

The Australian Online Wagering Study

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Summary of Research Findings

- ✓ The aim of the study was to engage with Australian online wagering customers **to understand their attitudes towards and use of deposit limits** and **to understand the different barriers and motivators to deposit limit use**.
- ✓ We conducted an **online survey** assessing online wagering activity and perceptions towards deposit limits, and perceived barriers and motivators towards deposit limit use, as well as **focus groups**.

Survey Participants Characteristics:

- ◆ Respondent were **407 active customers** who have recently placed a bet with an Australian online wagering operator.
- ◆ Respondents had an average age of 48 years, were predominantly male and working full time.
- ◆ **A quarter of respondents currently use deposit limits (Figure 1)**. Among these current users, 8 out of 10 intend to continue using deposit limits.

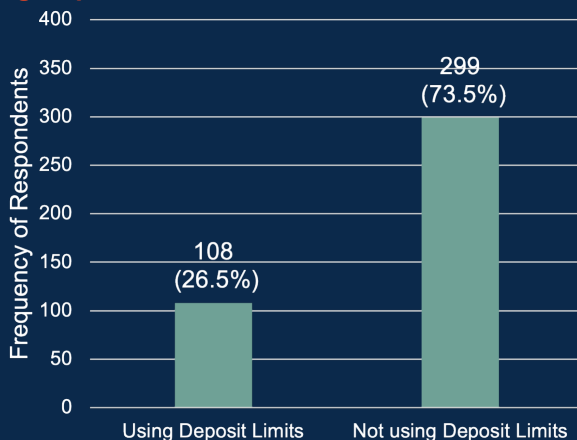


Figure 1. Frequency of respondents based on current deposit limit use



Figure 2. Frequency of respondents based on their responses regarding questions pertaining to the usefulness and pleasantness of deposit limits.

Perception and Use of Deposit Limits:

- ◆ **Most respondents found deposit limits to be useful, pleasant to use, and a good practice (Figure 2)**.
- ◆ Most deposit limit users have multiple wagering accounts. Among these, around one-third set the same deposit limit across all of their accounts.
- ◆ **Most deposit limit users set a time period of seven days**.
- ◆ Nearly two thirds of deposit limit users had not increased their limits and most had not decreased their limits in the past 12 months.
- ◆ **Most current users were satisfied with deposit limits**.
- ◆ Around one-third of current deposit limit users reported changes in their gambling behaviour after using deposit limits. Among these, users reported spending less time betting and having increased control over their betting.
- ◆ Participants engaging in moderate-risk and problematic gambling were more likely to be current deposit limit users than those not experiencing gambling-related problems.

Barriers and Motivators to Deposit Limit Use:

- ◆ Deposit limits were perceived to be relevant to preventing gambling harms, however, there was ambivalence on whether these were intended for people who were currently experiencing gambling problems.
- ◆ Not knowing how to set a limit or what amount to set were important factors in deciding whether to set a deposit limit.
- ◆ Perceived restriction on gambling spending was an important consideration for using a deposit limit
- ◆ There were few concerns about privacy or stigma associated with setting a deposit limit.

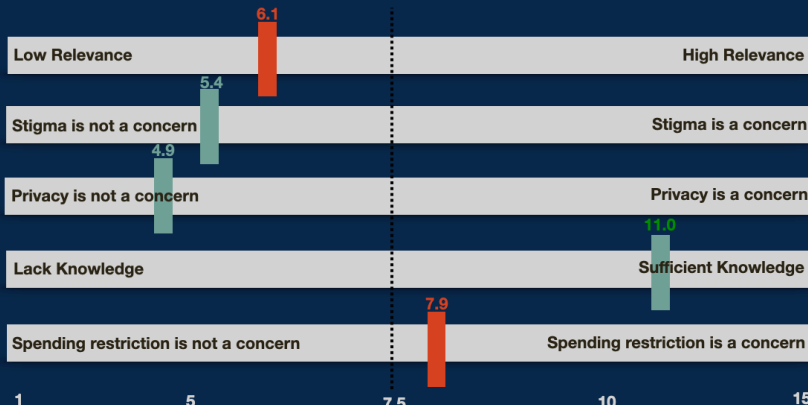


Figure 3. Mean scores per barrier construct score. (Green is not considered a barrier to using deposit limit, Orange is considered a barrier)

Focus Group Discussion Results:

- ◆ Respondents had high knowledge and awareness of deposit limits, but some found them irrelevant and saw them as mainly for people with gambling problems.
- ◆ Deposit limit users recommended using personalised messages and involving other trusted sources to relay information.
- ◆ Current deposit limit users recommended additional features like expense calculators, and the promotion of transaction and spend limits.
- ◆ **A common reason for using deposit limits was that they provide a sense of control**, allowing users to limit their gambling spending and take breaks from playing.

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Recommendations to Enhance Engagement with Deposit Limits:

- ◆ **Enhance perception that deposit limits are part of typical account management** via using communication to promote the benefits of deposit limits for all customers to manage/track their spend and avoid focus on harm reduction.
- ◆ **Promote the benefits and value of deposit limit use** by aligning deposit limits with budget setting and promoting the broad value of setting a deposit limit.
- ◆ **Promote deposit limits at appropriate points** such as by using real-time alerts to encourage deposit limits to be set following a significant win or loss.
- ◆ **Provide tools to assist customers in setting appropriate limits** by developing tools to 'suggest' an appropriate limit for each customer based on their spend history.
- ◆ **Enhance customer's ability to stick to deposit limits** such as by providing real-time notifications as customers are approaching their limits.
- ◆ **Provide additional options for those who do not want to be restricted**.
- ◆ **Consider incentives to encourage deposit limit use**.
- ◆ **Encourage engagement with additional harm-minimisation tools** such as activity statements and other tools (e.g., time-outs and self-exclusion as necessary).