

Department of Communities Tasmania
‘Know Your Odds’
Community Education Campaign Evaluation 2022
Research Report



enterprise marketing & research services

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Section One

Executive Summary

Summary of the Key Research Findings

Introduction to the Research

The Gambling Support Program (GSP) is responsible for delivering the Government’s public health response to gambling in Tasmania. The GSP delivers community education initiatives in line with Priority Area Two: Education of the GSP Strategic Framework 2019-2023 for which the Outcome is “Tasmanians understand the risks of gambling and are able to make informed choices about gambling”.

The ‘Know Your Odds’ (KYO) campaign commenced in 2011. It is a multi-stage, multi-media gambling harm prevention campaign based on the recommendations from the 2010 Productivity Commission (PC) Report into Gambling. KYO is fact-based and non-judgmental and aims to raise an understanding of how commercial gambling games of chance work. This aligns with Priority Area Two of the GSP Strategic Framework to empower Tasmanians to make informed choices about gambling and reflects the PC report findings that false cognitions contribute to harmful gambling behaviours.

In order to evaluate awareness and perceptions of the GSP’s KYO campaign overall and, specifically, of the campaign spokesperson ‘Jack’, the Government’s Department of Communities Tasmania assigned EMRS, the independent research firm, to design and implement a research project gathering feedback from its key target audiences. The research insights were to assist Communities Tasmania in formulating the next stage of the campaign. EMRS was responsible for the design and conduct of the research, in close consultation with Communities Tasmania, and full analysis of and reporting on the data gathered.

In order to collect the required information to meet the specified objectives, EMRS used a quantitative survey methodology. The method of data collection was via an online survey questionnaire of around 10 minutes in length, and the target population for the research coincided with the target audiences of KYO, namely:

- The Tasmanian adult population, aged 18 years and over; and more specifically
- Adults who had participated in gambling in the past 12 months.

The fieldwork took place from the 10th to the 26th of November 2021. The target sample size was achieved, with n=1,000 Tasmanian adults aged 18 years and over being successfully surveyed.

The results of the quantitative research to evaluate the KYO Campaign have been presented and analysed in full in the body of the report. The following summary presents the key findings that emerged.

Executive Summary

Participation in Gambling Activities in the Last 12 Months – All respondents, n=1,000

- **55% YES – participated in some form of gambling activity in the last 12 months**
- **40% NO – had not participated in gambling activity in the last 12 months**
- **4% NO BUT HAD CONSIDERED IT**

The clear majority of the full sample (n=1,000) had participated in some form of gambling in the past year (55%). Nonetheless, at two in five (40%), the proportion who had not gambled was not insignificant.

- Younger respondents aged **25 to 44 years** were somewhat more likely to state “yes” (65% in total).
- **Males** were somewhat more likely to state “yes” (62%).

Gambling Participation Patterns – Those Who Had Participated in Gambling Activities in the Last 12 Months (n=551)

- Respondents who had participated in gambling activities in the last 12 months were most likely by far to report that they had done so approximately “**less often**” than **once a month** (34%).
- Those who had had participated in gambling activities in the last 12 months were most likely by far to report that they had participated in “**lottery or pools games**” (65%).

“Keno in a club, pub or casino” and “instant scratchies” also recorded a high rate of mention (40% and 37%, respectively).

A significant proportion cited “**electronic gaming machines, or ‘pokies’**” (28%).

Gambling Forms by Demographic Group

- Older respondents aged **55 years and over** were significantly more likely to confirm gambling on “**lottery or pools games**” (82% in total), compared to those aged 18 to 34 years (41%).
- Younger respondents aged **18 to 34 years** were significantly more likely to confirm the following gambling activities:
 - “Electronic gaming machines or ‘pokies’ in a club, pub or casino” (45% in total);
 - “Sports betting – not including horse or greyhound racing” (34% in total);
 and somewhat more likely to cite:
 - “Online games – e.g. roulette, blackjack, poker, poker machine games” (19%);
 - “Table games at a casino – e.g. roulette, blackjack poker” (17%); and
 - “Informal betting – e.g. private poker games, Mahjong, sports bets with friends” (14%).
- **Male respondents** were somewhat more likely to confirm they had participated in “**sports betting – not including horse or greyhound racing**” (27%), while females were somewhat more likely to cite “**instant scratchies**” (44%).

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Unprompted Awareness of Government Education Campaigns about Gambling – All respondents, n=1,000

- **57% YES – recalled Government education campaign ads**
- **43% NO or UNSURE – did not recall any campaign ads**

The clear majority of the full sample (n=1,000) recalled Government education campaign ads providing information to the community about gambling (57%).

- Respondents who **had participated in some form of gambling activity in the last year** were somewhat more likely to state that “yes”, they were aware of such ads (63%).

Aspects and Messages Recalled from the Campaign Ads – Unprompted

– Respondents aware of Government education campaign ads about gambling, n=569

- The unprompted aspect or message the respondents recalled most frequently from having seen or heard the campaign ads was **“gamble responsibly”** (19%), followed by **“the house always wins/ the more you play, the more you lose”*** (15%).
- Males were somewhat more likely to cite “know your limit” (15%).
- *This was a key tagline message of the KYO campaign.

Awareness of ‘Know Your Odds’ Campaign – Unprompted

– All respondents, n=1,000

- The clear majority of the full sample confirmed they were **aware** of the ‘Know Your Odds’ advertising campaign to some degree (69% in total).
- Of these, a relatively significant proportion said they were **“definitely aware”** (21%).
- 31% of respondents were **“unaware”** or **“unsure”**.
- Respondents aged 18 to 54 years were significantly more likely to be **aware** of the KYO campaign to some degree (77% in total).
- Respondents who had participated in some form of gambling activity in the last year were somewhat more likely to be **aware** of the KYO campaign to some degree (74%).

Key Messages Taken from the ‘Know Your Odds’ Campaign – Respondents who recalled the ad campaign, n=674

- Respondents aware of the KYO campaign were able to recall several key messages, as well as the precise wording of these messages.
- They were most likely to cite **“the house/ machine always wins”** (18%), **“the house edge/ odds are stacked against you”** and **“you’re unlikely to win/ likely to lose/ don’t always win”** (15% in each case).
- **“Over time you will lose overall/ even after small wins/ you can’t win”** also recorded a relatively high rate of mention (13%).

Prompted Awareness of the 'Know Your Odds' Campaign – All respondents, n=1,000

'The House Edge'

Prompted Awareness of the Campaign Ad

- On being prompted with the video clip of 'The House Edge' ad, total confirmed awareness was 66%.
- The greater proportion was "definitely aware" of the ad prior to the survey (40%).
- Of the three ads shown, 'The House Edge' had the highest level of recall.
 - Respondents aged 18 to 54 years were significantly more likely to be aware of the ad to some degree (75%).
 - Respondents who **had participated in some form of gambling activity in the last year** were also significantly more likely to be aware of the ad to some degree (74%).

Key Messages Taken from the Campaign Ad

- The majority of respondents were able to specify one or more messages communicated to them by the ad.
- The highest rate of mention was "the odds favour the house" (34%), followed by "the more you gamble, the more you lose" (28%).

Perceptions of the Clarity of the Ad's Key Messages

- After viewing the video clip, the great majority of respondents reported that they found each of the specified messages clear to some degree, with totals ranging from 83% to 94%.
- The clearest message was perceived to be "pokies are programmed to make sure that gambling providers make money over time" (total clarity of 94%).

Prompted Awareness of the ‘Know Your Odds’ Campaign (cont.)

‘Myths and Beliefs’

Prompted Awareness of the Campaign Ad

- On being prompted with the video clip of ‘Myths and Beliefs’ ad, total confirmed awareness was 51%.
- This sample was almost equally split between “definitely aware” (26%) and “somewhat aware” (24%).
 - Respondents aged 70 years or older were significantly more likely to be unaware of the campaign ad (67%).
 - Females were significantly more likely to be unaware of the campaign ad (53%).
 - Respondents who had participated in some form of gambling activity in the last year were significantly more likely to be aware of the ad to some degree (59%).

Key Messages Taken from the Campaign Ad

- The majority of respondents were able to specify one or more messages communicated to them by the ad.
- The highest rate of mention was “the more you gamble, the more you lose” (32%), followed by “the odds favour the house” (23%).

Perceptions of the Clarity of the Ad’s Key Messages

- After viewing the video clip, the great majority of respondents reported that they found each of the specified messages clear to some degree, with totals ranging from 83% to 96%.
- The clearest message was perceived to be “the longer you play, the more you lose” (total clarity of 96%).

Prompted Awareness of the ‘Know Your Odds’ Campaign (cont.)

‘The Faster You Play, the Faster You Lose’

Prompted Awareness of the Campaign Ad

- On being prompted with the video clip of ‘The Faster You Play, the Faster You Lose’ ad, total confirmed awareness was 50%.
- This sample was equally split between “definitely aware” (25%) and “somewhat aware” (25%).
 - Respondents aged 18 to 54 years were significantly more likely to be aware of the campaign ad (57%).
 - Males were significantly more likely to be aware of the campaign ad (60%).
 - Respondents who had participated in some form of gambling activity in the last year were significantly more likely to be aware of the ad to some degree (58%).

Key Messages Taken from the Campaign Ad

- The majority of respondents were able to specify one or more messages communicated to them by the ad.
- The highest rate of mention was “the more/ faster you gamble, the more/ faster you lose” (42%), followed by “the odds favour the house” (20%).

Perceptions of the Clarity of the Ad’s Key Messages

- After viewing the video clip, the great majority of respondents reported that they found each of the specified messages clear to some degree, with totals ranging from 80% to 96%.
- The clearest message was perceived to be “the more quickly you play the pokies, the more quickly you can lose money” (total clarity of 96%).
 - Respondents resident in the South were somewhat less likely to feel that “you can make changes to your gambling behaviour” was clear (75%).
 - Respondents who had participated in some form of gambling activity in the last year were somewhat more likely to feel that “there is information and support available if you want to know more or make a change to your gambling behaviour” was clear (89%).

Executive Summary

Channels of Awareness of the 'Know Your Odds' Ad Campaign – Respondents with unprompted recall of the campaign, n=691

The reported channels of awareness of the campaign were most notably:

- Television (84%)
- YouTube (18%)
- Radio (13%)

In total, a significant proportion mentioned social media channels (29%), most notably “YouTube”.

The clear majority of the respondents with prior recall of the 'Know Your Odds' campaign (n=691) recorded “television” as the main channel of their awareness (84%).

- Respondents **aged 18 to 34 years** were significantly more likely to mention “YouTube” and “Facebook” as the channels of their awareness (38% in total and 23% in total, respectively).
- Respondents **aged 55 years and over** were somewhat more likely to mention “television” (92%).
- **Males** were somewhat more likely to mention “YouTube” (23%).

Impacts of the 'Know Your Odds' Campaign

Actions Taken or Considered in Response to the Campaign

- **Among the respondents who had participated in gambling activities in the last 12 months (n=188), the most frequently confirmed action already taken, or considered, in response to the KYO campaign was “making more informed gambling choices” (55% in total).**
- **The least confirmed action taken or considered was “getting advice or help with my gambling by contacting Gambler’s Help” (28% in total).**
 - Respondents **aged 18 to 34 years** were the most likely to state that they had or would consider:
 - * “Talking about my gambling with others” (77% in total); and
 - * “Getting advice or help with my gambling by contacting Gambler’s Help” (60%).

Levels of Agreement with Specified Statements about the Campaign

- **Among the full sample of respondents (n=1,000), the statement with the highest level of total agreement was that “[the campaign] provides the facts to help make informed decisions about gambling” (91% in total).**
 - This was also the statement with which respondents were most likely to “definitely agree” (56%).
- **In response to each of the remaining statements, those agreeing at some level were also in the clear majority.**
- **With respect to the statement “it will prompt people to avoid the negative consequences of gambling”, the respondents were:**
 - Least likely to “agree” (70% in total);
 - Most likely to “disagree” (20% in total); and
 - Most likely to state they were “unsure” (10%).

Executive Summary

Impacts of the 'Know Your Odds' Campaign (cont.)

Levels of Agreement with Specified Statements about the Campaign by Demographic Group

- Respondents aged 18 to 44 years were **significantly more likely** to agree that the campaign:
 - “Will prompt people to avoid the negative consequences of gambling” (80% in total); and
 - “Prompts people to think about their gambling behaviour” (92% in total).
- Females were **somewhat more likely** to agree that the campaign **“is effective because it is not judgemental”** (86% in total).
- Respondents resident in the South were **somewhat more likely** to disagree that the campaign:
 - “Shows there is support for people who may have a gambling problem” (17% in total); and
 - “Shows where to find more information or advice on gambling” (16% in total).
- Respondents who had participated in some form of gambling activity in the last year were **somewhat more likely** to agree that the campaign **“shows there is support for people who may have a gambling problem”** (86% in total).

Perceptions of the Effectiveness of the Campaign

- The clear majority of all respondents (n=1,000) confirmed the campaign was **effective** to some degree (83% in total).
 - Of these, a significant proportion were of the view that it was **“very effective”** (30%).
- Only 13% of the full sample felt that the campaign was **not effective** to some degree (13% in total).
 - Those aged 55 to 69 years were somewhat less likely to view the campaign as **“effective”** (75% in total).

Reasons for Considering the Campaign Effective

- The respondents who considered the campaign effective to some degree (n=824) were most likely to state that it was because it **“relies on the facts/ statistics/ rational”** (24%).
- Other reasons recording significant rates of mention were that it **“discredits myths/ shows how gambling works/ ‘the house edge’”** (19%), **“clear/ plain/ easy to understand language”** (17%), and **“thought-provoking/ awareness”** (14%).

Reasons for Considering the Campaign Not Effective

- The respondents who felt the campaign was **not** effective to some degree (n=136) were most likely to state that it was because it **“doesn’t change behaviour/ won’t get through to those who need it”** (37%).
- A further reason recording a relatively high rate of mention was less specific, namely that it **“focuses on the wrong things”** (24%).

Executive Summary

Recognition and Perceptions of 'Jack' – All respondents, n=1,000

- **90% TOTAL YES** – recognise 'Jack' as the face of the campaign
- **7% NO** – did not recognise 'Jack'
- **3% UNSURE**

The clear majority of the full sample (n=1,000) felt that 'Jack' was recognisable as the face of the campaign (90% in total).

- The greater proportion of respondents stated “yes – definitely” (59%).
- **Females** were somewhat more likely to state “yes – definitely” (65%).

Levels of Agreement with Specified Statements about 'Jack'

- The clear majority of the full sample of respondents reported that they **agreed** with each of the specified statements about 'Jack' to some degree, with totals ranging from 80% to 90%.
- It was positive to note that the highest level of total agreement, and those agreeing “**strongly**”, was in response to “**“Jack’ helps provide a better understanding that there can be negative consequences for people who gamble”** (90% in total, of whom 51% agreed “**strongly**”).
- A very positive personal response emerged to the character of 'Jack', in terms of his **likeability, honesty, and trustworthiness**.

Levels of Agreement with Specified Statements about 'Jack' by Demographic Group

- Respondents aged 55 years and over were somewhat less likely to agree that:
 - “Jack’ helps provide a better understanding that there can be negative consequences for people who gamble” (87% in total);
 - “Jack’ provides encouragement to find out more information on the facts of gambling” (80% in total); and
 - “Jack’ makes me feel engaged with the ‘Know Your Odds’ campaign” (75% in total).
- **Females** were somewhat more likely to agree that “**“Jack’ makes me feel engaged with the ‘Know Your Odds’ campaign”** (84% in total).
- Respondents resident in the South were somewhat less likely to agree that “**“Jack’ provides encouragement to find out more information on the facts of gambling”** (81% in total).

Executive Summary

Recognition and Perceptions of 'Jack' (cont.)

Effectiveness of 'Jack' as the Spokesperson of the Campaign

- The clear majority of all respondents overwhelmingly agreed to some degree that **"yes"**, 'Jack' was **effective** as the spokesperson of the 'Know Your Odds' ad campaign (88% in total).
 - Of these, a significant proportion were most likely by far to state **"yes – definitely"** (53%).
- Only 6% of the full sample felt that 'Jack' was **not effective** to some degree.
- A further 6% were **"unsure"**.

Reasons for Considering 'Jack' Effective or Not Effective

- The respondents who considered 'Jack' effective to some degree as the spokesperson of the 'Know Your Odds' campaign (n=878), most frequently mentioned that he **"looks real/ seems genuine"** (26%) and he **"gets the message across"** (24%).
 - Variation in the responses across demographic subgroups were marginal, however it was noted that **female** respondents were somewhat more likely to mention 'Jack's' **"appearance"** and **"voice"** as reasons for finding him effective.
- The respondents who considered 'Jack' **not effective** to some degree (n=62) most frequently mentioned that 'Jack' is **"not relatable/ not a typical gambler"**, and he is **"bland"** (21% in each case).

Suggestions and Additional Comments for the 'Know Your Odds' Campaign – All respondents, n=1,000

Among the full sample of respondents, 22% chose to provide further **comments and suggestions for the the 'Know Your Odds' campaign** moving forward, key verbatim responses being:

- *"Real people with real stories, after the facts are aired by 'Jack', to make it relevant."*
- *"Probably a better way to show where to get help and how. When I watch the ads, I seem to only remember about the numbers and facts."*
- *"A bit more emphasis on solutions – just stopping often isn't an option."*
- *"Maybe a bit of colour to get attention – the current bland spectrum is a little disengaging."*

Key verbatim responses specifically regarding 'Jack' as the spokesperson of the 'Know Your Odds' campaign moving forward:

- *"'Jack' looks scruffy, and he needs to get a shave. Maybe his look appeals to younger people, but it does nothing for me."*
- *"Using a female, or different ethnic groups, as well as a white male in the ads."*
- *"Get a more blue-collar looking person. 'Jack' looks like a PR professional."*

Section Two

Introduction

Background to the Research

The Gambling Support Program (GSP) is responsible for delivering the Government’s public health response to gambling in Tasmania. The GSP delivers community education initiatives in line with Priority Area Two: Education of the GSP Strategic Framework 2019-2023 for which the Outcome is that “Tasmanians understand the risks of gambling and are able to make informed choices about gambling.”

The ‘Know Your Odds’ (KYO) campaign commenced in 2011. It is a multi-stage, multi-media gambling harm prevention campaign based on the recommendations from the 2010 Productivity Commission (PC) Report into Gambling.

KYO is fact-based and non-judgmental and aims to raise an understanding of how commercial gambling games of chance work. This aligns with Priority Area Two of the GSP Strategic Framework to empower Tasmanians to make informed choices about gambling and reflects the PC report findings that false cognitions contribute to harmful gambling behaviours.

Messaging has included information about:

- How commercial gambling works (*The House Edge*)
- False cognitions and misunderstandings about how gambling works (*Myths and Beliefs*)
- Dangers around increased rates of play (*The Faster You Play, the Faster You Can Lose*).

The KYO campaign is intended to reach a broad audience consisting of all Tasmanian gamblers and people considering gambling. Some stages of the campaign have been run more than once and media placements have included television, radio, online and social media, printed materials, billboards and bus backs.

Purpose and Scope of the Research

Purpose of the Research

In order to evaluate awareness and perceptions of the GSP's KYO campaign overall and, specifically, of the campaign spokesperson 'Jack', the Government's Department of Communities Tasmania assigned EMRS, the independent research firm, to design and implement a research project gathering feedback from its key target audiences. The research insights were to assist Communities Tasmania in formulating the next stage of the campaign.

Scope of the Research

The scope of the research was to gather feedback from the Tasmanian adult population, aged 18 years and over. Reflecting the proportion of the population found to have participated in gambling in the past 12 months, the total sample was to comprise of around 47% of such gamblers.

EMRS was tasked with:

- Developing the most appropriate research methodology;
- Designing the survey instrument, in consultation with Communities Tasmania;
- Implementing the fieldwork to collect the required data;
- Collating and analysing the survey results; and
- Providing Communities Tasmania with a full writing report on the findings of the research.

Objectives of the Research

Objectives of the Research

In order to evaluate the KYO campaign, the key informational objectives of the research were to determine:

- Self-reported participation and frequency in all forms of gambling activities for money;
- The forms of gambling activities participated in in the last 12 months;
- Unprompted awareness levels of the KYO campaign;
- Prompted awareness levels of the KYO campaign on it being specifically referenced;
- Unprompted and prompted awareness of the KYO campaign's key messages;
- Prompted awareness of the KYO campaign on viewing 3 video clips;
- With respect to each video clip, agreement or disagreement that the campaign's key messages are communicated clearly;
- The channels through which the KYO campaign was seen or heard;
- Whether the KYO campaign prompted specified actions, or consideration of these actions, as well as other actions in response to the campaign;
- Agreement or disagreement with statements specifying potential impacts of the KYO campaign;
- The recognition of 'Jack' as the face of the campaign;
- Agreement or disagreement with statements describing Jack's impact;
- Whether Jack is regarded as effective as the spokesperson of the KYO campaign, and the reasons for that view; and
- Any comments or suggestions for the KYO campaign going forward.

Research Methodology (1)

The Research Methodology

In order to collect the required information to meet the specified objectives, EMRS used a quantitative survey methodology. The method of data collection was via an online survey questionnaire of around 10 minutes in length.

The data was collected by means of EMRS' own online research capability, with the progress and content of the data collection being closely monitored throughout to ensure quality control.

The survey was facilitated through the following two methods in order to maximise the rate and range of response, reach the desired sample size, and achieve a representative sample:

- **EMRS' Online Panel** – EMRS utilised its online panel, comprised of pre-screened Tasmanians who have expressed a willingness to participate in online surveys. A unique and confidential link was sent by email directly to all panel members through which they could access and complete the survey.
- **CINT Online Panel** – EMRS partnered with the online panel firm CINT to fill any gaps in the data collection and ensure that the hard demographic quotas were met.

In order to ensure results representative of the population, quotas were put in place for gender, age and region. Where it was not possible to meet the set quotas, weighting was applied to the data gathered, so that the results reflected as closely as possible the demographic profile of the Tasmanian adult population in accordance with the latest 2016 ABS census. Furthermore, in accordance with the research specifications, the sample was comprised of a representative proportion of respondents who had participated in at least one form of gambling during the past 12 months.

The fieldwork took place from the 10th to the 26th of November 2021. The target sample size was achieved, with n=1,000 Tasmanian adults aged 18 years and over being successfully surveyed.

The Confidence Interval

The target population was based on 400,777 Tasmanian adults aged 18 years and over (ABS, 2016), and resident across the state. With a total sample size of n=1,000 successfully completed surveys, the maximum margin of error at a 50% result is ± 3.10 percentage points at the 95% confidence level.

Thus, the confidence interval at a 50% result is 46.90% (= lower bound: 50 – 3.10) and 53.10% (= upper bound: 50 + 3.10).

NOTE: This is the confidence interval for the results **where the full sample of n=1,000 answered the question**. In the instances where samples less than n=1,000 answered the question, **the confidence interval will be greater than ± 3.10 percentage points, varying according to the sample size in each instance**.

Reporting on the Results

Where percentages do not sum to 100, this may be due to rounding or where respondents were able to give multiple responses. Throughout the report, an asterisk(*) denotes the reason for the results not summing to 100 per cent.

Any table cells that have been highlighted in colour indicate a statistically significant variation in the results, most notably with green-highlighted cells denoting a significantly more positive result and pink-highlighted cells denoting a significantly less positive result. Blue-highlighted cells indicate a significantly higher percentage figure.

The following report presents the findings of the online quantitative research, conducted among a cohort of n=1,000 Tasmanian adults, to determine participation in and consideration of gambling; the awareness and impact of the KYO campaign in Tasmania; and perceptions of “Jack” as the face of the KYO campaign.

The research results have been presented predominantly in charts and tables. Any statistically significant variations in the results across the population subgroups have been remarked upon in the analytical commentary accompanying the charts and tables.

The People Surveyed

The People Surveyed

In total, n=1,000 Tasmanian adults aged 18 years and over were interviewed via the online survey. The tables below provide a breakdown of the population subgroups.

Table 1 – Gender
(Number and percentage of respondents)*†

| Gender | Number | Percentage |
|---------------------------|--------------|------------|
| Total | 1,000 | 100 |
| Male | 459 | 46 |
| Female | 525 | 53 |
| Other | 11 | 1 |
| Declined to answer | 5 | 1 |

*Percentages do not sum to 100 due to rounding.

Table 2 – Region
(Number and percentage of respondents)*†

| Region | Number | Percentage |
|-----------------------------|--------------|------------|
| Total | 1,000 | 100 |
| South | 526 | 53 |
| North and North East | 267 | 27 |
| North West and West | 207 | 21 |

*Percentages do not sum to 100 due to rounding.

Table 3 – Age
(Number and percentage of respondents)†

| Age | Number | Percentage |
|-------------------------|--------------|------------|
| Total | 1,000 | 100 |
| 18 to 24 years | 93 | 9 |
| 25 to 34 years | 136 | 14 |
| 35 to 44 years | 148 | 15 |
| 45 to 54 years | 150 | 15 |
| 55 to 69 years | 290 | 29 |
| 70 years or over | 183 | 18 |

†Number and percentage figures in these tables are unweighted.

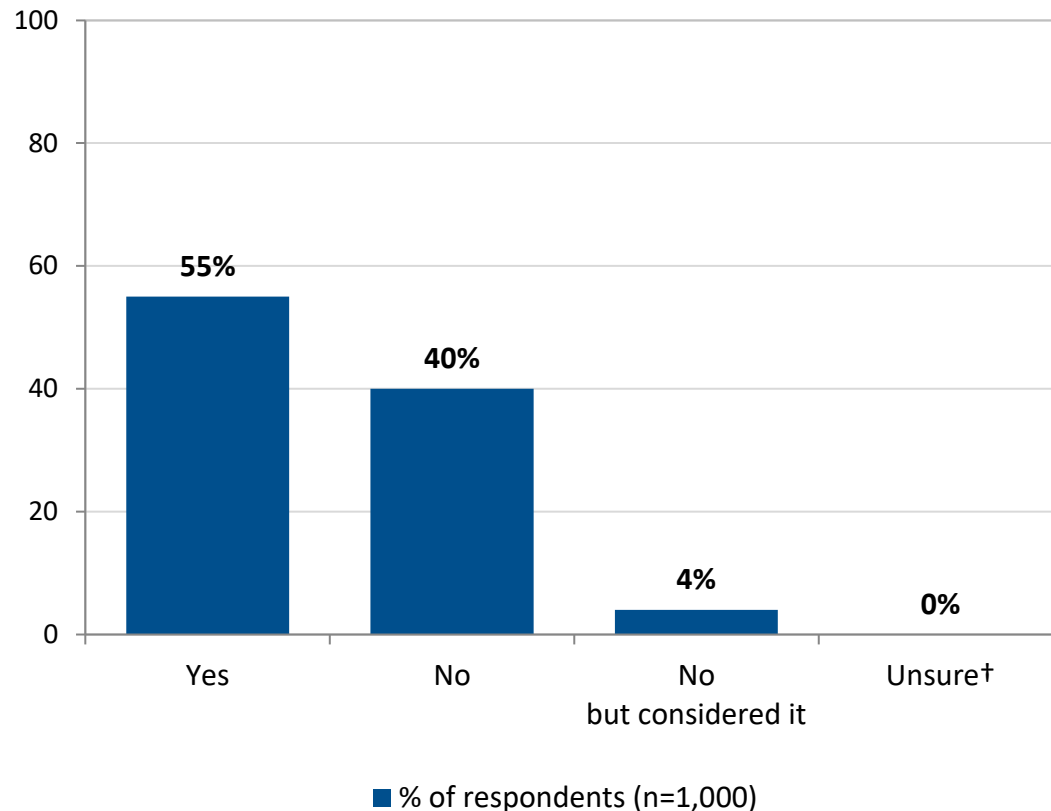
Elsewhere in the report, the percentage figures have been weighted accurately to reflect the demographic profile of the target Tasmanian population according to gender, age and region.

Section Three

Gambling Participation Patterns

Participation in Gambling Activities in the Last 12 Months

Chart 1 – Participation in Gambling Activities in the Last 12 Months
(Percentage of all respondents)*



More than one half of the full sample of respondents confirmed that they had participated in some form of gambling activity in the last 12 months (55%).

A further 4% said “no, but considered it”.

A significant proportion stated “no”, neither was the case (40%).

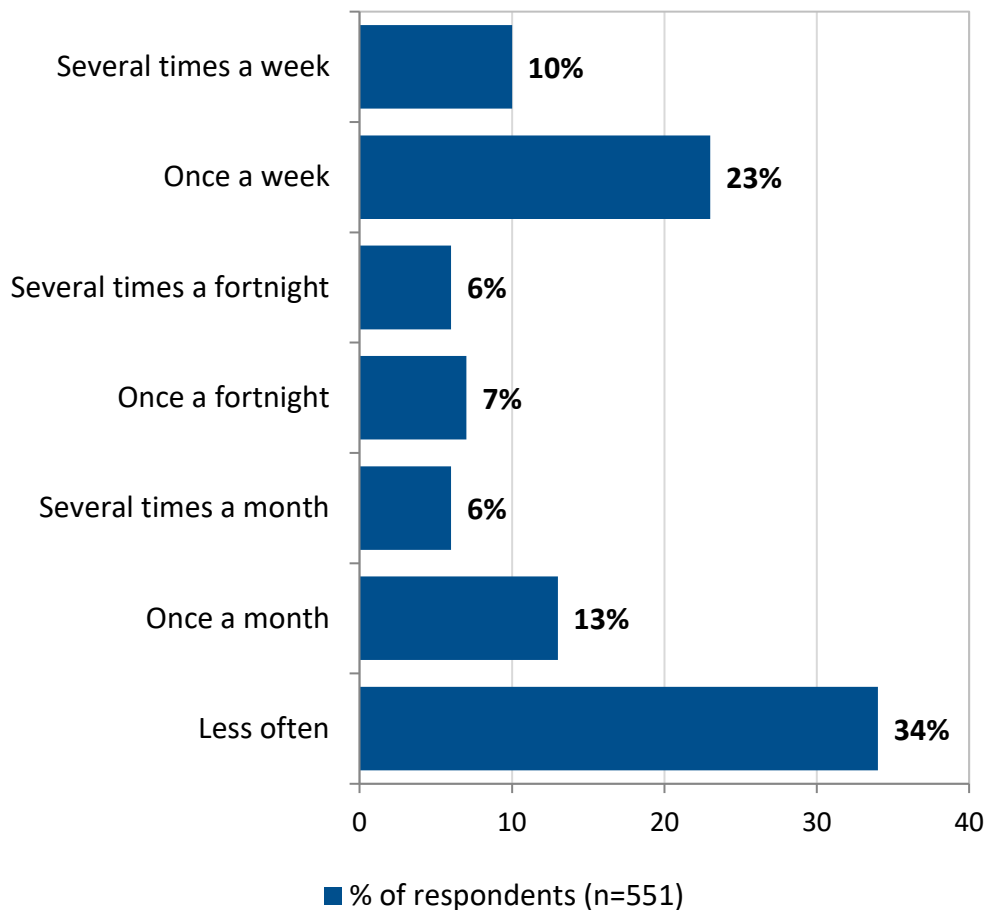
- Younger respondents aged **25 to 44 years** were somewhat more likely to state that “**yes**”, they had participated in gambling activities (65% in total), compared to those aged 70 years and over (43%).
- Males** were somewhat more likely to state that “**yes**”, they had participated in gambling activities (62%), compared to females (49%).

*Percentages do not sum to 100 due to rounding.
†n=3 respondents stated “unsure”.

Q. In the last 12 months, have you participated in any form of gambling activities?

Frequency of Participation in Gambling Activities

Chart 2 – Frequency of Participation in Gambling Activities
 (Percentage of respondents who had participated in gambling in the past 12 months)*



The respondents who had participated in gambling activities in the last 12 months were most likely by far to report that they had done so approximately “less often” than once a month (34%).

Those who had gambled more frequently were most likely to state “once a week” (23%).

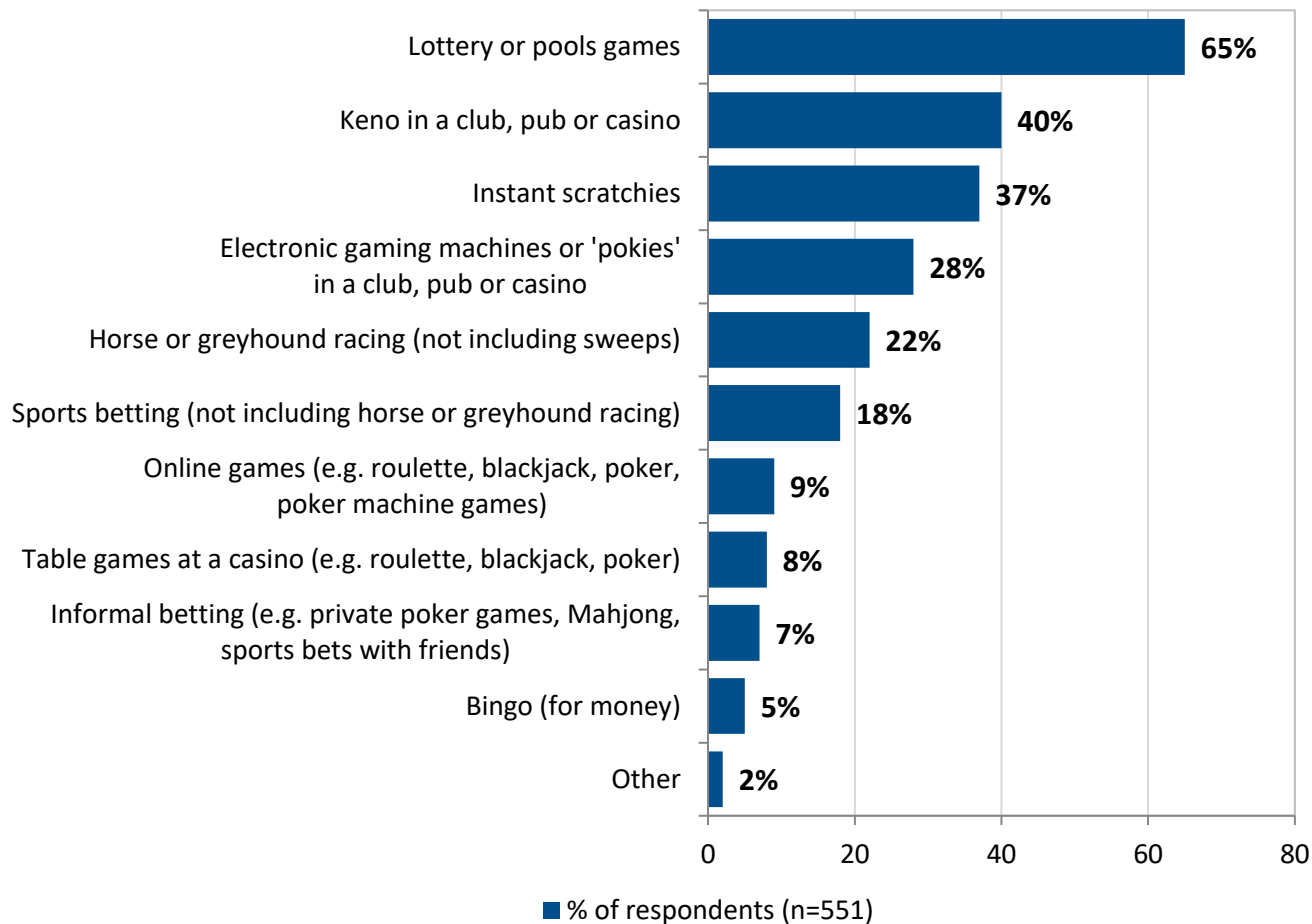
There were no statistically significant findings to be noted on comparing the responses across the population subgroups.

*Percentages do not sum to 100 due to rounding.

Q. Approximately how often do you participate in these gambling activities?

Forms of Gambling Activities in the Last 12 Months

Chart 3 – Forms of Gambling Activities in the Last 12 Months
 (Percentage of respondents who had participated in gambling in the past 12 months)*



The respondents who had participated in gambling activities in the last 12 months were most likely by far to report that the form was “lottery or pools games” (65%).

“Keno in a club, pub or casino” and “instant scratchies” also recorded a high rate of mention (40% and 37% respectively).

A significant proportion cited “electronic gaming machines or ‘pokies’” (28%).

Q. In the last 12 months, what forms of gambling activities have you been participating in?

*Percentages do not sum to 100 due to multiple responses being possible.

Forms of Gambling Activities in the Last 12 Months by Demographic Group

On analysing the results by the demographic subgroups, the following variations were to be noted.

Age

- Older respondents aged **55 years and over** were significantly more likely to confirm gambling on the **“lottery or pools games”** (82% in total), compared to those aged 18 to 34 years (41%).
- Younger respondents aged **18 to 34 years** were significantly more likely to confirm the following gambling activities:
 - **“Electronic gaming machines or ‘pokies’ in a club, pub or casino”** (45% in total), compared to those aged 55 years or over (17%)
 - **“Sports betting – not including horse or greyhound racing”** (34% in total), compared to those aged 55 years and over (3%)
and somewhat more likely to cite:
 - **“Online games – e.g. roulette, blackjack, poker, poker machine games”** (19%), compared to those aged 55 years and over (2%)
 - **“Table games at a casino – e.g. roulette, blackjack, poker”** (17%), compared to those aged 55 years and over (2%)
 - **“Informal betting – e.g. private poker games, Mahjong, sports bets with friends”** (14%), compared to those aged 55 years and over (1%).

Gender

- **Males** were somewhat more likely to confirm they had participated in **“sports betting – not including horse or greyhound racing”** (27%), compared to females (8%).
- **Females** were somewhat more likely to cite **“instant scratchies”** (44%), compared to males (30%).

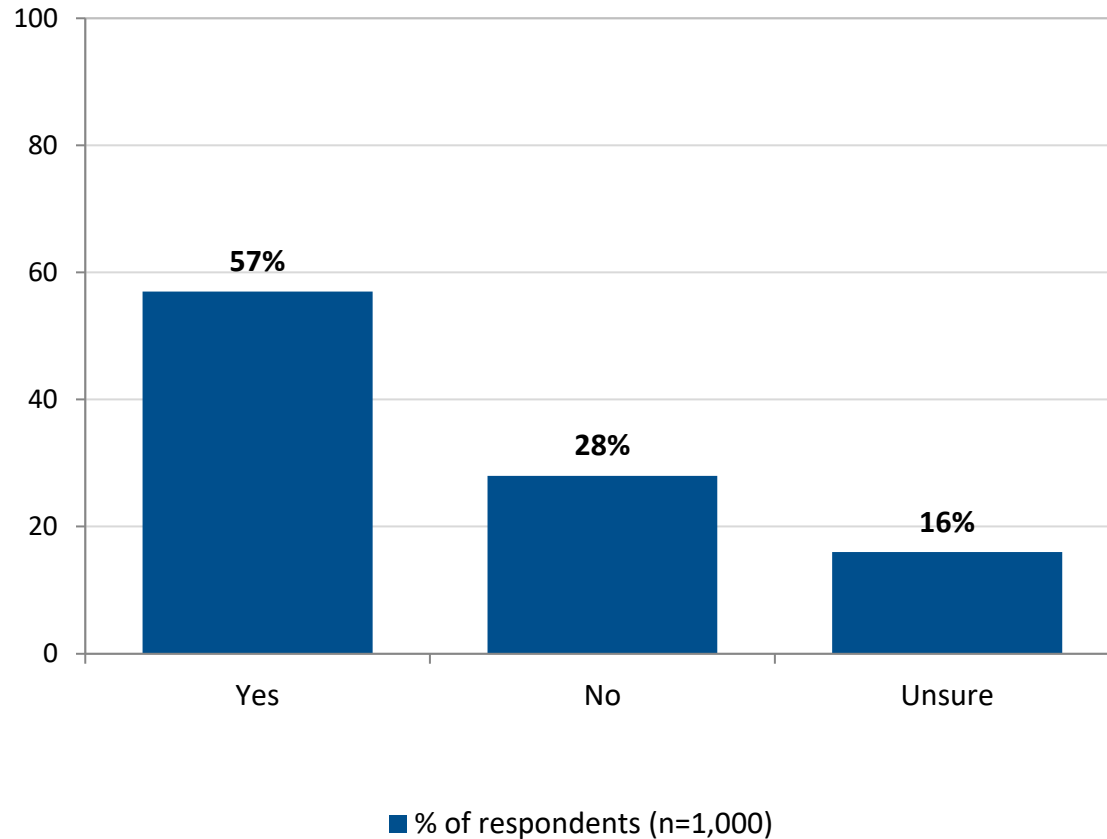
Q. In the last 12 months, what forms of gambling activities have you been participating in?

Section Four

Unprompted Awareness of the ‘Know Your Odds’ Campaign

Unprompted Awareness of Government Education Campaign Ads about Gambling

Chart 4 – Unprompted Awareness of Government Education Campaign Ads about Gambling
(Percentage of all respondents)*



The majority of the full sample of respondents confirmed that “yes”, they had seen or heard Government education campaign ads providing information to the community about gambling (57%).

In total, 43% stated “no”, they had not, or were “unsure”.

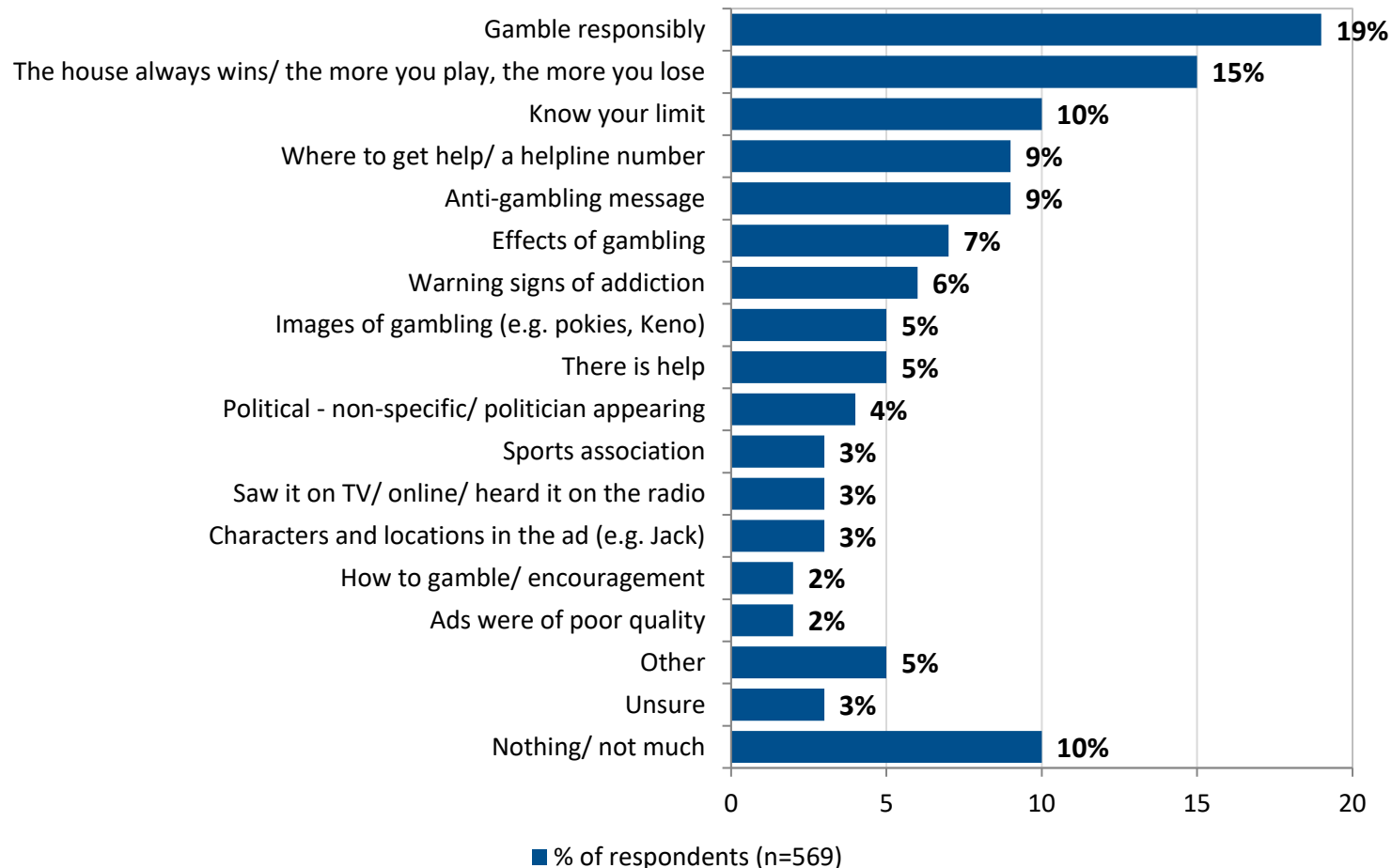
- Respondents who had **participated in some form of gambling activity** in the last year were somewhat more likely to state that “yes”, they were aware of such ads (63%), compared to those who had not (48%).

Q. Thinking about Government education campaigns, have you seen or heard any ads providing information to the community about gambling?

*Percentages do not sum to 100 due to rounding.

Aspects and Messages Recalled from the Campaign Ads

Chart 5 – Aspects and Messages Recalled from the Campaign Ads
(Percentage of respondents aware of Government education campaign ads about gambling)*



Unprompted, the aspect or message the respondents recalled most frequently from having seen or heard the campaign ads was “gamble responsibly” (19%), followed by “the house always wins/ the more you play, the more you lose”* (15%).

Relatively high rates of mention were also recorded for “know your limit” (10%), “where to get help/ a helpline number” (9%), and an “anti-gambling message” (9%).

*This was a key tagline message of the KYO campaign.

■ Males were somewhat more likely to cite “know your limit” (15%), compared to females (5%).

“Other” specific responses each mentioned by less than 2% included:

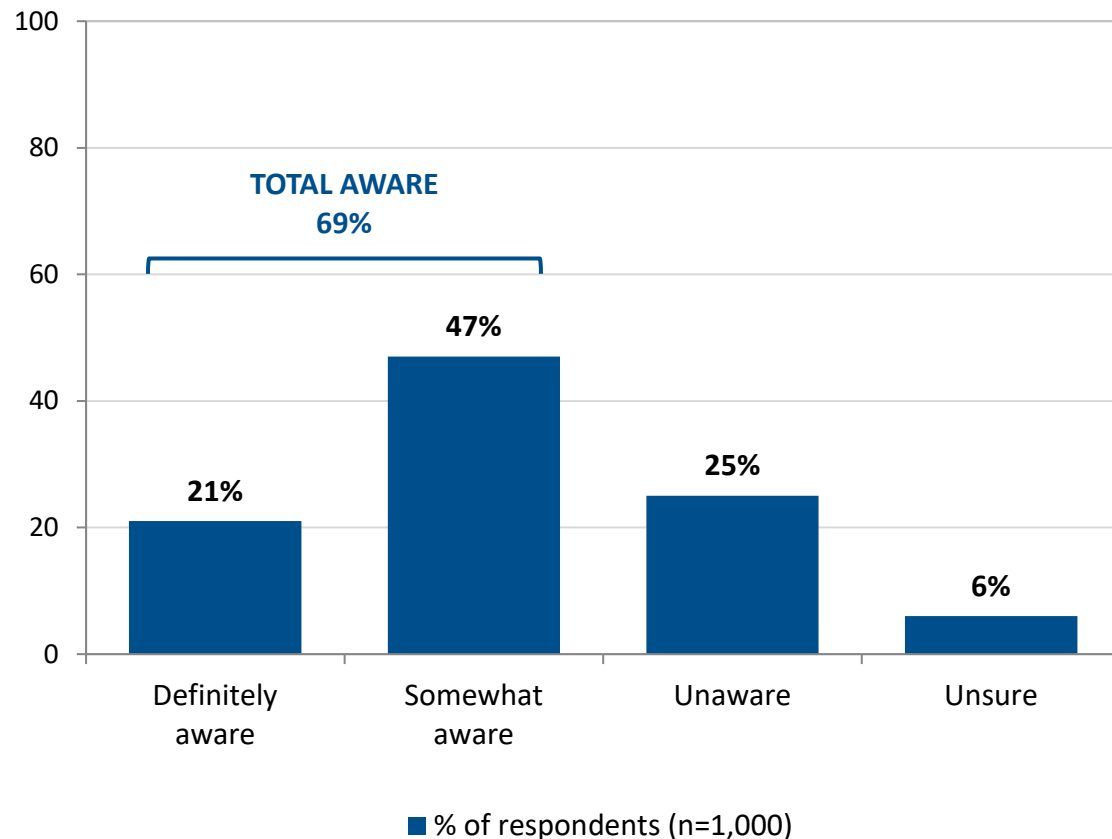
- “Posters” (1%)
- “To support family/ friends” (1%)
- “Effects on the community” (1%)

*Percentages do not sum to 100 due to multiple responses being possible.

Q. What can you recall about these ads?

Unprompted Awareness of the Advertising Campaign 'Know Your Odds'

Chart 6 – Unprompted Awareness of the Advertising Campaign
'Know Your Odds'
(Percentage of all respondents)*



Once the respondents were asked to think specifically about the 'Know Your Odds' advertising campaign, the clear majority of the full sample confirmed that they were aware of it to some degree (69% in total).

Of these, whilst in the minority, a relatively significant proportion said they were "definitely aware" (21%).

In total, 31% stated they were "unaware" or "unsure".

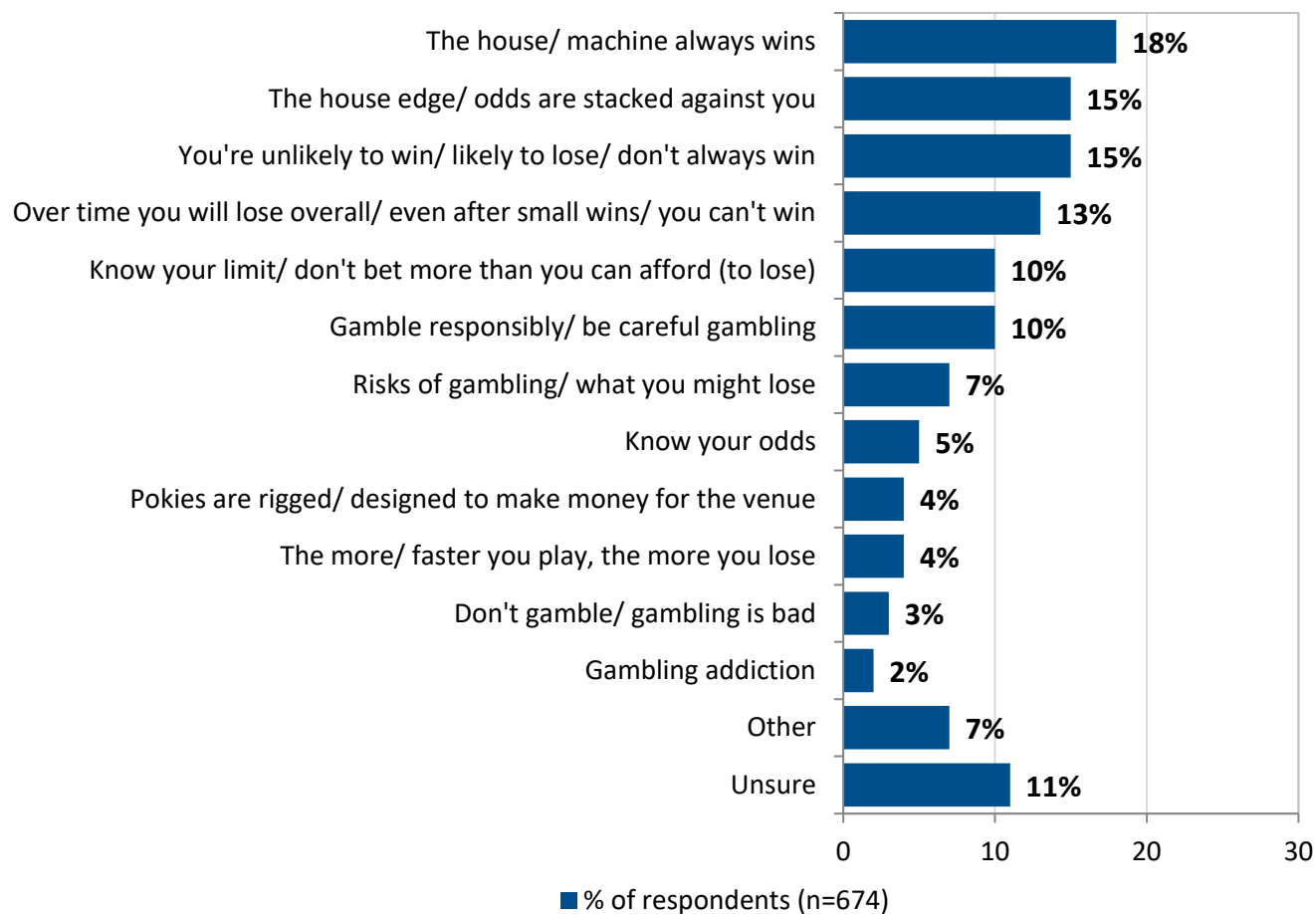
- Respondents aged **18 to 54 years** were significantly more likely to be **aware** of the KYO campaign to some degree (77% in total), when compared to those aged 70 years and over (48%).
- Respondents who had **participated in some form of gambling activity** in the last year were somewhat more likely to be **aware** of the KYO campaign to some degree (74%), compared to those who had not (60%).

*Percentages may not sum to 100 due to rounding.

Q. Thinking specifically about the campaign called 'Know Your Odds', please confirm the extent to which you are aware of this campaign?

Key Messages Taken from the 'Know Your Odds' Campaign

**Chart 7 – Key Messages Taken from the 'Know Your Odds' Campaign
(Percentage of respondents who recalled the ad campaign)***



Positively, the respondents aware of the 'Know Your Odds' campaign were able to recall several of its key messages and, moreover, the precise wording of these messages.

They were most likely to cite "the house/ machine always wins" (18%), "the house edge/ odds are stacked against you" and "you're unlikely to win/ likely to lose/ don't always win" (15% in each case).

"Over time you will lose overall/ even after small wins/ you can't win" also recorded a relatively high rate of mention (13%).

There were no significant variations to be noted on comparing the responses across the population subgroups.

"Other" specific responses each mentioned by less than 2% included:

- "Help is available/ helpline mention" (1%)
- "Educate yourself about gambling" (1%)
- "Pro-gambling comment" (1%)
- "Government is funded by the gambling industry/ supports gambling" (1%)
- "Educate yourself about gambling" (1%)
- "'Jack' mention" (n=2)

*Percentages do not sum to 100 due to multiple responses being possible.

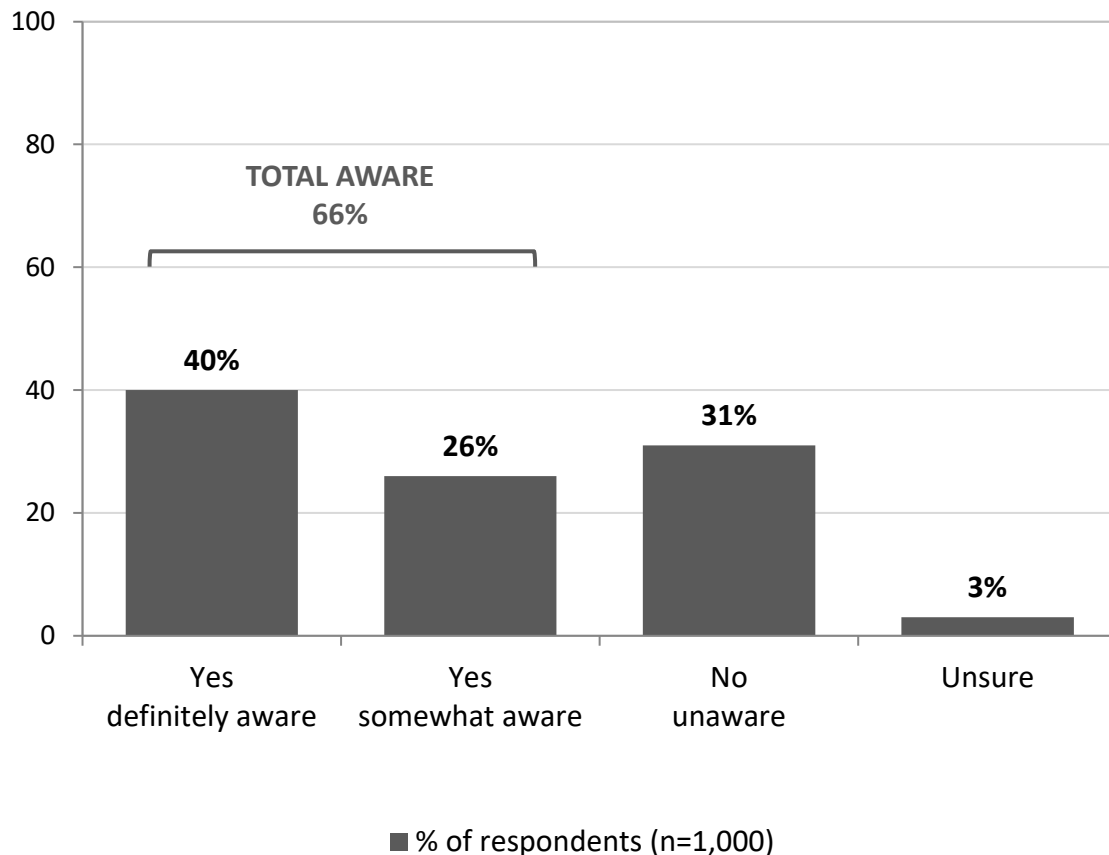
Q. What for you were the key messages of the campaign?

Section Five

Prompted Awareness of the ‘Know Your Odds’ Campaign

Prompted Awareness of the Campaign Ad 'The House Edge'

Chart 8 – Prompted Awareness of the Campaign Ad
'The House Edge'
(Percentage of all respondents)



On being prompted with the video clip of 'The House Edge' ad from the 'Know Your Odds' campaign, confirmed awareness among the full sample of respondents stood at a high 66% in total.

Of these, the greater proportion said they were "definitely aware" of the ad prior to the survey (40%).

Around one third in total said "no", they had not previously been aware of the ad (31%) or that they were "unsure" (3%).

Of all the three ads shown, 'The House Edge' recorded the highest level of recall.

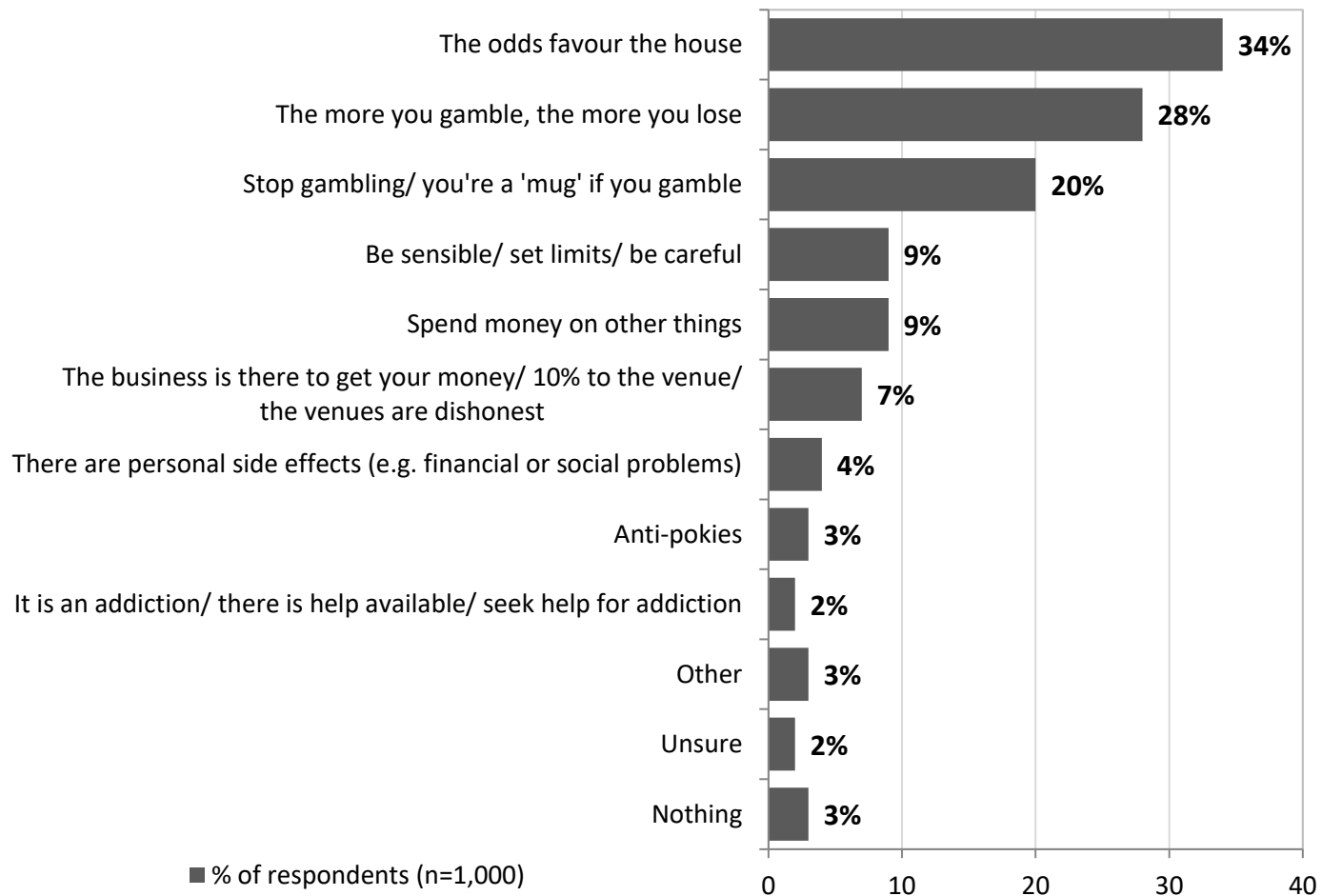
- Respondents aged **18 to 54 years** were significantly more likely to have been aware of the 'The House Edge' ad to some degree (75% in total), particularly when compared to those aged 70 years and over (43%).
- Respondents who had **participated in some form of gambling activity** in the last year were also significantly more likely to have been aware of the ad to some degree (74%), compared to those who had not (55%).

Here is the first of three video clips from the 'Know Your Odds' ad campaign.
Q. Please confirm, before today were you aware of this advertising campaign?

*Percentages may not sum to 100 due to rounding.

Key Messages Taken from the Campaign Ad 'The House Edge'

Chart 9 – Key Messages Taken from the Campaign Ad – 'The House Edge'
(Percentage of all respondents)*



The clear majority of the full sample of respondents were able to specify one or more messages communicated to them by 'The House Edge' ad.

Recording the highest rate of mention was "the odds favour the house" (34%), followed by "the more you gamble, the more you lose" (28%), and "stop gambling/ you're a 'mug' if you gamble" (20%).

Just 6% in total were unable to provide a definitive response.

There were no significant variations to be noted on comparing the responses across the population subgroups.

*Percentages do not sum to 100 due to multiple responses being possible.

Q. What do you think are the key messages of this campaign ad?

Perceptions of the Clarity of the Campaign Ad's Key Messages

'The House Edge'

Table 4 – Perceptions of the Clarity of the Campaign Ad's Key Messages – 'The House Edge'
(Percentage of all respondents, n=1,000)*

| Key Messages | TOTAL CLEAR % | Definitely clear % | Somewhat clear % | NO % | Unsure % |
|--|---------------|--------------------|------------------|------|----------|
| Pokies are programmed to make sure that gambling providers make money over time. | 94 | 76 | 18 | 3 | 3 |
| The House Edge means that you can win for a while on pokies, but you can't win in the long run. | 93 | 73 | 21 | 2 | 4 |
| The House Edge makes sure that the gambling provider always makes money on the pokies. | 92 | 75 | 17 | 4 | 4 |
| There is information and support available if you want to know more or make a change to your gambling behaviour. | 89 | 55 | 35 | 5 | 6 |
| You can make changes to your gambling behaviour. | 83 | 47 | 37 | 8 | 9 |

Positively, on having viewed 'The House Edge' video clip, the great majority of the full sample of respondents reported that they found each of the specified messages clear to some degree, with totals ranging from 83% to 94%. Moreover, in each instance, the greater proportion said "definitely clear" (in a range from 47% to 76%).

Whilst the message that "you can make changes to your gambling behaviour" was ranked lowest in clarity, those who felt it was clear were still in a convincing majority.

There were no significant variations to be noted on comparing the responses across the population subgroups.

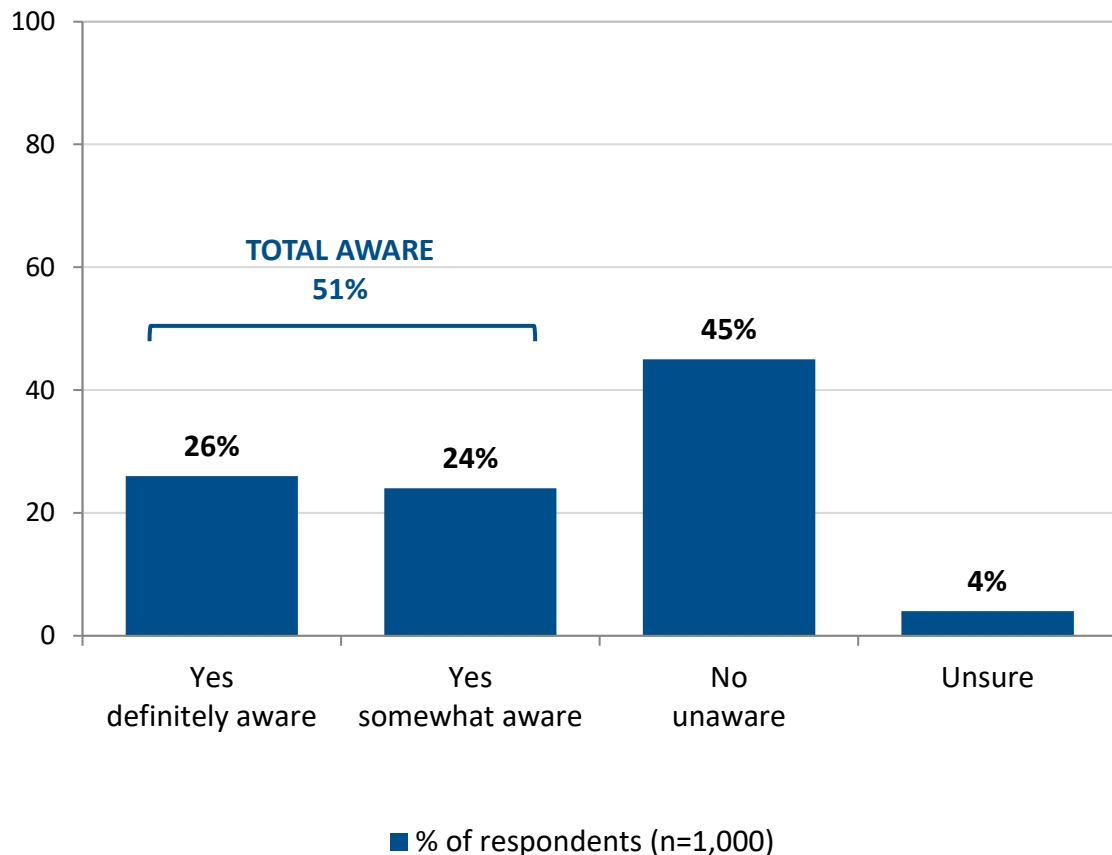
*Percentages may not sum to 100 due to rounding.

Q. Here is a list of the key messages of the campaign ad. For each, please indicate whether you think the message is clear or not clear.

Prompted Awareness of the Campaign Ad

'Myths and Beliefs'

Chart 10 – Prompted Awareness of the Campaign Ad
'Myths and Beliefs'
(Percentage of all respondents)*



On being prompted with the video clip of the 'Myths and Beliefs' ad from the 'Know Your Odds' campaign, around one half of all respondents confirmed that they had been aware of it to some degree prior to the survey (51% in total).

This sample was virtually equally divided between those who were "definitely aware" (26%) and those who were "somewhat aware" (24%).

In total, close to one half of all respondents had not previously been aware of the ad (45%) or were "unsure" (4%).

- Older respondents **aged 70 years or over** were significantly more likely to have been **unaware** of the 'Myths and Beliefs' campaign ad (67%), compared to all the other age cohorts and particularly those aged 25 to 54 years (35%).
- Females** were significantly more likely to have been **unaware** of the ad (53%), compared to males (38%).
- Respondents who had **participated in some form of gambling activity** in the last year were significantly more likely to have been **aware** of the ad to some degree (59%), compared to those who had not (38%).

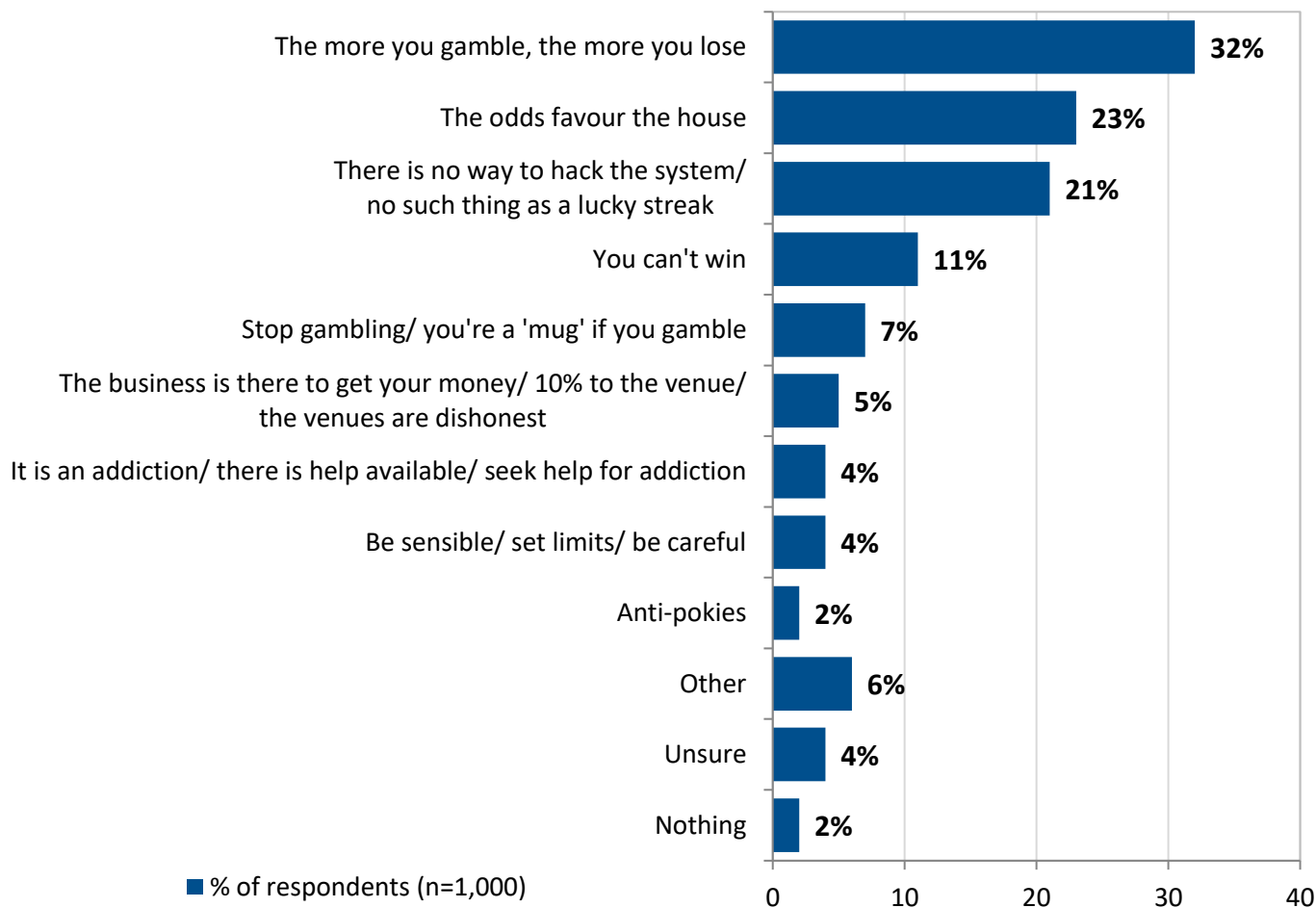
Here is the second video clips from the 'Know Your Odds' ad campaign.
Q. Please confirm, before today were you aware of this advertising campaign?

*Percentages may not sum to 100 due to rounding.

Key Messages Taken from the Campaign Ad

'Myths and Beliefs'

Chart 11 – Key Messages Taken from the Campaign Ad – 'Myths and Beliefs'
(Percentage of all respondents)*



The clear majority of the full sample of respondents were able to specify one or more messages communicated by the 'Myths and Beliefs' ad.

Recording the highest rate of mention was "the more you gamble, the more you lose" (32%), followed by "the odds favour the house" (23%) and "there is no way to hack the system/ no such thing as a lucky streak" (21%).

Just 6% in total were unable to provide a definitive response.

There were no significant variations to be noted on comparing the responses across the population subgroups.

"Other" specific responses each mentioned by less than 2% included:

- "There are personal side effects – e.g. financial or social problems" (1%)
- "Pokies are controlled by a random number generator" (1%)
- "Pro-gambling comment" (1%)
- "Spend money on other things" (1%)

*Percentages do not sum to 100 due to multiple responses being possible.

Q. What do you think are the key messages of this campaign ad?

Perceptions of the Clarity of the Campaign Ad's Key Messages

'Myths and Beliefs'

Table 5 – Perceptions of the Clarity of the Campaign Ad's Key Messages – 'Myths and Beliefs'
(Percentage of all respondents, n=1,000)*

| Key Messages | TOTAL CLEAR % | Definitely clear % | Somewhat clear % | NO % | Unsure % |
|--|---------------|--------------------|------------------|------|----------|
| The longer you play, the more you lose. | 96 | 82 | 14 | 1 | 3 |
| Pokies are programmed to return a profit to the gambling provider. | 95 | 79 | 15 | 3 | 3 |
| Misunderstanding how gambling works can lead to losing money. | 91 | 58 | 32 | 4 | 5 |
| There is no such thing as a hot or cold pokie machine, or one that is due. | 87 | 57 | 31 | 5 | 7 |
| There is information and support available if you want to know more or make a change to your gambling behaviour. | 87 | 52 | 34 | 7 | 6 |
| You can make changes to your gambling behaviour. | 83 | 48 | 36 | 9 | 8 |

Positively, on having viewed the 'Myths and Beliefs' video, the clear majority of the full sample of respondents reported that they found each of the specified messages clear to some degree, with totals ranging from 83% to 96%. In each instance, the greater proportion said "definitely clear" (in a range from 48% to a high 82%).

Whilst the pink-highlighted cells indicate the messages that were ranked lowest in clarity, those who felt they were clear were still in a convincing majority.

There were no significant variations to be noted on comparing the responses across the population subgroups.

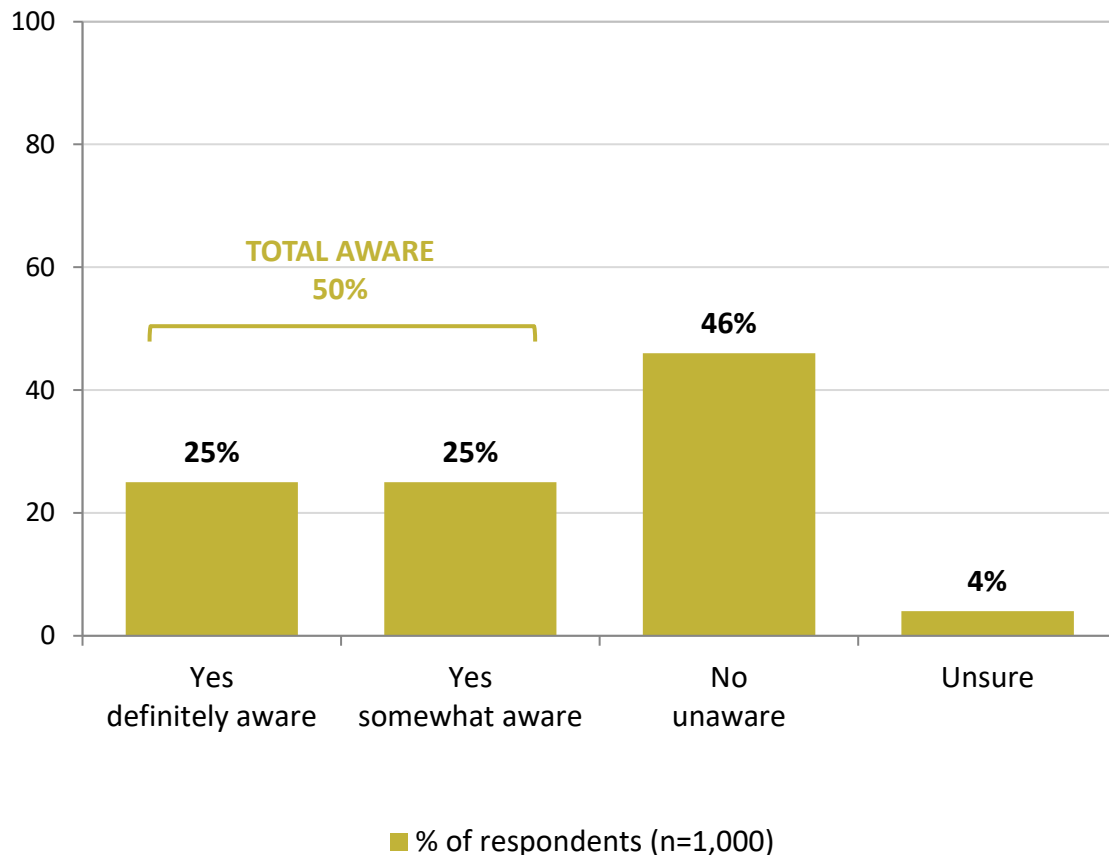
*Percentages may not sum to 100 due to rounding.

Q. Here is a list of the key messages of the campaign ad. For each, please indicate whether you think the message is clear or not clear.

Prompted Awareness of the Campaign Ad

'The Faster You Play, the Faster You Can Lose'

Chart 12 – Prompted Awareness of the Campaign Ad
'The Faster You Play, the Faster You Can Lose'
(Percentage of all respondents)



On being prompted with the video clip of 'The Faster You Play, the Faster You Can Lose' ad from the 'Know Your Odds' campaign, one half of all respondents confirmed that they had been aware of it to some degree prior to the survey (50% in total).

This sample was equally divided between those who were "definitely aware" (25%) and those who were "somewhat aware" (25%).

The remaining one half of all respondents had not previously been aware of the ad (46%) or were "unsure" (4%).

- Respondents aged **18 to 54 years** were significantly more likely to have been previously **aware** to some degree of 'The Faster You Play, the Faster You Can Lose' campaign ad (57% in total), compared to those aged 55 years and over (40%).
- **Males** were significantly more likely to have been previously **aware** of the ad (60%), compared to females (41%).
- Respondents who had **participated in some form of gambling activity** in the last year were significantly more likely to have been **aware** of the ad (58%), compared to those who had not (39%).

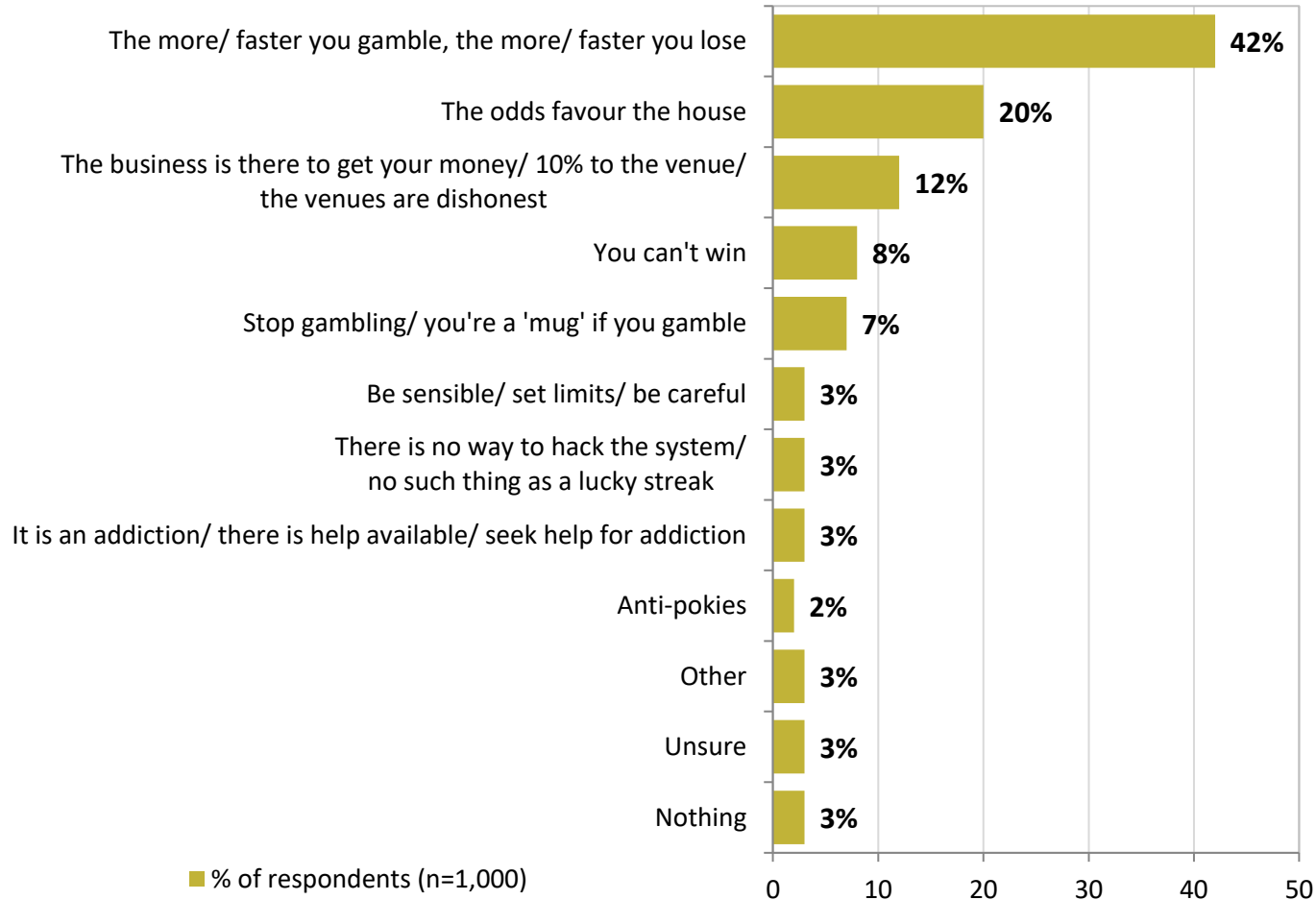
Here is the third video clips from the 'Know Your Odds' ad campaign.
Q. Please confirm, before today were you aware of this advertising campaign?

*Percentages may not sum to 100 due to rounding.

Key Messages Taken from the Campaign Ad

'The Faster You Play, the Faster You Can Lose'

Chart 13 – Key Messages Taken from the Campaign Ad – 'The Faster You Play, the Faster You Can Lose'
(Percentage of all respondents)*



The clear majority of the full sample of respondents were able to specify one or more messages communicated by 'The Faster You Play, the Faster You Can Lose' ad.

"The more/ faster you gamble, the more/ faster you lose" was mentioned most frequently by far (42%), followed by "the odds favour the house" (20%).

Just 6% in total were unable to provide a definitive response.

There were no significant variations to be noted on comparing the responses across the population subgroups.

- "Other" specific responses each mentioned by less than 2% included:
- "There are personal side effects – e.g. financial or social problems" (1%)
 - "Government hypocrisy" (1%)
 - "Spend money on other things" (1%)

*Percentages do not sum to 100 due to multiple responses being possible.

Q. What do you think are the key messages of this campaign ad?

Perceptions of the Clarity of the Campaign Ad's Key Messages

'The Faster You Play, the Faster You Can Lose'

Table 6 – Perceptions of the Clarity of the Campaign Ad's Key Messages – 'The Faster You Play, the Faster You Can Lose'
(Percentage of all respondents, n=1,000)*

| Key Messages | TOTAL CLEAR % | Definitely clear % | Somewhat clear % | NO % | Unsure % |
|--|---------------|--------------------|------------------|------|----------|
| The more quickly you play the pokies, the more quickly you can lose money. | 96 | 82 | 14 | 2 | 3 |
| Pokies are programmed to make sure that the gambling provider makes money. | 95 | 78 | 17 | 2 | 3 |
| You can win for a while on pokies, but you can't win in the long run. | 92 | 66 | 26 | 4 | 3 |
| There is information and support available if you want to know more or make a change to your gambling behaviour. | 84 | 48 | 36 | 10 | 6 |
| You can make changes to your gambling behaviour. | 80 | 45 | 35 | 12 | 8 |

Again it was positive to note that, on having viewed 'The Faster You Play, the Faster You Can Lose' video, the clear majority of the full sample of respondents reported that they found each of the specified messages clear to some degree, with totals ranging from 80% to 96%; and that in each instance, the greater proportion said "definitely clear" (in a range from 4% to a high 82%).

Whilst the pink-highlighted cells indicate the messages that were ranked lowest in clarity, those who felt they were clear were still in a convincing majority.

- Respondents resident in the **South** were somewhat less likely to feel that "you can make changes to your gambling behaviour" was **clear** from the ad (75% in total), particularly when compared to those resident in the North West & West (87%).

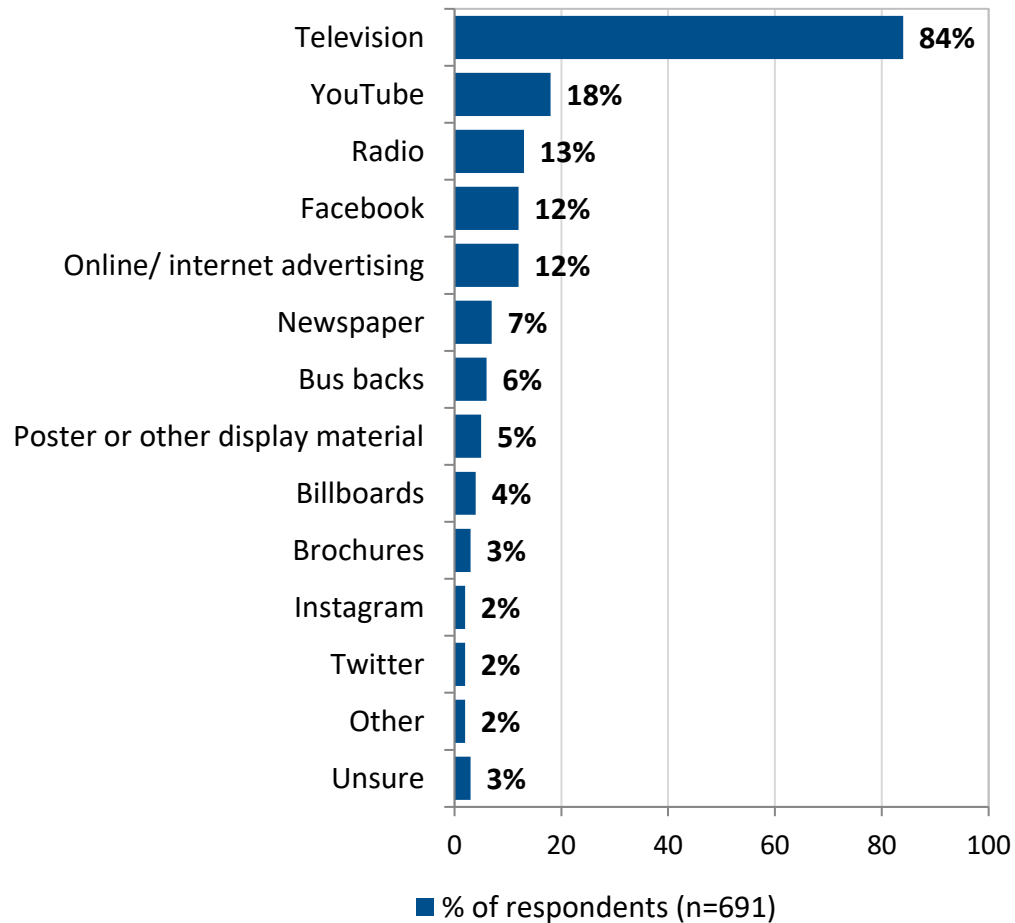
- Respondents who had **participated in some form of gambling activity** in the last year were somewhat more likely to feel that "there is information and support available if you want to know more or make a change to your gambling behaviour" was **clear** from the ad (89% in total), compared to those who had not (79%).

*Percentages may not sum to 100 due to rounding.

Q. Here is a list of the key messages of the campaign ad. For each, please indicate whether you think the message is clear or not clear.

Channels of Awareness of the ‘Know Your Odds’ Ad Campaign

Chart 14 – Channels of Awareness of the ‘Know Your Odds’ Ad Campaign
(Percentage of respondents who recalled the ad campaign to some degree)*



Among the respondents who had prior recall of the ‘Know Your Odds’ ad campaign, “television” recorded by far the highest rate of mention as the channel of their awareness (84%).

A significant proportion of the sample cited online channels or social media platforms (a combined total of 29%), most notably “YouTube” (18%).

- Respondents aged **18 to 34 years** were significantly more likely to mention as the channel of their awareness:
 - **YouTube** (38% in total), when compared to those aged 55 years or over (3%), and
 - **Facebook** (23% in total), when compared to those aged 45 years and over (5%).
- Respondents aged **55 years and over** were somewhat more likely to mention **television** (92% in total), compared to those aged 18 to 34 years (72%).
- **Males** were somewhat more likely to mention **YouTube** (23%), compared to females (11%).

*Percentages do not sum to 100 due to multiple responses being possible.

Q. Where did you see or hear the ‘Know Your Odds’ advertising campaign?

Section Six

Impacts of the ‘Know Your Odds’ Campaign

Actions Taken or Considered in Response to the Campaign

Participants in Gambling in the Last 12 Months

Table 7 – Actions Taken or Considered in Response to the Campaign
(Percentage of respondents who had participated in gambling in the last 12 months, n=188)*

| Actions | TOTAL YES % | % Yes – have taken this action | % Yes – would consider this action | NO % | Unsure % |
|---|-------------|--------------------------------|------------------------------------|------|----------|
| Making more informed gambling choices | 55 | 23 | 32 | 38 | 7 |
| A reduction in the amount of money I spend on gambling | 51 | 21 | 30 | 43 | 6 |
| A reduction in the amount of time I spend on gambling | 46 | 15 | 31 | 46 | 8 |
| A reduction in how often I gamble | 44 | 16 | 27 | 49 | 7 |
| Talking about my gambling with others | 38 | 14 | 24 | 54 | 8 |
| Visiting the ‘Know Your Odds’ website for more information | 37 | 10 | 26 | 53 | 10 |
| Getting advice or help with my gambling | 31 | 11 | 20 | 61 | 8 |
| Getting advice or help with my gambling by contacting Gamblers Help | 28 | 9 | 19 | 61 | 11 |

Among the respondents who had participated in gambling activities in the last 12 months, the most frequently confirmed action already taken, or considered, in response to the ‘Know Your Odds’ campaign was “making more informed gambling choices” (55% in total), followed by “a reduction in the amount of money I spend on gambling” (51% in total).

The least confirmed action taken or considered was “getting advice or help with my gambling by contacting Gamblers Help” (28% in total).

- Respondents aged **18 to 34 years** (n=36) were the most likely to state that they had or would consider:
 - Talking about my gambling with others (77% in total), and
 - Getting advice or help with my gambling by contacting Gamblers Help (60%).

*Percentages may not sum to 100 due to rounding.

Q. Have you taken, or would you consider, any of the following actions in response to the ‘Know Your Odds’ ad campaign?

Levels of Agreement with Specified Statements about the Campaign

Table 8 – Levels of Agreement with Specified Statements about the Campaign
(Percentage of all respondents, n=1000)*

| Statements | TOTAL AGREE % | Definitely agree % | Somewhat agree % | TOTAL DISAGREE % | Somewhat disagree % | Definitely disagree % | Unsure % |
|--|---------------|--------------------|------------------|------------------|---------------------|-----------------------|----------|
| It provides the facts to help make informed decisions about gambling. | 91 | 56 | 35 | 6 | 5 | 1 | 3 |
| It prompts people to think about their gambling behaviour. | 87 | 49 | 38 | 9 | 6 | 2 | 4 |
| It shows where to find more information or advice on gambling. | 83 | 44 | 39 | 12 | 10 | 2 | 5 |
| It is effective because it is not judgemental. | 83 | 42 | 41 | 11 | 9 | 3 | 6 |
| It shows that there is support for people who may have a gambling problem. | 82 | 41 | 42 | 13 | 10 | 3 | 5 |
| It will prompt people to avoid the negative consequences of gambling. | 70 | 25 | 45 | 20 | 15 | 6 | 10 |

Among the full sample of respondents, the statement eliciting the highest level of total agreement was that “[the campaign] provides the facts to help make informed decisions about gambling” (91% in total). This was also the statement with which respondents were most likely to “definitely agree” (56%).

In response to each of the remaining statements, those agreeing at some level were also in the clear majority. With respect to the statement “it will prompt people to avoid the negative consequences of gambling”, the respondents were least likely to agree (70% in total), most likely to disagree (20% in total), and most likely to state they were “unsure” (10%).

Q. To what extent do you agree or disagree with the following statements about the effectiveness of the ‘Know Your Odds’ ad campaign?

*Percentages may not sum to 100 due to rounding.

Levels of Agreement with Specified Statements about the Campaign by Demographic Group

On analysing the results by the demographic subgroups, the following variations were to be noted.

Age

- Respondents aged **18 to 44 years** were significantly more likely to agree that the campaign:
 - **“Will prompt people to avoid the negative consequences of gambling”** (80% in total), compared to those aged 45 years and over (63%) and somewhat more likely to agree that the campaign:
 - **“Prompts people to think about their gambling behaviour”** (92% in total), compared to those aged 45 to 69 years (81%).

Gender

- **Females** were somewhat more likely to agree that the campaign **“is effective because it is not judgemental”** (86% in total), compared to males (80%).

Region

- Respondents resident in the **South** were somewhat more likely to disagree that the campaign:
 - **“Shows there is support for people who may have a gambling problem”** (17% in total), particularly compared to those resident in the North West & West (8%) and
 - **“Shows where to find more information or advice on gambling”** (16% in total), particularly compared to those resident in the North West & West (8%).

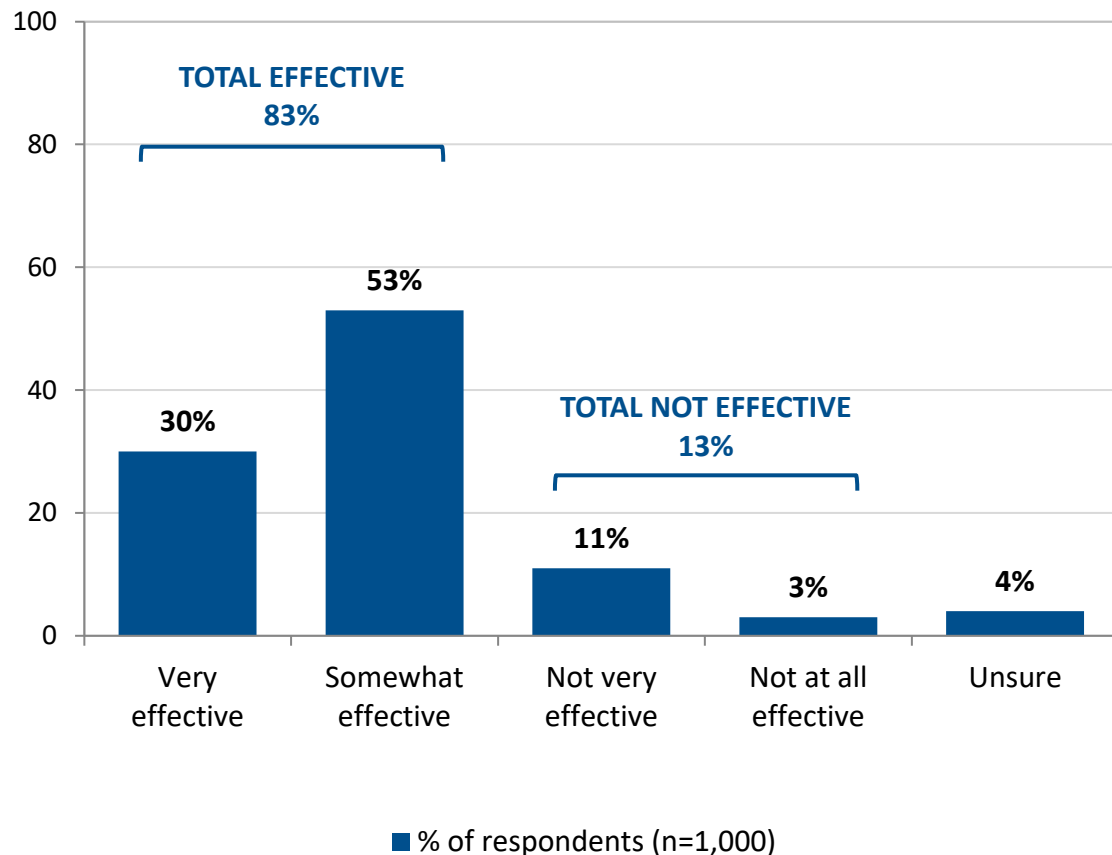
Participants in Gambling Activities

- Respondents who had **participated in some form of gambling activity** in the last year were somewhat more likely to agree that the campaign **“shows there is support for people who may have a gambling problem”** (86% in total), compared to those who had not (77%).

Q. To what extent do you agree or disagree with the following statements about the effectiveness of the ‘Know Your Odds’ ad campaign?

Perceptions of the Effectiveness of the Campaign

Chart 15 – Perceptions of the Effectiveness of the Campaign
(Percentage of all respondents)*



The clear majority of all respondents confirmed the campaign was effective to some degree (83% in total).

Of these, a significant proportion were of the view that it was “very effective” (30%).

Only 13% of the full sample felt that the campaign was not effective to some degree (13% in total), with a further 4% stating “unsure”.

The only demographic variation to emerge was that:

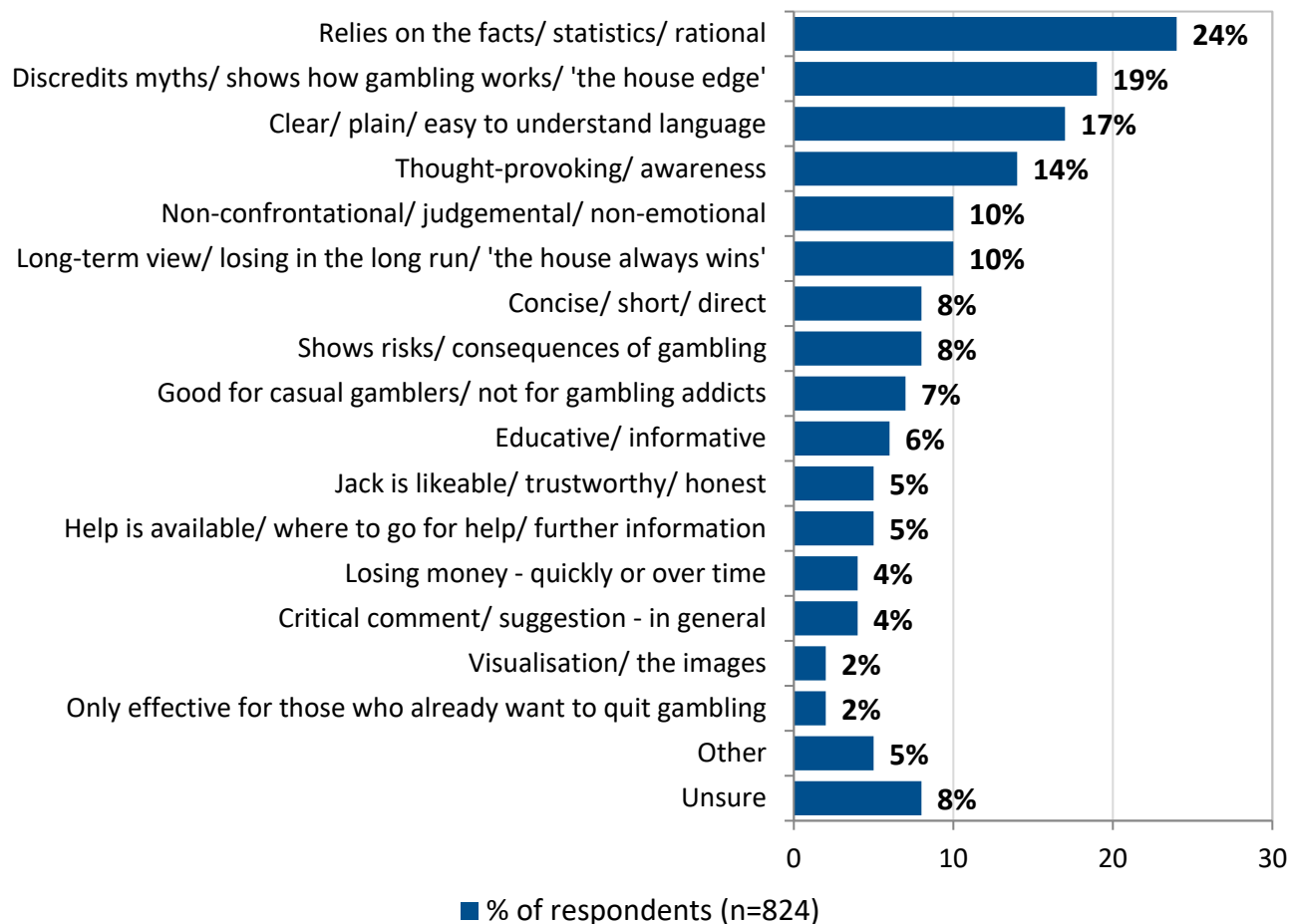
- Of all the age cohorts, those aged **55 to 69 years** were somewhat less likely to view the campaign as **effective** (75% in total).

*Percentages may not sum to 100 due to rounding.

Q. Overall, what is your view of the effectiveness of the ‘Know Your Odds’ ad campaign?

Reasons for Considering the Campaign Effective

Chart 16 – Reasons for Considering the Campaign Effective
(Percentage of respondents considering the campaign effective to some degree)*



The respondents who considered the campaign effective to some degree were most likely to state that it was because it “relies on the facts/ statistics/ rational” (24%).

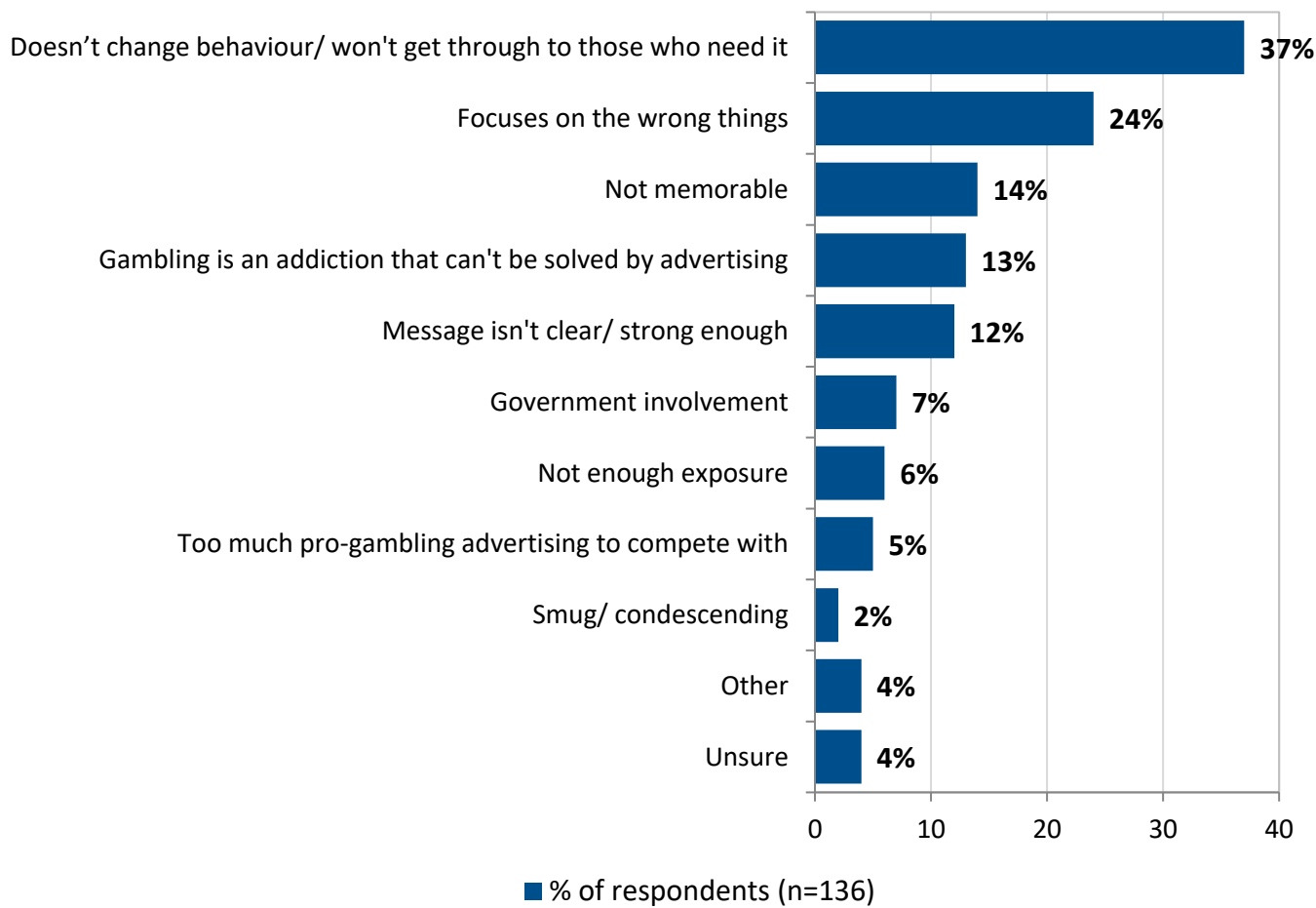
Other reasons recording significant rates of mention were that it “discredits myths/ shows how gambling works/ ‘the house edge’” (19%), “clear/ plain/ easy to understand language” (17%), and “thought-provoking/ awareness” (14%).

There were no statistically significant variations to be noted on comparing the responses across the population subgroups.

*Percentages do not sum to 100 due to multiple responses being possible.

Reasons for Considering the Campaign Not Effective

Chart 17 – Reasons for Considering the Campaign Not Effective
 (Percentage of respondents considering the campaign not effective to some degree)*



The respondents who felt the campaign was not effective to some degree were most likely to state that it was because it “doesn’t change behaviour/ won’t get through to those who need it” (37%).

A further reason recording a relatively high rate of mention was less specific, namely that it “focuses on the wrong things” (24%).

There were no statistically significant variations to be noted on comparing the responses across the population subgroups.

*Percentages do not sum to 100 due to multiple responses being possible.

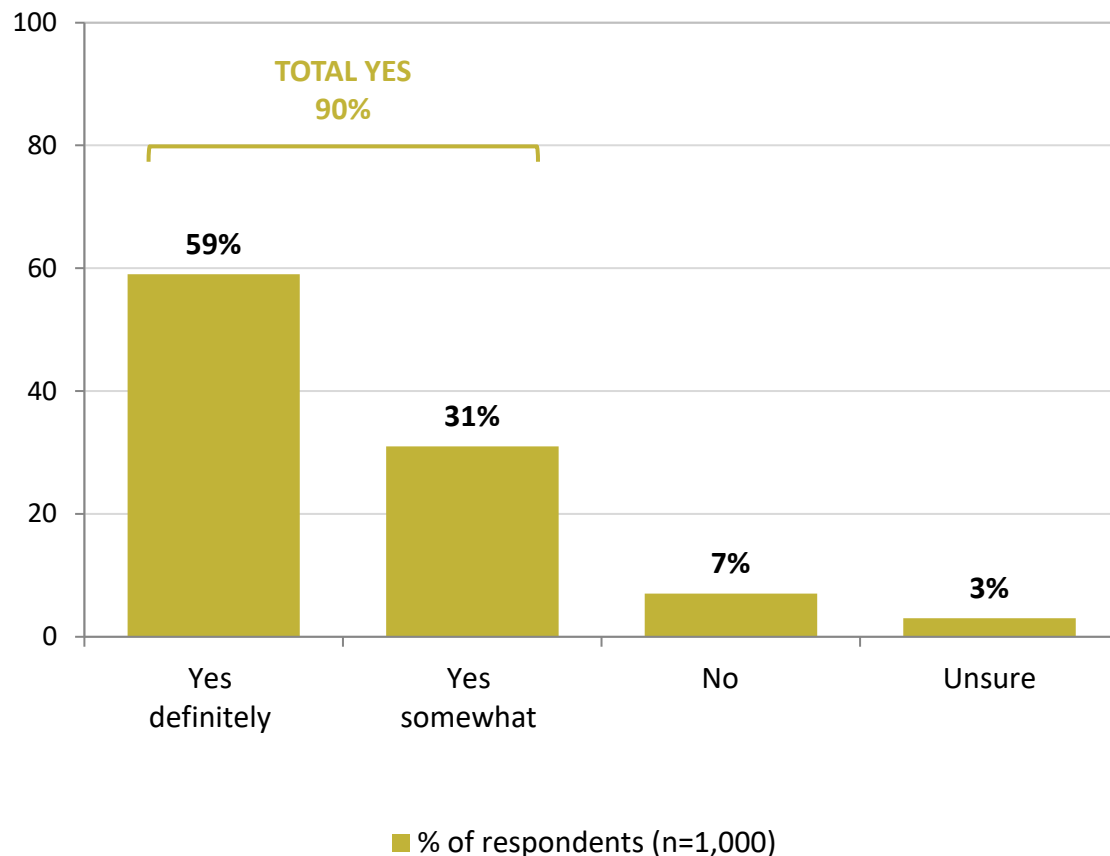
Q. Why do you think it is not effective?

Section Seven

Recognition and Perceptions of ‘Jack’

Recognition of 'Jack' as the Face of the Campaign

Chart 18 – Recognition of 'Jack' as the Face of the Campaign
(Percentage of all respondents)



On having seen all three video clips of the 'Know Your Odds' campaign, a high level of recognition of 'Jack' as the face of the campaign was confirmed.

In total, 90% of all respondents said "yes", that they felt this to be the case, with the greater proportion by far stating "yes – definitely" (59%).

Just 7% said "no", and a further 3% were "unsure".

The only demographic variation to emerge was that:

- **Females** were somewhat more likely to state "yes – definitely" (65%), compared to males (53%).

*Percentages may not sum to 100 due to rounding.

Q. Having now seen the 'Know Your Odds' campaign ads, do you clearly see 'Jack', who presents the ads, as the face of the campaign?

Levels of Agreement with Specified Statements about ‘Jack’

Table 9 – Levels of Agreement with Specified Statements about ‘Jack’
(Percentage of all respondents)*

| Statements | TOTAL AGREE % | Strongly agree % | Somewhat agree % | TOTAL DISAGREE % | Somewhat disagree % | Strongly disagree % | Unsure % |
|--|---------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|-------------|
| Jack helps provide a better understanding that there can be negative consequences for people who gamble. | 90 | 51 | 39 | 6 | 4 | 2 | 4 |
| Jack is likeable as the face of the campaign. | 88 | 48 | 40 | 6 | 4 | 2 | 6 |
| I feel Jack is honest and trustworthy. | 85 | 48 | 37 | 6 | 4 | 2 | 9 |
| Jack provides encouragement to find out more information on the facts of gambling. | 85 | 36 | 48 | 10 | 7 | 3 | 5 |
| Jack makes me feel engaged with the ‘Know Your Odds’ campaign. | 80 | 37 | 43 | 13 | 9 | 3 | 7 |

The clear majority of the full sample of respondents reported that they agreed with each of the specified statements about Jack to some degree, with totals ranging from 80% to 90%. It was particularly positive to note that the highest level of total agreement, and those agreeing “strongly”, was in response to a key informational aim of the campaign: namely, that “Jack helps provide a better understanding that there can be negative consequences for people who gamble” (90% in total, of whom 51% agreed “strongly”).

A very positive personal response to the character of Jack, in terms of his likeability, honesty and trustworthiness, also emerged.

Q. Thinking specifically about “Jack” who presents the ‘Know Your Odds’ campaign, please indicate whether you agree or disagree with each of the following statements.

*Percentages may not sum to 100 due to rounding.

Levels of Agreement with the Statements about ‘Jack’ by Demographic Group

On analysing the results by the demographic subgroups, the following variations were to be noted.

Age

- Respondents aged **55 years and over** were somewhat less likely to agree that:
 - “**Jack helps provide a better understanding that there can be negative consequences for people who gamble**” (87% in total), compared to those aged 18 to 54 years (93%)
 - “**Jack provides encouragement to find out more information on the facts of gambling**” (80% in total), compared to compared to those aged 18 to 54 years (87%)
and
 - “**Jack makes me feel engaged with the ‘Know Your Odds’ campaign**” (75% in total), compared to compared to those aged 18 to 54 years (84%).

Gender

- **Females** were somewhat more likely to agree that “**Jack makes me feel engaged with the ‘Know Your Odds’ campaign**” (84% in total), compared to males (77%).

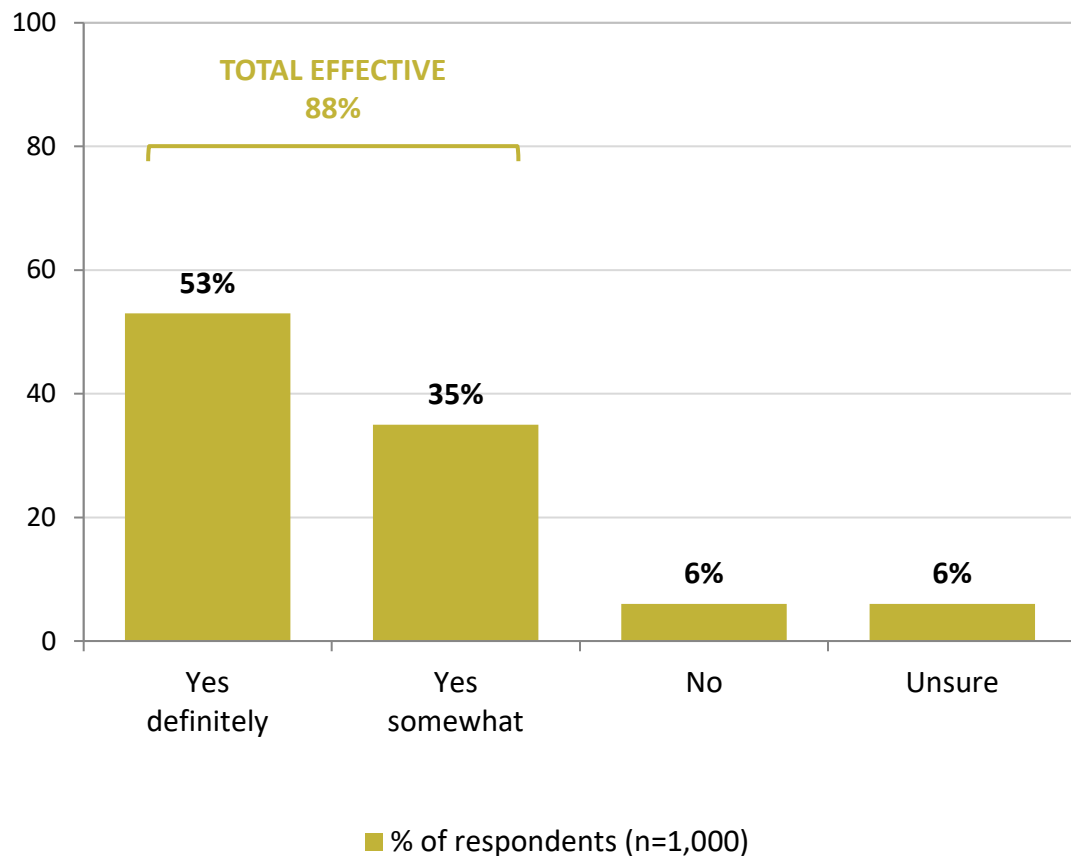
Region

- Respondents resident in the **South** were somewhat less likely to agree that “**Jack provides encouragement to find out more information on the facts of gambling**” (81% in total), when compared to those resident in the North West & West (91%).

Q. Thinking specifically about “Jack” who presents the ‘Know Your Odds’ campaign, please indicate whether you agree or disagree with each of the following statements.

Effectiveness of 'Jack' as the Spokesperson of the Campaign

Chart 19 – Effectiveness of 'Jack' as the Spokesperson of the Campaign
(Percentage of all respondents)



On the full sample of respondents being asked whether they thought, overall, that Jack was effective as the spokesperson of the 'Know Your Odds' campaign, the response was overwhelmingly "yes" to some degree (88% in total).

Moreover, they were most likely by far to state "yes – definitely" (53%).

Just 6% said "no", and a further 6% were "unsure".

There were no statistically significant variations to be noted on comparing the responses across the population subgroups.

*Percentages may not sum to 100 due to rounding.

Q. Overall, do you think using Jack is effective as the spokesperson of the 'Know Your Odds' campaign?

Reasons for Considering ‘Jack’ Effective or Not Effective (1)

Table 10 – Reasons for Considering ‘Jack’ Effective to Some Degree
(Percentage of respondents who considered Jack an effective spokesperson)*

| Positive Comments | Percentage (n=878) |
|--|-----------------------|
| <i>Looks real/ seems genuine</i> | 26 |
| <i>Gets the message across/ it’s clear</i> | 24 |
| <i>Friendly/ personable</i> | 13 |
| <i>Appearance</i> | 9 |
| <i>Seems professional</i> | 7 |
| <i>Engaging</i> | 7 |
| <i>Fits the target demographic</i> | 6 |
| <i>Good voice</i> | 5 |
| <i>Just like the character</i> | 4 |
| <i>Broad appeal/ reach</i> | 3 |
| <i>Recognisable from other campaigns</i> | 2 |

Further responses each mentioned by small samples, and indicating some reservations about the effectiveness of Jack, included:

- “Not important/ doesn’t matter/ won’t sway gamblers anyway” (4%)
- “Limited appeal/ reach” (3%)
- “Not relatable/ not a typical gambler” (3%)
- “Just a talking head” (2%)
- “Bland” (2%)
- “Lack of trust in him/ in what he says” (1%)
- “Message is not clear” (1%)

Among the respondents who had considered Jack effective to some degree as the spokesperson of the ‘Know Your Odds’ campaign, the most frequently mentioned reasons for holding this view were that he “looks real/ seems genuine” (26%) and “gets the message across/ it’s clear” (24%).

- Variations in the responses across the demographic subgroups were marginal, but it was noted that female respondents were somewhat more likely to mention Jack’s “appearance” and “voice” as reasons for finding him effective.

*Percentages do not sum to 100 due to multiple responses being possible.

Q. Why do you say that?

Reasons for Considering 'Jack' Effective or Not Effective (2)

**Table 11 – Reasons for Considering 'Jack' Not Effective to Some Degree
(Percentage of respondents who did not consider Jack an effective spokesperson)***

| Negative Comments | Percentage (n=62)† |
|--|-----------------------|
| <i>Not relatable/ not a typical gambler</i> | 21 |
| <i>Bland</i> | 21 |
| <i>Not important/ doesn't matter/ won't sway gamblers anyway</i> | 9 |
| <i>Limited appeal/ reach</i> | 8 |
| <i>Lack of trust in him/ what he says</i> | 8 |
| <i>Just a talking head</i> | 7 |
| <i>Just don't like the character</i> | 3 |
| <i>Message is not clear</i> | 2 |

Further responses each mentioned by small samples, and indicating some positives about the effectiveness of Jack, included:

- *"Fits the target demographic"* (5%)
- *"Just like the character"* (2%)
- *"Friendly/ personable"* (2%)
- *"Broad appeal/ reach"* (1%)
- *"Looks real/ seems genuine"* (1%)

Among the respondents who had considered Jack not effective at some level as the spokesperson of the 'Know Your Odds' campaign, the most frequently mentioned reasons for holding this view were that he is "not relatable/ not a typical gambler" and is "bland" (21% in each case).

There were no statistically significant variations to be noted on comparing the responses across the population subgroups.

*Percentages do not sum to 100 due to multiple responses being possible.

†In interpreting the results here, account should be taken of the smaller size of the sample compared to Table 10.

Q. Why do you say that?

Section Eight

Suggestions for the ‘Know Your Odds’ Campaign and Additional Comments

Comments and Suggestions for the Campaign Going Forward

The 'Know Your Odds' Campaign Overall

Among the full sample of respondents, 22% (n=226 out of 1,000) chose to provide further comments or suggestions for the 'Know Your Odds' ad campaign going forward. Key responses regarding the campaign overall have been recorded verbatim below.

- ❖ *"Probably a better way to show where to get help and how. When I watch the ads, I seem to only remember about the numbers and facts."*
- ❖ *"I think more information could be given to gamblers who don't have the technology to go to the website, like older people. Surely there is more than a website? It's cold and disconnecting, and this could well be off-putting to many."*
- ❖ *"Rather than discussion as the end of the ad, make it clearer that there is help or there are tips to assist you to make choices regarding gambling."*
- ❖ *"Maybe you could show more real people juggling the budget so they can keep gambling. It's not always the big money. Let's have the last \$2 coin in my purse on a \$15 shot! Could get bread, milk and some ice-cream! Emptying the kids' piggy banks and scratching the last 5 cents together to have a bet. The ads don't show the shame and embarrassment enough."*
- ❖ *"A bit more emphasis on solutions – just stopping often isn't an option."*
- ❖ *"Perhaps a little more emphasis on where help or advice can be found if gamblers think they have a problem."*
- ❖ *"Helping information."*
- ❖ *"Maybe a bit of colour to get attention – the current bland spectrum is a little disengaging."*
- ❖ *"These ads need to be in places where gambling occurs, and children need to be taught about the odds and consequences of gambling."*
- ❖ *"Real people with real stories, after the facts are aired by Jack, to make it relevant."*
- ❖ *"Like any addict – drinking, drugs etc. – addicts never think they have a problem or that they are in trouble. Real people and real stories could be more effective."*
- ❖ *"A wider range of gambling products, not just pokies."*

Q. Finally, do you have any further comments or suggestions for the 'Know Your Odds' campaign going forward?

Q. What would you like to add?

Comments and Suggestions for the Campaign Going Forward

'Jack' as the Spokesperson of the Campaign

Key responses specifically regarding Jack as the spokesperson of the 'Know Your Odds' ad campaign have been recorded verbatim below.

- ❖ *"Jack looks scruffy, and he needs to get a shave. Maybe his look appeals to younger people, but it does nothing for me. So maybe you need two people to present this campaign."*
- ❖ *"Perhaps to also use a likeable female actor to appeal to young and older women."*
- ❖ *"Using a female, or different ethnic groups, as well as a white male in the ads."*
- ❖ *"Considering the age of the gamblers, maybe 'Jack' should be an older woman talking from her own experience of loss?"*
- ❖ *"Get a more blue-collar looking person. Jack looks like a PR professional."*
- ❖ *"Instead of Jack telling us what to do all the time, maybe add some variety with some better known or more relatable people. A mum spending all the family's money, or grandparents dropping all their coins in the machines on pension day."*

Q. Finally, do you have any further comments or suggestions for the 'Know Your Odds' campaign going forward?

Q. What would you like to add?