

Community Attitudes Towards Gambling in Victoria 2024

Report prepared for the Victorian Gambling and
Casino Control Commission

Final Report – February 2025



Contents

About the research	3
Executive summary	8
Summary of core Outcomes Framework measures	11
Detailed findings	14
Community sentiment and attitudes towards gambling	14
Perceptions among Victorian parents	21
Gambling behaviour and perceptions of control and risk	28
Experience of gambling harm	42
Stigmatising experience and self-perceptions	46
Seeking support to change gambling behaviour	52
Appendices	65



About the research

Background and Objectives

The Victorian Gambling and Casino Control Commission (VGCCC) is the independent regulator of Victoria's gambling industry. The purpose of the VGCCC is to ensure the integrity, safety and fairness of the gambling industry in accordance with its regulatory objectives, functions and powers. This includes the objective to minimise gambling harm.

The VGCCC's position on gambling harm states that gambling causes harm and that it is preventable. Minimising gambling harm is a key aspect of the VGCCC's regulatory approach and education function. The broad aims in regard to providing education are to shift attitudes to gambling harm and improve consumer understanding so individuals can make more informed choices.

Following the transition of the Victorian Responsible Gambling Foundation's awareness and campaign function to the VGCCC, the VGCCC has taken on the ongoing monitoring of community attitudes and behaviours as it relates to the Reducing Gambling Harm in Victoria Outcomes Framework (Outcomes Framework). Indicators and measures within the framework represent the combined effort across government to address and respond to gambling harm.

This Community Attitudes Survey is conducted annually to support reporting against measures in the Outcomes Framework.

The key information aims of the survey are to:

- Understand and monitor community sentiment and attitudes to gambling;
- Assess community knowledge of and attitudes to gambling harm;
- Understand current gambling behaviour;
- Gather information about experiences of gambling harm;
- Assess help seeking behaviours.

Quantitative methodology



Online quantitative survey



Conducted annually



Average survey length: 15.8 minutes



Data was weighted to provide a balanced representative sample
(weighted by age, gender, location, and PGSI status)



Final data is representative of the broader Victorian population

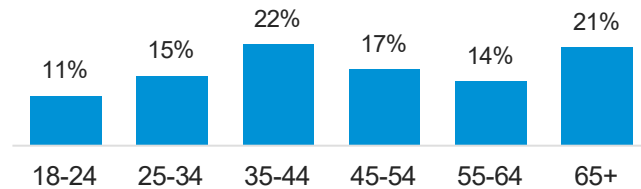
Historical comparisons

- This report presents the results in 2024 compared to the previous two waves (2023 and 2022).
- Weighting has been applied to provide a balanced **representative sample of Victorians** in each survey wave.
- Along with age, gender and location weighting, the annual samples are weighted to be representative of the proportion of Victorians who participate in gambling (identified by data from the Victorian Population Health Study available at the time of the research in each wave).
- Statistical testing has been applied throughout to identify statistically significant changes over time and between sub-groups in 2024.
- All annotated differences are significant at the 95% level of confidence unless otherwise specified.

This project was carried out in line with the International Standard for Quality Assurance in Market, Social and Opinion Research ISO 20252:2019

Weighted Profile of the 2024 Victorian Community Attitudes Sample

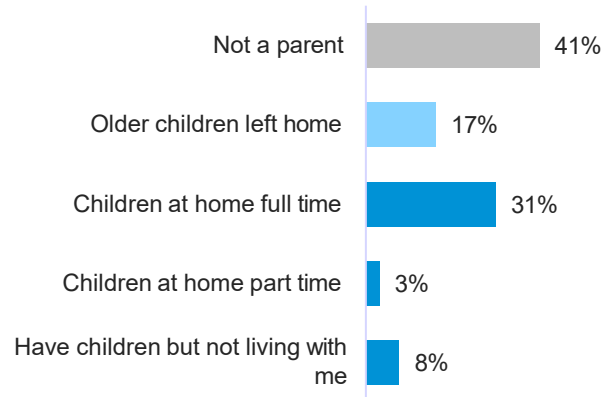
Age Breakdown



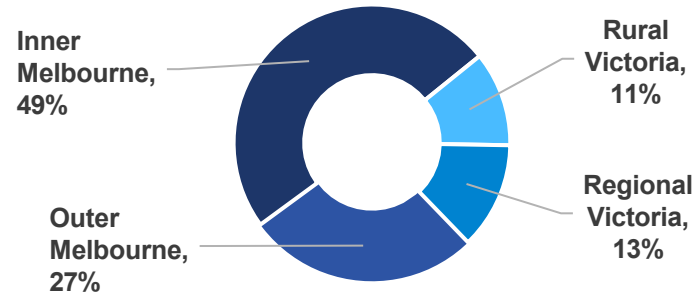
Gender



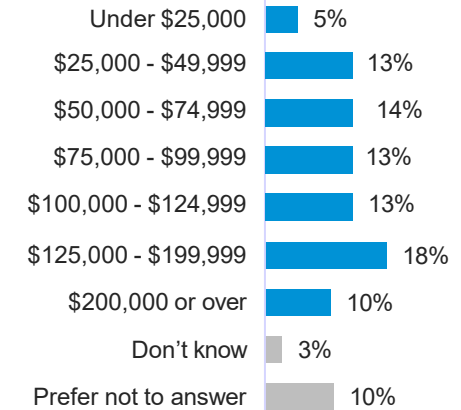
Parental Status



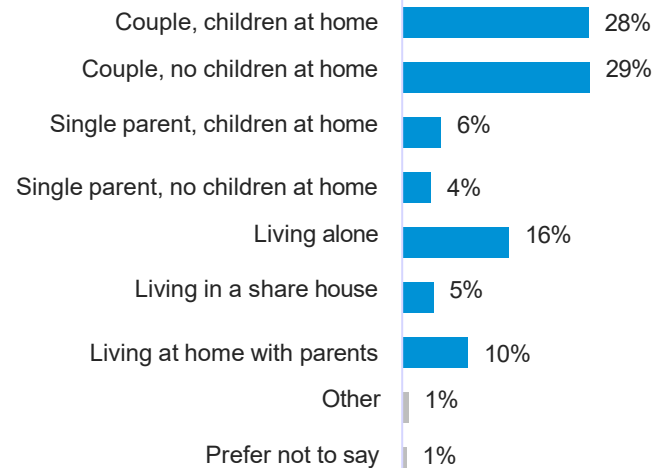
Location in Victoria



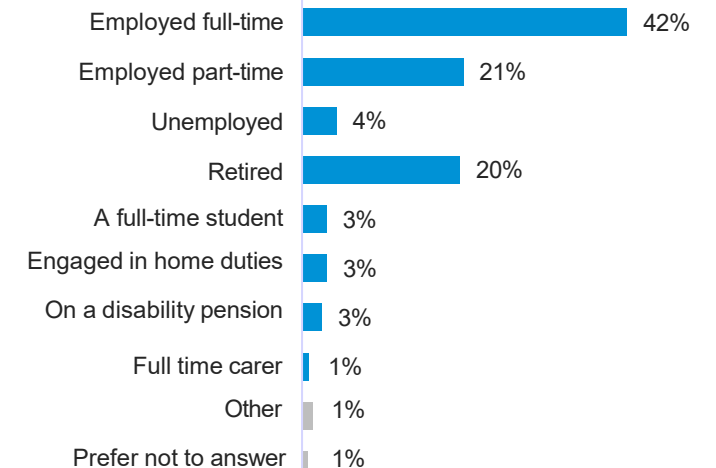
Household Income



Household Structure



Employment Status



Executive Summary

Executive summary

Community sentiment, understanding and attitudes towards gambling

Victorians' concern about gambling as a serious issue facing the state remained relatively stable in 2024.

The majority of Victorians continued to strongly agree that ‘*gambling can be addictive*’, that ‘*gambling can negatively impact families*’ and ‘*gambling can negatively impact communities*’. However, there was a slight softening on the latter two measures compared to two years ago.

There were other signs that overall concern about gambling has declined in 2024; **concern about the normalisation of sports betting has declined this year compared to two years ago**, as had **concern among parents about the impact of normalisation of gambling on future gambling behaviour of those aged under 18**.

Encouragingly, the 2024 results showed a significant decline in agreement that betting on sport is considered normal by young people; this decline was even greater among parents of children aged under 18 years.

Victorians' understanding of the role of gambling products in causing gambling harm remained stable this wave; **just under half of strongly agreed that gambling products contribute to gambling harm**.

Gambling behaviours among Victorians

Due to the updated population incidence data being used to weight the results this year, gambling frequency in 2024 cannot be directly compared to previous waves.

In 2024, almost half of Victorians (47%) did not participate in gambling in the past year. Around a quarter (26%) classified as infrequent gamblers, and one in ten (11%) occasional gamblers. 16% said they gambled monthly or more often (regular gamblers).

The most frequent gambling activities related to lottery tickets, scratchies, bingo and raffles, with around one in five Victorians claiming to participate in these at least four times a month, and 38% participating at least monthly. There were statistically significant increases in monthly participation for racing, pokies, and sports betting compared to 2023.

Parents were more likely to be aware of modelling behaviours and were **less inclined to gamble in front of their children**, and they recognised that teenage gambling can be problematic for future gambling behaviour. However, **more can be done to encourage parents to have conversations on gambling with their children**.

Key:
Outcome 3.0 - Increase community understanding of gambling harm
Outcome 4.0 - Decrease stigma of people who experience gambling harm
Outcome 5.0 - Prevent uptake of under-age gambling
Outcome 6.0 - Increase capability of people to prevent gambling harm

Executive summary (cont.)

Gambling risk and harm

The Lower Risk Gambling Guidelines (LRGGs)* suggest a person should not gamble more than once a week (effectively four times a month) to avoid risk of gambling harm. In 2024, **three in four Victorians agreed that people who gamble more than once a week are at risk of harm from their gambling, up from 70% in 2022**. Further, around three in five Victorians indicated a threshold of up to four times a month in response to a numerical question on this. Gamblers in higher PGSI risk categories had higher thresholds, indicating a perception that more frequent gambling is acceptable.

Perceptions of harms arising from gambling were similar to 2023, although *‘increased disagreements with family’* has now nudged slightly ahead of *‘worrying about finances’* as a top perceived harm among Victorians.

Among gamblers, around 1 in 10 strongly agreed that they feel like they could be negatively affected by their gambling; this proportion rose to 1 in 3 among problem gamblers, indicating some awareness of the harm caused by gambling.

This wave, gamblers were less likely to strongly agree that they *‘only gamble with what they can afford to lose’*, indicating that financial harm may increase in the future.

In assessing non-financial harms experienced by gamblers and the extent to which gamblers believe this is linked to their gambling, just **7% of gamblers thought that their gambling contributed to non-financial harms they have experienced in the past 12 months**.

Reducing stigma and encouraging help-seeking

The 2024 results continued a negative trend for stigmatising attitudes towards gambling – of note, Victorians were significantly more likely to strongly agree that *‘people who have gambling problems have no self-control’* and *‘people who have gambling problems are greedy’*.

Further, although the majority of Victorians indicated that they would support a family member or a friend experiencing a problem with gambling, there was an increase in hesitation, with negative trends seen for *‘encouraging them to seek professional support’*, and *‘knowing how to help them’*.

From the perspective of gamblers, **there has been no change in the proportion of regular gamblers who agree they ‘find it difficult to talk to family or close friends about their gambling’ this wave**.

The proportion of gamblers who agreed that they’d *‘really like to reduce or stop gambling’* is unchanged at 16% over the past three years. Problem gamblers were significantly more likely to express this. **One in four gamblers said they had taken at least one action in the past 12 months to address their gambling.***

Recall of programs, campaigns and initiatives has declined in 2024 with less activity recently. The upcoming activity planned to promote the LRGGs may help to increase attention to and understanding of gambling risk and harm.

When prompted with the range of specific services offered by Gambler’s Help, there were significant lifts across the board in 2024 compared to previous years.

Key:
Outcome 3.0 - Increase community understanding of gambling harm
Outcome 4.0 - Decrease stigma of people who experience gambling harm
Outcome 5.0 - Prevent uptake of under-age gambling
Outcome 6.0 - Increase capability of people to prevent gambling harm

**Some additional actions were added to the survey in 2024 to capture more ways in which gamblers may address their gambling. Due to the changes to the question in 2024, results are not directly comparable to previous waves.*

Summary of core Outcomes Framework measures

Summary of Core Outcomes Framework measures and results

Outcome	Framework Measure	Question	2022	2023	2024
Increase community understanding of gambling harm	3.1.1	Proportion of adults who recognise that their gambling contributed to the non-financial harm they experienced			
		E3. Do you think your gambling contributed to you experiencing this in any way?*	5%	6%	7%
		E10. Statement 3: I feel like my gambling could potentially be negatively affecting me; Strongly agree (8-10)**	10%	9%	9%
	3.1.2	Proportion of parents of children aged up to 18 years who are concerned about the effect of normalisation of gambling on them when they become adults			
		C0. Statement 1: The way that gambling has been normalised and the effect this has on how much your child gambles when they become an adult; Extremely concerned (8-10) [†]	53%	45%	45% ▼
	3.2.1	Proportion of parents with children aged 12-17 years who have talked to them about the risks and potential harms associated with sports betting			
		D9. Have you ever talked to your child(ren) about the potential harm or risk of sports betting? Yes ^{††}	55%	53%	48%
	3.3.1	Proportion of adults who are concerned that gambling in sport is considered normal, excluding racing			
		C2. Statement 6: I'm concerned that sports betting is normalised in our society; Strongly agree (8-10)	58%	57%	53% ▼
	3.4.1	A: Proportion of adults who agree that people who gamble more than four times a month (excluding lotto and social bingo) are at risk of harm from their gambling			
		C1. Statement 6: People who gamble more than once a week are at risk of harm from their gambling; Agree (6-10)	70%	72%	74% ▲
	3.4.1	B: Proportion of adults who are aware of the Lower Risk Gambling Guidelines (LRGGs)			
		Due to a delay in the campaign to promote the LRGGs, the survey does not yet contain a question to measure this.	-	-	-

NB: These results have been re-calculated to align to the description in the Outcomes Framework and will differ from previously reported results.

NB: The topline results reported on C1. Statement 8: People who gamble once a **month** or more are at risk of developing a gambling problem.

* Based on gamblers who gambled in the past year and reported experiencing at least two of eight non-financial harms listed in the survey

** Based on all gamblers

[†] Based on parents with children aged under 18

^{††} Based on parents with children aged 12-17

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Summary of Core Outcomes Framework measures and results

Outcome	Framework Measure		Question	2022	2023	2024
Decrease stigma of people who experience gambling harm	4.1.1	Proportion of adults who strongly agree that gambling products contribute to gambling harm	C3. Statement 2: Gambling products such as pokies, casinos, sports betting are responsible for the problems they cause people; Strongly agree (8-10)	44%	44%	46%
	4.2.1	Proportion of people who gamble regularly who find it difficult to talk to family or close friends about their gambling	C5. Statement 3: I find it difficult to talk to my family or close friends about my gambling; Agree (6-10)*	15%	15%	14%
Prevent uptake of under-age gambling	5.1.1	Proportion of parents with children aged up to 18 years who disagree that it is okay to gamble or bet regularly around their children	D4. Statement 1: It's OK for me to gamble or bet regularly around my child(ren); Disagree (0-4)†	65%	66%	73% ▲
Increase capability of people to prevent gambling harm	6.1.2	Proportion of adults who agree they would really like to reduce or stop gambling	E10. I'd really like to reduce or stop gambling; Agree (6-10)**	16%	16%	16%
	6.2.1	Proportion of adults who have taken some action to address their gambling~	E11a. In the past 12 months, have you thought about doing any of the following things, and E12. ... and in the past 12 months, which of these things have you actually done? Have taken at least one action**	-	-	25% total

*Based on regular gamblers

** Based on all gamblers

† Survey results are based on parents with children aged under 18

~ Note: more activities listed as options this year, so comparisons to previous waves are not possible

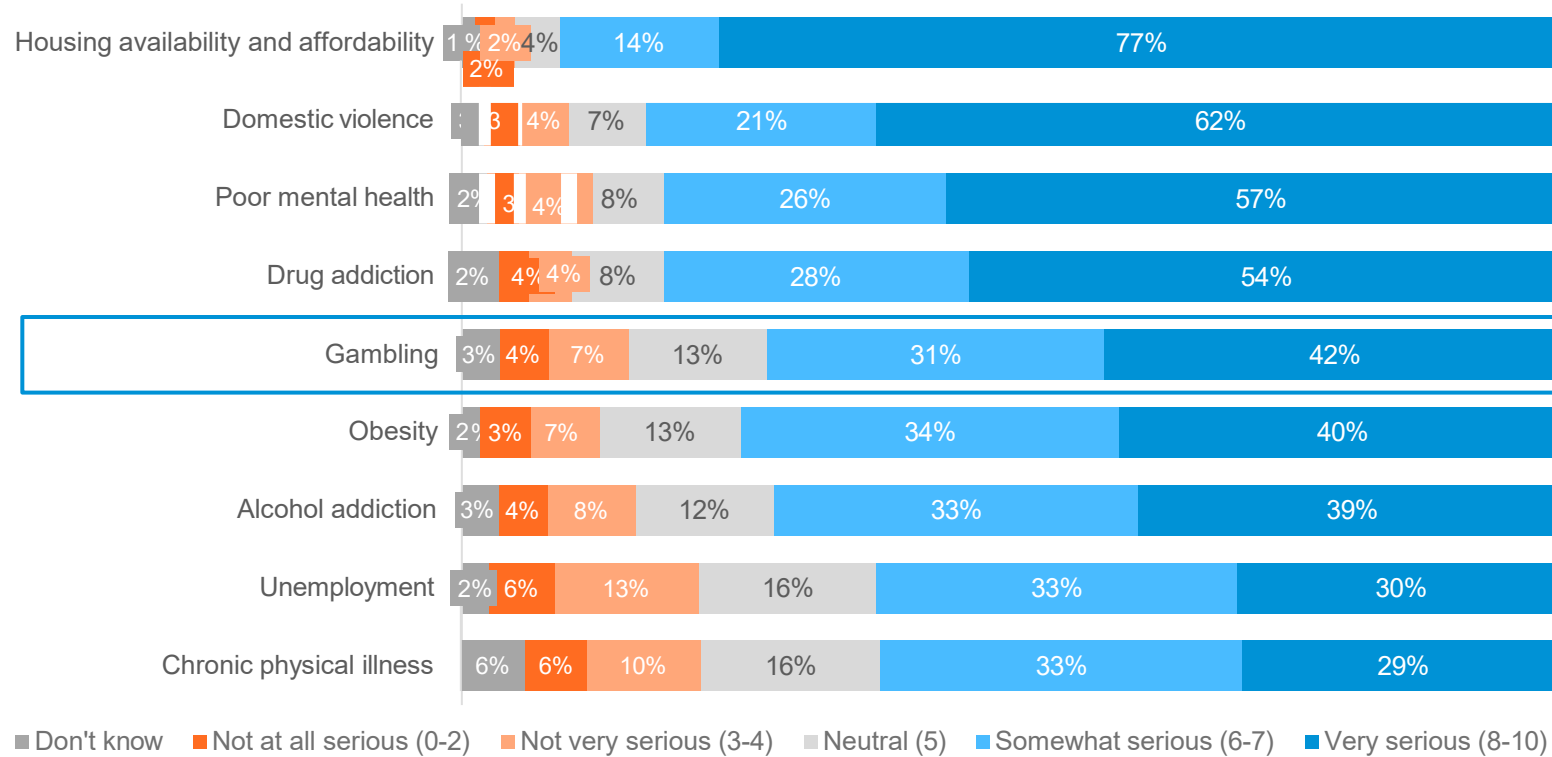
▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Community sentiment and attitudes towards gambling

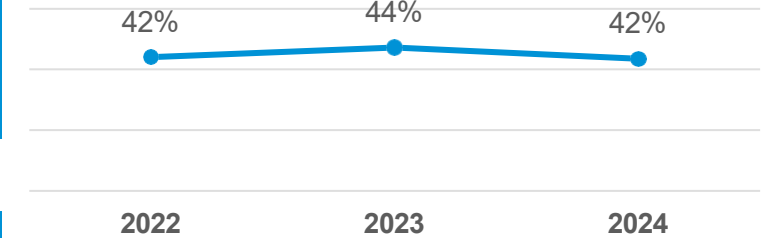
Victorians' concern about gambling as a serious issue facing the state remained relatively stable at 42% this wave

Concern about gambling as a serious issue

Base: Total sample; 2024 (n=3,203)



% perceived gambling as a very serious issue (8-10)



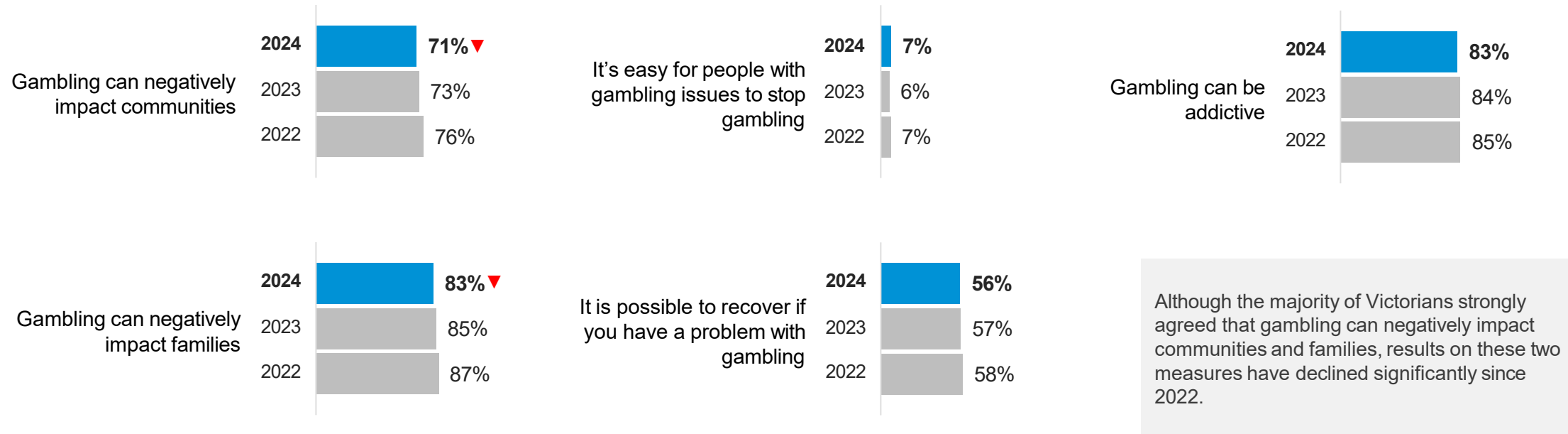
Around two in five Victorians (42%) indicated that they believe gambling is a very serious issue facing the state. This proportion was significantly lower among gamblers (41% versus 45% among non-gamblers), but did not significantly differ by PGSI risk profile.

A1. Thinking about Victoria, to what extent do you think the following are serious issues facing the state?

Among all Victorians, there were slight declines in strong agreement that gambling can negatively impact families and communities

Community attitudes and sentiment – understanding of gambling: % Strongly Agree

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



C1. Below are some statements people have made about gambling. Please rate each one according to how much you agree or disagree with it.

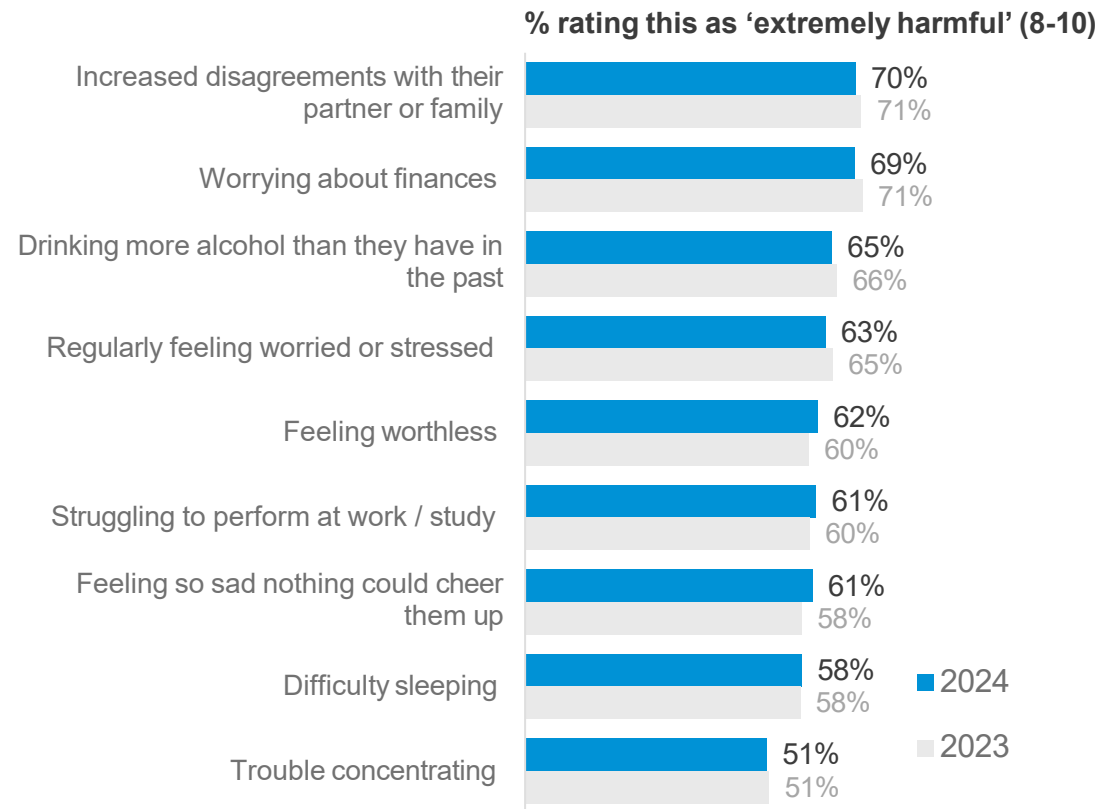
C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it.

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Increased disagreements with family is now the top perceived harm, alongside worrying about finances

Victorians' perceptions of harms arising from gambling

Base: Total sample; 2024 (n=3,203); Gamblers (n=1,021); Non-gamblers (n=2,182)



Gamblers in 2024

Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
CD 70%	D 65%	D 60%	48%
CD 70%	D 66%	64%	58%
CD 65%	D 60%	D 54%	44%
D 64%	D 59%	58%	50%
BCD 63%	D 55%	D 56%	46%
BCD 62%	D 54%	52%	44%
CD 62%	D 58%	D 51%	41%
D 57%	D 57%	D 53%	44%
D 50%	44%	46%	41%

In 2024, Victorians' perceptions of extremely harmful experiences as a result of problem gambling were similar to the 2023 results.

Increased disagreements with family is now the top perceived harm, alongside worrying about finances.

Drinking more alcohol, and regularly feeling worried or stressed remained among the most harmful perceived impacts, followed closely by the other experiences on this list.

Problem gamblers tended to be less likely to recognise these potential impacts as being extremely harmful; this suggests that using these harms in a campaign aimed at problem gamblers will be less impactful as an incentive to reduce or stop gambling. However, the strong perceptions among Victorians in general suggest they may be more effective in a prevention campaign.

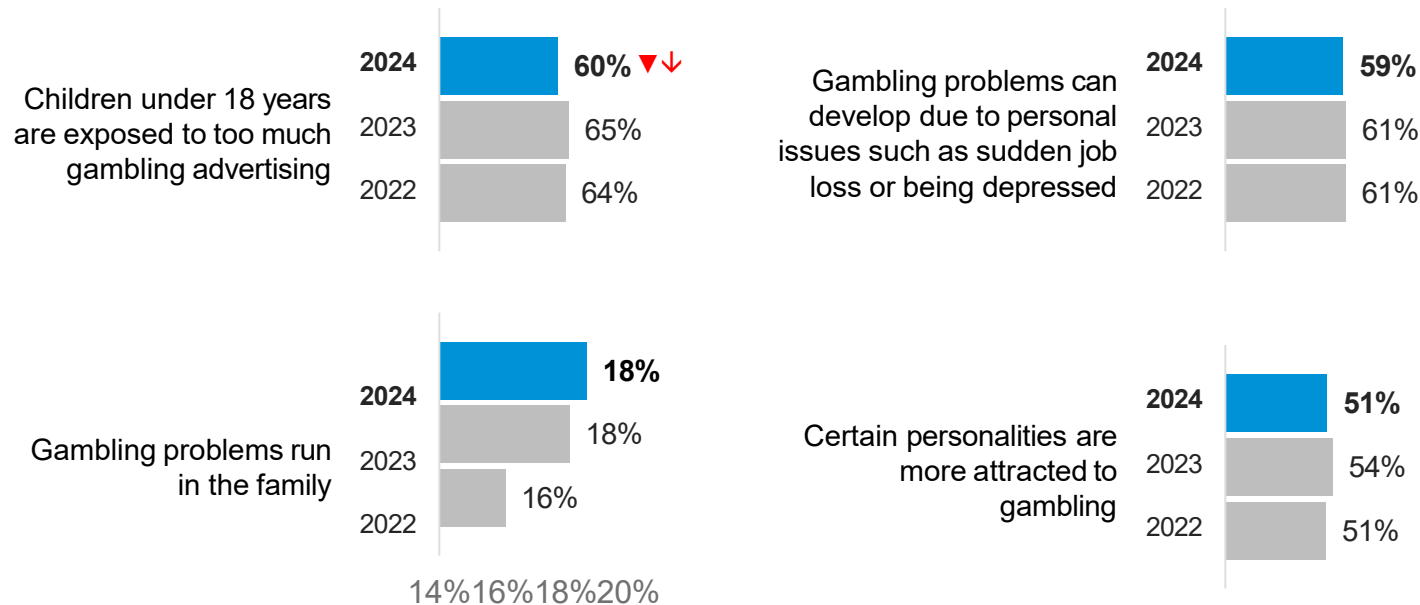
E9. Listed below are some things people might experience as a result of gambling becoming a problem for them. For each one, please rate how harmful you think this is for the person gambling.

▲ ▼ Indicates a significant difference from the initial time period. ↑ ↓ Indicates a significant difference from the previous time period | ABCD Indicates a significantly higher figure than the comparison cells annotated

Victorians were *less* likely to strongly agree that children aged under 18 years are exposed to too much gambling advertising this wave

Community attitudes and sentiment – understanding of gambling drivers: % Strongly Agree (8-10)

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



In the latest wave, a significantly lower proportion of Victorians strongly agreed that children under 18 years are exposed to too much gambling advertising. It is unclear from the data if this is because of perceptions of improved regulation or because of increased leniency in what is perceived to be acceptable.

C1. Below are some statements people have made about gambling. Please rate each one according to how much you agree or disagree with it.

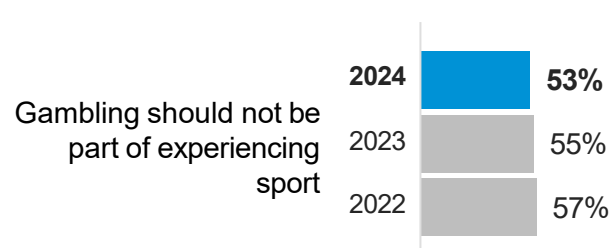
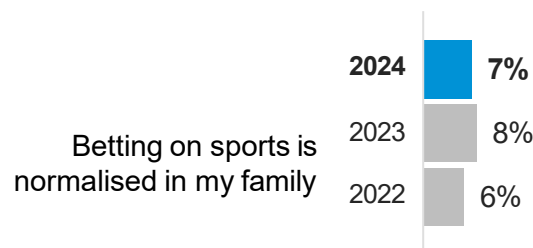
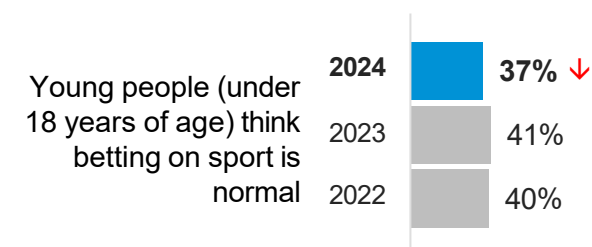
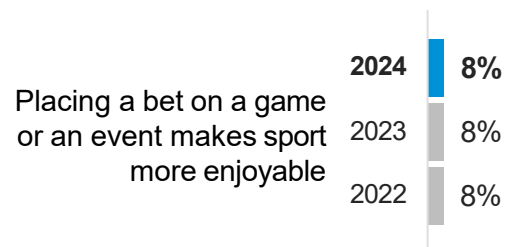
C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it.

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Strong agreement that children under 18 years think sports betting is normal has also declined

Attitudes towards sports betting: % Strongly Agree (8-10)

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



It is encouraging to see a statistically significant decline in the proportion of Victorians who strongly agreed that betting on sport is considered normal by young people.

The magnitude of this decline was even higher among parents of children aged up to 18 years; 32% of parents strongly agreed in 2024, down from 42% in 2023.

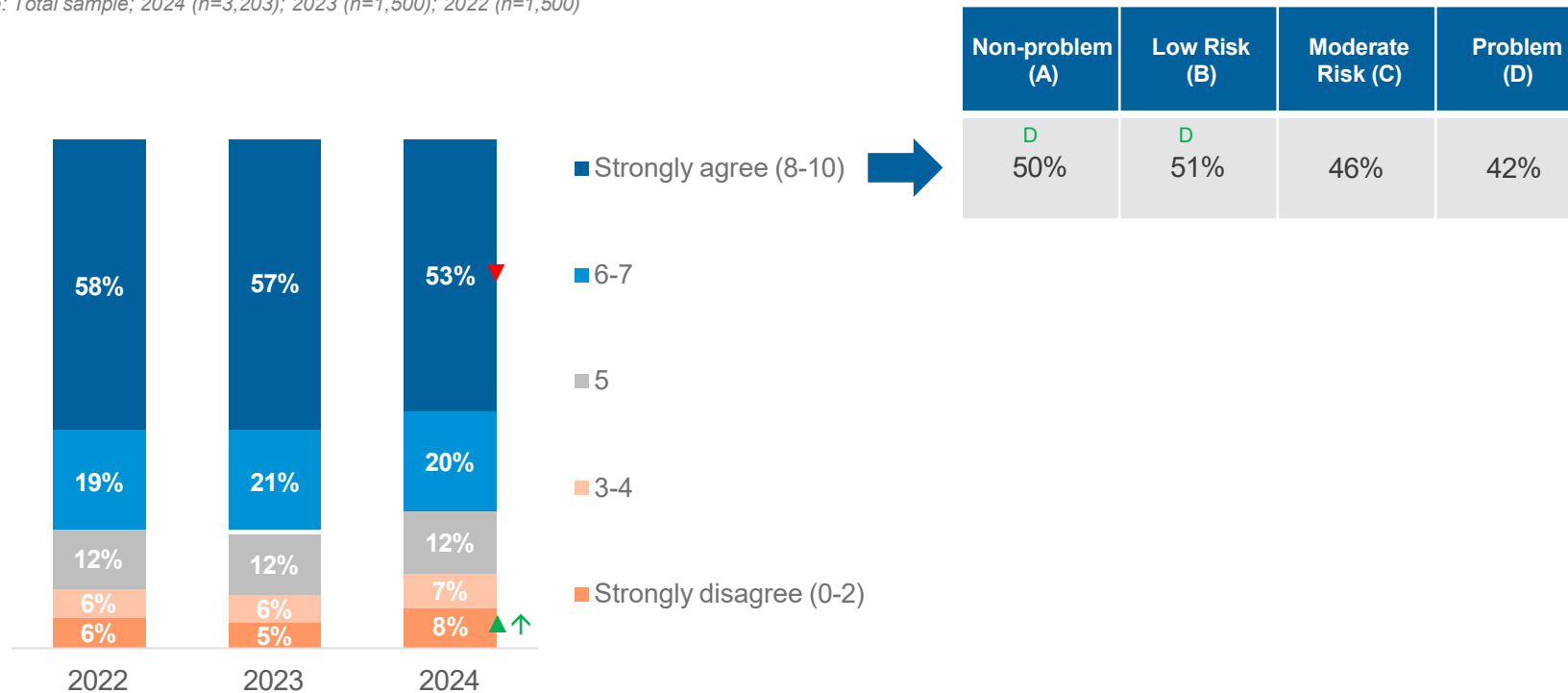
C2. Below are some more statements people have made about gambling on sports. Please rate each one according to how much you agree or disagree with it.

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Among all Victorians, concern about the normalisation of sports betting has softened in 2024

Outcome 3.3.1 Increase concern about the normalisation of sports betting

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
D 50%	D 51%	46%	42%

Just over half of Victorians (53%) strongly agreed with the statement “I’m concerned that sports betting is normalised in our society”. This is a significant decline from 58% in 2022.

As defined by the PGSI, Moderate Risk and Problem gamblers were less likely to strongly agree they are concerned that sports betting is normalised in our society.

C2. Below are some more statements people have made about gambling on sports. Please rate each one according to how much you agree or disagree with it.

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

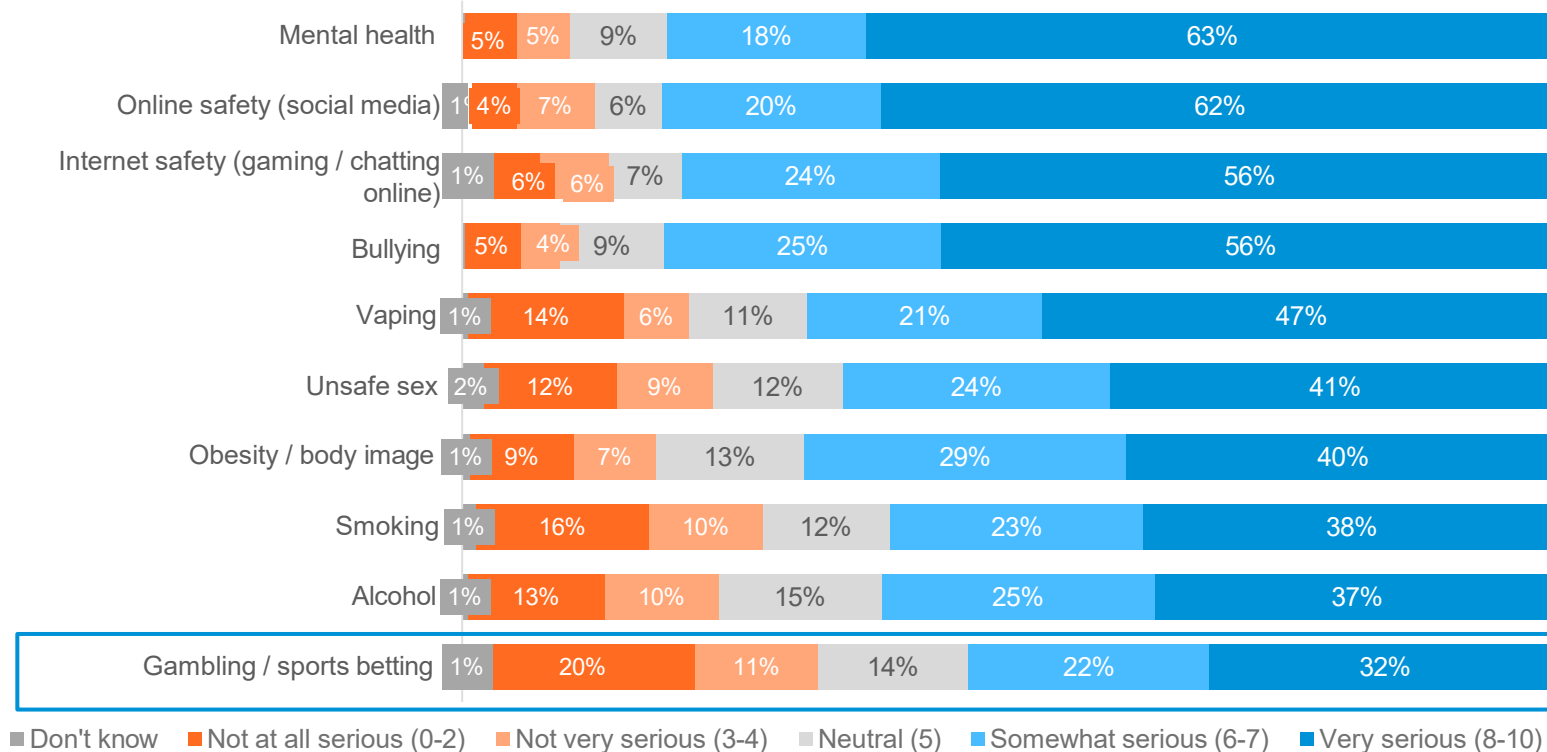
ABCD Indicates a significantly higher figure than the comparison cells annotated

Perceptions among Victorian parents

Gambling and sports betting is perceived as less of a concern among Victorian parents compared to other concerns such as mental health and online safety

Concerns as a parent

Base: Parents with children aged between 10 and 17 years; 2024 (n=585)

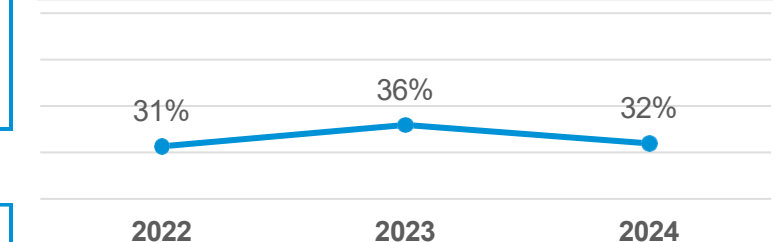


Around a third (32%) of parents with children in the target age category (between 10 and 17 years) indicated that gambling is a very serious concern for them as a parent.

Mental health and online safety remain as the top concerns for Victorian parents, with gambling holding its place below the other concerns listed.

However, gambling relative to other concerns was higher among parents of 12-17s* who indicated that one or more of their children has actually gambled with money (53% thought of gambling as a very serious concern, moving gambling up three places on this list).

% perceive gambling as a very serious issue (8-10)



A2. To what extent are the following major concerns for you as a parent?

*D6 D5. As far as you are aware, has/have your child(ren) aged between 12 and 17 years ever gambled with money? – asked of parents of children aged 12-17 years

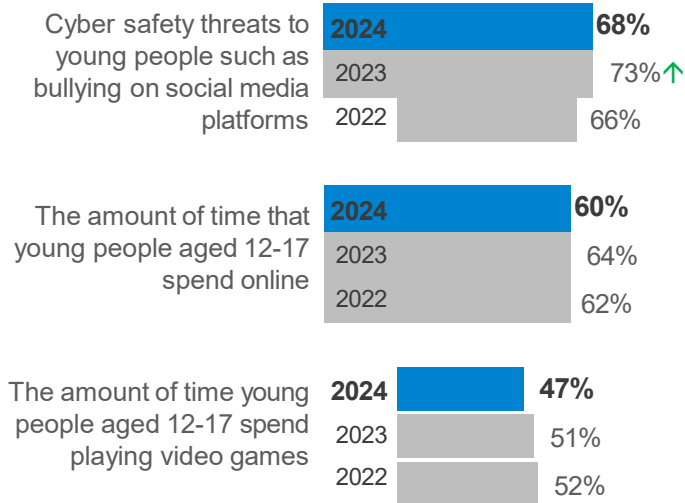
▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

More specifically, parents were less concerned about the normalisation of gambling impacting future behaviour, in comparison to concerns about cyber safety and time spent online

Parents' concerns about impacts to their children's future

Base: Parents with children aged up to 18 years; 2024 (n=984); 2023 (n=371); 2022 (n=322)*

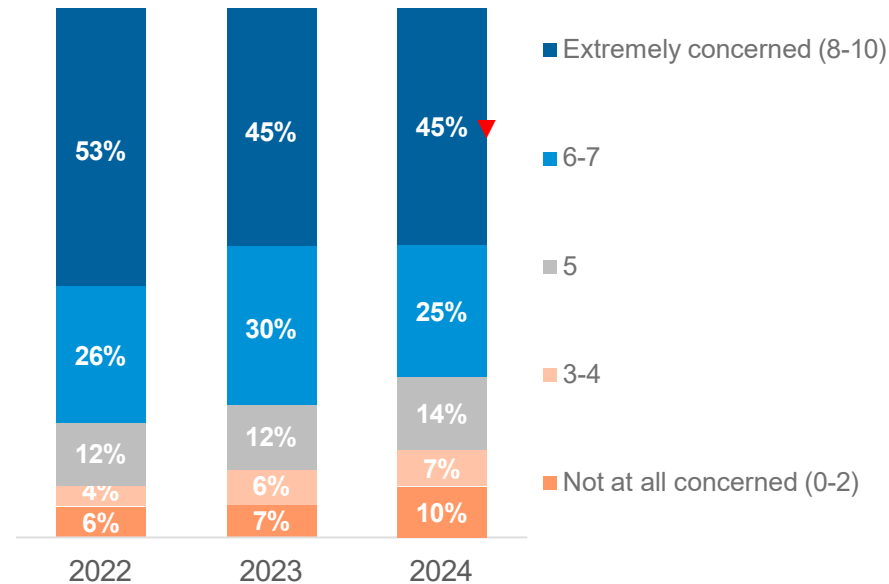
% Very concerned (8-10):



Outcome 3.1.2 Parents' concern about the effect of normalisation of gambling

Base: Parents with children aged up to 18 years; 2024 (n=984); 2023 (n=371); 2022 (n=322)*

The way that gambling has been normalised and the effect this has on how much your child gambles when they become an adult



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
42%	38%	54% ^{AB}	44%

Among Victorian parents with children aged up to 18 years, 45% said they are extremely concerned about the way gambling has been normalised and the impact of this on their child's gambling behaviour as an adult.

Parents who are Moderate Risk gamblers were more likely to be extremely concerned about this compared to those in the Low Risk and Problem gambler risk categories.

C0. Overall, how concerned do you feel about the following things for your child(ren) and their future?

*Previous results included parents of older children who have left home. The current and historical results shown here have been re-based to parents with children aged up to 18 years

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

The results in 2024 indicate a positive shift in increasing disagreement among parents regarding negative consequences of teenage gambling

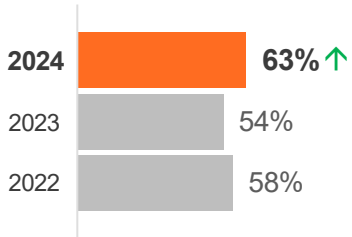
Parents' attitudes towards teens/children and gambling

Base: Parents with children aged 10-17; 2024 (n=585); 2023 (n=184); 2022 (n=171)

Strongly agree (8-10)
Strongly disagree (0-2)

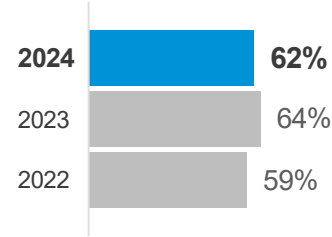
% Strongly disagree (0-2):

Teenagers are unlikely to experience negative consequences if they gamble

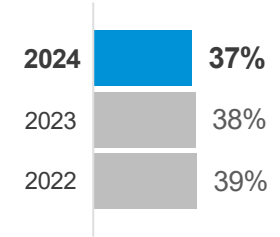


Teenagers who gamble are setting themselves up for problems with gambling when they're older

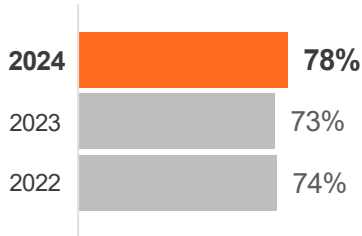
% Strongly agree (8-10):



I worry that my child(ren) think sports betting is acceptable behaviour

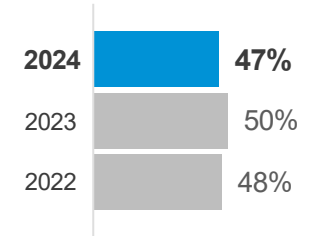


It's OK for teenagers to gamble



The majority of parents continued to disagree that it's ok for teenagers to gamble and that they are unlikely to experience negative consequences if they do, and around three in four (62%) strongly agree that teenagers who gamble are setting themselves up for problems with gambling when they're older.

I am concerned that my child(ren) are exposed to too much gambling advertising



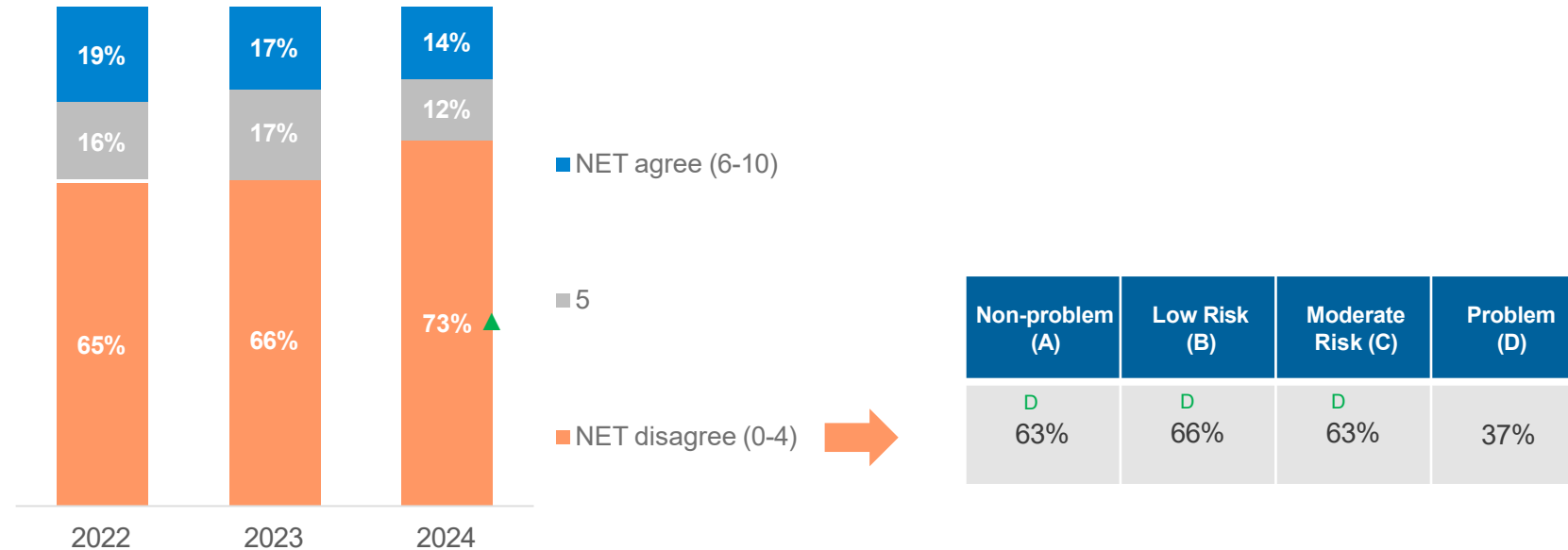
D4. Below are some statements parents have made in the past. Please rate each one according to how much you agree or disagree with it.

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Disagreement has also increased on the core measure relating to exposure to role modelling that normalises gambling to underage people

Outcome 5.1.1 Disagreement among parents that it is ok to gamble regularly around their children

Base: Parents with children aged 10-17; 2024 (n=585); 2023 (n=184); 2022 (n=171)



The majority (73%) of Victorian parents of children aged between 10-17 years *disagreed* that it's ok to gamble regularly around their children. This is a significant increase from 65% in 2022.

Problem gamblers were less likely to disagree on this measure compared to the other PGSI risk profile groups.

D4. Below are some statements parents have made in the past. Please rate each one according to how much you agree or disagree with it: It's OK for me to gamble or bet regularly around my child(ren).

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

Just 5% of parents said their child had gambled with money; while 46% said they were extremely concerned about this, 13% were not very concerned

Underage gambling behaviour (as recalled by parents)

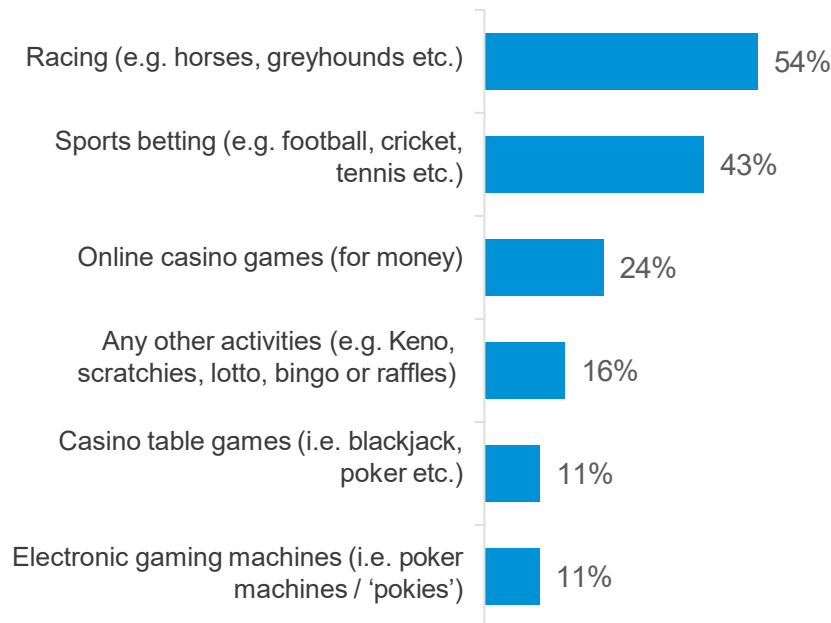
Base: Parents with children aged 12-17 (n=585) | Child(ren) gambled with money (n=37) | Child(ren) engaged in sports betting (n=19)*



Just 5% of parents said their child has gambled with money

(10% in 2023, not a statistically significant difference)

Types of gambling:



Very few parents said they believed their child has gambled with money. Among those who responded in the affirmative (n=37), **46% said they were 'extremely concerned' about their child's gambling. Around one in ten (13%) were 'not very concerned'.†**

Racing and sports betting were the most commonly mentioned forms of gambling among minors as recalled by parents.

Among parents who said their child has engaged in sports betting (n=19*), 35% said their child has sports betting apps on their device.

Note these results are based on small sample sizes and results should be interpreted with caution.

D5. As far as you are aware, has/have your child(ren) aged between 12 and 17 years ever gambled with money?

D6. What type(s) of gambling have they spent money on?

D7. As far as you are aware, has/have your child(ren) got any sports betting apps on their mobile phone / tablet / other device?

† D8. How concerned are you about your child(ren)'s gambling?

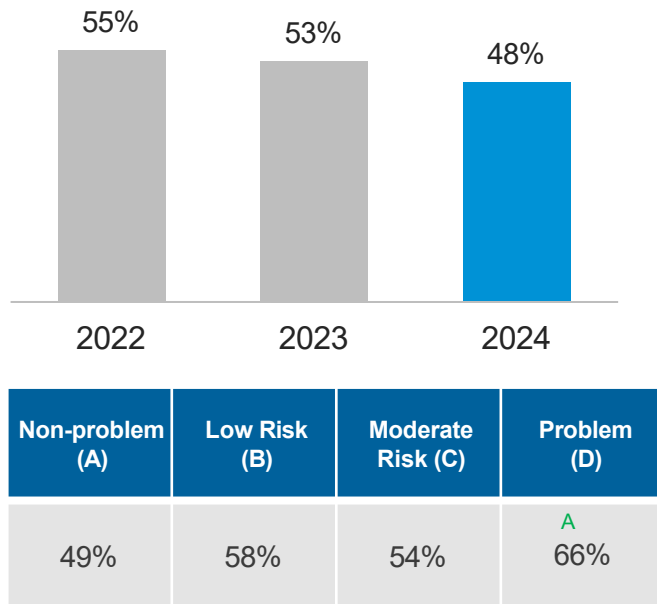
*Caution: Small base

The proportion of parents with children aged 12-17 who have spoken to them about sports betting trended downward

Outcome 3.2.1 Parents of 12-17s who have spoken to their child about sports betting

Base: Parents with children aged 12-17; 2024 (n=454); 2023 (n=134); 2022 (n=132)

% Yes:



D9. Have you ever talked to your child(ren) about the potential harm or risk of sports betting?

D13. Which of the following best describes what you discussed with them?

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

ABCD Indicates a significantly higher figure than the comparison cells annotated

Base: Parents who spoke to their children aged 12-17 about sports betting harms; 2024 (n=237)

Nature of discussion:



Among Victorian parents of children aged 12-17, almost half (48%) said they had spoken with their child(ren) about the potential harm or risk of sports betting.

Although this is not a statistically significant change from the previous wave, the results over the past three years suggest a downward trend over time.

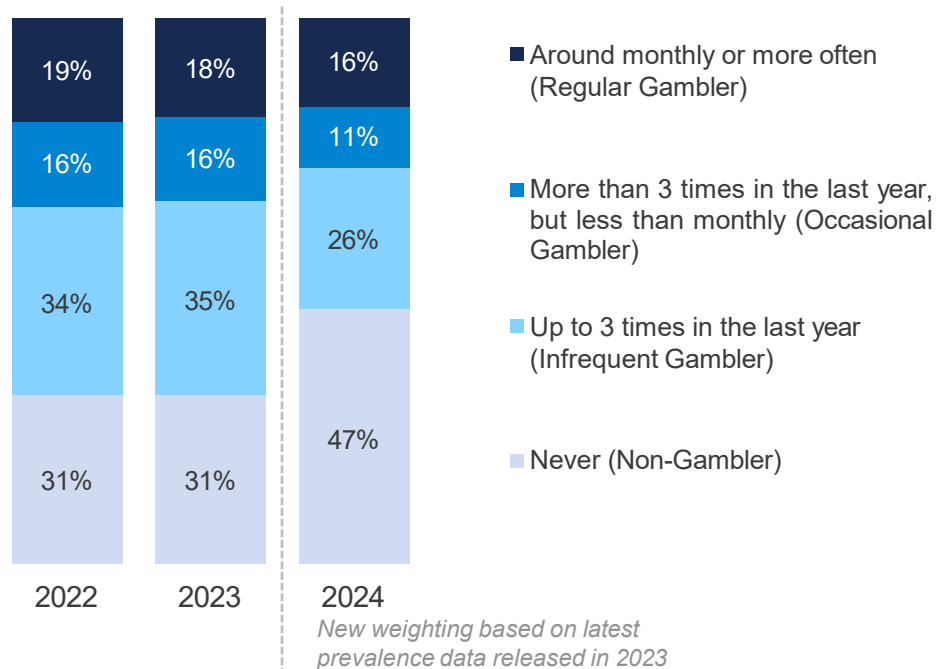
Parents who are classified as Problem gamblers were more likely to have had this conversation with their child(ren).

Gambling behaviour and perceptions of control and risk

Demographics with higher gambling frequency in 2024 included males, those aged over 45 years, retirees, and empty nesters

Gambling frequency

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Due to the updated population incidence data being used to weight the results this year, gambling frequency in 2024 cannot be directly compared to previous waves. Historical results for gambling frequency data is provided in this section only for completeness.

An examination of gambling frequency data in 2024 by demographics yielded the following key findings:

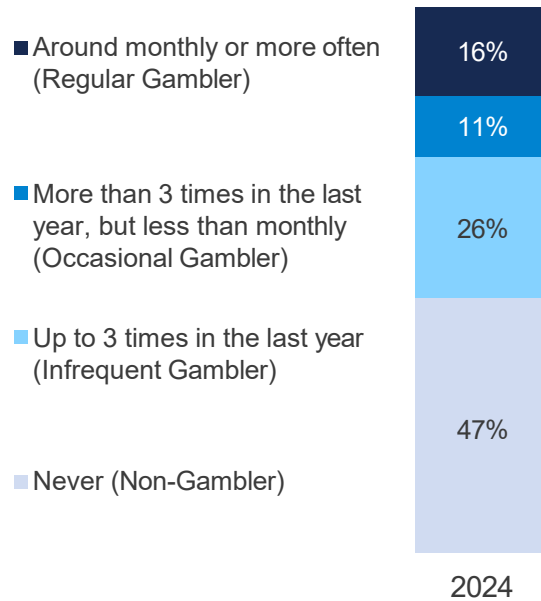
- Regular gamblers were more likely to be male (22% vs. 10% among females), aged over 45 (20% among those aged 45-64, and 21% among those aged 65+), retired (20%), and empty nesters (22%).
- In contrast, non-gamblers were more likely to be female (50% vs. 43% among males), aged 18-24 (63%), living in inner Melbourne (50%), from CALD communities (63%), and have no children (51%).

B1. Thinking of all these types of gambling, and thinking about the past year, how often have you gambled?

Gamblers make up 53% of the weighted sample in 2024; gambling activities related to lottery tickets, scratchies, bingo and raffles were the most common

Gambling frequency

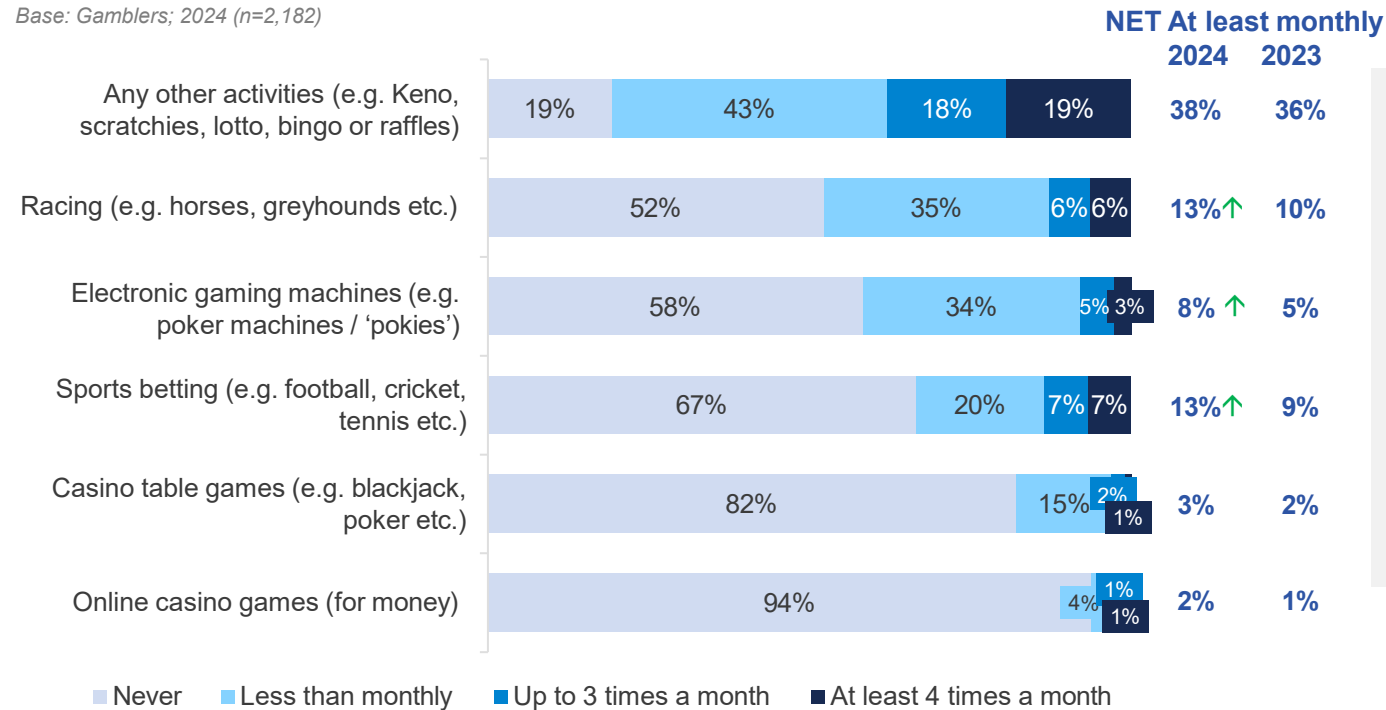
Base: Total sample; 2024 (n=3,203)



B1. Thinking of all these types of gambling, and thinking about the past year, how often have you gambled?

NB: Comparisons cannot be made with previous waves due to updated prevalence data used in weighting

Base: Gamblers; 2024 (n=2,182)



B2. In the last 12 months, how often have you spent money on each of the following different activities?

▲ ▼ Indicates a significant difference from the initial time period shown. ↑ ↓ Indicates a significant difference from the previous time period

The most frequent gambling activities related to lottery tickets, scratchies, bingo and raffles, with around one in five Victorians claiming to participate in these at least four times a month, and 38% participating at least monthly.

There were slight (statistically significant) increases for racing, pokies, and sports betting in 2024 compared to 2023.

Gambling activities such as Keno, scratchies, lotto, bingo, etc. were more common among older gamblers, whereas sports betting was more common among gamblers in younger age groups

Participation in types of gambling at least monthly – by age

Base: Gamblers; 2024 (n=2,182); Aged 18-24 (n=158); Aged 25-44 (n=876); Aged 45-64 (n=716); Aged 65+ (n=432)

% At least monthly:

		18-24 (A)	25-44 (B)	45-64 (C)	65+ (D)
Any other activities (e.g. Keno, scratchies, lotto, bingo or raffles)	38%	15%	25%	AB 48%	AB 52%
Sports betting (e.g. football, cricket, tennis etc.)	13%	CD 26%	CD 19%	D 11%	3%
Racing (e.g. horses, greyhounds etc.)	13%	14%	12%	14%	11%
Electronic gaming machines (e.g. poker machines / 'pokies')	8%	12%	6%	7%	B 10%
Casino table games (e.g. blackjack, poker etc.)	3%	D 6%	D 4%	2%	1%
Online casino games (for money)	2%	2%	D 3%	2%	1%

The proportion of gamblers who participate in **sports betting** at least monthly was significantly higher among younger age groups; 26% of those aged 18-24 and 19% among those aged 25-44 years.

Younger age groups were also more likely to participate in **casino table games** at least monthly, compared to gamblers aged 65+.

Gamblers aged 45+ were more likely to have participated at least monthly in activities such as **Keno, scratchies, lotto, bingo or raffles** in the past 12 months compared to younger age groups.

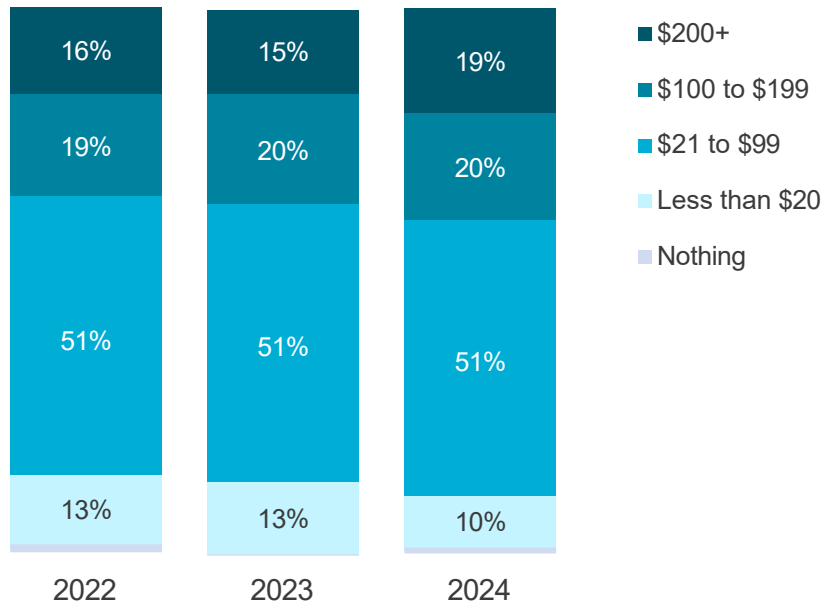
B2. In the last 12 months, how often have you spent money on each of the following different activities?

ABCD Indicates a significantly higher figure than the comparison cells annotated

Reported spend among both regular and infrequent gamblers was on par with previous years

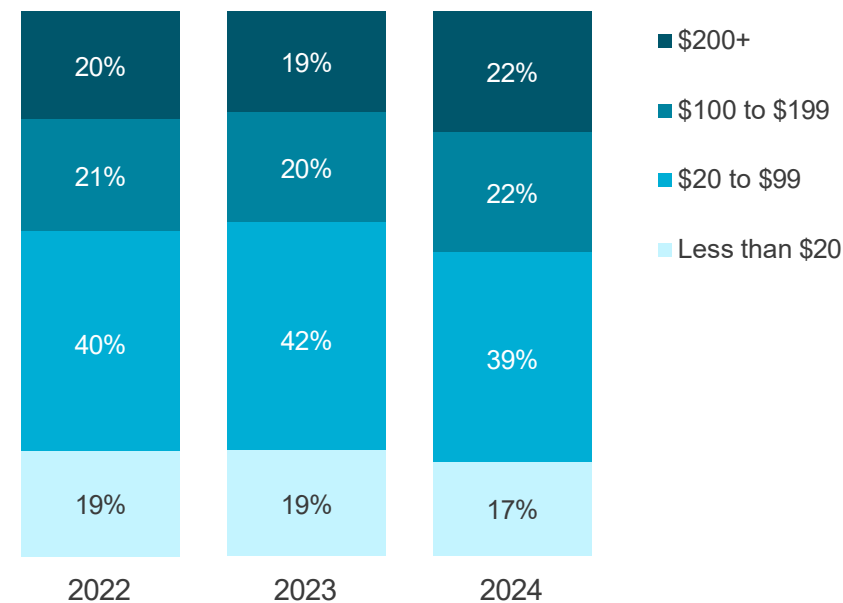
Gambling spend (regular gamblers; past month)

Base: Regular gamblers; 2024 (n=736); 2023 (n=265); 2022 (n=253)
Excludes 'Prefer not to say'



Gambling spend (less regular gamblers; past year)

Base: Infrequent / Occasional gamblers; 2024 (n=1,422); 2023 (n=725); 2022 (n=624)
Excludes 'Prefer not to say'



The results for reported spend on gambling are similar over the past three years.

B3a. Thinking about the last month, how much did you wager or bet on all types of gambling? If you are not sure, or can't remember exactly, please use your best estimate.

B3b. Thinking about the last year, how much did you wager or bet on all types of gambling? If you are not sure, or can't remember exactly, please use your best estimate.

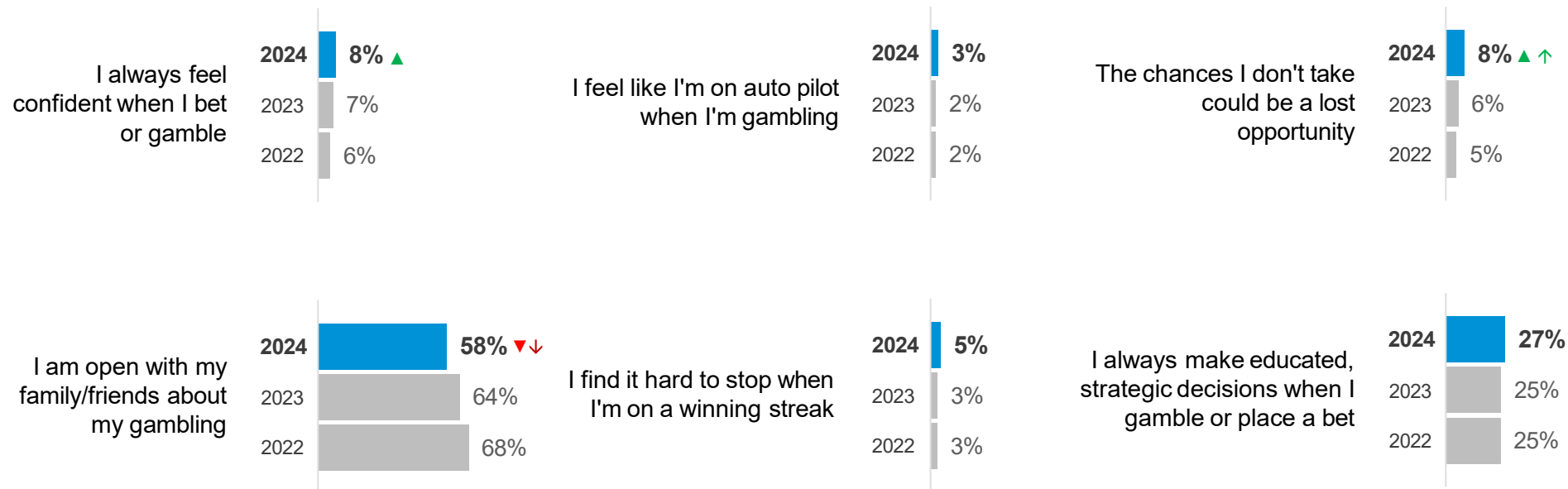
▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

Gamblers' perceptions of control and risk

Strong agreement on being open with family/friends about their gambling has declined this wave

Attitudes in relation to confidence, control and strategy: % Strongly Agree

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



This wave saw elevated levels of strong agreement on two measures relating to confidence and control; always feeling confident when gambling, and unwillingness to miss out on a possible success.

In contrast, there was a significant decline on the 'confidence' measure of strong agreement among gamblers that they are open with their family and friends about their gambling, dropping 10pp from 68% in 2022.

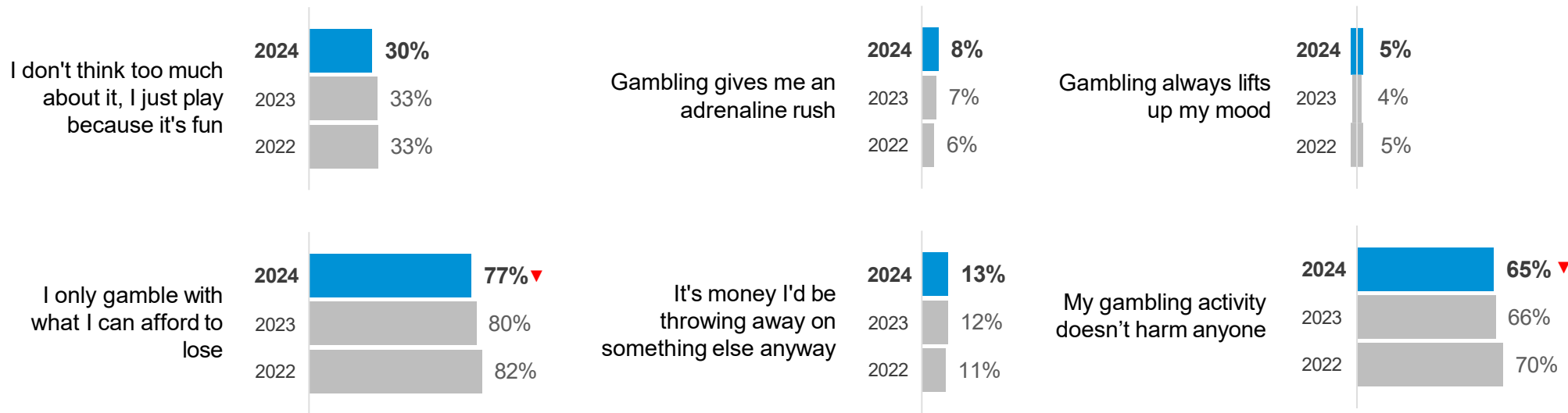
B4. Below are some statements people have used about gambling in the past. How much do you agree or disagree that each statement applies to you?

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

In a positive shift, gamblers were less likely to strongly agree that their gambling activity doesn't harm anyone

Attitudes in relation to mood and justification: % Strongly Agree

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



The proportion of gamblers strongly agreeing that their gambling activity doesn't harm anyone has decreased to 65% in 2024, down from 70% in 2022.

However, this wave, gamblers were also less likely to strongly agree that they only gamble with what they can afford to lose.

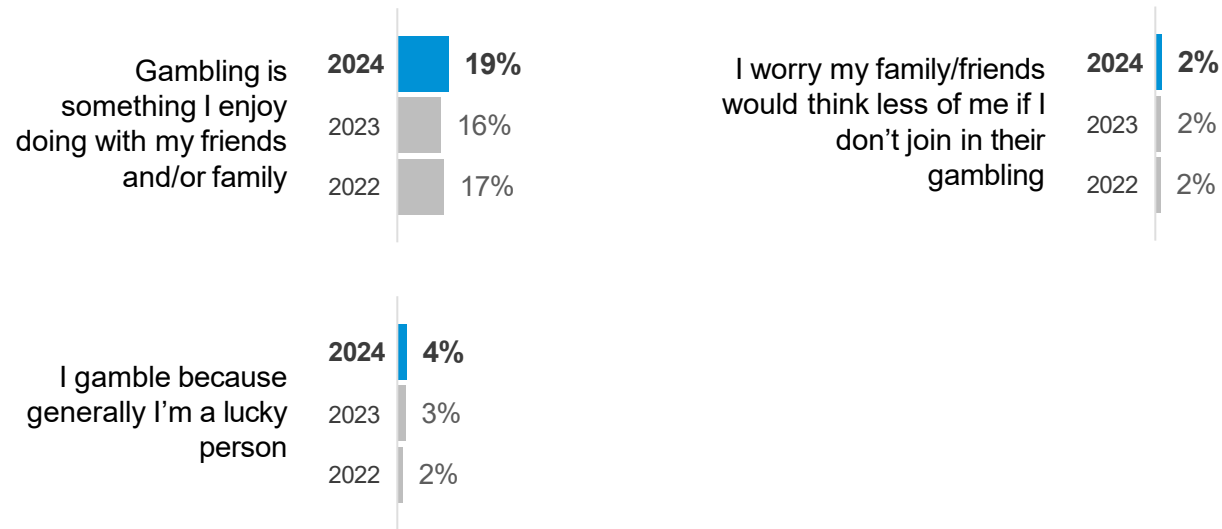
B4. Below are some statements people have used about gambling in the past. How much do you agree or disagree that each statement applies to you?

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

Gamblers' attitudes in relation to social elements and superstition were relatively stable

Attitudes in relation to social elements and superstition: % Strongly Agree

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



Around one in five gamblers (19%) strongly agreed that gambling is something they enjoy doing with friends and family.

There is very little indication in the data of social/peer pressure to gamble; only 2% strongly agreed they feel this.

B4. Below are some statements people have used about gambling in the past. How much do you agree or disagree that each statement applies to you?

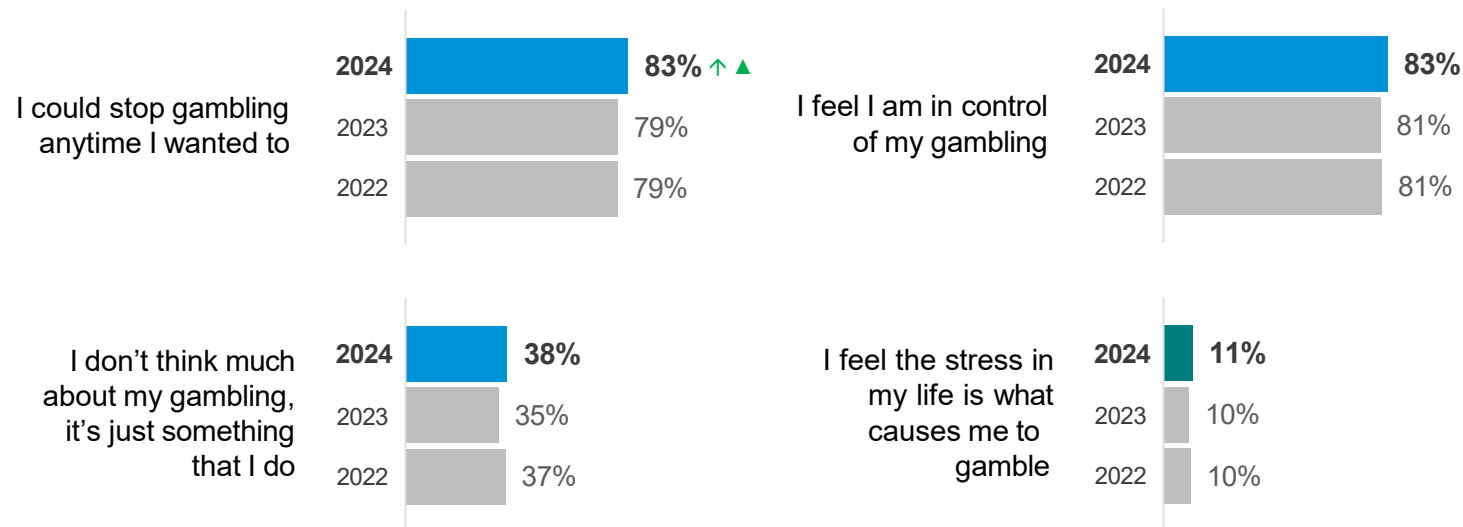
▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

Gamblers exhibited greater confidence in their ability to stop gambling any time they wanted to this wave

Gamblers' feelings of control

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)

Strongly agree (8-10)
NET agree (3-4)



There has been an increase in the proportion of gamblers who strongly agreed with the statement "I could stop gambling anytime I wanted to" in 2024.

E10. Listed below are some statements people who gamble have made in the past. For each one, please indicate how much you agree or disagree that it applies to you.

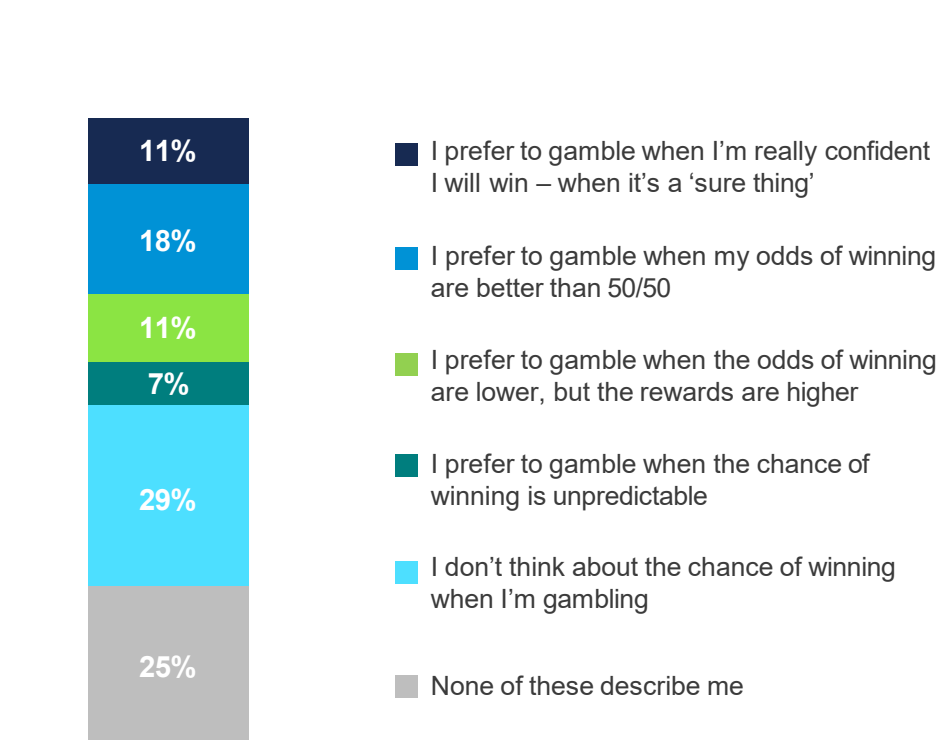
C5a. We are interested in your thoughts about your own gambling experiences. Please indicate how much you agree with each of the statements below (1-4 scale from strongly disagree to strongly agree).

▲ ▼ Indicates a significant difference from the initial time period shown. ↑ ↓ Indicates a significant difference from the previous time period.

Problem gamblers were more likely to consider the odds and go for higher rewards regardless of their perceived chance of winning

Gamblers' approach to risk

Base: Gamblers; 2024 (n=2,182)



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
10%	12%	A 15%	AB 20%
16%	A 23%	AB 31%	A 29%
10%	12%	A 14%	ABC 23%
6%	A 11%	8%	9%
CD 30%	CD 29%	D 20%	14%
BCD 28%	D 12%	D 11%	6%

A new question was added this wave to ascertain gamblers' cognition around risk and rewards when deciding to gamble.

In relation to preferences of perceived low risk versus preference for high rewards, Problem gamblers were more likely to fall into either category. They were also less likely to say they don't think about the chance of winning when they are gambling; this suggests that Problem gamblers are more likely to believe they are employing strategy when the gamble.

Non-problem and Low Risk gamblers were more likely to say they don't think about the chance of winning when they gamble.

B5. Which of the following statements best describes how you approach gambling?

NB: Question added in 2024

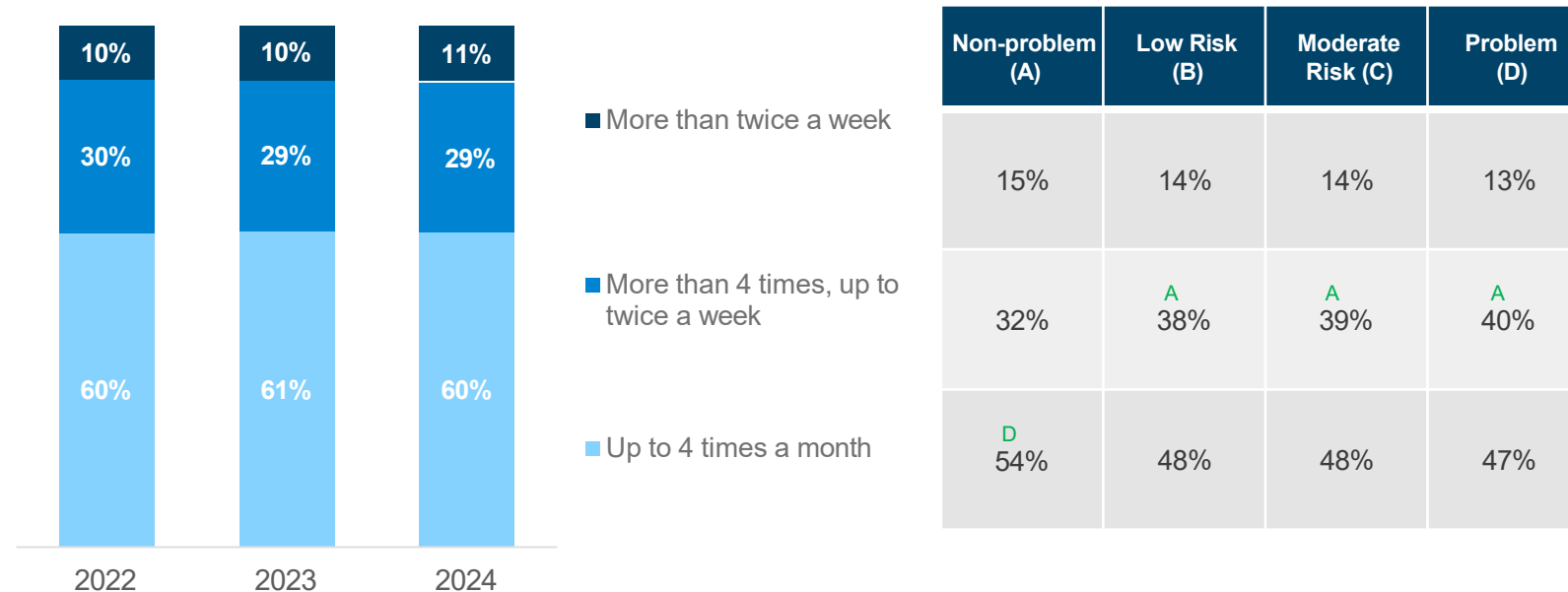
ABCD Indicates a significantly higher figure than the comparison cells annotated

Victorians' understanding of gambling risk

Around three in five Victorians (60%) had perceptions of risky gambling levels that are in line with the Lower Risk Gambling Guidelines in 2024

Perceptions of risky gambling levels

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



The Lower Risk Gambling Guidelines* suggest a person should not gamble more than once a week (effectively four times a month) to avoid risk of gambling harm. Around three in five Victorians (60%) had perceptions in line with this threshold in 2024, consistent with results in previous years.

Non-gamblers were more likely to state a threshold of up to four times a month (69% compared to 53% among gamblers).

Non-problem gamblers were also more likely to nominate this threshold compared to Low Risk, Moderate Risk and Problem gamblers, indicating that gamblers across these risk categories hold a perception that more frequent gambling is acceptable.

E4a. In your opinion, how many times per month could a person gamble before it puts them at risk of developing a problem?

▲ ▼ Indicates a significant difference from the initial time period shown. ▲ ▼ Indicates a significant difference from the previous time period.

ABCD Indicates a significantly higher figure than the comparison cells annotated

*<https://responsiblegambling.vic.gov.au/reducing-harm/gambling-guidelines-to-help-avoid-harm/>

There was a positive upward trend in Victorians' understanding of gambling frequency and spend that lead to risk of gambling harm

Victorians' understanding of gambling risk

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

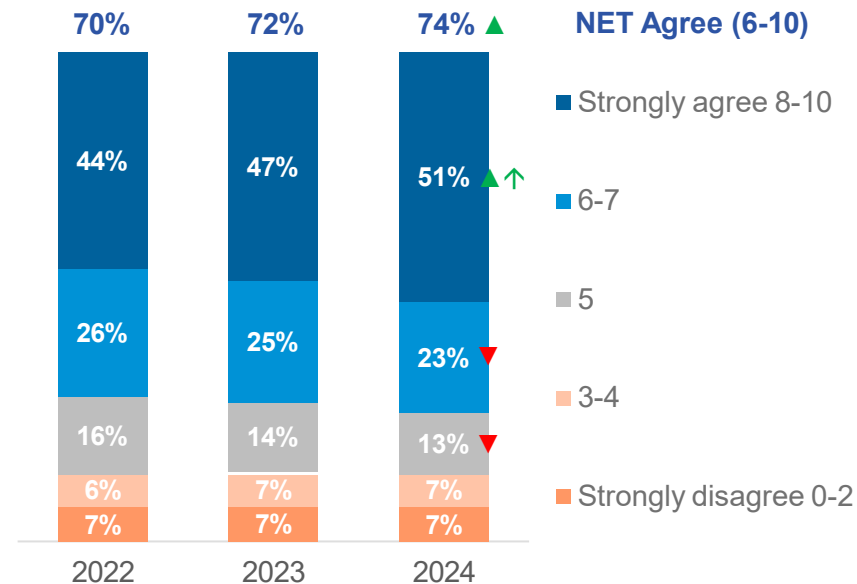
% Strongly agree (8-10):



Outcome 3.4.1.a Awareness of factors that limit gambling harm

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

People who gamble more than once a week are at risk of harm from their gambling



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
67%	69%	67%	77% ^{ABC}

Understanding of the risks of gambling harm among the Victorian community trended upwards; in 2024, three in four (74%) Victorians agreed that people who gamble more than once a week are at risk of harm from their gambling.

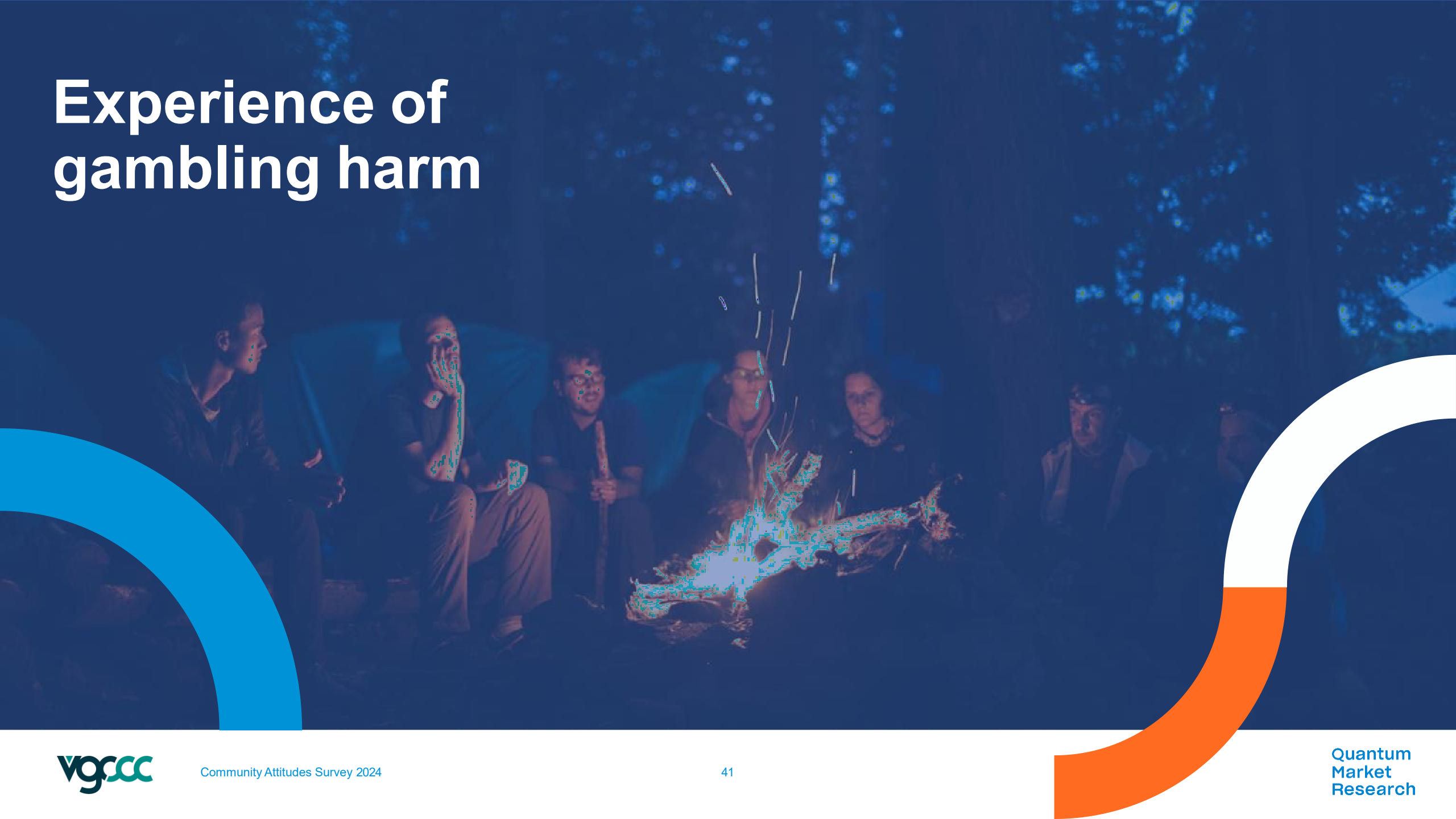
Gamblers were less likely to agree on this (68% versus 81% among non-gamblers). However, Problem gamblers as identified by the PGSI were significantly more likely to agree than other gamblers.

C1. Below are some statements people have made about gambling. Please rate each one according to how much you agree or disagree with it.

▲▼ Indicates a significant difference at 95% confidence level from initial time period. ▲↓ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

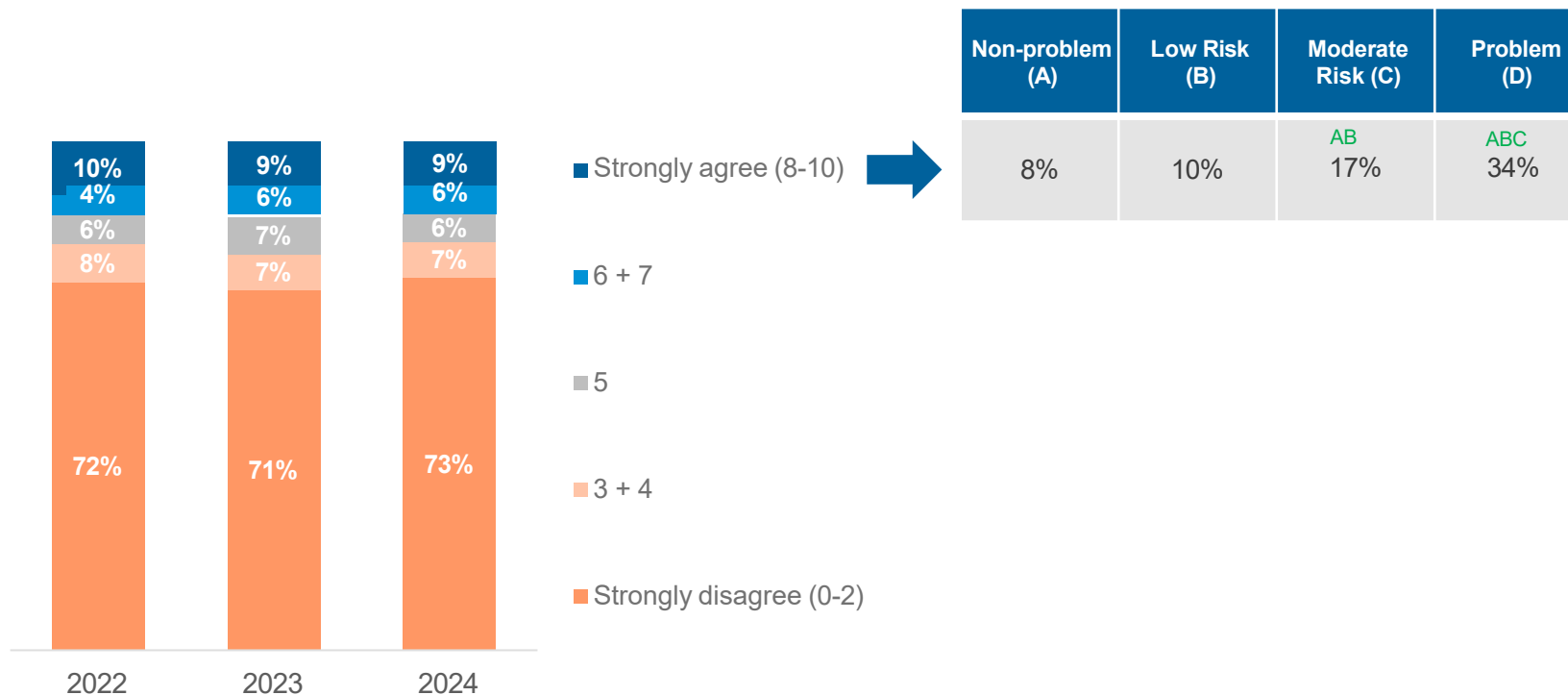
Experience of gambling harm



Around 1 in 10 gamblers agreed they may be negatively affected by their gambling; this was higher among Problem gamblers at 34%

Gamblers' perceptions of potentially being negatively affected by their gambling

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



Around 1 in 10 gamblers (9%) strongly agreed with the statement "I feel like my gambling could potentially be negatively affecting me".

This proportion has remained stable in recent years.

Problem gamblers as identified by the PGSI were significantly more likely to strongly agree with this statement (34%), as were Moderate Risk gamblers (17%).

E10. Listed below are some statements people who gamble have made in the past. For each one, please indicate how much you agree or disagree that it applies to you: I feel like my gambling could potentially be negatively affecting me.

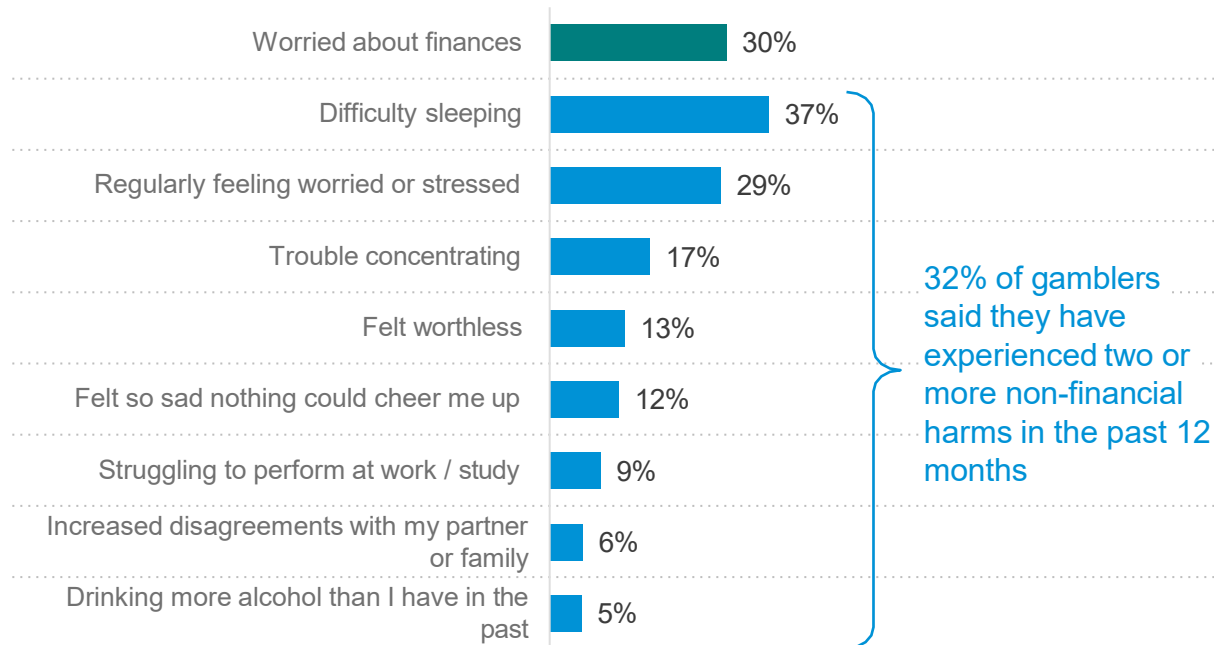
▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

Just 7% of gamblers thought that their gambling contributed to non-financial harms they have experienced in the past 12 months

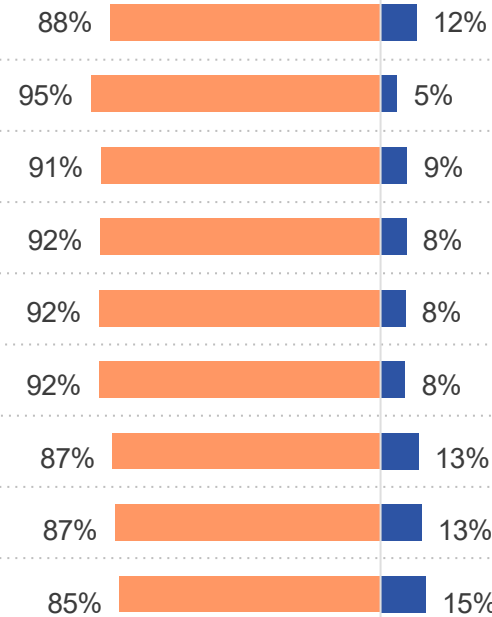
Harm experienced by gamblers in the past 12 months

Base: Gamblers; 2024 (n=2,182)



Outcome 3.1.1 Whether they thought their gambling contributed

■ Did not contribute
■ May have contributed a bit / definitely contributed a bit / significantly contributed



For the most part, Victorian gamblers claimed that their gambling activity has not contributed to their experiences of harm – consistent with previous years.

Where gamblers did confirm that their gambling contributed to the harms they have experienced, this was most commonly the case for drinking more alcohol, increased disagreements with loved ones, or struggling to perform at work or study.

Confirmation of harms linked to gambling increased significantly for each PGSI Risk Profile.

7% of those who have experienced two or more non-financial harms attributed this to their gambling

Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
2%	A 7%	AB 36%	ABC 77%

E2. Thinking back over the last 12 months, have you experienced any of the following?

E3. Do you think your gambling contributed to you experiencing this in any way?

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

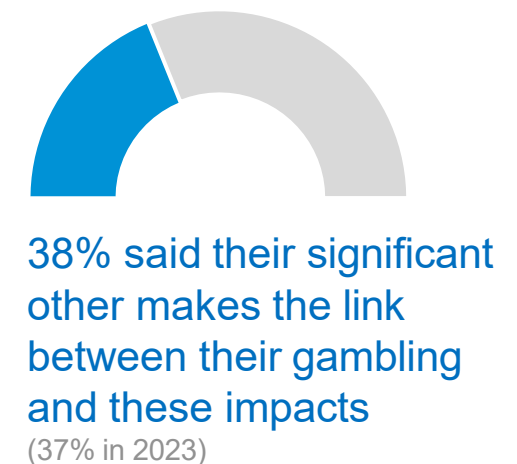
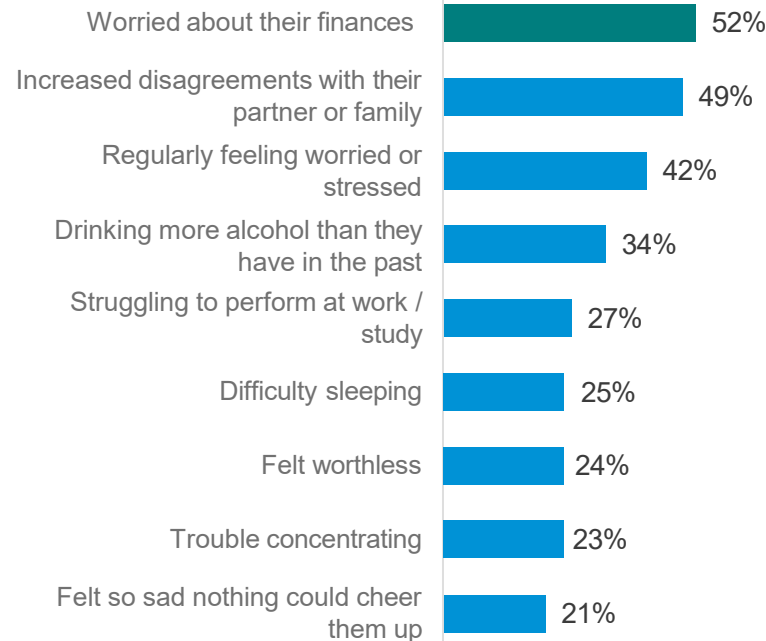
ABCD Indicates a significantly higher figure than the comparison cells annotated

Among Victorians with a significant other who gambles regularly and has experienced some form of harm, 38% said this person recognises the harm as being linked to their gambling

Gambling harm perceived by significant others

Base: Total sample (n=3,201) | Significant others (n=635) | Significant others of those who experienced harm (n=490)

Types of harm:

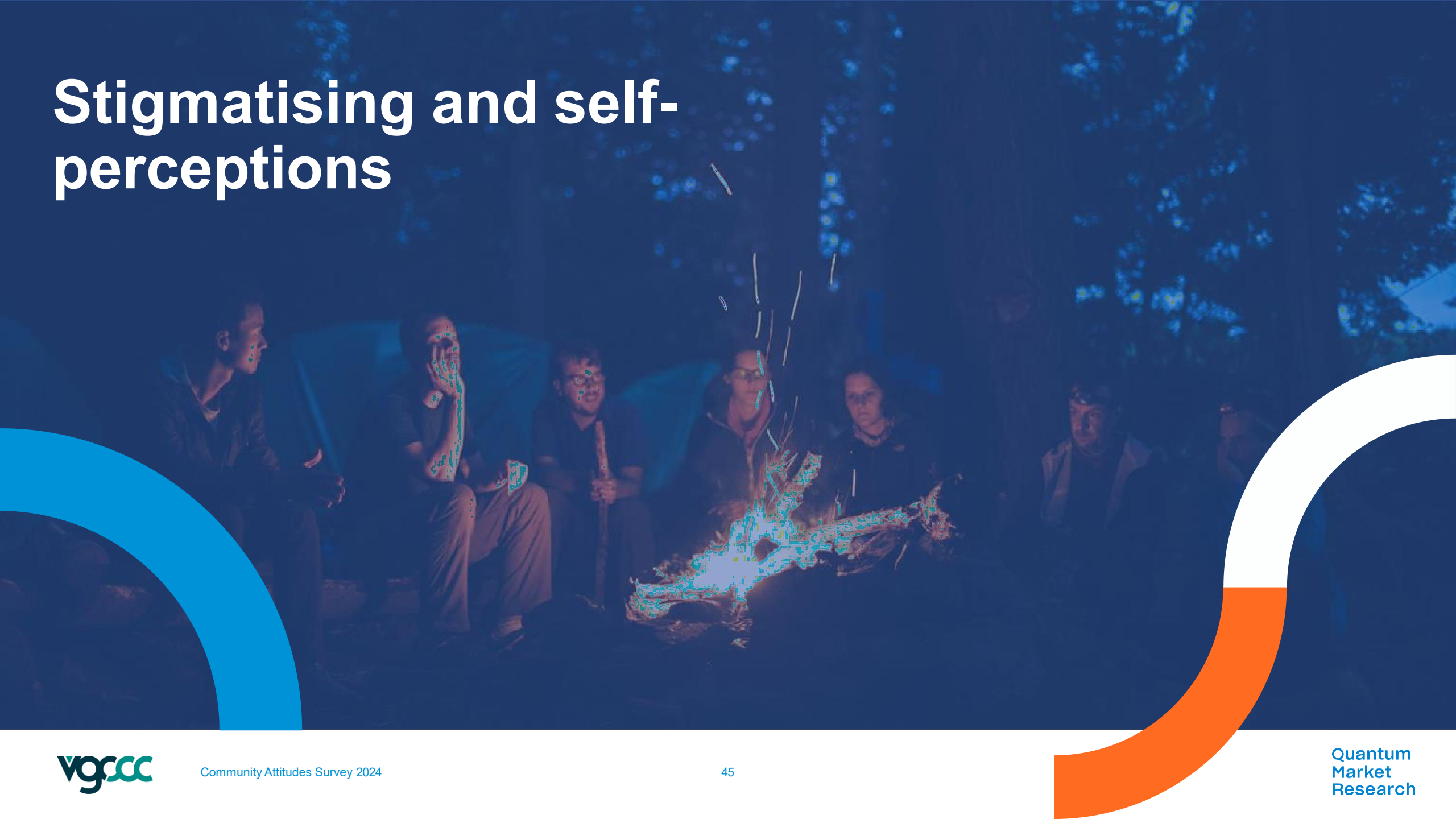


E4. Which of the following statements best describes you?

E5. Thinking about the family member or close friend you believe may have or does have a problem with their gambling, in the past 12 months have you noticed any of the following in their behaviour?

E7. Do you think your family member or close friend makes the link between their gambling and these impacts?

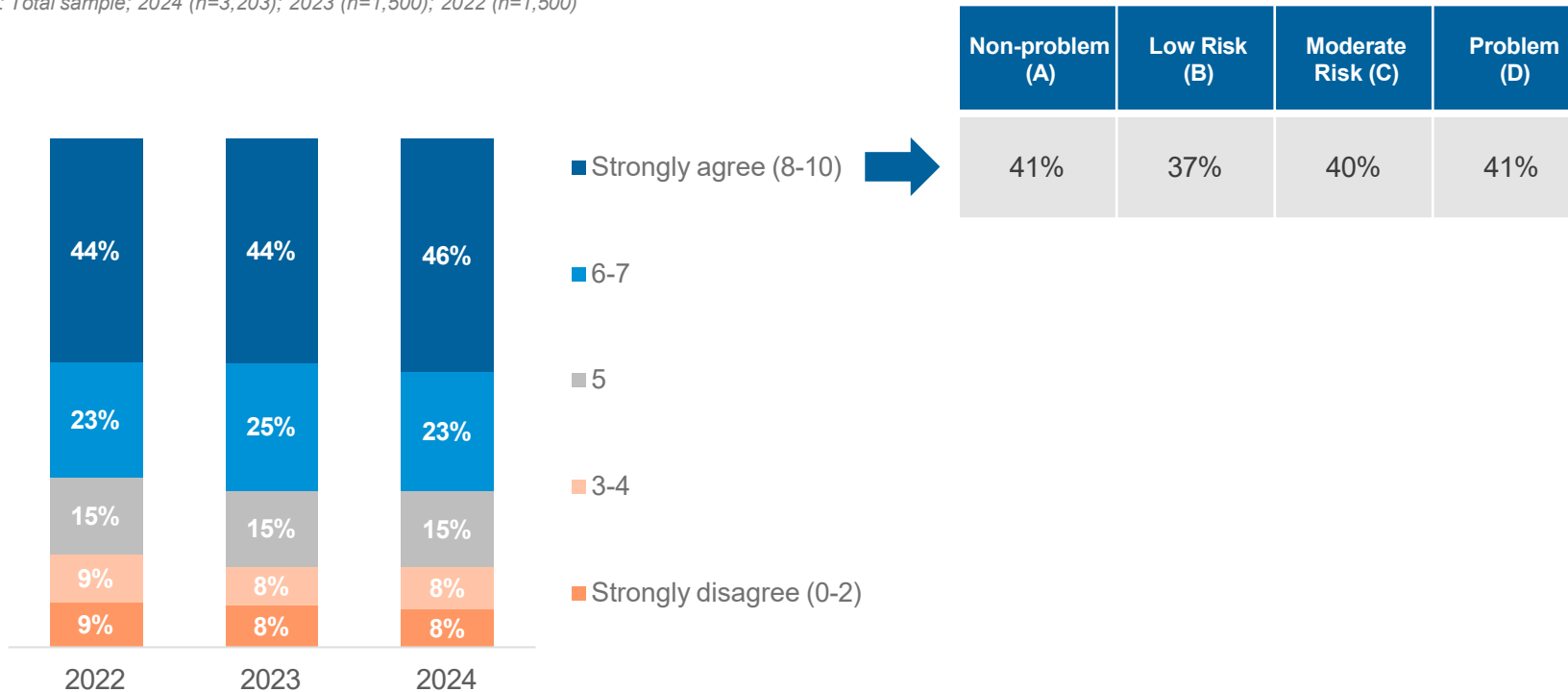
Stigmatising and self-perceptions



Victorians' understanding of the role of gambling products remained stable this wave

Outcome 4.1.1 Increased understanding of the role of gambling products (reduced stigma)

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Just under half of Victorians (46%) strongly agreed with the statement “Gambling products such as pokies, casinos, sports betting are responsible for the problems they cause people”. This is consistent with results in previous years.

Gamblers were less likely to strongly agree on this (41% versus 52% among non-gamblers).

C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it: Gambling products such as pokies, casinos, sports betting are responsible for the problems they cause people.

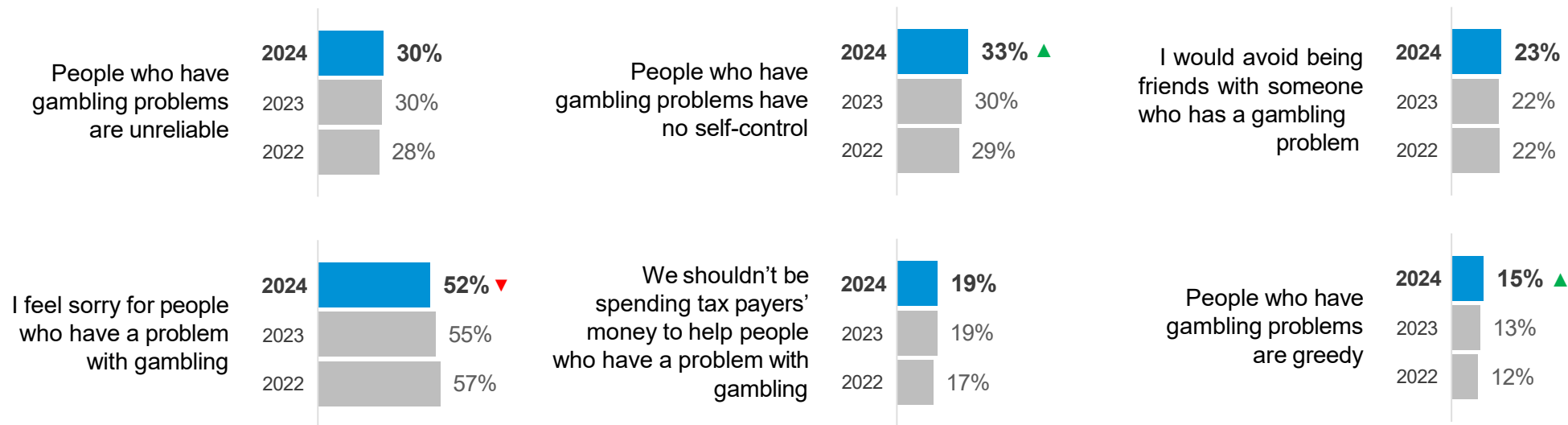
▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

Several measures of stigmatising attitudes towards gamblers are trending in a negative direction over the past three years

Stigmatising attitudes towards gambling: % Strongly agree

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Significant increases in strong agreement were seen for 'People who have gambling problems have no self-control' and 'People who have gambling problems are greedy'. In addition, strong agreement on 'I feel sorry for people who have a problem with gambling' has declined from 2022.

The decline in sympathy for *problem* gamblers this wave occurred among gamblers themselves (55% in 2024, down from 60% in 2022), whereas sympathy is unchanged among non-gamblers (49%, similar to results in previous years).

C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it.

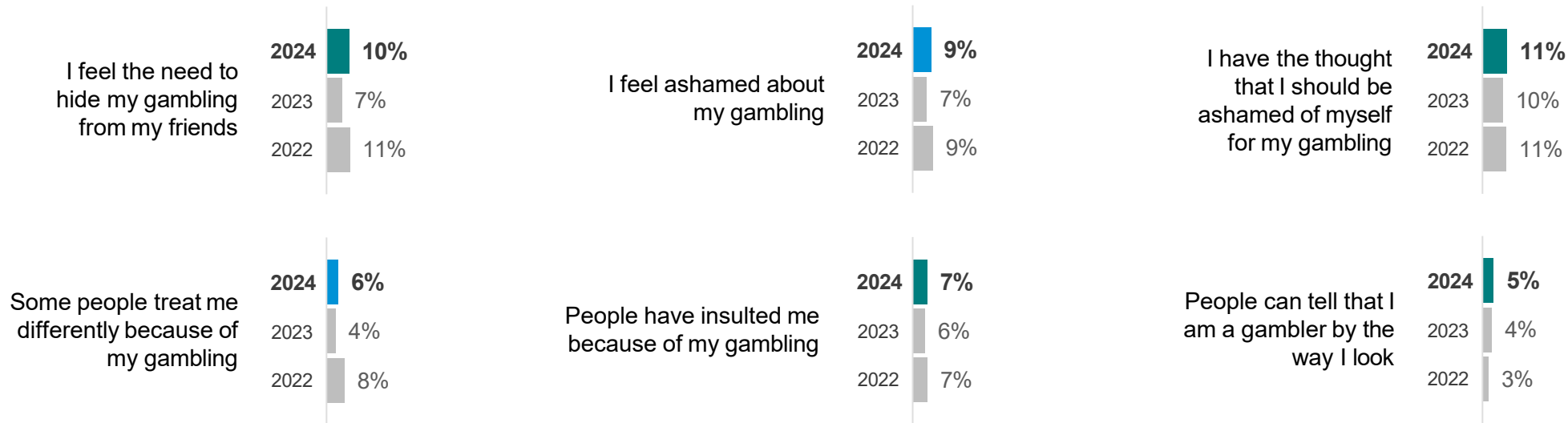
▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

Although only a small proportion of regular gamblers expressed feelings of shame about their gambling, these measures did not show positive change over time

Feelings of shame expressed by regular gamblers

Base: Regular gamblers; 2024 (n=741); 2023 (n=268); 2022 (n=257)

Strongly agree (8-10)
NET agree (3-4)



C5. Below are some statements people have made about their gambling. Please rate each one according to how much you agree or disagree with it.

C5a. We are interested in your thoughts about your own gambling experiences. Please indicate how much you agree with each of the statements below.

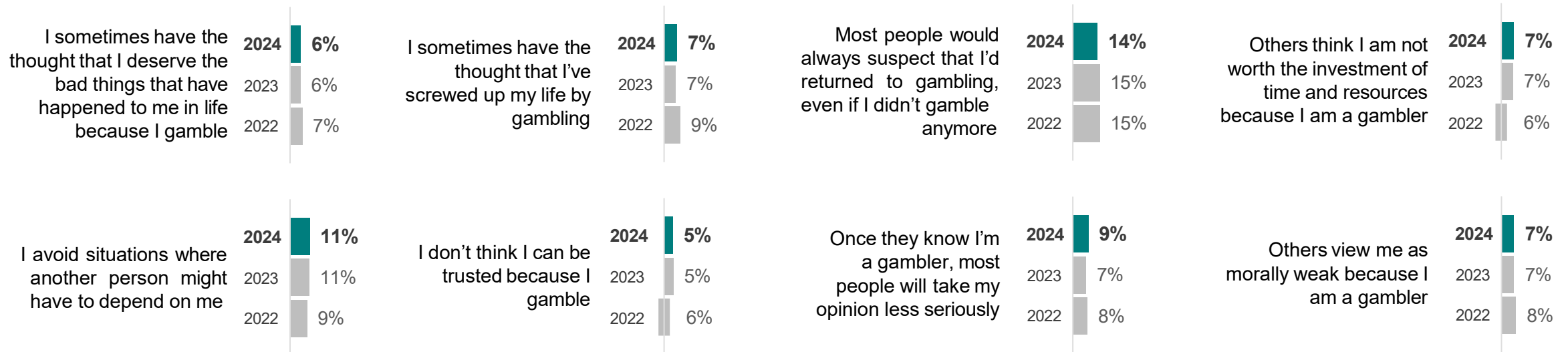
▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

Similarly, measures relating to feelings of failure or lack of trustworthiness among regular gamblers remain stable

Feelings of failure expressed by regular gamblers

Base: Regular gamblers; 2024 (n=741); 2023 (n=268); 2022 (n=257)

NET agree (3-4)



C5a. We are interested in your thoughts about your own gambling experiences. Please indicate how much you agree with each of the statements below.

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

Aligned to the measures of harm experienced used to classify gamblers in the PGSI, Problem gamblers were more likely to strongly agree on statements relating to negative psychological impacts

Feelings of shame / failure expressed by regular gamblers: %Strongly agree by PGSI

Base: 2024 Regular gamblers, Non-problem (n=280); Low Risk (n=117); Moderate Risk (n=146); Problem (n=198)

	Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
I feel the need to hide my gambling from my friends	7%	^A 16%	^A 26%	^{ABC} 66%
I feel ashamed about my gambling	7%	10%	^{AB} 13%	^{ABC} 42%
I have the thought that I should be ashamed of myself for my gambling	8%	^A 16%	^A 26%	^{ABC} 70%
Some people treat me differently because of my gambling	4%	7%	^{AB} 9%	^{ABC} 28%
People have insulted me because of my gambling	5%	5%	9%	^{ABC} 50%
People can tell that I am a gambler by the way I look	4%	3%	^{AB} 11%	^{ABC} 33%
Others view me as morally weak because I am a gambler	5%	6%	^{AB} 16%	^{ABC} 55%

C5. Below are some statements people have made about their gambling. Please rate each one according to how much you agree or disagree with it.

C5a. We are interested in your thoughts about your own gambling experiences. Please indicate how much you agree with each of the statements below.

^{ABCD} Indicates a significantly higher figure than the comparison cells annotated

	Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
I sometimes have the thought that I deserve the bad things that have happened to me in life because I gamble	4%	3%	^{AB} 16%	^{ABC} 52%
I sometimes have the thought that I've screwed up my life by gambling	4%	8%	^{AB} 20%	^{ABC} 67%
Most people would always suspect that I'd returned to gambling, even if I didn't gamble anymore	11%	18%	^{AB} 29%	^{ABC} 63%
Others think I am not worth the investment of time and resources because I am a gambler	6%	5%	^{AB} 13%	^{ABC} 49%
I avoid situations where another person might have to depend on me	9%	12%	^A 20%	^{ABC} 49%
I don't think I can be trusted because I gamble	3%	4%	^A 9%	^{ABC} 44%
Once they know I'm a gambler, most people will take my opinion less seriously	7%	9%	^A 15%	^{ABC} 51%

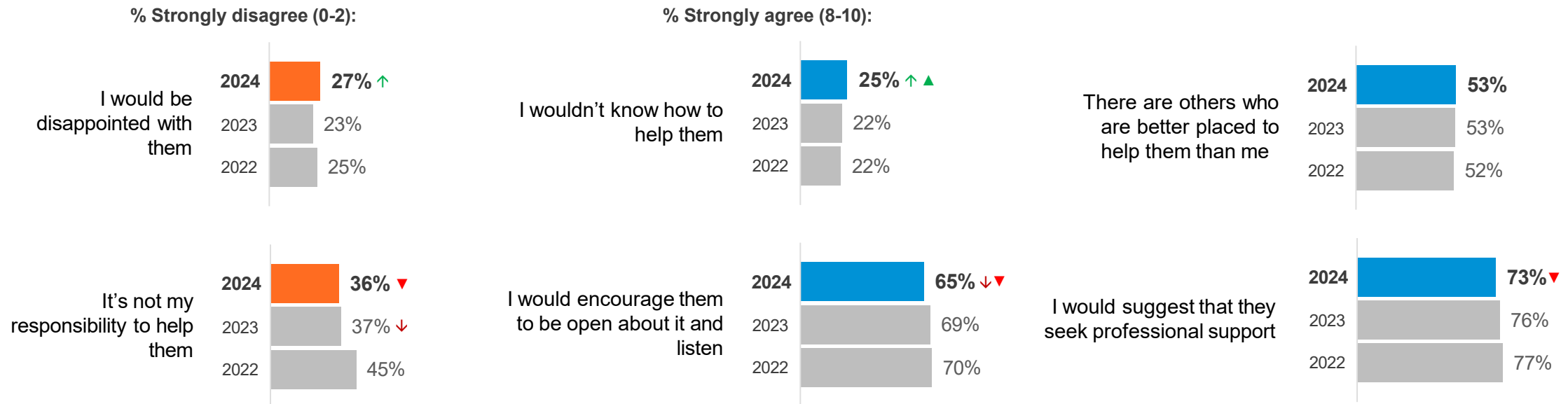
Seeking support to change gambling behaviour

Results in 2024 show negative trends in strong agreement / disagreement on measures relating to supporting significant others

Attitudes towards supporting a family member or close friend who gambles

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

Strongly agree (8-10)
Strongly disagree (0-2)



C4. Below are some statements people have made about family and close friends who gamble. Please rate each one according to how much you agree or disagree with it. If a family member or close friend had a problem with gambling...

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

There has been no change in the proportion of regular gamblers who agree they find it difficult to talk to family or close friends about their gambling this wave

Perceptions of family or close friends

Base: Regular gamblers; 2024 (n=741); 2023 (n=268); 2022 (n=257)

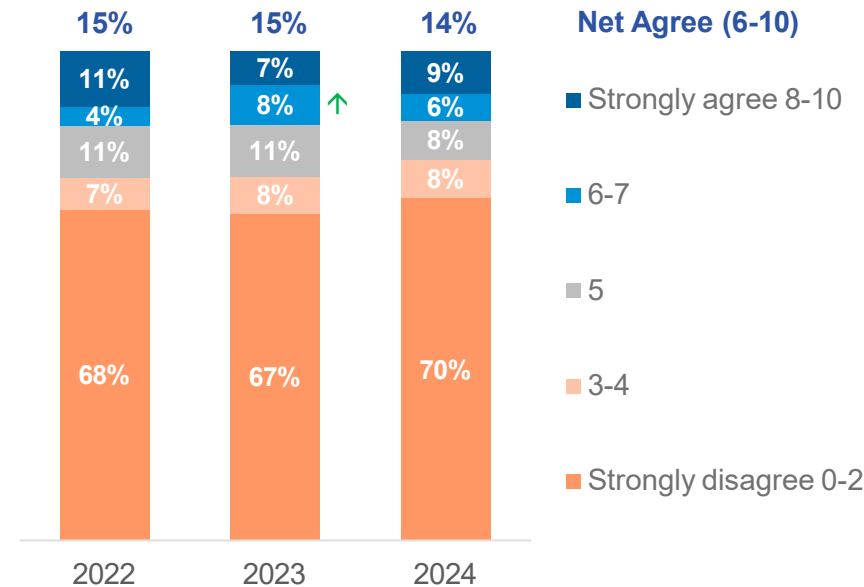
% Strongly agree (8-10):



Outcome 4.2.1 Decrease feelings of not being able to talk to family or close friends

Base: Regular gamblers; 2024 (n=741); 2023 (n=268); 2022 (n=257)

I find it difficult to talk to my family or close friends about my gambling



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
12%	15%	24% ^A	66% ^{ABC}

Positively, the majority of regular gamblers disagreed with this statement. However, the proportion who agree is showing no change over time.

Problem gamblers as defined by the PGSI were significantly more likely to agree that they find it difficult to talk to family or close friends about their gambling.

C5. Below are some statements people have made about their gambling. Please rate each one according to how much you agree or disagree with it.

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

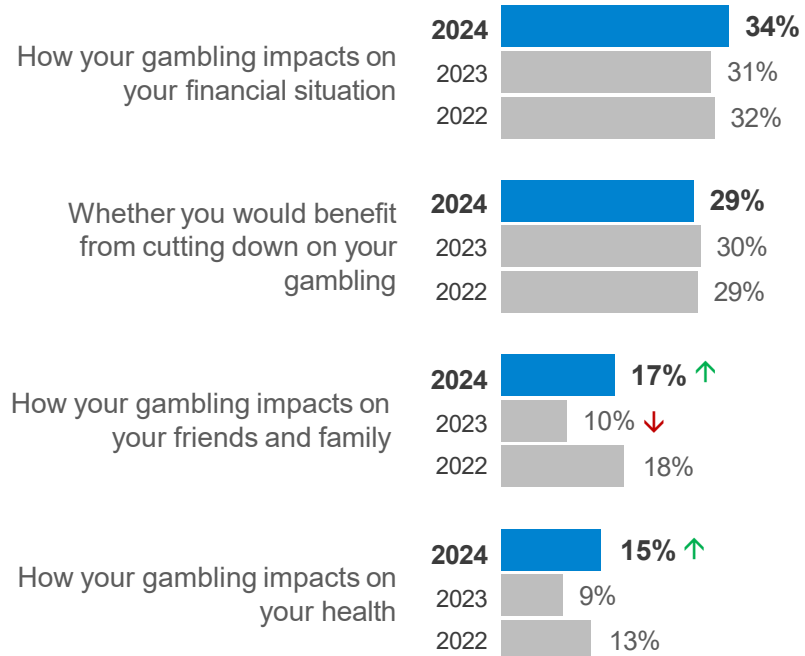
ABCD Indicates a significantly higher figure than the comparison cells annotated

The 2024 results show an increase in consideration among regular gamblers of the impacts of their gambling

Regular gamblers' consideration of impacts

Base: Regular gamblers; 2024 (n=741); 2023 (n=268); 2022 (n=257)

% Yes:



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
29%	A 55%	A 58%	ABC 78%
21%	A 54%	AB 70%	ABC 80%
12%	A 32%	A 34%	ABC 68%
11%	A 25%	A 33%	ABC 67%

Regular gamblers were most likely to have thought about how gambling impacts their financial situation and whether they would benefit from cutting down.

However, there were positive shifts in the proportion of regular gamblers saying they have thought about how their gambling impacts on their friends and family and on their health, with levels bouncing back from a dip in 2023.

In total, 42% of regular gamblers have thought about at least one of these things.

Almost all Problem gamblers said they have thought of at least one of these, as did the majority in the Moderate and Low Risk categories this wave.

Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
34%	A 68%	AB 77%	ABC 89%

C6. Have you ever thought about...

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ↑ ↓ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

The proportion of gamblers who agreed that they'd really like to reduce or stop gambling remained stable

Outcome 6.1.2 Desire to reduce or stop gambling

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)

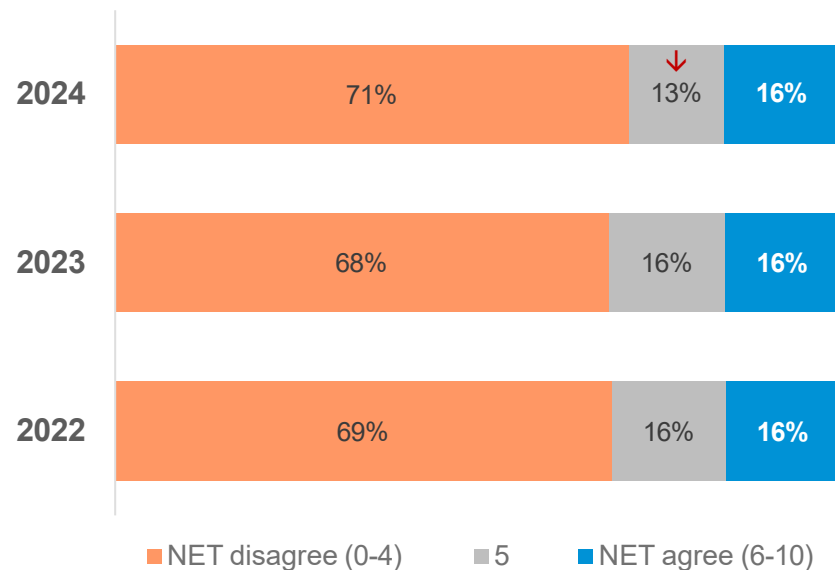
Non-problem; 2024 (n=1,000); 2023 (n=787); 2022 (n=695)

Low Risk; 2024 (n=402); 2023 (n=134); 2022 (n=137)

Moderate Risk; 2024 (n=376); 2023 (n=50); 2022 (n=30)

Problem Gamblers; 2024 (n=404); 2023 (n=30); 2022 (n=15)*

*Caution: Small base



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
13%	A 22%	AB 38%	ABC 62%
13%	A 23%	A 35%	ABC 77%
14%	19%	AB 43%	59%

The proportion of gamblers agreeing that they would really like to reduce or stop gambling has held steady at 16% over the past three years.

This proportion increases with PGSI classification – three in five Problem gamblers agreed with this statement (62%), 38% of Moderate Risk gamblers agreed, and 22% of Low Risk gamblers agreed they would really like to reduce or stop gambling.

There were no statistically significant changes over time in desire to reduce or stop gambling among the various PGSI risk categories. (NB: Base sizes are too small for comparisons among Problem Gamblers over time.)

E10. Listed below are some statements people who gamble have made in the past. For each one, please indicate how much you agree or disagree that it applies to you: I'd really like to reduce or stop gambling.

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

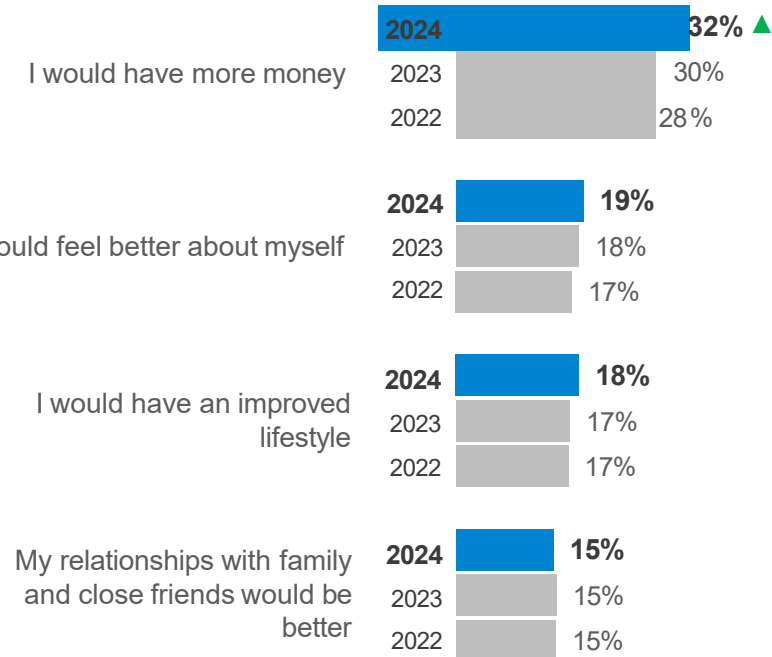
ABCD Indicates a significantly higher figure than the comparison cells annotated

A significantly higher proportion of gamblers recognised the financial benefits of stopping or reducing gambling in 2024

Gamblers' perceived benefits of reducing or stopping gambling

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)

% Strongly agree (8-10)



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
31%	^A 37%	^{AB} 46%	^A 44%
18%	21%	^{AB} 31%	^{ABC} 45%
17%	20%	^{AB} 30%	^{ABC} 42%
14%	15%	^A 20%	^{ABC} 31%

Among all gamblers, the most commonly perceived benefit of stopping or reducing gambling was having more money; around a third (32%) of gamblers strongly agreed that they would have more money if they reduced or stopped gambling. This is a significant increase from 28% in 2022.

In total, 36% of gamblers strongly agreed that at least one of these benefits would apply to them if they reduced or stopped gambling.

This was significantly higher among problem gamblers in the low (42%), moderate (53%) and problem (64%) risk profiles.

Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
34%	^A 42%	^{AB} 53%	^{ABC} 64%

E11. Listed below are some things that people who gamble have said that they experienced when reducing or stopping gambling. For each one, please indicate how much you agree or disagree that it would apply to you if you were to reduce or stop gambling.

▲▼ Indicates a significant difference at 95% confidence level from initial time period. ▲▼ Indicates a significant difference at 95% confidence level from the previous time period

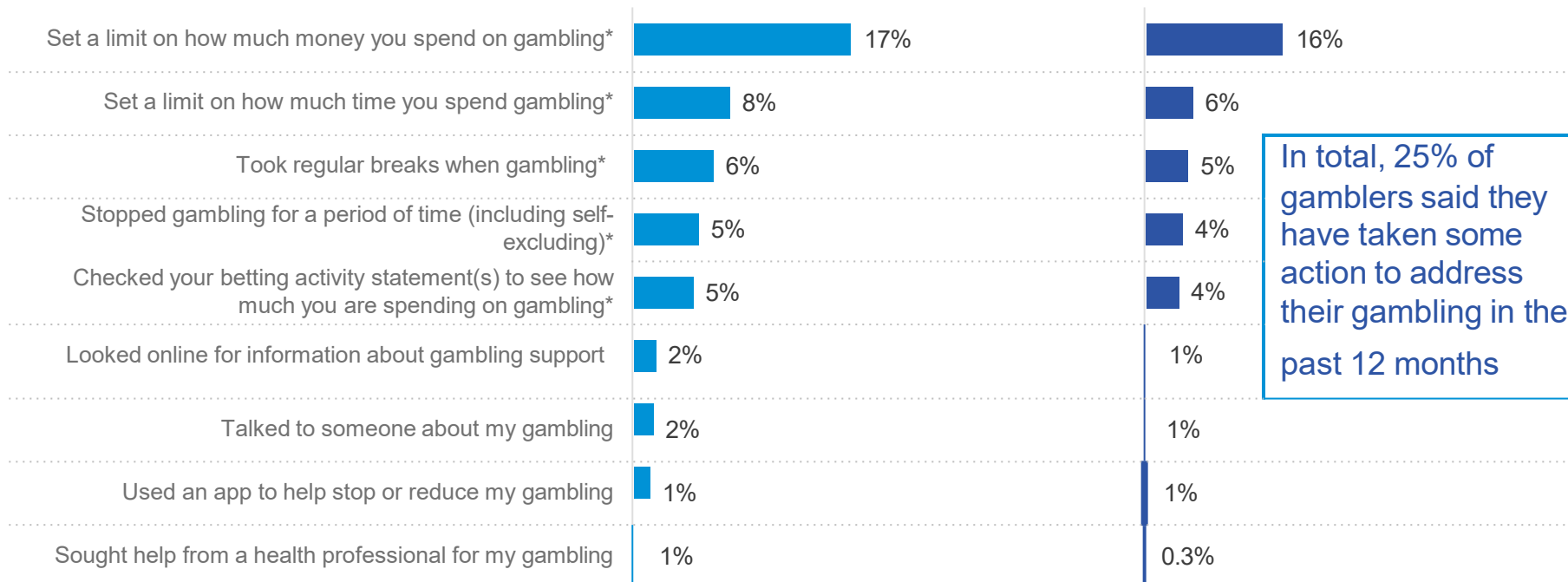
ABCD Indicates a significantly higher figure than the comparison cells annotated

A quarter (25%) of gamblers said they have taken some action to address their gambling in the past 12 months

Considered action

Base: Gamblers; 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)

26% of gamblers *considered* at least one of the listed actions



E11a. In the past 12 months, have you thought about doing any of the following things (whether you did them or not)?

E12. ...and in the past 12 months, which of these things have you actually done?

*Statements added in 2024

NB: Due to the changes to this question, results are not comparable to previous waves

Outcome 6.2.1 Increase help seeking – actions taken

Base: Gamblers; 2024 (n=2,182)

In total, 25% of gamblers said they have taken some action to address their gambling in the past 12 months

Some additional actions were added to the survey in 2024 to capture more ways in which gamblers may address their gambling; these are flagged with an asterisk in the chart.

Problem gamblers were more likely to have taken some action to address their gambling; 82% said they have done at least one of these in the past 12 months. This proportion was also significantly higher among Moderate Risk gamblers (61%) and Low Risk gamblers (44%).

Likelihood of taking some action to address their gambling increases with PGSI risk classification, up to 79% among Problem gamblers

Outcome 6.2.1 Increase help seeking – actions taken (by PGSI)

Base: Gamblers; 2024 (n=2,182)

25% of gamblers said they have taken one or more actions



Gamblers identified in the Low Risk, Moderate Risk or Problem gambling risk classifications were more likely to have taken each of the listed actions to address their gambling, compared to Non-problem gamblers.

The exception was for looking online for information about gambling support; just 1% of Low Risk gamblers said they had done this in the past 12 months, but this rose to 4% among Moderate Risk and 16% among Problem gamblers.

Just 7% of Problem gamblers said they had sought help from a professional for their gambling in the past 12 months.

E12. ...and in the past 12 months, which of these things have you actually done?

*Statements added in 2024

ABCD Indicates a significantly higher figure than the comparison cells annotated

Almost 2 in 5 of those who participated in sports betting, pokies or betting on racing had taken some action to address their gambling

Outcome 6.2.1 Increase help seeking – actions taken (among those who participated in specific gambling types)

Base: Gamblers; 2024 (n=2,182)



38% of gamblers who participated in sports betting, pokies or betting on racing at least monthly said they have taken some action to address their gambling in the past 12 months.

Filtering to those who said they participated in sports betting, pokies or betting on racing at least monthly, we see that almost two in five (38%) said they have taken some action to address their gambling in the past 12 months.

Results were significantly higher than the total (among all gamblers) for all actions apart from setting a spend limit.

E12. ...and in the past 12 months, which of these things have you actually done?

*Statements added in 2024

↑ Indicates a significantly higher figure than the figures for All gamblers

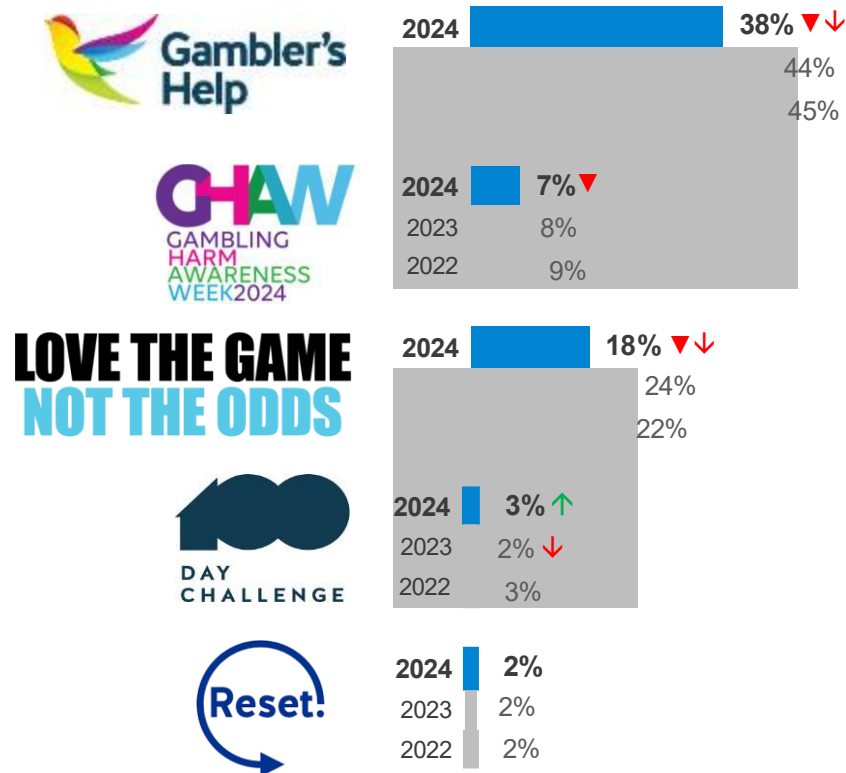
Awareness of support services

Among all Victorians, awareness of Gambler's Help and related programs and initiatives has generally declined this wave

Awareness of initiatives, campaigns and programs

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

% Aware



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
39%	A 47%	A 47%	ABC 58%
6%	A 13%	A 14%	A 16%
18%	20%	21%	23%
2%	A 4%	A 7%	ABC 17%
2%	3%	A 5%	ABC 13%

Awareness of *Gambler's Help* was significantly higher among gamblers (40% compared to 35% among non-gamblers) in 2024.

However, awareness among gamblers followed the same pattern as awareness among all Victorians, showing a decline over the past three years from 48% in 2022.

The *Love the game, not the odds* program is the only initiative with equal levels of awareness across gambling risk groups.

In total, 52% were **not** aware of any of these initiatives, campaigns and programs. This was a significant increase from 44% in 2023 and 46% in 2022.

This proportion was significantly higher among Non-problem gamblers (51%), as well as Low Risk (44%) and Moderate Risk gamblers (41%), indicating that Problem gamblers are more likely to be aware of initiatives and programs.

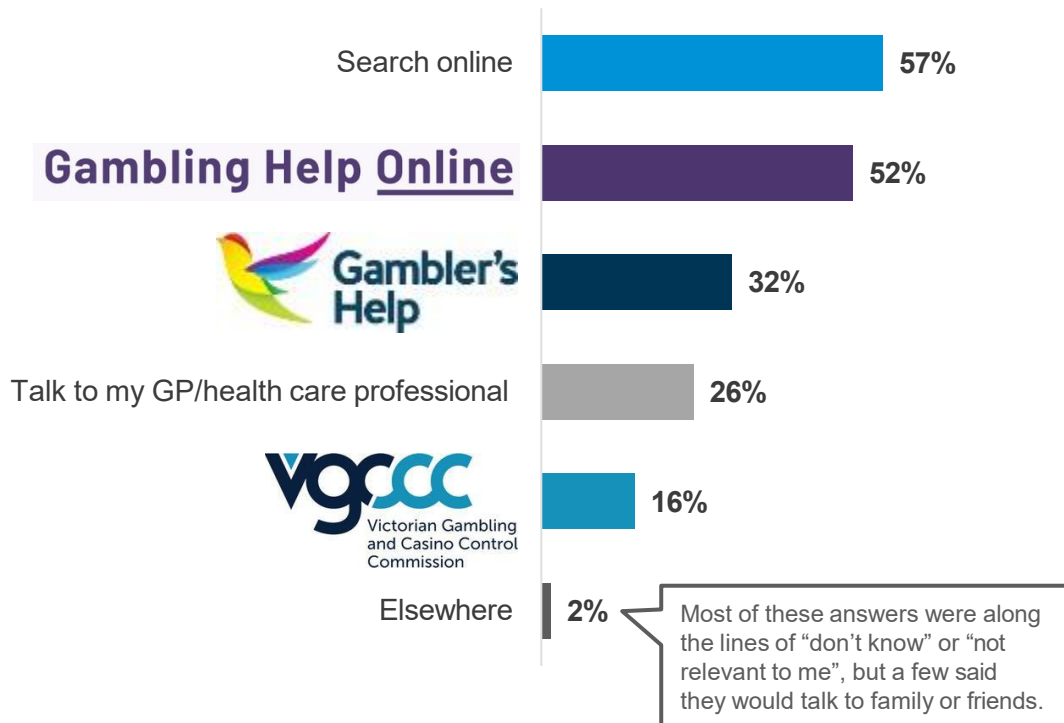
F1. Before today, have you heard of the following?

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period
 ABCD Indicates a significantly higher figure than the comparison cells annotated

A third of Victorians selected Gambler's Help as a source they would use to find information on the risks and harms associated with different forms of gambling

Sources of information on gambling harms

Base: Total sample; 2024 (n=3,203)



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
CD 57%	D 55%	D 49%	31%
52%	53%	52%	48%
31%	32%	AB 39%	AB 42%
23%	26%	22%	22%
13%	11%	AB 18%	ABC 27%

The majority of Victorians said they would search online if they wanted to find information on the risks and harms associated with different forms of gambling. A similar proportion selected *Gambling Help Online*.

Around a third (32%) selected *Gambler's Help*; this proportion increased for each increasing PGSI Risk Profile.

F13. If you wanted to find information on the risks and harms associated with different forms of gambling, where would you look for this information?

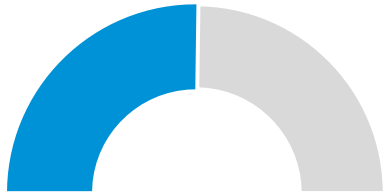
NB: Question added in 2024

ABCD Indicates a significantly higher figure than the comparison cells annotated

Among those able to provide a description of Gambler's Help, unprompted comments largely aligned with the service offering

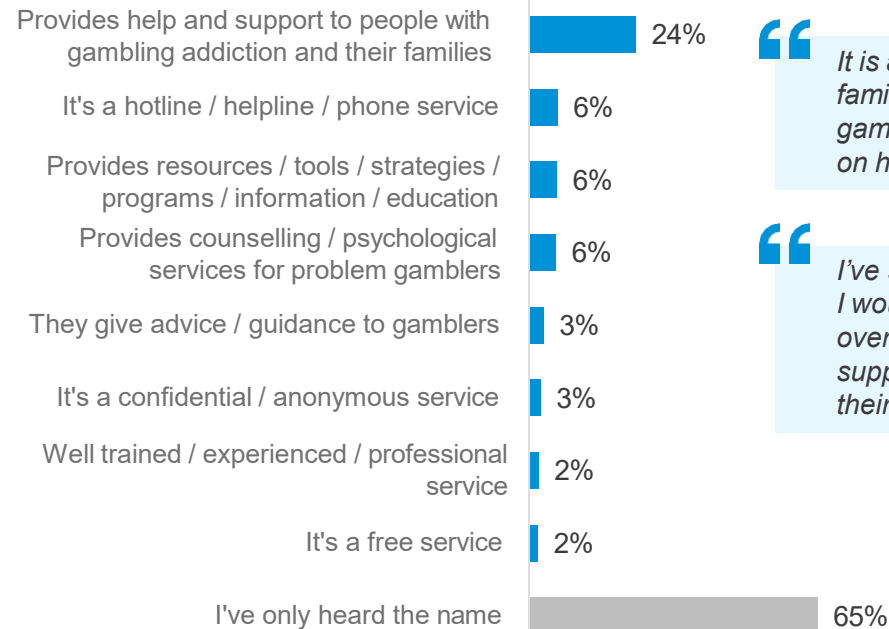
Unprompted knowledge of Gambler's Help

Base: Total sample (n=3,201) | Those who mentioned Gambler's Help (n=1,735)



50% said they have heard of Gambler's Help and/or would use that resource for information on gambling harms

For those who were able to describe what they know, the broad themes were as follows:



It is a service that gamblers or family members of a problem gambler can go to, to get help on how to address issues.

I've seen it on ads on television. I would say it's an online and over the phone service to support gambling addicts and their families.

The net proportion of Victorians who mentioned they were aware of Gambler's Help and/or would seek information about gambling harm through this resource was 50%.

When asked what they know about Gambler's Help, around two-thirds of those aware (65%) said they had only heard the name.

Among those able to provide a description of Gambler's Help, unprompted comments largely aligned with the service offering.

F1. Before today, have you heard of the following?

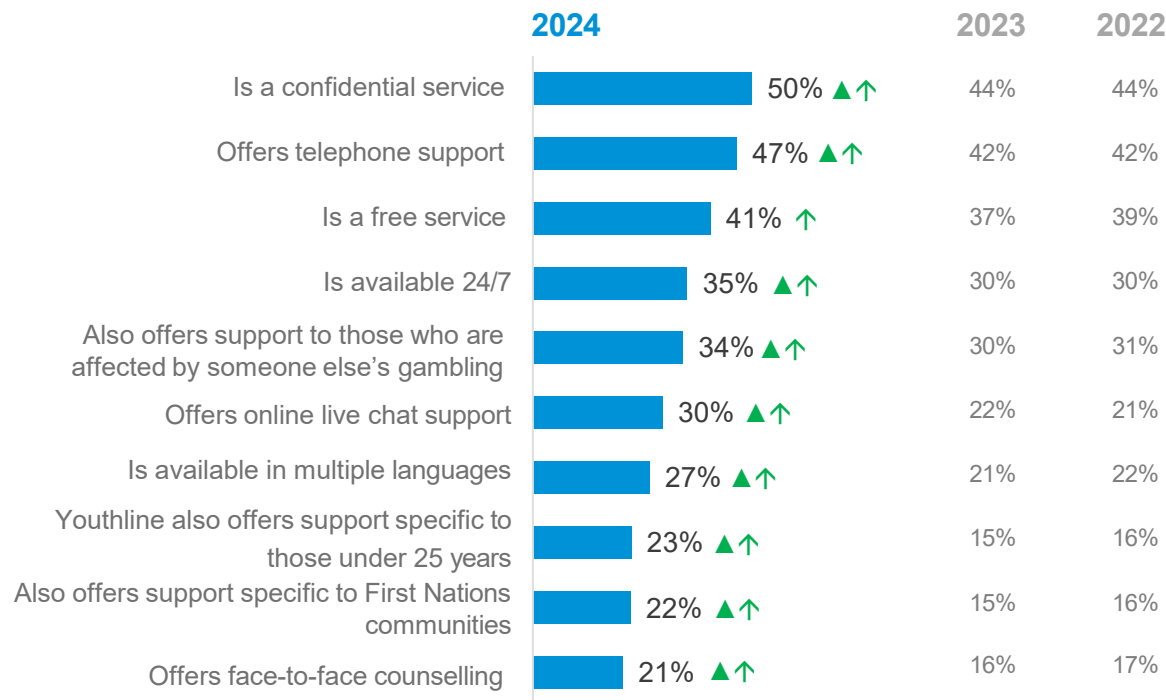
F13. If you wanted to find information on the risks and harms associated with different forms of gambling, where would you look for this information?

F10. What do you know about Gambler's Help? How would you describe what it is to someone who has never heard of it before?

There were significant lifts across the board for prompted awareness of specific services offered by Gambler's Help

Prompted awareness of services and supports offered by Gambler's Help

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Gamblers in 2024

Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
51%	A 61%	A 60%	A 62%
46%	A 55%	A 58%	A 59%
42%	A 49%	A 51%	ABC 60%
36%	41%	AB 49%	AB 56%
35%	41%	A 45%	ABC 57%
30%	34%	A 40%	ABC 54%
24%	A 34%	A 36%	ABC 51%
21%	A 27%	AB 34%	ABC 43%
21%	A 27%	AB 35%	ABC 41%
21%	A 27%	A 30%	ABC 40%

As in previous years, Problem gamblers were more likely to select each item on the list.

F11. Gambler's Help offers assistance to people who gamble in a number of ways. Before today which of these aspects of the service had you heard of?

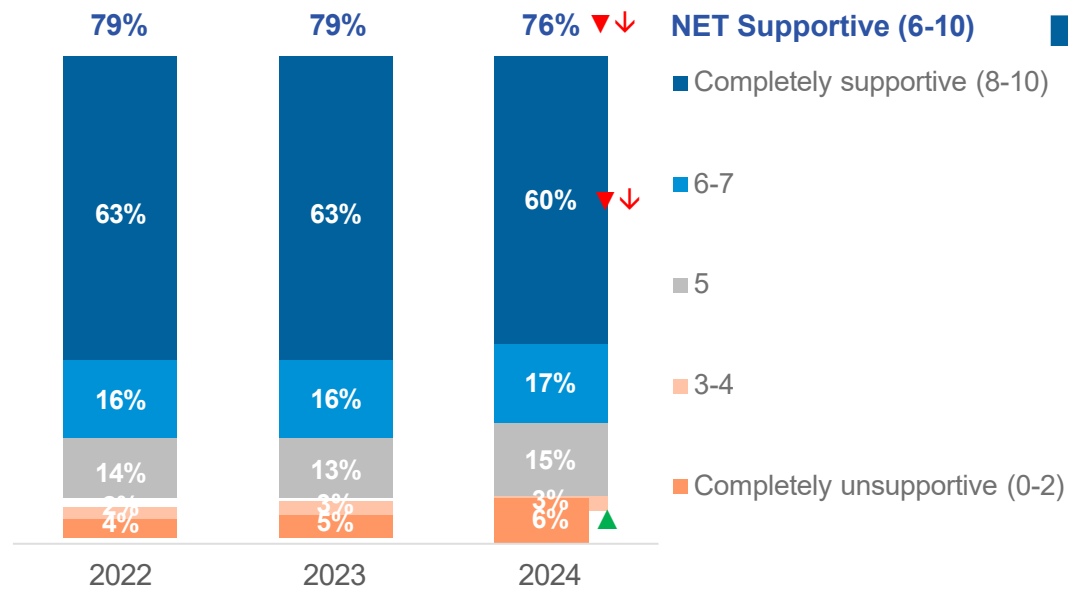
▲▼ Indicates a significant difference at 95% confidence level from initial time period. ▲↓ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated

The 2024 results showed a softening in support for Gambling Harm Awareness Week

Support for Gambling Harm Awareness Week

Base: Total sample; 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Non-problem (A)	Low Risk (B)	Moderate Risk (C)	Problem (D)
77%	78%	79%	75%

The majority of Victorians continued to be supportive of Gambling Harm Awareness Week, with three in five (60%) indicating that they are completely supportive (i.e., rated 8-10).

These levels were on par with results seen in previous waves. Support also remained consistent across each of the risk profiles.

F2. Gambling Harm Awareness Week is an annual campaign that is designed to encourage community discussions about gambling and the risks for individuals and communities. How supportive are you of Gambling Harm Awareness Week?

▲ ▼ Indicates a significant difference at 95% confidence level from initial time period. ▲ ▼ Indicates a significant difference at 95% confidence level from the previous time period

ABCD Indicates a significantly higher figure than the comparison cells annotated



Quantum
Market
Research