

Advertising and Promotion of Gambling

Background

While gambling is a popular recreational activity and some communities benefit from funds raised from gambling, for many people and their families gambling has harmful consequences and the effects on the community are far reaching. Millions of dollars are spent on the advertising of gambling in New Zealand every year, and a number of studies have found that advertising is one of the motivating factors for people to start gambling. Results from the Health Sponsorship Council's (HSC's) 2006/07 *Gaming and Betting Activities Survey (GBAS)* measure New Zealanders' familiarity with, and opinions about, the advertising and promotion of gambling activities.

Research Details

Methodology

All respondents (n=1,973) were asked whether they had seen or heard any advertising or promotion for gambling, including sponsorships, in the last three months. Those who had seen advertising were asked what effect they felt the advertising had in terms of raising awareness, encouraging

gambling on a particular activity, or encouraging gambling in general (multiple responses were allowed). All respondents were then asked whether they thought gambling activities should be limited in the timing and type of advertising allowed, or be allowed to advertise without limits.

Relative differences between demographic sub-groups have been reported.

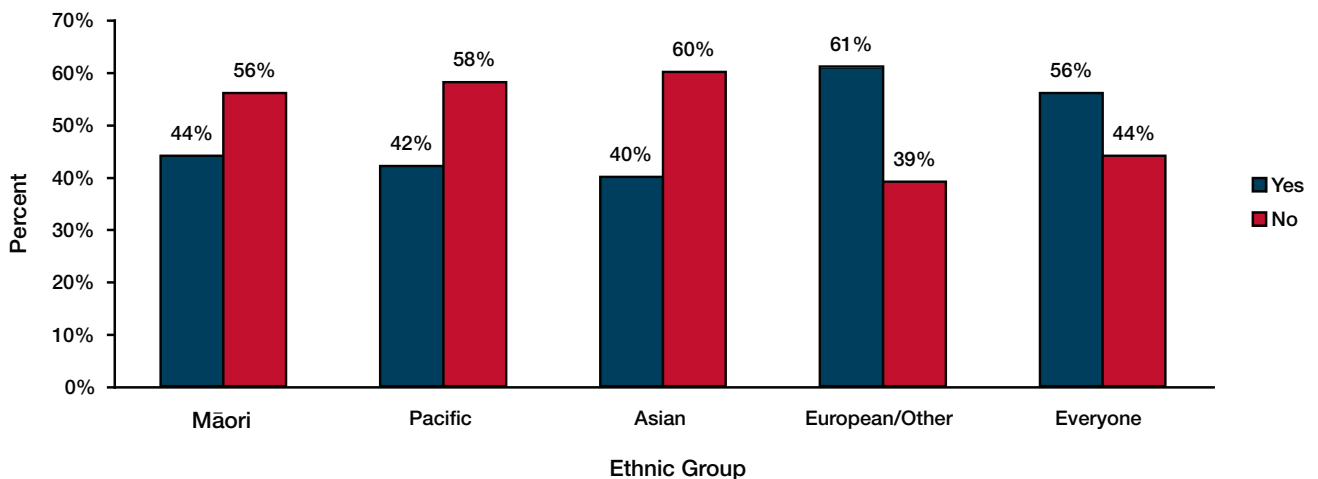
Detailed Findings

Awareness of Advertising

- Over half (56%) of respondents had seen advertising or promotion for gambling activities or venues in the last three months.
- Males (62%) were more likely than females (50%) to have seen or heard any gambling advertising or promotions.
- People of European/Other ethnicities were more likely than people of all other ethnicities to have seen promotion of gambling activities (61% compared with 56% overall).

Advertising and Promotion of Gambling (continued)

Figure 1: Have seen or heard promotion or advertising for gambling in the last three months



Impacts of Gambling Advertising

Respondents who had seen or heard gambling advertising (n=964) were asked what effect they felt the advertising and promotion had.

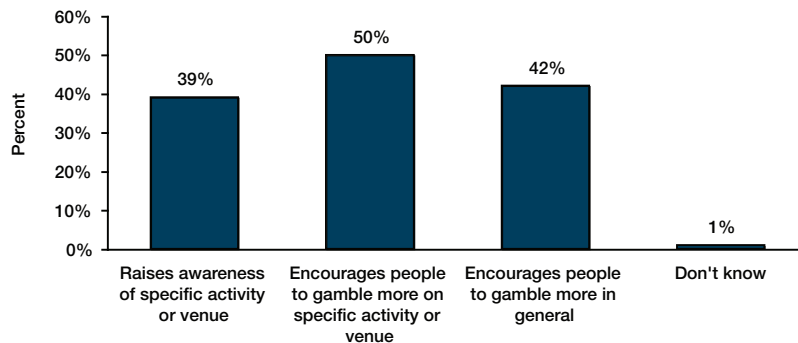
- One-half (50%) of those asked felt that it 'encourages more people to gamble, or to gamble more often, on a specific activity or at a specific venue'. Just over four in 10 (42%) felt that it 'encourages more people to gamble, or to gamble more often, on gambling in general'. Around four

in 10 (39%) felt that it 'just raises awareness of a specific activity or venue'.

- Asian peoples were more likely than people of other ethnicities to feel that the advertising encouraged people to gamble more on a specific activity or venue (60% compared with 50% overall), while Pacific peoples were more likely than people of other ethnicities to feel that the advertising encouraged more gambling in general (60% compared with 42% overall).

Advertising and Promotion of Gambling (continued)

Figure 2: What does advertising and promotion done by gambling providers do?



Opinions on Regulation of Gambling Advertising

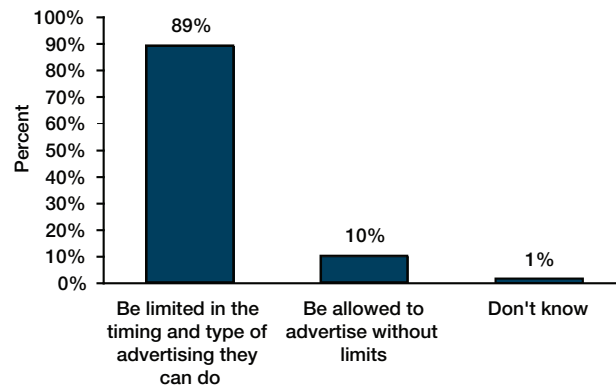
For some products and services that can harm people, we have government regulations to limit the timing and type of advertising they can do. All respondents were asked whether gambling advertising should be regulated by the government.

- Almost nine in 10 (89%) respondents said that gambling activities should be limited in the timing and type of advertising that they can do.
- Females (92%) were slightly more likely than males (86%) to feel that gambling advertising should be limited.

- Young people aged 15 to 17 years were more likely (19%) than those aged 18 years and over to say that advertising should be allowed without limits on timing and type.
- People who frequently took part in continuous gambling activities were more likely (22%) to feel that advertising should be allowed without limits, compared with non-gamblers and other types of gamblers (10%).

Advertising and Promotion of Gambling (continued)

Figure 3: In your opinion, should gambling activities...



About the Survey

- The findings provide a ‘benchmark’ for developing and evaluating public health initiatives. The survey contributes to New Zealand’s public health approach to addressing gambling harm.
- The GBAS is a nationwide face-to-face survey of 1,774 adult New Zealand residents aged 18 years and over. The survey also included a sample of 199 young people aged 15 to 17 years, resulting in 1,973 people taking part in the survey.
- The sample, with a response rate of 66.3%, included 876 people of European/Other ethnicities, 495 Māori, 267 Pacific peoples and 335 Asian people.
- The data have been adjusted (weighted) to ensure they are representative of the New Zealand population.
- A full description of the 2006/07 GBAS survey methodology and full report can be found online at www.hsc.org.nz/researchpublications.html

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

Gray, R. (2010). *Advertising and Promotion of Gambling [In Fact]*. Wellington: Health Sponsorship Council.