

GAMBLING IN EVERYDAY ENVIRONMENTS

Why it's hard to avoid gambling

Gambling is woven into the places and activities that are part of women's everyday lives. It is easy to access, widely available, and often encountered while doing other things.



WHERE GAMBLING SHOWS UP



Retail and shopping

Lotteries and instant tickets in stores, online and apps.



Social venues and leisure

Pubs, clubs, casinos and racing events as social spaces.



Online and on devices

Apps, websites and digital platforms available 24/7.



Everyday routines

Encounters while commuting, working, studying or caring.



Community activities

Fundraisers, local events and club activities that include gambling.

WHY THIS MATTERS

- ✓ Easy access leads to convenient and regular consumption.
- ✓ Gambling becomes part of daily life, not a separate activity.
- ✓ Environments are designed to encourage participation.

EXAMPLES FROM EVERYDAY LIFE

- Buying a lottery ticket while doing groceries
- Seeing pokies or betting ads at the pub or online
- Using an app for quick bets during a commute
- Entering a sweepstake at work or through a club
- Being exposed to gambling promotions while watching sport



KEY TAKEAWAY

Gambling is embedded in the everyday environments women move through. This makes it easy to engage with—and harder to avoid.



Gambling Harms Women Too

Addressing the normalisation of gambling for women



This fact sheet is based on a range of research exploring how gambling is embedded in women's daily lives and environments.