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## 1.2m Australians play poker machines at least weekly

2.9 million Australian adults (16%) played poker machines in the last three months—and 42% of them (1.2 million people) play at least once a week, the latest consumer gambling data from Roy Morgan Research shows.

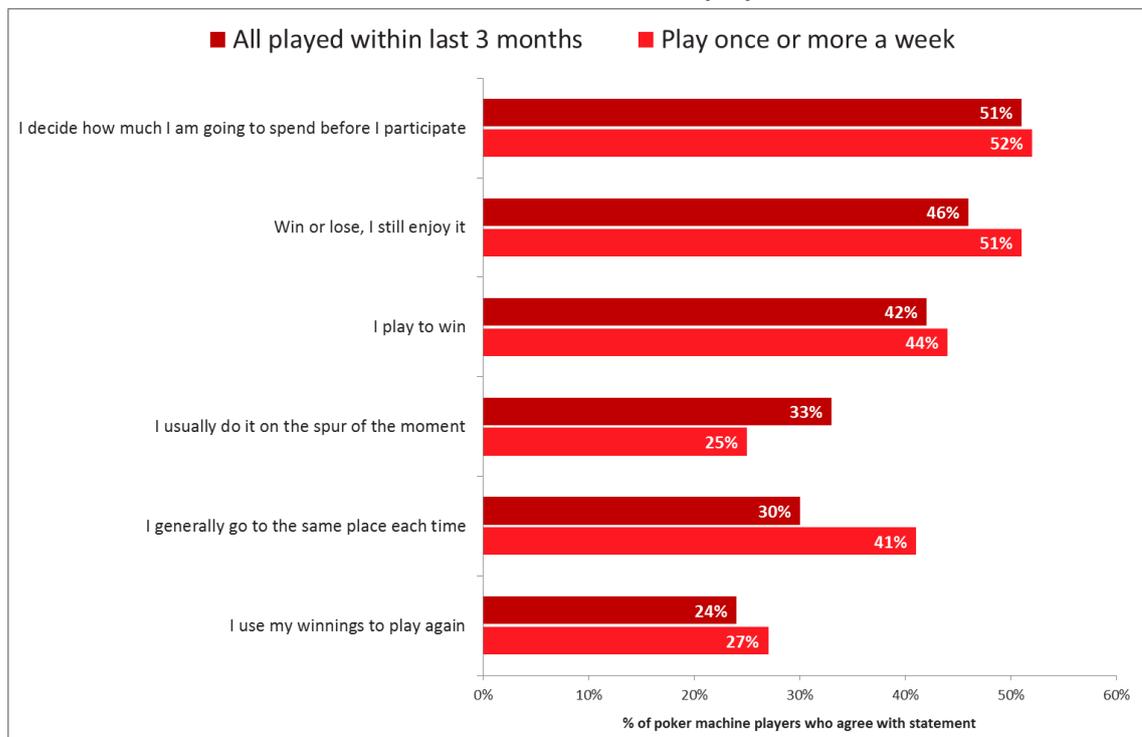
Half of those who played poker machines in the last three months (51%) say they decide how much to spend before participating—among frequent players, the rate is slightly higher (52%). Frequent players are also more likely to agree that “win or lose, I still enjoy it” (51%, compared with 46% of all players in a three-month period) or “I play to win” (44% vs 42%).

However frequent players are less likely to play spontaneously: only 1 in 4 say they usually play on the spur of the moment (25%), compared with 1 in 3 players overall (33%).

41% of frequent players generally go to the same place each time, while just 30% of all players are regulars at a particular venue. Over a quarter of frequent players say they use their winnings to play again (27%), above the norm of 22%.

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Attitudes of Poker Machine players



Source: Roy Morgan Single Source (Australia), July 2014 – June 2015, sample n= 2,753 Australians 18+ who played poker machines at a venue in the last three months

Angela Smith, Group Account Director, Roy Morgan Research, says:

*“One of the fundamental revelations in the documentary Ka-Ching: Pokie Nation, airing on ABC tonight, may not surprise anyone: poker machines are designed to encourage players to keep playing.”*

*“Our research into gambling trends and behaviour shows that the majority of occasional or frequent players say they decide how much to spend before participating—but most of those people playing pokies once or more a week also say they enjoy it whether they win or lose while less than half play to win.*

*“Frequent players are more loyal to particular venues, more likely to use winnings to play again, and more likely to plan to gamble rather than go on the spur of the moment. While the 1.2 million people playing once a week or more are not necessarily all problem gamblers, their attitudes may help highlight some of the potential drivers or signs of problem gambling.”*

**For comments or more information about Roy Morgan Research’s gambling data, please contact:**

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#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

#### **Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2