



A GUIDE TO AUSTRALASIA'S GAMBLING INDUSTRIES

Facts, Figures and Statistics

CHAPTER NINE

Gambling Participation

2017/18

A Guide to Australasia's Gambling Industries

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Chapter 9

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Version Control

Version	Date	Explanation
2017-18	July 2020	2017-18 Edition
2015-16 (3.0)	July 2018	2015-16 Edition - updated data for Queensland and Tasmania.
2015-16 (2.0)	May 2017	2015-16 Edition - updated data for Northern Territory.

GAMBLING PARTICIPATION IN AUSTRALIA (NATIONAL)

In Australia the legal age for participation in gambling is 18 years. In 1999, the Productivity Commission (PC) undertook a wide-ranging study of gambling throughout the nation.¹ Since that time nearly all Australian states and territories have conducted prevalence surveys that indicate levels of gambling prevalence within the community (gambling participation) by the adult population in the various legal gambling forms available.

In 2009 an updated national PC report noted stabilisation in growth rates and pointed to reducing participation levels across the industry as a whole. The PC concluded that the statistical evidence available was generally consistent with a maturing market across most available gambling forms.²

A subsequent national study, conducted for Gambling Research Australia (GRA) in the 2010-11 period, established a national gambling prevalence figure of 64.26%³ of Australian adults (participating in some form of gambling at least once during the 2010-11 period). This study also showed significant declines in participation rates for most gambling forms – the exception being sports betting - where participation rates more than doubled, albeit from a low base.

Table 9-1 Gambling participation (all forms) as a % of the adult population by state/territory (1999-2019)

	ACT (%)	NSW (%)	NT (%)	QLD (%)	SA (%)	TAS (%)	VIC (%)	WA (%)
1999⁴	80	80	80	86	77	77	81	84
2000	-	-	-	-	-	-	-	-
2001	73	-	-	85	-	-	-	-
2002	-	-	-	-	-	-	-	-
2003	-	-	-	-	-	-	77	-
2003-04	-	-	-	80	-	-	-	-
2004	-	-	-	-	-	-	-	-
2005	-	-	73	-	70	-	-	-
2006	-	69	-	-	-	85	-	-
2006-07	-	-	-	75	-	-	-	-
2008	-	-	-	-	-	71	73	-
2008-09	-	69	-	75	-	-	-	-
2009	69	-	-	-	-	-	-	-
2010-11⁵	60	62	67	69	62	65	62	68
2011	-	65	-	-	-	65	-	-
2011-12	-	-	-	74	-	-	-	-
2012	-	-	-	-	68	-	-	-
2013	-	-	-	-	-	61	-	-
2014	55	-	-	-	-	-	70	-
2015	-	-	68	-	-	-	-	-
2016-17	-	-	-	71	-	59	-	-
2017-18	-	-	-	-	65	-	-	-
2018-19	60	53	-	-	-	-	69	-

Source: Productivity Commission (2010) *Gambling, Report no. 50*, Canberra, Hing, N., Gainsbury, S., Blaszczyński, A., Wood, R., Lubman, D. and Russell, A. (2014) *Interactive Gambling, Gambling Research Australia. State/territory updates post 2009 compiled by the AGC.*

Note that highlighted lines represent results from national studies. All other results reported are from state/territory surveys.

¹ Productivity Commission (1999) *Australia's Gambling Industries, Report No 10*, Ausinfo, Canberra.

² Productivity Commission (2010) *Gambling, Report no. 50*, Canberra.

³ Hing, N., Gainsbury, S., Blaszczyński, A., Wood, R., Lubman, D. and Russell, A. (2014) *Interactive Gambling, Gambling Research Australia* p 80.

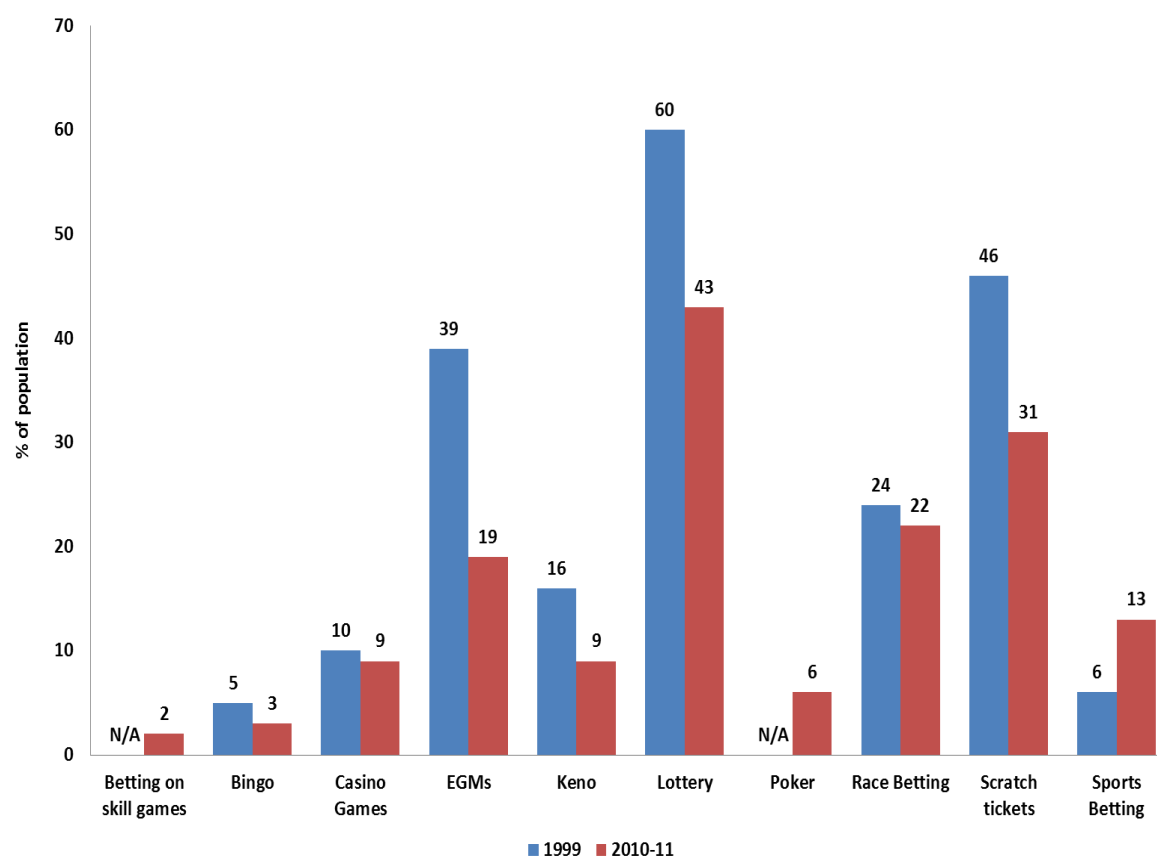
⁴ Productivity Commission (1999) *Australia's Gambling Industries, Report No 10*, Ausinfo, Canberra.

⁵ Hing, N., Gainsbury, S., Blaszczyński, A., Wood, R., Lubman, D. and Russell, A. (2014) *Interactive Gambling, Gambling Research Australia.*

Table 9-2 Past Year Participation in Different Forms of Gambling Amongst the Australian Adult Population (2010-2011)

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

Source: Hing, N., Gainsbury, S., Blaszczynski, A., Wood, R., Lubman, D. and Russell, A. (2014) *Interactive Gambling, Gambling Research Australia*.

Figure 9-1 Comparing Australian Gambling Participation by Form of Activity (1999 and 2010-2011)

Source: Hing, N., Gainsbury, S., Blaszczynski, A., Wood, R., Lubman, D. and Russell, A. (2014) *Interactive Gambling, Gambling Research Australia and Productivity Commission (1999) Australia's Gambling Industries, Report No 10, Ausinfo, Canberra*.

GAMBLING PARTICIPATION (LAND-BASED) IN AUSTRALIA BY STATE/TERRITORY

Overview

Estimates of adult gambling prevalence (participation rates) represented in the following graphs refer to participation rates as a percentile of the adult population for the period and jurisdiction(s) indicated.

1999 figures are drawn from the Productivity Commission's (PC's) 1999 report⁶ – which provided national gambling participation estimates as well as gambling participation estimates as a percentile of the population in each state and territory.

Figures for all years subsequent to 1999 are derived from state/territory commissioned prevalence studies and are rounded to the nearest percentage point.

Please note that methodological differences in some surveys mean that **comparisons over time should only be made with caution.**

Readers should also note that not all gambling forms are represented in the tables that follow.

Over time Australian State/territory surveys have begun to survey for participation in fantasy sports, online gambling and other activities. For further detail recourse should be had to the original reports.

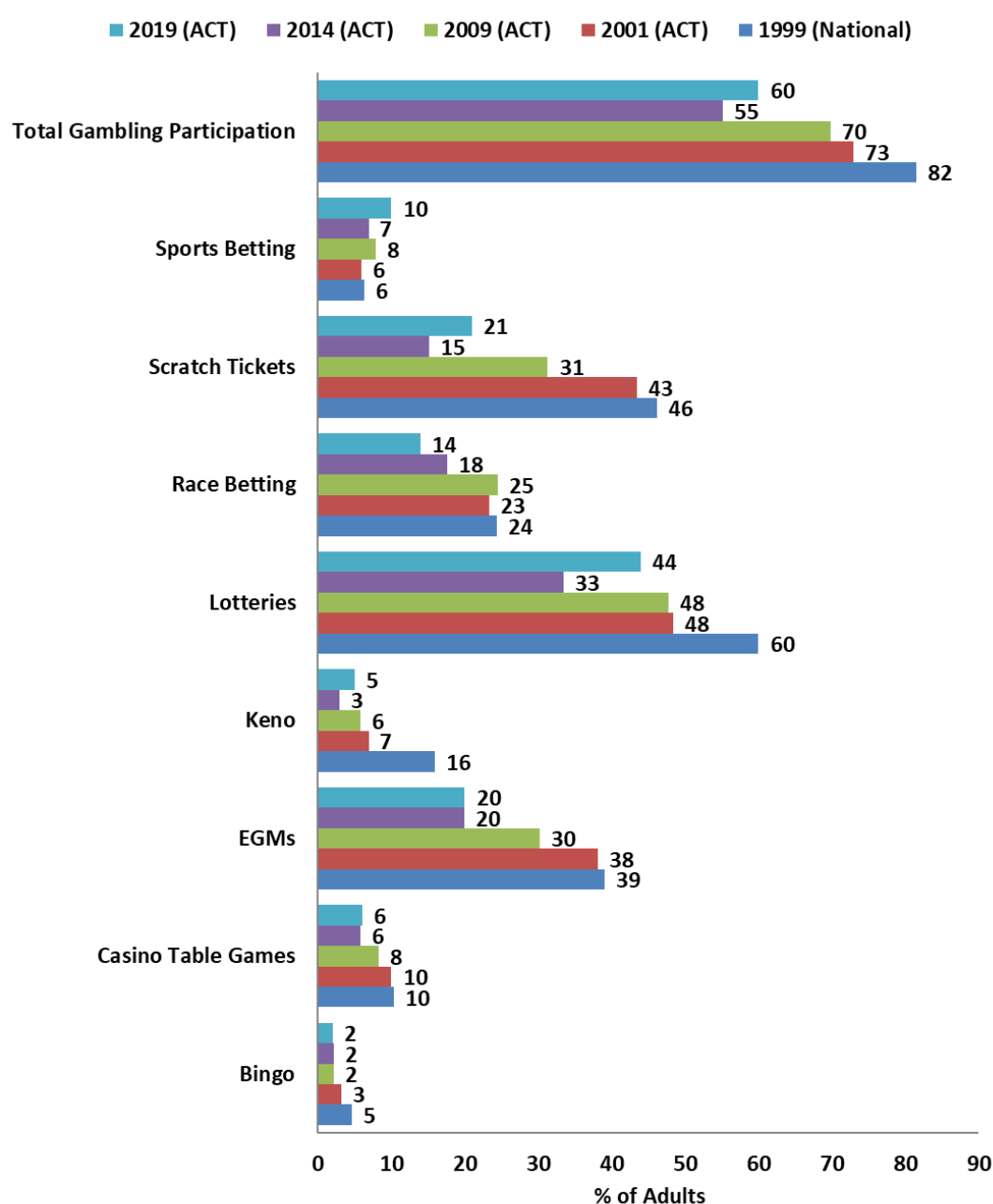
Please also see the further section on Internet gambling participation for a more detailed exploration of survey findings regarding participation rates via Internet or mobile technologies.

⁶ Productivity Commission (1999) *Australia's Gambling Industries, Report No 10*, Ausinfo, Canberra.

Australian Capital Territory

An ACT prevalence survey undertaken in 2001⁷ reported that 72.9% of ACT adults had participated in at least one gambling activity in the previous 12-month period. A 2009 study⁸ reported a slight decrease in overall participation levels to 69.8%. A further decline was then found in 2014 with a participation rate of 55.1%⁹ and a small increase was subsequently found in 2019¹⁰ when overall gambling participation rates were reported as 60% of the adult population.

Figure 9-2 Australian Capital Territory Gambling Participation (Select Forms of Activity) 1999 -2019 as a percentile of the ACT Population 18+



⁷ Australian Institute for Gambling Research (2001) *Survey of the Nature and Extent of Gambling and Problem Gambling in the ACT*, University of Western Sydney.

⁸ Davidson, T. and Rodgers, B. (2010) *2009 Survey of the Nature and Extent of Gambling, and Problem Gambling in the Australian Capital Territory*, Australian National University.

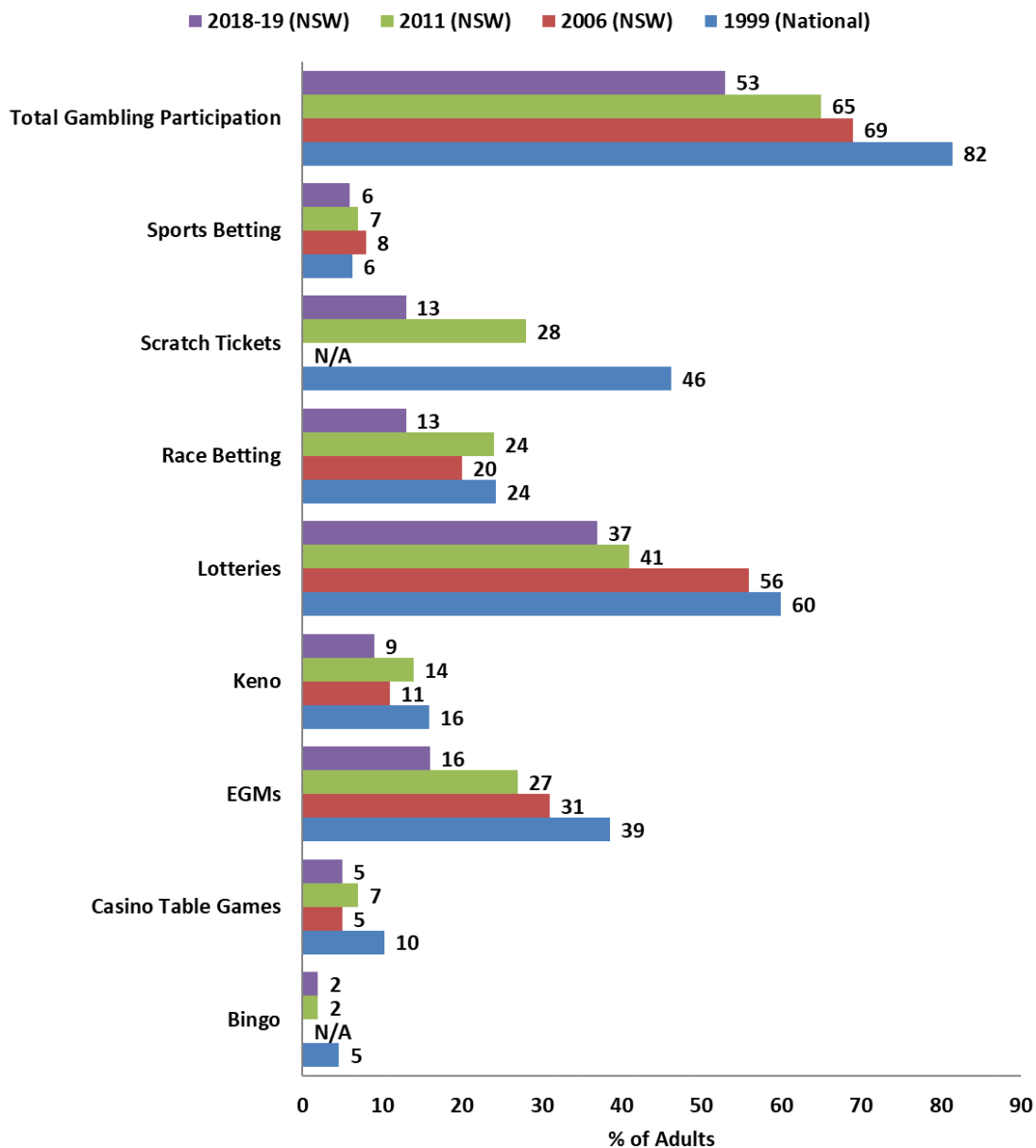
⁹ Australian National University (2015) *2014 Survey on Gambling, Health and Wellbeing in the ACT*, ACT Government.

¹⁰ Paterson, M., Leslie, P. and Taylor, M. (2019) *The 2019 ACT Gambling Survey*, ANU Centre for Gambling Studies, ACT Gambling and Racing Commission.

New South Wales

In 2011 a NSW Gambling Prevalence Survey¹¹ found that 65% of the state's adult population had gambled at least once during the previous year - representing a 4-percentage point decrease on the overall gambling participation rate found by a previous (2006) survey.¹² The most recent survey in this jurisdiction, undertaken in 2018-19,¹³ reported a further significant decline in overall gambling participation to 53% of the adult population.

Figure 9-3 New South Wales Gambling Participation (Select Forms of Activity) 1999-2018/19 as a percentile of the NSW Population 18+



Note: Participation rates for lotteries and scratch tickets were not separated into individual activities in the 2006 survey.

¹¹ Ogilvy Illumination (2012) *Prevalence of Gambling and Problem Gambling in New South Wales*, NSW Department of Liquor, Gaming and Racing.

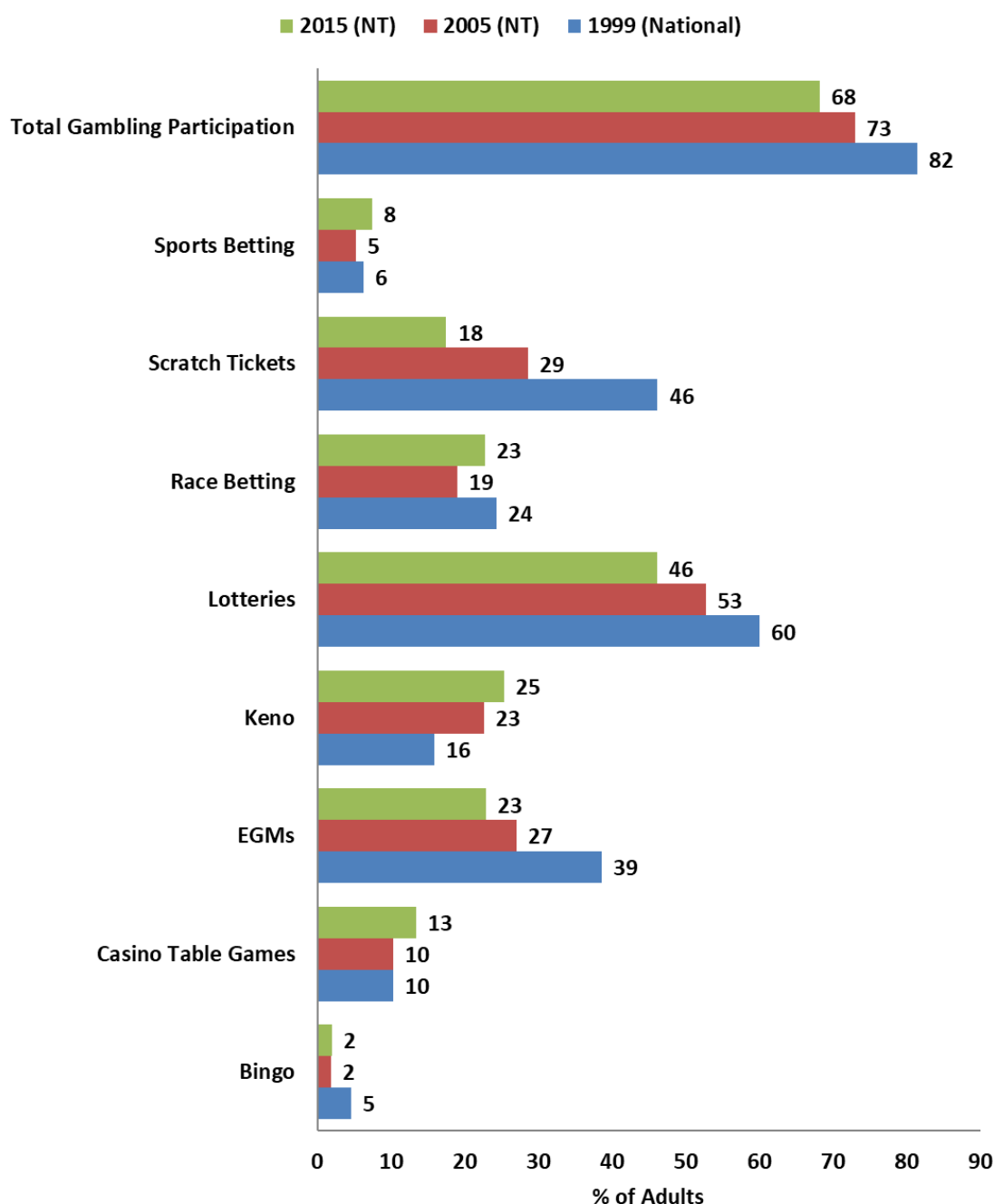
¹² AC Nielsen (2007) *Prevalence of Gambling and Problem Gambling in NSW – A Community Survey 2006*, NSW Office of Liquor, Gaming and Racing.

¹³ Browne, M., Rockloff, M., Hing, N., Russell, A., Boyle, Cailem Murray, Rawat, Vijay, Tran, Katherine, Brook, Kate and Sproston, Kerry (2019) *NSW Gambling Survey 2019*, NSW Responsible Gambling Fund.

Northern Territory

A Northern Territory prevalence study conducted in 2005¹⁴ found that 73% of adult residents participated in at least one gambling activity during the 12-month period preceding the survey. A decade on, the 2015 Northern Territory Gambling Prevalence and Wellbeing Survey Report noted that participation rates decreased significantly across all gambling activities – with the exception of racetrack and sports betting (which increased significantly), casino table games and Keno (which had non-significant increases).¹⁵

Figure 9-4 Northern Territory Gambling Participation (Select Forms of Activity) 1999-2015 as a percentile of the NT Population 18+



¹⁴ Charles Darwin University, School for Social and Policy Research and School of Health Sciences (2006) *Northern Territory Gambling Prevalence Survey 2005*.

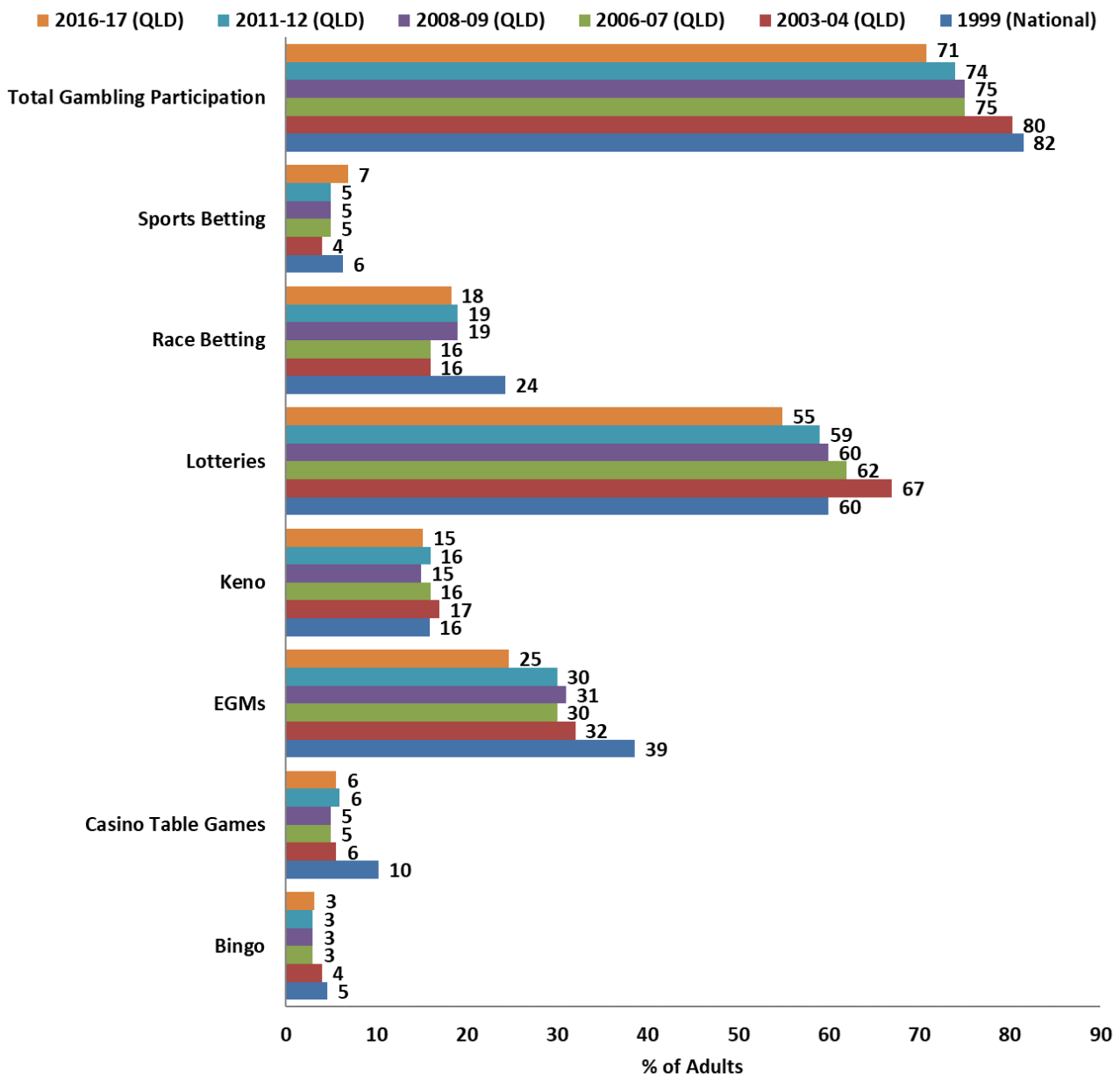
¹⁵ Stevens, M. (2017) *Northern Territory Gambling Prevalence and Wellbeing Survey Report*, Menzies School of Health Research. Please note the figure provided for total gambling participation excludes people who gambled on raffles only and no other activities. If included this group bring the total participation figure to 76% of the NT population.

Queensland

Since the Productivity Commission's 1999 national survey Queensland has conducted a Household Gambling Survey for the 2001, 2003-04, 2006-07, 2008-09, 2011-12 and 2016-17 periods.

The 2016-17 Queensland Household Gambling Survey¹⁶ indicated that overall gambling participation in this jurisdiction comprised approximately 71% of the adult population – a further decrease on results found by previous surveys.

Figure 9-5 Queensland Gambling Participation (Select Forms of Activity) 1999-2016/17 as a percentile of the QLD Population 18+



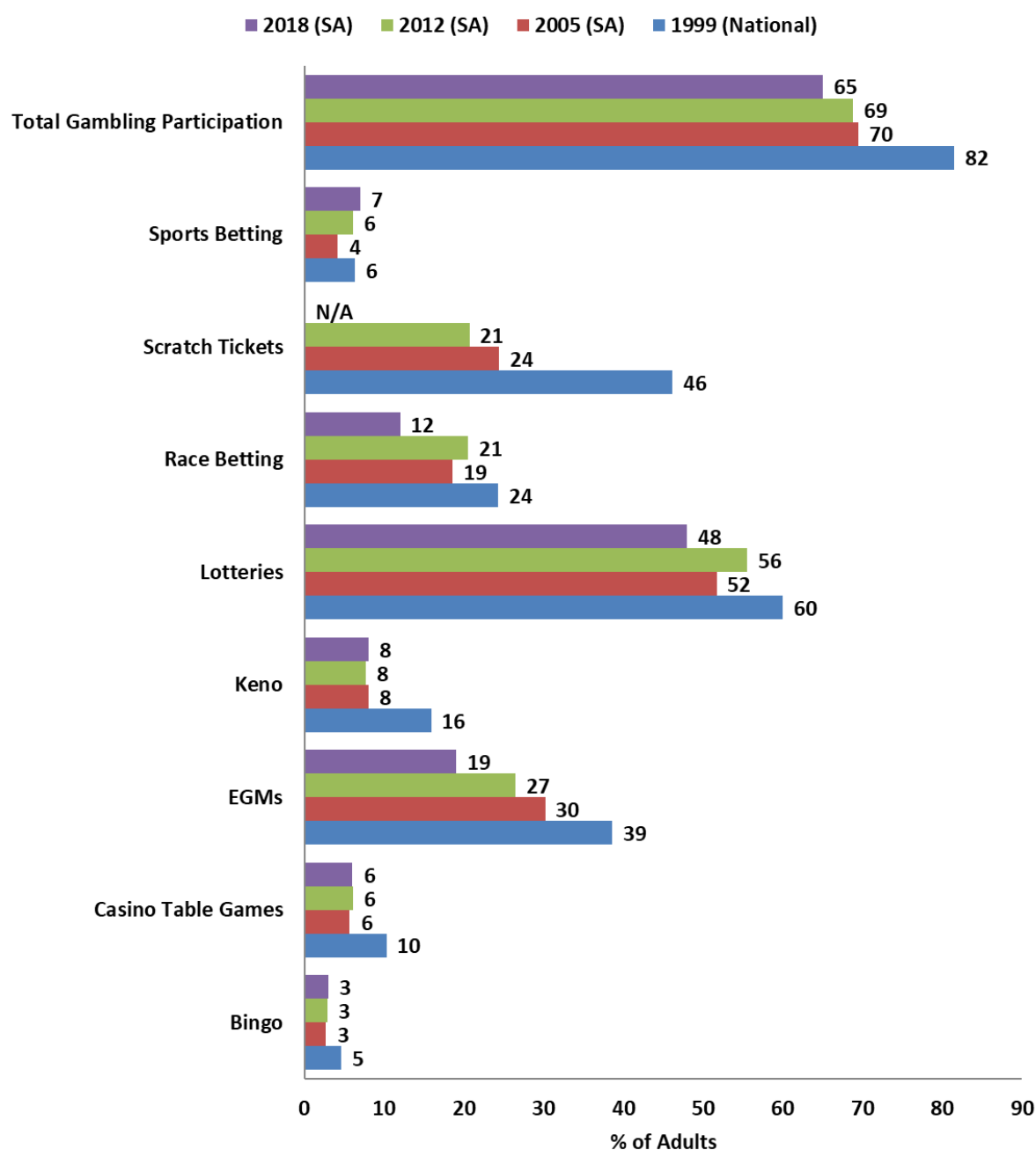
Please note that the figure for lotteries includes scratch tickets for all surveys post 1999. The participation rate for scratch tickets from the 1999 survey for Queensland was 46%.

¹⁶ Queensland Government, Department of Justice and Attorney General (2018) *Queensland Household Gambling Survey 2016-17*. See also Queensland Government (2005) *Queensland Household Gambling Survey 2003-04*, Queensland Government (2008) *Queensland Household Gambling Survey 2006-07*, Queensland Government (2010) *Queensland Household Gambling Survey 2008-09* and Queensland Government (2012) *Queensland Household Survey 2011-12*.

South Australia

Gambling prevalence in South Australia was last reported in 2018¹⁷. This study showed the overall gambling participation rate of South Australian adults had decreased from 68.8% (in 2012) to 65%. Results of the 2012 survey¹⁸ similarly showed a decrease to the total participation rate found in a study conducted for the October-Dec 2005 period.¹⁹

Figure 9.6 South Australian Gambling Participation (Select Forms of Activity) 1999-2018 as a percentile of the SA Population 18+



Please note that in the 2018 Survey Scratch Cards were included among lotteries.

¹⁷ Woods, A., Sproston, K., Brook, K., Delfabbro, P. & O'Neil, M. ORC International (2019) *Gambling Prevalence in South Australia (2018)*, Department of Human Services, South Australia

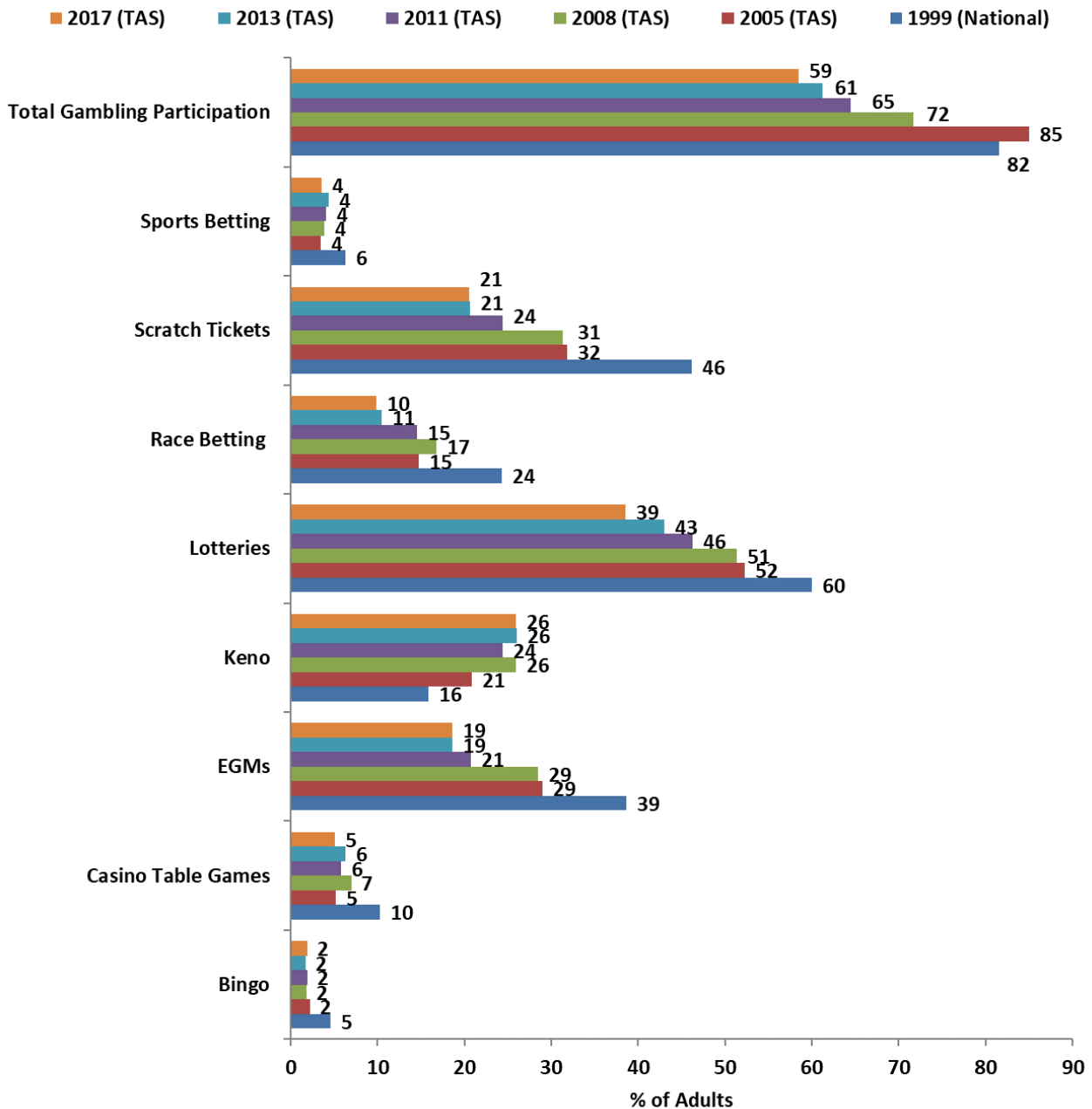
¹⁸ Office of Problem Gambling, Department for Communities and Social Inclusion (2013) *Gambling Prevalence in South Australia 2012*.

¹⁹ South Australian Department for Families and Communities (2006) *Gambling Prevalence in South Australia: October to December 2005*.

Tasmania

In Tasmania the prevalence of gambling was surveyed most recently in 2017²⁰. Previous studies were published in 2013, 2011, 2008 and 2005. Studies show a drop in overall participation levels from 85% in 2005, to 71.7% in 2008, 64.5% in 2011, and 61.2% of adult Tasmanians in 2013. The 2017 survey found a participation rate in gambling activities by Tasmanian adults of 58.5% - a further decline from the 2013 period.

Figure 9-7 Tasmanian Gambling Participation (Select Forms of Activity) 1999-2017 as a percentile of the TAS population 18+²¹



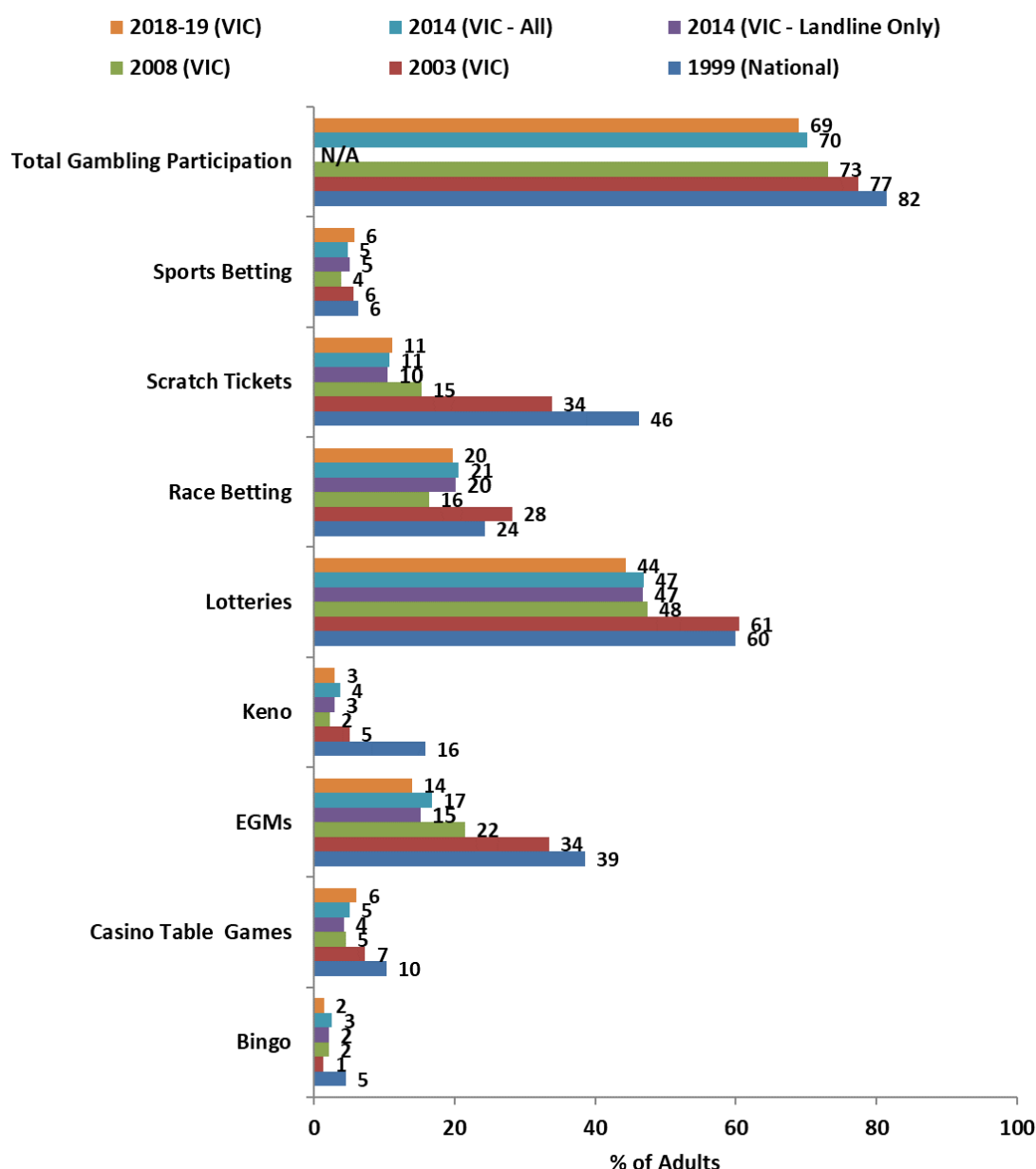
²⁰ ACIL Allen Consulting, Deakin University, Central Queensland University and the Social Research Centre (2017) *Fourth Social and Economic Impact Study of Gambling in Tasmania (2017): Volume 2 Prevalence Survey*, Tasmanian Department of Treasury and Finance.

²¹ Please note that figures for Race Betting are separated into both on and off-course results in 2005. The Off-course figure represented here pertains to TAB/Tote participation of 14.7% of the population. The on-course figure pertaining to TAB/Tote and Bookmakers was 6.7%. Likewise, Keno participation was split in 2005 between Club and Casino Keno participation. The figure represented here is for Club Keno (20.8% of the adult population) Casino Keno participation was reported as 9.5%.

Victoria

Results of a study conducted in 2018-19 for the Victorian Responsible Gambling Foundation found the past year Victorian adult participation rate in gambling activities to be 69%²², a slight decrease from figure found in 2014 (70.1%).²³ That figure also represented a decrease in previous participation rates found for the state - 73.1% in 2008²⁴ and 77.4% in 2003.²⁵

Figure 9-8 Victorian Gambling Participation (Select Forms of Activity) 1999-2014 as a percentile of the VIC Population 18+



Please note: The 2014 Victorian study used a dual frame sample (mobile phone only and landline phone only). Results cited here show both data sets - landline only results and full survey results. Figures for participation from landline only respondents are generally lower than those represented for the full sample but are more comparable with previous landline only survey results.

²² Rockloff, M., Browne, M., Hing, N., Thorne, H., Russell, A., Greer, N., Tran, K., Brook, K. & Sproston, K.. (2020) *Victorian population gambling and health study 2018-2019*, Victorian Responsible Gambling Foundation, Melbourne.

²³ Hare, S (2015) *Study of Gambling and Health in Victoria*, Victorian Responsible Gambling Foundation and Victorian Department of Justice and Regulation.

²⁴ Schottler Consulting Pty Ltd (2009) *A Study of Gambling in Victoria: Problem Gambling from a Public Health Perspective*, Victorian Dept of Justice.

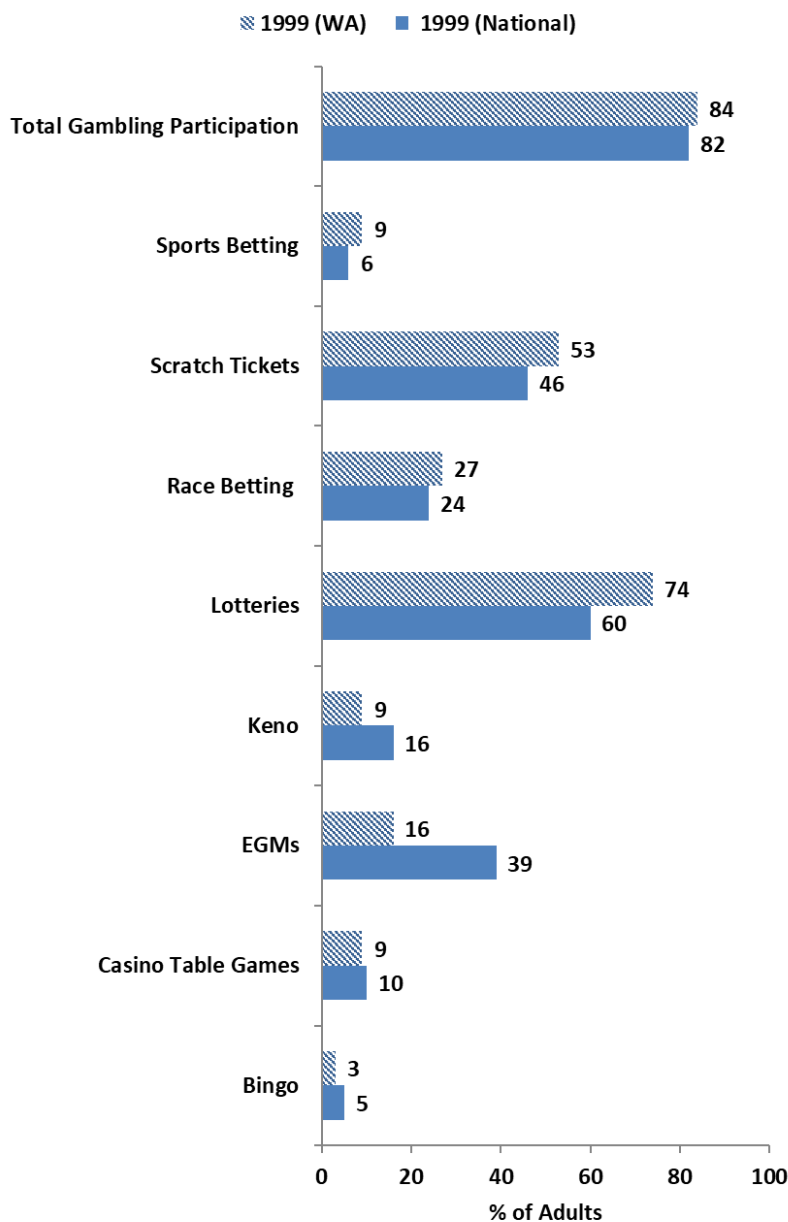
²⁵ Australian National University, Centre for Gambling Research (2004), *2003 Victorian Longitudinal Community Attitudes Survey*, Gambling Research Panel Report No 6.

Western Australia

In the absence of any recent study, the only available gambling participation figures for Western Australia remain those provided in the Productivity Commission's 1999 report. In 1999, owing to the configuration of the Western Australian gambling environment, gambler participation rates across a number of gambling forms differed from those found nationally.

For example, EGM gambling was, and remains, permitted only in the one casino in the state and thus had an estimated participation rate of 16% - far lower than the 1999 national average (39%). However Western Australia was found to have higher participation rates than the 1999 national average for some gambling forms – such as lotteries, scratch tickets and betting on sports and races.

Figure 9-9 Western Australian (WA) Gambling Participation and National Average Participation Figures (select Forms of Activity) 1999²⁶ as a percentile of the Adult Population



²⁶ The 1999 figure reported by the PC for internet gambling in the ACT was <0.5 and refers to playing casino type games via the internet.

INTERACTIVE GAMBLING PARTICIPATION IN AUSTRALIA

What is Interactive Gambling?

"Interactive gambling refers to the range of gambling activities that occur through media connected to the internet. The term interactive gambling is often used interchangeably with the term '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 racetrack events, where the Internet represents a medium through which wagers are placed".

"The *Interactive Gambling Act 2002* (Cth) ("IGA") regulates interactive gambling in Australia. **The IGA prohibits gambling operators from offering interactive gambling services to Australian residents with the exception of wagering and lotteries.**"

Source: Hing, N., Gainsbury, S., Blaszczynski, A., Wood, R., Lubman, L. and Russell, A. (2014) *Interactive Gambling*, Gambling Research Australia

Participation in Interactive Gambling

The Productivity Commission's (PC's) 1999 report into gambling, as some subsequent state/territory reports, surveyed respondents for Internet gambling participation – where Internet gambling participation was defined as gambling on casino type games via the internet (e.g.: table games/poker/EGMs).

The PC's recorded figures for state/territory Internet gambling participation rates in 1998-99 were generally very low (<0.5% of the population for most states/territories) with approximately 90,000 Australians gambling on the Internet nationally (or 0.6%).²⁷

In 2010 the PC estimated that approximately 0.1-0.4.3% of the adult population had participated in Internet gambling over the previous 12-month period.

An in-depth exploration of interactive gambling occurred in Australia in 2010-11 when a landmark Gambling Research Australia (GRA) study undertook a detailed investigation and subsequent report (published in 2014).²⁸

This study (which defined interactive gamblers as those who had gambled at least once in the previous twelve-month period using interactive media) found **interactive gambling prevalence (participation) in Australian adults to be 8.06% for the 2010-11 period.**

Non-interactive gamblers – defined as those who had gambled using land-based venues or via the telephone only in the previous twelve-month period **accounted for 56.16% of the Australian adult population.**²⁹

The study found that most interactive gamblers (54.91% of n=849) reported first accessing the Internet to gamble in, or later than, 2009.

Most preferred to access online gambling via computer or lap-top (87.08%) with a further 9.42% preferring to use their mobile or smartphone and 2.54% preferring to use a portable device or tablet.³⁰

The majority of interactive gamblers surveyed (65.1%, n=572) cited the convenience of online access as among the key factors influencing their decision to start gambling via an interactive medium.³¹

²⁷ Productivity Commission (2010) *Gambling, Report no. 50*, Canberra.

²⁸ Hing, N., Gainsbury, S., Blaszczynski, A., Wood, R., Lubman, L. and Russell, A. (2014) *Interactive Gambling*, Gambling Research Australia.

²⁹ Ibid p 84

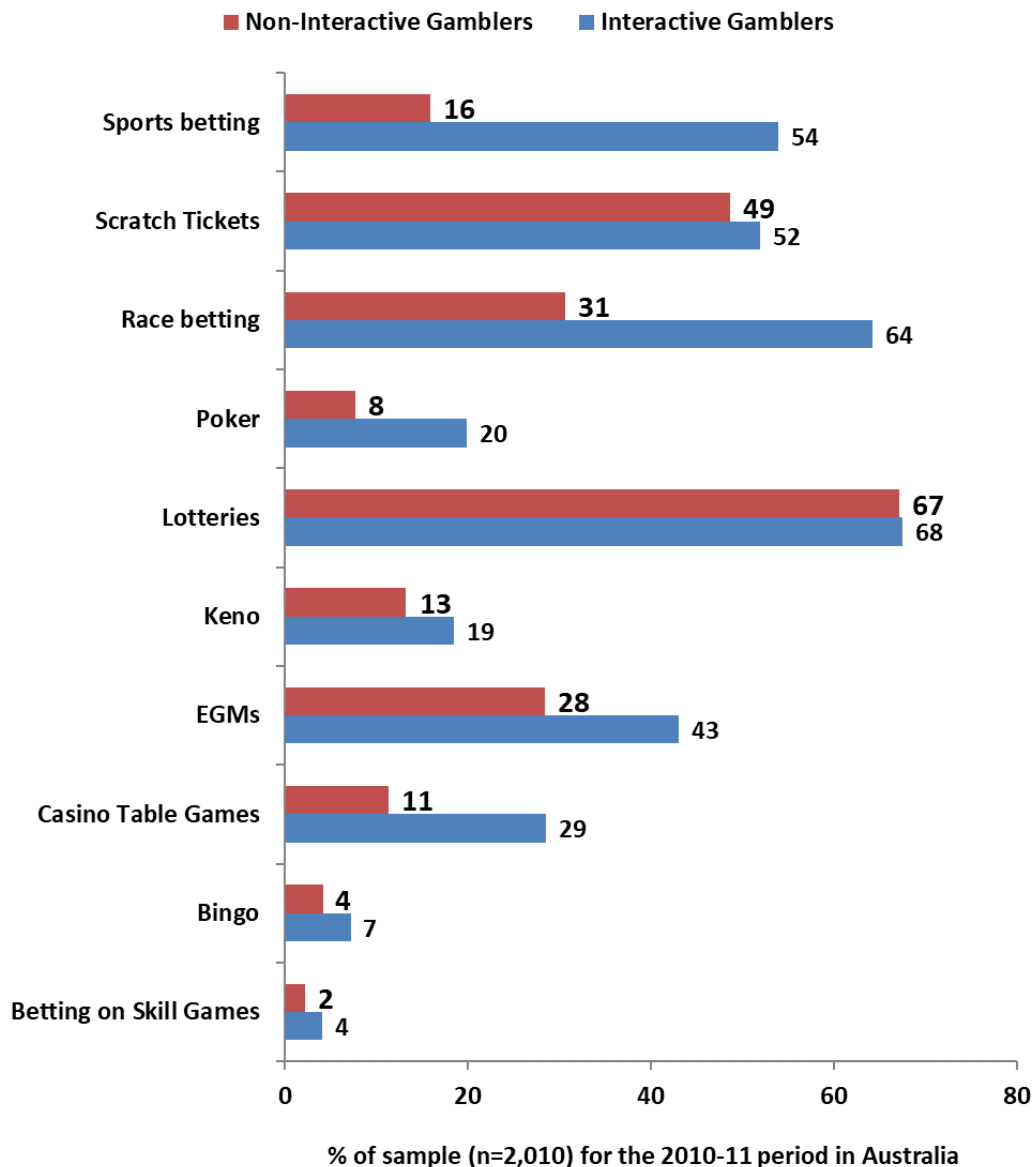
³⁰ Ibid p91

The GRA study also found that interactive gamblers reported engaging in a significantly higher number of gambling activities when compared to non-interactive gamblers.

On average, interactive gamblers engaged in 3.62 different forms of gambling, compared to 2.31 for non-interactive gamblers.³²

Gambling Participation amongst Australian Interactive and Non-Interactive Gamblers 2010-11

Figure 9-10 Past year prevalence of different forms of gambling for interactive and non-interactive gamblers in Australia 2010-11 (n=2,010)³³



³¹ Hing, N., Gainsbury, S., Blaszczynski, A., Wood, R., Lubman, L. and Russell, A. (2014) *Interactive Gambling*, Gambling Research Australia p 91.

³² Ibid p88

³³ Ibid p88 percentiles taken from Table 4.6

INTERACTIVE GAMBLING PARTICIPATION IN AUSTRALIA BY STATE/TERRITORY

Some states and territories in Australia have, as a component of routine gambling prevalence surveying, investigated interactive gambling amongst their populations.

Significant technological advances have occurred over the past decade impacting both the mode by which people choose to gamble or purchase gambling products and the gambling forms that have gained popularity.

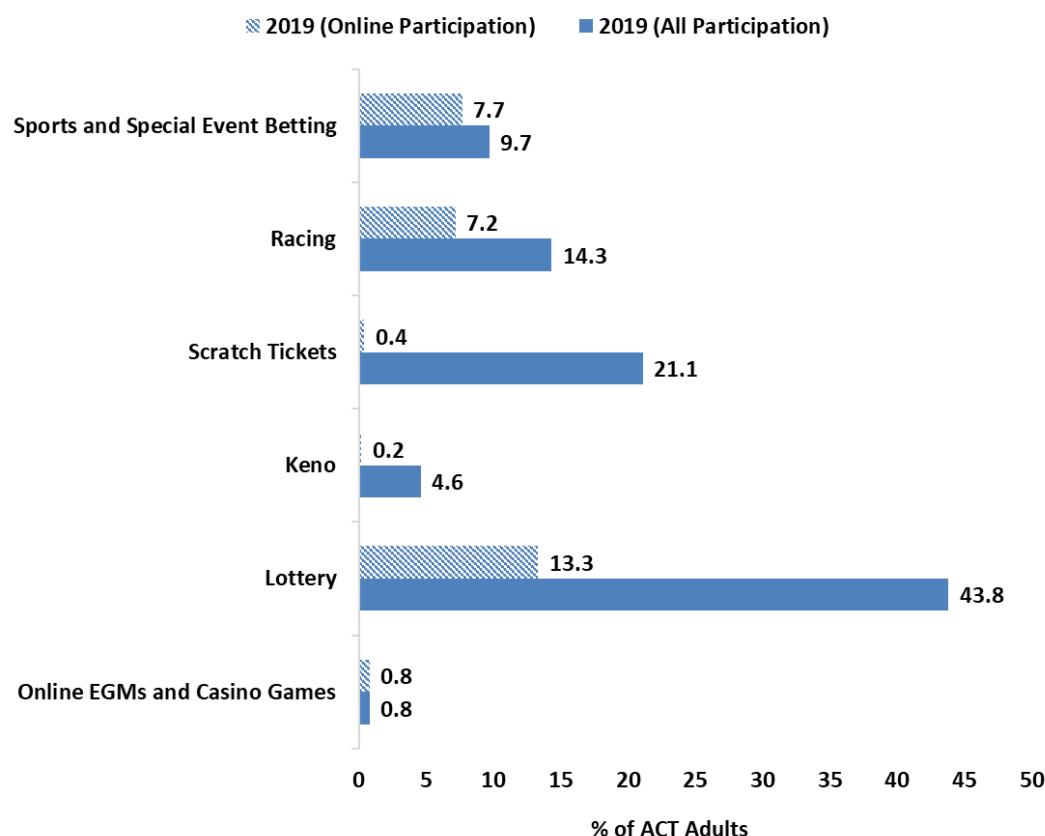
While the data available is not homogenous (in either the time periods surveyed or the survey format available) it does show interesting changes. Lottery tickets, for instance, traditionally purchased in land-based outlets have a growing presence online and wagering online, particularly sports betting, has shown significant growth in participation over recent years.

Australian Capital Territory

The 2019 ACT Gambling Survey³⁴ found that 20.9% of ACT adults (68,000 people) were estimated to have gambled online in the Territory in the previous 12-month period. This figure accounts for approximately one third of ACT gamblers (34.5%).

9.7% of those surveyed had gambled online only. Analysis by the study authors found that removing people who only bought lottery tickets halved the number of online only gamblers to 5.1%.

Figure 9-11 Australian Capital Territory Online Gambling Participation (Select Forms of Activity) 2019 as a percentile of the ACT Population 18+



³⁴ Paterson, M., Leslie, P. and Taylor, M. (2019) The 2019 ACT Gambling Survey, ANU Centre for Gambling Studies, ACT Gambling and Racing Commission.

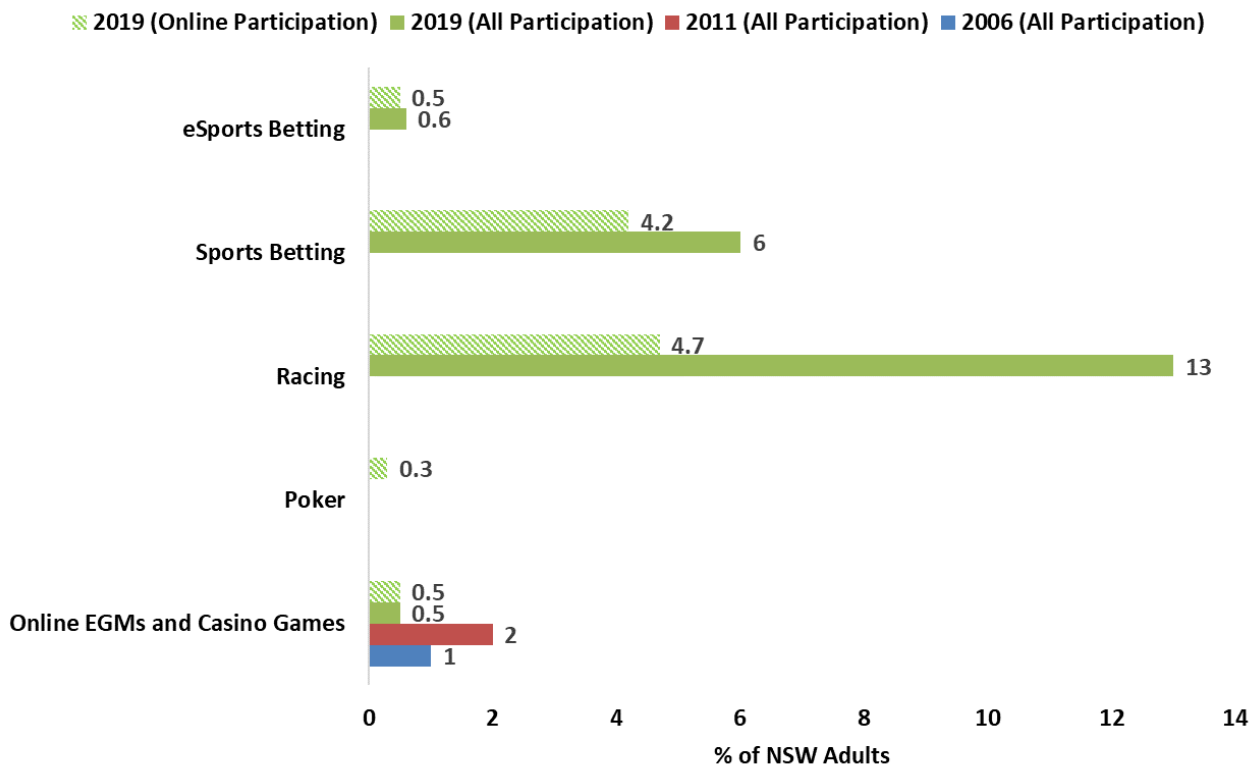
New South Wales

The 2019 NSW Gambling Survey³⁵ explored internet gambling in some depth and found that 8% of NSW adults had gambled online in the previous 12-month period (a figure that represents 15% of all NSW gamblers).

The survey notes that comparisons over time in online gambling can only be made for playing casino games or EGMs on the internet (the offer of which is prohibited to Australians).

While sample sizes are small, and should thus be treated with caution, the proportion of NSW adults playing casino games on the internet in 2006 was 1%, increasing to 2% in 2011 and dropping to 0.5% in 2019.³⁶

Figure 9-12 New South Wales Online Gambling Participation (Select Forms of Activity) 2019 as a percentile of the NSW Population 18+



³⁵ Browne, M., Rockloff, M., Hing, N., Russell, A., Boyle, Cailem Murray, Rawat, Vijay, Tran, Katherine, Brook, Kate and Sproston, Kerry (2019) *NSW Gambling Survey 2019*, NSW Responsible Gambling Fund.

³⁶ Ibid

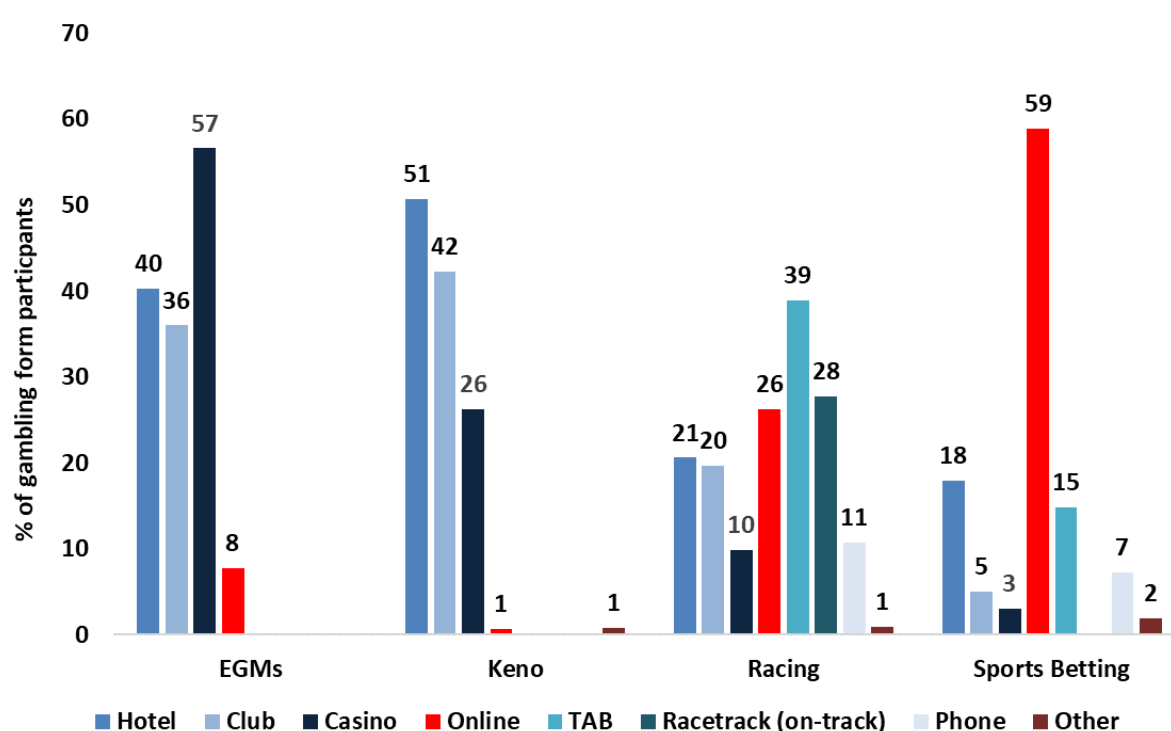
Northern Territory

The 2015 Northern Territory Gambling Prevalence and Wellbeing Survey³⁷ reported data on the modes by which gambling was undertaken for select activities in the Territory over the previous 12-month period.

Note: This data is presented somewhat differently in that it is not compared with overall Territory participation rates.

Mode of gambling was recorded in the survey for those who gambled on particular gambling forms. It should be noted that some participants used multiple modes to participate in a gambling form.

Figure 9-13 Northern Territory Mode of Gambling Activity (Select Forms of Activity) 2015 as a percentile of NT Gambling form participants



³⁷ Stevens, M. (2017) Northern Territory Gambling Prevalence and Wellbeing Survey Report, Menzies School of Health Research.

Queensland

The 2016-17 Queensland Household Gambling Survey³⁸ asked a number of questions of participants with regard to the mode by which they gambled on various activities.

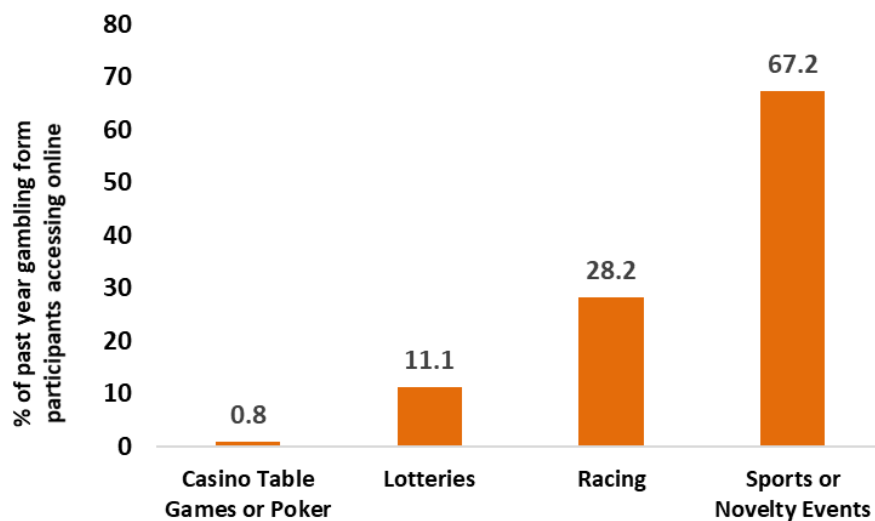
An internet gambler was defined as a person who has used the internet to gamble on one or more of the following activities: online casino games or poker; lotteries; horse, harness or greyhound races; or sporting or novelty events.

Overall, about 12.3 per cent of the adult Queensland population had gambled using the internet – with those of younger age and male gender being those more likely to do so.

Please note that the percentiles in the graph below represent the proportion of Queenslanders in each of the gambling activities listed who had gambled on that activity online (as opposed to representing a percentile of the state population).

For example, overall, among those who had bet on horse, harness or greyhound races in the last 12 months, the most popular places for placing bets were a club or hotel (37.7 per cent), a stand-alone TAB (31.0 per cent) and the internet, using a website or mobile app (28.2 per cent).

Figure 9-14 Queensland Online Gambling Participation (Select Forms of Activity) 2016-17 as a proportion (%) of gambling form participants



³⁸ Queensland Government, Department of Justice and Attorney General (2018) *Queensland Household Gambling Survey 2016-17*.

South Australia

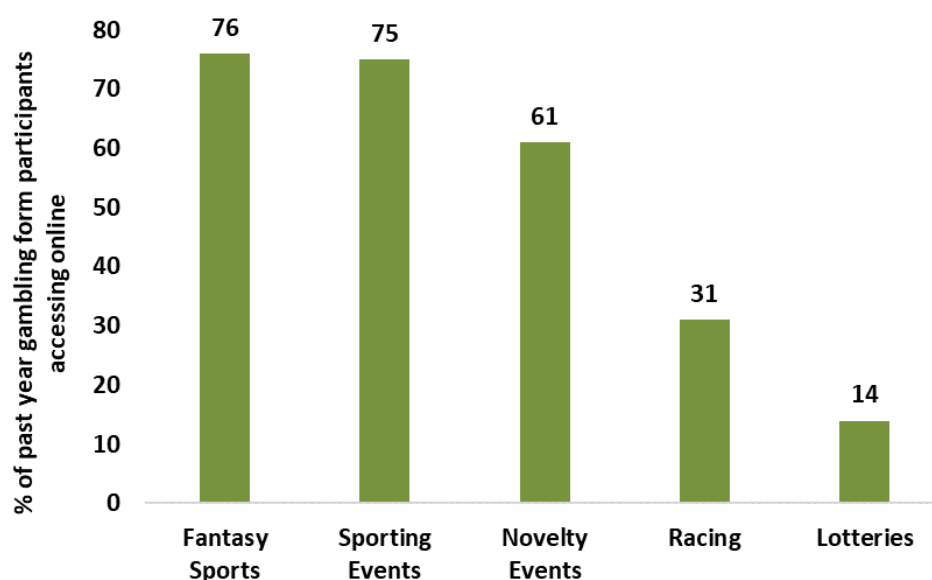
In South Australia a 2018 survey³⁹ found that 13% of the SA population had bet through the internet (20% of last year gamblers).

This is a significant increase from 5% in 2012 (8% of last year gamblers) and 1% in 2005.

As in Queensland, the graph below shows the proportion of participants in each of the gambling activities listed who had gambled on that activity online.

Fantasy sports and general sports betting had the highest association with online gambling, with about three-quarters of South Australian participants in each of these forms having gambled on them online.

Figure 9-15 South Australian Online Gambling Participation (Select Forms of Activity) 2018 as a proportion (%) of gambling form participants



³⁹ Woods, A., Sproston, K., Delfabbro, P. and O'Neill, M. (2018) *Gambling Prevalence in South Australia (2018)*, Department of Human Services, South Australia

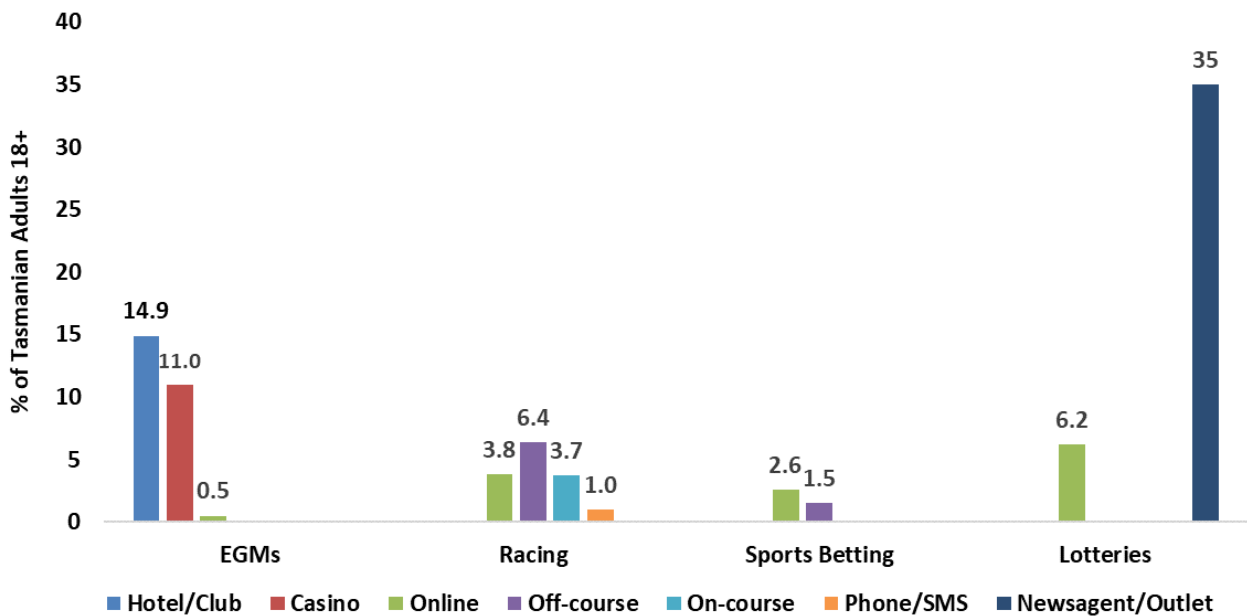
Tasmania

A consortium comprised by ACIL Allen Consulting, Deakin University, Central Queensland University and the Social Research Centre published a fourth Social and Economic Impact Study of Tasmanian gambling in 2018.⁴⁰

This study reported that in 2017 participation in gambling activities via the internet was generally low compared to overall participation in each gambling activity. The highest levels of participation in internet-based gambling were purchasing lottery tickets (6.2%), betting on horse or greyhound racing (3.8%) and betting on sporting or other events (2.6%).

Overall, 10.8% of the Tasmanian adult population had participated in internet-based gambling in the past year.

Figure 9-17 Tasmanian Mode of Gambling Activity (Select Forms of Activity) 2017 as a percentile of Tasmanian Adults 18+



⁴⁰ ACIL Allen Consulting, Deakin University, Central Queensland University and the Social Research Centre (2017) *Fourth Social and Economic Impact Study of Gambling in Tasmania (2017): Volume 2 Prevalence Survey*, Tasmanian Department of Treasury and Finance.

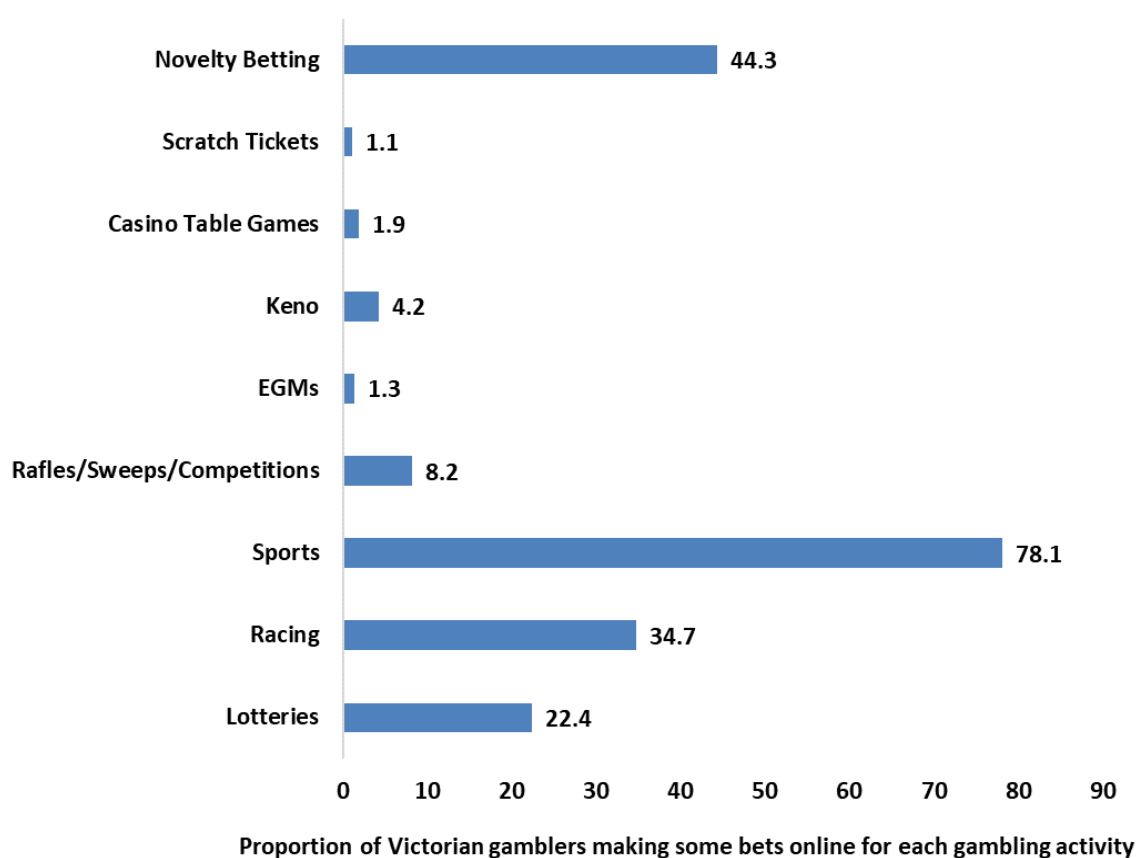
Victoria

The most recent Victorian survey gauging gambling prevalence was conducted in 2018-19 and found that, overall, 27.6% of Victoria gamblers had used online modes for at least some of their gambling activity.

Sports bettors had the highest level of online gambling activity, with 78.1% of sports bettors using the internet to place bets via online bookmakers or mobile apps.

Over a third (34.7%) of race bettors had placed racing bets over the internet via online bookmakers or mobile apps.⁴¹

Figure 9-18 Proportion (%) of Victorian gamblers using online gambling modes by gambling activity 2018-19

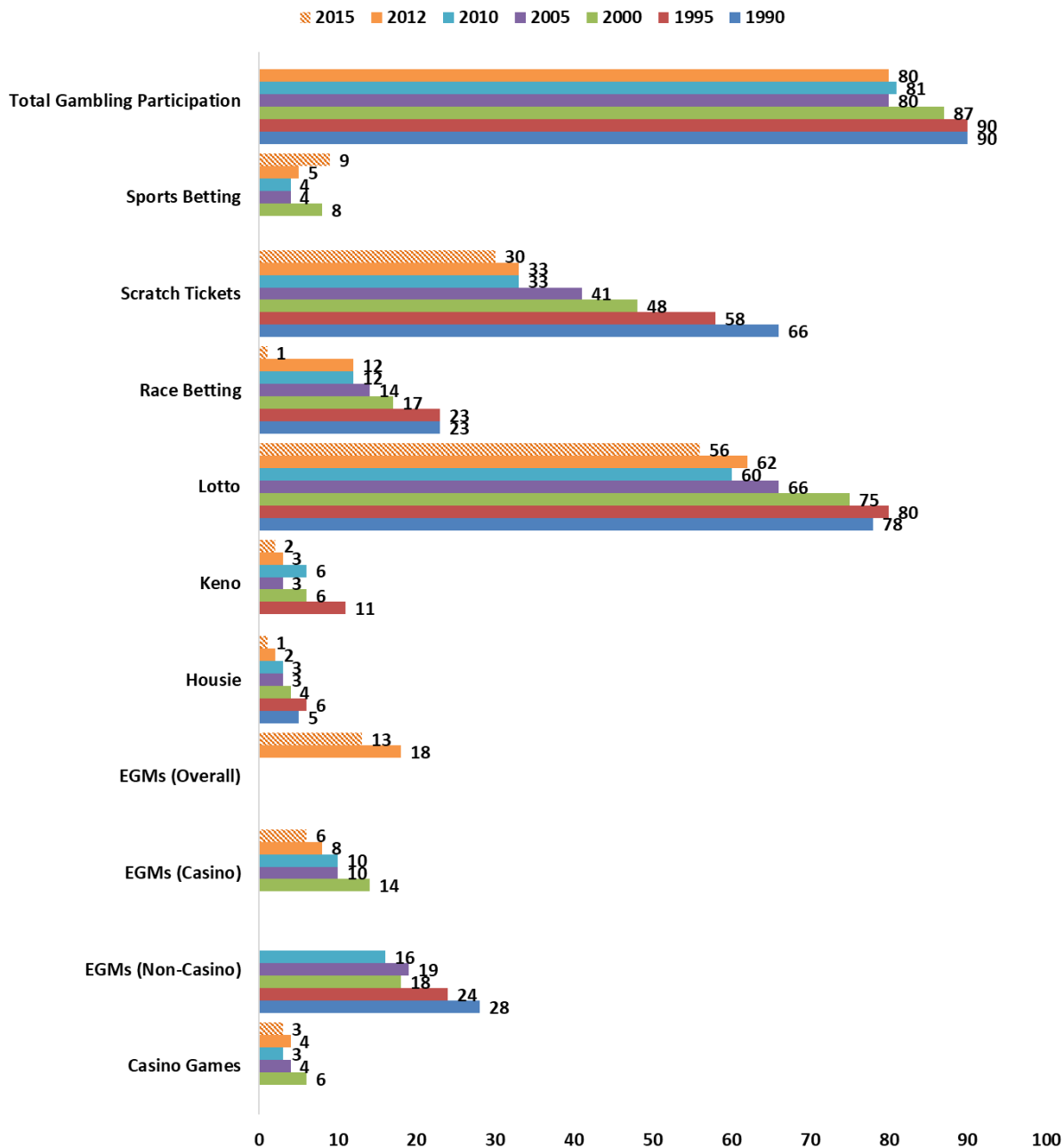


⁴¹ Rockloff, M., Browne, M., Hing, N., Thorne, H., Russell, A., Greer, N., Tran, K., Brook, K. & Sproston, K. (2020) *Victorian population gambling and health study 2018–2019*, Victorian Responsible Gambling Foundation, Melbourne.

GAMBLING PARTICIPATION (LAND-BASED) IN NEW ZEALAND (NZ)

New Zealand conducted past-year Gambling Participation Surveys at five yearly intervals from 1985 - 2005.⁴² Following this series, the most recent survey information pertains to 2012.⁴³ The 2012 survey comprised the baseline or Wave One data for a longitudinal study (with an initial sample of 6,251 participants). Subsequent follow up studies have been completed in three further waves (2013, 2014 and 2015). Waves 2-4 of the study surveyed increasingly smaller numbers of Wave 1 participants. The data from Wave 4 (2015)⁴⁴ is included below.

Figure 9-11 New Zealand (Land-Based) Gambling Participation 1990-2012/15⁴⁵



⁴² New Zealand Department of Internal Affairs, Te Tari Taiwhenua (2005) People's Participation in, and Attitudes to, Gambling, 1985-2005; Results of the 2005 Survey.

⁴³ Abbott, M., Bellringer, M., Garrett, N. & Mundy-McPherson, S. (2014) *New Zealand National Gambling Study: Overview and Gambling Participation, Report 1*, New Zealand Ministry of Health.

⁴⁴ Abbott, M., Bellringer, M. & Garrett, N. (2018) *New Zealand National Gambling Study: Wave 4 (2015) Report 6*, New Zealand Ministry of Health. Please note that the sample size for this study was 2,770 participants of the 6,251 participants from the Baseline (Wave 1) survey first conducted in 2012.

⁴⁵ Please note: New Zealand differentiates between gaming machines played at a casino and gaming machines available at clubs and hotels. Housie is a variant of bingo and the statistics shown here relate to the playing of housie for money.