

Parliamentary Joint Select Committee on Gambling Reform
ANSWERS TO QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND INDIGENOUS AFFAIRS
PORTFOLIO

Inquiry into the prevention and treatment of problem gambling

Date: 14 May 2012

Question No: 2

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Topic: Demographic information from the Gambling Help Online website

Senator Nick Xenophon and Gai Brodtmann MP asked:

Does Gambling Help Online have the ability to extract demographics of who is accessing the website using indicators such as age, income, CALD identification, as well as any metro, regional and remote breakdown?

Answer:

The Gambling Help Online website collects some data from its live online chat and email clients. This information is provided to each jurisdiction on a quarterly (live chat) and annual (live chat and email) basis. The Commonwealth is provided this information as a national snapshot and each state and territory receives their own data at a state level.

The data collected includes:

- Contact by month, day of the week and time of day;
- State;
- Breakdown of metropolitan and rural geographical information;
- Gender;
- Age;
- Ethnic background;
- Preferred type of gambling; and
- Primary gambling venue.