



How gambling becomes routine for women

Environments, access, and everyday convenience shaping women's gambling

Younger women's gambling is increasingly shaped by the environments and systems around them. This research with 41 Australian women aged 18-40 years shows that gambling is often convenient, accessible, and routine, rather than a deliberate or planned activity.

Key findings

1

Gambling is built into everyday environments

- Gambling products are embedded in shopping centres, pubs, and community venues
- Lotteries, pokies, and betting are available in everyday settings
- Gambling is often encountered while doing other activities

Women are exposed to gambling in a range of everyday environments.

2

Convenient Consumption

- Gambling is often engaged in because it is easy to access, available everywhere, and part of routine activities.

Examples include:

- Buying a lottery ticket while grocery shopping
- Gambling at venues during social outings
- Engaging with gambling when its embedded in the environment you are in

The increased convenience encourages women's regular gambling and ongoing use.

3

Social Networks Shape Engagement

- Gambling is often a social activity
- Influenced by friends, partners, and family
- Linked to connection, belonging, and shared experiences
- Introduced through intergenerational practices

Women engage in gambling because it is part of their social world.

4

Technology Makes gambling Routine

- What has changed: Online platforms and apps, automated payments and subscriptions, 'set and forget' gambling
- What this means: Gambling becomes regular and habitual, less active decision-making, easier to gamble more often, increased exposure to risk

Technology creates unrestricted and limitless gambling practices.

5

Building familiarity and confidence

- Women develop skills and confidence through repeated exposure
- Gambling feels easy and manageable
- Familiar environments reduce perceived risk
- Participation becomes normal and expected

This contributes to ongoing engagement over time and increases the risk of harm.



"It's no longer a special occasion, it's more frequent and it's more to try and make money instead of just part of an experience"

– 27 year old woman



Key Message

Gambling is designed to be convenient

A range of factors has made gambling seem convenient, accessible and a routine part of life.

Why this matters

When gambling is accessible, available, and considered normal, it increases women's gambling behaviours and experiences of harm.



BASED ON: Thomas, S.L., Pitt, H., Randle, M., Cowlshaw, S., Rintoul, A., Kairouz, S. and Daube, M., 2022. Convenient consumption: a critical qualitative inquiry into the gambling practices of younger women in Australia. *Health Promotion International*, 37(6), p.daac153.