

New Zealanders' Participation in Gambling

Results from the 2014 Health and Lifestyles Survey

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EXECUTIVE SUMMARY

BACKGROUND

The Health and Lifestyles Survey (HLS) is a biennial, nationally representative, face-to-face, in-home survey that facilitates the monitoring of health behaviours and attitudes of New Zealanders aged 15 years and over. The HLS is managed by the Health Promotion Agency (HPA)¹ and collects information relating to the programme areas HPA works in, including minimising harm from gambling. In 2014, the gambling section of the HLS was designed specifically to be comparable to the 2006/07 Gaming and Betting Activities Survey, a benchmark survey carried out to inform the development of a national health promotion programme aimed at reducing gambling harm. The results for the majority of the 2014 HLS questions were also comparable with those in the 2008, 2010 and 2012 HLS. It is recommended that the findings from this report should be read along with the series of specialised gambling reports from the National Gambling Study (Abbott et al., 2014).

GAMBLING BEHAVIOUR IN 2014

Participation

Overall, around seven in ten (71.0%) New Zealanders aged 15 years and older (approximately 2.2 million people) had participated in some form of gambling in the past 12 months. The most commonly reported form of gambling was buying lottery tickets: just over one-half (54.8%) of adults had purchased a lottery ticket at least once in the past year. Other common forms of gambling were betting on horse/dog races (13.1%), and using gaming machines or pokies at pubs or clubs (13.5%).

Frequency

The four most common gambling activities that people participated in at least once a week were buying lottery tickets, playing housie or bingo, track betting, and playing Daily Keno. Most of the other gambling activities were participated in less than once a month. People who participated regularly (weekly or more often) in the continuous forms of gambling activities (eg, pokie machines, sports and racing betting and table games at a casino) were more likely to be experiencing gambling harm, as indicated by the Problem Gambling Severity Index (PGSI). This was particularly true in the case of playing gaming machines or pokies at pubs or clubs.

Number of activities

Previous research has shown that participation in a higher number of different gambling activities increases the risk of developing gambling problems. In the current study, respondents reported participating in an average of two activities in the past 12 months; one in seven (14.8%) reported participating in four or more. In line with previous research, the proportion of respondents who participated in four or more activities in the last year increased with gambling harm, as defined by the PGSI: 18.9% of 'non-problem gamblers', 39.3% of 'low-risk gamblers', and 65.7% of 'moderate-

¹ HPA is a New Zealand Crown entity formed in 2012 by the merger of the Health Sponsorship Council (HSC) and the Alcohol Advisory Council (ALAC).

risk/problem gamblers' had participated in four or more different types of gambling in the past 12 months.

Gambling harm

Among all New Zealand adults, 2.7% (around 86,400 people) met the PGSI criteria for 'low-risk gambling', 1.2% (around 36,700 people) for 'moderate-risk gambling', and 0.7% (22,800 people) for 'problem gambling'. In total, 4.6% of New Zealand adults (around 145,900 people) had experienced at least some level of individual gambling harm.

In terms of household harm from gambling, 5.5% of adults had experienced at least one harm, such as having an argument, going without something, or not paying bills because of gambling, in the last 12 months. The most commonly reported form of gambling associated with household harm was electronic gaming machines at pubs or clubs.

CHANGES OVER TIME

Participation

In 2014, the overall past-year gambling participation rate (71.0%) was similar to that in 2012 (70.3%), but significantly lower than in 2006/07 (82.4%). When comparing the 2014 and 2006/07 data, gambling participation reduced among Māori (from 87.0% to 75.1%) and people of European/Other ethnicity (from 84.3% to 73.9%), but did not change among Pacific and Asian peoples. When comparing the 2014 and 2010 data, the only significant difference was found among people of European/Other ethnicity. This group's participation rate dropped from 84.6% in 2010 to 73.9% in 2014.

The reduction in participation between 2006/07 and 2014 occurred in all age groups, with 15 to 17-year-olds exhibiting the greatest reduction in gambling participation (from 60.4% to 11.3%).

Participation in the following gambling activities was significantly lower in 2014 than in 2006/07: purchasing New Zealand Lotteries Commission products², gaming machines at pubs or clubs, and informal gambling activities (eg, fundraising activity/sweepstakes/monetary bets with friends or families).

Number of activities

In 2014, the proportion of New Zealand adults who had participated in three gambling activities in the past year was significantly lower (11.1%) than that in 2010 (18.8%), but not different from that in 2012 (11.7%). In addition, the proportions of adults who took part in one, two, or four or more activities have not changed significantly since 2010.

Problem gambling

The proportion of New Zealand adults who met the PGSI criteria for 'problem gambling' in 2014 (0.7%) was unchanged from that recorded in 2012 (0.2%) and 2010 (0.7%).

² New Zealand Lotteries Commission products included Lotto, Keno, Bullseye, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

CONCLUSION

This report provides in-depth information on gambling participation, including the prevalence estimates of 'low-risk', 'moderate-risk', and 'problem gambling' for the total New Zealand adult population, as well as experience of harmful gambling in the household. The 2014 HLS contains further information on knowledge, attitudes and perception of gambling harm, which will be presented in a subsequent report. Together, these data will provide an overall picture of New Zealand adults' views on, and experiences of, gambling.

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1. INTRODUCTION

1.1 THE HEALTH AND LIFESTYLES SURVEY

The Health and Lifestyles Survey (HLS) is a monitor of the health behaviour and attitudes of New Zealand adults aged 15 years and over (referred to as 'New Zealand adults' in the report). The HLS is managed by the Health Promotion Agency (HPA) and collects information relating to the programme areas HPA works in, including minimising harm caused by gambling. The HLS has been in-field every two years since 2008.

Apart from gambling, the 2014 HLS also included questions relating to tobacco control, healthy eating, physical activity, alcohol, sun safety, immunisation, and mental health. The section relating to minimising gambling harm was comprehensive and provided comparable measures with previous surveys of New Zealand adults' opinions, knowledge, and behaviour relating to gambling harm: specifically, the 2006/07 Gambling and Betting Activities Survey (GBAS) and the three previous HLSs (2008, 2010 and 2012).

This report presents results from the 2014 HLS on participation in gambling activities. Data from the GBAS and the previous HLSs are included where the measures are comparable. Details of the procedures followed to ensure these surveys produced high-quality and robust data can be found in the related methodology reports.³

1.2 REPORT OBJECTIVES

This report presents findings relating to gambling participation in New Zealand, as measured in the 2014 HLS. The specific objectives are to:

- determine the prevalence of past-year gambling participation and frequency of gambling participation among New Zealand adults, both overall and among different social and population groups (as defined by gender, age, ethnicity, level of gambling harm, and deprivation level)
- determine the prevalence of different patterns of gambling behaviour among New Zealand adults
- examine the changes in gambling participation and frequency from 2006/07 to 2014.

1.3 GAMBLING AND PUBLIC HEALTH

Gambling in New Zealand is regulated by the Gambling Act 2003, and preventing and minimising the harm caused by gambling is one of the purposes of the Act. The Ministry of Health is responsible, under the Act, for the prevention and treatment of problem gambling. As part of the Ministry's strategy to combat problem gambling, HPA has been contracted to deliver a programme that contributes to the reduction of harm through implementation of mass-media campaigns and

³ Methodology reports for the 2006/07 GBAS and the 2008-2014 HLS methodology reports are available online: <http://www.hpa.org.nz/research-library/research-publications>.

the development of resources to support public health activities, as well as through research and evaluation. Results from HPA's surveys, along with other data sources, provide important indicators of changes in behaviours and community awareness of gambling harms. In addition, the results facilitate knowledge about the degree to which people are involved in the types of individual, family and community behaviours that the Ministry's strategy is targeting.

The following chapter provides an overview of the research method.

2. METHOD

This section provides a brief description of the method of the 2014 HLS. It briefly describes the sampling frame, data collection approach, response rate, questionnaire, and the derived variables. The full description of the survey method including the design, implementation, weighting and analysis is available from a separate report titled '2014 Health and Lifestyles Survey: Methodology Report' (Health Promotion Agency, 2015).

2.1 SAMPLING FRAME

The HLS is a nationwide survey of New Zealand adults aged 15 years and over.⁴ Respondents were recruited using an area-based frame made up of New Zealand Census 2013 meshblocks, the smallest geographical measure used by Statistics New Zealand. Details of the selection process are provided in the 2014 HLS Methodology Report (Health Promotion Agency, 2015), but in brief: the selection process was stratified, where a sample of meshblocks was selected first, then a sample of dwellings within each selected meshblock, and finally one eligible adult from each selected dwelling. Respondents could only be interviewed at their own usual residence; that is, if they were visiting a household that was selected for inclusion in the HLS they could not be interviewed as part of that household. This process ensured that people did not have a chance of being counted twice.

2.2 DATA COLLECTION

Interviews for the survey were conducted between 5 May 2014 and 10 August 2014. The survey involved face-to-face interviews in respondents' homes, with a Computer Assisted Personal Interview (CAPI) methodology. Showcards with predetermined response categories were used to assist respondents where appropriate. To maximise the response rate, interviewers made between 1 and 10 visits to each sampled dwelling at different times of the day, and on different days of the week, before accepting that dwelling as a non-contact.

2.3 RESPONSE RATE

The unweighted response rate was 68.3%. The response rate is a measure of how many of the people who were selected to take part in the survey actually participated. It reflects the proportion of people interviewed from those who were selected into the sample, and describes the success of the study in terms of achieving cooperation from the population being measured. A high response rate means the survey results are more representative of the New Zealand adult population.

There are four components to the response rate calculation:

- *ineligibles*: vacant sections, vacant dwellings, non-residential dwellings and those not available during the survey period
- *respondents*: interview conducted, respondent confirmed to be eligible for the survey

⁴ Note that 15 to 17-year-olds cannot legally participate in the gambling activities assessed in this report, but it is nevertheless important to understand gambling participation in this age group.

- *eligible non-respondents*: interview not conducted, but enough information collected to indicate that the household did contain an eligible adult
- *unknown eligibility*: non-contacts and refusals who provided insufficient information to determine eligibility.

The response rate was calculated as follows:

$$\text{Response rate} = \frac{\text{number of respondents}}{\left[\begin{array}{c} \text{number of} \\ \text{respondents} \end{array} \right] + \left[\begin{array}{c} \text{number of eligible} \\ \text{non-respondents} \end{array} \right] + \left[\begin{array}{c} \text{estimated number of eligibles} \\ \text{from the unknowns} \end{array} \right]} \times 100$$

The justification for this response rate was that a proportion of the unknowns were likely to be eligible if contact could have been made. As contact could not be made with the estimated number who would be eligible, they were classified as non-respondents.

The estimated number of unknown eligibles was calculated as follows:

$$\left[\begin{array}{c} \text{Estimated number of eligibles} \\ \text{from the unknowns} \end{array} \right] = \left[\begin{array}{c} \text{number of} \\ \text{unknowns} \end{array} \right] \times \frac{\left[\begin{array}{c} \text{number of} \\ \text{respondents} \end{array} \right] + \left[\begin{array}{c} \text{number of eligible} \\ \text{non-respondents} \end{array} \right]}{\left[\begin{array}{c} \text{number of} \\ \text{respondents} \end{array} \right] + \left[\begin{array}{c} \text{number of eligible} \\ \text{non-respondents} \end{array} \right] + \left[\begin{array}{c} \text{number of} \\ \text{ineligibles} \end{array} \right]}$$

A separate response rate was calculated for each meshblock. This was then adjusted to the estimated number of eligible households in that meshblock. Once this was done the average response rate across all of the meshblocks was calculated.

2.4 RESPONDENTS

The survey was completed by 2,594 respondents and this included 564 Māori, 393 Pacific people, 217 Asian people, and 1,420 people of European/Other ethnicity (prioritised ethnicity). Socio-demographic characteristics of the participants are summarised in Table 2-1.

Table 2-1: Sample characteristics (Sample size, weighted %), 2014

Socio-demographic characteristics	Sample size	Weighted %
Gender		
Male	1,086	47.9
Female	1,508	52.1
Age group		
15-17	64	3.8
18-24	229	13.4
25-44	912	32.1
45-64	797	30.5
65+	592	20.3
Ethnicity (prioritised)		
Māori	564	12.4
Pacific	393	5.3
Asian	217	11.5
European/Other	1,420	70.8
Deprivation status (NZDep2013)		
Low (least deprived)	531	31.8
Moderate	990	43.5
High (most deprived)	1,050	24.2
Missing ⁵	23	0.5
Total respondents	2,594	100.0

2.5 QUESTIONNAIRE CONTENT

The questionnaire contained 64 questions on gambling and this was the largest section of the questionnaire.⁶ To facilitate comparisons with previous surveys, the majority of these questions were sourced from the 2006/07 GBAS, previous years of the HLS, and the 2005 Gambling Participation and Attitudes Survey, which was led by the Department of Internal Affairs.

The HLS questionnaire was reviewed each survey year and modified, if necessary, to reflect changes in the gambling environment and priorities for health promotion programmes relating to gambling harm. The questionnaire was also piloted to assess its length, and to ensure that questionnaire items were easy to understand and answer.

2.6 WEIGHTING

To ensure that no population group is under or over-represented in estimates from the survey, weights are calculated for every survey participant. The weight can be thought of as the number of people in the population represented by a given survey participant.

Weights are designed to:

- reflect the probabilities of selection of each respondent

⁵ In the 2014 HLS, 23 respondents were sampled from 3 meshblocks that had a missing deprivation index.

⁶ The questionnaire is available online: <http://www.hpa.org.nz/research-library/research-publications/the-2014-health-and-lifestyles-survey-questionnaire>

- make use of external population benchmarks (typically obtained from a population census) to correct for any discrepancies between the sample and the population benchmarks - this improves the precision of estimates and reduces bias due to non-response.

The information in this report incorporates weighted responses (number and percentage) to the questions among the total sample and sub-groups.

2.7 SAMPLING ERRORS

Sampling error is the type of error that arises when collecting information from a subset (sample) of the population, rather than the whole population. The extent of the sampling error depends on the sample size, variability of the characteristic of interest and the complexity of the sampling design. Sampling errors for survey estimates in the 2014 HLS were calculated using the delete-a-group jack-knife method (Kott, 1998).

2.8 NINETY-FIVE PERCENT CONFIDENCE INTERVALS

In this report, 95% confidence intervals have been used to represent the sample errors for estimates. It should be noted that the confidence interval is influenced by the sample size of the group. When the sample size is small, the confidence interval becomes wider and the exact estimate becomes less accurate.

For proportion estimates not close to 0% or 100%, or with large sample sizes (greater than or equal to 30), the normal approximation confidence interval has been used: that is, the sampling error is multiplied by the z-value corresponding to the confidence level, and added to and subtracted from the estimate, giving the upper and lower confidence limits respectively. The Korn and Graubard (1998) method has been used when the proportion estimates were very small or large, for example, when the normal approximation confidence interval included values outside the range from 0 to 100%, or when groups had small sample sizes (less than 30).

2.9 MARGIN OF ERROR

The margin of error for a sample size of 2,594 is 1.9% at the 95% confidence interval level. In theory, with a sample size of 2,594, one can say with 95% certainty that the results have a statistical precision of plus or minus 1.9 percentage points of what they would be if the entire adult population had been surveyed with complete accuracy. Note however, that percentages not based on the total sample will have larger margin of error, and care should be taken when interpreting those percentages. Table 2-2 shows the margin of error for the main gambling activities discussed in this report.

Table 2-2: Overview of margin of error for main gambling activities, 2014

Main gambling activities	Number of participants	Margin of error for 95% confidence interval (%)
Lotto	1,424	2.6
Raffle ticket or casino/fundraising evening	762	3.6
Instant Kiwi	730	3.6
Horse or dog race betting	273	5.9
Gaming machines at pub or club	321	5.5
Gaming machines at Casino	165	7.6
Sport betting	90	10.3
Keno or Bullseye	84	10.7
Housie or Bingo	71	11.6
Table game at Casino	64	12.3
All respondents	2,594	1.9

2.10 DERIVED VARIABLES

A number of derived variables were created for the dataset. The following variables are referred to in this report:

2.10.1 Ethnicity

Ethnicity was prioritised, meaning that each person was allocated to a single ethnic group based on the ethnicities they had identified with, and in the prioritised order of Māori, Pacific people, Asian and European/Other (Ministry of Health, 2004). For example, if someone identified as being Chinese and Māori, under the prioritised ethnic group method, they would be classified as Māori for the purpose of analysis. The way that the ethnicity data is prioritised means that the group of European/Other effectively refers to non-Māori, non-Pacific, and non-Asian people. Prioritisation is a method outlined in the *Ethnicity Data Protocols for the Health and Disability Sector* as a useful method for grouping people into independent ethnic groups for analysis (Ministry of Health, 2004).

2.10.2 Neighbourhood socio-economic deprivation: The New Zealand Index of Socioeconomic Deprivation 2013

The New Zealand Index of Socioeconomic Deprivation 2013 (NZDep2013) has been linked to the 2014 HLS data as a measure of neighbourhood socio-economic deprivation and is a proxy for individual socio-economic position. The NZDep2013 was created using nine variables⁷ from the 2013 Census of Population and Dwellings with a decile value calculated for each meshblock (Atkinson, Salmond, & Crampton, 2014).

For the analyses reported here, these deciles have been grouped into low (deciles 1 to 3), medium (deciles 4 to 7), and high (deciles 8 to 10) deprivation groups.

2.10.3 Gambling type

Gambling types are often classified into two categories, those where winnings can be immediately 'reinvested' (eg, gaming machines) and those where they cannot (eg, lottery tickets). The former is

⁷ Receiving a means-tested benefit, low household income, not owning the home you live in, single-parent family, unemployment, no school qualifications, household overcrowding, no access to internet at home and no access to a car (Atkinson, Salmond, & Crampton, 2014).

commonly referred to as 'continuous' and the latter as 'non-continuous' gambling (Abbott & Volberg, 1996). For the analysis, respondents' participation in these gambling activities in the previous 12 months was combined with their frequency of participation to create four gambling types. This derived variable was created in the same way as for the 2006/07 GBAS (National Research Bureau, 2007).

Definitions of the four gambling types are as below:

- *Non-gamblers*: did not participate in any gambling activities in the previous 12 months
- *Infrequent gamblers*: participated in some forms of gambling activities for less often than once a week in the previous 12 months
- *Frequent, non-continuous gamblers*: participated weekly or more often in non-continuous⁸ forms of gambling in the previous 12 months
- *Frequent, continuous gamblers*: participated weekly or more often in continuous⁹ forms of gambling in the previous 12 months.

In 2014, 19 respondents did not answer all the questions required to classify them into one of the four gambling types. For this reason, all the analyses on gambling type were based on a sub-sample of 2,575 (instead of 2,594). This different sample size resulted in a very small (0.3 percentage-point) difference in the proportion of non-gamblers as indicated by this variable, when compared with the Problem Gambling Severity Index, which is described below.

2.10.4 Problem Gambling Severity Index (PGSI)

To assess people's experiences of gambling-related harm, the 2014 HLS included the Problem Gambling Severity Index (PGSI). The PGSI contains nine questions, which ask about issues and experiences that are known indicators of gambling harm. For example, feeling guilty about gambling, having financial difficulties, or betting more than one can afford (Ferris & Wynne, 2001).

All respondents were asked whether they had experienced each of the signs of gambling harm included in the PGSI and, if so, whether this happened 'sometimes, most of the time or almost always'. They were allocated one point for 'sometimes', two points for 'most of the time' and three points for 'almost always' for each questionnaire item, and can therefore be allocated up to 27 points. Based on their total points, respondents were classified into the following categories:

- *Non-gamblers*: those who did not answer 'yes' to any of the questions about participation in gambling in the previous 12 months
- *Non-problem gamblers*: those who had gambled, but answered 'no' to all the PGSI questions about experiencing harm
- *Low-risk gamblers*: those who got 1 or 2 points according to the PGSI
- *Moderate-risk gamblers*: those who got 3 to 7 points
- *Problem gamblers*: those who got 8 or more points.

⁸ Non-continuous forms of gambling include lottery games, going to casino evenings/buying raffle tickets for fundraising, participating in sweepstakes, making bets with family/friends and other gambling activities.

⁹ Continuous forms of gambling include playing electronic gaming (pokie) machines, betting on horse or dog races, or sports events, table games at casinos, housie and bingo, mobile phone games for money, online activities for money or prizes through an overseas website.

Because the number of respondents who were classified as ‘problem gamblers’ (n=13) was too small to be analysed separately, ‘moderate-risk’ and ‘problem gamblers’ were combined into one group, referred to in this report as ‘moderate-risk/problem gamblers’.

In addition to assessing the gambling behaviour of respondents in each of the risk groups, we also assessed the gambling behaviour of respondents who experienced at least some level of gambling harm. For these additional analyses, ‘low-risk’, ‘moderate-risk’, and ‘problem gamblers’ were combined into one group, referred to in this report as people who ‘experienced at least some level of gambling harm’.

2.10.5 Number of gambling activities

The number of gambling activities is an important indicator due to the direct correlation to gambling harm; however, there is not a standardised way of measuring number of gambling activities, and previous New Zealand studies (eg, New Zealand Health Survey, Participation and Attitudes Survey and the National Gambling Study) have used different survey questions and response options. For this reason, it is important to exercise caution when comparing findings reported here against other national studies.

The survey questions included in the GBAS and HLS that assess number of gambling activities have also changed from year to year. To provide the best estimate of changes over time, the analysis has been restricted to the 2010, 2012 and 2014 HLS data. Table 2-3 outlines the changes in the questionnaires across these survey years, and how the responses were grouped to form 12 major categories of gambling activities. Participation at each category is counted as one gambling activity.

Table 2-3: The list of gambling activities measured in the 2010, 2012 and 2014 HLS

Gambling activities	2010 HLS	2012 HLS	2014 HLS
Lotto, Strike, Powerball or Big Wednesday ticket	√	√	√
instant Kiwi or scratch ticket	√	√	√
Horse or dog races with the New Zealand TAB	√	√	√
Gaming machines or pokies at pub or club	√	√	√
Gaming machines or pokies at one of the six casinos	√	√	√
Sports betting with the New Zealand TAB	√	√	√
Table games at one of the six casinos	√	√	√
Keno or Bullseye ticket	√	√	√
Housie or Bingo for money	√	√	√
Game for money on a mobile phone (2010 and 2012)/ Internet game for money (2014) ¹⁰	√	√	√
Raffle ticket or casino fundraising evening	√	√ ¹¹	√
Sweepstakes with your work mates, friends or family, on such things as the Melbourne Cup	√		√
Bets for money with family or friends, on such things as card games	√		√

¹⁰ ‘Game for money on a mobile phone’ was included in 2010 and 2012, and this category was replaced by ‘internet game for money’ in 2014.

¹¹ In 2012, participation in these three activities was asked using a single question. In order to run the trend analysis, the 2010 and 2014 data were derived by combining responses to three separate questions on raffle ticket/casino fundraising evening, sweepstakes and bets for money with family or friends.

2.11 DIFFERENCES BETWEEN SUB-GROUPS IN 2014

To understand patterns of gambling behaviour and gambling harm in New Zealand, it is important to compare gambling participation among different population and social groups. To provide this information, differential response patterns by sub-groups were first compared using 95% confidence intervals. If the differences were proportionally large in relation to the figures described and the confidence intervals did not overlap, statistical significance testing was not necessary to confirm the differences, and therefore, not undertaken. The differences identified using confidence intervals are noted in the report as 'more likely/less likely'.

In other cases, where the differences between sub-groups could not be determined solely using confidence intervals, appropriate statistical significance tests including t-tests, ANOVA and logistic regression models were computed. Terms such as 'significantly higher/significantly lower' are included to indicate that the difference has been tested using a statistical significance test.

When the number of respondents in a sub-group was less than 30, any differences between that group and others are not commented on in the report, because the small sample size means that the results are subject to a very wide margin of error and therefore the findings are inconclusive.

2.12 DIFFERENCES OVER TIME

Where the data are comparable with the 2006/07 GBAS and the three previous HLSs, responses collected between 2006/07 and 2014 are presented in the report. As for the assessment of differences between sub-groups, confidence intervals were first used to compare responses collected in different survey years. Where the differences could not be determined solely using confidence intervals, a logistic regression model was used to statistically compare responses over time.

2.13 HOW TO READ THE TABLES

The figures presented in tables and graphs in this report may not sum to 100% due to rounding. There are also a number of questions where respondents could provide multiple responses, for example, participation in different types of gambling. Also, when a space on the table is marked with "-", this means that respondents in that year were not asked, or did not provide any response to, that particular option.

The numbers in the tables about participation should be read as the proportion of the people of a certain demographic group (shown in the top row) who have participated in a certain gambling activity (shown in the leftmost column). The sample size for each demographic sub-group (ie, the number of respondents in that group) is shown at the bottom of each table.

¹² In 2012, participation in different types of internet games was assessed using multiple questions. In order to conduct the trend analysis, responses to these multiple questions were combined to provide a similar measure to that used in 2010 and 2014.

Table 2-3 is a compressed excerpt and used to illustrate how to read the tables in this report. The total sample size of that table is 2,594. We can see that, of the 1,086 males interviewed (shown in the “sample size n=” line under “male” demographic), 54.9% (95% confidence interval: 50.6 - 59.3%) had bought a lottery ticket in the previous 12 months. Overall, 54.8% (51.7 - 57.9%) of New Zealand adults had bought a lottery ticket, where among those aged 45 years or over, 63.6% (59.6 - 67.7%) had done so. The table also shows that 88.7% (79.1 - 98.3%) of New Zealanders aged 15-17 years had not participated in any gambling activities. Overall, only 29.0% (25.7 - 32.3%) of New Zealand adults had not participated in any gambling activities.

To make a statement about the results in the table, we would first look at the group of interest in the top row (eg, “of those aged 45+ years”) then look down the page from this line to the percentage shown “63.6 (59.6 - 67.7)” on the horizontal line corresponding to the activity of interest (“Lotto”) and finally the title of the table, for further context (“in the previous 12 months”).

Table 2-4: Participation in gambling activities in the previous 12 months by demographics, 2014 (multiple responses allowed) [Compressed excerpt as an example]

Gambling activity	Gender		Age group				Total
	Male %	Female %	15 - 17 %	18 - 24 %	25 - 44 %	45+ %	
Lotto	54.9 (50.6 - 59.3)	54.7 (50.8 - 58.6)	0 (0 - 0)	30.0 (18.3 - 41.8)	57.7 (53.0 - 62.4)	63.6 (59.6 - 67.7)	54.8 (51.7 - 57.9)
Did not participate in any activities	28.7 (24.4 - 33.1)	29.3 (25.2 - 33.3)	88.7 (79.1 - 98.3)	32.8 (22.3 - 43.2)	26.9 (22.7 - 31.1)	24.9 (20.9 - 28.8)	29.0 (25.7 - 32.3)
Sample size (n)	1,086	1,508	64	229	912	1,389	2,594

3. GAMBLING PARTICIPATION

3.1 GAMBLING CONTEXT

Gambling activities in New Zealand are classified by the Gambling Act 2003 according to the amount of money spent and the risk of problem gambling associated with each activity, ranging from Classes 1 to 4. Class 1 represents low-stake, low-risk gambling while Class 4 represents the highest-risk forms of gambling, and is subject to strict licensing criteria. Casino operations and New Zealand Lotteries Commission lotteries are treated as separate classes (Department of Internal Affairs, 2015).

The New Zealand Racing Board and the New Zealand Lotteries Commission are the only organisations able to conduct remote interactive gambling, such as gambling over the internet. While it is illegal to advertise overseas gambling in New Zealand, it is not illegal to participate in gambling on an overseas-based website, or to gamble on overseas competitions and games. More information about gambling regulation in New Zealand is available from the Department of Internal Affairs.

It is estimated that in recent years, New Zealanders have spent around \$2 billion on gambling every year (see Table 3-1), with the overall expenditure in 2014 0.9% more than the previous year (Department of Internal Affairs, 2014).

Table 3-1: Gambling expenditure in the four main sectors, 2006 to 2014

Gambling Sectors	2006	2007	2008	2009	2010	2011	2012	2013	2014
	\$m	\$m	\$m	\$m	\$m	\$m	\$m	\$m	\$m
NZ Racing Board (TAB)	258	269	272	269	278	273	283	294	311
NZ Lotteries Commission	321	331	346	404	347	404	419	432	463
Non-casino gaming machines	906	950	938	889	849	856	854	826	808
Casinos	493	469	477	465	454	471	509	520	509
Total	1,977	2,020	2,034	2,028	1,928	2,005	2,065	2,072	2,091

Note: The figures are actual dollars (non-inflation adjusted) for gambling operators' financial year-end. Source: Gambling Expenditure Statistics, Department of Internal Affairs (2014)

The following section presents information about the percentage of New Zealand adults who reported engaging in gambling in the last 12 months types, as well as the types of gambling activities they engaged in.

3.2 GAMBLING ACTIVITIES IN THE PREVIOUS TWELVE MONTHS

This section examines the profile of New Zealand adults who had gambled in the previous 12 months. It reports on general participation in gambling, as well as participation in specific gambling activities.

3.2.1 Past-year gambling participation

All respondents were asked whether they had engaged in specific gambling activities in the last 12 months. In 2014, around seven-in-ten New Zealand adults (71.0%, 95% confidence interval: 67.7% - 74.3) had taken part in at least one gambling activity in the previous 12 months; this translated to approximately 2.2 million people (see Table 3-2).

Key findings on sub-group differences, as noted in Table 3-2, were that:

- Younger adults (aged 15 to 17 years) were less likely than those aged 18 years and over to have gambled in the past year. Past-year gambling participation rates for 18 to 24-year-olds, 25 to 44-year-olds years and people aged 45 years and over were not significantly different from each other.
- Pacific and Asian people were less likely than Māori and people of European/Other ethnicity to have gambled in the past year.

Table 3-2: Past-year gambling participation among New Zealand adults (weighted %, estimated number of people in the population), 2014

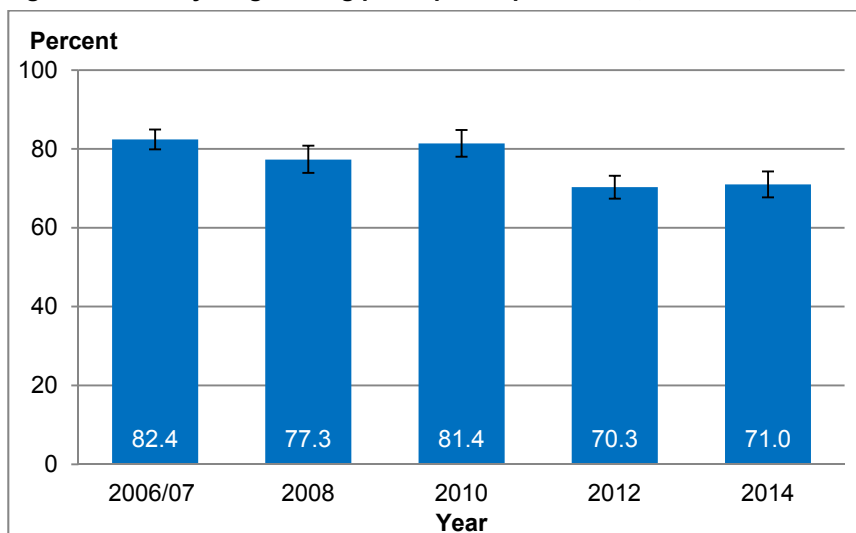
	Prevalence (%)	Estimated number of people
Total population	71.0 (67.7 - 74.3)	2,264,000 (2,159,300 - 2,369,800)
Gender		
Male	71.3 (66.9 - 75.6)	1,088,500 (1,021,800 - 1,154,700)
Female	70.7 (66.7 - 74.8)	1,175,500 (1,108,600 - 1,243,300)
Age groups		
15-17 years	11.3 (3.7 - 24.5)	13,800 (4,500 - 30,000)
18 - 24 years	67.2 (56.8 - 77.7)	286,300 (242,000 - 331,000)
25 - 44 years	73.1 (68.9 - 77.3)	748,000 (705,000 - 791,000)
45+ years	75.1 (71.2 - 79.1)	1,215,800 (1,152,000 - 1,279,800)
Ethnicity		
Māori	75.1 (69.3 - 80.9)	297,700 (274,600 - 320,600)
Pacific	62.1 (55.0 - 69.3)	105,700 (93,600 - 117,900)
Asian	52.3 (40.7 - 63.9)	191,100 (148,700 - 233,500)
European/Other	73.9 (69.7 - 78.2)	1,669,400 (1,573,600 - 1,765,500)
Deprivation status		
Low (1 - 3)	76.8 (71.0 - 82.6)	779,200 (720,300 - 837,900)
Mid (4 - 7)	68.5 (63.1 - 74.0)	951,100 (875,600 - 1,026,900)
High (8 - 10)	67.6 (62.1 - 73.1)	521,400 (478,900 - 563,700)

3.2.2 Past-year gambling participation: comparison with previous years

The prevalence of past-year gambling participation in 2014 did not differ from that in 2012, but was significantly lower than in 2006/07, 2008 and 2010 (see Figure 3-1). When comparing the 2006/07 and 2014 data, the significant reduction of the past year gambling participation occurred among Māori and people of European/Other ethnicity only (see Figure 3-2). However, when compared with 2010, the only significant difference was found among people of European/Other ethnicity, with their participation rate decreasing from 84.6% in 2010 to 73.9% in 2014.

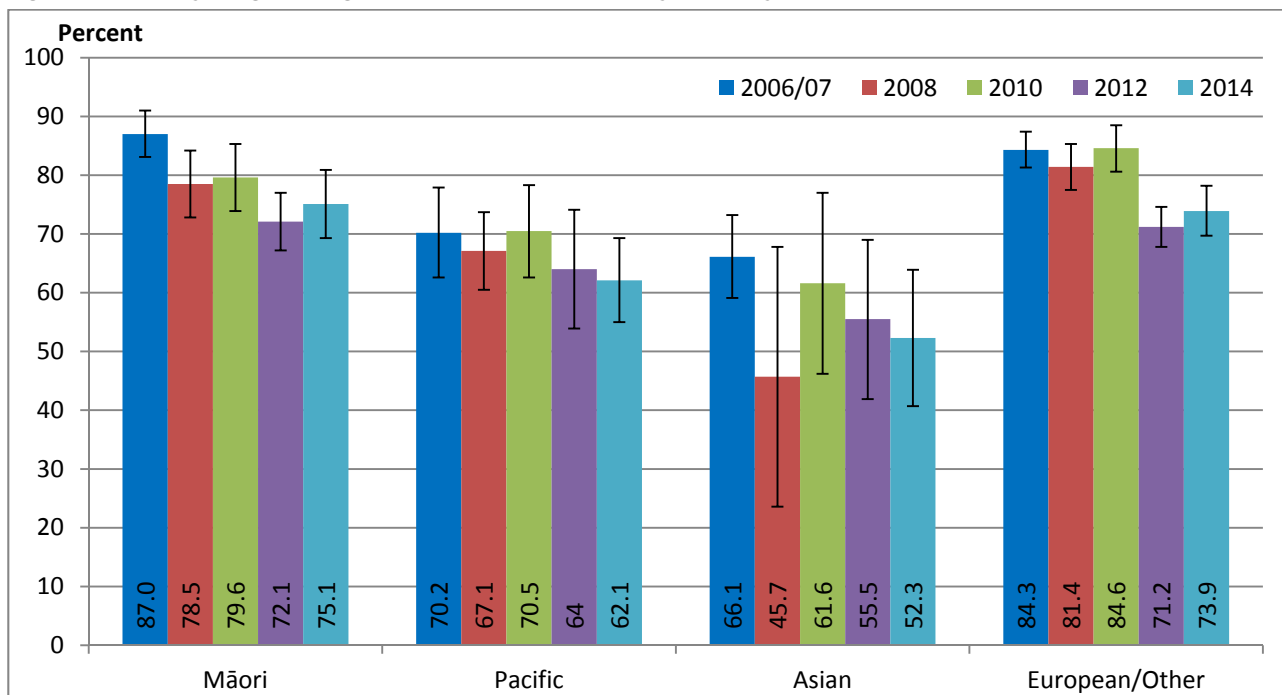
Past-year gambling participation also decreased significantly between 2006/07 and 2014 across all age groups, with the greatest reduction occurring among people aged 15 to 17 (see Figure 3-3).

Figure 3-1: Past-year gambling participation prevalence, 2006/2007-2014



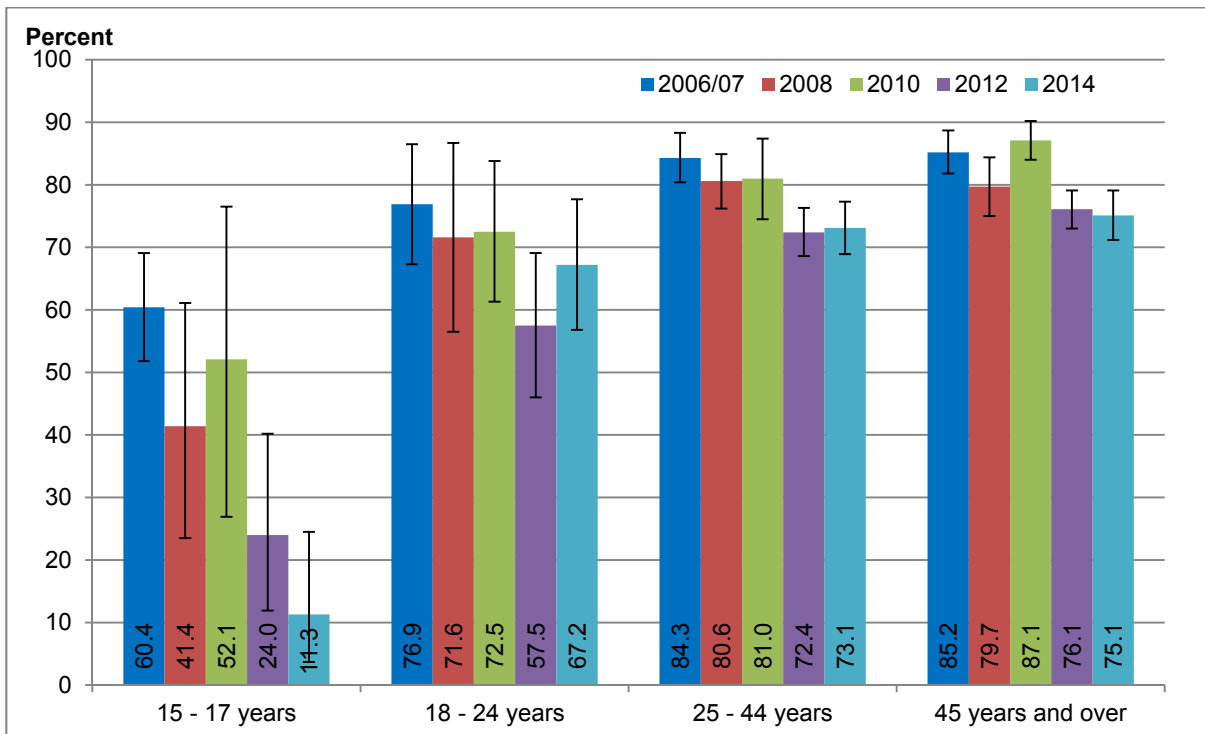
Base: All respondents

Figure 3-2: Past-year gambling participation prevalence by ethnicity, 2006/2007-2014



Base: All respondents

Figure 3-3: Past-year gambling participation prevalence by age group, 2006/2007-2014



Base: All respondents

Note: The estimates for 15 to 17-year-olds are highly variable due to low numbers of respondents in that age group

3.2.3 Participation in each gambling activity

The 2014 HLS collected information on past-year participation in a wide range of gambling activities; key findings are described in the commentary below (see Figure 3-4 for all results).

Lotto (including Strike, Powerball and Big Wednesday) was the most common form of gambling activity, with over one-half (54.8%, 51.7 - 57.9%) of New Zealand adults having purchased a lottery ticket in the previous 12 months. Of those who had participated in any form of gambling in the past year, over three-quarters (77.1%, 74.4 - 79.8%) had purchased a lottery ticket in the previous 12 months (not shown in Figure 3-4). Other New Zealand Lotteries Commission products that were captured by the survey included Instant Kiwi/ scratch tickets (30%, 26.6 - 33.5%) and Keno/ Bullseye tickets (3.5%, 2.2 - 4.7%). Combining those who had bought a lottery ticket, an Instant Kiwi/ scratch ticket, and/or a Keno/ Bullseye ticket, 60.6% (57.2 - 64.0%) of New Zealand adults had bought a New Zealand Lotteries Commission product in the previous 12 months.

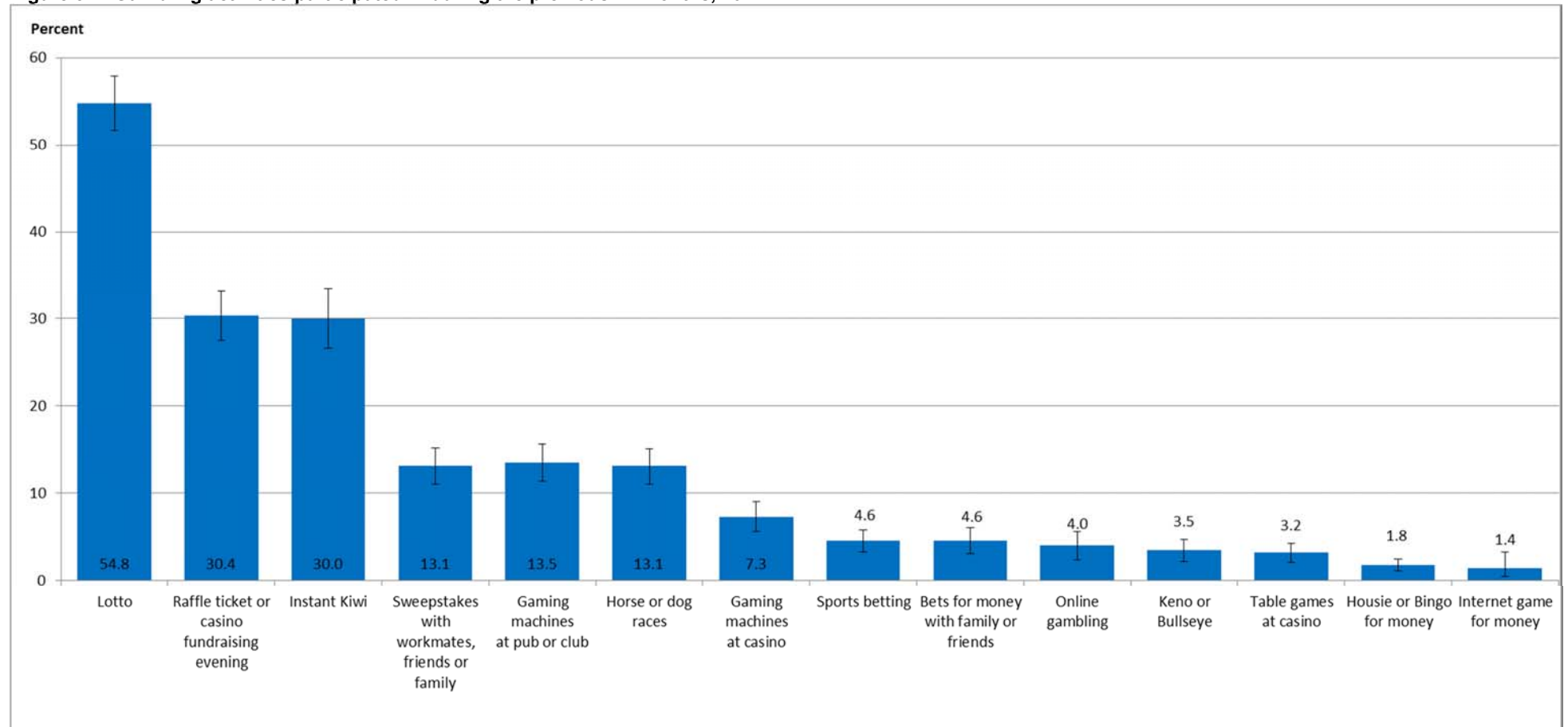
Apart from lottery and Instant Kiwi/scratch tickets, other common forms of gambling activity included having 'bought a raffle ticket or attended a casino fundraising evening' (30.4%, 27.5 - 33.2%), participating in sweepstakes with work mates, friends, or family (16.4%, 14.2 - 18.6%), and betting on horse/dog races (13.1%, 11.0 - 15.1%).

Participation in gaming machines, also referred to as pokies, was captured using two categories, differentiated by settings. In 2014, 13.5% (11.4 - 15.6%) of adults had played gaming machines at a pub/club, while 7.3% (5.6 - 9.0%) had played gaming machines at one of the six casinos in New Zealand.

Although participation in online gambling was low, it is interesting to note that 4.0% (2.4 – 5.6) of adults had bet money or bought tickets online through an overseas website for money or prizes. 2.3% (1.7 – 3.5) had bet on horse or dog race or sport events through an overseas betting website.¹³

¹³ The wording has slightly changed in the 2014 HLS questionnaire: "overseas" has been taken out because there are several overseas websites that have a front end to make it look like they are NZ based, but are actually offshore.
23581623v3

Figure 3-4: Gambling activities participated in during the previous 12 months, 2014



Base: All respondents

Notes:

1. 'Lotto' includes Strike, Powerball and Big Wednesday tickets. 'Instant Kiwi' includes other scratch tickets.
2. Multiple responses allowed, therefore respondents may be represented in more than one category.

3.2.4 Type of gambling activities by sub-groups

Participation in different types of gambling activities differed by gender, age, ethnicity, PGSI score, and deprivation level. The different response patterns are summarised below and in Table 3-3.

Some caution is required when drawing inferences from these results as the analyses only consider one independent variable at a time and do not adjust for the potentially confounding effects of other independent variables. For example, since there are greater proportions of young people among Māori, but the analyses do not adjust for age, any effects of ethnicity could be due to age differences rather than ethnicity *per se*.

Differences in gambling activity participation in the previous 12 months by gender, age, ethnicity, PGSI score, and deprivation are described below.

Gender

- Compared with females, males were more likely to have participated in sports betting but were less likely to have played housie or bingo for money.

Age

- The only gambling activity reported by those aged 15 to 17 years was raffle tickets or casino fundraising evenings. Those who were aged 15 to 17 years were less likely to have participated in this activity than those who were aged 25 years and over.

The following results exclude 15 to 17-year-olds as that age group did not participate in any other these gambling activities:

- People aged 25 years and over were more likely to have bought lottery tickets, when compared with those aged 18 to 24 years.
- People aged 25 and over were more likely to have bought a raffle ticket or gone to a casino fundraising evening, when compared with those aged 18 to 24 years.
- People aged 25 to 44 years were more likely to have 1) used gaming machines in a pub or club, 2) participated in sports betting and 3) played table games at a casino, when compared with those aged over 45 years.
- People aged between 18 and 44 years were more likely to have used gaming machines at casinos, when compared with those aged over 45 years.

Ethnicity

- Māori, Pacific people and those of European/Other ethnicity were more likely to have bought a raffle ticket or gone to a casino fundraising evening, when compared with Asian people.
- Māori and those of European/Other ethnicity were more likely to have bought Instant Kiwi or scratch tickets, when compared with Pacific and Asian people.
- People of European/Other ethnicity were more likely to have bet on horse or dog races, when compared with Asian people.
- Māori, Pacific people and those of European/Other ethnicity were more likely to have played gaming machines at a pub or club, when compared with Asian people.
- People of European/Other ethnicity were more likely to have participated in internet games for money, when compared with Māori and Asian people.

PGSI score

- 'Moderate-risk/problem gamblers' were more likely than 'non-problem gamblers' to participate in the following activities: Instant Kiwi, gaming machines at pubs or clubs, gaming

machines at casinos, sports betting, table games at casinos, Keno or Bullseye tickets, or housie or bingo for money.

- 'Low-risk gamblers' were more likely to have played gaming machines at a pub or club, when compared with non-problem gamblers

Deprivation level

- People living in low deprivation areas were more likely to have bought raffle tickets or participated in a casino fundraising evening, compared with those living in high deprivation areas.

Table 3-3: Participation in gambling activities in the previous 12 months, by sub-groups, 2014 (multiple responses allowed)

Activity	Gender		Age group				Prioritised ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Māori %	Pacific %	Asian %	European/ Other %	%
Lotto	54.9 (50.6 - 59.3)	54.7 (50.8 - 58.6)	0 (0 - 0)	30.0 (18.3 - 41.8)	57.7 (53 - 62.4)	63.6 (59.6 - 67.7)	54.7 (48.7 - 60.7)	49.4 (40.8 - 58)	42.5 (29.4 - 55.6)	57.2 (53.6 - 60.9)	54.8 (51.7 - 57.9)
Raffle ticket or casino fundraising evening	28.6 (24.2 - 32.9)	32.0 (28.2 - 35.7)	7.9 (1.9 - 20.3)	18.5(11.1 – 26.0)	34.3 (29.3 - 39.3)	32.7 (28.8 - 36.5)	33.5 (27.2 - 39.8)	23.4 (13.6 – 33.3)	9.7 (4.7 - 14.6)	33.7 (30.0 - 37.4)	30.4 (27.5 - 33.2)
Instant Kiwi	28.4 (23.9 - 32.9)	31.6 (27.5 - 35.7)	0 (0 - 0)	38.1 (27.6 - 48.6)	31.3 (26.4 - 36.1)	29.4 (25.4 - 33.4)	36.5 (29.9 - 43)	20.3 (12.8 - 27.9)	10.4 (5.5 - 17.5)	32.8 (28.9 - 37.3)	30.0 (26.6 - 33.5)
Horse or dog races	15.5 (12.1 - 18.9)	10.9 (8.4 - 13.3)	0 (0 - 0)	7.0 (2.8 - 13.9)	16.8 (12.7 - 21)	13.3 (10.7 - 15.8)	13.9 (8.8 - 18.9)	8.3 (3.6 - 15.7)	5.1 (1.8 - 11)	14.6 (12 - 17.1)	13.1 (11 - 15.1)
Gaming machines at pub or club	14.1 (10.7 - 17.4)	13.0 (10.4 - 15.6)	0 (0 - 0)	18.9 (10.9 - 26.8)	18.8 (14.9 - 22.6)	9.8 (7.3 - 12.2)	19.4 (14.7 - 24)	16.4 (6.6 - 26.1)	2.5 (0.7 - 6.5)	14.0 (11.2 - 16.8)	13.5 (11.4 - 15.6)
Gaming machines at casino	7.6 (5.1 - 10.1)	7.0 (4.9 - 9.1)	0 (0 - 0)	12.9 (6.4 - 22.2)	10.7 (7 - 14.4)	4.2 (2.8 - 5.6)	7.9 (4.5 - 11.3)	13.8 (3.6 - 23.9)	2.7 (0.8 - 6.7)	7.4 (5.3 - 9.6)	7.3 (5.6 - 9)
Sports betting	8.1 (5.6 - 10.6)	1.3 (0.4 - 2.8)	0 (0 - 0)	5.3 (1.7 - 11.9)	8.0 (5 - 11)	2.5 (1.4 - 3.6)	4.7 (2.6 - 7.6)	7.8 (1.6 - 21.3)	4.3 (1.3 - 10.3)	4.3 (2.8 - 5.8)	4.6 (3.3 - 5.8)
Table games at casino	4.0 (2.0 - 6.0)	2.5 (1.4 - 4.1)	0 (0 - 0)	4.2 (1.1 - 10.4)	6.2 (3.5 - 8.8)	1.4 (0.7 - 2.3)	2.1 (0.8 - 4.2)	1.7 (0.4 - 4.7)	3.5 (1.0 - 8.5)	3.5 (2 - 4.9)	3.2 (2.1 - 4.3)
Keno or Bullseye ticket	3.7 (1.6 - 5.7)	3.3 (1.8 - 4.8)	0 (0 - 0)	5.6 (1.6 - 13.5)	4.4 (2 - 8.3)	2.6 (1.6 - 3.5)	2.6 (1.4 - 4.6)	4.7 (2.3 - 8.4)	4.0 (1.2 - 9.6)	3.4 (1.8 - 5.1)	3.5 (2.2 - 4.7)
Housie or Bingo for money	0.5 (0.2 - 1.1)	3.0 (1.7 - 4.3)	0 (0 - 0)	2.3 (0.8 - 5.1)	1.7 (0.6 - 3.5)	1.8 (0.8 - 2.9)	4.3 (1.9 - 6.8)	5.2 (2.3 - 9.9)	0.6 (0 - 3.5)	1.3 (0.6 - 2.4)	1.8 (1.1 - 2.5)
Internet game for money	2.3 (0.5 - 6.5)	0.6 (0.3 - 1.2)	0 (0 - 0)	0.8 (0.1 - 3.6)	2.0 (0.4 - 5.9)	1.3 (0.1 - 5)	0.3 (0.1 - 0.4)	0.7 (0.1 - 2.1)	0 (0 - 0)	1.9 (0.6 - 4.6)	1.4 (0.5 - 3.3)
Did not participate in any activities	28.7 (24.4 - 33.1)	29.3 (25.2 - 33.3)	88.7 (79.1 - 98.3)	32.8 (22.3 - 43.2)	26.9 (22.7 - 31.1)	24.9 (20.9 - 28.8)	24.9 (19.1 - 30.7)	37.9 (30.7 - 45)	47.7 (36.1 - 59.3)	26.1 (21.8 - 30.3)	29.0 (25.7 - 32.3)
Sample size (n)	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

Table 3-3 continued.

Activity	PGSI				Deprivation			Total
	Non-gambler %	Non-problem gambler %	Low-risk gambler %	Moderate-risk/Problem gambler %	Low %	Mid %	High %	%
Lotto	0	77.1 (74.4 - 79.8)	81.2 (69 - 93.5)	77.3 (58.2 - 96.5)	59.8 (54.2 - 65.4)	54.7 (49.6 - 59.8)	48.6 (42.4 - 54.7)	54.8 (51.7 - 57.9)
Raffle ticket or casino fundraising evening	0	42.4 (38.7 - 46.1)	47.3 (30.7 - 63.8)	50.5(20.8 - 79.9)	34.2 (28.2 - 40.1)	30.3 (25.8 - 34.7)	25.5 (19.9 - 31.2)	30.4 (27.5 - 33.2)
Instant Kiwi	0	41.4 (37.2 - 45.6)	44.3 (26.6 - 62)	72.1 (51.5 - 92.7)	30.2 (22.1 - 38.3)	29.3 (24.7 - 33.9)	31.7 (26.1 - 37.2)	30.0 (26.6 - 33.5)
Horse or dog races	0	17.2 (14.4 - 20)	28.6 (15 - 45.8)	47 (17.7 - 78)	15.2 (10.8 - 19.6)	13.3 (10 - 16.7)	9.9 (5.9 - 13.8)	13.1 (11 - 15.1)
Gaming machines at pub or club	0	16.7 (13.8 - 19.6)	37.2 (22.4 - 52)	74.6 (52.1 - 97.1)	10.9 (7.5 - 14.3)	13.8 (10.7 - 16.8)	16.6 (11.5 - 21.8)	13.5 (11.4 - 15.6)
Gaming machines at casino	0	9.1 (6.7 - 11.4)	15.3 (7.1 - 27.4)	46.7 (16.7 - 78.6)	6.2 (3.5 - 10.2)	9.1 (6.4 - 11.8)	5.6 (2.2 - 8.9)	7.3 (5.6 - 9)
Sports betting	0	5.4 (3.7 - 7)	11.6 (3.6 - 26.1)	36.2 (8 - 74.2)	4.6 (2.7 - 7.3)	5.1 (3.1 - 7.1)	3.6 (1.1 - 8.3)	4.6 (3.3 - 5.8)
Table games at casino	0	3.6 (2.3 - 4.8)	7.1 (1.8 - 17.9)	35.2 (7.2 - 74.2)	1.8 (0.7 - 3.6)	4.4 (2.5 - 6.2)	3.1 (0.9 - 7.7)	3.2 (2.1 - 4.3)
Keno or Bullseye ticket	0	3.8 (2.3 - 5.2)	12.6 (4.8 - 25.4)	33.9 (6 - 74.5)	1.2 (0.5 - 2.3)	4.4 (2.3 - 6.5)	4.9 (1.7 - 8)	3.5 (2.2 - 4.7)
Housie or Bingo for money	0	1.9 (1.0 - 2.8)	6.2 (1.6 - 15.6)	18.4 (5.1 - 41.2)	1.3 (0.4 - 3.4)	1.0 (0.4 - 2.1)	3.8 (1.7 - 5.9)	1.8 (1.1 - 2.5)
Internet game for money	0	1.3 (0.3 - 3.9)	4.1 (0.3 - 15.7)	22.6 (0.9 - 73.4)	0.7 (0.1 - 2)	0.4 (0.1 - 1.2)	4.3 (0.8 - 12.4)	1.4 (0.5 - 3.3)
Did not participate in any activities	100	0 (0 - 0)	0 (0 - 0)	0 (0 - 0)	23.2 (17.4 - 29)	31.5 (26 - 36.9)	32.4 (26.9 - 37.9)	29 (25.7 - 32.3)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

3 respondents

3.2.5 Type of gambling activities participated in during previous 12 months: Comparison with previous years

This section presents changes from 2006/07 to 2014 in past-year participation rates for specific gambling activities (see Figure 3-5). As some questions were asked differently across survey years, the wording in this section differs from that in sections 3.2.3 and 3.2.4. For instance, in 2008, purchasing of all New Zealand Lotteries Commission products was asked about as a single category, and betting on horse/dog races or sports events was also asked about together.

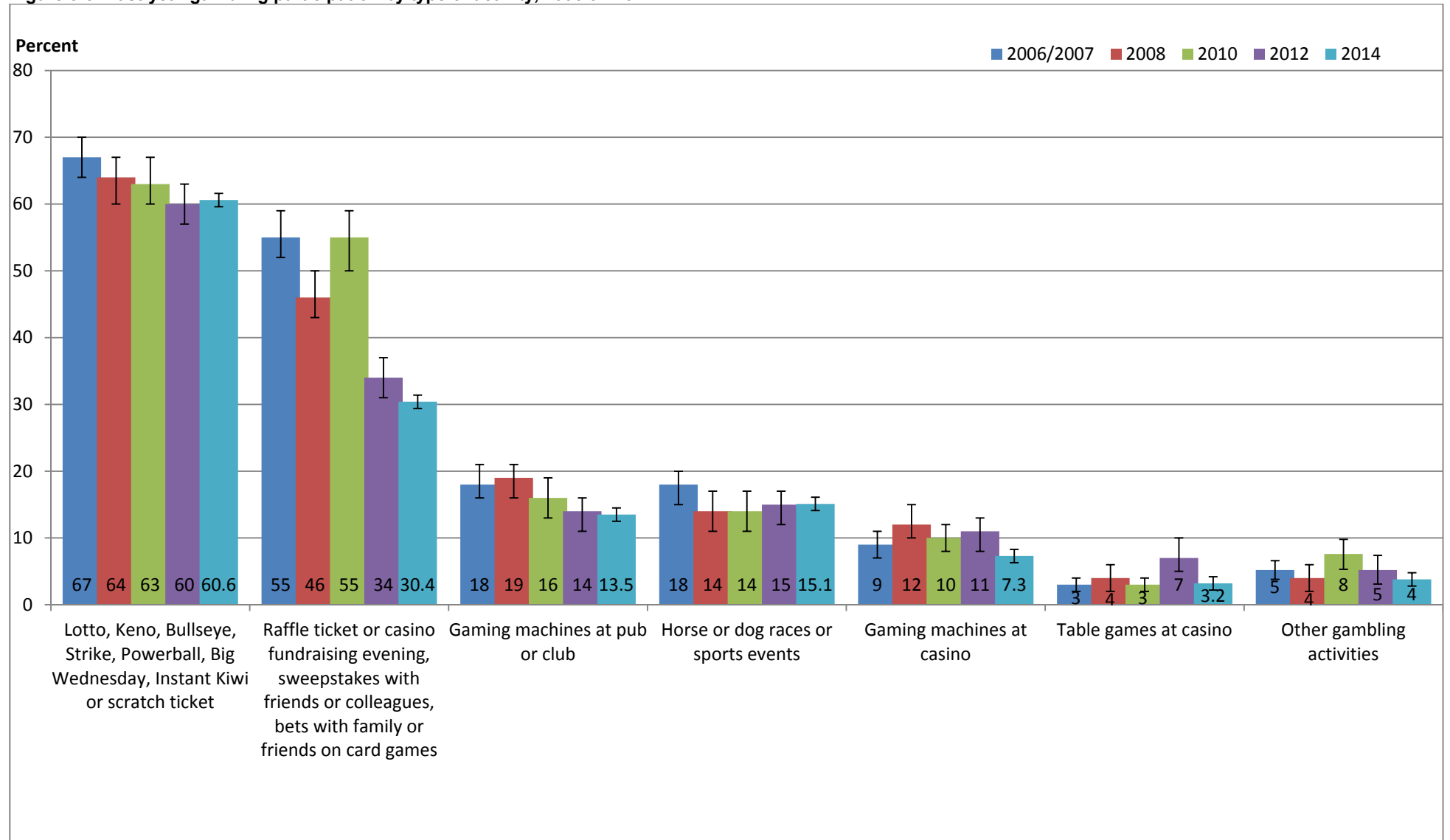
Key findings on change over time were:

- Purchasing New Zealand Lotteries Commission products (including Lotto, Keno, Bullseye¹⁴, Strike, Powerball and Big Wednesday, Instant Kiwi and scratch tickets) was the most common form of gambling in all survey years. Nevertheless, the proportion of New Zealand adults who took part in this gambling activity was significantly lower in 2014 (60.6%) than in 2006/07 (67.0%).
- Purchasing raffle tickets or participating at a casino evening for fundraising, participating in sweepstakes with friends or colleagues, or making monetary bets with family or friends on card games were combined into one category for analysis. While the total proportion of people participating in these informal gambling activities was variable across the years, there was a significant reduction in participation (from 55.0% to 37.8%) between 2006/07 and 2014. Across activity types, this category had the greatest absolute reduction in participation between 2006/07 and 2014.
- The proportion of people who played gaming machines at a pub or club decreased significantly since 2006/07, from 18.0% to 13.5%.
- Participation in betting on horse races, dog races or sports events has not changed significantly over time.
- The participation rate in table games at casinos in 2014 was similar to the rates of 2006/07, 2008 and 2010, but lower than 2012.

The following section discusses the frequency of participation in gambling activities.

¹⁴ Bullseye is a daily lottery game, launched on 19 October 2009, and was included in the 2010 HLS onwards.
29581623v3

Figure 3-5: Past-year gambling participation by type of activity, 2006/07-2014



Base: All respondents

3.3 FREQUENCY OF PARTICIPATION IN GAMBLING ACTIVITIES

Respondents who had participated in gambling activities in the last 12 months were asked how often they took part in those activities (see Figure 3-6 for the results). In terms of weekly gambling activities, the four most frequently reported activities were Lotto, housie or bingo, track betting and Daily Keno. For monthly participation, the four most frequently reported activities were Lotto, Daily Keno, sport events betting, and Instant Kiwi/scratch tickets.

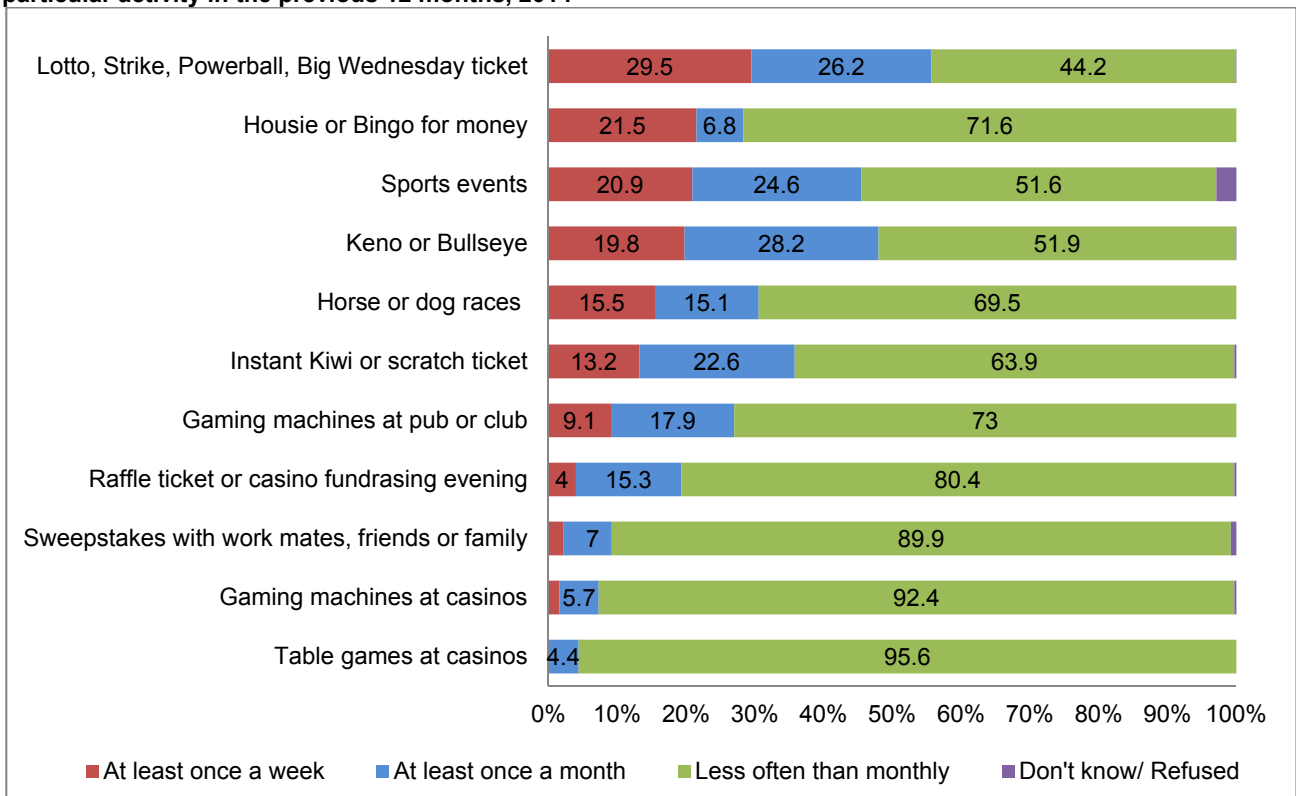
Among those who had bought a lottery ticket in the past 12 months:

- Over one-half (55.7%, 51.4 - 59.9) bought a lottery ticket at least once a month. This represents an estimated of 973,900 people.
- Three in ten (29.5%, 25.9 - 33.2%) bought a lottery ticket at least once a week, representing an estimated 516,500 people.
- A relatively small proportion (0.8%, 0.4 - 1.3%) bought a lottery ticket more often than once a week, representing an estimated 25,100 people (not shown in Figure 3-6).

Among those who had bought Keno or Bullseye tickets in the past 12 months:

- Just over one-half (47.4%, 27.0 - 67.8) did so at least once a month, representing an estimated 53,200 people.
- One in five (19.8%, 8.3 - 36.8%) bought the tickets at least weekly, representing an estimated 22,000 people.

Figure 3-6: Frequency of participation in gambling activities, among those who had participated in that particular activity in the previous 12 months, 2014



Base: Respondents who had participated in that particular gambling activity in the past 12 months

3.3.1 Frequency of engaging in gambling activities: Comparison with previous years

The frequency with which New Zealand adults participated in different gambling activities over time is shown in Table 3-4.

Key findings were that:

- Although purchasing New Zealand Lotteries Commission products has slowly declined over the last eight years, weekly participation has remained unchanged over time.
- The proportion of adults buying raffle tickets or going to a casino evening for fundraising, participating in sweepstakes with friends or colleagues, and making money bets with family or friends on card games¹⁵ at least once a week, was stable between 2006/07 and 2010 (2 to 3%). The rate dropped to 1.5% (0.9 - 2.1%) in 2012, and 1.4% in 2014 (0.8% - 1.9%).
- Participation rates in other gambling activities at least once a month had not changed significantly over time.

¹⁵ Note that although the wording of the questions about these various informal gambling activities remained the same over the years, the manner in which they were asked varied.

Table 3-4: Frequency of participation in gambling activities, 2006/07-2014.

Freq	Year	Lotteries Commission products ¹	Informal gambling ²	Horse/dog races or sports event	Gaming machines at a pub or club	Housie or Bingo for money	Gaming machines at casinos	Table games at casinos	Internet game for money	Mobile phone game for money
At least once a week	2006/07	17.9 (15.4 - 20.4)	3.3 (2.2 - 4.3)	1.9 (1.1 - 2.6)	2.0 (1.2 - 2.7)	0.6 (0.3 - 1.1)	0.1 (0 - 0.3)	0	0	0.1 (0 - 0.5)
	2008	15.8 (13.6 - 18)	2.1 (1.1 - 3.1)	2 (1.2 - 2.9)	1.2 (0.6 - 2.1)	0.7 (0.3 - 1.5)	0.2 (0.1 - 0.7)	0.1 (0 - 0.6)	0.4 (0.1 - 1.3)	0.3 (0.1 - 0.9)
	2010	17.9 (15.3 - 20.4)	1.5 (0.9 - 2.2)	1.2 (0.6 - 2.1)	1 (0.6 - 1.5)	0.7 (0.3 - 1.3)	0.4 (0.1 - 1.1)	-	0.4 (0.1 - 1.1)	-
	2012	20.2 (18.2 - 22.2)	1.5 (0.9 - 2.1)	1.5 (0.9 - 2.1)	1.2 (0.7 - 1.6)	0.2 (0.1 - 0.5)	0.2 (0.1 - 0.6)	0.3 (0 - 0.8)	0.1 (0 - 0.3)	0 (0 - 0.1)
	2014	17.5 (15.3 - 19.7)	1.4 (0.8-1.9)	2.1 (1.1-3.1)	1.2 (0.2-2.3)	0.4 (0.2 - 0.7)	0.1 (0 - 0.3)	-	0.7 (0.1 - 2.6)	-
At least once a month	2006/07	19.9 (17.2 - 22.7)	6.9 (5.2 - 8.5)	3.2 (2 - 4.4)	4.7 (3.4 - 6)	0.5 (0.1 - 1.3)	0.5 (0.2 - 0.9)	0.2 (0 - 0.4)	0.1 (0 - 0.2)	0.2 (0 - 0.6)
	2008	20.9 (17.9 - 23.9)	9.0 (6.9 - 11.2)	2.5 (1.1 - 3.8)	4.4 (2.8 - 6.1)	0.3 (0.1 - 0.5)	1.4 (0.6 - 2.8)	0.6 (0.1 - 1.5)	-	0.1 (0 - 0.3)
	2010	19 (16.1 - 21.9)	8.3 (6.5 - 10.1)	2.0 (1.0 - 3.0)	4.5 (3.1 - 5.8)	0.3 (0.1 - 0.9)	0.5 (0.2 - 1.2)	0.2 (0 - 0.9)	0.2 (0 - 0.7)	-
	2012	15.3 (13.3 - 17.3)	2.3 (1.3 - 3.4)	2.3 (1.3 - 3.4)	3.4 (2.2 - 4.7)	0.3 (0 - 1.1)	1.7 (0.9 - 2.9)	0.8 (0.3 - 1.9)	0.1 (0 - 0.4)	0.1 (0 - 0.3)
	2014	15.7 (13.6 - 17.8)	4.9 (3.6 - 6.2)	2.6 (1.7 - 3.5)	2.4 (1.4 - 3.4)	0.1 (0 - 0.3)	0.4 (0.2 - 0.9)	0.1 (0 - 0.4)	0.1 (0 - 0.3)	-
Less often than monthly	2006/07	28.9 (26.0 - 31.9)	45.1 (41.9 - 48.4)	12.5 (10.1 - 14.8)	11.6 (9.7 - 13.6)	2.2 (1.4 - 3)	8.0 (6.0 - 10.0)	2.5 (1.5 - 3.5)	0.3 (0.1 - 0.8)	1.3 (0.8 - 2.2)
	2008	27 (23.9 - 30.1)	35.3 (31.7 - 38.9)	9.4 (7.4 - 11.5)	13.1 (10.6 - 15.6)	1.5 (0.7 - 2.4)	10.7 (7.9 - 13.5)	3.3 (1.5 - 5.0)	0.7 (0 - 3.5)	0.3 (0.1 - 1.0)
	2010	26.4 (23.0 - 29.8)	45.0 (40.8 - 49.2)	10.7 (8.1 - 13.3)	10.5 (8.1 - 12.9)	1.9 (0.4 - 3.3)	9.1 (6.8 - 11.5)	2.6 (1.4 - 3.8)	1.4 (0.5 - 3.2)	-
	2012	25.0 (22.1 - 27.9)	12.5 (10.2 - 14.7)	12.5 (10.2 - 14.7)	8.9 (6.7 - 11.1)	3.3 (1.5 - 5.1)	8.6 (6.4 - 10.8)	6.1 (4.0 - 8.1)	1.2 (0.5 - 2.4)	2.9 (1.1 - 4.7)
	2014	27.5 (24.6-30.3)	31.5 (28.5 - 34.5)	10.2 (8.6 - 11.8)	9.9 (8.1 - 11.6)	1.3 (0.6 - 1.9)	6.7 (5.1 - 8.4)	3.1 (2.0 - 4.2)	0.7 (0.1 - 2.0)	-
Did not participate	2006/07	33.2 (30 - 36.4)	44.7 (41.4 - 48.0)	82.4 (79.9 - 85)	81.7 (79.4 - 84.1)	96.7 (95.5 - 97.8)	91.4 (89.4 - 93.5)	97.3 (96.3 - 98.3)	99.6 (99.3 - 99.9)	98.4 (97.7 - 99.1)
	2008	36.3 (32.6 - 40.1)	53.4 (49.6 - 57.4)	86.1 (83.5 - 88.6)	81.3 (78.6 - 84)	97.5 (96.5 - 98.5)	87.7 (84.8 - 90.5)	96.1 (94.2 - 97.9)	98.9 (96.4 - 99.8)	99.3 (98.7 - 99.8)
	2010	36.8 (33.1 - 40.4)	45.1 (40.9 - 49.3)	86.1 (83.3 - 88.9)	84.0 (81.3 - 86.8)	97.1 (95.6 - 98.7)	90.0 (87.6 - 92.3)	97.2 (96.0 - 98.4)	98.0 (96.7 - 99.3)	-
	2012	39.4 (36.4 - 42.5)	83.6 (80.9 - 86.3)	83.6 (80.9 - 86.3)	86.4 (83.7 - 89.1)	96.0 (94.0 - 98.0)	89.3 (86.9 - 91.8)	92.6 (90.2 - 95.0)	98.6 (97.7 - 99.5)	96.8 (94.8 - 98.7)
	2014	39.4 (36 - 42.8)	62.2 (58.9 - 65.4)	84.9 (82.9 - 87.0)	86.5 (84.4 - 88.6)	98.2 (97.5 - 98.9)	92.7 (91.0 - 94.4)	96.8 (95.7-97.9)	98.6 (97.3-99.8)	-

¹ Lotteries Commission products include: Lotto, Keno, (Bullseye), Strike, Powerball, Big Wednesday, Instant Kiwi or scratch tickets

² Informal gambling includes: raffle ticket or casino fundraising evening, sweepstakes with friends or colleagues, bets with family or friends on card games

3.3.2 Frequency of participation by sub-groups: Purchasing of a lottery ticket

The frequency of purchasing lottery tickets (including Lotto, Big Wednesday and Powerball), separated by sub-groups, is shown in Table 3-5. The results focusing on participation in this activity at least once a week indicated that:

- Those who aged 45 years and older were more likely to have bought a lottery ticket at least once a week than younger people.
- People of European/Other ethnicity were more likely to have bought a lottery ticket at least once a week than Asian people.

Table 3-5: Frequency of purchase of Lottery tickets, by sub-groups, 2014

	Gender		Age (in years)				Prioritised ethnicity				Total
	Male	Female	15 - 17	18 - 24	25 - 44	45+	Māori	Pacific	Asian	European/ Other	
	%	%	%	%	%	%	%	%	%	%	%
At least once a week	19.0 (15.6 - 22.5)	13.6 (11.2 - 16.0)	0 (0.0 - 0.0)	2.4 (0.3 - 8.1)	10.7 (7.6 - 13.9)	24.5 (20.9 - 28.1)	14.2 (9.6 - 18.7)	13.1 (7.9 - 18.4)	7.2 (3.8 - 12.2)	18.2 (15.5 - 21)	16.2 (14.1 - 18.3)
At least once a month	14.3 (11.3 - 17.3)	14.4 (11.6 - 17.1)	0 (0.0 - 0.0)	4.8 (1.7 - 10.6)	14.9 (10.9 - 18.9)	17.6 (14.5 - 20.7)	14.7 (10.6 - 18.9)	10.9 (6 - 15.8)	15.0 (8.6 - 21.4)	14.4 (11.9 - 17)	14.3 (12.3 - 16.4)
Less often than monthly	21.6 (17.9 - 25.2)	26.7 (23 - 30.5)	0 (0.0 - 0.0)	22.9 (10.5 - 35.2)	32.0 (27.4 - 36.7)	21.5 (18.5 - 24.5)	25.5 (20.1 - 31)	25.4 (15.8 - 34.9)	20.3 (7 - 33.6)	24.6 (21.4 - 27.8)	24.2 (21.5 - 27)
Did not participate	45.1 (40.7 - 49.4)	45.3 (41.4 - 49.2)	100 (100 - 100)	70.0 (58.2 - 81.7)	42.3 (37.6 - 47)	36.4 (32.3 - 40.4)	45.3 (39.3 - 51.3)	50.6 (42 - 59.2)	57.5 (44.4 - 70.6)	42.8 (39.1 - 46.4)	45.2 (42.1 - 48.3)
Sample size n =	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

	PGSI				Deprivation			Total
	Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk/Problem gambler	Low 1-3	Mid 4-7	High 8-10	
	%	%	%	%	%	%	%	%
At least once a week	0 (0 - 0)	22.5 (19.6 - 25.4)	36.5 (19.7 - 41)	15.2 (5.6 - 30.8)	17.6 (13.5 - 21.7)	15.5 (12.5 - 18.6)	15.6 (10.5 - 20.7)	16.2 (14.1 - 18.3)
At least once a month	0 (0 - 0)	19.2 (16.7 - 21.7)	23.9 (11.3 - 41)	50.1 (20.5 - 79.6)	14.6 (10.3 - 18.8)	14.3 (11.7 - 17)	14.2 (10.1 - 18.3)	14.3 (12.3 - 16.4)
Less often than monthly	0 (0 - 0)	35.3 (31.7 - 39)	20.8 (7.2 - 41.9)	12.1 (3.5 - 27.8)	27.6 (21.6 - 33.6)	24.8 (21 - 28.6)	18.7 (14.5 - 22.9)	24.2 (21.5 - 27)
Did not participate	100 (100 - 100)	22.9 (20.2 - 25.6)	18.8 (8.2 - 34.2)	22.7 (7 - 47.2)	40.2 (34.6 - 45.8)	45.3 (40.2 - 50.4)	51.4 (45.3 - 57.6)	45.2 (42.1 - 48.3)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

Note: The sample sizes in the deprivation analyses do not add to the total sample (2,594) because no deprivation index was available for 23 respondents

3.3.3 Frequency of gambling participation by sub-groups: Betting on horse/dog races or sports events

The frequency of betting on horse/dog races or sports events, separated by sub-groups, is shown in Table 3-6. The proportion of adults who took part in this gambling activity at least once a week differed by gender and age:

- Males were more likely to bet on races or sports events at least once a week than females.
- Betting on horse/dog races or sports events at any frequency was not reported by any adults aged 15 to 17 years.

Table 3-6: Frequency of betting on horse or dog races or sports events, by sub-groups, 2014

	Gender		Age (in years)				Prioritised ethnicity				Total
	Male	Female	15 - 17	18 - 24	25 - 44	45+	Māori	Pacific	Asian	European/ Other	
	%	%	%	%	%	%	%	%	%	%	%
At least once a week	3.7 (1.7 - 5.7)	0.7 (0.2 - 1.7)	0.0 (0 - 0)	2.4 (0.2 - 9.0)	2.1 (0.4 - 6.1)	2.2 (1.3 - 3.2)	1.1 (0.5 - 2.0)	1.3 (0.5 - 3.0)	1.0 (0 - 5.8)	2.6 (1.2 - 3.9)	2.1 (1.1 - 3.1)
At least once a month	3.8 (2.3 - 5.3)	1.4 (0.5 - 3)	0 (0 - 0)	1.6 (0.2 - 5.7)	2.8 (1.5 - 4.9)	2.9 (1.6 - 4.7)	1.9 (0.6 - 4.4)	0.8 (0.2 - 2.1)	0.9 (0.1 - 3.9)	3.1 (1.9 - 4.3)	2.6 (1.7 - 3.5)
Less often than monthly	10.8 (8.2 - 13.5)	9.6 (7.5 - 11.8)	0.0 (0 - 0)	4.1 (1.4 - 9.0)	15.4 (11.6 - 19.2)	9.3 (7.2 - 11.4)	12.7 (7.9 - 17.5)	13 (5.1 - 25.6)	4.3 (1.5 - 9.5)	10.5 (8.5 - 12.6)	10.2 (8.6 - 11.8)
Did not participate	81.4 (77.9 - 84.9)	88.2 (85.7 - 90.8)	100 (100 - 100)	90.9 (85.6 - 96.2)	79.7 (75.5 - 83.9)	85.6 (83.0 - 88.2)	84.4 (79.3 - 89.5)	84.9 (75.6 - 94.3)	92.6 (88.2 - 97.0)	83.8 (81.2 - 86.4)	84.9 (82.9 - 87)
Sample size (n)	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

	PGSI				Deprivation			Total
	Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk/ Problem gambler	Low 1-3	Mid 4-7	High 8-10	
	%	%	%	%	%	%	%	%
At least once a week	0 (0 - 0)	2.2 (1.2 - 3.2)	6.3 (1.8 - 15)	27.8 (2.5 - 73.8)	1.7 (0.6 - 3.7)	1.5 (0.6 - 3.1)	3.7 (1.3 - 8.4)	2.1 (1.1 - 3.1)
At least once a month	0 (0 - 0)	3.3 (2 - 4.7)	6.9 (1.7 - 17.4)	8.8 (0.6 - 33.8)	3.9 (2.0 - 6.8)	2.3 (1.3 - 4.0)	1.3 (0.5 - 2.8)	2.6 (1.7 - 3.5)
Less often than monthly	0 (0 - 0)	14.2 (11.8 - 16.5)	18.7 (8.0 - 34.5)	16.4 (4.6 - 36.9)	11.5 (8.2 - 14.8)	11.9 (9.2 - 14.5)	5.7 (3.6 - 7.8)	10.2 (8.6 - 11.8)
Did not participate	100 (100 - 100)	80.1 (77.3 - 82.9)	68.1 (53.0 - 83.3)	47.0 (19.1 - 74.9)	82.5 (78.2 - 86.8)	84.3 (81.0-87.5)	89.3 (85.2 - 93.3)	84.9 (82.9 - 87.0)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

spondents

3.3.4 Frequency of gambling participation by sub-groups: Buying Instant Kiwi or scratch tickets

The frequency of Instant Kiwi or scratch tickets purchased by different sub-groups is shown in Table 3-7. In terms of participation at least once a week, the only difference was by age, where none of the respondents aged 15 to 17 years purchased Instant Kiwi or scratch tickets within the past 12 months.

Table 3-7: Frequency of buying Instant Kiwi or scratch tickets, by sub-groups, 2014

	Gender		Age (in years)				Prioritised ethnicity				Total
	Male	Female	15 - 17	18 - 24	25 - 44	45+	Māori	Pacific	Asian	European/ Other	
	%	%	%	%	%	%	%	%	%	%	%
At least once a week	5.1 (2.3 - 8.0)	2.9 (2.0 - 3.8)	0	3.2 (0.7 - 8.5)	2.5 (0.7 - 6.2)	5.4 (3.1 - 7.7)	4.5 (2.3 - 7.9)	1.6 (0.7 - 3.1)	1.4 (0.3 - 3.9)	4.5 (2.5 - 6.5)	4.0 (2.5 - 5.4)
At least once a month	7.1 (4.8 - 9.4)	6.5 (4.8 - 8.2)	0	7.2 (3.2 - 13.6)	7.8 (5.4 - 10.3)	6.5 (4.4 - 8.7)	7.8 (4.7 - 10.9)	7.3 (2.6 - 15.5)	5.3 (2.1 - 10.9)	6.8 (5.0 - 8.6)	6.8 (5.3 - 8.2)
Less often than monthly	16.0 (12.9 - 19.1)	22.1 (18.6 - 25.7)	0	27.7 (17.6 - 37.8)	20.7 (16.7 - 24.7)	17.4 (14.6 - 20.3)	24.0 (18.4 - 29.6)	11.4 (6.3 - 16.5)	3.8 (1.1 - 9.0)	21.4 (17.8 - 25.0)	19.2 (16.5 - 21.9)
Did not participate	71.6 (67.1 - 76.1)	68.4 (64.3 - 72.5)	100.0	61.9 (51.4 - 72.4)	68.7 (63.9 - 73.6)	70.6 (66.6 - 74.6)	63.5 (57 - 70.1)	79.7 (72.1 - 87.2)	89.6 (84 - 95.2)	67.2 (62.7 - 71.7)	70.0 (66.5 - 73.4)
Sample size(n)	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

	PGSI				Deprivation			Total
	Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk/Problem gambler	Low 1-3	Mid 4-7	High 8-10	
	%	%	%	%	%	%	%	%
At least once a week	0	4.8 (3 - 6.7)	12.4 (4.3 - 26)	23.3 (1 - 73.4)	1.9 (0.9 - 3.6)	3.4 (2.0 - 4.8)	7.8 (2.8 - 12.7)	4.0 (2.5 - 5.4)
At least once a month	0	9.2 (7.3 - 11.2)	8.2 (2.7 - 18.4)	23.6 (5.8 - 52.7)	5.1 (2.2 - 8.0)	8.1 (5.8 - 10.4)	6.8 (4.4 - 9.2)	6.8 (5.3 - 8.2)
Less often than monthly	0	27.2 (23.7 - 30.7)	23.7 (9.9 - 43.3)	25.2 (9 - 48.9)	23.0 (16.6 - 29.4)	17.8 (14.4 - 21.2)	17.0 (12.8 - 21.3)	19.2 (16.5 - 21.9)
Did not participate	100	58.6 (54.4 - 62.8)	55.7 (38 - 73.4)	27.9 (10.2 - 52.8)	69.8 (61.7 - 77.9)	70.7 (66.1 - 75.3)	68.3 (62.8 - 73.9)	70.0 (66.5 - 73.4)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

3.3.5 Frequency of gambling participation by sub-groups: Playing gaming machines at pubs or clubs

The frequency of participation in playing gaming machines at pubs or clubs, by sub-groups, is shown in Table 3-8. Analyses of those who took part in this gambling activity at least once a week show that:

- Participating in using gaming machines at pubs or clubs on a weekly basis was not reported by those aged 15 to 24 years.
- Participation on a weekly basis was not reported by Asian people.

Table 3-8: Frequency of playing gaming machines in pubs or clubs, by sub-groups, 2014

	Gender		Age (in years)				Prioritised ethnicity				Total
	Male	Female	15 - 17	18 - 24	25 - 44	45+	Māori	Pacific	Asian	European/ Other	
	%	%	%	%	%	%	%	%	%	%	%
At least once a week	1.5 (0.2 - 5.4)	0.9 (0.5 - 1.7)	0	0	0.4 (0.1 - 1.0)	2.2 (0.7 - 5.2)	0.9 (0.4 - 1.7)	0.8 (0.3 - 2.0)	0	1.5 (0.4 - 3.8)	1.2 (0.2 - 2.3)
At least once a month	2.9 (1.4 - 5.3)	1.9 (0.8 - 3.1)	0	2.0 (0.6 - 5.2)	3.7 (1.5 - 7.5)	1.9 (1.0 - 2.7)	4.0 (2.0 - 6.9)	8.3 (1.4 - 23.9)	0	2.1 (0.9 - 3.3)	2.4 (1.4 - 3.4)
Less often than monthly	9.6 (7.2 - 12)	10.1 (7.7 - 12.6)	0	16.9 (9.1 - 24.6)	14.6 (11.1 - 18.2)	5.7 (4.2 - 7.2)	14.5 (10.0 - 19.0)	7.2 (3.4 - 11.1)	2.5 (0.7 - 6.5)	10.4 (8.1 - 12.7)	9.9 (8.1 - 11.6)
Did not participate	85.9 (82.6 - 89.3)	87.0 (84.4 - 89.6)	100	81.1 (73.2 - 89.1)	81.2 (77.4 - 85.1)	90.2 (87.8 - 92.7)	80.6 (76.0 - 85.3)	83.6 (73.9 -	97.5 (93.5 - 99.3)	86.0 (83.2 - 88.8)	86.5 (84.4 - 88.6)
Sample size (n)	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

or 23 respondents

	PGSI				Deprivation			Total
	Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk/ Problem gambler	Low 1-3	Mid 4-7	High 8-10	
	%	%	%	%	%	%	%	%
At least once a week	0	1.3 (0.2 - 3.9)	7.2 (2.2 - 16.7)	9.1 (2.6 - 21.4)	0.6 (1.2 - 9.1)	0.7 (0.3 - 1.4)	2.9 (0.3 - 10.3)	1.2 (0.2 - 2.3)
At least once a month	0	2.4 (1.3 - 3.5)	7.6 (2.5 - 16.7)	32.0 (5.2 - 73)	1.2 (0.5 - 2.3)	2.7 (1.4 - 4.7)	3.6 (0.6 - 6.7)	2.4 (1.4 - 3.4)
Less often than monthly	0	13.0 (10.6 - 15.4)	22.4 (10.6 - 38.7)	33.5 (12.8 - 60.4)	9.1 (5.7 - 12.5)	10.3 (7.5 - 13.2)	10.1 (7.0 - 13.1)	9.9 (8.1 - 11.6)
Did not participate	100	83.3 (80.4 - 86.2)	62.8 (48.0 - 77.6)	25.4 (7.1 - 53.8)	89.1 (85.7 - 92.5)	86.2 (83.2 - 89.3)	83.4 (78.2 - 88.5)	86.5 (84.4 - 88.6)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

3.4 PARTICIPATION IN CONTINUOUS AND NON-CONTINUOUS FORMS OF GAMBLING

This section presents the findings relating to participation in continuous and non-continuous types of gambling. Note that in this section, the breakdown by sub-groups is only shown for frequency of participation in those activities with a high enough number of participants (n>=30) to be analysed further. These include lottery tickets, scratch tickets, horse and dog races, sports betting, and pokies machines at pubs/clubs.

3.4.1 Gambling participation type

As noted previously, all respondents were assigned to a gambling participation group based on the types of gambling they reported participating in, and the frequency of their participation in the previous 12 months (see Table 3-9). The key findings were:

- One-in-two (51.2%, 47.8 - 54.5%) adults were infrequent gamblers, meaning that they had participated in any gambling activities less often than once a week, representing an estimation of 1,625,200 people in New Zealand.
- One-in-six (16.2%, 14.2 - 18.2%) adults were frequent, non-continuous gamblers, meaning that they had participated in non-continuous gambling forms (such as buying lottery tickets, going to casino evenings/buying raffle tickets for fundraising) at least once a week. This represents an estimated 513,500 people in New Zealand.
- A small proportion of adults (3.8%, 2.4 - 5.3%) were frequent, continuous gamblers, meaning that they had participated in continuous gambling activities such as betting on races or sports events, playing pokie machines or playing table games at casinos, at least once a week. This represents an estimated 122,100 people in New Zealand.

Table 3-9: Past-year participation in continuous and non-continuous forms of gambling, total population aged 15 years and over (unadjusted prevalence), 2014.

Gambling participation types	Prevalence (%) for total adults	Prevalence (%) for past-year gamblers	Estimated number of people
Non-gambler	28.8 (25.5 - 32.1)	-	915,400 (809,900 - 1,019,600)
Infrequent gambler	51.2 (47.8 - 54.5)	71.9 (68.7 - 75.0)	1,625,200 (1,518,200 - 1,731,000)
Frequent, non-continuous gambler	16.2 (14.2 - 18.2)	22.7 (20.0 - 25.4)	513,500 (451,000 - 578,100)
Frequent, continuous gambler	3.8 (2.4 - 5.3)	5.4 (3.4 - 7.4)	122,100 (76,200 - 168,300)

Participation in continuous and non-continuous forms of gambling by sub-groups is described in Table 3-10. Key findings relating to frequent gamblers included:

- Males were more likely to be frequent, continuous gamblers, than females.
- Older people were more likely to be frequent, non-continuous gamblers, than younger people.

- People of European/Other ethnicity were more likely to be frequent, non-continuous gamblers, than Asian people.
- Those who had experienced higher levels of gambling harm were more likely to be frequent, continuous gamblers: 40.2% (11.9 - 74.4%) of 'moderate-risk/problem gamblers' were frequent, continuous gamblers, compared with 13.2% (5.8 - 24.7%) of 'low-risk gamblers' and 4.1% (2.3 - 5.9%) of 'non-problem gamblers'.

Table 3-10: Gambling participation type, by sub-groups, 2014

	Gender		Age group (in years)				Prioritised ethnicity				Total %
	Male	Female	15 - 17	18 - 24	25 - 44	45+	Māori	Pacific	Asian	European/ Other	
	%	%	%	%	%	%	%	%	%	%	
Non-gambler	28.6 (24.2 - 32.9)	29.0 (25.0 - 33.1)	88.7 (79.1 - 98.3)	32.7 (22.3 - 43.2)	26.8 (22.7 - 31.0)	24.5 (20.5 - 28.5)	24.7 (18.9 - 30.5)	38.0 (30.9 - 45.1)	47.7 (36.1 - 59.3)	25.8 (21.6 - 30.0)	28.8 (25.5 - 32.1)
Infrequent gambler	47.0 (42.4 - 51.6)	55.0 (50.7 - 59.2)	11.3 (3.7 - 24.5)	59.9 (48.7 - 71.0)	58.9 (54.0 - 63.7)	47.0 (42.4 - 51.6)	55.9 (49.9 - 62)	45.8 (37.8 - 53.8)	43.5 (31.8 - 55.3)	52.0 (47.7 - 56.2)	51.2 (47.8 - 54.5)
Frequent, non-continuous gambler	18.8 (15.4 - 22.3)	13.7 (11.3 - 16.1)	0 (0 - 0)	4.9 (2.0 - 10.1)	11.2 (8.0 - 14.3)	23.6 (20.5 - 26.7)	16.8 (11.6 - 22)	12.3 (6.9 - 17.7)	7.3 (4.0 - 12.1)	17.8 (15.2 - 20.4)	16.2 (14.2 - 18.2)
Frequent, continuous gambler	5.5 (2.6 - 8.4)	2.3 (1.4 - 3.2)	0 (0 - 0)	2.4 (0.3 - 9.1)	3.1 (1.2 - 6.7)	5.0 (2.7 - 7.2)	2.6 (1.6 - 3.6)	3.9 (2 - 6.8)	1.4 (0.1 - 5.9)	4.5 (2.5 - 6.5)	3.8 (2.4 - 5.3)
Sample size (n)	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

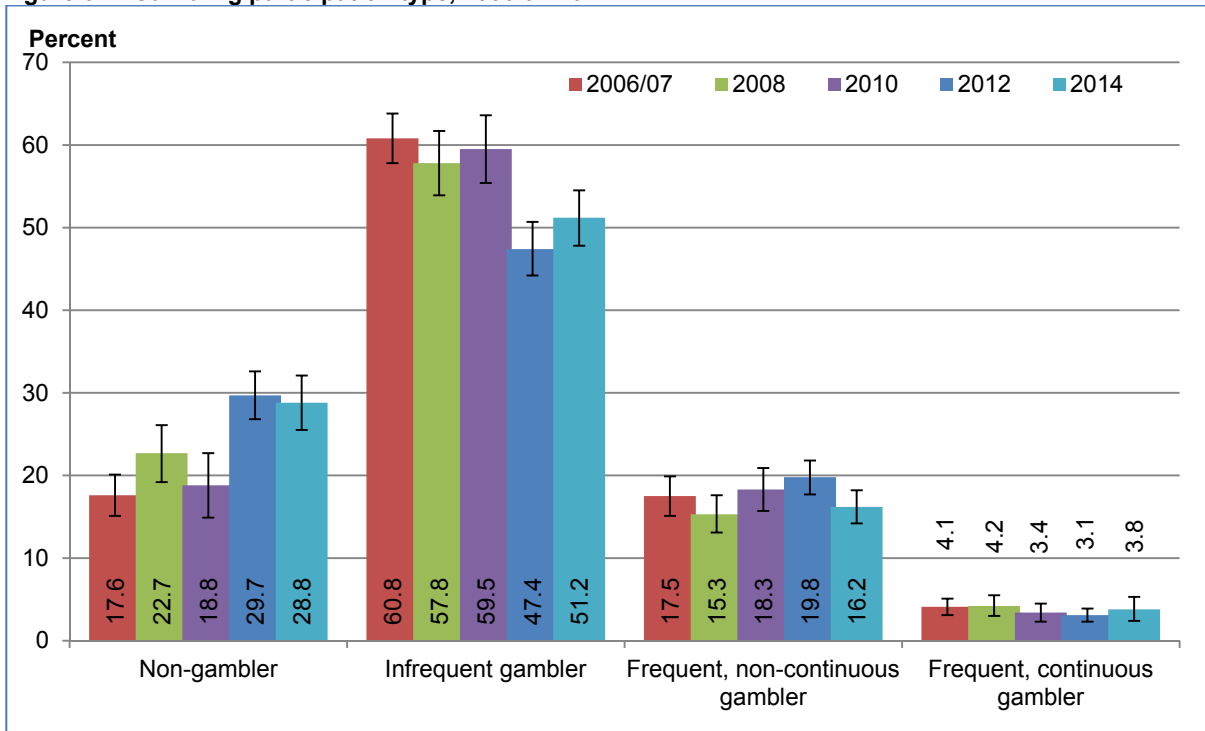
	PGSI				Deprivation			Total %
	Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk/Problem gambler	Low 1-3	Mid 4-7	High 8-10	
	%	%	%	%	%	%	%	
Non-gambler	99.8 (99.3 - 100.0)	0.1 (0 - 0.3)	0.0 (0 - 0)	0.0 (0 - 0)	22.9 (17.1 - 28.7)	31.2 (25.8 - 36.7)	32.3 (26.8 - 37.8)	28.8 (25.5 - 32.1)
Infrequent gambler	0.2 (0 - 0.7)	73.1 (70.0 - 76.2)	55.7 (37.6 - 73.7)	49.9 (21.1 - 78.7)	57.4 (51.4 - 63.4)	49.6 (44.6 - 54.7)	45.6 (39.6 - 54.6)	51.2 (47.8 - 54.5)
Frequent, non-continuous gambler	0.0 (0 - 0)	22.7 (19.9 - 25.5)	31.1 (16.6 - 49)	9.9 (2.6 - 24.3)	17.1 (12.7 - 21.5)	16.6 (13.4 - 19.7)	14.8 (11.4 - 17.3)	16.2 (14.2 - 18.2)
Frequent, continuous gambler	0 (0 - 0)	4.1 (2.3 - 5.9)	13.2 (5.8 - 24.7)	40.2 (11.9 - 74.4)	2.6 (1.3 - 4.7)	2.5 (1.3 - 3.8)	7.8 (2.8 - 12.7)	3.8 (2.4 - 5.3)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

able for 23 respondents

3.4.2 Gambling participation type: Comparison with previous years

Compared with 2012, the proportion of adults who were classified as non-gamblers, or infrequent gamblers, had not changed; however, compared with 2006/7 and 2010, the proportion of non-gamblers in 2014 has increased. This increase corresponded to a relative drop in the proportion of infrequent gamblers during the same time period. The proportions of frequent gamblers, of both non-continuous and continuous gambling types, had not changed significantly since 2006/2007.

Figure 3-7: Gambling participation type, 2006/07-2014



Base: All respondents

3.4.3 Gambling harm, by monthly participation in four common forms of gambling activity

In New Zealand, common gambling activities include purchasing lottery tickets, purchasing instant Kiwi/scratch tickets, using gaming machines in pubs or clubs, and sports/racing betting). This section considers gambling harm among people engaging in each of these activities.

The proportion of adults who participated at least monthly¹⁶ in each of the four common gambling activities, separated by gambling harm, is shown in Table 3-11. This information is important because regular participation in continuous forms of gambling is a known risk factor for the development of gambling problems (Abbott, 2001).

The key findings were:

- The majority of people who bought lottery tickets (90.6%, 87.1 - 94.0%), scratch tickets (86.7%, 78.9 - 94.5%), bet on races or sports (77.9%, 62.3 - 93.5%), or played pokie machines in pubs or clubs (68.0%, 47.9 - 88.1%) monthly were 'non-problem gamblers'.
- One-in-three (32.0%, 11.9 - 52.1%) people who played pokie machines in pubs or clubs at least once a month had at least some level of gambling harm.
- One in five (22.1%, 6.5 - 37.7%) of the people who bet on races or sports at least monthly had at least some level of gambling harm.

Table 3-11: Gambling harm, by monthly participation in playing gaming machines in pubs or clubs, sports or racing betting, buying lottery tickets and scratch tickets, 2014.

PGSI	Gaming machines in pubs/clubs	Sports/racing betting	Instant Kiwi/scratch tickets	Lottery tickets	Overall
Non problem gambler	68.0 (47.9 - 88.1)	77.9 (62.3 - 93.5)	86.7 (78.9 - 94.5)	90.6 (87.1 - 94.0)	93.5 (91.8 - 95.3)
Low-risk gambler	11.0 (3.1 - 18.9)	7.6 (2.4 - 12.8)	5.2 (2.1 - 8.2)	5.4 (3.1 - 7.6)	3.8 (2.6 - 5.1)
Moderate-risk/problem gambler	21.0 (1.5 - 40.6)	14.5 (1.5 - 30.6)	8.1 (0.5 - 15.7)	4.0 (1.2 - 6.8)	2.6 (1.3 - 4.0)
At least some level of gambling harm*	32.0 (11.9 - 52.1)	22.1 (6.5 - 37.7)	13.3 (5.5 - 21.1)	9.3 (5.9 - 12.8)	6.5 (4.7 - 8.2)
Sample size n =	102	100	289	841	1,883

*Includes 'low-risk', 'moderate-risk', and 'problem gamblers'

These results indicate that regular players of continuous gambling forms, such as pokie machines, were more likely to have experienced at least some level of gambling harm, compared with those who participated regularly in non-continuous forms of gambling, such as buying lottery tickets. This finding aligns with previous research, which showed that regular participation in continuous forms of gambling is a known risk factor for the development of gambling problems (Abbott, 2001).

¹⁶ The numbers of respondents playing weekly or fortnightly were too small to be analysed.
46581623v3

3.4.4 Gambling harm, by gambling participation frequency

All respondents who had in the past year participated in at least one of the fourteen gambling activities asked about in the HLS were assigned to a gambling frequency group based on how frequently they had participated. Respondents who had participated in more than one gambling activity were grouped according to their most frequent activity. These groups are mutually exclusive, i.e. a person was assigned to the “*More than once a week*” group if they bought a lottery ticket more than once a week and also played gaming machines at pubs or clubs once a month.

The classification of PGSI categorisation according to gambling participation frequency appears in Table 3-12, with the key results being:

- The majority of adults who gambled more often than once a week (76.7%, 55.3 - 98.1%), once a week (91.9%, 88.7 - 95.1%), once a month (91.2%, 87.7 - 94.8%) and less often than monthly (97.5%, 95.8 - 99.1%) were ‘non-problem gamblers’.
- One in four (23.3%, 1.9 - 44.7%) of the people who gambled more than once a week exhibited at least some level of gambling harm (see Table 3-12).

Table 3-12: Gambling harm, by gambling participation frequency, 2014.

PGSI	Gambling participation frequency (Mutually exclusive)				Overall
	More than once a week	Once a week	Once a month	Less often than monthly	
Non-problem gambler	76.7 (55.3 - 98.1)	91.9 (88.7 - 95.1)	91.2 (87.7 - 94.8)	97.5 (95.8 - 99.1)	93.5 (91.8 - 95.3)
Low-risk gambler	6.7 (0.4 - 13.1)	5.9 (2.8 - 9.0)	4.2 (1.8 - 6.7)	2.3 (0.6 - 3.8)	3.8 (2.6 - 5.1)
Moderate-risk/problem gambler	16.5 (1.2 - 37.9)	2.2 (1.1 - 3.3)	4.6 (1.9 - 7.3)	0.3 (0 - 0.6)	2.6 (1.3 - 4.0)
At least some level of gambling harm*	23.3 (1.9-44.7)	8.1 (4.9-11.3)	8.8 (5.2-12.3)	2.5 (0.9-4.2)	6.5 (4.7 - 8.2)
Sample size n=	76	494	498	762	1,830

*Includes ‘low-risk’, ‘moderate-risk’, and ‘problem gamblers’

These results indicate that people who participated in gambling more than once a week during the past year were more likely to be experiencing at least some level of gambling harm than those who participated on a less frequent basis (eg, once a week, once a month or less often than monthly).

3.5 NUMBER OF ACTIVITIES TAKEN PART IN DURING THE PREVIOUS 12 MONTHS

This section presents the number of gambling activities respondents have participated in.

3.5.1 Number of gambling activities

A breakdown of the number of gambling activities participated in during the past year, and the estimated number of New Zealand adults who had not gambled, or participated in one, two, three, or four or more activities, is provided in Table 3-13. The key findings were:

- One-quarter of adults (23.3%, 20.8 - 25.8%) had taken part in one activity, while another one-fifth (21.7%, 19.0 - 24.3%) had taken part in two activities.
- One in nine (11.1%, 9.5 - 12.8%) adults had taken part in three activities, and about one in seven (14.8%, 12.6 - 17.1%) had taken part in four or more activities.
- The average number of activities adults had participated in during the previous 12 months was 1.9 (1.7 - 2.0).

Table 3-13: Number of gambling activities participated in during last 12 months, total population aged 15 years and over (unadjusted prevalence), 2014.

Number of gambling activities in last year	Prevalence (%) for total adults	Prevalence (%) for past-year gamblers	Estimated number of people
None	29.1 (25.8 - 32.4)	-	927,800 (822,900 - 1,033,400)
1	23.3 (20.8 - 25.8)	32.8 (29.6 - 36.1)	742,700 (663,400 - 822,900)
2	21.7 (19.0 - 24.3)	30.6 (27.1 - 34.0)	691,300 (606,000 - 775,100)
3	11.1 (9.5 - 12.8)	15.7 (13.5 - 17.9)	354,800 (303,000 - 408,300)
4 or more	14.8 (12.6 - 17.1)	20.9 (17.9 - 23.9)	472,900 (401,900 - 545,400)

3.5.2 Number of gambling activities by sub-groups

The number of gambling activities New Zealand adults had taken part in the previous 12 months did not differ by gender, ethnicity, or deprivation level (see Table 3-14). However, differences were observed by age and PGSI scores:

- Most young adults aged 15 to 17 years (88.7%) were non-gamblers. Among those who had gambled in the past 12 months, all had only taken part in one activity.
- Those exhibiting some level of gambling harm were more likely to have participated in four or more gambling activities, when compared with 'non-problem gamblers'.
- The proportion of respondents who had participated in four or more activities increased with gambling risk, where 18.9% of 'non-problem gamblers', 39.3% of 'low-risk gamblers', and 65.7% of 'moderate-risk/problem gamblers' had participated in four or more activities.

Table 3-14: Number of gambling activities taken part in during previous 12 months, by sub-groups, 2014.

	Gender		Age group (in years)				Prioritised ethnicity				Total
	Male	Female	15 - 17	18 - 24	25 - 44	45+	Maori	Pacific	Asian	European/ Other	
	%	%	%	%	%	%	%	%	%	%	
None	28.8 (24.4 - 33.2)	29.3 (25.3 - 33.4)	88.7 (79.1 - 98.3)	33.1 (22.7 - 43.6)	26.9 (22.7 - 31.1)	24.9 (20.9 - 28.9)	25.1 (19.3 - 30.9)	38.2 (30.9 - 45.4)	47.7 (36.1 - 59.3)	26.1 (21.9 - 30.3)	29.1 (25.8 - 32.4)
1 activity	23.5 (19.7 - 27.4)	23.1 (19.9 - 26.3)	11.3 (3.7 - 24.5)	30.7 (20.2 - 41.2)	21.1 (17.0 - 25.3)	23.6 (20.3 - 26.9)	22.9 (17.5 - 28.2)	18.8 (13.3 - 24.2)	28.3 (19.1 - 37.6)	22.9 (19.9 - 25.8)	23.3 (20.8 - 25.8)
2 activities	20.8 (17.5 - 24.2)	22.5 (19.0 - 25.9)	0 (0 - 0)	12.3 (7.3 - 17.3)	21.5 (17.3 - 25.6)	25.9 (22.0 - 29.8)	21.9 (17.0 - 26.9)	16.7 (10.4 - 22.9)	15.7 (9.1 - 22.3)	23.0 (19.7 - 26.3)	21.7 (19.0 - 24.3)
3 activities	10.2 (7.8 - 12.5)	12.0 (9.6 - 14.4)	0 (0 - 0)	9.8 (5.2 - 16.3)	10.3 (7.3 - 13.2)	12.9 (10.4 - 15.4)	13.0 (8.7 - 17.3)	9.4 (5.1 - 13.7)	3.2 (1.0 - 7.7)	12.2 (10.1 - 14.3)	11.1 (9.5 - 12.8)
4 or more activities	16.7 (13.2 - 20.2)	13.1 (10.5 - 15.7)	0 (0 - 0)	14.1 (7.3 - 23.7)	20.2 (15.8 - 24.7)	12.7 (9.6 - 15.8)	17.1 (11.7 - 22.5)	17.0 (6.2 - 27.9)	5.1 (2.0 - 10.4)	15.8 (12.9 - 18.8)	14.8 (12.6 - 17.1)
Mean number	2.0 (1.7 - 2.2)	1.8 (1.7 - 2.0)	0.1 (0.0 - 0.2)	1.7 (1.3 - 2.2)	2.2 (1.9 - 2.5)	1.9 (1.7 - 2.0)	2.0 (1.8 - 2.3)	1.8 (1.2 - 2.4)	1.0 (0.7 - 1.2)	2.0 (1.8 - 2.2)	1.9 (1.7 - 2.0)
Sample size (n)	1,086	1,508	64	229	912	1,389	564	393	217	1,420	2,594

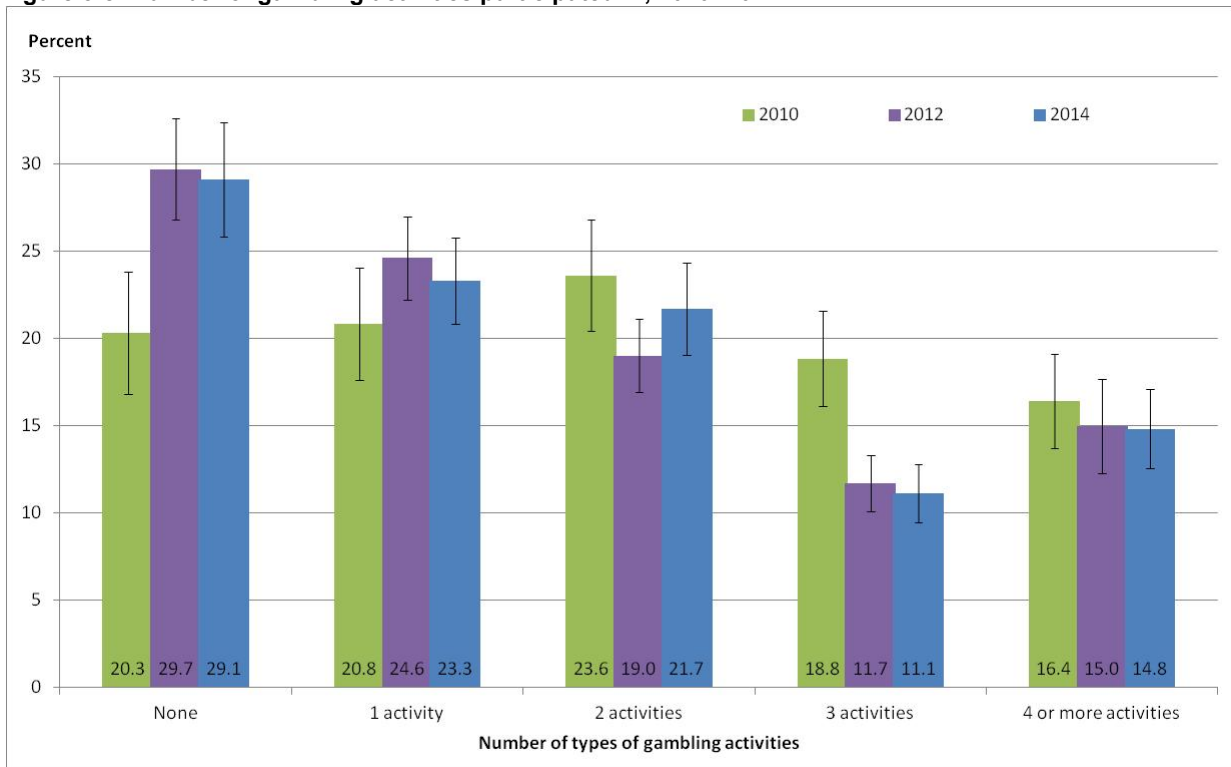
available for 23 respondents

	PGSI				Deprivation			Total
	Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk/Problem gambler	Low 1-3	Mid 4-7	High 8-10	
	%	%	%	%	%	%	%	
None	100 (100 - 100)	0 (0 - 0)	0 (0 - 0)	0 (0 - 0)	23.3 (17.4 - 29.1)	31.5 (26.0 - 36.9)	32.6 (27.1 - 38.1)	29.1 (25.8 - 32.4)
1 activity	0 (0 - 0)	34.6 (31.2 - 38.1)	10.5 (3.8 - 22)	1.8 (0.2 - 6.8)	27.4 (22.2 - 32.6)	19.7 (16.6 - 22.8)	23.8 (19.0 - 28.6)	22.0 (19.5 - 24.4)
2 activities	0 (0 - 0)	30.9 (27.3 - 34.4)	31.6 (14.3 - 53.6)	18.9 (3.3 - 49.0)	22.5 (16.7 - 28.4)	21.5 (17.8 - 25.2)	20.9 (16.2 - 25.6)	20.5 (17.8 - 23.2)
3 activities	0 (0 - 0)	15.6 (13.3 - 17.9)	18.6 (6.0 - 39.1)	13.5 (4.2 - 29.8)	11.4 (8.0 - 14.7)	11.5 (9.0 - 14.1)	10.2 (7.4 - 13.0)	10.5 (8.9 - 12.1)
4 or more activities	0 (0 - 0)	18.9 (15.8 - 22.0)	39.3 (23.3 - 55.3)	65.7 (41.2 - 90.2)	15.5 (11.2 - 19.7)	15.8 (12.4 - 19.2)	12.6 (7.6 - 17.5)	17.9 (15.4 - 20.3)
Mean number	0 (0 - 0)	2.5 (2.4 - 2.7)	3.6 (3.0 - 4.1)	6.2 (2.7 - 9.6)	1.9 (1.7 - 2.1)	1.9 (1.7 - 2.1)	1.8 (1.4 - 2.2)	1.9 (1.7 - 2.0)
Sample size (n)	761	1,692	84	57	531	990	1,050	2,594

3.5.3 Number of gambling activities participated in during previous 12 months: Comparison with previous years

The proportion of adults who were non-gamblers increased from 2010 (20.3%) to 2012 (29.7%), but did not change further in 2014 (29.1%). The proportion of adults who took part in three gambling activities appeared to have changed over time. Compared with 2010 (18.8%), the proportion of adults who had taken part in three activities dropped in 2012 (11.7%), but has remained essentially unchanged in 2014 (11.1%). The proportions of those who had taken part in one, two, or four or more activities have not changed significantly since 2010 (see Figure 3-8).

Figure 3-8: Number of gambling activities participated in, 2010- 2014.



Base: All respondents

The next section considers the level of gambling-related harm experienced by both individuals and households.

3.6 EXPERIENCE OF INDIVIDUAL GAMBLING HARM

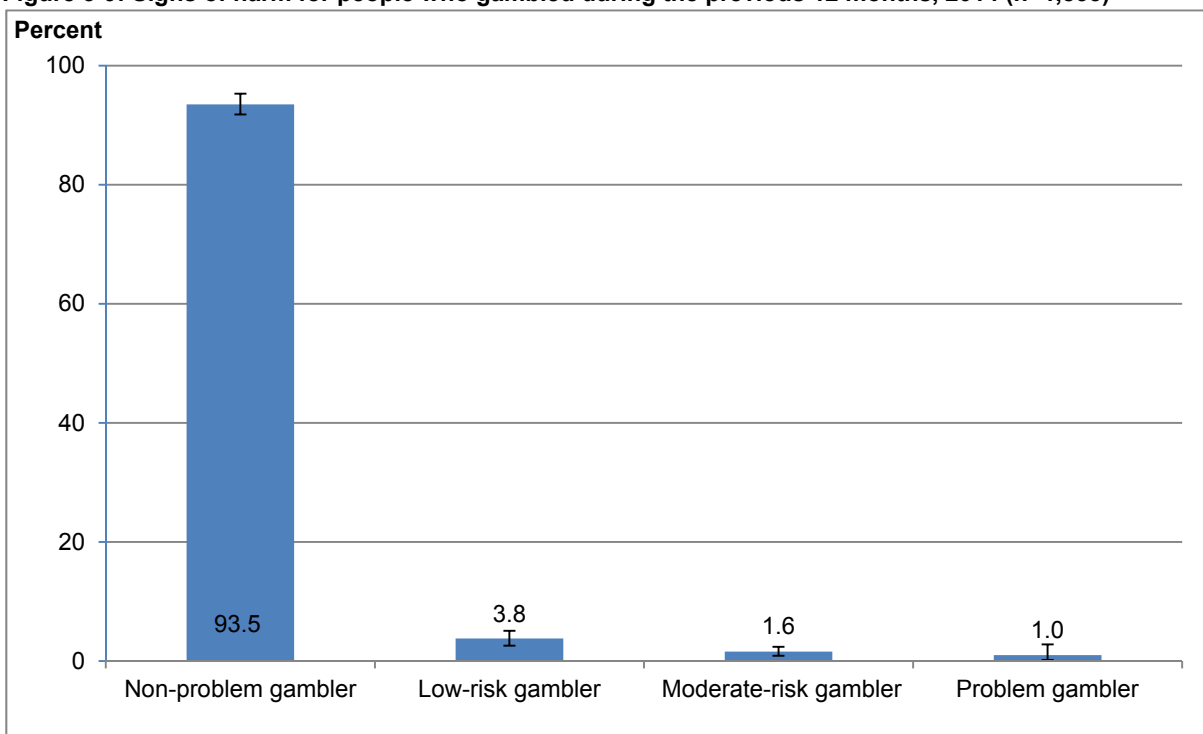
3.6.1 Individual gambling harm

This section shows the proportion of adults who experienced different levels of gambling harm in the past 12 months, as indicated by their PGSI score.

Among those who had gambled in the previous 12 months (see Figure 3-9):

- 93.5% (91.8 - 95.3%) did not report experiencing any signs of harmful gambling; they were referred to as 'non-problem gamblers'.
- 3.8% (2.6 - 5.1%) met the PGSI criteria for 'low-risk gambling', 1.6% (0.9 - 2.4%) for 'moderate-risk gambling', and 1.0% (0.2 - 2.8%) for 'problem gambling'.

Figure 3-9: Signs of harm for people who gambled during the previous 12 months, 2014 (n=1,833)



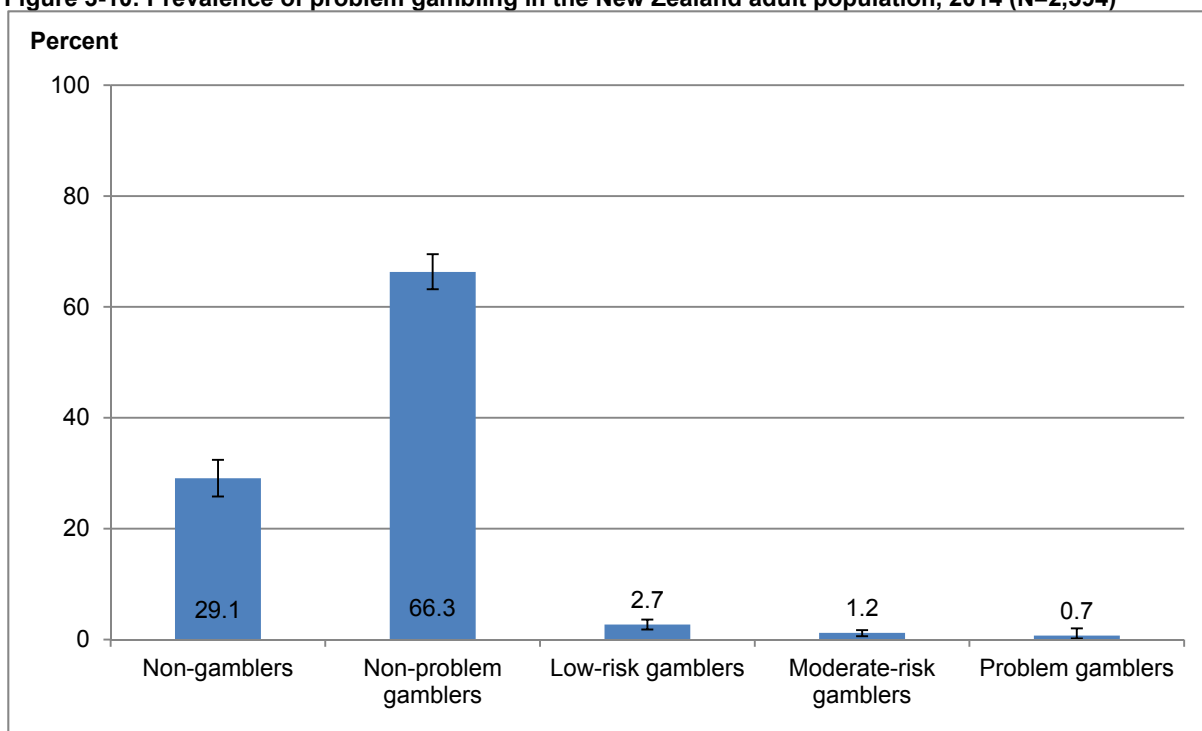
Base: Respondents who had gambled in the previous 12 months

These results indicate that in total, 6.4% of past-year gamblers had experienced at least some level of individual gambling harm in the last 12 months.

Among all New Zealand adults, including gamblers and non-gamblers (see Figure 3-10):

- Nine in ten people (95.4%) did not report any signs of harmful gambling (including both non-gamblers and 'non-problem gamblers').
- 2.7% met the PGSI criteria for 'low-risk gambling', 1.2% for 'moderate-risk gambling', and 0.7% (0.2 -2%) for 'problem gambling'. According to the estimated population of people aged 15 years and over in New Zealand at the time the survey was carried out (Statistics New Zealand 2013), these figures represent around 86,400 'low-risk gamblers', 36,700 'moderate-risk gamblers', and 22,800 'problem gamblers' in New Zealand.

Figure 3-10: Prevalence of problem gambling in the New Zealand adult population, 2014 (N=2,594)



Base: All respondents

These results indicate that in total, 4.6% of New Zealand adults (approximately 145,900 people) had experienced at least some level of individual gambling harm in the last 12 months.

This section has provided information on individuals' experience of harm as a result of their gambling. The next section considers gambling harm that is experienced by the household.

3.7 EXPERIENCE OF HARMFUL GAMBLING IN THE HOUSEHOLD

Gambling harm does not only affect the individual who engages in the behaviour: it may also affect those who live in the same household. Possible household gambling harms identified in previous research include arguments and financial issues (Abbott et al., 2014; Dyall, 2003; Tse, Wong & Chan, 2007; Perese, 2009). These potential harms have been captured by two separate questions in the HLS.

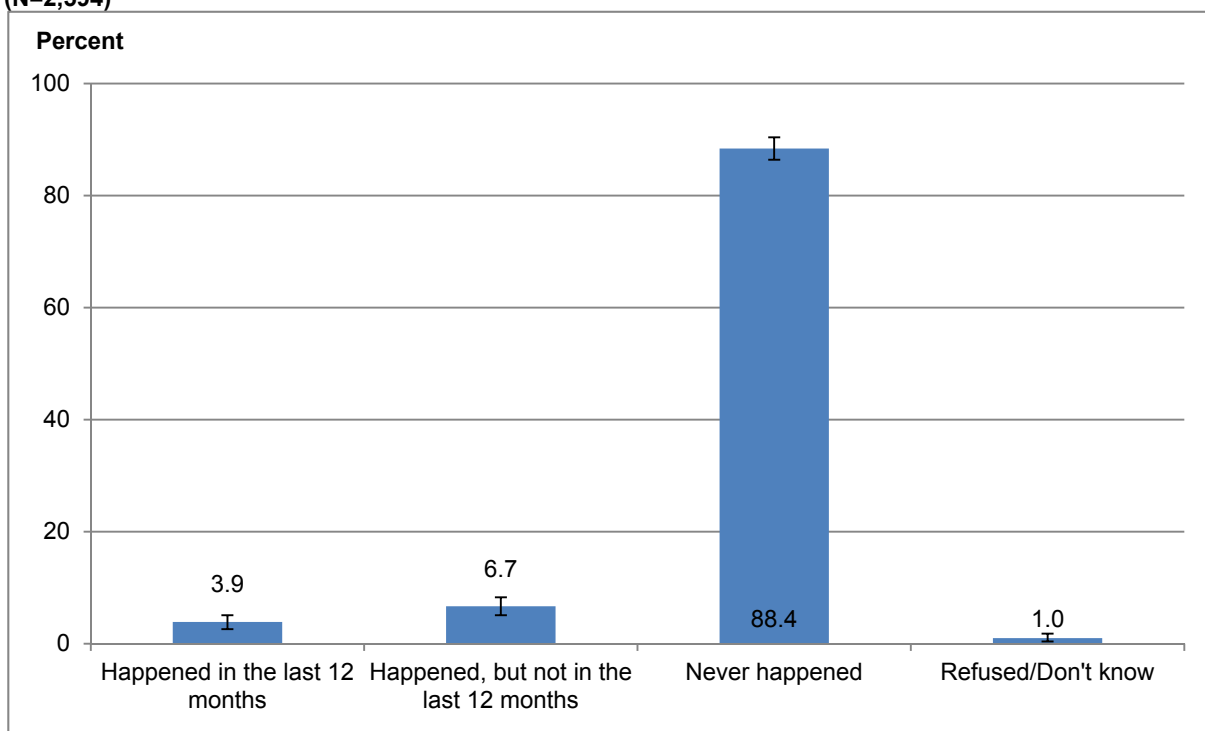
Note that in the 2010 and 2014 HLS, the questions about household harm were asked in relation to whether the event had *ever* occurred, or had happened in the previous 12 months. However, the 2008 and 2012 HLS only asked about the previous 12 months.

In this section, the prevalence of each of these household harms is first presented, followed by an overall prevalence rate of people who experienced at least one of the harms.

3.7.1 Arguments about time or money spent on gambling

All respondents were asked whether there had been some argument about time or money spent on betting or gambling in their wider family or household, and whether or not they were part of the argument. In 2014, 3.9% (2.6 - 5.1%) of people said this had happened in the previous 12 months (equivalent to approximately 124,400 people). A further 6.7% (5.1 - 8.3%) indicated that this had happened in the past, but not in the previous 12 months (see Figure 3-11).

Figure 3-11: Arguments in the wider family or household about time or money spent on gambling, 2014 (N=2,594)

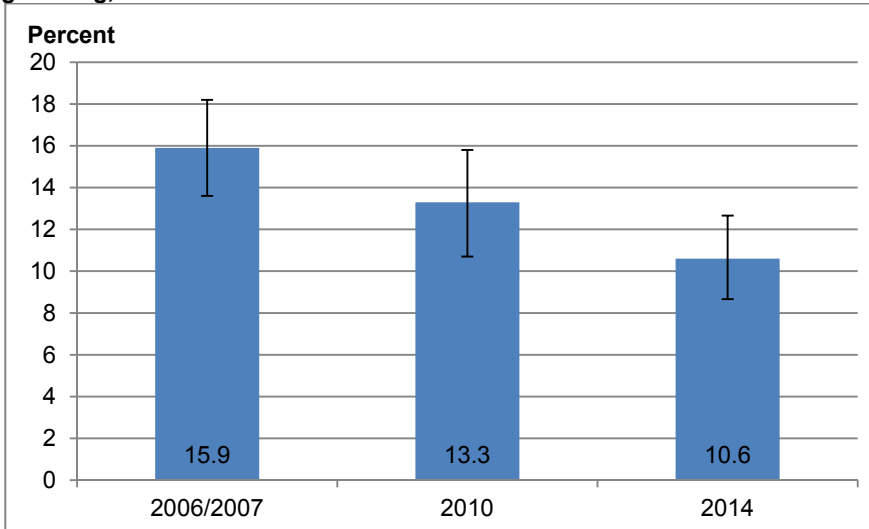


Base: All respondents

3.7.2 Household arguments about gambling: Comparison with previous years

The proportion of adults who reported that there had ever been an argument in their wider household about gambling was 15.9% (13.6 - 18.2%) in 2006/07, and the rate has dropped to 10.6% (8.7 - 12.7%) in 2014 (see 3-12).

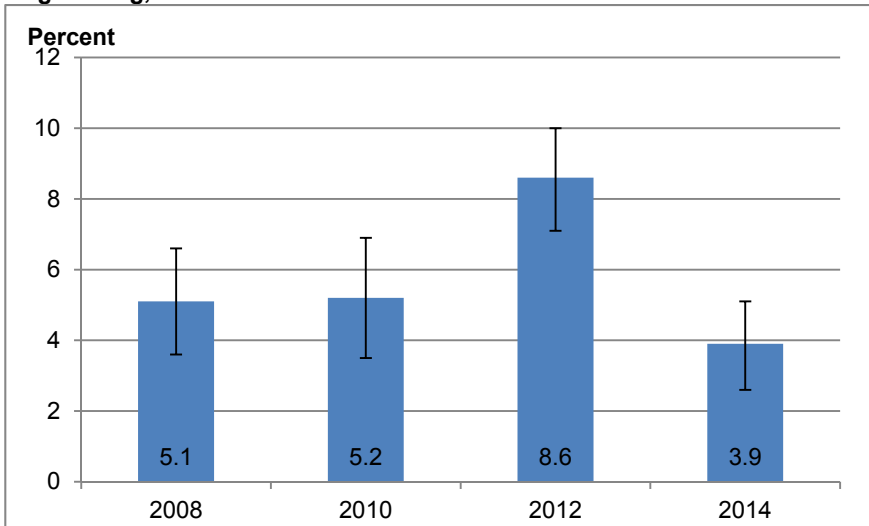
Figure 3-12: Reported arguments (ever) in the wider family or household about time or money spent on gambling, 2014



Base: All respondents

The proportion of adults who reported that in the previous 12 months there had been an argument in their wider household about gambling increased significantly in between 2006/07 and 2012 (8.6%, 7.1 - 10.0%), but dropped to 3.9% (2.6 - 5.1%) in 2014 (see Figure 3-13).

Figure 3-13: Reported arguments (past 12 months) in the wider family or household about time or money spent on gambling, 2014

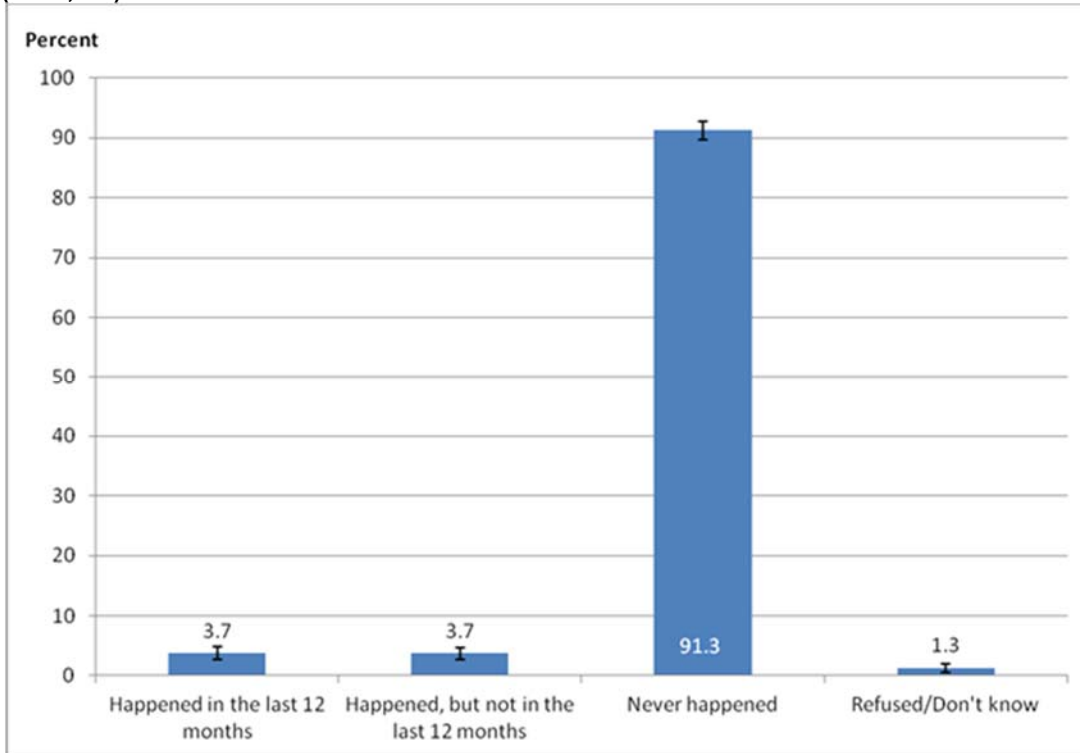


Base: All respondents

3.7.3 Going without because too much money was spent on gambling

Respondents were also asked whether someone in their wider family or household had to go without something they needed, or bills weren't paid, because too much was spent on gambling by another person. Fewer than 4% (3.7%, 2.6 - 4.9%) of people indicated they had experienced this problem in the previous 12 months (equivalent to an estimated 118,000 people). Another 3.7% (2.7 - 4.7%) said this had happened in the past, but not in the previous 12 months (see Figure 3-14).

Figure 3-14: Experience going without or an unpaid bill because someone spent too much on gambling, 2014 (N = 2,594)

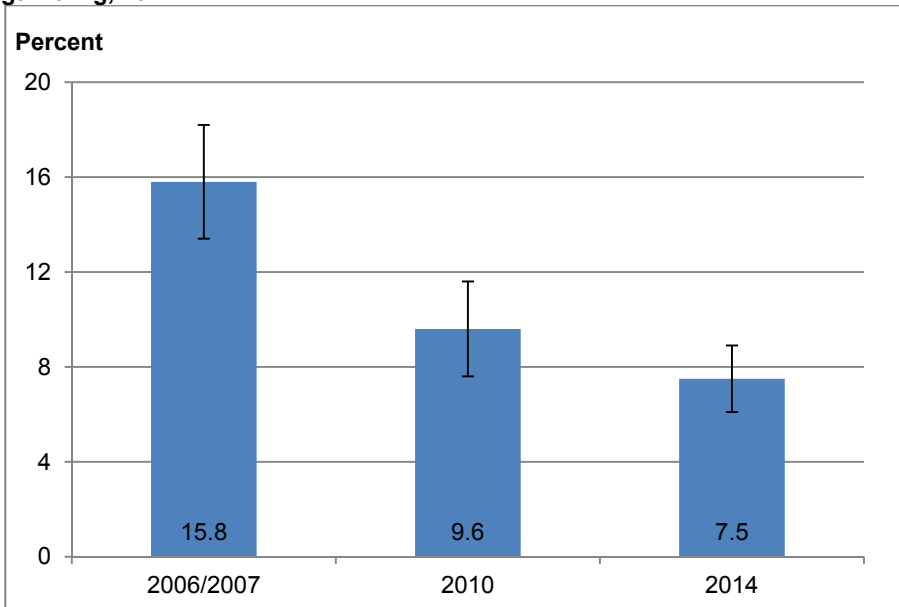


Base: All respondents

3.7.4 Household going without because of gambling: Comparison with previous years

The proportion of people who said that someone in their wider household had *ever* had to go without, or been unable to pay a bill, due to gambling halved between 2006/07 and 2014. The rates were 15.8% (13.4 - 18.2%) and 7.5% (6.1 - 8.9%), respectively (see Figure 3-15).

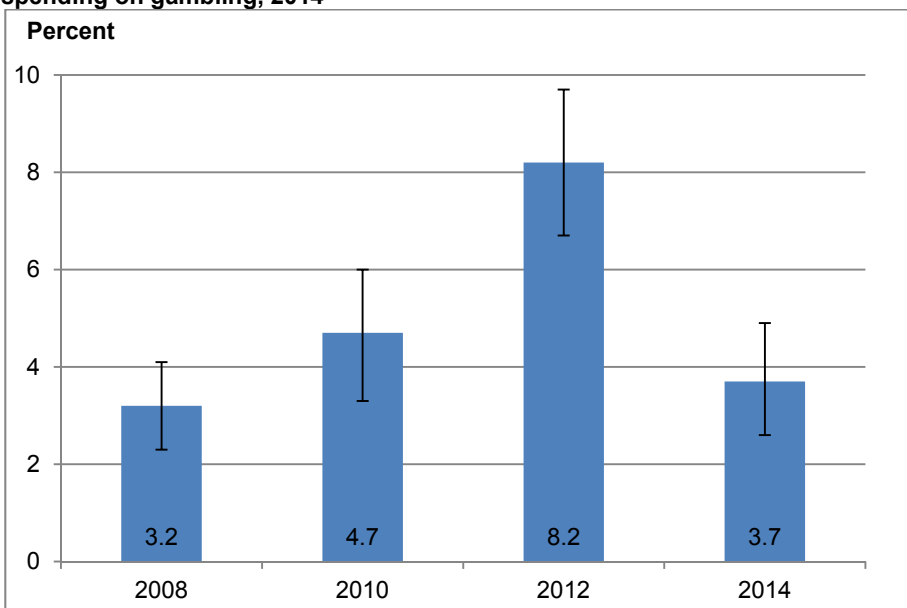
Figure 3-15: Reported experiences (ever) of going without, or having unpaid bills, due to too much spending on gambling, 2014



Base: All respondents

The proportion of people who said that, in the previous 12 months, someone in their wider household had gone without, or been unable to pay a bill, due to gambling increased between 2006/07 and 2012. In 2014, the proportion returned to a similar rate to that in 2008 (see Figure 3-16).

Figure 3-16: Reported experiences (past 12 months) of going without or having unpaid bills due to too much spending on gambling, 2014



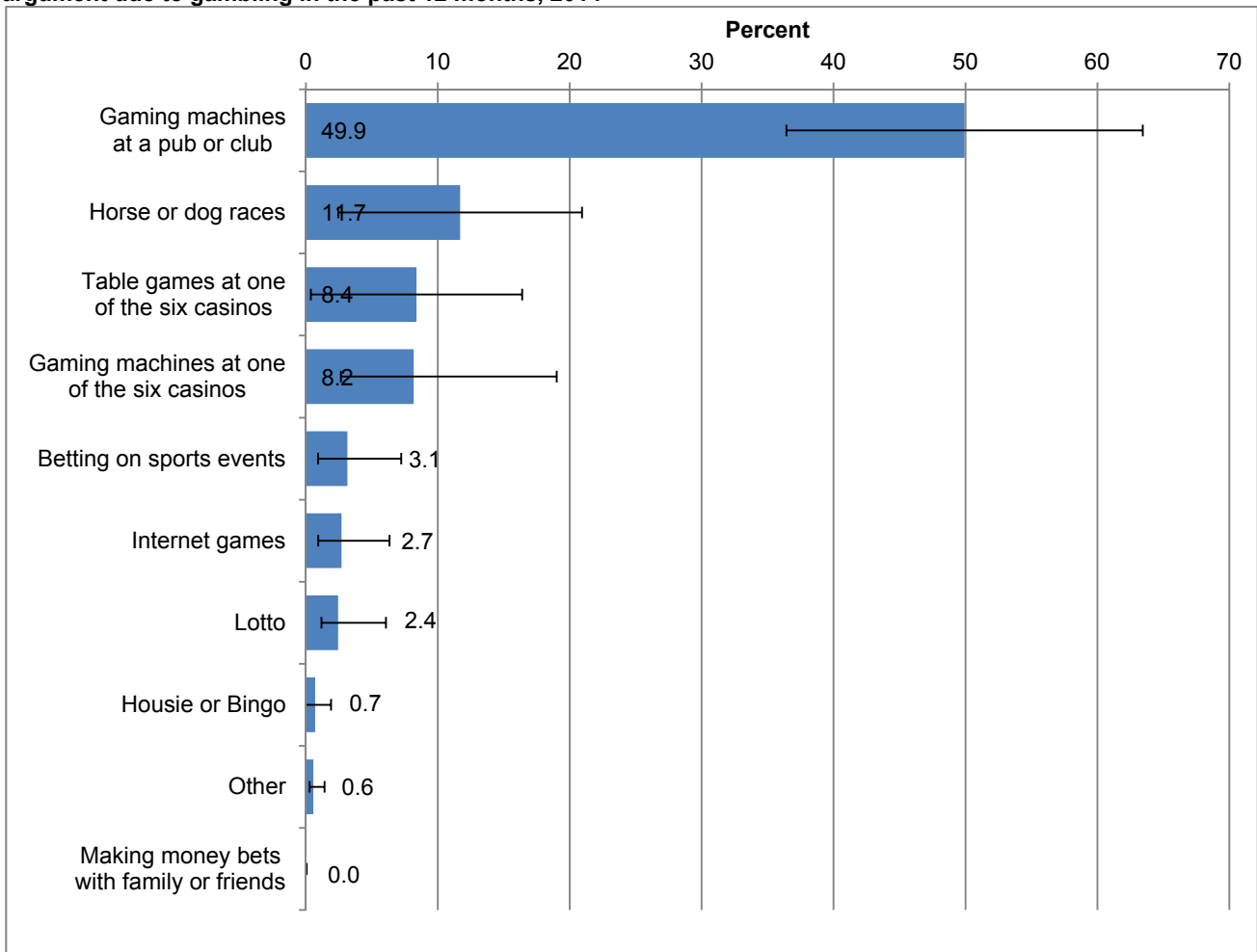
Base: All respondents

3.7.5 Gambling activities related to household harm

Overall, 5.5% (4.0 - 7.0%) of adults reported experiencing in the past 12 months at least one household harm because of gambling. This equates to an estimated 175,400 people.

To provide further contextual information, respondents who had experienced at least one household harm in the past 12 months were also asked about the type of gambling these events occurred most with. It is found that the most commonly mentioned form of gambling activities associated with household harm was gaming machines in pubs/clubs (see Figure 3-17 Figure).

Figure 3-17: Gambling activities most often related to a family or household member going without or an argument due to gambling in the past 12 months, 2014

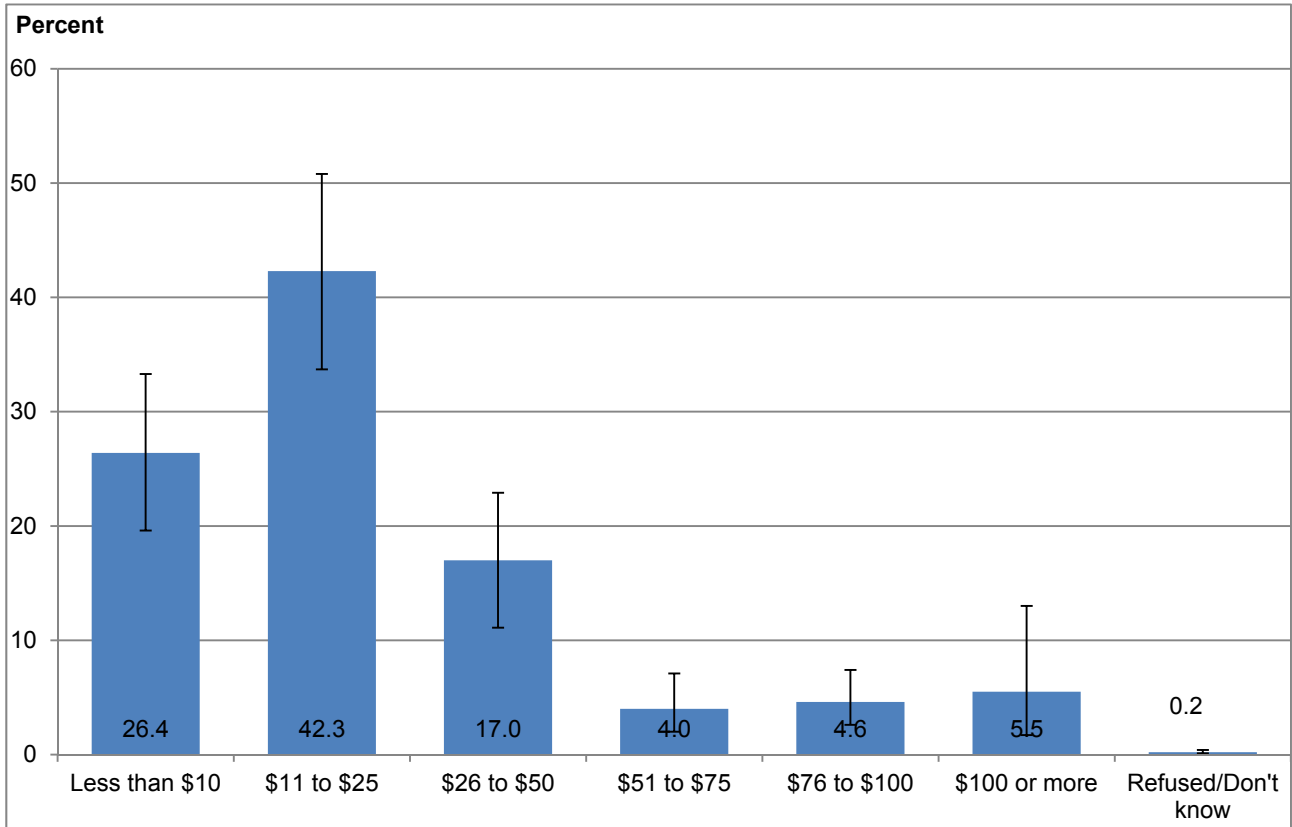


Base: Respondents who had experienced household harm as a result of gambling

3.8 REPORTED EXPENDITURE ON GAMING MACHINES OR POKIES

To estimate personal expenditure on gaming machines or pokies, respondents who reported engaging in this gambling activity in the last 12 months were asked how much, on average, they had spent at each session (see Figure 3-18). The majority (42.3%, 33.7 – 50.8%) reported an average spend of \$11 to \$25 per session.

Figure 3-18: Reported average spend per session on gaming machine/pokie among those who had played gaming machines/pokies in the past year, 2014



Base: Respondents who had played gaming machines/pokies in the last year

4. SUMMARY

This report provides in-depth information on gambling participation among New Zealand adults. It makes an important contribution to the existing knowledge-base by providing population estimates on a number of key indicators, including prevalence of gambling participation, frequency of participation and experience of gambling harm. In addition, the information in this report allows readers to track trends in gambling behaviour over an eight-year period.

The analysis of the 2014 HLS shows that, at a population level, 71% of adults had gambled in the previous 12 months. This proportion equates to over 2.2 million people in New Zealand participating in gambling activities. However, participation rates of different gambling activities varied greatly, from a 1.4% participation rate for playing internet games for money to 54.8% for purchasing a lottery ticket.

In 2014, the proportion of New Zealand adults (11.1%) who had participated in three gambling activities in the past year was significantly lower than that in 2010 (18.8%), but not different from that in 2012 (11.7%). In addition, the proportions of adults who had taken part in one, two or four or more activities have not changed significantly since 2010.

The proportions of adults who met the PGSI criteria for 'low-risk gambling' (2.7%), 'moderate-risk gambling' (1.2%), and 'problem gambling' (0.7%) were relatively small compared to the proportion of those who did not experience any sign of a problem (93.5%). However, when translating the proportions into actual numbers of adults, it equates to a total number of approximately 145,900 people experiencing some level of gambling harm. Apart from those who are being harmed by their own gambling, 5.5% of New Zealand adults (approximately 175,400 people) reported that in the previous 12 months, they had experienced at least one household harm due to gambling.

The findings on individual and household harm signal the importance of having a strategy to assist and support people who are experiencing harm from their own gambling, as well as those who are affected negatively by other people's harmful gambling. The current Ministry of Health 2010/11-2015/16 Preventing and Minimising Gambling Harm Strategy includes the provision of public health and intervention services, along with research and evaluation activities, aimed at addressing the harm experienced by gamblers and those affected by gambling in Aotearoa/New Zealand.

The report also reveals the different patterns of gambling behaviours by gender, age, ethnicity, PGSI score and deprivation level. This information can be used for identifying population or social groups who will be most benefited by programmes or interventions designed to reduce gambling harm. Further, the 2014 HLS dataset contains a wealth of information on lifestyles, as well as experience and engagement with different health behaviours. More in-depth analyses can be undertaken in the future to further profile New Zealand adults who are experiencing gambling harm.

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