

Evaluation of the 'Gambling too much?' problem gambling campaign

Report

Prepared for: The Office of Regulatory Policy, Department of Justice and Attorney General
Job #: 161542
Date: February 2017



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ABBREVIATIONS USED THROUGHOUT REPORT	5
INTRODUCTION.....	7
SUMMARY	9
<i>Conclusions and recommendations.....</i>	<i>16</i>
METHOD.....	17
FINDINGS.....	21
1.0 UNPROMPTED RECALL OF ADVERTISING FOR GAMBLING HELP	22
1.1 <i>Unprompted recall of advertising</i>	<i>22</i>
1.2 <i>Channel advertising was noticed on</i>	<i>24</i>
1.3 <i>Unprompted recall of advertising messages – by media</i>	<i>27</i>
2.0 CAMPAIGN RECOGNITION.....	38
2.1 <i>Overall campaign recognition.....</i>	<i>38</i>
2.2 <i>Recognition of in-venue TWO FLIES materials</i>	<i>41</i>
2.3 <i>In-venue advertising – In-venue People (Bar Scene, Backyard, Counsellor)</i>	<i>57</i>
2.4 <i>Sports stadium advertising</i>	<i>91</i>
2.5 <i>Online advertising</i>	<i>94</i>
2.6 <i>Brand relationship.....</i>	<i>98</i>
2.7 <i>Media Expenditure.....</i>	<i>100</i>
3.0 OVERALL CAMPAIGN EVALUATION.....	101
3.1 <i>Agreement with campaign messages.....</i>	<i>101</i>
3.2 <i>Suggested improvements</i>	<i>105</i>
3.3 <i>Relevance of campaign channels.....</i>	<i>112</i>
4.0 GAMBLING HELP SERVICES.....	119
4.1 <i>Awareness of services</i>	<i>119</i>
4.2 <i>Use of services</i>	<i>122</i>
4.3 <i>Prompts to service use</i>	<i>125</i>
5.0 INDICATORS OF PROBLEM GAMBLING.....	128

5.1	<i>Level of agreement with statement</i>	128
5.2	<i>Perceptions of the signs of problem gambling</i>	131
5.3	<i>Friends and family</i>	138
6.0	GAMBLING PROFILE OF RESPONDENTS	141
6.1	<i>Gambling activities participated in</i>	141
APPENDICES		145
APPENDIX A – QUESTIONNAIRE		146
APPENDIX B – SAMPLE COMPOSITIONS		170
APPENDIX C – FIELDWORK STATISTICS		173
APPENDIX D – ‘OTHER’ RESPONSES		174
APPENDIX E – SAMPLING ERROR CHART		179
APPENDIX F – REFERENCES		180
APPENDIX G – SUMMARY OF CAMPAIGN COMPONENTS AT EACH PHASE OF THE CAMPAIGN		181

Abbreviations used throughout report

South East Queensland or SEQ	Defined as the Greater Brisbane area including Local Government Areas of Brisbane City Council, Moreton Bay Regional Council, Ipswich City, Logan City and Redlands City as well as Gold Coast and Sunshine Coast Regional/Noosa Shire Councils
Rest of Queensland or ROQ	Areas within Queensland but outside South East Queensland
yo	Year old (e.g. 14 yo)
CPGI	Canadian Problem Gambling Index (respondents are classified as recreational, low risk, moderate risk, problem gamblers – see questionnaire in appendix A for more details)
Campaign awareness:	Those classified as “yes” have seen at least one element the advertising campaign (any version)
Family/friend gambler:	Those who answered “yes” to the question “Do you know or suspect someone you know (family member or friend) is experiencing gambling problems?”

Introduction

Project background

Market & Communications Research (MCR) was commissioned by the Office of Regulatory Policy, Department of Justice and Attorney General to undertake an evaluation of the ‘Gambling too much?’ problem gambling campaign. The campaign seeks to remove the stigma attached to problem gambling and drive behaviour change by encouraging people experiencing problems with gambling to seek counselling assistance (via the Gambling Helpline, Gambling Help Online and/or Gambling Help services), or undertake self-exclusion measures.

The campaign has been rolled out over a number of phases since 2012. The current campaign includes in-venue materials (i.e. posters, ‘takeaway’ help cards, drink coasters, LCD signage and ATM’s), online advertising and advertising in sports stadiums (i.e. Suncorp Stadium, The Gabba, CBUS Stadium, 1300 Smiles Stadium).

See Appendix G for more information about the components used at each phase of the campaign.

Objectives

The key goals of the research were to include findings on the following:

- awareness of the campaign executions (unprompted and un-prompted);
- which type of campaign materials/advertising respondents had seen and where (e.g. in-venue, stadium, or online);
- key message take-out;
- awareness of Gambling Help services, Gambling Help Online, and Gambling Helpline;
- effectiveness of countering the stigma and negative stereotypes that society associates with problem gambling;
- awareness of the signs of problem gambling;
- effectiveness of the campaign in terms of changing attitudes;
- effectiveness of the campaign in terms of changing behaviours;
- whether respondents found the materials useful and why; and
- preferred communications channel and tone regarding problem gambling advertising.

This report details the findings to this study.

Summary

Project background

In December 2016, an online survey was undertaken with 400 Queenslanders, aged 18 - 54 years, who had gambled in the past 12 months. The purpose of the survey was to evaluate the impact of the 'Gambling too much?' campaign which has been run over a number of phases since 2012. Numerous campaign elements of the campaign were evaluated in the survey:

- Materials displayed in venues (i.e. a hotel, club, TAB or casino)
 - "In-venue" materials included posters, coasters, takeaway help cards, ATM screens and LCD screens. Different versions were tested including the "Two Flies" version (blue background and timber background) and the "People" version (comprised of Bar Scene, Backyard Scene and Counsellor posters)
- Online advertising (OOS advertising and banner advertising on news sites)
- Stadium advertising (ads on the boundary of playing fields and on the goal posts).

In the analysis of the survey results, respondents have been classified as either recreational, low risk, moderate risk or problem gamblers according to the Canadian Problem Gambling Index.

Unprompted recall of advertising for gambling help

37% of survey respondents can recall advertising about the issue of where to get help for gambling problems. Unprompted recall peaks among those classified as problem gamblers (54%), while 36% of low/moderate risk gamblers and 31% of recreational gamblers can remember such advertising.

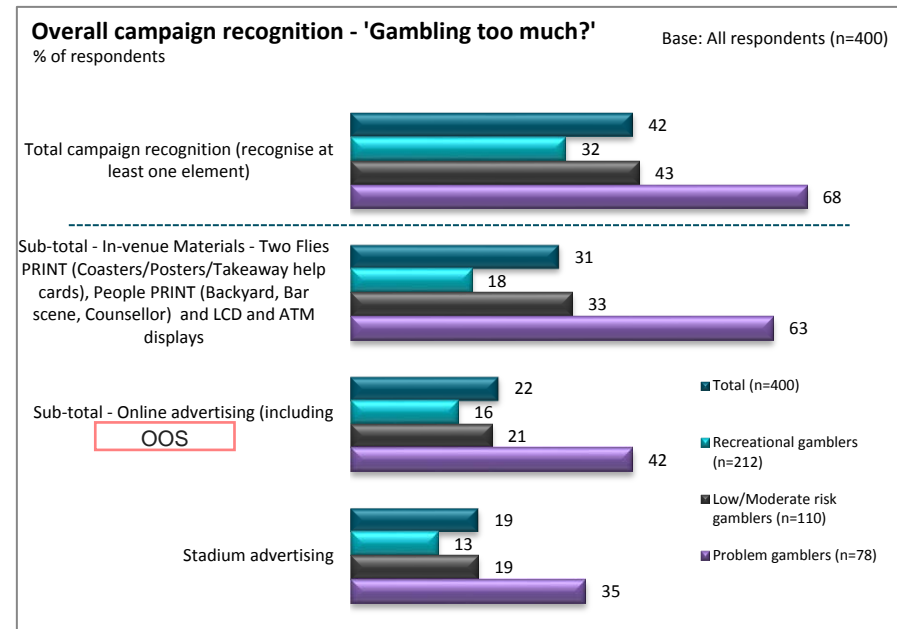
Respondents are most likely to recall advertising in venues such as at a hotel, club, TAB or casino (24% of all respondents), followed by advertising on a website (13%), at a sports stadium (10%) or via social media (6%).

Overall campaign recognition

After being shown all elements of the 'Gambling too much?' campaign, 42% of respondents recognise at least one component of this campaign; 31% recognise in-venue materials, 22% recall seeing online advertising while 19% recognise the stadium advertising.

Problem gamblers are the segment most likely to recognise the campaign with 68% recalling at least one component of the campaign. 63% of this segment recognise the in-venue materials with prompting, while 42% recognise the online advertising and 35% stadium advertising.

Younger male respondents (18-34 years) are more likely than average to recognise the campaign via either the in-venue materials (38%, 31% average) or stadium advertising (26%, 19% average).



In-venue advertising campaign impact

Respondents were asked how strongly they agreed or disagreed with a range of attitudinal and behavioural statements in relation to the impacts of the in-venue component of the campaign (Two Flies, Bar Scene, Backyard and Counsellor posters, coasters and takeaway cards). Responses reveal that the campaign has a different level of impact depending on the gambling profile of the respondent. The table below shows that

problem gamblers are the most strongly impacted segment across all executions, with the Backyard execution working particularly well with this group. This creative has been particularly effective in terms of capturing this audience's attention and or creating a desire to discuss the issue of gambling with a family member or friend.

	Two Flies			Bar Scene			Backyard			Counsellor		
	Total	Recreational Gamblers	Problem Gamblers	Total	Recreational Gamblers	Problem Gamblers	Total	Recreational Gamblers	Problem Gamblers	Total	Recreational Gamblers	Problem Gamblers
Base: All respondents (unless specified)	400	212	78	400	212	78	400	212	78	400	212	78
<i>% of respondents agreeing (5-7 out of 7)</i>												
The campaign is a good way to get the message across	60	62	60	56	55	71	60	58	73	43	42	54
The campaign captures my attention	47	48	59	44	40	58	50	44	72	36	29	59
The campaign makes me want to not gamble	33	30	56	35	30	62	37	32	63	25	20	53
The campaign makes me think about my behaviour in relation to gambling	27	15	60	27	14	63	25	13	64	21	9	58
The campaign makes me want to discuss this issue with a family member or friend	25	16	56	25	15	58	27	14	64	21	11	56
The campaign makes me think about visiting the website or calling the phone number mentioned in the ad to find out more	24	13	58	22	10	59	24	11	63	21	8	63
The campaign is aimed at me	20	8	56	21	7	63	21	8	63	16	5	53
Base: Those who have seen the advertising	98	28^	39	53	13^	26^	25^	2^	15^	35	4^	23^
As a result of seeing this campaign, I decided to gamble less often	45	14	72	53	31	73	64		87	51	25	70
As a result of seeing this campaign, I decided to stop gambling	43	18	72	53	23	77	56		73	57	25	74
As a result of seeing this campaign, I decided to talk to a family member or friend about this issue	39	14	59	57	31	77	60		87	46	25	65
As a result of seeing this campaign, I decided to visit the website/phone number provided	38	14	64	49	23	69	56		80	51		74
As a result of seeing this campaign, I decided to seek help for gambling	37	14	62	45	15	69	44		67	46		70

Bold figures are significantly different to the total column for that advertising piece at least the 95% confidence level.





^Caution: small cell size.

In-venue advertising message takeout (Top 5 responses)

When asked to describe the main message of the in-venue advertising, having *help available* is a common take out for all executions. The message that *anyone can be impacted by gambling* is most widespread for the Bar Scene advertisement, while the message that gambling takes time away from family resonates most effectively in the

Backyard execution. Overall, problem gamblers are less likely than other gamblers to be able to nominate a message from the in-venue campaign, however they are more likely than average to feel that the campaign conveys the message of *don't gamble too much/don't let it get out of control* or to *quit gambling*.

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)

Two Flies	Bar Scene	Backyard	Counsellor
			
<ul style="list-style-type: none"> • Help is available/Ask for help 	<ul style="list-style-type: none"> • Anyone can be impacted by gambling/Gambling can become a problem for anyone 	<ul style="list-style-type: none"> • Gambling takes time away from family/Don't gamble in family time/Spend more time with family 	<ul style="list-style-type: none"> • Help is available/Ask for help
<ul style="list-style-type: none"> • Gambling can be addictive/Gambling can become a problem 	<ul style="list-style-type: none"> • Help is available/Ask for help 	<ul style="list-style-type: none"> • Betting can break up your family/destroy your family/ruin your family life 	<ul style="list-style-type: none"> • Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au
<ul style="list-style-type: none"> • Gambling too much/Some people may be gambling too much 	<ul style="list-style-type: none"> • Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au 	<ul style="list-style-type: none"> • Help is available/Ask for help 	<ul style="list-style-type: none"> • People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar
<ul style="list-style-type: none"> • People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar 	<ul style="list-style-type: none"> • Helping people to recognise problem gambling/People might not know they have a gambling problem 	<ul style="list-style-type: none"> • You lose what's important when you bet too much/stops you from doing the things that are important to you 	<ul style="list-style-type: none"> • Gambling can be addictive/Gambling can become a problem
<ul style="list-style-type: none"> • Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au 	<ul style="list-style-type: none"> • Gambling can be addictive/Gambling can become a problem 	<ul style="list-style-type: none"> • Gambling affects your family/children 	<ul style="list-style-type: none"> • Gamble responsibly/Don't gamble too much/Don't let it get out of control

Campaign impact on stigma of problem gambling

The campaign successfully addresses the issue of stigma associated with problem gambling with the majority of respondents agreeing with the following statements in light of seeing the campaign:

- It's no surprise that some people experience gambling problems (81% agree)
- Anyone can become a problem gambler (81%)
- People can recover from problem gambling (80%)
- It's not embarrassing to get help for problem gambling (76%).

Results are consistent across different groups of gamblers, the only exception being recreational gamblers (81%), who are more likely than low/moderate/problem gamblers (68%) to agree *it's not embarrassing to get help for problem gambling*.

Males aged 18-34 years are *less* likely than average to agree with the message that *it's no surprise that some people experience gambling problems* (74%, 81% average) or that *anyone can become a problem gambler* (75%, 81% average).

Suggested campaign improvements

When respondents are asked how the 'Gambling too much?' campaign could be improved, the most common suggestion is to use a more emotive approach (i.e. a stronger focus on the impact gambling can have on the family and friends of the individual) (15%).

Other common suggested improvements are to:

- make the campaign messages easier to understand or make messages more explicit (11%)
- remove the execution featuring the two flies as the message of this creative is not clearly understood (9%)
- incorporate a more vibrant/attention grabbing/eye-catching style (8%).

Males 18-34 years are the sub-group most likely to call for an *easier to understand message* for the campaign (15%, average 11%), while females (20%) are most likely to suggest the campaign could be improved by being more emotive (i.e. focussing more on the impact gambling can have on family and friends).

Relevance of campaign channels

Of all advertising elements evaluated in the 'Gambling too much?' campaign, posters in venues such as a hotel, club, TAB or casino are the components with most widespread relevance (57%). Relevance of the other advertising components is as follows:

- Online advertising (51%)
- ATM screens (51%)
- Out of scope by agreement advertising (49%)
- Posters in a counsellors or doctors' office (48%)
- Electronic banner ads at a sports stadium (48%)
- Drink coasters (48%).

Takeaway help cards/brochures (39%) are seen as the least relevant method used in the 'Gambling too much?' campaign.

Compared with scores given by recreational or low/moderate risk gamblers, problem gamblers give higher personal relevance scores to all channels or components used in the campaign.

Awareness of gambling help services

65% of respondents have heard of at least one of Queensland's gambling help services (telephone help service, website or counselling service). More specifically:

- 55% have heard of the Gambling Helpline (described as a free, confidential telephone help service which operates 24/7 providing information, crisis support or referral to the nearest Gambling Help service for face-to-face counselling)
- 19% have heard of Gambling Help Online (described as a free, confidential national website that provides online professional counselling and email support 24/7. The website also has self-help tools to help identify and deal with problem gambling. The website is www.gamblinghelponline.org.au)
- 18% have heard of the Gambling Help service (described as a free, confidential face-to-face counselling service, which operates during business hours across Queensland providing assistance for individuals, groups and families).

Respondents classified as problem gamblers (81%), those aware of the 'Gambling too much?' campaign (84%) or those who have a family member or friend they suspect is a problem gambler (84%) are more likely than average (65%) to be aware of at least one of Queensland's gambling help services.

Use of gambling help services

8% of all respondents have used at least one of Queensland's gambling help services in the last 12 months (telephone helpline, counselling help service, online help website).

More specifically:

- 4% have used the Gambling Helpline
- 2% have used the Gambling Help service
- 2% have used Gambling Help Online.

Those classified as problem gamblers (35%), males aged 18-34 years (14%), those aware of the 'Gambling too much?' campaign (12%) or those who have a family member or friend they suspect is a problem gambler (17%) are more likely than average (8%) to have used at least one of the gambling help services referenced in the campaign.

Prompts to gambling help service use

The most common triggers to accessing one of Queensland's Gambling help services (telephone helpline, counselling help service, online help website) are listed below:

- Seeing an ad at a venue (i.e. hotel, club, TAB or casino) (50%)
- Keyword searching (23%)
- Seeing an ad on the internet on social media (23%)
- Being on www.qld.gov.au for some other reason and noticing the link (20%).

Belief that gambling too much leads to problems in other areas of life

88% of respondents agree with the statement that *gambling too much leads to problems in other areas of your life* (personal, financial, emotional etc.), with agreement being higher than average (88%) among the following sub-groups:

- Females (91%)
- Recreational gamblers (92%)
- Older respondents aged 35-54 years (91%).

Younger males (18-34 years 84%) or problem gamblers (78%) are less likely than average (88%) to agree with this statement.

Perceptions of the signs of problem gambling

Unprompted

Without prompting, the most commonly perceived signs of problem gambling reported by participants are:

- not having money for food or bills, betting more than you can afford (42%)
- feelings of anxiety/anger/agitation (16%)
- becoming isolated or withdrawn from others, family events or social activities (14%)
- becoming secretive about gambling, hiding money spent, lying (12%).

Recreational gamblers (48%) are more likely than average (42%) to report someone *spending all of their money on gambling or betting more than they can afford* as a sign of problem gambling. Those classified as problem gamblers are less likely (26%) than average (42%) to view this type of behaviour as a sign of problem gambling.

Problem gamblers (13%) are more likely than average (5%) to report the *inability to control or stop gambling as a sign of problem gambling*.

Prompted

When prompted with a list of signs that someone may be gambling too much, respondents select the following as the most likely indicators:

- Borrowing money or selling assets to gamble (74%)
- Spending more time or money than planned (70%)
- Losing and then returning as soon as possible to win back losses (67%)
- Hiding the extent of gambling (64%).

Recreational gamblers are more likely than average to identify a wide range of signs associated with problem gambling, whereas problem gamblers have a narrower perspective of what the indicators are of problem gambling.

Friends and family of people experiencing problems with gambling

21% of survey respondents suspect a family member or friend is experiencing gambling problems (13% suspect a friend, 8% suspect a family member). Those defined as problem gamblers (26%) are more likely than average (13%) to suspect a *friend* is experiencing gambling problems.

Gambling activities participated in

The most common gambling activity reportedly undertaken by survey participants in the last 12 months is buying instant scratch or lottery tickets (75%) followed by playing poker or gaming machines (44%) or betting on horses or greyhound races (35%).

Those classified as problem gamblers are more likely than recreational or low/moderate risk gamblers to have reported participating in any gambling activities in the last 12 months with the exception being the purchase of instant scratch or lottery tickets which are more common among recreational gamblers.

Males, those from South East Queensland, those who are aware of the 'Gambling too much?' campaign or those who have a family member or friend they suspect is a problem gambler are more likely to have participated in a gambling activity in the last 12 months.

Those categorised as problem gamblers are more likely than average to have bet on a range of internet sourced gambling options such as betting on horse, harness or greyhound racing, betting on a sporting event like football, cricket or tennis, or playing casino games or poker for money.

Conclusions and recommendations

Campaign reach

The ‘Gambling too much?’ campaign has been successful in its reach, with four in ten respondents recognising at least one element of the campaign. This level of recognition is in line with average recognition levels achieved by similar campaigns (using a comparable mix of channels).

Significantly higher than average recognition levels are found among problem gamblers for in-venue advertising as well as online advertising (including [redacted] a pleasing result, given that this segment is found to be overrepresented in gambling activities pursued in hotels, clubs, TABs or casinos and via the internet. In-venue and online channels are also rated as the most relevant to the gambling audience, with [redacted] being particularly relevant for younger gamblers.

Recommendation:

For future campaigns it is recommended that an ‘in-situ’ focus be maintained when selecting channels to run advertising messages. General online advertising will be important in terms of reaching gamblers who are betting and playing games online, while advertising placed in venues will provide ‘in-the-moment’ messaging for those gambling in hotels, clubs, TABs or casinos.

Campaign impact

In a positive result, the campaign’s attitudinal and behavioural impacts are most widespread among problem gamblers, followed by low/moderate risk gamblers, then recreational gamblers. Greater impact is also noted among those aged 18 to 34 years compared with people aged 35 to 54 years. Executions featuring people, i.e. the creative featuring a father and son playing in the backyard, are found to be most successful in changing gambling attitudes and behaviours.

Recommendation:

When designing future campaigns bear in mind that emotive or person-based concepts are likely to have the greatest impact on behaviour.

Stigma of problem gambling

While the majority of respondents agree with statements normalising the issue of problem gambling, there is evidence to suggest that problem gamblers and young males (18-34 years) are less likely than average to feel that stigma associated with problem gambling is diminishing.

Recommendation:

Continued efforts to normalise help-seeking, particularly for younger males or problem gamblers, are justified.

Awareness of the signs of problem gambling

Problem gamblers are more likely than average to deny that gambling too much leads to problems in other areas of their lives. They are also less likely to be aware of many of the signs of problem gambling.

Recommendation:

In future campaigns, the inclusion of a fact-based communication addressing the signs of problem gambling may be helpful in terms of helping young males or problem gamblers identify more of the signs of problem gambling.

Awareness of gambling help options

Although problem gamblers are more likely than average to be aware of at least one of Queensland’s gambling help services, two in ten in this segment are still not as yet aware of any services that might assist them with a gambling problem.

Recommendation:

Continued promotion of help services for gamblers is recommended to further boost awareness levels of these services and to encourage greater uptake by problem gamblers.

Method

Online survey

Method	Online survey – using The ORU’s (The Online Research Unit) research panel (a representative online panel of Australian residents).
Target respondent	Queenslanders aged 18 - 54 years who have gambled in the last 12 months.
Universe	The geographic universe for the study is the entire state of Queensland.
Sample size	400 people aged 18 - 54 years: <ul style="list-style-type: none">• n=212 respondents were classified as recreational gamblers per the Canadian Problem Gambling Index (CPGI)• n=188 were classified as low/moderate risk/problem gamblers via the CPGI.
Quotas	Quotas were set by age, gender and region, with the following proportions being achieved in the final sample: <ul style="list-style-type: none">• 38% males aged 18 - 34 years, 21% females aged 18 - 34 years, 21% males aged 35-54 years, 20% females aged 35 - 54 years• 72% of respondents were from South East Queensland and 28% from regional Queensland. <p>A full sample composition is included in Appendix B.</p>
Fieldwork partner	MCR’s fieldwork partner The Online Research Unit conducted the fieldwork and data analysis tasks. The Online Research Unit has ISO 20252 quality accreditation.
Data analysis	MCR designed a detailed analysis specification for The Online Research Unit to produce data tables using the statistical processing software SurveyCraft. Results were subject to significance testing to indicate if a result was statistically significant (i.e. if a result was statistically different from the average or from another sub-group).
Questionnaire	The questionnaire is appended at Appendix A.

Publication of Information

MCR is a member of AMSRO and abides by the AMSRS Code of Professional Behaviour. The Code of Professional Behaviour can be downloaded at www.amsrs.com.au. Under the Code of Professional Behaviour – information about Client’s businesses, their commissioned market research data and findings remain confidential to the clients unless both clients and researchers agree the details of any publications.

MCR has ISO 20252 quality assurance accreditation.



Disclaimer

As is our normal practice, we emphasise that any market size estimates or marketing recommendations in this report can be influenced by a number of unforeseen events or by management decisions. Therefore no warranty can be given that the information included will be predictive of a desired outcome.

Findings

1.0 Unprompted recall of advertising for gambling help

1.1 Unprompted recall of advertising

Q3. In the last few months, can you recall seeing or reading any advertising about where to get help for gambling problems?

37% of survey respondents can recall advertising about the issue of where to get help for gambling problems. Unprompted recall peaks among those classified as problem gamblers (54%), while 36% of low/moderate risk gamblers and 31% of recreational gamblers can remember such advertising.

Those who are aware of the 'Gambling too much?' campaign (66%) or those who have a family member or friend they suspect is a problem gambler (59%) are more likely than average to recall seeing or reading any advertising about where to get help for gambling problems.

Tables following highlight significant differences between sub-groups.

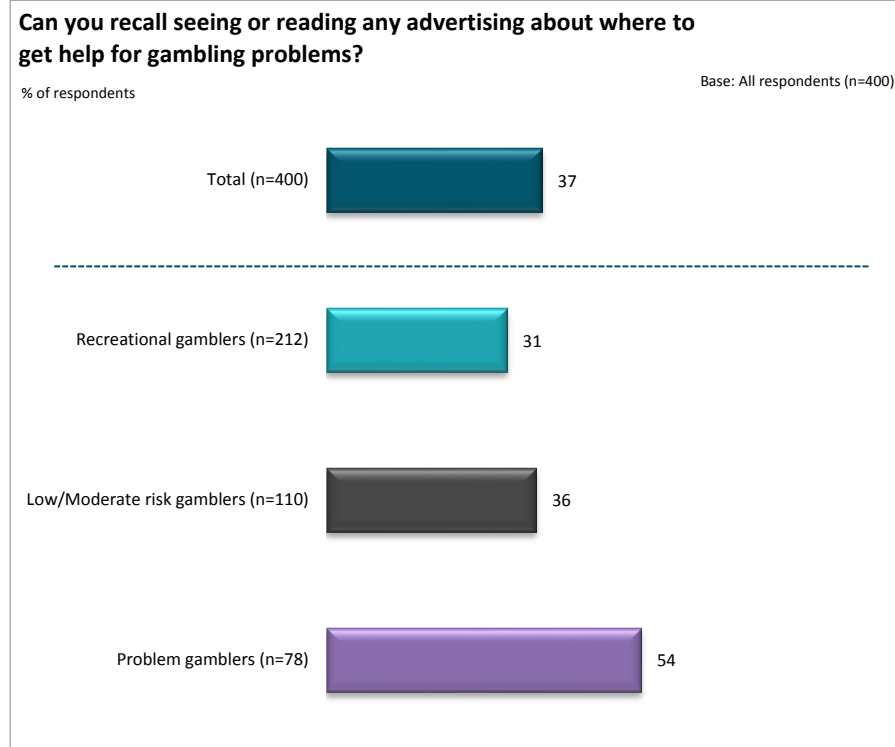


Table: Q3. In the last few months, can you recall seeing or reading any advertising about where to get help for gambling problems?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Rec-reational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
	% of respondents																		
Yes	37	38	35	36	38	31	44	36	54	38	35	38	35	39	36	66	16	59	31
No	63	62	65	64	62	69	56	64	46	62	65	63	65	61	64	34	84	41	69

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q3. In the last few months, can you recall seeing or reading any advertising about where to get help for gambling problems? By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
	% of respondents																
Yes	31	31	32	22	39	30	32	19	27	42	38	67	14	56	27		
No	69	69	68	78	61	70	68	81	73	58	63	33	86	44	73		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q3. In the last few months, can you recall seeing or reading any advertising about where to get help for gambling problems? By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
Yes	44	44	41	47	35	36	54	45	41	48	46	35	33	65	19	61	37
No	56	56	59	53	65	64	46	55	59	52	54	65	67	35	81	39	63

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

1.2 Channel advertising was noticed on

Q3a. And where do you recall seeing or reading advertising about where to get help for gambling problems?

Respondents are most likely to recall the issue of getting help for gambling problems via advertising in venues such as at a hotel, club, TAB or casino (24% of all respondents). Other nominated sources of advertising recall are on a website (13%), at a sports stadium (10%) or via social media (6%).

Problem gamblers (31%) are more likely than average to recall seeing or reading advertising about where to get help for gambling problems on a website (31%, 13% average) or at a sports stadium (19%, 10% average).

Respondents from regional Queensland (10%) or those aged 18-34 years (8%) are more likely than average (6%) to recall advertising on social media about gambling problems.

Tables following highlight significant differences between sub-groups.

Where do you recall seeing or reading advertising about where to get help for gambling problems?

Base: All respondents (n=400)

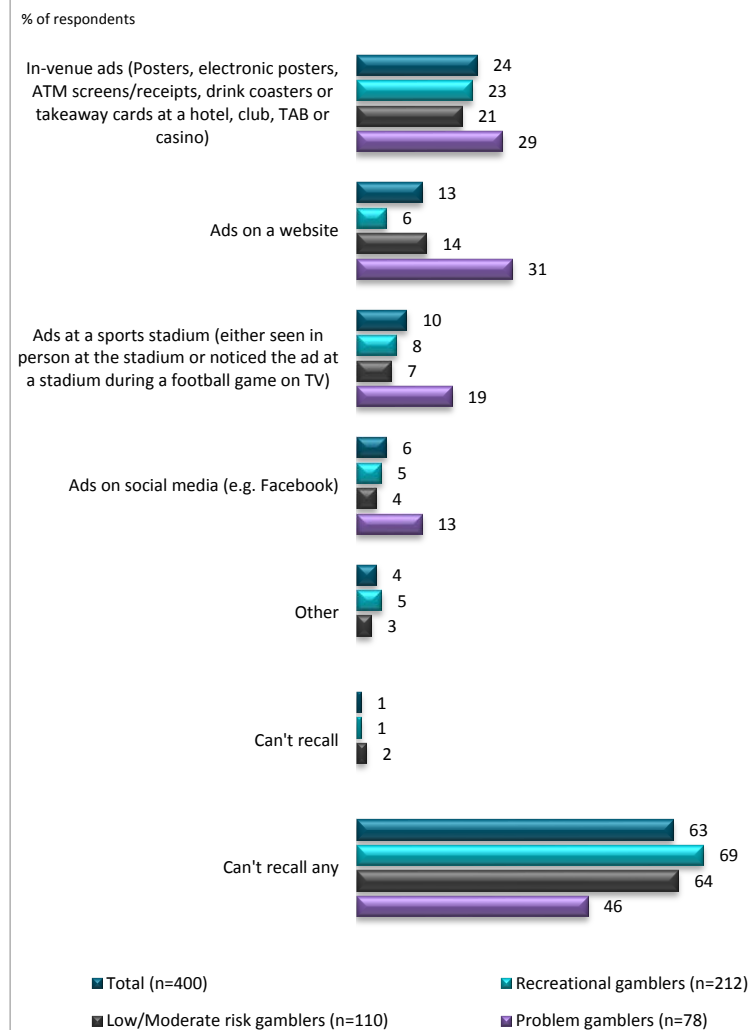


Table: Q3a. And where do you recall seeing or reading advertising about where to get help for gambling problems?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																							
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER							
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No				
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317				
										% of respondents													
In-venue ads (Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino)	24	25	21	22	26	23	24	21	29	24	24	22	23	26	25	46	8	39	20				
Ads on a website	13	14	10	15	10	6	21	14	31	16	9	17	12	14	5	26	3	23	10				
Ads at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)	10	11	7	12	7	8	12	7	19	10	10	11	13	7	6	21	2	16	8				
Ads on social media (e.g. Facebook)	6	4	10	5	7	5	7	4	13	8	3	7	1	10	5	14	*	11	5				
Other	4	3	5	1	7	5	2	3		3	5	1	2	6	8	4	3	5	3				
Can't recall	1	1	1	*	2	1	1	2		1	1	1		1	3	1	1	2	1				
Can't recall any	63	62	65	64	62	69	56	64	46	62	65	63	65	61	64	34	84	41	69				

*Indicates less than 1% of respondents.

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q3a. And where do you recall seeing or reading advertising about where to get help for gambling problems? By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER					
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
										% of respondents							
In-venue ads (Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino)	23	23	24	17	29	22	24	13	20	32	27	55	8	41	20		
Ads at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)	8	9	4	8	7	7	8	7	8	8	7	21	1	13	7		
Ads on a website	6	6	7	5	7	9	3	6	4	13	2	18	1	19	4		
Ads on social media (e.g. Facebook)	5	2	10	2	7	7	2	4		11	4	15		13	3		
Other	5	4	7	2	8	3	8		4	6	11	7	4	9	4		
Can't recall	1	1			2	1	1			2	2		1	3	1		
Can't recall any	69	69	68	78	61	70	68	81	73	58	63	33	86	44	73		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q3a. And where do you recall seeing or reading advertising about where to get help for gambling problems? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	<i>% of respondents</i>																
In-venue ads (Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino)	24	27	15	27	18	21	29	25	24	28	26	16	21	40	7	37	20
Ads on a website	21	22	15	23	15	14	31	22	19	23	23	16	13	32	8	25	19
Ads at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)	12	12	13	15	5	7	19	12	14	13	20	6	4	21	2	18	10
Ads on social media (e.g. Facebook)	7	7	10	8	7	4	13	9	5	9	3	6	8	13	1	10	7
Other	2	2		1	4	3		2		1		6		1	2	2	1
Can't recall	1	1	3	1	2	2		1	2	1			4	1	1	2	1
Can't recall any	56	56	59	53	65	64	46	55	59	52	54	65	67	35	81	39	63

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

1.3 Unprompted recall of advertising messages – by media

Q3b. What messages can you remember from the advertising?

Respondents were asked what messages they could recall for each media channel from which advertising was recalled.

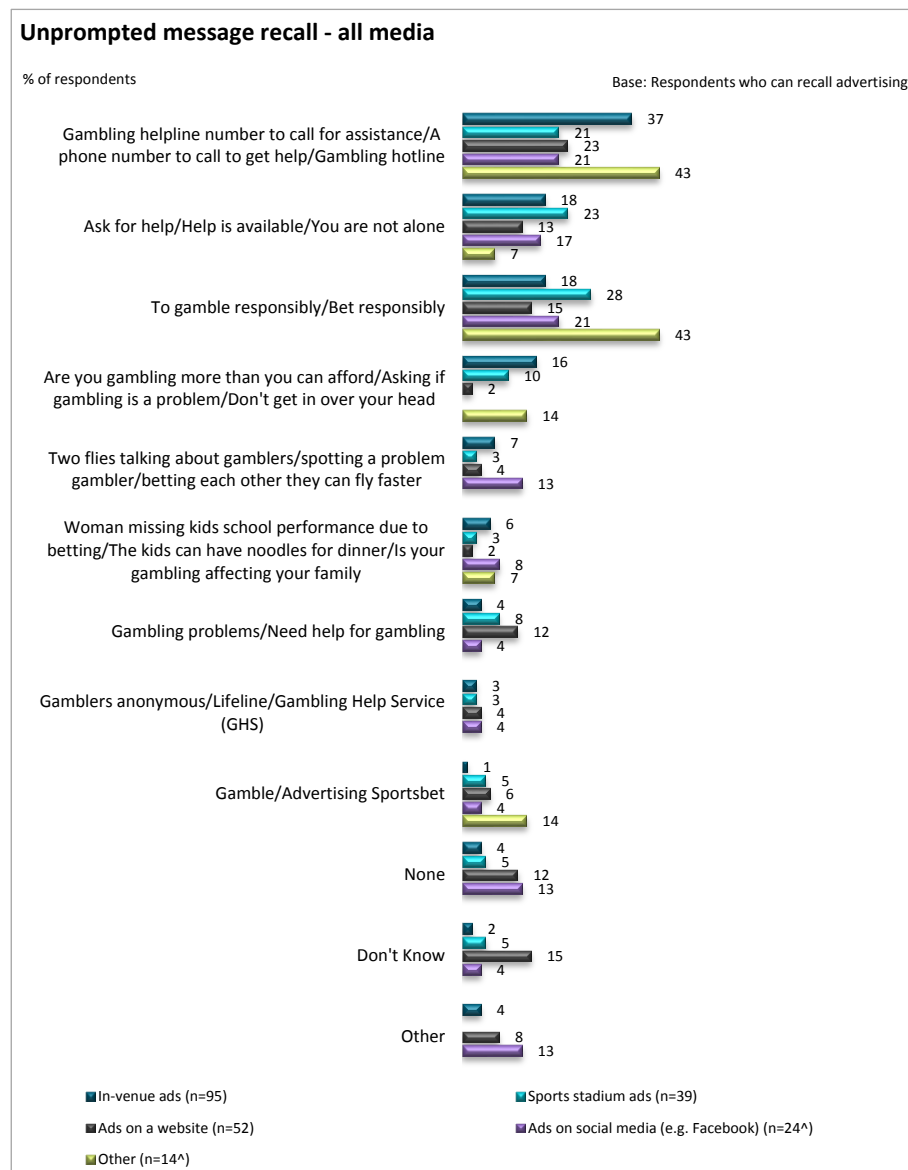
Among those who recall advertising in *venues*, the message about a *gambling helpline number* (37%) is the most commonly recalled. That *help is available* (18%) or messages related to *gambling responsibly* (18%) are the next most frequently nominated messages.

Gambling responsibly (28%) is the most commonly recalled message associated with stadium advertising.

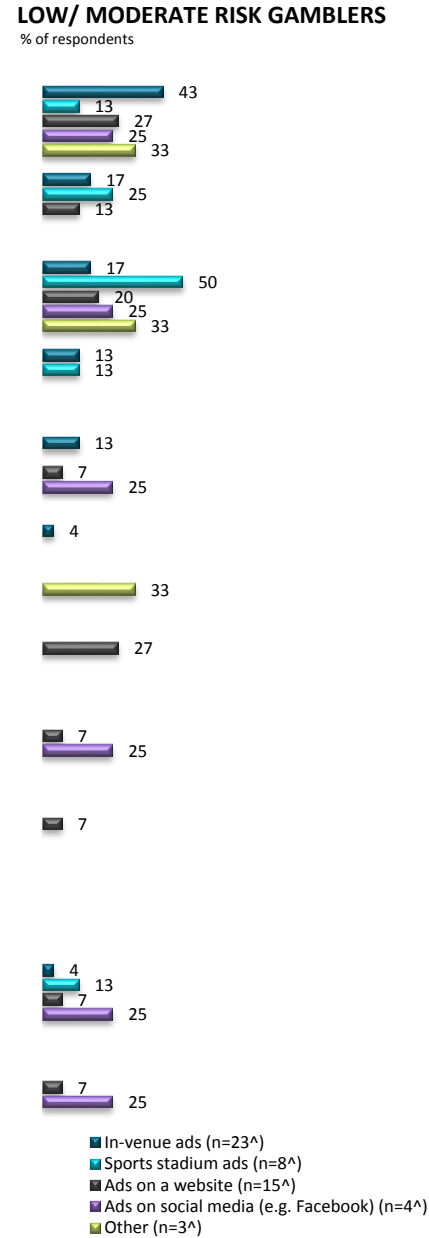
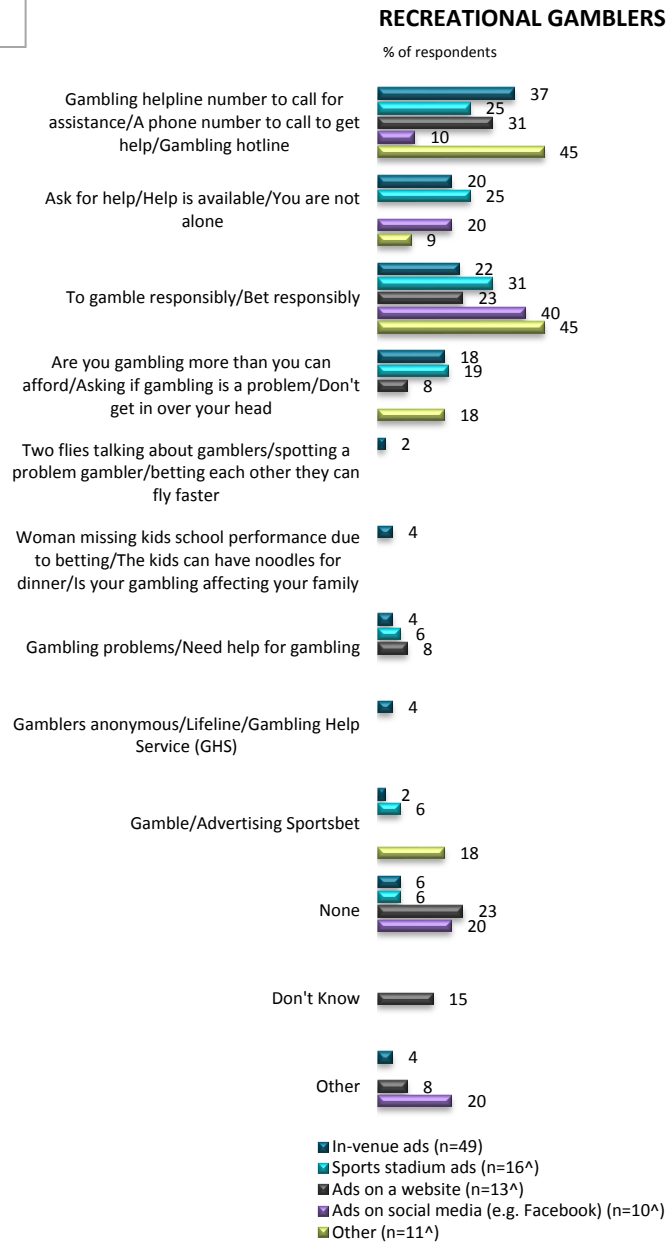
Among those who recall advertising on a website, the message about a *gambling helpline number* (23%) is most commonly recalled.

Messages about the *gambling helpline number* (21%) and *gambling responsibly* (21%) are the most common messages related to social media advertising.

Tables following highlight significant differences between sub-groups.



Q3b. What messages can you remember from the advertising?



^Caution: small cell size.

Table: Q3b. What messages can you remember from the advertising {insert codes 1-5}?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: Respondents who can recall advertising	Total	REGION		GENDER		CPGI				AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: In-venue ads (Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino)	95	72	23 [^]	53	42	49	46	23 [^]	23 [^]	56	39	34	19 [^]	22 [^]	20 [^]	77	18 [^]	32	63
<i>% of respondents</i>																			
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	37	36	39	40	33	37	37	43	30	32	44	32	53	32	35	36	39	34	38
Ask for help/Help is available/You are not alone	18	14	30	11	26	20	15	17	13	20	15	15	5	27	25	17	22	19	17
To gamble responsibly/Bet responsibly	18	18	17	15	21	22	13	17	9	13	26	12	21	14	30	18	17	19	17
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	16	18	9	15	17	18	13	13	13	18	13	15	16	23	10	16	17	13	17
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	7	10		8	7	2	13	13	13	11	3	12		9	5	9		3	10
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	6	7	4	6	7	4	9	4	13	9	3	9		9	5	8		6	6
Gambling problems/Need help for gambling	4	4	4	8		4	4		9	5	3	9	5			4	6		6
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	3	4		4	2	4	2		4	2	5	3	5		5	3	6	3	3
Gamble/Advertising Sportsbet	1	1		2		2					3		5			1			2
None	4	4	4	6	2	6	2		4	4	5	3	11	5		5		6	3
Don't Know	2	3		2	2		4	4	4	4	4	3		5		3		3	2
Other	4	3	9	6	2	4	4		9	5	3	6	5	5		4	6	9	2
Base: Sport stadium ads	39	31	8 [^]	28 [^]	11 [^]	16 [^]	23 [^]	8 [^]	15 [^]	23 [^]	16 [^]	17 [^]	11 [^]	6 [^]	5 [^]	35	4 [^]	13 [^]	26 [^]
<i>% of respondents</i>																			
To gamble responsibly/Bet responsibly	28	26	38	21	45	31	26	50	13	17	44	12	36	33	60	29	25	31	27
Ask for help/Help is available/You are not alone	23	26	13	18	36	25	22	25	20	26	19	18	18	50	20	26		31	19

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising {insert codes 1-5}? (Continued)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: Respondents who can recall advertising	Total	REGION		GENDER		CPGI				AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: Sport stadium ads	39	31	8^	28^	11^	16^	23^	8^	15^	23^	16^	17^	11^	6^	5^	35	4^	13^	26^
% of respondents																			
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	21	19	25	18	27	25	17	13	20	17	25	18	18	17	40	17	50	23	19
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	10	6	25	11	9	19	4	13		13	6	12	9	17		9	25		15
Gambling problems/Need help for gambling	8	6	13	11		6	9		13	9	6	12	9			9		8	8
Gamble/Advertising Sportsbet	5	6		4	9	6	4		7	9		6		17		6		15	
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	3	3		4			4		7	4		6				3			4
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	3	3			9		4		7	4				17		3			4
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	3	3		4			4		7		6		9			3		8	
None	5	6		7		6	4		7	4	6	6	9			6		8	4
Don't Know	5	6		7			9	13	7	9		12				6		8	4
Base: Ads on a website	52	41	11^	36	16^	13^	39	15^	24^	38	14^	26^	10^	12^	4^	44	8^	19^	33
% of respondents																			
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	23	22	27	19	31	31	21	27	17	26	14	23	10	33	25	23	25	32	18
To gamble responsibly/Bet responsibly	15	10	36	14	19	23	13	20	8	11	29	8	30	17	25	16	13	21	12
Ask for help/Help is available/You are not alone	13	17		14	13		18	13	21	13	14	12	20	17		14	13	16	12
Gambling problems/Need help for gambling	12	15		11	13	8	13	27	4	11	14	12	10	8	25	14		5	15
Gamble/Advertising Sportsbet	6	5	9	8			8	7	8	8		12				5	13	5	6

^Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising {insert codes 1-5}? (Continued)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: Respondents who can recall advertising	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: Ads on a website	52	41	11^	36	16^	13^	39	15^	24^	38	14^	26^	10^	12^	4^	44	8^	19^	33
% of respondents																			
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	4	5		6			5	7	4	5		8				5			6
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	4	2	9	6			5	7	4		14		20			5		11	
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	2	2		3			3		4	3		4				2			3
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	2		9		6	8				3				8		2			3
None	12	15		11	13	23	8		13	11	14	8	20	17		7	38	5	15
Don't Know	15	15	18	14	19	15	15	7	21	13	21	12	20	17	25	18		21	12
Other	8	5	18	8	6	8	8	7	8	11		12		8		9		5	9
Base: Ads on social media	24^	13^	11^	12^	12^	10^	14^	4^	10^	19^	5^	11^	1^	8^	4^	23^	1^	9^	15^
% of respondents																			
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	21	8	36	42		10	29	25	30	26		45				22		22	20
To gamble responsibly/Bet responsibly	21		45	17	25	40	7	25		21	20	18		25	25	22		22	20
Ask for help/Help is available/You are not alone	17	15	18	17	17	20	14		20	16	20	18		13	25	17			27
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	13	23		17	8		21	25	20	16		18		13		13			20
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	8	15		17			14		20	11		18				9			13
Gamble/Advertising Sportsbet	4	8		8			7		10	5		9				4		11	
Gambling problems/Need help for gambling	4		9	8			7		10		20		100			4		11	

^Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising {insert codes 1-5}? (Continued)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: Respondents who can recall advertising	Total	REGION		GENDER		CPGI				AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: Ads on social media	24 [^]	13 [^]	11 [^]	12 [^]	12 [^]	10 [^]	14 [^]	4 [^]	10 [^]	19 [^]	5 [^]	11 [^]	1 [^]	8 [^]	4 [^]	23 [^]	1 [^]	9 [^]	15 [^]
<i>% of respondents</i>																			
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	4	8			8		7	25			20				25	4		11	
None	13	23			25	20	7		10	16				38		13		22	7
Don't Know	4	8			8		7	25			20				25		100		7
Other	13		27	17	8	20	7	25		16		18		13		13		11	13
Base: Other	14 [^]	9 [^]	5 [^]	3 [^]	11 [^]	11 [^]	3 [^]	3 [^]		6 [^]	8 [^]	1 [^]	2 [^]	5 [^]	6 [^]	6 [^]	8 [^]	4 [^]	10 [^]
<i>% of respondents</i>																			
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	43	56	20	67	36	45	33	33		50	38		100	60	17	33	50		60
To gamble responsibly/Bet responsibly	43	44	40	67	36	45	33	33		33	50	100	50	20	50	50	38	50	40
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	14		40		18	18					25				33	17	13		20
Gamble/Advertising Sportsbet	14	11	20		18	18					25				33	17	13	25	10
Ask for help/Help is available/You are not alone	7		20		9	9					13				17	17		25	
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	7	11			9		33	33		17				20			13	25	

[^]Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising [insert codes 1-5]? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: Recreational gamblers who can recall advertising	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: In-venue ads (Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino)	49	32	17^	17^	32	24^	25^	7^	10^	17^	15^	37	12^	13^	36
<i>% of respondents</i>															
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	37	38	35	47	31	29	44	29	60	29	33	35	42	46	33
To gamble responsibly/Bet responsibly	22	25	18	12	28	13	32		20	18	40	24	17	23	22
Ask for help/Help is available/You are not alone	20	16	29	6	28	21	20	14		24	33	19	25	15	22
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	18	22	12	24	16	29	8	29	20	29		16	25	15	19
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	4	3	6		6	8				12		5			6
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	4	6		6	3	4	4	14			7	5			6
Gambling problems/Need help for gambling	4	3	6	12		4	4	14	10			3	8		6
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	2	3			3	4				6		3			3
Gamble/Advertising Sportsbet	2	3		6			4		10				3		3
None	6	6	6	12	3	4	8		20	6		8		8	6
Other	4	3	6	6	3	8		14		6		5		8	3
Base: Sports stadium ads	16^	13^	3^	8^	8^	8^	8^	4^	4^	4^	4^	14^	2^	4^	12^
<i>% of respondents</i>															
To gamble responsibly/Bet responsibly	31	31	33	13	50	25	38	25		25	75	36		75	17
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	25	23	33	25	25	25	25	25	25	25	25	21	50	25	25
Ask for help/Help is available/You are not alone	25	23	33	13	38	38	13		25	75		29		25	25
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	19	15	33	25	13	25	13	25	25	25		14	50		25
Gamble/Advertising Sportsbet	6	8			13	13				25		7		25	
Gambling problems/Need help for gambling	6	8		13		13		25				7			8
None	6	8		13			13		25			7			8

^Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising {insert codes 1-5}? – By gambling profile – Recreational gamblers (Continued)

RECREATIONAL GAMBLERS															
Base: Recreational gamblers who can recall advertising	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: Ads on a website	13 [^]	8 [^]	5 [^]	5 [^]	8 [^]	10 [^]	3 [^]	3 [^]	2 [^]	7 [^]	1 [^]	12 [^]	1 [^]	6 [^]	7 [^]
	% of respondents														
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	31	25	40	40	25	30	33	33	50	29		33		50	14
To gamble responsibly/Bet responsibly	23	13	40	20	25	20	33	33		14	100	25		33	14
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	8		20		13	10				14		8			14
Gambling problems/Need help for gambling	8	13		20		10		33				8			14
None	23	38		20	25	20	33		50	29		17	100		43
Don't know	15	13	20		25	20				29		17		17	14
Other	8		20	20		10		33				8		17	
Base: Ads on social media	10 [^]	3 [^]	7 [^]	2 [^]	8 [^]	8 [^]	2 [^]	2 [^]		6 [^]	2 [^]	10 [^]		4 [^]	6 [^]
	% of respondents														
To gamble responsibly/Bet responsibly	40		57	50	38	38	50	50		33	50	40		50	33
Ask for help/Help is available/You are not alone	20	33	14		25	13	50			17	50	20			33
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	10		14	50		13		50				10		25	
None	20	67			25	25				33		20		25	17
Other	20		29	50	13	25		50		17		20		25	17
Base: Other	11 [^]	6 [^]	5 [^]	2 [^]	9 [^]	3 [^]	8 [^]		2 [^]	3 [^]	6 [^]	5 [^]	6 [^]	3 [^]	8 [^]
	% of respondents														
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	45	67	20	100	33	67	38		100	67	17	20	67		63
To gamble responsibly/Bet responsibly	45	50	40	50	44	33	50		50	33	50	60	33	67	38
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	18		40		22		25				33	20	17		25
Gamble/Advertising Sportsbet	18	17	20		22		25				33	20	17	33	13
Ask for help/Help is available/You are not alone	9		20		11		13				17	20		33	

[^]Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising [insert codes 1-5]? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: Low/Moderate/Problem gamblers who can recall advertising	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: In-venue ads (Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino)	46	40	6^	36	10^	23^	23^	32	14^	27^	9^	5^	5^	40	6^	19^	27^
<i>% of respondents</i>																	
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	37	35	50	36	40	43	30	34	43	33	44	40	40	38	33	26	44
Ask for help/Help is available/You are not alone	15	13	33	14	20	17	13	19	7	15	11	40		15	17	21	11
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	13	15		11	20	13	13	9	21	11	11		40	15		11	15
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	13	15		11	20	13	13	16	7	15		20	20	15		5	19
To gamble responsibly/Bet responsibly	13	13	17	17		17	9	13	14	15	22			13	17	16	11
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	9	10		8	10	4	13	9	7	11			20	10		11	7
Gambling problems/Need help for gambling	4	5		6			9	6		7				5			7
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	2	3		3			4		7		11				17	5	
None	2	3		3			4	3		4				3		5	
Don't Know	4	5		3	10	4	4	6		4		20		5		5	4
Other	4	3	17	6			9	3	7	4	11			3	17	11	
Base: Sports stadium ads	23^	18^	5^	20^	3^	8^	15^	15^	8^	13^	7^	2^	1^	21^	2^	9^	14^
<i>% of respondents</i>																	
To gamble responsibly/Bet responsibly	26	22	40	25	33	50	13	13	50	8	57	50		24	50	11	36
Ask for help/Help is available/You are not alone	22	28		20	33	25	20	20	25	23	14		100	24		33	14
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	17	17	20	15	33	13	20	13	25	15	14		100	14	50	22	14
Gambling problems/Need help for gambling	9	6	20	10			13	7	13	8	14			10		11	7

^Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising [insert codes 1-5]? – By gambling profile – Low/Moderate/Problem gamblers (Continued)

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: Low/Moderate/Problem gamblers who can recall advertising	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: Sports stadium ads	23 [^]	18 [^]	5 [^]	20 [^]	3 [^]	8 [^]	15 [^]	15 [^]	8 [^]	13 [^]	7 [^]	2 [^]	1 [^]	21 [^]	2 [^]	9 [^]	14 [^]
	% of respondents																
Are you gambling more than you can afford/Asking if gambling is a problem/Don't get in over your head	4		20	5		13		7		8				5			7
Gamble/Advertising Sportsbet	4	6		5			7	7		8				5		11	
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	4	6		5			7	7		8				5			7
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	4	6			33		7	7				50		5			7
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	4	6		5			7		13		14			5		11	
None	4	6		5			7	7		8				5		11	
Don't Know	9	11		10		13	7	13		15				10		11	7
Base: Ads on a website	39	33	6 [^]	31	8 [^]	15 [^]	24 [^]	28 [^]	11 [^]	23 [^]	8 [^]	5 [^]	3 [^]	32	7 [^]	13 [^]	26 [^]
	% of respondents																
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	21	21	17	16	38	27	17	25	9	22		40	33	19	29	23	19
Ask for help/Help is available/You are not alone	18	21		16	25	13	21	18	18	13	25	40		19	14	23	15
Gambling problems/Need help for gambling	13	15		10	25	27	4	11	18	9	13	20	33	16		8	15
To gamble responsibly/Bet responsibly	13	9	33	13	13	20	8	7	27	4	38	20		13	14	15	12
Gamble/Advertising Sportsbet	8	6	17	10		7	8	11		13				6	14	8	8
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	5	3	17	6		7	4		18		25			6		15	
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	5	6		6		7	4	7		9				6			8
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	3	3		3			4	4		4				3			4
None	8	9		10			13	7	9	9	13			3	29	8	8
Don't Know	15	15	17	16	13	7	21	11	27	13	25		33	19		23	12
Other	8	6	17	6	13	7	8	11		9		20		9			12

[^]Caution: Small cell size

Table: Q3b. What messages can you remember from the advertising [insert codes 1-5]? – By gambling profile – Low/Moderate/Problem gamblers (Continued)

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: Low/Moderate/Problem gamblers who can recall advertising	Total	REGION		GENDER		CPGI		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
Base: Ads on social media	14 [^]	10 [^]	4 [^]	10 [^]	4 [^]	4 [^]	10 [^]	11 [^]	3 [^]	9 [^]	1 [^]	2 [^]	2 [^]	13 [^]	1 [^]	5 [^]	9 [^]
	% of respondents																
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	29	10	75	40		25	30	36		44				31		20	33
Two flies talking about gamblers/spotting a problem gambler/betting each other they can fly faster	21	30		20	25	25	20	27		22		50		23			33
Ask for help/Help is available/You are not alone	14	10	25	20			20	18		22				15			22
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	14	20		20			20	18		22				15			22
Gamblers anonymous/Lifeline/Gambling Help Service (GHS)	7	10			25	25			33			50		8		20	
Gamble/Advertising Sportsbet	7	10		10			10	9		11				8		20	
Gambling problems/Need help for gambling	7		25	10			10		33		100			8		20	
To gamble responsibly/Bet responsibly	7		25	10		25		9		11				8			11
None	7	10			25		10	9				50		8		20	
Don't Know	7	10			25	25			33				50		100		11
Other	7		25	10		25		9		11				8			11
Base: Other	3 [^]	3 [^]		1 [^]	2 [^]	3 [^]		3 [^]		1 [^]		2 [^]		1 [^]	2 [^]	1 [^]	2 [^]
	% of respondents																
Gambling helpline number to call for assistance/A phone number to call to get help/Gambling hotline	33	33			50	33		33				50		100			50
Woman missing kids school performance due to betting/The kids can have noodles for dinner/Is your gambling affecting your family	33	33			50	33		33				50			50	100	
To gamble responsibly/Bet responsibly	33	33			100	33		33		100					50		50

[^]Caution: Small cell size

2.0 Campaign recognition

2.1 Overall campaign recognition

Q4a/5a/5b/6a/7a/8a/9a/10a – Campaign recognition

After being shown all elements of the ‘Gambling too much?’ campaign, 42% of respondents recognise at least one component of this campaign. 31% recognise in-venue materials, 22% can remember seeing online advertising while 19% recognise the stadium advertising.

Problem gamblers are the segment most likely to recognise the campaign, 68% recognising at least one component. 63% recognise the in-venue materials with prompting, 42% the online advertising and 35% stadium advertising.

Younger male respondents (18-34 years) are more likely than average to recognise the campaign via either in-venue materials (38%, 31% average) or stadium advertising (26%, 19% average).

No differences on age or gender are noted in regards to recognition of online advertising.

All sub-group differences are highlighted in the tables over the following pages.

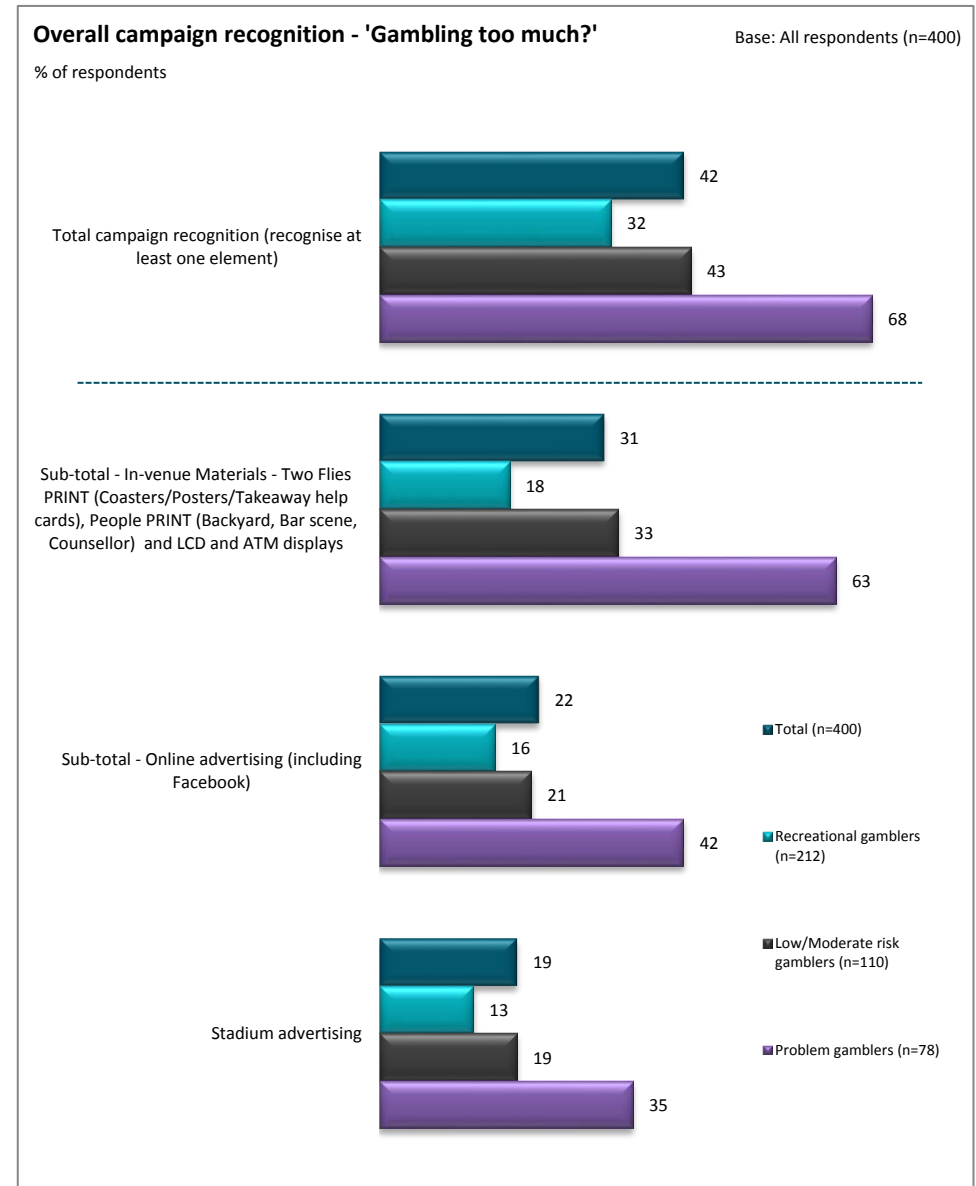


Table: Q4a/5a/5b/6a/7a/8a/9a/10a – Campaign recognition

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents who have seen advertising</i>																			
Total campaign recognition (recognise at least one element)	42	43	39	45	37	32	53	43	68	47	35	47	40	45	29	100		58	38
Sub-total - In-venue Materials - Two Flies PRINT (Coasters/Posters/Takeaway help cards), People PRINT (Backyard, Bar Scene, Counsellor) and LCD and ATM displays	31	33	25	33	27	18	45	33	63	37	21	38	24	36	19	74		43	27
Sub-total - Online advertising (including Stadium advertising)	22	22	23	24	20	16	30	21	42	25	18	26	20	24	15	53		37	18
None	58	57	61	55	63	68	47	57	32	53	65	53	60	55	71	100		42	62

Bold figures are significantly different to the average at at least the 95% confidence level.

Out of scope by agreement

Table: Q4a/5a/5b/6a/7a/8a/9a/10a – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
<i>% of respondents</i>																	
Total campaign recognition (recognise at least one element)	32	31	33	31	32	35	29	30	33	40	25	100		50	28		
Sub-total - In-venue Materials - Two Flies PRINT (Coasters/Posters/Takeaway help cards), People PRINT (Backyard, Bar Scene, Counsellor) and LCD and ATM displays	18	19	17	16	20	23	12	19	12	28	13	57		25	17		
Sub-total - Online advertising (including Stadium advertising)	16	12	22	14	17	19	12	15	12	23	13	49		31	13		
None	68	69	67	69	68	65	71	70	67	60	75	100		50	72		

Bold figures are significantly different to the average at at least the 95% confidence level.

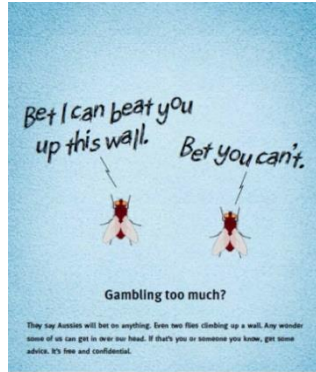
Table: Q4a/5a/5b/6a/7a/8a/9a/10a – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
		% of respondents															
Total campaign recognition (recognise at least one element)	53	54	49	56	47	43	68	57	46	57	51	55	38	100		63	50
Sub-total - In-venue Materials - Two Flies PRINT (Coasters/Posters/Takeaway help cards), People PRINT (Backyard, Bar Scene, Counsellor) and LCD and ATM displays	45	46	41	47	42	33	63	49	37	49	40	48	33	85		55	42
Sub-total - Online advertising (including Out of scope by agreement)	30	31	26	32	24	21	42	31	27	33	31	26	21	56		41	26
Stadium advertising	26	26	23	32	9	19	35	29	19	35	26	10	8	48		27	25
None	47	46	51	44	53	57	32	43	54	43	49	45	63		100	37	50

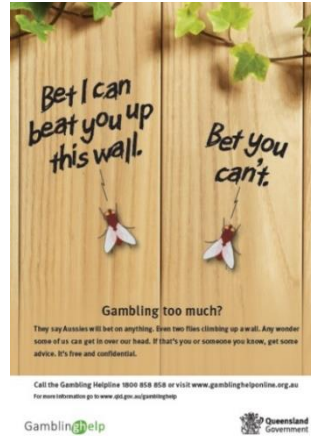
Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

2.2 Recognition of in-venue TWO FLIES materials



Poster (blue background)



Poster (timber background)



Coaster (blue background)



Coaster (timber background)



Takeaway card (blue background)



ATM screens



Takeaway card (timber background)



2.2 Recognition of in-venue TWO FLIES materials (cont'd)



For free advice call 1800 858 858 or visit www.gamblinghelponline.org.au

Gambling help
PHONE 1800 858 858



For free advice call 1800 858 858 or visit www.gamblinghelponline.org.au

Gambling help
PHONE 1800 858 858

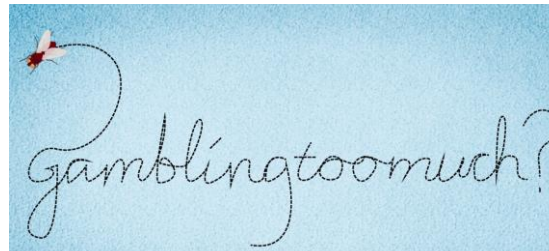


For free advice call 1800 858 858 or visit www.gamblinghelponline.org.au

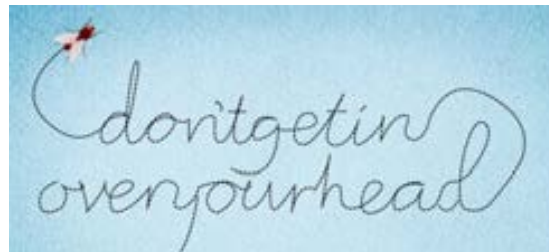
Gambling help
PHONE 1800 858 858



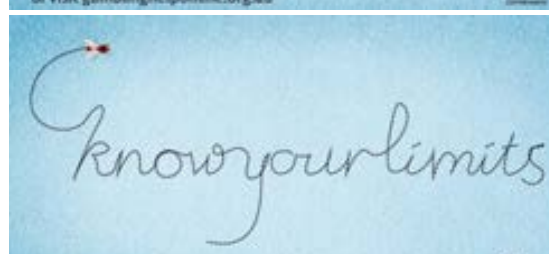
LCD electronic poster (timber background)



For free advice call 1800 858 858
or visit gamblinghelponline.org.au



For free advice call 1800 858 858
or visit gamblinghelponline.org.au



For free advice call 1800 858 858
or visit gamblinghelponline.org.au



LCD electronic poster (blue background)

2.2 Recognition of in-venue TWO FLIES materials

2.2.1 Advertising recognition

Q4a/Q5a/Q5b. Before today have you seen any of these ads? You may have seen them at places such as a hotel, club, TAB or casino. **(In-venue Two Flies)**

28% of respondents recall previously seeing the Two Flies campaign via print, LCD displays or ATM displays.

Problem gamblers are more likely than average to recognise at least one element of this campaign via any channel. Recreational gamblers are less likely than average to recall any of these ads.

Younger male respondents (18-34) or those who have a family member or friend they suspect is a problem gambler are more likely than average to recall having previously seen these ads.

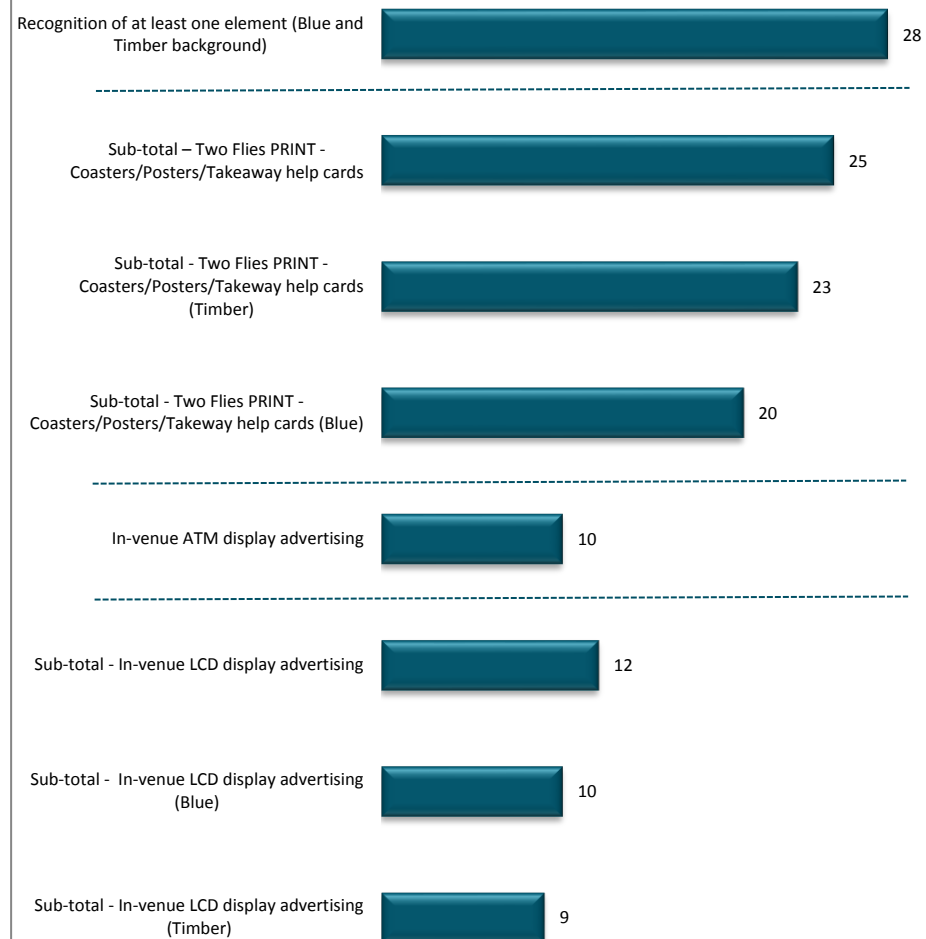
Respondents from South East Queensland are more likely than respondents from the rest of Queensland to recognise the Two Flies campaign via posters, coasters, takeaway help cards, ATM displays and LCD display advertising.

Tables following highlight significant differences between sub-groups.

Campaign recognition - In-venue Two Flies

% of respondents who have seen advertising

Base: All respondents (n=400)



Q4a/Q5a/Q5b. Before today have you seen any of these ads? You may have seen them at places such as a hotel, club, TAB or casino. (In-venue Two Flies)



Table: Q4a/Q5a/Q5b. Before today have you seen any of these ads? You may have seen them at places such as a hotel, club, TAB or casino. (In-venue Two Flies)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents who have seen advertising</i>																			
Recognition of at least one	28	30	22	31	23	15	41	29	59	33	20	35	23	29	18	66		37	25
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards	25	27	18	28	20	13	37	28	50	29	18	32	20	23	16	59		34	22
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards (Timber)	23	25	17	26	18	12	35	27	46	27	16	30	20	23	13	54		33	20
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards (Blue)	20	22	14	23	15	9	31	25	41	24	13	28	14	17	13	47		30	17
Two Flies (Timber) Poster	17	19	9	21	10	8	26	19	36	19	12	23	17	13	8	40		25	14
Two Flies (Blue) Poster	15	18	8	19	9	6	25	18	35	18	10	22	13	11	8	36		27	12
Two Flies (Timber) Coaster	14	15	9	16	10	5	23	19	29	18	7	20	10	14	5	32		20	12
Two Flies (Blue) Takeaway help card	12	13	9	15	8	4	21	15	29	16	7	18	11	12	4	29		17	11
Two Flies (Blue) Coaster	11	14	4	15	6	3	20	15	28	15	5	19	7	8	4	27		19	9
Two Flies (Timber) Takeaway help card	10	11	8	13	7	3	19	14	26	13	6	16	7	8	5	25		13	9
In-venue ATM display advertising	10	12	5	12	7	3	18	10	28	12	7	14	8	10	5	24		18	8
Sub-total – In-venue LCD display advertising	12	13	8	15	8	4	21	11	36	15	7	20	6	7	9	29		18	10
Sub-total – In-venue LCD display advertising (Blue)	10	12	5	13	6	3	19	9	32	14	5	18	4	6	6	25		17	9
Sub-total – In-venue LCD display advertising (Timber)	9	10	6	12	5	2	17	7	31	12	5	15	6	6	5	22		17	7
Two Flies LCD Display - Know your limits (Timber)	7	7	5	9	2	2	12	5	21	8	4	11	6	2	3	16		12	5
Two Flies LCD Display – Don't get over your head (Blue)	7	8	4	9	4	2	12	7	19	9	3	13	2	4	4	16		12	5
Two Flies LCD Display – Know your limits (Blue)	7	8	5	9	3	2	12	6	21	9	4	13	4	2	4	16		10	6
Two Flies LCD Display – Don't get in over your head (Timber)	6	7	3	7	4	1	11	5	19	8	3	10	2	4	4	14		12	4
Two Flies LCD Display – Gambling too much (Blue)	6	7	4	9	2	1	11	5	19	8	2	12	4	2	1	14		14	4
Two Flies LCD Display – Gambling too much (Timber)	5	6	4	7	2	1	10	5	17	8	1	11	1	4	1	13		13	3

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q4a/Q5a/Q5b. Before today have you seen any of these ads? You may have seen them at places such as a hotel, club, TAB or casino. (In-venue Two Flies) – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
						<i>% of respondents</i>											
Recognition of at least one	15	15	15	14	17	20	10	17	10	23	11	48		19	14		
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards	13	14	11	12	15	18	9	15	8	21	9	42		19	12		
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards (Timber)	12	12	11	11	13	17	7	13	8	21	5	37		19	11		
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards (Blue)	9	10	7	8	10	14	4	13	2	15	5	28		19	7		
Two Flies (Timber) Poster	8	9	6	8	8	11	5	9	6	13	4	25		16	7		
Two Flies (Blue) Poster	6	7	4	7	6	10	2	11	2	9	2	19		19	4		
Two Flies (Timber) Coaster	5	4	7	3	6	8	1	4	2	13		15		9	4		
Two Flies (Blue) Takeaway help card	4	4	4	3	6	6	3	4	2	8	4	13		3	4		
Two Flies (Blue) Coaster	3	4	3	3	4	7		6		8		10		9	2		
Two Flies (Timber) Takeaway help card	3	3	3		6	4	2			8	4	9		3	3		
In-venue ATM display advertising	3	4	3	3	4	4	3	2	4	6	2	10		3	3		
Sub-total – In-venue LCD display advertising	4	4	4	4	4	6	2	7		4	4	12			4		
Sub-total – In-venue LCD display advertising (Blue)	3	3	3	3	3	5	1	6		4	2	9			3		
Sub-total – In-venue LCD display advertising (Timber)	2	1	4	2	3	4	1	4		4	2	7			3		
Two Flies LCD Display - Know your limits (Timber)	2	1	3	2	2	3	1	4		2	2	6			2		
Two Flies LCD Display – Don't get over your head (Blue)	2	1	3	2	2	4		4		4		6			2		
Two Flies LCD Display – Know your limits (Blue)	2	2	1	2	2	3	1	4		2	2	6			2		
Two Flies LCD Display – Don't get in over your head (Timber)	1	1	3	1	2	2	1	2		2	2	4			2		
Two Flies LCD Display – Gambling too much (Blue)	1	1	3	2	1	3		4		2		4			2		
Two Flies LCD Display – Gambling too much (Timber)	1		3	1	1	2		2		2		3			1		

Bold figures are significantly different to the average at least the 95% confidence level.

Table: Q4a/Q5a/Q5b. Before today have you seen any of these ads? You may have seen them at places such as a hotel, club, TAB or casino. (In-venue Two Flies) – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
Recognition of at least one	41	44	33	44	36	29	59	43	37	45	40	39	33	78		49	39
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards	37	39	31	41	29	28	50	38	36	42	37	26	33	70		43	35
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards (Timber)	35	37	28	38	27	27	46	36	34	39	37	26	29	66		41	33
Sub-total – In-venue Two Flies PRINT – Coasters/Posters/Takeaway help cards (Blue)	31	33	26	35	24	25	41	32	31	36	31	19	29	59		37	29
Two Flies (Timber) Poster	26	29	15	31	15	19	36	26	25	31	31	13	17	49		31	24
Two Flies (Blue) Poster	25	28	15	29	16	18	35	25	25	29	29	13	21	47		31	23
Two Flies (Timber) Coaster	23	26	13	26	16	19	29	26	19	29	20	16	17	44		27	22
Two Flies (Blue) Takeaway help card	21	22	18	25	13	15	29	24	15	26	23	19	4	40		25	20
Two Flies (Blue) Coaster	20	24	5	24	11	15	28	22	15	27	17	10	13	38		25	18
Two Flies (Timber) Takeaway help card	19	19	18	23	9	14	26	21	14	24	17	10	8	35		20	18
In-venue ATM display advertising	18	19	10	19	15	10	28	19	14	20	14	16	13	33		27	14
Sub-total – In-venue LCD display advertising	21	23	15	23	16	11	36	23	17	27	14	13	21	40		29	18
Sub-total – In-venue LCD display advertising (Timber)	17	19	10	20	11	7	31	19	14	21	14	10	13	32		27	13
Sub-total – In-venue LCD display advertising (Blue)	19	21	10	21	13	9	32	22	12	26	9	10	17	35		27	15
Two Flies LCD Display - Know your limits (Timber)	12	13	8	15	4	5	21	12	10	15	14	3	4	22		20	9
Two Flies LCD Display – Don't get over your head (Blue)	12	14	5	14	7	7	19	14	8	17	6	3	13	23		20	9
Two Flies LCD Display – Know your limits (Blue)	12	13	10	15	5	6	21	14	8	17	9	3	8	23		16	11
Two Flies LCD Display – Don't get in over your head (Timber)	11	13	3	12	7	5	19	12	7	14	6	6	8	20		20	7
Two Flies LCD Display – Gambling too much (Blue)	11	13	5	14	4	5	19	13	7	16	9	3	4	21		24	7
Two Flies LCD Display – Gambling too much (Timber)	10	11	5	12	5	5	17	13	3	15	3	6	4	19		22	6

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

2.2.2 Message take out – In-venue Two Flies

Q4b. What were these advertisements trying to tell you? What was the main message? (In-venue Two Flies)

Help is available (47%) is the most common message taken out from the in-venue Two Flies materials, followed by the message that *gambling can be addictive* (25%). All messages are nominated in the adjacent chart.

The message that *help is available* is more frequently mentioned by females (53%), recreational gamblers (55%) or older respondents aged 35-54 (52%).

Recreational gamblers (16%) are more likely than average (12%) to report that *people will gamble on anything* as a main message taken out from the campaign.

Tables following highlight significant differences between sub-groups.

Message take out – In-venue ads

Base: All Respondents (n=400)

% of respondents

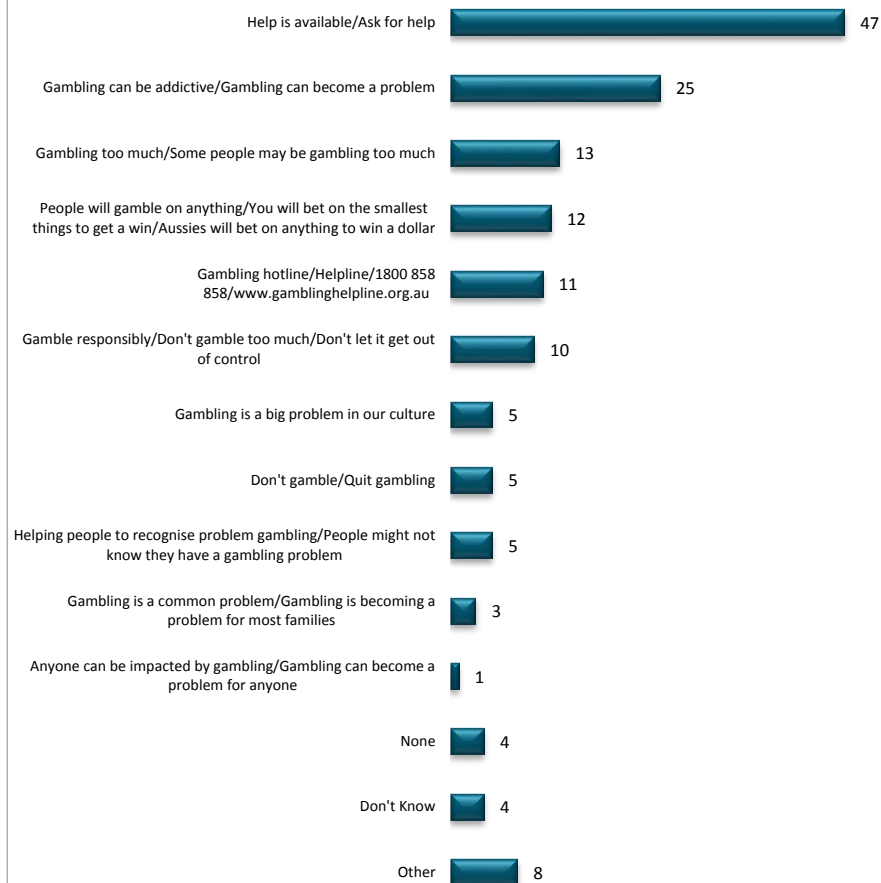


Table: Q4b. What were these advertisements trying to tell you? What was the main message? (In-venue Two Flies)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Rec reational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents</i>																			
Help is available/Ask for help	47	48	41	42	53	55	37	46	24	42	52	38	49	50	56	48	45	37	49
Gambling can be addictive/Gambling can become a problem	25	24	28	25	25	27	23	26	19	23	29	26	25	18	33	26	24	24	26
Gambling too much/Some people may be gambling too much	13	12	14	11	16	13	12	15	8	13	13	9	13	19	13	13	13	7	14
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	12	12	14	12	12	16	8	7	9	12	12	13	12	12	13	9	15	14	12
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	11	10	11	8	14	13	7	10	4	8	13	7	10	11	18	8	12	6	12
Gamble responsibly/Don't gamble too much/Don't let it get out of control	10	9	10	11	7	6	14	14	14	12	6	13	8	10	4	14	6	13	9
Gambling is a big problem in our culture	5	5	6	5	6	5	5	5	5	6	5	7	1	4	9	5	5	7	5
Don't gamble/Quit gambling	5	5	5	6	3	3	7	6	9	6	4	7	5	4	3	6	4	5	5
Helping people to recognise problem gambling/People might not know they have a gambling problem	5	4	5	4	5	6	3	4	3	6	3	4	4	8	3	5	4	4	5
Gambling is a common problem/Gambling is becoming a problem for most families	3	3	4	2	5	3	3	4	3	4	1	2	1	8	1	5	2	5	3
Anyone can be impacted by gambling/Gambling can become a problem for anyone	1	1	1	*	2	2				2		1		4		1	1		1
None	4	3	5	5	2	3	4	1	9	5	2	6	2	4	1	4	4	4	4
Don't Know	4	4	3	5	2	2	6	3	10	4	4	6	4	1	4	4	4	4	4
Other	8	8	8	10	6	7	10	6	15	8	9	9	11	5	8	11	6	16	6

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents.

Table: Q4b. What were these advertisements trying to tell you? What was the main message? (In-venue Two Flies) – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Help is available/Ask for help	55	61	42	50	60	50	59	44	55	57	63	64	50	44	57
Gambling can be addictive/Gambling can become a problem	27	27	26	24	29	25	29	28	20	23	36	28	26	25	27
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	16	16	15	18	14	17	15	19	18	15	13	13	17	22	15
Gambling too much/Some people may be gambling too much	13	13	14	15	12	15	11	11	18	19	5	16	12	9	14
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	13	12	15	12	15	12	14	13	10	11	18	9	15	3	15
Helping people to recognise problem gambling/People might not know they have a gambling problem	6	6	6	6	6	7	4	7	4	8	4	7	5	6	6
Gamble responsibly/Don't gamble too much/Don't let it get out of control	6	4	10	5	6	6	6	4	6	8	5	12	3	13	4
Gambling is a big problem in our culture	5	5	6	6	5	7	4	9	2	4	5	6	5	6	5
Don't gamble/Quit gambling	3	3	3	4	2	4	2	6	2	2	2	1	3	3	3
Gambling is a common problem/Gambling is becoming a problem for most families	3	2	4	2	4	5	1	4		6	2	6	1		3
Anyone can be impacted by gambling/Gambling can become a problem for anyone	2	2	1	1	3	4		2		6		1	2		2
None	3	1	7	4	3	5	2	6	2	4	2	1	4		4
Don't Know	2	2	3	2	3	3	2	4		2	4		3		3
Other	7	6	8	9	5	6	8	7	10	4	5	7	6	13	6

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q4b. What were these advertisements trying to tell you? What was the main message? (In-venue Two Flies) – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24 [^]	100	88	51	137
	% of respondents																
Help is available/Ask for help	37	36	41	36	40	46	24	36	41	35	40	39	42	37	38	33	39
Gambling can be addictive/Gambling can become a problem	23	21	31	26	16	26	19	21	29	24	31	10	25	25	22	24	23
Gamble responsibly/Don't gamble too much/Don't let it get out of control	14	15	10	17	7	14	14	17	7	18	11	13		16	11	14	14
Gambling too much/Some people may be gambling too much	12	12	13	8	24	15	8	11	15	8	6	19	29	10	15	6	15
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	8	7	10	8	9	7	9	9	7	9	3	6	13	6	10	10	7
Don't gamble/Quit gambling	7	7	8	8	5	6	9	8	7	8	9	6	4	9	6	6	8
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	7	9	3	5	13	10	4	5	12	4	9	10	17	8	7	8	7
Gambling is a big problem in our culture	5	5	8	4	9	5	5	5	7	5		3	17	5	6	8	4
Helping people to recognise problem gambling/People might not know they have a gambling problem	3	3	3	2	5	4	3	4	2	2	3	10		3	3	2	4
Gambling is a common problem/Gambling is becoming a problem for most families	3	3	3	2	7	4	3	4	2	1	3	13		4	2	8	1
None	4	5	3	5	2	1	9	5	2	6	3	3		5	3	6	4
Don't Know	6	7	3	8	2	3	10	5	7	7	9		4	6	6	6	6
Other	10	11	8	11	9	6	15	9	12	10	11	6	13	13	7	18	7

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

2.2.3 Advertising impact – In-venue Two Flies

Q4c. Please rate your agreement with the following statements about these ads where 1 is disagree strongly and 7 is agree strongly. (In-venue Two Flies)

Respondents were asked how strongly they agreed or disagreed with a range of attitudinal and behavioural statements in relation to the impacts of key components of the Two Flies executions. Responses reveal that the campaign has a different level of impact depending on the gambling profile of the respondent. Problem gamblers are the most strongly impacted with up to six in ten agreeing with attitude statements and up to seven in ten agreeing with statements related to behaviour outcomes. Younger males (18-34 years) or those from South East Queensland are more likely than average to agree with the statements 'the campaign makes me think about my behaviour in relation to gambling' or 'the campaign is aimed at me'.

Tables following highlight significant other differences between sub-groups.

Q4c. Please rate your agreement with the following statements about these ads where 1 is disagree strongly and 7 is agree strongly. (In-venue Two Flies)

RECREATIONAL GAMBLERS

% of respondents

LOW/ MODERATE RISK GAMBLERS

% of respondents

PROBLEM GAMBLERS

% of respondents

All respondents agreeing



Those who have seen the advertising



■ Agree ■ Disagree ■ 4 ■ Don't Know

■ Agree ■ Disagree ■ 4 ■ Don't Know

■ Agree ■ Disagree ■ 4 ■ Don't Know

Table: Q4c. Please rate your agreement with the following statements about these ads where 1 is disagree strongly and 7 is agree strongly. (In-venue Two Flies)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents (unless specified)	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
	% of respondents agreeing (5-7 out of 7)																		
The campaign is a good way to get the message across	60	61	58	60	59	62	57	55	60	56	65	57	67	55	64	65	56	69	57
The campaign captures my attention	47	47	46	45	49	48	46	36	59	44	51	41	52	50	49	56	40	52	45
The campaign makes me want to not gamble	33	35	29	34	32	30	37	24	56	34	32	36	31	31	34	41	28	43	31
The campaign makes me think about my behaviour in relation to gambling	27	28	26	31	21	15	41	27	60	31	21	33	29	29	14	41	17	34	26
The campaign makes me want to discuss this issue with a family member or friend	25	26	23	28	21	16	36	21	56	30	18	30	24	29	13	36	17	39	21
The campaign makes me think about visiting the website or calling the phone number mentioned in the ad to find out more	24	25	20	27	20	13	36	21	58	27	19	29	23	24	15	32	18	36	21
The campaign is aimed at me	20	23	14	24	15	8	34	18	56	22	17	24	23	19	11	31	13	30	18
Base: Those who have seen the advertising	98	78	20^	66	32	28^	70	31	39	68	30	49	17^	19^	13^	98		28^	70
As a result of seeing this campaign, I decided to gamble less often	45	45	45	52	31	14	57	39	72	46	43	51	53	32	31	45		57	40
As a result of seeing this campaign, I decided to stop gambling	43	46	30	48	31	18	53	29	72	46	37	51	41	32	31	43		61	36
As a result of seeing this campaign, I decided to talk to a family member or friend about this issue	39	40	35	44	28	14	49	35	59	43	30	47	35	32	23	39		50	34
As a result of seeing this campaign, I decided to visit the website/phone number provided	38	38	35	44	25	14	47	26	64	40	33	47	35	21	31	38		50	33
As a result of seeing this campaign, I decided to seek help for gambling	37	42	15	41	28	14	46	26	62	40	30	45	29	26	31	37		54	30

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

Table: Q4c. Please rate your agreement with the following statements about these ads where 1 is disagree strongly and 7 is agree strongly. **(In-venue Two Flies)** – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers (unless specified)	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
	<i>% of respondents agreeing (5-7 out of 7)</i>														
The campaign is a good way to get the message across	62	61	63	61	62	59	65	56	67	62	63	67	59	69	61
The campaign captures my attention	48	46	51	42	53	49	47	41	43	57	50	57	43	44	48
The campaign makes me want to not gamble	30	30	29	27	32	31	29	28	27	34	30	31	29	34	29
The campaign makes me want to discuss this issue with a family member or friend	16	15	17	15	17	21	10	19	10	25	9	25	11	25	14
The campaign makes me think about my behaviour in relation to gambling	15	12	21	15	16	21	9	17	12	26	5	25	10	19	14
The campaign makes me think about visiting the website or calling the phone number mentioned in the ad to find out more	13	11	15	12	14	20	6	17	6	23	5	16	11	19	12
The campaign is aimed at me	8	8	8	8	8	11	5	7	8	15	2	13	6	6	8
Base: Those who have seen the advertising	28[^]	20[^]	8[^]	12[^]	16[^]	19[^]	9[^]	8[^]	4[^]	11[^]	5[^]	28[^]		6[^]	22[^]
As a result of seeing this campaign, I decided to stop gambling	18	15	25	25	13	26		38		18		18		17	18
As a result of seeing this campaign, I decided to gamble less often	14	10	25	25	6	21		38		9		14		17	14
As a result of seeing this campaign, I decided to talk to a family member or friend about this issue	14	10	25	25	6	21		38		9		14		17	14
As a result of seeing this campaign, I decided to visit the website/phone number provided	14	15	13	25	6	21		38		9		14		17	14
As a result of seeing this campaign, I decided to seek help for gambling	14	15	13	25	6	21		38		9		14		33	9

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

Table: Q4c. Please rate your agreement with the following statements about these ads where 1 is disagree strongly and 7 is agree strongly. **(In-venue Two Flies)** – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers (unless specified)	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	<i>% of respondents agreeing (5-7 out of 7)</i>																
The campaign is a good way to get the message across	57	60	49	59	53	55	60	53	66	57	66	42	67	63	51	69	53
The campaign captures my attention	46	48	36	47	42	36	59	40	58	41	66	39	46	55	35	57	42
The campaign makes me think about my behaviour in relation to gambling	41	42	36	44	33	27	60	40	44	42	51	32	33	52	28	43	40
The campaign makes me want to not gamble	37	40	28	39	33	24	56	36	39	40	37	26	42	47	26	49	33
The campaign makes me want to discuss this issue with a family member or friend	36	36	33	38	29	21	56	36	34	37	43	35	21	43	27	47	31
The campaign makes me think about visiting the website or calling the phone number mentioned in the ad to find out more	36	38	28	38	31	21	58	33	42	36	46	26	38	42	30	47	32
The campaign is aimed at me	34	37	23	36	29	18	56	32	39	34	43	26	33	42	25	45	30
Base: Those who have seen the advertising	70	58	12^	54	16^	31	39	49	21^	41	13^	8^	8^	70		22^	48
As a result of seeing this campaign, I decided to gamble less often	57	57	58	57	56	39	72	55	62	54	69	63	50	57		68	52
As a result of seeing this campaign, I decided to stop gambling	53	57	33	54	50	29	72	53	52	54	54	50	50	53		73	44
As a result of seeing this campaign, I decided to talk to a family member or friend about this issue	49	50	42	48	50	35	59	51	43	49	46	63	38	49		59	44
As a result of seeing this campaign, I decided to visit the website/phone number provided	47	47	50	48	44	26	64	47	48	49	46	38	50	47		59	42
As a result of seeing this campaign, I decided to seek help for gambling	46	52	17	44	50	26	62	47	43	46	38	50	50	46		59	40

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

2.3 In-venue advertising – In-venue People (Bar Scene, Backyard, Counsellor)



Call the Gambling Helpline 1800 858 858 or visit www.gamblinghelponline.org.au



Bar Scene poster



Call the Gambling Helpline 1800 858 858 or visit www.gamblinghelponline.org.au



Counsellor poster



Call the Gambling Helpline 1800 858 858 or visit www.gamblinghelponline.org.au



Backyard poster

2.3 In-venue advertising – In-venue PEOPLE (Backyard, Bar Scene, Counsellor)

2.3.1 Advertising recognition

Q5a/Q7a/Q8a. Before today have you seen any of these ads on LCD posters, electronic TV's or displays? You may have seen them at places such as a hotel, club, TAB or casino. (**In-venue People**)

18% of survey respondents recognise at least one of the in-venue People posters. The *Bar Scene* execution is most widely recognised (13%), followed by the *Counsellor* poster (9%) then the *Backyard* version (6%).

Overall, younger male respondents (18-34) (24%), problem gamblers (45%) or those who have a family member or friend they suspect is a problem gambler (28%) are more likely than average (18%) to recall these components of the campaign.

Respondents from South East Queensland (16%) are more likely than respondents from the rest of Queensland (7%) to recall the *Bar Scene* poster.

Tables following highlight significant differences between sub-groups.

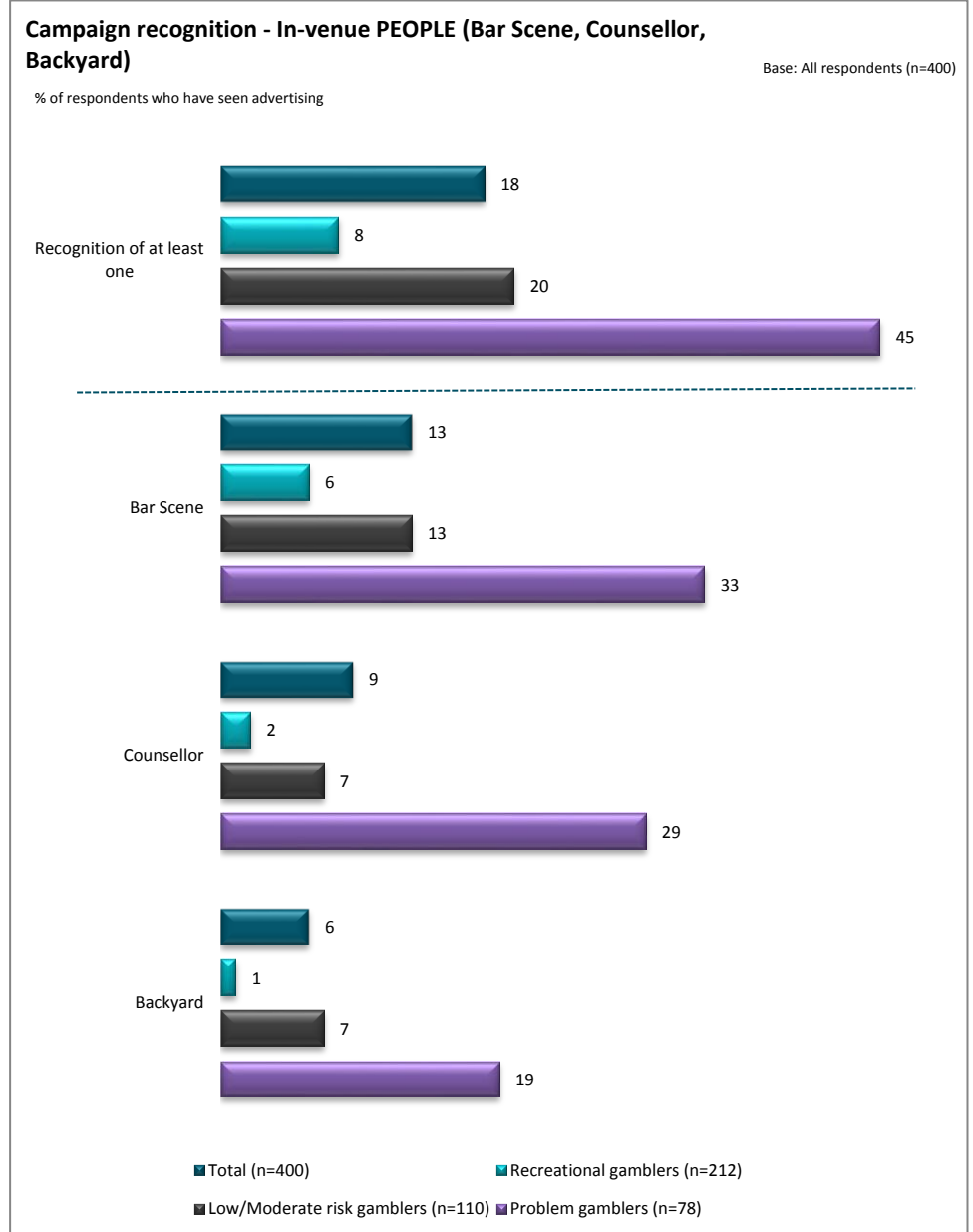


Table: Q5a/Q7a/Q8a. Before today have you seen any of these ads on LCD posters, electronic TV's or displays? You may have seen them at places such as a hotel, club, TAB or casino. **(In-venue People)**

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents who have seen advertising</i>																			
Recognition of at least one	18	20	14	21	15	8	30	20	45	22	12	24	14	19	10	44		28	16
Bar Scene	13	16	7	15	10	6	21	13	33	16	10	18	11	12	9	32		25	10
Counsellor	9	9	7	13	3	2	16	7	29	11	5	15	8	5	1	21		14	7
Backyard	6	7	4	8	3	1	12	7	19	9	2	11	4	5	1	15		16	4

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q5a/Q7a/Q8a. Before today have you seen any of these ads on LCD posters, electronic TV's or displays? You may have seen them at places such as a hotel, club, TAB or casino. **(In-venue People)** – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER					
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
<i>% of respondents</i>																	
Recognition of at least one	8	8	7	5	10	7	8	2	8	13	7	24		9	7		
Bar Scene	6	6	6	4	8	7	6	2	6	11	5	19		9	6		
Counsellor	2	1	4	3	1	2	2	2	4	2		6			2		
Backyard	1	1			2	1	1			2	2	3			1		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q5a/Q7a/Q8a. Before today have you seen any of these ads on LCD posters, electronic TV's or displays? You may have seen them at places such as a hotel, club, TAB or casino. **(In-venue People)** – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																			
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER				
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137		
								<i>% of respondents</i>											
Recognition of at least one	30	32	26	33	24	20	45	35	20	37	23	29	17	57		39	27		
Bar Scene	21	24	10	24	15	13	33	23	17	27	17	13	17	40		35	16		
Counsellor	16	17	13	20	7	7	29	19	10	22	14	10	4	31		24	14		
Backyard	12	13	10	15	5	7	19	16	5	17	9	10		23		25	7		

Bold figures are significantly different to the average at at least the 95% confidence level.
 ^Caution: small cell size.

2.3.2 Message take out – Bar Scene

Q6b. What was this advertisement trying to tell you? What was the main message? (Bar scene)

The fact that *anyone can be impacted by gambling/gambling can become a problem for anyone* is the most common message taken out from the Bar Scene ad (37%).

The next most commonly received messages from the Bar Scene ad are:

- Help is available/ask for help (16%)
- Availability of hotline/helpline/website (8%)
- Helping people recognise problem gambling (8%).

Female respondents (45%) or recreational gamblers (46%) are more likely than average (37%) to agree that anyone can be impacted by gambling.

Respondents who have a family member or friend they suspect is a problem gambler (12%) are more likely than average (6%) to agree that people will gamble on anything.

Tables following highlight significant differences between sub-groups.

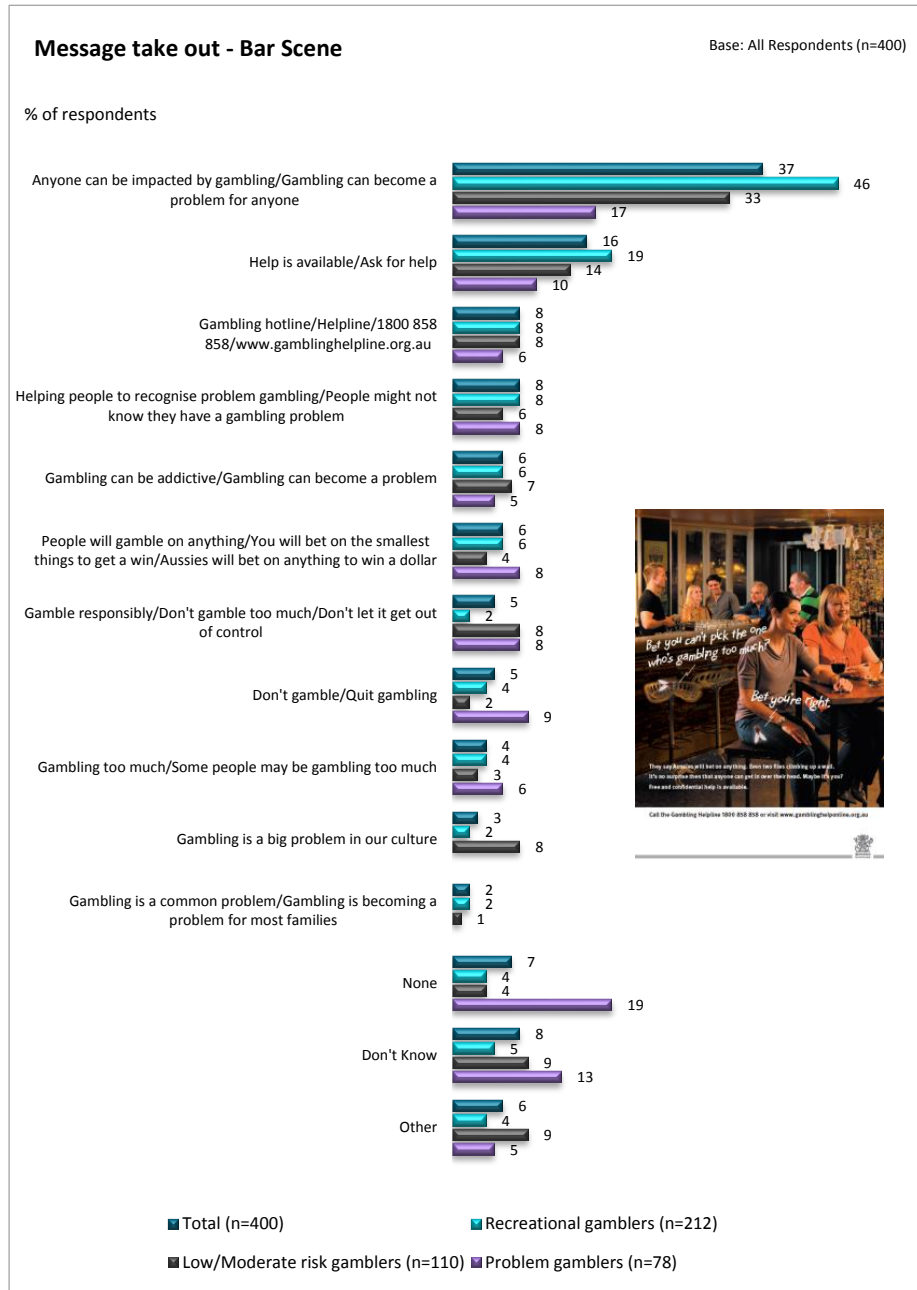


Table: Q6b. What was this advertisement trying to tell you? What was the main message? (Bar Scene)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		<i>% of respondents</i>																	
Anyone can be impacted by gambling/Gambling can become a problem for anyone	37	36	37	31	45	46	26	33	17	36	37	32	29	44	45	32	39	33	38
Help is available/Ask for help	16	17	14	15	18	19	12	14	10	14	19	13	18	15	20	16	16	13	17
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	8	9	6	7	10	8	7	8	6	7	9	7	7	8	11	6	9	10	8
Helping people to recognise problem gambling/People might not know they have a gambling problem	8	7	9	8	8	8	7	6	8	7	9	7	8	6	10	8	8	8	8
Gambling can be addictive/Gambling can become a problem	6	6	7	7	5	6	6	7	5	6	7	5	10	6	4	6	6	5	6
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	6	5	7	5	7	6	5	4	8	8	3	7	1	8	5	6	6	12	4
Gamble responsibly/Don't gamble too much/Don't let it get out of control	5	5	5	7	2	2	8	8	8	5	5	7	7	1	4	10	2	6	5
Don't gamble/Quit gambling	5	4	6	6	3	4	5	2	9	5	4	5	6	4	3	6	3	5	4
Gambling too much/Some people may be gambling too much	4	4	4	3	6	4	4	3	6	3	5	3	2	5	8	6	3	4	4
Gambling is a big problem in our culture	3	4	2	3	3	2	5	8		4	2	5	1	4	3	2	4	4	3
Gambling is a common problem/Gambling is becoming a problem for most families	2	2	1	1	2	2	1	1		2	1	2		1	3	2	1		2
None	7	6	8	9	4	4	10	4	19	8	5	9	10	6	1	8	6	10	6
Don't Know	8	8	6	9	5	5	11	9	13	8	8	9	11	6	5	6	9	8	8
Other	6	6	5	6	4	4	7	9	5	8	2	8	4	7	1	5	6	2	6

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q6b. What was this advertisement trying to tell you? What was the main message? (**Bar Scene**) – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Anyone can be impacted by gambling/Gambling can become a problem for anyone	46	47	43	45	47	49	43	50	39	47	46	52	43	47	46
Help is available/Ask for help	19	21	15	19	19	19	20	19	20	19	20	21	19	9	21
Helping people to recognise problem gambling/People might not know they have a gambling problem	8	6	14	9	8	6	11	7	10	4	13	6	10	13	8
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	8	10	6	7	10	7	10	6	8	8	13	4	10	6	9
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	6	6	7	6	6	9	3	9	2	9	4	7	6	16	4
Gambling can be addictive/Gambling can become a problem	6	5	7	6	6	7	5	6	6	8	4	7	5	3	6
Don't gamble/Quit gambling	4	3	7	5	4	4	5	2	8	6	2	4	4	3	4
Gambling too much/Some people may be gambling too much	4	4	4	2	6	4	4	2	2	6	5	4	3		4
Gamble responsibly/Don't gamble too much/Don't let it get out of control	2	1	4	2	3	1	4	2	2		5	4	1	6	2
Gambling is a common problem/Gambling is becoming a problem for most families	2	3	1	2	3	3	2	4		2	4	3	2		3
Gambling is a big problem in our culture	2	2	1	3	1	4		6		2			3	3	2
None	4	3	6	4	4	5	3	4	4	6	2	3	4	3	4
Don't Know	5	6	4	6	5	3	8	4	8	2	7	1	7	3	6
Other	4	4	4	5	3	6	2	6	4	6		4	3		4

Bold figures are significantly different to the average at least the 95% confidence level.

Table: Q6b. What was this advertisement trying to tell you? What was the main message? (**Bar Scene**) – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24 [^]	100	88	51	137
	<i>% of respondents</i>																
Anyone can be impacted by gambling/Gambling can become a problem for anyone	26	26	26	20	40	33	17	26	25	22	14	39	42	19	34	24	27
Help is available/Ask for help	12	13	10	11	15	14	10	10	17	10	14	10	21	13	11	16	11
Gamble responsibly/Don't gamble too much/Don't let it get out of control	8	8	8	11	2	8	8	8	8	9	14	3		13	2	6	9
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	7	7	8	7	9	8	6	8	7	7	6	10	8	7	8	12	6
Helping people to recognise problem gambling/People might not know they have a gambling problem	7	9		7	7	6	8	8	5	7	6	10	4	9	5	6	7
Gambling can be addictive/Gambling can become a problem	6	6	8	8	4	7	5	5	10	5	14	3	4	5	8	6	7
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	5	5	8	5	7	4	8	6	3	6		6	8	5	6	10	4
Gambling is a big problem in our culture	5	5	3	4	7	8		5	5	4	3	6	8	4	6	4	5
Don't gamble/Quit gambling	5	5	5	6	2	2	9	5	3	7	3		4	7	2	6	4
Gambling too much/Some people may be gambling too much	4	5	3	3	7	3	6	3	7	3	3	3	13	7	1	6	4
Gambling is a common problem/Gambling is becoming a problem for most families	1	1		1		1		1		1				1			1
None	10	9	13	13	4	4	19	10	10	11	17	6		12	8	14	9
Don't Know	11	11	10	12	7	9	13	12	8	11	14	13		9	13	12	10
Other	7	7	8	8	7	9	5	9	3	9	3	10	4	6	9	4	9

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

2.3.3 Advertising Impact – Bar Scene

Q6c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Bar scene)

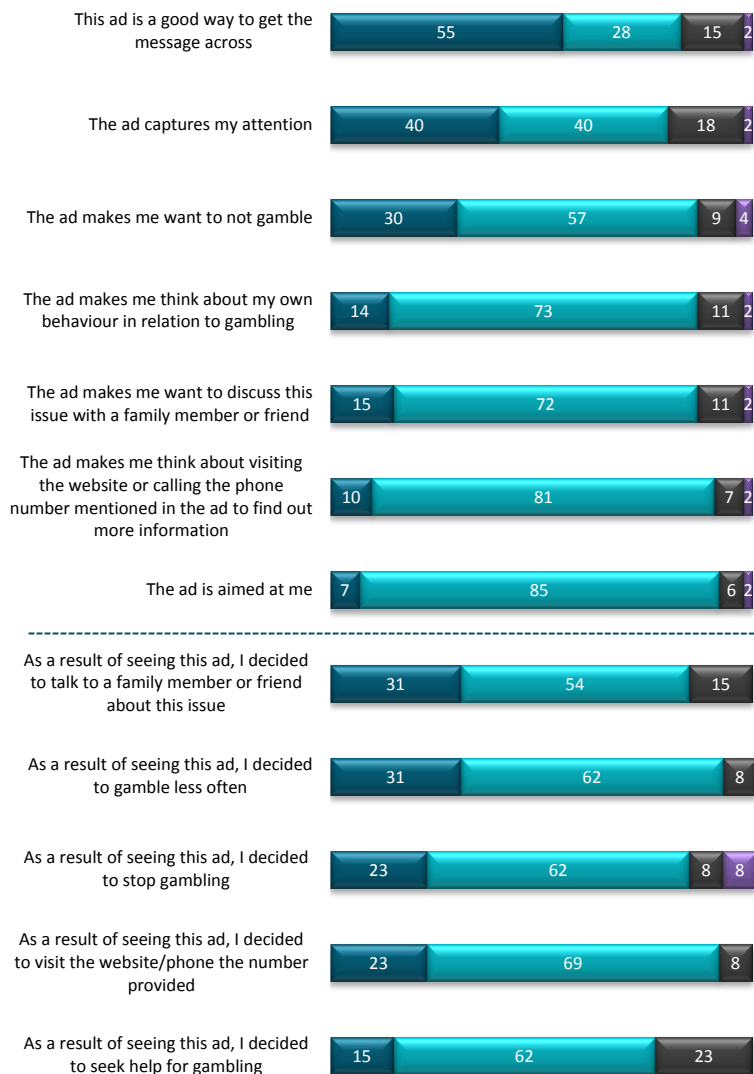
Respondents were asked how strongly they agreed or disagreed with a range of attitudinal and behavioural statements in relation to the impacts of the campaign. As found for other concepts, responses reveal that the Bar Scene version has a different level of impact depending on the gambling profile of the respondent. Problem gamblers are the most strongly impacted with up to seven in ten agreeing with attitude statements and close to eight in ten agreeing with statements related to behaviour outcomes.

Tables following highlight significant differences between sub-groups.

Q6c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Bar Scene)

RECREATIONAL GAMBLERS

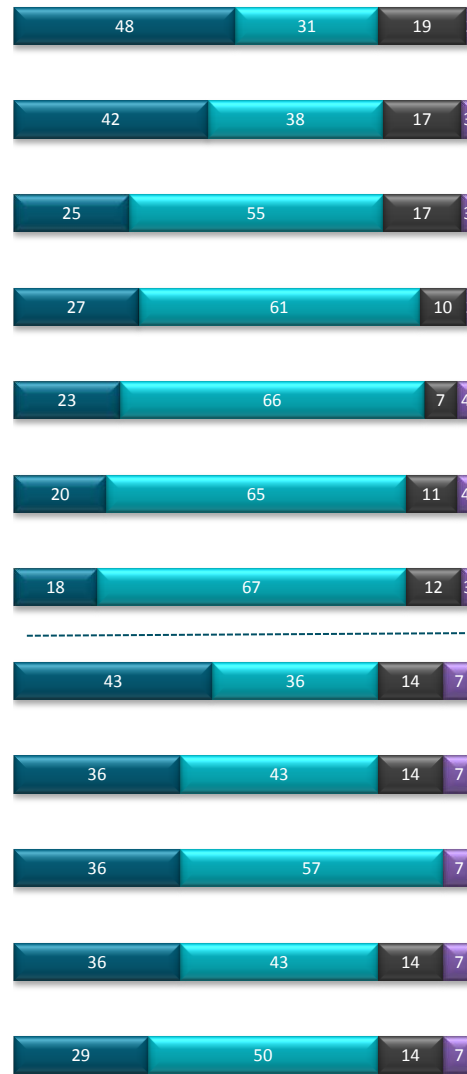
% of respondents



All respondents agreeing

LOW/ MODERATE RISK GAMBLERS

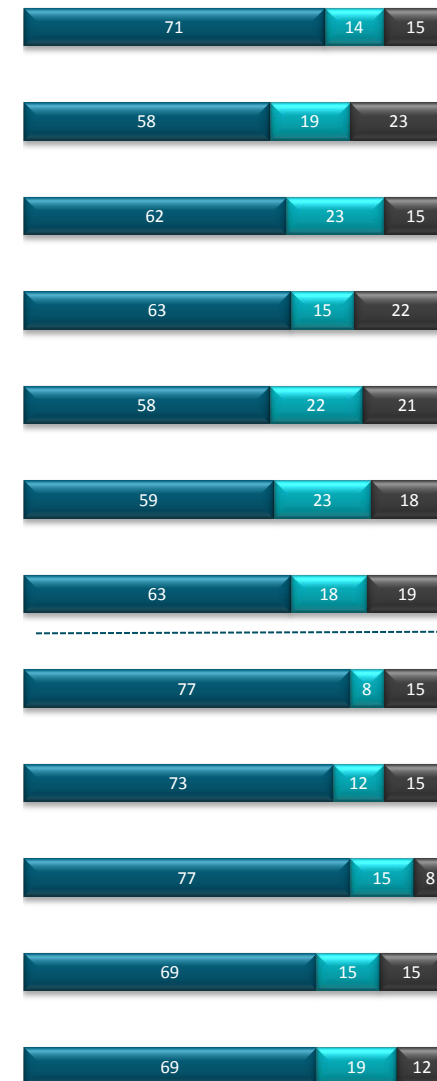
% of respondents



Those who have seen the advertising

PROBLEM GAMBLERS

% of respondents



■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

Table: Q6c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Bar Scene)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents (unless specified)	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents agreeing (5-7 out of 7)																			
The ad is a good way to get the message across.	56	57	54	59	52	55	57	48	71	58	54	59	61	56	48	64	51	60	55
The ad captures my attention.	44	45	42	44	45	40	48	42	58	44	44	41	49	50	39	56	36	51	42
The ad makes me want to not gamble.	35	36	30	36	32	30	40	25	62	38	29	38	32	38	26	41	30	39	33
The ad makes me think about my own behaviour in relation to gambling.	27	30	20	32	20	14	42	27	63	31	22	32	31	27	13	40	18	36	25
The ad makes me want to discuss this issue with a family member or friend.	25	26	23	29	20	15	37	23	58	29	20	31	25	26	14	35	18	35	23
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	22	24	18	28	14	10	36	20	59	24	20	28	27	17	11	31	16	31	20
The ad is aimed at me	21	24	14	26	14	7	37	18	63	23	18	27	24	17	11	32	13	31	18
Base: Those who have seen the advertising	53	45	8^	36	17^	13^	40	14^	26^	37	16^	27^	9^	10^	7^	53		21^	32
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	57	60	38	64	41	31	65	43	77	57	56	63	67	40	43	57		71	47
As I result of seeing this ad, I decided to gamble less often.	53	53	50	58	41	31	60	36	73	51	56	56	67	40	43	53		67	44
As a result of seeing this ad, I decided to stop gambling.	53	53	50	61	35	23	63	36	77	51	56	59	67	30	43	53		67	44
As a result of seeing this ad, I decided to visit the website/phone the number provided.	49	53	25	56	35	23	58	36	69	46	56	52	67	30	43	49		67	38
As a result of seeing this ad, I decided to seek help for gambling.	45	49	25	53	29	15	55	29	69	43	50	52	56	20	43	45		57	38

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

Table: Q6c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (**Bar Scene**) – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers (unless specified)	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
	% of respondents agreeing (5-7 out of 7)														
The ad is a good way to get the message across.	55	56	54	56	54	61	50	59	53	62	46	61	52	56	55
The ad captures my attention.	40	39	42	37	43	44	36	35	39	53	34	49	36	47	39
The ad makes me want to not gamble.	30	30	29	27	32	34	26	28	27	40	25	33	28	34	29
The ad makes me want to discuss this issue with a family member or friend.	15	15	14	14	16	18	11	13	14	23	9	21	12	16	14
The ad makes me think about my own behaviour in relation to gambling.	14	16	10	14	14	17	10	11	16	23	5	22	10	13	14
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	10	10	10	14	6	11	9	11	16	11	2	13	8	13	9
The ad is aimed at me	7	7	7	7	7	8	6	6	8	11	4	10	6	6	7
Base: Those who have seen the advertising	13[^]	9[^]	4[^]	4[^]	9[^]	7[^]	6[^]	1[^]	3[^]	6[^]	3[^]	13[^]		3[^]	10[^]
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	31	22	50	50	22	29	33		67	33		31		33	30
As I result of seeing this ad, I decided to gamble less often.	31	22	50	50	22	29	33		67	33		31		33	30
As a result of seeing this ad, I decided to stop gambling.	23	11	50	50	11	14	33		67	17		23		33	20
As a result of seeing this ad, I decided to visit the website/phone the number provided.	23	22	25	50	11	14	33		67	17		23		33	20
As a result of seeing this ad, I decided to seek help for gambling.	15	11	25	50			33		67			15		33	10

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

Table: Q6c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (**Bar Scene**) – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers (unless specified)	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	<i>% of respondents agreeing (5-7 out of 7)</i>																
The ad is a good way to get the message across.	57	58	54	62	47	48	71	55	63	58	71	45	50	66	48	63	55
The ad captures my attention.	48	50	44	49	47	42	58	44	58	44	63	45	50	60	35	53	47
The ad makes me think about my own behaviour in relation to gambling.	42	43	38	46	33	27	63	42	42	44	51	35	29	51	32	51	39
The ad makes me want to not gamble.	40	42	31	43	33	25	62	42	36	44	40	35	29	47	32	41	39
The ad makes me want to discuss this issue with a family member or friend.	37	37	38	41	29	23	58	39	34	41	40	32	25	45	28	47	34
The ad is aimed at me	37	40	26	41	27	18	63	36	39	39	46	26	29	47	25	47	33
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	36	37	33	39	29	20	59	35	39	38	43	26	33	43	28	43	34
Base: Those who have seen the advertising	40	36	4^	32	8^	14^	26^	30	10^	26^	6^	4^	4^	40		18^	22^
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	65	69	25	66	63	43	77	63	70	65	67	50	75	65		78	55
As a result of seeing this ad, I decided to stop gambling.	63	64	50	63	63	36	77	60	70	62	67	50	75	63		72	55
As I result of seeing this ad, I decided to gamble less often.	60	61	50	59	63	36	73	57	70	58	67	50	75	60		72	50
As a result of seeing this ad, I decided to visit the website/phone the number provided.	58	61	25	56	63	36	69	53	70	54	67	50	75	58		72	45
As a result of seeing this ad, I decided to seek help for gambling.	55	58	25	53	63	29	69	53	60	54	50	50	75	55		61	50

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

2.3.4 Message take out – Counsellor Scene

Q8b. What was this advertisement trying to tell you? What was the main message? (Counsellor)

48% of respondents agree that *help is available/ask for help* is the main message taken out from the Counsellor ad, this being by far the most common take out. The second most common message taken out relates to the *gambling hotline* (13%).

Problem gamblers (32%) or those who have a family member or friend they suspect is a problem gambler (39%) are less likely than average (48%) to nominate a *help is available* message from the Counsellor ad.

Male respondents (8%) are more likely than average (6%) to agree that a main message of the campaign is that people will gamble on anything.

Female respondents (9%) are more likely than average (5%) to agree that a main message of the campaign is that *gambling can be addictive/gambling can become a problem*.

Tables following highlight significant differences between sub-groups.

Message take out - Counsellor

Base: All Respondents (n=400)

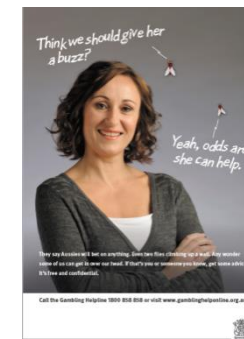
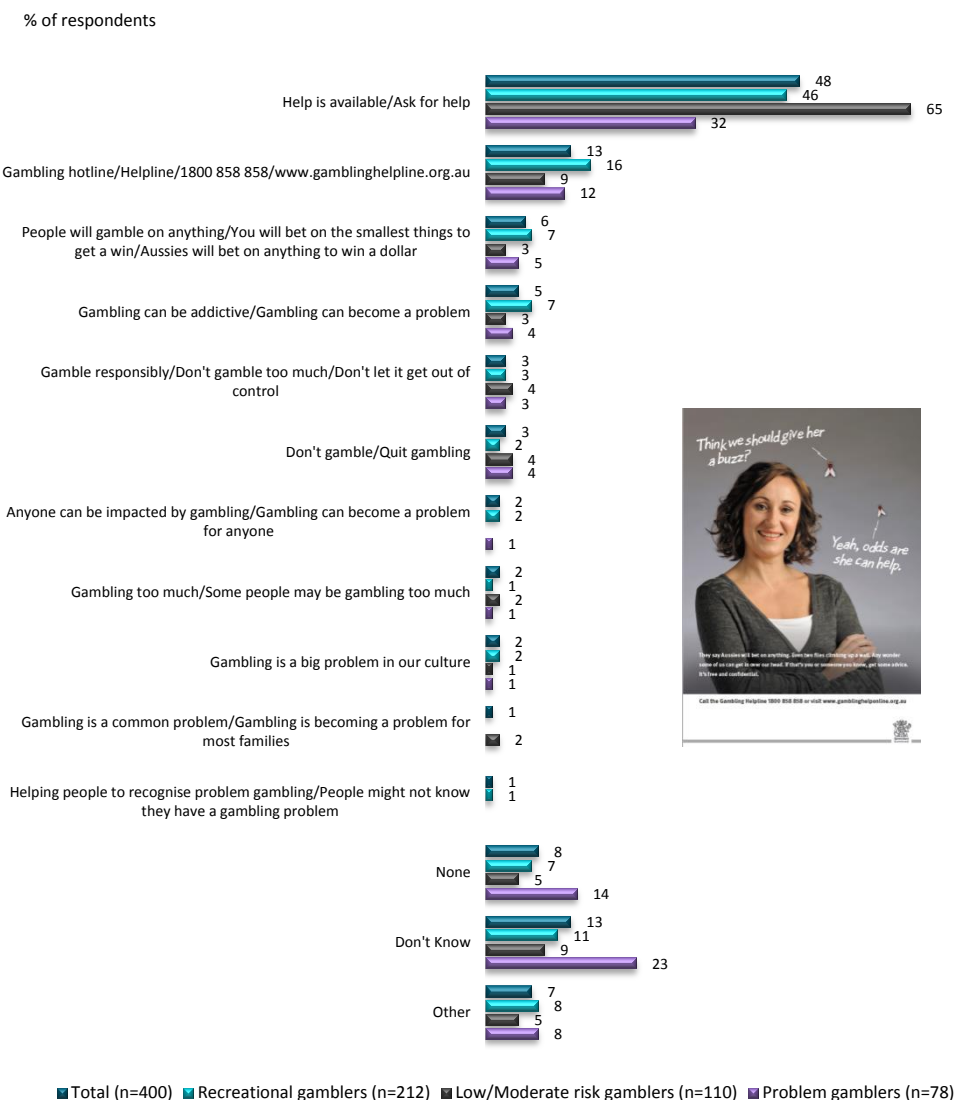


Table: Q8b. What was the advertisement trying to tell you? What was the main message? (Counsellor)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		<i>% of respondents</i>																	
Help is available/Ask for help	48	49	47	47	50	46	51	65	32	47	49	45	50	51	49	49	48	39	51
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	13	13	14	12	15	16	10	9	12	12	15	12	12	13	18	13	14	13	13
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	6	5	6	8	2	7	4	3	5	4	8	5	12	1	4	7	5	5	6
Gambling can be addictive/Gambling can become a problem	5	6	3	3	9	7	3	3	4	6	5	3	4	11	6	4	6	4	6
Gamble responsibly/Don't gamble too much/Don't let it get out of control	3	4	1	3	2	3	3	4	3	3	3	3	5	4	1	5	2	4	3
Don't gamble/Quit gambling	3	3	3	3	2	2	4	4	4	3	2	3	2	4	1	3	3	4	3
Anyone can be impacted by gambling/Gambling can become a problem for anyone	2	1	4	1	2	2	1		1	1	2	1	1		4	1	2	1	2
Gambling too much/Some people may be gambling too much	2	1	3	2	1	1	2	2	1	2	1	3			3	2	1	2	1
Gambling is a big problem in our culture	2	2	1	1	2	2	1	1	1	3		1		5	1	2	1	2	2
Gambling is a common problem/Gambling is becoming a problem for most families	1	1	1		2	*	1	2		1				4	1	1	2	*	
Helping people to recognise problem gambling/People might not know they have a gambling problem	1	*	1	*	1	1				*	1		1	1		1			1
None	8	9	5	9	6	7	9	5	14	8	7	9	10	7	5	7	8	8	8
Don't Know	13	13	12	13	12	11	15	9	23	13	12	14	11	11	14	11	14	12	13
Other	7	5	12	7	7	8	6	5	8	8	5	9	4	6	8	7	7	14	5

Bold figures are significantly different to the average at at least the 95% confidence level.

**Indicates less than 1% of respondents*

Table: Q8b. What was the advertisement trying to tell you? What was the main message? (Counsellor) – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Help is available/Ask for help	46	49	39	45	47	45	47	44	45	45	48	49	44	28	49
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	16	16	17	16	17	16	16	17	14	15	18	13	17	13	17
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	7	7	7	12	3	6	9	9	14	2	4	9	6	6	7
Gambling can be addictive/Gambling can become a problem	7	9	3	4	10	8	6	4	4	13	7	6	8	3	8
Gamble responsibly/Don't gamble too much/Don't let it get out of control	3	4	1	3	3	2	4		6	4	2	4	2	3	3
Anyone can be impacted by gambling/Gambling can become a problem for anyone	2	1	6	2	3	1	4	2	2		5	1	3	3	2
Gambling is a big problem in our culture	2	2	1	1	3	4		2		6		1	2	3	2
Don't gamble/Quit gambling	2	1	3	3	1	2	2	2	4	2			3	3	2
Gambling too much/Some people may be gambling too much	1	1	3	2	1	2	1	4			2	3	1	3	1
Helping people to recognise problem gambling/People might not know they have a gambling problem	1	1	1	1	1	1	1		2	2		3			1
Gambling is a common problem/Gambling is becoming a problem for most families	*		1		1	1				2		1			1
None	7	7	7	8	6	7	7	7	8	8	5	4	8	6	7
Don't Know	11	10	13	11	11	10	11	11	10	9	13	9	12	9	11
Other	8	5	13	7	8	8	7	9	4	8	9	10	6	28	4

Bold figures are significantly different to the average at at least the 95% confidence level.

**Indicates less than 1% of respondents*

Table: Q8b. What was the advertisement trying to tell you? What was the main message? (Counsellor) – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
Help is available/Ask for help	51	48	62	49	56	65	32	50	54	46	57	61	50	49	53	45	53
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	10	10	10	9	13	9	12	9	12	9	9	10	17	12	8	14	9
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	4	3	5	5	2	3	5	2	7	3	9		4	5	2	4	4
Don't gamble/Quit gambling	4	4	3	3	5	4	4	5	2	4		6	4	5	2	4	4
Gamble responsibly/Don't gamble too much/Don't let it get out of control	3	4		4	2	4	3	4	2	4	3	3		5	1	4	3
Gambling can be addictive/Gambling can become a problem	3	3	3	2	5	3	4	3	3	2	3	6	4	3	3	4	3
Gambling too much/Some people may be gambling too much	2	1	3	2	2	2	1	2	2	2			4	1	2	2	1
Gambling is a big problem in our culture	1	1		1	2	1	1	2		1		3		1	1		1
Gambling is a common problem/Gambling is becoming a problem for most families	1	1			4	2		2				6			2	4	
Anyone can be impacted by gambling/Gambling can become a problem for anyone	1	1		1			1	1		1				1			1
None	9	10	3	10	5	5	14	9	8	9	11	6	4	9	8	10	8
Don't Know	15	16	10	15	15	9	23	16	14	16	11	13	17	12	18	14	15
Other	6	5	10	7	4	5	8	7	3	8	3	3	4	4	8	6	6

Bold figures are significantly different to the average at least the 95% confidence level.

^Caution: small cell size.

2.3.5 Advertising Impact – Counsellor Scene

Q8c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Counsellor)

Respondents were asked how strongly they agreed or disagreed with a range of attitudinal and behavioural statements in relation to the Counsellor concept. Responses reveal that this execution has the strongest impact both attitudinally and behaviourally on problem gamblers.

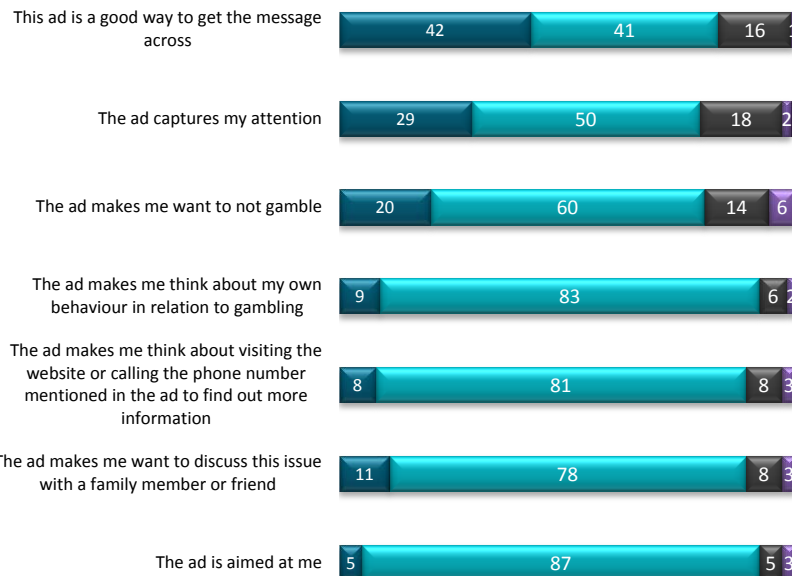
Tables following highlight significant differences between sub-groups.

Q8c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Counsellor)

All respondents agreeing

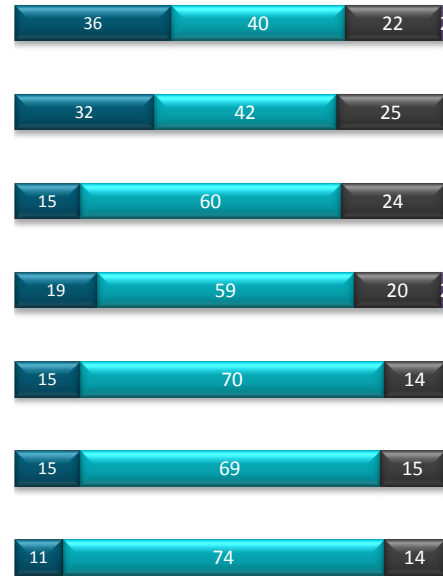
RECREATIONAL GAMBLERS

% of respondents



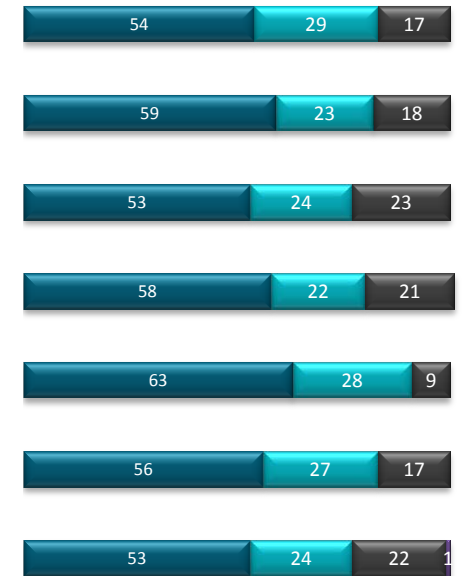
LOW/ MODERATE RISK GAMBLERS

% of respondents

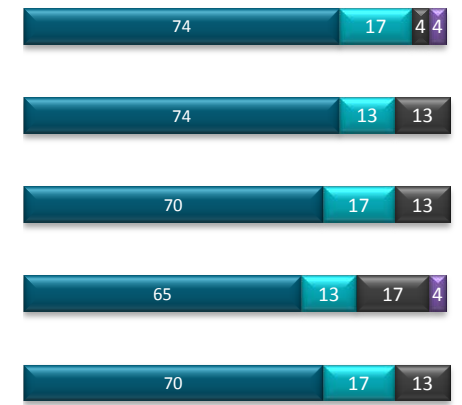
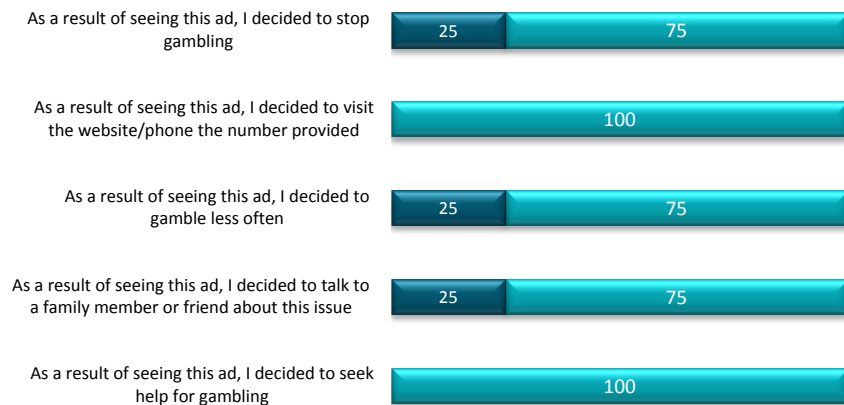


PROBLEM GAMBLERS

% of respondents



Those who have seen the advertising



■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

Table: Q8c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Counsellor)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents (unless specified)	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents agreeing (5-7 out of 7)																			
The ad is a good way to get the message across.	43	45	37	46	38	42	44	36	54	39	49	43	51	31	46	47	40	43	43
The ad captures my attention.	36	35	37	39	32	29	43	32	59	35	37	39	37	27	36	43	31	35	36
The ad makes me want to not gamble.	25	28	16	27	23	20	30	15	53	26	23	28	24	23	23	32	20	27	25
The ad makes me think about my own behaviour in relation to gambling.	21	22	18	26	15	9	35	19	58	24	17	27	24	19	10	32	14	28	20
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	21	22	17	25	15	8	35	15	63	25	13	30	15	18	11	29	15	25	19
The ad makes me want to discuss this issue with a family member or friend.	21	22	18	25	16	11	32	15	56	24	16	26	21	20	11	30	15	30	19
The ad is aimed at me	16	17	13	21	9	5	28	11	53	19	12	24	17	10	8	25	10	24	14
Base: Those who have seen the advertising	35	27^	8^	30	5^	4^	31	8^	23^	27^	8^	23^	7^	4^	1^	35		12^	23^
As a result of seeing this ad, I decided to stop gambling.	57	63	38	53	80	25	61	25	74	59	50	57	43	75	100	57		83	43
As a result of seeing this ad, I decided to visit the website/phone the number provided.	51	63	13	50	60		58	13	74	52	50	52	43	50	100	51		92	30
As I result of seeing this ad, I decided to gamble less often.	51	59	25	50	60	25	55	13	70	56	38	52	43	75		51		92	30
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	46	52	25	40	80	25	48		65	48	38	43	29	75	100	46		67	35
As a result of seeing this ad, I decided to seek help for gambling.	46	52	25	43	60		52		70	44	50	43	43	50	100	46		75	30

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

Table: Q8c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. **(Counsellor)** – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers (unless specified)	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
	<i>% of respondents agreeing (5-7 out of 7)</i>														
The ad is a good way to get the message across.	42	43	40	46	39	36	49	41	51	30	46	39	43	31	44
The ad captures my attention.	29	25	38	29	29	27	31	30	29	25	34	27	30	16	32
The ad makes me want to not gamble.	20	23	15	19	21	21	20	20	18	21	21	19	21	16	21
The ad makes me want to discuss this issue with a family member or friend.	11	11	11	12	11	13	10	11	12	15	7	15	10	13	11
The ad makes me think about my own behaviour in relation to gambling.	9	9	8	11	7	11	7	9	12	13	2	12	8		11
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	8	7	10	10	6	11	5	13	6	9	4	7	8		9
The ad is aimed at me	5	4	7	9	2	7	4	11	6	2	2	4	6		6
Base: Those who have seen the advertising	4[^]	1[^]	3[^]	3[^]	1[^]	2[^]	2[^]	1[^]	2[^]	1[^]		4[^]			4[^]
As a result of seeing this ad, I decided to stop gambling.	25		33		100	50					100	25			25
As I result of seeing this ad, I decided to gamble less often.	25		33		100	50					100	25			25
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	25		33		100	50					100	25			25
As a result of seeing this ad, I decided to visit the website/phone the number provided.															
As a result of seeing this ad, I decided to seek help for gambling.															

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

Table: Q8c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. **(Counsellor)** – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers (unless specified)	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	<i>% of respondents agreeing (5-7 out of 7)</i>																
The ad is a good way to get the message across.	44	47	31	46	38	36	54	41	49	44	51	32	46	52	34	51	41
The ad captures my attention.	43	45	36	46	36	32	59	42	46	45	49	32	42	53	32	47	42
The ad makes me think about my own behaviour in relation to gambling.	35	35	36	38	29	19	58	35	36	37	40	29	29	45	24	45	31
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	35	36	31	36	31	15	63	37	29	39	29	32	29	43	25	41	32
The ad makes me want to discuss this issue with a family member or friend.	32	32	31	35	25	15	56	33	29	35	34	29	21	40	23	41	28
The ad makes me want to not gamble.	30	34	18	32	25	15	53	31	29	33	31	26	25	41	18	33	29
The ad is aimed at me	28	30	23	31	22	11	53	29	27	31	31	23	21	38	17	39	24
Base: Those who have seen the advertising	31	26^	5^	27^	4^	8^	23^	25^	6^	22^	5^	3^	1^	31		12^	19^
As a result of seeing this ad, I decided to stop gambling.	61	65	40	59	75	25	74	60	67	59	60	67	100	61		83	47
As a result of seeing this ad, I decided to visit the website/phone the number provided.	58	65	20	56	75	13	74	56	67	55	60	67	100	58		92	37
As I result of seeing this ad, I decided to gamble less often.	55	62	20	56	50	13	70	56	50	55	60	67		55		92	32
As a result of seeing this ad, I decided to seek help for gambling.	52	54	40	48	75		70	48	67	45	60	67	100	52		75	37
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	48	54	20	44	75		65	48	50	45	40	67	100	48		67	37

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

2.3.6 Message take out – Backyard Scene

Q7b. What was this advertisement trying to tell you? What was the main message? (**Backyard**)

The most common message taken out from the Backyard execution is that *gambling takes time away from family* (25%).

The next most commonly nominated messages are:

- Betting can break up your family (10%)
- Help is available (10%)
- You lose what’s important when you bet too much (10%).

Recreational gamblers (7%) are more likely than average (4%) to recall the availability of the gambling hotline/helpline/website as a main message.

Older female respondents (35-54 years) (9%) are more likely than average (5%) to recall that *people will gamble on anything* as a main message of the Backyard campaign.

Tables following highlight significant differences between sub-groups.

Message take out - Backyard

Base: All Respondents (n=400)

% of respondents



Table: Q7b. What was the advertisement trying to tell you? What was the main message? (Backyard)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		<i>% of respondents</i>																	
Gambling takes time away from family/Don't gamble in family time/Spend more time with family	25	26	23	22	29	26	24	28	18	25	26	20	26	33	25	23	27	29	24
Betting can break up your family/destroy your family/ruin your family life	10	11	8	11	9	10	10	11	8	9	12	11	11	5	13	12	9	12	9
Help is available/Ask for help	10	11	7	9	11	8	12	14	9	8	12	9	10	7	15	11	9	7	11
You lose what's important when you bet too much/stops you from doing the things that are important to you	10	8	13	8	12	10	9	9	8	8	11	7	11	12	11	11	9	10	9
Gambling affects your family/children	7	7	7	6	9	8	7	7	6	8	5	7	5	11	6	8	7	7	7
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	5	4	6	3	6	4	5	4	6	5	4	5		4	9	4	5	1	5
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	4	4	5	4	5	7	2	3		4	5	3	5	5	5	3	5	1	5
Gamble responsibly/Don't gamble too much/Don't let it get out of control	4	5	1	5	3	2	6	5	6	4	4	5	5	4	3	6	3	4	4
Don't gamble/Quit gambling	4	5	2	5	3	2	6	5	6	5	3	6	2	2	4	4	4	4	4
Gambling can be addictive/Gambling can become a problem	3	3	5	3	4	4	3	3	3	4	2	3	1	6	3	3	3	1	4
Family comes first/family first/Family is more important than gambling	3	4	1	3	2	3	3	4	3	3	3	3	4	2	3	2	3	2	3
Gambling is a big problem in our culture	2	3	1	1	4	3	2	1	3	3	1	2		6	1	3	2	1	3
Gambling takes your life/can destroy your life/Don't gamble your life away	2	2	4	3	2	1	3	4	3	3	2	3	1	1	3	4	1	4	2
Bet/About betting/Is very broad	2	2		2	1	1	2	3	1	2	1	3	1	1		2	1	1	2
Father no longer sees his son/Dad and son/Father and son having fun instead of the father gambling	2	2	1	2	1	1	2	2	3	2	1	3			1	3	*	4	1

Table: Q7b. What was the advertisement trying to tell you? What was the main message? (**Backyard**) (Continued)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																								
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER								
		SEQ	Rest of QLD	Male	Female	Rec-reational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No					
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317					
										<i>% of respondents</i>														
Gambling too much/Some people may be gambling too much	1	1	3	1	2	2	1		1	2	1	1		2	1	1	2	2	1					
Gambling is a common problem/Gambling is becoming a problem for most families	1	*	2	*	1	1	1		1	1	1	1		1	1	1	1	1	1					
Helping people to recognise problem gambling/People might not know they have a gambling problem	1	1		*	1	*	1	1		1		1		1			1		1					
Anyone can be impacted by gambling/Gambling can become a problem for anyone	*	*		*		*				*		1					*		*					
None	6	6	6	8	3	4	8	3	15	7	4	9	6	4	3	6	6	8	5					
Don't Know	9	9	8	9	9	8	10	8	13	7	12	7	13	7	10	7	10	7	9					
Other	8	6	13	8	7	9	6	7	5	8	8	8	8	7	8	8	7	8	8					

Bold figures are significantly different to the average at at least the 95% confidence level.

**Indicates less than 1% of respondents*

Table: Q7b. What was the advertisement trying to tell you? What was the main message? (**Backyard**) – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Gambling takes time away from family/Don't gamble in family time/Spend more time with family	26	29	22	26	27	25	28	22	31	28	25	25	27	34	25
Betting can break up your family/destroy your family/ruin your family life	10	11	8	12	9	8	12	11	12	6	13	16	8	16	9
You lose what's important when you bet too much/stops you from doing the things that are important to you	10	10	11	7	14	11	10	7	6	15	13	18	7	6	11
Help is available/Ask for help	8	11	4	6	11	5	12	2	10	8	14	6	10		10
Gambling affects your family/children	8	6	10	6	9	10	5	9	2	11	7	10	6	9	7
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	7	6	7	6	7	7	7	6	6	8	7	6	7	3	7
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	4	4	4	2	6	5	4	4		6	7	6	3		5
Gambling can be addictive/Gambling can become a problem	4	3	6	3	5	6	2	4	2	8	2	3	4		4
Gambling is a big problem in our culture	3	4	1	1	5	5	1	2		8	2	3	3		3
Family comes first/family first/Family is more important than gambling	3	4		6		4	2	7	4			1	3		3
Don't gamble/Quit gambling	2	2	3	3	2	3	2	4	2	2	2	1	3	3	2
Gamble responsibly/Don't gamble too much/Don't let it get out of control	2	3	1	2	3	2	3	2	2	2	4	1	3		3
Gambling too much/Some people may be gambling too much	2	1	3	1	3	3	1	2		4	2	1	2	3	2
Gambling takes your life/can destroy your life/Don't gamble your life away	1	1	3	2	1	2	1	4			2	1	1	3	1
Gambling is a common problem/Gambling is becoming a problem for most families	1	1	1		2	1	1			2	2	1	1		1
Father no longer sees his son/Dad and son/Father and son having fun instead of the father gambling	1	1		2		2		4				1	1		1
Bet/About betting/Is very broad	1	1		2		2		4					1		1
Helping people to recognise problem gambling/People might not know they have a gambling problem	*	1			1	1				2			1		1

Table: Q7b. What was the advertisement trying to tell you? What was the main message? (**Backyard**) – By gambling profile – Recreational gamblers (Continued)

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Anyone can be impacted by gambling/Gambling can become a problem for anyone	*	1		1		1		2					1		1
None	4	3	6	6	2	4	4	6	6	2	2	1	5	3	4
Don't Know	8	9	6	8	8	4	12	4	12	4	13	3	10	6	8
Other	9	5	17	11	7	10	8	11	10	9	5	13	7	16	8

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents

Table: Q7b. What was the advertisement trying to tell you? What was the main message? (**Backyard**) – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	<i>% of respondents</i>																
Gambling takes time away from family/Don't gamble in family time/Spend more time with family	24	23	26	20	35	28	18	25	22	19	20	42	25	22	26	25	23
Help is available/Ask for help	12	11	13	12	11	14	9	12	12	13	9	6	17	14	9	12	12
Betting can break up your family/destroy your family/ruin your family life	10	10	8	11	7	11	8	9	10	11	9	3	13	9	10	10	9
You lose what's important when you bet too much/stops you from doing the things that are important to you	9	7	15	9	7	9	8	6	14	6	17	6	8	6	11	12	7
Gambling affects your family/children	7	8	3	7	7	7	6	7	7	6	9	10	4	6	8	6	7
Don't gamble/Quit gambling	6	7		6	5	5	6	6	5	7	3	3	8	6	6	4	7
Gamble responsibly/Don't gamble too much/Don't let it get out of control	6	7		7	4	5	6	6	5	6	9	6		9	2	6	6
People will gamble on anything/You will bet on the smallest things to get a win/Aussies will bet on anything to win a dollar	5	3	10	5	5	4	6	5	5	6			13	3	7	2	6
Gambling takes your life/can destroy your life/Don't gamble your life away	3	3	5	3	4	4	3	3	3	3	3	3	4	5	1	4	3
Family comes first/family first/Family is more important than gambling	3	3	3	2	7	4	3	2	5	1	3	6	8	3	3	4	3
Gambling can be addictive/Gambling can become a problem	3	3	3	2	4	3	3	3	2	3		3	4	3	2	2	3
Bet/About betting/Is very broad	2	3		2	2	3	1	2	2	2	3	3		3	1	2	2
Father no longer sees his son/Dad and son/Father and son having fun instead of the father gambling	2	2	3	2	2	2	3	2	2	3			4	4		6	1
Gambling hotline/Helpline/1800 858 858/www.gamblinghelpline.org.au	2	1	3	2		3		2	2	2	3			1	2		2
Gambling is a big problem in our culture	2	2		2	2	1	3	2		2		3		3		2	1
Gambling is a common problem/Gambling is becoming a problem for most families	1		3	1			1	1		1					1	2	

Table: Q7b. What was the advertisement trying to tell you? What was the main message? (**Backyard**) – By gambling profile – Low/Moderate/Problem gamblers (Continued)

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24 [^]	100	88	51	137
	<i>% of respondents</i>																
Gambling too much/Some people may be gambling too much	1		3	1			1	1		1					1	2	
Helping people to recognise problem gambling/People might not know they have a gambling problem	1	1		1		1		1		1					1		1
None	8	8	8	9	5	3	15	9	5	10	6	6	4	9	7	12	7
Don't Know	10	9	13	11	9	8	13	10	10	9	14	13	4	10	10	8	11
Other	6	7	5	6	7	7	5	5	8	6	6	3	13	5	8	4	7

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

2.3.7 Advertising Impact – Backyard Scene

Q7c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. (Backyard)

Respondents were asked how strongly they agreed or disagreed with a range of attitudinal and behavioural statements in relation to the Backyard execution. This component of the campaign is positively received, especially among those classified as problem gamblers with up to seven in ten agreeing with attitude statements about the ad while close to nine in ten indicate a behaviour impact.

All sub-group differences are highlighted in the following tables

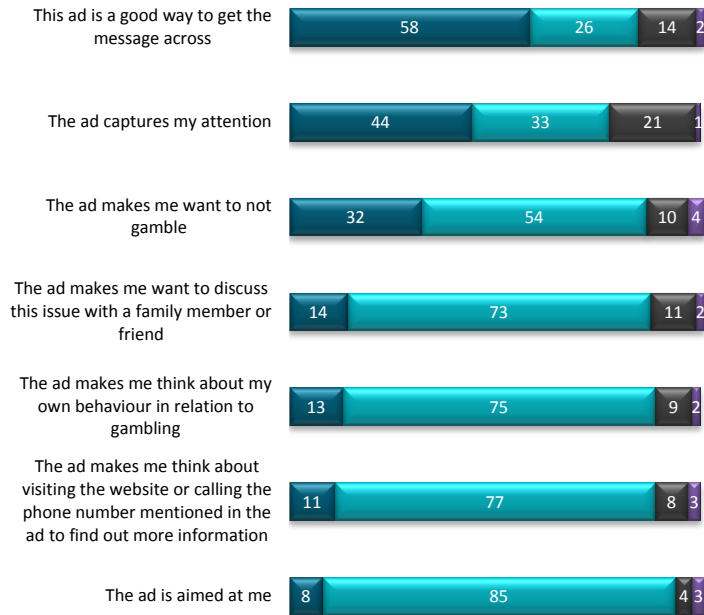
Q7c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. **(Backyard)**

All respondents agreeing

Those who have seen the advertising

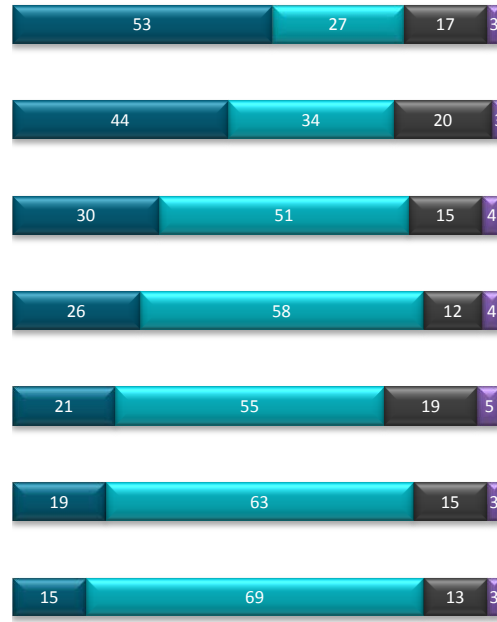
RECREATIONAL GAMBLERS

% of respondents



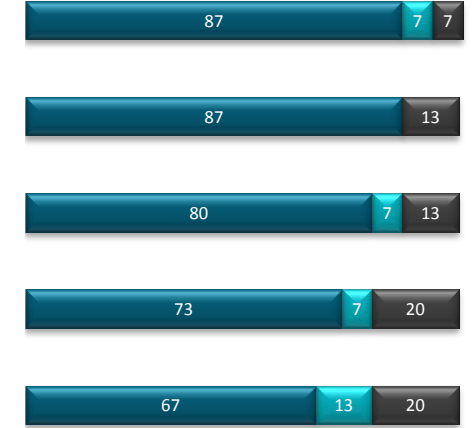
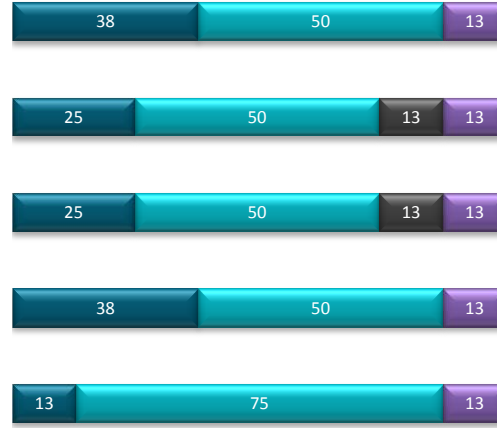
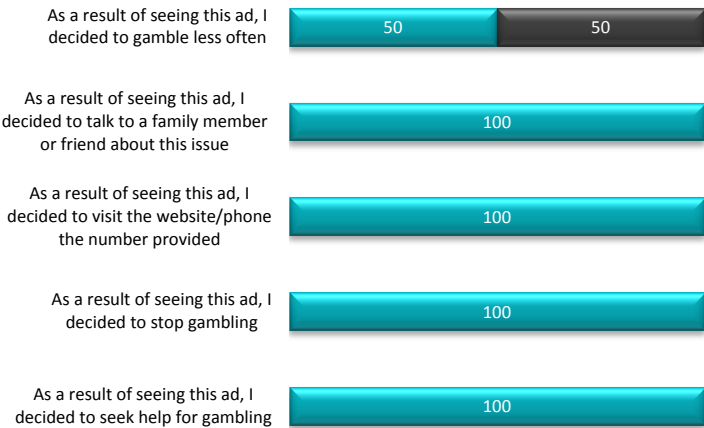
LOW/ MODERATE RISK GAMBLERS

% of respondents



PROBLEM GAMBLERS

% of respondents



■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

■ Agree ■ Disagree ■ 4 (4) ■ Don't Know

Table: Q7c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. **(Backyard)**

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents (unless specified)	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents agreeing (5-7 out of 7)</i>																			
The ad is a good way to get the message across.	60	61	55	59	60	58	61	53	73	57	63	55	65	61	60	66	55	73	56
The ad captures my attention.	50	51	46	51	48	44	55	44	72	50	48	49	54	52	43	62	40	59	47
The ad makes me want to not gamble.	37	40	31	39	34	32	44	30	63	38	37	39	40	36	33	46	31	46	35
The ad makes me want to discuss this issue with a family member or friend.	27	30	19	30	23	14	42	26	64	31	21	32	27	31	14	38	19	40	24
The ad makes me think about my own behaviour in relation to gambling.	25	27	20	28	21	13	39	21	64	29	20	30	26	29	13	36	18	40	21
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	24	27	15	28	17	11	37	19	63	26	20	29	26	20	14	34	16	28	22
The ad is aimed at me	21	23	14	26	13	8	35	15	63	23	17	28	24	15	10	34	12	31	18
Base: Those who have seen the advertising	25 [^]	21 [^]	4 [^]	20 [^]	5 [^]	2 [^]	23 [^]	8 [^]	15 [^]	21 [^]	4 [^]	17 [^]	3 [^]	4 [^]	1 [^]	25 [^]		13 [^]	12 [^]
As I result of seeing this ad, I decided to gamble less often.	64	62	75	75	20		70	38	87	62	75	71	100	25		64		85	42
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	60	67	25	65	40		65	25	87	57	75	59	100	50		60		85	33
As a result of seeing this ad, I decided to visit the website/phone the number provided.	56	57	50	65	20		61	25	80	52	75	59	100	25		56		85	25
As a result of seeing this ad, I decided to stop gambling.	56	52	75	65	20		61	38	73	52	75	59	100	25		56		77	33
As a result of seeing this ad, I decided to seek help for gambling.	44	48	25	50	20		48	13	67	43	50	47	67	25		44		77	8

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

Table: Q7c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. **(Backyard)** – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers (unless specified)	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
	% of respondents agreeing (5-7 out of 7)														
The ad is a good way to get the message across.	58	57	60	57	59	57	59	52	63	62	55	67	54	69	56
The ad captures my attention.	44	42	49	41	48	46	43	37	45	55	41	55	39	53	43
The ad makes me want to not gamble.	32	32	31	31	32	32	31	28	35	36	29	37	29	31	32
The ad makes me want to discuss this issue with a family member or friend.	14	14	14	14	14	17	10	11	16	23	5	19	11	19	13
The ad makes me think about my own behaviour in relation to gambling.	13	13	14	14	13	18	9	15	12	21	5	18	11	16	13
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	11	11	13	14	9	12	10	13	14	11	7	12	11	9	12
The ad is aimed at me	8	5	14	13	4	7	9	11	14	4	4	12	6	6	8
Base: Those who have seen the advertising	2^	2^			2^	1^	1^			1^	1^	2^			2^
As I result of seeing this ad, I decided to gamble less often.															
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.															
As a result of seeing this ad, I decided to visit the website/phone the number provided.															
As a result of seeing this ad, I decided to stop gambling.															
As a result of seeing this ad, I decided to seek help for gambling.															

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

Table: Q7c. Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly. **(Backyard)** – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers (unless specified)	Total	REGION		GENDER		CPGI		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24 [^]	100	88	51	137
	<i>% of respondents agreeing (5-7 out of 7)</i>																
The ad is a good way to get the message across.	61	65	46	60	64	53	73	57	69	57	69	58	71	65	57	76	55
The ad captures my attention.	55	59	41	59	47	44	72	54	58	56	66	48	46	67	42	63	53
The ad makes me want to not gamble.	44	47	31	46	38	30	63	43	46	45	49	35	42	52	34	55	39
The ad makes me want to discuss this issue with a family member or friend.	42	46	28	43	40	26	64	43	39	43	43	45	33	50	33	53	38
The ad makes me think about my own behaviour in relation to gambling.	39	41	31	40	36	21	64	39	39	38	46	42	29	48	28	55	33
The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information.	37	42	21	39	33	19	63	37	37	38	43	35	29	49	24	39	36
The ad is aimed at me	35	40	15	37	31	15	63	36	32	37	37	35	25	48	20	47	31
Base: Those who have seen the advertising	23[^]	19[^]	4[^]	20[^]	3[^]	8[^]	15[^]	20[^]	3[^]	17[^]	3[^]	3[^]		23[^]		13[^]	10[^]
As a result of seeing this ad, I decided to gamble less often.	70	68	75	75	33	38	87	65	100	71	100	33		70		85	50
As a result of seeing this ad, I decided to talk to a family member or friend about this issue.	65	74	25	65	67	25	87	60	100	59	100	67		65		85	40
As a result of seeing this ad, I decided to visit the website/phone the number provided.	61	63	50	65	33	25	80	55	100	59	100	33		61		85	30
As a result of seeing this ad, I decided to stop gambling.	61	58	75	65	33	38	73	55	100	59	100	33		61		77	40
As a result of seeing this ad, I decided to seek help for gambling.	48	53	25	50	33	13	67	45	67	47	67	33		48		77	10

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

2.4 Sports stadium advertising



2.4 Sports stadium advertising

2.4.1 Advertising recognition

Q9a. Before today have you seen this ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)?

19% of respondents recognise the 'Gambling help' stadium advertisements (having either seen this advertising in person at a stadium or at a stadium during a football game on television). Recognition peaks among those classified as problem gamblers (35%) or males (25%), particularly males aged 18-34 years (26%).

Tables following highlight significant differences between sub-groups.

Campaign recognition - Sports stadium ads

Base: All respondents (n=400)

% of respondents who have seen advertising

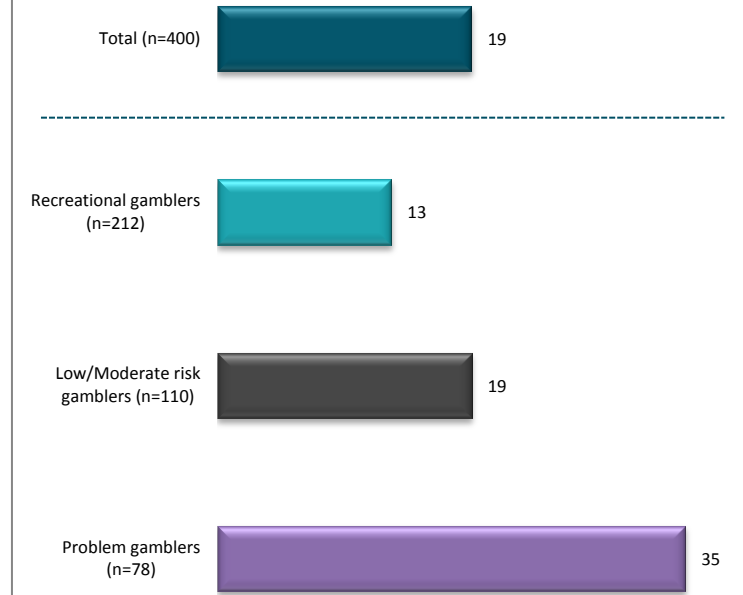


Table: Q9a. Before today have you seen this ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents who have seen advertising																			
Sport stadium ads	19	20	17	25	10	13	26	19	35	21	16	26	24	11	9	46		25	17

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q9a. Before today have you seen this ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
% of respondents																	
Sport stadium ads	13	13	14	17	10	11	15	11	22	11	9	42		22	12		

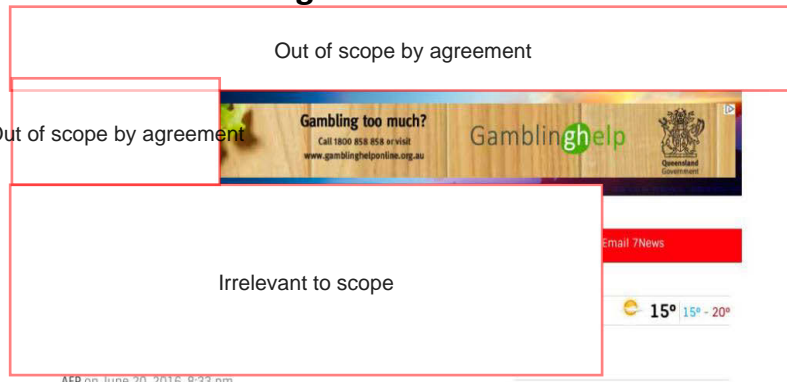
Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q9a. Before today have you seen this ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
% of respondents																	
Sport stadium ads	26	26	23	32	9	19	35	29	19	35	26	10	8	48		27	25

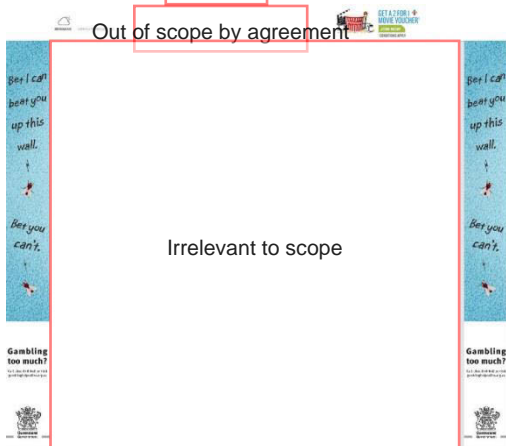
Bold figures are significantly different to the average at at least the 95% confidence level.

2.5 Online advertising

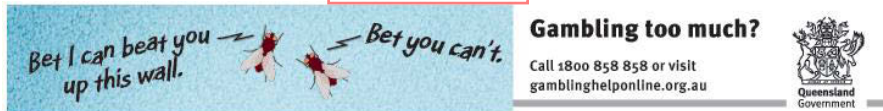


AFP on June 26, 2018, 8:33 am

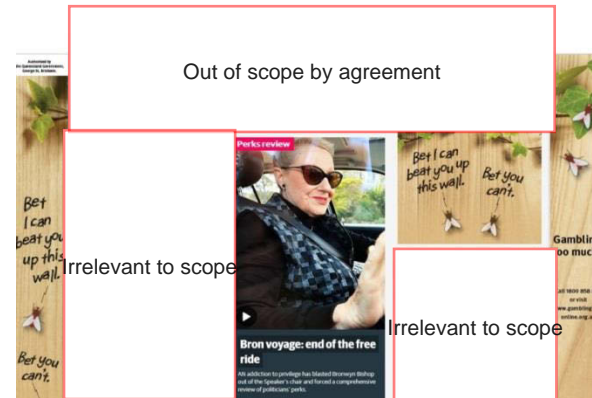
Top banner (blue background)
Out of scope by agreement



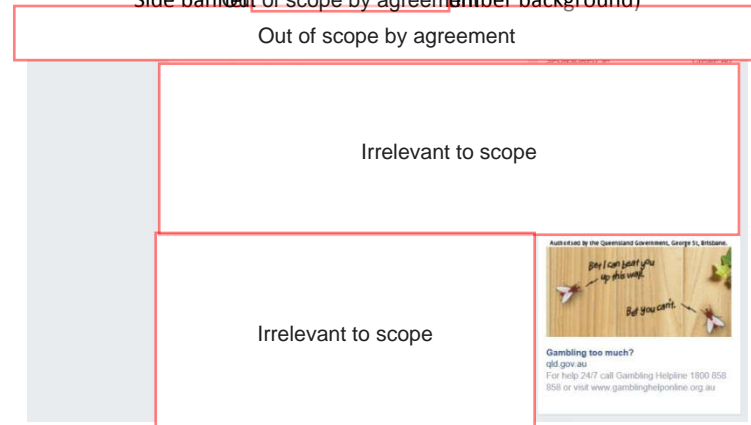
Side banner (blue background)
Out of scope by agreement



Stand-alone banner (blue background)
Out of scope by agreement



Side banner (timber background)
Out of scope by agreement



Out of scope by agreement advertising (timber background)

2.5 Online advertising

2.5.1 Online advertising recognition

Q10a. Before today have you seen any of these or similar ads on the internet on social media (i.e. [redacted] or other popular websites [redacted] Out of scope by agreement

22% of respondents recall seeing at least one component of the ‘Gambling too much?’ campaign online.

Recognition levels for executions with the timber background (20%) are slightly higher than for those with the blue background (14%). 13% can recall the [redacted] ad (timber background).

Recognition of online advertisements is highest among problem gamblers (42% recognise at least one component of the online campaign), younger respondents (18-34 years) (25% recognising at least one element) or those who have a family member or friend they suspect is a problem gambler (37% recognising at least one element).

Tables following highlight significant differences between sub-groups.

Campaign recognition - Online advertising

Base: All respondents (n=400)

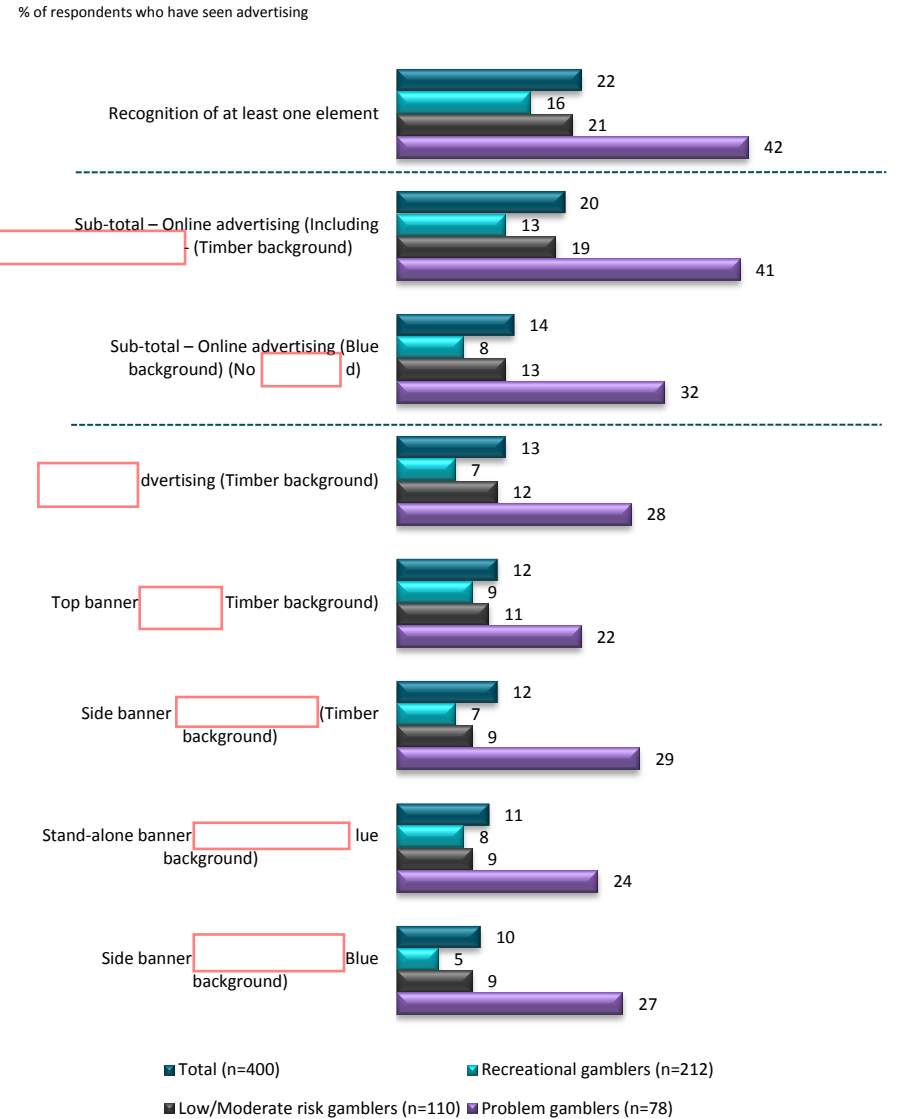


Table: Q10a. Before today have you seen any of these or similar ads on the internet on social media () or other popular websites (i.e. Out of scope by agreement)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)

Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents who have seen advertising</i>																			
Recognition of at least one element	22	22	23	24	20	16	30	21	42	25	18	26	20	24	15	53		37	18
Sub-total – Online advertising (Including Facebook) – (Timber background)	20	20	21	22	17	13	28	19	41	23	16	25	18	19	15	49		34	17
Sub-total – Online advertising (Blue background) (No Facebook ad)	14	15	13	17	10	8	21	13	32	18	9	20	13	15	4	34		23	12
Facebook advertising (Timber background)	13	12	13	14	11	7	19	12	28	16	8	16	10	15	6	30		20	10
Top banner (Yahoo 7)(Timber background)	12	12	14	14	10	9	15	11	22	13	11	14	13	12	9	29		24	9
Side banner (Courier Mail) (Timber background)	12	12	11	14	9	7	18	9	29	13	10	14	14	11	6	28		23	9
Standalone banner (The Courier Mail) (Blue background)	11	11	11	14	7	8	15	9	24	15	6	17	10	11	3	27		18	9
Multi banner (Courier Mail)	10	12	6	13	6	5	16	9	27	12	8	13	13	10	3	25		18	8

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q10a. Before today have you seen any of these or similar ads on the internet on social media (i.e. Facebook) or other popular websites (i.e. Courier Mail, Yahoo, 7news, Brisbane Times, Cairns Post)? – **By gambling profile – Recreational gamblers**

RECREATIONAL GAMBLERS

Base: All Recreational gamblers	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
<i>% of respondents</i>															
Recognition of at least one element	16	12	22	14	17	19	12	15	12	23	13	49		31	13
Sub-total – Online advertising (Including Facebook) – (Timber background)	13	10	19	12	15	15	11	13	10	17	13	42		28	11
Sub-total – Online advertising (Blue background) (No Facebook ad)	8	6	13	7	10	11	6	6	8	17	4	27		13	8
Top banner (Yahoo 7) (Timber background)	9	7	14	7	12	8	10	4	10	13	11	30		16	8
Standalone banner (The Courier Mail) (Blue background)	8	6	11	7	8	10	5	6	8	15	2	24		9	7
Facebook advertising (Timber background)	7	5	11	5	9	10	4	6	4	15	4	22		16	6
Side banner (Courier Mail) (Timber background)	7	4	11	6	7	7	6	4	8	11	4	21		16	5
Multi banner (Courier Mail)	5	4	6	5	5	5	5	2	8	8	2	15		6	4

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q10a. Before today have you seen any of these or similar ads on the internet on social media [redacted] or other popular websites [redacted] Out of scope by agreement [redacted] By [redacted]
gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
		<i>% of respondents</i>															
Recognition of at least one element	30	31	26	32	24	21	42	31	27	33	31	26	21	56		41	26
Sub-total – Online advertising (Including Timber background)	28	30	23	31	22	19	41	29	25	32	29	23	21	53		37	25
Sub-total – Online advertising (Blue background)	21	23	13	26	9	13	32	24	14	28	20	13	4	39		29	18
Online advertising (Timber background)	19	19	15	20	15	12	28	20	15	21	17	16	13	35		24	17
Side banner (Timber background)	18	19	10	20	11	9	29	17	19	19	23	10	13	33		27	14
Multi banner (Timber background)	16	19	8	20	9	9	27	18	14	19	20	13	4	31		25	13
Top banner (Timber background)	15	16	13	19	7	11	22	17	12	19	17	10	4	29		29	10
Standalone banner (Blue background)	15	17	10	20	4	9	24	19	8	23	11	3	4	29		24	12

Bold figures are significantly different to the average at at least the 95% confidence level.

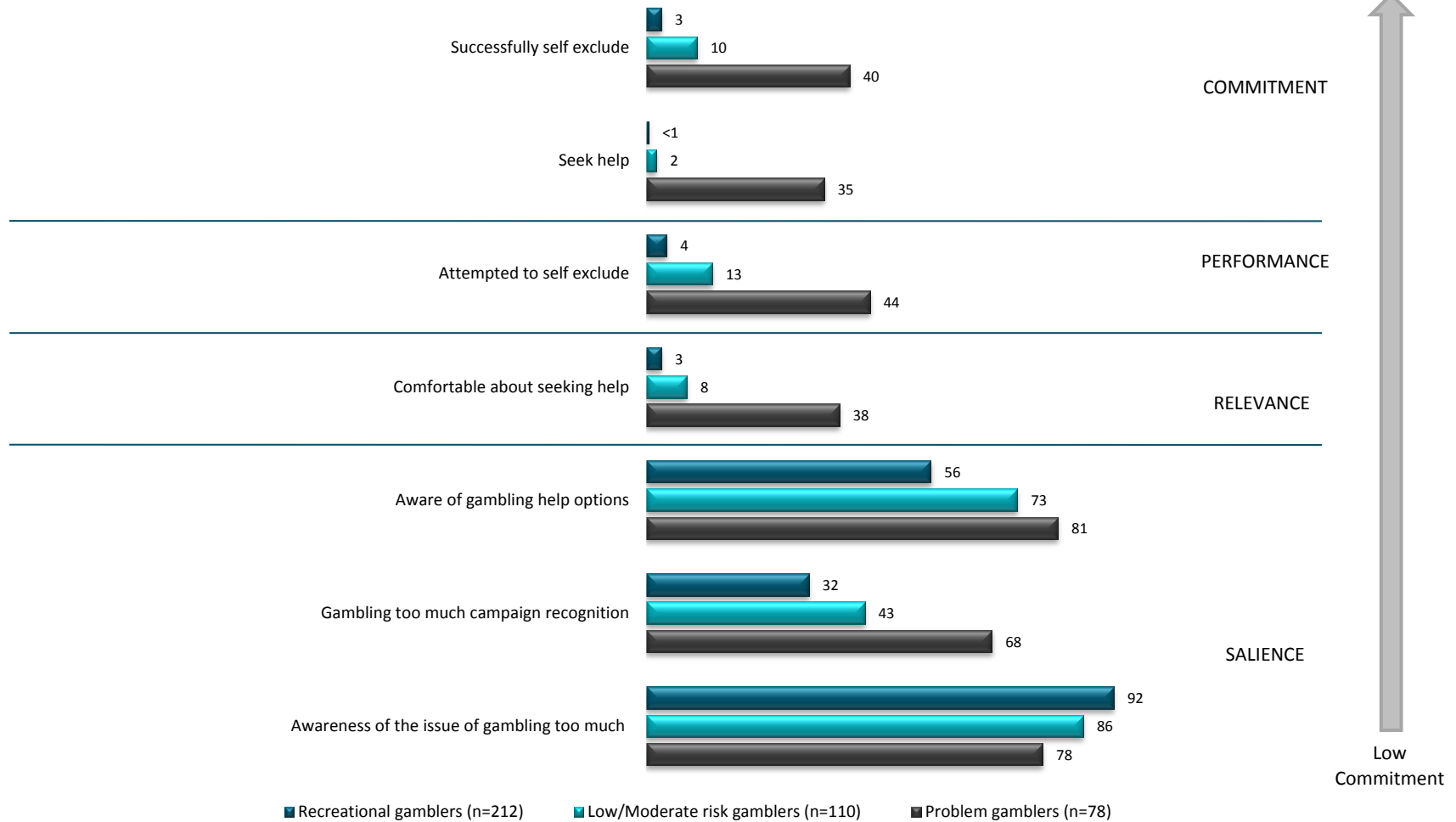
^Caution: small cell size.

2.6 Brand relationship

Commitment to change

% of respondents

Gamblers aged 18-54



Explanation of the Brand relationship chart

COMMITMENT

Commitment to change (the highest possible level of commitment) is measured by seeking help for gambling or self-excluding from gambling. 40% of problem gamblers have successfully self-excluded while 35% have sought help for gambling.

This level of commitment is comparatively high, but not unusual given the service's high quality, wide availability and free status. A lower score for 'commitment' in comparison with 'performance' is to be expected as the criteria for the 'commitment' score is more challenging.

PERFORMANCE

Performance (as measured by those who decided to gamble less often as a result of seeing the campaign) is high among problem gamblers (44%) followed by low/moderate risk gamblers (13%) and recreational gamblers (4%).

RELEVANCE

Relevance comprises two measures; aware of gambling help options and comfortable seeking help.

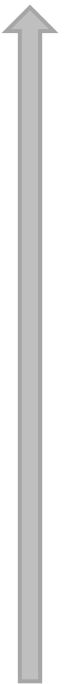
Awareness of gambling help options is high across segments, but highest among problem gamblers (81%), followed by low/moderate risk gamblers (73%) and recreational gamblers (56%). Pleasingly problem gamblers (38%) are the most comfortable segment seeking help.

SALIENCE

Salience encapsulates two measures: awareness of the issue of gambling too much and advertising awareness.

Advertising awareness scores are very high among problem gamblers (68%) followed by low/moderate risk gamblers (43%) and recreational gamblers (32%). However, recreational gamblers (92%) are more likely to agree that gambling too much leads to problems in other areas of your life (personal, financial, emotional etc.) than low/moderate risk gamblers (86%) or problem gamblers (78%).

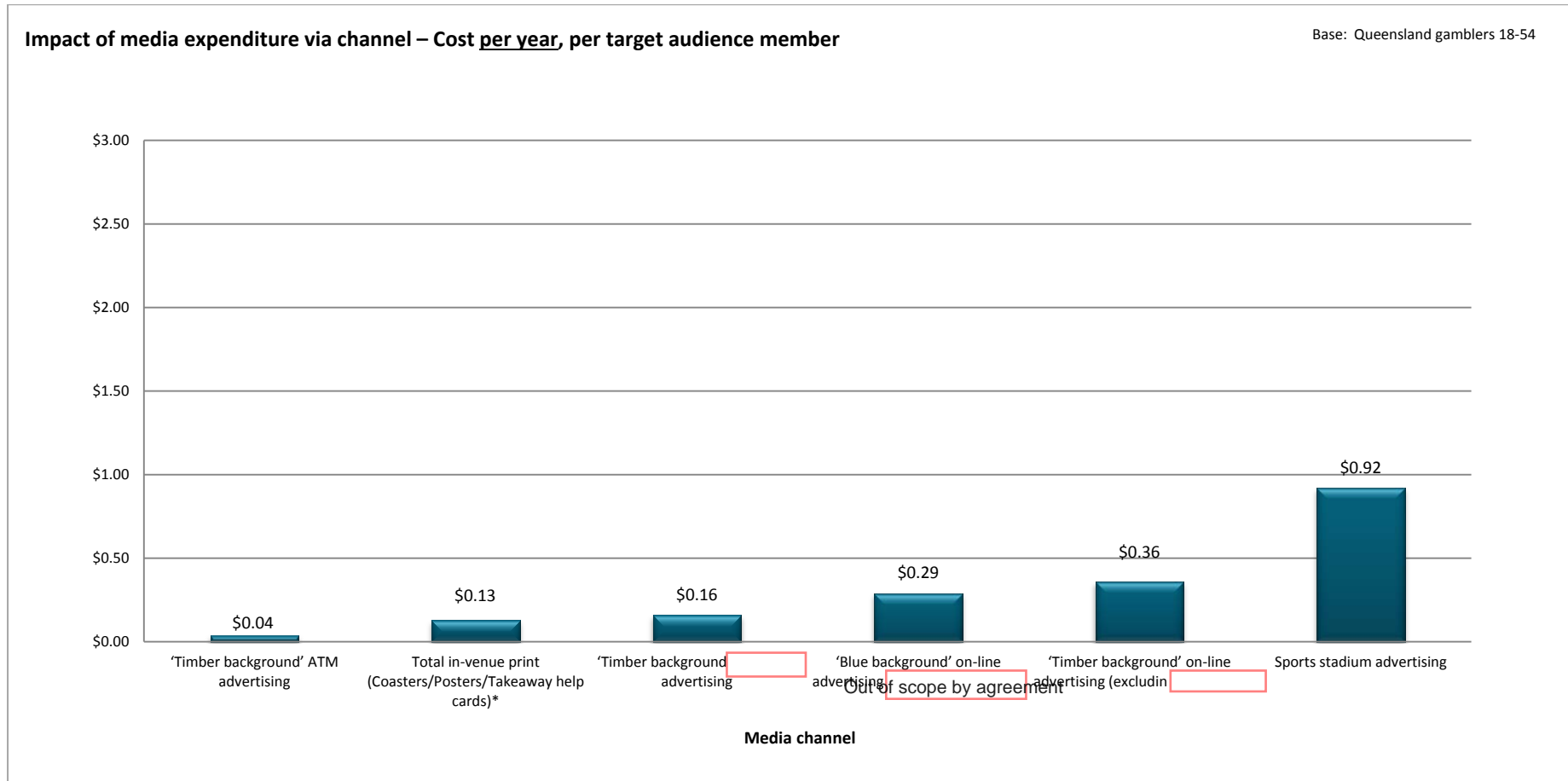
High
commitment



Low
commitment

2.7 Media Expenditure

The chart below shows the estimated annual return on investment for each media channel. Cost per target audience member was lowest for 'Timber background' ATM advertising (\$0.04/per person) followed by total in-venue print advertising (Coaster/Posters/Takeaway help cards) (\$0.13/per person). Sports stadium advertising was the most expensive per target audience member at \$0.92.



*The total cost over five years for the in-venue print component is estimated at \$0.67.

3.0 Overall campaign evaluation

3.1 Agreement with campaign messages

Q12. After seeing this campaign, how strongly do you agree or disagree with each of the following statements? Please rate your agreement with the following statements where 1 is disagree strongly and 7 is agree strongly.

The campaign successfully addresses the issue of stigma associated with problem gambling with the majority agreeing with the following statements after seeing the campaign:

- It's no surprise that some people experience gambling problems (81%)
- Anyone can become a problem gambler (81%)
- People can recover from problem gambling (80%)
- It's not embarrassing to get help for problem gambling (76%).

Results are consistent across different types of gamblers, the only exception being that recreational gamblers are more likely (81%) than low/moderate/problem gamblers (68%) to agree *it's not embarrassing to get help for problem gambling*.

Males aged 18-34 years are *less* likely than average to agree with the message that *it's no surprise that some people experience gambling problems* (74%, average 81%) or that *anyone can become a problem gambler* (75%, average 81%).

The tables following highlight significant differences between sub-groups.

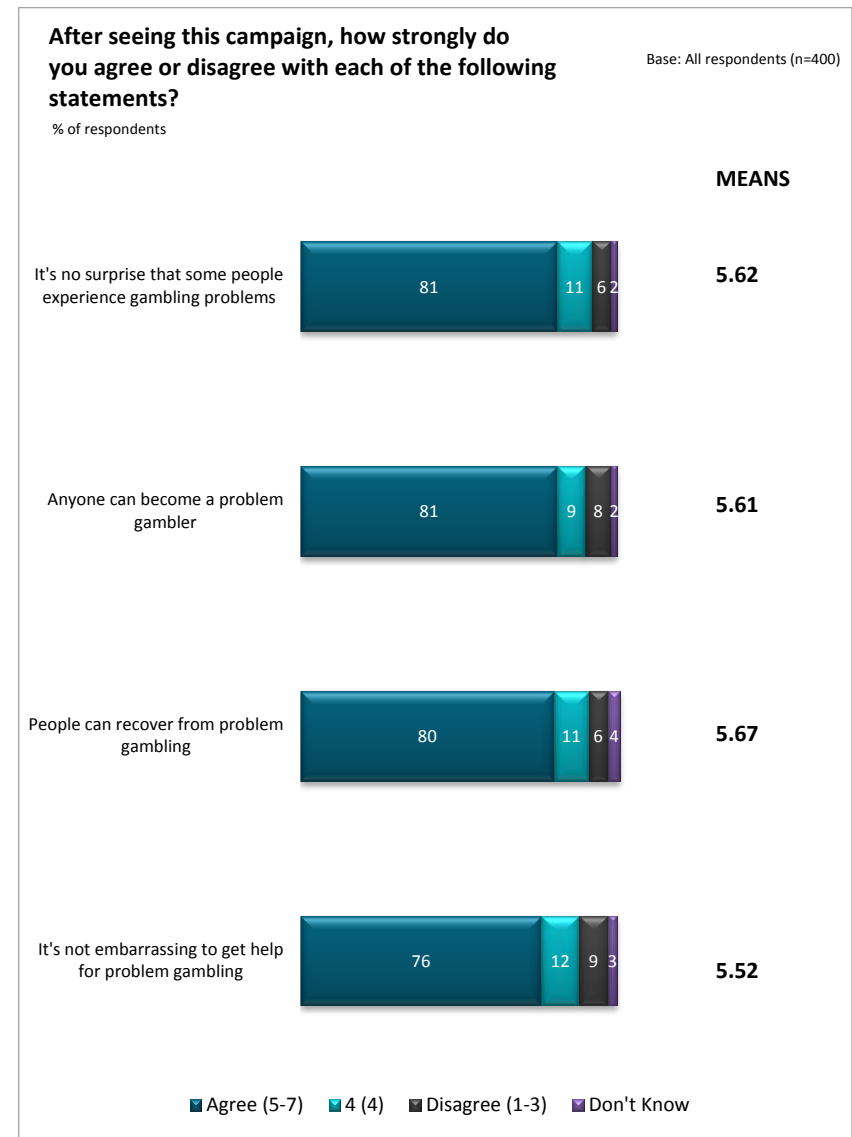


Table: Q12. After seeing this campaign, how strongly do you agree or disagree with each of the following statements? Please rate your agreement with the following statements where 1 is disagree strongly and 7 is agree strongly.

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents agreeing</i>																			
It's no surprise that some people experience gambling problems																			
SUB-TOTAL – Agree (5-7)	81	81	81	78	84	83	79	79	78	78	85	74	87	86	83	81	80	80	81
(4)	11	11	9	11	10	7	15	15	15	12	9	14	7	10	10	13	9	13	10
SUB-TOTAL – Disagree (1-3)	6	6	7	8	4	7	5	5	6	8	4	10	4	4	5	5	7	7	6
Don't Know	2	2	3	3	2	3	1	2		2	2	3	2	1	3	1	3		3
MEANS	5.62	5.6	5.68	5.49	5.81	5.73	5.51	5.64	5.33	5.48	5.83	5.32	5.8	5.78	5.85	5.66	5.6	5.55	5.64
Anyone can become a problem gambler																			
SUB-TOTAL – Agree (5-7)	81	80	83	79	83	80	81	80	82	79	83	75	86	86	80	84	78	88	79
(4)	9	10	8	11	7	8	10	8	13	11	7	13	7	8	6	10	9	7	10
SUB-TOTAL – Disagree (1-3)	8	9	6	9	7	9	7	9	5	8	9	10	7	5	10	6	10	5	9
Don't Know	2	2	3	2	2	2	2	3		2	2	3		1	4	1	3		3
MEANS	5.61	5.56	5.74	5.55	5.7	5.58	5.64	5.72	5.53	5.56	5.68	5.45	5.71	5.75	5.65	5.79	5.48	5.87	5.54
People can recover from problem gambling																			
SUB-TOTAL – Agree (5-7)	80	79	83	79	80	82	77	81	72	82	77	79	80	87	74	75	83	82	79
(4)	11	11	8	12	9	7	15	11	21	11	10	13	11	8	9	17	6	10	11
SUB-TOTAL – Disagree (1-3)	6	7	3	6	5	6	5	5	6	5	6	6	6	4	6	4	7	6	5
Don't Know	4	3	6	3	6	6	3	4	1	2	7	3	4	1	11	4	4	2	5
MEANS	5.67	5.61	5.86	5.68	5.67	5.83	5.51	5.63	5.34	5.68	5.66	5.6	5.81	5.82	5.49	5.67	5.67	5.68	5.67
It's not embarrassing to get help for problem gambling																			
SUB-TOTAL – Agree (5-7)	76	75	77	75	77	81	70	68	73	75	77	72	80	80	75	74	77	76	76
(4)	12	13	10	11	13	8	16	15	18	14	10	13	7	14	13	16	9	13	12
SUB-TOTAL – Disagree (1-3)	9	9	7	11	6	7	11	13	9	8	9	11	11	5	8	9	9	11	8
Don't Know	3	2	5	3	3	4	3	5		3	4	4	2	1	5	1	5		4
MEANS	5.52	5.48	5.64	5.44	5.64	5.78	5.23	5.24	5.23	5.45	5.63	5.36	5.59	5.61	5.67	5.57	5.49	5.51	5.53

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q12. After seeing this campaign, how strongly do you agree or disagree with each of the following statements? Please rate your agreement with the following statements where 1 is disagree strongly and 7 is agree strongly – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
<i>% of respondents</i>															
It's no surprise that some people experience gambling problems															
SUB-TOTAL – Agree (5-7)	83	81	85	81	84	81	84	76	86	87	82	87	81	72	84
(4)	7	8	6	7	7	7	7	9	4	6	9	7	7	13	6
SUB-TOTAL – Disagree (1-3)	7	7	7	8	6	7	7	9	6	6	7	6	8	16	6
Don't Know	3	4	3	5	2	4	3	6	4	2	2		5		4
MEANS	5.73	5.71	5.76	5.72	5.73	5.67	5.78	5.61	5.85	5.73	5.73	5.90	5.64	5.31	5.80
People can recover from problem gambling															
SUB-TOTAL – Agree (5-7)	82	81	85	83	81	86	78	83	84	89	73	85	81	84	82
(4)	7	6	7	7	6	8	5	9	4	8	5	9	6	6	7
SUB-TOTAL – Disagree (1-3)	6	8	1	5	6	4	8	4	6	4	9	1	8	6	6
Don't Know	6	5	7	5	6	2	10	4	6		13	4	6	3	6
MEANS	5.83	5.74	6	5.98	5.68	5.93	5.71	5.98	5.98	5.89	5.45	6.13	5.68	5.90	5.81
It's not embarrassing to get help for problem gambling															
SUB-TOTAL – Agree (5-7)	81	81	82	78	84	81	81	78	78	85	84	87	79	84	81
(4)	8	9	7	8	9	11	6	9	6	13	5	7	9	9	8
SUB-TOTAL – Disagree (1-3)	7	7	6	10	4	5	9	7	12	2	5	4	8	6	7
Don't Know	4	3	6	5	3	3	5	6	4		5	1	5		4
MEANS	5.78	5.77	5.79	5.69	5.86	5.76	5.8	5.76	5.62	5.75	5.96	6.09	5.63	5.97	5.74
Anyone can become a problem gambler															
SUB-TOTAL – Agree (5-7)	80	78	85	80	81	83	77	80	80	87	75	88	77	81	80
(4)	8	9	7	9	8	7	10	7	10	8	9	6	10	9	8
SUB-TOTAL – Disagree (1-3)	9	10	7	10	8	7	11	9	10	4	13	6	10	9	9
Don't Know	2	3	1	2	3	3	2	4		2	4		3		3
MEANS	5.58	5.52	5.7	5.61	5.56	5.76	5.41	5.73	5.49	5.79	5.33	5.94	5.41	5.78	5.55

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q12. After seeing this campaign, how strongly do you agree or disagree with each of the following statements? Please rate your agreement with the following statements where 1 is disagree strongly and 7 is agree strongly – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
% of respondents																	
Anyone can become a problem gambler																	
SUB-TOTAL – Agree (5-7)	81	81	79	78	87	80	82	75	93	72	94	84	92	81	81	92	77
(4)	10	10	10	12	5	8	13	14	2	15	3	10		12	8	6	12
SUB-TOTAL – Disagree (1-3)	7	8	5	8	5	9	5	9	3	10	3	6	4	6	9	2	9
Don't Know	2	1	5	2	2	3		2	2	2			4	1	2		2
MEANS	5.64	5.59	5.81	5.5	5.98	5.72	5.53	5.39	6.17	5.3	6.03	5.68	6.39	5.69	5.58	5.92	5.53
It's no surprise that some people experience gambling problems																	
SUB-TOTAL – Agree (5-7)	79	80	74	77	84	79	78	75	86	72	89	84	83	78	80	84	77
(4)	15	15	15	15	15	15	15	16	12	16	11	16	13	16	14	14	15
SUB-TOTAL – Disagree (1-3)	5	5	8	8		5	6	8		10				5	6	2	7
Don't Know	1	1	3	1	2	2		1	2	1			4	1	1		1
MEANS	5.51	5.51	5.53	5.32	5.98	5.64	5.33	5.34	5.9	5.16	5.74	5.87	6.13	5.51	5.52	5.71	5.44
People can recover from problem gambling																	
SUB-TOTAL – Agree (5-7)	77	77	79	76	80	81	72	78	75	77	74	84	75	69	86	80	76
(4)	15	16	10	16	13	11	21	13	19	14	20	10	17	22	7	12	16
SUB-TOTAL – Disagree (1-3)	5	5	5	7	2	5	6	6	3	7	6	3		5	6	6	5
Don't Know	3	2	5	2	5	4	1	2	3	2		3	8	4	1	2	3
MEANS	5.51	5.49	5.59	5.45	5.65	5.63	5.34	5.47	5.6	5.4	5.6	5.7	5.59	5.38	5.66	5.54	5.5
It's not embarrassing to get help for problem gambling																	
SUB-TOTAL – Agree (5-7)	70	70	69	73	64	68	73	70	71	69	83	71	54	66	75	71	70
(4)	16	16	15	14	22	15	18	16	17	15	9	16	29	21	10	16	16
SUB-TOTAL – Disagree (1-3)	11	11	10	11	11	13	9	12	10	12	9	10	13	12	10	14	10
Don't Know	3	2	5	2	4	5		3	2	3		3	4	1	5		4
MEANS	5.23	5.21	5.35	5.25	5.21	5.24	5.23	5.19	5.33	5.14	5.54	5.37	5	5.22	5.25	5.22	5.24

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

3.2 Suggested improvements

Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included?

In terms of suggested improvements to the campaign, respondents most commonly call for a more emotive approach, one that focuses on the impact gambling can have on the family and friends of the individual (15%).

Other common suggested improvements are to:

- make the campaign messages easier to understand (It's hard to understand/not easy to get the message/make them explicit/direct) (11%)
- reconsider the use of the two flies (I don't like the graphics of the flies/get rid of the fly/two flies on a wall doesn't make sense) (9%)
- incorporate a more vibrant/attention grabbing/eye-catching style (8%).

Females (20%) are more likely than males (12%) to suggest the campaign could be improved by focusing more on the impact gambling can have on the entire family and friends of the individual. While not statistically significant, males 18-34 years are the sub-group most likely to call for easier to understand message (15%, 11% average).

Problem gamblers (37%) are more likely than average (27%) to make no suggestions for campaign improvement.

All sub-group differences are highlighted in the following tables.

Suggested improvements

Base: All respondents (n=400)

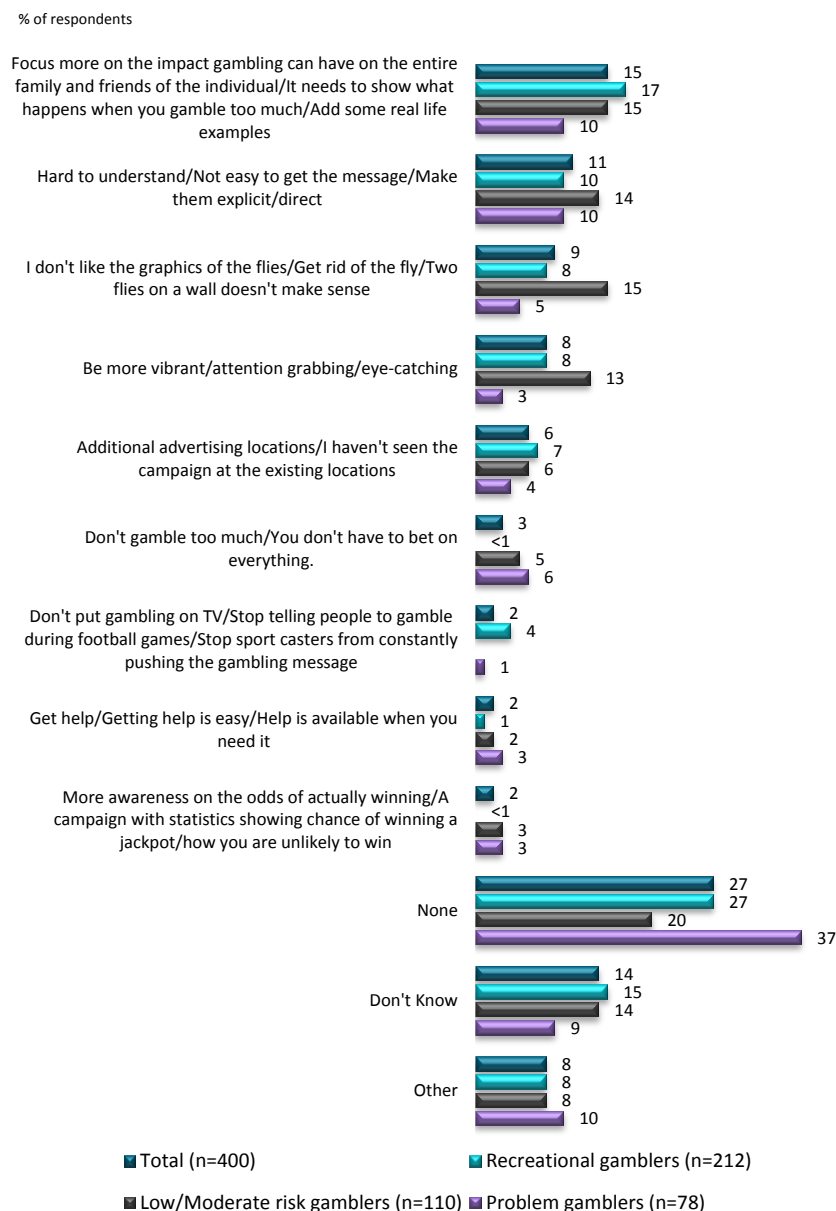


Table: Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		<i>% of respondents</i>																	
Focus more on the impact gambling can have on the entire family and friends of the individual/It needs to show what happens when you gamble too much/Add some real life examples	15	15	17	12	20	17	13	15	10	17	12	13	10	25	15	17	14	18	15
Hard to understand/Not easy to get the message/Make them explicit/direct	11	12	10	13	9	10	12	14	10	13	9	15	8	10	9	10	12	13	11
I don't like the graphics of the flies/Get rid of the fly/Two flies on a wall doesn't make sense	9	9	10	8	10	8	11	15	5	11	6	10	5	13	8	10	8	12	8
Be more vibrant/attention grabbing/eye-catching	8	9	5	6	11	8	9	13	3	9	7	7	5	13	9	7	9	7	9
Additional advertising locations (such as television, bus stops, shopping centres, ATMs, Big LED billboards, cinemas, newsagents, websites/YouTube Ads/Google Ads, flyers/letterbox drops, radio ads, emails, social media, sporting events)/I haven't seen the campaign at the existing locations	6	6	5	8	4	7	5	6	4	7	5	9	6	4	4	5	6	5	6
Don't gamble too much/You don't have to bet on everything.	3	3	3	4	1	*	5	5	6	3	2	5	2	1	1	4	2	5	2
Don't put gambling on TV/Stop telling people to gamble during football games/Stop sport casters from constantly pushing the gambling message	2	2	3	2	3	4	1		1	1	4	1	2		6	2	2	5	2
Get help/Getting help is easy/Help is available when you need it	2	2		1	2	1	2	2	3	2	1	2		2	1	2	1		2
More awareness on the odds of actually winning/A campaign with statistics showing chance of winning a jackpot/how you are unlikely to win	2	1	2	1	2	*	3	3	3	1	2	1	1	1	3	1	2	2	1

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents

Table: Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included? (Continued)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		% of respondents																	
Different ads/content/Presenting a couple of different messages instead of just the one	1	1	1	1	1	1	1	2		2	1	2		1	1	1	1		2
Better imagery/Better use of gambling imagery to tie the message to the issue/Images could be more relevant to gambling	1	1		2		1	1		3	1	1	2	1			2		1	1
Include more words of encouragement to people who gamble that they can recover/get help	1	1		*	2	*	2	3		1	1	1		2	1	1	1	1	1
Direct an ad at family or friends on how to help someone with a gambling problem/somewhere they can go if they think loved ones have this issue	1	1	2	1	1	1	1	1		1	1	1	1	2		1	1		1
Make the contact details/helpline a little more prominent/obvious/bigger	1	1	1	1	1	1	1	1		1	1		2	2		1	1		1
Help people identify what problem gambling is/if they have a problem/Show examples/symptoms of problem gambling	1	1		1	1	1	1	1		*	1	1	1		1	1	1		1
None	27	27	28	25	30	27	27	20	37	23	33	24	29	23	38	24	30	28	27
Don't Know	14	12	16	14	13	15	12	14	9	12	16	11	18	13	14	13	14	8	15
Other	8	8	10	9	7	8	9	8	10	8	9	8	12	8	5	10	7	12	7

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents.

Table: Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
						% of respondents											
Focus more on the impact gambling can have on the entire family and friends of the individual/It needs to show what happens when you gamble too much/Add some real life examples	17	15	21	12	22	21	13	11	12	30	14	25	13	25	16		
Hard to understand/Not easy to get the message/Make them explicit/direct	10	11	10	13	8	12	9	17	8	8	9	9	11	16	9		
Be more vibrant/attention grabbing/eye-catching	8	11	1	6	10	8	8	7	4	9	11	9	8	6	8		
I don't like the graphics of the flies/Get rid of the fly/Two flies on a wall doesn't make sense	8	7	8	8	7	9	6	9	6	9	5	12	6	13	7		
Additional advertising locations (such as television, bus stops, shopping centres, ATMs, Big LED billboards, cinemas, newsagents, websites/Youtube Ads/Google Ads, flyers/letterbox drops, radio ads, emails, social media, sporting events)/I haven't seen the campaign at the existing locations	7	7	6	11	3	9	4	13	8	6		4	8	3	7		
Don't put gambling on TV/Stop telling people to gamble during football games/Stop sport casters from constantly pushing the gambling message	4	4	4	3	5	2	6	4	2		9	4	3	9	3		
Direct an ad at family or friends on how to help someone with a gambling problem/somewhere they can go if they think loved ones have this issue	1	1	1	1	2	2	1		2	4		1	1		2		
Different ads/content/Presenting a couple of different messages instead of just the one	1	2		2	1	3		4		2		1	1		2		
Make the contact details/helpline a little more prominent/obvious/bigger	1	1	1	1	2	2	1		2	4		1	1		2		
Better imagery/Better use of gambling imagery to tie the message to the issue/Images could be more relevant to gambling	1	1		2		1	1	2	2			3		3	1		
Get help/Getting help is easy/Help is available when you need it	1	1		1	1	2		2		2		1	1		1		
Help people identify what problem gambling is/if they have a problem/Show examples/symptoms of problem gambling	1	1		2		1	1	2	2			1	1		1		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included? – By gambling profile – Recreational gamblers (Continued)

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Don't gamble too much/You don't have to bet on everything.	*	1		1			1		2			1			1
Include more words of encouragement to people who gamble that they can recover/get help	*	1			1	1				2		1		3	
More awareness on the odds of actually winning/A campaign with statistics showing chance of winning a jackpot/how you are unlikely to win	*	1			1		1				2	1			1
None	27	24	33	24	30	20	35	22	27	17	43	15	33	19	29
Don't Know	15	14	17	14	17	14	16	11	16	17	16	15	15	9	16
Other	8	6	10	10	6	7	8	7	12	8	4	7	8	13	7

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents.

Table: Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	<i>% of respondents</i>																
Focus more on the impact gambling can have on the entire family and friends of the individual/It needs to show what happens when you gamble too much/Add some real life examples	13	14	10	12	16	15	10	15	10	14	6	16	17	12	15	14	13
Hard to understand/Not easy to get the message/Make them explicit/direct	12	13	10	13	11	14	10	14	8	14	9	13	8	10	15	12	12
I don't like the graphics of the flies/Get rid of the fly/Two flies on a wall doesn't make sense	11	10	13	8	16	15	5	12	7	10	3	19	13	9	13	12	10
Be more vibrant/attention grabbing/eye-catching	9	7	13	7	13	13	3	10	5	7	6	19	4	5	13	8	9
Additional advertising locations (such as television, bus stops, shopping centres, ATMs, Big LED billboards, cinemas, newsagents, websites/Youtube Ads/Google Ads, flyers/letterbox drops, radio ads, emails, social media, sporting events)/I haven't seen the campaign at the existing locations	5	5	5	5	5	6	4	5	7	6	3		13	6	5	6	5
Don't gamble too much/You don't have to bet on everything.	5	5	8	6	4	5	6	6	3	7	3	3	4	6	5	8	4
More awareness on the odds of actually winning/A campaign with statistics showing chance of winning a jackpot/how you are unlikely to win	3	2	5	2	4	3	3	2	3	2	3	3	4	1	5	4	2
Get help/Getting help is easy/Help is available when you need it	2	3		2	4	2	3	2	2	2		3	4	2	2		3
Include more words of encouragement to people who gamble that they can recover/get help	2	2		1	4	3		2	2	1		3	4	1	2		2
Different ads/content/Presenting a couple of different messages instead of just the one	1	1	3	1	2	2		1	2	1			4	1	1		1

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q11. Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included? – By gambling profile – Low/Moderate/Problem gamblers (Continued)

LOW/MODERATE/PROBLEM GAMBLERS																			
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER				
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	188	149	39	133	55	110	78	129	59	98	35	31	24 [^]	100	88	51	137		
								% of respondents											
Better imagery/Better use of gambling imagery to tie the message to the issue/Images could be more relevant to gambling	1	1		2			3	2		2				2			1		
Don't put gambling on TV/Stop telling people to gamble during football games/Stop sport casters from constantly pushing the gambling message	1	1		1			1		2		3			1		2			
Direct an ad at family or friends on how to help someone with a gambling problem/somewhere they can go if they think loved ones have this issue	1		3	1		1		1		1				1			1		
Help people identify what problem gambling is/if they have a problem/Show examples/symptoms of problem gambling	1	1			2	1			2				4		1		1		
Make the contact details/helpline a little more prominent/obvious/bigger	1	1		1		1			2		3				1		1		
None	27	30	18	26	29	20	37	26	29	24	31	32	25	30	24	33	25		
Don't Know	12	11	15	14	7	14	9	10	15	11	20	6	8	11	13	8	13		
Other	9	9	10	9	9	8	10	9	10	8	11	10	8	11	7	12	8		

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

3.3 Relevance of campaign channels

Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant.

Respondents rate posters in venues such as a hotel, club, TAB or casino as most relevant means for the 'Gambling too much?' campaign (57%).

The relevance of the other methods among respondents is as follows:

- Online advertising (51%)
- ATM screens (51%)

Out of scope by agreement

- Advertising (49%)
- Posters in a counsellors or doctors' office (48%)
- Electronic banner ads at a sports stadium (48%)
- Drink coasters (48%).

Among respondents, takeaway help cards/brochures (39%) are seen as the least relevant motivators for the 'Gambling too much?' campaign.

Problem gamblers rate all methods used for the 'Gambling too much?' campaign as more relevant than recreational or low/moderate risk gamblers.

Tables follow highlight significant differences between sub-groups.

Relevance of methods used for 'Gambling too much?' campaign

Mean on a scale of 7 where 1 is not relevant and 7 is very relevant
Base: All respondents (n=400)

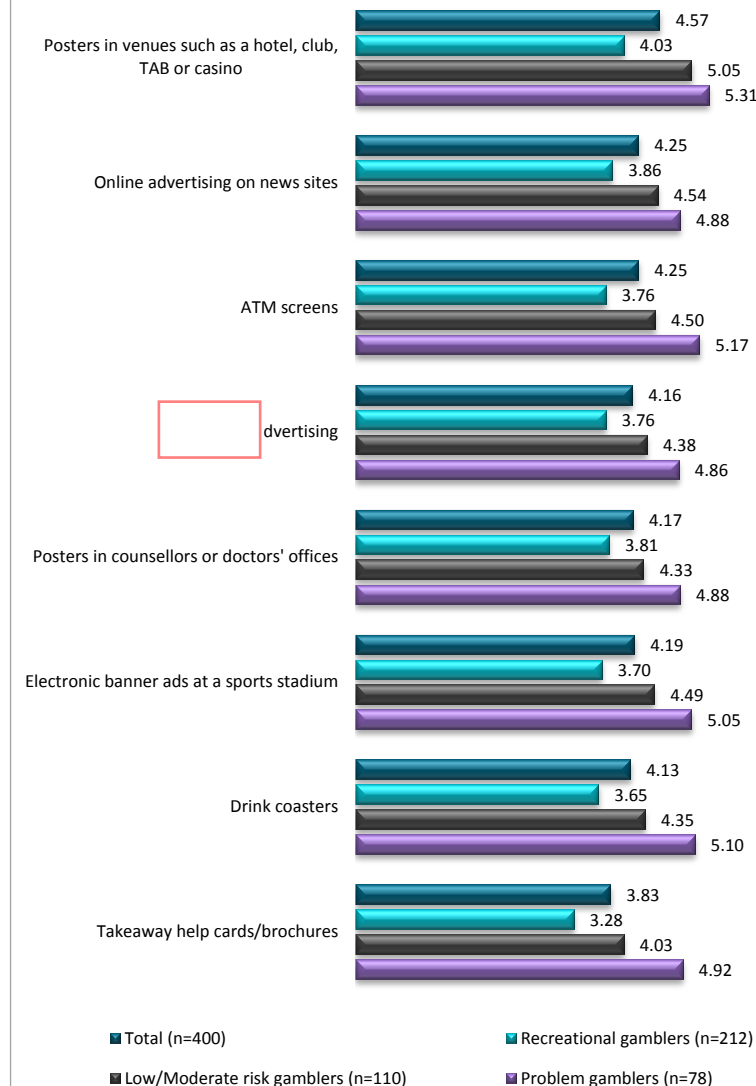


Table: Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant.

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents rating as relevant (5-7 out of 7)																			
Posters in venues such as a hotel, club, TAB or casino																			
SUB-TOTAL – Relevant (5-7)	57	58	51	57	56	44	70	64	79	60	52	59	54	62	50	66	50	69	53
(4)	13	11	19	14	12	13	13	14	13	13	13	13	15	12	11	13	13	14	13
SUB-TOTAL – Not Relevant (1-3)	28	29	27	27	30	40	15	21	8	25	34	25	30	24	38	19	35	16	32
Don't Know	2	2	3	3	2	3	1	2		3	1	3	1	2	1	2	3	1	3
MEANS	4.57	4.6	4.46	4.64	4.46	4.03	5.16	5.05	5.31	4.79	4.25	4.76	4.42	4.84	4.06	4.98	4.26	5.1	4.42
Online advertising on news sites																			
SUB-TOTAL – Relevant (5-7)	51	52	47	51	50	42	61	56	68	54	46	51	52	60	40	60	44	59	49
(4)	14	15	14	15	13	14	14	14	15	16	12	17	11	13	14	13	15	12	15
SUB-TOTAL – Not Relevant (1-3)	32	30	35	30	34	40	23	27	17	27	39	28	35	25	44	25	37	28	33
Don't Know	3	3	5	4	2	5	2	3		4	2	5	2	2	3	2	4	1	4
MEANS	4.25	4.31	4.1	4.31	4.17	3.86	4.69	4.54	4.88	4.44	3.99	4.32	4.28	4.63	3.69	4.67	3.95	4.68	4.14
ATM screens																			
SUB-TOTAL – Relevant (5-7)	51	51	52	50	52	39	65	58	74	55	46	51	49	62	43	60	44	65	47
(4)	14	13	15	15	12	14	13	10	18	15	12	17	11	12	13	13	14	14	14
SUB-TOTAL – Not Relevant (1-3)	33	34	29	32	33	43	20	29	8	27	41	29	38	23	44	25	38	19	36
Don't Know	3	2	4	3	2	4	2	3		3	2	3	2	4	1	2	3	1	3
MEANS	4.25	4.2	4.39	4.21	4.31	3.76	4.78	4.5	5.17	4.47	3.93	4.32	4.01	4.75	3.85	4.66	3.95	4.78	4.11
Out of scope by agreement																			
SUB-TOTAL – Relevant (5-7)	49	51	42	45	54	41	58	49	71	56	39	49	38	67	40	60	40	53	48
(4)	14	12	20	13	16	13	16	19	12	15	13	15	10	14	18	14	14	18	13
SUB-TOTAL – Not Relevant (1-3)	34	33	35	38	27	42	24	29	18	26	45	32	50	17	39	24	41	28	35
Don't Know	3	3	3	3	3	5	2	3		3	3	4	2	2	4	1	5	1	4
MEANS	4.16	4.21	4.01	3.92	4.49	3.76	4.58	4.38	4.86	4.51	3.64	4.18	3.45	5.1	3.84	4.72	3.74	4.48	4.07

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant. (Continued)

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents rating as relevant (5-7 out of 7)																			
Posters in counsellors or doctors' offices																			
SUB-TOTAL – Relevant (5-7)	48	50	43	50	46	39	59	52	68	50	46	51	46	46	46	54	44	52	47
(4)	15	15	17	15	16	16	14	14	15	16	14	14	15	19	13	17	14	23	13
SUB-TOTAL – Not Relevant (1-3)	33	33	35	32	35	40	26	32	17	31	37	30	36	31	39	26	39	24	36
Don't Know	3	3	5	3	3	5	2	3		4	2	4	2	4	3	3	3	1	4
MEANS	4.17	4.19	4.1	4.21	4.11	3.81	4.56	4.33	4.88	4.23	4.08	4.23	4.17	4.25	3.97	4.5	3.93	4.52	4.07
Electronic banner ads at sports stadium																			
SUB-TOTAL – Relevant (5-7)	48	50	41	50	45	37	60	55	68	50	45	51	49	49	40	59	39	55	46
(4)	15	15	16	17	13	15	15	14	18	16	15	16	17	14	13	15	15	17	15
SUB-TOTAL – Not Relevant (1-3)	34	33	38	31	40	44	23	29	14	31	39	29	33	35	45	23	42	27	36
Don't Know	3	2	5	3	2	4	2	3		3	2	4	1	2	3	2	3	1	3
MEANS	4.19	4.27	3.96	4.34	3.96	3.7	4.72	4.49	5.05	4.37	3.93	4.38	4.28	4.34	3.55	4.75	3.78	4.5	4.1
Drink coasters																			
SUB-TOTAL – Relevant (5-7)	48	49	45	48	48	39	59	52	69	51	44	50	45	54	43	56	42	53	47
(4)	15	14	18	18	11	13	18	16	19	17	13	19	17	12	10	17	14	24	13
SUB-TOTAL – Not Relevant (1-3)	33	34	32	31	37	44	21	28	12	28	41	27	38	30	44	23	40	22	36
Don't Know	3	3	5	3	4	4	2	4		4	2	4		5	4	4	3	1	4
MEANS	4.13	4.16	4.07	4.22	4.01	3.65	4.67	4.35	5.1	4.39	3.78	4.35	3.99	4.46	3.55	4.55	3.84	4.54	4.03
Takeaway help cards/Brochures																			
SUB-TOTAL – Relevant (5-7)	39	41	32	40	37	27	52	43	65	40	37	39	42	42	31	50	30	41	38
(4)	16	13	24	18	13	15	17	17	17	16	16	19	17	10	16	14	17	24	14
SUB-TOTAL – Not Relevant (1-3)	41	42	39	38	45	51	29	37	18	40	43	38	38	43	48	32	47	34	43
Don't Know	4	4	5	3	5	7	2	3		4	4	3	4	6	5	3	5	1	5
MEANS	3.83	3.86	3.73	3.91	3.7	3.28	4.41	4.03	4.92	3.93	3.67	3.92	3.9	3.96	3.42	4.33	3.45	4.04	3.77

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant. – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
% of respondents rating as relevant (5-7 out of 7)															
Posters in venues such as a hotel, club, TAB or casino															
SUB-TOTAL – Relevant (5-7)	44	41	51	43	46	46	43	41	45	51	41	54	40	53	43
(4)	13	11	17	14	12	12	13	13	14	11	13	13	12	16	12
SUB-TOTAL – Not Relevant (1-3)	40	46	28	40	39	37	42	41	39	34	45	30	44	28	42
Don't Know	3	3	4	4	3	5	2	6	2	4	2	3	3	3	3
MEANS	4.03	3.82	4.43	4.08	3.98	4.3	3.76	4.25	3.9	4.35	3.64	4.52	3.8	4.55	3.94
Online advertising on news sites															
SUB-TOTAL – Relevant (5-7)	42	40	44	42	41	47	36	43	41	51	32	51	37	34	43
(4)	14	16	11	16	13	17	11	19	12	15	11	13	14	19	13
SUB-TOTAL – Not Relevant (1-3)	40	40	39	37	42	31	49	31	43	30	54	31	43	44	39
Don't Know	5	4	6	6	4	6	4	7	4	4	4	4	5	3	5
MEANS	3.86	3.81	3.96	3.96	3.76	4.22	3.5	4.12	3.79	4.31	3.24	4.3	3.65	3.77	3.87
Advertising on billboards															
SUB-TOTAL – Relevant (5-7)	41	37	47	34	47	50	31	37	31	62	32	55	34	38	41
(4)	13	13	13	11	15	14	11	15	6	13	16	13	12	19	12
SUB-TOTAL – Not Relevant (1-3)	42	45	36	50	34	32	52	43	59	21	46	30	48	41	42
Don't Know	5	5	4	5	5	5	5	6	4	4	5	1	6	3	5
MEANS	3.76	3.6	4.07	3.38	4.13	4.3	3.21	3.78	2.94	4.82	3.45	4.44	3.43	3.81	3.75
ATM screens															
SUB-TOTAL – Relevant (5-7)	39	33	50	36	41	43	34	35	37	51	32	48	34	53	36
(4)	14	14	14	14	15	16	12	17	10	15	14	13	14	19	13
SUB-TOTAL – Not Relevant (1-3)	43	50	31	46	41	36	50	43	49	30	52	36	47	25	47
Don't Know	4	3	6	5	3	5	3	6	4	4	2	3	4	3	4
MEANS	3.76	3.51	4.26	3.69	3.83	4.09	3.44	3.88	3.49	4.29	3.4	4.14	3.59	4.26	3.68
Posters in counsellors or doctors' offices															
SUB-TOTAL – Relevant (5-7)	39	37	43	40	39	37	41	41	39	34	43	42	38	41	39
(4)	16	17	14	17	16	19	13	17	16	21	11	18	15	22	15
SUB-TOTAL – Not Relevant (1-3)	40	41	38	39	41	38	42	37	41	40	43	36	42	34	41
Don't Know	5	4	6	5	5	6	4	6	4	6	4	4	5	3	5
MEANS	3.81	3.73	3.96	3.89	3.73	3.9	3.71	4	3.77	3.8	3.67	3.97	3.73	3.9	3.79

Out of scope by agreement advertising

Table: Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant. – By gambling profile – Recreational gamblers (Continued)

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
<i>% of respondents rating as relevant (5-7 out of 7)</i>															
Drink coasters															
SUB-TOTAL – Relevant (5-7)	39	35	46	36	41	40	37	33	39	47	36	40	38	41	38
(4)	13	13	14	17	9	16	10	19	16	13	5	18	11	25	11
SUB-TOTAL – Not Relevant (1-3)	44	49	35	44	44	38	50	43	45	34	54	36	48	31	46
Don't Know	4	4	6	3	6	6	3	6		6	5	6	3	3	4
MEANS	3.65	3.5	3.96	3.72	3.58	3.99	3.31	3.82	3.61	4.16	3.04	3.87	3.55	4.03	3.58
Electronic banner ads at sports stadium															
SUB-TOTAL – Relevant (5-7)	37	37	36	40	34	36	38	37	43	34	34	51	30	44	36
(4)	15	15	15	15	16	17	13	15	14	19	13	12	17	13	16
SUB-TOTAL – Not Relevant (1-3)	44	45	43	42	47	43	46	43	41	43	50	33	50	41	45
Don't Know	4	3	6	4	4	5	3	6	2	4	4	4	3	3	4
MEANS	3.7	3.65	3.78	3.92	3.49	3.8	3.59	3.88	3.96	3.73	3.26	4.36	3.39	3.87	3.66
Takeaway help cards/Brochures															
SUB-TOTAL – Relevant (5-7)	27	27	26	29	25	28	26	28	31	28	21	33	24	22	28
(4)	15	11	24	17	14	13	17	15	18	11	16	13	16	25	13
SUB-TOTAL – Not Relevant (1-3)	51	56	43	49	54	52	50	52	45	53	55	48	53	50	52
Don't Know	7	6	7	6	7	7	7	6	6	8	7	6	7	3	7
MEANS	3.28	3.18	3.49	3.34	3.23	3.41	3.15	3.33	3.35	3.49	2.98	3.52	3.17	3.13	3.31

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant. – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
% of respondents rating as relevant (5-7 out of 7)																	
Posters in venues such as a hotel, club, TAB or casino																	
SUB-TOTAL – Relevant (5-7)	70	75	51	68	76	64	79	71	68	68	66	81	71	74	66	78	67
(4)	13	11	23	14	11	14	13	13	14	13	17	13	8	13	14	14	13
SUB-TOTAL – Not Relevant (1-3)	15	13	26	17	13	21	8	14	19	16	17	6	21	12	19	8	18
Don't Know	1	1		2		2		2		2				1	1		1
MEANS	5.16	5.33	4.51	5.06	5.38	5.05	5.31	5.18	5.1	5.03	5.14	5.65	5.04	5.28	5.01	5.43	5.05
ATM screens																	
SUB-TOTAL – Relevant (5-7)	65	67	56	61	75	58	74	64	66	59	66	81	67	69	60	73	62
(4)	13	12	18	16	7	10	18	15	10	17	11	6	8	13	14	12	14
SUB-TOTAL – Not Relevant (1-3)	20	19	26	22	16	29	8	19	24	21	23	10	25	17	24	16	22
Don't Know	2	2		2	2	3		2		2		3		1	2		2
MEANS	4.78	4.83	4.62	4.6	5.24	4.5	5.17	4.79	4.78	4.55	4.71	5.53	4.88	5.01	4.52	5.1	4.66
Online advertising on news sites																	
SUB-TOTAL – Relevant (5-7)	61	64	51	59	67	56	68	60	64	55	69	74	58	67	55	75	56
(4)	14	13	18	14	15	14	15	15	14	16	9	10	21	12	17	8	17
SUB-TOTAL – Not Relevant (1-3)	23	21	28	25	18	27	17	23	22	26	23	16	21	20	26	18	25
Don't Know	2	1	3	2		3		2		3				1	2		2
MEANS	4.69	4.77	4.37	4.57	4.96	4.54	4.88	4.61	4.85	4.43	4.94	5.16	4.71	4.92	4.42	5.24	4.48
Electronic banner ads at sports stadium																	
SUB-TOTAL – Relevant (5-7)	60	62	51	58	65	55	68	62	56	58	57	74	54	65	55	63	59
(4)	15	15	18	18	9	14	18	15	17	17	20	6	13	17	14	20	14
SUB-TOTAL – Not Relevant (1-3)	23	21	28	22	25	29	14	21	27	21	23	19	33	17	30	18	25
Don't Know	2	1	3	2		3		2		3				1	2		2
MEANS	4.72	4.84	4.29	4.67	4.85	4.49	5.05	4.83	4.51	4.65	4.71	5.35	4.21	5	4.41	4.88	4.66
Posters in counsellors or doctors' offices																	
SUB-TOTAL – Relevant (5-7)	59	62	44	57	62	52	68	60	56	57	57	68	54	63	53	59	58
(4)	14	12	23	14	16	14	15	14	15	13	14	16	17	16	13	24	11
SUB-TOTAL – Not Relevant (1-3)	26	24	31	27	22	32	17	24	29	27	29	16	29	19	33	18	28
Don't Know	2	1	3	2		3		2		3				2	1		2
MEANS	4.56	4.61	4.37	4.45	4.84	4.33	4.88	4.5	4.69	4.35	4.71	4.97	4.67	4.85	4.24	4.9	4.43

Table: Q13. The 'Gambling too much?' campaign appears in various ways (for example – posters, coasters, online ads, sports stadiums etc.) Please rate how relevant each of these are to you where 1 is not relevant and 7 is very relevant. – By gambling profile – Low/Moderate/Problem gamblers (Continued)

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
% of respondents rating as relevant (5-7 out of 7)																	
Drink coasters																	
SUB-TOTAL – Relevant (5-7)	59	63	44	58	62	52	69	60	56	59	54	65	58	67	50	61	58
(4)	18	15	26	19	15	16	19	17	19	19	17	10	21	16	19	24	15
SUB-TOTAL – Not Relevant (1-3)	21	19	28	21	22	28	12	19	25	18	29	23	21	15	28	16	23
Don't Know	2	2	3	2	2	4		3		3		3		2	2		3
MEANS	4.67	4.77	4.26	4.6	4.83	4.35	5.1	4.71	4.58	4.63	4.51	4.97	4.67	4.98	4.31	4.84	4.6
Facebook advertising																	
SUB-TOTAL – Relevant (5-7)	58	64	33	54	67	49	71	60	53	56	49	74	58	64	51	63	56
(4)	16	11	33	15	18	19	12	16	17	15	14	16	21	15	17	18	15
SUB-TOTAL – Not Relevant (1-3)	24	22	33	29	15	29	18	22	31	26	37	10	21	20	30	20	26
Don't Know	2	2		2		3		2		3				1	2		2
MEANS	4.58	4.77	3.9	4.33	5.18	4.38	4.86	4.68	4.37	4.4	4.14	5.55	4.71	4.9	4.22	4.88	4.47
Takeaway help cards/Brochures																	
SUB-TOTAL – Relevant (5-7)	52	54	44	49	60	43	65	50	56	46	57	65	54	62	41	53	52
(4)	17	15	26	20	11	17	17	18	15	21	14	6	17	15	19	24	15
SUB-TOTAL – Not Relevant (1-3)	29	29	31	30	27	38	18	29	29	31	29	26	29	22	38	24	31
Don't Know	2	2		2	2	3		2		2		3		1	2		2
MEANS	4.41	4.48	4.13	4.34	4.57	4.03	4.92	4.35	4.53	4.23	4.63	4.73	4.38	4.85	3.9	4.59	4.34

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

4.0 Gambling help services

4.1 Awareness of services

Q14. Before today, which, if any, of the following have you heard of?

65% of respondents have heard of at least one of Queensland's gambling help services (telephone help service, website or counselling service). More specifically:

- 55% have heard of the Gambling Helpline (described as a free, confidential telephone help service which operates 24/7 providing information, crisis support or referral to the nearest Gambling Help service for face-to-face counselling)
- 19% have heard of Gambling Help Online (described as a free, confidential national website that provides online professional counselling and email support 24/7. The website also has self-help tools to help identify and deal with problem gambling. The website is www.gamblinghelponline.org.au)
- 18% have heard of the Gambling Help service (described as a free, confidential face-to-face counselling service, which operates during business hours across Queensland providing assistance for individuals, groups and families).

Respondents classified as problem gamblers (81%), those aware of the 'Gambling too much?' campaign (84%) or those who have a family member or friend they suspect is a problem gambler (84%) are more likely than average (65%) to be aware of at least one of Queensland's gambling help services.

Tables following highlight significant differences between sub-groups.

Awareness of services

Base: All Respondents (n=400)

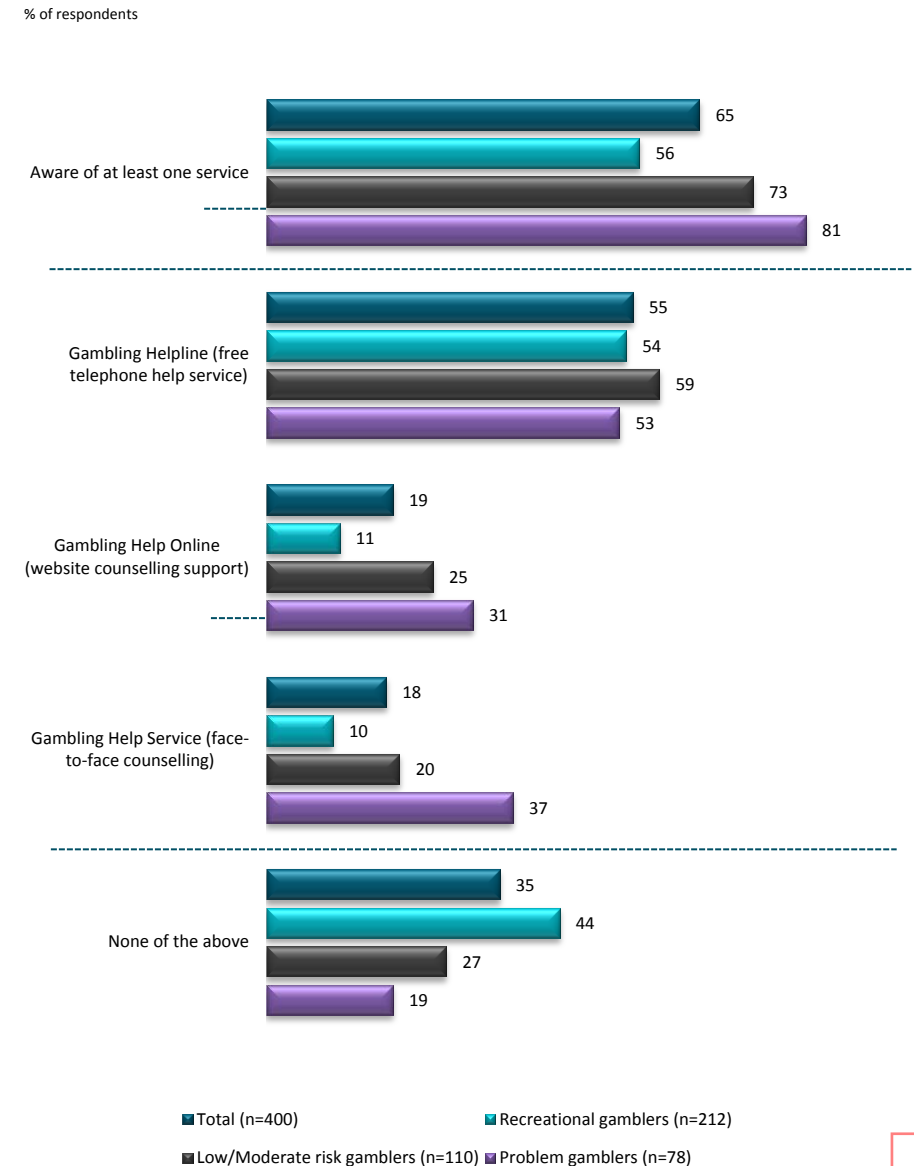


Table: Q14. Before today, which, if any, of the following have you heard of?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents</i>																			
SUB-TOTAL – Aware of at least one service	65	66	64	68	61	56	76	73	81	69	60	71	63	65	56	84	52	84	60
Gambling Helpline	55	53	60	56	53	54	56	59	53	56	54	56	57	55	51	72	43	71	51
Gambling Help Online	19	20	16	22	14	11	27	25	31	21	16	22	21	18	10	32	9	20	18
Gambling Help service	18	19	17	22	12	10	27	20	37	20	15	23	21	15	9	30	10	24	17
None of the above	35	34	36	32	39	44	24	27	19	31	40	29	37	35	44	16	48	16	40

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q14. Before today, which, if any, of the following have you heard of? By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER					
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
<i>% of respondents</i>																	
SUB-TOTAL – Aware of at least one service	56	54	60	51	60	59	52	50	53	68	52	85	42	84	51		
Gambling Helpline	54	51	58	50	58	56	51	46	53	66	50	82	41	81	49		
Gambling Help Online	11	11	13	9	14	12	10	6	12	19	9	24	6	13	11		
Gambling Help service	10	8	15	11	10	11	10	7	14	15	5	21	6	16	9		
None of the above	44	46	40	49	40	41	48	50	47	32	48	15	58	16	49		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q14. Before today, which, if any, of the following have you heard of? By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
SUB-TOTAL – Aware of at least one service	76	77	72	81	64	73	81	78	73	83	77	61	67	84	67	84	73
Gambling Helpline	56	54	64	62	44	59	53	55	59	61	63	35	54	65	47	65	53
Gambling Help Online	27	28	23	32	15	25	31	28	25	32	34	16	13	38	15	25	28
Gambling Help service	27	29	21	32	16	20	37	28	25	32	31	16	17	36	17	29	26
None of the above	24	23	28	19	36	27	19	22	27	17	23	39	33	16	33	16	27

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

4.2 Use of services

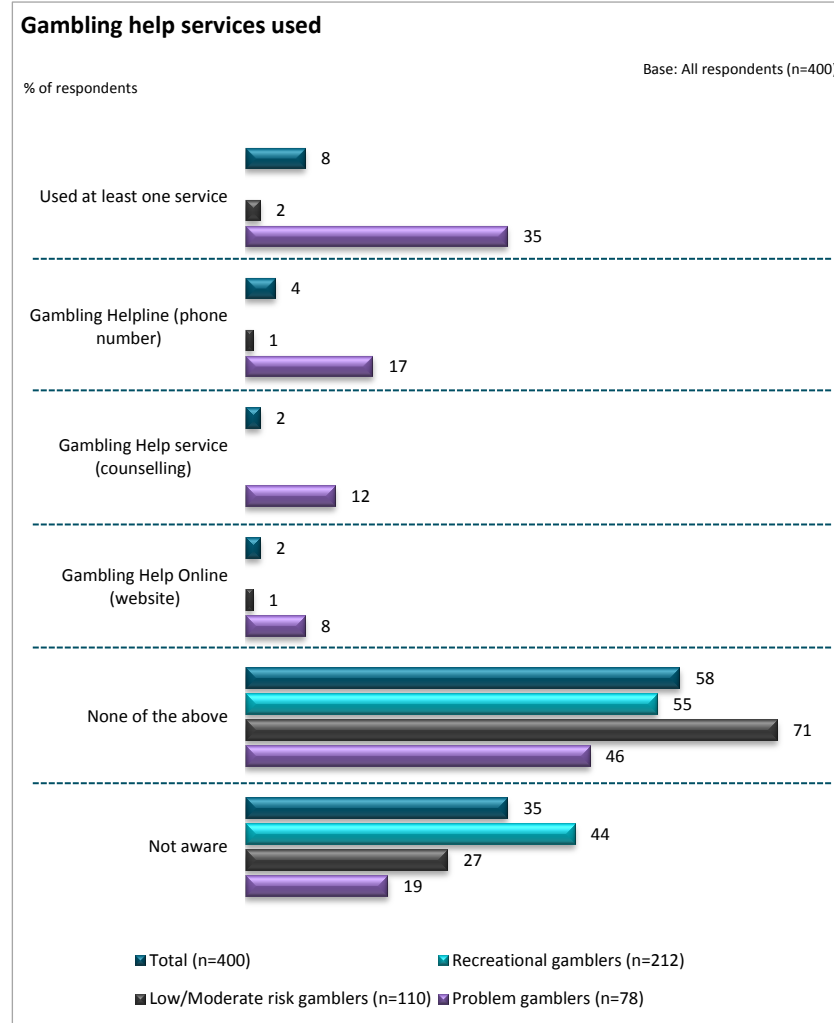
Q15. In the last 12 months, which, if any, of the following services have you used?

8% of respondents have used at least one of Queensland's gambling help services in the last 12 months (telephone helpline, counselling help service, online help website).¹ More specifically:

- 4% have used the Gambling Helpline (described as a free, confidential telephone help service which operates 24/7 providing information, crisis support or referral to the nearest Gambling Help service for face-to-face counselling)
- 2% have used the Gambling Help service (described as a free, confidential face-to-face counselling service, which operates during business hours across Queensland providing assistance for individuals, groups and families)
- 2% have used Gambling Help Online (described as a free, confidential national website that provides online professional counselling and email support 24/7. The website also has self-help tools to help identify and deal with problem gambling. The website is www.gamblinghelponline.org.au).

Those classified as problem gamblers (35%), males aged 18-34 years (14%), those aware of the 'Gambling too much?' campaign (12%) or those who have a family member or friend they suspect is a problem gambler (17%) are more likely than average (8%) to have used at least one of the gambling help services.

Tables following highlight significant differences between sub-groups.



¹ Result is consistent with studies that show fewer than 10% of people with gambling problems in any one year seek professional help for their gambling (Hing, Huske & Gainsbury, 2012).

Table: Q15. In the last 12 months, which, if any, of the following services have you used?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents																			
SUB-TOTAL – Used at least one service	8	9	3	11	2	*	15	2	35	10	4	14	6	2	3	12	4	17	5
Gambling Helpline	4	4	3	5	2	*	7	1	17	5	2	7	2	1	3	5	3	7	3
Gambling Help service	2	3		3	1		5		12	3	1	5	1	1		4	1	7	1
Gambling Help Online	2	2		3			4	1	8	2	1	3	2			4	*	4	1
None of the above	58	56	61	57	59	55	61	71	46	59	55	57	57	63	54	72	47	67	55
Not aware	35	34	36	32	39	44	24	27	19	31	40	29	37	35	44	16	48	16	40

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents.

Table: Q15. In the last 12 months, which, if any, of the following services have you used? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER					
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
% of respondents																	
SUB-TOTAL – Used at least one service	*		1		1		1				2		1		1		
Gambling Helpline	*		1		1		1				2		1		1		
Gambling Help service																	
Gambling Help Online																	
None of the above	55	54	58	51	59	59	51	50	53	68	50	85	41	84	50		
Not aware	44	46	40	49	40	41	48	50	47	32	48	15	58	16	49		

Bold figures are significantly different to the average at at least the 95% confidence level.

*Indicates less than 1% of respondents.

Table: Q15. In the last 12 months, which, if any, of the following services have you used? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
SUB-TOTAL – Used at least one service	15	18	5	20	5	2	35	18	10	21	14	6	4	20	10	27	11
Gambling Helpline	7	8	5	9	4	1	17	9	5	10	6	3	4	9	6	12	6
Gambling Help service	5	6		6	2		12	6	2	7	3	3		6	3	12	2
Gambling Help Online	4	5		5		1	8	4	3	5	6			6	1	6	3
None of the above	61	59	67	62	58	71	46	60	63	61	63	55	63	64	57	57	62
Not aware	24	23	28	19	36	27	19	22	27	17	23	39	33	16	33	16	27

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

4.3 Prompts to service use

Q15a. What prompted you to use the {telephone helpline, counselling help service, online help website} {service/services} in the past?

The most common prompts to accessing one of Queensland’s Gambling help services (telephone helpline, counselling help service, online help website) are:

- Seeing an ad at a venue (i.e. hotel, club, TAB or casino) (50%)
- Keyword searching (23%)
- Seeing an ad on social media (23%)
- Being on www.qld.gov.au for some other reason and noticed the link (20%).

There are no significant subgroup differences due to small cell sizes.

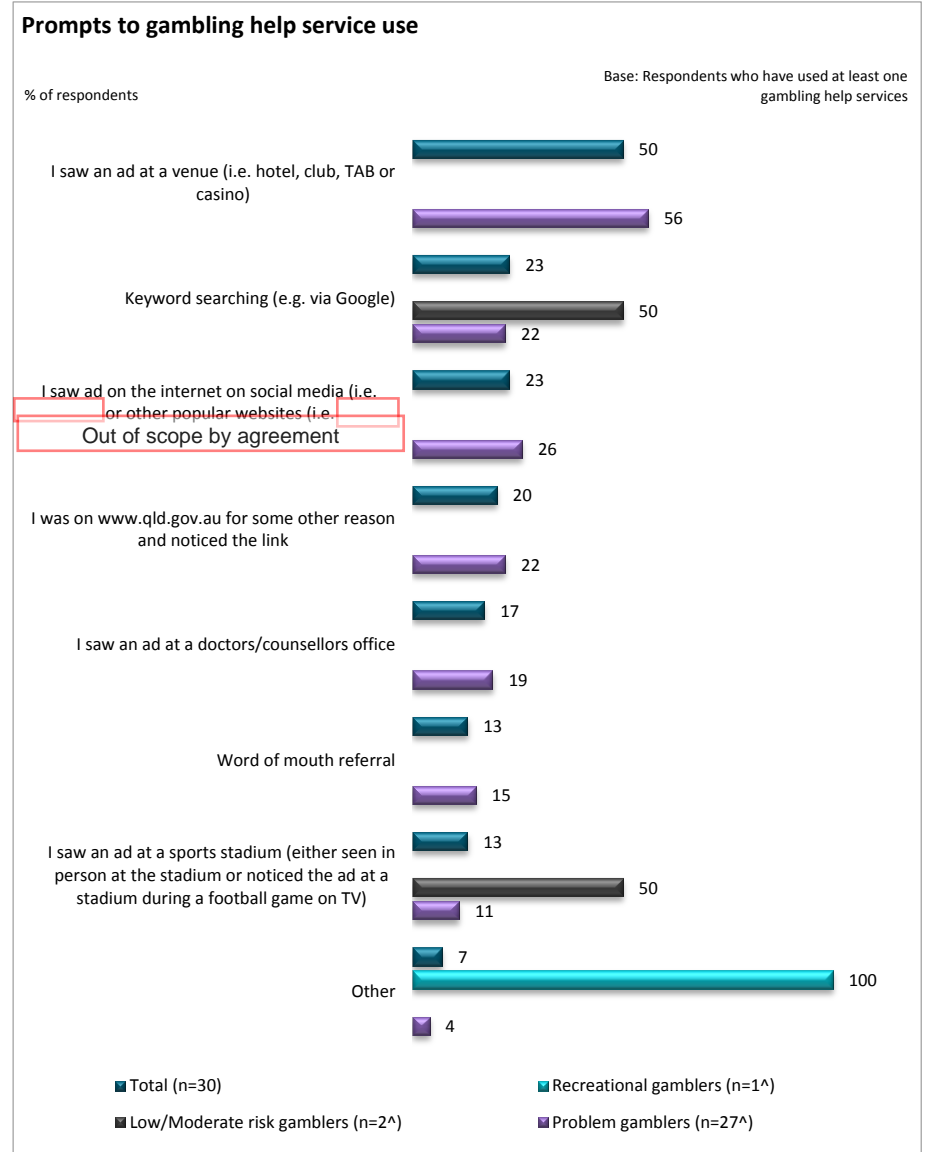


Table: Q15a. What prompted you to use the {Telephone helpline, counselling help service, online help website} {service/services} in the past?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: Respondents who have used at least one gambling help service.	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	30	27^	3^	26^	4^	1^	29^	2^	27^	23^	7^	21^	5^	2^	2^	20^	10^	14^	16^
% of respondents																			
I saw an ad at a venue (i.e. hotel, club, TAB or casino)	50	52	33	58			52		56	52	43	57	60			50	50	50	50
Keyword searching (e.g. via Google)	23	26		23	25		24	50	22	26	14	24	20	50		25	20	36	13
I saw an ad on the internet on social media (i.e. Out of scope by agreement or other popular websites (i.e. Out of scope by agreement)	23	26		27			24		26	22	29	24	40			25	20	21	25
I was on www.qld.gov.au for some other reason and noticed the link	20	22		23			21		22	22	14	24	20			20	20	29	13
I saw an ad at a doctors/counsellors office	17	19		15	25		17		19	17	14	14	20	50		25		14	19
Word of mouth referral	13	15		12	25		14		15	13	14	14		50		15	10	14	13
I saw an ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)	13	15		15			14	50	11	13	14	14	20			15	10	14	13
Other	7		67	4	25	100	3		4	4	14	5		50		20			13

^Caution: small cell size.

Table: Q15a. What prompted you to use the {Telephone helpline, counselling help service, online help website} {service/services} in the past? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																
Base: Recreational gamblers who have used at least one gambling help service.	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER				
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No	
	1^		1^		1^		1^					1^		1^		1^
% of respondents																
Other	100		100		100		100					100		100		100

^Caution: small cell size.

Table: Q15a. What prompted you to use the {Telephone helpline, counselling help service, online help website} {service/services} in the past? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: Low/Moderate/Problem gamblers who have used at least one gambling help service.	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	29 [^]	27 [^]	2 [^]	26 [^]	3 [^]	2 [^]	27 [^]	23 [^]	6 [^]	21 [^]	5 [^]	2 [^]	1 [^]	20 [^]	9 [^]	14 [^]	15 [^]
	% of respondents																
I saw an ad at a venue (i.e. hotel, club, TAB or casino)	52	52	50	58			56	52	50	57	60			50	56	50	53
Keyword searching (e.g. via Google)	24	26		23	33	50	22	26	17	24	20	50		25	22	36	13
I saw an ad on the internet on social media (i.e. Facebook or other popular websites (i.e. Out of scope by agreement)	24	26		27			26	22	33	24	40			25	22	21	27
I was on www.qld.gov.au for some other reason and noticed the link	21	22		23			22	22	17	24	20			20	22	29	13
I saw an ad at a doctors/counsellors office	17	19		15	33		19	17	17	14	20	50		25		14	20
Word of mouth referral	14	15		12	33		15	13	17	14			100	15	11	14	13
I saw an ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)	14	15		15		50	11	13	17	14	20			15	11	14	13
Other	3		50	4			4	4		5					11		7

[^]Caution: small cell size.

5.0 Indicators of problem gambling

5.1 Level of agreement with statement

Q16. Please rate your level of agreement with the following statement where 1 is strongly disagree and 7 is agree strongly. "Gambling too much leads to problems in other areas of your life (personal, financial, emotional etc.)"

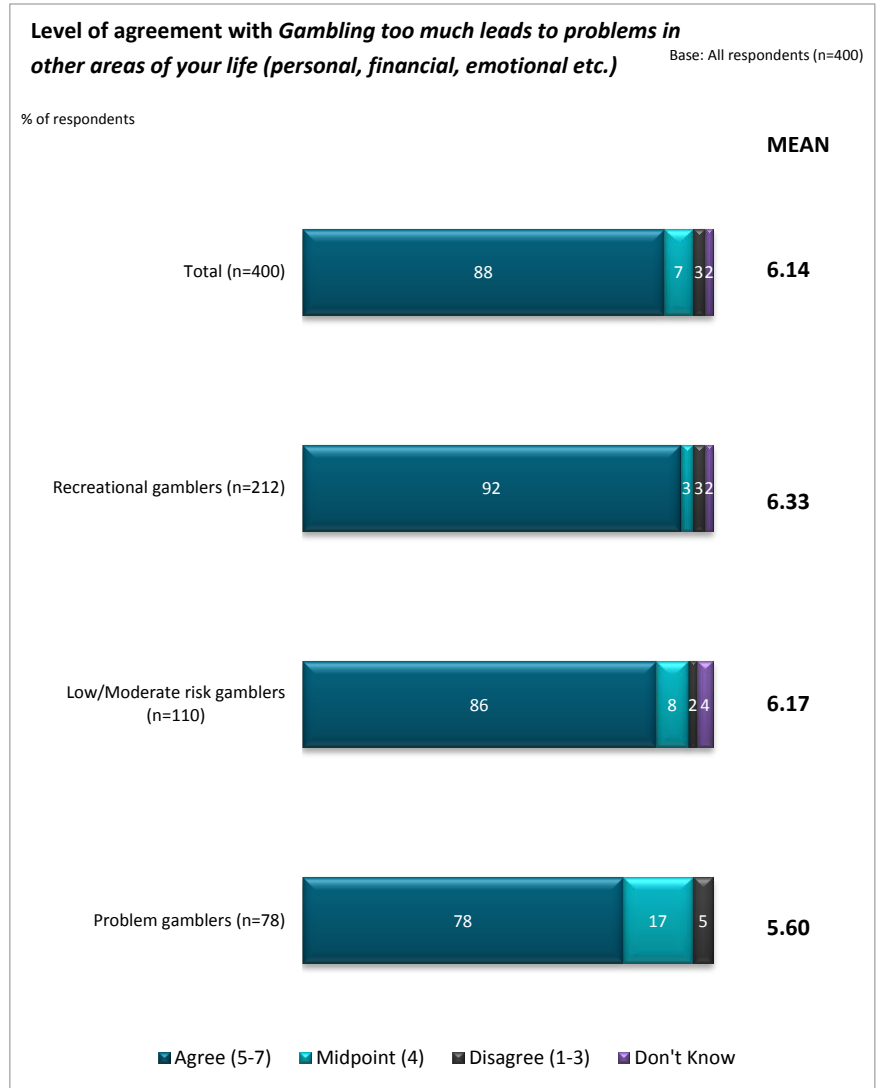
88% of respondents agree with the statement that gambling too much leads to problems in other areas of your life (personal, financial, emotional etc.)²

Agreement with the statement that gambling too much leads to problems in other areas of your life (personal, financial, emotional etc.) is higher than average among:

- Females (91%)
- Recreational gamblers (92%)
- Older respondents ages 35-54 years (91%).

Males (85%), particularly younger males (18-34 years 84%) or problem gamblers (78%) are less likely than average (88%) to agree with this statement.

Tables following highlight significant differences between sub-groups.



² Other research has found similar findings: The Victorian Adult Survey found that a majority of respondents believe problem gambling leads to large disruptions in work, study, relationships and the ability to live independently.

Table: Q16. Please rate your level of agreement with the following statement where 1 is strongly disagree and 7 is agree strongly.

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents																			
SUB-TOTAL- Agree (5-7)	88	88	86	85	91	92	83	86	78	85	91	84	87	87	96	86	89	92	86
(4)	7	7	7	9	4	3	12	8	17	9	4	10	7	8	10	5	6	7	7
SUB-TOTAL - Disagree (1-3)	3	3	4	4	2	3	3	2	5	3	4	3	5	2	3	2	4	2	3
Don't Know	2	2	4	3	2	2	2	4		3	1	3	1	2	1	2	3		3
MEANS	6.14	6.15	6.11	5.95	6.42	6.33	5.93	6.17	5.60	6.03	6.31	5.84	6.13	6.35	6.49	6.10	6.17	6.31	6.10

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q16. Please rate your level of agreement with the following statement where 1 is strongly disagree and 7 is agree strongly. – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER					
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
% of respondents																	
SUB-TOTAL- Agree (5-7)	92	93	89	88	94	91	92	89	88	92	96	94	90	100	90		
(4)	3	3	3	3	3	5	1	4	2	6		4	2		3		
SUB-TOTAL - Disagree (1-3)	3	3	4	5	2	2	5	2	8	2	2		5		4		
Don't Know	2	1	4	4	1	3	2	6	2		2	1	3		3		
MEANS	6.33	6.41	6.19	6.19	6.46	6.38	6.29	6.29	6.08	6.45	6.47	6.56	6.23	6.72	6.26		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q16. Please rate your level of agreement with the following statement where 1 is strongly disagree and 7 is agree strongly. – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24 [^]	100	88	51	137
	<i>% of respondents</i>																
SUB-TOTAL- Agree (5-7)	83	84	79	82	85	86	78	80	90	81	86	77	96	80	86	86	82
(4)	12	11	15	14	7	8	17	13	8	13	14	13		14	9	10	12
SUB-TOTAL - Disagree (1-3)	3	3	3	3	4	2	5	4	2	4		3	4	4	2	4	3
Don't Know	2	2	3	2	4	4		3		2		6		2	2		3
MEANS	5.93	5.92	5.97	5.76	6.34	6.17	5.6	5.74	6.34	5.6	6.2	6.17	6.54	5.8	6.08	6.06	5.88

Bold figures are significantly different to the average at at least the 95% confidence level.

[^]Caution: small cell size.

5.2 Perceptions of the signs of problem gambling

5.2.1 Perceptions of the signs of problem gambling - Unprompted

Q17. To the best of your knowledge, what are the signs of problem gambling?

Without prompting, the most commonly perceived signs of problem gambling reported by participants are:

- No money for food/bills/Spending all of your money gambling/Betting more than you can afford (42%)
- Anxiety/Anger/Seeming worried/Agitated/Upset (16%)
- Isolation/Becoming withdrawn from others/Family events/Social activities (14%)
- Becoming secretive about gambling/Hiding money spent/Lying (12%).

Recreational gambling respondents (48%) are more likely than average (42%) to report someone *spending all of their money on gambling/Betting more than they can afford* as a sign of problem gambling. Those classified as problem gamblers are less likely (26%) than average (42%) to view this type of behaviour as a sign of problem gambling.

Problem gambling respondents (13%) are more likely than average (5%) to report the *inability to control or stop gambling as a sign of problem gambling*.

Tables following highlight significant differences between sub-groups.

Perceptions of the signs of problem gambling - Unprompted

Base: All respondents (n=400)

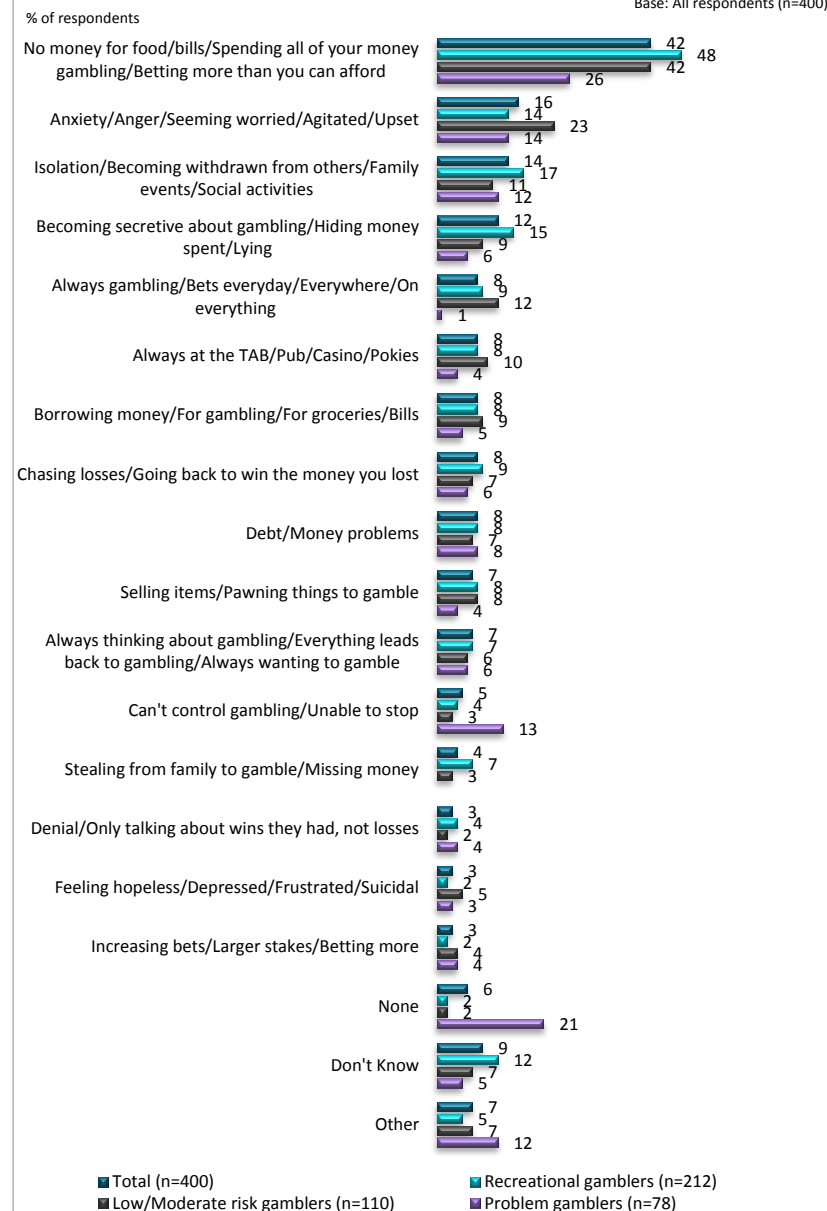


Table: Q17. To the best of your knowledge, what are the signs of problem gambling?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		% of respondents																	
No money for food/bills/Spending all of your money gambling/Betting more than you can afford	42	42	42	42	41	48	35	42	26	41	44	41	45	40	43	44	41	37	43
Anxiety/Anger/Seeming worried/Agitated/Upset	16	16	16	15	18	14	19	23	14	18	14	16	13	21	15	19	14	17	16
Isolation/Becoming withdrawn from others/Family events/Social activities	14	15	12	13	16	17	11	11	12	15	13	14	11	18	15	15	14	18	13
Becoming secretive about gambling/Hiding money spent/Lying	12	11	14	7	19	15	8	9	6	10	15	7	7	15	23	10	13	14	11
Always gambling/Bets everyday/Everywhere/On everything	8	10	5	6	12	9	7	12	1	10	5	7	4	15	8	9	8	10	8
Always at the TAB/Pub/Casino/Pokies	8	6	13	6	10	8	7	10	4	8	7	7	6	12	9	8	8	13	7
Borrowing money/For gambling/For groceries/Bills	8	8	8	7	9	8	7	9	5	9	7	8	6	11	8	8	8	16	6
Chasing losses/Going back to win the money you lost	8	9	5	10	5	9	7	7	6	9	7	10	11	7	3	8	8	6	9
Debt/Money problems	8	8	8	5	12	8	7	7	8	8	7	6	2	12	13	8	7	5	9
Selling items/Pawning things to gamble	7	7	8	6	10	8	6	8	4	7	8	7	4	7	13	8	7	8	7
Always thinking about gambling/Everything leads back to gambling/Always wanting to gamble	7	5	10	5	9	7	6	6	6	7	5	6	2	10	9	8	6	10	6
Can't control gambling/Unable to stop	5	5	5	5	6	4	7	3	13	5	6	3	8	8	4	8	3	8	4
Stealing from family to gamble/Missing money	4	5	2	3	7	7	2	3		4	5	3	1	5	9	4	5	2	5
Denial/Only talking about wins they had, not losses	3	2	5	3	4	4	3	2	4	3	4	2	5	4	4	4	3	10	2
Feeling hopeless/Depressed/Frustrated/Suicidal	3	3	5	4	2	2	4	5	3	3	4	4	4	1	4	6	1	4	3
Increasing bets/Larger stakes/Betting more	3	2	4	4	1	2	4	4	4	3	3	3	5	1	1	2	3	4	3
None	6	5	6	7	3	2	10	2	21	8	2	10	2	5	1	6	5	7	5
Don't Know	9	9	9	10	9	12	6	7	5	7	13	8	13	5	13	5	12	7	10
Other	7	7	6	7	7	5	9	7	12	8	6	7	7	10	5	8	6	7	7

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q17. To the best of your knowledge, what are the signs of problem gambling? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
No money for food/bills/Spending all of your money gambling/Betting more than you can afford	48	46	51	53	43	49	48	52	55	45	41	58	43	44	49
Isolation/Becoming withdrawn from others/family events/social activities	17	19	14	17	17	22	11	24	8	21	14	16	17	28	15
Becoming secretive about gambling/Hiding money spent/Lying	15	14	18	8	22	12	18	9	6	15	29	16	14	22	14
Anxiety/Anger/Seeming worried/agitated/upset	14	13	15	14	14	15	12	13	14	17	11	16	12	13	14
Chasing losses/Going back to win the money you lost	9	10	7	15	4	10	8	13	16	8		9	9	6	9
Always gambling/Bets everyday/everywhere/on everything	9	11	4	4	14	11	7	4	4	19	9	9	9	9	9
Borrowing money/for gambling/for groceries/bills	8	8	10	8	9	12	5	13	2	11	7	9	8	16	7
Always at the TAB/pub/casino/pokies	8	6	14	6	11	9	8	6	6	13	9	7	9	16	7
Debt/Money problems	8	8	8	6	10	11	5	9	2	13	7	9	8	6	8
Selling items/pawning things to gamble	8	7	10	8	8	8	8	11	4	6	11	10	7	9	8
Stealing from family to gamble/Missing money	7	9	3	4	9	6	8	6	2	6	13	4	8	3	7
Always thinking about gambling/Everything leads back to gambling/Always wanting to gamble	7	6	8	3	10	8	5	4	2	13	7	7	6	9	6
Denial/Only talking about wins they had, not losses	4	3	6	3	5	4	4	2	4	6	4	7	2	13	2
Can't control gambling/Unable to stop	4	4	4	3	5	3	5		6	6	4	6	3	9	3
Feeling hopeless/depressed/frustrated/suicidal	2	2	3	2	3	2	3	2	2	2	4	4	1	3	2
Increasing bets/Larger stakes/Betting more	2	1	3	3	1	1	3		6	2		1	2		2
None	2	1	4	2	2	3	1	4		2	2		3		2
Don't Know	12	14	8	14	10	9	14	13	14	6	14	6	14	6	13
Other	5	5	6	4	6	5	6	2	6	8	5	6	5	9	4

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q17. To the best of your knowledge, what are the signs of problem gambling? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
No money for food/bills/Spending all of your money gambling/Betting more than you can afford	35	38	26	34	38	42	26	34	37	35	31	32	46	34	36	33	36
Anxiety/Anger/Seeming worried/agitated/upset	19	19	18	16	27	23	14	20	17	17	11	29	25	21	17	20	19
Isolation/Becoming withdrawn from others/family events/social activities	11	12	8	10	15	11	12	9	15	8	14	13	17	14	8	12	11
Becoming secretive about gambling/Hiding money spent/Lying	8	9	5	6	13	9	6	8	8	5	9	16	8	6	10	10	7
Always gambling/Bets everyday/everywhere/on everything	7	8	5	8	7	12	1	9	3	9	3	10	4	9	6	10	7
Debt/Money problems	7	7	8	4	16	7	8	5	12	4	3	10	25	8	7	4	9
Borrowing money/for gambling/for groceries/bills	7	8	5	7	9	9	5	6	10	5	11	10	8	7	8	16	4
Always at the TAB/pub/casino/pokies	7	7	10	7	9	10	4	8	7	7	6	10	8	9	6	12	6
Chasing losses/Going back to win the money you lost	7	8	3	7	7	7	6	8	5	8	3	6	8	7	7	6	7
Can't control gambling/Unable to stop	7	7	8	6	9	3	13	6	8	4	11	13	4	9	5	8	7
Always thinking about gambling/Everything leads back to gambling/Always wanting to gamble	6	5	13	6	7	6	6	6	7	7	3	3	13	8	5	10	5
Selling items/pawning things to gamble	6	7	5	4	13	8	4	5	8	4	3	10	17	6	7	8	6
Feeling hopeless/depressed/frustrated/suicidal	4	3	8	5	2	5	3	4	5	5	6		4	7	1	4	4
Increasing bets/Larger stakes/Betting more	4	3	5	5	2	4	4	4	3	5	3		4	3	5	6	3
Denial/Only talking about wins they had, not losses	3	2	5	3	2	2	4	2	5	2	6		4	1	5	8	1
Stealing from family to gamble/Missing money	2	2		2	2	3		2		2		3		3		2	1
None	10	9	10	11	5	2	21	12	3	13	6	10		10	9	12	9
Don't Know	6	5	10	7	5	7	5	5	10	5	11	3	8	4	9	8	6
Other	9	9	8	9	9	7	12	10	7	9	9	13	4	10	8	6	10

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

5.2.2 Awareness of the signs of problem gambling

Q18. Before today, which, if any, of the following did you know were signs that someone may be gambling too much?

When prompted with a list of signs that someone may be gambling too much, respondents select the following signs most often:

- Borrowing money or selling assets to gamble (74%)
- Spending more time or money than planned (70%)
- Losing and then returning as soon as possible to win back losses (67%)
- Hiding the extent of gambling (64%).

Recreational gamblers are more likely than average to be aware of any of the signs of problem gambling. Conversely, problem gamblers are less likely than average to be aware of the signs that someone may be gambling too much.

Younger male respondents (18-34) are less likely than average to be aware of any of the signs of problem gambling.

Tables following highlight significant differences between sub-groups.

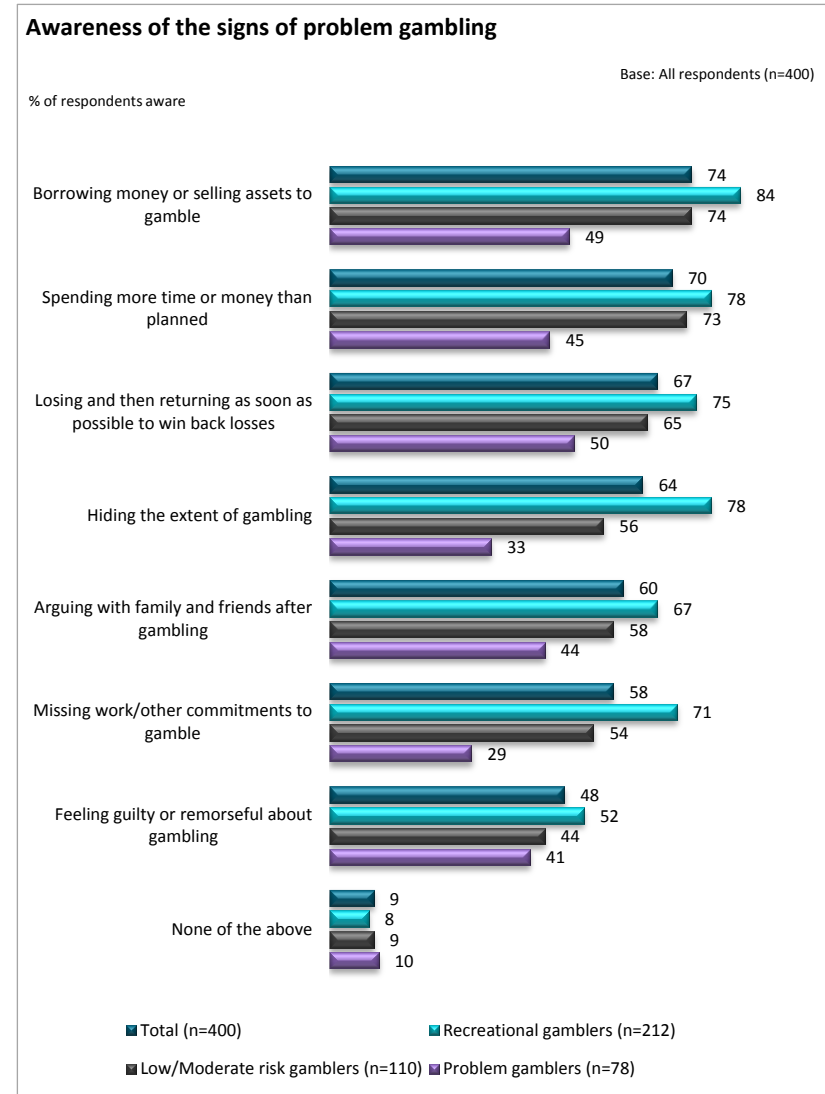


Table: Q18. Before today, which, if any, of the following did you know were signs that someone may be gambling too much?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
% of respondents																			
Borrowing money or selling assets to gamble	74	72	80	69	81	84	63	74	49	69	82	63	81	80	83	72	76	75	74
Spending more time or money than planned	70	70	71	65	77	78	61	73	45	70	70	63	69	83	71	65	74	65	71
Losing and then returning as soon as possible to win back losses	67	67	66	64	72	75	59	65	50	64	71	61	69	70	74	69	65	73	65
Hiding the extent of gambling	64	60	73	56	74	78	47	56	33	57	73	49	69	71	76	59	67	63	64
Arguing with family and friends after gambling	60	59	64	58	64	67	52	58	44	57	65	51	69	67	61	62	59	66	59
Missing work/other commitments to gamble	58	57	62	53	66	71	44	54	29	56	62	47	63	73	60	54	61	58	58
Feeling guilty or remorseful about gambling	48	45	53	47	48	52	43	44	41	48	46	43	55	58	38	51	45	54	46
None of the above	9	9	9	9	8	8	10	9	10	10	7	11	7	10	6	7	10	4	10

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q18. Before today, which, if any, of the following did you know were signs that someone may be gambling too much? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
% of respondents																	
Borrowing money or selling assets to gamble	84	84	85	81	87	81	87	76	86	87	88	88	82	88	83		
Hiding the extent of gambling	78	79	78	75	82	79	78	72	78	85	79	81	77	81	78		
Spending more time or money than planned	78	78	78	77	79	79	76	72	82	87	71	81	77	81	77		
Losing and then returning as soon as possible to win back losses	75	77	69	74	75	75	74	72	76	77	73	85	70	81	73		
Missing work/other commitments to gamble	71	71	71	69	73	76	67	69	69	83	64	76	69	72	71		
Arguing with family and friends after gambling	67	67	68	65	70	65	70	59	71	72	68	73	65	72	67		
Feeling guilty or remorseful about gambling	52	49	58	52	51	56	48	50	55	62	41	63	47	56	51		
None of the above	8	7	10	10	6	9	7	13	6	6	7	3	10	6	8		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q18. Before today, which, if any, of the following did you know were signs that someone may be gambling too much? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
	% of respondents																
Borrowing money or selling assets to gamble	63	61	72	61	69	74	49	59	73	56	74	68	71	62	65	67	62
Spending more time or money than planned	61	62	59	56	75	73	45	62	59	57	51	77	71	54	69	55	64
Losing and then returning as soon as possible to win back losses	59	58	59	56	65	65	50	55	66	54	60	58	75	59	58	69	55
Arguing with family and friends after gambling	52	51	56	52	53	58	44	50	58	47	66	58	46	54	50	63	48
Hiding the extent of gambling	47	42	64	42	58	56	33	40	63	37	57	48	71	45	49	51	45
Missing work/other commitments to gamble	44	43	46	40	53	54	29	40	53	35	54	55	50	40	48	49	42
Feeling guilty or remorseful about gambling	43	42	44	43	42	44	41	42	44	39	54	52	29	44	41	53	39
None of the above	10	10	8	9	11	9	10	11	7	9	9	16	4	10	9	2	12

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

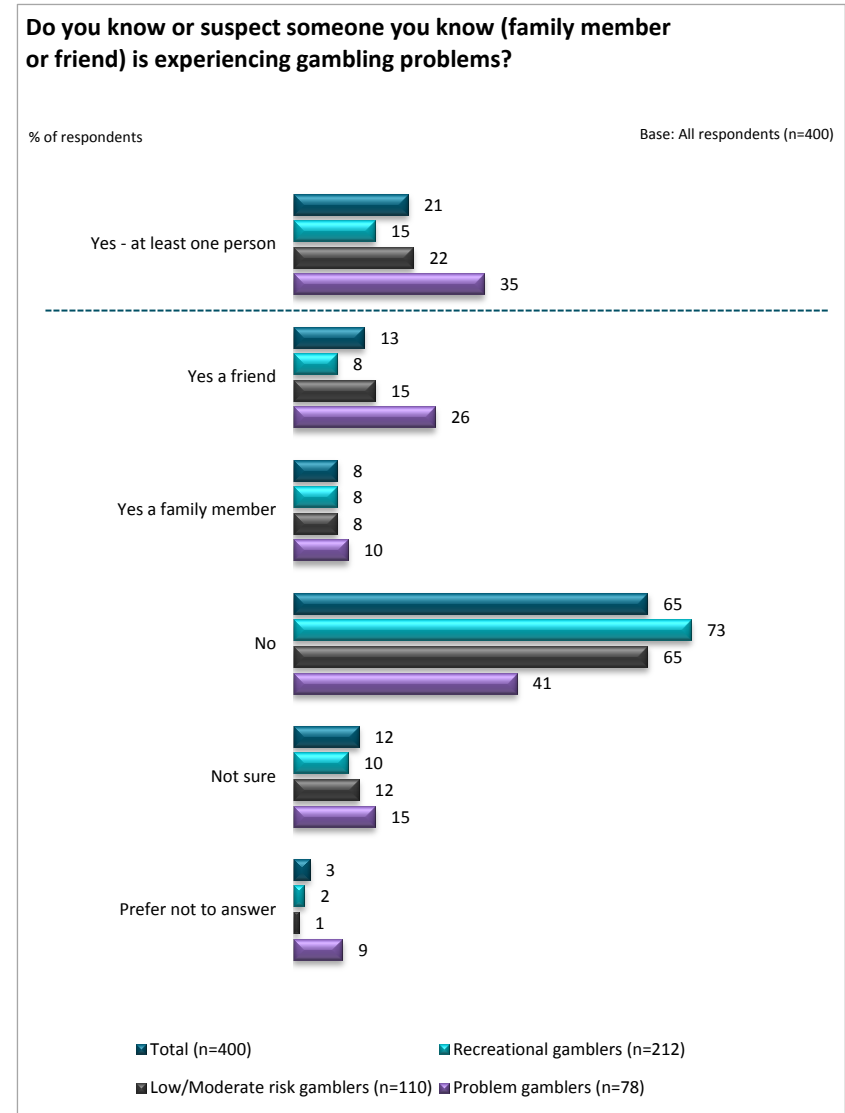
5.3 Friends and family

Q19. Do you know or suspect someone you know (family member or friend) is experiencing gambling problems?

21% of survey respondents suspect a family member or friend is experiencing gambling problems (13% suspect a friend, 8% suspect a family member).³

Those defined as problem gamblers (26%) are more likely than average (13%) to suspect a *friend* is experiencing gambling problems. Those who are aware of the ‘Gambling too much?’ campaign (29%) are more likely than average (21%) to suspect a *family member or friend* is experiencing gambling problems.

Tables following highlight significant differences between sub-groups.



³ Other research has found similar findings: The Victorian Adult Survey found that only about one-in-five respondents reported that their family member or friend knew that they gambled as much as they did.

Table: Q19. Do you know or suspect someone you know (family member or friend) is experiencing gambling problems?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
<i>% of respondents</i>																			
SUB-TOTAL – At least one person	21	19	26	23	18	15	27	22	35	20	22	22	25	17	19	29	15	100	
Yes a friend	13	12	16	14	12	8	19	15	26	13	13	14	13	11	13	19	9	63	
Yes a family member	8	7	11	10	6	8	9	8	10	8	9	9	12	6	6	11	6	40	
No	65	65	63	63	68	73	55	65	41	65	65	63	62	68	68	50	75		82
Not sure	12	13	8	12	11	10	13	12	15	13	10	12	12	14	8	15	9		15
Prefer not to answer	3	3	3	3	4	2	4	1	9	3	4	3	1	1	6	6	1		4

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q19. Do you know or suspect someone you know (family member or friend) is experiencing gambling problems? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS																	
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No		
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180		
<i>% of respondents</i>																	
SUB-TOTAL – At least one person	15	12	21	15	16	15	15	17	12	13	18	24	11	100			
Yes a friend	8	6	11	7	8	8	7	11	2	6	11	12	6	50			
Yes a family member	8	6	10	8	7	7	9	6	10	8	7	12	6	50			
No	73	73	74	76	71	75	71	76	76	74	68	58	80		86		
Not sure	10	13	4	10	10	10	10	7	12	13	7	13	8		12		
Prefer not to answer	2	2	1		4		4				7	4	1		2		

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q19. Do you know or suspect someone you know (family member or friend) is experiencing gambling problems? – By gambling profile – Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE					CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER		
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
		% of respondents															
SUB-TOTAL – At least one person	27	25	36	29	22	22	35	24	34	24	43	23	21	32	22	100	
Yes a friend	19	17	26	20	18	15	26	17	24	16	29	19	17	24	14	71	
Yes a family member	9	8	13	11	4	8	10	9	10	10	14	3	4	10	8	33	
No	55	58	44	53	62	65	41	57	53	56	43	58	67	45	67		76
Not sure	13	13	15	14	13	12	15	15	10	14	11	16	8	16	10		18
Prefer not to answer	4	4	5	5	4	1	9	5	3	5	3	3	4	7	1		6

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

6.0 Gambling profile of respondents

6.1 Gambling activities participated in

Q1. In the last 12 months, which of the following gambling activities have you participated in?

The most common gambling activity reportedly undertaken by survey participants in the last 12 months is buying instant scratch or lottery tickets (75%), followed by playing poker or gaming machines (44%), or betting on horses or greyhound races (35%).

Those classified as problem gamblers are more likely than recreational or low/moderate risk gamblers to have reported participating in any gambling activities in the last 12 months with the exception being the purchase of instant scratch or lottery tickets which are more common among recreational gamblers.

Males, those from South East Queensland, those who are aware of the ‘Gambling too much?’ campaign or those who have a family member or friend they suspect is a problem gambler are more likely to have participated in a gambling activities in the last 12 months.

Those categorised as problem gamblers are more likely than average to have bet on a range of internet sourced gambling options such as betting on horse, harness or greyhound racing, betting on a sporting event like football, cricket or tennis, or playing casino games or poker for money.

Tables following highlight significant differences between sub-groups.

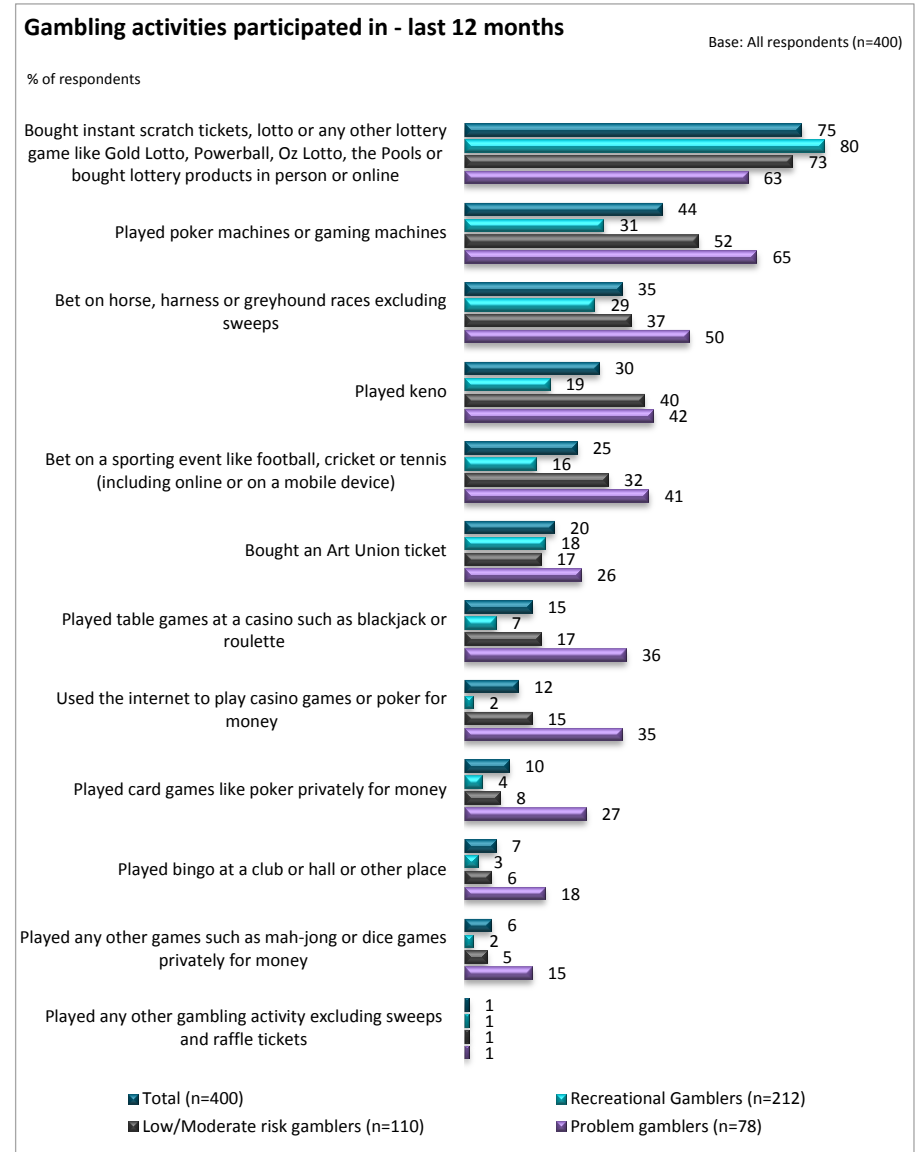


Table: Q1. In the **last 12 months**, which of the following gambling activities have you participated in?

ALL RESPONDENTS (RECREATIONAL AND LOW/MODERATE/PROBLEM GAMBLERS)																			
Base: All respondents	Total	REGION		GENDER		CPGI				AGE				CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER			
		SEQ	Rest of QLD	Male	Female	Recreational	Low/Moderate/Problem	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	400	289	111	236	164	212	188	110	78	236	164	152	84	84	80	167	233	83	317
		<i>% of respondents</i>																	
Bought instant scratch tickets, lotto or any other lottery game like Gold Lotto, Powerball, Oz Lotto, the Pools or bought lottery products in person or online	75	76	70	69	82	80	69	73	63	69	83	62	82	81	84	73	76	70	76
Played poker machines or gaming machines	44	44	42	45	41	31	57	52	65	50	35	51	35	46	35	53	37	59	39
Bet on horse, harness or greyhound races excluding sweeps	35	36	34	39	30	29	43	37	50	31	41	33	50	29	31	43	30	46	32
Played keno	30	31	25	33	25	19	41	40	42	29	30	32	35	25	25	37	24	41	26
Bet on a sporting event like football, cricket or tennis (including online or on a mobile device)	25	26	22	36	9	16	36	32	41	28	21	37	36	11	6	32	20	33	23
Bought an Art Union ticket	20	22	13	19	21	18	21	17	26	14	27	14	27	14	28	26	15	27	18
Played table games at a casino such as blackjack or roulette	15	19	6	21	7	7	25	17	36	17	13	22	18	7	8	23	9	27	12
Used the internet to play casino games or poker for money	12	13	9	17	5	2	23	15	35	15	7	21	10	5	5	20	6	23	9
Played card games like poker privately for money	10	11	6	12	5	4	16	8	27	12	5	16	5	5	6	17	4	20	7
Played bingo at a club or hall or other place	7	8	5	7	7	3	11	6	18	7	7	9	4	2	11	10	5	11	6
Played any other games such as mah-jong or dice games privately for money	6	7	2	6	5	2	9	5	15	7	3	8	2	6	4	10	3	7	5
Played any other gambling activity excluding sweeps and raffle tickets (please specify)	1	1	2	*	2	1	1	1	1	1	1	1		1	3	1	1	4	*

*Indicates less than 1% of respondents.

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q1. In the **last 12 months**, which of the following gambling activities have you participated in? – By gambling profile – Recreational gamblers

RECREATIONAL GAMBLERS															
Base: All Recreational gamblers	Total	REGION		GENDER		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	212	140	72	103	109	107	105	54	49	53	56	67	145	32	180
		<i>% of respondents</i>													
Bought instant scratch tickets, lotto or any other lottery game like Gold Lotto, Powerball, Oz Lotto, the Pools or bought lottery products in person or online	80	85	69	76	83	76	84	69	84	83	84	81	79	72	81
Played poker machines or gaming machines	31	29	36	29	33	36	26	31	27	42	25	42	26	38	30
Bet on horse, harness or greyhound races excluding sweeps	29	25	36	31	27	23	34	20	43	26	27	40	23	34	28
Played keno	19	18	22	20	18	20	19	20	20	19	18	24	17	25	18
Bought an Art Union ticket	18	21	13	17	20	11	26	9	24	13	27	25	15	22	18
Bet on a sporting event like football, cricket or tennis (including online or on a mobile device)	16	14	19	27	5	17	14	26	29	8	2	18	14	16	16
Played table games at a casino such as blackjack or roulette	7	9	3	10	4	5	9	6	14	4	4	10	5	16	5
Played card games like poker privately for money	4	4	3	4	4	7	1	6	2	8		6	3	9	3
Played bingo at a club or hall or other place	3	3	4	3	4	2	5	2	4	2	5		5	6	3
Used the internet to play casino games or poker for money	2	3	1	2	3	4	1	4		4	2	4	1	6	2
Played any other games such as mah-jong or dice games privately for money	2	3	1	1	4	4	1	2		6	2	4	1	6	2
Played any other gambling activity excluding sweeps and raffle tickets (please specify)	1	1	1		2	1	1			2	2	1	1	3	1

Bold figures are significantly different to the average at at least the 95% confidence level.

Table: Q1. In the **last 12 months**, which of the following gambling activities have you participated in? – By gambling profile –Low/Moderate/Problem gamblers

LOW/MODERATE/PROBLEM GAMBLERS																	
Base: All Low/Moderate/Problem gamblers	Total	REGION		GENDER		CPGI		AGE						CAMPAIGN AWARENESS		FAMILY/FRIEND GAMBLER	
		SEQ	Rest of QLD	Male	Female	Low/Moderate	Problem	18-34	35-54	Male 18-34	Male 35-54	Female 18-34	Female 35-54	Aware	Not Aware	Yes	No
	188	149	39	133	55	110	78	129	59	98	35	31	24^	100	88	51	137
		<i>% of respondents</i>															
Bought instant scratch tickets, lotto or any other lottery game like Gold Lotto, Powerball, Oz Lotto, the Pools or bought lottery products in person or online	69	68	72	64	80	73	63	63	81	58	80	77	83	68	69	69	69
Played poker machines or gaming machines	57	58	54	58	56	52	65	60	51	62	46	55	58	60	55	73	52
Bet on horse, harness or greyhound races excluding sweeps	43	46	31	45	36	37	50	38	53	40	60	32	42	45	40	53	39
Played keno	41	44	31	42	38	40	42	37	49	38	54	35	42	46	35	51	37
Bet on a sporting event like football, cricket or tennis (including online or on a mobile device)	36	38	26	44	16	32	41	36	34	43	46	16	17	42	28	43	33
Played table games at a casino such as blackjack or roulette	25	28	13	29	15	17	36	27	20	32	23	13	17	32	17	33	22
Used the internet to play casino games or poker for money	23	23	23	29	9	15	35	25	19	31	23	6	13	31	14	33	19
Bought an Art Union ticket	21	23	13	20	22	17	26	16	31	16	31	16	29	27	14	29	18
Played card games like poker privately for money	16	17	13	19	9	8	27	17	14	22	9		21	25	6	27	12
Played bingo at a club or hall or other place	11	12	8	11	13	6	18	11	12	13	3	3	25	16	6	14	10
Played any other games such as mah-jong or dice games privately for money	9	11	3	10	7	5	15	10	7	11	6	6	8	13	5	8	9
Played any other gambling activity excluding sweeps and raffle tickets (please specify)	1	1	3	1	2	1	1	1	2	1			4	1	1	4	

Bold figures are significantly different to the average at at least the 95% confidence level.

^Caution: small cell size.

Appendices

Appendix A – Questionnaire

Thank you for taking part in this online survey - it should take around 20 minutes to complete depending on your answers. Please read each question and follow the instructions to record your answers. Some questions may also ask you to type in a comment.

All of the answers you provide will be held in the strictest confidence, and will only be used in combination with other responses to the survey. We are bound by the Market & Social Research Privacy Principles.

Please do not use the back and forward buttons in the browser. Instead, please use the "Next" and "Back" buttons at the bottom of each page.

Click "Next" to continue.

DISPLAY TO ALL

AA What is your postcode?

Direct numeric entry _ _ _ _

DISPLAY TO ALL

BB Which of the following age groups do you fall into?

- | | |
|---------------------|---------------------|
| 1. Under 18 | TERMINATE |
| 2. 18-24 yrs | CHECK QUOTAS |
| 3. 25-34 yrs | CHECK QUOTAS |
| 4. 35-44 yrs | CHECK QUOTAS |
| 5. 45-54 yrs | CHECK QUOTAS |
| 6. 55-64 yrs | TERMINATE |
| 7. 65 years or over | TERMINATE |

DISPLAY TO ALL

CC Are you...?

- | | |
|-----------|---------------------|
| 1. Male | CHECK QUOTAS |
| 2. Female | CHECK QUOTAS |

TERMINATE AND TALLY AGE/GENDER/LOCATION FOR NON-GAMBLERS

BASE FROM THIS POINT ONWARDS IS RECREATIONAL GAMBLERS

DISPLAY TO ALL

REF Q6 in Qld Household Gambling Survey

Q1 The first few questions are about activities you may participate in. In the last 12 months, which of the following gambling activities have you participated in?

Select as many as apply

1. Played poker machines or gaming machines
2. Bet on horse, harness or greyhound races excluding sweeps
3. Bought instant scratch tickets, lotto or any other lottery game like Gold Lotto, Powerball, Oz Lotto, the Pools or bought lottery products in person or online
4. Played keno
5. Played table games at a casino such as blackjack or roulette
6. Played bingo at a club or hall or other place
7. Bet on a sporting event like football, cricket or tennis (including online or on a mobile device)
8. Played card games like poker privately for money
9. Played any other games such as mah-jong or dice games privately for money
10. Bought an Art Union ticket
11. Used the internet to play casino games or poker for money
12. Played any other gambling activity excluding sweeps and raffle tickets (please specify)
13. NO GAMBLING IN LAST 12 MONTHS **TERMINATE**
14. NEVER GAMBLLED **TERMINATE**
15. DON'T KNOW/CAN'T REMEMBER **TERMINATE**
16. PREFER NOT TO SAY **TERMINATE**

DISPLAY TO ALL

Canadian Problem Gambling Index

REF Q7-15 Qld Household Gambling Survey

Note to programmer: carousel set up not grid

Q2 The next few questions relate to ALL gambling activities which you have participated in in the **last 12 months**.

In the last 12 months...

- a) Have you bet more than you could really afford to lose?
- b) Have you needed to gamble with larger amounts of money to get the same feeling of excitement?
- c) When you gambled, did you go back another day to try to win back the money you lost?
- d) Have you borrowed money or sold anything to get money to gamble?
- e) Have you felt that you might have a problem with gambling?
- f) Has gambling caused you any health problems, including stress or anxiety?
- g) Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- h) Has your gambling caused any financial problems for you or your household?
- i) Have you felt guilty about the way you gamble or what happens when you gamble?

Codeframe for Q2 (SR)

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always
6. Don't know/can't remember
7. Prefer not to answer

CANADIAN PROBLEM GAMBLING INDEX

Non-Problem, Low Risk, Moderate Risk and Problem Gamblers are defined using the following scores for each of the responses to Q2a to Q2i:

Never	0
Rarely	1
Sometimes	1
Often.....	2
Always.....	3
Don't know/can't remember	0
Prefer not to answer.....	0

If the total score for Q2a to Q2i is equal to 0, then this is a recreational gambler.

If the total score for Q2a to Q2i is between 1 – 2.5, then this is a low risk gambler.

If the total score for Q2a to Q2i is either 3 – 7.5, then this is a moderate risk gambler.

If the total score for Q2a to Q2i is between 8 - 27, then this is a problem gambler.

CHECK QUOTAS (n=100 low/moderate/problem gamblers, n=300 recreational gamblers)

CAMPAIGN AWARENESS

DISPLAY TO ALL

Q3 In the last few months, can you recall seeing or reading any advertising about where to get help for gambling problems?

1. Yes
2. No

Ask those who can recall advertising (code 1 at Q3)

Q3a And where do you recall seeing or reading advertising about where to get help for gambling problems?
Select as many as apply

1. Posters, electronic posters, ATM screens/receipts, drink coasters or takeaway cards at a hotel, club, TAB or casino
2. Ads at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)
3. Ads on a website
4. Ads on social media (e.g. Facebook)
5. Other (please specify) _____
6. Can't recall

For each source mentioned at Q3a ask Q3b, then repeat for next source mentioned at Q3a

Q3b What messages can you remember from {insert codes 1-5}?

CAMPAIGN RECOGNITION

ROTATE PRESENTATION

Start by rotating between:

- 4a through to 5b (keep together)
- 6a through to 6c (keep together)
- 7a through to 7c (keep together)
- 8a through to 8c (keep together)

Then rotate between:

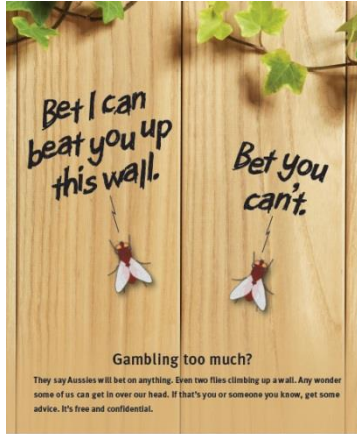
- 9a
- 10a

Q11 to finish

IN-VENUE AD RECOGNITION

DISPLAY TO ALL

Q4a Before today have you seen any of these ads? You may have seen them at places such as a hotel, club, TAB or casino.

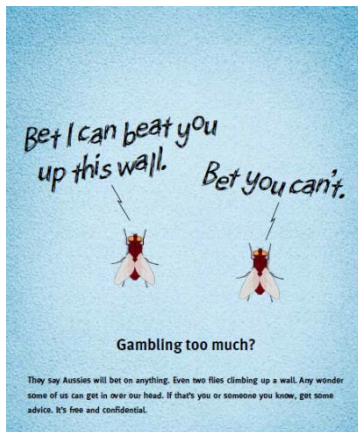


Yes
No

Call the Gambling Helpline 1800 858 858 or visit www.gamblinghelpline.org.au
For more information go to www.qld.gov.au/gamblinghelp

Gamblinghelp Queensland Government

1) Poster



Yes
No

Call the Gambling Helpline 1800 858 858 or visit www.gamblinghelpline.org.au

Gamblinghelp Queensland Government

2) Poster



Gambling too much?

They say Aussies will bet on anything. Even two flies climbing up a wall. Any wonder some of us can get in over our head. Advice is available. It's free and confidential.

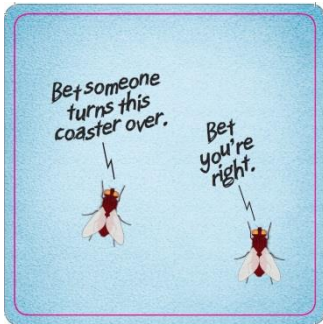
Call 1800 858 858 or visit www.gamblinghelpline.org.au

For more information go to www.qld.gov.au/gamblinghelp

Gamblinghelp Queensland Government

Yes
No

3) Drink coaster



Gambling too much?

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Call 1800 858 858 or visit gamblinghelpline.org.au



Yes

No

4) Drink coaster

Responsible Gambling Tips

The responsible gambler doesn't let the game play them.

- Gamble for the fun of it, not for the money.
- Don't gamble to escape stress or boredom.
- Set yourself a limit and don't exceed it.
- Don't chase your losses. Leave. Walk away.
- Gamble only what you can afford to lose.
- Never borrow money to gamble.
- Stay in control and think of the people who need your support.

Exclusion - self ban

If you need to take a break from gambling, talk to the Customer Liaison Officer at your usual gambling venue or the Gambling Help services about a self-exclusion.

Self-help

If gambling has stopped being fun and started to feel like a problem for you, there is a self-help guide that could assist you.

To get a copy contact the Gambling Helpline 1800 858 858 or go to www.olgr.qld.gov.au

Gambling Helpline has interpreters available.

يوفر **Gambling Helpline** (خط مساعدة المقامرين) المترجمين القويين للمتصلين به.
Gambling Helpline (戒除热线) 備有傳譯員。
 (تلفن ویژه کمک در مورد قمار) مترجم در اختیار دارد.
Gambling Helpline (戒除補助热线) 可提供传译员。
Gambling Helpline cuenta con intérpretes.
Gambling Helpline có sẵn thông dịch viên.



Yes

No

17198 Problem Gambling Z-card (ARTWORK) CMYK-MERGED.indd 1-5

5) Takeaway help card (fold-out pocket size take-away card)

Responsible gambling tips

- The responsible gambler doesn't let the game play them.
- Gamble for the fun of it, not for the money.
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- Set yourself a limit and don't exceed it.
- Gamble only what you can afford to lose.
- Never borrow money to gamble.
- Stay in control and think of the people who need your support.
- Don't chase your losses. Leave. Walk away.

Exclusion (self-ban)

If you need to take a break from gambling, talk to the customer liaison officer at your usual gambling venue or the Gambling Help services about a self-exclusion.

Self-help

If gambling has stopped being fun and started to feel like a problem for you, there is a self-help guide that could assist you.

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or go to www.qld.gov.au/gamblinghelp

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(خط مساعدة المقامرين) المترجمين القويين المتصلين به.
Gambling Helpline يوفر.
Gambling Helpline (戒除热线) 備有傳譯員。
 (تلفن ویژه کمک در مورد قمار) مترجم در اختیار دارد.
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Gambling Helpline cuenta con intérpretes.
Gambling Helpline có sẵn thông dịch viên.



Yes

No

Gambling too much?

6) Takeaway help card (fold-out pocket size take-away card)

Programmer note: please keep Q4a advertisements on screen while respondents answer Q4b and Q4c (in a collage presentation)

DISPLAY TO ALL

Q4b What were these advertisements in this campaign trying to tell you? What was the main message?

Please type in all the messages you can remember, we value your responses

DISPLAY TO ALL

Q4c Please rate your agreement with the following statements about these ads where 1 is disagree strongly and 7 is agree strongly.

RANDOMISE	Disagree strongly					Agree strongly		Don't know
1. The campaign is aimed at me	1	2	3	4	5	6	7	99
2. The campaign captures my attention	1	2	3	4	5	6	7	99
3. The campaign makes me think about my own behaviour in relation to gambling	1	2	3	4	5	6	7	99
4. The campaign makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information	1	2	3	4	5	6	7	99
5. The campaign makes me want to discuss this issue with a family member or friend	1	2	3	4	5	6	7	99
6. The campaign makes me want to <u>not</u> gamble	1	2	3	4	5	6	7	99
7. This campaign is a good way to get the message across	1	2	3	4	5	6	7	99
Ask following statements only to those who had seen ad previously (yes at code 1, 2, 3, 4, 5 or 6 at Q4a)								
8. As a result of seeing this campaign, I decided to talk to a family member or friend about this issue	1	2	3	4	5	6	7	99
9. As a result of seeing this campaign, I decided to seek help for gambling	1	2	3	4	5	6	7	99
10. As a result of seeing this campaign, I decided to visit the website/phone the number provided	1	2	3	4	5	6	7	99
11. As a result of seeing this campaign, I decided to gamble less often	1	2	3	4	5	6	7	99
12. As a result of seeing this campaign, I decided to stop gambling	1	2	3	4	5	6	7	99

DISPLAY TO ALL

Q5a Before today have you seen any of these ads on **LCD posters, electronic TV's or displays?** You may have seen them at places such as a hotel, club, TAB or casino.



1) LCD electronic poster

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>



2) LCD electronic poster

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>



3) LCD electronic poster

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

4) LCD electronic poster



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

5) LCD electronic poster

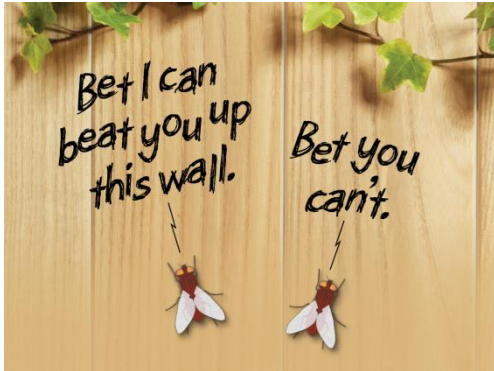


Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

6) LCD electronic poster

DISPLAY TO ALL

Q5b Before today have you seen the following ad on **ATM screens** in or near places such as a hotel, club, TAB or casino?



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>



- 1) ATM screen (the above two images appear one after the other on the screen of an ATM)

Display to all

Q6a Before today have you seen this ad on posters in places such as a hotel, club, TAB or casino?



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

1) Poster

Programmer note: please keep Q6a advertisement on screen while respondents answer Q6b and Q6c

DISPLAY TO ALL

Q6b What was this advertisement trying to tell you? What was the main message?

Please type in all the messages you can remember, we value your responses

DISPLAY TO ALL

Q6c Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly.

RANDOMISE	Disagree strongly				Agree strongly				Don't know
1. The ad is aimed at me	1	2	3	4	5	6	7	99	
2. The ad captures my attention	1	2	3	4	5	6	7	99	
3. The ad makes me think about my own behaviour in relation to gambling	1	2	3	4	5	6	7	99	
4. The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information	1	2	3	4	5	6	7	99	
5. The ad makes me want to discuss this issue with a family member or friend	1	2	3	4	5	6	7	99	
6. The ad makes me want to <u>not</u> gamble	1	2	3	4	5	6	7	99	
7. This ad is a good way to get the message across	1	2	3	4	5	6	7	99	
Ask following statements only to those who had seen ad previously (yes at code 1 at Q6a)									
8. As a result of seeing this ad, I decided to talk to a family member or friend about this issue	1	2	3	4	5	6	7	99	
9. As a result of seeing this ad, I decided to seek help for gambling	1	2	3	4	5	6	7	99	
10. As a result of seeing this ad, I decided to visit the website/phone the number provided	1	2	3	4	5	6	7	99	
11. As a result of seeing this ad, I decided to gamble less often	1	2	3	4	5	6	7	99	
12. As a result of seeing this ad, I decided to stop gambling	1	2	3	4	5	6	7	99	

DISPLAY TO ALL

Q7a Before today have you seen this ad on **posters** in places such as a hotel, club, TAB or casino?



Call the Gambling Helpline 1800 858 858 or visit www.gamblinghelpline.org.au



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

1) Poster

Programmer note: please keep Q7a advertisement on screen while respondents answer Q7b and Q7c

DISPLAY TO ALL

Q7b What was this advertisement trying to tell you? What was the main message?

Please type in all the messages you can remember, we value your responses

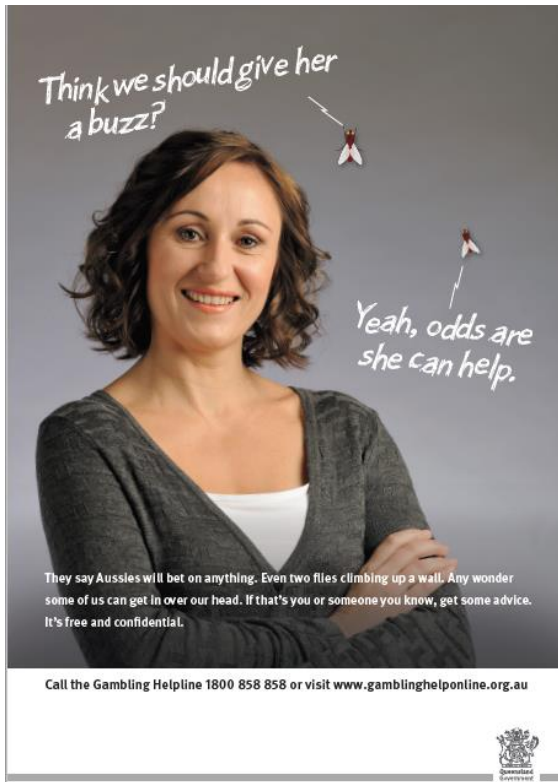
DISPLAY TO ALL

Q7c Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly.

RANDOMISE	Disagree strongly				Agree strongly				Don't know
1. The ad is aimed at me	1	2	3	4	5	6	7	99	
2. The ad captures my attention	1	2	3	4	5	6	7	99	
3. The ad makes me think about my own behaviour in relation to gambling	1	2	3	4	5	6	7	99	
4. The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information	1	2	3	4	5	6	7	99	
5. The ad makes me want to discuss this issue with a family member or friend	1	2	3	4	5	6	7	99	
6. The ad makes me want to <u>not</u> gamble	1	2	3	4	5	6	7	99	
7. This ad is a good way to get the message across	1	2	3	4	5	6	7	99	
Ask following statements only to those who had seen ad previously (yes at code 1 at Q7a)									
8. As a result of seeing this ad, I decided to talk to a family member or friend about this issue	1	2	3	4	5	6	7	99	
9. As a result of seeing this ad, I decided to seek help for gambling	1	2	3	4	5	6	7	99	
10. As a result of seeing this ad, I decided to visit the website/phone the number provided	1	2	3	4	5	6	7	99	
11. As a result of seeing this ad, I decided to gamble less often	1	2	3	4	5	6	7	99	
12. As a result of seeing this ad, I decided to stop gambling	1	2	3	4	5	6	7	99	

DISPLAY TO ALL

Q8a Before today have you seen this ad on **posters** in places such as a hotel, club, TAB or casino?



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

1) Counsellor poster

Programmer note: please keep Q8a advertisement on screen while respondents answer Q8b and Q8c

DISPLAY TO ALL

Q8b What was this advertisement trying to tell you? What was the main message?

Please type in all the messages you can remember, we value your responses

DISPLAY TO ALL

Q8c Please rate your agreement with the following statements about this ad where 1 is disagree strongly and 7 is agree strongly.

RANDOMISE	Disagree strongly					Agree strongly		Don't know
1. The ad is aimed at me	1	2	3	4	5	6	7	99
2. The ad captures my attention	1	2	3	4	5	6	7	99
3. The ad makes me think about my own behaviour in relation to gambling	1	2	3	4	5	6	7	99
4. The ad makes me think about visiting the website or calling the phone number mentioned in the ad to find out more information	1	2	3	4	5	6	7	99
5. The ad makes me want to discuss this issue with a family member or friend	1	2	3	4	5	6	7	99
6. The ad makes me want to <u>not</u> gamble	1	2	3	4	5	6	7	99
7. This ad is a good way to get the message across	1	2	3	4	5	6	7	99
Ask following statements only to those who had seen ad previously (yes at code 1 at Q8a)								
8. As a result of seeing this ad, I decided to talk to a family member or friend about this issue	1	2	3	4	5	6	7	99
9. As a result of seeing this ad, I decided to seek help for gambling	1	2	3	4	5	6	7	99
10. As a result of seeing this ad, I decided to visit the website/phone the number provided	1	2	3	4	5	6	7	99
11. As a result of seeing this ad, I decided to gamble less often	1	2	3	4	5	6	7	99
12. As a result of seeing this ad, I decided to stop gambling	1	2	3	4	5	6	7	99

SPORTS STADIUM AD RECOGNITION

DISPLAY TO ALL

Q9a Before today have you seen this ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)?

*Insert sports stadium video here



Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

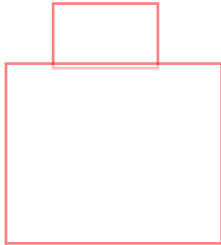
Programmer note: goal post image can be removed if space not available

1) Sports stadium ad

DIGITAL ADVERTISING RECOGNITION

DISPLAY TO ALL

Q10a Before today have you seen any of these or similar ads on the internet on social media or other popular websites (i.e. Out of scope by agreement



Yes
No

AFP on June 20, 2016 8:33 am

1) Online ad

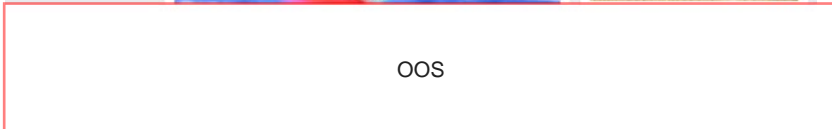
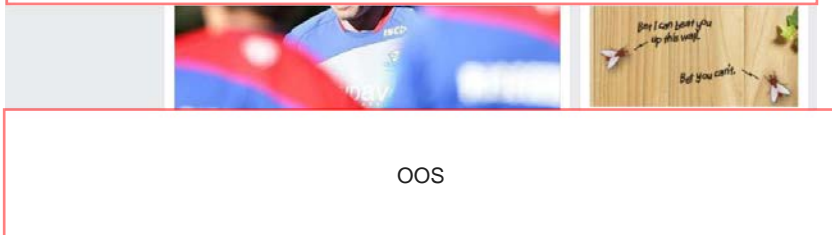


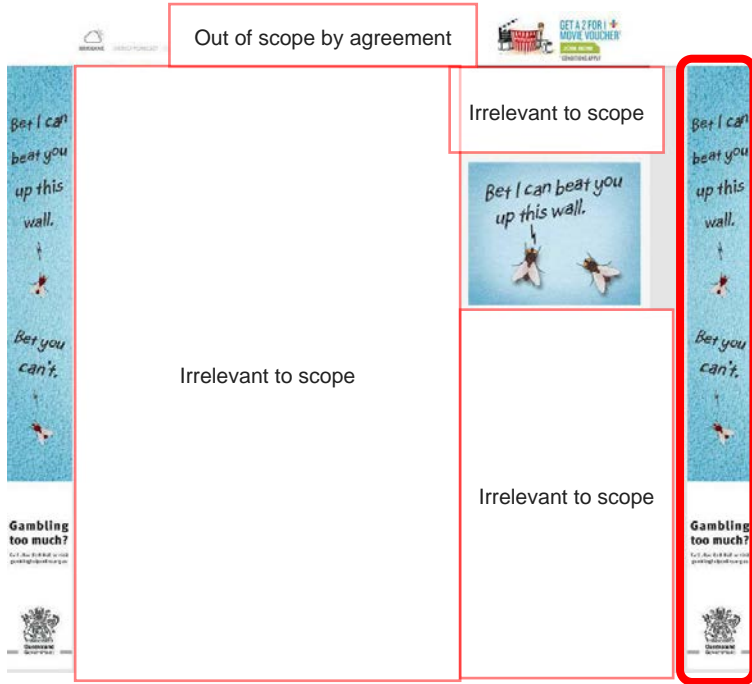
Yes
No

2) Online ad



Yes
No





4) Online ad

Yes
No



5) Online ad

Yes
No

DISPLAY TO ALL

Q11 You've now seen various parts of the 'Gambling too much?' campaign. **Thinking about the campaign overall, how could the campaign be improved?** How else could they get the message across? What other messages could be included?

Please type in all your suggestions, we value your responses

DISPLAY TO ALL

Q12 After seeing this campaign, how strongly do you agree or disagree with each of the following statements?

RANDOMISE	Disagree strongly					Agree strongly		Don't know
a) It's no surprise that some people experience gambling problems	1	2	3	4	5	6	7	99
b) Anyone can become a problem gambler	1	2	3	4	5	6	7	99
c) It's not embarrassing to get help for problem gambling	1	2	3	4	5	6	7	99
d) People can recover from problem gambling	1	2	3	4	5	6	7	99

DISPLAY TO ALL

Q13 The 'Gambling too much?' campaign appears in various ways (for example - posters, coasters, online ads, sports stadium ads etc.) Please rate how relevant each of these are to you.

RANDOMISE	Not relevant					Very relevant		Don't know
e) Posters in venues such as a hotel, club, TAB or casino	1	2	3	4	5	6	7	99
f) Electronic banner ads at a sports stadium	1	2	3	4	5	6	7	99
g) Drink coasters	1	2	3	4	5	6	7	99
h) ATM screens	1	2	3	4	5	6	7	99
i) Takeaway help cards/brochures	1	2	3	4	5	6	7	99
j) Online advertising on news sites	1	2	3	4	5	6	7	99
k) Facebook advertising	1	2	3	4	5	6	7	99
l) Posters in counsellors or doctors' offices	1	2	3	4	5	6	7	99

AWARENESS OF SERVICES

DISPLAY TO ALL

Q14 Before today, which, if any, of the following have you heard of?
Select as many as apply

1. **Gambling Helpline** - a free, confidential telephone help service which operates 24/7 providing information, crisis support or referral to the nearest Gambling Help service for face-to-face counselling.
2. **Gambling Help service** - a free, confidential face-to-face counselling service, which operates during business hours across Queensland providing assistance for individuals, groups and families.
3. **Gambling Help Online** - a free, confidential national website that provides online professional counselling and email support 24/7. The website also has self-help tools to help identify and deal with problem gambling. The website is www.gamblinghelponline.org.au
4. None of the above **SKIP TO Q16**

DISPLAY ONLY SERVICES THAT RESPONDENT IS AWARE OF AT Q14

Q15 In the last 12 months, which, if any, of the following services have you used?
Select as many as apply

1. Gambling Helpline (phone number)
2. Gambling Help service (counselling)
3. Gambling Help Online (website)
4. None of the above

Ask those who have utilised help services (code 1, 2 or 3 at Q15) (only asked once)

Q15a What prompted you to use the {INSERT ALL FROM Q15} {Telephone helpline, counselling help service, online help website} {service/services} in the past?
Select as many as apply

1. I saw an ad at a sports stadium (either seen in person at the stadium or noticed the ad at a stadium during a football game on TV)
2. I saw an ad at a venue (i.e. hotel, club, TAB or casino)
3. I was on www.qld.gov.au for some other reason and noticed the link
4. Keyword searching (e.g. via Google)
5. I saw ad on the internet on social medi or other popular websites Out of scope by agreement
6. Word of mouth referral
7. I saw an ad at a doctors/counsellors office
8. Other (specify) _____

INDICATORS OF GAMBLING TOO MUCH

DISPLAY TO ALL

Q16 Please rate your level of agreement with the following statement where 1 is strongly disagree and 7 is strongly agree.

	Disagree strongly					Agree strongly		Don't know
Gambling too much leads to problems in other areas of your life (personal, financial, emotional etc.)	1	2	3	4	5	6	7	99

DISPLAY TO ALL

Q17 To the best of your knowledge, what are the signs of problem gambling?
Please type in anything that comes to mind, we value your responses

DISPLAY TO ALL

Q18 Before today, which, if any, of the following did you know were signs that someone may be gambling too much?
Select as many as apply

- 1. Spending more time or money than planned
- 2. Arguing with family and friends after gambling
- 3. Losing and then returning as soon as possible to win back losses
- 4. Feeling guilty or remorseful about gambling
- 5. Borrowing money or selling assets to gamble
- 6. Missing work/other commitments to gamble
- 7. Hiding the extent of gambling
- 8. None of the above

DISPLAY TO ALL

Q19 Do you know or suspect someone you know (family member or friend) is experiencing gambling problems?
Select as many as apply

- 1. Yes a family member
- 2. Yes a friend
- 3. No
- 4. Not sure
- 5. Prefer not to answer

DEMOGRAPHICS

DISPLAY TO ALL

DD Which of the following categories best describes your situation? Select one answer.
Select one answer

1. Single or couple with no children
2. Single or couple with children living at home
3. Single or couple with children living away from home
4. Group household
5. Other (specify)
6. Prefer not to say

DISPLAY TO ALL

EE Do you identify yourself as Aboriginal or Torres Strait Islander?
Select as many as apply

1. Yes - Aboriginal
2. Yes – Torres Strait Islander
3. No
4. Prefer not to say

DISPLAY TO ALL

FF Which of the following best describes what you currently do? Select one answer.
Select one answer

1. Work full-time
2. Work part-time
3. Work on a casual basis
4. Self-employed
5. Unemployed and looking for work
6. Full-time student
7. Full-time home duties
8. Retired
9. Not employed and not looking for work
10. Sick or disability pension
11. Other (please specify)
12. Prefer not to say

Display if full/part time/casual workers (codes 1 or 2 or 3 at FF)

GG And what is your occupation?

1. *Predominantly manual labour job without formal qualifications or with a basic license* (e.g. general labourer, fruit picker, manufacturing or factory workers, truck/fork-lift driver, machine operator)
2. *"On-site" or "hands-on" job, but with a more formal qualification (TAFE, completed apprenticeship, certificate etc)* (e.g. qualified tradespeople such as electricians/plumbers/carpenters/ sign-writers, mechanics etc) as well as some smallgoods or services industries (e.g. Butcher, baker, hairdresser, florist etc). Also includes defence force members (non-officer level)
3. *Office, or non-manual job, not necessarily requiring qualifications* (e.g. hospitality, retail, administration, sales representative, office clerk etc)
4. *A professional job, requiring a completed formal degree* (e.g. accountant, lawyer, engineer, scientist, architect, marketing/advertising, most managers,/senior managers etc), plus teachers and most health professionals (nurses, physiotherapists, dentists, naturopaths etc)
5. Other (specify)

DISPLAY TO ALL

HH Finally, into which of the following broad categories does your pre-tax combined household income fall? *Select one answer*

1. Less than \$10,000 per year
2. Between \$10,000 to less than \$20,000 per year
3. Between \$20,000 to less than \$40,000 per year
4. Between \$40,000 to less than \$60,000 per year
5. Between \$60,000 to less than \$80,000 per year
6. \$80,000 or more per year
7. Prefer not to say

End of survey.

Thank you for your time today.

If this survey has raised some issues for you, help can be found at:

- Lifeline 13 11 14
- Gambling Helpline 1800 858 858
- www.gamblinghelponline.org.au

Privacy statement

The information you have provided today will be used only by the Office of Regulatory Policy for research purposes. Your answers will be combined with those of other participants to provide feedback to the Office of Regulatory Policy on the needs and views of the Queensland public. Your name and contact details will not be provided to or held by the Office of Regulatory Policy or included in your response to this survey.

Appendix B – Sample compositions

RESPONDENTS	2016	
	n=400	=100%
CC GENDER		
Male	236	59
Female	164	41
BB AGE		
18-34	236	59
35-54	164	41
CC, BB AGE/GENDER		
18-34 Male	152	38
18-34 Female	84	21
34-54 Male	84	21
35-54 Female	80	20
LOCATION		
SEQ	289	72
Rest of QLD	111	28
CPGI		
Recreational gambler	212	53
Low/Moderate/Problem gambler	188	47
Low – Moderate risk gambler	110	28
Low risk gambler	50	13
Moderate risk gambler	60	15
Problem gambler	78	20
AWARE OF CAMPAIGN		
Yes	167	42
No	233	58
FAMILY/FRIEND GAMBLER		
Yes	83	21
No	317	79
DD HOUSEHOLD STATUS		
Single/couple, no children	138	35
Couple/single, with children living at home	170	43
Couple/single, with children living away from home	28	7
Group household	50	13
Other	8	2
Prefer not to say	6	2
ATSI		
Aboriginal	8	2
Torres Strait Islander	3	1
Neither	388	97
Prefer not to say	2	1
FF EMPLOYMENT TYPE		
Full time	186	47
Part time	53	13
Work on a casual basis	20	5
Self-employed	23	6
Unemployed and looking for work	17	4
Full-time student	35	9
Full-time home duties	39	10
Retired	4	1
Not employed and not looking for work	6	2
Sick or disability pension	13	3
Other	2	1
Prefer not to say	2	1
GG OCCUPATION	n=259	=100%
Predominantly manual labour job without formal qualifications or with a basic licence	37	14
On-site or hands-on job, with a more formal qualification	38	15
Office or non-manual job, not necessarily requiring qualifications	97	37
A professional job requiring a completed formal degree	80	31
Other	7	3
HH HOUSEHOLD INCOME		
Under \$10,000 per year	15	4
Between \$10,000 and \$20,000	20	5
Between \$20,000 and \$40,000	47	12
Between \$40,000 and \$60,000	58	15
Between \$60,000 and \$80,000	63	16
More than \$80,000	161	40
Prefer not to say	36	9

RECREATIONAL GAMBLERS		
	2016	
RESPONDENTS	n=212	=100%
CC GENDER		
Male	103	49
Female	109	51
BB AGE		
18-34	107	50
35-54	105	50
CC,BB AGE/GENDER		
18-34 Male	54	25
18-34 Female	53	25
34-54 Male	49	23
35-54 Female	56	26
LOCATION		
SEQ	140	66
Rest of QLD	72	34
CPGI		
Recreational gambler	212	100
Low – Moderate risk gambler		
Low risk gambler		
Moderate risk gambler		
Problem gambler		
AWARE OF CAMPAIGN		
Yes	67	32
No	145	68
FAMILY/FRIEND GAMBLER		
Yes	32	15
No	180	85
DD HOUSEHOLD STATUS		
Single/couple, no children	70	33
Couple/single, with children living at home	96	45
Couple/single, with children living away from home	16	8
Group household	21	10
Other	7	3
Prefer not to say	2	1
ATSI		
Aboriginal	2	1
Torres Strait Islander		
Neither	210	99
Prefer not to say		
FF EMPLOYMENT TYPE		
Full time	98	46
Part time	26	12
Work on a casual basis	12	6
Self-employed	14	7
Unemployed and looking for work	9	4
Full-time student	11	5
Full-time home duties	29	14
Retired	3	1
Not employed and not looking for work	2	1
Sick or disability pension	7	3
Other		
Prefer not to say	1	*
GG OCCUPATION	n=136	=100%
Predominantly manual labour job without formal qualifications or with a basic licence	17	13
On-site or hands-on job, with a more formal qualification	19	14
Office or non-manual job, not necessarily requiring qualifications	49	36
A professional job requiring a completed formal degree	48	35
Other	3	2
HH HOUSEHOLD INCOME		
Under \$10,000 per year	4	2
Between \$10,000 and \$20,000	7	3
Between \$20,000 and \$40,000	20	9
Between \$40,000 and \$60,000	26	12
Between \$60,000 and \$80,000	27	13
More than \$80,000	98	46
Prefer not to say	30	14

*Indicates less than 1% of respondents.

LOW/MODERATE/PROBLEM GAMBLERS		
RESPONDENTS	2016	
	n=188	=100%
CC GENDER		
Male	133	71
Female	55	29
BB AGE		
18-34	129	69
35-54	59	31
CC, BB AGE/GENDER		
18-34 Male	98	52
18-34 Female	31	16
34-54 Male	35	19
35-54 Female	24	13
LOCATION		
SEQ	149	79
Rest of QLD	39	21
CPGI		
Recreational gambler		
Low – Moderate risk gambler	110	59
Low risk gambler	50	27
Moderate risk gambler	60	32
Problem gambler	78	41
AWARE OF CAMPAIGN		
Yes	100	53
No	88	47
FAMILY/FRIEND GAMBLER		
Yes	51	27
No	137	73
DD HOUSEHOLD STATUS		
Single/couple, no children	68	36
Couple/single, with children living at home	74	39
Couple/single, with children living away from home	12	6
Group household	29	15
Other	1	1
Prefer not to say	4	2
ATSI		
Aboriginal	6	3
Torres Strait Islander	3	2
Neither	178	95
Prefer not to say	2	1
FF EMPLOYMENT TYPE		
Full time	88	47
Part time	27	14
Work on a casual basis	8	4
Self-employed	9	5
Unemployed and looking for work	8	4
Full-time student	24	13
Full-time home duties	10	5
Retired	1	1
Not employed and not looking for work	4	2
Sick or disability pension	6	3
Other	2	1
Prefer not to say	1	1
GG OCCUPATION	n=123	=100%
Predominantly manual labour job without formal qualifications or with a basic licence	20	16
On-site or hands-on job, with a more formal qualification	19	15
Office or non-manual job, not necessarily requiring qualifications	48	39
A professional job requiring a completed formal degree	32	26
Other	4	3
HH HOUSEHOLD INCOME		
Under \$10,000 per year	11	6
Between \$10,000 and \$20,000	13	7
Between \$20,000 and \$40,000	27	14
Between \$40,000 and \$60,000	32	17
Between \$60,000 and \$80,000	36	19
More than \$80,000	63	34
Prefer not to say	6	3

Appendix C – Fieldwork statistics

Dates of Fieldwork:

Monday 5th December to Wednesday 21st December 2016

No. of invitations issued:

Approx. 18,000 invitations for 1659 responses (400 completes, 183 incompletes, 609 screeners and 467 quota full)

Average survey length:

19.7 mins

Any unusual events or occurrences during fieldwork:

None

Appendix D – ‘Other’ responses

Response given	Number of responses
QUESTION 1: In the last 12 months, which of the following gambling activities have you participated in?	
Raffle tickets and sweeps.	1
Raffle tickets.	1
Lottoland.	1
Local clubs.	1

Response given	Number of responses
QUESTION 3a: And where do you recall seeing or reading advertising about where to get help for gambling problems?	
TV/TV ads.	6
In public toilets/bathroom wall/toilet doors.	3
Sports caster after advertising their betting company.....irony much!	1
Joel Kane.	1
Casino.	1

Response given	Number of responses
QUESTION 3b: What messages can you remember from {insert codes 1-5}	
Posters, electronic posters, ATM screens/receipts, drink coaster or takeaway cards at a hotel, club, TAB or casino	
I can always win it back poster.	1
I can't really remember messages, I can remember the images. Like a guy looking like he's homeless with a ticket stub in his hand.	1
No swag.	1
Hotlines and signs of addiction.	1
Ads on a website	
Seek help for your gambling. Australians bet on anything.	1
Don't do it.	1
It was a government ad.	1
Hotlines and signs of addiction.	1
Ads on social media	
Video ads.	1
No under 18s to gamble. Gamble helpline available. Gamble responsibly.	1
Hotlines and signs of addiction.	1

Response given	Number of responses
QUESTION 4b: What were these advertisements in this campaign trying to tell you? What was the main message? (Two Flies PRINT)	
It's about gambling/Gambling/Gamble NFI.	6
Gambling is bad/Dangerous/Not right.	5
It is good/Nice/NFI.	2
Gambling has a negative effect on family.	2
If you bet you cannot always win.	1
Puts gambling into my head. I feel like gambling.	1
Flies gamble? Very poor messaging that is not relatable if someone has a problem. There is no personal accountability in these ads at all.	1
Australia has lots of flies.	1
Gambling happens easily. Help is readily available.	1
Gambling is very good.	1
Two flies betting.	1
If you cannot read the text you have probably had too much to drink and you should probably go home.	1
It's a great way to catch attention with the flies as they really draw attention to the problem, makes you want to read the rest of the poster just to make sure you can't actually bet on the flies. I hardly ever go out to gamble as technology has allowed me to gamble from home.	1
Small bets can be dangerous.	1
Betting things.	1
How people will bet on anything. It tries to make people second guess their betting options.	1
Bet sporting.	1
Is gambling healthy?	1
I think they are of poor taste. It's like the government is making a mockery out of someone who has a gambling problem. It's awful.	1
Bees are brutal.	1
One fly betting with the other one.	1

Response given	Number of responses
QUESTION 6b: What were these advertisements in this campaign trying to tell you? What was the main message? (Bar Scene)	
Gambling/Betting NFI.	7
Betting/Gambling is hidden.	2
Nothing to do with gambling. It's about having a good time with friends.	1
Can get addicted to gambling easily and chances of a win is rare.	1
About being the odd one out when you're out socializing with friends, spending most of the time gambling.	1
Gambling is a secret behaviour.	1
When you have a gambling problem you will miss out on social time with family and friends.	1
People who drink too much then gamble too much and forget how much money they are wasting.	1
Gambling isn't always being done consciously.	1
Too busy gambling instead of being with friends.	1
Gambling causes you to lose money.	1
Gambling comes in all forms.	1
Is gambling healthy?	1
That you miss out on social events with gambling.	1
It's disgusting. Shame on the government. Making a mockery of someone with a problem. It's awful.	1

Response given	Number of responses
QUESTION 7b: What were these advertisements in this campaign trying to tell you? What was the main message? (Backyard Scene)	
Look what you're missing out on.	1
Missed doing things together.	1
What you are missing because of selfish gambling habits.	1
You should bet on soccer.	1
If you gamble too much you may not be able to afford to do fun family things.	1
Gambling takes over doing normal things.	1
Making sure everyone is happy.	1
Once again the flies are silly.	1
You miss out on things while gambling.	1
Gambling takes you away from playing soccer.	1
They are having fun.	1
That gambling isn't something that is the norm.	1
There are flies outside.	1
It's easy to get into betting.	1
That you miss out the good times while gambling.	1
Look at your life differently.	1
You can lose things other than just money when you gamble too much.	1
You could be missing out on other things in life.	1
That gambling too much and losing too much money has negative consequences.	1
The sacrifices you make when gambling takes over.	1
Gambling takes people away from more productive activities.	1
Political correctness is getting out of hand.	1
Is gambling healthy?	1
Gambling.	1
It's a play on the word 'bet' and illustrates how their life has changed because of betting (negatively - financial loss).	1
It shows how good life can be when you aren't addicted.	1
Everyone wants to see you recover from addiction.	1
Problem gambling can affect your everyday life in significant ways.	1
That gambling can ruin your relationships and social health.	1

Response given	Number of responses
QUESTION 8b: What were these advertisements in this campaign trying to tell you? What was the main message? (Counsellor Scene)	
About gambling/Gambling NFI.	4
Don't get in too deep, betting is frivolous.	1
People that gamble get a buzz from winning.	1
Reminds you about racing odds.	1
Australians like to bet.	1
We have flies everywhere.	1
We acknowledge the odds of things to be able to bet on it.	1
I think it tries to convey that those who call this number will not experience stigma associated with problem gambling when they reach out for help.	1
That friendly support is provided by the gambling help line. The ad uses irony by having the fly mention 'odds'.	1
She's getting a buzz/excitement out of gambling.	1
Is she a bookie?	1
Feeling better when gambling.	1
Gambling gives you a short buzz but at what cost?	1
Gambling can occur at any time, not just at casinos.	1
Is gambling healthy?	1
I think it's awful. Wanting to help someone great, but using flies is poor taste.	1
Showing that you don't need to get a buzz from gambling.	1
That she gets a kick out of gambling. It excites her.	1
It has a good reputation.	1

Response given	Number of responses
QUESTION 11: Thinking about the campaign overall, how could the campaign be improved? How else could they get the message across? What other messages could be included?	
Just stop gambling/Don't gamble.	3
Find a hobby that doesn't involve gambling.	1
I am not sure. It is a complex issue. I don't ever bet more than I can't afford, placing simple little bets here and there if I am watching sports etc. I think it would be better to concentrate on removing poker machines.	1
Maybe flies could carry \$ dollar notes as to how easy betting/gambling will take your money. It's "as easy as a fly" to lose money fast on gambling!	1
Bigger main message.	1
Put the cut gambling tips in larger writing so problem gamblers know what to discuss before contacting the helpline.	1
Shut all pubs and clubs.	1
Just reminds me that I can have a punt.	1
The clubs and pubs should be held responsible for problem gamblers.	1
Proof of people bank balances.	1
By restricting amount of money an individual can bet.	1
Maybe say "you're never too old to get help". Better late than never to create a better debt free life for yourself and family.	1
Problem gamblers need to be told to accept responsibility for their decisions and actions and not hide behind a label.	1
Free help.	
Could be promoted on TV, at the cinema and in shopping centres even if no drinking premises are available. At newsagencies or any establishment that sells scratch its. There seems to be a very big problem when children turn eighteen. These adolescents think they will win big and never think about what they can lose. I think the age for gambling, drinking, smoking, voting and attaining a driver's licence needs to be increased to either 21 or 25 years of age.	1
Bigger flies.	1
Immensely! The messaging is one dimensional with no real life accountability or any sense of reality. Re-think the slogans and add some real life examples of how gambling can affect people. Stop sport casters from constantly pushing the gambling message and think that it's okay as long as they state the contact number for help – this really is poor form.	1
Get rid of it.	1
I like the idea of the flies. But I don't like the assumption and generalisation that Aussies like to gamble.	1
Advertising in more common areas such as bus stops, shopping centres etc. Make sure people know this can happen to anyone.	1
I think using family pictures will touch the hearts of people and make them think more about their life and the consequences of their gambling. Otherwise using funny/catchy ads is also effective.	1
The anti-gambling lobby should remove all avenues for gambling in Australian society.	1

More awareness programmes.	1
Larger writing.	1
Something with humour but a serious message.	1
The puns are a bit overdone and make me instantly dislike them. Subtle puns would work better. The flies need to be more cartoonish, they're fairly realistic and flies are gross.	1
Bet.	1
By targeting different age demographics.	1
Maybe try not to make it so comical.	1
The majority of gambling is associated with sporting activities. Posing questions to supporters watching the game (generally with their family) of whether they are in control of their gambling?	1
The posters with the 'father and son' playing soccer and the lady with her arms crossed are not all together useful. The 'father and son' poster use a different tagline; the one about 'not knowing who had a gambling problem'. The lady with the crossed arms should be of an actual psychologist or psychiatrist who has worked on developing the program used to help potential clients. This poster should include a list of their credentials.	1

Response given	Number of responses
QUESTION 17: To the best of your knowledge, what are the signs of problem gambling?	
Drinking too much as well as depression and mood swings.	1
Stress, going out to the pub often, anger at losing, anger towards loved ones when losing, signing up to gambling sites.	1
Becoming withdrawn from others/family events. Performance at work is being affected. Seeming worried, agitated or upset for no apparent reason. Reporting feeling hopeless, depressed, frustrated or suicidal.	1
Excited when gambling.	1
A range depending on the type of gambling. Online will show slightly different as online is a little easier to hide.	1
Addicted to it.	1
The same as the signs for any other addiction.	1
Excessive withdrawals from your bank in one day. No money one day and the next day lots. Bad moods, aggressiveness when asked what you have spent your money on.	1
There waiting for gambling venues to open.	1
Many.	1
Lying, being late for work, missing appointments, failing to meet responsibilities.	1
Missing money, lying and family breakdown. Finally homelessness and drug abuse as they cope with the sadness and pain from losing everything. It's not pretty and this ad campaign is like a slap in the face.	1
Financial difficulties. Skipping functions and gatherings more often. Finding excuses for everything. Wanting to spend time watching TV, internet, newspapers more often. Not recognising that you have a problem - ignoring it.	1
Avoiding family. Missing work. Stealing from your family.	1
On the phone all the time and socially withdrawn.	1
Getting yourself into debt, putting work or family aside to make a bet.	1
People hitting the buttons on pokies, anger at loss, people sitting at machines far too long and usually alone, going back and forth to ATMs.	1
People going without the staples of life and crime.	1
Addiction on gambling.	1
Addicted to something that is not required.	1
Can't stop and don't want to leave. Or constantly has their phone open.	1
Lying to friends and family about your gambling locations/spending, gambling alone, gambling to win back previous losses, getting angry at losing.	1
Gambling safe.	1
No money. No time. No relationships. Selling stuff to gamble. Downloading gambling games on phone.	1
Continual gambling, going down to the pub regularly for a punt. Repeat visits to the ATM.	1
Losing every bet.	1
Spending more than you can afford. Thinking you have a problem.	1
Doing it beyond an enjoyable level.	1

Response given	Number of responses
QUESTION DD: Which of the following categories best describes your situation?	
Multi-generational household	1
Living with parents	3
Living with other relatives	1
Gay single	1
Gay couple	1
Couple with adult children at home	1

Response given	Number of responses
QUESTION FF: Which of the following best describes what you currently do?	
Carer	1

Response given	Number of responses
QUESTION GG: And what is your occupation?	
Junk mail delivery	1
Housekeeper	1
Fast food	1
Disability Support Worker	1
Corrective services	1
Public service	1
Childcare	1

Appendix E – Sampling error chart

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options and post survey weighting and adjustments. Therefore MCR avoids the words “margin of error” as they are not able to be verified. All that can be calculated are different possible sampling errors with different probabilities of pure, unweighted, random samples with 100 response rates. These are only theoretical because no published surveys come close to this ideal. Respondents for this survey were randomly selected (using probability sampling) from the online panel respondent base. Because the sample is based on those who agreed to be invited to participate in the online panel, accurate estimates of theoretical sampling cannot be definitively calculated. At the absolute minimum, sampling error based on various cell sizes for this survey could fall within the following ranges.

(at the 95 confidence level)





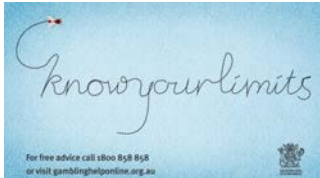
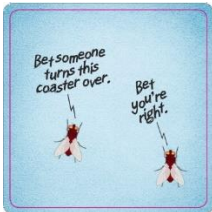
Sample size	10/90	20/80	30/70	40/60	50/50
5	±27.0	±36.0	±41.0	±44.0	±45.0
10	±19.0	±25.0	±29.0	±31.0	±32.0
15	±15.0	±21.0	±24.0	±25.0	±26.0
20	±13.0	±18.0	±20.0	±22.0	±22.0
25	±12.0	±16.0	±18.0	±19.5	±20.0
30	±11.0	±15.0	±16.7	±17.9	±18.0
35	±10.0	13.5	±15.5	±16.6	±16.9
40	±9.0	±12.6	±14.5	±15.5	±15.8
50	±8.0	±11.3	±13.0	±13.9	±14.1
60	±7.7	±10.3	±11.8	±12.6	±12.9
70	±7.2	±9.6	±11.0	±11.7	±12.0
80	±6.7	±8.9	±10.2	±11.0	±11.1
90	±6.3	±8.4	±9.7	±10.3	±10.5
100	±6.0	±8.0	±9.2	±9.8	±10.0
150	±4.8	±6.5	±7.5	±8.0	±8.2
160	±4.7	±6.3	±7.2	±7.7	±7.9
170	±4.6	±6.1	±7.0	±7.5	±7.7
200	±4.2	±5.6	±6.5	±6.9	±7.0
220	±4.0	±5.4	±6.2	±6.6	±6.7
240	±3.9	±5.2	±5.7	±6.3	±6.5
250	±3.8	±5.1	±5.8	±6.2	±6.3
260	±3.7	±5.0	±5.7	±6.1	±6.2
280	±3.6	±4.8	±5.5	±5.9	±6.0
300	±3.5	±4.6	±5.3	±5.7	±5.8
320	±3.4	±4.5	±5.1	±5.5	±5.6
340	±3.3	±4.3	±5.0	±5.3	±5.4
350	±3.2	±4.3	±4.9	±5.2	±5.3
360	±3.2	±4.2	±4.8	±5.2	±5.3
380	±3.1	±4.1	±4.7	±5.0	±5.1
400	±3.0	±4.0	±4.6	±4.9	±5.0
420	±2.9	±3.9	±4.5	±4.8	±4.9
440	±2.9	±3.8	±4.4	±4.7	±4.8
450	±2.8	±3.8	±4.3	±4.6	±4.7
460	±2.8	±3.7	±4.3	±4.6	±4.7
480	±2.7	±3.7	±4.2	±4.5	±4.6
500	±2.7	±3.6	±4.1	±4.4	±4.5
550	±2.6	±3.4	±3.9	±4.1	±4.3
600	±2.4	±3.3	±3.7	±4.0	±4.1
650	±2.4	±3.1	±3.6	±3.8	±3.9
700	±2.3	±3.0	±3.5	±3.7	±3.8
750	±2.2	±2.9	±3.3	±3.6	±3.7
800	±2.1	±2.8	±3.2	±3.5	±3.5
850	±2.1	±2.7	±3.1	±3.4	±3.4
900	±2.0	±2.4	±3.1	±3.3	±3.3
950	±1.9	±2.6	±3.0	±3.2	±3.2
1000	±1.9	±2.5	±2.9	±3.1	±3.2

Appendix F – References

Hing, N., Nuske, E., & Gainsbury, S. (2012). *Gamblers at-risk and their help-seeking behaviour*. Lismore: Centre for Gambling Education and Research, Southern Cross University.

Hing, N., Russell, A., Nuske, E., Gainsbury, S. (2015). *The stigma of problem gambling: Causes, characteristics and consequences*. Victoria, Australia: Victorian Responsible Gambling Foundation.

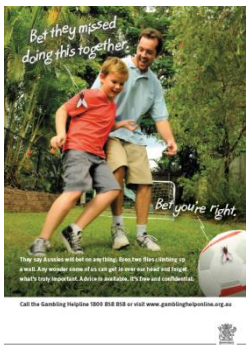
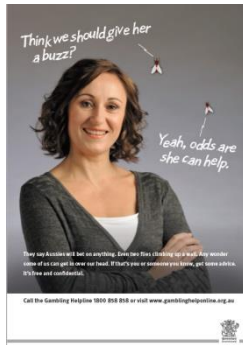
Appendix G - Summary of campaign components at each phase of the campaign

PHASE 1 (2012)		
Printed components	Downloadable components	Paid advertising
<ul style="list-style-type: none"> Two posters (two flies blue background) and associated 'takeaway' help cards were distributed to all Queensland gambling providers in May 2012.  	<ul style="list-style-type: none"> Copies of the posters and electronic LCD signage and drink coasters were made available for gambling providers to download from the Liquor and Gaming website.    	N/A

PHASE 2 (2014)

Printed components

- Three new campaign posters (bar scene, backyard and counsellor scenes) and reprints of the associated 'takeaway' help cards were distributed to all Queensland gambling providers in May 2014.



Downloadable components

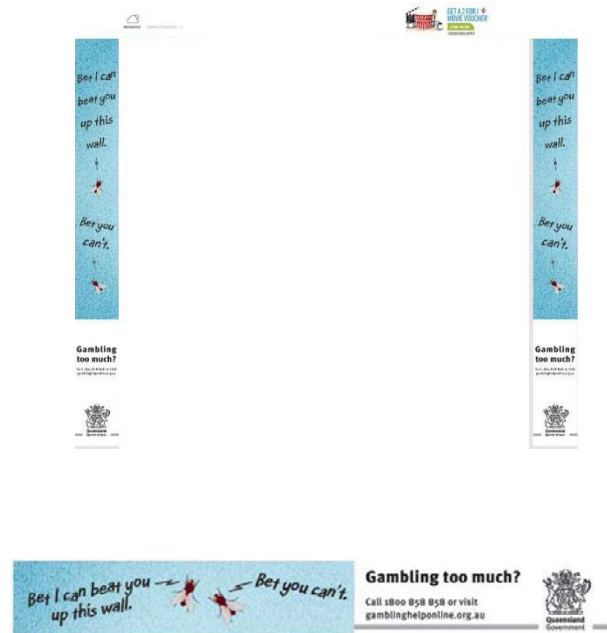
- Copies of the three posters and electronic LCD signage and drink coasters were made available for gambling providers to download from the Liquor and Gaming website.



Paid advertising

- Online (26 May–7 June 2014)

Out of scope by agreement



PHASE 3 (2015)

Printed components

- Phase 1 collateral were updated including the posters (two flies timber background), 'takeaway' help cards and drink coasters, and distributed to all Queensland gambling providers in June 2015.



Downloadable components

- Copies of the updated phase 1 collateral and electronic LCD signage were made available for gambling providers to download from the Liquor and Gaming website.



Paid advertising

- Online (20 July – 2 August 2015)

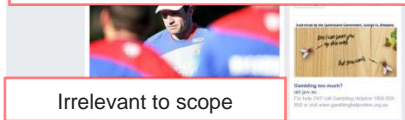
Out of scope by agreement

- ATM screens and ATM receipts (July 2015)

300 gambling venues (75 ATMs per week near hotels and clubs over four weeks).



Out of scope by agreement



Out of scope by agreement

Irrelevant to scope

Irrelevant to scope

PHASE 4 (2016)

Printed components

- Reprints of the phase 3 collateral were undertaken, including the posters, 'takeaway' help cards and drink coasters, and distributed to all Queensland gambling providers in June 2016.
- Reprints of the phase 3 drink coasters were again distributed to all Queensland gambling providers in November 2016.



Downloadable components

- Campaign materials continued to be available for gambling providers to download from the Liquor and Gaming website.



Paid advertising

- Online (June–July 2016)

Out of scope by agreement

- Sports stadiums (May–July 2016)

Various events at Suncorp Stadium, The Gabba, CBUS Stadium, 1300 Smiles Stadium.

Out of scope by agreement



Out of scope by agreement

Out of scope by agreement

Out of scope by agreement

Irrelevant to scope

Out of scope by agreement

Irrelevant to scope

