



# **Convenience Advertising**



Q Q S R

QUALITATIVE & QUANTITATIVE SOCIAL RESEARCH

**IN-VENUE PROBLEM GAMBLING COMMUNICATION  
ANALYSIS**

**A REVIEW OF THE CONVENIENCE ADVERTISING  
GAMBLER'S HELP PROGRAMME ON BEHALF OF THE  
DEPARTMENT OF HUMAN SERVICES**

**MAY 2003**

**Client contact:**

Mr Brad Sellars  
Convenience Advertising

**QQSR Author:**

Dr Stephen Mugford  
Managing Director

---

QQSR, PO Box 12, Gungahlin ACT 2912  
6242 1024

[www.qqsr.com](http://www.qqsr.com)

Tel: 02 6242 1008 Fax: 02

email: [info@qqsr.com](mailto:info@qqsr.com)

## **Background**

In order to combat the harms that can arise from problem gambling, the Department of Human Services contracted Convenience Advertising to develop communication material and a message placement strategy that informs all Victorians, including problem gamblers, and people/families and friends of problem gamblers, of counselling and referral services available in relation to problem gambling. These services include Gambler's Help, a free, 24 hour, 7 days a week State-wide telephone counselling, information and referral service which provides the first point of contact for people seeking assistance or information regarding problem gambling.

Gambler's Help links individuals to other services, such as local problem gambling counselling services. The communication material developed for this programme, on behalf of the Department of Human Services, provides a locus of risk in-venue resource for people affected by problem gambling which signposts Gambler's Help, and provides regionally specific telephone numbers for Problem Gambling Counselling in the form of take away information.

Messages designed for this programme are tailored for different target audiences offering a realistic approach that maintains credibility amongst problem gamblers without offending the general community. The need for continual and sustained information over a long period of time on problem gambling is essential, with sensitivity and adaptability to specific and local needs.

The medium and methodology utilised to deliver this intervention is the Convenience Advertising narrowcast methodology, which involves the installation of appropriately designed A4 messages in the public toilet areas of select venues that cater to the target audience.



For the purposes of this programme, all venues with electronic gaming machines across the Tattersalls and Tabcorp networks in Victoria have been contracted for the display of problem gambling messages:

- Bowling Clubs
- RSL Clubs
- Golf Clubs
- Hotels
- Sporting Complexes

Convenience Advertising A4 messages are placed in public conveniences in venues where electronic gaming machines are present, in toilets that are located in close proximity to the gaming lounges. In some instances A4 messages are positioned in toilets outside the gaming lounges where local knowledge has advised that gaming patrons frequent.

The Gambler's Help programme delivers business card sized take-away information regarding the Gambler's Help 1800 number and regionally specific referral numbers, sign-posting local services within Victoria's health regions.

This research review has involved intercept interviews among patrons within metro and regional gaming venues utilising a quantitative and qualitative instrument (attached). The instrument was designed by Dr Stephen Mugford of QQSR (Canberra). The review seeks to establish a respondent gambling activity profile using a series of gambling related control questions designed by Professor Mark Dickerson, as well as to identify key communications effectiveness measures, such as prompted and unprompted recall and



message take-out. The review seeks to ascertain levels of response and feedback within a problem gambling analysis structure.



## **Introduction**

This report presents an analysis of data gathered to provide an appraisal of in-venue problem gambling and communication materials.

The central issues that were being tested here included:

1. What was the demographic profile of the respondents?
2. What was their primary use of gambling facilities, both on the day of interview and in general?
3. Was there evidence of them being problem gamblers? (This was measured by using 4 items from a problem gambling index developed by Baron, Dickerson, and Blaszczynski, 1995);
4. To what extent was any problem gambling associated with demographic variables?
5. Were respondents exposed to messages in the facilities?
6. What was the rate of recall for these messages?
7. Did the respondents find the messages relevant to them?
8. To what extent did the respondent's measured status on problem gambling interact with recall and relevance—in particular, did those who appeared to be problem gamblers display higher message salience and relevance?



Intercept interviews were carried out by trained interviewers working in pairs at sites that contained gambling machines and other gambling facilities. These sites were located in various parts of metropolitan and regional Victoria and the research was conducted during the month of April 2003.

The interview schedule contained a wide range of questions (questionnaire attached). These questions covered the respondent use of facilities, frequency of attendance, reasons for attendance, use of gambling facilities, amount of time spent at the location, amount of money spent on gambling, measures of problem gambling, exposure to messages, recall of messages and message content and background demographic data.

Respondents were approached in the locations on an availability basis, so that the sample is not a strict random sample. For this reason, some statistics such as chi-square as a measure of association between variables cannot be treated with the same level of confidence as would be the case with a random sample, since there is a possibility that the non-randomness of the selection process violates underlying assumptions of the method.

Statistics have been computed, but for the reason outlined these are not reported in detail and are used only as a guide rather than a formal measure.

The report is laid out in three principal sections below. Section 1 explores univariate data. That is, it examines the frequency counts for each quantitative variable and reports on the distribution. This section also includes a brief sub section on the creation of a problem gambling score, derived from the 4 items developed by Baron, Dickerson, and Blaszczynski (1995).



Section two analyses bi-variate data. That is, it examines the association between variables. Specifically, it explores how the problem gambling score is linked to wider questions of demographics (do we see the pattern we expect between such things as problem gambling and marital status, for example?) and then examines how the scale links both to self reported behaviour and to message recall and reception.

Finally, the conclusion returns to the 8 questions listed above and uses the data to answer each one.



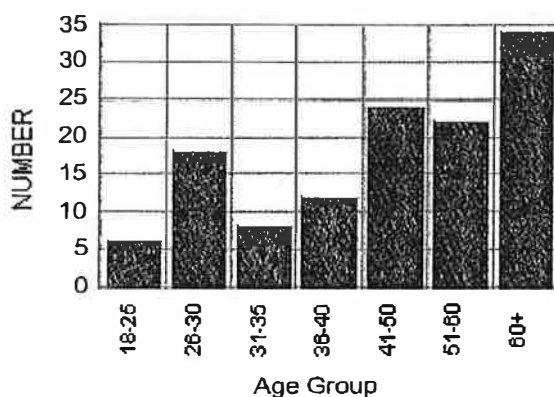


## Section 1: Analysis of univariate data

This section of the report presents an analysis of data relating to each of the questions asked on the questionnaire. The results are not presented in the exact order in which they appear on the questionnaire. This re-ordering of data has been done to provide the reader with a clearer research 'narrative'.

First, the report examines the character of the sample who responded to the request for interviews:

- 137 people were approached and interviewed, although not every respondent answered every question. Three interviews were terminated because the respondents had not used the bathroom areas and hence could not have been exposed to the messages being tested;
- the entire sample utilised by this research were residents of Victoria;
- slightly more males (76, 55%) than females (61, 45%) were interviewed;
- the age groups were skewed more towards the older than younger ages, as this chart shows:



- a substantial minority (50, 41%) of those who answered the employment question were unemployed, although it must be stressed that given the age groups interviewed, that this may well include a substantial number of aged pensioners;
- with regard to income, most provided an answer to this question, and the majority (79, 65%) were on an income of under \$35000 pa (again, note that many of these may have been pensioners);
- although the large majority of the adult population of Australia lives in a marital relationship (de facto or de jure) in this sample, the minority who did not was quite large (50, 40%);
- finally, the group was overwhelmingly English speaking. Of 124 who answered the question about language spoken at home, 112 (90%), nominated English, with a further three each nominating Greek, Italian and Cantonese.

In summary, the single most likely respondent to this survey was an older Victorian who was an English speaking man living in a metropolitan area, on a modest income. He would probably, but not certainly be employed and probably but not certainly be in a relationship.

The report turns now to the question of the use of the gaming venue. Here the pattern was as follows:

- there was a wide range of patronage frequency for the particular venue in which the respondent was interviewed. Frequency levels varied from 44 (33%) who used the venue more than once a week



through to 15 (11%) who were at the venue for the first time. Overall, 80 (60%) used the venue at least once a fortnight;

- a wide range of reasons were offered for coming to the venue. Of the 8 specific reasons listed in the questionnaire, 28 (21%) named the gambling facilities ahead of 24 (18%) who mentioned the fact that their friends always came there and 20 (15%) who mentioned food. Whilst gambling presents as the single highest reason for going to the venue, it can be seen that the majority of the respondents indicate 'social' reasons (friends and eating) as their main reasons for visiting the venue. Over 40 'other' responses were received. Most of these clustered around convenience (close to home, etc) or other 'social' reasons. Only one other mentioned gambling—1 respondent said "I'm a gambling addict". An edited range of the 'other' reasons are shown below in the table;

cheap machines/location	friends & dinner (3)	meal & pokies
cheap meal	gambling addict	member of club
clean & tidy & have a bet	good venue/food	on the way home
close to home (10)	hanging with friends	shopping (2)
close to the theatre across the road	having a drink	Smoke free-comfortable & good service
close to where I live and go shopping	like venue—it has good meals for seniors (4)	the view & venue & atmosphere
comfortable	live on course	well designed tab & friendly
free tea & coffee comfortable		



- just over half (72, 55%) had used the gambling facilities on the day of interview and of those who did not, most of the remainder (50 of 63, 79%) did so on other occasions. There is little indication from this sample that there is a 'social' visitor who does not gamble;
- the main gambling facility used, by a large margin, was poker machines (85, 73%) well ahead of TAB (26, 22%)
- while the largest single group (65, 55%) had been at the venue for less than one hour, another large group (40, 34%) had been there 1-2 hours and the remaining group (10%) for longer than 2 hours;
- for 65 (55%) the time they spent at the venue on the day of the interview was typical, while for the remainder it was not. Those who responded that it was not typical, nominated time periods between 1-2 hours up to 8 hours, with a few saying that it depended on circumstances. Overall, it appears that most respondents spend at least 1-2 hours in the venue;

In short, the typical respondent seemed to be a regular user of the venue, who spent several hours at the venue on a typical visit and usually gambled, most often on poker machines.



**Turning to the question of gambling itself:**

**Question 9 Roughly how much would you spend on gaming machines in this visit?**

- of the 114 who responded to this question, less than half (52, 46%) had spent less than \$10 on gaming machines, while at the other end of the range 28 (25%) had spent over \$20;

**Question 10a Would this be typical for you in one visit?**

- most (85, 75%) said this amount was typical, but of those for whom it was not typical the large majority (31, 83%) would spend over \$10 and over half (19, 53%) over \$20;

**Question 11 When would you visit the venue would you play the games every time, most times, sometimes or never?**

- only 9 (8%) of the respondents said they had never gambled, while 74 (65%) said they gambled most times or every time.

In short, not only is the typical respondent a regular user of the gambling facilities, he also uses the poker machines on almost all visits and regularly spends considerable amounts of money when he gambles.

Questions 12 to 15 on the questionnaire asked people whether particular statements about gambling applied to them. These control statements were scaled to measure respondent behavioural levels (never, rarely, sometimes often or always). Of these statements, those relating to questions 12-14 took the form of answers that indicated a high degree of self control over gambling expenditure and frequency. However question 15 revealed the



reverse with responses from individuals indicating that they often or always having a strong urge to continue gambling , once they had begun.

Data for each of the four variables was recoded, so that for questions 12-14 answering never, rarely or sometimes was counted as 1 while often and always was counted as 0. With question 15, this was reversed—never, rarely or sometimes was counted as 0 while often and always was counted as 1. Summing the four answers then gave an index score from 0 to 4, where the higher the score the more the respondent seemed to have gambling problems.

The score on this index was as follows:

Score	Number
0	25
1	58
2	38
3	6
4	10

Clearly, insofar as the index accurately represents some measure of impairment of gambling control, this is a group where the majority show some impairment, with 54 (36%) scoring 2 or more on the scale.



The report now examines the data concerning exposure to and recall of the displayed messages. In summary:

- when asked, without visual prompting, whether they recalled seeing posters in the bathroom/toilet areas of the venue, 73 (55%) immediately recalled seeing a poster and only 5 (3%) had no recall;
- the recall (unprompted) showed that most people correctly identified some aspects of gambling—71 identified one of the display themes and of those categorised as 'other' another 7 had gambling elements in their answer;
- asked whether they had seen gambling related posters, once again a majority of the respondents (64, 57%) said yes and only 2 (2%) said no;
- when shown the prompt of a modified version of the poster material, only 2 respondents did not recognise the material;
- asked about the content of the message only 3 (9%) could not recall and 14 (9%) gave a range of 'other' answers, while over 80% correctly identified the key themes in the display material;
- the largest single group nominated as the target for the material was 'problem gamblers' (57, 50%) followed by 'anyone who gambles'; (22, 19%), 32 nominated 'other' responses, and the majority of these were gambling related;



- 76 (58%) thought they might pass information on to a friend or family member who they thought to be a problem gambler and might benefit from such information;
- over half of the respondents (65, 53%) recalled seeing the take away cards in the bathroom environment. There was a significant majority (39, 66%) who identified the card who also believed that the key information on the card related to 'who to call to get help';
- of those who were asked about the card 21 (36%) thought the material very or somewhat useful and relevant to themselves;
- most (100, 80%) had heard of problem gambling before from a variety of sources, mainly TV (83, 82%).

In short, respondents who had been exposed to these messages were quite likely to recall them and almost certain to recall them with minimal prompting. They correctly identified themes and targets and for the minority who looked at cards, the material was seen to be helpful and relevant in a substantial minority of cases. Most people had already heard about problem gambling, especially via the TV.

In summary the univariate data indicate that, for this survey:

- the single most likely respondent to this survey was an older Victorian who was an English speaking man in a metropolitan area, on a modest income. He would probably, but not certainly be employed and probably but not certainly be in a relationship;





- the typical respondent seemed to be a regular user of the venue, who spent several hours at the venue on a typical visit and usually gambled, most often on poker machines;
- not only is the typical respondent a regular user of the gambling facilities, he also uses the poker machines on almost all visits and regularly spends considerable amounts of money when he gambles;
- this is a group where the majority show some impairment, with 54 (36%) scoring 2 or more on the problem gambling scale;
- respondents who had been exposed to these messages were quite likely to recall them and almost certain to recall them with minimal prompting. They correctly identified themes and targets and for the minority who looked at cards, the material was seen to be helpful and relevant in a substantial minority of cases. Most people had already heard about problem gambling, especially via the TV.

## **Section 2: Analysis of bi-variate data**

This section of the report presents an analysis of bi-variate data. Specifically, it examines the associations between the problem gambling score and other variables. In the analyses, it is important to establish whether the score relates to other measured aspects of gambling behaviour in a manner which suggest that it is a valid measure of gambling problems. If it does (and the data deployed below suggest strongly that this is the case), the next question is the extent to which it associates with the measures of the recall and relevance of the campaign materials. If there is an association, it will suggest that the campaign is effectively communicating with the target audience.

### **Demographic variables**

Turning first to some aspects of demographics, the problem gambling score is strongly associated with being single (in formal terms.  $p$  is less than 0.03). It is not strongly associated with age, although the very highest scoring respondents (score=4) are concentrated among the youngest group (under 30) and the older groups (over 40) with none in the 30-40 range. Further analysis of this, however, reveals that the single people are mainly concentrated in these age groups (or, conversely, most of the 30-40 year olds are partnered) so it is probable that singleness rather than age is the direct predictor here. (It may be noted that problem gambling can be a source of relationship break up so that deeper process could be at work here. However, these data are neither deep enough nor large enough in number to explore such complexities.)

There is also some evidence of an association between problem score and gender. A contingency table analysis of the relationship shows  $p$  at about 12% is an indication of a trend but not conventionally significant. However, if



we compare the percentage of the two genders who score high on the scale, there are 17% of males who scored 3/4 but only 5% of females. Computing a z test for the standard error of the difference in proportion gives a standard error is 5.13. The difference between the two samples is 12%-- i.e. 2.3 SE of difference. This yields  $p < 0.05$ , so it is reasonable to suppose the difference is significant, with the males more likely to score high than females.

No other demographics show any clear association with the problem gambling score.

In short, the key pattern shown by these data is that problem gambling is concentrated especially among single males—a finding which appears to fit the wider literature.



## Venue Usage, Etc

Looking next at some aspects of venue use, there is a strong association between the problem gambling score and frequency of venue usage:

Frequency of venue use	% who score high (3/4)
More than once a week	23
Once a week/once month	9
Less than once month	4

In similar fashion, the score on the scale is associated with hours spent in the venue.

Score	<1hr	1-2 hrs	2-3 hrs	3+ hrs	Total %
0	92	8	0	0	100
1	59	31	9	2	100
2	58	37	3	3	100
3	33	33	33	0	100
4	30	40	10	20	100
Totals	61	29	7	3	100

In summary, those with higher problem gambling scores visit the venue more frequently and spend longer in the venue when they are there. Once more this fits well with what we expect to find concerning problem gamblers.



## Gambling Behaviour

The percentage of the respondents who gambled today rose steadily with the problem gambling score, from 9.5% of those who scored zero to 100% of those who scored 4.

Score on gambling scale	% who gambled today
0	9.5
1	58
2	60.5
3	66.7
4	100
TOTAL	54.5

The amount of money gambled is also associated with the score—the higher the score the more likely a respondent was to have gambled more than \$10 in the current visit.

Score	<\$10	\$10-20	\$20-50	\$50+	Total %
0	96	0	0	4	100
1	45	40	16	2	100
2	47	32	13	8	100
3	67	0	33	0	100
4	30	0	20	50	100
Totals	55	25	13	7	100



In short, the problem gambling score fits well with reported gambling behaviour—the higher the score the more a person was likely to have gambled on the day of the interviewer and the larger amount of money s/he was likely to have gambled.

It seems safe to conclude that while this score is based only on a subset of the wider scale, its a valid and reliable measure. The important thing, therefore, is to see how it links to the campaign material.

### **Campaign material**

Questions 16 asked for unprompted recall—had the respondent seen any posters, and as the table shows as the problem gambling score rose, so the proportion saying yes also rose.

Score	Yes	DK	No	Totals
0	38	48	14	100
1	59	38	3	100
2	51	49	0	100
3/4	80	20	0	100
Totals	55	41	4	100

That is, on immediate, unprompted recall, those with raised scores were more likely to have noticed and none of those with a score 2 or over said no. This strongly implies that as the salience of the message rose so the attention paid to the material and the recall of it also rose. An identical pattern was observed for the prompted follow up question (18). Here, those scoring zero on the problem score commonly were unsure (53%) or did not recall seeing a poster (12%), while no-one with a score of 1 or more said no, the proportion unsure falling away to only 20% at score 4.



In short, the more salient the message, the higher rate of recall.

Turning to the question of who the material was aimed at (Qn 21) data from the 'other' responses was recoded to the original codes as far as possible.

This showed that of the 15 who scored 3/4 on the index and who answered this question:

- 8 (53%) nominated problem gamblers as the target
- 5 (33%) nominated anyone who gambles as the target
- 2 (14%) nominated 'people like me' as the target (the other 2 who nominated this scored 2 on the index)

That is, among the target audience, it was clear that the message was correctly perceived.

Interestingly, however, when asked if they would pass on information (Qn 22), while 62% said yes overall, the only group in which this fell below 50% was those who scored 3/4 on the index, where only 40% said yes and almost half (46%) said no. That is, the message was understood and struck home, but few of the target audience would pass it on, while those around them would.

This seems to be a successful pattern, in that the campaign would be successful if the first group acted on the information while others passed material to them.



Finally among the areas where there is a clear association between variables, the higher the score on the index, the more likely respondents were to say that the information in the posters/cards was useful to them (Qn 25):

Score	Very	Somewhat	Not very	Totals
0	0	11	89	100
1	22	13	65	100
2	12	24	65	100
3/4	33	33	33	100
Totals	17	19	64	100





## **Conclusion**

In the introduction, eight questions were posed. In this concluding section each of these questions are used as a sub heading and the answers are given by marshalling the data presented from the above Sections 1 and 2.

### **What was the demographic profile of the respondents?**

There was a good spread of respondents across metropolitan and regional venues and across age groups and genders. Overall, the single most likely respondent to participate in this survey was an older Victorian who was an English speaking man who lived in a metropolitan area, on a modest income. He would probably, but not certainly be employed and probably but not certainly be in a relationship.

### **What was their use of gambling facilities, both on the day of interview and in general?**

The respondents were, in general, regular users of gambling facilities, especially poker machines.

### **Was there evidence of them being problem gamblers?**

There was clear evidence that the majority of respondents had gambling problems. On a five point scale, where only a score of zero suggested that there were no problems, a minority (25, 19%) scored zero with the remainder scoring 1 or more. This fitted well with the objective data on gambling, with a strong association between the score and (e.g.) typically gambling \$50 or more per session.



**To what extent was any problem gambling associated with demographic variables?**

There was a strong fit with singleness and being male. Some fit with age was observed, but seemed to be due to the fact that single people were more often found in the younger and older groups and less in the middle.

**Were respondents exposed to messages in the facilities?**

Yes, those interviewed had used the toiled facilities where messages were displayed.

**What was the rate of recall for these messages?**

There was quite good unprompted recall of messages—55% spontaneously recalled seeing the posters, and with a prompt this rose to nearly 100%. Moreover, when asked about content, those who had unprompted recall almost all correctly identified gambling themes as did a substantial proportion of those who were prompted.

**Did the respondents find the messages relevant to them?**

Not all respondents found the material relevant, but very encouragingly, the higher the score on the problem gambling scale the more likely they were to say that the material was relevant, indicating high message salience,

**To what extent did the respondent's measured status on problem gambling interact with recall and relevance—in particular, did those**



**who appeared to be problem gamblers display higher message salience and relevance?**

There was a clear fit between problem gambling scores and several aspects of the messages. Overall, the higher the score:

- the more likely a person was to recall seeing the message
- the more likely s/he was to recall key themes
- the more likely a person as to say the message was relevant.

The data presented above suggest that this survey has measured a highly effective communication strategy for problem gamblers. These people were sought out for interview, responded and provided data that showed communication success.



## **Appendix: Gambling Research Questionnaire**



**Introduction: Excuse me. I am conducting some important research for the Victorian government and wonder if you would be interested in answering some questions which will only take a few minutes?**

**Please note that any information you provide will be given in complete confidence and will be recorded anonymously.**

Gender:	Male	1
	Female	2
Location:	Metropolitan	1
	Regional	2

**Screener - Firstly I would like to ask a few questions about yourself**

**1. Are you a resident of Victoria?**

Yes	1	(go to Q.2)
No	2	(terminate interview)

**2. Have you used the toilet/bathroom facilities in this venue today or recently (i.e. within the last 2 days)?**

Yes	1	(go to Q.3)
No	2	(terminate interview)

**3. How often do you come to this venue? (read list)**

More than once a week	1
Once a week	2
Once a fortnight	3
Once a month	4
Less than once a month	5
First time	6

**4. Is there a particular reason why you have come to this venue? (circle answer)**

- |  |   |
|--|---|
| Good/cheap food                                  | 1 |
| Nice people/staff                                | 2 |
| Friends always come here                         | 3 |
| Gambling facilities                              | 4 |
| No other places to go/ no other choices          | 5 |
| Entertainment (clarify does this mean gambling?) | 6 |
| Meet new people                                  | 7 |
| To have a drink                                  | 8 |
| Other (please specify)                           | 9 |
- 

**5. During your visit today have you used any of the gambling facilities?  
(circle answer)**

- |     |                |   |
|-----|----------------|---|
| Yes | 1 (go to Q.6)  | 1 |
| No  | 2 (go to Q.5a) | 2 |

**5a. Do you ever use the gaming facilities?**

- |     |                |   |
|-----|----------------|---|
| Yes | 1 (go to Q.6)  | 1 |
| No  | 2 (go to Q.16) | 2 |

**6. Which have you used? (circle answer)**

- |                        |   |
|------------------------|---|
| Poker Machines         | 1 |
| Keno                   | 2 |
| TAB                    | 3 |
| Other (please specify) | 4 |
-

**7. How much time have you spent at this venue today?**

Less than an hour?	1
1-2 hours	2
2-3 hours	3
more than 3 hours	4

**8. Is this a typical amount of time for you to spend at a gaming venue?**

Yes	1
No	2

**9a If no, how much time would you usually spend at a venue in one visit?**

---

**9. Roughly how much would you have spent on gaming machines in this visit?**

Less than \$10	1
\$10- \$20	2
\$20- \$50	3
More than \$50	4

**10a. Would this be typical for you in one visit?**

Yes	1
No	2

**10. If not, how much would you usually spend in one visit?**

Less than \$10	1
\$10- \$20	2
\$20- \$50	3
More than \$50	4

**11. When you visit the venue would you play the games every time, most times, sometimes or never? (read out list)**

Every time	1
Most times	2
Sometimes	3
Never	4
Don't know	5

**How true are the following statements for you?**

**12. When I've wanted to I've been able to gamble less often**

Never	1
Rarely	2
Sometimes	3
Often	4
Always	5

**13. I try to limit the amount I gamble**

Never	1
Rarely	2
Sometimes	3
Often	4
Always	5



**14. When I've wanted to I've been able to stop gambling for a week or more**

Never	1
Rarely	2
Sometimes	3
Often	4
Always	5

**15. Once I have started gambling I have a strong urge to continue**

Never	1
Rarely	2
Sometimes	3
Often	4
Always	5

**16. Have you seen any posters in the toilet/bathroom of this venue?**

(circle answer)

Yes	1	(go to Q.17)
Not sure/don't know	2	(go to Q.18)
No	3	(terminate interview)

**17. Can you tell me what the poster was about or what it said?**

(circle answer)

Can't recall	1
Problem Gambling	2
Losing all your money	3
Gambler's Help	4
Think about what you're gambling with	5
Responsible Gambling	6
Family	7
Other (Please specify)	8

.....  
.....

**18. Have you seen any problem gambling posters in the bathroom/toilet?**

**(circle answer)**

- |                     |                         |
|---------------------|-------------------------|
| Yes                 | 1 (go to Q.20)          |
| Not sure/don't know | 2 (go to Q.19)          |
| No                  | 3 (terminate interview) |

**19. Have you seen this poster in the bathroom toilet? (Researcher shows respondent execution without copy & circle answer)**

- |     |                         |
|-----|-------------------------|
| Yes | 1 (go to Q.20)          |
| No  | 2 (terminate interview) |

**20. Can you describe what the advertising was about? (circle answer)**

- |                                       |   |
|---------------------------------------|---|
| Can't recall                          | 1 |
| Problem Gambling                      | 2 |
| Losing all your money                 | 3 |
| Gambler's Help                        | 4 |
| Think about what you're gambling with | 5 |
| Responsible Gambling                  | 6 |
| Family                                | 7 |
| Other (Please specify)                | 8 |

**21. Who do you think the advertisement is intended for? (circle answer)**

- |  |   |
|--|---|
| Problem gamblers                             | 1 |
| Family/friends of problem gamblers           | 2 |
| Anyone who gambles                           | 3 |
| People like myself                           | 4 |
| Younger people                               | 5 |
| Older people                                 | 6 |
| People with families                         | 7 |
| People from non English speaking backgrounds | 8 |
| Other (please specify)                       | 9 |

22. Would you be likely to pass on this information to a friend or family member whom you thought was at risk of becoming a problem gambler? (circle answer)

Yes	1
Not sure/don't know	2
No	3

23. Did you see any Gambler's Help take-away cards located within the bathroom/toilet? (circle answer)

Yes	1 (go to Q.24)
No	2 (go to Q.26)

24. Can you tell me what information is contained within the card? (circle answer)

Can't recall	1
Who to call to get help	2
Think of what you're gambling with	3
Didn't take a card	4 (go to Q.26)
Other (please specify)	5

---

25. How useful or important was this information to you? (read out list)

Very useful/relevant	1
Somewhat useful/relevant	2
Not very useful/relevant	3

**26. Before you saw the poster and/or take-away card had you heard or seen anything about problem gambling before? (circle answer)**

Yes	1
No	2

**27. Where did you see or hear something about problem gambling before?  
(read out list)**

Television	1
Personal experience	2
Radio	3
Newspapers/Magazines	4
Toilet advertising	5
Brochures	6
Rosters	7
Other (please specify)	8

**Demographics**

**28. Which of these age categories are you in? (please read out)**

18 – 25 years	1
26 – 30 years	2
31 – 35 years	3
36 – 40 years	4
41 – 50 years	5
51 – 60 years	6
Over 60 years	7

**29. Are you employed? (circle answer)**

Yes	1
No	2

**30. Is your income under or over \$35,000.00 per year? (circle answer)**

Over \$35,000.00	1
Under \$35,000.00	2

**31. Are you Married/partnered, or single/divorced? (circle answer)**

Married/partnered	1
Single/divorced	2

**32. What language is most commonly spoken at home? (circle answer)**

English	1
Greek	2
Italian	3
Spanish	4
Arabic	5
Turkish	6
Chinese	7
Vietnamese	8
Other (please specify)	9