

Problem Gambling Community Awareness & Education Strategy



How comfortable are parents talking to kids about 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.

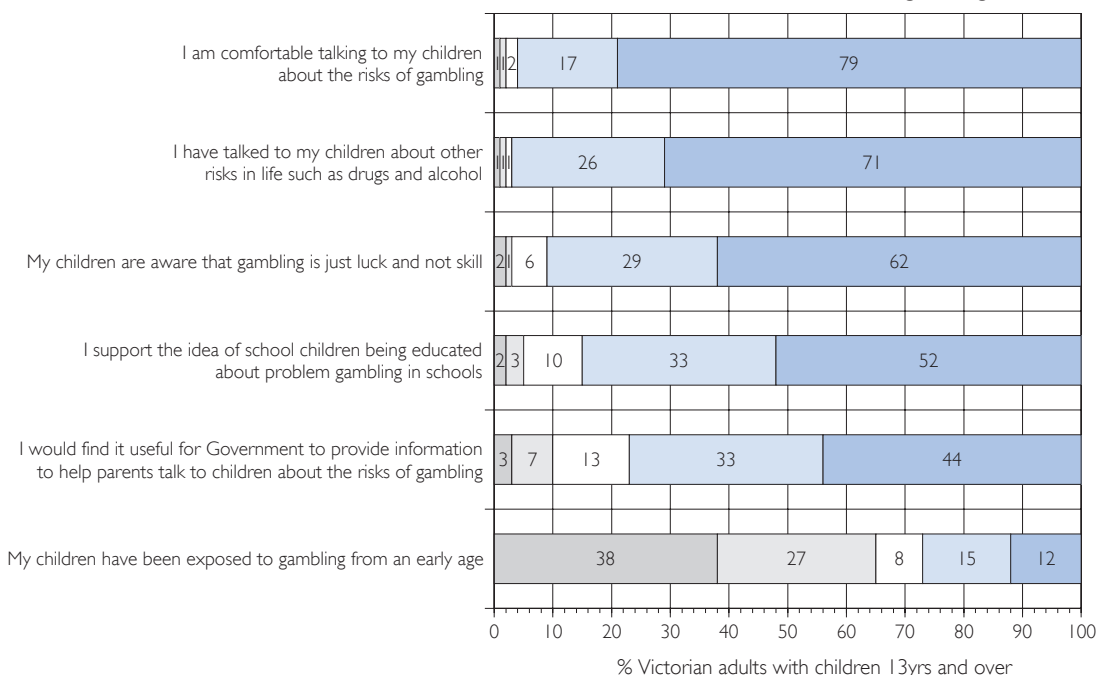
Key findings

The Market Segmentation Study (2008) explored how comfortable and prepared parents were to educate children about the risks of gambling. This was limited to parents with children aged 13 years or over. Findings suggested that many parents were comfortable talking to their children about gambling and supported the education of children about gambling risks in schools.

Statistical comparisons also showed that parents who were themselves at-risk of problem gambling tended to:

- be less comfortable talking to their children about gambling
- report increased exposure of their children to gambling
- be less likely to talk their children about other risks in life (eg. drugs and alcohol).

Parental views about education about gambling risks



Strongly disagree Agree
Disagree Strongly agree
Neutral

“Kids need to start learning the value of money from an early age... Parents should be encouraged to talk to their kids about gambling” (Parents, focus group discussions)

take the **problem** out of gambling

