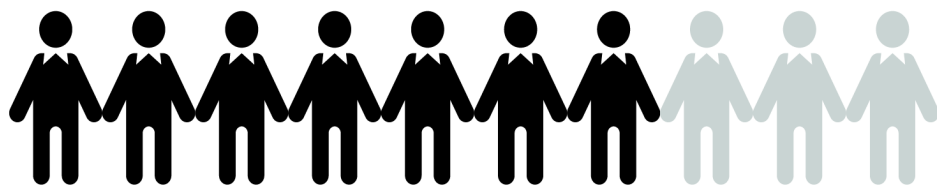


# A POPULAR PASTIME

**77%** OF REGULAR GAMBLERS SEE GAMBLING AS A LEISURE ACTIVITY

**7 IN 10**

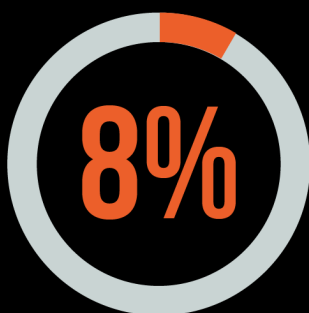


PEOPLE PARTICIPATE IN SOME FORM OF GAMBLING



**60%** OF PEOPLE BELIEVE IN FREEDOM OF CHOICE FOR INDIVIDUALS TO DECIDE HOW AND WHEN THEY GAMBLE

HALF THE POPULATION (**48%**) IS CONCERNED THAT OVERREGULATION COULD DRIVE CUSTOMERS TO THE BLACK MARKET



ONLY 8% OF NON-GAMBLERS WERE DEFINITELY AWARE OF INDUSTRY RESPONSIBLE GAMBLING MEASURES