

**Hing, N. et al.: The high cost of direct marketing from wagering operators, tipsters and affiliates: An ecological momentary assessment of how wagering promotions drive betting, expenditure, and harm**  
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**Supplementary materials**

**Table S1. Exclusions from the EMA baseline survey**

| <b>Reason</b>                                 | <b>Number excluded</b> | <b>Number remaining</b> |
|-----------------------------------------------|------------------------|-------------------------|
| Started survey                                | -                      | 10,942                  |
| <i>Exclusions</i>                             |                        |                         |
| IP address not in Australia                   | 135                    | 10,807                  |
| Did not consent                               | 396                    | 10,411                  |
| Aged under 18                                 | 17                     | 10,394                  |
| No active account                             | 6,651                  | 3,743                   |
| Bet on sports and races monthly or less often | 1,468                  | 2,275                   |
| Has opted out of marketing                    | 854                    | 1,421                   |
| Not interested in an EMA                      | 28                     | 1,393                   |
| Over quota                                    | 183                    | 1,210                   |
| Failed attention check                        | 12                     | 1,198                   |
| Data quality - straightlining                 | 6                      | 1,192                   |
| Data quality - duplicates                     | 2                      | 1,190                   |
| Data quality - other IP issue                 | 1                      | 1,189                   |
| <i>Completions</i>                            |                        |                         |
| Valid number who started the survey           |                        | 1,189                   |
| Did not complete the survey                   | 174                    |                         |
| Completed                                     |                        | 1,015                   |

**Table S2. Demographics from the baseline survey (N = 1,015)**

| <b>Demographic</b> | <b>Level</b>                              | <b>N</b> | <b>%</b> |
|--------------------|-------------------------------------------|----------|----------|
| Gender             | Male                                      | 597      | 58.8     |
|                    | Female                                    | 417      | 41.1     |
|                    | Other                                     | 1        | 0.1      |
| Age^               | 18-39                                     | 496      | 48.9     |
|                    | 40+                                       | 519      | 51.1     |
| Marital status     | Single/never married                      | 260      | 25.6     |
|                    | Living with partner/de facto              | 210      | 20.7     |
|                    | Married                                   | 436      | 43.0     |
|                    | Divorced or separated                     | 90       | 8.9      |
|                    | Widowed                                   | 19       | 1.9      |
| Education          | Year 10 or below                          | 68       | 6.7      |
|                    | Year 11 or equivalent                     | 32       | 3.2      |
|                    | Year 12 or equivalent                     | 203      | 20.0     |
|                    | A trade, technical certificate or diploma | 277      | 27.3     |
|                    | A university or college degree            | 297      | 29.3     |
|                    | Postgraduate qualifications               | 138      | 13.6     |
| Employment         | Work full-time                            | 631      | 62.2     |
|                    | Work part-time or casual                  | 159      | 15.7     |
|                    | Student                                   | 25       | 2.5      |
|                    | Unemployed and looking for work           | 31       | 3.1      |
|                    | Full-time home duties                     | 32       | 3.2      |
|                    | Retired                                   | 103      | 10.1     |
|                    | Sick or on a disability pension           | 18       | 1.8      |
|                    | Other                                     | 16       | 1.6      |
|                    |                                           |          |          |
| State of residence | Australian Capital Territory              | 14       | 1.4      |
|                    | New South Wales                           | 339      | 33.4     |
|                    | Northern Territory                        | 6        | 0.6      |
|                    | Queensland                                | 192      | 18.9     |
|                    | South Australia                           | 78       | 7.7      |
|                    | Western Australia                         | 78       | 7.7      |
|                    | Victoria                                  | 289      | 28.5     |
|                    | Tasmania                                  | 19       | 1.9      |
|                    |                                           |          |          |
| Income             | \$0 to \$19,999                           | 53       | 5.2      |
|                    | \$20,000 to \$39,999                      | 146      | 14.4     |
|                    | \$40,000 to \$59,999                      | 153      | 15.1     |
|                    | \$60,000 to \$79,999                      | 170      | 16.7     |

|                                                |                                           |     |      |
|------------------------------------------------|-------------------------------------------|-----|------|
|                                                | \$80,000 to \$99,999                      | 159 | 15.7 |
|                                                | \$100,000 to \$119,999                    | 116 | 11.4 |
|                                                | \$120,000 to \$139,999                    | 66  | 6.5  |
|                                                | \$140,000 to \$159,999                    | 48  | 4.7  |
|                                                | \$160,000 to \$179,000                    | 17  | 1.7  |
|                                                | \$180,000 or more                         | 55  | 5.4  |
|                                                | Prefer not to say                         | 32  | 3.2  |
| Country of birth                               | Australia                                 | 882 | 86.9 |
|                                                | Other                                     | 133 | 13.1 |
| Main language spoken at home                   | English                                   | 988 | 97.3 |
|                                                | Other                                     | 27  | 2.7  |
| Aboriginal or Torres Strait<br>Islander Status | Aboriginal or Torres Strait Islander      | 28  | 2.8  |
|                                                | Non- Aboriginal or Torres Strait Islander | 987 | 97.2 |

Note: ^ Age mean = 42.9, standard deviation = 15.5.

**Table S3. Predictors of missingness**

|                                    | <b>Missing</b>               |                              |                              |
|------------------------------------|------------------------------|------------------------------|------------------------------|
| <i>Predictors</i>                  | <i>Estimates</i>             | <i>CI</i>                    | <i>p</i>                     |
| (Intercept)                        | 0.33                         | 0.28 – 0.39                  | <b>&lt;0.001</b>             |
| Age 40+                            | -0.11                        | -0.15 – -0.06                | <b>&lt;0.001</b>             |
| Female                             | 0.08                         | 0.03 – 0.12                  | <b>&lt;0.001</b>             |
| MR/PG                              | 0.01                         | -0.03 – 0.05                 | 0.619                        |
| Mult. Act.                         | -0.02                        | -0.06 – 0.03                 | 0.413                        |
| Have PT Acct.                      | 0.05                         | -0.03 – 0.12                 | 0.206                        |
| Have FI Acct.                      | -0.03                        | -0.07 – 0.02                 | 0.255                        |
| <b>Random Effects</b>              |                              |                              |                              |
| $\sigma^2$                         | 0.13                         | 0.13                         | 0.13                         |
| $\tau_{00}$                        | 0.07 <small>UniqueID</small> | 0.07 <small>UniqueID</small> | 0.07 <small>UniqueID</small> |
| ICC                                | 0.35                         | 0.35                         | 0.35                         |
| N                                  | 814 <small>UniqueID</small>  | 814 <small>UniqueID</small>  | 814 <small>UniqueID</small>  |
| Observations                       | 5698*                        | 5698*                        | 5698*                        |
| Marginal $R^2$ / Conditional $R^2$ | 0.026 / 0.367                | 0.026 / 0.367                | 0.026 / 0.367                |

Notes: The dataset included 4,020 observations for analysis, from 814 unique participants. Overall, 312 (38%) participants completed surveys from all seven EMA waves, 115 (14%) completed six, and the remainder were approximately equally distributed between completing between 1 and 5 waves: each category comprising 71-88 individuals (9-11%). Coefficients are unstandardised, \* N includes synthetic case representing missing observations.