

# Weighing up the odds: young men, sports and betting

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# Weighing up the odds: young men, sports and betting

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# Glossary of terms

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Sports betting is a dynamic type of betting. As such, the associated terminology is also dynamic. While this glossary does not provide a comprehensive list of terms associated with sports betting or sports betting marketing and advertising, it aims to provide definition and context for the terms used within this report.

**Arbitrage bet offer**

A form of inducement that allows account holders to bet simultaneously on all possible outcomes of an event at odds that guarantee the account holder a win regardless of the outcome of the event. To do this, bettors take advantage of the different odds offered by different operators for the same event. Arbitrage bets are also known as 'sure bets', 'miracle bets', or 'sure wins'.

**Better odds for certain combined bets**

A form of inducement that incentivises multiple bets within one transaction or multibets (see below) on different events or different outcomes within one event by offering better odds than if account holders bet on one event or outcome alone. This encourages account holders to place a greater number of bets.

**Bettors**

Participants who reported having placed a bet on at least one sport, including horse or greyhound racing, during the previous 12 months.

**Click to call betting**

An app or browser feature that allows account holders to place bets during play ('in-play betting' that allows bets to be placed after the start of the event) using the app or browser to place a 'call' without requiring the bettor to speak to an operator. The *Interactive Gambling Act 2001* only allows bets to be placed during a live event via a telephone call. The 'click to call' function offered by sports betting operators aims to circumvent this by simulating a standard call by turning on device microphones.

**Fantasy sports**

Fantasy sports allow participants to construct a fantasy team of real-life professional athletes to compete against other people's fantasy teams. Teams are scored based on the real-life performance and statistics of those professional athletes within it, and the team with the most points at the end of the session wins. While sessions have traditionally been season-long, they may also be daily. Betting on fantasy sports is also gaining popularity.

**Fortnightly bettors**

Participants who reported having placed a bet at least once every two weeks on at least one sport, including horse and greyhound racing, during the previous 12 months.

**Happy hour**

A form of inducement that offers account holders specific promotions (such as credits and/or bonuses) for a specified period of time.

**Inducements**

Sales promotions that offer financial incentive, reward or benefit to persuade people to engage in gambling behaviour. These include offering bonuses, credit, rewards, and vouchers.

**Land-based venue**

A venue with access to automated betting terminals and/or bookmakers such as a dedicated TAB, a pub or club with TAB facilities, or a live sporting event with bookmakers (e.g., horse racing).

**Match your stake or deposit**

A form of inducement that offers free bets, credits, or bonuses to match the value of an account holder's stake or deposit. These can include sign-up bonuses that match the initial deposit of the account holder.

**Mobile betting bonus**

A form of inducement that offers bonuses, credit, rewards, or vouchers for betting using an app on a mobile device such as a mobile phone or tablet.

**Multibets**

Multibets involve combining multiple bets on the outcomes of multiple events within one bet in order to receive better odds. Due to the complexity of 'multis' the actual odds offered on each bet are difficult to calculate.

**Multibet offers**

A form of inducement that offer a refund, bonus bet, or cash-back for multibet 'near misses', i.e., where account holders choose the correct outcome of all but one event, to encourage people to place multibets.

**Non-bettors/Non-sports bettors**

Participants who reported not having placed a bet on any sport, including horse and greyhound racing, during the previous 12 months. Note, participants may have placed bets on other forms of gambling (e.g., poker, casino games, poker machines, fantasy sports).

**Occasional bettors**

Participants who reported having placed a bet less than once a week on any individual sport, including horse and greyhound racing, during the previous 12 months.

**Race betting**

Race betting involves betting on the outcome of a race (e.g., a horse race or greyhound race). Within this report, excluding the Background section, race betting is included as a form of sports betting unless otherwise explicitly stated.

**Race bettors**

People who participate in horse and/or greyhound race betting. Within this report, excluding the Background section, race bettors are included as sports bettors unless otherwise explicitly stated.

**Refer a friend offer**

A form of inducement that offers reward (usually in the form of bonus bets) to both the referrer and the friend. These are used to attract new customers, and multiple referrals are usually allowed.

**Sign-up bonus**

A form of inducement that offers reward for signing up to or opening a new betting account. These are used to attract new customers and can include offering bonuses, credit, rewards, or vouchers. Whilst it is illegal to promote these in Victoria and some other Australian states, many companies reportedly offer bonuses to new customers after they create their betting account.

**Sports betting**

Sports betting involves betting on the outcome of a sporting event (e.g., a sporting match) or contingencies that occur within larger events (e.g., scoring within a sporting match). Within this report, excluding the Background section, race betting (e.g., horse or greyhound racing) is included as a form of sports betting unless otherwise explicitly stated.

**Sports bettors**

People who participate in sports betting. Within this report, excluding the Background section, race bettors are included as sports bettors unless otherwise explicitly stated.

**Stake-back offer**

A form of inducement that offers account holders a refund or return on the wager of a losing bet. These offers tend to be offered for bets on events that are 'close calls'.

**Weekly bettors**

Participants who reported having placed a bet at least once a week on one or more individual sports, including horse and greyhound racing, during the previous 12 months.

## Executive summary

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### Background and aims

Research suggests that the gambling environment in Australia is changing. Sports betting participation has grown substantially in recent years and is emerging as a significant contributor to problem gambling, especially among younger adult males. The online accessibility of sports betting, as well as the saturation of advertisements, promotions and inducements in sports and sports-related media have arguably normalised sports betting in this country. Despite increasing community concern around these issues, little is known about young men's sports betting behaviours and the contexts in which they bet, or about the role of wagering marketing, social media and new technologies in influencing sports betting awareness and participation in this population group.

The Weighing up the Odds project aimed to:

1. Improve understanding of gambling motivations, attitudes and behaviours (and associated risk behaviours and experiences of negative consequences) among young men who watch or play sports that involve exposure to gambling;
2. Increase understanding of the role of sports betting advertising and new technologies in shaping gambling motivations, attitudes and behaviours among this group of young men; and
3. Inform future research and contributing to policy and practical responses.

### Research approach

Weighing up the Odds was a Victorian-based project employing a mixed-methods approach to meet the study aims and address the research questions. Each component of the research informed the concepts and questions for the subsequent components.

1. Semi-structured qualitative interviews were conducted from December 2015 to September 2016 with young men (aged 18–35), parents and sports administrators/ coaches involved in popular sports in Victoria (e.g., AFL, cricket), to explore how young men who are involved in sports view, experience and engage with sports betting.
2. A quantitative online survey of young men (aged 18–35) living in Victoria was conducted during November and December 2016 to examine young men's sports betting behaviours on a larger scale.
3. A key stakeholder forum was conducted in May 2017 with representatives from gambling research, policy and sports administration backgrounds to present early findings from the study and provide opportunities for discussion about appropriate research and policy responses.

## Key findings

### ***Participants***

- The young men who participated in the qualitative interviews ( $n = 25$ ) and online survey ( $n = 335$  bettors;  $n = 88$  non-bettors) had very similar demographic profiles.
- Their average age was around 25 years, most were employed either full-time or part-time, and many were university educated.
- The majority lived in metropolitan Melbourne and surrounds, and all were securely accommodated, either living with their parents, a partner or in a share house.
- A sample of sports administrators/coaches ( $n = 7$ ) and parents ( $n = 3$ ) was also interviewed to seek their views on sports betting and the role that sporting organisations can play in supporting members to make informed, healthy choices about betting. Sports administrators included Chief Executive Officers and Regional General Managers of Victorian sporting clubs and leagues.

### ***Sports betting involvement: all bettors***

- The average age of sports betting initiation was 18 years; however, one quarter (23%) of bettors reported being under 18 when they first placed a bet on sports.
- Bettors reported placing bets on six different sports (on average) during the previous 12 months; most commonly on Australian Football League (AFL), horse racing, English Premier League (EPL) soccer and National Basketball Association (NBA) basketball.
- The majority (75%) of participants who reported placing bets on sports during the past 12 months had also placed bets on horse and/or greyhound races during that time, and 92% of participants who had placed bets on races had also bet on one or more sports; meaning these populations were not mutually exclusive.
- The most frequently reported motivation to bet on sports was 'I enjoy a punt' (77%). Other motivations included: it makes watching sport more interesting, I have a lot of sports knowledge, I enjoy the social aspect, for the adrenaline rush, to get ahead financially, the easy access to betting, boredom, and the advertisements and promotions.
- Bets were typically placed online via a smartphone (61%) or computer/tablet/TV (18%), in a range of different locations including home (86%), licensed venue on smartphone (56%), licensed venue on self-serve terminal (49%) or at work, school or university (55%).
- On average, bettors reported that 60% of all bets were planned in advance of an event, 30% were placed on impulse prior to an event, and 10% were placed on impulse during an event.
- Betting was informed by a range of sources, including own knowledge (93%), face-to-face chats (59%), free tips from experts (57%), and online, text or telephone chats via social media platforms (e.g., Facebook and WhatsApp) with individuals (40%) or groups (39%).
- Most bettors (81%) reported having used at least one form of betting promotion in the past 12 months, most commonly sign-up bonuses (58%), multibets (49%), stake-back offers (44%) and match your stake or deposit (29%).
- Overall, two thirds of bettors (64%) reported having bet on sports while affected by alcohol during the previous 12 months; for half (51%) of those this led to spending more money or placing more bets than they otherwise would have done.

### ***Sports betting involvement: key differences by frequency of betting***

Survey participants were classified as “weekly bettors” (bet at least weekly on one or more individual sports;  $n = 170$ ) and “occasional bettors” (bet less than weekly on any individual sport;  $n = 165$ ). Key findings and differences by betting frequency are presented below:

<b>Past 12 months:</b>	<b>Occasional bettors</b>	<b>Weekly bettors</b>
# sports bet on (mean)	4 sports	9 sports
# online betting accounts	1.8 accounts	5.5 accounts
Average bet placed across all sports (\$ per day)	\$25	\$75
% of bets placed online via smartphone	54%	67%
% of bets placed at land-based venue	28%	12%
% used any wagering promotions	68%	93%
% who bet when affected by alcohol	55%	73%
% who bet on fantasy sports	16%	29%
% who bet on casino games	42%	61%
% classified as problem gambler (PGSI)	5%	25%

### ***Gambling-related harm and strategies to control betting***

- According to the PGSI, 15% of all bettors would be classified as “problem gamblers” and over 50% classified as at low or moderate risk; however, as noted above, there were differences between weekly and occasional bettors.
- The strategies most commonly reported to control the amount of time or money spent betting on sports were “monitor how much I spend on betting” (57%) and “set weekly spending limits” (45%).

### ***General health and wellbeing***

- Overall, participants were reported to be in good general health and their experience of psychological distress status did not differ between weekly and occasional bettors.

### ***Views on sports betting advertising and availability***

- Attitudes to sports betting advertising were mixed, but most young men, parents and sports administrators felt that there was an oversaturation of the market and that more regulation of sports betting advertising was needed.
- Similarly, most participants noted that sports betting was too easily accessible – especially for those who might be experiencing harm – with smartphones and online platforms facilitating 24-hour a day betting.

### ***The role of sporting clubs***

- All sports administrators believed that there was a role that sporting leagues and clubs should play in supporting their members to make informed healthy choices about their gambling.

## Discussion and future directions

Sports betting is a form of gambling that is receiving increasing attention from policy-makers, the media, the public and researchers alike. Findings from the Weighing up the Odds project suggest that sports betting has become normalised among young men who are regular participants and viewers of sport, often facilitated by widespread wagering marketing, offers of promotions and other inducements, 24-hour online access to betting, and informal and formal peer-betting networks. Participants commonly reported having multiple online betting accounts, betting on a range of different national and international sports and betting regularly. Many participants planned their betting in advance but unplanned betting was also reported to be common, especially when alcohol had been consumed. While most identified strategies for trying to control the amount of money or time they spent betting on sports, negative impacts on health and wellbeing related to sports betting were also reported.

### Future research priorities

Findings from this small-scale study point to a range of areas for further research, in order to improve understanding of the factors associated with growing sports betting participation and related harm in the community, including:

1. Expansion of the Weighing up the Odds project to include other Australian states and territories and other populations of interest, including young women and/or older adult participants.
2. Further in-depth analyses and research into key topics of interest or issues requiring further investigation. For example: i) What are the key cultural, contextual, socio-demographic and behavioural correlates of gambling-related harm (i.e., low risk, moderate risk or problem gambling as classified by the PGSI) among young male sports bettors? ii) How does alcohol and other drug consumption influence sports betting behaviour among young men and what impact does this have on their experience of gambling-related harm? iii) What is the relationship between sports betting and engagement in other gambling activities (e.g., emerging activities such as fantasy sports and e-sports, casino games, etc.), and what impact does this have on young men's experience of gambling-related harm?
3. Further prospective, longitudinal research with young male sports bettors to explore how sports betting behaviours and the experience of gambling-related harms change over time, and to improve understanding of the key drivers of these changes.

### Policy and public health responses

In addition, findings from this study could be used to inform a range of policy and practical initiatives in order to minimise the health, social and economic harms to affected individuals and communities, including the development and implementation of:

1. Gambling policy and regulation related to sports betting marketing and availability that seeks to minimise gambling-related harm in the community;
2. Innovative technology built into sports betting platforms that aims to minimise betting-related harm for individuals and deliver tailored and targeted health promotion messages;
3. Strategies to assist Victorian sporting organisations to phase out sponsorship arrangements with wagering operators and source alternative revenue streams;

4. Harm reduction programs for Victorian sporting organisations that seek to counter the normalisation of gambling in sport, and support members to make informed, healthy choices about sports betting and other gambling behaviours;
5. Information resources (for sports bettors, peers and families) regarding the identification and de-stigmatisation of gambling-related harm, and how to support and refer young men (and others) who may be experiencing harm related to their sports betting; and
6. Appropriate support and treatment services for young men (and others) who may be experiencing harm related to their sports betting.

# Background

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## Overview

Sports betting in Australia has grown substantially over the past two decades (Deloitte Touche Tohmatsu, 2012). It is the only form of gambling for which participation rates in Australia have increased during that time (Armstrong, Thomas & Abbott, 2017; Hing, Gainsbury et al., 2014), facilitated by intensive marketing and rapid growth in the availability and use of new technologies to place bets (Victorian Responsible Gambling Foundation [VRGF], 2013b, 2013c). At least half of all sports betting is now conducted online (Gordon and Chapman, 2014), with constant availability, convenience, privacy and numerous betting options seen as key advantages of the online mode (Hing, Gainsbury et al., 2014; Gainsbury et al., 2014).

Estimates suggest that between four and seven per cent of Australian adults now gamble on sport (Abbott, Stone, Billi, & Yeung, 2015; Sproston, Hing, & Palankay, 2012; Stevens, Thoss, & Barnes, 2017; The Social Research Centre, 2013), with approximately 570 thousand adults participating in sports betting in a typical month (Armstrong & Carroll, 2017). Single young men in their twenties and thirties who live in high income households are the subgroup most likely to engage in regular sports betting (Armstrong & Carroll, 2017). In 2014-15, \$7.2 billion was wagered and \$814 million lost on sports betting, representing 3.6% of the nation's gambling expenditure (Queensland Government Statistician's Office, 2016).

An increase in exposure to gambling advertising and opportunities to gamble are risk factors for the development of gambling problems, particularly among vulnerable groups in the community (Deloitte Touche Tohmatsu, 2012; Gainsbury et al., 2014). Australian treatment services report increasing numbers of people seeking help for sports betting-related problems, with young men the group most at risk (Purdie et al., 2011). Other factors associated with gambling problems include engagement in risky behaviours such as alcohol and other drug use, positive attitudes towards gambling, peer involvement in gambling, parental gambling behaviour, and mental health problems (Delfabbro, 2012; Gainsbury et al., 2014; Miller, 2014; Victorian Competition and Efficiency Commission [VCEC], 2012).

The changing gambling environment in Australia and the normalisation of sports betting among young men through exposure and marketing has led to increasing community concern and calls for a deeper and more comprehensive understanding of sports betting in this country.

## Sports betting involvement

Sports betting is a form of gambling that involves betting on the outcome of an event (e.g., a football game) or contingencies that occur within larger events (e.g., who will kick the first goal in a football game) (Hing, 2014; VRGF, 2013b). In Australia, the Australian Football League (AFL) and the Australian National Rugby League (NRL) attract approximately half of all sports betting revenue, and this turnover is only expected to increase (Thomas, 2014). Notably, sporting events from these codes provide substantial advertising opportunities for sports betting companies through sponsorship, endorsements, signage, broadcasting, commercials and televised live odds (Gordon & Chapman, 2014; Sproston, Hanley, Brook, Hing, & Gainsbury, 2015; Thomas, Lewis, McLeod, & Haycock, 2011).

## Sports betting participation rates

Sports betting is the only form of gambling for which participation rates have increased significantly in recent years (Armstrong, Thomas & Abbott, 2017; Hing, 2014); reportedly due to the simultaneous growth in the availability of online gambling technologies as well as intensive marketing and promotional strategies (Hing, 2014; VRGF, 2013a, 2013b).

The most recent Victorian gambling prevalence study estimated that approximately 5% of Victorians placed bets on sport during 2014, and a further 20% bet on racing (Hare, 2015). This is an increase in sports and race betting participation from the previous 2008 Victorian study, however, notable sex and age differences were found. For instance, overall, males were significantly more likely than females to report having participated in sports betting during the previous 12 months (8% and 2% respectively), and sports and events betting was more prevalent among 18–24 year olds (11%) and 25–34 year olds (8%), than among any other age group. For young Victorian men in these age groups, sports betting prevalence was estimated at 15% (aged 18–24) and 12% (aged 25–34), and race betting was estimated at 22% (aged 18–24) and 14% (25–34).

Other Victorian research has similarly found sports and race betting to be significantly more prevalent among young men and people aged under 45 (Abbott et al, 2015). Further, sports and race betting have been found to be particularly prevalent among people who are employed full-time, and live in households with an income of \$78,000 or more (The Social Research Centre, 2013). Another recent analysis of household data indicated that single young men in their twenties and thirties who live in high income households were most likely to engage in regular sports betting (Armstrong & Carroll, 2017).

In terms of frequency of betting, overall, just over 2% of the Victorian population were estimated to bet at least 'almost weekly' on races in 2014, while 0.8% were estimated bet at least 'almost weekly' on sports (Hare, 2015). Another study explored frequency of betting among past-year bettors, and found that 16% of past-year race bettors bet on racing at least once a fortnight, and 12% of past-year sports bettors bet on sports at least once a fortnight (The Social Research Centre, 2013).

Another emerging area of sports betting is fantasy sports betting. Fantasy sports allow participants to construct a fantasy team of real-life professional athletes to compete against other people's fantasy teams. Teams are scored based on the real-life performance and statistics of those professional athletes within it, and the team with the most points at the end of the session wins. While sessions have traditionally been season-long, they may also be daily. Participation and betting on fantasy sports is reportedly increasing around the western world (Martin & Nelson, 2014), and similar to traditional sports betting, men are significantly more likely to participate in and bet on fantasy sports than women (Martin & Nelson, 2014; Martin, Nelson, & Gallucci, 2016). Approximately 1.5 million Australians are reportedly involved in fantasy sports, largely in association with the AFL (Pickering, Blaszczyński, Hartmann, & Keen, 2016). Fantasy sports are increasingly being seen as a product of increasing convergence between sports participation and betting behaviours (Lopez-Gonzalez & Griffiths, 2016; Mahan III, Drayer, & Sparvero, 2012).

## Sports betting availability, modes and locations

Traditionally, sports betting has been conducted at live sporting or race events (e.g., at the racetrack) or in venues such as TAB outlets, including, more recently, pubs and clubs with these

facilities. With the development of online and smart technologies, wagering operators have moved to create an online market and gambling products have become exceedingly easy to access.

In the most recent Study of Gambling and Health in Victoria (the Victorian prevalence study), participants were asked about the locations in which they placed bets. In the sports betting cohort, half (52%) reported they had placed a bet online via the Internet, 45% reported having bet at a TAB outlet, and one quarter (24%) reported having bet at a pub or hotel. Less than 10% reported having bet over the telephone, at a club (such as an RSL club), racetrack, or at the state casino (Hare, 2015). Another study conducted by Gordon and Chapman (2014), similarly found that at least half of all sports betting is reportedly now conducted online, and it is believed that this popularity is largely due to the constant availability, convenience, privacy and numerous betting options available through this mode (Gainsbury et al., 2014; Hing, Gainsbury et al., 2014).

Increasingly, the mode of sports betting, including via online and traditional land-based venues, has been found to be significant in understanding gambling behaviours. Individuals who gamble online using the Internet are reportedly different from those who gamble in venues alone. A recent study comparing Internet and non-Internet gamblers found that Internet gamblers were typically younger, and more likely to bet on sports and to bet on a greater number of gambling activities overall (Gainsbury, Russell, Hing, Wood, & Blaszczynski, 2013). Similar findings arose from a study comparing Internet-only, land-based only and mixed-mode gamblers. This study found that both Internet-only and mixed-mode gamblers were more likely to report gambling frequently on sports and races, and to attribute gambling-related problems to these forms of gambling (Gainsbury, Russell et al., 2015).

Within online betting, the recent advent of apps for smartphones and other mobile devices has led betting companies to offer continuous and instantaneous betting on racing and other sports across the world. One recent Australian study found that gamblers who prefer gambling online using a mobile device were at greater risk of experiencing gambling-related problems than those who preferred to bet using computer (Gainsbury et al., 2016). While this evidence is limited, it does highlight the need for further research into the modes of betting behaviours and harms associated with these.

Traditionally, sports betting and race betting behaviours have been thought of as distinct, and therefore treated as separate. However, the introduction of more sophisticated betting technologies, including apps and websites as well as more recent technologies in land-based venues, now mean that access to both sports and race betting are facilitated via the same modes. That is, operators offer both sports and race betting side-by-side; currently, the cross-over between these behaviours is not well researched or understood.

## **Gambling-related harm**

The most recent Victorian gambling prevalence study found strong associations between sports betting participation and gambling problems. For instance, compared to non-problem gamblers, Hare (2015) found that gamblers experiencing problems were more than seven times more likely to bet on sports, and that sports betting among those with problems had increased significantly from 16% in 2008 to 45% in 2014.

It is young, male, online sports bettors who have been described as especially vulnerable to excessive or problematic sports gambling (Hing et al., 2017). Other factors associated with gambling problems among an online sample of over 600 Australian sports bettors included more frequent betting, higher expenditure, betting on multiple sports, watching sports more frequently,

betting by telephone, betting on impulse, and betting shortly before or during a sporting event (Hing, Russell, Vitartas et al., 2016). In addition, betting on fantasy sports for money has been found to be associated with harm. One study found that compared to people who participated in fantasy sports recreationally, men who participated for money were significantly more likely to experience gambling problems (Martin & Nelson, 2014).

Mode of betting participation also appears to play a role, with research indicating that online gambling has the potential to increase gambling problems (Gainsbury, Russell et al., 2015). A longitudinal study of Internet bettors in the United States found that gambling participation tended to peak shortly after subscription to online operators, prior to a decline in the number and size of bets shortly thereafter (LaPlante, Schumann, Labrie, & Shaffer, 2008). However, for more involved bettors, particularly those involved in live-action betting, this was not the case. For those groups bet numbers and sizes instead escalated following subscription to online operators, and were described as being indicative of problematic gambling (LaPlante et al., 2008).

Some research suggests that the intangibility of money within the online gambling environment may lead to greater gambling risk-taking. For example, qualitative interviews with Australian men aged 20–37 years found that using an app amplified the risks of gambling as they did not feel like they were gambling with “real money” (Deans, Thomas, Daube, & Derevensky, 2016). This, in turn, may be associated with greater economic harm among online sports wagerers; a small study of 112 adult male gamblers found that sports bettors experienced greater financial losses than either electronic gambling machine (EGM or poker machine) or poker gamblers, were more likely to have filed for bankruptcy, and were more likely to have borrowed money on the black market (Weinstein, Klein, & Dannon, 2015).

In addition, the ease, convenience and privacy afforded by online and app-based betting have also seemingly driven recent increases in participation and increased risk of harm (Gainsbury et al., 2014; Hing, Gainsbury et al., 2014).

## **Summary: sports betting involvement**

Sports betting has seen increasing levels of participation over recent years, in contrast to other forms of gambling. This has been particularly the case for young males, who are also more likely to participate in fantasy sports betting. There is still very limited knowledge about the characteristics associated with sports betting, although early evidence suggests sports gamblers bet both online and at land-based venues, and that those who are experiencing problems tend to be betting more intensively than others, and via online modes.

## **Sports betting marketing**

The marketing of sports betting, particularly online sports betting, has received significant research and media attention of late. Particularly prominent have been examinations of the content and techniques used by operators, as well as the impact of advertising and promotions on gambling attitudes, intentions and behaviours.

## **Promotional platforms and content**

A number of studies have been conducted to analyse the content and techniques used by sports betting operators in their marketing and promotion. Many of these studies have focused on advertising within Australian media environments. Australian-based operators have been found to use a range of platforms including traditional media, online media and social media.

## Traditional media

Traditional media outlets typically include television, radio and print media. A survey of 3,200 Australian respondents and an analysis of sports betting marketing exposure found one third (32%) of respondents to be classified as having experienced 'high' exposure via traditional media in the previous 12 months, and a further 58% were classified as having 'moderate' exposure (Sproston et al., 2015). Further, regular sports bettors (41%) and adolescents (48%) were more likely to have had high exposure to sports betting marketing via these mediums, as compared to the sample overall (Sproston et al., 2015).

While sports broadcasting has traditionally included advertising during breaks during play, signage at sporting fields, sponsorships, and live odds reported during play have presented new advertising opportunities for wagering companies. For example, a recent review of advertising used during the NRL State of Origin Series found that product marketing for gambling, alcohol and unhealthy food and beverages were embedded within match play through commentary, sporting equipment, and the sponsorship of special replays (Lindsay et al., 2013). Analysis of advertising during AFL matches found that similar marketing strategies were employed (Thomas, Lewis, Duong, & Mcleod, 2012), with additional strategies also used to encourage fans to bet during the game, and to align betting with the experience of the game. Another recent study found that 42% of adolescent participants could recall at least one gambling brand after watching televised sport, and that the most frequently recalled brands were sports betting operators (Hing, Vitartas, Lamont, & Fink, 2014).

While gambling operators now spend broadly on many forms of advertising, television advertisements remain the most popular (Sproston et al., 2015). These advertisements are primarily targeted at young men, and have been found to employ strategies such as appeals to mateship, gender stereotypes, sporting rituals, sexualised imagery, power and control, and patriotism (Deans, Thomas, Daube, Derevensky, & Gordon, 2016; Sproston et al., 2015). They are typically fast-paced and up-beat, and focus on outcomes such as winning, adventure and happiness (Deans, Thomas, Daube, Derevensky, & Gordon, 2016, Sproston et al., 2015). Responsible gambling messages during these forms of promotion are reported to be scarce (Thomas et al., 2012; Sproston et al., 2015).

Sports betting operators are also heavily engaged in the sponsorship of sporting teams, particularly from popular sporting codes such as the AFL and NRL (MacNiven, Kelly, & King, 2015; Bestman, Thomas, Randle, & Thomas, 2015; Hing, Vitartas et al., 2014; Hing, Russell, Lamont, Vitartas, 2017; Sproston et al., 2015). In Australia in 2015, Rugby Union ( $n = 16$ ) and AFL ( $n = 4$ ) teams reportedly had the highest numbers of alcohol and gambling product sponsorship (MacNiven et al., 2015). These sponsorship arrangements often result in sports betting branding on the jumpers and jerseys of popular sporting teams, which promotes recall and brand association. A recent study of children aged 5–12 years found that 77% could correctly identify at least one shirt sponsor for popular AFL and NRL teams (Bestman et al., 2015).

## Online and social media

Almost all gambling operators, whether online or terrestrial, now have an online presence through websites and social media. Online media reportedly use similar approaches to traditional media sources in their appeals to young men, infrequent promotion of responsible gambling (Hing, Sproston, Brook, & Brading, 2016) and the promotion of other harmful products (Deans, Thomas, Daube, Derevensky, & Gordon, 2016, Sproston et al., 2015). In addition, an analysis of the content of gambling operator websites found that specific inducements were often used, including sign-up offers, refer-a-friend offers, happy hours, mobile betting bonuses, multi-bet offers, refund/stake-

back offers, matching stakes/deposits, winnings paid for “close calls”, bonus or better odds, bonus or better winnings, competitions, reduced commission, free bets to selected punters, and cash rebates (Hing, Sproston et al., 2016).

While still an emerging promotional platform, social media sites such as Facebook, Twitter, YouTube and Google+ are providing increased opportunities for sports betting advertising (Gainsbury, King et al., 2015). Recent studies have described sports betting companies as “avid social media users” (Sproston et al., 2015) who regularly use social media to promote their brand and engage with customers (Gainsbury, King et al., 2015). Facebook and Twitter are reportedly the most utilised social media sites by Australian gambling operators, and posts on these platforms scarcely include responsible gambling messages (Gainsbury, King et al., 2015, Gainsbury, Delfabbro, King, & Hing, 2015). Age restrictions on social media advertising do not appear to be effective in preventing adolescents from viewing and engaging with gambling operators through these platforms (Gainsbury, King et al., 2015).

While online betting providers have been shown to have the most prominent social media presence (Gainsbury, Delfabbro et al., 2015), venue-based operators, such as casinos, hotels and the TAB, also have a social media presence. However, it has been found that venue-based and online operators use social media differently. While venues encourage venue visitation in their posts, online operators promote their brand and customer engagement, and include content such as sporting news and product promotion (Gainsbury, King et al., 2015). Gainsbury, Delfabbro et al. (2015) have suggested that the inclusion of this content frames gambling positively and emphasises winning with the intent of normalising and promoting gambling. While gambling operators have claimed that they do not use social media to encourage users to gamble, social media users perceive this differently (Gainsbury, King et al., 2015). A recent survey of social media user respondents found that 41% reported having seen gambling promotions and two-thirds of respondents thought there were too many of these promotions on social media (Gainsbury, King et al., 2015).

## **Impact of advertising and promotions**

Evidence suggests that sports betting advertising and promotions are prolific across all forms of media, and that this promotional content targets young men in particular. What is less clear is the impact of these advertisements on sports betting attitudes, intentions and behaviours.

### **Normalisation and betting intentions**

Sports betting advertising and promotions can normalise sports betting and embed it within sports experiences and rituals. Researchers have previously described this as a saturation of the market (Deans, Thomas, Daube, & Derevensky, 2017), with a plethora of promotions on offer (Hing et al., 2017).

A recent study of children’s and their parents’ attitudes towards sports wagering found that 75% of children and 90% of adults perceived that sports betting was becoming a normal part of sport (Pitt, Thomas, Bestman, Stoneham, & Daube, 2016). Another study conducted with men aged 20–37 years found that participants perceived that sports betting products were normalised through a range of mediums, including advertising through sports commentary and programming (Deans et al., 2017). Further, it has been noted that these advertisements are also often used in environments that have not been specifically designed for betting, such as within sports commentary or programming (Pitt, Thomas, Bestman et al., 2016; Deans et al., 2017).

There is some agreement that sports betting brands and promotions have persuasive appeal that leads to positive attitudes towards them (Hing et al., 2017). In particular, embedded promotions and the use of athletes in gambling promotions are reportedly seen by adolescents to align sports and betting and foster positive attitudes towards gambling (Pitt, Thomas, & Bestman, 2016). These positive attitudes, along with male gender, more frequent exposure to promotions, social norms, previous sports betting participation and higher problem gambling severity, have been found to be the strongest predictors of sports betting intentions (Hing, Vitartas et al., 2014; Hing, Lamont, Vitartas, & Fink, 2015b; Sproston et al., 2015), and have been linked with excessive gambling among sports bettors (Hing et al., 2017). There is also a concern that this saturation of marketing is likely to have the greatest effect on young men (Sproston et al., 2015; Hing et al., 2017).

A recent Australian survey found that people classified as 'problem' and 'moderate risk' gamblers had the highest exposure to sports betting marketing when compared to other gambling risk groups and non-gamblers (Sproston et al., 2015). Within this, a report from The Guardian (2017) recently revealed that gambling companies often target these highest risk gamblers and ex-gamblers in their marketing strategies. It has been found that 'problem gamblers' had the highest approval levels for sports-embedded gambling promotions (Hing, Lamont, Vitartas, & Fink, 2015a). Furthermore, 'problem gamblers' reportedly found these promotions to be most encouraging or appealing (Hing et al., 2015a; Hanss, Mentzoni, Griffiths, & Pallesen, 2015). These differences between gambler risk groups were found to be maintained even after differences in advertising exposure were accounted for (Hanss et al., 2015).

### **Effect of marketing strategies on betting behaviour**

A number of studies have found gambling industry marketing strategies effective in increasing gambling behaviour. For example, a recent qualitative study conducted with young men reported that they believed industry inducements were effective in getting young men to bet on sports, made young men feel like they had greater control over betting outcomes, and motivated them to sign up with multiple betting operators (Deans et al., 2017). A nationally representative survey of the impacts of gambling advertising on awareness of advertising, knowledge about gambling options and providers, and involvement in gambling (attitudes, interest and behaviour) in Norway found that men and younger people were most likely to report that advertising had an effect on their gambling involvement and knowledge (Hanss et al., 2015). Interestingly, while younger gamblers were reported to be more influenced by advertising than older gamblers, they were found to have a lower awareness of gambling advertising (Hanss et al., 2015). This is in line with another study that include qualitative focus groups and found that while people believed that sports betting marketing would affect others' betting habits, it would not affect their own (Sproston et al., 2015).

An online survey with a representative Australian sample found that 76% of adults and 75% of adolescents reported that social media promotions by sports betting companies had no impact on how much they gambled (Gainsbury et al., 2015b). Despite this, 11% of respondents believed social media promotions had increased their gambling, while 34% of younger respondents who were classified as at some risk of gambling problems reported that social media promotions had increased their gambling problems (Gainsbury, King et al., 2015). Gamblers experiencing problems have also been found to be most likely to report that exposure to sports betting promotions have maintained or worsened their gambling behaviours (Hing et al., 2015b). A recent study conducted by Hing and colleagues found that the higher someone's problem gambling severity, the more likely they were to report that marketing had a negative impact on their behaviour (Hing et al., 2017). However, these studies have a number of methodological limitations that restrict our ability to assess the strength of association between marketing exposure and behavioural outcomes.

Parents have indicated that another impact of marketing messages on adolescents is the addition of wagering and odds discussions within adolescents' conversations about sporting matches (Pitt, Thomas, & Bestman, 2016). Promotional techniques have also been noted to have effects on mood and affective/emotional responses (Lamont, Hing, & Vitartas, 2015).

### **Summary: sports betting marketing and impacts on behaviour**

Both traditional and newer forms of media are used to promote sports betting. Studies have found a generally high level of exposure to sports betting marketing in the community, in particular for regular bettors and adolescents. This marketing is often embedded within match play through the use of commentary, sporting equipment and sponsorship. Of particular concern, marketing exposure has been found to affect adolescents and children (Pitt, Thomas, & Bestman, 2016; Pitt, Thomas, Bestman et al., 2016), with studies showing that substantial proportions of adolescents recall sports betting brands after watching televised sports (Hing, Vitartas et al., 2014) and that children can recognise gambling sponsors for popular sporting teams (Bestman et al., 2015).

While television advertising remains a prominent medium for marketing sports betting, online and social media platforms are increasingly being used. Social media in particular is used to promote brands and engage with customers. Both traditional and the newer online mediums typically target young males and both appear to lack responsible gambling messaging. Young men and those with gambling problems are thought to be particularly vulnerable to the appeal of promotions which have been shown to normalise gambling as part of sport and encourage a positive attitude towards gambling. In both traditional and online environments, gambling advertising is increasingly being included alongside the marketing of other products such as alcohol and fast food.

## **Gaps in knowledge**

The changing gambling environment in Australia and the normalisation of sports betting among young men in particular has led to increasing community concern and calls for more accurate, comprehensive and timely information on sports betting in Australia. For example, in 2013, the Australian Joint Select Committee on Gambling Reform launched an inquiry into the advertising and promotion of gambling services in sport in response to considerable community concern around the pervasive nature of sports betting promotion in Australia and the effect on the gambling attitudes and behaviours of some population subgroups, including young men and children (Deloitte Touche Tohmatsu, 2012; Hing, 2014). Around the same time, the Victorian Government directed the Victorian Competition and Efficiency Commission to conduct an inquiry into the social and economic costs of problem gambling in this state (Lindsay et al., 2013).

This increased attention and interest has led to increased knowledge in terms of who is most likely to bet on sports and who is most at risk of problematic sports betting: namely, young men. However, the characteristics of these young male sports bettors are somewhat in contention. For example, levels of education and employment status are somewhat disputed (Armstrong & Carroll, 2017; Hing, Russell, Tolchard, & Nower, 2016; Moore et al., 2013; The Social Research Centre, 2013). Further, while social contexts and social norms have been highlighted as predictors of gambling intention (Hing, Vitartas et al., 2014; Hing et al., 2015b; Sproston et al., 2015), the ways these factors influence sports betting, including the social motivations and betting with peers are less well explored.

In addition, very little is known about the wider context for young men's sports betting behaviours. While research has compared Internet-only, land-based only and multimodal gamblers (LaPlante et al., 2008; Gainsbury et al., 2013); we know little about the location and characteristics of this

betting within these modes (e.g., whether young men use smartphone apps or computers; whether they bet at home, at venues or elsewhere). Other characteristics such as bet frequency, timing, spend, and the influence of impulsivity are also relatively unknown in relation to sports betting in this population, as is the cross-over between sports betting and race betting behaviours.

Another under-researched area is the simultaneous consumption of alcohol and gambling. Sports betting is an activity often conducted in licensed venues, sports betting marketing often occurs in conjunction with alcohol marketing, and young men are high consumers of alcohol. It is therefore important to understand how alcohol consumption impacts betting behaviours in this population in order to tailor appropriate responses.

Despite recent research that has shed light on the tactics used by betting companies to promote their products and target young men, this knowledge is still limited in terms of the impact on the betting behaviours of young men. Similar to alcohol advertising, and historically tobacco, gambling advertisements and promotions have been the centre of much political debate in recent years. In particular, the potential effects of exposure to gambling for young people through saturation advertising during sporting matches and the announcement of live odds during play have been subject to public scrutiny. This community-wide concern expedites the need to improve understanding of the effects of these advertisements and promotions on gambling behaviours.

The Weighing up the Odds project contributes much-needed evidence to address these research gaps and to inform policy and practice in the area of sports betting. In particular, this project will inform the development of early interventions and education and harm reduction initiatives for young men who bet on sports, and will be of benefit to service providers, policy-makers and researchers alike.

## Key research aims

This research aimed to:

1. Improve understanding of gambling motivations, attitudes and behaviours (and associated risk behaviours and experiences of negative consequences) among young men who are regular participants and viewers of sports that involve exposure to gambling;
2. Increase understanding of the role of sports betting advertising and new technologies in shaping gambling motivations, attitudes and behaviours among this group of young men; and
3. Inform future research and contribute to policy and practical responses.

## Key research questions

In order to realise these aims, the research questions were as follows:

1. What are young men's attitudes to sports betting and sports betting advertising? What are the views of parents and sports administrators/coaches?
2. What is the role of social media and new technologies (e.g., mobile apps) in influencing sports betting awareness and participation? How does this changing gambling environment and the normalisation of sports betting affect young men, their peers and sporting communities?
3. What are the patterns and correlates of sports betting among young men who watch or play sports that involve exposure to gambling? What influence do friends and family have

on gambling behaviour? What is the relationship between sports betting and alcohol consumption/other potentially risky behaviours?

4. Is there evidence of gambling-related harm among young males who engage in sports betting? What socio-demographic and behavioural factors are associated with these harms?
5. How do we respond more effectively to increasing sports betting participation (and experience of harm) among young men in order to improve the health, social and economic outcomes for affected individuals, their peers and their sporting communities?

# Approach

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## Research approach

The approach taken to this research was a sequential mixed-methods approach, comprising three core components to meet the study aims and address the research questions. Each component of the research informed the concepts and questions for the subsequent components.

1. **Semi-structured qualitative interviews** were conducted with young men, parents and sports administrators/coaches involved in popular sports in Victoria (e.g., AFL, soccer, cricket). The interviews explored how young men who are involved in sports view, experience and engage with sports betting, and examined the role that sporting clubs can play in supporting young men to make informed healthy choices about gambling.
2. A **quantitative online survey** of young men in Victoria was conducted to examine young men's sports betting attitudes, motivations and behaviours on a larger scale, and to explore risk reduction strategies and gambling-related problems in this group.
3. A **forum for key stakeholders** was conducted to raise awareness of young men's sports betting motivations, attitudes and behaviours, and to provide opportunities for discussion and debate about appropriate research and policy responses based on the research findings.

The methods adopted for each of these components are described in greater detail below.

### 1. Semi-structured qualitative interviews

#### Participants and recruitment

Participants were young men aged 18–35 years ( $n = 25$ ), parents of young men ( $n = 3$ ) and sports administrators and/or coaches working with young men ( $n = 7$ ). Participants were recruited from sports settings with high levels of gambling promotion in Victoria (e.g., AFL, cricket and soccer) and were purposefully sampled from both summer and winter sports. Identification of potential participants was based on the networks of the project team, via advertisements/flyers circulated to key sporting clubs, through referrals from the VRGF's partnerships with sporting clubs, and through other key stakeholders in the field. In addition, advertising via online classified advertisements (Gumtree) was used to recruit participants. A copy of the interview recruitment materials is included in Appendix 1.

Participation eligibility criteria were identified for the three key participant groups. Young men were eligible to participate if they were aged 18–35 years and lived in Victoria. Parents were eligible to participate if they had a son aged between 18 and 35 years living in Victoria. Sports administrators and coaches were eligible to participate if they worked or volunteered in one of the key sports settings identified previously (i.e., AFL, cricket, soccer). Sports administrators were recruited to provide their views on sports betting as representatives of the Victorian sporting community. Administrators were recruited from metropolitan and regional areas and included Chief Executive Officers and Regional General Managers of Victorian sporting clubs and leagues.

## Interview development and procedure

The qualitative interview phase was conducted from December 2015 to September 2016. Initial contact with participants was made via telephone or email at the initiation of participants. Following this, the researcher arranged a suitable time (and location if conducting a face-to-face interview) with the participant to complete the interview. Prior to the interview, the researcher introduced the study to participants and described the background, aims and proposed methodology. A Plain Language Statement (Appendix 2) was provided to all participants and informed oral consent was obtained at the commencement of the interview. Interviews took approximately 30–45 minutes and were conducted face-to-face where possible, or via telephone.

The semi-structured interview guides were informed by published academic and grey literature, as well as through consultation with colleagues at the Australian Gambling Research Centre (AGRC). This research explored how participants view gambling promotion in sport and the role of social media, captured information on sports betting behaviours and the contexts in which betting occurs (e.g., via mobile apps, with peers, with family, while engaging in other risk behaviours such as risky alcohol consumption), and examined the ways in which sporting clubs can support young men to make informed healthy choices about gambling in a changing gambling environment. Copies of the semi-structured interview guides are included in Appendix 3.

Interviews were audio-recorded and professionally transcribed, and identifying information was removed from transcripts prior to storage. All qualitative data were password protected and stored on a secure network drive at the Australian Institute of Family Studies (AIFS) to ensure only the investigators have access to these files. Participants were offered reimbursement of AU\$50 (in store voucher form) for their time and out-of-pocket expenses associated with their participation.

## Data analysis

Data analysis was primarily conducted by the lead researcher. All transcripts were read in full and Microsoft Excel was used to facilitate the thematic coding and analysis of the interview data. The key research domains explored during the interviews provided the initial coding framework for data analysis. Additional codes were developed as they emerged from the interview data. The themes emerging from the interview data were used to shape the content of the online survey, including the questions asked and response options offered. As such, the interview data are presented alongside the survey data within this report.

## 2. Online survey

The online survey provided an opportunity to investigate key findings from the qualitative interviews with a much larger, geographically spread population. In doing so, this survey provides the first epidemiological data on sports betting behaviours and correlates among young men living in metropolitan and regional Victoria.

## Participants and recruitment

Online survey participants were young men aged 18–35 years living in Victoria ( $n = 423$ ). Recruitment of these participants included a broad-based strategy facilitated by: online paid advertisements on social media platforms (e.g., paid advertisements on Facebook, Twitter, Gumtree and Google AdWords); researcher posts on social media (i.e., posts using existing social

networks such as researchers' own networks, "Buy Swap Sell" groups, and "Stalkerspace" groups<sup>1</sup> on Facebook); and distribution of electronic advertisements/flyers circulated via existing mailing lists and e-alerts (e.g., the AGRC mailing list). While the eligibility criteria did not require regular engagement with sports (playing, coaching or watching sports), the recruitment advertisements included text and images designed to attract this cohort. A copy of these materials is included in Appendix 4.

## Survey development and administration

The survey was available for completion for a six-week period from 15 November to 31 December 2016.

The questions included in the online survey were informed by a review of the literature and findings that emerged from the qualitative interviews. These included key demographic characteristics, sports participation, sports betting behaviours, use of promotions and bonuses, drinking and betting behaviours, participation in other forms of gambling, methods employed to maintain control over gambling, general health and wellbeing, and overall views on sports betting and sports betting advertising. For the purpose of this study, we included race betting (horse and greyhounds) as a form of sports betting, unless otherwise explicitly described.

The survey also included the Problem Gambling Severity Index (PGSI), the Alcohol Use Disorders Identification Test (AUDIT-C), and the Kessler Psychological Distress Scale (K6) measures. The survey captured behaviours during the previous 12 months (in order to capture interest/engagement in both summer and winter sports). Three eligibility-screening questions (age, sex and Victorian residence) were included at the start of the survey. The complete online survey, including the Plain Language Statement, is included in Appendix 5.

The survey was developed using LimeSurvey software and hosted on the AGRC website. All data collected were extracted from LimeSurvey, password protected and stored on a secure network drive at AIFS to ensure only the investigators had access to these files.

As compensation for time and effort, online survey participants had the opportunity to receive one of five randomly allocated \$200 gift vouchers. Gift vouchers were awarded to five randomly selected participants in February 2017. Participants who chose to enter the draw provided their first name, mobile phone number and/or email address. This information was stored separately to the survey data in a password-protected database to maintain confidentiality. The survey data do not contain personal identifiers.

## Data analysis

Quantitative survey data were exported for analysis from LimeSurvey to the data analysis software package Stata v14.2. Of the 614 participants who commenced the survey, 423 met the eligibility criteria and completed the gambling participation and PGSI components, and were therefore included in the final sample. Participants were first divided into two categories – non-bettors and bettors – based on whether they self-reported sports betting (including race betting) during the previous 12 months. Those who reported betting on any sports were then classified into one of two

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<sup>1</sup> Stalkerspace groups are university-specific, student-run social groups on Facebook for past and current students of the university. These groups are informal, and are not affiliated with official university unions, clubs or societies. Stalkerspace groups are often used similarly to "Buy Swap Sell" groups, and are increasingly used in the recruitment of student populations for research projects.

groups based on their reported frequency of betting: occasional bettors (reported betting less than once a week on any individual sport) and weekly bettors (reported betting at least once a week on one or more individual sports). This report presents descriptive statistics, such as means and percentage distributions, with chi-squared and simple *t*-tests used as appropriate to examine the correlates of regular sports betting among young men. Tables are based on the responding sample for each individual question (i.e., item non-response is excluded), and as such baseline numbers may vary slightly between tables.

### **3. Key stakeholder forum**

Findings from the first two phases of the project were synthesised and presented at a key stakeholder forum, convened by the AGRC at AIFS.

#### **Participants and recruitment**

An invitation was extended to key stakeholders involved in sports that have a level of exposure to gambling (e.g., AFL sports administrators), gambling and public health researchers, policy-makers and colleagues from the VRGF (please see Appendix 6 for a copy of the invitation). In attendance were 12 key stakeholders with backgrounds in gambling research, public health research, sports administration and policy development.

#### **Forum format**

The two-hour key stakeholder forum was held at the AIFS' offices on 10 May 2017. The forum included two primary activities:

1. a presentation of the preliminary findings from the first two phases of the study presented by the lead researcher; and
2. a discussion with forum participants with the purpose of:
  - a. developing a final data analysis plan for the study data, and
  - b. exploring how the findings could be translated into effective policy and practice.

#### **Data synthesis, analysis and reporting**

AGRC researchers took detailed notes throughout the workshop segment of the forum. These notes were summarised and analysed thematically at the conclusion of the forum. Feedback and recommendations from forum participants were triangulated with findings from the first two components of the research to inform recommendations for appropriate practical applications of the research.

### **Ethical approval**

This research complies with the Foundation's Research and Evaluation Policy, satisfying ethical standards outlined in the National Statement on Ethical Conduct in Human Research (2007) and the Australian Code for the Responsible Conduct of Research (2007). Ethical review for the project was obtained from the AIFS Human Research Ethics Committee, which is constituted under NHMRC guidelines. All staff on the project are employees of AIFS and as such are bound by the ethics and protocols of that Institution.

## Report approach

The remainder of this report focuses on the presentation of findings from the semi-structured interviews and the online survey, with discussion from the key stakeholder forum used to shape the presentation of these and to inform the final conclusions and recommendations. The results section of the report is structured such that the qualitative interview and survey data are integrated under each topic area. This has been done for two reasons:

1. The online survey was developed based on the themes emerging from the qualitative interviews, and the authors wished to avoid any unnecessary repetition of themes; and
2. The quantitative data provides an overarching picture of what is happening and for whom, while the qualitative data adds depth, enriches the survey findings and provides additional examples where appropriate.

The report has nine major sub-sections. These align to topics on the survey and, within these, explore themes and sub-themes that emerged from the qualitative interviews and respond to the research questions of the study. The first two sub-sections outline the demographic characteristics of the sample and the sample's involvement/participation in sport. The remaining seven sub-sections explore sports betting behaviours, experience of promotions and bonuses, other gambling participation, self-regulation of gambling, health-related outcomes, experience of gambling-related problems, and attitudes to sports betting advertising and availability.

As noted, race betting was included within our original definition of sports betting (given their similar modes of access) and study findings highlighted the considerable overlap between these behaviours. As such, the report is framed such that race betting behaviours are included within sports betting unless otherwise explicitly stated.

The findings of this report are intentionally kept broad, acknowledging that they have a range of implications for policy and practice, and that the results are extensive. Additional outputs associated with this project (e.g., journal articles, conference presentations, etc.) will focus on more specific aspects of this project and more sophisticated analyses of these.

# Results

## Demographic characteristics

The online survey was completed by 423 eligible participants. Participants included young men who reported having placed a bet on at least one sport, including racing, during the previous 12 months (bettors,  $n = 335$ ) and those who had not (non-bettors,  $n = 88$ ). Participants were aged 18–35 years, with a median age of 25. The majority reported being born in Australia (84%) and spoke only English at home (84%). Most participants reported living in a major city (78%); however, the survey also reached people living in inner regional (18%) and outer regional (4%) areas. Significant differences in current employment and study status were observed between bettors and non-bettors, with bettors more likely to report being engaged in full-time employment ( $p < 0.001$ ) and non-bettors being more likely to be engaged in full-time study ( $p < 0.01$ ). Table 1 describes the survey participant demographics in greater detail.

**Table 1: Participant demographics**

	All participants $n = 423$		Non-bettors $n = 88$		Bettors $n = 335$	
	$n$	%	$n$	%	$n$	%
<b>Age</b>						
18–20	91	22	25	28	66	20
21–25	152	36	30	34	122	36
26–30	83	20	19	22	64	19
31–35	97	23	14	16	83	25
<b>Country of birth</b>						
Australia	357	84	71	81	286	85
Other	66	16	17	19	49	15
<b>Language spoken at home</b>						
English only	357	84	76	86	281	84
English and another language	59	14	12	14	47	14
Another language only	7	2	0	na	7	2
<b>Living arrangements</b>						
Live alone	33	8	8	9	25	7
Live with parents	176	42	35	40	141	42
Live with partner	82	19	17	19	65	19
Live with partner and at least one child	49	12	7	8	42	13
Live in share house	75	18	19	22	56	17
No address/other	8	2	2	2	6	2

	All participants <i>n</i> = 423		Non-bettors <i>n</i> = 88		Bettors <i>n</i> = 335	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>Relationship status</b>						
Married/defacto	98	23	19	22	79	24
In a relationship	146	35	31	35	115	34
Single	179	42	38	43	141	42
<b>Employment ***</b>						
Employed – part-time	55	13	10	11	45	13
Employed – full-time	189	45	23	26	166	50
Employed – casual	110	26	30	34	80	24
Not employed – not looking for work	14	3	5	6	9	3
Not employed – looking for work	54	13	20	23	34	10
Other (self-employed)	1	0	0	na	1	0
<b>Currently studying **</b>						
Full-time	155	37	46	52	109	33
Part-time	39	9	9	10	30	9
<b>Education level (highest completed)</b>						
Less than year 12	6	1	1	1	5	1
Year 12 or equivalent	167	39	37	42	130	39
Trade, technical certificate or diploma	65	15	15	17	50	15
University degree	141	33	27	31	114	34
Postgraduate qualification	44	10	8	9	36	11
<b>Location (ABS remoteness)</b>						
Major city	328	78	67	76	261	78
Inner regional	76	18	14	16	62	19
Outer regional	19	4	7	8	12	4

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\* Denotes a significant difference between bettor and non-bettor groups at  $p < 0.01$ ; \*\*\* Denotes  $p < 0.001$ . na = not applicable

Participants were also asked about their financial status; bettors reported having both a higher weekly take-home income ( $p < 0.05$ ) and more money available for recreational activities each week ( $p < 0.01$ ), than non-bettors (see Table 2).

**Table 2: Weekly disposable income and money available for recreational activities**

	All participants <i>n</i> = 423		Non-bettors <i>n</i> = 88		Bettors <i>n</i> = 335	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>Usual weekly take-home*</b>						
Less than \$200	46	11	14	16	32	10
\$200 to \$299	35	8	11	13	24	7
\$300 to \$399	30	7	4	5	26	8
\$400 to \$499	34	8	10	11	24	7
\$500 to \$599	27	6	4	5	23	7
\$600 to \$699	23	5	5	6	18	5
\$700 to \$799	16	4	1	1	15	4
\$800 to \$899	45	11	6	7	39	12
\$900 to \$999	28	7	5	6	23	7
\$1,000 to \$1,499	68	16	9	10	59	18
\$1,500 or more	31	7	4	5	27	8
Don't know/prefer not to say	40	9	15	17	25	7
<b>Money for recreational activities**</b>						
\$1 to \$49	34	8	16	18	18	5
\$50 to \$99	85	20	18	20	67	20
\$100 to \$199	99	23	22	25	77	23
\$200 to \$299	73	17	10	11	63	19
\$300 to \$399	45	11	6	7	39	12
\$400 to \$499	17	4	0	0	17	5
\$500 or more	43	10	6	7	37	11
Don't know/prefer not to say	27	6	10	11	17	5

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \* Denotes a significant difference between bettor and non-bettor groups at  $p < 0.05$ ; \*\* Denotes  $p < 0.01$ .

The 25 young men who participated in the qualitative interviews had very similar demographic profiles to the online survey participants. Their average age was 26 years (range 18–34), most were employed either full-time or part-time, and many were university educated. The majority lived in metropolitan Melbourne and surrounds, and all were securely accommodated, either living with their parents, partner or in a share house.

## Sports participation

The majority of the online survey participants reported engagement with sports: 98% followed sports live, on TV or online, and 79% actively participated as a player or coach. The mean number of sports played or coached was 1.6 sports, and the most commonly played or coached sports were AFL (28%), soccer (23%), and cricket (22%). The mean number of sports watched was 5.8; most commonly AFL (79%), cricket (66%), basketball (47%) and tennis (47%) (Table 3).

**Table 3: Sports participation**

	Play or coach sport						Watch sport (live, TV or online)					
	All participants N = 423		Non-bettors n = 88		Bettors n = 335		All participants N = 423		Non-bettors n = 88		Bettors n = 335	
	n	%	n	%	n	%	n	%	n	%	n	%
Any sport	336	79	67	76	269	80	415	98	83	94	332	99
AFL	119	28	13	15	106	32	334	79	56	64	278	83
Baseball							54	13	7	8	47	14
Basketball	77	18	10	11	67	20	198	47	18	20	180	54
Boxing	8	2	0	0	8	2	60	14	4	5	56	17
Cricket	91	22	18	20	73	22	280	66	47	53	233	70
Cycling	24	6	7	8	17	5	53	13	14	16	39	12
Golf	59	14	4	5	55	16	99	23	10	11	89	27
Hockey	14	3	5	6	9	3	32	8	9	10	23	7
Martial arts	14	3	4	5	10	3	62	15	6	7	56	17
Motorsports	5	1	1	1	4	1	88	21	19	22	69	21
NFL							145	34	18	20	127	38
Netball	19	4	3	3	16	5	31	7	7	8	24	7
Racing—greyhounds							106	25	2	2	98	29
Racing—horses							176	42	4	5	172	51
Rugby league (NRL)	6	1	1	1	5	1	127	30	12	14	115	34
Rugby union	8	2	1	1	7	2	80	19	11	13	69	21
Soccer	97	23	19	2	78	23	248	59	38	43	210	63
Swimming/water sports	32	8	13	15	19	6	40	9	9	10	31	9
Tennis	49	12	10	11	39	12	200	47	35	40	165	49
Volleyball	10	2	3	3	7	2	14	3	3	3	11	3
None	87	21	21	24	87	26	8	2	5	6	3	1

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. Cells marked in grey denote sports for which participants were not asked about their playing and/or coaching behaviours.

A keen interest and engagement in sports was also common among interview participants. Participants described their participation in sport in terms of playing and coaching as being prominent:

*'I do footy coaching, I coach an under 19s team that play in [one of the amateur leagues]. I've been coaching there for about five years, so that keeps me pretty engaged in footy obviously. And I also do a bit for radio, and write a bit on sport as well. So I'm heavily interested in sport, and have been for a very long time.'* (Age 23)

*'I love sport. I play footy. I'm an MCC [Melbourne Cricket Club] member and watch a lot of footy on TV. Other than AFL, I'm interested in soccer. So, English Premier League. Heavily, heavily [into sports] – a big sports family. A lot of horseracing. A lot of sport'* (Age 21)

Meanwhile, participants also discussed the broad range of sports that they were interested in:

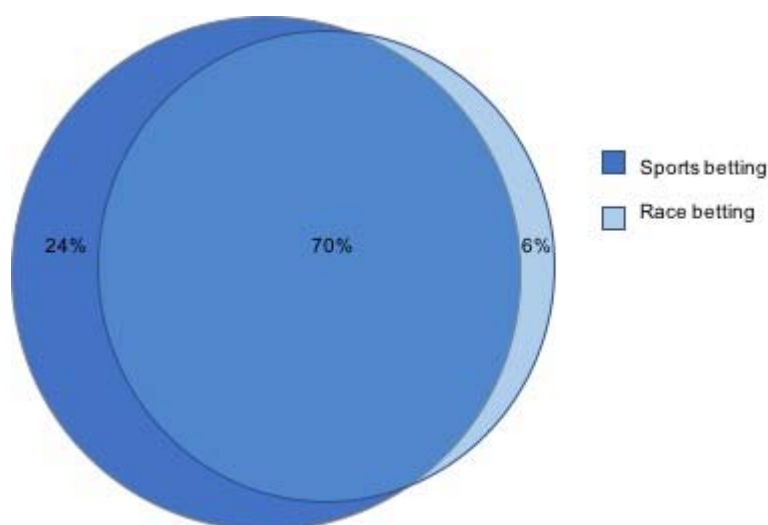
*'To be honest with you, there's not really too many sports that I couldn't sort of not—not sort of sit down and have a watch or you know just be interested in.'* (Age 31)

*'I watch AFL, NFL, all the cricket, but AFL is probably the biggest one. I go to about 12 or 13 AFL games a year, and then when the tests are on for cricket, yeah, go to two days for the cricket ... and the races, I always forget about that one, but I'm a bit of a horse fan.'* (Age 29)

## Sports betting involvement

### Betting participation

As noted previously, there was considerable overlap between sports betting and race betting behaviours within this study sample. For instance, among survey participants who reported placing any bets during the past 12 months, 6% bet on racing only, 24% bet on other sports only, and 70% reported betting on both sports and racing during that time (Figure 1). As such, all survey participants who reported having placed a bet on at least one sport during the past 12 months, including horse or greyhound racing, are referred to as 'bettors'.



**Figure 1: Crossover between sports betting and race betting**

In total, 79% ( $n = 335$ ) of survey participants were bettors. Among bettors, the mean number of different sports bet on was 6.4, the mean number of different sports watched was 6.3, and the mean number of different sports played or coached was 1.6. The most popular sports to bet on were AFL (77% of bettors), horse racing (76% of bettors), English Premier League soccer (54% of bettors), and NBA Basketball (51% of bettors). Table 4 describes reported betting participation by sport.

**Table 4: Sports betting participation, by sport**

	<i>n</i>	% of survey participants <i>n</i> = 423	% of bettors <i>n</i> = 335
Any sport	335	79	100
AFL	259	61	77
Baseball	61	14	18
Basketball—NBA	172	41	51
Basketball—NBL	64	15	19
Boxing	35	8	10
Cricket	134	32	40
Cycling	18	4	5
Golf	49	12	15
Hockey	29	7	9
Motorsports	39	9	12
NFL	120	28	36
Racing—greyhounds	162	38	48
Racing—horses	253	60	76
Rugby league (NRL)	115	27	34
Rugby union	57	13	17
Soccer—A league	133	31	40
Soccer—Premier league	181	43	54
Soccer—other	117	28	35
Tennis	133	31	40
Other	19	4	6

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

The range and number of sports that interview participants described betting on was also diverse. In particular, participants described their participation in multibets:

*'Well, I love my sports bets. I - there's probably a couple of times, maybe a few times a week that I'll have a bit of a multi or something on the sports that I like, just as a bit of an invested interest. So I'll just cast my eye over those sports and yeah [describing his multis]. Oh, I put all sorts of things into each other. Like the football into NRL, maybe a couple of A-league games, sort of like first goal scorer, or like um you know both teams to score. Like head to head betting.'* (Age 31)

*'I'll bet on – maybe I'll do a – one footy multi weekend, one soccer multi and then if there's any good races – and I've gotten a tip from, like, a trainer or something 'cause I know a few people in the industry, then I might have a go at that as well'* (Age 21)

Participants also suggested that they do not always bet on the sports they watch. On this, one participant said:

*'It's funny, the sport I probably bet on most is soccer. But I don't watch it.'* (Age 29)

Sports administrators were also aware of the diversity of sports that their members were betting on.

*'So I know that the 18–30 year olds who play in my football leagues all have an NBA side. They have an English Premier League side. So they're more inclined to bet on things that we would never have considered having a bet on.'* (Regional General Manager, Victorian sports league)

## Betting frequency

Frequency of betting for each sport that participants had placed bets on during the past 12 months was also captured (e.g., a participant might bet on AFL 'once a week', and/or bet on NBA basketball 'once a month', and/or bet on cricket 'a few times a year'). Table 5 describes the participants' highest betting frequency for one or more individual sports (e.g., bet on AFL 'once a week' was their highest betting frequency): one quarter ( $n = 79$ ; 23%) of bettors reported placing a bet on one or more individual sports a few times a year or less frequently, half (51%) reported betting on one or more individual sports at least weekly, and one in five (19%) reported betting on one or more sports four or more times a week (Table 5).

**Table 5: Bettors highest betting frequency across all sports**

	<b><i>n</i> of bettors <i>n</i> = 335</b>	<b>% of bettors</b>
Once or twice a year	34	10
A few times a year	45	13
Once a month	27	8
2 to 3 times a month	59	18
Once a week	45	13
2 to 3 times a week	62	19
4 or more times a week	63	19

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

For the purpose of this project (and the following results section) we defined “occasional” bettors as those who bet less than once a week on any individual sport ( $n = 165$ ), and “weekly” bettors as those who bet at least once a week on one or more individual sports ( $n = 170$ ).

## Characteristics of weekly and occasional bettors

In terms of self-reported demographic characteristics, there were no significant differences observed between occasional and weekly bettors (Table 6).

**Table 6: Bettor demographics, by bet frequency**

	All bettors $n = 335$		Occasional $n = 165$		Weekly bettors $n = 170$	
	$n$	%	$n$	%	$n$	%
<b>Age</b>						
18–20	66	20	31	19	35	21
21–25	122	36	68	41	54	32
26–30	64	19	24	15	40	24
31–35	83	25	42	25	41	24
<b>Country born</b>						
Australia	286	85	139	84	147	86
Other	49	15	26	16	23	14
<b>Language spoken at home</b>						
English only	281	84	137	83	144	85
English and another language	47	14	23	14	24	14
Another language only	7	2	5	3	2	1
<b>Living arrangements</b>						
Live alone	25	7	15	9	10	6
Live with parents	141	42	69	42	72	42
Live with partner	65	19	22	13	43	25
Live with partner and at least one child	42	13	22	13	20	12
Live in share house	56	17	35	21	21	12
No address	3	1	1	1	2	1
<b>Relationship status</b>						
Married/defacto	79	24	37	22	42	25
In a relationship	115	34	53	32	62	36
Single	141	42	75	45	66	39

	<b>All bettors</b> <i>n</i> = 335		<b>Occasional</b> <i>n</i> = 165		<b>Weekly bettors</b> <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>Employment</b>						
Employed—part-time	45	13	20	12	25	15
Employed—full-time	166	50	80	48	86	51
Employed—casual	80	24	40	24	40	24
Not employed—not looking for work	9	3	6	4	3	2
Not employed—looking for work	34	10	18	11	16	9
Other (self employed)	1	0	1	1	0	0
<b>Currently studying</b>						
Full-time	109	33	61	37	48	28
Part-time	30	9	14	8	16	9
<b>Education level (highest completed)</b>						
Less than year 12	5	1	2	1	3	2
Year 12 or equivalent	130	39	60	36	70	41
Trade, technical certificate or diploma	50	15	21	13	29	17
University degree	114	34	68	41	46	27
Postgraduate qualification	36	11	14	8	22	13
<b>Location (ABS remoteness)</b>						
Major city	261	78	127	77	134	79
Inner regional	62	19	32	19	30	18
Outer regional	12	4	6	4	6	4

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

Further, occasional and weekly bettors did not differ significantly by usual take-home weekly income or money available for recreational activities each week (Table 7).

**Table 7: Bettor weekly disposable income and money available for recreational activities**

	<b>All bettors n = 335</b>		<b>Occasional bettors n = 165</b>		<b>Weekly bettors n = 170</b>	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>Usual weekly take-home income</b>						
Less than \$200	32	10	19	12	13	8
\$200 to \$299	24	7	15	9	9	5
\$300 to \$399	26	8	11	7	15	9
\$400 to \$499	24	7	17	10	7	4
\$500 to \$599	23	7	12	7	11	6
\$600 to \$699	18	5	8	5	10	6
\$700 to \$799	15	4	3	2	12	7
\$800 to \$899	39	12	25	15	14	8
\$900 to \$999	23	7	11	7	12	7
\$1,000 to \$1,499	59	18	26	16	33	19
\$1,500 or more	27	8	9	5	18	11
Don't know/prefer not to say	25	7	9	5	16	9
<b>Money for recreational activities</b>						
\$1 to \$49	18	5	12	7	6	4
\$50 to \$99	67	20	40	24	27	16
\$100 to \$199	77	23	38	23	39	23
\$200 to \$299	63	19	28	17	35	21
\$300 to \$399	39	12	21	13	18	11
\$400 to \$499	17	5	8	5	9	5
\$500 or more	37	11	11	7	26	15
Don't know/prefer not to say	17	5	7	4	10	6

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. Usual weekly take-home income was asked for as usual, weekly, take-home income after tax. Money for recreational activities was asked for as money available for recreational activities after bills, rent/mortgage, groceries and other expenses each week.

## Age of initiation and length of sports betting career

Overall, bettors in the online survey sample had an average sports betting career of seven years. The average age of initiation was 18 years; one quarter (23%) reported having first placed a bet on sports when under the age of 18, and another 43% placed their first bet on sports at 18 (Table 8).

**Table 8: Age of betting initiation**

	Age started betting					
	All bettors <i>n</i> = 333		Occasional bettors <i>n</i> = 164		Weekly bettors <i>n</i> = 169	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Under 18 years	78	23	22	20	56	27
18 years	144	43	39	40	105	46
Over 18 years	111	33	44	40	67	27
	Years		Years		Years	
Mean age initiation	18		19		18	
Median age initiation	19		18		18	
Mean years betting	7		6.8		7.5	

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

We also explored time to transition to regular sports betting (in this question regular sports betting was defined as at least fortnightly). Among bettors who bet at least once every two weeks, it took an average of 2.8 years from their initiation to sports betting, to betting at least fortnightly (Table 9). However, some transitioned to fortnightly sports betting much more quickly, with one in four (26%) having become fortnightly bettors at the same age that they initiated betting. These figures varied somewhat by age of initiation, as can be seen in Table 9.

**Table 9: Years from betting initiation to fortnightly betting among fortnightly bettors**

Age at betting initiation	Years to fortnightly betting <i>n</i> = 222		
	Mean	Median	% same age
Under 18 years	3.5	2	12
18 years	2.7	1	34
Over 18 years	2.3	2	26
All	2.8	2	26

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

Interview participants provided similar accounts of their initiation to sports betting, with their first bet often placed at aged 18 - the legal gambling age in Victoria:

*'I remember staying up on my 18th birthday so I could sign into - 'cause I was a massive sports fan so I stayed up til midnight on my 18th birthday, signed in and created a sports betting account, 'cause some of my older friends had been doing it, and I put a bet on some third division soccer game in the Czech Republic just to say that I had.'* (Age 25)

## Betting behaviours by sport

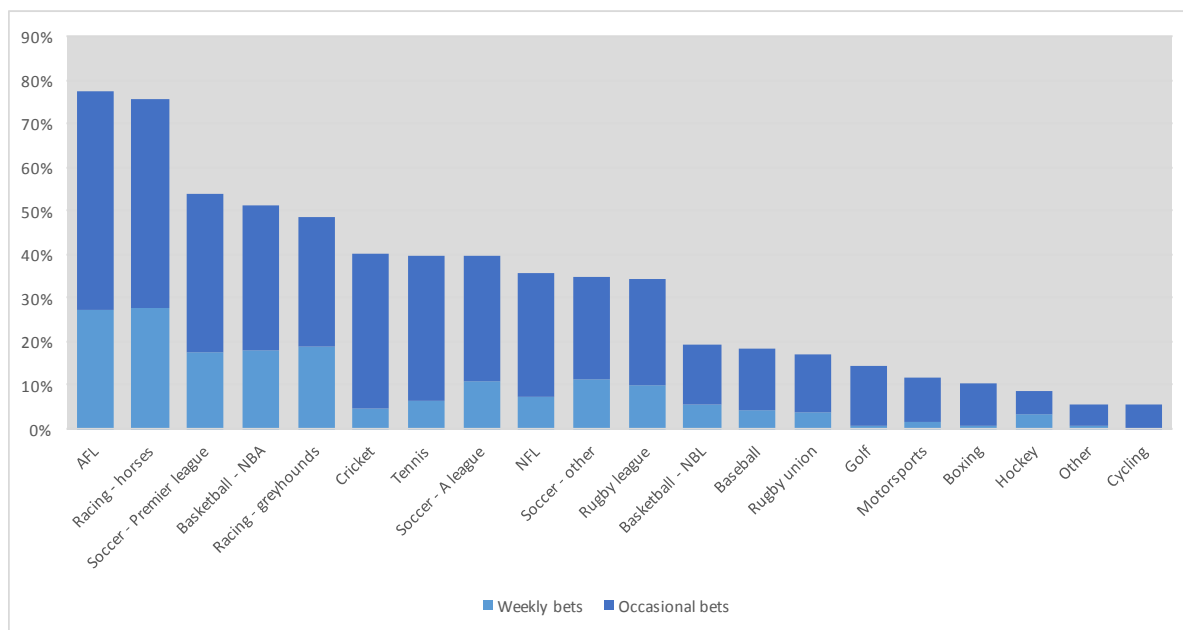
There were some differences observed in the sports that were bet on occasionally and weekly during the past 12 months. For instance, 100% of the people who placed bets on cycling, and 94% of those who placed bets on golf, did so only occasionally. For all sports, a greater proportion of individual bets were occasional rather than weekly bets (Table 10). The sports with the highest proportion of weekly bets were greyhound racing (39% of bets), hockey (38%), horse racing (37%), AFL (36%) and NBA basketball (35%). It is important to note, however, that the number of participants who reported placing bets on some sports was quite small (e.g., hockey  $n = 29$ ).

**Table 10: Sports betting by sport, by bet frequency**

	<i>n</i>	Bet on listed sport < weekly <i>n</i> (%)	Bet on listed sport ≥ weekly <i>n</i> (%)
AFL	259	167 (64)	92 (36)
Baseball	61	47 (77)	14 (23)
Basketball—NBA	172	112 (65)	60 (35)
Basketball—NBL	64	46 (72)	18 (28)
Boxing	35	32 (91)	3 (9)
Cricket	134	118 (88)	16 (12)
Cycling	18	18 (100)	0 (0)
Golf	49	46 (94)	3 (6)
Hockey	29	18 (62)	11 (38)
Motorsports	39	34 (87)	5 (13)
NFL	120	96 (80)	24 (20)
Racing—greyhounds	162	99 (61)	63 (39)
Racing—horses	253	160 (63)	93 (37)
Rugby league	115	81 (70)	34 (30)
Rugby union	57	45 (79)	12 (21)
Soccer—A league	133	96 (72)	37 (28)
Soccer—Premier league	181	123 (68)	58 (32)
Soccer—other	117	79 (68)	38 (32)
Tennis	133	112 (84)	21 (16)
Other	19	17 (89)	2 (11)

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

Figure 2 further depicts the proportion of bettors who placed bets on any sport, separated into weekly and occasional bets by sport. For instance, 77% of bettors stated that they had bet on AFL during the previous 12 months; comprising 27% of bettors who bet weekly on AFL and 50% betting occasionally. Similarly, 76% of bettors reported having bet on horse racing, with 28% of bettors betting weekly and 48% betting occasionally on horses.



**Figure 2: Percent of bettors that bet on each sport, by frequency**

Overall, among bettors, the average number of different sports bet on during the past 12 months was 6.4 (excluding racing; Table 11). This differed significantly by bettor type; weekly bettors placed bets on an average of 8.9 sports in the past year, compared to an average of 3.8 sports for occasional bettors. Further analyses of weekly bettors' behaviours revealed that one quarter (23%) reported having placed bets on 5 or more different sports on a weekly or more frequent basis during the past 12 months, with an average 3.5 different sports bet on at least weekly during that time.

**Table 11: Number of sports bet on by bettors, by bet frequency**

Number of individual sports bet on (past 12 months)	All bettors <i>n</i> = 335	Occasional bettors <i>n</i> = 165	Weekly bettors – # sports bet on (any frequency) <i>n</i> = 170	Weekly bettors – # sports bet on (at least weekly) <i>n</i> = 170
	All sports			
1 sport	12%	22%	2%	29%
2 sports	9%	16%	2%	19%
3 sports	13%	19%	6%	18%
4 sports	10%	12%	8%	12%
5+ sports	56%	30%	81%	23%
Mean	6.4	3.8	8.9	3.5
	Sports excluding racing			
0 sports	7%	12%	1%	18%
1 sport	13%	21%	5%	32%
2 sports	13%	20%	5%	11%
3 sports	11%	15%	8%	15%
4 sports	11%	11%	11%	9%
5+ sports	45%	21%	69%	15%
Mean	5.1	2.9	7.3	2.5

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

When separating horse and greyhound racing out from other sports, it was found that 25% of sports bettors never bet on racing, 43% occasionally bet on racing, and 32% bet on racing weekly (Table 12a). Further, 51% of sports bettors who bet on sports weekly also bet on racing weekly. Similarly, when separating sports out from racing, it was found that 8% of race bettors never bet on sports, 45% occasionally bet on sports, and 47% bet on sports weekly (Table 12b). 70% of race bettors who bet on races weekly also bet on sports weekly. Overall, one fifth of all bettors (21%) bet on both sports and racing on a weekly basis. Thus, the two populations are not mutually exclusive.

**Table 12a: Race betting participation frequency among sports bettors**

	Bet on sports (other than racing)		
Bet on racing	All sports bettors (other than racing) <i>n</i> = 314	Occasional bets <i>n</i> = 174	Weekly bets <i>n</i> = 140
Never	79 25%	60 34%	19 14%
Occasional bets	136 43%	86 49%	50 36%
Weekly bets	99 32%	28 16%	71 51%

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

**Table 12b: Sports betting participation frequency among race bettors**

	Bet on racing		
Bet on sports (other than racing)	All race bettors <i>n</i> = 256	Occasional bets <i>n</i> = 155	Weekly bets <i>n</i> = 101
Never	21 8%	19 12%	2 2%
Occasional bets	114 45%	86 55%	28 28%
Weekly bets	121 47%	50 32%	71 70%

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

## Money placed on bets

On average, weekly bettors reported placing more money on bets, both in terms of highest bet on any individual sport and average spend across all sports they bet on. This is most evident when comparing highest bet spend on any sport in a gambling session (\$242 and \$38 respectively). When excluding racing, average bets and highest bets placed were notably reduced. For weekly bettors, average bet placed across all sports was reduced from \$75 to \$47; while the effect was less pronounced for occasional bettors with average bet placed reduced from \$25 to \$22. Table 13 describes this further.

**Table 13: Highest bet placed in a single session for any single sport and average bet placed across all sports, by bet frequency**

	Mean \$ placed on bets		
	All bettors <i>n</i> = 335	Occasional bettors <i>n</i> = 165	Weekly bettors <i>n</i> = 170
Highest bet on any sport	\$141	\$38	\$242
Average bet across all sports	\$50	\$25	\$75
Highest bet on any sport other than racing	\$71	\$28	\$109
Average bet across sports other than racing	\$36	\$22	\$47

*Source: Online survey of young men. Notes: Spend rounded to the nearest dollar. Values represent a participant's highest bet placed in a gambling session on any single sport, and their average across all their sports.*

In general, within each sport, there were differences in the amount of money placed depending on whether participants occasionally bet on that sport, or regularly did so. For example, participants who occasionally bet on AFL placed a median of \$28 (mean \$20) on days when they bet on AFL, while participants who bet on AFL weekly or more often placed a median of \$97 (mean \$25) on days when they bet on AFL. Median spend on horse and greyhound races (on days when participants placed bets) was typically higher than for other sports. Table 14 further illustrates median and mean bet spend by sport.

**Table 14: \$ placed by bet frequency on any single sport**

	Bet on listed sport < weekly				Bet on listed sport ≥ weekly			
	<i>n</i>	Median	Mean	Range	<i>n</i>	Median	Mean	Range
AFL	167	\$28	\$20	\$1-500	91	\$97	\$25	\$1-2000
Basketball—NBA	112	\$17	\$10	\$1-100	59	\$91	\$25	\$1-1000
Basketball—NBL	45	\$18	\$10	\$1-100	17	\$78	\$25	\$2-600
Boxing	32	\$37	\$20	\$2-300	3	\$75	\$20	\$6-200
Cricket	118	\$24	\$10	\$1-200	15	\$150	\$100	\$10-500
Cycling	17	\$63	\$10	\$1-400	0	na	na	na
Golf	45	\$32	\$20	\$1-200	3	\$97	\$20	\$20-250
Hockey	18	\$19	\$10	\$5-100	11	\$43	\$20	\$5-100
Motorsports	31	\$25	\$10	\$1-300	5	\$45	\$20	\$2-100
NFL	95	\$24	\$10	\$1-100	24	\$170	\$38	\$5-2000
Racing—greyhounds	99	\$55	\$15	\$1-3000	62	\$220	\$50	\$3-3000
Racing—horses	158	\$41	\$20	\$1-200	93	\$246	\$50	\$1-2000
Rugby League	78	\$26	\$10	\$1-200	32	\$85	\$40	\$5-600
Rugby Union	43	\$25	\$10	\$1-200	12	\$123	\$40	\$5-750
Soccer—A league	94	\$16	\$10	\$1-100	36	\$39	\$20	\$1-300
Soccer—Premier	123	\$20	\$10	\$1-200	57	\$78	\$20	\$1-500
Soccer—other	77	\$21	\$10	\$1-200	36	\$80	\$20	\$1-500
Tennis	107	\$27	\$10	\$1-200	19	\$69	\$25	\$2-250

Source: Online survey of young men. Notes: Spend rounded to the nearest dollar. Spend on sports betting days (frequency by sport). na = not applicable

Similar differences in bet spend were also reported by interview participants, with variations both between participants but also within participants. A range of factors were reported to affect individuals' bet spend, including type of sport, day of the week, whether they were chasing losses, and other situational factors such as alcohol consumption.

One daily bettor said that they spend significantly more money on their bets on the weekend:

*'I do a bit of research on a Friday night, to then go put my bets on a Saturday and Sunday. So I'd say during the week I do place a bet every day. But it's never more than \$10, \$20. Whereas at the weekend it is probably a few hundred potentially.'* (Age 27)

Another participant indicated that the setting within which betting occurs can influence loss-chasing behaviours:

*'So there were days when I'd probably lose, like, \$100, \$200 and I could've stopped at \$50 but I chased it because you might've lost your money at race 5 at the races and you're still there for another three or four hours so you wanna keep betting and you probably start to increase your stakes slightly to try to win back some of the money you lost.'* (Age 21)

Meanwhile, one participant described placing larger and riskier bets whilst drinking alcohol:

*'Like, I'd prefer to do \$10, \$20 bets. But if I'm having a good day and I've had a few beers and I'm not opposed to dropping a 50 and then you wake up the next day and you're like, "Damn it. I shouldn't have dropped that 50, that was a stupid bet"'* (Age 21)

## Sources of information

When asked about the sources of information that participants used to inform their betting, bettors were most likely to cite their own knowledge (93%); however, weekly bettors were significantly more likely than occasional bettors to report this ( $p < 0.05$ ). Weekly bettors were also significantly more likely to use purchased tips ( $p < 0.001$ ) and free tips ( $p < 0.01$ ) from experts, as well as chats (online, text or telephone) with individuals ( $p < 0.001$ ) and groups ( $p < 0.001$ ) to inform their betting (Table 15).

**Table 15: Sources of information used to inform betting, by bet frequency**

Sources of information:	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Own knowledge *	310	93	147	89	163	96
Face-to-face chats	199	59	100	61	99	58
Online, text or telephone chats with individuals ***	135	40	49	30	86	51
Online, text or telephone chats with groups ***	129	39	47	28	82	48
Purchased tips from experts	55	16	7	4	48	28
Free tips from experts **	191	57	81	49	110	65

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.05$ . \*\* Denotes  $p < 0.01$ . \*\*\* Denotes  $p < 0.001$ .

Own knowledge and experience was similarly cited by interview participants as being key to informing their betting decisions. However, participants also described their betting decisions as being influenced by their friends and peer groups:

*'I'm associated with um you know some guys that love the punt and that sort of stuff and we're - we're always talking odds and you know, who's giving what sort of value for money and that sort of stuff. So yeah, we're constantly talking about it.'* (Age 31)

*'You could be sitting at work at 11am and you get a text or message saying there's a meeting at Flemington at ten past one and this is who you need to bet on.'* (Age 29)

*'You always hear about the blokes who are shattered that their multi didn't get up on the weekend ... Me and my brother always have the answers between us, you know, we're proper gamblers—we always talk about it.'* (Age 26)

*'I only talk to my housemate about betting... unless I've had like, say a really good win- as everyone else probably does is, is you screenshot it, you put it on Facebook... But you obviously don't put all the loses on there'* (age 27)

These betting conversations are seemingly often facilitated by social media sites such as Facebook or WhatsApp:

*'We've got, like a punting WhatsApp group where you kind of post what you're betting on, what we won, what we lost.'* (Age 21)

*'If anyone has a tip from a trainer or if anyone has a good bet for the weekend, they'll just post it on WhatsApp and you make what you – you know, do what you want with it. I know I follow a few Facebook groups that talk about racing. I follow a few pages that give out the occasional free tip on sport. I mean, I'm not always gunna follow this 'cause I've got my own opinion, but it's basically, it's on social media a lot. Like there are a lot of pages out there now that try to sell you tips for a respectable price and guarantee you a profit and stuff like that'* (Age 21)

These social media groups were also said to be a setting within which participants shared and joked about losses:

*'It's like a group joke whenever somebody loses, it's like, all the other members [of the social media group] post RIP whatever.'* (Age 23)

Some participants also discussed the role of betting agencies in creating applications that bettors can use in conjunction with other bettors:

*'Some of the agencies have even provided apps where you can add members and have your own syndicates. Like they're just trying to play on the whole social aspect of it because it makes it seem less harmful.'* (Age 25)

## Betting motivations

Bettors were asked about their motivations for betting on sport. The most common response was “I enjoy a punt” with 77% of all bettors indicating this. Weekly bettors were significantly more likely ( $p < 0.001$ ) than occasional bettors to select each of the listed motivations aside from responses about the social aspect of betting, staying connected with friends who bet, and competing with other bettors. Table 16 shows this in greater detail.

**Table 16: Betting motivations, by bet frequency**

What motivated you to bet on sports?	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
I enjoy a punt ***	257	77	103	62	154	91
Makes watching sport more interesting ***	206	61	84	51	122	72
I enjoy the social aspect	176	53	80	48	96	56
I have a lot of sports knowledge ***	159	47	55	33	104	61
The adrenaline rush ***	128	38	46	28	82	48
To get ahead financially ***	108	32	26	16	82	48
Easy access to betting ***	108	32	33	20	75	44
Boredom ***	103	31	30	18	73	43
Advertisements and promotions ***	89	27	30	18	59	35
To chase losses ***	40	12	6	4	34	20
To stay connected with friends who bet	38	11	14	8	24	14
I enjoy competing with other bettors	25	7	9	5	16	9

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.001$ .

Interview participants described a number of different motivations for betting on sports. Some participants said that betting make watching sport more interesting and fun:

*'Betting on games and then watching when you've got money on it is a good part about it. A game is ten times better to watch when you've got money on it, you know what I mean?'* (Age 25)

*'It's a bit of fun while I'm watching sport ... I generally don't bet on my team ... If emotion gets into it I stay clear of stuff like gambling.'* (Age 27)

*'I do the betting for fun, not because I think I'm going to be rich.'* (Age 34)

Other participants suggested that they bet out of boredom:

*'I don't know, you've checked your Facebook, you've checked your Instagram, it's all boring, you've played, I don't know, online poker or solitaire or something and it's—you're just bored and you just flick to your next app, which is Sportsbet, and there happens to be a game starting in half an hour ... And oh yeah, I'll have a bet on this.'* (Age 31)

Meanwhile, others said that they bet for the adrenaline rush:

*'It does give you—like I mean there is—like you get a buzz from it.'* (Age 29)

## Betting modes and locations

Bettors were also asked about how they had placed bets during the past 12 months; the majority (88%) reported having placed at least one bet online using a phone, 52% had placed bets online using another device, 62% had placed bets at a land-based venue, and 15% had placed bets by making a telephone call. Weekly bettors were significantly more likely than occasional bettors to report having bet online using a phone during the past 12 months (99% compared to 77%,  $p < 0.001$ ), to have bet online using another device (64% compared to 40%,  $p < 0.001$ ), to have placed bets by making a telephone call (22% compared to 7%,  $p < 0.001$ ), and to have placed bets in a land-based venue (68% compared to 56%,  $p < 0.05$ ).

When examining the average proportion of betting conducted using each of these modes during the past 12 months (Table 17), it was found that, on average, bettors placed 61% of their bets online using a phone. Weekly bettors were significantly more likely than occasional bettors to report having placed a larger proportion of bets online using a mobile phone (67% compared to 54%,  $p < 0.001$ ), while occasional bettors were more likely to have placed a larger proportion of their bets, on average, at a land-based venue (28% compared to 12%,  $p < 0.001$ ).

**Table 17: Average percentage of betting done by betting mode, by bet frequency**

Mean % of betting done	All bettors $n = 335$	Occasional bettors $n = 165$	Weekly bettors $n = 170$
Online using phone ***	61%	54%	67%
Online using computer/tablet/TV	18%	17%	20%
Telephone call	1%	1%	1%
Land-based venue ***	20%	28%	12%

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.001$ .

Not surprisingly, online betting – typically via apps – was also the most common mode of sports betting among interview participants:

*'I'd be happy to say that almost 100% of every bet I've ever placed is through an app.'* (Age 25)

*'I wouldn't really bet at a TAB anymore, just 'cause they don't offer anything like the online bookies can offer you with all these money back specials and stuff.'* (Age 21)

*'All you need is a mobile phone or a laptop ... because it's so easy to just sit on the couch and you know, flick the laptop up and put on Fox Sport and then you're away.'* (Age 23)

Some participants described transitioning from more traditional modes of betting towards app-based betting:

*'Like, it's transitioned, people used to have a form guide from the Herald Sun, and now it's just, yeah, apps.'* (Age 30)

*'Before getting the app ... I might be with a few mates at the pub and they'd always have a TAB upstairs. So we'd bet a couple of dollars for something to do. But I guess with the phone app, that's the thing that makes it so accessible and easy that you can do it watching games from home.'* (Age 26)

*[Speaking about betting at the races] 'I'll probably do 50% from my phone and 50% from bookies, just because, like sometimes when you're at the races the apps are really slow... and sometimes it's just nicer to go to a bookie.'* (Age 33)

Meanwhile, one participant described using a betting advice service to receive tips and bonuses across different betting apps:

*'I just bet online with [named wagering company]. But where I used to work we had a syndicate going where we subscribed to a thing called MVP Genius where you - like they encourage you to open up eight or nine accounts. They give you weekly tips and bonuses.'* (Age 27)

Bettors were also asked about the locations where they placed bets, with weekly bettors significantly more likely to bet in all locations when compared to occasional bettors (see Table 18). While home was the most frequently reported betting location for both groups (86% of all bettors reporting betting at home), both occasional and weekly bettors reported having placed bets in multiple locations, including; betting at work, school, or university (75% weekly v's 34% occasional;  $p < 0.001$ ), betting at a licensed venue while on their smartphone (71% weekly v's 41% occasional;  $p < 0.001$ ), and betting while commuting (54% weekly v's 15% occasional;  $p < 0.001$ ).

**Table 18: Bet locations, by bet frequency**

Bet locations	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Home ***	288	86	127	77	161	95
Work / School / University ***	184	55	56	34	128	75
Licensed venue—on smartphone ***	188	56	68	41	120	71
Licensed venues—self- serve terminal ***	163	49	63	38	100	59
Sporting event—smartphone ***	168	50	53	32	115	68
Sporting event—bookie or self-serve terminal ***	103	31	29	18	74	44
Land-based TAB **	118	35	45	27	73	43
Commuting ***	116	35	25	15	91	54

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.01$ . \*\*\* Denotes  $p < 0.001$ .

A range of private and public betting locations — including work and licenced venues — were also reported by interview participants:

*‘Like um you’d think there’d be a conflict of interest there [betting at work], but in my contract [worked for a wagering company] it simply said, “Fifteen minutes of personal betting time a day would be considered reasonable”.’ (Age 25)*

*‘So you go put all your bets on and then maybe go to the pub and watch a couple of games and you - constantly everyone would be checking their bets online at the pub as the day progresses.’ (Age 29)*

*‘[Discussing different modes of betting in different locations] If I’m at home I’ll use the website, but if at work or on the tram or something I’ll use the app. I’m more than happy with the app.’ (Age 29)*

*‘Generally speaking, I like to go into the TAB. Only for the sake that it’s not so — like I’ve got an online account with TAB which I do use as well, but it’s more so I find it’s a lot harder to waste money, in a sense where you’ve got to physically go into a branch.’ (Age 31)*

## Betting accounts

Online accounts with wagering companies were held by 92% of bettors (Table 19). Weekly bettors were significantly more likely to have an online betting account than occasional bettors ( $p < 0.001$ ). Weekly bettors also had a higher mean number of online accounts than occasional bettors (5.5 compared to 1.8,  $p < 0.001$ ).

**Table 19: Number of betting accounts**

	<b>All bettors</b> <b>n = 335</b>	<b>Occasional bettors</b> <b>n = 165</b>	<b>Weekly bettors</b> <b>n = 170</b>
Any account ***	92%	81%	99%
Mean ***	3.7	1.8	5.5
Median	2	1	3.5
Interquartile range (IQR)	1 - 5	1 - 11	1 - 80

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.001$ .

The most used wagering companies for all bettors (including venues, websites or apps) were the TAB (61%), Sportsbet (57%), and Crownbet (40%). These companies were the most popular among both weekly and occasional bettors (Table 20). A higher proportion of weekly bettors used each of the individually listed companies when compared to occasional bettors.

**Table 20: Betting companies used when betting**

	<b>All bettors</b> <b>n = 335</b>		<b>Occasional bettors</b> <b>n = 165</b>		<b>Weekly bettors</b> <b>n = 170</b>	
	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>
TAB	205	61	89	54	116	68
Sportsbet	190	57	74	45	116	68
Crownbet	135	40	39	24	96	56
Ladbrokes	129	39	36	22	93	55
Bet 365	105	31	38	23	67	39
William Hill	103	31	24	15	79	46
Bet Fair	45	13	7	4	38	22
Luxbet	41	12	5	3	36	21
Unibet	38	11	3	2	35	21
Other	43	13	10	6	33	19

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

Having multiple betting accounts was also the norm for interview participants. Participants often reported having one or two preferred accounts but that they would keep other inactive accounts open to use if there was a promotion of interest or if a company was offering better odds than their preferred wagering operator:

*'I've got about seven or eight accounts and they're all active. Not all of them have got money in. Um but I sort of wait for the promotions to come up.'* (Age 27)

*'When I was sort of looking for everything with everyone offering free bets and everything, there would be—at any one time you could have accounts with six, seven, eight different companies and I know a mate of mine who bets a lot is upwards of 10/15.'* (Age 25)

*'Two accounts are enough ... there's probably another three off the top of my head I reckon that are interesting ... But if you're managing three, four, five accounts, too much hassle.'* (Age 26)

## Bet planning

Bettors were asked about the forward planning that went into their betting behaviours. For all bettors, 90% reported that they had planned a bet in advance of an event during the past 12 months, 84% reported that they had bet on impulse before an event during the past 12 months, and half (52%) reported that they had bet on impulse during an event in the past 12 months. Weekly bettors were significantly more likely to have engaged in all three types of betting behaviours, compared to occasional bettors.

When examining preplanning and impulse betting behaviours in more detail (Table 21), it was found that, on average, 60% of all bets were planned in advance of an event, 30% were placed on impulse before an event, and 10% were placed on impulse during an event. When considering betting before the commencement of an event, on average, weekly bettors were more likely to report having planned a greater proportion of their bets in advance of an event (65% compared to 55%,  $p < 0.001$ ), and placed fewer bets on impulse before an event (24% compared to 36%,  $p < 0.001$ ) when compared to occasional bettors. Impulse betting during an event made up an average of 9% and 10% of all bets for both occasional and weekly bettors respectively.

**Table 21: Average percentage of bets planned in advance or placed on impulse, by bet frequency**

Mean % of betting	All bettors <i>n</i> = 335	Occasional bettors <i>n</i> = 165	Weekly bettors <i>n</i> = 170
Planned in advance of event ***	60%	55%	65%
On impulse before event ***	30%	36%	24%
On impulse during event	10%	9%	10%

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.001$ .

Similarly, there were differences between interview participants (and within participants) with regard to the amount of pre-planning that went into their bets.

*'The multiple bets do become a little harder so that's why you've sort of just got to put the time into the selections. And make sure you get them right.'* (Age 23)

*'I probably would do a little bit of research, maybe the day before or leading up ... I usually sit down with the paper or the form guide or online somewhere and do some of my own research.'* (Age 33)

*'I always bet on the day. If I'm going to the races then I'll sort of do a form guide, but otherwise it's like if I'm at the pub then on the footy, I'll just do like a last score of the quarter or first score of the quarter or something like that.'* (Age 22)

## Promotions and bonuses

Eighty-one per cent of bettors reported having used at least one form of betting promotion in the previous 12 months. Weekly bettors were significantly more likely than occasional bettors to report having used at least one promotion during that time ( $p < 0.001$ ), and to have used every individual form of promotion (see Table 22). The most frequently used promotions overall were sign-up bonuses (58%), multibets (49%) and stake-back offers (44%).

**Table 22: Promotions used by bet frequency**

	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Sign-up bonus ***	195	58	68	41	127	75
Multibet ***	163	49	52	32	111	65
Stake-back offer ***	148	44	43	26	105	62
Match your stake or	132	39	34	21	98	58
Better odds for certain combined bets ***	95	28	31	19	64	38
Mobile betting bonus ***	89	27	29	18	60	35
Refer a friend ***	51	15	9	5	42	25
Arbitrage bet offer ***	43	13	5	3	38	22
Click to call ***	34	10	5	3	29	17
Happy hours *	32	10	10	6	22	13
Any used ***	271	81	113	68	158	93

Source: Online survey of young men. Percentages may not total 100% due to rounding. \* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.05$ . \*\*\* Denotes  $p < 0.001$ .

Promotions and bonuses were also reported to be commonly used by interview participants.

*'I have the app on my phone, I go through and look at the promotions at the start of the week, know what they are.'* (Age 26)

In particular, participants expressed a preference for bonus bets and multibets:

*'Ah, I'm a sucker for bonus bets and promotions so most of the money that I lose is from promotions where I believe I'm genuinely going to win. And there's no way in a million years that I can lose. It's a guaranteed win.'* (Age 27)

*'Multis, multis was the big thing ... It wasn't really about, "I put money on Victory 'cause they were at good odds", it was less about that and more about, "I got Victory by over two goals and I got Hawthorn by under 35... it was the multi thing that was a real - everyone was on that.'* (Age 30)

One participant went on to describe specific strategies employed by betting companies to encourage betting:

*'If you haven't put money in a certain account they will start ringing you, or they'll message you and they'll email you. Over the [spring racing] carnival at least one of them will send you an email every day or send you a text message every Friday, Saturday, saying deposit money now - I'll give you this if you deposit money, so they're quite full on.'* (Age 33)

Half (50%) of bettors surveyed indicated that they found promotions very appealing and that they would be very likely to use promotions and bonuses offered by betting companies (Table 23). Weekly bettors found betting promotions significantly more appealing than occasional bettors ( $p < 0.001$ ) and were significantly more likely to report they would use betting promotions when compared to occasional bettors ( $p < 0.001$ ). Weekly bettors were also significantly more likely to indicate a higher level of understanding of betting promotion terms and conditions than occasional bettors ( $p < 0.001$ ).

**Table 23: Perceptions, intended use and understanding of promotions, by bet frequency**

On a scale of 0–10 ...	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>How appealing are promotions? ***</b>						
Unappealing (0–3)	76	23	55	33	21	12
Somewhat appealing (4–6)	91	27	43	26	48	28
Very appealing (7–10)	168	50	67	41	101	59
Mean	5.9		5.0		6.7	
<b>How likely are you to use promotions? ***</b>						
Unlikely (0–3)	77	23	57	35	20	12
Somewhat likely (4–6)	91	27	51	31	40	24
Very likely (7–10)	167	50	57	35	110	65
Mean	5.9		4.8		7.0	
<b>How well do you understand terms and conditions of promotions? ***</b>						
Not well understood (0–3)	77	23	58	35	19	11
Somewhat understood (4–6)	86	26	43	26	43	25
Very well understood (7–10)	172	51	64	39	108	64
Mean	6.1		5.1		7.0	

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.001$ .

The qualitative data showed that interview participants often perceived promotions as an appealing, low-risk or no-loss betting option. A number of participants noted that they would open new betting accounts if they saw a promotion that they liked.

*'I've got an account with just about all of the bookmakers. All the ones you see on TV. The reason is they all have different promotions where they offer free bets. I always take advantage of those promotions.'* (Age 33)

*'[Discussing why he likes arbitrage betting across wagering operators]... it's like where two companies who are competing against each other offer a money back special and if you bet on one team with one company and the other team with another, if a circumstance plays out in that game that, you know, your team loses by 18 points or less and the other team wins, you get money back on one and you win the other. So, you don't actually risk any money'* (Age 21)

*'[Discussing multibets being 'low-risk'] you can get away with putting a \$5 bet down if you get, like, a 15:1 return.'* (Age 30)

Others noted that they were now more cautious when signing up to gambling promotions.

*'I wouldn't put money in a certain account of a certain company just because of their bonuses, because to recover the bonus is very, very complicated—you'll have to put more than triple or maybe even five times your money in just to get the bonus back, so that's not really worth it.'* (Age 24)

*'If I found a good bonus bet I'd open an account with that one and get it, but then they've all got so many terms and conditions. I got burned by a couple. I shut down the [named wagering company] one because he was annoying on TV.'* (Age 22)

## Ways of keeping control

Bettors were asked about different strategies they might use to control the amount of money or time they spend betting on sports. The most frequently reported control strategy was "Monitor how much I spend on betting". Weekly bettors were significantly more likely than occasional bettors to substitute betting with other activities ( $p < 0.05$ ), cancel or suspend their betting agency subscriptions ( $p < 0.01$ ), remove access to mobile or internet data ( $p < 0.05$ ), use a joint bank account to manage money ( $p < 0.01$ ), and access gambling help online ( $p < 0.05$ ). Table 24 shows the strategies reportedly utilised in greater detail.

**Table 24: Strategies employed to control betting by bet frequency**

Is there anything you do to control the amount of time or money you spend betting?	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Monitor how much I spend on betting	192	57	87	53	105	62
Set weekly spending limits	151	45	70	42	81	48
Substitute with other activities*	63	19	23	14	40	24
Cancel or suspend betting agency subscriptions **	57	17	18	11	39	23
Avoid going to venues where I can place bets	37	11	13	8	24	14
Remove access to mobile/Internet data *	29	9	8	5	21	12
Avoid spending time with people who bet	19	6	7	4	5	3
Joint bank account to manage money **	14	4	5	3	9	5
Talk to family/friends about betting	13	4	5	3	8	5
Joint betting accounts (e.g., with partner, friend)	11	3	1	1	10	6
Avoid watching sports with betting ads	11	3	7	4	4	2
Access gambling help websites or forums*	8	2	1	1	7	4
Talk to health professional about gambling	5	1	0	0	5	3
Any strategy to control gambling	275	82	129	78	146	86

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.05$ . \*\* Denotes  $p < 0.01$ .

A number of strategies to manage gambling behaviours were described by interview participants. In particular, participants said that they limited their betting to certain days:

*'I've probably been, you know, reasonably disciplined to just keeping it to the weekend. I think that if it was to creep in during the week, it might change the whole nature of, of what I'm doing and all of a sudden I might be contemplating other sports and contemplating more money at a time.'* (Age 23)

*'I try to limit myself to, you know, no betting during the week and then save it for Saturdays. Almost – it's not like a reward, but like, you know, you get a release further into the week, just enjoy yourself' (Age 21)*

And that they took breaks:

*'I take little breaks ... if I'm losing every week, every week I'm down \$200, \$300, I'll probably give it quits for a month and then try again to see if my luck has changed.'* (Age 24)

## Sports betting and alcohol consumption

All participants were asked about their alcohol consumption behaviours (Table 25); the majority (94%) reported having consumed alcohol during the previous 12 months and three quarters (75%) were classified as having engaged in hazardous drinking during that time (according to the AUDIT C alcohol screen). No significant differences by betting status were found in the proportion of participants who reported having consumed alcohol in the previous 12 months, the proportion who reported drinking two or more alcoholic drinks a week, or the proportion who were engaged in hazardous drinking.

Overall, 64% of bettors reported having bet while affected by alcohol at least sometimes or more often; however, weekly bettors were significantly more likely than occasional bettors to report this ( $p < 0.01$ ). Among those who reported betting while affected by alcohol, half (51%) of all bettors reported that this led to spending more money or placing more bets than they otherwise would have.

**Table 25: Drinking and gambling experiences**

	<b>All bettors n = 335</b>		<b>Occasional bettors n = 165</b>		<b>Weekly bettors n = 170</b>		<b>Non-bettors n = 88</b>	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>Alcohol consumption</b>								
All who drink alcohol	315	94	159	96	156	92	78	89
Drink two or more alcoholic drinks a week	117	35	57	35	60	35	34	39
<b>AUDIT C alcohol screen</b>								
Hazardous drinking	250	75	122	74	128	75	55	63
Non-hazardous drinking	85	25	43	26	42	25	33	38
<b>Bet frequency when affected by alcohol **</b>								
Never	120	36	74	45	46	27	na	na
Sometimes	150	45	70	42	80	47	na	na
Often	30	9	11	7	19	11	na	na
Very often/Almost always	15	4	4	2	11	6	na	na
<b>Betting behaviour when affected by alcohol ^</b>								
Spend more money or place more bets	100	51	48	56	52	47	na	na
Spend less money or place fewer bets	9	5	2	2	7	6	na	na
Betting unchanged	81	42	34	40	47	43	na	na

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. ^ Betting behaviour among those who reported betting on sports when affected by alcohol sometimes or more often. \*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.01$ . na = not applicable.

Interview data provided context in which their sport betting occurred, including whether they felt their alcohol consumption affected betting behaviour. Most interview participants believed that their alcohol consumption (and related impairment) would have some influence on their betting behaviour, typically resulting in spending more money or placing more bets than they would when not drinking.

*'If you've had a few drinks, like you sort of, don't care as much about it, so you always um bet a bit more I guess.'* (Age 33)

*'I ended up whacking all my money on Rousey to win because I was probably about 10 beers in and was confident—there was no way she could've lost that fight ... I woke up in the morning and I was like, oh god I can't remember, can't believe I've put that bet on ... she won't win this.'* (Age 27)

*'You can just download the app ... Once you have a few drinks I think, yeah, I think a few of the boys might lose a bit more money than they wanted to.'* (Age 27)

This was particularly discussed in relation to betting at the pub:

*'So definitely if I'm at the pub, I'll definitely bet more just 'cause I'll be watching—there'll be races on, there'd be footy on. Like all the sports on different TVs. So you punt, yeah.'* (Age 21)

*'[Discussing betting at the pub] because you've got the TAB machines there. There's the whole betting room and everyone's, just chuck 10 bucks in and get a syndicate going. You get a lot more reckless [when you've been drinking].'* (Age 22)

However, responses were somewhat mixed, with some participants saying that alcohol had no impact on their betting behaviours:

*'I don't think it would make a difference in all honesty.'* (Age 26)

## Other gambling

Participants were asked about their participation in poker, casino games, electronic gambling machine (EGM) and fantasy sports betting. Weekly bettors were significantly more likely than occasional bettors to gamble on casino games ( $p < 0.01$ ), and more likely to bet on fantasy sports ( $p < 0.01$ ). Table 26 compares participation in other gambling for non-bettors, occasional bettors, weekly bettors and all bettors.

**Table 26: Participation in other forms of gambling, by bet frequency**

	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170		Non-sports bettors <i>n</i> = 88	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
<b>Poker bet frequency</b>								
Never	229	68	123	75	106	62	80	91
Less than monthly	70	21	31	19	39	23	8	9
Monthly or more	36	11	11	7	25	15	0	na
<b>Casino games bet frequency **</b>								
Never	162	48	95	58	67	39	72	82
Less than monthly	146	44	59	36	87	51	15	17
Monthly or more	27	8	11	7	16	9	1	1

	<b>All bettors</b> <b>n = 335</b>		<b>Occasional bettors</b> <b>n = 165</b>		<b>Weekly bettors</b> <b>n = 170</b>		<b>Non-sports bettors</b> <b>n = 88</b>	
	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>
<b>EGM bet frequency</b>								
Never	207	62	104	63	103	61	77	88
Less than monthly	96	29	51	31	45	26	11	13
Monthly or more	32	10	10	6	22	13	0	na
<b>Fantasy sports betting **</b>								
Never	259	77	138	84	121	71	84	95
Free bets only	29	9	6	4	23	14	0	na
Free and real bets	37	11	15	9	22	13	4	5
Real money only	10	3	6	4	4	2	0	na

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.01$ . na = not applicable

Responses from interview participants were mixed with regard to their engagement in other gambling activities. A number of participants said that they also went to the casino:

*'I probably bet, I think I've bet at the casino, you know two or three times [ever]. But that'll only be if I was, you know, it was really late and I was, you know really drunk and I'd just come from somewhere. So I wouldn't, I probably wouldn't seek it out.'* (Age 23)

*'If we're out in town for something and we end up at the casino, like if we're on a bucks day or something, we'll all go and have a bet, but I don't think anyone [talking about himself and friends who sports bet] goes there when they're not at big social events like that.'* (Age 33)

*'Blackjack and roulette. Blackjack mainly because I work with a few analysts, um kind of finance guys and they love Blackjack. They, I probably go with them probably once a month, but they probably go once or twice a week.'* (Age 29)

Meanwhile, other gambling at pub and club venues was reportedly limited:

*'I don't like the pokies. Keno I'll play sometimes. Just if I'm at the pub because it's something to watch.'* (Age 22)

*'I much prefer to watch either a game of sport on my money or a horse running round a racetrack rather than push on the pokie.'* (Age 31)

## Gambling-related harm

Findings from the Problem Gambling Severity Index (PGSI) indicated that 15% of bettors were classified as over the threshold for 'problem gambling', while a further 26% and 30% were at moderate or low risk of gambling problems respectively (Table 27). Significant differences between weekly bettors and occasional bettors were found, such that occasional bettors were more likely to

be classified as having ‘no problem’ ( $p < 0.001$ ) according to the PGSI, and weekly bettors were more likely to be classified as ‘problem gamblers’ ( $p < 0.001$ ) or being at ‘moderate risk’ of gambling problems ( $p < 0.001$ ). Notably, one quarter (25%) of weekly bettors were found to be classified as ‘problem gamblers’.

**Table 27: Problem Gambling Severity Index by bet frequency**

	All bettors <i>n</i> = 335		Occasional bettors <i>n</i> = 165		Weekly bettors <i>n</i> = 170	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
No problem ***	99	30	74	45	25	15
Low risk	99	30	50	30	49	29
Moderate risk ***	86	26	32	19	54	32
Problem gambler ***	51	15	9	5	42	25

Source: Online survey of young men. Notes: Percentages may not total 100% due to rounding. \*\*\* Denotes a significant difference between occasional and weekly bettor groups at  $p < 0.001$ .

A number of interview participants recognised the potential for sports betting to have negative impacts on their health and wellbeing. Participants discussed effects on mood, confidence and how betting can become increasingly a part of normal conversation.

*‘So I wouldn’t say it affects my health too much. But it definitely affects my mood. The negatives are definitely a lot greater than the positives, ‘cause when you get a win it’s, I don’t know, it’s just like a—you don’t—it doesn’t really feel like much. You’re just sort of like—oh yeah, I’ve won and it’s more relief that you’ve not lost it. Rather than celebrating winning. Whereas when you lose, it sort of does put a real downer on the weekend.’ (Age 27)*

*‘It also impacts on your confidence just in day-to-day life, you know. If you put on a bet but you know, might have been, you bet a bit more than you usually would, and you know, you lost, or you know you put a few bets and they all lost, you know, it can impact your confidence.’ (Age 19)*

*‘So um it’s definitely my intention to curb it back somewhat. Yeah because I just sort of sometimes—not saying I’m punting outside my means, but you know just sort of money is better spent elsewhere.’ (Age 31)*

*‘I’ve got one friend in particular who bets a lot. That’s why I’ve sort of started to stop recently because I’m a bit conscious of you know, their betting, like seeing someone else do it and how it can come up in conversation so much. And you don’t really want to talk about it all the time.’ (Age 19)*

However, others perceived their sports betting to be under control and not negatively impacting their lives.

*‘I reckon I’ve got a handle on it, so to speak.’ (Age 29)*

*‘It just really depends on what kind of person you are, whether it becomes a problem.’ (Age 22)*

## General health

Participants were asked about how they rated their health overall, and screened for psychological distress. Overall health did not differ significantly by betting status and most participants rated their health as good or very good (Table 28). Similarly, there were no significant differences by betting status for the likelihood of mental illness as assessed by the K6 tool (Table 29).

**Table 28: Overall health status**

Overall, how would you rate your health?	All bettors <i>n</i> = 329		Occasional bettors <i>n</i> = 162		Weekly bettors <i>n</i> = 167		Non-sports bettors <i>n</i> = 88	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Poor	17	5	9	5	8	5	4	5
Fair	44	13	15	9	29	17	16	18
Good	105	32	51	31	54	32	23	26
Very good	107	33	60	37	47	28	32	36
Excellent	56	17	27	16	29	17	13	15

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

**Table 29: K6 Psychological distress**

	All bettors <i>n</i> = 316		Occasional bettors <i>n</i> = 156		Weekly bettors <i>n</i> = 160		Non-sports bettors <i>n</i> = 88	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Probable mental illness	23	7	7	7	16	7	8	9
No probable mental illness	293	93	90	93	203	93	79	90

Source: Online survey of young men. Note: Percentages may not total 100% due to rounding.

## Views on sports betting advertising and availability

Interview and online survey participants were asked about their views (positive or negative) on: i) the ways that sports betting is marketed and advertised in Victoria; and ii) how available and accessible sports betting is in this state. Findings from these components are included below.

### Attitudes to sports betting advertising

While attitudes to sports betting advertising were mixed, the majority felt that there was an oversaturation of the market and that more regulation of sports betting advertising was needed.

*'The prominence has risen and you can't go to a sport or watch on TV without being um, you know, really it is quite confronting ... it's very difficult to escape it ... And it's very difficult to just get the purity of the actual sport to be front and centre.'* (Age 23)

*'Well, like it almost seems that they're bashing you with it ... seriously like you know it's just—it's over the top and it doesn't need to be like that. I understand they're a business and they're trying to get their product across the table I suppose, but I just believe there's ways and means of doing it and I don't think that's appropriate.'* (Age 31)

*'It's everywhere. There isn't a sporting event on TV that doesn't have an ad for the latest odds or sign up bonus, or an odds update. It used to be good and happen occasionally, but now it happens all the time.'* (Age 19)

*"There is way too much marketing. I think all designed to get people in earlier. I hardly thought about putting a bet on when I was 18, now talk to any 18-year-old male, or even younger for that matter, and most of them would have had a bet in the last week.'* (Age 22)

*'There is a bit of saturation at the moment. The major corporates are definitely trying to normalise betting and make it blokey.'* (Age 22)

*'Very negative... it's surprising that things such as alcohol and cigarettes have strict rules, yet sports betting is not governed by many rules and it's very easy to lose a lot of money.'* (Age 22)

*'Advertising betting services should be illegal. Live odds would be a good place to start, but all advertising produced by the gambling industry - TV, print, billboards, online - is predatory and should be prohibited.'* (Age 19)

*'I watch a lot of sport and the amount of betting advertising that is shown is a real worry. I know the betting companies are the ones sponsoring most events, but the image is not good.'* (Parent)

Some described this saturation of the market as having an influence on betting behaviours.

*'It makes you kind of think about, oh there might be a bit of value there, here or there, and then - 'cause it's so easy. You just jump on your phone to do it.'* (Age 27)

*[After seeing the odds on the weekly work footy tipping comp. footytips.com.au] 'Like if I see something interesting I tell the guys around me, oh look at the odds on this. And then someone will be like, oh why don't you just jump on Sportsbet and make a bet after we do our tips ... it's just there, you kind of, if I think about it, it kind of spurs me to make that bet.'* (Age 27)

*'Sports betting is far too frequently advertised during sporting events on TV and at games. The ads are appealing and they make gambling seem like an enjoyable and harmless past-time - I have noticed myself attracted to the idea of placing bets after seeing them'. (Age 20)*

*'There is a lot of emphasis on betting being macho and manly in the ads - that doesn't necessarily entice me to bet, but if I were in a social group of friends who all regularly bet, then it may affect me then.'* (Age 35)

Others reported being very aware of the advertising, but felt that it didn't influence their betting to a large extent.

*'Like you do notice it, but to be honest they're pretty good ads, so it's pretty easy to sell betting. You kind of enjoy it but it doesn't go like, I have to bet.'* (Age 29)

*'You pretty much see an ad every day, somewhere. That's not great, but I'm not the type of person that would be influenced by those, by those ads or the marketing.'* (Age 24)

*'I think it's fine, the ads are funny and they are a business, but they should be careful.'* (Age 20)

*'I think that sports betting is marketed and advertised pretty well in Victoria with a lot of the ads reminding people of the risks of gambling and to gamble responsibly.'* (Age 28)

## Attitudes to sports betting availability

Most participants who commented on the availability of sports betting in Victoria believed that it was too easily accessible, with smartphones and online platforms facilitating 24-hour a day betting.

*'Just having it on your phone there all the time, it's like ... it's too easy.'* (Age 30)

*'It's at the push of a couple of buttons I don't think you could get any more accessible than that.'* (Age 31)

*'Once upon a time you'd have to make the effort to go down to the TAB, you'd have to actually get in your car and drive down there. And to do that, it's almost as though, you know, you really have thought about what you're going to bet on and you really wanted to bet on it. So you'd—it'd actually become an effort on your part. But now there's just, there's just zero effort.'* (Age 23)

*'Online platforms make it a great deal easier to access betting. The ability to bet on sports 24/7 all around the world is a very easy trap to fall into.'* (Age 28)

*'It is very easy to set up an account and bet. It is notoriously difficult to verify accounts and withdraw money, but placing your first bet with a new agency is incredibly easy.'* (Age 35)

*'The fact it takes less than 5 mins to sign up and deposit money into an account using an app is not a good place for gambling in Victoria. The fact it takes less than 20 secs to put a bet on anywhere is worse.'* (Age 19)

*'Sports betting is readily accessible, from online, to apps, to in person at the venue. If you want to place a bet, there are certainly very few barriers to stopping you.'* (Age 35)

*'It seems to be incredibly available – too easy - only a download and mouse-click away.'* (Parent)

Concerns about the widespread access and availability of sports betting were typically raised in relation to the potential to lead to gambling-related harm.

*'You can click a button on your phone and spend a thousand dollars in an instant, scary for those not in control.'* (Age 26)

*'Individuals can easily place sizeable bets using their mobile phones and credit cards. More and more sports are available for betting, and one can gamble 24/7.'* (Age 31)

*'I would not bet if it weren't for online betting so perhaps limits could be introduced on the availability of mobile/online betting.'* (Age 27)

*'Way too accessible... having a close friend who has been seeking help with his gambling addiction - the companies he cancelled accounts with still send him emails weekly promoting him to sign back up.'* (Age 21)

*'The accessibility means it's so easy to bet you rarely keep track of the money you spend.'* (Age 35)

While a number of participants felt that the increased availability of sports betting and growth in the wagering industry meant better services and offers for sports bettors, they were also mindful of how this might impact on people who may be experiencing gambling-related harm.

*'Competition within the industry has increased significantly in the last five years with the proliferation of many corporate bookies. This is good for the punter in terms of having better service and gambling offers. Now being online is also very convenient, however it's potentially a trap for those who lose control and become addicted'* (Age 34)

*'It's very accessible and it makes it easy for me to use, but at the same time I understand that restricting access in some ways may be good for the population at large.'* (Age 35)

*'I like the availability of sports betting, because it is really easy to join, deposit and withdraw. But I think that I'm able to control my punting, whereas others may not be able to, making the accessibility a little bit dangerous.'* (Age 22)

*'It's both good and bad that betting is so readily available. It is very convenient for someone like myself who only occasionally bets small amounts, but it would be a negative for someone with gambling issues.'* (Age 18)

*'For me, availability to betting agencies is becoming easier which is a good thing. There is competition between them which ends up in more promotions for me. I'm ok in this regard because I won't bet beyond my means, but I can see how things might get out of control for others.'* (Age 25)

*'I believe that the ease of accessibility is a great thing. If someone enjoys gambling and has the sense to spend a small and controlled amount of money, then they deserve to have the apps/websites. It's only an issue if you have problems.'* (Age 18)

## The role of sporting clubs

All of the sports administrators ( $n = 7$ ) who participated in the qualitative interviews felt that there was a role that sporting leagues and clubs could, and should, play in supporting individuals to make informed, healthy choices about their gambling.

*'So I think it's very important [the topic of gambling among young men]... We're aware of our ability to influence behaviour, so if we can, we should help address these problems.'* (Regional General Manager, Victorian sports league)

*'I think we should be providing education sessions – especially using high profile names like David Schwartz and Brendan Fevola – to send that message. The senior people at the clubs need to lead by example and make sure the responsible gambling message gets out there' (Club Official, Victorian sports league)*

*'I think gambling awareness workshops should be conducted as part of the sporting club's registration. Much like they do with responsible serving of alcohol. This would ensure that clubs and their members are likely to be aware of potential dangers and put strategies in place to highlight and address any gambling issues that may arise within the club and broader community' (Club Official, Victorian sports league)*

One sports administrator spoke about the first-hand benefits he had observed from signing up to the VRGF's Sporting Club Program's Responsible Gambling Charter.

*'Once you sign on to something like that you say, "We're gonna do X, Y and Z," and as a club that's no problem, they wanna do that, they wanna support those positive messages. The next step to that is the education where someone from the Foundation comes and speaks to the group, that's really powerful.' (CEO, Victorian sports league)*

Another league CEO spoke of the benefits of a themed "gambling's not a game" round.

*'Everything over that weekend was branded "gambling's not a game". There were stories about people who had been through hardship with gambling, people who just had stories to share, promoting the positive messages about the game. And a lot of it was focusing on our clubs realising the program existed, wanting to sign up to the charter and then, in turn, promoting the charter and the messages.' (CEO, Victorian sports league)*

While a focus for some clubs had been on gambling education and awareness programs for their players, others spoke of the importance of involving the wider sporting community.

*'Our clubs are really built of our juniors' program and we promote a family friendly culture. Gambling education for parents might be another way to raise awareness of these issues in our clubs, so more people are talking about it and it filters down.' (CEO, Victorian sports league)*

However, participants also described challenges that leagues and individual clubs faced in delivering gambling awareness and education programs to their members - mostly related to having sufficient time and resources, when also trying to cover other important topics affecting young men.

*'We're stretched ... we can only do so much, we need a bit more assistance and resources and content.' (CEO, Victorian sports league)*

*'There's only so much you can do ... between beyondblue, drugs and alcohol, and this [gambling education] and then just their normal activities, there's probably enough going on.' (CEO, Victorian sports league)*

*'We have training and education programs that we run across our league—every single one of our clubs gets one of our programs ... the [separate] programs cover alcohol and drug education, respect and responsibility to women, depression, cyber safety, racial and religious tolerance—and now, responsible gambling.' (Regional General Manager, Victorian sports league)*

*'[Our community education program] is something we've built up over a few years ... every time there's a social issue. So they're [the different topics] all important. I mean the one that scares us the most is ice [crystal methamphetamine] to be honest.'* (Regional General Manager, Victorian sports league)

*'We try to work with a range of charities covering mental health, family violence, respect for women. We try to partner with one organisation per year.'* (CEO, Victorian sports league)

*'Our clubs are mostly volunteer run, it can be hard to find resources to run any extra programs.'* (CEO, Victorian sports league)

One of the other big challenges that sports administrators described was in relation to offers of sponsorship from wagering companies.

*'There are some clubs in our league that have some sponsorship from gambling agencies, some have given gambling vouchers to players in lieu of player payments, others have advertised services of bookies.'* (CEO, Victorian sports league)

*'We've had a couple of approaches from some gambling groups that wanted to just look at doing some things [with our league]—some partnership things—but it didn't really sit comfortable.'* (CEO, Victorian sports league)

*'In the past our league received some sponsorship from [gambling company], and then we, I suppose, identified some potential issues. And thought, you know, this is probably not worth it. You know, the amount of money we're getting, the social issues, this is really not worth it ... We don't have any partnerships with gambling companies now and it's not an area we'd even entertain.'* (Regional General Manager, Victorian sports league)

*'[Discussing the challenges for amateur sporting clubs who are trying to survive financially, but are conflicted by accepting sponsorship from gambling agencies] 'So it's a balance between yeah, you know, "Yeah, okay, that helps the bottom line but are we selling our soul a little bit and then losing credibility?" I suppose the same discussion with clubs who used to get sponsored by alcohol and cigarettes.'* (CEO, Victorian sports league)

This participant then went on to say:

*'[Clubs had to move away from alcohol and tobacco] ... because they didn't improve their reputation as being an inclusive, welcoming, a community focused club... so they've done that [moved away from alcohol and tobacco sponsorship] and this [gambling] is maybe the next evolution, like, this is the way it's gunna go next, yeah.'* (CEO, Victorian sports league)

## Discussion and future directions

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Research suggests that the gambling environment in Australia is changing. Sports betting has grown substantially in recent years and is emerging as a significant contributor to problem gambling, especially among younger adult males. The online accessibility of sports betting as well as the saturation of advertisements, promotions and inducements in sports and sports-related media have arguably normalised sports betting in this country. Despite increasing community concern around these issues, little has been known about young men's sports betting behaviours and the contexts in which they bet, or about the role of wagering marketing, social media and new technologies in influencing sports betting awareness and participation in this population group. The Weighing up the Odds project sought to address these gaps in knowledge and provide an evidence base to inform policy and practical responses.

### Participant characteristics

In this study, we defined bettors as those participants who reported having bet on any sport, including horse and greyhound racing, in the previous 12 months; the time frame often enquired about in the gambling literature.

The young men who participated in the online survey ( $n = 335$  bettors;  $n = 88$  non-bettors) and qualitative interviews ( $n = 25$ ) had very similar demographic profiles. Their average age was around 25 years, most were engaged in some form of employment, and many were university educated. The majority reported living in metropolitan Melbourne and surrounds and were securely accommodated, either living with their parents, partner or in a share house.

Compared to non-bettors, bettors were more likely to report being employed full-time, and to have a higher weekly income with more money available for recreational activities. This is consistent with previous studies that have found that sports and race bettors were predominantly employed full-time and residing in high-income households (Armstrong & Carroll, 2017; The Social Research Centre, 2013).

### Involvement in sports betting

#### *Categorisation of sports bettors*

Among our online sample of bettors ( $n = 335$ ), approximately half (51%) reported placing bets on at least one sport weekly or more often during the past 12 months, with one in five betting on at least one sport four or more times per week. Given the distribution of betting frequency in our sample - which appears to represent a sample of high-intensity bettors - we decided to categorise and compare "weekly bettors" (i.e., those who reported betting at least once a week on one or more individual sports) with "occasional bettors" (i.e., those who reported betting less than once a week on any individual sport). This categorisation also reflects the nature of many sporting events, which often occur on a weekly (or more frequent) basis.

Another approach taken in this research was to include both sports bettors and race bettors within the definition of "bettors". While most previous studies within the gambling literature have separated these groups, our study found that 75% of participants who reported placing bets on sports during the past 12 months had also placed bets on horse and/or greyhound races during that time, and 92% of participants who had placed bets on races had also bet on one or more

sports; one fifth (21%) had placed bets on both forms on a weekly or more frequent basis. As such, within our sample the two groups were not mutually exclusive.

It is possible that this is a product of both sports and race betting being offered simultaneously by the same wagering operators, within the same modes of access (e.g., apps, websites, etc.). That is, while sports betting and race betting have traditionally been seen as separate behaviours with different modes of access, perhaps the modern betting environment means that this is no longer the case. In addition, given the age of study participants (18-35), it is possible that our sample is made up of those more likely to adopt newer technologies (88% reported having placed bets using a smartphone during the past 12 months) and less likely to attend traditional betting outlets. Other recent studies have found that participants who bet online were typically younger and more heavily engaged in betting (Gainsbury et al., 2013), and that online and mixed-mode bettors were more likely to bet on both sports and racing (Gainsbury, Russell et al., 2015).

### ***Betting participation***

The average age of sports betting initiation was 18 years; however, one quarter (23%) of survey participants reported being younger than that when they first placed a bet. A significant minority (26%) quickly transitioned from initiation to regular sports betting, having become at least fortnightly bettors at the same age they started betting. One interview participant described that having older betting friends motivated him to bet as soon as he turned 18; although limited, this account (and the prevalence of under-age betting in this sample) provides some evidence to support community concern regarding the influence of early exposure to betting on initiation and longer-term betting behaviours.

Bettors reported placing bets on 6.4 different national and international sports (on average) during the past 12 months (an average of 8.9 for weekly bettors compared to 3.8 for occasional bettors). The most popular sports to bet on were AFL, horse racing, EPL soccer and NBA basketball. Among weekly bettors, one in four (23%) reported having bet on five or more different sports at least weekly during that time, highlighting the very high levels of engagement for some. Sports with the highest proportion of weekly bets were greyhound racing (39% of bets), hockey (38%), horse racing (37%), AFL (36%) and NBA basketball (35%), and the average bet placed in a session was \$75 for weekly bettors, compared to \$25 among occasional bettors. Previous studies have found that betting on a higher number of sports and spending more money on bets were associated with gambling-related problems (Hing, Russell, Vitartas et al., 2016).

Bettors indicated that they bet in a range of locations, likely due to the portability of personal devices. Most bettors (86%) reported betting at home, while approximately half reported betting while at work, school or university (55%), in licensed venues – on smartphone (56%), in licensed venues – on a self-serve terminal (49%), and at a sporting event – on smartphone (50%). Weekly bettors were more likely than occasional bettors to report having bet in all listed locations. These findings suggest that bettors may be placing bets at almost any time that they would normally be using their smartphone or other electronic devices, in addition to traditional settings and venues. This is consistent with previous literature that found that betting can be discretely conducted in almost any setting with the use of mobile technologies (Deans, Thomas, Daube, & Derevensky, 2016), and indicates that betting may be becoming increasingly ingrained in everyday life for some participants.

Almost all bettors in the survey (92%) reported having an online sports betting account, with weekly bettors reporting an average of 5.5 different accounts, compared to an average of 1.8 accounts for occasional bettors. This points to an association between the number of accounts and the intensity

of betting, but that warrants more in-depth examination. Further, it was common for participants to describe using different accounts at different times, based on the promotions being offered by the wagering operators. Weekly bettors were more likely to report having used all forms of wagering promotions, and were also more likely to find promotions appealing, say they intended to use promotions in the future, and say that they understood the terms and conditions. It is not surprising that those most engaged in betting were more likely to report using and understanding the associated promotions; however, the harms associated with regularly using multiple forms of promotions across multiple betting accounts are not yet well understood.

The legalities of under aged betting aside, the large proportion of young men initiating betting while underage, coupled with the rapid transition to the regular and high intensity sports betting described by many participants warrants further exploration, given the potential for harm in this subpopulation.

### ***Betting motivations and the influence of peers***

The most frequently reported motivation to bet on sports was “I enjoy a punt” (77%). Other motivations (especially for weekly bettors) included: it makes watching sport more interesting, I have a lot of sports knowledge, I enjoy the social aspect, for the adrenaline rush, to get ahead financially, the easy access to betting, boredom, and the advertisements and promotions. Some participants reported betting on sports that they do not watch; in these instances, it may be that interest in betting is greater than the interest in the sport itself. It is possible that these participants may represent a group of more intensely engaged sports bettors within the subset of weekly bettors; future analysis could examine this further.

Bettors in the online survey indicated that their betting behaviours were informed by a range of different sources; most commonly their own knowledge. Weekly bettors were more likely than occasional bettors to also report using other sources, such as paid and free tips from experts, and online, text or telephone chats with groups and individuals (e.g., chats via Facebook, WhatsApp or other social media platforms).

Interview participants also indicated that friends and peers had a big impact on their betting behaviours. Participants suggested that friends often discussed betting odds together, shared tips with each other for “good” bets, and encouraged each other to bet more generally. While social media appeared to be integral in these interactions and participants reported engaging in these conversations as a normal part of their weekly (and even daily) activities, some stressed that that these mediums were typically used for tips and sharing wins, rather than losses, which meant they didn’t necessarily have a good understanding of how often their peers were winning or losing. The impacts of this on behaviour and experiences of harm require further, in-depth investigation.

### ***Bet planning and the influence of alcohol***

On average, bettors in the online survey reported that 60% of their bets were planned in advance of an event, 30% were placed on impulse prior to an event, and 10% were placed on impulse during an event. While it was not possible to ascertain from this study what effect impulse - or unplanned - betting had on betting behaviour, it is anticipated that it could lead to variations in the number of bets placed (e.g., placing more bets than intended), spending more or differently than intended, or betting on different sports or outcomes. Given that previous studies have linked impulsive betting with gambling-related problems (Hing, Russell, Vitartas et al., 2016), future research should examine the impacts of unplanned betting in more detail. In addition, it is necessary to understand what drives impulsivity in betting - whether it is to do with the setting,

peers, advertisements and promotions or other factors such as alcohol consumption (as noted below) - in order to address the potential harms associated with this.

The AUDIT-C alcohol screen was used to examine alcohol use among survey participants; the majority (94%) reported having consumed alcohol during the previous 12 months and three quarters (75%) were classified as having engaged in hazardous drinking during that time. Alcohol consumption behaviours did not differ significantly by bettor groups; however, weekly bettors were more likely to report having placed a bet while affected by alcohol during the past 12 months. For bettors who reported this, half (51%) noted that this led to spending more money or placing more bets than they otherwise would have done. Currently, there is little other research exploring the nexus between sports betting and alcohol consumption among young men. Further, while including alcohol in betting advertising is illegal in Victoria, betting companies often use alcohol imagery, such as settings usually associated with drinking alcohol, in their advertising material. Given this, and the already high frequency of betting and levels of hazardous drinking among this sample of young men, the intersections between betting behaviours and alcohol (and other drug) consumption and related harms warrants further exploration.

### ***Engagement in other forms of gambling***

In terms of the co-consumption of betting alongside other forms of gambling, this study found that weekly bettors were more likely than occasional bettors to report having also gambled on casino games (excluding poker) and bet on fantasy sports during the past 12 months, which have previously been found to be associated with harm (Martin & Nelson, 2014). While this study did not explore the co-consumption of betting and other gambling in great depth, it does provide an initial indication of the overlap between these behaviours in this population. Further research is needed to examine the extent of this overlap, and to examine the ways in which this may contribute to the experience of gambling-related harm.

## **Gambling-related harm**

Young, male, online sports bettors have been described as especially vulnerable to excessive or problematic sports gambling (Hing et al., 2017), but at the time this study was conducted there was no tool to comprehensively measure gambling-related harm. As a conduit for this, the PGSI, the K6 psychological distress scale and a question regarding overall health were included in the online survey. Overall, participants reported being in good health, and psychological distress status did not differ by betting status. According to the PGSI, 15% of all bettors in this sample would be classified as “problem gamblers” and over 50% would be classified as at low or moderate risk. However, this differed by bettor status, with one quarter (25%) of weekly bettors being classified as problem gamblers, compared to 5% of occasional bettors.

While a significant proportion of these young, weekly bettors were classified as “problem gamblers”, the interviews highlighted that participants were not necessarily concerned about harms to themselves in relation to their own gambling behaviours (those who were, spoke of effects on mood and confidence), but were more aware of harms being experienced by others. This suggests that participants were aware of potential gambling-related harms and the signs that these were being experienced in others, but were not necessarily recognising them in themselves. This is potentially problematic as bettors may be experiencing quite significant and longer-term harms before they become aware of them. Further, while participants were primarily young, securely accommodated and living without children, it may be that these harms are realised more significantly in the future as they start to transition life stages.

The theme of taking personal responsibility for betting also arose during the interviews. In particular, participants emphasised the idea that “only certain people get into trouble with betting”, implying that gambling-related harms were a result of personal weakness or similar. This perhaps goes some way to explaining why only 4% of survey participants said that they would talk to their friends about their betting as a way to try to control their betting, and even fewer said they would speak to a professional. In order to minimise harms from betting, reducing the blame and stigma associated with these harms appears to be an integral step.

The most commonly reported strategy used by survey participants to control betting was to “monitor how much I spend on betting”. While the proportion of participants who reported engaging in some of the control strategies was quite low, weekly bettors were more likely than occasional bettors to report that they substitute betting with other activities, cancel or suspend subscriptions, remove data or Internet access, use joint bank accounts to manage money and access gambling help websites or forums. However, it was not possible to glean the effectiveness of these strategies from our study; this is something that warrants further exploration.

## **Normalisation of sports betting and attitudes to advertising**

Consistent with previous research (Deans et al., 2017; Gainsbury, Delfabbro et al., 2015), a key finding of this study was that sports betting behaviours were becoming normalised within sporting culture and sporting rituals. Interview participants (young men, sports administrators and parents) felt that this was being facilitated by widespread wagering marketing within sporting broadcasts and at sporting events, offers of promotions and other inducements, and frequent discussions about odds, tips and betting among informal and formal peer-betting networks.

While attitudes to sports betting advertising among young men were mixed, most believed that there was an oversaturation of the market and that more regulation of sports betting advertising was needed. Some young men reported that the increased availability of sports betting and growth in the wagering industry had resulted in better services and offers for sports bettors. However, most felt that sports betting was too easily accessible - especially for those who might be experiencing harm - with smartphones and online platforms facilitating 24-hour a day betting. These points were reiterated by parents and sports administrator participants, and are consistent with those documented in previous research with young men (Deans et al., 2017) and with parents and children (Pitt, Thomas, Bestman et al., 2016).

The concern expressed by participants about the need for greater control and regulation of sports betting advertising is fairly significant. For the most part, this is a population of highly engaged sports bettors. Within this group, a quarter of all bettors (27%) and a third of weekly bettors (35%) reported that advertisements and promotions motivated them to bet, and a further 81% of participants reported having used at least one type of promotion in the previous 12 months. That is, this is a group that uses and is motivated by advertisements and promotions. The fact that this group is asking specifically for increased regulation is particularly significant as they are the ones “closest” to the advertisements and potentially most affected by them.

## **Implications and future directions**

The Weighing up the Odds project examined sports betting motivations, attitudes, behaviours and associated harm among young men who are regular participants and viewers of sports, with the aim of contributing to the evidence base that will guide future research, policy and public health initiatives.

## Future research priorities

Findings from this small-scale study point to a range of areas for further research in order to improve understanding of the factors associated with increasing sports betting participation and related harm in the community. These include:

1. An expansion of the Weighing up the Odds project to include:
  - other Australian states and territories, which may have different high-profile sports and different regulations around gambling, including in relation to wagering advertising and promotions; and
  - other populations of interest, including young women and/or older adult participants.
2. Further in-depth analyses and research into key topics of interest or issues requiring further investigation, including:
  - What are the key cultural, contextual, socio-demographic and behavioural correlates of gambling-related harm (i.e., low risk, moderate risk or problem gambling as classified by the PGSI) among young male sports bettors?
  - What types of gambling-related harms do young male sports bettors experience (e.g., effects on mental health, relationship problems, reduced work or study performance, financial harms, etc.), and what are the barriers and enablers to help-seeking in this population?
  - What types of risk-reduction or self-regulation strategies do young male sports bettors employ to minimise their experience of gambling-related harm, and which strategies are most successful for them?
  - Is earlier initiation to sports betting associated with different patterns of sports betting behaviour among young men and what impact does this have on their experience of gambling-related harm?
  - How does alcohol and other drug consumption influence sports betting behaviour among young men and what impact does this have on their experience of gambling-related harm?
  - How does wagering marketing (including different types of promotions and inducements) influence sports betting behaviour among young men and what impact does this have on their experience of gambling-related harm?
  - What situational factors are associated with unplanned or impulse betting among young men and what impact does impulse betting have on their experience of gambling-related harm?
  - What is the relationship between sports betting and engagement in other gambling activities (e.g., emerging activities such as fantasy sports and e-sports, casino games, etc.), and what impact does this have on young men's experience of gambling-related harm?
  - What role do social networks (including informal and formal betting networks) play in influencing sports betting behaviour among young men and, in turn, on increasing or minimising their experience of gambling-related harm?
  - What are the barriers and enablers for sporting organisations in developing and implementing responsible gambling policies and practical responses?
  - What types of broader level strategies and initiatives could be developed and implemented in order to reduce gambling-related harm among young male sports bettors?

3. Further prospective, longitudinal research with young male sports bettors to explore how sports betting behaviours and the experience of gambling-related harms change over time, and to improve understanding of the key drivers of these changes. In addition, longitudinal research could assist in evaluating the effect of changes in gambling-related policy or public health initiatives targeted toward this population.

## Policy and public health responses

Findings from this study could be used to inform a range of policy and practical initiatives in order to minimise the health, social and economic harms to affected individuals and communities, including the development and implementation of:

1. Gambling policy and regulation related to sports betting marketing and availability that seeks to minimise gambling-related harm in the community;
2. Innovative technology built into sports betting platforms that aims to minimise betting-related harm for individuals and deliver tailored and targeted health promotion messages;
3. Strategies to assist Victorian sporting organisations to phase out sponsorship arrangements with wagering operators and source alternative revenue streams;
4. Harm reduction programs for Victorian sporting organisations that seek to counter the normalisation of gambling in sport, and support members to make informed, healthy choices about sports betting and other gambling behaviours;
5. Information resources (for sports bettors, peers and families) regarding the identification and de-stigmatisation of gambling-related harm, and how to support and refer young men (and others) who may be experiencing harm related to their sports betting; and
6. Appropriate support and treatment services for young men (and others) who may be experiencing harm related to their sports betting.

## Strengths and limitations

This study was designed to provide a descriptive overview of sports betting behaviours among young men and the role of advertising and new technologies in shaping these behaviours. As such, the qualitative interviews and online survey sampling and recruitment primarily focused on men who self-identified as “sports bettors”, or those who enjoy sports and betting. While a broad range of recruitment strategies were used (e.g., social media, mailing lists, researcher networks, etc.), these strategies were not exhaustive. Participants who self-selected to contribute to the research may not be representative of the broader population of young Victorian men who bet on sports, and the generalisability of the results may be limited.

Despite excellent recruitment levels, this may be considered a relatively small study with a total of 423 survey participants ( $n = 335$  bettors) and 35 interview participants. In particular, the number of parents ( $n = 3$ ) and sports administrators ( $n = 7$ ) included in the qualitative interviews was quite small. Nevertheless, this met recruitment targets for parent and sports administrator participants ( $n = 10$ ) and saturation was largely achieved for this group. As such, the study provides a very valuable starting point for what is a growing area of research interest but there may be limited

power to explore the importance of some factors in contributing to sports betting behaviours, gambling-related harm and other outcomes. Further, the online survey was cross-sectional in design, and additional evidence from longitudinal research is needed to infer causation of relationships between participants' behaviours and their engagement in risk taking or experience of harm.

The study was organised so that the themes emerging from the semi-structured interviews could be used to inform the content and structure of the online survey, while also providing key information on the types of sports, betting platforms and betting promotions to include. This information, as well as information from key stakeholders working in the gambling field, was used to create the multiple-choice options within the survey. It is possible that the response options provided were not exhaustive, and that the sports, promotions and platforms reported might differ compared to other Australian jurisdictions.

Finally, while evidence suggests that self-reported behaviours tend to be accurate and reliable if confidentiality is assured and there are no negative consequences of disclosure, the participants' responses may have been affected by concerns regarding social desirability. In addition, participants were asked to report on their past 12-month behaviours and the findings may be subject to some recall bias.

Despite these limitations, this study has provided some of the first comprehensive data on sports betting motivations, attitudes, behaviours and correlates among young metropolitan and regionally based Victorian men who are regular participants and viewers of sports that involve exposure to gambling. It is hoped that findings from the project will help to inform timely, local responses to reduce and prevent adverse gambling-related consequences among affected individuals and the wider Victorian community.

## Overall conclusions

Findings suggest that sports betting has become normalised among young men who are regular participants and viewers of sport, often facilitated by widespread wagering marketing, offers of promotions and other inducements, 24-hour online access to betting, and informal and formal peer-betting networks. Participants commonly reported having multiple online betting accounts, betting on a range of different national and international sports and betting regularly. Many participants planned their betting in advance but unplanned betting was also reported to be common, especially when alcohol had been consumed. While most identified strategies for trying to control the amount of money or time they spent betting on sports, negative impacts on health and wellbeing related to sports betting were also reported. Findings from this study have contributed to the evidence base that will guide further research, policy and targeted public health initiatives.

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## Appendices

### Appendix 1: Interview recruitment materials

#### Interview recruitment flyer distributed via existing mailing lists

## Seeking research participants

### Weighing up the odds

#### Young men, sports and gambling

The Australian Gambling Research Centre (AGRC) at the Australian Institute of Family Studies is conducting a study into how young men who are involved in sports view, experience and engage with sports betting and other forms of gambling. It is our hope that the findings will help to inform future gambling policy and the development of services that better support young gamblers, their families and sporting clubs.

#### Who can participate?

We are seeking young men (aged 18 to 35), parents of young men and sports administrators and coaches who work with young men to talk with us about sports and betting, gambling advertising, and the role of social media and new technologies in influencing sports betting awareness and participation among young men.

#### What's involved?


Talking with us will involve an informal chat of about 30 minutes to an hour. It can be face-to-face or over the telephone, and we can arrange a time and location to suit you. We expect to be undertaking interviews during October 2015 to May 2016. Participants will be offered a \$50 gift voucher in compensation for your time.

#### Further information


We'll be holding a community forum in Melbourne in October 2016 where data from these interviews will be synthesised and combined with data from an online survey (to be conducted during May-August 2016). You'll be invited to attend and contribute to the discussion.

For more information on the project, including how to participate, contact:  
 Rebecca Jenkinson or Marissa Dickins  
 Email: [wuto@aifs.gov.au](mailto:wuto@aifs.gov.au) ■ Phone: (03) 9214 7805

All enquiries will be treated privately and confidentially



Australian Government  
 Australian Institute of Family Studies  
 Australian Gambling Research Centre



Victorian Responsible Gambling Foundation

This research is funded by the Victorian Responsible Gambling Foundation

Australian Gambling Research Centre <[www.aifs.gov.au/agrc](http://www.aifs.gov.au/agrc)>

## Gumtree classified advertisement: Advertisement



Your ad was posted successfully

Good news **WUTO**. Your ad was successfully posted and it will be available online until **07/05/2016**. If you wish to edit, renew or upgrade your ad please click the button below.

**Young men, sport and gambling**  
**Free**  
 Docklands VIC



Do you play or watch sports such as AFL, cricket or soccer?

Are you a sports administrator, coach or volunteer at a sporting club?

Does your son play sport?

**We are looking for young men aged 18-35, parents, coaches and sports administrators to tell us what they think about sports and betting**

To participate in the 'Weighing up the Odds' project:

**Email us at [rebecca.jenkinson@aifs.gov.au](mailto:rebecca.jenkinson@aifs.gov.au) or Phone: (03) 9214 7805**

All eligible participants will receive a **\$50 gift voucher** for their time.

All enquiries will be treated privately and confidentially

For more information visit **[www.aifs.gov.au/agrc/projects](http://www.aifs.gov.au/agrc/projects)**

## Gumtree classified advertisement: Additional images



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2 of 3



www.shutterstock.com · 248065621

## Appendix 2: Interview Plain Language Statements

### ‘Weighing up the Odds’ Research Project

#### Information sheet for interviews with young men

Principal Researchers: Dr Rebecca Jenkinson, Dr Anna Thomas, Ms Kelly Hand

#### About the study

The Australian Gambling Research Centre (AGRC) at the Australian Institute of Family Studies is conducting a **study into how young men who are involved in sports view, experience and engage with gambling**. The Victorian Responsible Gambling Foundation is funding the study.

**We would like to chat with young men (aged 18-35 years) who regularly watch or play sport**

Our study aims to develop a better understanding of the gambling attitudes and behaviours of young men who are regular participants and viewers of sports, and how advertising and new gambling technologies play a role in this. We hope that our findings will help inform future gambling policy and the development of services that better support young gamblers, their families and sporting clubs.

#### How you can help

You are eligible to take part in an interview if you are:

- male;
- aged between 18 and 35;
- play or watch sports regularly (at least once a month); and
- live in Victoria.

The interviews are a fairly informal chat about your experiences with one of our researchers at a time that suits you. We can talk with you by telephone or in person. We expect the interview will last around 30-60 minutes.

We will be interested in hearing about:

- the sports you like to watch and play;
- what you think about sports betting and gambling advertising/promotion;
- your own sports betting practices (e.g., types of betting, how often, who with);
- any other betting, punting or gambling you do;
- what other sorts of things you do when you're betting (e.g., socialise with friends, drink alcohol); and
- your general health and wellbeing.

Your time is valuable. If you participate in an interview, you will receive a \$50 gift voucher in compensation for your time.

Your participation is completely voluntary, and you may choose to stop participating at any time or chose to skip any questions you don't want to answer. If you decide after the interview that you don't want to take part you can request we remove any information you have provided up until we de-identify the data.

#### Your privacy

Your privacy is really important to us. The information that you provide is confidential and will not be used by the research team in any way that could suggest it came from you. With your permission,

we will record and transcribe this interview. The transcript will only be identifiable by a unique ID number.

The transcripts will be stored securely for a minimum of seven years in accordance with the National Health and Medical Research Council (NHMRC) and the Victorian Responsible Gambling Foundation (VRGF) research guidelines. The recordings will be destroyed by secure means once processed. All files will be stored either in a locked filing cabinet or on the password-protected server at the Australian Institute of Family Studies. Only members of the research team will have access to them.

In line with the *Privacy Act 1988*, your responses will be treated confidentially, within the limits of the law. If you were to talk about a current illegal activity which has not been investigated, the interviewer may be legally obliged to tell the authorities about this. During the interview, if it seems to the interviewer that the conversation is heading in this type of direction, you will be reminded of this.

### **Ethical Conduct**

This study has received approval from the Australian Institute of Family Studies Human Research Ethics Committee (15/09). If you would like to make a complaint about this research please contact the AIFS ethics secretariat via telephone (03) 9214 7888 or email ethics-[secretariat@aifs.gov.au](mailto:secretariat@aifs.gov.au)

### **How you can take part**

If you are interested in taking part please contact the research team on (03) 9214-7805 or email [wuto@aifs.gov.au](mailto:wuto@aifs.gov.au) to arrange an interview or to find out more about the study.

### **Support services**

If you would like to talk to someone for support with your gambling issues or other personal issues, please call any of the following support services for help.

Each of these services are available 24 hours a day, 7 days a week.

Gambler's Help Services 1800 858 858  
[www.responsiblegambling.vic.gov.au/getting-help](http://www.responsiblegambling.vic.gov.au/getting-help)  
This is a dedicated support service for gamblers, their families and friends.

Gambler's Help Youthline 1800 262 376  
This is a dedicated support service for young people under 25 years and is open to gamblers, their families and friends.

DirectLine 1800 888 236  
[www.directline.org.au](http://www.directline.org.au)  
This is a 24 hour alcohol and other drug counselling and referral service.

Lifeline 13 11 14  
This is a service that provides immediate crisis support and is open to all people.

### **About the Australian Gambling Research Centre**

The Australian Gambling Research Centre (AGRC) was established under the National Gambling Reform Act 2012 at the Australian Institute of Family Studies (AIFS). AIFS is an independent statutory authority established by the Commonwealth Government in 1980 to undertake research into families and their wellbeing in Australia. The AGRC aims to provide high- quality, evidence-based publications and resources to increase the capacity and capability of policy-makers, researchers and professionals working in the area of gambling. More detailed information can be obtained from our websites: <[www.aifs.gov.au/agrc](http://www.aifs.gov.au/agrc)> and <[www.aifs.gov.au](http://www.aifs.gov.au)>. The Reference Number for this study is AGRC 15/09.

## **‘Weighing up the Odds’ Research Project**

### **Information sheet for interviews with parents, coaches and sports administrators**

Principal Researchers: Dr Rebecca Jenkinson, Dr Anna Thomas, Ms Kelly Hand

#### **About the study**

The Australian Gambling Research Centre (AGRC) at the Australian Institute of Family Studies is conducting a **study into how young men who are involved in sports view, experience and engage with gambling**. The Victorian Responsible Gambling Foundation is funding the study.

#### **We would like to chat with parents, coaches and sports administrators about sports and betting**

Our study aims to develop a better understanding of the gambling attitudes and behaviours of young men who are regular participants and viewers of sports, and how advertising and new gambling technologies play a role in this. We hope that our findings will help inform future gambling policy and the development of services that better support young gamblers, their families and sporting clubs.

#### **How you can help**

You are eligible to take part in an interview if you are:

- the parent of a young man who plays or watches sports regularly; or
- a sports administrator, coach or other volunteer at a sports club

The interviews are a fairly informal chat with about young men, sports and gambling with one of our researchers at a time that suits you. We can talk with you by telephone or in person. We expect the interview will last around 30-60 minutes.

In the interview, we will be interested in hearing about:

- the sports your son/ young men at your club like to like to watch and play;
- what you think about sports betting advertising and the availability of sports betting in Victoria;
- your understanding of the sports betting (and other gambling) practices of your son/ young men at your club (e.g., types of betting, how often, who with);
- your understanding of the contexts in which they gamble (e.g., while drinking alcohol, socialising with friends);
- your views on the impacts of sports betting/ other gambling on the health and wellbeing of young men who engage in sports betting; and
- your views on how families, sporting organisations and the wider community can support individuals to make healthy choices about gambling.

Your time is valuable. If you participate in an interview, you will receive a \$50 gift voucher in compensation for your time.

Your participation is completely voluntary, and you may choose to stop participating at any time or chose to skip any questions you don't want to answer. If you decide after the interview that you don't want to take part you can request we remove any information you have provided up until we de-identify the data.

### Your privacy

Your privacy is really important to us. The information that you provide is confidential and will not be used by the research team in any way that could suggest it came from you. With your permission, we will record and transcribe this interview. The transcript will only be identifiable by a unique ID number.

The transcripts will be stored securely for a minimum of seven years in accordance with the National Health and Medical Research Council (NHMRC) and the Victorian Responsible Gambling Foundation (VRGF) research guidelines. The recordings will be destroyed by secure means once processed. All files will be stored either in a locked filing cabinet or on the password-protected server at the Australian Institute of Family Studies. Only members of the research team will have access to them.

In line with the *Privacy Act 1988*, your responses will be treated confidentially, within the limits of the law. If you were to talk about a current illegal activity which has not been investigated, the interviewer may be legally obliged to tell the authorities about this. During the interview, if it seems to the interviewer that the conversation is heading in this type of direction, you will be reminded of this.

### Ethical Conduct

This study has received approval from the Australian Institute of Family Studies Human Research Ethics Committee (15/09). If you would like to make a complaint about this research please contact the AIFS ethics secretariat via telephone (03) 9214 7888 or email [ethics-secretariat@aifs.gov.au](mailto:ethics-secretariat@aifs.gov.au)

### How you can take part

If you are interested in taking part please contact the research team on (03) 9214-7805 or email [wuto@aifs.gov.au](mailto:wuto@aifs.gov.au) to arrange an interview or to find out more about the study.

### About the Australian Gambling Research Centre

The Australian Gambling Research Centre (AGRC) was established under the National Gambling Reform Act 2012 at the Australian Institute of Family Studies (AIFS). AIFS is an independent statutory authority established by the Commonwealth Government in 1980 to undertake research into families and their wellbeing in Australia. The AGRC aims to provide high- quality, evidence-based publications and resources to increase the capacity and capability of policy-makers, researchers and professionals working in the area of gambling.

More detailed information can be obtained from our websites: [www.aifs.gov.au/agrc](http://www.aifs.gov.au/agrc) and [www.aifs.gov.au](http://www.aifs.gov.au). The Reference Number for this study is AGRC 15/09.

## Appendix 3: Interview guides

### Semi-structured Interview Schedule – Young men (aged 18–35)

#### Proposed topics/Themes for discussion

##### Demographic characteristics

- Age
- Postcode
- Education
- Employment
- Income
- Living arrangements
- Relationship status

##### Sporting participation/engagement

- Types of sports engagement/preferences (e.g., participating/coaching; viewing with family/friends/alone, in a public/private setting)
- Nature of the sports (e.g., particular codes, professional/amateur, team/individual)

##### Sports betting (and other gambling) behaviour, motivations and attitudes

- Level and modes of participation in sports betting
  - Sporting codes bet on (e.g., AFL, soccer, cricket)
  - Modes (land-based, online, mobile app, telephone, other)
  - Type of sites used/visited (e.g., sportsbet.com.au, tomwaterhouse.com, tab.com.au)
  - Frequency (days, times, seasonal, depends on sport)
  - Networks (gamble alone, with friends/ club-mates/ family, in syndicates)
  - Expenditure
  - Participation in sports-related competitions, special promotions, bonuses
- Age started sports betting (and regularly betting)
- Motivations for sports betting
  - Role of sports betting advertising/marketing strategies/brand loyalty
- Peer and parental sports betting (attitudes and behaviour)
- Engagement in other types of gambling (e.g., EGM, casino)
  - Frequency
  - Expenditure
- Gambling contexts

- Contexts in which sports betting (and other gambling) occurs, e.g., more likely to gamble/sports bet (& to gamble greater amounts) if drinking alcohol, at special events, with peers?
- Engagement in any risk-reduction/ self-regulation strategies when sports betting/other gambling

### **Gambling and related health measures**

- Qualitative questions and validated scales (where appropriate), for example:
  - General health and wellbeing
  - Problem Gambling Severity Index (PGSI)
  - Alcohol Use Disorders Identification Test (AUDIT-C)
  - Kessler 6 (K6) mental health scale

### **Gambling attitudes and future expectations**

- Expectations regarding future sports betting/other gambling behaviours (stable, cut down, increase)
- Views on sports betting marketing and the amount of sports betting opportunities available (at sporting clubs, elsewhere) in Victoria
- Views on how sporting clubs might manage gambling issues/ support individuals to make informed healthy choices about gambling

## **Semi-structured Interview Schedule – Parents and Sports Administrators/Coaches**

### **Proposed topics/Themes for discussion**

#### **Demographic characteristics**

- Gender
- Postcode
- If parent: number of children; gender/age of children
- If administrator/coach: position/role, sporting code/level, level of contact with players

#### **Sporting participation/engagement of the young men you are in contact with**

- Types of sports engagement/preferences (e.g. sports viewing/participating/ coaching)
- Nature of the sports involved with (e.g. particular codes, professional/amateur)

#### **Young men and sports betting behaviours**

- Stakeholders' understandings of the sports betting behaviours (e.g., type, frequency, modes) of the young men they are in contact with
- Understandings of gambling contexts and related risk taking among young men (including the role of alcohol consumption)
- Understandings of gambling culture within clubs/ peer groups (e.g., betting groups/ syndicates)
- Understandings of young men's engagement in any risk-reduction/ self-regulation strategies when sports betting/other gambling
- Impacts of sports betting/other gambling on young men's health and wellbeing

#### **Attitudes to sports betting advertising and availability**

- Views on the amount and type of sports betting advertising/marketing in Victoria
- Views on the availability (normalisation) of sports betting/ number of opportunities to gamble (in general, and at sporting clubs specifically)
- Views on whether sporting clubs can remain financially viable without revenue from gambling

#### **Responses to sports betting among young men who watch/play sport**

- Views on the mechanisms through which families and sporting organisations can support individuals to make informed healthy choices about gambling
- Views on how the wider community and policy makers could/should respond

## Appendix 4: Online survey recruitment materials

### Facebook advertising

#### Facebook Advertisement 1

**Weighing up the odds: Young men, sports and gambling**  
Sponsored · ✱

Like Page

Do you watch or play sports such as AFL, cricket or soccer? The Australian Gambling Research Centre is looking for Victorian men aged 18-35 to tell them what they think about sports betting! Go in the running to win one of five \$200 gift vouchers. Go to <http://bit.ly/2fUlydQ> to participate.




**Sports & betting: Tell us what you think! Participants could win a \$200 voucher**

The Weighing up the Odds project is looking at young men, sports and betting.

[SURVEYS.AIFS.GOV.AU](http://bit.ly/2fUlydQ) [Learn More](#)


## Facebook Advertisement 2

**Weighing up the odds: Young men, sports and gambling**

Like Page

Sponsored · ✱

Do you watch or play sport? We're looking for Victorian men aged 18-35 to tell us what they think about sports betting! Go in the running to win one of five \$200 vouchers. Go to <http://bit.ly/2fUlydQ> to participate.



### Sports & betting: Short survey for chance to win \$200 ...

The Weighing up the Odds project is looking at young men, sports and betting.

[SURVEYS.AIFS.GOV.AU](http://SURVEYS.AIFS.GOV.AU) [Learn More](#)

5 Likes · 4 Comments

Like

Comment

Share

## Twitter advertising



**AGRC** @AGRC\_AIFS · Nov 23

Like sports and a punt? Complete our survey for Vic men 18-35 for chance to win a \$200 voucher [bit.ly/2fUlydQ](https://bit.ly/2fUlydQ)  
#sportsbets #gambling



## Google AdWords

Like sports and a punt?

Tell us what you think

[surveys.aifs.gov.au](https://surveys.aifs.gov.au)

Short survey for Vic men aged 18-35 with a chance to win a \$200 voucher.

## Gumtree classifieds

### Gumtree advertisement 1: (Volunteer | Unpaid)


**Do you like sports and a punt?**  
**Go in the running to win one of five \$200 gift vouchers.**

- Short survey on sports and betting
- Chance to win a \$200 voucher

Are you: male; aged between 18 and 35; and living in Victoria. Do you like to play or watch sports? We would like to know what you think about sports and betting. The survey should take about 15 minutes and will ask about: the sports you like to watch and play; your own betting/punting/gambling practices; and your general health and we...

Volunteer | Unpaid

**Melbourne City**  
Docklands




  
Victorian Government  
Australian Gambling Research Centre


08/12/2016



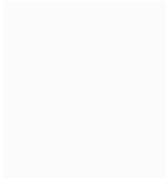
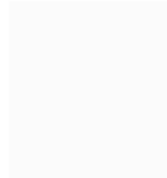
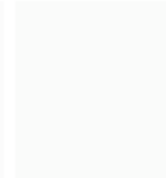
★

Do you like sports and a punt?

Go in the running to win one of five \$200 gift vouchers.

20/485 Latrobe Street, Melbourne, VIC | view  Post a similar ad  Share |  Report



### Advertiser's description

Are you:

- male;
- aged between 18 and 35; and
- living in Victoria.

Do you like to play or watch sports?

We would like to know what you think about sports and betting.

**The survey should take about 15 minutes and will ask about:**

- the sports you like to watch and play;
- your own betting/punting/gambling practices; and
- your general health and wellbeing.

We will award **a \$200 gift voucher to five randomly chosen participants.**

The project is funded by the Victorian Responsible Gambling Foundation.

To participate, go to:  
<https://surveys.alfs.gov.au/alfs2/index.php/787925/lang-en>

For more information, visit the 'Weighing up the odds' website:  
<https://alfs.gov.au/agrc/projects/weighing-odds-young-men-sports-and-gambling>

<b>Date Listed:</b> 08/12/2016	<b>Last Edited:</b> 08/12/2016
<b>Advertised By:</b> Private	<b>Job Type:</b> Volunteer
<b>Salary Type:</b> Unpaid	<b>Salary Detail:</b> Go in the running to win one of five \$200 gift vouchers.

## Gumtree advertisement 2 (Swap/Trade)



### Sports & betting: Short survey for chance to ... Swap/Trade

Do you like to play or watch sports? Are you: - male; - aged between 18 and 35; and - living in Victoria. We would like to know what you think about sports and betting. The survey should take about 15 minutes and will ask about: - the sports you like to watch and play; - your own betting/punting/gambling practices; and - your general heal...

Melbourne City  
Docklands

07/12/2016



## Sports &amp; betting: Short survey for chance to win \$200 voucher



Swap/Trade

20/485 Latrobe Street, Melbourne, VIC | [view](#) [Post a similar ad](#) [Share](#) [Report](#)



## Seller's description

Do you like to play or watch sports? Are you:

- male;
- aged between 18 and 35; and
- living in Victoria.

**Date Listed:**  
07/12/2016

**Last Edited:**  
07/12/2016

**Condition:**  
New

We would like to know what you think about sports and betting.

The survey should take about 15 minutes and will ask about:

- the sports you like to watch and play;
- your own betting/punting/gambling practices; and
- your general health and wellbeing.

We will award a \$200 gift voucher to five randomly chosen participants.

The project is funded by the Victorian Responsible Gambling Foundation.

To participate, go to:  
<https://surveys.alfs.gov.au/alfs2/index.php/787925/lang-en>

For more information, visit the 'Weighing up the odds' website: <https://alfs.gov.au/agrc/projects/weighing-odds-young-men-sports-and-gambling>

## Advertisements and flyers distributed via existing mailing lists

[View this email in your browser](#)

# AGRCnews

## Australian Gambling Research Centre



### [Online survey - young men, sports and betting](#)

The [Australian Gambling Research Centre](#) is conducting an online survey to develop a better understanding of the gambling attitudes and behaviours of young men who are regular participants and viewers of sports.

We would be very grateful if you could please forward this information to your networks.

#### Who can participate?

You are eligible to participate if you:

- are male
- aged 18-35 years
- live in Victoria

#### What's involved?

The online survey should take about 15 minutes and will ask about:

- the sports you like to watch and play
- your own betting/punting/gambling practices
- your general health and wellbeing

We will award **\$200 gift vouchers** to five randomly chosen participants.

To participate please [click here](#)

This project is funded by the [Victorian Responsible Gambling Foundation](#).

For further information, please visit the [project's webpage](#).



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Melbourne, VIC 3000  
Australia

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**Australian Government**  
**Australian Institute of  
Family Studies**

## Appendix 5: Online survey

### Weighing up the Odds

Weighing up the Odds: Exploring gambling motivations, attitudes, behaviours and harm among young men who are regular participants and viewers of sports that involve exposure to gambling

**About the survey** The Weighing up the Odds survey aims to understand the **gambling attitudes, motivations and behaviours of young men who regularly watch or play sports**. We hope that our findings will provide helpful information for young men, their families, sporting clubs, policy makers, and support services.

#### How you can help

You are eligible to take part in this online survey if you:

- are male;
- aged between 18 and 35;
- and live in Victoria.

#### This is a short, confidential survey that will ask you about:

- the sports you like to watch and play;
- your own betting/punting/gambling practices;
- your views on sports betting advertising and the accessibility of sports betting;
- and your general health and wellbeing.

**The survey should take about 15 minutes** Your time is valuable. To thank people for their time, we will award **\$200 gift vouchers to five** randomly chosen participants. These vouchers will be awarded in January 2017.

#### Your privacy

Survey responses are confidential and anonymous. If you choose to provide contact details to go in the voucher draw, your contact information will be kept in a separate file from your survey responses. Both files will be password-protected and only accessible by the research team. Participating in this survey is completely voluntary and you may choose to stop participating at any time. To withdraw from the survey, click on the "Exit and clear survey" button at any time. You can also just close the browser window, but this will keep any responses you have already given.

#### Funding and ethics

The Australian Gambling Research Centre at the Australian Institute of Family Studies is conducting the study. The Victorian Responsible Gambling Foundation is funding the study. The study has received ethics approval from the Australian Institute of Family Studies Human Research Ethics Committee (15/09). If you would like to make a complaint about this research, please contact the Australian Institute of Family Studies' ethics secretariat via telephone (03) 9214 7888 or email [ethics-secretariat@aifs.gov.au](mailto:ethics-secretariat@aifs.gov.au)

#### Contact for further information

If you would like further information about the project, please visit the [Weighing up the Odds project](#) webpage or contact the Principal Researcher Dr. Rebecca Jenkinson on (03) 9214 7864 or [Rebecca.Jenkinson@aifs.gov.au](mailto:Rebecca.Jenkinson@aifs.gov.au)

**If you consent to participate, please click 'Submit and proceed' below.**

There are 48 questions in this survey

### About you

**What is your age?**

Please choose only one of the following:

- ☐ 18
- ☐ 19
- ☐ 20
- ☐ 21
- ☐ 22
- ☐ 23
- ☐ 24
- ☐ 25
- ☐ 26
- ☐ 27
- ☐ 28
- ☐ 29
- ☐ 30
- ☐ 31
- ☐ 32
- ☐ 33
- ☐ 34
- ☐ 35
- ☐ None of the above [note, participants who selected this response were not able to complete the survey]

**What is your gender?**

- ☐ Male
- ☐ Female [note, participants who selected this response were not able to complete the survey]
- ☐ Other [note, participants who selected this response were not able to complete the survey]

**What is your postcode?**

Only numbers may be entered in this field.

Each answer must be between 3000 and 3999.

Please write your answer here:

**In which country were you born?**

Please choose only one of the following:

- ☐ Australia
- ☐ Somewhere else

**In which country were you born?** [note, participants only answered this question if they answered 'Somewhere else' to the previous question]

Please choose only one of the following:

- ☐ [Full list not displayed due to length]

**What language/s do you and your family speak at home?**

Please choose only one of the following:

- ☐ English only
- ☐ English and another language
- ☐ Another language only

**If you and your family speak a language other than English, which other main language do you speak?**

**If there is more than one, please select the language you speak most.** [note, participants only answered this question if they answered 'English and another language' or 'Another language only' to the previous question]

- ☐ [Full list not displayed due to length]

**What are your usual living arrangements?**

Please choose only one of the following:

- ☐ Live alone
- ☐ Live with parents
- ☐ Live with partner (no children)
- ☐ Live with partner (with at least one dependent child)
- ☐ Live in share house with other adults
- ☐ No specific address (e.g., couch surfing, travelling)
- ☐ Other

**Are you currently....**

Please choose only one of the following:

- ☐ Single
- ☐ In a relationship
- ☐ Married/Defacto
- ☐ Other

**Are you currently employed?**

Please choose only one of the following:

- ☐ Yes, full-time
- ☐ Yes, part-time
- ☐ Yes, casual
- ☐ Not employed – looking for work
- ☐ Not employed – not looking for work
- ☐ Other

**Are you currently studying?**

Please choose only one of the following:

- ☐ Yes, full-time
- ☐ Yes, part-time
- ☐ No, not currently studying
- ☐ Other

**What is the highest level of education that you have completed?**

Please choose only one of the following:

- ☐ Year 10 or below
- ☐ Year 11 or equivalent
- ☐ Year 12 or equivalent
- ☐ A trade, technical certificate or diploma
- ☐ A university or college degree
- ☐ Postgraduate qualifications (e.g., Masters, PhD)
- ☐ Other

**What is your usual take-home, weekly income from all sources of support (AFTER TAX has been taken out)?**

Please choose only one of the following:

- ☐ \$1 to \$49
- ☐ \$50 to \$99
- ☐ \$100 to \$199
- ☐ \$200 to \$299
- ☐ \$300 to \$399
- ☐ \$400 to \$499
- ☐ \$500 to \$599
- ☐ \$600 to \$699
- ☐ \$700 to \$799
- ☐ \$800 to \$899
- ☐ \$900 to \$999
- ☐ \$1,000 to \$1,499
- ☐ \$1,500 to \$1,999
- ☐ \$2,000 to \$2,199
- ☐ \$2,200 to \$2,399
- ☐ \$2,400 or more
- ☐ Don't know
- ☐ I prefer not to say

**During a normal week, how much money do you have for recreational activities?**

**That is, after you've paid your bills, rent/mortgage and groceries, along with other expenses each week.**

**If you are unsure, please take your best guess.**

Please choose only one of the following:

- ☐ \$1 to \$49
- ☐ \$50 to \$99
- ☐ \$100 to \$199
- ☐ \$200 to \$299
- ☐ \$300 to \$399
- ☐ \$400 to \$499
- ☐ \$500 to \$599
- ☐ \$600 to \$699
- ☐ \$700 to \$799
- ☐ \$800 to \$899
- ☐ \$900 to \$999
- ☐ \$1,000 to \$1,499
- ☐ \$1,500 or more
- ☐ Don't know
- ☐ I prefer not to say

**Sports participation****Do you play or coach any of the following sports?**

Please choose all that apply:

- ☐ Australian Football League (AFL)
- ☐ Basketball
- ☐ Boxing
- ☐ Cricket
- ☐ Cycling
- ☐ Golf
- ☐ Hockey
- ☐ Martial arts
- ☐ Motor sport(s)
- ☐ Netball
- ☐ Rugby League
- ☐ Rugby Union
- ☐ Soccer
- ☐ Swimming/other water sports
- ☐ Tennis
- ☐ Volleyball
- ☐ I don't play or coach any sports
- ☐ Other:

**Which of the following sports do you watch either live, on TV, or online?**

Please choose all that apply:

- ☐ American Football (NFL)
- ☐ Australian Football League (AFL)
- ☐ Baseball
- ☐ Basketball
- ☐ Boxing
- ☐ Cricket
- ☐ Cycling
- ☐ Golf
- ☐ Greyhound racing
- ☐ Hockey
- ☐ Horse racing
- ☐ Martial arts
- ☐ Motor sport(s)
- ☐ Netball
- ☐ Rugby League
- ☐ Rugby Union
- ☐ Soccer
- ☐ Swimming/other water sports
- ☐ Tennis
- ☐ Volleyball
- ☐ I don't watch any sports live, on TV, or online
- ☐ Other:

**Sports betting**

**Which of the following sports did you place bets on during the past 12 months?**

Please choose all that apply:

- ☐ American Football (NFL)
- ☐ Australian Football League (AFL)
- ☐ Baseball
- ☐ Basketball (American NBA)
- ☐ Basketball (Australian NBL)
- ☐ Boxing
- ☐ Cricket
- ☐ Cycling
- ☐ Golf
- ☐ Greyhound racing
- ☐ Hockey
- ☐ Horse racing
- ☐ Motor sport(s)
- ☐ Netball
- ☐ Rugby League
- ☐ Rugby Union
- ☐ Soccer (Australian A League)
- ☐ Soccer (English Premier League)
- ☐ Soccer (other)
- ☐ Swimming/other water sports
- ☐ Tennis
- ☐ Volleyball
- ☐ Other
- ☐ I didn't bet on any sports in the past 12 months

**Which other sport(s) did you place bets on during the past 12 months?** [note, participants only answered this question if they selected 'Other' for the previous question]

Please write your answer here:

**How often, on average, did you place bets on these sports during the past 12 months?** [note, participants answered this question for each sport that they selected in the previous question]

Please choose the appropriate response for each item:

	Once or twice a year	A few times a year	Once a month	2 to 3 times a month	Once a week	2 to 3 times a week	4 or more times a week
American Football (NFL)							
Australian Football League (AFL)							
Baseball							
Basketball (American NBA)							
Basketball (Australian NBL)							
Boxing							
Cricket							
Cycling							
Golf							
Greyhound racing							
Hockey							
Horse racing							
Motor sport(s)							
Rugby League (NRL)							
Rugby Union							
Soccer (Australian A League)							
Soccer (English Premier League)							
Soccer (other)							
Tennis							

Other							
-------	--	--	--	--	--	--	--

**On days when you placed bets on each of these sports, roughly how much money did you place on bets (\$AUD per day)? [note, participants answered this question for each sport that they selected in the previous question]**

Please write your answer(s) here:

American Football (NFL)	
Australian Football League (AFL)	
Baseball	
Basketball (American NBA)	
Basketball (Australian NBL)	
Boxing	
Cricket	
Cycling	
Golf	
Greyhound racing	
Hockey	
Horse racing	
Motor sport(s)	
Rugby League (NRL)	
Rugby Union	
Soccer (Australian A League)	
Soccer (English Premier League)	
Soccer (other)	
Tennis	
Other	

**Which of the following sources of information did you use to inform your sports betting in the past 12 months?**

Please choose all that apply:

- ☐ Own knowledge/experience (from watching, playing or coaching)
- ☐ Face-to-face chats (with friends, family, colleagues)
- ☐ Online, text or telephone chats with individuals (e.g., messaging a friend)
- ☐ Online, text or group chats (e.g., Facebook, WhatsApp or email group chats)
- ☐ Purchased tips from experts/professional bookies/paid for a form guide
- ☐ Sourced free tips from experts via TV/radio/websites/social media (including free online form guide information)
- ☐ Other:

**What percentage of your sports betting was done in the following ways during the past 12 months?**

**If you do not use a device for sports betting, please leave blank (total should add to 100%).**

Please write your answer(s) here:

Online using a mobile/smart phone	
Online using a computer/laptop/tablet/TV	
Telephone/phone call (not using internet)	
At a land-based venue (e.g., TAB. Pub, club, racetrack, casino, etc.)	

**In which locations did you place bets on sports during the past 12 months?**

Please choose all that apply:

- ☐ At home
- ☐ At work/uni/school
- ☐ Licensed venue (e.g., pub, club) – on my smartphone
- ☐ Licensed venue (e.g., pub, club) – on a self-service terminal
- ☐ At a sporting event – on my smartphone
- ☐ At a sporting event – with a booking or on a self-service terminal
- ☐ At a land-based TAB (separate to pub)
- ☐ While commuting (e.g., on public transport)
- ☐ Other:

**About what percentage of your sports bets during the past 12 months would you describe as:**

Please write your answer(s) here:

Planned in advance of the sporting event	
On impulse before the start of the sporting event	
On impulse during the sporting event	

**What motivated you to bet on sports during the past 12 months?**

Please choose all that apply:

- ☐ I enjoy a punt
- ☐ I have a lot of experience/knowledge of sports
- ☐ Having a bet makes watching sports more interesting
- ☐ I enjoy the social aspect of betting with friends
- ☐ The adrenaline rush
- ☐ To get ahead financially
- ☐ To chase losses
- ☐ To stay connected to friends who bet
- ☐ I enjoy competing with other bettors
- ☐ Boredom
- ☐ Easy (24-hour) access to betting
- ☐ Advertisements and promotions
- ☐ Other:

**Which of the following companies (venues, websites or apps) do you use to place bets?**

Please choose all that apply:

- ☐ Aussportsbetting
- ☐ Bet365
- ☐ Betfair
- ☐ Bluebet
- ☐ Centrebet
- ☐ Crownbet
- ☐ Ladbrokes
- ☐ Luxbet
- ☐ Madbookie
- ☐ Sportsbet
- ☐ TAB
- ☐ Tom Waterhouse
- ☐ Unibet
- ☐ William Hill
- ☐ Other:

**How many online betting accounts do you have?**

Only numbers can be entered in this field.

Please write your answer here:

accounts

**About what age were you when you first started betting on sports?**

Only numbers can be entered in this field.

Please write your answer here:

years old

**At about what age were you when you started betting regularly (i.e., at least fortnightly) on sports?** [note, this question was only answered by participants who gambled at least fortnightly on one or more sports]

Only numbers can be entered in this field.

Please write your answer here:

years old

**Have you bet on fantasy sports in the past 12 months?**

Please choose only one of the following:

- ☐ No
- ☐ Yes, free bets only
- ☐ Yes, free and real money bets
- ☐ Yes, real money bets only

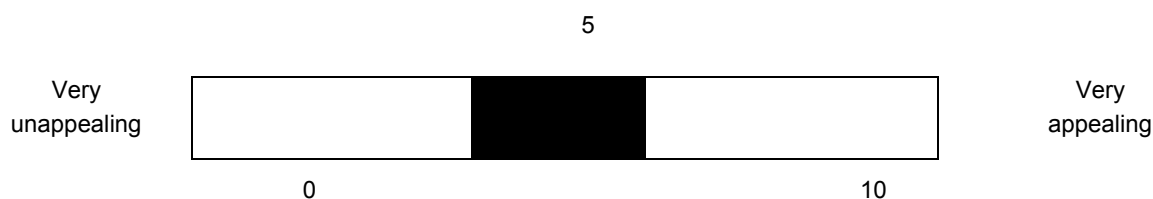
**Promotions & bonuses****Which of the following promotions or bonuses have you used to place bets during the past 12 months?**

Please choose all that apply:

- ☐ Sign up bonuses (to open a betting account)
- ☐ Refer a friend offer
- ☐ Click to call bonus (for using this technology to place in-play bet)
- ☐ Mobile betting bonus (for betting via mobile phone or tablet)
- ☐ Multi bet offer (bonus bet, refund or cash if multi-bet fails by one leg)
- ☐ Stake back offer (some money back if bet doesn't win)
- ☐ Match your stake or deposit (with bonus bets)
- ☐ Better odds or winnings for certain combined bets
- ☐ Happy hours with better odds or winnings
- ☐ Arbitrage bet offer (best odds from multiple bookmakers to lock in guaranteed profit/no loss)
- ☐ I have not used any promotions or bonuses in the last 12 months
- ☐ Other:

**On a scale from 0 to 10, where 0 is Very Unappealing and 10 is Very Appealing...****How appealing to you are the promotions and bonuses offered by betting agencies?**

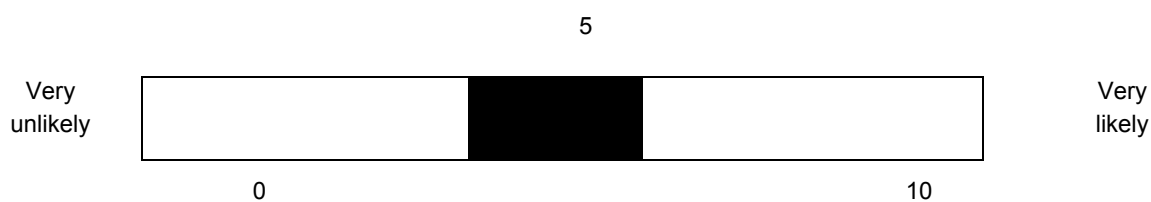
Please click and drag the slider to enter your answer.



**On a scale from 0 to 10, where 0 is Very Unlikely and 10 is Very Likely...**

**How likely are you to use the promotions or bonuses offered by betting agencies?**

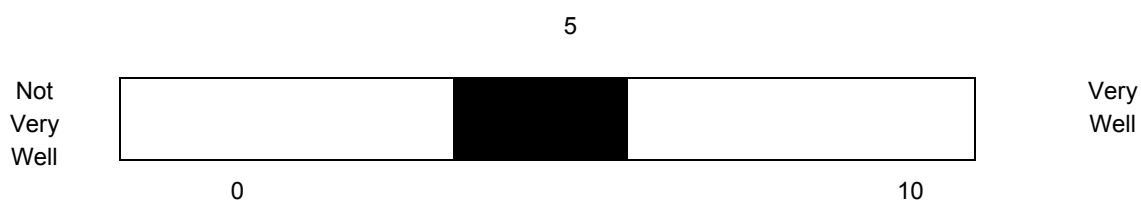
Please click and drag the slider to enter your answer.



**On a scale from 0 to 10, where 0 is Not Very Well and 10 is Very Well...**

**How well do you understand the terms and conditions of the use of the promotions and bonuses offered by betting agencies?**

Please click and drag the slider to enter your answer.



### Drinking and gambling experiences

**Now some questions about your use of alcohol during the past 12 months.**

Please choose the appropriate response for each item:

	Never	Monthly or less	2 to 4 times a month	2 to 3 times a week	4 or more times a week
How often do you have a drink containing alcohol?					

Please choose the appropriate response for each item:

	1 to 2 drinks	3 to 4 drinks	5 to 6 drinks	7 to 9 drinks	10 or more drinks
How many drinks containing alcohol do you have on a typical day when you are drinking?					

Please choose the appropriate response for each item:

	Never	Less than monthly	Monthly	Weekly	Daily or almost daily
How often do you have six or more drinks in one occasion?					

**How often during the past 12 months did you bet on sports when you were affected by alcohol?**

Please choose only one of the following:

- ☐ Never
- ☐ Sometimes
- ☐ Often
- ☐ Very often/almost always

**Does your sports betting behaviour change when you're drinking?**

Please choose only one of the following:

- ☐ Yes, I spend more money or place more bets
- ☐ Yes, I spend less money or place fewer bets
- ☐ No, my betting doesn't change when I'm betting
- ☐ Other:

**Other gambling**

**Thinking about the last 12 months, how often have you spent money on any of the following? This includes money spent online (e.g. on a computer, mobile/smart phone, iPad) and in land-based venues (e.g. pubs, clubs, casinos).**

Please choose the appropriate response for each item:

	Never	Less than once a month	Once a month	2 to 3 times a month	Once a week	More than once a week
Poker machines (pokies)						
Casino table games (e.g. blackjack, roulette), but not poker						
Poker						

**Thinking about the last 12 months...**

Please choose the appropriate response for each item:

	Never	Sometimes	Most of the time	Almost always
Have you bet more than you could really afford to lose?				
Have you needed to gamble with larger amounts of money to get the same feeling of excitement?				
When you gambled, did you go back another day to try to win back the money you lost?				
Have you borrowed money or sold anything to get money to gamble?				

Have you felt that you might have a problem with gambling?				
Has gambling caused you any health problems, including stress or anxiety?				
Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?				
Has your gambling caused any financial problems for you or your household?				
Have you felt guilty about the way you gamble or what happens when you gamble?				

### Ways of keeping control

**Is there anything that you do to try to control the amount of money or time you spend betting on sports?**

Please choose all that apply:

- ☐ Monitor how much money I spend betting on sports
- ☐ Set limits for how much I can spend each week
- ☐ Avoid spending time with family/friends who regularly bet
- ☐ Avoid going to a venue where I can place bets
- ☐ Avoid watching sports with ads for betting agencies
- ☐ Cancel or suspend apps/subscriptions to betting agencies
- ☐ Use joint betting accounts to manage how much I bet (e.g., with partner, friends)
- ☐ Use joint bank accounts to manage how much I spend (e.g., with partner, friends)
- ☐ Remove access to mobile/internet data for betting
- ☐ Talk to friends or family about my betting
- ☐ Talk to health professionals about my betting
- ☐ Access help/information from gambling/betting help websites or online forums
- ☐ Substitute betting for other activities
- ☐ I do not do anything to limit my sports betting
- ☐ Other:

## How you're feeling

The following questions are about how you have been feeling.

**During the past 30 days, how often did you feel:**

Please choose the appropriate response for each item:

	None of the time	A little of the time	Some of the time	Most of the time	All of the time
... nervous?					
... hopeless?					
... restless or fidgety?					
... so depressed that nothing could cheer you up?					
... that everything was an effort?					
... worthless?					

**Overall, how would you rate your health during the past 30 days?**

Please choose the appropriate response:

Excellent	Very good	Good	Fair	Poor	Very poor

## Your views on sports betting

**What are your views (positive or negative) on the ways that sports betting is marketed and advertised in Victoria?**

Please write your answer here:

**What are your views (positive or negative) on how available/accessible sports betting is in Victoria?**

Please write your answer here:

**Is there anything else you'd like to add about sports betting (pros and cons) among young men in Victoria?**

Please write your answer here:

### **Voucher Draw**

Your time is valuable. To thank people for their time, we will award \$200 gift vouchers to five randomly chosen participants.

**To go in the draw, please write your contact details below and then click 'Submit'.**

**If you do not wish to provide your contact details, please click 'Submit' now.**

**Note, participants who do not provide their contact details will not go in the draw to win one of the five \$200 gift vouchers.**

**Winners will be notified in January 2017.**

Please write your answer(s) here:

First name	
Mobile number	
Email address	

## Thank you

**Thank you for participating in this project! We really appreciate your time!**

A summary of the project findings will be available on the AGRC website in mid 2017. If you have any questions about the project, please do not hesitate to contact Dr. Rebecca Jenkinson on (03) 9214 7864 or [Rebecca.Jenkinson@aifs.gov.au](mailto:Rebecca.Jenkinson@aifs.gov.au)

If you would like to talk to someone for support with your gambling or other personal issues, please call any of the following support services for help. Each of these services are available 24 hours a day, 7 days a week.

### **Gambler's Help Services**

1800 858 858

[www.responsiblegambling.vic.gov.au/getting-help](http://www.responsiblegambling.vic.gov.au/getting-help)

This is a dedicated support service for gamblers, their families and friends.

### **Gambler's Help Youthline**

1800 262 376

This is a dedicated support service for young people under 25 years and is open to gamblers, their families and friends.

### **DirectLine**

1800 888 236

[www.directline.org.au](http://www.directline.org.au)

This is a 24 hour alcohol and other drug counselling and referral service.

### **Lifeline**

13 11 14

This is a service that provides immediate crisis support and is open to all people.

Thank you for completing this survey.

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## Appendix 6: Key stakeholder forum invitation

### Invitation to participate in a research forum

#### Weighing up the odds Young men, sports and gambling

The Australian Gambling Research Centre at the Australian Institute of Family Studies is conducting a study into how young men who are involved in sports view, experience and engage with sports betting and other forms of gambling. The project involves qualitative interviews with young men, parents and sports administrators, an online quantitative survey with young men, and a research forum with key stakeholders.

It is our hope that the findings will help to inform future gambling policy and the development of services that better support young gamblers, their families and sporting clubs.

We're now seeking participants who work in the sports and gambling sectors in Victoria to contribute to a research forum where we will:

- present findings from the interviews and survey that we have undertaken with young men, parents and sports administrators;
- discuss the implications of these findings for future research, policy and practice; and
- provide an opportunity to meet with colleagues who work in the sports and gambling sectors to form collaborations for further work in this area.

#### **WEIGHING UP THE ODDS – RESEARCH FORUM**

**DATE:** Wednesday, 10th May, 2017

**TIME:** 2.00 pm to 4.00 pm (afternoon tea will be provided)

**PLACE:** Australian Institute of Family Studies, Balluk Room  
Level 20, 484 La Trobe Street, Melbourne

**RSVP:** Please **RSVP to Rebecca by 8 May** via contact details below. Please note places are limited

For more information on the project or the research forum please contact  
Dr Rebecca Jenkinson – Email: [rebecca.jenkinson@aifs.gov.au](mailto:rebecca.jenkinson@aifs.gov.au) □ Phone: (03) 9214 7864



**Australian Government**  
**Australian Institute of Family Studies**  
Australian Gambling Research Centre



This research is funded by the Victorian Responsible Gambling Foundation

Australian Gambling Research Centre <[www.aifs.gov.au/agrc](http://www.aifs.gov.au/agrc)>

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RESEARCH REPORT

# Weighing up the odds: young men, sports and betting

July 2018

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