



FACT SHEET 5: SPORTS BETTING

Victorian Population Gambling and Health Study (2018–2019)

What is sports betting?

Sports betting is a form of gambling that entails placing a bet – wagering – on a sporting activity.

A person may choose to bet on the ultimate outcome of a game or match i.e. on who they think will win. They can also bet on individual actions within a game, such as the player they think will kick the first goal in a footy match or which team will be ahead in points at half-time.

Opportunities to bet are available before a match, as well as throughout live play. Bets can be placed in person with a bookmaker or online using an account that accepts debit and credit cards. People who gamble via the internet are able to 'shop around' for the best odds on various websites and apps.

Popular sports on which Australians can bet include AFL, rugby league, soccer, cricket, tennis, motorbike racing and basketball.

In this study, horse racing is considered to be a separate type of gambling from sports betting.

Rates and frequency

About 6 per cent of Victorian adults – 8 per cent of those who gamble – participate in sports betting. This compares with 4 per cent of Victorian adults who bet on sports in 2008, 4.8 per cent in 2014 and 5.8 per cent in 2018.

About 65 per cent of people who participate in sports betting place a bet on sport between one and six times a year, while 12 per cent do so up to 12 times a year.

Placing bets more than once a week increases with age from 2.4 per cent of men who engage in sports betting aged 18–24 to 10 per cent of those aged 45–54 years.

Participants

At 13.9 per cent, more men who gamble in Victoria participate in sports betting than women, of whom only 2.9 per cent gamble on sport.

Sports betting for both men and women declines with age:

- about 32 per cent of men aged 18–24 years who gamble bet on sports compared to only 1.6 per cent of men aged 75+
- around 10 per cent of women aged 18–24 years who gamble participate in sports betting compared to 0.3 per cent of women aged 75+ years.

About 13 per cent of people who bet on sport earn an annual salary of \$156,000 or more. The second highest group of people who bet on sport, at 11.5 per cent, earn between \$78,000 and \$155,999 a year, while 9.1 per cent have an annual personal income of between \$41,600 and \$77,999. About 7 per cent have no income.

Of people in Victoria who gamble, those who mainly speak a language other than English at home are significantly more likely, at 10.6 per cent, to bet on sports than the those who only speak English, at 7.9 per cent.

Betting mode

The majority of sports betting is conducted via the internet or with a mobile app. More than 78 per cent of Victorians who bet on sport do so using online bookmakers or mobile apps – the highest for any gambling activity.

Of Victorians who bet on sports:

- 72 per cent use an Australian-licensed online bookmaker or mobile app
- 27 per cent place bets at a Victorian TAB, or TAB outlet in a pub, club or casino
- 6 per cent bet through an overseas online bookmaker or mobile app
- 4 per cent place bets by telephone with an Australian-licensed bookmaker.

New types of sports betting

Few Victorians participate in newer forms of sports gambling, such as betting on eSports (0.5 per cent) and fantasy sports (0.4 per cent).