

RESEARCH REPORT

Direct and affiliate wagering marketing and gambling-related harm



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FINAL APPENDICES

Direct and affiliate wagering marketing and gambling-related harm: Appendices

Prepared for:

Gambling Research Australia

Prepared by:

Experimental Gambling Research Laboratory, CQUniversity:

Nerilee Hing, Matthew Rockloff, Matthew Browne, Alex Russell, Vijay Rawat, Hannah Thorne and Lisa Lole

3arc Social:

Kerry Sproston, Nicole Hodge, Kate Sadler and Lani Sellers

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Appendix A. Detailed tables from the website analyses

Table A.1. Specific inducements promoted in WOP website adverts

ID	Promotion	Placement	Event	Bet type	Inducement content	T+Cs	Total count of this inducement type
WOP1	\$50 back in bonus bets if your horse runs 2 nd or 3 rd .	Homepage	Race betting	Place	Bonus bet returns	T+Cs apply	2
WOP1	3+ leg multi. \$50 back in bonus bets if 1 leg fails.	Homepage	Sports betting	Match outcome	Bonus bet returns; multi-bet offer	T+Cs apply	3
WOP1	Bet return offers.	Homepage	Combination	Nil	Bet returns (unspecified)	T+Cs apply	1
WOP1	\$50 back in bonus bets if your horse runs 2 nd or 3 rd .	Promotions	Race betting	Place	Bonus bet returns; multi-bet offer	T+Cs apply	2
WOP1	3+ leg multi. \$50 back in bonus bets if 1 leg fails.	Promotions	Sports betting	Match outcome	Bonus bet returns; multi-bet offer	T+Cs apply	3
WOP1	Boost your odds.	Promotions	Combination	Other	Better/boosted odds	T+Cs apply	2
WOP1	Both runners paid in case of protest	Promotions	Race betting	Protest	Winnings paid	T+Cs apply	1
WOP1	Bet return offers.	Promotions	Combination	Nil	Bet returns (unspecified)	T+Cs apply	1
WOP2	Both runners paid in case of protest	Homepage	Race betting	Protest	Winnings paid	T+Cs apply	1
WOP6	\$50 back in bonus bets if you lose	Homepage	Race betting	Place	Bonus bet returns	T+Cs apply	1
WOP6	Both runners paid in case of protest	Homepage	Race betting	Protest	Winnings paid	T+Cs apply	1
WOP6	3+ leg multi. \$50 back in bonus bets if 1 leg fails	Homepage	Sports betting	Multi	Bonus bet returns; multi-bet offer	T+Cs apply	4
WOP7	Half-time early payout	Homepage	Sports betting	Match outcome	Cash-out early	T+Cs apply	2
WOP7	Half-time early payout	Promotions	Sports betting	Match outcome	Cash-out early	T+Cs apply	2

WOP8	Get the biggest odds when the price at race time is bigger than the price you bet at	Homepage	Race betting	Place	Better winnings/results	T+Cs apply	1
WOP8	Early payout	Promotions	Sports betting	Match outcome	Cash-out early	T+Cs apply	4
WOP8	Two chances to win if match goes into overtime	Promotions	Sports betting	Match outcome	Better/boosted odds	T+Cs apply	1
WOP8	Multi-bet offer, pays up to x% more	Promotions	Sports betting	Multi	Better winnings/results; multi-bet offer	T+Cs apply	2
WOP9	Both runners paid in case of protest	Homepage	Race betting	Protest	Winnings paid	T+Cs apply	1

Table A.2. Focus of non-inducement adverts on WOP websites

ID	Promotion	Placement	Event	Content	Total count of this promotion type
WOP1	Promotes multi-bets.	Promotions	Sports betting	Multi-bet function	1
WOP1	Promotes multi-bets for better odds.	Promotions	Race betting	Better odds; multi-bet function	1
WOP1	Promotes a product feature to access expert tips.	Homepage	Combination	Product feature; expertise	1
WOP1	Promotes live streaming channel.	Homepage	Race betting	Live streaming/coverage access	1
WOP1	Promotes new betting markets and same game multi-bets.	Homepage	Sports betting	Code/market coverage; multi-bet function	1
WOP1	Promotes a betting market and same game multi-bet function.	Homepage	Sports betting	Code/market coverage; multi-bet function	1
WOP1	Promotes product feature for social betting on a particular betting market.	Promotions	Sports betting	Product feature	1
WOP1	Promotes product feature for social betting.	Promotions	Sports betting	Product feature	1
WOP1	Promotes a fast and easy betting form.	Promotions	Race betting	Product feature	1
WOP1	Promotes use of personal betting book to receive reminders for racing.	Promotions	Race betting	Product feature	1
WOP1	Promotes a multi-bet function.	Promotions	Race betting	Product feature	1
WOP1	Promotes a product feature to access expert tips.	Promotions	Combination	Expertise	1
WOP1	Promotes live streaming channel.	Promotions	Race betting	Live streaming/coverage access	1
WOP1	Promotes new betting markets and same game multi-bets.	Promotions	Sports betting	Code/market coverage; multi-bet function	1
WOP1	Promotes a betting market and same game multi tracker.	Promotions	Sports betting	Code/market coverage; multi-bet function	1
WOP2	Promotes betting app and its features, including exclusive offers.	Homepage	Race betting	App promotion	1
WOP2	Promoting best tote on Australian racing	Homepage	Race betting	Better odds	1

WOP3	Promotes great promos and odds, and offers same game multi-bets.	Homepage	Combination	Better odds; multi-bet function	4
WOP3	Promotes multi-bets for better odds.	Promotions	Sports betting	Multi-bet function	1
WOP4	Promotes multi-bets and broad coverage.	Homepage	Race betting	Multi-bet function	1
WOP4	Promotes same game multi-bets.	Homepage	Sports betting	Multi-bet function	1
WOP4	Promotes product feature for social betting.	Homepage	Combination	Product feature	1
WOP4	Promotes fast withdrawals.	Homepage	Combination	Fast withdrawals	1
WOP5	Promotes multi-bets for better odds.	Homepage	Race betting	Better odds; multi-bet function	1
WOP5	Promotes betting market and same game multi-bets.	Homepage	Sports betting	Code/market coverage; multi-bet function	2
WOP5	Promotes fast and frequent withdrawals.	Homepage	Combination	Fast withdrawals	1
WOP5	Promotes a fast and easy betting form	Homepage	Race betting	Product feature	1
WOP6	Promotes multi-bets.	Homepage	Combination	Multi-bet function	2
WOP6	Promotes a product feature to access expert tips and previews.	Homepage	Race betting	Product feature; expertise	1
WOP7	Promotes joining the BSP service.	Homepage	Combination	Join	2
WOP7	Promotes fast and frequent withdrawals.	Homepage	Combination	Fast withdrawals	1
WOP7	Promotes betting market and same game multi-bets.	Homepage	Sports betting	Code/market coverage; multi-bet function	1
WOP7	Promotes live streaming channel.	Homepage	Race betting	Live streaming/coverage access	1
WOP7	Promotes multiple betting markets and same game multi-bets.	Promotions	Sports betting	Code/market coverage; multi-bet function	1
WOP7	Promotes multiple betting markets and multi-bets.	Promotions	Race betting	Code/market coverage; multi-bet function	1
WOP7	Promotes fast and frequent withdrawals.	Promotions	Combination	Fast withdrawals	1
WOP8	Promotes same game multi-bets.	Homepage	Sports betting	Multi-bet function	4
WOP8	Promotes best dividends and multi-bets.	Homepage	Race betting	Better odds; multi-bet function	1
WOP8	Promotes best dividends and multi-bets.	Promotions	Race betting	Better odds; multi-bet function	1

WOP9	Promotes same game multi-bets to get better odds.	Homepage	Sports betting	Better odds; multi-bet function	1
WOP9	Promotes same race multi-bets to get better odds.	Homepage	Race betting	Better odds; multi-bet function	1
WOP10	Promotes same race multi-bets to get better odds.	Homepage	Race betting	Better odds; multi-bet function	1
WOP10	Promotes same game multi-bets.	Homepage	Sports betting	Multi-bet function	1
WOP10	Promotes betting app and its benefits.	Homepage	Combination	App promotion	1
WOP10	Promote a betting market.	Homepage	Sports betting	Code/market coverage	1

Table A.3. Advertising present on wagering affiliate websites

ID	Placement	Category of content	Message	Message description	RG or legal terms attached	Advert or referral	Total count of promotions and brands
AM1	Top banner ad	Inducement	Better/boosted odds; sign-up	Product feature for odds boost	Offer T+Cs	Advert	1 promotion
AM1	Header	Brand promotion	Sign-up	Wagering operator names + taglines; 'bet'	RG message	Referral	5 promotions 5 brands
AM1	Side panel ads	Brand promotion	Multi-bet function; sign-up	Same race multi, best coverage; wagering operator tagline	RG message; offer T+Cs	Advert	2 promotions 2 brands
AM1	Side panel ads	Brand promotion; inducement	Matched stake or deposit; sign-up	Wagering operator names + taglines; 'bet now'; Wagering operator will match 2 nd up to \$100	RG message; state-based restrictions; offer T+Cs	Referral	7 promotions 7 brands
AM1	Review (featured in body of page)	Brand promotion	Sign-up	Ratings; 'bet'	nil	Referral*	20+ links 20+ brands
AM1	Offer list (featured in body of page)	Inducement	Bonus bet returns; better/boosted; multi-bet function	Various offers e.g. double your fixed odds winnings, Get \$100 in racing bonus bets*	RG message; state-based restrictions; offer T+Cs	Referral	20+ promotions 8 brands
AM1	Pop-up	Inducement	Bonus bet returns	Run 2 nd and get up to \$50 in bonus bets	RG message; state-based restrictions; offer T+Cs	Referral	1 promotion
AM2	Side panel ads	Brand promotion	Multi-bet function; sign-up	Best racing coverage, same race multi; 'sign in'	RG message; offer T+Cs	Referral	1 promotion
AM2	Side panel ads	Brand promotion; inducement	Bonus bet returns; sign-up	Wagering operator names + taglines; 'claim'; run 2 nd – 10 th bonus bac up to \$50 each week*	RG message; state-based restrictions; offer T+Cs	Mix	8 promotions 8 brands
AM2	Review (featured in body of page)	Brand promotion	Sign-up	Ratings; 'join'	RG message	Mix	19 links 20+ brands

AM2	Offer list (featured in body of page)	Inducement	Bonus bet returns	Various offers e.g. win and get your stake back in bonus bets, up to \$50. Login for offer	RG message; offer T+Cs	Referral	6 promotions 2 brand
AM2	Top banner ad	Brand promotion	Product feature	Personalised tips. Login for offer	RG message	Referral	1 promotion
AM2	Side panel ads	Brand promotion	Product feature	Personalised tips	RG message; state-based restrictions; offer T+Cs	Referral	1 promotion
AM3	Top banner ad	Brand promotion	Product feature	Social betting	RG message	Advert	1 promotion
AM3	Header	Brand promotion	Product feature	Advertisement carousel e.g. get bigger odds in same game multis	RG message; offer T+Cs	Referral	5 promotions 5 brands
AM3	Side panel ads	Brand promotion	Product feature	Wagering operator name + tagline; social betting	RG message	Referral	2 promotions 2 brands
AM3	Side panel ads	Brand promotion	Sign-up	Wagering operator names + taglines; 'join'	RG message	Referral	20+ links 20+ brands
AM3	Review (featured in body of page)	Brand promotion	Sign-up	Ratings; 'join'	RG message; state-based restrictions	Referral	9 links 9 brands
AM3	Review (featured in body of page)	Brand promotion	Sign-up	Top 5 sports betting apps in Australia	RG message; state-based restrictions	Referral	5 featured brands
AM4	Top banner ad	Brand promotion	Betting information; sign- up	NRL odds – 'bet'	RG message; offer T+Cs	Referral (marked as 'Ad')	1 promotion
AM4	Side panel ads	Brand promotion	Betting information; sign- up	NRL odds – 'bet'	RG message; offer T+Cs	Referral (marked as 'Ad')	1 promotion
AM4	Bottom of page banner	Brand promotion	Betting information; sign- up	NRL odds – 'bet'; same race multi	RG message; offer T+Cs	Mix	2 promotions 2 brands
AM4	Review (featured in body of page)	Brand promotion	Sign-up	Ratings; 'visit'	RG message	Mix	9 links 9 brands

AM5	Header	Brand promotion	Betting information; sign-up	NRL odds – odds comparison	nil	Referral	3 promotions 3 brands
AM5	Mid-body banner (body of page)	Brand promotion	Sign-up	Wagering operator name + tagline; 'bet'	RG message; offer T+Cs	Referral	4 promotions 4 brands
AM6	Header	Brand promotion	Product feature	Pictures of wagering operator apps	nil	nil	4 promotions 4 brands
AM6	Header	Brand promotion	Sign-up	Table of wagering operator ratings; 'sign up'	RG message	Referral	10 promotions 10 brands
AM6	Review (featured in body of page)	Brand promotion	Sign-up	Wagering operator names + taglines; ratings; 'visit'	nil	Referral	10 links 10 brands
AM7	Top banner ad	Brand promotion	Sign-up	Table of wagering operator ratings; 'bet now'	RG message	Referral	6 links 6 brands
AM7	Header	Brand promotion	Sign-up	Table of wagering operator ratings; 'visit'	nil	Referral	16 links 16 brands
AM7	Review (featured in body of page)	Brand promotion	Sign-up	Wagering operator names + taglines; ratings; 'visit'	nil	Referral	14 links 14 brands
AM8	Side panel ads	Brand promotion	Sign-up	Wagering operator names + taglines; 'bet'; betting platform benefits	RG message	Referral	9 promotions (2 highlighted) 9 brands
AM8	Body of page	Inducement (unbranded)	Bonus bet	Promotion of access to large bonus bets	No	nil	1 promotion
AM8	Review (featured in body of page)	Brand promotion	Sign-up	Wagering operator names + taglines; ratings; 'bet'	RG message	Referral	9 links 9 brands
AM8	Review (featured in body of page)	Brand promotion	Sign-up	Table of wagering operator ratings; 'join'	RG message	Referral	11 links 11 brands
AM8	Offer list (featured in body of page)	Inducement	Bonus bet returns; free bets	Multi-bets, bonus bets and free betting	RG message	Referral	20+ promotions 2 brands

AM9	Review (featured in body of page)	Brand promotion	Sign-up	Wagering operator names + taglines; ratings; 'join'	nil	Referral	20+ links 20+ brands
AM9	Review (featured in mid-body of page)	Brand promotion	Sign-up	Best betting sites; wagering operator names + taglines; ratings; 'visit'. <i>Each brand presented twice on page</i>	nil	Referral	20+ links 20+ brands
AM9	Offer list (featured in body of page)	Brand promotion	Sign-up	Sign-up bonuses (now banned); wagering operator names + taglines; 'visit'. <i>Each brand presented three times on page</i>	nil	Referral	20+ links 20+ brands
AM9	Comparison (featured in body of page)	Other	Product feature	Directly comparing two wagering operators against each other	nil	Referral	4 featured comparisons 5 brands (1 highlighted)
AM10	Review article in body of page	Brand promotion	Sign-up	Ratings; 'bet'	nil	Referral	3 brands
AM10	Top banner ad + mid- body banner	Brand promotion	Sign-up	Multi-bet function; 'join'	Yes	Referral	2 promotions 1 brand

*not all redirect links were functional.

Appendix B. Search and selection details for wagering affiliates in the website and Twitter analyses

There is no published list of wagering affiliates, so we used a similar strategy to Houghton et al. (2019) in the UK to select affiliate Twitter accounts and websites. Houghton et al. (2019) searched Twitter using five search terms: 'tips', 'accumulator', 'acca', 'bets' and 'betting'. They then assessed whether the identified accounts were active affiliate accounts, indicated by posting direct links to sign up or place bets with a specific UK wagering operator and posting on Twitter at least once in the past week.

The current study extended on this approach. First, we searched Twitter using the above terms, but also included 'sports tipping', 'AFL', 'NRL', 'analyst', 'previews', 'punter', 'punting', 'tipster', 'betting odds', 'racing', 'edge', 'analysis', 'bonus bets' and 'referral code'. We also searched for Twitter accounts that referred to responsible gambling or gambling helplines. We assessed each identified account to determine the number of followers and whether the account was active (tweeting within the month prior to 1st March 2023). Our initial audit found that, while many accounts did not include affiliate links in their tweets, they usually included a link to further information on their website which did include affiliate links. We therefore included these accounts for potential selection. After initial searches, relevant accounts started to show in our Twitter feeds, via the 'you might like' feature. Those identified in our Twitter feeds between 1st to 10th March 2023 were also included as potential affiliate accounts for the Twitter and website audits.

Second, we conducted a Google search with terms including 'Australia betting sites', 'betting odds comparison', 'betting odds', 'betting offers', 'bonus bets Australia', '[wagering operator] referral code' and 'online betting edge'. We also incorporated some of the Twitter search terms, including 'NRL tipping', 'race tipping', 'betting analysis' and 'betting previews'. Google searches typically provided millions of results and thus we limited searching to the first two pages of each search. Websites were assessed for whether they included recent information (i.e., were active) and whether they had active affiliate links to one or more wagering operator sites. Those identified from this procedure who also had active Twitter accounts were added to the list of potential accounts for the Twitter audit. Third, one of our previous studies collected wagering direct messages (Hing et al., 2018). Some messages were from affiliates and we examined those websites using the same criteria as above.

The top 10 active affiliate Twitter accounts had between 8,000 and 40,000 followers, and were all included in the Twitter audit. Three were identified from the previous study (Hing et al., 2018), one from Google searches, one from Twitter's 'you might like' feature, and the remaining five from Twitter searches. To optimise diversity while also capturing the most followed affiliates, the Twitter audit includes five affiliates included in the website analysis, and five affiliates not included in the website analysis.

Appendix C. Stakeholder interview topics

Interview recruitment materials and the full interview guides are available on request.

Wagering operators

- **Company background**
 - E.g., size, ownership, betting products, target market, branding.
- **Direct marketing practices**
 - Direct marketing offered to your accountholders, e.g., channels, main types of messages, volume and frequency of direct messages, variations in messages for different betting products and customers.
- **Impacts of direct marketing**
 - Impacts of direct marketing on your customers, e.g., customer responses to direct messages, impacts on their betting behaviour, impacts on gambling harm and problem gambling, information to help customers understand the content of direct messages and consumer protection tools, whether further or different regulation is needed.
- **Affiliate marketing arrangements**
 - E.g., your company's history of using affiliate marketers, current contracts with affiliate marketers, how affiliates assist your company's marketing and different business models and practices used, company support for its affiliates, key terms and conditions in your company's contracts with affiliates, monitoring of affiliates, payment models used, benefits and challenges of using affiliates.
- **Impacts of affiliate marketing**
 - E.g., how affiliate marketing has impacted the company's performance and revenue, impacts on your customers' betting behaviour, impacts on gambling harm and problem gambling, whether further or different regulation is needed.

Wagering affiliates

- **Your business' background**
 - E.g., size, ownership, products, target market, branding.
- **Affiliate marketing background**
 - E.g., your business' history of affiliate marketing, your affiliate marketing services to gambling operators and to betting operators, current contracts with betting operators.
- **Affiliate marketing practices for betting service providers**
 - E.g., how your business positions itself, how you build a following and gain new customers, use of web-based channels for promotion, direct messaging to customers, use of digital advertising and email lists, frequency of betting promotions, variations in promotions for different betting providers or customers.
- **Affiliate marketing arrangements with betting service providers**
 - E.g., How you select the best betting providers to contract with, payment models, support from betting providers, key terms and conditions with betting providers, how betting providers monitor your affiliate marketing, liability for any regulatory breaches, adherence to advertising codes and regulations.

- **Benefits and challenges of wagering affiliate marketing**
 - E.g., key success factors for wagering affiliate marketers, benefits and challenges for your business.
- **Impacts of affiliate marketing**
 - E.g., impacts of affiliate marketing on customers' betting behaviour, how affiliate marketing might impact on gambling harm and problem gambling, information to help customers understand the content of wagering messages you promote and consumer protection tools, whether further or different regulation is needed.

Gambling regulators

- **Background**
 - E.g., of your organisation or department, and your main roles
- **Direct marketing regulations**
 - E.g., organisational role in the regulation of direct marketing by betting service providers (BSPs), main regulatory requirements for BSPs in their provision of direct marketing, compliance with these regulations.
- **Impacts of direct marketing**
 - E.g., on customers' betting behaviour, gambling harm and gambling problems.
- **Regulatory challenges and opportunities**
 - E.g., main concerns and regulatory challenges in direct marketing by BSPs, need for further regulations.
- **Affiliate marketing regulations**
 - Organisational role in the regulation of affiliate wagering marketing, main regulatory requirements for BSPs and their affiliates in their provision of wagering marketing, compliance with these regulations.
- **Impacts of affiliate marketing**
 - E.g., on customers' betting behaviour, gambling harm and gambling problems.
- **Regulatory challenges and opportunities**
 - E.g., Main concerns and regulatory challenges in wagering affiliate marketing (business models used, payment models, marketing practices, legal compliance, responsible gambling, harm minimisation, consumer protection), need for further regulation, including under the National Consumer Protection Framework for Online Wagering.

Gambling support providers

- **Organisation background**
 - E.g., services offered, client numbers/volume, and characteristics
- **Impacts of direct wagering marketing on clients**
 - Your clients' attitudes to direct messages and inducements for betting.
 - Types of messages or betting inducements that they find attractive.
 - How direct messages and inducements impact on your clients' betting behaviour.
 - Recovery and relapse.
 - Impacts of direct messages and betting inducements on gambling harm .and problem gambling among clients and their families.

- Any focus on direct messages and betting inducements in your cognitive-behavioural therapy.
- Other professional views you might have and whether further or different regulation or other initiatives are needed.
- **Impacts of affiliate marketing on clients**
 - Clients' attitudes to affiliate marketing practices for betting.
 - Do they find the advice from betting tipsters, 'experts', and comparison sites to be credible?
 - How using betting tipsters, 'experts', or comparison sites impacts on your clients' betting behaviour and on gambling harm and problem gambling among your clients and their families.
 - Any focus on affiliate wagering marketing in your cognitive-behavioural therapy.
 - Other professional views you might have and whether further or different regulation or other initiatives are needed.

Appendix D. Baseline and short EMA survey instruments



Intro consent

Direct and Affiliate Wagering Marketing INFORMATION SHEET

Thank you for your interest in this study. It is being conducted by CQUniversity for Gambling Research Australia. By participating, you can help us to learn more about how marketing influences sports and race betting.

What you will be asked to do

1. You will be asked to complete the Baseline Survey which will take about 15 minutes. The Baseline Survey asks about your engagement with wagering operators, tipsters and other betting information services.
2. Select participants will then be asked to complete 7 short surveys (one every 48 hours). The surveys will be sent starting in the first week of August. Each short survey will take about 5 minutes to complete. The short surveys ask you about any direct marketing that you may have received in the previous 48 hours from wagering operators

and other betting-related services. We will also ask you to forward us a copy of the messages you receive. If you prefer, you can delete any identifying information before you send them to us, or we will do this once received.

3. You may also be able to participate in an experimental part of the study for extra compensation.

Compensation for your time and effort

In addition to the compensation provided by your panel provider for completing the Baseline Survey, you will receive \$5 in incentives for each of the 7 short surveys you complete, for a maximum of \$35. The incentives are provided in points that can then be redeemed in the usual way through your panel provider's system. All compensation will be paid by your panel provider at the end of the study.

How your confidentiality will be protected

The surveys do not ask for your name, so your responses will be completely anonymous. They will be combined with hundreds of other responses, so no one will know your individual answers.

We will assign a unique code to your survey responses and the direct messages you send us so your responses remain anonymous and the research team can link these together.

You can opt to remove any references to personal information from the emails, text messages and app notifications (e.g., pop-up messages or alerts on your device) from wagering operators before sending them to us.

If we do receive any materials from you containing personal information, we will immediately delete and replace the information with your unique (de-identified) code.

Please be assured that your name will not appear in the research report or any associated publications or presentations. We will also remove any references to personal information that might allow someone not on the research team to guess your identity. The data will be kept securely and indefinitely by CQUniversity.

The de-identified data (the data collected without any way of identifying you) will be stored and may be used by other researchers in the future. These researchers would need to supply an appropriate research proposal and have obtained approval from the Human Research Ethics Committee before access to the de-identified data would be given.

Where you can get further information

If you want further information or have any questions, please contact Professor Nerilee Hing at Central Queensland University (CQU): n.hing@cqu.edu.au. You can also contact

the Ethics Coordinator at CQU's Office of Research: 07 4923 2603. This study has been approved by CQU Human Research Ethics Committee (0000024276).

Some of the questions we ask are about your gambling behaviour. If you experience discomfort at any point during the surveys, you can contact Gambling Help on 1800 858 858 or www.gamblinghelponline.org.au or Lifeline on 13 11 14. These are free and confidential help services that operate 24 hours a day, 7 days a week.

Please print or save the Information Sheet so you have access to these details after you have completed the survey.

Would you like to see more information about the study?

- ☐ Yes, I would like to see more information about confidentiality, voluntary participation, feedback, and the project team.
- ☐ No, I don't need additional information and I am ready to start the survey.

ADDITIONAL DETAILS

Participation is voluntary

Participation in this study is completely voluntary. You are free to withdraw at any time until 31 August 2023. If you wish to withdraw your participation and/or any data you have provided, please advise us or your panel provider. After that

date, we will have combined your data with the data from other participants and will not be able to separate or remove it. If you withdraw while part way through any survey, we will not use any of your responses to that survey. You should also clear your browsing history so that no one can access your responses.

How you will receive feedback

Information about the results of the research will be made available through the website of Gambling Research Australia: <https://www.gamblingresearch.org.au>

Project team

Professor Nerilee Hing (Lead Investigator), Professor Matthew Rockloff, Professor Matthew Browne, Associate Professor Alex Russell, Dr Lisa Lole, Dr Hannah Thorne and Mr Vijay Rawat. Qualtrics is assisting with recruiting participants for this survey.

To participate

If you would like to participate CLICK --->

You will be asked to indicate that you have read and understood this information and if you consent to participate in the study.

I consent to participation in this research project and agree that:

- I have read and understood the Information Sheet that describes this study.
- Any questions I had about the study were answered by either the Information Sheet or the researchers.
- I understand I have the right to withdraw from the survey at any time.
- The research findings, which will not identify me, may be included in the researchers' publications on the study which may include conference presentations and research articles.
- To protect my privacy, my name will not be recorded or used in publication(s).
- I am providing my consent to participate in this study.

- ☐ Yes, I consent to take part and would like to continue with the study
- ☐ No, I do NOT consent and would like to exit the study

Screeners

IMPORTANT – this survey includes attention checks that you must answer correctly to continue. Please read each question carefully.

How old are you?

(Please enter numbers only below)

What is your postcode? (Where you mainly live; please enter numbers only below)

Do you currently have an **active account** with a wagering operator (that is, you have used the account in the last 12 months and haven't closed it)?

A wagering operator is a company that offers and accepts bets on things like sports and racing.

☐ Yes

☐ No

During the last 12 months, about how often did you **bet money on horse or greyhound races**? (Please select one response)

☐ Several times a day

☐ Nearly every day

☐ A few days a week

- ☐ About once a week
- ☐ About once a fortnight
- ☐ About once a month
- ☐ Less than once a month
- ☐ Never in the last 12 months

During the last 12 months, about how often did you **bet money on sporting events**, such as NRL, AFL, soccer, cricket, tennis, etc? (Please select one response)

- ☐ Several times a day
- ☐ Nearly every day
- ☐ A few days a week
- ☐ About once a week
- ☐ About once a fortnight
- ☐ About once a month
- ☐ Less than once a month
- ☐ Never in the last 12 months

Screeners2

Are you currently **opted out** of receiving marketing materials (e.g., emails, text messages, app notifications or phone calls) from **most** (50%+) of the wagering operators that you have an account with?

- ☐ Yes, I have opted out of receiving marketing materials from most of my wagering operators
- ☐ No, I still receive marketing materials from most of my wagering operators

Are you willing to answer up to 7 short surveys over the next few weeks for a maximum of \$35 in incentives?

- ☐ Yes, I am willing to answer up to 7 short surveys over the next few weeks
- ☐ No, thank you, I am not interested

We will email you the link to each short survey. Because these links will be sent every 48 hours over 2 weeks, you may like us to also send you a **text message** with the survey link. This will help ensure you don't miss any surveys and also allow you to complete the short surveys on your smartphone.

Are you willing to provide your **mobile phone number** so we can send you links for the short surveys over the next few weeks? We take your confidentiality very seriously and will only use your mobile phone number for this purpose.

- ☐ Yes, I'm willing to give you my mobile number for this purpose and understand you won't use it for any other reason
- ☐ No, I am not willing to give you my number, but I am willing to complete the surveys

Phone Number

Thank you for being willing to share your phone number.

Please enter your primary mobile number without any spaces. Survey links will be sent to this number, as well as to your

email address. If you want to complete the short online surveys on your smartphone, please make sure you provide a working mobile number.

Please verify your mobile phone number

ExperimentOptIn

DO YOU WANT TO PARTICIPATE IN OUR EXPERIMENT?

You can earn extra compensation of up to \$50 in incentives.

We invite you to participate in an additional experimental part of this study, for **extra** compensation to a maximum of AU\$50 in incentives. To participate in the experiment, you must **be willing to opt out of receiving direct messages** from **all** Australian and overseas wagering operators that you have an account with – **for the duration of the 7 short surveys** (every two days, starting the first week of August). You may or may not then be asked to actually opt out, but if you are asked to opt out, you will need to **send us proof** that you have opted

out (e.g., a screenshot).

All participants in the experiment will receive the extra compensation to a maximum of \$50 in incentives, even if you're not asked to actually opt out. The extra amount you receive will depend on how many surveys you answer. At least \$7 in incentives will be provided to participants in the experiment for each short survey they complete, to a maximum of \$50. The incentives are provided in points which can then be redeemed in the usual way through your panel provider's system. This compensation will be paid by your panel provider at the end of the study.

Are you **willing to opt out of receiving direct messages** from **all** Australian and overseas wagering operators that you have an account with **and provide proof** – for the duration of the 7 short surveys (every two days, starting the first week of August)?

- ☐ Yes, I am willing to opt out of receiving direct messages from these wagering operators
- ☐ No, I am not willing to opt out of receiving direct messages from wagering operators (Note: we'd still like you to complete the short surveys over the next few weeks and be compensated for these, but without the extra \$50 (maximum) for participating in the experiment)

The table below sets out the compensation that can be

received in this study with the additional experimental component. All monetary amounts below will be paid as points equivalent to the amounts below. These can then be redeemed in the usual way through your panel provider's system.

Survey	Compensation per survey for all participants	Extra compensation per survey for participants in the experiment. *	Maximum compensation per survey
Baseline survey	Based on your panel's incentive scheme		
Short survey 1	\$5	\$7	\$12
Short survey 2	\$5	\$7	\$12
Short survey 3	\$5	\$7	\$12
Short survey 4	\$5	\$7	\$12
Short survey 5	\$5	\$7	\$12
Short survey 6	\$5	\$7	\$12
Short survey 7	\$5	\$8	\$13
Maximum	\$35	\$50	\$85

* These are respondents who indicate they are willing to opt out of receiving direct messages from wagering operators for the duration of the 7 short surveys

Betting Inducements

Our first few questions are about betting inducements relating to race betting and/or sports betting. These are **promotions**

that offer incentives for betting, such as bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points.

During the **last 12 months**, about how often did you **take up** the following betting inducements for betting?

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Near ever day
Sign-up offer (to open a betting account)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Refer-a-friend offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Match (or partially match) your stake/deposit (with bonus bets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-bet offer that included bonus bets, refund or cash if multi bet fails by one or more legs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonus or better odds/winnings (e.g., odds boosts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Near ever day
Refund/stake-back offer (some money back if the bet doesn't win)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash-out early on a multi-bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy hour with better odds or winnings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rewards program run by a wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)							

<div style="border: 1px solid black; width: 230px; height: 30px;"></div>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Near ever day

How strongly do you **agree** or **disagree** with the following statements about betting inducements? [More Info](#)

	Strongly disagree	Disagree	Agree	Strongly agree
Using betting inducements makes my betting safer (less likely to lose)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betting inducements help me decide which bets to place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betting inducements help me decide how much money to place on a bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betting inducements help me decide which wagering operators to bet with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Agree	Strongly agree
Before using a betting inducement, I always read the terms and conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After using a betting inducement, I have sometimes realised I misunderstood whether I was eligible to receive the advertised bonus or reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After using a betting inducement, I have sometimes realised I misunderstood its turnover requirements. ('Turnover Requirements': How many times you must wager bonus funds or winnings before being able to withdraw funds)

☐
☐
☐
☐

After using a betting inducement, I have sometimes realised I misunderstood its expected pay-out

☐
☐
☐
☐

Strongly disagree

Disagree

Agree

Strongly agree

Wagering Operators

Which of the following **wagering operators** do you have an **active account** with (that is, you have used the account in the last 12 months and haven't closed it)? (Please select all that apply) [More Info](#)

☐ Actionbet

☐ BaggyBet

☐ Bbet

☐ Bet365

☐ Betdeluxe

☐ BetEasy

☐ BetEstate

☐ Betfair

☐ Betgalaxy (aka Track Pursuits)

☐ BetGold

☐ Picklebet

☐ PlayON

☐ PlayUP

☐ PointsBet

☐ Puntnow

☐ Puntondogs

☐ QuestBet

☐ Rivalry

☐ SportChamps

☐ Sportsbet

- | | |
|---|--|
| <input type="checkbox"/> BetKings | <input type="checkbox"/> Surge |
| <input type="checkbox"/> BetM | <input type="checkbox"/> Swift Bet |
| <input type="checkbox"/> Bet Nation | <input type="checkbox"/> TAB (aka UBET NT) |
| <input type="checkbox"/> Bet Right | <input type="checkbox"/> TAB (aka UBET Qld) |
| <input type="checkbox"/> betr | <input type="checkbox"/> TAB (aka UBET SA) |
| <input type="checkbox"/> BlueBet | <input type="checkbox"/> TAB (aka UBET Tas) |
| <input type="checkbox"/> Booki | <input type="checkbox"/> TAB Limited |
| <input type="checkbox"/> Boombet | <input type="checkbox"/> Tabcorp ACT |
| <input type="checkbox"/> Bossbet | <input type="checkbox"/> Tabcorp Wagering (Vic) |
| <input type="checkbox"/> Buddybet | <input type="checkbox"/> TabTouch or WATAB (aka RWWA) |
| <input type="checkbox"/> Cross Bet | <input type="checkbox"/> The Bet Deck |
| <input type="checkbox"/> Dabble | <input type="checkbox"/> Thunderbet |
| <input type="checkbox"/> Draftstars | <input type="checkbox"/> TopSport |
| <input type="checkbox"/> EliteBet | <input type="checkbox"/> Ultrabet |
| <input type="checkbox"/> EskanderBet | <input type="checkbox"/> Unibet |
| <input type="checkbox"/> Foxcatcher Betting | <input type="checkbox"/> UPCOZ |
| <input type="checkbox"/> GetSetBet | <input type="checkbox"/> Vinbet |
| <input type="checkbox"/> Goldbet | <input type="checkbox"/> Volcanobet |
| <input type="checkbox"/> Group 1 Sports | <input type="checkbox"/> Wellbet |
| <input type="checkbox"/> HAVABET | <input type="checkbox"/> WinnersBet |
| <input type="checkbox"/> Ladbrokes | <input type="checkbox"/> Zbet |
| <input type="checkbox"/> Midasbet | <input type="checkbox"/> On-course bookmakers (please specify) |
| <input type="checkbox"/> | <input type="checkbox"/> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> |
| <input type="checkbox"/> Neds | <input type="checkbox"/> Overseas operators (please specify) |
| <input type="checkbox"/> | <input type="checkbox"/> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> |
| <input type="checkbox"/> PalmerBet | |

This question is an attention check.

What is 6 plus two?

- ☐ Two
- ☐ Six
- ☐ Eight
- ☐ Twelve

WageringMarketing

During the **last 12 months**, how often did you see **advertisements or promotions for wagering operators** in the following media? [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
Social media (e.g., Twitter, Facebook, TikTok, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streaming services used by online influencers (e.g., Twitch, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other online media (e.g., websites, online adverts, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional forms of media (e.g., TV and paid content streaming like Kayo, radio, print, billboard, cinema etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Our next questions are about the direct messages you might receive from the **wagering operators** you have an active account with.

During the **last 12 months**, about how often did you receive **emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) or phone calls** from the **wagering operators** you have an account with? [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from **wagering operators** had the following features? [More Info](#)

	None of them	Some of them	Most of them
The messages were relevant to sports or sports betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were relevant to racing or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The messages promoted an **inducement to bet**, e.g., offers with bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points

☐
☐
☐

The messages were **customised** i.e., based on personalised knowledge about you or your betting history:
For example:

- It referred to a previous bet you've won.
- It referred to a team or horse that you follow.
- It wanted to welcome you back after an absence.

☐
☐
☐

During the **last 12 months**, about how many of the emails, text messages, app notifications and phone calls from **wagering operators directly resulted** in you placing a bet on sports or races? [More Info](#)

	None of them	A few of them	About half of them	Most of them	Almost all of them
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how often did these emails,

text messages, app notifications and phone calls from **wagering operators** influence your sports or race betting, in any of the following ways?

[More Info](#)

	Never	Sometimes	Most of the time	Almost always
To bet larger amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To bet smaller amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place more bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place fewer bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place bets with longer odds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Most of the time	Almost always
To place bets with shorter odds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place more spur-of-the-moment bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place fewer spur-of-the-moment bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To take up an inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place a bet you otherwise wouldn't have placed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Most of the time	Almost always
To bet with the operator who was recommended in the message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It reminded or triggered you to bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other influence (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div></div>				

Paid Tipsters

Do you have a **paid subscription** to any **tipster services** so they can send you betting tips or other betting news? These services include tipsters and tipping websites where you **pay a subscription fee** to receive tips and other information to inform your betting. Some services offer both free information and a paid subscription. If you use the paid parts of their service, please include here.

- ☐ Yes
☐ No

Please list all the **tipster services** you have a paid subscription with by name. Remember, please list **only** the ones you have **paid a fee** to subscribe to.

Please list here. [More Info](#)

During the **last 12 months**, how often did you see **advertisements or promotions for paid tipsters** in the following media? [More Info](#)

Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
--------------------------------------	------------------------------------	-----------------------------	------------------------------	----------------------------	----------------------------	------------------------	---------------------------

Social media (e.g., Twitter, Facebook, TikTok, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streaming services used by online influencers (e.g., Twitch, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other online media (e.g., websites, online adverts, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional forms of media (e.g., TV and paid content streaming like Kayo, radio, print, billboard, cinema etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next questions are about the direct messages you might receive from the **paid tipsters** you use.

During the last 12 months, about how often did you receive **emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) or phone calls** from the **paid tipsters** you use? [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from **paid tipsters** had the following features? [More Info](#)

	None of them	Some of them	Most of them
The messages were relevant to sports or sports betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were relevant to racing or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages promoted an inducement to bet , e.g., offers with bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were customised i.e., based on personalised knowledge about you or your betting history: For example:			
<ul style="list-style-type: none"> • It referred to a previous bet you've won • It referred to a team or horse that you follow • It wanted to welcome you back after an absence 	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how many of these emails, text messages, app notifications and phone calls from **paid tipsters** directly resulted in you placing a bet on sports or

racers? [More Info](#)

	None of them	A few of them	About half of them	Most of them	Almost all of them
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how often did these emails, text messages, app notifications and phone calls from **paid tipsters** influence your sports or race betting, in any of the following ways? [More Info](#)

	Never	Sometimes	Most of the time	Almost always
To bet larger amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To bet smaller amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place more bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place fewer bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place bets with longer odds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Never	Sometimes	Most of the time	Almost always
To place bets with shorter odds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place more spur-of-the-moment bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place fewer spur-of-the-moment bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To take up an inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To place a bet you otherwise wouldn't have placed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Most of the time	Almost always
To bet with the operator who was recommended in the message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It reminded or triggered you to bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other influence (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div></div>	Never	Sometimes	Most of the time	Almost always

During the **last 12 months**, about **how many of your bets** have been **influenced** by the following types of information from the **paid tipsters** you use? [More Info](#)

	None of them	A few of them	About half of them	Most of them	Almost all of them
Betting tips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Odds comparisons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betting promotions and bonuses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews / recommendations to use betting sites and apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in an online betting community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	None of them	A few of them	About half of them	Most of them	Almost all of them
Sports news items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racing news items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports / match review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Race day review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	None of them	A few of them	About half of them	Most of them	Almost all of them

During the **last 12 months**, how often did you **click on a link on a paid tipster's website, app or message** to directly take up or access the following? [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
A sign-up link for a wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A betting inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, how often did **information provided by a paid tipster** result in you going **directly to a wagering operator's website or app** to take up or access the following?

That is, you opened your betting app or the wagering operator's website yourself, **without clicking on a link on the**

paid tipster's website, app or message. [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
A sign-up offer for a wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A betting inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How strongly do you **agree or disagree** with the following statements about **paid tipsters**? If you are unsure, you can select "Don't know". [More Info](#)

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
I am aware that paid tipsters for sports and/or race betting exist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand how paid tipsters for sports and/or race betting operate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am knowledgeable about paid tipsters for sports and/or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that paid tipsters provide makes betting safer (less likely to lose)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that paid tipsters provide makes betting easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The information that paid tipsters provide helps people decide which bets to place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that paid tipsters provide helps people decide how much money to place on a bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that paid tipsters provide helps people decide which wagering operators to bet with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that the information paid tipsters provide is as truthful and accurate as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that the information paid tipsters provide is intended to help people make good betting selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
I am confident I could tell whether a paid tipster is paid by a wagering operator to promote the operator's products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that paid tipsters disclose if they are paid by a wagering operator to promote the operator's products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually check whether a paid tipster I use discloses if they are paid by a wagering operator to promote the operator's products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly
disagree

Disagree

Agree

Strongly
agree

Don't know

Free Betting Info Services

Do you use any **free betting info services** to seek out betting information, news and/or tips? These might include affiliate marketers, influencers, tipsters, betting communities, odds comparison sites, expert review sites, and sports/racing news websites.

They do **NOT** include the paid tipsters you identified above or information you get directly from wagering operators. Some services offer both free information and a paid subscription. If you use the free parts of their service, please include here

☐ Yes

☐ No

Please list all the **free betting info services** you use by name. Remember, please list only the betting info services you **use for free**. (Leave blank if none)

Please list here [More Info](#)

During the **last 12 months**, how often did you see **advertisements or promotions for free betting info services** in the following media? [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
Social media (e.g., Twitter, Facebook, TikTok, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Streaming services used by online influencers (e.g., Twitch, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other online media (e.g., websites, online adverts, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional forms of media (e.g., TV and paid content streaming like Kayo, radio, print, billboard, cinema etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next questions are about the direct messages you might receive from the **free betting info services** you use.

During the **last 12 months**, about how often did you receive **emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) or phone calls** from the **free betting info services** you use? [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how many of these

messages (emails, text messages, app notifications and phone calls) that you received from **free betting info services** had the following features? [More Info](#)

	None of them	Some of them	Most of them
The messages were relevant to sports or sports betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were relevant to racing or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages promoted an inducement to bet , e.g., offers with bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were customised i.e., based on personalised knowledge about you or your betting history: For example:			
<ul style="list-style-type: none"> • It referred to a previous bet you've won • It referred to a team or horse that you follow • It wanted to welcome you back after an absence 	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how many of these emails, text messages, app notifications and phone calls from **free betting info services** directly resulted in you placing a bet on sports or races? [More Info](#)

	None of them	A few of them	About half of them	Most of them	Almost all of them
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, about how often did these emails, text messages, app notifications and phone calls from **free betting info services** influence your sports or race betting, in any of the following ways? [More Info](#)

	Never	Sometimes	Most of the time	Almost always
To bet larger amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To bet smaller amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place more bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place fewer bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place bets with longer odds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Most of the time	Almost always
To place bets with shorter odds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place more spur-of-the-moment bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place fewer spur-of-the-moment bets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To take up an inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To place a bet you otherwise wouldn't have placed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
			Most of the	Almost

	Never	Sometimes	time	always
To bet with the operator who was recommended in the message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It reminded or triggered you to bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other influence (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div></div>				
	Never	Sometimes	Most of the time	Almost always

During the **last 12 months**, about **how many of your bets** have been **influenced** by the following types of information from the **free betting info services** you use?

[More Info](#)

	None of them	A few of them	About half of them	Most of them	Almost all of them
Betting tips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Odds comparisons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betting promotions and bonuses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews / recommendations to use betting sites and apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussion in an online betting community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	None of them	A few of them	About half of them	Most of them	Almost all of them
Sports news items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racing news items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports / match review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Race day review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

☐
☐
☐
☐
☐

None of
them

A few of
them

About
half of
them

Most of
them

Almost all
of them

During the **last 12 months**, how often did you **click on a link on a free betting service's website, app or message to directly take up or access the following?** [More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
A sign-up link for a wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A betting inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

During the **last 12 months**, how often did **information provided by a free betting info service** result in you going **directly to a wagering operator's website or app** to take up or access the following?

That is, you opened your betting app or the wagering operator's website yourself, **without clicking on a link on the free betting info service's website, app or message.**

[More Info](#)

	Never in the last 12 months	Less than once a month	About once a month	About once a fortnight	About once a week	A few days a week	Nearly every day	Several times a day
A sign-up offer for a wagering operator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A betting inducement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A specific bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How strongly do you **agree or disagree** with the following statements about **free betting info services**? If you are unsure, you can select “Don’t know”. [More Info](#)

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
I am aware that free betting info services for sports and/or race betting exist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand how free betting info services for sports and/or race betting operate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am knowledgeable about free betting info services for sports and/or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that free betting info services provide makes betting safer (less likely to lose)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that free betting info services provide makes betting easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The information that free betting info services provide helps people decide which bets to place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that free betting info services provide helps people decide how much money to place on a bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that free betting info services provide helps people decide which wagering operators to bet with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that the information free betting info services provide is as truthful and accurate as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that the information that free betting info services provide is intended to help people make good betting selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
I am confident I could tell whether a free betting info service is paid by a wagering operator to promote the operator's products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that free betting info services disclose if they are paid by a wagering operator to promote the operator's products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I usually check whether a free betting info service I use discloses if they are paid by a wagering operator to promote the operator's products

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Agree	Strongly agree	Don't know

PGSI

During the last 12 months, how often:

	Never	Sometimes	Most of the time	Almost always
Have you gambled more than you could really afford to lose?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you felt guilty about the way you gamble or what happens when you gamble?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you needed to gamble with larger amounts of money to get the same feeling of excitement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you gamble, did you go back another day to try to win back the money you lost?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you borrowed money or sold anything to get money to gamble?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Sometimes	Most of the time	Almost always
Has your gambling caused any financial problems for you or your household?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has gambling caused you any health problems, including stress or anxiety?

☐☐☐☐

Have people criticised your gambling or told you that you had a gambling problem because of your gambling, regardless of whether or not you thought it was true?

☐☐☐☐

Have you felt that you might have a problem with gambling?

☐☐☐☐

Never

Sometimes

Most of the time

Almost always

If gambling is a problem for you or others, please call the Gambling Helpline on 1800 858 858 or go to www.gamblinghelponline.org.au for free, confidential advice, available 24/7. If this survey has raised any other issues for you, please call Lifeline on 13 11 14.

Demographics

How old were you when you first placed a bet on sports or races with a wagering operator? (Please enter a number only below)

Are you...

- ☐ Male
- ☐ Female
- ☐ Other

In which country were you born?

- ☐ Australia
- ☐ Other (please specify)

What language do you mainly speak at home?

- ☐ English
- ☐ Other (please specify)

For statistical purposes, are you of Aboriginal or Torres Strait Island origin?

- ☐ No
- ☐ Yes, Aboriginal
- ☐ Yes, Torres Strait islander
- ☐ Yes, both Aboriginal and Torres Strait islander

In which state or territory do you live?

- ☐ Australian Capital Territory
- ☐ New South Wales

- ☐ Northern Territory
- ☐ Queensland
- ☐ South Australia
- ☐ Western Australia
- ☐ Victoria
- ☐ Tasmania

Which of the following best describes your current marital status?

- ☐ Single/never married
- ☐ Living with partner/de facto
- ☐ Married
- ☐ Divorced or separated
- ☐ Widowed

What is the highest level of education you have achieved?

- ☐ Year 10 or below
- ☐ Year 11 or equivalent
- ☐ Year 12 or equivalent
- ☐ A trade, technical certificate or diploma
- ☐ A university or college degree
- ☐ Postgraduate qualifications

Which of the following best describes what you mainly do?

- ☐ Work full-time
- ☐ Work part-time or casual
- ☐ Student (you may also be working part time to support your study)

- ☐ Unemployed and looking for work
- ☐ Full-time home duties
- ☐ Retired
- ☐ Sick or on a disability pension
- ☐ Other (please specify)

What was your personal annual income last year, before taxes?

- ☐ \$0 to \$19,999
- ☐ \$20,000 to \$39,999
- ☐ \$40,000 to \$59,999
- ☐ \$60,000 to \$79,999
- ☐ \$80,000 to \$99,999
- ☐ \$100,000 to \$119,999
- ☐ \$120,000 to \$139,999
- ☐ \$140,000 to \$159,999
- ☐ \$160,000 to \$179,000
- ☐ \$180,000 or more
- ☐ Prefer not to say

Experiment2

Thank you for being willing to participate in the additional experimental part of this study, for extra compensation to a maximum of AU\$50. Please see your instructions below.

To participate in the experiment, you need to:

1. **Actually opt out** of receiving emails, texts, app notifications, phone calls and any other direct marketing from **all** the Australian and overseas wagering operators you currently have an account with. These include `#{e://Field/WOList}`
2. You also need to **send us proof** that you have opted out of receiving direct marketing from **all** of these operators within a day.
3. Please do this by sending a screen shot, text message or email confirmation from each operator that you have opted out of, to cqustudy@cqu.edu.au and/or 0438 975 634. When you do so, **please ensure you quote this unique participant ID `#{e://Field/UniqueID}`. Please take a photo of this unique code or write it down.**
4. Please also answer the short surveys you'll receive over the next few weeks.

To participate in the experiment, you do **NOT** need to opt out of receiving emails, texts, app notifications, phone calls and any other direct marketing from the wagering operators you have an account with. Just please answer the short surveys you'll receive over the next few weeks. You will still receive the extra compensation to a maximum of AU\$50.

Thank you! We greatly appreciate your participation in this study. Please answer all the 7 short surveys that you will receive over the next few weeks. Remember, the compensation you receive depends on how many surveys you answer.

If gambling is a problem for you or others, please call the Gambling Helpline on 1800 858 858 or go to www.gamblinghelponline.org.au for free, confidential advice, available 24/7. If this survey has raised any other issues for you, please call Lifeline on 13 11 14.

Please click the ---> button below to submit your responses and close the survey.

Powered by Qualtrics



Exp

Thanks again for agreeing to participate in our experiment!

As a reminder, you were asked to opt out of receiving direct marketing from all your accounts with wagering operators `{e://Field/WOList}` and to send us proof at cqustudy@cqu.edu.au or 0438 975 634.

We haven't received proof from you yet.

Please remember that we are offering up to an additional \$50 compensation for people who take part in the experiment, but we can't offer this if we don't have proof **in the next 48 hours** that you've opted out.

If you have any questions, please send them through to cqustudy@cqu.edu.au

Intro

Direct and Affiliate Wagering Marketing Short EMA Survey

Thank you for previously completing the first (baseline) survey for this study. This short survey will take you about 5 minutes to complete. **Please look out for additional short surveys that will be sent to you every 48 hours.**

Remember – to maximise the value of the incentives you will receive, you need to complete the short surveys and forward us any emails, text messages or app notifications that you received from wagering operators, tipsters and other betting-related services in the last 48 hours.

The last page of the survey has these instructions. We want to make sure you're rewarded for your participation.

Betting in last 48 hours

In the last 48 hours, how many **bets** did you place on sports and races?

 bets

In the last 48 hours, about how much **money** did you **place**

on sports and races bets?

(Please don't enter the dollar symbol, just numbers)

\$

In the last 48 hours, about what **percentage** of your expenditure on sports and race betting was placed on bets that were:

(Please note that the total must add up to 100%)

Planned in advance

%

Placed on the spur of the moment

%

Total

%

Inducements last 48 hours

In the last 48 hours, how many of each of the following **betting inducements** did you take up?

If none, please enter 0. [More Info](#)

Please enter a number

Sign-up offer (to open a betting account)

Refer-a-friend offer

Match (or partially match) your stake/deposit (with bonus bets)

Multi-bet offer that included bonus bets, refund or cash if multi bet fails by one or more legs

Bonus or better odds/winnings (e.g., odds boosts)	<input type="text"/>
Refund/stake-back offer (some money back if bet doesn't win)	<input type="text"/>
Cash-out early on a multi-bet	<input type="text"/>
Happy hour with better odds or winnings	<input type="text"/>
Rewards program run by wagering operator	<input type="text"/>
Other (please specify) <input type="text"/>	<input type="text"/>

Wagering Operators Mkt

The next few questions are about **wagering operators** who provide sports betting and race betting services to customers (e.g., Sportsbet, Bet365, Ladbrokes, etc).

In the last 48 hours, how often did you see **advertisements or promotions for wagering operators** in the following media? [More Info](#)

	Never	A few times	Often
Social media (e.g., Twitter, Facebook, TikTok, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streaming services used by online influencers (e.g., Twitch, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other online media
(e.g., websites, online
adverts, etc)

☐☐☐

Traditional forms of
media (e.g., TV and
paid content
streaming like Kayo,
radio, print, billboard,
cinema etc)

☐☐☐

In the last 48 hours, about how many emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) and phone calls did you receive from the wagering operators you have an account with? These include $\{e://Field/WOList\}$ If none, please enter 0.

Please enter a number

Emails

Text messages

App notifications

Phone calls

In the last 48 hours, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from **wagering operators had the following features? These wagering operators include $\{e://Field/WOList\}$.**

None of them

Some of them

Most of them

The messages were relevant to sports or sports betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were relevant to racing or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages promoted an inducement to bet , e.g., offers with bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were customised i.e., based on personalised knowledge about you or your betting history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 48 hours, how much was your betting **influenced** in the following ways by tips, information or messages from the **wagering operators** you use? These include
 \${e://Field/WOList}

	Not at all	A little	A lot
How much I bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My betting selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The inducements I used More Info	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which wagering operators I bet with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Paid Tipsters Mkt

Our next few questions are about **paid tipsters**. Paid tipsters are services including tipsters and tipping websites where you **pay a subscription fee** to receive tips and other information to inform your betting.

In the last 48 hours, how often did you see **advertisements or promotions for paid tipsters** in the following media?

[More Info](#)

	Never	A few times	Often
Social media (e.g., Twitter, Facebook, TikTok, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streaming services used by online influencers (e.g., Twitch, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other online media (e.g., websites, online adverts, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional forms of media (e.g., TV and paid content streaming like Kayo, radio, print, billboard, cinema etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 48 hours, about how many **emails, text messages, app notifications and phone calls** did you receive from the **paid tipsters you use**? These include `{e://Field/PTPaidList}`.
If none, please enter 0.

Please enter a number

Emails

Text messages

App notifications

Phone calls

In the last 48 hours, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from **paid tipsters** had the following features? These paid tipsters include $\{e://Field/PTPaidList\}$.

	None of them	Some of them	Most of them
The messages were relevant to sports or sports betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were relevant to racing or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages promoted an inducement to bet , e.g., offers with bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were customised i.e., based on personalised knowledge about you or your betting history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 48 hours, how much was your betting influenced in the following ways by tips, information or messages from

the **paid tipsters** you use? These include `{e://Field/PTPaidList}`

	Not at all	A little	A lot
How much I bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My betting selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The inducements I used More Info	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which wagering operators I bet with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Free Betting Info Services Mkt

Our next few questions are about **free betting info services**. These include services, such as affiliate marketers, influencers, tipsters, betting communities, odds comparison sites, expert review sites, and sports/racing news sites, that **do not charge a fee** for betting info. They do **NOT** include paid tipsters or wagering operators.

In the last 48 hours, how often did you see **advertisements or promotions for free betting info services** in the following media? [More Info](#)

	Never	A few times	Often
Social media (e.g., Twitter, Facebook, TikTok, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Streaming services used by online influencers (e.g., Twitch, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other online media (e.g., websites, online adverts, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional forms of media (e.g., TV and paid content streaming like Kayo, radio, print, billboard, cinema etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 48 hours, about how many emails, text messages, app notifications and phone calls did you receive from the free betting info services you use? These include \${e://Field/FIList}
If none, please enter 0.

	Please enter a number
Emails	<input type="text"/>
Text messages	<input type="text"/>
App notifications	<input type="text"/>
Phone calls	<input type="text"/>

In the last 48 hours, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from free betting info services had the following features? These services include \${e://Field/FIList}.

None of them	Some of them	Most of them
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The messages were relevant to sports or sports betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were relevant to racing or race betting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages promoted an inducement to bet , e.g., offers with bonus bets, money-back offers, improved odds, cash rebates, matched-bets or rewards points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages were customised i.e., based on personalised knowledge about you or your betting history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 48 hours, how much was your betting **influenced** in the following ways by tips, information or messages from the **free betting info services** you use? These include

	Not at all	A little	A lot
How much I bet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My betting selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The inducements I used <input type="button" value="More Info"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which wagering operators I bet with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SGHS

In the last 48 hours, did you experience any of the following as a result of your sports or race betting?

(Please select one response on each line)

	No	Yes
Reduction of your available spending money	<input type="radio"/>	<input type="radio"/>
Less spending on recreational expenses such as eating out, going to the movies or other entertainment	<input type="radio"/>	<input type="radio"/>
Reduction of your savings	<input type="radio"/>	<input type="radio"/>
Sold personal items	<input type="radio"/>	<input type="radio"/>
Increased credit card debt	<input type="radio"/>	<input type="radio"/>
	No	Yes
Had regrets that made you feel sorry about your betting	<input type="radio"/>	<input type="radio"/>
Felt like a failure	<input type="radio"/>	<input type="radio"/>
Felt ashamed of your betting	<input type="radio"/>	<input type="radio"/>
Felt distress about your betting	<input type="radio"/>	<input type="radio"/>
Spent less time with people you care about	<input type="radio"/>	<input type="radio"/>
	No	Yes

Betting next 48 hours

In the next 48 hours, how many bets do you intend to place

on sports and races?

 bets

In the next 48 hours, about how much **money** do you **intend** to **place** on sports and races bets?

(Please don't enter the dollar symbol, just numbers)

Instructions

Please forward your direct messages to us

We need you to please forward any emails, text messages and app notifications to us that you received in the last 48 hours from wagering operators, paid tipsters and free betting info services. We've provided instructions for how to do this below.

You can choose to delete any personal details in the messages before you send them to us. If you don't delete them, we will replace any personal details with your unique participant code. Please **include this code** **`{e://Field/UniqueID}`** when you forward messages to us. We take your anonymity seriously, and your name, email address or phone number will not be stored or reported.

How to forward emails to us

You noted you received \${e://Field/EmailsSum1} email(s) from wagering operators, paid tipsters and free betting info services in the last 48 hours. Please forward these emails to cqustudy@cqu.edu.au and **be sure to include this unique ID** \${e://Field/UniqueID}.

How to forward text messages to us

You noted you received \${e://Field/TextsSum1} text messages from wagering operators, paid tipsters and free betting info services in the last 48 hours. Please forward these text messages to 0438 975 634 and be sure to include this unique ID (\${e://Field/UniqueID}).

For iOS (such as iPhone) hold your finger down on the message you'd like to forward. A pop up will appear. Please then select the “more” option. Click on the arrow which will appear at the bottom of the page. Then please enter 0438 975 634, add your unique code and send.

For Android systems (such as Samsung phones), hold your finger down on the message, then a list of options will appear. Press “forward”, enter 0438 975 634 into the recipient box, add your unique code and send.

How to forward app notifications to us

You noted you received \${e://Field/NotificationsSum1} app notifications from wagering operators, paid tipsters and free betting info services in the last 48 hours. Please forward these app notifications to cqustudy@cqu.edu.au or 0438 975 634 and **be sure to include this unique ID \${e://Field/UniqueID}.**

App notifications typically appear on your phone, often on your home screen. The best way to forward a notification is to first take a screenshot.

For iOS (such as iPhone), if your device has a home button (the round button under the screen), press and hold the “power” button and press the “home” button. If you don’t have a home button, hold down the “power” button and the “volume up” button at the same time. You may hear a camera shutter noise and see a flash. The screenshot will appear and you will be able to save it to your photos so you can email or SMS it to us.

For Android devices, press the power and volume down buttons at the same time. If that doesn’t work, press and hold the power button and select screenshot. At the bottom left, you’ll find a preview of your screenshot. You can also find it in

your Photos app. Tap “Library” then “Screenshots”. From there, you can edit and share it with us via email or SMS.

Finally, please confirm ...

Please confirm that you have forwarded to cqustudy@cqu.edu.au OR 0438 975 634 the emails, text messages and app notifications received in the last 48 hours from wagering operators, paid tipsters and free betting info services, and **have included this unique ID \${e://Field/UniqueID}.**

- ☐ Yes, I have forwarded messages to you
☐ No, I have not

We understand that we're asking you to do a bit by sending emails, messages and notifications.

Please remember that your number or email address will never be shown, and if the email or SMS or notification includes anything identifiable, this will also never be shown. It would be helpful if you could please share emails, messages or notifications with us, so that we can see what you are sent.

Thank you in advance for considering this.

Finally, please confirm ...

You said you have not received any wagering emails, texts or app notifications in the last 48 hours.

But we still need to hear from you! Please send an email to cqustudy@cqu.edu.au OR text message 0438 975 634 saying “I have not received any messages from wagering operators, paid tipsters and free betting info services in the last 48 hours. Please **be sure to include this unique ID** `{e://Field/UniqueID}`.

Please click ---> to move to the last page

If gambling is a problem for you or others, please call the Gambling Helpline on 1800 858 858 or go to www.gamblinghelponline.org.au for free, confidential advice, available 24/7. If this questionnaire has raised any other issues for you, please call Lifeline on 13 11 14.

Thanks for taking the time to complete the survey. We really appreciate your time and effort.
We'll send you a link to the next short survey on Thursday 17th August.
Remember, every survey you complete is valuable!

Appendix E. Exclusions and participant compensation for the EMA baseline survey

Table E.1 details exclusions from the baseline survey. These include potential respondents who did not meet the inclusion criteria: giving informed consent, living in Australia, being aged 18 years or older, having an active account with an Australian-licensed online wagering operator, betting on sports or races at least fortnightly, not already opted out of marketing from most wagering operators they had an account with, and being willing to answer up to seven short surveys over the next few weeks. Those who failed data quality checks were also excluded based on: inappropriate straightlining (i.e., selecting the same answer for all questions, such as “agree”), speeding (completing the baseline survey in under one-third the median response time), and for nonsensical responses in open-ended questions, all of which are signs of inattention. We also employed standard bot detection procedures. After taking into account exclusions (e.g., those who were screened out because they were not eligible, or those who did not pass standard data quality tests), 1,015 out of 1,189 eligible respondents completed the survey, for a completion rate of 85.4%. The response rate is unknown, as it is unclear how many potential participants were contacted by the panels.

Table E.1. Exclusions from the EMA baseline survey

Reason	Number excluded	Number remaining
Started survey	-	10,942
<i>Exclusions</i>		
IP address not in Australia	135	10,807
Did not consent	396	10,411
Aged under 18	17	10,394
No active account	6,651	3,743
Bet on sports and races monthly or less often	1,468	2,275
Has opted out of marketing	854	1,421
Not interested in an EMA	28	1,393
Over quota	183	1,210
Failed attention check	12	1,198
Data quality - straightlining	6	1,192
Data quality - duplicates	2	1,190
Data quality - other IP issue	1	1,189
<i>Completions</i>		
Valid number who started the survey		1,189
Did not complete the survey	174	

Completed		1,015
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Table E.2 details the participant compensation that could be received in this study. All monetary amounts were paid as points equivalent to the amounts below that could be redeemed in the usual way through each participant's panel provider.

Table E.2. Participant compensation

Survey	Compensation per survey for all participants	Extra compensation per survey for participants in the experiment. These are respondents who indicate they are willing to opt out of receiving direct messages from wagering operators for the duration of the 7 short surveys	Maximum compensation per survey
Baseline survey	Based on your panel's incentive scheme		
Short survey 1	\$5	\$7	\$12
Short survey 2	\$5	\$7	\$12
Short survey 3	\$5	\$7	\$12
Short survey 4	\$5	\$7	\$12
Short survey 5	\$5	\$7	\$12
Short survey 6	\$5	\$7	\$12
Short survey 7	\$5	\$8	\$13
Maximum	\$35	\$50	\$85

Appendix F. Results tables for the EMA baseline survey

Table F.1. Demographics from the EMA baseline survey (N = 1,015)

Demographic	Level	N	%
Gender	Male	597	58.8
	Female	417	41.1
	Other	1	0.1
Age^	18-39	496	48.9
	40+	519	51.1
Marital status	Single/never married	260	25.6
	Living with partner/de facto	210	20.7
	Married	436	43.0
	Divorced or separated	90	8.9
	Widowed	19	1.9
Education	Year 10 or below	68	6.7
	Year 11 or equivalent	32	3.2
	Year 12 or equivalent	203	20.0
	A trade, technical certificate or diploma	277	27.3
	A university or college degree	297	29.3
	Postgraduate qualifications	138	13.6
Employment	Work full-time	631	62.2
	Work part-time or casual	159	15.7
	Student	25	2.5
	Unemployed and looking for work	31	3.1
	Full-time home duties	32	3.2
	Retired	103	10.1
	Sick or on a disability pension	18	1.8
	Other	16	1.6
State of residence	Australian Capital Territory	14	1.4
	New South Wales	339	33.4
	Northern Territory	6	0.6
	Queensland	192	18.9
	South Australia	78	7.7
	Western Australia	78	7.7
	Victoria	289	28.5
	Tasmania	19	1.9
Income	\$0 to \$19,999	53	5.2
	\$20,000 to \$39,999	146	14.4
	\$40,000 to \$59,999	153	15.1
	\$60,000 to \$79,999	170	16.7
	\$80,000 to \$99,999	159	15.7

	\$100,000 to \$119,999	116	11.4
	\$120,000 to \$139,999	66	6.5
	\$140,000 to \$159,999	48	4.7
	\$160,000 to \$179,000	17	1.7
	\$180,000 or more	55	5.4
	Prefer not to say	32	3.2
Country of birth	Australia	882	86.9
	Other	133	13.1
Main language spoken at home	English	988	97.3
	Other	27	2.7
Aboriginal or Torres Strait Islander Status	Aboriginal or Torres Strait Islander	28	2.8
	Non- Aboriginal or Torres Strait Islander	987	97.2

Baseline survey. All participants.

Note: ^ Age mean = 42.9, standard deviation = 15.5.

Table F.2. Sports and race betting frequency, PGSI group and number of accounts for the EMA baseline survey (N = 1,015)

Variable	Level	N	%
Sports betting	Several times a day	19	1.9
	Nearly every day	53	5.2
	A few days a week	249	24.5
	About once a week	310	30.5
	About once a fortnight	169	16.7
	About once a month	53	5.2
	Less than once a month	59	5.8
	Never in the last 12 months	103	10.1
Race betting	Several times a day	34	3.3
	Nearly every day	83	8.2
	A few days a week	261	25.7
	About once a week	309	30.4
	About once a fortnight	153	15.1
	About once a month	76	7.5
	Less than once a month	61	6.0
	Never in the last 12 months	38	3.7
PGSI^	Non-problem	258	25.4
	Low-risk	200	19.7
	Moderate-risk	273	26.9
	"Problem"	284	28.0
Number of accounts^	One	407	40.1
	Two or more	608	59.9

Baseline survey. All participants.

Note: ^ PGSI mean = 5.28, standard deviation = 5.98. Number of accounts mean = 2.77, standard deviation = 3.17.

Table F.3. Frequency of taking up betting inducements in the last 12 months (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Bonus/better odds/winnings	3.95	1.67	4.19	1.52	3.73	1.78	4.09	1.73	3.76	1.58	3.62	1.66	4.23	1.64	3.55	1.79	4.22	1.54
Multi-bet offer if one leg fails	3.56	1.70	4.02	1.52	3.13	1.74	3.57	1.78	3.55	1.57	3.09	1.65	3.94	1.63	3.19	1.75	3.81	1.61
Refund/stake-back offer	3.43	1.84	3.75	1.79	3.12	1.84	3.50	1.92	3.33	1.73	2.84	1.70	3.91	1.82	2.92	1.80	3.77	1.80
Match your stake/deposit	3.15	1.57	3.48	1.54	2.84	1.54	3.11	1.61	3.22	1.52	2.65	1.43	3.57	1.57	2.86	1.65	3.35	1.49
Cash-out early	2.80	1.82	3.29	1.82	2.33	1.69	2.75	1.85	2.87	1.77	2.10	1.46	3.38	1.88	2.42	1.81	3.06	1.78
Happy hour	2.51	1.87	2.99	2.02	2.05	1.60	2.37	1.88	2.70	1.84	1.72	1.34	3.15	2.00	2.18	1.85	2.72	1.86
Rewards program	2.51	1.81	3.00	1.93	2.04	1.56	2.42	1.83	2.64	1.79	1.74	1.34	3.14	1.90	2.07	1.70	2.80	1.83
Sign-up offer	2.24	1.53	2.68	1.60	1.82	1.33	2.10	1.51	2.45	1.55	1.68	1.15	2.70	1.65	1.90	1.47	2.47	1.53
Refer-a-friend offer	1.93	1.44	2.32	1.63	1.55	1.12	1.80	1.38	2.12	1.51	1.40	0.88	2.37	1.65	1.77	1.49	2.03	1.40
Other	1.48	1.28	1.60	1.43	1.35	1.10	1.37	1.14	1.62	1.45	1.18	0.78	1.72	1.53	1.23	0.82	1.64	1.49

Baseline survey. All participants.

Question: WagerIndFreq "During the last 12 months, about how often did you take up the following betting inducements for betting?".

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.4. Agreement with statements about betting inducements (N = 998)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Inducements help me decide which wagering operators to bet with	2.77	0.78	2.91	0.70	2.64	0.82	2.80	0.80	2.74	0.74	2.60	0.80	2.92	0.72	2.48	0.83	2.96	0.68
Inducements help me decide which bets to place	2.73	0.70	2.84	0.63	2.62	0.75	2.69	0.74	2.77	0.64	2.59	0.71	2.84	0.68	2.62	0.75	2.80	0.66
Inducements help me decide how much money to place on a bet	2.69	0.75	2.84	0.70	2.53	0.77	2.68	0.78	2.70	0.70	2.52	0.76	2.82	0.72	2.58	0.80	2.75	0.71
Inducements make my betting safer	2.56	0.71	2.72	0.68	2.41	0.71	2.53	0.74	2.60	0.66	2.42	0.69	2.67	0.71	2.49	0.75	2.61	0.68
After using an inducement, I sometimes realise I misunderstood whether I was eligible to receive the bonus/reward	2.55	0.77	2.67	0.73	2.43	0.78	2.49	0.79	2.64	0.72	2.32	0.77	2.74	0.71	2.50	0.75	2.59	0.77
After using an inducement, I sometimes realise I misunderstood its expected pay-out	2.54	0.78	2.66	0.75	2.41	0.79	2.44	0.79	2.67	0.74	2.24	0.76	2.78	0.71	2.51	0.79	2.55	0.77
After using an inducement, I realise I have sometimes misunderstood its turnover requirements	2.52	0.80	2.66	0.77	2.39	0.80	2.44	0.82	2.64	0.74	2.26	0.78	2.73	0.75	2.44	0.79	2.57	0.80
I always read inducement terms and conditions	2.46	0.90	2.43	0.91	2.48	0.89	2.49	0.89	2.41	0.92	2.47	0.85	2.44	0.94	2.42	0.89	2.48	0.91

Baseline survey. Participants who have taken up any betting inducements in the last 12 months.

Question: WagerIndAgree "How strongly do you agree or disagree with the following statements about betting inducements?".

Response options: 1 "Strongly disagree", 2 "Disagree", 3 "Agree", 4 "Strongly agree".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.5. Percentage of participants who use paid tipsters (N = 1,015)

Total	Age (years)		Gender		PGSI group		Number of betting accounts	
	18-39	40+	Male	Female	NP/LR	MR/PG	One	Two+
10.8	14.3	7.5	9.4	12.9	4.4	16.2	3.4	15.8

Baseline survey. All participants.

Question: PTPaid "Do you have a paid subscription to any tipster services so they can send you betting tips or other betting news? These services include tipsters and tipping websites where you pay a subscription fee to receive tips and other information to inform your betting. Some services offer both free information and a paid subscription. If you use the paid parts of their service, please include here".

Response options: 1 "Yes", 2 "No".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.6. Percentage of participants who use free betting info services (N = 1,015)

Total	Age (years)		Gender		PGSI group		Number of betting accounts	
	18-39	40+	Male	Female	NP/LR	MR/PG	One	Two+
37.3	36.7	38.0	38.3	36.0	34.1	40.0	26.5	44.6

Baseline survey. All participants.

Question: FI "Do you use any free betting info services to seek out betting information, news and/or tips? These might include affiliate marketers, influencers, tipsters, betting communities, odds comparison sites, expert review sites, and sports/racing news websites. They do NOT include the paid tipsters you identified above or information you get directly from wagering operators. Some services offer both free information and a paid subscription. If you use the free parts of their service, please include here".

Response options: 1 "Yes", 2 "No".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.7. Frequency of seeing advertisements or promotions for wagering operators (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Traditional media	5.25	1.91	5.12	1.88	5.37	1.94	5.47	1.84	4.94	1.97	5.28	1.95	5.23	1.89	5.14	2.01	5.32	1.84
Social media	4.20	2.24	4.80	2.00	3.63	2.31	4.19	2.31	4.21	2.14	3.78	2.39	4.55	2.04	3.78	2.24	4.48	2.20
Other online (e.g., websites, online ads)	4.20	2.09	4.54	1.97	3.89	2.16	4.30	2.12	4.07	2.04	3.73	2.18	4.60	1.93	3.81	2.17	4.47	2.00
Streaming services (e.g., YouTube)	3.61	2.26	4.13	2.15	3.11	2.24	3.62	2.32	3.60	2.16	2.90	2.19	4.20	2.14	3.28	2.29	3.83	2.21

Baseline survey. All participants.

Question: WagerMktFreq "During the last 12 months, how often did you see advertisements or promotions for wagering operators in the following media?"

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.8. Frequency of seeing advertisements or promotions for paid tipsters (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Social media	2.88	2.00	3.39	1.97	2.40	1.92	2.97	2.04	2.75	1.95	2.22	1.83	3.42	1.98	2.25	1.79	3.30	2.03
Traditional media	2.88	2.17	3.16	2.19	2.61	2.11	2.87	2.22	2.90	2.09	2.19	1.91	3.45	2.20	2.56	2.14	3.10	2.16
Other online (e.g., websites, online ads)	2.75	1.98	3.08	2.03	2.43	1.88	2.80	2.04	2.67	1.89	1.96	1.61	3.40	2.02	2.31	1.88	3.04	1.99
Streaming services (e.g., YouTube)	2.51	1.94	3.02	2.03	2.03	1.73	2.50	1.99	2.53	1.88	1.68	1.43	3.20	2.04	2.13	1.80	2.77	2.00

Baseline survey. All participants.

Question: PTMktFreq "During the last 12 months, how often did you see advertisements or promotions for paid tipsters in the following media?"

Response options: 1 “Never in the last 12 months”, 2 “Less than once a month”, 3 “About once a month”, 4 “About once a fortnight”, 5 “About once a week”, 6 “A few days a week”, 7 “Nearly every day”, 8 “Several times a day”.

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.9. Frequency of seeing advertisements or promotions for free betting info services (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Traditional media	2.93	2.14	3.09	2.16	2.77	2.12	2.91	2.19	2.96	2.07	2.47	2.03	3.31	2.16	2.71	2.13	3.08	2.14
Social media	2.82	1.98	3.26	2.01	2.39	1.85	2.88	2.01	2.72	1.93	2.22	1.82	3.31	1.97	2.31	1.79	3.15	2.03
Other online (e.g., websites, online ads)	2.72	1.96	3.04	2.04	2.41	1.82	2.74	2.01	2.68	1.87	2.04	1.64	3.27	2.02	2.32	1.81	2.98	2.01
Streaming services (e.g., YouTube)	2.48	1.88	2.91	1.99	2.07	1.68	2.46	1.90	2.52	1.87	1.78	1.50	3.06	1.97	2.13	1.74	2.71	1.94

Baseline survey. All participants.

Question: FIMktFreq "During the last 12 months, how often did you see advertisements or promotions for free betting info services in the following media?".

Response options: 1 “Never in the last 12 months”, 2 “Less than once a month”, 3 “About once a month”, 4 “About once a fortnight”, 5 “About once a week”, 6 “A few days a week”, 7 “Nearly every day”, 8 “Several times a day”.

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.10. Frequency of receiving direct messages from wagering operators that participants use (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Emails	4.39	1.77	4.59	1.67	4.21	1.85	4.42	1.71	4.35	1.87	3.98	1.78	4.73	1.70	3.91	1.81	4.72	1.67
Text messages	4.20	1.87	4.39	1.82	4.03	1.91	4.21	1.85	4.20	1.90	3.79	1.87	4.54	1.80	3.74	1.96	4.51	1.74
App notifications	4.15	2.21	4.63	2.10	3.69	2.21	4.08	2.21	4.26	2.20	3.47	2.14	4.71	2.10	3.65	2.25	4.49	2.11
Phone calls	1.96	1.79	2.38	2.07	1.56	1.35	1.94	1.79	1.99	1.79	1.32	1.04	2.48	2.08	1.78	1.78	2.08	1.79

Baseline survey. All participants.

Question: WagerDMFreq "During the last 12 months, about how often did you receive emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) or phone calls from the wagering operators you have an account with?"

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.11. Frequency of receiving direct messages from paid tipsters that participants use (N = 110)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Emails	4.54	1.72	4.34	1.72	4.90	1.68	4.61	1.52	4.46	1.92	4.35	1.66	4.58	1.74	5.14	1.51	4.45	1.74
App notifications	4.41	2.16	4.61	2.07	4.05	2.29	4.29	2.21	4.54	2.12	3.35	2.41	4.64	2.04	4.36	2.17	4.42	2.17
Text messages	4.34	2.02	4.45	1.93	4.13	2.17	4.05	2.05	4.63	1.96	3.70	2.06	4.48	1.99	4.14	2.25	4.36	1.99
Phone calls	3.34	2.10	3.68	2.01	2.72	2.16	3.09	2.09	3.59	2.11	2.45	1.85	3.53	2.12	3.36	2.31	3.33	2.09

Baseline survey. All participants who use paid tipping services.

Question: PTDMFreq "During the last 12 months, about how often did you receive emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) or phone calls from the paid tipsters you use?"

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.12. Frequency of receiving direct messages from free betting info services that participants use (N = 379)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Emails	3.31	6.00	3.52	2.02	3.11	2.03	3.14	2.03	3.55	2.03	2.78	2.00	3.67	1.99	2.67	1.89	3.56	2.04
App notifications	3.14	2.24	3.53	2.26	2.77	2.17	2.85	2.20	3.57	2.25	2.42	2.04	3.64	2.25	2.31	1.98	3.46	2.26
Text messages	3.00	2.07	3.25	2.07	2.77	2.06	2.74	1.99	3.40	2.13	2.22	1.79	3.55	2.09	2.21	1.76	3.31	2.11
Phone calls	1.98	1.75	2.38	1.97	1.61	1.42	1.76	1.58	2.32	1.93	1.30	1.04	2.46	1.97	1.62	1.39	2.13	1.85

Baseline survey. All participants who use free betting info services.

Question: FIDMFreq "During the last 12 months, about how often did you receive emails, text messages, app notifications (e.g., pop-up messages or alerts on your device) or phone calls from the free betting info services you use?"

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.13 Features of direct marketing from wagering operators that participants use (N = 987)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Promoted an inducement to bet	2.34	0.60	2.27	0.61	2.41	0.57	2.30	0.59	2.41	0.61	2.33	0.60	2.36	0.59	2.26	0.61	2.39	0.59
Sports/sports betting content	2.33	0.61	2.39	0.56	2.26	0.64	2.32	0.60	2.34	0.62	2.34	0.65	2.32	0.57	2.23	0.68	2.39	0.55
Race/race betting content	2.31	0.59	2.22	0.58	2.40	0.58	2.32	0.59	2.30	0.59	2.31	0.61	2.31	0.58	2.26	0.63	2.35	0.56
Customised	1.88	0.67	1.92	0.65	1.84	0.70	1.85	0.67	1.92	0.68	1.74	0.68	1.99	0.65	1.75	0.67	1.96	0.66

Baseline survey. All participants who received direct messages from wagering operators.

Question: WagerDMFeatures "During the last 12 months, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from wagering operators had the following features?".

Response options: 1 "None of them", 2 "Some of them", 3 "Most of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.14. Features of direct marketing from paid tipsters that participants use (N = 107)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Race/race betting content	2.32	0.64	2.17	0.66	2.58	0.50	2.42	0.66	2.21	0.61	2.74	0.45	2.23	0.64	2.50	0.52	2.29	0.65
Sports/sports betting content	2.17	0.62	2.26	0.56	2.00	0.70	2.11	0.69	2.23	0.55	2.00	0.82	2.20	0.57	2.00	0.68	2.19	0.61
Promoted an inducement to bet	2.14	0.72	2.20	0.70	2.03	0.75	2.13	0.77	2.15	0.67	1.89	0.88	2.19	0.68	2.36	0.84	2.11	0.70
Customised	2.08	0.63	2.12	0.56	2.03	0.75	1.98	0.65	2.19	0.60	1.74	0.65	2.16	0.60	1.86	0.77	2.12	0.61

Baseline survey. All participants who use paid tipping services and who have received direct messages or calls from paid tipping services.

Question: PTDMFeatures "During the last 12 months, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from paid tipsters had the following features?".

Response options: 1 "None of them", 2 "Some of them", 3 "Most of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.15. Features of direct marketing from free betting info services that participants use (N = 275)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Race/race betting content	2.25	0.62	2.12	0.58	2.38	0.63	2.27	0.66	2.22	0.57	2.33	0.66	2.21	0.60	2.19	0.64	2.27	0.61
Sports/sports betting content	2.18	0.59	2.29	0.56	2.06	0.61	2.13	0.61	2.24	0.57	2.05	0.66	2.24	0.55	2.08	0.63	2.21	0.58
Promoted an inducement to bet	2.09	0.68	2.16	0.66	2.01	0.70	2.01	0.71	2.19	0.63	1.95	0.71	2.16	0.66	2.05	0.65	2.10	0.69
Customised	1.85	0.66	1.92	0.65	1.79	0.66	1.73	0.66	2.02	0.62	1.62	0.64	1.98	0.63	1.81	0.61	1.87	0.67

Baseline survey. All participants who use free betting info services and who have received direct messages or calls from free betting info services.

Question: FIDMFeatures "During the last 12 months, about how many of these messages (emails, text messages, app notifications and phone calls) that you received from free betting info services had the following features?".

Response options: 1 "None of them", 2 "Some of them", 3 "Most of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.16 Frequency of direct messages from wagering operators that participants use that result in them placing bets (N = 987)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Text messages	2.34	1.13	2.57	1.14	2.12	1.07	2.31	1.14	2.39	1.11	1.93	0.97	2.67	1.14	2.09	1.14	2.50	1.09
Emails	2.25	1.08	2.42	1.12	2.09	1.01	2.26	1.08	2.24	1.08	1.83	0.90	2.60	1.09	2.05	1.06	2.38	1.07
App notifications	2.23	1.20	2.49	1.23	1.98	1.11	2.18	1.21	2.31	1.17	1.80	1.00	2.58	1.23	2.04	1.21	2.36	1.17
Phone calls	1.56	1.09	1.77	1.22	1.36	0.90	1.57	1.10	1.55	1.08	1.18	0.64	1.87	1.27	1.43	1.02	1.65	1.13

Baseline survey. All participants who received direct messages from wagering operators.

Question: WagerDMBets "During the last 12 months, about how many of the emails, text messages, app notifications and phone calls from wagering operators directly resulted in you placing a bet on sports or races?".

Response options: 1 "None of them", 2 "A few of them", 3 "About half of them", 4 "Most of them", 5 "Almost all of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.17. Frequency of direct messages from paid tipsters that participants use that result in them placing bets (N = 107)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Emails	3.13	1.10	3.03	1.04	3.32	1.19	3.22	1.17	3.04	1.03	2.74	1.33	3.22	1.03	3.50	1.02	3.08	1.11
Text messages	2.84	1.18	2.90	1.06	2.74	1.37	2.73	1.28	2.96	1.05	2.63	1.46	2.89	1.11	2.57	1.34	2.88	1.15
App notifications	2.75	1.20	2.83	1.07	2.61	1.41	2.64	1.14	2.87	1.25	2.00	1.11	2.91	1.16	2.50	1.35	2.78	1.18
Phone calls	2.27	1.29	2.49	1.22	1.87	1.32	2.13	1.31	2.42	1.26	1.68	1.06	2.40	1.30	2.14	1.35	2.29	1.28

Baseline survey. All participants who use paid tipping services and who have received direct messages or calls from paid tipping services.

Question: PTDMBet "During the last 12 months, about how many of these emails, text messages, app notifications and phone calls from paid tipsters directly resulted in you placing a bet on sports or races?".

Response options: 1 "None of them", 2 "A few of them", 3 "About half of them", 4 "Most of them", 5 "Almost all of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.18. Frequency of direct messages from free betting info services that participants use that result in them placing bets (N = 275)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Emails	2.98	1.22	2.94	1.16	3.02	1.27	2.96	1.24	3.00	1.19	2.89	1.38	3.02	1.12	3.02	1.28	2.97	1.20
Text messages	2.75	1.30	2.89	1.21	2.60	1.37	2.63	1.37	2.89	1.18	2.43	1.43	2.91	1.19	2.56	1.38	2.80	1.27
App notifications	2.65	1.31	2.78	1.22	2.53	1.39	2.66	1.38	2.65	1.23	2.38	1.46	2.80	1.21	2.41	1.33	2.73	1.30
Phone calls	1.76	1.20	2.00	1.31	1.51	1.02	1.68	1.19	1.86	1.22	1.29	0.91	2.00	1.26	1.72	1.15	1.77	1.22

Baseline survey. All participants who use free betting info services and who have received direct messages or calls from free betting info services.

Question: FIDMBet "During the last 12 months, about how many of these emails, text messages, app notifications and phone calls from free betting info services directly resulted in you placing a bet on sports or races?".

Response options: 1 "None of them", 2 "A few of them", 3 "About half of them", 4 "Most of them", 5 "Almost all of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.19 Ways that direct messages from wagering operators have influenced bets (N = 987)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
To take up an inducement	2.14	0.84	2.25	0.86	2.03	0.80	2.17	0.84	2.10	0.83	1.85	0.74	2.38	0.84	1.95	0.83	2.27	0.82
It reminded or triggered you to bet	2.12	0.85	2.28	0.83	1.96	0.83	2.04	0.85	2.22	0.84	1.80	0.74	2.37	0.85	1.97	0.83	2.21	0.85
To bet with the operator who was recommended in the message	2.09	0.95	2.18	0.91	2.00	0.97	2.12	0.97	2.04	0.91	1.84	0.92	2.28	0.92	1.93	0.98	2.19	0.91
To place more bets	2.08	0.84	2.29	0.85	1.88	0.79	2.02	0.85	2.17	0.83	1.73	0.71	2.36	0.84	1.89	0.84	2.20	0.82
To place more spur-of-the-moment bets	2.05	0.85	2.29	0.84	1.82	0.79	1.98	0.84	2.16	0.84	1.74	0.74	2.30	0.85	1.90	0.82	2.15	0.85
To place a bet you otherwise wouldn't have placed	2.02	0.80	2.17	0.80	1.88	0.78	1.99	0.80	2.06	0.81	1.70	0.68	2.28	0.80	1.84	0.77	2.14	0.80
To place bets with longer odds	1.85	0.82	2.04	0.87	1.66	0.71	1.82	0.83	1.88	0.79	1.52	0.65	2.11	0.84	1.70	0.81	1.94	0.81
To bet larger amounts	1.74	0.81	1.93	0.85	1.55	0.72	1.68	0.79	1.82	0.82	1.35	0.58	2.05	0.83	1.56	0.77	1.86	0.81
To place bets with shorter odds	1.69	0.78	1.85	0.82	1.54	0.71	1.68	0.81	1.71	0.76	1.38	0.58	1.94	0.84	1.56	0.75	1.77	0.80
To bet smaller amounts	1.62	0.83	1.79	0.89	1.46	0.74	1.62	0.86	1.63	0.79	1.35	0.65	1.84	0.90	1.55	0.84	1.67	0.82
To place fewer spur-of-the-moment bets	1.58	0.81	1.76	0.90	1.39	0.66	1.57	0.81	1.58	0.81	1.26	0.54	1.83	0.89	1.49	0.76	1.63	0.83
To place fewer bets	1.45	0.73	1.60	0.81	1.30	0.60	1.46	0.77	1.43	0.66	1.23	0.53	1.63	0.81	1.41	0.72	1.48	0.73
Other	1.21	0.57	1.25	0.60	1.17	0.54	1.16	0.51	1.29	0.65	1.10	0.43	1.30	0.65	1.13	0.44	1.26	0.64

Baseline survey. All participants who received direct messages from wagering operators.

Question: WagerDMBetWays "During the last 12 months, about how often did these emails, text messages, app notifications and phone calls from wagering operators influence your sports or race betting, in any of the following ways?".

Response options: 1 "Never", 2 "Sometimes", 3 "Most of the time", 4 "Almost always".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.20. Ways that direct messages from paid tipsters have influenced bets (N = 107)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
To place a bet you otherwise wouldn't have placed	2.53	0.87	2.64	0.80	2.34	0.97	2.53	0.96	2.54	0.78	1.84	0.83	2.68	0.81	2.36	0.75	2.56	0.89
To place more bets	2.52	0.89	2.70	0.77	2.21	1.02	2.47	1.02	2.58	0.75	2.11	0.94	2.61	0.86	2.14	0.95	2.58	0.88
To place bets with longer odds	2.45	0.82	2.59	0.75	2.18	0.87	2.40	0.89	2.50	0.73	1.84	0.77	2.58	0.77	2.36	0.63	2.46	0.84
To bet larger amounts	2.42	0.80	2.55	0.72	2.18	0.90	2.33	0.90	2.52	0.67	1.79	0.86	2.56	0.73	2.29	0.61	2.44	0.83
To place more spur-of-the-moment bets	2.42	0.89	2.52	0.85	2.24	0.94	2.36	0.93	2.48	0.85	1.84	0.96	2.55	0.83	2.14	0.86	2.46	0.89
To take up an inducement	2.42	0.87	2.51	0.76	2.26	1.03	2.42	1.03	2.42	0.67	2.00	1.00	2.51	0.82	2.36	1.01	2.43	0.85
It reminded or triggered you to bet	2.40	0.82	2.54	0.72	2.16	0.95	2.35	0.93	2.46	0.70	1.79	0.86	2.53	0.76	2.21	0.80	2.43	0.83
To bet with the operator who was recommended in the message	2.34	0.94	2.36	0.82	2.29	1.14	2.31	1.03	2.37	0.84	1.63	0.83	2.49	0.90	2.14	1.23	2.37	0.89
To place bets with shorter odds	2.22	0.85	2.35	0.74	2.00	0.99	2.20	0.93	2.25	0.76	1.63	0.68	2.35	0.83	2.14	0.95	2.24	0.84
To bet smaller amounts	2.07	0.91	2.29	0.84	1.68	0.90	2.02	0.95	2.13	0.86	1.42	0.61	2.22	0.90	1.71	0.73	2.13	0.92
To place fewer spur-of-the-moment bets	2.00	0.91	2.23	0.81	1.58	0.95	1.93	0.96	2.08	0.86	1.42	0.61	2.13	0.92	1.79	0.80	2.03	0.93
To place fewer bets	1.97	0.88	2.22	0.87	1.53	0.73	1.84	0.90	2.12	0.86	1.42	0.61	2.09	0.89	1.79	0.70	2.00	0.91
Other	1.61	0.92	1.68	0.95	1.47	0.86	1.58	1.01	1.63	0.82	1.26	0.73	1.68	0.94	1.64	1.01	1.60	0.91

Baseline survey. All participants who use paid tipping services and who have received direct messages or calls from paid tipping services.

Question: PTDMBetWays "During the last 12 months, about how often did these emails, text messages, app notifications and phone calls from paid tipsters influence your sports or race betting, in any of the following ways?".

Response options: 1 "Never", 2 "Sometimes", 3 "Most of the time", 4 "Almost always".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.21. Ways that direct messages from free betting info services have influenced bets (N = 275)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
It reminded or triggered you to bet	2.19	0.82	2.34	0.75	2.03	0.87	2.04	0.81	2.37	0.81	1.81	0.72	2.38	0.81	1.97	0.78	2.25	0.83
To place more bets	2.17	0.83	2.28	0.83	2.05	0.82	2.04	0.80	2.33	0.85	1.79	0.68	2.37	0.83	2.02	0.79	2.21	0.84
To place more spur-of-the-moment bets	2.16	0.88	2.38	0.88	1.94	0.82	1.99	0.81	2.39	0.91	1.75	0.74	2.38	0.87	1.98	0.79	2.22	0.90
To place a bet you otherwise wouldn't have placed	2.14	0.81	2.27	0.79	2.01	0.82	2.05	0.80	2.26	0.82	1.74	0.67	2.36	0.80	1.97	0.78	2.19	0.82
To take up an inducement	2.05	0.80	2.14	0.81	1.96	0.79	1.98	0.81	2.13	0.79	1.78	0.75	2.19	0.80	2.00	0.85	2.06	0.79
To bet with the operator who was recommended in the message	2.00	0.86	2.14	0.82	1.85	0.88	1.93	0.83	2.08	0.90	1.65	0.81	2.18	0.83	1.86	0.89	2.04	0.85
To place bets with longer odds	1.98	0.79	2.16	0.79	1.80	0.74	1.88	0.76	2.11	0.80	1.64	0.65	2.16	0.79	1.78	0.52	2.04	0.84
To bet larger amounts	1.96	0.83	2.14	0.80	1.79	0.83	1.83	0.83	2.13	0.81	1.51	0.63	2.21	0.82	1.86	0.81	2.00	0.84
To place bets with shorter odds	1.86	0.80	2.01	0.81	1.71	0.76	1.76	0.77	2.00	0.82	1.48	0.63	2.06	0.81	1.70	0.68	1.91	0.83
To bet smaller amounts	1.81	0.85	2.05	0.86	1.57	0.77	1.74	0.86	1.91	0.83	1.55	0.76	1.96	0.86	1.73	0.86	1.84	0.85
To place fewer spur-of-the-moment bets	1.71	0.81	1.86	0.86	1.56	0.73	1.68	0.76	1.75	0.88	1.41	0.61	1.87	0.86	1.63	0.70	1.73	0.84
To place fewer bets	1.65	0.80	1.76	0.79	1.54	0.80	1.58	0.74	1.75	0.87	1.35	0.62	1.81	0.84	1.52	0.78	1.69	0.80

Other	1.33	0.67	1.38	0.72	1.27	0.63	1.28	0.64	1.39	0.72	1.12	0.41	1.44	0.76	1.23	0.61	1.36	0.69
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Baseline survey. All participants who use free betting info services and who have received direct messages or calls from free betting info services.

Question: FIDMBetWays "During the last 12 months, about how often did these emails, text messages, app notifications and phone calls from free betting info services influence your sports or race betting, in any of the following ways?".

Response options: 1 "Never", 2 "Sometimes", 3 "Most of the time", 4 "Almost always".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.22. Volume of bets influenced by information from paid tipsters that participants use (N = 110)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Betting tips	4.62	1.35	4.83	1.20	4.23	1.55	4.50	1.35	4.74	1.36	4.15	1.81	4.72	1.22	4.64	1.39	4.61	1.36
Race day review	4.21	1.57	4.55	1.45	3.59	1.60	4.02	1.75	4.41	1.34	3.40	1.85	4.39	1.45	3.86	1.66	4.26	1.56
Betting promotions and bonuses	4.19	1.67	4.39	1.49	3.82	1.92	4.11	1.77	4.28	1.57	3.80	2.12	4.28	1.55	3.71	2.05	4.26	1.60
Odds comparisons	4.14	1.58	4.38	1.46	3.69	1.72	4.04	1.64	4.24	1.53	3.55	1.93	4.27	1.48	3.71	1.94	4.20	1.53
Sports/match review	4.12	1.69	4.46	1.51	3.49	1.82	4.07	1.72	4.17	1.67	3.00	2.13	4.37	1.47	4.07	1.39	4.13	1.73
Reviews/recommendations to use betting sites and apps	4.11	1.80	4.34	1.64	3.69	2.02	3.96	1.93	4.26	1.66	3.35	2.25	4.28	1.65	4.07	2.02	4.11	1.78
Racing news items	4.10	1.68	4.45	1.63	3.46	1.60	3.80	1.77	4.41	1.54	3.35	2.11	4.27	1.54	3.57	1.83	4.18	1.65
Sports news items	4.00	1.82	4.34	1.68	3.38	1.91	3.91	2.00	4.09	1.62	2.95	2.06	4.23	1.68	4.00	1.96	4.00	1.81
Discussion in an online betting community	3.95	1.74	4.35	1.47	3.21	1.96	3.68	1.93	4.22	1.49	2.80	2.12	4.20	1.55	3.71	1.94	3.98	1.72
Other	2.42	1.83	2.51	1.84	2.26	1.85	1.95	1.58	2.91	1.96	1.80	1.44	2.56	1.89	2.71	1.82	2.38	1.84

Baseline survey. All participants who use paid tipping services.

Question: PTBetsInfluenced "During the last 12 months, about how many of your bets have been influenced by the following types of information from the paid tipsters you use?".

Response options: 1 "None of them", 2 "A few of them", 3 "About half of them", 4 "Most of them", 5 "Almost all of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.23. Volume of bets influenced by information from free betting info services that participants use (N = 379)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Betting tips	4.28	1.32	4.41	1.33	4.17	1.31	4.17	1.34	4.45	1.28	4.00	1.38	4.48	1.24	4.27	1.31	4.29	1.33
Betting promotions and bonuses	3.90	1.65	4.23	1.61	3.60	1.64	3.76	1.65	4.12	1.63	3.31	1.74	4.32	1.45	3.44	1.75	4.09	1.58
Odds comparisons	3.73	1.71	4.15	1.62	3.35	1.70	3.59	1.74	3.96	1.64	3.04	1.78	4.22	1.48	3.29	1.82	3.91	1.63
Race day review	3.59	1.76	3.60	1.87	3.57	1.67	3.43	1.75	3.83	1.76	3.03	1.79	3.98	1.64	3.46	1.73	3.64	1.78
Racing news items	3.54	1.74	3.53	1.85	3.55	1.62	3.46	1.75	3.67	1.71	2.95	1.75	3.96	1.60	3.25	1.77	3.66	1.71
Sports news items	3.53	1.76	3.96	1.61	3.14	1.81	3.34	1.75	3.81	1.74	2.81	1.77	4.03	1.58	3.02	1.84	3.73	1.69
Sports/match review	3.38	1.79	3.88	1.74	2.91	1.71	3.22	1.78	3.61	1.79	2.71	1.77	3.85	1.66	2.89	1.78	3.57	1.76
Reviews/recommendations to use betting sites and apps	3.27	1.85	3.63	1.82	2.93	1.82	3.05	1.82	3.59	1.86	2.44	1.75	3.85	1.69	2.67	1.87	3.51	1.79
Discussion in an online betting community	3.17	1.87	3.69	1.79	2.69	1.81	2.99	1.88	3.45	1.82	2.26	1.63	3.81	1.75	2.54	1.84	3.42	1.82
Other	1.63	1.40	1.79	1.53	1.49	1.26	1.47	1.20	1.88	1.63	1.21	0.80	1.93	1.64	1.46	1.26	1.70	1.45

Baseline survey. All participants who use free betting info services.

Question: FIBetsInfluence "During the last 12 months, about how many of your bets have been influenced by the following types of information from the free betting info services you use?"

Response options: 1 "None of them", 2 "A few of them", 3 "About half of them", 4 "Most of them", 5 "Almost all of them".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.24. Frequency of clicking on a link on a paid tipster's website, app or message to access... (N = 110)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
A betting inducement	3.87	1.99	3.96	1.97	3.72	2.04	3.70	2.11	4.06	1.86	3.10	2.29	4.04	1.89	3.07	2.02	3.99	1.97
A specific bet	3.79	2.06	3.90	2.03	3.59	2.11	3.75	2.11	3.83	2.02	3.25	2.29	3.91	1.99	2.86	1.83	3.93	2.06
A specific wagering operator	3.77	2.04	4.04	2.01	3.28	2.01	3.70	2.09	3.85	1.99	2.85	2.23	3.98	1.94	3.07	2.17	3.88	2.01
A sign-up link for a wagering operator	3.29	1.97	3.41	1.86	3.08	2.17	3.20	1.91	3.39	2.04	2.40	1.98	3.49	1.92	2.57	1.87	3.40	1.97

Baseline survey. All participants who use paid tipping services.

Question: PTLINKClicks "During the last 12 months, how often did you click on a link on a paid tipster's website, app or message to directly take up or access the following?"

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.25. Frequency of clicking on a link on a free betting info service's website, app or message to access... (N = 379)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
A specific bet	2.86	1.82	3.01	1.75	2.73	1.88	2.74	1.82	3.05	1.82	2.24	1.63	3.30	1.83	2.30	1.71	3.09	1.82
A specific wagering operator	2.72	1.86	2.87	1.81	2.57	1.90	2.58	1.85	2.92	1.87	2.09	1.64	3.15	1.89	2.10	1.75	2.96	1.85
A betting inducement	2.70	1.77	2.80	1.70	2.61	1.83	2.57	1.73	2.91	1.81	2.01	1.51	3.18	1.78	2.21	1.61	2.90	1.79
A sign-up link for a wagering operator	2.27	1.69	2.53	1.64	2.04	1.70	2.10	1.66	2.53	1.71	1.52	1.25	2.80	1.76	1.57	1.18	2.55	1.78

Baseline survey. All participants who use free betting info services.

Question: FILINKClick "During the last 12 months, how often did you click on a link on a free betting service's website, app or message to directly take up or access the following?"

Response options: 1 “Never in the last 12 months”, 2 “Less than once a month”, 3 “About once a month”, 4 “About once a fortnight”, 5 “About once a week”, 6 “A few days a week”, 7 “Nearly every day”, 8 “Several times a day”.

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.26. Frequency of going directly to a wagering operator based on information from a paid tipster to access ... (N = 110)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
A specific bet	4.09	1.88	4.31	1.74	3.69	2.09	4.00	2.05	4.19	1.72	3.65	2.21	4.19	1.80	3.36	2.10	4.20	1.84
A betting inducement	3.85	1.90	4.17	1.79	3.26	1.97	3.75	1.96	3.94	1.85	3.05	2.19	4.02	1.79	3.43	2.10	3.91	1.87
A sign-up offer for a wagering operator	3.43	1.72	3.73	1.59	2.87	1.84	3.27	1.75	3.59	1.69	2.90	2.08	3.54	1.62	3.14	1.75	3.47	1.72

Baseline survey. All participants who use paid tipping services.

Question: PTInfoGoToOperator "During the last 12 months, how often did information provided by a paid tipster result in you going directly to a wagering operator's website or app to take up or access the following? That is, you opened your betting app or the wagering operator's website yourself, without clicking on a link on the paid tipster's website, app or message."

Response options: 1 “Never in the last 12 months”, 2 “Less than once a month”, 3 “About once a month”, 4 “About once a fortnight”, 5 “About once a week”, 6 “A few days a week”, 7 “Nearly every day”, 8 “Several times a day”.

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.27. Frequency of going directly to a wagering operator based on information from a free betting info service to access... (N = 379)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
A specific bet	3.14	1.86	3.27	1.83	3.02	1.89	3.04	1.88	3.30	1.83	2.55	1.67	3.56	1.88	2.76	1.84	3.30	1.85
A betting inducement	2.85	1.80	3.03	1.76	2.68	1.82	2.66	1.77	3.13	1.82	2.11	1.49	3.36	1.82	2.33	1.66	3.05	1.82
A sign-up offer for a wagering operator	2.37	1.63	2.68	1.67	2.09	1.55	2.17	1.56	2.67	1.69	1.62	1.17	2.90	1.70	1.82	1.29	2.59	1.70

Baseline survey. All participants who use free betting info services.

Question: FIInfoGoToOperator "During the last 12 months, how often did information provided by a free betting info service result in you going directly to a wagering operator's website or app to take up or access the following? That is, you opened your betting app or the wagering operator's website yourself, without clicking on a link on the free betting info service's website, app or message".

Response options: 1 "Never in the last 12 months", 2 "Less than once a month", 3 "About once a month", 4 "About once a fortnight", 5 "About once a week", 6 "A few days a week", 7 "Nearly every day", 8 "Several times a day".

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.28 Opinions about paid tipsters (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
I am aware that paid tipsters for sports and/or race betting exist (dk = 99)	3.19	0.78	3.17	0.80	3.22	0.76	3.30	0.75	3.03	0.81	3.16	0.84	3.22	0.73	3.06	0.83	3.28	0.73
I usually check whether a paid tipster I use discloses if they are paid by a wagering operator to promote the operator's products (only those who use paid tipping services, N = 110, dk = 5)	3.07	0.75	3.07	0.65	3.05	0.91	3.02	0.85	3.11	0.64	3.10	0.72	3.06	0.76	3.00	0.68	3.08	0.76
The information that paid tipsters provide helps people decide which bets to place (dk = 150)	2.91	0.76	2.96	0.76	2.86	0.76	2.91	0.80	2.91	0.69	2.77	0.77	3.01	0.74	2.78	0.84	2.99	0.70
I understand how paid tipsters for sports and/or race betting operate (dk = 141)	2.82	0.83	2.84	0.83	2.81	0.82	2.93	0.82	2.65	0.81	2.71	0.86	2.91	0.79	2.63	0.84	2.94	0.80

The information that paid tipsters provide helps people decide which wagering operators to bet with (dk = 201)	2.74	0.84	2.88	0.82	2.60	0.84	2.68	0.88	2.83	0.77	2.49	0.81	2.92	0.81	2.61	0.84	2.82	0.83
The information that paid tipsters provide makes betting easier (dk = 171)	2.69	0.81	2.81	0.78	2.57	0.82	2.64	0.84	2.76	0.76	2.47	0.81	2.84	0.78	2.58	0.82	2.75	0.80
The information that paid tipsters provide helps people decide how much money to place on a bet (dk = 187)	2.69	0.79	2.82	0.75	2.57	0.81	2.65	0.82	2.76	0.73	2.52	0.77	2.82	0.78	2.57	0.83	2.76	0.76
I trust that the information paid tipsters provide is intended to help people make good betting selections (dk = 162)	2.68	0.82	2.77	0.80	2.59	0.83	2.67	0.84	2.68	0.79	2.52	0.85	2.79	0.77	2.62	0.86	2.71	0.79
I am knowledgeable about paid tipsters for sports and/or race betting (dk = 118)	2.64	0.87	2.67	0.87	2.60	0.88	2.71	0.87	2.52	0.87	2.51	0.90	2.74	0.84	2.48	0.87	2.73	0.87
I am confident I could tell whether a paid tipster is paid by a wagering operator to promote the operator's products (dk = 191)	2.58	0.89	2.75	0.88	2.42	0.88	2.61	0.90	2.54	0.88	2.36	0.87	2.75	0.88	2.46	0.91	2.66	0.87
I trust that the information paid tipsters provide is as truthful and accurate as possible (dk = 175)	2.55	0.87	2.70	0.88	2.41	0.85	2.53	0.89	2.59	0.84	2.35	0.85	2.71	0.86	2.47	0.91	2.60	0.85
I trust that paid tipsters disclose if	2.49	0.88	2.61	0.88	2.37	0.87	2.48	0.88	2.50	0.88	2.26	0.84	2.66	0.87	2.41	0.90	2.54	0.86

they are paid by a wagering operator to promote the operator's products (dk = 178)																		
The information that paid tipsters provide makes betting safer (less likely to lose) (dk = 178)	2.39	0.88	2.59	0.86	2.21	0.86	2.33	0.91	2.49	0.82	2.11	0.80	2.60	0.88	2.26	0.88	2.47	0.87

Baseline survey. All participants.

Question: PTOpinions "How strongly do you agree or disagree with the following statements about paid tipsters?".

Response options: 1 "Strongly disagree", 2 "Disagree", 3 "Agree", 4 "Strongly agree". Participants could also choose "don't know". Don't know responses were treated as missing for each statement and the number of don't know responses is given by dk on each line.

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Table F.29.Opinions about free betting info services (N = 1,015)

Item	Total		Age (years)				Gender				PGSI group				Number of betting accounts			
			18-39		40+		Male		Female		NP/LR		MR/PG		One		Two+	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
I am aware that free betting info services for sports and/or race betting exist (dk = 106)	3.21	0.69	3.18	0.73	3.24	0.66	3.28	0.69	3.12	0.69	3.18	0.73	3.24	0.66	3.09	0.74	3.29	0.65
The information that free betting info services provide helps people decide which bets to place (dk = 147)	2.92	0.72	2.94	0.76	2.90	0.68	2.90	0.72	2.96	0.72	2.83	0.70	2.99	0.73	2.84	0.74	2.97	0.71
I understand how free betting info services for sports and/or race betting operate (dk = 134)	2.91	0.76	2.92	0.76	2.91	0.76	2.97	0.75	2.83	0.77	2.80	0.80	3.00	0.72	2.79	0.79	2.98	0.73

I am knowledgeable about free betting info services for sports and/or race betting (dk = 132)	2.82	0.83	2.86	0.80	2.77	0.85	2.87	0.82	2.74	0.83	2.67	0.83	2.93	0.80	2.64	0.87	2.92	0.78
The information that free betting info services provide makes betting easier (dk = 158)	2.82	0.79	2.91	0.79	2.73	0.79	2.79	0.82	2.87	0.74	2.65	0.76	2.95	0.79	2.77	0.82	2.85	0.77
The information that free betting info services provide helps people decide which wagering operators to bet with (dk = 184)	2.76	0.80	2.88	0.78	2.64	0.80	2.70	0.84	2.85	0.73	2.51	0.77	2.94	0.77	2.63	0.85	2.83	0.76
I trust that the information that free betting info services provide is intended to help people make good betting selections (dk = 157)	2.75	0.77	2.81	0.77	2.70	0.78	2.75	0.81	2.76	0.72	2.65	0.73	2.83	0.80	2.70	0.82	2.79	0.75
I trust that the information free betting info services provide is as truthful and accurate as possible (dk = 174)	2.71	0.78	2.78	0.77	2.64	0.78	2.70	0.80	2.71	0.74	2.58	0.74	2.80	0.78	2.66	0.81	2.74	0.75
The information that free betting info services provide helps people decide how much money to place on a bet (dk = 177)	2.67	0.80	2.78	0.76	2.57	0.81	2.61	0.83	2.77	0.74	2.46	0.77	2.83	0.78	2.57	0.84	2.73	0.76
I am confident I could tell whether a free betting info service is paid by a wagering operator	2.66	0.86	2.78	0.83	2.58	0.87	2.70	0.88	2.62	0.82	2.50	0.82	2.79	0.87	2.55	0.84	2.74	0.86

to promote the operator's products (dk = 192)																		
I usually check whether a free betting info service I use discloses if they are paid by a wagering operator to promote the operator's products (only those who use free info services, N = 379, dk = 29)	2.64	0.83	2.78	0.82	2.51	0.82	2.59	0.83	2.71	0.84	2.51	0.82	2.72	0.83	2.51	0.84	2.69	0.82
I trust that free betting info services disclose if they are paid by a wagering operator to promote the operator's products (dk = 187)	2.61	0.84	2.72	0.84	2.51	0.83	2.61	0.86	2.62	0.81	2.42	0.80	2.76	0.84	2.51	0.87	2.68	0.81
The information that free betting info services provide makes betting safer (less likely to lose) (dk = 177)	2.51	0.85	2.69	0.81	2.34	0.85	2.47	0.87	2.57	0.81	2.28	0.79	2.68	0.85	2.39	0.86	2.59	0.83

Baseline survey. All participants.

Question: FIOpinions "How strongly do you agree or disagree with the following statements about free betting info services?".

Response options: 1 "Strongly disagree", 2 "Disagree", 3 "Agree", 4 "Strongly agree". Participants could also choose "don't know". Don't know responses were treated as missing for each statement and the number of don't know responses is given by dk on each line.

NP/LR = non-problem and low-risk participants based on the PGSI; MR/PG = moderate-risk and problem gambler participants based on the PGSI; M = Mean; SD = standard deviation.

Appendix G. Content analysis of wagering direct messages

Methods

We conducted a systematic content analysis of the direct messages from wagering operators, paid tipsters and free betting info services that were received and forwarded to us by participants during the EMA. Of note is that not all participants who received messages forwarded them to us and participants may not have forwarded all the messages they received. Accordingly, the sample of messages analysed may not be representative of the messages actually sent to participants during the EMA.

Based on similar research (Hing et al., 2018b), we developed a framework to guide the coding of each message against several criteria (Table G.1). One researcher initially coded the messages and a second researcher verified their coding to ensure the consistency of coding decisions, with minor refinements made to the coding frame during this process.

Table G.1. Coding frame for the content analysis of messages collected in the EMA

Variable	Levels
EMA wave	<ul style="list-style-type: none">• EMA1 through to EMA7
Message form	<ul style="list-style-type: none">• Text message• App notification• Email
Source of message	<ul style="list-style-type: none">• Wagering operator• Paid tipster• Free betting info service
Main content of message	<ul style="list-style-type: none">• Specific inducement• Betting tips• Brand awareness• General prompt to bet• Reminder a team/player/animal/etc. you've bet on is playing• Other
Type of betting promoted	<ul style="list-style-type: none">• Sports• Races• Both• Other• None
Bet type promoted	<ul style="list-style-type: none">• Outcome• Exotic• Micro• None
Whether message was incentivised	<ul style="list-style-type: none">• Yes• No
Type of inducement promoted	<ul style="list-style-type: none">• Refund/stake back• Multi bet offer• Bonus or better odds

	<ul style="list-style-type: none"> • Match (or partially match) your stake/deposit • Bonus/better winnings • Competitions • Winnings paid out even if you don't win • Free bets (selected punters) • Sign up offer • Refer a friend offer • Happy hour or similar offer • Mobile betting offer • Other free bets (e.g., predict the outcome of a match) • Cash rebate • Reduced commission • Other
Type of incentive offered	<ul style="list-style-type: none"> • Bonus bet • Better odds/winnings • Bonus cash • Cash back • Reward points • Reduced risk • Other
Includes responsible gambling message	<ul style="list-style-type: none"> • Yes • No
Includes/links to terms and conditions	<ul style="list-style-type: none"> • Yes • No
Includes opt-out feature	<ul style="list-style-type: none"> • Yes • No
Includes a link to the BetStop self-exclusion register	<ul style="list-style-type: none"> • Yes • No

In total, 678 messages were received from 125 participants and underpin the results below. Some messages contained multiple offers, so for some variables (e.g., inducements and incentives) the overall % exceeds 100.

Some participants did not provide 'complete' messages. For example, they may have taken a screenshot of the body of an email from a wagering operator, but not the complete email. This led to missing data for certain variables – particularly relating to the features that are usually contained within the end of messages (e.g., responsible gambling messages). For accuracy, we left these data as missing as we could not definitively code them as 'yes' or 'no'. For transparency, under each table we note whether the percentages for that table were calculated on the full set of messages (N = 678), or a smaller set of messages that contained complete information relevant to that variable.

Results

A little over half the messages received from participants were in email form (55.0%), followed by text messages (24.9%) and app notifications (20.1%) (Table G.2).

Table G.2. Message form

Message form	n (%)
Email	373 (55.0%)
Text message	169 (24.9%)
App notification	136 (20.1%)

All messages (N = 678).

Most messages were from wagering operators (82.9%), followed by free betting info services (14.3%) and a small proportion of messages from paid tipsters (2.8%) (Table G.3).

Table G.3. Source of the message

Message source	n (%)
Wagering operator	562 (82.9%)
Free betting info service*	97 (14.3%)
Paid tipster*	19 (2.8%)

All messages (N = 678). *Some free betting info services also offer premium subscription packages (making them paid tipsters). For these messages judgement was applied – e.g., if the message invited the customer to join, it was classified as from a free betting info service. If, however, the message appeared to be premium content, it was classified as from a paid tipster.

Half of all messages were for specific betting inducements (Table G.4). Other types of messages (e.g., announcement about the launch of BetStop or engagement polls) accounted for 17.4% of messages, followed by betting tips (13.1%) and reminders that a team/player/animal/etc the customer had previously bet on is competing (12.4%). Very few messages related only to brand awareness (4.3%) and general prompts to bet (2.5%).

Table G.4. Main message content

Main content of the message	n (%)
Specific inducement	341 (50.3%)
Other	118 (17.4%)
Betting tips	89 (13.1%)
Reminder that a team/player/animal/etc. you've bet on is playing	84 (12.4%)
Brand awareness	29 (4.3%)
General prompt to bet	17 (2.5%)

All messages (N = 678).

The majority of message (59.6%) related to race betting, followed by sports betting (17.4%) and 9.9% of messages related to both sports and race betting (Table G.5). A small proportion of messages (8.7%) did not relate to any specific kind of betting.

Table G.5. Type of betting promoted

Type of betting promoted	n (%)
Races	404 (59.6%)
Sports	118 (17.4%)
Both	67 (9.9%)
None	59 (8.7%)
Other	-

N = 648 messages.

Over half the messages (55.2%) did not promote a specific type of bet, e.g., where messages were more general in nature or for 'match your stake' offers where the focus is on depositing an amount rather than placing a bet (Table G.6). Over a quarter (28.5%) of messages related to outcome bets (head-to-head bets), and 15.3% related to exotic bets.

Table G.6. Bet type promoted

Bet type promoted	n (%)
None	374 (55.2%)
Outcome bet	193 (28.5%)
Exotic bet	104 (15.3%)
Micro bet	-

N = 671 messages.

Just over half off all messages (51.0%) promoted an incentive to bet (Table G.7).

Table G.7. Whether message was incentivised

Whether message was incentivised	n (%)
Yes	346 (51.0%)
No	332 (49.0%)

All messages (N = 678).

The top three inducements offered were for refund/stake back offers (59.8%), multi-bet offers (47.4%) and bonus/better odds (20.8%). Match (or partially match) your stake/deposit and bonus/better winnings comprised around 11% each of the inducements offered. Very few inducements were offered which related to competitions, winnings paid out even if you don't win, and free bets for selected punters. No messages promoted a sign-up offer, refer a friend offer, happy hour, mobile betting offer, other free bets, cash rebate or reduced commission (Table G.8).

Table G.8. Inducement type

Type of inducement	n (%)
Refund/stake back	207 (59.8%)
Multi-bet offer	164 (47.4%)
Bonus or better odds	72 (20.8%)
Match (or partially match) your stake/deposit	39 (11.3%)
Bonus/better winnings	39 (11.3%)
Competitions	18 (5.2%)
Winnings paid out even if you don't win	17 (4.9%)
Free bets (selected punters)	5 (1.4%)
Other	1 (0.3%)
Sign up offer	-
Refer a friend offer	-
Happy hour or similar offer	-
Mobile betting offer	-
Other free bets (e.g. predict the outcome of a match)	-
Cash rebate	-
Reduced commission	-

N = Only incentivised messages (346).

The most common incentive offered was bonus bets (95.1%). This was followed by better odds/winning (30.1%) and bonus cash (15.0%). Fewer messages were incentivised with cash back (9.2%), reward points (3.8%) and reduced risk (3.2%) (Table G.9).

Table G.9 Incentive type

Type of incentive	n (%)
Bonus bet	329 (95.1%)
Better odds/winnings	104 (30.1%)
Bonus cash	52 (15.0%)
Cash back	32 (9.2%)
Reward points	13 (3.8%)
Reduced risk	11 (3.2%)
Other	1 (0.3%)

N = Only incentivised messages (346).

The majority of messages contained a responsible gambling message (85.5%), terms and conditions (64.7%) and an opt-out feature (90.3%). Just over one-third (35.8%) of messages contained a link to the BetStop self-exclusion register (Tables G.10 through G.13).

Table G.10. Whether the message included a responsible gambling message

Responsible gambling message	n (%)
Yes	453 (85.5%)
No	77 (14.5%)

N = 530 messages.

Table G.11. Whether terms and conditions were included / linked to in the message

Terms and conditions	n (%)
Yes	358 (64.7%)
No	195 (35.3%)

N = 553 messages.

Table G.12. Whether the message included an opt-out feature

Opt-out feature	n (%)
Yes	465 (90.3%)
No	50 (9.7%)

N = 515 messages.

Table G.13. Whether the message included a link to BetStop

Link to BetStop self-exclusion register	n (%)
No	335 (64.2%)
Yes	187 (35.8%)

N = 522 messages.

Appendix H. Receipt of direct messages and inducements per wave by PGSI group and message source

Table H.1. Number and percentage of participants in each wave who were classified as MR/PG

Wave	MR/PG	
	N	%
1 (N = 588)	318	54.1
2 (N = 573)	303	52.9
3 (N = 538)	282	52.4
4 (N = 589)	307	52.1
5 (N = 589)	312	53.0
6 (N = 550)	286	52.0
7 (N = 593)	312	52.6

Table H.2. Number and percentage of participants in each PGSI group who did not bet and bet in each wave

Wave (N)	NP/LR			MR/PG		
	No bet	Bet	Bet	No bet	Bet	Bet
	n	n	%	n	n	%
1 (N = 588)	120	150	55.6	73	245	77.0
2 (N = 573)	103	167	61.9	78	225	74.3
3 (N = 538)	81	175	68.4	60	222	78.7
4 (N = 589)	154	128	45.4	120	187	60.1
5 (N = 589)	178	99	35.7	137	175	56.1
6 (N = 550)	119	145	54.9	107	179	62.6
7 (N = 593)	114	167	59.4	101	211	67.6

Table H.3. Number and percentage of participants in each wave who received direct messages from WO, by PGSI group

Wave (N)	NP/LR			MR/PG		
	Nothing from WO	Any from WO	Any from WO	Nothing from WO	Any from WO	Any from WO
	n	n	%	n	n	%
1 (N = 588)	132	138	51.1	95	223	70.1
2 (N = 573)	156	114	42.2	116	187	61.7
3 (N = 538)	146	110	43.0	115	167	59.2
4 (N = 589)	200	82	29.1	148	159	51.8
5 (N = 589)	186	91	32.9	160	152	48.7
6 (N = 550)	164	100	37.9	131	155	54.2
7 (N = 593)	190	91	32.4	164	148	47.4

Table H.4. Number and percentage of participants in each wave who received direct messages from PT, by PGSI group

Wave (N)	NP/LR			MR/PG		
	Nothing from PT	Any from PT	Any from PT	Nothing from PT	Any from PT	Any from PT
	n	n	%	n	n	%
1 (N = 588)	263	7	2.6	288	30	9.4
2 (N = 573)	265	5	1.9	281	22	7.3
3 (N = 538)	250	6	2.3	255	27	9.6
4 (N = 589)	276	6	2.1	281	26	8.5
5 (N = 589)	271	6	2.2	289	23	7.4
6 (N = 550)	256	8	3.0	256	30	10.5
7 (N = 593)	276	5	1.8	288	24	7.7

Table H.5. Number and percentage of participants in each wave who received direct messages from FI, by PGSI group

Wave (N)	NP/LR			MR/PG		
	Nothing from FI	Any from FI	Any from FI	Nothing from FI	Any from FI	Any from FI
	n	n	%	n	n	%
1 (N = 588)	241	29	10.7	256	62	19.5
2 (N = 573)	246	24	8.9	258	45	14.9
3 (N = 538)	230	26	10.2	231	51	18.1
4 (N = 589)	259	23	8.2	268	39	12.7
5 (N = 589)	259	18	6.5	271	41	13.1
6 (N = 550)	235	29	11	242	44	15.4
7 (N = 593)	260	21	7.5	273	39	12.5

Table H.6. Number and percentage of participants in each wave who received inducements from WO, by PGSI group

Wave (N)	NP/LR			MR/PG		
	No induce from WO	Induce from WO	Induce from WO	No induce from WO	Induce from WO	Induce from WO
	n	n	%	n	n	%
1 (N = 588)	172	98	36.3	115	203	63.8
2 (N = 573)	177	93	34.4	134	169	55.8
3 (N = 538)	152	104	40.6	112	170	60.3
4 (N = 589)	222	60	21.3	185	122	39.7
5 (N = 589)	226	51	18.4	190	122	39.1
6 (N = 550)	186	78	29.5	151	135	47.2
7 (N = 593)	198	83	29.5	162	150	48.1

Table H.7. Mean (and SD) and median number of direct messages from WO

Wave (N)	Number of DMs from WO		
	Mean	SD	Median
1 (N = 588)	1.90	6.47	1
2 (N = 573)	3.15	4.62	2
3 (N = 538)	1.32	5.17	0
4 (N = 589)	2.72	6.67	1
5 (N = 589)	1.52	6.59	0
6 (N = 550)	2.16	3.55	1
7 (N = 593)	1.20	6.26	0

Table H.8. Mean (and SD) and median number of direct messages from PT

Wave (N)	Number of DMs from PT		
	Mean	SD	Median
1 (N = 588)	0.13	1.22	0
2 (N = 573)	0.53	2.58	0
3 (N = 538)	0.05	0.45	0
4 (N = 589)	0.40	1.92	0
5 (N = 589)	0.07	0.52	0
6 (N = 550)	0.37	1.43	0
7 (N = 593)	0.14	1.92	0

Table H.9. Mean (and SD) and median number of direct messages from FI

Wave (N)	Number of DMs from FI		
	Mean	SD	Median
1 (N = 588)	0.65	6.24	0
2 (N = 573)	0.81	2.28	0
3 (N = 538)	0.26	1.41	0
4 (N = 589)	0.85	4.65	0
5 (N = 589)	0.64	6.32	0
6 (N = 550)	0.70	2.87	0
7 (N = 593)	0.56	6.04	0

