Background
Although lotteries and wagering can be provided through interactive media (Internet, mobile phones, television) by licensed providers, Internet casinos are prohibited from providing gambling services to Australians. Despite this, Internet gambling is becoming increasingly popular and is one of the fastest growing forms of gambling, but little is known about the impact it has on individuals and society. Few studies have been conducted in Australia and internationally and, as online gambling operators are generally located offshore, little information is released on Australian online gamblers. Internet gamblers are more likely to have gambling problems and young adults may be particularly active in this form of gambling. Therefore, Internet gambling may have a significant impact on rates of problem gambling and involvement in gambling in Australia.

Aims
To investigate Internet gambling behaviour amongst Australians to understand the characteristics of Internet gamblers, the types of gambling engaged in, and time and money spent on these forms.

Methods
The key method used is an online survey promoted through advertisements on Internet gambling sites, forums and portals, advertisements on Google and Facebook, and links on relevant gambling-related sites. Up to 3,000 responses are expected.

Outcomes
This study will inform policy makers, industry, researchers and the community of the impact of interactive gambling to guide key stakeholders in forming appropriate responses to Internet gambling.