

Advertising and promotion of gambling Health and Lifestyles Survey 2010

Background

The Health Sponsorship Council's (HSC's) 2010 Health and Lifestyles Survey (HLS) provides information on New Zealanders' awareness of advertising for gambling activities and the influence of this advertising on their gambling behaviours. In addition, people's awareness of information regarding problem gambling support services is presented here.

Notes

- The figures presented here are for New Zealanders aged 15 years and over ('adults').
- The term 'gamblers', as used here, refers to anyone who has bet any money, bought tickets or paid to do any activities for money or prizes in the past 12 months. More than 80% of New Zealanders fit this definition.
- Appropriate statistical analyses were used to test for ethnicity, age group, level of neighbourhood deprivation, and gender differences.

The influence of Lotto advertising on gambling behaviours

Lotto is the main game run by the New Zealand Lotteries Commission, a crown entity. The other games run by the Lotteries Commission are Lotto Powerball and Lotto Strike (both associated with Lotto draws), Big Wednesday, Keno, Bullseye, and Instant

Kiwi (a scratch-and-win game). These games will be referred to as 'Lotto'. In the 2009/10 financial year five Powerball jackpots worth more than \$5 million were won, and eight promotional draws were held (seven for Lotto and one for Big Wednesday) (New Zealand Lotteries Commission, 2010).

- Of the people who had bought a Lotto ticket in the previous 12 months, 42.6% said they had spent more on Lotto products as a result of seeing Lotto advertising or a promotion for a jackpot or prize draw.
- Around one in seven gamblers (13.8%) said they had gambled or spent more on forms of gambling other than Lotto as a result of seeing Lotto advertising.
- Asian gamblers (36.4%) were more likely than New Zealand European/ Other gamblers (11.8%) to say that they had increased gambling on activities other than Lotto as a result of seeing Lotto advertising. There were no other differences between ethnic groups.
- Almost all gamblers (99.4%) had seen Lotto advertising.

Awareness and influence of advertising for gambling activities other than Lotto

People were asked whether they had seen or heard any advertisements for gambling activities other than Lotto in the previous 12 months - housie or bingo, dog races or sporting events, electronic gaming machines, casino games, or internet gambling.

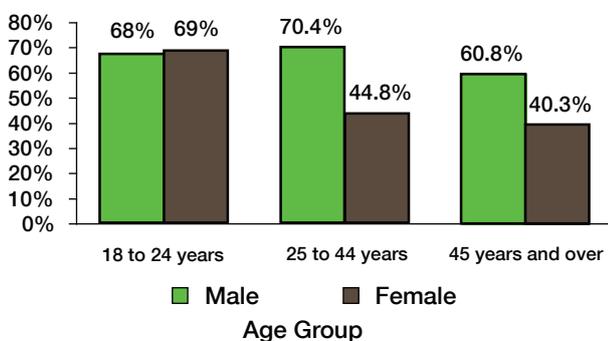
Advertising and promotion of gambling Health and Lifestyles Survey 2010 (continued)

- 56.3% of all adults had seen advertising for gambling activities other than Lotto in the previous 12 months.
- The advertisements most commonly seen or heard were for betting on sporting events (30.3% of all adults) or horse or dog races (28%), while the least commonly seen were for bingo or housie (7.5%).
- Of the gamblers who saw advertising for activities other than Lotto, 5.8% said their gambling on these activities increased after seeing the advertising. This figure represents 3.3% of all gamblers.

The people more likely to have seen or heard advertising for gambling activities other than Lotto were:

- younger compared to older (see Figure 1).
- males compared to females (see Figure 1).
- Pacific or New Zealand European/Other ethnicity compared to Asian people (see Table 1).

Figure 1. Percentage of adults who reported seeing advertising for at least one gambling activity other than Lotto in the previous 12 months, by age group and gender, 2010.



Note: The 15- to 17-year-old age group was too small to be reliably broken down by gender and has not been included in the figure.

Table 1. Percentage of adults who had seen or heard any advertising for gambling activities other than Lotto in the previous 12 months, by prioritised ethnicity, 2010

Ethnicity	Percentage (%)
Māori	54.5%
Pacific	62.4%
Asian	41.1%
New Zealand European/Other	57.9%

Information on signs of gambling harm and gambling support services

All adults were asked whether they had seen advertising, leaflets, or posters with information on signs of gambling harm or gambling support services in the previous three months. There were national television and radio problem gambling awareness campaigns running, alongside leaflets and posters, during the time the survey data was being collected.

- 59.3% of all adults had seen information on problem gambling in the last three months.
- Asian adults were less likely to have seen this information than the other ethnic groups (see Table 2).
- Gamblers were more likely to have seen this information than non-gamblers (61.3% and 50.4% respectively).
- Television was the most common source of information on problem gambling, followed by leaflets or posters and then radio (see Figure 2).

Advertising and promotion of gambling Health and Lifestyles Survey 2010 (continued)

Figure 2. Percentage of adults who had seen or heard information regarding problem gambling in the previous three months, by information source, 2010.

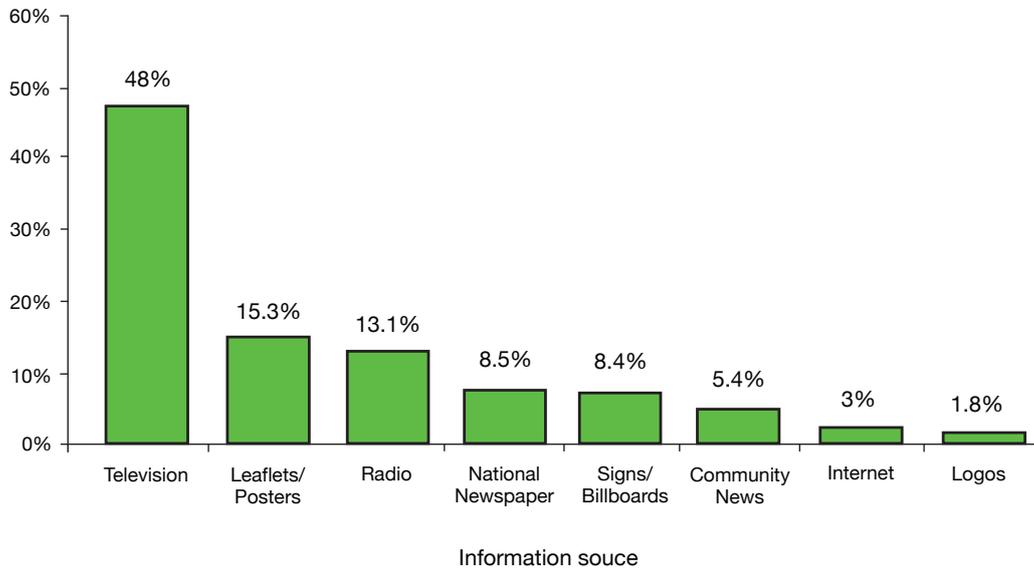


Table 2. Percentage of adults who had seen or heard any information regarding problem gambling in the previous three months, by prioritised ethnicity, 2010

Ethnicity	
Māori	61.0%
Pacific	57.5%
Asian	34.3%
New Zealand European/Other	61.9%

Key Points

Most gamblers said that advertising for gambling, either for Lotto or for other activities, did not influence the extent they gambled on activities other

than Lotto. However Lotto advertising, compared to advertising for gambling activities other than Lotto, was found to have a greater influence on peoples' gambling behaviour.

Asian people were less likely to have seen or heard advertising for gambling activities other than Lotto, and for information regarding problem gambling, than other ethnicities. They were also more likely than people of other ethnicities to indicate that Lotto advertising had increased their gambling on activities other than Lotto.

A key audience, gamblers, were more likely than non-gamblers to have seen information about problem gambling.

Advertising and promotion of gambling Health and Lifestyles Survey 2010 (continued)

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 866 people of European/Other ethnicity, 460 Māori, 301 Pacific peoples and 113 Asian people (prioritised Māori 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.

Reference

New Zealand Lotteries Commission (2010). *Annual Report 2009-2010*. Wellington: New Zealand Lotteries Commission <http://www.nzlotteries.co.nz/wps/wcm/myconnect/lotteries2/nzlotteries/resources/607ed3004027c9618660df693648a1f5/NZLotteriesAnnualReport2009.pdf>

Citation

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