

RESEARCH REPORT

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**GAMING AND BETTING ACTIVITIES SURVEY:
New Zealanders' knowledge, views and experiences
of gambling and gambling-related harm**

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HEALTH SPONSORSHIP COUNCIL**

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FOREWORD

During the past 20 years gambling has been a leading growth industry, particularly in countries like New Zealand where electronic gaming machines (EGMs) and urban casinos were widely introduced. Approximately \$2 billion was spent (lost) in New Zealand on major forms of gambling last year - \$5.5 million per day.

Gambling, like alcohol, is Janus-faced. It deals entertainment, pleasure, companionship, distraction and dreams with one hand. It dispenses financial hardship and ruin with the other, along with substantial personal, family and social harm (Abbott, 2007a).

There has been no formal analysis of the relative benefits and costs of gambling to New Zealand. Studies of this kind elsewhere place heavy weight on health impacts (on the cost side of the equation), particularly those related to problem gambling (Grinols, 2007). The Ministry of Health (2004) estimates that the effects of problem gambling result in 3,300-10,600 lost years of 'quality of life' annually, with an associated cost of \$330 million to \$1.06 billion.

There are many different forms of gambling. Some have strong associations with problem gambling. Others are more benign (Abbott, 2007a). Like gambling, problem gambling has a long pedigree. Doestevsky and Dickens portray it vividly in 19th century novels. Its most serious form (pathological gambling) is included in psychiatric diagnostic manuals as a disorder or impulse control. One of its diagnostic features is continuation of gambling involvement despite adverse consequences.

Adverse consequences occur in many spheres - mental and physical health, quality of life, family and interpersonal relationships, work, education and recreational pursuits. Because money is the primary currency of this 'addiction', financial hardship and ruin are commonplace, as is criminal activity to finance gambling and gambling debt.

New Zealand has pioneered both gambling research and measures to counter gambling-related harms (Abbott, 2007b). This included, in 1991, the first national survey of problem gambling conducted internationally. In 1999, New Zealand undertook the first national replication study, enabling changes in prevalence and risk factors to be assessed. New Zealand is also unique in having had, since 1985, regular five-yearly national surveys of gambling participation and attitudes towards gambling. It also was the first country to introduce nation-wide problem gambling services (from 1993 onwards).

More recently, informed by a growing body of local and international research, New Zealand has adopted a public health approach to problem gambling. This research indicates that problem gambling is a significant health issue, both directly and through its impacts in various other domains (Abbott, 2007b). These impacts fall most heavily on Maori and Pacific peoples, and populations living in areas of high deprivation. They contribute to and widen existing health inequalities.

The Gambling Act 2003 places heavy emphasis on preventing and minimising gambling-related harm. Policies and strategies giving effect to the Act are outlined in *Preventing and Minimising Gambling Harm: Strategic Plan 2004-2010* (Ministry of Health, 2005; 2007). New Zealand and Sweden are the only national jurisdictions to formally adopt such public health initiatives, although others are considering or introducing similar measures.

The *2006/2007 Gaming and Betting Activities Survey* is part of a national social marketing initiative commissioned by the Ministry to strengthen public understanding of and response to gambling-related harms. The HSC (Health Sponsorship Council) is conducting this initiative which is central to the Ministry's resolve to move further 'up-stream' and prevent the onset of gambling problems and their associated harms.

The Survey findings outlined in this report, apart from being of immediate interest in their own right, will assist the design of future social marketing initiatives. Subsequent repetition will contribute to assessment of the impact of social marketing and other public health measures. While having partial overlap with previous surveys, this survey has a different focus and purpose. Its findings will be even more informative when considered in conjunction with those from the forthcoming problem gambling prevalence survey. It has been eight years since the last prevalence study. A great deal has changed in gambling provision and New Zealand society since then.

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The scope and content of the *2006/07 Gaming and Betting Activities Survey* was informed by research undertaken for HSC in 2005/06 that included developing a public health approach to addressing gambling harm. For more details and a list of people who advised HSC on this work see *Addressing Problem Gambling in New Zealand: A public health approach* – at http://www.hsc.org.nz/problem-gambling_pha.html.

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A. INTRODUCTION

1. BACKGROUND

The *2006/07 Gaming and Betting Activities Survey* contributes to New Zealand's public health approach to addressing gambling harm, including the national social marketing programme *Problem Gambling – Our Communities, Our Families, Our Problem*.¹ The HSC (Health Sponsorship Council) is developing and implementing this programme to strengthen society's understanding and awareness of, and response to, gambling-related harms.

The goal of the social marketing programme is to:

Reduce the incidence of problem gambling and the impact of gambling harms in Aotearoa / New Zealand.

Gambling-related harm is an emerging public health issue in New Zealand, with significant health, social and economic implications. 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.

Problem gambling occurs when people, and often their families or communities, experience harm or distress because of gambling. Problem gambling can affect health, relationships, finances, employment, and children, and the harms from gambling can extend to the entire community. Problem gambling affects several groups disproportionately, including Maori, Pacific peoples, people who are disadvantaged in socio-economic terms, and some Asian communities.

Gambling in New Zealand is controlled by The Gambling Act 2003. This includes preventing and minimising the harm caused by gambling, including problem gambling, as one of its purposes.

¹ For more information see: <http://www.ourproblem.org.nz/>

The Ministry of Health is the government department responsible, under the Act, for the prevention and treatment of problem gambling. The Ministry's approach is outlined in a six-year strategic plan – *Preventing and Minimising Gambling Harm: Strategic plan 2004-2010*² – that treats problem gambling as a public health issue.

The Ministry's strategy includes provision for a social marketing programme to:

- encourage New Zealanders to make healthy lifestyle choices about gambling
- promote discussion about the effects of gambling in the community
- reduce the incidence of problem gambling among the general population, with a specific emphasis on at-risk populations.

The Ministry has contracted HSC to develop and deliver this social marketing programme and a baseline survey. The social marketing programme was launched in April 2007 with 'Kiwi Lives', a mass media campaign that highlights the damaging effect of problem gambling in homes and communities, and aims to increase awareness and understanding of problem gambling and its impacts. The campaign also aims to create a supportive environment for public health and community action.

The *2006/07 Gaming and Betting Activities Survey* provides baseline information for evaluating the impact of the social marketing programme and related public health activities in communities, and for informing the planning of future public health services.

² The plan is available at:
[http://www.moh.govt.nz/moh.nsf/0/0320D2273BDBF732CC256FB80009EF74/\\$File/probl emgambling-strategicplan-2004-2010.pdf](http://www.moh.govt.nz/moh.nsf/0/0320D2273BDBF732CC256FB80009EF74/$File/probl emgambling-strategicplan-2004-2010.pdf)

2. PURPOSE OF THE SURVEY

The *2006/07 Gaming and Betting Activities Survey* (GBAS) is designed to measure changes in community awareness and understanding of gambling harms. It also aims to benchmark the types of individual, family and community behaviours and responses that public health approaches, including the social marketing programme, will promote to address gambling harms in the longer term. These behaviours and responses range from individuals being able to identify the occurrence of problem gambling in themselves and others and knowing where to go for help or support, to people discussing and debating the place of gambling in their communities. Future surveys will track changes in these behaviours and responses.

The Survey collects some information about the gambling activities that people take part in and whether or not they experience gambling harm, but it is not designed to be a comprehensive survey of participation in gambling or of the prevalence of problem gambling. Other surveys fulfil these roles. The survey carried out by the Department of Internal Affairs tracks participation in gambling³, while the *New Zealand Gaming Survey* is a detailed study of gambling and problem gambling.^{4,5,6}

³ Amey B. (2001). *People's Participation in and Attitudes to Gaming, 1985-2000: Final Results of the 2000 Survey*. Wellington: Department of Internal Affairs. Note: this is the most recent report available. A report on the 2005 survey will be published shortly.

⁴ Abbott MW and Volberg RA. (2000). *Taking the Pulse on Gambling and Problem Gambling in New Zealand: A Report on Phase One of the 1999 National Prevalence Study*. Wellington: Department of Internal Affairs.

⁵ Abbott MW. (2001). *Problem and non-problem gamblers in New Zealand: a report on phase two of the 1999 national prevalence survey. Report Number Six of the New Zealand Gaming Survey*. Wellington: Department of Internal Affairs.

⁶ These three reports and others from the *New Zealand Gaming Survey* are available at - www.dia.govt.nz

3. DESIGN AND IMPLEMENTATION OF THE SURVEY

HSC commissioned National Research Bureau (NRB) to help it design the survey and to carry it out. NRB also was responsible for processing and analysing the results and preparing this report in association with HSC's Research and Evaluation Unit. Professor Max Abbott from Auckland University of Technology (AUT) provided advice on the development of the survey and has peer-reviewed this report.

4. CONTENT OF THE REPORT

Following this introduction is a description of the survey design and method (section B - full technical details of the survey and the questionnaire are in a companion report⁷) and an executive summary (section C). The key findings are then described in 9 sections:

- Section 1: participation in gambling activities.
- Section 2: experience of harmful gambling.
- Section 3: views about gambling activities.
- Section 4: views about raising money for communities from gambling.
- Section 5: knowledge about gambling harm.
- Section 6: responses to gambling harm.
- Section 7: knowledge and awareness of services for people experiencing gambling harm.
- Section 8: addressing gambling harms – views, knowledge and involvement.
- Section 9: awareness of advertising and promotion.

This report describes the main findings from the survey. Other publications are scheduled that will explore and report on the results in more detail.

⁷ This is available on HSC's web site – www.hsc.org.nz

B. SURVEY DESIGN AND METHOD

This section describes the main features of the design and implementation of the survey. A companion technical report describes these aspects of the survey in more detail (this report is available on HSC's website – see footnote 7).

1. OBJECTIVES

The general objective of the survey was to formulate and gather information on the public's health knowledge, behaviours, protective attitudes and practices in relation to gambling.

Specifically, the survey aimed to measure the extent to which:

1. People understand gambling and the potential benefits and drawbacks.
2. People are acquiring knowledge of the harms of gambling.
3. People understand how harmful gambling can impact on individuals, families and communities.
4. People are able to identify the occurrence of problem gambling within themselves or others.
5. People and communities know about, support and adopt strategies to avoid problem-level gambling and minimise gambling harms.
6. People know where to go, or to refer others to, for help or support.
7. People understand how communities can play a role in minimising the harmful effects of gambling (for example, by commenting on local councils' policies on gaming machines).
8. People participate in discussion and debate about the place of gambling in their community.

The survey also was designed to:

1. Monitor participation in different types of gambling and link different levels of participation to knowledge and behaviour.
2. Collect demographic information about survey participants (age, gender, ethnicity, family type and socio-economic position) to help understand and interpret their knowledge and behaviours.

2. GENERAL SCOPE AND TYPE OF SURVEY

The GBAS is a nationwide survey of adult New Zealand residents aged 18 years and over. The survey also included a sample of young people aged 15 to 17 years. People were interviewed using a structured questionnaire that was developed to meet the project objectives. The questionnaire was tested in a pre-survey pilot to make sure that the questions were easy to understand and answer. The survey was carried out in people's homes, with households and the survey participants selected at random. The interviews were administered face-to-face by trained interviewers.

Answers were recorded in survey software on laptop computers. The answers from completed questionnaires were combined into an electronic database, which, after coding and editing, was used to produce tables showing the number and percentage of responses to each question. These tables form the basis of this written report.

3. QUESTIONNAIRE DEVELOPMENT

The HSC project team, in consultation with stakeholders responsible for the health and regulatory aspects of gambling, identified eight topics (see list on previous page) that could be monitored in a programme designed to raise public awareness of the harms associated with gambling, and the types of attitudes and behaviours that would prevent and minimise harm from gambling for individuals, families/whanau and communities.

The HSC team, and NRB as the survey provider, then developed questions for each of the eight topics. Following discussion about each question's fit to the topics and the likely ease with which the questions could be asked and answered, a pilot questionnaire was designed. The pilot questionnaire contained more questions than were scheduled for the final version. This allowed the pilot to examine the likely distribution of replies, as well as people's cognitive reactions to questions, in order to arrive at the best mix of questions to meet the survey objectives, as well as making sure that the time the interview took was consistent with the survey's budget.

Open-ended questions (21 in total) that required participants to verbalise their own views were intentionally a key component of the questionnaire. This approach allowed the survey to canvass people's perspective on gambling harms in their own terms. This was an important part of the survey, given that this was the first New Zealand survey designed to benchmark attitudes and behaviours linked to a public health and social marketing programme to prevent and minimise gambling harm.

Interview durations for the final questionnaire were 38.5 minutes, on average, for adults and 27.6 minutes, on average, for youth. A paper copy of the CAPI questionnaire is included in the companion technical report.

4. SAMPLE AND SAMPLING

The survey sample is defined as a nationwide, multi-stage, random probability sample of adults aged 18 years and over. A supplementary sample of youth, 15 to 17 years of age, also was obtained by sampling young people in this age group who lived in the same households as the adult participants.

Meshblocks are the smallest geographical unit for which Census data are collected and processed by Statistics New Zealand, and these formed the first level of sampling. Systematic, random procedures were used to draw first the meshblock, then the dwellings within the meshblock, and then one adult from within the dwelling (the respondent). The sample design allowed for boosting Maori, Pacific, and Asian samples by contacting and screening additional homes in each meshblock; in these additional homes, only people in one of these three ethnic groups were eligible for the survey.

A supplementary youth sample was captured by selecting one person aged 15 to 17 years from the sampled homes that contained any such young people. Young people were not asked some survey questions but, where there were common questions, their answers appear in the report tables with those of adults. Conversely, a small number of questions were answered only by the youth sample.

A total of 1,774 adult and 199 youth interviews were conducted. This represents a weighted response rate of 66.3%. The sample bases for analysis of ethnicity use the prioritised approach, which resulted in the following sub-samples:

Maori	495
Pacific peoples	267
Asian peoples	335
Other ethnic groups	876
TOTAL ADULTS	1,774
TOTAL YOUTH	199
TOTAL INTERVIEWS	1,973

5. INTERVIEWING

Upon identifying the eligible respondent in each sampled home, the interviewer presented a printed brochure from the HSC. This brochure explained the role and content of the survey and questionnaire, and the respondent's rights. It also gave contact phone and email addresses in the event that the person wished to know more about the survey. A copy of the brochure is in the technical report.

The title "Gaming and Betting Activities Survey" was chosen for the survey to avoid mentioning "gambling" when introducing the survey and so potentially compromising a set of questions at the start of the interview that asked respondents which activities they perceived as "true gambling".

Interviews were conducted using CAPI, ie, interviewers administered computer-assisted personal interviews. Interviewing took place in the respondent's home. Interviewing aids included the software-driven questionnaire, and a set of showcards that were used to show potential responses to closed-ended questions. Verbatim answers to open-ended questions were typed into the software on the laptops as they were spoken. Interviewers transferred completed interviews on a weekly basis to a database on NRB's website. Interviews were principally conducted from mid-December 2006 to May 2007.

6. DATA PREPARATION

Data preparation included checking and, if necessary, editing responses for accuracy and consistency. Editing and checking are largely concurrent in software-driven questionnaires, as the question order and answer options are controlled electronically. Coding of the 21 open-ended questions, however, required a thorough inspection of the range of unique replies given orally by respondents. Those replies that contained similar themes, albeit expressed in different words, were assigned a common code. One or more of these codes was then assigned to each open-ended question.

Creating this code set enabled the open-ended questions to be converted to numeric data in the dataset, and so the percentage of people giving the different responses could be calculated. These grouped responses are included in the data tables.

7. WEIGHTING AND TABULATION

The survey dataset was weighted to recognise each respondent's initial probability of selection (this adjusts for the fact that, because only one adult is interviewed, people in larger households are under-sampled relative to adults in smaller households). Weighting also adjusted the data for differences in response rate, and then age, gender, and ethnicity groups were benchmarked to the proportions for the respective groups in the 2006 Census of population. The weighting procedure is outlined in the technical report.

The weighted responses (number and percentage) are presented in tables that are the basis for describing the findings from the survey. These tables are designed to provide ready comparisons between the overall (total survey) finding and those of each of a range of specific population groups. These are largely demographic groups, based on age, gender, ethnicity, socio-economic status and type of household.

In addition, four groups have been formed based on the type and frequency of gambling participated in, most notably:

1. Non-gamblers - not participated in any activities in the last 12 months.
2. Infrequent gamblers - participate in any activities less than once a week.
3. Frequent, non-continuous gamblers - participate weekly or more often in non-continuous forms of gambling.
4. Frequent, continuous gamblers - participate weekly or more often in continuous forms of gambling.

For the GBAS, non-continuous forms of gambling include lottery games, going to casino evenings/buying raffle tickets for fundraising, and making bets with family/friends. 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, and Internet and text games.

Readers should note that these four categories are mutually exclusive and that "frequent continuous gamblers" may also participate in one or more forms of non-continuous gambling.

8. STATISTICAL ERROR AND THE CONFIDENCE INTERVAL

Figures from surveys are subject to variation that arises from the use of a randomly drawn sample, rather than a survey of the total population of interest. Different random samples drawn the same way may produce slightly different results (ie, in the survey percentages); this is known as sampling variation. The extent of this variation falls within known ranges and is expressed as a confidence interval. The larger the sample, and the closer the figure of interest to 100% or 0%, the narrower the interval.

The principal findings to the closed questions in this survey are presented in the form of bar charts that enable ready, visual comparison of the results. Set into the top of each bar is a "whisker", a line that shows the likely range of variation within which the true figure may fall. This range is the confidence interval.

For the GBAS, the interval shows the range within which a figure would likely fall for 90 out of any 100 different random samples. In this regard, it is useful to bear in mind that the true figure for the population is more likely to be close to the actual figure found in the survey, rather than to the figures at either extreme of the confidence interval.

Calculation of the GBAS confidence intervals needs to take into account that the survey employs a complex sample design, rather than a simple random sample (SRS). The technical report describes this aspect in more detail and presents the relevant information on confidence intervals.

Confidence intervals reported here have been individually calculated using a statistical procedure known as the jack-knife, replicate procedure. This follows from the survey sample being a complex one, using stratification and screening. In such cases, the standard formula used for a SRS is not appropriate.

9. NON-SAMPLING ERROR

Non-sampling error relates to how well people understand and answer the questions in a survey and how well they communicate their answers to the interviewer. This includes aspects such as correctly recalling time periods and frequencies of behaviour, and candidness of replies. The piloting of the questions will have reduced potential errors of this kind, but the amount remaining, as with all survey questionnaires, cannot be estimated. GBAS is designed to monitor trends and proceeds on the assumption that these sources of error remain relatively constant from one survey to the next.

10. DIFFERENCES BETWEEN SUB-GROUPS

It is generally accepted that, while statistical significance remains the basis for defining prevalence and key changes in social surveys, readers are not best served by only reporting findings that reach chosen significance levels. Small differences of little practical value may be highlighted if the sample is large, while differences of practical or interpretive value may be masked if the sample base is not large.

As this report is for a wider, non-technical audience, readily understood English-language terms have been used to draw attention to relative differences between groups of people taking part in the survey. This approach encourages a richer appreciation of the findings. The expressions used are “more likely/less likely” where the size of the difference is proportionately large in relation to the figures described, and “slightly more /slightly less” where a difference is evident but less marked. This treatment is appropriate also to the attitudes, perceptions and social behaviours reported. For the technical researcher, a dataset and data dictionary are available for performing statistical investigation.

It also should be noted that when the number of respondents in a sub-group is small (<30) the difference between this sub-group and others is not commented on, as the estimates of results may be subject to a very wide margin of error.

11. ADDITIONAL NOTES

The figures presented in tables and graphs in this report may not sum to 100 due to rounding.

Where answer options have been combined, this percentage may not equal the sum of the percentages of the individual answer options due to rounding. For example, in section 8.3.3 the figure for dissatisfied (22%) is the sum of fairly dissatisfied 9.7% and very dissatisfied 12.6%, although the rounded percentages of 10% and 13% are shown in the chart and table.

Categories used in the tables include:

Ethnicity – for this survey people’s ethnicity is assigned using the prioritised approach. European / Other includes everyone who did not say their ethnicity was Maori, Pacific or Asian.

Deprivation Index – the deprivation index combines nine census variables from the 2001 census which reflect aspects of material and social deprivation. A score is provided for each meshblock in New Zealand and so the index applies to areas rather than individuals. The index, therefore, is an indicator of someone’s likely socio-economic status, rather than their actual status. A value of 10 indicates that the meshblock is in the most deprived 10 percent of areas in New Zealand, according to the NZDep2001 scores.

Household Composition – this is generated from a survey question asking who usually lives in the respondent’s household. A “single person” lives alone in the household, while “couple no children” refers to a respondent living with their partner and possibly others, but there are no children in the household. “Family with children” refers to a household with one or more adults and their own, or someone else’s, children. There may also be other family members or friends living in the household. “Family no children” includes family members such as an adult’s parents, siblings or aunts and uncles, but no children. “Other household” describes those households that contain no family members, but are made up of friends, flatmates, or other unrelated people.

Number of Activities – this is the number of gambling activities taken part in during the last 12 months.

C. EXECUTIVE SUMMARY

Over 1,900 (1,973) people took part in an in-home survey from mid-December 2006 to May 2007. Over 1,700 (1,744) adults and just under 200 (199) young people aged 15 to 17 years were interviewed. Maori, Pacific peoples, Asian peoples, and people of European and other ethnicities were included in the survey.

1. PARTICIPATION IN GAMBLING ACTIVITIES

Over four-fifths (83%) of people (adults and young people) had taken part in at least one gambling activity during the last 12 months, with the average number of gambling activities just over two (2.1).

Over two-thirds of people (67%) had bought a lottery ticket (Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch ticket), while just over one-half (52%) had gone to a gaming or casino evening, or bought a raffle ticket, for fundraising. Nearly one-fifth of people had bet on horse or dog races, or sports events (18%), or had played a gaming machine at a pub or club (18%). One-tenth (10%) of people had made money bets with family or friends, while 8% had played gaming machines at one of the six casinos. Fewer respondents had played housie or bingo for money, (3%), played table games at one of the six casinos (3%), or played text (2%) or Internet games (<1%) for money.

Just under one-fifth (18%) of people were non-gamblers (ie, had not taken part in any gambling activities in the last 12 months). This figure is very similar to the figure from participation surveys undertaken by the Department of Internal Affairs.

Just over three-fifths (61%) of people were “infrequent gamblers”, having taken part in some gambling activities but less often than once a week. Just under one-fifth (18%) were “frequent non-continuous gamblers”, having taken part in one or more of the activities classed as non-continuous forms of gambling at least once a week.⁸ Four percent (4%) of people were “frequent continuous gamblers”, having taken part in one or more activities classed as continuous forms of gambling at least once a week.

Over one-half (52%) of young people said that the chance to win money was what attracts young people to start gambling, while 46% said that losing money or seeing others lose money was what would put young people off starting to gamble.

2. EXPERIENCE OF HARMFUL GAMBLING

Just under one-tenth (9%) of adults had gambled to a harmful level during the last 12 months, while almost one-quarter (24%) of adults said that they had done so at some time in their lives.⁹ Just over one-third (35%) of people (adults and young people) felt that during the last 12 months someone close to them had gambled to a harmful level.

Around one-sixth (16%) of people said that there had been an argument in their wider family or household about time or money spent on gambling. Around one-sixth (16%) also said that in their wider family or household someone had had to go without something they needed, or bills were unpaid, because someone had spent too much money on gambling.

⁸ For the purpose of this survey, non-continuous forms of gambling include lottery games, going to casino evenings/buying raffle tickets for fundraising, and making bets with family/friends, while 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, and Internet and text games.

⁹ For the purpose of the GBAS, gambling to a harmful level is defined as people spending more time and money on gambling than they meant to on at least one occasion in the last 12 months and/or at some time in their lives.

3. VIEWS ABOUT GAMBLING

Most people viewed playing gaming machines at one of the six casinos (86%), betting on horse or dog races, or sports events (86%), playing gaming machines at a pub or club (83%), and playing table games at one of the six casinos (81%) as *true gambling* rather than *just a game*. Just under two-thirds (65%) of people felt that playing an Internet game for money is *true gambling*, while just over one-half (52%) of people viewed buying lottery tickets as *true gambling*. Just under one-half (48%) viewed playing a text game for money as *true gambling*, while 43% said the same for going to a gaming or casino evening, or buying a raffle ticket, for fundraising. Playing housie or bingo for money was viewed as *true gambling* by 41% of people, while 36% said this of making money bets with friends.

Over one-half (53%) of people thought that some people have a skill or special approach that can improve their chances of winning at some types of gambling.

The majority of people (86%) thought that some types of gambling are more likely than others to attract people into playing more often and for more money than they should. Around three-quarters of people who thought this said that playing gaming machines at one of the six casinos (77%) and playing gaming machines at a pub or club (74%) were the two activities most likely to do this.

People who thought some types of gambling are more likely than others to attract people into playing more often and for more money than they should gave a wide range of reasons as to why some types of gambling are more harmful than others. The most commonly mentioned reasons were that the activities are addictive or get people hooked (18%), that they offer hope of getting rich, a better life, or getting easy money (15%), that they are frequent, easily available or convenient (14%), and that they offer big or attractive prizes or large winnings (12%).

4. VIEWS ABOUT RAISING MONEY FOR COMMUNITIES FROM GAMBLING

Two-thirds (66%) of people could think of advantages for the community from raising money from gambling. The advantages most commonly mentioned (by those people who could think of advantages) were funds for community projects or general benefits to the community (32%), support for sports teams (24%), and funding for non-profit organisations, charities and clubs (23%).

Over seven-tenths (72%) of people could think of disadvantages for the community from raising money from gambling. The disadvantages most commonly mentioned (by those people who could think of disadvantages) were people spending money they don't have, losing money or experiencing financial problems (34%), gambling addiction (28%), and family or relationship problems and break-ups or children suffering (20%).

Just over one-half (51%) of people felt that raising money through gambling does *more harm than good*, while just under three in ten (28%) people said that it does *more good than harm*. Almost one-fifth (19%) said that it does *equal good and harm*.

5. KNOWLEDGE ABOUT GAMBLING HARM

Over two-thirds (67%) of people thought that they could describe the signs of harmful gambling, ie, when a person gambles too much. The signs most commonly mentioned by people who said they could describe the signs were financial problems, debt or living beyond one's means (41%), not paying household bills (25%), and being obsessed with, addicted to, or always gambling (24%).

Nine-tenths (90%) of people could think of ways that gambling too much might affect a person and their household. The ways mentioned most frequently by these people were lack of money, financial hardship or debt (40%), and household bills and expenses not being paid (38%).

Over three-fifths (61%) of people could think of ways that gambling too much might affect the wider community. The way most commonly mentioned was crime, fraud and strain on the justice system; this was mentioned by 46% of people who could think of effects on the wider community.

Nearly one-half (49%) of people thought that it was *quite common* for people to get into personal or money trouble from gambling, while 30% thought it was *very common*, 18% thought it was *not common* and 3% thought that it was *very rare*.

Over one-half (53%) of people thought that some people were more likely than others to overdo their gambling. When they were asked who was more likely to overdo their gambling, these respondents most commonly mentioned those who don't have money or who are in low socio-economic groups (42%), and people with addictive personalities or other specific personality traits (30%).

6. RESPONSES TO GAMBLING HARM

Almost three-quarters (73%) of people said that they could think of things that people could do to prevent getting into trouble gambling (ie, getting caught up in the moment and spending more time or money gambling than they should). The types of things mentioned most commonly (by those people who could think of ways to prevent problem gambling) were setting a dollar figure before leaving home or taking only a limited amount of money with which to gamble (67%), and leaving bank and credit cards at home (20%).

Just over one-quarter (26%) of adults said that they, or their household, had used one or more strategies to avoid gambling too much, the most common of which were setting a dollar figure before leaving home, mentioned by 74% of adults who had used one or more strategies, and leaving bank and credit cards at home (36%).

Over seven out of ten (71%) people said that they knew of ways to help a friend or family member who was gambling too much, with these people most commonly mentioning talking to them, confronting them or making them aware of the dangers (39%), telling them to get help or professional advice (35%), and ringing or directing them to a helpline (23%).

Three-quarters (76%) of adults said that they knew of strategies that families and adults could use to stop young people from starting to gamble or gambling too much. Those people that knew of strategies most commonly mentioned talking to young people, educating them or warning them of the dangers (50%), and setting a good example by not gambling or modelling responsible gambling (23%).

Just under one-quarter (23%) of adults could name something that gambling operators do to help players avoid gambling too much. Those adults that could name something most commonly mentioned monitoring gamblers' behaviour or spending, or talking to gamblers (30%), and displaying warning notices or flyers (22%).

When prompted, almost one-half (49%) of adults said they had seen or heard of one or more of a number of measures that can be used at gambling venues to help players avoid gambling too much. The measures most commonly seen or heard of by these respondents were a *helpline – 0800 telephone numbers* (77%), *warning signs or posters* (52%), and *leaflets or brochures* (37%).

7. SERVICES FOR PEOPLE EXPERIENCING GAMBLING HARM

Just under two-thirds (64%) of people said that they could name a service or organisation that they could direct a person to for help if they were getting into problems from gambling. The two services most commonly mentioned by those that could name a service or organisation were an 0800 telephone helpline (44%) and Gamblers Anonymous (34%).

When prompted, the majority of people (85%) had heard of one or more of a number of services that help people who gamble too much. As with the unprompted responses, people who had heard of services had most commonly heard of an 0800 telephone helpline (79%) and Gamblers Anonymous (72%).

Just over one-half (52%) of people said that they would feel comfortable referring a friend or family member to *all* of the types of services they were asked about, while 44% said *some, but not all of these types*, and 4% said *none*. The main reason for not feeling comfortable referring people to these types of services was that the service was too impersonal or involved no human contact – this reason was mentioned by 17% of respondents who answered *some, but not all of these types* or *none* of these types of services.

Almost two-fifths (38%) of people had seen or heard advertising or noticed leaflets or posters, in the three months before they were interviewed, that offered services to people having trouble with gambling.

8. ADDRESSING GAMBLING HARM

When asked about the role certain groups should play in preventing and minimising gambling harm, the majority of people (84%) thought that individuals and their families should take an *extensive* role in preventing gambling harm. Around three-quarters of people thought that the role of health and social services (76%) and Government (72%) should be *extensive*. Almost seven-tenths (69%) of people thought the same about the role of gambling operators, while over one-half (56%) thought that the role of the whole community should be *extensive*.

Just under one-half (47%) of adults agreed that there was a need for their community to discuss problems that can be brought on by gambling and work out local solutions, while 39% had no feeling either way and 14% disagreed.

Around two-fifths (43%) of adults said that they knew who was responsible for local decisions about gaming machines (ie, responsible for deciding if places in their area can start operating gaming machines or existing ones can add more machines). Of these adults, 62% said that it was their local government, city or district council that was responsible for these decisions.

Just over one-quarter (28%) of adults, who said they knew who was responsible for local decisions about gaming machines, said they were satisfied with these decisions, while 22% were dissatisfied. A wide range of reasons was given for both satisfaction and dissatisfaction.

Nine-tenths of people (90%) could think of an alternative entertainment or recreation that someone could do that would cost no more than an outing involving gambling. The activities most commonly suggested by these respondents were playing or attending sports games (42%), going to the movies (32%), other outdoor activities (26%), and eating and drinking or dining out (21%).

Less than one-fifth (19%) of people reported having been involved in a family or household discussion about the dangers of gambling or the harm it can cause during the last 12 months, while 12% had talked about ways to avoid gambling too much.

Only 4% of adults had been involved in a community discussion or meeting in the last five years about the problems that can be brought on by gambling and ways to solve them. Just over one-quarter (26%) of young people had participated in discussions of this kind at school in the last five years, while only 4% of young people had been involved in such discussions outside of school (in the last five years).

In terms of things that communities can do in relation to gambling activities, funding, and gambling policy, 45% of adults had heard of organisations seeking funds from other sources, rather than from "pokie" or casino trusts, 19% had heard of writing or making submissions to their local council on its gambling policy, and 15% had heard of the community monitoring the extent to which local pokie bars and clubs are following the rules.

9. AWARENESS OF ADVERTISING AND PROMOTION

Over one-half (56%) of people said that they had seen advertising or promotion of gambling activities or venues during the last three months. One-half (50%) of these people thought that this advertising encourages more people to gamble or to gamble more often on specific activities or venues, 42% thought that it encourages gambling in general, while 39% thought that it just raises awareness of a specific activity or venue.

The majority of people (89%) were of the opinion that, as with some other products and services that can harm people, the timing and type of advertising of gambling activities should be limited.

Just over one-third (35%) of people had seen or heard advertising about gambling harm and solutions during the last three months and, of these people, 61% said that they were able to describe that advertising.

D. FINDINGS

1. PARTICIPATION IN GAMBLING ACTIVITIES

1.1 Type, frequency and number of gambling activities

1.1.1 Activities done in the last 12 months

Adults and young people were asked whether or not they had done a number of gambling activities in the last 12 months.

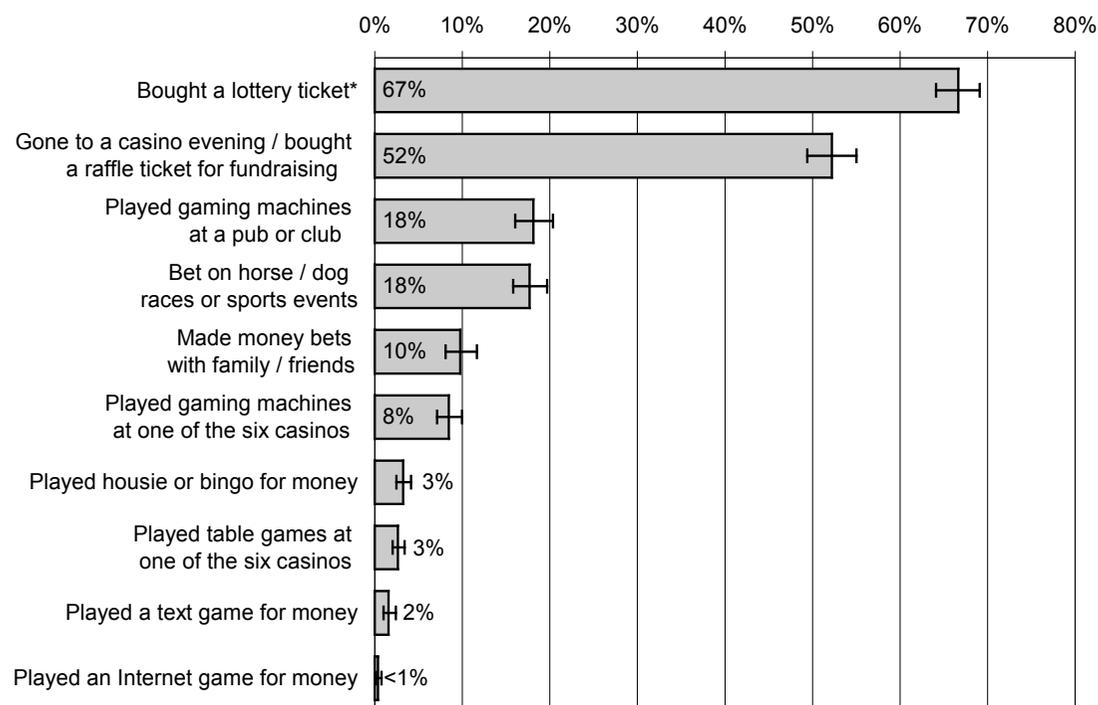
Over two-thirds (67%) of people had bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch ticket, in the last 12 months.

Just over one-half (52%) had gone to a gaming or casino evening, or bought a raffle ticket, for fundraising.

Almost one-fifth (18%) of people had bet on horse or dog races or sports events, and the same proportion (18%) had played gaming machines at a pub or club. Under one in ten (8%) of people had played gaming machines and 3% had played tables games at one of the six casinos.

One in ten (10%) people had made money bets with family or friends in the last 12 months. Smaller numbers had played housie or bingo (3%), text games (2%) or Internet games (<1%).

Including gaming at home and elsewhere, for each type, please tell me whether or not you have done that activity in the last 12 months.



Unweighted base=1973 – all respondents.

Note: multiple responses allowed.

* Lottery tickets include Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

Overall, four-fifths (83%) of all people took part in at least one gambling activity in the last 12 months. Further information on the number of gambling activities taken part in is described in section 1.1.13.

This section describes how participation in the different gambling activities varies with the characteristics of the people interviewed (by gender, age, ethnicity, deprivation index, and household composition), while sections 1.1.2 to 1.1.12 describe how often people take part in each activity. Key differences are:

- Males were more likely than females to have bet on horse or dog races, or sports events, in the last 12 months, as were people aged 18 years and over compared with 15 to 17-year-olds. Maori and European / Others were more likely than Pacific and Asian peoples to have bet on racing or sports events.
- Buying lottery tickets (Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch tickets) appears to be of greater interest to people aged 25 and over, than it is to those aged 15 to 24 years.¹⁰ Maori and European / Others were more likely than Pacific or Asian peoples to buy lottery tickets.
- Maori were more likely to play gaming machines at a pub or club than people of all other ethnicities. People aged 18 to 24 years were more likely to play gaming machines at a pub or club than people of other ages.

Including gaming at home and elsewhere, for each type, please tell me whether or not you have done that activity in the last 12 months. In the last 12 months, have you ...?

% saying 'Yes'*	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Played housie or bingo for money	2	4	6	1	4	3	7	9	5	2	3
Bet on horse or dog races or sports events	22	13	8	19	18	19	20	8	7	19	18
Bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket	69	65	21	58	72	71	76	51	54	68	67
Played gaming machines, or pokies, at a pub or club	19	17	4	27	19	17	32	17	12	17	18
Played gaming machines, or pokies, at one of the six casinos	8	9	-	6	10	9	12	17	11	7	8
Played table games at one of the six casinos	4	2	2	4	5	1	1	2	5	3	3
Played a text game for money	1	2	2	<1	3	<1	3	4	1	1	2
Played an Internet game for money	1	<1	<1	2	<1	<1	1	<1	1	<1	<1
Gone to a gaming or casino evening, or bought a raffle ticket, for fundraising	50	54	41	47	52	55	58	33	22	56	52
Made money bets with family or friends	14	6	25	18	9	6	16	8	5	10	10
Base	899	1074	199	209	780	784	495	267	335	876	1973

* Multiple responses allowed

¹⁰ All NZ Lottery games, except Instant Kiwi and other scratch tickets, can be played by people of any age.

- Making money bets with family or friends was more common among males than females, among those aged 15 to 24 years than those 25 or older, and among Maori than people of all other ethnicities.
- Attending gaming or casino evenings, or buying raffle tickets, for fundraising was more common for Maori and European / Others, than it was for Asian and Pacific peoples.
- People who live in families with no children were less likely than people in all other types of household to have bet on horse or dog races or sports events in the last 12 months.
- People living in “other households” were more likely to have played gaming machines at a pub or club.

Including gaming at home and elsewhere, for each type, please tell me whether or not you have done that activity in the last 12 months. In the last 12 months, have you ...? (continued)

% saying 'Yes'*	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Played housie or bingo for money	2	4	4	5	4	3	6	1	3
Bet on horse or dog races or sports events	19	18	16	18	23	16	8	20	18
Bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket	63	67	71	67	71	65	63	64	67
Played gaming machines, or pokies, at a pub or club	15	21	18	17	17	16	22	30	18
Played gaming machines, or pokies, at one of the six casinos	10	8	7	8	8	8	11	8	8
Played table games at one of the six casinos	4	3	1	2	2	3	4	4	3
Played a text game for money	1	1	3	2	1	2	2	1	2
Played an Internet game for money	1	<1	<1	-	1	<1	1	1	<1
Gone to a gaming or casino evening, or bought a raffle ticket, for fundraising	57	52	48	56	53	54	44	50	52
Made money bets with family or friends	10	9	10	8	9	9	14	12	10
Base	463	747	763	253	428	1001	156	132	1973

* Multiple responses allowed

1.1.2 How often played housie or bingo for money

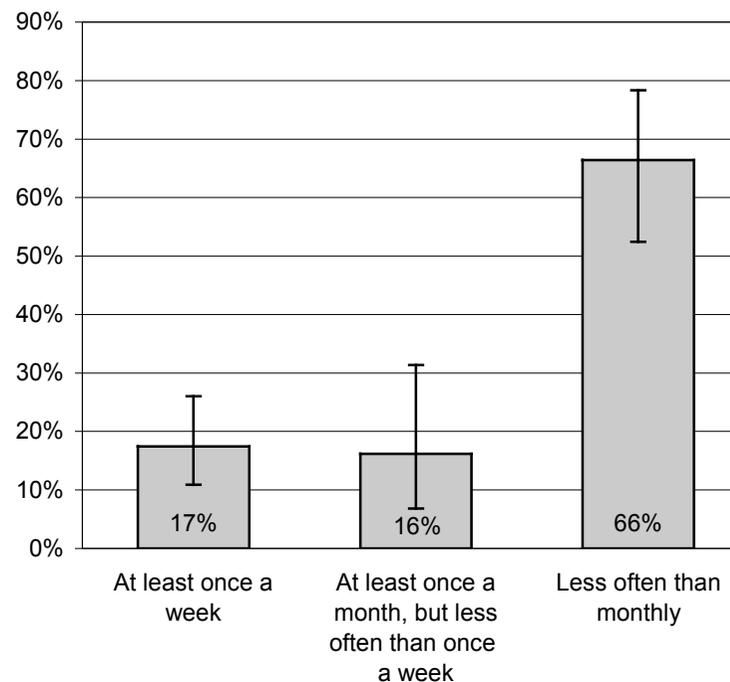
People who said that they had played housie or bingo for money in the last 12 months were asked how often they had played.

Around one-sixth (17%) of people who had played housie or bingo in the last twelve months had done so at least once a week, while a similar proportion (16%) had played housie or bingo at least once a month, but less than once a week.

Two-thirds (66%) of people who had played housie or bingo had played less often than monthly.

Note that the frequency of participation in housie or bingo has not been analysed by the characteristics of people because the number of people interviewed who played these types of games is small.

Would you please tell me about how often you do that? Played housie or bingo for money ...



Unweighted base=92 – respondents who had played housie or bingo for money in the last 12 months.

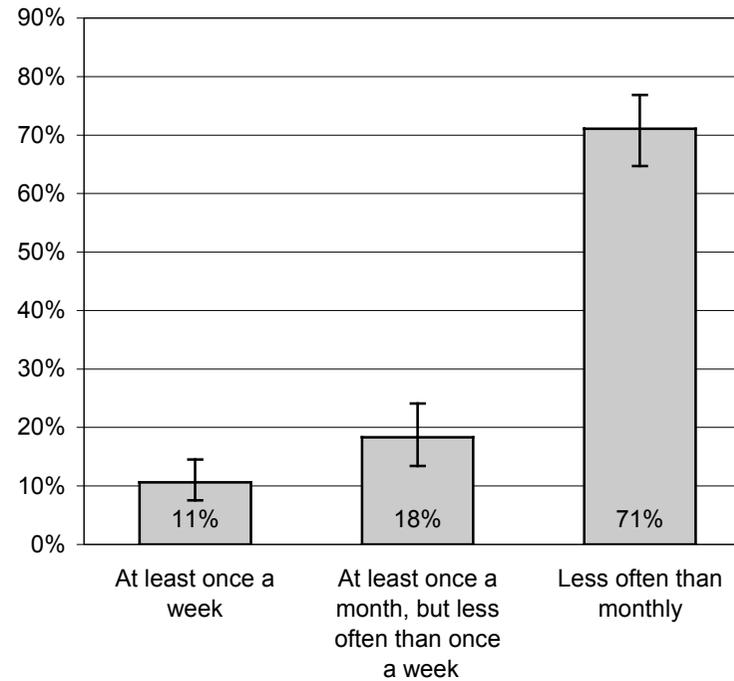
1.1.3 How often bet on horse or dog races, or sports events

People who said that they had bet on horse or dog races, or sports events, in the last 12 months were asked how often they had made bets.

Just over one in ten (11%) of these people had bet on horse or dog races, or sports events, at least once a week. A further 18% had bet on races or sports events at least once a month, but less than once a week.

The remaining 71% of people who had taken part in these activities in the last 12 months had done so less often than monthly.

Would you please tell me about how often you do that? Bet on horse or dog races or sports events ...



Unweighted base=282 – respondents who had bet on horses or dog races, or sports events, in the last 12 months.

- Males who had bet on a horse or dog race, or sports event, in the last 12 months were more likely than females to have placed bets at least once a week, and more likely than females to have done so at least once a month, but less than once a week.
- Placing bets on horse or dog races, or sports events, at least once a week was more common for those aged 45 years and over than for those aged 25 to 44 years.
- Maori were more likely than European / Others to have bet on horse or dog races, or sports events, at least once a week.
- Betting on horse or dog races, or sports events, at least once a week was more common for people living in the more deprived areas than for those in other areas.
- People who live in families with children were less likely to have placed bets at least once a week than single people and couples with no children.

Would you please tell me about how often you do that? Bet on horse or dog races or sports events ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24* %	25-44 %	45+ %	Maori %	Pacific* %	Asian* %	Eur/Other %	
At least once a week	15	3	12	1	4	18	17	37	13	9	11
At least once a month, but less than once a week	24	10	9	15	17	21	11	16	4	20	18
Less often than monthly	61	87	79	85	79	61	72	47	83	71	71
Base	171	111	13	28	104	137	95	25	19	143	282

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children* %	Other household* %	
At least once a week	5	12	16	21	13	5	6	16	11
At least once a month, but less than once a week	19	22	12	20	26	11	14	21	18
Less often than monthly	77	66	71	60	61	85	80	64	71
Base	73	118	91	43	76	123	15	24	282

* Caution: small base

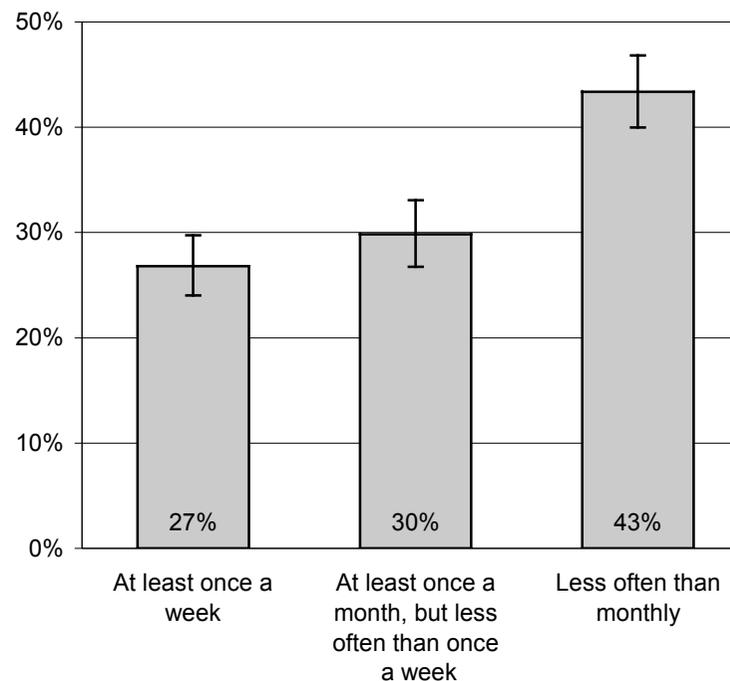
1.1.4 How often bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket

People who said that they had bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch ticket in the last 12 months were asked often they bought these lottery tickets.

Just over one-quarter (27%) of people who had bought a lottery ticket in the last twelve months had done this at least once a week, while 30% had done this at least once a month, but less than once a week.

The remaining 43% of people who had bought a lottery ticket had done so less often than monthly.

Would you please tell me about how often you do that? Bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket ...



Unweighted base=1272 – respondents who had bought a lottery ticket* in the last 12 months.

* Lottery tickets include Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

- Males were slightly more likely than females to have bought lottery tickets once a week or more often.

- People aged 18 years and over, and in particular those aged 45 years and over, were more likely to buy lottery tickets at least once a week than those aged 15 to 17 years. People aged 18 years and over were also more likely than those aged 15 to 17 years to buy lottery tickets at least once a month, but less than once a week.

- Maori were slightly more likely to have purchased lottery tickets at least once a week than people of all other ethnicities.

- People living in areas with a mid-deprivation index were slightly more likely than those living in other areas to buy lottery tickets at least once a week.

- Single people and couples with no children were more likely to purchase lottery tickets weekly or more often than people in families, both with and without children, and those in “other households”.

Would you please tell me about how often you do that? Bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket ...

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
At least once a week	29	25	4	12	19	37	32	26	21	27	27
At least once a month, but less than once a week	30	29	14	35	33	27	30	38	29	30	30
Less often than monthly	41	46	82	53	48	36	38	36	51	44	43
Base	584	688	40	129	538	564	377	149	188	558	1272

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
At least once a week	23	31	26	40	34	20	24	20	27
At least once a month, but less than once a week	33	27	31	22	27	33	33	31	30
Less often than monthly	45	42	43	38	39	47	43	49	43
Base	285	496	491	170	307	606	94	93	1272

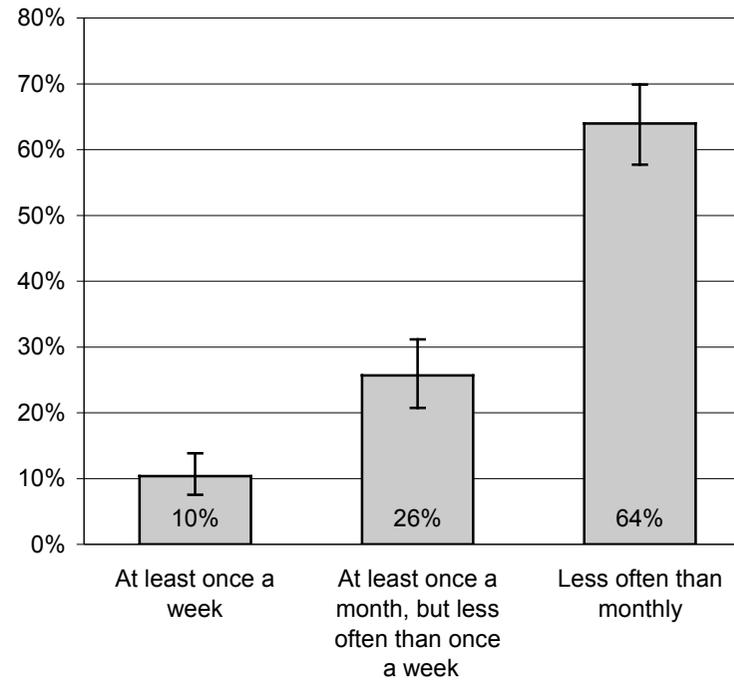
1.1.5 How often played gaming machines, or pokies, at a pub or club

People who said that they had played gaming machines at a pub or club in the last 12 months were asked how often they had played.

One in ten (10%) people had played gaming machines at a pub or club at least once a week. Just over one-quarter (26%) had played gaming machines at a pub or club at least once a month, but less than once a week.

Just under two-thirds (64%) of people had played gaming machines less often than monthly.

Would you please tell me about how often you do that? Played gaming machines, or pokies, at a pub or club ...



Unweighted base=378 – respondents who had played gaming machines, or pokies, at a pub or club in the last 12 months.

- Playing gaming machines at a pub or club at least once a week was more common for females than it was for males.
- People aged 45 years and older were more likely to play gaming machines at a pub or club at least weekly than people aged 18 to 44 years.
- Pacific peoples were more likely than people of all other ethnicities to play gaming machines at pubs or clubs at least once a week, and at least once a month, but less than once a week.
- People living in areas with a mid-deprivation index were more likely than those living in other areas to play gaming machines at a pub or club at least once a week.
- Those living in “other households” were less likely than those in all other types of household to have played gaming machines at a pub or club at least once a week.

Would you please tell me about how often you do that? Played gaming machines, or pokies, at a pub or club ...

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
At least once a week	8	13	-	2	7	17	14	19	6	9	10
At least once a month, but less than once a week	31	21	14	33	21	27	18	38	30	26	26
Less often than monthly	61	67	86	65	72	56	68	43	64	64	64
Base	184	194	9	63	170	135	155	48	41	134	378

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
At least once a week	7	14	7	12	14	10	13	1	10
At least once a month, but less than once a week	14	33	25	34	26	21	37	24	26
Less often than monthly	79	53	69	55	61	69	50	74	64
Base	70	156	152	42	82	168	41	44	378

* Caution: small base

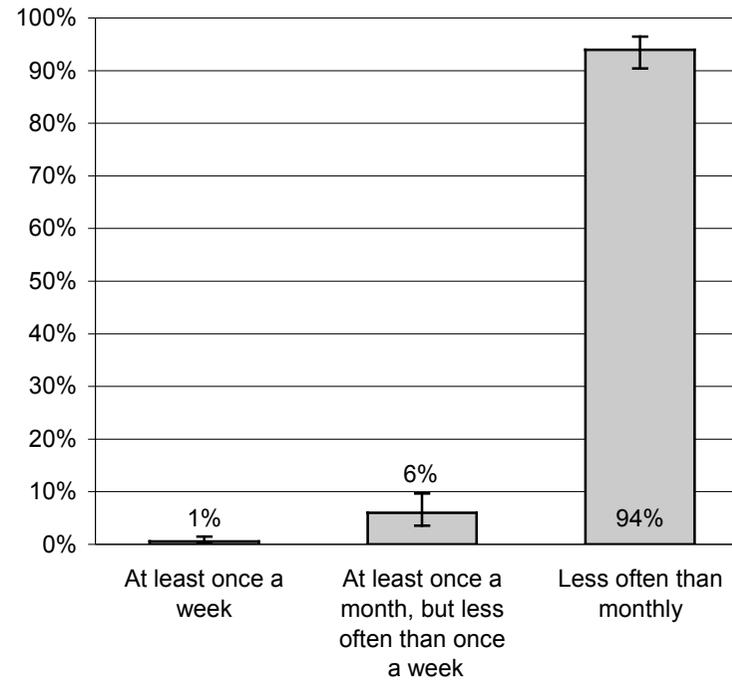
1.1.6 How often played gaming machines, or pokies, at one of the six casinos

People who said that they had played gaming machines at one of the six casinos in the last 12 months were asked how often they had played.

One percent (1%) of people had played gaming machines at one of the six casinos at least once a week, while 6% had played gaming machines at a casino at least once a month, but less than once a week.

The remaining 94% of people had played gaming machines at a casino less often than monthly.

Would you please tell me about how often you do that? Played gaming machines, or pokies, at one of the six casinos ...



Unweighted base=186 – respondents who had played gaming machines, or pokies, at one of the six casinos in the last 12 months.

- There was little variation in the proportion of males, females and people of different socio-economic circumstances who played gaming machines at one of the six casinos at least once a week. However, Asian peoples were more likely to do so than people of all other ethnicities.
- Females were more likely than males to play gaming machines at a casino at least once a month but less than once a week.
- Maori, Pacific and Asian peoples were all more likely to play gaming machines at a casino at least once a month, compared with European / Others.
- People living in more deprived areas were more likely to play gaming machines at one of the six casinos than those living in the least deprived areas at least once a month, but less than once a week.

Would you please tell me about how often you do that? Played gaming machines, or pokies, at one of the six casinos ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24* %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
At least once a week	1	<1	-	-	<1	1	-	1	4	-	1
At least once a month, but less than once a week	3	8	-	7	3	7	14	10	12	2	6
Less often than monthly	96	92	-	93	97	92	86	89	83	98	94
Base	86	100	-	20	89	77	57	39	36	54	186

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person* %	Couple no children %	Family with children %	Family no children* %	Other household* %	
At least once a week	-	1	<1	3	-	1	-	-	1
At least once a month, but less than once a week	-	6	13	13	6	5	5	-	6
Less often than monthly	100	93	86	84	94	95	95	100	94
Base	47	63	76	23	50	73	20	19	186

* Caution: small base

1.1.7 How often played table games at one of the six casinos

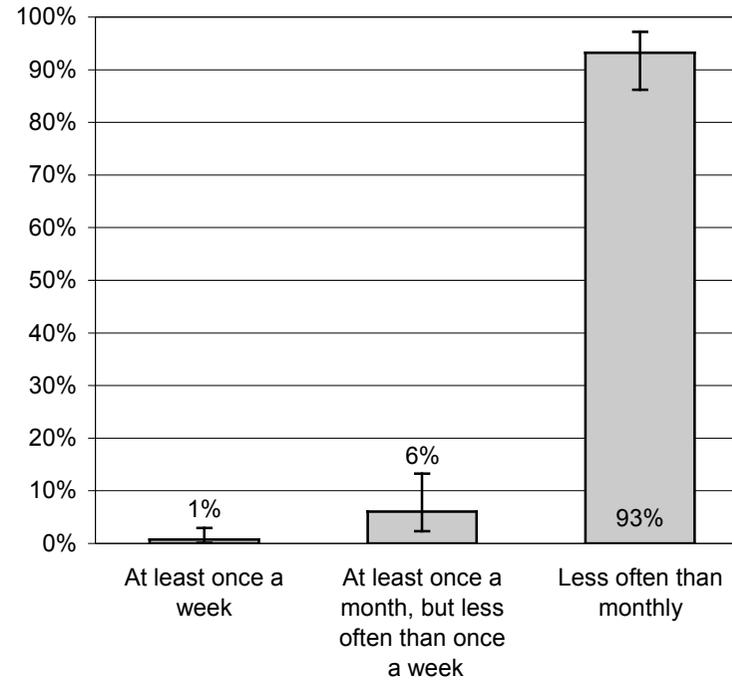
People who said that they had played table games at one of the six casinos in the last 12 months were asked how often they had played these games.

Only 1% of people who had played table games at a casino had done so at least once a week, and 6% had played these games at least once a month, but less than once a week.

The remaining 93% of people who played tables games had played these games less often than monthly.

Note that the frequency of participation in table games at one of the six casinos has not been analysed by the characteristics of people because the number of people interviewed who played these types of games is small.

Would you please tell me about how often you do that? Played table games at one of the six casinos ...



Unweighted base=51 – respondents who had played table games, such as card games or dice, at one of the six casinos in the last 12 months.

1.1.8 How often played a text game for money

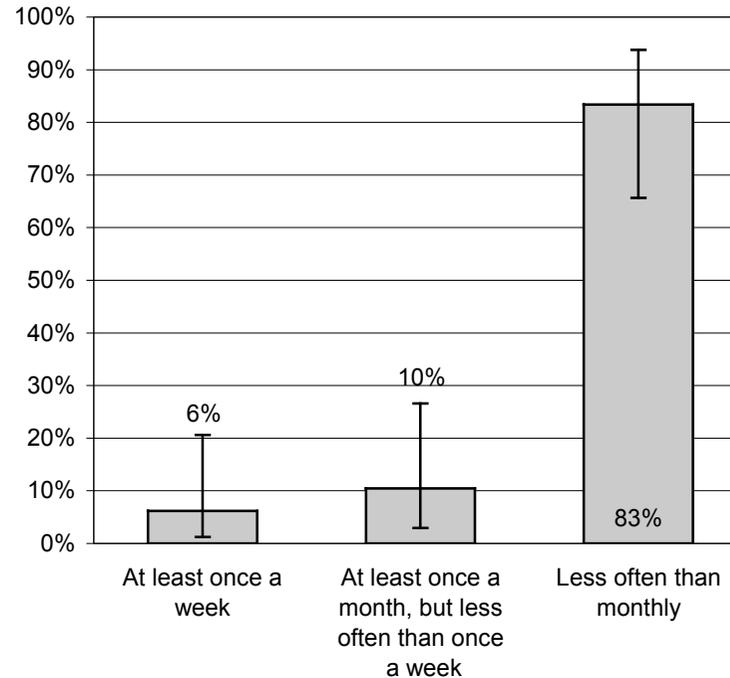
People who said that they had played text games for money in the last 12 months were asked how often they had played these games.

Just over one in twenty (6%) of these people had played text games at least once a week, and one in ten (10%) had played these games at least once a month, but less than once a week.

The remaining 83% of people who had played text games in the last twelve months had played these less often than monthly.

Note that the frequency of participation in text games has not been analysed by the characteristics of people because the number of people interviewed who played these types of games is small.

Would you please tell me about how often you do that? Played a text game for money ...



Unweighted base=37 – respondents who had played a text game for money in the last 12 months.

1.1.9 How often played an Internet game for money

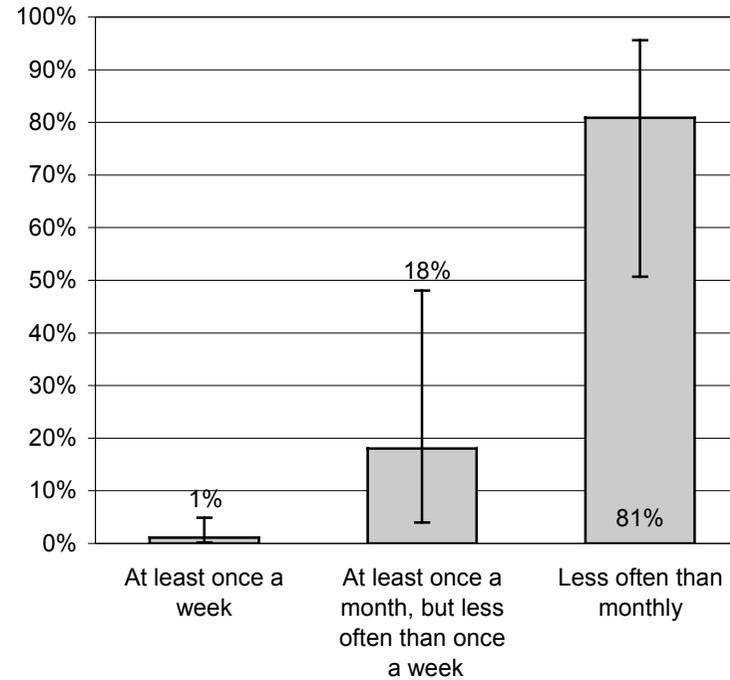
People who said that they had played Internet games for money in the last 12 months were asked how often they had played these games.

One percent (1%) of people who had played Internet games had done so at least once a week, and 18% had played these games at least once a month, but less than once a week.

The remaining 81% had played Internet games for money less often than monthly.

Note that the frequency of participation in Internet games for money has not been analysed by the characteristics of people because the number of people interviewed who played these types of games is small.

Would you please tell me about how often do you do that? Played an Internet game for money ...



Unweighted base=12* - respondents who had played an Internet game, such as Internet poker, for money in the last 12 months.

* Caution: small base

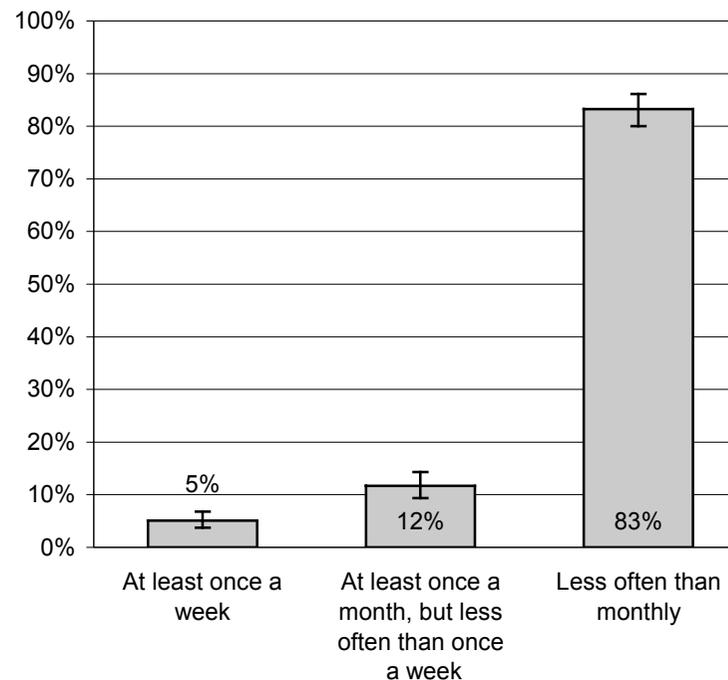
1.1.10 How often gone to a gaming or casino evening, or bought a raffle ticket, for fundraising

People who said that they had gone to a gaming or casino evening, or bought a raffle ticket, for fundraising in the last 12 months were asked how often they had done this activity.

Five percent (5%) of people who had participated in gambling for fundraising had done this at least once a week, and 12% had done so at least once a month, but less than once a week.

The remaining 83% of those participating in gambling for fundraising had done this less often than monthly.

Would you please tell me about how often you do that? Gone to a gaming or casino evening, or bought a raffle ticket, for fundraising ...



Unweighted base=917 – respondents who had gone to a gaming or casino evening, or bought a raffle ticket, for fundraising, in the last 12 months.

- Males were more likely than females to go to a gaming or casino evening, or buy a raffle ticket, for fundraising at least once a week during the last 12 months.
- People aged 45 years and over were more likely than those aged 15 to 44 years to have participated in gambling for fundraising weekly or more often.
- Participating in gambling for fundraising at least once a week was more common for European / Others than it was for people of all other ethnicities.
- Participating in gambling for fundraising at least once a week was more common for single people and couples with no children than it was for families (with or without children), and for people in “other households”.

Would you please tell me about how often you do that? Gone to a gaming or casino evening, or bought a raffle ticket, for fundraising ...

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
At least once a week	8	3	-	-	2	9	2	1	-	6	5
At least once a month, but less than once a week	13	10	6	11	11	13	16	18	5	11	12
Less often than monthly	79	87	95	89	87	78	82	81	95	83	83
Base	400	517	73	80	366	398	280	89	73	475	917

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
At least once a week	6	6	4	7	11	2	1	2	5
At least once a month, but less than once a week	8	12	16	23	9	10	17	10	12
Less often than monthly	86	83	80	70	80	88	82	89	83
Base	245	350	322	129	202	470	61	55	917

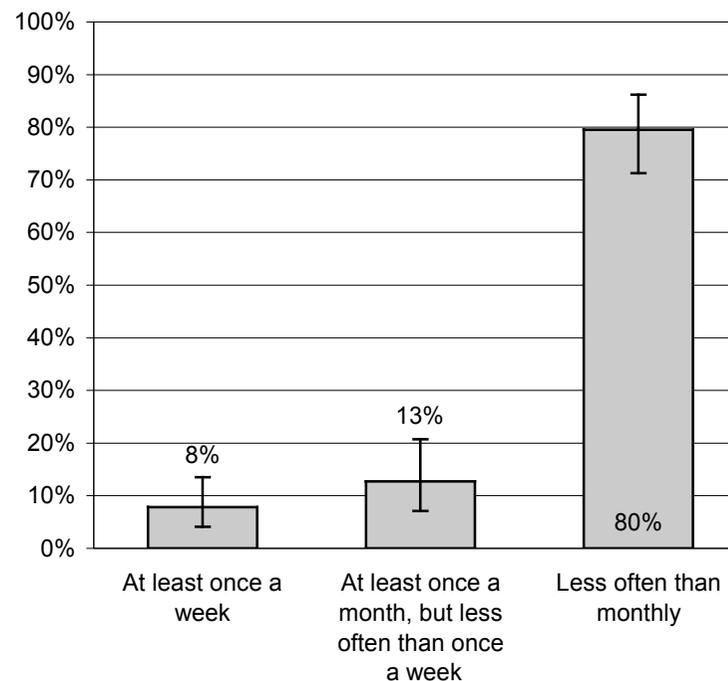
1.1.11 How often made money bets with family or friends

People who said that they had made money bets with family or friends, for things such as card games or sweepstakes, in the last 12 months were asked how often they had made bets.

Just under one in ten (8%) people who had made money bets with family or friends in the last 12 months had done so at least once a week, and over one in ten (13%) had made bets at least once a month, but less than once a week.

The remaining 80% of people had made these types of bets less often than monthly.

Would you please tell me about how often you do that? Made money bets with family or friends, for things such as card games or sweepstakes ...



Unweighted base=204 – respondents who had made money bets with family or friends, for things such as card games or sweepstakes, in the last 12 months.

- People of European / Other ethnicity were more likely than Maori to have made money bets with family and friends at least once a week.
- People living in the least deprived areas were more likely than those living in other areas to have made money bets with family or friends once a week or more often.
- Making money bets with family or friends at least weekly was more common for couples with no children than it was for families with children.
- Males were more likely than females to have made money bets with family or friends at least once a month, but less than once a week.
- Likewise, those aged 15 to 17 years were more likely than people aged 25 years and over to have made bets at least once a month, but less than once a week.
- People living in the most deprived areas were more likely than those living in other areas to participate in this activity at least once a month, but less than once a week.

Would you please tell me about how often you do that? Made money bets with family or friends, for things such as card games or sweepstakes ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24* %	25-44 %	45+ %	Maori %	Pacific* %	Asian* %	Eur/Other %	
At least once a week	8	9	4	10	6	11	4	3	9	9	8
At least once a month, but less than once a week	16	6	24	22	13	<1	17	7	4	13	13
Less often than monthly	77	86	73	69	82	89	79	90	88	79	80
Base	125	79	50	29	72	53	70	19	20	95	204

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person* %	Couple no children %	Family with children %	Family no children* %	Other household* %	
At least once a week	12	6	6	1	10	3	16	19	8
At least once a month, but less than once a week	8	8	25	31	1	12	8	47	13
Less often than monthly	79	87	69	68	89	86	77	34	80
Base	57	72	75	23	43	111	11	15	204

* Caution: small base

1.1.12 Frequency of participation in gambling activities - summary

- For all types of gambling, participation *less often than monthly* was more common than participation *at least once a month, but less than once a week, or at least once a week*.
- Buying lottery tickets (Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch tickets) and playing housie or bingo for money were more likely to be undertaken *weekly or more often* than any of the other types of gambling activities.
- Buying lottery tickets and playing gaming machines at a pub or club were the gambling activities that were more likely than the other activities to be undertaken *at least once a month, but less than once a week*.

Summary Table – frequency of participation in gambling activities

	At least once a week	At least once a month, but less than once a week	Less often than monthly	Base
Played housie or bingo for money	17	16	66	92
Bet on horse or dog races or sports events	11	18	71	282
Bought a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket	27	30	43	1272
Played gaming machines, or pokies, at a pub or club	10	26	64	378
Played gaming machines, or pokies, at one of the six casinos	1	6	94	186
Played table games at one of the six casinos	1	6	93	51
Played a text game for money	6	10	83	37
Played an Internet game for money*	1	18	81	12
Gone to a gaming or casino evening, or bought a raffle ticket, for fundraising	5	12	83	917
Made money bets with family or friends	8	13	80	204

Note: percentages read across

* Caution: small base

1.1.13 Number of activities taken part in during the last twelve months

As described earlier in this chapter, respondents were asked whether or not they had done a number of gambling activities in the last 12 months.

The chart alongside shows the number of activities people had taken part in during the last 12 months.

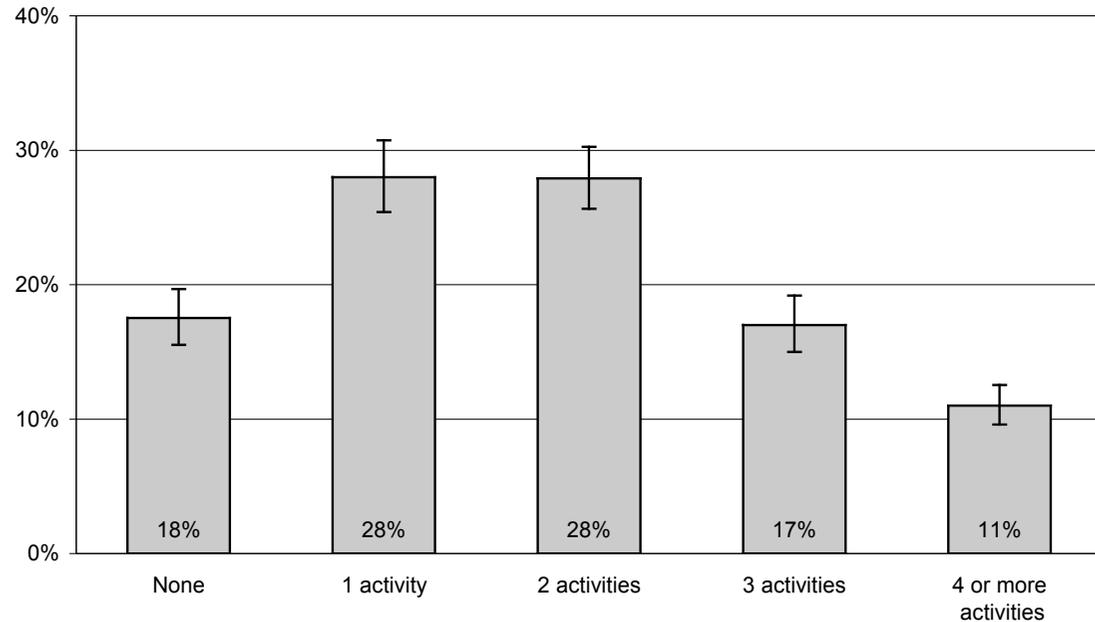
Almost one-fifth (18%) of people had not taken part in any of the gambling activities mentioned in the last 12 months. This figure is very similar to the figure from participation surveys undertaken by the Department of Internal Affairs.

Over one-quarter (28%) of people had taken part in one activity, with the same percentage (28%) having taken part in two of the activities listed.

Over one-sixth (17%) of people had taken part in three of the gambling activities, and 11% had taken part in four or more activities.

The average number of activities people had participated in during the last 12 months was 2.1.

Number of activities taken part in, in the last twelve months.



Unweighted base=1973 – all respondents.

- People aged 15 to 17 years were more likely than people of other ages *not* to have taken part in any gambling activities in the last 12 months.
- Pacific and Asian peoples were more likely than Maori and European / Others *not* to have taken part in gambling activities in the last 12 months.
- Males were slightly more likely than females to have taken part in four or more gambling activities in the last 12 months, while people aged 18-44 years were more likely to have done this relative to those in other age groups.
- Maori were more likely than people of all other ethnicities to have taken part in four or more gambling activities in the last year.
- Also more likely to have taken part in four or more gambling activities in the last 12 months were people living in “other households”, compared with people living in any of the other types of household.

Number of activities taken part in, in the last twelve months.

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
None	16	19	39	24	16	15	12	29	34	16	18
1 activity	27	28	30	28	25	29	20	29	38	27	28
2 activities	28	28	18	21	30	29	29	20	14	30	28
3 activities	16	17	10	13	16	19	18	11	6	18	17
4 or more activities	13	9	3	15	13	8	20	11	9	9	11
Mean number of activities	2.2	2.1	1.7	2.2	2.2	2.1	2.5	2.1	1.8	2.1	2.1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
None	16	18	18	17	16	18	20	18	18
1 activity	30	26	27	28	27	26	29	37	28
2 activities	26	28	29	28	28	31	26	13	28
3 activities	19	16	15	17	18	16	15	11	17
4 or more activities	9	11	11	10	11	9	10	21	11
Mean number of activities	2.1	2.2	2.1	2.2	2.2	2.2	2.1	2.3	2.1
Base	463	747	763	253	428	1001	156	132	1973

1.1.14 Participation in continuous and non-continuous forms of gambling

As seen previously in this chapter, people were asked whether they had taken part in a number of gambling activities in the last 12 months and how often they had done so. These responses have been combined to analyse participation in “continuous” and “non-continuous” forms of gambling (see page 7 for a list of continuous and non-continuous types of gambling used in this survey).

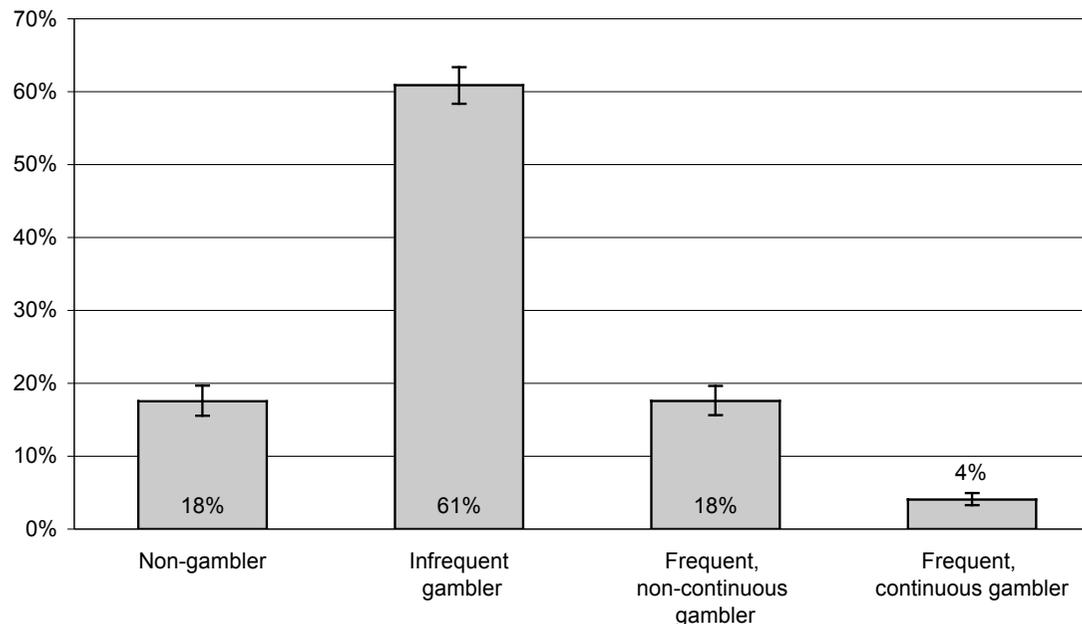
Of all people, 4% can be described as “frequent continuous gamblers”, meaning that they had taken part in some continuous forms of gambling once a week or more often in the last 12 months.

Almost one in five (18%) people can be described as “frequent non-continuous gamblers”, meaning that they had only taken part in non-continuous gambling activities, but had done so at least once a week in the last 12 months.

Three in five (61%) people can be described as “infrequent gamblers”, meaning they have taken part in some form of gambling, but less often than once a week.

Just under one-fifth (18%) can be described as “non-gamblers” as they had not taken part in any of the gambling activities they were asked about in the last 12 months.

Participation in continuous and non-continuous forms of gambling.



Base=1973 – all respondents.

- Frequent, “continuous” gambling was more common among people aged 45 years and over than among those aged 15 to 44 years, and more common among Maori and Pacific peoples than other ethnic groups.
- People aged 45 years and over were more likely to be “frequent non-continuous gamblers” than people aged 15 to 44 years.
- Maori and European / Others were more likely than Pacific and Asian peoples to be “frequent non-continuous gamblers”.
- Single people and couples with no children were more likely than people living in all other types of household to be “frequent non-continuous gamblers”.
- People aged 18 to 44 years were more likely than people of other ages to be “infrequent gamblers”.
- People more likely to be “non-gamblers” were those in the younger age groups (15 to 24 years), and Pacific and Asian peoples.

Participation in continuous and non-continuous forms of gambling.

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Non-gambler	16	19	39	24	16	15	12	29	34	16	18
Infrequent gambler	60	62	58	67	69	53	59	52	53	63	61
Frequent, non-continuous gambler	20	16	2	8	13	26	20	8	12	18	18
Frequent, continuous gambler	4	4	2	1	3	6	8	10	2	3	4
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Non-gambler	16	18	18	17	16	18	20	18	18
Infrequent gambler	65	59	60	51	55	66	61	65	61
Frequent, non-continuous gambler	17	18	17	27	24	13	15	13	18
Frequent, continuous gambler	2	5	5	6	6	3	5	4	4
Base	463	747	763	253	428	1001	156	132	1973

1.2 Young people and gambling

1.2.1 What attracts young people to start gambling

Young people aged 15 to 17 years were asked what sorts of things attract people of their age to start gambling. Their responses are shown in the table alongside.

- The things that young people most commonly mentioned in response to this question were: the chance of winning money (52%), seeing it as cool or trendy / seeing others winning (13%); friends being involved / peer pressure (12%); and an easy way to get money (12%). Seven percent (7%) of young people did not know what attracted people of their age to start gambling.
- Young females were more likely than young males to say that friends gambling or peer pressure were things that might attract young people to start gambling, while males were more likely than females to say the excitement or thrill.
- Young people of European / Other ethnicity were more likely than Pacific peoples to mention gambling seeming trendy or cool or seeing others gambling or winning, friends gambling or peer pressure, and gambling being an easy way to get money, as factors which might attract young people.
- Pacific peoples were more likely than European / Others to think beginning playing particular games or types of gambling is a factor.

In your opinion, what sorts of things attract people of your age to start gambling? All mentions.

Percent who mention** ...	Gender		Ethnicity				Total
	Male	Female	Maori*	Pacific	Asian*	Eur/Other	
To win money / the chance of extra money	50	54	37	60	55	54	52
Trendy / cool / see others gambling / see others winning	13	13	32	3	26	8	13
Friends doing it / peer pressure	8	16	9	8	12	13	12
Easy way to get money	14	12	7	1	9	15	12
Starting with particular games / types of gambling	10	13	28	20	-	8	11
Excitement / thrill	12	7	10	-	9	11	10
Social reasons / fun	7	11	8	11	4	10	9
Advertising	9	7	9	8	-	9	8
To win prizes	5	5	-	9	1	6	5
Parents do it	6	2	5	6	-	5	4
Other	6	7	8	7	5	6	6
Base	100	99	28	32	19	120	199

* Caution: small base

** Multiple responses allowed

The main things mentioned by young people were as follows:

To win money / the chance of extra money (mentioned by 52% of young people) ...

"Having a lot more money than they did before, being a millionaire,"

"Money, like the attraction of winning money."

"Prospect of winning more money than you put in."

"The money factor, that you can win heaps."

"Just to win money."

"The attraction of money."

"The money you may win just motivates you to do it."

"A lot of young people need money."

"More money for a car."

"Winning money to buy things."

Trendy / cool / see others gambling / see others winning (13%) ...

"Seeing others gamble."

"Seeing someone else winning."

"Winning of older people, makes them attractive, seen in movie."

"They think it's a trendy thing."

"They might know someone who has won some money and want to win some as well."

Friends doing it / peer pressure (12%) ...

"Friends, people you are involved with gamble, people who influence you, peers."

"All our friends are doing it."

"Peer pressure."

"Peers telling them to do so."

Easy way to get money (12%) ...

"Easy money, easy to win rather than work for it."

"They want to make a quick buck, easy money."

"Possibility that you can get rich faster."

"This is an easy way to get money."

"Prospect of not working at all."

"The opportunity to win money without doing anything for it."

"Trying to win a lot of money the easy way."

"Easy money instead of working."

Starting with particular games / types of gambling (11%) ...

"Internet games, they like poker games, playing cards at school and gambling with money."

"Playing cards, everybody loves playing cards, and then they play for money, and then they get hooked into playing for money, that's what attracts them."

"With the pokie machines, there are bright colours and noises, the casino has a watching platform where anyone can watch."

"Different selections of gambling such as text gambling that you are able to do when you are young."

"Scratchy tickets, they are cheap and easy to get."

Excitement / thrill (10%) ...

"Interested in the risk of it all, whether they can win big or lose."

"It's an experience, adds more excitement to a game, looks for the thrill."

"The thrill of winning."

"Hype of winning."

"Excitement."

"The thrill of it."

Social reasons / fun (9%) ...

"People who think the gambling game is really fun."

"Friends, hanging out with mates."

"They think it's a social thing."

"Fun of participating."

"Socialising."

Advertising (8%) ...

"Advertising."

"Ads, TV."

To win prizes (5%) ...

"For prizes."

"Winning stuff, free stuff, all sorts of stuff."

"Anything like winning iPods and things like that would attract them."

Parents do it (4%) ...

"Bad influence from the parents, like when parents gambled they came back home and talked about gambling every time, this will affect the kids and people around at home."

"Family, if they do it the kids will do it."

"Parents might be gambling a lot."

Other reasons (6%) ...

"Availability of it."

"Run away from problems, stress, family issues."

"If try it and win on your first try it can become an addiction."

"There's always alcohol where there's gambling."

"If they have a drug addiction they need money to feed their addiction."

"The fact that once they are 18 they can actually do as they want to try new things."

1.2.2 What puts young people off starting gambling

Young people were asked what sorts of things put young people of their age off starting gambling. Their responses are given in the table alongside.

- The main thing that young people said was likely to put them off starting gambling was losing money or seeing others lose money; nearly one-half (46%) of young people mentioned this. Other things mentioned were: general negative effects of gambling (14%); getting into debt or financial difficulty (12%); and anti-gambling advertising / education or less pro-gambling advertising (11%). Four percent (4%) of young people did not know what put people of their age off starting gambling.
- General negative effects, risk of addiction and effects on family and other people were mentioned more often by young females than young males, while young males were more likely to comment on knowing the odds as something that might put young people off starting to gamble.
- Young people of European / Other ethnicity were more likely than young Pacific people to mention advertising (more anti-gambling or less pro-gambling) and general negative effects as things that might put young people off gambling.
- Young Pacific people were more likely than European / Others to mention the initial outlay needed to gamble as a deterrent.

What sorts of things would put them (young people) off starting gambling? Top 9 mentions.

Percent who mention** ...	Gender		Ethnicity				Total
	Male	Female	Maori*	Pacific	Asian*	Eur/Other	
Losing money / see others lose money	44	48	45	42	30	49	46
General negative effects	10	17	10	7	-	18	14
Getting into debt / financial difficulty / losing everything	10	13	16	10	17	10	12
More anti-gambling advertising / less pro-gambling advertising / education	11	11	16	2	-	13	11
Initial outlay to gamble	11	8	-	25	9	9	9
Risk of addiction	2	15	13	2	15	7	9
Knowing the odds	10	5	-	-	9	10	8
Effects on family / other people	5	9	22	2	3	5	7
Being boring / not enjoyable	1	5	3	4	-	3	3
Base	100	99	28	32	19	120	199

* Caution: small base

** Multiple responses allowed

The main things mentioned by young people were as follows:

Losing money / see others lose money (mentioned by 46% of young people) ...

"How many people lose and waste so much money, you just know it happens."

"Losing your money."

"Seeing people lose."

"If they realise that they are spending more money and losing it, they are not gaining so much."

"Lot of losses right at the start."

"Seeing their own mates lose their own money."

"The experience of losing money."

General negative effects (14%) ...

"The consequences, the things that could happen if they gamble too much."

"Seeing results and outcomes of people who gamble, not good."

"Seeing the risks and what could happen."

"Knowing what could be the result of gambling."

"Knowing that it can have a negative effect on their lives."

"Hearing about things that can go wrong."

"Showing what can happen."

Getting into debt / financial difficulty / losing everything (12%) ...

"Chances you can lose everything."

"Seen those who end up in the streets."

"Hearing stories about people getting themselves into financial trouble."

"Being in debt."

"Seeing people sell to fund gambling."

"Seeing people getting rid of everything."

More anti-gambling advertising / less pro-gambling advertising / education (11%) ...

"Anti-advertising campaign."

"Less ads."

"Less advertising of gambling."

"Advertising against it, warning of what can happen."

"Increase awareness of the dangers of gambling."

"Advise them about losing their money and better things they could do than gambling."

Initial outlay to gamble (9%) ...

"Getting money to start in first place."

"Having to spend money which they may not have a lot of."

"Money availability."

"Having to spend the money in the first place to win it."

"Lack of money to do it."

"If they are low on cash and can't afford it."

Risk of addiction (9%) ...

"People becoming addicted."

"Seeing how addicted some people get."

"The videos we watch showed what happens when you get too addicted to it."

"Seeing what it does to people if you get addicted."

"Knowing that you can get addicted."

"Addictions."

Knowing the odds (8%) ...

"Being shown that it's not very common that you strike it lucky."

"People should be more informed about the chances of winning."

"The chances of winning are really slim."

"Probability of not getting what you want."

"Understand the chances of winning which are quite low."

"Just knowing that you can't win."

"Knowing they have limited chances."

Effects on family / other people (7%) ...

"Seeing other people being affected."

"Losing friends and trust from it."

"Seeing how it can break up families."

"Family problems with gambling."

"Personal experiences of family and friends."

Being boring / not enjoyable (3%) ...

"Not being enjoyable."

"If it doesn't seem interesting, if it has less interaction and excitement."

"No-one's interested, waste of time, if these activities were considered boring."

"Boredom, does not attract their attention."

"I don't like that kind of environment."

Other things given by less than 3% of respondents were:

- parental influence,
- having enough money / not needing to gamble for money,
- have other interests,
- other reasons (11%).

2. EXPERIENCE OF HARMFUL GAMBLING

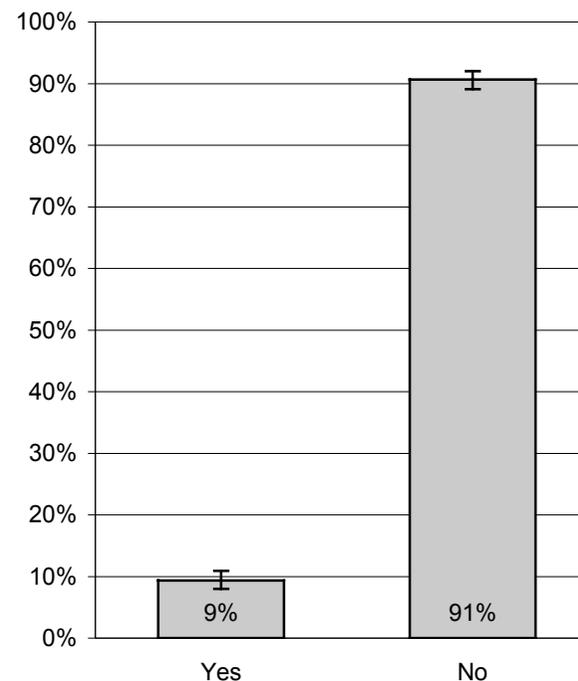
2.1 Experience of harmful gambling

2.1.1 Personal experience of harmful gambling in the last 12 months

The adults interviewed were asked whether or not during the last 12 months they had had a day or an outing where at the end of it they looked back and thought to themselves “I really overdid that, I spent more time and money gambling than I meant to”.

Just under one in ten (9%) adults said they had gambled to a harmful level in the last 12 months, while the remaining 91% had not.

Over the last 12 months, have you had a day or an outing where at the end of it you looked back and thought to yourself, “I really overdid that, I spent more time and money gambling than I meant to”?



Unweighted base=1774 – all adults.

- Maori were more likely than people of other ethnicities to have had an occasion during the last 12 months where they had overdone their gambling by spending more time or money than they had intended.
- “Frequent continuous gamblers” were much more likely, than other types of gamblers and “non-gamblers” to have had an occasion during the last 12 months when they had felt this way.
- Similarly, those who had taken part in 3 or more activities, and particularly those who had taken part in 4 or more activities in the last 12 months, were more likely than people who had taken part in fewer or no activities to have had an occasion in the last year when they had overdone their gambling.

Over the last 12 months, have you had a day or an outing where at the end of it you looked back and thought to yourself, “I really overdid that, I spent more time and money gambling than I meant to”?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	11	8	N/A	8	11	8	18	12	7	8	9
No	90	92	N/A	92	89	92	82	88	93	92	91
Don't know	-	-	N/A	-	-	-	-	-	-	-	-
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	8	10	11	10	8	10	13	8	9
No	92	90	89	90	92	91	87	92	91
Don't know	-	-	-	-	-	-	-	-	-
Base	407	666	701	252	428	807	156	129	1774

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	-	9	11	52	-	3	7	16	34	9
No	100	92	89	48	100	97	93	84	66	91
Don't know	-	-	-	-	-	-	-	-	-	-
Base	318	1022	326	108	318	500	467	269	220	1774

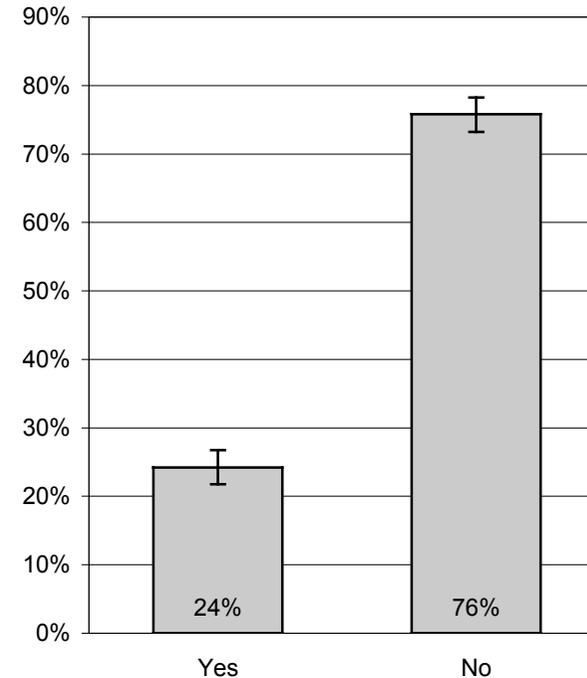
2.1.2 Personal experience of harmful gambling ever in their life

Adults were asked whether or not, *at any time in their life*, they had had a day or an outing where at the end of it they looked back and thought to themselves “I really overdid that, I spent more time and money gambling than I meant to”.

Almost one-quarter (24%) of adults said that they had had this experience in their lifetime. The remaining three-quarters (76%) of adults, said that they had never, at any time in their life, spent more time and money gambling than they meant to.

Note: the figure of 24% is the sum of those adults who said that there had been at least one occasion when they had spent more time and money gambling than they meant to, whether this was in the last 12 months or at another time in their life.

Have you ever had that experience, at any time in your life?



Unweighted base=1774 – all adults.

- Males were more likely than females to have had a day or outing, at any time in their lives, at the end of which they had looked back and thought that they had overdone their gambling by spending more time and money gambling than they had meant to.
- People aged 25 to 44 years were more likely than people of other ages to have had this experience.
- It was more common among Maori, than among people of all other ethnicities, to have had a day or outing, at any time in their lives, at the end of which they had looked back and thought that they had overdone their gambling by spending more time and money gambling than they had meant to.
- Those living in “other households” were more likely than those living in all other types of household to have had this experience.
- “Frequent continuous gamblers” were much more likely than other types of gamblers and “non-gamblers” to have felt this way at some time in their lives.
- The proportion of adults who have had this experience at any time in their life increases as the number of gambling activities taken part in increases.

Have you ever had that experience, at any time in your life?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	28	21	N/A	22	28	22	40	24	16	23	24
No	72	80	N/A	78	72	78	60	76	85	77	76
Don't know	-	-	N/A	-	-	-	-	-	-	-	-
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	21	25	28	22	22	25	21	32	24
No	79	75	73	78	78	75	79	68	76
Don't know	-	-	-	-	-	-	-	-	-
Base	407	666	701	252	428	807	148	102	1774

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	8	25	27	65	8	19	20	37	54	24
No	92	75	73	35	92	81	80	63	46	76
Don't know	-	-	-	-	-	-	-	-	-	-
Base	318	1022	326	108	38	500	467	269	220	1774

2.1.3 Types of gambling ever spent more time or money on than meant to

Adults who had ever had an experience where they spent more time or money on gambling than they meant to were asked what type of activities they had gambled on.

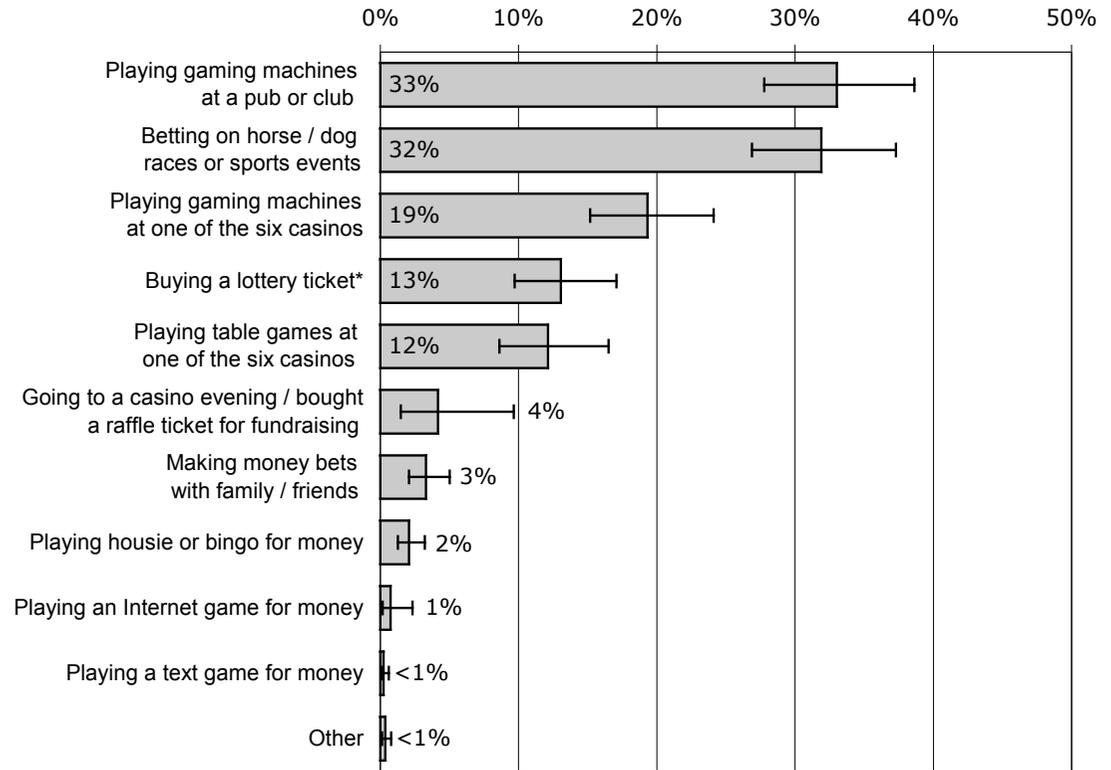
One-third (33%) of adults said that this had happened when playing gaming machines at a pub or club, while 32% had this experience when betting on horse or dog races, or sports events.

Almost one-fifth of adults (19%) had overdone gambling when playing gaming machines at one of the six casinos, while 13% had spent more time or money than they meant to when buying a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch ticket, and 12% had done so when playing table games at one of the six casinos.

Four percent of adults (4%) had this experience when going to a gaming or casino evening, or buying a raffle ticket, for fundraising, 3% when making money bets with friends, 2% when playing housie or bingo for money, and 1% when playing an Internet game for money.

Less than 1% of people had had this experience when playing a text game for money, and less than 1% said they had been gambling on some other type of activity when this happened.

Which activities were you gambling on when you spent much more time or money than you meant to, on gambling?



Unweighted base=459 – adults who had ever had an experience where they spent more time or money on gambling than they meant to.

Note: multiple responses allowed

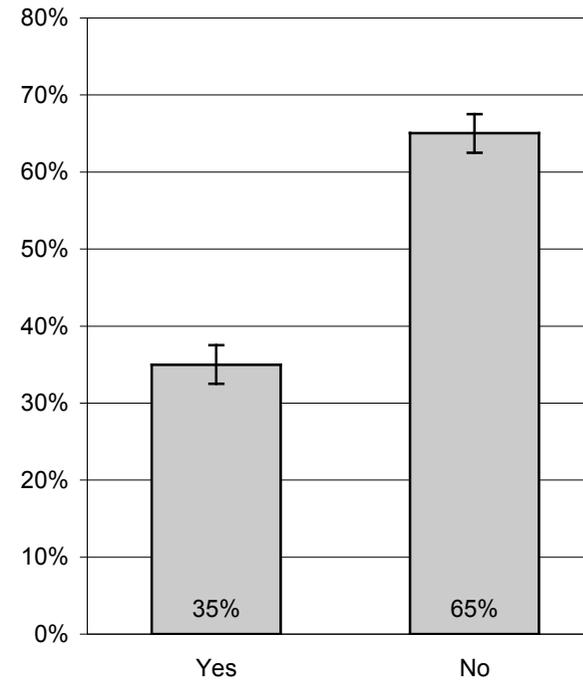
* Lottery tickets include Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

2.1.4 Friend or family member's experience of harmful gambling in the last twelve months

Everyone (adults and young people) was asked whether, in the last 12 months, they felt that someone close to them, like a friend, family member or partner, had had a day or occasion where they spent much more time or money than they meant to on gambling.

Just over one-third (35%) of people felt that this had happened to someone close to them in the last 12 months, while the remaining 65% felt that it had not.

Over the last 12 months, do you feel that someone close to you, like a friend, family member, or partner, has had a day or occasion where they spent much more time or money than they meant to, on gambling?



Unweighted base=1973 – all respondents.

- People aged 18 to 44 years were more likely than those in other age groups to feel that someone close to them had had an occasion during the last 12 months when they spent more time or money on gambling than they intended.
- It was more common for Maori and Pacific peoples than Asian peoples and European / Others to feel that someone close to them had had an occasion during the last 12 months when they spent more time or money on gambling than they had intended.
- Feeling this way was more common among people living in more deprived areas than for people living in the least deprived areas.
- People living in families with no children were more likely to feel that someone close to them had had an occasion of spending too much time or money on gambling, compared with people living in all other types of household.
- “Frequent continuous gamblers” were more likely than other types of gamblers and “non-gamblers” to feel that someone close to them had spent more time or money on gambling than they intended in the last 12 months.
- People who had taken part in three or more and particularly four or more gambling activities during the last 12 months were more likely than those who had taken part in fewer or no activities to feel this way.

Over the last 12 months, do you feel that someone close to you, like a friend, family member, or partner, has had a day or occasion where they spent much more time or money than they meant to, on gambling?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	33	37	25	45	39	31	60	55	29	31	35
No	67	64	76	55	62	69	40	45	71	69	65
Don't know	-	-	-	-	-	-	-	-	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	28	35	43	32	32	34	47	39	35
No	72	65	57	68	68	66	53	61	65
Don't know	-	-	-	<1	-	-	-	<1	-
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	25	37	35	55	25	32	32	41	59	35
No	75	63	65	45	75	68	68	59	41	65
Don't know	-	-	-	-	-	-	-	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

2.1.5 Types of gambling friend or family member spent more time or money on than meant to

People who felt that someone close to them, like a friend, family member, or partner, had spent more time or money on gambling than they meant to in the last 12 months were asked what type of gambling activities they had taken part in.

Three-fifths (60%) of people said that the person close to them had been playing gaming machines at a pub or club.

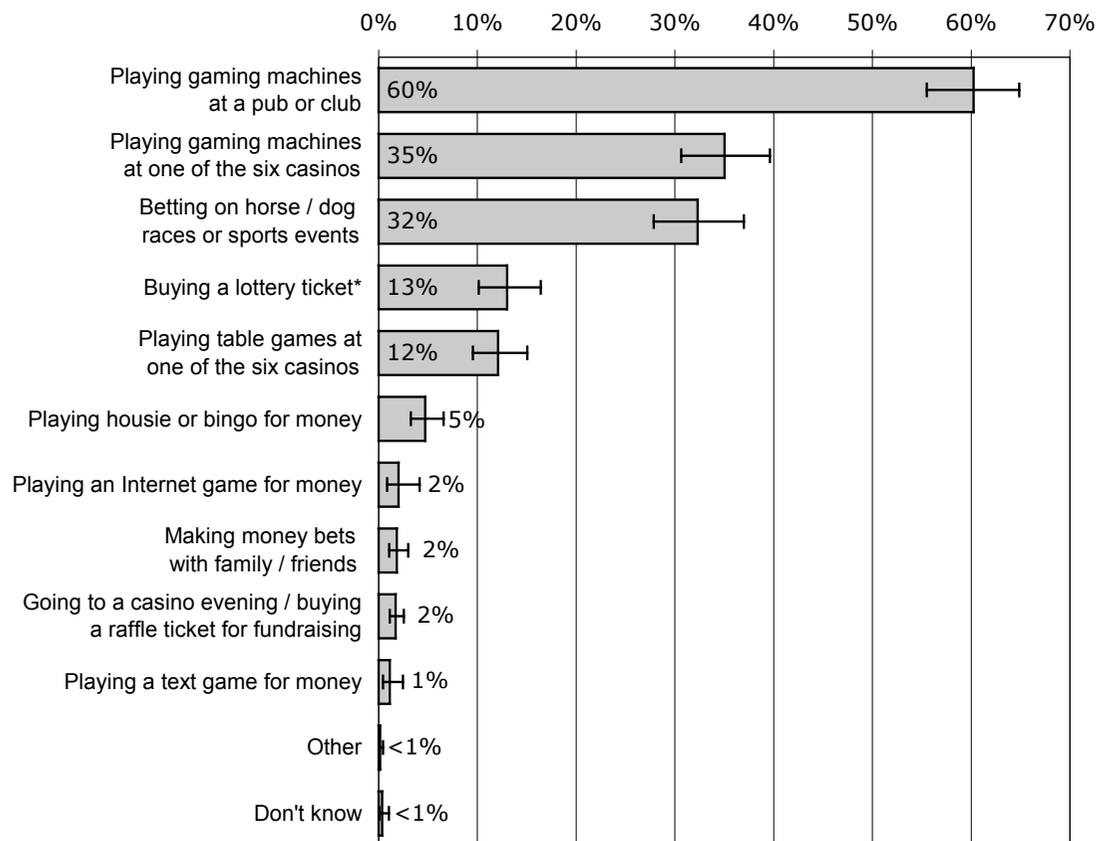
Just over one-third (35%) of these people had had a friend or family member spend too much time or money on playing gaming machines at one of the six casinos, while this had happened with betting on horse or dog races, or sports events for 32% of respondents.

Thirteen percent (13%) had a friend or family member gamble too much by buying lottery tickets (Lotto, Keno, Powerball, Big Wednesday, Instant Kiwi or other scratch tickets) and 12% said this was when playing a table game at one of the six casinos.

Five percent (5%) of people said that a person close to them had spent too much time or money playing housie or bingo.

The remaining gambling types were mentioned by less than 3% of people who had a friend or family member who had spent more time or money than they meant to on gambling in the last 12 months.

Which type, or types, were they gambling on?



Unweighted base=763 – respondents who had someone close to them spend more time or money on gambling than they meant to in the last 12 months.

Note: multiple responses allowed

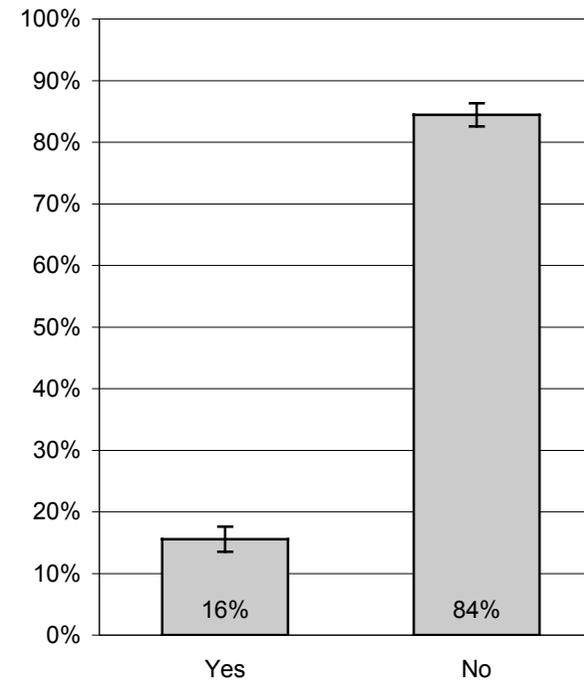
2.2 Experience of harmful gambling in the household

2.2.1 Arguments about time or money spent on gambling

Adults and young people were asked whether there had been some argument about time or money spent on betting or gambling in their wider family or household, whether or not they were part of it.

Just under one-sixth (16%) of people said that there had been an argument or arguments in their household about gambling, while 84% said there had not.

Have any of these happened in your wider family or household, whether or not you were part of it? Some argument about time or money spent on betting or gambling ...



Unweighted base=1973 – all respondents.

- Females were more likely than males, and people aged 18 to 44 years were more likely than people of other ages, to say that there had been an argument about time or money spent on betting or gambling in their wider family or household.

- It was more common for Maori and Pacific peoples than Asian peoples and people of European / Other ethnicity to say that arguments about time or money spent on betting or gambling had happened in their wider family or household.

- People living in the most deprived areas were more likely than those living in other areas to say that arguments about gambling had occurred in their wider families or households.

- It was more common for people who live in families with no children than for people living in all other types of household to say that their wider family or household had experienced arguments about gambling.

- “Frequent continuous gamblers” were more likely than other types of gamblers and “non-gamblers” to have had this happen.

- People who had taken part in four or more gambling activities in the last 12 months were more likely than people who had taken part in fewer gambling activities to say there had been an argument.

Have any of these happened in your wider family or household, whether or not you were part of it? Some argument about time or money spent on betting or gambling ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	12	19	10	20	20	12	38	26	10	13	16
No	88	81	90	80	80	89	63	74	90	88	84
Don't know	-	-	-	-	-	-	-	-	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	11	16	21	13	10	18	23	14	16
No	90	84	79	87	90	82	77	86	84
Don't know	-	-	-	-	-	-	-	-	-
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	13	16	15	21	13	12	16	17	27	16
No	87	84	85	79	87	88	85	83	73	84
Don't know	-	-	-	-	-	-	-	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

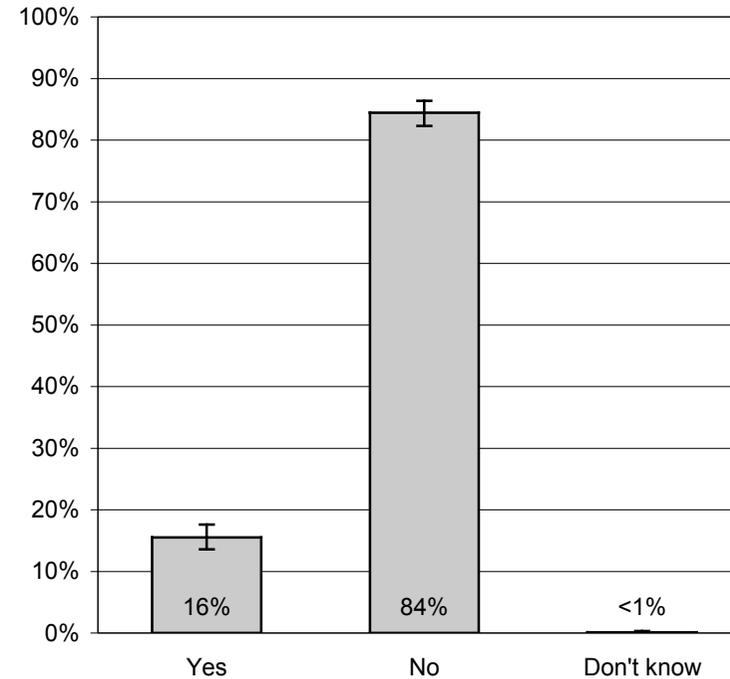
2.2.2 Going without because money was spent on gambling

Adults and young people were asked whether someone had had to go without something they needed, or bills weren't paid, in their wider family or household because too much was spent on gambling by another person.

Just under one-sixth (16%) of people said that someone in their wider family or household had gone without something they needed, or bills weren't paid, because someone had spent too much money on gambling. For the remaining 84%, this had not occurred in their family or household, and less than 1% said they did not know.

The proportion of people saying "Yes" to this question was the same as that saying "Yes" to the previous question about whether or not their wider family or household had argued about time or money spent on gambling.

Have any of these happened in your wider family or household, whether or not you were part of it? Someone had to go without something they needed, or some bills weren't paid, because too much was spent on gambling by another person ...



Unweighted base=1973 – all respondents.

- Females were more likely than males, and people aged 18 to 24 years more likely than those of other ages, to say that someone in their wider family or household had gone without something they needed, or some bills weren't paid, because too much was spent on gambling by another person.
- Maori and Pacific peoples were more likely than Asian peoples and European / Others to have had this happen.
- People living in more deprived areas were more likely than people living in the least deprived areas to say that this had happened in their wider family or household.
- It was more common for people living in families with no children than for those living in all other types of household to say that this had been their experience.
- "Frequent continuous gamblers" had a greater tendency, compared with other types of gamblers and "non-gamblers", to say that someone in their wider family or household had gone without something they needed because too much money had been spent on gambling by another person.

Have any of these happened in your wider family or household, whether or not you were part of it? Someone had to go without something they needed, or some bills weren't paid, because too much was spent on gambling by another person ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	13	18	7	21	18	13	38	28	13	12	16
No	87	82	93	80	82	87	62	73	86	88	84
Don't know	-	<1	-	-	-	<1	-	-	1	-	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	9	16	23	14	9	18	26	12	16
No	91	85	77	86	91	82	74	88	84
Don't know	<1	-	-	-	-	<1	-	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	13	16	13	27	13	15	15	17	21	16
No	87	84	87	73	87	85	86	83	79	84
Don't know	1	-	-	-	1	-	-	-	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

3. VIEWS ABOUT GAMBLING ACTIVITIES

3.1 Activities seen as 'true gambling'

Adults and young people were asked which of the gambling activities they were asked about in the survey they thought of as *true gambling* and which as *just a game*.

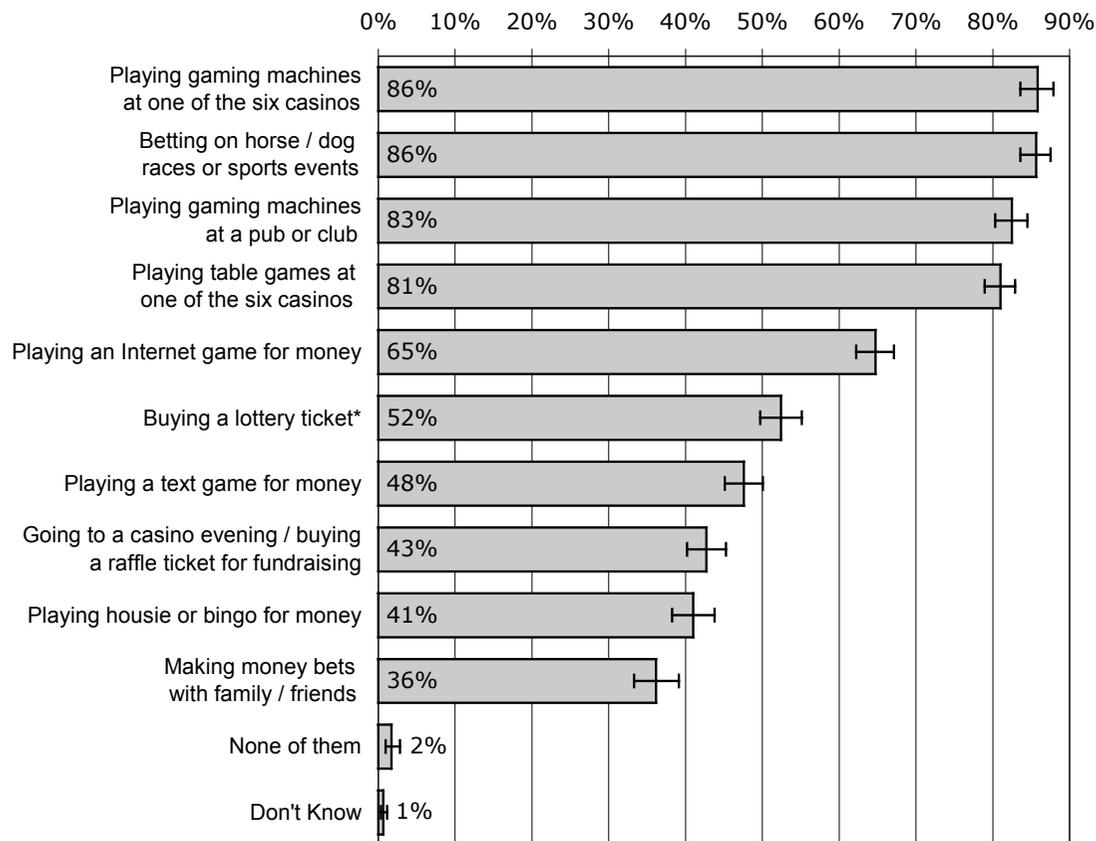
The activities that were most commonly referred to as *true gambling* were playing gaming machines at one of the six casinos (86%), betting on horse or dog races, or sports events (86%), playing gaming machines at a pub or club (83%), and playing table games at one of the six casinos (81%).

Slightly under two-thirds (65%) of people felt that playing an Internet game for money was *true gambling* rather than *just a game*.

Just over one-half (52%) of people saw buying a lottery ticket (Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or other scratch tickets) as *true gambling*, while 48% said this was the case for playing a text game for money, and 43% said going to a gaming or casino evening, or buying a raffle ticket, for fundraising was *true gambling*. Just over four in ten (41%) people said playing housie or bingo for money was *true gambling*.

Just over one-third (36%) thought this was the case for making money bets with family or friends, 2% saw none of the activities as *true gambling* and 1% did not know.

Which of these entertainments do you think of as 'true gambling' and which as just a game?



Unweighted base=1973 – all respondents.

Note: multiple responses allowed

* Lottery tickets include Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

- Females were slightly more likely than males to say the following activities were *true gambling*: playing gaming machines at a pub or club, playing gaming machines at a casino, and playing Internet games for money.
- People aged 25 years and over were more likely than those aged 15-24 years to view the following activities as *true gambling*: playing housie or bingo for money, buying a lottery ticket, playing a text game for money and going to gaming or casino evenings, or buying raffle tickets, for fundraising.
- Those aged 18 years and over were more likely than those aged 15 to 17 years to think of making money bets as *true gambling*.
- Maori and European / Others were more likely, compared with Pacific and Asian peoples, to view betting on races or sports events and playing gaming machines at a pub or club as *true gambling*.
- Maori and Pacific peoples were more likely than people of other ethnicities to see playing housie or bingo for money as *true gambling*.
- Pacific peoples were less likely than people of all other ethnicities to say that playing table games at one of the six casinos was *true gambling*, rather than *just a game*.

Which of these entertainments do you think of as 'true gambling' and which as just a game?

% saying 'true gambling'*	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Playing housie or bingo for money	41	41	28	32	39	46	49	52	39	40	41
Betting on horse or dog races or sports events	85	87	80	80	86	88	85	68	68	89	86
Buying a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket	54	51	45	41	54	55	57	53	47	53	52
Playing gaming machines, or pokies, at a pub or club	80	85	83	84	85	80	84	74	67	85	83
Playing gaming machines, or pokies, at one of the six casinos	83	89	83	87	90	83	83	79	78	88	86
Playing table games at one of the six casinos	79	82	82	79	84	78	77	62	79	82	81
Playing a text game for money	46	50	30	27	48	55	49	39	42	49	48
Playing an Internet game for money	62	67	56	57	69	64	62	52	54	67	65
Going to a gaming or casino evening, or buying a raffle ticket, for fundraising	43	42	34	36	43	45	45	42	44	42	43
Making money bets with family or friends	35	38	18	31	35	41	43	40	36	35	36
None of them	1	2	-	1	2	2	1	3	3	2	2
Don't know	<1	1	1	-	<1	1	<1	<1	4	<1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

* Multiple responses allowed

- People living in the least deprived areas were slightly more likely than those in other areas to view the following as *true gambling*: betting on horse or dog races, or sports events; playing table games at one of the six casinos; and playing an Internet game for money.
- Those living in the least and most deprived areas were more likely than those living in areas of mid-deprivation to think making money bets with family or friends was *true gambling*, rather than *just a game*.
- People living in “other households” were less likely to view the following as *true gambling*, compared with people living in all other types of household: buying lottery tickets; playing text games for money; going to gaming or casino evenings, or buying raffle tickets, for fundraising; and making money bets with friends.
- Those living in families with no children were slightly less likely than those in all other types of household to view playing Internet games for money as *true gambling*.

Which of these entertainments do you think of as ‘true gambling’ and which as just a game? (continued)

% saying ‘true gambling’*	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Playing housie or bingo for money	41	38	46	42	42	41	39	38	41
Betting on horse or dog races or sports events	90	84	84	89	90	85	75	80	86
Buying a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket	54	50	55	58	52	53	52	44	52
Playing gaming machines, or pokies, at a pub or club	87	79	83	79	79	85	82	82	83
Playing gaming machines, or pokies, at one of the six casinos	89	84	84	86	84	87	86	85	86
Playing table games at one of the six casinos	85	79	77	79	79	81	83	82	81
Playing a text game for money	49	43	53	50	49	50	40	33	48
Playing an Internet game for money	70	62	63	65	65	66	57	65	65
Going to a gaming or casino evening, or buying a raffle ticket, for fundraising	46	40	44	41	44	45	42	27	43
Making money bets with family or friends	38	32	40	38	38	36	39	28	36
None of them	1	3	1	<1	2	2	1	1	2
Don't know	1	1	1	2	<1	1	2	1	1
Base	463	747	763	253	428	1001	156	132	1973

* Multiple responses allowed

- “Frequent continuous gamblers” tended to view playing text games for money and playing Internet games for money as *true gambling* less commonly than other types of gamblers and “non-gamblers”.
- “Non-gamblers” were more likely than all types of gamblers to think of going to a gaming or casino evening, or buying a raffle ticket, for fundraising and making money bets with family or friends as *true gambling*.
- People who had taken part in one or more, gambling activities in the last 12 months, and particularly those who had taken part in four or more, were less likely to view going to a gaming or casino evening, or buying a raffle ticket, for fundraising, as *true gambling*, compared with those people who had taken part in no gambling activities.
- People who had taken part in two or fewer gambling activities in the last 12 months were more likely to think of playing a text game for money as *true gambling*, and those who had taken part in one or no activities were more likely to think this about making money bets with family or friends, compared with people who had taken part in more activities.

Which of these entertainments do you think of as ‘true gambling’ and which as just a game?

% saying ‘true gambling’*	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Playing housie or bingo for money	48	40	37	38	48	45	39	37	32	41
Betting on horse or dog races or sports events	81	86	89	84	81	83	87	91	89	86
Buying a Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi or scratch ticket	57	53	48	50	57	51	57	48	45	52
Playing gaming machines, or pokies, at a pub or club	82	85	78	73	82	83	87	79	78	83
Playing gaming machines, or pokies, at one of the six casinos	82	89	80	81	82	86	92	82	84	86
Playing table games at one of the six casinos	76	84	76	71	76	79	84	82	81	81
Playing a text game for money	50	48	48	33	50	48	53	40	40	48
Playing an Internet game for money	64	67	62	42	64	66	70	59	60	65
Going to a gaming or casino evening, or buying a raffle ticket, for fundraising	55	42	33	46	55	44	41	40	28	43
Making money bets with family or friends	44	36	30	35	44	41	33	27	32	36
None of them	4	2	<1	1	4	1	1	1	2	2
Don’t know	2	1	-	-	2	1	-	-	1	1
Base	404	1128	331	110	375	512	478	270	211	1973

* Multiple responses allowed

3.2 Views on different types of gambling

Please tell me whether you think any of the ten types of gambling fit the descriptions I read out.

Everyone was read a list of statements and asked whether or not any of the ten types of gambling activities fitted these descriptions (the statements are listed in column one in the adjacent table). The responses show:

- Certain types of gambling were seen more commonly than others as something that people play to socialise, rather than just to win money. These activities were housie and bingo, bets with friends, and gaming evenings or raffles for fundraising.
- Over seven out of ten people thought that gaming machines (at pubs or clubs and at casinos) take advantage of people who don't understand their chances of winning or losing, which is more than for other types of gambling.
- More people thought that damage could be done to relationships between people within families by playing gaming machines (at pubs or clubs and at casinos), table games at casinos, and betting on races and sports than by taking part in other gambling activities.
- Betting on races and sports and buying lottery tickets were more commonly thought of as a traditional part of life in New Zealand than other gambling activities.

% saying 'Yes'*	Housie/ bingo	Races/ Sports	Lotto etc	Pub pokies	Casino pokies	Table games	Text games	Internet games	Raffles etc	Bets with friends	None of them
People play this to socialise, rather than just to win money	65	25	12	20	16	24	10	12	47	58	9
Takes advantage of people who don't understand their chances of winning or losing	33	50	53	71	74	63	56	57	36	30	7
Damages relationships between people and within families	42	78	44	84	88	80	47	61	42	47	3
Is a traditional part of life in New Zealand	41	64	61	22	17	15	10	10	32	32	10
Offers people a challenge to try skills out and try to beat the game	17	40	17	27	30	54	22	42	16	20	18
Does a lot of good for the community	15	7	43	22	11	7	2	2	43	5	26
Gives people hope of a better lifestyle	21	30	75	26	30	29	21	23	22	19	22
Offers people the opportunity for a good night or day out	53	61	12	36	47	49	9	10	54	28	11
People use it as a way to escape the stresses of modern life	49	55	37	69	67	60	36	45	41	34	13

* Multiple responses allowed

- Playing table games at one of the six casinos was more commonly viewed as offering people a challenge to try skills out and try to beat the game.
- People had a greater tendency to feel that buying lottery tickets and going to gaming evenings, or buying raffle tickets, for fundraising do a lot of good in the community, compared with other gambling activities.
- Lottery tickets were thought of far more than other forms of gambling as offering people hope of a better lifestyle.
- People were more likely to think that betting on horse or dog races, or sports events, going to casino evenings or buying raffle tickets, playing housie or bingo, and playing table games or gaming machines at a casino offered people the opportunity for a good night or day out, compared with other types of gambling.
- Gaming machines (at pubs or clubs and at casinos) and table games at casinos were slightly more likely to be seen as gambling activities which people use as a way to escape the stresses of modern life.

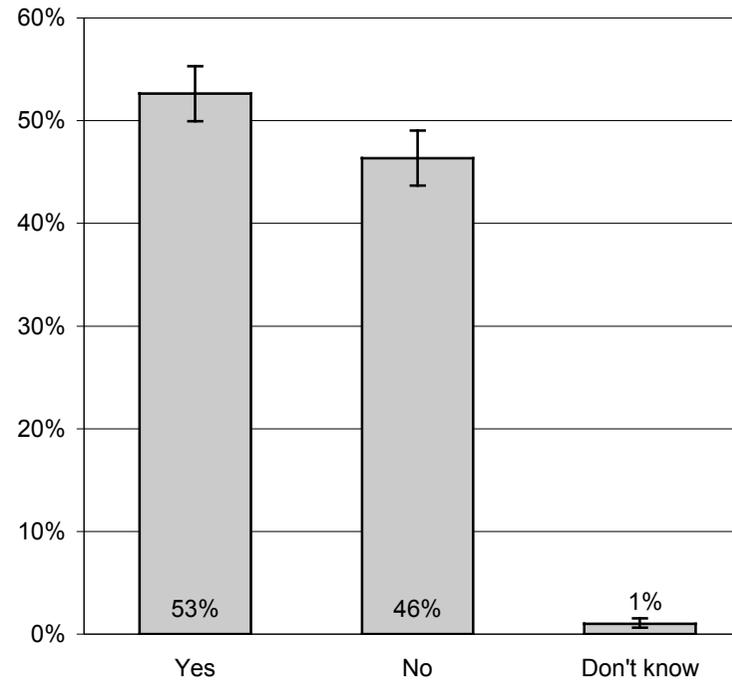
3.3 Gambling skill

3.3.1 Whether people have a skill to improve their chances of winning

Everyone (adults and young people) was asked whether they thought that some people have either a skill or special approach that can improve their chances of winning at any of the types of gambling activities listed.

Over one-half (53%) of people said that some people do have such a skill, while 46% didn't think there was any skill involved, and 1% did not know.

Do you think that some people have either a skill or a special approach that can improve their chances of winning at any of these types of gambling?



Unweighted base=1973 – all respondents

- Males had a greater tendency than females to think that some people have a skill or special approach that can improve their chances of winning at any of the types of gambling mentioned.
- People aged 15 to 44 years, compared with those aged 45 years and over, were more likely to think that some people could improve their chances of winning by a skill or special approach.
- People of European / Other ethnicity were slightly more likely than people of all other ethnicities to think this.
- People living in the most deprived areas were slightly less likely than those living in other areas to think that some people could improve their chances of winning by a using a skill or special approach.
- People living in “other households” were more likely to think people had a special skill than people living in all other types of household.
- “Frequent continuous gamblers” were slightly less likely than other types of gamblers and “non-gamblers” to think that some people have a special skill or approach that can improve their chances of winning.

Do you think that some people have either a skill or a special approach that can improve their chances of winning at any of these types of gambling?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	63	43	58	57	60	45	49	46	47	54	53
No	37	55	40	43	40	53	50	53	53	45	46
Don't know	<1	2	1	-	<1	2	1	1	<1	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	58	53	45	50	50	51	55	71	53
No	41	46	52	47	48	48	44	27	46
Don't know	<1	1	2	3	1	<1	1	2	1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	50	55	50	44	50	54	53	53	54	53
No	50	44	49	55	50	45	47	46	46	46
Don't know	1	1	1	2	1	2	<1	1	1	1
Base	404	1128	331	110	404	554	502	287	226	1973

3.3.2 Types of gambling this skill applies to

People that answered Yes some people have either a skill or a special approach that can improve their chances of winning at any of the types of gambling listed were asked which types of gambling this applied to.

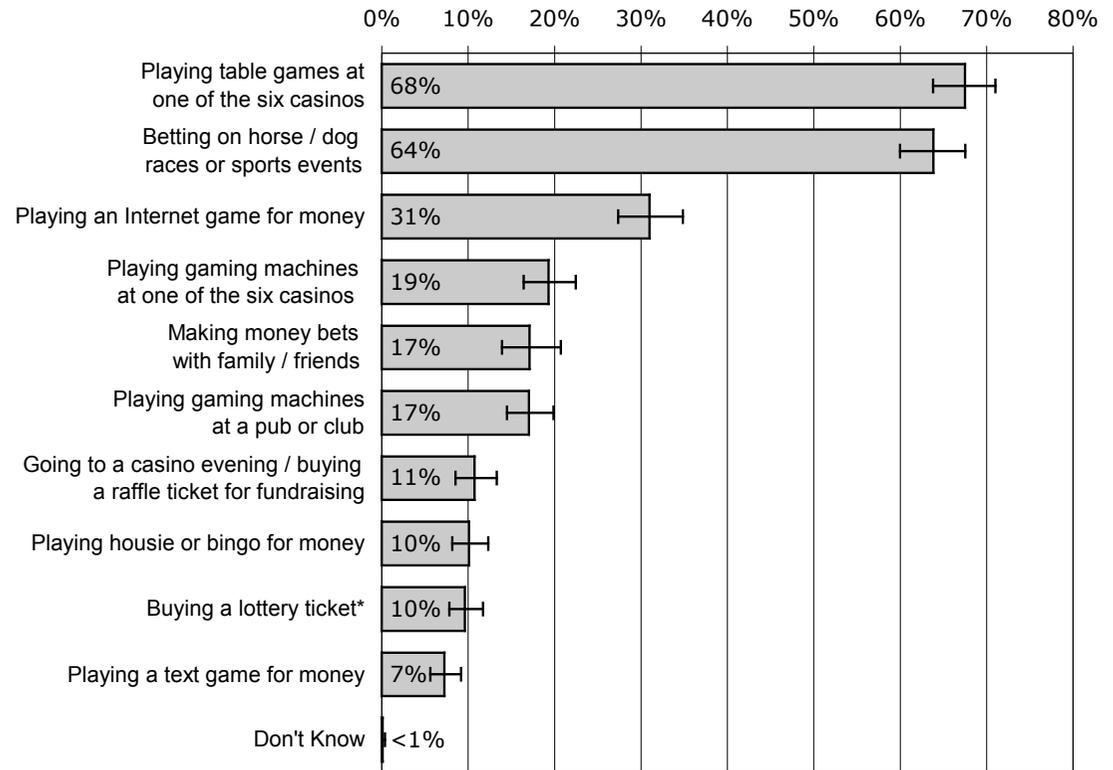
Over two-thirds (68%) of those that thought there was a special skill thought that this applied to playing table games at one of the six casinos, while 64% said this was the case for betting on horse or dog races, or sports events.

Just under one-third (31%) of people saying Yes said that people with skill could improve their chances of winning when playing an Internet game for money, and 19% said this was true for playing gaming machines at one of the six casinos.

Seventeen percent (17%) said this was the case when playing gaming machines at a pub or club or making money bets with family or friends.

Around one in ten people, who thought there was some skill involved, said this applied to going to a gaming or casino evening, or buying a raffle ticket, for fundraising (11%), and a similar proportion (10%) said this applied to playing housie or bingo for money or buying lottery tickets. Seven percent (7%) said this was the case when playing a text game for money. Less than 1% did not know.

Which type of gambling does that skill or special approach apply to?



Unweighted base=1001 – respondents who think that some people have either a skill or special approach that can improve their chances of winning at any of the types of gambling listed.

Note: multiple responses allowed

* Lottery tickets include Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

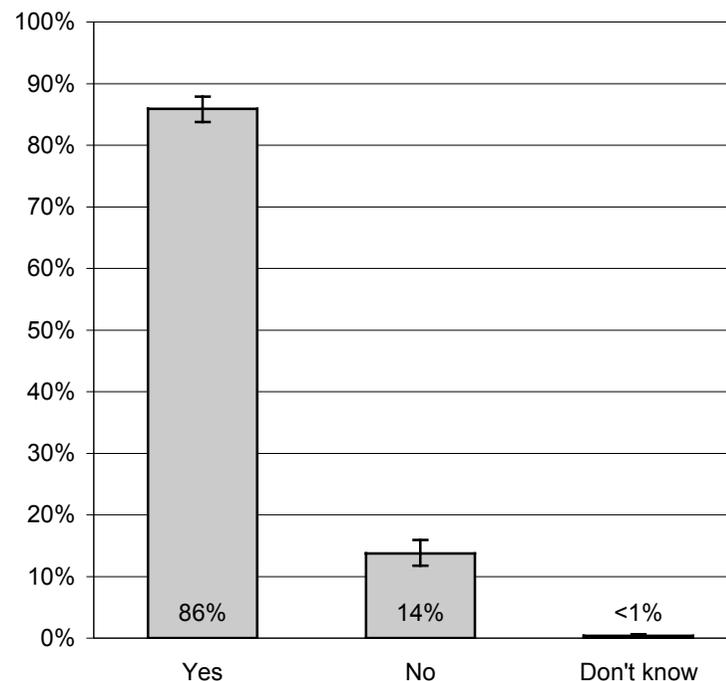
3.4 Potentially harmful gambling activities

3.4.1 Whether some types of gambling are potentially more harmful than others

Everyone was asked whether they thought any of the listed types of gambling were more likely than others to attract people into playing more often and for more money than they should.

Almost nine in ten (86%) people said that some of the types of gambling were more likely than others to attract people into playing more often, or for more money, while 14% said they did not, and 1% did not know whether some types were more likely to do this than others.

Do you think that any of these types of gambling are more likely than others to attract people into playing more often and for more money than they should?



Unweighted base=1973 – all respondents.

- People’s views on this aspect of gambling were very consistent, with very little variation in the proportion of males and females, people of different ages and ethnicities, and people living in different areas and household types saying they thought that some types of gambling were more likely than others to attract people into playing more often and for more money than they should.

Do you think that any of these types of gambling are more likely than others to attract people into playing more often and for more money than they should?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	87	85	86	84	87	86	86	83	81	87	86
No	13	14	13	16	13	14	14	17	18	13	14
Don't know	<1	1	1	-	-	1	-	<1	2	<1	<1
Base	899	1074	199	209	780	784	497	267	335	876	1973

- “Non-gamblers” were slightly less likely than all types of gamblers to say that some types of gambling were more likely than others to attract people into playing more often and for more money than they should.

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	88	86	84	83	89	86	83	83	86
No	12	13	16	16	11	14	16	17	14
Don't know	<1	1	<1	1	<1	<1	1	-	<1
Base	463	747	763	253	428	1001	156	132	1973

- People who had participated in four or more gambling activities during the last 12 months had a slightly greater tendency to say that some types of gambling were more likely than others to attract people into playing more often and for more money than they should, compared with people who had participated in fewer gambling activities in the last 12 months.

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	81	87	86	87	81	84	88	87	93	86
No	19	12	14	12	19	15	12	12	7	14
Don't know	<1	<1	<1	1	<1	1	-	1	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

3.4.2 Types of gambling which are more harmful

People who felt that some of the types of gambling listed were more likely than others to attract people into playing more often and for more money than they should were asked which types of gambling they thought were most likely to do this.

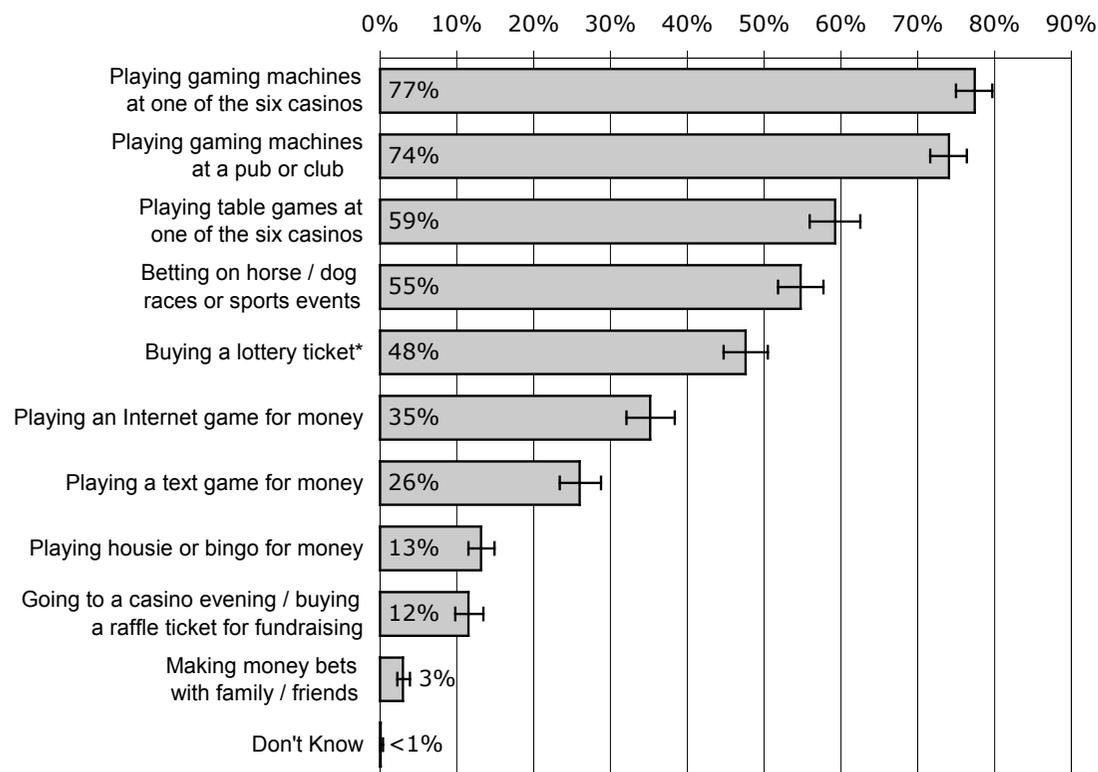
Around three-quarters of these people felt that playing gaming machines at one of the six casinos (77%) and playing gaming machines at a pub or club (74%) were the types most likely to do this.

Over one-half of people who felt some types of gambling to be more harmful than others thought this applied to playing table games at one of the six casinos (59%), or betting on horse or dog races, or sports events (55%). Almost one-half (48%) of people thought that buying a lottery ticket was one of the more harmful types of gambling.

Just over one-third (35%) thought that playing an Internet game for money was one of the more harmful types, while 26% thought this was the case for playing a text game for money.

Fewer people saw playing housie or bingo for money (13%), going to a gaming or casino evening, or buying a raffle ticket, for fundraising (12%), and making money bets with family or friends (3%) as harmful. Less than 1% did not know.

Which types of gambling are more likely than others to attract people into playing more often and for more money than they should?



Unweighted base=1679 – respondents who feel that some types of gambling are more likely than others to attract people into playing more often and for more money than they should.

Note: multiple responses allowed

* Lottery tickets include Lotto, Keno, Strike, Powerball, Big Wednesday, Instant Kiwi and other scratch tickets.

3.4.3 Why these types of gambling are more harmful

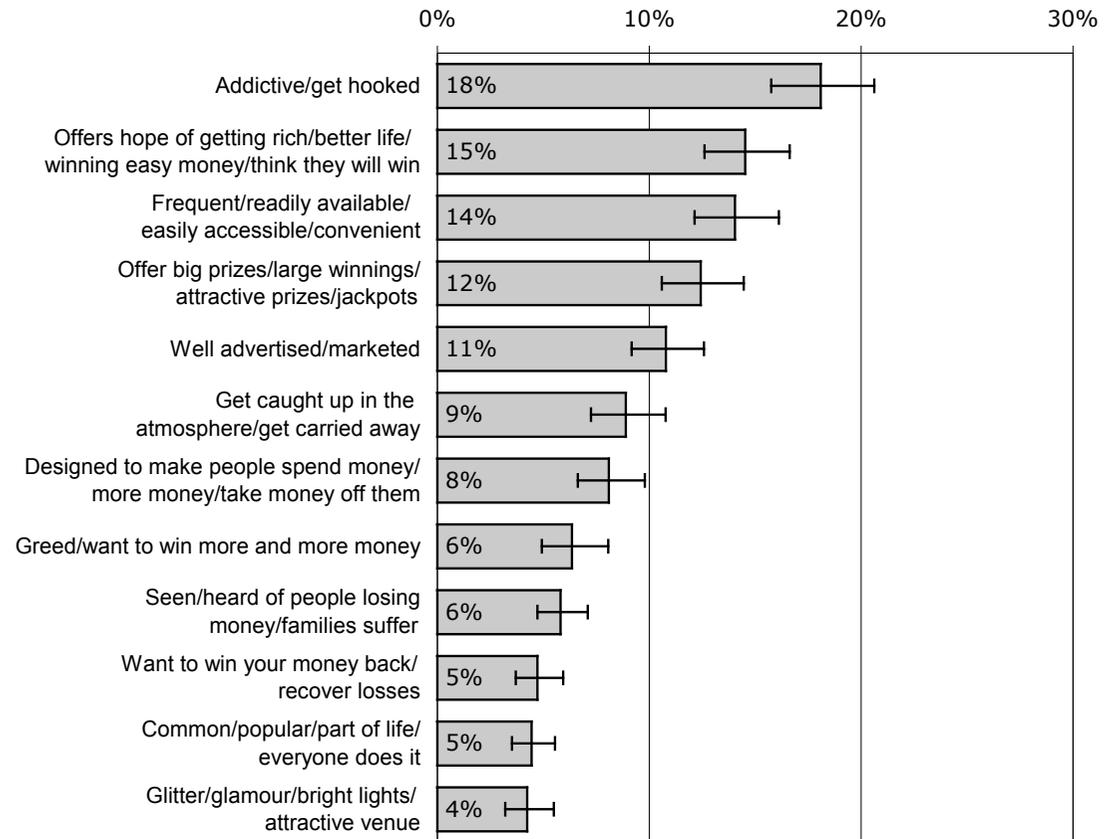
People who answered that they felt that some of the types of gambling listed were more likely than others to attract people into playing more often and for more money than they should, and had selected which types of gambling were most likely to do so, were asked why they thought that.

The most commonly mentioned reasons were that some forms of gambling are addictive or can get a person hooked, stated by 18% of people, and that the form of gambling offers hope of getting rich, having a better life, easy money or that the player thinks that they will win, stated by 15% of people.

Fourteen percent (14%) of people said that some forms of gambling are more harmful because they are frequent, available, easily accessible or convenient, and 12% talked about the big or attractive prizes, large winnings and jackpots available. Over one-tenth (11%) of people thought that the form of gambling being well marketed or advertised was a factor.

A wide range of other reasons was given.

Can you say why you think that those types of gambling are more likely than others to attract people into playing more often and for more money than they should? Top 12 mentions.



Unweighted base=1679 – respondents who felt that some types of gambling are more likely than others to attract people into playing more often or for more money than they should.

Note: multiple responses allowed

The main reasons given by people were as follows:

Addictive / get hooked (mentioned by 18% of respondents who thought some types of gambling were more harmful than others) ...

"A lot of people like going to the races and then become trapped on just one more bet, temptation, another one won't hurt."

"Addictive nature."

"The addictive nature of gaming, these games are designed to attract more into playing."

"They are more addictive than the others."

"You get addicted, you win 40 then want to win another 40."

"I don't know, they seem to get addicted to these ones more easily, they get addicted and go overboard easily."

"I think that they can get sort of addicted to the pokie machines, they seem to sit there, like they are drawn to it like a moth, I don't know how they can keep putting the money in there."

"People need to get a fix, it's almost like a drug."

Offers hope of getting rich / better life / easy money / think they will win (15%) ...

"A lot of people sit at the machines and hope they will win money."

"The dream of winning big."

"There is always hope that you will end up with more than you started with."

"Chance of winning money and making life rosy for them."

"Gives people false hope."

"It's the thought of winning big time, the winner thinks they would look big in the community."

"Make easy money."

"The chances of winning big money are greater than the others."

Frequent / available / easily accessible / convenient (14%) ...

"They are basically available 24 hours a day, 7 days a week."

"They are easily available, all the pubs have machines, easy access to it."

"It's on the computer and you don't have to go away to do it, you could sit there all day."

"There are more of these out there than the others."

"They have outlets everywhere."

"You can get Lotto when you go shopping."

"Provides parking for people who are gambling."

"Horse and dog racing on continuously throughout the week and year."

"Lotto happens every weekend."

Offer big prizes / large winnings / attractive prizes / jackpots (12%) ...

"\$5 million compared to \$900 at the pokies and if it's not won it just gets bigger, cars, travel etc, credit cards."

"Lotto attracts more people by raising the prizes, jackpot on pokie machines."

"The big money."

"People want to win big prizes."

"They've put that boat and bach in there and people just want to win."

"I suppose the jackpot will entice them in especially when it gets high."

"If the prizes are big enough people will buy extra tickets."

"They have bigger returns."

"Winning cars."

Well advertised / marketed (11%) ...

"Advertising encourages people."

"Advertising on TV sucks everyone in."

"Lotto and Keno are heavily advertised."

"It's the one I see most often, in my face, advertised most often."

"They advertise how much you can win and how great it would be if you won that much."

"Excessive advertising for these."

"Powerful advertising."

"You see it regularly on TV."

"Racing advertising is really appealing."

"It is being advertised in most of the local taverns, it is being advertised on TV."

"Well advertised, usually at times when a lot of people are watching TV."

Get caught up in the atmosphere / get carried away (9%) ...

"Easy to spend more without realising it."

"One will get caught up in the crowd already in the room and get into the atmosphere of gambling on the machines."

"People wouldn't keep a track of how much they are spending."

"You get wound up in the hype, just one more chance."

"They lose their sense of reality and get carried away."

"You can get carried away and get reckless."

"People get sucked in to spend more than they can afford."

Designed to make you spend money / more money / take money off you (8%) ...

"That's their idea of making you spend more and make more money for their business, they want more profit."

"Can encourage you to continue to gamble."

"It lures people into spending a lot of money to get big prizes."

"Text games are misleading because you have to enter at least five times to have one entry into it, with Lotto you always have to buy the most expensive one like the triple big dip to win the big prize."

"They entice people to spend more and often the game is structured so that they are always dangling a carrot in front of you."

"They're programmed to reduce chances of people winning, machines programmed to make people lose overall."

Greed / want to win more and more money (6%) ...

"A small win may encourage people to think they might win big."

"All you need to do is put a little money in to get some back so it is easy to feel that you are on a winning streak."

"Once you win a bet that you make you feel that you have luck on your side so you think you can win more than what you bet."

"It only needs one win and they are back and back and back."

"One word covers that, greed, if you appeal to the greedy side of people you can sell anything."

"Want to win more and more."

"Greediness."

"Human behaviour, if you win something, you carry on."

Seen / heard of people losing money / families suffering (6%) ...

"I have heard so many stories of financial hardship and financial disasters by families."

"I have two family members that are hooked on pokies and lie about it."

"I know friends that have got involved into a deeper level than they wanted to."

"Have seen it happen."

"Hear news reports of people overspending and getting into debt and committing crimes to pay for their addiction to gambling."

"I have friends that have got into terrible trouble over horses, also personal experience."

Want to win your money back / recover losses (5%) ...

"If a person starts taking heavy losses, their only recourse is to attempt to win back what they have lost."

"If you're in the TAB, if you've lost, there's the compulsion to win your money back, the same with gaming machines."

"It is so easy to try to win the money back, having another go."

"Once you start playing these you want to keep going to see if you can keep winning and get back the money they have already lost, it's a vicious circle."

"If you lose, you try to get your money back."

"With horse racing there is always another race where you may win it back, same at the pokies."

Common / popular / part of life / everyone does it (5%) ...

"It's like the New Zealand way of life, it's part of our life."

"People are more interested in sports, more willing to spend money on it."

"I see so many different people doing it."

"Every time that I have gone to a pub, the gaming machines are the most popular place to be."

"I have many friends who play Lotto every week, as part of normal life."

"Most people are interested in horse races."

"They are the ones most people play for money."

"Lotto is common."

Glitter / glamour / bright lights / attractive venue (4%) ...

"Glamour."

"Very glitzy and got the appeal."

"With the pokies it's the flashing lights, the repetition, the atmosphere."

"When you go for a Lotto ticket for instance, there's no flashing lights when you buy the ticket, but when you go the casino and sit at a pokie machine..."

"The glitter, the winning sounds are an attraction."

"Casinos are colourful."

"It is a big show with popup balls."

"Bright lights attract people into betting."

Other reasons given by less than 4% of people were:

- no skill required / easy to play,
- excitement / thrill / buzz,
- at alcohol venues / can do while drinking,
- social activity / fun / good night out,
- instant gratification,
- start with small outlay / cheap / place small bets,
- no spending limits,
- challenge / try to beat the odds,
- can gamble alone / anonymously / unmonitored,
- peer pressure / friends encourage you,
- seeing / hearing about others winning,
- odds stacked against you / odds not known,
- attracts / is played by particular groups of people,
- other.

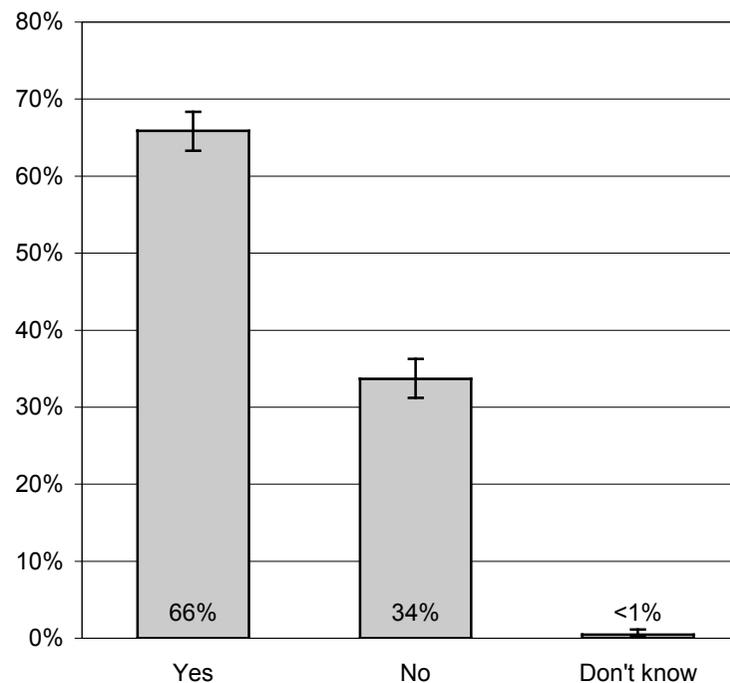
4. VIEWS ABOUT RAISING MONEY FOR COMMUNITIES FROM GAMBLING

4.1 Are there advantages for the community from raising money from gambling?

Everyone was asked whether they could think of any advantages for the community from raising money from gambling.

Two-thirds (66%) of people could think of advantages for the community from raising money from gambling, while just over one-third (34%) could not. Less than 1% of respondents said that they did not know if there were any advantages.

Can you think of any advantages for the community from raising money from gambling?



Unweighted base=1973 – all respondents.

- People aged 25 years and over were more likely than those aged 15 to 24 years to be able to think of advantages for the community from raising money through gambling.

Can you think of any advantages for the community from raising money from gambling?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	68	64	55	57	71	66	62	52	42	70	66
No	31	36	45	41	29	34	38	47	57	30	34
Don't know	<1	<1	-	2	<1	1	<1	<1	<1	1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

- Maori and European / Others were more likely to be able to think of an advantage for the community from raising money through gambling, compared with Pacific and Asian peoples.

- People living in families with children were slightly less likely than those living in all other types of household to think of advantages.

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	69	65	64	70	70	61	69	72	66
No	31	35	36	30	31	39	31	26	34
Don't know	1	<1	<1	-	-	1	<1	3	<1
Base	463	747	763	253	428	1001	156	132	1973

- All types of gamblers were more likely to think of advantages for the community from raising money from gambling when compared with “non-gamblers”.

- People who had taken part in one or more gambling activities in the last 12 months were more likely to think of advantages for the community than those who had not taken part in any gambling activities during this period.

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	49	68	74	80	49	63	68	78	75	66
No	50	32	26	20	50	36	32	22	25	34
Don't know	1	<1	-	<1	1	1	<1	-	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

4.2 Advantages of raising money through gambling

People who could think of advantages for the community from raising money from gambling were asked what these advantages are. Their answers are shown in the table alongside.

- The most commonly mentioned advantages of raising money through gambling were funds for community projects and/or general benefits to the community (32%), support for sports teams and/or purchase of sports equipment (24%) and funds for non-profit, charity organisations and clubs (23%).
- Females were more likely than males to mention the benefits to schools, kindergartens and funding for other educational purposes from money raised through gambling, while males were more likely to mention help for sports teams.
- People aged 18 to 24 years were more likely than people of other ages to mention funds for community projects or general benefits to the community from funds raised through gambling.
- People aged 25 years and over were more likely than people of other ages to mention help for sports teams and funds for non-profit organisations as benefits.

What are those advantages? Top 10 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Funds for community projects / benefits the community	33	31	23	51	25	34	27	31	28	33	32
Helps sports teams / funds sporting equipment	27	21	17	8	28	25	30	22	8	24	24
Funds for non-profit organisations / charities / unspecified clubs	22	24	17	16	27	22	19	10	15	25	23
Raises money / fundraising / sponsorships (unspecified)	18	15	14	15	19	15	18	23	18	16	17
Grants to schools / kindergartens / for education purposes	7	16	9	11	14	10	18	10	5	12	12
Aids medical research / provides medical equipment	4	7	3	2	6	6	4	4	9	5	5
Benefits worthwhile causes / money for good causes	5	5	5	4	5	6	5	2	7	5	5
Provides activities / facilities for youth	5	5	4	4	7	4	9	7	1	5	5
Funds for building projects / facilities	5	3	11	9	4	2	6	11	5	3	4
Helps disadvantaged / less fortunate / needy people	3	4	9	4	4	3	2	11	6	4	4
Base	553	631	105	108	474	497	305	129	147	602	1184

* Multiple responses allowed

- People of European / Other ethnicity more commonly said that funds for non-profit organisations were an advantage of raising money through gambling, compared with people of all other ethnicities.
- Pacific peoples were more likely than people of all other ethnicities to mention raising money, funds for building projects and help for the disadvantaged.
- Asian peoples were less likely than people of all other ethnicities to mention help for sports teams, grants to schools / kindergartens / education, and provides facilities for youth, but more likely to mention that fundraising through gambling aids medical research / equipment.

The main advantages mentioned by people were as follows:

Funds for community projects / benefits the community (mentioned by 32% of respondents who could think of advantages)

...

“Could help certain community groups that are fundraising.”

“Giving money back to the community instead of profiteering themselves.”

“It helps community projects.”

“Local organisations can apply for grants to use locally.”

“Money going back into community which benefits everyone.”

“Pokies give money to the community, so does Lotto.”

“You can get grants from Lotto for community projects.”

“Little communities with a small population have difficulty fundraising so Lotteries give an opportunity for an alternative source of fundraising.”

Helps sports teams / funds sporting equipment (24%) ...

“Enabling a sports club to start up by getting money from those people, getting sponsorship to supply a sports team with what they need for that season.”

“Helps sporting clubs and teams gain that extra money to help their funding costs eg, uniforms and trips.”

“Lottery money goes to sports - a good cause that gets kids into sports and stuff.”

“Mainly sport, taking over from tobacco.”

“Some sports like rugby, if they sponsor they could go to overseas to play games, through them they can promote sports here in New Zealand.”

“Sports clubs get Lotto grants.”

“Being able to supply funds or equipment for our sports people in New Zealand.”

Funds for non-profit organisations / charities / unspecified clubs (23%) ...

“A lot of clubs, that are not subsidised, benefit.”

“Charitable trusts gain funds.”

“Clubs and organisations can apply for grants.”

“Helps smaller organisations.”

“Just non-profit organisations being able to access funds.”

“Money to charity.”

“Paying off the club’s bills, raising money for clubs.”

“Raising money for non-profit organisations.”

Raises money / fundraising / sponsorships unspecified (17%) ...

"Can raise a large amount of money."

"Cash grants."

"Cuts down the fundraising time and effort, amounts given would take a lot of cake stalls."

"Good way of fundraising."

"It's a sure way of making a lot of money, it's guaranteed."

"It is another access to a fund."

Grants to schools / kindergartens / for education purposes (12%) ...

"Community grants for playcentre."

"Having money to buy stuff for schools."

"They do fundraising for camps for schools."

"Our school can get grants."

"Money going to help schools."

"Money for education."

"Community-based education."

Aids medical research / provides medical equipment / benefits health services (5%) ...

"Can do something to help people who are sick."

"Health promotions, like child cancer, breast cancer which are common in New Zealand."

"Fundraising for health, children's hospital."

"Providing medical equipment."

"Funds for immunisation."

"Contribute money to Cancer Foundation, give money for research on diseases."

"Plunket gets money."

Benefits worthwhile causes / money for good causes (5%) ...

"Give money to good causes."

"Helps raise money for good things."

"It allows money to be spent on worthy causes."

"Proceeds going to good causes."

"Some of it comes back to a worthwhile cause."

"Some of the money is used for good purposes."

Provides activities / facilities for youth (5%) ...

"Funding for youth groups."

"Like to see it going to young people if possible."

"Funds organisations to help children."

"Assisting children to get new playground equipment in the community."

"New playgrounds and community centre for kids to go to, so they are not roaming the streets."

"For community groups liaising with children to keep them off the streets, they provide after school and holiday programmes."

Funds for building projects / facilities (4%) ...

"Helps build our facilities."

"Building theatres, swimming pools, sports grounds."

"A lot of places wouldn't be able to do upgrades and things needing to be done if they didn't receive a Lottery Grant."

"Build new town halls."

"Building things, benefits facilities."

Helps disadvantaged / less fortunate / needy people (4%) ...

"Disadvantaged people can be helped and funding can be given for various needs."

"Grants for needy."

"Welfare."

"Food for the foodbank."

"They take money from people who can afford it and take it to the people who can't afford it."

"Help for families for Christmas."

"Buying supplies for families."

"Helps families that need help."

"Like fundraising for people whose houses have burnt down."

"Give funds to the poor people for a better life style."

"Disadvantaged kiddies."

Other advantages given by less than 4% of people were:

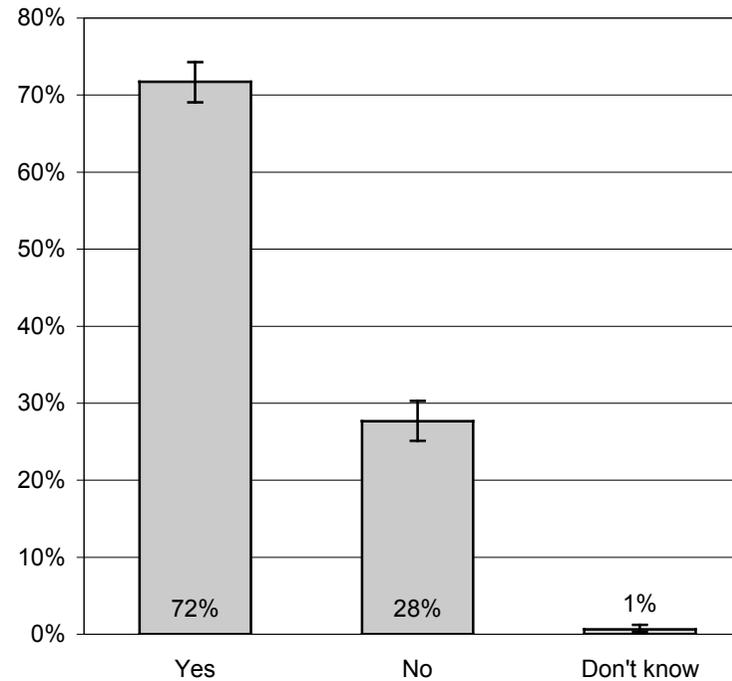
- helps specified service groups,
- funds special events,
- source of entertainment / socialising,
- funds cultural groups / cultural events / arts and crafts / performing arts,
- another form of tax / provides tax revenue,
- helps people with special needs,
- helps with problem gambling / gambling addiction / gambling education,
- creates employment,
- provides activities / facilities for elderly,
- funding / help for church groups,
- funds for Maori / Marae / Kohanga Reo,
- other.

4.3 Are there disadvantages for the community from raising money from gambling?

Everyone was asked whether they could think of any disadvantages for the community from raising money from gambling.

Over seven-tenths (72%) of people could think of disadvantages for the community from raising money from gambling, while just over one-quarter (28%) could not. One percent (1%) of people said that they did not know if there were any disadvantages.

Can you think of any disadvantages for the community from raising money from gambling?



Unweighted base=1973 – all respondents.

- People aged 25 years and over were slightly more likely than younger people to be able to think of disadvantages for the community.
- Asian peoples and European / Others were slightly more likely than Maori and Pacific peoples to be able to think of disadvantages for the community.
- People who live in families with no children were less likely than people living in all other types of household to think of disadvantages.
- “Non-gamblers” and “infrequent gamblers” were slightly more likely to be able to think of disadvantages to the community, compared with “frequent non-continuous” and “frequent continuous gamblers”.

Can you think of any disadvantages for the community from raising money from gambling?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	71	73	66	63	75	73	62	67	72	73	72
No	29	27	33	35	25	27	38	33	28	26	28
Don't know	<1	1	2	1	1	<1	<1	<1	<1	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	75	72	68	71	73	74	57	73	72
No	25	27	32	28	27	26	41	25	28
Don't know	-	1	<1	1	<1	<1	2	2	1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	74	74	66	62	74	75	71	67	71	72
No	25	26	34	35	25	25	29	32	29	28
Don't know	2	<1	<1	3	2	1	<1	1	-	1
Base	404	1128	331	110	404	554	502	287	226	1973

4.4 Disadvantages of raising money through gambling

People who could think of disadvantages for the community from raising money from gambling were asked what these disadvantages are. Their answers are shown in the table alongside.

- The most commonly mentioned disadvantages for the community of raising money through gambling were people experiencing financial problems (34%), gambling addiction (28%) and family / relationship problems and break-ups (20%).
- Pacific peoples were more likely to mention people spending or losing too much money or having financial problems from gambling, and gambling causing family or relationship problems, compared with people of all other ethnicities.
- Females were more likely than males, and European / Others were more likely than people of all other ethnicities, to mention gambling addiction as a disadvantage for the community of raising money through gambling.
- People aged 15 to 17 years were less likely than people aged 18 years and over to mention family / relationship problems, the community suffering and certain types of people being taken advantage of.

What are those disadvantages? Top 10 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
People spend money they don't have / lose money / financial problems / no money for bills	36	33	39	39	30	37	34	48	40	33	34
Results in gambling addiction / people don't know when to stop	23	32	22	29	31	25	22	18	19	30	28
Causes family / relationship problems / break-ups / children suffer	21	19	8	19	20	22	22	30	21	19	20
Encourages gambling / promotes gambling / makes gambling acceptable	12	16	18	11	18	11	13	10	18	14	14
Takes advantage of certain types of people / offers false hope	9	7	1	5	9	9	6	7	4	9	8
Funds from others' misfortune / not a good way to get money	7	10	7	7	9	8	7	6	11	8	8
Community suffers / breaks down / social cost	9	5	3	7	9	6	5	11	4	7	7
People led astray / turn to crime to fund gambling	5	3	4	1	4	4	5	3	6	3	4
Harms / destroys lives	4	4	2	1	3	5	6	2	4	3	4
Leads to health / mental health problems / alcoholism / drug use	4	3	1	1	4	4	4	6	2	4	4
Base	633	754	131	140	567	549	309	180	246	652	1387

* Multiple responses allowed

- People aged 25 to 44 years were less likely than people of other ages to mention people spending or losing too much money, while those aged 15 to 17 years and 25 to 44 years were more likely than people of other ages to say that raising money through gambling encourages gambling or makes it acceptable.

The main disadvantages given by people were as follows:

People spend money they don't have / lose money / financial problems / no money for bills (mentioned by 34% of respondents who could think of disadvantages) ...

"Deprives people of money for food, clothes."

"For me it would be nothing to spend half my pay on gambling, but some people cannot afford that, people live outside their means."

"If the money is used for gambling, where do people get money to feed children or pay bills?"

"Losing their own money, the whole damned lot."

"People sell their house and losing everything."

"People who can ill afford to do it, you see the repercussions when people do it who can't afford it and end up with huge debts."

"People would rather gamble than buy food for the family."

"Can cause bankruptcy."

Results in gambling addiction / people don't know when to stop (28%) ...

"Encourages addiction to gambling."

"Families that are betting too much get hooked on it."

"Gambling addictions, some people don't know enough is enough."

"It can be quite addictive."

"It has become a disease, people get addicted to it"

"People get in over their heads and become problem gamblers and they tell me it is getting worse."

"Some people might take the game too seriously, they might develop a problem from it."

"The high rate of problem gambling in New Zealand."

Causes family / relationship problems / break-ups / children suffer (20%) ...

"Breaks up families."

"Family time gets affected."

"Matrimonial disputes."

"What it does to the family and household even to the point that it breaks the family up."

"Family pressures, relationship difficulties."

"Affects the children."

"Keeps a lot of parents away from their children."

"Neglected children, they're off at casino instead of spending time with children."

Encourages gambling / promotes gambling / makes gambling acceptable (14%) ...

"Can be used as an excuse to justify their gambling."

"Endorses gambling to be alright, disguises it as a pastime."

"It doesn't send a very good message, because we promote these games, by accepting these funds we might encourage gambling."

"It encourages people to gamble, to make it seem more normal."

"Makes people more aware of gambling."

"Promotes gambling, it makes it more appealing to you because even if they do lose, they think that the money will go back to the community and do some good."

"Anything that encourages gambling is wrong."

"Raising money from gambling provides an extra social sanction."

Takes advantage of certain types of people / offers false hope (8%) ...

"Preying on vulnerable people who think there is a pot of gold."

"Takes advantage of weak willed."

"Taking advantage of poor people."

"Feeds off people who can't control it."

"Gambling offers people false hope."

"Makes them believe in luck, rather than hard work."

"People pin their hopes on something that is unlikely to eventuate."

"Exploitation of some people."

Funds from others' misfortune / not a good way to get money (8%) ...

"I don't think the community should benefit from people's gambling habits."

"It takes money from people who can't afford it in the first place in a lot of instances."

"People lose money for people to gain it."

"Receiving funds from the misfortune of people who gamble."

"Hypocrisy of relying on gambling for social good when people have social problems caused by gambling."

"Money for charity should be raised in non-detrimental ways."

"Someone has to lose money to give for charities, which is not a good way to give funds to others."

"There has to be a better way to raise funds than gambling."

Community suffers / breaks down / social cost (7%) ...

"Numerous social problems."

"The cost of rehabilitation to society, less resources to education and health."

"Causes low socio-economic community, can cause problems in community."

"Taking money from the community."

"Breaking down of social ties."

"Society has to pick up the tab."

"There are a lot of ill social effects from gambling."

People led astray / turn to crime to fund gambling (4%) ...

"It leads a lot of people astray."

"People can go to jail because of their addiction."

"White collar thieves."

"Crime."

"Creating criminal tendencies amongst high gamblers."

"Violence, theft."

"Turn to robbery and stealing things or criminal things to get money for gambling."

"Can cause crime."

"Criminal activities, especially for young people."

"Stealing from employers."

"Can lead to murders."

"People steal to get money, break the law."

Harms / destroys lives (4%) ...

"People lose their lives."

"That's just their whole life down the drain."

"Harms some gamblers."

"It creates people's misery for the big losers, that is specific to gaming machines that are much more insidious."

"People get much misery from gambling."

"It destroys peoples lives."

Leads to health / mental health problems / alcoholism / drug use (4%) ...

"Alcohol."

"They can start drinking."

"People loitering around the streets drunk."

"Health risk."

"Can lead to suicide."

"Drugs, use of P drugs."

"Stress."

"Causes other addictions, breakdowns, suicide."

"Mental problems."

"Detrimental to people's health."

"Drugs can be a problem."

"It's stressful."

Other disadvantages given by less than 4% of people were:

- not all funds go back to community,
- gambling is bad / immoral,
- grants may not be distributed fairly / to the right people,
- misappropriation of money raised through gambling,
- community comes to rely on funding,
- encourages young people to gamble,
- causes more harm than good,
- causes unemployment / work problems,
- a waste of time,
- other.

4.5 Does raising money through gambling do more good than harm, or more harm than good, in the community?

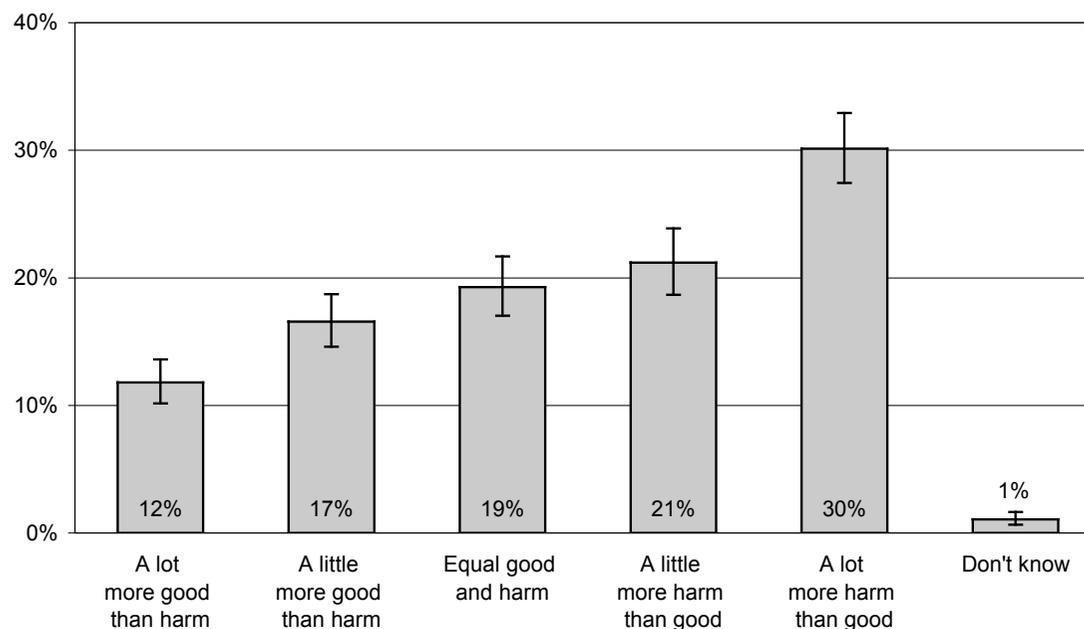
Adults and young people were asked whether raising money through gambling does more good than harm, or more harm than good, in the community.

Over one-half (51%) of people felt that raising money through gambling does more harm than good, with 30% saying it *does a lot more harm than good* and 21% saying it *does a little more harm than good*.

Almost one-fifth (19%) of people said that raising money through gambling *does equal good and harm* in the community.

Over one-quarter (28%) of people said that it does more good than harm, with 17% stating it *does a little more good than harm* and 12% saying it *does a lot more good than harm*.

Do you think raising money through gambling does more good than harm, or more harm than good, in the community?



Unweighted base=1973 – all respondents.

- People aged 18 years and over had a greater tendency, compared with people aged 15 to 17 years, to say that raising money through gambling does a *lot more harm than good* in the community.

- Asian and Pacific peoples were more likely than Maori and European / Others to say that raising money through gambling does a *lot more harm than good* in the community.

- People living in more deprived areas were more likely than those living in the least deprived areas to think that gambling does a *lot more harm than good* in the community.

- People aged 25 and over were more likely than those aged 15 to 24 years to say that gambling does a *lot more good than harm* in the community.

- People living in “other households” were less likely to feel that gambling does a *lot more good than harm* in the community, compared with people living in all other types of household.

Do you think raising money through gambling does more good than harm, or more harm than good, in the community?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
A lot more good than harm	13	10	8	4	13	14	11	9	9	12	12
A little more good than harm	18	15	18	14	15	19	15	12	10	18	17
Equal good and harm	17	21	19	26	21	16	27	20	13	19	19
A little more harm than good	23	20	31	27	21	19	22	15	21	22	21
A lot more harm than good	29	32	21	29	30	32	25	43	45	29	30
Don't know	<1	2	3	<1	1	1	1	2	2	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
A lot more good than harm	13	13	9	17	13	11	12	5	12
A little more good than harm	19	15	17	19	19	16	14	12	17
Equal good and harm	18	19	22	16	18	20	23	21	19
A little more harm than good	24	22	16	18	19	21	23	33	21
A lot more harm than good	25	31	35	30	31	31	27	28	30
Don't know	1	1	1	1	1	1	1	1	1
Base	463	747	763	253	428	1001	156	132	1973

- “Non-gamblers” were more likely than all types of gamblers to say that gambling does a *lot more harm than good* in the community.
- Similarly, those who have not taken part in any gambling activities in the last 12 months were more likely than those who had done so to feel that gambling does a *lot more harm than good* in the community.
- “Frequent continuous gamblers” were more likely than other types of gamblers and “non-gamblers” to say that gambling does a *lot more good than harm* in the community.

Do you think raising money through gambling does more good than harm, or more harm than good, in the community? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
A lot more good than harm	9	11	15	20	9	11	13	13	14	12
A little more good than harm	8	17	24	20	8	17	17	21	24	17
Equal good and harm	12	20	24	24	12	17	22	25	20	19
A little more harm than good	27	23	13	13	27	21	20	18	18	20
A lot more harm than good	44	29	24	15	44	32	27	23	22	30
Don't know	1	1	1	7	1	1	1	1	1	1
Base	404	1128	331	110	404	554	502	287	226	1973

5. KNOWLEDGE ABOUT GAMBLING HARM

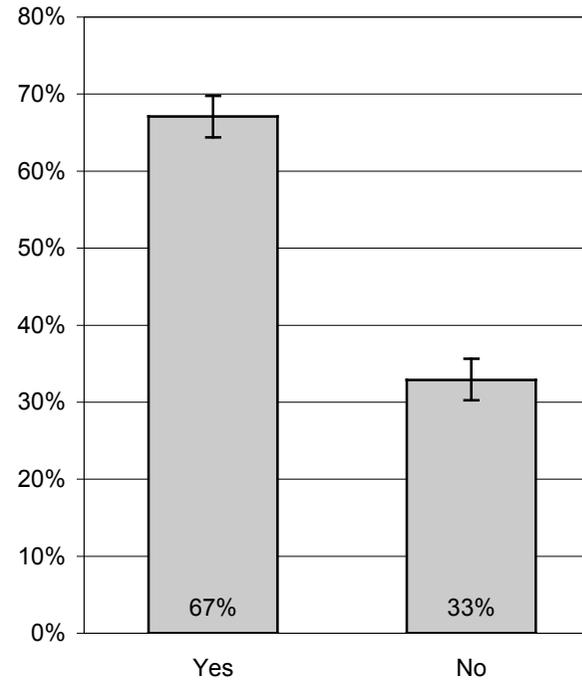
5.1 Extent to which people can identify signs of harmful gambling

5.1.1 Can you describe the signs that a person is gambling at a harmful level?

Everyone was asked whether they could describe the signs that a person is gambling at a harmful level.

Two-thirds (67%) of people thought that they could describe these signs, while 33% said that they could not describe the signs that a person is gambling to a harmful level.

Can you describe the signs that a person is gambling at a harmful level?



Unweighted base=1973 – all respondents.

- People in the youngest age group, 15 to 17 years, and those aged 25 to 44 years were slightly more likely to say that they could identify signs that a person is gambling too much, compared with people of other ages.

- Pacific peoples and Maori were slightly more likely than Asian peoples and European / Others to say that they could identify signs of harmful gambling.

- People who live in families, both with and without children, were slightly more likely to say that they could identify signs of harmful gambling, compared with people who live in all other types of household.

Can you describe the signs that a person is gambling at a harmful level?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	66	68	73	67	73	62	71	75	65	66	67
No	34	32	27	33	27	38	29	25	35	34	33
Don't know	-	-	-	-	-	-	-	-	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	65	68	69	60	59	74	72	64	67
No	35	32	31	40	41	27	28	36	33
Don't know	-	-	-	-	-	-	-	-	-
Base	463	747	763	253	428	1001	156	132	1973

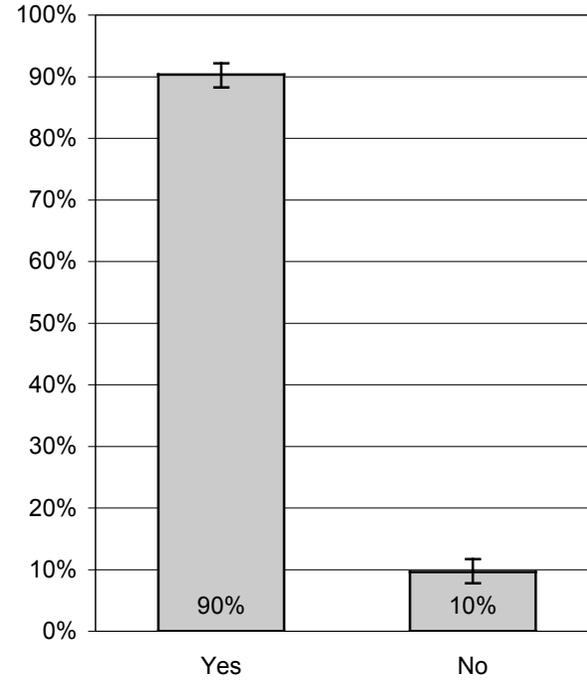
	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	63	69	65	62	63	63	72	71	67	67
No	37	31	35	38	37	37	28	30	34	33
Don't know	-	-	-	-	-	-	-	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

5.1.2 Can you think of any ways that gambling too much might affect a person and their household?

Everyone was asked whether they could think of ways that gambling too much might affect a person and their household.

Nine out of ten (90%) people could think of ways that gambling too much might affect a person and their household, while 10% said that they could not.

Can you think of any ways that gambling too much might affect a person and their household?



Unweighted base=1973 – all respondents.

- There was little variation in the proportion of males, females and people of different socio-economic circumstances who could think of ways that gambling too much might affect a person and their household.
- People who had taken part in two or more gambling activities in the last 12 months were slightly more likely than those who had taken part in only one or no gambling activities to be able to think of ways that gambling too much might affect a person or their household.

Can you think of any ways that gambling too much might affect a person and their household?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	90	91	91	88	91	90	90	86	86	91	90
No	10	9	9	12	9	10	10	14	14	9	10
Don't know	<1	-	-	-	<1	-	-	1	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	92	90	89	91	89	91	93	89	90
No	8	10	11	9	11	9	7	11	10
Don't know	-	-	<1	-	-	<1	-	-	-
Base	463	747	763	253	428	1001	156	132	1973

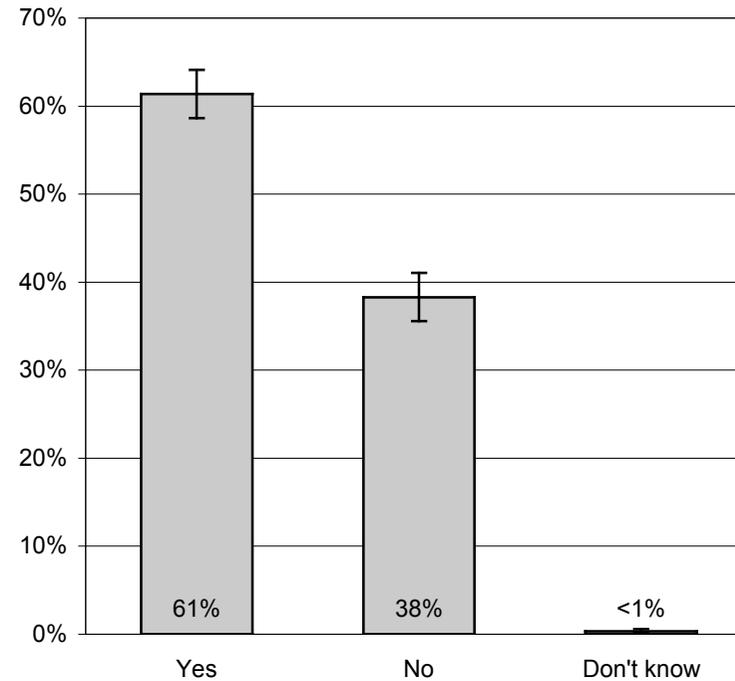
	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	87	91	90	91	87	87	93	93	95	90
No	13	9	10	9	13	13	7	7	5	10
Don't know	<1	-	-	<1	<1	-	<1	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

5.1.3 Can you think of any consequences for the wider community and those who live there?

Everyone was asked whether they could think of consequences that gambling may have for the wider community and those who live there.

Over three in five (61%) people could think of ways that gambling too much might affect the wider community and those people living in it, while 38% said that they could not. Less than 1% of people said that they did not know if there were any consequences for the wider community.

Can you think of any consequences for the wider community and those who live there?



Unweighted base=1973 – all respondents.

- Males were slightly more likely to think of consequences for the wider community than females.
- People aged 25 years and over were more likely than those aged 15 to 24 years to be able to think of consequences for the wider community.
- People of European / Other ethnicity were slightly more likely to be able to think of consequences for the wider community, compared with people of all other ethnicities.
- People living in families with no children were less likely than people living in all other types of household to be able to think of consequences for the wider community.

Can you think of any consequences for the wider community and those who live there?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	65	59	34	38	66	68	55	52	53	64	61
No	35	41	65	61	34	32	45	46	45	36	38
Don't know	<1	<1	1	1	<1	<1	<1	2	2	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	62	62	61	63	66	61	47	65	61
No	38	38	39	37	34	39	52	35	38
Don't know	<1	<1	1	-	<1	1	1	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	58	62	64	59	58	60	64	62	61	61
No	41	38	36	41	41	39	36	38	39	38
Don't know	1	<1	<1	-	1	<1	<1	<1	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

5.2 Extent to which people can identify signs and effects of harmful gambling

5.2.1 Signs that a person is gambling at a harmful level

People who said they could describe the signs that a person is gambling at a harmful level (67% of all respondents) were asked what these signs are. Their answers are shown in the table alongside.

- The most commonly mentioned signs that a person is gambling at a harmful level were financial problems (41%), not paying household bills and expenses (25%), and being obsessed with, or addicted to, gambling (24%).
- Females were more likely than males to mention a range of signs that a person is gambling at a harmful level. These included not paying household bills/expenses, being deceitful or secretive and keeping odd hours or coming home late.
- People aged 18 years and over were more likely than those aged 15 to 17 years to mention not paying household bills and expenses as a sign that a person is gambling at a harmful level.
- People aged 45 years and over were less likely than those aged 15 to 44 years to mention being obsessed with gambling or keeping odd hours.

What are the signs a person is gambling at a harmful level? Top 10 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Financial problems / lack of money / debt / living beyond their means	38	44	40	46	45	37	27	36	39	44	41
Not paying household bills / unable to pay for food and rent	18	30	10	22	22	30	28	27	11	25	25
Obsessed with gambling / addicted / always gambling / gambling more frequently / gambling large amounts	26	23	29	35	25	20	20	18	23	25	24
Anxious / paranoid / nervous / stressed	19	21	25	15	24	18	17	27	12	21	20
Asking to borrow money / family bailing them out / trying to get more money	22	19	19	27	22	17	23	27	19	20	20
Lying / deceitful / secretive	13	26	6	11	23	23	26	12	5	22	20
Keeping odd hours / coming home late	6	17	19	16	15	7	10	10	4	13	12
Marriage problems / break-ups / relationship problems / family difficulties / arguments	11	11	3	3	11	14	10	20	18	9	11
Stealing / money missing / crime	8	12	4	7	13	8	8	6	10	10	10
Angry / aggressive	9	8	8	11	10	6	12	14	6	7	8
Base	603	749	141	143	573	495	357	191	219	585	1352

* Multiple responses allowed

- People aged 18 to 24 years more commonly mentioned asking to borrow money, and those aged 25 to 44 years were more likely to mention stealing or money missing, compared with people of other ages.
- People aged 25 years and over were more likely than those aged 15 to 24 years to mention being deceitful or secretive and marriage problems / break-ups / family difficulties.
- Maori were less likely than people of all other ethnicities to mention financial problems.
- Asian peoples less commonly mentioned not paying household bills and keeping odd hours / coming home late than people of all other ethnicities.
- Pacific peoples were more likely than people of all other ethnicities to mention a person being anxious, paranoid or stressed.
- Pacific peoples and particularly Maori and European / Others were more likely than Asian peoples to mention being deceitful or secretive.
- Pacific and Asian peoples mentioned marriage or relationship problems more frequently than Maori and European / Others.
- Maori and Pacific peoples were more likely than Asian peoples and European / Others to mention a person being angry or aggressive as a sign that a person is gambling at a harmful level.

The main signs that a person is gambling at a harmful level given by people were as follows:

Financial problems / lack of money / debt / living beyond their means (mentioned by 41% of respondents who could think of signs) ...

“Debt collectors are visiting, eviction from house, car gets taken.”

“Financial problems.”

“Poverty.”

“Spend too much money.”

“They are broke.”

“They haven’t got any money in the bank.”

“He has lost all his money.”

“Not having money on pay day.”

“Overspending, getting themselves into debt.”

Not paying household bills / unable to pay for food and rent (25%) ...

“No money left to pay the bills, power, rates, groceries.”

“They wouldn’t be able to pay some of their accounts and bills, because they have gambled away some of their money.”

“When they have not got basic things in their house, milk etc.”

“When they have spent their rent money and food money and written cheques out for money not available.”

“There is no food in the cupboards.”

“They are still gambling when they can’t afford the basics.”

Obsessed with gambling / addicted / always gambling / gambling more frequently / gambling large amounts (24%) ...

"Always talking about it."

"Don't want to do other things, thinking of gambling all the time."

"Frequency of visits to betting agencies."

"I think the length of time a person stays at the machine, some people stay all day."

"Looking for new places to go to gamble."

"Obsessed."

"The amount they bet and how often they bet."

"They seem to be putting too much effort on gambling, less concerned with other matters."

"They become addicted and have to go frequently."

Anxious / paranoid / nervous / stressed (20%) ...

"Level of anxiety very noticeable."

"Person seems stressed."

"Stress, nervous around other people."

"They look stressed out."

"They would be anxious."

"Start fidgeting."

"Pretty tense."

"Tension, stress and anxiety."

"Edgy."

Asking to borrow money / family bailing them out / trying to get more money (20%) ...

"Asking for loans."

"People will come to you for a handout to borrow money."

"Into Work and Income asking for grants."

"If someone is borrowing money that doesn't normally borrow money."

"Borrowing excessively from friends or more frequently."

"Family members bailing them out."

Always around here looking for money."

"Getting loans to gamble."

Lying / deceitful / secretive (20%) ...

"Sneaking around, making lame excuses."

"When they become chronic liars."

"I would say they are deceptive, they become very good liars."

"Lying to partner."

"Dishonest in their jobs."

"People become sneaky."

"Going out to gamble secretly."

"Lying or being untruthful about where the money's gone."

"Lying to family."

Keeping odd hours / coming home late (12%) ...

"They could be staying out evenings and not come home."

"Not home very often."

"When she is all dressed up ready to go out in the afternoon."

"If the person goes out at night and comes home in early morning hours."

"Not keeping regular hours."

"A relative goes to Auckland to the casino on Friday, you won't see her until Monday."

"Go to shop and come back five hours later."

"They say they will be home and they don't come home for hours."

"Out at odd hours or for extended periods."

Marriage problems / break-ups / relationship problems / family difficulties / arguments (11%) ...

"When the family starts to suffer."

"Can damage relationships."

"Household is at rock bottom."

"Marriage can break up."

"Family unhappy."

"Family conflicts start."

"Family life suffers."

"Breakdown in family relationships."

"Relationship problems."

Stealing / money missing / crime (10%) ...

"Stealing from loved one."

"Theft from family."

"Stealing money from work."

"They might commit fraud."

"Money going missing from other people's purses, accounts or whatever in the household, theft from workplace."

"Money and things disappearing."

"Turning to crime to pay for their habit."

"In trouble with the law."

Angry / aggressive (8%) ...

"Irritable, angry."

"Quick temper."

"They get nasty and ugly."

"Can become quite aggressive about not winning."

"Getting angry more often."

"People getting wild with the machines and thumping them."

"Getting angry really easily, swearing at you, losing patience too quickly."

Other signs given by less than 8% of people were:

- depressed / unhappy / suicidal / desperate,
- selling possessions / pawning property,
- not looking after themselves / lacking sleep / not eating,
- behaviour change / change in personality / mood swings,
- children suffer / children neglected,
- withdrawn / detached / isolating themselves / unsociable,
- drinking and smoking / smoking more / alcoholism / drugs,
- work suffers / don't have a job,
- fluctuating income,
- violence / hit children / abuse,
- denial,
- neglecting other responsibilities / commitments,
- talks about gambling wins / losses,
- other.

5.2.2 Ways that gambling too much might affect a person and their household

People who said they could think of ways that gambling too much might affect a person and their household (90% of all respondents) were asked to describe these ways. Their answers are shown in the table alongside.

- A wide range of ways that gambling too much might affect a person and their household were mentioned, the most common of which were financial hardship (40%), household bills and expenses not being met (38%), break-ups of marriages and families (18%), and relationships being affected (17%).
- People aged 18 to 24 years were more likely than people of other ages to mention financial hardship as a way in which gambling too much might affect a person and their household.
- People aged 25 years and over were more likely than people aged 15 to 24 years to mention household bills not being paid and marriage break-ups.
- People aged 15 to 44 years more commonly mentioned people never being at home or staying out late, compared with those aged 45 years or over.

What are the ways that gambling too much might affect a person and their household? Top 12 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Lack of money / financial hardship / debt / bankruptcy	39	41	36	55	41	35	29	36	48	41	40
Household bills not paid / no money for food and rent	39	37	34	33	39	39	47	39	26	38	38
Broken marriages / break up of family	17	19	11	13	18	20	18	23	26	17	18
Strained relationships / affects relationships	18	16	12	20	18	15	13	17	16	17	17
Stress	10	14	8	16	11	12	11	9	6	13	12
Children neglected / children suffer	10	12	5	5	12	12	14	17	9	10	11
Never at home / stay out late / no family time	8	8	12	10	11	5	6	6	5	9	8
Arguments / disputes in household	6	10	7	5	9	9	8	12	12	8	8
Loss of trust and respect / untrustworthy / lying / deceit	6	10	2	2	9	9	8	6	3	8	8
Anger / violence / aggression	8	8	9	2	10	7	10	8	5	8	8
Depression / unhappiness	7	7	2	4	8	7	6	8	2	7	7
Get evicted / lose house	7	6	7	4	8	6	7	3	7	6	6
Base	805	963	174	184	706	704	451	222	293	802	1768

* Multiple responses allowed

- People aged 25 years and over were more likely than those aged 15 to 24 years to mention children being neglected / suffering and loss of trust and respect / deceit.
- Asian peoples were less likely, compared with people of all other ethnicities, to mention household bills and expenses not being paid, while Maori were less likely than other ethnic groups to mention financial hardship.
- Pacific and Asian peoples were more likely than people of other ethnicities to mention marriage break-ups.

The main ways given by people about how gambling might affect a person and their household were as follows:

Lack of money / financial hardship / debt / bankruptcy (mentioned by 40% of respondents who could think of ways) ...

- "They end up with nothing, no money which they worked hard for."*
- "Financial cost."*
- "Lose money."*
- "Shortage of money."*
- "There would be a lot of financial stress."*
- "They become insolvent, go bankrupt."*
- "They run into debt."*
- "They end up broke."*
- "They would be broke all the time."*

Household bills not paid / no money for food and rent (38%) ...

- "Bills don't get paid, power gets cut off."*
- "Bills won't get paid, very little food on the table, clothing at a minimum."*
- "Grocery money is being spent, rent money, hire purchase money."*
- "Lack of money for the essentials, food and rent."*
- "No money for bills, mortgage not paid, not enough money for living."*
- The household wouldn't have the money to meet expenses – school requirements, food, bills."*
- "Unable to provide for their family."*

Broken marriages / break up of family (18%) ...

- "Family structure falls down."*
- "Could cost their marriage."*
- "Maybe the whole family will break up."*
- "Split a couple up."*
- "Breakdown of family, marital relationships."*
- "Broken family."*
- "Could destroy family."*
- "End up divorced."*

Strained relationships / affects relationships (17%) ...

- "Tension between family members."*
- "Strained relationships."*
- "Marriage disharmony."*
- "Puts a strain on personal relationships."*
- "Affects relationships."*
- "Could put pressure on the relationship between your wife or partner."*
- "Relationship problems may start."*

Stress (12%) ...

- "Fair amount of stress in the place."*
- "High stress levels."*
- "It would make their family worried."*
- "Stressed out, family stress."*
- "It could create stress for partners."*
- "There would be a lot of stress in the home."*
- "Extra stress."*
- "I don't think they would be calm."*

Children neglected / children suffer (11%) ...

"Leave kids in cars outside unattended, leave kids in malls while they go to the pub."

"Telltale signs are looking at the kids ie, way they look, their behaviour, you can see neglect there."

"Children doing less well at school."

"Children suffer."

"Kids deprived."

"Children don't get care, time, attention, food, clothing."

"Kids miss out on being brought up better."

"Kids get taken by CYFS, kids miss out on trips from school, sports they want to do."

Never at home / stay out late / no family time (8%) ...

"If they are doing it all the time, they are not spending time with their family."

"Being out late at night."

"Never at home."

"Not spending much time with their family."

"Steals away their family time and takes away their quality of life in their family."

"The family may not see each other that much."

"No time at home."

"Being away a lot from the family."

Arguments / disputes in household (8%) ...

"Fights with wife."

"Family disputes."

"Arguing about gambling."

"Arguing, arguing over money all the time."

"Lots of arguments."

"Fights in the family."

"Starts making trouble at home, picking a fight."

Loss of trust and respect / untrustworthy / lying / deceit (8%) ...

"Behaviour might involve lying to spouse about money."

"Causes distrust."

"Dishonesty."

"Usually there is deception involved as well."

"You would lose respect for the person, cease to trust him."

"They become secretive."

"Deceit, lying."

"Lowering respect for that person or their loved ones."

Anger / violence / aggression (8%) ...

"Domestic violence."

"Abuse."

"A gambler may become violent towards their family and friends."

"The person gets angry."

"Aggressive behaviour."

"They might end up beating their children, they might get angry and violent because they can't go to the pub to play pokies."

"Get abusive in public."

"The child cops it and the woman cops it and the dog too."

Depression / unhappiness (7%) ...

"Leads to unhappiness."

"Bouts of depression."

"Depression, suicidal thoughts."

"Other family members might get depressed."

"They will get upset and depressed."

"Household sad, disturbed."

"Causing unhappiness in the home."

Get evicted / lose house (6%) ...

"Lose their house."

"They can get evicted."

"They would eventually be putting their house on the market."

"Mortgagee sale."

"You would have to sell your house."

"Some people might have their house taken."

"Homelessness."

Other ways given by less than 5% of people were:

- loss of assets / personal assets / assets repossessed,
- lose friends / become withdrawn,
- lose everything / devastating for the household,
- change in behaviour / personality / emotional changes,
- burglary / stealing / criminal activity,
- life is taken over / gambling put ahead of responsibilities,
- loss of job / livelihood / unable to work / affects work,
- not looking after themselves / poor appearance / poor health,
- need to borrow money / remortgage their house,
- alcoholism / drinking / drug abuse,
- grumpy / bad-tempered,
- sets a bad example to others,
- loss of self-esteem / confidence,
- other.

5.2.3 Ways that gambling too much might affect the wider community

People who said they could think of consequences of gambling for the wider community (61% of respondents) were asked to describe these consequences. Their answers are shown in the table alongside.

- The most commonly mentioned consequences for the wider community were crime / fraud / strain on the justice system (46%), families and households suffering (17%), and financial problems in the household (17%).
- Males more commonly mentioned crime / fraud / strain on justice system and families / households suffering than females, while females more commonly mentioned aggression and violence, children suffering, and social burden.
- People aged 18 years and over were more likely than 15 to 17-year-olds to mention crime / fraud / strain on justice system, family / households suffering and the community suffering.
- People aged 18 to 24 years were more likely to mention financial problems in the household and less money flowing into the community, and less likely to mention aggression and violence, and children suffering, compared with people in other age groups.

What are the consequences for the wider community? Top 10 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Crime / fraud / strain on justice system	52	39	18	41	52	44	50	39	33	47	46
Family / household suffers / breakups	20	14	6	23	19	15	12	11	15	18	17
Financial problems in the household	16	17	18	24	16	16	12	19	14	17	17
Aggression / violence / arguments / fighting	10	15	17	4	15	11	10	22	11	12	12
Use of taxpayer money / supported by government agencies	9	13	5	3	11	13	11	10	11	11	11
Children suffer	7	14	9	2	14	10	13	22	6	10	11
Community suffers / community breakdown	10	9	5	11	10	10	8	21	11	9	10
Community supports them / picks up the pieces	7	7	7	9	7	8	6	5	2	8	7
Social burden / more social services needed	4	8	5	5	7	6	6	5	2	7	6
Less money flowing into community	6	7	7	15	6	5	6	1	6	7	6
Base	536	613	70	75	498	506	276	144	185	544	1149

* Multiple responses allowed

- People aged 25 years and over more commonly mentioned the use of taxpayer money, compared with 15 to 24-year-olds.
- Pacific peoples were more likely than people of all other ethnicities to mention aggression / violence / arguments / fighting, children suffering, and community breakdown.

The main consequences for the wider community mentioned by people were as follows:

Crime / fraud / strain on justice system (mentioned by 46% of respondents who could think of consequences) ...

“Could be theft and those sorts of things, crime will escalate.”

“Credit card fraud is one aspect of gambling.”

“If a desperate person needs money they might do desperate things, robbing, stealing to support it, businessperson siphoning funds off business.”

“If the compulsive gambler turns to stealing to feed the habit then the wider community is affected.”

“Police have to fix damage.”

“Stealing, burglaries, shoplifting, taking mail out of letterboxes.”

“People going to jail.”

“Increase in crime, not able to feel safe and have to lock everything away.”

Family / household suffers / breakups (17%) ...

“Breaks up families.”

“Broken marriages.”

“Family breakdown affects the whole community.”

“Lose the family, children, partner.”

“Affected spouse and children can become problems to community.”

“Higher divorce rates.”

“If it’s causing friction in the family it ripples outwards.”

“People get “known” to be a gambler and the rest of family is judged.”

Financial problems in the household (17%) ...

“Debts, if you are in debt, it’s going to affect other people.”

“If creditors don’t get paid you could lose the house, could become a nuisance in the community trying to borrow money.”

“It makes people poorer.”

“People lend money or give credit and don’t get paid back.”

“People living beyond their means is a community concern.”

“Shelter and welfare not taken care of.”

“People will become poorer and poorer because families are getting poorer and poorer.”

Aggression / violence / arguments / fighting (12%) ...

"Might turn on partner or pick a fight at a pub."
"Abuse across the community."
"Domestic violence."
"Antisocial behaviour."
"Aggression."
"Family violence not too good for environment."
"If there is more aggression then you get domestic violence and things could get worse."
"Increase in violence, antisocial behaviour."

Use of taxpayer money / supported by government agencies (11%) ...

"The state will have to look after them."
"Costs incurred even through taxes to help those people who get into difficulties."
"If they seek help who pays to help them recover? It comes out of our taxes."
"More families requiring government support on dole and DPB."
"Person could end up on the dole and in state housing."
"Someone has to provide, like WINZ or CYFS or Housing New Zealand."
"Could become dependent on welfare."

Children suffer (11%) ...

"Kids at school are not learning properly because they are hungry."
"There will be a lot of unhappy kids."
"Children don't get their needs met."
"CYFS can come and take your kids."
"Impact on development of young people."
"Children becoming dysfunctional which has a large spin off into the wider community."
"The kids would be wandering the streets and get into trouble."
"You have a lost generation, starving kids, you get a kid who is not educated because mother is gambling all the time."

Community suffers / community breakdown (10%) ...

"More dysfunction in community."
"Anything that creates stress in the community is harmful."
"I think it affects everyone even if it's just one family, they are part of the community so it affects everyone there, especially in a small community where everyone knows everyone."
"Wherever you have family and social problems it affects the whole community."
"Diminish togetherness of community."
"Breaks up communities."

Community supports them / picks up the pieces (7%) ...

"Communities having to bail people out."
"Community might have to support them and family financially."
"Community has to pick up the pieces."
"It spreads like a disease because the community ends up by picking up the tab, like feeding children."
"We are the ones who have to pick up the pieces."
"Community might not be able to support them."
"The community feels obligated to help them out."

Social burden / more social services needed (6%) ...

"A lot end up with the Sallies, Women's Refuge has to help the women out, it all costs somewhere."
"Charity organisations have to help them."
"Community social services have to provide food, books for school, clothes from St Vincent de Paul."
"In the end you have to rehabilitate those people in some way or form."
"More social services needed to cope."
"They end up going to social services for help."
"Orphanages, foster homes."

Less money flowing into the community (6%) ...

"They won't be out shopping, it would go somewhere else."

"Cannot pay local bills so locals out of pocket."

"It affects the community, because the community needs the money, not the gaming machines and casinos."

"Less money flowing through the community, going into the gambling machines."

"Local businesses won't get their business because they are spending it gambling."

"Not spending in community."

"Poor community."

"Ultimately it could affect businesses and schools if they don't use their money where it's meant to be going."

"Supermarkets wouldn't be paid for the food that they deliver."

"Locals might have to wait or not be paid,"

"Bad debts could put businesses under."

Other consequences given by less than 6% of people were:

- negative impact on friends and neighbours,
- negative impact on work / workplace,
- mental / emotional problems / alcohol,
- set bad example to others,
- individuals don't contribute to community / less productive,
- health problems / drain on health services,
- dishonesty / lies,
- other.

5.3 Extent to which people are affected by problem gambling

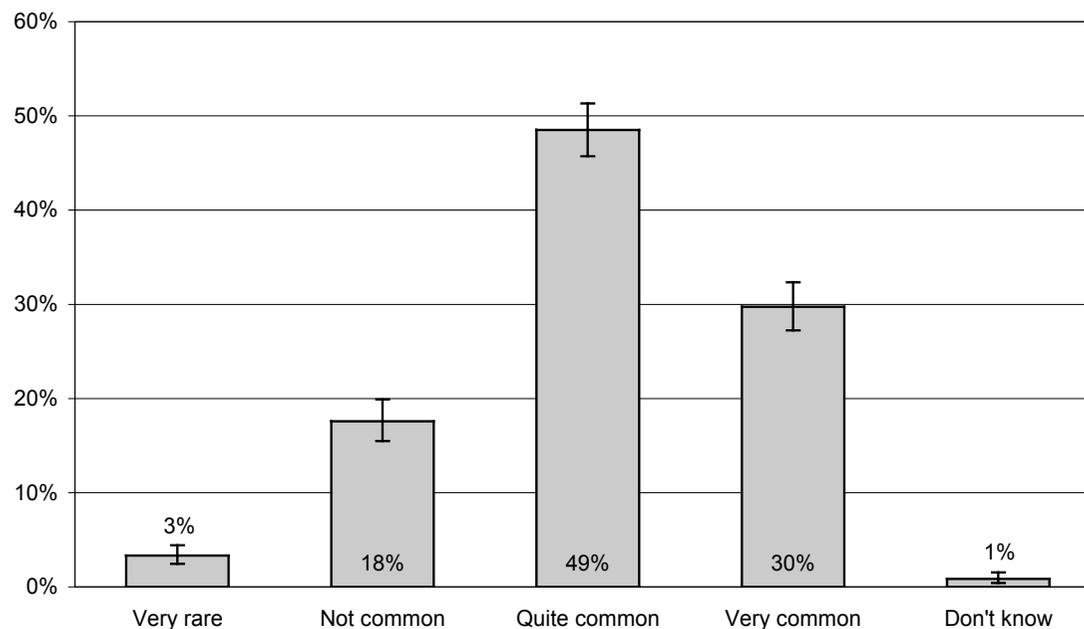
Everyone was asked how common or uncommon it is for people to get into personal or money trouble from gambling.

A small number (3%) of people felt that this was *very rare, but can happen with certain personalities*, while 18% said that it was *not common, does catch the average person every so often*.

Almost one-half (49%) of people said that this was *quite common – even people you would not expect, get into difficulties gambling*. Almost one-third (30%) chose *very common – most suburbs and towns would have quite a few people who have got into difficulties gambling*.

One percent (1%) of people did not know how common or uncommon it is for people to get into personal or money trouble from gambling.

How common or uncommon do you think it is for people to get into personal or money trouble from gambling?



Unweighted base=1973 – all respondents.

- Males were more likely than females to say that it is *very rare* or *not common* for people to get into personal or money trouble from gambling, while females were more likely than males to say that it is *very common*.

- People aged 18 years and over were more likely than those aged 15 to 17 years to say that this was *very common*.

- Asian peoples and European / Others were more likely than Maori and Pacific peoples to say that people getting into personal or money trouble from gambling is *not common*, while Maori and Pacific peoples were more likely to say that it is *very common*.

- People living in the most deprived areas were more likely than those living in other areas to say that people getting into personal or money trouble from gambling was *very common*.

- Saying that people getting into personal or money trouble from gambling was *very rare* was more common among Asian peoples, compared with people of all other ethnicities, and among people living in families with no children, compared with people living in all other types of household.

How common or uncommon do you think it is for people to get into personal or money trouble from gambling?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Very rare	4	2	3	3	4	3	2	4	7	3	3
Not common	22	14	23	16	18	17	10	10	18	19	18
Quite common	48	49	55	47	42	53	42	41	48	50	49
Very common	24	35	18	32	34	27	46	44	28	27	30
Don't know	1	1	1	2	1	1	1	-	1	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Very rare	3	3	5	4	2	4	8	1	3
Not common	20	20	11	18	17	19	14	19	18
Quite common	52	47	47	46	52	46	47	52	49
Very common	25	29	37	31	29	31	30	24	30
Don't know	1	1	1	1	<1	<1	1	5	1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” and “non-gamblers” were more likely than other types of gamblers to feel that it is *very common* for people to get into personal or money trouble from gambling.
- People who had not taken part in any gambling activities in the last 12 months were more likely than those that had done so to feel that it is *very common* for people to get into personal or money trouble from gambling.

How common or uncommon do you think it is for people to get into personal or money trouble from gambling? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Very rare	3	4	3	2	3	3	5	2	3	3
Not common	15	18	20	15	15	19	20	16	16	18
Quite common	42	50	49	47	42	52	45	55	52	49
Very common	39	27	28	34	39	26	30	27	28	30
Don't know	2	1	1	1	2	<1	<1	1	2	1
Base	404	1128	331	110	404	554	502	287	226	1973

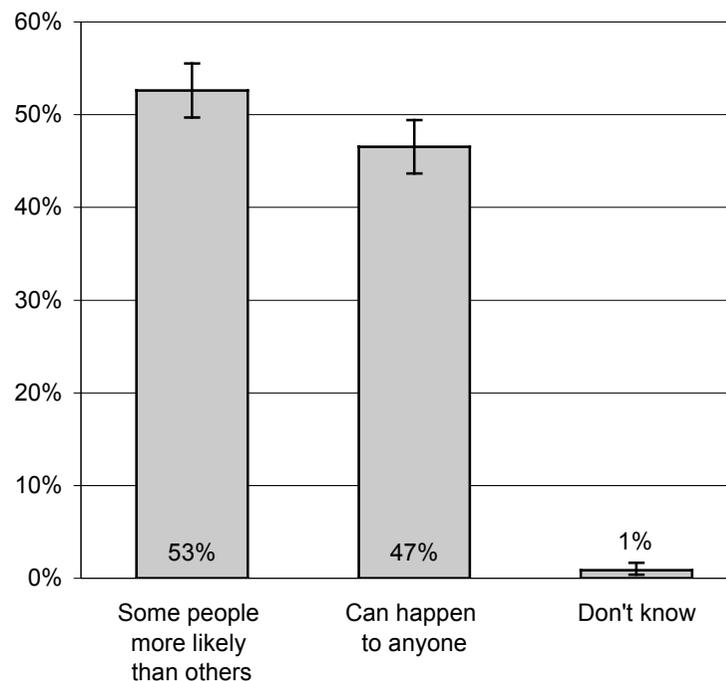
5.4 Views on who is at risk of problem gambling

5.4.1 Are some people more likely than others to overdo their gambling?

Everyone was asked if they thought that some people are more likely than others to overdo their gambling, or whether it is something that can happen to anyone.

Over one-half (53%) of people felt that some people were more likely than others to overdo their gambling, while 47% said that it could happen to anyone. One percent (1%) did not know whether some people are more likely than others to get into trouble gambling.

Do you think that some people are more likely than others to overdo their gambling, or is this something that can happen to anyone?



Unweighted base=1973 – all respondents.

- People aged 45 years and over were slightly more likely, compared with those aged 15 to 44 years, to say that some people are more likely than others to overdo their gambling, and slightly less likely to say that it can happen to anyone.

Do you think that some people are more likely than others to overdo their gambling, or is this something that can happen to anyone?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Some people more likely	53	52	46	50	48	58	31	26	52	58	53
Can happen to anyone	46	47	54	50	51	42	69	74	48	42	47
Don't know	1	1	<1	<1	1	1	1	1	-	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

- Asian peoples and European / Others had a greater tendency, compared with Pacific peoples and Maori, to say that some people are more likely than others to overdo their gambling. Conversely, Maori and Pacific peoples had a greater tendency, compared with Asian peoples and European / Others, to say that it can happen to anyone.

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Some people more likely	61	52	44	60	55	49	42	68	53
Can happen to anyone	38	48	55	39	45	50	58	30	47
Don't know	1	1	1	1	<1	1	-	2	1
Base	463	747	763	253	428	1001	156	132	1973

- People living in the least deprived areas were slightly more likely to say that some people are more likely to overdo their gambling. Those living in the more deprived areas were more likely than people living in the least deprived areas to say that it can happen to anyone.

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Some people more likely	53	53	56	36	53	54	57	45	49	53
Can happen to anyone	47	46	43	62	47	46	42	54	49	47
Don't know	1	1	1	2	1	1	1	1	1	1
Base	404	1128	331	110	404	554	502	287	226	1973

- Those living in “other households” were slightly more likely than those from all other household types of say that some people are more likely than others to overdo their gambling.

- “Frequent continuous gamblers” were more likely, compared with other types of gamblers and “non-gamblers”, to say that this can happen to anyone.

5.4.2 Types of people most likely to overdo their gambling

Respondents who thought that some people are more likely than others to overdo their gambling were asked who these people were most likely to be. Their answers are in the table alongside.

- The types of people who respondents thought were most likely to overdo their gambling were those having no money / who were in low socio-economic groups (42%), who have an addictive personality or other personality trait (30%) and who were weak or easily tempted (16%).
- Males were more likely than females to mention don't have money / low socio-economic groups / poor. Maori and European / Others were more likely to mention these things, compared with Pacific and Asian peoples, as were those aged 18 years and over, compared with 15 to 17-year-olds.
- It was more common for Maori and European / Others than Pacific and Asian peoples to mention addictive personalities or other personality traits. Females were more likely than males to mention this, as were people aged 18 years and over, compared with 15 to 17-year-olds.

Who do you think the people more likely to overdo their gambling are? Top 7 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Don't have money / low socio-economic groups / poor / people who can least afford it	47	38	30	42	45	41	39	25	29	44	42
Addictive personalities / certain personality traits	23	36	12	25	34	30	29	12	8	33	30
Weak / no willpower / easily tempted	12	19	16	20	11	18	4	17	11	17	16
Dream of winning / getting rich / trying to get more money	15	14	8	9	17	15	15	27	9	15	15
Those with poor emotional health / mental health problems	6	10	12	1	8	10	6	4	5	9	8
Want quick money / to get rich quick / want easy money	5	9	1	8	9	7	10	8	16	6	7
High income / rich people	9	6	7	12	8	5	9	9	11	6	7
Base	424	503	88	83	343	412	171	75	178	503	927

* Multiple responses allowed

- The following groups were more likely to have said weak / no willpower: females compared with males; people aged 15 to 24 years and 45 years and over compared with people of other ages; and Pacific peoples and European / Others compared with people of all other ethnicities.
- People aged 25 years and over were more likely than those aged 15 to 24 years, and Pacific peoples were more likely than people of all other ethnicities, to mention dream of winning or getting rich.
- Those aged 15 to 17 years were much less likely than people of other ages to mention want quick money / get rich quick, while 18 to 24-year-olds were much less likely to mention poor emotional health / mental health problems than people in other age groups.

The main types of people mentioned by survey respondents were as follows:

Don't have money / low socio-economic groups / poor / people who can least afford it (mentioned by 42% of respondents who thought some people more likely to overdo their gambling) ...

"Lower socio-economic group."

"People that can't afford it, they are probably on lower income and by having a flutter they could make some money."

"People with financial difficulties."

"Poorer people generally seem to gamble more than wealthier people, person who earns under \$25,000 per year, living in a state house, being supported by government."

"People who have the least amount of money, eg, low income families."

"The have-nots, those without money."

"People who are struggling to make ends meet."

"People in need of money."

Addictive personalities / certain personality traits (30%) ...

"A lot of them have a personality disorder like Obsessive Disorder."

"Addictive personalities."

"Easily addicted people, they can't walk away from pokie machine."

"Some people have more addictive personalities, they get hooked easier."

"It's definitely a personality trait, addictive personalities."

"People who are prone to addiction."

"Addictive-type people, people who are addicted to cigarettes, alcohol, gambling, those who have an addictive personality."

"People with other addictions."

Weak / no willpower / easily tempted (16%) ...

"I don't think there is a group, it's a self-control thing, some people are tempted and some people can't say no."

"People without self-control."

"Probably weaker personalities."

"Too weak to resist the urge to try to win."

"People who are weak and don't know when to stop."

"People who are easily led."

"Very suggestible people."

"I suppose people who lack self-discipline."

Dream of winning / getting rich / trying to get more money (15%) ...

"People with high hopes who want more money and can't get it."

"Probably those looking for a big win."

"People trying to increase their cash flow."

"Those trying to improve their situation."

"Dreamers."

"People that are looking for a way out."

"Someone who thinks they have a good chance of winning a lot of money."

"Those wanting to be rich."

"Sometimes it's dissatisfied people wanting more than they have, wanting to hit the big time."

Those with poor emotional health / mental health problems (8%) ...

"Insecure people."

"People who are having a bit of stress or other problems in their lives."

"Depressed people."

"People with emotional problems."

"Insecure people, screwed-up ones."

"People that are unhappy."

"Mental health disorder."

"Low self-esteem."

Want quick money / to get rich quick / want easy money (7%) ...

"People who need quick money, don't want to work for it."

"People who think they can get something for nothing."

"Those seeking a quick solution to money problems."

"Lazy people who want to earn money without working."

"People who want quick solutions."

"People looking for a quick fix, money-making."

"People who like a get rich quick scheme, rather than working for it."

"People who want to be rich in a night."

High income / rich people (7%) ...

"High income, more to bet with."

"Millionaires."

"Rich people."

"Rich people, for the rich don't care."

"The rich people, they've got lots of money and don't mind if it is lost or not."

"People with lots of money."

"Top of the range income people."

"Wealthy people."

Other types of people given by less than 5% of people were:

- bored people / people with time on their hands,
- those not working / unemployed / beneficiaries,
- the lonely,
- genetic make-up / gambling trait,
- Chinese / Asian,
- alcohol drinkers,
- people looking for a thrill / a challenge / a competition,
- greedy / money-hungry personalities,
- family history of gambling / peers gamble,
- poorly educated people,
- desperate people,
- those who like to gamble / gamblers / professional gamblers,
- risk takers,
- can't manage their money / don't understand money,
- Maori,
- Pacific Islanders,
- older / retired people,
- foolish / stupid people,
- those with disposable income,
- younger people,

- women / housewives / mothers,
- people with personal problems / relationship difficulties,
- people looking for an escape,
- middle aged people,
- middle class / middle income people,
- business people / professionals,
- those who don't understand odds / dangers / think they're lucky,
- men,
- single people / single parents,
- average people,
- drug takers,
- others (11%).

6. RESPONSES TO GAMBLING HARM

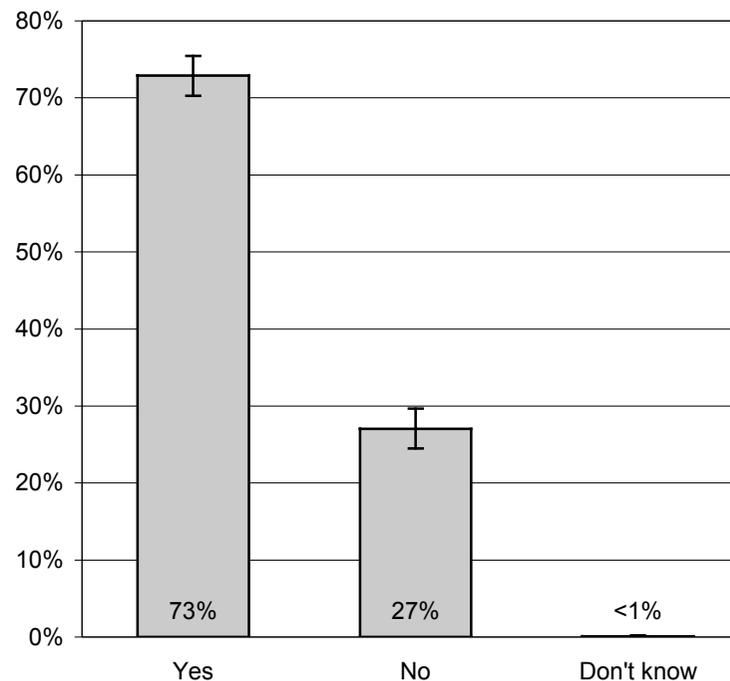
6.1 Ways to avoid problem gambling

6.1.1 Unprompted awareness of ways to avoid problem gambling

Everyone was asked whether they could think of any things that people can do to prevent getting caught up in the moment and spending more time or money gambling than they should.

Almost three-quarters (73%) of people said that they could think of things that people could do to avoid spending more time and money than they should on gambling. Conversely, just over one-quarter (27%) could not think of any ways to prevent people from spending more time and money than they should on gambling. Less than 1% of respondents did not know of any ways.

Whether going out to gambling venues, or gambling at home, there are a number of things people can do to prevent getting caught up in the moment and spending more time or money gambling than they should. Can you think of any?



Unweighted base=1973 – all respondents.

- People aged 15 to 17 years were slightly less likely, compared with people aged 18 years and over, to be able to think of things that people can do to prevent getting caught up in the moment and spending more time or money gambling than they should.

- Maori, Pacific peoples and European / Others were more likely than Asian peoples to think of things that people can do to prevent them spending more time or money gambling than they should.

- “Infrequent gamblers” and “frequent non-continuous gamblers” were slightly more likely than “non-gamblers” and “frequent continuous gamblers” to be able to think of things that people can do to prevent spending too much time or money on gambling.

- People who have taken part in one or more gambling activities during the last 12 months were slightly more likely than those who had not taken part in any gambling activities to be able to think of things that people can do to prevent spending more time or money gambling than they should.

Whether going out to gambling venues, or gambling at home, there are a number of things people can do to prevent getting caught up in the moment and spending more time or money gambling than they should. Can you think of any?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	72	74	62	71	75	74	72	66	52	76	73
No	28	26	37	29	25	26	28	33	47	24	27
Don't know	-	<1	1	-	<1	-	-	1	<1	-	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	75	71	73	67	77	72	77	71	73
No	25	29	27	33	24	28	23	29	27
Don't know	-	<1	<1	<1	-	<1	-	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	64	75	76	68	64	71	76	78	78	73
No	36	25	24	32	36	29	24	22	22	27
Don't know	<1	<1	<1	-	<1	-	<1	<1	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

6.1.2 Ways to prevent problem gambling

Respondents who could think of ways to prevent people spending more time or money gambling than they should were asked what these ways were. Their answers are shown in the table alongside.

- The most common ways that people could think of to prevent people spending more time or money gambling than they should were setting a dollar figure before leaving home or only taking a limited amount of money with them (67%), leaving bank or credit cards at home and/or only taking cash (20%), avoiding gambling venues (17%), and having family members or friends monitoring them (16%).
- Females were more likely than males to mention avoiding gambling venues, while people aged 18 years and over were more likely than 15 to 17-year-olds to suggest this.
- People aged 18 years and over were more likely than those aged 15 to 17 years to mention leaving bank and credit cards at home and finding alternative entertainment.
- People aged 15 to 17 years and those aged 25 to 44 years were more likely than people of other ages to mention setting a time limit.

There are a number of things people can do to prevent spending more time or money gambling than they should. Can you think of any? Top 8 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Setting a dollar figure before leaving home / take only a limited amount to gamble	66	69	68	66	67	68	55	23	47	73	67
Leaving EFTPOS / ATM and credit cards at home / take only cash	21	19	5	21	23	19	12	8	9	23	20
Avoiding gambling venues / places that have gambling as an attraction	14	20	10	16	15	20	24	21	18	16	17
Have family members or friends to keep an eye on you / monitor you	18	14	19	17	21	11	13	6	12	17	16
Find alternative entertainment / do other activities / keep busy	11	14	7	15	13	13	20	32	24	10	13
Setting a time limit	10	14	15	9	16	9	9	3	13	12	12
Stop when you start to lose too much / walk away when money gone / while still winning	8	8	9	4	8	9	9	8	5	8	8
Self-discipline / common sense / personal responsibility / learn moderation	6	6	3	1	9	6	8	5	5	6	6
Base	601	736	119	130	549	539	344	166	182	645	1337

* Multiple responses allowed

- People of European / Other ethnicity were more likely than people of all other ethnicities to have mentioned setting a dollar figure or only taking a limited amount of money, and leaving bank and credit cards at home or only taking cash.
- People of European / Other ethnicity were less likely than people of all other ethnicities to suggest finding alternative entertainment to prevent gambling too much.
- Pacific peoples were less likely than people of other ethnicities to mention setting a dollar figure or only taking a limited amount of money, setting a time limit, or having family or friends keep an eye on them.

The main ways given by people were as follows:

Setting a dollar figure before leaving home / take only a limited amount to gamble (mentioned by 67% of respondents who could think of ways to prevent people spending more time or money gambling than they should) ...

"Don't take too much money."

"Giving yourself a limit eg, \$20."

"I have a limit of how much I spend, once it's gone, that's it."

"Just go with enough money that you are prepared to lose."

"Leave their purses at home, only take a certain amount of money, when that is gone that's it."

"They can limit the amount they intend to spend."

"Set a firm limit on amount of spending, agree before you go out on what this amount is."

Leaving EFTPOS / ATM and credit cards at home / take only cash (20%) ...

"Leave credit cards at home."

"Leave the EFTPOS cards at home."

"Take cash only."

"Don't take your cards."

"Only take cash rather than cards."

"Don't take your money cards or Visa."

"Leave your bank cards at home."

"Go without plastic or cheque book."

Avoiding gambling venues / places that have gambling as an attraction (17%) ...

"Don't go anywhere near gambling activities."

"Don't go to the places, don't put temptation in the way and you can't get into trouble."

"Not going there, picking somewhere for dinner where they don't have gaming machines."

"Don't put your foot inside the door, don't be enticed by their food, entertainment or views, just stay away."

"Avoid places that are going to create a desire to go gambling."

"Don't go to the casino."

"Stay away from pubs."

"If you have a problem you should keep away from it."

Have family members or friends to keep an eye on you / monitor you (16%) ...

"Babysitter, someone to keep an eye on you."

"Having family or friends around to stop them."

"You should always be with a person you can rely on, maybe a friend or wife."

"Take a friend who isn't much of a gambler, so they can be there to remind you, or take you away if the situation is getting out of hand."

"Take a good mate who will take you away when you are too drunk to understand."

"Don't go gambling on your own."

Find alternative entertainment / do other activities / keep busy (13%) ...

“Do some more productive activities, reading, gardening, sports.”

“Go to the gym instead of gambling, join a rugby team or sports team, get their mind off gambling.”

“Going out with friends and having coffee.”

“Keep themselves busy.”

“Find another hobby.”

“Go out and take their minds off gambling.”

“Go to work instead of sitting around twiddling your thumbs, if you have too much free time you are likely to find something to fill in the time.”

Setting a time limit (12%) ...

“Setting a time limit.”

“Wearing a watch.”

“Have someone pick you up after a certain time so that you will avoid being there for long.”

“Limit time at the casino.”

“If they want to have a game, put a time slot on it and make an appointment after it so they have to leave.”

“Go for a short time.”

“Stay for an hour and that’s it.”

“Have a curfew.”

“Order taxi to pick them up at a certain time.”

Stop when you start to lose too much / walk away when money gone / while still winning (8%) ...

“If you win a couple of times, then stop.”

“Not spending what you win on more gambling.”

“Walk away when it’s gone.”

“Walk away when you start to lose too much.”

“Hang on to winnings rather than ploughing it back into gambling.”

“Walk away when the going is good.”

“Put your winnings away, don’t regamble.”

“If you have a loss, accept it, and try not to chase it.”

Self-discipline / common sense / personal responsibility / learn moderation (6%) ...

“Being realistic and responsible.”

“Common sense.”

“I can control myself.”

“Be disciplined about it.”

“Use their brain, be sensible.”

“Learn moderation, self-control, discipline.”

“It’s a mental thing, you can choose to say no to prevent yourself from gambling.”

“Don’t gamble if you can’t handle it.”

Other ways given by less than 5% of people were:

- spend time with family / stay at home / don’t go out,
- separating money for gambling from other money,
- don’t mix alcohol and gambling / drink less,
- seek advice / support from family / friends,
- seek assistance from gambling help services / other organisations,
- getting someone you trust to manage the money,
- don’t play for money / leave money at home / just watch / don’t play,
- reduce frequency of gambling / reduce number of gambling activities / choose lower cost gambling
- consider consequences / impact on family and friends,
- avoid other people who gamble / associate with non-gamblers,
- don’t take it seriously / just gamble for fun / not to win,
- take a break,
- save your money / spend money on something other than gambling,
- other.

6.1.3 Prompted awareness of ways to avoid problem gambling

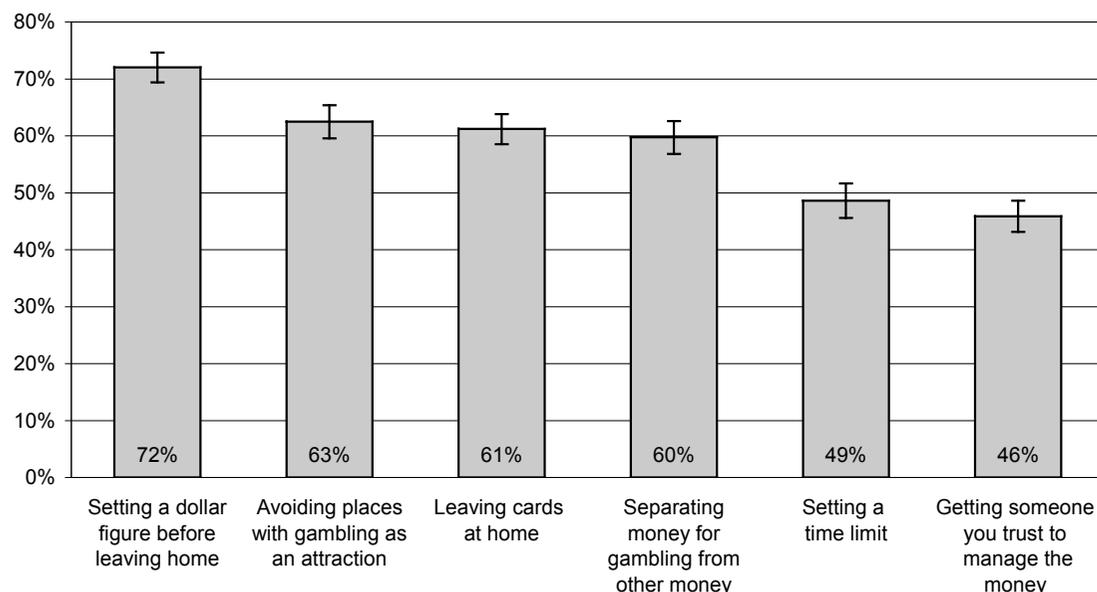
Adults were asked whether they had heard about a number of strategies that people could use to prevent people spending more time or money gambling than they should.

Almost three-quarters (72%) of adults had heard of *setting a dollar figure before leaving home*, while less than two-thirds (63%) had heard of *avoiding places that have gambling as an attraction*.

Around 6 in 10 adults had heard of *leaving ATM and credit cards at home* (61%) and *separating money for gambling from other money and stopping when it is used up* (60%) as strategies to avoid problem gambling.

Less than one-half of adults had heard of *setting a time limit* (49%) and *getting someone you trust to manage the money* (46%).

Before today, had you heard of any of these ways to prevent people spending more time or money gambling than they should?



Unweighted base=1774 – all adults.

Note: multiple responses allowed

- Those aged 18 to 24 years were less likely than other age groups to have heard of *setting a dollar figure*.
- Having heard of *setting a dollar figure* as a way of preventing people spending more time or money gambling than they should when gambling was more common for Maori and European / Others than it was for Pacific and Asian peoples.
- Asian peoples were less likely than people of all other ethnicities to have heard of *getting someone you trust to manage the money, separating money for gambling from other money and leaving ATM and credit cards at home*.
- People aged 45 years and over were less likely than those aged 18 to 44 years to have heard of *getting someone you trust to manage the money and leaving cards at home*.

Before today, had you heard of any of these ways to prevent people spending more time or money gambling than they should?

% saying 'Yes'**	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Setting a dollar figure	73	71	N/A	57	73	75	67	51	43	77	72
Getting someone you trust to manage the money	47	45	N/A	60	51	38	49	46	33	47	46
Separating money for gambling from other money	60	59	N/A	58	59	61	57	48	35	63	60
Leaving cards at home	61	62	N/A	71	68	53	65	53	39	64	61
Setting a time limit	47	50	N/A	53	47	49	47	44	45	49	49
Avoiding places that have gambling as an attraction	60	65	N/A	66	64	61	64	63	57	63	63
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people were not asked this question;

** Multiple responses allowed

- Those living in the least deprived areas were more likely than those in other areas to have heard of *separating money for gambling from other money*.
- People in families with no children or in “other households” were more likely than people in all other types of household to have heard of *leaving cards at home*.

Before today, had you heard of any of these ways to prevent people spending more time or money gambling than they should? (continued)

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
% saying 'Yes'**									
Setting a dollar figure	77	73	65	71	74	74	64	63	72
Getting someone you trust to manage the money	43	47	48	34	42	49	54	50	46
Separating money for gambling from other money	67	57	55	58	61	59	59	63	60
Leaving cards at home	64	60	60	52	57	62	72	75	61
Setting a time limit	49	50	46	39	47	52	53	42	49
Avoiding places that have gambling as an attraction	63	63	62	59	60	65	68	57	63
Base	407	666	701	252	428	807	156	129	1774

** Multiple responses allowed

- “Non-gamblers” were less likely than all types of gamblers to have heard of the following ways to prevent getting caught up in the moment while gambling: *setting a dollar figure before leaving home, separating money for gambling from other money and leaving cards at home.*
- People who had taken part in one or more gambling activities, and in particular four or more gambling activities, during the last 12 months were more likely than people who had taken part in no gambling activities to have heard of *setting a dollar figure.*
- Those who had not taken part in gambling activities in the last 12 months were less likely than those who had done so to have heard of *separating money for gambling from other money and leaving cards at home.*

Before today, had you heard of any of these ways to prevent people spending more time or money gambling than they should? (continued)

% saying 'Yes'**	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Setting a dollar figure	53	74	81	82	53	68	77	77	89	72
Getting someone you trust to manage the money	38	49	44	37	38	42	54	45	47	46
Separating money for gambling from other money	41	63	62	73	41	55	62	75	70	60
Leaving cards at home	45	66	60	66	45	57	63	74	70	61
Setting a time limit	41	51	47	54	41	47	50	51	56	49
Avoiding places that have gambling as an attraction	54	65	61	68	54	64	65	65	61	63
Base	318	1022	326	108	318	500	467	269	220	1774

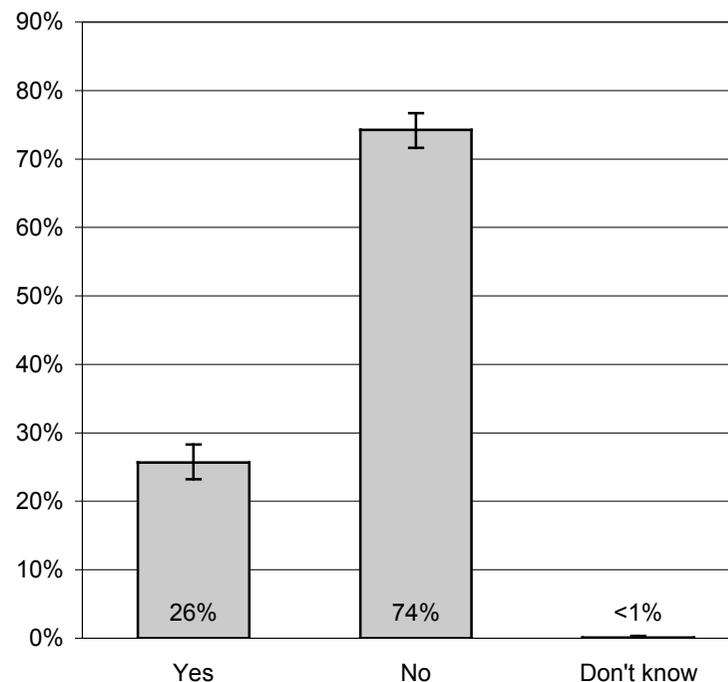
** Multiple responses allowed

6.1.4 Use of strategies to avoid problem gambling

Adults were asked whether they or their household had used any of the strategies previously mentioned to avoid gambling too much.

Just over one-quarter (26%) of adults said that they, or their household, had used one or more of these strategies to avoid gambling too much. The remaining 74% said that they hadn't used them. Less than 1% of adults did not know if they had used any of these strategies to avoid gambling too much.

Have you or your household used any of the suggested strategies to avoid gambling too much?



Unweighted base=1774 – all adults.

- Maori and Pacific peoples were more likely to have used, or had someone in their household use, strategies to avoid gambling too much, compared with Asian peoples and European / Others.

Have you or your household used any of the suggested strategies to avoid gambling too much?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	25	27	N/A	25	30	22	37	34	24	24	26
No	75	73	N/A	75	70	78	64	66	77	76	74
Don't know	-	<1	N/A	-	<1	-	-	-	-	<1	<1
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people were not asked this question

- People who are “frequent continuous gamblers” were more likely than other types of gamblers, and much more likely than “non-gamblers” to have used, or had someone in their household use, any of these strategies to avoid gambling too much.

- It was more common for people taking part in a number of activities during the last 12 months (three or more, and in particular four or more, gambling activities) than for those taking part in fewer or no activities to say that they or someone in their household had used some of the strategies to avoid gambling too much.

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	26	25	27	20	26	27	28	22	26
No	74	75	73	80	74	73	72	78	74
Don't know	-	<1	-	-	-	<1	-	-	<1
Base	407	666	701	252	428	807	156	129	1774

- It appears that as the number of gambling activities taken part in the last 12 months increases so does the proportion of people saying Yes they, or someone in their household, had used one or more of these strategies to avoid gambling too much.

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	11	26	32	49	11	16	25	40	54	26
No	89	74	67	51	89	85	76	60	46	74
Don't know	-	-	1	-	-	-	-	1	-	<1
Base	318	1022	326	108	318	500	467	269	220	1774

6.1.5 Strategies used to avoid problem gambling

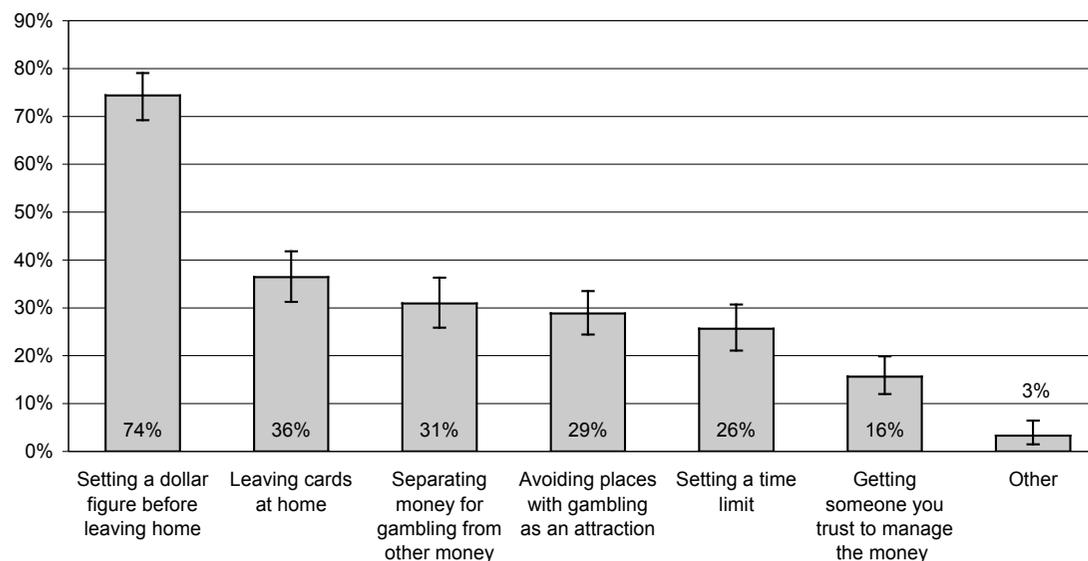
Those adults who said that they, or their household, had used any of the suggested strategies to avoid problem gambling were asked which ones they had used.

Almost three-quarters (74%) said that they had used *setting a dollar figure before leaving home*.

In contrast, around one-third of these respondents had tried *leaving ATM and credit cards at home* (36%) or *separating money for gambling from other money and stopping when it is used up* (31%). Almost three out of ten (29%) people had tried *avoiding places that have gambling as an attraction* and 26% had used *setting a time limit*.

Around one-sixth (16%) of people saying they or their household had used these types of strategies to avoid problem gambling had tried *getting someone you trust to manage the money*. Three percent (3%) had used some other ways.

Which strategy, or strategies, have you or your household used to avoid gambling too much?



Unweighted base=492 – adult respondents who said that they, or their household, had used any of the suggested strategies to avoid gambling too much.

Note: multiple responses allowed

- Females were more likely than males to have set a time limit or separated money for gambling from other money, or had someone in their household do this, in order to avoid gambling too much.
- People aged 18 to 24 years were more likely than those aged 25 years and over to have got someone they trust to manage the money for them, to have set a time limit, or to have separated money for gambling from other money, or have had someone in their household do this.
- Maori and Pacific peoples were more likely than Asian peoples and European / Others to have got someone they trust to manage their money, separated money for gambling from other money, or to have left cards at home.
- Pacific and Asian peoples were more likely than people of all other ethnicities to say they, or someone in their household, had avoided places that have gambling as an attraction.
- People of European / Other ethnicity were less likely than people of all other ethnicities to have set a time limit to avoid gambling too much, or have had someone in their household do this.

Which strategy, or strategies, have you or your household used to avoid gambling too much?

% saying 'Yes'**	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Setting a dollar figure	73	75	N/A	77	75	73	80	62	51	77	74
Getting someone you trust to manage the money	15	16	N/A	38	17	8	30	38	17	11	16
Separating money for gambling from other money	27	35	N/A	43	30	28	37	45	25	29	31
Leaving cards at home	35	38	N/A	39	45	26	48	55	24	34	36
Setting a time limit	18	32	N/A	36	21	27	35	30	42	22	26
Avoiding places that have gambling as an attraction	26	31	N/A	25	29	30	32	64	53	23	29
Other	3	4	N/A	8	4	2	1	-	2	4	3
Base	220	272	N/A	60	227	205	167	71	72	181	492

* Young people were not asked this question

** Multiple responses allowed

- Those living in the most deprived areas tended more than people living in other areas to have used, or had someone in their households use, the following strategies to avoid gambling too much: getting someone they trust to manage the money; leaving cards at home; setting a time limit; separating money for gambling from other money; and avoiding places that have gambling as an attraction.
- People living in families with no children were more likely than those living in all other types of household to have got someone they trust to manage the money, or separated money for gambling, or had someone in their household do these things.
- Single people and couples with no children were less likely than those living in other types of household to have got someone they trust to manage the money, or had someone in their household do this, while single people also were less likely to have set a time limit.
- Those living in families with children had more commonly used avoiding places that have gambling as an attraction, or had someone in their household do this, compared with people in all other types of household.
- People living in “other households”, or someone in their household, were more likely than those living in all other types of household to have left cards at home.

Which strategy, or strategies, have you or your household used to avoid gambling too much? (continued)

% saying 'Yes'***	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Setting a dollar figure	85	66	75	75	78	71	75	75	74
Getting someone you trust to manage the money	11	14	23	7	7	16	38	29	16
Separating money for gambling from other money	29	26	40	24	26	33	42	32	31
Leaving cards at home	35	34	42	35	26	41	42	51	36
Setting a time limit	21	25	32	16	28	24	30	32	26
Avoiding places that have gambling as an attraction	22	28	37	18	23	38	19	23	29
Other	<1	5	5	-	4	3	9	-	3
Base	107	166	219	58	118	231	46	39	492

*** Multiple responses allowed

- “Non-gamblers” were more likely than all types of gamblers to say that they had avoided places that have gambling as an attraction, or that someone in their household had done this.
- All types of gamblers were more likely than “non-gamblers” to have done the following things, or had someone in their household do them: set a dollar figure; separated money for gambling from other money; left cards at home; and set a time limit. This was also the case for those who hadn’t gambled in the last 12 months, when compared with those who had taken part in one or more activities.
- As the number of gambling activities people have taken part in during the last 12 months increased so did the likelihood of saying that they, or someone in their household, had set a dollar figure or separated money for gambling from other money.

Which strategy, or strategies, have you or your household used to avoid gambling too much? (continued)

% saying ‘Yes’**	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Setting a dollar figure	54	72	83	84	54	70	74	78	80	74
Getting someone you trust to manage the money	10	20	7	15	10	20	14	8	24	16
Separating money for gambling from other money	6	34	26	45	6	25	34	34	37	31
Leaving cards at home	10	34	48	45	10	31	43	30	48	36
Setting a time limit	6	24	32	38	6	27	22	25	36	26
Avoiding places that have gambling as an attraction	62	26	26	29	62	36	23	18	33	29
Other	2	5	<1	<1	2	2	6	5	<1	3
Base	39	287	108	58	39	92	132	113	116	492

** Multiple responses allowed

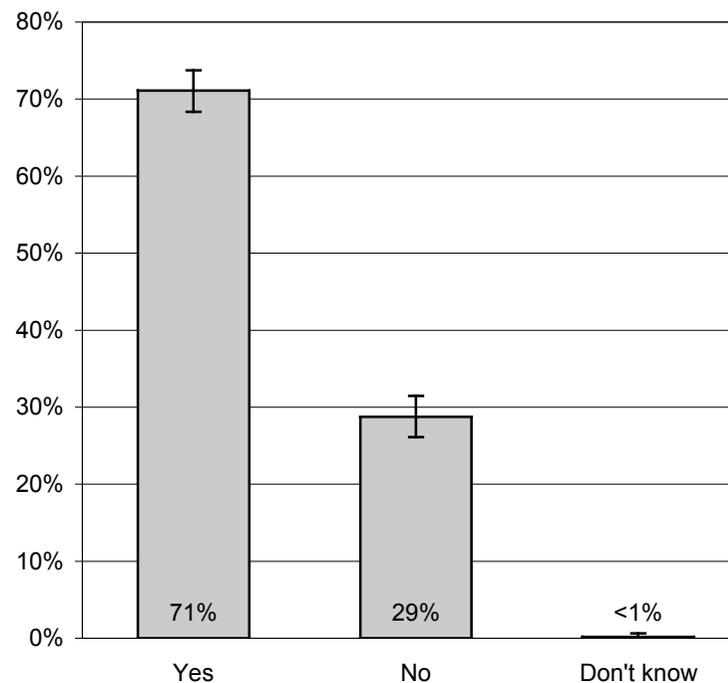
6.2 Awareness of ways to help individuals

6.2.1 Awareness of how to help a friend or family member who gambles too much

Everyone was asked whether they knew what they could do to help a friend or family member who was gambling too much.

Almost three-quarters (71%) of people said that they did know how to help in this situation, while 29% said they did not, and less than 1% did not know.

Do you know what you could do to help a friend or family member who was gambling too much?



Unweighted base=1973 – all respondents.

- There is little variation in the proportion of males and females, and people living in different areas, who know what they could do to help a friend or family member who was gambling too much.

Do you know what you could do to help a friend or family member who was gambling too much?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	71	71	65	74	73	70	65	72	66	72	71
No	29	29	36	26	27	30	35	28	34	27	29
Don't know	<1	-	-	-	-	<1	-	-	-	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

- People aged 15 to 17 years were slightly less likely than those aged 18 years and over to say that they knew what they could do to help a friend or family member who was gambling too much.

- Pacific peoples and European / Others were slightly more likely than Asian peoples and Maori to know what they could do to help a friend or family member who was gambling too much.

- Single people were slightly less likely to know what they could do to help a friend or family member who was gambling too much, compared with people living in all other types of household.

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	71	72	70	61	71	72	69	79	71
No	29	28	30	39	29	28	29	21	29
Don't know	-	<1	-	-	-	-	2	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	71	72	70	66	71	69	70	74	75	71
No	29	28	30	30	29	31	30	25	25	29
Don't know	-	-	-	4	-	-	-	1	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

6.2.2 Ways to help a friend or family member who was gambling too much

People who said they knew what they could do to help a friend or family member who was gambling too much were asked what these things were. Their answers are shown in the table alongside.

- The most frequently mentioned ways to help a friend or family member who was gambling too much were to talk to them or make them aware of the dangers (39%), guide them towards help of some kind (35%) and direct them to a helpline (23%).
- Males were more likely than females to say that they would talk to them or discourage them from gambling, while females were more likely than males to say they would help them seek help or professional advice.
- People aged 18 to 24 years were less likely than people of other ages to say they would tell someone to get help or help them seek professional advice.
- Young people (15 to 17 years) were less likely than those 18 years and over to mention directing someone to a helpline, and more likely than people in other age groups to say they would stop or discourage gambling and offer alternative activities.

Can you tell me what you could do to help a friend or family member who was gambling too much? Top 7 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Talk to them / make them aware of dangers / open discussion / confront them	45	35	49	32	38	41	38	45	45	39	39
Tell them to get help / help them seek professional advice	30	39	30	16	38	37	31	30	19	37	35
Ring / direct them to helpline	21	25	13	25	27	21	20	21	9	25	23
Be supportive / listen to them / spend time with them / bring back to family	9	12	6	6	14	9	19	15	6	9	10
Stop / discourage gambling / limit access to gambling venues,	12	7	17	8	9	9	11	19	22	7	9
Cut off / control their money for them	9	10	8	19	10	5	9	5	5	10	9
Offer alternative activities / sports	6	9	17	10	7	7	6	15	19	6	8
Base	625	747	123	147	577	525	331	193	233	615	1372

* Multiple responses allowed

- People aged 18 to 24 years were more likely to mention cutting off the person's money, while people aged 25 to 44 years more commonly suggested being supportive, compared with people in other age groups.
- Asian peoples were less likely than people of all other ethnicities to say they would suggest that a friend or family member seek help or direct them to a helpline.
- Maori and Pacific peoples were more likely to suggest being supportive, and Pacific and Asian peoples were more likely to suggest discouraging gambling or offering alternative activities, compared with people of other ethnicities.

The main ways to help given by people were as follows:

Talk to them / make them aware of dangers / open discussion / confront them (mentioned by 39% of people who could think of ways to help someone who was gambling too much)

...

"Talk to them about strategies to reduce gambling."

"A quiet talk, look at the amount of money being spent."

"Try to help them understand what they are doing wrong."

"Advise them about the disadvantages of gambling."

"Confront them about it."

"Have a good talk with them."

"Say something and whether he listens is up to him."

"Explain to them that they're losing everything they have worked for, home, family, friends."

Tell them to get help / help them seek professional advice (35%) ...

"Advise them to have counselling."

"Call Gamblers Anonymous."

"Get them to seek professional assistance or counselling."

"Recommend they get help from organisations and support groups."

"Refer them on to a problem gambling and addiction specialist."

"Self-help agencies like the Samaritans or professional support groups."

"Send them to a rehabilitation centre."

"Take them to therapy."

"You can go onto the Internet and find help."

"I'd ring Citizens Advice to find out who to contact as I know there is something."

Ring / direct them to helpline (23%) ...

"You can offer the number to them, helpline number."

"All those 0800 lines and see if that helps."

"Calling helplines and getting advice myself first to help them and then just follow the advice."

"Give them the gambling hotline number."

"Ring that phone line on the TV ad."

"Ring the helpline, that is what it is there for."

"Would give them the help phone numbers to help them sort out their mess."

"Encourage them to call a helpline."

Be supportive / listen to them / spend time with them / bring back to family (10%) ...

"Offer support in the form of being there for them."

"Let them know how much you love them."

"Share the problems."

"Be there to support them, tell them that you are available if they need someone to talk to."

"Bring them back to their whanau, hapu and just reinforce their whakapapa links, back to their roots."

"Love, support and listen."

"Spend more time with them."

"Try and be nonjudgemental, listen."

"Provide a listening ear if they want to talk."

Stop / discourage gambling / limit access to gambling venues (9%) ...

"Aid them in avoiding the venues ."

"Advice only, to stop or cut back."

"Agree on a time limit and decrease it over time to phase it out completely."

"I would tell them they are a bloody idiot, and convince them to stop."

"Just telling them not to go gambling."

"Keep them away from gambling venues."

"Don't help them get there."

Cut off / control their money for them (9%) ...

"Stop access to their bank accounts."

"Cut up their credit cards and EFTPOS."

"Cut their allowance."

"I would take their money off them completely ie, cards, cash."

"I'd intervene, manage their money for them."

"Take money away from them, pay the bills for them."

"Taking control of their money."

"Limit their access to money."

"Take all their money off them and give them an allowance."

Maybe when their pay goes in, only allow some of it, no access to their bank."

Offer alternative activities / sports (8%) ...

"Find other things rather than gambling to occupy them, other interests."

"Help them find something more meaningful to do rather than spending time in casino."

"Introduce them to sport."

"Try and entertain them in another way."

"If they want an outing, they can come around to my place."

"Get them occupied with other things."

"Spend time taking them to different types of entertainment such as movies or ten pin bowling."

"Suggest alternatives for spending time."

Other ways to help given by less than 5% of people were:

- help them with money management / budgeting / setting limits,
- monitor them / keep an eye on them,
- don't bail them out / don't lend them money,
- give them brochures / show ads / expose them to other gamblers experiences,
- exercise tough love / discipline them / let them bear consequences,
- get medical help,
- pray for them / invite them to church,
- other.

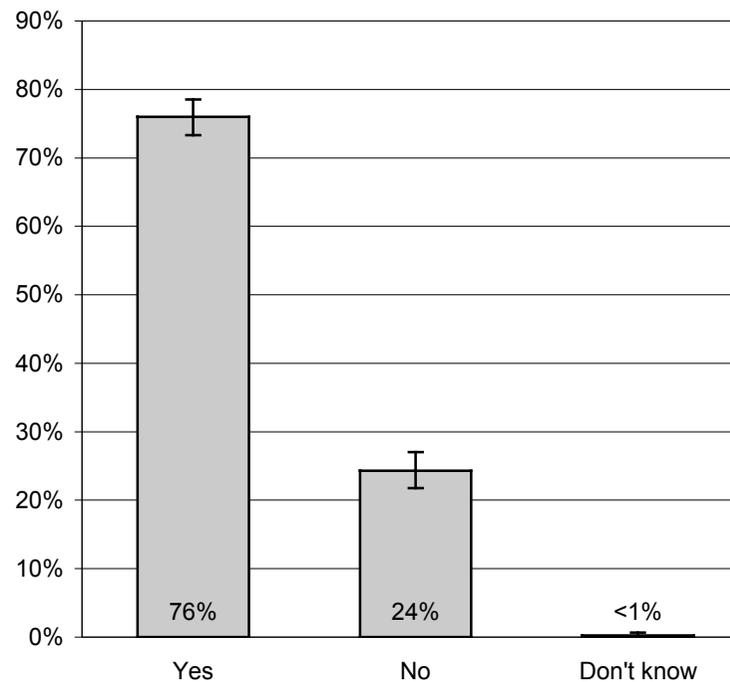
6.3 Ways to help young people

6.3.1 Awareness of ways to stop young people starting to gamble or gambling too much

Adults were asked if they could think of anything that families or other adults might do to stop young people from starting to gamble or gambling too much.

Around three-quarters (76%) of adults knew of ways that families or other adults could stop young people from gambling too much, while 24% did not. Less than 1% did not know of any such ways.

Can you think of anything that families or other adults might do to stop young people from starting to gamble or gambling too much?



Unweighted base=1774 – all adults.

- People aged 25 years and over were slightly more likely than those aged 18 to 24 years to be able to think of something that families or adults could do.
- Maori tended to be less likely than people of all other ethnicities to think of something that families or adults might do to stop young people from starting to gamble or gambling too much.
- People living in the least deprived areas were slightly more likely, compared with those living in other areas, to think of something that families or adults might do to stop young people from starting to gamble or gambling too much.
- “Frequent continuous gamblers” were less likely than other types of gamblers and “non-gamblers” to be able to think of something that families or other adults might do to stop young people from starting to gamble or gambling too much.

Can you think of anything that families or other adults might do to stop young people from starting to gamble or gambling too much?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	74	77	N/A	69	77	76	65	75	78	77	76
No	26	23	N/A	31	23	24	35	25	21	23	24
Don't know	1	-	N/A	-	-	<1	<1	-	<1	<1	<1
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	82	72	74	69	77	77	72	77	76
No	19	28	26	31	23	23	27	23	24
Don't know	-	1	<1	<1	-	<1	2	-	<1
Base	407	666	701	252	428	807	156	129	1774

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	77	78	71	50	77	78	73	77	71	76
No	23	22	29	46	23	22	27	22	29	24
Don't know	<1	<1	-	4	<1	<1	-	1	-	<1
Base	318	1022	326	108	318	500	467	269	220	1774

6.3.2 Ways to stop young people from starting to gamble or gambling too much

Adults who could think of strategies to stop young people from starting to gamble or gambling too much were asked what they were. Their answers are shown in the table alongside.

- The two strategies mentioned most frequently were: talking to them / educating them / warning of the dangers (50%) and setting a good example / not gambling themselves or only gambling responsibly (23%).
- People aged 25 years and over were more likely than those aged 18 to 24 years to mention talking to or educating young people, while those aged 18 to 24 years were more likely to mention not taking them to, or keeping them away from, gambling venues.
- Pacific peoples were more likely than people of all other ethnicities to mention keeping young people occupied or offering them alternative entertainment.
- Pacific and Asian peoples felt that controlling or monitoring spending were good ways to prevent young people from starting to gamble or gambling too much, more so than did Maori and European / Others.

Can you say what families or other adults might do to stop young people from starting to gamble or gambling too much? Top 8 mentions.

Percent who mention**...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Talk to them / educate them / warn them about the dangers of gambling	53	48	N/A	26	53	55	51	48	50	51	50
Set good example / don't gamble yourself / model responsible gambling	18	27	N/A	28	22	22	22	15	10	25	23
Don't take them to / keep them away from gambling venues / activities	8	11	N/A	21	9	7	14	13	7	9	10
Control / monitor their spending	10	9	N/A	8	10	9	8	17	19	8	9
Keep them occupied / alternative entertainment	8	10	N/A	7	11	8	11	24	13	8	9
Teach money responsibility / budgeting skills	10	7	N/A	9	9	7	10	6	6	9	8
Supervise young people / make ground rules	6	7	N/A	11	6	5	4	2	5	7	6
Don't encourage gambling / don't expose them to your gambling	6	6	9	7	4	9	9	5	3	6	6
Base	565	731	N/A	140	592	564	314	164	245	573	1296

* Young people were not asked this question

** Multiple responses allowed

- Setting a good example or not gambling yourself was more likely to be suggested by: females than males, people aged 18 to 24 years than people 25 years or over, and Maori and European / Others than people of other ethnicities.

The main ways given by people were as follows:

Talk to them / educate them / warn them about the dangers of gambling (mentioned by 50% of adults who could think of ways to stop young people from gambling) ...

“Advise them that gambling is not a good way to spend your money.”

“By explaining the truth behind it, that you will never win and you will lose.”

“Educate them about the risks.”

“Education both at school and home, and pointing out the real odds of success.”

“I would point out to them that there is no getting rich gambling, it is set up for you to lose.”

“Talk to them.”

“Using leaflets or brochures at school or libraries, this would help deter kids from gambling.”

“Have honest discussions about dangers and management techniques.”

“Reinforce to them problems that gambling can have if you don’t control it.”

Set good example / don’t gamble yourself / model responsible gambling (23%) ...

“Be a good role model.”

“Being a role model and passing on those techniques for limiting involvement, it’s better to do that than to forbid it outright.”

“Lead by example.”

“Set an example by not doing it yourself.”

“Don’t do it yourself so that they can’t copy.”

“If they do not see family members gambling they will hopefully not gamble.”

“Starts at home, parents should set example of not gambling.”

“Being a good role model, rather than saying “don’t do it” and doing it yourself.”

Don’t take them to / keep them away from gambling venues / activities (10%) ...

“Keep them away from gambling establishments.”

“Put a stop on 0900 numbers.”

“Control their access to gambling situations, like going to the races.”

“Get barred from casino by family.”

“Bar on text gambling.”

“Keep them out of the pub.”

“Don’t put them in an environment where gambling is occurring.”

“Advise them not to go near these places.”

Control / monitor their spending (9%) ...

- "Control their money and limit their spending."*
- "Don't give them loans."*
- "Lock their money into two accounts, one of which they can't readily access."*
- "Take money away, cut up ATM cards."*
- "Cut his pocket money."*
- "Limit their access to funds."*
- "Give them less money to go with, when they have spent it, that's it."*
- "I would manage their money for them."*
- "Be aware of how they are spending their money."*
- "Get them to account for the money they spend."*

Keep them occupied / alternative entertainment (9%) ...

- "Encourage them into sports instead."*
- "Do homework, shopping, fixing the car, feeding cats and dogs."*
- "Keep them busy."*
- "The community, the church, encouraging the youth to go."*
- "Encourage involvement in other activities."*
- "Get them onto a course."*
- "Encourage them to have a balanced life with sport, music, friends."*
- "Keep them busy at work, or at education, taking night courses, join family programmes, community stuff."*

Teach money responsibility / budgeting skills (8%) ...

- "Get them to manage an allowance, so they can appreciate what things cost."*
- "Teach them budgeting."*
- "Teach the value of money, easy come easy go."*
- "Teach them how to manage their money and give them incentives to save for something they can use later."*
- "Warning them that mum and dad are not the money tree."*
- "Teach them to take responsibility and learn the value of money."*
- "Speak to them about working for your money, say 'we work hard for our money, so don't waste it.'"*
- "Teaching them the value of money and how to save."*

Supervise young people / make ground rules (6%) ...

- "Know what they are doing, their daily habits."*
- "Monitoring what they are doing."*
- "If they are young, ground them."*
- "Should have an adult figure that guides them, parents being responsible."*
- "Curfews."*
- "Have an eye on what they do and what they have access to."*
- "Be with them when gambling, have someone keep any eye on the young person."*
- "Know where they are and for how long."*

Don't encourage gambling / don't expose them to your gambling (6%) ...

- "As a parent I never let the children know when I bet."*
- "Don't introduce them to it in the first place."*
- "Don't let kids see if you are gambling yourself, don't advertise your wins."*
- "Not exposing them to it at a young age."*
- "Don't encourage them to start."*
- "I don't think children should be encouraged to gamble ever."*
- "Don't show them gambling."*
- "The parents should not gamble in front of the kids."*
- "Don't encourage gambling."*
- "Don't gamble at all, or in a way that the kids can find out."*
- "Just don't gamble in front of them."*
- "Don't tell them about it or start it off in the household."*
- "Not normalising it."*

Other ways given by less than 6% of people were:

- forbid gambling / tell them not to start / tell them to stop,
- spend time with family,
- refer them to a helpline / counselling service,
- age restrictions / raise age limit,
- more anti-gambling advertising / less pro-gambling advertising,
- keep them away from people who gamble,
- remove pokie machines / close down casinos,
- encourage them to get a job / teach them work ethic,
- instil good family values,
- other.

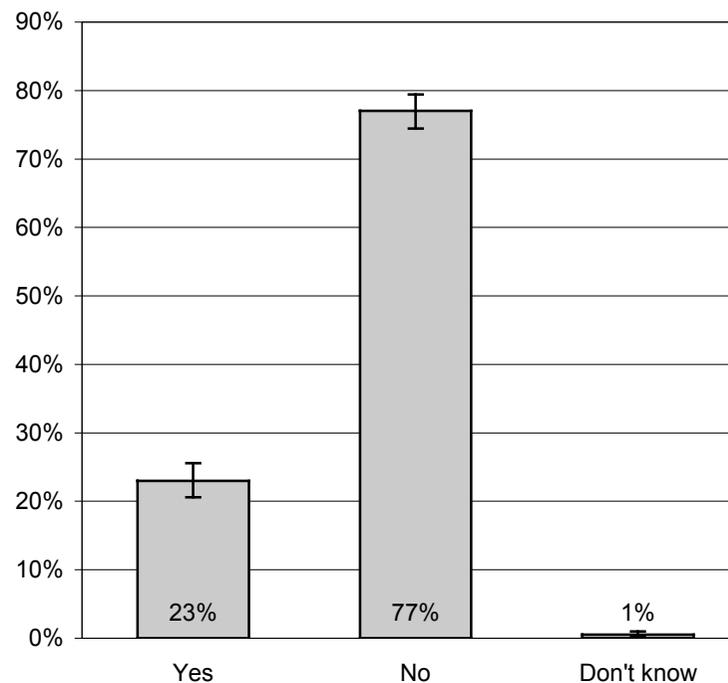
6.4 Ways gambling operators can help players avoid problem gambling

6.4.1 Unprompted awareness of ways gambling operators can help players avoid problem gambling

Adults were asked if they could think of any things that gambling operators do to help players avoid gambling too much.

Less than one-quarter (23%) of adults could think of something that gambling operators do to help players avoid gambling too much, while 77% could not and 1% did not know.

Can you name something that gambling operators do to help players avoid gambling too much?



Unweighted base=1774 – all adults.

- There was little variation in the proportion of males and females, and people living in different areas, who were able to name something that gambling operators do to help players avoid gambling too much.
- Asian peoples were less likely than people of all other ethnicities to be able to name something that gambling operators do.
- People living in families with no children and “other households” were more likely to be able to name something that gambling operators do to help players avoid gambling too much, compared with people living in all other types of household.

Can you name something that gambling operators do to help players avoid gambling too much?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	24	21	N/A	23	25	21	21	18	13	24	23
No	76	78	N/A	77	75	79	78	81	87	76	77
Don't know	1	1	N/A	-	1	1	1	2	<1	<1	1
Base	799	975	N/A	209	780	784	467	235	316	756	177

* Young people not asked this question

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	23	23	22	18	23	20	30	32	23
No	77	77	78	82	77	79	70	68	77
Don't know	1	<1	1	1	<1	1	-	1	1
Base	407	666	701	252	428	807	156	129	1774

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	18	23	25	22	18	20	24	25	28	23
No	82	77	74	77	82	79	75	75	72	77
Don't know	<1	<1	1	1	<1	1	1	<1	-	1
Base	318	1022	326	108	318	500	467	269	220	1774

6.4.2 Things that gambling operators do to help players avoid problem gambling

Adults who could think of things that gambling operators do to help players avoid gambling too much were asked what those things were. Their answers are shown in the table alongside.

- Things mentioned most frequently were monitoring gamblers' behaviour and/or spending (30%), putting up warning notices and signs (22%) and banning problem gamblers or assisting with self-imposed restrictions (15%).
- Males were more likely than females, and European / Others were more likely than people of all other ethnicities, to mention monitoring gamblers' behaviour and spending.
- Females were more likely than males to mention counselling services or support agencies, displaying a helpline number, and imposing time limits, while males were more likely to mention warning notices.
- People aged 18 to 24 years were more likely than those aged 25 and over to mention imposing time limits, but less likely to mention displaying helpline numbers and banning problem gamblers / assisting with self-imposed bans.

Can you say what gambling operators do to help players avoid gambling too much? Top 6 mentions.

Percent who mention**...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Monitor gamblers' behaviour / spending / talk to gamblers	36	24	N/A	26	28	34	12	19	12	34	30
Warning notices / flyers / posters / signage	25	18	N/A	19	22	23	23	27	13	22	22
Ban problem gamblers / assist with self-imposed gambling restrictions / asking heavy gamblers to leave	15	15	N/A	7	17	15	15	14	28	14	15
Display helpline number	6	11	N/A	1	10	9	10	8	5	9	8
Offer / refer to counselling services / support agencies	4	10	N/A	9	7	7	2	10	9	8	7
Impose time limit	2	13	N/A	26	8	1	16	7	12	6	7
Base	163	189	N/A	35	179	138	96	43	42	171	352

* Young people were not asked this question

** Multiple responses allowed

- Asian peoples were more likely to mention banning problem gamblers and less likely to mention warning notices, compared with people of all other ethnicities.
- Mentioning counselling services / support agencies was less common for Maori than for people of all other ethnicities.
- Maori and Asian peoples mentioned imposing time limits more frequently than people of other ethnicities.

The main ways given by people were as follows:

Monitor gamblers' behaviour / spending / talk to gamblers (mentioned by 30% of adults who could think of ways operators could help prevent problem gambling) ...

"Card system for ID to monitor gambling habit."

"Get to know their clients and recommend someone to help those who gamble too much, in casinos they have recommended guidelines to identify problem gamblers."

"In some areas gamblers have accounts that are monitored."

"Keep an eye on how long the people are in the pokie room, seeing how many times people withdraw money."

"Speak to them and let them know how much they have spent."

"There was a law that has come out that if someone has been on the machines too long, the manager or staff will tell them how long they have been on the machines."

"They have a floorwalker who identifies individuals, monitors them."

"Keep a register of people who lose too much and makes some effort to talk to that person."

Warning notices / flyers / posters / signage (22%) ...

"Having warning notices on show, as you walk in the door and on the machines."

"Information posters."

"Providing brochures on gambling addictions."

"Regular announcements telling them to check on their finances."

"Stickers on front of machines with warnings which is a waste of time."

"They have warning signs now that gambling is addictive."

"Advertising the effects of excessive gambling."

Ban problem gamblers / assist with self-imposed gambling restrictions / asking heavy gamblers to leave (15%) ...

"If they caught you on camera, they will throw you out, because you told them you had a problem so want to be restricted with access."

"Operators attract a supervisor and they get security in to remove people gambling excessively."

"Put people on blacklist to stop them gambling or entering betting or gaming place."

"If they spend more than they should, ask them to leave the premises."

"Self-bar systems, sign an agreement with the casino for you not to step in to the gaming area for a period of time or you would be arrested."

Display helpline number (8%) ...

"Cards beside the machines that have the phone number on for a helpline."

"May have seen signs up where you can contact a number."

"On each machine I've noticed a little metal thing with Gambling Helpline number saying if there's a problem call them."

"They put out pamphlets with the 0800 number."

"Card for addiction helpline."

"They sometimes have a Gamblers Anonymous number displayed."

"The pokie machines have stickers on them that say if you need help dial the 0800 phone number."

Offer / refer to counselling services / support agencies (7%) ...

"Gamblers Anonymous."

"Casinos offer a counselling service and a phone number to ring if they need help."

"Referral to counsellors."

"Proactively offer problem gamblers support of agencies that can help them."

Impose time limit (7%) ...

"Maybe limit their time in the casino."

"Open the gambling venues for limited hours only."

"Setting a time limit on pokie machines."

"Time limit."

"Limit access to the machines."

"Have a close off time I think."

"Switch the machine off."

Other ways given by less than 6% of people were:

- enforce age restriction,
- set credit limit / spending limit,
- limit size of bet,
- shut down their operations / reduce number of machines,
- offer no credit facilities / cash withdrawal facilities,
- control drinking,
- food and drink breaks / provide entertainment,
- other.

6.4.3 Prompted awareness of ways gambling operators can help players avoid problem gambling

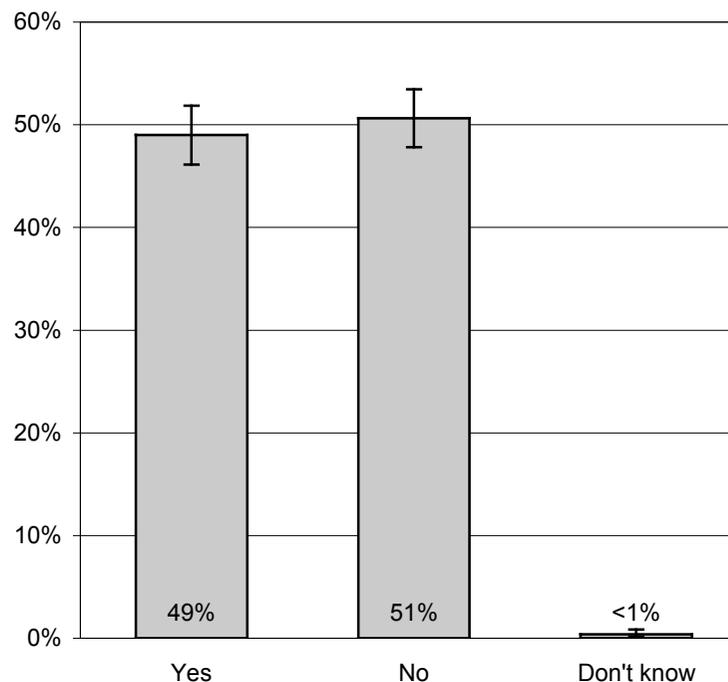
Adults were asked if they had heard of any of a number of things that gambling operators could do at gambling venues to help players avoid problem gambling.

These things were:

- warning signs or posters
- leaflets or brochures
- compulsory breaks, for example pop up messages
- don't allow cash cards to be used
- host responsibility by venue staff, for example help and information about problem gambling for customers
- helpline – 0800 telephone numbers.

Almost one-half (49%) of adults had heard of some of these things being used at gambling venues, while 51% had not, and less than 1% did not know.

Before today, had you seen or heard of any of the suggested things being used, at gambling venues?



Unweighted base=1774 – all adults.

- People aged 18 to 24 years had a greater tendency to have heard of things that gambling operators could do to help players avoid problem gambling, compared with people aged 25 years and over.

- People living in families with no children were slightly more likely to have heard of things that gambling operators could do to help players avoid gambling harm, compared with those living in all other types of household.

- Gamblers, and in particular “frequent continuous gamblers”, were more likely than “non-gamblers” to have heard of things that gambling operators can do.

- There was a link between the number of gambling activities that people had taken part in during the last 12 months and the likelihood of having heard of any of the things that gambling operators can do to help players avoid gambling harm; the more activities that people took part in the more likely they were to have heard of things operators can do at gambling venues.

Before today, had you seen or heard of any of those things being used, at gambling venues?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	51	47	N/A	60	50	45	53	55	43	49	49
No	49	52	N/A	40	50	55	46	45	57	51	51
Don't know	1	<1	N/A	<1	<1	1	<1	-	<1	<1	<1
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	48	48	52	43	48	46	65	56	49
No	52	52	48	57	51	54	35	44	51
Don't know	-	1	1	<1	1	<1	<1	-	<1
Base	407	666	701	252	428	807	156	129	1774

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	35	51	51	72	35	44	48	54	79	49
No	65	49	49	28	65	56	51	46	22	51
Don't know	-	1	1	-	-	1	<1	-	-	<1
Base	318	1022	326	108	318	500	467	269	220	1774

6.4.4 Things adults have seen or heard of being used at gambling venues

Adults who said they had seen or heard of any of the things mentioned that are used at gambling venues were asked which ones they had heard about. Their answers are shown in the table alongside.

- The things most commonly seen or heard of were helpline numbers (77%), putting up warning signs or posters (52%) and making leaflets or brochures available (37%).
- Asian peoples were less likely than people of all other ethnicities to have seen or heard of warning signs or posters. Females were less likely than males to have seen or heard of this measure, while females were more likely than males to have seen or heard of helpline numbers being used at gambling venues. Males were more likely than females to have seen leaflets or brochures.
- It was more common among Maori and European / Others, compared with Pacific and Asian peoples, to have heard of host responsibility by venue staff.
- Those aged 25 to 44 years were more likely than people of other ages to have heard of leaflets or brochures being available, while Maori were more likely, and Asian peoples less likely, than people of other ethnicities, to have heard of this measure.

Which ones had you seen or heard of being used at gambling venues?

Percent saying 'Yes'	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Warning signs or posters	57	47	N/A	56	51	51	55	51	34	53	52
Leaflets or brochures	41	33	N/A	31	44	33	48	39	24	37	37
Compulsory breaks, eg, pop up messages	13	9	N/A	10	12	11	10	7	10	12	11
Don't allow cash cards to be used	12	8	N/A	12	12	8	11	13	9	10	10
Host responsibility by venue staff, , help and information about problem gambling for customers	27	27	N/A	28	29	25	28	17	13	29	27
Helpline – 0800 telephone numbers	72	82	N/A	79	76	77	79	73	69	78	77
Base	384	470	N/A	128	384	342	243	118	130	363	854

* Young people were not asked this question

7. SERVICES FOR PEOPLE EXPERIENCING GAMBLING HARM

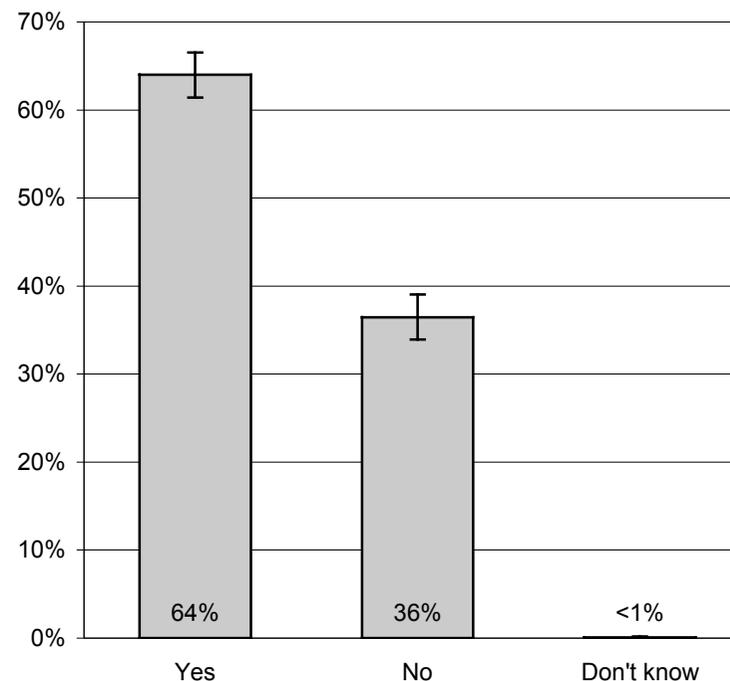
7.1 Knowledge of services available

7.1.1 Unprompted awareness of services available

Everyone was asked whether they could name any service or organisation that they could direct a person to for help if they were getting into problems from gambling.

Just under two-thirds (64%) of people said that they could name a service or organisation that could help, while 36% of respondents could not. Less than 1% of respondents said that they did not know.

Can you name any service or organisation that you could direct a person to for help, if they were getting into problems from gambling?



Unweighted base=1973 – all respondents.

- Females were more likely than males to be able to name a service or organisation that they could direct a person to for help if they were getting into problems from gambling.
- People aged 18 years and over were much more likely to be able to name a service or organisation than people aged 15 to 17 years.
- Pacific peoples and, in particular, Maori and European / Others tended to be more able to name a service or organisation, compared with Asian peoples.
- All types of gamblers were more commonly able to name gambling help organisations or services, compared with “non-gamblers”.
- As the number of gambling activities taken part in during the last 12 months increased, so did the likelihood of being able to name a service or organisation that a person could be directed to for help.

Can you name any service or organisation that you could direct a person to for help, if they were getting into problems from gambling?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	58	69	27	52	63	72	65	54	35	67	64
No	43	31	73	48	37	29	36	45	64	33	36
Don't know	-	<1	-	<1	<1	-	-	1	<1	-	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	66	62	63	66	69	61	57	64	64
No	34	38	37	34	31	39	43	36	36
Don't know	-	-	<1	-	-	<1	-	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	52	64	73	71	52	57	67	73	76	64
No	48	36	27	29	48	43	33	27	25	36
Don't know	<1	-	-	-	<1	<1	-	-	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

7.1.2 Services people could direct a person to for help

People who said they could name a service or organisation they could direct a person to for help were asked to name the first one they could think of. Their answers are shown in the table alongside.

- More frequently mentioned than other services or organisations were an 0800 telephone helpline (44%) and Gamblers Anonymous (34%).
- Maori and European / Others were more likely than Pacific and Asian peoples to mention Gamblers Anonymous. Asian peoples were slightly more likely to mention the 0800 telephone helpline.
- It was more common for 18 to 24-year-olds, compared with people of other ages, to mention the 0800 telephone helpline, and males were slightly more likely than females to mention this service.
- People aged 25 and over, and in particular those 45 years and over, were more likely than those aged 15 to 24 years to mention Gamblers Anonymous.

Can you name any service or organisation that you could direct a person to for help if they were getting into problems from gambling? Top 5 mentions.

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
0800 telephone helpline	49	41	59	76	50	34	45	50	59	43	44
Gamblers Anonymous	32	36	8	9	29	45	31	10	6	38	34
Other specified organisations	6	9	10	6	5	11	7	4	3	9	8
Citizens Advice Bureau	7	6	1	3	5	8	9	4	4	6	6
Gambling organisations specified and unspecified	6	4	3	5	8	2	2	3	3	5	4
Base	485	682	58	95	481	533	321	149	132	565	1167

* Multiple responses allowed

The main services mentioned by people were as follows:

0800 telephone helpline (mentioned by 44% of people who could think of a service or organisation they could direct a person to for help) ...

*"0800."
"0800 gambling helpline."
"0800 gambling number."
"0800 help number."
"Helpline."
"Gamblers quitline."
"Gambling health line."
"Gambling hotline."
"On the TV, helpline for gambling."
"Phone 0800 number."
"Phone the free number."*

Gamblers Anonymous (34%) ...

*"GA."
"Gamblers Anonymous."
"There is a Gambling Anonymous isn't there?"
"Gamblers AA."
"Gamblers Anonymous, they advertise on TV sometimes."*

Other specified organisations (8%) ...

*"ALAC."
"Landmark Education."
"Lifeline."
"Youthline, Lifeline for referral."
"Victim Support."
"Salvation Army."
"Presbyterian Service."
"Samaritans."
"Crisis Line."
"Maori Wardens."
"City Mission."
"Addiction Resource Centre."*

Citizens Advice Bureau (6%) ...

*"Citizens Advice Bureau."
"CAB."
"The Citizens Advice Bureau always directs people in the right direction."
"Citizens Advice."
"Citizens Advice where they can get a group referred to them."
"Citizens Advice Bureau, as they can direct people to the correct service. If there were any other problems they can help too."*

Gambling organisations specified and unspecified (4%) ...

*"Maori gambling support group."
"Problem Gambling Foundation."
"Te Rangi Haeata gambling problem services."
"Gambling support group but do not know their names."
"Maori group that gives talks about gambling."
"Oasis."
"Salvation Army gambling help."
"The Asian Gambling Trust, a special service for Asians."*

Other services given by less than 4% of people were:

- GP, practice nurse or other health professional,
- counsellor,
- church,
- other unspecified organisations,
- budget advisor,
- look in the phone book,
- government department,
- Internet site,
- other.

7.1.3 Prompted awareness of services available

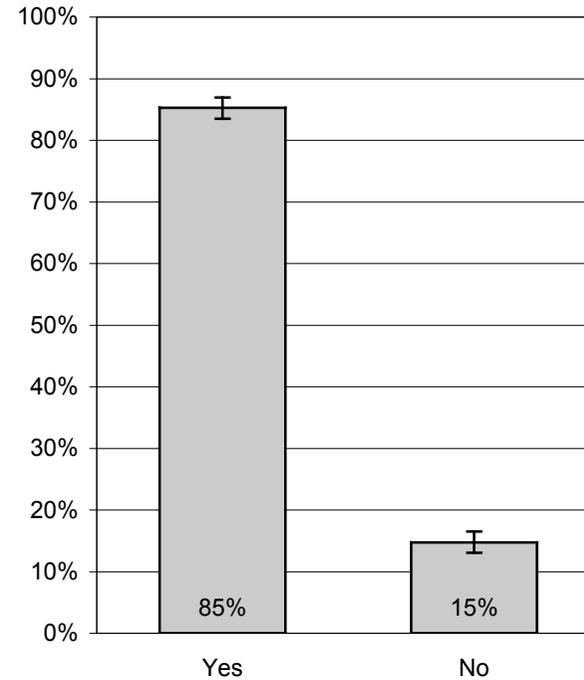
Everyone was asked whether they had heard of any of a number of services to help people who gamble too much.

These services were as follows:

- 0800 telephone helpline
- face-to-face counselling
- Internet site – self-help
- Gamblers Anonymous
- help from a GP, practice nurse or other health professional.

The majority (85%) of respondents said that they had heard of one or more of these services, while 15% of respondents had not.

Before today, had you heard of any of these types of services for people who gamble too much?



Unweighted base=1973 – all respondents.

- People aged 15 to 17 years were less likely than those aged 18 and over to have heard of any of the services for people who gamble too much.
- Asian peoples were less likely than people of all other ethnicities to have heard of any of the services for people who gamble too much.
- “Non-gamblers” were less likely than all types of gamblers to have heard of any of the services.
- There was a link between the number of gambling activities people had taken part in during the last 12 months and the likelihood of them having heard of any of the services for people who gamble too much, with awareness increasing with the number of activities undertaken.

Before today, had you heard of any of these types of services for people who gamble too much?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	85	85	66	85	87	86	87	78	64	88	85
No	15	15	35	15	13	14	13	22	36	12	15
Don't know	-	-	-	-	-	-	-	-	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	88	86	82	86	88	83	84	91	85
No	12	14	18	14	12	17	16	9	15
Don't know	-	-	-	-	-	-	-	-	-
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	73	87	89	96	73	84	88	91	93	85
No	27	13	11	4	27	16	12	9	8	15
Don't know	-	-	-	-	-	-	-	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

7.1.4 Types of services heard of

People who said that they heard of any the services mentioned that help people who gamble too much were asked which ones they had heard of.

Nearly four in five (79%) people who had heard of a service or organisation had heard of the *0800 telephone helpline*, while just over seven out of ten (72%) had heard of *Gamblers Anonymous*.

Just over four out of ten (41%) people had heard of *face-to-face counselling* and 31% had heard of *help from a GP, practice nurse or other health professional*. A much smaller number of people had heard of the *Internet self-help site* (10%).

- People aged 25 years and over were more likely than those in other age groups to have heard of *Gamblers Anonymous*, while Maori and European / Others were more likely than Pacific and Asian peoples to have heard of this organisation.
- Those aged 18 to 44 years were slightly more likely than people of other ages to have heard of the *0800 telephone helpline*. Pacific peoples were slightly more likely to have heard of the helpline than people of all other ethnicities.
- Asian peoples were less likely, compared with people of all other ethnicities, to have heard of *help from a GP, practice nurse or other health professional*.

Which services had you heard of?*

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
0800 telephone helpline	80	78	73	85	82	75	83	91	79	78	79
Face-to-face counselling	43	40	38	42	41	42	36	44	36	42	41
Internet site – self help	10	10	10	17	11	8	10	10	12	10	10
Gamblers Anonymous	69	74	39	42	68	85	74	39	23	77	72
Help from a GP, practice nurse or other health professional	28	33	26	23	30	34	31	30	22	31	31
Base	728	908	134	171	663	667	436	211	226	763	1636

* Multiple responses allowed

- People living in the most deprived areas were less likely than those living in other areas, to have heard of *Gamblers Anonymous*, but more likely to have heard of *face-to-face counselling* and the *Internet site*.
- Single people and couples with no children had more commonly heard of *Gamblers Anonymous*, compared with people living in all other types of household.
- People living in families with no children were less likely than people living in all other types of household to have heard of *help from a GP, practice nurse or other health professional*.

Which services had you heard of?* (continued)

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
0800 telephone helpline	77	76	86	76	76	79	88	85	79
Face-to-face counselling	39	40	47	45	36	44	40	43	41
Internet site – self help	10	8	15	11	6	11	14	19	10
Gamblers Anonymous	75	75	62	84	82	67	62	52	72
Help from a GP, practice nurse or other health professional	33	26	36	31	31	34	17	28	31
Base	389	624	623	219	365	809	125	117	1636

* Multiple responses allowed

- “Frequent continuous gamblers” were slightly more likely to have heard of the *0800 telephone helpline*, compared with other types of gamblers and “non-gamblers”. However, these gamblers had less commonly heard of *face-to-face counselling* and the *Internet self-help site*.
- Frequent gamblers, both “continuous” and “non-continuous”, were more likely than “infrequent gamblers” and “non-gamblers” to have heard of *Gamblers Anonymous*.
- Those who had participated in two or three gambling activities in the last 12 months were slightly more likely to have heard of *Gamblers Anonymous* than those who had participated in more or fewer activities.

Which ones had you heard of?* (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
0800 telephone helpline	81	78	77	89	81	76	79	76	90	79
Face-to-face counselling	45	42	39	30	45	37	43	42	40	41
Internet site – self help	11	11	10	3	11	10	7	13	13	10
Gamblers Anonymous	61	70	82	81	61	68	78	78	69	72
Help from a GP, practice nurse or other health professional	31	30	35	24	31	33	30	28	31	31
Base	283	965	284	104	283	449	443	256	205	1636

* Multiple responses allowed

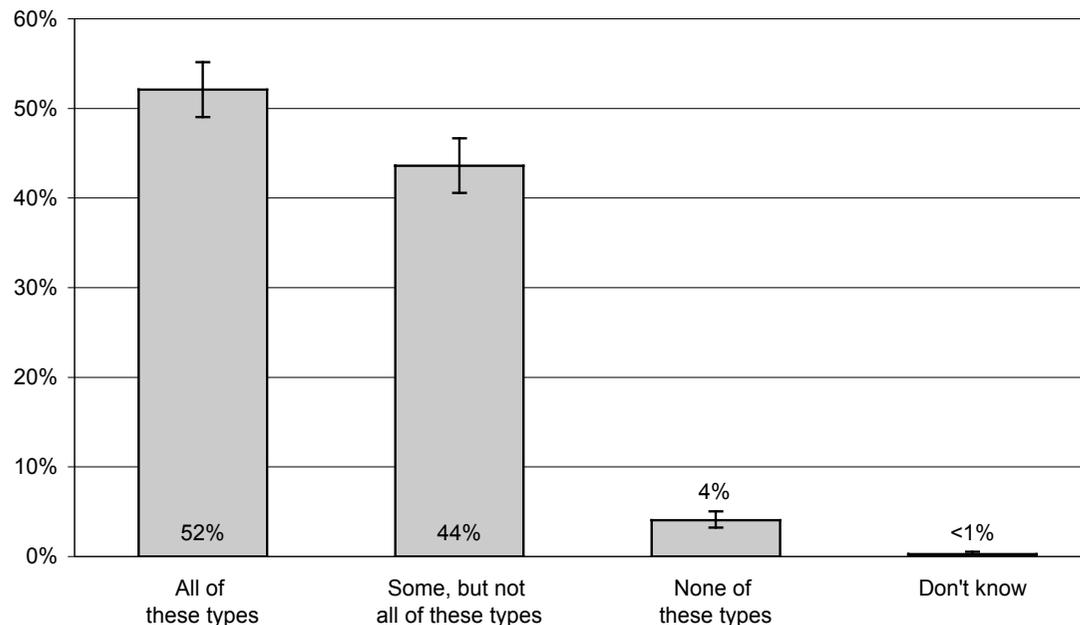
7.2 Services people would use or refer someone to

7.2.1 Services people would refer a friend or family member to

Everyone was asked whether they would feel comfortable referring a friend or family member to *all of these types*, *some, but not all of these types*, or *none of these types* of the services previously mentioned.

Over one-half (52%) of people said that they would be comfortable referring a friend or family member to *all of these types* of services, and 44% said that they would be comfortable with *some, but not all*. Only 4% said that they would be comfortable referring someone to *none of these types* of services, and less than 1% did not know.

Would you feel comfortable referring a friend or family member to...?



Unweighted base=1973 – all respondents.

- Those aged 15 to 17 years were slightly less likely than those aged 18 years and over to say that they would feel comfortable referring a friend or family member to *all of these types* of services, and slightly more likely to say that they would feel comfortable referring people to *some, but not all of these types*.

- Asian peoples were more likely than people of all other ethnicities to say that they would **not** feel comfortable referring a friend or family member to *any of these types* of services.

- People living in families with no children or “other households” were slightly more likely than those living in all other types of household to feel comfortable referring someone to *all of these types* of services.

Would you feel comfortable referring a friend or family member to...?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
All of these types	52	52	43	57	51	53	51	59	46	53	52
Some, but not all of these types	43	44	52	41	46	42	44	36	38	45	44
None of these types of services	4	4	5	2	4	5	5	5	14	3	4
Don't know	<1	<1	-	<1	<1	<1	-	1	2	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
All of these types	50	53	54	52	52	50	60	58	52
Some, but not all of these types	47	42	42	44	44	46	36	39	44
None of these types of services	3	5	4	4	4	4	4	3	4
Don't know	<1	1	<1	<1	1	<1	<1	-	<1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” were slightly less likely than other types of gamblers and “non-gamblers” to say that they would feel comfortable referring a friend or family member to *all of these types* of services and more likely to say they would feel comfortable referring a friend or family member to *none of these types of services*.
- People who had taken part in three or more gambling activities in the last year were slightly less likely than those who had taken part in fewer activities to say that they would feel comfortable referring a friend or family members to *all of these types* of services.

Would you feel comfortable referring a friend or family member to...? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
All of these types	57	51	52	44	57	54	53	47	45	52
Some, but not all of these types	38	45	45	46	38	41	45	47	51	44
None of these types of services	5	4	3	10	5	5	2	6	4	4
Don't know	<1	<1	1	-	<1	<1	1	<1	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

7.2.2 Why people wouldn't use some services

People who said that they would be comfortable referring a friend or family member to some, but not all of these types or none of these types of services were asked why they would not be comfortable with some or any of the services. Their answers are in the table alongside.

- The most frequently mentioned reasons for not being comfortable referring someone to these types of services were: too impersonal / no human contact (17%); never heard of them / not sure what they do (14%); and need willpower for Internet / self-help won't work (13%). Six percent (6%) of people said they did not why.
- People aged 25 years and over were more likely than those aged 15 to 24 years to say that this is not a health issue or medical problem.
- People aged 18 to 24 years were more likely than people of other ages to say that services might not be effective / wouldn't work.
- Maori and European / Others were more likely than Pacific and Asian peoples to say services were too impersonal, or that the Internet self-help site requires will power.
- Pacific and Asian peoples were more likely than Maori and European / Others to say that they had never heard of these services, as were people aged 45 years and over compared with those aged 15 to 44 years.

Why wouldn't you be comfortable with some or any, of these types of services? Top 9 mentions.

Percent who mention* ...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Too impersonal / no human contact / not face to face	16	18	16	15	18	17	17	8	7	19	17
Never heard of them / not sure what they do	13	14	13	5	9	20	12	24	22	12	14
Need willpower for Internet / self-help won't work	13	14	10	11	16	12	15	5	3	15	13
Not a health issue / medical problem / not a doctor's job	13	10	6	2	13	13	10	9	6	12	11
Too personal / intrusive / no privacy / uncomfortable with face to face	8	10	12	16	9	7	11	3	11	9	9
Would not be my preference / would prefer others	7	9	9	9	9	8	9	14	10	8	8
Don't trust them / lack integrity	6	10	9	13	9	6	5	10	5	9	8
Not effective / wouldn't work / not likely to provide necessary help	8	6	7	18	6	6	6	4	8	8	7
Wouldn't be comfortable referring anybody to a help service / don't want to interfere / has to be dealt with by the gambler him / herself or their family	9	4	5	5	6	8	10	6	10	6	7
Base	425	527	114	97	369	371	249	107	157	439	952

* Multiple responses allowed

The main reasons given by people were as follows:

Too impersonal / no human contact / not face-to-face (mentioned by 17% of respondents who would not be comfortable with some, or any, of these services) ...

"Internet self-help lacks the necessary interaction."

"If you have a problem, such as that I don't think it will work, needs human contact."

"I feel that personal approach is vital, another person being involved."

"Internet and phone is too impersonal."

"Not comfortable with the Internet self-help because part of the way you deal with things is through with verbal communication."

"People need to have and can only do this by human touch, they need people to genuinely care and it's hard to do this by telephone."

"They need to be face-to-face."

"There's no human element to it, better to talk to a person than a computer."

Never heard of them / not sure what they do (14%) ...

"Don't know their methods, until I did I wouldn't feel uncomfortable."

"I don't know enough about the Internet site."

"I don't know much about Gamblers Anonymous or the Internet so wouldn't refer them to that type of service."

"I am not familiar with others."

"Don't know anything about them."

"Haven't heard of them."

"I don't know anything about them, so not able to refer."

Need willpower for Internet / self-help won't work (13%) ...

"Internet self-help, wouldn't be strong enough to help self."

"If really highly and deeply addicted it would give them an out, they need more than self-help."

"If you can't help yourself you won't be able to help yourself by going on an Internet site."

"Internet site, the person can just switch off."

"Self-help is going to be very tricky, I think if a person is set on gambling they would not be able to stop with the self-help Internet site."

"Self-help is not going to work with someone who has a gambling problem, there needs to be a certain accountability."

"An addicted person would not seek help on the self-help line."

"Self-help relies on their own motivation."

Not a health issue / medical problem / not a doctor's job (11%) ...

"GPs or nurses or health professionals, it is not really their job to help that kind of problem."

"Doctors are for health issues."

"GP is not responsible for this."

"I don't really think it's the doctor's role, they have enough to worry about without that."

"Not a GP's thing unless affecting their health."

"General practice nurses and doctors are not qualified in this area."

"Don't think GP or nurse would have the counselling capabilities."

"I don't know what a doctor could do."

Too personal / intrusive / no privacy / uncomfortable with face-to-face (9%) ...

"Too personal."

"Confidentiality, anonymity is important so no loss of privacy or face."

"It wasn't anonymous."

"Too intrusive."

"It would be difficult to go and confess their problems to someone they know."

"It will be easier to talk over the phone than face-to-face."

"Initially a helpline is more anonymous than face to face counselling."

"Gamblers Anonymous is too intrusive."

Would not be my preference / would prefer others (8%) ...

"I'd avoid the Internet one."

"I think face-to-face counselling and the helpline are the best two."

"I wouldn't be comfortable with helpline and Internet."

"I'd rather send them to a health professional."

"Counselling and all is really effective."

"Gamblers Anonymous would be the organisation to contact."

"Maori elders or ministers could help."

"The only one who would be able to do anything would be Gamblers Anonymous."

Don't trust them / lack integrity (8%) ...

"The Internet where 90% isn't true - I just don't trust the Internet."

"Don't know their reputation."

"Don't know what sort of information the Internet would be giving, you would want it to be someone you can trust."

"I do not trust anything on the Internet unless it is an approved site."

"You don't know who you are talking to."

"I do not have a high opinion of the medical profession."

"People need someone they can trust."

"The 0800 number is provided by the casino."

Not effective / wouldn't work / not likely to provide necessary help (7%) ...

"I don't think they would really help."

"I think the Internet would not be helpful."

"Some things may not be helpful such as the Internet site."

"Talking is not effective for making changes."

"I don't think any of these ways will help."

"Some will be helpful and some will do nothing."

"Talking to other weirdos would not work."

Wouldn't be comfortable referring anybody to a help service / don't want to interfere / has to be dealt with by the gambler him / herself or their family (7%) ...

"I don't think it is my business, it is up to the individual."

"I think it's better not to get involved in other people's business and leave them to it."

"It always starts from the home so whanau first, like marae justice."

"It has to be their choice."

"I've been through it about someone else and we did it by ourselves and if it was a family or friend I would want to help them personally."

"I don't think I should interfere in their lives."

"Friend may feel I'm getting too involved in it."

"Person has to be ready to help themselves."

Other reasons given by less than 5% of people were:

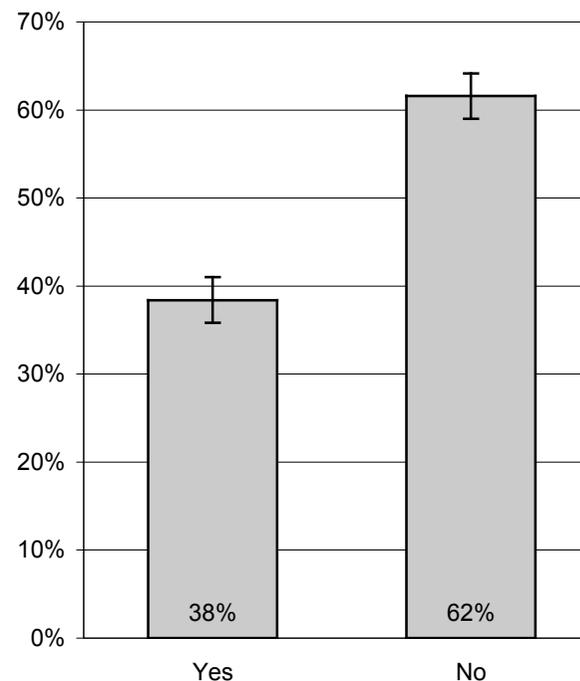
- don't have skills / training qualifications / don't provide professional advice,
- too daunting / threatening / scary,
- depends on individual / degree of problem,
- need Internet access / computer competency,
- it costs money / too expensive,
- might encourage them to gamble more / start another habit,
- don't think they would go to / use that service,
- gambler might not think they have a problem / in denial,
- might not provide appropriate language / cultural service,
- other.

7.3 Awareness of service advertising

Everyone was asked whether in the last three months they had seen or heard any advertising, or noticed any leaflets or posters that offered services to people who have trouble with gambling.

Almost two-fifths (38%) of people said that they had seen such advertising in the last three months, while 62% had not seen any advertising for help services, and less than 1% did not know if they had seen such advertising.

In the last three months, have you seen or heard any advertising, or noticed any leaflets or posters that offer services to people who are having trouble with gambling?



Unweighted base=1973 – all respondents.

- Maori and Pacific peoples were more likely than Asian peoples and European / Others to have seen or heard (in the last three months) any advertising or noticed any leaflets or posters that offer services to people who are having trouble with gambling.
- People living in the most deprived areas were more likely than people living in other areas to have seen or heard this type of advertising.
- “Frequent continuous” and “frequent non-continuous gamblers” were more likely to have seen such advertising, compared with “infrequent gamblers” and “non-gamblers”.
- People who had taken part in four or more gambling activities during the last 12 months were more likely than those who had taken part in fewer activities, or none at all, to have seen or heard any advertising that offers services to people who are having trouble with gambling. It appears that, as the number of activities undertaken increases, so does awareness of advertising.

In the last three months, have you seen or heard any advertising, or noticed any leaflets or posters, that offer services to people who are having trouble with gambling?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	39	38	39	39	42	36	50	46	29	37	38
No	61	62	61	61	58	64	50	54	71	63	62
Don't know	-	<1	-	-	-	-	-	-	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	34	37	46	33	35	40	47	41	38
No	66	63	54	68	65	60	53	59	62
Don't know	-	-	-	-	-	-	-	-	-
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	30	37	48	53	30	30	39	46	62	38
No	70	63	52	47	70	71	61	54	38	62
Don't know	-	<1	-	-	-	-	-	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

8. ADDRESSING GAMBLING HARM

8.1 Who should prevent problem gambling

Everyone was asked how extensive or limited they thought the role of the following should be in preventing people from gambling too much:

- the whole community
- individuals and their families
- gambling operators
- the Government
- health and social services.

People's responses are described in sections 8.1.1 to 8.1.5.

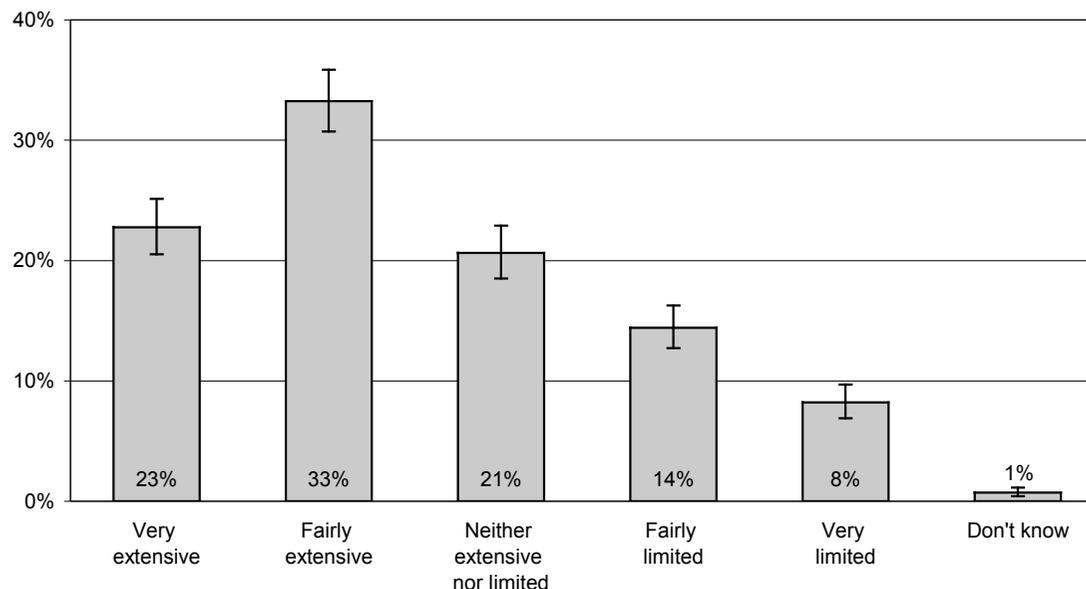
8.1.1 The whole community

Everyone was asked how extensive or limited the role of the whole community should be in preventing people from gambling too much.

Over one-half (56%) of people thought that the role of the whole community should be extensive, with 23% saying very extensive and 33% fairly extensive. One in five (21%) people felt that the community's role should be neither extensive nor limited.

Almost one-quarter (23%) of people said that the community's role should be limited, with 14% saying fairly limited and 8% saying very limited. One percent (1%) of people did not know.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? The whole community ...



Unweighted base=1973 – all respondents.

- People aged 18 years and over were slightly more likely than 15 to 17-year-olds to say that the role of the whole community should be extensive in preventing people from gambling too much.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? The whole community ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Extensive	54	58	49	58	57	55	61	66	55	55	56
Very extensive	23	23	11	18	23	25	31	39	25	20	23
Fairly extensive	31	35	37	40	34	30	30	27	30	34	33
Neither / nor	21	20	22	20	26	16	20	14	18	21	21
Limited	24	21	28	22	16	27	19	18	24	23	23
Fairly limited	15	14	24	13	10	17	11	8	15	15	14
Very limited	10	7	4	9	7	10	8	11	9	8	8
Don't know	<1	1	1	<1	<1	1	<1	2	3	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

- Maori and Pacific peoples were slightly more likely than Asian peoples and European / Others to feel that the role of the whole community should be extensive in preventing people from gambling too much.

- People living in the more deprived areas were slightly more likely than those living in the least deprived areas to think that the whole community should have an extensive role.

- Single people were less likely than those living in all other types of household to think that the whole community should have an extensive role.

- People aged 18 to 44 years were less likely than people in other age groups to say the role of the whole community should be limited.

- Single people and couples with no children were more likely than people living in all other types of household to think the role of the whole community should be limited.

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Extensive	51	58	59	44	54	60	57	56	56
Very extensive	18	25	26	21	21	25	29	10	23
Fairly extensive	33	34	33	23	33	34	28	46	33
Neither / nor	23	21	18	24	17	22	22	25	21
Limited	26	20	23	31	28	18	21	19	23
Fairly limited	17	12	15	16	20	12	8	12	14
Very limited	8	8	9	15	9	6	13	7	8
Don't know	1	1	1	1	1	1	-	<1	1
Base	463	747	763	253	428	1001	156	132	1973

- “Non-gamblers” were slightly more likely than all types of gamblers to feel that the whole community should have an extensive role. “Frequent continuous” and “frequent non-continuous gamblers” said more commonly that the community’s role should be limited when compared with the responses of “infrequent gamblers” and “non-gamblers”.
- People who had taken part in four or more gambling activities in the last 12 months were slightly less likely than those who had taken part in fewer activities or none at all to think the whole community should play an extensive role.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? The whole community ... (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Extensive	63	56	49	51	63	52	57	57	49	56
Very extensive	37	21	16	22	37	21	22	15	18	23
Fairly extensive	26	36	33	29	26	32	35	41	31	33
Neither / nor	13	23	22	18	13	21	24	18	29	21
Limited	23	21	28	30	23	25	19	24	22	23
Fairly limited	15	14	15	22	15	16	13	16	12	14
Very limited	8	7	13	9	8	9	6	9	10	8
Don't know	1	1	1	1	1	1	<1	1	<1	1
Base	404	1128	331	110	404	554	502	287	226	1973

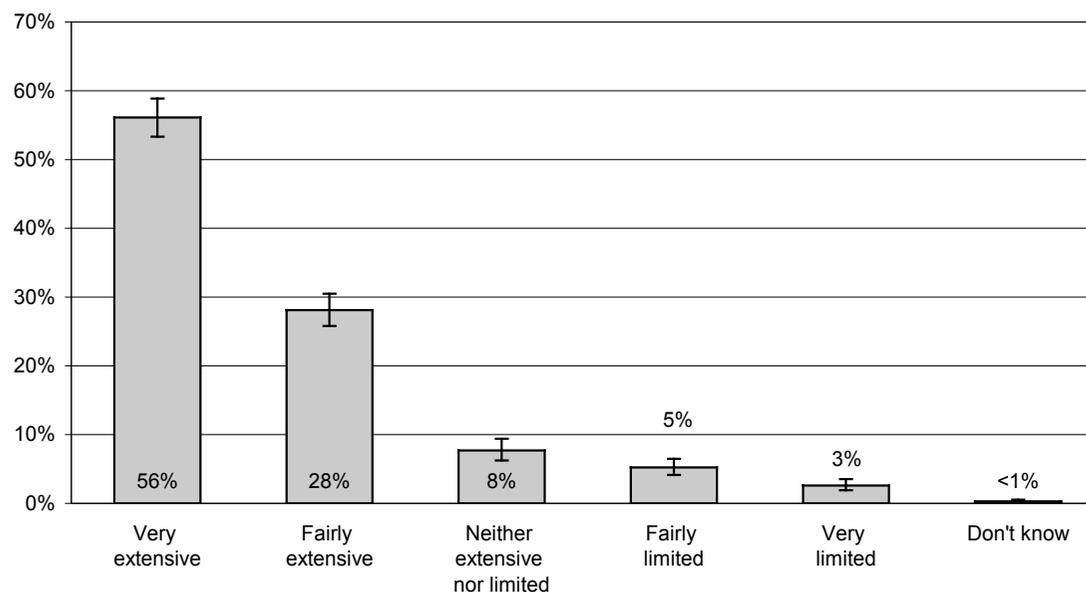
8.1.2 Individuals and their families

People were asked how extensive or limited the role of individuals and their families should be in preventing people from gambling too much.

The majority (84%) of people thought that the role of individuals and their families should be extensive, with over one-half (56%) saying *very extensive* and 28% *fairly extensive*. Eight percent (8%) of respondents thought that it should be *neither extensive nor limited*.

Only 8% said that individuals and their families' role should be limited, with 5% saying *fairly limited* and 3% saying *very limited*. Less than 1% of respondents did not know.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Individuals and their families ...



Unweighted base=1973 – all respondents.

- Maori and European / Others had a slightly greater tendency, compared with Pacific and Asian peoples, to feel that the role of individuals and their families should be extensive in preventing people from gambling too much.
- Pacific and Asian peoples were more likely than Maori and European / Others to say that the role of individuals and their families should be limited.
- People living in the least deprived areas were slightly more likely than those living in other areas to feel that the role of individuals and their families should be extensive in preventing people from gambling too much.
- People living in “other households” were less likely to say that the role of individuals and their families should be limited, compared with people living in all other types of household.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Individuals and their families ...

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Extensive	85	83	79	86	88	82	82	75	76	86	84
Very extensive	56	56	50	58	61	52	58	56	54	56	56
Fairly extensive	30	27	30	28	26	29	24	20	23	30	28
Neither / nor	7	8	10	6	7	8	10	8	10	7	8
Limited	7	9	10	8	5	10	8	16	14	7	8
Fairly limited	5	6	9	7	3	6	6	8	8	5	5
Very limited	3	3	1	1	2	4	2	8	6	2	3
Don't know	<1	1	1	<1	<1	<1	<1	1	<1	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Extensive	91	80	82	81	84	85	79	89	84
Very extensive	60	51	59	43	54	57	60	71	56
Fairly extensive	31	29	23	38	30	29	19	18	28
Neither / nor	4	11	8	9	6	8	12	8	8
Limited	6	8	10	10	9	7	9	3	8
Fairly limited	4	6	6	7	6	5	8	3	5
Very limited	2	3	4	3	4	2	1	1	3
Don't know	<1	1	<1	1	<1	<1	-	<1	<1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” said slightly less commonly than other types of gamblers and “non-gamblers” that the role of individuals and their families should be extensive in preventing people from gambling too much. These types of gambler also were slightly more likely than other types of gambler and “non-gamblers” to think that the role of individuals and families should be limited.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Individuals and their families ... (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Extensive	83	85	83	77	83	85	84	87	80	84
Very extensive	57	58	49	56	57	58	55	59	49	56
Fairly extensive	26	27	34	21	26	28	29	28	31	28
Neither / nor	7	8	9	6	7	7	9	4	11	8
Limited	9	7	8	14	9	7	7	8	8	8
Fairly limited	7	5	4	9	7	5	5	5	6	5
Very limited	3	2	4	6	3	3	2	4	3	3
Don't know	<1	<1	-	3	<1	1	-	1	<1	<1
Base	404	1128	331	110	404	554	502	287	226	1973

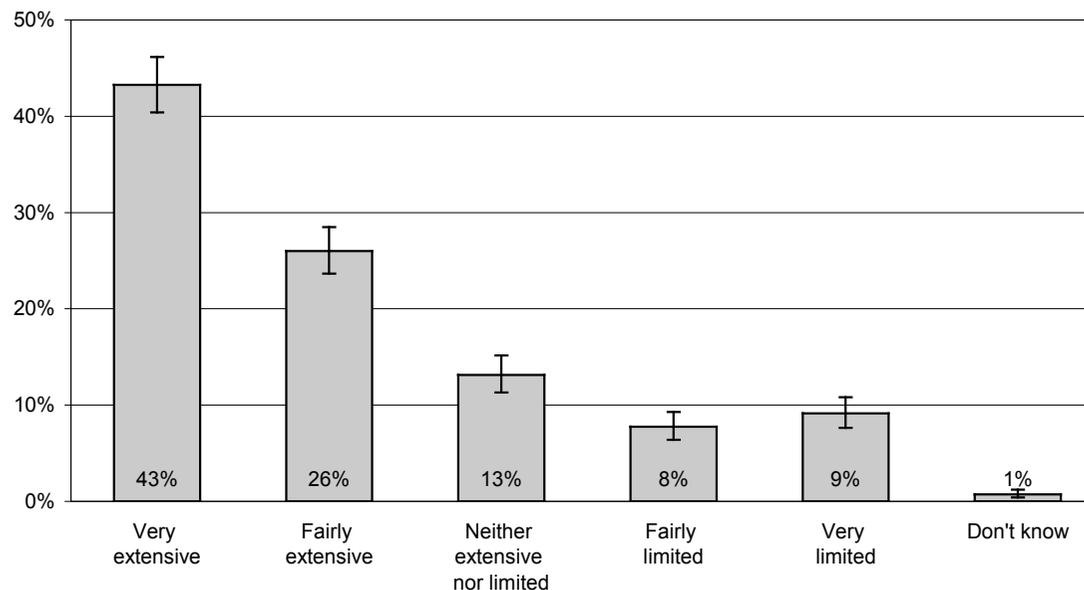
8.1.3 Gambling operators

People were asked how extensive or limited the role of gambling operators should be in preventing people from gambling too much.

Over two-thirds (69%) of people thought that the role of gambling operators should be extensive, with 43% saying *very extensive* and 26% saying *fairly extensive*. Thirteen percent (13%) of respondents felt that the role of gambling operators should be *neither extensive nor limited*.

Almost one-fifth (17%) said that gambling operators' role should be limited, with 8% saying *fairly limited* and 9% saying *very limited*. One percent (1%) of respondents did not know.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Gambling operators ...



Unweighted base=1973 – all respondents.

- People aged 25 to 44 years were slightly more likely than people of other ages to feel that gambling operators should have an extensive role in preventing people from gambling too much.
- Thinking that the role of gambling operators should be extensive was more common among Maori and European / Others than among Pacific and Asian peoples. Conversely, Pacific and Asian peoples were more likely than Maori and European / Others to feel that the role of gambling operators should be limited.
- People living in the most deprived areas had a greater tendency, compared with people living in other areas, to say that the role of gambling operators should be limited, while people living in the least deprived areas had a slightly greater tendency to say that it should be extensive.
- People living in families with no children were less likely, compared with people living in all other types of household, to say that the role of gambling operators should be extensive.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Gambling operators ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Extensive	69	70	56	62	75	69	69	57	45	73	69
Very extensive	42	45	27	35	48	44	48	34	26	45	43
Fairly extensive	27	25	29	27	26	25	21	23	19	28	26
Neither / nor	14	12	21	19	13	11	15	11	18	13	13
Limited	17	17	23	18	12	19	16	31	34	14	17
Fairly limited	7	8	13	12	6	8	7	8	11	8	8
Very limited	10	9	11	7	6	12	9	23	23	7	9
Don't know	<1	1	<1	1	<1	1	<1	1	2	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Extensive	74	68	66	69	74	68	58	70	69
Very extensive	45	43	42	42	46	44	43	36	43
Fairly extensive	29	25	24	28	29	25	15	33	26
Neither / nor	12	15	11	13	10	12	19	21	13
Limited	14	16	22	15	15	19	22	9	17
Fairly limited	6	8	9	4	6	9	12	4	8
Very limited	7	8	13	11	9	9	10	5	9
Don't know	1	1	1	2	1	1	<1	1	1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” were less likely than other types of gamblers and “non-gamblers” to say the role of gambling operators should be extensive, and more likely to say that it should be limited.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Gambling operators ... (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Extensive	70	71	69	51	70	67	70	72	69	69
Very extensive	47	44	40	33	47	41	42	46	42	43
Fairly extensive	22	27	29	18	22	26	28	25	27	26
Neither / nor	11	14	12	17	11	16	11	12	18	13
Limited	19	15	19	29	19	17	19	15	12	17
Fairly limited	7	8	9	4	7	6	12	7	4	8
Very limited	12	7	10	26	12	11	7	9	8	9
Don't know	1	1	<1	3	1	1	1	1	1	1
Base	404	1128	331	110	404	554	502	287	226	1973

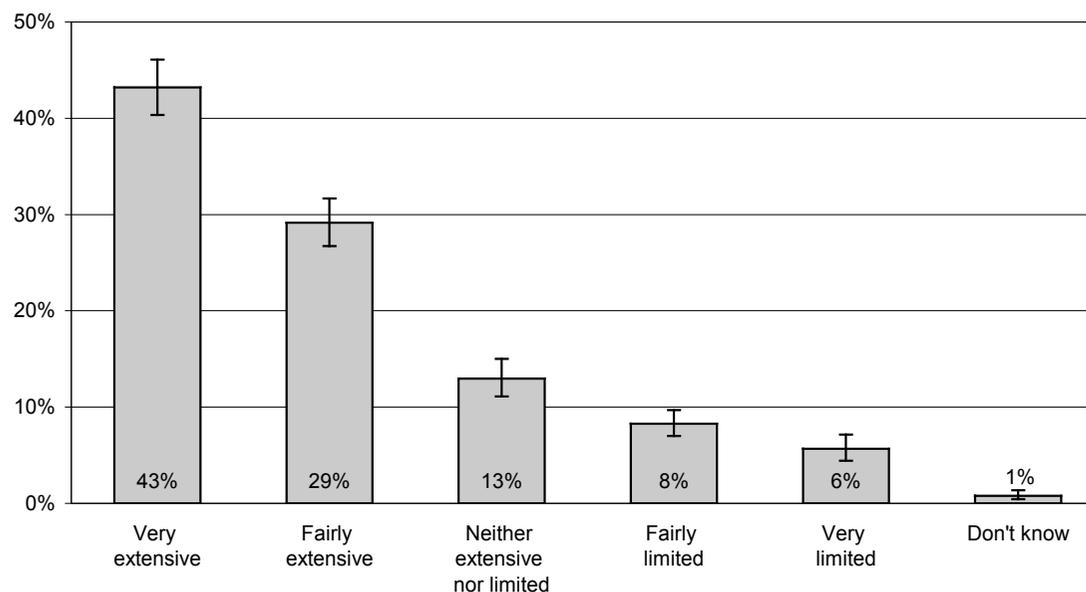
8.1.4 The Government

People were asked how extensive or limited the role of Government should be in preventing people from gambling too much.

Almost three-quarters (72%) of people said that Government's role should be extensive, with 43% saying *very extensive* and 29% *fairly extensive*. Thirteen percent (13%) said that Government's role in preventing gambling harm should be *neither extensive, nor limited*.

Fourteen percent (14%) said that Government's role should be limited, with 8% saying *fairly limited* and 6% *very limited*. One percent (1%) of respondents said they did not know how extensive Government's role should be.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? The Government ...



Unweighted base=1973 – all respondents.

- People aged 25 to 44 years were slightly more likely than people of other ages to think that Government should have an extensive role in preventing people from gambling too much.
- People living in families with no children, were less likely to say that the role of Government should be extensive in preventing people from gambling too much, compared with those living in all other types of household.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? The Government ...

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Extensive	70	74	67	64	79	71	77	73	68	72	72
Very extensive	41	45	29	36	49	43	55	55	41	41	43
Fairly extensive	29	29	38	28	30	28	22	18	28	31	29
Neither / nor	15	11	17	18	11	12	10	10	11	14	13
Limited	14	14	14	16	10	17	13	16	18	14	14
Fairly limited	9	8	7	13	5	9	8	7	10	8	8
Very limited	6	6	7	4	5	7	4	9	7	5	6
Don't know	<1	1	3	2	<1	1	1	1	4	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Extensive	73	70	75	72	73	75	56	76	72
Very extensive	39	43	48	37	43	45	44	36	43
Fairly extensive	34	27	27	35	29	29	12	40	29
Neither / nor	13	14	10	10	10	14	26	8	13
Limited	12	15	14	17	18	11	16	14	14
Fairly limited	6	10	9	11	10	6	11	10	8
Very limited	6	5	6	6	8	5	5	4	6
Don't know	1	1	1	1	-	1	2	2	1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” were less likely to say that the role of Government should be extensive, compared with other types of gamblers and “non-gamblers”.
- More likely to think that the role of Government should be limited were “frequent non-continuous gamblers” and “frequent continuous gamblers”, when compared with “infrequent gamblers” and “non-gamblers”.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? The Government ... (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Extensive	74	75	67	52	74	73	74	70	68	72
Very extensive	47	44	39	33	47	44	44	40	37	43
Fairly extensive	28	31	27	19	28	29	29	30	31	29
Neither / nor	14	12	11	21	14	11	13	15	13	13
Limited	9	12	22	26	9	15	13	15	19	14
Fairly limited	5	7	15	15	5	9	8	8	13	8
Very limited	5	5	6	11	5	6	5	7	6	6
Don't know	2	1	<1	1	2	1	<1	<1	<1	1
Base	404	1128	331	110	404	554	502	287	226	1973

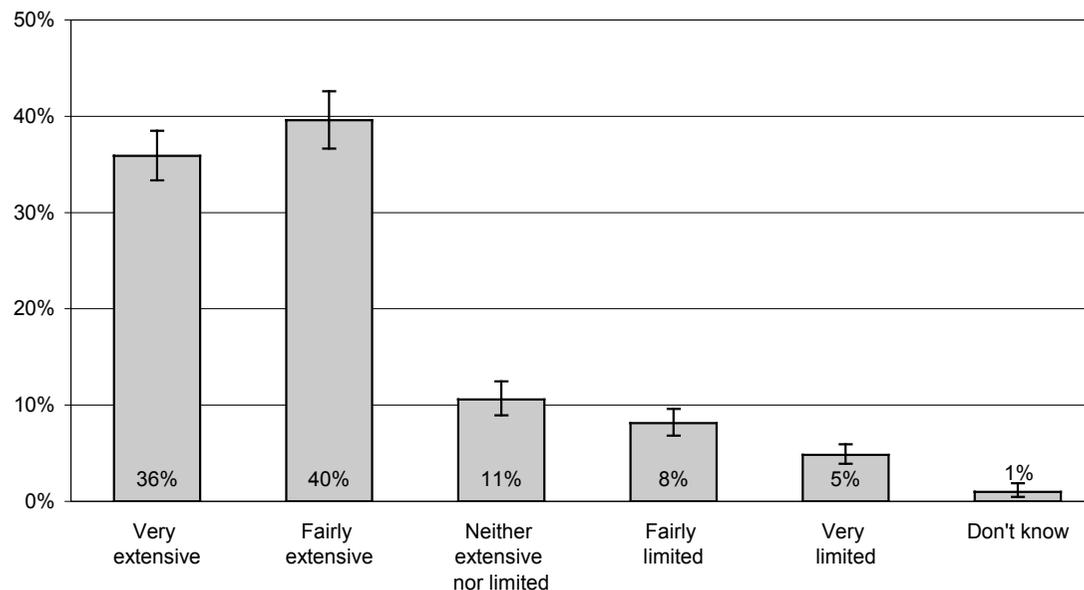
8.1.5 Health and social services

People were asked how extensive or limited the role of health and social services should be in preventing people from gambling too much.

Over three-quarters (76%) of respondents said that health and social services' role should be extensive, with 36% saying *very extensive* and 40% *fairly extensive*. Eleven percent (11%) said that the role of this sector in preventing gambling harm should be *neither extensive, nor limited*'

Thirteen percent (13%) of people said that health and social services' role should be limited, with 8% saying *fairly limited* and 5% *very limited*. One percent (1%) of respondents did not know how extensive this sector's role should be.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Health and social services ...



Unweighted base=1973 – all respondents.

- People aged 25 years and over were more likely to think that the role of health and social services in preventing people from gambling too much should be extensive, compared with people aged 15 to 24 years.

- Maori and European / Others were slightly more likely than Pacific and Asian peoples to feel that the role of health and social services should be extensive, conversely Pacific and Asian peoples were more likely than Maori and European / Others to think that the role of this sector should be limited.

- People living in mid-deprivation areas were slightly less likely than those living in other areas to think the role of health and social services should be extensive.

- People living in families with no children were slightly less likely than those living in all other types of household to say that the role of health and social services should be extensive in preventing people from gambling too much.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Health and social services ...

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Extensive	76	75	63	66	78	78	76	70	66	77	76
Very extensive	34	38	26	28	38	37	45	42	35	35	36
Fairly extensive	42	38	37	38	40	40	32	28	31	42	40
Neither / nor	10	11	20	15	10	9	11	11	11	11	11
Limited	14	13	16	14	12	13	12	19	22	12	13
Fairly limited	8	8	11	8	7	9	9	8	12	8	8
Very limited	5	5	5	6	5	4	4	10	10	4	5
Don't know	1	1	2	5	<1	1	<1	1	1	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Extensive	79	71	78	71	79	76	63	77	76
Very extensive	32	36	39	33	38	36	32	33	36
Fairly extensive	47	35	39	38	41	40	31	44	40
Neither / nor	8	14	9	11	8	11	16	8	11
Limited	12	14	13	17	12	12	16	13	13
Fairly limited	8	8	8	10	9	7	8	9	8
Very limited	4	6	5	8	3	5	8	5	5
Don't know	1	1	1	1	<1	1	5	1	1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” were slightly less likely, compared with other types of gamblers and “non-gamblers”, to say that the role of health and social services should be extensive.
- “Frequent continuous gamblers” and “frequent non-continuous gamblers” were more likely than “infrequent gamblers” and “non-gamblers” to think the role of health and social services should be limited.

Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be? Health and social services ... (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Extensive	77	76	74	69	77	74	77	77	74	76
Very extensive	44	35	33	34	44	33	34	34	37	36
Fairly extensive	33	41	42	35	33	40	43	43	37	40
Neither / nor	9	11	9	12	9	11	11	9	12	11
Limited	11	12	17	20	11	14	12	15	13	13
Fairly limited	6	8	12	9	6	9	9	8	7	8
Very limited	5	4	5	11	5	5	3	7	6	5
Don't know	3	1	<1	1	3	2	-	<1	1	1
Base	404	1128	331	110	404	554	502	287	226	1973

8.1.6 Who should prevent gambling harm – summary

The table alongside shows the proportion of people who thought that the role of each group in preventing gambling harm should be extensive, limited or neither extensive, nor limited.

The majority of people (84%) thought that the role of individuals and their families should be extensive in preventing gambling harm.

Around three-quarters of people thought that the role of and health and social services (76%) and Government (72%) should be extensive, while 69% thought this way about the role of gambling operators.

Just over one-half of people (56%) thought that the role of the whole community should be extensive in preventing people from gambling too much.

Summary Table. Think of preventing people from gambling too much. How extensive, or limited, do you think the role of each of these groups should be?

	The whole community %	Individuals and their families %	Gambling operators %	The Government %	Health and social services %
Extensive	56	84	69	72	76
Very extensive	23	56	43	43	36
Fairly extensive	33	28	26	29	40
Neither extensive, nor limited	21	8	13	13	11
Limited	23	8	17	14	13
Fairly limited	14	5	8	8	8
Very limited	8	3	9	6	5
Don't know	1	<1	1	1	1

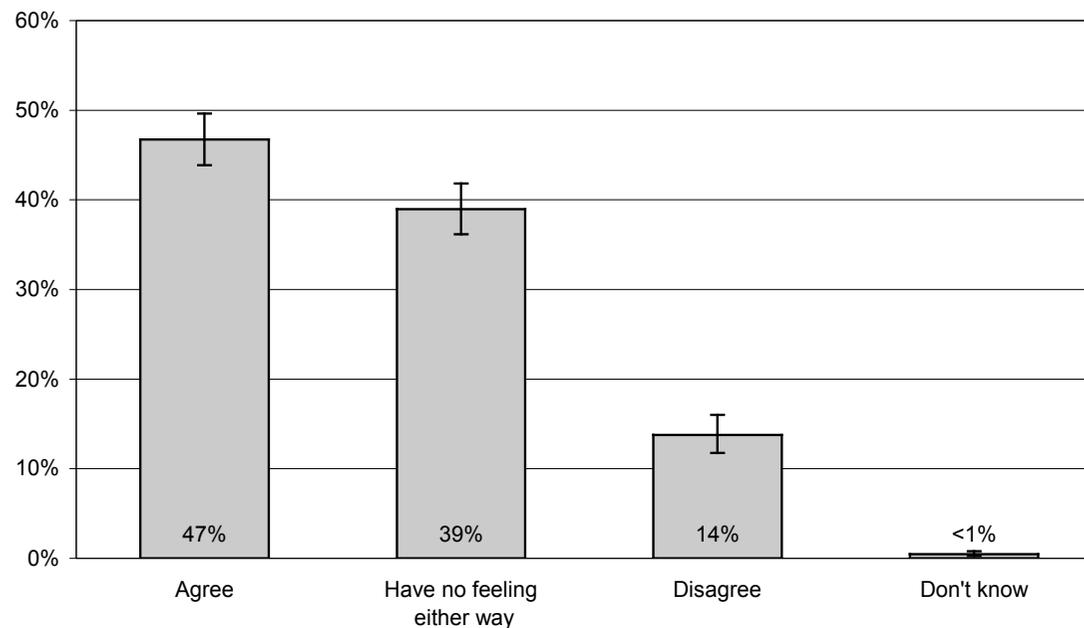
Unweighted base = 1973 – all respondents

8.2 Communities' role in preventing problem gambling

Adults were asked whether they agreed or disagreed that there is presently a need for their community to discuss problems that can be brought on by gambling and work out local solutions.

Almost one-half (47%) of adults agreed with this statement, while 14% disagreed with it. Under two-fifths (39%) had no feeling either way, and 1% did not know if this was a need at present.

Would you agree or disagree with the following statement as it applies to your local community? "There is presently a need for your community to discuss problems that can be brought on by gambling and work out local solutions."



Unweighted base=1774 – all adults.

- People aged 25 years and over were more likely than those aged 18 to 24 years to agree with there being a need for their local community to discuss gambling problems. Those aged 18 to 24 years were more likely than people aged 25 years and over to have no feeling either way.
- Pacific peoples were more likely than people of all other ethnicities to agree with there being a need for their local community to discuss problems brought on by gambling and to work out local solutions, while people of all other ethnicities were more likely to have no feeling either way.
- Agreeing with this statement was more common for people living in the most deprived areas than it was for those living in other areas, while those living in the least deprived areas were more likely to disagree with this statement.

Would you agree or disagree with the following statement as it applies to your local community? “There is presently a need for your community to discuss problems that can be brought on by gambling and work out local solutions.”

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Agree	46	47	N/A	38	49	48	54	64	49	45	47
Have no feeling either way	38	40	N/A	49	38	37	38	25	37	40	39
Disagree	15	12	N/A	13	13	14	9	10	14	15	14
Don't know	<1	1	N/A	-	1	1	<1	1	1	<1	1
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Agree	38	47	56	38	45	51	44	45	47
Have no feeling either way	42	40	34	42	42	35	45	38	39
Disagree	20	12	10	18	12	14	11	17	14
Don't know	<1	1	<1	2	<1	1	<1	-	1
Base	407	666	701	252	428	807	156	129	1774

- There was little variation in the proportion of the different types of gambler who were more likely to agree or disagree that there is a need for communities to discuss gambling problems.

Would you agree or disagree with the following statement as it applies to your local community? “There is presently a need for your community to discuss problems that can be brought on by gambling and work out local solutions.” (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Agree	44	47	50	43	44	50	47	47	41	47
Have no feeling either way	39	38	40	44	39	39	37	39	44	39
Disagree	16	15	10	12	16	10	16	14	14	14
Don't know	<1	1	<1	1	<1	1	1	1	-	1
Base	318	1022	326	108	318	500	467	269	220	1774

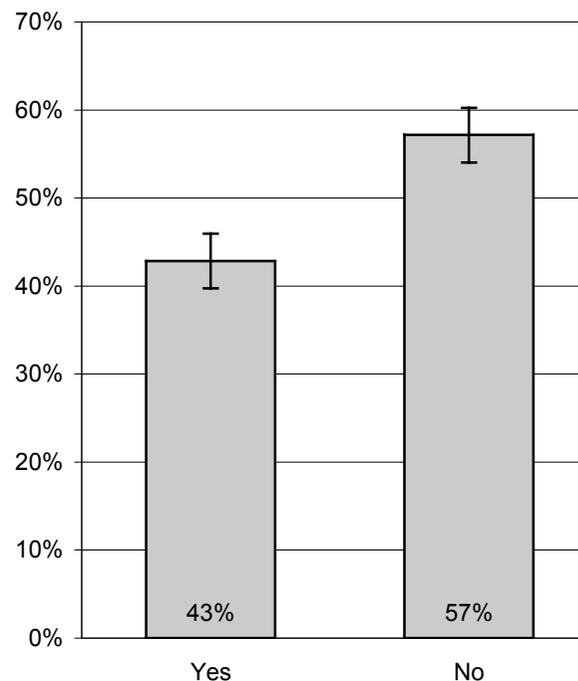
8.3 Local decisions about gaming machines

8.3.1 Who is responsible for local decisions about gaming machines?

Adults were asked whether they knew who was responsible for deciding whether places in their area can start operating gaming machines and for deciding whether existing places can add more machines.¹¹

Around four in ten (43%) adults said that they knew who was responsible for these decisions, while 57% said that they did not know who was responsible.

Do you know who is responsible for deciding whether places in your area can start operating gaming machines, or pokies, and for deciding whether existing places can add more machines?



Unweighted base=1774 – all adults.

¹¹ Operating gaming machines outside casinos is categorised as class 4 (high risk) gambling. Section 101 of the Gambling Act 2003 requires territorial local authorities to adopt a policy on the location of class 4 gambling venues, and to give consent for the establishment of new gaming machine venues or increasing the number of machines at existing venues.

- Males were slightly more likely than females to say that they know who is responsible for decisions about gaming machines in their area.
- People aged 45 years and over were more likely than those aged 18 to 44 years to say that they know who is responsible for decisions about gaming machines in their area.
- It was more common for Maori and, in particular, European / Others, compared with Pacific and Asian peoples, to say that they know who is responsible for decisions about gaming machines.
- People living in mid-deprivation areas were slightly less likely than those living in other areas to know who is responsible.
- “Frequent non-continuous gamblers” were more likely than other types of gamblers and “non-gamblers” to say that they know who is responsible for these decisions.

Do you know who is responsible for deciding whether places in your area can start operating gaming machines, or pokies, and for deciding whether existing places can add more machines?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	46	40	N/A	34	36	50	36	24	25	47	43
No	54	60	N/A	66	64	50	64	77	75	53	57
Don't know	-	-	N/A	-	-	-	-	-	-	-	-
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	49	37	44	46	47	40	41	39	43
No	51	63	56	54	53	60	59	61	57
Don't know	-	-	-	-	-	-	-	-	-
Base	407	666	701	252	428	807	156	129	1774

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	36	42	53	42	36	38	43	53	48	43
No	64	59	47	58	64	62	57	47	52	57
Don't know	-	-	-	-	-	-	-	-	-	-
Base	318	1022	326	108	318	500	467	269	220	1774

8.3.2 Organisations responsible for local decisions about gaming machines

Adults who said they knew who was responsible for local decisions about gaming machines were asked who that was. Their answers are shown in the table alongside.

- Over three-fifths (62%) of all adults who knew who was responsible for local decisions about gaming machines said that this was their local government or city or district council.
- The next most commonly mentioned organisation was central government, a government department or a member of parliament, mentioned by 15% of adults.
- Other commonly mentioned organisations were the Department of Internal Affairs (9%), a gaming authority, board or trust, (9%) and the Lotteries Commission (6%).
- Maori were more likely than people of other ethnicities to think that local government was responsible for decisions about gaming machines in their area. Females were slightly more likely than males, and those aged 18 to 44 years were slightly more likely than those aged 45 and over, to think this.

Who is responsible for deciding whether places in your area can start operating gaming machines, or pokies, and for deciding whether existing places can add more machines? Top 5 mentions.

Percent who mention**...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Local government / city council / district council	58	65	N/A	67	65	59	72	58	61	61	62
Central government / the government / MP / government department unspecified	16	15	N/A	19	11	17	15	30	37	14	15
Department of Internal Affairs	12	7	N/A	-	6	13	7	4	1	10	9
Gaming authority / board / trust	9	8	N/A	2	9	10	8	5	2	9	9
Lotteries Commission	6	5	N/A	10	9	3	5	1	-	6	6
Base	310	351	N/A	48	261	352	166	59	80	356	661

* Young people not asked this question

** Multiple responses allowed

The main organisations mentioned by people were as follows:

Local government / city council / district council (mentioned by 62% of adults who know who is responsible for local gaming machine policy) ...

"Local council."

"City council."

"City council in your area."

"Council."

"District council."

"Local authority."

"Local government."

"Councillor."

"Local district council."

Central government / the government / MP / government department unspecified (15%)

...

"Government."

"Government department."

"National government."

"Branch of the government."

"MP."

"A government body."

"Government agency."

"Central government."

"Government of the day."

Department of Internal Affairs (9%) ...

"Department of Internal Affairs."

"Ministry of Internal Affairs."

"Internal Affairs."

"Internal Affairs Department."

"Division of Internal Affairs."

Gaming authority / board / trust (9%) ...

"Gaming commission."

"Gaming authority."

"Gaming association."

"Gambling trust."

"Gambling advisory board."

"Gambling commission."

"Gaming machine authority."

"Gaming board."

"Ministry of gambling."

"There is a licensing board for the casinos and some other body for the other gaming machines."

Lotteries Commission (6%) ...

"Lotteries Commission."

"Lottery Commission."

"The Gaming and Lotteries Commission."

"New Zealand Lottery Commission."

Other organisations given by less than 4% of people were:

- licensing body unspecified,
- liquor licensing trust,
- gambling operators / pub owners,
- the community / local people,
- other.

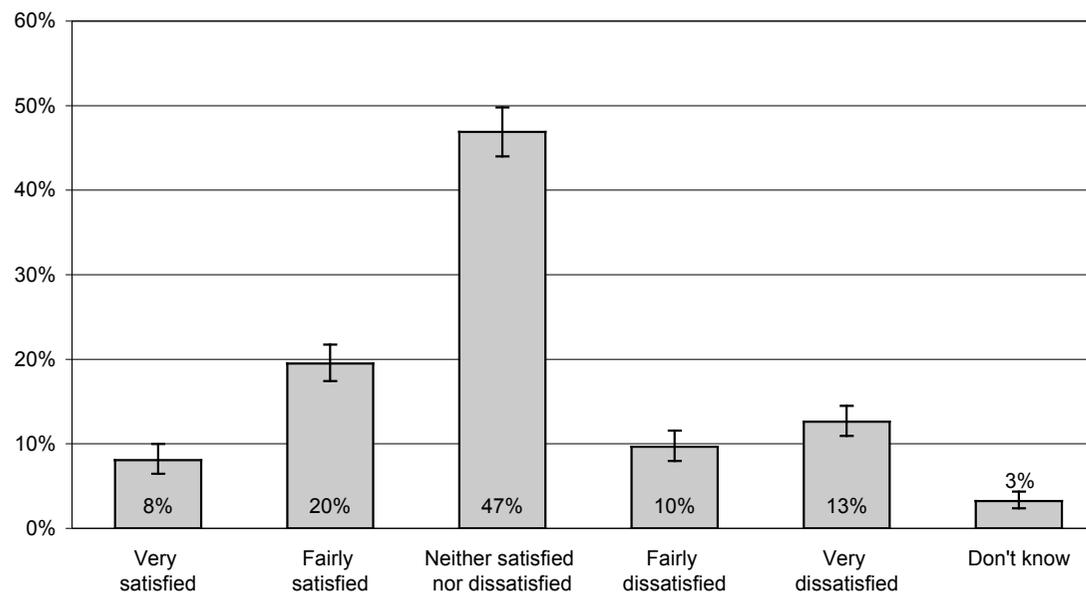
8.3.3 Satisfaction with local gaming machine decisions

Adults were asked how satisfied they were with decisions about gaming machines in their area.

Just over one-quarter (28%) of adults said that they were satisfied with these decisions, with 8% saying *very satisfied* and 20% *fairly satisfied*. Almost one-half (47%) said that were *neither satisfied nor dissatisfied* with decisions in their area.

Over one-fifth (22%) of adults were dissatisfied with decisions on gaming machines in their area, with 10% *fairly dissatisfied* and 13% *very dissatisfied*. Three percent (3%) of adults asked this question did not know.

How satisfied are you with the decisions on pokies in your area?



Unweighted base=1774 – all adults.

- People aged 45 years and over were more likely than those aged 18 to 44 years to say that they were satisfied with the decisions about gaming machines in their area, while those aged 18 to 44 years were more likely to be neither satisfied nor dissatisfied.
- More likely to feel satisfied with decisions about gaming machines in their area were European / Others, compared with people of all other ethnicities. Pacific peoples were more likely than people of all other ethnicities to feel dissatisfied with the decisions.
- People living in the most deprived areas were less likely to feel satisfied with decisions about gaming machines in their area than were people living in other areas.
- Single people and couples with no children were more likely to be satisfied with the decisions about gaming machines in their area than those living in all other types of household.

How satisfied are you with the decisions on pokies in your area?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Satisfied	30	25	N/A	23	22	33	21	18	20	30	28
Very satisfied	9	7	N/A	13	6	9	3	9	9	9	8
Fairly satisfied	21	18	N/A	11	16	25	18	9	11	21	20
Neither / nor	46	48	N/A	53	52	41	48	39	46	47	47
Dissatisfied	22	22	N/A	20	24	22	30	41	24	20	22
Fairly dissatisfied	10	10	N/A	13	9	9	10	10	8	10	10
Very dissatisfied	13	13	N/A	7	15	12	19	30	16	10	13
Don't know	2	4	N/A	4	2	4	1	3	10	3	3
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Satisfied	32	28	21	32	33	25	23	25	28
Very satisfied	10	7	7	9	8	6	10	12	8
Fairly satisfied	22	21	14	22	24	18	13	13	20
Neither / nor	43	47	51	42	45	46	53	58	47
Dissatisfied	20	22	26	21	20	26	20	16	22
Fairly dissatisfied	8	11	9	10	9	10	11	11	10
Very dissatisfied	12	11	17	11	12	16	9	5	13
Don't know	4	3	2	6	3	3	5	1	3
Base	407	666	701	252	428	807	156	129	1774

- “Frequent continuous gamblers” and “frequent non-continuous gamblers” were more likely to be satisfied with decisions about gaming machines in their area than “non-gamblers” and “infrequent gamblers”.
- “Non-gamblers” were more likely than all types of gamblers to be dissatisfied with decisions.
- People who had not taken part in any gambling activities in the last 12 months were more likely than those that had to be dissatisfied with decisions about gaming machines.

How satisfied are you with the decisions on pokies in your area? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Satisfied	20	26	37	42	20	26	27	35	32	28
Very satisfied	6	8	9	13	6	9	5	13	8	8
Fairly satisfied	14	18	27	30	14	16	22	23	25	20
Neither / nor	46	48	46	36	46	50	46	40	52	47
Dissatisfied	29	23	17	20	29	20	23	23	15	22
Fairly dissatisfied	10	11	7	8	10	10	11	8	8	10
Very dissatisfied	19	12	10	12	19	10	12	16	7	13
Don't know	5	3	1	2	5	4	4	1	1	3
Base	318	1022	326	108	318	500	467	269	220	1774

8.3.4 Reasons for satisfaction with local gaming machine decisions

Adults who said they were satisfied with the decisions about gaming machines in their local area were asked to give the reasons for their satisfaction.

- The most commonly given reasons for satisfaction with decisions about gaming machines in their local area were that there are a limited number or very few machines in the area (18%), that there are no machines in the area (12%), that there are a sufficient number (11%), and that they don't cause any problems (11%). Four percent (4%) of adults said they did not know.
- Females were more likely than males to say that they felt satisfied because they were not aware of any pokies, or had never seen them. Males were more likely than females to say that pokies don't bother them or don't affect them, that they are well regulated or have good controls in place, and that there are a sufficient number of pokies.
- Asian peoples were more likely than people of all other ethnicities to be satisfied because there are a limited number, or very few, gaming machines in their area.
- Those aged 18 to 24 years were more likely, compared with those aged 25 years and over, to feel satisfied because there are no machines in their area, while they were less likely to say it didn't affect or bother them.

Why are you satisfied with the decisions on pokies in your area? Top 10 mentions.

Percent who mention**...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Limited number of pokies / very few in our area	16	19	N/A	14	20	18	13	17	39	17	18
No pokies in our area	10	14	N/A	25	10	10	2	30	16	12	12
Sufficient number of pokies / don't want to see more	14	8	N/A	11	11	11	23	5	6	10	11
Doesn't cause any problems / do no harm	13	9	N/A	10	6	13	6	7	6	12	11
Not aware of any / haven't see any pokies / don't know where they are	2	17	N/A	7	12	8	9	6	9	10	9
Doesn't affect me / doesn't bother me	12	7	N/A	3	12	9	9	7	6	10	9
Well regulated / good controls in place	9	4	N/A	<1	4	10	10	1	5	7	7
Pokies aren't obvious / not in your face	6	7	N/A	1	12	5	2	-	2	7	6
Pokies have been removed / number reduced / stop being installed	5	6	N/A	1	4	8	3	5	2	6	6
Personal choice / your decision to play them	4	5	N/A	-	7	4	4	-	1	5	4
Base	207	216	N/A	41	154	228	88	42	72	221	423

* Young people not asked this question

** Multiple responses allowed, reasons given by 4% or more of adults satisfied with gaming machine decisions in their area

- People aged 25 to 44 were more likely than those of other ages to say pokies aren't obvious or in your face, or that they weren't aware of any in their area.
- Pacific peoples were more likely than people of other ethnicities to be satisfied because there are no gaming machines in their area. Maori were more likely to be satisfied because the number of gaming machines in the area was sufficient, or they did not want to see any more.
- People of European / Other ethnicity were more likely than people of other ethnicities to say that gaming machines don't cause any problems.

8.3.5 Reasons for feeling neither satisfied nor dissatisfied with local gaming machine decisions

People who said they were neither satisfied nor dissatisfied with the decisions about gaming machines in their local area were asked to give their reasons for this view.

- Just over one-quarter (26%) of people who felt neither satisfied nor dissatisfied with local gaming machine decisions said this was because they don't gamble, don't go to gambling venues or are not interested in gaming machines. A further 21% said that they don't know about the decisions or who is responsible or that they are not informed enough, and 18% said that the decisions don't affect them or it doesn't bother them. Sixteen percent (16%) said they are not aware of any, haven't seen any or don't know where they are. Nine percent (9%) of people did not know.
- Females were more likely than males to say that they were not aware of any gaming machines in their area, while males said more often than females that the machines don't affect them or don't bother them.
- People aged 18 to 24 years were more likely than those in other age groups to say that they don't gamble or are not interested in gaming machines. People aged 25 and over were more likely than 18 to 24-year-olds to say that they don't know about decisions or are not informed enough.

Why do you say that you are neither satisfied nor dissatisfied with the decisions on pokies in your area? Top 4 mentions.

Percent who mention**...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
I don't gamble / not really interested in pokies / don't go to gambling venues	25	27	N/A	41	26	21	32	34	23	25	26
Don't know about decisions / who is responsible / policies / not informed enough	21	21	N/A	12	25	21	19	22	21	21	21
Doesn't affect me / doesn't bother me	22	14	N/A	18	18	18	22	11	13	18	18
Not aware of any / haven't see any pokies / don't know where they are	11	21	N/A	12	17	17	11	10	18	17	16
Base	358	446	N/A	107	375	321	212	91	150	351	804

* Young people not asked this question

** Multiple responses allowed, reasons given by 5% or more of adults neither satisfied nor dissatisfied with gaming machine decisions in their area

- Maori and Pacific peoples were more likely to say they don't gamble, while Maori and European / Others were more likely to say it doesn't affect them, and Asian and European / Others were more likely to say they were not aware of any gaming machines, compared with people of other ethnicities.

8.3.6 Reasons for dissatisfaction with local gaming machine decisions

People who said they were dissatisfied with the decisions about gaming machines in their local area were asked to give the reasons for their dissatisfaction.

- Just over one-quarter (27%) of people said that their reason for being dissatisfied with gaming machine decisions in their area is because there are too many machines, increasing numbers, or they feel that the number should be reduced. A further 27% of people said that they are anti-gambling or don't want gaming machines around, while 20% said that they encourage gambling or make it too accessible, and 12% mentioned the negative effects on the gambler. One percent (1%) of people said they did not know.
- People aged 18 to 24 years were less likely than people in other age groups to say they are dissatisfied because there are too many machines, gambling is harmful to the community, or needs more regulation.
- Maori and European / Others were more likely than Pacific and Asian peoples to say that their reason for being dissatisfied was that there are too many machines in their area and that they need more regulation.

Why do you say that you are dissatisfied with the decisions on pokies in your area? Top 7 mentions.

Percent who mention** ...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17*	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Too many machines / increasing numbers / number should be reduced	28	27	N/A	17	31	27	40	15	11	29	27
I'm anti-gambling / anti-pokies / don't want them around	26	29	N/A	25	28	27	18	28	39	27	27
Encourages gambling / encourages particular groups to gamble / too accessible	20	21	N/A	25	22	18	21	23	24	19	20
Negative effects on gambler / lose money / get addicted	10	14	N/A	11	12	12	14	26	15	9	12
Harmful to community	8	9	N/A	1	9	10	9	7	8	9	8
Needs more regulation / policing	8	5	N/A	1	7	7	6	1	3	7	6
Affects family and children / damages family	1	8	N/A	3	4	6	8	16	2	3	5
Base	213	270	N/A	53	224	206	159	95	73	156	483

* Young people not asked this question

** Multiple responses allowed, reasons given by more than 5% or more of adults dissatisfied with gaming machine decisions in their area

- Asian peoples said more commonly, when compared with people of all other ethnicities, that they are anti-gambling or don't want the machines around.
- Negative effects on the gambler and/or that they lose money or become addicted was stated as a reason for dissatisfaction more often by Pacific peoples, when compared with people of all other ethnicities.
- Gaming machines affecting families and children was mentioned more commonly by females, compared with males, and by Pacific peoples, compared with people of all other ethnicities.

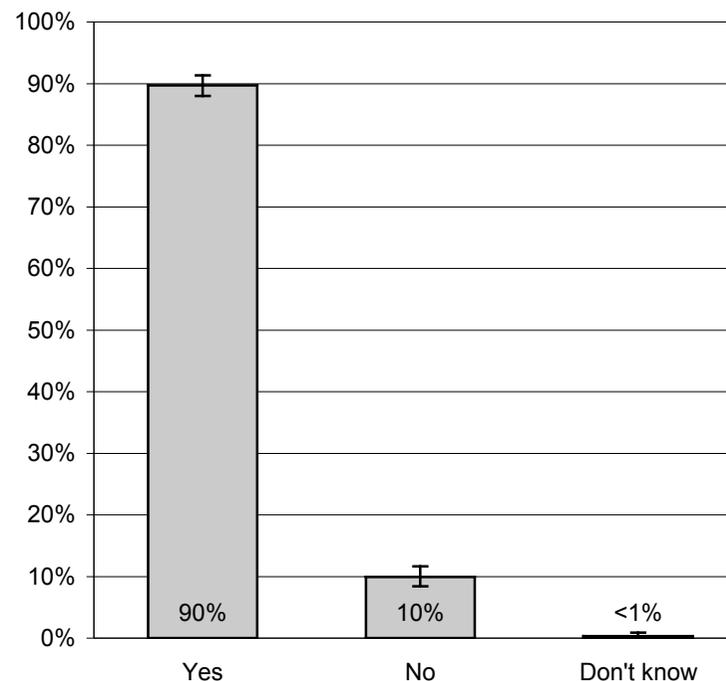
8.4 Alternative activities to gambling

8.4.1 Alternative activities that would cost not more than gambling

Everyone was asked whether they knew of any alternative entertainment or recreation that a person could do that would cost no more than an outing involving gambling.

Nine out of ten (90%) people were able to think of an alternative activity that would cost no more than a gambling outing, while 10% were not able to think of anything, and less than 1% said they did not know.

Can you think of any alternative entertainment or recreation that a person could do that would cost no more than an outing involving gambling?



Unweighted base=1973 – all respondents.

- There was little variation in the proportion of males and females that said they were able to think of some alternative entertainment or recreation that a person could do that would cost no more than an outing involving gambling. The proportion of people who live in areas of low, mid and high deprivation who said "Yes" to this question also was similar.
- People aged 25 years and over were slightly more likely than those aged 15 to 24 years to be able to think of alternative entertainment or recreation.
- Pacific peoples were slightly less likely to be able to think of some alternative entertainment or recreation, compared with people of all other ethnicities.

Can you think of any alternative entertainment or recreation that a person could do that would cost no more than an outing involving gambling?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	88	92	84	82	92	91	87	76	85	92	90
No	12	8	16	17	8	9	13	24	15	8	10
Don't know	<1	1	<1	2	-	<1	<1	<1	-	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	93	89	88	91	91	90	84	89	90
No	7	11	13	9	9	10	16	8	10
Don't know	<1	1	-	-	<1	-	-	3	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	86	91	89	89	86	89	93	91	90	90
No	14	9	10	10	14	11	7	8	10	10
Don't know	<1	<1	1	1	<1	<1	-	1	<1	<1
Base	404	1128	331	110	404	554	502	287	226	1973

8.4.2 Suggested activities

People who said they could think of alternative activities were asked what these were. Their answers are shown in the table alongside.

- Playing sports or attending sports events were the most commonly suggested activities; mentioned by around four out of ten (42%) people. A further three out of ten (32%) said going to the movies, while 26% said other outdoor activities and 21% talked about eating, drinking or dining out as alternative activities.
- Going to the beach (15%), family time or activities (14%), and going for a walk (14%) were the next most commonly mentioned activities.
- Males were more likely than females to mention sports, while females were more likely to mention going to the beach, going for a walk, or having family time.
- People aged 18 to 24 years more commonly mentioned going to the movies, and those aged 25 to 44 years more commonly mentioned dining out, compared with people in other age groups.
- People aged 25 years and over were more likely, compared with those aged 15 to 24 years, to mention going for a walk, going to the park, and other outdoor activities.

What is an alternative entertainment or recreation that a person could do that would cost no more than an outing involving gambling?

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
Sports / play sports / attend sports events	46	38	44	38	42	43	39	35	41	43	42
Go to movies	32	32	33	40	32	30	22	21	23	35	32
Other outdoor activities	25	26	19	19	26	28	28	21	17	26	26
Eating and drinking / dining out	21	20	16	18	26	17	15	9	16	22	21
Go to the beach	11	20	13	17	16	15	17	9	9	16	15
Family time / activities with family	12	17	8	15	19	12	22	36	16	13	15
Go for a walk	11	16	5	3	14	18	10	5	7	16	14
Socialising with friends / visiting friends / activities with friends	9	13	24	10	14	7	16	12	14	10	11
Indoor / at-home activities	11	10	4	11	10	12	14	15	18	9	11
Concerts / shows / theatre / festivals	10	10	4	13	7	12	6	8	7	11	9
Visit amusements / leisure attractions	8	10	7	9	11	7	6	9	4	10	9
Hobbies / join a club / music	9	7	6	2	9	8	5	9	6	8	8
Go to the park	6	9	2	2	10	8	9	7	8	7	7
Play cards / games / gambling without money	7	7	13	11	6	7	6	7	8	7	7
Base	778	955	160	168	694	711	430	207	293	803	1733

* Multiple responses allowed

- 15 to 17-year-olds more commonly said socialising or visiting friends, compared with those aged 18 years and over.
- People of European / Other ethnicity had a greater tendency, compared with people of all other ethnicities, to mention going to the movies. Pacific peoples were more likely than people of all other ethnicities to mention family time or activities.
- Maori and European / Others were more likely to mention going to the beach or other outdoor activities, while European / Others were more likely to suggest going for a walk, compared with people of all other ethnicities.

The main activities given by people were as follows:

Sports / play sports / attend sports events (mentioned by 42% of respondents who could think of alternative activities to gambling) ...

- “Athletics or any other sport.”*
- “Coaching sports teams.”*
- “Go and play a game of tennis or golf.”*
- “Join a sports club.”*
- “Watch sports.”*
- “Play rugby, sports.”*
- “We can have a game of bowls for \$2.”*
- “Going to a sports game with their family, join a sports club.”*
- “Any good healthy sports, rugby, gym, bowling, golf, all sort of facilities around the country.”*
- “Could go to a sports game.”*
- “Watching sport, going to the rugby at the local club, playing sport around the area, golf or anything like that.”*

Go to movies (32%) ...

- “Go to the movies.”*
- “Movies.”*
- “Going to the movies.”*
- “Cinema.”*
- “Go to the pictures.”*

Other outdoor activities (26%) ...

- “Deer stalking, fishing, tramping.”*
- “Picnics, cycling, boat races at the lake.”*
- “Swimming, fishing, hunting.”*
- “Tramping, hiking, swimming.”*
- “Get outside.”*
- “Bike ride, picnic.”*
- “Go to swimming pool.”*
- “Outdoor recreation.”*
- “Camping.”*
- “Have barbecue beside the lake.”*

Eating and drinking / dining out (21%) ...

- “Go out to dinner at a restaurant.”*
- “Dining out.”*
- “Go out for a good meal with friends.”*
- “Having a meal out.”*
- “Taking your family out to dinner.”*
- “Dinner parties.”*
- “Eating out.”*
- “Go for a meal, go and have a drink.”*
- “Go for a coffee.”*
- “Going out to a café.”*

Go to the beach (15%) ...

"A walk along the beach."
"Barbecue on the beach with family and friends."
"Go to the beach for the day."
"Take a picnic to the beach."
"Party on the beach."
"Take kids to the beach."
"Visit a beach."
"Take the family to the beach."

Family time / activities with family (15%) ...

"A family day out."
"Family get-together."
"Spend that money on family and family activities, take the family for a day or night out."
"Spend time as a family."
"Spend more time with family doing family things."
"Go out more as families, instead of sitting at the pokies."
"Spending time with children."
"Meeting up with family."

Go for a walk (14%) ...

"Go for a walk."
"Walking."
"Go for walks in groups."
"Get out and have a walk."
"Walk."
"Take a walk."
"Take the dog for a walk."
"Long walk."
"Free things like walking."
"Walking in the sun."

Socialising with friends / visiting friends / activities with friends (11%) ...

"Going out with the girlfriend."
"Socialising with friends."
"Going to a party."
"Visit friends."
"Spending time with friends."
"Go visit your friend's house, chatting with friends."
"Go out with your mates."
"Go to friend's house to talk."
"Visit some friends and have a laugh."
"Meet with friends."

Indoor / at-home activities (11%) ...

"DVDs or videos."
"Read a book."
"TV, reading."
"Computer is a good source of entertainment."
"Stay home and dig the garden."
"Work at home."
"Cooking."
"Doing things around the home."
"Relax at home."
"DIY, gardens."

Concerts / shows / theatre / festivals (9%) ...

"Go to a free concert in the park."
"More shows for kids and festivals and things, like circuses and things like that."
"Go to the theatre or a show."
"Going to concerts."
"Cultural events."
"Go to shows, country music."
"Go to festivals."
"Light opera."
"Listen to a band."
"Concerts, opera, ballet."

Visit amusements / leisure attractions (9%)

...

"Go to a fun park, something with roller-coasters and things."

"Paintballing, go-carts."

"Ten pin bowling with the family."

"You can go to the museum."

"Go to the zoo."

"Art gallery."

"Play minigolf."

"Go to an amusement park."

Hobbies / join a club / music (8%) ...

"Hobbies or clubs."

"Learning the guitar."

"Crocheting."

"Playing music."

"Join a craft club."

"Learn ballroom dancing."

"Country music."

"Photography."

"Any sort of hobby activity where they are meeting other people."

"Singing."

Go to the park (7%) ...

"Take the family to the park."

"Go to the park."

"Take a walk to the park, exercise at the park."

"Take the children to the park and play."

"Go for a picnic or barbecue at the park."

"Going to the parks and gardens."

"Go to a park or reserve."

"Visit parks and reserves."

Play cards / games / gambling without money (7%) ...

"Go to a friend's place and play cards without money."

"Go to the racecourse and watch the races and have pretend bets."

"Playing cards, Rummikub or bridge."

"Spend more time playing board games at home."

"PlayStation, those are the games I like playing."

"Playing bridge, chess."

"Jigsaw puzzles."

"Strip poker."

"Scrabble evenings."

"Trivial Pursuit, quiz evenings."

Other activities given by less than 7% of people were:

- other nightlife,
- go out and about / go for a drive / take a bus / boat / train ride,
- go shopping,
- volunteer work / contribute to the community,
- work / study,
- go on holiday / travel,
- everything / anything / lots of things (no other comment),
- church groups / activities,
- go to the library,
- other.

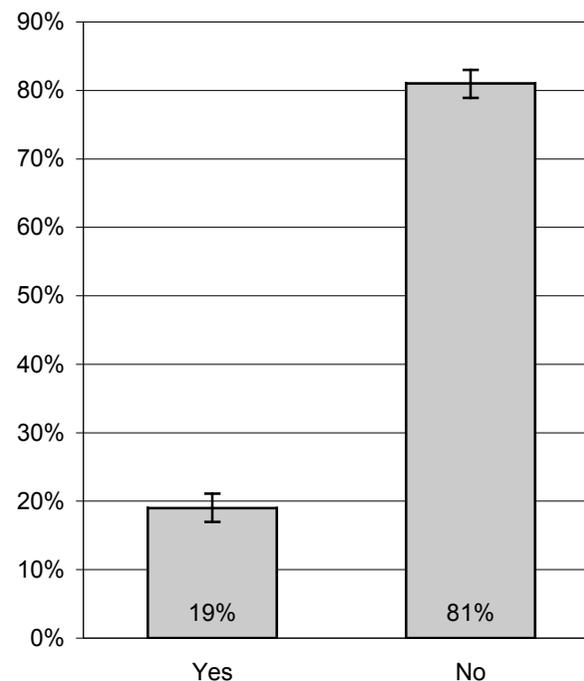
8.5 Involvement in measures that can address harms

8.5.1 Family discussions about gambling harm

Everyone was asked whether in the last 12 months their family or household had talked about the dangers of gambling or the harm it can cause.

Less than two in ten (19%) people had had such discussions with their family or household, while 81% had not discussed gambling harm with their family or household.

During the last 12 months, has your family or household talked about the dangers of gambling or the harm it can cause?



Unweighted base=1973 – all respondents.

- Females were more likely than males to say that their families or households had talked about gambling harm in the last 12 months. This also was true for people aged 25 years and over, when compared with those aged 15 to 24 years.
- Maori and Pacific peoples were more likely than Asian peoples and European / Others to have discussed gambling harm.
- People living in “other households” were less likely to have talked about the dangers of gambling than people living in all other types of household.
- “Frequent continuous gamblers” were more likely to have had these discussions than “non-gamblers”.
- People who had taken part in three or more gambling activities in the last 12 months were more likely, compared with those who had taken part in fewer activities, to have had discussions about gambling harm with their family or household.

During the last 12 months, has your family or household talked about the dangers of gambling or the harm it can cause?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	15	23	13	12	23	19	24	29	17	18	19
No	85	77	87	88	77	82	76	71	83	82	81
Don't know	-	-	-	<1	-	-	-	<1	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	17	20	21	14	17	23	20	8	19
No	83	80	80	86	83	77	80	92	81
Don't know	-	-	-	-	-	-	-	<1	-
Base	463	747	763	253	428	1001	156	132	1973

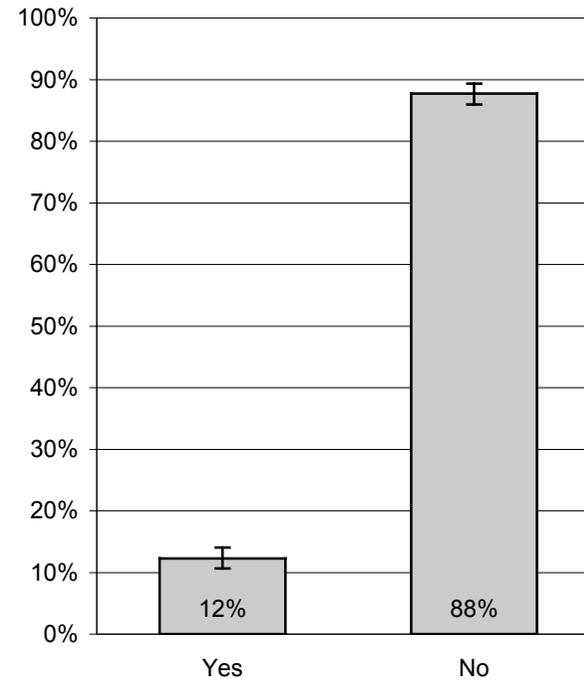
	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	13	19	22	31	13	16	17	28	28	19
No	87	81	78	68	87	84	83	72	72	81
Don't know	-	-	-	1	-	-	-	-	<1	-
Base	404	1128	331	110	404	554	502	287	226	1973

8.5.2 Family discussions about ways to avoid gambling harm

Everyone was asked whether in the last 12 months their family or household had talked about good ways to avoid gambling too much.

Just over one in ten (12%) people had talked with their family or household about ways to avoid gambling too much. Almost nine in ten (88%) people had not discussed this with their family or household.

During the last 12 months, has your family or household talked about good ways to avoid gambling too much?



Unweighted base=1973 – all respondents.

- Females were more likely than males to have been involved in a discussion with their family or household in the last 12 months about good ways to avoid gambling too much.
- Maori and Pacific peoples were more likely than people of all other ethnicities to have talked with their family or household about good ways to avoid gambling too much.
- People living in families with or without children were more likely than those living in all other types of household to have talked about ways to avoid gambling too much.
- “Frequent continuous gamblers” were more likely, compared with other types of gamblers and “non-gamblers”, to have talked with their family or household about good ways to avoid gambling too much.
- People who had taken part in three or more gambling activities during the last year were more likely than those who had taken part in fewer or no gambling activities to have had a family or household talk about good ways to avoid gambling too much.

During the last 12 months, has your family or household talked about good ways to avoid gambling too much?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	9	16	9	11	15	11	22	26	15	10	12
No	91	84	91	89	85	89	78	74	85	90	88
Don't know	-	-	-	-	-	-	-	-	-	-	-
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	10	13	14	8	9	16	17	3	12
No	90	87	86	92	91	84	84	97	88
Don't know	-	-	-	-	-	-	-	-	-
Base	463	747	763	253	428	1001	156	132	1973

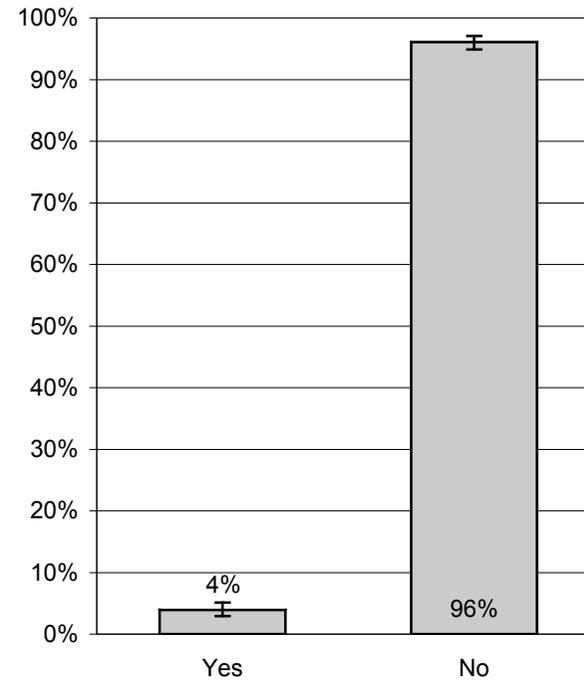
	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	10	13	11	18	10	10	9	17	24	12
No	90	87	89	82	90	90	91	83	76	88
Don't know	-	-	-	-	-	-	-	-	-	-
Base	404	1128	331	110	404	554	502	287	226	1973

8.5.3 Community discussions about problem gambling and solutions

Adults were asked whether they had personally taken part in any discussions or meetings in their community in the last five years about the problems that can be brought on by gambling and how to solve them.

Only 4% of adults said that they had been involved in a community discussion about gambling problems and solutions, while 96% had not taken part in any such discussion during this time.

Have you personally taken part in any discussions or meetings in your community in the last five years about the problems that can be brought on by gambling and how to solve them?



Unweighted base=1774 – all adults.

- People aged 25 to 44 years were more likely, compared with people of other ages, to have taken part in community discussions or meetings about problems that can be brought on by gambling and how to solve them.

- Pacific peoples and Maori were more likely, compared with Asian peoples and European / Others, to have taken part in community discussions or meetings during the last five years.

- People living in the most deprived areas had a slightly greater tendency, compared with people living in other areas, to have taken part in community meetings or discussions about problems brought on by gambling and how to solve them.

- “Non-gamblers” and “frequent continuous gamblers” were slightly more likely than “infrequent gamblers” and “frequent non-continuous gamblers” to have taken part in these types of discussions.

Have you personally taken part in any discussions or meetings in your community in the last five years about the problems that can be brought on by gambling and how to solve them?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Yes	3	5	N/A	3	6	3	8	10	3	3	4
No	97	95	N/A	97	94	97	93	90	97	97	96
Don't know	-	-	N/A	-	-	-	-	-	-	-	-
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people not asked this question

	Deprivation index			Household composition					Total
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	%
Yes	3	4	6	2	3	5	3	8	4
No	98	97	94	98	97	95	97	93	96
Don't know	-	-	-	-	-	-	-	-	-
Base	407	666	701	252	428	807	156	129	1774

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Yes	6	4	3	6	6	4	3	3	6	4
No	94	96	97	94	94	96	97	97	94	96
Don't know	-	-	-	-	-	-	-	-	-	-
Base	318	1022	326	108	318	500	467	269	220	1774

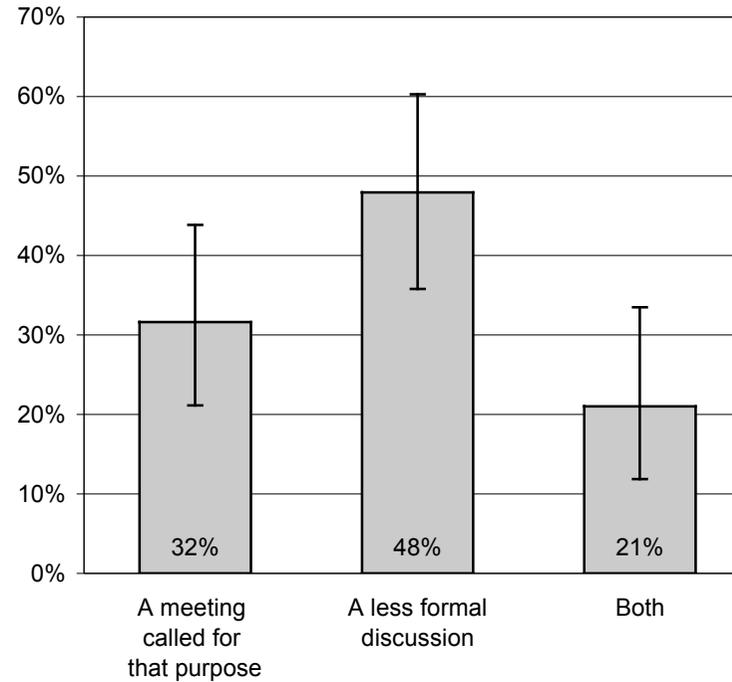
8.5.4 Types of community discussions about problem gambling and solutions

Adults who said that they had personally taken part in discussions or meetings in their community in the last five years about the problems that can be brought on by gambling and how to solve them were asked whether this was a formal or informal discussion.

Over three in ten (32%) adults who had taken part in such a discussion said that it was *a meeting called for that purpose*. Almost one-half (48%) said that it was *a less formal discussion*, while 21% said that it was *both*.

Readers should note that the figures in this section are based on a very small number of responses.

Was that a meeting called for that purpose, a less formal discussion, or both?



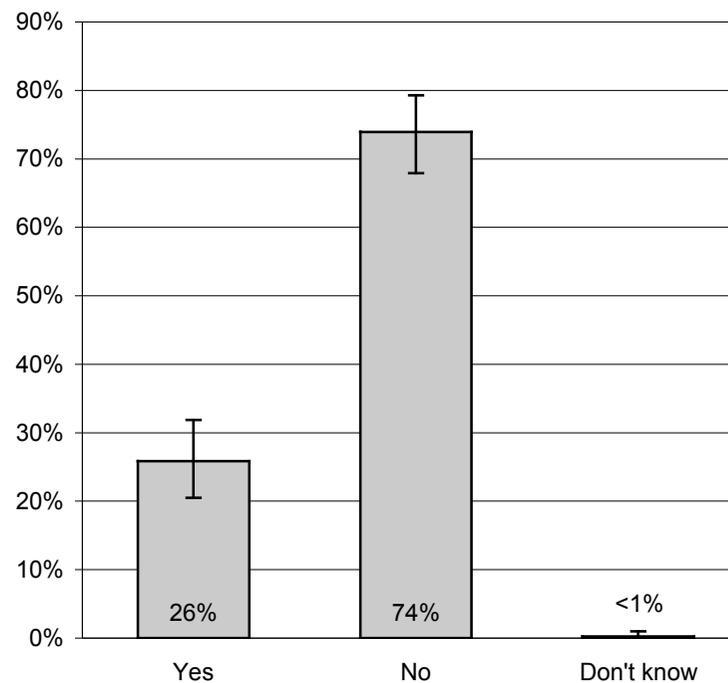
Unweighted base=90 – adults who had taken part in discussions or meetings in the last five years about the problems that can be brought on by gambling and how to solve them.

8.5.5 Young people's participation in discussions in school about problem gambling and solutions

Young people (aged 15 to 17 years) were asked if they had personally taken part in any discussions in school in the last five years about the problems that can be brought on by gambling and how to solve them.

Just over one-quarter (26%) of young people said that they had participated in discussions about problem gambling and solutions, while 74% had not, and less than 1% did not know.

Have you personally taken part in any discussions in school in the last five years about the problems that can be brought on by gambling and how to solve them?



Unweighted base=199 – all young people.

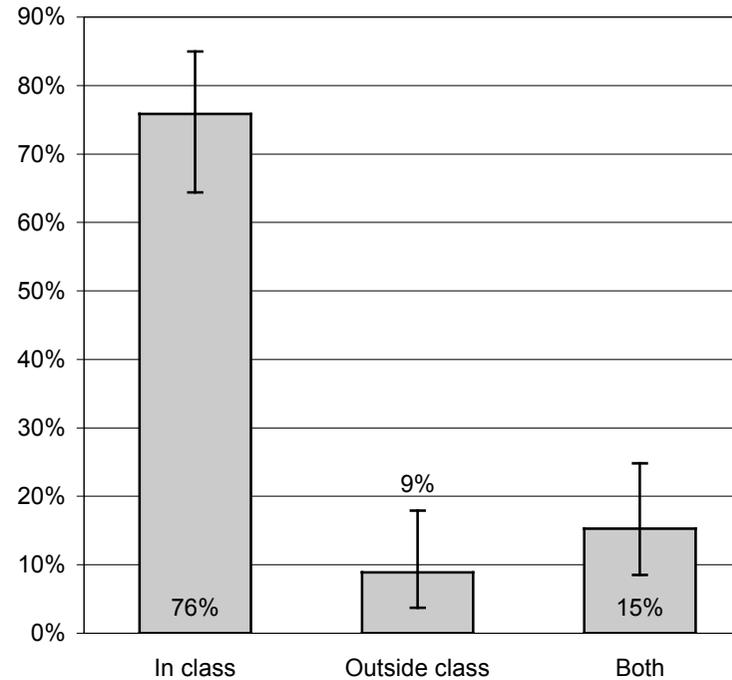
8.5.6 Where young people's discussions about problem gambling and solutions took place

Young people who had personally taken part in any discussions in school in the last five years about problem gambling and solutions were asked where these discussions took place.

Just over three-quarters (76%) of these young people said that these discussions had taken place *in class*, while 9% said they took place *outside class, such as in assembly or the playground* and 15% said *both*.

Readers should note that the figures in this section are based on a very small number of responses.

Was that in class, outside class, or both?



Unweighted base=58 – young people who had personally taken part in any discussions in school in the last five years about the problems that can be brought on by gambling and how to solve them.

8.5.7 Nature of young people's discussions in school

Young people who said they had taken part in discussions at school in the last five years about gambling problems and solutions were asked about the nature of these discussions.

Over two-fifths (44%) of young people had discussed the effects of gambling, while almost one-quarter (24%) had had a general debate or discussion about gambling at school.

Smaller numbers had discussed how to help people who gamble (12%), had had health or life skills lessons (11%), or gave some other description of discussions in school (9%). Over one-tenth (13%) did not know or could not remember what the discussion was about.

Their responses are described in the rest of this section. Again, readers should note that the figures are based on a very small number of responses.

Effects of gambling / how it affects people (mentioned by 44% of young people who had taken part in discussions at school) ...

"Teacher said how it affects us."

"In assembly we were told how it affects people."

"In the health class, we talked about how it affects people."

"How it can affect you."

"In physical education, talks about gambling and the harm it might cause."

"Brainstorming ideas on the problems that it could cause, watched a video."

General debate / discussion (24%) ...

"General debate."

"General discussion."

"Group discussion."

"In health lesson and we had to talk about gambling, the pros and cons of it."

"Class discussions."

"We do debates in class and it has come up in forum."

How to help people who gamble / help available (12%) ...

"In the health class, how we can help people with gambling."

"We talked about the help you can get, and to speak up if you know of anyone that has a problem."

"Things to be done to help the people who are gambling."

"The solutions and what the community can do about that."

Life skills / health lesson – topics not specified (11%) ...

"Life skill lesson guided by teacher."

"Health class."

"Health teacher discusses this in health classes."

"In health class we did a thing on gambling, but I can't remember much."

"In the health class and the consumer studies class."

Other (9%) ...

"More so for prevention so we wouldn't get into that situation."

"Someone came to school to talk to us about the right choices in life, including gambling."

"With a cop."

"DARE."

"In Religious Education subject."

"Sometimes the Police come in to talk to us."

8.5.8 Young people’s participation in discussions outside school about problem gambling and solutions

Young people also were asked if they had personally taken part in any discussions outside of school in the last five years about the problems that can be brought on by gambling and how to solve them.

Only 4% had taken part in discussions about gambling problems outside of school, while 96% had not, and less than 1% did not know.

Young people who said they had taken part in discussions outside school about gambling problems and solutions were asked about the nature of those discussions. The responses to the question are listed below.

“Casual discussion among friends.”

“At youth group, we were talking about people’s experience with their families with gambling, but we talked about how to help.”

“With parents about prevention and negative side.”

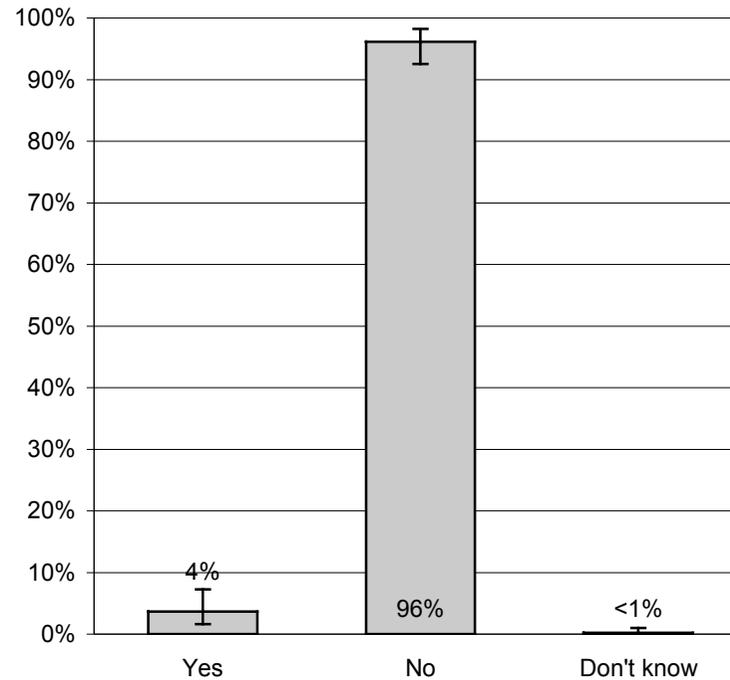
“Youth group, Rangers, part of Girl Guides.”

“In my flat and at Grandma’s house.”

“Just my friends and I talked about it.”

“We discussed it in a group church situation and answered questions and bible discussions.”

In the last five years, have you personally taken part in any discussions out of school, such as at a church, club or youth group, about the problems that can be brought on by gambling and how to solve them?



Unweighted base=199 – all young people.

8.5.9 Prompted awareness of things communities can do

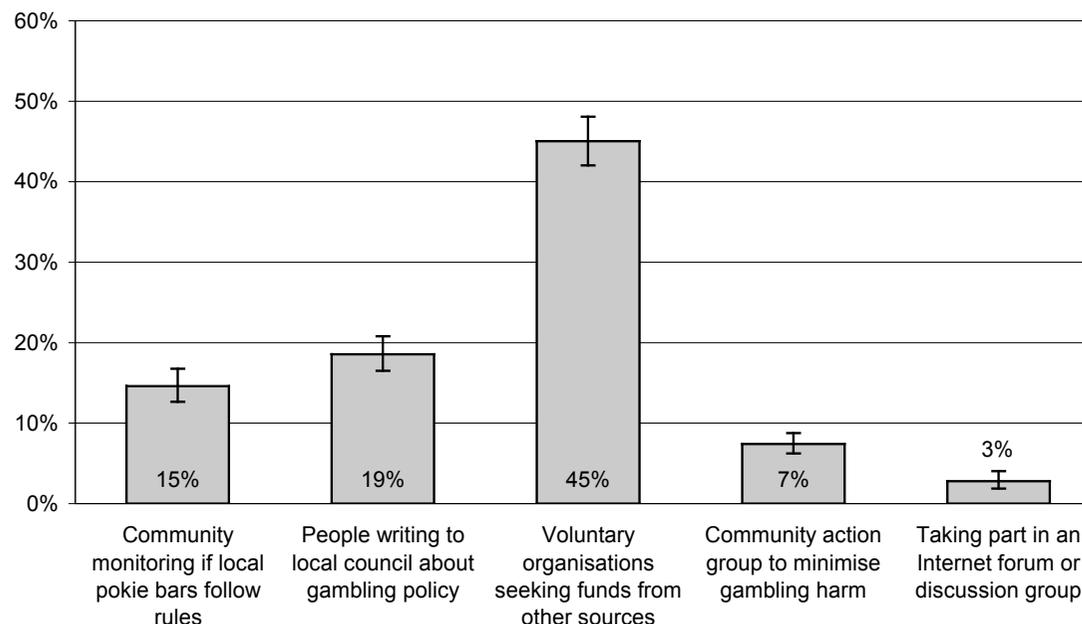
Adults were asked whether they had heard of a number of things communities could do in relation to gambling activities and policy. They were also asked if they had heard about voluntary or sporting groups seeking funds from sources other than gaming machine trusts.

Under one-half (45%) of adults had heard of *voluntary sector, or community or sporting organisations seeking funds from other sources, rather than from pokie or casino 'trusts'*.

Almost one-fifth (19%) were aware of *people writing, or making submissions, to their local council on its gambling policy*, and 15% had heard of *your community monitoring if local pokie bars and clubs are following the rules*.

A smaller number of people had heard of a *community action or neighbourhood group that works towards minimising the harms caused by gambling in its local area (7%)*. A small number (3%) also said they had heard of *taking part in an Internet forum or discussion group, (eg, Talking Points)*.

The next question is about other activities that people or communities can do. Have you heard of ...?



Unweighted base=1774 – all adults.

Note: multiple responses allowed

- People aged 18 to 24 years were less likely than those aged 25 years and over to have heard of people writing or making submissions and about organisations seeking funds from other sources. However, 18 to 24-year-olds were more likely than people older than them to have heard of taking part in an Internet forum or discussion groups.
- Maori and European / Others were more likely, compared with Pacific and Asian peoples, to have heard of organisations seeking funds from other sources.
- Maori and Pacific peoples were more likely than Asian peoples and European / Others to have heard of community action groups that work towards minimising harms caused by gambling.
- Asian peoples were less likely than people of all other ethnicities to have heard of people writing or making submissions to their local council.

Have you heard of (these activities that people or communities can do)?

% saying 'Yes'**	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17* %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Community monitoring if local pokie bars are following the rules	14	15	N/A	13	13	16	15	11	10	15	15
People writing, or making submissions, to local council on gambling policy	19	18	N/A	11	20	19	20	17	12	19	19
Voluntary, community or sporting organisations seeking funds from other sources	46	44	N/A	31	51	44	47	29	22	48	45
Community action group that works towards minimising harms caused by gambling in local area	8	7	N/A	4	9	7	14	13	6	6	7
Taking part in Internet forum or discussion group (eg, Talking Points)	4	2	N/A	8	3	2	2	3	3	3	3
Base	799	975	N/A	209	780	784	467	235	316	756	1774

* Young people were not asked this question

** Multiple responses allowed

- People living in the most disadvantaged areas were more likely, compared with those living in other areas, to have heard of community action groups that work towards minimising harms caused by gambling in their area.
- People living in the least deprived areas were less likely, than those living in other areas to have heard of the community monitoring local pokie bars, and less likely to have heard about Internet forums.
- People living in “other households” had more commonly heard of taking part in Internet forums or discussion groups than had people living in all other types of household. However, they were less likely to have heard of the community monitoring if local pokie bars are following the rules.

Have you heard of (these activities that people or communities can do)? (continued)

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Community monitoring if local pokie bars are following the rules	11	16	17	16	17	12	20	8	15
People writing, or making submissions, to local council on gambling policy	19	19	18	19	18	18	17	23	19
Voluntary, community or sporting organisations seeking funds from other sources	45	46	44	47	45	46	40	46	45
Community action group that works towards minimising harms caused by gambling in local area	6	6	12	10	8	6	8	6	7
Taking part in Internet forum or discussion group (eg, Talking Points)	1	4	4	<1	2	2	2	12	3
Base	407	666	701	252	428	807	156	129	1774

- People who had taken part in two or more gambling activities in the last year were more likely, compared with those who had taken part in only one or not taken part in any, to have heard of organisations seeking funds from other sources. All types of gamblers were more likely than “non-gamblers” to have heard of this activity.

Have you heard of (these activities that people or communities can do)? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Community monitoring if local pokie bars are following the rules	12	14	16	20	12	11	17	16	19	15
People writing, or making submissions, to local council on gambling policy	16	18	20	23	16	20	17	19	21	19
Voluntary, community or sporting organisations seeking funds from other sources	32	46	55	42	32	35	50	55	60	45
Community action group that works towards minimising harms caused by gambling in local area	8	6	10	11	8	8	7	6	11	7
Taking part in Internet forum or discussion group (eg, Talking Points)	5	2	3	<1	5	2	2	2	5	3
Base	318	1022	326	108	318	500	467	269	220	1774

8.5.10 Involvement in things communities can do

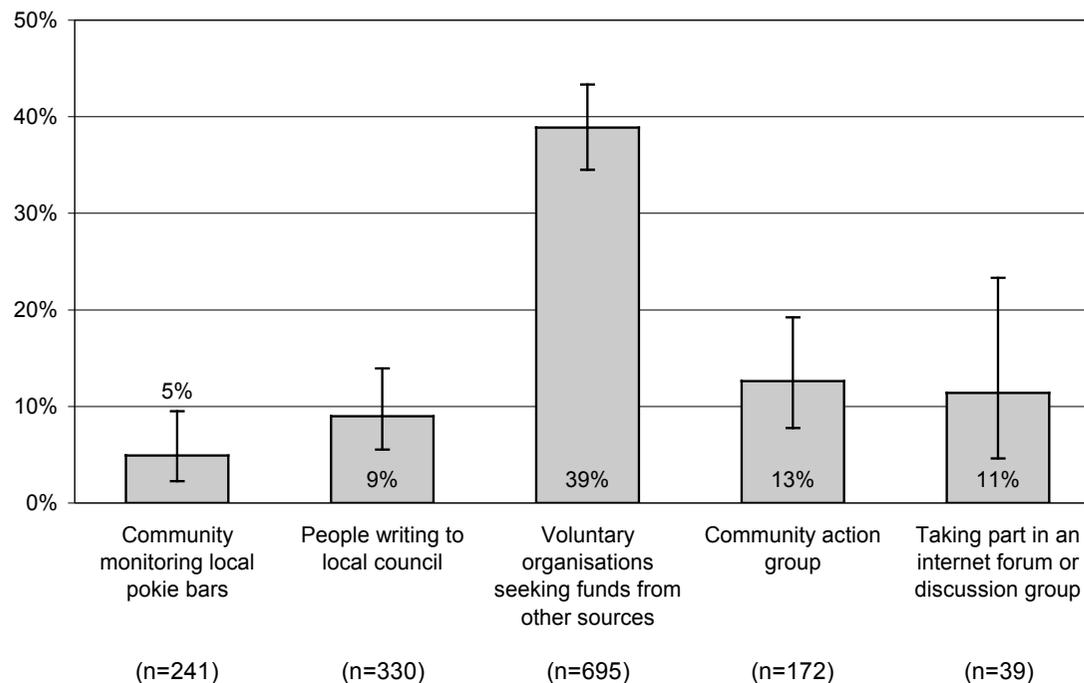
Adults who had heard of each of the community activities listed in the previous section were asked if they had been involved in the activity.

Nearly four in ten (39%) of those adults who had heard of *voluntary sector, or community or sporting organisations seeking funds from other sources, rather than from pokie or casino trusts* had been involved in this activity.

Just over one in ten (13%) people who had heard of a *community action or neighbourhood group that works towards minimising the harms caused by gambling in its local area* had taken part in such a group, while 11% of those aware of *taking part in an Internet forum or discussion group (eg, Talking Points)* had done so.

Less than one-tenth (9%) of those aware of *people writing, or making submissions, to their local council on its gambling policy*, and 5% of those aware of *your community monitoring if local pokie bars and clubs are following the rules*, had been involved in such activities.

Have you been involved in this activity?



Unweighted base differs for each activity, where n above is adults who had heard of each community activity.

9. AWARENESS OF ADVERTISING AND PROMOTION

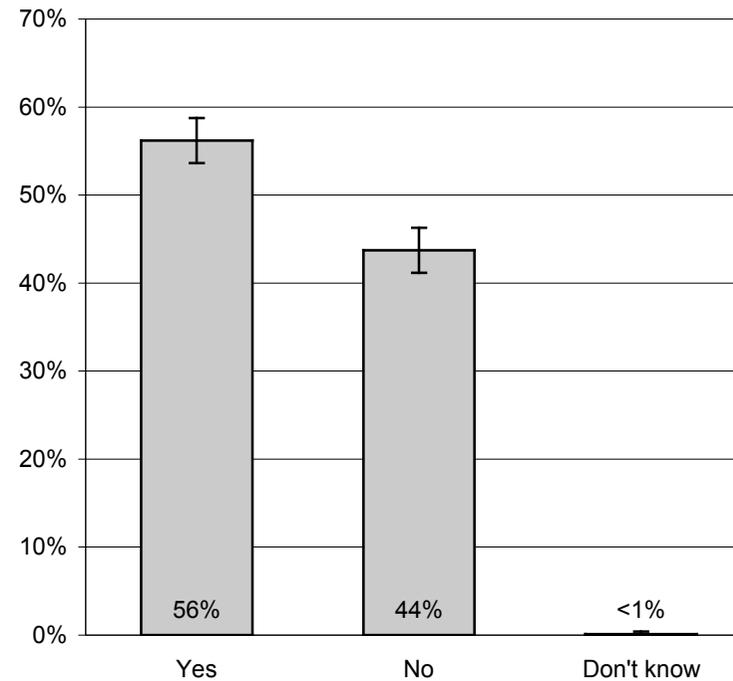
9.1 Awareness of gambling promotion

9.1.1 Awareness of promotion of gambling activities and venues

Everyone was asked if they had seen or heard any advertising or promotion, including sponsorships, for gambling activities or venues in the last three months.

Over one-half (56%) of people said that they had seen advertising or promotion of gambling activities or venues in the last three months. Less than one-half (44%) had not seen any such advertising, and less than 1% did not know whether they had or not.

In the last three months, have you seen or heard any advertising or promotion, including sponsorships, for gambling activities or venues?



Unweighted base=1973 – all respondents.

- Males were more likely than females to have seen or heard any gambling advertising or promotion.

- People aged 25 to 44 years were more likely than people of other ages to have seen or heard any gambling advertising or promotion.

- People of European / Other ethnicity were more likely than people of all other ethnicities to have seen or heard any gambling advertising or promotion.

- People living in the most deprived areas were slightly less likely to have seen or heard gambling advertising or promotion, compared with those living in other areas.

- “Infrequent gamblers” and “frequent non-continuous gamblers”, compared with “non-gamblers” and “frequent continuous gamblers” were slightly more likely to have seen or heard any gambling advertising or promotion.

- It appears that as the number of gambling activities people have taken part in during the last 12 months increases so does the likelihood of having seen or heard any advertising or promotion for gambling activities or venues.

In the last three months, have you seen or heard any advertising or promotion, including sponsorships, for gambling activities or venues?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	62	50	46	45	64	54	44	42	40	61	56
No	38	49	54	55	36	45	56	58	60	39	44
Don't know	-	<1	-	-	-	<1	<1	-	-	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	61	57	49	49	60	55	55	60	56
No	39	43	51	50	40	45	45	40	44
Don't know	-	-	<1	1	-	-	-	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	49	59	57	47	49	55	56	60	65	56
No	50	41	43	54	50	45	44	41	35	44
Don't know	1	-	-	-	1	-	-	-	<1	<1
Base	404	1128	331	110	404	554	502	287	226	1973

9.1.2 Impacts of advertising by gambling providers

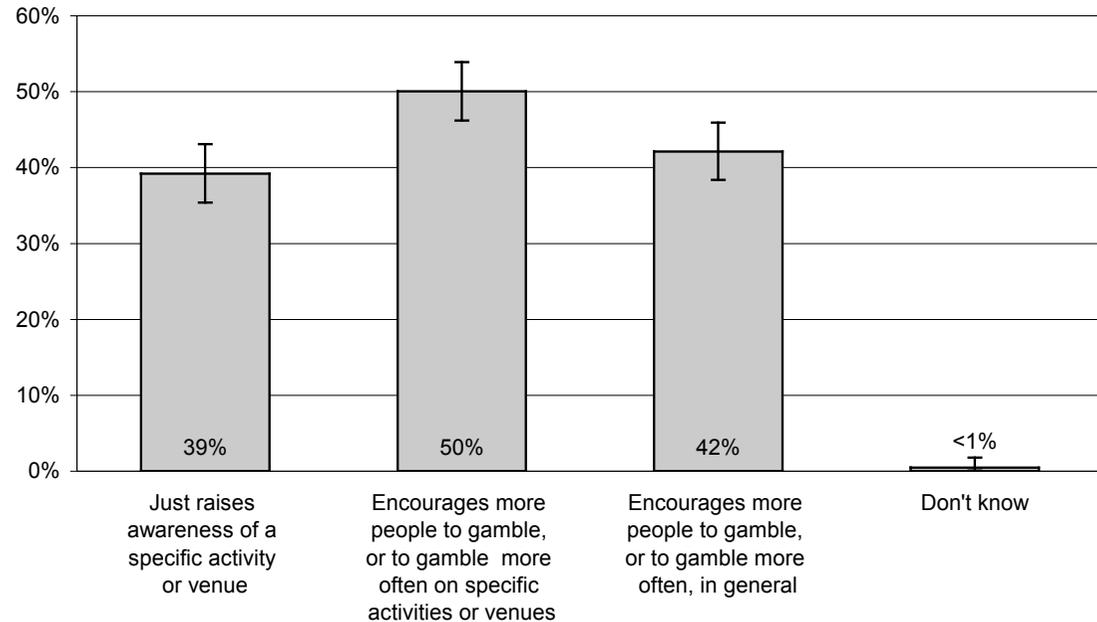
People who had seen or heard advertising or promotion were asked what effect they felt the advertising had.

Almost four-tenths (39%) of people who had seen or heard gambling advertising in the last three months felt that *it just raises awareness of a specific activity or venue*.

One-half (50%) thought that this advertising *encourages more people to gamble, or to gamble more often, on a specific activity or at a specific venue*.

Just over four out of ten (42%) people who had seen gambling advertising thought that this advertising *encourages more people to gamble, or to gamble more often, on gambling in general*, and 1% did not know.

Which of these do you feel the advertising and promotion done by gambling providers does?



Note: multiple responses allowed. Fifteen percent of people said that advertising and promotion does all three of these things, and this figure has been added to the single responses for each of the three categories. Just under two percent of people gave two of the three answer options, and these figures also have been added to the single responses.

Unweighted base=964 – respondents who had seen or heard any advertising or promotion, including sponsorships, for gambling activities or venues in the last three months.

- Asian peoples were more likely than people of all other ethnicities to feel that advertising and promotion done by gambling providers *encourages more people to gamble, or to gamble more often, on a specific activity or at a specific venue.*
- Pacific peoples were more likely than people of all other ethnicities to feel that advertising and promotion done by gambling providers *encourages more people to gamble, or to gamble more often, on gambling in general.*
- People living in “other households” were less likely than those living in all other types of household to feel that gambling advertising and promotion *encourages more people to gamble, or to gamble more often, on a specific activity or at a specific venue.*
- People living in the most deprived areas were more likely, than those living in other areas to say that gambling advertising *encourages more people to gamble, or to gamble more often, on gambling in general.*

Which of these do you feel the advertising and promotion done by gambling providers does?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Just raises awareness of specific activity or venue	40	38	45	34	36	43	41	41	33	39	39
Encourages more people to gamble, or to gamble more often, on specific activity or venue	50	50	55	58	50	48	50	45	60	50	50
Encourages more people to gamble, or to gamble more often, on gambling in general	42	42	46	45	41	42	45	60	49	40	42
Don't know	1	-	-	-	1	-	-	-	-	1	1
Base	491	473	86	90	418	370	218	108	137	501	964

Note: Multiple responses allowed

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Just raises awareness of specific activity or venue	38	37	45	44	37	39	45	38	39
Encourages more people to gamble, or to gamble more often, on specific activity or venue	50	52	47	49	48	52	58	38	50
Encourages more people to gamble, or to gamble more often, on gambling in general	38	41	50	37	41	43	41	50	42
Don't know	-	1	-	-	-	-	-	6	1
Base	261	378	325	114	228	481	68	73	964

Note: Multiple responses allowed

- “Frequent continuous gamblers” and “frequent non-continuous gamblers” were more likely to say that gambling advertising and promotion *just raises awareness of specific activities or venues*, and less likely to say that it *encourages more people to gamble, or to gamble more often, on a specific activity or at a specific venue*, when compared with “non-gamblers” and “infrequent gamblers”.
- People who had taken part in three gambling activities during the last 12 months were less likely, compared with those who had taken part in fewer, or more, activities to say that gambling advertising and promotion *encourages more people to gamble, or to gamble more often, on gambling in general*.

Which of these do you feel the advertising and promotion done by gambling providers does? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Just raises awareness of specific activity or venue	36	38	46	46	36	34	42	39	49	39
Encourages more people to gamble, or to gamble more often, on specific activity or venue	49	54	38	40	49	49	52	50	50	50
Encourages more people to gamble, or to gamble more often, on gambling in general	44	43	38	36	44	44	44	31	47	42
Don't know	3	-	-	-	3	-	-	-	-	1
Base	160	584	169	51	160	253	258	161	132	964

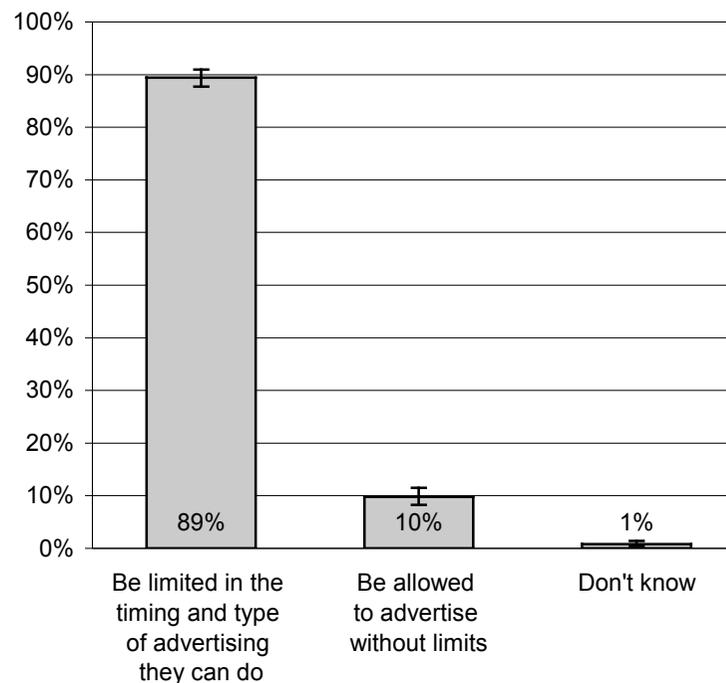
Note: Multiple responses allowed

9.1.3 Regulating gambling advertising

Everyone was asked whether the advertising of gambling should be regulated by Government.

Almost nine out of ten (89%) people said that gambling activities should *be limited in the timing and type of advertising that they are allowed to do*, while 10% said that these activities should *be allowed to advertise without limits on the timing and type*, and 1% did not know.

For some products and services that can harm people, we have Government regulations to limit the timing and type of advertising they do. In your opinion, should gambling activities...?



Unweighted base=1973 – all respondents.

- Females were slightly more likely than males to feel that gambling activities should be limited in the timing and type that was allowed; conversely males were more likely than females to feel that these activities should be allowed to advertise without limits.
- People aged 15 to 17 years were more inclined than those aged 18 years and over to say that advertising should be allowed without limits on timing and type.

For some products and services that can harm people, we have Government regulations to limit the timing and type of advertising they do. In your opinion, should gambling activities...?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Be limited in the timing and type of advertising they are allowed to do	86	92	81	86	91	90	89	92	91	89	89
Be allowed to advertise without limits on the timing and type	13	7	19	11	9	9	11	8	8	10	10
Don't know	1	<1	1	2	<1	1	<1	1	1	1	1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Be limited in the timing and type of advertising they are allowed to do	87	90	91	89	90	89	86	92	89
Be allowed to advertise without limits on the timing and type	11	10	8	10	10	11	10	6	10
Don't know	2	<1	1	<1	1	<1	4	2	1
Base	463	747	763	253	428	1001	156	132	1973

- “Frequent continuous gamblers” were more likely to feel that gambling advertising should be allowed without limits, compared with other types of gamblers and “non-gamblers”.

For some products and services that can harm people, we have Government regulations to limit the timing and type of advertising they do. In your opinion, should gambling activities...? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Be limited in the timing and type of advertising they are allowed to do	89	91	89	78	88	88	92	89	87	89
Be allowed to advertise without limits on the timing and type	11	9	9	22	11	10	7	11	12	10
Don't know	1	1	2	<1	1	1	1	-	2	1
Base	404	1128	331	110	404	554	502	287	226	1973

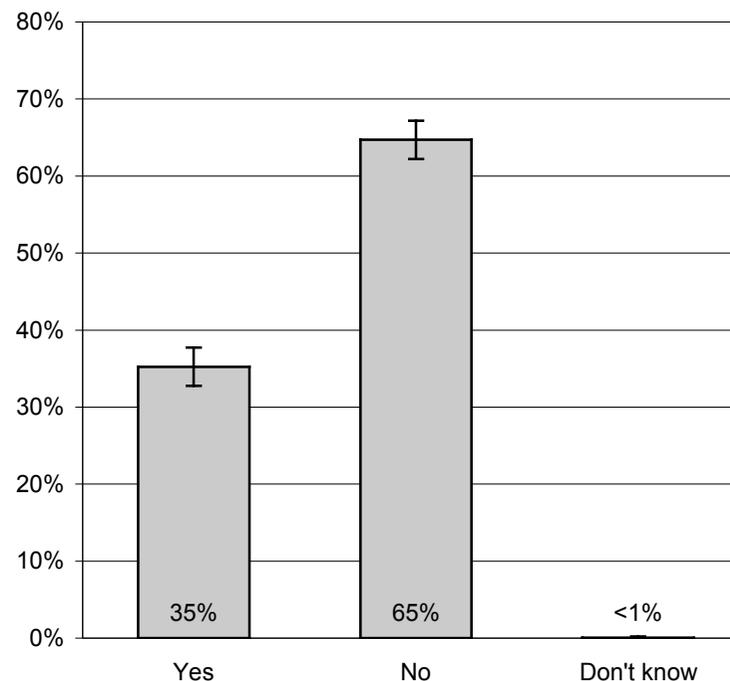
9.2 Awareness of advertising about gambling harm and solutions

9.2.1 Awareness of advertising about gambling harm and solutions in the last three months

Everyone was asked if in the last three months they had seen or heard any advertising, or noticed any leaflets or posters, that explain how gambling might harm them, their family or friends, and what they can do about it.

Just over one-third (35%) of people said they had seen or heard advertising on gambling harm and solutions in the last three months. Almost two-thirds (65%) of people had not seen any such advertising, and less than 1% did not know whether they had seen this type of advertising in the last three months.

In the last three months, have you seen or heard any advertising, or noticed any leaflets or posters, that explain how gambling might harm you, your family or friends, and what you can do about it?



Unweighted base=1973 – all respondents.

- People aged 45 years and over were less likely than people of other ages to have seen or heard advertising about gambling harm and solutions in the last three months.
- Asian peoples were less likely than people of other ethnicities to have seen or heard advertising about gambling harm and solutions in the last three months.
- It was more common for people living in families with no children than for those living in all other types of household to have seen or heard advertising of this nature.
- “Frequent continuous gamblers” and “frequent non-continuous gamblers”, were more likely than “infrequent gamblers”, and much more likely than “non-gamblers” to have seen or heard advertising about gambling harm and solutions in the last three months.
- The likelihood of seeing or hearing advertising increased with the number of gambling activities undertaken, with those who had taken part in 3 or more activities in the last 12 months more likely to have seen or heard such advertising.

In the last three months, have you seen or heard any advertising, or noticed any leaflets or posters, that explain how gambling might harm you, your family or friends, and what you can do about it?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	35	35	37	36	42	30	45	37	25	35	35
No	65	65	63	64	58	70	55	63	76	65	65
Don't know	-	<1	-	-	-	<1	-	-	-	<1	<1
Base	899	1074	199	209	780	784	495	267	335	876	1973

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	34	34	40	32	33	36	44	33	35
No	66	67	61	69	67	64	56	67	65
Don't know	<1	-	-	-	-	-	1	-	<1
Base	463	747	763	253	428	1001	156	132	1973

	Type of gambler				Number of activities					Total %
	Non- gambler %	Infrequent gambler %	Frequent, non- continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	24	35	44	48	24	29	32	46	61	35
No	76	65	56	52	76	71	68	54	39	65
Don't know	-	<1	-	-	-	-	<1	-	-	<1
Base	404	1128	331	110	404	554	502	287	226	1973

9.2.2 Types of advertising about gambling harm and solutions seen or heard

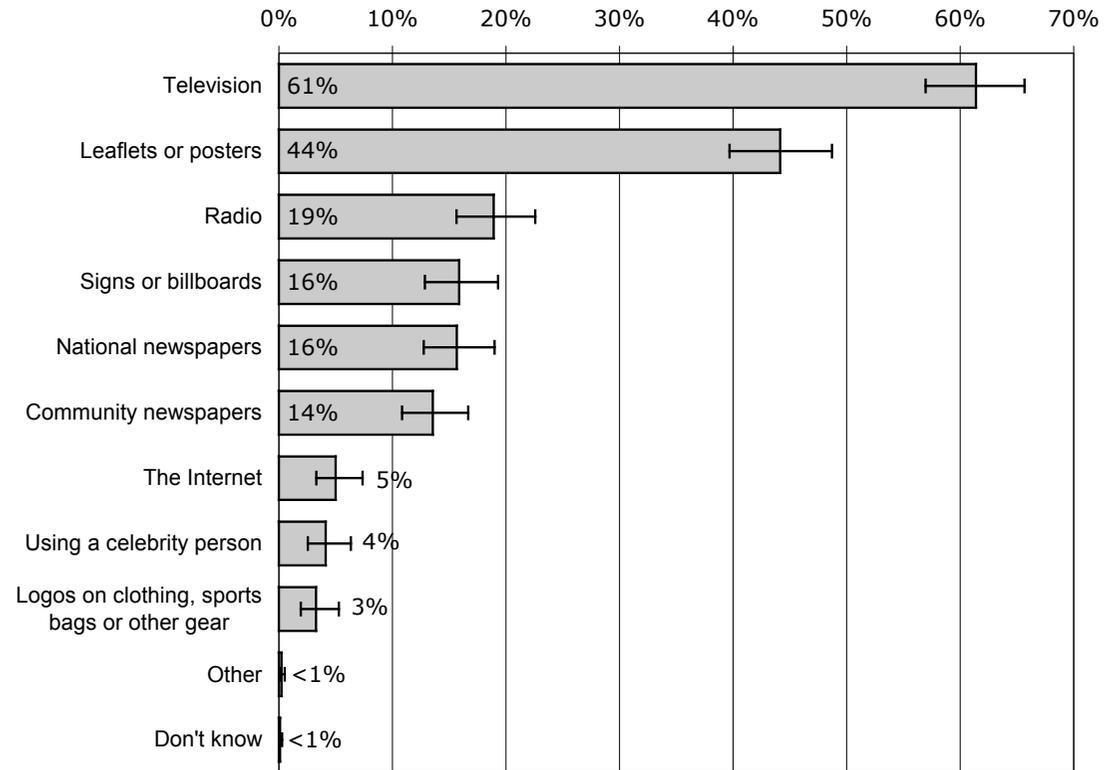
People who said that they had seen or heard advertising about gambling harm and solutions in the last three months were asked which types of advertising or information they had seen or heard.

Just over six in ten (61%) respondents who recalled this type of advertising or information had seen it on television, while under one-half (44%) had seen leaflets or posters.

Just under two in ten (19%) people had heard advertising on the radio, while 16% had seen it in national newspapers and 14% in community newspapers.

Around one-sixth (16%) of people who recalled advertising or information on gambling harm and solutions had seen this on signs or billboards, with smaller numbers seeing it on the Internet (5%), being promoted by a celebrity (4%), or on logos on clothing, sports bags or other gear (3%).

Which of these types of advertising or information was that?



Unweighted base=705 – respondents who had seen or heard advertising about gambling harm and solutions in the last three months.

Note: multiple responses allowed

- Males said more commonly than females that they had seen advertising using a celebrity person or in national newspapers.
- People aged 18 to 24 years were more likely than people of other ages to have seen leaflets and posters, and logos on clothing or other gear.
- People aged 25 and over were more likely than people of other ages to have heard advertising on the radio or seen it in community newspapers, while those aged 45 years and over were more likely to have seen advertising in national newspapers.
- It was more common for Pacific peoples than for people of all other ethnicities to have heard advertising on the radio, to have seen it in community newspapers, and to have seen logos on clothing or other gear. However, Pacific peoples were less likely to have seen advertising on television.
- Asian peoples were less likely to have seen leaflets or posters than people of all other ethnicities; however they were more likely to have seen advertising on the Internet.
- People of European / Other ethnicity were more likely to have seen advertising about gambling harm and solutions in national newspapers, compared with people of all other ethnicities.

Which of these types of advertising or information was that?

	Gender		Age (in years)				Ethnicity				Total
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	%
Television	64	59	73	58	64	58	68	43	67	61	61
Radio	18	20	13	11	21	20	23	34	16	17	19
National newspapers	19	13	5	11	12	22	12	10	10	17	16
Community newspapers	15	12	6	6	14	17	20	26	14	12	14
The Internet	4	5	5	7	6	2	3	6	13	4	5
Signs or billboards	18	14	12	15	16	16	15	11	17	16	16
Leaflets or posters	43	46	27	62	38	48	44	47	22	46	44
Logos on clothing, sports bags or other gear	4	3	1	6	3	3	2	8	-	3	3
Using a celebrity person	6	3	2	5	3	6	4	3	1	5	4
Other	-	<1	2	-	-	<1	-	3	-	<1	<1
Don't know	<1	<1	-	-	<1	<1	-	1	1	-	<1
Base	303	402	72	82	326	225	214	96	95	300	705

Note: Multiple responses allowed

- People living in more deprived areas were more likely than those living in the least deprived areas to have seen advertising or information about gambling harm and solutions that was in leaflets or on posters, and using a celebrity person, while people living in the most deprived areas were more likely to have seen such advertising in community newspapers.

- People living in families with no children said more commonly than people living in all other types of household that they had seen advertising on the Internet, in leaflets or on posters, or in logos on clothing or sports bags.

- Compared with people living in all other types of household, people living in families with no children and “other households” were less likely to have heard advertising on the radio, and people living in families with no children and single people were more likely to have seen advertising in national newspapers.

- Compared with people living in all other types of household, people living in “other households” were less likely to have seen advertising in community newspapers or on signs or billboards, and single people also were less likely to have seen advertising on signs or billboards.

Which of these types of advertising or information was that? (continued)

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Television	64	60	60	66	64	61	59	55	61
Radio	19	21	17	26	18	21	11	13	19
National newspapers	19	13	16	27	13	15	21	9	16
Community newspapers	13	10	19	20	12	15	12	6	14
The Internet	5	5	3	2	4	3	13	1	5
Signs or billboards	17	17	14	8	18	17	17	11	16
Leaflets or posters	35	47	50	43	47	38	65	42	44
Logos on clothing, sports bags or other gear	3	4	3	3	3	3	7	-	3
Using a celebrity person	2	5	6	7	5	3	5	1	4
Other	-	<1	<1	-	-	<1	<1	<1	<1
Don't know	-	<1	-	1	-	-	-	1	<1
Base	159	263	283	69	150	379	56	51	705

Note: Multiple responses allowed

- “Frequent continuous gamblers” were less likely than other types of gamblers and “non-gamblers” to have seen either television advertising or advertising in national newspapers. However, they were more likely to have seen advertising or information on signs or billboards.
- “Frequent continuous” and “frequent non-continuous” gamblers, were more likely, than “infrequent gamblers” and “non-gamblers” to have seen leaflets or posters with advertising about gambling harm and solutions.
- “Frequent non-continuous gamblers” and “non-gamblers” had heard radio advertising or seen advertising in community newspapers, while “non-gamblers” and “frequent continuous gamblers” had seen logos on clothing and other gear, more commonly than other types of gamblers.
- People who had taken part in one gambling activity during the last 12 months were more likely than those who had taken part in more gambling activities, or no gambling activities, to have seen television advertising.
- Those who had taken part in one activity or four or more activities were more likely than other people to have seen advertising on the Internet, while those who had taken part in four or more activities were more likely to have seen leaflet or posters than those who had taken part in fewer or no activities.

Which of these types of advertising or information was that? (continued)

	Type of gambler				Number of activities					Total
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	%
Television	58	66	57	33	58	80	65	55	43	61
Radio	24	17	23	17	24	17	13	26	19	19
National newspapers	14	15	21	7	14	19	19	9	17	16
Community newspapers	18	10	22	10	18	15	11	15	11	14
The Internet	2	6	3	4	2	7	3	3	6	5
Signs or billboards	11	13	22	39	11	14	10	23	21	16
Leaflets or posters	36	41	54	57	36	42	44	44	54	44
Logos on clothing, sports bags or other gear	8	3	1	9	8	3	3	1	4	3
Using a celebrity person	2	4	4	7	2	4	2	6	6	4
Other	<1	<1	-	1	<1	-	-	<1	1	<1
Don't know	-	<1	-	1	-	-	<1	-	<1	<1
Base	109	424	121	51	109	162	174	134	126	705

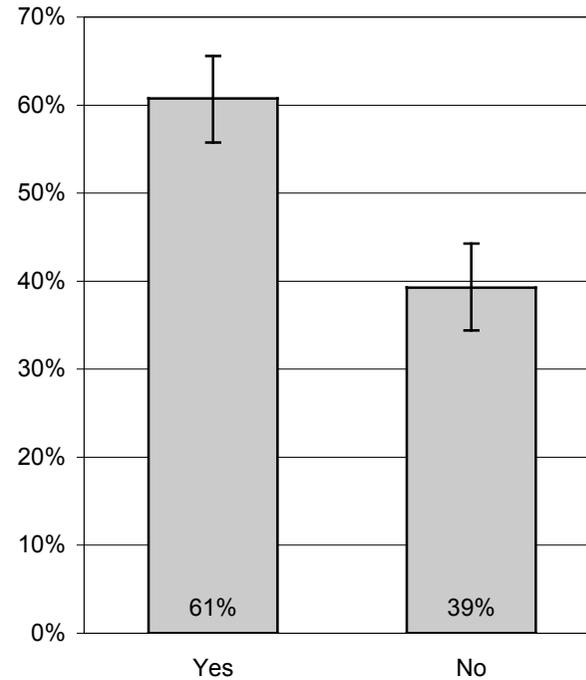
Note: Multiple responses allowed

9.2.3 Ability to describe advertising seen or heard on gambling harm

People who had seen or heard advertising on gambling harm in the last three months were asked if they could describe this advertising.

Just over six in ten (61%) people said that they were able to describe the advertising or information they had seen on gambling harm and solutions. The remainder (39%) said that they could not describe this advertising.

Can you describe the advertising, leaflet or poster?



Unweighted base=705 – respondents who had seen or heard advertising about gambling harm in the last three months.

- Females had a greater tendency than males to say that they could describe the advertising, leaflet or poster that they had seen or heard.
- People aged 15 to 44 years were slightly more likely than people aged 45 years and over to be able to describe the advertising that they had seen or heard.
- People of European / Other ethnicity were slightly less likely than people of all other ethnicities to say that they could describe the advertising they had seen or heard.
- “Frequent continuous gamblers” were slightly less likely than other types of gamblers and “non-gamblers” to say they could describe the advertising.

Can you describe the advertising, leaflet or poster?

	Gender		Age (in years)				Ethnicity				Total %
	Male %	Female %	15-17 %	18-24 %	25-44 %	45+ %	Maori %	Pacific %	Asian %	Eur/Other %	
Yes	55	67	68	66	63	55	66	69	69	59	61
No	46	34	32	35	37	45	34	32	31	41	39
Don't know	-	-	-	-	-	-	-	-	-	-	-
Base	303	402	72	82	326	225	214	96	95	300	705

	Deprivation index			Household composition					Total %
	Low 1-3 %	Mid 4-7 %	High 8-10 %	Single person %	Couple no children %	Family with children %	Family no children %	Other household %	
Yes	59	65	57	62	54	65	61	57	61
No	41	35	43	38	46	35	39	43	39
Don't know	-	-	-	-	-	-	-	-	-
Base	159	263	283	69	150	379	56	51	705

	Type of gambler				Number of activities					Total %
	Non-gambler %	Infrequent gambler %	Frequent, non-continuous %	Frequent, continuous %	None %	1 %	2 %	3 %	4+ %	
Yes	64	61	60	51	64	61	58	60	62	61
No	36	39	40	49	36	39	42	40	38	39
Don't know	-	-	-	-	-	-	-	-	-	-
Base	109	424	121	51	109	162	174	134	126	705

9.2.4 Description of advertising on gambling harm and solutions

People seeing or hearing advertising or information about how gambling might harm them, their family or friends, and what they could do were asked what was shown or said. Their answers are in the table alongside.

- The 0800 helpline or another contact phone number for help were mentioned by 32% of people describing the advertising. A further 28% said the advertising promoted or showed messages that gambling damages relationships or that families and children suffer. How to get help was mentioned by 18%, while 14% said that gambling is harmful or that it is not good to gamble, and 13% said that gambling causes financial hardship.
- People aged 18 to 24 years were more likely than people of other ages to mention the 0800 helpline or another contact number for help services. Asian peoples were more likely than people of all other ethnicities to mention telephone services.
- Pacific and Asian peoples were more likely than those of other ethnicities to mention advertising showing or talking about gambling damaging relationships.

What did the advertising, leaflet or poster show?

Percent who mention*...	Gender		Age (in years)				Ethnicity				Total
	Male	Female	15-17	18-24	25-44	45+	Maori	Pacific	Asian	Eur/Other	
0800 helpline / phone number to contact for help	29	34	18	62	30	26	31	24	41	32	32
Gambling damages relationships / families and children suffer	27	29	37	39	26	24	18	41	38	28	28
How to get help / help services available	15	20	8	3	23	19	11	13	5	21	18
Gambling is harmful / not good to gamble unspecified	15	14	22	11	10	19	19	25	18	12	14
Gambling causes financial hardship/can lose everything	12	14	28	24	13	5	10	21	14	13	13
Awareness of / recognising symptoms of problem gambling	8	9	-	9	12	6	8	3	-	10	9
Risk of addiction	8	7	11	4	9	5	3	7	6	8	7
Gamblers Anonymous	5	4	-	2	4	5	11	1	<1	3	4
Base	183	278	48	57	217	139	141	69	70	181	461

* Multiple responses allowed

- People aged 25 and over mentioned more commonly than those in other age groups that the advertising showed or talked about how to get help, while those under 25 years said more commonly that the advertising showed or talked about gambling damaging relationships and families, and causing financial hardship.
- Females were more likely than males to have seen or heard advertising on how to get help or help services available.
- Pacific peoples were more likely than people of all other ethnicities to mention gambling is harmful and that it causes financial hardship.

The main advertising seen or heard by people was as follows:

0800 helpline / phone number to contact for help (mentioned by 32% of people who had seen advertising about gambling harm) ...

"A phone number for help if you have a gambling problem, saying we can help you."

"Ads in paper, pubs have posters on windows and in toilets, ads on radio and TV for gambling helplines."

"At the doctor's, for gambling problems ring an 0800 number."

"Each ad said that if you had or know someone who has a gambling problem, help is available and call that number."

"Gambling Helpline with phone number."

"I can only remember them talking about gambling and they had a phone line that they encouraged you to phone because it was free."

"It was a brochure at a bar advertising gambling hotline."

"Phone an 0800 number if you have problems."

"In the Chinese newspaper, a helpline for Asian people to get away from gambling."

Gambling damages relationships / families and children suffer (28%) ...

"Drawing attention to how gambling can harm your family."

"Family was involved in a fight between the husband and wife."

"Families suffer."

"Leaflet that I saw in doctors surgery waiting room, 'gambling not only affects you but your whole family'."

"Radio programme on abuse of women and the links with gambling."

"Something to do with children, someone feeding pokie machine rather than their children."

"Little girl, she was at her house for her birthday party, she looks out of the window and she says to herself 'you said you would be here', I assume that she was waiting for her parents."

"Had some message that gambling can harm relationships."

How to get help / help services available (18%) ...

"A postscript at the end of a programme saying "if anyone you know has a problem to contact..."

"All I can remember is it's a Maori name and it's got gambling services and if they needed help or if you wanted to stop gambling to give them a ring or contact them

"It was how to get help for addiction."

"Ones you have in pubs that say what you can do if you think you have a problem, what you can do to help yourself."

"Said that if you know someone with a gambling problem there are places you can contact."

"It showed the Problem Gambling Foundation providing information for families."

"A women talks about how she got over gambling."

Gambling is harmful / not good to gamble unspecified (14%) ...

"A radio ad was advertising against gambling."

"It's not good to gamble."

"Raising awareness of consequences of excessive gambling."

"Little article in a local paper, radio station gave information on harms of gambling."

"What they can do to you and people around you."

"About the harm gambling does."

"Several posters were delivered to the workplace showing the harm done by gambling."

Gambling causes financial hardship / can lose everything (13%) ...

"How you can lose everything."

"When there is no money, love doesn't feed you, and a picture of a pokie machine on it and money flying out of it, it was pretty cool."

"Money problem, they just ask "do you have a money problem?"

"Card commercial where you're gambling away your house and your car."

"You will waste lots of money."

'How people lose."

"It was about selling jewellery and not being able to pay for important items."

"Financial problems."

"People weren't paying their bills and feeding their families, spending all their benefits."

"You'll have a lot of money trouble."

"People weren't paying their bills."

Awareness of / recognising symptoms of problem gambling (9%) ...

"Do you or someone you love have a problem?"

"How to recognise the symptoms of problem gambler."

"Asks if you have a person in the family with gambling problems."

"Providing information for families."

"Some signs to look for."

"Have you got a problem with gambling?"

"How to recognise a gambling problem."

Risk of addiction (7%) ...

"In the toilets of the casinos, saying that gambling is addictive."

"Programme about people addicted to games."

"Words about gambling being addictive, on TV I think there was a documentary."

"They were talking about how gambling can get you addicted."

"Addiction."

"It becomes addictive like smoking cigarettes and alcohol."

"A TV programme about people who are addicted to gambling, like pokies and stuff."

Gamblers Anonymous (4%) ...

"Gambling Anonymous."

"It was for Gambling Anonymous."

"Programme on Gambling Anonymous."

"Promoting a games night and the gaming machines but also down the bottom was a small mention for Gamblers Anonymous."

"Advertising for Gamblers Anonymous."

"From Gamblers Anonymous."

"AA for gamblers."

Other advertising mentioned by less than 4% of people was:

- describes imagery in HSC "Kiwilives" advertisement,
- gambling affects everyone / involves the whole community,
- other (5%).