

# Problem Gambling Community Awareness & Education Strategy



## Are people motivated to help those at-risk for problem gambling?

### Methodology

The Market Segmentation study (2008) involved 1743 x ~30min computer aided telephone surveys with members of the Victorian community (adults 18yrs or over). Research was used to inform the development of the Problem Gambling Community Awareness and Education Strategy. Sampling covered both people at-risk for problem gambling and general members of the Victorian community.

### Key findings

The Market Segmentation Study (2008) explored the preparedness of people in the general community to assist family or friends who may be at-risk of problem gambling. Survey questions also explored the reasons why others may or may not feel comfortable assisting others at-risk.

Given that people of higher risk of problem gambling may not always recognise a gambling problem, only people who were non-problem gamblers, low risk gamblers or non-gamblers were asked whether they knew someone at-risk.

Findings overall showed that 26% of males and 19% of females (22% of all Victorian non-gamblers, non-problem and low risk gamblers) knew a person they believed may be at-risk of problem gambling. Males were also more likely to know an at-risk gambler across all age groups, compared to females.

There were interesting differences in the relationships between 'significant others' and people at-risk of problem gambling:

- 32% of significant others knew a family member at-risk
- 44% knew a friend at-risk
- 25% knew an acquaintance at-risk (who they were not close to).

Males were slightly more likely to know a friend at-risk (46%) compared to females (41%).

Findings also showed that, for different age cohorts, the following people were mentioned to be at-risk:

- youth (18-24yrs) - 60% mentioned dad, 29% uncle and 12% their sister
- young people (25-34yrs) - 42% mentioned an aunt, 18% mum, 10% brother and 9% dad
- early age adults (35-44yrs) - 22% mentioned a brother, 20% dad, 13% mum and 10% an uncle
- middle age adults (45-54yrs) - 28% mentioned mum, 22% a sister, 14% a brother and 12% a husband/partner
- later age adults (55-64yrs) - 35% mentioned a sister, 19% a father-in-law, 13% a brother and 12% a mother-in-law
- seniors (65yrs or over) - 17% mentioned a cousin, 16% a daughter, 15% a son-in-law, 13% a nephew and 10% a daughter-in-law.

This also highlights that people of different ages tend to be more aware of different types of people.

*"My daughter's dad has gambling issues. That's the reason we broke it off as he was lying to me"*  
(Focus group participant who knew a person at-risk for problem gambling)

take the **problem** out of gambling



# Problem Gambling Community Awareness & Education Strategy



## Are people motivated to help those at-risk for problem gambling?

### Key findings (cont'd)

While most people believe that it can be difficult to talk to another person about suspected problem gambling, survey findings highlighted that some people were more comfortable assisting people at-risk compared to others.

Quantitative analysis of survey data also showed that four different market segments emerged, that differed in their overall motivation to assist others at-risk for problem gambling.

The identified segments included:

#### Comfortable and motivated (38% of adults)

- Tend to know friend at-risk (50%)
- Often in couple relationships with kids (66%)
- Quite impacted by PG
- 81% have tried to talk to an at-risk gambler about their gambling and seem to have some success

#### Uncomfortable, but motivated (13% of adults)

- Tend to know mix of friends/family/acquaintances
- Often 25-44yrs (53%)
- Person at-risk is 45-64yrs (53%) or 34-44yrs (20%)
- Few have attempted to talk to at-risk person (35%)
- Success in talking about gambling only moderate

#### Comfortable, but not motivated (21% of adults)

- Slightly more likely to know a friend (46%)
- Lots of couples, 63% are male
- Most people at-risk are 35-54yrs (47%)
- A little stressed due to another's gambling
- 60% have tried to talk to at-risk gambler and 22% had success in discussions

#### No interest, no way (29% of adults)

- Tend to know acquaintance/family, but less likely to know a friend (mostly non-immediate family)
- People at-risk are slightly older (63% 45-64yrs)
- 18% live in non-family households, 13% alone
- Not very personally impacted by the gambling
- 84% had no success in talking to person at-risk
- 57% are male (higher proportion of trades)

Findings of focus groups also suggested that it was seen as difficult for significant others to engage with people at-risk who are not close to them. Some also reported concern that it may not be their 'business' to discuss issues such as gambling.

The following types of information were seen as helpful:

- How to discuss at-risk gambling
- Warning signs of at-risk gambling
- Information on why people develop gambling issues
- Sources of help for at-risk gambling
- Practical tips for people sensitive about 'interfering'.

One example of 'soft' help strategies was also provided by a person in a focus group:

"You don't have to have a direct statement like you gamble too much. But you can divert them and encourage them to get involved into other things. I encouraged my friend to take up ten pin bowling. She even married the man I introduced her to. This really got her off gambling"  
(focus group participant)

take the **problem** out of gambling

