



A Bet on the 'Net - Internet Gambling in New Zealand – Preliminary Findings

Background

Gambling, or spending money to try and win back more than you spent, or to win a big prize, is a recreational pastime that four out of five New Zealanders participate in. People's participation in gambling can become harmful and the Health Sponsorship Council's (HSC's) problem gambling programme aims to strengthen society's understanding and awareness of, and response to, gambling-related harms. As part of this, HSC monitors New Zealanders' participation in different types of gambling.

In recent times internet access and use has become widespread in New Zealand. New Zealand-based online gambling has been available since 1998 with the launch of the New Zealand TAB site. In 2008 the New Zealand MyLotto site was launched. The only other forms of New Zealand-based internet gambling allowed are in the form of sales promotion lotteries. However, New Zealanders can access overseas websites for gambling.

Questions in the 2010 Health and Lifestyles Survey (HLS) provide information about participation in internet gambling in New Zealand.

Notes

- The figures presented here are for those aged 18 years and over and refer to activities people have participated in over the past 12 months.
- The definition used here for internet gambling includes betting any money, buying any tickets or paying to do any activities online through a website for money or prizes.
- Figures in brackets and lines on the bars in Figure 1 are 95% confidence intervals. This means there is a 95% chance the true value of the percentage (if the whole New Zealand population was surveyed) lies between the lower and upper values.

Gambling on the Internet

- The total proportion of people who used the internet to gamble was 8.7% (5.9–11.5).
- More than twice as many men (12.8%, 7.9–17.7) than women (5.0%, 2.2–7.9) used the internet to gamble.
- Only 4.2% (1.7–8.3) of people aged 65 years and over used the internet to gamble, compared with 9.6% (6.3–13.0) of those aged 18–65 years. No differences were evident between the 18–65 year age groups (see Table 1).
- 7.3% (4.7–9.8) of people used the NZ MyLotto or the NZ TAB website to make a bet.
- 0.6% (0.2–1.5) of people gambled on an overseas website and also played NZ TAB online and/or NZ MyLotto.

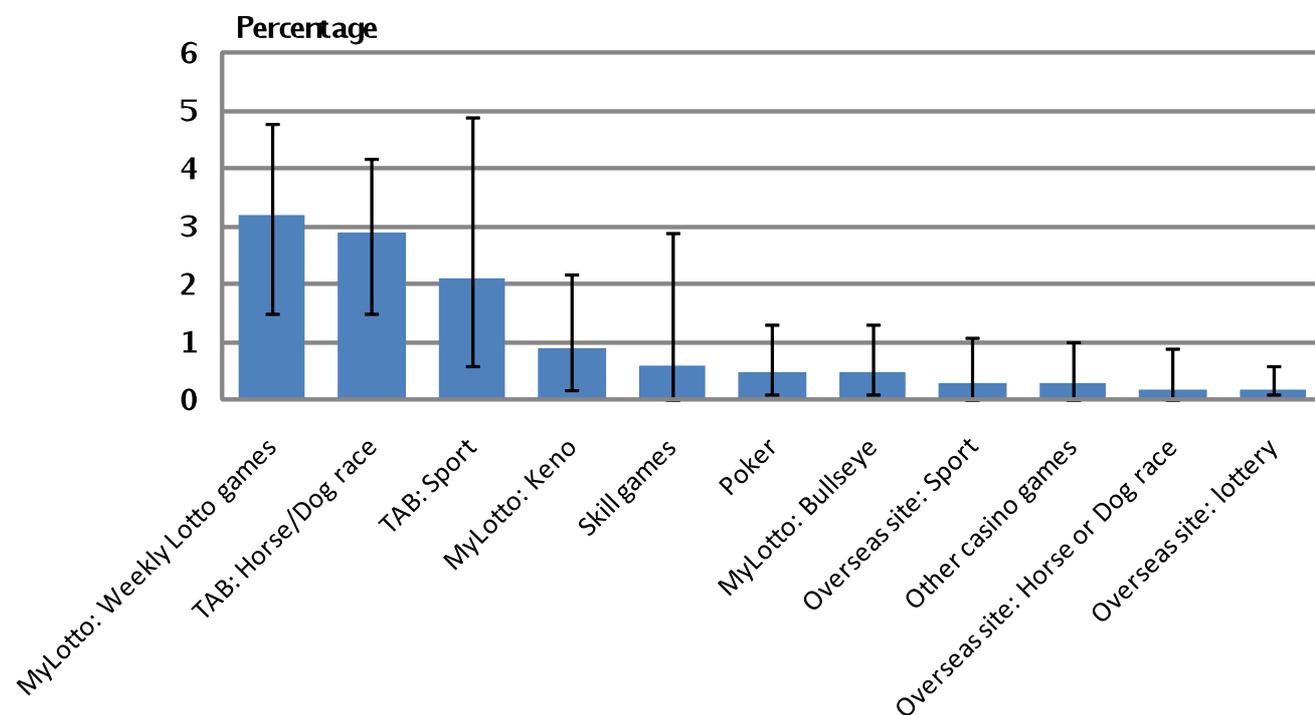
Table 1: Internet gambling participation in the past 12 months, percentage by age group, 2010

18–24	25–34	35–44	45–54	55–64	65+
11.8	11.1	7.5	10.7	7.3	4.2
(2.6 - 30.3)	(4.4 - 22.0)	(4.1 - 10.9)	(4.4 - 21.0)	(3.0 - 14.4)	(1.7 - 8.3)

Gambling via Overseas Websites

- 2.1% (0.7–3.4) of people gambled on an overseas website.
- 1.4% (0.5–3.4) of people gambled on an overseas website and did not also gamble on either the NZ MyLotto or the NZ TAB website.
- 0.5% (0.1–1.3) of people paid to play internet poker for money or prizes and 0.6% (0.0 - 2.9) gambled on skill games like chess, scrabble, mah-jong or bridge online, 0.3% (0.0–1.0) of people bet on other casino games like blackjack or roulette.
- 0.3% (0.0 - 1.1) of people bet on a sports event on an overseas site, and 0.2% (0.0 - 0.9) of people bet on a horse or dog race.
- 0.2% (0.1–0.6) of people bought lotteries tickets using an overseas website.

Figure 1: Types of internet gambling New Zealanders aged 18 years and over have participated in over the past 12 months, 2010



Gambling via a New Zealand MyLotto account

- 4.3% (2.4–6.2) of people have a New Zealand MyLotto account. 3.5% (1.7–5.3) of people have an account and used it in the past 12 months.

- 3.2% (1.5–4.8) of people bought a Lotto, Strike, Powerball or Big Wednesday ticket over the internet using a NZ MyLotto account.
- 0.9% (0.2–2.2) of people bought a Keno ticket over the internet using a NZ MyLotto account.
- 0.5% (0.1–1.3) of people bought a Bullseye ticket over the internet using a NZ MyLotto account.

Gambling via a New Zealand TAB account

- 4.2% (2.1–6.3) of people made a bet using the NZ TAB website.
- 2.9% (1.5–4.2) of people placed a bet on a horse or dog race over the internet with the New Zealand TAB website.
- 2.1% (0.6–4.9) of people placed a bet on any other sports event over the internet with the New Zealand TAB website.

Virtual betting

- 7.7% (5.4–9.9) of people played an internet game, such as poker on a free poker game site, Fantasy Football or Virtual Rugby that involved betting, but not for money.

About the Survey

- The HLS is a nationwide in-home face-to-face survey conducted every two years, starting in 2008. The 2010 HLS consisted of a sample of 1,740 New Zealanders aged 15 years and over, who provided information about their health behaviours and attitudes relating to tobacco, sun safety, healthy eating, gambling, and alcohol.
- In 2010, the main sample, with a response rate of 57%, included 1,067 people of European/Other ethnicity, 460 Māori, 326 Pacific peoples and 124 Asian people (total response ethnic groups).
- The data have been adjusted (weighted) to ensure they are representative of the New Zealand population.
- A full description of the 2010 HLS survey methodology, questionnaire and further HLS publications can be found online at www.hsc.org.nz/researchpublications.html.

About the HSC

The HSC is a crown entity that uses health promotion initiatives to promote health and encourage healthy lifestyles, with a long-term focus on reducing the social, financial and health costs of a number of health behaviours.

Citation

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