Tasmanian Government

Department of Communities Tasmania

Online Gambling

Community Education Campaign Evaluation 2021

Research Report

emrs

enterprise marketing & research services

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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". In 2020, the COVID-19 pandemic resulted in gamblers being unable to access most forms of terrestrial gambling, with the prospect of a possible increase in the number of people participating in, and the volume of, online gambling, and a danger of high-risk gambling behaviour also increasing.

In April 2020, to proactively address potential problematic online gambling behaviours, the GSP commissioned an online gambling community awareness campaign (the Campaign). The Campaign ran from November 2020 to March 2021. It included video, for television ads and digital video placements, as well as static and dynamic digital ads.

In order to evaluate the GSP's Campaign, the Government's Department of Communities Tasmania assigned EMRS, the independent research firm, to design and implement a quantitative research project gathering feedback from its key target audiences to measure awareness of the Campaign and its impact on the general community. 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.

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 the Campaign, namely:

- Existing online gamblers who may be at risk of escalating current participation or problematic gambling behaviours; and
- People that may be seeking to explore gambling online to relieve stress, financial pressures or boredom, or as an alternative to gambling modes that are currently unavailable.

The fieldwork took place from the 26th of March to the 23rd of April 2021. The target sample size was achieved, with n=600 Tasmanian adults aged 18 years and over being successfully surveyed.

The results of the quantitative research to evaluate the GSP's 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

Regular Participation in Online Gambling in the Past Year – All respondents, n=600

- **19% YES – participated regularly in online gambling**
- **81% NO – had not participated regularly in online gambling**

The clear majority of the full sample (n=600) had not been participating regularly in any form of online gambling in the past year, a period which coincided with COVID-19 impacts and restrictions. Nonetheless, at close to one in five (19%), the proportion who had was not insignificant.

Gambling Participation Patterns – Regular online gamblers

- **The regular online gamblers** (n=113) **were most likely by far to report that they had started participating in gambling, whether online or other forms, "more than 10 years ago" (46%).**

  A combined total of 19% reported that they had started more recently, at some point one year ago or less. Whilst this coincided with the period of COVID-19 impacts and restrictions, caution should be exercised in interpreting this result.

- **Those who had started gambling more than one year ago, prior to the COVID-19 social distancing restrictions** (n=98)**, were most likely to report that they had participated in "both online and other forms of gambling" (41%).**

  A significant proportion stated that they had participated in "online gambling only" (33%), or in "other forms only" (24%).

- **Those who had been participating in gambling activities more than a year ago, and specified the form(s) they had engaged in** (n=96)**, were most likely by far to report that they had done so approximately "once a week" (38%).**

  A significant combined total of 20% had done so more often.

- **The majority of the full sample of regular online gamblers** (n=113) **stated that from March 2020 onwards, including during the COVID-19 restrictions, they had participated in "online gambling only" (56%).**

  Around one in three said they had participated in "both online and other forms of gambling" (34%).

- **Those who had specified the form(s) of gambling activity participated in from March 2020 onward** (n=100)**, during the COVID-19 restrictions, were most likely to state they had engaged in them approximately "once a week" (37%).**

  A significant combined total of 27% had done so more often.

- **The majority of the full sample of regular online gamblers** (n=113) **said that the COVID-19 restrictions had not changed the frequency of their online gambling activities (74%).**

  Around one in five confirmed that "yes", the restrictions had led them to gamble online more frequently to some degree (22% in total)

The shift from 33% participating in "online gambling only" prior to the COVID-19 restrictions, to 56% doing so from March 2020 onwards, finds some reflection in the 22% of the full sample confirming that the COVID-19 restrictions had led them to gamble online more frequently to some degree.

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Reasons for Choosing to Gamble Online – Regular online gamblers confirming gambling more frequently online as a result of the COVID-19 restrictions, n=23

Without prompting, the key reasons given were:

- *Easy to access* (70%, n=16 out of 23)
- *Boredom* (49%, n=11)
- *Distraction from stress* (36%, n=9)
- *Restrictions due to COVID-19* (35%, n=8)

The results here should be regarded as indicative rather than conclusive, due to the very small overall size of the sample (n=23).

In the case of three of the key reasons given, the respondents did not specifically refer to these as COVID-19 impacts, and some caution is, therefore, needed in interpreting the responses.

Consideration of Participation in Online Gambling – Non-participants in online gambling, n=487

- **19% YES – had considered participating in online gambling**
- **80% NO – had not considered participating in online gambling**

Among those who had not confirmed regularly participating in some form of online gambling in the past year (n=487), the clear majority went on to state that they had not considered doing so (80%). Nonetheless, at close to one in five (19%), the proportion who had was not insignificant.

To be noted was that younger respondents aged 18 to 34 years and males were more likely to have considered it.

Past Non-Online Gambling Participation Patterns – Potential online gamblers

- **The potential online gamblers** (n=92) **were most likely by far to confirm that they had participated in other non-online forms of gambling in the past (91%).**
- **Those who had participated in non-online forms of gambling in the past** (n=84)**, were most likely to report that had started to do so "more than 10 years ago" (48%).**

- **Those who had participated in non-online forms of gambling in the past** (n=84) **were most likely to state that they had done so approximately "once a month" (24%), or "a couple of times a year" (18%).**

  Higher rates of frequency of once a week or several times a week, which would be classified as "regular gambling", were reported by a total of 13% (n=17).

Executive Summary

Potential Gambling Participation Patterns – Potential online gamblers, n=92

- **The full sample of respondents considering potentially gambling online were most likely to report that they would be likely to do so "once a month" (30%).**
  Higher rates of frequency of once a week or several times a week, which would be classified as "regular gambling", were reported by a total of 17% (n=18).
- **The majority of the respondents went on to report that they would consider "both online and other forms of gambling" (62%).**
  Around one in five stated "online gambling only" (21%).

The reasons given for considering potentially gambling online mirrored those of the respondents who were currently regular online gamblers. Further mentions included *"financial needs"* (17%), the *"privacy of gambling online"* (16%), and *"relaxation"* (15%).

Reasons for Consideration of Online Gambling – Potential online gamblers, n=92

Without prompting, the key reason given was:

- *Easy to access* (59%, n=54 out of 92)

followed by

- *Alternative to other forms of gambling* (20%, n=18)
- *Distraction from stress* (19%, n=15)
- *Boredom* (18%, n=14)

with around one in ten mentioning

- *Restrictions due to COVID-19* (11%, n=9)

Unprompted Recall of the Community Education Advertising Campaign 'Give Change a Chance' – All respondents, n=600

- **15% TOTAL YES – recalled the ad campaign**
  - 3% "yes – definitely"
  - 12% "yes – somewhat"
- **79% TOTAL NO – did not recall the ad campaign**
- 6% "unsure"

On being informed of a recent online gambling community education advertising campaign that was running between November 2020 and February 2021 called 'Give Change a Chance', without further prompting, the clear majority of the full sample of respondents (n=600) said "no" they did not recall the Campaign (79%).

Unprompted recall stood at a low combined total of 15%.

NOTE: Comparisons to the unprompted awareness levels of other campaigns should be made with caution due to differing parameters, including the duration and the reach of the campaigns. The 15% figure is comparable with other Government campaigns that have run for a relatively short time and with a relatively small specific target population to be surveyed in the evaluation of those campaigns.

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Channels of Awareness of the 'Give Change a Chance' Campaign

– Respondents with unprompted recall of the Campaign, n=87

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

- *Facebook* (39%, n=26 out of 87)
- *YouTube* (21%, n=16)
- *Television* (11%, n=12)

while a significant proportion were

- *Unsure* (38%, n=38)

In total, a significant 51% mentioned these social media channels.

Social Media Usage – All respondents

- **Among the full sample of respondents** (n=600)**, the clear majority confirmed they were regular users of social media, using it weekly or daily (81%).**
  Respondents in the combined age cohort of 18 to 44 years were significantly more likely to do so (94% in total), compared to those aged 70 years and over (58%).
- **Those who were regular social media users** (n=463) **were most likely by far to specify using "Facebook" (93%).**
  Significantly high rates of mention were also recorded for "YouTube" (51%), "Instagram" (44%), and "Spotify" (32%).
- **Among the respondents who had confirmed using one or more specific social media platforms, by far the highest rate of frequency was recorded with respect to "Facebook", with a significant majority reporting that they used it "several times a day" (72%,** n=294 out of n=431 users**).**

Key Messages Taken from the 'Give Change a Chance' Campaign

– Respondents with unprompted recall of the Campaign, n=87

Without prompting, the most frequently mentioned key messages taken from the Campaign were:

- *Stop gambling/ don't gamble* (13%, n=15 out of 87)
- *Odds are not good/ you will always lose* (9%, n=8)*
- *Change your gambling habits* (9%, n=5)*
- *You can change/ turn around a gambling problem* (8%, n=7)*

while a significant proportion stated

- *Unsure/ can't remember* (37%, n=31)

*The seeming discrepancy between the percentage and the n= figures is attributable to the weighting applied to the data.

Further key messages, mentioned by very small samples, included *"the dangers/ risks of gambling"* (4%), *"gamble responsibly"* (4%), *"getting help/ seek help"* (3%), and *"there are alternatives/ other things to do"* (15%).

NOTE: Whilst several of the messages were correctly identified as those of the 'Give Change a Chance' Campaign, others were of a very general nature and/or indicate that other campaigns were being recalled.

The results here reinforced the key role of social media platforms as channels of communication, particularly with respect to younger target populations.

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Prompted Awareness of the Community Education Advertising Campaign 'Give Change a Chance' – All respondents, n=600

- **22% TOTAL YES – aware of the ad campaign**
  - 6% "yes – definitely aware"
  - 17% "yes – somewhat aware"
- **74% TOTAL NO – unaware of the ad campaign**
- 3% "unsure"

On being played the video clip of the 'Give Change a Chance' ad campaign, prompted awareness among the respondents (n=600) **rose to 22% in total (up marginally by 7 percentage points from 15% unprompted).**

The respondents who stated "no", they did not recall the Campaign remained in the majority (74%).

NOTE: Comparisons to the prompted awareness levels of other campaigns should be made with caution due to differing parameters, including the duration and the reach of the campaigns. The results here are comparable with other Government campaigns that have run for a relatively short time and with a relatively small specific target population to be surveyed in the evaluation of those campaigns.

Perceptions of the Clarity of the Campaign's Key Messages – All respondents, n=600

All respondents were prompted with a list of the key messages that the Campaign aimed to communicate to Tasmanians and asked to indicate whether they found each message clear or unclear.

TOTAL PROVIDING A DEFINITIVE RESPONSE: CLEAR NOT CLEAR

- **You can make a change to your gambling behaviour 89%, 5%**
- **It might be a good chance to take a break from gambling 85%, 8%**
- **There is support available to help you make a change to your gambling behaviour 84%, 10%**
- **Family and community connections are important 82%, 12%**
- **There are many positive alternatives to gambling 81%, 12%**

Positively, on having viewed the campaign video, the clear majority of respondents (n=600) reported that they found each of the specified messages clear to some degree, with totals ranging from 81% to 89%, and, in each instance, the greater proportion stating "very clear" (in a range from 44% to 51%).

These results give a strong indication that the Campaign was highly effective in communicating its key messages, its impact diminished, rather, by the low levels of awareness of the Campaign.

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Elements Making the Key Campaign Messages Clear or Unclear
– All respondents, n=600

- **The respondents cited a wide range of elements that made the key campaign messages clear to them. The most frequent response was that the Campaign communicated:**
  - *Alternatives to gambling/ better things to do* (18%, n=107 out of 600)

  Relatively high rates of mention were also recorded for the visual and aural elements of the ad, and the clarity of the wording.
- **An extremely wide range of elements were mentioned that made the key campaign messages unclear. However, the responses in each case were given by very small samples of 5% of the respondents or less and were, therefore, indicative rather than conclusive.**

Other Key Messages Communicated Clearly by the Campaign
– Respondents citing other messages, n=80

Among the respondents specifying other key messages that came through particularly clearly to them, the most frequent responses were:

- *Gambling help is available/ the helpline* (21%, n=18 out of 80)
- *Gambling can ruin people's lives/ is bad/ is a problem* (17%, n=14)
- *Gambling hurts families/ relationships* (13%, n=10)

Levels of Agreement with Specified Responses to the Campaign – All respondents, n=600

All respondents were prompted with a list of responses to the Campaign and asked to indicate whether they agreed or disagreed with each.

TOTAL PROVIDING A DEFINITIVE RESPONSE: AGREE DISAGREE

- **I believed the campaign 73%, 14%**
- **The campaign helped me understand that gambling to relieve stress can lead to negative consequences 65%, 21%**
- **The campaign made me feel concerned about gambling in general 59%, 29%**
- **The campaign made me feel concerned about online gambling 58%, 29%**
- **The campaign made me stop and think 49%, 35%**

In all cases, the respondents (n=600) were more likely to agree than disagree, and significantly more so with respect to "I believed the campaign", where 74% in total agreed (29% of whom did so "strongly").

It was also positive to note that well over one half of the full sample (58% or more) agreed with the statements referring directly to elements of concern about gambling.

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Perceptions of the Clarity of the Campaign in Communicating the Sources of More Information

– All respondents, n=600

- **83% TOTAL YES – the campaign made it clear**
  - 49% "yes – very clear"
  - 34% "yes – somewhat clear"
- **9% TOTAL NO – the campaign did not make it clear**
- 8% "unsure"

Positively, the clear majority of respondents (n=600) stated "yes", that the Campaign had made it clear to some degree that more information can be found through the Gamblers Helpline or through the Know Your Odds website (83%).

To be noted was that younger respondents aged 25 to 34 years were significantly more likely to state that the Campaign made the sources of information "very clear" (75%), compared to all age cohorts and particularly those aged 70 years and over (36%).

Impacts of the Campaign on Participation in Online Gambling

– Regular online gamblers

- **On being prompted with a list of possible responses to the Campaign, the regular online gamblers** (n=113) **were most likely by far in each case to state "no", that they had not undertaken or considered the action (in a range from 66% to 89%). Most frequently confirmed as actions that had been taken or considered were:**
  - **A reduction in the amount of time I spend gambling online (27% in total)**
  - **A reduction in the amount of money I spend gambling online (25% in total)**

  The least impact was noted with respect to taking "steps to get help by contacting the Gamblers Helpline", with 89% of the sample reporting they had not done or considered this.

- **Among the small sample confirming they had implemented or considered "a reduction in the amount of time they spent gambling online"** (n=26)**, a particular decrease was indicated in those gambling at the highest frequency of "several times a day" (down 6 points) and "once a day" (down 11 points), while a slight increase was noted in those gambling "several times a week" (up 5 points).**

  Due to the small size of the sample, caution should be exercised in interpreting the results and they should be regarded as indicative only.

- **The sample of regular online gamblers who had moved to or considered other forms of gambling, instead of gambling online, was extremely small** (n=11 out of 113)**, and no clear conclusions can be drawn from the other forms they nominated.**

See pp.41-43 for the full set of results.

Executive Summary

Impacts of the Campaign on Participation in Online Gambling

– Potential online gamblers, n=92

- **On being prompted with a list of possible actions in response to the Campaign, the potential online gamblers** (n=92) **were most likely by far to state "yes", that they would:**
  - **Avoid online gambling (49%)**

  and least likely to confirm that they would:
  - **Contact the Gamblers Helpline (24%)**

- **The levels of confirmation of the potential actions were significantly affected by the proportion of respondents saying they were "unsure" (ranging from 17% up to 22%) and should be noted when interpreting the results.**

See p.46 for the full set of results.

Suggestions for Improving the Campaign and Additional Comments

– All respondents

Among the respondents providing definitive suggestions for improving the Campaign, most frequently mentioned were:

- *Use real people/ real stories* (19%, n=29 out of 141)
- *Emphasis on the effects of gambling/ on family* (15%, n=22)
- *More channels of promotion/ more exposure* (11%, n=16)

Although this suggestion was made by a small proportion of respondents, it reinforced the earlier findings of the research that the impact of the Campaign was diminished by a considerable lack of awareness of it.

The responses of those choosing to make additional comments on the topics raised in the survey tended to centre on broader issues related to gambling. Most frequently mentioned was:

- *Government needs to take action/ remove poker machines* (24%, n=17 out of 58)

Section Two
Introduction

Background to the Research

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 "Tasmanians understand the risks of gambling and are able to make informed choices about gambling".

The COVID-19 pandemic resulted in gamblers being unable to access most forms of terrestrial gambling (such as, electronic gaming machines, casino table games, and on-course racing). In addition, the suspension of sports competitions across the world significantly reduced sports betting opportunities. While not all gamblers will seek forms of gambling outside their usual primary form of gambling, there is a realistic prospect that the number of people participating in, and the volume of, online gambling may have increased. With increased participation, there is a danger that high-risk gambling behaviour may also increase.

The COVID-19 pandemic also presented unique risk factors for high-risk gambling. Gambling may start as a harmless activity but can progress as a kind of coping strategy when people are faced with a change in their lifestyle (such as, social isolation, or boredom); or a distressing situation (such as, economic uncertainty, loss of employment, and a global pandemic). In addition, the risk of problematic gambling behaviour increases for people experiencing stress or anxiety.

In April 2020, to proactively address potential problematic online gambling behaviours, the GSP commissioned an online gambling community awareness campaign (the Campaign). The Campaign ran from November 2020 to March 2021. It included video, for television ads and for digital video placements, as well as static and dynamic digital ads.

The target audiences of the Campaign were:

- Existing online gamblers who may be at risk of escalating current participation or problematic gambling behaviours; and
- People that may be seeking to explore gambling online to relieve stress, financial pressures or boredom, or as an alternative to gambling modes that are currently unavailable.

Scope and Objectives of the Research

Scope of the Research

In order to evaluate the GSP's Campaign, 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 to measure awareness of the Campaign and its impact on the general community.

EMRS undertook the design and conduct of the research, in close consultation with Communities Tasmania, and full analysis of and reporting on the data gathered.

Objectives of the Research

In order to evaluate the impact of the Campaign, the key informational objectives of the research were to:

- Measure self-reported participation in all forms of gambling activities <u>prior</u> to the COVID-19 social distancing restrictions and launch of the Campaign;
- Measure self-reported participation in and consideration of all forms of gambling activities <u>during</u> the COVID-19 social distancing restrictions;
- Determine unprompted awareness of the Campaign on it being specifically referenced;
- Identify the channels through which the Campaign was seen or heard;
- Determine unprompted awareness of the Campaign's key messages;
- Determine prompted awareness of the Campaign on viewing of the video clip;
- Gauge agreement or disagreement that the Campaign's key messages are communicated clearly, and the elements as to why/ why not?;
- Gauge agreement or disagreement with statements specifying potential impacts of the Campaign;
- Determine whether the Campaign prompted specified actions, or consideration of these actions, as well as other actions in response to the Campaign;
- Measure self-reported participation in, or consideration of, all forms of gambling activities post-Campaign; and
- Invite suggestions on ways in which the Campaign could be improved.

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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:

- **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.
- **Paid social media placements** on Facebook and Instagram through which the survey could be accessed and completed.

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.

The fieldwork took place from the 26^{th} of March to the 23^{rd} of April 2021. The target sample size was achieved, with n=600 Tasmanian adults aged 18 years and over being successfully surveyed.

Research Methodology (2)

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=600 successfully completed surveys, the maximum margin of error at a 50% result is ± 4.00 percentage points at the 95% confidence level.

Thus, the confidence interval at a 50% result is 46% (= lower bound: 50 – 4.00) and 54% (= upper bound: 50 + 4.00).

NOTE: This is the confidence interval for the results **where the full sample of n=600 answered the question**. In the instances where samples less than n=1,000 answered the question, **the confidence interval will be greater than ± 4.00 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=600 Tasmanian adults aged 18 years and over, to determine participation in and consideration of gambling, particularly online; and the awareness and impact of the Online Gambling Community Education Campaign in Tasmania.

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=600 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	600	100
Male	280	47
Female	315	53
Other	4	1
Declined to answer	1	0

*Percentages do not sum to 100 due to rounding.

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

Region	Number	Percentage
Total	600	100
South	326	54
North and North East	153	26
North West and West	121	20

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

Age	Number	Percentage
Total	600	100
18 to 24 years	16	3
25 to 34 years	65	11
35 to 44 years	89	15
45 to 54 years	96	16
55 to 69 years	185	31
70 years or over	149	25

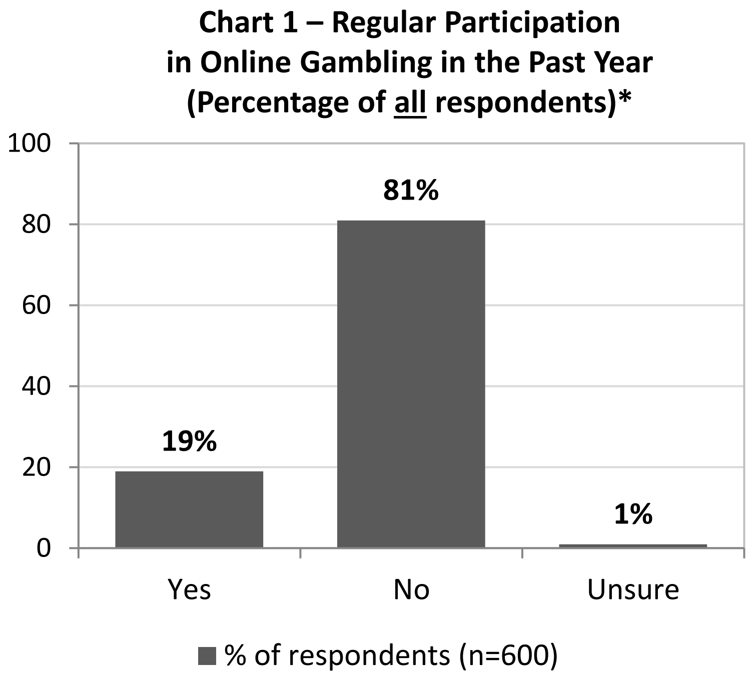
*Percentages do not sum to 100 due to rounding.

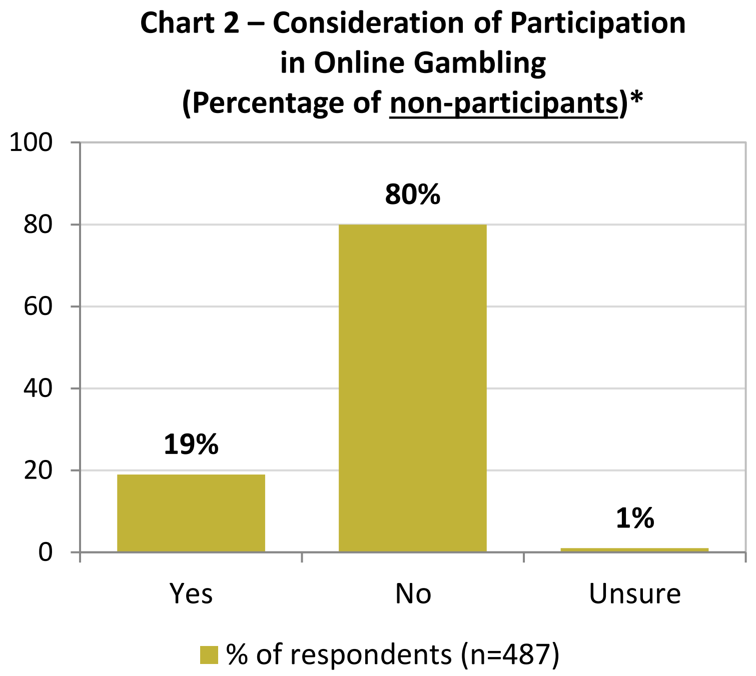
†Number and percentage figures in these tables are unweighted.
Elsewhere in the report, the percentage figures have been weighted accurately to reflect the demographic profile of the target Tasmanian population according to gender, age and region.

Section Three

Online Gambling Participation or Consideration

Online Gambling Participation or Consideration





- Younger respondents aged 18 to 34 years were significantly more likely to confirm they had **considered participating in online gambling** (43% in total), compared to those aged 55 and over (9%).
- Males were somewhat more likely to confirm they had **considered participating in online gambling** (25%, compared to 13% of females).

The clear majority of respondents stated that they had not been participating regularly in any form of online gambling in the past year (81%).

Close to one in five confirmed that they had (19%).

- There were no statistically significant variations here across the population subgroups.

*Percentages do not sum to 100 due to rounding.

Among those who had not confirmed participating in some form of online gambling in the past year, the clear majority went on to state that they had not considered doing so (80%).

Close to one in five confirmed that they had (19%).

Q. Thinking about the past year, have you been participating regularly, that is at least once a week, in any form of online gambling?

Q. Have you considered participating in any form of online gambling?

[Asked of those stating “no” or “unsure” as to whether they had participated in online gambling.]

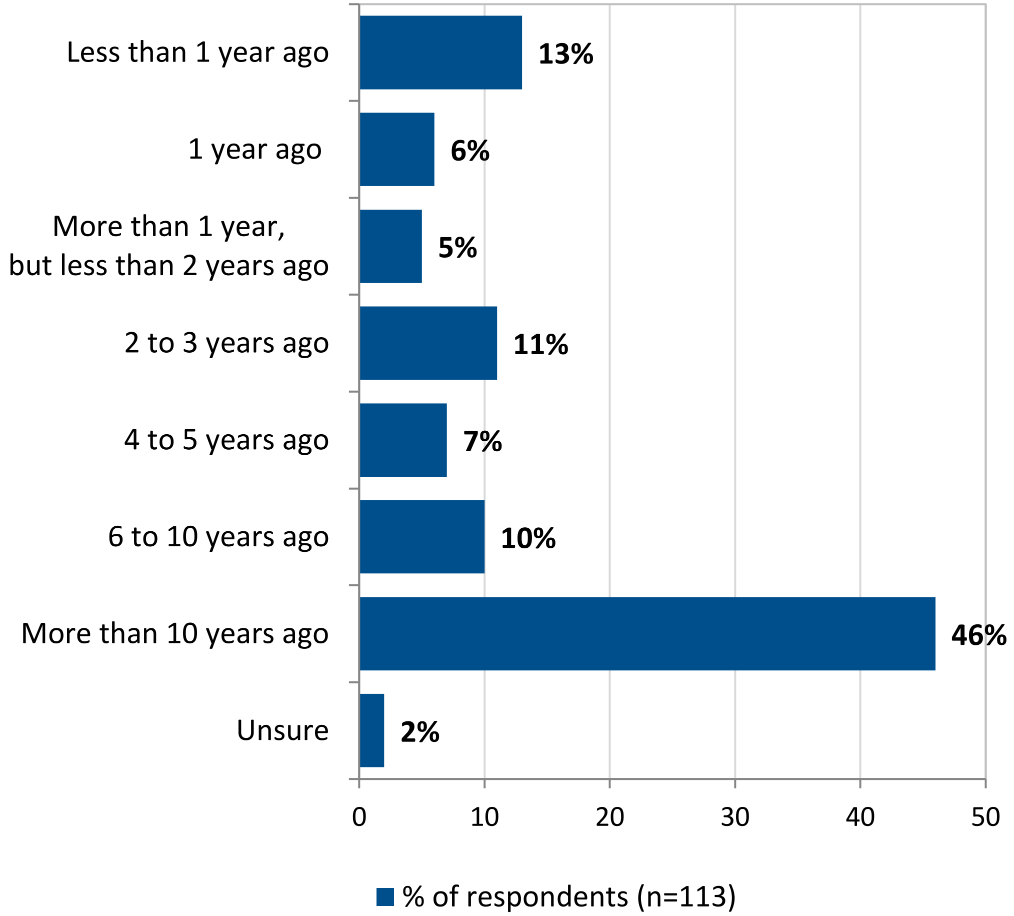
Section Four

Gambling Participation Patterns

Regular Online Gamblers

When Participation in Online or Other Forms of Gambling Activities Started

Chart 3 – When Participation in Online or Other Forms of Gambling Activities Started (Percentage of respondents classified as <u>regular online gamblers</u>)



The sample of respondents classified as regular online gamblers (n=113) **were most likely by far to report that they had started participating in gambling, whether online or other forms, "more than 10 years ago" (46%).**

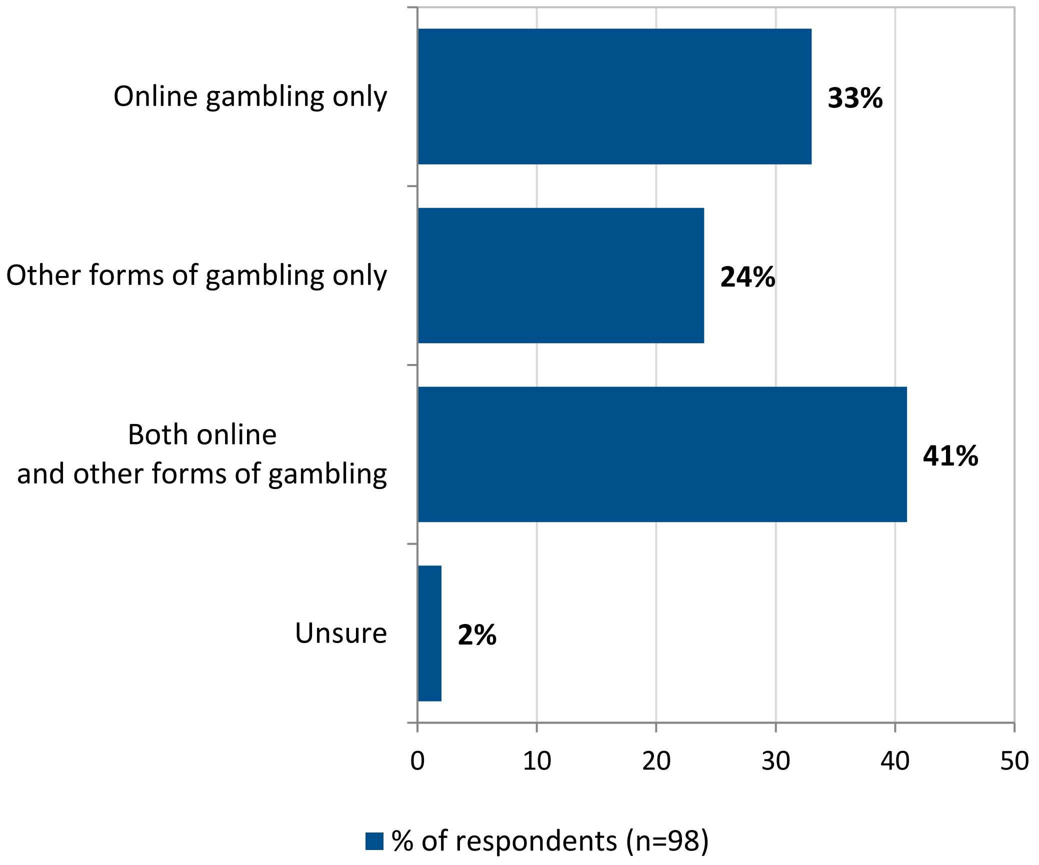
A combined total of 19% of the sample reported that they had started more recently, at some point one year ago or less. Whilst this coincided with the period of COVID-19 impacts and restrictions, caution should be exercised in interpreting this result.

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

Q. Thinking about all forms of gambling you have participated in, both online and other forms, when did you first start these activities?

Forms of Gambling Activities Participated in More Than One Year Ago Prior to the COVID-19 Social Distancing Restrictions

Chart 4 – Forms of Gambling Activities Participated in More Than One Year Ago Prior to the COVID-19 Social Distancing Restrictions (Percentage of respondents classified as regular online gamblers, and who started gambling more than 1 year ago)



The respondents who had started gambling more than one year ago, prior to the COVID-19 social distancing restrictions (n=98)**, were most likely to report that they had participated in "both online and other forms of gambling" (41%).**

Nonetheless, a significant proportion in each case stated that they had participated in "online gambling only" (33%), or in "other forms only" (24%).

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

Q. More than a year ago, before the COVID-19 social distancing restrictions, what forms of gambling did you participate in?

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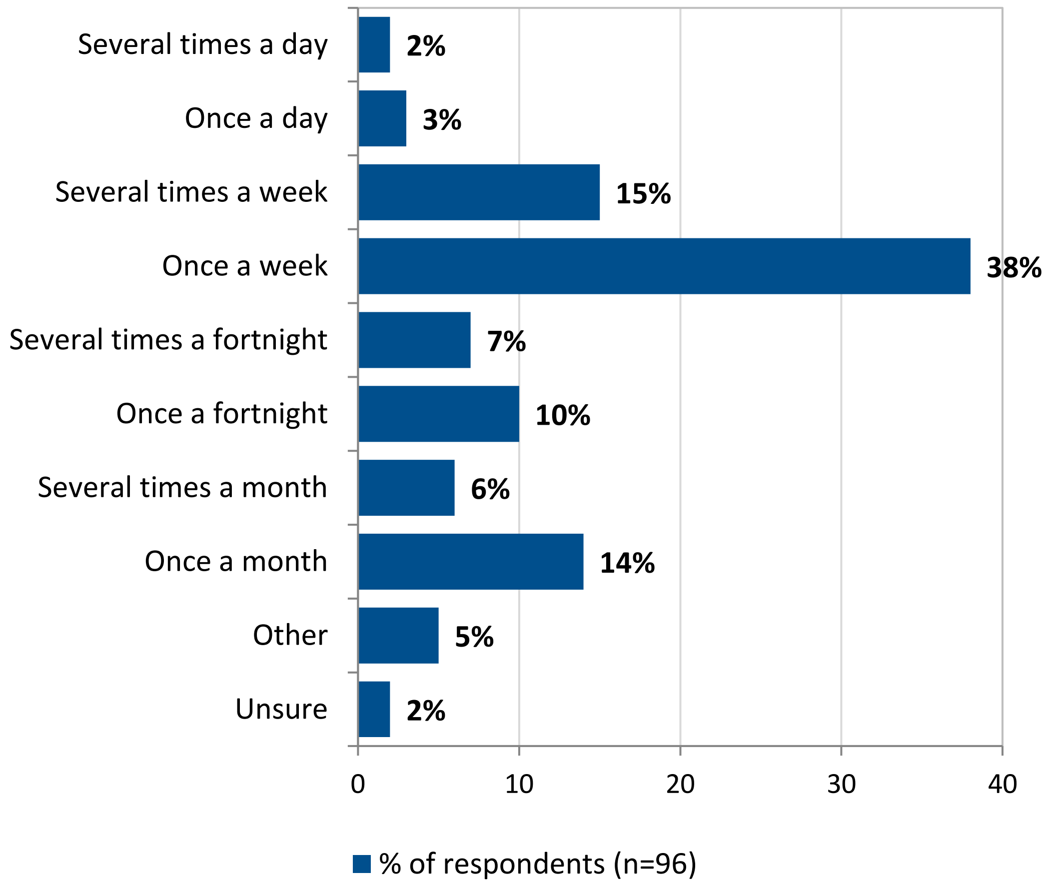
Frequency of Participation in Gambling Activities More Than One Year Ago

Chart 5 – Frequency of Participation in Gambling Activities More Than One Year Ago
(Percentage of respondents classified as regular online gamblers, and who specified their forms of gambling activity more than 1 year ago)*



The respondents who had been participating in gambling activities more than a year ago, and specified the form(s) they had engaged in (n=96)**, were most likely by far to report that they had done so approximately "once a week" (38%).**

A significant combined total of 20% had done so more often.

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

"Other" less frequent responses included :

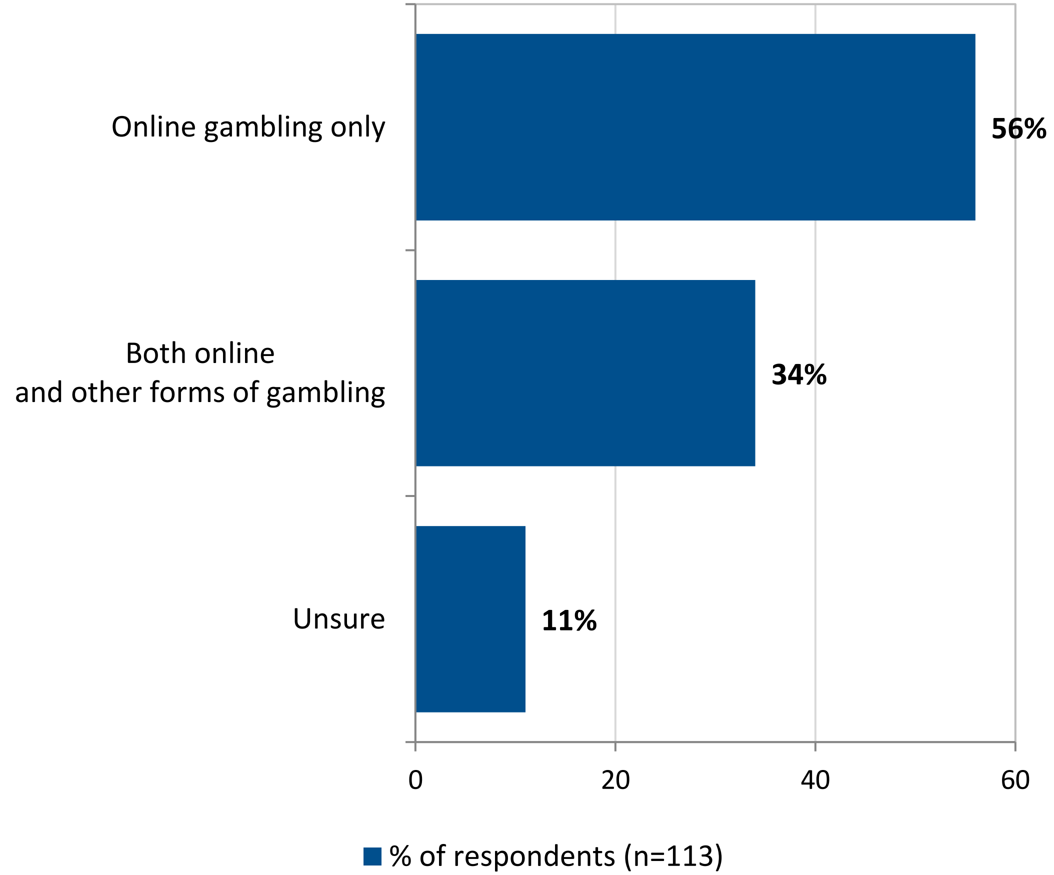
- *"Every couple of months"* (2%)
- *"A couple of times a year"* (2%)

Q. More than a year ago, approximately how often were you participating in these gambling activities?

*Percentages do not sum to 100 due to rounding.

Forms of Gambling Activities Participated in from March 2020 to Now
Including During the COVID-19 Social Distancing Restrictions

Chart 6 – Forms of Gambling Activities Participated in from March 2020 to Now
Including During the COVID-19 Social Distancing Restrictions
(Percentage of respondents classified as regular online gamblers)*



*Percentages do not sum to 100 due to rounding.

The majority of the full sample of regular online gamblers (n=113) **stated that from March 2020 onwards, including during the period of the COVID-19 restrictions, they had participated in "online gambling only" (56%).**

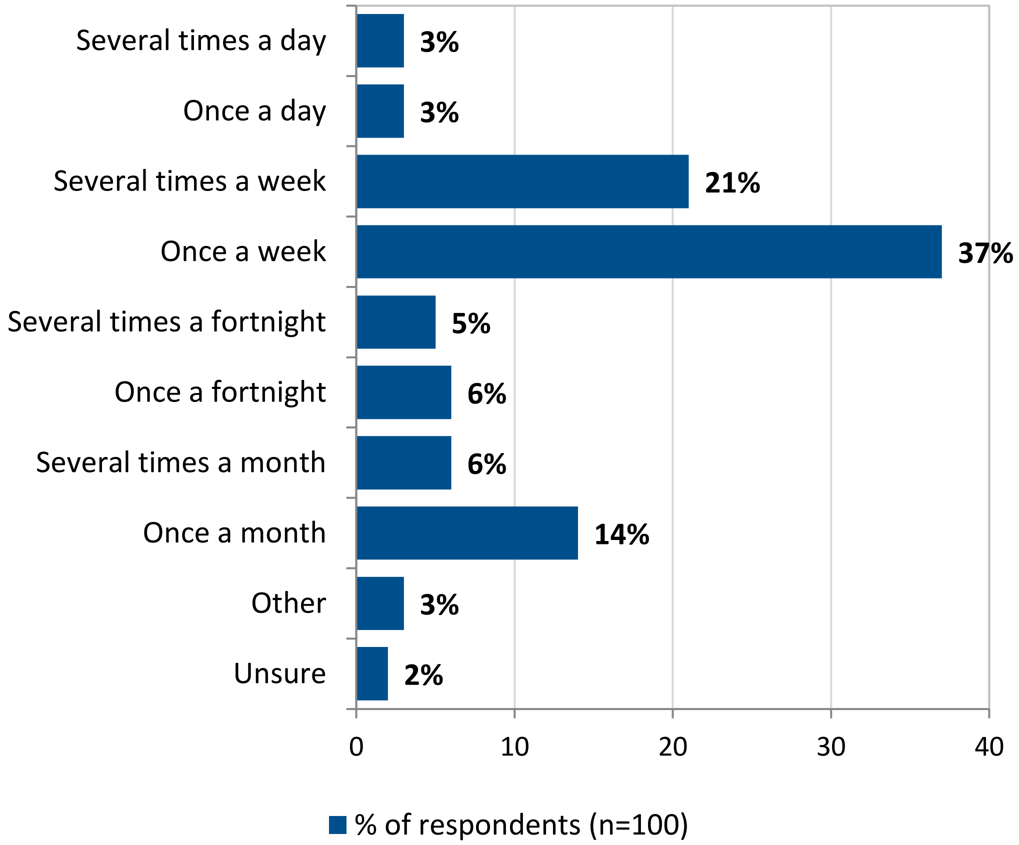
Around one in three said they had participated in "both online and other forms of gambling" (34%).

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

Q. Thinking about the past year from around March 2020 to now, including during the COVID-19 social distancing restrictions, what forms of gambling have you been participating in?

Frequency of Participation in Gambling Activities During the COVID-19 Social Distancing Restrictions

Chart 7 – Frequency of Participation in Gambling Activities During the COVID-19 Social Distancing Restrictions (Percentage of respondents classified as <u>regular online gamblers</u>, and who specified their forms of gambling activity during the COVID-19 restrictions)



The respondents who had specified the form(s) of gambling activity they had participated in from March 2020 onward (n=100)**, during the period of COVID-19 restrictions, were most likely to state they had engaged in them approximately "once a week" (37%).**

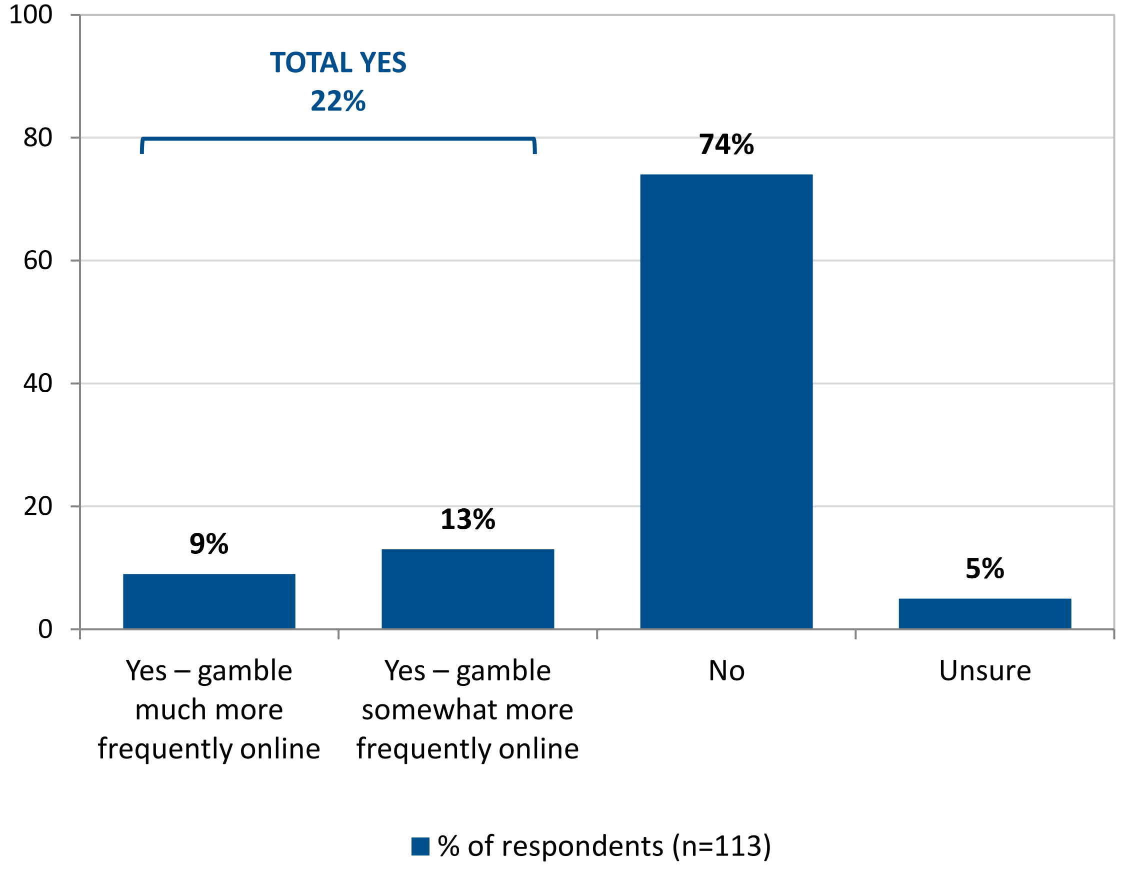
A significant combined total of 27% had done so more often.

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

Q. <u>During</u> the period of COVID-19 social distancing restrictions from around March 2020 to June 2020, approximately how often had you been participating in these gambling activities?

Impact of the COVID-19 Restrictions on the Frequency of Online Gambling Activities

Chart 8 – Impact of the COVID-19 Restrictions on the Frequency of Online Gambling Activities
(Percentage of respondents classified as regular online gamblers)*



*Percentages do not sum to 100 due to rounding.

The majority of the full sample of regular online gamblers (n=113) **said "no", that the COVID-19 restrictions had not changed the frequency of their online gambling activities (74%).**

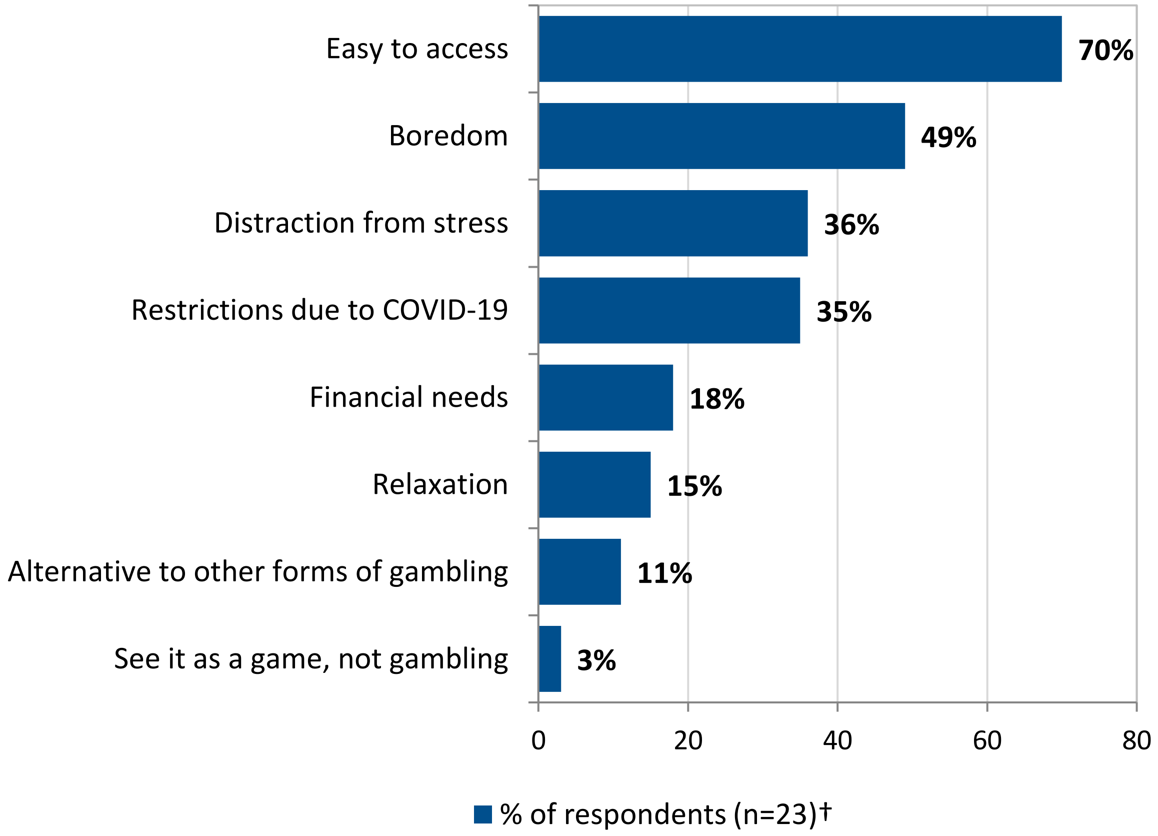
Around one in five confirmed that "yes", the restrictions had led them to gamble online more frequently to some degree (22% in total), with the responses divided relatively evenly between those stating "much more frequently" (9%) and those stating "somewhat more frequently" (13%).

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

Q. Did the COVID-19 restrictions change the frequency of your online gambling activities?

Reasons for Choosing to Gamble Online

Chart 9 – Reasons for Choosing to Gamble Online
(Percentage of respondents classified as regular online gamblers, and who confirmed gambling more frequently online as a result of the COVID-19 restrictions)*



*Percentages do not sum to 100 due to multiple responses being possible.
†These results should be interpreted with caution due to the small size of the sample.

The respondents who had confirmed gambling more frequently online as a result of the COVID-19 restrictions were most likely by far to report that they chose online gambling because it was "easy to access" (70%, n=16 out of 23**).**

"Boredom" also recorded a high rate of mention (49%, n=11**), followed by "distraction from stress" (36%,** n=9**).**

"Restrictions due to COVID-19" were specifically mentioned by 35% (n=8)**.**

The results here should be regarded as indicative rather than conclusive, due to the very small overall size of the sample (n=23).

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

Q. Which of the following reasons play a part in your choosing to gamble online?

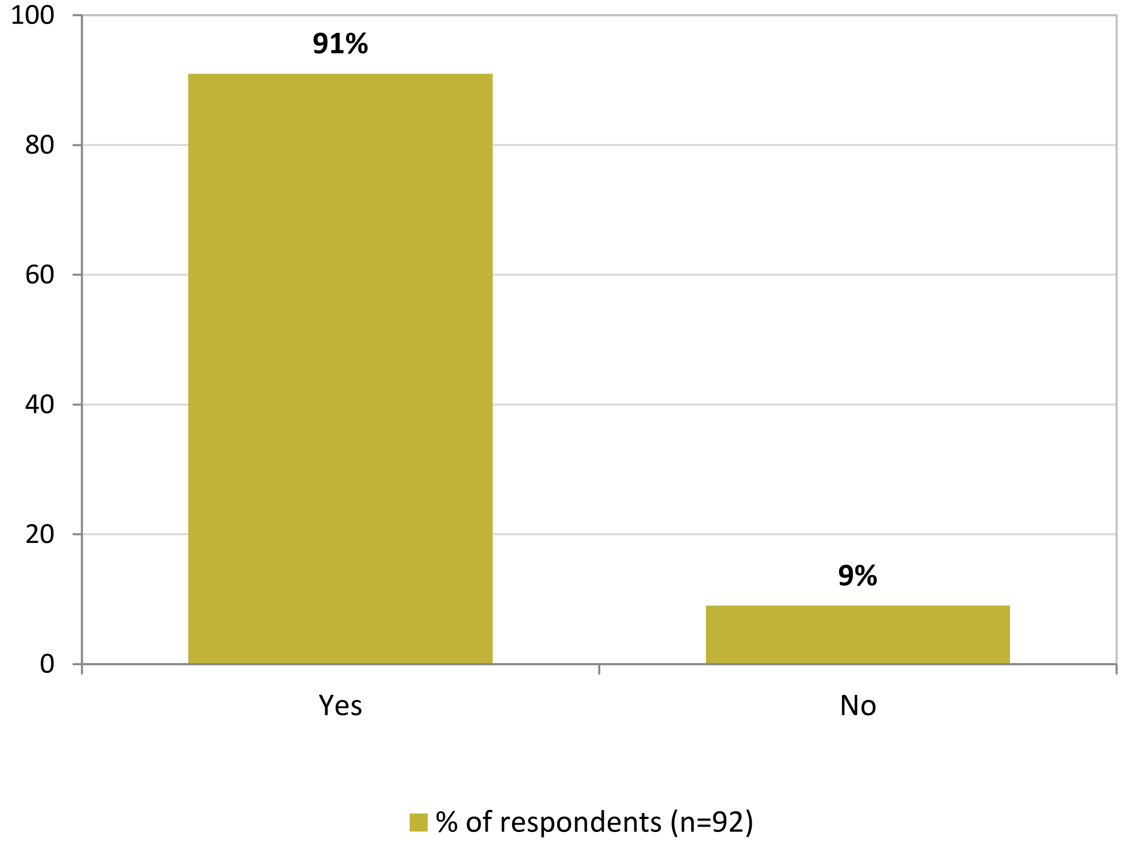
Section Five

Gambling Participation Patterns

Potential Online Gamblers

Participation in Other Non-Online Forms of Gambling Activities in the Past

Chart 10 – Participation in Other Non-Online Forms of Gambling Activities in the Past (Percentage of respondents classified as potential online gamblers)



Among the sample of respondents classified as potential online gamblers (n=92)**, the great majority confirmed that "yes", they had participated in other non-online forms of gambling activities in the past (91%).**

It should be noted that the respondents were prompted with a list of a wide range of gambling activities, as detailed in the question below.

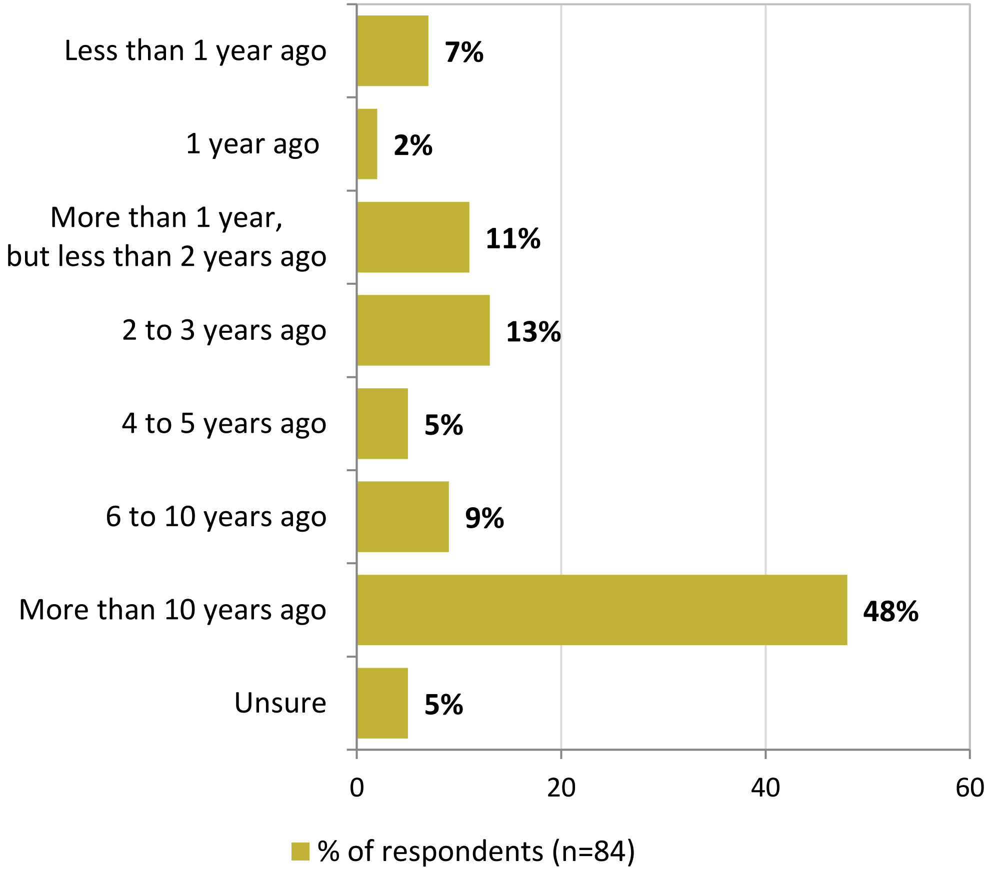
There were no statistically significant findings to be noted on comparing the responses across the population subgroups.

Q. Other than online gambling, have you participated in any other forms of gambling activities in the past?

Other forms of gambling include Scratchies and lotteries, such as Tattslotto and Powerball, and gambling at venues, such as clubs, pubs, casinos, racecourses or betting shops, on poker machines, casino games (e.g. blackjack, roulette, poker), Keno, and horse or greyhound racing.

When Participation in Other Non-Online Forms of Gambling Activities Started

Chart 11 – When Participation in Other Non-Online Forms of Gambling Activities Started
(Percentage of respondents classified as potential online gamblers, and who had participated in non-online forms of gambling in the past)



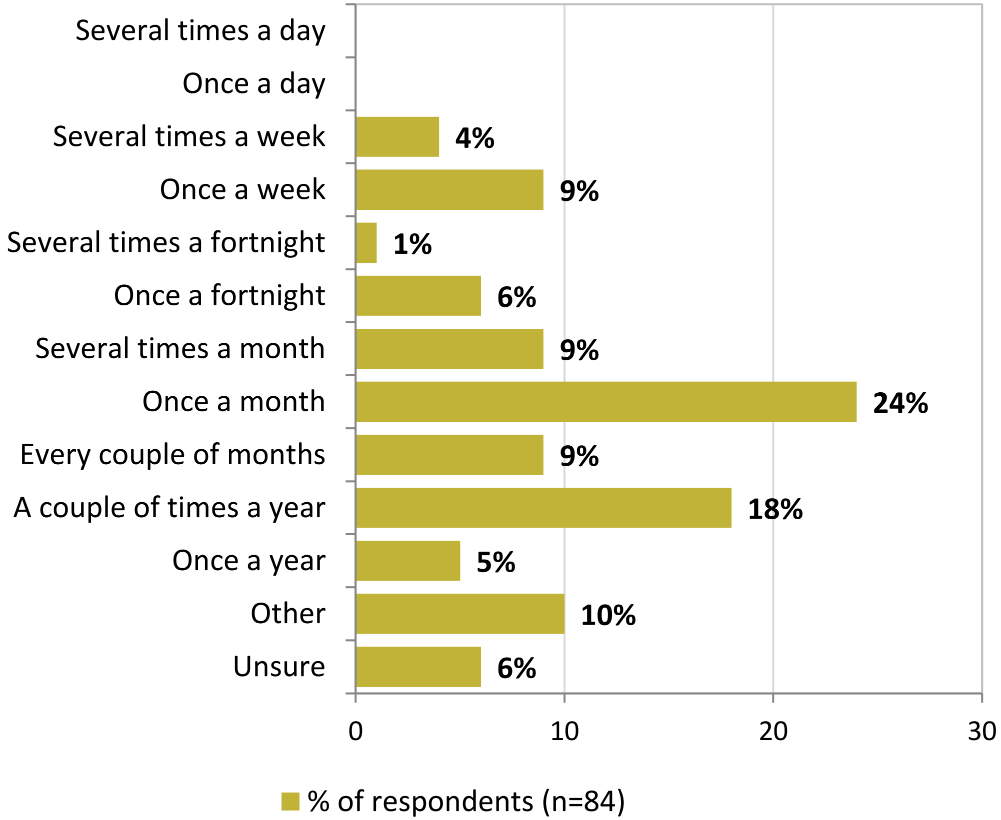
The respondents classified as potential online gamblers, and who had participated in non-online forms of gambling in the past (n=84)**, were most likely by far to report that they had started these other forms of gambling "more than 10 years ago" (48%).**

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

Q. When did you first start these other forms of gambling activities?

Frequency of Participation in Other Non-Online Forms of Gambling Activities

Chart 12 – Frequency of Participation in Other Non-Online Forms of Gambling Activities
(Percentage of respondents classified as potential online gamblers, and who had participated in non-online forms of gambling in the past)*



The respondents who had been participating in non-online forms of gambling activities in the past (n=84) **were most likely to state that they had done so approximately "once a month" (24%), or "a couple of times a year" (18%).**

Higher rates of frequency, which would be classified as "regular gambling", were reported by small samples: namely, "once a week" by 9% (n=11)**, and "several times a week" by 4%** (n=6)**; yielding 13% in total** (n=17)**.**

No respondents said that they had participated in gambling daily.

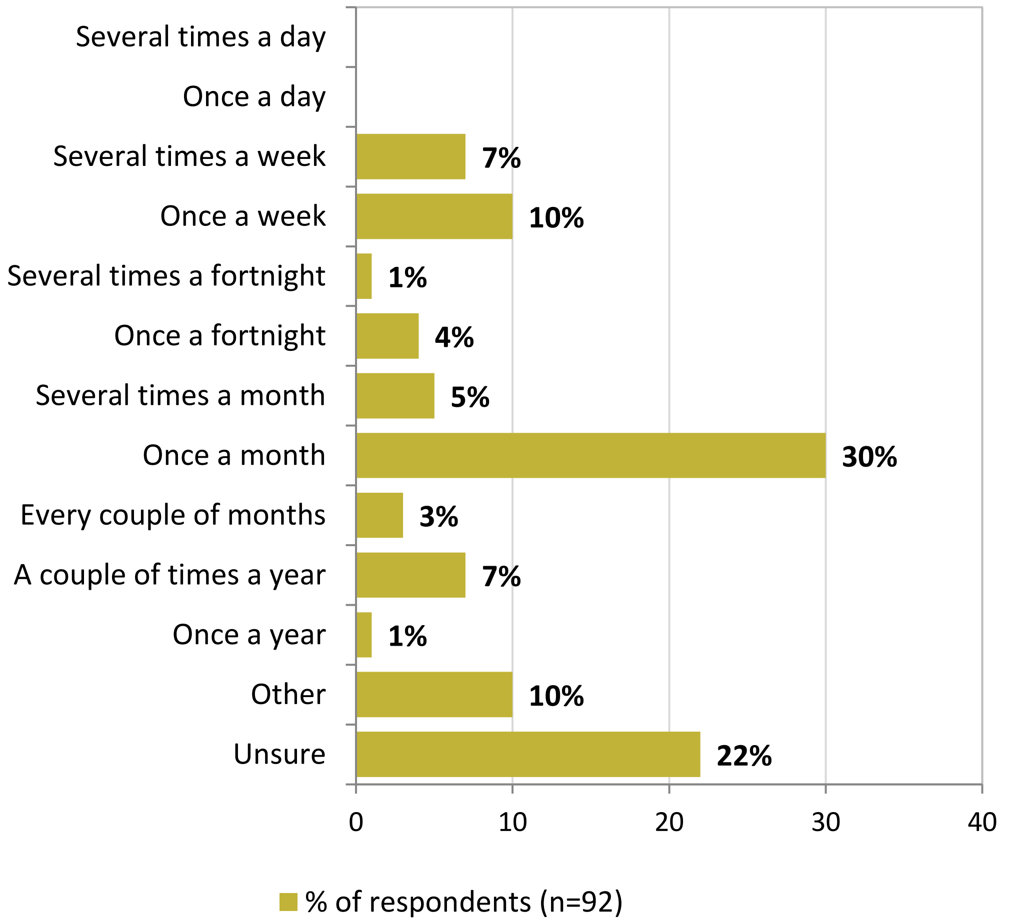
There were no statistically significant findings to be noted on comparing the responses across the population subgroups.

Q. Approximately how often have you been participating in these gambling activities?

*Percentages do not sum to 100 due to rounding.

Likely Frequency of Considered Participation in Online Gambling

Chart 13 – Likely Frequency of Considered Participation in Online Gambling (Percentage of respondents classified as potential online gamblers)



The most likely frequency of considered participation in online gambling reported by respondents in the full sample classified as potential online gamblers (n=92) **was "once a month" (30%).**

Higher rates of frequency, which would be classified as "regular gambling", were reported by small samples: namely, "once a week" by 10% (n=12)**, and "several times a week" by 7%** (n=6)**; but yielding a relatively significant total of 17%** (n=18)**.**

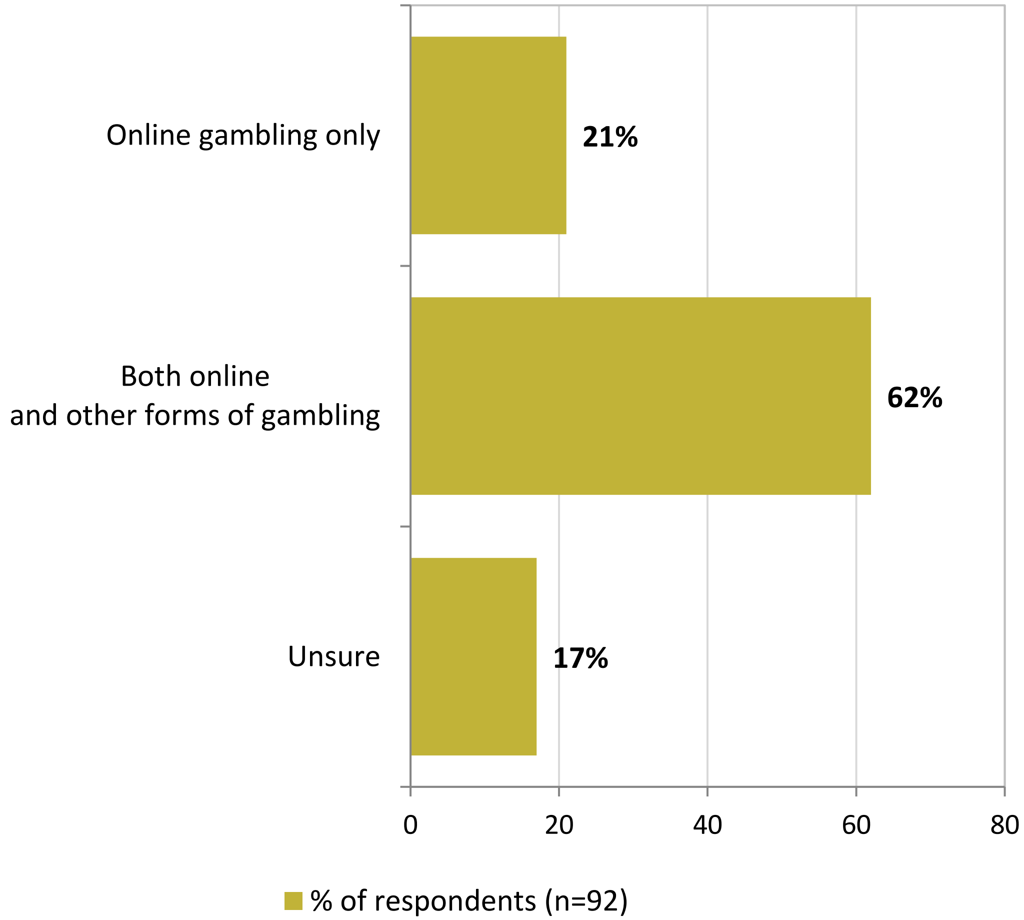
No respondents said that they would be likely to participate in online gambling on a daily basis.

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

Q. If you were to consider participating in online gambling, approximately how often would you be likely to do so?

Forms of Gambling Activities Considered

Chart 14 – Forms of Gambling Activities Considered
(Percentage of respondents classified as potential online gamblers)



The respondents in the full sample of potential online gamblers (n=92) **were most likely by far to confirm that they would consider "both online and other forms of gambling" (62%).**

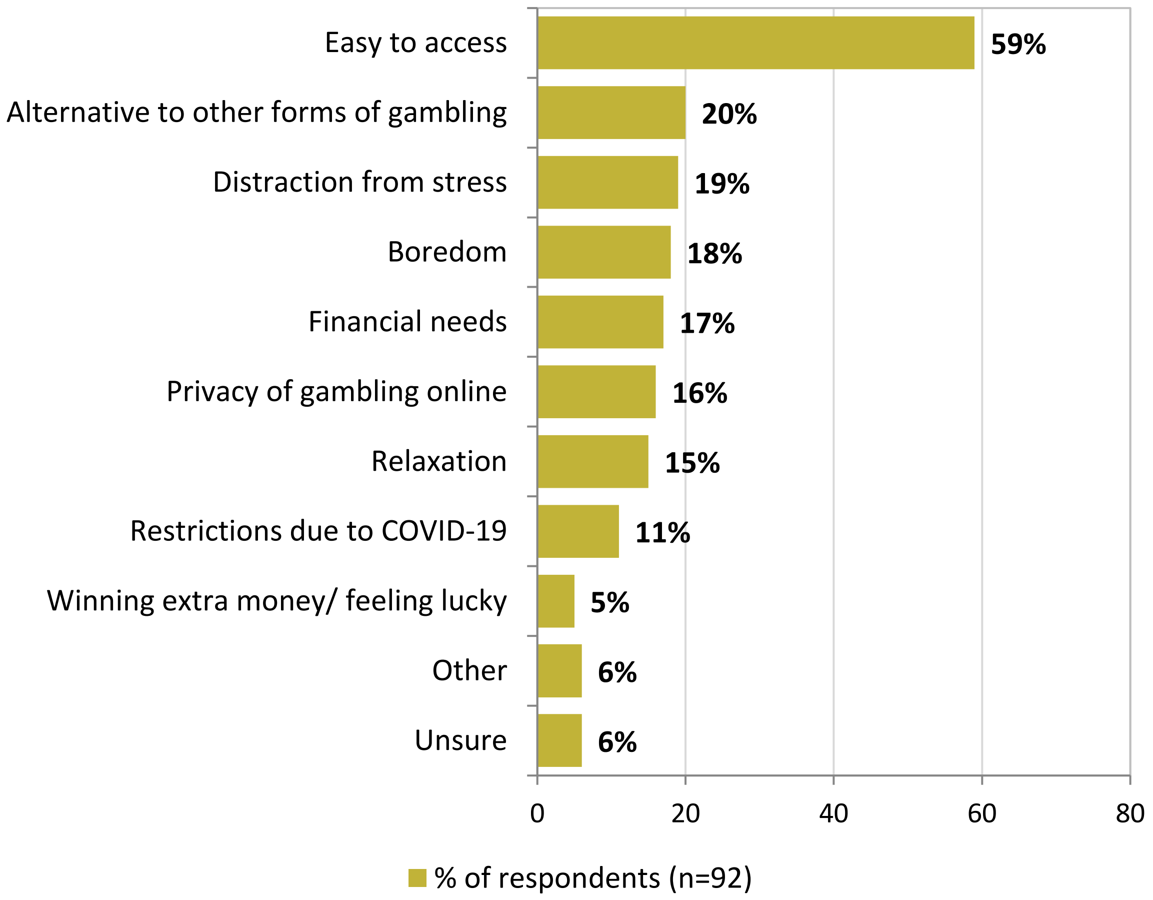
Around one in five stated "online gambling only" (21%, n=19**).**

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

Q. Which of the following choices of gambling activities would you consider?

Reasons for Consideration of Online Gambling

Chart 15 – Reasons for Consideration of Online Gambling (Percentage of respondents classified as potential online gamblers)*



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

The respondents in the full sample of potential online gamblers (n=92) **were most likely by far to mention that it is "easy to access" as the reason for their consideration of online gambling (59%).**

Further factors cited which related specifically to online gambling were: as an "alternative to other forms" (20%), the "privacy of gambling online" (16%), and "restrictions due to COVID-19" (11%).

Relatively high rates of mention were also recorded for several factors associated with all forms of gambling, such as "distraction from stress" (19%), "boredom" (18%), "financial needs" (17%), and "relaxation" (15%).

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

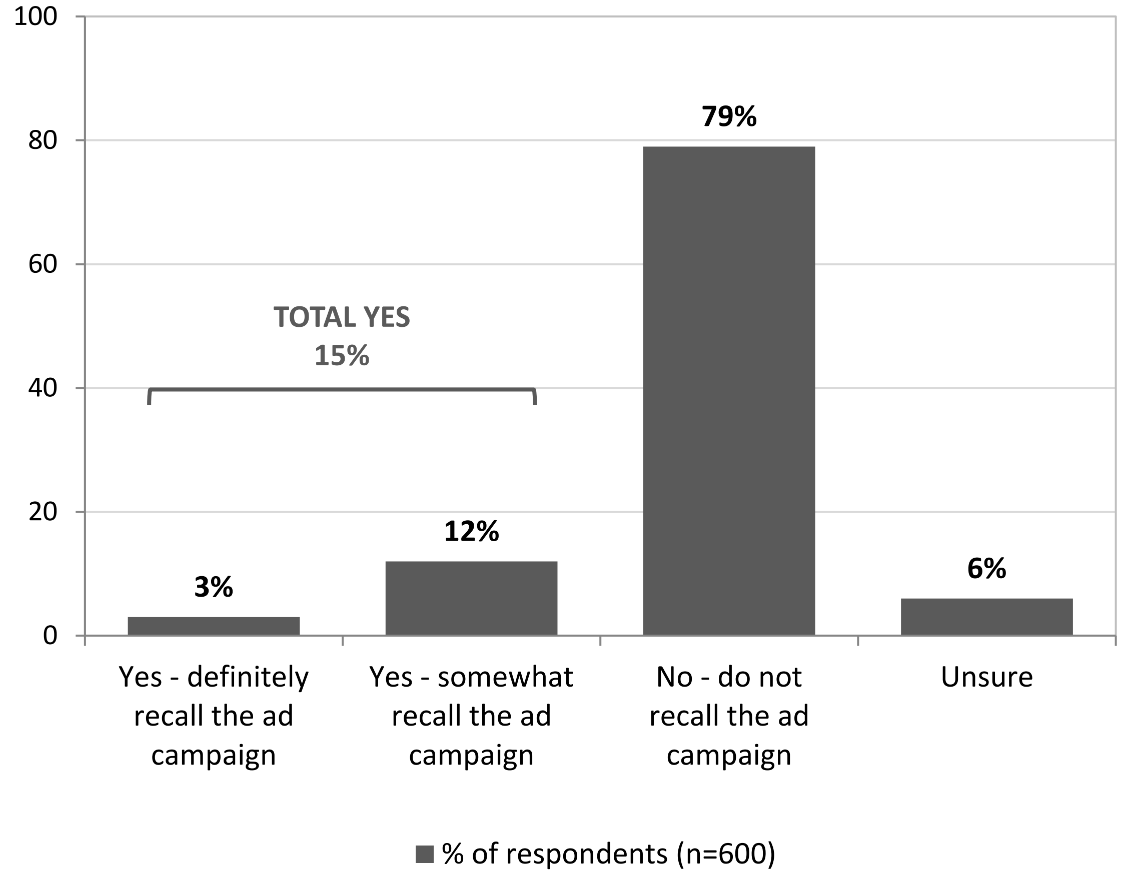
Q. Which of the following reasons would play a part in your consideration of online gambling?

Section Six

Unprompted Awareness of the Campaign 'Give Change a Chance'

Recall of the Community Education Advertising Campaign 'Give Change a Chance'

Chart 16 – Recall of the Community Education Advertising Campaign 'Give Change a Chance' (Percentage of all respondents)



On being provided with a brief description of the 'Give Change a Chance' online gambling community education advertising campaign, confirmed recall among the full sample of respondents (n=600) **was at a low level, with just 15% in total saying "yes" to some degree.**

Moreover, of these only 3% stated "yes – definitely" (n=15).

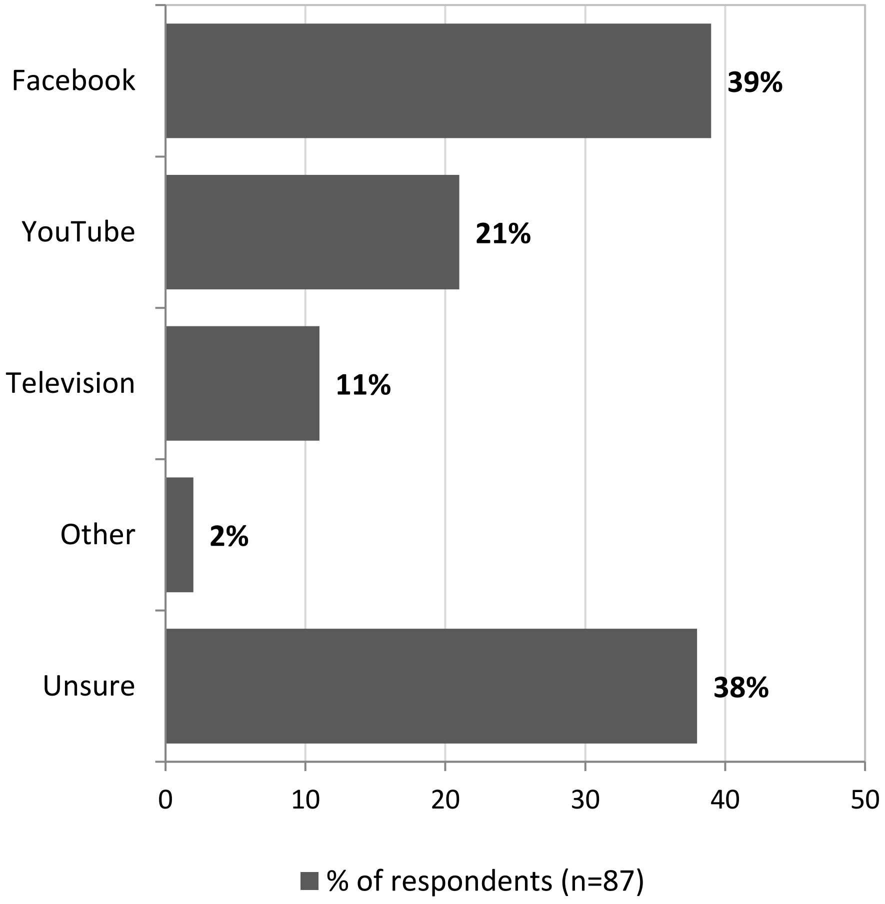
The clear majority of respondents said "no", they did not recall the campaign, or were "unsure" (85% in total).

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

Q. Can you recall a recent online gambling community education advertising campaign that was running between November 2020 and February 2021 called 'Give Change a Chance'?

Channels of Awareness of the ‘Give Change a Chance’ Campaign

Chart 17 – Channels of Awareness of the ‘Give Change a Chance’ Campaign
(Percentage of respondents who recalled the ad campaign to some degree)*



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

Social media platforms recorded the highest rates of mention as the channels of awareness of the ‘Give Change a Chance’ ad campaign by those respondents who recalled it (n=87)**: most notably, “Facebook” (39%), followed by “YouTube” (21%).**

A significant proportion of the sample were “unsure” as to how they had become aware of the ad campaign (38%).

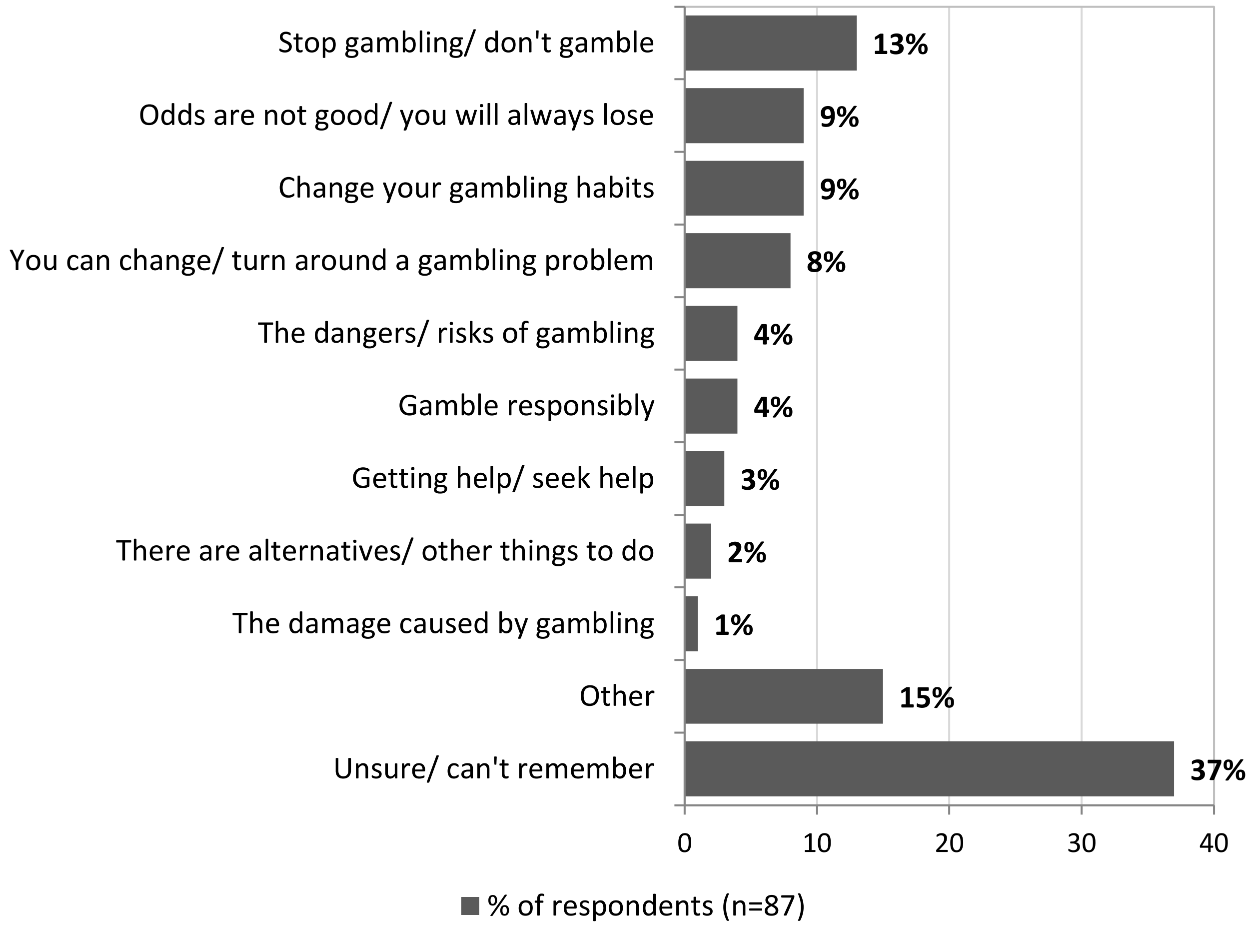
Also worth noting was the relatively small proportion who mentioned “television” (11%).

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

Q. How did you become aware of the ‘Give Change a Chance’ ad campaign?

Key Messages Taken from the ‘Give Change a Chance’ Campaign

Chart 18 – Key Messages Taken from the ‘Give Change a Chance’ Campaign (Percentage of respondents who recalled the ad campaign to some degree)*



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

The respondents who recalled the ‘Give Change a Chance’ campaign (n=87) **were most likely to cite “stop gambling/ don’t gamble” as a key message (13%).**

A small proportion of respondents in each case recalled messages contained specifically in this gambling education campaign: namely, “change your gambling habits” (9%), “you can change/ turn around a gambling problem” (8%), “getting help/ seek help” (3%), and “there are alternatives/ other things to do” (2%).

The greatest proportion of respondents, however, were unable to recall any campaign message, saying they were “unsure/ can’t remember” (37%).

Across the demographic subgroups:

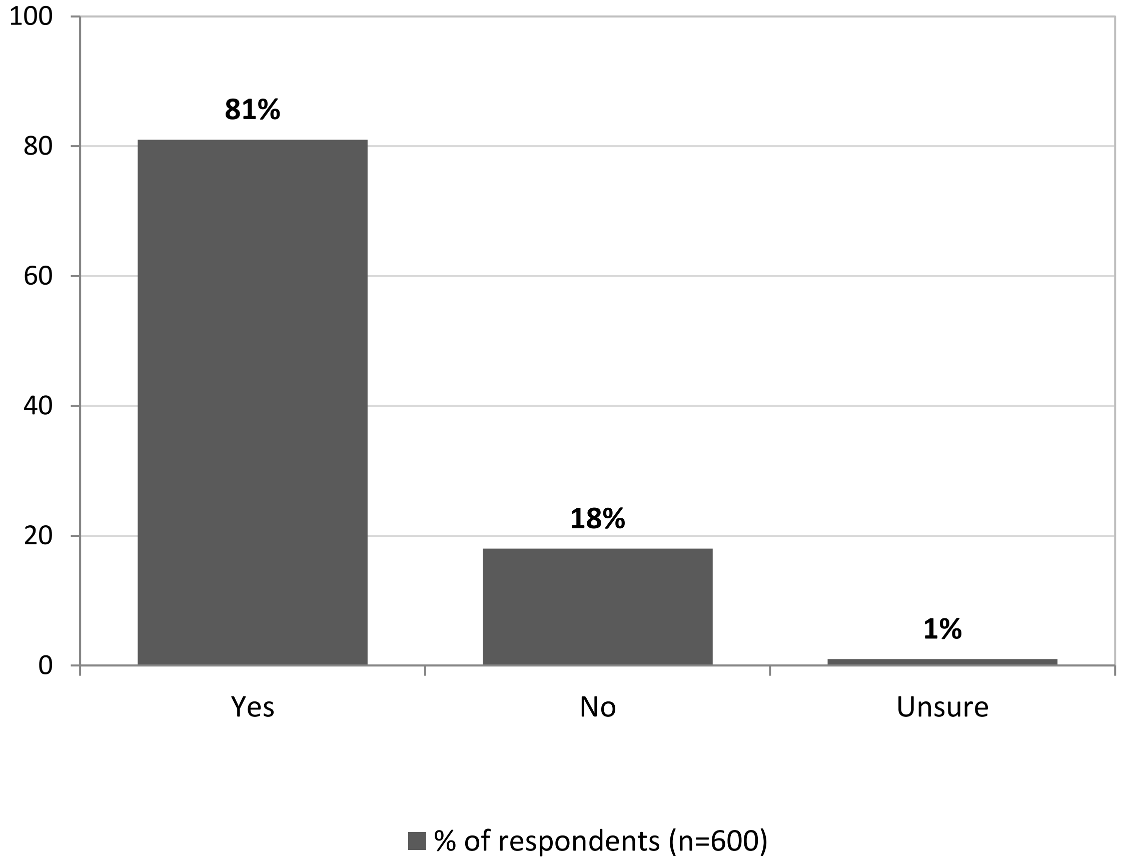
- No males (out of n=53) cited **“you can change/ turn around a gambling problem”**.
- Only respondents aged 35 to 44 cited **“there are alternatives/ other things to do”** (n=2).
- Respondents aged 55 to 69 were the most likely to cite **“stop gambling/ don’t gamble”** (n=9).
- Respondents aged 70 years and over were the most likely to cite **“gamble responsibly”** (n=4).

NOTE: Whilst the above findings proved to be statistically significant, they should be interpreted with caution due to the small sample sizes.

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

Regular Usage of Social Media – Weekly or Daily

Chart 19 – Regular Usage of Social Media – Weekly or Daily
(Percentage of all respondents)



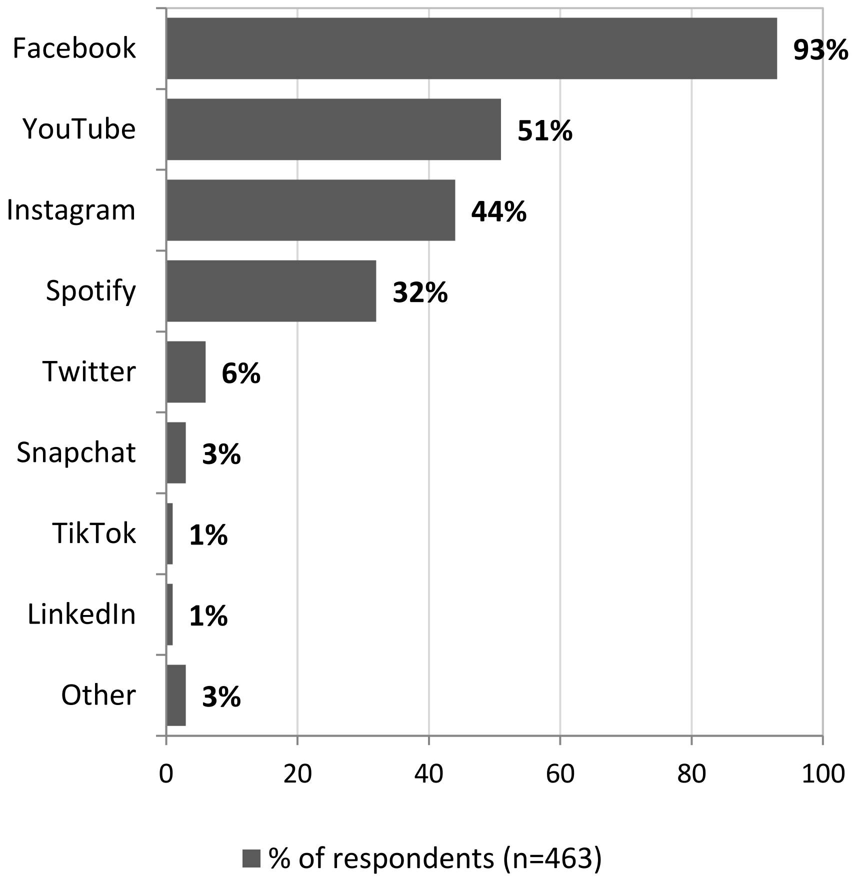
Among the full sample of respondents (n=600), **the clear majority confirmed that "yes", they were regular users of social media, using it weekly or daily (81%).**

- Respondents aged 70 years and over were significantly more likely to state they were **not a regular user of social media** (41% in total), particularly those aged 18 to 34 years (2% in total).
- Female respondents were somewhat more likely to state they **were regular users of social media** (86%), compared to males (75%).

Q. Are you a regular user of social media – using it weekly or daily?

The Social Media Platforms Used Regularly

Chart 20 – The Social Media Platforms Used Regularly
(Percentage of respondents who use social media regularly)*†



*Percentages do not sum to 100 due to multiple responses being possible.
†The n=2 respondents who were "unsure" have not been included in this chart.

The respondents who were regular users of social media (n=463) **were most likely by far to specify using "Facebook" (93%).**

Significantly high rates of mention were also recorded for "YouTube" (51%), "Instagram" (44%), and "Spotify" (32%).

- Respondents aged 18 to 34 years were significantly more likely to state they regularly use:
  - **Instagram** (73% in total), compared to those aged 55 years and over (21%)
  - **YouTube** (66%), compared to those aged 55 years and over (40%)
  - **Spotify** (52%), compared to those aged 55 years and over (13%)
  - **Snapchat** (8%), compared to those aged 55 years and over (0%, n=1)
- Male respondents were significantly more likely to state they regularly use:
  - **YouTube** (62%), compared to females (41%)
  - **Twitter** (10%), compared to females (3%).

Q. Which social media platforms do you use regularly?

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Frequency of Social Media Usage

Table 4 – Frequency of Social Media Usage
(Percentage of respondents who use the social media platform)*†

Social Media Platforms	Several times a day %	Once a day %	Several times a week %	Once a week %	Unsure %
Facebook (n=431)	**72**	**20**	**6**	**2**	**-**
YouTube (n=213)	**36**	**24**	**22**	**17**	**0**
Instagram (n=173)	**55**	**22**	**13**	**10**	**1**
Spotify (n=124)	**32**	**27**	**30**	**10**	**0**
Another platform (n=59)	**54**	**29**	**9**	**7**	**1**

Among the respondents who had confirmed using one or more specific social media platforms, by far the highest rate of frequency was recorded with respect to "Facebook", with a significant majority reporting that they used it "several times a day" (72%).

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

*Percentages may not sum to 100 due to rounding.
†Some caution needs to be exercised in examining the results due to the varying sample sizes.

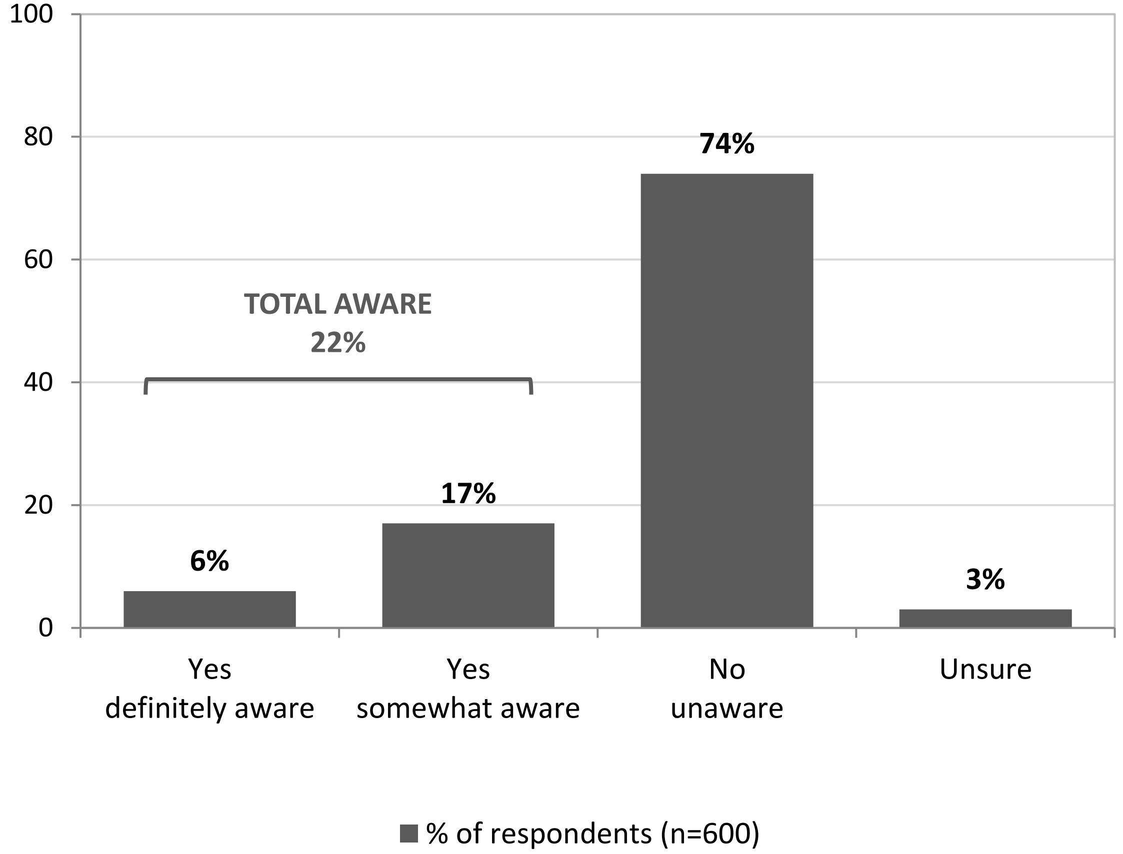
Q. Approximately how often do you use…

Section Seven

Prompted Awareness and Perceptions of the Campaign 'Give Change a Chance'

Prompted Awareness of the Ad Campaign ‘Give Change a Chance’

Chart 21 – Prompted Awareness of the Ad Campaign ‘Give Change a Chance’ (Percentage of all respondents)*



On being prompted with the video of the ‘Give Change a Chance’ ad campaign, confirmed awareness among the full sample of respondents (n=600) **rose marginally to 22% in total – up by only 7 percentage points from the 15% recorded unprompted.**

The proportion of those stating “yes – definitely” stood at 6% (n=24, compared to n=15 unprompted)**.**

The clear majority of respondents said “no”, they were not aware of the campaign prior to the survey, or were “unsure” (78% in total).

Whilst an indicative rather than conclusive finding due to the small sample size:

- Respondents aged 18 to 24 years were significantly more likely to state **“yes” – definitely aware”** of the campaign (22%, n=4 out of 16).

Here is the video clip of the ‘Give Change a Chance’ ad campaign. Q. Please confirm, before today were you aware of this advertising campaign?

*Percentages may not sum to 100 due to rounding.

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Perceptions of the Clarity of the Campaign's Key Messages

Table 5 – Perceptions of the Clarity of the Campaign's Key Messages
(Percentage of all respondents, n=600)*

Key Messages	TOTAL CLEAR %	Very clear %	Somewhat clear %	TOTAL NOT CLEAR %	Not very clear %	Not at all clear %	Unsure %
You can make a change to your gambling behaviour	**89**	51	37	**5**	4	1	**6**
It might be a good chance to take a break from gambling	**85**	50	35	**8**	5	3	**7**
There is support available to help you make a change to your gambling behaviour	**84**	52	32	**10**	8	2	**6**
Family and community connections are important	**82**	49	33	**12**	9	3	**6**
There are many positive alternatives to gambling	**81**	44	37	**12**	7	5	**7**

Positively, on having viewed the campaign video, the great majority of the full sample of respondents (n=600) **reported that they found each of the specified messages clear to some degree, with totals ranging from 81% to 89%.**

Moreover, in each instance, the greater proportion said "very clear" (in a range from 44% to 51%).

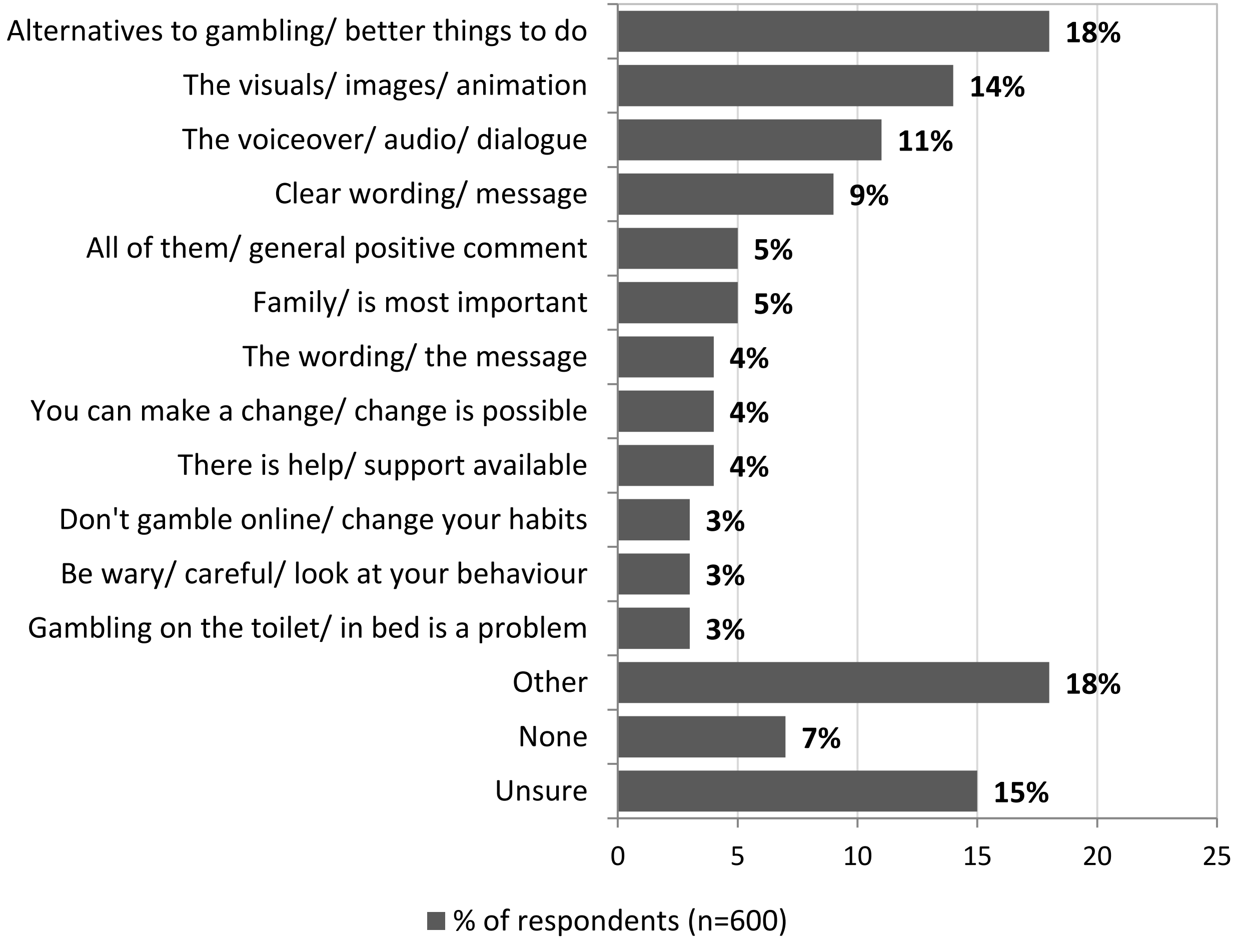
There were no statistically significant findings to be noted on comparing the responses across the population subgroups.

*Percentages may not sum to 100 due to rounding.

Q. Here are the key messages that the 'Give Change a Chance' ad campaign aimed to communicate clearly to Tasmanians. For each, please indicate whether you think the campaign message is clear or not clear.

Elements Making the Key Campaign Messages Clear

Chart 22 – Elements Making the Key Campaign Messages Clear (Percentage of all respondents)*



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

A wide range of elements of the ad campaign were cited by the full sample of respondents (n=600) **as making the key messages clear.**

The most frequent response was that the campaign made clear the "alternatives to gambling/ better things to do" (18%).

Relatively high rates of mention were also recorded for the visual and aural elements of the ad, and the clarity of the wording.

- Male respondents were significantly more likely to state **"unsure"** (21%), compared to females (10%).

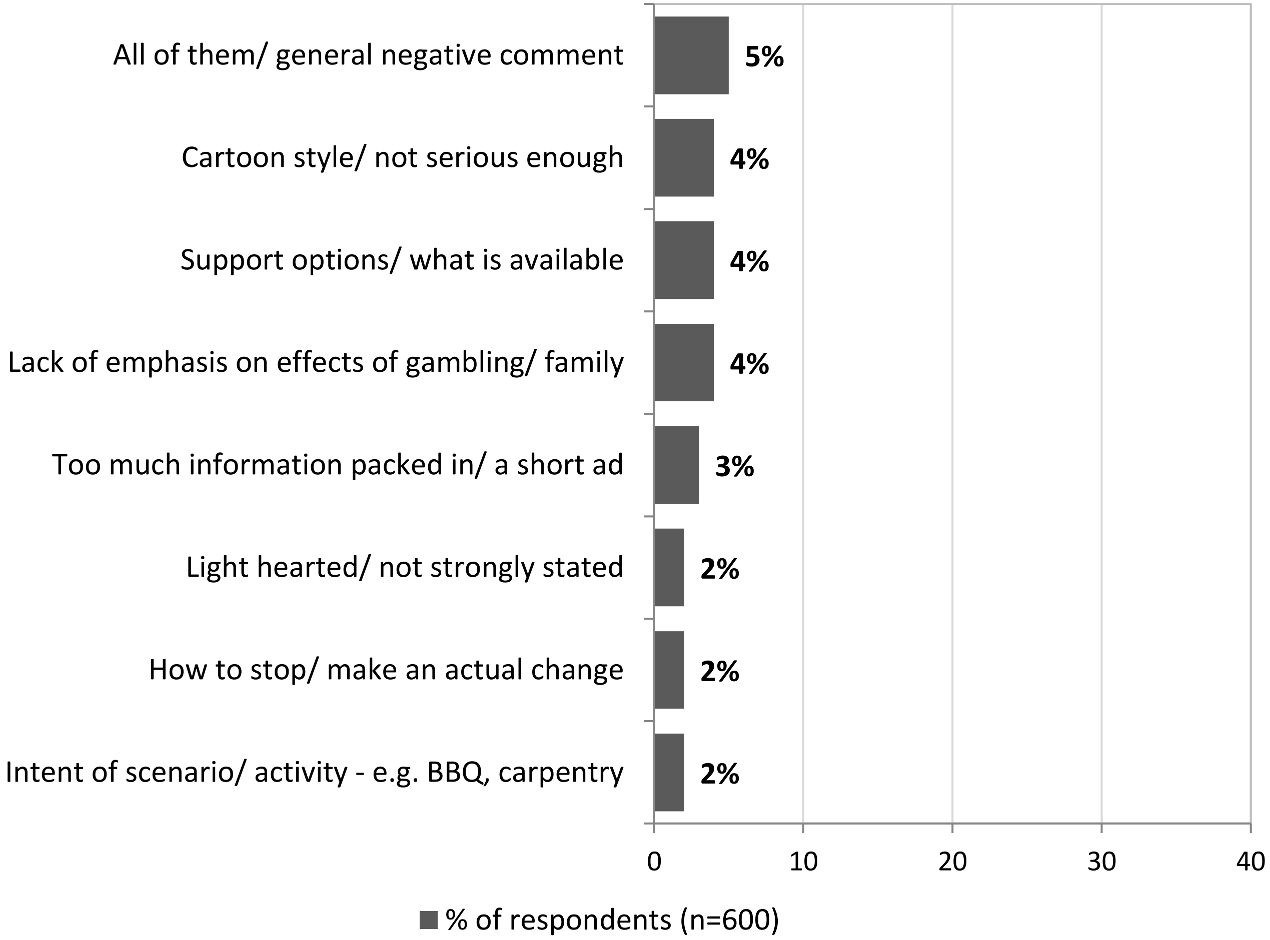
"Other" responses each mentioned by 2% or less included:

"Negative comment about the advertisement"; "gambling can affect your life/ ruin lives"; "the gambling helpline"; "the impacts of COVID-19 on gambling"; "information at the end/ the last few seconds"; "short/ concise"; "the actions"; "colourful/ attractive/ engaging"; and "you are not alone".

Q. What elements of the 'Give Change a Chance' campaign make the key messages clear to you?

Elements Making the Key Campaign Messages Unclear (1)

Chart 23 – Elements Making the Key Campaign Messages Unclear (Percentage of all respondents)*



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

The respondents in the full sample (n=600) **mentioned an extremely wide range of elements of the ad campaign that made the key messages unclear to them.**

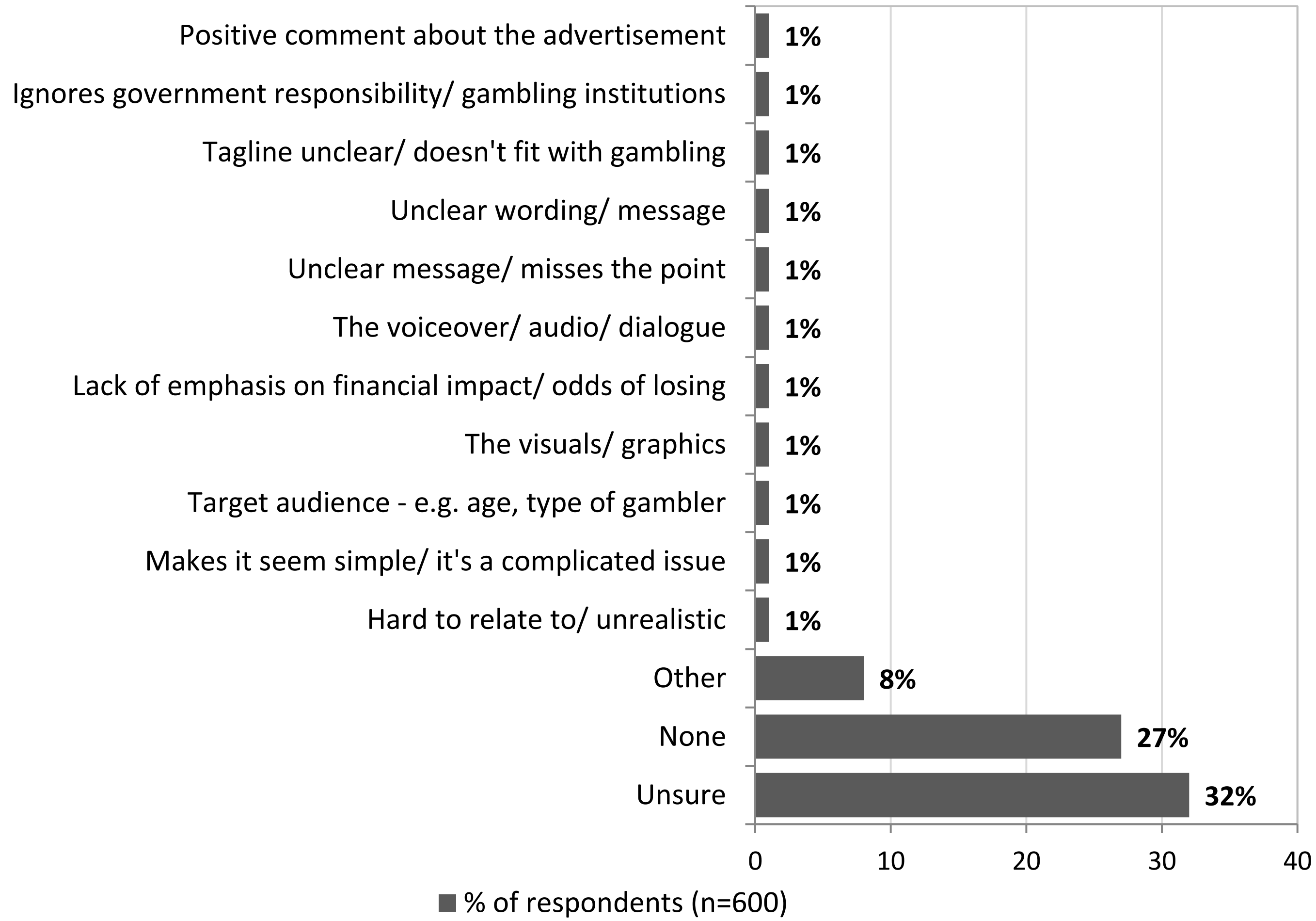
However, it is important to note that the responses, in each case, were given by a very small proportion of respondents of 5% or less; and that, therefore, they should be regarded as indicative rather than conclusive.

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

Q. What elements of the 'Give Change a Chance' campaign make the key messages unclear to you?

Elements Making the Key Campaign Messages Unclear (2)

Chart 23 (cont'd) – Elements Making the Key Campaign Messages Unclear (Percentage of all respondents)*



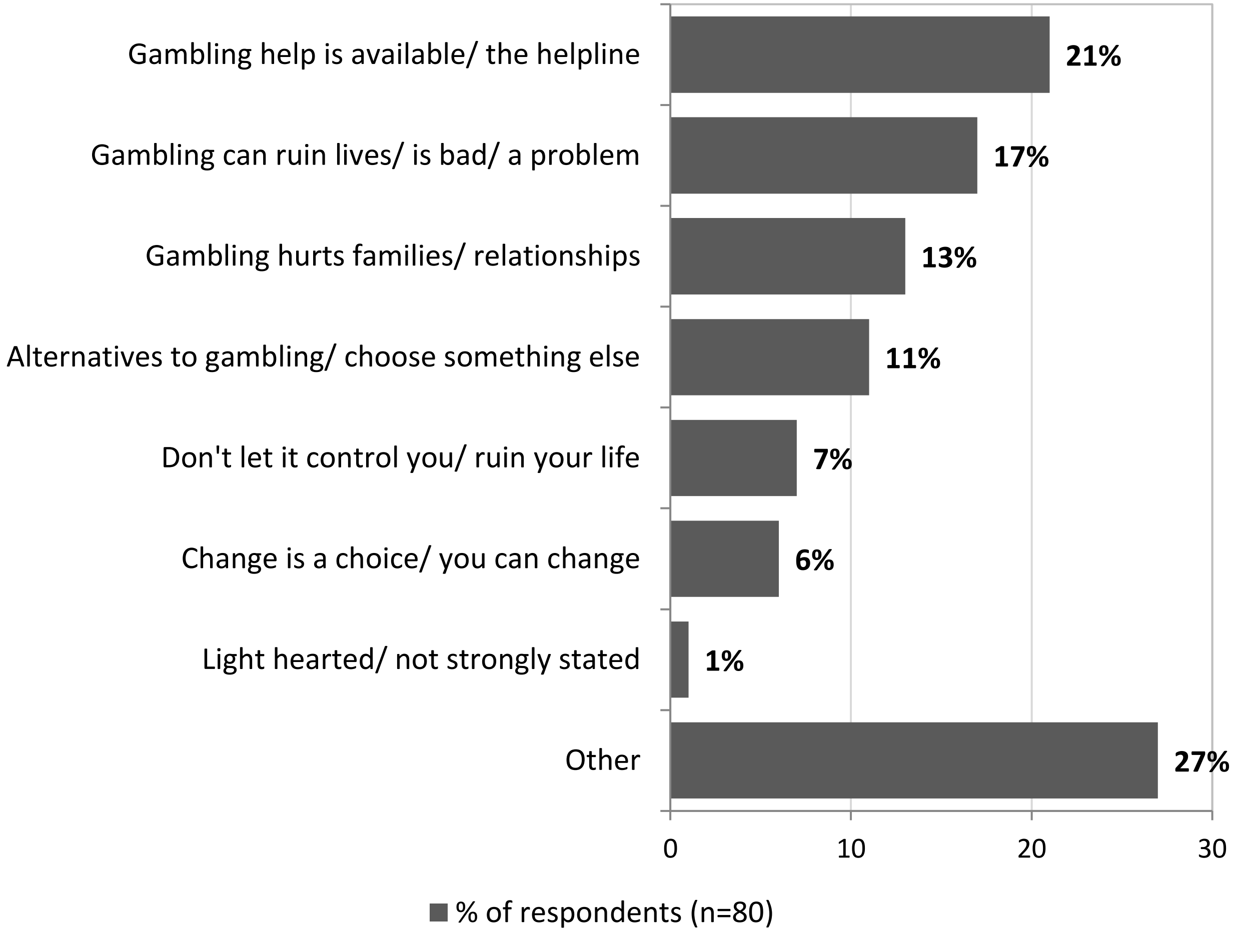
To be noted here was the large proportion of the sample (n=600) **who stated "none" or "unsure" (60% in total) as to elements that made the campaign's key messages unclear.**

Q. What elements of the 'Give Change a Chance' campaign make the key messages unclear to you?

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

Other Key Campaign Messages Communicated Clearly

Chart 24 – Other Key Campaign Messages Communicated Clearly (Percentage of respondents specifying other key messages)*



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

Of the total sample of respondents (n=600)**, 12% confirmed that there were "other" key messages of the 'Give Change a Chance' campaign that came through particularly clearly for them, while the remaining 88% did not feel this to be the case.**

Among the respondents specifying other key campaign messages that came through particularly clearly to them (n=80)**, the most frequent response was "gambling help is available/ the helpline" (21%).**

Further responses closely allied to the campaign's focus on 'change' were there are "alternatives to gambling/ choose something else" (11%), and "change is a choice/ you can change" (6%).

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

Q. Are there any other key messages of the 'Give Change a Chance' campaign that come through particularly clearly for you?
Q. What are these other key campaign messages?

Levels of Agreement with Specified Responses to the Campaign

Table 6 – Levels of Agreement with Specified Responses to the Campaign
(Percentage of all respondents, n=600)*

Key Messages	TOTAL AGREE %	Strongly agree %	Somewhat agree %	TOTAL DISAGREE %	Somewhat disagree %	Strongly disagree %	Unsure %
I believed the campaign	**73**	29	44	**14**	9	5	**13**
The campaign helped me understand that gambling to relieve stress can lead to negative consequences	**65**	26	39	**21**	11	10	**14**
The campaign made me feel concerned about gambling in general	**59**	19	40	**29**	21	8	**12**
The campaign made me feel concerned about online gambling	**58**	21	38	**29**	20	9	**12**
The campaign made me stop and think	**49**	10	39	**35**	22	12	**16**

Among the full sample of respondents (n=600)**, the statement eliciting the highest level of total agreement was "I believed the campaign" (73%). This was also the statement with which respondents were most likely to "strongly agree" (29%), followed closely by "the campaign helped me understand that gambling to relieve stress can lead to negative consequences" (26%).**

With respect to each of the remaining three statements, those agreeing at some level were also in the majority, albeit at lower totals. In the case of the statement "the campaign made me stop and think", the respondents were least likely to agree (49% in total) and most likely to disagree (35% in total).

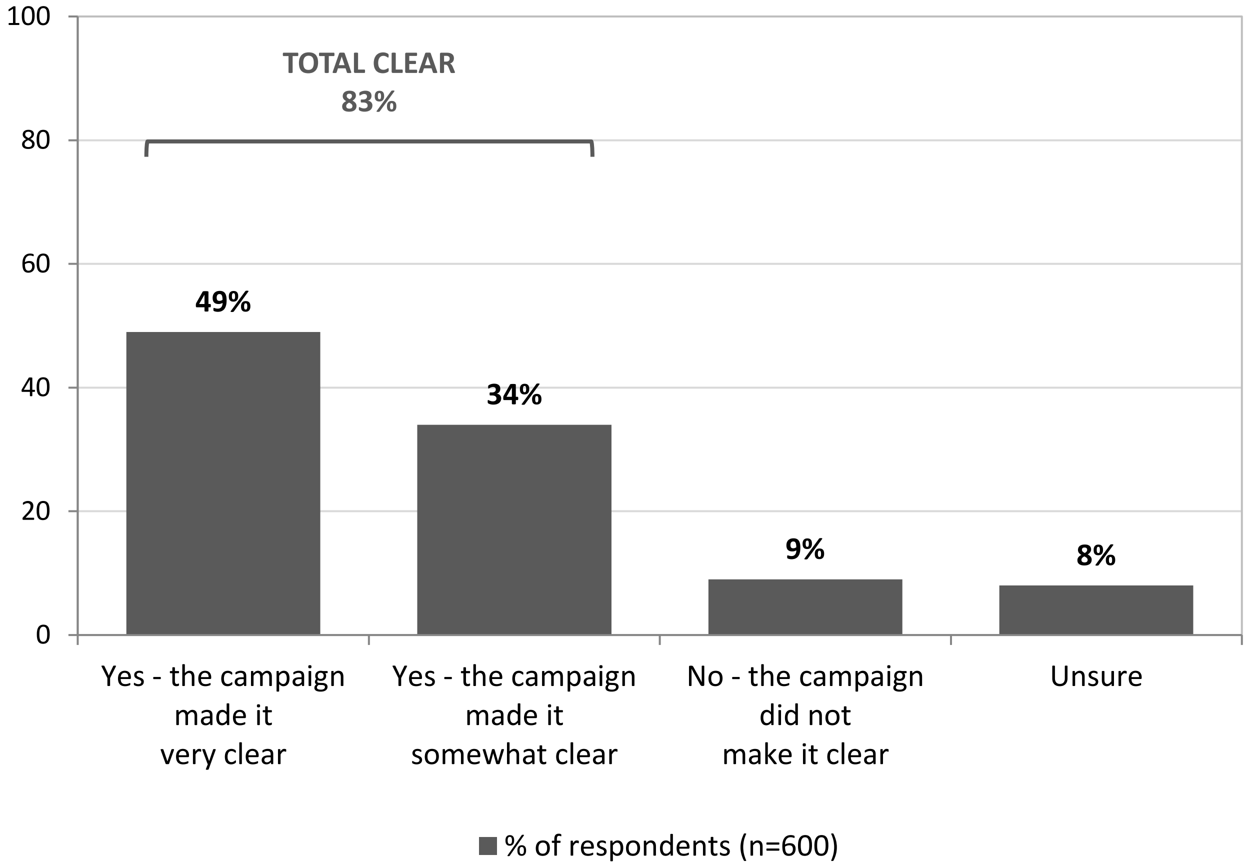
There were no significant findings to be noted on comparing the responses across the population subgroups.

*Percentages may not sum to 100 due to rounding.

Q. Here are some statements that others have made in response to the 'Give Change a Chance' campaign. Please indicate whether you agree or disagree with each statement.

Perceptions of the Clarity of the Campaign in Communicating the Sources of More Information

Chart 25 – Perceptions of the Clarity of the Campaign in Communicating that More Information Can be Found through the Gamblers Helpline or Know Your Odds Website (Percentage of all respondents)



Positively, the clear majority of all respondents (n=600) **stated "yes", that the campaign had made it clear to some degree that more information can be found through the Gamblers Helpline or through the Know Your Odds website (83%).**

Just 9% said "no", and a further 8% were "unsure'.

- Respondents aged 25 to 34 years were significantly more likely to state that **"yes"**, the campaign made it **"very clear"** (75%), compared to all age cohorts and particularly those aged 70 years and over (36%).

Q. Did the 'Give Change a Chance' campaign make it clear that more information can be found through the Gamblers Helpline or through the Know Your Odds website?

Section Eight

Impacts of the 'Give Change a Chance' Campaign on Participation in Online Gambling

Regular Online Gamblers

Actions Taken or Considered in Response to the Campaign

Table 7 – Actions Taken or Considered in Response to the Campaign
(Percentage of respondents classified as regular online gamblers, n=113)*

Actions	Yes – have taken this action	Yes – have considered this action	NO	UNSURE
A reduction in the amount of time I spend gambling online	12	15	66	8
A reduction in the amount of money I spend gambling online	10	15	70	5
Steps to get advice or help on my gambling	6	4	81	10
A visit to the Know Your Odds website to find more information	3	10	79	8
Discussion of my online gambling with others	3	4	86	7
A move from gambling online to other forms of gambling	2	7	81	10
Steps to get help by contacting the Gamblers Helpline	1	5	89	6

Of the sample of respondents classified as regular online gamblers (n=113)**, the most frequently confirmed action, either already taken or considered, in response to the 'Give Change a Chance' campaign was "a reduction in the amount of time I spend gambling online" (27% in total), followed by "a reduction in the amount of money I spend gambling online" (25% in total).**

A lesser impact was noted particularly with respect to taking "steps to get help by contacting the Gamblers Helpline", with 89% of the sample reporting they had not done or considered this.

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

*Percentages may not sum to 100 due to rounding.

Q. Have you taken, or are you considering, any of the following actions in response to the 'Give Change a Chance' campaign?

Reduction in the Frequency of Gambling Online in Response to the Campaign

Table 8 – Reduction in the Frequency of Gambling Online in Response to the Campaign
(Percentage of respondents classified as regular online gamblers, and having implemented or considered a reduction in the amount of time spent gambling online)*†

Respondents having implemented or considered a reduction in the amount of time spent gambling online (n=26)			
FREQUENCY	FREQUENCY INITIALLY %	FREQUENCY AFTER TAKING ACTION %	PERCENTAGE POINT CHANGE
Several times a day	6	-	↓6
Once a day	14	3	↓11
Several times a week	12	17	↑5
Once a week	27	16	↓11
Several times a fortnight	7	10	↑3
Once a fortnight	3	12	↑9
Several times a month	9	7	↓2
Once a month	15	17	↓2

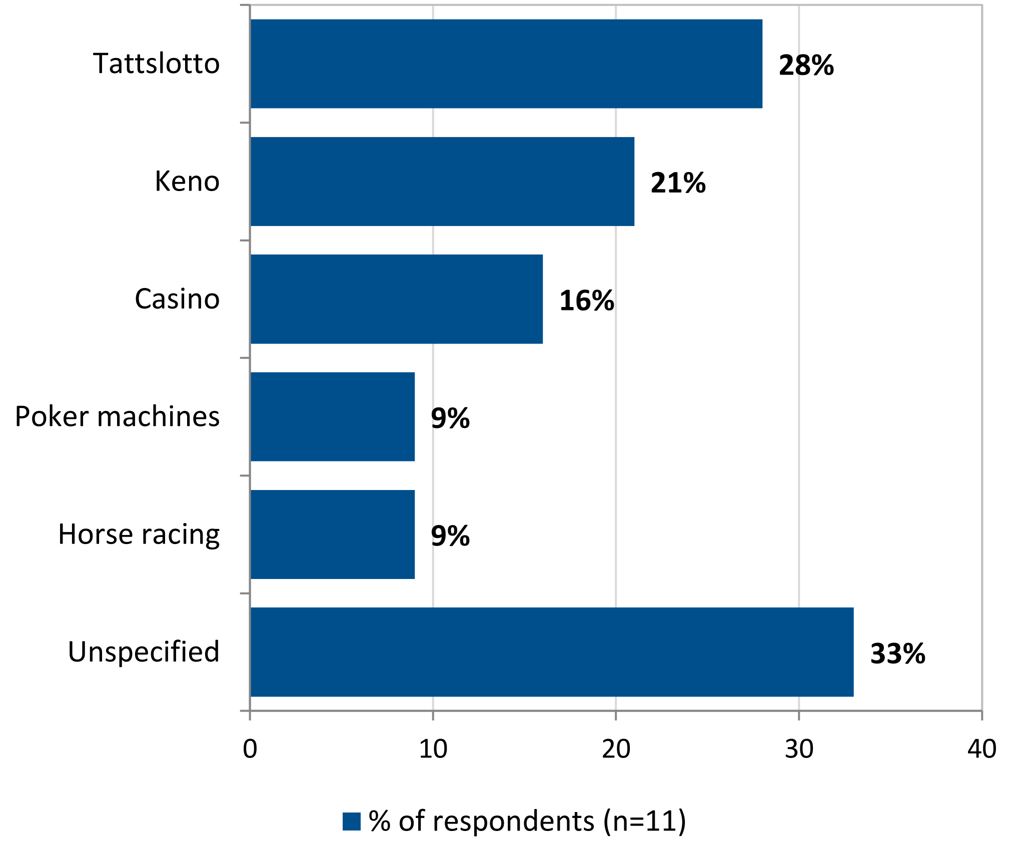
Whilst the results here should be regarded as indicative only, and interpreted with caution due to the small size of the sample (n=26 out of 113)**, it was worth noting the effect of the campaign particularly in reducing the frequency of what would be classified as "regular online gambling" – that is, at a rate of once a week or more often. A particular decrease was indicated in those gambling at the highest frequency of "several times a day" and "once a day", while a slight increase was noted in those gambling "several times a week".**

*Percentages do not sum to 100 due to those respondents nominating "other" frequencies (n=4 in total) not being included in this table.
†The tabled results here should be interpreted with caution due to the small size of the sample.

Q. Thinking about the reduced amount of time you spend gambling online in response to the 'Give Change a Chance' campaign, what would be the reduction in frequency?

Other Forms of Gambling Chosen or Considered Instead of Gambling Online

Chart 26 – Other Forms of Gambling Chosen or Considered Instead of Gambling Online (Percentage of respondents classified as regular online gamblers, and having implemented or considered a move from gambling online to other forms of gambling)*†



The sample of regular online gamblers who had moved to or considered other forms of gambling, instead of gambling online, was extremely small (n=11 out of 113)**, and no clear conclusions can be drawn from their responses.**

*Percentages do not sum to 100 due to multiple responses being possible.
†These results should be interpreted with extreme caution due to the very small size of the sample.

Q. Instead of gambling online, what other forms of gambling have you moved to, or are you considering moving to?

Other Actions Taken or Considered in Response to the Campaign

A very small 3% of the respondents classified as regular online gamblers (n=5 out of 113) **cited "other" actions that they had taken, or were considering, in response to the 'Give Change a Chance' campaign, other than the actions already specified in the survey.**

The "other" actions taken by these five respondents have been recorded verbatim below.

- *"Campaigning during the state election for candidates who support getting rid of pokies."*
- *"Deleted app."*
- *"Limited my time."*
- *"Only gamble for a bit of fun. If I can't afford it, I don't gamble. Not that I gamble that that much anyway, just footy tipping weekly and TasKeno probably once a fortnight."*
- *"Stopped gambling."*

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

Q. Are there any other actions you have taken, or are considering, in response to the 'Give Change a Chance' campaign? Please record these other actions.

Section Nine

Impacts of the ‘Give Change a Chance’ Campaign on Participation in Online Gambling

Potential Online Gamblers

Actions Considered in Response to the Campaign

Table 9 – Actions Considered in Response to the Campaign
(Percentage of respondents classified as potential online gamblers, n=92)*

Actions	YES	NO	UNSURE
Avoid online gambling	49	37	14
Visit the Know Your Odds website	37	41	22
Discuss online gambling with others	34	42	23
Seek advice or help on my gambling	32	47	20
Contact the Gamblers Helpline	24	59	17

Among the respondents classified as potential online gamblers (n=92), **close to one half confirmed that they would "avoid online gambling" in response to the 'Give Change a Chance' campaign (49%).**

As to the other specified responses, the respondents stating they would take the action tended to be in a lesser or greater minority.

In interpreting the results with respect to these other potential actions, the relatively substantial proportion of respondents saying they were "unsure" should be noted (ranging from 17% up to 22%).

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

*Percentages may not sum to 100 due to rounding.

Q. In thinking about participating in online gambling, which of the following actions would you take in response to the 'Give Change a Chance' campaign?

Tasmanian Government

Other Actions Considered in Response to the Campaign

A small sample of 8% of potential online gamblers (n=8 out of 92) **cited "other" actions that they were considering in response to the 'Give Change a Chance' campaign, other than the actions already specified in the survey.**

The "other" actions reported by these eight respondents have been recorded verbatim below.

- *"Campaigned against pokies in pub and clubs. Emailed the Tasmanian government protesting $65,000 a day being stolen from Glenorchy to go to a mainland business. Will vote Green."*
- *"Ensure those close to me don't require help."*
- *"I'd think more about the impact gambling has on others around me, particularly people who might enjoy more time with me and enjoy the benefit of more disposable income spent on shared family experiences instead of gambling."*
- *"Refer it to other people who have the issue, if I knew of any."*
- *"Remove screen time from certain occasions – e.g., in the bedroom."*
- *"Seeking help through friends."*
- *"Talk to friends and family in case any of them are having problems with gambling and need help."*
- *"Think about what I am doing."*

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

Q. Are there any other actions you would take in response to the 'Give Change a Chance' campaign? Please record these other actions.

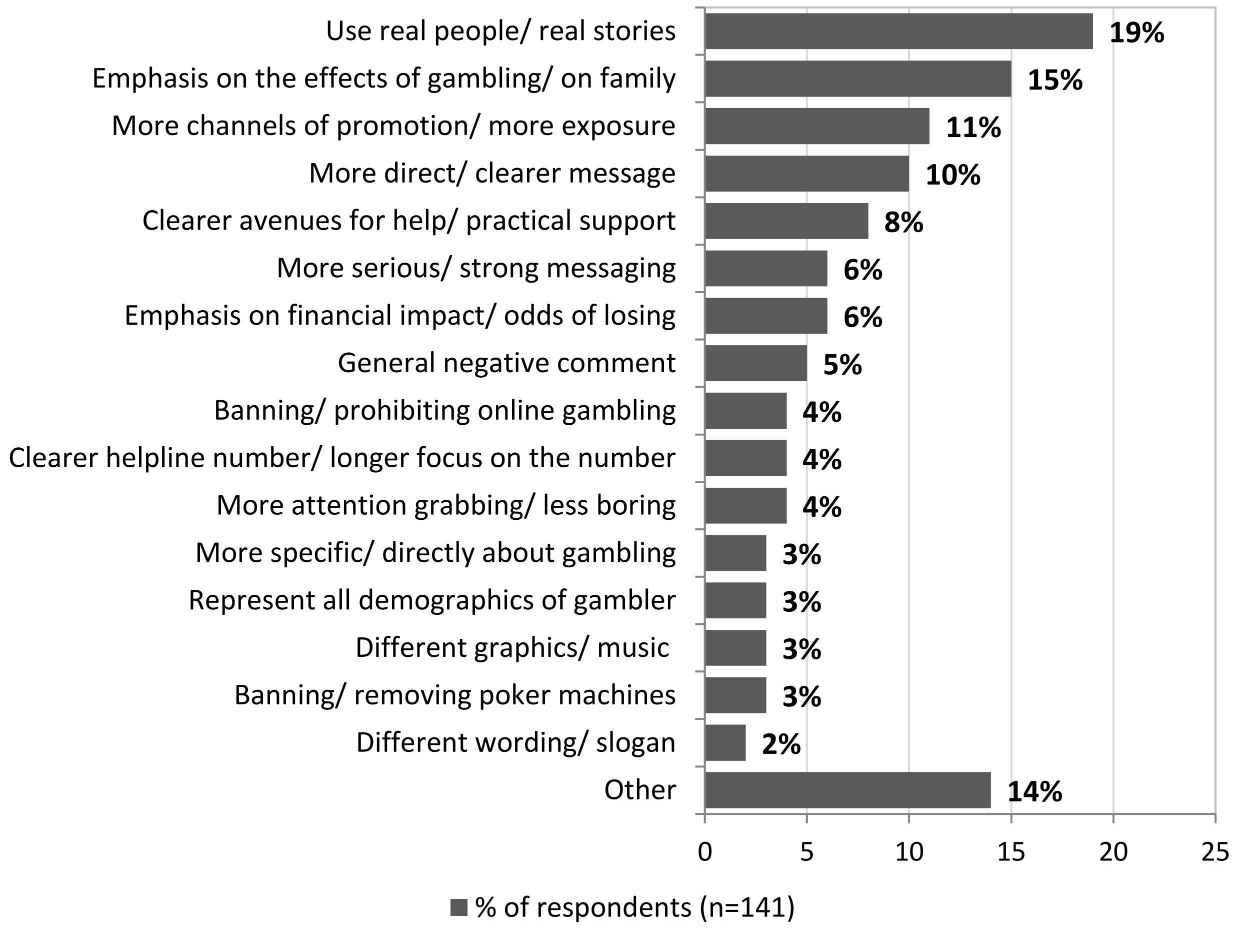
Section Ten

Suggestions for Improving the ‘Give Change a Chance’ Campaign and Additional Comments

Tasmanian Government

Suggestions for Improving the Campaign

Chart 27 – Suggestions for Improving the Campaign
(Percentage of respondents suggesting ways the campaign could be improved)*



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

Of the total sample of respondents (n=600)**, 21% felt there were ways the 'Give Change a Chance' campaign could be improved.**

Of the remainder, 22% said "no" and 57% remained "unsure".

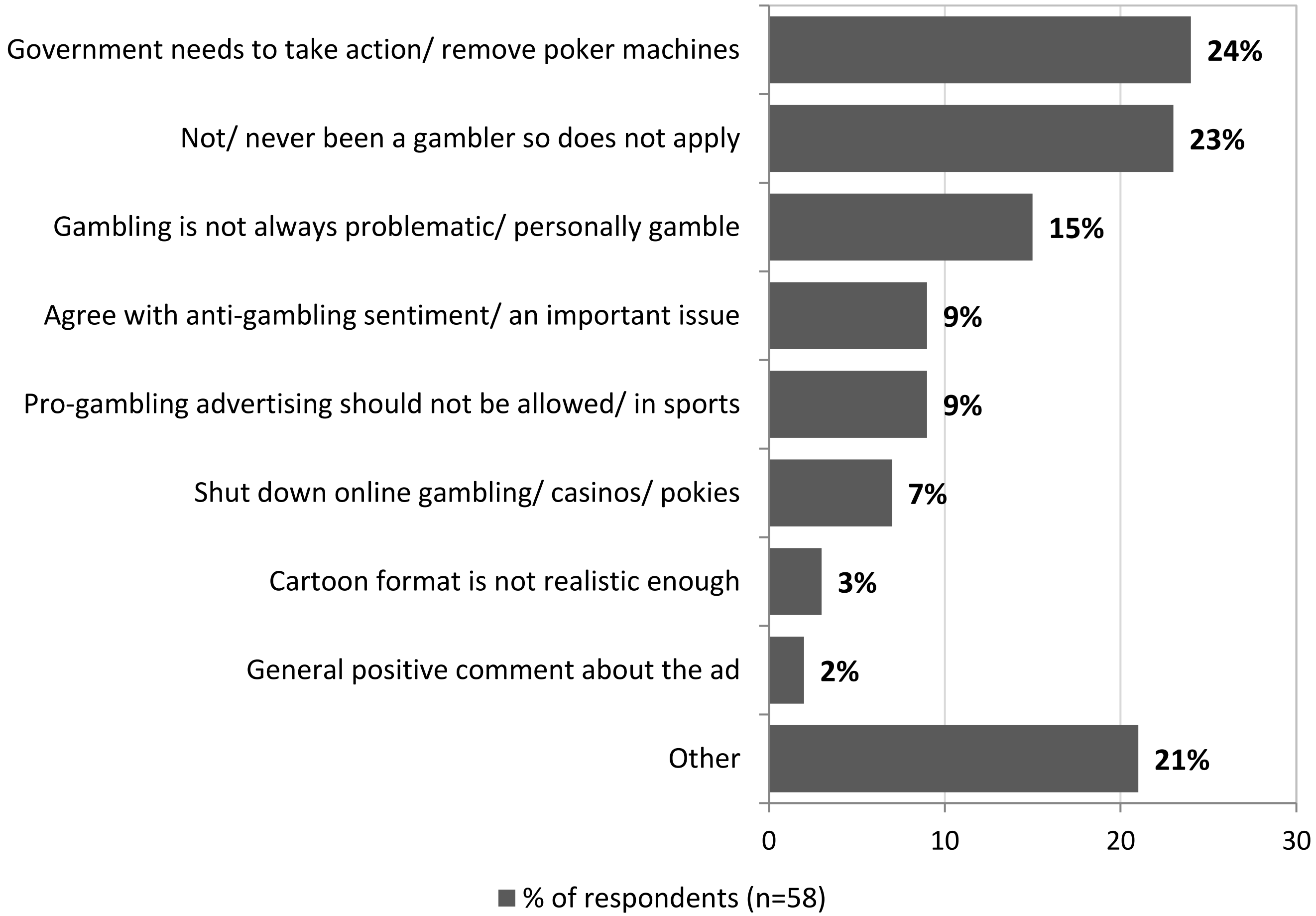
The most frequently suggested ways of improving the campaign among the sample providing definitive responses (n=141) **were "use real people/ real stories" (19%), and "emphasis on the effects of gambling/ on family" (15%).**

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

Q. Are there ways the 'Give Change a Chance' campaign could be improved?
Q. How could the campaign be improved?

Additional Comments

Chart 28 – Additional Comments
(Percentage of respondents providing an additional comment)*



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

Of the total sample of respondents (n=600)**, 9% chose to make further comments on the topics raised in the survey.**

The majority of the responses of those choosing to comment further (n=58) **centred on broader issues relating to gambling that were viewed as important.**

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

Q. Do you have any further comments you would like to make on the issues raised in this survey?
Please record your comments.