gainsbury & Wood, 2011). In contrast to the Productivity Commission's (1999) recommendations, the Netbets review by the Senate Select Committee on Information Technology (2000), and the initiatives of State and Territory governments, the IGA prohibits the provision of Internet gambling to Australian residents, with the exception of licensed lotteries and wagering (not including in-run betting). Under the IGA it is not illegal for Australians to place bets with offshore gambling providers. This overarching Federal legislation allows states and territories to independently regulate Internet gambling in an effort to preserve individual economic policies and regulatory practices (Gainsbury & Wood, 2011).

In 2008, the High Court of Australia ruled unanimously in favour of allowing Western Australian residents to legally place bets with a licensed online betting exchange regulated in Tasmania. The High Court decision effectively overturned state laws that restricted interstate gambling operators from competing within a state. This decision enabled online wagering operators regulated in one jurisdiction to publish race fields, advertise and offer bets to customers located in other Australian jurisdictions.

A second national inquiry into gambling was completed by the Productivity Commission in 2010 resulting in another recommendation for further liberalisation, legalisation and regulation of Interactive gambling. This proposal was made on the basis that regulation, rather than prohibition, would significantly reduce the risks posed by Internet gambling by requiring sophisticated harm minimisation and probity measures to be provided (Gainsbury, 2010). The Productivity Commission again noted the substantial difficulties in effectively prohibiting Internet gambling. Furthermore, regulation and legalisation was viewed to potentially increase competition in gambling, thereby providing better outcomes for consumers, supply Australian businesses with greater commercial opportunities and yield tax revenue. The Productivity Commission stated that the Australian Government should monitor the effectiveness of harm minimisation measures as well as the performance of the regulator overseeing the national regulatory regime. In an attempt to minimize inconsistencies between online gambling regimes, the Productivity Commission (2010) recommended that Australia adopt a national regulatory approach. Furthermore, where possible, regulation should align with that of similarly liberalised countries such as Canada and the UK, as well as non-government organisations that promote international standards (such as eCOGRA). The Federal Government rejected the Productivity Commission's recommendations in regards to Internet gambling and stated that it planned to continue with the current regulatory regime (Gainsbury, 2010).

Various stakeholders have questioned the effectiveness and appropriateness of the IGA. Between 2010 and 2012 the Department of Broadband, Communications and the Digital Economy (DBCDE) and the Joint Select Committee on Gambling Reform (JSCGR) held several public inquiries and stakeholder consultations to consider revisions to regulations. In the period from July 2010 to June 2011, the Australian Communication and Media Authority completed 48 investigations of allegations of operators providing Internet gambling illegally to Australian residents. Yet, no operator was prosecuted for violating the IGA, which has a limited range of enforcement options. Penalties of AUD\$220,000 per day for individuals and AUD\$1.1 million per day for corporations can apply for prosecutions under the Act (DBCDE, 2011).

There is limited information available to ascertain the extent of consumer awareness of the regulation of interactive gambling. A survey conducted in 2003 found that 64% of respondents were not aware that legislation made it illegal for Internet gaming operators to provide services to Australian residents (poker machines, casino games, etc.), although a greater number of Internet gamblers (63%) displayed awareness (Allen Consulting Group, 2003). Of those aware of the legislation, all except one stated that the legislation had not altered their Internet gambling behaviour. A survey of 4,680 Australian interactive gamblers in 2011 found that less than 10% of respondents chose a gambling site based on whether it was regulated in Australia and only 3% reported the illegality of gambling sites as being a disadvantage (Gainsbury, Wood et al., 2012). These results suggest that the IGA is not effective in deterring interactive gamblers from using offshore sites.

In March 2013, the DBCDE released the final report of the review of the IGA (DBCDE, 2013a). This report concluded that the IGA was ineffective and may be exacerbating the risk of harm due to the high level of usage of prohibited Internet gambling services. A series of recommendations were made to increase the effectiveness of the IGA in reducing the risk of harm by working towards several main objectives:

1. Enabling and encouraging prohibited service providers to become licensed in Australia;
2. Introducing a national standard for harm minimisation and consumer protection;
3. Enhancing enforcement and deterrence measures against prohibited offshore Internet gambling providers; and
4. Encouraging Australians to only use legally provided interactive gambling services.

Several key changes recommended in the DBCDE (2013a) report included the liberalisation of in-play betting and the conduct of a pilot study of online tournament poker. Prior to any liberalisation of interactive gambling, it was recommended that additional measures addressing harm minimisation and sports integrity be implemented (Nettleton & Huang, 2013). At the time of writing no further announcements had been made in relation to these recommendations although it is understood that consultations with relevant stakeholders have begun with regards to a national approach to harm minimisation.

Australia was one of the first jurisdictions worldwide to specifically regulate interactive gambling, and prior to the introduction of the IGA, was set to become one of the first jurisdictions to offer legal and regulated online gambling (Gainsbury & Wood, 2011). In the decade since the introduction of the IGA, a wide variety of regulations has been introduced, and amended as policy makers have attempted to respond to this new and increasingly popular mode of gambling. One of the central difficulties faced by regulators is the difficulty controlling an activity that can be easily accessed by residents, offered by an operator licensed in an offshore jurisdiction, and based in another jurisdiction (Gainsbury, 2012). There have been few instances of regulators successfully prosecuting an operator for breaching interactive gambling laws. However, as the interactive gambling market has matured, consumers now seek to gamble with reputable operators who abide by regulations, including consumer protection measures (Gainsbury, Parke et al., 2013). Jurisdictions such as the UK, Alderney and Isle of Man, require relatively high levels of consumer protection, including responsible gambling provisions, for the provision of an online gambling licence. However, other jurisdictions have fewer requirements and audits of sites, potentially posing a greater risk to consumers who use these services, particularly those who reside in foreign jurisdictions. Although Australians can technically access offshore interactive gambling sites, it is unlikely that many consumers make the effort to understand the differences in operating requirements between these sites. As such, they may be exposing themselves to risks of fraud, theft and disreputable conduct, for which they have little recourse (DBCDE, 2013). A full review of international regulations for

interactive gambling is beyond the scope of the current review, however Gainsbury (2012) includes a review of many relevant jurisdictions. Consideration of policies that have been enacted internationally may be useful for future reviews of Australia's own policies.

- The 2001 Interactive Gambling Act (IGA) prohibits gambling operators from offering interactive gambling services to Australian residents with the exception of wagering and lotteries.
- This regulation is considered to be largely ineffective and although several reviews have been conducted, no revisions have been implemented.
- Australians can access a vast number of interactive gambling sites offered by offshore providers, which include a range of consumer protection measures.

2.3 ESTIMATED PREVALENCE OF INTERACTIVE GAMBLING

According to the Productivity Commission's National Gambling Survey conducted in 1998-1999, nearly 90,000 Australians gambled on the Internet, representing approximately 0.6% of Australian adults (Productivity Commission, 1999). Few representative studies, and no national prevalence studies, have been conducted until now. In 2010, the Productivity Commission considered industry estimates and state-based surveys and estimated that approximately 0.1% to 4.3% of their adult populations had participated in interactive gambling in the past 12 months (Productivity Commission, 2010). State-based surveys reported that approximately 0.1% to 7.5% of adults have participated in Internet gambling (AC Neilson, 2007; Davidson & Rodgers, 2010; South Australian Centre for Economic Studies, 2008; Queensland Government, 2012; Sproston, Hing, & Palankay, 2012).

Evidence from Roy Morgan Research suggested that in 2010, online gamblers accounted for around 9.4% of all gamblers (unpublished data sourced from Roy Morgan Research). Further estimates indicated that around 3.9% of the adult population regularly gambled online and 0.9% of the adult population participated in types of online gaming that are prohibited under the IGA (Allen Consulting Group, 2012). A higher figure of 30% of individuals aged 16 and over gambling online was reported by an earlier nationally representative telephone poll conducted by Roy Morgan Research (Neilsen Online, 2010). Again in an earlier poll, Internet gambling was reported to be one of the top six activities conducted online, by all age groups (Neilsen Online, 2008).

As of August 2013, Australians have access to approximately 2,170 Internet gambling sites based in 75 jurisdictions that accept play from Australia through 210 different payment methods (Online Casino City, 2013). In contrast, there are around 30-35 legal wagering sites regulated in Australia.

To provide context for these figures, around 70% of Australians are estimated to participate in some form of gambling each year (Productivity Commission, 2010). In 1999, the most popular forms of gambling based on participation were lotteries (60%), instant scratch

tickets (46%) and gaming machines (39%), followed by race betting (24%; Productivity Commission, 1999). The 2010 inquiry concluded that the gambling industry is relatively mature and stable, although participation levels appear to have declined for several traditionally popular forms of gambling.

- Prior to the current study, the estimated prevalence of interactive gambling was 0.1% to 7.5% of Australian adults.

2.4 TYPES OF GAMES

2.4.1 LOTTERY

Lotteries were the first forms of gambling to capitalise on the use of the Internet. Interactive lottery sites allow gamblers to participate in terrestrial lotteries via online purchase of tickets. Customers can set preferences to automatically purchase tickets on a regular basis (which may be particularly appealing for individuals who play the same numbers weekly) rather than having to physically purchase a ticket from a vendor. Similarly, customers can automatically deposit any winnings into an account, which may reduce the temptation to purchase additional tickets with winnings. As customers are registered players, winners are easily identified and issues related to retailer fraud or lost tickets are greatly reduced.

Most forms of interactive lottery services are permitted under the IGA, except for electronic scratch lotteries or other instant lotteries. This is based on conclusions that lotteries represent a low-risk gambling activity (Productivity Commission, 2010). Because of the high frequency and repetitive nature of instant interactive lottery products, the DBCDE (2013a) concluded that these pose a significantly greater risk to players and have characteristics that are recognised as increasing the incidence of problem gambling. In August 2013 there were approximately 104 lottery sites accepting players from Australia (Online Casino City, 2013). The top five lottery sites accepting play from Australia ranked by popularity in August 2013 were Gold Casket, Oz Lotteries, NetLotto, Prime ScratchCards, and TheLotter.com (Online Casino City, 2013).

Australian lottery operators have been offering online sales of lottery products for several years. Tatts first introduced its online facility in 2001, followed by Golden Casket in 2006, NSW Lotteries in 2008, Lotterywest in 2011 and South Australia in 2012. Internet-based sales represent a growing, but still relatively small channel for total lottery sales. Tatts Lotteries, which accounts for the majority of Internet-based lottery sales, reported that Internet-based lottery sales represented approximately 5.7% of total sales in the 2010/11 financial year (Australian Lottery Blocs, 2012). In 2012 Tatts reported a 28% increase in lottery turnover and a 37% increase in the number of accounts purchasing lottery products each week from October 2011 until June 2012 (Tatts Group, 2012). Submissions to the review of the IGA indicated that land-based retail sales of lottery products, including instant lotteries, have declined over the past five years by as much as 24% in Queensland (DBCDE, 2013a).

An Australian household survey completed in 2012 estimated that expenditure on lotteries would grow 9.7% in 2012 and a further 5.8% in 2013 (CLSA, 2013). The authors attribute some of this growth to the cross-promotion of interactive lottery products to wagering customers and found that 87% of wagering customers also purchase lottery products. Data obtained from Roy Morgan Research found that 2.6% of Australians reported typically purchasing their lottery tickets online in the 12 months to June 2010 (unpublished data sourced from Roy Morgan Research). The Queensland Gambling Household Survey 2011-12 reported that among those who had purchased lottery products in the last 12 months, 8% had used the Internet (Queensland Government, 2012). The Australian Lottery Blocs reported that the average spend for online sales is lower than for retail card members (Australian Lottery Blocs, 2011). Online lottery customers are also reportedly younger than retail customers, for example 41% of Tatts online members in 2010/11 were under 40 years of age as compared with 12% of retail members, although the extent to which retail members are representative of the overall retail population is not stated.

2.4.2 RACE WAGERING AND SPORTS BETTING

Wagering (or betting) refers to gambling on the outcome of a racing, sporting, or other event, or on contingencies within an event. Wagering represents the largest sector (approximately 43%) of the global Internet gambling market, with USD\$74.3 billion estimated to be wagered with online operators in 2012 (Henwood, 2011). This represents a massive growth of over 210% from the USD\$23.9 billion wagered online in 2004 (Henwood, 2011). The growth of online wagering likely represents a combination of existing wagering customers using interactive forms rather than land-based or telephone betting, in addition to new customers. Many international jurisdictions have introduced legalised wagering, increasingly including Internet and mobile wagering, to reduce illegal betting markets, regulate this activity and include consumer protection and integrity measures and generate employment, tourism and funds for the racing and sporting industries as well as governments (Gainsbury & Wood, 2011).

The wagering market includes several models for betting options. Fixed odds betting is the most popular form of sports betting, both online and offline, in which the bookmaker offers odds for sports events (Church-Sanders, 2011). Common fixed odds bets include the win bet, each-way bet and place bet. Exotic bets are bets on outcomes within the game for example, who makes the opening goal, the score at the first half, etc. Spread betting is increasingly popular and requires accuracy rather than predicting the outcomes of an event (Church-Sanders, 2011). The bookmaker gives an advantage to the weaker team and the customer bets on whether the actual outcome will be higher or lower than the sportsbook's prediction. Wins are determined by the difference between the operator's prediction and the actual result and the wager made. Parimutuel betting is a system where customers place their bets in a pool and after the outcome of an event is known, the payout odds are calculated and the winnings are distributed among all the winning bets, minus the fee to the operator (Gainsbury, Sadeque, Mizerski, & Blaszczyński, 2012).

In live-action betting, or in-play gambling bets are made on real time propositions about outcomes within a sporting event after the event has begun. Live betting has grown in popularity and now accounts for 40-50% of bets for some online players (Church-Sanders, 2011). Some sports betting operators claim that live-action betting accounts for 30-70% of gross margins (Church-Sanders, 2011). Types of live-action bets include which team will score next, whether a play will be completed, penalties given, etc. Live-action betting may be riskier than fixed-odds betting and may be more associated with gambling-related problems (LaPlante, Schumman, LaBrie, & Shaffer, 2008). This may be due to the high number of bets that can be placed during a single event. Betting exchanges are sites that create a marketplace for bettors where potential wagers are posted on certain events (with accompanying odds and stake size) that individuals may accept (Koning & van Velzen, 2009). Players can also 'lay' selection, which means predicting outcomes that will not happen. As betting exchanges do not have to set odds, this lowers operational costs related to obtaining information, monitoring events and creating markets; as a result betting exchanges may have a lower operator take than wagering sites. However, to be profitable, betting exchanges must have sufficient liquidity (active customers) to be able to attract new users.

The provision of online wagering is legally permitted under the IGA and online wagering has become increasingly popular with the growth of Internet gambling. The Productivity Commission (2010) estimated that there were around 424,000 active online wagering accounts and approximately \$391 million was spent on online sports wagering by Australians in 2008. An Australian household survey in 2012 found that 63% of wagering customers have online accounts (CLSA, 2013). In August 2013 there were approximately 342 online sports and race wagering sites accepting players from Australia (Online Casino City, 2013). The top five sports and race wagering sites accepting play from Australia ranked by popularity in August 2013 were TAB Sportsbet, Sportsbet, TABOzBet, SportingBet Australia and Centrebet (Online Casino City, 2013).

Industry reports indicate that online wagering is increasingly rapidly. During 2010-11 sports wagering on the Internet in Australia generated around \$1.5 billion in turnover (Australian Racing Board, 2011). A report by Deloitte suggested that Australian consumers are increasingly betting with Australian online operators and the proportion of wagering conducted with offshore providers is decreasing (Deloitte, 2012). This report included data from H2 Gambling Capital which found that 14% of wagering turnover was undertaken with offshore providers in 2011, compared with 30% in 2008 and 38% in 2003 (H2 Gambling Capital as cited in Deloitte, 2012).

Online corporate bookmakers in particular have experienced increased market share since their establishment in the mid-1990s, with compound annual growth of 9% between 2004 and 2011 compared to approximately 4% across TAB organisations (Howard, 2011). Nonetheless, in the third quarter of the 2012 financial year, wagering provider Tabcorp reported an increase of 18.0% on its Internet wagering turnover in the year to date as compared to a retail growth of 0.9%-7.0%, and a decline in phone and on-course betting (Tabcorp, 2012).

The proportion of race bettors who use the Internet to place bets appears to be increasing. In NSW, betting on races online increased since 2006 from 5% to 11% of punters, and increased for sports betting from 13% to 35% (Sproston et al., 2012). In Queensland, 12% of race bettors used the Internet and 27% of sports bettors gambled via this mode (Queensland Government, 2012).

In Tasmania, expenditure on race wagering has trended upwards since 2003, largely explained by the strong growth of Internet wagering by non-Tasmanians (Allen Consulting Group, 2011). Tasmanian thoroughbred wagering turnover from Internet wagering increased from \$3.6 million in 2004-05 to \$367 million in 2009-10, while retail turnover declined over this period reflecting a shift between modes of betting. However, only 25% of TOTE Tasmania revenue was estimated to be earned from Tasmanians, representing a large growth in activity of interstate and international bettors. However, only 2.3% of Tasmanians reported betting on races via the Internet and 1.3% bet on sports online in the 12 months to March 2011. Nonetheless, this represents an increase from the 1.7% who gambled on races over the Internet in 2008 and 0.8% in 2005, with the frequency of betting online on races also significantly increasing over this time (Allen Consulting Group, 2011).

The Tatts Group 2012 Annual Report indicated that between October 2011 and June 2012, wagering turnover through online channels had increased by 9% and the number of accounts purchasing wagering products each week increased by 19% (Tatts Group, 2012). The number of accounts purchasing wagering products each week in NSW and Victoria had increased by 62% during this period (Tatts Group, 2012).

A series of surveys were conducted by Woolley (2003) of individuals using or visiting the website of a large Australian totalisator (pari-mutuel) operator. The majority of participants bet on races and less than half had bet on sports in the first round of surveys, but a year later the sports betting participation rate had increased to 83%. Although the majority of respondents indicated they only had one online gambling account, one-quarter to one-third stated that they had multiple online gambling accounts.

An investigation of player account data analysed the wagering activity of 11,394 customers of a large Australian totalisator wagering operator over a ten-year period, from 2001 to 2010 (Gainsbury, Sadeque et al., 2012). On average, players were active for a period of 5.8 years during this time, bet on 45.6 days and made 717.6 bets over the life of their account. The majority of players (91.8%) lost money overall and across all accounts on average players lost 34.1% of the total amount wagered. Most players appeared to bet moderate amounts, with average bet sizes ranging from \$14.05 to \$18.82. Customers who placed fewer overall bets were active for a shorter period, but had a greater average minimum bet value and average dollar amount per bet, and also lost a greater proportion of the amount wagered as compared to more frequent bettors. A small minority of bettors accounted for the majority of bets (top 1% of all bets placed), and lost the greatest total amount, but they also had the lowest proportional net losses (an average loss of 19.6%). Although these results only represent bets placed with one operator, they provide valuable insight into

typical betting patterns. These results are similar to figures released by a large totalisator, Tabcorp, which reported average bet sizes of AUD\$11.35 in NSW and \$12.05 in Victoria (Masters, 2011). Win bets were reported to be highly popular, representing over half of all turnover in NSW and 42% in VIC, and 26-44% of customers place multi-bets. However, without a detailed analysis of all player behaviour it is difficult to put these figures into context.

Another investigation of player account data analysed 2,522,299 bets placed with an Australian online wagering operator over a one-year period by 12,900 customers (Russell & Gainsbury, 2012). The majority of bets placed were for a win (45.31%) and were placed on races (86.74%) or sports (11.29%). Sports betting was dominated by ball sports, reflecting popular interest in these events. More than three-quarters (77.63%) of the bets were losses and there was large variation in bet size between bet types and events although average bets were higher than in previously reported studies. The most popular bets were placed to win and had a relatively high rate of losses as well as lowest average returns, which may reflect less sophisticated betting behaviour. Fewer customers placed more specific handicap and total bets but these tended to be larger bets with the greatest returns. Similarly, bets placed on less popular events had greater average returns potentially reflecting greater customer sophistication and knowledge, raising the possibility of a proportion of bettors being more 'skilled'. The majority of account holders bet at moderate levels and experienced losses. A small number of accounts were highly involved placing large and frequent bets, and experienced both substantial wins and losses. Customers who mostly bet on sports placed fewer bets, but bet higher amounts and won a higher proportion than race wagers. The results show that interactive bettors are a heterogeneous group whose betting is likely motivated by range of factors beyond a desire for economic returns (Russell & Gainsbury, 2012).

2.4.3 POKER

Over the last decade, there has been an enormous increase in the popularity of poker, both terrestrial and online (ibus media, 2011). Poker sites account for approximately 20% of all interactive gambling sites internationally (Online Casino City, 2013). Although there were around 530 independent poker sites in 2012, these were generally channelled into around 34 standalone poker sites and networks (Church-Sanders, 2013). The main poker traffic is spread amongst around 10 networks and independent sites, with the top five being PokerStars, Full Tilt, PartyPoker, Ogame.it and the iPoker Network (Church-Sanders, 2013).

By the end of 2013 the Internet poker market is estimated to be worth over US\$3.9 billion in terms of gross win and to rise to over US\$4.6 billion by the end of 2016 (Church-Sanders, 2013). This growth is predicted to be driven by opening of the US market on a state-by-state basis, as well as further legalisation of online poker in Europe and Asia-Pacific, which is estimated to account for 29% of the online poker market by 2016.

Poker is largely played peer-to-peer and operators take a proportion of stakes wagered. Online poker rooms represent a virtual card table and players are represented with nicknames and sometimes detailed characters. The most popular variants of interactive poker are Texas Hold'em and Omaha (Church-Sanders, 2013). Cash or ring games allow players to join and leave the table at any time. In comparison, tournaments require players to buy in for a set amount, with chips evenly distributed between all players who continue to play until one winner remains.

There are substantial differences between online poker gaming and conventional in-person gaming. One obvious difference is the lack of visual cues resulting in players using different means to attempt to predict player behaviour including betting patterns, reaction time, speed of play, etc. As interactive poker is not delayed by shuffling and dealing cards, the rate of play is much faster than in an actual game and, depending on the site, a player might play several tables simultaneously. Even playing at a single table of six players in a land-based venue, a player can expect to play approximately 30 hands an hour, compared with 75 hands per hour at an online casino (Fiedler & Rock, 2009). Online players typically play 4 to 6, or even 12 to 16, tables simultaneously (Fiedler & Rock, 2009). Poker tournaments require a certain commitment from players in terms of time and money staked, while cash or ring games allow players to join and leave at any time (Church-Sanders, 2009).

According to a large scale survey of 10,838 online gamblers from 96 countries conducted in 2006, Internet poker players were most likely to be male (73.8%); aged 26-35 (26.9%); play 2-3 times per week (26.8%); have visited more than six poker sites in the preceding three months (25%); have played for 2-3 years (23.6%); play for between 1-2 hours per session (33.3%); and play at big blind levels (equivalent to minimum bets per hand of poker) of \$0.50 to \$2.00 (61.2%) (Gainsbury, Parke, & Suhonen, 2013).

The popularity of poker in Australia has grown significantly in the last decade. Numerous courts in international jurisdictions and within Australia, have determined that poker is a game of skill rather than chance (*Police v Jones*, *Police v Ravesi*, 2008, SAMC 62 cited by Gainsbury, 2010). However, despite the element of skill involved, poker is still considered a game of chance, hence a gambling activity (Gainsbury, 2010). To play poker online, Australians must use offshore sites as the IGA prohibits the provision of poker to Australian residents.

The Productivity Commission (2010) claimed that interactive poker may be distinguished readily from other interactive casino-type games. The Productivity Commission considered that interactive poker presented the least risk to consumers of all interactive games and recommended that the provision of interactive poker services by Australian-based operators to Australian-based consumers in a regulated environment be permitted. This recommendation was made based on the element of skill and decision making involved in playing poker as well as the slower speed of play and the social elements of the game (Gainsbury, 2010). The DBCDE reached the same conclusion, although it also noted that different forms of poker have different levels of risk due to the speed and style of the

games. The DBCDE's review of the IGA (2013a) recommended that the IGA should be amended to enable and encourage interactive gambling sites to become licensed in Australia by enabling operators to offer tournament poker. This approach was based on the conclusion that interactive poker, and tournament poker in particular, is dissimilar to the most problematic forms of gambling, include an element of skill, do not produce dissociation, and have limited prize levels. Tournament poker also has a fixed cost, provided that players are not permitted to buy-in after they have lost. A five-year trial was proposed for tournament poker that includes responsible gambling measures to test whether such an amendment would be effective in reducing problem gambling risks as well as offshore gambling. At the time of writing no further announcements have been made by the DBCDE regarding the initiation of this proposed trial.

Despite the prohibition, increasing numbers of Australians are playing poker by accessing the websites of offshore operators (ibus Media, 2011). In August 2013 there were approximately 277 poker sites accepting players from Australia (Online Casino City, 2013). The top five poker sites accepting play from Australia ranked by popularity in August 2013 were 888 Poker, PokerStars.eu, PKR, Betfair Poker and BetVictor Poker (Online Casino City, 2013). In 2009 there were 400,160 active online poker accounts registered to players located in Australia (Global Betting and Gaming Consultants [GBGC], 2010). This was estimated to increase to 657,650 active accounts by 2013. In 2004, gross gaming yield from online poker in Australia was US\$78,750,000. By 2009, GGY from online poker in Australia was US\$248,870,000 (AUD\$229,336,908 July 2011) and it was estimated to increase to US\$413,980,000 by 2013 (GBGC, 2010). Details from a report by KPMG included the DBCDE's (2013a) review of the IGA estimated that online poker accounted for 32% of the total amount of money gambled on prohibited online sites in Australia in 2010. Cash games were estimated to account for 90% of this amount with 10% of the poker market representing tournaments.

Despite increases in popularity, participation in interactive poker is still relatively low. Only 0.9% of those who had played casino table games or poker in Queensland reported using the Internet to play poker for money in 2012 (Queensland Government, 2012). In a study of 6,682 Australian gamblers completing an online survey, 31% had played poker for money in the past year, 8% reported playing weekly and of those who played poker, 47% played online (Gainsbury, Hing et al., 2011). Interactive gamblers were more likely to play poker than non-interactive gamblers. Interactive poker players were predominately male (96%), 64% were younger than 39 years of age, and 17% reported household incomes greater than \$150,000. The majority of interactive poker players were employed full-time (65%) and were not married (41%). The average online poker session was approximately 2.5 hours, but sessions were highly variable (SD=106 minutes) and median session length was 2 hours. Poker players reported using the Internet for an average of 70% of their poker play. Median monthly losses for interactive poker players were only \$1, suggesting most players gamble for relatively low stakes. This was the lowest monthly reported loss for any gambling activity, although given the large degree of variance in self-reported expenditure and lack of reliability of these data these expenditure results should be interpreted with caution.

2.4.4 CASINO GAMES AND POKIES

Online casinos were among the first gaming sites to appear on the Internet in the mid-1990s and in 2012 accounted for 34% of all interactive gambling sites and 13% of global gaming gross win (Church-Sanders, 2013). Typical interactive casino games include slot machines and video poker games, blackjack, variations of poker, craps, roulette, baccarat, let' em ride, virtual racing, and Pai Gow poker. Technological innovations have resulted in an increasingly sophisticated array of games, many of which closely replicate land-based gaming although others now incorporate video-clips and other interactive features in an attempt to offer broader entertainment value (Church-Sanders, 2012). Customers may be required to download software to play games, which benefits players as downloaded games typically run faster than those played directly from the site after the initial set-up time.

Interactive casinos generally offer odds and payback percentages that are comparable to or better than land-based casinos with random number generators used to ensure that the numbers, cards, dice or symbols appear randomly. Player payback percentage or return to player can be greater at interactive casinos as these are much cheaper to start-up and operate than land-based venues, with fewer employees required (Church-Sanders, 2012). Games with short playing times, such as slots, appear to generate the majority of money for interactive casino providers as more games can be played per unit of time (Church-Sanders, 2012).

According to a large scale survey of 10,838 online gamblers from 96 countries conducted in 2006, casino game players were most likely to be female (54.8%); aged between 46-55 years (29.5%); play 2-3 times per week (37.0%); have visited more than six Internet casino sites in the preceding three months (25.0%); have played for 2-3 years (22.4%); on average play 1-2 hours per session (26.5%); and wager between \$30-\$60 per session (18.1%) (Gainsbury, Parke et al., 2013). The survey further revealed that the most important concerns held by interactive casino game players focused upon financial or security issues; including good bonus promotions, deposit methods and a solid reputation. Additionally, participants wanted sites to include multiple games. Motivations reported for gambling on these Internet casino sites included participating for relaxation, excitement, distraction, opportunities to make money, and escape. Gambling for social reasons was not a predominant motivation. Those who tended to lose more money were individuals gambling for excitement, to relieve boredom and as a way to facilitate escaping problems.

Little is known about interactive casino play; however, estimates suggest that in most Australian jurisdictions this activity remains low, with an estimated 0.3-2% of adults playing interactive casino games each year (Allen Consulting Group, 2011; Queensland Government, 2012; Sproston, et al., 2012). Despite the low reported prevalence of interactive casino games, KPMG estimated that interactive casinos accounted for 68% of the AUD\$943.8 million spent by Australians on offshore gambling sites in 2010 (DBCDE, 2013a). Of this, slot machines accounted for 74% of the online casino expenditure; however, the accuracy of these estimates is difficult to ascertain. In August 2013 there were approximately 837 casino sites accepting players from Australia and 4787 different slot games available for play

(Online Casino City, 2013). The top five casino sites accepting play from Australia ranked by popularity in August 2013 were Casino.com, All Slots Casino, Betfair Arcade, 888 Casino, and Royal Vegas Online Casino (Online Casino City, 2013).

- A variety of interactive gambling products are accessible to Australians through regulated and offshore providers.
- Sports betting and race wagering represent the largest sections of the interactive gambling market in terms of participation and expenditure. The increasing use of online wagering likely represents a combination of customers shifting from use of retail and telephone betting as well as new customers.
- The use of interactive lotteries has increased, likely due to a shift in customer's mode of purchasing lottery tickets. Despite being legally available online, interactive lottery ticket purchase has not increased at the same rate as interactive wagering.
- A relatively small proportion of Australians play interactive poker and casino games; however, as this activity occurs on offshore gambling sites, it is difficult to estimate the size of the market.

2.5 INTERACTIVE GAMBLING PREFERENCES

2.5.1 GAME PLAY PREFERENCES

Few Australian studies have examined interactive gambling preferences and the extent that Australian players reflect international market trends and players from other jurisdictions is unknown. A national survey of 6,682 Australian gamblers (Gainsbury, Wood et al., 2012) provides significant insights into the game play preferences and gambling patterns of interactive as compared to non-interactive gamblers. In terms of involvement, participants were most likely to use interactive race wagering (50.1%) and sports betting (38.8%) with interactive casino games (15.8%), online poker (8.3%), and interactive lottery (8.0%) used by a smaller proportion of gamblers. Amongst participants who engaged in each form of gambling (including both interactive and land-based), interactive wagering on sports (70.8%) and races (70.3%) were still the most likely form of interactive gambling, although 46.8% of poker players used interactive poker sites and 15.0% of those buying lottery tickets or playing keno did so online. These results are not representative of all Australians so should not be interpreted as prevalence rates for interactive gambling participation. Measurement of the proportion of gambling conducted online for each type of activity was somewhat problematic due to methodological limitations. Responses were based on self-report, which has limited value in producing highly accurate estimates of behaviour. However, respondents who engaged in each form of gambling online indicated that they conducted the majority of their betting online via computers, followed by land-based agencies, online betting via mobile phones and lastly telephones.

International research indicates that the majority of interactive gamblers are active in multiple forms of gambling (American Gaming Association, 2006; Griffiths, Wardle, Orford, Sproston, & Erens, 2009; Volberg, Nysse-Carris, & Gerstein, 2006; Wardle et al., 2011; Woodruff & Gregory, 2005; Wood & Williams, 2011). This was confirmed by Gainsbury, Wood and colleagues (2012), as a higher proportion of interactive gamblers were found to have participated in most forms of gambling surveyed compared to non-interactive gamblers and interactive gamblers played a significantly greater number of different gambling activities on average (4.86) than non-interactive gamblers (3.27). Significant differences were also found in terms of gambling frequency, with interactive gamblers engaging in gambling activities more frequently than land-based gamblers. In terms of length of gambling sessions, the distributions were skewed, with some players having very long sessions. The median session of bingo lasted approximately half an hour, while the median interactive casino visit was approximately an hour. Games of skill against others were played in sessions lasting approximately one and a half hours, while the median interactive poker session was around two hours.

Results from state-based surveys provide further insight into the game play preferences of interactive gamblers. In NSW, although participation was low (2%), 17% of interactive casino/pokies players gambled at least weekly, with four in ten of them doing so for 1-3 hours each session (Sproston et al., 2012). The ACT gambling prevalence study reported the average session time for playing casino type games on the Internet was almost two and a half hours, compared to one and one-quarter hours in a casino venue (Davidson & Rodgers, 2010). In a survey of interactive gamblers in Tasmania, 36% reported gambling online at least weekly, 33% gambled online 1-3 times per month, and 32% gambled on the Internet less than once per month (South Australian Centre for Economic Studies, 2008). By comparison, more than half of customers of an Australian interactive sports wagering site reported placing bets online at least weekly (Woolley, 2003). Participants from one Australian wagering site reported mostly spending less than 1 hour per week gambling online (53%), but those from another reported spending over 2 hours in a typical interactive gambling session (43-56%) (McMillen, 2004). Results from a survey of 92 Australian Internet gamblers found that of those who bet on races online (n=73), 57% placed bets twice a month or less, 20% participated 1-2 times per week and 18% participated more than twice a week (Allen Consulting Group, 2003).

Woolley (2003) found that interactive wagerers often have multiple accounts, with 26-42% of people involved in interactive gambling having more than one account. Online bettors who used only one site to wager on sports and races participated less broadly and less frequently in online gambling activity than all gamblers surveyed as a whole (Woolley, 2003). This finding highlights the heterogeneous nature of interactive gambling use and suggests that a proportion of gamblers use multiple sites, hold multiple accounts for interactive gambling and participate more broadly and frequently in this mode of gambling.

International research is also quite limited, although a few studies have attempted to describe interactive gambling behaviours. Analysis of play on a European sportsbook

reported that median betting behaviour was to place 2.5 – 2.8 bets of €4 every fourth day (LaBrie, LaPlante, Nelson, Schumann, & Shaffer, 2007). In a sample of North American interactive gamblers, the average time spent gambling online each week was five hours, although 4.1% reported gambling online in excess of 20 hours per week (Wood & Williams, 2007). Similar results were found by eCOGRA (2007) with participants reporting playing on average 2-3 times per week for 1-2 hours per session.

The most recent Australian survey of gamblers found that the majority of interactive gamblers had taken up this activity within the past five years (Gainsbury, Wood et al., 2012). The vast majority of Internet gamblers (94.9%) gambled online from home and only a minority typically gambled from work (3.2%). The majority (60.2%) reported gambling from midday to 6pm, with a further 28.4% gambling between 6pm and midnight. The majority of Internet gamblers preferred to use computers for Internet gambling (84.0%), with only 5.5% of respondents stating that they preferred to gamble online with their mobile phone.

These results are similar to previous Australian research showing that the majority of interactive gamblers appear to gamble from a computer within their own home (82-94%) although 4-14% reported gambling online primarily from their workplace (McMillen, 2004). These results are similar to the outcomes of a Canadian study, although, 16.3% of this sample reported they occasionally gambled online from their workplace (Wood & Williams, 2007). Similar patterns of play were found by eCOGRA (2007) in a survey of international internet gamblers, with 90% of online gamblers surveyed reporting playing primarily at home, with the most popular time of day being in the evening (72%) followed by late at night (53%).

- Interactive gamblers are likely to be more involved gamblers than non-interactive gamblers in terms of the number of gambling activities used, frequency of gambling, and gambling expenditure.
- Use of interactive gambling differs between activities and among the heterogeneous population of interactive gamblers.
- Interactive gamblers are most likely to have started to gamble online within the past few years, use desktop and laptop computers to bet online, and place bets during the afternoon and evening.

2.5.2 PAYMENT METHODS

Australian interactive gamblers pay for their bets by establishing accounts with gambling service providers. When bets are made, money is debited from these accounts, and winnings are credited back to them. According to Online Casino City, in August 2013 there were 210 payment methods offered by sites that accept play from Australia. The most popular form of payment methods to be offered by gambling sites included Visa, MasterCard, PayPal, Bank wire transfer, and Moneybookers. A survey conducted in 2003 found that interactive gamblers were most likely to pay for their online gambling using a

TAB account (45%) or a credit card (34%) (Allen Consulting Group, 2003). Less frequently used payment methods included phone accounts (6%), and online payment systems (5%) such as PayPal, Neteller or Firepay. Amongst those who played interactive poker machines or casino games, credit card was the most popular payment method (97%).

A more recent Nielsen survey of shopping trends in 2010 revealed that PayPal is Australian's preferred payment method for online shopping ahead of Visa and MasterCard (eCommerce Report, 2010). However, surveys of Australian interactive gamblers found that credit cards are the most popular way for customers to deposit funds into their accounts, estimated to be used by 70-80% of all customers (Allen Consulting Group, 2012).

In their review of the IGA, the DBCDE (2013a) considered the role of credit cards. Although some concerns were expressed that credit cards could lead to gambling more than is affordable for some individuals, the review concluded that the use of credit cards for online activities is now standard in Australia and there is insufficient evidence to support a ban of credit cards specifically for interactive gambling.

2.5.3 EXPENDITURE

Estimates of expenditure on interactive gambling in Australia are difficult to generate as these figures are not directly reported by most regulated operators that offer interactive gambling, and are rarely reported by offshore operators. Subsequently, reports on interactive gambling expenditure vary considerably and the dynamic nature of this market makes it difficult to accurately estimate current expenditure.

In 2000-01, estimates suggested that Australian consumers spent AUD\$45.4 million on interactive gambling services (Allen Consulting Group, 2003). This figure was revised to approximately US\$670 million for online casino games and poker in 2008 (Productivity Commission, 2010) and an estimated AUD\$968 million in 2010 (GBGC, 2010). According to data from H2 Gambling Capital (as reported by the Economist, 2012), Australia has the seventh highest Interactive gambling losses (as a proportion of total gambling losses) in the global market, with Australians losing an estimated US\$16.8 billion online in 2011 (Economist (2012)). The DBCDE concluded that the total value of interactive gambling in Australia in 2010 was more likely to be around AUD\$1.6 billion, of which around 60% is spent on prohibited services based overseas and the remainder with Australian licensed services (DBCDE, 2013a).

Estimates demonstrate a trend of increasing expenditure on interactive mode of gambling. A survey of 1,400 Australian households reported that interactive gambling will grow 9.8% in 2013 and will represent 5.6% of the total gambling market by 2015 (CLSA, 2013). Interactive gambling is the fastest growing form of gambling and the total Australian gambling market is estimated to grow 2.7% in 2013.

Wagering appears to dominate the interactive market in terms of expenditure. Roy Morgan Research has repeatedly reported that expenditure on all forms of gambling has declined

over the past few years, with the exception of interactive sports betting (Roy Morgan Research, 2013). Industry consultants estimated that Australians lost AUD\$611 million in 2011 to interactive sports betting sites, well up from the \$264 million spent on interactive sports wagering in 2006 (GBGC, 2011). Estimates suggest that Australian expenditure on interactive sports betting had risen further from \$928 in 2010 to \$1.1 billion in 2012 (Roy Morgan Research, 2013). H2 Gambling Capital estimated that 14% of Australian expenditure on interactive wagering goes to offshore providers, with the majority of this spent on in-play betting which cannot be offered by licensed Australian operators (DBCDE, 2013a). A survey of Australian interactive gamblers indicated that Australian-licensed sites were more popular than offshore sites for lottery and wagering products (Gainsbury, Wood et al., 2012). However, this may also reflect the recruitment of participants directly from several Australian wagering sites.

Figures from one company that offers interactive wagering, Tabcorp, indicate that interactive wagering revenues have been increasing; in 2006-07 over AUD\$1 billion in Internet sales were recorded, which further increased by 17.4% in 2007-08 (Tabcorp, 2007, 2008). As the company developed new interactive gambling options, including a revised sports betting website and interactive television betting product, Tabcorp reported a further 20% increase in online wagering turnover to AUD\$508.4 million for the first quarter ending September 30, 2011, accounting for 19% of the company's total turnover during the period ('Tabcorp to drive online presence', 2011). In the third quarter of the 2012 financial year (1 January to 31 March), Tabcorp reported an increase of 18.0% on its Internet wagering turnover in the year to date as compared to the previous corresponding period. This compared to a retail growth of only 0.9% growth in Victoria and 7.0% in New South Wales, and a decline in phone and oncourse betting of 6.5% and 14% respectively (Tabcorp, 2012). More recent figures indicate that Tabcorp's digital wagering turnover grew 13.6% to \$2.45 billion over the 2012/13 financial year (Tabcorp, 2013). The increased market share accounted for by interactive forms of wagering indicates that the growth in these areas is substantially related to a shift in customer's betting patterns. That is, increased expenditure on interactive wagering products is occurring with a simultaneous decrease in retail and telephone betting.

Although interactive gambling and sports betting revenue is increasing internationally, the Australian market appears to be very strong relative to other sectors. The interactive gambling operator, Sportingbet, based in London and integrated with Centrebet, reported EBITDA (earnings before interest, taxes, depreciation and amortisation) for the financial year ending July 31, 2011, were up to GBP 51.4 million pounds, which was an increase from the previous year of 11%. Although revenue coming from key European markets (e.g., Greece and Spain) were down, in Australia, the amounts wagered on interactive betting increased 62% in a clear demonstration of the high demand for interactive betting in this country (Online Casino Archives, 2011). The number of active online customers was up 64%, while the number of active telephone customers decreased by 27% in 2011 as compared to 2010 (Sportingbet Plc, 2011).

There is little research describing interactive gambling behaviour in terms of monetary expenditure. Furthermore, the majority of studies on interactive gambling are based on self-report and self-report of gambling expenditure is notoriously unreliable (Gainsbury, 2011; Wood & Williams, 2007). The eCOGRA report (Gainsbury, Parke et al., 2013) found interactive casino players on average wager between US\$30-US\$60 per session (18% of the sample) while interactive poker players most commonly play minimum stake levels of US\$0.50 to US\$2.00 (61% of the sample). Amongst a sample of 40,499 interactive sports bettors who opened an account with a European sportsbook site over an eight month period, the typical pattern of gambling behaviour incurred a loss of 29% of the amount wagered (LaBrie et al., 2007). Although the majority of individuals made bets of moderate proportions (less than €5), the top 2-3% of bettors wagered approximately €10,000 each during the eight month period. An analysis of the top 1% of the sample based on amount wagered found that these individuals had lower percentage losses than the rest of the sample, suggesting that successful betting leads to continued betting and conversely, losing discourages ongoing gambling.

Analysis of 11,394 customers of an Australian totalisator operator that offered interactive services over a ten-year period found differences in betting patterns between players based on their frequency of bets (Gainsbury, Sadeque et al., 2012). Customers who placed fewer overall bets were active for a shorter period, but had a greater average minimum bet value (\$6.92 vs. \$1.51), average dollars per bet (\$18.82 vs. \$14.05) and percentage net loss (43.76% vs. 24.86%) than more frequent bettors. Similar to the results of LaBrie and colleagues (2007), the top 1% of customers, in terms of the total number of bets made, lost the greatest total amount, but the lowest overall proportion of their wagers. Preliminary findings from an analysis of another Australian online bookmaker were consistent with the indication that most interactive bettors place small bets. In an analysis of 11,956 accounts that placed bets in 2010, 47% of account had made a bet of less than \$1 and 73% of accounts had made bets of less than \$10 (Russell & Gainsbury, 2012). The majority of account holders had a median bet size under \$20, although some accounts placed very large bets. These results suggest that behavioural betting patterns can be used to discriminate between groups of bettors, but further research is needed to understand these groups in more detail.

- Obtaining accurate estimates of expenditure on interactive gambling is difficult as gambling operators generally do not provide these data and self-reported expenditure is highly unreliable.
- Estimates suggest that the total value of interactive gambling in Australia in 2010-11 was approximately AUD\$1.6 billion.
- Around 60% of interactive gambling expenditure is estimated as spent on prohibited services based overseas and the remainder with Australian licensed services.
- Wagering accounts for the greatest proportion of the interactive market with an estimated AUD\$611 million lost in 2011.

- The increased in expenditure via interactive forms of wagering is substantially related to a shift in customer's betting patterns away from retail and telephone betting, in addition to new customers.
- Preliminary evidence suggests that the majority of interactive bettors place moderately size bets, however, a minority of highly active customers bet large amounts.

2.6 MEDIUM PREFERENCES OF INTERACTIVE GAMBLERS

In a telephone survey conducted with 2,008 Australian adults in 2003, 96% of participants stated that they would not use new technologies to participate in interactive gambling if these were available (Allen Consulting Group, 2003). However, those interested in using new technologies were equally likely to use mobile phones or interactive TV for gambling. Even among gamblers who had previously gambled online, 71% reported that they would not use new technologies for gambling if they were available. Technology has changed significantly in the past ten years and interactive gambling may take place through any device connected to the Internet including computers, tablets, mobile phones, televisions and gaming consoles. Ownership of Internet-enabled devices is now widespread due to the low cost of acquiring such technology and obtaining wireless access through subscription and prepaid options (Phillips & Blaszczynski, 2010).

2.6.1 MOBILE GAMBLING

The emergence of sophisticated handsets and advanced mobile data services allow users to download Java-based gambling applications over high-speed wireless networks with video capabilities. Although traditional websites can generally be accessed through mobile phones connected to the Internet (smartphones), due to the small screen and keyboards of mobiles, sites and apps have been increasingly adapted for specific use on mobile handsets (Owens, 2010).

Estimates on the size of the mobile betting market vary widely. For many years now, the platform of mobile gambling has been heralded by the gambling industry as the 'next big thing' to revolutionise the nature of interactive gambling. Factors that have inhibited the growth of mobile gambling include the lack of reliable and high quality networks, slow and small devices, difficulty in application availability and delivery as well as payment for customers, a lack of consumer confidence and regulatory restrictions (H2 Gambling Capital, 2011; iGaming Business, 2011). However, lower cost mobile devices, improved infrastructure, and the dissemination of tablets have led to massive growth in the mobile market.

H2 Gambling Capital reported that the mobile gambling market accounted for 10.5% of the interactive market and 0.9% of total yields at the end of 2012 (H2 Gambling Capital, 2013). This is expected to grow to 12.8% and 16.2% respectively by 2014, demonstrating that

mobile betting may be associated with greater revenues than other forms of interactive gambling. Juniper Research (2012) reported that the total value of mobile gambling, including casinos, betting and lottery, was US\$19.5 billion in 2011, and predicted that this market would be worth more than USD\$100 billion by 2017. Sports betting (including race wagering) accounts for the majority of mobile gambling, although mobile casino games are expected to rise, particularly in the US as various states move towards legalisation of online poker, and mobile lotteries are also experiencing growth (Juniper Research, 2012).

An international study in 2011 reported that Australia had the second highest smartphone penetration in the world, behind Singapore, and that smartphone penetration is forecast to increase significantly through to 2015 when it is estimated that 77% of Australians will use smartphones (Telsyte, 2011). In 2011 it was estimated that 51% of Australian households own a smartphone, and a further 18% own Internet capable mobile non-smartphones (Nielsen, 2012). In 2011, smartphone ownership was highest among 25 to 34 year olds (73%), followed by 16 to 24 year olds (69%) and 35 to 44 year olds (59%). Accessing the Internet when out of home and while on public transport is also increasing and is most prevalent for males and consumers aged less than 35 years (Nielsen, 2012). These groups are similar to the core demographics most likely to be active interactive gamblers (Gainsbury, Wood et al., 2012; Queensland Government, 2012; Sproston et al., 2012).

This high level of mobile penetration has led many Australian gambling operators to launch mobile applications. Betting operators are encouraging customers to engage through mobile devices by increasing relevant content, for example, by streaming vision of races through these channels. Australian mobile wagering is predicted to reach AUD\$9.22 billion by 2014, accounting for 32% of the total wagering market (Sher, 2012). The Tatts Online Android mobile app was launched in March 2012 and generated over \$4 million in turnover with 6,800 downloads by June 30, 2012 (Tatts Group, 2012). In June 2012, over 19% of visitors to Tatts.com were using mobile devices, demonstrating the popularity of this mode of access. Similarly, in 2011/12 Tabcorp reported that 20% of its interactive wagering turnover was placed through mobile devices and mobile betting accounted for 43% of Tabcorp's digital turnover in the second half of the 2012/13 fiscal year, up from 28% in the first half (Tabcorp, 2012; 2013). Tabcorp reported that its TAB iPhone, iPad and Android apps have been downloaded more than 900,000 times. Sportsbet reported even higher figures with mobile revenue accounting for 42% of their online revenue, and 59% of digital customers using transactions on mobile platforms, including tablets (Sher, 2013).

A survey of 6,682 Australian gamblers in 2011 found that only 5.5% of interactive gamblers reported preferring to use their mobile phone to gamble online (Gainsbury, Wood et al., 2012). However, amongst interactive gamblers who bet on sports or races, mobile phones and wireless devices accounted for an average of approximately 22-23% of all bets placed. An Australian household survey found that online wagering account holders were more likely to own a smartphone, however, this difference was not material suggesting that smartphone ownership is not a big driver of online wagering accounts (CLSA, 2013).

One significant factor limiting the growth of mobile betting in Australia is the prohibition of live betting, which is not permitted via interactive channels. The DBCDE recommended that this prohibition be amended in the review of the IGA to enable bets to be placed on outcomes after an event has begun, but this would not include the majority of proposition bets placed on events within a game/match. Although up to 30% of bets on mobile are on live events internationally (iGaming Business 2011), Australian operators will be unable to offer these products via mobile channels.

2.6.2 INTERACTIVE TELEVISION

Gambling through interactive television can take multiple forms including directly gambling on sporting events such as horse racing and football using a television remote control, and using a remote control to place bets on casino games such as blackjack and poker, or to participate in a skill-game such as puzzles, word games and trivia questions. Interactive television lends itself most obviously to wagering and channels can be offered to digital subscribers, typically run in conjunction with racing and sports channels. Betting services can tell viewers when the next event will be aired and what betting opportunities are available.

Australia's Two Way Limited launched its TAB ACTIVE interactive TV betting service in all mainland states of Australia. This allows viewers of all three Sky Racing channels on Foxtel cable television service to use the service to access all the current day's racing and wagering information, including a full form guide and results. The service also allows customers to place bets via their existing wagering account with their local TAB operator (Tabcorp, TattsBet, and Racing and Wagering Western Australia). In the first year after its launch in April 2008, more than 22,400 users placed at least one bet, turnover exceeded AUD\$81 million and 3,000 users were betting each week. In 2010 Tab Active was only available in Sydney and Melbourne, but it was already generating around 2% of Tabcorp's remote betting turnover. At the end of June 2011, total turnover had exceeded AUD\$141 million and 16 million bets in total had been placed through the service with an average number of 16,060 bets per day (Twoway Interactive Entertainment, 2011). In 2013, Tabcorp purchased Tab Active.

A survey of 6,682 Australian gamblers in 2011 found that only 1.5% of interactive gamblers reported preferring to use their television to gamble online (Gainsbury, Wood et al., 2012). Amongst interactive gamblers who bet on sports or races, interactive television accounted for an average of approximately 1-2% of all bets placed. Internationally, interactive television also represents a minority of interactive gambling services. Prevalence data from the UK indicates that only 1.4% of respondents placed bets using interactive or digital television gambling accounts (Johan, 2011). In France, Pari Mutuel Urbain (PMU, the French totaliser monopoly) reported its interactive TV wagering service had five times the turnover of PMU mobile in 2008 (€31.7 million), accounting for 4.3% of total remote betting turnover (Reichel, 2010).

2.6.3 GAMING CONSOLES

Household ownership of games consoles or handheld game devices declined during 2011, with 49% of online Australian homes owning these devices (Nielsen, 2012). Fewer than one in five Australians who are active online have accessed the Internet via a games console (18%) (Nielsen, 2012). Many recently released forms of video gaming consoles allow users to connect to the Internet, which provides further opportunities for interactive gambling. Connecting gaming consoles to the Internet has moved betting on video games from between friends in a lounge room to making wagers between people all over the world. Video betting sites allows players with almost any gaming console to create, enter and bet on tournaments for almost any video game such as the popular Call of Duty and Madden NFL games. The betting site acts as an intermediary, organising the tournaments, collecting the stakes and distributing the final prize to the winner. The amount of money the players may win is dependent on the number of players involved. Gaming consoles are monitored by the site in an effort to prevent players from cheating.

Virgin Gaming allows video gamers to wager on the outcome of their video game challenges and challenge other members to multiplayer games in exchange for cash (Hsu, 2010). Virgin tracks the players as they play on an Xbox 360 or PS3, ensuring that no one is cheating. The winner is paid up to tens of thousands of dollars and Virgin takes a small commission of the winnings. The Virgin system only allows organised tournaments, meaning players can buy into a tournament and then play for the ultimate win, although developments will allow for game-by-game wagering, allowing gamers to create their own tournaments and challenge others for cash prizes. In January 2011, Virgin Gaming reported that it has 170,000 users from 30 countries signed up to use its online service (Powell, 2011). A report in November 2012 claimed that \$23 million had been gambled by players via this service (Golding, 2012). The terms and conditions provided by Virgin Gaming state that players must be at least 18 years old and be a resident in a jurisdiction where skilled gaming is legal, however, age verification is not required to create an account, make deposits, place bets and withdraw funds. As chance is not involved and games are determined based on skill, video gaming, where players bet on the outcome of their game, is classified as skilled gaming rather than gambling (Hsu, 2010). Resources are provided for gaming addiction and responsible gambling and players can set limits on their betting. The extent to which gaming consoles are used for interactive gambling in Australia is not known.

2.6.4 DESKTOP, LAPTOP AND TABLET COMPUTERS

Access to Internet-capable technology is highly prevalent in Australian homes. Desktop computers are the most popular form of computers, although household ownership of desktops decreased from 82% in 2010 to 76% in 2011, showing a reduced reliance on this form of technology (Nielsen, 2012). In contrast, laptop ownership in Australian households increased from 73% to 83% over the same time. However, tablet computers (e.g., iPads, Samsung Galaxy, and other similar devices) have had rapid growth, from 8% ownership in Australian homes in 2010 to 18% in 2011, forecast to reach 39% in 2012 (Nielsen, 2012).

Older Australians are less likely to own tablet computers, with 25 to 34 year olds the most likely age group to own a tablet computer. Desktop and laptop computers are still the dominant devices used to access the Internet, although access via other devices is growing (Nielsen, 2012). This also reflects the tendency for Australians to access the Internet from their home.

Given these patterns, it is likely that the majority of Australian interactive gamblers also use computers for online gambling. An Australian survey of 6,682 gamblers found that 95% of interactive gamblers reported primarily using a home computer to gamble online, with a further 3.2% using a work computer (Gainsbury, Wood et al., 2012). The vast majority of interactive gamblers reported a preference for using computers to gamble online (84%), with only 2.8% of interactive gamblers preferring to use wireless devices such as tablets. This is consistent with previous Australian research as well as international research, for example a large survey of over 12,000 international gamblers found that 93% of Internet gamblers used a home computer for gambling online (Allen Consulting Group, 2003; Wood & Williams, 2010).

- Australia has a high rate of smartphone penetration, particularly among cohorts that are likely to engage in interactive gambling.
- Mobile betting is increasing internationally and in Australia and is driving a substantial proportion of interactive wagering.
- Interactive television in Australia is primarily used for race betting, and similarly to other international jurisdictions, it accounts for a small proportion of interactive wagering.
- The increased use of gaming consoles with Internet connections and interest in online gambling and gaming has led to game operators partnering with online gambling providers to bet on the outcome of games arguably determined by skill.
- Personal computers are the dominant way Australians access interactive gambling sites and place bets online.
- Tablets are increasingly used for interactive wagering purposes, which is consistent with their use as a 'second screen' for other entertainment activities.

2.7 MOTIVATIONS FOR INTERACTIVE GAMBLING

Interactive gambling has certain features that differentiate it from traditional land-based gambling and that play a role in motivations for engaging in this form of gambling (Monaghan, 2009). These reflect the perceived advantages of interactive gambling compared to land-based gambling.

2.7.1 ADVANTAGES OF INTERACTIVE GAMBLING

The most obvious attributes of interactive gambling are the greater convenience, comfort and ease of access, which are cited as the primary reason for gambling online in multiple studies (American Gaming Association, 2006; Griffiths & Barnes, 2008; Wood, Williams & Lawton, 2007). Amongst a small sample of British university interactive gamblers, additional reasons given included flexibility of use, 24 hour availability, peer and familial influences, large variety of gambling choices, advertising, anonymity, and demo games (Griffiths & Barnes, 2008). In an American Gaming Association (2006) study, participants reported gambling online because it was fun, exciting and entertaining, offered the opportunity to win money, and for anonymity and privacy. In a Canadian study, youth (aged 12-24) described gambling online to relieve boredom and for excitement (McBride, 2006). Other desirable features of interactive gambling reported by an international sample of online gamblers include a dislike of the atmosphere and clientele of land-based venues, a preference for the pace and nature of interactive game-play and the potential for higher wins and lower overall expenditures when gambling online (Wood, Williams et al., 2007).

Few studies have considered the psychology of interactive gambling, which is relevant as the online environment has a substantial impact on gambling behaviour. For example, the ability to pretend to be the opposite sex has also been cited as a significant advantage, with women pretending to be males to be taken more seriously and for a greater sense of security, and males pretending to be females for supposed tactical advantages (Griffiths, 2003). Despite the physical isolation of interactive gambling, many operators recognise the desire for social activity and provide social features, such as live chat during play and discussion forums, which enable gamblers to interact with each other. A study of 409 Finnish interactive gamblers found that even if social interaction is not necessary in order to play, it is meaningful in players' experience of the game (Kinnunen, Rautio, Alha, & Paavilainen, 2012). Interviews with American online gamblers also indicated that, although other gamblers were not physically present, many participants put effort into how they presented themselves online, and that they could play the part of a different character to their normal selves (Siemens & Kopp, 2011). Environmental cues are likely to significantly impact interactive gambler's motivation to engage in this mode of gambling.

A recent Australian survey examined the advantages of interactive gambling (Gainsbury, Wood et al., 2012). Most interactive gamblers saw the fact that they do not have to drive anywhere or leave the house (54.9%) as an advantage over gambling in a facility, followed by 24 hour availability and convenience (46.2%) and the lack of crowds (31.4%), unpleasant people (29.5%) and greater privacy and anonymity (28.4%). Physical comfort was also an important factor (28.5%). The first two advantages listed were also the most common responses as to why respondents started gambling on the Internet in the first place. Lower secondary costs, less noise and higher payout rates were noted as advantages by approximately one-fifth of interactive gamblers. Land-based gambling being unavailable or

illegal was nominated as an advantage by approximately 2% of interactive gamblers. The most popular reasons for choosing one Internet gaming site over another were: general reputations (33.0%), payout rates (27.7%), and monetary deposits being safe with wins paid out in a timely fashion (23.2%) (Gainsbury, Wood et al., 2012). Bonuses and incentives and superior game interfaces were nominated by approximately 11% of interactive gamblers as a motivator for choosing a particular site, with legality, the country a site is based in, software used and personal recommendations indicated by 10% or fewer of interactive gamblers.

These results are similar to previous Australian studies of interactive gambling. An Australian household survey in 2012 found that the key driver of online wagering accounts was convenience, rather than better odds (CLSA, 2013). Interviews with interactive poker and casino players indicated that the prominent motivation to gambling online for these participants was to win money, for entertainment, anonymity, escapism and boredom (Kapcelovich, 2010). According to an older ACG Internet Gambling Survey, convenience was the prime motivation (77%) for using the Internet to gamble (Allen Consulting Group, 2003). Few interactive gamblers reported gambling online to obtain better value for money, which may reflect the tendency of the participants to use operators that offer the same odds as those in the agency, over the phone or on course. Approximately 10% of participants stated being motivated by the ability to access more information and details, that it was easier (5%), safer (4%), that there were better payouts (3%), and 2% of interactive gamblers reported gambling online due to a disability. The small number of interactive poker machine and casino game players reported similar reasons, although the majority of these stated that they did not prefer participating in this activity online as compared to a land-based venue.

2.7.2 DISADVANTAGES OF INTERACTIVE GAMBLING

Despite the advantages cited for interactive gambling, perceived disadvantages may preclude gamblers from using this mode. International research shows that consumers mistrust gambling websites, with even interactive gamblers concerned about site fairness and security (Ipsos Reid, 2005; Wood & Williams, 2010; Woodruff & Gregory, 2005). Concerns regarding fair play practices may be reasonable as there are numerous examples of interactive gambling sites not paying winnings, cheating players with unfair games, or stealing deposits and personal details (Gainsbury, 2012; McMullan & Rege, 2010). An audit of 30 online casino and poker sites available to Australians found that only seven of these provided a clear policy regarding player account history, although 90% provided clear game rules and 97% included links to payment provider websites and general terms and conditions, indicating an understanding of the importance of providing players with this information (Kapcelovich, 2010).

In a survey of 10,838 international interactive gamblers in 2006, the most commonly reported problems were being disconnected (66.1% of participants reported experiencing this at least sometimes) and/or software malfunctions (53.2%) (Gainsbury, Parke et al.

2013). Over one-third of respondents reported having a dispute at some point with an operator, with fewer than half reporting successful resolutions. The least common problem was 'not being paid at all' with 25.8% of participants ever experiencing this difficulty. Approximately half of all participants reported that they had confidence in the integrity of online gambling software and only half of all participants (49.5%, n = 8656) agreed or strongly agreed that online gambling software was fair. Slightly less than half of respondents (44.9%, n = 8593) agreed or strongly agreed that random number generators actually determine gambling outcomes randomly. However, when asked if '*online gambling sites have an on/off switch that can turn the software in favor of the operator*', 37.6% of respondents (n = 8647) either agreed or strongly agreed with this statement. Among respondents who thought that poker sites were unfair or that they cheat, the most common way to deal with this was to 'play only on well-known sites' (with 86.8% of respondents doing so at least sometimes) and to 'watch out for unusual behaviour' (also with 86.8% doing so at least sometimes). Participants also reported seeking out well known software providers (70.3%) and third party assurances (59.4%) at least sometimes as strategies to avoid being cheated. Participants were least likely to play on smaller sites to counter any potential problems with cheating, with 67.9% reporting that they rarely or never do this.

In another international survey, 36% of interactive gamblers (n=1,954) reported difficulty verifying the fairness of games, and 25% were concerned about safety of their funds (Wood & Williams, 2010). Other gamblers (19%) reported that it was easier to spend more money online indicating the potential for players to spend more than they intended. Internet gambling may also reduce social aspects of gambling for some players (McCormack & Griffiths, 2012a; Wood & Williams, 2010).

In the most recent Australian survey, the main perceived disadvantages of interactive gambling were that it is too convenient (29.9%) and that it is easier to spend more money (27.8%) (Gainsbury, Wood et al., 2012). Approximately 15% of interactive gamblers indicated that online gambling had a poorer social atmosphere and was more addictive than land-based gambling. Only a minority of interactive gamblers were concerned with the security of deposits, the certainty of payouts, the legality of interactive gambling, or the country in which a site is based, despite many reporting that they play on offshore sites.

- The most commonly cited advantages of interactive gambling over land-based gambling include the convenience and ease of access of this mode of gambling.
- Additional advantages of interactive gambling include greater physical comfort, privacy and anonymity, and greater gambling returns.
- Interactive gambling is perceived to be too convenient and more addictive by some gamblers, and that it is easier to spend money.
- Additional concerns about interactive gambling include the poorer atmosphere, mistrust of online operators and other players and the safety of player deposits.

2.8 TRANSITION FROM TERRESTRIAL GAMBLING TO INTERACTIVE GAMBLING

Despite the many similarities between interactive and terrestrial gambling, interactive gambling does possess unique features (Gainsbury, Wood et al., 2012). Interactive gambling is highly accessible and convenient; sites operate 24 hours a day, seven days a week and can be accessed through a variety of devices wherever Internet connections, including 3G and 4G networks, are available. Although customers are required to identify themselves to operators and provide payment details, usernames enable play to be relatively anonymous and players can create any type of persona they wish. Interactive gambling can be either solitary, with no interaction with other players or staff, or relatively social by utilising chat functions and message boards. Gambling sites typically offer a vast selection of games and products, often including a mix of gambling genres; for example, a sports wagering site enables bets to be placed on numerous international events but may also offers casino and poker as side products for customers. Odds and player returns are typically very competitive and more rewarding than those offered by terrestrial operators, due to the lower overheads and costs of running an Internet site. Similarly, players can place very small bets, and play against a much larger pool of customers, than would be ever available at any single terrestrial venue. As customers use an account for all betting, details of play history, bets, losses, withdrawals and deposits are readily available to assist customers to track their gambling. Customers can also have multiple accounts with different operators. Moreover, in comparison to the relative geographical restrictions that are endemic to terrestrial gambling, Internet gamblers enjoy the ease of rapid movement from one Internet site to another.

Terrestrial operators and regulators have expressed concerns that interactive gambling will successfully compete with existing gambling venues, resulting in customers migrating from these forms, and reducing related revenue and taxes (Gainsbury & Wood, 2011). However, although interactive gambling has been available for over a decade, and has increased in popularity, there is remarkably little evidence to enhance our understanding of how customers may transition from terrestrial to interactive modes of gambling. Due to few adequate research studies, secondary sources of information are examined, including industry reports of revenue and turnover.

Evidence from a variety of sources indicates that much of the increase in interactive gambling can be attributed to transition from terrestrial forms. A research study that included online surveys of account holders of Australian wagering sites found increased interactive wagering over a two year period (2001-2003) as many patrons moved from telephone to interactive gambling (McMillen, 2004). Furthermore, participants reported increased use of interactive gambling with offshore providers, indicating that gambling online with one provider may increase exploration of other gambling sites. In a study conducted in 2003, the majority (76%) of Australian interactive gamblers surveyed believed

that their interactive gambling was likely to remain stable over the next few years (Allen Consulting Group, 2003). However, 16% reported that they thought their interactive gambling would increase, compared to 7% who thought that it would decrease over time.

Findings of the ACG Internet Gambling Survey suggested that in 2003, approximately 50% of interactive gambling turnover was substituting from more traditional means, such as telephone betting, and around 50% represented additional gambling activity (Allen Consulting Group, 2003). Further, this survey found that all respondents who were interactive gamblers had previously engaged in a more traditional form of gambling. Correlational analyses between those who participate in offline gambling and the likelihood of participating in interactive gambling suggests that gamblers who bet with a TAB or bookmaker were four to five times more likely than the general population to engage in interactive gambling. The migration from lotteries and poker machines appeared to be much less significant. Of those interviewed in 2003, interactive gamblers were much more likely (72%) to know someone personally who gambled online than non-interactive gamblers (11%) and non-gamblers (7%) (Allen Consulting Group, 2003). Interactive gamblers reported that the person that they knew who gambled online was a friend or acquaintance (53%) or a spouse/partner (14%). This finding may indicate that interactive gamblers may be introduced to this mode of gambling by someone they know, which may lead to ongoing participation.

In a small study with 25 female interactive gamblers in the UK, six of the participants were first introduced to interactive gambling by friends or family, one participant started by buying lottery tickets online, which led to scratch cards and then other gambling sites (Corney & Davis, 2010). Nine participants indicated that they started interactive gambling as an impulsive response to an advertisement, pop-up, or promotion in a newspaper, on television, or on the Internet. Three participants reported that they began playing bingo online following changes in legislation that prohibited smoking in bingo halls.

Recent reports from Australian licensed wagering companies suggests that interactive wagering is increasing at the expense of retail and telephone betting following a shift in how customers are placing bets. The Australian Racing Board noted that, although phone betting is still twice the volume of interactive betting, the growth in interactive betting is much stronger (Australian Racing Board, 2012). Similarly, in 2011/12 Tabcorp's online wagering operations generated \$2.16 billion in turnover, growing by 14.5% compared to the prior year. Betting turnover via call centres was down 6.8%, and on-course betting was down 6.3%.

The online Australian gambling survey conducted in 2010-11 found that interactive gamblers still typically engaged in some land-based and telephone betting. Of those who had gambled online at least once in the previous year, terrestrial agencies accounted for only 30% of sports betting and 33% of race wagering and the telephone was used for 11.0% of sports and 13% of race wagering (Gainsbury, Wood et al., 2012). Interactive gamblers also reported that they engaged multiple modes for other forms of gambling, although they

reported using the Internet for the bulk of gambling including buying lottery tickets (60%), playing bingo (60%), playing games of skill (65%) and playing poker (71%).

- A substantial proportion of the growth of interactive gambling can be attributed to existing customers transitioning to interactive modes from retail and telephone betting.
- Interactive gamblers are likely to be referred to this mode of gambling by friends and family members.
- Most interactive gamblers still engage in various forms of land-based gambling.

2.9 DEMOGRAPHIC CHARACTERISTICS OF INTERACTIVE GAMBLERS

Much of what is currently known about interactive gamblers is primarily descriptive in nature and based upon convenience samples, which may not be representative of the entire population of interactive gamblers. Data from international jurisdictions may also not be directly applicable to Australia given the different legal status of the various forms of interactive gambling elsewhere, and cultural differences between populations. Furthermore, interactive gamblers are a heterogeneous group and research to date has largely considered this population as a whole, without adequate consideration of subgroups and differences between players. Nonetheless, research does suggest that interactive gamblers do have characteristics that differ in general from the population of land-based gamblers.

2.9.1 GENDER

Interactive gambling in Australia appears to be more popular among males (Allen Consulting Group, 2003; Gainsbury, Wood et al., 2012; Levine, 2010; Queensland Government, 2012; Phillips & Blaszczynski, 2010; Woolley, 2003), consistent with international findings (Gainsbury, Parke et al., 2013; Wood & Williams, 2010). One study reported that males are more than twice as likely to gamble online as women (Nielsen Online, 2008). The Queensland Gambling Household Survey 2011-12 reported that 9% of men reported having gambled on the Internet in the past 12 months compared to 6% of women (Queensland Government, 2012). The NSW gambling prevalence survey reported that 3% of men had gambled online in the past 12 months compared to 1% of women surveyed (Sproston et al., 2012).

Despite the apparent dominance of males in online gambling, there may be a shift towards an increasing number of women gambling online (Corney & Davis, 2010; McMillen & Woolley, 2003). Several surveys have found women reported they would prefer to gamble online than in traditional venues as it was viewed as safer, less intimidating, anonymous, more fun and more tempting (Carpenter, 2005; Griffiths, 2001). The convenience of interactive gambling and ability to play for short periods of time may also be appealing to women who take breaks from other responsibilities to play (Corney & Davis, 2010).

Longitudinal studies in Sweden also indicate that the gap between men and women in terms of the proportion of interactive gambling has decreased over time (Svensson & Romild, 2011). An online survey of 6,682 Australian gamblers found that female gender was a significant predictor of interactive gambling (Gainsbury, Wood et al., 2012). However, the participants in this study were not representative of all Australian gamblers or interactive gamblers and only 13.7% of participants were female, so these results must be interpreted with caution.

2.9.2 AGE

Among interactive sport and race bettors on one Australian site, most gamblers were aged between 35-54 years old (Woolley, 2003). Older individuals (aged 65 and above) were substantially under-represented among interactive bettors, possibly reflecting a lower use of this technology. Roy Morgan Research polls similarly report that interactive bettors are more likely to be aged 35 to 64, as compared to the total Australian adult population (Levine, 2010). The Queensland Gambling Household Survey 2011-12 found that those aged 55 years or less were more likely to have gambled using the Internet than those aged 55 years or more (8% of those aged 18–34 years, 10% of those aged 35–54 years and 4% of those aged 55 years or more) (Queensland Government, 2012). Males aged 18-54 years had the highest rates of interactive gambling use compared to other age cohorts. Similarly, 11% of NSW males aged 18-24 reported gambling on interactive casino games or pokies, followed by 4% of males aged 25-34 and 3% of males aged 35-44 compared to 2% of females aged 18-34 and 1% or less in all other age/gender categories (Sproston et al., 2012). An Australian household survey in 2012 found that younger wagering customers were more likely to have online accounts, suggesting that the penetration of online wagering accounts will increase as the population ages (CLSA, 2013). According to this survey, online betting account holders were most likely to be aged 26-35 years of age, although strong growth was evidence for those aged 18 to 25 years and 46 to 55 years.

2.9.3 EDUCATION, EMPLOYMENT AND MARITAL STATUS

An Australian survey of 6,682 gamblers found that more interactive gamblers were married compared to non-interactive gamblers, while more non-interactive gamblers tended to be divorced or separated or never married, compared to interactive gamblers (Gainsbury, Wood et al., 2012). In terms of employment status, a higher proportion of interactive gamblers were employed full-time and a lower proportion of interactive gamblers were employed part-time, unemployed, homemakers and full-time students. However, when controlling for each variable, being unemployed or a full-time student was a significant predictor of being an interactive gambler. In terms of income, the pattern of results suggests that interactive gamblers had higher incomes than non-interactive gamblers. Approximately 15% of interactive gamblers reported household incomes over \$150,000, in comparison to a proportion of 10% among non-interactive gamblers. Additionally, there was a greater proportion of interactive gamblers in each household income bracket over

\$50,000. Higher household income was also a significant predictor of being an interactive gambler.

The 2011-12 Queensland Gambling Household Survey (Queensland Government, 2012) reported that interactive gambling was more common among those who had higher levels of education, including university education or a trade or technical certificate/diploma. Interactive gambling was lowest among those whose highest educational attainment was primary school. Those who were full-time workers or self-employed were more likely to have gambled using the Internet than those who were not in the paid workforce (9% of those working full-time or self-employed, 5% of those not in the paid workforce). Interactive gambling was more likely to be used by those with personal annual income over \$34,000. NSW prevalence figures found interactive gambling on casino and pokies equally common in the highest and lowest income brackets (Sproston et al., 2012). People of Aboriginal or Torres Strait Islander were more likely to have gambled on interactive casino games or pokies (4%) than non-indigenous respondents (2%).

Roy Morgan Research found in 2003 that students were over-represented in the cohort of Internet gamblers relative to their representation in the adult population and in contrast to other findings, that among Internet users, people with low levels of education were relatively more likely to engage in interactive gambling (Allen Consulting Group, 2003). The same research found that single people were over-represented amongst Internet gamblers and online gamblers were more likely to have higher discretionary expenditure than the general adult population. Based on age and gender analysis, men and young people were more likely to participate in a range of Internet gambling activities, compared to women and those aged over 35, who were both more likely to bet on races online.

The socioeconomic status of Australian online gamblers appears to be higher than average (Levine, 2010; Woolley, 2003), similar to findings from the US (American Gaming Association, 2006). International research suggests that a sizeable percentage of online gamblers belong to professional or managerial occupations, have completed at least some tertiary education, and use the Internet for other activities including conducting business and purchasing transactions over the Internet (American Gaming Association, 2006; Wood & Williams, 2007; Woolley, 2003).

2.9.4 YOUTH

Interactive gambling represents a significant risk for youth as gate-keeping techniques currently in place are largely ineffective in preventing youth from gambling online. Many easily accessible interactive gambling sites have minimal provisions to prevent youth from gambling and underage youth may also use a friend or family member's account, or credit card and identification to gain access (Monaghan, 2009). A study conducted in the UK found that a 16 year-old was able to place bets online on 81% (30 out of 37) of sites tested and a European survey found that 17% of visitors to online gambling sites were under the age of 18 (NetValue, 2002). Another investigation of 30 interactive gambling websites in the UK

found that only half of these made significant attempts to verify the age of players (Smeaton & Griffiths, 2004). A similar study of 30 interactive casino and poker sites available to Australians found that only nine of these had a clear policy on restricting gambling by individuals aged under 18 years of age, although most sites required proof of age to withdraw funds (Kapcelovich, 2010). Youth are familiar and comfortable with interactive and anonymous electronic media and use the Internet for a multitude of social, entertainment, educational, and business interactions. Although age verification has progressed in terms of its sophistication and prevalence for interactive gambling sites, given the anonymity and absence of interpersonal interaction characteristic of interactive gambling, it remains a challenge to limit underage gambling.

The prevalence of interactive gambling among youth is difficult to estimate as individuals under the age of 18 are often not included in population surveys and young adults increasingly use mobile phones, rather than landlines, making it difficult to capture this population in telephone surveys (Gainsbury, 2010). International studies have found high rates of interactive gambling among youth (Griffiths & Barnes, 2008; McBride & Derevensky, 2009; Olason et al., 2011). Furthermore, international studies indicate that interactive gamblers are more likely to be younger adults (Griffiths et al., 2009; Wood & Williams, 2010).

Similarly high rates of interactive gambling have been found in samples of university students. For example, a US study of college undergraduates found that 23% had gambled online, with 6.3% doing so weekly (Petry & Weinstock, 2007). Increased frequency of interactive gambling has also been associated with problem gambling and mental health issues. Young adult interactive problem gamblers reported losing more money per month and spending more money than they intended (Wood, Griffiths, & Parke, 2007). Compared to non-interactive gamblers, interactive gamblers are more likely to be younger, male, have poorer grades, wager on more types of activities, and wager more money and more often (Griffiths & Barnes, 2008; Petry & Weinstock, 2007).

Australian school-based studies have found that adolescents may gamble online at higher rates than the general population (Delfabbro, Lahn, & Grabosky, 2005; Dowling, Jackson, Thomas, & Frydenberg, 2010; Jackson, Dowling, Thomas, Bond & Patton, 2008). A 2003-2004 study involving more than 900 secondary school students from 18 schools in the ACT reported that 6.1% of students had gambled on the Internet in the past year (Delfabbro et al., 2005). In another study with 2,766 eighth-grade students (mean age 14 years) from 26 schools in Victoria, 4% had engaged in interactive gambling in the past year, with males significantly more likely to be engaging in this behaviour (Jackson et al., 2008).

A study of 612 youth (aged 12-18) selected from secondary schools in Victoria (Dowling et al., 2010) found that 4.1% had gambled online at least once and 1.8% gambled online once a month or more often. Sports betting rates were 13.7% (at least once) and 3.3% (once a month or more often). When asked who they gambled online with, 41.2% reported gambling alone, 11.8% with parents, 2.9% with siblings, 11.8% with other relatives and

41.2% with friends. Within the sample, 4.4% were classified as at-risk gamblers and 0.7% as problem gamblers. In the same study, 823 students aged between 18 and 25 years, from tertiary institutions in Victoria, were surveyed. The majority (91%) had never gambled online; 3% had gambled online 1-2 times per year, 2% every few months or once a month, 1% 2-3 times a month and 3% once a week or more often. Within this sample 15% were low-risk, 11.3% moderate risk and 3.4% were problem, gamblers respectively.

In a study of interactive gambling amongst university students in Tasmania, 148 students who had gambled online in the last three months volunteered to complete an online survey (Ly, 2010). The majority of participants were male (73%), born in Australia (76%), single (54.8%) and had a mean age of 25 years. The students gambled online at least once a week (38.5%), once a fortnight (19.6%) or once a month (14.2%) and 40% reported gambling for more than one hour in most sessions. Most appeared to have first gambled online after they turned 18 years old as the mean age of first gambling online was 21.77 years, although the standard deviation was 7.08, so it is possible some participants gambled online before they were 18.

The most popular online games were poker (35%), followed by sports wagering (28%). Both Australian (49.7%) and international sites (24.1%) were used. Students reported gambling online for enjoyment (64.2%), for money (49.3%), to relieve boredom (30.4%) or experience a 'rush' (16.2%), and for prizes (5.4%). Of those who preferred gambling online, convenience was cited as the most common reason, compared to the social atmosphere preferred by those who gambled at venues. A substantial proportion of participants appeared to have significant gambling problems (10.8%) or be at moderate-risk of gambling problems (15.5%). Gambling at venues appeared to predict problem gambling severity, indicating that youth engaging in multiple forms of gambling may be at greater risk for problems. However, these results are from a small, self-selected sample, which limits the extent to which results can be generalised. Furthermore, only 10% played for money every session and the majority appeared to gamble with free credits, which may mean that they are not representative of interactive gamblers.

Research on interactive gambling among adolescents and young adults is still limited in the Australian context. International studies have reported that adolescents who bet online are more likely to be problem gamblers, have lower grades, engage in delinquent activities, abuse alcohol and illicit drugs, and are more likely to take medication for depression and anxiety (MacKay, 2005). As young adults have been identified as being at greatest risk for gambling-related problems compared to any other age cohort (Delfabbro, 2008), this highlights the particular vulnerability of youth to potential harmful consequences. Further research in this population is necessary to understand the impact of interactive gambling amongst this vulnerable population. Development of attitudes and entrenched behaviour toward interactive gambling during adolescence has implications for longer-term involvement in adulthood and chronicity of problems affecting families and the broader community (Gainsbury & Blaszczynski, 2011). However, it is also likely that a range of psycho-social and environmental factors play a role in young gambling, and related risky

behaviours and no studies have used a methodology which would enable causal inferences to be drawn; therefore, caution is required in interpreting these findings.

- Interactive gamblers are a heterogeneous population; however, some socio-demographic characteristics appear to be related to engagement with this activity.
- Interactive gamblers are more likely to be male, aged between 25 and 55, employed full-time or students, married, have higher incomes, and have higher levels of education.
- Despite findings suggesting the above groups are more likely to engage in interactive gambling, results also suggest that younger adults, people with low levels of education, and low levels of income are also active online gamblers.
- Youth represent a vulnerable population as they have an elevated risk of problem gambling and estimates indicate that a substantial proportion of adolescents and young adults are actively gambling online.

2.10 CONTRIBUTION OF INTERACTIVE MEDIUMS TO PROBLEM GAMBLING

‘Problem gambling is characterised by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, others or for the community’ (South Australian Centre for Economic Studies, 2005, p. i.). A significant concern regarding interactive gambling is the apparent association between this mode of gambling and problem gambling. Researchers have speculated that the ongoing further legalisation of gambling, the concomitant increase in gambling availability, and the promotion and widespread market penetration of new gambling forms, will lead to increased rates of problem gambling (Abbott, Volberg, & Ronnberg, 2004; Toneatto & Ladouceur, 2003; Welte et al., 2009).

Several features unique to interactive gambling potentially make this mode of access more problematic for players. Some of the characteristics of interactive gambling that are of greatest concern due to their potential propensity to facilitate problem gambling are similar to the factors that are cited as benefits to the majority of customers. The convenience and accessibility of interactive gambling allows unlimited access to gambling opportunities from almost any location, with no restrictions on the duration of play. This constant access enables long, uninterrupted sessions of high-speed, continuous play, as well as instantaneous access to gambling with little effort required, enabling players to act on impulses and urges quickly (Corney & Davis, 2010; Cotte & Latour, 2009; Wood & Williams, 2007; Wood & Williams, 2011). Interactive gambling provides easy access to a wide array of gambling products, many of which may be unavailable in a local jurisdiction, including the ability to play multiple games simultaneously (Griffiths & Wood, 2000; Monaghan, 2009). Interactive gambling has a low cost of play and few required expenses such as transport, parking, food and beverage costs associated with visiting a land-based venue. The ability to play for low stakes, as well as the competitive odds offered and in particular the frequent

offer of bonuses and free credits may present significant temptations for individuals and encourage ongoing and new gambling sessions (McCormack & Griffiths, 2012a; Wood, Williams et al., 2007).

The immersive nature of the Internet may result in dissociation and players losing track of time and money spent, which is associated with gambling problems (Corney & Davis, 2010; Griffiths, 2003; Griffiths & Parke, 2002; Monaghan, 2009). The online gambling environment differs substantially from any land-based gambling opportunities in the complete privacy and anonymity possible (Cotte & Latour, 2009; Gainsbury, Russell, Wood et al., 2013; Griffiths & Barnes, 2008; Lloyd et al., 2010; McCormack & Griffiths, 2012a; Wood, Williams et al., 2007). Players can be completely isolated and hide their gambling from others and interactive gambling operators cannot easily screen or observe players, including many potential signs of risky play. Playing online also allows novice players to try out new games, without any stigma or concerns about other players and access gambling in a comfortable environment. The use of electronic credits and the ability to pay for gambling through credit cards and online banking systems may have a lower 'psychological value' than cash and encourage players to spend beyond their means (Corney & Davis, 2010; Griffiths, 2003). Advertising and promotions for interactive gambling are commonly displayed in traditional media (for legal forms) and online using pop-up banners and advertisements. These promotions and incentives may normalise gambling, encourage participation (offering 'risk free' trials), and represent powerful triggers for vulnerable populations who have difficulties resisting urges to gamble (Lamont, Hing, & Gainsbury, 2011; Monaghan & Derevensky, 2008; Monaghan, Derevensky, & Sklar, 2009).

Several forms of interactive gambling have features which have been associated with a greater propensity to result in negative consequences, including continuous play with short intervals between bet placement and determination of outcome, and variable ratio schedules of reinforcement (Breen & Zimmerman, 2002; Turner, 2008). These types of products may produce dissociative states (including losing track of time, going into a trance-like state, feeling like a different person, experiencing blackouts, and feeling 'outside' oneself during play (Diskin & Hodgins, 1999). The technological and product sophistication of interactive gambling options means that many traditionally slower games may now be played at higher speeds and bets placed more quickly, for example, live action and micro betting on in-play outcomes, the ability to bet on events around the world, instant lottery draws, and playing multiple poker tables simultaneously. This trend may widen the types of gambling associated with problems and create difficulties for people who gambled to a lesser extent on offline forms.

- Features of interactive gambling that may elevate the risk of developing gambling problems include the convenience and ease of access, ability to play in private, high speed continuous gambling, player incentives and advertising, and the immersive nature of the Internet.

- Research has yet to provide any empirical evidence that interactive gambling is more likely to lead to the development of gambling problems and problematic interactive gambling appears to be related to greater intensity of gambling on multiple forms.

2.10.1 PREVALENCE OF INTERACTIVE PROBLEM GAMBLING

Despite substantial increases in interactive gambling availability and expenditure, national prevalence estimates of problem gambling have not significantly changed in recent years. There is some evidence that the majority of individuals who gamble online appear to do so at low to moderate levels (Gainsbury, Sadeque et al., 2012; LaBrie, Kaplan, LaPlante, Nelson, & Shaffer, 2008; Nelson et al., 2008; Russell & Gainsbury, 2012; Wood & Williams, 2010). However, numerous studies have reported higher rates of at-risk, problem and pathological gambling amongst interactive gamblers compared with non-interactive (land-based) gamblers (Brunelle et al., 2012; Griffiths et al., 2009; Ladd & Petry, 2002; Olason et al., 2011; Wood & Williams, 2011). In one survey of 12,521 international gamblers, interactive gamblers (15% of total sample) were 2.24 times more likely to be problem gamblers, and 3.2 times more likely to be moderate-risk gamblers, compared to non-interactive gamblers (Wood & Williams, 2011).

A large survey of 6,682 Australian gamblers did not find that interactive gamblers were more likely to be classified as problem gamblers than land-based gamblers (Gainsbury, Wood et al., 2012). However, interactive gamblers did have significantly higher problem gambling severity scores and were more likely to be classified as low or moderate risk gamblers. The 2011-12 Queensland Gambling Household Survey found that usage of interactive gambling was particularly high among moderate risk gamblers (Queensland Government 2012). About 24% per cent of moderate risk gamblers had used the Internet to gamble, and 18% of low risk gamblers, which was higher than the rate of participation for recreational gamblers (9%). The results for problem gamblers were associated with high levels of sampling error, but indicated that about one-quarter of problem gamblers had used the Internet to gamble in the last 12 months.

In the NSW gambling prevalence study, interactive gamblers who played casino games and EGMs online were more likely than other types of gamblers to agree with the erroneous statement 'there are certain ways of playing pokie machines that give you a better chance of winning' (reported by 24% of interactive gamblers compared to 14% of land-based EGM players, casino gamblers, and sports bettors) (Sproston et al., 2012). In terms of reported enjoyment of gambling, 48% of interactive casino and EGM players reported that gambling made their lives more enjoyable, while 8% reported gambling made their lives less enjoyable. In terms of gambling participation, only 14% of those participants classified as problem or moderate risk gamblers had gambled on the Internet. However, this was much greater than participation rates for non-problem (1%) and low risk gamblers (8%). The majority of problem and moderate risk gamblers gambled for over an hour per session (87%) compared with 32% of non-problem gamblers. However, problem and moderate risk gamblers had similar levels of frequency for wagering on races and playing casino or EGMs

online, although problem and moderate risk gamblers bet on sports online more frequently than other gamblers. Problem and moderate risk interactive gamblers were the most likely to report sometimes feeling that they may have a gambling problem (23%), compared to 1% of keno, lottery, EGM and race bettors, 2% of sports bettors and 3% of casino and bingo players (Sproston et al., 2012).

A 2011 Tasmanian survey found that low risk gamblers gambled significantly more frequently on the Internet than non-problem gamblers, although significant differences were not found between moderate risk, problem and non-problem gamblers (Allen Consulting Group, 2011). The 2010 ACT gambling prevalence study estimated that approximately 10% of interactive gamblers are moderate risk or problem gamblers (Davidson & Rodgers, 2010).

A survey of participants recruited from Australian betting sites found that the majority rarely reported gambling more online than intended, although this proportion was higher when a second survey was completed a year later, with up to 12% of participants scoring as having severe gambling problems on a self-report scale (SOGS) (McMillen, 2004). An Australian report by Phillips and Blaszczynski (2010) stated that, although interactive lottery purchases were infrequent, problem gamblers were six times more likely to purchase a ticket online. Similarly, a survey in 2003 of over 2,000 Australian gamblers found some evidence that people who gamble over the Internet were more likely to be problem gamblers (Allen Consulting Group, 2003). The results found that 2.0% of land-based gamblers were considered at-risk of experiencing gambling-related difficulties, as compared to 9.6% of interactive gamblers.

However, further analysis of results have repeatedly shown that the strength of the relationship between interactive gambling and problem gambling is substantially diminished when controlling for such factors as frequency and versatility of gambling (Halme, 2011; LaPlante et al., 2009; Vaughan Williams et al., 2008; Welte et al., 2004; Welte et al., 2009). A series of analyses of prevalence studies found that, when controlling for the number of gambling activities, interactive gambling participation actually decreased the likelihood of problem gambling (Philander & MacKay, 2013). The tendency for interactive gamblers to use multiple forms and modes of gambling makes it difficult for research to isolate the role of interactive gambling in developing problems. However, population studies suggest that few interactive gamblers do not use land-based modes of gambling (Wardle et al., 2011; Wood & Williams, 2011). For example, analysis of the British prevalence survey found that among past year gamblers, only 2.1% were online only gamblers, and these were mostly lottery players who were less likely to gamble on multiple forms than other gambling sub-groups (Wardle et al., 2011). The small size of this population makes it difficult to conduct methodologically rigorous research. Furthermore, different methodologies and statistical analyses were used across studies making comparison of results difficult. Prospective, longitudinal studies would provide further evidence on the role of interactive gambling in the development of problems, but the low numbers of interactive gamblers in the population makes such studies very challenging.

- The majority of interactive gamblers appear to engage in this activity at moderate levels.
- Although research has yet to comprehensively examine interactive gambling and no causal attributions can be made, there is some evidence that interactive gamblers may be more likely to experience gambling-related problems.
- The relationship between interactive gambling and gambling problems is likely to be attenuated by other factors including frequency and versatility of gambling.

2.10.2 CHARACTERISTICS OF INTERACTIVE PROBLEM GAMBLERS

As with land-based gamblers, interactive gamblers represent a heterogeneous population. Analyses of Australian land-based and interactive gamblers found some significant differences between moderate risk and problem gamblers and interactive and non-interactive problem gamblers (Gainsbury, Russell et al., 2013). Problem interactive gamblers were significantly younger (mean age 39 years) than moderate risk interactive gamblers (mean age 44 years) as well as both problem (mean age 40 years) and moderate risk (mean age 44 years) land-based gamblers. Problem gamblers also engaged in a greater total number of gambling activities than moderate risk gamblers, and the difference between non-interactive and interactive gamblers was significantly greater for problem gamblers. The results indicated that past year online sports wagering was related to interactive problem gambling, but not past year or weekly online race wagering, which was more common amongst interactive moderate-risk gamblers. Although a greater proportion of interactive gamblers wagered on races, compared to betting on sporting events, sports betting appears to have a greater association with gambling problems. Interactive problem gamblers were most likely to nominate wagering as contributing most to their problems. EGMs were highly associated with gambling problems for non-interactive gamblers and almost one-in-five interactive gamblers indicated that EGMs contributed most to their gambling problems and over one-quarter of interactive gamblers attributed their problems to land-based play. This suggests that some EGM players use interactive gambling as a supplementary form of gambling, which may exacerbate problems, as opposed to causing new problems specifically related to interactive gambling.

Based on the same Australian study, amongst participants classified as interactive gamblers (N=2,799), significant differences were found between interactive problem gamblers and Internet non-problem gamblers. The interactive problem gamblers were younger than interactive non-problem and at-risk gamblers and were more likely to be single, have less formal education, and be unemployed or a student (Gainsbury, Russell et al., 2013). Unsurprisingly, problem gamblers reported higher monthly gambling losses as well as higher household debt. The majority of those reporting gambling problems (62%) stated that these problems occurred after first gambling online. The use of electronic funds was reported to increase the amount spent by a greater proportion of problem gambler (53.5%), compared to non-problem and at-risk gamblers (12%) and problem gamblers were more likely to

report disrupted sleep (48% vs. 9%) and eating patterns (34% vs. 4%). Problem gamblers were also more likely to be influenced by incentives and bonuses, and preferred the availability and convenience of Internet gambling, the privacy and anonymity, and better game experience, although they were also more likely to say that interactive gambling was too convenient, more addictive and it was easier to spend money on than land-based gambling.

The Australian online survey results were also analysed to consider interactive poker players (Gainsbury, Hing, Blaszczynski, & Wood, 2011). This group was more likely to report feeling like they had a problem with gambling 'almost always' (9.8%) as compared to non-Internet poker players (4.8%). Based on the Problem Gambling Severity Index, 22% of interactive poker players were classified as non-problem gamblers, 25% as low risk, 30% as moderate risk and 24% as problem gamblers. In terms of contributions to problem gambling, poker was reported to be the most significant form contributing to problems for less than 4% of participants (no difference between Internet and non-Internet gamblers).

These results are consistent with international research which has found several variables which appear to predict whether someone is a problem gambler who engages in interactive gambling, including:

- Being male (McCormack, Shorter, & Griffiths, 2013; Wood & Williams, 2007);
- Gambling on a greater number of gambling formats (McCormack et al., 2013; Wardle et al., 2011; Wood & Williams, 2010);
- Higher gambling expenditure (McBride & Derevensky, 2009; Wood & Williams, 2010);
- Longer gambling sessions (Hopley & Nicki, 2010; McBride & Derevensky, 2009; McCormack et al., 2013; Wood & Williams, 2007);
- More frequent gambling sessions (Hopley & Nicki, 2010);
- Gambling alone (McBride & Derevensky, 2009; McCormack et al., 2013);
- Spending over allocated time and budget (Wood & Williams, 2010);
- Having a greater number of gambling-related irrational beliefs (Wood & Williams, 2010);
- Having co-morbid mental health problems (Wood & Williams, 2010);
- Having a family history of problem gambling (Wood & Williams, 2010);
- Being single (Wood & Williams, 2010);
- Lower household income (Wood & Williams, 2010);
- Use alcohol or drugs when gambling online (McBride & Derevensky, 2009; McCormack et al., 2013);

- Having a history of substance use and addiction (McCormack et al., 2013; Wood & Williams, 2010);
- Experiencing dissociation, boredom proneness and impulsivity (Hopley & Nicki, 2010); and
- Negative mood states including depression, anxiety and stress (Hopley & Nicki, 2010).

It is important to note that not all of these factors are unique to problem gamblers who gamble online, but may predict problem gambling on other forms as well.

- Interactive problem gamblers are more likely to be younger than land-based problem gamblers and gamble on a greater number of different forms, including sports wagering.
- For some gamblers whose problems are associated with EGMs, interactive gambling may be a secondary contributor to problems.
- Amongst interactive gamblers, those who are younger, single, have less formal education, are unemployed or students, have higher gambling losses and higher debt levels are more likely to experience gambling-related problems.

2.10.3 RELATIONSHIP BETWEEN INTERACTIVE GAMBLING AND PROBLEM GAMBLING

Despite the apparent relationship between interactive gambling and problem gambling, studies have failed to establish a causal connection and evidence of the direction of causality is inconclusive, that is, whether interactive gambling causes problems or whether problem gamblers are attracted to interactive gambling (Griffiths et al., 2009; Wood & Williams, 2010; Wood, Williams, & Parke, 2012). It is highly likely that the association between interactive gambling and problem gambling is multifaceted (Wood & Williams, 2010).

Highly involved gamblers, including existing problem gamblers, are likely to engage in interactive gambling due to the availability, convenience and privacy of this form. Studies have repeatedly found that interactive gamblers are typically involved in multiple forms of gambling (Gainsbury, Wood et al., 2012; Griffiths et al., 2009; South Australian Centre for Economic Studies, 2008; Wood & Williams, 2010). The 2010 British Gambling Prevalence Survey revealed that those who used the Internet for multiple types of gambling were more likely to be categorised as problem gamblers compared to online gamblers who engaged in fewer interactive gambling activities (Lloyd et al., 2012). Moreover, as mentioned above, the strength of the relationship between interactive and problem gambling is substantially diminished when controlling for such factors as frequency and versatility of gambling (Halme, 2011; LaPlante et al., 2009; Vaughan Williams et al., 2008; Welte et al., 2004; Welte et al., 2009). One recent study that analysed several large surveys found that when

endogenous correlation in online gambling participation is corrected, participation in interactive gambling is actually associated with a reduction in problem gambling severity (Philander & MacKay, 2013).

An online survey of Australian gamblers found that the number of gambling activities was a significant predictor of interactive problem gambling (Gainsbury, Russell, Wood, Hing, & Blaszczynski, 2013). Furthermore, one-quarter of problem gamblers who engaged in interactive gambling reported that their problems were primarily related to land-based gambling (Gainsbury, Russell, Hing et al., 2013). Interactive problem gamblers also engaged in a significantly greater proportion of their betting at land-based agencies than non-problem interactive gamblers (Gainsbury, Russell, Wood et al., 2013), suggesting that although they used the Internet, a proportion of these players preferred land-based gambling. Therefore, for some individuals, interactive gambling may be a contributing factor to gambling problems, potentially exacerbating these, as opposed being to the main cause of problems.

Conversely, interactive gambling may be appealing to those who would not typically visit gambling venues. Some of the most common cited reasons for interactive gambling include the comfort and convenience of being able to play from home (American Gaming Association, 2006; Griffiths & Barnes, 2008; Wood, Williams et al., 2007). Several studies have cited one of the major reasons relating to people's preference for interactive gambling as a dislike of land-based gambling venues and their clientele (Cotte & Latour, 2009; Wood, Williams et al., 2007). The Internet provides anonymity, privacy and accessibility, which may be particularly appealing to those who have safety concerns or would feel intimidated if they do not know the rules (McCormack & Griffiths, 2012a). Several studies have found that some women find interactive gambling to be safer, less intimidating and more anonymous and fun than non-interactive gambling (Corney & Davis, 2010; Griffiths, 2001; McCormack & Griffiths, 2012a). Corney and Davis (2010) identified a number of problem gamblers who developed specific interactive gambling problems while staying at home because they were either unemployed, retired, or supervising their children. It is unlikely that these groups would have developed gambling problems without the accessibility of interactive gambling.

Highly involved gamblers, including problem gamblers, are likely to use interactive modes of gambling due to the convenience and accessibility of this form, in addition to the privacy it provides. For these gamblers, interactive gambling may contribute to existing problems, rather than being the original or central cause of difficulties.

- Interactive gambling possesses several features that may result in problematic gambling for some individuals who did not have existing problems.
- As with land-based gambling, there are multiple pathways to developing gambling problems for individuals that engage in interactive gambling.

2.11 HELP-SEEKING BEHAVIOURS OF INTERACTIVE GAMBLERS

There is little evidence to indicate whether interactive gamblers have different help-seeking behaviours from land-based gamblers. A series of surveys of participants recruited from Australian wagering sites found that the availability of problem gambling services was increasingly important in selecting a site, although only for a minority of players (very important for 1-28% of participants; McMillen, 2004). Of available harm-minimisation services, betting limits were the most commonly used strategy (1-6%) and other resources including self exclusion, self tests, and sessions with a counsellor were used by less than 2% of participants. An audit of 30 online casino and poker sites available to Australians found that less than half of these presented a link to a responsible gambling page or to treatment services and only seven sites provided a link to a self-assessment tool (Kapcelovich, 2010). Results from an Australian online survey found that problem gamblers were more likely than moderate-risk gamblers to report seeking help for gambling problems, with no differences found between interactive and non-interactive gamblers (Gainsbury, Russell, Hing et al., 2013). However, a higher proportion of non-interactive gamblers were interested in further resources about problem gambling than interactive gamblers. This may suggest that non-interactive problem gamblers have a greater awareness of their problems, or that their problems are more severe than those of interactive gamblers.

Results from an international sample of gamblers found that only a small proportion of interactive problem gamblers (9%) reported ever seeking help for a gambling problem, although this was greater than the proportion of non-interactive gamblers seeking help (5%) (Wood & Williams, 2011). Interactive gamblers appeared to use a wider range of help-seeking options, including counselling services, psychologists/psychiatrists, doctors and telephone helplines, than non-Internet gamblers, who primarily sought help from Gamblers Anonymous or friends. Interactive gamblers also reported to be somewhat less inclined to pursue Internet counselling (30%) than non-Internet gamblers (35%).

Data from gambling telephone and Internet-based support organisations show that interactive gambling is reported as the main cause of problems by 44% of callers in Sweden (Svensson & Romild, 2011), and 30% of clients in Australia (Gambling Help Online, 2012). The major UK gambling helpline reported a 14% rise in the number of female callers gambling on the Internet (to an overall proportion of 47%), compared to a rise of just 4% (to an overall proportion of 24%) amongst males (GamCare, 2010). Concurrently, the percentage of females indicating they gambled in casinos fell from 22% to 12%, suggesting that women may be experiencing an increasing proportion of problems related to interactive gambling compared to land-based gambling. Helpline contacts are not representative of all problem or treatment-seeking gamblers; however, increased reports of interactive-gambling related problems suggest an imperative for a greater understanding of the impact of this mode of gambling.

- The proportion of gamblers seeking help who indicate that their problems are related to interactive modes of gambling is increasing.
- Further research is needed to investigate whether traditional forms of treatment are suitable for resolving problems related to interactive gambling and whether this population are more or less likely to seek help for gambling-related problems.

2.12 CHAPTER SUMMARY

This chapter has presented the results of a comprehensive literature review and environmental scan to determine the existing knowledge on who, what, when, why and how people are gambling using interactive technology in Australia. The next chapter, Chapter Three, explains the methodology for this study.

CHAPTER THREE

RESEARCH METHODS

3.1 INTRODUCTION

In conducting this project, the research team undertook five stages of empirical research, using a mix-methods approach, comprising surveys, interviews and secondary data collection. This approach was considered to be highly suitable as it enabled nationally representative data to be obtained about numerous aspects of interactive gambling, along with rich in-depth data from interactive gamblers with and without gambling problems. Additionally, the approach included obtaining secondary data compiled by government departments and agencies from gambling treatment agencies across Australia.

This chapter explains the methodology for each of these stages, which comprised:

Stage 1: National Telephone Survey;

Stage 2: National Online Survey;

Stage 3: Interviews with interactive gamblers recruited from the general population;

Stage 4: Interviews with treatment-seeking interactive gamblers; and

Stage 5: Data collection from gambling treatment agencies.

Ethics approval for the study was gained from the Human Research Ethics Committees of Southern Cross University (ECN: 11-053), the University of Sydney (Protocol no.: 14040) and the Victorian Department of Justice (Reference number: CF/12/15772).

3.2 METHODOLOGY FOR THE NATIONAL TELEPHONE SURVEY

This section explains key aspects of the methodology used to conduct the National Telephone Survey.

3.2.1 PROCEDURE

A random digit dial (RDD) telephone survey of 15,006 Australians was conducted using a computer-assisted telephone interview (CATI) and conducted in November and December 2011 by Reark Research. The telephone survey was based on methodology used by Wood and Williams (2010), who gave permission for their survey to be used. The research team modified the wording of some survey items to be relevant for Australian participants. The modified questionnaire also allowed the collection of information pertaining to specific research objectives for the present study.

The following procedures were used to enhance optimal random sampling and valid self-report:

- Telephone numbers were randomly drawn from the White Pages telephone directory to ensure responses are representative of each Australian jurisdiction, statistical area, age group and gender.¹
- The household interviewee was randomly selected by requesting the interview be conducted with the adult (18 years or over) having the next birthday.
- Maximal effort was made to complete each interview with the randomly designated person. This included multiple call backs and phone calls on evenings and weekends.
- The survey was kept as short as possible to increase the likelihood that the person would participate.
- The survey was extensively pilot tested to ensure ease of comprehension, logical flow of questions, and inclusiveness of response categories.
- Interviewers' work received periodic visual and audio monitoring for quality control by a supervisor.
- The anonymity of responses and the importance of honesty were explained and emphasised at the beginning of the interview.
- To qualify for participation (in addition to the above sampling parameters), respondents needed to be 18 years or over and to speak English.

3.2.2 RESPONSE RATE

The National Representative Telephone Survey successfully interviewed 15,006 Australian adults, out of 28,729 eligible respondents (Table 1).

Table 3.1: Response profile of the National Representative Telephone Survey

	<i>N</i>	<i>% of numbers used</i>
Interviews achieved	15,006	9.28
Quota full	4,897	3.03
Did not qualify	8,826	5.46
<i>Total eligible for screening:</i>	<i>28,729</i>	<i>17.77</i>
Refused	79,909	49.43
Language barrier	6,040	3.74
<i>Total not eligible for screening:</i>	<i>85,949</i>	<i>53.17</i>
<i>Total invalid numbers</i>	<i>46,980</i>	<i>29.06</i>
<i>Total phone numbers used</i>	<i>161,657</i>	<i>100.00</i>

¹ The research team proposed a strategy to also include mobile phone numbers not listed in the White Pages, but this option was not included in the final design approved by Gambling Research Australia.

The response rate was given by the two steps below:

1. Estimated potential eligibility rate:

$$= \frac{\text{Number of interviews achieved} + \text{Number of 'quota full'}}{\text{Total number of eligible respondents}}$$

$$= \frac{15,006 + 4,897}{15,006 + 4,897 + 8,826}$$

$$= 69.28\%$$

2. Response rate:

$$= \frac{\text{Number of interviews achieved} + \text{Number of 'quota full'}}{(\# \text{ of refusals} \times \text{estimated eligibility rate}) + \# \text{ of interviews achieved} + \# \text{ of 'quota full'}}$$

$$= \frac{15,006 + 4,879}{(79909 \times 69.28\%) + 15006 + 4897}$$

$$= 26.44\%$$

Thus, the response rate for this study was 26.4%, which is within the bounds of a national household CATI survey in Australia and similar to Australian telephone surveys for other public health issues including smoking (Dunlop, Perez, & Cotter, 2011).

3.2.3 DEFINITION OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Interactive gamblers were defined as respondents who indicated that they had gambled on at least one of the surveyed activities using the Internet within the last 12 months, while non-interactive gamblers were defined as respondents who had gambled within the last 12 months, but not online. As such, interactive gamblers were not necessarily exclusively interactive gamblers, whereas non-interactive gamblers gambled exclusively offline during the last 12 months, but may have gambled online prior to this. These definitions are consistent with previous studies (Griffiths et al., 2009; Olason et al., 2011; Productivity Commission, 1999; Wardle et al., 2011; Wood & Williams, 2011), enabling comparison of results.

3.2.4 TELEPHONE SURVEY INSTRUMENT

At the beginning of the survey interview, each participant was told:

Good (...). My name is from Reark Research and we are conducting an important national study concerning some popular pastimes and leisure habits of Australians. In this study, I can only speak to a person in this household who is 18 years of age or older and whose birth date is closest to today's date ... who would that be?

Once talking to respondent:

(Repeat above if different from person who answered the telephone). We are conducting this study on behalf of Southern Cross University and the University of Sydney to assist government and other decision-makers to better understand the needs of Australians. I would like to assure you that participation is voluntary and you can stop at any time. All responses are confidential and anonymous and it is extremely important that you please answer all questions as honestly as possible.'

Surveys typically took up to 25 minutes, primarily depending on the extent of gambling involvement of the participant. The telephone survey instrument (Appendix A) had 10 main sections:

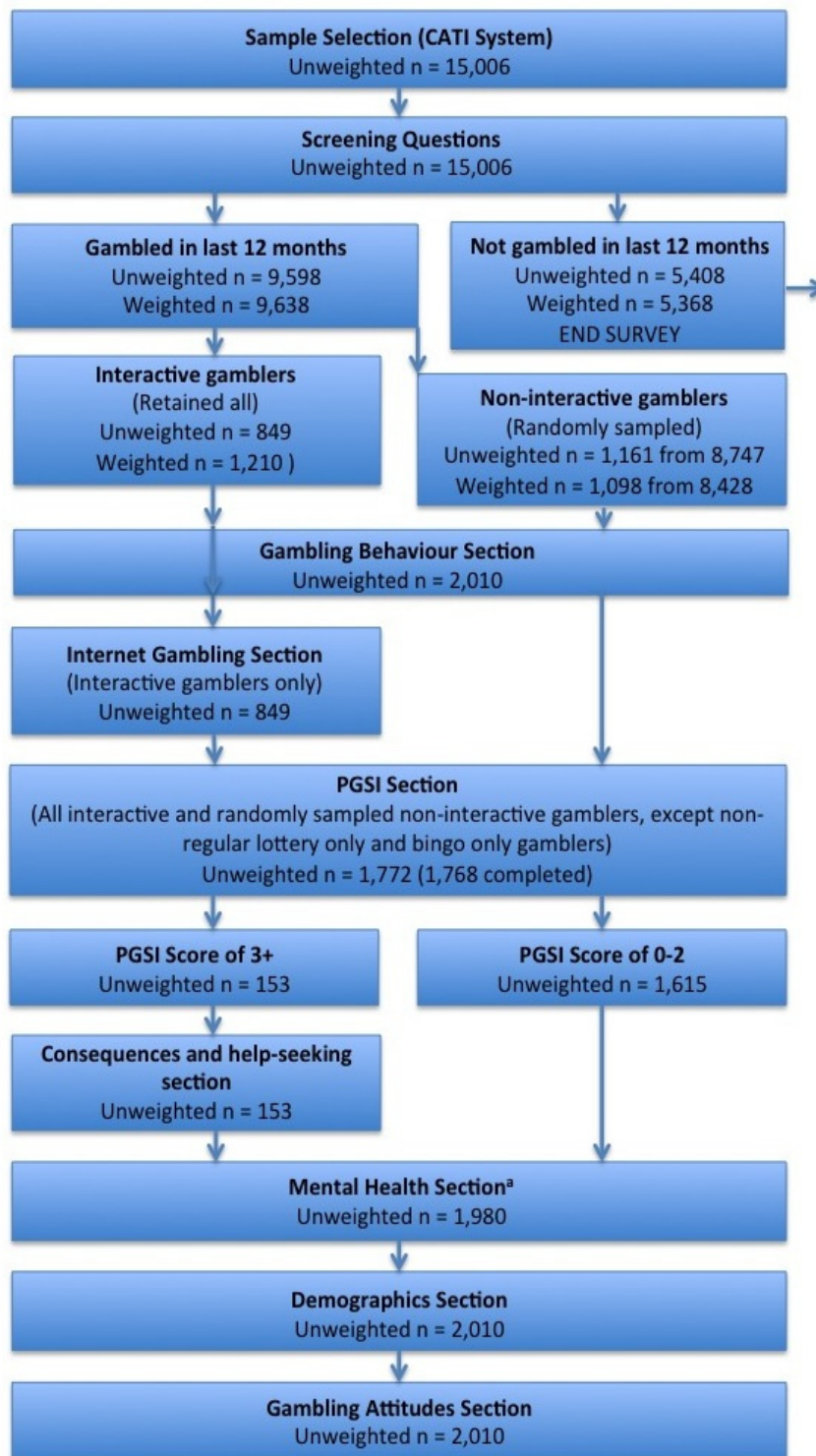
- Respondent selection. The relevant items from this section included: gender, age group, household size and state/territory of residence.
- Respondent screening questions. Two questions about the respondents' gambling participation on different forms in the past 12 months and whether the gambling activities were on interactive forms (e.g., using the Internet or interactive TV).
- Gambling behaviour. Gambling participation, frequency and expenditure on all forms of gambling, including interactive forms, using questions with optimal wording to collect this information.
- Patterns and preferences of interactive gambling. Six questions concerned with patterns and preferences of interactive gamblers including: year when they first started using the Internet for gambling, their preferred devices, their interactive gambling preferences, impacts on spending by using credit card/electronic money transfer, and frequencies of impacts on sleeping and eating patterns.
- The Problem Gambling Severity Index (PGSI, Ferris & Wynne, 2001). Nine questions requested the frequency of problem gambling with response categories being: 'Never' = 0, 'Sometimes' = 1, 'Most of the time' = 2 and 'Almost always' = 3. The total PGSI score was the sum of the numeric values of responses given. Cut-off scores adhered to those used in the original validation of the PGSI: 0 = non-problem gambler, 1-2 = low risk gambler, 3-7 = moderate risk gambler and 8-27 = problem gambler.
- Gambling consequences and help-seeking behaviour. Five questions asked about the contribution of each gambling form and interactive medium to gambling problems as well as perceptions of the connection between interactive gambling and gambling problems. Another five questions requested the nature and extent of any help seeking for gambling problems.
- Alcohol, tobacco and substance use, and mental health. These seven questions requested information on: frequency of cigarette smoking, frequency of smoking

while interactive/non-interactive gambling, frequency of drinking alcohol, frequency of drinking alcohol while interactive/non-interactive gambling, and frequency of illegal drug use. Six questions from Kessler Psychological Distress Scale (K6; Kessler et al., 2002) requested the frequency of symptoms of psychological distress from 'None of the time' = 0 to 'All of the time' = 4. The total score was the sum of the numeric values of the answers.

- Demographics and Internet access. The eight questions from this section collected information on: marital status, current living arrangement, educational level, employment, county of birth, language spoken at home, Australian Aboriginal and/or Torres Strait Islander descent and postcode of residence. Two questions asked about Internet access at home and at workplace.
- Gambling attitudes. One item from the Gambling Attitudes Scale (Wood & Williams, 2010) gathered respondents' views about the benefit or harm that gambling has for society.
- Future research participation. This section collected the respondents' contact details if they indicated that they were interested in participating in future research.

3.2.5 SELECTED SAMPLE PROCESS

The sampling process to guide the interviewers through the relevant pathways of the survey is illustrated in Figure 1. Of the 15,006 Australian adults who agreed to participate in the survey, 9,596 (63.95%) reported that they had engaged in gambling at least once in the last 12 months and were thus eligible to continue with the survey. Interactive gamblers were oversampled by design, with all 849 self-reported interactive gamblers selected for the entire survey, compared to 1,161 of the 8,747 self-reported non-interactive gamblers who were retained for the entire survey (see Figure 1). The purpose of this oversampling was to facilitate direct comparisons between interactive and non-interactive gamblers.



^a An error in one of the survey skips meant that some respondents were not administered the Mental Health Section. This error was picked up after one week of surveying and call backs conducted to relevant respondents. All except 30 respondents completed this section.

Figure 3.1: Unweighted number of respondents who answered each section of the National Telephone Survey. Weighted numbers are weighted by age x gender and number of adults in the household

3.2.6 STRATIFICATION AND DATA WEIGHTING

The sample was stratified by state and territory according to information from the 2006 Australian Census as these were the data that were available at the time the survey commenced. Analyses were weighted according to the 2011 Australian Census because these data became available before survey analysis. The stratification was checked against both the 2006 and 2011 Censuses and was considered to be accurate enough so that no weighting by state/territory was required (Table 2).

Table 3.2: Percentage of the mainland Australian population from each state or territory according to the 2006 and 2011 Censuses and the National Telephone Survey sample

State/Territory	2006 Census	2011 Census	Sample
New South Wales	32.99	32.17	33.01
Victoria	24.84	24.90	24.45
Queensland	19.67	20.15	19.23
Western Australia	9.87	10.41	9.81
South Australia	7.63	7.42	8.27
Tasmania	2.40	2.30	2.64
Australian Capital Territory	1.63	1.66	1.64
Northern Territory	0.97	0.99	0.95

Note: Unweighted figures

Source: Question H8

Design weight

As only one adult per household was interviewed, those in single-adult households had a 100% chance of being selected for interview, whereas those in two-adult households had a 50% chance of selection and so on. Thus, inverse probability weights were calculated as being 1 for those in single-adult households, 2 for those in two-adult households, 3 for those in three-adult households, etc. Sixty-four respondents out of 15,006 (0.4%) stated that they lived in households with six or more adults. In order to avoid large weights, these respondents were treated as living in households with five adults.²

² The initial aim with the household weighting was to use a multi-stage approach, such as the approach outlined here: http://unstats.un.org/unsd/hhsurveys/pdf/Chapter_2.pdf. Unfortunately the 2011 Census did not contain information about number of *adults* per household, only number of *residents* per household (including children), thus we were unable to determine whether households of any particular size were over- or under-represented. Attempts to obtain this information from the Australian Bureau of Statistics were unsuccessful as the Bureau was undergoing an extensive restructure during our data analysis stage. Thus, the method employed here was a compromise that assumes that the sampling of each household size was proportionate to the population. While this weighting procedure has been used in numerous studies, we acknowledge this as a limitation to the research.

Post-stratification weighting

Older respondents and females were overrepresented in the sample compared to data from the 2011 Census, so a weight for each age x gender combination was calculated according to the following formula:

$$\text{Age x gender weight}_i = \frac{(\text{size of population cell}_i) / (\text{population size [adults only]})}{(\text{size of sample cell}_i) / (\text{sample size})}$$

where cell is the combination of gender and age category and i denotes the individual participant. For the purpose of this weighting, the 65-69 year old and 70+ year old categories were combined. See Appendix B for the calculations for this weight.

Use of weighting in analyses

Unless stated otherwise, the cross-product of the design and post-stratification weights was used for all analyses. As SPSS is inaccurate for weighted analyses that change the total n, all weights were normed so that the final n for each analysis was equal to the number of respondents who answered the relevant questions, although in some cases the presented n is slightly different due to rounding or missing responses.

When calculating population prevalence figures, the different probability of sampling for interactive and non-interactive gamblers was also taken into account in the calculations. All 849 interactive gamblers were surveyed, while only 1,161 of 8,747 non-interactive gamblers were surveyed.

3.2.7 DATA ANALYSIS

SPSS v20 was used for analyses (IBM Corp., 2011). Pearson chi-square analyses and t-tests were used for most comparisons and are reported throughout along with effect sizes where the effect is statistically significant. Where subsequent comparisons were required for chi-square, Bonferroni corrected z-tests were used and are reported in the tables in Chapter Four. Various regression models were also used and the models are described later. An overall alpha of 0.05 was used for all analyses.

3.3 METHODOLOGY FOR THE NATIONAL ONLINE SURVEY

The key advantage of conducting the National Telephone Survey was that it provided a reasonably representative sample that permits findings to be generalised to the entire population of Australian gamblers and Australian interactive gamblers. However, a disadvantage of the telephone survey was that, because the prevalence rate of interactive gambling was low, as expected, even a total sample size of 15,000 was unlikely to capture a large enough sample of interactive gamblers to enable detailed sub-analyses to be conducted.

Hence, the primary objective of the National Online Survey was to recruit a substantially larger sample of interactive gamblers, so that their characteristics might be identified and explored in greater detail. This section explains the methodology used for the online survey.

3.3.1 RECRUITMENT METHODS

Recruitment for the National Online Survey was conducted using the following methods:

- *Advertisements on Internet gambling sites.* Recruitment advertisements with links to the survey were placed on various Internet sites of companies that provide gambling services. Only companies regulated in Australia were approached to participate in survey recruitment. Banners hosting links to the survey were displayed from May to December 2012.
- *Advertisements on gambling-related sites.* Recruitment advertisements with links to the survey were placed on various Internet sites considered likely to be accessed by gamblers. Organisations invited to host links to the survey included Australian gambling regulators, gambling-related forms and information sites, sports and racing associations, and organisations providing problem gambling information and support. Banners hosting links to the survey were displayed from May to December, 2012.
- *Google AdWords.* Google is Australia's most visited Internet site (Alexa, 2013). Google AdWords allow personalised advertisements and keywords to be created that appear on Google when individuals search using one of your keywords. Advertisements were paid for on a per-click basis. Advertisements were run between June and December 2012 and targeted Australian locations only using keywords related to gambling, wagering, sports, technology, and gaming. In total, the advertisements had 7,370,386 impressions resulting in 7,534 clicks to the survey home page.
- *Advertisements on Facebook.* Advertisements were purchased to be displayed on Facebook. Facebook is Australia's second most visited Internet site and most popular social media site (Alexa, 2013). Australia has over 12 million Facebook users, as of June 31, 2013 representing over half of the Australian population (FRANK, 2013). Facebook has slightly more female (54%) than male users, and the largest age group on Facebook is 25-34 year olds, followed by 18-24 year olds (Pring, 2012). Advertisements were placed on Facebook from June to December 2012 and were estimated to reach 8.2 million Facebook users. Advertisements were only displayed to Australian Facebook users aged 18 or older and targeted users using key words related to gambling, wagering, gaming, and technology. In total, the advertisements had 24,636,490 impressions, generating 7,131 clicks to the survey home page.

Appendix C lists all organisations that hosted recruitment advertisements, while Appendix D provides examples of recruitment notices used.

The survey asked respondents where they had heard about the survey. Results are shown in Table 3.3.

Table 3.3: Where respondents to the National Online Survey heard about the survey (unweighted, multiple responses possible, N = 4,594)

Where heard about the survey	N	%
Online wagering/lottery site	2,475	53.9
Facebook advertisement	810	17.6
Google advertisement	288	6.3
Government website	240	5.2
Gambling forum	158	3.4
Gambling help service website	139	3.0
Media coverage	129	2.8
Friend or relative	62	1.3
Centre for Gambling Education and Research website	56	1.2
Turning Point/Gamblers Help Online website	48	1.0
Sporting organisation website	48	1.0
University of Sydney website	44	1.0
Land-based gambling operators website	42	0.9
Other (not specified)	178	3.9

Source: D19

3.3.2 PROCEDURE

Recruitment advertisements contained Southern Cross University, the University of Sydney and Turning Point logos, along with professionally designed graphics and captions that have been shown to be successful in recruiting interactive gamblers (e.g., ‘Test your gambling knowledge; take the online gambling survey’, and ‘See how your gambling knowledge, attitudes and behaviour compare to other people’) (Wood & Williams, 2010).

Clicking on the link directed participants to a homepage for the online questionnaire which commenced with the following explanation:

Welcome to the AUSTRALIAN GAMBLING SURVEY HOMEPAGE. We are collecting data that will help researchers, policy makers, and other key stakeholders gain a better understanding of interactive gambling and the people who gamble using the Internet, mobile phone and digital TV. This project is titled ‘Interactive Gambling’ and is funded by Gambling Research Australia. This research involves all Australians over the age of 18 who have gambled for money in the past 12 months.

Participants were then presented with an informed consent preamble, which outlined the purpose of the study (as above), and reminded potential participants about the voluntary nature of participation. No personal identifying information was collected about participants

unless they gave specific permission to be contacted for future research, and all participants were assured of complete anonymity in subsequent reports or publications. The homepage also contained contact information for the primary researchers, in the event that participants had further questions about the study as well as contact details of the ethics committees that approved the study. In order to minimise repeat responses, a 'cookie' was built into the survey, such that those who attempted to repeat the survey were politely declined access and reminded that they had already completed the survey once before.

As found in studies conducted by Wood and Williams (2004; 2010), no direct compensation was required to gather a large sample of interactive gamblers. However, respondents could elect to be entered into a draw to win one of five iPods. To do so, they were asked to send a separate email to the Centre for Gambling Education and Research with their name and contact details.

3.3.3 DEFINITION OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

As in the National Telephone Survey, interactive gamblers were defined as respondents who indicated that they had gambled on at least one of the surveyed activities using the Internet within the last 12 months, while non-interactive gamblers were defined as respondents who had gambled within the last 12 months, but not online. As such, interactive gamblers were not necessarily exclusively interactive gamblers, whereas non-interactive gamblers gambled exclusively offline during the last 12 months, but may have gambled online prior to this. This definition was used to allow for weighting based on the National Telephone Survey.

To provide a greater understanding of the extent of gambling participants engaged in online, two additional questions were included: 'Do you prefer Internet gambling to land-based gambling?' (Question I4), and whether respondents mostly or exclusively gambled online in the last 12 months (Question I1). Of the 3,178 (unweighted) respondents who were classified as Interactive gamblers in the study, 80.2% stated that they gambled online for at least half of their gambling over the last 12 months, indicating that this definition may not have been as problematic as it might have otherwise seemed. Of the 3,178 Interactive gamblers, 19.1% stated that they gambled exclusively online.

3.3.4 ONLINE SURVEY INSTRUMENT

The online questionnaire (Appendix E) was based on the online questionnaire used by Wood and Williams (2010) in a large study of international interactive gamblers. The online questionnaire was modified to make it suitable for the current study, for example to measure forms of gambling in Australia and ask additional questions included in the scope of the project tender. The exact number of questions that any participant completed in the online survey depended on a) what types of gambling they engaged in b) their problem gambling status; and c) whether or not they were an interactive gambler. The vast majority of questions were fixed-choice, although there were several open-ended questions. The questionnaire had nine sections:

- **Gambling Behaviour Scale.** This section contained between 24 and 58 questions depending on responses. It collected information about the types of gambling engaged in during the previous 12 months, on 10 types of gambling – instant scratch tickets; lottery, lotto or pools tickets; sports betting; betting on horse or dog races; bingo; keno; poker; casino table games not including poker; games of skill not including poker; and electronic gaming machines. For each type of gambling, frequency, percentage conducted over the Internet, expenditure, session length, and websites most often used were measured. Respondents were also asked whether they had played any simulated gambling games on the Internet without using any money during the previous 12 months, and if so, which activities and which sites they mostly used.
- **Interactive Gambling Behaviour.** This section contained 17 questions which were asked of interactive gamblers only. Questions included whether the respondent's gambling in the previous 12 months had been solely or mostly online or offline or about half online and offline; whether they primarily gambled online at home, work or elsewhere; what year they started using the Internet for gambling; whether they preferred interactive or land-based gambling; time of day they mostly engaged in interactive gambling; preferred medium for interactive gambling; usual payment method; number of separate online gambling accounts; preference for domestic or offshore sites; reasons they first took up interactive gambling; main influences on their choice of Internet site for gambling; and advantages and disadvantages of interactive gambling over land-based gambling. This section also asked respondents how often, if ever, interactive gambling had disrupted their sleeping and eating patterns, whether using a credit card or electronic money transfer when gambling online had impacted on their gambling; and an open-ended question on how interactive gambling might be improved.
- **Demographics.** This section contained 19 questions. Information collected comprised: gender; date of birth; postcode; residence in a metropolitan, regional, rural or remote setting; number of adults and children in household; marital status; household type; highest educational qualification; work status; main type of occupation; household income band; total household debt; country of residence; country of birth; if speaks a language other than English at home; whether of Aboriginal or Torres Strait Islander origin; access to mobile and landline telephones at home; and how the respondent heard about the survey. This section was modelled on the ABS Census data.
- **Problem Gambling Severity Index of the Canadian Problem Gambling Index.** This section contained the nine questions that comprise the Problem Gambling Severity Index (PGSI) from the Canadian Problem Gambling Index (CPGI, Ferris & Wynne, 2001). Responses were scored as 'Never' = 0, 'Sometimes' = 1, 'Most of the time' = 2, and 'Almost always' = 3. Scores can range from 0 to 27 and indicate the risk level of gambling problems for each participant. Cut-off scores were 0 = non-problem gambler, 1-2 = low risk gambler, 3-7 = moderate risk gambler, and 8-27 = problem

gambler. The PGSI is widely used in Australia and is recommended as a measure of problem gambling severity (Problem Gambling Research & Treatment Centre, 2011).

- Problem gambling and help seeking. Respondents scoring 3 or more on the PGSI (moderate risk and problem gamblers) were directed to this section which contained 11 questions. It asked about the type of gambling and medium that had contributed most to any problems experienced from gambling; any other types of gambling that also contributed to gambling problems; whether gambling problems arose before or after the respondent first gambled online; whether interactive gambling had contributed to or exacerbated gambling problems; whether the respondent had ever considered that they needed help in relation to their gambling problems; if they had ever sought help from a range of sources; number of times they had contact with a professional help service; preferred source of professional help in the future; and whether they wanted to know about resources to help with problem gambling, with links to several help services provided.
- Gambling Knowledge and Beliefs Test. This section contained eight questions based the Gambling Fallacies Scale (Wood & Williams, 2010), which is a test of resistance to common gambling fallacies, with possible total scores ranging from 0 to 8 (high scores reflecting greater resistance).
- Gambling Attitudes. This section contained five questions about: the perceived benefit or harm that gambling has for society; whether promotions for interactive gambling impact on the respondent's gambling; where promotions and marketing for interactive gambling should be allowed; which forms of interactive gambling are legally able to be provided in Australia; and the likely impact on the respondent's gambling if all types of interactive gambling were legal in Australia.
- Consequences of Gambling. This section comprised 6 multi-part questions on: personal problems from gambling, interpersonal problems from gambling; work or study problems from gambling; financial problems from gambling; and legal problems from gambling. These questions were adapted from the Productivity Commission's Survey of Clients of Counselling Services (1999). The Kessler Psychological Distress Scale (K6; Kessler et al., 2002) was also included, which asked the frequency of symptoms of psychological distress over the most recent 4 weeks with fixed response ranging from 'None of the time' (=0) to 'All of the time' (=4) over 6 questions. The total score was the sum of the numeric values of the answers with scores 12-19 indicating mild to moderate mental health disorders and scores over 20 indicating clinically high levels of psychological distress (Andrews & Slade, 2001; Kessler et al., 2003).
- Feedback on the survey and future research participation. Four questions were asked to ascertain how useful the feedback provided on respondent's gambling was to them, what changes, if any, they expected in their gambling behaviour over the next few months as a result of the feedback, how the survey website could be

improved, and whether the respondent would be interested in participating in future gambling research (if so, an email address was requested).

The online survey instrument was an *interactive* questionnaire that provided instant feedback to participants. The purpose of this approach was to ensure the questionnaire was engaging and interesting to optimise recruitment and completion. More specifically, after every section, participants were presented with detailed charts comparing their answers/scores/profile to other people taking the survey (broken down by age and gender) to illustrate how 'normal' or 'typical' their behaviour is. For example, after the Gambling Behaviour section, participants were shown how they compared in terms of: number of gambling formats engaged in; frequency of gambling; total monthly expenditure; and projection of their yearly expenditure. The Gambling Knowledge and Beliefs Test also provided feedback on the correct answer to each question along with a detailed explanation. The PGSI section gave respondents feedback on their current problem gambling status. Thus, the questionnaire can also be considered as providing some consumer education on gambling. All participants were asked whether they were interested in further information and resources about gambling problems, and those who responded positively were provided several links to Australian help and support services.

As mentioned above, the online survey used for this research was based on the online survey used by Wood and Williams (2010) but modified for Australian participants. Modifications to the Australian version of the Wood and Williams survey included removing some of the sections not relevant to the current research (e.g., prediction skills, gambling definition) and making gambling behaviour questions relevant to Australians. For example, for participants who stated that they had gambled on Internet sites, examples of Internet sites were provided for them to indicate the sites used. These were gathered based on the most popular Internet sites available in English to Australians as ranked by Online Casino City (<http://onlinecasinocity.com>), an independently verified Internet gambling portal, as well as the sites listed first on Google.com Australia.

3.3.5 RESPONDENT CHARACTERISTICS

Completion rate

A total of 4,688 respondents completed the entire survey, while a further 2,132 started the survey but did not complete it, giving a completion rate of 68.7%.

Completion time

Median survey completion time was 23.1 minutes (the mean was skewed upwards partially due to five respondents taking over one day to complete the survey).

Data exclusions

The data were examined for problematic responses. Of the 4,688 complete sets of responses, 77 indicated that they lived in countries other than Australia and were thus excluded. Of the remaining 4,611 responses, six people responded with dates of birth that

placed them under the age of 18 at the time that they took the survey and were also excluded. Finally, 14 people gave postcode information that was not consistent with Australian postcodes, leaving a total of 4,594 respondents for the survey.

3.3.6 DATA WEIGHTING

Raw demographics

The majority of the sample was male (77.8%), with a mean age of 42.1 years (SD = 14.7). Other raw demographic and gambling behaviour are shown in Table 3.4. These raw data were used for the subsequent weighting procedure.

Weighting

Online surveys are relatively inexpensive to administer and require virtually no data entry on the part of researchers. However, online surveys also favour the recruitment of certain demographics, particularly younger people. In this case, using an online survey was also likely to favour the recruitment of interactive gamblers.

Given that the telephone survey was weighted in such a way that the results were as nationally representative as possible, it was then possible to weight the data from the online survey (which only included gamblers) to be comparable to the gamblers in the telephone survey and, by extension, to gamblers in the population.

Unlike the National Telephone Survey, there were no selection restrictions such as only selecting one person per household and no quota system was used to stratify the sample. The only restrictions were that respondents had to be gamblers (whether online or not) and had to be 18 years of age or older; so no design weights were employed.

In order to weight the current online survey against the National Telephone Survey, all demographic and selected gambling variables were compared between gamblers in the surveys. All comparisons between the figures from the National Telephone Survey and the National Online Survey were statistically significant due to the large sample size in the online survey. Some of these differences were considered inconsequential due to small effect sizes, so the following variables were used for weighting: age (in brackets), gender, interactive gambling status, state of residence, PGSI status and current living arrangements. Specifically, the online survey sample overrepresented various age brackets, males, interactive gamblers³, Western Australian gamblers (and underrepresented Victoria and Queensland in particular), moderate risk and problem gamblers (as per the PGSI) and group households.

³ The weighting procedure was based on the design by Wood and Williams (2009). However, in Wood and Williams, only the interactive gamblers from the online survey were weighted against the interactive gamblers from the telephone survey and these weights were extended to the non-interactive gamblers. This approach assumes that the same sampling biases were present for interactive and non-interactive gamblers, which may not be accurate. To correct for this, a weight was applied based on interactive and non-interactive gambling status. Thus, we propose this weighting method as an improvement over that used by Wood and Williams.

Weights were calculated to correct for age x gender, PGSI category, state of residence, Internet gambling status and current living arrangements. These weights were multiplied together to form a total weight and the same six variables were weighted by this total weight and again compared to the National Telephone Survey data. This iterative process continued until the weights were deemed to have converged; this was achieved after eight iterations. Finally, weights were normed so that the weighted N was equal to the total N answering each question. These normed final weights were used for all analyses.

The weights for each of these factors were calculated according to the following formula:

$$\text{Cell weight} = \frac{(\text{size of cell in telephone survey})/(\text{sample size of telephone survey})}{(\text{size of cell in online survey})/(\text{sample size of online survey})}$$

where 'cell' refers to either a combination of age bracket and gender, or one of the levels of the other variables.

The effect of weighting on this sample

Table 3.4 shows both the unweighted (raw) and weighted demographics for the sample, which illustrates the effects of the weighting on the sample. Furthermore, Tables 3.5 and 3.6 illustrate how the weighting procedures changed the demographics of both the Telephone and Online surveys and how the demographic characteristics of the samples converged.

Benefits and limitations of the weighting approach

Because the online survey and telephone surveyed differed greatly in key demographics, the resulting weighting was quite strong. This concern is somewhat offset by the large sample size.

One other concern with weighting is that the error terms can be incorrect. Thus, all weighted data here have been adjusted (normed) so that the weighted N for an analysis is equal to the number of respondents who answered the question. While we recruited a large number of interactive gamblers, the number of interactive gamblers is substantially reduced in any analysis comparing interactive and non-interactive gamblers to maintain both the representative proportion of interactive and non-interactive gamblers and the overall N for the sample. This also means that there are inconsistent Ns within the chapter. It is thus important to focus on the percentages, rather than the Ns.

For more information about weighting, please refer to:

http://www.terry.uga.edu/~rgrover/chapter_9.pdf

Table 3.4: Demographic characteristics of the sample (N = 4,594)

Factor	Levels	Unweighted		Weighted	
		N	%	N	%
Gender	Male	3,577	77.7	2,288	49.8
	Female	1,022	22.3	2,307	50.2
Age group	18 to 19 years	112	2.4	272	5.9
	20 to 24 years	502	10.9	531	11.6
	25 to 29 years	490	10.7	405	8.8
	30 to 34 years	559	12.2	304	6.6
	35 to 39 years	466	10.1	429	9.3
	40 to 44 years	488	10.6	452	9.8
	45 to 49 years	459	10.0	446	9.7
	50 to 54 years	486	10.6	430	9.4
	55 to 59 years	397	8.6	389	8.5
	60 to 64 years	291	6.3	291	6.3
	65 or more years old	344	7.5	644	14.0
Marital status	Married	2,007	43.7	2,318	50.5
	Living with partner/de facto	746	16.2	666	14.5
	Widowed	62	1.3	77	1.7
	Divorced or separated	425	9.3	357	7.8
	Never married	1,354	29.5	1,176	25.6
Highest level of education	Postgraduate Degree	584	12.7	673	14.7
	University/college	1,161	25.3	1,144	24.9
	Apprenticeship/trade, technical certificate, diploma	1,152	25.1	1,101	24.0
	Year 12 or equivalent	1,032	22.5	1,124	24.5
	Less than year 12	665	14.5	552	12.0
Work status	Full-time employment	2,567	55.9	2,154	46.9
	Part-time or casual employment	514	11.2	665	14.5
	Self employed	379	8.2	245	5.3
	Unemployed & looking for work	141	3.1	119	2.6
	Full-time student	330	7.2	643	14.0
	Full-time home duties	84	1.8	119	2.6
	Retired	359	7.8	498	10.8
	Sick or disability pension	140	3.0	96	2.1
	Other	80	1.7	54	1.2
Occupation	Manager	723	15.7	644	14.0
	Professional	1,003	21.8	1,001	21.8
	Technician or trade worker	404	8.8	272	5.9
	Community or personal service worker	131	2.9	199	4.3
	Clerical or administrative worker	387	8.4	391	8.5
	Sales worker	193	4.2	178	3.9
	Machinery operator/driver	142	3.1	79	1.7
	Labourer	156	3.4	69	1.5
	Other	400	8.7	284	6.2
	<i>Missing (not working)</i>	1,055	23.0	1,476	32.1

Source: D1, D2, D9, D10, D11

Table 3.4 (cont.): Demographic characteristics of the sample (N = 4,594)

Factor	Levels	Unweighted		Weighted	
		N	%	N	%
Income	\$0 to \$9,999	113	2.5	180	3.9
	\$10,000 to \$19,999	181	3.9	208	4.5
	\$20,000 to \$29,999	194	4.2	188	4.1
	\$30,000 to \$39,999	239	5.2	240	5.2
	\$40,000 to \$49,999	265	5.8	228	5.0
	\$50,000 to \$59,999	284	6.2	231	5.0
	\$60,000 to \$69,999	300	6.5	262	5.7
	\$70,000 to \$79,999	290	6.3	392	8.5
	\$80,000 to \$89,999	323	7.0	312	6.8
	\$90,000 to \$99,999	272	5.9	210	4.6
	\$100,000 to \$109,999	313	6.8	262	5.7
	\$110,000 to \$119,999	169	3.7	122	2.6
	\$120,000 to \$129,999	184	4.0	176	3.8
	\$130,000 to \$139,999	138	3.0	194	4.2
	\$140,000 to \$149,999	129	2.8	143	3.1
	\$150,000 or more	847	18.4	748	16.3
	<i>Do not know</i>	353	7.7	498	10.8
Country of birth	Australia	3,639	79.2	3,686	80.2
	Other	955	20.8	909	19.8
English spoken at home	Yes	4,087	89.0	4,090	89.0
	No	507	11.0	504	11.0
State of residence	Western Australia	1,445	31.5	531	11.6
	New South Wales	1,313	28.6	1,500	32.6
	Victoria	822	17.9	1,088	23.7
	Queensland	592	12.9	880	19.2
	South Australia	192	4.2	378	8.2
	Australian Capital Territory	87	1.9	65	1.4
	Tasmania	85	1.9	107	2.3
	Northern Territory	58	1.3	45	1.0
Metro or rural	Major metropolitan city	2,922	63.6	2,803	61.0
	Major regional city	833	19.1	845	18.4
	Rural town/location	732	15.9	859	18.7
	Remote town/location	107	2.3	87	1.9
Living arrangement	Single person	713	15.5	471	10.3
	One parent family with children	260	5.7	243	5.3
	Couple with children	1,789	38.9	2,615	56.9
	Couple with no children	1,039	22.6	872	19.0
	Group household	604	13.1	274	6.0
	Other	189	4.1	119	2.6
ATSI origin	No	4,466	97.2	4,409	96.0
	Yes, Aboriginal	73	1.6	57	1.2
	Yes, Torres Strait Islander	5	0.1	1	<0.1
	Prefer not to answer	50	1.1	127	2.8

Source: D12, D15, D16, D3, D4, D8, D17

Table 3.4 (cont.): Demographic characteristics of the sample (N = 4,594)

Factor	Levels	Unweighted		Weighted	
		N	%	N	%
Mobile or landline at home	Mobile phone only	1,161	25.3	819	17.8
	Landline only	119	2.6	103	2.2
	Both mobile phone & landline	3,314	72.1	3,672	79.9
Interactive gambler	Yes	3,239	70.5	572	12.4
	No	1,355	29.5	4,022	87.6
Consider myself professional gambler	Professional gambler	55	1.2	12	0.3
	Semi-professional gambler	311	6.8	57	1.2
	Amateur gambler	4,226	92.0	4,525	98.5

Source: D18, a combination of GB*c variables, GB13

Table 3.5: Unweighted demographic data from gamblers from the Telephone and Online surveys

Factor	Levels	Telephone survey (%)	Online survey (%)
Gender	Male	52.5	77.7
	Female	47.5	22.3
Age group	18 to 19 years	1.6	2.4
	20 to 24 years	3.8	10.9
	25 to 29 years	3.7	10.7
	30 to 34 years	5.0	12.2
	35 to 39 years	9.2	10.1
	40 to 44 years	9.0	10.6
	45 to 49 years	9.9	10.0
	50 to 54 years	9.9	10.6
	55 to 59 years	11.3	8.6
	60 to 64 years	10.3	6.3
Marital status	65 years or older	26.2	7.5
	Married	57.0	43.7
	Living with partner/de facto	9.0	16.2
	Widowed	7.9	1.3
	Divorced or separated	11.3	9.3
Highest level of education	Never married	14.7	29.5
	Postgraduate Degree	10.2	12.7
	University/college	23.1	25.3
	Apprenticeship/trade, technical certificate, diploma	24.2	25.1
	Year 12 or equivalent	19.1	22.5
	Less than year 12	23.3	14.5

Note: The unweighted telephone survey numbers are based on the 2,010 gamblers who completed the whole survey.

Table 3.5 (cont.): Unweighted demographic data from gamblers from the Telephone and Online surveys

Factor	Levels	Telephone survey (%)	Online survey (%)
Work status	Full-time employment	35.2	55.9
	Part-time or casual employment	18.2	11.2
	Self employed	8.1	8.2
	Unemployed and looking for work	2.4	3.1
	Full-time student	2.2	7.2
	Full-time home duties	4.1	1.8
	Retired	26.1	7.8
	Sick or disability pension	2.3	3.0
	Other	1.2	1.7
	Country of birth	Australia	79.5
Other		20.5	20.8
English spoken at home	Yes	91.9	89.0
	No	8.1	11.0
ATSI origin	No	98.4	97.2
	Yes, Aboriginal	1.6	1.6
	Yes, Torres Strait Islander	0.0	0.1
	<i>Prefer not to answer</i>	0.3	1.1
State of residence	Western Australia	10.2	31.5
	New South Wales	31.4	28.6
	Victoria	25.8	17.9
	Queensland	19.4	12.9
	South Australia	8.6	4.2
	Australian Capital Territory	1.4	1.9
	Tasmania	2.3	1.9
Living arrangement	Northern Territory	1.0	1.3
	Single person	20.4	15.5
	One parent family with children	6.5	5.7
	Couple with children	42.8	38.9
	Couple with no children	24.3	22.6
	Group household	4.6	13.1
	Other	1.4	4.1
Interactive gambler	Yes	42.2	70.5
	No	57.8	29.5
PGSI	Non-problem gambler	76.6	40.5
	Low risk gambler	14.7	23.3
	Moderate risk gambler	7.1	22.3
	Problem gambler	1.5	14.0
Consider myself professional gambler	Professional gambler (Yes)	0.7	1.2
	Semi-professional gambler	N/A	6.8
	Amateur gambler (No)	99.3	92.0

Note: The unweighted telephone survey numbers are based on the 2,010 gamblers who completed the whole survey.

Table 3.6: Weighted demographic data from gamblers from the Telephone and Online surveys

Factor	Levels	Telephone survey (%)	Online survey (%)
Gender	Male	49.9	49.8
	Female	50.1	50.2
Age group	18 to 19 years	5.9	5.9
	20 to 24 years	11.6	11.6
	25 to 29 years	8.9	8.8
	30 to 34 years	6.6	6.6
	35 to 39 years	9.4	9.3
	40 to 44 years	9.9	9.8
	45 to 49 years	9.7	9.7
	50 to 54 years	9.4	9.4
	55 to 59 years	8.5	8.5
	60 to 64 years	6.3	6.3
	65 years or older	13.9	14.0
Marital status	Married	57.1	50.5
	Living with partner/de facto	9.3	14.5
	Widowed	3.4	1.7
	Divorced or separated	5.7	7.8
	Never married	24.4	25.6
Highest level of education	Postgraduate Degree	11.1	14.7
	University/college	23.3	24.9
	Apprenticeship/trade, technical certificate, diploma	25.5	24.0
	Year 12 or equivalent	21.1	24.5
	Less than year 12	19.4	12.0
Work status	Full-time employment	37.3	46.9
	Part-time or casual employment	21.4	14.5
	Self employed	7.7	5.3
	Unemployed and looking for work	3.6	2.6
	Full-time student	6.2	14.0
	Full-time home duties	4.9	2.6
	Retired	14.7	10.8
	Sick or disability pension	2.4	2.1
	Other	1.7	1.2
Country of birth	Australia	80.4	80.2
	Other	19.6	19.8
English spoken at home	Yes	88.1	89.0
	No	11.9	11.0
ATSI origin	No	98.0	98.7
	Yes, Aboriginal	2.0	1.2
	Yes, Torres Strait Islander	0.0	<0.1

Table 3.6 (cont.): Weighted demographic data from gamblers from the Telephone and Online surveys

Factor	Levels	Telephone survey (%)	Online survey (%)
State of residence	Western Australia	11.5	11.6
	New South Wales	32.6	32.6
	Victoria	23.7	23.7
	Queensland	19.1	19.2
	South Australia	8.2	8.2
	Australian Capital Territory	1.4	1.4
	Tasmania	2.3	2.3
	Northern Territory	1.0	1.0
Living arrangement	Single person	10.2	10.3
	One parent family with children	5.3	5.3
	Couple with children	56.9	56.9
	Couple with no children	18.8	19.0
	Group household	6.0	6.0
	Other	2.6	2.6
Interactive gambler	Yes	12.5	12.4
	No	87.5	87.6
PGSI	Non-problem gambler	81.4	81.5
	Low risk gambler	11.9	11.8
	Moderate risk gambler	5.8	5.7
	Problem gambler	0.9	0.9
Consider myself professional gambler	Professional gambler (Yes)	0.8	0.3
	Semi-professional gambler	N/A	1.2
	Amateur gambler (No)	99.2	98.5

3.3.7 DATA ANALYSIS

SPSS was used for analyses (IBM Corp, 2011). Weighted descriptive statistics were reported for the overall sample, including the percentage of respondents in each category for categorical variables or means and standard deviations (or medians as appropriate) for continuous variables. Where groups (e.g., genders, PGSI categories) were compared, t-tests adjusted for unequal variances were used for continuous variables and chi-square tests of independence were used for categorical variables. Bonferroni adjusted z-tests were used as post-hoc tests for the chi-square tests where necessary. Finally, a number of regressions were run and the methodology employed for these regressions is explained within the results chapter.

3.4 METHODOLOGY FOR THE INTERVIEWS WITH INTERACTIVE GAMBLERS FROM THE GENERAL POPULATION

This section explains key aspects of the methodology used to recruit, conduct and analyse interviews with 50 interactive gamblers recruited from the general population. This report refers to this sample as ‘general population’ interviewees/participants, even though the sample is not necessarily representative of the general population.

3.4.1 RECRUITMENT AND SAMPLING

Both the National Telephone Survey and the National Online Survey asked respondents whether they would be willing to be contacted about participating in further research. From this pool of potential participants, we aimed to recruit 50 interactive gamblers for in-depth interviews who were not seeking treatment for a gambling-related problem.

The recruitment procedure targeted respondents to the National Telephone Survey and people who had responded to the National Online Survey by the end of August 2012. All respondents to these surveys who agreed to be contacted to participate in further research and who had gambled at least once online in the previous 12 months were contacted by email or telephone to invite their participation in a telephone interview. Of the 488 emails sent out, 150 people agreed to a telephone interview.

We sampled from amongst these respondents to try to gain five sub-samples of interviewees whose main interactive gambling activity was: 1) lottery-type games/bingo/keno; 2) race betting; 3) sports betting; 4) casino games/EGMs; and 5) poker. The main interactive gambling activity was identified from participant responses to the National Telephone Survey or the National Online Survey (depending which they had completed).

In selecting these sub-samples, we also attempted to gain a spread of different PGSI scores. Within each of these sub-samples we attempted to gain five respondents who scored as ‘PGSI Low’ (PGSI score of 0-2) and five respondents who scored as ‘PGSI High’ (PGSI score of 3-27). However, the poker and casino games/EGMs samples fell short of our required numbers. Thus, we sampled from within a ‘multiple gambling’ group of interactive gamblers’ (those who gambled on several forms equally where it was therefore impossible to identify a ‘main’ type of interactive gambling). The sample from this ‘multiple gambling’ group comprised people who gambled on poker or casino games/EGMs and on at least one other interactive gambling activity equally often during the previous 12 months. Thus, our aim of achieving a sample of interviewees with a diversity of interactive gambling preferences and PGSI scores was achieved.

Table 3.7 shows the final breakdown of the interview sample obtained.

Table 3.7: Main interactive gambling activity and PGSI status of the 50 interactive gamblers recruited from the general population

Preferred form of interactive gambling	PGSI Low (0-2)	PGSI High (3-27)	Total
Lotteries/Bingo/Keno	5	5	10
Sports betting	5	5	10
Race betting	5	4	9
Poker	3	1	4
Casino games/EGMs	2	0	2
Multiple including poker, casino games and/or EGMs	5	10	15
Total	25	25	50

3.4.2 PARTICIPANT CHARACTERISTICS

Of the 50 participants, the majority were male (46 participants). Participants ranged in age from 18 years to 72 years, with most interviewees aged between 30 and 50 years. In selecting these sub-samples, we also attempted to gain a spread from different jurisdictions. The highest number of participants was from NSW (12), followed by Western Australia (11), Victorian (10) and Queensland (8). Fewer respondents were from Tasmania (4), South Australia (2), the Australian Capital Territory (2). No participants resided in the Northern Territory. One participant did not want this information recorded. Table 3.8 shows the main characteristics of the 50 interactive gamblers recruited from the general population.

Table 3.8: Main characteristics of 50 interactive gamblers recruited from the general population

ID# ^a	State	Sex	Age	PGSI	Main Online Gambling Activity
1	WA	M	36	High	Lotteries/Bingo/Keno
2	NSW	M	N/A	High	Lotteries/Bingo/Keno
3	VIC	F	72	Low	Lotteries/Bingo/Keno
4	WA	M	51	Low	Lotteries/Bingo/Keno
5	WA	M	45	Low	Sports betting
6	QLD	M	29	Low	Sports betting
7	WA	M	28	High	Sports betting
8	SA	M	40	Low	Sports betting
9	NSW	M	N/A	High	Sports betting
10	VIC	M	37	High	Sports betting
11	N/A	M	52	Low	Race betting
12	QLD	M	27	High	Sports betting
13	TAS	M	42	High	Sports betting
14	TAS	M	58	High	Race betting
15	QLD	M	32	Low	Race betting
16	QLD	M	40	High	Poker
17	ACT	M	31	High	Race betting
18	TAS	M	60	Low	Race betting
19	VIC	M	52	High	Race betting
20	NSW	M	26	Low	Sports betting
21	NSW	M	58	Low	Race betting
22	NSW	F	38	Low	Poker
23	NSW	M	34	High	Multiple
24	VIC	M	54	High	Multiple
25	QLD	M	41	Low	Multiple
26	NSW	M	N/A	High	Multiple
27	TAS	M	34	Low	Multiple
28	VIC	M	52	Low	Sports betting
29	VIC	M	20	High	Multiple
31	VIC	M	24	Low	Multiple
32	NSW	M	48	High	Multiple
33	QLD	M	N/A	Low	Poker
34	WA	M	34	High	Multiple
35	ACT	M	60	Low	Race betting
36	WA	F	29	Low	Lotteries/Bingo/Keno
37	WA	M	68	High	Lotteries/Bingo/Keno
38	VIC	M	71	Low	Lotteries/Bingo/Keno
39	VIC	F	28	Low	Casino games/EGMs
41	SA	M	71	High	Race betting
42	NSW	M	46	Low	Poker
44	QLD	M	38	Low	Casino games/EGMs
45	WA	M	39	High	Lotteries/Bingo/Keno
46	WA	M	37	High	Lotteries/Bingo/Keno
47	WA	M	38	Low	Lotteries/Bingo/Keno
48	VIC	M	37	Low	Multiple
49	NSW	M	31	High	Multiple
50	WA	M	32	Low	Multiple
51	NSW	M	18	High	Multiple
52	NSW	M	N/A	High	Multiple
53	QLD	M	33	High	Multiple

^a Participant ID numbers range from 1-53 as 3 participants agreed to an interview and were assigned an ID number but then were non-contactable despite several attempts.

3.4.3 PROCEDURE

The participants were emailed a Participant Information Sheet and an Informed Consent Form to sign and return, and were then telephoned to schedule a time for a telephone interview. Interviews were conducted by a trained interviewer between September 2012 and November 2012 with each interview lasting 20-50 minutes. A \$40 shopping voucher was offered as reimbursement. All interviews were digitally recorded with the participant's permission and transcribed verbatim by a professional transcription service.

3.4.4 INTERVIEW QUESTIONS

The interviews were semi-structured, with the interview schedule containing six main sections asking about: transition from land-based gambling to interactive gambling; media preferences for interactive gambling; motivations for interactive gambling; advertising and promotions for interactive gambling; the contribution of interactive gambling to gambling problems; responsible gambling in the online environment; and help-seeking behaviour for gambling problems. The interview schedule is contained in Appendix F.

3.4.5 DATA ANALYSIS

The interview transcripts were analysed using NVivo software. A semi-structured interview schedule was adopted to ensure there was a level of consistency in how data were collected across interviews. The interview schedule was then used to guide the coding of interview data. Once the content of the interview data had been allocated to the broad interview themes described above, a second stage of coding was undertaken in which each theme was divided into unique attributes to represent their various dimensions. Interview data were then progressively coded and allocated to various subcategories that comprised the main themes being explored in the interviews.

3.5 METHODOLOGY FOR THE INTERVIEWS WITH TREATMENT-SEEKING INTERACTIVE GAMBLERS

This section explains key aspects of the methodology used to recruit, conduct and analyse interviews with 31 interactive gamblers who had recently received or were currently considering or receiving treatment for a gambling problem at the time of the interviews. This report refers to this sample as 'treatment-seeking' interviewees/participants.

3.5.1 RECRUITMENT AND SAMPLING

The target sample for this stage of the study was 30 people who had gambled online during the preceding 12 months and who were receiving, seeking or considering seeking treatment for a gambling problem. We also aimed to gain a mix of participants for whom interactive

gambling was the major source of their gambling problem and for whom land-based gambling was the major source of their gambling problem.

Three recruitment methods were utilised to gain this sample. First, gambling counsellors working at Turning Point recruited participants from callers to the gambling helplines they operate, after appropriate screening questions. Second, an advertisement was placed on the website of Gambling Help Online. Third, we advertised through Google Adwords. Respondents to the Gambling Help Online and Google advertisements were directed to an online registration page with questions to ensure they met the inclusion criteria of having a gambling problem, were currently seeking or receiving help or thinking about seeking help for a gambling problem, and had gambled online in the previous 12 months. These efforts yielded 23 participants recruited through online advertising, seven participants through the gambling helplines and one participant through word-of-mouth.

3.5.2 PARTICIPANT CHARACTERISTICS

Of the 31 participants, the majority were male (25 participants). Participants ranged in age from 18 to 62 years, with over one-half of the interviewees aged between 20 and 50 years. The highest number of participants was from Victoria (13), followed by NSW (9), Queensland (6), South Australia (2) and Western Australia (1).

Amongst the 31 participants, EGMs (10) and race betting (10) were the reported main types of gambling causing them problems, followed by sports betting (3), poker (2) and casino games excluding poker (2). Four participants nominated more than one main type of gambling causing them problems. Twenty-three participants reported that they usually engaged in the type of gambling causing them most problems online, while eight reported that they usually did this in a land-based venue.

The most problematic type of interactive gambling for participants was race betting (10), followed by EGMs (6), sports betting (3), poker (2), and casino games excluding poker (2). Eight participants reported that multiple forms of interactive gambling were causing them problems.

Table 3.9 shows the main characteristics of the 31 treatment seeking interviewees.

Table 3.9: Main characteristics of the 31 treatment seeking interviewees

ID# ^a	State	Sex	Age	Type of most problematic gambling	Mode of most problematic gambling	Most problematic interactive gambling
1	QLD	M	N/A	Race betting	Online	Race betting
3	VIC	M	50	Race betting	Online	Race betting
4	VIC	M	49	Race betting	Online	Race betting
5	VIC	M	39	Poker	Online	Poker
6	VIC	M	27	Multiple	Online	Multiple
8	VIC	M	N/A	Multiple	Online	Multiple
9	SA	M	26	Race betting	Online	Race betting
10	VIC	M	26	Casino games excluding poker	Online	Casino games excluding poker
11	QLD	F	44	EGMs	Land-based	EGMs
12	QLD	F	N/A	Multiple	Online	Multiple
14	VIC	M	N/A	Race betting	Online	Race betting
16	QLD	F	18	EGMs	Online	EGMs
17	NSW	M	25	Casino games excluding poker	Land-based	Multiple
18	VIC	M	34	Race betting	Online	Race betting
20	VIC	F	47	EGMs	Online	EGMs
21	QLD	M	28	EGMs	Land-based	Multiple
23	VIC	M	45	Race betting	Online	Race betting
24	SA	M	62	Sports betting	Online	Sports betting
27	NSW	M	29	Race betting	Online	Race betting
29	NSW	M	30	Sports betting	Land-based	Sports betting
31	VIC	M	34	EGMs	Land-based	Multiple
32	VIC	M	43	Sports betting	Online	Sports betting
34	VIC	M	49	Race betting	Online	Race betting
36	WA	M	18	Race betting	Online	Race betting
39	NSW	M	26	EGMs	Land-based	Sports betting
40	NSW	F	37	EGMs	Online	EGMs
41	NSW	M	50	Multiple	Online	Multiple
43	NSW	M	32	EGMs	Land-based	Multiple
44	QLD	F	44	EGMs	Land-based	EGMs
49	NSW	M	28	EGMs	Online	EGMs
56	NSW	M	27	Poker	Online	Poker

^a Participant ID numbers range from 1-56 as 25 participants registered for an interview and were assigned an ID number but then either did not meet the inclusion criteria or were non-contactable despite several attempts.

3.5.3 PROCEDURE

The interviewees were emailed a Participant Information Sheet and an Informed Consent Form to sign and return, and they were then telephoned to schedule a time for a telephone interview. Interviews were conducted by telephone by two clinical psychologists between October 2012 and February 2013 and each interview lasted between 30-60 minutes. All interviews were digitally recorded with the participant's permission and transcribed verbatim by a professional transcription service.

3.5.4 INTERVIEW QUESTIONS

The interview questions were the same as for the sample of interactive gamblers recruited from the general population, with additional and more specific questions on the participant's help-seeking behaviour. The interview schedule is contained in Appendix F.

3.5.5 DATA ANALYSIS

Procedures for data analysis were the same as for the sample of interactive gamblers recruited from the general population.

3.6 METHODOLOGY FOR DATA COLLECTION FROM GAMBLING TREATMENT AGENCIES

This stage of the study aimed to collect available data compiled by relevant government departments/agencies from treatment services and helplines across Australia to estimate the prevalence of interactive gamblers amongst help-seeking gamblers. Approximately 10% of problem gamblers seek formal treatment specifically for gambling problems (Delfabbro, 2012). Therefore, gathering information on the number of gamblers seeking help related to interactive gambling provides a further estimate of the prevalence of interactive gamblers in the general population. Further, these data offer additional insight into the contribution of interactive gambling to problem gambling in Australia.

Access to these data was sought from:

- New South Wales Office of Liquor, Gaming and Racing;
- Queensland Office of Liquor and Gaming Regulation;
- Victorian Responsible Gambling Foundation;
- South Australian Office for Problem Gambling;
- Tasmanian Department of Health and Human Services;
- Australian Capital Territory Gambling and Racing Commission;
- Western Australian Department of Racing, Gaming and Liquor;
- Amity Community Services in the Northern Territory; and

- Turning Point Alcohol and Drug Centre which operates the national service Gambling Help Online and the gambling helplines in Victoria, Queensland, the Northern Territory and Tasmania.

After preliminary enquiries to some of the above departments/agencies about the type and detail of data collected, all were contacted in early August 2013 to request information for their jurisdiction for the last financial or calendar year on:

- how many people present for help for themselves for a gambling problem;
- how many of these, or what proportion, have some form of interactive gambling as their primary or most problematic form of gambling; and
- any aggregate characteristics of interactive gamblers who present for treatment such as gender breakdown, age breakdown, type of problematic gambling, and any other relevant statistics.

Data were received from all jurisdictions except for South Australia and the Northern Territory, with the latter having only recently commenced data collection on the contribution of interactive gambling to gambling problems amongst clients of gambling help services.

3.7 CHAPTER SUMMARY

The mixed-methods approach utilised in this study has been explained in this chapter. Table 3.10 summarises the samples attained and type of data collected during each empirical stage of the research.

The next chapter, Chapter Four, is the first of the results chapters and presents the findings of the National Telephone Survey.

Table 3.10: Sample Size and Data Collected in Each Empirical Research Stage

Data Collection Method	Sample	GRA Requirements Addressed
National Telephone Survey	<p> Screener: N = 15,006 Survey: N = 2,010</p>	<p> Respondent selection Respondent screening questions Gambling behaviour Patterns and preferences of interactive gambling Problem Gambling Severity Index Gambling consequences and help-seeking behaviour Alcohol, tobacco and substance use, and mental health Demographics and Internet access Gambling attitudes Future research participation</p>
National Online Survey	N = 4,594	<p> Gambling Behaviour Scale Interactive Gambling Behaviour Demographics Problem Gambling Severity Index Problem gambling, help seeking Gambling Knowledge and Beliefs Test Gambling Attitudes Consequences of Gambling Feedback on the survey and future research participation</p>
Telephone interviews with interactive gamblers recruited from the general population	N = 50	<p> Transition from land-based gambling to interactive gambling Media preferences for interactive gambling Motivations for interactive gambling Responsible gambling in the online environment Contribution of interactive gambling to gambling problems Help-seeking behaviour for gambling problems.</p>
Telephone interviews with treatment seeking interactive gamblers	N = 31	<p> Transition from land-based gambling to interactive gambling Media preferences for interactive gambling Motivations for interactive gambling Responsible gambling in the online environment Contribution of interactive gambling to gambling problems Help-seeking behaviour for gambling problems.</p>
Data collection from treatment agencies & helplines	Across 6 Australian jurisdictions	<p> The proportion of interactive gamblers presenting for treatment of the whole population of gamblers presenting for treatment. Any other relevant data on these interactive gamblers as collected by treatment agencies</p>

CHAPTER FOUR

RESULTS FROM THE NATIONAL TELEPHONE SURVEY

4.1 INTRODUCTION

As detailed in Chapter Three, a random digit dial (RDD) telephone survey of Australian adults was conducted using a computer-assisted telephone interview (CATI) in late 2011. Of the 15,006 respondents who completed the screening questions, only those who had gambled at least once in the last 12 months (63.95%) were eligible to complete the full survey which aimed to gain approximately 2,000 respondents. Interactive gamblers were purposely oversampled for the full survey, with all 849 self-reported interactive gamblers selected, compared to 1,161 self-reported non-interactive gamblers, to give a total sample size of 2,010 for the full survey. The purpose of this oversampling was to facilitate direct comparisons between interactive and non-interactive gamblers. As explained in Chapter Three, interactive gamblers were defined as those who had gambled on at least one of the surveyed activities using the Internet within the last 12 months, while non-interactive gamblers were defined as respondents who had gambled within the last 12 months, but not online.

This chapter details the results of this National Telephone Survey. The results are presented under the following broad categories:

- Prevalence of gambling, problem gambling and interactive and non-interactive gambling;
- Demographic comparisons of interactive and non-interactive gamblers;
- Gambling behaviour of interactive and non-interactive gamblers;
- Non-monetary social casino game play on the Internet amongst interactive and non-interactive gamblers;
- Interactive gambling behaviour;
- Problem gambling in interactive and non-interactive gamblers;
- Gambling help-seeking behaviour amongst interactive and non-interactive gamblers;
- Perceived benefit and harm from gambling amongst interactive and non-interactive gamblers;
- Substance use and mental health of interactive and non-interactive gamblers;
- Characteristics statistically differentiating interactive gamblers from non-interactive gamblers; and
- Characteristics statistically predicting level of problem gambling severity amongst interactive gamblers.

4.2 PREVALENCE OF GAMBLING, PROBLEM GAMBLING AND INTERACTIVE GAMBLING IN AUSTRALIA

Because the National Telephone Survey was representative of the Australian adult population, national prevalence figures for gambling participation, problem gambling and interactive and non-interactive gambling participation in Australia could be calculated. These figures are presented in this section.

4.2.1 PREVALENCE OF GAMBLING IN AUSTRALIA

In the present study, a gambler was defined as anyone who engaged in any form of gambling at least once in the past 12 months (i.e., lottery tickets, lotto, pools, instant scratch tickets, bingo, keno, horse or dog race betting, casino table games, poker, gaming machines, sports betting, and betting on games of skill against other people).

After data-weighting, the past-year adult prevalence of participation in gambling in Australia in 2010/2011 was **64.26%**.

When calculated by State and Territory, after weighting the lowest prevalence was in the Australian Capital Territory with 60.08% and the highest was Queensland with 68.84% (see Table 4.1 for more detail).

Table 4.1: Past year prevalence of gambling amongst the Australian adult population in 2010/2011 by State/Territory. Total weighted N = 15,007

State/Territory	Unweighted N	Unweighted % of gamblers	Weighted N	Weighted % of gamblers
Queensland	1,963	68.02	1,999	68.84
Western Australia	1,025	69.63	991	68.11
Northern Territory	93	65.49	105	67.31
Tasmania	260	65.66	242	65.05
Victoria	2,304	62.80	2,296	62.44
New South Wales	3,067	61.91	3,172	62.34
South Australia	749	60.35	696	62.31
Australian Capital Territory	137	55.69	143	60.08

Note: Weighted by product of design and post-stratification weights.

Source: H8.

The figures for past year prevalence for participation in the different forms of gambling took into account the selected sampling of non-interactive gamblers. The figures were given by the following formula:

$$\text{Prevalence} = (\% \text{ of interactive gamblers who engage in each form} \times \text{estimated \% of interactive gamblers in the population}) + (\% \text{ of non-interactive gamblers who engage in each form} \times \text{estimated \% of non-interactive gamblers in the population})$$

The most prevalent form of gambling participation in Australia was buying lottery tickets, followed by buying instant scratch tickets, horse or dog race betting, electronic gaming machines and sports betting (Table 4.2).

Table 4.2: Past year prevalence of different forms of gambling amongst the Australian adult population in 2010/2011

Form of gambling	Weighted % of population
Lottery, lotto or pools tickets	43.19
Instant scratch tickets	31.49
Horse or dog race betting	22.42
Electronic gaming machines	19.43
Sports betting	13.28
Keno	8.90
Casino table games	8.71
Poker	5.94
Bingo	2.94
Betting on games of skill	1.61

Note: Weighted by product of design and post-stratification weights. Multiple responses were possible. As interactive and non-interactive gamblers differed significantly in their prevalence, n's and percentages that were unweighted are not reported as they could be misleading.

Source: C1a, C2a, C3a, C4a, C5a, C6a, C7a, C8a, C9a and C10a.

4.2.2 PREVALENCE OF PROBLEM GAMBLING IN AUSTRALIA

Each question in the 9-item Problem Gambling Severity Index (PGSI; Ferris & Wynne, 2001) was answered on a 4-point scale, ranging from 0 (never) to 3 (almost always), and the total score was the sum of these values over all nine questions. The internal consistency of the PGSI for this study was good with a Cronbach's α of 0.84.

In this survey, the PGSI was administered to those who had gambled using interactive media at least once in the previous 12 months and to randomly selected gamblers who did not gamble via interactive media in the previous 12 months (see Figure 3.1).

To reduce the rate of false positives and participant burden related to answering irrelevant questions, the PGSI was administered to only a sub-sample of the randomly selected past-year non-interactive gamblers (Williams & Volberg, 2012). The PGSI was not administered to those who reported playing either bingo or lottery only less than 52 times in the past 12 months as they were not expected to be experiencing problems from these types of gambling. These non-regular bingo or lottery only gamblers were classified as non-problem gamblers in prevalence calculations. All other randomly selected past-year non-interactive gamblers as well as all past-year interactive gamblers were administered the PGSI.

Four respondents did not answer all nine PGSI items. As they constituted such a small proportion of the subsample, they were excluded before calculating the total PGSI score.

The percentages in Table 4.3 were calculated by taking the percentage of interactive and non-interactive gamblers that fell into each category, multiplying each figure by the respective estimated prevalence of interactive and non-interactive gamblers and adding the figures together. For example:

$$\text{Estimated \% of non-problem gamblers in the population} = (\text{estimated proportion of interactive gamblers in the population} \times \text{proportion of interactive gamblers who are non-problem gamblers}) + (\text{estimated proportion of non-interactive gamblers in the population} \times \text{proportion of non-interactive gamblers who are non-problem gamblers}).$$

The proportion of non-gamblers was estimated based on the percentage shown in Table 4.1.

Thus, the estimated proportion of non-problem gamblers in the adult population was 52.29% (or 81.40% of all gamblers), while the estimated percentage of problem gamblers in the adult population was **0.61%**, or 0.95% of all gamblers (Table 4.3).

Table 4.3: Past year prevalence of problem gambling in the Australian adult population in 2010/2011

PGSI Category	Weighted % of population	Weighted % of gamblers
Non-gambler	35.74	NA
Non problem gambler (PGSI = 0)	52.29	81.40
Low risk gambler (PGSI = 1 to 2)	7.65	11.89
Moderate risk gambler (PGSI = 3 to 7)	3.70	5.76
Problem gambler (PGSI = 8 to 27)	0.61	0.95

Note: Weighted by product of design and post-stratification weights. Differential sampling of interactive and non-interactive gamblers also accounted for. Non-regular bingo or lottery only gamblers were classified as non-problem gamblers.

Source: A combination of E1, E2, E3, E4, E5, E6, E7, E8 and E9.

Table 4.4 illustrates how the gamblers responded to each of the PGSI questions. 11.50% of gamblers reported feelings of guilt about their gambling, while less than 7% of gamblers endorsed any of the other PGSI items at all.

Table 4.4: Percentage of gamblers endorsing each PGSI item amongst the Australian adult population in 2010/2011 (weighted N = 2,010)

PGSI Item	Never	Some-times	Most of the time	Almost always
Have you bet more than you could really afford to lose?	94.09	4.61	0.06	1.26
Have you felt guilty about the way you gamble or what happens when you gamble?	88.50	9.29	0.75	1.46
Have you needed to gamble with larger amounts of money to get the same feeling of excitement?	96.31	2.70	0.55	0.44
When you gambled, did you go back another day to try to win back the money you lost?	93.05	6.07	0.39	0.49
Have you borrowed money or sold anything to get money to gamble?	98.86	1.13	0.01	0.00
Has your gambling caused any financial problems for you or your household?	98.75	0.81	0.40	0.04
Has gambling caused you any health problems, including stress or anxiety?	97.52	2.09	0.00	0.39
Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?	95.39	4.05	0.08	0.46
Have you felt that you might have a problem with gambling?	97.13	2.18	0.58	0.11

Note: Weighted by product of design and post-stratification weights. Differential sampling of interactive and non-interactive gamblers also accounted for. The question stem was 'How often in the last 12 months ...'. Non-regular bingo or lottery only gamblers were classified as non-problem gamblers.

Source: E1, E2, E3, E4, E5, E6, E7, E8 and E9.

4.2.3 PREVALENCE OF INTERACTIVE AND NON-INTERACTIVE GAMBLING IN AUSTRALIA

'Interactive gambling' in the present study includes all forms of gambling that are conducted via the Internet using a computer, mobile phone, or other device, or gambling via interactive television (Gainsbury, 2011). Interactive gamblers were defined as those who had gambled using interactive media at least once in the previous 12 months. Non-interactive gamblers were those who had gambled using land-based venues or via the telephone at least once in the previous 12 months, but who had not gambled online.

Based on these definitions, 1,210 respondents out of the weighted sample (n=15,006) were classified as interactive gamblers. Thus, the past-year adult prevalence rate of interactive

gambling in Australia in 2010/2011 was **8.06%**. The estimated percentage of non-interactive gamblers in the population was **56.16%** (weighted 8,428 from 15,006 respondents)⁴.

4.3 DEMOGRAPHIC COMPARISONS OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

The following analyses were based on the same weights as explained above, but normed so that the total N for these analyses was 2,010, in line with how many respondents were sampled for these questions. The weighted number of interactive gamblers in the survey for these questions was 1,055 compared to 955 non-interactive gamblers.

Table 4.5 shows demographic comparisons between interactive and non-interactive gamblers. Key differences were:

- A significantly higher proportion of interactive gamblers were male (62.43%) compared to non-interactive gamblers (47.96%). Interactive gamblers were significantly younger ($M = 37.28$, $SD = 14.10$) than non-interactive gamblers ($M = 45.13$, $SD = 17.39$), $t(1834.1)=11.02$, $p < 0.001$, $d = 0.50$. Interactive gamblers were more likely to be living with a partner/de facto or never married, while non-interactive gamblers were more likely to be married or widowed.
- In terms of education, a significantly higher proportion of interactive gamblers had an undergraduate degree or a Year 12 certificate, while non-interactive gamblers were significantly more likely to have learned a trade or to hold a technical certificate or diploma.
- Interactive gamblers were significantly more likely to be employed full-time, or to be a full-time student, while non-interactive gamblers were significantly more likely to be employed part-time or retired.
- A significantly higher proportion of interactive gamblers lived in a group household or in a one parent family with children, while non-interactive gamblers were more likely to live in single person households, or as a couple with children.
- A significantly higher proportion of interactive gamblers resided in Victoria, whereas a significantly higher proportion of non-interactive gamblers resided in Western Australia, with no other significant state or territory differences observed.
- In terms of Internet access, a significantly higher proportion of interactive gamblers had broadband Internet access both at home and work, while a higher proportion of non-interactive gamblers did not have Internet access at home and at work.

⁴ The slight discrepancy between the overall gambling prevalence percentage and the prevalence of interactive and non-interactive gamblers is due to rounding in the weighting procedure.

- Finally, 2.85% of interactive gamblers considered themselves to be professional gamblers, compared to 0.42% of non-interactive gamblers. The difference is statistically significant.
- No significant differences were observed in terms of country of birth, Aboriginal or Torres Strait Island origin status or whether English is spoken at home.

Table 4.5: Demographic comparisons of interactive and non-interactive gamblers (weighted N = 2,010)

Demographic factor	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Gender				
Male	658	62.43*	459	47.96
Female	396	37.57	498	52.04*
$\chi^2 (1, N = 2,011) = 42.51, p < 0.001, \Phi = 0.15$				
Age Group				
18 to 19 years	52	4.93	58	6.07
20 to 24 years	184	17.46*	101	10.58
25 to 29 years	169	16.03*	74	7.75
30 to 34 years	112	10.63*	59	6.18
35 to 39 years	127	12.05*	87	9.11
40 to 44 years	95	9.01	95	9.95
45 to 49 years	90	8.54	94	9.84
50 to 54 years	78	7.40	92	9.63
55 to 59 years	64	6.07	84	8.80*
60 to 64 years	39	3.70	64	6.70*
65 years and over	44	4.17	147	15.39*
$\chi^2 (10, N = 2,009) = 146.58, p < 0.001, \Phi = 0.27$				
Marital Status				
Married	479	45.40	562	59.03*
Living with partner/de facto	157	14.88*	80	8.40
Widowed	10	0.95	36	3.78*
Divorced or separated	58	5.50	55	5.78
Never married	351	33.27*	219	23.01
$\chi^2 (4, N = 2,007) = 71.88, p < 0.001, \Phi = 0.19$				
Highest Level of Education				
Postgraduate degree	98	9.30	108	11.30
University/college	295	27.99*	215	22.49
Apprenticeship, technical certificate, diploma	239	22.67	247	25.84*
Year 12 or equivalent	298	28.27*	190	19.87
Year 10 or equivalent	116	11.01	173	18.10*
Less than year 10	8	0.76	23	2.40*
$\chi^2 (5, N = 2,010) = 50.91, p < 0.001, \Phi = 0.16$				

Table 4.5: Demographic comparisons of interactive and non-interactive gamblers (weighted N = 2,010) (cont'd)

Demographic factor	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Work Status				
Full-time employment	538	51.00*	336	35.15
Part-time or casual employment	187	17.72	210	21.97*
Self employed	86	8.15	73	7.64
Unemployed and looking for work	29	2.75	36	3.76
Full-time student	86	8.15*	56	5.86
Full-time home duties	40	3.79	49	5.12
Retired	56	5.31	155	16.21*
Sick or disability pension	19	1.80	24	2.51
Other	14	1.33	17	1.78
$\chi^2 (8, N = 2,011) = 99.77, p < 0.001, \Phi = 0.22$				
Current Living Arrangement				
Single person	79	7.52	102	10.68*
One parent family with children	81	7.71*	47	4.92
Couple with children	548	52.14	552	57.80*
Couple with no children	170	16.18	184	19.27
Group household	149	14.17*	45	4.71
Other	24	2.28	25	2.62
$\chi^2 (5, N = 2,006) = 63.85, p < 0.001, \Phi = 0.18$				
Country of Birth				
Australia	864	81.97	766	80.13
Other – Total	190	18.03	190	19.87
$\chi^2 (1, N = 2,010) = 1.12, p = 0.29$				
State or Territory				
New South Wales	346	32.83	312	32.60
Victoria	335	31.78*	215	22.47
Queensland	180	17.08	186	19.44
South Australia	72	6.83	81	8.46
Western Australia	83	7.87	116	12.12*
Tasmania	20	1.90	23	2.40
Northern Territory	12	1.14	9	0.94
Australian Capital Territory	6	0.57	15	1.57
$\chi^2 (7, N = 2,011) = 33.93, p < 0.001, \Phi = 0.13$				
Aboriginal/Torres Strait Island Origin				
No	1,035	98.29	935	98.01
Yes, Aboriginal only	18	1.71	19	1.99
$\chi^2 (1, N = 2,007) = 0.22, p = 0.64$				

Table 4.5: Demographic comparisons of interactive and non-interactive gamblers (weighted N = 2,010) (cont'd)

Demographic factor	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Internet Access at Home				
No Internet connection	17	1.62	86	9.07*
Broadband (ADSL, cable, wireless, satellite)	1,020	97.05*	840	88.61
Dial-up (analogue modem, ISDN)	14	1.33	22	2.32
$\chi^2 (2, N = 1,999) = 60.27, p < 0.001, \Phi = 0.17$				
Internet Access at Work				
No Internet connection	182	19.89	235	29.90*
Broadband (ADSL, cable, wireless, satellite)	721	78.80*	541	68.83
Dial-up (analogue modem, ISDN)	12	1.31	10	1.27
$\chi^2 (2, N = 1,701) = 22.94, p < 0.001, \Phi = 0.12$				
English Spoken at Home				
No	65	10.30	73	12.19
Yes	566	89.70	526	87.81
$\chi^2 (1, N = 1,230) = 1.10, p = 0.30$				
Consider Myself to be a Professional Gambler				
No	1,024	97.15	952	99.58*
Yes	30	2.85*	4	0.42
$\chi^2 (1, N = 2,010) = 17.77, p < 0.001, \Phi = 0.09$				

Note: Weighted by product of design and post-stratification weights. The weights were re-normed so that total N = 2,010. In some cases, the total N is slightly different due to rounding. Asterisks (*) indicate that the proportion of respondents in that category from that group (either interactive or non-interactive gamblers) is significantly higher than the proportion of respondents from the other group.

Source: A6, A7, H1, H3, H4, H2, H5, H8, H7, H9, H10, H6 and C12.

4.4 GAMBLING BEHAVIOUR OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

This section compares the gambling behaviour of interactive and non-interactive gamblers in terms of gambling participation, frequency and expenditure.

4.4.1 GAMBLING PARTICIPATION AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

A significantly higher proportion of interactive gamblers engaged in gambling on horse or dog race betting, electronic gaming machines, sports betting, keno, casino table games, poker, bingo and betting on games of skill, compared to non-interactive gamblers (Table 4.6). However, no significant differences were observed in the proportion of interactive and non-interactive gamblers who bought lottery tickets or instant scratch tickets.

Furthermore, interactive gamblers reported engaging in a significantly higher number of different gambling activities compared to non-interactive gamblers. On average, interactive gamblers engaged in 3.62 (SD = 1.97) different forms of gambling, compared to 2.31 (SD = 1.40) for non-interactive gamblers, $t(1882.48) = 17.16, p < 0.001, d = 0.76$.

Table 4.6: Past year prevalence of different forms of gambling for interactive and non-interactive gamblers (N = 2,010)

Form of gambling	Interactive Gamblers		Non-Interactive Gamblers		Test statistic
	N	%	N	%	
Instant scratch tickets	548	51.99	465	48.64	$\chi^2(1, N = 2,010) = 2.25, p = 0.133$
Lottery, lotto or pools tickets	712	67.55	643	67.19	$\chi^2(1, N = 2,011) = 0.03, p = 0.862$
Sports betting	569	53.98*	152	15.90	$\chi^2(1, N = 2,010) = 316.10, p < 0.001, \Phi = 0.40$
Horse or dog race betting	677	64.23*	293	30.65	$\chi^2(1, N = 2,010) = 226.43, p < 0.001, \Phi = 0.34$
Bingo	76	7.21*	40	4.18	$\chi^2(1, N = 2,011) = 8.48, p = 0.004, \Phi = 0.07$
Keno	195	18.50*	127	13.27	$\chi^2(1, N = 2,011) = 10.20, p = 0.001, \Phi = 0.07$
Poker	210	19.94*	74	7.73	$\chi^2(1, N = 2,010) = 61.61, p < 0.001, \Phi = 0.18$
Casino table games	301	28.58*	109	11.39	$\chi^2(1, N = 2,010) = 91.30, p < 0.001, \Phi = 0.21$
Betting on games of skill	43	4.08*	21	2.20	$\chi^2(1, N = 2,010) = 5.77, p = 0.016, \Phi = 0.05$
Electronic gaming machines	453	43.02*	272	28.42	$\chi^2(1, N = 2,010) = 46.33, p < 0.001, \Phi = 0.15$

Note: Weighted by product of design and post-stratification weights.

Source: C1a, C2a, C3a, C4a, C5a, C6a, C7a, C8a, C9a and C10a.

4.4.2 GAMBLING FREQUENCY AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

There was a large amount of variance in most of the gambling frequency values, so median frequencies were examined instead of means (Table 4.7). Interactive gamblers reported engaging in the following forms of gambling significantly more frequently than non-interactive gamblers: sports betting, horse or dog race betting, betting on games of skill, electronic gaming machines, keno and casino table games.

Table 4.7: Annual frequency of gambling activities among interactive and non-interactive gamblers

Form of gambling	Interactive Gamblers Median	Non-Interactive Gamblers Median	Test statistic
Instant scratch tickets	4.0	4.0	$U(970) = 111619$, $Z = 0.95$, $p = 0.341$
Lottery, lotto or pools tickets	12.0	12.0	$U(1268) = 186690.5$, $Z = 1.86$, $p = 0.062$
Sports betting	9.4*	2.0	$U(721) = 26976.5$, $Z = 7.06$, $p < 0.001$
Horse or dog race betting	5.0*	1.0	$U(950) = 59191$, $Z = 9.17$, $p < 0.001$
Bingo	2.0	1.0	$U(110) = 1037.5$, $Z = 1.86$, $p = 0.063$
Keno	5.0*	2.0	$U(317) = 8326$, $Z = 4.66$, $p < 0.001$
Poker	12.0	7.0	$U(286) = 6618.5$, $Z = 1.91$, $p = 0.056$
Casino table games	3.0*	1.0	$U(410) = 11205$, $Z = 4.97$, $p < 0.001$
Betting on games of skill	12.0*	4.0	$U(66) = 310.5$, $Z = 2.26$, $p = 0.024$
Electronic gaming machines	8.3*	4.0	$U(685) = 41553.5$, $Z = 4.60$, $p < 0.001$

Note: Weighted by product of design and post-stratification weights. Those who do not take part in the activity were excluded from these analyses. Asterisks (*) indicate a significantly higher frequency for that group.

Source: C1a, C2a, C3a, C4a, C5a, C6a, C7a, C8a, C9a and C10a.

4.4.3 GAMBLING EXPENDITURE AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Gamblers were asked, 'In the past 12 months, roughly how much money did you win or lose on [form of gambling] in a typical month? That is, overall, how much were you ahead or behind in a typical month?' Losses were reported as negative numbers and wins as positive numbers. There was a large amount of variance in the reported figures; consequently non-parametric tests were used to compare the medians for the interactive and non-interactive gamblers.

Interactive gamblers reported losing significantly more money gambling on lottery, horse or dog race betting, poker and other games of skill compared to non-interactive gamblers (Table 4.8).

Overall, interactive gamblers who engaged in each form reported losses in an average month on every form, as shown in Table 4.8. Amongst non-interactive gamblers, wins were reported on average on poker and betting on games of skill. However, only five (weighted)

non-interactive gamblers reported expenditure for other games of skill, so this result should be regarded with caution.

Table 4.8: Net monthly gambling expenditure of interactive and non-interactive gamblers

Form of gambling	Interactive Gamblers Median	Non-Interactive Gamblers Median	Test statistic
Instant scratch tickets	-\$5.00	-\$5.00	$U(708) = 59534.5,$ $Z = 0.72, p = 0.473$
Lottery, lotto or pools tickets	-\$20.00	-\$14.00*	$U(1094) = 128649,$ $Z = 3.59, p < 0.001$
Sports betting	-\$5.00	-\$2.00	$U(557) = 23608,$ $Z = 1.28, p = 0.201$
Horse or dog race betting	-\$10.00	-\$3.00*	$U(727) = 48260,$ $Z = 2.24, p = 0.025$
Bingo	-\$10.00	-\$3.11	$U(76) = 599.5,$ $Z = 0.88, p = 0.380$
Keno	-\$3.00	-\$2.67	$U(248) = 6475.5,$ $Z = 1.72, p = 0.086$
Poker	-\$2.00	\$50.00*	$U(232) = 3332.5,$ $Z = 3.03, p = 0.002$
Casino table games	-\$5.00	-\$2.00	$U(327) = 9884,$ $Z = 0.22, p = 0.828$
Betting on games of skill	-\$5.00	\$3,000.00	$W(513) = 351,$ $Z = 3.51, p < 0.001$
Electronic gaming machines	-\$10.00	-\$8.00	$U(513) = 27568,$ $Z = 1.11, p = 0.266$

Note: Weighted by product of design and post-stratification weights. Those who do not take part in the activity were excluded from these analyses. Positive numbers indicate winning, while negative numbers indicate losing. Asterisks (*) indicate significantly higher numbers, that is, lower losses.

Source: C1b, C2b, C3b, C4b, C5b, C6b, C7b, C8b, C9b and C10b.

4.5 NON-MONETARY SOCIAL CASINO GAME PLAY ON THE INTERNET AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

All gamblers were asked about their use of non-monetary social casino game play (simulated free play gambling-type games) on the Internet. A significantly higher proportion of interactive gamblers had played social casino games online without money (32.16%) compared to non-interactive gamblers (10.88%), $\chi^2(1, N = 2,010) = 132.18, p < 0.001, \Phi = 0.26$ (Table 4.9).

Of those who had played social casino games without money, the most common forms were poker (61.1% of interactive and 58.7% of non-interactive gamblers), followed by games of skill (15.3% of interactive and 18.3% of non-interactive gamblers) and electronic gaming machines (9.4% of interactive gamblers and 18.3% of non-interactive gamblers).

Table 4.9: Proportion of interactive and non-interactive gamblers who played social casino games online without any money (weighted N = 2,010)

Played social casino games online without money	Interactive gamblers N (%)	Non-interactive gamblers N (%)
No	715 (67.84)	852 (89.12)*
Yes	339 (32.16)*	104 (10.88)
$\chi^2 (1, N = 2,011) = 132.18, p < 0.001, \Phi = 0.26$		

Note: Weighted by product of design and post-stratification weights.

4.6 INTERACTIVE GAMBLING BEHAVIOUR

This section details reported year of commencement of interactive gambling, preferred device for accessing interactive gambling, preferences between interactive and land-based gambling, usual payment methods for interactive gambling, and sleep and eating disruptions due to interactive gambling.

All 849 interactive gamblers were asked about their use of the Internet for gambling purposes. The following analyses were weighted for household number and age x gender and were normed so that the total N was 849, as this was the actual unweighted number of interactive gamblers in the sample. As shown in Table 4.10:

- 54.91% of interactive gamblers first accessed the Internet for gambling purposes in or later than 2009.
- 87.08% of interactive gamblers preferred to access Internet gambling via computer or laptop, with a further 9.42% preferring to use their mobile or smart phone and 2.54% preferring to use a portable device, such as a tablet.
- 52.42% of interactive gamblers preferred interactive gambling to telephone or land-based gambling.
- 71.22% of interactive gamblers believed that using a credit card or electronic money transfer has no impact on their spending, while 17.22% stated that it had increased their spending.
- 9.55% of interactive gamblers reported sleep disruption due to their interactive gambling and 3.54% reported a disruption to their eating patterns due to their interactive gambling.

Table 4.10: Commencement, medium, preferences and disruptions relating to interactive gambling (N = 849)

Question	Response	Interactive gamblers N	Interactive gamblers %
In which year did you first access the Internet for gambling purposes?			
	< 1991	4	0.50
	1991 - 1994	2	0.25
	1995 - 1999	22	2.77
	2000	23	2.90
	2001	20	2.52
	2002	13	1.64
	2003	10	1.26
	2004	12	1.51
	2005	58	7.30
	2006	57	7.18
	2007	45	5.67
	2008	92	11.59
	2009	165	20.78
	2010	123	15.49
	2011	148	18.64
What is your preferred method for accessing the Internet for gambling?			
	Computer/laptop	721	87.08
	Mobile/smart phone	78	9.42
	Other portable device (e.g., iPad or similar)	21	2.54
	Television	3	0.36
	Other	5	0.60
Do you prefer Internet gambling to land-based or telephone gambling?			
	No	361	42.52
	Yes	445	52.42
	Don't know	43	5.06
Does credit card or electronic money transfer have an effect on your spending compared to cash?			
	No impact on spending	604	71.22
	Increased spending	148	17.22
	Decreased spending	59	6.96
	Don't know	39	4.60
Has online gambling disrupted your sleeping patterns?			
	No	767	90.45
	Yes	81	9.55
Has online gambling disrupted your eating patterns?			
	No	817	96.46
	Yes	30	3.54

Note: Weighted by product of design and post-stratification weights. The weights were re-normed so that total N = 849. In some cases, the total N is slightly different due to rounding.

Source: D1, D2, D3, D4, D5 and D6.

4.7 PROBLEM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

The overall prevalence of problem gambling was reported earlier in this chapter. This section provides problem gambling prevalence figures for interactive and non-interactive gamblers. Information on the gambling form and gambling mode that moderate risk and problem gamblers reported as most contributing to their gambling problems is also detailed, as well as their self-reported assessment of the contribution of the interactive mode to their gambling problems.

4.7.1 PREVALENCE OF PROBLEM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

As explained earlier, non-regular bingo players and non-regular lottery ticket buyers were not asked to complete the PGSI and were therefore not included in the following analyses. Weights were normed so that the total N for the following analyses was 1,768.

The relative prevalence of problem gambling among interactive and non-interactive gamblers is reported in Table 4.11. The overall problem gambling prevalence rate among Australian non-interactive *gamblers* was 0.87%. In comparison, the rate among interactive gamblers was 3 times higher at 2.71%. Less than 60% of interactive gamblers were classified as non-problem gamblers, whereas more than 80% of non-interactive gamblers were classified as non-problem gamblers. Chi-square test shows the differences were significant $\chi^2(3, N = 1,767) = 103.62, p < 0.001, \Phi = 0.24$.

Furthermore, the average PGSI score of interactive gamblers ($M = 1.31, SD = 2.55$) was significantly higher than that of non-interactive gamblers ($M = 0.51, SD = 1.87$), $t(1731.4) = 7.61, p < 0.001, d = 0.37$.

Table 4.11: Past year prevalence of problem gambling among interactive and non-interactive gamblers in 2010/2011 excluding non-regular bingo and lottery gamblers (N = 1,767)

PGSI Category	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Non problem gambler (PGSI = 0)	564	58.87	657	81.21*
Low risk gambler (PGSI = 1 to 2)	238	24.84*	99	12.24
Moderate risk gambler (PGSI = 3 to 7)	130	13.57*	46	5.69
Problem gambler (PGSI = 8 or higher)	26	2.71*	7	0.87

$\chi^2(3, N = 1,767) = 103.62, p < 0.001, \Phi = 0.24$

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 1,768. The total N is slightly different due to rounding.

Source: A combination of E1, E2, E3, E4, E5, E6, E7, E8 and E9.

Furthermore, Table 4.12 illustrates how interactive and non-interactive gamblers responded to each of the PGSI questions. In every question, a significantly higher proportion of non-interactive gamblers reported 'never' to each of the PGSI items. Notably, 27.04% of interactive gamblers reported guilt, compared to 11.36% of non-interactive gamblers, while 17.52% of interactive gamblers reported chasing losses, compared to 6.67% of non-interactive gamblers.

Table 4.12: Responses to PGSI questions by interactive and non-interactive gamblers excluding non-regular bingo and lottery gamblers (weighted N = 1,768)

PGSI Items	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Have you bet more than you could really afford to lose?				
Never	814	84.97	763	94.31*
Sometimes	118	12.32*	35	4.33
Most of the time	5	0.52*	0	0.00
Almost always	21	2.19	11	1.36
$\chi^2(3, N = 1,767) = 42.54, p < 0.001, \Phi = 0.16$				
Have you felt guilty about the way you gamble or what happens when you gamble?				
Never	699	72.96	718	88.64*
Sometimes	227	23.70*	72	8.89
Most of the time	25	2.61*	5	0.62
Almost always	7	0.73	15	1.85*
$\chi^2(3, N = 1,768) = 85.06, p < 0.001, \Phi = 0.22$				
Have you needed to gamble with larger amounts of money to get the same feeling of excitement?				
Never	863	90.08	783	96.55*
Sometimes	81	8.46*	19	2.34
Most of the time	8	0.84	5	0.62
Almost always	6	0.63	4	0.49
$\chi^2(3, N = 1,769) = 31.42, p < 0.001, \Phi = 0.13$				
When you gambled, did you go back another day to try to win back the money you lost?				
Never	791	82.48	756	93.33*
Sometimes	133	13.87*	49	6.05
Most of the time	17	1.77*	2	0.25
Almost always	18	1.88*	3	0.37
$\chi^2(3, N = 1,769) = 49.92, p < 0.001, \Phi = 0.17$				
Have you borrowed money or sold anything to get money to gamble?				
Never	931	97.18	801	98.89*
Sometimes	26	2.71*	9	1.11
Most of the time	1	0.11	0	0.00
Almost always	0	0.00	0	0.00
$\chi^2(2, N = 1,768) = 6.67, p < 0.036, \Phi = 0.06$				

Table 4.12: Responses to the Problem Gambling Severity Index questions by interactive and non-interactive gamblers excluding non-regular bingo and lottery gamblers (weighted N = 1,768) (cont'd)

PGSI Items	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Has your gambling caused any financial problems for you or your household?				
Never	922	96.25	800	98.89*
Sometimes	30	3.13*	5	0.62
Most of the time	3	0.31	4	0.49
Almost always	3	0.31	0	0.00
$\chi^2 (3, N = 1,767) = 17.20, p = 0.001, \Phi = 0.10$				
Has gambling caused you any health problems, including stress or anxiety?				
Never	895	93.52	790	97.65*
Sometimes	60	6.27*	15	1.85
Most of the time	0	0.00	0	0.00
Almost always	2	0.21	4	0.50
$\chi^2 (3, N = 1,766) = 21.96, p < 0.001, \Phi = 0.11$				
Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?				
Never	817	85.28	778	96.05*
Sometimes	125	13.05*	28	3.46
Most of the time	7	0.73*	0	0.00
Almost always	9	0.94	4	0.49
$\chi^2 (3, N = 1,768) = 59.40, p < 0.001, \Phi = 0.18$				
How often have you felt that you might have a problem with gambling?				
Never	856	89.36	792	97.78*
Sometimes	83	8.66*	13	1.60
Most of the time	10	1.04	5	0.62
Almost always	9	0.94*	0	0.00
$\chi^2 (3, N = 1,768) = 52.17, p < 0.001, \Phi = 0.17$				

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 1,768. In some cases, the total N is different due to rounding or refused responses.

Source: E1, E2, E3, E4, E5, E6, E7, E8 and E9.

4.7.2 GAMBLING FORM CONTRIBUTING MOST TO GAMBLING PROBLEMS AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

All 153 moderate risk (PGSI score 3-7) and problem (PGSI score 8-27) gamblers were asked to identify the particular type of gambling that had contributed most to their gambling problems.

The figures in Table 4.13 are based on a relatively small number of respondents so the percentages should be interpreted with caution. Due to the low number of respondents in some cells, inferential statistics were not run on these data.

Despite this, it is clear that approximately half of moderate risk and problem gamblers believed that electronic gaming machines have contributed the most to their gambling problems.

Table 4.13: Gambling form that has contributed most to gambling problems among interactive and non-interactive moderate risk and problem gamblers (1st response only, weighted N = 142)

Form of gambling	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Instant scratch tickets	0	0.00	0	0.00
Lottery, lotto or pools tickets	2	1.85	3	8.82
Sports betting	15	13.89	1	2.94
Horse or dog race betting	13	12.03	2	5.88
Bingo	1	0.93	0	0.00
Keno	0	0.00	5	14.71
Poker	13	12.04	2	5.88
Casino table games	16	14.81	4	11.77
Betting on games of skill	0	0.00	0	0.00
Electronic gaming machines	47	43.52	17	50.00
Other	1	0.93	0	0.00

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 142.

Source: F1a.

4.7.3 GAMBLING MEDIUM CONTRIBUTING MOST TO GAMBLING PROBLEMS AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

All 153 moderate risk (PGSI score 3-7) and problem (PGSI score 8-27) gamblers were asked to identify the particular type of gambling medium that had contributed most to their gambling problems.

Of the interactive moderate risk or problem gamblers, 58.25% identified land-based gambling as the primary gambling medium responsible for their gambling problem, compared to 84.85% of equivalent non-interactive gamblers. Similarly, 26.22% of moderate risk and problem gamblers identified interactive gambling via computer as contributing most to their gambling problem, while a further 11.65% identified internet gambling via mobile phone or smart phone as the medium most responsible for their issues (Table 4.14).

Interestingly, three non-interactive gamblers indicated that betting on the Internet via computer or laptop had contributed most to their gambling problem. As these respondents had not indicated any interactive gambling in the last 12 months, it is possible that they had

gambled online but not within the last 12 months, had previously experienced problems relating to gambling online or responded erroneously to either this or previous questions.

As the figures in Table 4.14 were derived from a relatively small number of respondents, the percentages should be interpreted with caution. Due to the low number of respondents in some cells, inferential statistics were not run on these data.

Table 4.14: Gambling medium that has contributed most to gambling problems among interactive and non-interactive moderate risk and problem gamblers (1st response only, weighted N = 136)

Form of gambling	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Internet via computer/laptop	27	26.22	3	9.09
Internet via mobile/smart phone	12	11.65	0	0.00
Internet via other portable device	0	0.00	0	0.00
Interactive television	0	0.00	0	0.00
Land-based or venue-based gambling	60	58.25	28	84.85
Betting via telephone	4	3.88	2	6.06

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 136. There were also three (two interactive and 1 non-interactive gambler) gamblers who stated that they did not know and 23 (12 interactive and eleven non-interactive) gamblers who said no one medium had contributed the most to their problems (unweighted figures).

Source: F2a.

4.7.4 CONTRIBUTION OF THE INTERACTIVE MEDIUM TO GAMBLING PROBLEMS

Interactive gamblers who were identified as moderate risk or problem gamblers were asked whether they had first experienced gambling problems before or after first gambling online, with approximately half responding either way. Those who stated that they had gambling-related problems before they first gambled online mostly disagreed that online gambling had exacerbated their gambling issues. In contrast, most of those who first experienced gambling-related problems after engaging in interactive gambling stated that they felt that interactive gambling had contributed to their gambling problems (Table 4.15).

The figures in Table 4.15 are based on a relatively small number of respondents so the percentages should be interpreted with caution. Due to the low number of respondents in some cells, inferential statistics were not run on these data.

Table 4.15: Influence of interactive gambling on problem gambling amongst moderate risk and problem interactive gamblers

Question	Response	N	N (%)
Did any problems experienced from gambling emerge before or after first gambling online			
	Before	38	53.52
	After	33	46.48
(If before) How much do you agree or disagree that online gambling has exacerbated any gambling problems			
	Strongly agree	5	13.15
	Agree	3	7.89
	Neither agree nor disagree	10	26.32
	Disagree	10	26.32
	Strongly disagree	10	26.32
(If after) How much do you agree or disagree that online gambling has contributed to any gambling problems			
	Strongly agree	10	30.30
	Agree	19	57.58
	Neither agree nor disagree	1	3.03
	Disagree	2	6.06
	Strongly disagree	1	3.03

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 98, although there were missing data for each question.

Source: F3, F4 and F5.

4.8 GAMBLING HELP-SEEKING BEHAVIOUR AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

All 153 moderate risk and problem gamblers were asked about their help-seeking behaviour in relation to gambling problems. The figures in Table 4.16 are based on a relatively small number of respondents so the percentages should be interpreted with caution. Due to the low number of respondents in some cells, inferential statistics were not run on these data except for the first question.

Of the gamblers who were classified as moderate risk or problem gamblers, the majority reported they had not thought about seeking help for their gambling problems. Only 15.38% and 25.89% of non-interactive and interactive gamblers respectively had considered seeking help. However, approximately 60% of both interactive and non-interactive moderate risk or problem gamblers reported that they had sought help through at least one of the forms of help listed in a following question in the survey. The apparent contradiction in these results may be because respondents interpreted the first question to mean only professional types of help, such as counselling, whereas the follow-up question about types of help used

included non-professional help such as self-help, self-exclusion from land-based gambling venues or outlets, and help from family and friends.

Of those who had sought help, more than half of both interactive and non-interactive gamblers had attempted self-help strategies, with the next most common form of help-seeking being family and friends for interactive gamblers (18.42%). Self-exclusion from land-based gambling venues was also relatively popular (30.00% of non-interactive gamblers and 15.79% of interactive gamblers).

When asked where they would prefer to seek help in the future, a face-to-face service was the preferred location for help for 69.23% of non-interactive gamblers compared to 36.79% of interactive gamblers; a significant difference. The next most popular option was a telephone service. A minority (21.70% of interactive and 15.39% of non-interactive gamblers) said that they would not seek help from a professional service.

Table 4.16: Help-seeking behaviour amongst moderate risk and problem interactive and non-interactive gamblers (weighted N = 153)

Question	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Have you ever thought that you needed help in relation to your gambling?				
No	83	74.11	33	84.62
Yes	29	25.89	6	15.38
$\chi^2 (1, N = 151) = 1.79, p = 0.180$				
Have you ever sought help in relation to your gambling?				
No	41	35.96	15	38.46
Yes	73	64.04	24	61.54
$\chi^2 (1, N = 153) = 0.08, p = 0.780$				
Where have you sought help in relation to your gambling? (Multiple response)				
Face-to-face from a specialist gambling counsellor	0	0.00	4	10.26
Face-to-face from a non-gambling specialist professional	3	2.63	4	10.00
From a gambling helpline	1	0.88	3	7.69
From online or email gambling counselling	0	0.00	0	0.00
From a residential treatment program	1	0.88	0	0.00
From a face-to-face support group	4	3.51	1	2.56
From an online support group or discussion board	0	0.00	3	7.69
From family or friends	21	18.42	0	0.00
By excluding yourself from a land-based gambling venue or outlet	18	15.79	12	30.00
By excluding yourself from a gambling website or online gambling operator	6	5.31	2	5.13
Through self-help strategies	65	57.52	22	55.00
Other sources	2	1.75	1	2.56
From where would you seek help in the future in relation to your gambling problems?				
A face-to-face service	39	36.79	27	69.23*
An online service	13	12.26	1	2.56
A telephone service	27	25.47	5	12.82
Somewhere else	4	3.78	0	0.00
Would not seek help from a professional service	23	21.70	6	15.39
$\chi^2 (3, N = 145) = 13.48, p = 0.009, \Phi = 0.31$				

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 153. In some cases, the total N is different due to rounding or refused responses.

Source: F6, F7, F8 and F10.

4.9 PERCEIVED BENEFIT AND HARM FROM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Amongst all non-interactive gamblers, 46.94% believed that the harm from gambling far outweighs the benefits compared to 33.27% of all interactive gamblers, while 8.00% of all interactive gamblers believed that the benefits somewhat outweigh the harm, compared to 3.11% of all non-interactive gamblers. Both of these differences were statistically significant. However, more than two-thirds of each group believed that the harms from gambling outweigh the benefits, $\chi^2(4, N = 1,924) = 51.18, p < 0.001, \Phi = 0.16$ (Table 4.17).

Table 4.17: Perceived benefit and harm of gambling to society for interactive and non-interactive gamblers (N = 1,924)

Perceived benefit and harm of gambling	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
The harm far outweighs the benefits	341	33.27	422	46.94*
The harm somewhat outweighs the benefits	357	34.83	277	30.81
The benefits are about equal to the harm	207	20.20	152	16.91
The benefits somewhat outweigh the harm	82	8.00*	28	3.11
The benefits far outweigh the harm	38	3.70	20	2.23
$\chi^2(4, N = 1,924) = 51.18, p < 0.001, \Phi = 0.16$				

Note: Weighted by product of design and post-stratification weights. The weights were normed so that total N = 1,980. The total N is different due to rounding and refused responses.

Source: 11.

4.10 SUBSTANCE USE AND MENTAL HEALTH OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

The survey included a number of questions related to health and substance use (Table 4.18), which were asked of 1,980 respondents.

About 80% of both the interactive gambler and non-interactive gambler groups consumed alcohol at least monthly. More than half of both groups drank alcohol at least weekly, although interactive gamblers drank alcohol more often than non-interactive gamblers. A significantly higher proportion of non-interactive gamblers were non-smokers, while a significantly higher proportion of interactive gamblers smoked daily (22.3% of interactive gamblers compared to 13.2% of non-interactive gamblers). In terms of illegal drug use, 14.3% of interactive gamblers reported use in the last 12 months compared to 7.9% of non-interactive gamblers.

The Kessler 6 scale was used to test for psychological distress. Using the scoring shown in the note for Table 4.18, there was no significant difference between the groups in terms of the proportion identified as having high psychological distress. However, those in the interactive gambling group ($M = 3.25, SD = 4.04$) did have significantly higher scores on the

Kessler 6 compared to non-interactive gamblers ($M = 2.87$, $SD = 3.37$), indicating that interactive gamblers may have a higher level of psychological distress compared to non-interactive gamblers, $t(1968.8) = 2.27$, $p = 0.023$, $d = 0.10$.

Table 4.18: Substance use and mental health comparison between interactive and non-interactive gamblers (weighted N = 1,980)

Substance use and mental health measure	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Past year alcohol use				
4 to 6 days per week or more	199	19.02	173	18.54
2 to 3 days per week	282	26.96*	202	21.65
Once a week	191	18.26*	126	13.51
2 to 3 days per month	109	10.42	141	15.11*
Once a month	80	7.65	95	10.18*
Less than once a month	95	9.08	91	9.75
Never in the last 12 months	55	5.26	71	7.61*
Never in lifetime	35	3.35	34	3.65
$\chi^2(7, N = 1,979) = 29.53, p < 0.001, \Phi = 0.12$				
Past year tobacco use				
Daily	234	22.35*	123	13.18
Several days per week	23	2.20	12	1.29
Several days per month	22	2.10	25	2.68
Once a month or less	42	4.01*	20	2.14
Only a few days all year	44	4.20	60	6.43*
Never	682	65.14	693	74.28*
$\chi^2(5, N = 1,980) = 42.09, p < 0.001, \Phi = 0.15$				
Past year drug use				
4 to 6 days per week or more	19	1.82	9	0.96
2 to 3 days per week	4	0.39	13	1.40*
Once a week	5	0.48	1	0.11
2 to 3 days per month	15	1.44	6	0.64
Once a month	19	1.82	14	1.50
Less than once a month	86	8.25*	31	3.32
Never in the last 12 months	261	25.05	246	26.37
Never in lifetime	633	60.75	613	65.70*
$\chi^2(7, N = 1,975) = 36.33, p < 0.001, \Phi = 0.14$				
Mental health (Kessler 6)				
High psychological distress (13+)	36	3.44	20	2.14
$\chi^2(1, N = 1,980) = 3.01, p = 0.083$				

Note: Weighted by product of design and post-stratification weights. The weights were re-normed so that total N = 1,980. In some cases, the total N is different due to rounding or refused responses. Kessler 6 responses were coded as 0-4 and were summed. Scores of 13 or higher were considered to indicate high psychological distress.

Source: G2, G1, G3 and a combination of G8, G9, G10, G11, G12 and G13.

The same 1,980 gamblers were then asked about their alcohol and tobacco use while gambling, both online and in land-based venues. As shown in Table 4.19, 65.14% of interactive gamblers reported never smoking. Similarly, Table 4.19 shows 90.06% of interactive gamblers reported never smoking while gambling online and 85.20% reported never smoking while engaging in non-interactive gambling, potentially suggesting that the ability to smoke while gambling online is not necessarily a major factor that drives interactive gambling.

A significantly higher proportion of interactive gamblers reported drinking and smoking at least sometimes while engaging in non-interactive gambling compared to non-interactive gamblers. Furthermore, a higher proportion of interactive gamblers reported drinking or smoking whilst engaging in non-interactive gambling compared to interactive gambling.

Table 4.19: Frequency of using alcohol and tobacco while engaging in interactive and non-interactive gambling in the last 12 months (weighted N = 1,980)

Substance use measure	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Frequency of alcohol use while interactive gambling				
Never	815	77.99		
Sometimes	170	16.27	N/A	N/A
Most of the time	35	3.35		
Almost always	25	2.39		
Frequency of alcohol use while non-interactive gambling				
Never	53	51.10	709	76.24*
Sometimes	314	30.05*	151	16.24
Most of the time	120	11.48*	18	1.93
Almost always	77	7.37	52	5.59
$\chi^2 (3, N = 1,975) = 155.84, p < 0.001, \Phi = 0.28$				
Frequency of tobacco use while interactive gambling				
Never	942	90.06		
Sometimes	49	4.68	N/A	N/A
Most of the time	17	1.63		
Almost always	38	3.63		
Frequency of tobacco use while non-interactive gambling				
Never	892	85.20	874	93.98*
Sometimes	75	7.16*	43	4.62
Most of the time	32	3.06*	3	0.32
Almost always	48	4.58*	10	1.08
$\chi^2 (3, N = 1,977) = 51.04 p < 0.001, \Phi = 0.16$				

Note: Weighted by product of design and post-stratification weights. The weights were re-normed so that total N = 1,980. In some cases, the total N is different due to rounding or refused responses.

Source: G4, G5, G6 and G7.

4.11 CHARACTERISTICS STATISTICALLY DIFFERENTIATING INTERACTIVE GAMBLERS FROM NON-INTERACTIVE GAMBLERS

The previous bivariate analyses presented in this chapter do not control for other factors, so multivariate analyses were conducted in order to determine which factors uniquely differentiate interactive and non-interactive gamblers.

Logistic regression was used to model the relationships of measured and calculated variables with interactive or non-interactive gambling as the response variable. Demographic variables and other variables of known importance for the analysis of interactive gambling were entered into the equation simultaneously.

Due to low numbers in certain categories, the following variables were recoded:

- Education – all respondents with less than year 10 education were grouped together.
- Employment status – was recoded into ‘full time’, ‘part time’, ‘self employed’, ‘retired’ and ‘other’, where other includes unemployed, full-time students, full-time home duties, sick or disability pension and other.
- Country of birth – was recoded into ‘Australia’ or ‘other’.
- Language spoken at home – was recoded into ‘English only’ or ‘Other’.
- Indigenous status – was recoded into ‘Non-Indigenous’ and ‘Indigenous’.
- Tobacco use, alcohol use and illicit drug use – each was recoded into ‘Not in the last 12 months’ and ‘At least once in the last 12 months’.
- Home and work internet access – each was recoded into ‘No’ and ‘Yes’.

Categorical variables were coded with the following reference groups:

- Gender (male).
- Marital status (married).
- Living arrangements (single person).
- Education (postgraduate).
- Employment (full time).
- Country of birth (not Australia).
- Language at home (not English).
- Indigenous status (non-Indigenous).
- Tobacco, alcohol and illicit drug use (never for each).
- Home and work internet access (no).
- State of residence (NSW).

In addition to the predictors above, the following predictors were used: PGSI score, age (in years), psychological distress (Kessler 6, treated as continuous) and number of types of gambling activities engaged in, gambling expenditure (in thousands of dollars per year) and perceived harms (continuous scale, where higher scores represent more perceived benefits to society).

The model was initially tested for tolerance through a linear regression. Tolerance for two of the living arrangement dummy variables was considered to be low (0.117 and 0.153) but these were retained as no other meaningful collapse of living arrangement was possible and because significant differences were found between interactive and non-interactive gamblers based on living arrangements. However, the same model was run without living arrangement and education and the same predictors were significant, with the exception of one of the State dummy variables now being a significant predictor (Tasmania).

Overall, the model correctly categorised 72.48% of interactive and non-interactive gamblers and was significant, $\chi^2(40, N = 745) = 237.53, p < 0.001$. Furthermore, the model predicted both categories with approximately the same success, correctly predicting 73.26% of interactive gamblers and 71.70% of non-interactive gamblers. The dependent variable was coded as 0 'non-interactive gambler' and 1 'interactive gambler', such that odds ratios (ORs) higher than 1 indicate that those with higher levels of that independent variable are more likely to be interactive gamblers.

As can be seen from Table 4.20, the variables that significantly predicted interactive gambling were: being male (OR = 0.45, $p < 0.001$), being younger (OR = 0.973, $p = 0.002$), having home Internet access (OR = 0.20, $p = 0.001$), participating in more forms of gambling (OR = 0.70, $p < 0.001$) and losing more money per year on gambling (OR = 0.64, $p < 0.035$).

Table 4.20: Logistic regression of characteristics differentiating Australian interactive gamblers from non-interactive gamblers

Predictor	b	Std Error b	Wald	p	Odds ratio	95% CI Lower	95% CI Upper
PGSI score	-0.08	0.07	1.35	0.246	0.93	0.81	1.06
Gender (ref female)	-0.80	0.20	16.42	<0.001	0.45	0.31	0.66
Age (in years)	0.03	0.01	9.31	0.002	1.03	1.01	1.05
Marital status (ref married)							
Living with partner/de facto	0.01	0.32	0.00	0.977	1.01	0.54	1.88
Widowed	0.38	0.67	0.31	0.577	1.46	0.39	5.46
Divorced or separated	0.48	0.55	0.78	0.378	1.62	0.56	4.71
Never married	0.49	0.48	1.02	0.314	1.63	0.63	4.18
Living arrangement (ref single person)							
One parent family with children	-0.62	0.48	1.67	0.196	0.54	0.21	1.37
Couple with children	0.61	0.52	1.37	0.242	1.84	0.66	5.07
Couple with no children	-0.02	0.54	0.00	0.975	0.98	0.34	2.84
Group household	-0.52	0.55	0.89	0.345	0.60	0.20	1.74
Other	-0.14	0.91	0.02	0.881	0.87	0.15	5.22
Education achievement (ref postgraduate)							
Undergraduate/college	-0.31	0.32	0.97	0.325	0.73	0.39	1.36
Trade, tech certificate, diploma	0.30	0.32	0.87	0.352	1.34	0.72	2.51
Year 12 or equivalent	-0.25	0.33	0.56	0.454	0.78	0.41	1.50
Year 10 or equivalent	0.32	0.35	0.83	0.362	1.37	0.69	2.72
Less than year 10	0.53	0.81	0.43	0.510	1.71	0.35	8.34
Work status (ref full time)							
Part time	0.12	0.24	0.23	0.632	1.12	0.70	1.81
Self employed	-0.16	0.31	0.27	0.604	0.85	0.47	1.56
Retired	0.60	0.40	2.25	0.134	1.83	0.83	4.01
Other	0.20	0.40	0.24	0.625	1.22	0.56	2.66
Country of birth (ref not Australia)	0.05	0.23	0.05	0.830	1.05	0.67	1.65
Language at home (ref not English)	-0.27	0.31	0.77	0.381	0.77	0.42	1.39
Indigenous status (ref non-ATSI)	0.46	0.71	0.42	0.515	1.59	0.40	6.35
Tobacco use (ref none)	-0.02	0.23	0.01	0.938	0.98	0.63	1.53
Alcohol use (ref none)	-0.24	0.31	0.61	0.436	0.79	0.43	1.43
Illicit drug use (ref none)	0.02	0.40	0.00	0.952	1.03	0.47	2.24
Home Internet access (ref no)	-1.61	0.48	11.39	0.001	0.20	0.08	0.51
Work internet access (ref no)	0.20	0.27	0.58	0.448	1.22	0.73	2.06
Psychological distress (Kessler 6)	-0.01	0.03	0.03	0.866	1.00	0.94	1.05
No. gambling forms last 12 mths	-0.36	0.06	32.53	<0.001	0.70	0.61	0.79
Gambling expenditure (\$000's)	-0.45	0.22	4.42	0.035	0.64	0.42	0.97
State (reference NSW)							
ACT	0.59	0.98	0.36	0.551	1.80	0.26	12.26
Victoria	-0.43	0.23	3.34	0.068	0.65	0.41	1.03
Queensland	0.08	0.25	0.11	0.739	1.09	0.66	1.79
South Australia	0.42	0.37	1.26	0.262	1.52	0.73	3.16
Western Australia	0.40	0.33	1.43	0.231	1.49	0.78	2.84
Tasmania	1.29	0.72	3.22	0.073	3.63	0.89	14.80
Northern Territory	0.11	1.06	0.01	0.916	1.12	0.14	8.85
Perceived harms of gambling	-0.07	0.09	0.72	0.395	0.93	0.79	1.10

*Significant predictors are shown in bold.

4.12 CHARACTERISTICS STATISTICALLY PREDICTING LEVEL OF PROBLEM GAMBLING SEVERITY AMONGST INTERACTIVE GAMBLERS

A similar model to the one used above was run to determine which characteristics predict higher levels of problem gambling severity amongst interactive gamblers. The dependent variable in this case was problem gambling severity, treated as a continuous variable. Due to the extreme non-normal distribution of PGSI scores, a Poisson regression was run instead of a linear regression. Some independent variables were excluded from this analysis due to issues with the assumptions for the analysis.

As shown in Table 4.21, the variables that significantly predicted greater problem gambling severity amongst interactive gamblers were: being male, speaking a language other than English at home, using illicit drugs in the last 12 months, having a higher level of psychological distress, playing more forms of gambling, and spending (losing) more per year on gambling.

The model suggests that males had PGSI scores 177% higher than females, English speakers had PGSI scores about 65% of those of non-English speakers and illicit drug users had scores about 117% higher than those of non-illicit drug users. For every unit increase in Kessler 6, PGSI scores were predicted to increase by approximately 8%. Every extra form of gambling engaged in predicted an increase in PGSI scores of 19%, while those who make \$1,000 in winnings predicted PGSI scores that are 73% of those of people who break even.

The analysis reported in Table 4.21 was run without data weights applied. When weights were applied, the same predictors were significant in the same direction, with the addition of age (younger respondents were more likely to have higher scores on the PGSI) and the views of the benefits and harms of gambling (those who believe the harms outweigh the benefits are more likely to have higher scores in the PGSI).

Table 4.21: Poisson regression of characteristics predicting higher problem gambling in interactive gamblers (N = 374)

Poisson	b	Std. Error b	95% CI Lower	95% CI Upper	Wald	p
Gender (ref female)	1.02	0.16	0.70	1.34	39.62	<0.001
Country of birth (ref not Australia)	0.20	0.15	-0.10	0.49	1.64	0.200
Language at home (ref not English)	-0.43	0.14	-0.70	-0.15	9.39	0.002
ATSI Status (ref non-ATSI)	0.51	0.28	-0.04	1.05	3.33	0.068
Tobacco use (ref none)	0.01	0.13	-0.25	0.26	0.01	0.944
Alcohol use (ref none)	-0.36	0.20	-0.75	0.04	3.17	0.075
Illicit drug use (ref none)	0.78	0.16	0.47	1.08	24.94	<0.001
Home internet access (ref no)	0.50	0.39	-0.27	1.28	1.63	0.201
Work internet access (ref no)	-0.18	0.13	-0.43	0.07	1.93	0.165
Age (in years)	-0.01	0.00	-0.01	0.00	1.09	0.297
Psychological Distress (Kessler 6)	0.08	0.01	0.06	0.11	49.10	<0.001
No. gambling forms last 12 mths	0.18	0.03	0.12	0.23	37.45	<0.001
Gambling expenditure (\$000's)	-0.31	0.07	-0.45	-0.17	19.02	<0.001
Views about benefits or harms of gambling	-0.08	0.06	-0.19	0.03	2.03	0.154

*Significant predictors are shown in bold.

4.13 CHAPTER SUMMARY

This chapter has analysed the results of the National Telephone Survey of a representative sample of 15,006 Australian adults, with 2,010 gamblers from this sample retained to complete the full survey. All interactive gamblers (N = 849) were retained to complete the full survey, as well as 1,161 randomly selected non-interactive gamblers. Appropriate weighting was used to make the sample as representative as possible of the Australian adult population.

After data-weighting, the past-year adult prevalence of participation in gambling in Australia in 2010/2011 was 64.26%. The estimated proportion of non-problem gamblers in the adult population was 52.29% (or 81.40% of all gamblers), while the estimated percentage of problem gamblers in the adult population was 0.61%, or 0.95% of all gamblers. The past-year adult prevalence rate of interactive gambling in Australia in 2010/2011 was 8.06%. The estimated percentage of non-interactive gamblers in the population was 56.16%. The most popular forms of gambling were lottery products (43%), instant scratch tickets (32%) and race betting (22%).

Compared to non-interactive gamblers, interactive gamblers were more likely to be male, younger, have Internet access at home, participate in more forms of gambling and lose more money gambling. These were all statistically significant predictors of interactive gambling when controlling for other variables. Interactive gamblers also appeared to gamble more frequently than non-interactive gamblers, and were more likely to engage in

each type of gambling, with the exception of instant scratch tickets and lottery tickets. Most interactive gamblers commenced this activity since 2009 and preferred to gamble online using a computer from home. Just over half of interactive gamblers reported preferring this mode of access and a notable minority reported disruptive consequences related to interactive gambling, including spending more money, sleep and eating disruptions.

Interactive gamblers had higher problem gambling severity scores on average, than non-interactive gamblers, and were significantly more likely to be at low or moderate risk or possible problem gamblers. Both interactive and non-interactive gamblers were most likely to attribute their problems to EGMs and land-based modes of gambling. Just over half of interactive moderate risk and problem gamblers reported experiencing gambling problems before they ever gambled online; however, the relatively small number of participants in this category means that caution is necessary in interpreting these results. The majority of moderate risk and problem gamblers reported having sought help when self-help options were included, although only a minority reported having sought formal treatment.

Interactive gamblers were more likely to report some benefits of gambling. Interactive gamblers reported greater alcohol, tobacco and illicit drug use than non-interactive gamblers as well as higher rates of psychological distress. When controlling for other variables, characteristics predicting higher problem gambling scores among interactive gamblers included being male, speaking a language other than English at home, illicit drug use, higher psychological distress, greater number of gambling activities, and greater gambling expenditure.

The next chapter, Chapter Five, presents the results of the National Online Survey.

CHAPTER FIVE

RESULTS FROM THE NATIONAL ONLINE SURVEY

5.1 INTRODUCTION

As detailed in Chapter Three, a National Online Survey was conducted during 2012-13 to capture a large sample of interactive gamblers so that their characteristics might be identified and explored in detail. Participants were recruited through advertising on numerous websites and 4,594 usable responses were obtained. Interactive gamblers were defined as those who had gambled on at least one of the surveyed activities using the Internet within the last 12 months, while non-interactive gamblers were defined as respondents who had gambled within the last 12 months, but not online. Of the 4,594 eligible respondents, 3,239 (70.5%) were interactive gamblers and 1,355 (29.5%) were non-interactive gamblers. No non-gamblers were surveyed. The majority of the sample was male (77.8%), with a mean age of 42.1 years ($SD = 14.7$).

Data weighting was used to make the National Online Survey responses more representative of the Australian adult population of gamblers. Given that the National Telephone Survey was weighted in such a way that the results were as nationally representative as possible, it was possible to weight the data from the online survey to be comparable to the telephone survey and, by extension, the population of gamblers. Chapter Three explains the weighting procedures.

All weighted data in this chapter have been adjusted (normed) so that the weighted N for an analysis is equal to the number of respondents who answered the question. While a large number of interactive gamblers were recruited, the number of interactive gamblers is substantially reduced in any analysis comparing interactive and non-interactive gamblers to maintain both the representative proportion of interactive and non-interactive gamblers and the overall N for the sample. This also means that there are inconsistent Ns within the chapter. It is therefore important to focus on the percentages, rather than the Ns.

This chapter details the results of this National Online Survey. The results are presented under the following broad categories:

- Prevalence of gambling and problem gambling amongst gamblers in the weighted online survey;
- Demographic comparisons of interactive and non-interactive gamblers;
- Gambling behaviour of interactive and non-interactive gamblers;
- Non-monetary social casino game play on the Internet amongst interactive and non-interactive gamblers;

- Interactive gambling behaviour;
- Problem gambling in interactive and non-interactive gamblers;
- Gambling help-seeking behaviour amongst interactive and non-interactive gamblers;
- Substance use, mental health and harms from gambling amongst interactive and non-interactive gamblers;
- Attitudes to gambling and gambling fallacies amongst interactive and non-interactive gamblers;
- Characteristics statistically differentiating interactive gamblers from non-interactive gamblers;
- Characteristics statistically predicting level of problem gambling severity amongst interactive gamblers; and
- Characteristics statistically differentiating interactive moderate risk and problem gamblers from non-interactive moderate risk and problem gamblers.

5.2 PREVALENCE OF GAMBLING AMONGST GAMBLERS IN THE WEIGHTED NATIONAL ONLINE SURVEY SAMPLE

This section summarises prevalence rates for gambling participation amongst the weighted national online survey sample.

Over the entire sample, the most prevalent form of gambling was buying lottery, lotto or pools tickets (77.4%) followed by gambling on electronic gaming machines (55.6%) (Table 5.1). Note that these figures are amongst gamblers only, as no non-gamblers were surveyed in the online survey, and are thus different to those in the National Telephone Survey.

Table 5.1: Past year prevalence of different forms of gambling amongst Australian gamblers in 2012/3 (weighted N = 4,594)

Gambling form	Weighted % of sample
Lottery, lotto or pools tickets	77.4
Electronic gaming machines	55.6
Instant scratch tickets	49.1
Horse or dog race betting	38.0
Sports betting	31.1
Keno	24.7
Casino table games	18.9
Poker	9.7
Bingo	7.3
Betting on games of skill	3.9

Source: GB1a, GB2a, GB3a, GB4a, GB5a, GB6a, GB7a, GB8a, GB9a and GB10a.

5.3 DEMOGRAPHIC COMPARISONS OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

The mean age of the interactive gamblers was 40.7 years (SD = 14.5), which was significantly lower than the mean for non-interactive gamblers (44.7 years, SD = 18.1), $t(846.16) = 5.92$, $p < 0.001$, $d = 0.41$.

As shown in Table 5.2, a significantly higher proportion of interactive gamblers were male, employed full-time, self-employed or of 'other' employment status, in more manual forms of work, had household incomes of between \$90,000 and \$120,000 per year, were born in Australia, spoke only English at home, resided in Victoria, lived as a couple with children and were more likely to consider themselves to be semi-professional or fully professional gamblers, compared to non-interactive gamblers.

In contrast, non-interactive gamblers were more likely to be female, divorced or separated, employed part-time or casually or to be a full-time student, work as a community/personal service worker or as a clerical/administrative worker, have been born outside of Australia, speak a language other than English at home, live in NSW, South Australia or the ACT, be in a couple with no children or be a one parent family, compared to interactive gamblers (Table 5.2).

Table 5.2: Demographic comparison of interactive and non-interactive gamblers

Demographic factor	Levels	Interactive gamblers		Non-interactive gamblers	
		N	%	N	%
Gender	Male	438	76.6*	1,849	46.0
	Female	134	23.4	2,173	54.0*
$\chi^2(1, N = 4,594) = 187.58, p < 0.001, \Phi = 0.20$					
Age group	18 to 19 years	22	3.8	250	6.2*
	20 to 24 years	37	6.5	494	12.3*
	25 to 29 years	94	16.4*	311	7.7
	30 to 34 years	76	13.3*	227	5.6
	35 to 39 years	80	14.0*	349	8.7
	40 to 44 years	65	11.4	388	9.6
	45 to 49 years	44	7.7	402	10.0
	50 to 54 years	43	7.5	387	9.6
	55 to 59 years	34	5.9	355	8.8*
	60 to 64 years	26	4.5	266	6.6
	65 or more years old	51	8.9	593	14.7*
$\chi^2(10, N = 4,594) = 148.88, p < 0.001, \Phi = 0.18$					

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: D1, D2.

Table 5.2: Demographic comparison of interactive and non-interactive gamblers (cont'd)

Demographic factor	Levels	Interactive gamblers		Non-interactive gamblers	
		N	%	N	%
Marital status	Married	308	53.9	2,010	50.0
	Living with partner/de facto	96	16.8	570	14.2
	Widowed	6	1.1	71	1.8
	Divorced or separated	25	4.4	332	8.3*
	Never married	136	23.8	1,040	25.9
$\chi^2 (4, N = 4,594) = 15.97, p = 0.003, \Phi = 0.06$					
Highest level of education	Postgraduate Degree	82	14.3	591	14.7
	University/college	171	29.9	973	24.2
	Apprenticeship, technical certificate, diploma	130	22.7	971	24.1
	Year 12 or equivalent	128	22.4	996	24.8
	Less than year 12	61	10.7	492	12.2
$\chi^2 (4, N = 4,595) = 9.19, p = 0.056$					
Work status	Full-time employment	323	56.4*	1,832	45.6
	Part-time or casual employment	60	10.5	605	15.0*
	Self employed	49	8.6*	196	4.9
	Unemployed and looking for work	16	2.8	103	2.6
	Full-time student	43	7.5	600	14.9*
	Full-time home duties	8	1.4	111	2.8
	Retired	50	8.7	448	11.1
	Sick or disability pension	10	1.7	86	2.1
	Other	14	2.4*	40	1.0
	$\chi^2 (8, N = 4,594) = 67.90, p < 0.001, \Phi = 0.12$				
Occupation	Manager	110	21.8	622	20.5
	Professional	170	33.7	966	31.8
	Technician or trade worker	50	9.9	260	8.6
	Community or personal service worker	14	2.8	211	7.0*
	Clerical or administrative worker	43	8.5	401	13.2*
	Sales worker	26	5.1	176	5.8
	Machinery operator and driver	23	4.6*	66	2.2
	Labourer	20	4.0*	59	1.9
	Other	49	9.7	273	9.0
$\chi^2 (8, N = 3,539) = 39.39, p < 0.001, \Phi = 0.11$					

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: D7, D9, D10, D11.

Table 5.2: Demographic comparison of interactive and non-interactive gamblers (cont'd)

Demographic factor	Levels	Interactive gamblers		Non-interactive gamblers	
		N	%	N	%
Household income	\$0 to \$9,999	10	1.8	176	4.8*
	\$10,000 to \$19,999	22	4.0	193	5.2
	\$20,000 to \$29,999	17	3.1	178	4.8
	\$30,000 to \$39,999	26	4.8	223	6.0
	\$40,000 to \$49,999	31	5.7	205	5.5
	\$50,000 to \$59,999	31	5.7	209	5.7
	\$60,000 to \$69,999	38	7.0	233	6.3
	\$70,000 to \$79,999	39	7.1	367	9.9*
	\$80,000 to \$89,999	47	8.6	277	7.5
	\$90,000 to \$99,999	38	7.0*	179	4.8
	\$100,000 to \$109,999	48	8.8*	223	6.0
	\$110,000 to \$119,999	27	4.9*	98	2.7
	\$120,000 to \$129,999	22	4.0	161	4.4
	\$130,000 to \$139,999	19	3.5	181	4.9
	\$140,000 to \$149,999	16	2.9	132	3.6
	\$150,000 or more	115	21.1	660	17.9
$\chi^2 (15, N = 4,241) = 43.62, p < 0.001, \Phi = 0.10$					
Country of birth	Australia	491	85.8*	3,194	79.4
	Other	81	14.2	828	20.6*
$\chi^2 (1, N = 4,594) = 13.03, p < 0.001, \Phi = 0.05$					
English spoken at home	Yes	534	93.4*	3,557	88.4
	No	38	6.6	466	11.6*
$\chi^2 (1, N = 4,595) = 12.52, p < 0.001, \Phi = 0.05$					
State of residence	Western Australia	6	1.0	60	1.5
	New South Wales	162	28.3	1,338	33.3*
	Victoria	182	31.8*	906	22.5
	Queensland	124	21.7	757	18.8
	South Australia	33	5.8	345	8.6*
	Australian Capital Territory	49	8.6	481	12.0*
	Tasmania	13	2.3	94	2.3
	Northern Territory	3	0.5	42	1.0
$\chi^2 (7, N = 4,595) = 36.02, p < 0.001, \Phi = 0.09$					
Metro or rural	Major metropolitan city	336	58.7	2,467	61.3
	Major regional city	112	19.6	732	18.2
	Rural town/location	115	20.1	744	18.5
	Remote town/location	9	1.6	79	2.0
$\chi^2 (3, N = 4,594) = 2.16, p = 0.539$					

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: D12, D15, D16, D3, D4.

Table 5.2: Demographic comparison of interactive and non-interactive gamblers (cont'd)

Demographic factor	Levels	Interactive gamblers		Non-interactive gamblers	
		N	%	N	%
Living arrangement	Single person	57	10.0	414	10.3
	One parent family with children	16	2.8	226	5.6*
	Couple with children	375	65.8*	2,239	55.7
	Couple with no children	76	13.3	796	19.8*
	Group household	35	6.1	239	5.9
	Other	11	1.9	108	2.7
$\chi^2 (5, N = 4,592) = 28.61, p < 0.001, \Phi = 0.08$					
ATSI origin	No	564	97.7	3,921	98.8
	Yes, Aboriginal	13	2.3	45	1.1
	Yes, Torres Strait Islander	0	0.0	1	<0.1
$\chi^2 (2, N = 4,544) = 5.15, p = 0.076$					
Mobile or landline at home	Mobile phone only	118	20.6	701	17.4
	Landline only	15	2.6	88	2.2
	Both mobile phone and landline	439	76.7	3,234	80.4
$\chi^2 (2, N = 4,595) = 4.14, p = 0.126$					
Consider myself professional gambler	Professional gambler	12	2.1*	1	<0.1
	Semi-professional gambler	40	7.0*	17	0.4
	Amateur gambler	520	90.9	4,005	99.6*
$\chi^2 (2, N = 4,595) = 254.16, p < 0.001, \Phi = 0.24$					

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: D8, D17, D18, GB13.

5.4 GAMBLING BEHAVIOUR OF INTERACTIVE AND NON-INTERACTIVE GAMBLERS

This section compares the gambling behaviour of interactive and non-interactive gamblers in terms of gambling participation, frequency and expenditure.

5.4.1 GAMBLING PARTICIPATION AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

A significantly higher proportion of interactive gamblers engaged in sports betting, horse or dog race betting, casino table games, keno, poker and betting on games of skill compared to non-interactive gamblers, while a significantly higher proportion of non-interactive gamblers bet on electronic gaming machines or bingo compared to interactive gamblers (Table 5.3).

Furthermore, interactive gamblers engaged in significantly more forms of gambling, with interactive gamblers betting on 4.18 ($SD = 1.82$) of the ten forms of gambling surveyed,

compared to 3.01 ($SD = 1.62$) for non-interactive gamblers, $t(706.21) = 14.64$, $p < 0.001$, $d = 1.10$.

Table 5.3: Past year participation in different forms of gambling for interactive and non-interactive gamblers (N = 4,594)

Gambling form	Interactive Gamblers		Non-Interactive Gamblers		Test statistic
	N	%	N	%	
Instant scratch tickets	266	46.5	1,987	49.4	$\chi^2(1, N = 4,594) = 1.69$, $p = 0.194$
Lottery, lotto or pools tickets	444	77.3	3,110	77.6	$\chi^2(1, N = 4,594) = 0.025$, $p = 0.874$
Sports betting	434	75.9*	995	24.7	$\chi^2(1, N = 4,594) = 611.03$, $p < 0.001$, $\Phi = 0.37$
Horse or dog race betting	435	76.0*	1,309	32.5	$\chi^2(1, N = 4,594) = 402.42$, $p < 0.001$, $\Phi = 0.30$
Bingo	22	3.8	315	7.8*	$\chi^2(1, N = 4,594) = 11.70$, $p < 0.001$, $\Phi = 0.05$
Keno	176	30.8*	957	23.8	$\chi^2(1, N = 4,594) = 13.14$, $p < 0.001$, $\Phi = 0.05$
Poker	118	20.6*	330	8.2	$\chi^2(1, N = 4,595) = 87.89$, $p < 0.001$, $\Phi = 0.14$
Casino table games	177	30.9*	690	17.2	$\chi^2(1, N = 4,595) = 62.24$, $p < 0.001$, $\Phi = 0.12$
Betting on games of skill	34	5.9*	143	3.6	$\chi^2(1, N = 4,594) = 7.71$, $p = 0.005$, $\Phi = 0.04$
Electronic gaming machines	286	50.0	2,267	56.4*	$\chi^2(1, N = 4,595) = 8.18$, $p = 0.004$, $\Phi = 0.04$

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: GB1a, GB2a, GB3a, GB4a, GB5a, GB6a, GB7a, GB8a, GB9a and GB10a.

5.4.2 GAMBLING FREQUENCY AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Of those who reported taking part in each form of gambling, interactive gamblers engaged in the following activities more frequently than non-interactive gamblers: sports betting, horse or dog race betting and poker, with some evidence also for lottery, lotto or pools tickets, casino table games and electronic gaming machines. There was some evidence to suggest that non-interactive gamblers engaged in buying instant scratch tickets more frequently than interactive gamblers (Table 5.4).

Table 5.4: Frequency of gambling on each form amongst interactive and non-interactive gamblers

Gambling form	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Instant scratch tickets				
Less than once a month	207	71.4	1,592	73.5
Once a month	40	13.8*	176	8.1
2-3 times a month	21	7.2	178	8.2
Once a week	13	4.5	177	8.2*
2-3 times a week	7	2.4	31	1.4
4 or more times a week	2	0.7	11	0.5
$\chi^2 (5, N = 2,455) = 16.05, p = 0.007, \Phi = 0.08$				
Lottery, lotto or pools tickets				
Less than once a month	173	36.3	1,481	44.5*
Once a month	66	13.9	405	12.2
2-3 times a month	49	10.3	289	8.7
Once a week	89	18.7	728	21.9
2-3 times a week	30	6.3	158	4.7
4 or more times a week	69	14.5*	268	8.1
$\chi^2 (5, N = 3,804) = 32.07, p < 0.001, \Phi = 0.09$				
Sports betting				
Less than once a month	185	21.7	1,362	69.7*
Once a month	97	11.4*	166	8.5
2-3 times a month	103	12.1*	123	6.3
Once a week	143	16.8*	199	10.2
2-3 times a week	153	18.0*	68	3.5
4 or more times a week	171	20.18	35	1.8
$\chi^2 (5, N = 2,805) = 726.84, p < 0.001, \Phi = 0.51$				
Horse or dog race betting				
Less than once a month	187	26.2	1,583	73.7*
Once a month	94	13.2*	158	7.4
2-3 times a month	87	12.2*	135	6.3
Once a week	111	15.6*	145	6.8
2-3 times a week	96	13.5*	80	3.7
4 or more times a week	138	19.4*	47	2.2
$\chi^2 (5, N = 2,861) = 612.80, p < 0.001, \Phi = 0.46$				
Bingo				
Less than once a month	13	72.2	179	72.2
Once a month	2	11.1	21	8.5
2-3 times a month	2	11.1	10	4.0
Once a week	1	5.6	36	14.5
2-3 times a week	0	0.0	2	0.8
4 or more times a week	0	0.0	0	0.0
$\chi^2 (5, N = 265) = 3.11, p = 0.682$				

Table 5.4: Frequency of gambling on each form amongst interactive and non-interactive gamblers (cont'd)

Gambling form	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Keno				
Less than once a month	155	73.5	812	70.7
Once a month	29	13.7	137	11.9
2-3 times a month	12	5.7	64	5.6
Once a week	8	3.8	110	9.6
2-3 times a week	4	1.9	12	1.0
4 or more times a week	3	1.4	13	1.1
$\chi^2 (5, N = 1,359) = 8.77, p = 0.118$				
Poker				
Less than once a month	124	51.5	579	85.9*
Once a month	29	12.0*	36	5.3
2-3 times a month	16	6.6*	9	1.3
Once a week	19	7.9*	15	2.2
2-3 times a week	18	7.5	32	4.7
4 or more times a week	35	14.5*	3	0.4
$\chi^2 (5, N = 916) = 159.31, p < 0.001, \Phi = 0.42$				
Casino table games not including poker				
Less than once a month	255	87.0	1,002	87.7
Once a month	21	7.2	90	7.9
2-3 times a month	7	2.4	38	3.3
Once a week	6	2.0*	8	0.7
2-3 times a week	2	0.7	4	0.3
4 or more times a week	2	0.7*	1	0.1
$\chi^2 (5, N = 1,436) = 9.73, p = 0.083, \Phi = 0.08$				
Other games of skill				
Less than once a month	41	62.1	219	79.1*
Once a month	8	12.1	47	17.0
2-3 times a month	4	6.1	5	1.8
Once a week	4	6.1*	4	1.4
2-3 times a week	3	4.5*	1	0.4
4 or more times a week	6	9.1*	1	0.4
$\chi^2 (5, N = 343) = 39.26, p < 0.001, \Phi = 0.34$				
Electronic gaming machines				
Less than once a month	164	61.0	1,533	71.9*
Once a month	52	19.3*	216	10.1
2-3 times a month	20	7.4	137	6.4
Once a week	18	6.7	136	6.4
2-3 times a week	11	4.1	95	4.5
4 or more times a week	4	1.5	15	0.7
$\chi^2 (5, N = 2,401) = 24.49, p < 0.001, \Phi = 0.10$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher frequency for each row of data.

Source: GB1a, GB2a, GB3a, GB4a, GB5a, GB6a, GB7a, GB8a, GB9a and GB10a.

5.4.3 GAMBLING EXPENDITURE AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

When asked if they came out behind, ahead or broke even on each of the ten surveyed forms of gambling, a significantly higher proportion of interactive gamblers said they came out ahead on sports betting, horse or dog race betting and poker compared to non-interactive gamblers, while a significantly higher proportion of non-interactive gamblers said they came out ahead on electronic gaming machines and casino table games (Table 5.5).

Table 5.5: Proportion of interactive and non-interactive gamblers who report being behind, ahead or breaking even for each form of gambling

Gambling form		Interactive gamblers		Non-interactive gamblers	
		N	%	N	%
Instant scratch tickets					
	Behind	214	73.8	1,565	72.3
	Broke even	61	21.0	461	21.3
	Ahead	15	5.2	139	6.4
$\chi^2 (2, N = 2,455) = 0.72, p = 0.697$					
Lottery, lotto or pools tickets					
	Behind	417	87.8	2,841	85.3
	Broke even	44	9.3	330	9.9
	Ahead	14	2.9	158	4.7
$\chi^2 (2, N = 3,804) = 3.44, p = 0.179$					
Sports betting					
	Behind	460	54.0	1,080	55.3
	Broke even	156	18.3	489	25.0*
	Ahead	236	27.7*	384	19.7
$\chi^2 (2, N = 2,805) = 29.20, p < 0.001, \Phi = 0.10$					
Horse or dog race betting					
	Behind	401	56.2	1,299	60.5*
	Broke even	138	19.4	549	25.6*
	Ahead	174	24.4*	300	14.0
$\chi^2 (2, N = 2,861) = 45.39, p < 0.001, \Phi = 0.13$					
Bingo					
	Behind	11	64.7	169	68.1
	Broke even	3	17.6	54	21.8
	Ahead	3	17.6	25	10.1
$\chi^2 (2, N = 265) = 1.02, p = 0.602$					

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher frequency for each row of data.

Source: GB1b, GB2b, GB3b, GB4b, GB5b.

Table 5.5: Proportion of interactive and non-interactive gamblers who report being behind, ahead or breaking even for each form of gambling (cont'd)

Gambling form	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Keno				
Behind	164	77.7	959	83.5
Broke even	30	14.2	105	9.1
Ahead	17	8.1	85	7.4
$\chi^2 (2, N = 1,360) = 5.45, p = 0.066$				
Poker				
Behind	97	40.2	267	39.6
Broke even	56	23.2	258	38.2*
Ahead	88	36.5*	150	22.2
$\chi^2 (2, N = 916) = 25.62, p < 0.001, \Phi = 0.17$				
Casino table games not including poker				
Behind	173	59.0	652	57.1
Broke even	85	29.0*	259	22.7
Ahead	35	11.9	231	20.2*
$\chi^2 (2, N = 1,436) = 12.68, p = 0.002, \Phi = 0.09$				
Other games of skill				
Behind	32	48.5	156	56.5
Broke even	22	33.3	84	30.4
Ahead	12	18.2	36	13.0
$\chi^2 (2, N = 342) = 1.77, p = 0.412$				
Electronic gaming machines				
Behind	202	75.1*	1,423	66.8
Broke even	45	16.7	358	16.8
Ahead	22	8.2	350	16.4*
$\chi^2 (2, N = 2,400) = 12.92, p = 0.002, \Phi = 0.07$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher frequency for each row of data.

Source: GB6b, GB7b, GB8b, GB9b and GB10b.

5.5 NON-MONETARY SOCIAL CASINO GAME PLAY ON THE INTERNET AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

There were no significant differences between interactive and non-interactive gamblers in terms of whether they had engaged in social casino games on the Internet (i.e. simulated gambling games with no monetary prizes) (Table 5.6).

Table 5.6: Proportion of interactive and non-interactive gamblers who have played gambling activities on the Internet without any money (weighted N = 4,594)

Gambling activities without money	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Yes	168	29.4	1,239	30.8
No	404	70.6	2,783	69.2

$$\chi^2 (1, N = 4,594) = 0.485, p = 0.486$$

Source: GB14.

In terms of social casino games used, gaming machines and poker were the two most popular responses, followed by games of skill, casino table games and bingo (Table 5.7). A significantly higher proportion of interactive gamblers who play social casino games engaged in social sports betting, horse and dog race betting, and poker as social casino games compared to non-interactive gamblers. Conversely, a significantly higher proportion of non-interactive social casino game players engaged in social gaming machines and skill games compared to interactive gamblers. No other significant differences were present between the groups in terms of forms of social casino game use.

Table 5.7: Social casino game use (up to three responses allowed, weighted N = 1,473)

From of social casino game	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
Instant scratch tickets	2	1.1	52	4.0	$\chi^2 (1, N = 1,473) = 3.62, p = 0.057$
Sports betting	12	6.8*	25	1.9	$\chi^2 (1, N = 1,473) = 15.14, p < 0.001, \Phi = 0.10$
Horse and dog race betting	9	5.1*	23	1.8	$\chi^2 (1, N = 1,473) = 8.15, p = 0.004, \Phi = 0.07$
Bingo	21	11.9	213	16.4	$\chi^2 (1, N = 1,473) = 2.34, p = 0.126$
Keno	5	2.9	28	2.2	$\chi^2 (1, N = 1,473) = 0.35, p = 0.557$
Poker	104	59.1*	506	39.0	$\chi^2 (1, N = 1,473) = 25.75, p < 0.001, \Phi = 0.13$
Casino table games	48	27.3	273	21.0	$\chi^2 (1, N = 1,473) = 3.52, p = 0.061$
Gaming machines	53	30.3	592	45.6*	$\chi^2 (1, N = 1,473) = 14.71, p < 0.001, \Phi = 0.10$
Games of skill	38	21.6	375	28.9*	$\chi^2 (1, N = 1,474) = 4.10, p = 0.043, \Phi = 0.05$
Other	9	5.1	37	2.9	$\chi^2 (1, N = 1,473) = 2.68, p = 0.102$

Source: GB15.

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

5.6 INTERACTIVE GAMBLING BEHAVIOUR

This section details several aspects of interactive gambling behaviour. These aspects include commencement of interactive gambling; proportion of gambling conducted through interactive media; preferences including medium, mode, location and time of day for interactive gambling; payment methods, accounts and impacts of electronic payments for interactive gambling; factors influencing choice of gambling websites; perceived advantages and disadvantages of interactive gambling; reported sleeping and eating disruptions due to interactive gambling; main casino table games and games of skill played on the Internet; and length of interactive gambling sessions.

5.6.1 COMMENCEMENT OF INTERACTIVE GAMBLING

More than half of the interactive gamblers commenced gambling online in 2009 or later, as shown in Table 5.8.

Table 5.8: Year respondents commenced interactive gambling (weighted N = 572)

Year	Interactive gamblers N	Interactive gamblers %
1995	11	1.9
1996	1	0.3
1997	4	0.7
1998	5	0.9
1999	8	1.4
2000	20	3.5
2001	8	1.4
2002	13	2.2
2003	14	2.4
2004	18	3.2
2005	26	4.5
2006	26	4.5
2007	55	9.6
2008	42	7.3
2009	50	8.8
2010	96	16.7
2011	86	15.1
2012	88	15.4
2013	1	0.2

Source: I3.

Convenience was the most important factor that influenced interactive gamblers to first gamble online (65.1%), followed by price (36.1%) and the physical comfort of gambling from

home (26.9%). The constant availability of online gambling was also an important factor (21.4%), as was the greater number of options and games available (18.3%) (Table 5.9).

Table 5.9: Factors that had the greatest influence on the decision to start gambling via an interactive medium (up to three responses allowed, weighted N = 572)

Factor	Interactive gamblers N	Interactive gamblers %
Convenience of online access	372	65.1
Price including bonuses, free credit, odds, payout rates	206	36.1
Physical comfort of gambling from home	154	26.9
Access (available 24/7)	123	21.4
Greater number of betting options and games available	105	18.3
Privacy/anonymity	50	8.8
Advertising/marketing	49	8.6
Dislike of or discomfort with land-based venues	46	8.1
Other	29	5.0
Use of free-play sites	22	3.8

Source: I10.

5.6.2 PROPORTION OF GAMBLING THROUGH INTERACTIVE MEDIA

Of those classified as interactive gamblers, 77.6% did at least half of their gambling online, while the remaining 22.4% stated that they mostly gambled offline but sometimes gambled online (Table 5.10).

Table 5.10: Proportion of respondents agreeing with statements relating to online and offline gambling patterns (weighted N = 572)

Statement	Interactive gamblers N	Interactive gamblers %
I have only gambled online in the last 12 months	111	19.5
I have mostly gambled online, but I have sometimes gambled offline	272	47.5
About half of my gambling has been online and half has been offline	61	10.6
I have mostly gambled offline, but I have sometimes gambled online	128	22.4

Source: I1.

Table 5.11 indicates the proportion of gambling on each online form of gambling activity, amongst those who indicated that they engaged in online forms. In particular, more than 50% of those who engaged in sports betting, bingo, keno and games of skill online did so solely online, with approximately 40% of lottery/lotto/pools and horse or dog racing interactive gamblers participating in those gambling forms solely online. Conversely, only 25.5% of those who had played poker online did so solely online. Similarly, only 16.7% of

those who played gaming machines online did so solely online and only 5.0% of those who had bought instant scratch tickets online did so solely online.

Table 5.11: Proportion of gambling done online amongst those who gamble online for each form

	Weighted N	% Solely online	Mean	SD	Median
Instant scratch tickets	70	5.0	18.4	29.1	10.0
Lottery/lotto/pools tickets	1,287	42.6	64.1	39.7	85.0
Sports betting	2,204	54.6	87.0	24.2	100.0
Horse or dog racing	2,074	39.4	79.9	28.5	95.0
Bingo	47	64.2	73.5	38.8	100.0
Keno	50	64.8	69.8	42.7	100.0
Poker	499	25.5	59.2	37.7	65.0
Casino table games, excluding poker	182	37.8	56.8	40.5	50.0
Games of skill	102	60.4	77.2	32.3	100.0
Gaming machines	189	16.7	49.1	39.7	50.0

Source: GB1c, GB2c, GB3c, GB4c, GB5c, GB6c, GB7c, GB8c, GB9c, GB10c.

Note: The ‘% solely online’ column indicates the proportion of the weighted N that stated that they do 100% of their gambling for that form online.

5.6.3 PREFERENCES FOR INTERACTIVE GAMBLING: MODE, LOCATION AND TIME

Most interactive gamblers either preferred interactive gambling to land-based gambling (54.5%) or at least liked both modes equally (31.0%), while the remaining 14.5% of interactive gamblers preferred to gamble in land-based venues (Table 5.12).

Table 5.12: Proportion of respondents who prefer interactive gambling to land-based or telephone gambling (weighted N = 572)

Preference	Interactive gamblers N	Interactive gamblers %
Prefer interactive gambling	312	54.5
Prefer land-based gambling	83	14.5
I like both equally	177	31.0

Source: I4.

The vast majority of interactive gamblers (86.2%) preferred to gamble online using a computer or laptop, while 13.4% preferred a more mobile device (mobile phone or tablet), as shown in Table 5.13.

Table 5.13: Preferred mode for accessing the Internet for gambling (weighted N = 572)

Preferred mode	Interactive gamblers N	Interactive gamblers %
Computer/laptop	493	86.2
Mobile/smart phone	55	9.6
Other portable device (e.g., iPad or similar)	22	3.8
Television	1	0.2
Other	1	0.2

Source: I6.

Most (92.1%) interactive gamblers preferred to gamble from home and 90.1% did most of their interactive gambling between midday and midnight (Tables 5.14 and 5.15).

Table 5.14: Preferred location for interactive gambling (weighted N = 572)

Preferred location	Interactive gamblers N	Interactive gamblers %
Home	527	92.1
Work	25	4.3
When away from home and work e.g., travelling, waiting, etc	20	3.6

Source: I2.

Table 5.15: Preferred time of day for interactive gambling (weighted N = 572)

Preferred time of day	Interactive gamblers N	Interactive gamblers %
6am - 12pm	52	9.1
12pm - 6pm	248	43.3
6pm - midnight	267	46.7
Midnight - 6am	5	0.8

Source: I5.

5.6.4 PAYMENT METHODS, ACCOUNTS AND IMPACTS OF ELECTRONIC PAYMENTS FOR INTERACTIVE GAMBLING

The most common method of payment for online gambling amongst interactive gamblers was a credit card (35.9%), followed by debit cards (25.4%) and direct bank transfers (14.0%) (Table 5.16).

Table 5.16: Usual payment method for online gambling (weighted N = 572)

Payment method	Interactive gamblers N	Interactive gamblers %
Credit card	205	35.9
Debit card	145	25.4
Direct bank transfer	80	14.0
BPay	43	7.5
PayPal	30	5.3
Poli	24	4.3
Other	22	3.9
Pre-paid credit card	8	1.3
Money transfer (e.g., Western Union)	6	1.0
Moneybookers	5	0.8
Neteller	4	0.6
Ukash	0	0.0
Cheque	0	0.0
Paysafecard	0	0.0

Source: 17.

More than 80% of interactive gamblers believed that using a credit card or electronic funds transfer for online transactions had no impact on the amount that they spent while gambling compared to cash transactions, while 12.0% believed that using these methods to pay for gambling increased their spending (Table 5.17).

Table 5.17: Reported impact of using credit card or electronic money compared to cash for interactive gambling (weighted N = 572)

Impact on spending	Interactive gamblers N	Interactive gamblers %
No impact on spending	475	83.1
Increased spending	69	12.0
Decreased spending	28	4.9

Source: 116.

Almost half of the interactive gamblers surveyed had multiple accounts over different online betting sites (Table 5.18).

Table 5.18: Number of separate interactive gambling accounts (weighted N = 572)

Number of accounts	Interactive gamblers N	Interactive gamblers %
1	309	54.0
2	122	21.2
3-4	83	14.6
5-6	23	4.1
More than 6	35	6.1

Source: 18.

5.6.5 FACTORS INFLUENCING CHOICE OF WEBSITES FOR INTERACTIVE GAMBLING

The most commonly cited factors that influence site choice for interactive gambling were favourable prices (42.8%), reputation (30.4%) and the amount of betting options and games available (25.8%) (Table 5.19).

Table 5.19: Factors that influence the decision of Australian interactive gamblers to gamble at one Internet site over another (up to three responses allowed, weighted N = 572)

Factor	Interactive gamblers N	Interactive gamblers %
Price including bonuses, free credit, odds, payout rates	245	42.8
Reputation	174	30.4
Greater number of betting options and games available	148	25.8
Customer protection: fairness of games, security of deposits and account information	93	16.2
Personal recommendation	80	14.0
Fast payout rates	76	13.3
Legally provided/licensed site	69	12.1
Advertising/marketing	60	10.5
Better game experience/interface	50	8.8
Existing account with land-based operator	45	7.9
Other	34	6.0
Jurisdiction where site is regulated	32	5.6
Software used	28	4.9
Responsible gambling tools & resources e.g., account information, personal limits	24	4.2
Social features e.g., instant chat, message boards, forums	23	4.0
Few personal details required	15	2.7
Number of gambling forms available	13	2.3

Source: I11.

Around two-thirds of interactive gambler participants would prefer to gamble on domestically regulated sites, while approximately one-third had no preference (Table 5.20).

Table 5.20: Preferences for domestic vs offshore gambling websites (weighted N = 572)

Site preference	Interactive gamblers N	Interactive gamblers %
Domestically regulated sites	374	65.4
Offshore sites	6	1.0
No preference either way	192	33.6

Source: I9.

5.6.6 PERCEIVED ADVANTAGES AND DISADVANTAGES OF INTERACTIVE GAMBLING

The most commonly cited advantages of interactive gambling were convenience (62.9%), price (36.5%) and physical comfort (32.1%) (Table 5.21). The most commonly cited disadvantages were that it is easier to spend money (30.9%), that it is too convenient (21.3%) and concerns about account safety (20.2%) (Table 5.22). Furthermore, 30.3% stated that there were no disadvantages of interactive gambling compared to land-based gambling.

Table 5.21: Main advantages of interactive gambling over land-based gambling, as reported by Australian interactive gamblers (up to three responses allowed, weighted N = 572)

Factor	Interactive gamblers N	Interactive gamblers %
Convenience – more convenient access online	360	62.9
Price including bonuses, free credit, odds, payout rates	209	36.5
Physical comfort of gambling from home	184	32.1
Greater number of betting options and games available	131	22.9
Access – unable to easily access land-based venues/available 24-7 from any location	129	22.5
Privacy/anonymity	58	10.1
Lower secondary costs e.g., petrol, food and beverages	56	9.8
Dislike of or discomfort with land-based venues	54	9.5
More enjoyable game experience	43	7.5
No advantages over land-based gambling	31	5.4
Responsible gambling tools & resources e.g., account information, personal limits	21	3.7
Use of free-play sites	19	3.4
Social features e.g., instant chat, message boards, forums	18	3.1
Other	13	2.2

Source: I12.

Table 5.22: Main disadvantages of interactive gambling over land-based gambling, as reported by Australian interactive gamblers (up to three responses allowed, weighted N = 572)

Factor	Interactive gamblers N	Interactive gamblers %
Easier to spend money	177	30.9
No disadvantages of Internet gambling	173	30.3
Too convenient	122	21.3
Concerns about account safety including money and personal information provided	116	20.2
Unreliable technology or Internet access	101	17.6
More addictive	84	14.7
Less enjoyable game, environment, or social experience	83	14.5
Difficulty verifying fairness of games	50	8.7
Lack of responsible gambling measures	33	5.8
Other	22	3.9
Illegality	19	3.4
Difficult to use	13	2.3

Source: I13.

5.6.7 REPORTED SLEEPING AND EATING DISRUPTIONS DUE TO INTERACTIVE GAMBLING

Most interactive gamblers (87.2%) had not experienced any sleep disruptions due to interactive gambling and 95.3% had not experienced disruptions to eating patterns due to interactive gambling (Table 5.23).

Table 5.23: Reported disruption to sleeping and eating patterns due to interactive gambling (up to three responses allowed, weighted N = 572)

Question	Response	Interactive gamblers N	Interactive gamblers %
Has online gambling disrupted your sleeping patterns?	No	499	87.2
	Yes	72	12.8
Has online gambling disrupted your eating patterns?	No	545	95.3
	Yes	26	4.7

Source: I14, I15.

5.6.8 MAIN CASINO TABLE GAMES AND GAMES OF SKILL PLAYED ON THE INTERNET

Tables 5.24 and 5.25 indicate the main casino table games (excluding poker) and the main games of skill in which interactive gamblers participated. Both tables clearly indicate that card games are the most popular forms.

Table 5.24: Casino table games, not including poker, played on the Internet (up to three responses allowed, weighted N = 182)

Game	Interactive gamblers N	Interactive gamblers %
Blackjack	117	64.5
Roulette	60	33.2
Slot machines	37	20.5
Video poker machines	23	12.7
Craps	18	9.6
Baccarat	16	9.0
Pai gow	0	0.0
Other	20	11.1

Source: GB8f.

Note: Weighted N is based on the total number of interactive gamblers who answered the question, not on the weighted N given in Table 12.

Table 5.25: Games of skill played on the Internet (up to three responses allowed, weighted N = 102)

Game	Interactive gamblers N	Interactive gamblers %
Card games	55	53.7
Mahjong	19	19.1
Video games	17	16.4
Pool	13	12.5
Strategy games	8	8.1
Board games	5	4.4
Bowling	4	3.6
Darts	2	1.8
Other	30	29.5

Source: GB9f.

Note: Weighted N is based on the total number of interactive gamblers who answered the question, not on the weighted N given in Table 12.

5.6.9 LENGTH OF INTERACTIVE GAMBLING SESSIONS

The data for time spent per interactive gambling session were skewed by some large responses. Means were thus considered to be inaccurate and medians are reported instead. Poker sessions appear to last the longest (median = 90 minutes), followed by games of skill, gaming machines and bingo (median = 30 minutes). All other forms (sports betting, horse or dog race betting, keno and casino table games excluding poker) were found to have a median session length of 10 minutes.

5.7 PROBLEM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

A significantly higher proportion of interactive gamblers were classified as low risk or moderate risk gamblers according to the PGSI, whereas a significantly higher proportion of non-interactive gamblers were classified as non-problem gamblers (Table 5.26). Results for each of the nine PGSI items are shown in Table 5.27.

Furthermore, when treating the PGSI as a continuous scale, interactive gamblers had significantly higher scores on average ($M = 0.91$, $SD = 2.0$) compared to non-interactive gamblers ($M = 0.52$, $SD = 1.8$), $t(716.34) = 4.42$, $p < 0.001$, $d = 0.33$.

Table 5.26 Past year prevalence of problem gambling among interactive and non-interactive gamblers in 2012/2013 (weighted N = 4,595)

PGSI Category	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Non problem gambler (PGSI = 0)	386	67.5	3,359	83.5*
Low risk gambler (PGSI = 1 to 2)	124	21.7*	419	10.4
Moderate risk gambler (PGSI = 3 to 7)	56	9.8*	207	5.1
Problem gambler (PGSI = 8 or higher)	6	1.0	38	0.9
$\chi^2 (3, N = 4,595) = 88.45, p < 0.001, \Phi = 0.14$				

Note: As asterisk (*) indicates a significantly higher proportion in each row.

Source: A combination of PGSI1, PGSI2, PGSI3, PGSI4, PGSI5, PGSI6, PGSI7, PGSI8 and PGSI9.

In terms of the individual PGSI items, the biggest influences were observed for chasing losses, with 9.6% of interactive gamblers reporting chasing losses at least sometimes, compared to 4.6% of non-interactive gamblers. A significantly higher proportion of interactive gamblers reported being criticised about their gambling as well as feeling guilty about their gambling compared to non-interactive gamblers (Table 5.27).

Table 5.27: Responses to the Problem Gambling Severity Index questions by interactive and non-interactive gamblers (weighted N = 4,594)

PGSI Items	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Have you bet more than you could really afford to lose?				
Never	512	89.7	3,728	92.7*
Sometimes	54	9.5*	253	6.3
Most of the time	3	0.5	26	0.6
Almost always	2	0.4	16	0.4
$\chi^2 (3, N = 4,594) = 8.14, p = 0.043, \Phi = 0.04$				
Have you felt guilty about the way you gamble or what happens when you gamble?				
Never	461	80.6	3,485	86.7*
Sometimes	103	18.0*	458	11.4
Most of the time	6	1.0	35	0.9
Almost always	2	0.3	43	1.1
$\chi^2 (3, N = 4,593) = 22.93, p < 0.001, \Phi = 0.07$				
Have you needed to gamble with larger amounts of money to get the same feeling of excitement?				
Never	517	90.4	3,836	95.4*
Sometimes	51	8.9*	152	3.8
Most of the time	3	0.5	26	0.6
Almost always	1	0.2	8	0.2
$\chi^2 (3, N = 4,594) = 31.35, p < 0.001, \Phi = 0.08$				

Note: As asterisk (*) indicates a significantly higher proportion in each row.

Source: PGSI1, PGSI2, PGSI3.

Table 5.27: Responses to the Problem Gambling Severity Index questions by interactive and non-interactive gamblers (weighted N = 4,594) (cont'd)

PGSI Items	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
When you gambled, did you go back another day to try to win back the money you lost?				
Never	483	84.4	3,852	95.8*
Sometimes	81	14.2*	146	3.6
Most of the time	6	1.0*	15	0.4
Almost always	2	0.3	9	0.2
$\chi^2 (3, N = 4,594) = 124.55, p < 0.001, \Phi = 0.17$				
Have you borrowed money or sold anything to get money to gamble?				
Never	564	98.6	3,983	99.0
Sometimes	7	1.2	35	0.9
Most of the time	1	0.2	3	0.1
Almost always	0	0.0	1	0.0
$\chi^2 (3, N = 4,594) = 1.41, p = 0.702$				
Has your gambling caused any financial problems for you or your household?				
Never	556	97.4	3,948	98.1
Sometimes	13	2.3	57	1.4
Most of the time	1	0.2	11	0.3
Almost always	1	0.2	7	0.2
$\chi^2 (3, N = 4,594) = 2.64, p = 0.450$				
Has gambling caused you any health problems, including stress or anxiety?				
Never	544	94.9	3,922	97.5*
Sometimes	26	4.5*	84	2.1
Most of the time	2	0.3	10	0.2
Almost always	1	0.2	7	0.2
$\chi^2 (3, N = 4,596) = 13.10, p = 0.004, \Phi = 0.05$				
Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?				
Never	521	91.1	3,901	97.0*
Sometimes	46	8.0*	107	2.7
Most of the time	4	0.7	10	0.2
Almost always	1	0.2	4	0.1
$\chi^2 (3, N = 4,594) = 48.96, p < 0.001, \Phi = 0.10$				
How often have you felt that you might have a problem with gambling?				
Never	521	91.1	3,837	95.4*
Sometimes	47	8.2*	156	3.9
Most of the time	3	0.5	15	0.4
Almost always	1	0.2	15	0.4
$\chi^2 (3, N = 4,595) = 23.17, p < 0.001, \Phi = 0.07$				

Note: As asterisk (*) indicates a significantly higher proportion in each row.

Source: , PGSI4, PGSI5, PGSI6, PGSI7, PGSI8, PGSI9.

The forms of gambling that contributed most to gambling problems (amongst those classified as being moderate risk or problem gamblers) differed for interactive and non-interactive gamblers, $\chi^2(11, N = 1,668) = 369.77, p < 0.001, \Phi = 0.47$. Interactive gamblers were more likely to report horse or dog race betting or sports betting as the cause of their problems, while non-interactive gamblers were more likely to nominate electronic gaming machines or instant scratch tickets. Approximately one-quarter of both groups stated that they did not have any gambling problems, despite meeting problem gambling criteria (Table 5.28).

Table 5.28: Gambling form that has contributed *most* to gambling problems among Australian interactive and non-interactive moderate risk and problem gamblers (first response only, weighted N = 1,668)

Gambling form	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Instant scratch tickets	1	0.3	67	5.0*
Lottery, lotto or pools tickets	7	2.1	34	2.6
Sports betting	55	16.3*	34	2.6
Horse or dog race betting	105	31.2*	60	4.5
Bingo	0	0.0	1	0.1
Keno	0	0.0	9	0.7
Poker	8	2.4	31	2.3
Casino table games	14	4.2	42	3.2
Electronic gaming machines	65	19.3	666	50.0*
Betting on games of skill	0	0.0	0	0.0
Other	2	0.6	2	0.2
I have not experienced problems from my gambling	80	23.7	385	28.9

Note: Asterisks (*) indicate significantly higher percentages for each row of data.

Source: PG1.

In terms of the gambling medium that most contributed to their gambling problem, most interactive gamblers nominated the Internet and most land-based gamblers nominated land-based or venue-based gambling services. Almost one-third of interactive gamblers attributed their gambling problems to land-based or venue-based gambling services and 14.3% of non-interactive gamblers attributed their problems to the Internet or interactive television, which suggests they had engaged in interactive gambling, but not during the 12 months prior to the survey (Table 5.29).

Table 5.29 Gambling medium that has contributed most to gambling problems among Australian interactive and non-interactive moderate risk and problem gamblers (first response only, weighted N = 1,366)

Form of gambling	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Internet via computer/laptop	146	49.7*	144	13.4
Internet via mobile/smart phone	38	12.9*	5	0.5
Internet via other portable device	8	2.7*	0	0.0
Interactive television	1	0.3	4	0.4
Land-based or venue-based gambling	96	32.7	885	82.6*
Betting via telephone	5	1.7	34	3.2

Note: Asterisks (*) indicate significantly higher percentages for each row of data.

Source: PG3.

$\chi^2 (5, N = 1,366) = 367.33, p < 0.001, \Phi = 0.52$

The above findings suggest that at least some interactive gamblers may have had gambling issues before they gambled online and this is illustrated in Table 5.30, where almost half of the interactive gamblers with moderate risk gambling or problem gambling stated that their gambling problems existed before they gambled online. Of those who stated that they had gambling problems before starting to gamble online, 30.4% agreed or strongly agreed that online gambling had exacerbated their gambling problem. Of those who did not have gambling problems before they gambled online, 46.6% agreed or strongly agreed that interactive gambling had contributed to their gambling problems.

Furthermore, some non-interactive gamblers attributed their gambling problems to interactive gambling, which suggests that these respondents used and developed a problem with Internet gambling prior to but not during the 12 months before the survey.

Table 5.30: Influence of interactive gambling on problem gambling amongst moderate risk and problem interactive gamblers

Question	Response	N	%
Did any problems experienced from gambling emerge before or after first gambling online?			
	Before	300	52.5
	After	272	47.5
(For those who had problems before first interactive gambling) How much do you agree or disagree that online gambling has exacerbated any gambling problems?			
	Strongly agree	21	6.9
	Agree	73	24.3
	Neither agree nor disagree	107	35.7
	Disagree	64	21.4
	Strongly disagree	35	11.7
(For those who had problems after first interactive gambling) How much do you agree or disagree that online gambling has contributed to any gambling problems?			
	Strongly agree	46	16.8
	Agree	81	29.8
	Neither agree nor disagree	87	31.9
	Disagree	36	13.1
	Strongly disagree	23	8.4

Source: PG4, PG5, PG6.

5.8 GAMBLING HELP-SEEKING BEHAVIOUR AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

There was no significant difference between interactive and non-interactive gamblers in terms of the proportion who had ever thought that they may need help for their gambling. However, when asked where they would like to seek help, a significantly higher proportion of interactive gamblers would prefer an online service compared to non-interactive gamblers, whereas a significantly higher proportion of non-interactive gamblers would prefer a telephone service compared to interactive gamblers (Table 5.31).

Interactive moderate risk or problem gamblers were significantly more likely to have sought help compared to non-interactive moderate risk or problem gamblers, but there was only one significant difference between the groups in terms of where they had sought help: non-interactive moderate risk or problem gamblers were more likely to use self-help strategies compared to interactive moderate risk or problem gamblers.

Table 5.31: Help-seeking behaviour amongst moderate risk and problem interactive and non-interactive gamblers (weighted N = 1,666)

	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Have you ever thought that you needed help in relation to your gambling?				
Yes	84	25.0	392	29.5
No	252	75.0	937	70.5
$\chi^2 (1, N = 1,665) = 2.66, p = 0.103$				
Have you ever sought help in relation to your gambling?				
Yes	73	21.7	368	27.7*
No	263	78.3*	962	72.3
$\chi^2 (1, N = 1,666) = 4.87, p = 0.027, \Phi = 0.05$				
(Of those who had sought help) Where have you sought help in relation to your gambling? (Multiple response, weighted N = 653 for this question)				
Face-to-face from a specialist gambling counsellor	12	10.3	91	16.9
Face-to-face from a non-gambling specialist professional	9	7.8	43	8.0
From a gambling helpline	13	11.2	90	16.8
From online or email gambling counselling	5	4.3	48	8.9
From a residential treatment program	1	0.9	13	2.4
From a face-to-face support group	7	6.0	32	6.0
From an online support group or discussion board	4	3.4	23	4.3
From family or friends	17	14.7	73	13.6
By excluding yourself from a land-based gambling venue or outlet	10	8.7	61	11.4
By excluding yourself from a gambling website or online gambling operator	6	5.2	12	2.2
Through self-help strategies	17	14.7	126	23.5*
Other sources	1	0.9	9	1.7
From where would you seek help in the future in relation to your gambling problems?				
A face-to-face service	97	28.9	380	28.6
An online service	64	19.0*	118	8.9
A telephone service	45	13.4	380	28.6*
Somewhere else	2	0.6	12	0.9
Would not seek help from a professional service	128	38.1	440	33.1
$\chi^2 (4, N = 1,666) = 51.93, p < 0.001, \Phi = 0.18$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: PG7, PG8, PG10.

5.9 SUBSTANCE USE, MENTAL HEALTH AND HARMS FROM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

These sections present results from the National Online Survey relating to substance use, mental health and reported harms from gambling amongst the interactive and non-interactive gamblers.

5.9.1 USE OF ALCOHOL AND DRUGS WHILE GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Non-interactive gamblers were significantly more likely to never drink while gambling compared to interactive gamblers, although a significantly higher proportion of non-interactive gamblers (9.4%) reported always drinking alcohol whilst gambling compared to 3.5% of interactive gamblers.

No significant differences were observed in terms of use of recreational drugs while gambling (Table 5.32).

Table 5.32: Frequency of using alcohol and recreational drug use while engaging in gambling in the last 12 months (weighted N = 4,594)

Substance use measure	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Frequency of alcohol use while gambling				
Never	204	35.7	1,792	44.6*
Sometimes	299	52.3*	1,440	35.8
Most of the time	49	8.6	413	10.3
Almost always	20	3.5	377	9.4*
$\chi^2 (3, N = 4,594) = 66.45, p < 0.001, \Phi = 0.12$				
Frequency of drug use while gambling				
Never	554	97.0	3,892	96.8
Sometimes	13	2.3	72	1.8
Most of the time	3	0.5	47	1.2
Almost always	1	0.2	11	0.3
$\chi^2 (3, N = 4,593) = 2.73 p = 0.435$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: GB17, GB18.

5.9.2 PSYCHOLOGICAL DISTRESS AND PERSONAL PROBLEMS FROM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

The Kessler 6 scale was used to measure psychological distress amongst all participants. For each of the six items, the response options were 'none of the time' (scored as 0), 'a little of the time' (scored as 1), 'some of the time' (scored as 2), 'most of the time' (scored as 3) and 'all of the time' (scored as 4). A sum of the scores on all six items was calculated for all participants.

The mean Kessler 6 score according to this scoring method was 2.2 ($SD = 3.5$) for non-interactive gamblers, which was significantly higher than the mean score for interactive gamblers ($M = 1.8$, $SD = 2.9$), $t(833.00) = 3.30$, $p = 0.001$, $d = 0.23$, although this difference is not clinically meaningful.

Participants were also classified into 'high psychological distress' (Kessler 6 scores of 13 or higher) and 'not high psychological distress' (Kessler 6 scores of 12 or lower). No significant difference was observed between interactive gamblers (1.0% exhibiting high psychological distress) and non-interactive gamblers (2.1% exhibiting high psychological distress), $\chi^2(1, N = 4,594) = 2.92$, $p = 0.087$.

When asked if the psychological distress (Kessler 6) symptoms were due to their gambling, a significantly higher proportion of interactive gamblers (11.2%) reported that they were due to gambling compared to 3.3% of non-interactive gamblers. Furthermore, a significantly higher proportion of interactive gamblers stated that life was less enjoyable due to gambling, that they wanted to stop but did not think that they could, that their need to gamble had been too strong to control, that gambling was more important than anything else they do, that gambling had constantly been on their mind and that they had gambled to escape from their worries or troubles during the last 12 months (Table 5.33).

Table 5.33: Personal problems due to gambling in the last 12 months (N = 4,594)

	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
Gambling has been the main cause of Kessler 6 symptoms	64	11.2*	134	3.3	$\chi^2 (1, N = 4,594) = 74.96, p < 0.001, \Phi = 0.13$
Been under a doctor's care because of depression, stress or anxiety	19	3.3	98	2.4	$\chi^2 (1, N = 4,594) = 1.58, p = 0.209$
Seriously thought about or attempted suicide as a result of gambling	14	2.4	87	2.2	$\chi^2 (1, N = 4,594) = 0.19, p = 0.664$
Life has been less enjoyable	93	16.3*	241	6.0	$\chi^2 (1, N = 4,594) = 78.25, p < 0.001, \Phi = 0.13$
Wanted to stop gambling but did not think I could	51	8.9*	162	4.0	$\chi^2 (1, N = 4,594) = 27.06, p < 0.001, \Phi = 0.08$
My need to gamble has been too strong to control	53	9.3*	170	4.2	$\chi^2 (1, N = 4,593) = 27.66, p < 0.001, \Phi = 0.08$
Gambling has been more important than anything else I do	73	12.8*	122	3.0	$\chi^2 (1, N = 4,594) = 116.62, p < 0.001, \Phi = 0.16$
Gambling has constantly been on my mind	123	21.5*	275	6.8	$\chi^2 (1, N = 4,593) = 136.59, p < 0.001, \Phi = 0.17$
I have gambled in order to escape from worries or troubles	66	11.5*	296	7.4	$\chi^2 (1, N = 4,594) = 12.05, p = 0.001, \Phi = 0.05$

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data. For questions C2 and C4, the percentages refer to those who stated that the events had occurred due to gambling, regardless of how often they occurred.

Source: C2, C3, C4.

5.9.3 INTERPERSONAL PROBLEMS DUE TO GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

A significantly higher proportion of interactive gamblers reported the following interpersonal problems due to gambling compared to non-interactive gamblers: not enough time to look after family interests, arguments in the family, friends and family finding the gambler difficult to trust and people avoiding the gambler due to their gambling. However, a significantly higher proportion of non-interactive gamblers reported break-ups of relationships or losing contact with their children due to gambling compared to interactive gamblers (Table 5.34).

Table 5.34: Interpersonal problems from gambling in the last 12 months (N = 4,594)

	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
Gambling has left me with not enough time to look after my family's interests	39	7.0*	77	2.1	$\chi^2 (1, N = 4,310) = 45.55, p < 0.001, \Phi = 0.10$
Gambling has caused arguments with my family	48	8.6*	154	4.1	$\chi^2 (1, N = 4,328) = 22.29, p < 0.001, \Phi = 0.07$
Gambling has led to incidents of domestic abuse within my household	7	1.3	27	0.7	$\chi^2 (1, N = 4,320) = 1.79, p = 0.181$
Gambling has led to other incidents of abuse involving family, friends or others	7	1.3	23	0.6	$\chi^2 (1, N = 4,325) = 2.93, p = 0.087$
Gambling has impacted negatively on my relationship with any of my children	15	2.8	39	1.1	$\chi^2 (1, N = 4,256) = 11.14, p = 0.001, \Phi = 0.05$
People close to me have had difficulties trusting me due to my gambling	16	2.9*	56	1.5	$\chi^2 (1, N = 4,331) = 5.62, p = 0.018, \Phi = 0.04$
I, and people close to me, have put off doing things together as a result of your gambling	28	5.0*	52	1.4	$\chi^2 (1, N = 4,331) = 35.39, p < 0.001, \Phi = 0.09$
Gambling has led to the break-up of an important relationship in my life, or separation or divorce	43	8.5	419	12.3*	$\chi^2 (1, N = 3,906) = 6.18, p = 0.013, \Phi = 0.04$
Gambling has led to me losing contact with any of my children	41	9.0	412	13.3*	$\chi^2 (1, N = 3,559) = 6.49, p = 0.011, \Phi = 0.04$

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data. For question C5, the percentages refer to those who stated that the events had occurred due to gambling, regardless of how often they occurred.

Source: C5, C6.

5.9.4 WORK OR STUDY PROBLEMS DUE TO GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Table 5.35 illustrates differences in work and study problems due to gambling amongst interactive and non-interactive gamblers. A significantly higher proportion of interactive

gamblers reported losing time to work or study or reduced performance at work due to gambling, while a significantly higher proportion of non-interactive gamblers reported changing or losing jobs due to gambling.

Table 5.35: Work and study problems due to gambling in the last 12 months (N = 4,594)

	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
I have lost time from work or study due to gambling	56	10.3*	63	1.8	$\chi^2 (1, N = 4,041) = 119.52, p < 0.001, \Phi = 0.17$
Gambling has adversely affected how well I perform at work	35	6.5*	55	1.6	$\chi^2 (1, N = 4,036) = 51.51, p < 0.001, \Phi = 0.11$
Changed jobs due to gambling related problems	26	5.1	328	9.9*	$\chi^2 (1, N = 3,824) = 12.38, p < 0.001, \Phi = 0.06$
Sacked from my job due to gambling related problems	25	4.9	318	9.6*	$\chi^2 (1, N = 3,811) = 12.33, p < 0.001, \Phi = 0.06$

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data. For question C7, the percentages refer to those who stated that the events had occurred due to gambling, regardless of how often they occurred.

Source: C7, C8

5.9.5 FINANCIAL PROBLEMS DUE TO GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

In terms of financial problems due to gambling, a significantly higher proportion of interactive gamblers reported that it was difficult to make it from one payday (or pension day) to the next. Conversely, a significantly higher proportion of non-interactive gamblers reported being declared bankrupt, being evicted from their house or having it repossessed or having to sell it and the loss of superannuation, investment or savings funds (Table 5.36).

Together, these results pertaining to personal, interpersonal, work/study and financial harms from gambling suggest that interactive gamblers experience more problems than non-interactive gamblers, such as time loss, but non-interactive gamblers experience more severe issues.

Table 5.36: Financial problems due to gambling in the last 12 months (N = 4,594)

	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
I have borrowed from someone and not paid them back as a result of my gambling	7	1.3	36	1.0	$\chi^2 (1, N = 4,162) = 0.33, p = 0.568$
My gambling has left me with no money to pay my rent or mortgage	8	1.5	37	1.0	$\chi^2 (1, N = 4,130) = 0.78, p = 0.376$
My gambling has left me with no money to pay my household bills	12	2.2	66	1.8	$\chi^2 (1, N = 4,149) = 0.28, p = 0.599$
My gambling has made it harder to make money last from one payday (or pension day) to the next	35	6.3*	125	3.5	$\chi^2 (1, N = 4,161) = 10.49, p = 0.001, \Phi = 0.05$
Debts from my gambling caused me to be declared bankrupt	11	2.1	145	4.2*	$\chi^2 (1, N = 3,972) = 5.45, p = 0.020, \Phi = 0.04$
My gambling has led to the sale, repossession or eviction from my house	10	1.9	144	4.2*	$\chi^2 (1, N = 3,947) = 6.48, p = 0.011, \Phi = 0.04$
My gambling has led to the loss of superannuation, investment or savings funds	15	2.8	166	4.8*	$\chi^2 (1, N = 3,993) = 4.16, p = 0.041, \Phi = 0.03$
My gambling has led me to steal or to obtain money illegally (even if I intended to pay it back)?	9	1.6	94	2.3	$\chi^2 (1, N = 4,594) = 1.33, p = 0.248$
I have been in trouble with the police because of activities related to my gambling	6	1.0	89	2.2	$\chi^2 (1, N = 4,594) = 3.35, p = 0.067$
I have appeared in court on charges relating to my gambling	5	0.9	88	2.2	$\chi^2 (1, N = 4,594) = 4.36, p = 0.037, \Phi = 0.03$
Gambling has led to a prison sentence?	6	1.0	87	2.2	$\chi^2 (1, N = 4,594) = 3.13, p = 0.077$

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data. For question C9, the percentages refer to those who stated that the events had occurred due to gambling, regardless of how often they occurred.

Source: C9, C10, C11.

5.10 ATTITUDES TO GAMBLING, OPINIONS ABOUT PROMOTION AND LEGALITY OF INTERACTIVE GAMBLING, AND GAMBLING FALLACIES AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

This section reports results for several questions pertaining to attitudes to and opinions about various aspects of gambling and interactive gambling, as well as gambling fallacies amongst the interactive and non-interactive gamblers.

5.10.1 PERCEIVED BENEFIT AND HARM FROM GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

A significantly higher proportion of interactive gamblers were more likely to consider gambling as having some benefit to society compared to non-interactive gamblers (Table 5.37).

Table 5.37: Perceived benefit and harm of gambling to society amongst interactive and non-interactive gamblers (N = 4,594)

Perceived benefit and harm of gambling	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
The harm far outweighs the benefits	186	32.5	2,212	55.0*
The harm somewhat outweighs the benefits	174	30.4	1,113	27.7
The benefits are about equal to the harm	134	23.4*	442	11.0
The benefits somewhat outweigh the harm	38	6.6*	133	3.3
The benefits far outweigh the harm	41	7.2*	122	3.0
$\chi^2 (4, N = 4,595) = 150.52, p < 0.001, \Phi = 0.18$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: GA1.

5.10.2 OPINIONS ABOUT THE PROMOTION OF INTERACTIVE GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

A significantly higher proportion of interactive gamblers agreed to being more likely to gamble as a result of online gambling promotions (28.5%) compared to non-interactive gamblers (23.2%), while 11.0% of non-interactive gamblers stated that online gambling promotions decreased their likelihood of gambling, compared to 2.6% of interactive gamblers (Table 5.38).

Table 5.38: Perceived impact on their gambling of viewing promotions for online gambling amongst interactive and non-interactive gamblers (N = 4,594)

Viewing promotions for online gambling typically:	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
Has no impact on how much you gamble online	393	68.8	2,649	65.9
Increases the likelihood that you will gamble online	163	28.5*	932	23.2
Decreases the likelihood that you will gamble online	15	2.6	441	11.0*
$\chi^2 (2, N = 4,593) = 41.73, p < 0.001, \Phi = 0.10$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: GA2.

When asked where advertisements for online advertising should be allowed, a significantly higher proportion of interactive gamblers responded yes to every option compared to non-interactive gamblers (Table 5.39)⁵.

Table 5.39: Opinions about where promotions for online gambling should be allowed amongst interactive and non-interactive gamblers (multiple response, N = 4,594)

Where promoted	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
In traditional media (newspapers, radio, television)	300	52.4*	915	22.7	$\chi^2 (1, N = 4,594) = 227.04, p < 0.001, \Phi = 0.22$
On billboards	191	33.4*	645	16.0	$\chi^2 (1, N = 4,594) = 101.32, p < 0.001, \Phi = 0.15$
At sporting events	235	41.1*	748	18.6	$\chi^2 (1, N = 4,594) = 150.55, p < 0.001, \Phi = 0.18$
As logos on individual and team uniforms/playing shirts	189	33.1*	596	14.8	$\chi^2 (1, N = 4,594) = 117.93, p < 0.001, \Phi = 0.16$
Online	351	61.4*	1,220	30.3	$\chi^2 (1, N = 4,595) = 214.42, p < 0.001, \Phi = 0.22$
During televised broadcasts of sporting events	198	24.6*	593	14.7	$\chi^2 (1, N = 4,595) = 138.82, p < 0.001, \Phi = 0.17$
None of the above	150	26.2	2,385	59.3*	$\chi^2 (1, N = 4,594) = 221.51, p < 0.001, \Phi = 0.22$

Source:

GA3

⁵ This may suggest that either: a) more non-interactive gamblers believe that gambling should not be advertised at all, b) more non-interactive gamblers believe that *interactive* gambling should not be advertised at all or c) non-interactive gamblers accept advertisements for interactive gambling, but not in any of the locations surveyed.

5.10.3 PERCEIVED LEGALITY OF INTERACTIVE GAMBLING AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

When asked about which forms of gambling were legally available online in Australia, a significantly higher proportion of interactive gamblers thought that the following forms were legal, compared to non-interactive gamblers: instant scratch tickets, lotteries/lotto/pools tickets, sports betting, horse or dog race betting, keno and poker. No significant differences were observed between the groups for bingo, casino table games, pokies/electronic gaming machines or games of skill. Almost half of the non-interactive gamblers admitted that they were not sure which of the forms surveyed were legally allowed to be provided online in Australia, compared to 15.9% of the interactive gamblers (Table 5.40).

Table 5.40: Knowledge about which forms of interactive gambling are legal in Australia amongst interactive and non-interactive gamblers (multiple response, N = 4,594)

Gambling form	Interactive gamblers		Non-interactive gamblers		Test statistic
	N	%	N	%	
Instant scratch tickets	135	23.6*	731	18.2	$\chi^2 (1, N = 4,594) = 9.64$, $p = 0.002$, $\Phi = 0.05$
Lotteries, lotto, pools	336	58.7*	1,499	37.3	$\chi^2 (1, N = 4,594) = 96.24$, $p < 0.001$, $\Phi = 0.15$
Sports betting	451	78.8*	2,038	50.7	$\chi^2 (1, N = 4,594) = 160.13$, $p < 0.001$, $\Phi = 0.19$
Horse or dog race betting	445	77.9*	1,894	47.1	$\chi^2 (1, N = 4,593) = 190.32$, $p < 0.001$, $\Phi = 0.20$
Bingo	119	20.8	729	18.1	$\chi^2 (1, N = 4,594) = 2.39$, $p = 0.122$
Keno	169	29.5*	832	20.7	$\chi^2 (1, N = 4,594) = 23.06$, $p < 0.001$, $\Phi = 0.07$
Poker	227	39.7*	1,201	29.9	$\chi^2 (1, N = 4,595) = 22.60$, $p < 0.001$, $\Phi = 0.07$
Casino table games	142	24.8	924	23.0	$\chi^2 (1, N = 4,595) = 0.97$, $p = 0.325$
Pokies/electronic gaming machines	127	22.2	865	21.5	$\chi^2 (1, N = 4,594) = 0.14$, $p = 0.705$
Games of skill	81	14.2	611	15.2	$\chi^2 (1, N = 4,595) = 0.41$, $p = 0.521$
Unsure, do not know	91	15.9	1,832	45.5*	$\chi^2 (1, N = 4,594) = 180.78$, $p < 0.001$, $\Phi = 0.20$

Source: GA4.

There was no difference between the groups in terms of their response to making all forms of Internet gambling legal in Australia and the impact that they thought this change would have on their gambling (Table 5.41).

Table 5.41: Opinions about the impact on their gambling of legalising all forms of interactive gambling amongst interactive and non-interactive gamblers (N = 4,594)

Impact	Interactive gamblers		Non-interactive gamblers	
	N	%	N	%
No impact on how much you gamble	514	89.9	3,690	91.7
Increase the amount you gamble	48	8.4	266	6.6
Decrease the amount you gamble	10	1.7	66	1.6
$\chi^2 (2, N = 4,594) = 2.55, p = 0.280$				

Note: Weighted N varies; see chi-square reporting for N for each question. Some rounding of N may apply. Asterisks (*) indicate significantly higher percentages for each row of data.

Source: GA5.

5.10.4 GAMBLING FALLACIES AMONGST INTERACTIVE AND NON-INTERACTIVE GAMBLERS

Of the eight gambling fallacy items in the survey, the mean number of items answered incorrectly for interactive gamblers was 0.81 (SD = 1.25), which was significantly lower than for non-interactive gamblers where the mean was 0.97 (SD = 1.36), $t(773.16) = 2.72, p = 0.007, d = 0.20$.

For each of the following items, there was a significantly higher proportion of non-interactive gamblers who answered incorrectly:

- ‘You have flipped a coin and it came up heads 5 times in a row. What are the odds that heads will come up on the next flip?’ (15.0% non-interactive answered the question incorrectly compared to 10.3% interactive gamblers, $\chi^2 (1, N = 4,594) = 8.89, p = 0.003, \Phi = 0.04$).
- ‘If 10 people’s names were put into a hat and one name drawn for a prize, how likely is it that your name would be chosen?’ (8.6% non-interactive answered the question incorrectly compared to 5.1% interactive gamblers, $\chi^2 (1, N = 4,594) = 8.34, p = 0.004, \Phi = 0.04$).
- ‘Which of the following set of lottery numbers would you say has the greatest probability of being selected as the winning combination?’ (19.0% non-interactive answered the question incorrectly compared to 15.0% interactive gamblers, $\chi^2 (1, N = 4,595) = 5.26, p = 0.022, \Phi = 0.03$).

There were no significant differences between the groups for any of the other questions.

5.11 CHARACTERISTICS STATISTICALLY DIFFERENTIATING INTERACTIVE GAMBLERS FROM NON-INTERACTIVE GAMBLERS

The previous bivariate analyses do not control for other factors, so multivariate analyses were conducted in order to determine which factors uniquely differentiate interactive and non-interactive gamblers. Furthermore, the weighting procedure required normalisation, which reduced the weighted number of interactive gamblers involved in the following analyses. Thus, the following regressions were run without data weights.

Logistic regression was used to model the relationships of measured and calculated variables with interactive or non-interactive gambling as the response variable. Demographic variables and other variables of known importance for the analysis of interactive gambling were entered into the equation simultaneously.

Categorical variables were coded as follows, with reference groups indicated:

- Gender (female as the reference group).
- Marital status (recoded as 'married', 'living with partner/de facto', 'widowed, divorced or separated' and 'never married', with married as the reference group).
- Employment (recoded into 'full time', 'part time', 'self employed', 'retired', 'full time student' and 'other', where other included unemployed, full-time home duties, sick or disability pension and other, with full time employment as the reference group).
- Country of birth (coded as 'not Australia' and 'Australia' with the former as the reference group).
- Language at home (coded as 'Not English only' and 'English only' with the former as the reference group).
- Indigenous status (coded as 'non-Indigenous' and 'Indigenous' with the former as the reference group).
- Alcohol use while gambling (coded as 'Never' and 'At least sometimes' with the former as the reference group).
- State of residence (NSW as the reference group).
- Participation in sports betting, horse or dog racing betting, betting on games of skill, playing poker for money and use of electronic gaming machines (all coded as 'Not in the last 12 months' and 'At least once in the last 12 months', with the former as the reference group).
- PGSI category (with 'non-problem gambler' as the reference group).

In addition to the predictors above, the following predictors were used: age (in years), psychological distress (Kessler 6, treated as continuous) and number of types of gambling

activities in which the respondents participated in the last 12 months. The model was initially tested for tolerance through a linear regression. Number of types of gambling activities played displayed low tolerance with the rest of the model (0.228) and was discarded as a predictor. Once number of games was removed, tolerance for all other variables was >0.4 and considered acceptable.

Overall, the model correctly categorised 77.2% of interactive and non-interactive gamblers and was significant, $\chi^2(30, N = 4,594) = 1,146.22, p < 0.001$. The model was more successful at predicting interactive gamblers (88.3% success) compared to non-interactive gamblers. The dependent variable was coded as 0 'non-interactive gambler' and 1 'interactive gambler', such that odds ratios (ORs) higher than 1 indicate that those with higher levels of that independent variable are more likely to be interactive gamblers.

The predictors shown in bold in Table 5.42 were statistically significant when controlling for all other predictors in the model. In terms of demographics, compared to non-interactive gamblers, interactive gamblers are more likely to be younger, male, self-employed, married (compared to never married), not a full-time student (compared to full-time employment), and living in Victoria, Queensland or Western Australia (compared to NSW). In terms of betting behaviours, interactive gamblers are significantly more likely to participate in sports betting, horse and dog race betting and poker, while non-interactive gamblers are significantly more likely to use electronic gaming machines. In terms of PGSI group membership, compared to non-problem gamblers, a significantly higher proportion of interactive gamblers are low risk or moderate risk gamblers compared to non-interactive gamblers. Finally, interactive gamblers are significantly less likely to consume alcohol while gambling, or to experience psychological distress.

Table 5.42: Logistic regression of characteristics differentiating Australian interactive gamblers from non-interactive gamblers

Predictor	b	Std Error b	Wald	p	Odds ratio	95% CI Lower	95% CI Upper
<i>Demographics</i>							
Age (in years)	-0.015	0.004	15.650	<0.001	0.985	0.978	0.993
Gender (ref female)	0.659	0.090	53.214	<0.001	1.934	1.620	2.308
Country of birth (ref not Australia)	0.062	0.096	0.414	0.520	1.064	0.881	1.284
Language spoken at home (ref not English only)	0.114	0.126	0.825	0.364	1.121	0.876	1.434
ATSI Status (ref non-Indigenous)	0.006	0.224	0.001	0.977	1.006	0.648	1.562
Marital status (ref married)							
Living with partner/de facto	-0.028	0.115	0.057	0.812	0.973	0.776	1.220
Widowed, divorced, separated	0.040	0.125	0.101	0.751	1.040	0.815	1.329
Never married	-0.257	0.110	5.439	0.020	0.773	0.623	0.960
Employment status (ref full-time employment)							
Part time/casual	-0.093	0.122	0.583	0.445	0.911	0.718	1.157
Self-employed	0.467	0.154	9.154	0.002	1.595	1.179	2.159
Retired	0.220	0.157	1.957	0.162	1.246	0.916	1.694
Full-time student	-0.550	0.165	11.150	0.001	0.577	0.417	0.797
Other	-0.025	0.132	0.035	0.852	0.976	0.753	1.264
State (ref New South Wales)							
Australian Capital Territory	0.099	0.274	0.130	0.719	1.104	0.645	1.887
Victoria	0.470	0.123	14.671	<0.001	1.599	1.258	2.034
Queensland	0.385	0.132	8.505	0.004	1.469	1.135	1.903
South Australia	0.106	0.203	0.275	0.600	1.112	0.747	1.656
Western Australia	0.365	0.108	11.498	0.001	1.440	1.166	1.778
Tasmania	0.012	0.286	0.002	0.968	1.012	0.578	1.772
Northern Territory	-0.414	0.309	1.795	0.180	0.661	0.361	1.211
<i>Gambling behaviour</i>							
Sports betting (ref no)	1.308	0.097	183.59	<0.001	3.701	3.062	4.472
			4				
Horse and dog race betting (ref no)	0.733	0.095	59.981	<0.001	2.082	1.729	2.507
Betting on games of skill (ref no)	0.050	0.161	0.097	0.756	1.051	0.767	1.441
Poker (ref no)	0.820	0.121	45.912	<0.001	2.271	1.791	2.879
Electronic gaming machines (ref no)	-0.455	0.087	27.630	<0.001	0.634	0.535	0.752
<i>Problem gambling</i>							
PGSI group (ref non-problem gambler)							
Low-risk gambler	0.386	0.100	14.844	<0.001	1.471	1.209	1.790
Moderate risk gambler	0.495	0.110	20.212	<0.001	1.641	1.322	2.037
Problem gambler	0.232	0.150	2.411	0.121	1.261	0.941	1.691
Alcohol use while gambling (ref never)	-0.235	0.084	7.789	0.005	0.791	0.671	0.932
Kessler 6 score	-0.020	0.010	4.329	0.037	0.980	0.962	0.999

*Significant predictors are shown in bold.

5.12 CHARACTERISTICS STATISTICALLY PREDICTING LEVEL OF PROBLEM GAMBLING SEVERITY AMONGST INTERACTIVE GAMBLERS

A similar model to the one used above was run to determine which characteristics predict higher levels of problem gambling amongst interactive gamblers. All 3,239 interactive gamblers were included in this analysis.

The dependent variable in this case was problem gambling severity, treated as a continuous variable. Due to the non-normal distribution of PGSI scores, a negative binomial regression (with a log link) was run instead of a linear regression. The 'state of residence' dummy variables were excluded from this regression as some states had small counts and the PGSI dummy variables were removed as they were directly related to the dependent variable. Overall, the model was significant (likelihood ratio χ^2 (20, $N = 3,239$) = 1,669.21, $p < 0.001$).

As shown in Table 5.43, the variables that significantly predicted greater problem gambling severity amongst interactive gamblers were: being younger, being male, speaking a language other than English at home, being widowed/divorced/separated or never married (compared to married), betting on sports, horse or dog racing, games of skill, poker and electronic gaming machines, and having a higher level of psychological distress.

Table 5.43: Negative binomial regression of characteristics predicting higher problem gambling in Australian interactive gamblers

Predictor	b	Std. Error b	95% CI Lower	95% CI Upper	Wald	<i>p</i>
<i>Demographics</i>						
Age (in years)	-0.005	0.002	-0.010	-0.001	5.348	0.021
Gender (ref female)	0.258	0.069	0.123	0.392	14.096	<0.001
Country of birth (ref not Australia)	0.081	0.061	-0.038	0.200	1.790	0.181
Language spoken at home (ref not English only)	-0.358	0.076	-0.507	-0.209	22.268	<0.001
ATSI Status (ref non-Indigenous)	0.207	0.128	-0.043	0.458	2.639	0.104
Marital status (ref married)						
Living with partner/de facto	0.085	0.064	-0.040	0.210	1.790	0.181
Widowed, divorced, separated	0.156	0.079	0.001	0.311	3.880	0.049
Never married	0.148	0.061	0.029	0.267	5.911	0.015
Employment status (ref full-time employment)						
Part time/casual	-0.051	0.075	-0.197	0.095	0.467	0.494
Self-employed	-0.096	0.078	-0.249	0.056	1.526	0.217
Retired	-0.064	0.106	-0.273	0.144	0.366	0.545
Full-time student	-0.056	0.091	-0.234	0.122	0.384	0.535
Other	0.000	0.078	-0.153	0.153	0.000	0.999
<i>Gambling behaviour</i>						
Sports betting (ref no)	0.329	0.065	0.202	0.455	25.803	<0.001
Horse and dog race betting (ref no)	0.264	0.063	0.140	0.389	17.436	<0.001
Betting on games of skill (ref no)	0.177	0.076	0.027	0.326	5.375	0.020
Poker (ref no)	0.154	0.052	0.053	0.255	8.881	0.003
Electronic gaming machines (ref no)	0.382	0.046	0.293	0.471	70.135	<0.001
Alcohol use while gambling (ref never)	0.069	0.049	-0.027	0.165	1.975	0.160
Kessler 6 score	0.127	0.005	0.118	0.136	702.501	<0.001

*Significant predictors are shown in bold.

5.13 CHARACTERISTICS STATISTICALLY DIFFERENTIATING INTERACTIVE MODERATE RISK AND PROBLEM GAMBLERS FROM NON-INTERACTIVE MODERATE RISK AND PROBLEM GAMBLERS

The full set of predictors seen in Table 5.43 (except for PGSI groups) was included as predictors in this model. A total of 1,668 moderate risk and problem gamblers were included in the analysis. A PGSI cut-off of 3+ was used for consistency with the National Telephone Survey.

Overall, the model correctly categorised 82.0% of respondents involved $\chi^2 (27, N = 1,668) = 424.52, p < 0.001$. The model was more successful at predicting interactive moderate risk and problem gamblers (successful for 93.7% of cases) than non-interactive moderate risk and problem gamblers (successful for 43.1% of cases).

As shown in Table 5.44, interactive moderate risk and problem gamblers were more likely to be younger, male, married (compared to single), living in Victoria or Queensland (compared to NSW) and to bet on sports, horse or dog racing or poker compared to moderate risk or problem non-interactive gamblers. In contrast, non-interactive moderate risk or problem gamblers were significantly more likely to bet on electronic gaming machines, drink alcohol while gambling and have higher levels of psychological distress compared to interactive moderate risk and problem gamblers.

Table 5.44: Logistic regression of characteristics differentiating at-risk and problem interactive gamblers from at-risk and problem non-interactive gamblers

Predictor	b	Std Error b	Wald	p	Odds ratio	95% CI Lower	95% CI Upper
<i>Demographics</i>							
Age (in years)	-0.023	0.007	11.198	0.001	0.977	0.964	0.991
Gender (ref female)	0.549	0.180	9.261	0.002	1.731	1.216	2.466
Country of birth (ref not Australia)	0.278	0.182	2.325	0.127	1.320	0.924	1.887
Language spoken at home (ref not English only)	0.112	0.206	0.298	0.585	1.119	0.748	1.674
ATSI Status (ref non-Indigenous)	0.171	0.372	0.213	0.645	1.187	0.573	2.459
Marital status (ref married)							
Living with partner/de facto	-0.363	0.211	2.976	0.085	0.695	0.460	1.051
Widowed, divorced, separated	-0.035	0.236	0.022	0.882	0.966	0.609	1.532
Never married	-0.521	0.193	7.262	0.007	0.594	0.407	0.868
Employment status (ref full-time employment)							
Part time/casual	-0.341	0.212	2.595	0.107	0.711	0.470	1.077
Self-employed	0.403	0.292	1.896	0.168	1.496	0.843	2.653
Retired	0.507	0.341	2.204	0.138	1.660	0.850	3.241
Full-time student	0.122	0.306	0.160	0.689	1.130	0.621	2.058
Other	-0.185	0.213	0.753	0.386	0.831	0.547	1.262
State (ref New South Wales)							
Australian Capital Territory	0.238	0.503	0.223	0.637	1.268	0.473	3.397
Victoria	0.550	0.204	7.257	0.007	1.734	1.162	2.587
Queensland	0.448	0.210	4.557	0.033	1.565	1.037	2.360
South Australia	0.497	0.362	1.887	0.170	1.644	0.809	3.340
Western Australia	0.245	0.210	1.372	0.241	1.278	0.848	1.927
Tasmania	0.089	0.488	0.033	0.856	1.093	0.420	2.844
Northern Territory	-0.813	0.672	1.465	0.226	0.443	0.119	1.655
<i>Gambling behaviour</i>							
Sports betting (ref no)	1.093	0.185	34.996	<0.001	2.983	2.077	4.284
Horse and dog race betting (ref no)	1.095	0.190	33.136	<0.001	2.988	2.058	4.337
Betting on games of skill (ref no)	0.343	0.238	2.077	0.150	1.409	0.884	2.245
Poker (ref no)	0.836	0.183	20.819	<0.001	2.308	1.611	3.306
Electronic gaming machines (ref no)	-0.795	0.174	20.943	<0.001	0.452	0.321	0.635
Alcohol use while gambling (ref never)	-0.385	0.161	5.711	0.017	0.681	0.496	0.933
Kessler 6 score	-0.026	0.012	4.875	0.027	0.975	0.953	0.997

*Significant predictors are shown in bold.

5.14 CHAPTER SUMMARY

This chapter has analysed the results of the National Online Survey of 4,594 gamblers. Appropriate weighting against the National Telephone Survey was conducted to make the sample as representative as possible of the Australian adult population of gamblers.

The gambling habits of participants in the online survey, even after weighting, were slightly different from the National Telephone Survey. The most popular activities were lottery tickets (77%), EGMs (56%), and instant scratch tickets (49%), with race wagering the fourth, rather than third most popular form of gambling and EGM play reported by a higher proportion of participants. The prevalence rates of problem gambling were the same as reported in the telephone survey.

When controlling for other variables, the predictors of being an interactive gambler were being male, younger, self-employed or employed full time, married, betting on sports, races and poker, and being a low or moderate risk gambler. Interactive gamblers were more likely to have higher household incomes than average, but were not in the highest (or lowest) income categories, were more likely to be born in Australia and speak only English at home, and live as a couple with children. A significantly higher proportion of interactive gamblers bet on sports betting, horse or dog race betting, casino table games, keno, poker and games of skill compared to non-interactive gamblers.

In contrast, non-interactive gamblers were more likely to gamble on EGMs, consume alcohol while gambling and experience psychological distress. Non-interactive gamblers were also more likely to be female, divorced or separated, employed part-time or casually, been born outside of Australia and speak a language other than English at home and live as a couple with no children or a one parent family. Non-interactive gamblers were significantly more likely to gamble on EGMs and bingo.

Interactive gamblers had similar experiences with interactive gambling as participants in the telephone survey. The majority of interactive gamblers preferred this mode (55%) or liked land-based gambling equally (31%) and the vast majority gambled from home (92%) during the afternoon or evening. Payment was most commonly through credit (36%) or debit (25%) cards or bank transfers (14%), although e-wallets accounted for 19% of usual payment methods for interactive gambling. Interactive gamblers were most likely to consider the price (including bonuses), reputation and products available when selecting a site, and about two-thirds preferred domestic sites (65%), although one-third (34%) were not concerned where a site was regulated. The key advantage of interactive gambling was the convenience of this mode, followed by the better price and comfort of gambling from home. However, interactive gamblers were concerned that it was easier to spend money online, that this mode was too convenient and that their account information may not be safe.

A minority of interactive gamblers reported that using electronic money increased their expenditure (12%), disrupted their sleep (13%) and eating (5%). A significantly higher proportion of interactive gamblers were classified as low risk or moderate risk gamblers according to the PGSI, whereas a significantly higher proportion of non-interactive gamblers were classified as non-problem gamblers. Interactive gamblers had significantly higher PGSI scores on average, but were not more likely to be classified as problem gamblers. Interactive gamblers were more likely to report horse or dog race betting (31%) or sports betting (16%) as the cause of their problems, while non-interactive gamblers were more

likely to nominate EGMs (50%) or instant scratch tickets (5%). However, 19% of interactive gamblers attributed their problems to EGMs and 33% attributed problems to land-based modes of gambling, although the majority reported their problems were related to interactive modes (66%). Just over half (53%) of moderate risk and problem interactive gamblers reported that they had problems before they gambled online, and of these, only 30% agreed that online gambling had exacerbated their problems. Of those who did not have gambling problems before they gambled online, 46.6% agreed or strongly agreed that interactive gambling had contributed to their gambling problems. The variables that significantly predicted greater problem gambling severity amongst interactive gamblers were: being younger, being male, speaking a language other than English at home, being widowed/divorced/separated or never married (compared to married), betting on sports, horse or dog racing, games of skill, poker and electronic gaming machines, and having a higher level of psychological distress.

No differences were found between interactive and non-interactive gamblers in terms of the proportion who had ever thought that they may need help for their gambling. Nonetheless, interactive moderate risk or problem gamblers were significantly more likely to have sought help compared to non-interactive moderate risk or problem gamblers, although non-interactive gamblers were more likely to use self-help strategies. Non-interactive gamblers had significantly higher scores on a measure of psychological distress, although a significantly higher proportion of interactive gamblers (11.2%) reported that this psychological distress was due to gambling compared to 3.3% of non-interactive gamblers. Comparison of gambling-related problems showed that interactive gamblers were more likely to report problems related to excessive time spent gambling, such as arguments, neglecting important activities, reduced performance at work, and trust issues. Non-interactive gamblers were more likely to report more serious problems including relationship break-ups, losing contact with children, changing or losing jobs, being declared bankrupt, being evicted or losing a house, and the loss of savings.

Similarly to the results from the telephone survey, interactive gamblers were more likely to consider gambling to have some benefits. Interactive gamblers were more likely to gamble as a result of online promotions, but were also more liberal in their views of when and where online gambling operators should be allowed to advertise.

The next chapter, Chapter Six, presents the results from the interviews with 50 interactive gamblers.

CHAPTER SIX

INTERVIEWS WITH INTERACTIVE GAMBLERS RECRUITED FROM THE GENERAL POPULATION

6.1 INTRODUCTION

This chapter presents the results from interviews with 50 interactive gamblers. This sample was recruited from respondents to the National Telephone Survey and the National Online Survey who had gambled online at least once during the previous 12 months. Purposeful sampling generated a sample of interviewees with a diverse range of preferred interactive gambling activities and PGSI scores. None of the sample had received treatment for a gambling problem. Chapter Three provides a detailed explanation of the methodology used for this stage of the study. The results are presented under the following broad categories:

- Transition from land-based gambling to interactive gambling;
- Media preferences for interactive gambling;
- Motivations for interactive gambling;
- Advertisements and promotions;
- Features of online gambling that contribute to problem gambling;
- Responsible gambling measures;
- Help-seeking behaviour of interactive gamblers; and
- Overall opinions of interactive gambling.

Participant quotations are tagged with the participant ID number, preferred type of interactive gambling (at recruitment), PGSI High (score of 3+) or PGSI Low (score of 0-2) category (at recruitment), gender and age. Please note that preferred type of interactive gambling refers to the interactive gambling activity that the participant had engaged in most in the 12 months prior to recruitment. The tag 'multiple' means that participants equally engaged in several types of interactive gambling activities. Operator names, where mentioned, have been de-identified.

6.2 TRANSITION FROM LAND-BASED GAMBLING TO INTERACTIVE GAMBLING

To understand the transition from land-based gambling to interactive gambling, participants were asked when they first started gambling and why, the types of gambling activities they had engaged in since commencing gambling, their first and subsequent interactive gambling activities, and whether, how and why their gambling had changed over time.

6.2.1 HISTORY OF GAMBLING

Results are presented below in terms of the interviewees' early gambling experiences and commencement of interactive gambling, and changes in gambling participation, including the transition for some to becoming a 'professional gambler'.

First gambling activities

The gambling activity most interviewees first participated in was on-course wagering on the races. This activity was typically done with family members, while the individual was underage. A number of these respondents reported that they came from families with high exposure to racing. They had family members working at racetracks, parents employed as bookmakers, or family members who owned race horses or greyhounds. As such, exposure to racing and gambling was seen as inevitable. For example, one respondent stated:

Probably my first gambling experience was with my grandfather who was a bookmaker. I assisted my family. Some of my first memories are being at a racetrack as a kid. That would be my first experience with gambling.

(#25 Multiple PGSI Low Male 41 yrs)

The second most popular first gambling activity was off-course wagering at a land-based agency and this group of participants tended to gamble with friends. These individuals tended to be of legal gambling age when they first gambled.

Experiences of underage gambling

Twenty respondents discussed being introduced to gambling whilst underage. From this group of 20, four interviewees reported that their first gambling experiences were placing bets on the Melbourne Cup, either at school or with family members. For example, one respondent stated:

That was probably where it all started I think and at school I used to bet on the Melbourne Cup and things like that, that was the lead into it.

(#16 Poker PGSI High Male 40 yrs)

For a number of participants, gambling at home was a normal family activity and, as such, their first gambling exposure and experiences involved family members. These individuals first gambled at a relatively young age, when compared with other participants in this sample. Below are examples where exposure to gambling within the family preceded participation in gambling:

When I was a young kid; races on a Saturday. I would have been about 10 or 11. It was a family event with my dad and my brother. Next I would have played poker when I was about 12 or so. That was online poker. I saw it on the TV. When it first came on like the Texas Hold'em World Poker Tour. Me and my brother started playing. Then we wanted

to play more, so we played online. The only problem was that we couldn't cash out any winnings as we were underage.

(#51 Multiple PGSI High Male 18 yrs)

I started gambling when I was quite young. My mother and my auntie gambled playing cards and then when I turned 18 I started going to the club and started gambling playing poker machines

(#22 Poker PGSI Low Female 38 yrs)

It all started off, my dad had a couple of race horses and I had a couple of greyhounds and that is sort of where it started. I was 16 or 17 years old at that time when I was introduced to it, the gambling

(#26 Multiple PGSI High Male age not provided)

First experiences of interactive gambling

Amongst the 50 interviewees, only three individuals reported that their first experience of gambling was with interactive gambling. All three individuals were male and were aged 24, 33 and 46 years. Only one had a PGSI score of High (PGSI 3+). Online poker was the first interactive gambling activity that two interviewees participated in, while sports betting was the first interactive activity for the third interviewee. These three respondents reported the following first experiences of interactive gambling:

Probably about 16 years old when I started doing online poker in the UK. I was about 16 years old. Started with online poker. I used my mom's credit card. I think I put about 50 pounds over and just started playing poker online a bit.

(#31 Multiple PGSI Low Male 24 yrs)

My first experience with gambling was in May of last year, Internet gambling. I was watching the Fox channel and the poker tournaments and stuff on the Fox channel. I thought I'd give it a go; I researched a couple of poker sites as well.

(#42 Poker PGSI Low Male 46 yrs)

My first experience of gambling was Internet gambling. I heard it advertised on a radio station as it came on about a sports bet. It was a no lose situation that was sure to break even. So I started to gamble on that then.

(#53 Multiple PGSI High Male 33 yrs)

Forty-seven interviewees discussed how they first found out about the availability of interactive gambling. Four participants found out through word of mouth or a recommendation from a friend, while seven individuals found out through advertisements on television or radio. For example, these individuals described:

I think it was probably just from seeing advertisements on TV when I watch sports. That's how I got the idea of gambling on sports.

(#20 Sports Betting PGSI Low Male 26 yrs)

Mainly because it was advertised on the TV. Like (wagering operator).com.au and all this online advertising, all these poker games just pop up on your screen things like that.
(#45 Lottery PGSI High Male 39 yrs)

However, the most commonly reported way of discovering interactive gambling was through advertising by the land based gambling operator that would normally be used. For example, when visiting a wagering outlet to place a bet or a newsagency to purchase a lottery ticket, respondents reported they would see an advertisement for the availability of interactive gambling services, or they saw these advertisements online on the gambling operators' websites, as reflected in the following statements:

Ever since I started, I've had a (wagering operator) account and then they provided the online stuff and once you're online, you see other advertising just through their racing sites.

(#19 Race Betting PGSI High Male 52 yrs)

I think it was because I had a phone account with those bookmakers and whenever they made that progression across is when I chose to use that service instead of the phone betting.

(#25 Multiple PGSI Low Male 41 yrs)

I looked at lotto results at (lottery operator).com; that I used to check my results, and then I realised that you could actually get lottery online that way.

(#46 Lottery PGSI High Male 37 yrs)

6.2.2 PARTICIPATION IN INTERACTIVE GAMBLING

Increasing interactive gambling over time

Twenty of the 50 interviewees reported increasing their interactive gambling over time. Of these, 19 were male and 12 were rated as PGSI High. The only female participant in this group was a Low PGSI poker player. The reasons reported for increasing participation in interactive gambling were varied. Several individuals stated that their increased interactive gambling resulted from enhanced availability of both viewing and betting on a wider range of sports. For example, three respondents stated the following:

When that poker craze started I spent a fair bit of time at first, in the first year, playing online poker at all different times ... I spent a lot of time, maybe all night sometimes playing maybe four or five times a week. That was casino poker, online poker. Probably 2004 or 2005 I started betting on sports on online betting sites, many different ones. I think it started off pretty small and just when a big football game was on like State of Origin or AFL grand final or something. Then it gradually got to tennis matches, soccer games and even handball. As long as I could see it being played, if I could watch it on the Internet, I would bet on it.

(#16 Poker PGSI High Male 40 yrs)

I think it started out as mainly weekends, betting on footy and stuff like that. Then I actually moved on to probably during the week as well, because I started watching basketball all over America.

(#29 Multiple PGSI High Male 20 yrs)

I probably hop on the mobile sporting website maybe three or four times a week. It has increased ... I don't really bet on horses anymore. I'm more into sports betting in AFL and NRL, but I find myself doing a lot of things that I never used to do, like studying games and watching games and recording things ...

(#6 Sports Betting PGSI Low Male 29 yrs)

One participant stated that his increased participation in interactive gambling was a result of his increased earning capacity:

Now, I'm earning really good money, and mostly my entire wage goes to gambling each week. Once I pay for rent, food, petrol, whatever is left, I go to the casino or place bets online and hope for the best.

(#31 Multiple PGSI Low Male 24 yrs)

Four interviewees attributed their increased participation to improved technology and ease of Internet gambling:

Well I would do it more now than I did when I first started, because I've got the Internet at home, I've got Internet now where I work. I've got a mobile phone with the Internet, so I use the betting application as well, yes definitely I would use it much more than I did when I first started.

(#34 Multiple PGSI High Male 34 yrs)

When I used to have to go into the shop to do it, I would do my standard same games all the time. Now that it's online if there's this jackpot play or something like that I might just go online and quickly buy an extra ticket.

(#4 Lottery PGSI Low Male 51 yrs)

I used to get a ticket every Saturday, fairly regularly say nine out of 10 times. Now it would have increased 100% I think. This week I've got that big Powerball for those ... jackpot draws and Saturday it's just a general lottery draw. I've got in this week as an example, two extra tickets than I would normally have.

(#47 Lottery PGSI Low Male 38 yrs)

Since I started I probably spend more time doing it now, not necessarily spending more money but definitely more time doing it. When I first started gambling I would have been less savvy and it would have been more speculative whereas now I take it more seriously and do a lot of research.

(#5 Sports Betting PGSI Low Male 45 yrs)

Decreasing interactive gambling over time

Twelve interviewees discussed decreasing their interactive gambling over time. Within this group, only one was female and the majority (8) were classified as PGSI High. Reasons for decreasing participation varied, as highlighted by the quotes below:

I'm married now and I've got a kid so I've got responsibilities. I still have a bet now and then, but within my means. Not like I used to, which was I could lose everything and I didn't have any responsibilities; it didn't really worry me.

(#16 Poker PGSI High Male 40 yrs)

I would probably say this year I have been spending a bit less because I have been studying more and haven't had time to work, so I don't really have any money or as much money recently.

(#29 Multiple PGSI High Male 20 yrs)

One participant discussed how a serious illness (stroke) had impacted upon her life and her wish to no longer gamble at previous levels:

To be honest, I did not want to die from a stroke and my children have no memory of doing anything with their mum because I gambled all of our money.

(#22 Poker PGSI Low Female 38 yrs)

Another interviewee discussed the experience of having a 'big loss' and how this had been the catalyst to decreasing his interactive gambling:

It used to be daily. About 10 bets a day. But now I do it once a month. I guess when I had that big loss I realised that you can't win. You never win on something that's... the outcome is pretty much random. No matter how much you've lost. That big loss for me was a rude awakening. I decided not to gamble as much after that.

(#53 Multiple PGSI High Male 33 yrs)

Amongst the 12 individuals who had decreased their interactive gambling, three had established exclusions or limitations to help control their interactive gambling. Two had excluded themselves from interactive gambling completely. These two respondents stated:

I cannot gamble online now because I've black banned myself on most of the major Internet sites that I could find.

(#14 Race Betting PGSI High Male 58 yrs)

I always gambled on the (wagering operator) website because I had an account with them, but I have cancelled it already. Because I think it's not good for me, because I think it affects my financial situation.

(#10 Sports Betting PGSI High Male 37 yrs)

The other individual had decided to only exclude himself from the interactive gambling activity (sports betting) that was causing problems:

I just realised it's not just a game, money is involved, and then I just basically stopped it. What I have now is just buying lottery tickets online. That's all.

(#45 Lottery PGSI High Male 39 yrs)

Becoming a 'professional gambler'

Twelve participants reported that they gambled differently to 'normal' gamblers. They referred to themselves as 'professional gamblers' and explained that they conducted research and compiled spread sheets that provided an advantage over other gamblers and allowed them to earn a living from Internet gambling. All 12 respondents were male. Eight were classified as PGSI Low. This group was aged between 26 and 60 years, with most (7) aged over 40 years. The following quotes illustrate how these professional gamblers identified their gambling behaviour as being distinct from that of 'regular gamblers':

I call myself a professional gambler; you've got to understand the margins, the percentages involved. You've got to know the odds you're taking. You've got to know ... you've got to do a lot of research as well, a lot of history. I've got basically an Excel file that keeps all of the tracks ... all of the AFL games, cricket games, basketball games. It's a pretty detailed analysis.

(#7 Sports Betting PGSI High Male 28 yrs)

Yes, I record it. I do charts and stuff on the amount of money that I'm investing each week and pull out obviously the profits and then work out my margin on what I've made or what I've lost ... I think there's gambling and then there's maybe a bit of a professional gambling sort of thing where you look into it a bit more and record things and do maths. That's the sort of stuff I do.

(#6 Sports Betting PGSI Low Male 29 yrs)

It has allowed me to quit my job in a factory and for the last four years make a reasonable income, and that's solely Internet. I would have never been able to do what I do now pre-Internet. It's just that this is my job and my income. I bet probably in the region of four to five million dollars a year and I look at 1% income on that, 1%-2% income on that. I probably look at gambling a lot differently from other people. The other thing is I am probably in my position taking advantage of people that are having a gambling problem, because if I make money somebody else has to be losing.

(#11 Race Betting PGSI Low Male 52 yrs)

One professional gambler differed from the others in how he gambled. This respondent employed a professional punting service to provide advice on how to bet. He reported that he did not gamble for enjoyment or excitement and that he did not watch the races. He likened gambling to investing on the stock market:

Actually I use two services to provide me tips and I just follow those. A professional punting service. They, for a fee, will send you the three bets that they have that day and they tell you how much the investment is and that is basically all I do. I don't have enough time to follow the board. I use that service because it's impossible for me, because the percentages, the returns and their losses, that's why I follow that. I only bet to make money. I don't watch races, I don't get that thrill out of it so I don't want to go to a track and pick a horse. To me it's just numbers. It's like the stock market. I don't watch it. I just see whether I'm getting a return at the end of the month or the end of the six months and follow it along those lines.

(#25 Multiple PGSI Low Male 41 yrs)

The participants identifying as professional gamblers detailed research activities they undertook to inform their gambling which they devote a significant amount of time to, often on a daily basis. The following quotations highlight the variety of these research activities:

I do spend a lot of time reading about it every day. Like I read all of the news articles on horses and greyhounds and I look at results and I look at rating and everything like that.

(#15 Race Betting PGSI Low Male 32 yrs)

It's like doing a puzzle. Some people do crosswords or sudokus or something like that, I absolutely love downloading the forms, my spread sheets, running my model and seeing the outcome. Trying to pick a winner and seeing the outcome. Sometimes you lose, but it would be like playing a little game and you get off when you win. You feel really good, like you've been financially rewarded for being smart and that's the good feeling

(#17 Race Betting PGSI High Male 31 yrs)

I realised a while back that the mathematics of what the average punter does, because I use multiple bets. I don't bet on win and place bets. I bet on what they call exotic betting, which used to be called trifecta, but now I work on the first four. In other words, what I mean with a trifecta, you've got to pick the horses in order, first, second and third past the line. Now, there are a lot of combinations that can occur in a field of ten horses or whatever. If you're trying to cover all those options, there's many, many, many options that are mathematically possible. For the average punter to be able to cover those, he has to do what we call a box bet, whereby he's essentially forced to bet the same amount or the same percentage on each combination, which is ridiculous because just the chance of each combination happening are not the same, but he does it. Whereas with the spread sheet design, you can do those multi bets in a more logical fashion that matches the real odds of those formations occurring and structure that accordingly, so that you wage your bet more mathematically logically than they do and essentially you gain the advantage.

(#18 Race Betting PGSI Low Male 60 yrs)

6.3 MEDIA PREFERENCES FOR INTERACTIVE GAMBLING

The 50 participants were asked about their media preferences (devices used) to access interactive gambling, what influences this choice, and whether the device used varies for different types of interactive gambling. Results are discussed below.

6.3.1 PREFERRED DEVICES FOR INTERACTIVE GAMBLING

The interviewees were asked about their preferred devices for accessing interactive gambling: smartphone, tablet, computer, laptop or digital TV. The most popular devices used were a computer (31 participants), followed by a smartphone (28 participants) and a laptop computer (22 participants). Seven interviewees used a tablet while only one individual accessed interactive gambling via digital TV. (Several participants used multiple devices so these numbers do not total 50).

Smartphone only

Amongst the 28 respondents who reported using their smartphone to gamble online, three reported that this was the only device they used. Of the three smartphone-only users, two were male and all three were classified as Low PGSI and were relatively young (24-32 years). As highlighted in the quotes below, all three respondents reported that accessing interactive gambling via their smartphone was convenient:

I use my iPhone ... convenience. Literally, I can be at home on the toilet, at work in the office and within ten seconds, I can be on the website locked in looking at the latest bets, placing the bets. It's just a quick convenience really.

(#31 Multiple PGSI Low Male 24 yrs)

Just convenience. Usually if we're betting we'll do it on the big events, which is when the (wagering operator) is really busy. I use a phone, always the phone. It's easy to use.

(#39 Casino PGSI Low Female 28 yrs)

Computer only

Amongst the 31 respondents who reported using their computer to gamble online, 12 used only this device. Amongst these computer-only users, one respondent was female. Also within this group, equal numbers were classified as PGSI High and PGSI Low. Eight of the 12 respondents were aged over 50 years. Reasons for gambling online using a computer related to software, screen size, security, and speed, for example:

I can't just bet on a phone or a laptop on the road. I need to have the software available otherwise I won't touch it.

(#28 Sports Betting PGSI Low Male 52 yrs)

Essentially I don't like doing it on the phone, because the screen's too small and I don't know how good the security is either, but supposedly it's equal to doing it on the computer, but normally I just do it from a desktop PC. That's what I normally use.

(#19 Race Betting PGSI High Male 52 yrs)

I use a computer only PC and I do it for speed.

(#11 Race Betting PGSI Low Male 52 yrs)

Laptop only

Amongst the 22 respondents who reported using their laptop to gamble online, four reported that this was the only device they used. All four respondents were male, with two being PGSI High and two being PGSI Low. The four respondents were aged between 38 and 58 years. Only one provided any justification as to why they only used a laptop to gamble online:

I only use the laptop for Internet gambling. Mainly for security reasons.

(#47 Lottery PGSI Low Male 38 yrs)

Digital TV

Only one respondent reported using a digital television to gamble online. This respondent reported that they used this medium occasionally and predominately used a computer:

Computer and occasionally digital TV. I use my computer at home and I don't have access at work.

(#21 Race Betting PGSI Low Male 58 yrs)

Number of devices used to gamble online

Respondents varied in the number of devices they used to access interactive gambling. Nineteen respondents used just one device. Of these, 12 used a computer, four used a laptop and three used a smartphone (as discussed above). Twenty-three respondents used two devices to access interactive gambling. The most popular combination was a smartphone and computer, which was used by 11 participants, followed by smartphone and laptop (6), computer and laptop (5) and computer and digital television (1). Eight respondents used three devices to gamble online. Three used a smartphone, computer and laptop, three used a smartphone, laptop and tablet, and two used a smartphone, computer and tablet.

6.3.2 FACTORS THAT DETERMINE CHOICE OF DEVICE

Use of different devices was determined by several factors, including the type of gambling activity being undertaken, technology and applications, location and convenience, ease of use, and security concerns.

Gambling activity determines device

A number of participants reported that they used different devices for accessing different gambling activities. For example, the device used for gambling on a particular activity which required detailed research and analysis (e.g., horse racing) would be different to the device chosen for gambling on other activities. The following quotation illustrates how one participant decides which medium to use when gambling online:

It really depends. If I'm gambling on horses, if I use my desktop computer I get more access to the past history of a horse on the website, versus the mobile version. The mobile version is very basic. But if it's something like NBA or NRL or AFL, those ones I know these things already, I know the platforms. Whereas horses, you'll see a horse one day, but you won't see them again for three months. Also, I would use the phone outside of my home. I use the phone the most frequently.

(#53 Multiple PGSI High Male 33 yrs)

Technology and applications determines device

For other participants, the development of new technologies and applications resulted in a transition from gambling online through a computer to gambling using newer technologies. The following quotations illustrate how changing technologies have influenced the medium for accessing interactive gambling:

For racing I would have been using my desktop computer, for most of that period of betting it would have just been a desktop computer. In the last two years it's probably shifted more towards my smartphone and using apps for putting bets on.

(#17 Race Betting PGSI High Male 31 yrs)

Yes, four years on the computer, then obviously when all the iPhones came out, that's when I turned to that.

(#6 Sports Betting PGSI Low Male 29 yrs)

No, I did use my laptop mainly, but I've had an iPad for about a month now and I tend to use it because it's just convenient.

(#26 Multiple PGSI High Male (Age not provided))

Location and convenience determines device

Some respondents reported that location and convenience were determining factors when choosing the device to gamble online. For example, a mobile device such as a smartphone would often be used when outside of the home or workplace when access to a computer or laptop was not available. The following quotes illustrate how location and convenience can determine the device chosen:

I use my phone and computer. Depending upon where I am. If I'm at home and the computer's on, I'll use that. If I want to be lazy and not get up from the couch then I'll

pick up my phone. Sometimes when I'm at work just checking things, I'll use my phone. I'll use the computers at work too. It's just what's more convenient

(#48 Multiple PGSI Low Male 37 yrs)

Convenience influences me most. If I am at home I will use my computer. It takes me about 25 minutes when I travel on the bus to and from work and I'll use this time to check through the odds whilst I am commuting. I use my iPhone for this and I'll also use my iPhone to place a bet. Also, if I am sitting at home watching sport I'll use my iPhone as well as it might be easier than the laptop from a convenience point of view, say if I already have my phone with me.

(#5 Sports Betting PGSI Low Male 45 yrs)

Ease of use determines device

Some respondents reported that the ease of use of the device was the determining factor when gambling online. For the following participants, a device with a larger screen, greater capacity for downloads and quicker connections were all important factors:

I use my laptop and phone but I prefer my laptop as it's just easier and quicker and it has a bigger screen. I'd probably only use my phone about 20% and that's really if I'm out somewhere.

(#51 Multiple PGSI High Male 18 yrs)

I've never used the phone for the simple reason my eyesight isn't good enough to download and read all the parts like on my mobile phone. I've only ever been on the laptop.

(#14 Race Betting PGSI High Male 58 yrs)

The capacity to run excel basically is an integral determinator for me. Just a normal home computer, not a laptop..

(#18 Race Betting PGSI Low Male 60 yrs)

I have a set up at home with software that I use and a couple of different screens and computers. I can't just bet on a phone or a laptop on the road. I need to have the software available otherwise I won't touch it.

(#28 Sports Betting PGSI Low Male 58 yrs)

Security concerns determine device

Two respondents highlighted security concerns as factors when choosing the device to gamble online. As highlighted in the following two quotes, both respondents used a computer or a laptop for interactive gambling as they considered these devices to be safer and more secure, when compared with mobile technologies such as smartphones:

Essentially I don't like doing it on the phone, because the screen's too small and I don't know how good the security is either, but supposedly it's equal to doing it on the computer, but normally I just do it from a desktop PC. That's what I normally use.

(#19 Race Betting PGSI High Male 52 yrs)

I only use the laptop for Internet gambling. Mainly for security reasons.

(#47 Lottery PGSI Low Male 38 yrs)

6.4 MOTIVATIONS FOR INTERACTIVE GAMBLING

This section presents findings on why gamblers choose to gamble online. Respondents reported a diverse range of reasons as to what motivated them to gamble online rather than, or as well as, at a land-based gambling venue.

6.4.1 CONVENIENCE AND EASE OF ACCESS

Most respondents (28 respondents) reported that convenience and ease of access were the biggest factors in deciding to gamble online. This group was aged between 18 and 72 years, had slightly more respondents classified as PGSI High (15) than PGSI Low (13) and included two women. For these respondents, convenience related to location (gambling from home or work) and reduced effort to gamble (as one respondent reported, he could gamble in his pyjamas), as noted in the following participant quotes:

Just ease of access. It's 24/7; it's pretty much in the palm of your hand now with the mobile phone and all that. That's probably the most, I'd say.

(#16 Poker PGSI High Male 40 yrs)

...you can be sitting in class at uni and put on a bet on or at work or whatever or at home. At work or at uni previously I wouldn't be able to.

(#29 Multiple PGSI High Male 20 yrs)

Well, online basically it's convenient, in your own house, the privacy that makes it very easy. All you need is a device to connect to the Internet that's all. For you to go to a venue you have to travel to the place which is less convenient.

(#45 Lottery PGSI High Male 39 yrs)

Convenience of being in your own home is a huge thing. Now I don't have to change out of my pyjamas to make a bet, or have to get to a shop or walk to a (wagering operator agency). There's effort to do that. It's more comfortable when you're at home

(#17 Race Betting PGSI High Male 31 yrs)

I use Internet gambling mainly because I have two small children and I can't take them with me to gamble at a venue. It is just easier to do it online for me. More convenient.

(#36 Lottery PGSI Low Female 29 yrs)

Two respondents reported that the reason they gambled online was their geographical location in a rural or semi-rural location without access to gambling amenities. Both reported that interactive gambling enabled them to gamble without the inconvenience of having to travel to a club or newsagency to place a bet or purchase a lottery ticket. The following two quotes highlight how gambling online is preferable for these two respondents:

Living in Tasmania we don't have the outlets so it's the convenience of being able to do it at home.

(#13 Sports Betting PGSI High Male 42 yrs)

It's because I have it at home and it saves me going out. We live in a semi-rural area. We're not actually close to anything. I just find the convenience of it. ... Yes and I'm not terribly young. Whereas, before I'd have to get into the car and drive, of course some distance to be able to put money into the account or take money out.

(#3 Lottery PGSI Low Female 72 Yrs)

6.4.2 SAVES TIME/SPEED

Fourteen respondents reported that their decision to gamble online rather than at land-based venues was because interactive gambling saves time and is a speedier option, which also relates to convenience. This group contained one female, was aged between 18 and 72 years and had more respondents classified as PGSI High (9). These respondents explained how gambling online requires less time, guarantees that they will not be disadvantaged by other gamblers when placing bets and has a faster pace, as illustrated in the following quotes:

Definitely the convenience of it, the sort of fast pace of it as well. If I see a market I like I can jump on it and just put a bet on it just before the game starts, rather than having to wait in line at a (wagering operator agency) or something like that.

(#20 Sports Betting PGSI Low Male 26 yrs)

I don't like going down the (wagering operator agency), 'cause you can get more quicker response online and you got a time factor, you can bet right up to the last couple of seconds before the gates open, whereas in the (wagering operator agency) or even online there's always the risk of not being able to get a bet on. That's my preference why I bet online.

(#37 Lottery PGSI High Male 68 yrs)

Yeah, because in the (wagering operator agency) they have to go to the effort of filling out a card, keeping it in their wallet or whatever and going through the whole process, whereas with the home side of things you've just got to click a couple of buttons, that's always there, so it's a lot more straightforward and convenient.

(#19 Race Betting PGSI High Male 52 yrs)

I'd say probably convenience and obviously being able to collect the money straight away without having to go into a (wagering operator agency) and collect your money. It's there in your account and you can transfer it straight back into your bank account without having to drive down the road or any of that type of jazz.

(#6 Sports Betting PGSI Low Male 29 yrs)

6.4.3 BETTER ODDS/MORE GAMBLING OPTIONS/MORE INFORMATION

Thirteen participants reported that the greater range of gambling options and better gambling odds were the reasons they gambled online. This group was all male, aged from 18 to 68 years and had slightly more respondents classified as PGSI High (7) than PGSI Low (6). The following quotes illustrate how more gambling options and better odds influence decisions to gamble online:

From a gambling standpoint, the odds are better and you're getting offers and promotions to go with certain people. You don't get that in a (wagering operator agency).

(#49 Multiple PGSI High Male 31 yrs)

Online you can do all your research, see past results, who scored what. I'm with six different bookies and I can have a look around to see who has the best odds. If you go down to the (wagering operator agency) you're stuck with whatever odds they are offering at that time. The information is at your fingertips online. It makes educated gambling a lot easier.

(#5 Sports Betting PGSI Low Male 45 yrs)

I can click from one website to the next and check the price on one website to the next website to the next website. If you had to go and do that at say a (wagering operator agency) or whatever, you have to go to five different premises to have a look at it. The convenience of the gambling I think is what gets you in.

(#32 Multiple PGSI High Male 48 yrs)

Even when I go to the races, if I go to the races I will use my phone. The information that I can get through my phone is more beneficial. You can get more information through it. Form and what the horse is doing, what they are paying, that sort of stuff.

(#48 Multiple PGSI Low Male 37 yrs)

6.4.4 NOT BEING SURROUNDED BY OTHER GAMBLERS

Seven respondents reported that interactive gambling was more appealing than land-based gambling because they did not like being surrounded by other gamblers. This group was aged between 26 and 71 years, with more than half aged over 45 years. This group had slightly more respondents classified as PGSI High (4) than PGSI Low (3) and included one female. Respondents described being able to focus and concentrate better due to lower noise levels, as well as not having other gamblers around distracting and disrupting their concentration. Additionally, some respondents discussed negative assumptions they held of other gamblers in relation to their economic status or character as reasons why gambling online was preferable. The following quotes highlight these sentiments:

Well, basically it's a lot easier and you haven't got the people making the unnecessary noise or distracting you from what you're trying to do.

(#19 Race Betting PGSI High Male 52 yrs)

Also there are other people there at the (wagering operator agency) and on average I would say that people who are betting on the horses are not from a high economic status, so that aspect of it makes it preferable to do at home rather than actually going into a (wagering operator agency). Also if you were to go into the (wagering operator agency) there is a stigma attached to actually being seen in there. Even other friends of mine even prefer Internet.

(#17 Race Betting PGSI High Male 31 yrs)

... you don't have to put up with all the humbug, you do quite often at the (wagering operator agency) in the hotel you have to be tolerant to other patrons' behaviour. If I go down to bet I like to study, I like to concentrate, I like to be sure I'm going to get the bet on. If you go to bet down the local (wagering operator agency) you've got to quite often wait in the line and for whatever reason the person in front of you is a bit slow or changes his mind or whatever, it means you could possibly miss out on a bet.

(#37 Lottery PGSI High Male 68 yrs)

I don't like the social interaction at the track. I find it too noisy and I can't concentrate because there's too much furore around the bookies. Everybody's screaming and talking so I lose concentration if I go to the track.

(#41 Race Betting PGSI High Male 71 yrs)

6.4.5 KEEPS THE EVENT INTERESTING

Five respondents explained that gambling online, specifically on sports betting, kept the game or event interesting. This group consisted of five males, aged 28 to 54 years and all were rated as PGSI High. As highlighted by the following quotes, these respondents reported that placing bets on a sports game added an extra dimension to just watching the event:

I'd be lying if I said I didn't put bets on football games, but I'm only talking far less money than I ever would put through betting at the track ... only so I could have an interest in the game.

(#17 Race Betting PGSI High Male 31 yrs)

I think what attracted me to it was to keep having a little stake to keep the game interesting ... I think it's the fact that you can view your odds. You feel like you're part of the action, having a little stake here and there, keeps the game interesting ... Spur of the moment, I mean, it's like if you have a gut feeling ... you feel a certain event that happened, so you basically have a bet based on that moment. What I find with odds is, if a team is doing really well at the spur of the moment, you tend to go in straight away and be ... Generally the feeling is you watch your game maybe after a quarter, maybe after two quarters and you get a feel for the game, you get a feel for conditions, you get

a feel for the tactics of coaches. Not all games start off and end off as expected on paper. You get a feel for a game after a quarter and then based on those feelings, you place a bet.

(#7 Sports Betting PGSI High Male 28 yrs)

6.4.6 SOCIAL VS ANTI-SOCIAL ACTIVITY

Two respondents reported that gambling online was a social activity for them. Both respondents were aged in their thirties; one male respondent gambled on a range of products (Multiple) at a PGSI High level and the other female respondent gambled on poker at a Low PGSI level. Both respondents played poker online with friends as a social activity:

I was playing in a group one night and one of the other people there that I was having a wine with mentioned that he was part of the online league through a small group of people called the (poker league operator) and would I be interested in coming to play and so I did and strangely enough it's been almost exactly a year exactly. I view it as a different form of gambling to what I previously did. I probably spend about \$20 on my credit card probably every three or four months. It costs about \$1. It's usually \$1. Each Sunday they have a \$2 game and they have free games as well. They have two or three free games a week ... It's very friendly. It's very social. I would call the people intimate friends, if that makes any sense. Once again, it's a social thing that I do.

(#22 Poker PGSI Low Female 38 yrs)

However, three respondents reported that gambling online was anti-social as it could be quite disruptive to social ties and commitments to family and friends, for example:

... it affects your social activities as well. Sometimes you just don't want to go out or ... when I hang out with my friends, I always want to go home to get online and watch the game. It's like I don't really want to participate in social activities at all.

(#10 Sports Betting PGSI High Male 37 yrs)

It's a bit anti-social. Back when I was doing it at my desktop computer it was, you sort of lock yourself away in that room. I didn't leave the room too much.

(#17 Race Betting PGSI High Male 31 yrs)

... when you are at home and you're gambling online ... you tend to be a lot more antisocial to family members or put off other duties that need to be done or it can cause other problems within the household.

(#2 Lottery PGSI High Male Age not provided)

6.4.7 PROHIBITED FROM GAMBLING AT A LAND-BASED CASINO

One respondent who reported playing online poker three to six times a week for sessions of two to four hours, was employed in a casino. Thus, gambling online was the only option available for him to gamble on casino games without having to travel a long distance:

I work in a casino and I live in a town where there's only one casino. They actually prevent employees from going to that casino.

#44 Casino PGSI Low Male 38yrs

6.4.8 ABILITY FOR GAMING VENUE EMPLOYEES TO COPY BETS

One respondent who worked in a land-based gaming venue discussed how the availability of interactive gambling through smartphones enables venue employees to 'copy' the bets of successful gamblers, thus motivating them to gamble at work when they previously would not have been able to:

You've got people coming up giving us bets like can I have \$300 on X to pay to win and you think 'Oh wow, that's amazing odds' and somebody else does the same, thinking 'Oh, wow, 20 people in the same hour placed the same bets, I should do the same' or you see someone like the more bigger punters, if you will. They'll come in and put a lot on the big games and win all of them. They think 'Oh, wow, they know something I don't know or they're just really skilled when it comes to it. Next time they come in, I'm just going to copy their bets.' ... if you're standing behind the bar or behind the kiosk, nothing stopping you from just picking up your phone, ten seconds after and you've copied your bet and that happens a lot because a lot of people. .. I've even done it myself.

(#31 Multiple PGSI Low Male 24yrs)

This respondent reported that the practice of 'copying a bet' was widespread amongst gaming employees and was a result of mobile phone technology enabling bets to be placed whilst at work. He also reported that the practice was tolerated by management:

That's something that's been happening maybe over the last year with iPhones and all of these smartphones. That's something that's crazy. If you walk into a lot of gaming venues, like in Victoria and Melbourne especially and you just watch the staff there, always on their phone and that's for no specific reason. It's because if you're working the venue for long enough, you know who's in there every day and you know who's winning the money and you know who's leaving the money...Management knew about it. Like I was head of gaming I had really no problem with them doing it. If they wanted to do it, it's their money. Why not? If they're allowed to be on their phone because it's quiet now and then, allow them do to anything.

(#31 Multiple PGSI Low Male 24yrs)

6.5 ADVERTISEMENTS AND PROMOTIONS FOR INTERACTIVE GAMBLING

Forty-one participants discussed advertisements and promotions associated with interactive gambling. Of these, two were female and just over half (21) were ranked as PGSI High. Thirty-four respondents provided examples of the types of advertisements that influenced their gambling behaviour. Examples of promotions included bonus credits or cash, competitions, sign-up promotions, free bets, bonus bets, refer a friend and get a free bet, better odds, matching dollar amounts transferred into gambling accounts, and specific incentives to deposit money at particular times of the day.

6.5.1 POSITIVE OPINIONS OF ADVERTISING AND PROMOTIONS

Seven respondents discussed online gambling promotions as being positive and described strategies they use to take advantage of these promotions.

Benefits of promotions

The following quotes describe how some respondents considered promotions to be beneficial in terms of 'free money', with some respondents stating that they 'loved' promotions:

I do take advantage of them because it's practically free money in my opinion.

(#52 Multiple PGSI High Male age not provided)

I signed up to almost every Australian bookmaker just to get myself promotions. 'Deposit like \$30 or \$50 you get a \$100 free bet.' If you can win on that \$100 free bet, it's great. If not, then you just spend your money.

(#51 Multiple PGSI High Male 18 yrs)

I love the promotions myself. I think I have about 16 or something bookmaker accounts that I signed up for.

(#17 Race Betting PGSI High Male 31 yrs)

Taking advantage of promotions

Seven respondents reported how they had developed strategies to take advantage of promotions. These participants were using promotions as an 'add-on' to bets they would place. The promotions did not act as an incentive to gamble additional money, but were seen as a bonus to the money that they already intended to gamble, as highlighted in the quotes below:

At the time that I signed up for a site called (wagering operator.com) and they had a lot of promotions and I was taking part in them probably once a week. They have sign up promotions as well like a lot of current betting, sports betting kind of promotions. I've actually signed up for numerous sites just to take advantage of those and just place a one-off bet and then withdraw my money.

(#20 Sports Betting PGSI Low Male 26 yrs)

I hunt around looking for them all the time. If I'm going to make a deposit. What I generally do, I get my pension every Thursday ... A lot of the times I look around for free 100% double your money sort of thing because there is plenty of that sort of stuff offered. The way I look at it, if you're going to give them money, you might as well, if you can get double, why not?

(#24 Multiple PGSI High Male 54 yrs)

They are beneficial for me because I bet with one bookie and lay up with another. I think most people won't do that. Most people would just go after the win. I'll use the online

promotion from one bookie and play that off against the online promotion of another bookie.

(#28 Sports Betting PGSI Low Male 52 yrs)

I have. Just some texts that I'd use occasionally they have promotional codes that you put some money in they will put some in as well. That's more they're putting \$30 instead of 20 so I'm getting 10 free, that's as far as it goes. I'm going to put some money in anyway and I may get a few dollars extra.

(#42 Poker PGSI Low Male 46 yrs)

One respondent reported that using an online forum attracted him to gambling online:

Yeah, it's generally through Twitter. That's sort of what has increased my interest in gambling and the sports. You develop that little online relationship and you talk to them and share opinions and things like that.

(#49 Multiple PGSI High Male 31 yrs)

6.5.2 NEGATIVE OPINIONS OF ADVERTISING AND PROMOTIONS

Five main themes featured amongst negative opinions held about the advertising and promotion of interactive gambling: that it attracts vulnerable people to gambling, provides inducements to gamble, that it has reached saturation point during sport, can sometimes be misleading, and should be regulated or better controlled.

Attracts vulnerable people to gambling

Eight respondents discussed advertisements and promotions in a negative light as they considered that they encourage vulnerable people to gamble. As highlighted by the following respondents, problem gamblers and young people were identified as two groups that were negatively targeted and influenced by interactive gambling advertising and promotions:

I don't like the principle that it will encourage people who have a problem with gambling to bet where they probably shouldn't bet.

(#21 Race Betting PGSI Low Male 58 yrs)

I feel the advertising stunts prey on vulnerable people ... Well the last one was they were offering tic-tac. It costs \$30. They will then credit your account \$50, so their commission is \$20. Well, I ended up losing on that one, so it was a bad thing. In general I guess, I think, I would say it's a bad thing. You get a bit more short-sighted and not see that it's still a big risk. And they try to get you trying to need something, and you get used to feeling like that. You will just end up losing. Enough will never be enough.

(#53 Multiple PGSI High Male 33 yrs)

Yeah, it can be quite enticing. Obviously now with sporting events or the links and all that sort of thing. I imagine for kids its quite enticing, especially for young people.

(#13 Sports Betting PGSI High Male 42 yrs)

I'm with (wagering operator) and (wagering operator); they have pretty invasive advertising all the time. It is a pretty high saturation and I do have some concerns with kids watching and seeing this all the time. But I'm not too sure what you can do about this. The kids are sort of getting into the idea of gambling before they are mature enough to really think about it properly.

(#5 Sports Betting PGSI Low Male 45 yrs)

Promotions and advertisements were sent to some respondents via email communications from gambling companies. These emails were often viewed negatively by respondents, who reported that they often enticed them to gamble and were used by the gambling companies to lure back gamblers who had ceased gambling for a period of time. The following four respondents discussed the negative role of email communication from online gambling operators:

What they do is they send me, from (lottery operator).com, they send those things every now and then saying if you log into our website and you find these icons you can click on it and get two extra games. What you end up doing is, because you're logged in there already, and for me, I know, if I've got any other spare money in there, or it's so convenient because my credit card details are already there, I'll just go ahead and buy a few games anyway because I'm just there, so they kind of suck you in that way too. I've never found an icon to actually get a free game.

(#46 Lottery PGSI High Male 37 yrs)

They send emails about their draws coming up. If I didn't know there was a big draw on then yes for sure, their emails would tempt me to purchase tickets.

(#47 Lottery PGSI Low Male 38 yrs)

They don't seem to be responsible in terms of that they are promoting excessive gambling. It's just more the quantity of what's going on. It ebbs and flows - sometimes there's a lot of promotions, offers from everybody and other times I get them from only one person. Just seems to be a new bookmaker and new promotion every week in the email I get.

(#49 Multiple PGSI High Male 31 yrs)

Provides inducements to gamble

Several respondents discussed the role of advertisements and promotions as inducements to gamble. These respondents reported how they would play extra games as a result of the advertisement or promotion. For example, two lottery respondents purchased additional tickets as a result of advertising and promotions. One respondent stated that he would have been satisfied with the lottery tickets he had already purchased, had he not received additional advertising and promotions from the gambling company. The following respondents highlighted the role of advertising and promotions as inducements to gamble:

I think that sometimes there are better odds advertised, especially on sports betting sites that actually would make you more inclined to bet on a market that you wouldn't

normally do. Sometimes there might be a match and they might say, 'Bet on this and if this happens then you get money back' or something. Something that I wouldn't normally bet on, but would be more inclined to bet on it due to the advertisement. There have been times that that has happened and I've lost and it's been frustrating. You can feel that urge to bet again and try to win it back ...

(#20 Sports Betting PGSI Low Male 26 yrs)

I think most of them would entice me to have a bet, certainly ones that offer you a free bet if you place a bet or if they offered to match your money with their money or something like that. That would influence me. I'd be more likely to have a bet than if they wouldn't.

(#34 Multiple PGSI High Male 34 yrs)

Actually, between (lottery operator) and (lottery operator), they send out one every couple of days reminding people, like with the hundred million one yesterday, it was every day they were sending out emails saying, 'Have you got your ticket, have you got your ticket?' Between that and the (lottery operator) one I ended up buying seven tickets where I would normally just get the one, but because of that I got six extra lottery tickets. I think I've spent an extra \$30 or \$40 just because of that one night's draw. The emails prompted me to buy more tickets. If they didn't send anything then I probably would have just been satisfied with that one set of games that I set up when I started.

(#46 Lottery PGSI High Male 37 yrs)

For people who don't have a gambling problem, they are probably a good thing, but certainly one thing that they do is attract people who do have gambling problems ...

(#21 Race Betting PGSI Low Male 58 yrs)

Yes, I bought five tickets, five or six tickets in the (lottery operator).com one and that's because they kept sending those stupid reminders where I had bought my tickets two weeks earlier.

(#46 Lottery PGSI Low Male 37 yrs)

Advertising saturation

Respondents raised the issue of gambling advertising saturation. Sponsorship of sports by betting agencies, commentators discussing betting odds during sporting events and the advertising of live betting odds during matches were judged as persuasive. The following quotes highlight how these respondents saw gambling advertising as saturated:

... there is a lot of the advertising, it's everywhere. As someone who gambles, that's actually a little bit disconcerting that everywhere you go - it's just everywhere. Everything sponsored by (names three wagering operators). It's a bit too in your face. It's just a little too much now and it's gone too far ... Sometimes they're on the front page in the paper or they sponsor things and it's just everywhere. That's where it's a bit too much. But it seems to be the way it's going, at the moment.

(#49 Multiple PGSI High Male 31 yrs)

You watch any sporting program these days and even the commentators are paid off to talk about gambling.

(#50 Multiple PGSI Low Male 32 yrs)

It's always in your face in regards to advertising, live advertising during football games, for example. The problem that I see, when you watch football games, they're in prime time. We're talking like 7:30, 8:00 and the kids are watching it with you, so then at halftime, when (wagering operator) comes up and gives you the prices and the kids catch onto that. I've seen it firsthand with my little nephew, 'oh, good offers, \$2.00 favourite'. He's only like ten years old. I feel very sad when that happens. I think it's terrible. I think live advertising of live odds etc. should be banned completely in the same way that they've banned cigarette advertisers. I think it should be banned completely or they need to advertise it outside of those hours, late at night, for example, when little kids aren't watching TV.

(#2 Lottery PGSI High Male age not provided)

I think when I first started gambling online you had a range of niche sort of bookmakers who didn't big note themselves, they just did their business and their names weren't known outside of racing. Outside of racing, no one could have named a bookmaker. Whereas now, it's like every person who watches TV, unless you're watching (wagering operator) news during the day, you know about (names three wagering operators) and I'm not sure that I particularly like that. It's so normalised now that even my kids will see ads for having a bet on sport or something. When I started betting I did it knowing that it was a bit of an obscure thing, it wasn't a mainstream type of thing to do. Now it's becoming that way and I'm not sure that's entirely good that it's normalised that way.

(#17 Race Betting PGSI High Male 31 yrs)

Misleading advertising

One respondent discussed advertising and promotions in terms of social media. This respondent raised Twitter as a non-traditional source of advertising and promotion for gambling. The use of in-house tipsters by gambling operators was seen by this respondent as questionable. This respondent believed that such techniques were misleading and led to gamblers believing that in-house tipsters had inside information on credible betting options:

Or you sort of see them on Twitter where they'll have a social media manager and they check conversation with people they know are their high dollar customers. There's one called (wagering operator), 'who are you betting on tonight? Who are your top picks?' And basically discuss ... it's not encouraging you to put a bet on but it's reaffirming that betting is positive. You go on and think maybe there's a better chance if the guy from the online betting agency is doing it. And then (wagering operator) has got an in-house tipster who puts up his best bets for the day. Which when you look at it and go 'Well, he works for the bookie so he must have inside information'. He's a more credible source so it's almost like the reverse of telling you not to gamble. I haven't seen anything from them about responsible gambling. You just don't see it. That's part of the thing of being involved in that kind of sub-culture. You can kind of look at it and go 'Okay yeah, it's harmless.' But at the same time if it's to someone who doesn't have that control, or

whatever, then it can get out of control. And that's just part of it. I've got a marketing background; I understand what they're doing in terms of managing their community and spurring conversations and things like that. It's not quite encouraging you, it's just a guy ... but it's kind of there.

(#49 Multiple PGSI High Male 31 yrs)

More control needed over advertising and promotions

Some respondents made recommendations on the advertising and promotion of interactive gambling. Issues raised related to increasing regulation, banning of specific promotions such as free bets, banning of live betting odds during sporting games, and the advertising of gambling during sports.

I think other measures should be put in place, maybe the industry be could be regulated. For example, to try not to entice people. For example, through (wagering operator), you open an account that will match your initial deposit. I think that's an enticement. I think things like that should be banned. It's the same way as alcoholic shots are banned after midnight in a nightclub, for example, because we're talking about the same sort of addictive behaviours. Those sort of measures should be put in place to restrict that.

(#2 Lottery PGSI High Male age not provided)

Another thing I reckon, I'm not sure they're still doing it, but I know maybe a year or so ago adverts on TV to promote local games. You hear the presenters say 'Collingwood looks amazing at the moment. They're paying \$1.60 for the win' or something like this when you've just been sitting down watching the local game, not even thinking about gambling. You think yes, Collingwood is going to win and you got to hear them saying they're paying \$1.60 to win and then you think, 'Oh, wow. If I couldn't go online and place a bet for \$1,000 and I think they've going to win, I've just won \$600'. So I reckon that's a major thing that needs to be stopped. Actually, during games mostly. Yes, any sports event like advertising the odds of the game by presenters ... if you hear that every 10-15 minutes per show there is, that's going to affect a lot of people.

(#31 Multiple PGSI Low Male 24 yrs)

I think probably how they throw things at you on TV halfway through halftime on football games, the betting odds ... I don't think that should be around. I think people who are going to bet on it, know the game's on and know where to go. They don't need to be reminded.

(#6 Sports Betting PGSI Low Male 29 yrs)

... they are playing sports and at the same time promoting gambling. This is not good ... There are a lot of billboards and things ... All the advertising for (wagering operator).com, (wagering operator) com. It is not in the spirit of the game. They should refrain from that.

(#9 Sports Betting PGSI High Male age not provided)

6.6 FEATURES OF INTERACTIVE GAMBLING THAT CONTRIBUTE TO GAMBLING PROBLEMS

Participants were asked about the features of interactive gambling that might contribute to gambling problems and how they tried to ensure that they controlled their interactive gambling.

6.6.1 DIGITAL MONEY

Nineteen participants discussed how not handling actual cash whilst gambling online had a negative impact and made them gamble differently, compared to handling cash at land-based venues. This group included one female, was aged between 18 years and 60 years, and slightly more respondents (10) were categorised as PGSI High. These interviewees reported often losing track of expenditure during sessions, with losses only becoming apparent later when viewing bank statements or when discovering they had limited available funds remaining. Participants also reported that it was easier to chase losses when gambling with 'digital money'.

It is absolutely, totally different. It's unbelievably different ... the last time I had a bet and it added up to \$5 or \$10 on a horse down at the pub. I was actually thinking how I would have done this at home on the Internet. I'd probably have put on \$50 or \$100 on that if I was still betting over the Internet because I'm telling you it doesn't feel like money. It doesn't feel like money until you lose it.

(#14 Race Betting PGSI High Male 58 yrs)

It's definitely the fact that you're not touching the ... that it's not real money. There's very much the projection that it's just numbers. Especially with online pokies. It's not real money; it's like a video game. You don't see it until you get your bank statement next month and you go 'oh shit, I actually bet more than I thought I had'. There are times where, after you do a couple of silly things, you go to deposit another \$50 and there's no money in the account. And I go 'Hold on. There should be money in the account.' There've been times where I've been at the pub or the casino or I've been at Rose Hill or the races. If you lose what you took in with you, you've got to make the trip to the ATM, press the button see the amount on the screen and hand it over to somebody. So there's a lot of steps you go through to get that money. Online you just press a button and it's there again because my credit card numbers are stored on there and it's an instant. I hit submit and the account's ready for the next race or the next hand of poker. It's just instantaneous.

(#49 Multiple PGSI High Male 31 yrs)

If you go to a venue you know when you're pulling out notes and stuffing them into a machine ... Whereas online gambling is just numbers on a computer screen, I've fallen into that trap before as well, because it wasn't actual physical money, I felt like I was removed from it. You would jump on even though you know you shouldn't.

(#52 Multiple PGSI High Male Age not provided)

I know for a fact if they were handing over notes at a (wagering operator agency), you'd be a bit more withheld on putting big bets on. When it's online it's just a number, it's a digital number on a screen. It doesn't really emphasise that you've got \$500 cash in your wallet. You wouldn't go put that on ... That's my theory because I sure as hell wouldn't. I think it's sort of like a ... it's almost imaginary money in way.

(#6 Sports Betting PGSI Low Male 29 yrs)

6.6.2 LOWER PERCEIVED 'VALUE' OF INTERACTIVE WINNINGS

Linked to use of digital money, some participants discussed the amount of winnings they would need before they would consider withdrawing the money and banking it. One participant discussed how he had gambled his lottery winnings instead of withdrawing them because the winnings were sitting in his Internet gambling account. The value of the amount won appeared lower because he claimed he never would see it:

I just don't see the value of asking for the money to be deposited ... into my bank account. Maybe if it was transferred immediately ... and they automatically transfer it to your credit card, that would stop me from spending that. Like that \$1,350 I won, if they deposited that right back into my bank account I would not have spent it on the Internet at all, no way. ... it's good to win that \$1,350 but technically, I'm not going to ever see that money because I'm going to spend it all. That's how it's been.

(#46 Lottery PGSI High Male 37 yrs)

This participant estimated spending approximately \$20,000 per year over the last four or five years playing online lottery and said he would need winnings of around \$19,000 in order to withdraw the money.

Another participant referred to online gambling winnings as having lesser perceived value:

If you have \$100 online it's not as much as having \$100 in your wallet. It doesn't feel like the same. When I win a lot I just feel like it turns into nothing. And when you're losing, you always want to chase it but sometimes you can't control it. You realise after you you've done it, oh, wow, I could have done a lot with that money.

(#51 Multiple PGSI High Male 18 yrs)

6.6.3 CREDIT GAMBLING

Eighteen participants discussed concerns about, and the inappropriateness of, the provision of credit from gambling operators, ease of use of credit cards, how credit cards were not allowed for land-based gambling, and negative experiences with credit card use. This group of 18 included all four females in the sample. Ages ranged from 18 to 72 years, with the majority (13) aged under 40 years. This group contained equal numbers of participants from the PGSI High and Low groups.

Offers of credit from operators

Respondents discussed offers of credit from gambling operators and many considered this inappropriate. The following respondents considered that using credit cards to gamble online was too easy and could result in gambling-related problems:

There's things on their sites that they say apply for credit. I mean there shouldn't be anything like that. Well, why would someone need to borrow money to gamble? You shouldn't borrow money to gamble. Yes, that's enticing someone with a problem, that's not responsible by the website. They shouldn't be allowed to do that. The last two sites I've been on had it. They both have it. I'd never be tempted to do it. Never.

(#51 Multiple PGSI High Male 18 yrs)

... they're willing to give me \$5,000 credit with a simple click. All I need to do is select \$5,000 from the drop down, click inquire, you'll get applied instantly and bang, instantly I've been given a \$5,000 loan which I probably couldn't afford ... You're just asking for problematic gamblers when they do that.

(#31 Multiple PGSI Low Male 24 yrs)

Ease of gambling with credit

Respondents considered that using credit cards to gamble online was too easy and could result in problematic gambling. The following quotes highlight the sentiments of these respondents:

The ease of it. The ease of using your credit card. It's easy to top up it. I think out there's a five grand limit out there a day or a month. It's easy to keep pumping more money into it. You can just use your credit card as cash. The ease of using your card.

(#23 Multiple PGSI High Male 34 yrs)

... my son was telling me recently how he got hooked into it and he said it suddenly dawned on him that he'd ...spent \$300 on his credit card and he said it just crept up on him... He just got such a shock when he realised how much he'd spent. ... He just ran up the credit. It was just so easy to just go, press the button and the money was there. He just gambled away. He's not, generally not a big gambler but he said 'The poker really got him in.' ... It's too easy ... to access a credit card and build up a big debt.

(#3 Lottery PGSI Low Female 72 yrs)

Online you just press a button and it's there again because my credit card numbers are stored on there and it's an instant. I hit submit and the account's ready for the next race or the next hand of poker. It's just instantaneous.

(#49 Multiple PGSI High Male 31 yrs)

Gambling on credit not allowed in land-based venues

Several participants highlighted that betting on credit was not permitted when gambling at land-based venues, which offered some protection compared to the online environment. Three said:

There is also a real potential for people to chase their losses online and also when they can use their credit card. It can probably get out of hand more quickly rather than if they are handing over their actual cash at a (wagering operator agency).

(#5 Sports Betting PGSI Low Male 45 yrs)

You go to the pub and you've got an account. You can get \$1,000 out per day or so out of an ATM ... If I had a credit card with a \$20,000 limit and there was no balance from it, I could put \$20,000 into my betting account.

(#14 Race Betting PGSI High Male 58 yrs)

In a (wagering operator) agency you wouldn't be able to do that. You can't go out there with a credit card and say I want \$5,000 credit because they don't take a credit card. I think in that regard, that is where the Internet gambling is the bad gambling.

(#32 Multiple PGSI High Male 48 yrs)

Negative experiences using credit

Several participants recalled occasions where gambling online with credit had resulted in negative consequences for them or their acquaintances. For example:

Again, if it's a late night thing, if I'm ten foot and bullet proof I can bet plenty, putting more money in it than I could afford and then losing it ... If you've got access to credit cards and cheque accounts that have money in them, you tend to put more in and try chase your losses until you get it back, which can be very, very dangerous.

(#14 Race Betting PGSI High Male 58 yrs)

One mate ... has a lot of problems with his gambling, always because of credit cards. He'll get another \$5,000 credit card and use that as his gambling money.

(#32 Multiple PGSI High Male 48 yrs)

Another participant, speaking of colleagues in his workplace, a land-based gaming venue explained:

... 22 of us who work in the gaming room ... most of them gamble online. I know a few of them have placed bets which they just couldn't afford, mostly due to credit betting or sports bets, like they're watching the game and 'Oh, Collingwood's going to win tonight.' Going to (wagering operator) within 30 seconds, (wagering operator)'s giving them \$2,000 to gamble. They haven't got a single penny in their bank account and they owe about \$6,000 on their credit cards and (wagering operator)'s just given them \$2,000 which they know if they lose there's no hope they can pay back.

(#31 Multiple PGSI Low Male 24yrs)

One participant reported that he was fortunate not to have a credit card because he would 'spend it all' on lottery tickets:

... if it was a credit card and I had a \$10,000 limit, in things like \$100 million dollar draw, I would spend hundreds of dollars on the tickets. With the (lottery operator) one, because you can go in syndicates, some of those syndicates cost thousands of dollars. I ... think, 'Wow, this is like seven and half thousand chances to win'... if my lottery account was attached to my credit card ... I would spend it all.

(#46 Lottery PGSI High Male 37 yrs)

Gambling with credit should not be allowed

Some respondents considered that gambling online with credit should not be permitted as this could prove problematic for gamblers who experienced difficulties with controlling their gambling. A number of respondents recommended that gambling with credit should be prohibited, as reflected in the following quotes:

One of the things that I find strange with the online gambling is that people can gamble on credit. That seems strange to me. I'd think that would be one of the first regulatory things that could be addressed where they can ban someone from spending the money before they got it. I would have thought that this would have been an easy fix in terms of protecting people. That people can't gamble on credit. They should have the money before they can put the bet on. That would be something that would be a worthwhile restriction

(#5 Sports Betting PGSI Low Male 45 yrs)

I don't like that you can gamble online with credit. I don't think this is right. It should not be permitted. People can get into trouble that way, too quickly.

(#36 Lottery PGSI Low Female 29 yrs)

6.6.4 EASY ACCESSIBILITY

As discussed earlier, numerous participants discussed the easy accessibility of interactive gambling, with some feeling it overly encourages chasing losses. For example:

I don't like the fact that you can gamble for 24 hours ... I think it just leads to people gambling and chasing their money.

(#32 Multiple PGSI High Male 48 yrs)

Fourteen participants noted that the convenience of interactive gambling, combined with isolation and boredom at home, was a contributing factor to problematic gambling. This group was aged between 20 and 72 years and included two females. Most of these respondents (10) were classified as PGSI High. Some PGSI High participants seemed particularly vulnerable to the easy accessibility of interactive gambling, due to loneliness or disability:

My wife died six years ago ... I've been living on my own ever since. I gamble practically, well, every day I would say I gamble because I've got nothing else to do now.

(#41 Race Betting PGSI High Male 71 yrs)

I'm on a disability pension and I'm stuck at home all the time. Basically it's entertainment. It keeps my mind going. I get up in the morning and I've got my computer and Foxtel out in my shed and I only gamble on what's on TV ... so that I can watch it and have an interest in it. It gives me something to do and it keeps my mind active.

(#24 Multiple PGSI High Male 54 yrs)

I'm not a social type person. I don't like to be gregarious and go to parties and mix with people too much. I am a Vietnam vet with PTSD.

(#41 Race Betting PGSI High Male 71 yrs)

6.6.5 ABSENCE OF SCRUTINY

Ten participants referred to the lack of scrutiny whilst gambling online. All ten respondents were male and aged between 26 and 58 years. This group contained equal numbers of participants from the PGSI Low and High groups. Unlike land-based gambling where other gamblers and employees could scrutinise their gambling and ATM visits, lack of scrutiny was considered a contributing factor to longer gambling sessions and higher gambling expenditure. Several participants talked about feeling anonymous online and the lack of a 'human element' where there was no one looking out for them or advising when they were gambling too much:

You just keep gambling because there's no one to cut you off.

(#14 Race Betting PGSI High Male 58 yrs)

I think it's the ... probably the intimacy or the privacy that you're not accountable or you're not seen to be having a bet, you can do it within the privacy of your own home, your own work place. I think that's it ... It's just yourself and a computer, there's no one else there so you certainly don't feel like you're guilty about it. You would feel less guilty about having a bigger bet I would think

(#34 Multiple PGSI High Male 34 yrs)

... you're not really accountable to anybody. It's happened to me where I could sit here all day and place losing bet after losing bet after losing bet online and no one's going ring me and say, 'hey' ... Whereas, if I'm at the (wagering operator agency) or a pub and the person saw me go to the ATM and walk back to the window and keep on putting losing bets they might say 'Hey mate, you think you've had enough?'

(#49 Multiple PGSI High Male 31 yrs)

I can see there would be a negative to it, once again because of its convenience. You're just pressing a button and you've done it, it's a bit anonymous. You might be a bit removed from the having to see the same cashier several times. If you're anonymous, you might be more comfortable in making purchases that people may see it as a problem. You wouldn't do it if you were in the same (wagering operator agency) and you may think twice about it.

(#47 Lottery PGSI Low Male 38 yrs)

6.6.6 POOR IDENTIFICATION VERIFICATION

Numerous participants discussed the ability to gamble online prior to identification verification. Participants considered this was a loophole that needed addressing to prevent underage gambling, with one participant reporting that he had gambled online as a minor with a parent's credit card. Additionally, participants considered it a double standard that identification verification was required to withdraw winnings but not for initial deposits into online gambling accounts:

You can deposit as much as you like without them verifying your account. ... without the hundred point check ... but you need it to withdraw ... I can join up to a site now, put \$100 in, win an extra \$100, try and pull it out in two minutes and they won't let you do it.

(#51 Multiple PGSI High Male 18 yrs)

There's no real checking. If go into the gaming venue or the casino. Before you open the door you get ID'd. Go online at home and you'd be 15 years old, 16 years old like I was. Mum gave me the credit card. 'Here's \$50. Yeah. No problem.' There's no verification. They need more verification when you set up accounts.

(#31 Multiple PGSI Low Male 24 yrs)

6.6.7 INDUCEMENTS TO GAMBLE

Eight participants discussed advertisements and promotions for interactive gambling in a negative way. Participants considered these promotions prey on vulnerable people, irresponsibly encourage excessive gambling, and especially target and appeal to problem gamblers. Negative opinions of advertising and promotions for interactive gambling have been discussed previously (Section 6.5), so only some short indicative quotes are given here:

I feel the advertising stunts prey on vulnerable people ...

(#53 Multiple PGSI High Male 33 yrs)

... certainly one thing that they do is attract people who do have gambling problems ...

(#21 Race Betting PGSI Low Male 58 yrs)

... I feel that is where they can pull in the people that are excessive gamblers.

(#20 Sports Betting PGSI Low Male 26 yrs)

6.6.8 INFLUENCE OF ALCOHOL

Four participants discussed the negative influence of alcohol when gambling online:

... it can be easily abused and harm the people who start drinking and start using online gambling, I think it's an absolute disaster.

(#6 Sports Betting PGSI Low Male 29 yrs)

The same participant reported how the combination of smart phone technology and alcohol enabled people to place bets in situations where gambling would previously not have taken place:

... it could be sort of a cocktail for a disaster.... When you're drunk and at a party, you're not going to be going down the (wagering operator agency) and put a bet on, but if it's on your mobile in your pocket, you're susceptible to maybe doing that.

(#6 Sports Betting PGSI Low Male 29 yrs)

Another participant reported how gambling online whilst intoxicated could lead to chasing losses:

If you've got enough grog on board and you bet and lose it to start with, then you take risks and try to get it back.

(#14 Race Betting PGSI High Male 58 yrs)

6.6.9 CONTROL STRATEGIES USED

Nineteen participants reported they had limits in place when gambling online. This group had twice as many PGSI High as Low score participants, was aged between 18 and 72 years and contained one woman. Five of these 19 participants described themselves as 'professional gamblers', were all male and relatively young (all under 41 years) compared with the overall sample.

Types of limits

Limits used included those facilitated by interactive gambling providers, exclusions or blocking from specific gambling sites, limiting the amount deposited or available in a gambling account, and limiting the amount gambled per day or per week to a dollar amount or to a percentage of overall funds available.

One participant utilised limit setting capabilities available through his online lottery provider:

(lottery operator) ... will just set up your account. You can put in a maximum amount ... I think it's per day or per week or whatever but mine's very low, so I know I can't go over that.

(#4 Lottery PGSI Low Male 51 yrs)

Two participants had excluded or blocked themselves from several Internet gambling sites as a strategy to stay within their limits:

I cannot gamble online now because I've black banned myself on most of the major internet sites.

(#14 Race Betting PGSI High Male 58 yrs)

Now I decided to refrain from it because I feel if it starts becoming a habit or something then it's good for fun but then it starts becoming a habit and I will suffer income devastation from it, so I try to refrain from it nowadays ... Yes I do have certain strategies, and one of the strategies online is that I have installed software to block these sites. So that I am not using them or trying to use them as a source of income. I think that it saves me a lot also. As I felt I was in stages of being addicted and so I sort of controlled myself and now I am not that much into it, and that's good.

(#9 Sports Betting PGSI High Male Age not provided)

Three participants created gambling limits based on a proportion of funds available in their Internet gambling account – 5% for the following two participants:

Depending on what I've got in there. If there's a decent amount, it'll be about less than 5%, a little bit.

(#51 Multiple PGSI High Male 18 yrs)

You just don't go in and just play your whole bank balance on something. You've got to play within your limit. You've got to have your strategies. Like I said before, your next loss is just round the corner. I play about, what, 5% ... I've got a strategy in place where I keep to my limit.

(#7 Sports Betting PGSI High Male 28 yrs)

Most of this group of 19 participants used informal means to establish limits, including 'common sense' to determine the amounts to gamble, restricting the amount of available money in Internet gambling accounts, restricting bets to \$1, or setting a budget for the week:

I just don't have much money in there. I don't keep a lot in my account.

(#32 Multiple PGSI High Male 48 yrs)

Even though I like to gamble I have common sense now. I have a budget for the week. I think it's about \$100.00 a week and I'll do that within three bets; say \$35.00 on three bets a week and that's been given the okay, it's controllable.

(#16 Poker PGSI High Male 40 yrs)

I limit myself to about 200 bucks a week win or lose ... if you've got self-control, you stay within your budget. Make sure it doesn't affect anybody else, there's always food on my table, always pay my bills ... I'm a self-funded retiree and if I blaze up the first day, which is very seldom, I don't bet for the week.

(#37 Lottery PGSI High Male 68 yrs)

I limit my bets to a dollar and I've become very disciplined with that ... I just don't change it.

(#3 Lottery PGSI Low Female 72 yrs)

Examples of limits not working

However, nine participants provided examples of when their self-imposed limits did not work. These respondents were all male, aged between 18 and 68 years, with the majority (7) under 40 years old. All but one respondent was categorised as PGSI High. The following participants described occasions where they chased losses:

Sometimes you chase, sometimes I go okay there's still a horse I'd like to have a go at so I'll spend my money, I'll put a little more in or I'll go into it a little bit more.

(#23 Multiple PGSI High Male 34 yrs)

There've been times where I've said I'm going to deposit \$50 today and then whatever it is - you put money on a team they lose by a point - and then you try and get it back. So there's definitely times when that happens.

(#49 Multiple PGSI High Male 31 yrs)

One participant described how his limits did not work when he was drinking and gambling and another described placing 'stupid bets'. A further participant discussed how relentless advertising from a lottery company resulted in his limits not working:

I bought ... five or six tickets in the (lottery operator).com one and that's because they kept sending those stupid reminders where I had bought my tickets two weeks earlier... Now, they've already started advertising for the next one, for the December one because it's up to 31 million. I bought more for that jackpot one too.

(#46 Lottery PGSI High Male 37 yrs)

Two participants discussed 'losing control' and having a 'brain snap' when they exceeded their self-imposed limits, as highlighted here:

I always do that (set a limit), but sometimes when you get so much into it you just lost control ... Couple of times I set my limit to just say \$50, but it will go up to \$100, \$150 ... they should not allow me to add on more and more just to keep continue. 'Cause it's very easy, they just give you a credit card. They ask for your credit card details and you can just keep continue.

(#45 Multiple PGSI High Male 39 yrs)

6.7 RESPONSIBLE GAMBLING MEASURES FOR INTERACTIVE GAMBLING

This section presents findings on the participants' views on the responsible gambling measures available online compared to land-based venues. They discussed whether interactive gambling requires more, the same or fewer responsible gambling measures than land-based gambling, and additional measures they felt should be in place in the interactive gambling environment.

6.7.1 RESPONSIBLE GAMBLING REQUIREMENTS IN THE INTERACTIVE VS LAND-BASED ENVIRONMENT

Thirty respondents considered that interactive gambling requires more responsible gambling measures than land-based gambling. The reasons given for this were: it was too easy to gamble with credit online (8 respondents), the interactive environment is currently not very responsible (7), interactive gambling feels different because of 'digital money' (7), there is a lack of scrutiny and interaction from gaming employees and others online (7), interactive gambling is too convenient (6) and because of the greater access to and range of gambling opportunities online (2).

Fourteen respondents reported that interactive gambling required the same level of responsible gambling measures as land-based gambling. Most of these respondents (11) believed that interactive gambling was just like other forms of gambling and so required similar measures to land based gambling. The following quote highlights the sentiment of these respondents:

Probably just the same I think. It's all open to problems. I think venues take advantage of punters just as much as online.

(#25 Multiple PGSI Low Male 41 yrs)

However, two respondents believed that interactive gambling did not require any additional responsible gambling measures as it was ultimately an individual choice to gamble and not something that was determined by the availability or range of responsible gambling measures. These respondents' views are highlighted below:

I don't know, because I think fundamentally it comes down to the person rather than what the sites do or don't do.

(#19 Race Betting PGSI High Male 52 yrs)

Like I said, it's your own choice. Everybody that gambles knows what happens if they lose too much money. Some people just can't help themselves and that's their problem again. If it's not online gambling they might be out with their mates throwing pennies in the air. They're just a compulsive gambler so whether it's there or not, people who want to bet are going to find some way to have a bet whether it's online or not.

(#26 Multiple PGSI High Male age not provided)

No respondents believed that interactive gambling required fewer responsible gambling measures than land-based gambling.

6.7.2 RECOMMENDED RESPONSIBLE GAMBLING MEASURES FOR INTERACTIVE GAMBLING

Twenty-seven respondents believed that interactive sites did not currently do enough to protect gamblers from harm. This group comprised one female and was aged between 18

and 71 years, with most respondents (19) aged under 50 years. Slightly more respondents within this group (15) were rated as High (PGSI 3+) on the PGSI.

Respondents recommended a range of initiatives that interactive gambling operators should be required to adopt. Eighteen respondents recommended formal limits should be provided for interactive gamblers; eight respondents recommended responsible gambling and help-seeking messages be advertised online; six respondents recommended the removal of credit betting capabilities; four respondents recommended that industry be responsible for identifying problem gamblers through scrutiny of online gambling accounts; and two respondents recommended the introduction of minimum standards for responsible gambling, including introducing new regulations and laws.

The major theme of limit-setting was discussed at some length by 18 respondents, 9 of whom reported that they currently use some limits (as discussed previously). These interviewees recommended limits on the amount able to be deposited into online accounts, limits on the amount able to be lost in a gambling session and limits on the availability of credit to gamble online.

As highlighted by the following quotes, a number of respondents advocated restricting gambling accounts, automatic limits and credit limits:

Some of the sites have limits on the amount you can deposit or bet and I think that is a good thing. You can have restrictions on your account. However, other sites don't have this. It depends on which site.

(#27 Multiple PGSI Low Male 34 yrs)

I think once a gambler has reached a certain credit limit, they can't pay or if their account is zero every week because they gamble away their pay cheques, their account should be closed. There should be some sort of accountability. There's obviously problems. You can identify problem gamblers.

(#32 Multiple PGSI High Male 48 yrs)

Respondents acknowledged that setting and enforcing limitations would not be an easy task. The following respondents reported how gamblers could circumvent limits through gambling on multiple sites:

Well, I work in IT and in my professional opinion I don't really think there is much more the sites can do to stop problem gamblers from accessing the sites, based on the fact that there's so many of them. Even if most of them imposed a daily limit on the amount that could be deposited, that doesn't mean that person can't spend that same amount on every single site.

(#52 Multiple PGSI High Male age not provided)

With the Australian ones, with the (lottery operator) one ... we can't have more than \$300 in your virtual purse to buy lottery tickets, but that doesn't stop anybody from spending \$300 and then depositing more money.

(#46 Lottery PGSI High Male 37 yrs)

The following two respondents highlighted the difficulties involved in attempting to forcibly impose limits on interactive gambling, which they considered to be a very personal choice:

I don't know. That's very hard because you're delving in a very personal area if somebody is doing it in the privacy of their own home. I don't know what sort of intrusion you can make on that apart from imposing limits on how much can be used on a particular site. I'm not sure. No, I don't know, not at a personal level.

(#1 Lottery PGSI High Male 36 yrs)

I don't know. I'm of the opinion that ... you're accountable for your own decision. So I don't really know what you could realistically enforce them to do.

(#49 Multiple PGSI High Male 31 yrs)

Respondents were undecided about who should have the responsibility for establishing and enforcing limits – individuals, government or industry. As the following respondent stated:

I don't actually know what they could do ... because everyone has different sources of income and has more money to bet, so you can't really put a cap on those things.

(#6 Sports Betting PGSI Low Male 29 yrs)

One respondent felt that it would not be in the interests of interactive gambling companies to try and restrict or limit the amount gambled:

I don't think they can do anything, I don't think. They don't really care; they just want you to spend your money.

(#23 Multiple PGSI High Male 34 yrs)

6.8 HELP-SEEKING BEHAVIOUR OF INTERACTIVE GAMBLERS

Participants were asked for their views on help for interactive gamblers with gambling problems or at-risk of harm. Two shared their experiences of having sought help in the past, while others identified what they thought would be useful.

Two respondents had attended counselling in the past for problem gambling but both reported that counselling did not help. One respondent explained that while he was attending counselling he was not willing to stop gambling. At the time he was not in a relationship, but reported that his gambling was now under control as he was currently in a relationship and had made financial commitments to his new partner. He reported that he gambled problematically when he was single and did not have the same responsibilities.

The other respondent attended counselling and did not find it a positive experience, as detailed below:

Yes, everyone that goes there is a liar. The bloke that was running the show he was an ex-gambler and he was even rattling the coffee tin money to put bets on and he got sacked ... I was still gambling while I was going there. I was doing it a little bit less and less and less because I had my wife on my back. She was going with me. She was trying to help me. She was sending me to counsellors and coming with me and everything else. In that sense, she was trying to help and I was trying to do the right thing, but in all honesty, I had no hope of controlling it at that point.

(#41 Race Betting PGSI High Male 71 yrs)

For this respondent, a change came about when he observed how detrimental gambling had been for other gamblers attending a peer support group:

I think I just had enough. I was sick of everybody telling me that I was a loser and I was this and that and I was sick of having no money, sick of my marriage going on the rocks because of it. I met a lot of people at Gamblers Anonymous that they'd mortgaged their parents' homes and then lost the house. They'd done all sorts of things. There were people there that have done gaol time for robberies. There were other people there that were tied up with the trots and the races and they were talking about fixing races so they could make big money. They're all sitting in Gamblers Anonymous broke. I met a lot of people. There's a lot of experience to be gained in going.

(#41 Race Betting PGSI High Male 71 yrs)

Nineteen respondents considered that the most beneficial help for gamblers experiencing problems with interactive gambling would be counselling and the services provided by the gambling help agencies. A further eight respondents considered that a form of exclusion or an automatic cut-off when a predetermined amount was gambled would be a more beneficial approach. This group was divided on whether this should be a voluntary (2 respondents) or enforced (6) exclusion or limit.

6.9 OVERALL OPINIONS OF INTERACTIVE GAMBLING

Respondents were asked a series of questions asking them to give their opinions about interactive gambling and what were the 'best' things and 'worst' things about it.

6.9.1 POSITIVE OPINIONS

Fourteen respondents held an overall positive opinion about interactive gambling. This group consisted of one female and was aged between 20 and 72 years old. Most respondents in this group (9 respondents) were ranked as PGSI Low.

Within this group, seven respondents stated that they had a positive opinion of interactive gambling because it was convenient and easy for them to use, for example:

Just the choices that you have. Obviously, a competitive industry and just the offers available to people who are interested in gambling. For example, free bets. For example,

promotions where you can get your money returned, sort of promotions. I guess the best thing is just the convenience.

(#2 Lottery PGSI High Male age not provided)

Personally I think it's a good thing, because before I had an account I would just be walking down to the (wagering operator) agency every time I wanted to put a bet down. It's not really practical. I don't want to be going into a pub every day or two for that sort of thing.

(#29 Multiple PGSI High Male 20 yrs)

I think it's a good thing for those that want to bet on racehorses. It's a very convenient way of doing it, a much more convenient than previously. I suppose it's a good thing in the sense that it provides amenity or utility if people want to bet.

(#35 Race Betting PGSI Low Male 60 yrs)

The process of buying my lottery tickets online is pretty easy and for me it's positive.

(#38 Lottery PGSI Low Male 71 yrs)

A number of respondents who held a positive opinion of interactive gambling emphasised that individuals should have responsibility for their own gambling. These respondents believed that gamblers needed to stay within their own limits and have self-control when gambling, as highlighted by the following quotes:

I think, generally speaking, Australians love to have a bet on the races, on the sports, just to keep the game interesting. There's nothing wrong ... I think you've got to know how to play within your limits ... you've got to control yourself, that's the important thing.

(#7 Sports Betting PGSI High Male 28 yrs)

I figure it all comes down to your own self control and keeping to what you know, what you can bet I suppose. That's how I see it. I liken it to seeing people drinking excess alcohol but we're still selling alcohol. People just need to do what they can do.

(#48 Multiple PGSI Low Male 37 yrs)

Some professional gamblers pointed to the benefit of being able to earn a living from online gambling:

It has allowed me to quit my job in a factory and for the last four years make a reasonable income, and that's solely Internet. I would have never been able to do what I do now pre-Internet.

(#11 Race Betting PGSI Low Male 52 yrs)

For what I do, it's good. I know a lot of people do the same as me.

(#28 Sports Betting PGSI Low Male 52 yrs)

6.9.2 NEGATIVE OPINIONS

Sixteen respondents held a negative opinion of interactive gambling. This group was aged between 18 and 72 years, contained equal numbers of PGSI High and PGSI Low participants, and contained three women. Their negative views of interactive gambling were because of its 24/7 availability, because it offers credit gambling and because of the negative consequences it had caused for them.

Available 24 hours a day 7 days a week

Three participants viewed interactive gambling as negative because it was continually available 24 hours a day, seven days a week. These respondents were all male and two were classified as PGSI High. The following quote highlights the sentiments held by these respondents:

I don't like the fact that you can gamble for 24 hours. I don't think that's right. I think it just leads to people gambling and chasing their money.

(#32 Multiple PGSI High Male 48 yrs)

Credit Gambling

Seventeen respondents considered online gambling as negative due to the ability to use credit. This group consisted of four females, was aged between 18 and 72 years and had slightly more PGSI High respondents (9). This group considered offers of credit by interactive gambling companies and the ability to gamble using a credit card as negative because this could potentially contribute to problem gambling. The following quotes highlight the beliefs of these respondents:

I really do think it's bad, people using their credit card ... because the money can go so quickly.

(#3 Lottery PGSI Low Female 72 yrs)

I think gambling, being the addictive thing it can be, I don't think credit is a good idea.

(#32 Multiple PGSI High Male 48 yrs)

I don't like that you can gamble online with credit. I don't think this is right. It should not be permitted. People can get into trouble that way, too quickly.

(#36 Lottery PGSI Low Female 29 yrs)

Negative impact on self and others

Seven respondents reported that they had a negative opinion of interactive gambling because it had caused a problem for them or a family member. This group consisted of one female, was aged between 32 and 72 years and had slightly more PGSI respondents (4). The

following quotes highlight the negative impact interactive gambling has had on these respondents:

I think it's a bad thing ... I shouldn't be gambling. I can't even save any money. I don't have any money and it affects your social activities as well.

(#10 Sports Betting PGSI High Male 37 yrs)

I've put a lot of things in place to not gamble ... I cannot gamble online now because I've black banned myself on most of the major Internet sites that I could find.

(#14 Race Betting PGSI High Male 58 yrs)

Just keep losing money, and then I think ... I can't go on like this so I had to stop. At that time I, as I said I lost my full time job. Didn't have a regular income that's when it starts have the pressure on me.

(#45 Lottery PGSI High Male 39 yrs)

General negative opinion

A number of respondents held a negative opinion about gambling in general. These respondents considered that there was nothing positive about gambling, as highlighted by the following two quotes:

I think that gambling is terrible I really do. I think it is ruins a lot of lives and a lot of relationships.

(#15 Race Betting PGSI Low Male 32 yrs)

There is nothing good about gambling. There is a feeling of some sort of excitement, other than that it is not really good.

(#9 Sports Betting PGSI High Male age not provided)

6.9.3 MIXED OPINIONS

Twenty-four respondents held mixed opinions about interactive gambling. This group included only one female, respondents were aged between 24 and 71 years and just over half (13) were PGSI Low.

Most of these respondents (15) acknowledged that interactive gambling was harmless for those who could control it but could be problematic for others. Respondents struggled with this concept that, although gambling was harmless for them, it could be a very dangerous activity for a group of people who could not control it. The following four quotes highlight this conflicted opinion about the associated harms and enjoyment of interactive gambling:

I think I bet responsibly and I think it is a good thing. I thought it was harmless, just a fun pastime. At the same time, I realise not everybody has that level of control so I can understand why it's an addictive thing and why it can cause lots of harm to lots of people. I'm a bit conflicted as to what my opinion actually is.

(#17 Race Betting PGSI High Male 31 yrs)

It's fine for those who can control it. There's some who can't obviously. I don't think it should be banned, but there should be more assistance, it should be made to those who can't control their gambling ... As much support as possible for those who have problems with it.

(#33 Poker PGSI Low Male age not provided)

I know it can be a bad thing and I've got a close relative who does have a serious gambling problem. In that respect, it can be bad but I think if you know what you're doing, and you can afford to do what you're doing, then I don't see a problem, but that's going to be an individual thing.

(#4 Lottery PGSI Low Male 51 yrs)

It does make it easier to gamble so that's a good thing and a bad thing depending upon your perspective. There are obviously individuals in society that this will be a bad thing for as it will escalate their gambling more, spending beyond their means, impacting upon their day to day finances. But for people who enjoy it and where it doesn't get out of control then it is a good thing in terms of making things easier than having to jump in the car and go down to the (wagering operator) agency. It's a doubled edged sword – a good thing and a bad thing.

(#5 Sports Betting PGSI Low Male 45 yrs)

6.9.3 BEST ASPECTS OF INTERACTIVE GAMBLING

From the 43 respondents who reported what the 'best thing' was about interactive gambling, the most popular response (28 respondents) was convenience. The second most popular response was excitement (9). The following quotes highlight the level of excitement respondents reported from interactive gambling:

The excitement, thrill and if you can forget about your other problems or an escape I think for a lot of people.

(#16 Poker PGSI High Male 40 yrs)

Trying to pick a winner and seeing the outcome. Sometimes you lose, but it would be like playing a little game and you get off when you win.

(#17 Race Betting PGSI High Male 31 yrs)

There's always the reward if you do get lucky, but it's more about just the entertainment.

(#44 Casino PGSI Low Male 38 yrs)

6.9.4 WORST ASPECTS OF INTERACTIVE GAMBLING

Thirty-eight respondents reported their views on the 'worst thing' about interactive gambling. Most respondents (21) stated that the worst thing was that it could cause gambling problems and negative impacts, and many (15) thought it is too convenient. The following quotes highlight these respondents' beliefs:

I think the worst thing would probably be the people who are compromised and tempted. People that generally wouldn't gamble unless they went to a casino or something like that and are tempted by it and use it in a negative way.

(#20 Sports Betting PGSI Low Male 26 yrs)

I can see how it would affect other people who have no control and would have easy access to it.

(#28 Sports Betting PGSI Low Male 52 yrs)

The worst thing about online gambling is easily the convenience of it. Back a few years ago, smart phones and iPhones, if you wanted to place a sports bet or something, you'd have to go drive to a (wagering operator) agency. Now, within the space of an advert, I can lock onto a web site, place a bet for the AFL game I'm watching and be done by the time the adverts finished.

(#31 Multiple PGSI Low Male 24 yrs)

Additionally, four respondents commented that the 'worst thing' about interactive gambling was when the Internet connection went down:

I suppose the only worse thing is the computer system is not working from either my end or from their end.

(#19 Race Betting PGSI High Male 52 yrs)

The worst thing about it is if you're going to put a bet on and for whatever reason you lose power or your lighting, your power goes down and you lose your connectivity.

(#37 Lottery PGSI High Male 68 yrs)

6.10 CHAPTER SUMMARY

This chapter has presented the results of the interviews conducted with 50 interactive gamblers recruited from respondents to the National Telephone Survey and the National Online Survey who had gambled online at least once during the previous 12 months. The sample was selected to include a diverse range of preferred interactive gambling activities and PGSI scores. None of the sample had received treatment for a gambling problem.

Several participants reported early experiences with gambling, particularly with family members, for whom gambling was a major part of life. The vast majority had experiences with land-based gambling before gambling online, and most had discovered interactive gambling through advertisements, including by the operator they already gambled with. A substantial proportion of participants reported increasing their interactive gambling over time, including gambling on a greater variety of activities due to the ease of access and increased interest and enjoyment of this activity. Other participants discussed reducing their online gambling, often due to competing interests and to spend more time and money on

more important areas. Of these participants, several had taken actions to block themselves from interactive gambling due to excessive expenditure.

A sub-set of participants described themselves as professional gamblers, and reported using systems and discipline to consistently make money from betting, either themselves or with assistance from an organised group. Participants were most likely to use a computer to gamble online, reportedly due to the better software, screen size and security; however, smartphones were also popular, particularly due to the convenience of this mode of access. Most participants used multiple devices depending on the gambling activity, products offered and location, convenience and ease of use.

Convenience and ease of access were the most likely factors to drive use of interactive gambling. Other important factors included the shorter time taken to place a bet, better odds, products and information available, and not being around other gamblers. Advertisements and promotions were widely discussed, although only a minority of participants described these as positive, allowing individuals to take advantage of these. The participants were more likely to report that advertisements target vulnerable people, provide inducements to gamble, are saturated and too prominent, and need to be controlled.

In relation to gambling problems, a number of participants discussed that using digital money made it more difficult to control their spending as the money did not seem as 'real' as when in a venue and no breaks were needed to deposit funds into accounts, preventing them from thinking through their actions. Participants also criticised provision of credit by online operators, which was easy to access and can lead to excessive expenditure, unlike in land-based venues when even credit cards cannot be used for gambling. Ease of accessing interactive gambling sites was also reported to contribute to problems, including when combined with other contributing factors such as being bored, lonely or isolated and lack of scrutiny online. Some participants had tried to limit their gambling, although only a small number had used tools or resources provided by operators for this purpose. Subsequently, many self-imposed limits were not successful. The majority of participants considered that stronger responsible gambling requirements were needed for interactive as compared to land-based gambling environments and that online operators currently do not do enough to protect gamblers from harm. A minority of participants had positive opinions overall about interactive gambling, largely related to choices, options and the need for personal responsibility. Those with negative views of this mode discussed the constant availability, provision of credit and the negative consequences they had experienced. Most participants had mixed feelings about interactive gambling overall, related to the convenience and excitement of online gambling, but accompanied by the potential for problems, and being too convenient.

The next chapter, Chapter Seven, presents results from the interviews with treatment-seeking interactive gamblers.

CHAPTER SEVEN

INTERVIEWS WITH TREATMENT-SEEKING INTERACTIVE GAMBLERS

7.1 INTRODUCTION

This chapter presents the results from interviews with 31 treatment-seeking interactive gamblers. Chapter Three explains the methodology used for this stage of the study. The results are presented under the following broad categories:

- Transition from land-based gambling to interactive gambling;
- Media preferences for interactive gambling;
- Motivations for interactive gambling;
- Advertisements and promotions;
- Features of online gambling that contribute to problem gambling;
- Responsible gambling measures;
- Help-seeking behaviour; and
- Overall opinions of online gambling.

Quotations are tagged with the participant ID number, type of interactive gambling identified by the participant as causing most problems, gender and age. PGSI scores were not ascertained for this sample; however, all participants had recently received or were seeking or receiving treatment for a gambling problem at the time of the interviews. Operator names, where mentioned, have been de-identified.

7.2 TRANSITION FROM LAND-BASED GAMBLING TO INTERACTIVE GAMBLING

Participants were asked when they first started gambling and why, the types of gambling activities they had engaged in since commencing gambling, their first and subsequent interactive gambling activities, and whether, how and why their gambling had changed over time.

7.2.1 HISTORY OF GAMBLING

Results are presented below in terms of the interviewees' early gambling experiences and commencement of interactive gambling, and changes in gambling participation

First gambling activities

For the 31 treatment-seeking participants, the first experience of gambling was most commonly on electronic gaming machines (EGMs) (13) or on-course wagering on horse or dog racing (10). These first experiences were typically undertaken with family members (parents, brothers, aunties) (12) or with friends (8). Similar to the group of interactive gamblers recruited from the general population, a number of respondents grew up in families where there was high involvement and high early exposure to gambling through EGMs and racing. Many had family members who frequently gambled at clubs and/or on lotteries in the company of their children and other family members. Others had family members who owned race horses or greyhounds, worked at racetracks, or engaged in on-course and off-course wagering at land-based agencies. For these participants, exposure to the gambling activities of others was reported to have led to their first experiences of gambling. Three participants explained:

My father used to bet on the greyhounds and occasionally he would bet on horses. Then I started to take an interest, just listening to the races. A few friends were also interested in horse racing. Occasionally we would go to the track and take \$4 or \$5, or whatever we had back in those days, and try to make a bit of money. Generally I would spend Saturdays listening to the horse races, picking out the winners and putting bets on at the (wagering operator) agency.

(#41 Multiple Male 50yrs)

My mum introduced me to it. I got sick, I suffered from a psychotic breakdown, and my mum introduced me to it to cheer me up. That was pretty much the advent, 20-odd years ago. It's been a recurring problem on and off since that time.

(#20 EGMs Female 47 yrs)

I started gambling when it was legal, at 18 years of age. Essentially it started with friends going to the club and they showed me how to play. Initially it was not much, but it progressively got more, more and more.

(#5 Poker Male 39 yrs)

Experiences of underage gambling

For a large number of treatment-seeking respondents, early experiences of gambling were quite pronounced. Eight participants started gambling when they were still underage, some as teenagers and some as children. A further 10 respondents started gambling as soon as they turned 18. Respondents from the group who started gambling while still underage said:

When I was about 11 a couple of us went to the (wagering operator) agency and were putting some really small, like \$1 or \$2, bets on horses and stuff like that. I just sort of got a little bit hooked with the potential opportunity to be able to make money really fast. As if it was a shortcut to get easy money really.

(#17 Multiple Male 25 yrs)

I first started gambling at the (wagering operator) agency, probably when I was about 16 or 17. They let me gamble because I was tall and went in. I guess I liked the thrill ... I always looked at phone cards from quite a young age. And it sort of progressed from there, picking a winner and that sort of thing, the thrill of doing that. That progressed to going to the (wagering operator) agency from the time I was 18.

(#18 Race Betting Male 34 yrs)

While gambling at home was not a normal family activity for most respondents, gambling alongside family members was common. For these individuals their first gambling experiences were at a relatively young age, when compared with the other participants in the treatment-seeking sample. Respondents exposed to gambling within the family explained:

I started gambling when I was about five or six mostly on the horses and (wagering operator) because my parents had racing dogs and horses. I was basically getting pushed around the track from a very early age. And I was really ingrained in the gambling system from a very early age.

(#3 Race Betting Male 50 yrs)

I went to a recreation club with a friend's family and his mum put Keno on and he won \$44. We would've been about 16 or something. We were really stoked and excited and I thought that was awesome that he just got \$44 and it was that easy. I think that is what sticks in my mind.

(#17 Multiple Male 25 yrs)

I grew up in a family of gamblers and was having family members post bets for me from about 11 or 12. I was at the (wagering operator) agency at least three to five times a week. I became a horse racing fanatic and wanted to be a jockey, and then I was too big, and just continued to follow the sport and indulge.

(#23 Race Betting Male 45 yrs)

I was about six or so and I was at the Royal Show with my auntie and I'm on the coin machines. You drop your coin and then it pushes all these coins down. I got a lot of coins and I was sitting there playing it all day but by the end of the day I had spent all the money. It was lots of fun and ever since then I just really kind of enjoyed it. A couple of times after that I used to go to the horse races with my auntie and she'd put a couple of bets on for me and I would say the number. And every now and then they'd win, every now and then they wouldn't.

(#36 Race Betting Male 18 yrs)

First experiences of interactive gambling

Of the 31 treatment-seeking interviewees, only three stated that their first experience of gambling was with interactive gambling. These individuals, one female and two males, were aged 18, 28 and 29 years respectively. They explained why they began gambling online:

I heard about gambling online from a friend. She was winning quite a lot of money and I thought I might try it out. Just online casinos, like pokies or games and stuff like that. That was about five months ago and it's pretty much been every day since.

(#16 EGMs Female 18 yrs)

I'm massively into sports and a mate of mine said you can win money betting online on sports. He's probably the guy that introduced me to gambling.

(#21 Multiple Male 28 yrs)

It would have been when I was 18, as soon as I was legally allowed to gamble. First would have been online poker, and I would have spent a lot of time playing that, maybe a couple hours a day till I ran out of money.

(#27 Race Betting Male 29 yrs)

Interviewees also discussed how they first found out about interactive gambling. Nine respondents were introduced to interactive gambling by a friend or family member, while five respondents found out about interactive gambling through advertisements on television or at venues. For example, respondents explained:

I think it was an ad I saw on the cricket. I opened an account, I was betting mostly on sports at the time. I think almost all, exclusively sports. I kind of went in and out with them, I didn't continue that. I dropped off, I think I was about 22, 23 maybe. Then dropped off for a while, until I came to use (wagering operator).com, which I use most of the time now.

(#18 Race Betting Male 34 yrs)

Somebody told me, one of the guys I bet with, he goes a bit online. He had a (wagering operator) account and he knows how to do online and all this and even played from the UK to Australia so that's how it started. I looked for a while, maybe a couple of weeks, and then started putting bets on and it went from there – racing and online poker and they cost me a lot of money.

(#32 Sports Betting Male 43 yrs)

I had mates that told me that they had the online gambling accounts and they've won lots and lost lots and just lots of fun, then I wanted to too. Pretty much as soon as I turned 18, I went online and signed up to (wagering operator). On the first day I was betting and I was winning and winning and winning. By the end of the night I had about \$300 from \$10. I was very happy and I ended up putting it all on one bet, the last bet of the night, and losing it all. Ever since then, I go back every week on to (wagering operator).

(#36 Race Betting Male 18 yrs)

About one-fifth of respondents found out about interactive gambling by 'accident'. That is, rather than specifically seeking out interactive gambling activities, they came across

gambling opportunities while using the Internet for other purposes. One participant indicated:

It was sort of by accident that I came across it. I was working on my computer and it said, 'Play poker online.' And I sort of just had a look at it and I put \$50 out of my credit card onto it right there and then. And I won \$200, but I didn't know how to get the money back out and I ended up spending it on roulette, online.

(#44 EGMs Female 44yrs)

7.2.2 PARTICIPATION IN INTERACTIVE GAMBLING

Increasing interactive gambling over time

All respondents in the treatment-seeking group reported that their gambling had increased significantly since they first began gambling online. The reasons reported were varied. A number of individuals stated that their increasing participation was improved technology and increasing options and accessibility, and the ability to get perceptibly better odds. Notably, 13 of these respondents stated that their interactive gambling participation was still increasing despite seeking treatment for their gambling problems.

Some respondents attributed this increase in their interactive gambling to the introduction of new types of bets, receiving bonuses and promotions, to acquiring a more portable device (smartphone, tablet) and increased credit card limits. For example:

Behaviour wise with the advent of flexi betting, which is the single most dangerous innovation by the (wagering operator) in the last 20 years, you don't have to deposit a lot of money to achieve the same addictive behaviours.

(#3 Race Betting Male 50 yrs)

(My gambling) has increased quite a lot. When I first started off I didn't think gambling online was all that good, but now that I've been a member for a couple of months, I get promotions and bonuses. It just makes it more interesting, I guess. It makes me want to gamble more.

(#16 EGMs Female 18 yrs)

It was over the computer originally, three to four times a week maybe, and then I got an iPhone, and then you could obviously get online a lot easier and then, yes, it got a bit too heavy.

(#32 Sports Betting Male 43 yrs)

Yeah, it changed when I got a tablet. I got a credit card with a big limit and not long after I opened multiple betting accounts and that's where it all started. I'm embarrassed to say, but it wasn't long before I'd be at work doing it, I'd be at home doing it, and as long as my wife didn't see me I'd be doing it. I've even done it driving a car. It was that easy. Yeah, it was constant. That's the problem with this bloody thing.

(#4 Race Betting Male 49 yrs)

A few participants implied that their increasing levels of gambling were related not only to increasing accessibility but also to isolation and loneliness, and a need to fill time with meaningful activity:

It's the machines that I was introduced to, and then I gravitated towards the online stuff. Basically it was the accessibility. I got sick and I was at home for a while. It was there and so that's what I did.

(#20 EGMs Female 47 yrs)

It was the sort of thing that you'd do when you got home from other forms of gambling. You would go, 'Oh, well, there's always that one'. It was there 24/7. You could watch the races online, everything was available. It was tied to social aspirations and filling in time. You feel like you're out with people. You're not, really.

(#39 Sports Betting Male 26 yrs)

I have been unemployed since the beginning of September, end of August and since I resigned from work I took on gambling as a way of making money. That was with the pokies. If I couldn't get to the pokies, then I'd go online and gamble online.

(#11 EGMs Female 44 yrs)

About one-quarter of respondents talked about the way perceived 'rules' imposed for playing on gambling websites 'get you playing more'. This allowed site operators to influence and guide respondents' choices – the way they played, the amount of money they bet, their level engagement and their withdrawal of winnings. The following account is typical:

At online casinos, they offer you free things, like free spins or bonuses, like 100% if you put in 20, they give you 20, and so you've got 40 to play with. The good thing was, back then, I'd only put in \$20, \$30 and it would last, seriously, it would last days. But then there were all these rules to get you playing more. You'd win, but you'd have to play through X amount of times. For example, \$1,000, you'd have to play that right through before you get any winnings from that. It really got me sucked in and before I knew it, it was increasing and increasing.

(#20 EGMs Female 47 yrs)

About one-third of respondents spoke about a gradual (but not complete) progression away from land-based gambling and towards increased interactive gambling activity. For example, the following respondent commented:

I still go to the (wagering operator) agency to watch a lot of the racing. I probably don't bet as much there now. I am definitely betting though. I would say almost 80% of my gambling is done online, whereas previously, when I first discovered the net, it was probably only 5% or 10% online. Now it's almost exclusively online. Probably, yeah, at least 80% to 90% of my gambling is done online and its definitely got a lot worse.

(#18 Race Betting Male 34 yrs)

Decreasing participation over time

Eight interviewees discussed their decreasing participation in interactive gambling over time. The reasons given most often related to receiving treatment and/or their own efforts to decrease their interactive gambling activity. One respondent noted he no longer gambled at all; however the remaining respondents reported that they still gambled to some degree. For many participants, decreasing participation was linked to greater 'control' and self 'responsibility', as the following respondents observed:

I contacted Gambler's Help so I'm speaking to somebody. Weeks ago, my gambling was getting out of control. It's something that I wanted to pretty much quit cold turkey. I haven't touched anything for six weeks now. I haven't gambled at all. That's very different to what it was two or three months ago.

(#14 Race Betting Male age not provided)

I was using so much money ... My habits have now changed. I don't do any online gambling, or very, very rarely. And yes, I've still been battling ever since. It's not like I've given up or anything, but I am transparent now. Yes, I've totally changed it around in the last two years. It's still really hard and I still stuff up, but nowhere near spending like \$3,000 a week on credit cards online.

(#44 EGMs Female 44yrs)

I lost a lot of money and now I still gamble, but I'll probably only gamble about \$100 a week. And no online any more. No. I've set the computer. My gambling is under control. I'm taking counselling right now. Yes, now it's under control.

(#32 Sports Betting Male 43 yrs)

Varying participation over time

Rather than increasing or decreasing over time, seven respondents suggested that their gambling patterns were more complex and variable. For example, the following participant, in devising strategies to curb his gambling, was decreasing one form of gambling but not decreasing others. Other respondents reported cycles of behaviour and gambling activity that fluctuated over time, with some reporting gambling binges:

Well, the horses aren't too bad for me. I don't get overwhelmed like I do when I'm playing the pokies. If I play the pokies and I have a win, I can never really walk out of it unless it's a significant win. I'm trying to avoid the pokies. With the horses it's much more controllable. You can put \$10 in, say, and get it up to \$200. It's much more realistic. At the moment, I do more online on the horses.

(#34 Race Betting Male 49 yrs)

I got pretty bad at one point. I was spending a fair bit, pretty much all my money on either online (wagering operator) or casinos or sports betting ... At the moment I don't gamble as much. I still put some money in that I can't really afford. I still do online sports betting, but I stay away from the online casinos.

(#21 Multiple Male 28 yrs)

I tend to go through cycles where I try to stay away from it and then there's factors that lure me back to it. And when I hit it, I hit it quite hard. And then I want to stay on it so I'll just keep reloading it up. Then there'll be outside influences, the wife or whatever. I'll stop for a while and then I'll go back to it.

(#5 Poker Male 39 yrs)

7.3 MEDIA PREFERENCES FOR INTERACTIVE GAMBLING

The 31 participants were asked about their media preferences (devices used) to access online gambling, what influences this choice, and whether the device used varies for different types of interactive gambling. Results are discussed below.

7.3.1 PREFERRED DEVICES FOR INTERACTIVE GAMBLING

The interviewees were asked about their preferred devices for accessing interactive gambling: smartphone, tablet, computer, laptop or digital TV. The most popular devices used were a computer (20 participants), followed by a smartphone (14 participants). Three participants accessed interactive gambling via a digital TV and two via a tablet. (Several participants used multiple devices, hence these numbers do not total 31).

Computer only

Amongst the 20 respondents who reported using a computer to gamble online, 12 reported that this was the only media device used to gamble online. Of the 12 computer-only users, six were female and six were male.

Always just the computer. I've got a computer at home; I've got a computer at work. I'm around the computer a lot, so it's accessible. And it's got a bigger screen than, say, a tablet or a mobile.

(#44 EGMs Female 44yrs)

The only way I can get online is through the computer. I do not have a smart phone or whatever.

(#41 Race Betting Male 50yrs)

Affordability. I have a computer. Responsibility as well, because I know that if I were to get a mobile phone that caters for online stuff, it would really cause major problems. It's just because I'm on limited income; realistically, I had to make choices in life. One of the choices was not to have a car or a mobile, and to have a home phone and a computer instead.

(#20 EGMs Female 47 yrs)

Smartphone only

Of the 14 respondents who reported using their smartphone to gamble online, only two reported that this was the only device used. The two smartphone-only users were both male and bet on sports and the races. As the following respondent notes, the ease and

convenience of smartphones are a valued reason for their use to access interactive gambling:

The phone is easier, it has the app and that doesn't cost you anything. It's just live streaming - it's a better experience. It's portable; you can walk around anywhere around the house, or anywhere at the shops. You can be anywhere and you can place a bet, and you can listen to the race live, or you can watch it live from your phone. It's better than the Internet because over the net, they'll charge you money. I use my phone anywhere I like. If I'm at the shops and I have money in my account, then yeah, I'll place a bet.

(#27 Race Betting Male 29 yrs)

Laptop only

Amongst the 7 respondents who reported using their laptop to gamble online, only one reported that this was the only media device they used to gamble online. This respondent explained:

I just use the laptop. Just easy access, I suppose. And also, there's a bit more information with the horses on the computer. You get more form.

(#34 Race Betting Male 49 yrs)

Number of devices used to gamble online

Respondents varied in the number of devices used to access interactive gambling. 15 respondents used just one device. Of these, 12 used a computer, one used a laptop and two used a smartphone (as discussed above). Twelve respondents used two devices to access interactive gambling. The most popular combination was a smartphone and computer, which was used by six participants, followed by smartphone and laptop (3), smartphone and digital television (1), computer and digital television (1) and laptop and digital television (1). Two respondents used three devices to gamble online. One used a smartphone, computer and tablet, and the other used a smartphone, laptop and tablet.

7.3.2 FACTORS THAT DETERMINE CHOICE OF DEVICE

Use of different devices was determined by two main factors – the ease of use of the device with the type of gambling activity being undertaken, and technology and applications.

Gambling activity and ease of use determine device

Ease of use for particular types of gambling, combined with convenience, accessibility and speed, determined the choice of device for many participants. As the following respondents asserted:

It's ease of access. I'll use the computer or the TV, whatever goes faster. Sometimes I put them both on, whatever gives me access a bit faster.

(#14 Race Betting Male age not provided)

My computer (laptop) or phone. Sometimes the games or the site are too big for my phone, so mainly on the laptop.

(#16 EGMs Female 18 yrs)

Just accessibility, whatever's quicker and easier. Just like if you were going to watch a movie, obviously your laptop is going to be better to watch it on than on your phone. In saying that, if I didn't have a laptop around, I'd just use my phone. If I had both, I'd probably opt for the laptop, just depending. It's just all about what's easy.

(#17 Multiple Male 25 yrs)

Well, it was just what was available. If I'm at home or near a computer, I use that. If I'm out with a mobile phone, I use that. It's really just what's around.

(#6 Multiple Male 27 yrs)

Probably the speed.

(#23 Race Betting Male 45 yrs)

Technology and applications determines device

For most participants, new technologies and applications facilitated transitions and uptake of interactive gambling opportunities. The following respondents highlighted how access to new technologies has determined the device used:

I never used to gamble online until I got this new phone. With the iPhone, it's just so convenient and easy. The fact that it's very user-friendly.

(#31 Multiple Male 34 yrs)

The last couple of months there have been times I've just gambled at home. You don't even need to have Foxtel and have Sky Racing now. It's on your laptop. You can stream the live commentary of the races and have your sports bet account up. You can listen to

the races live and you can just bet with your credit card. For someone like me, there's every chance that I could just gamble a big chunk of that before I get up and have breakfast just because it's so easy to do. It is just too easy. It's really easy. It takes all of the effort out of it.

(#17 Multiple Male 25 yrs)

7.4 MOTIVATIONS FOR INTERACTIVE GAMBLING

This section presents findings on what influences people to engage in interactive gambling. Respondents reported a range of factors that influenced their decision to gamble online rather than, or as well as, at land-based gambling venues. Key amongst these was the convenience and ease of access of gambling online, although better odds and more gambling options were also important for several participants. Other interviewees noted privacy and not being around other gamblers as influencing their choice to gamble online.

7.4.1 CONVENIENCE AND EASE OF ACCESS

The majority of treatment-seeking participants (27) reported that convenience and/or ease of access were key reasons they played online. This group were of varied age and included both males and females. For these respondents, the convenience of gambling from their own home at varied hours of the day and night were key advantages. The following responses highlight the role of convenience in influencing decisions to gamble online:

The convenience of it for sure. You can do it anywhere at any time. It's very, very accessible. I would do most of it, it would be night time. The thing is I don't have to get out and go out to do it. The online casinos you don't have to go anywhere. You can just sit at home and play the pokies or play poker or whatever. It's just really, really convenient.

(#12 Multiple Female age not provided)

The convenience. Not having to leave my house. It's almost a lack of reality too, you can log onto your bank account and chuck another \$3,000 into your credit card account and bet again. It's all just so easy. Whereas if it was a Saturday, I would have to go to an ATM, then a pub (wagering operator). That physicality.

(#4 Race Betting Male 49 yrs)

Three respondents highlighted specific physical constraints that hampered their ability to access land-based venues. They both noted how online gambling overcame these kinds of physical constraints:

My disability, really. I've had four operations in the last two years that have prevented me from working or going out, so it's the convenience. It comes to you.

(#23 Race Betting Male 45 yrs)

Accessibility, because at 2 or 3 in the morning I don't have a car so I can't catch public transport. Mainly accessibility and the ease of it. Being able to do things from your own home.

(#20 EGMs Female 47 yrs)

7.4.2 BETTER ODDS/MORE GAMBLING OPTIONS/MORE INFORMATION

Twelve respondents reported that interactive gambling provided a greater range of gambling options and/or better gambling odds. This group included both males and females who were engaged in a range of gambling options including race betting, sports betting, pokies and other games. Indeed, this group reported being quite serious about accessing information, calculating odds, and accessing potentially better gambling outcomes online than were available through land-based gambling.

There are a lot more options. Land-based gambling, you don't have many games that you can be playing. It's mainly just pokies or (of-course betting) or stuff like that, whereas online you get all sorts of different games, and it's easy to pick from.

(#16 EGMs Female 18 yrs)

Probably that you can compare all your different odds. The one that I'm betting with now you can make a selection of four or five different states and I call it 'tote betting'. Well at the (wagering operator), the NSW (wagering operator), and the Queensland (wagering operator), Victoria, they are all separate. The odds are different on each of them and this one that I have you can pick which state you want to bet. I can bet on the Queensland (wagering operator) if I want, if the odds are better, rather than just having to place a bet at the pub or at the (wagering operator) agency. I get to choose which are best odds so that is a good thing I think.

(#41 Race Betting Male 50yrs)

More so the odds that are on offer. I usually take it quite seriously and I try to limit my betting somewhat to the horses I actually like. I do like to have a look at different odds. I find that's good because I can generally see how the market's going to go. So online you've got access to all these different operators and you can choose different odds for your selections.

(#18 Race Betting Male 34 yrs)

It's probably just the variety online. I think a lot of the sports betting has more options online, more than the (wagering operator) agency. That is one of the main reasons. You can bet on sports and actually watch sports at the same time. And also being able to access information much easier.

(#21 Multiple Male 28 yrs)

As well as the view that interactive gambling websites provided additional information, three respondents stated they could also get advantageous assistance with gambling that

would increase their opportunities to win. One respondent explained he gambled online because:

I've got direct contact with Internet gambling groups and they set it up ... you pay a membership, put up the money, they do all the gambling, they show you all the paraphernalia – how it works and what you do ... I don't have to really be involved in the gambling itself. What I do is I give them some money into a bank account and they do all the work ... It's like a scheme, and I'm not that good at it ... but that's what sucked me in. I'm not a gambler but I needed to make some money.

(#24 Sports Betting Male 62 yrs)

7.4.3 NOT BEING SURROUNDED BY OTHER GAMBLERS

Three other respondents suggested that playing online involved less effort, avoided distractions from other gamblers and allowed them to avoid associating with, and therefore being identified with, other people who gamble. For example, one respondent discussed the negative assumptions held of people who gamble at land-based venues, particularly off-course betting agencies, and implied that gambling online allowed for alternate, more glamorised and individually controlled identities, that avoided conventional stereotypes:

Less hassle. Well, basically not having to get in the car and drive to the venue and manually put your bets on. Basically, you can either go down and stand around in the bloody old (wagering operator) agency with a bunch of other ugly-looking blokes, or you can stay at home in your lounge room and sit on your iPhone there and sip a pina colada while you're doing it.

(#31 Multiple Male 34 yrs)

... there is no one harassing me. I can do it without the interruptions and things.

(#41 Race Betting Male 50yrs)

I prefer online mainly because this takes away being around people. A gambler betting when there's a big crowd or a lot of people talking, it's just no good. By being around others it sort of cramps my style.

(#3 Race Betting Male 50 yrs)

7.4.4 PRIVACY

Six other respondents noted that interactive gambling was more appealing than land-based gambling because of the privacy it afforded:

Well, you don't have to leave your home. You have the privacy of your own home; you have 24/7 access; you can transfer your money quickly; you don't have a lot of restriction; you can bet what you like, and play an enormous variety of games.

(#44 EGMs Female 44yrs)

I do not have to get dressed up and get in the car and drive off down the road. I can just sit here in my t-shirt and shorts and be in front of the computer. No one is watching ...
(#41 Race Betting Male 50yrs)

Just being able to be in my own place and do my own thing by myself.
(#36 Race Betting Male 18 yrs)

Three respondents confided that interactive gambling also allowed them to retain a level of secrecy about their activities. One respondent explained:

... Also I don't need to tell my wife that I'm going out for a couple hours. I'm at home, you know. And my parents won't think that I'm always out and I have a problem. They see me at home. It's all okay ... My dad doesn't know I'm still doing it online. So they think it's all okay.

(#27 Race Betting Male 29 yrs)

7.5 ADVERTISEMENTS AND PROMOTIONS

Participants discussed advertisements and promotions associated with interactive gambling, identifying a similar range of examples as the interactive gamblers recruited from the general population. While a few participants held positive views of advertisements and promotions for interactive gambling, the vast majority viewed these activities negatively.

7.5.1 POSITIVE OPINIONS OF ADVERTISING AND PROMOTIONS

A minority of interviewees had some positive comments about gambling promotions, saying they were interesting, enabled them to win extra money and to access free tournaments, for example:

I think it's excellent. The promotions that people give me. I get quite a lot and it's bonuses when you deposit money into your gaming web site. You get bonuses and all that.

(#16 EGMs Female 18 yrs)

The promotions are generally not too bad I suppose. You get access to free tournaments and you get first deposit bonus which means you can win extra money, but the annoying thing is though is obviously they don't want you to just take the money and run which is fair enough, but you have play the tables to win that free money. I think that's pretty cool. Some of the promotions are pretty good. I haven't really run into a bad one yet.

(#6 Multiple Male 27 yrs)

A few other participants considered that conducting gambling advertisements and promotions is a legitimate part of doing business and so had no objection to them. For example, two said:

They are okay. They need to drum up business somehow and I suppose that is their way of doing it, so it's not much different than any other way. People offer you little 'carrots' to come and buy their products.

(#41 Race Betting Male 50 yrs)

Like I said, they're a business. Companies do promotions all the time to make money and they advertise so I guess they're entitled to do that. It's sort of like can you say, 'You can have this website. You can have this business, but then you can't promote it.' It doesn't make sense because you have to promote businesses.

(#17 Multiple Male 25 yrs)

7.5.2 NEGATIVE OPINIONS OF ADVERTISING AND PROMOTIONS

Concerns about the nature and extent of gambling advertising and promotion were widely voiced by respondents. Five main themes featured amongst negative opinions held about the advertising and promotion of interactive gambling: that it provides inducements to gamble, that it attracts vulnerable people to gambling, that the conditions of some promotions are unfair, that it has reached saturation point, and that it requires more control.

Provides inducements to gamble

Numerous respondents discussed how advertisements and promotions acted as inducements and triggers to gamble, which was perceived as particularly problematic for those trying to curtail their gambling. The following respondents highlighted the role of advertising and promotions as inducements to gamble which can attract new gamblers and existing gamblers and trigger gambling in people trying to control their gambling:

They sort of integrate themselves into television broadcasts. I think it's maybe a little bit deceptive, and I think that it's promoting a generation of gamblers.

(#31 Multiple Male 34 yrs)

Stop promoting it. They know people are going to play. Australians are a culture of gamblers ... I think the promotion isn't to get new people. I think the promotion is to draw in the old people ... Draw them back.

(#5 Poker Male 39 yrs)

I don't like it, I don't like it. I think there's too many ads on TV, that's always suggesting (wagering operator) or whatever betting agency ... I dislike it because it's influencing you, giving you the idea to gamble ... reminding you to gamble, whereas if you didn't have that then you might have just forgotten about it, and you wouldn't have bothered.

(#27 Race Betting Male 29 yrs)

Well I had some great experiences and really good wins ... but then over a period of time ... when I've then had subsequent wins, they then told me that bonuses would no longer be offered. So I think you get rolled into it. You're quite prepared to take that risk

because you're using some of their money as well. But then in the end, it's just all your money.

(#23 Race Betting Male 45 yrs)

... when I first got onto the online casinos back in 2008 I actually went from casino to casino because they said you got an hour with free money and you keep your winnings. I think that's what dragged me onto them to start with. I still get emails from (wagering operator) ... where they're saying, 'Deposit \$20 and we'll match it,' or 'We'll give you free bets.' That kind of stuff. The promotions definitely grab your attention. If you haven't gambled for a while and then you get an email saying a free \$20 bet, it takes me back to their site and then it gets you back in.

(#21 Multiple Male 28 yrs)

Well, the free bets that they use. I get them all the time ... I got one today, 'If you put in 500 we'll give you 500.' ... They lock you in and that's just the deals that they offer. None of the deals are real. I realise that, but still if you got the urge you go, 'Aw, I'll do it anyway.' ... I do think that, excuse the language, but they're bullshit, every one of them. Basically they're designed for you to put your money in and then get you on the hook ... what it does to you is it puts you in the vortex. You're in the system then and you're going to start getting all the offers ... I'm talking more for people who don't bet much now. All of a sudden you've opened an account ... and it's a trick. ... Once you've opened one you think, 'Oh, well the Melbourne Cups coming up. I've got that account opened now I'll just do it through that.'

(#4 Race Betting Male 49 yrs)

And they actually try to encourage you because if you've had a bit of a downer, you'll get a phone call and they will say, 'Oh, we've had a bit of a bad week last week didn't we?' That's pretty bloody obvious ... I've got this company right now that's ringing me saying, 'put more money in'.

(#24 Sports Betting Male 62 yrs)

It actually was really hard to cancel my (wagering operator) account. They kept sending me letters to encourage me to keep going. It was really hard to cancel that. It should have been easier.

(#39 Sports Betting Male 26 yrs)

Attracts vulnerable people to gambling

Several preceding quotes reveal how vulnerable some participants are to becoming enticed back into interactive gambling even though they were seeking help for a gambling problem. Additionally, some respondents referred specifically to the advertisements and promotions targeting vulnerable people, including children and people with gambling problems. For example:

I don't like the instant promotions ... I don't like the fact that it continually encourages you to come back for more. That's basically it ... They know that the majority of the people that have the revenue for them are the problem gamblers.

(#5 Poker Male 39 yrs)

They target the vulnerable ...

(#39 Sports Betting Male 26 yrs)

There's too much promotion. Too much promotion on TV and too much promotion. Even the kids get into it more often. I think now kids are getting attacked with all this. That's always bad.

(#14 Race Betting Male age not provided)

Unfair conditions

Some interviewees clearly considered that the conditions attached to promotions were unfair. Previous quotes indicated that some participants considered interactive gambling promotions to be 'deceptive' and 'insidious' and a way to 'suck you in'. The following quotes provide some examples of conditions of promotions that participants considered to be unfair, including the difficulties and delays in withdrawing winnings and the requirements to play through credits won in a promotion multiple times:

They offer you bonuses – 'Deposit \$100, and we'll give you \$1,000.' But they're not really ever giving you money ... it's subject to conditions of play though. So, if you've put in \$100 and they're giving you an extra free \$100 on top of that ... you think you've been winning, and you try and withdraw it, you can't even withdraw your initial \$100, because they're saying you've got play through requirements based on that bonus that they've given you. It's very difficult to get money and it would take days and days. But you know what? – I never, not once, cashed in. Out of all that money I spent, I never cashed in. It's much more difficult, so you end up using it because it takes days.

(#44 EGMs Female 44yrs)

They're noxious. They are pervasive and frankly they're volatile. They're also shrouded in layers upon layers of conditions. One example I would give is many of the casinos, certainly the one that I like to gamble with most frequently online, one of the conditions is that any credits received in a promotion has to be played through 27 times before you can actually withdraw it. If they give you \$10 you would have to somehow win \$270 and bet it all before any of it could be considered your profit and then you would have to win

again. They're incredibly full of weasel words and at the end of the day they don't really contain anything more than an attractive incentive, because they're certainly not going to make you any money. But they are very attractive.

(#49, EGMs, Male, 28 yrs)

Advertising saturation

Concerns about the amount of gambling advertising and promotion were widely voiced. The following respondent comments were typical of those who viewed gambling advertising as saturated, appearing on social media sites, emails, pop-ups on Internet sites, and during televised sports matches. Objections related to the sheer volume of these messages, that they are ruining sport, and that these treatment-seeking gamblers find them manipulative and enticing:

I'm still even now bombarded by a lot of online casino sites just with emails and even on Facebook I noticed you click onto something and then it redirects you and a gambling thing pops up. It's a worry when there's such public social networks that are indirectly advertising gambling. I think that's a worry.

(#12 Multiple Female age not provided)

You look up something, anything, and up pops a window for a bet or you get pop-ups. It even happened today. I was going to go to a friend's birthday tonight and he's Maltese so I wanted to find out how to say happy birthday in Maltese so I could spell it correctly and up pops gambling stuff and I went, no. The temptation's always there.

(#32 Sports Betting Male 43 yrs)

Well, it's certainly getting more and more advanced. They advertise the shit right on TV. It always seems to be scheduled and advertised when you're watching sports or something like that. Any form of gambling, the more you put it out there in people's faces, the more it's going to appeal to those that are weak.

(#39 Sports Betting Male 26 yrs)

I'm just finding that to be horrible too. If we're talking about Australian media promotions, I find them, especially regarding football and the odds and bookmakers and all that, I find them absolutely disgusting. I think it's ruining sports. That's my opinion. Promotion regarding the Internet, online gambling, my email is bombarded with offers from casinos, all that luring me back. I continually get, 'Come back. We'll give you \$50,' and I find it actually quite sickening. It's very manipulative.

(#5 Poker Male 39 yrs)

More control needed over advertising and promotions

Some respondents made recommendations on the advertising and promotion of interactive gambling. As the following respondents said:

You can't believe them. The conversation starts with, 'How would you like to be earning more money?' They gloss it over, make it look really good and there doesn't seem to be any control over what they say, and they need it.

(#24 Sports Betting Male 62 yrs)

It's very dangerous, because there is a lot of these promotions, 'Deposit \$100 and we'll give you \$50 free bet,' it's a way of getting you in. The latest (wagering operator) commercials on TV, the guy backs a winner, he's celebrating in slow motion, as if he's on top of the world. All of the trumping like that, then if you wait five minutes generally you get a problem gambling information. You will see quite clearly two out of three problem gamblers ring counselling services. That says to me: 'what about the other one third?' If you combine that with these ads that are on, it's not hard to work out there's a lot of issues here that require real investigation; not just this haphazard way that things are going now.

(#3 Race Betting Male 50 yrs)

7.6 FEATURES OF INTERACTIVE GAMBLING THAT CONTRIBUTE TO GAMBLING PROBLEMS

Participants were asked about the features of interactive gambling that might contribute to gambling problems. Prominent themes comprised being able to gamble on credit, use of digital money, ease of accessing interactive gambling, the wide range of gambling options available online, provision of inducements to gamble, the speed of interactive gambling and lack of limits, and the absence of any scrutiny. Less prominent themes were the influence of consuming alcohol while gambling online and loss of reality during interactive gambling sessions. Many of these themes were linked, such as use of digital money, credit gambling and loss of reality, and easy access and credit availability. Participants were also asked how they tried to ensure that they controlled their interactive gambling, with results presented later in this section.

7.6.1 CREDIT GAMBLING

Nine participants raised credit betting as potentially contributing to gambling problems, mainly because accessing and using credit were so easy. Some typical comments were:

... it's just very easy; if you're alone you can look up your bank and you've got no money in your account you can just deposit \$100 from your credit card.

(#1 Race betting Male age not provided)

Well, I think effectively it's a lot easier putting your credit card or PayPal in, depositing the money, and then betting a big amount ... (compared to putting) note after note after note after note into the machine.

(#6 Multiple Male 27 yrs)

It's just how easy it is. You can just so easily input money because it's all electronic. It's not like you have to go to the bank, withdraw the money and then pay with the cash. It's put this on my credit card and bang, bang, bang. It's just so easy and very simple.

(#8 Multiple Male age not provided)

Some interviewees gave examples of their own difficulties arising from gambling online with credit; for some, these problems appeared to arise quickly after access to higher limit credit cards:

I got a credit card with a big limit in about February of this year and not long after, call it March, I opened multiple betting accounts and that's where it all started.

(#4 Race Betting Male 49 yrs)

I would always spend the maximum that you could take out of your account, which I think is \$1,000, at the pokies ... at the clubs. Definitely online has been the huge culprit. It's really been only in the last year where I've got myself into debt over it. When I say that, I've spent all the money from the house proceeds, however, but it's still my money. Then in the last year I've gotten a \$30,000 credit card debt and \$15,000 of that was in one hit online.

(#12 Multiple Female age not provided)

As a result of both of my forms of gambling (land-based and online), I found it was easier to just keep swapping money across on the Internet with the credit cards for the online gambling.

(#39 Sports Betting Male 26 yrs)

Online was just really bad and it cost us \$35,000. That's how much he (partner) had to pay off that I'd spent on credit cards.

(#44 EGMs Female 44yrs)

7.6.2 DIGITAL MONEY

Related to the ability to gamble online on credit, some participants also commented that not using real cash could also be problematic as it removed the reality of using real money, for example:

It's almost a lack of reality too ... you log onto your bank and then you go to your cash account. Then you chuck another \$3,000 into your credit card account so that you can then go back to your gambling account and bet again. It's all just so easy ... Lack of reality. I think the big thing for me is that, you know, I've had sessions where I've lost \$10,000. There's no way I'd go into a land-based venue with \$10,000 in my pocket and lose it.

(#4 Race Betting Male 49 yrs)

7.6.3 LOWER PERCEIVED 'VALUE' OF ONLINE WINNINGS

The use of digital money for interactive gambling also appeared to reduce the perceived value of winnings, as explained by this respondent:

I guess because it doesn't really seem like it's real money. Even if you've won something you don't really look at it like ... because it's not going to be there today, you know what I mean? It's sort of like play money. You don't really see it. I think that's one of the worst features.

(#40, EGMs, Female, 37 yrs)

7.6.4 EASY ACCESSIBILITY

Numerous respondents argued that ease of access was a key feature that could encourage them to gamble more than they intended to online. This easy accessibility appeared particularly difficult for many participants to resist. The following respondents explained:

Online is just so much more accessible, so much more accessible. You don't have to go out. You can just sit there and you can play ... If you do have an addiction or a problem with it, that it's just so accessible. If you're that way inclined, it's like the devil sitting at your table. I just find it really insidious.

(#5 Poker Male 39 yrs)

Having whatever issues or whatever I have, because online gambling is so easy and convenient. It makes it I guess a lot more accessible to be able to deal with whatever issues I've got, whether it be escapism, boredom, whatnot. Not having to leave the house, it's just so easy to do.

(#12 Multiple Female age not provided)

It's just so convenient and easy. I think at the end of the day like we all probably get tempted to have a punt or we get tempted to do something naughty or whatever, but your conscience or what is right hopefully wins over that. It's like as soon as you think that it is something bad, if it's really easy for you to do it, quick and like before you can change your mind, that specific problem's going to go up.

(#17 Multiple Male 25 yrs)

One respondent explicitly noted that the combination of ease of access to interactive gambling and having money sitting in a gambling account is very tempting:

The problem is you haven't got any money. You don't have any in your account at the bank anymore ... but there is money in the (betting) account; no matter what time of day, you feel like having a bet, you get up and have a bet ... If there's money in the account, you're always tempted to have a bet ... It's always in the back of your mind that you have money there to have a bet with.

(#1 Race betting Male age not provided)

7.6.5 WIDE RANGE OF GAMBLING OPTIONS

Some participants commented on the wide range of gambling options available to bet on which, combined with easy access, was enticing. For example, four respondents said:

Probably the fact that you can bet on so many different things. You have got football and all sorts of sports betting now. Most people would be interested in something to bet on whether it is car racing or cricket or whatever. They will find something that some person is interested in and that is probably how they will get in and get them hooked.

(#41 Race Betting Male 50 yrs)

Too many lollies in the shop, just too many choices, too many games.

(#20 EGMs Female 47 yrs)

The fact is, they've got hundreds of tables running all simultaneously. They've got table ranges from micro-stacks of \$2 buy-ins to \$20,000 buy-ins.

(#56 Poker Male 27 yrs)

There's no end to it, like the first race is at 12 o'clock and you might still have money in there at 6 o'clock when all the gallops are over and the dogs start and ... then there's English racing and South African racing starts up and you might need to just keep going ... it's just too easy. You can do that everyday if you wanted to ... It's just easy access. You don't have to leave home.

(#1 Race betting Male age not provided)

7.6.6 INDUCEMENTS TO GAMBLE

The wide range of easily accessible options were suggested to be further embellished through active promotion and incentives provided by interactive gambling operators. Some indicative quotes are below:

The promotions. That'd be one of the main ones because as I said before, you get an email from whoever, even the casino I still get the emails saying put \$10 in your account; that drags you back to them.

(#21 Multiple Male 28 yrs)

The fact that they give you figures that you're gullible enough to believe. When they tell you you can have \$1,600 in six months. They seem be able to give you all this proof. The fact that it's tax free ... and the specials and bonuses.

(#24 Sports Betting Male 62 yrs)

Its too easy, yes. It usually just pops up, like if you're on the Internet, doing your online calls or something and it just pops up in your face and it catches your eye and you go straight onto it.

(#16 EGMs Female 18 yrs)

... the special offers. Have a free bet, have a \$200 voucher for another bet.

(#18 Race Betting Male 34 yrs)

7.6.7 SPEED AND LACK OF LIMITS

The previous issues noted were further compounded by speed and the lack of limitations that interactive gambling provides. Respondents noted:

Speed. The speed with which you can bet and win or lose is unbelievable. Surely, there could a cap off point or slowing down the pace.

(#3 Race Betting Male 50 yrs)

It takes your money quicker ... In a very short space and amount of time you can lose a lot of money ... The limits were high and it was just dreadful. You could play \$25 a line on the Internet.

(#44 EGMs Female 44yrs)

There's no limit, there's no limit to how much you can gamble. You can start betting and you might place 20 bets down within a minute, and that will be losing bets, and you might have lost \$100.

(#27 Race Betting Male 29 yrs)

It angers me. I know that I am ultimately responsible for my own actions, but it does anger me that the banks, or the websites, or somebody online allow you to spend so much. That they don't place controls over it. They don't monitor it. They're just happy for you to spend your money at will because their primary aim is to make lots of money. Online really is a breeding ground for problem gamblers. It's an awful thing and I'd love to see these sites shut down. It's not good for the soul or for your wallet.

(#12 Multiple Female age not provided)

7.6.8 ABSENCE OF SCRUTINY

Several respondents noted that interactive gambling provided a situation where you could play for long periods of time without scrutiny. This ability to gamble in private appeared to lower some participants' inhibitions, and some commented that no one was monitoring your gambling behaviour when it was done online:

It's much easier online. There's nobody around to see how much money you're putting in. If someone was watching, checking on you it would be different.

(#41 Race Betting Male 50yrs)

It makes you not really face up to it ... You don't have to physically walk or see people, or sit at a machine; or you don't have to leave your own home. It's a dreadful thing and one I hope I never get sucked into again.

(#44 EGMs Female 44yrs)

If you're out at a venue, you're being watched. In the comfort of your own home ... there's no one judging you.

(#39 Sports Betting Male 26 yrs)

The online site is probably a more dangerous form of betting, especially technology you pretty much can really operate yourself through the computers, the TV, home TV, you've got your own venue within your reach. Which is probably the easiest place to start up; that's when I got myself into real trouble. You can direct debit money straight into your account without walking into a venue, so the whole process of ... contacting the bank, contacting the person that can assist you or make the call to say, 'Hang on, you're in trouble', that goes out the window ... There's really no mechanisms for control and yes, as I said, it's a problem.

(#3 Race Betting Male 50 yrs)

7.6.9 LOSS OF REALITY

Some respondents talked about the sense of 'play' or 'fantasy' involved when gambling online and five suggested there could be an erosion of perceived reality. The following respondents summed up these ideas:

Well I can sit there on the couch and bet my lungs out; unfortunately you can just completely lose yourself in the whole process.

(#3 Race Betting Male 50 yrs)

Losing touch with reality. You get caught up in the game that you are playing or the situation, you lose that sense of time. It goes fuzzy. What's real, what's not. And then you don't realise how much you lose. You don't realise its real. And then you do.

(#31 Multiple Male 34 yrs)

I think that it can become patterned into you or the flow of it becomes mesmerising.

(#49, EGMs, Male, 28 yrs)

7.6.10 INFLUENCE OF ALCOHOL

Two respondents also noted that alcohol could also have a detrimental effect by encouraging them to gamble more than they intended to, as the following respondents explained:

I find that if you have a few drinks you get a bit wayward and spend money on things and that could be a bit dangerous.

(#41 Race Betting Male 50 yrs)

I've tried to stop drinking while I'm gambling. I guess that's how it starts with drinking and having a punt. I realised that's not a good thing - you don't know what you're doing. You have to try and stay sober and actually think about what I'm doing.

(#18 Race Betting Male 34 yrs)

7.6.11 CONTROL STRATEGIES USED

Very mixed responses were given when participants were asked about any strategies they had used to try to control their gambling during interactive gambling sessions, and their responses seemed to depend on where participants were in the process of addressing their gambling problem. At the peak of their gambling, participants appeared to use no strategies or did not find the strategies they used to be very effective. However, several participants reported more success with strategies used since seeking help for their gambling problem, including suspending or closing online gambling accounts, limiting the amount kept in these accounts, using the limit-setting facility on some online gambling sites, installing blocking software, limiting the size and frequency of bets, and self-discipline and willpower.

No strategies

Participants who appeared not to have cut down on their interactive gambling and those discussing their interactive gambling before they had sought help reported not having any strategies to limit their gambling. For example, some said:

Well, I guess I haven't really used any strategies. That's how I ended up where I am.
(#39 Sports Betting Male 26 yrs)

I've been out of control. I haven't had limits so I haven't used any.
(#4 Race Betting Male 49 yrs)

I don't. I'd just spend every cent I had.
(#16 EGMs Female 18 yrs)

Well I haven't really, it's just been a free-for-all, going for it.
(#21 Multiple Male 28 yrs)

Limited success with strategies

Other respondents had attempted using various strategies to control their interactive gambling, but with limited success, as reported below:

I'll withdraw when I'm 20 bucks ahead. I'll withdraw when I'm 50 bucks ahead or I won't put so much money in, but in the moment, no way. I can't do it.
(#5 Poker Male 39 yrs)

I guess I never really thought about the strategies going into it. I thought, 'Well, I'll only spend this much.' I never, ever did ... (My) intentions at the start to only play for a certain amount of time. That never worked either.
(#12 Multiple Female age not provided)

We put a filter on the computer; I found ways around the filter and things like that. So I was always testing and pushing it to see how much I could break it so that I could use it.
(#21 Multiple Male 28 yrs)

Maybe to deposit into my account in small increments as opposed to a lump sum. That sort of encourages me not to bet as much on the individual bet. (Interviewer: Has that been useful to you?) Not really.

(#31 Multiple Male 34 yrs)

Universally I find the best thing to do is consider what I've won or what I've lost at that point in time and consider what that amount of money could do for me outside of gambling. It could pay X bill, or it could buy Y item or I could put it towards a holiday. That's probably what I do. In terms of keeping on track, I'll go in with the intent of saying I'll spend \$50 and of course I won't. I'll spend more than that. Beyond that, I'm not so sure I have any other measures ... I would say one in three times it's useful.

(#49, EGMs, Male, 28 yrs)

The following respondent had tried to set a limit through a gambling website but found that it was too easy to keep increasing that limit:

Useful but ... it was so easy to reset. You just say in fact I want to increase it and then the next time I go, can I increase the limit and I go, yes let's increase. Can I increase again? Increase it and then it's no questions asked. It's just like, bang, bang, bang, here you go, keep increasing it. I don't think they care about the player at all.

(#8 Multiple Male age not provided)

More success with strategies

Other respondents were having more success with various strategies to try to limit their interactive gambling, although some had only recently initiated these at the time of their interview. For example, some respondents had suspended their interactive gambling accounts or used the limit-setting features available on some sites:

I suspended my account, so that's the only strategy, I think ... it's been about a week or so.

(#9 Race Betting Male 26 yrs)

I got rid of my accounts and got my friend to put bets on for me so I can't control that account only they can.

(#29 Sports Betting Male 30 yrs)

The only thing I've started to do ... on one site I've set myself a monthly limit. That was very, very effective ... and I haven't gambled since and that was a couple of months ago.

(#12 Multiple Female age not provided)

One respondent used blocking software, as explained here:

... eventually with the help that I was getting and my partner, we managed to lock everything up and now I'm protected and I haven't been gambling for the last three months now.

(#21 Multiple Male 28 yrs)

Others limited the amount of money in interactive gambling accounts, for example:

I basically just put a certain amount of money in. If I win, I take it out, I try keep that same amount of money in.

(#18 Race Betting Male 34 yrs)

When I reach a certain amount I will withdraw it. If I have \$300 or \$400 in there, I may be tempted to go a bit over the top, whereas the average bet for me would be anything from \$5 to \$20, or something like that. If I had a lot of money in there, I would be tempted to bet \$50 or \$100 or something like that.

(#41 Race Betting Male 50 yrs)

Other participants had set self-imposed limits their interactive gambling expenditure:

\$100 a week. That's through my counsellor and in the last two or three weeks I haven't even hit my limit.

(#32 Sports Betting Male 43 yrs)

One time I spent lots of money on gambling and these days I just restrict myself to \$10 or \$20 a week. I used to just go all out and hope I have my money left.

(#36 Race Betting Male 18 yrs)

I've gone back to low betting, 1 cent betting ... basically I've tried to reduce the amount of time I go per week, the amount of time I put into it, and the amount of money.

(#44 EGMs Female 44yrs)

Others relied on self-discipline and willpower to curtail their gambling:

Generally, it's just that discipline for me ... every time I sit down and play I take notes, I keep a log book in which I enter profits and losses so I can keep track of when I'm taking too many hits, playing too many hands, when I'm just generally on tilt which is playing by emotion and that sort of thing. I keep that all written and up to date ... It hasn't stopped me from making a mistake or two but like I said, I've learned from those mistakes and I move on.

(#56 Poker Male 27 yrs)

Pretty much cold turkey. When I had a real bad problem, yes, I'd say cold turkey.

(#21 Multiple Male 28 yrs)

7.7 RESPONSIBLE GAMBLING MEASURES

This section presents findings on the participants' views on the responsible gambling measures available online compared to land-based venues. They discussed whether interactive gambling requires more, the same or fewer responsible gambling measures than

land-based gambling, and additional measures they felt should be in place in the interactive gambling environment.

7.7.1 RESPONSIBLE GAMBLING REQUIREMENTS IN THE INTERACTIVE VS LAND-BASED ENVIRONMENT

Twenty-one respondents considered that interactive gambling requires more responsible gambling measures than land-based gambling. The reasons given for this were mainly related to the lack of current controls or limits on what people can spend (including on credit) combined with easy accessibility, which meant that people could lose a great deal of money (15 respondents). One or two participants each mentioned other reasons, including that the provision of interactive gambling was out of control, loss of reality when using digital money, the private nature of interactive gambling with no monitoring, because interactive gambling is very addictive, and because of the promotions that entice people to gamble online.

Three respondents felt that interactive gambling required the same level of responsible gambling measures as land-based gambling, because controlling one's gambling was an individual responsibility, and because people could gamble as much in a land-based venue as they could online. These respondents said:

It should be obvious that it's up to the individual to make his own mind up about this.

(#3 Race Betting Male 50 yrs)

I would say the same. No more or less. Really it's up to the individual, I think. They say you cannot stop someone from going to the tavern and you can just as easily lose all your money there than spend it on the computer.

(#41 Race Betting Male 50yrs)

I would say the same. Just because it's just as easy, I think, when you're at a (wagering operator) agency or something to get money out and waste that as well. Gambling responsibly is about taking responsibility for yourself and understanding that you've only got a certain amount of money to put into gambling for that day. That is something that doesn't change online.

(#18 Race Betting Male 34 yrs)

One participant considered fewer responsible gambling measures were needed in the online environment because this respondent found it effective to ask her bank to put a stop to her money transfers whereas, in comparison, ATMs in land-based venues were more accessible.

The remaining respondents did not provide clear responses, with most of these participants unsure of what was meant by responsible gambling measures.

7.7.2 RECOMMENDED RESPONSIBLE GAMBLING MEASURES FOR INTERACTIVE GAMBLING

While three respondents did believe interactive sites were doing enough to protect players from harm, 21 respondents argued that not enough is done to protect players from harm. This group believed that interactive gambling providers and governments could do more to protect players from harm. The most widely advocated responsible gambling measure was for limits to be placed (12 respondents), followed by generic and dynamic warning signs (9), limits on promotions (3), improved self-exclusion options and information (3), and better identification checks (2). Prohibiting reverse withdrawals and being able to block interactive gambling sites from a smartphone were mentioned by one participant each. Several participants suggested more than one responsible gambling measure. Additionally, some respondents raised questions over security and integrity of sites. These themes are discussed further below.

Limits

Twelve respondents advocated for limits on interactive gambling, including on bets, deposits, account balances, the number of transactions per day, and time spent gambling. Indicative quotes were:

I think there should be a maximum injection per day ... it'll just stop people putting up big amounts and losing a big amount in one day.

(#6 Multiple Male 27 yrs)

Time limits and money limits ... Definitely. If there's an epidemic and no one's containing it, but they're the ones feeding the epidemic, then they need to put a leash on it.

(#11 EGMs Female 44 yrs)

I just think there should be certain limits set, that a player can lose in a certain period of time, before they're allowed to gamble at that venue again; you know, \$500 within a 24-hour period. If you lose it, you're locked out for another 24 hours.

(#23 Race Betting Male 45 yrs)

They should have a low monetary restriction ... that's not \$3,000 ... they know \$3,000 a day is a problem. If you're wealthy and you want to do it, apply for a special lift on the restriction, so that they can financially check you out to make sure that you can afford what you're doing. So, there needs to be checks in place ... They can do heaps. They don't care about people, their lives; they don't – not an iota.

(#44 EGMs Female 44yrs)

Related to limits, one respondent suggested the following:

... maybe some sort of a running tally of how much it is that they've deposited in that session so that they don't get almost a bill shock.

(#49 EGMs Male 28 yrs)

Another suggested being able to set your own limits:

Perhaps if you could set yourself a limit. If they had something where you could say, 'Look, I don't want to bet any more than \$20 a day', and that's your limit.

(#34 Race Betting Male 49 yrs)

Warning signs

Five participants suggested prominent warning signs on interactive gambling websites and information about gambling help, for example:

All I see is a little sort of advert on some of their sites saying, 'If you have a gambling problem you should ring 1-800 ...'. I think there should be major flashing signs on their sites ... on all their websites, no matter page you go onto, not just the homepage.

(#4 Race Betting Male 49 yrs)

Maybe have warnings that gambling's addictive.

(#21 Multiple Male 28 yrs)

I think they should always provide contact, advice for gambling help services or something like that. I think that they should also provide some sort of counselling sort of a warning sign.

(#8 Multiple Male age not provided)

Dynamic warning signs

Four respondents suggested dynamic warning signs when a customer makes a bet or displays problem gambling behaviours, such as:

Perhaps they could have a question before you place a bet, do you really want to place this bet? Do you have enough money, especially if it's someone that they know is losing lots and lots of money. That might be a good idea, before you have to place a bet, a little pop up box comes up and says do you want to place this bet? Is this the right thing to do? That might be a good thing to come up, to snap people into reality.

(#18 Race Betting Male 34 yrs)

The bookies can advise customers of their betting patterns, like say, 'Look, you've put on a lot of bets in the last half-an-hour, how do you feel? Are you okay?' ... Yeah, interrupt it. 'Are you sure you're not betting over your head? Is your head in the right place? Are you betting sensibly?' Just to get them out of that state that they're in.

(#27 Race Betting Male 29 yrs)

... obviously they monitor your betting or how many times, the bet types you are making. They know whether you're depositing more than usual. I think there should be some sort of, you know, even if it's just a simple, 'you know we've noticed that your

playing activities have increased lately, maybe you should think about visiting this site and reading (information about) how to control your gambling.

(#8 Multiple Male age not provided)

Well, some sort of better sort of checking system. I don't know if there's some sort of way of finding out a person has issues or something, but they're not interested in that.

(#39 Sports Betting Male 26 yrs)

Limits on promotions

Three interviewees advocated for tighter restrictions on interactive gambling promotions as a responsible gambling measure. For example:

I think on gambling websites; one, there should be no more special offers because I think that it does induce new players who wouldn't even have done it before. I've seen it happen actually.

(#4 Race Betting Male 49 yrs)

What can they do to be more responsible? ... just stop promoting it. Stop promoting it.

(#5 Poker Male 39 yrs)

Less vivacious promotions.

(#49, EGMs, Male, 28 yrs)

Self-exclusion

One participant suggested that more flexible and gambler-initiated self-exclusion periods would be beneficial, another suggested that information about self-exclusion should be more prominent on gambling websites, while a third implied that there should be some checks when a person ends an exclusion:

I think that the self-exclusion programs are very good and they definitely keep them in place. For example, at the moment I've signed up for a 30 day one just to get a break from the game because it was getting too much for me, just the stress. I needed some time away so that's great but they don't allow option ... they allow 12-24 hours and then one week time out, one month time out, but they should really allow the player an option to chose exactly how many days and how many hours

(#56 Poker Male 27 yrs)

Like some of them have put a self-exclusion thing on there but it's not popping out at you. You've got to go find it. You've got to actually look for it. In saying that, why would they? It's like a shop selling stuff and wanting you not to buy stuff. It goes against what their goal is, and that's to make money.

(#17 Multiple Male 25 yrs)

Probably about three years ago I emailed (wagering operator) and told them to ban me from the website because I wanted to stay away for a while. Not two months later I emailed them again and said, 'Can you let me use a slot again?' and they did that without asking any questions ...

(#21 Multiple Male 28 yrs)

Better identification checks

Two respondents felt that there should be better identification checks when opening an account, with one reason being to prevent underage gambling:

I personally believe there's got to be some security measures to prevent kids and minors accessing it. That's an absolute given, from what I've seen there.

(#3 Race Betting Male 50 yrs)

Maybe they have to see the documents, first up, before you sign up. Yes, I guess, it would be better, rather than waiting until you've won before they request them. Yes, they probably should request them straight-away to sign up.

(#40, EGMs, Female, 37 yrs)

Withdrawals

One interviewee explained that stopping the ability to reverse withdrawals should be implemented:

Things like you can reverse withdrawal, whereas I think that should be not an option, because it's so easy to dip into the money that you fund. What it means is that you basically have to withdraw all the money and then it just takes even longer for the money to go into your account, and then you end up losing it anyway ... I think stopping reverse withdrawals would be a start.

(#20 EGMs Female 47 yrs)

Blocking from phone

Another respondent advocated for the ability to block interactive gambling websites from his phone:

I don't think just a little disclaimer down at the bottom saying that if you're experiencing problems with your gambling, to ring this number, I don't think that's enough. I don't know, I think there could be other options, such as maybe being able to have the capacity to block it from your phone or suspend it for a period of time.

(#31 Multiple Male 34 yrs)

Security and integrity concerns

Some interviewees questioned the legitimacy, security and integrity of some interactive gambling websites and gambling activities, although they did not identify measures to protect consumers against this. Some examples given were:

I worry about giving my bank details away. You get a bit worried that some of them are a scam and they'll just rip you off and take all your money.

(#16 EGMs Female 18 yrs)

They're really good at what they're saying. I always think, like, 'are they cheating' or 'are they lying about what's going on?' That's the only thing I have a problem with, whether they are honest. Everything else, I really enjoy.

(#36 Race Betting Male 18 yrs)

I know that horse racing is certainly rigged but two (football) teams playing negates one another. One of them is going to win, but I don't know really know who's playing, in America say. Some of these companies make it all look really radiant and real. They turn out to be from another country. One of companies was from Costa Rica and they just disappeared with the money. It just appears that there's no control over them.

(#24 Sports Betting Male 62 yrs)

7.8 HELP-SEEKING BEHAVIOUR OF INTERACTIVE GAMBLERS

The 31 treatment-seeking participants were asked about several aspects of seeking help for their gambling problem, including the types of help they had used, their experiences, any challenges with this help-seeking and what might work best for interactive gamblers.

7.8.1 HELP USED TO MANAGE GAMBLING PROBLEMS

Most of the 31 treatment-seeking respondents (26) had received beneficial support to help manage their gambling problems, while the remainder considered the help they had received to be of limited benefit. A wide range of sources were reported including counselling (10), Gamblers Anonymous (7) Gambling Helpline (6), problem gambling websites (6), doctors (4), family and friends (6), and self-help measures (9). Most participants had accessed multiple sources, although it was also evident that some were more likely to access a range of professional services, while others were more likely to utilise less formal support, such as family and friends, online websites and self-help. All but one respondent reported experiences that were helpful, at least to some degree. Helpful features of support were noted to revolve around financial management, sharing of experiences and addressing behaviours. Some respondents' experiences of using professional, non-professional and self-help are presented below.

Professional help

Twelve respondents had accessed counselling or gambling help services and found these strategies helpful in managing their gambling.

The following participants commented on telephone and face-to-face counselling:

I rang the gambling helpline. I rang them in a very upset and agitated state about six weeks ago and that was a Sunday. They said, 'Well, you probably need to speak to a counsellor,' who surprisingly rang me on Monday evening. Every Monday since I've had an hour conversation with that counsellor and that's been really helpful.

(#4 Race Betting Male 49 yrs)

Counselling was making me accountable. Being the sole parent and never really having any money struggles before, I just was never accountable to anyone for anything. It worked for three months and then I stopped seeing him because we thought everything was okay. And then it wasn't. You need to see somebody on a regular basis.

(#12 Multiple Female age not provided)

Non-professional help

Other participants had accessed various interactive sites which provided information and support, some through forums and blogs that provided interaction with people who were perceived to understand. As the following participant argued:

The best strategy is talking to someone who has been through it. Going to blokes that have been involved in problems themselves ... Every one of them said they understand getting heavily involved.

(#24 Sports Betting Male 62 yrs)

I suppose talking with others who might do it. Forums on the Internet as well, people discussing. I normally don't participate in forums but I like reading them.

(#49, EGMs, Male, 28 yrs)

Well, I have actually looked online and got a lot of information online from other people who were also addicted to it before, and things like that. Self-help online; just calling you guys and saying, 'Yes, I'll partake in research', because if there's something out there that one day can help me understand or make me walk away from it for good ...

(#44 EGMs Female 44yrs)

Another two participants had been to Gamblers' Anonymous, but were rather non-committal about whether it had helped them in controlling their gambling:

I did a Gamblers Anonymous Meeting a couple of times. The Gamblers Anonymous thing was fun, I thought it was pretty whacky.

(#43, EGMs, Male, 32 yrs)

I think support may be important and watching other people that have been where I am ... that can help me. They rang me, Gamblers Anonymous, and one guy rang because you have to leave a message. He rang me and chatted with me which was really nice. He talked to me about the meeting. A day later another person rang just to make sure that other person had called and she talked to me about her issues and all that stuff too. That was really good. I found it really good. Good people. She had a horrible life. She was in control of her situation right now, but she made that time to help other people and that's quite inspiring.

(#5 Poker Male 39 yrs)

Six respondents discussed involving family members or friends to monitor their gambling activity, listen to their confessions, try to deter them from gambling and/or take control of their finances. Some participants explained:

I've talked to a couple of friends that have experienced it. Yes. They try and help me, they just talk me out of it, try to tell me why it's not good. I do find a lot of help through my friends.

(#16 EGMs Female 18 yrs)

That's the only way – transparency with your partner. Have somebody else control your money. I had no access to anything, only money that he could give me. And if he gave me money, he wants to know what it's for.

(#44 EGMs Female 44yrs)

I give all my money now to my parents ... Taking away access to money is the most important one.

(#6 Multiple Male 27 yrs)

I have someone that has that has access to my Internet banking and all that, someone else that I trust, that has full access to my accounts and they can view what I spend my money on, so especially with large sums of money disappearing. They open the account and would say, 'What's this 300 bucks you took out of the account?' I might just tell them to piss off, or I trust them to hold me accountable.

(#39 Sports Betting Male 26 yrs)

However, another participant did not seem at all appreciative of having his finances managed by his parents:

I didn't ask for the help when my family took my rights away; that was sort of against my will. I'm pretty angry about that. It's still in effect today. Receiving an allowance at the age of 27 is appalling. These people are so incompetent, they nearly evicted me twice from my house because these idiots couldn't manage my finance properly. It's been good because it's helped me save up a decent amount of money but that's beside the point.

(#56 Poker Male 27 yrs)

Self-help

Other respondents noted using self-help strategies that limited their spending, such as setting time and/or money limits and disposing of credit cards, while others used blocking software. One participant tried to avoid drinking when gambling.

Well, getting rid of all my credit cards. I didn't have much choice in that because they were maxed, but actually cutting up the cards and cancelling the account ... Now I can't get a loan for a couple of years. Its on my credit file.

(#39 Sports Betting Male 26 yrs)

Other than suspending my account, that's about it ... I hope suspending accounts is the most effective. When you haven't got any cash to bet with, then I think that's a very effective method.

(#9 Race Betting Male 26 yrs)

We put a filter on the computer ... and I haven't been gambling for the last three months now.

(#23 Race Betting Male 45 yrs)

Basically the main key strategy is to try and stay sober and actually think about what I'm doing.

(#18 Race Betting Male 34 yrs)

Another respondent provided a detailed response that included a strategy to remind him about the negative consequences of his gambling and also returning to physical activity:

I think one thing that has worked for me ... I haven't gambled for a while, is that firstly, the day that prompted me to call the gambling helpline, I wrote down exactly how I felt and what I feel. It's probably ... I don't know, 300 words and it's basically depicting the absolute shame, disgust in myself, self-loathing, problems that it caused me and it's small enough that I keep it with me at all times now. That's the first thing.

The other thing, probably more so that I worked through with the counsellor, was that I was quite into physical activity years ago, but I've let that go. I'd go and have a game of tennis, go for a long walk, go and do those sort of things which ... before it'd be like, 'No, that would get in the way of my gambling.' Even going to do them now I find it incredibly hard to do, but once I've done them I feel good.

We've come to a strategy whereby hard things to do ultimately make you feel good. The easy things to do like online gambling ultimately make you feel terrible. It's that hard/easy thing ... if I feel it, I sit down. I give myself 10 minutes and I go hard/easy and I really think about it. So hard things is putting on a pair of shorts and t-shirt and going for a run. That's hard. The easy thing is getting my iPad and gambling. Both have different outcomes. One makes you feel good and the other one eventually sucks you up. That's how I've been dealing with it.

(#4 Race Betting Male 49 yrs)

Some respondents used self-help because of shame and a concern about the confidentiality of services, as this participant shared:

I suppose shame, fear of the process and anonymity. I'm afraid that as anonymous as these centres are, these programs are, and these institutions are, they're not anonymous. Even if they have anonymous in their name, people talk. I guess I consider my gambling to be so deeply personal and private that I'd rather others not know about it, which is dangerous unto itself and to an extent that shame might encourage me to do it less, but I've found that the only thing that's actually been helpful to me is internal fortitude. Abstinence is the only thing that I find to be effective. I recently as in only a fortnight ago ... I cancelled all of my accounts with online casinos and that's what I'm practising now; simply abstinence.

(#49, EGMs, Male, 28 yrs)

7.8.2 CHALLENGES IN SEEKING HELP FOR INTERACTIVE GAMBLING PROBLEMS

Fifteen respondents reported a diverse range of challenges when seeking and finding good help for their gambling problems. The waiting periods required before being able to access counselling were noted to be a major problem by several respondents. For example, the following respondents explained:

I just assumed when I rang (the help service) that I would be able to see somebody within a week but it was a bit of a wait. I was very anxious about having to wait for three weeks to see somebody. Then after that three weeks they mixed up my appointment and they said, 'Oh no, we can't book you in for another three weeks'. It was awful. I was really hanging out to see somebody.

(#12 Multiple Female age not provided)

Oh, it's a real challenge just to find help. Like if you ring up the gambling hotline, you've got to wait weeks to get in. They really need them to be available every day. And these people, they will just sort of see you once a fortnight, and then they disappear and they go somewhere else. There's no continuity, consistency about the counsellors available. The programs are short-lived. Sometimes they've closed down or there is nobody there to help, unless you want to pay for it. And most compulsive gamblers are broke ... And seeing somebody once a week for an hour, it's nothing. It does nothing. You need to have somebody every day for an hour. You really need intensive therapy when you're that bad, and you need help every day.

(#44 EGMs Female 44yrs)

I've been trying to schedule a meeting because I'm working full-time. I'm not available nine to five and I can't seem to catch the counsel outside of hours. I think that's probably the one problem that I've come across. I have to juggle a week's work to make sure that I keep getting the advice.

(#8 Multiple Male age not provided)

Others appeared to have had unhelpful experiences with a telephone and online help services, as explained below:

The guy at the gambling hotline wasn't very helpful and I went to one of those online sites to get help gambling. But when I tried to use it on my phone, for some reason I couldn't access it on my phone. I guess that's a challenge, not being able to access the help with my mobile since that's what I use to gamble.

(#21 Multiple Male 28 yrs)

On the weekend I rang up a gambling hotline because I spent money I shouldn't have. I sold furniture and I spent the money gambling and I didn't have enough to pay this bill that I'd committed to and I knew I was in trouble. I knew it so I rung a gambling hotline number. They just said, 'Well, here's another number. Ring them on Monday.' That was it. I told them my situation because it's shameful having to tell people that you gamble and that you've made a really huge mistake and this is what's happened and stuff like that. For me personally there's a shame involved.

(#11 EGMs Female 44 yrs)

Another respondent noted the challenges of being understood by some professionals, and also especially by those closest to them such as family and friends:

Challenges to get the doctor to help you. I don't think they take you seriously or want to help you.

(#27 Race Betting Male 29 yrs)

That's been a problem within itself, accessing the support networks around or the help available, being burnt by the gambler's help services. I really wouldn't trust them, to be honest ... I've not been in a good way, and partly it's about being quite burnt by workers who've treated me with disrespect.

(#20 EGMs Female 47 yrs)

Yeah, my partner doesn't understand it. I actually love the whole horse racing industry, I love everything about it. I love the theatre, I love doing a form, and she just doesn't understand that. One of the challenges is just being understood. Most people are fine if you have a bet on the Melbourne Cup, but any other time it's a sinister activity, you know.

(#18 Race Betting Male 34 yrs)

7.8.3 THE MOST EFFECTIVE TREATMENT FOR INTERACTIVE GAMBLING PROBLEMS

Most of the 31 treatment-seeking respondents believed that the effective treatment of interactive gambling would entail some method of control, involving personal control over gambling behaviour and/or imposed controls. Imposed controls were discussed earlier in this chapter in relation to responsible gambling measures that respondents recommended for interactive gambling websites. Participants who believed that people needed to enact control over their own behaviours (12) talked about a range of strategies, that for some

could be reinforced through counselling (7) or reinforcement from family and friends (5). Respondents suggested:

You need a whole combination. You need a counsellor. If you can afford it, you need a shrink as well. You need to have a minimum of three bookings planned. Use two different psychologists if you have to, to get in to see them, because you've got to wait for so long to get an appointment that you need to stagger them. Have somebody else control your money. It's very important. You need that done first. And you need to block yourself off from gambling sites by purchasing the Gamble Lock program, and you need to discuss it every day, read books every day, and constantly be mindful. Maybe cold turkey. And I guess talking to someone can help, but it comes down to the individual. I think counselling to go with it would be the best.

(#21 Multiple Male 28 yrs)

Total abstinence and counselling.

(#23 Race Betting Male 45 yrs)

Another respondent suggested online forums and apps where people could share their similar experiences would also help:

... anonymous support lines. I don't know if there's any specifically related to online gambling ... Maybe even an extension of that, forums or apps or some other digital platform that allows people to share their experience ... (But) the most effective treatment would definitely be not to treat the gambling itself; it would be to treat the underlying impulsivity, the addictive nature of the person. I think the most effective would be one on one therapy.

(#49, EGMs, Male, 28 yrs)

Numerous respondents noted the role of counselling and gamblers' help services in providing beneficial help, including broader services such as financial and legal advisors. However, some of these also noted the distance between help services and their online gambling activity and noted a need for online help services and resources linked to gambling websites. Ten respondents reported that more information about problem gambling should be provided on gambling websites (as discussed earlier in this chapter), but also that links to immediate help should be available through the gambling websites:

If the sites actually advertised help like Gamblers Anonymous more prominently I think that would help. I think that would help someone in the moment of losing a lot of money and regretting it. That can be an impetus to seek help. ... If they can get them at that moment and talk to them at that moment, it would help.

(#5 Poker Male 39 yrs)

I guess if there was some sort of person that you could deal with directly ... If there was some sort of government body where they had someone they put you in touch with. They could have someone for everything. You go and see this person and they support you in relinquishing all of your accounts and your decision to ban or whatever. I know

gambling counsellors and that assist you, but I mean to do all the paperwork and getting you up online and all that. That's not really their role as such. It can be quite involved if you've got a heap of accounts.

(#39 Sports Betting Male 26 yrs)

Other respondents suggested measures people could implement themselves to curtail their access to interactive gambling, including removing access to the Internet or to interactive gambling websites. One participant described software he was considering to block access to gambling sites, but also noted the costs of such a program may put it out of the reach of some people experiencing gambling problems:

Somebody told me about called Gamblock, which is a program, an American-based program, which you pay a subscription, and it actually blocks any access to any gambling site. We haven't actually done it yet, but we're looking at it.

(#6 Multiple Male 27 yrs)

You'd have to disconnect from the Internet if you had a real problem. It's the only way because it's always in your mind.

(#18 Race Betting Male 34 yrs)

You've got to put these barriers in place. Change access to the Internet. Stop it. Incorporate banning from accounts. You come up with a registrar of online gambling product removers. Then you go through the whole lock stock and barrel. You do it properly; you say, 'Right. John Smith, aged such and such, address such and such is now banned'. By controlling the finances, the accessibility, the availability and having some sort of buddy system, a person overseeing at least. By closing the loopholes you will get somewhere.

(#3 Race Betting Male 50 yrs)

Remove the access. It's a combination, because you're always going to have the urge. If you remove the things that can turn that urge to a binge, then it would help. You can go to meetings and counselling and stuff, and that helps, but when you're in that moment, if you just don't have access, then you can't gamble. Gambling in and of itself is its own monster. It just happens to have tentacles in a lot of different ways. It's all a problem. Online has been around for many years now, but now it's the fact that you've got it on your phone, its everywhere. I think in the next 20 years we'll be looking back and going, 'We've got a bad problem.' People with good intentions will be thinking, 'What are we thinking,' but the gambling industry will be laughing their heads off because they'll be making so much more money.

(#6 Multiple Male 27 yrs)

7.9 OVERALL OPINIONS OF INTERACTIVE GAMBLING

The treatment-seeking respondents were asked to give their opinions about interactive gambling, whether positive or negative. They were also asked to share their views on the

best and worst aspects of interactive gambling. These findings are outlined in turn in the following sections where it is clear that negative views of online gambling predominate.

7.9.1 POSITIVE OPINIONS

Four treatment-seeking respondents asserted a positive view of interactive gambling, albeit with recognition that there could be problems for some people. These positive opinions related predominantly to the enjoyment, convenience, and benefits potentially available from online gambling, as expressed by these participants:

I think it's great fun. I think more people should get into it. A lot of people think it's just a scam. Yes, they usually just think they'll get ripped off, but I've tried it myself and it works. A lot of my friends have tried it and it works for them too. Money wise, it's great. You do make real money. I think more people should try it.

(#16 EGMs Female 18 yrs)

It's good ... I just thought the site was fair ... like the odds were, it seemed random rather than like it was fixed or anything. It wasn't against the computer ... it's all players, you know what I mean?

(#43, EGMs, Male, 32 yrs)

My opinion is, it depends. Like I said, when I play properly I have gotten to a point where I can turn a profit so I'm happy about that but unfortunately I've got a long way to go. I think it's a good thing. A lot of people think that online poker is rigged but I think they are just idiots. I've noticed that it's only the people who lose who claim that they're being cheated ... I generally have a good time so I really enjoy online gambling.

(#56 Poker Male 27 yrs)

7.9.2 NEGATIVE OPINIONS

Twenty of the 31 respondents held a negative opinion of interactive gambling. This group contained both males and females across all age groups. Respondents in this treatment-seeking group expressed a far higher proportion of negative opinions than was evident in the group of interactive gamblers recruited from the general population. These views appeared to be related to their own experiences of gambling problems, which was especially evident in the typically strong emotional responses to this question.

Respondents who described having a negative opinion of interactive gambling focused especially on the negative problems it has caused in their lives and those they knew. Online gambling was variously described by respondents in this group as 'dangerous'(5), 'terrible' (3), 'bad' (2), 'insidious', 'evil', 'disgraceful', 'negative', 'shit', 'toxic', 'vile and disgusting'. Others made comments like, 'I hate it' (2), 'it sucks', 'it's weak', and 'it's crap and really, really dangerous'.

Respondents argued that interactive gambling was too easily accessible, there were few controls, it was poorly monitored and regulated, and there was limited awareness of the negative impacts and how to minimise them. Responses from this group included:

It's terrible. My opinion of it from a gambler's point of view is that it's far too easy to spend too much money. There are no controls in place. You can spend as much money as you like. For example, I was able to spend the limit of my credit card, \$15,000, in one sitting. There's no one to monitor that, and if you have a drink or aren't feeling right. ... It's very easy for someone with a problem to get into trouble. Now I know you can put your self-limitations in place, but its too late now and it's terrible that people have to find these things out in hindsight.

(#12 Multiple Female age not provided)

I think it's terrible. I just think it's too easy and people don't realise how easy it is to lose so much money. I also think that it's pushed in your face a lot by the media these days and that is unnecessary.

(#21 Multiple Male 28 yrs)

I think online gambling is insidious and it's horribly dangerous. If there was no human condition, if we were all just robots, online gambling would be fine, but unfortunately people have tendencies, like myself, to not know when to quit. And they can easily get caught up in it. For myself and the stories that I've read about other people, I dislike online gambling. Having said that, as a form of entertainment, it's very convenient and it's very well done, but that's all part of the lure isn't it?

(#5 Poker Male 39 yrs)

After going through what I went through and being in the head place I am now, not wanting to touch it, I view it as bad. I think it's probably more of a problem than people think. It is the easy access. Anybody can get on it. It's because anyone can play and get themselves into trouble. There're no regulations around it.

(#8 Multiple Male age not provided)

7.9.3 MIXED OPINIONS

Seven respondents reported mixed opinions about interactive gambling. Some, like the following two respondents, suggested there were good and bad aspects, both from a personal perspective and from a business perspective.

I do enjoy it personally, but I'd say it's not interesting or an idea for everybody. I don't think it's a good idea at all for somebody like me.

(#40, EGMs, Female, 37 yrs)

I work in a money oriented business industry and I understand that everybody is out there to make a buck. So I don't know. I don't think that the businesses are to blame if you know what I mean. It's a tricky one. It's one of those topics. But it sucks that it is

that easy for people to gamble themselves into trouble. But yes, I do think it is a pretty negative industry.

(#17 Multiple Male 25 yrs)

Most of this group talked about how interactive gambling had initially been positive, creating enjoyment and facilitating easy access to gambling. However, they also acknowledged how this had more recently led to the wide range of gambling problems they experienced including financial problems, isolation, self-esteem issues, communication and relationship difficulties. These effects shaped negative conceptualisations of online gambling. The following responses reveal evolving views of interactive gambling:

I think there's a lot of fun initially. Ultimately it's bad. With all the banners that surround you, and all the offers, all the opportunities to make money. And on many occasions, I did. But then over a period of time, I think the losses start to outweigh those wins.

(#23 Race Betting Male 45 yrs)

I used say it was good, but like anything, there's good and there's not so good in everything. The not so goods are really causing major problems. The good, well it's debatable whether it's good anyway. It might be fun, but it catches up with you after a while. For example, my current inability to deal with people has been born out of me being isolated. Spending so much time online caused my confidence to drop, and my confidence to be around people, and my inability to be around people.

(#20 EGMs Female 47 yrs)

7.9.4 BEST ASPECTS OF INTERACTIVE GAMBLING

From the 31 treatment-seeking respondents, the best thing about interactive gambling was reported to be its convenience and ease of access, as reported earlier in this chapter. The second most popular response to this question related to the perceived large range of options and better odds, as also reported earlier. The third most popular response was the enjoyment of playing and the chance of winning reported by six respondents. These respondents suggested:

It's fun, I guess. I like it. It's very entertaining. Yes, it's better than playing real pokies. I find you have more of a chance of winning on the Internet than in real life. It does work. You win real money, so that's also a bonus. I don't have too much experience (of land-based EGMs). I've done it once and I didn't like it.

(#16 EGMs Female 18 yrs)

I enjoy it. I enjoy having \$30 on a soccer match, and I like watching a soccer match, I also like winning. I like the money to be building, so I have more money to spend on gambling and also to buy a house or something. And so it stays exciting.

(#27 Race Betting Male 29 yrs)

No good thing

However, four treatment-seeking respondents (all race and sports betting males) reported that there were no aspects of interactive gambling that they thought were good, perhaps in light of their acknowledged gambling problems and with the benefit of hindsight. One respondent summed this up by saying:

If I didn't have a gambling problem, it would be great. If I just could do a bet, it would be great. For me now there's no best thing. There isn't any. There really isn't any.

(#4 Race Betting Male 49 yrs)

7.9.5 WORST ASPECTS OF INTERACTIVE GAMBLING

A total of 26 respondents reported what they believed were the worst things about interactive gambling. Many respondents (17) stated that the worst thing was its convenience and/or ready accessibility, and that this contributed to gambling problems. The following response was typical:

The worst thing is that it is there all the time. You can pretty much bet around the clock, day and night until you're in trouble. I find myself having to say, 'just relax, don't think about it, move on', because it does get a bit full on. The worst thing is probably that it's too accessible, too easy.

(#18 Race Betting Male 34 yrs)

Eight respondents emphasised the speed with which large amounts of money could be bet and lost online, and the fewer restraints experienced compared to land-based gambling.

The worst thing is how easy it is to lose so much money online. You can spend a lot in one day, and even lose everything you have and more.

(#41 Race Betting Male 50yrs).

It takes your money quicker. In a very short space and amount of time you can lose a lot of money. And plus, to spend \$3,000 at a club, you would have to go and change \$100 notes, and going up to the same girl at the same register, you would attract a lot of attention. But online you can play whatever you want, as long as you have the credit cards. There's no checks and balances.

(#44 EGMs Female 44yrs)

Four respondents suggested that, in some instances at least, this was linked to a sense of unreality experienced when gambling online. Two explained:

I think actually the worst thing is that, as a gambler, when you bet online you're not thinking you're dealing with actual money. It feels like a game. Its not physical. You can't actually feel the money in your hand, so it doesn't feel like money. \$500 dollars -

it's just a couple of numbers on a screen. After a while you seem to not realise the money you are losing.

(#8 Multiple Male age not provided)

The constant availability and the lack of reality. For anyone who has a penchant for having a bet, the physical act of having to get up and go to a (wagering operator) agency or venue it requires an effort, and requires you to think about what you're doing. Online there's none of that. It's just there in your face. With most online racing sites you have to deposit funds by credit card so its not like cash. Once again you're going into debt and once you lose control the debt spirals. There's no time to stop and think. And you need to have that time to stop to think. The function of walking out your door, getting in your car or walking to the venue.

This is major actually. With venue betting and land betting you physically see \$100, \$200, \$300 going into a machine. You see it, you feel it, you put it in. With online betting you're just betting money from accounts without that physical nature of handling cash. It doesn't make it as real. You're disconnected from the cash, the physical, tangible cash. There's no way I would go into a (wagering operator) agency with \$3,000 cash in my pocket and lose it. I just wouldn't. But online, 'poof' - gone in a second.

(#4 Race Betting Male 49 yrs)

Two other respondents observed that interactive gambling could be isolating, perhaps contributing to relationships issues and compromising mental health.

The worst thing is that you are isolating yourself away from others. You don't really spend that time with your family and friends, because you're clicking away on the computer there. And people sometimes go insane.

(#27 Race Betting Male 29 yrs)

For me, the accessibility of it, 24/7, is the worst thing. It causes social isolation and mental issues, or exacerbates them anyway.

(#20 EGMs Female 47 yrs)

Some respondents mentioned several aspects of interactive gambling that they considered the worst. For example, one said:

Untrustworthy, too convenient, noxious promotions ... also a lack of regulation. Maybe there is regulation; I'm ignorant to it but a lack of, how would you say it, a lack of Australian alternatives for online casinos.

(#49 EGMs Male 28 yrs)

7.10 CHAPTER SUMMARY

This chapter has presented the results from interviews with 31 interactive gamblers who had recently received or were seeking or receiving treatment for a gambling problem at the time of the interviews.

Similarly to the non-treatment seeking sample, a number of participants reported early gambling experiences with family and friends, and a large number had gambled before being legally of age. EGMs were more commonly first experienced than on-course wagering and most participants had gambled on land-based forms before gambling online. Participants reported hearing about interactive gambling through friends or family members, or through advertisements on television, at venues or online. All participants reported that their gambling had increased significantly since they first began gambling online. This was related to new products and games available, acquiring more portable devices, and the availability of increased funds, including through credit. Some participants reported gambling more due to changing circumstances leading to isolation and loneliness, as well as being influenced by bonuses and promotions. Many participants still engaged in land-based gambling, and some reported attempts to reduce their online gambling as it was more difficult to control.

Similarly to the non-treatment seeking group, participants were most likely to use a computer to gamble online, although smartphones were also popular. The motivating factors were also similar, the majority reporting that the convenience and/or ease of access were key reasons they played online, including when they couldn't access land-based venues. Participants were also motivated by the better odds, more options and more information available online, which were reported by some to make them feel that they had a better chance of winning. Privacy was also reported by this group as a reason that interactive gambling was more appealing than land-based gambling, including not having to get dressed, travel, and being able to hide their gambling from significant others.

Most participants held negative views of advertising and promotions and were concerned that these provided undue inducements to gamble, attracted vulnerable people, were unfair and misleading and that there were too many advertisements. In addition to offers of bonuses, credit betting was raised as playing a key role in contributing to gambling problems, as this encouraged people to spend more than they could afford. Use of digital money and ease of gambling and depositing funds were also linked to gambling problems as were speed and lack of limits and absence of scrutiny. Many participants commented on differences between land-based and interactive gambling, and how it was easier to lose track of reality and more difficult to really think about one's actions in the online environment, with no one providing assistance or scrutiny. Some participants had taken active steps to reduce their gambling, including blocking and closing accounts, but few reported successfully using the resources provided by online operators. The majority of

participants indicated that interactive gambling required greater responsible gambling measures than land-based modes due to the lack of limits and ease of accessibility of this mode. Several participants thought there should be more options to limit the amount spent gambling as well as more prominent warning signs.

As inclusion criteria for this group comprised recently receiving or seeking help for a gambling problem, the majority had utilised some help for their gambling problems. Most participants had accessed multiple sources, including self-help measures and informal support. Participants reported mixed effectiveness of the strategies they had used and challenges to seeking help were noted including waiting periods for counselling and unhelpful experiences with counsellors. Most participants believed that the most effective treatment of interactive gambling would entail some method of control, involving personal control over gambling behaviour and/or imposed controls. Most participants had negative views of interactive gambling and used very strong language to express their opinions.

The next chapter, Chapter Eight, presents secondary data compiled by government departments and agencies from gambling treatment services in each Australian jurisdiction.

CHAPTER EIGHT

DATA FROM GAMBLING TREATMENT AGENCIES

8.1 INTRODUCTION

This chapter presents data compiled by relevant government departments/agencies from treatment services and helplines across Australia and used to estimate the prevalence of interactive gamblers amongst help-seeking gamblers. Government agencies in most jurisdictions provided data. Turning Point Alcohol and Drug Centre also provided data from the national Gambling Help Online service and gambling helplines that they operate. However, variations exist in the type of data collected, basis on which data were classified into respective categories, and recording periods (financial or calendar years). Accordingly, the data were accepted at face value and therefore simply reported as provided by the relevant departments and agencies. These variations are noted for each jurisdiction in the relevant chapter sections. Also of note are the relatively small numbers of interactive gamblers presenting for treatment in many jurisdictions. Accordingly, reported client characteristics and trends reported should be interpreted with this limitation in mind.

8.2 NEW SOUTH WALES

The NSW Office of Liquor, Gaming and Racing, provided Information for this section.

NSW Gambling Help Services

The most recent available data compiled from NSW Gambling Help Services data were for the 2011-12 financial year. During this period, 4,414 people received at least one counselling session at a Gambling Help Service in NSW. Of these, 3,748 (84.9%) consented to collection of their data in the Responsible Gambling Fund Client Data Set (CDS) with 2,818 (75.2%) of these being problem gamblers and the remainder, partners, family members or significant others.

Of the problem gamblers providing relevant data, 93 (**3.4%**) reported 'Internet' as their preferred means of accessing gambling (with the other options being 'in person', 'telephone' and 'other (specify)'). Table 8.1 shows these data for 2011-12, together with comparable annual data since 2007-08. It is apparent that, while the number of problem gambler clients attending NSW Gambling Help Services has declined between 2007-08 and 2011-12, both the number of clients preferring to access gambling via the Internet and their proportion amongst problem gambler clients has increased annually during the same period.

Table 8.1: Number and percentage of problem gambler clients of NSW Gambling Help Services reporting Internet as their preferred means of accessing gambling, 2007-08 to 2011-12

Year	Total clients	Consenting clients		Problem gambler clients		Internet*	
	N	N	%	N	%	N	%
2011/12	4,414	3,748	84.9	2,818	75.2	93	3.4
2010/11	4,237	3,643	85.6	2,795	76.8	78	3.0
2009/10	4,495	3,971	88.3	3,028	76.3	65	2.3
2008/09	4,382	3,974	90.7	2,936	73.9	55	2.1
2007/08	4,880	4,317	88.5	3,042	70.9	37	1.7

* Number and percentage of problem gamblers who report Internet as their preferred means of accessing gambling.

Tables 8.2 to 8.4 show the breakdown of sex, age and principal gambling activity profiles for problem gamblers attending a NSW Gambling Help Service over the last five years whose preferred means of accessing gambling was the Internet. Data show that the vast majority of these clients were male, and that about one-half or slightly more were aged 18-34 years with the next most common age group being 35-49 years. The most common reported principal gambling activity was sports betting, exhibiting an upward trend since 2007-08. The next most common principal gambling activity was wagering on horses or dogs; manifesting a decreasing trend since 2007-08. However, given the small numbers of Internet gambler clients, these trends should be interpreted with caution.

Table 8.2: Sex of clients of NSW Gambling Help Services who reported Internet as their preferred means of accessing gambling, 2007-08 to 2011-12

Year	Male		Female	
	N	%	N	%
2011/12	88	94.6	5	5.4
2010/11	67	85.9	11	14.1
2009/10	59	90.8	6	9.2
2008/09	53	96.4	2	3.6
2007/08	34	91.9	3	8.1

Table 8.3: Age group of clients of NSW Gambling Help Services who reported Internet as their preferred means of accessing gambling, 2007-08 to 2011-12

Year	<18 years		18-34 years		35-49 years		50-64 years		65+ years	
	N	%	N	%	N	%	N	%	N	%
2011/12	0	0.0	46	49.5	35	37.6	11	11.8	1	1.1
2010/11	1	1.3	43	56.6	21	27.6	10	13.2	1	1.3
2009/10	0	0.0	37	59.7	20	32.3	4	6.5	1	1.6
2008/09	0	0.0	29	55.8	21	40.4	2	3.8	0	0.0
2007/08	2	5.4	15	40.5	15	40.5	5	13.5	0	0.0

Table 8.4: Principal gambling activity of clients of NSW Gambling Help Services who reported Internet as their preferred means of accessing gambling, 2007-08 to 2011-12

Year	Sports betting		Horses/dogs		Card games		EGMs		Other	
	N	%	N	%	N	%	N	%	N	%
2011/12	37	40.2	23	25.0	11	12.0	9	9.8	12	13.0
2010/11	30	39.5	24	31.6	6	7.9	10	13.2	6	7.9
2009/10	17	27.0	27	42.9	12	19.0	6	9.5	1	1.6
2008/09	20	37.7	14	26.4	6	11.3	6	11.3	7	13.2
2007/08	9	25.0	13	36.1	4	11.1	1	2.8	9	25.0

NSW Gambling Helpline

The NSW Office of Liquor, Gaming and Racing, provided data about the NSW Gambling Helpline for both the 2012-13 and 2011-12 financial years.

In 2012-13, the NSW Gambling Helpline received 7,724 target calls; 6,256 (81%) from problem gamblers and the remainder, from partners, family members, and significant others. Data from the problem gambling callers revealed that 170 (**2.7%**) reported the Internet as their preferred means of accessing gambling. However, there was a mystery caller project undertaken in early 2013, and as these mystery calls were not deleted from the 2012-13 Gambling Helpline data, this rate may be slightly inflated.

Comparison with the 2011-12 data (Table 8.5) shows a decline in numbers of problem gambler callers reporting the Internet as their preferred means of gambling. The gender distribution remained similar, with males comprising over 80% of callers. Compared to 2011-12, callers in 2012-13 tended to be younger with the largest age group being 18-24 years in 2012-13 compared to 30-39 years in 2011-12. The most common marital status of callers was never married for both years. The principal gambling activity for both years remained predominantly gambling on horse/dog races, although the proportion of horse/dog bettors amongst callers more than doubled between 2011-12 and 2012-13.

Table 8.5: Sex, age group, marital status and principal gambling activity of NSW gambling helpline callers whose preferred means of accessing gambling was the Internet, 2011-12 to 2012-13

Characteristic	Interactive gamblers			
	2012-13 (N = 170)		2011-12 (N = 298)	
	N	%	N	%
Gender				
Male	140	82.4	242	81.2
Female	30	17.6	52	17.4
N/A	0	0.0	4	1.3
Age Group				
< 18	3	1.8	4	1.3
18-24	30	17.6	17	5.7
25-29	23	13.5	55	18.5
30-39	22	12.9	94	31.5
40-49	21	12.4	59	19.8
50-59	8	4.7	1	0.3
60+	11	6.5	11	3.7
N/A	52	30.6	57	19.1
Marital status				
De facto	9	5.3	11	3.7
Married	43	25.3	59	19.8
Never Married	59	34.7	127	42.6
Separated/divorced	6	3.5	19	6.4
Widowed	1	0.6	0	0.0
N/A	52	30.6	82	27.5
Principal gambling activity				
Card Games (Not At Casino)	6	3.5	11	3.7
Casino Table Games	3	1.8	3	1.0
Gaming Machines	27	15.9	44	14.8
Horse/Dog Races	63	37.1	52	17.4
Keno	1	0.6	0	0.0
Sports Betting	22	12.9	45	15.1
Lottery	0	0.0	1	0.3
Other	46	27.1	75	25.2
N/A	2	1.2	67	22.5

8.3 QUEENSLAND

The Queensland Office of Liquor and Gaming Regulation provided data for the 2012 calendar year, with some supplementary data for the 2012-13 financial year provided by Turning Point Alcohol and Drug Centre.

Queensland Gambling Help Services

During 2012, 802 people attended Gambling Help Services in Queensland. Of these people:

- 32 (4.0%) people indicated that they participated in Internet gambling during 2012.
- 20 (2.5%) people indicated that Internet gambling was a favourite gambling activity (3 non-responses).
- 21 (**2.6%**) people indicated that Internet gambling was problematic for them (4 non-responses).
- 18 (2.2%) people indicated that Internet gambling was both a favourite gambling activity and problematic for them.

Table 8.6 shows the breakdown by sex, age and problematic mode of gambling for the 21 people who nominated Internet gambling as problematic. Please note that the Gambling Help Client Assessment Details sheet completed by counsellors lists 'Gambled on the Internet' as an 'all-inclusive' form of Internet gambling activity. Thus, no details could be provided about the specific subtypes of Internet gambling activity problematic for clients and it is unclear how this categorisation of Internet gambling affects the interpretation of data.

Table 8.6: Sex, age group and problematic gambling mode of clients of QLD gambling help services who reported Internet gambling as a problematic form of gambling for them, 2012 (N = 21)

Characteristic	Interactive gamblers	
	N	%
Gender		
Male	16	76.2
Female	5	23.8
Age Group		
18 to 21 years	0	0.0
22 to 25 years	1	4.8
26 to 30 years	4	19.0
31 to 35 years	7	33.3
36 to 40 years	4	19.0
41 to 45 years	4	19.0
46 to 50 years	0	0.0
51 to 55 years	1	4.8
56 to 60 years	0	0.0
60 to 70 years	0	0.0
71 years and over	0	0.0
Principal gambling activity		
Internet gambling only	12	57.1
Internet gambling & various forms of land-based gambling	9	42.8

Queensland Gambling Helpline

The Queensland Office of Liquor and Gaming Regulation reported that there were 3,368 calls made to the Gambling Helpline by Queenslanders in 2012. Of these, 31 people (**0.9%**) stated that they were calling about an Internet gambling problem. Table 8.7 shows the breakdown by sex and age of these 31 people. About two-thirds (64.5%) were male and nearly three-quarters (70.9%) were aged between 26 and 50 years. The most common age group was 36-40 years.

Table 8.7: Sex and age group of QLD gambling helpline callers who called about an Internet gambling problem, 2012 (N = 31)

Characteristic	Interactive gamblers	
	N	%
Gender		
	Male	20 64.5
	Female	11 35.5
Age Group		
	18 to 21 years	0 0.0
	22 to 25 years	1 3.2
	26 to 30 years	5 16.1
	31 to 35 years	4 12.9
	36 to 40 years	9 29.0
	41 to 45 years	4 12.9
	46 to 50 years	3 9.7
	51 to 55 years	0 0.0
	56 to 60 years	0 0.0
	60 to 70 years	3 9.7
	71 years and over	0 0.0
	N/A	2 6.5

Data on the Queensland Gambling Helpline were also provided by Turning Point Drug and Alcohol Centre, which operates this helpline. These data were for the 2012-13 financial year. Of 1,411 people who called the helpline for help for a gambling problem, 58 people nominated an interactive device as their main 'method of gambling'. Of these 58 people, 50 (86.2%) were male and about three-quarters (77.5%) were aged between 30 and 54 years, with the most common age group being 45-49 years. A little over half (53.4%) nominated their main type of gambling as EGMs, and a further 20.7% race betting and 19.0% sports betting, respectively.

8.4 VICTORIA

The Victorian Responsible Gambling Foundation provided information for the 2012-13 financial year. The data represent statewide clients presenting to Gamblers Help Services or calling the Gambling Helpline identifying themselves as having a gambling issue, for problem gambling counselling only, and/or, in the case of Helpline, for advice. The Gamblers Help

Services data represent client count for each aggregate category and should be interpreted as unique instances of service in the 2012-13 financial year, i.e., each client is only counted once, even if they received more than one session during the financial year. Only clients with recorded direct face-to-face or telephone sessions are included.

The Gambling Helpline data are counted such that each call (identified individual with a gambling issue only) is counted, as unique callers cannot always be determined. It is also important to note that callers to the Helpline can be referred to Gamblers Help Services and may be counted in both data sets. Therefore, the data below are not representative of the total client numbers for statewide Gamblers Help Services or the Helpline, as the above noted filters have been applied.

Victorian Gambler's Help Services

Of 2,887 clients who presented with a gambling issue for problem gambling counselling (not financial counselling) in the 2012-13 financial year, 155 (**5.4%**) stated their primary gambling venue as Internet/online. Table 8.8 shows the breakdown by sex, age group, marital status and primary gambling activity of these 155 clients. The majority were male, most likely to be aged 30-39 years, and married or in a defacto relationship. The most common primary gambling activity horse/greyhound wagering followed by sports betting.

Table 8.8: Sex, age group, marital status and primary gambling activity of clients of Victorian gambling help services who reported Internet/online as their primary gambling venue, 2012-13 (N = 155)

Characteristic	Interactive gamblers	
	N	%
Gender		
Male	135	87.1
Female	20	12.9
Age Group		
< 20 years	2	1.3
20 to 24 years	15	9.7
25 to 29 years	20	12.9
30 to 34 years	30	19.4
35 to 39 years	30	19.4
40 to 44 years	20	12.9
45 to 49 years	15	9.7
50 to 54 years	10	6.5
55 to 59 years	8	5.2
60 to 64 years	2	1.3
65 to 69 years	2	1.3
70 years and over	1	0.6
Marital status		
Divorced	10	6.5
Married (Registered or De Facto)	79	51.0
Never Married	40	25.8
Separated	9	5.8
No Data	17	11.0
Primary gambling activity		
Card Games	9	5.6
Electronic Gaming Machines	16	10.0
Horse/Greyhound Racing	51	31.9
Lotto/Lotteries/Pool/Keno	1	0.6
Numbers Games (eg: Dice Games and Roulette)	1	0.6
Other Gambling Activity	36	22.5
Sports Betting	44	27.5
Not Stated or Inadequately Described	2	1.3

Victorian Gambling Helpline

The Gambling Helpline records Internet gambling under type of gambling. Of 3,957 Victorian callers, 78 (2.0%) stated this form to be their primary gambling type. Table 8.9 shows the breakdown by sex, age group and primary gambling venue of these 78 callers. Most were male, and the most common age group was 30-34 years, followed by 29-30 years. The most common venue for Internet gambling was at home, and PC/laptop, the most commonly used device.

Table 8.9: Sex, age group, primary gambling venue and gambling mode of Victorian gambling helpline callers whose main gambling type was Internet gambling, 2012-13 (N = 78)

Characteristic	Interactive gamblers	
	N	%
Gender		
Male	59	75.6
Female	19	24.4
Age Group		
< 20 years	7	9.0
20 to 24 years	7	9.0
25 to 29 years	11	14.1
30 to 34 years	16	20.5
35 to 39 years	5	6.4
40 to 44 years	7	9.0
45 to 49 years	9	11.5
50 to 54 years	3	3.8
55 to 59 years	4	5.1
60 to 64 years	1	1.3
65 years and over	1	1.3
Unknown	7	9.0
Primary gambling venue		
Casino	1	1.3
Club	1	1.3
Home	66	84.6
Hotel/Pub	1	1.3
Not Applicable	1	1.3
Other	1	1.3
Unknown	2	2.6
Work	5	6.4
Gambling mode		
Didn't ask	1	1.3
Digital TV	1	1.3
Don't know	2	2.6
Go to a venue	1	1.3
iPhone/iPad/Smart phone/PDA	11	14.1
PC/laptop	59	75.6
Telephone betting	3	3.8

8.5 SOUTH AUSTRALIA

No data were provided in relation to South Australia.

8.6 Tasmania

Information In this section was provided by the Tasmanian Department of Health and Human Services, with some supplementary data provided by Turning Point Alcohol and Drug Centre.

Tasmanian Gambling Help Services

The most recent available data compiled from Tasmanian Gambling Help Services data were for the 2012-13 financial year. These face-to-face problem gambling counselling services reported 231 new cases in 2012-13. Of these, nine (**3.9%**) cited Internet gambling (including Internet-Betfair, Internet-Sports Betting, Internet-Other) as their primary form of gambling. Table 8.10 shows the breakdown by sex, age and employment status for these nine cases.

Table 8.10: Sex, age group and employment status of new clients of Tasmanian gambling help services who reported Internet gambling as a problematic form of gambling for them, 2012-13 (N = 9)

Characteristic	Interactive gamblers	
	N	%
Gender		
Male	9	100.0
Female	0	0.0
Age Group		
0 to 17 years	0	0.0
18 to 24 years	1	11.1
25 to 34 years	5	55.6
35 to 44 years	2	22.2
45 to 54 years	1	11.1
55 to 64 years	0	0.0
65 years and over	0	0.0
Employment status		
Employed	5	55.6
Unemployed	3	33.3
Not recorded	1	11.1

Gamblers Helpline Tasmania

In addition to the face-to-face counselling services, Gamblers Helpline Tasmania received 267 clinical calls in 2012-13. Of those, 134 callers identified a main gambling type with five callers (**3.7%**) nominating Internet gambling.

Data on callers to the Tasmanian Gambling Helpline were also provided by Turning Point Drug and Alcohol Centre, which operates this helpline. These data were for the 2012-13 financial year. Of 150 people calling the helpline for a gambling problem, four people nominated an interactive device as their main 'method of gambling'. All four were male, with two aged 30-39 years, one aged 65 years or over, and one whose age was unknown.

Two of these four callers nominated EGMs as their main gambling type, one nominated card games and the other nominated race wagering.

8.7 WESTERN AUSTRALIA

The Western Australian Department of Racing, Gaming and Liquor provided statistics from the annual reports of their two problem gambling help services – Gambling Help WA and the WA Problem Gambling Helpline. These statistics were for the financial year 2012-13.

WA Gambling Help Services

Of the 441 clients seen by gambling help services in 2012-2013, 419 were gamblers and 22 were family/friends/other. Of the 441 clients, 10 selected online gaming and 12 selected online race/sports betting as the main form of problem gambling. Thus, these 22 selecting online gambling represented **5.0%** of total clients. Because these statistics were compiled for the whole client group, it is not known how many of the 22 clients nominating Internet gaming or wagering as the main problem were gamblers or family/friends/other. No information was available on sex, age or gambling activity of these 22 Internet gambling-related clients, because these data were compiled only for the whole client group of 441 people.

WA Gambling Helpline

A total of 452 people called the WA Gambling Helpline about their own gambling in 2012-13. Of these, 53 people (**11.7%**) identified Internet gambling as their most common form. Of these 53, 48 (90.6%) were men and five (9.4%) were women.

Since November 2012, the helpline commenced asking clients their preferred means of accessing gambling services (In person, telephone, Internet or not provided). Since that time **19%** of the clients have nominated the Internet.

8.8 AUSTRALIAN CAPITAL TERRITORY

The ACT Gaming and Racing Commission provided information for this section.

ACT Gambling Help Services

The ACT has only one government funded gambling support service – the ACT Gambling Counselling and Support Service operated by Mission Australia. That service provided the below figures to the Commission. The Commission is also aware of a several individuals offering private practice gambling counselling services and through other support services, other than at Mission Australia. However, the Commission does not have access to client data on such populations.

In 2012-13, problem gambler clients presenting to the ACT Gambling Counselling and Support Service reporting some form of Internet gambling as their primary or most

problematic form of gambling comprised **7.4%** of all clients, an increase from 5.2% in the previous year (Table 8.11).

Table 8.11: Number and percentage of problem gambler clients of ACT Gambling Counselling and Support Service who reported some form of Internet gambling as their primary or most problematic form of gambling, 2011-12 to 2012-13

Year	Total clients		Internet sports betting		Internet casino betting		Total Internet	
	N	%	N	%	N	%	N	%
2012/13	121		7	5.8	2	1.6	9	7.4
2011/12	96		3	3.1	2	2.1	5	5.2

ACT Gambling Helpline

The ACT does not have an independent gambling helpline. Mission Australia takes the 1800 858 858 calls during the day and after hours, switches it to a counsellor in NSW. Mission Australia encourages 1800 helpline clients to attend service they offer. Accordingly, they only collect data on mode of gambling on new face-to-face clients and not on those only phoning the service.

8.9 NORTHERN TERRITORY

No data could be provided from the Northern Territory help services as collection of client interactive gambling data had only recently commenced. However, Turning Point Alcohol and Drug Centre provided the following statistics pertaining to the Northern Territory Gambling Helpline. In 2012-13, only two of 32 callers nominated their main 'method of gambling' as an interactive device. Both were males aged 35-39 years. For one, the main type of gambling was EGMs, and the other, sports betting. Given these small numbers and the lack of data from face-to-face services on clients with interactive gambling problems, no conclusions can be drawn about the contribution of interactive gambling to help-seeking clients in the Northern Territory.

8.10 GAMBLING HELP ONLINE

Gambling Help Online, a national Australian service providing 24/7 online support, self-help tools and information for identifying and dealing with problem gambling, provided information for this section. In the 2012-13 financial year, 1,124 people presented for help for a gambling problem. Of these, 645 people (**57.4%**) mainly used an interactive 'method of gambling' (including PC/laptop, iPhone/Smartphone/PDA, or digital TV), while 200 (17.8%) used the telephone, 15 visited venues (1.3%), and 264 people (23.5%) did not provide a response. Thus, Gambling Help Online appears to be attracting a far higher proportion of interactive gamblers amongst its clients than are the face-to-face services and gambling helplines in Australia. However, the different bases used for identifying interactive gamblers

amongst the various datasets presented in this chapter means comparisons should be made with caution.

Table 8.12 shows that the vast majority of Gambling Help Online clients using an interactive device for gambling used a PC/laptop. The gender spilt was more evenly distributed than for face-to-face services and gambling helplines, with 43.4% of clients being female. Nearly two-thirds of clients (60.3%) were aged between 20 and 34 years, with the largest group aged 25-29 years. The vast majority of clients (94.9%) nominated EGMs as their main type of gambling. However, given the low use of online EGMs found in previous stages of this study, it is highly unlikely that most of the EGM usage reported by Gambling Help Online clients relates to online gambling on EGMs. Given that ‘method of gambling’ appears to capture many land-based EGM gamblers, it is unclear how representative the data are of clients seeking help for interactive modes of gambling.

Table 8.12: Method of gambling, sex, age group and type of gambling of Gambling Help Online clients who presented for help for themselves, 2012-13 (N = 645)

Characteristic	Interactive gamblers	
	N	%
Method of gambling		
PC / Laptop	615	95.3
iPhone / Smartphone / PDA	26	4.0
Digital TV	4	0.6
Gender		
Male	365	56.6
Female	280	43.4
Age Group		
0 - 14	0	0.0
15 - 19	29	4.5
20 - 24	122	18.9
25 - 29	158	24.5
30 - 34	109	16.9
35 - 39	64	9.9
40 - 44	57	8.8
45 - 49	34	5.3
50 - 54	28	4.3
55 - 59	26	4.0
60 - 64	12	1.9
65+	6	0.9
Type of gambling		
Bingo	4	0.6
Card Games	26	4.0
EGMs	612	94.9
Lotteries	0	0.0
Races - Off Course	0	0.0
Sports Betting	3	0.5
Stock Market	0	0.0
Other	0	0.0

8.11 LIMITATIONS

The data in this chapter should be interpreted with several limitations in mind. The data are administrative data collected and compiled by non-researchers and it is not known how consistently data collection procedures were applied, and whether there was any variability in how questions were asked, the accuracy of data recorded, and use of consistent categories. As noted earlier, the time periods that the data apply to vary between financial years and calendar years and the basis for determining whether a client or caller was an interactive gambler or was experiencing problems with interactive gambling varied across jurisdictions. Additionally, the number of interactive gamblers contacting help services is small, so percentages and trends should be interpreted with caution.

8.12 CHAPTER SUMMARY

This chapter has presented information compiled by relevant government departments/agencies from treatment services and helplines across jurisdictions in Australia to estimate the prevalence of interactive gamblers amongst help-seeking gamblers. Several inconsistencies in the way that these data were collected prevented the compilation of national statistics. However, the data would appear to suggest that interactive gambling currently represents a minor contribution to gambling problems amongst Australians seeking assistance from face-to-face and telephone help services. The vast majority of counselling clients and helpline callers nominating interactive gambling as their main form of gambling and/or the main cause of their gambling problems were males, aged between 18 and 39 years. The most common forms of problematic gambling reported by this cohort were sports and race wagering.

However, the national Gambling Help Online data provides a very different client profile. People contacting this service for help with their own gambling and whose main method of accessing gambling was via an Internet-enabled device were reported to comprise 57.4% of all people contacting this service. Further, this cohort was younger than for the other services and the gender breakdown was more even, with EGMs nominated by the vast majority as their main type of gambling.

Table 8.13 summarises the main data provided for this chapter, although small numbers and different bases for identifying interactive gamblers mean these data should be interpreted with caution and with regard for the explanations and caveats outlined above by the departments and agencies which provided the data.

Table 8.13: Problem gambler clients of gambling treatment agencies who reported the Internet as their preferred/primary/problematic means or method of accessing gambling as a % of all problem gambler clients

	NSW		QLD		VIC		TAS		WA		ACT		Australia	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gambling help services	93	3.4	21	2.6	155	5.4	9	3.9	22	5.0	9	7.4		
Gambling helplines	170	2.7	31	0.9	78	2.0	5	3.7	53	11.7	N/A	N/A		
Gambling Help Online													645	57.4

Note: Figures derived from tables in this chapter; see accompanying notes. Data collection periods vary between jurisdictions and comprise 2011-12, 2012, and 2012-13.

The next chapter, Chapter Nine, concludes this report by summarising and discussing the results of this study in relation to the literature.

CHAPTER NINE

DISCUSSION

9.1 INTRODUCTION

This chapter summarises the study's findings and discusses them in relation to the extant literature. It is structured as follows to explicitly address the requirements of the project tender:

- Motivations for interactive gambling;
- Characteristics of interactive gamblers;
- Attitudes and knowledge about gambling, promotions, and legality of interactive gambling;
- Gambling behaviours of interactive gamblers;
- Game play preferences of interactive gamblers;
- Medium preferences of interactive gamblers;
- Transition from terrestrial gambling to interactive gambling;
- Current prevalence of interactive gambling;
- Current prevalence of problem gambling among interactive gamblers;
- Comorbid mental health and substance use;
- Contribution of Internet gambling to problem gambling in interactive gamblers; and
- Help-seeking and responsible gambling.

9.2 MOTIVATIONS FOR INTERACTIVE GAMBLING

Motivations for engaging in interactive gambling are discussed in terms of its advantages and disadvantages, as reported by study participants.

9.2.1 ADVANTAGES OF INTERACTIVE GAMBLING

By far the greatest advantage of, and motivator for, interactive gambling cited by participants was the convenience of access. This was endorsed as an advantage over land-based gambling by two-thirds of interactive gamblers in the online survey. This is consistent with previous Australian and international studies (American Gaming Association, 2006; Gainsbury, Wood et al., 2012; Griffiths & Barnes, 2008; McCormack & Griffiths, 2012a; Wood & Williams, 2010) and indicates that, despite the relatively high accessibility of multiple forms of gambling in most parts of Australia, the convenience of interactive gambling is the greatest attraction for this mode.

Although geographical location was not related to the likelihood of interactive gambling, several interview participants stated that relative geographical isolation and lack of transport or disability made online gambling an easier option than travelling to venues.

Overall, responses from interviews with interactive gamblers indicate that convenience of online gambling is related to ease of access from any location using mobile phones. This ease enables individuals to place bets at any time of the day and overcomes barriers such as having to find and travel to a venue, leave the house, or dress appropriately. Interviewees also reported that interactive gambling is quicker and faster than land-based gambling. In particular, online wagering was reported to be faster than having to wait in line and complete betting slips in retail venues, and avoided having to miss out on placing bets close to an event starting.

The second most commonly reported advantage of interactive gambling as compared to land-based modes by over one-third of online survey participants was the price differential, including more bonuses, free credits and better odds and payout rates. The value of price was reported more often in the current survey than in a previous survey of Internet gamblers (Gainsbury, Wood et al., 2012), perhaps indicating that this factor has become more important or tangible for interactive gamblers.

Interview responses provide further insight into the ability of online gamblers to search for the best price online by checking current and/or other websites of various operators. This tendency to search online for the best product and price option, including using mobiles at a retail outlet, is similar to trends in other retail sectors that are driving consumer online purchasing behaviours (Grewal, Roggeveen, Compeau, & Levy, 2012). Being able to access a greater number of betting options was reported as an advantage by over one-fifth of interactive gamblers in the online survey, which is related to the availability of greater information and access through online sites than land-based venues. Several respondents in the general population interview sample considered promotions to be beneficial as these offered 'free' money and many signed up with multiple operators to take advantage of these deals.

The third most commonly reported advantage of interactive gambling was the physical comfort of being able to gamble from home, reported by just under one-third of interactive gamblers in the online survey. This was similar to the responses of Australian online gamblers in a previous survey (Gainsbury, Wood et al., 2012). Related to this finding is that about one-in-ten interactive gamblers reported they disliked land-based venues, with a similar proportion of respondents citing a preference for privacy when gambling. Several interactive gamblers who were interviewed described disliking being around other gamblers and were able to focus or concentrate more without being distracted or disrupted by others. Several participants also made reference to 'undesirables' who frequented retail betting outlets, indicating that online gambling may be more attractive to people who would not otherwise be placing bets. In contrast, a small number of survey respondents

discussed their preference for social interaction through online gambling, with one interview respondent reporting that online poker was a social outlet.

Several interactive gamblers in the general population interview sample discussed the excitement and thrill of interactive gambling as being the chief advantage of this mode. Similarly, interactive gamblers in the treatment-seeking sample discussed their enjoyment of the activity, which was fun and gave them the chance to win money. These responses may be reflected in the 8% of interactive gamblers in the online survey citing the better game experience as the main advantage of this mode. It is likely that participants in the interviews may have also been reflecting on gambling overall, while the respondents in the online survey were focussing specifically on interactive gambling in comparison to land-based modes.

9.2.2 DISADVANTAGES OF INTERACTIVE GAMBLING

When asked about the disadvantages of interactive gambling, the most common responses from participants in the online survey and the interactive gamblers interviewed were that it was too convenient, with a substantial proportion of interactive gamblers also stating that this mode was more addictive and it was easier to spend money. The disadvantages relating to gambling problems will be discussed more completely below.

In addition, several other concerns with interactive gambling were cited. One-in-five online survey participants were concerned about the safety of their money and personal information. Several participants in the treatment-seeking interactive gambling sample also questioned the legitimacy, security and integrity of some interactive gambling sites, including concerns about the integrity of sports and racing events as well as online poker. However, less than 9% of online survey participants cited difficulty verifying the fairness of games as a disadvantage. Concerns about security, privacy and game integrity are consistent with Australian and international research (Gainsbury, Parke et al. 2013; Gainsbury, Wood et al., 2012; Wood & Williams, 2010). Given the numerous instances of regulated and offshore sites being shut down and not paying customers or experiencing cheating and fraud (McMullan & Rege, 2010) this is a legitimate concern which, given the lack of power to resolve actions with offshore operators in particular, should be a larger concern for players.

A substantial proportion of interactive gamblers in the online survey (18%) reported concerns about their ability to access the Internet or technological difficulties, which were also reflected in interviews with the general population sample. Some interactive gamblers reported a less enjoyable experience as compared to land-based gambling. Almost one-third of interactive gamblers who completed the online survey (30.3%) stated that there were no disadvantages of this mode of gambling.

These findings highlight the variance in why people engage in interactive gambling as compared to land-based forms. This study did not inquire why land-based gamblers do not engage in interactive modes of gambling, which is an important question for future research.

9.3 CHARACTERISTICS OF INTERACTIVE GAMBLERS

Overall, the most significant and consistent findings are that interactive gamblers are likely to be male and younger than land-based gamblers, but not necessarily young adults. These findings suggest that interactive gamblers do represent a somewhat different cohort of gamblers to land-based players. However, the variety found in all cohorts of interactive gamblers included in this research demonstrates the heterogeneity of the population and importance of caution when drawing conclusions about the population of interactive gamblers as a whole without consideration of subgroups.

9.3.1 GENDER

Both surveys found that being male was a significant predictor of interactive gambling, with 62.34% and 76.6% of interactive gamblers in the telephone and online surveys respectively being male. These findings are consistent with previous Australian and international research (Gainsbury, Wood et al., 2012; Griffiths et al., 2009; Queensland Government, 2012; Sproston et al., 2012; Woolley, 2003; Wood & Williams, 2011). Nonetheless, almost two-fifths of the interactive gamblers in the telephone survey were women, indicating that this mode of gambling may be increasing in popularity amongst women. Few studies have specifically examined the use of interactive gambling amongst women, suggesting that this is an important area for further research.

9.3.2 AGE

In both the national telephone and online surveys, interactive gamblers were significantly younger than non-interactive gamblers. Younger age was also a significant predictor of interactive gambling in both surveys. However, the mean age of interactive gamblers was 37 years in the national, and 42 years in the online, surveys, and interactive gamblers were more common in each of the age groups from 25 to 39 years.

The online survey found young adults aged 20 to 24 years were more likely to be land-based gamblers than interactive gamblers, in contrast to the telephone survey. Both surveys also found that those aged 65 years and over were more likely to be land-based than interactive gamblers, which is not surprising given the reduced likelihood of older Australians using the Internet (ABS, 2013). These results are consistent with previous studies showing that interactive gamblers are likely to be young to middle-age adults. Previous studies have found high rates of interactive gambling among young Australians (Delfabbro et al., 2005; Dowling et al., 2010; Jackson et al., 2008; Ly, 2010). Future research should investigate interactive gambling in more detail amongst young adults as well as representative samples of adolescents who were not included in this study to determine the prevalence of interactive gambling among these populations who are highly active online (ABS, 2013).

9.3.3 EDUCATION AND EMPLOYMENT

In the telephone survey interactive gamblers were more likely to have university degrees and to have graduated from Year 12 than non-interactive gamblers, although no significant differences were found in education levels in the online survey. Being self-employed was a predictor of interactive gambling in the online survey. Both surveys indicated that interactive gamblers were more likely to work full-time while non-interactive gamblers were more likely to be in casual or part-time employment. In the telephone survey, students were more likely to be online gamblers; however this trend was reversed in the online survey. Previous Australian research has found higher rates of online gambling amongst students (Gainsbury, Wood et al., 2012; Ly, 2010), suggesting that the student population is an important one to study for interactive gambling use. The online survey also found that those who worked as a machinery operator/driver or labourer were more likely to report gambling online. The relationship between types of jobs and online gambling has not been studied previously, although the telephone survey found interactive gamblers were more likely to have broadband Internet access at work. These findings are somewhat incongruous, but may be related to other factors such as shift work. The research does not support previous findings that interactive gamblers are more likely to be highly educated and working in professional or office environments and highlights the heterogeneous population of interactive gamblers.

9.3.4 MARITAL STATUS AND LIVING ARRANGEMENTS

Interactive gamblers in the telephone survey were less likely to be married than land-based gamblers and more likely to be living in a de facto relationship or to never have been married (with other categories being divorced/separated and widowed). These findings were not replicated in the online survey. The telephone survey found Interactive gamblers were more likely to be in a single parent with children or group household. However, the online survey found land-based gamblers were more likely to be from one-parent with children households and interactive gamblers were more likely to live with dual parents and children. In terms of the reported household incomes of gamblers in the online survey, interactive gamblers were significantly more likely to report household incomes of between \$90,000 and \$119,000.

The telephone survey found that interactive gamblers were significantly more likely to have broadband Internet access at home and work. The online survey found no difference in the proportion of interactive and non-interactive gamblers who had a mobile phone or landline only or both mobile and landline phones. Although the telephone survey did not include mobile phone numbers, these results suggest that participants recruited through landlines do not significantly differ from those recruited via mobile phones. This confirms findings from a previous study, which also showed that participants recruited through landlines did not significantly differ from those recruited via mobile phones in past year gambling

behaviour, including interactive gambling (Jackson, Pennay, Dowling, Coles-Janess, & Christensen, in press).

The online and telephone surveys found that living in Victoria, Queensland or Western Australia (compared to NSW) was a significant predictor for interactive gambling. However, the telephone survey found that Western Australian gamblers were more likely to be land-based gamblers. As no recent prevalence surveys have been completed in Victoria and Western Australia it is difficult to understand why these States may have different rates of interactive gambling. In particular, it would be very useful to have a greater understanding of gambling participation in Western Australia, given that this state has different levels of gambling access, specifically in relation to the availability of EGMs. No significant differences were found between individuals from metropolitan or rural areas, suggesting that geographical remoteness was not related to use of interactive gambling.

Australian-born and English-speaking respondents were significantly more likely to be interactive gamblers than those born overseas or not speaking English at home in the online survey. These findings suggest a cultural difference between interactive and land-based gamblers, such that Australian-born and English speaking Australians find online gambling sites more appealing and are more interested in betting via this technology. However, larger samples of these sub-groups are needed to verify this result.

9.4 ATTITUDES AND KNOWLEDGE ABOUT GAMBLING, PROMOTIONS, AND THE LEGALITY OF INTERACTIVE GAMBLING

9.4.1 ATTITUDES ABOUT GAMBLING

Approximately two-thirds of interactive gamblers reported they considered that the harms of gambling outweigh the benefits for society overall. Despite this, the telephone and online surveys were consistent in showing that a significantly higher proportion of interactive gamblers considered that the benefits of gambling outweigh the harms to society as compared to non-interactive gamblers. Similarly, interactive gamblers were significantly less likely to state that the harms of gambling far outweigh the benefits.

Responses from general population sample of interactive gamblers provided similarly mixed results with participants viewing gambling in a positive, negative, and mixed way. Approximately half of these interactive gamblers held mixed opinions, which were largely based on the view that while gambling may be a recreational activity for some, it could be problematic for others. These participants discussed that although interactive gambling should be allowed, resources and supports should be put in place to assist those who may not be able to control their gambling.

These results are consistent with previous Australian research (Gainsbury, Wood et al., 2012). The more positive attitudes towards gambling are likely related to the greater involvement of interactive gamblers in multiple forms of gambling, suggesting that they are

more positively disposed towards this activity as a form of entertainment. Additionally, harms from interactive gambling are hidden as the activity is generally conducted in private. The greater involvement of interactive gamblers may also expose them to the ways in which gambling contributes to society, such as through employment and revenues to various sporting and non-profit organisations. However, it would be expected that gamblers who visit land-based venues would have greater exposure to these benefits of gambling. It is likely that land-based gamblers have greater exposure to other gamblers, including those who are directly suffering from gambling-related harms.

9.4.2 ADVERTISEMENTS AND PROMOTIONS FOR ONLINE GAMBLING

Only a small proportion of interactive gamblers indicated that advertisements and promotions for online gambling had a substantial impact on which site they chose for gambling. Nonetheless, interactive gamblers were significantly more likely to report that viewing promotions for online gambling increased the likelihood that they would gamble online, compared to non-interactive gamblers.

Several respondents in the general population interviews reported that they found promotions quite influential and would even seek these out to take advantage of offers of 'free' credits and signed up with multiple operators as a result. Other interview respondents stated that receiving emails from online operators, for example about upcoming events or lottery draws, encouraged them to purchase tickets or place bets. Some respondents indicated that these emails could be quite predatory and were often excessive. Examples of advertising and promotions provided by interviews encompassed many of those described by Weibe (2008) to recruit, register and retain interactive gamblers.

Promotions for online gambling also had a substantial impact on non-interactive gamblers. Respondents in the online survey who were not already active online were more likely to report that such promotions decreased their intentions to gamble online. However, this impact was only reported by just over one-tenth of gamblers, with one-fifth of non-interactive gamblers indicating that promotions would increase their likelihood of interactive gambling. This is consistent with the finding that 11% of interactive gamblers viewed advertisements and marketing as a central factor in their decision to start gambling on a particular site. A further 9% of interactive gamblers in the online survey reported that marketing and promotions were critical in leading them to start gambling online initially. These are significant findings as they suggest that advertisements are highly influential for a substantial proportion of players.

Despite the greater impact of promotions for online gambling on interactive gamblers, this cohort was more liberal in their views, and more likely to approve of promotions for online gambling through various marketing channels. Over half of the interactive gamblers in the telephone survey thought promotions for online gambling should be allowed online and in traditional media, and two-fifths approved of promotions at sporting events, with one-third approving promotions on billboards and on team uniforms. Only one-quarter of interactive

gamblers were supportive of promotions for online gambling during televised broadcasts of sporting events. One-quarter of interactive gamblers did not support any promotions for online gambling, as compared to nearly two-thirds of non-interactive gamblers. These results reflect the heterogeneity within interactive gamblers as well as land-based gamblers in terms of the perceived appropriateness of promotions for online gambling.

These findings provide some insights into the attitudes of gamblers towards promotions for online gambling. A report by Ebiquity (2012) found that television advertising for online wagering operators alone had increased from \$12 million in 2010 to over \$41 million in 2012. Although interactive gamblers were more supportive of promotions for online gambling, a substantial proportion of gamblers do not support its widespread promotion. Negative opinions of advertising and promotions were also reported by the general population respondents in interviews; specific concerns were that these attracted vulnerable people, including problem gamblers and young people, provided inducements to gamble, negatively impacted on watching sports, normalised betting, and misled consumers. These themes are similar to those described in the Joint Select Committee on Gambling Reform (JSCGR) report on interactive and online gambling and gambling advertising (JSCGR, 2011), the advertising and promotion of gambling services in sport (JSCGR, 2013) and the Department of Broadband, Communications and the Digital Economy (DBCDE) review of the IGA (DBCDE, 2013a).

The interviews with interactive gamblers were also similar to the public sentiment expressed in the media during the course of this project. In May 2013, then Prime Minister Julia Gillard and then Communications Minister Senator Stephen Conroy announced a ban on the promotion of live odds during sporting events (DBCDE, 2013b). Although this announcement was made after the interviews and surveys were conducted, the media coverage and public debate around the promotion of online wagering during sports broadcasts may have influenced some responses. The live-odds issue came to prominence due to a perception of excessive advertising of sports betting (Nettleton, 2013). The results from this project suggest that non-interactive gamblers are more strongly opposed to such promotions than interactive gamblers, but a significant proportion of interactive gamblers also do not support such prominent advertising of this mode of gambling.

9.4.3 KNOWLEDGE OF INTERACTIVE GAMBLING REGULATIONS

Although Australian interactive gambling regulation has been unchanged since 2001, few actions have been taken to prevent offshore operators promoting products to Australians. Few Australian interactive gamblers appear concerned about where a site is regulated or whether it is legal. Nevertheless, interactive gamblers overall have a greater awareness of what forms are legal and illegal than non-interactive gamblers, almost half of the latter being unsure of regulations. The majority of interactive gamblers were aware that sports and race wagering was legal in interactive modes, although less than two-thirds were aware that lottery products are also legally available online. Interactive gamblers were significantly more accurate in their awareness of the legality of these forms of gambling compared to

land-based gamblers. However, interactive gamblers held significantly more inaccurate beliefs that instant scratch tickets, keno and poker were legally available online in Australia. Nonetheless, only a small proportion of both interactive and non-interactive gamblers indicated that they would be more likely to gamble if all forms of gambling were legal through interactive modes. These results are consistent with the low levels of concerns about the illegality of online gambling and suggest that interactive gambling regulations have not been effectively communicated to consumers.

9.4.4 ERRONEOUS BELIEFS ABOUT GAMBLING

Both interactive and non-interactive gamblers appeared to have relatively accurate understandings of gambling and few erroneous beliefs. Interactive gamblers had fewer erroneous beliefs on average than non-interactive gamblers. Specifically, land-based gamblers had poorer understanding about the independence of chance events and the odds of winning. Erroneous beliefs about gambling are relatively common amongst regular gamblers, although they are also related to the development of gambling problems (Joukhador, MacCallum, & Blaszczyński, 2003; Monaghan, Blaszczyński, & Nower, 2009). Efforts to increase accurate understanding of gambling are important from a consumer protection standpoint. Although the availability of accurate information about gambling is important to enable informed choices, this information has limited utility as a responsible gambling strategy (Monaghan & Blaszczyński, 2010).

9.5 GAMBLING BEHAVIOURS OF INTERACTIVE GAMBLERS

The study's findings on the gambling behaviours of interactive gamblers are now discussed in relation to their overall gambling participation, gambling activities, frequency and expenditure, as well as for a sub-group of professional interactive gamblers.

9.5.1 OVERALL GAMBLING PARTICIPATION

Both the online and telephone survey found that interactive gamblers engaged in significantly more forms of gambling than land-based gamblers. Total number of gambling activities engaged in was a significant predictor of interactive gambling in the telephone survey. This is consistent with previous Australian and international research showing that interactive gamblers are likely to be highly involved gamblers who use multiple different forms of gambling (Gainsbury, Wood et al., 2012; Griffiths et al., 2009; Wardle et al., 2011; Wood & Williams, 2011).

A commonly cited concern in relation to regulated interactive gambling is the impact of expanding online gambling access on the existing land-based gambling industry (Gainsbury & Wood, 2011). To date, international studies suggest that legalisation and regulation of interactive gambling does not appear to generate large increases in interactive gambling or overall gambling participation (Humphreys & Perez, 2012; Philander & Fiedler, 2012; Wardle et al., 2011). This is the first national prevalence study of gambling conducted in Australia

since 1999 (Productivity Commission, 1999) and the first to specifically investigate the use of interactive gambling. The results suggest that fewer Australian adults gambled in 2010-2011 than in 1998-99, representing a 21% decrease in annual gambling participation. However, as interactive gamblers were notably more active gamblers than their land-based counterparts, the reduction in gambling participation is unlikely related to the increased use of interactive modes.

9.5.2 GAMBLING ACTIVITIES

Ease of access allows participation in multiple types of gambling from one platform, although it is not clear whether interactive gamblers engage in more forms of gambling due to this access, or whether they seek out interactive gambling for this purpose. Longitudinal studies are required to examine the causal relationship between interactive gambling and participation in multiple forms. Analysis of a British gambling survey found that interactive gamblers who engage in multiple activities, across various modes (including land-based) appear to be more likely to experience negative consequences from their gambling (Wardle et al., 2011). The findings from this research related to different modes of access for gambling are discussed below.

Results from the online survey found that participating in sports betting, horse and dog race betting and poker were significant predictors of being an interactive gambler, while non-interactive gamblers were significantly more likely to use EGMs. A significantly higher proportion of interactive gamblers also engaged in casino table games, keno, and betting on games of skill compared to non-interactive gamblers. The telephone survey found that interactive gamblers were more likely to participate in all gambling activities, with the exception of lotteries and instant scratch tickets. The most popular activities reported by interactive gamblers in both surveys were horse or dog race betting and lotteries, followed by sports betting, and instant scratch tickets and EGMs.

These results reflect both the traditionally popular gambling activities in Australia as well as the increased accessibility of certain forms through interactive modes (Productivity Commission, 1999). No difference was observed in the likelihood of interactive and non-interactive gamblers purchasing lottery tickets, which are legally available for purchase via interactive modes in Australia. This suggests that the availability of this gambling activity online has not substantially shifted participation in this mode of gambling, which is consistent with international results (Humphreys & Perez, 2012).

In contrast, sports betting has dramatically increased in popularity in the past decade. Over half of the interactive gamblers in the telephone survey engaged in this activity in the past year and 13% of Australians bet on sports, compared to only 6% in 1998/9 (Productivity Commission, 1999). The results from the online survey are consistent with previous Australian research that indicates that interactive gamblers may be less likely to play EGMs (Gainsbury, Wood et al., 2012). However, this difference was not reflected in the results from the telephone survey and both studies showed substantial levels of EGM play amongst

interactive gamblers. Further research is needed to investigate subgroups of interactive gamblers based on their individual gambling preferences. Some of these differences are discussed in the subsequent section on preferred modes of play.

9.5.3 GAMBLING FREQUENCY

Interpretations of data related to frequency and session length are limited in this study due to the reliance on self-report data from gamblers, so caution is needed when interpreting these results. Interactive gamblers in the telephone survey reported engaging in sports and race wagering, betting on games of skill, EGM play, keno and casino table games more frequently than land-based gamblers. These differences were based on medians given the large variation in the reported data. The online survey also reflected more frequent use of sports and race wagering as well as poker amongst interactive as compared to non-interactive gamblers. The legal availability of interactive wagering is likely related to the greater frequency of participation of interactive gamblers in this activity. These specific results do not distinguish between modes of use.

9.5.4 GAMBLING EXPENDITURE

As with gambling frequency, gambling expenditure was based on self-report, which introduces significant constraints in interpreting results. Research indicates that individuals perceive and report gambling expenditure in different ways and that in general, retrospective estimates of gambling expenditures appear unreliable (Wood & Williams, 2007). There was a large amount of variance in the reported figures for wins and losses in both the telephone and online surveys. The results from this project cannot be extrapolated to give an accurate estimation of total expenditure on interactive gambling in Australia.

Responses from both the telephone and online surveys indicate that the majority of gamblers, including interactive gamblers, come out behind (lose money) on gambling in an average month, which is to be predicted given the negative expected value of gambling. Interactive gamblers in the telephone survey reported losing significantly more money on lotteries, race wagering, and poker, compared to non-interactive gamblers. One of the significant predictors of being an interactive gambler in the telephone survey was losing more money on gambling per year. These results are not specific to the amounts that gamblers spent on online modes of gambling. However, the telephone survey indicated that interactive gamblers spend more on gambling each year, which is not surprising given that they are more involved gamblers in terms of frequency and modes of gambling used.

Despite these findings, interactive gamblers in the online survey were significantly more likely to report being ahead on sports and race wagering and poker, compared to non-interactive gamblers, although they were more likely to be behind on EGMs. More than one-third of the interactive gamblers in the online survey reported that they were typically ahead on poker, one-quarter were ahead on sports betting, and almost one-in-four reported typically being ahead on race wagering. These are all types of gambling where an element of skill can play a role in gambling outcomes by informing betting strategies. The

difference in results between the telephone and online surveys may be related to inaccuracies in self-report, differences in the populations surveyed and methods of recruitment and the survey format.

The median expenditures reported from the telephone survey indicate that most interactive gamblers were spending moderate amounts on each form per month. This is consistent with other studies on interactive gambling, although the medians reported from the telephone survey are not directly comparable to average bet sizes (Gainsbury, Sadeque et al., 2012; LaBrie et al., 2007; Russell & Gainsbury, 2012). Expenditure was highest for lottery tickets, followed by race wagering, bingo and EGMs. Interactive gamblers reported being significantly less successful in their poker and race wagering than non-interactive gamblers. Interactive modes of poker occur at a much faster pace than land-based games and are more readily available, which may provide more opportunities for players to gamble and spend money on this form. However, as non-interactive poker players must play against others, and pay a fee or portion of their wins to casinos, it is difficult to understand how more than half of all players could come out ahead. The greater losses reported by interactive gamblers placing bets on races may suggest online bettors are more active than land-based bettors, and hence spend more money on this form.

9.5.5 PROFESSIONAL GAMBLING

Previous research by this study's authors found that a notable subset of interactive gamblers consider themselves to be professionals and categorically different from most players (Gainsbury, Hing et al., 2011). These players provided free responses indicating that they were in control of their behaviour, their bets were informed and based on research, and they were generally successful and gambled in a disciplined way. Few studies have examined professional use of interactive gambling, although some research has investigated differences between groups of poker players, including professional poker players (Bjerg, 2010; McCormack & Griffiths, 2012b; Radburn & Horsley, 2011).

Two Australian studies of the betting patterns of online wagering customers show a small proportion of gamblers are highly active in terms of the frequency and size of bets, have more specialised betting patterns requiring more knowledge of bets and events, and have a lower percentage of losses (Gainsbury, Sadeque et al., 2012; Russell & Gainsbury, 2012). Some of these individuals made substantial wins, although many also experienced heavy losses. Professional gamblers may be more likely to use interactive gambling due to the convenience of access, ability to search for the best odds, bonuses and rewards (comps and loyalty schemes), greater betting options and choices, privacy and comfort, as well as quicker game speed.

Both the telephone and online survey found that interactive gamblers were more likely to report that they considered themselves to be professional (2.9%, 2.1%) or semi-professional gamblers (7.0%). Approximately one-quarter of the general population interactive gamblers interviewed referred to themselves as professional gamblers. These individuals

characterised themselves as distinct from other players as they conducted, compiled and analysed 'research' to inform their bets, kept detailed accounts of their bets, wins and losses, and earned a living from interactive gambling. All these respondents were male, and three-quarters of them did not report negative consequences of gambling. Respondents spoke about the mathematics and analyses required to understand margins and odds, and several discussed recognising the difference between uninformed gambling (such as on casino games or unresearched bets) and informed betting. Many appeared to enjoy the intellectual challenge of mapping out odds and optimal betting strategies and all spent considerable amounts of time doing this.

Further research is needed on cohorts of professional gamblers to provide a greater understanding of the motivations of this subgroup of players and their specific use of interactive modes of gambling.

9.6 GAME PLAY PREFERENCES OF INTERACTIVE GAMBLERS

The study's results pertaining to the types of gambling websites used, preferred times and localities for interactive gambling, and use of different payment methods and accounts are discussed in this section.

9.6.1 TYPES OF GAMBLING SITES USED

Consistent with stated motivations for interactive gambling overall, price was the most common factor cited by 42.8% of interactive gamblers in the online survey that influenced the selection of an online gambling site. The preference for price included free credits and bonuses, but advertising and marketing were only specifically reported as being influential by 10.5% of interactive gamblers. This indicates that marketing efforts may play a role in increasing consumer awareness of promotional offers, but lead to subsequent comparison to others sites rather than being influential in isolation. Subsequent factors included a site's reputation (30.4%) and greater number of betting options (25.8%). Only 16.2% of participants were specifically concerned with customer protection, although this may be partially accounted for in the reputation of a site.

Results from the online survey indicated that the majority of Australian interactive gamblers prefer to use domestically regulated sites, although for one-third of interactive gamblers this did not influence their choice of site. This is consistent with previous Australian studies (Gainsbury, Wood et al., 2012), with only a small proportion of gamblers stating that being legally available (12.1%) or where a site is regulated (5.6%) is a concern for them. This suggests that Australians are likely to use Australian sites if these are available, but only if they meet other criteria for a preferred operator.

Of the interactive gamblers in the online survey who reported playing casino table games online, the most popular game by far was blackjack. The second and third most popular games were roulette and slot machines. Only a relatively small proportion of interactive

gamblers reported playing these games suggesting that a large proportion of Australians do not use these. Only a minority of interactive gamblers bet on games of skill, most likely involving card games. Research that specifically recruits interactive gamblers who used these activities would provide further information about their use in Australia. State-based prevalence surveys indicate that less than 2% of Australian adults gamble through interactive casinos (Queensland Government, 2012; Sproston, et al., 2012).

Just over half of the interactive gamblers in the online survey reported having only one online gambling account, one-fifth had accounts with two online operators, while the remainder had multiple online accounts. These results are consistent with previous Australian research and also with the stated preference of interactive gamblers to search for the best available price between operators. Several respondents in the general population interview sample reported creating multiple accounts with different operators to take advantage of promotional offers, including 'free' credits.

9.6.2 PREFERRED TIMES AND LOCALITY

According to participants in the online survey, interactive gambling is most likely to occur from individuals' homes. Interactive gambling was most likely to be done in the evenings and afternoons. These results are consistent with previous studies on interactive gamblers (eCOGRA, 2007; Gainsbury, Wood et al., 2012; McMillen, 2004; Wood & Williams, 2010). The timing and location of interactive gambling is consistent with the preferred use of computers discussed below. It also reflects the advantages cited by interactive gamblers related to the physical comfort of this mode of play, as well as the ease of access, lack of unpleasant people, privacy and anonymity, and lower secondary costs, such as food and petrol.

The reported duration of interactive gambling sessions varied greatly amongst participants in the online survey making conclusions difficult. Players were most likely to report longer poker sessions, which is unsurprising given that this activity is typically based on ongoing games or tournaments. Similarly bingo and EGM online sessions were longer, which is consistent with the ongoing, continuous play typical of these games. In contrast, sports and race betting sessions were typically less than ten minutes, reflecting the short time required to place bets on these activities. However, keno and casino table game sessions were also short, suggesting that players may have used these activities on a relatively casual basis rather than for continuous sessions of play. Again, conclusions regarding these data need to be drawn with caution.

9.6.3 PAYMENT METHODS AND ACCOUNTS

Most interactive gamblers used a credit or debit card to fund their online gambling, according to responses to the online survey. The next most popular payment method was a direct bank transfer, although just under one-fifth of interactive gamblers used the various forms of ewallets when these are combined. Over one-in-ten (13.3%) interactive gamblers

surveyed reported that fast payout rates were an important factor when selecting sites to gamble on.

Several interactive gamblers interviewed from the general population sample expressed frustration at the poor identity verification required to deposit funds and gamble through an online account. Some participants expressed concerns that this could enable underage gambling, for example if minors had access to a parent's credit card, which some participants stated that they had done, with permission. Other participants discussed the double standard of online operators allowing gambling without identity verification, but requiring stringent measures before funds could be withdrawn.

9.7 MEDIUM PREFERENCES OF INTERACTIVE GAMBLERS

Only comparing interactive and non-interactive gamblers without considering subsets of interactive gamblers has limited many previous studies of interactive gamblers (Wardle et al., 2011). As our knowledge of interactive gamblers is becoming more advanced, further efforts are needed to identify subsets of this population. Thus, the online survey asked interactive gamblers to indicate the extent of their overall gambling that was conducted through interactive modes. Consistent with previous studies, the majority of interactive gamblers are also land-based gamblers (Gainsbury, Wood et al., 2012; Svensson, & Romild, 2011; Wardle et al., 2011; Wood & Williams, 2011). Over three-quarters of interactive gamblers reported using interactive modes for at least half of their gambling. Approximately one-fifth of the interactive gamblers gambled either entirely online, or mostly offline. The greater reported comfort, ease of access and dislike of land-based venues reported by some gamblers likely reflect the views of a subset of interactive gamblers who may not gamble at all if interactive modes were unavailable.

These are the first results that, to the knowledge of the authors, examine the proportion of interactive gamblers who regularly use this mode and provide useful insights into how gamblers engage in online and offline forms of gambling. Over two-thirds of interactive gamblers mostly use interactive modes for their gambling suggesting that the advantages of online gambling sufficiently outweigh the advantages of land-based modes. Consistent with these results, when specifically asked which mode of gambling was the most preferable, over half of all interactive gamblers stated that they favoured interactive modes. Approximately three-in-ten participants in the online survey reported that they liked interactive and land-based modes equally.

Despite the advantages of interactive modes, a subset of interactive gamblers prefers land-based gambling. In comparison to interactive modes, 15% of interactive gamblers report a preference for non-interactive forms. A greater proportion (43%) of interactive gamblers in the telephone survey reported that they do not prefer interactive modes of gambling. These results indicate land-based gambling venues still serve an important function for players. The players are likely to be among those who use interactive gambling for only a minority of

their gambling and include the interactive gamblers who report that online modes have disadvantages, such as being unsafe, unreliable and less enjoyable.

9.7.1 INTERACTIVE MODES USED FOR EACH GAMBLING ACTIVITY

Wagering on sports and races appears to be the two most popular online activities, based on the number of gamblers who gambled on these activities via interactive modes as well as the average reported usage in comparison to land-based modes. That is, gamblers who used interactive modes for betting were likely to use these modes for the majority of their bets. This likely reflects the availability of online platforms and mobile applications for legal wagering operators, who are permitted to advertise directly to Australian customers, including promotional offers. Although most interactive gamblers indicated that advertisements were not a central factor in choosing a site or gambling online, these factors are likely integrated into the preferred availability, price and convenience of online gambling as well as reputation of an operator.

Lotteries, the other legal form of interactive gambling, were the third most popular online activity. Interactive lotteries were reportedly used by two-fifths of all interactive lottery players exclusively and accounted for on average two-thirds of lottery ticket purchases. This suggests that those who use this mode are generally satisfied, although some players continue to purchase tickets at retail outlets in addition to their online play. The low use of instant scratch tickets online is likely related to having to use an offshore operator, and may also be related to the traditional use and purchase of 'scratchies' in convenient retail stores, which may not translate as well as other forms to online purchases and use.

Poker is the fourth most popular online gambling activity, however, only one quarter of those who used interactive modes for poker did so exclusively, indicating a substantial cross over between online and land-based forms. Around 40% of poker play on average appears to still be done in land-based venues, which suggests that for this gambling activity, the advantages of interactive play do not always outweigh the advantages of land-based gambling. Similarly, gambling on casino table games generally accounted for only a proportion of play, with interactive gamblers who engaged in this activity online also likely to visit land-based casinos.

Only a small proportion of interactive gamblers played EGMs online, and only a minority of players solely used online forms of EGMs. Roughly half of EGM play was still done in land-based venues for those who used interactive modes of play, suggesting that the online forms do not replicate the land-based experience or satisfy all gamblers. Gamblers who use interactive modes of bingo and keno appear relatively satisfied with the online services provided by offshore providers, with only a minority of their gambling on this form being conducted in land-based venues. These, along with instant scratch tickets, appear to be the least popular gambling activities to be done via interactive modes.

The difference in the proportion of gambling via interactive modes shows clear differences in player preference for gambling activities and satisfaction with the online experience.

Activities with the greatest apparent satisfaction among interactive gamblers are sports and race wagering, bingo, keno and betting on games of skill. These are all modes that are easily adapted to electronic forms and have a low dependence on the venue experience. In contrast, poker players appear to still gain satisfaction from land-based venues, as do casino table game and EGM players. This indicates that the interactive modes of these activities do not replicate the land-based experiences.

9.7.2 INTERACTIVE MEDIA

The majority of interactive gamblers in the online and telephone survey (86%/87%) reported using their computer or laptop as their preferred mode of accessing interactive gambling sites. This is consistent with previous Australian and international research (Gainsbury, Wood et al., 2012; Wood & Williams, 2010). Interview respondents were also more likely to use computers for interactive gambling and cited software capabilities, larger screen size, speed of access and greater security as driving a preference for this medium. As the majority of interactive gamblers are likely to gamble from their homes, using a laptop or computer is likely to be convenient. This is apparent through the interview responses where participants indicated that their location would determine the medium they used to gamble online. Websites also offer a greater amount of information, particularly in comparison to simpler mobile apps and sites.

Approximately one-tenth of interactive gamblers in the online survey reported a preference for gambling via mobiles. Use of mobiles was largely related to convenience according to the interview respondents. Mobiles allow bets to be placed from any location, without delay. Less than 4% of interactive gamblers in the surveys reported using other portable devices, such as tablets, as a preferred means of placing bets. The relatively low preference for gambling via mobiles is somewhat surprising given the reported rise in the proportion of bets placed by mobile devices by Australian wagering operators. For example, Tabcorp reported that its mobile apps have been downloaded more than 900,000 times and mobile wagering accounted for 43% of digital turnover (Tabcorp, 2013). The discrepancy in these figures may suggest that although many interactive gamblers use mobiles and tablets to place bets, the use of these devices is related to convenience rather to a preference for this medium. This is apparent in the responses from interview participants, such as statements that when gamblers are away from their home and if they are placing a simple bet, they will use mobile and wireless devices. Due to their smaller screen, mobile apps and platforms typically contain less information than a full website. This allows bets to be placed, but limits the research and comparison that can be done between operators. The telephone survey and interview results indicate that few Australians are using interactive televisions to place bets and no participants reported using gaming consoles for gambling.

As indicated above, many interactive gamblers use multiple devices to place bets online. Mobile and wireless devices also allow a second screen to be used to place bets when a primary screen (typically a television) is being used to watch an event. Several interview respondents commented that their mobile was generally within reach, which was

convenient, even if they were at home, to place a bet. The cross over between media used to engage in interactive gambling is likely to continue as mobile apps and platforms become more sophisticated and offer greater features and improved security (Gainsbury, 2012).

9.8 TRANSITION FROM TERRESTRIAL GAMBLING TO INTERACTIVE GAMBLING

Uptake of interactive modes of gambling appears to be a relatively recent phenomenon. The majority of interactive gamblers in the online and telephone surveys reported that they first started gambling online in 2009 or later. Less than 10% of interactive gamblers started gambling online prior to 2001, when the IGA was introduced.

Consistent with the advantages of interactive gambling reported above, convenience appears to be the driving motivator for most interactive gamblers to start using this mode. Similarly, better price as compared to land-based modes was a key consideration for over one-third of interactive gamblers, followed by the comfort of gambling from home and ease of access. Consistent with the reported attitudes towards marketing and promotions for online gambling, this was only a motivating factor for 9% of interactive gamblers in first initiating this activity. Of the three interview respondents who reported that their first gambling experience was with interactive modes, they reported being influenced by the availability of interactive forms as well as advertising and promotions, including through televised shows. Several other interview participants reported becoming aware of interactive gambling based on advertising and television, suggesting that promotions are impactful for some players, which is consistent with reports from the online survey.

Given that most interactive gamblers are in middle-adulthood, the reports from interview participants that they first started gambling online after engaging in land-based forms seems unsurprising. However, only a minority (7.9%) of interactive gamblers who responded to the online survey reported that having an existing account with a land-based operator was a key factor in their decision to gamble with a particular site. These results differ from the reports of interview participants, who were most likely to report discovering interactive gambling through their use of a land-based operator although this discovery was related most to seeing public advertisements in land-based gambling premises. Reports from previous Australian studies, and from gambling operators also suggest that many interactive gamblers are customers transitioning from telephone and retail outlets. As many of the Australian wagering operators are online only this may suggest that existing sports and race bettors are moving online, but they may choose to bet with a different operator. Those gambling on activities that are not legally provided would also be unlikely to be influenced by an existing operator.

9.9 CURRENT PREVALENCE OF INTERACTIVE GAMBLING

One of the most significant changes to the gambling environment in the past 15 years has been the increased availability of interactive gambling (Gainsbury, 2012; Wood & Williams, 2011). Several studies suggest that greater availability of gambling is related to participation

(Livingstone, 2001; Marshall, 2005; Productivity Commission, 1999; Wickwire et al., 2007). To date, international studies suggest that legalisation and regulation of interactive gambling does not appear to generate large increases in Internet gambling or overall gambling participation (Humphreys & Perez, 2012; Philander & Fiedler, 2012; Wardle et al., 2011). However, interactive gambling participation does appear to be increasing in many international jurisdictions, and it is likely that legalisation and access to this mode of gambling have contributed to this (Gainsbury & Wood, 2011). For example, the UK, which has a very liberal gambling culture, has one of the highest interactive gambling participant rates in the world, with 13% of adults reporting gambling online in the past year and participation in sports betting increased from 3% in 1999 to 9% in 2010 (Wardle et al., 2011). However, an estimated 2-7% of adults in the United States also gamble online, which has only recently been legally permitted in a handful of states and is actively restricted in most of the country (American Gaming Association, 2010).

Based on the nationally representative results of the telephone survey, the past-year adult prevalence of participation in gambling in Australia in 2010/2011 was 64%. These results show that fewer Australian adults gambled in 2011 than in 1999 (Productivity Commission, 1999), representing a 21% decrease in annual gambling participation. The preferred forms of gambling, lottery, instant scratch tickets, race betting and EGMs, are consistent with gambling patterns reported in 1999, although the current results indicate that annual participation in race betting is now greater than EGM gambling. Participation in all gambling activities decreased with the exception of sports betting which more than doubled in popularity. The smallest decreases were observed for race betting and casino table games. Changes in betting on poker and other skill games are not readily apparent due to the differences in measures used between the studies.

Based on the telephone survey results, the past-year adult prevalence rate of interactive gambling in Australia in 2010/2011 was 8% and the estimated percentage of land-based-only gamblers in the population was 56%. The prevalence of interactive gambling was substantially higher than previous estimates and confirms reports of increased participation through regulated and offshore sites. The greater gambling versatility demonstrated by interactive gamblers suggests that the convenience and ease of access through the Internet facilitates increased involvement in multiple forms of gambling, or alternatively, that gamblers who use interactive modes are more likely to be more highly involved in gambling activities already. It is likely that both these causal pathways are related to the prevalence rates of interactive gambling in Australia.

Comparisons with other international jurisdictions are not straightforward due to differences in research methodologies and survey time frames. However, based on international prevalence surveys completed within the past few years, Australia has a relatively high participation rate of interactive gambling, behind only the UK, Denmark, and Sweden, and similar to Canada (Gainsbury, 2012). However, as demonstrated in the online survey, the majority of interactive gamblers also engage in land-based gambling, including the types of gambling for which they also use interactive modes. Comparison with past

studies suggests that the proportion of Australians who are using interactive modes of gambling is increasing, but only a minority of adults currently engage in this activity.

9.10 CURRENT PREVALENCE OF PROBLEM GAMBLING AMONG INTERACTIVE GAMBLERS

Evidence suggests that there is a clear, albeit complex, relationship between increasing availability of gambling opportunities and increased levels of related problems (Adams, Sullivan, Horton, Menna, & Guilmette, 2007; LaPlante & Shaffer, 2007; Reith, 2012; Sevigny, Ladouceur, Jacques, & Cantinotti, 2008; Storer, Abbott, & Stubbs, 2009; Welte et al., 2004). Consequently, it has been asserted that interactive modes of gambling may lead to the development or exacerbation of gambling problems due to the greater accessibility to gambling opportunities that these modes provide (Gainsbury & Wood, 2011; Griffiths et al., 2009).

Internationally, problem gambling prevalence rates range from 0.2% to 2.3% (Fong, Fong, & Li, 2011; Petry, 2005; Productivity Commission, 2010; Shaffer, LaBrie, LaPlante, Nelson, & Stanton, 2004; Wardle et al., 2011). The last national problem gambling prevalence survey conducted by the Productivity Commission (1999), estimated that about 1% of adults experience severe levels and 1.1% experience moderate levels of problems with their gambling (Productivity Commission, 1999).

From the current study, the estimated percentage of problem gamblers in the adult population was 0.6%. As different measurement instruments are used in the prevalence surveys it is difficult to draw firm conclusions about changes over time and make comparisons between results. However, the levels of problem gambling reported are similar to previous prevalence estimates and international surveys, and suggest that the overall prevalence of problem gambling appears to be relatively stable.

The telephone survey found that, among those who had gambled in the past year, nearly one-fifth reported at least some negative consequences from their gambling, including 6% of all gamblers who reported moderate gambling problems. This represents a greater proportion of Australian adults experiencing moderate levels of harm than in previous surveys, although again, comparisons must be made with caution.

Based on the telephone survey, the overall problem gambling prevalence rate among interactive gamblers was three times higher than the rate of gambling problems among non-interactive gamblers. Interactive gamblers were also more than twice as likely to be classified as being at moderate risk of gambling problems and low-risk gamblers, in comparison to non-interactive gamblers. The results of the online survey produced somewhat discrepant results, interactive gamblers were approximately twice as likely to be classified as low or moderate risk gamblers, based on the PGSI, than non-interactive gamblers, but there were no significant differences in rates of problem gamblers. These findings are similar to results from a previous online survey of Australian gamblers

conducted by several of the authors of this report (Gainsbury, Hing et al., 2011). Interactive gamblers had significantly higher problem gambling severity scores than non-interactive gamblers for both surveys, although the average PGSI score for interactive gamblers in the online survey was lower than in the telephone survey, while similar average rates were observed for non-interactive gamblers.

Importantly, causation cannot be determined from these results. These findings indicate that these forms of interactive gambling may be more attractive to those with gambling problems, or possibly that in their interactive form they represent greater risk for the development of gambling problems. As greater engagement in various gambling activities was predictive of greater problem severity, these results may reflect the tendency for interactive gamblers to be highly involved gamblers. The different methodologies used for the surveys and recruitment methods are likely to have contributed to the differences in problem gambling rates observed (Williams & Volberg, 2009; 2012). Due to the relatively low number of interactive problem gamblers included in both samples, caution is warranted in interpreting the results.

As mentioned above, the absolute number of individuals who gamble online and are experiencing significant gambling problems is not great, and is much lower than the number of Australians experiencing gambling harms unrelated to interactive gambling. This is also reflected in the low proportion of individuals presenting for treatment for gambling problems related to interactive gambling. However, the purpose of prevalence studies is not to focus on the rates of problem gambling, which are already recognised as an important public health issue (Shaffer et al., 2004; Young, 2013). Rather, epidemiological research now needs to focus on the incidence of disordered gambling so that prevention efforts are informed (Shaffer & LaPlante, 2013). Given the myriad of factors that are associated with gambling problems, research is needed to identify areas where researchers and policy makers should concentrate their efforts. This research demonstrates that interactive gambling is an important factor to be included in developing prevention and treatment policies as gamblers who engage in this activity have some unique characteristics.

9.10.1 GAMBLING FORMS CONTRIBUTING MOST TO GAMBLING PROBLEMS

It is widely accepted that different gambling activities pose variable risks, with factors such as bet continuity, rapidly determined outcomes, high stake size, betting with credits, high accessibility and availability, perception of skill, captivating lights and sounds, and gambling environments with few distractions, contributing in various measures to the 'addictive' potential of gambling activities (Breen & Zimmerman, 2002; Delfabbro & King, 2012; Dowling, Smith, & Thomas, 2005). Research shows that EGMs appear to be particularly related to gambling problems with approximately 80% of people presenting for gambling treatment reporting problems with this form of gambling, while 15% of regular EGM players are estimated to be problem gamblers (Productivity Commission, 2010). Consequently, a large proportion of public health strategies have focused on this gambling activity.

Results from the online survey found that moderate risk and problem gamblers who engaged in interactive gambling were most likely to report problems relating to race wagering, followed by EGMs and sports betting. In comparison, moderate risk and problem gamblers who did not engage in interactive gambling were most likely to report problems with EGMs. Due to the low numbers of moderate risk and problem gamblers included in the telephone survey caution is required in interpreting results from this sample. However, both interactive and non-interactive gamblers in this sample reported problems being most likely related to EGMs. Similarly, interactive gamblers appeared more likely to report problems related to sports and race wagering as well as poker, than non-interactive gamblers.

These results are consistent with previous studies in finding that EGMs have a strong relationship with gambling problems. This suggests that these games may have structural characteristics that represent greater risk for problems among gamblers. The findings are also consistent with previous Australian research finding that problem interactive gamblers were more likely to gamble on sports than problem land-based gamblers (Gainsbury, Russell, Wood et al., 2013). Causation cannot be determined from these results, which in isolation do not specify the mode through which the problematic gambling activity was conducted.

Information provided from the various state-based treatment services demonstrated that interactive modes of gambling are responsible for a minority of gambling problems in Australia for which formal treatment is sought. This is consistent with reports from problem and moderate risk gamblers in the telephone and online surveys. The information provided from treatment agencies is not representative of all problem and moderate risk gamblers, as only a minority of those with gambling problems seek help, and of those who do, not all seek help through gambling help services. However, the information is consistent with reports that gamblers who attribute their problems to interactive gambling may have less severe gambling problems, as indicated by the difference in gambling-related consequences described below.

9.11 COMORBID MENTAL HEALTH AND SUBSTANCE USE

Problem gamblers experience high levels of comorbid mental health problems, including depression, anxiety and substance use disorders (Hodgins, Stea, & Grant, 2011; Lorains, Cowlshaw, & Thomas, 2011). Studies have also found higher rates of smoking and alcohol consumption, as well as substance abuse or dependence, among interactive as compared to non-interactive gamblers (Gainsbury, Wood et al., 2012; Griffiths et al., 2009; Wood & Williams, 2010). However, the relationships between interactive gambling, gambling problems and other mental health issues are still unclear.

Greater psychological distress predicted gambling problems in the telephone survey, which may reflect greater psychological comorbidities that contribute to gambling as a means of coping or escape, or distress caused by experiencing gambling problems. Interactive gamblers had higher rates of psychological distress than non-interactive gamblers in both

surveys. Furthermore, experiencing higher levels of psychological distress was predictive of being an interactive gambler in the online survey. However, the scores did not reach clinically significant levels indicating that, on average, gamblers were not experiencing significant comorbid mental health issues at the time of the survey. Further investigation of psychological distress in the online survey found that a greater proportion of interactive gamblers attributed their symptoms to their gambling and reported other negative consequences related to their gambling, such as life being less enjoyable, having difficulty controlling their gambling, preoccupation with gambling and gambling to escape worries.

Similarly, interactive gamblers were more likely to attribute some interpersonal problems and difficulties in performing at work to their gambling as well as financial problems. These results are likely related to the greater levels of problem gambling severity reported by interactive as compared to non-interactive gamblers and were not specifically related to interactive modes of gambling. Several interview participants discussed how they used interactive gambling to cope with isolation, boredom, depression, anxiety and poor social support, demonstrating the relationship between psychological distress and problematic gambling.

Non-interactive gamblers were more likely to report some gambling-related consequences that are arguably more serious than those reported by interactive gamblers, including a major relationship breakup, losing contact with children, changing or losing their job, declaring bankruptcy and loss of savings. These reports are not surprising given the known significant negative consequences of problem gambling on individuals, their families and the community (South Australian Centre for Economic Studies, 2005). As non-interactive gamblers were most likely to report problems related to EGMs, these results may suggest that this gambling activity accounts for the most substantial gambling-related harms in Australia. However, as stated previously, causality cannot be determined from these cross-sectional studies.

Results from the telephone survey found that interactive gamblers had higher rates of tobacco, alcohol and illicit drug use than non-interactive gamblers. However, interactive gamblers in the online survey were significantly less likely to consume alcohol when gambling. Furthermore, interactive gamblers in the online survey were less likely to drink alcohol and smoke when gambling interactively than when doing so in land-based venues, indicating they were unlikely to be using interactive modes to avoid smoking restrictions. Higher rates of drinking alcohol when gambling in venues may indicate that alcohol availability or social norms may increase intake during gambling, despite the capacity for unrestricted consumption during interactive gambling in private settings. As illicit drug use was a significant predictor of having greater levels of gambling problems, this may indicate that problem gamblers are also more likely to use illegal drugs and develop substance use problems, as well as having a greater propensity for risky behaviour, although causality cannot be determined. Conversely, those who are at risk for gambling problems may engage in a range of risk-taking behaviours, for example due to high levels of impulsivity or affective dysregulation (Leeman & Potenza, 2012).

9.12 CONTRIBUTION OF INTERNET GAMBLING TO PROBLEM GAMBLING IN INTERACTIVE GAMBLERS

In both the online and telephone surveys, participation in interactive gambling did not significantly predict greater problem severity, suggesting that other factors make a greater contribution to gambling problems.

Results from the online survey found that interactive moderate risk and problem gamblers were most likely to attribute their gambling problems to interactive forms, with approximately half citing computer-based online gambling as the central cause of problems. However, approximately one-third of interactive moderate risk and problem gamblers reported that their problems were related to land-based gambling, which was the gambling medium cited by the majority of land-based moderate risk and problem gamblers. Respondents in the telephone survey were similarly more likely to cite interactive modes as contributing to their problems if they were classified as interactive gamblers; however, over half of the interactive moderate risk and problem gamblers in the telephone survey reported their problems being related to land-based gambling. A small proportion of non-interactive gamblers reported that they had problems relating to interactive forms. This may suggest that some moderate risk and problem gamblers may have gambled online prior to the past 12 months, or that they inaccurately responded to an earlier question.

Similarly to the results provided from the telephone and online surveys, information provided from the treatment agencies indicated that interactive modes of gambling contribute to only a small proportion of clients who seek help. Although treatment-seeking gamblers are not representative of the population of moderate risk and problem gamblers, these results confirm the findings from the other surveys showing that participation in interactive gambling does not currently seem to be sufficient to cause widespread gambling problems.

To address the question of the contribution of interactive gambling to problems, moderate risk and problem gamblers in the telephone and online surveys were asked about the timeframes for the development of problems. Both surveys were consistent with just over half of moderate risk and problem interactive gamblers reporting that they had experienced gambling problems before they ever gambled online. For these participants, the majority either disagreed that interactive gambling had exacerbated their problems, or neither agreed nor disagreed. One-third of interactive moderate risk and problem gamblers in the telephone survey who had problems before they first gambled online stated that interactive gambling had exacerbated their problems, which was reported by only 21% of equivalent respondents in the telephone survey. Similarly, around one-third of the interactive gamblers in the treatment-seeking sample described a gradual, but not complete, progression from land-based to interactive modes of gambling. For these players, their gambling had increased as a result of greater engagement with interactive modes. Several of these participants reported experiencing wins early on, which encouraged them to continue to gamble online.

These findings suggest that a substantial proportion of those who have gambling problems and engage in interactive gambling had existing problems that were unrelated to online gambling. Of these problem and moderate risk gamblers, interactive gambling largely did not exacerbate their problems. Taken with the results from the most problematic gambling forms, these players are likely to include those who reported their problems were predominantly related to land-based venues and EGM gambling. These problematic EGM players may also engage in interactive modes of gambling, but EGMs continue to be the central cause of their problems. For some interactive gamblers in the treatment-seeking interview sample, interactive gambling was a way for them to continue to gamble, but in a less problematic way as their problems were related to EGMs. Others reported that they could bet on some types of online gambling sites, but avoided others and land-based venues where they tended to lose control.

For those interactive gamblers who stated that they developed problems after they first gambled online, a substantial proportion of these participants, in both the online (47%) and telephone survey (88%), were likely to agree that interactive modes of gambling contributed to these problems. These participants likely represent those who stated interactive modes of gambling were the most problematic, which may also be related to the use of interactive modes of race and sports wagering. Of the 31 treatment-seeking respondents interviewed, only three stated that their first experience of gambling was with interactive modes. These participants reported starting interactive gambling based on the experiences of friends and because it was legally accessible. For these participants, their gambling quickly became excessive and was related to the constant accessibility and continuous betting possible. The features of interactive modes of gambling that contribute to problems are discussed below.

9.12.1 PREDICTORS OF INTERACTIVE PROBLEM GAMBLERS

The online and telephone survey results were analysed to identify characteristics that statistically predicted greater problem gambling severity among interactive gamblers. The intent of these analyses was to ascertain whether interactive problem gamblers have particular risk factors, which may or may not be similar to risk factors that have been recognised in relation to non-interactive gambling.

Both approaches used found that males, younger interactive gamblers and non-English speakers were more likely to have higher PGSI scores. The online survey found that married interactive gamblers had lower levels of gambling problems. The telephone survey found that interactive gamblers who believe the harms outweigh the benefits of gambling are more likely to be experiencing gambling problems and the online survey found those with greater levels of gambling problems had higher levels of psychological distress.

In terms of gambling behaviour, the online survey found that wagering on sports, races and games of skill as well as poker and EGM gambling was predictive of greater problem gambling severity among interactive gamblers. The telephone survey found that greater

gambling participation was related to higher gambling problems among interactive gamblers.

Comparisons of moderate risk and problem interactive and non-interactive gamblers enable further insight into the impacts of interactive modes of gambling on related problems. Analysis of the online survey found that moderate risk and problem interactive gamblers were more likely to be younger, male and married in comparison to moderate risk and problem non-interactive gamblers. Similarly to the predictors of problem gambling severity amongst interactive gamblers, moderate risk and problem interactive gamblers were more likely to bet on sports and races as well as poker, as compared to non-interactive gamblers. In contrast, non-interactive moderate risk or problem gamblers were significantly more likely to bet on electronic gaming machines, drink alcohol while gambling and have higher levels of psychological distress compared to interactive moderate risk and problem gamblers.

The information provided from treatment agencies presents a similar profile of gamblers reporting problems associated with interactive modes. Treatment-seeking interactive gamblers were mostly males, aged between 18 and 39 years. The most common forms of problematic gambling reported by this cohort were sports betting and race wagering.

These results are consistent with previous surveys of Australian gamblers (Gainsbury, Wood et al., 2012; Gainsbury, Russell, Hing et al., 2013). Younger gamblers are not only more likely to engage in Internet gambling, but are also more likely to experience significant problems. This is consistent with previous research identifying young adults (aged 18-29) as the age cohort most at-risk for gambling problems in Australia (Productivity Commission, 2010). These results may indicate that interactive gambling facilitates problem gambling amongst a potentially vulnerable population. Subsequently, use of interactive gambling amongst young adults is an area that warrants further attention. Being married was related to lower levels of gambling problems among interactive gamblers overall, however, married interactive gamblers were more likely to have problems than married non-interactive gamblers. The mixed findings in relation to being married as a protective and risk factor require further investigation.

Non-English speakers also had elevated rates of interactive gambling problems, which is similar with previous Australian and New Zealand research showing higher rates of gambling problems among culturally and linguistically diverse groups (Clarke et al., 2006; McMillen, Marshall, Murphy, Lorenzen, & Waugh, 2004; Productivity Commission, 2010; Raylu & Oei, 2004). These results may suggest that cultural factors are related to a likelihood of gambling excessively, that certain features of interactive gambling are particularly problematic for culturally diverse populations, or that gambling is used to manage negative emotions related to immigration and cultural displacement (Currie et al., 2012; McMillen et al., 2004; Stevens, Golbebiowska, & Morrison, 2010).

The results also suggest that the problematic impact of multiple gambling activities, rather than specifically engaging in interactive gambling, may be related to negative consequences

of gambling for interactive gamblers. This is consistent with previously reported findings that overall gambling involvement is related to problem gambling severity (Holtgraves, 2009; LaPlante et al., 2009; Philander & MacKay, 2013). Several participants in the treatment-seeking sample reported that the ability to bet on multiple gambling activities online increased their gambling to excessive levels. As discussed above, sports and race wagering, as well as poker appear to be related to gambling problems amongst interactive gamblers. Participants in the treatment-seeking sample discussed how in their interactive forms, sports betting was so easily accessible and provided many options, that they increased their gambling as a result of the ability to be able to continuously place bets at any time of the day. Similarly, interactive gamblers reported that the multiple options for poker meant that they could always find a table to play on. Treatment-seeking interactive gamblers also described how the speed of play and lack of limits made online forms of gambling more problematic than their land-based counterparts. As wagering and poker are widely used in their interactive forms, particularly in comparison to EGMs, these may represent important targets for consideration in terms of their contribution to gambling problems.

As participation in interactive gambling appears to be relatively recent and increasing, it is possible that related problems might increase over time with increased participation in this activity. However, there is currently insufficient evidence to conclude that interactive gambling is causing higher levels of gambling problems. It is likely that the higher levels of gambling problems found amongst interactive gambling are indicative of more intense gambling activity, which may be facilitated by interactive, as well as land-based modes. Further investigation and consideration of conceptual models is required to determine whether the causal pathway to the development of gambling problems differs between interactive and non-interactive gamblers.

9.12.2 CHARACTERISTICS OF INTERACTIVE GAMBLING THAT CONTRIBUTE TO PROBLEMS

Although causality of gambling problems cannot be determined from this study, each stage included consideration of how interactive modes of gambling may contribute to problems. Amongst the general population interview respondents, one in four reported that their interactive gambling had increased over time and of these over half were experiencing some gambling-related problems.

The disadvantages to interactive gambling reported by participants in the online survey demonstrates that some of the features that make this mode of gambling advantageous, may also represent risks. Specifically, 15% reported that interactive gambling was more addictive than land-based forms. Several interview participants from the general population sample reported specifically taking actions to reduce their interactive gambling due to realising the extent of their gambling and the negative consequences. For example, some respondents indicated that they had established exclusions or limitations from gambling sites due to their inability to control their gambling. Some interactive gamblers in the treatment-seeking sample discussed their mixed opinions about interactive gambling; many

of these participants enjoyed the activity, and reported that it had initially been a positive experience. However, most discussed how their interactive gambling had gotten out of control resulting in financial problems, isolation, psychological issues and relationship difficulties.

Availability, convenience, and ease of access

One-fifth of interactive gamblers in the online survey reported that this mode of gambling was too convenient, and that this was a significant disadvantage in comparison to land-based gambling. Results from both the telephone and online surveys found that for a notable minority of gamblers, interactive gambling disrupted sleeping and, to a lesser extent, eating patterns. Several respondents in interviews indicated that the constant accessibility and ease of access led them to gamble more often than when they had to visit a physical venue to gamble. This included gambling on an increasing number of activities and betting on a greater number of events. Using a mobile or other wireless device was specifically mentioned as contributing to excessive gambling as these made gambling constantly and easily accessible, reducing barriers when the urge to bet struck. The availability of information online allowed some gamblers to learn more about different types of gambling and betting fields, leading to increased betting.

Numerous participants in both the general population and treatment-seeking samples discussed that the convenience of interactive gambling, combined with isolation and boredom, contributed to their problematic gambling. Several participants in the treatment-seeking sample had mobility constraints that made it difficult for them to visit gambling venues. This suggests that isolation, mental health issues, loneliness, and poor social support may be risk factors for problematic online gambling. However, some interactive gamblers in the treatment-seeking sample also discussed how their interactive gambling had led to social isolation, demonstrating the bi-directional effect of interactive gambling on social support and levels of psychological distress. Several participants in the treatment-seeking sample noted that their problems were related to EGMs. For these individuals, they gravitated to online gambling when they couldn't visit venues or returned from visiting venues.

The impact of electronic funds, online accounts and gambling with credit

The majority of interactive gamblers in the telephone and online survey reported that using electronic means to gamble (e.g., credit cards and money transfers) had no impact on the amounts they were spending. However, a substantial minority (17% in the telephone survey and 12% in the online survey) reported that the use of electronic funds increased their spending. These results are of obvious concern given that greater gambling expenditure is associated with gambling problems (Wood & Williams, 2011). Results from the online survey found that 31% of interactive gamblers reported that it was easier to spend money online, which was cited as a disadvantage to this mode of gambling.

Explaining these results, interactive gamblers interviewed in the general population sample reported that having an account with funds made it very easy for them to gamble further,

particularly if they were encouraged through email notifications of upcoming events such as lottery draws and promotions. Several participants stated that once they accessed their account they tended to bet more money than intended. Other participants reported losing track of their expenditure during sessions as gambling online with 'numbers on a screen' is often not perceived as representing real money. Various responses from both problem and non-problem gamblers, clearly demonstrated that gambling with digital currency has lower psychological value than cash and could lead to spending more than intended (Corney & Davis, 2010; Griffiths, 2003; McCormack & Griffiths, 2012a). Numerous respondents in both interview samples discussed how they gambled many times the amount online than they would have in venues and that compared to cash, virtual currency was extremely easy to spend and lose track of.

Greater expenditure was also attributed to the ease of being able to deposit money repeatedly into an account, through automatically linked credit or debit cards and bank accounts, reducing any 'cooling off' period that gamblers may have. Several gamblers expressed concerns that the ease of depositing funds into an online gambling account increased opportunities to chase losses. Some players directly compared the access to credit with having to visit an ATM in a gambling venue and see an account balance, or being able to leave a card at home, which were methods gamblers could use to limit their expenditure in land-based venues that were not possible online. Similarly, when wins are deposited automatically into an online account, rather than being transferred to an external account, this increased the likelihood of gamblers spending this money.

Numerous participants interviewed expressed concerns regarding the provision of credit by online operators, including low and high risk gamblers. Participants stated that the ability to apply for credit was clearly advertised on gambling sites, which was viewed as inappropriate as there were no measures to test whether this would be affordable for customers and may be enticing for problem gamblers. Related to this were concerns about the ability to use credit cards to deposit funds into accounts, which enabled customers to gamble on credit, resulting in debts. Several participants in the treatment-seeking interview sample reported having accumulated thousands of dollars of debt through various means of credit that was easily available to them.

Privacy and anonymity

As also found in previous research (Gainsbury, Wood et al., 2012; McCormack & Griffiths, 2012a; Williams, Wood et al., 2012), the privacy and anonymity of interactive gambling was reported to be a risk factor by several participants in the general population interview sample. Participants stated that, compared to a land-based venue where other customers or staff members may intervene, gambling online at home had no safeguards to prevent excessive play. This led to lower levels of guilt or perceived accountability and stigma, including for the time spent gambling, total amount gambled and size of bets. The anonymity of gambling online made both problem and non-problem players feel more comfortable in continued gambling than participants felt they would be if gambling in the same manner in a venue. Several participants in the treatment-seeking sample also

reported that the privacy of interactive gambling allows them to play without others to influence them and helped them to hide their gambling from family members. Participants also noted that the absence of scrutiny from others meant that they also did not have to acknowledge their behaviour and this facilitated their denial of problems and continued gambling. These responses indicate that the presence of other people in venues was a protective factor for many gamblers, even if other people did not directly intervene, as it made gamblers more aware of and conscious of risky and excessive gambling.

Related to the privacy of gambling from home, several interview participants discussed the negative influence of alcohol when gambling online. Although interactive gamblers overall appeared less likely to consume alcohol when gambling, and this was more characteristic of land-based moderate risk and problem gamblers, clearly some individuals gamble when intoxicated. Interview participants described how the availability of interactive gambling may result in individuals gambling when drunk, chasing losses and betting more than intended. Several participants in the treatment-seeking sample also described how gambling by themselves often led them to have dissociative experiences where they lost awareness of time and what they were doing. This is similar to reports from problematic EGM players (Diskin & Hodgins, 1999).

Advertising and promotions for online gambling

Numerous respondents in the general population interview sample reported seeking out promotional offers that matched their deposits or bets, which were considered 'free' bets. A small number of participants in the treatment-seeking sample also had positive views of promotional offers, which were viewed as a chance to win extra money or as a legitimate marketing device. Promotional offers of credit generally have terms and conditions that require funds to be gambled multiple times and are made based on considerations that ongoing promotions will likely lead to ongoing betting. The play-through required was specifically noted by some of the treatment-seeking interactive gamblers as a mechanism used by operators to increase gambling and encourage ongoing deposits and continued play. Although some respondents in the interview samples did not indicate that these offers increased their betting, others indicated that promotions often led them to place bets they would not have otherwise. In these cases, some gamblers reported that their frustration at losing the bets may result in them chasing losses. Other participants reported spending more of their own money in an effort to gain additional credit and through the requirements to gamble with these offers.

Frequent email promotions were also mentioned by general population interactive gamblers as contributing to individuals gambling more than intended, including emails for wagering and lottery operators such as notification of upcoming events with suggestions and reminders for bets. Several participants expressed concerns that promotions and offers were intentionally used by operators to unduly induce customers to bet more than intended and particularly targeted vulnerable individuals, including those with gambling problems. Concerns about email and pop-up online advertisements were widely voiced by participants in the treatment-seeking interview sample. These were viewed as excessive and predatory

as they were often displayed when individuals were pursuing unrelated online activities. At least one participant in the treatment-seeking sample reported significant difficulties in opting out of promotional emails and closing his account.

This study's findings are somewhat at odds with previous research (Binde, 2009), which suggested that advertising of online gambling advertising aims primarily to attract customers from competitors rather than to induce new users to try a new gambling activity or old customers to gamble more. While the current study found that some participants seek the best bonuses by shopping around amongst competitors, it also found that advertising is reported to increase overall gambling consumption. While prior studies of gambling advertising have generally concluded that it has a marginal impact on gambling behaviour and problem gambling (Binde, 2007, 2009; Mizerski & Mizerski, 2001; Mizerski, Miller, Mizerski, & Lam, 2004), the current study suggest that this impact may be different for Internet gambling. Research is needed to confirm this and to determine whether any differences are due to the nature of the online gambling environment, the characteristics of Internet gamblers or the nature and extent of the advertising.

Distinction from land-based forms

Several of the ways in which interactive modes of gambling are different from their land-based counterparts have already been discussed. Many of these were described by the interactive gamblers in interviews; online gambling sites provide easy access to a wide range of gambling options, and bet types, which often led gamblers to increase their gambling participation across and within gambling activities. Unlike land-based venues, particularly for poker and wagering, there was no need to wait for the next table or event to bet on, as international operators offered continuous betting, making these types of gambling more continuous than traditional forms. Interactive gamblers also described how the speed of interactive gambling was considerably quicker than in land-based venues, which led to losing money quickly and placing more bets. The speed also reduced the time that they had to consider their bets. Online gambling sites also have few limits on the amounts that can be bet, unlike land-based venues. Some participants described being able to bet \$25 per line on EGMs and thousands on races or sporting events, losing money very quickly as a result.

9.13 HELP-SEEKING AND RESPONSIBLE GAMBLING

9.13.1 HELP-SEEKING BEHAVIOURS OF INTERACTIVE GAMBLERS

Despite the severe negative consequences of gambling and comorbid health and mental health issues, few problem gamblers (less than 10%) seek help from professional sources (Evans & Delfabbro, 2005; Gainsbury, Hing, & Suhonen, 2013; Suurvali, Hodgins, Toneatto, & Cunningham, 2008). The availability of resources and tools to assist players to gamble responsibly was not a priority for most interactive gamblers. Only 4.2% of interactive gamblers who participated in the online survey stated that access to responsible gambling tools and resources was important to them when selecting an online gambling site.

However, a small proportion (5.8%) did state that the lack of responsible gambling measures available was a specific disadvantage to interactive gambling as compared to land-based forms.

Both the telephone and online survey found that around three-quarters of moderate risk and problem gamblers had not considered seeking help in relation to their gambling. Interactive moderate risk and problem gamblers in the online survey were significantly less likely to report having sought help in comparison to non-interactive gamblers, with only one-fifth of interactive gamblers reporting having sought help. The rates of help-seeking were much lower in the online survey than those reported by respondents in the telephone survey, with approximately two-thirds of moderate risk and problem gamblers reporting that they had sought help for their gambling. The rates of help-seeking reported by those in both surveys are much higher than those found in an international sample of interactive and non-interactive gamblers (Wood & Williams, 2011). However, the international study did not specifically include self-help options and informal support, which are the most popular help-seeking strategies used by Australian gamblers in the telephone survey.

A greater proportion of non-interactive gamblers had used self-help strategies in the online survey, although this was also one of the most likely help-seeking actions of interactive gamblers, as well as using informal sources such as family and friends, rather than formal or professional sources of help. Similarly, self-help was the most popular option reported by gamblers in the telephone survey. This is consistent with findings from a recent study of Australian gamblers (Gainsbury, Hing et al., 2013; Hing, Nuske, & Gainsbury, 2012) which found that problem gamblers were reluctant to seek help due to a desire to solve the problem on their own and experienced significant barriers related to denial of problem severity. These reasons for using self-help strategies were also reported by interactive gamblers in the treatment-seeking sample.

In addition to help from informal sources, moderate risk and problem gamblers in the online survey also reported using more formal help-seeking strategies including using a gambling helpline, a face-to-face gambling counsellor and self-exclusion from a land-based venue. Only a minority of participants reported self-excluding from an interactive gambling site. Approximately half of the participants in the treatment-seeking sample reported challenges in seeking help for their gambling problems. Several discussed having to wait a long time for an appointment to see a gambling counsellor, that services were not helpful or meeting their needs, and the lack availability of appropriate support, particularly outside traditional office hours. Some interactive gamblers also felt that their doctor, friends and family would not understand what they were going through and be supportive.

Despite some negative experiences, the vast majority of interactive gamblers in the treatment-seeking sample reported that their experience with various formal and informal help had been beneficial, at least to some degree. The most helpful features of their support were noted to revolve around financial management, sharing experiences, increasing personal control, being made accountable for their actions, and addressing problematic

behaviours. These features could be incorporated into formal support, such as talking with a counsellor weekly, informal support, such as a peer-to-peer discussion forum or group, or through friends and family, such as having money managed by a trusted person. Self-help strategies described by treatment-seeking interactive gamblers included limiting spending, getting rid of credit cards and using blocking software or self-exclusion orders. Some participants discussed the importance of combining support from various sources to reinforce changes in behaviours. One-third of the interactive gamblers in the treatment-seeking sample noted that online gambling websites and mobile platforms should provide prominent and direct links to sources that can provide immediate help.

Some differences were observed between interactive and non-interactive gamblers in terms of their preferred mode of treatment-seeking. Both groups in the online survey were most likely to report using a face-to-face service to seek help as a preference. These results were consistent with the telephone survey, although in this survey non-interactive gamblers were significantly more likely to prefer this mode of help-seeking as compared to interactive gamblers. Interactive gamblers in the online survey were more likely to report a preference for seeking help from an online service, while non-interactive gamblers were more likely to use a telephone service.

Consistent with the finding that only around one-quarter of moderate risk and problem gamblers in the online survey had sought help for their gambling problems, over one-third reported that they would not seek help in the future. These findings confirm that many gamblers experiencing harms are unlikely to seek help, particularly from a professional source. Nonetheless, the results show the importance of providing a range of resources for gamblers, including self-help and professional support, as well as resources for friends and family members of gamblers through online, telephone and land-based modes to assist those who are interested in being supported.

9.13.2 CONTROL STRATEGIES USED FOR INTERACTIVE GAMBLING

Only a minority of interactive gamblers in the online survey reported that they looked for the ability to set limits when selecting an interactive gambling site. Nonetheless, nearly two-fifths of the interactive gamblers interviewed in the general population sample reported that they had limits in place for their online gambling, and the majority of these individuals were experiencing some gambling-related problems. Participants reported using formal resources, including optional limits made possible by online operators, exclusion orders and software to block access to online gambling sites.

However, most participants in the general population sample who set limits did this via informal means. Some restricted their gambling to a certain portion of the funds in their account or took steps to ensure that their accounts only had a limited amount that they could access to gamble. Other participants reported setting monetary budgets for themselves for a week, and relying on self-control and discipline to stick to their budgets. Gamblers categorised as low and high risk for gambling problems used these strategies.

However, several participants, the majority of whom were experiencing some gambling-related harm, reported that attempts to self-limit their interactive gambling had failed. Participants (from the general population sample) reported chasing losses, losing control due to the ease of depositing and betting, gambling more than intended when drunk, and in response to continuous email advertising.

Participants in the treatment-seeking sample had a greater variety of responses in relation to the control strategies they used. Many reported that strategies were not effective in the peak of their gambling problems. Some gamblers, similar to the general population sample, used informal limit setting. Participants reported aiming to withdraw funds at pre-determined intervals (such as after winning a certain amount) or to have dollar budgets in mind for their bets or deposits; however, these were reported to be generally ineffective. For example, several participants reported that they would install blocking software or place limits on their accounts, but that these were always easy to get around, change or remove.

Several participants in the treatment-seeking interview sample reported greater success following using formal help resources. These participants had successfully enacted deposit limits, excluded themselves from their online accounts, or installed blocking software. Several of these participants noted that they had help from a friend or counsellor to assist them in stopping or limiting their gambling. One participant reported that she had successfully applied for her bank to stop her from transferring money into her online account, which made her interactive gambling more easily controlled than her land-based gambling due to the availability of ATMs.

Little previous research has examined control strategies used by interactive gamblers. One study of 25 British female Internet gamblers (Corney & Davis, 2010) identified control strategies they used as playing single rather than multiple games, determining financial limits and game strategies before commencement, staking small amounts, and not chasing losses. Another study found that users of one online gambling site's self-limit deposit feature tended to reduce their gambling activity overall (Nelson et al., 2008).

9.13.3 RESPONSIBLE GAMBLING MEASURES

Research has shown that Internet gamblers embrace certain responsible gambling strategies, such as monetary limits and pop-up messages, and consider them to be effective in controlling problematic gambling (Auer & Griffiths, 2012; Gainsbury, Parke et al., 2013; Monaghan, 2009; Nelson et al., 2008; Wood & Griffiths, 2008). Nevertheless, fewer than 4% of interactive gamblers in the online survey reported that the availability of responsible gambling tools and resources was an advantage of interactive gambling over land-based modes, however, only 6% reported that the lack of responsible gambling measures was a disadvantage. Despite this seeming lack of regard for responsible gambling tools, 60% of interactive gamblers in the general population interview sample and 68% of those in the treatment-seeking sample considered that interactive gambling requires more responsible gambling measures than land-based modes. The reasons provided to justify this opinion

included that there were no controls or limits on expenditure online, which combined with the ease of accessing the sites, accounts and credit, meant that people could gamble excessively.

Over half of those in the general population sample and two-thirds of the treatment-seeking interactive gamblers interviewed reported they perceived interactive gambling sites did not do enough to protect customers from harm. Several participants specifically stated that the interactive gambling environment is not very responsible, although others considered that interactive gambling was just like other modes of gambling and a combination of protection measures and personal responsibility was necessary to reduce problems.

The responsible gambling strategies suggested by the interview participants that should be offered by online operators included limits, warnings and information about seeking help, removal of credit betting capabilities, and the identification of problematic players based on account data. Treatment-seeking interactive gamblers also suggested that there should be limits on promotions, improved self-exclusion options and information, and immediate and more thorough identification checks. Suggestions for limits included limits on the number of deposits per day (just one), as well as loss limits, and that limits should be automatically low, and customers would have to demonstrate they could afford higher limits to have these raised. Several participants commented that self-exclusion options were too difficult to find and implement, that these should be accessible through mobile platforms, and that exclusion orders should be more difficult to reverse. Participants suggested that warning signs and information about problem gambling and help available, including self-exclusion options, should be more noticeable. The use of intelligent messaging at key intervals, such as before placing a bet or following a period of high betting activity, was suggested. Both limits and messages were discussed in relation to the need for greater checks by the gambling operator as to whether customers can afford to gamble at high levels.

Despite these recommendations, participants acknowledged that gamblers could easily avoid responsible gambling measures by gambling on multiple sites. Several participants also stated that people could gamble excessively online and in land-based venues and that individuals had to take responsibility for their own gambling.

9.14 LIMITATIONS

Comparisons with previous surveys, including the 1999 Productivity Commission findings, must be made with caution as different measures of problem gambling were used. The Productivity Commission (1999) used an adapted version of the South Oaks Gambling Screen (Lesieur & Blume, 1987) whereas the current study used the Problem Gambling Severity Index (Ferris & Wynne, 2001) to estimate the prevalence of problem gambling in the Australian adult population. Additionally, the current study's sample size was more constrained than is typical in prevalence studies as the main focus of the telephone survey was on interactive gambling rather than problem gambling prevalence. Respondent inclusion was limited to those who agreed to participate in this research and self-report was

used to determine gambling participation and problem gambling severity. There is some evidence that population prevalence rates of problem gambling are higher in face-to-face as compared to telephone surveys (Williams & Volberg, 2009); however, this has not been demonstrated in Australia. Nonetheless, it is possible that those who consented to participation deviate from the general population in some way which could not be controlled for.

Although the telephone survey asked 15,006 Australians about their gambling participation, only 2,010 completed the entire survey, with results from this sub-sample extrapolated to the wider population. Given the low proportion of interactive gambling in the population, a large number of people had to be included to ensure a sufficient sample of interactive gamblers. The number of interactive problem gamblers included was insufficient to enable detailed investigation of this subgroup. Furthermore, oversampling a particular population may have biased the total sample included, although weighting was used to make the sample as representative as possible.

Only landline telephones were included in the survey. Comparison of telephone survey methodologies indicates that, although participants recruited via mobile phones who did not have landlines were less likely to have gambled in the past year, they were more likely to endorse some lifetime gambling problems than participants recruited through landlines (Jackson, Pennay, Dowling, Coles-Janess, & Christensen, in press). However, this previous study did not find any significant differences between the populations of landline, mobile and mobile phone only users on levels of interactive gambling (Jackson et al., in press). Nonetheless, even if the problem gambler rates are several times higher among the mobile phone only users not represented in these results, the very small number of people in these groups relative to the general population means that only small adjustments would be needed to account for these.

The online survey was conducted to gain a larger sample of interactive gamblers to allow more detailed analyses of this sub-group of gamblers. The sample was self-selecting and may have been biased due to the recruitment methods used. However, the online survey data were weighted against key variables in the telephone survey, to make results as representative as possible of the Australian adult population of gamblers.

Research indicates that individuals perceive and report gambling expenditure in different ways and that in general, retrospective estimates of gambling expenditures appear unreliable (Wood & Williams, 2007). The wording for questions on expenditure was based on evidence suggesting optimal results. However, the sum of spend for each form of gambling was only weakly correlated with overall reported spend, indicating that participants are not very consistent at reporting their net wins and losses.

Limitations also apply to the qualitative aspects of this study. Our small purposive interview samples limit the generalisability of the qualitative findings. However, qualitative research does not aim to generalise, but instead seeks to reveal meaningful insights into how experiences are understood in a given context and from a shared perspective. Qualitative

data can illuminate the dynamics of those experiences in context, in this case how people interact with online forms of gambling and how using an interactive mode might influence gambling behaviours and gambling problems.

Our qualitative research was also limited by the recruitment of only ten women interactive gamblers for interviews, making it difficult to consider the findings in relation to the broader population of female interactive gamblers. Future research could examine whether and how women's experiences of interactive gambling differ from men's.

Additionally, self-reported interview data, while providing rich, multi-layered accounts of human experiences, relies on participants' selective and perhaps biased memories. Nevertheless, qualitative research focuses on how people interpret and make sense of their experiences and so self-reported and retrospective accounts are appropriate for this purpose.

Data from treatment agencies collected to estimate the proportion of interactive gamblers amongst the broader population of people seeking help for a gambling problem did not allow accurate estimates to be made. This was because of the varying bases used to determine if clients were seeking help for a problem relating to their interactive gambling. Some jurisdictions collect data on most problematic form of gambling, while others collect main, preferred or primary form of gambling. One jurisdiction lists Internet gambling as a separate type of gambling, so it is unclear whether an Internet sports bettor, for example, would be classified as an Internet gambler, a sports bettor or both. Some jurisdictions do not collect any data on mode of gambling for all types of help offered (face-to-face, telephone, online) and one jurisdiction did not provide any data to the research team. Additionally, clients could be counted more than once under current data collection systems, first when they contact a helpline and again if they attend counselling. The development of a nationally consistent client data set would resolve these inconsistencies and enable an accurate count of interactive gamblers seeking treatment for a gambling problem and allow comparisons across jurisdictions.

To overcome some of these limitations and further the understanding of interactive gambling, ongoing research is needed. This is particularly important given that interactive gambling is a relatively new mode of gambling, which is evolving in response to technological capabilities, regulatory permissions, operator innovation and consumer demand. One type of research which has become possible is the ability to analyse actual gambling behaviour, through the use of customer accounts linked to a specific individual (Gainsbury, 2011). Future studies should attempt to match consumer accounts with self-report surveys, to provide a more comprehensive understanding of individual profiles. Such research would require collaboration with gambling operators to obtain the necessary data and permissions to undertake the research. If the proportion of gamblers who present for help related to interactive gambling continues to increase, clinical trials will need to evaluate the effectiveness of existing treatment options for this population. Treatment in use has been developed based on land-based gambling problems, and may require

modifications to be suitable for interactive gamblers. There are a broad range of factors that are relevant to the use and impact of interactive gambling which should be examined in future research, including the role of the social and cultural environment. Finally, the conceptual models of gambling which are currently used to drive policy, and prevention and treatment strategies have also not considered interactive gambling. Research is needed to determine whether interactive gamblers represent a new subgroup of gamblers, or whether existing theories are adequate to understand this population.

9.15 CHAPTER SUMMARY

This chapter has discussed the findings of the first national study conducted to determine who, what, when, why and how people are gambling using interactive technology in Australia. The chapter has synthesised the results from the National Telephone Survey, the National Online Survey, interviews with interactive gamblers from the general population, interviews with treatment-seeking interactive gamblers, and secondary data on interactive gamblers using treatment services, and discussed them in relation to the extant literature. The study makes an important contribution to understanding this growing mode of gambling, motivations that underpin its use, the characteristics and behaviours of interactive gamblers, their game play and medium preferences, and its prevalence and contribution to gambling problems. As such, the study provides valuable and extensive information to assist and inform policy developments and future research on interactive gambling in Australia.

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APPENDICES

- Appendix A: National Telephone Survey Instrument
- Appendix B: Calculations for Age x Gender Weighting for the National Telephone Survey
- Appendix C: Organisations that Hosted Website Advertisements for the National Online Survey
- Appendix D: Examples of Recruitment Notices for the National Online Survey
- Appendix E: National Online Survey Instrument
- Appendix F: Interview Schedule for Interactive Gamblers

APPENDIX A
NATIONAL TELEPHONE SURVEY INSTRUMENT

INTERACTIVE GAMBLING STUDY

Good (...). My name is from Reark Research and we are conducting an important national study concerning some popular pastimes and leisure habits of Australians ...

SECTION A: RESPONDENT SELECTION

A1 In this study, I can only speak to a person in this household who is 18 years of age or older and whose birth date is closest to today's date...who would that be?

(record name, ask to speak to selected respondent, record call-back details as necessary)

Respondent name (eg John, Mary)

Call-back information

A2 IF LOOKING FOR QUOTA: In this study, I can only speak to a (..MALE/FEMALE..) in this household who is 18 years of age or older and whose birth date is closest to today's date...who would that be?

(record name, ask to speak to selected respondent, record call-back details as necessary)

A3 IF QUOTA FULL: Thank you but unfortunately our quota is now full. Thank you for your time anyway

(close suitably)

A4 IF NECESSARY: We are conducting this study on behalf of Southern Cross University and the University of Sydney to assist government and other decision-makers to better understand the needs of Australians.

A5 ONLY PROCEED WITH SELECTED RESPONDENT

I would like to assure you that participation is voluntary and you can stop at any time. All responses are confidential and anonymous and it is extremely important that you please answer all questions as honestly as possible.

A6 So we can classify your answers, can you tell me *(If necessary: What is your gender?)*

1. Male
2. Female

A7 In what year were you born? *(specify)*

IF YEAR OF BIRTH REFUSED, ASK: Into which of these age-groups do you fall ... *(read out)*

1. 18 to 19 years
2. 20 to 24 years
3. 25 to 29 years
4. 30 to 34 years
5. 35 to 39 years
6. 40 to 44 years
7. 45 to 49 years
8. 50 to 54 years
9. 55 to 59 years
10. 60 to 64 years
11. 65 to 69 years
12. 70 years or more

A8 Including yourself, how many persons aged 18 years or older usually live in this household?

_____ persons

99 (*Not established*)

A9 And how many persons less than 18 years of age usually live here?

_____ persons

99 (*Not established*)

A10 QUOTA LOCATION

1. SYDNEY
2. OTHER NSW
3. MELBOURNE
4. OTHER VIC
5. BRISBANE
6. OTHER QLD
7. ADELAIDE
8. OTHER SA
9. PERTH
10. OTHER WA
11. HOBART
12. OTHER TAS
13. DARWIN
14. OTHER NT
15. CANBERRA

A11 SUBSAMPLE NUMBER

Subsample 1

Subsample 2

Subsample 3

Subsample 4

Subsample 5

BRIEFING NOTE: IN THE SECTIONS TO FOLLOW WE HAVE PROVIDED 'Don't Know/Can't say' 'Not Established' AND 'Refused' AS RESPONSE CODES ... THESE CODES ARE NEVER TO BE READ OUT AND USED ONLY IF ABSOLUTELY ESSENTIAL.

SECTION B: RESPONDENT SCREENING QUESTIONS

I am going to read you a list of pastimes or leisure activities that you may, or may not, have done in the last 12 months ... that is, since this time last year.

B1 In the last 12 months, have you, either at a venue, by phone or via the internet (*..read out list item..*)?

1 Yes

2 No

3 (Don't know/can't recall)

(repeat question and record response for each list item – randomise sequence)

List items

(1) purchased lottery, lotto, pools or instant scratch tickets?

- (2) bet on horse or greyhound races or on a sporting event through a TAB, TOTE, betting operator or bookie?
- (3) played bingo or keno?
- (4) played poker or games of skill for money, such as, backgammon, mah-jong, arcade games, puzzles, board games?
- (5) played gaming machines or casino table games?
- (6) (None of these)

B2 ASK IF '(6) (None of these)', ie RESPONDENT HAS NOT SAID 'Yes' FOR ANY LIST ITEM (1) to (5) IN B1, OTHERWISE SKIP TO B3

a) That means you have done none of these pastimes or leisure activities in the past 12 months either in person at a venue, by phone, or via the internet on a computer, mobile phone, interactive television or some other device, is that correct?

- 1 Yes (*Close suitably*: We have no further questions to ask you. Thank you for your assistance.
- 2 No (Skip to B2b)

b) Which of these pastimes or leisure activities have you done either at a venue, by phone or via the internet in the past 12 months?

(*If necessary*: Was it (*..read out..*)?)

List items

- 1 purchased lottery, lotto, pools or instant scratch tickets?
- 2 bet on horse or greyhound races or on a sporting event through a TAB, TOTE, betting operator or bookie?
- 3 played bingo or keno?
- 4 played poker or games of skill for money, such as, backgammon, mah-jong, arcade games, puzzles, board games?
- 5 played gaming machines or casino table games, either at a venue or on the Internet?
- 6 (Don't know/can't recall which) – (*Close suitably*: 'We have no further questions to ask you. Thank you for your assistance')

B3 ASK IF 'Yes' FOR ANY LIST ITEM (1) to (5) IN B1 or IN B2b)

In the last 12 months, have you used the Internet, via a computer, mobile phone, interactive television or other device, to do any of the leisure activities that we just asked you about?

- 1 Yes (Skip to Section C)
- 2 No
- 3 Don't Know

B4 IF 'No' or 'Don't Know' IN B3, CHECK QUOTA CONTROL AND IF QUOTA AVAILABLE SKIP TO SECTION C, OTHERWISE CLOSE:

We have no further questions to ask you. Thank you for your assistance. (*close suitably*)

Note: IF 'Yes' TO B3, RESPONDENT IS RETAINED IN SAMPLE. IF 'No/Don't Know' TO B3 RESPONDENTS ARE RANDOMLY SAMPLED SO THAT TOTAL TO PROCEED TO NEXT SECTION = 2,000 RESPONDENTS (= ALL WHO SAID YES TO B3, REMAINDER RANDOMLY SAMPLED FROM IF 'No/Don't Know' TO B3) ... THAT IS n = 400 PER SUBSAMPLE

SECTION C: GAMBLING BEHAVIOUR

C1 ASK IF 'Yes' FOR ITEM (1) IN B1 or ITEM (1) IN B2b)

a) Over the last 12 months, how often have you usually purchased **instant scratch tickets**?

_____ times per week OR
 _____ times per month OR
 _____ times per year

(If 0 times in the last 12 months, Go to C2a)

b) In the past 12 months, roughly how much money did you WIN or LOSE on **instant scratch tickets** in a typical MONTH ... that is overall ... how much were you ahead or behind, in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
- 2 Behind (LOSE) \$ _____ *(specify)*
- 3 Broke even/neither won nor lost
- 4 *(Don't know/Can't say)*
- 5 *(Refused)*

c) ASK ONLY IF 'Yes' in B3: What percentage of all your **instant scratch ticket** purchases was done over the Internet ... including through your mobile phone, television or other device?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____ % *(specify)*

999 *Can't say/Don't know*

C2 ASK IF 'Yes' FOR ITEM (1) IN B1 or ITEM (1) IN B2b)

a) Over the last 12 months, how often have you usually purchased **lottery, lotto or pools tickets**?

_____ times per week OR
 _____ times per month OR
 _____ times per year

(If 0 times in the last 12 months, Go to C3a)

b) In the past 12 months, roughly how much money did you WIN or LOSE on **lottery, lotto or pools tickets** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
- 2 Behind (LOSE) \$ _____ *(specify)*
- 3 Broke even/neither won nor lost
- 4 *(Don't know/Can't say)*
- 5 *(Refused)*

c) ASK ONLY IF 'Yes' in B3: What percentage of all your **lottery, lotto or pools ticket** purchases was done over the Internet ... including through your mobile phone, television or other device?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____ % *(specify)*

C3 ASK IF 'Yes' FOR ITEM (2) IN B1 or ITEM (2) IN B2b)

- a) Over the last 12 months, how often have you usually bet on **sporting events through a TAB, TOTE, betting operator or bookie?**

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C4a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on sports betting in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
2 Behind (LOSE) \$ _____ *(specify)*
3 Broke even/neither won nor lost
4 *(Don't know/Can't say)*
5 *(Refused)*

- c) ASK ONLY IF 'Yes' in B3: What percentage of your sports betting was done over the Internet ... including through your mobile phone, television or other device)

(If can't say/don't know, encourage best guess)

(0 – 100%) _____ % *(specify)*

C4 ASK IF 'Yes' FOR ITEM (2) IN B1 or ITEM (2) IN B2b)

- a) Over the last 12 months, how often have you usually bet on **horse or dog races through a TAB, TOTE, betting operator or bookie?**

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C5a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on **horse or dog race betting** in a typical MONTH ...that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
2 Behind (LOSE) \$ _____ *(specify)*
3 Broke even/neither won nor lost
4 *(Don't know/Can't say)*
5 *(Refused)*

- c) ASK ONLY IF 'Yes' in B3: What percentage of your **horse or dog race betting** was done over the Internet ... including through your mobile phone, television or other device?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% (*specify*)

999 *Can't say/Don't know*

C5 ASK IF 'Yes' FOR ITEM (3) IN B1 or ITEM (3) IN B2b)

- a) Over the last 12 months, how often have you usually played **bingo**?

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C6a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on **bingo** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ (*specify*)
2 Behind (LOSE) \$ _____ (*specify*)
3 Broke even/neither won nor lost
4 (*Don't know/Can't say*)
5 (*Refused*)

- c) ASK ONLY IF 'Yes' in B3: What percentage of your **bingo** playing was done over the Internet ... including through your mobile phone, television or other device?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% (*specify*)

999 *Can't say/Don't know*

C6 ASK IF 'Yes' FOR ITEM (3) IN B1 or ITEM (3) IN B2b)

- a) Over the last 12 months, how often have you usually played **keno (excluding electronic keno on gaming machines)**?

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C7a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on **keno** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ (*specify*)
2 Behind (LOSE) \$ _____ (*specify*)
3 Broke even/neither won nor lost
4 (*Don't know/Can't say*)
5 (*Refused*)

- c) ASK ONLY IF 'Yes' in B3: What percentage of your keno playing was done over the Internet (*If not previously elaborated:* including through your mobile phone, television or other device)?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% *(specify)*

999 *Can't say/Don't know*

C7 ASK IF 'Yes' FOR ITEM (4) IN B1 or ITEM (4) IN B2b)

- a) Over the last 12 months, how often have you usually played **poker for money**?

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C8a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on **poker** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
2 Behind (LOSE) \$ _____ *(specify)*
3 Broke even/neither won nor lost
4 *(Don't know/Can't say)*
5 *(Refused)*

- c) ASK ONLY IF 'Yes' in B3: What percentage of your **poker playing for money** was done over the Internet ... including through your mobile phone, television or other device)?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% *(specify)*

999 *Can't say/Don't know*

- d) What percentage of your **poker playing for money** was in a private venue or residence, but not over the Internet?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% *(specify)*

999 *Can't say/Don't know*

C8 ASK IF 'Yes' FOR ITEM (5) IN B1 or ITEM (5) IN B2b)

- a) Over the last 12 months, how often have you usually played **casino table games, not including poker**, such as blackjack, roulette, craps, or baccarat?

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C9a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on these **other casino table games** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
- 2 Behind (LOSE) \$ _____ *(specify)*
- 3 Broke even/neither won nor lost
- 4 *(Don't know/Can't say)*
- 5 *(Refused)*

- c) ASK ONLY IF 'Yes' in B3: What percentage of your casino table games play, not including poker, was done over the Internet ... including through your mobile phone, television or other device)?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% *(specify)*

999 *Can't say/Don't know*

C9 ASK IF 'Yes' FOR ITEM (4) IN B1 or ITEM (4) IN B2b)

- a) Over the last 12 months, how often have you usually played other **games of skill for money** ... this includes games such as backgammon, mah-jong, arcade games, puzzles, word games, trivia, board games, strategy games, bridge or similar games?

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C10a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on these **other games of skill** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
- 2 Behind (LOSE) \$ _____ *(specify)*
- 3 Broke even/neither won nor lost
- 4 *(Don't know/Can't say)*
- 5 *(Refused)*

- c) ASK ONLY IF 'Yes' in B3: What percentage of your playing games of skill for money was done over the Internet ... including through your mobile phone, television or other device)?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____% *(specify)*

999 *Can't say/Don't know*

C10 ASK IF 'Yes' FOR ITEM (5) IN B1 or ITEM (5) IN B2b)

- a) Over the last 12 months, how often have you usually played **gaming machines, including pokies, card machines and other gaming machines**?

_____ times per week OR
_____ times per month OR
_____ times per year

(If 0 times in the last 12 months, Go to C11a)

- b) In the past 12 months, roughly how much money did you WIN or LOSE on **gaming machines** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
- 2 Behind (LOSE) \$ _____ *(specify)*
- 3 Broke even/neither won nor lost
- 4 *(Don't know/Can't say)*
- 5 *(Refused)*

- c) ASK ONLY IF 'Yes' in B3: What percentage of your **gaming machine** play was done over the Internet ... including through your mobile phone, television or other device)?

(If can't say/don't know, encourage best guess)

(0 – 100%) _____ % *(specify)*

999 *Can't say/Don't know*

C11 ASK ALL RESPONDENTS

Thinking about the past 12 months, roughly how much money did you WIN or LOSE on **all types of gambling** in a typical MONTH ... that is overall ... how much were you ahead or behind in a typical month?

(If can't say/don't know, encourage best guess)

- 1 Ahead (WIN) \$ _____ *(specify)*
- 2 Behind (LOSE) \$ _____ *(specify)*
- 3 Broke even/neither won nor lost
- 4 *(Don't know/Can't say)*
- 5 *(Refused)*

C12 Do you consider yourself to be a professional gambler?

- 1 Yes
- 2 No
- 3 *(Don't Know/Can't say)*

C13 In the past 12 months, have you played any gambling activities on the Internet without any money, that is, just for fun?

- 1 Yes
- 2 No *(Skip to C15)*
- 3 *(Don't know/Can't say)*

C14 ASK ONLY IF 'Yes' IN C13

- a) Which activities have you played in the past 12 months just for fun? *(do not read out, record 1st, 2nd and 3rd mentioned in order of mention)*
- b) If necessary: 'Any others?' *(do not read out)*
- c) If necessary: 'Any other activity?' *(do not read out)*

Activity List

- 1 Instant scratch tickets
- 2 Sports betting
- 3 Horse or dog race wagering

- 4 Bingo
- 5 Keno
- 6 Poker
- 7 Casino table games
- 8 Gaming machines
- 9 Skill games _____ (*specify*)
- 10 (No 2nd/3rd activity recalled/mentioned)

C15 IF 'Yes' TO B3 CONTINUE TO SECTION D, OTHERWISE SKIP TO SECTION E - SCREEN

SECTION D: INTERNET GAMBLING

D1 What year did you first start using the Internet for gambling purposes?

Specify: _____

1 (*Don't Know/Can't say*)

D2 What is your preferred method for accessing the Internet for gambling? Is it (*..read out..*)?

- 1 Computer/laptop
- 2 Mobile/smart phone
- 3 Some other portable device (e.g., iPad or similar)
- 4 Television
- 5 Other _____ (*specify*)
- 99 (*Don't Know/Can't say*)

D3 Do you prefer Internet gambling to land-based or telephone gambling?

- 1 Yes
- 2 No
- 3 (*Don't know/Can't say*)

D4 Has using a credit card or electronic money transfer facilities instead of cash when gambling online (*..read out..*)? (*rotate scale*)

- 1 Had no impact on how much you gamble? (0)
- 2 Increased the amount you gamble? (1)
- 3 Decreased the amount you gamble? (2)
- 4 (*Don't know/Can't say*)

D5 How often, if ever, has online gambling disrupted your sleeping patterns? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't know/Can't say*)

D6 How often, if ever, has online gambling disrupted your eating patterns? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)

SECTION E: PROBLEM GAMBLING SEVERITY INDEX (PGSI)

SCREEN: IF C2a) AND C5a) SUM TO LESS THAN 52 TIMES PER ANNUM AND C1a), C3a), C4a), C6a), C7a), C8a), C9a) AND C10a) ARE EACH ZERO '0' TIMES IN LAST 12 MONTHS GO TO SECTION G MENTAL HEALTH, OTHERWISE PROCEED.

I am now going to read some questions about the kinds of experiences some people may have, which are related to their gambling. As I read out each statement, please tell me whether it has applied to you personally in the last 12 months. Remember that all the information you provide is anonymous and confidential, so I need your honest answers.

E1 Thinking about the past 12 months, how often have you bet more than you could really afford to lose? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E2 Thinking about the past 12 months, how often have you felt guilty about the way you gamble or what happens when you gamble? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E3 Thinking about the past 12 months, how often have you needed to gamble with larger amounts of money to get the same feeling of excitement? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E4 Thinking about the past 12 months, when you gambled, how often have you gone back another day to try to win back the money you lost? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E5 Thinking about the past 12 months, how often have you borrowed money or sold anything to get money to gamble? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)

6 (Refused)

E6 Thinking about the past 12 months, how often has your gambling caused any financial problems for you or your household? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E7 Thinking about the past 12 months, how often has your gambling caused you any health problems, including stress or anxiety? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E8 Thinking about the past 12 months, how often have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E9 Thinking about the past 12 months, how often have you felt that you might have a problem with gambling? Would you say (*..read out..*)? (*rotate scale*)

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't Know/Can't Say*)
- 6 (*Refused*)

E10 SCREEN:

ADD DESIGNATED SCORES FOR QUESTIONS E1 TO E9.

- IF PGSI SCORE E1-E9 = 0, 1 OR 2, PROCEED TO SECTION G (MENTAL HEALTH)
- IF PGSI SCORE E1-E9 = 3 OR MORE, PROCEED TO SECTION F

SECTION F: CONSEQUENCES & HELP-SEEKING

F1 You are probably aware that some people experience problems related to gambling. We would like to ask some questions that will provide important information about the potential impacts of gambling.

- a) Which type of gambling has contributed MOST to any problems you may have experienced from your gambling? If necessary: Would it be (*..read out..*) (*record 1st, 2nd and 3rd mentions in order of mention -do not accept DK too easily*)
- b) Which is next or second (in importance)?
- c) And what would be third (in importance)?

List of gambling types

- 1 instant scratchies
- 2 lotteries/lotto/pools
- 3 sports betting
- 4 horse/dog racing
- 5 bingo
- 6 keno
- 7 poker
- 8 skill games
- 9 pokies/electronic gaming machines
- 10 casino table games
- 11 other _____ (*specify*)
- 12 (*Don't know/Can't say*)
- 13 (*Have not experienced any problems with gambling (Skip to F6)*)
- 14 (*None - No second/No third in importance*)

F2 a) What type of gambling medium has contributed MOST to any problems you may have experienced from your gambling? If necessary: Would it be (*..read out..*) (*record 1st, 2nd and 3rd mentions in order of mention - do not accept DK too easily*)

- b) Which is next or second (in importance)?
c) And what would be third (in importance)?

List of gambling mediums

- 1 Internet via computer/laptop
- 2 Internet via mobile/smart phone
- 3 Internet via other portable device
- 4 Interactive television
- 5 Land-based or venue-based gambling
- 6 Betting via telephone
- 7 (*Don't know/Can't say*)
- 8 (*None - No second/No third in importance*)

F3 ASK ONLY IF 'Yes' TO B3, OTHERWISE SKIP TO F6

Did any problems you may have experienced from your gambling emerge before or after you first gambled online?

- 1 Before (1) (*Go to F4*)
- 2 After (0) (*Go to F5*)
- 3 (*Don't know/Can't say*) (*Go to F6*)

F4 ASK ONLY IF 'Before' IN F3:

How strongly do you agree or disagree that online gambling has exacerbated any problems you may have experienced from your gambling? Would you say you (*..read out..*)?

- 1 Strongly agree (+2)
- 2 Agree (+1)
- 3 Neither agree or disagree (0)
- 4 Disagree (-1)
- 5 Strongly disagree (-2)
- 6 (*Don't know/Can't say*)

F5 ASK ONLY IF 'After' IN F3:

How strongly do you agree or disagree that online gambling has contributed to any problems you may have experienced from your gambling? Would you say you (*..read out..*)?

- 1 Strongly agree (+2)
- 2 Agree (+1)

- 3 Neither agree or disagree (0)
- 4 Disagree (-1)
- 5 Strongly disagree (-2)
- 6 (*Don't know/Can't say*)

F6 CHECK E10 SCREEN: ASK IF PGSI SCORE E1-E9 = 3 OR MORE

Have you ever thought that you needed help in relation to your gambling?

- 1 Yes
- 2 No
- 3 (*Don't know/Can't say*)

F7 Have you ever sought help in relation to your gambling from the following sources (*.. read out from list..*)? (*record response for each item ... randomise sequence of items*)

Scale

- 1 Yes
- 2 No

List of help sources

- 1 Face-to-face from a specialist gambling counsellor
- 2 Face-to-face from a non-gambling specialist professional, including doctor, psychologist/psychiatrist, financial, legal or other advisor
- 3 From a gambling helpline
- 4 From online or email gambling counselling
- 5 From a residential treatment program
- 6 From a face-to-face support group, such as Gamblers Anonymous or Pokies Anonymous
- 7 From an online support group or discussion board, such as an Internet forum
- 8 From family or friends
- 9 By excluding yourself from a land-based gambling venue or outlet
- 10 By excluding yourself from a gambling website or online gambling operator
- 11 Through self-help strategies, such as by budgeting, limiting access to money for gambling, avoiding gaming venues, taking up other activities

F8 Some other source of help not mentioned?

- 1 Yes, source of help _____ (specify)
- 2 No

F9 CHECK F7: ASK ONLY IF 'Yes' TO ANY OF SOURCES (1), (2), (3), (4) or (5) IN F7

In total, about how many times have you had contact with professional help services in relation to your gambling?

_____ times

- 98 (*Don't Know/Can't say*)
- 99 (*Refused*)

F10 If you were to seek help from a professional service in the future in relation to your gambling, where would you be most comfortable seeking it from? Would you say (*.. read out..*)?

- 1 a face-to-face service?
- 2 an online service?
- 3 a telephone service?
- 4 somewhere else? _____ (specify)
- 5 or, would you not seek help from a professional service?
- 6 (*Don't know/Can't say*)

SECTION G: MENTAL HEALTH

G1 The next questions are about your health. Let me again reassure you that this survey is anonymous and confidential. In the last 12 months, how often have you smoked cigarettes? Was it (..read out..)?

- 1 Daily (5)
- 2 Several days per week (4)
- 3 Several days per month (3)
- 4 Once a month or less (2)
- 5 Only a few days all year (1)
- 6 Never (0)
- 7 (*Don't know/Can't say*)
- 8 (*Refused*)

G2 In the last 12 months, how often did you drink beer, wine, liquor or other alcoholic beverages? Was it (..read out..)?

- 1 4 to 6 days per week or more (7)
- 2 2 to 3 days per week (6)
- 2 Once a week (5)
- 4 2 to 3 days per month (4)
- 5 Once a month (3)
- 6 Less than once a month (2)
- 7 Never in last 12 months (1)
- 8 Never in lifetime (0)
- 9 (*Don't know/Can't say*)
- 10 (*Refused*)

G3 In the last 12 months, how often did you use illegal drugs? Was it (..read out..)?

- 1 4 to 6 days per week or more (7)
- 2 2 to 3 days per week (6)
- 3 Once a week (5)
- 4 2 to 3 days per month (4)
- 5 Once a month (3)
- 6 Less than once a month (2)
- 7 Never in last 12 months (1)
- 8 Never in lifetime (0)
- 9 (*Don't know/Can't say*)
- 10 (*Refused*)

G4 In the last 12 months, have you used alcohol while gambling on the Internet? Would you say (..read out..)?

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't know/Can't say*)
- 6 (*Refused*)

G5 In the last 12 months, have you used alcohol while gambling not on the Internet? Would you say (..read out..)?

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)

- 4 almost always (3)
- 5 (*Don't know/Can't say*)
- 6 (*Refused*)

G6 In the last 12 months, have you smoked while gambling on the Internet? Would you say (*..read out..*)?

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't know/Can't say*)
- 6 (*Refused*)

G7 In the last 12 months, have you smoked while gambling, but not on the Internet? Would you say (*..read out..*)?

- 1 never (0)
- 2 sometimes (1)
- 3 most of the time (2)
- 4 almost always (3)
- 5 (*Don't know/Can't say*)
- 6 (*Refused*)

G8 About how often during the past 30 days did you feel nervous, would you say (*..read out..*)?

- 1 All of the time (4)
- 2 Most of the time (3)
- 3 Some of the time (2)
- 4 A little of the time (1)
- 5 None of the time (0)
- 6 (*Don't know/Can't say*)
- 7 (*Refused*)

G9 During the past 30 days, about how often did you feel hopeless, would you say (*..read out..*)?

- 1 All of the time (4)
- 2 Most of the time (3)
- 3 Some of the time (2)
- 4 A little of the time (1)
- 5 None of the time (0)
- 6 (*Don't know/Can't say*)
- 7 (*Refused*)

G10 During the past 30 days, about how often did you feel restless or fidgety? Would you say (*..read out..*)?

- 1 All of the time (4)
- 2 Most of the time (3)
- 3 Some of the time (2)
- 4 A little of the time (1)
- 5 None of the time (0)
- 6 (*Don't know/Can't say*)
- 7 (*Refused*)

G11 During the past 30 days, about how often did you feel so depressed that nothing could cheer you up? Would you say (*..read out..*)?

- 1 All of the time (4)
- 2 Most of the time (3)
- 3 Some of the time (2)
- 4 A little of the time (1)

- 5 None of the time (0)
- 6 (*Don't know/Can't say*)
- 7 (*Refused*)

G12 During the past 30 days, about how often did you feel that everything was an effort? Would you say (*..read out..*)?

- 1 All of the time (4)
- 2 Most of the time (3)
- 3 Some of the time (2)
- 4 A little of the time (1)
- 5 None of the time (0)
- 6 (*Don't know/Can't say*)
- 7 (*Refused*)

G13 During the past 30 days, about how often did you feel worthless? Would you say (*..read out..*)?

- 1 All of the time (4)
- 2 Most of the time (3)
- 3 Some of the time (2)
- 4 A little of the time (1)
- 5 None of the time (0)
- 6 (*Don't know/Can't say*)
- 7 (*Refused*)

SECTION H: DEMOGRAPHICS

Finally a few questions about you and the household in which you live so that we can classify the responses we have obtained in this study ...

H1 Which of the following best describes your current marital status? (*..read out..*)

- 1 married
- 2 living with partner/de facto
- 3 widowed
- 4 divorced or separated
- 5 never married
- 6 (*Not established*)

H2 Which of the following best describes your household? (*..read out..*)?

- 1 Single person
- 2 One parent family with children
- 3 Couple with children
- 4 Couple with no children
- 5 Group household
- 6 Other _____ (*specify*)
- 7 (*Not Established*)

H3 What is your highest educational qualification? (*..read out..*)

- 1 Postgraduate qualifications
- 2 A university or college degree
- 3 A trade, technical certificate or diploma
- 4 Year 12 or equivalent
- 5 Year 10 or equivalent
- 6 Completed primary school
- 7 Did not complete primary school
- 8 No schooling

9 (Not Established)

H4 Which of the following best describes what you currently do? (read out..)

- 1 Work full-time
- 2 Work part-time or casual
- 3 Self-employed
- 4 Unemployed and looking for work
- 5 Full-time student
- 6 Full-time home duties
- 7 Retired
- 8 Sick or disability pension
- 9 Other (specify) _____
- 10 (Not Established)

H5 In which country were you born? (do not read out allow free response)

- 1 Australia
- 2 England
- 3 New Zealand
- 4 Italy
- 5 Vietnam
- 6 India
- 7 Scotland
- 8 Other _____ (specify)
- 9 (Not Established)

H6 Do you speak a language other than English at home?
If Yes: Which language? (do not read out allow free response)

- 1 No, English only
- 2 Yes, Italian
- 3 Yes, Greek
- 4 Yes, Cantonese
- 5 Yes, Arabic
- 6 Yes, Mandarin
- 7 Yes, Vietnamese
- 8 Yes, other _____ (specify)
- 9 (Not Established)

H7 Are you of Aboriginal or Torres Strait Island origin? (do not read out allow free response)

- 1 No
- 2 Yes, Aboriginal
- 3 Yes, Torres Strait islander
- 4 (Not Established)

H8 What is the post code of your usual place of residence?

_____ postcode

99 (Not Established)

H9 Can you access the Internet in your household dwelling, including through computer, mobile phone, or other device?

- 1 No internet connection
- 2 Yes, broadband connection (including ADSL, Cable, Wireless and Satellite connections)

- 3 Yes, dial-up connection (including analogue modem and ISDN connections)
- 4 *(Not Established)*

H10 Can you access the Internet in your workplace, including through computer, mobile phone, or other device?

- 1 No internet connection
- 2 Yes, broadband connection (including ADSL, Cable, Wireless and Satellite connections)
- 3 Yes, dial-up connection (including analogue modem and ISDN connections)
- 4 *(Not Established)*

SECTION I: GAMBLING ATTITUDES

I1 As you know, gambling is a popular activity for many people ... which of the following statements best describes your views about the benefit or harm that gambling has for society? (*..read out..*)
(If necessary: 'There are no right or wrong answers, all we want is your opinion')
(rotate scale)

- 1 The harm far outweighs the benefits (-2)
- 2 The harm somewhat outweighs the benefits (-1)
- 3 The benefits are about equal to the harm (0)
- 4 The benefits somewhat outweigh the harm (+1)
- 5 The benefits far outweigh the harm (+2)
- 6 *(Don't know/Can't say)*
- 7 *Not Established*

SECTION J: CONCLUDING COMMENTS

J1 Thank you very much for your participation in this research.

This research also includes an online survey for gamblers and we would like to send you an email to notify you of this when it is available, which you can forward to your friends, family and colleagues. Would you be able to give me your email address for this purpose? This information will be kept confidential and only used for this purpose.

Record email address, if agreeable

J2 We hope to interview participants further for this and other gambling-related research. Would you be interested in participating in future research, including paid research studies?

- 1 Yes (*Skip to J3*)
- 2 No (*Respondent states that they do NOT want us to call back – thank and close suitably*)

J3 IF RESPONDENT INTERESTED IN FURTHER RESEARCH INVOLVEMENT
 Assure ongoing anonymity and privacy, that their details will not be distributed and take details including name, address, home and mobile phone and email.

Name:

Address (Street & No)

Suburb

Postcode

Home Phone (if any)

Mobile Phone (if any)

e-mail (if not provided)

J4 As this is University research it has been approved by the Southern Cross University Human Research Ethics Committee. Would you like to know more about this project or about counselling services that help people with the issues we've discussed?

_ READ OUT IF WANTED: _ The ethics approval number for this project is **11-053** and the ethics officer is Sue Kelly. Her phone number is 02 6626 9139. There is a national telephone helpline that provides free and confidential counselling advice. Their number is 13 11 14. The national gambling helpline number is 1800 858 858. It is also free and confidential.

_ READ TO ALL: _ As part of quality control procedures, someone from Reark Research may wish to re-contact you to ask a couple of questions verifying some of the information we just collected. Can I confirm your phone number,

(Check & record number:

Thanks again for your time, just to remind you, I am from Reark Research. If you have any queries about the research you can call the project coordinator Nerilee Hing on 02 66203928.

APPENDIX B
CALCULATIONS FOR AGE X GENDER WEIGHTING FOR THE
NATIONAL TELEPHONE SURVEY

Table A1: Number of people in each age bracket by gender according to the 2011 Australian Census

	18-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+	Total
Male	287,016	741,122	754,465	719,654	747,117	754,571	740,963	711,740	637,841	597,885	1,378,441	8,070,815
Female	272,698	719,555	758,770	734,121	773,021	788,308	763,179	735,662	659,405	608,231	1,633,846	8,446,796
Total	559,714	1,460,677	1,513,235	1,453,775	1,520,138	1,542,879	1,504,142	1,447,402	1,297,246	1,206,116	3,012,287	16,517,611

Table A2: Number of people in each age bracket by gender in the sample of respondents

	18-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+	Total
Male	114	259	196	280	426	485	578	724	741	854	2,464	7,121
Female	78	167	221	344	554	655	692	758	859	894	2,663	7,885
Total	192	426	417	624	980	1,140	1,270	1,482	1,600	1,748	5,127	15,006

Table A3: Age x gender cell weighting for the total sample based on 2011 Australian Census data

	18-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Male	2.287	2.600	3.497	2.335	1.593	1.413	1.165	0.893	0.782	0.636	0.508
Female	3.176	3.914	3.119	1.939	1.268	1.093	1.002	0.882	0.697	0.618	0.557

APPENDIX C
ORGANISATIONS THAT HOSTED WEBSITE ADVERTISEMENTS
FOR THE NATIONAL ONLINE SURVEY JUNE – DECEMBER 2012

GAMBLING OPERATORS

- Sportsbet
- IASbet
- Betfair
- Unibet
- Sportingbet
- ACTTAB
- TabCorp
- Playkeno
- The Star
- SkyCity Adelaide
- Lotterywest
- Racing and Wagering WA
- National RSL & Services Clubs
- Australian Hotels Association
- Queensland Hotels Association
- Leagues Clubs Australia
- Clubs ACT
- Clubs NSW

GAMBLING-RELATED SITES

- Australian Online Poker League
- Australian Sports Betting
- Ozmium
- Australian Poker Weekly
- Poker Media
- Racehorsetalk forum
- Racing Victoria
- Australasian Gaming Council
- Gambling Research Australia
- Gambling Impact Society
- McKell Institute
- Centre for Gambling Education & Research
- Responsible Gambling Advocacy Centre

SPORTING ASSOCIATIONS

- Council of Major Professional & Participation Sports
- Netball Australia
- Cricket Australia

GOVERNMENT DEPARTMENTS

- Office of Liquor, Gaming & Racing NSW
- Office of Gaming & Racing VIC
- Office for Problem Gambling SA
- Department of Racing, Gaming and Liquor WA
- Department of Health and Human Services TAS
- Department of Justice NT
- Department of Broadband, Communications and the Digital Economy

GAMBLING HELP SERVICES

- Gamblers Help NSW
- Gamblers Help VIC
- Gambling Help Online
- Problem Gambling Support Services WA
- Gambling Help Network QLD
- University of Sydney Gambling Treatment Clinic

APPENDIX D
EXAMPLES OF RECRUITMENT NOTICES FOR THE NATIONAL
ONLINE SURVEY

KENO **Footy Fever**
Win a new TOYOTA GT86

FREE KENO APP!
Now Available

Find your nearest KENO venue

Test your gambling knowledge

Kwikpik NUMBERS

Not in New South Wales?
Click here to change your state

Playkeno.com.au

facebook.com/TABSportsbet

TAB Sportsbet

Test your gambling knowledge

Win an iPod

www.facebook.com.Tabsportsbet

MARTIAL ARTS
MOTOR SPORT
RUUGBY LEAGUE
RUUGBY UNION
SNOOKER
SOCCER
SOCCER - A LEAGUE
SOCCER - WORLD CUP
SPECIAL EVENTS
SURFING
TENNIS
MY FAVOURITES
BLACKBOOKS
MAIL
FAVOURITES

NEXT SPORT TO JUMP

NEXT TO JUMP	BETTING MARKETS
28m 51s Pioneer League (PL) 31/07/12 (ACST) Orem Owlz @ Ogden Raptors	4 BETTING MARKETS
32m 59s Pacific Coast League ...Games 31/07/12 (ACST) Fresno Grizzlies @ Colorado Springs Sky Sox	4 BETTING MARKETS
1h 33m MLB Games 31/7/2012 Tampa Bay Rays @ Oakland Athletics	4 BETTING MARKETS
2h 58m MLB Live Betting Miami Marlins @ Atlan...Braves - Live Betting	2 BETTING MARKETS
12h 28m East Europe Russian 1st Division Matches	3 BETTING MARKETS
14h 58m Scandinavia Finnish Ykkonen Matches	2 BETTING MARKETS
16h 28m Europe UEFA Champions League Matches	14 BETTING MARKETS

MEDIA CENTRE

WATCH VIDEO
NRL & AFL PREVIEW

betblog

Sullo Says, Michael Sullivan's Tips for Blotchingly Stakes Day
Posted by betblogadmin on 27/07/2012
Blotchingly Stakes tip - Green Birdie - Luckless first up when got back to last from wide stall and never out a run

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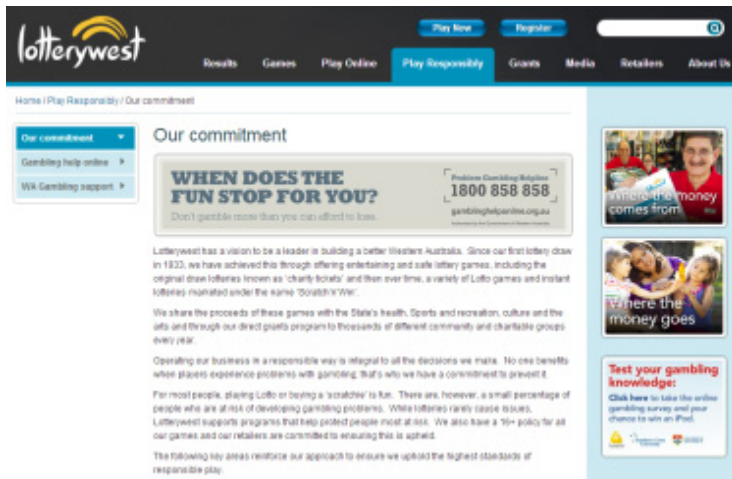
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sbSTABLE
OWNERS' PRIVILEGE
BEST OF ALL

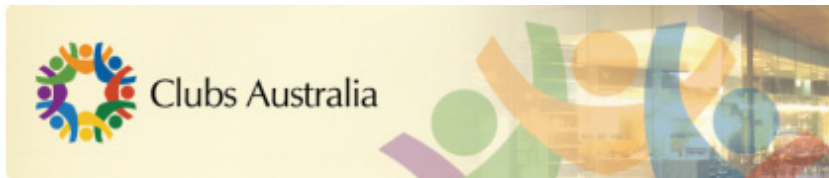
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www.sportingbet.com.au



www.lotterywest.wa.gov.au



Clubs Australia is the national, peak industry body representing the interests of Australia's 3,000 licensed clubs.

Clubs are not-for-profit community based organisations whose purpose is to provide infrastructure and services for the community. Clubs contribute to their local communities through employment, cash and in-kind social contributions, and through the formation of social capital by mobilising volunteers and providing a diverse and affordable range of services, activities and goods.

Club members are people from all walks of life and with many different interests. Clubs, as local community organisations, are highly responsive in addressing the needs of their members, guests and the broader community.

Thousands of clubs across Australia are working hard to reduce problem gambling. To find out how clubs are helping, visit partofthesolution.com.au



www.clubsaustralia.com.au



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GRA
GAMBLING RESEARCH AUSTRALIA

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Welcome to the Gambling Research Australia Website and Clearinghouse

Gambling Research Australia (GRA) is a partnership between the Commonwealth, State and Territory Governments to initiate and manage a national gambling research program structured around the following five research priority areas:

- helping individuals set their limits including access to cash and pre-commitment
- responsible gaming environments
- gaming machine standards-developing better consumer protection
- a preventative and early intervention strategy targeted at those at risk of problem gambling

The Secretariat to GRA is provided by the Office of Gaming and Racing, Department of Justice, Victoria.
A Memorandum of Understanding was signed by all Gaming/Gambling Ministers in June 2009 providing for a second five year Gambling Research Australia research program (2009 - 2014).

Test your gambling knowledge:
Click here to take the online gambling survey.
Win an iPod

Gambling Research Database
25 Oct 2012
A list of over 1700 gambling research publication titles and their origins - searchable via topic, title, author or category. This database can be searched at will for articles on gambling.

CRICKET AUSTRALIA

NEWS VIDEOS PHOTOS SERIES TEAMS PLAYERS SCORES & FIXTURES STATS

HOME > ABOUT US > CRICKET CARES

Cricket Cares

Cricket Cares encourages the cricket fraternity to contribute to the community and give back to the fans.

Through its official charity partners, Movember and the McGrath Foundation, individual player charities work with disadvantaged communities with the Lord's Taverners Australia, and broader community work the Cricket Cares program recognises cricket as an agent of community benefit.

Check the Cricket Cares page for regular updates about cricket's involvement with the community and for more information, or to provide your story about how cricket has benefitted your community, please email **Sebastian Kipman**.

McGrath Foundation
Cricket Australia partners with the foundation established by Australian Cricket legend Glen McGrath to assist with support for breast cancer sufferers and raising awareness with younger women.

Movember
Learn more about how traditional counterparts cricket and the moustache work together to help raise funds and awareness for means health issues.

Player Charities
An important part of the Cricket Cares program is player charity activity. Players individually

Gambling survey
Gain a better understanding of your gambling habits. Take the online Australian gambling



<https://twitter.com/NetballAust>



www.gamblinghelponline.org.au

Need immediate help? [gambler'shelp](#) 1800 858 858

problem gambling

Home Help For Gamblers Family & Friends Taking Control Your Stories Immediate Help

Have you ever had an issue with your gambling?

For some people gambling can change from entertainment and pleasure and become an issue. When that happens, gambling can play too big a role in a person's life and harm them, their family, friends and the people who care for them.

If your gambling is causing issues in your life, you can take steps to change this. Talking about gambling with someone you trust can reduce the stress that can cause you to continue to gamble. If you have an issue with gambling there is free, confidential professional help and support available.



Help for gamblers

There are many ways you can take control:

- Self-help
- Professional help
- Education

[Get out there about your gambling](#)

Find help through counselling:

- [Gambler's Help](#)
- [Counselling](#)

[See also: www.gamblinghelp.org.au](#)

Has a family member or friend ever had an issue with their gambling?

They cannot force someone to acknowledge that they have an issue with gambling but you can encourage them to seek professional help. If you're not sure how to approach the situation, a counsellor can help guide you in the right direction.



Help for family and friends

Does someone you care about have an issue with gambling?

- [Is there an issue?](#)

There are some practical ways you can help:

- [How can you help?](#)
- [Education](#)

gambler'shelp
1800 858 858

[gamblinghelp.org.au](#)

Our immediate help will get you on your feet. We'll help you understand the issues you're facing and give you the support you need to get back on track. We'll also help you understand the issues you're facing and give you the support you need to get back on track.

Test your gambling knowledge

Click here to take the online gambling survey



Take the online gambling survey

www.gambleaware.vic.gov.au

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Assess your gambling

Take action

Help near you

Help for friends and family

Chat to a live counsellor
Get Gambling Help Online

Take the Online Gambling Survey

gambling HELP
1800 858 858
www.gamblinghelp.nsw.gov.au

Gambling help

Find help near you

[Enter your postcode or suburb]

Personal stories

Read and watch stories from others

More [Share your story](#)

Talk to someone

Choose phone, face to face, email or live text

More [Share your story](#)

How do the pokies really work?

Watch our video featuring Jilly Lagarala and separate fact from myth

www.gamblinghelp.nsw.gov.au

- [Gaming in WA](#)
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Problem Gambling

[Problem Gambling Support Services Committee](#)
[Help is Available](#)
[Self-Exclusion Programs](#)
[Other Websites and Resources](#)
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Problem Gambling Support Services Committee

The Problem Gambling Support Services Committee was formed in 1995 under the auspices of the Gaming and Wagering Commission of Western Australia. The Problem Gambling Support Services Committee brings together representatives from the gambling industry and government to address the social and economic issues that result from problem gambling in Western Australia.

The Committee currently funds two help services for people affected by problem gambling, their partners and families:

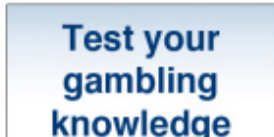
1. [Gambling Help WA](#) - A free face to face counselling service; and
2. [Problem Gambling Helpline](#) - a toll free, 24 hour telephone counselling and referral service.

The PGSSC also contribute annually to [Gambling Help Online](#) at www.gamblinghelponline.org.au and [Gambling Research Australia](#).

A copy of the PGSSC's Strategic Plan can be accessed [here](#).

Are you gambling responsibly? Calculate your risk

This [self-assessment quiz](#) is an interactive quiz based on the Canadian Problem Gambling Index test used by Health Professionals. It will give you a good idea of whether your gambling has become a problem.



www.rgl.wa.gov.au

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 - [Broadband for consumers](#)
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 - [National Broadband Network](#)
 - [NBN Co's interim Satellite Service](#)
 - [Online content regulation](#)
 - [Online gambling](#)
 - [Public Safety Mobile Broadband Steering Committee](#)
 - [Technology Advisory Unit](#)
- [Digital economy](#)
- [International](#)
- [Mobile services](#)
- [Online safety and security](#)
- [Post](#)
- [Radio](#)
- [Telecommunications](#)
- [Television](#)

Online gambling

Under the Interactive Gambling Act 2001 (IGA), parliament established a regulatory framework which makes it an offence to provide certain interactive gambling content under the IGA to certain devices that are often described as 'online casinos' and usually involve using the internet to roulette, poker, craps, online 'pokies' and blackjack.

The following pages provide updated information on the IGA and its operation.

- [The Interactive Gambling Act 2001](#)
- [Online gambling licences](#)
- [Interactive Gambling Industry Code](#)
- [Prohibition of Interactive Gambling advertisements](#)

2011 review of the Interactive Gambling Act 2001

The Department of Broadband, Communications and the Digital Economy is currently undertaking a review of the operation of the IGA. For further information, see:

- [2011 review of the Interactive Gambling Act 2001](#)

Government response to the Parliamentary Joint Select Committee on Gambling Reform - Second Report

On 8 December 2011, the Joint Select Committee on Gambling Reform released its report on Interactive and Online Gambling and Gambling Act, examined the prevalence of interactive and online gambling in Australia and the adequacy of the Interactive Gambling Act 2001 to effectively do so. On 21 June 2012, the government responded to the Joint Select Committee report. In its response, the government notes a number of the report's findings:

- [Government Response to Second Report of Joint Select Committee on Gambling Reform \(PDF, 263.3 KB\)](#)
- [Government Response to Second Report of Joint Select Committee on Gambling Reform \(DOC, 115.8 KB\)](#)

Australian Gambling Survey

Gambling Research Australia has commissioned a national online survey that aims to further the understanding of gambling behaviour, and in so doing, Professor Alex Blaszczynski (University of Sydney), Dr Robert Wood (University of Lethbridge) and Professor Ger Lubman (Tarning). This data is being collected to help researchers, policymakers, and other key stakeholders to gain a better understanding of gambling and the path to responsible gambling.

- [Australian Gambling Survey](#)

www.dbcde.gov.au

www.gambleaware.com.au

www.google.com.au

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APPENDIX E
NATIONAL ONLINE SURVEY INSTRUMENT

Australian Gambling Survey

Welcome to the **AUSTRALIAN GAMBLING SURVEY HOMEPAGE**. We are collecting data that will help researchers, policy makers, and other key stakeholders gain a better understanding of interactive gambling and the people who gamble using the Internet, mobile phone and digital TV. This project is titled 'Interactive Gambling' and is funded by Gambling Research Australia. This research involves all Australians over the age of 18 who have gambled for money in the past 12 months.

The study is being conducted by:

- Professor Nerilee Hing and Dr. Sally Gainsbury at the Centre for Gambling Education and Research, Southern Cross University
- Professor Alex Blaszczynski at the Gambling Research Unit, University of Sydney
- Professor Dan Lubman, Monash University and Director of Turning Point Alcohol and Drug Centre.
- Associate Professor Robert Wood, University of Lethbridge

On the website, you will find a series of brief questionnaires designed to test your gambling knowledge and your gambling behaviour. When you take our questionnaires you will receive a score that shows how your gambling behaviour, knowledge, etc. compares to other people. On average participation in this survey takes approximately 10-15 minutes.

Information from submitted questionnaires will be deposited into a data base, and we will conduct statistical analyses of the data when the study is done. Information collected from these questionnaires may be published in research reports, articles, and books. Your participation in this research is extremely valuable in furthering the understanding of the nature of gambling, and internet gambling in Australia and will be helpful in guiding policy makers, operators and community groups response to internet gambling.

Your participation is strictly voluntary. You do not have to answer questions that you do not want to answer, and you may quit any of the questionnaires at any time. Your participation in this questionnaire is confidential. Only the immediate research team will be given access to the raw data collected from this questionnaire. In any future reports or publications, data from this questionnaire will be reported using general statistics and anonymous quotes. All data will be stored electronically on the University of Sydney's server for a period of seven years in accordance with ethical research protocols.

If you have any questions about this study, and your participation in it, please email Professor Nerilee Hing directly at: nerilee.hing@scu.edu.au. If you have any questions or concerns about this study, and if you do not wish to share them directly with the immediate research team, then you can contact either:

- Southern Cross University Research Ethics at: (02) 6626-9139 or ethics.lismore@scu.edu.au or write to PO Box 157, Lismore NSW 2480, Australia. Please quote protocol number ECN-11-053
- Deputy Manager, Human Ethics Administration, University of Sydney on (02) 8627 8176 (Telephone); (02) 8627 8177 (Facsimile) or human.ethics@usyd.edu.au (Email). Please quote protocol number 14040.

If necessary, a Research Services representative will address your query with the principal researchers.

If you are interested in being involved in future gambling-related research, including paid research, please email your contact details to: cger@scu.edu.au

This survey was developed by Dr Robert Wood and Dr Robert Williams at the University of Lethbridge (Alberta, Canada).

Thank you for your interest. Your participation represents an extremely important contribution to the success of this project!

As a thank you for your participation, we are offering you the opportunity to enter a draw to win one of 10 iPods. At the end of the survey, you will find an email link to enter the draw. Please use this link to email us your name and telephone number so we can contact you if you win one of these iPods.

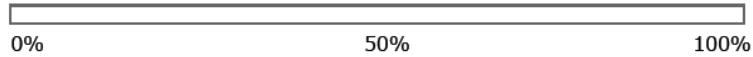
To participate in this research please click on the link below to enter the online survey.

[Begin the Questionnaire -->](#)

Please report any technical problems with this questionnaire to cger@scu.edu.au.

Gambling Behaviour Scale

0% complete



GB1a. During the last 12 months, on average how often have you purchased **instant scratch tickets**? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month
- less than once a month
- not at all in the past 12 months

GB1c. During the last 12 months, what percentage of all your **instant scratch ticket** purchases was done over the Internet, including through your computer, mobile phone, television or other device?

- % (1-100%)
- 0%

GB2a. During the last 12 months, on average how often have you purchased **lottery, lotto or pools tickets**? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month
- less than once a month
- not at all in the past 12 months

GB2c. During the last 12 months, what percentage of your **lottery, lotto or pools tickets** purchases or play was done over the Internet, including through your computer, mobile phone, television or other device?

- % (1-100%)
- 0%

GB3a. During the last 12 months, on average how often have you bet on **sporting events through a TAB, TOTE, betting operator or bookie**? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month
- less than once a month
- not at all in the past 12 months

GB3c. During the last 12 months, what percentage of your betting on **sports betting** was done over the Internet, including through your computer, mobile phone, television or other device?

% (1-100%)

- 0%

GB4a. During the last 12 months, on average how often have you bet on **horse or dog races through a TAB, TOTE, betting operator or bookie**? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month
- less than once a month
- not at all in the past 12 months

GB4c. During the last 12 months, what percentage of your betting on **horse or dog race betting** was done over the Internet, including through your computer, mobile phone, television or other device?

% (1-100%)

- 0%

GB5a. During the last 12 months, on average how often have you played **bingo for money**? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month

- less than once a month
- not at all in the past 12 months

GB5c. During the last 12 months, what percentage of your **bingo** playing was done over the Internet, including through your computer, mobile phone, television or other device?

- % (1-100%)
- 0%

GB6a. During the last 12 months, on average how often have you played **keno**? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month
- less than once a month
- not at all in the past 12 months

GB6c. During the last 12 months, what percentage of your **keno** playing was done over the Internet, including through your computer, mobile phone, television or other device?

- % (1-100%)
- 0%

GB7a. During the last 12 months, on average how often have you played **poker for money** against other individuals (including cash games and tournament games)? Would you say

- 4 or more times a week
- 2-3 times a week
- once a week
- 2-3 times a month
- once a month
- less than once a month
- not at all in the past 12 months

GB7c. During the last 12 months, what percentage of your **poker** playing for money was done

In a gambling venue % (0-100%)

In a private residence % (0-100%)

Over the Internet % (1-100%)

0% was played over the Internet

GB8a. During the last 12 months, on average how often have you played **casino table games, not including poker**, such as blackjack, roulette, craps, or baccarat? Would you say

4 or more times a week

2-3 times a week

once a week

2-3 times a month

once a month

less than once a month

not at all in the past 12 months

GB8c. During the last 12 months, what percentage of your **casino table games, not including poker** play, was done over the Internet, including through your computer, mobile phone, television or other device?

% (1-100%)

0%

GB9a. During the last 12 months, on average how often have you gambled on **games of skill for money, not including poker** (e.g., backgammon, mah-jong, arcade games, puzzles, word games, trivia, board games, strategy games, bridge, or similar games)? Would you say

4 or more times a week

2-3 times a week

once a week

2-3 times a month

once a month

less than once a month

not at all in the past 12 months

GB9c. During the last 12 months, what percentage of your **games of skill** was done over the Internet, including through your computer, mobile phone, television or other device?

% (1-100%)

0%

- sometimes
- most of the time
- almost always

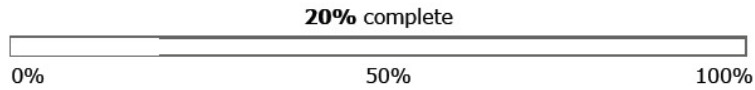
GB18. How often do you use drugs when you gamble (e.g., cannabis, cocaine, other recreational drugs)? Would you say

- never
- sometimes
- most of the time
- almost always

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Please report any technical problems with this questionnaire to cger@scu.edu.au.

Gambling Behaviour Scale



In this section we ask you to estimate how much money you spend on each gambling activity in a typical MONTH. For all of these questions, spend means how much you are ahead or behind, or your net win or loss in an average MONTH in the past 12 months (in AUD \$).

GB1b. Roughly how much money do you spend on **instant scratch tickets** in a typical MONTH?

- Ahead, Behind, broke even
- \$1-\$25
- \$26-\$50
- \$51-\$75
- \$76-100
- \$101-\$150
- \$151-200
- \$201-\$300
- \$301-\$500
- \$501-\$1000
- \$1001-\$2000
- \$2001-\$5000
- \$5001+
- don't know

GB1d. Which Internet sites do you most often use to purchase **instant scratch tickets**?

Up to three responses allowed

- Australianlotto.com
- Golden Casket
- Mirror Scratch Cards
- Lottery.com.au
- Lotterywest
- NetLotto
- MyLottery.com.au
- NSW Lotteries
- Oz Lotteries
- Tattersalls (Tatts) Lotteries
- TheLotter.com
- SA Lotteries
- Scratch2Cash

- WestAustralianOnline.com
- William Hill Lotteries
- Wintrillions
- Other

GB2b. Roughly how much money do you spend on **lottery, lotto or pools tickets** in a typical MONTH?

- Ahead, Behind, broke even
- \$1-\$25
- \$26-\$50
- \$51-\$75
- \$76-100
- \$101-\$150
- \$151-200
- \$201-\$300
- \$301-\$500
- \$501-\$1000
- \$1001-\$2000
- \$2001-\$5000
- \$5001+
- don't know

GB2d. Which Internet sites do you most often use to purchase or play **lottery, lotto or pools tickets**?
Up to three responses allowed

- Australianlotto.com
- Golden Casket
- Mirror Scratch Cards
- Lottery.com.au
- Lotterywest
- NetLotto
- MyLottery.com.au
- NSW Lotteries
- Oz Lotteries
- Tattersalls (Tatts) Lotteries
- TheLotter.com
- SA Lotteries
- Scratch2Cash
- WestAustralianOnline.com
- William Hill Lotteries
- Wintrillions
- Other

GB3b. Roughly how much money do you spend on **sports betting** in a typical MONTH?

Ahead,
 Behind,
 broke even

\$1-\$25
 \$26-\$50
 \$51-\$75
 \$76-100
 \$101-\$150
 \$151-200
 \$201-\$300
 \$301-\$500
 \$501-\$1000
 \$1001-\$2000
 \$2001-\$5000
 \$5001+
 don't know

GB3d. Which Internet sites do you most often use for sports betting?
Up to three responses allowed

ACTTAB
 Allbets
 BetFair
 Betstar
 Bet Choice
 Betezy
 Bodog.co.uk
 bwin
 Canbet
 Centrebet
 Centre Racing
 IASBet Sports and Race Betting
 LuxBet
 Party Bets
 Pinnacle Sports
 Race Tab
 Sportsbet
 Sportingbet Australia
 Sports Odds
 Tatts
 TAB Active
 TABOzBet
 TAB Sportsbet
 TABOnline
 The Tote
 Top fluc
 UniTAB
 William Hill
 Other

GB3e. How much time do you usually spend each time you place bets on sporting events at an Internet site?

(minutes)

GB4b. Roughly how much money do you spend on **horse or dog race betting** in a typical MONTH?

Ahead, Behind, broke even

- \$1-\$25
- \$26-\$50
- \$51-\$75
- \$76-100
- \$101-\$150
- \$151-200
- \$201-\$300
- \$301-\$500
- \$501-\$1000
- \$1001-\$2000
- \$2001-\$5000
- \$5001+
- don't know

GB4d. Which Internet sites do you most often use to **bet on horse or dog racing**?

Up to three responses allowed

- ACTTAB
- Allbets
- BetFair
- Betstar
- Bet Choice
- Betezy
- Bodog.co.uk
- bwin
- Canbet
- Centrebet
- Centre Racing
- IASBet Sports and Race Betting
- LuxBet
- Party Bets
- Pinnacle Sports
- Race Tab
- Sports Alive
- Sportsbet
- Sportingbet Australia
- Sports Odds
- Tom Waterhouse
- Tatts

- TAB Active
- TABOzBet
- TAB Racing
- TAB Sportsbet
- TABOnline
- The Tote
- Top fluc
- UniTAB
- William Hill
- Other

GB4e. How much time do you usually spend each time you place **bets on horse or dog races** at an Internet site?

(minutes)

GB5b. Roughly how much money do you spend on **bingo** in a typical MONTH?

Ahead, Behind, broke even

- \$1-\$25
- \$26-\$50
- \$51-\$75
- \$76-100
- \$101-\$150
- \$151-200
- \$201-\$300
- \$301-\$500
- \$501-\$1000
- \$1001-\$2000
- \$2001-\$5000
- \$5001+
- don't know

GB5d. Which Internet sites do you most often use for **bingo**?
Up to three responses allowed

- 888ladies.com
- 123 Bingo Online
- Bingo Australia
- Bingo.com
- Bingo Cabin
- Bingo Mania
- Ladbrokes Bingo
- ME Bingo
- Online Bingo
- Virtual Bingo

William Hill Bingo
 Yahoo Bingo
 Other

GB5e. How much time do you usually spend each time you play **bingo for money** at an Internet site?

(minutes)

GB6b. Roughly how much money do you spend on **keno** in a typical MONTH?

Ahead, Behind, broke even
 \$1-\$25
 \$26-\$50
 \$51-\$75
 \$76-100
 \$101-\$150
 \$151-200
 \$201-\$300
 \$301-\$500
 \$501-\$1000
 \$1001-\$2000
 \$2001-\$5000
 \$5001+
 don't know

GB6d. Which Internet sites do you most often use for playing **keno**?
Up to three responses allowed

ACTTAB
 Australian Gambling
 All slots Online Casino
 Bingo Australia
 Keno
 Keno Online
 Keno Australia Online
 Lottery.com.au
 My Lottery.com.au
 Online Keno
 Platinum Play
 Other

GB6e. How much time do you usually spend each time you play **keno** at an Internet site?

(minutes)

GB7b. Roughly how much money do you spend on **poker** in a typical MONTH?

Ahead, Behind, broke even

- \$1-\$25
 \$26-\$50
 \$51-\$75
 \$76-100
 \$101-\$150
 \$151-200
 \$201-\$300
 \$301-\$500
 \$501-\$1000
 \$1001-\$2000
 \$2001-\$5000
 \$5001+
 don't know

GB7d. Which Internet sites do you most often use for playing **poker**?

Up to three responses allowed

- 888.com
 Absolute Poker
 Betfair Poker
 Bet365 Poker
 bwin
 Centrebet Poker
 Doyles Room
 Empire Poker
 Full Tilt Poker
 Oz Poker
 Pacific Poker
 Paradise Poker
 Party Poker
 PKR.com
 Poker Kings
 Poker Room
 Poker Stars
 WPTPoker
 William Hill Poker
 Other

GB7e. How much time do you usually spend each time you play **poker** at an Internet site?

(minutes)

GB8b. Roughly how much money do you spend on **casino table games, not including poker** in a typical MONTH?

Ahead, Behind, broke even

- \$1-\$25
 \$26-\$50
 \$51-\$75
 \$76-100
 \$101-\$150
 \$151-200
 \$201-\$300
 \$301-\$500
 \$501-\$1000
 \$1001-\$2000
 \$2001-\$5000
 \$5001+
 don't know

GB8d. Which Internet sites do you most often use for playing **casino table games, not including poker**?

Up to three responses allowed

- 888.com
 32Red Online Casino
 All Slots
 Australian Online Casino
 bet365 Casino
 Betfair Casino
 Bodog
 Canbet Casino
 Casino.com
 Casino Australia
 EuroGrand
 InterCasino
 Ladbrokes Casino
 Laislacasino
 Party Casino
 Verveinc
 Poker Stars
 William Hill
 Other

GB8e. How much time do you usually spend each time you play **casino table games, not including poker**, at an Internet site?

(minutes)

GB8f. Which **casino table games, not including poker** do you play for money on the Internet? Check all that apply

- blackjack
- slot machines
- video poker machines
- craps
- roulette
- baccarat
- pai gow
- Other

GB9b. Roughly how much money do you spend on these other **games of skill** in a typical MONTH?

- Ahead, Behind, broke even
- \$1-\$25
- \$26-\$50
- \$51-\$75
- \$76-100
- \$101-\$150
- \$151-200
- \$201-\$300
- \$301-\$500
- \$501-\$1000
- \$1001-\$2000
- \$2001-\$5000
- \$5001+
- don't know

GB9d. Which Internet sites do you most often use for gambling on **games of skill**?

Up to three responses allowed

- Betfair Exchange Games
- Bet365 Games
- Betting Australia
- GameAccount
- GameColony
- Gamesville
- Gammon Empire
- Golden Palace Online
- King.com
- Ladbrokes Games
- Midas Player
- MoneyGaming

Market Punter
 Virgin Gaming
 Ultimate Bet
 William Hill Skill
 WorldWinner
 Yahoo Bingo and Games
 Other

GB9e. How much time do you usually spend each time you gamble on **games of skill** at an Internet site?

(minutes)

GB9f. Which **skill games** do you play for money on the Internet?

card games
 pool
 darts
 bowling
 video games
 board games
 strategy games
 mahjong
 Other

GB10b. Roughly how much money do you spend on **gaming machines** in a typical MONTH?

Ahead, Behind, broke even

\$1-\$25
 \$26-\$50
 \$51-\$75
 \$76-100
 \$101-\$150
 \$151-200
 \$201-\$300
 \$301-\$500
 \$501-\$1000
 \$1001-\$2000
 \$2001-\$5000
 \$5001+
 don't know

GB10d. Which Internet sites do you most often use for gambling on **gaming machines**?

Up to three responses allowed

- 888.com
- 32Red Online Casino
- All Slots
- Australian Online Casino
- bet365 Casino
- Bettefair Casino
- Bodog
- Canbet Casino
- Casino.com
- Casino Australia
- EuroGrand
- InterCasino
- Ladbrokes Casino
- Laislacasino
- Party Casino
- Verveinc
- William Hill
- Other

GB10e. How much time do you usually spend each time you gamble on **gaming machines** on Internet sites?

(minutes)

GB11. Thinking about the past 12 months, what proportion of the **total** amount of money you have wagered on all types of gambling has been online?

% (0-100%)

GB12. Thinking about the past 12 months, what proportion of your **total time spent gambling** has been online?

% (0-100%)

GB14. During the past 12 months, have you played any gambling activities on the Internet without any money, that is, just for fun?

- Yes
- No

GB15. Which activities have you played on the Internet for fun, without money, in the past 12 months?

- Instant scratch tickets
- Sports betting
- Race betting
- Bingo
- Keno
- Poker
- Casino table games
- Gaming machines
- Skill Games
- Other

GB16. Which Internet sites do you most often use for gambling-like games without money?
Up to three responses allowed

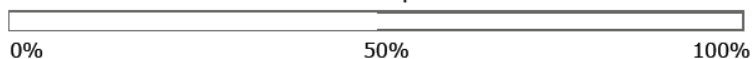
- 888 Poker
- Bingo blitz
- Bingo Zone.com
- Boss Vegas
- Casino City
- Casino Empire
- Crowd Park
- Double Down
- Facebook
- FreeGamblingGames.net
- Freeslots.com
- Full Tilt
- MiniTycoon Casino
- My Space
- Online Pokies Club
- Party Poker
- Poker Stars
- PokiesListing.com
- Slotomania
- The Poker Practice
- Utime All Fours
- Zynga
- Other

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Please report any technical problems with this questionnaire to cger@scu.edu.au.

Internet Gambling

50% complete



11. In terms of your gambling over the last 12 months, which of the following statements is most accurate for you?

- I have only gambled online in the last 12 months
- I have mostly gambled online, but I have sometimes gambled offline
- About half of my gambling has been online and half has been offline
- I have mostly gambled offline, but I have sometimes gambled online
- I have never gambled on the Internet in the last 12 months

12. Where do you primarily gamble online?

- home
- work
- when away from home and work e.g., travelling, waiting, etc.

13. What year did you first start using the Internet for gambling purposes?

2010 ▾

14. Do you prefer Internet gambling to land-based gambling?

- Yes
- No
- I like Internet and land-based gambling equally

15. What **time of day** do you most often use the Internet to gamble or place bets? Would you say

- 6am - 12pm
- 12pm - 6pm
- 6pm - midnight
- midnight - 6am

16. What is your **preferred medium** for Internet gambling?

- computer
 mobile phone
 wireless device
 television

other

17. What is your **usual payment method** for online gambling?

- credit card
 debit card
 pre-paid credit card
 direct bank transfer
 money transfer e.g., Western Union
 PayPal
 Moneybookers
 Neteller
 Paysafecard
 Ukash
 Poli
 BPay
 Cheque
 other

18. How many **separate online betting/gambling accounts** do you have with **different** operators?

- 1
 2
 3-4
 5-6
 More than 6

19. If available, would you prefer to gamble online on:

- Domestically regulated sites
 Offshore sites
 No preference either way

110. Think about the first time you gambled via an interactive medium (internet, mobile phone, other wireless device or digital TV). Which of the following factors had the greatest influence on **your decision to start gambling via an interactive medium**? Up to three responses allowed.

- Advertising/marketing
- Price including bonuses, free credit, odds, payout rates
- Greater number of betting options and games available
- Dislike of or discomfort with land-based venues
- Convenience – more convenient access online
- Access – unable to easily access land-based venues/available 24-7 from any location
- Physical comfort of gambling from home
- Privacy/anonymity
- Use of free-play sites
- Other

I11. What are the main things that influence your decision to gamble at one Internet site over another? Up to three responses allowed.

- Reputation
- Personal recommendation
- Advertising/marketing
- Price including bonuses, free credit, odds, payout rates
- Greater number of betting options and games available
- Jurisdiction where site is regulated
- Legally provided/licensed site
- Fast payout rates
- Customer protection: fairness of games, security of deposits and account information
- Responsible gambling tools & resources e.g., account information, personal limits
- Few personal details required
- Social features e.g., instant chat, message boards, forums
- Existing account with land-based operator
- Better game experience/interface
- Software used
- Number of gambling forms available
- Other

I12. What would you say are the main advantages of Internet gambling over gambling at an actual casino, gaming venue, race track or other facility? Up to three responses allowed.

- Price including bonuses, free credit, odds, payout rates
- Greater number of betting options and games available
- Dislike of or discomfort with land-based venues
- Convenience – more convenient access online
- Access – unable to easily access land-based venues/available 24-7 from any location
- Physical comfort of gambling from home
- Privacy/anonymity
- Use of free-play sites
- Responsible gambling tools & resources e.g., account information, personal limits
- Social features e.g., instant chat, message boards, forums
- More enjoyable game experience
- Lower secondary costs e.g., petrol, food and beverages
- No advantages over land-based gambling

Other

113. What would you say are the main **disadvantages** of Internet gambling over gambling at an actual casino, gaming venue, race track or other facility? Up to three responses allowed.

- Unreliable technology or Internet access
- Difficult to use
- Illegality
- Difficulty verifying fairness of games
- Concerns about account safety including money and personal information provided
- Too convenient
- More addictive
- Easier to spend money
- Less enjoyable game, environment, or social experience
- Lack of responsible gambling measures, e.g., excluding underage gamblers, assisting problem gamblers
- No disadvantages of Internet gambling
- Other

114. How often, if ever, has online gambling **disrupted your sleeping** patterns? Would you say?

- never
- sometimes
- most of the time
- almost always

115. How often, if ever, has online gambling **disrupted your eating** patterns? Would you say?

- never
- sometimes
- most of the time
- almost always

116. Has using a **credit card or electronic money transfer** facility instead of actual cash, when you are gambling online

- Had no impact on how much you gamble
- Increased the amount you gamble
- Decreased the amount you gamble

117. What sort of things would **improve** Internet gambling?

as

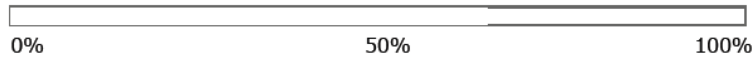


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Please report any technical problems with this questionnaire to caer@scu.edu.au.

Participant Information

65% complete



D1. What is your gender?

- Male
- Female

D2. What is your date of birth? Please enter numerals for day and month e.g., Day 29, month 4.

Day month year

D3. What is the post code of your usual place of residence?

D4. Do you live in a metropolitan (city) or rural (regional/country) setting?

- Major metropolitan city
- Major regional city
- Rural town/location
- Remote town/location

D5. Including yourself, how many persons aged 18 years or older (adults) usually live in your household?

D6. How many persons less than 18 years of age (children/adolescents) usually live in your household?

D7. Which of the following best describes your current marital status?

- married
- living with partner/de facto
- widowed
- divorced or separated
- never married

D8. Which of the following best describes your household?

- single person
- one parent family with children
- couple with children
- couple with no children
- group household
- Other

D9. What is your highest educational qualification?

- Postgraduate qualifications
- A university or college degree
- A trade, technical certificate or diploma
- Year 12 or equivalent
- Year 10 or equivalent
- Completed primary school
- Did not complete primary school
- No schooling

D10. Which of the following best describes what you currently do

- Work full-time
- Work part-time or casual
- Self-employed
- Unemployed and looking for work
- Full-time student
- Full-time home duties
- Retired
- Sick or disability pension
- Other

D11. What is your main occupation?

- Manager
- Professional

- Technician or Trade worker
- Community or personal service worker
- Clerical or administrative worker
- Sales worker
- Machinery operator and driver
- Labourer
- Other

D12. To the nearest thousand dollars (in AUD currency), what do you estimate your total household income before taxes was last year?

- \$0 to \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$89,999
- \$90,000 to \$99,999
- \$100,000 to \$109,999
- \$110,000 to \$119,999
- \$120,000 to \$129,999
- \$130,000 to \$139,999
- \$140,000 to \$149,999
- \$150,000 or more
- don't know

D13. To the nearest thousand dollars (in AUD currency), what do you estimate your current TOTAL household DEBT to be? This would include mortgages, credit cards, loans, car payments, etc. ?

D14. What country do you live in?

D15. In which country were you born?

- Australia
- England
- New Zealand

Italy
 Vietnam
 India
 Scotland
 Other

D16. Do you speak a language other than English at home?

No, English only
 Yes, Italian
 Yes, Greek
 Yes, Cantonese
 Yes, Arabic
 Yes, Mandarin
 Yes, Vietnamese
 Yes other

D17. Are you of Aboriginal or Torres Strait Island origin?

No
 Yes, Aboriginal
 Yes, Torres Strait islander
 Prefer not to answer

D18. Do you have a mobile phone and/or land-line in your usual place of residence?

Mobile phone only
 Landline only
 Both mobile phone and landline

D19. How did you hear about this survey?

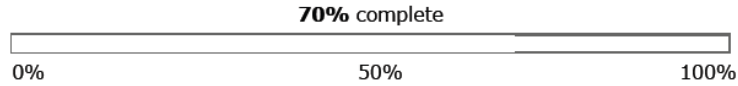
media coverage
 Facebook advertisement
 Google advertisement
 online wagering/lottery site (e.g., TAB, Tatts)
 land-based gambling operator (e.g., Adelaide Casino, Clubs NSW)
 University of Sydney
 Southern Cross University/ Centre for Gambling Education & Research
 Turning Point/ Gamblers Help Online
 sporting organisation (e.g., Netball Australia)
 gambling help service website
 government website

gambling forum
 friend/relative
 Other

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Problem Gambling Severity Index (PGSI)



PGSI1. Thinking about the past 12 months, how often have you bet more than you could really afford to lose? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI2. Thinking about the past 12 months, how often have you felt guilty about the way you gamble or what happens when you gamble? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI3. Thinking about the past 12 months, how often have you needed to gamble with larger amounts of money to get the same feeling of excitement? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI4. Thinking about the past 12 months, when you gambled, how often have you gone back another day to try to win back the money you lost? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI5. Thinking about the past 12 months, how often have you borrowed money or sold anything to get money to gamble? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI6. Thinking about the past 12 months, how often has your gambling caused any financial problems for you or your household? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI7. Thinking about the past 12 months, how often has your gambling caused you any health problems, including stress or anxiety? Would you say:

- never
- sometimes
- most of the time
- almost always

PGSI8. Thinking about the past 12 months, how often have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

- never
- sometimes
- most of the time
- almost always

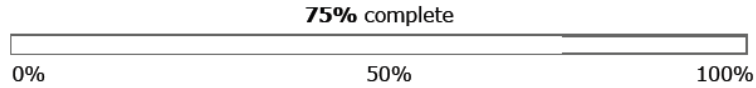
PGSI9. Thinking about the past 12 months, how often have you felt that you might have a problem with gambling? Would you say:

- never
- sometimes
- most of the time
- almost always

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Consequences and Help Seeking



PG1. You are probably aware that some people experience problems related to gambling. We would like to ask some questions that will provide important information about the potential impacts of gambling.

Which type of gambling has contributed MOST to any problems you may have experienced from your gambling?

- instant scratchies
- lotteries/lotto/pools
- sports betting
- horse/dog racing
- bingo
- keno
- poker
- casino table games
- pokies /electronic gaming machines
- skill games
- other
- I have not experienced problems from my gambling

PG2. Which other types of gambling have contributed to any problems you may have experienced from your gambling? (Select all that apply)

- instant scratchies
- lotteries/lotto/pools
- sports betting
- horse/dog racing
- bingo
- keno
- poker
- casino table games
- pokies /electronic gaming machines
- skill games
- other
- No other types have contributed to my problem gambling

PG3. What type of gambling medium has contributed MOST to any problems you may have experienced from your gambling?

- Internet via computers

- Internet via mobile phone
- Internet via portable/wireless devices
- Interactive TV
- land-based gambling
- betting via telephone

PG4. Did any problems you may have experienced from your gambling emerge before or after you first gambled online

- Before
- After

PG6. How strongly do you agree or disagree that online gambling has contributed to any problems you may have experienced from your gambling? Would you say you

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

PG7. Have you ever thought that you needed help in relation to your gambling problems?

- Yes
- No

PG8. Have you ever sought help in relation to your gambling from the following sources? (more than one response accepted)

- Face-to-face from a specialist gambling counsellor
- Face-to-face from a non-gambling specialist professional, including doctor, psychologist/psychiatrist, financial, legal or other advisor
- From a gambling telephone helpline
- From online or email gambling counselling
- From a residential treatment program
- From a face-to-face support group, such as Gamblers Anonymous or Pokies Anonymous
- From an online support group or discussion board, such as an Internet forum
- From family or friends.
- By excluding yourself from a land-based gambling venue or outlet
- By excluding yourself from a gambling website or online gambling operator
- Through self-help strategies, such as by budgeting, limiting access to money for gambling, avoiding gaming venues, taking up other activities
- I've never sought help in relation to my gambling
- other

PG9. In total, about how many times have you had contact with professional help services in relation to your gambling?

Don't know

Never sought help

PG10. If you were to seek help from a professional service in the future in relation to your gambling, where would you be most comfortable seeking it from? Would you say

a face-to-face service

an Internet service

a telephone service

other

I would not seek help from a professional service

PG11. Are you interested in knowing about resources to help with problem gambling?

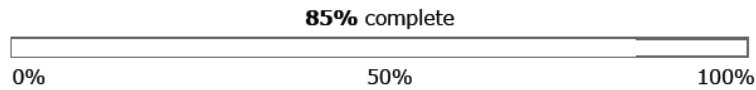
Yes

No

Link to other problem gambling treatment resources:
<http://www.gamblinghelponline.org.au/>
<http://www.turningpoint.org.au/>
<http://www.relationships.com.au/>
<http://www.problemgambling.vic.gov.au/>
<http://www.problemgambling.sa.gov.au/>
http://sydney.edu.au/science/psychology/gambling_treatment_clinic/

Please report any technical problems with this questionnaire to cqer@scu.edu.au.

Gambling Knowledge and Beliefs Test



GF1. Which of the following set of lottery numbers would you say has the greatest probability of being selected as the winning combination?

- 1, 2, 3, 4, 5, 6
- 14, 43, 5, 32, 17, 27
- both sets have an equal probability of being selected

GF2. Which gives you the best chance of winning a standalone jackpot on a gaming machine?

- a gaming machine that has not had a jackpot in over a month
- a gaming machine that had a jackpot an hour ago
- your chances of winning the jackpot are the same on both machines

GF3. If 10 people's names were put into a hat and one name drawn for a prize, how likely is it that your name would be chosen? Would you say

- About the same likelihood as everyone else
- Less likely than other people
- More likely than other people

GF4. If you were to buy a lottery ticket, which would be the best place to buy it from? Would you say

- a place that has sold many previous winning tickets
- a place that has sold few previous winning tickets
- one place is as good as another

GF5. A positive attitude increases your likelihood of winning money when playing bingo or slot machines. Do you agree or disagree?

- Agree
- Disagree

GF6. Which game can you consistently win money at if you use the right gambling strategy?

- Gaming machines
- Roulette
- Bingo
- None of these games

GF7. Do you think your chances of winning a lottery are better if you are able to choose your own numbers?

- Yes
- No

GF8. You have flipped a coin and it came up 'heads' 5 times in a row. What are the odds that heads will come up on the next flip. Would you say

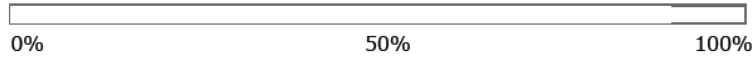
- 50%
- more than 50%
- less than 50%

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Gambling Attitudes and Knowledge

90% complete



GA1. Which of the following statements best describes your views about the benefit or harm that gambling has for society?

- The harm far outweighs the benefits
- The harm somewhat outweighs the benefits
- The benefits are about equal to the harm
- The benefits somewhat outweigh the harm
- The benefits far outweigh the harm

GA2. Viewing promotions for online gambling typically:

- Has no impact on how much you gamble online
- Increases the likelihood that you will gamble online
- Decreases the likelihood that you will gamble online

GA3. In your opinion, promotions and marketing for online gambling should be allowed: (mark all that apply)

- in traditional media (newspapers, radio, television)
- on billboards
- at sporting events
- as logos on individual and team uniforms/playing shirts
- online
- during televised broadcasts of sporting events
- None of the above

GA4. To the best of your knowledge, which of the following forms of Internet gambling are legal for gambling operators to provide to Australian residents: (mark all that apply)

- instant scratchies
- lotteries/lotto/pools
- sports betting
- horse/dog racing
- bingo
- keno
- poker
- casino table games

- pokies /electronic gaming machines
- skill games
- Unsure/don't know

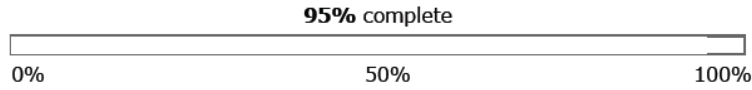
GA5. If all types of Internet gambling were legal in Australia what impact would this have on your overall gambling?

- No impact on how much you gamble
- Increase the amount you gamble
- Decrease the amount you gamble

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Consequences of Gambling



PERSONAL PROBLEMS FROM GAMBLING

C1. During the last 30 days, how often did you feel...

	None of the time	A little of the time	Some of the time	Most of the time	All of the time
a. ... nervous?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. ... hopeless?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. ... restless or fidgety?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. ... so depressed that nothing could cheer you up?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. ... that everything was an effort?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. ... worthless	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C2. During the last 30 days...

	None of the time	A little of the time	Some of the time	Most of the time	All of the time
how often has your gambling been the main cause of these feelings?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C3. During the last 12 months...

	Yes	No
a. Have you been under a doctor's care because of depression, stress or anxiety relating to your gambling?	<input checked="" type="radio"/>	<input type="radio"/>
b. Have you seriously thought about or attempted suicide as a result of your gambling?	<input checked="" type="radio"/>	<input type="radio"/>

If you or someone you know needs emotional support, call Lifeline 13 11 14.

C4. During the last 12 months, how often...

	Never	Rarely	Sometimes	Often	Always
a. Has your gambling made life less enjoyable?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Have you felt that you would like to stop gambling but didn't think you could?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Has your need to gamble been too strong to control?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Has gambling been more important than anything else you might do?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Has the thought of gambling been constantly in your mind?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Have you gambled in order to escape from worries or troubles?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INTERPERSONAL PROBLEMS FROM GAMBLING

C5. During the last 12 months, how often...

	Never	Rarely	Sometimes	Often	Always	N/A
a. Has your gambling left you with not enough time to look after your family's interests?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Has your gambling caused arguments with your family?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Has your gambling led to incidents of domestic abuse within your household?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Has your gambling led to other incidents of abuse involving family, friends or others?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Has your gambling impacted negatively on your relationship with any of your children?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Have people close to you had difficulties trusting you due to your gambling?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Have you and people close to you put off doing things together as a result of your gambling?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C6. During the last 12 months...

	Yes	No	N/A
a. Has your gambling led to the break-up of an important relationship in your life, or separation or divorce?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Has your gambling led to you losing contact with any of your children?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

WORK/STUDY PROBLEMS FROM GAMBLING

C7. During the last 12 months, how often...

	Never	Rarely	Sometimes	Often	Always	N/A
a. Have you lost time from work or study because of your gambling?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Has your gambling adversely affected how well you perform your work?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C8. During the last 12 months...

	Yes	No	N/A
a. Have you changed jobs because of problems relating to your gambling?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Have you been sacked from a job because of your gambling?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

FINANCIAL PROBLEMS FROM GAMBLING

C9. During the last 12 months, how often...

	Never	Rarely	Sometimes	Often	Always	N/A
a. Have you borrowed from someone and not paid them back as a result of your gambling?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Has your gambling left you with no money to pay your rent or mortgage?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Has your gambling left you with no money to pay your household bills?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Has your gambling made it harder to make money last from one payday (or pension day) to the next?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C10. During the last 12 months...

	Yes	No	N/A
a. Have debts from your gambling caused you to be declared bankrupt?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Has your gambling led to the sale, repossession or eviction from your house?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Has your gambling led to the loss of superannuation, investment or savings funds?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

C11. During the last 12 months, how often...

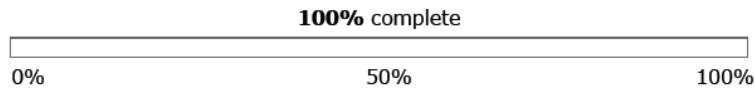
	Yes	No
	<input type="radio"/>	<input type="radio"/>

- | | | |
|---|----------------------------------|-----------------------|
| a. Has your gambling led you to steal or to obtain money illegally (even if you intended to pay it back)? | <input checked="" type="radio"/> | <input type="radio"/> |
| b. Have you been in trouble with the police because of activities related to your gambling? | <input checked="" type="radio"/> | <input type="radio"/> |
| c. Have you appeared in court on charges relating to your gambling? | <input checked="" type="radio"/> | <input type="radio"/> |
| d. Has your gambling led to a prison sentence? | <input checked="" type="radio"/> | <input type="radio"/> |

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Feedback



Give us Some Feedback

F1. How useful was the feedback provided on your gambling

- Very useful
- Somewhat useful
- Not very useful
- Not at all useful

F2. What changes, if any, do you expect in your gambling behaviour in the next couple of months as a result of the feedback provided on your gambling?

- I expect no change
- I expect it to increase
- I expect it to decrease

F3. How could we improve this site?

srthewq

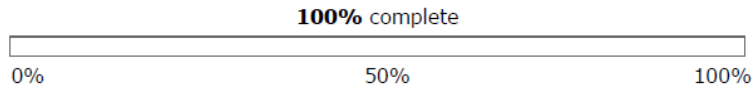
F4. We hope to interview participants further for this and other gambling-related research. If you are interested in participating in future research, including paid research studies please include your email address here. Please note that your email address will not be used for any purpose other than notifying you of future research opportunities and will not be shared with any third-parties.

Email

[Finish the Survey -->](#)

Please report any technical problems with this questionnaire to cger@scu.edu.au.

Thank you for your input



Thank you for completing the survey!

If you wish to enter the iPod draw, send an email to cger@scu.edu.au with your name and telephone number and include the unique code: JMB177. Please note that your personal details will not be used for any purpose other than notifying you if you are successful in the draw and will not be shared with any third-parties.

Please report any technical problems with this questionnaire to cger@scu.edu.au.

APPENDIX F
INTERVIEW SCHEDULE FOR INTERACTIVE GAMBLERS

INTERACTIVE GAMBLING STUDY

INTERVIEW SCHEDULE FOR TELEPHONE INTERVIEWS

Introduction

- Hello, my name is _____ and I'm calling to conduct the telephone interview with you about online gambling. We previously sent you the Participant Information Sheet and have now received your signed Informed Consent Form – thank you.
- (If signed Informed Consent Form has not been received, ask...) Having read the Informed Consent Form, are you willing to give your verbal informed consent to participate in this research?
- In this interview, we will be talking mostly about online gambling. I'd like to clarify that online gambling is any gambling using the Internet, which includes computers, laptops, mobile phone, tablets such as iPads, or through digital TV. This differs from land-based gambling, which refers to any gambling done in venues such as casinos, hotels, clubs, TABs, racetracks, newsagents, etc.
- Do you have any questions before we start?

Transition from land-based gambling to interactive gambling

Aims:

- Identify general use of gambling, including land-based and online forms.
- Investigate factors that influenced original take-up of online gambling – do these differ between gambling activities?
- Investigate extent of online gambling as compared to land-based and factors that influence this – do these differ between gambling activities?
- Gain an approximate time-frame for use and uptake of online gambling and subsequent impact on land-based play, i.e., does online replace land-based play, or is it an additional form of gambling?
- Gain an approximate understanding of proportion of total gambling done online and offline and whether this varies for each gambling activity and the factors that influence this.

Questions:

Our first few questions are about your history of gambling on both land-based and online forms. We're trying to gain a sense of how you started gambling and how it may have changed over time:

1. Can you tell me about when you first started gambling and why? (prompt if necessary for what type of gambling/what medium/when/time spent/frequency/WHY)

2. What other gambling activities have you taken part in since? (what type/what medium/when/time spent/frequency/WHY)
3. Tell me more about the first kind of online gambling you did (so computer, mobile phone, tablet or digital TV based)? (what type/what medium/when/time spent/frequency/WHY)
4. And any other kinds of online gambling after that? (what type/what medium/when/time spent/frequency/WHY)
5. How have your gambling patterns changed since you first started gambling and what are they now? (prompt for proportion of time spent on online versus land based)
6. What influenced these changes?

Media preference for interactive gambling

Aims:

- Online gambling can be accessed using the Internet, mobile phone, tablet or digital TV. Which of these media are participants most likely to use? Why? Are there factors other than preference, e.g., convenience, accessibility?
- Does this use vary for different types of gambling? Why?
- Have media use changed over time? Why or why not?

Questions:

Our next questions are about your media preferences for online gambling, i.e. using a computer, mobile phone, tablet or digital TV.

7. What things influence you the most in choosing, the device that you use to gamble online?
8. Does this differ for different types of gambling? (e.g., refer to preferences above)
9. How would you say your preferences/choices have changed over time? WHY?
10. Is your gambling influenced or changed depending on the device you use?

Motivations for interactive gambling

Aims:

- What factors encourage ongoing use of online gambling – e.g., advantages compared to land-based play
- What factors may discourage or are drawbacks of online gambling?
- Were these reasons different for different types of gambling?

Questions:

We'd now like to ask you what you think about online gambling:

11. What is your opinion on online gambling (good/bad/why)?
12. What is the best thing about online gambling?
13. What is the worst thing about online gambling?
14. What are your opinions and experiences around the promotions used by online gambling operators?
15. What influences you to gamble online rather than play at land-based venues? i.e., what are the advantages of online gambling?
16. What are the disadvantages of online gambling?
17. Have these changed over time? That is, are the factors that encouraged you to start gambling online the same as now?
18. How do these factors differ for different gambling activities/games?

Responsible gambling

Aims

- How adequate are responsible gambling measures in the online environment?
- What measures have people used and what else would they find useful?

Questions:

Our next questions are about responsible gambling measures:

19. Do you think that online gambling requires more, less or the same amount of responsible gambling measures as land-based gambling, i.e. measures to help players gamble responsibly? Why?
20. Do you think online sites currently do too little, enough or too much to protect players from harm? What do you like about how they protect players from harm? What don't you like?
21. What do you think online gambling sites should be required to do to help players gamble responsibly?
22. What strategies have you used to try and stay within your limits when gambling online? Have they been useful? How?
23. What other resources or strategies would you use if they were available?

Contribution of each interactive medium to gambling problems

Aims:

- What features of online gambling may contribute to gambling problems

Questions:

We'd now like to ask about features of online gambling that might contribute to gambling problems:

24. What do you think it is about online gambling that might make someone gamble more than they meant to?
25. Do you ever feel like your online gambling causes you or your family any problems or harm?
26. How about for other people who gamble online?
27. Can you explain how having access to gambling online (specifically) contributes to this (for you or others)?

Help-seeking behaviour

Aims:

- Are there specific strategies that could be useful for online gamblers with problems or at-risk of harm? Including professional, unprofessional and self-help options

Questions:

Our last few questions are about seeking help for online gambling problems:

28. (Ask only if YES to Qu. 24) Can you tell me about any support or help you've asked for or received to manage any problems you've experienced from your gambling?
29. (Ask only if YES to Qu. 24) Can you tell me about any strategies that you've tried to help manage any problems you've experienced from your gambling?
30. (Ask only if YES to Qu. 24) Can you think of any types of help that you have used, or would consider using that would be helpful for Internet gambling specifically?
31. (Ask only if YES to Qu. 24) Can you tell me about any challenges you've faced seeking help for online gambling problems?
32. Can you think of any types of help that would assist people with problems relating to online gambling specifically?
33. (Ask only if YES to Qu. 24) What do you think the most effective treatment would be for online gambling problems?

That's the end of my questions, are there any other things you would like to add to tell us about your experiences with online gambling?

Collect participant name and address so we can send them a \$40 Starcash voucher:

Name: _____

Postal address: _____

Gambling Help Services (if needed)

Gambling Helpline: 1800 858 858

Gambling Help Online: <http://www.gamblinghelponline.org.au>

Lifeline: 13 11 14 for immediate crisis