



Convenience Advertising



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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**

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Introduction

This report presents an analysis of data gathered to provide a communication analysis of in-venue problem gambling. The central issues that were being tested here included:

1. What was the demographic profile of the respondents?
2. What was their use of gambling facilities, both on the day of interview and in general and how, if at all, did this differ from the 2003 study?
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 of 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?
9. (2005 only) if the respondent uses the internet or a mobile phone, would it be worth considering these as possible media for getting Gambler's Help information to them and, if so, would it reach problem gamblers?;

In addition, since a parallel investigation had been carried out in 2003, for each question from 1-8, this report also asks " ... and how, if at all, did this differ from the 2003 study?"

Intercept interviews were carried out by trained interviewers working in sites that contained gambling machines and other gambling facilities. These sites were located in various parts of Victoria, in both metropolitan and non-metropolitan settings.

The interview schedule contained a wide range of questions. These questions covered the respondent use of facilities, frequency of attendance at the location, reasons for attendance, use of gambling facilities, amount of time spent in 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 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 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 four principal sections below. Section 1 explores univariate data that were collected both in this and the 2003 study. 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 were collected both in this and the 2003 study. 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.

Section 4 covers the material gathered only for this study, which concerns the use of the internet and mobile phones.

Finally, the conclusion returns to the 9 questions listed above and uses the data to answer each one.



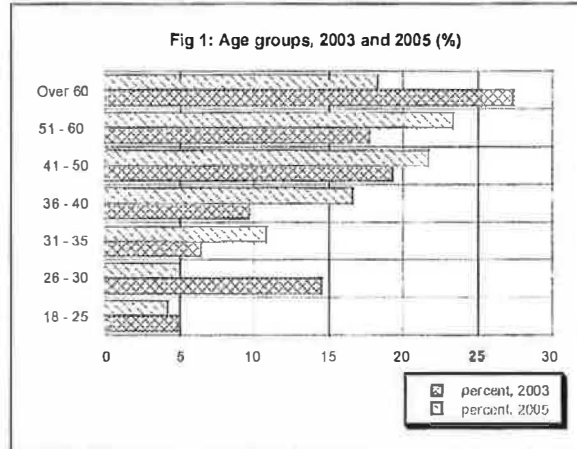
Section 1: Analysis of univariate data

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'.

1.1 Characteristics of the sample

Who responded to the request for interviews?

- 225 people were approached and interviewed, although not every respondent answered every question. (Twelve interviews were terminated because the respondent was not from Victoria and a further twenty nine because the respondent had not used the bathroom areas and hence could not have been exposed to the messages being tested, leaving an effective sample of 184);
- the sample was 75% metropolitan (131) and 25% non-metropolitan (44), this is very slightly more metropolitan than the 2003 sample;
- almost all those interviewed were from Victoria (213 of 225, 95%);
- rather more males (106, 59%) than females (73, 41%) were interviewed and this is slightly more skewed than the 2003 sample;
- as Fig 1 shows the age groups were skewed more towards the older ages:



- however, as the chart shows clearly, the skewing is more pronounced at the younger ages and less pronounced at the older ages. In short, this sample is a little more 'middle aged' than the 2003 sample;
- a substantial minority (43, 36%) of those who answered the employment question were unemployed—down slightly from the 41% in 2003—although again



it must be stressed, given the age groups interviewed, that this may well include a number of aged pensioners;

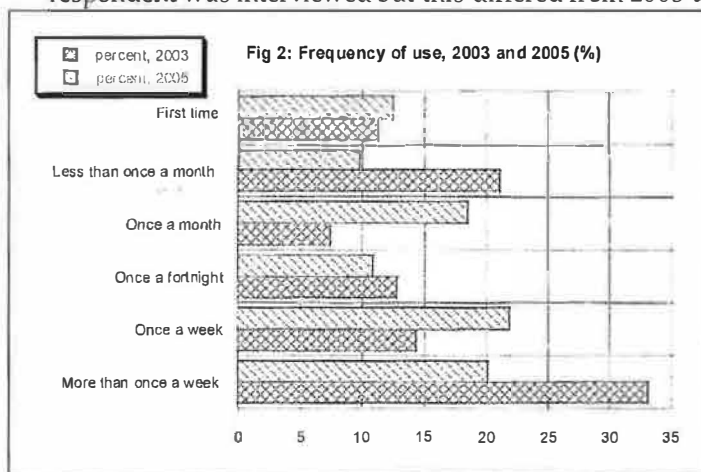
- with regard to income, most provided an answer to this question, and the largest group (45, 39%) were on an income of under \$35000 pa (again, note that many of these may have been pensioners). However, this represents a sharp drop from the 61% in this income group, so perhaps the decline in the older groups means that this sample contains fewer aged pensioners. It should also be noted that the answer format of this question was slightly different in the 2005 questionnaire. While the 2003 questionnaire only gave two categories—under and over \$35000—this offered a range of categories above \$35000. It is possible that this range of answers somehow affected responses ;
- 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 (43, 36%) similar to, though slightly lower than in 2003 (40%);
- finally as in 2003, the group was overwhelmingly English speaking. Of 122 who answered the question about language spoken at home, 109 (89%), nominated English, with a further three each nominating Greek and Italian.

In summary, the single most likely respondent to this survey was a middle aged to older Victorian male, English speaking and 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 sample is very similar in its broad characteristics to the 2003 sample, increasing the confidence that this represents a good cross section of gaming venue users.

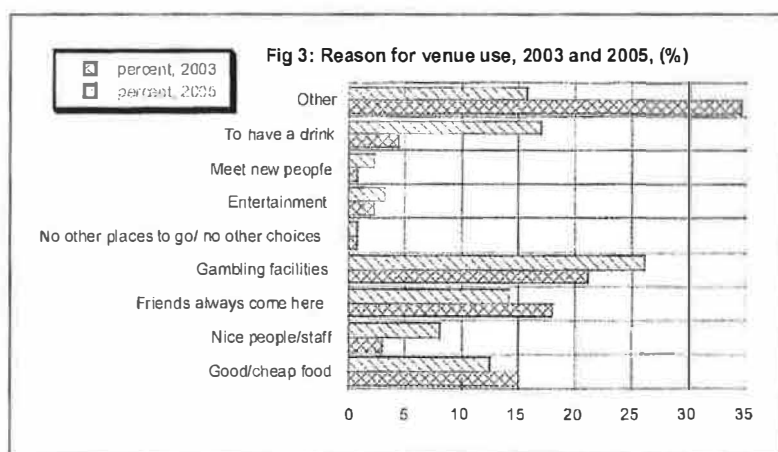
1.2 The use of the gaming venue.

Here the pattern was that:

- there was a wide range of patronage frequency for the venue in which the respondent was interviewed but this differed from 2003 as Fig 2 shows:



- as Fig 2 shows, in the newer sample the proportion of heavy users (more than once a week) is down as is the proportion of light/new users while the regular users (once a month, once a week) are up in comparison. This might imply a shift in gambling patterns towards regular but not heavy users but could be a sampling artefact;
- a wide range of reasons were offered for coming to the venue. The question was asked slightly differently in 2005 to 2003. In 2003, the main reason was sought. In 2005, each reason was recorded on a yes/no basis, so that typically a patron recorded his or her three main reasons. As Fig 3. shows, despite this, when results are compared on the basis of the percentage of all reason, the graphs are surprisingly similar:



- The main differences recorded are that the 'other' category has shrunk on a percentage basis while the answer 'to have a drink' has risen a great deal and 'gambling facilities' quite a lot. This suggests that people do include these features, but not always as the main reason. Even with the new basis for recording responses, only about 25% of respondents mention gambling as such.
- An edited range of the 'other' reasons are shown below in the table;

Proximity, locality, convenience (54)	eat (2)	<i>lucky</i> (2)
relaxation socialize pass time(8)	use the toilet (2)	<i>looking for work</i> (2)
happy hour/ cheaper cheap drink/relax(5)	visit family (2)	<i>friendly staff</i> (2)
wife likes to use the pokies (4)	no reason (2)	<i>friend</i> (2)
<i>sporting association</i> [football club] (4)	<i>nice venue</i> (2)	

- More reasons were elicited in 2005 than in 2003 and, as before, proximity of the club (to home, work or travel between these) was the most common reason, given



in 54 of 92 cases (59%). This was also the leading reason offered in 2003, but the ratio was lower—14 of 38, 37% mentioning proximity and convenience issues;

- nearly three-quarters (137, 74%) had used the gambling facilities on the day of interview, a big increase on 2003 when this level was just over half (72, 55%).
- Of those who had not, most of the remainder (32 of 47, 68%) did so on other occasions, in line with 2003 where this was 50 of 63, 79%;
- In all, therefore, 169 of 184 (92%) had used the gambling facilities at some point, a finding in line with 2003 when it was 112 of 125 (90%);
- the facility mainly used—by a large margin—was poker machines 148 (79%) well ahead of TAB 30 (16%)—similar figures to 2003: 85, 73% and 26, 22% respectively;
- figures on length of time at the venue showed a change compared with 2003. In that survey the largest single group (65, 55%) had been at the venue for less than one hour while another large group (40, 34%) had been there 1-2 hours and the remainder for longer. However, in 2005 this had shifted. Now the largest group was the one that had been there for 1-2 hours (87, 52%) followed by less than an hour (49, 29%), with the remainder being there longer;
- for 124 respondents (75%) the time spent at the venue at the time of interview was about typical, while for the remainder it was not—a sharp rise over 2003 when this was true of only 55%;
- In very similar vein to 2003, of those saying it was *not* typical, when asked to nominate times most nominated periods from 1-2 hours up to 24 hours, with a few saying that it depended on circumstances. The range was:
 - 5 mins
 - 20mins - 1/2 hr (2)
 - 1hr or so (8)
 - 2-3 hours (12)
 - 3-5 hrs (6)
 - 24 hrs straight
 - I come for meals
 - depends (3)
 - whatever my luck decides--depends if I'm winning (2)
 - depends on friends
 - less time
 - more time (4)
- Overall, it appears that most respondents spend at least 1-2 hours in the venue;

In short, as in 2003 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, with an increase in this sample of the percentage of very regular users and gamblers.

1.3 Gambling Behaviour

Turning to the question of gambling itself:



- of the 164 who responded to this question, less than one quarter (38, 23%) had spent less than \$10 on gaming machines—this represents a very sharp drop from 2003 when the percentage of respondents in this category was exactly double at 46%;
- at the other end of the range 33 (20%) had spent over \$20—a drop from 2003 when this was 25%;
- overall, it seems that this sample is more concentrated in the moderate gambling range with fewer heavy and many fewer light gamblers;
- most (137, 85%) said this amount was typical, slightly up from the 75% in 2003;
- for those for whom it was not typical all would spend over \$10 (up from 83% who said this in 2003) and most (24, 86%) over \$20, again a rise from 2003 when this was true for 53%;
- only 7 (4%) said they never gambled (down from 8% in 2003), while 91 (55%) said they gambled most times or every time—again this is down on 2003 (65%) suggesting this group is more concentrated in the moderate gambling range.

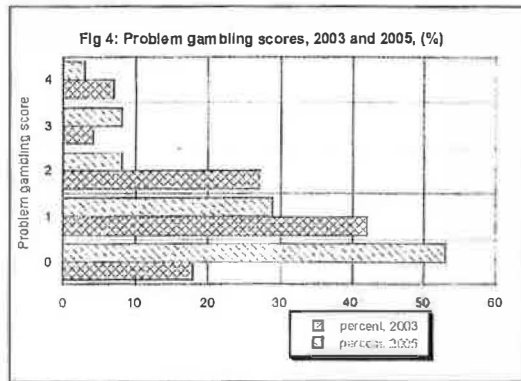
The typical respondent, therefore, is more of a moderate gambler than in the earlier study, with fewer very light or very heavy gamblers seem to be in the sample.

Looking at possible problem gambling, questions 12 to 15 on the questionnaire asked people whether particular statements about gambling applied to them never, rarely, sometimes, often or always. Questions 12-14 were phrased so that answers such as 'never' indicated a problem and 'often' or 'always' did not, while question 15 had the reverse form: that is 'often' or 'always' indicated a problem.

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 answer then gave an index score from 0 to 4, where the higher the score the more the respondent seemed to have gambling problems.



The pattern for this variable has changed from the 2003 sample as Fig. 4 shows:



Insofar as the index accurately represents some measure of impairment of gambling control, in the 2003 sample the majority showed some impairment, with 54 (36%) scoring 2 or more on the scale. However, this has fallen markedly in this sample, with 53% having a score of zero and far fewer having a score of 1 or 2. The overall proportion scoring 3 or 4 has not changed, although the 2005 sample has more 3s and fewer 4s.

Again, this fits with the perception that this sample contains fewer extremely heavy gamblers.

The current study included several questions on gambling not included in the 2003 study.

The first of these, q. 16, asked whether the statement "I have considered seeking advice or help about my gambling behaviour" was true or false for them. Of the 167 who were posed this question, 26 (16%) said it was true.

These 27 people were then asked about various sources from which they might have sought advice for their gambling problems. The following pattern of answers was recorded:

Possible source of advice	Number who used this source
Family/ friends	8
Internet	2
Professional counsellor	6
Gaming venue staff	0
Gambler's Help	2
Printed material	3

Clearly family and friends and professional counsellors accounted for most the help sought.



Finally with regard to gambling behaviour, respondents who had said that they had considered seeking help were asked whether the statement "I have sought self-exclusion from a gaming venue" was true or false. Of the 27, 24 (88%) said no, with three saying yes, they had sought exclusion at various points over the previous year.

In summary, with regard to gambling, the commonest respondent gambled regularly and moderately and only a minority appeared to be problem gamblers.

1.4 Exposure to messages

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, 102 (61%) immediately recalled seeing a poster and only 23 (14%) had no recall. These figures have changed from 2003 when the proportions were that 73 (55%) immediately recalled seeing a poster and only 5 (3%) had no recall. That is, fewer in the 2005 sample were uncertain, more saying either yes or no.
- the recall (unprompted) showed that most people correctly identified some aspects of gambling—94 (78%) identified one of the display themes and of those 13 categorised as 'other' another 11 had gambling elements in their answer, making a total of 88% unprompted recall;
- asked directly whether they had seen gambling related posters, only 11 (8%) said no, although this was a rise from the 2% in 2003;
- when shown a modified version of the poster material as a prompt, the same 11 respondents did not recognise the material;
- when those who recognised the poster after a visual prompt were asked about the content 100% correctly identified key themes in the display material, up from 80% of the equivalent sub-set in the 2003 sample;
- asked about who they perceived as the target for the messages in the posters, the largest single group nominated as the target for the material was 'problem gamblers' (78, 41%) followed by 'anyone who gambles; (36, 19%), and almost all response were gambling related. The order of nomination parallels the 2003 study, but because multiple response were recorded the n is larger and percentage ratings are therefore not strictly comparable;
- 81 (66%) thought they might pass information on to a friend or family member that they thought was a problem gambler, up from 58% in 2003;
- the 2005 questionnaire included an open ended question that the 2003 study did not, which centred on the relevance (or non-relevance) of the material to the respondent. In relation to this question:
 - 51 did not think the poster relevant to them. Reasons were:
 - doesn't help in the long run: you get more money gamble some more
 - don't pay attention to ad-doesn't concern me also info useless as people with problems don't listen
 - don't think so/no (20)
 - I don't have a problem, I'm not a problem gambler and I know my limitations, so it is not relevant (18)
 - I don't have family responsibilities (2)



- I don't know anyone with a problem
 - I don't pay attention to it cos it doesn't concern me
 - not personally relevant but human intervention
 - not phrased well
 - not relevant because don't gamble anymore
 - not relevant, but nice to be reminded
 - people don't listen they don't want to hear
 - too much to read
 - unrealistic.
- o 46 found it relevant and helpful. Reasons were:
- a good reminder that help is available/ good to know info available if I need it (7)
 - access if I need a phone number/ contact details (8)
 - always make awareness an issue for problem gamblers
 - because sometimes people can't see that it's happening so they need to take a look
 - confirming what I already knew
 - don't pay much attention but if I had a friend with suspected problem I would find poster useful
 - family (2)
 - have known people that need help
 - I am a bit of a problem gambler so definitely relevant-- most of the questions apply to me so it gets me thinking (6)
 - If I get more concerned about my partners problem I would use the number
 - if the person wants assistance/ advice I would use the info on this ad
 - I'm a family man & it reminds me that gambling can be costly (2)
 - Knew it was there but never got round to taking a card
 - Makes you stop & think about the consequences and whether you have a gambling problem (4)
 - Nice to be there if needed: there are too many venues and gambling is too convenient
 - relevant - only gamble occasionally for social reasons
 - reminds of the damage problem gambling can do
 - simply highlighting the dangers of gambling
 - that help is available
 - well if things got worse I'd make use of the info
 - well, good to have help available
 - yes, it's relevant information applied for me made me think (2)
- just under half (45%) recalled seeing the take away cards (slightly down from 53% in 2003) and of those the large majority (73%) identified the key issue on the card as being 'who to call to get help' (up from 66% in 2003);
 - of those who were asked about the card 35% thought the material very or somewhat useful and relevant to themselves, almost identical to 2003;
 - virtually everyone (114, 96%) had heard of problem gambling before (up from 80% in 2003) from a variety of sources, mainly TV—see table:



Source of information	Number identifying this source
Television	100
Personal experience	35
Radio	36
Newspapers/Magazines	38
Toilet advertising	22
Brochures	6
Posters	27
Other (please specify)	8

- In short, respondents who had been exposed to these messages were 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.



1.5 Summarising the univariate data

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

- the single most likely respondent to this survey was a middle aged to older Victorian male, English speaking and 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 sample is very similar in its broad characteristics to the 2003 sample, increasing the confidence that this represents a good cross section of gaming location users
- as in 2003 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, with an increase in this sample of the percentage of very regular users and gamblers.
- the typical 2005 respondent is more of a moderate gambler than in the earlier study, with fewer very light or very heavy gamblers in the sample.
- only a minority appeared to be problem gamblers, and unlike the 2003 sample, where the majority show some impairment, with 54 (36%) scoring 2 or more on the problem gambling scale, in this study that score was shown by only 18%.
- as in 2003, 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 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.

2.1 Demographic variables

Turning first some aspects of demographics, *as with the 2003 sample*:

- the problem gambling score is strongly associated with being single (in formal terms, p is less than 0.01).
- the problem gambling score 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.)

Unlike 2003, however, there is no evidence of an association between problem score and gender.

As with the 2003 sample, no other demographic variables show any clear association with the problem gambling score.



In short, the key pattern shown by these data—as by data in 2003—is that problem gambling is concentrated especially among single people—a finding which appears to fit the wider literature. However, unlike 2003 it is not so obvious that these single people are males.

2.2 Venue Usage, Etc

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

Frequency of venue use	% who score high (3/4)	
	2003	2005
More than once a week	23	21
Once a week/once month	9	6
Less than once month	4	4

As the table shows, the pattern is fairly constant over the 2 samples.

In similar fashion, the score on the scale is associated with hours spent in the venue. However, while the pattern is broadly the same between samples (more hours linked with more problematic use) the detail is very different—the 2005 sample has far more respondents with low problem gambling scores who are typically at the venue for 1-2 hours than for less than an hour. It is unclear whether this is a result of different interviewers/techniques or is a real difference. Given that evidence has been presented above that suggests this sample is more concentrated in the middle range of gamblers, it reasonable to assume—but not certain—that the difference is real and not an artifact.

Score	<1hr % ('03 %)	1-2 hrs % ('03 %)	2-3 hrs % ('03 %)	3+ hrs % ('03 %)
0	36 (92)	53 (8)	7 (0)	4 (0)
1	26 (59)	53 (31)	15 (9)	6 (2)
2	7 (58)	64 (37)	14 (3)	14 (3)
3	21 (33)	50 (33)	21 (33)	7 (0)
4	33 (30)	0 (40)	50 (10)	17 (20)
Totals	29 (61)	52 (29)	13 (7)	17 (3)

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. However, while in 2003 it rose, from 9.5% of those who scored zero to 100% of those who scored 4, in this sample it rose from 57% of those who scored zero to 100% of those who scored 4.

Score on gambling scale	% who gambled today	% who gambled today
	2005	2003
0	57	9.5
1	89	58
2	100	60.5
3	100	66.7
4	100	100
TOTAL	66.7	54.5

It seems likely that there were some sampling differences in the way this sample was drawn that might account for this large difference.

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 % ('03 %)	\$10-20 % ('03 %)	\$20-50 % ('03 %)	\$50+ % ('03 %)
0	31 (96)	41 (0)	20 (0)	8 (4)
1	23 (45)	23 (40)	33 (16)	21 (2)
2	7 (47)	7 (32)	36 (13)	50 (8)
3	0 (67)	15 (0)	31 (33)	53 (0)
4	0 (30)	40 (0)	20 (20)	40 (50)
Totals	23 (55)	30 (25)	26 (13)	20 (7)

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 interview 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, it is a valid and reliable measure of gambling dependency. The important thing, therefore, is to see how it links to the campaign material.



2.3 Campaign material

Question 19 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 % ('03 %)	DK % ('03 %)	No % ('03 %)
0	51 (38)	33 (48)	16 (14)
1	61 (59)	21 (38)	17 (3)
2	79 (51)	14 (49)	7 (0)
3/4	90 (80)	10 (20)	0 (0)
Totals	55	41	4

➔ That is, on immediate, unprompted recall, those with raised scores were more likely to have noticed and hardly any of those with a score 2 or over said no (1 person with a score of 2 is the only case). 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.

In 2003 an identical pattern was observed for the prompted follow up question but in 2005 this was less clear with no significant trend in these data.

The finding for question 19, however, is very clear and strongly implies that as the salience of the message rose so the attention paid to the material and the recall of it also rose.

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

Turning to the question of who the material was aimed at (Qn 24) of the 20 who scored 3/4 on the index and who answered this question:

- 11 (55%) nominated problem gamblers as the target
- 5 (20%) nominated anyone who gambles as the target
- 4 (20%) nominated 'people like me' as the target

The pattern was similar in 2003 and strongly suggests that among the target audience the message was correctly perceived.

Interestingly, however, when asked if they would pass on information (Qn 25), while 66% said yes overall (62% in 2003), the only group in which this fell to 50% or less was those who scored 3/4 on the index, where only 50% said yes (40% in 2003) and almost one quarter, 23% (down from 46% in 2003) 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 reasonably desirable pattern, in that the campaign would be successful if those with a problem acted on the information while others without a problem passed material to those who they perceived as having one.

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 29). This is shown in the table:

Score	Very	Somewhat	Not very
0	15 (0)	15 (11)	69 (89)
1	5 (22)	33 (13)	61 (65)
2	22 (12)	44 (24)	33 (65)
3/4	25 (33)	42 (33)	33 (33)
Totals	12 (17)	35 (19)	53 (64)



Section 3: Data on internet and mobile phone use.

Four additional questions were posed in the 2005 survey, which were not posed in 2003. These centred on the use of the internet and the use of mobile phones, linking both to the question of whether respondents thought these a good medium for communication about problem gambling information and these are examined *seriatim* below.

Question 37 asked "Do you use the Internet at all?" Overall, 69 (57%) said yes and 53 (47%) said no. Internet usage was more common:

- Among males (63%) than females (47%);
- Among younger respondents (under 40 the rate was at least 80%), falling away to as low as 18% for the over 60s;
- Among the employed (73%) than the unemployed (26%)

Gambling dependency scores were not related to internet use.

In summary, the typical internet user is younger and employed and a little more likely to be a man than a woman.

Question 37a asked "Would you use the internet to find out more about Gambler's Help?" Fewer (40, 34%) said yes than no (77, 66%). However, perhaps not surprisingly, this was linked to usage. More of those who actually used the internet said they would consider it a source. Here the proportion saying yes rose closer to half (44%).

Leaving aside usage; the internet was more likely to be seen as a source of information by:

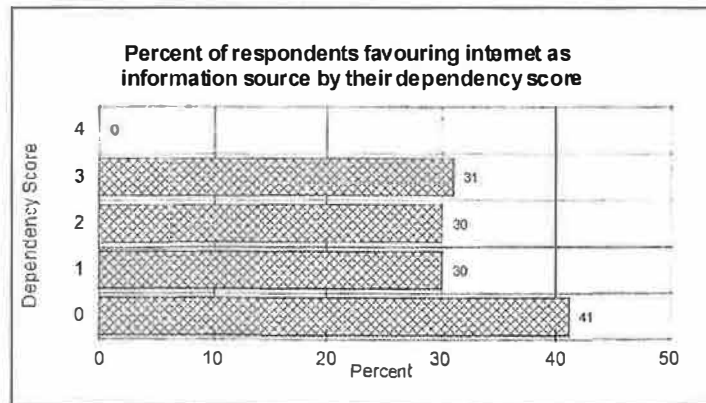
- Females (40%) than males (30%);
- Younger respondents (under 40, 50%+) than older (as low as 15% for over 60s);
- Employed (45%) than unemployed (17%).

These data are likely to be confounded by usage: i.e., with the exception of gender, the groups more favouring this as a source are higher usage groups and overall usage and approval are linked.

A more important result, in policy terms, concerns the link to gambling dependency scores and the view of the internet as an information source. As the graph below vividly



illustrates, those with the highest need are unanimous in saying they would not use the internet for this purpose.



A note of caution is relevant here: heaviest use is also associated with being unemployed and in some ways to age. These are linked to internet usage, so to some degree the link between non-use and not accepting it as a source will colour this relationship. Even so, it seems that those who are more dependent are less likely to favour this as a source.

Overall, therefore, about the idea that one might use the internet to find out more about Gambler's Help is approved more by internet users than others, but even with current users, there is no strong tendency to favour this as a method of obtaining information, with those scoring high on the dependency score unlikely to search.

Question 38 asked "Do you have a mobile phone?" Overall, 93 (76%) said yes and 29 (24%) said no. Mobile phone ownership was more common:

- Among males (80%) than females (70%);
- Among younger respondents (under 35 the rate was 100%), falling away to as low as 36% for the over 60s;
- Among the employed (92%) than the unemployed (49%)

Gambling dependency scores were not related to mobile phone ownership.

In summary, the typical mobile phone user is younger and employed and a little more likely to be a man than a woman.

Question 39 asked "Do you think mobile phones would be useful ways of receiving Gambler's Help information by text message?" The group was almost evenly divided on this, with 56 (48%) saying yes and 60 (52%) saying no.



Unlike the internet, approval of this method was not linked to usage: 49% of those owning a mobile said yes to the idea that mobile phones would be useful ways of receiving Gambler's Help information by text message compared with 46% of those who did not own one.

Leaving aside usage; text messages were:

- No more likely to be seen as an acceptable source of information by females than males: both 49%;
- Not apparently related to age: different age groups had different ratios, but this showed no pattern of rising or falling with age;
- No more likely to be seen as an acceptable source of information by the employed than the unemployed: respectively, 47% and 50%.
- No more likely to be seen as an acceptable source of information by those scoring higher or lower on the gambling dependency score (all around 50%), except for those scoring zero (40%).

Overall, therefore, the idea that mobile phones would be useful ways of receiving Gambler's Help information by text message is approved by about half of all respondents. This approval rating varies little between different groups, including those who do not currently use a mobile. More importantly, the acceptability rating does not fall with rising dependency scores.

It seems that, for problem gamblers, text messages by mobile phone would be a more useful method than creating a website on the internet.



Conclusion

In the introduction, nine questions were posed. In this concluding section each of these questions is used as a sub heading and the answers are given by marshalling data from those presented above in Sections 1 to 3.

What was the demographic profile of the respondents?

There was a good spread across metropolitan and regional venues, across the age group and both genders. Overall, 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 sample is very similar in its broad characteristics to the 2003 sample, increasing the confidence that this represents a good cross section of gaming venue users.

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. This was more the case in this sample than in the 2003 sample.

Was there evidence of them being problem gamblers?

There was clear evidence that the some respondents had gambling problems, but this was less marked than in 2003. On a five point scale, where only a score of zero suggested that there were no problems a minority the 2003 sample found only 25 (19%) scored zero, with the remainder scoring 1 or more. In the current sample, this figure rose to 53% and, in contrast, far fewer scored of 1 or 2. (The overall proportion scoring 3 or 4 has not changed, although the 2005 sample has more 3s and fewer 4s.)

The problem gambling score 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?

In 2003, there was a strong fit with singleness and being male. The fit with singleness is again apparent but the gender effect is not statistically significant.

As in 2003, 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 toilet facilities where messages were displayed.

What was the rate of recall these messages?

There was good unprompted recall of messages. In 2003, 55% spontaneously recalled seeing the posters, and with a prompt this rose to nearly 100%. In this sample a higher rate spontaneously recalled seeing the posters—61%—while the prompted recall was a little lower at 88%

Moreover, as in 2003, 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 was 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.

If the respondent uses the internet or a mobile phone, would it be worth considering these as possible media for getting Gambler's Help information to them and, if so, would it reach problem gamblers?

About half the respondents use the internet, and for these people the idea of searching for material seems reasonably acceptable. However, those with the highest dependency scores show no interest in such searching. On the other hand, about three quarters owned a mobile phone and, whether they owned one or not, about half the sample across the board saw text messages about Gambler's Help as potentially useful, irrespective of their dependency score.

It seems that, for problem gamblers, text messages by mobile phone would be a more useful method than creating a website on the internet.

