

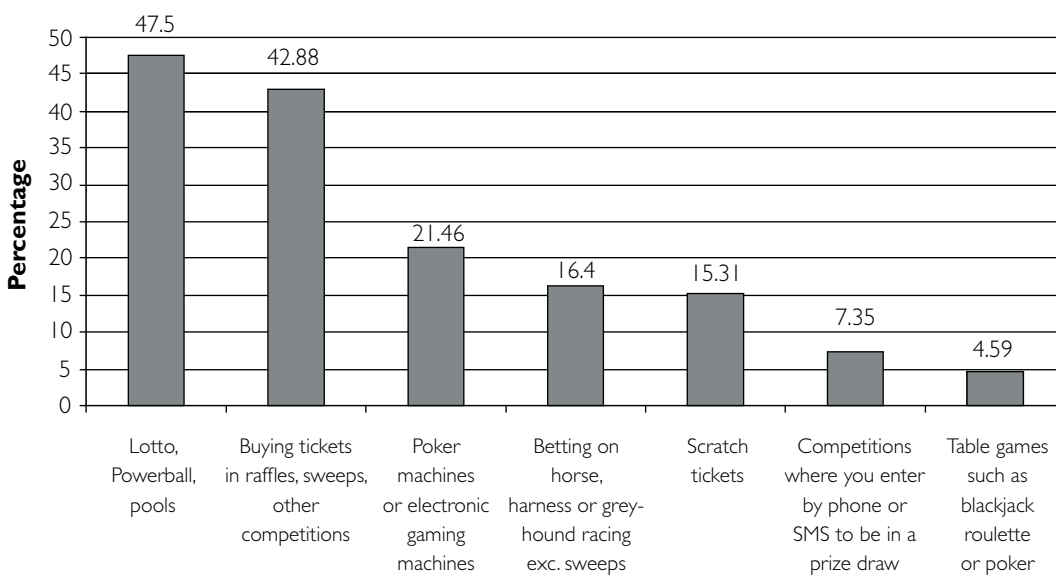
FACT SHEET 8

ELECTRONIC GAMING MACHINES

PARTICIPATION IN POKER MACHINES OR ELECTRONIC GAMING MACHINES (EGMS) – ALL VICTORIAN ADULTS

EGMs are the third highest-participation gambling activity for Victorians with 21.46% of adults playing pokies in the past 12 months. The study shows that the two highest-participation gambling activities for Victorians are lotto/Powerball/pools (47.5%) and buying tickets in raffles, sweeps and other competitions (42.88%).

FIGURE A. HIGHEST-PARTICIPATION GAMBLING ACTIVITIES FOR VICTORIAN ADULTS IN THE PAST 12 MONTHS



PARTICIPATION IN POKER MACHINES OR ELECTRONIC GAMING MACHINES (EGMS) – BY RISK SEGMENT

The highest participation rates for gambling on EGMs are for problem gamblers (91.04%) moderate risk gamblers (77.24%) and low risk gamblers (54.62%). This was generally much higher compared to non-problem gamblers (24.70%).

TABLE A. HIGHEST-PARTICIPATION GAMBLING ACTIVITIES FOR VICTORIAN ADULTS IN THE PAST 12 MONTHS – BY RISK CATEGORY

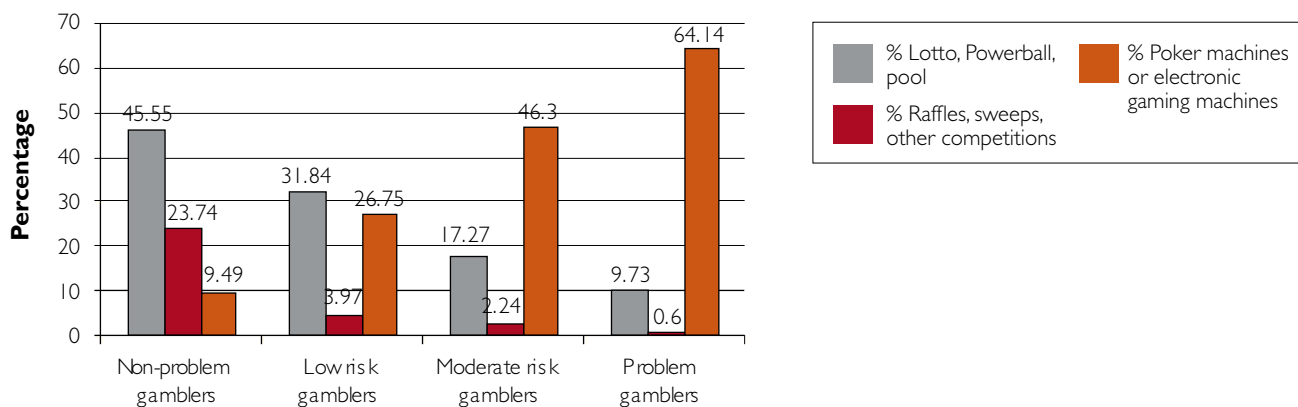
GAMBLING ACTIVITIES	RISK CATEGORY				VICTORIAN ADULTS (%)
	NON-PROBLEM GAMBLERS (%)	LOW RISK GAMBLERS (%)	MODERATE RISK GAMBLERS (%)	PROBLEM GAMBLERS (%)	
Lotto, Powerball and pools	64.32	68.22	72.66	75.77	47.50
Buying tickets in raffles, sweeps and other competitions	59.63	54.20	48.60	43.03	42.88
Poker machines or electronic gaming machines	24.70	54.62	77.24	91.04	21.46
Betting on horse, harness racing or greyhounds – excluding sweeps	20.60	34.61	40.13	33.58	16.40
Scratch tickets	19.63	30.80	28.77	36.03	15.31
Competitions where you enter by phone or SMS to be in a prize draw	9.84	12.28	9.68	12.66	7.35
Table games like blackjack, roulette and poker	4.45	17.18	24.23	25.01	4.59



PARTICIPATION IN POKER MACHINES OR ELECTRONIC GAMING MACHINES (EGMS) – AS HIGHEST-SPEND GAMBLING ACTIVITY

Gamblers were asked what their highest spend activity had been in the past 12 months. EGMs are the third highest-spend activity (16.8%) behind lotto/Powerball/pools, (39.99%) and buying tickets in raffles, sweeps and other competitions (17.87%).

FIGURE B. HIGHEST-SPEND GAMBLING ACTIVITIES OF VICTORIAN ADULTS IN THE PAST 12 MONTHS – BY RISK SEGMENT



Trends by risk segment also show that:

- Almost two-thirds of problem gamblers (64.14%) report poker machines or EGMs as their highest-spend gambling activity
- Approximately 46% of moderate risk gamblers (46.30%) and nearly 27% of low risk gamblers (26.76%) report poker machines or EGMs as their highest-spend activity, compared to only 9.49% of non-problem gamblers.

This highlights a relationship between risk level and having EGMs as a highest-spend gambling activity.

PARTICIPATION IN POKER MACHINES OR ELECTRONIC GAMING MACHINES (EGMS) – CHANNELS ACCESSED BY RISK SEGMENT

Clubs, pubs and the casino are respectively the highest-participation locations of poker machine or EGMs play for Victorian adults. When players are classified by their risk segment, problem gamblers are significantly more likely to play poker machines or EGMs at pubs and the casino than are non-problem gamblers.

TABLE B. PARTICIPATION IN EGMS FOR VICTORIAN ADULTS IN THE PAST 12MTHS – BY RISK SEGMENT

VENUE TYPE	NON-PROBLEM GAMBLERS (%)	LOW RISK GAMBLERS (%)	MODERATE RISK GAMBLERS (%)	PROBLEM GAMBLERS (%)	% OF VICTORIAN POKER MACHINE OR EGM PLAYERS
Clubs	47.78	50.65	52.72	56.07	48.86
Pubs	36.03	43.34	44.6	51.69	38.29
Casino	22.09	25.38	29.49	34.89	23.58
The Internet	0.16	0.59	1.34	0.00	0.32

MOST PREFERRED FEATURES OF EGM VENUE – PLAYERS REPORTING EGMS AS THEIR HIGHEST-SPEND GAMBLING ACTIVITY

As part of the study, players who reported their highest-spend activity as poker machines or EGMs were asked to mention their top three preferred venue features. Results show that top preferred features of pokies venues included food quality (25.44%), the venue being close to home (24.52%) and nice venue staff/managers (21.95%).

When compared with non-problem gamblers who reported EGMs as their highest-spend activity, problem gamblers are less inclined to state food quality as a preferred venue feature, but reported preferred features such as venues being close to home (38.35%), nice staff/managers (33.07%) and venues being easy to get to (26.07%).

Interestingly, while less frequently mentioned overall, problem gamblers also mentioned features such as poker machine brands (10.84%), linked jackpots (6.72%) and convenient opening hours (8.60%).

TABLE C – TOP PREFERRED VENUE FEATURES – NON-PROBLEM GAMBLERS AND PROBLEM GAMBLERS

TOP PREFERRED VENUE FEATURES OF GAMBLERS REPORTING EGMS AS THEIR HIGHEST-SPEND ACTIVITY			
% NON-PROBLEM GAMBLERS		% PROBLEM GAMBLERS	
Food quality	32.63	Close to home	38.35
Social reasons/social atmosphere/aspect/to meet with friends	23.54	Nice venue staff/managers	33.07
Nice venue staff/managers	18.01	Easy to get to	26.07
Close to home	16.99	Atmosphere/nice surroundings/not crowded/busy	19.96
Food pricing	16	Pleasant interior	13.47
Range of food	15.01	Drink pricing	12.1
Easy to get to	12.08	Poker machine brands	10.84
Good music/entertainment	11.66		
Pleasant interior	11.35		
Atmosphere/nice surroundings/not crowded/busy	11.12		

NUMBER OF EGM VENUES VISITED FOR EGM PLAY

Gamblers who reported EGMs as their highest spend gambling activity in the past 12 months were also asked to report the number of venues they visited.

Over 60% (60.58%) of these players reported that they had played in only one or two EGM venues in the past 12 months.

Findings also showed that 47.43% of problem gamblers played at four or more venues in the past 12 months and compared to non-problem gamblers, problem gamblers were significantly more likely to play at four or more venues. Findings thus suggest that higher risk for problem gambling is generally linked to increasing likelihood to play at a greater number of venues.

FIGURE C. NUMBER OF EGM VENUES VISITED FOR EGM PLAY IN PAST 12 MONTHS

