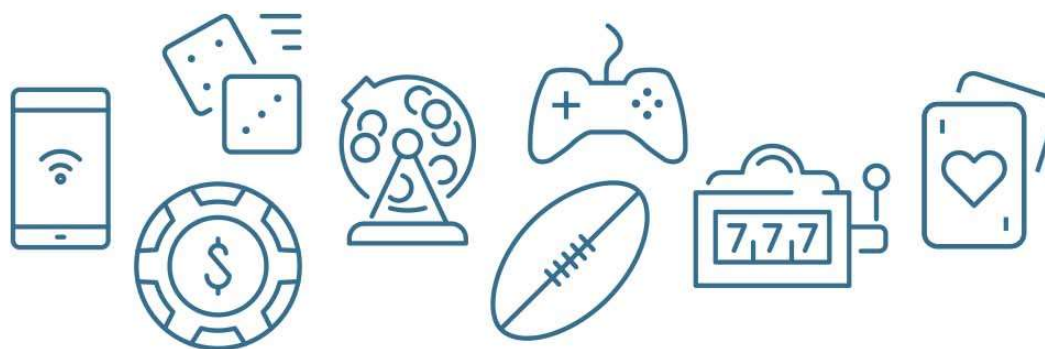


SPORTS BETTING NORMALISATION IN SOUTH AUSTRALIA

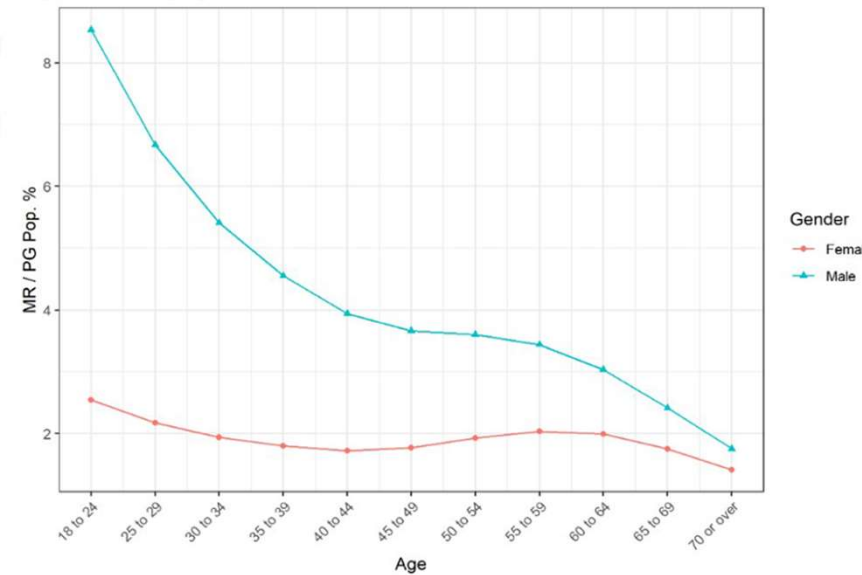
Results from the 2021 survey of South Australians adults' attitudes, beliefs and behaviours regarding sports betting



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SPORTS BETTING

- Sports betting participation up
- Particularly risky form
- Popular among young men
- They also have the higher rates of problems



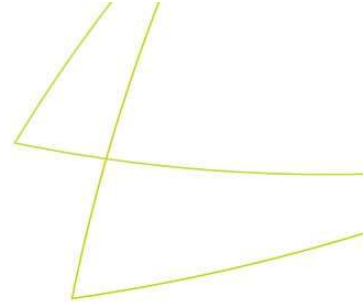
MEDIA AND NORMALISATION

- Advertising around sport is saturated
- Delivery via a wide variety of media channels
- Gambling becomes associated with the game
 - Normal part of watching sport
 - Makes the game more fun
 - Is a natural way to socialise with friends



SOCIAL AND NORMATIVE INFLUENCES

- Family and friends are key drivers
- Subjective norms
- Parental and household influences
- Peer influences IRL and online
 - Social clustering



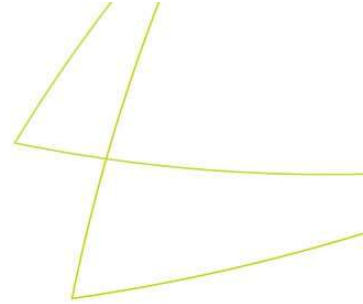
THE SURVEY

- 2030 total respondents
- Internet panel, demographically matched to SA
 - Normalisation
 - Dangerous / protective beliefs
 - Attitudes to sports betting and betting promotions
 - Protective behaviours around young people



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TRIPARTITE NORMALISATION INDEX

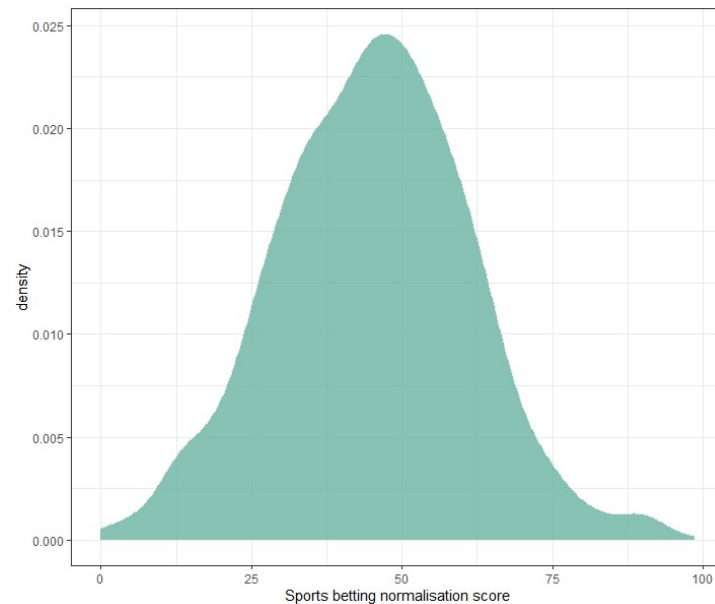


- Friends (5 items)
 - E.g. “Most of my friends have bet on sports occasionally”
- Family (5 items)
 - E.g. “My family would disapprove of me betting on sports”
- Community (6 items)
 - E.g. “Is betting on sports a part of South Australian culture?”



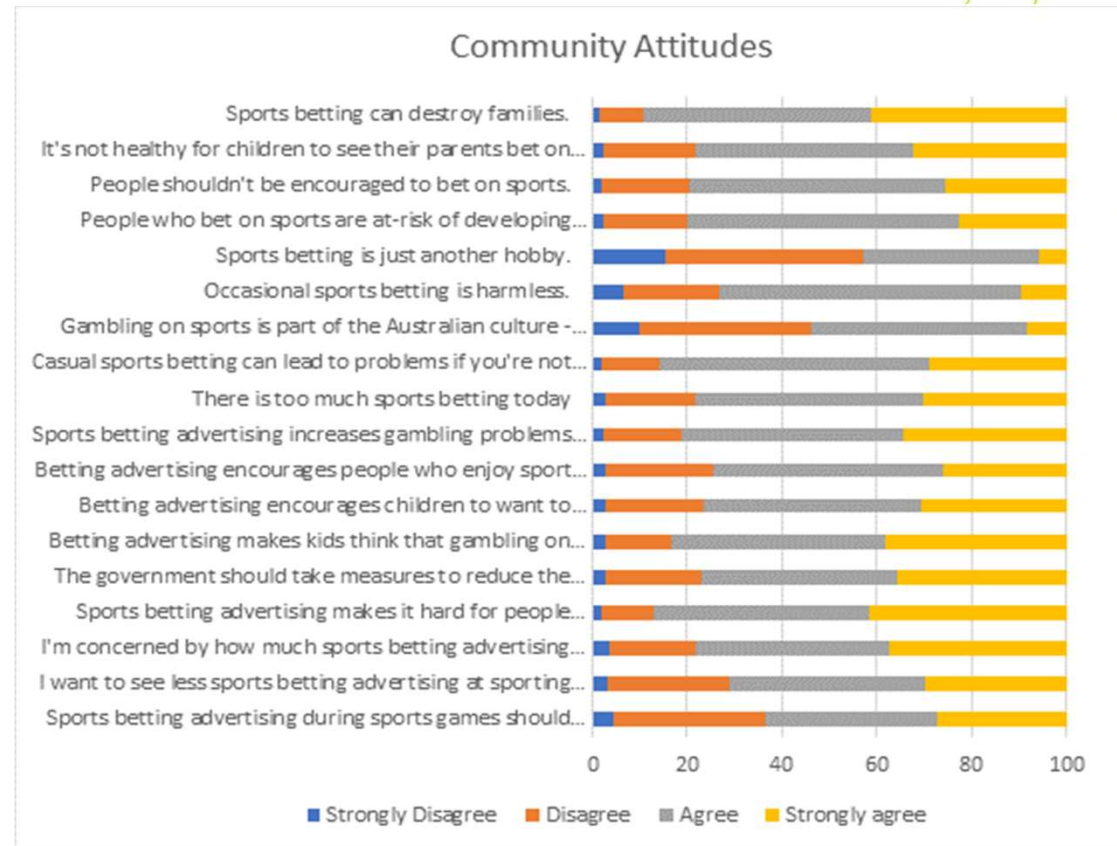
TRIPARTITE NORMALISATION INDEX

- Items normalised and added
- 0-100 index
- Wide variation across individuals
- 'Fair' average degree of normalisation at present 45.19, (44.51, 45.87).



ATTITUDES TO SPORTS BETTING

- Overwhelmingly negative!



ERRONEOUS BELIEFS ABOUT BETTING

| Label | M | SD | F1 | F2 | h2 | u2 |
|---|------|------|------|------|------|------|
| When I win my sports bet, it's due to my skill and knowledge of sports | 2.52 | 0.81 | 0.72 | | 0.52 | 0.48 |
| When I win my sports bet, it's due to my experience as a bettor | 2.38 | 0.79 | 0.75 | | 0.57 | 0.43 |
| Just narrowly losing a bet shows how good my skills as a bettor are | 2.24 | 0.78 | 0.77 | | 0.59 | 0.41 |
| Betting on sport is safer as it relies less on luck than other forms of gambling | 2.56 | 0.84 | 0.62 | | 0.39 | 0.61 |
| The highs are higher and the lows are lower when I bet on my favourite team or player | 2.57 | 0.81 | 0.61 | | 0.38 | 0.62 |
| The very moment I place a bet, I feel good | 2.58 | 0.75 | 0.57 | | 0.33 | 0.67 |
| I can often estimate the true odds better than the advertised odds | 2.26 | 0.80 | 0.74 | | 0.55 | 0.45 |
| If you have the knowledge and skills, betting on sports is a good way to make extra money | 2.51 | 0.80 | 0.63 | | 0.4 | 0.6 |
| My chances of picking a winner on a sports match are better than most people | 2.29 | 0.79 | 0.76 | | 0.58 | 0.42 |
| Bookmakers make mistakes when setting odds, which I can take advantage of | 2.37 | 0.77 | 0.64 | | 0.41 | 0.59 |
| If I'm not having fun gambling on sports, I stop | 3.10 | 0.69 | | 0.73 | 0.53 | 0.47 |
| I stick to a dedicated budget for sports betting | 3.06 | 0.75 | | 0.58 | 0.34 | 0.66 |
| If I'm feeling depressed or upset, I don't bet on sports | 2.68 | 0.85 | | 0.38 | 0.16 | 0.84 |



PROTECTIVE BEHAVIOURS AROUND YOUNG PEOPLE

| Protective Behaviours | Caregivers who are sports bettors (n = 381) | | | | |
|--|---|----------|-------|----------------|-------------|
| | Strongly disagree | Disagree | Agree | Strongly agree | M (SD) |
| | % | % | % | % | |
| If an adult friend or family member is betting a lot on sports, it's a good idea to talk to them about whether sports betting is a problem for them. | 1.6 | 13.4 | 58.5 | 26.5 | 3.10 (.673) |
| I feel confident talking to a friend or family member about the risks of sports betting. | 1.6 | 13.4 | 63.8 | 21.3 | 3.05 (.639) |
| It's important to talk to children and adolescents about the risks of betting on sports. | 1.6 | 8.7 | 56.4 | 33.3 | 3.22 (.662) |
| I feel confident talking to a child or adolescent about the risks of sports betting. | 0.8 | 11.3 | 59.3 | 28.6 | 3.16 (.638) |
| Children and adolescents need to understand that betting is not a normal part of enjoying sports. | 1.3 | 12.9 | 53.3 | 32.5 | 3.17 (.692) |
| It's important to keep your sports betting conversations private so that children and adolescents don't overhear. | 4.7 | 29.9 | 42.8 | 22.6 | 2.83 (.829) |
| It's OK if children and adolescents see you betting on sports. | 13.4 | 35.7 | 42.8 | 8.1 | 2.46 (.825) |
| It's OK to include children or adolescents in your sports betting. | 30.4 | 36.5 | 23.6 | 9.4 | 2.21 (.952) |

PROTECTIVE BEHAVIOURS AROUND YOUNG PEOPLE

| Sports betting behaviours around children | Caregivers who are sports bettors (n = 381) | | | | | M (SD) |
|--|---|-------------|----------------|--------------|-------------|-----------------|
| | Never % | Rarely % | Sometimes % | Usually % | Always % | |
| If I make a win betting on sports, I take care not to mention it to them. | 7.9 | 9.4 | 23.6 | 24.4 | 34.6 | 3.69 (1.255) |
| If I talk about betting sports, I take care not to let them overhear. | 6.6 | 13.1 | 18.6 | 28.1 | 33.6 | 3.69 (1.243) |
| If I bet on sports, I make sure not to do it when they are in the same room. | 7.1 | 13.1 | 18.9 | 22.0 | 38.8 | 3.72 (1.292) |



CONCLUSIONS

- Significant variation
 - across the population
 - Between demographic groups, and bettors / non-bettors
- Ample room to ‘move the needle’
- Widespread recognition of the risks
- Some complacency about inevitability, and around behaviours to keep children



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