



OFFSHORE GAMBLING BY NEW ZEALANDERS STUDY

Summary

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Background

There is growing interest in the percentage, and associated expenditure, of New Zealanders gambling on offshore (overseas) gambling sites (particularly by online or other remote interactive methods such as telephone, interactive television or through the post).

Aim

To examine, over a three year period, offshore gambling (land-based and online/remote interactive) by New Zealanders. There was a specific, but not exclusive, focus on offshore horse/dog race and sports betting. Additionally, New Zealand (NZ) land-based and online/remote interactive methods of access for the same modes of gambling were examined.

Method

Secondary analyses were conducted of data collected from the first three waves of the longitudinal New Zealand National Gambling Study (2012, 2013 and 2014). Only gambling modes where it was possible to participate both within NZ and offshore, and/or where online or other remote interactive gambling were possible were included. These were commercial poker gambling; lotteries/raffles gambling; Lotto and keno gambling; land-based casino gambling; horse/dog race betting and sports betting; and other offshore online gambling. Other offshore online gambling related to online gambling not otherwise captured, that is, casino games and EGMs (not cards), bingo, event betting, skill games, virtual sport and other non-specified gambling.

Summary of key findings

Overall and total population offshore online/remote gambling participation and expenditure

- Overall, in 2012, 2013 and 2014, 1.7%, 1.2% and 0.9% of the population took part in offshore online/remote interactive gambling.
- Total population self-reported annual expenditure on offshore online/remote gambling was \$47.6 million, \$14.6 million and \$36.2 million in 2012, 2013 and 2014 respectively.

Offshore online/remote horse/dog race betting and sports betting participation and expenditure

- The percentages for offshore online/remote gambling on horse/dog race betting in 2012, 2013 and 2014 were 0.41%, 0.34% and 0.37%, and for sports betting were 0.35%, 0.25% and 0.25%.
- In 2014, almost 20,000 people (19,865) participated in offshore online/remote horse/dog race and sports gambling. Offshore online/remote horse/dog race and sports gamblers were almost two-thirds (61%) of the overall offshore online/remote gambling population.
- The majority of horse/dog race and sports bettors gambled online/remotely as an adjunct to betting at a NZ land-based venue.
- Total population annual offshore online/remote expenditure on horse/dog race betting in 2012, 2013 and 2014 was \$8.0 million, \$3.0 million and \$3.6 million respectively. Total population annual offshore online/remote expenditure on sports betting in 2012, 2013 and 2014 was \$11.4 million, \$2.8 million and \$3.3 million respectively.



- Offshore online/remote horse/dog race and sports gamblers comprised about one-fifth (19%) of total offshore online/remote gambling expenditure.

Associated factors for offshore gambling

- Being a migrant was associated with greater likelihood for gambling on: offshore online/remote horse/dog race and sports betting combined, offshore (land-based and online) raffles/lotteries.
- Other associations with greater likelihood for offshore online/remote gambling included gambling on three or more activities, being unemployed or having a below-median quality of life.
- Being religious was associated with lower likelihood for gambling on offshore online commercial poker gambling.
- Smoking tobacco was associated with lower likelihood for participating in offshore raffles/lotteries (land-based and online) and offshore casino gambling (land-based).

Sociodemographic characteristics of offshore online/remote gambling participation

- Greater participation was noted amongst the 45-64 year age group for offshore online/remote horse/dog race betting compared to NZ online/remote horse/dog race betting where a greater proportion were aged 18-44 years.

Gambling behaviour characteristics for offshore online/remote gambling

- A greater percentage of offshore online commercial poker gamblers were regular continuous gamblers compared with other modes of gambling. There was a more even spread of infrequent gamblers, regular non-continuous gamblers and regular continuous gamblers amongst offshore online/remote horse/dog race gamblers in comparison with land-based horse/dog race gamblers.
- A majority of participants across the modes of gambling were non-problem gamblers or low-risk gamblers apart from offshore online commercial poker players (13.8% problem gamblers) and other offshore online gamblers (11.9% problem gamblers).

Within NZ online/remote horse/dog race betting and sports betting total population participation and expenditure

- In 2014, almost 100,000 people (96,334) participated in online/remote horse/dog race and sports gambling within NZ. Online/remote horse/dog race and sports gamblers were a quarter (26%) of the NZ online gambling population.
- Total population expenditure in 2014 was \$45.9 million for NZ online/remote horse/dog race and sports gambling comprising about one-third (35%) of total NZ online/remote gambling expenditure.