

MEDIA RELEASE
EMBARGOED UNTIL 5 NOVEMBER 2012

Crossman Insights Newspoll Results in Summary

Monthly betting amongst Australians

- 18 per cent of Australians aged 18-64 claim to be punting on sports at least once per month.
- 27 per cent of men place bets on sporting events at least once per month, compared to just nine per cent of women
- Nine per cent of those with a household income of \$90,000 or more confessed to a weekly bet, a figure matched by those with a sub-\$50,000 household income.

Sports betting agency marketing

- 35 per cent of Australians aged 18-64 think sports betting agencies should not be allowed to sponsor sports teams or events, while 40 per cent are against commentators providing live odds.
- A significant number of people remain undecided on this issue, with 28 per cent undecided on sponsorship and 29 per cent similarly non-committed on live odds.
- Nine per cent more men support both sponsorship of teams or events (41 per cent) and live odds provided by commentators during coverage (36 per cent), compared to women.

Australians becoming aware of the dangers of sports betting agency advertising

- Thirteen per cent of Australians aged 18-64 claim that sports betting agency advertising is more harmful than tobacco or alcohol advertising.

Advertising by sports betting agencies increases problem gambling

- Six in ten Australians aged 18-64 believe advertising by sports betting agencies increases problem gambling.