



Community Views on Poker Machines

Research Report

February 2016





**This report has been prepared by
Enterprise Marketing and Research Services
60 Main Road, Moonah TAS 7009**

All enquiries should be addressed to:

**Samuel Paske
Chief Operations Director**

**EMRS
PO Box 402
Moonah TAS 7009**

Phone: (03) 6211 1222

Fax: (03) 6211 1219

E-mail: sam.paske@emrs.com.au

The Research

Methodology

The telephone survey consisting of two questions was administered to a sample of 1,000 Tasmanian residents aged 18 years and over, drawn from the adult Tasmanian population of 381,296 (ABS, 2011). Of these, 500 were from the South, 250 were from the North and North East, and 250 were from the North West and West Coast regions. Interviewing took place between the 26th of February and 1st of March 2016. A sample of this size provides a margin of error of +/- 3.1 percentage points at the 95% confidence level.

Quotas were put in place for age, gender and region to ensure that the sample reflected the Tasmanian demographic profile. Where the quotas were not achieved, weighting was applied. To ensure accurate representation of age, gender and region, the data was weighted to the 2011 ABS population statistics. This ensures a more accurate representation of the Tasmanian population. Percentage figures are weighted, however any numbers quoted within the text or the “n=” of tables and charts are actual numbers.

Key Findings

The clear majority of respondents (98%) indicated that they had not personally experienced any serious problems with gambling on poker machines.

Two thirds of respondents (67%) reported that they were unaware of anyone who had experienced serious problems with gambling on poker machines, 32% confirmed that they were aware of someone who had experienced such problems, while the remaining 1% were not sure.

The People Interviewed

Table 1 – Gender†

Gender	Number	Percentage
Total	1,000	100
Male	464	46
Female	536	54

Table 2 – Age†

Age	Number	Percentage
Total	1,000	100
18 to 24 years	34	3
25 to 34 years	48	5
35 to 44 years	179	18
45 to 54 years	210	21
55 to 69 years	342	34
70 years or over	187	19

Table 3 – Household Situation*†

Household Situation	Number	Percentage
Total	1,000	100
Single, never married	54	5
A couple with no children	32	3
Family, no children over 16	200	20
Family, children over 16 at home	329	33
Married, no children at home	236	24
Widowed	65	7
Sole parent	18	2
Separated or divorced	59	6
Declined to answer	7	1

*Percentages do not sum to 100 due to rounding.

†Numbers and percentages in these tables are unweighted.

The People Interviewed

Table 4 – Employment Status†

Employment Status	Number	Percentage
Total	1,000	100
Employed full time	371	37
Employed part time	200	20
Home duties	55	6
Retired or on a pension	320	32
Unemployed	31	3
Student	21	2
Declined to answer	2	0

Table 5 – Combined Household Income*†

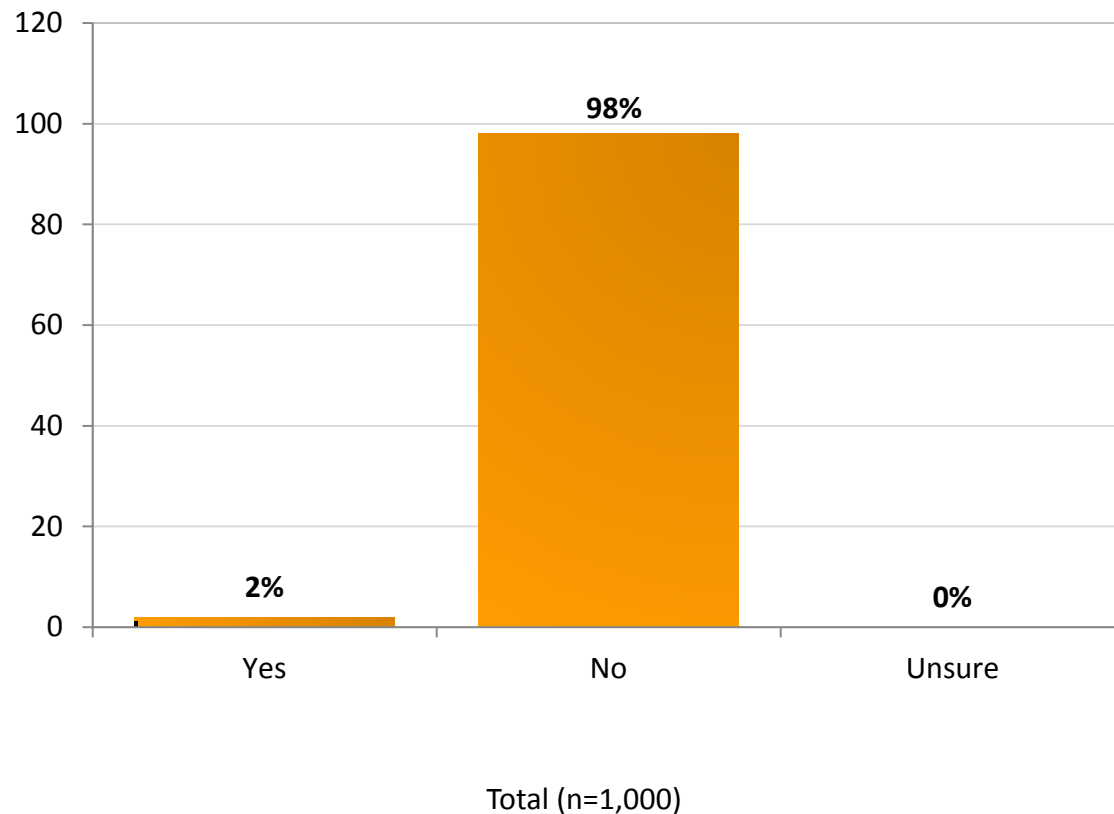
Combined Household Income	Number	Percentage
Total	1,000	100
Under \$20,000	83	8
\$20,000 and under \$40,000	186	19
\$40,000 and under \$60,000	139	14
\$60,000 and under \$80,000	121	12
\$80,000 and under \$100,000	97	10
\$100,000 and over	256	26
Declined to answer	118	12

*Percentages do not sum to 100 due to rounding.

†Numbers and percentages in these tables are unweighted.

Personal Experience of Problem Gambling

Chart 1 – Whether Respondents Have Experienced Serious Problems with Gambling on Poker Machines (Percentage of respondents)



The clear majority (98%) of respondents reported that they have never personally experienced any serious problems with gambling on poker machines.

2% of respondents confirmed that they had experienced such problems.

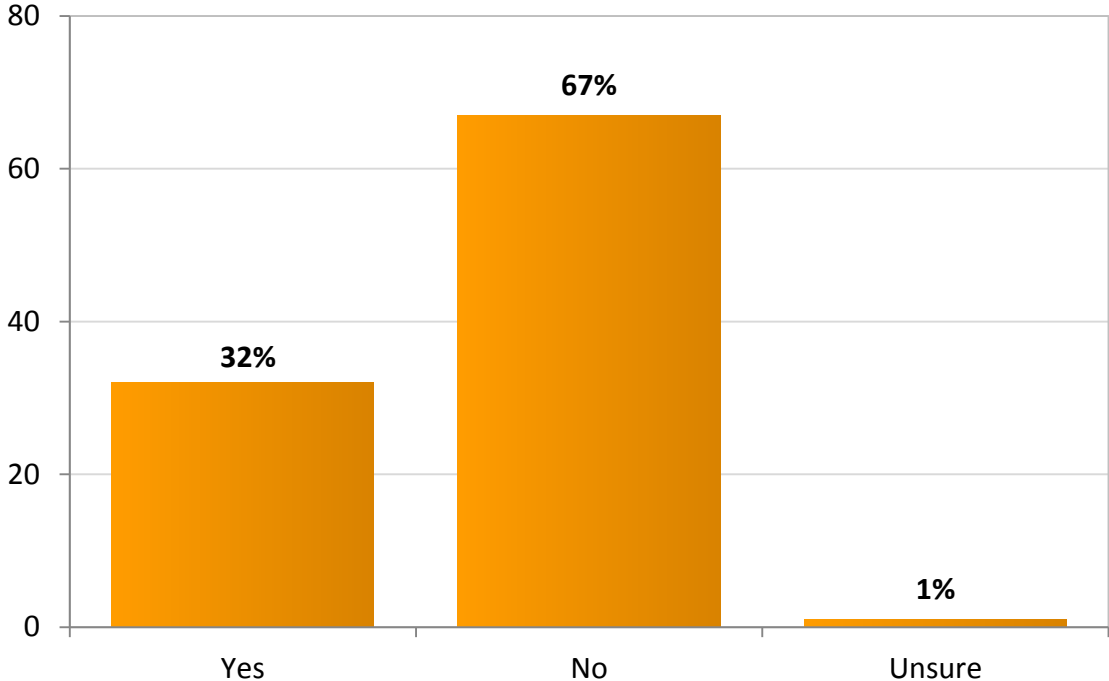
Four respondents were unable to provide a definitive response.

There were no significant differences to be noted across the demographic subgroups.

Q1: Have you personally experienced serious problems with gambling on poker machines?

Knowledge of Someone Who Has Experienced Problem Gambling

Chart 2 – Whether Respondents Know Someone Who Has Experienced Serious Problems with Gambling on Poker Machines (Percentage of respondents)



Total (n=1,000)

Two thirds of respondents (67%) reported that they were unaware of anyone who had experienced serious problems with gambling on poker machines.

Close to one third (32%) confirmed that they were aware of someone else who had experienced such problems.

The remaining 1% of respondents were “unsure”.

Any differences evident across the demographic subgroups were marginal.

Q2: Do you know of someone else who has experienced serious problems with gambling on poker machines?