Assessing the impact of interactive gambling and new technologies

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Understanding Internet gambling through research

Or, how research can be used to inform policy and practice
Internet gambling in the 1990s
2000s – Technology & products evolve

- Cheap, fast broadband Internet
- Better graphics and games
- Increased consumer confidence
- New games
2014 – Internet gambling becomes mainstream

• Liberalization
• Mobile
• Increased consumer confidence and trust
Advertising increases awareness

Millions

Number of televised gambling advertisements (UK)
Internet gambling has become mainstream
Major concerns still exist

1. Participation in gambling will increase
2. Land-based gambling will decrease
3. Youth will gamble online
4. Problem gambling will increase
The Australian experience

2001 Interactive Gambling Act: Prohibition
   Wagering & lotteries permitted

2008 Advertising liberalized
The Australian experience

- Increase in interactive gambling yield
- Increase in international operators

![Graph showing Australian GGY ($bn) from 2006 to 2010 with categories Online, Phone, Retail, and On course.]

Australian Interactive Gambling Study

Commissioned by Gambling Research Australia

Conducted by Centre for Gambling Education & Research, Southern Cross University

Hing, Gainsbury, Blaszczynski, Wood, Lubman, & Russell
Australian Interactive Gambling Study

1. National telephone prevalence survey (N = 15,006)
2. Online survey (N = 4,594)
3. Interviews with interactive gamblers (N = 81)
4. Data from help-seeking agencies

→ To determine **who, what, when, why and how** people are gambling using interactive technology in Australia
Does Internet gambling increase gambling participation?

<table>
<thead>
<tr>
<th>Prevalence</th>
<th>1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambling participation</td>
<td>82%</td>
</tr>
<tr>
<td>Interactive gambling</td>
<td>0.6%</td>
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<tr>
<td></td>
<td>22% redu</td>
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<tr>
<td>Source: National telephone prevalence survey, Productivity Commission</td>
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</tbody>
</table>
Participation in gambling activities 1999 vs. 2011

Source: National telephone prevalence survey, Productivity Commission
Will Internet gambling reduce land-based gambling?

- Internet gamblers are highly involved gamblers, on all forms & modes

Over 2/3rds of Internet gamblers mostly or always gamble online

Source: Online survey
Internet gamblers offline

→ 50% started gambling online in or after

Majority prefer interactive gambling (55%) or prefer both modes equally (31%)

Source: Online survey
Will more young people gamble online?

Kids may be exposed to over 2 hours of gambling advertising per week.

Why would I want to double my pocket money with you when I can triple it online?
Internet gamblers are younger than land-based gamblers

- Mean age of interactive gamblers: 37 years – 42 years
- 25 – 39 years – higher rates of Internet gambling
- 20-24 years – higher rates of land-based gambling

Internet gamblers are young-middle age adults
Problematic Internet gambling among youth

• Age not predictive of problem gambling severity

• Younger interactive gamblers $\rightarrow$ higher problem severity

• Treatment seeking Internet gamblers 18-39 years

Young Internet gamblers may be at greater risk for harms
Prevalence of adult problem gambling – Australia 2011

- Problem gambler: 1%
- Moderate risk: 4%
- Low risk: 8%
- No problem: 52%
- Non-gambler: 36%

Interactive gambling not predictive of PG severity

Problem Gambling Severity Index
Source: National telephone prevalence survey
Does Internet gambling cause problems?

- No problem
- Low risk
- Moderate risk
- Problem gambler

Interactive gamblers 3 x higher PG rates

Not replicated in online survey
What mode of gambling contributed to your problems?

<table>
<thead>
<tr>
<th>Interactive Gamblers</th>
<th>Non-Interactive Gamblers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land-based</td>
<td>Land-based</td>
</tr>
<tr>
<td>58%</td>
<td>85%</td>
</tr>
<tr>
<td>Computer</td>
<td></td>
</tr>
<tr>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td></td>
</tr>
<tr>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

Over half had problems before gambling online

Source: National telephone prevalence survey
N=153 problem & moderate-risk gamblers
What gambling activity contributed to your problems?

<table>
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<tr>
<th>Interactive Gamblers</th>
<th>Non-Interactive Gamblers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic gaming machines 43%</td>
<td>Electronic gaming machines 50%</td>
</tr>
<tr>
<td>Casino table games 15%</td>
<td>Keno 15%</td>
</tr>
<tr>
<td>Sports betting 14%</td>
<td>Casino games 12%</td>
</tr>
</tbody>
</table>

Source: National telephone prevalence survey
N=153 problem & moderate-risk gamblers
Does Internet gambling cause problems?

Problem gambling severity predicted by greater gambling involvement
Are the concerns about Internet gambling valid?

• Participation in gambling will increase? 🚫
  → Internet gambling participation has increased

• Land-based gambling will decrease? 🟢
  → Internet gamblers also gamble offline, but may reduce over time
Are the concerns about Internet gambling valid?

• Youth will gamble online?
  → Younger generation may prefer Internet gambling

• Problem gambling will increase?
  → But unique problems may develop
Conclusions

• Interactive gambling is a new mode of access
• Changing the impact of gambling?

→ How research can assist policy development
Acknowledgments

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The views expressed in this presentation are solely those of the author. The information, views and references material in this presentation are provided solely on the basis that the audience will be responsible for making their own assessment of the information provided.
Thank you, questions?

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