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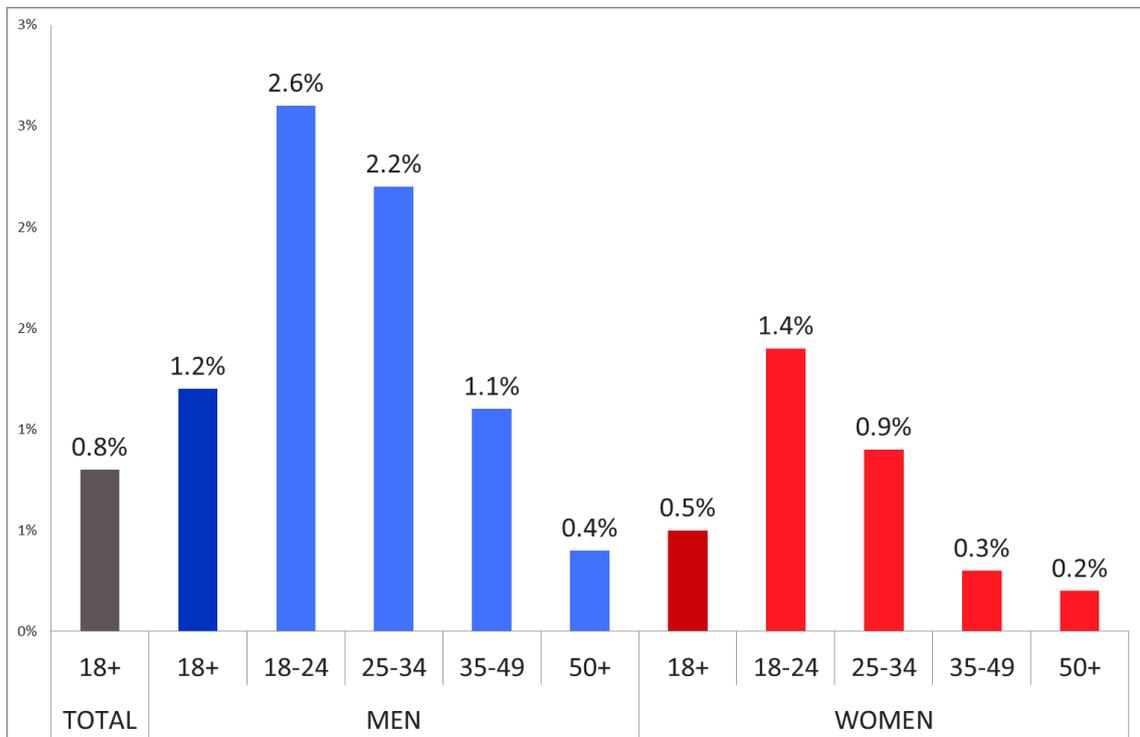
To have and to hold 'em: 1 in 125 Australians playing poker at casinos

It's been ten years since Melbourne's Joe Hachem won the Main Event at the World Series of Poker in Las Vegas. While poker machines remain the dominant form of gambling at casinos, a select group of only around 1 in 125 Australians play the namesake card game there during the year.

The June 2015 results from Roy Morgan's Gambling Monitor reveals 1 in 20 of us (5.0%) played one or more table games at a casino at least annually. Behind Roulette (2.9%) and Blackjack (2.2%), and The Big Wheel (1.1%), Poker was the fourth most popular casino table game, with 0.8% of Australian adults having played in the last 12 months during the year to June 2015.

There are some clear age and gender differences in the rates of casino poker-playing. Over twice as many men play poker at casinos as women: 1.2% vs 0.5%. However it's clearly a younger person's game among both sexes, with participation declining with age: from 2.6% of men and 1.4% of women aged 18-24, 2.2% of men and 0.9% of women 25-34, 1.1% of men and 0.3% of women 35-49, and just 0.4% of men and 0.2% of women 50+.

% who played poker at a casino in the last 12 months



Source: Roy Morgan Single Source, July 2014 – June 2015 n = 15,241 Australians 18+

Angela Smith, Group Account Director, Roy Morgan Research, says:

“Although fewer Australians play poker at casinos than roulette or blackjack, poker players participate around three times more often. Half (50%) of all those who played poker at a casino

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within the past year played in an average three months compared with 45% of all roulette players and 34% of blackjack players being recent participants.

“The other half of casino poker players who participate less often than every three months might do well to remember there’s a good chance they’re up against some sharks who play every fortnight or more. Poker is considered by many to be a game of skill, or even a sport. In a few weeks, ESPN will air a weekly recap of the 2015 World Series of Poker Main Event leading up to a live final table broadcast in early November.

“Roy Morgan’s ongoing Single Source survey allows gambling data—including participation, frequency, expenditure and attitudes across all different venues and gambling types including casino table games—to be tracked and examined against a wide range of other consumer metrics including demographic and psychographic segmentations, media consumption habits and internet use, sports participation and spectating, leisure activities and entertainment preferences.”

To learn more about Roy Morgan’s gambling data, contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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