

Understanding the Impact of Online Gambling Ads Exposure

February 2024



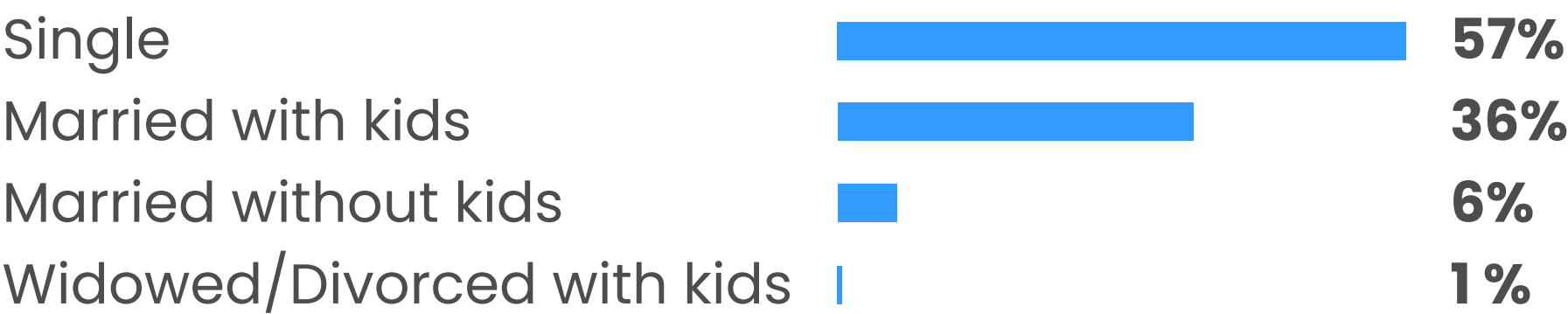
Respondent Profiles

The majority of respondents are Gen Z and Millennials, from the upper middle class, working, and mainly live in Java Island.

Gender



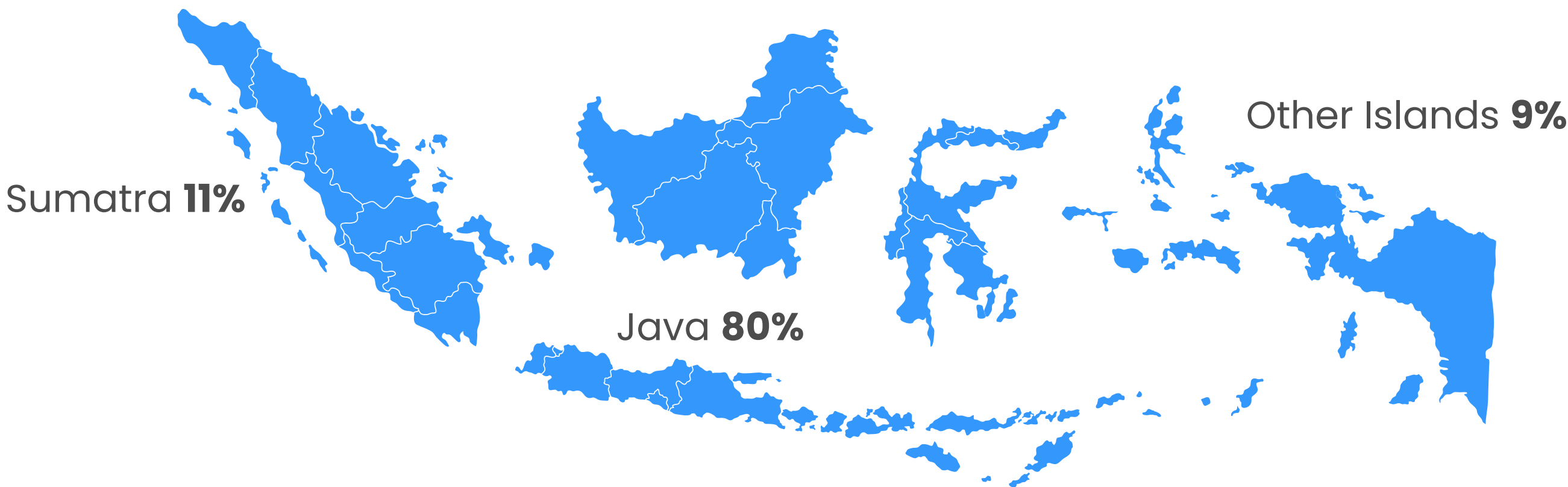
Marital Status



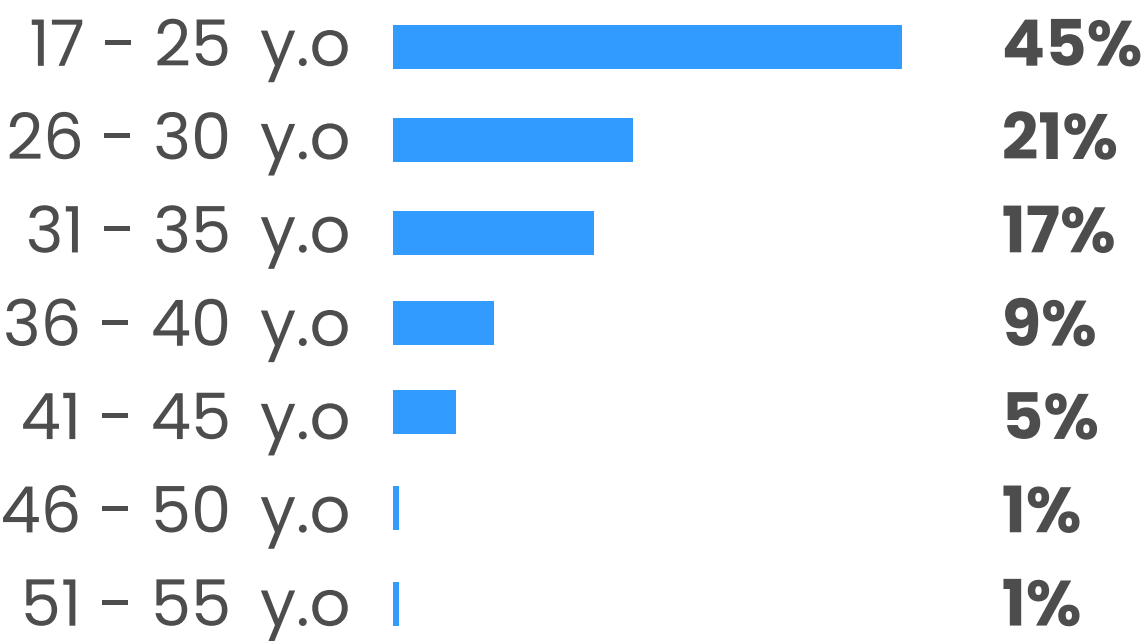
SES



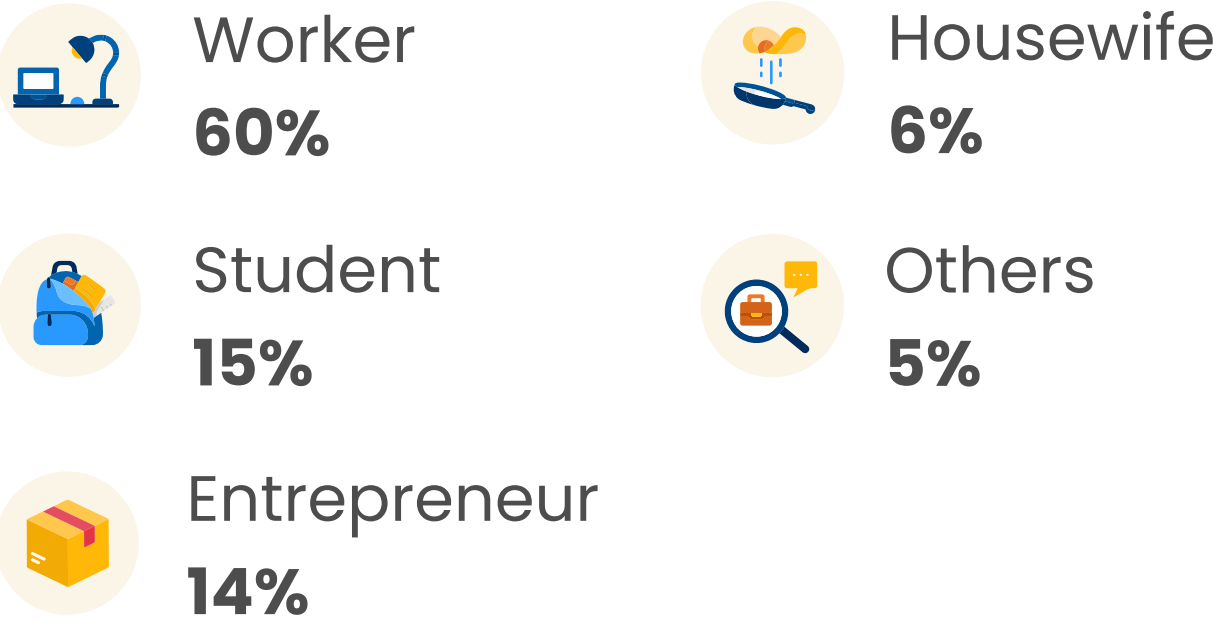
Area



Age



Occupation



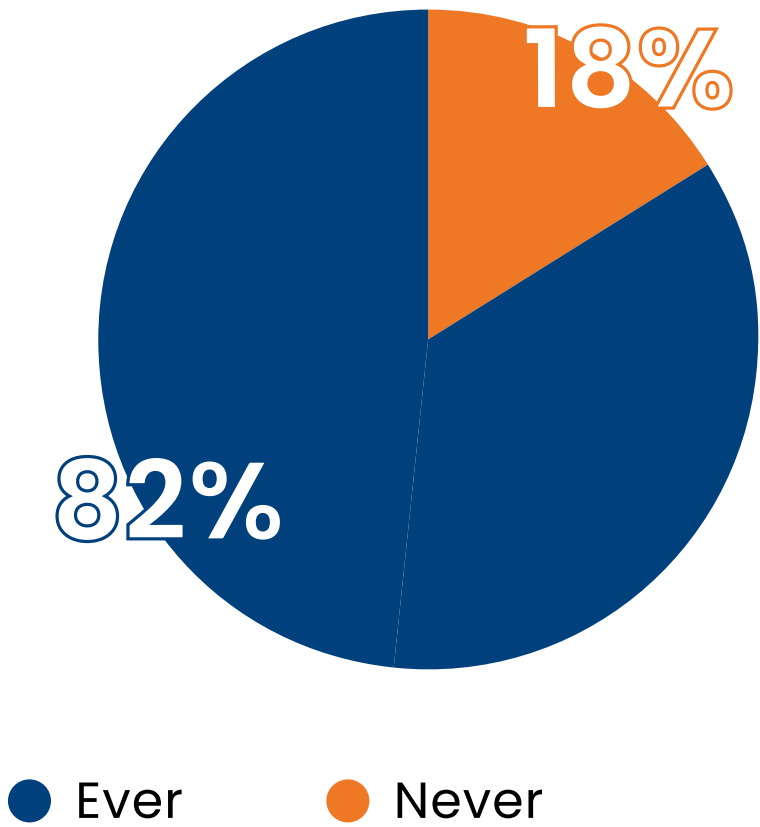
1.

Insights & Findings



The Populix survey unveils that a significant 82% of internet users have encountered online gambling ads, with 63% exposed every time they go online.

Online Gambling Ads Awareness in the Past 6 Months



Frequency of Viewing Online Gambling Ads

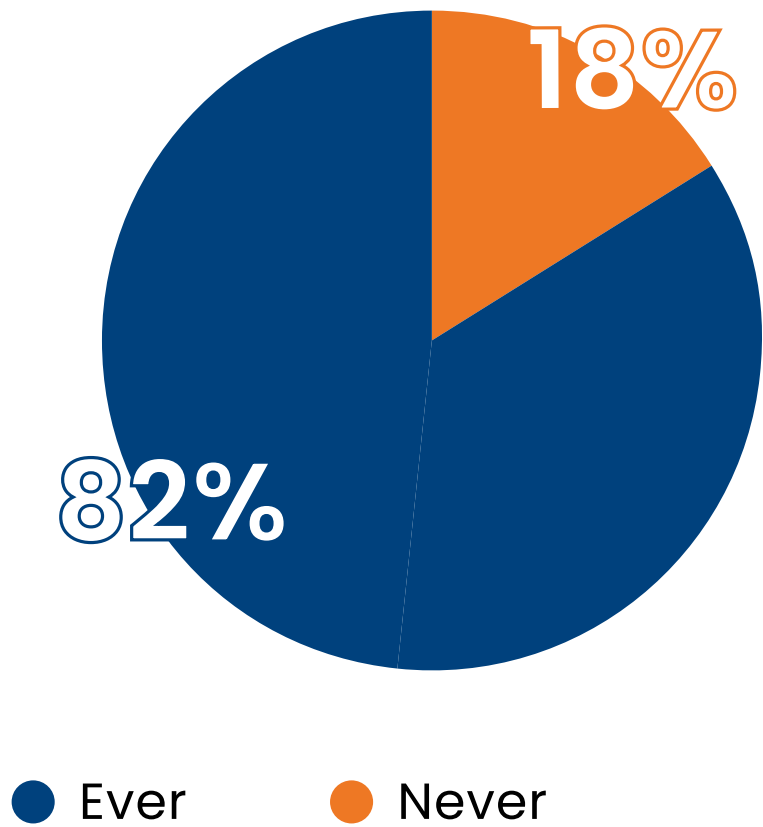
N = 864

Every time I am accessing the internet		63%
1-2 times a week		26%
3-4 times a week		11%

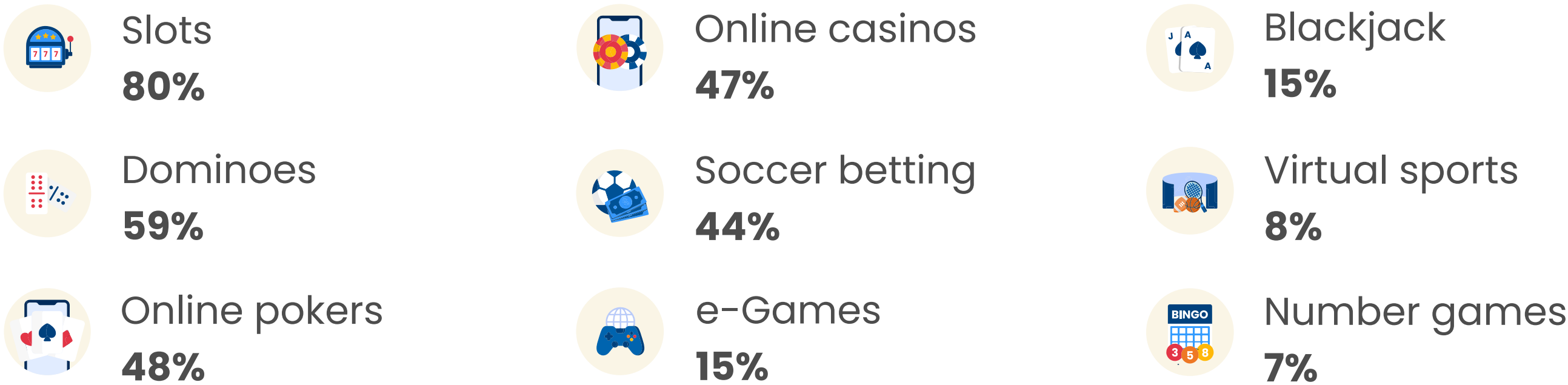
*Respondents who have seen online gambling ads in the past 6 months

Among the most seen online gambling ads, slot games dominate at 80%. Notably Instagram, YouTube, and Facebook, serve as the primary social media platforms where respondents encountered these ads.

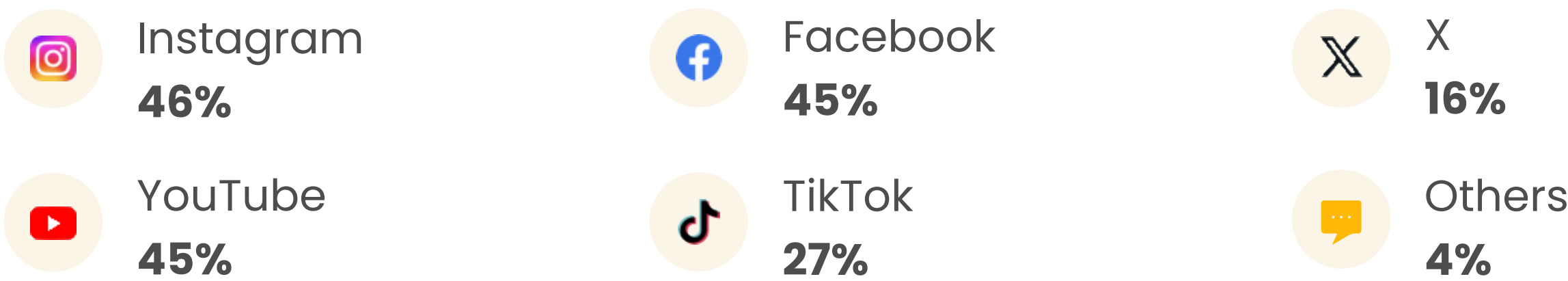
Online Gambling Ads Awareness in the Past 6 Months



Awareness of Online Gambling Types



Social Media Channel

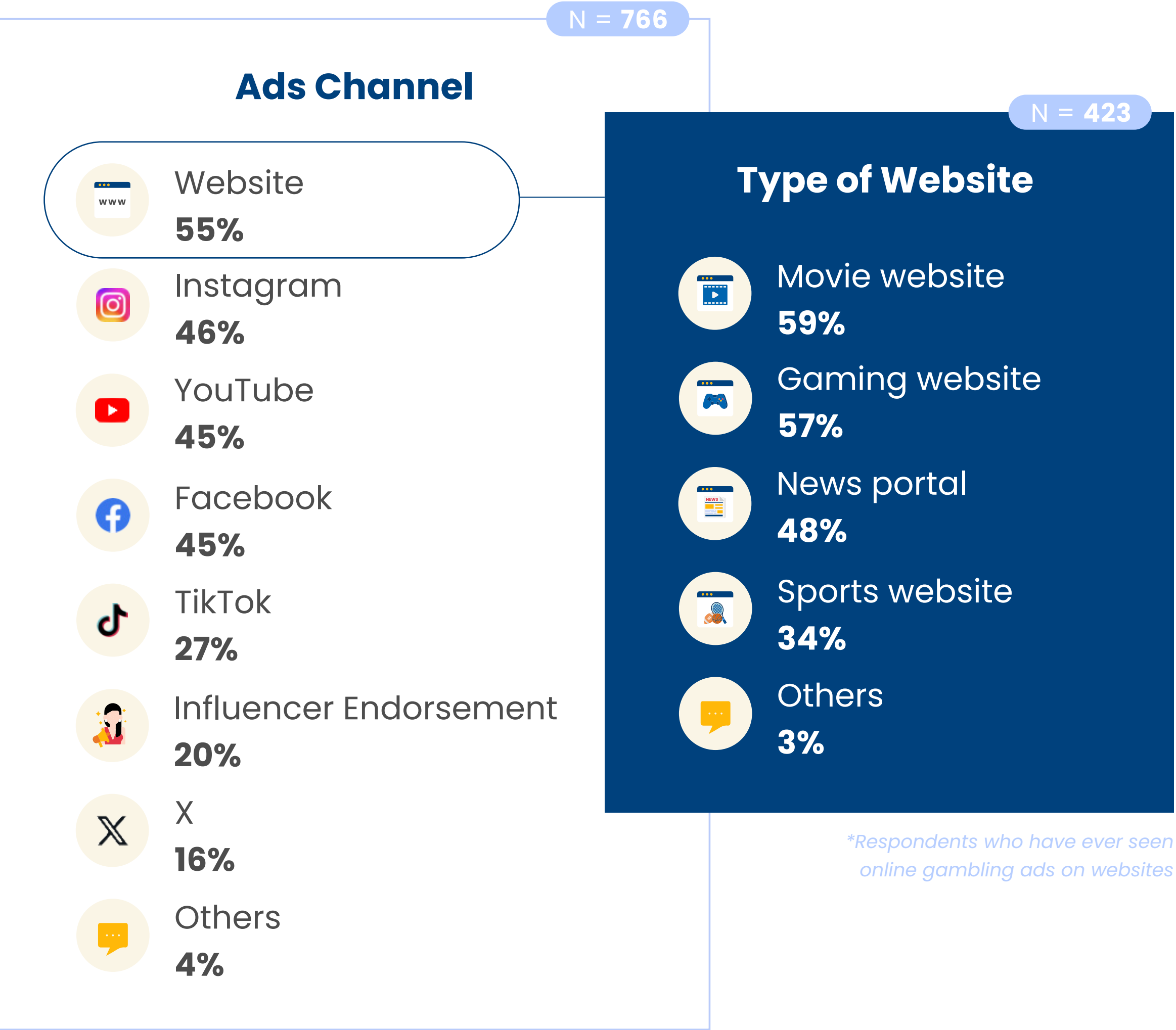
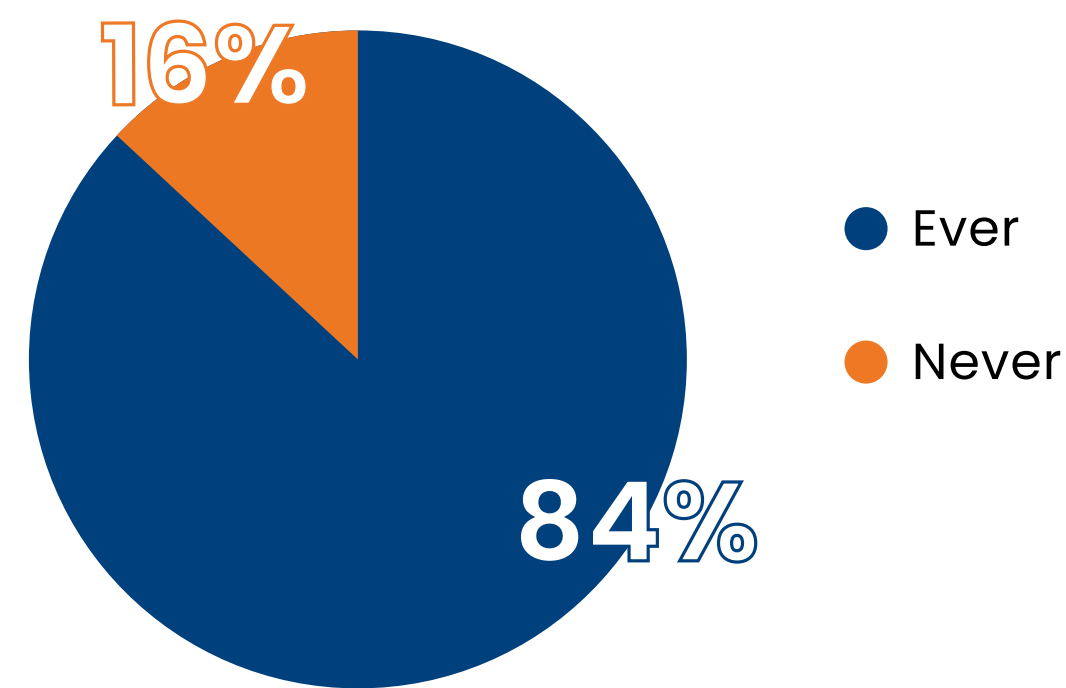


N = 766

*Repondents who ever seen online gambling social media ads

An overwhelming 84% of respondents notice that online gambling ads are often attached to social media content. Beyond social platforms, these ads find space on websites (55%), particularly on movie websites, and gain influence through endorsements by influencers (20%).

Social Media Ads Awareness



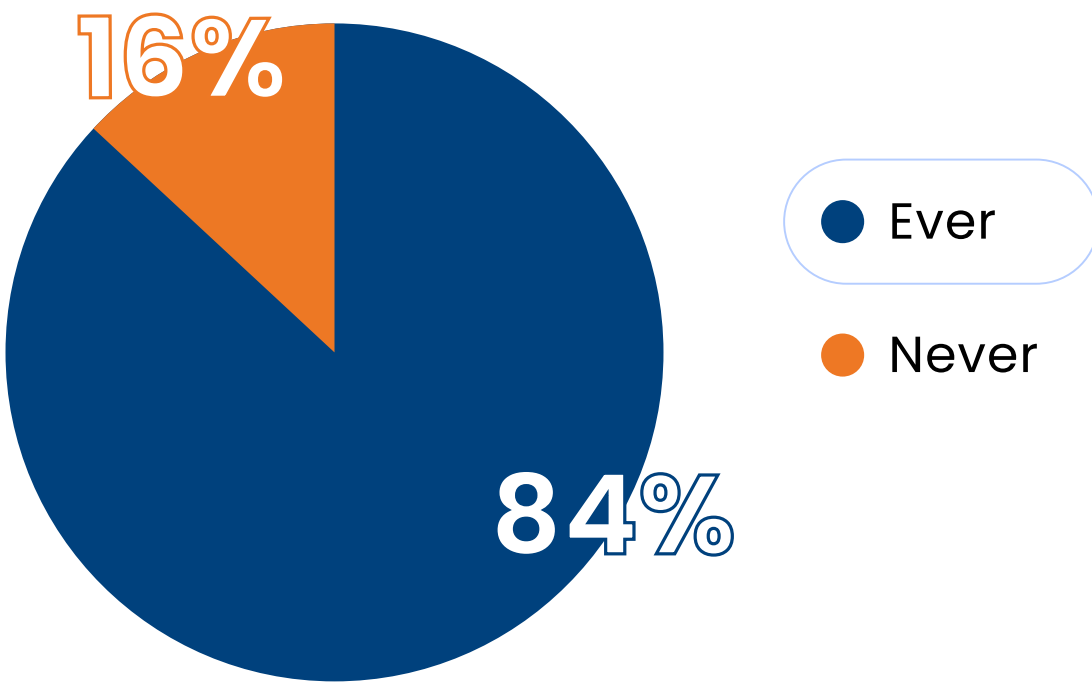
*Respondents who have ever seen online gambling ads on websites

*Respondents who have ever seen online gambling social media ads

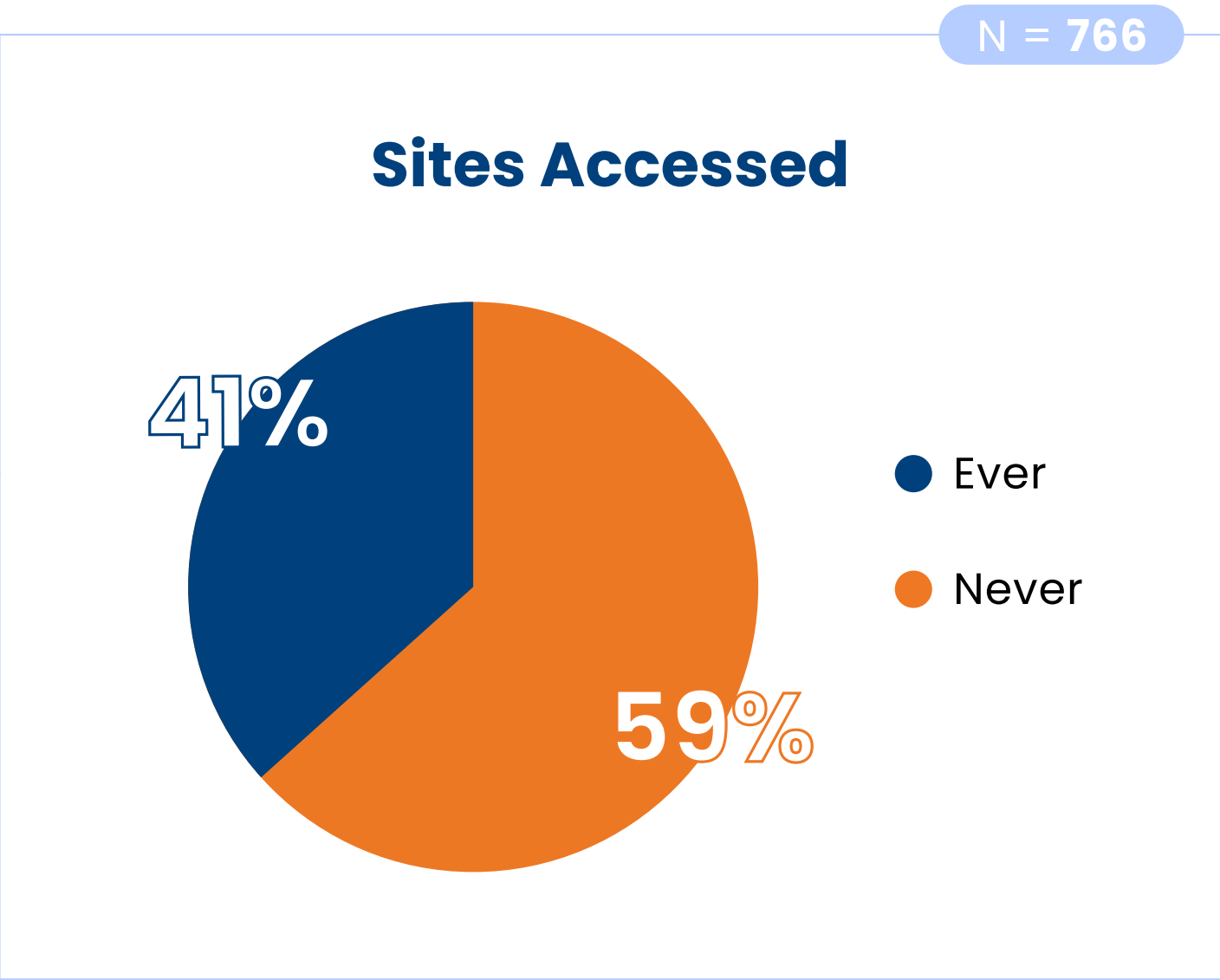


Exposure to online gambling advertisements, reaching 84% of respondents, succeeded in attracting 41% of them to try online gambling sites.

Social Media Ads Awareness



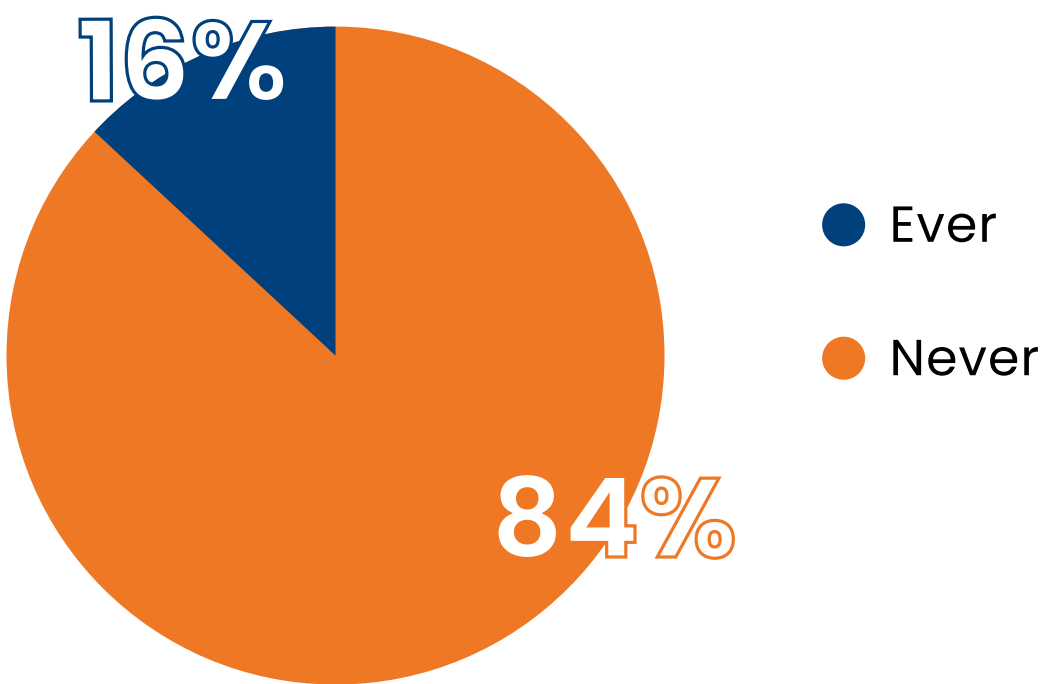
Sites Accessed



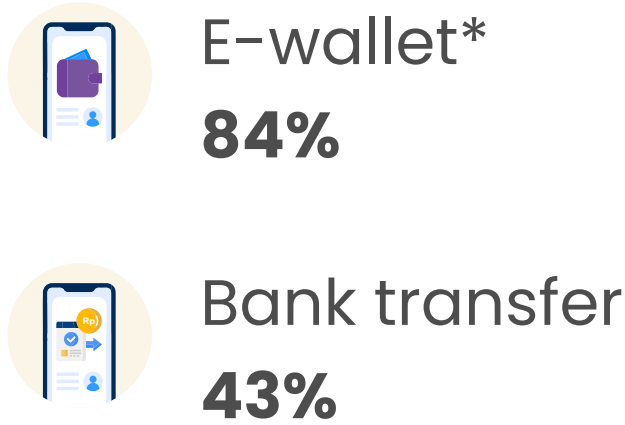
*Respondents who have ever seen online gambling social media ads

Regarding financial transactions, 16% of respondents engaged in online gambling prefer e-Wallets, typically transacting under IDR 100,000. This aligns with the findings of the Financial Transaction Analysis Reporting Center (PPATK), suggesting that online gambling predominantly appeals to the lower middle class.

Online Gambling Trial Incidence

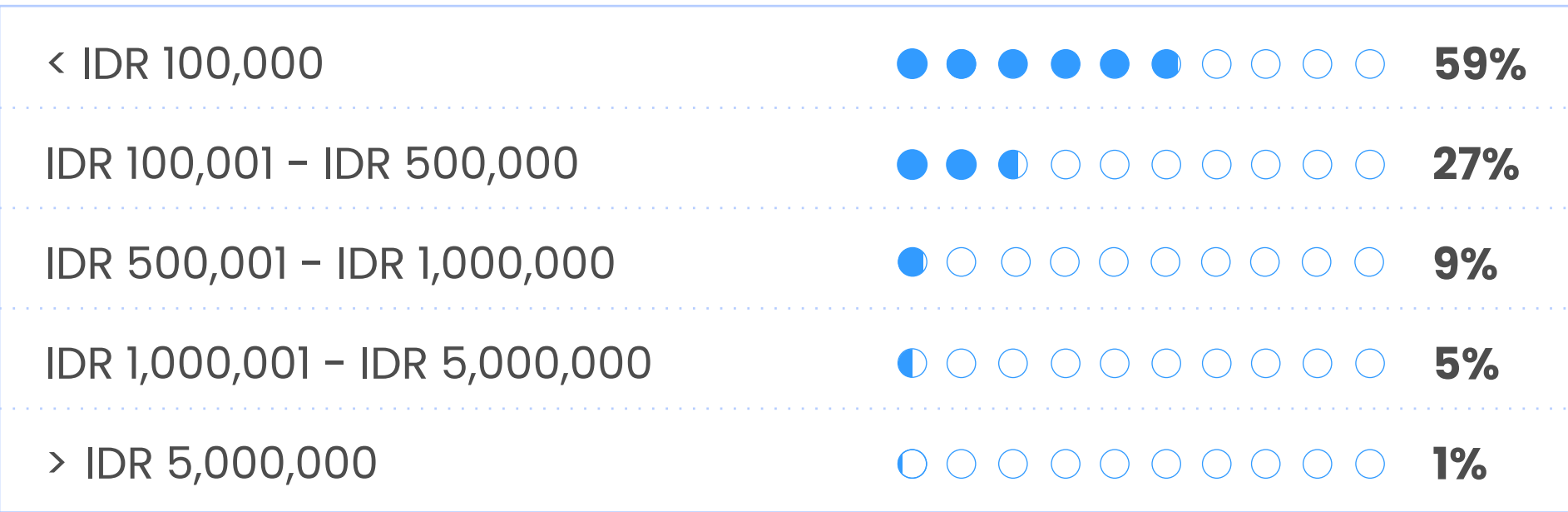


Payment Method



*E-Wallet: DANA, GoPay, OVO, ShopeePay, LinkAja, iSaku

Online Gambling Spending



*Respondents who have ever tried online gambling



A revealing 39% of respondents acknowledge acquaintances involved in online gambling, hinting that the actual number of users might surpass the survey figures.

Online Gambling Phenomenon
Among Acquaintance



Yes
39%



No
61%

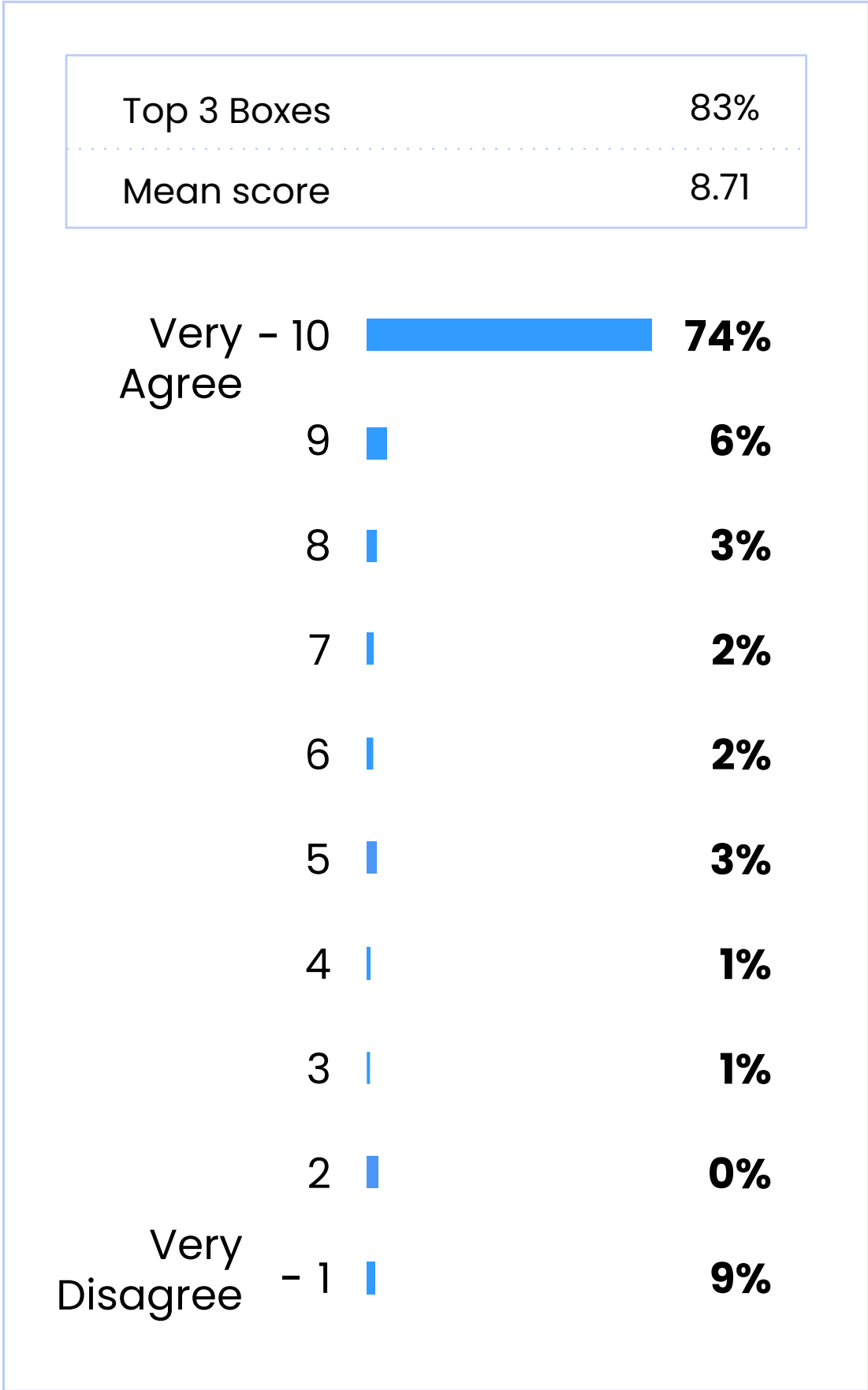
N = 413

Number of Acquaintance
Engaged in Online Gambling Activity

1 pax	32%
2 – 3 pax	46%
4 – 5 pax	10%
> 5 pax	12%

**Respondents who have acquaintances engaged in online gambling*

The public hopes that the government will limit access to online gambling sites. It can be seen from 74% of respondents who agreed to restrictions by the Ministry of Communications and Informatics.



3.

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Online survey platform that provides a broad distribution network as well as targeting at speed and affordable pricing to support business and academic research needs.

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Popmart Lead Generation

Suite of services of lead generation and brand activation, from product sampling and acquisition to reliable brand narrative amplification.

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Featured in:



Available on:



Panel Quality

Criteria based recruiting |
Panel selection | Panel
engagement

Basic Demographic

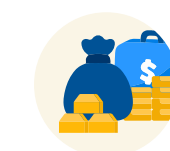
Gender | Age | Marital status
| Highest education level

Finance

Monthly income | Monthly
expense | Bank
transcation frequency |
E-Wallet

500K+ Panel
Size

Panel SES



Upper
35%



Middle
41%



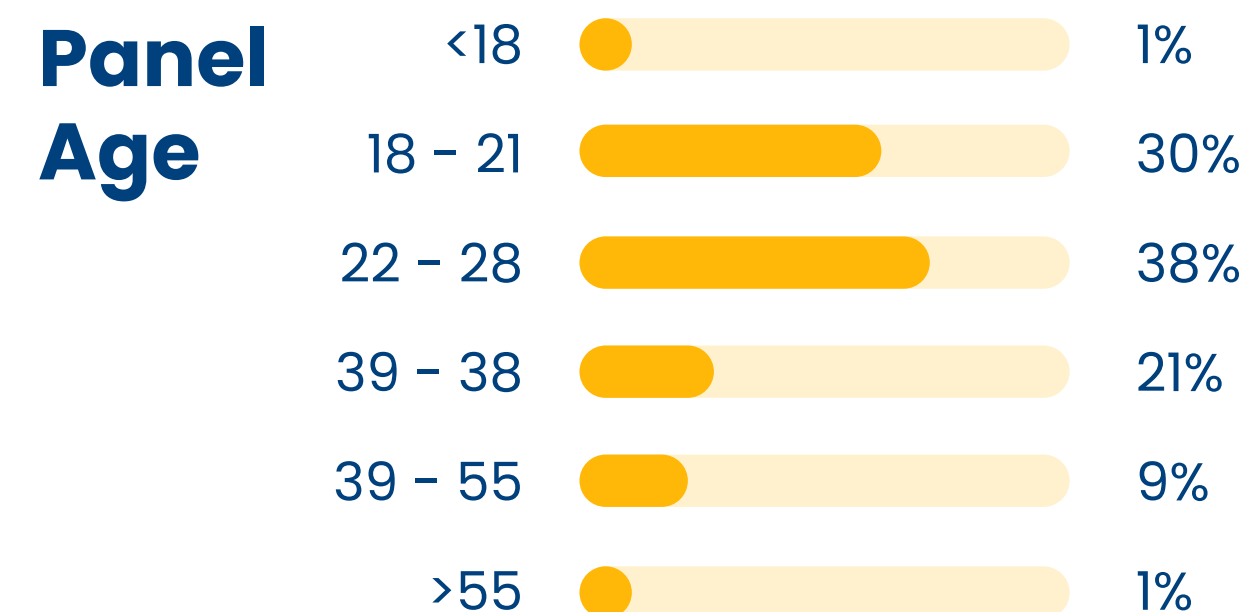
Lower
24%



Male
54%



Female
46%



Hobby, Lifestyle & Appearance



Smoking



Pet



Workout frequency



Hijab Usage

Media & Entertainment



Media preference



Phone brand



Social media



Data provider

Spending Behaviour



E-commerce



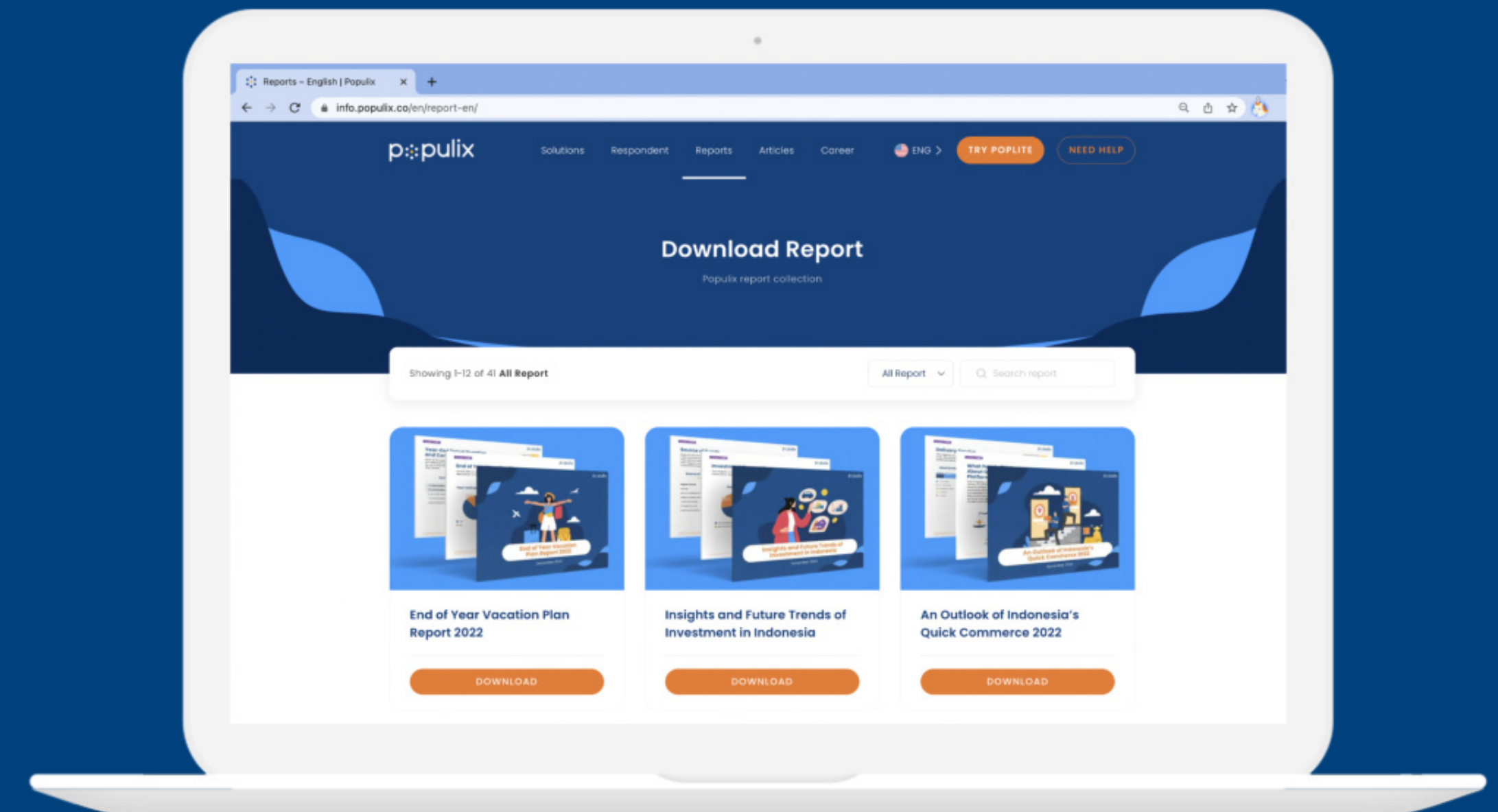
Shopping frequency



Payment preference

Household spending

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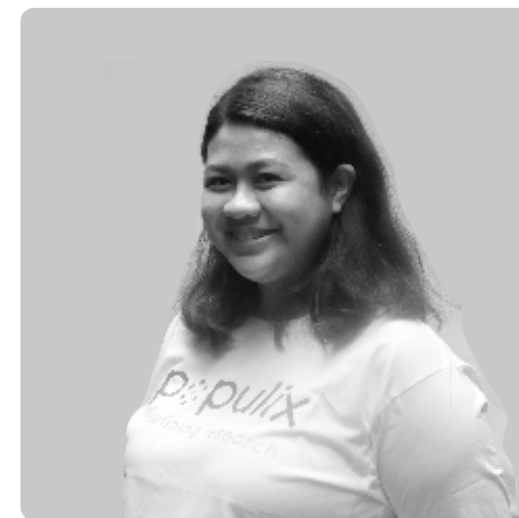
**Dodi
Iskandar**

+62 857 1806 3600
dodi@populix.co



**Shafira
Iskandar**

+62 878 7508 3411
shafira@populix.co



**Annisa
Ekky**

+62 819 0895 8255
ekky@populix.co



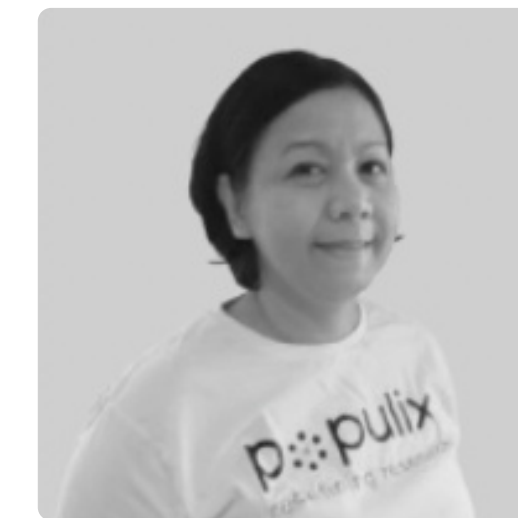
**Dessy
Safina**

+62 818 781 092
vien@populix.co



**M. Iqbal
Hafiz**

+62 821 1346 0644
iqbal@populix.co



**Olivia K
Samosir**

+62 812 8323 0887
oliviasamosir@populix.co

Indonesia

GoWork Central Park Mall,
Level LG, Unit L-109-114
Letjen S. Parman No.Kav.28,
Jakarta, 11470, Indonesia

Singapore

30 Cecil Street #19-08,
Prudential Tower,
049712, Singapore



 info.populix.co
 [populix.co](https://www.populix.co)
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