

New Zealand Asian Responsible Online Gambling Report 2022

May - June

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Asian Family Services & Trace Research Ltd*

84.6% of Asians (≤65 years old) engaged in online gambling or video gaming activity in the last 12 months

Top 5

Bought lotto or instant scratch tickets - online	73.8%
Played online video games	50.8%
Placed a bet on any sports event with the New Zealand TAB - online	41.1%
Played social casino games	36.0%
Played on Skycity Online Casino	29.6%

Distribution of Online Video Gamers by Ethnicity

Indian	38.8%
Chinese	28.5%
Filipino	7.2%

In total, **32.6%** of Asians (≤65 years old) played on online casino sites in the past 12 months, and **90.9%** of them are customers of SkyCity Online Casino

Gamblers' Perceptions of Harm Related to Online Gambling

Top 5

Caused financial problems for their family	30.8%
Loss of significant financial assets (personal)	30.4%
Caused pressure and anxiety to family members	25.5%
Tend to make more excuses/lies	23.6%
Relationship conflict, disruption or breakdown	22.1%

New Zealand Asian Responsible Online Gambling Survey

2022



Asian Family Services
Together enriching lives



98.3% of online video gamers also engaged in other types of online gambling activities

(only 1.7% are pure gamers who neither participate in other gambling games nor use loot boxes)

Online video gamers are more computer literate and significantly prone to participate in various types of online gambling than those who don't play online video games. In other words, online video gamers are exposed to higher risks of becoming victims of gambling harm; 59.2% of them have engaged in casino gambling simulations which may lead to real money gambling.

Gamblers' Perceived Drivers for Engaging in Online Gambling

Top 5

Longing for monetary gain	38.1%
For excitement	34.0%
Out of curiosity	32.8%
Ease of access (compared to land-based venues) - no physical constraint	32.5%
To relieve boredom/stress due to COVID-19 lockdowns	29.7%

Do you know where to seek help if you or someone is identified with online gambling issues?

No - 56.5%

Help-Seeking Barriers among Online Gamblers

Top 3

Little knowledge about counselling services and their effectiveness	34.0%
Lack of awareness regarding the severity of problems	33.7%
Limited knowledge of available services	32.9%

Executive Summary

Key Findings

Asian Online Gambling Behaviour

☺ General Gambling Activities

- ☺ In total, 84.6% of Asians have engaged in online gambling and gaming activities in the last 12 months. The most common activity is buying lotto or instant scratch tickets online (73.8%), followed by playing online video games (50.8%) and placing a bet on any sports event with the NZ TAB online (41.1%);
- ☺ 98.3% of online video gamers also engaged in other types of online gambling activities, and only 1.7% are pure gamers who neither participate in other gambling games nor use loot boxes;
- ☺ Amongst Asians who have played online video games in the last 12 months, 73.5% have used real money to buy loot boxes at least once (or a similar reward mechanism when playing online video games to increase the chance of winning);
- ☺ A total of 32.6% of Asians are online casino players. Amongst online casino players, a total of 90.9% are SkyCity customers, and 70.5% play online casinos at both SkyCity and Offshore sites;
- ☺ A breakdown of Asian gamblers' demographics shows that online casino players are significantly more likely to be male, 30-49 years of age, making \$100K or more per annum, be a frequent gambler, be an online video game player, be a multi-games player, and be aware of Asian Family Services;

Executive Summary

Key Findings

Asian Online Gambling Behaviour

☺ **Perceived Drivers for Engaging in Online Gambling**

- ☺ On average, 3 drivers for engaging in online gambling were selected by each respondent. The top 3 drivers selected are (1) longing for monetary gain, (2) for excitement, and (3) out of curiosity. Peer pressure from social networks/friends was selected the least;
- ☺ On average, Filipino gamblers perceived the highest number of drivers for online gambling (4.1), followed by Chinese gamblers (3.2). Filipinos were more likely to perceive the drivers as “longing for monetary gain”, “excitement”, “ease of access, 24/7 accessibility from electronic devices”, and “being influenced by heavy advertisements”. Chinese were more likely to perceive the driver as “starting from simulated casino games to playing for real money on online gambling sites”;
- ☺ On average, older gamblers (50-65 years) perceived more drivers for engaging in online gambling than younger gamblers. In particular, older gamblers were more likely than younger gamblers to select the following perceived drivers for engagement: “excitement”, “curiosity”, “ease of access”, and “irrational beliefs of increased confidence in winning when playing online”;
- ☺ Male gamblers are more likely to perceive “curiosity” as a driver for engaging in online gambling, whilst Females are more likely to perceive “longing for monetary gain” and “to relieve boredom/stress due to COVID-19 lockdowns”.

Executive Summary

Key Findings

Perceptions of Harm Related to Online Gambling

- ☺ On average, Asians perceive 3 types of harm related to online gambling. The top 3 perceived types are (1) a loss of significant financial assets (personal), (2) causing financial problems for their family, and (3) causing pressure and anxiety to family members;
 - ☺ Across ethnicity, Chinese and Filipino gamblers perceive slightly more harm related to gambling than Indians and other Asian ethnic groups. Chinese gamblers, in particular, are more likely to perceive harm around “pressure and anxiety to family members”, “loss of social connection and isolation”, and “a loss of confidence/change of personality and lifestyle”. Filipinos are more likely to perceive harm around “financial problems for their family”, “tending to make more excuses/lies”, and “physical health problems”;
 - ☺ Across age groups, younger gamblers (18-29 years) perceived slightly more harm related to online gambling than older gamblers. In particular, they are more likely to perceive harm around “relationship conflicts”, “a loss of social connection and isolation”, “facing online crime”, and “a loss of credibility among social networks”;
 - ☺ Across gender, both Male and Female gamblers had similar levels of perceived harm related to online gambling, on average. However, Male gamblers are more likely to perceive harm around “physical health problems” as well as more “drinking problems and/or drug abuse”, whilst Female gamblers are more likely to perceive harm around “making more excuses/lies” and “causing mental health issues”;

Executive Summary

Key Findings

Tackling Gambling Harm

☺ **Help seeking:**

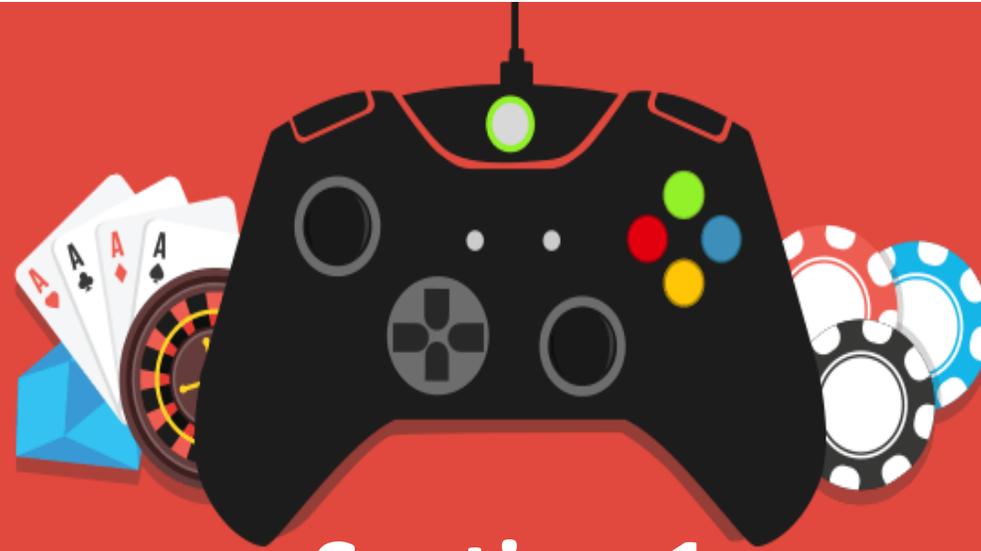
- ☺ Overall, 56.5% of Asians did not know where to seek help if they or someone else is identified with online gambling issues. Demographically, those who are significantly more likely not to know are Indian, Filipino, 30-65 years, and those with an income of \$50K - \$70K per annum;
- ☺ Behaviourally, the groups that are significantly more likely not to know where to seek help if they or someone else is identified with online gambling issues, are non-gamblers, non-frequent gamblers, Lotto only players, non-online video gamers, and non-online casino players;

☺ **Barriers:**

- ☺ On average, there are 3 perceived barriers to seeking online gambling support in the Asian community by each respondent. The top 3 barriers to seeking help are (1) limited knowledge of available services, (2) lack of awareness regarding the severity of problems and (3) little knowledge about counselling services and their effectiveness;
- ☺ Across age groups for gamblers, older gamblers, on average, perceived more barriers to seeking online gambling support than younger gamblers;
- ☺ Across gender, Male gamblers are more likely to perceive barriers to seeking help around “little knowledge about counselling services and their effectiveness”, “the problem has not triggered health or financial concerns”, and “my culture sees the positive side of gambling and keeps it under control”. In contrast, Female gamblers are more likely to perceive barriers around “insufficient social and financial resources to support treatment entry”.

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Section 1 Methodology

Methodology

- ☺ In 2019, Trace Research Ltd conducted a telecommunication study (New Zealand broadband and online video streaming survey 2019), which showcased that a large proportion of people (62% of Asians and 76% of Chinese specifically) can no longer be reached by landline. Thus, the representativeness of telephone surveys that are only based on a random sample of households with landline service has come under increased scrutiny;
- ☺ The same telecommunication study also found that over 96.8% of Asians had access to home broadband and 4G/5G data loaded mobile phones in New Zealand, which was the highest level of ownership. An online survey is, therefore, the most appropriate and effective method to reach the population of interest;
- ☺ The questionnaire used in this research was collectively and specifically developed by Trace Research and problem gambling counsellors from Asian Family Services. All scales adopted were empirically validated by academic studies. The study adhered to the New Zealand Ethics Committee guidelines and was judged to be a low risk; therefore was approved for a field study by Asian Family Services. Participants gave written informed consent to participate electronically before the online survey;
- ☺ Data for this report was independently collected by Trace Research Ltd, between 28th April and 10th May 2022;
- ☺ The results are based on an online survey distributed to Asians (skewed towards the younger population (≤65 years old) as per the client's request) who live in New Zealand. The ethnic Chinese sample was collected through Trace Research's Chinese Immigrants Research Panel (by email invitation). All other Asian ethnic samples were collected from Trace's partner online panel. Quota (stratified) sampling was used (according to the 2018 NZ Census, Asian Adult population distribution) to ensure representativeness of all Asian ethnic groups (≤65 years old);
- ☺ The total sample size of this study is **405** (Asians who currently live in NZ). They are spread across 16 regions in New Zealand and originally come from more than 14 Asian countries. The margin of error of this study is ±4% at the 90% confidence interval. A full sample composition breakdown is provided in the following slide.

Sample Composition

Gender	%	Count
Male	49.3%	200
Female	50.7%	205
Total	100.0%	405

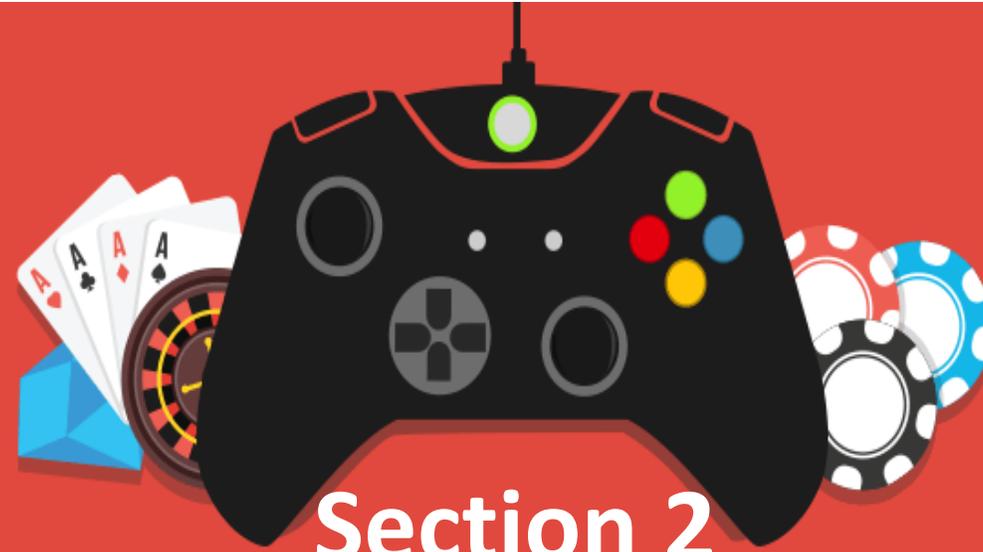
Ethnicity ¹	%	Count
Chinese	34.7%	140
Indian	33.5%	135
Filipino	10.2%	41
Korean	5.0%	20
Japanese	2.5%	10
Sri Lankan	2.4%	10
Vietnamese	1.4%	6
Cambodian	1.4%	5
Asian other	9.1%	37
Total	100.0%	405

Age Groups	%	Count
18-29 years	34.0%	138
30-49 years	49.0%	198
50-65 years	17.0%	69
Total	100.0%	405

Location	%	Count
Northland	1.9%	8
Auckland	65.0%	263
Waikato	5.0%	20
Bay of Plenty	3.8%	15
Hawkes Bay	1.1%	4
Taranaki	1.2%	5
Manawatu-Wanganui	2.9%	12
Wellington	7.7%	31
Tasman	0.1%	1
Nelson	0.5%	2
Marlborough	0.1%	1
Canterbury	8.0%	33
Otago	2.4%	10
Southland	0.2%	1
Total	100.0%	405

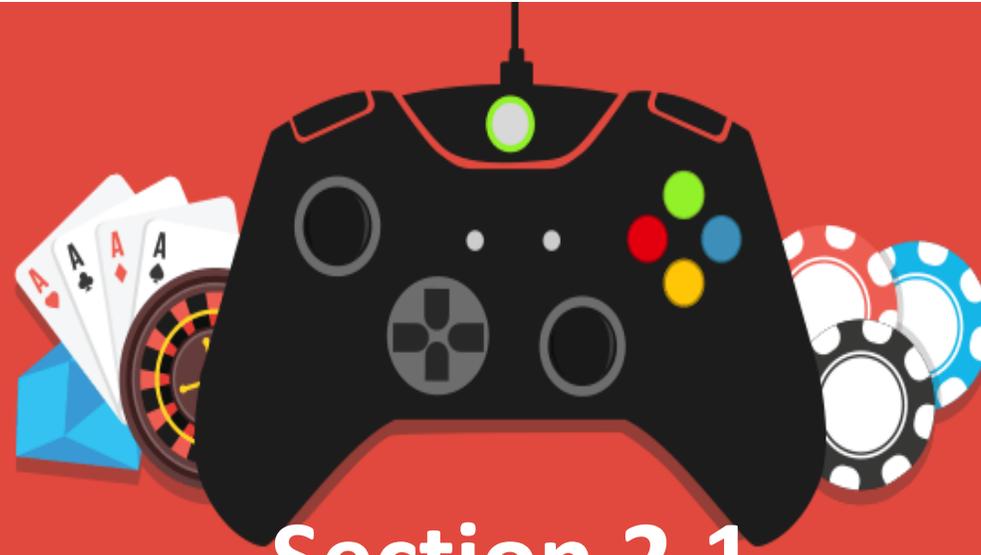
Job Status	%	Count
Retired	4.0%	16
Student	4.9%	20
Unemployed	1.7%	7
Homemaker	5.0%	20
Self-employed	6.3%	25
Full-time employed (working 30 hours or more per week)	71.9%	291
Part-time employed (working less than 30 hours per week)	6.2%	25
Total	100.0%	405

Time Spent in NZ	%	Count
Less than 1 year	0.5%	2
1-5 years	14.7%	60
6-10 years	20.3%	82
11-15 years	15.8%	64
15 years or more	48.6%	197
Total	100.0%	405



Section 2

Asian Online Gambling Behaviour

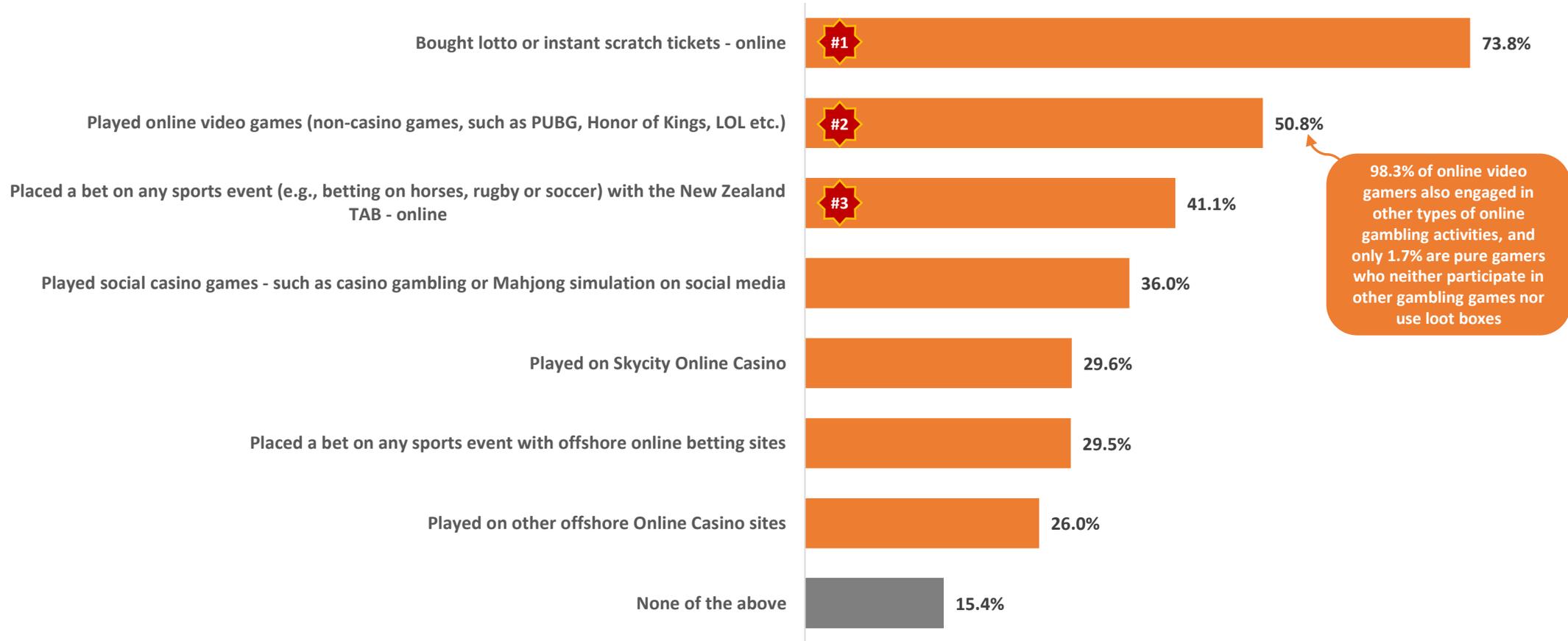


Section 2.1

General Online Gambling Activities

84.6% of Asians have engaged in online gambling and gaming activities in the last 12 months. The most common activity is buying lotto or instant scratch tickets online (73.8%), followed by playing online video games (50.8%), and placing a bet on any sports event with the NZ TAB online (41.1%).

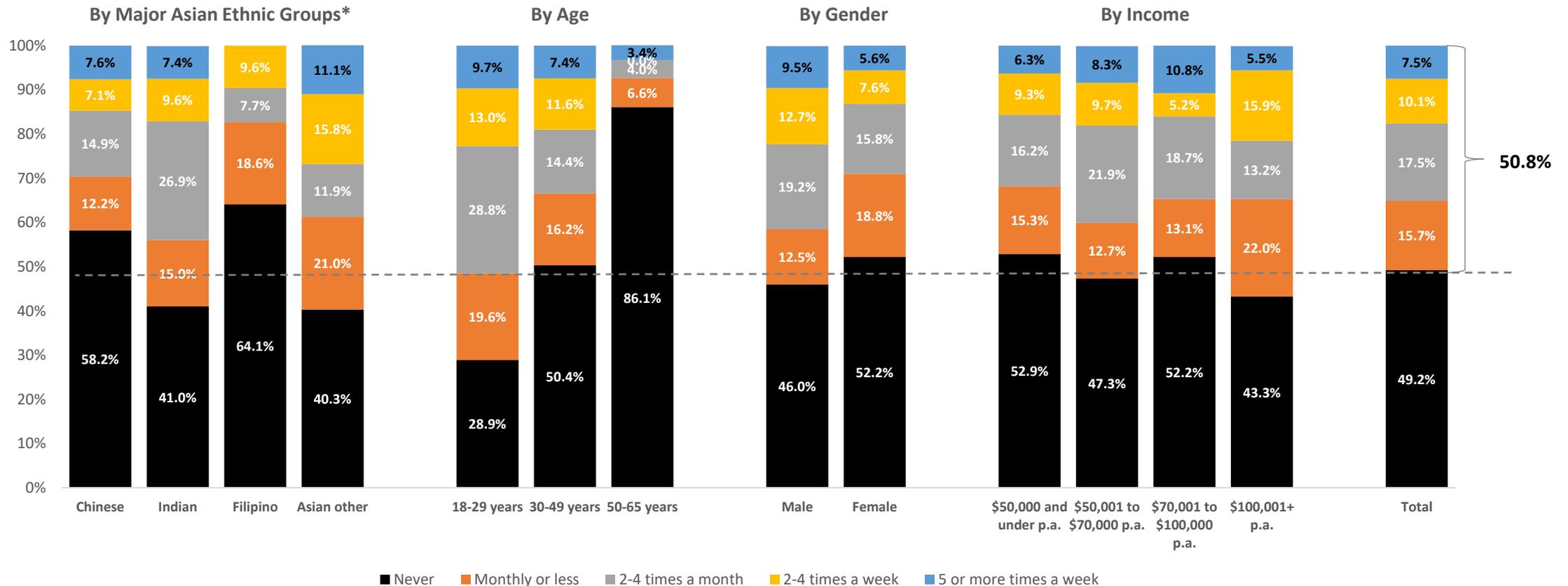
Ranking of Online Gambling & Gaming Activities in the Asian Community¹



Looking across key demographics, those who are more likely to play online video games in the last 12 months include Indians, other Asians (excluding Chinese and Filipino), 18-29-year-olds, Male, and those with higher incomes (\$100K or more per annum).

In the last 12 months, how often have you engaged in the following activities?

Played online video games
 (non-casino games, such as PUBG, Honor of Kings, LOL etc.) **#2**



Note: 1. Q9. In the last 12 months, how often have you engaged in the following activities?
 Base: Total sample. *Other ethnicities combined due to low base sizes.

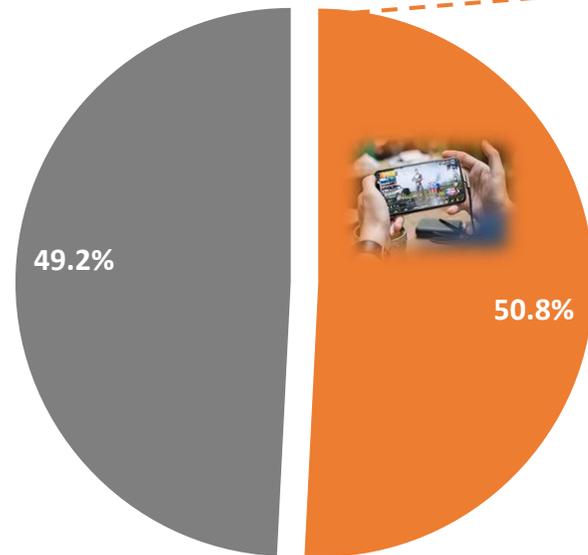
A breakdown of Asian gamblers shows that compared to non-online video gamers, **online video gamers appear to be more computer literate as they are significantly more likely to participate in a range of online gambling activities. This means online video gamers are exposed to higher risks of becoming victims of gambling harm; 59.2% of them have engaged in casino gambling simulations, which may lead to real money gambling.**

Gamblers' Online Gambling Behaviour Pattern: Online Video Gamers vs. Non-online Video Gamers



Amongst Asians who have played online video games in the last 12 months, 73.5% have used real-world money to buy loot boxes at least once (or a similar reward mechanism when playing online video games to increase the chance of winning).

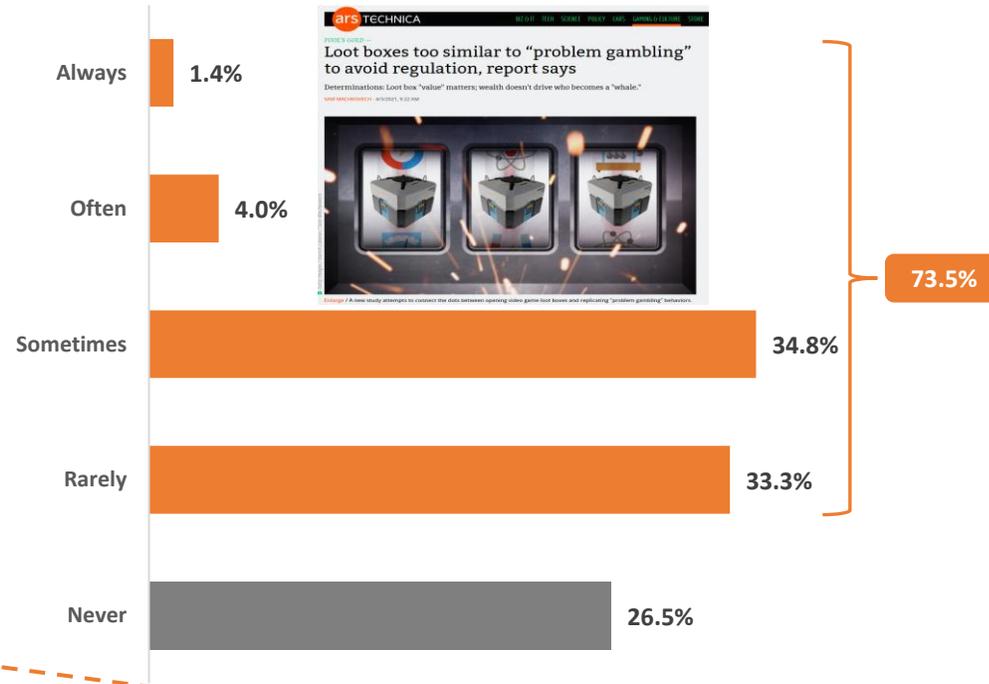
Asians who played online video games
(non-casino games, such as PUBG, Honor of Kings, LOL etc.) in the past 12 months¹



■ Yes ■ No

Loot boxes, also called *loot crates*, are mystery boxes purchased through video games, i.e., virtual items in games that do not reveal their content in advance and can be purchased with real-world money or in-game currency.

Loot Boxes Usage²



A breakdown of Asian gamblers' demographics shows that online video gamers are significantly more likely than average to be Indian or other Asian (i.e. not Chinese or Filipino) and 18-29 years of age. Behaviourally, **online video gamers are significantly more likely than average to be frequent gamblers, online casino players, multi-games players, and aware of Asian Family Services.**

New Zealand Asian Online Video Gamers' Profiling

Excluding non-gamblers

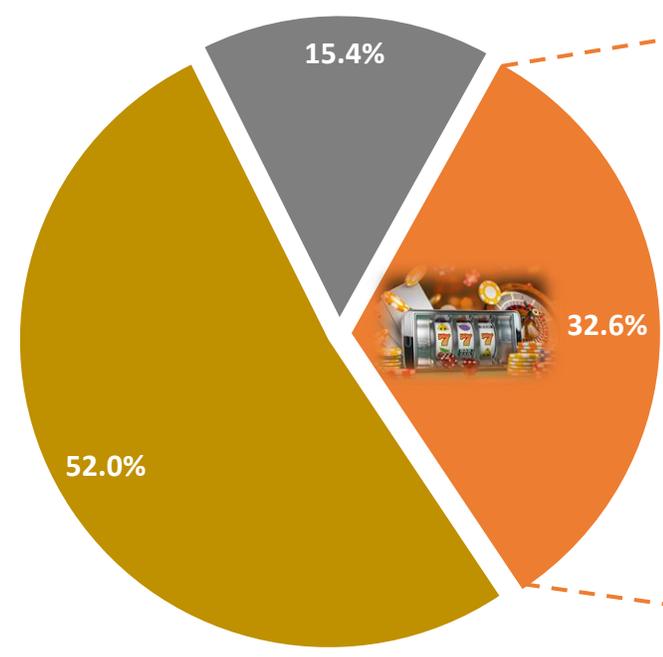
		Online Video Gamer ¹	Non-Online Video Gamer
Ethnicity	Chinese	28.5%	44.0%
	Indian	38.8%	29.6%
	Filipino	7.2%	14.4%
	Asian Other	25.6%	12.1%
Gender	Male	52.4%	46.1%
	Female	47.6%	53.9%
Age	18-29 years	47.6%	21.6%
	30-49 years	47.8%	50.8%
	50-64 years	4.7%	27.5%
Income	\$50,000 and under p.a.	29.8%	32.8%
	\$50,001 to \$70,000 p.a.	26.8%	21.9%
	\$70,001 to \$100,000 p.a.	18.3%	25.9%
	\$100,001+ p.a.	25.1%	19.5%

		Online Video Gamer	Non-Online Video Gamer
Gambling Frequency	Frequent ² Gambler	50.4%	3.9%
	Non-Frequent Gambler	47.9%	96.1%
	Pure Online Video Gamer	1.7%	
Activity Classifications	Online Casino Player	51.9%	18.3%
	Non-Online Casino Player	48.1%	81.7%
Activity Classifications	Lotto only player	25%	54.2%
	Multi-games player	73.3%	45.8%
	Pure Online Video Gamer	1.7%	
Asian Family Services Brand Awareness	Yes	48.8%	27.5%
	No	51.2%	72.5%

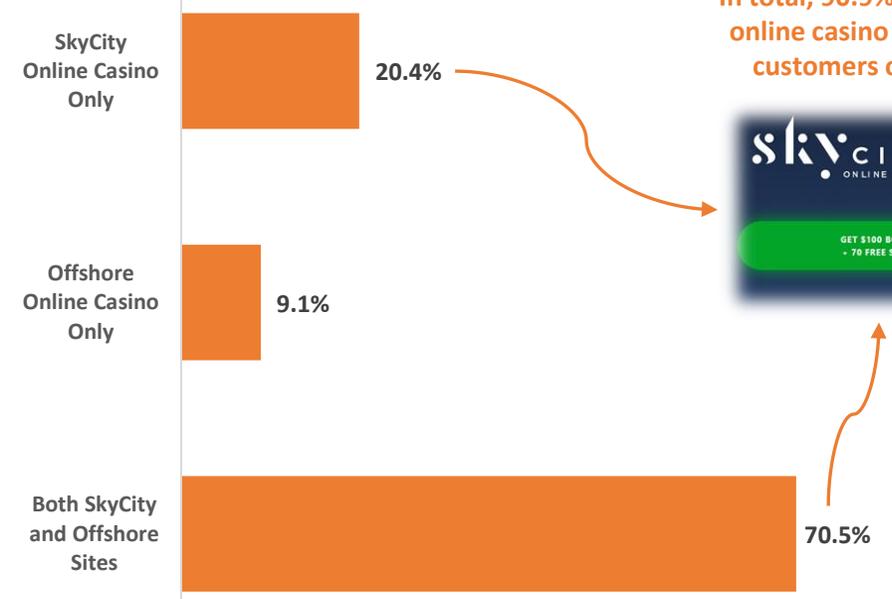
Significantly higher than non-online video gamer
 Significantly lower than non-online video gamer

A total of 32.6% of Asians are online casino players. Amongst online casino players, a total of 90.9% are SkyCity customers, and 70.5% play online casino at both SkyCity and Offshore sites.

Asians who played on Skycity or Offshore Online Casino in the past 12 months¹



Classification - Online Casino Player



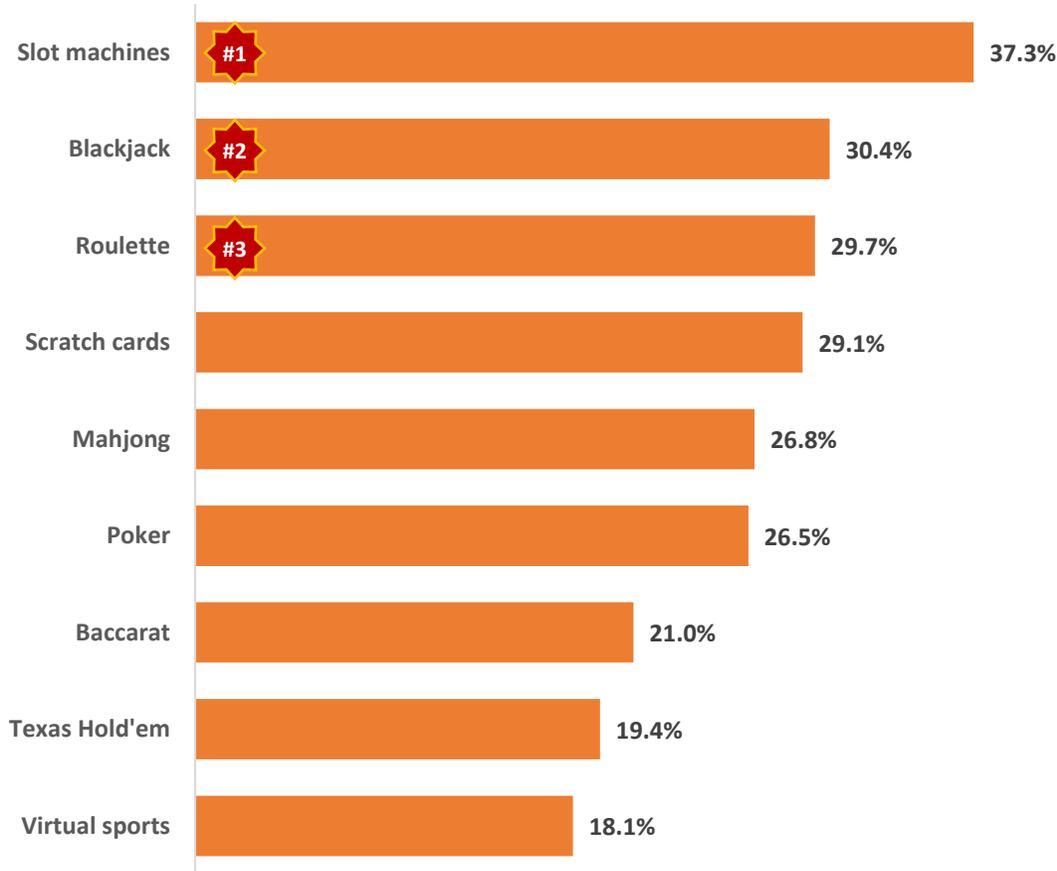
In total, 90.9% of NZ Asian online casino players are customers of SkyCity



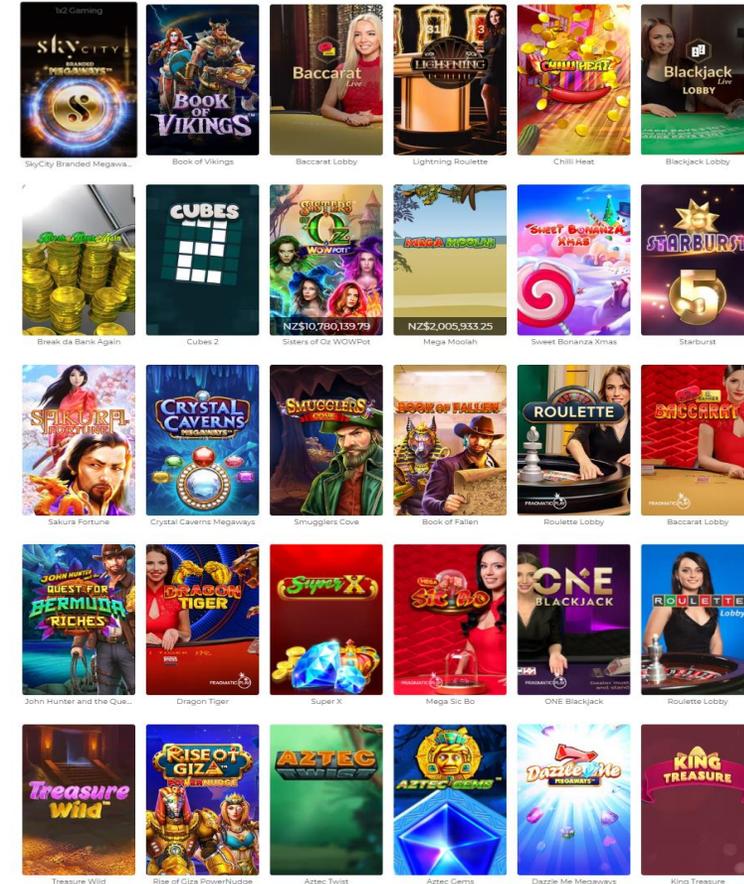
■ Online Casino Player ■ Non-Online Casino Player ■ Non-Gambler

Amongst online casino players, an average of 2-3 games have been played in the last 12 months. The top 3 games played are Slot machines, Blackjack, and Roulette, whilst the least popular is virtual sports.

Ranking of Online Casino/Gambling Games in the Asian Community¹

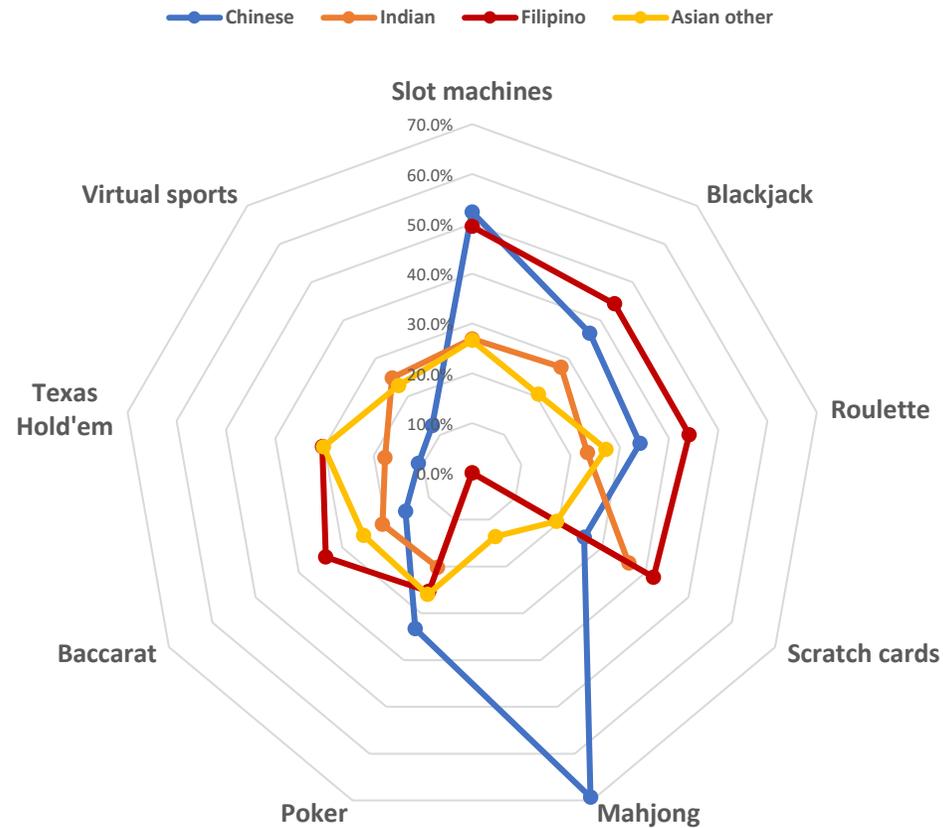


An illustration of SkyCity Online Casino's Games

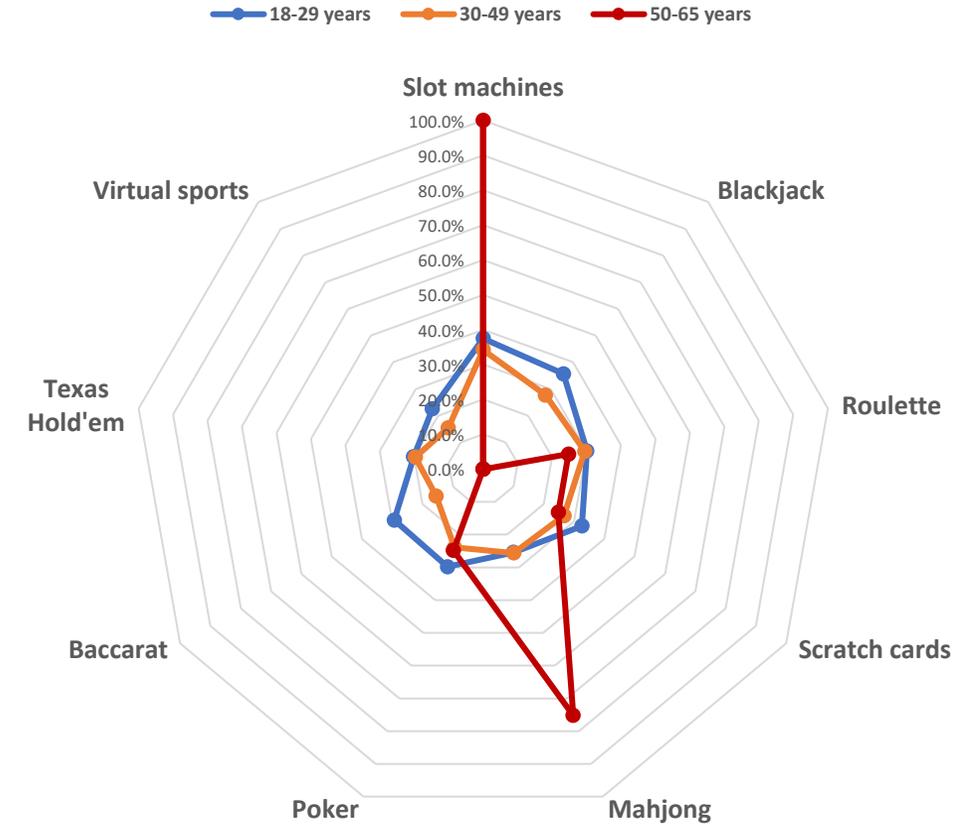


Across the ethnicity of Asian online casino players, Chinese are more likely to play Mahjong and Poker, whilst Filipinos are more likely to play Blackjack, Roulette, Scratch cards, and Baccarat. Across age, those older (50-65 years) are more likely to play Slot machines and Mahjong, whilst those younger (18-29 years) are more likely to play Blackjack and Baccarat.

**Online Casino/Gambling Games in the Asian Community¹
by Major Ethnic Groups**

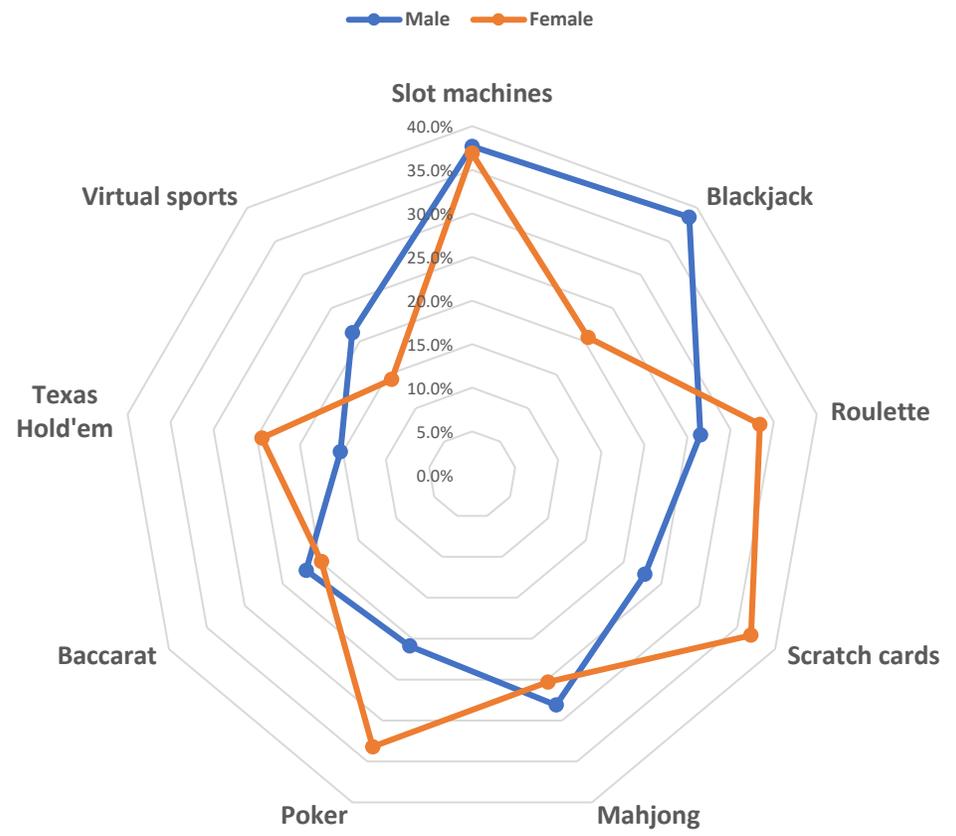


**Online Casino/Gambling Games in the Asian Community¹
by Age Groups**

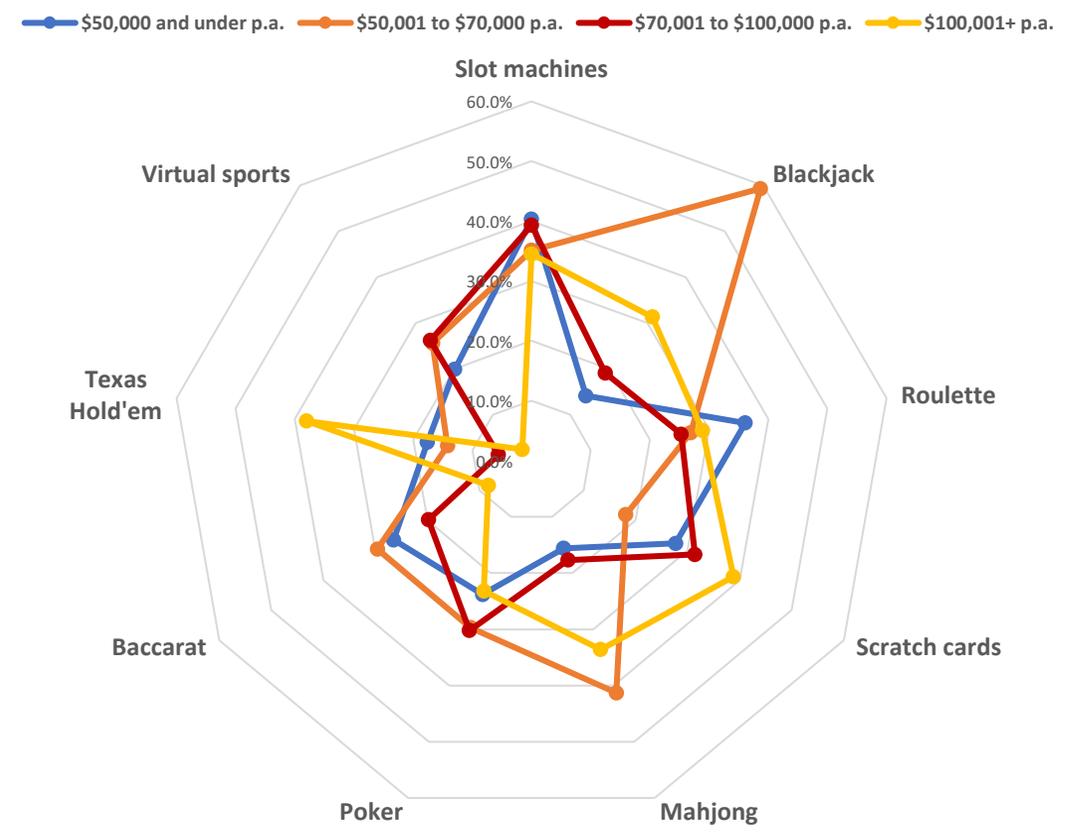


Across the gender of Asian online casino players, Males are more likely to play Blackjack, Mahjong, Baccarat, and Virtual sports. In contrast, Female online casino players are more likely to play Roulette, Scratch cards, Poker, and Texas Hold'em. Across income groups, those making under \$50K per annum are more likely to play Roulette, whilst those on higher incomes of \$100K or more per annum are more likely to play Texas Hold'em and Scratch cards.

**Online Casino/Gambling Games in the Asian Community¹
by Gender**



**Online Casino/Gambling Games in the Asian Community¹
by Income**



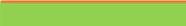
A breakdown of Asian gambler’s demographics shows that online casino players are significantly more likely to be male, 30-49 years of age, making \$100K or more per annum, be a frequent gamblers, be an online video game players, be a multi-games players, and be aware of Asian Family Services.

New Zealand Asian Online Casino Players’ Profiling

Excluding non-gamblers

		Online Casino Player ¹	Non-Online Casino Player
Ethnicity	Chinese	32.6%	35.9%
	Indian	35.6%	34.8%
	Filipino	8.3%	11.1%
	Asian Other	23.4%	18.1%
Gender	Male	55.5%	46.3%
	Female	44.5%	53.7%
Age	18-29 years	41.1%	34.8%
	30-49 years	56.0%	44.6%
	50-64 years	3.0%	20.6%
Income	\$50,000 and under p.a.	27.3%	33.3%
	\$50,001 to \$70,000 p.a.	22.7%	26.2%
	\$70,001 to \$100,000 p.a.	21.4%	21.2%
	\$100,001+ p.a.	28.6%	19.3%

		Online Casino Player	Non-Online Casino Player
Gambling Frequency	Frequent ² Gambler	73.0%	6.2%
	Non-Frequent Gambler	27.0%	93.8%
Activity Classifications	Online Video Game Player	81.1%	47.0%
	Non-Online Video Game Player	18.9%	53.0%
Activity Classifications	Lotto only player	0.0%	60.6%
	Multi-games player	100.0%	39.4%
Asian Family Services Brand Awareness	Yes	54.2%	31.7%
	No	45.8%	68.3%

 Significantly higher than non-online casino player
 Significantly lower than non-online casino player

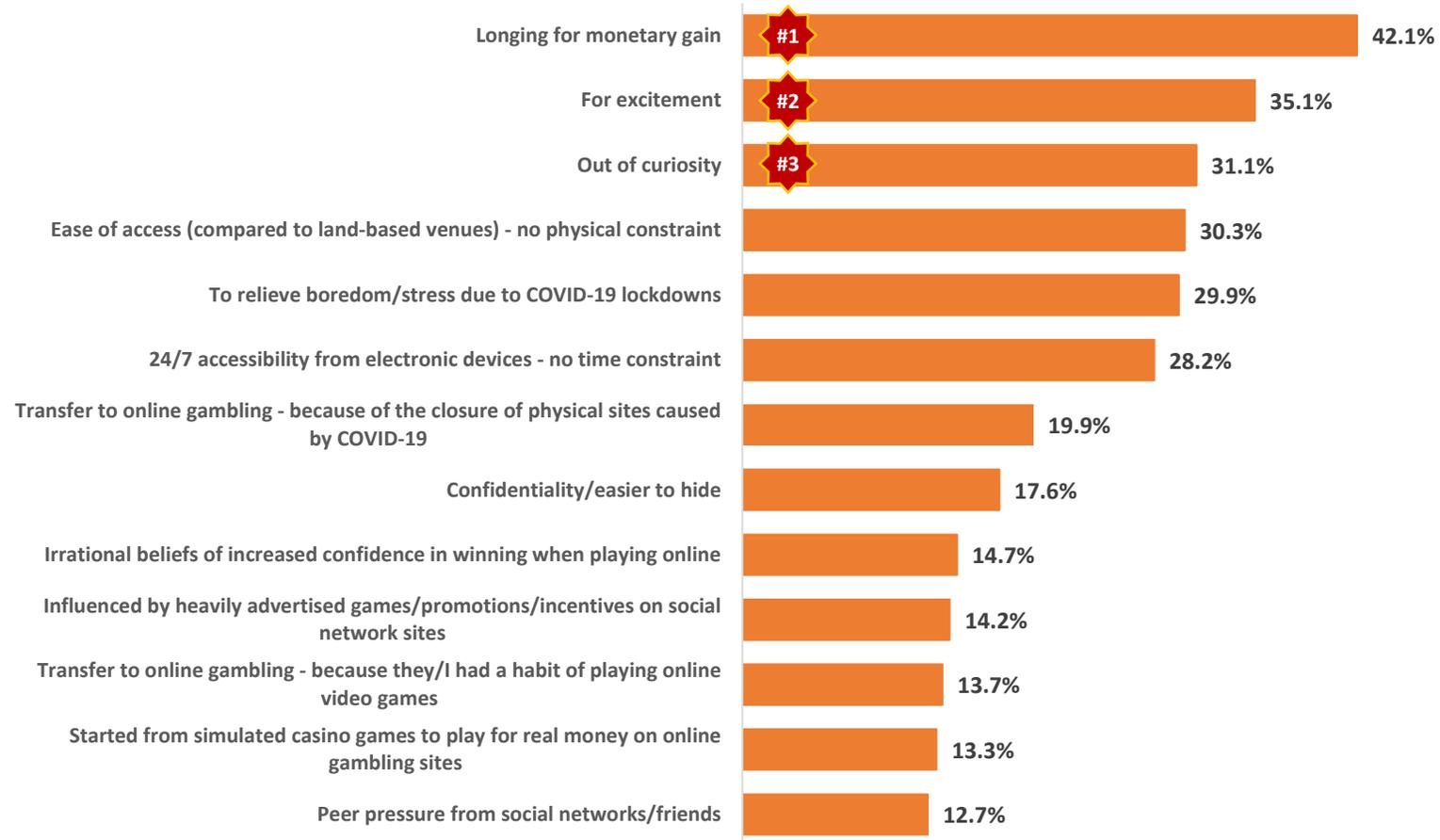


Section 2.2

Perceived Drivers for Engaging in Online Gambling

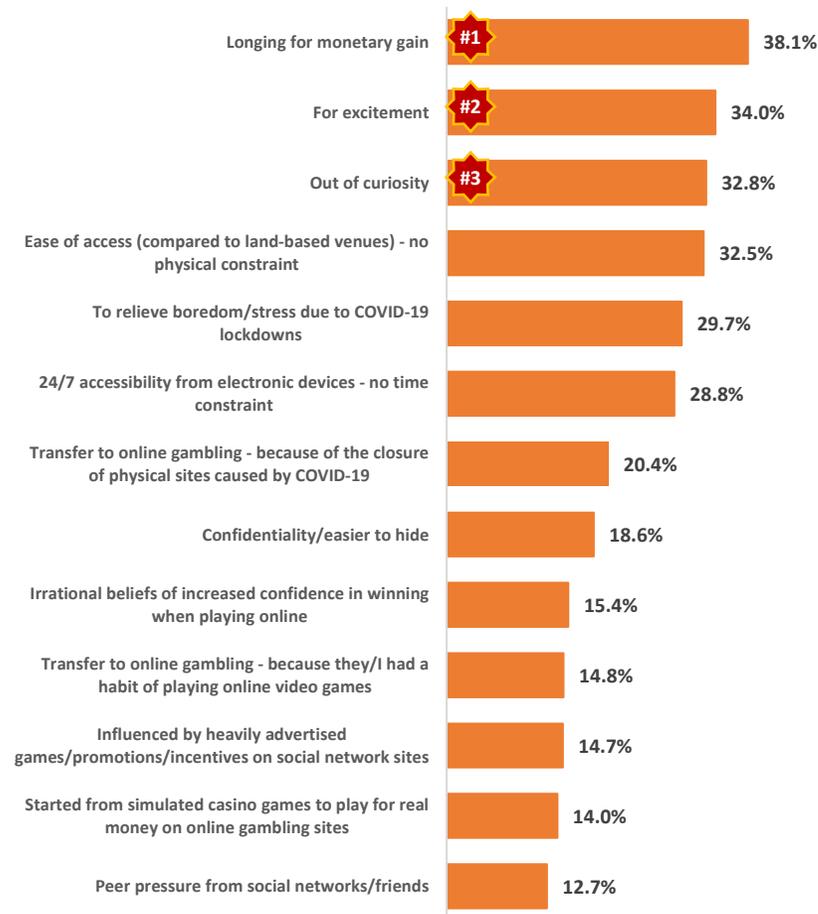
On average, a total of 3 drivers for engaging in online gambling were selected by respondents. The top 3 drivers selected are **(1) longing for monetary gain, (2) for excitement, and (3) out of curiosity**. Peer pressure from social networks/friends was selected the least.

Ranking of Perceived Drivers for Engaging in Online Gambling¹



Both Asian gamblers and non-gamblers perceived the same top 2 drivers for engaging in online gambling (longing for monetary gain and for excitement). However, a much higher proportion of non-gamblers selected these reasons than gamblers. **For gamblers, a higher proportion (relative to non-gamblers) perceived drivers of online gambling as: out of curiosity, ease of access, confidentiality/easier to hide and transfer to online gambling because of the habit of playing online video games.**

Ranking of **Gamblers'** Perceived Drivers for Engaging in Online Gambling¹

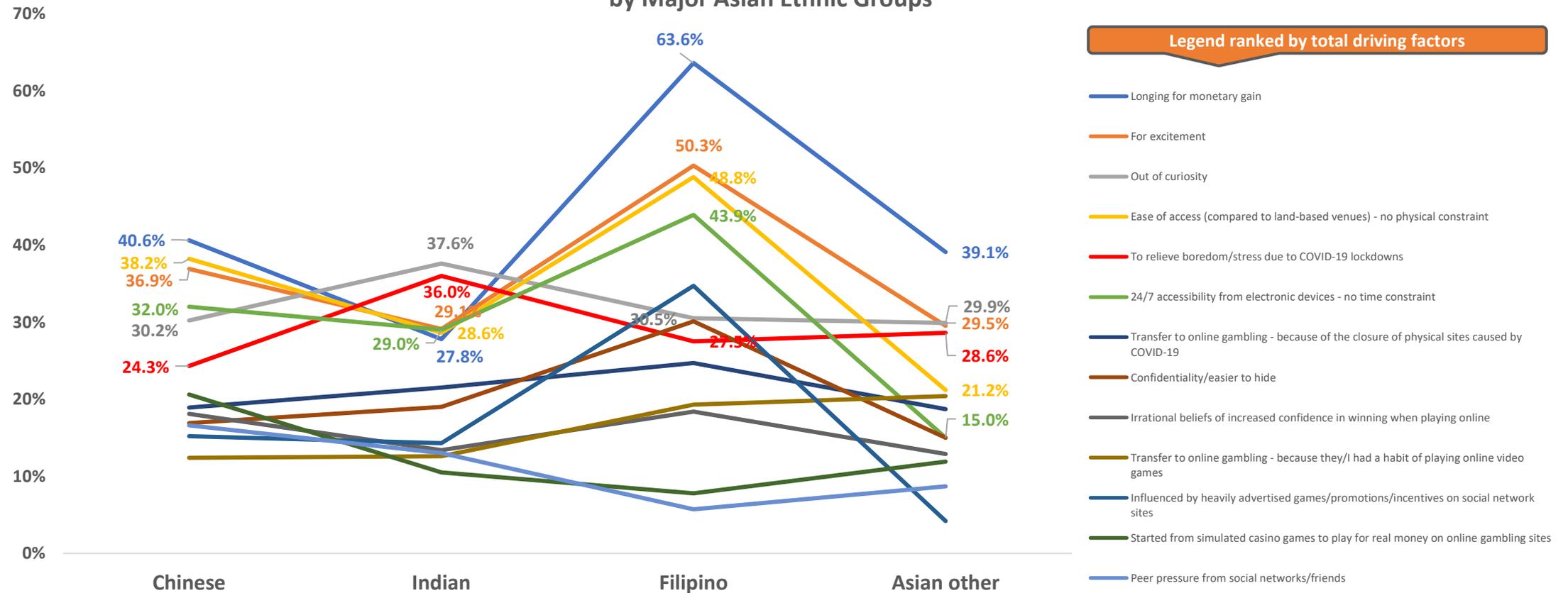


Ranking of **Non-Gamblers'** Perceived Drivers for Engaging in Online Gambling¹



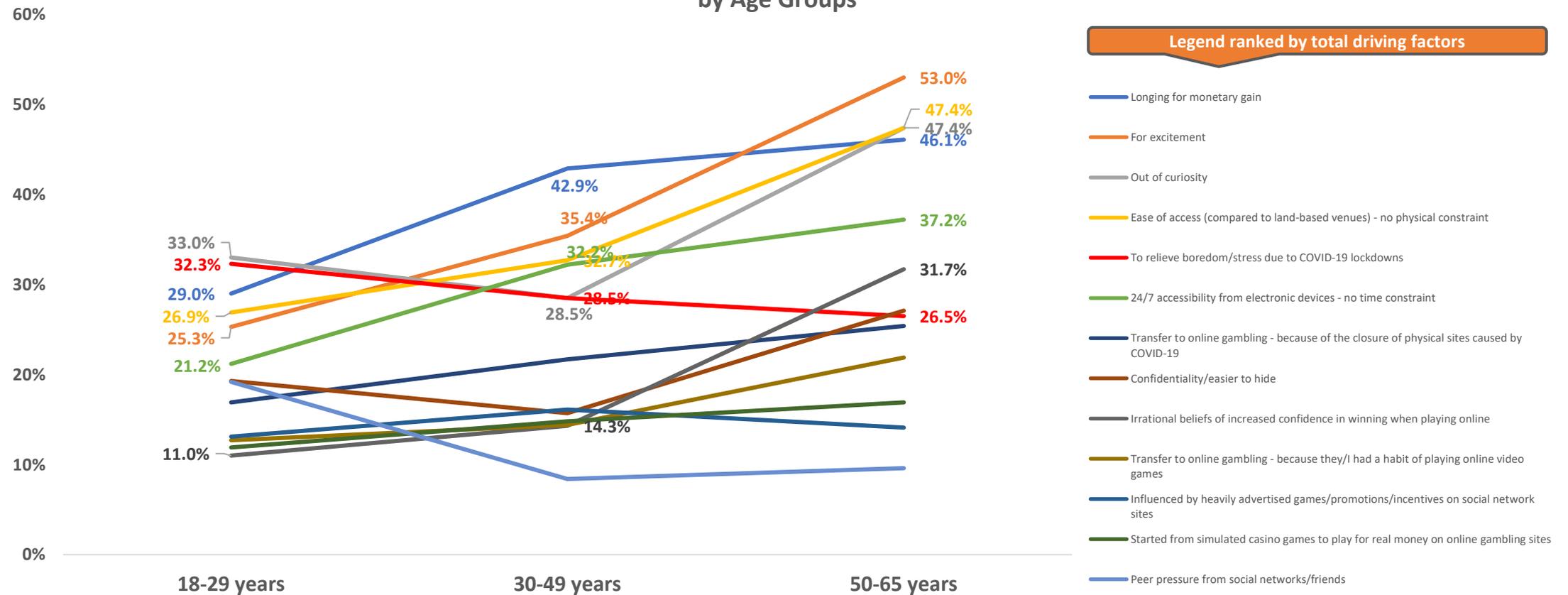
On average, Filipino gamblers perceived the highest number of drivers for engaging in online gambling (4.1), followed by Chinese gamblers (3.2). Filipinos were more likely to perceive the drivers as longing for monetary gain, for excitement, ease of access, 24/7 accessibility from electronic devices, and being influenced by heavy advertisements. Chinese were more likely to perceive the driver of starting from simulated casino games to playing for real-world on online gambling sites.

**Ranking of Gamblers' Perceived Drivers for Engaging in Online Gambling¹
by Major Asian Ethnic Groups***



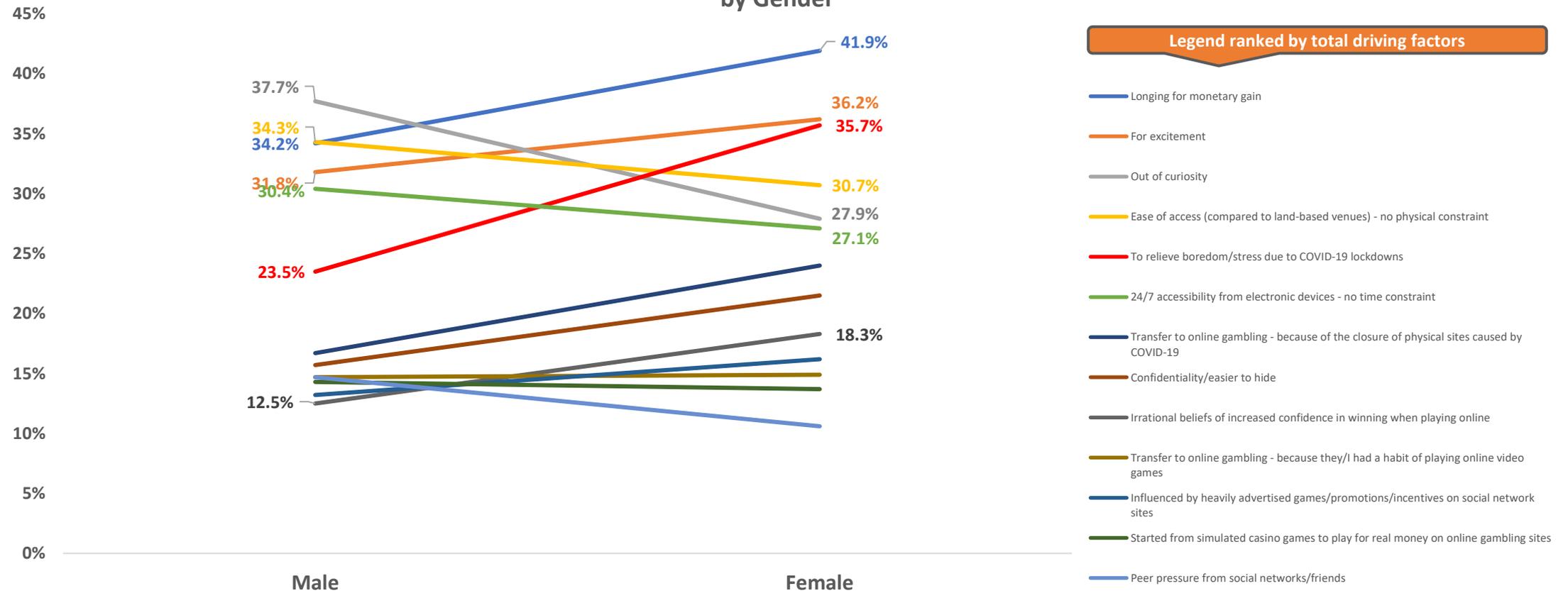
On average, older gamblers (50-65 years) perceived more drivers for engaging in online gambling than younger gamblers. In particular, older gamblers were more likely than younger gamblers to select the following perceived drivers for engagement: for excitement, out of curiosity, ease of access, and irrational beliefs of increased confidence in winning when playing online.

Ranking of **Gamblers'** Perceived Drivers for Engaging in Online Gambling¹
by Age Groups



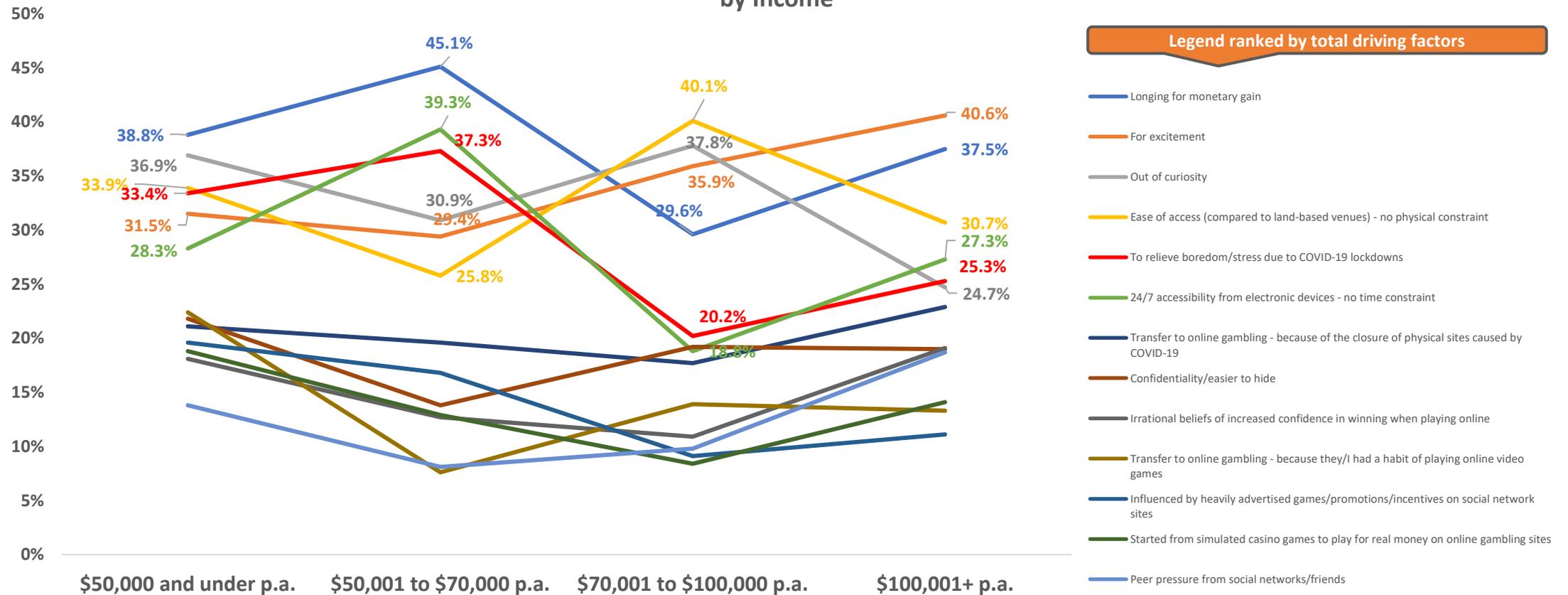
Male gamblers are more likely to perceive curiosity as a driver for online gambling, whilst Females are more likely to perceive longing for monetary gain and relief from boredom/stress due to COVID-19 lockdowns.

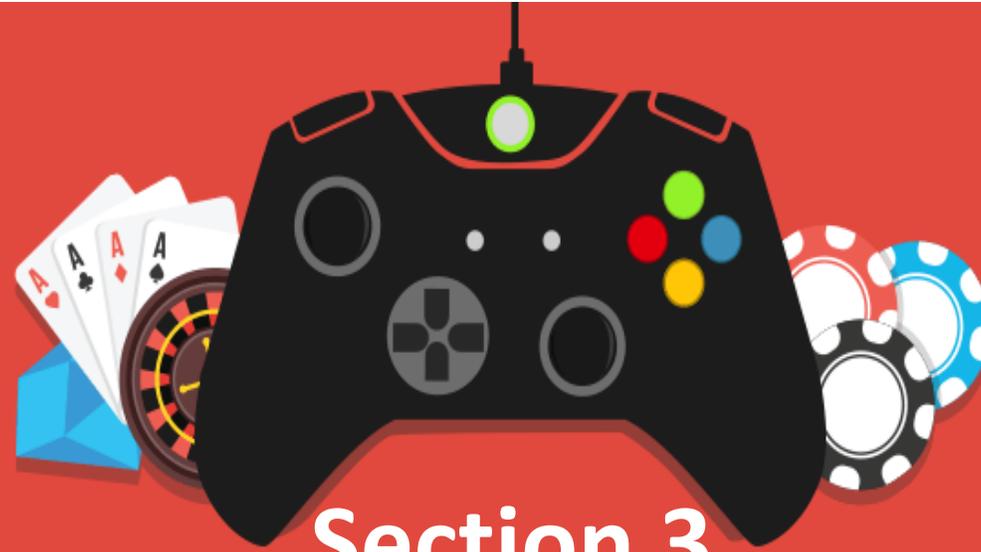
Ranking of Gamblers' Perceived Drivers for Engaging in Online Gambling¹ by Gender



On average, lower-income gamblers (\$50K and under per annum) perceived the highest number of drivers for engaging in online gambling; in particular, they are more likely to perceive a transfer to online gambling out of a habit of playing online games and starting from simulated casino games to play for real-world money on online gambling sites, as drivers. Higher-income earners (\$100K or more per annum) are more likely to perceive for excitement and peer pressure from social networks/friends as drivers.

Ranking of **Gamblers'** Perceived Drivers for Engaging in Online Gambling¹
by Income



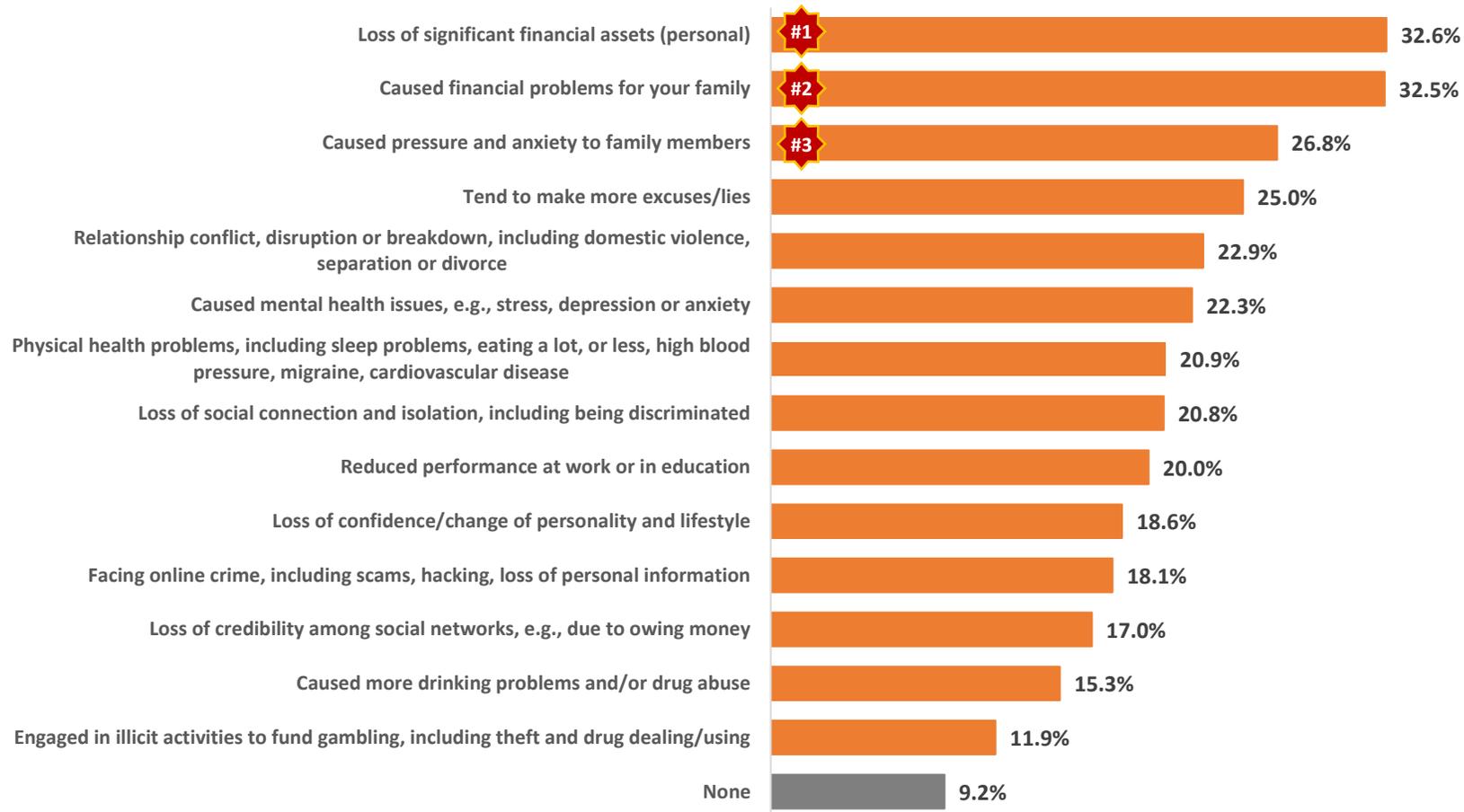


Section 3

Perceptions of Harm Related to Online Gambling

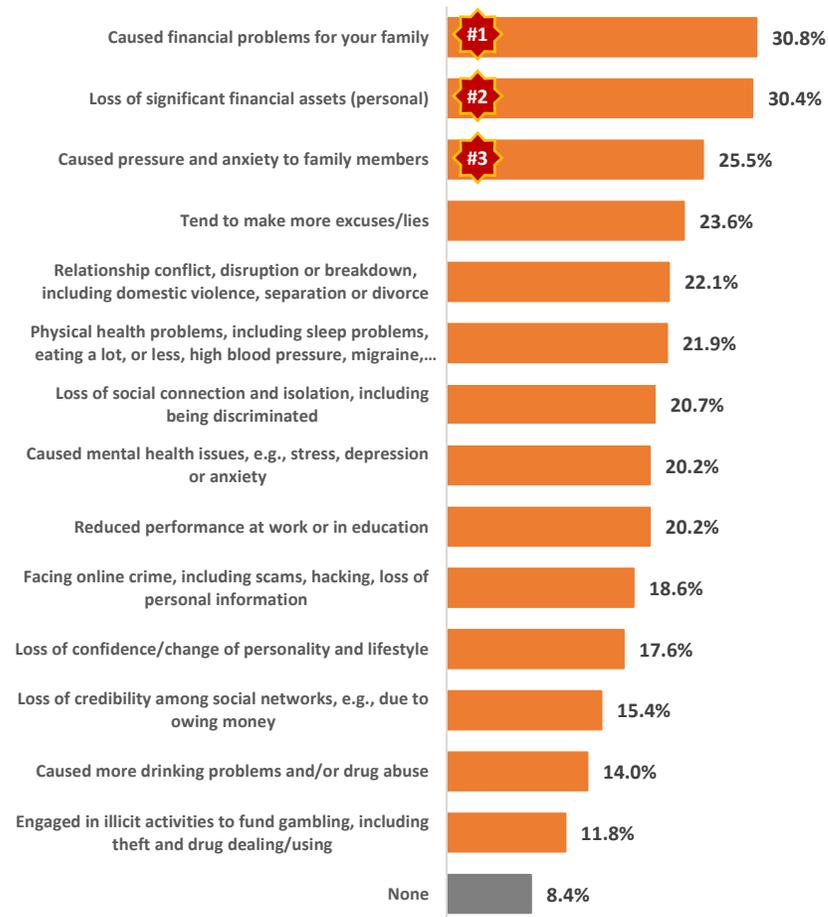
On average, Asians perceive 3 types of harm related to online gambling. The top 3 perceived types are (1) a loss of significant financial assets (personal), (2) causing financial problems for your family, and (3) causing pressure and anxiety to family members.

Ranking of Perceptions of Harm Related to Online Gambling¹

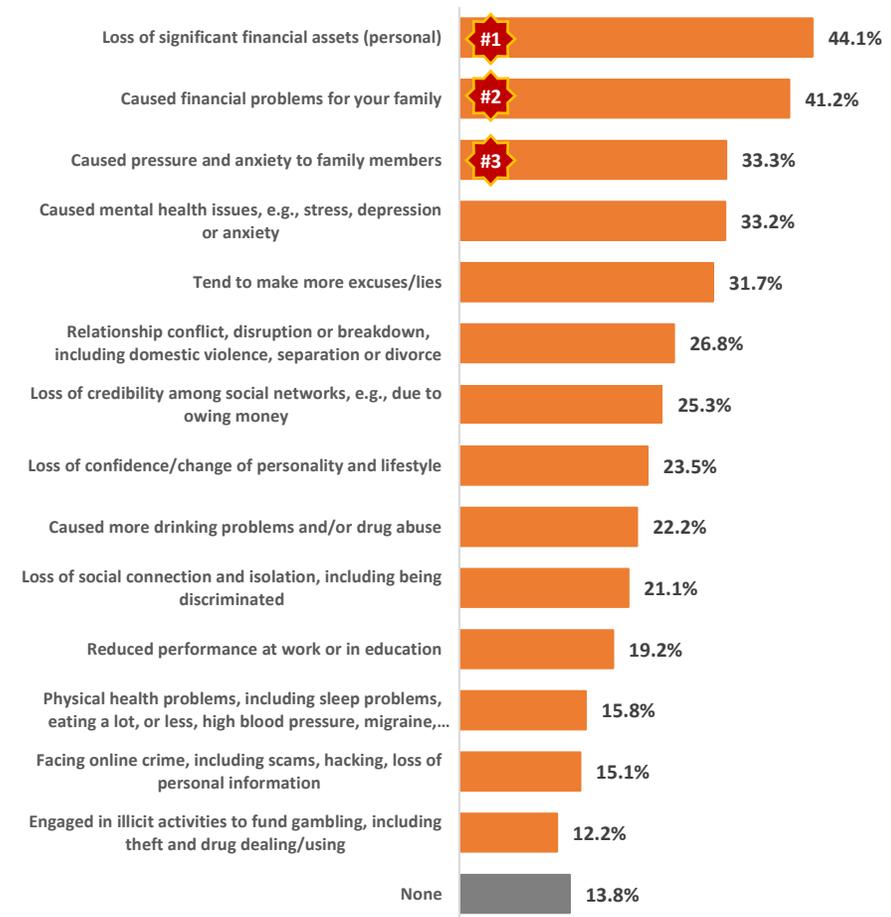


On average, non-gamblers perceive slightly more harm related to online gambling (3.6) than gamblers (2.9). Whilst the top 3 types of harm are the same, levels are, in fact, higher for non-gamblers. Relative to non-gamblers, a higher proportion of gamblers felt that physical health problems were related to online gambling.

Ranking of **Gamblers'** Perceptions of Harm Related to Online Gambling¹

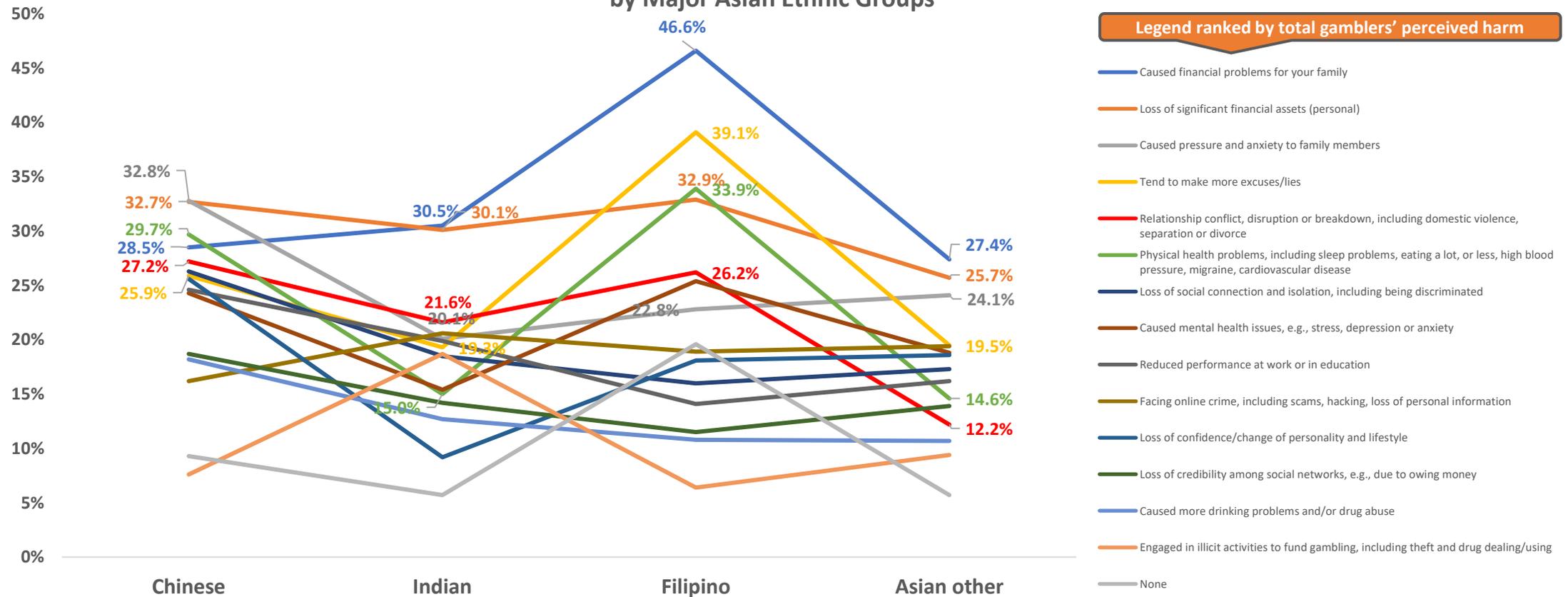


Ranking of **Non-Gamblers'** Perceptions of Harm Related to Online Gambling¹



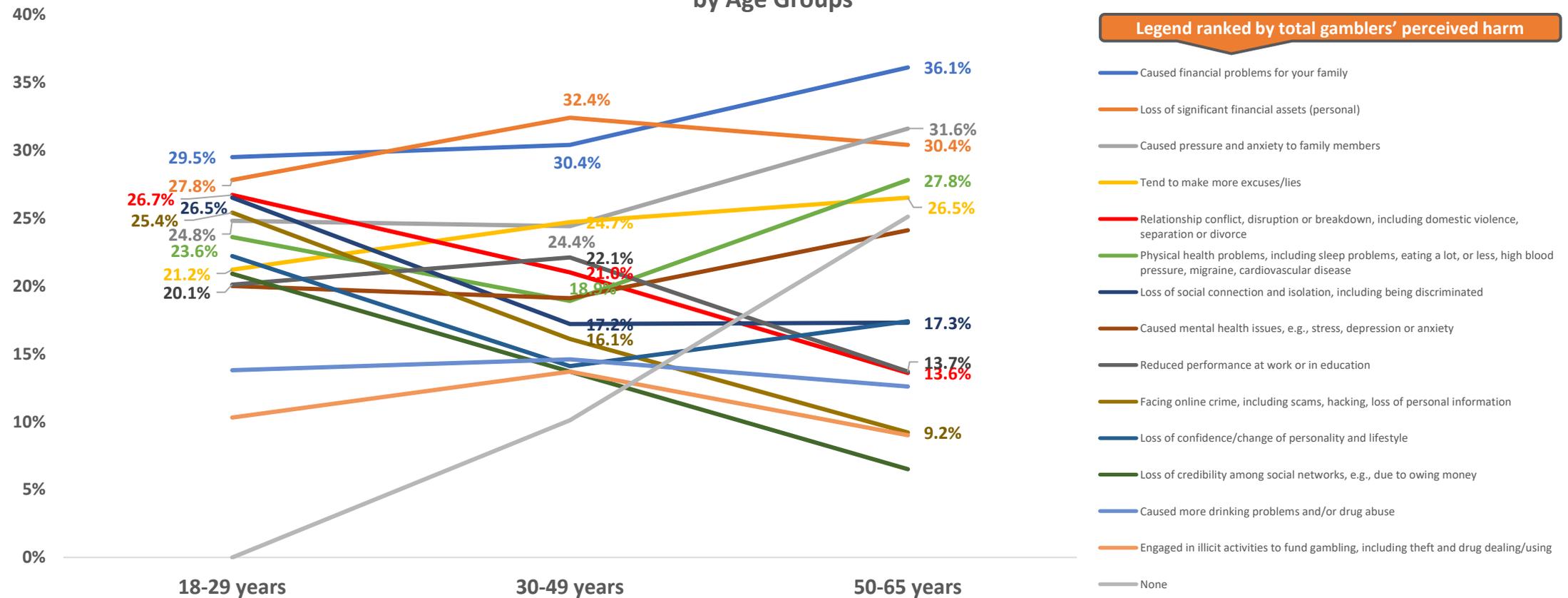
Across ethnicity, Chinese and Filipino gamblers perceive slightly more harm related to gambling, on average, compared to Indians and other Asian ethnic groups. Chinese gamblers, in particular, are more likely to perceive harm around pressure and anxiety to family members, loss of social connection and isolation, and a loss of confidence/change of personality and lifestyle. Filipinos are more likely to perceive harm around financial problems for their family, tending to make more excuses/lies, and physical health problems. Finally, Indians are more likely to perceive harm in engaging in illicit activities to fund gambling.

**Ranking of Gamblers' Perceptions of Harm Related to Online Gambling¹
by Major Asian Ethnic Groups**



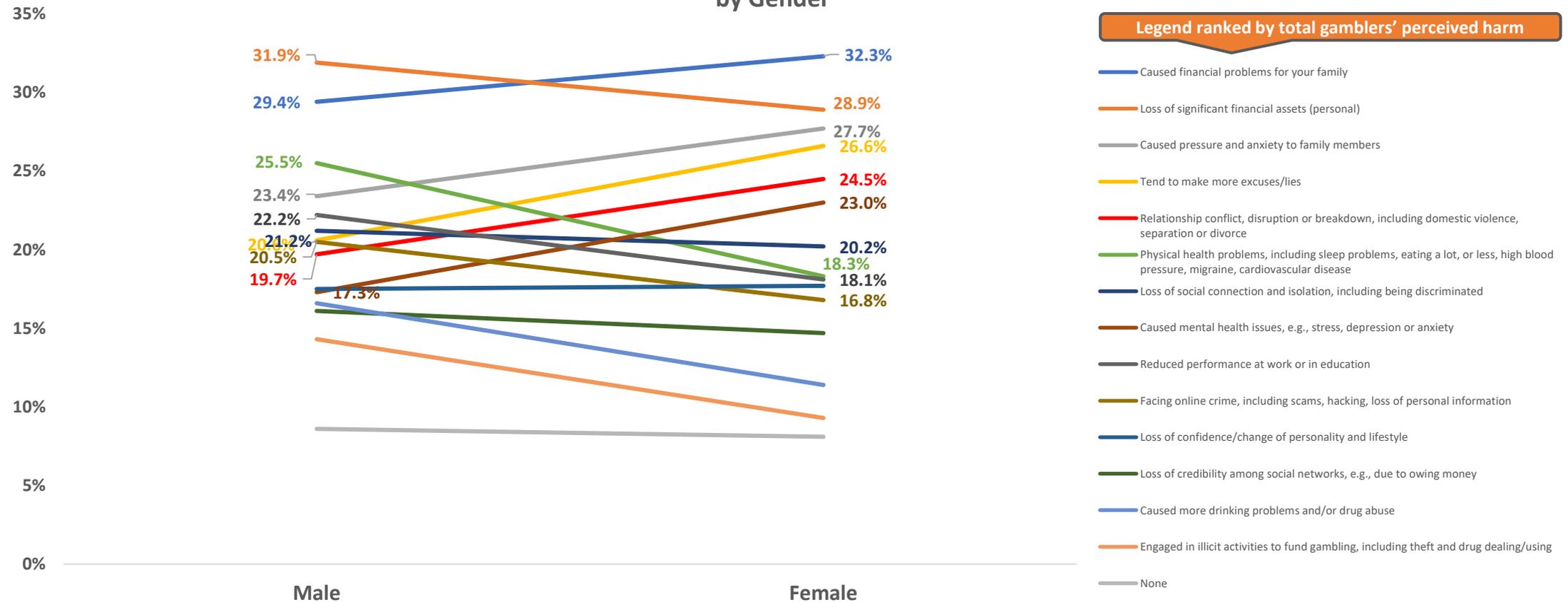
Across age groups, younger gamblers (18-29 years) perceived slightly more harm related to online gambling than older gamblers. In particular, they are more likely to perceive harm around relationship conflicts, a loss of social connection and isolation, facing online crime, and a loss of credibility among social networks.

Ranking of **Gamblers'** Perceptions of Harm Related to Online Gambling¹
by Age Groups



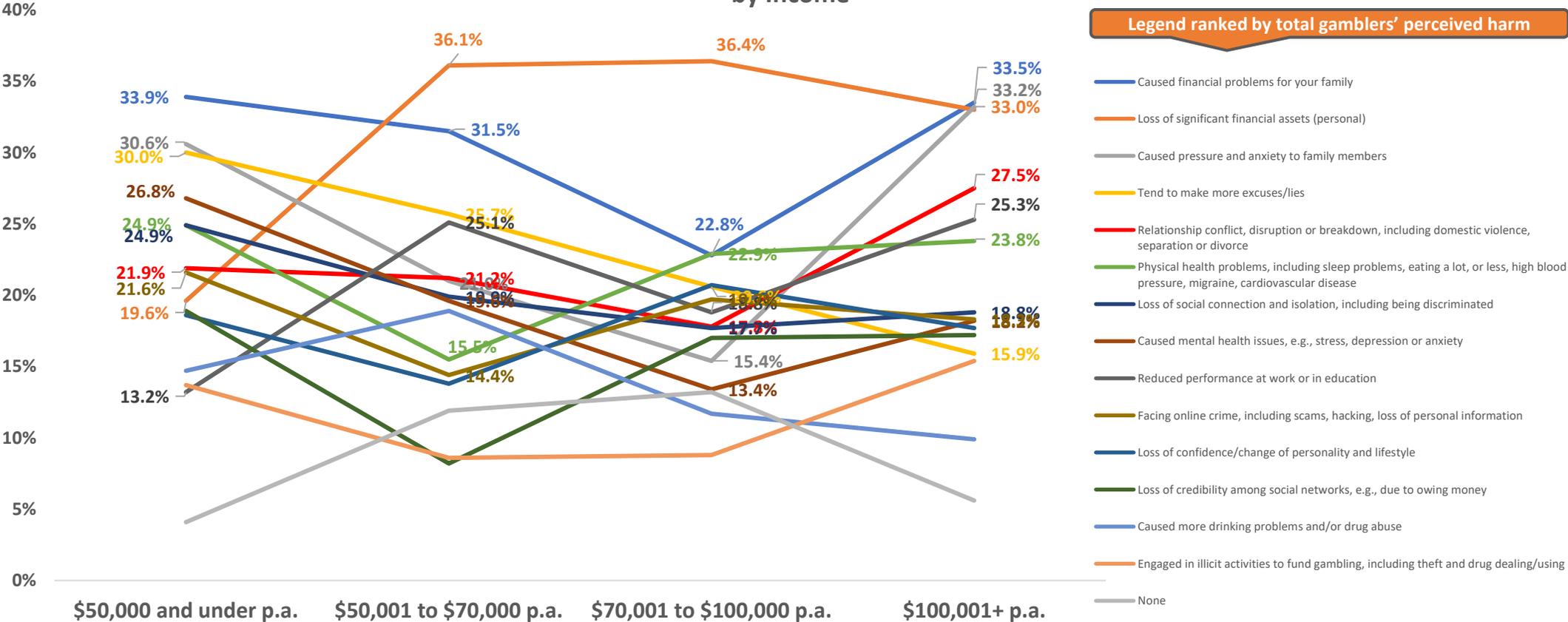
Across gender, both Male and Female gamblers had similar levels of perceived harm related to online gambling, on average. However, Male gamblers are more likely to perceive harm around physical health problems and more drinking problems and/or drug abuse, whilst Female gamblers are more likely to perceive harm around making more excuses/lies and causing mental health issues.

**Ranking of Gamblers' Perceptions of Harm Related to Online Gambling¹
by Gender**

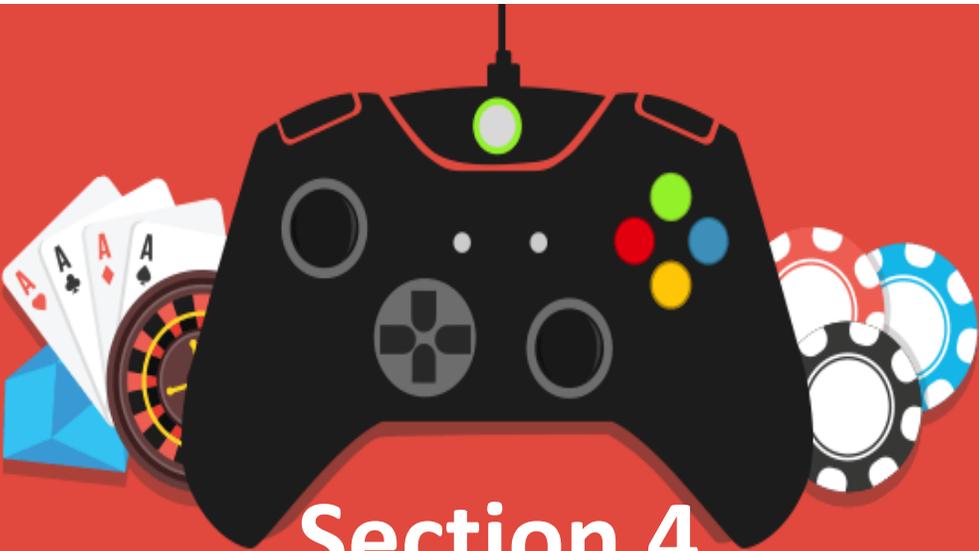


Compared to higher-income gamblers (\$100K or more per annum), lower-income gamblers (less than \$50K per annum) are more likely to perceive harm by making more excuses/lies, a loss of social connection and isolation, and causing mental health issues. However, they were less likely to perceive harm around losing significant personal financial assets and reduced performance at work or in education.

Ranking of **Gamblers'** Perceptions of Harm Related to Online Gambling¹
by Income



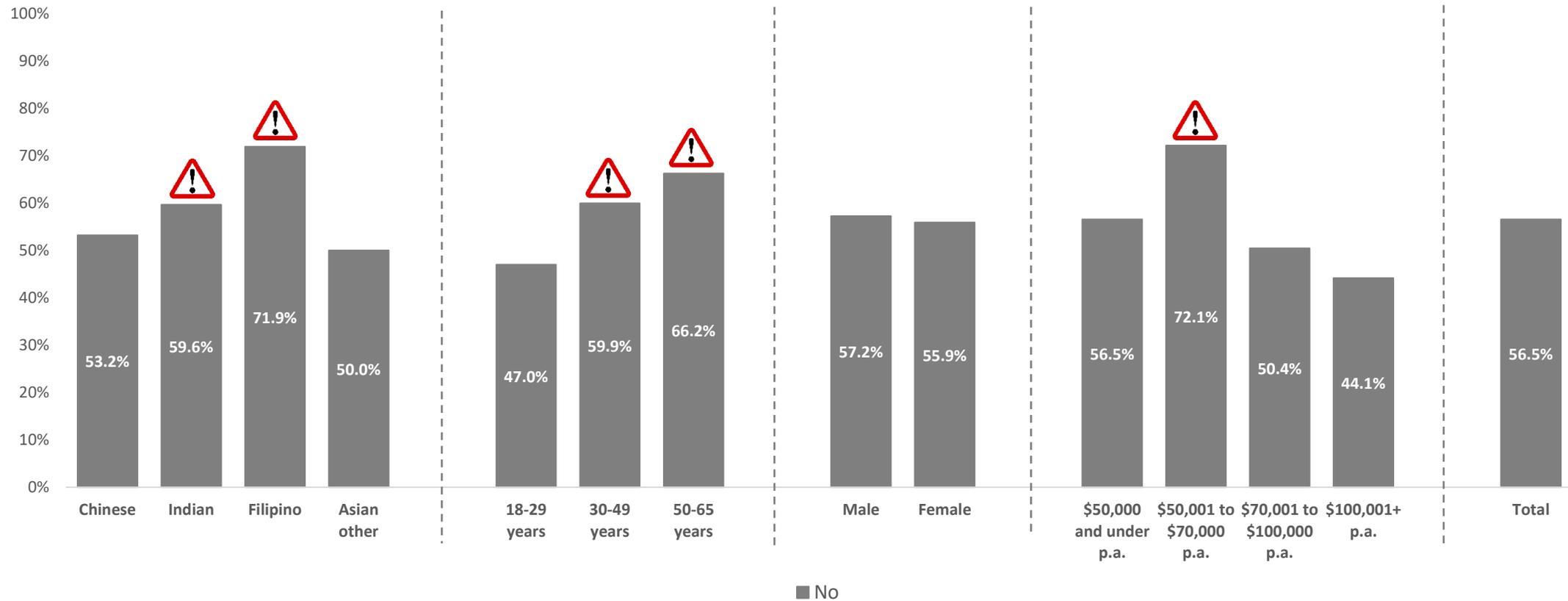
Note: 1. Q13. Which of the following issues related to online gambling has occurred to you or someone identified with online gambling issues? Please select all that apply, and it is completely anonymous.
Base: Gamblers



Section 4 Tackling Gambling Harm

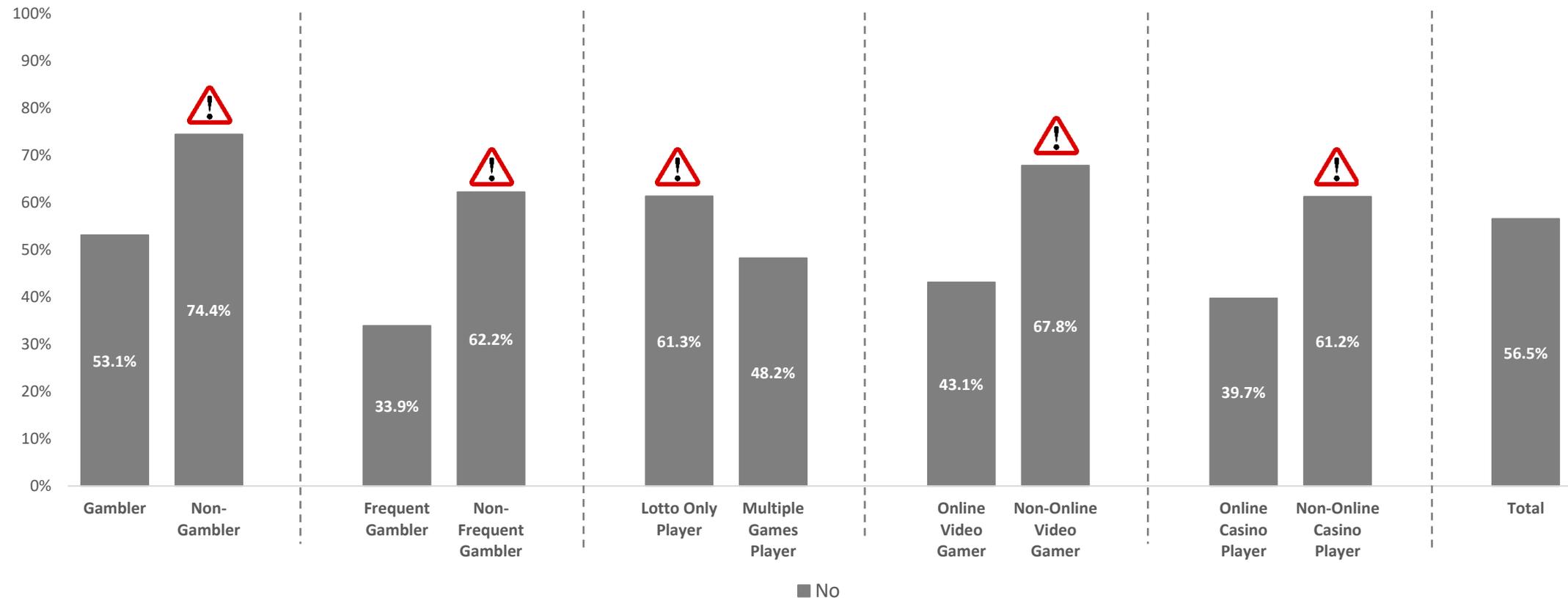
Overall, **56.5% of Asians did not know where to seek help if they or someone else is identified with online gambling issues.** Demographically, those who are significantly more likely not to know are Indian, Filipino, 30-65 years, and those with an income of \$50K - \$70K per annum.

Do you know where to seek help if you or someone is identified with online gambling issues?¹



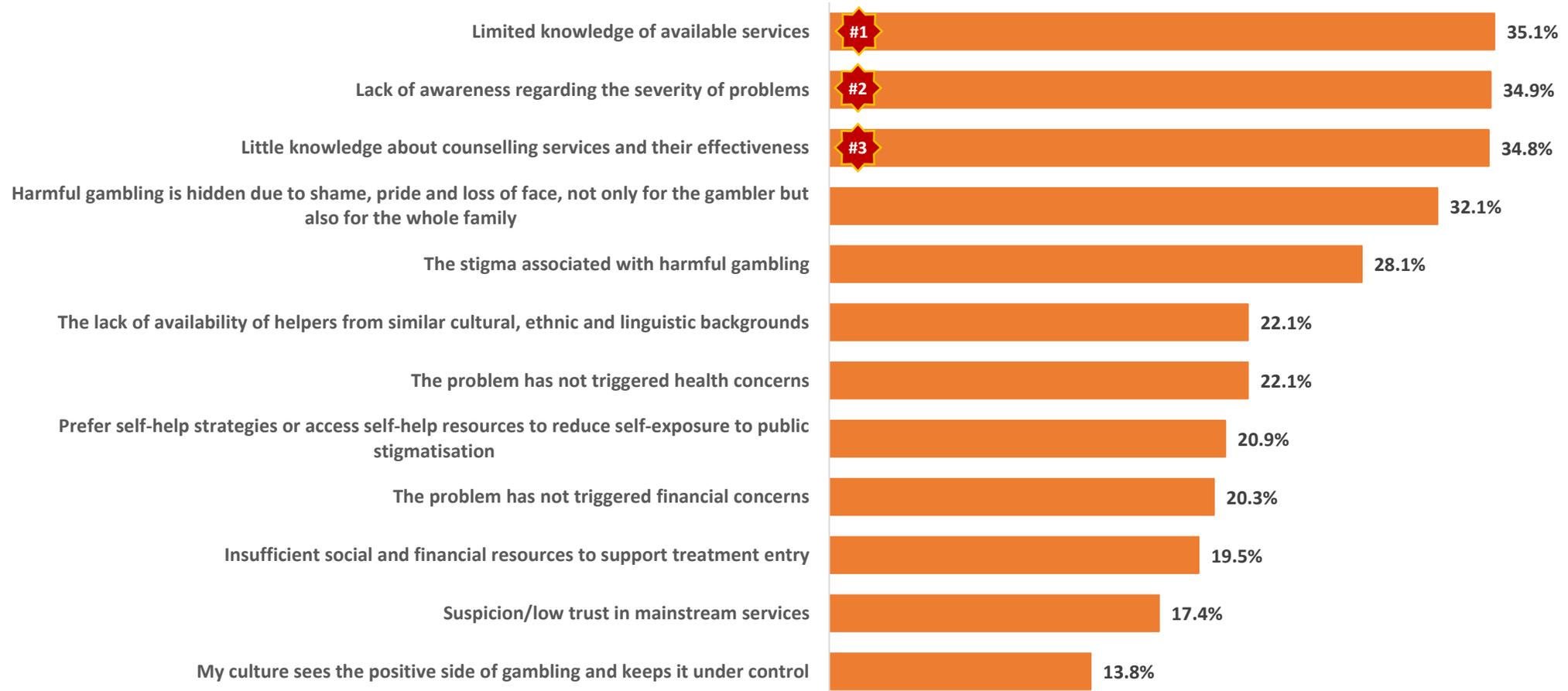
Behaviourally, the groups that are significantly more likely not to know where to seek help if they or someone else is identified with online gambling issues are non-gamblers, non-frequent gamblers, Lotto only players, non-online video gamers, and non-online casino players.

Do you know where to seek help if you or someone is identified with online gambling issues?¹



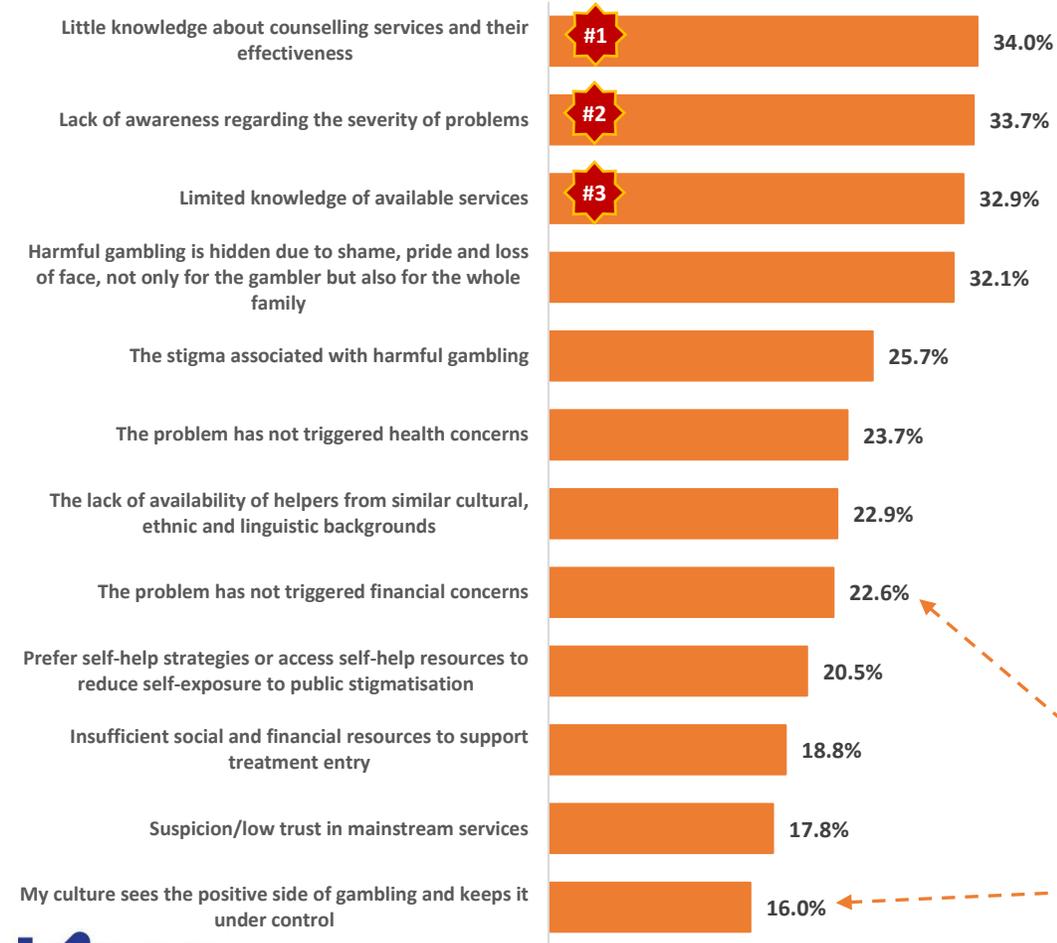
On average, there are 3 perceived barriers to seeking online gambling support for each respondent. The top 3 barriers to seeking help are **(1) limited knowledge of available services, (2) lack of awareness regarding the severity of problems and (3) little knowledge about counselling services and their effectiveness.**

Ranking of Perceived Barriers for Seeking Online Gambling Support in the Asian Community¹

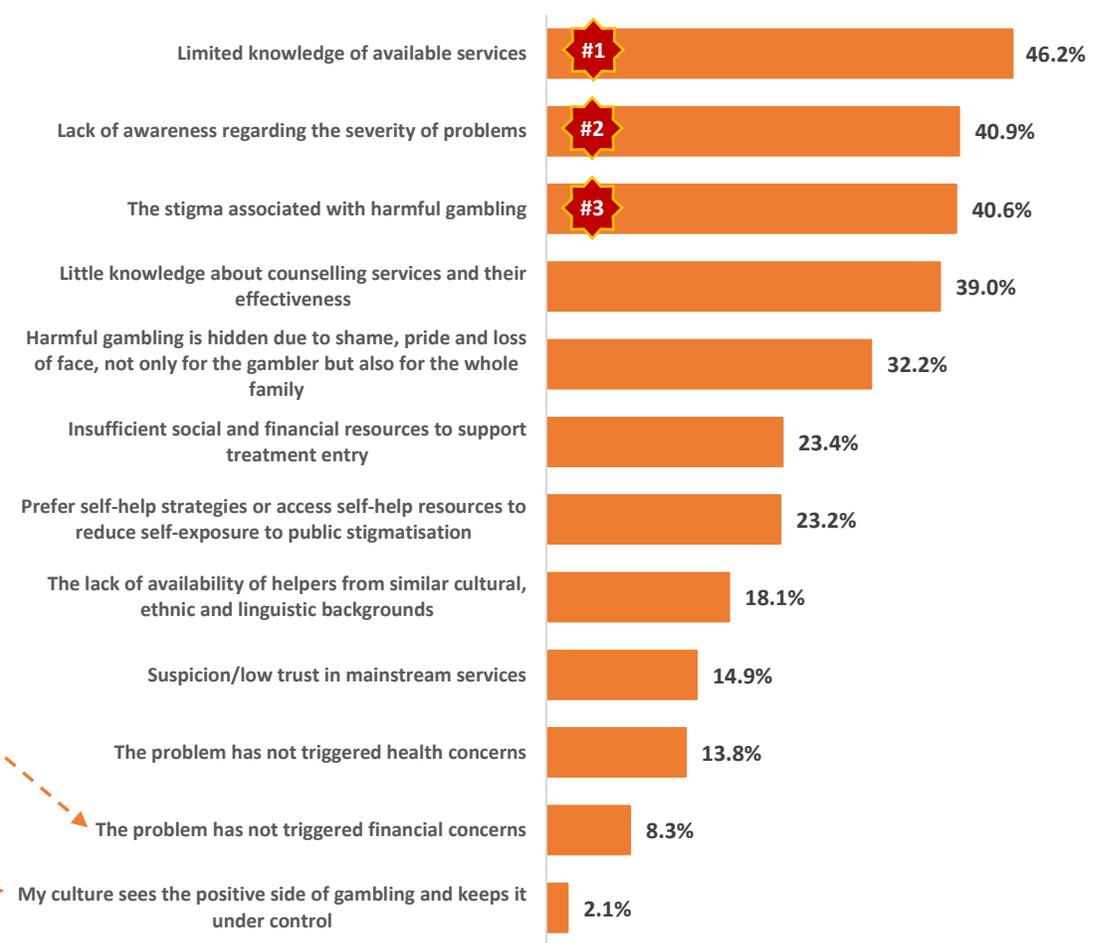


The top 2 perceived barriers to seeking online gambling support are the same for both gamblers and non-gamblers, although reported levels are higher for non-gamblers. For other barriers, non-gamblers are more likely to perceive barriers around “limited knowledge of available resources” and “the stigma associated with harmful gambling”. In contrast, gamblers are more likely to perceive barriers around the “problem as not triggering health or financial concerns” and “my culture sees the positive side of gambling and keeps it under control.”

Ranking of **Gamblers’** Perceived Barriers for Seeking Online Gambling Support in the Asian Community¹

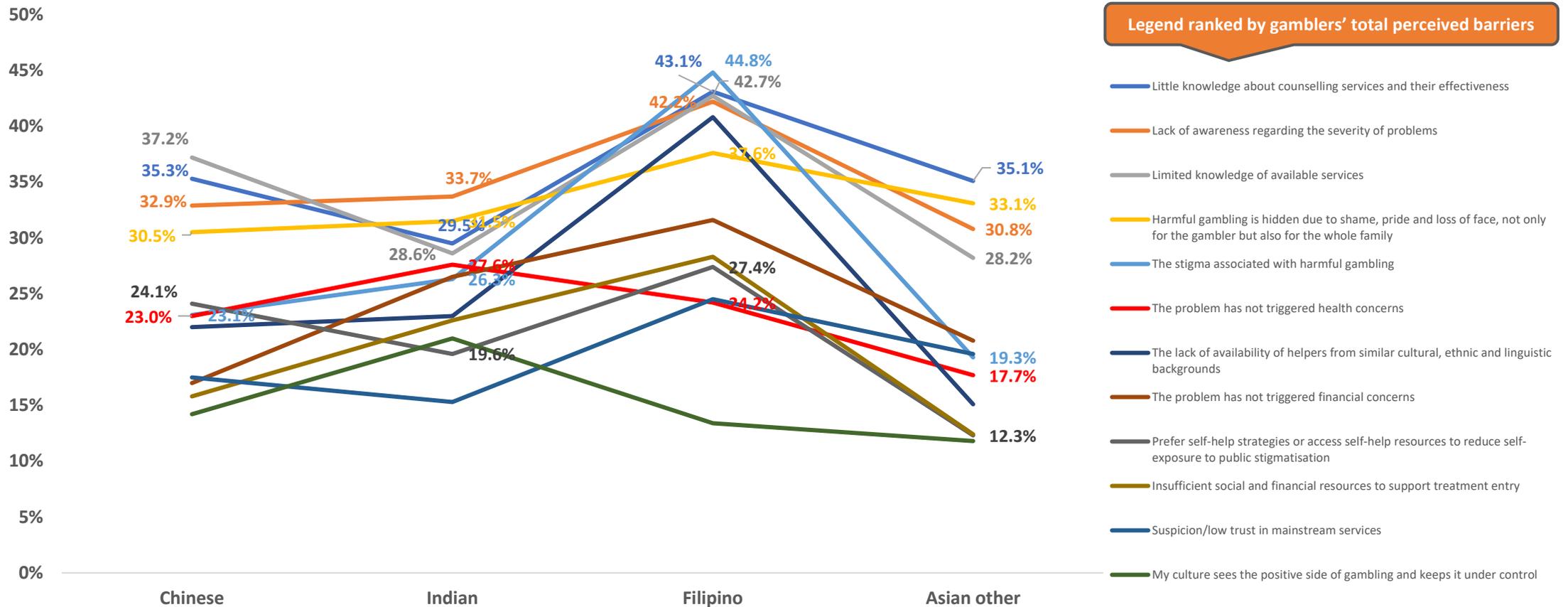


Ranking of **Non-Gamblers’** Perceived Barriers for Seeking Online Gambling Support in the Asian Community¹



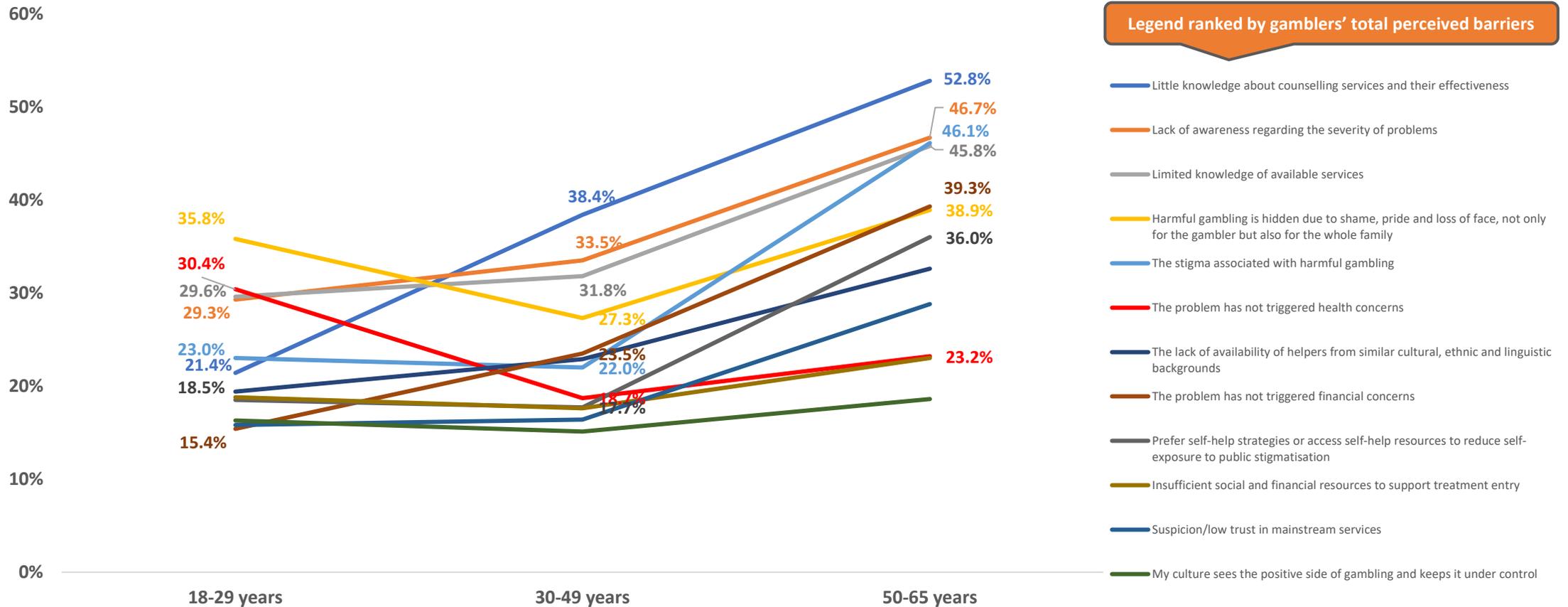
Across the ethnicity groups for gamblers, on average, Filipinos perceived more barriers to seeking online gambling support than other groups (an average of 4). In particular, they are more likely than other groups to perceive barriers around “limited knowledge of available services”, “the stigma associated with harmful gambling”, “the lack of helpers from similar cultural, ethnic and linguistic backgrounds”, and “insufficient social and financial resources to support treatment entry”.

**Gamblers’ Perceived Barriers for Seeking Online Gambling Support¹
By Major Ethnic Groups**



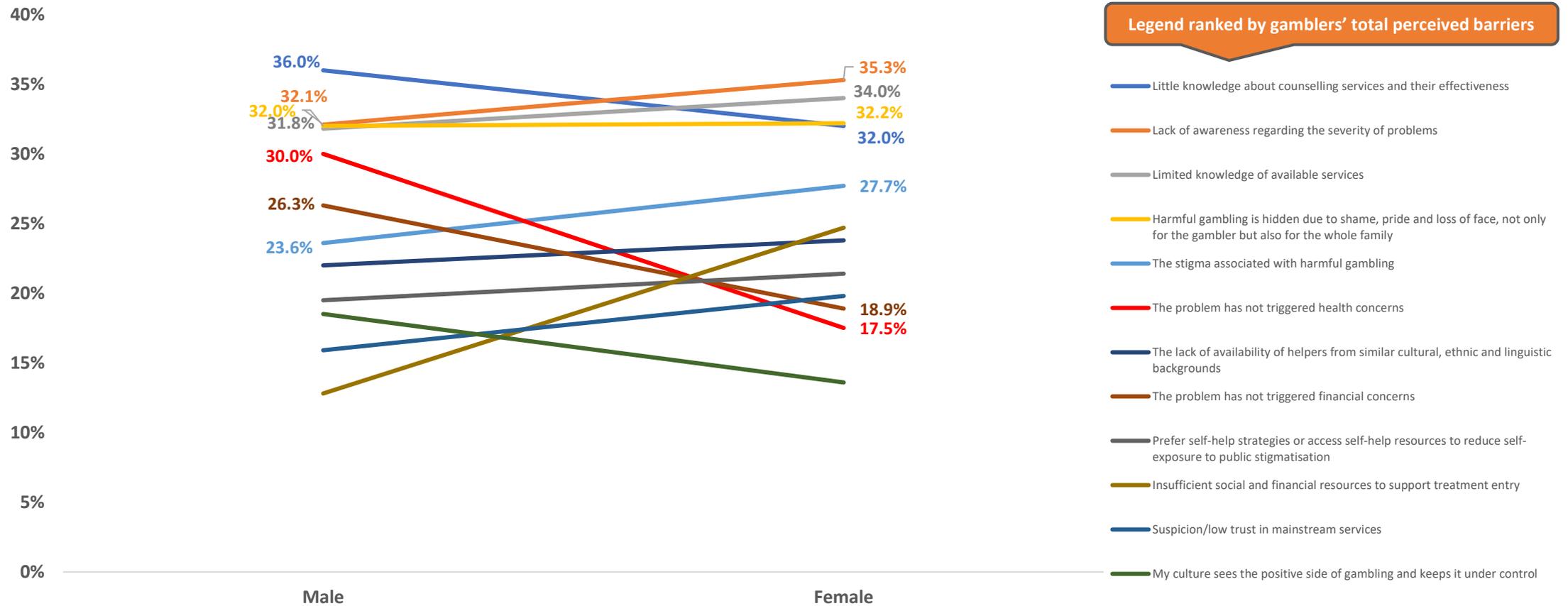
On average, older gamblers across age groups for gamblers perceived more barriers to seeking online gambling support than younger gamblers. In particular, they are more likely to perceive barriers around: “little knowledge about counselling services and their effectiveness”, “lack of awareness regarding the severity of problems”, “limited knowledge of available services”, and “the stigma associated with harmful gambling”, “the problem has not triggered financial problems”, and “prefer self-help strategies or access to self-help resources to reduce self-exposure to public stigmatisation”.

Gamblers’ Perceived Barriers for Seeking Online Gambling Support¹ By Age Group



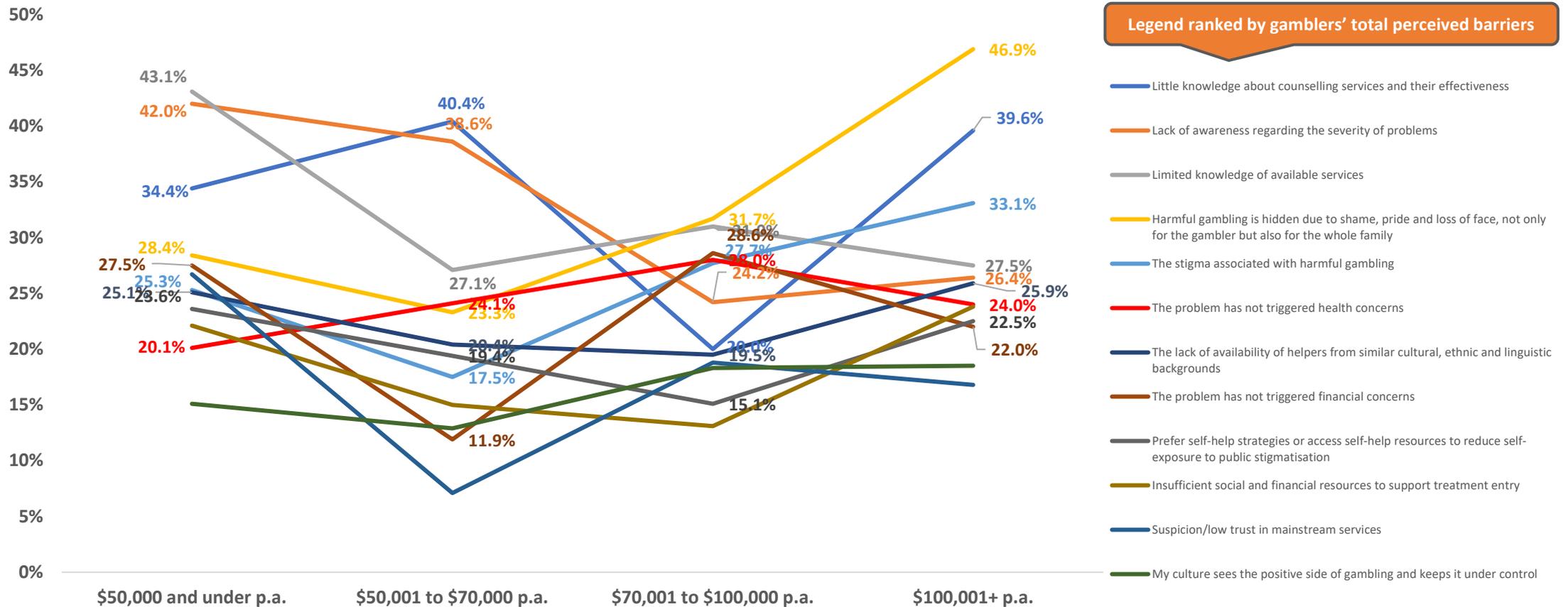
Across gender, Male gamblers are more likely to perceive barriers to seeking help around “little knowledge about counselling services and their effectiveness”, “the problem has not triggered health or financial concerns”, and “my culture sees the positive side of gambling and keeps it under control”. In contrast, Female gamblers are more likely to perceive barriers around “insufficient social and financial resources to support treatment entry”.

**Gamblers’ Perceived Barriers for Seeking Online Gambling Support¹
By Gender**



Across the different income levels of gamblers, those with the lowest incomes per annum (\$50K or less) are more likely to perceive barriers to seeking support around “limited knowledge of available services” and “suspicion/low trust in mainstream services”. In contrast, those in the highest income group (\$100K or more per annum) are more likely to perceive barriers around “harmful gambling being hidden due to shame, pride, loss of face” and “the stigma associated with harmful gambling”.

**Gamblers’ Perceived Barriers for Seeking Online Gambling Support¹
By Income**



Research Company Background

Headed by Dr Andrew Zhu, Trace Research Ltd (NZ) is an independent market research and consultancy company based in Auckland. The governance of the company also consists of an academic advisory board, which provides conceptual and technical assessments and support for its market research projects.

In the early stages of the company's development, Dr Zhu focused mainly on providing contract based research and consultancy to other major domestic research agencies and business clients. In recent years, Dr Zhu and the company have expanded their client base to include overseas corporations, such as Chevron/Caltex, AIA, Huawei, UnionPay International, IAG and VW.

Having gained his PhD in Marketing from the University of Auckland Business School, and having worked in the business sector during and after his postgraduate studies, Dr Zhu is equipped with both theoretical knowledge and practical experience for delivering high quality market information and advice to his business clients. Since 2005, he has completed over 200 projects for 90 companies in the industries/sectors of fuel & lubricants, energy, food & beverage, dairy products (baby formula), banking & insurance, telecommunication, social media, tourism, and tertiary education. One of the most exciting projects in the company's portfolio was the political polling analysis for TV3 Newshub Political Poll. The results of that project received considerable public attention. Trace Research Ltd (NZ) has also been working with non-profit organisations in promoting social welfare and social responsibility.

In 2016, Dr Zhu was motivated by the safety concerns in the Chinese community in NZ, and conducted the ground-breaking social polling among 11,675 Chinese. It was the first ever polling conducted among ethnic Chinese in NZ's history. The project gained tremendous traction, and the results were reported by more than 20 domestic and international mainstream media networks. The polling results were also widely regarded as having great policy significance in New Zealand, and the Chinese research panel was established since then.



This research was commissioned by Asian Family Services and independently conducted by Trace Research Ltd.

The views expressed in this report are those of the researcher and **DO NOT represent the views of Asian Family Services.**

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Chinese Immigrants Research Credentials

Trace established the 1st and currently holds the largest New Zealand Chinese Immigrants Research Panel (as of May 2022, there are around 20,200 members which are more than 10% of the entire Chinese adult population in New Zealand)

Trace Research has conducted many research projects targeted at Chinese immigrants in New Zealand, for example:

- ❑ 2016 - Chinese Immigrants' Safety Perception of NZ Survey
- ❑ 2016 - China - New Zealand Agribusiness Investment and Trade Survey
- ❑ 2016 - Chinese Immigrants' Health Insurance Survey
- ❑ 2017 - Members' Political Opinion Survey for New Zealand Asian Leaders
- ❑ 2017 - Chinese New Zealanders Political Poll (WTV-Trace Chinese Poll)
- ❑ 2017 - Chinese Immigrants Life & Work Survey for the University of Auckland
- ❑ 2017 - Chinese Immigrants' Manuka Honey Brand Perception Survey
- ❑ 2017 - Chinese International Students Well-being Survey
- ❑ 2018 - Chinese Immigrants Domestic Travel Survey
- ❑ 2018 - Chinese Immigrants Cross-border E-commerce Survey
- ❑ 2018 - Chinese Immigrants Air Passenger Survey
- ❑ 2019 - Chinese Immigrants' Daigou Survey
- ❑ 2018-19 - Chinese International Students Kia Topu project for University of Canterbury
- ❑ 2019 - Trace & Ipsos - Chinese Immigrants' Radio Listenership Survey
- ❑ 2019 - Trace & Reid - Chinese Immigrants' Political Poll
- ❑ 2020 - Impact of COVID19 on New Zealand Chinese Businesses Survey
- ❑ 2020 - New Zealand Asian Mental Health & Wellbeing Survey
- ❑ 2020 - New Zealand Chinese Immigrants' Shopping Behaviour Survey
- ❑ 2020 - New Zealand Chinese Immigrants' Media Consumption Survey
- ❑ 2020 - New Zealand Chinese Immigrants' Retail Banking Customer Satisfaction Survey
- ❑ 2021 - New Zealand Asian Community COVID-19 Social Response Survey for Massey University
- ❑ 2021 - New Zealand Asian Responsible Gambling Perception Survey
- ❑ 2021 - New Zealand Asian Wellbeing and Mental Health Survey
- ❑ 2022 - New Zealand Asian Responsible Online Gambling Perception Survey



Trace Research has turned a range of research findings into media publications and created significant business and social influence.
To list a few...

Chinese immigrants prefer working for non-Chinese firms, survey shows

Liu Chen · 11:32, Oct 02 2018

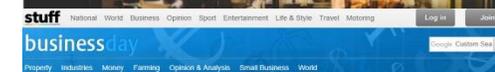


Calls for help for Chinese businesses affected by coronavirus

2:09 pm on 2 March 2020



Chinese businesses affected by the Covid-19 outbreak are calling for more help from the government.



Chinese Kiwis spend \$315m a year exploring their new home

AMANGIA CORP · 1:46, updated 05:00, April 15 2018



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An NZ flight to...
Upwards...
Should...
Lawmakers...
Order...
Don't...
Wish...
Wiping...
Lack...
Practice...
Don't...
Invest...
Read...



Poll: National will be back in Government if Chinese voters had their way

11 Sep, 2017 5:00am

4 minutes to read



More than half of Chinese living in New Zealand feel unsafe: survey

Alexandra Nelson · 19:25, Aug 22 2016



Survey shows high anxiety and depression among Asian Kiwis

NEW ZEALAND / COVID-19

7:27 am on 29 June 2020



Liu Chen, Reporter
liu.chen@rnz.co.nz

According to new research the Covid-19 pandemic and subsequent lockdown has been tough on the mental wellbeing of Asian New Zealanders.