



PARTICIPATION IN GAMBLING
BY VICTORIAN ADULTS

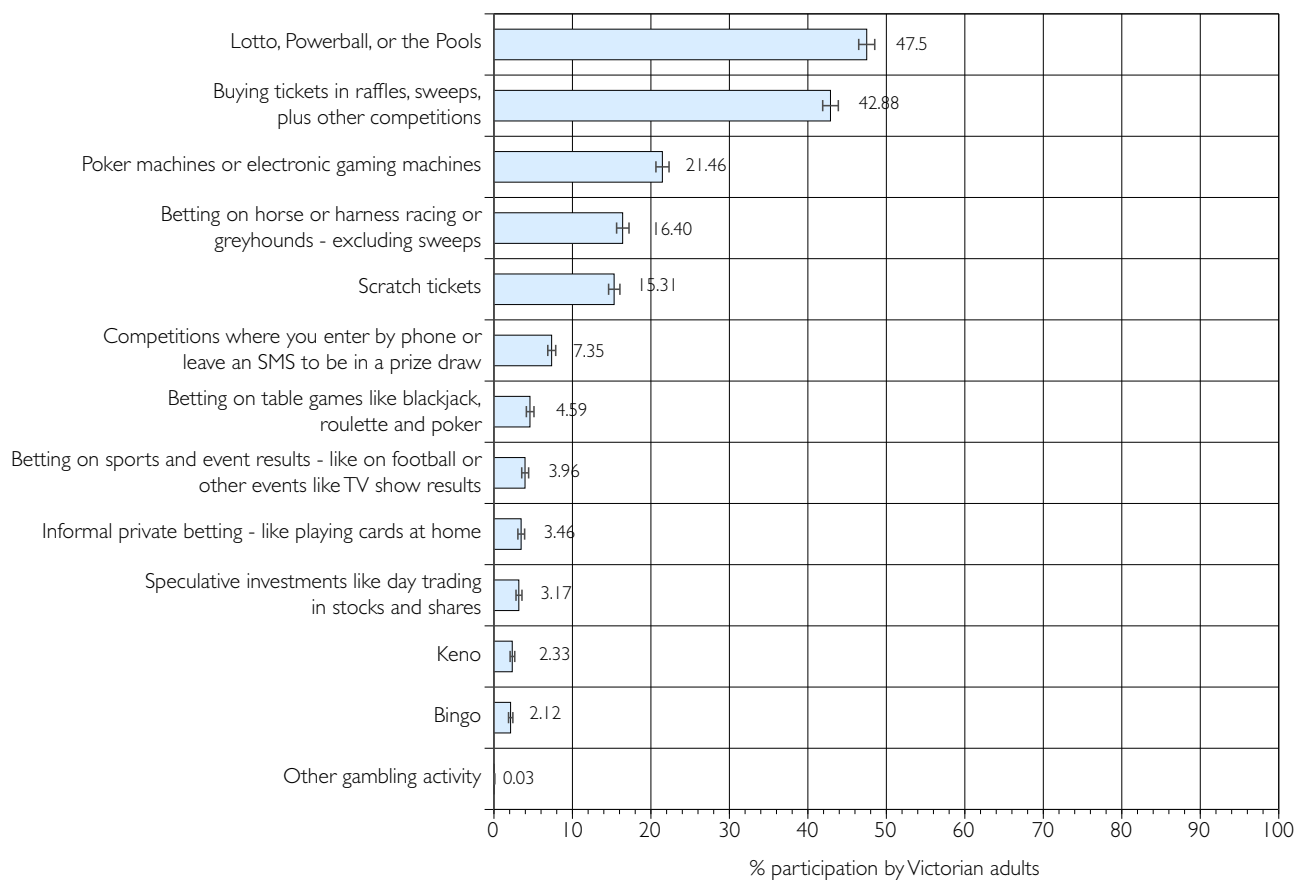
Past year participation in gambling by Victorian adults

Overall results

In total, 73.07% of Victorian adults reported participating in some form of gambling in the past 12mths. Figure 6 presents the specific range of gambling activities played. This highlights that lotto/Powerball/Pools were most popular (47.5% of adults), followed by raffles/sweeps/competitions (42.88% of adults), poker or electronic gaming machines (21.46%), horse/harness/greyhound racing (16.40%) and scratch tickets (15.31%).

Low past year participation for scratch tickets may be attributed to recent changes in Victorian providers of scratch tickets around the same period as the study. Findings also showed a fair participation level in phone-in/SMS competitions (7.35% of adults) and speculative investments like day trading in stocks and shares (3.17% of adults).

Figure 6. Participation in different gambling activities in Victoria in past year - All Victorian adults (July-October 2008 - N=15000)^a



a. Question - On which of the following activities have you spent any money on in the past 12mths? (Base: All Victorian adults)

Results by gender

Participation in gambling activities by gender showed that males were significantly more likely to play the following activities, compared to females (refer Table 110 for detailed results):

- Informal private betting for money - like playing cards at home (OR=4.06, p<.001)
- Playing pokies or electronic gaming machines (OR=1.17, p<.01)
- Betting on table games like blackjack, roulette and poker (OR=4.22, p<.001)
- Betting on horse/harness/greyhound racing (OR=1.94, p<.001)
- Betting on sports and event results (like on football or events like TV shows) (OR=4.60, p<.001)
- Keno (OR=1.32, p<.05)
- Speculative investments like day trading in stocks and shares (OR=1.98, p<.001)

No significant differences were observed in relation to participation in lotto/Powerball/Pools and males were significantly less likely than females to participate in scratch tickets (OR=0.74, p<.001), bingo (OR=0.21, p<.001), phone-in/SMS competitions (OR=0.49, p<.001) and to purchase tickets in raffles/sweeps and other competitions (OR=0.77, p<.001).

Results by age

The most popular gambling activities for different age groups were as follows (refer Table 111):

- **18-24 years** - poker machines or electronic gaming machines (26.95%), buying tickets in raffles, sweeps, plus other competitions (25.62%), lotto, Powerball or the Pools (17.99%) and scratch tickets (17.38%)
- **25-34 years** - lotto, Powerball, or the Pools (41.00%), buying tickets in raffles, sweeps, plus other competitions (37.28%), betting on horse or harness racing or greyhounds - excluding sweeps (20.52%) and poker machines or electronic gaming machines (18.2%)
- **35-49 years** - lotto, Powerball, or the Pools (55.7%), buying tickets in raffles, sweeps, plus other competitions (49.62%), betting on horse or harness racing or greyhounds - excluding sweeps (18.71%) and poker machines or electronic gaming machines (16.72%)
- **50-64 years** - lotto, Powerball, or the Pools (58.27%), buying tickets in raffles, sweeps, plus other competitions (48.48%), poker machines or electronic gaming machines (24.94%) and betting on horse or harness racing or greyhounds - excluding sweeps (15.19%)
- **65 years or older** - lotto, Powerball, or the Pools (48.75%), buying tickets in raffles, sweeps, plus other competitions (43.30%), poker machines or electronic gaming machines (23.9%) and scratch tickets (13.69%)

Table 8 shows the participation of different age groups in gambling activities relative to the Victorian adult population. To assist in comparisons with the whole of Victoria (ie. full sample), where confidence intervals were non-overlapping, results were interpreted as statistically significant. This shows that:

- the 18-24 year old age group had a higher past year participate rate compared to all Victorian adults in private betting, poker machines, table games, betting on sports and event results and lower participation in lotto/Powerball/Pools and competitions
- the 25-34 year old group showed higher participation in horse/harness/greyhound racing - excluding sweeps, phone-in/SMS competitions, informal private betting, table games and sports/event results and lower participation in lotto/Powerball/Pools, competitions and poker machines.
- the 35-49 year old group showed higher participation in horse/harness/greyhound racing, lotto/powerball/pool, phone-in/SMS and regular competitions. In contrast, lower participation was in poker machines and bingo.
- the 50-64 year old group showed higher participation in poker machines, lotto/Powerball/Pools and competitions and lower participation in informal private betting, table games and betting on sports and event results

- the 65 years and over age group showed higher participation in bingo and lower participation in speculative investments like day trading, betting on horse/harness racing/greyhounds excluding sweeps, phone-in/SMS competitions, informal private betting, betting on table games and betting on sports and event results.

Table 8. Participation in different gambling activities in Victoria in past year - age comparisons with all Victorian adults (July-October 2008 - N=15000)^a

Gambling activities	How age groups compare to all Victorian adults in terms of the percent of adults participating in different gambling activities in past year				
	18-24yrs	25-34yrs	35-49yrs	50-64yrs	65yrs or over
Informal private betting - like playing cards at home	Higher	Higher	ns	Lower	Lower
Poker machines or electronic gaming machines	Higher	Lower	Lower	Higher	ns
Betting on table games like blackjack, roulette and poker	Higher	Higher	ns	Lower	Lower
Betting on horse or harness racing or greyhounds - excluding sweeps	ns	Higher	Higher	ns	Lower
Betting on sports and event results - like on football or other events like TV show results	Higher	Higher	ns	Lower	Lower
Keno	ns	ns	ns	ns	ns
Lotto, Powerball, or the Pools	Lower	Lower	Higher	Higher	ns
Scratch tickets	ns	ns	ns	ns	ns
Bingo	ns	ns	Lower	ns	Higher
Competitions where you enter by phone or leave an SMS to be in a prize draw	ns	Higher	Higher	ns	Lower
Buying tickets in raffles, sweeps, plus other competitions	Lower	Lower	Higher	Higher	ns
Other gambling activity	ns	ns	ns	ns	ns
Speculative investments like day trading in stocks and shares	ns	ns	ns	ns	Lower

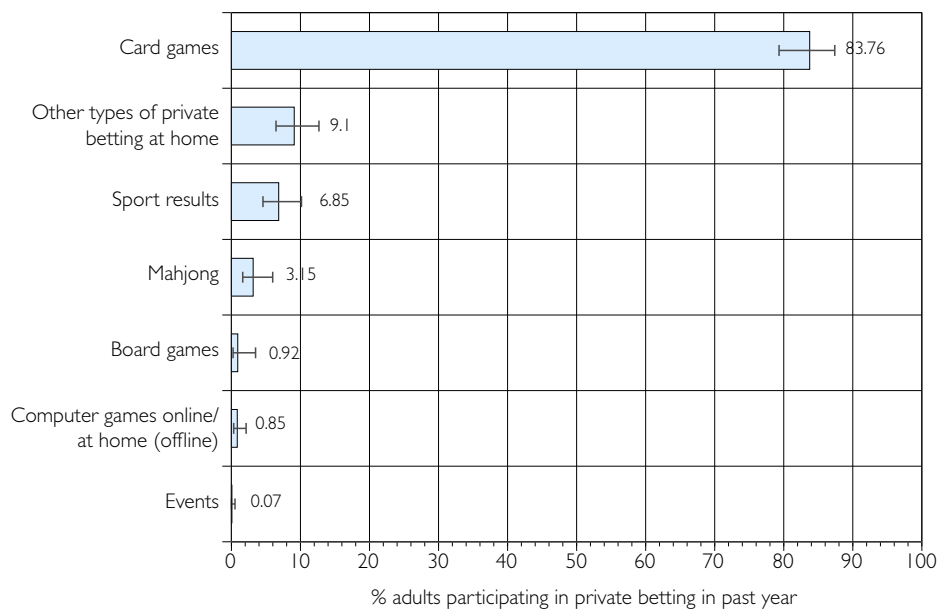
a. Question - On which of the following activities have you spent any money on in the past 12mths? (Base: All Victorian adults). Significant differences interpreted based on non-overlapping confidence intervals. Higher implies the age group is higher than the overall Victorian adult participation rate. Lower implies that the age group is lower than the overall Victorian adult participation rate. Non-significant differences indicated by ns.

Key channels used to play gambling activities

Informal private betting

Of the 3.46% of all Victorian adults who participated in informal private betting in the past year, Figure 7 shows the types of games and activities they played. Findings overall suggested that card games were most popular (83.76% of adults participating in informal betting), followed by private betting on sports (6.85%) and betting on mahjong (3.15%).

Figure 7. Types of private betting in past year - MULTIPLE RESPONSES (N=370, July-October 2008)^a

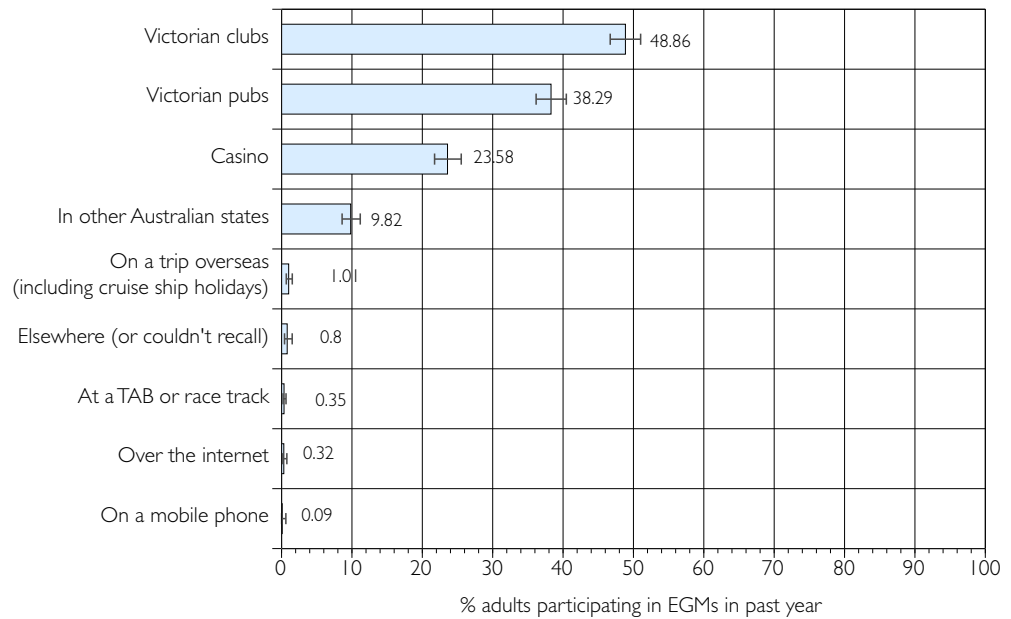


a. Question - What did you bet for money privately on? (Base: Adults who have engaged in informal private betting for money - like playing cards at home in past 12mths) (Standard errors calculated via single response method)

Poker or electronic gaming machines

Of the 21.46% of all Victorian adults who participated in poker and electronic gaming machines in the past year, Figure 8 shows the locations where electronic gaming machines were played. Victorian clubs were the main channel for play (48.86% of pokies players), followed by pubs (38.29%) and the casino (23.58%). Also interesting to note is that 9.82% of Victorian poker machine players played pokies in other states and 1.01% on trips overseas.

Figure 8. Where EGMs were played in past year - MULTIPLE RESPONSES (N=3252, July-October 2008)^a

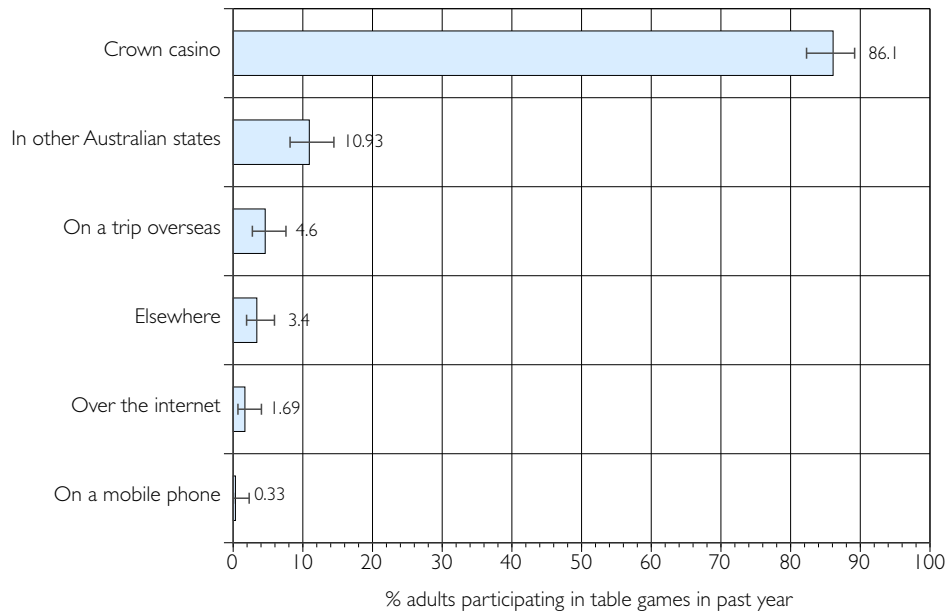


a. Question - Did you play the pokies at....? (Base: Adults who have engaged in playing poker or electronic gaming machines in the past 12 mths) (Standard errors calculated via single response method)

Table games - like blackjack, roulette or poker

Of the 4.60% of all Victorian adults who participated in table games (like blackjack, roulette and poker), Figure 9 shows the locations where table games were played. Unsurprisingly, the casino was the main location of play (86.1% of table game players) and there was also a reasonable trend for Victorians to play in other states (10.93%) and overseas (4.6%). Participation in internet and mobile phone play of table games were both relatively low at respectively 1.69% and 0.33% of table game players.

Figure 9. Where table games were played in past year
- **MULTIPLE RESPONSES** (N=486, July-October 2008)^a

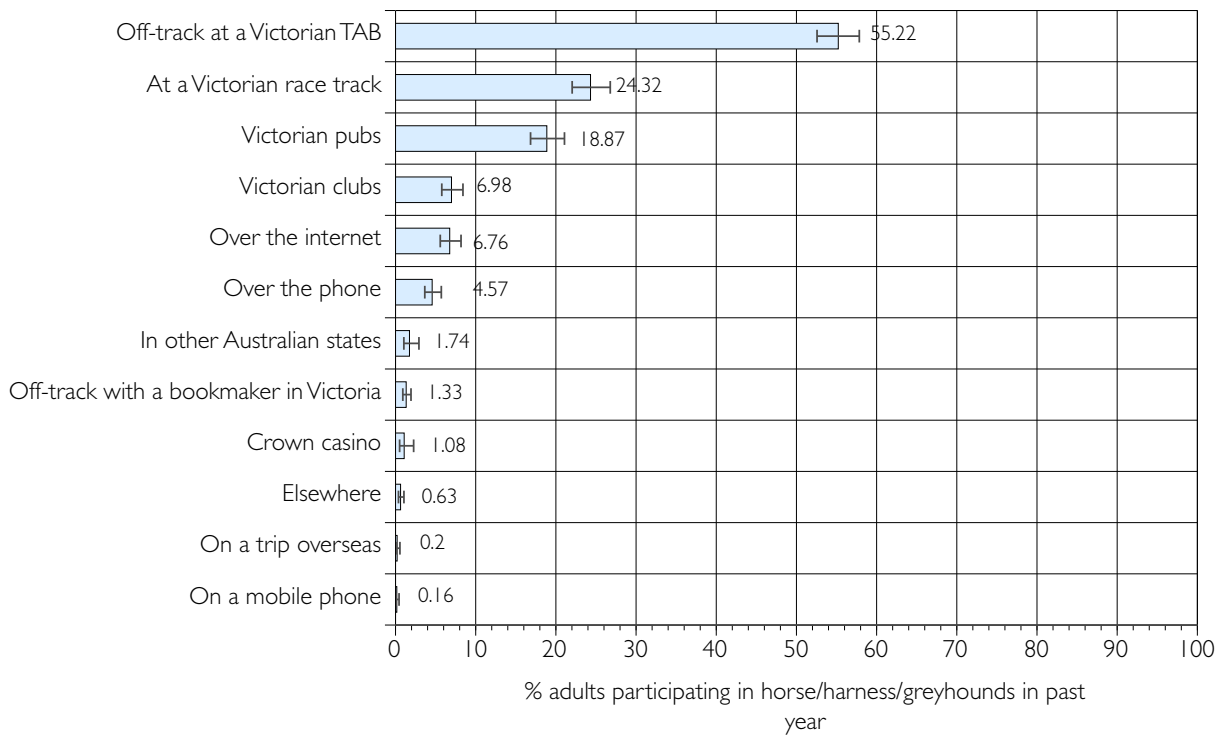


a. Question - Did you play table games at...? (Base: Adults who have engaged in playing table games like blackjack, roulette or poker in the past 12mths) (Standard errors calculated via single response method)

Horse/harness/greyhound betting - excluding sweeps

Of the 16.40% of all Victorian adults who participated in horse/harness/greyhound betting (excluding sweeps), Figure 10 shows the locations where activities were played. Off-track at Victorian TAB outlets was the most popular overall play location (55.22% of horse/harness/greyhound wagerers), followed by betting at a Victorian race track (24.32%), betting at pubs (18.87%) and then betting at clubs (6.98%). A total of 6.76% of wagerers bet over the internet and 4.57% via telephone betting.

Figure 10. Where horse/harness racing or greyhound betting were undertaken in past year - MULTIPLE RESPONSES (N=2250, July-October 2008)^a

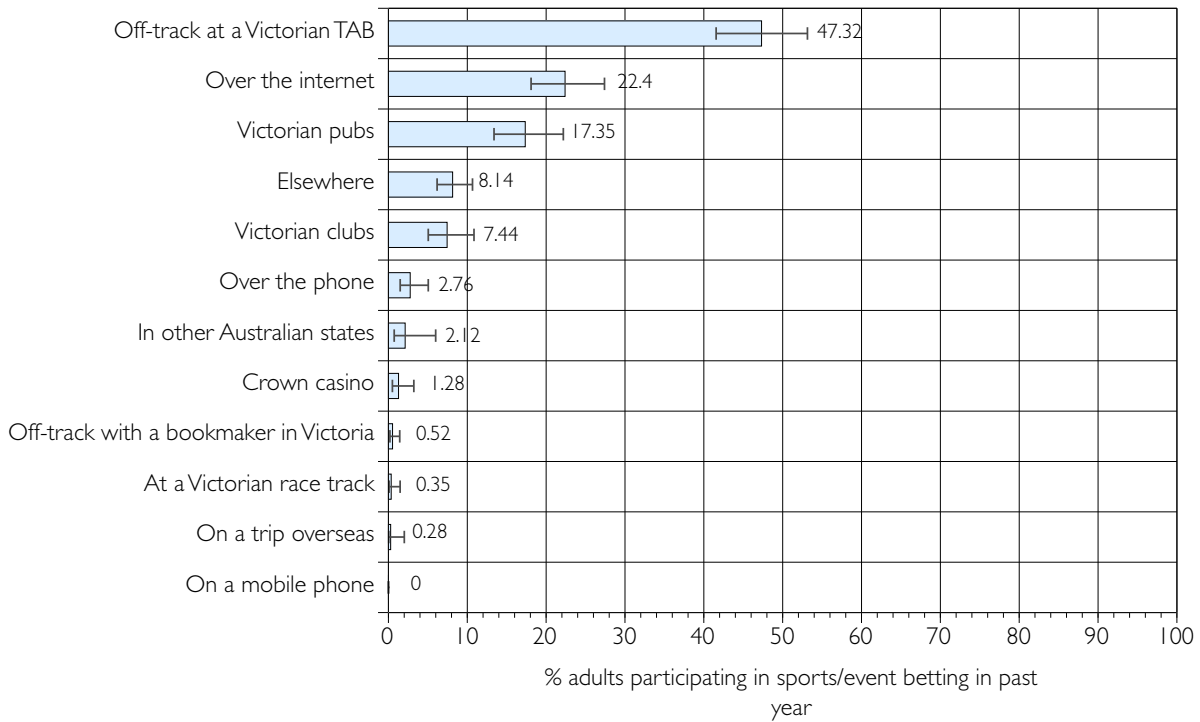


a. Question - Did you place your bets at....? (Base: Adults who have engaged in betting on horse/harness or greyhound racing - excluding sweeps - in the past 12mths) (Standard errors calculated via single response method)

Sports and events betting - like on football results or other events like TV shows

Of the 3.96% of all Victorian adults who participated in sports and event betting (like on football results or events like TV shows), Figure 11 shows the locations where betting was undertaken. Off-track at Victorian TABs was most popular overall (47.32% of sport and event wagers), followed by betting over the internet (22.4%) and pubs (17.35%).

Figure 11. Where sports and event betting were undertaken in past year - **MULTIPLE RESPONSES** (N=436, July-October, 2008)^a

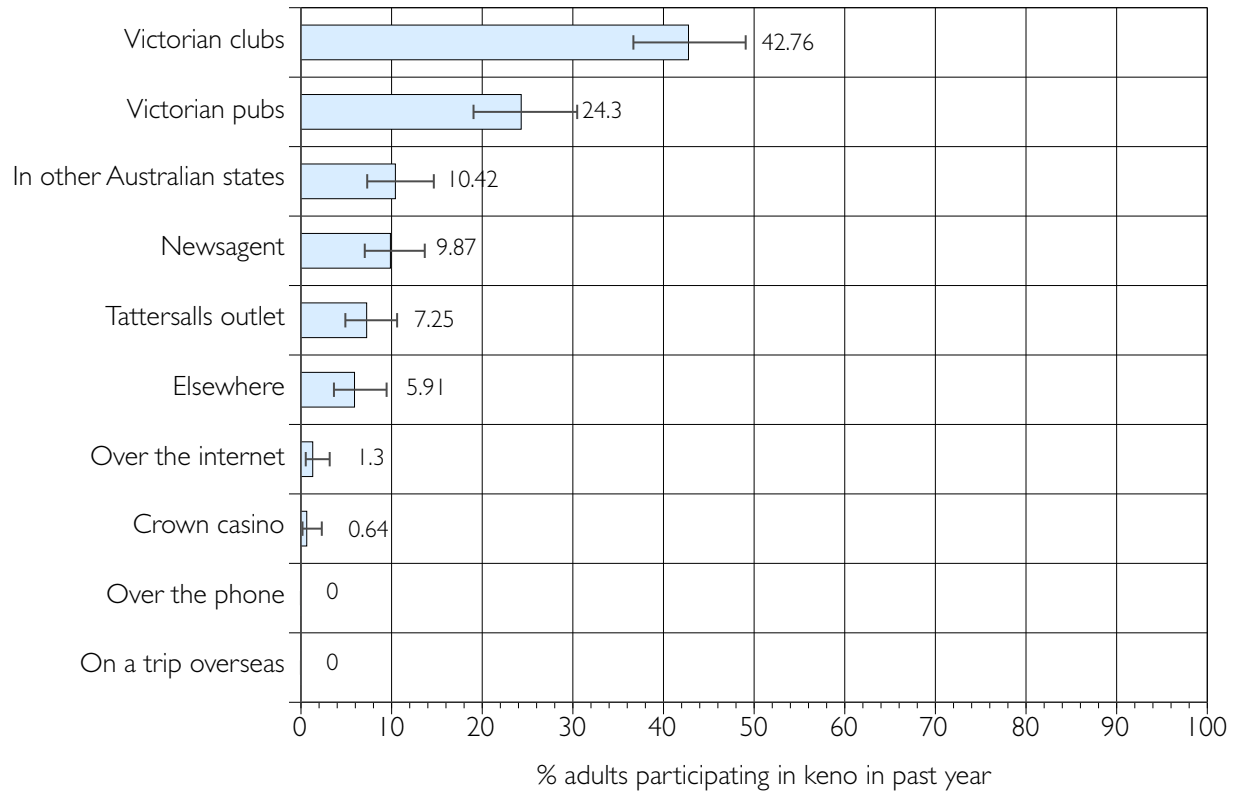


a. Question - Did you place your bets at....? (Base: Adults who have engaged in betting on sports and event results - like on football or other events like TV show results in the past 12mths) (Standard errors calculated via single response method)

Keno

Of the 2.33% of all Victorian adults who participated in keno, Figure 12 shows the locations where keno was played. This shows that play at clubs was most popular (42.76% of keno players) followed by pubs (24.3% of keno players), in other states (10.42%), in newsagents (9.87%) and in Tattersalls outlets (7.25%). Keno was also played over the internet by 1.3% of keno players.

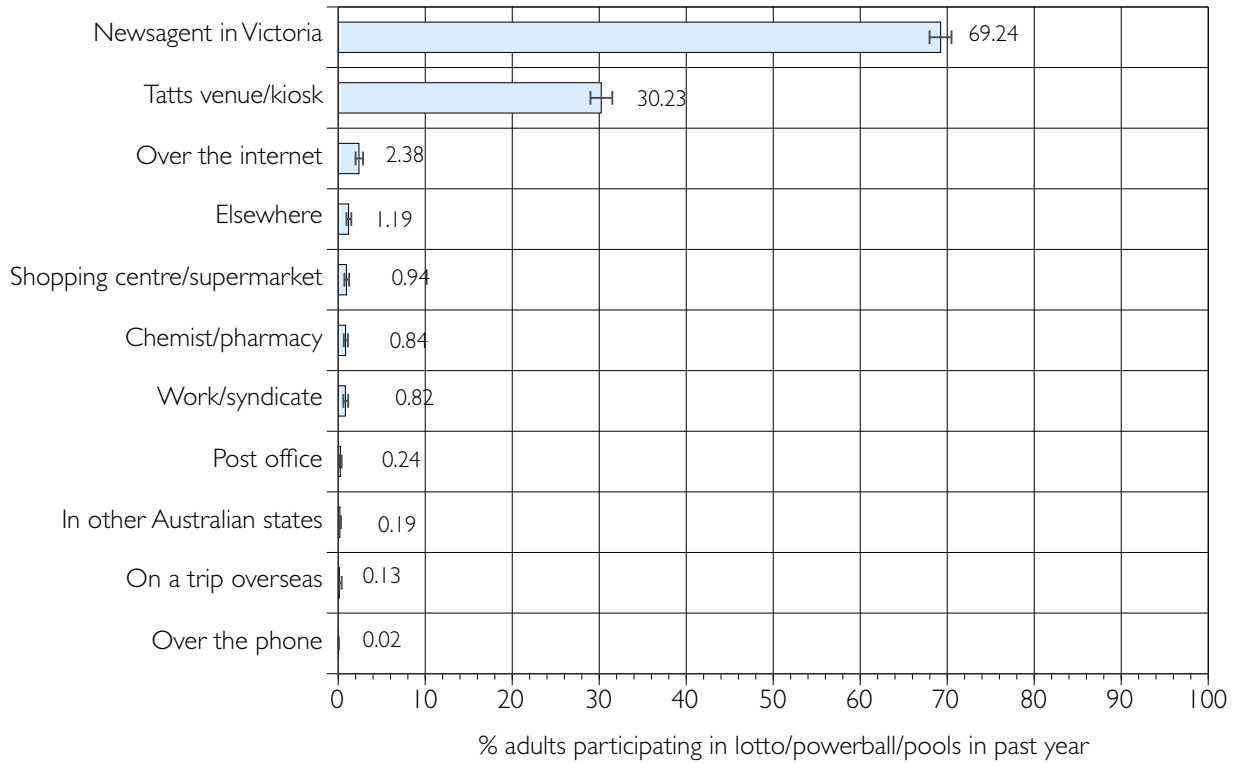
Figure 12. Where keno was played in past year - **MULTIPLE RESPONSES** (N=355, July-October 2008)^a



a. Question - Where did you play Keno? (Base: Adults who have engaged in playing Keno in the past 12mths) (Standard errors calculated via single response method)

Of the 47.5% of all Victorian adults who participated in lotto/Powerball/Pools, Figure 13 shows the locations where activities were played. Newsagents were the location where most people purchased lotto/Powerball/Pools tickets (69.24% of players), followed by Tatts kiosks (30.23%) and over the internet (2.38%).

Figure 13. Where lotto, Powerball and Pools tickets were purchased in past year - MULTIPLE RESPONSES (N=7560, July-October 2008)^a

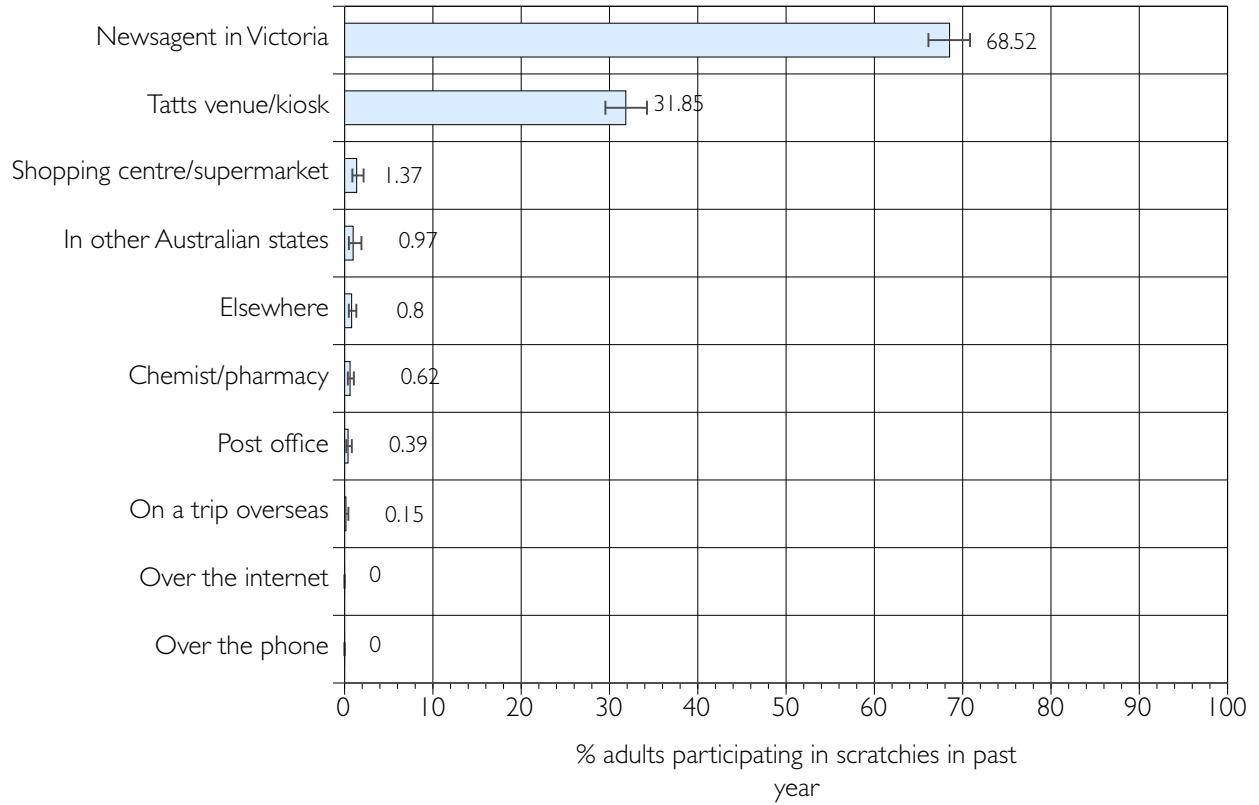


a. Question - Where did you buy your Lotto/Powerball/Pools tickets? (Base: Adults who have bought Lotto, Powerball or Pools tickets in the past 12mths) (Standard errors calculated via single response method)

Scratch tickets

Of the 15.31% of all Victorian adults who purchased scratch tickets, Figure 14 shows the locations where activities were played. Similar to lotto tickets, newsagents were the main channel for purchasing scratch tickets (68.52% of players), followed by Tatts kiosks (31.85%).

Figure 14. Where scratch tickets were purchased in past year -
MULTIPLE RESPONSES (N=2322, July-October 2008)^a

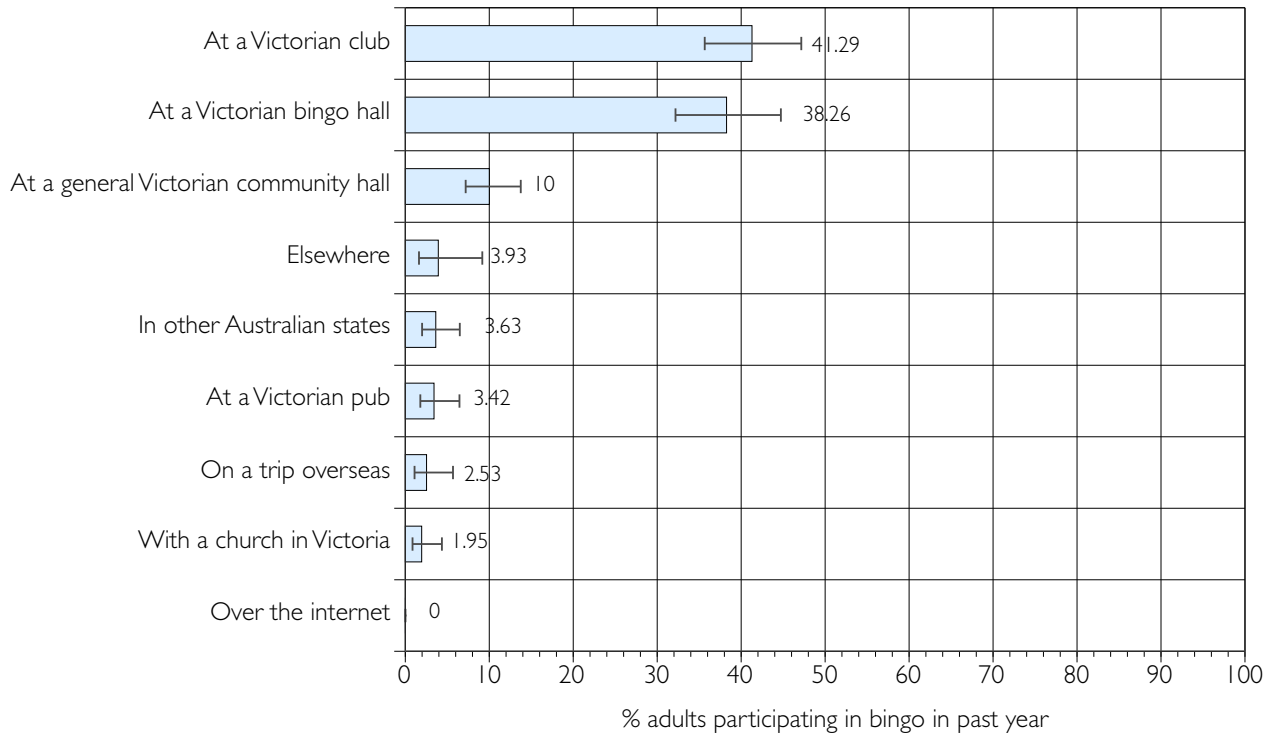


a. Question - Where did you buy your Scratch tickets? (Base: Adults who have bought Scratch tickets in the past 12mths) (Standard errors calculated via single response method)

Bingo

Of the 2.12% of all Victorian adults who played bingo, Figure 15 shows the locations where bingo was played. Clubs (41.29% of bingo players), rather than bingo halls (38.26%) were the main location of bingo play. Approximately 10% of bingo players also played in community groups at general community halls and 1.95% played in a local church.

**Figure 15. Where bingo was played in past year -
MULTIPLE RESPONSES (N=372, July-October 2008)^a**

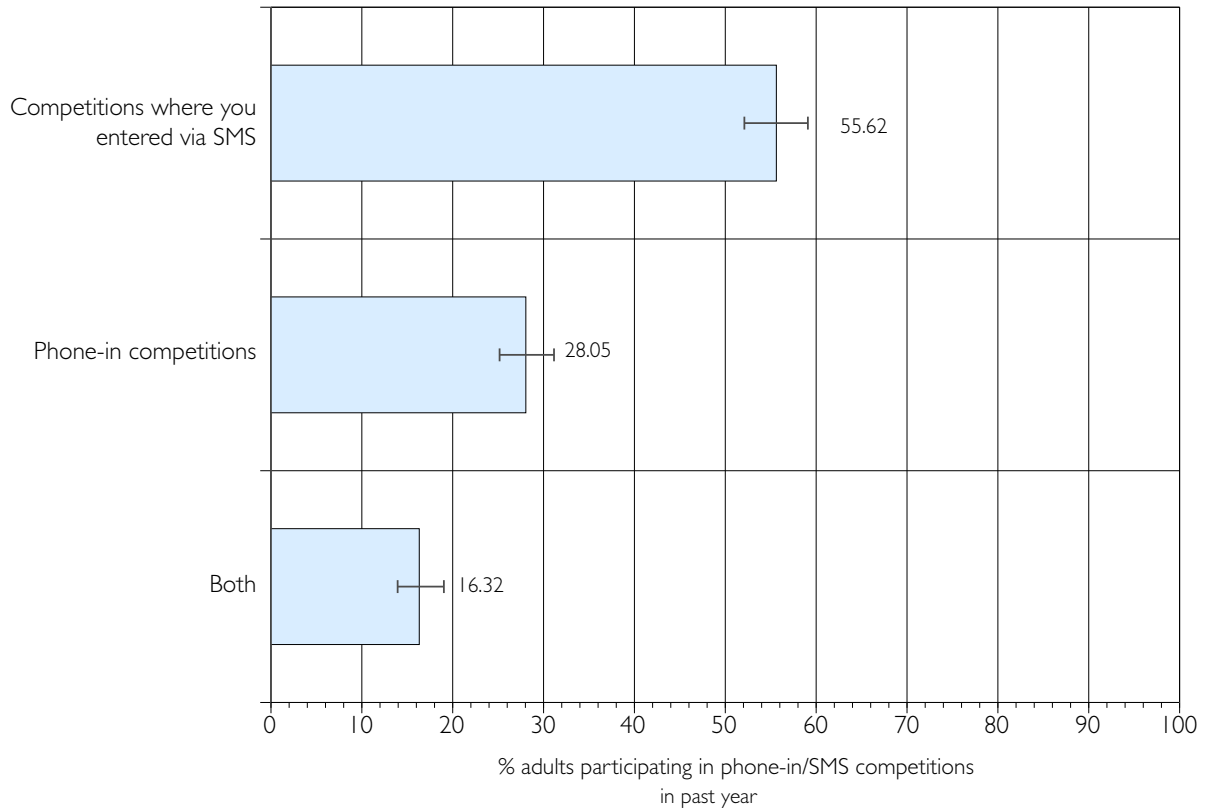


a. Question - Where did you play Bingo? (Base: Adults who have played Bingo in the past 12mths) (Standard errors calculated via single response method)

Phone-in and SMS competitions

Of the 7.35% of Victorian adults taking part in phone-in and SMS competition, Figure 16 shows that SMS competitions (played by 55.62% of competition participants) were considerably more popular than phone-in competitions (28.05%).

Figure 16. Whether people took part in phone-in or SMS competitions - **MULTIPLE RESPONSES** (N=1163, July-October 2008)^a

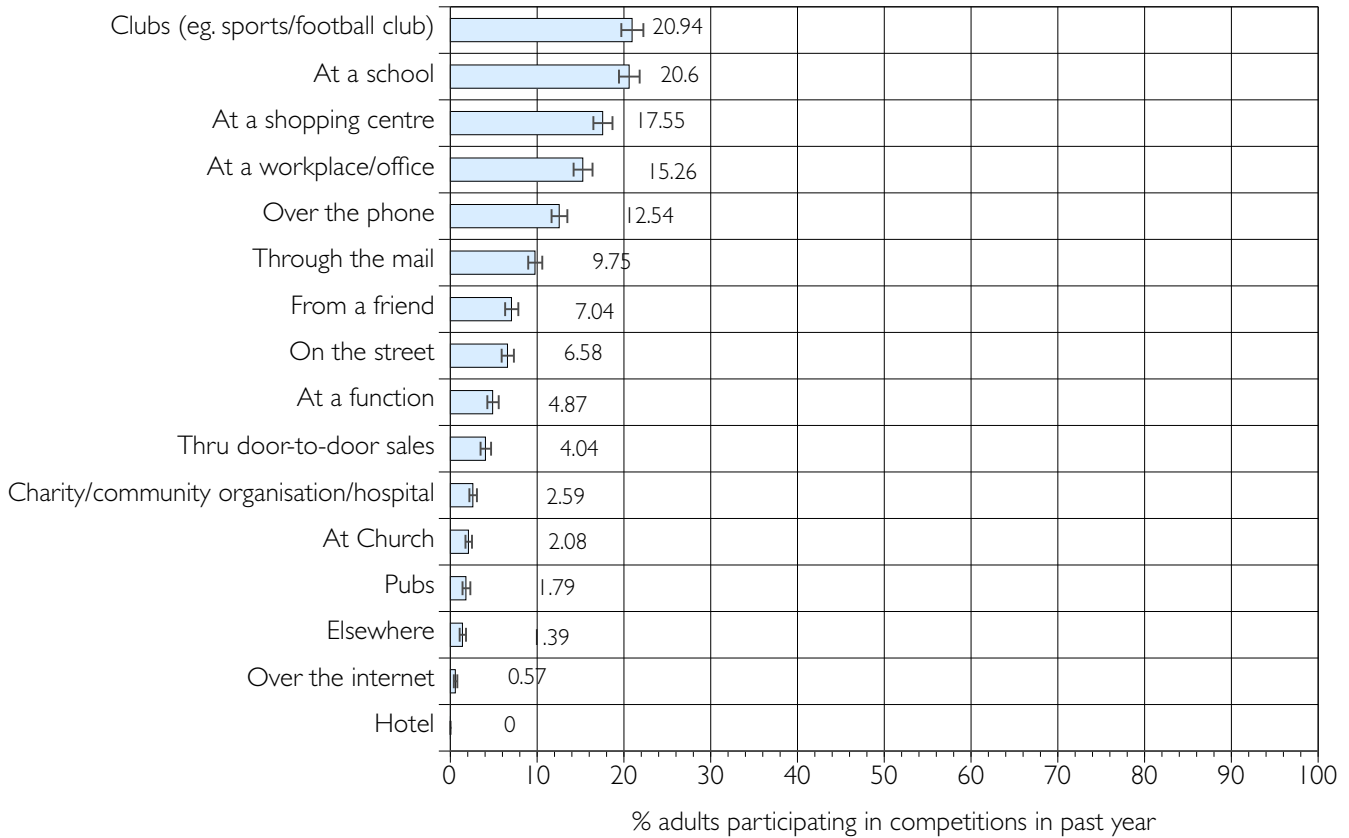


a. Question - Did you take part in both....? (Base: Adults who engaged in competitions where you pay money to enter by phone or leave an SMS to be in a prize draw in the past 12mths) (Standard errors calculated via single response method)

Raffles/sweeps
and competitions

Of the 42.88% of Victorian adults taking part in more traditional raffles/sweeps/competitions, Figure 17 shows the locations where tickets were purchased. Clubs emerged as the most popular location of play (20.94% of competition participants), followed by schools (20.60%), shopping centres (17.55%), workplaces (15.26%) and over the telephone (12.54%). Internet purchasing of raffle/sweeps/competition tickets was relatively quite low (only 0.57%).

Figure 17. Where people took part in raffles/sweeps/competitions -
MULTIPLE RESPONSES (N=6891, July-October 2008)^a

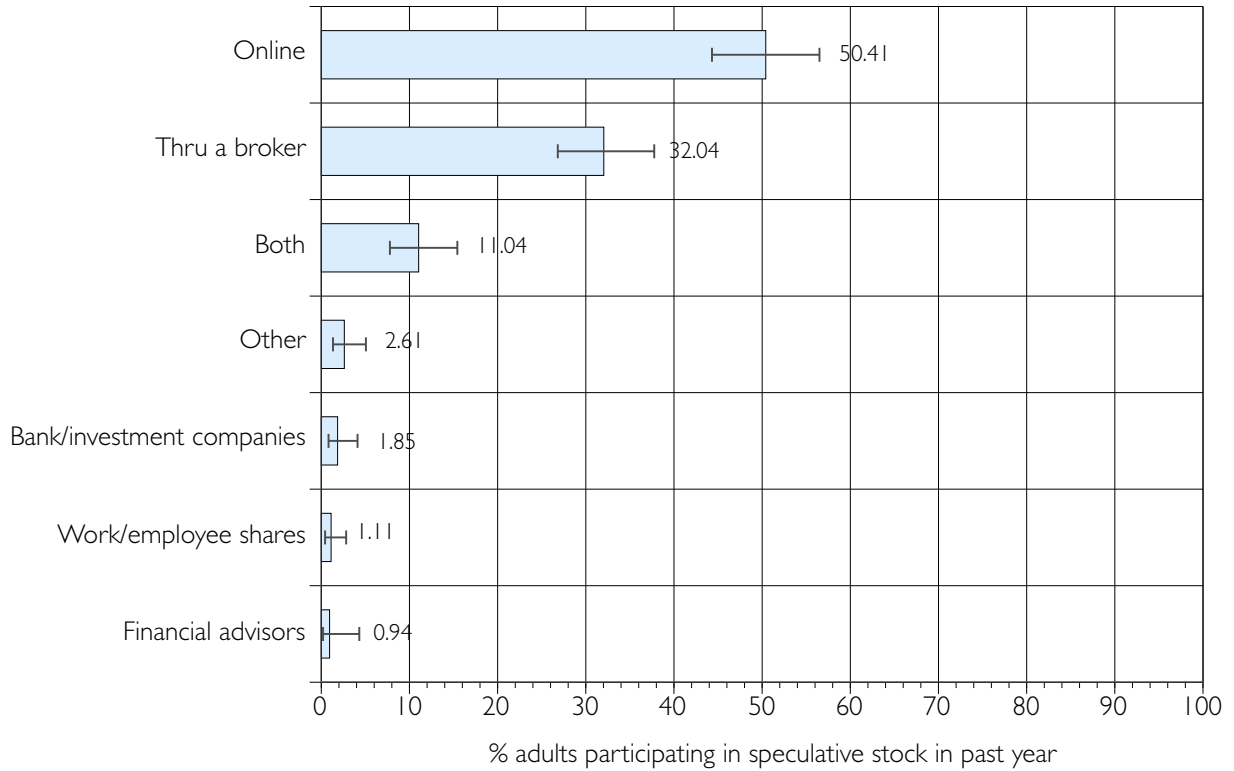


a. Question - Were the tickets sold at...? (Base: Adults who bought tickets in raffles, sweeps and other competitions in the past 12mths)
(Standard errors calculated via single response method)

Speculative stock investments

Of the 3.17% of Victorian adults taking part in speculative stock investments (like day trading in stocks and shares), Figure 18 shows how speculative investments were made. Online trading was the most popular (50.41% of speculative traders), followed by brokers (32.04%).

Figure 18. Where speculative stock investments were undertaken - **MULTIPLE RESPONSES** (N=426, July-October 2008)^a



a. Question - Were the speculative investments mostly...? (Base: Adults who have made any short term speculative investments like day trading in stocks and shares in the past 12mths) (Standard errors calculated via single response method)