# Gambling advertising in Australia—questionnaire

### PRE-NOTIFICATION SMS

You’ve been selected to take part in an important survey for the Australian Government. Your views are important so we hope you will take part. An interviewer from the Social Research Centre will call you in the coming days. Call 1800023040 to get more info or unsubscribe.

### MODULE A – Introduction, screening and profile

INTRODUCTION

Good afternoon/evening my name is <SAY NAME> and I’m from the Social Research Centre. We are currently conducting a survey on behalf of the Australian Communications and Media Authority on people’s experiences and attitudes towards gambling advertising.

IF NECESSARY: Your mobile phone number has been chosen at random from all possible mobile telephone numbers in Australia.

Could I just confirm you’re over the age of 18?

The survey will take about 15 minutes to complete depending on your answers, and it is confidential. Can you spare some time now?

1. Continue
2. Mobile phone answerer refusal
3. Qualifying respondent refusal
4. LOTE – Language difficulty (LOTE NO FOLLOW UP)
5. Aged under 18 years (GO TO TERM3)

\*(INTRODUCTION=2 OR 3)

NONRESP That’s fine. Can I please ask you some quick questions before we finish up? It will take about a minute.

1. Yes
2. No (GO TO RR1)

MOBSAFE May I just check whether or not it is safe for you to take this call at the moment? If not, we’d be happy to call back when it is more convenient for you.

1. Safe to take call

2. Not safe to take call

3. Respondent refusal (GO TO RR1)

\*(MOBSAFE=2 AND INTRODUCTION=1, NOT SAFE TO TAKE CALL)

MOBAPPT Would you like me to call you back on this number or would you prefer I call back on another phone?

1. This number (MAKE APPOINTMENT)

2. Another phone (MAKE APPOINTMENT, RECORD PHONE NUMBER)

3. Refusal (GO TO RR1)

PCODE \*(INTRODUCTION=1)

I just need to ask you a few questions to check that you are eligible to participate in this survey…

Could you please tell me the postcode where you usually live?

1. Collect postcode (Please specify) (RANGE: 200-299, 800-9999)
2. (Don’t know)
3. (Refused)

\*(ASK IF PCODE = 98 OR 99)

SUB. What suburb or locality do you live in?

1. Collect suburb (please specify)
2. (Don’t know) (GO TO TERM1)
3. (Refused) (GO TO TERM1)

\*(AUTOCODE BASED ON PCODE, IF NO VALID PCODE OR PCODE = 98/99 THEN ASK THIS QUESTION)

QA1.

Can you please tell me which state or territory you live in?

1. NSW

2. VIC

3. QLD

4. SA

5. WA

6. TAS

7. NT

8. ACT

9. (Don’t know / Refused) (GO TO TERM1)

\*PROGRAMMER NOTE: WRITE STATE / TERRITORY TO SAMPLE RECORD

\*PROGRAMMER NOTE: NEED EITHER POSTCODE OR SUBURB/TOWN AND STATE/TERRITORY OR ELSE TERMINATE (TERM1)

QA7 Could you please confirm your gender? We ask everyone this question.

**INTERVIEWER NOTE:** ask this of everyone, can soften at your discretion e.g. “I know this might seem silly, but I need to ask everyone”).

INTERVIEWER NOTE: If refused attempt to code using your best guess. Terminate if unable to code.

1. Male

2. Female

3. Other

99. (Refused) (TERM2)

QA8 How old are you today?

1. ENTER NUMBER

99. (Refused) / Prefer not to say

\*(QA8=99)

That’s fine, can you just tell me which of the following age ranges you are in then?

\*PROGRAMMER NOTE DISPLAY QA9CAT CODES

QA9CAT– HIDDEN AND COMPUTED FROM QA8

1. Under 18 years (TERM3)
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-­74
8. 75 years and over

99. (Refused) (TERM4)

TELSTAT4 How many mobile phones, in total, do you personally have that you receive calls on?

INTERVIEWER NOTE: Respondent should only count mobile phones that are currently active and used by them to make and receive calls.

1. Specify number (RANGE 1 TO 9)
2. (Don’t know)
3. (Refused)

QA2. How many children aged under 18 years are you the parent, guardian or carer of? Please count only children that live in your household for at least 2 days every fortnight.

1. Number given (Specify: \_\_\_\_\_\_\_\_\_\_\_) (Range: 1 to 12)
2. None (GO TO TERM 5)
3. (Don’t know) (GO TO TERM 6)
4. (Refused) (GO TO TERM 6)

\*(NONRESP=1)

THANK Thank you very much for your assistance

1. Close (RR1)

S2

Thanks, you are eligible to participate in this survey. The survey is mainly about your opinions. There are no right or wrong answers. If I come to any question you prefer not to answer, just let me know and I'll skip over it. All interviews are voluntary and you can withdraw from the study at any point, or you may complete the rest of the interview at another time. This survey is being conducted in accordance with the requirements of the Commonwealth Privacy Act and the Australian Privacy Principles.

Your responses will be de-identified, held in the strictest confidence and will not be disclosed to other organisations for marketing or research purposes. The responses of everyone who participates in this survey will be combined for analysis.

1. Continue

2. Respondent refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)

3. Queried about how telephone number was obtained (GO TO PTEL)

\*(S2=3, QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)

PTEL Your mobile phone number has been chosen at random from all possible mobile telephone numbers in Australia. We find that this is the best way to obtain a representative sample of all Australians for our research.

\*PROGRAMMER NOTE: Display as red pop up text on screen

MON This call may be monitored or recorded for quality assurance purposes. Is that ok?

1. Yes

2. No

QA4HID. PROGRAMMER: SURVEY PROGRAM TO RANDOMLY SELECT ONE CHILD FROM THE NUMBER OF CHILDREN AT QA2, INSERT CHILD DESCRIPTION TO BE USED IN INSERT TEXT

1. IF QA2>1: ‘your oldest’ IF QA2=1: ‘your’
2. your second oldest
3. your third oldest
4. your fourth oldest
5. your fifth oldest
6. your sixth oldest
7. your seventh oldest
8. your eighth oldest
9. your ninth oldest
10. your tenth oldest
11. your eleventh oldest
12. your twelfth oldest

\*(LOOP THROUGH QA6 FOR EACH CHILD AT QA4HID)

QA6. IF 1 CHILD AT QA2: Firstly, how old is your child who is aged under 18 years?

IF MORE THAN 1 CHILD AT QA2, FOR FIRST CHILD: Firstly, for each of your <insert number of children from A2> children who are under the age of 18 years please tell me how old they are, starting with your oldest child?

FOR SECOND CHILD ONWARDS:

How old is <insert> child?

1. Age (range 0 to 17)
2. (Don’t know) (GO TO TERM7)
3. (Refused) (GO TO TERM7)

QA5. Later in this survey there will be some questions about <IF QA2=1: ‘your child’s’ IF QA2>1: ‘one of your children’s’> usage of TV, internet and radio.

IF QA2>1:

We have chosen one child at random – <insert QA4HID> - who is aged <insert age>

ALL:

What is the gender of <insert selected child from QA4HID> child who is aged under 18 years?

1. Male
2. Female
3. Other
4. (Don’t know) (GO TO TERM8)
5. (Refused) (GO TO TERM8)

INSERT TEXT GUIDELINES.

(NOTE: THIS TEXT WILL BE INSERTED INTO QUESTIONS THAT ASK ABOUT THE RESPONDENTS CHILD)

* IF ONE CHILD AT QA2 INSERT ‘your <insert age> year old child’
* IF MORE THAN ONE CHILD BUT SELECTED CHILD IS THE ONLY MALE OR FEMALE INSERT ‘your <insert age> year old son’ or ‘your <insert age> year old daughter’
* IF MORE THAN ONE MALE/FEMALE INSERT AND SELECTED CHILD NOT A TWIN: <your <age> year old, your <age> year old, etc> <son, daughter >
* IF MORE THAN ONE MALE/FEMALE INSERT AND SELECT CHIILD IS A TWIN: <your oldest, your second oldest, etc> <son, daughter >
* IF MORE THAN ONE CHILD AND ‘OTHER’ ANSWERED FOR ANY CHILD’S GENDER INSERT: <your> <insert age> year old <child >

\*(QA2>1)

INTROA Later in this survey there will be some questions about your child’s usage of TV, internet and radio. Of the children that you have that are aged under 18, please think about <selected child> when answering those questions. Would you like me to refer to this child as <selected child> or would you like to give me that child’s name or initial to use?

1. Refer to as <selected child>
2. Refer to as name/initial (SPECIFY CHILD’S NAME/INITIAL)

PARENT And does <selected child> have another parent or guardian living in your household?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

### MODULE B – Consumption of live sport and other broadcasts/streaming

INTROB1 In the next few questions I’ll ask you about three types of programs – live sports, sports related, and shows other than sport. First, we’ll ask about your viewing, and then about your child’s.

LOOP THROUGH QB1A, QB1B, QB1C FOR EACH TYPE OF CONTENT, AS WELL AS QB1D FOR LIVE SPORT

1. Live sport
2. Other sports related shows
3. Shows other than sport (such as drama, reality, comedy or news)

QB1a. In the past month, have you personally watched or listened to <INSERT CONTENT> on TV, radio or online?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

\*(QB1a=1)

QB1b. And in the past month, how often did you watch or listen to <INSERT CONTENT> on TV, radio or online? Would you say at least…

(SINGLE RESPONSE) (READ OUT)

1. Daily
2. 2 or more times a week
3. Once a week
4. 2 or 3 times during the month
5. Once during the month
6. (Don’t know)
7. (Refused)

\*(QB1a=1)

QB1c. And in the past month, did you watch or listen to <INSERT CONTENT> in any of the following ways?

(MULTIPLE RESPONSE) (READ OUT)

1. Streamed online via a website or app
2. On TV (including free-to-air and pay TV)
3. On radio
4. (Don’t know)
5. (Refused)

\*(QB1c=1 STREAMS LIVE SPORT)

QB1d In the past month, which of the following types of online services have you used to stream live sport?

(STATEMENTS) (ROTATE)

1. A TV or radio network’s website or app such as 7plus (or NineNow, Foxtel etc)
2. A video sharing platform such as YouTube (or Twitch etc)
3. Social media such as Facebook (or Instagram, Twitter etc)
4. A sporting organisation website or app such as AFL or NRL Live (or Cricket Australia Live)
5. A betting agency website or app such as Sportsbet (or Ladbrokes, Tabcorp etc)
6. Any others (specify)

(RESPONSE FRAME)

1. Yes
2. No
3. (Don’t know)
4. (Refused)

INTROB2 Now I would like to ask you some questions about <selected child>.

LOOP THROUGH QB2A, QB2B, QB2C FOR EACH TYPE OF CONTENT

1. Live sport
2. Other sports related shows
3. Shows other than sport (such as drama, reality, comedy or news)

QB2a. In the past month, has <selected child> watched or listened to <INSERT CONTENT> on TV, radio or online?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

\*(QB2a=1)

QB2b. And in the past month, how often did <selected child> watch or listen to <INSERT CONTENT>? Would you say at least…

(SINGLE RESPONSE) (READ OUT)

1. Daily
2. 2 or more times a week
3. Once a week
4. 2 or 3 times during the month
5. Once during the month
6. (Don’t know)
7. (Refused)

\*(QB2a=1)

QB2c. And in the past month, what were all the ways <selected child> typically watched or listened to <INSERT CONTENT>?

(MULTIPLE RESPONSE) (READ OUT)

1. Streamed online via a website or app
2. On TV (including free-to-air and pay TV)
3. On radio
4. (Don’t know)
5. (Refused)

\*(ASK IF CODE 1 ‘YES’ SELECTED FOR ANY TYPE OF CONTENT AT BOTH QB1a AND QB2a) (LOOP THROUGH FOR EACH TYPE OF CONTENT SELECTED ‘YES’ AT BOTH QB1a AND QB2a)

QB3 In the past month, how often did you watch or listen to <insert program type> with <selected child>? Would you say…

(STATEMENTS) (INCLUDE PROGRAMS THAT WERE SELECTED AT BOTH QB1a AND QB2a)

1. Live sport
2. Other sports related shows
3. Shows other than sports

(RESPONSE FRAME) (SINGLE RESPONSE) (READ OUT)

1. Never
2. Some of the time
3. Most of the time
4. Always
5. (Don’t know)
6. (Refused)

QB4 Which, if any, of the following methods do you use to limit or restrict what <selected child> watches or listens to?

(STATEMENTS) (ROTATE)

1. Parental locks/controls on the TV
2. Parental locks/controls on a phone, tablet or computer
3. Ad blocking software
4. Choosing the show or selecting the programs <selected child> can watch, listen to or stream
5. Selecting the times of day that content is watched, listened to or streamed
6. Approving all new apps before <selected child> downloads them
7. Limiting wifi access

(RESPONSE FRAME)

1. Yes
2. No
3. (Don’t know)
4. (Refused)

### MODULE C – Exposure to gambling advertising

INTROC For the next few questions I’d like to ask you about gambling advertising. This includes advertising or promotions such as sports betting, advertising for gambling companies and promotions of odds.

LOOP THROUGH QC1, QC2, QC3, QC4 FOR EACH TYPE OF CONTENT SELECTED ‘YES’ FOR AT QB1a, AS WELL AS QC5 AND QC5B IF SELECTED ‘YES’ FOR LIVE SPORT AT QB1a

1. Live sport
2. Other sports related shows
3. Shows other than sport (such as drama, reality, comedy or news)

\*(QB1A=1)

QC1. Thinking about yourself, in the past month, can you recall seeing or hearing gambling advertising while watching or listening to <INSERT CONTENT> …?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

\*(QC1=1)

QC2. And in the past month, while you were watching or listening to <INSERT CONTENT>, would you say you saw or heard gambling advertising:

(SINGLE RESPONSE) (READ OUT)

1. Once only
2. Some of the time
3. Most of the time
4. Every time
5. (Don’t know)
6. (Refused)

\*(QC1=1)

QC3. In the past month, did you see or hear gambling advertising during <INSERT CONTENT> when…

(MULTIPLE RESPONSE) (READ OUT) (FILTER RESPONSE LIST TO RESPONSES SELECTED FOR EACH TYPE OF CONTENT AT QB1c) (IF ONLY ONE OF CODES 1 TO 3 SELECTED AT QB1c AUTOCODE THAT RESPONSE)

1. Streaming it online via a website or app
2. Watching it on TV (including free-to-air and pay TV)
3. Listening to it on radio
4. (Don’t know)
5. (Refused)

\*(QC1=1)

QC4 In the past month, when you saw or heard gambling advertising during <INSERT CONTENT> how often were you with <selected child>? Would you say…

(SINGLE RESPONSE) (READ OUT)

1. Never
2. Some of the time
3. Most of the time
4. Always
5. (Don’t know)
6. (Refused)

\*(ASK IF SELECTED CODE 1 FOR ‘LIVE SPORT AT QC1)

QC5. Still thinking about the gambling advertising you saw or heard during live sport in the past month, please tell me at which part of the broadcast or stream you saw or heard it. Was it…

(STATEMENTS) (ORDER a, c, d, b, e, f, g, h) (ONLY SHOW STATEMENT H IF QB1c = 1 FOR LIVE SPORT)

1. During the pre-match commentary and build up
2. As part of the commentary during the match
3. During half time or quarter time
4. In other breaks during play
5. On signage around the ground
6. On the players uniforms
7. During the post-match analysis and review
8. Pop-up ads online

(RESPONSE FRAME)

1. Yes
2. No
3. (Don’t know)
4. (Refused)

\*(ASK IF SELECTED CODE 1 FOR ‘LIVE SPORT AT QC1)

QC5b And, in the past month, when you saw or heard gambling advertising during live sport, what time of day were you watching or listening? Was it…

                          (STATEMENTS)

1. Morning, 5:00am to midday
2. Afternoon, midday to 5:00pm
3. Evening, 5:00pm to 8:30pm
4. Night, 8:30pm to midnight
5. Late night, midnight to 5:00am

(RESPONSE FRAME)

1. Yes
2. No
3. (Don’t know)
4. (Refused)

QC6 In the past month, have you seen any gambling advertising…

(STATEMENTS) (ROTATE)

(READ OUT AFTER FIRST STATEMENT SHOWN OF STATEMENTS A TO F): If you haven’t done the activity in the past month please let me know.

1. While attending a sporting event
2. In newspapers or magazines
3. On social media
4. While playing online games (including PlayStation, Xbox)
5. While watching YouTube (or Twitch)
6. While reading news, blogs or articles online
7. On merchandise
8. Outdoor on bus stops or billboards

(RESPONSE FRAME)

1. Yes
2. No
3. (Hasn’t done this in the past month)
4. (Don’t know)
5. (Refused)

### MODULE D – Gambling behaviour and attitudes towards advertising

INTROD I’m now going to ask some more questions about you.

QD1 How often, if ever, do you place a bet on sports, racing or anything else? Would you say…

(RESPONSES) (READ OUT)

1. At least weekly
2. At least monthly
3. Less often than monthly
4. Never
5. (Don’t know)
6. (Refused)

QD2 In general, when you are exposed to gambling advertising, do you feel…

(READ OUT)

1. Not bothered at all
2. Bothered a little
3. Bothered a fair amount
4. Bothered a lot
5. (I am never exposed to gambling advertising and promotions)
6. (Don’t know)
7. (Refused)

QD3 In general, when <selected child> is exposed to gambling advertising, do you feel…?

(READ OUT)

1. Not bothered at all
2. Bothered a little
3. Bothered a fair amount
4. Bothered a lot
5. (They are never exposed to gambling advertising and promotions)
6. (Don’t know)
7. (Refused)

QD4 And when you are exposed to gambling advertising that focuses on the promotion of betting odds, do you feel…?

(READ OUT)

1. Not bothered at all
2. Bothered a little
3. Bothered a fair amount
4. Bothered a lot
5. (I am never exposed to promotions of betting odds)
6. (Don’t know)
7. (Refused)

QD5 To what extent are you concerned about <selected child> being exposed to gambling advertising:

(ROTATE)

1. On TV
2. On radio
3. Online

(READ OUT)

Would you say you are…

1. Not at all concerned
2. Slightly concerned
3. Moderately concerned
4. Very concerned
5. Extremely concerned
6. (Don’t know)
7. (Refused)

INTRO We're now going to ask you a similar question, this time about the types of content you watch or listen to.

\*(QB2a=1 CHILD CONSUMES LIVE SPORT OR QB2a=2 CHILD CONSUMES OTHER SPORTS RELATED SHOWS OR QB2a=3 CHILD CONSUMES NON-SPORT PROGRAMS)

QD6 To what extent are you concerned about <selected child> being exposed to gambling advertising while watching or listening to:

DISPLAY BASED ON QB2a RESPONSE

1. Live sport
2. Other sports related shows
3. Shows other than sport

(READ OUT)

Would you say you are…

1. Not at all concerned
2. Slightly concerned
3. Moderately concerned
4. Very concerned
5. Extremely concerned
6. (Don’t know)
7. (Refused)

QD7. What is the earliest time in the evening that you consider it acceptable for gambling advertising to appear during live sport on TV, radio or online?

(RESPONSE FRAME) (DO NOT READ OUT)

1. (RECORD time to the nearest half hour)
2. Never – should not be advertised in any of these ways at any time in the evening
3. They should be allowed at any time
4. (Don’t know)
5. (Refused)

### MODULE E – Changes in gambling advertising restrictions

E1 In the past 6 months, do you think that the amount of gambling advertising that you have seen or heard on TV or radio has?

(READ OUT)

1. Increased a lot
2. Increased a little
3. Stayed the same
4. Decreased a little
5. Decreased a lot
6. (Don’t know)
7. (Refused)

\*(QB1a=1 WATCHES LIVE SPORT ON TV AND/ OR LISTENS ON RADIO)

E2 What about just during live sport in the past 6 months. Do you think that the amount of gambling advertising that you have seen or heard during live sport on TV or radio has...?

(READ OUT)

1. Increased a lot
2. Increased a little
3. Stayed the same
4. Decreased a little
5. Decreased a lot
6. (Don’t know)
7. (Refused)

E3 Do you know of any official restrictions that apply to gambling advertising during live sport…

(STATEMENTS)(ROTATE)

1. On TV
2. On radio
3. Online

(RESPONSE FRAME)

1. Yes
2. No
3. (Don’t know)
4. (Refused)

### MODULE F – Demographics

INTRO Thanks, you are nearly at the end of the survey. There are a few final questions about you to finish.

QF1 Does <selected child> live in your household…

(READ OUT)

1. All of the time
2. Most of the time
3. Some of the time
4. (Don’t know)
5. (Refused)

QF2 What is the level of the highest qualification you have completed?

(PROBE)

1. Completed primary school
2. Completed Years 7-9
3. Completed School Certificate/Intermediate/Year 10/4th Form
4. Completed Higher School Certificate/Leaving/Year 12/6th Form
5. TAFE Certificate or Diploma
6. University, College of Advanced Education or some other tertiary institute degree or higher
7. Something else (Please specify)
8. (Don’t know)
9. (Refused)

QF3. Which one of the following best describes your current employment status?

(READ OUT)

1. Employed full time 35 hours or more per week
2. Employed part time less than 35 hours per week
3. Self-employed
4. Casual employment
5. Home duties
6. Student not in employment
7. Retired
8. Looking for full time work
9. Looking for part time work
10. Currently not working and not looking for work
11. Something else (Please specify)
12. (Don’t know)
13. (Refused)

QF4 What is your **household’s** combined **annual** income from all sources before tax...?

1. Under $20,000
2. $20,000 - $39,999
3. $40,000 - $59,999
4. $60,000 - $79,999
5. $80,000 - $99,999
6. $100,000 - $149,999
7. $150,000 or more
8. Nil income
9. Negative income
10. (Don’t know)
11. (Refused)

LOTE Do you speak a language other than English at home?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

CLOSE1. Thank you for your time and assistance.

Again, this research is carried out in compliance with the Privacy Act and the Australian Privacy Principles, and the information you have provided will only be used for research purposes.

We are conducting this research on behalf of the Australian Communications and Media Authority, from the Social Research Centre. In case you missed it, my name is <Name>

Our Privacy Policy is available via our website, www.srcentre.com.au, if you require further information please click on Privacy under the ‘Research Participants’ menu.

If you would like any more information about this project, you can phone us on 1800 023 040.