

# Exploring stigma around Asian gambling/gamblers in New Zealand

## External and Internal

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# 01

## Introduction and methodology

# Introduction: Research Background

Building on HPA funded media and comms strategy plan, AFS' main research purpose is to increase Asian gambling insights by

- expanding research scope into causes of gambling harm, cultural stigma issues, and online gambling/gaming among Asians, and
- collect opinions from gamblers and affected others around gambling harm and help-seeking barriers.

# Introduction: Methodology

- Questionnaire was co-developed by counsellors from Asian Family Services and Trace Research.
- Adhered to the guidelines of the New Zealand Ethics Committee and was judged as low risk therefore was approved for field study. Participants gave written informed consent to participate electronically;
- Data independently collected by Trace Research, between 14<sup>th</sup> April and 28<sup>th</sup> April 2021;
- Based on an online survey distributed to a nationally representative group of Asians who live in New Zealand. Quota sampling was used (according to the 2018 NZ Census) to ensure representativeness. Sample: **705 total** (All are Asians who currently live in NZ).

# Introduction: Sample Composition

Gender	%	Count
Male	49.3%	348
Female	50.7%	357
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Ethnicity <sup>1</sup>	%	Count
Chinese	34.7%	244
Indian	33.5%	236
Filipino	10.2%	72
Korean	5.0%	35
Japanese	2.5%	18
Sri Lankan	2.4%	17
Vietnamese	1.4%	10
Cambodian	1.4%	10
Asian other	9.1%	64
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Age Groups	%	Count
18-29 years	33.4%	235
30-49 years	35.1%	248
50-64 years	23.4%	165
65 years +	8.1%	57
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Location	%	Count
Northland Region	1.1%	7
Auckland Region	65.0%	458
Waikato Region - Hamilton	3.7%	26
Waikato Region - other	1.5%	11
Bay of Plenty Region	2.9%	20
Gisborne Region	0.1%	1
Hawke's Bay Region	0.7%	5
Taranaki Region	0.4%	3
Manawatu-Wanganui Region	2.3%	16
Wellington Region	9.5%	67
Tasman Region	0.3%	2
Marlborough Region	0.1%	1
Canterbury Region - Christchurch	10.1%	71
Canterbury Region - other	0.8%	6
Otago Region - Dunedin	0.9%	6
Otago Region - Queenstown	0.1%	1
Otago Region - other	0.1%	1
Southland Region	0.5%	3
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Job Status	%	Count
Retired	6.8%	48
Student	10.1%	71
Unemployed	4.4%	31
Homemaker	6.4%	45
Self-employed	10.6%	75
Full-time employed	52.6%	371
Part-time employed	9.1%	64
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Time Spent in NZ	%	Count
Less than 1 year	1.0%	7
1-5 years	17.4%	123
6-10 years	21.5%	152
11-15 years	13.6%	96
15 years or more	46.4%	327
<b>Total</b>	<b>100.0%</b>	<b>705</b>

02

**A snapshot of  
Asian gambling  
in New Zealand**

## Ranking of Gambling Activities in the Asian Community

In total, **74.7%** of Asians engaged in some form of gambling activity in the last 12 months. The most common activity is buying lotto or instant scratch tickets.



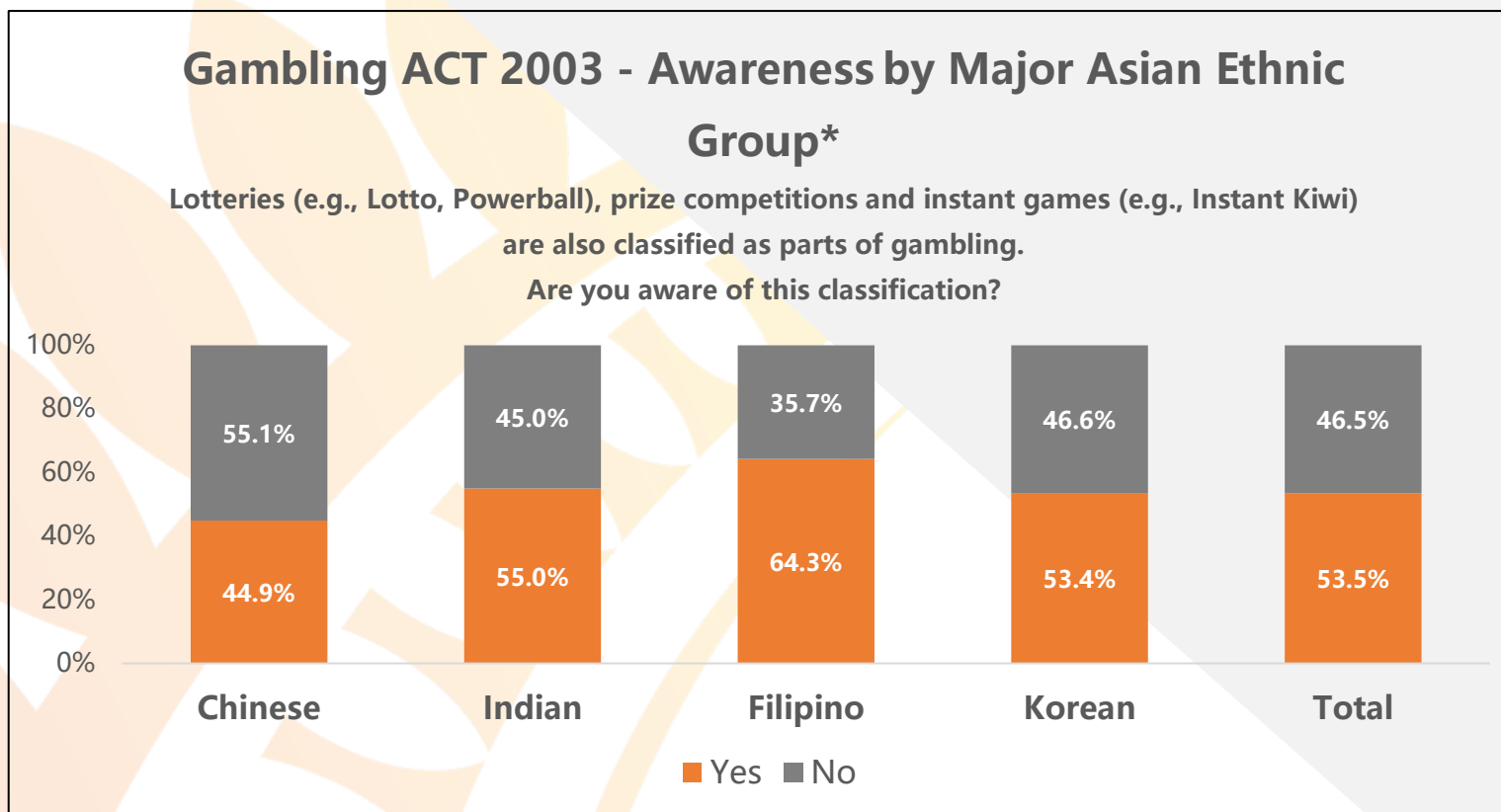
Note: 1. Q10. In the last 12 months, how often have you engaged in the following activities?  
Base: Total sample



## Gambling ACT 2003 - Awareness by Major Asian Ethnic Group

**53.5%** of Asians are aware of the Gambling Act's classification.

**55%** of Chinese don't know lotteries, prize competitions and instant games are also part of gambling.



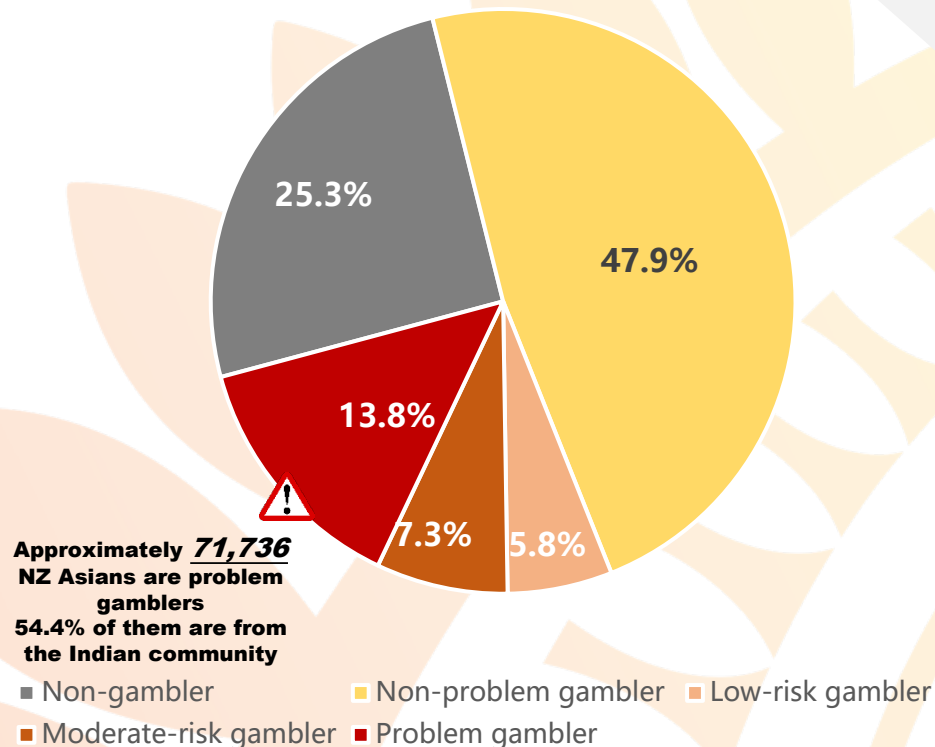
Note 1: Q11. According to New Zealand "The Gambling Act 2003", lotteries (e.g., Lotto, Powerball), prize competitions and instant games (e.g., Instant Kiwi) are also classified as parts of gambling. Are you aware of this classification?  
 Base: Total sample \*Other ethnicities excluded due to low base sizes

## NZ Asian Gambler Categories

Among the Asian gambling population, problem gamblers make up **13.8%**

### NZ Asian Gambler Categories

*Including non-gambler to show the overall pattern*



### The Problem Gambling Severity Index (PGSI)

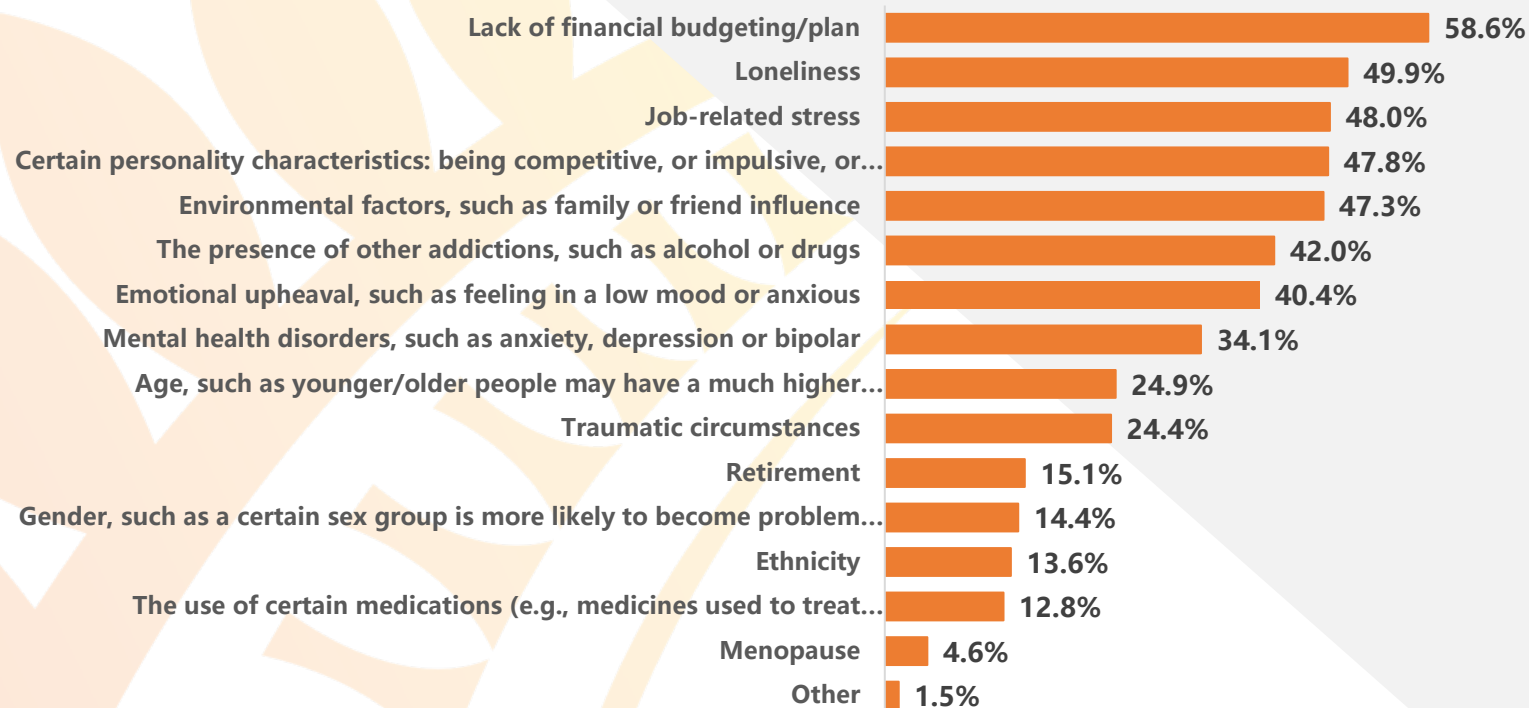
- Have you bet more than you could really afford to lose?
- Have you needed to gamble with larger amounts of money to get the same feeling of excitement?
- Have you gone back on another day to try to win back the money you lost?
- Have you borrowed money or sold anything to gamble?
- Have you felt that you might have a problem with gambling?
- Have people criticised your betting or told you that you had a gambling problem, whether or not you thought it was true?
- Have you felt guilty about the way you gamble or what happens when you gamble?
- Has gambling caused you any health problems, including stress or anxiety?
- Has your gambling caused any financial problems for you or your household?

## Ranking of Perceived Risk Factors for Developing an Addiction to Gambling

On average, Asians believe that the top 3 perceived risk factors for developing an addiction to gambling are:

- (1) lack of financial budgeting or planning
- (2) Loneliness
- (3) job-related stress

Ranking of Perceived Risk Factors for Developing an Addiction to Gambling<sup>1</sup>



Note: 1. Q14. Excessive Gambling is harmful to psychological and physical health. People who live with this addiction may experience depression, migraine, distress, intestinal disorders, and other anxiety-related problems. In general, which of the following items do you think increases the risk of developing an addiction to gambling? Please select all that apply.

Base: Total sample

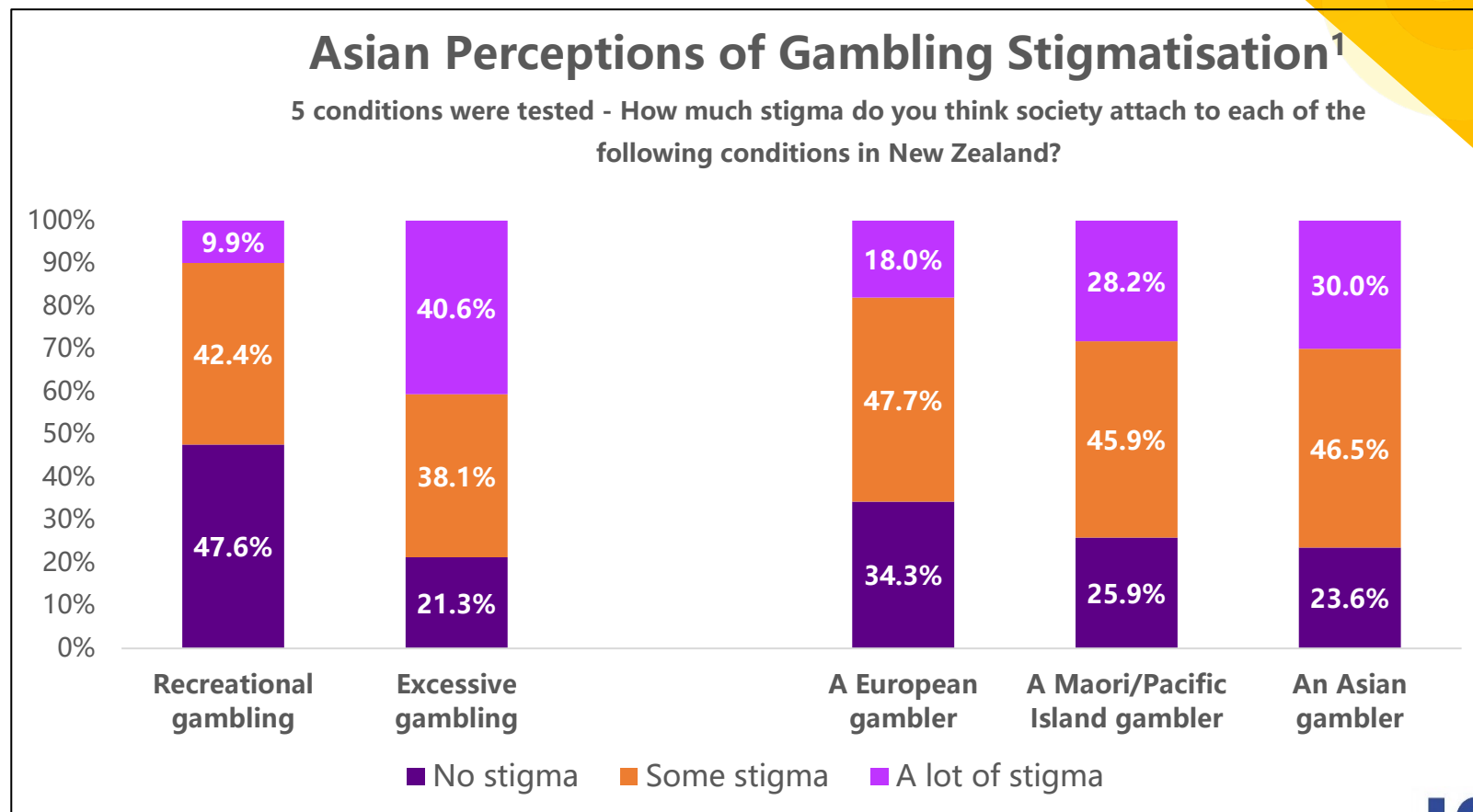
03

**External stigma:  
public perception**

# Asian Perceptions of Gambling Stigmatisation

Asians perceive that society has much stronger levels of stigmatisation towards excessive gambling than recreational gambling.

They also perceive that Asian or Māori /Pacific gamblers are stigmatised by society to a slightly greater level compared to a European gambler.



Note: 1. Q15. Stigma means that people are judged negatively by society because of a characteristic or condition that they have. How much stigma do you think society attach to each of the following conditions in New Zealand? Note that this question refers to your perception of other people's views, not your own views.

Base: Total sample

# Ranking of Asian Perceptions of Gambling Stigmatisation Amongst the General Public

The top 3 expressions of public stigma about gamblers with addiction are:

- (1) having unrealistic expectations about winning at gambling,
- (2) having an addictive personality, and
- (3) are irresponsible with money.

The weakest expression however, is that gamblers are likely to be of low socio-economic status.

Ranking of Asian Perceptions of Gambling Stigmatisation Amongst the General Public<sup>1</sup>

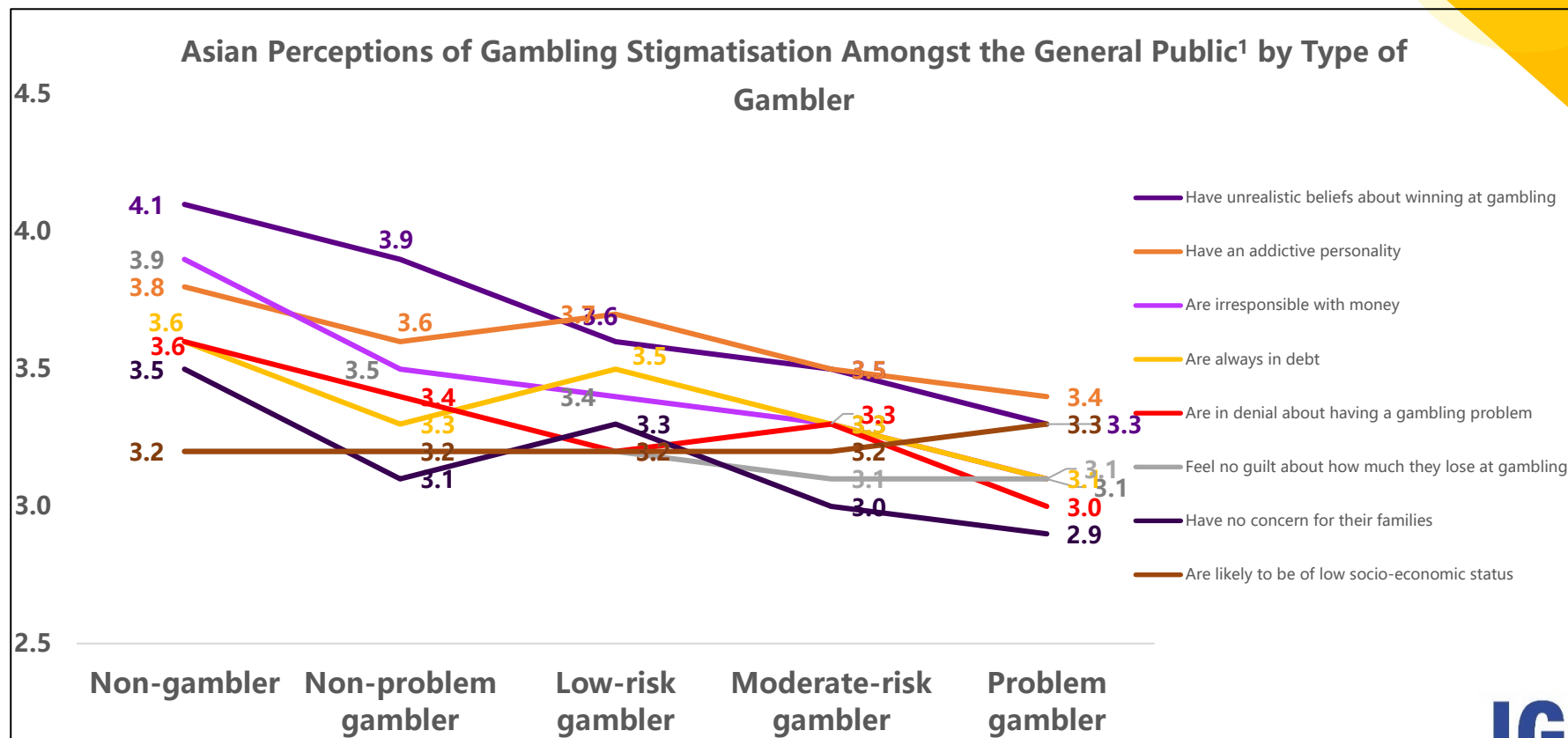


Note: 1. Q16. How strongly do you agree or disagree that most people believe the following statements about gamblers with addictions? Note that this question refers to your perception of other people's views, not your own views. 1 = Strongly Disagree, and 5 = Strongly Agree  
Base: Total sample

# Asian Perceptions of Gambling Stigmatisation Amongst the General Public by Type of Gambler

Across types of gamblers, Non-gamblers' expressions of public stigma about gamblers with addiction tends to be higher than gamblers.

The greatest difference in expressions between Non-gamblers and Problem gamblers lies with **'having unrealistic beliefs about winning at gambling'** and **'are irresponsible with money.'**



Note: 1. Q16. How strongly do you agree or disagree that most people believe the following statements about gamblers with addictions? Note that this question refers to your perception of other people's views, not your own views. 1 = Strongly Disagree, and 5 = Strongly Agree  
 Base: Total sample

04

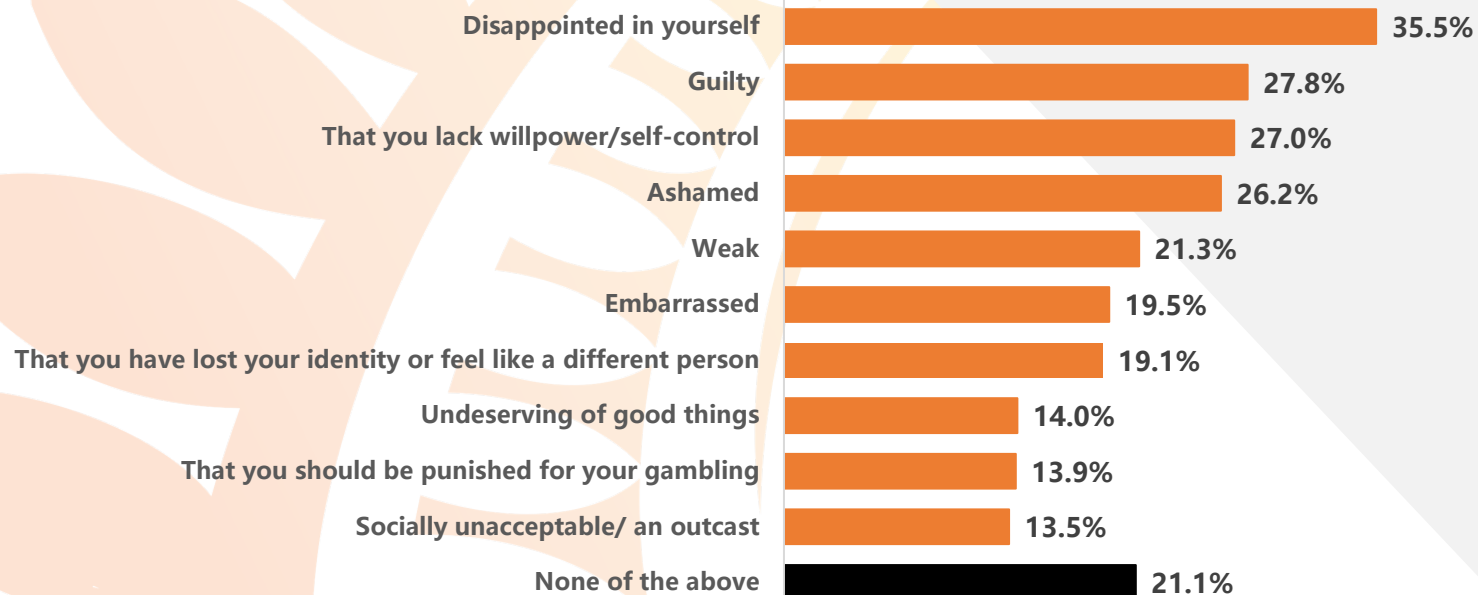
**Internal stigma:  
internalised pressure  
by an Asian gambler**



## Gamblers' Self-Stigmatisation

**78.9%** of gamblers experience some form of self-stigmatisation. The top 3 that are experienced is feeling (1) **disappointed in yourself**, (2) **guilty**, and (3) **that you lack willpower/self-control**, while just over 1/5 of gamblers have no negative feeling about gambling.

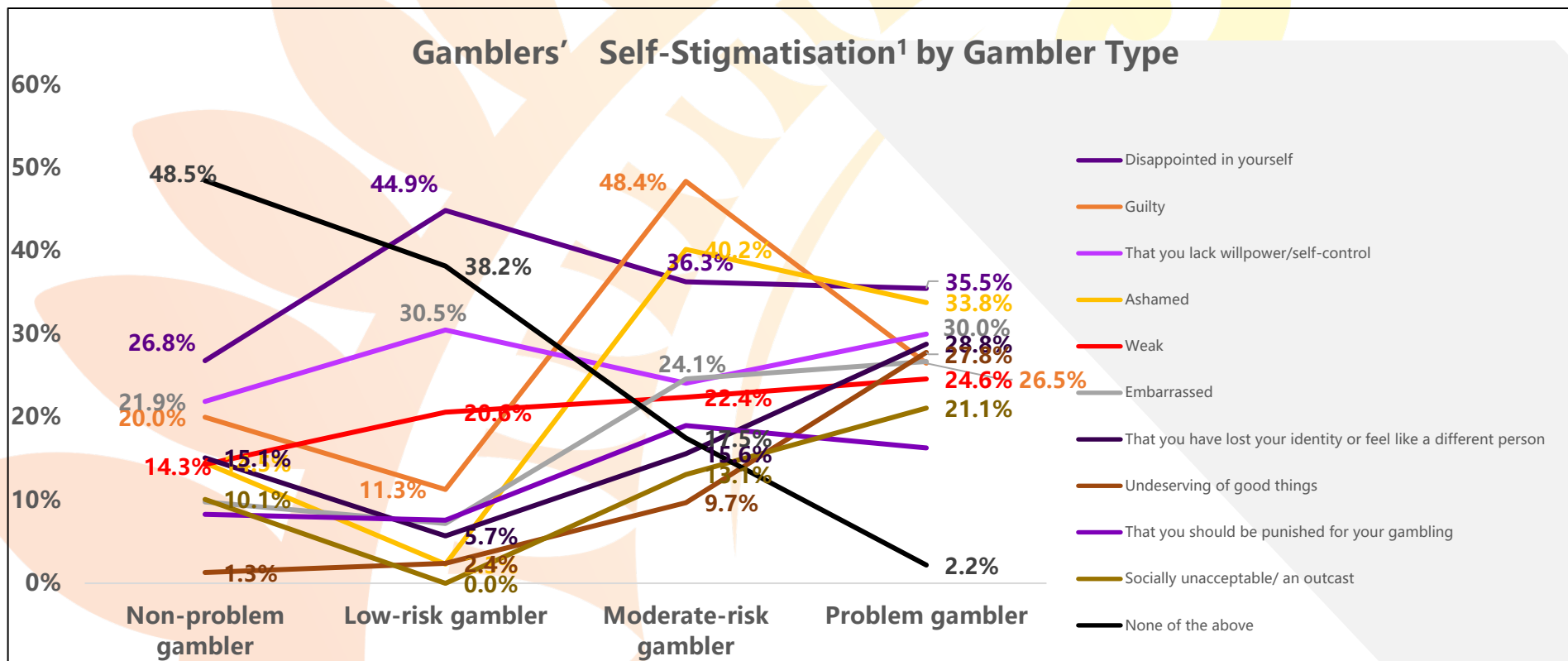
### Ranking of Gamblers' Self-Stigmatisation<sup>1</sup>



Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply.  
Base: Gamblers n=527

# Gamblers' Self-Stigmatisation<sup>1</sup> by Type of Gambler

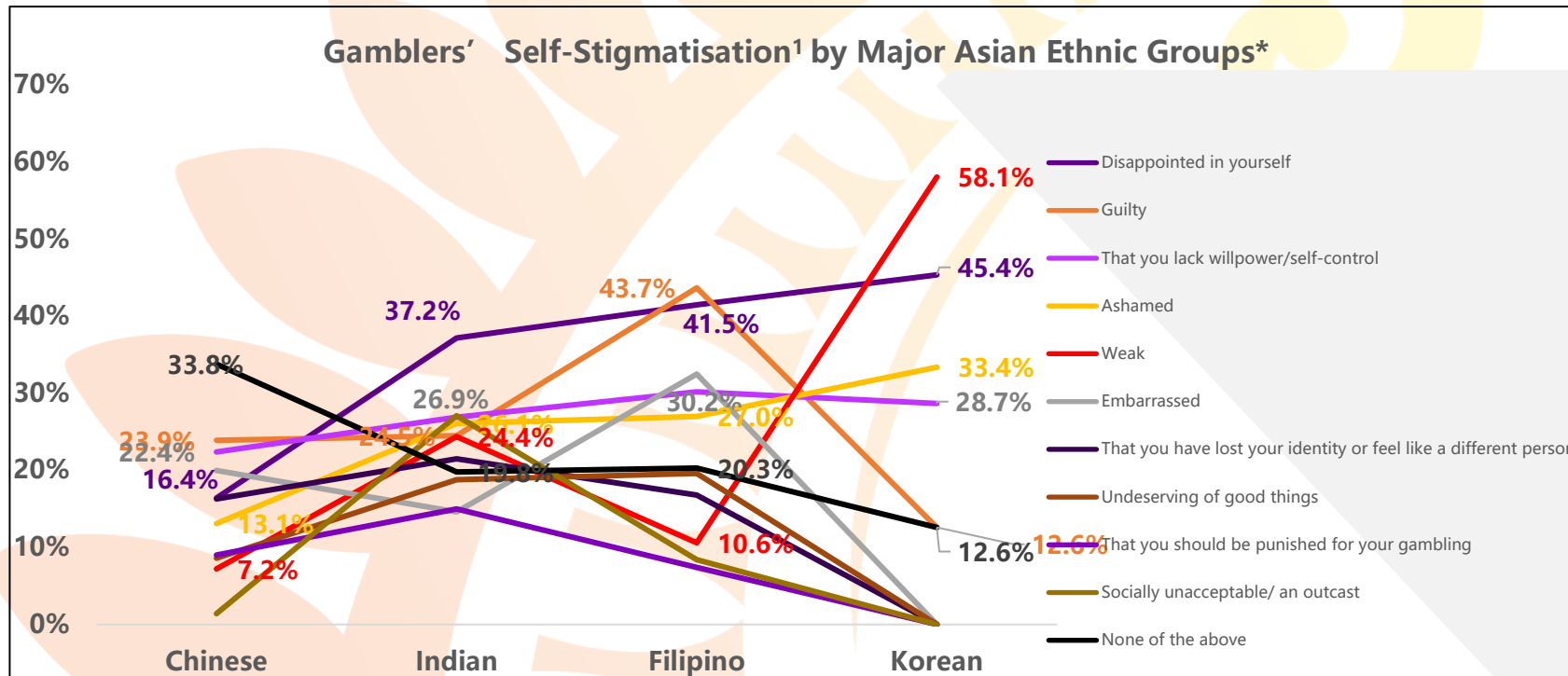
Problem gamblers experience the most self-stigmatisation. Problem gamblers are more likely to **feel ashamed, that they lack willpower/self-control, a loss of identity** and undeserving of good things. Moderate-risk gamblers are more likely to **feel** ashamed, and guilty.



Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply. Base: Gamblers n=527

## Gamblers' Self-Stigmatisation<sup>1</sup> by Major Asian Ethnic Groups

On average, Indian and Filipinos are likely to experience more self-stigmatisation. Indians are more likely to feel socially unacceptable/an outcast, whilst Filipinos are more likely to feel guilt and embarrassment. Koreans are more likely to feel weak, disappointed in oneself, and ashamed.



Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply.

Base: Gamblers n=527 \*Other ethnicities excluded due to low base sizes

05

**Help-seeking barriers/  
strategic implications**

# Channels for Seeking Support in the Asian Community

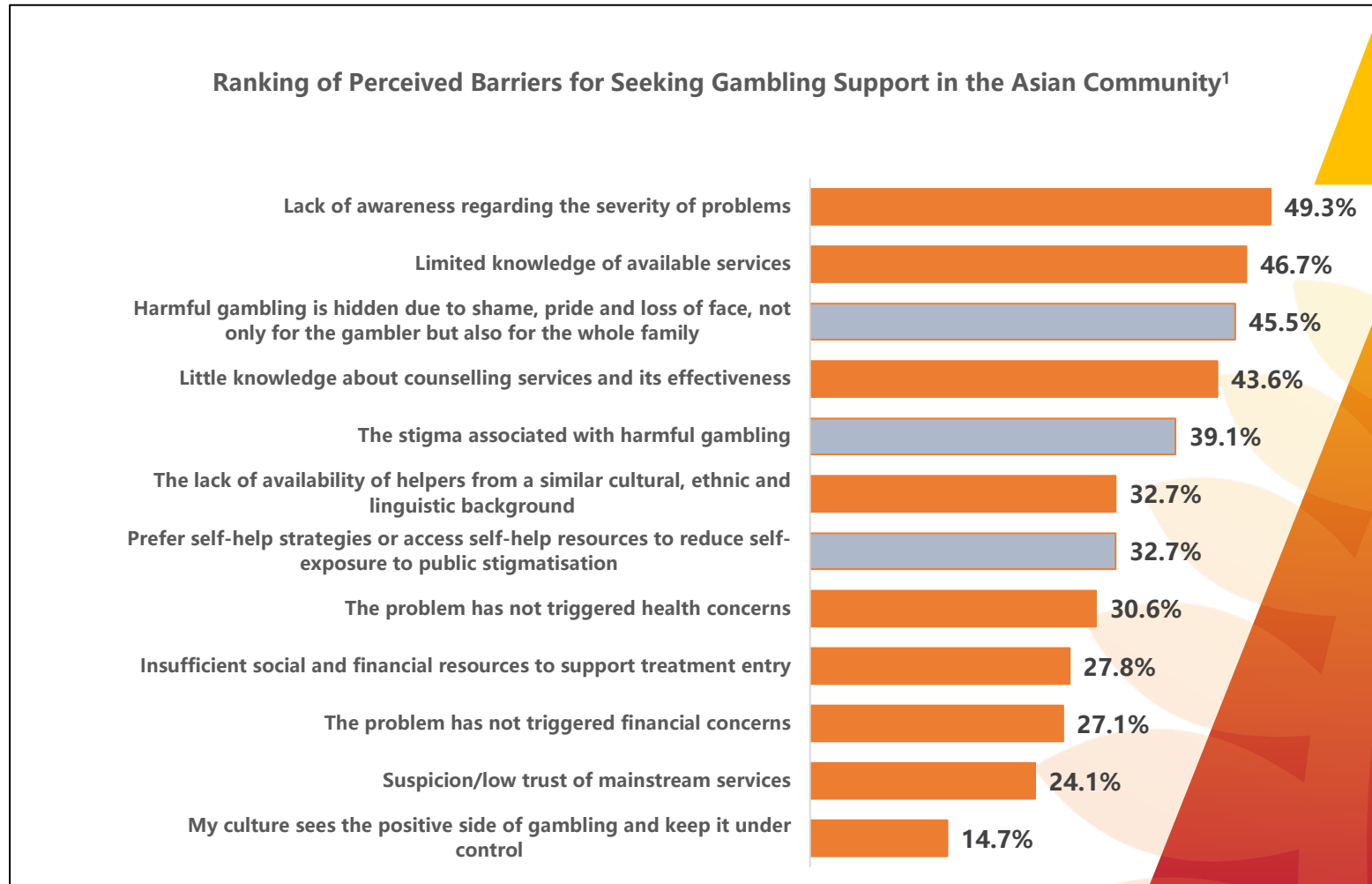
When it comes to seeking help for gambling problems, the top 3 sources Asians turn to are **family or friends** ; **self-help strategies**, and face-to-face support groups. The traditional channels offered by Asian Family Services ranks 4<sup>th</sup> and 5<sup>th</sup> respectively, sitting at just under 30%.

Ranking of Channels for Seeking Gambling Support in the Asian Community



# Perceived Barriers for Seeking Gambling Support in the Asian Community

- Stigma-related barriers make up two-thirds (**67.3%**) of all barriers to seeking gambling support.
- At an individual level, stigma-related barriers all fall within the top 7 barriers, which again points to its significance in preventing people from seeking help.



# Recommendations for Media and Communication Strategies on GHM

1

**More public health work on mental health and financial resilience education, which are closely related to gambling addiction.**

The top 3 perceived risk factors for developing an addiction to gambling are a lack of financial budgeting or planning (58.6%), loneliness (49.9%), and job-related stress (48%).

2

**Establish a safer gambling environment: e.g., “Gambling for fun is okay”, “Excessive gambling is harmful”**

Asians perceive a high level of stigmatisation towards excessive gambling (78.7%) and recreational gambling (52.3%).

3

**Addressing stigma-related barriers needs to be part of key media messaging– encourage the public to stop stigma and reduce the psychological pressure by self-stigmatisation.**

78.9% of gamblers experience some form of self-stigmatisation.





26.25亿纽币！2021年新西兰人为这件事花了这么多？！其中有你的钱么？

2022/3/27

新西兰内政部最新数据显示，2020-2021财年，新西兰人在赌博活动上的花费达到26.25亿纽币，其中老虎机赌博花费8.67亿纽币，相比去年上涨23%。

PRESS RELEASES

Kiwis spent over \$2.6 billion on gambling in the 2020/21 financial year

18 March 2022

New data released by the Department of Internal Affairs shows that Kiwis spent \$2.625 billion on the four main types of gambling in the 2020/21 financial year.



图片来源：新西兰问题赌博基金会官网




  
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Harmful Gambling in Thai  
 Asian Family Services AFS SUBSCRIBED

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**2021**  
预防赌博危害周  
2021年8月30日-9月5日  
  
Asian Family Services  
Together enriching lives

Đối với nhiều người, cờ bạc là một hoạt động xã hội; nhưng với những người khác là mối đe dọa  
Date: 22<sup>nd</sup> September 2021  
Time: 7.00pm - 7.40pm  
Harmful Gambling in Vietnamese  
 Asian Family Services AFS SUBSCRIBED




# Asian Family Services

 "I Care For You"  
**Break The Stigma**  
Date: 22<sup>nd</sup> September 2021  
Time: 7.00pm - 7.40pm  
Mental Health is Health  
 NZ Fij Families  
aasha



Help can be offered face to face, online, telephone or through text

Gambling Harm Minimisation  
 Asian Family Services AFS SUBSCRIBED





# THANKS



## Q&A