

Problem Gambling Community Awareness & Education Strategy



How likely are at-risk gamblers to use ATMs and set limits?

Methodology

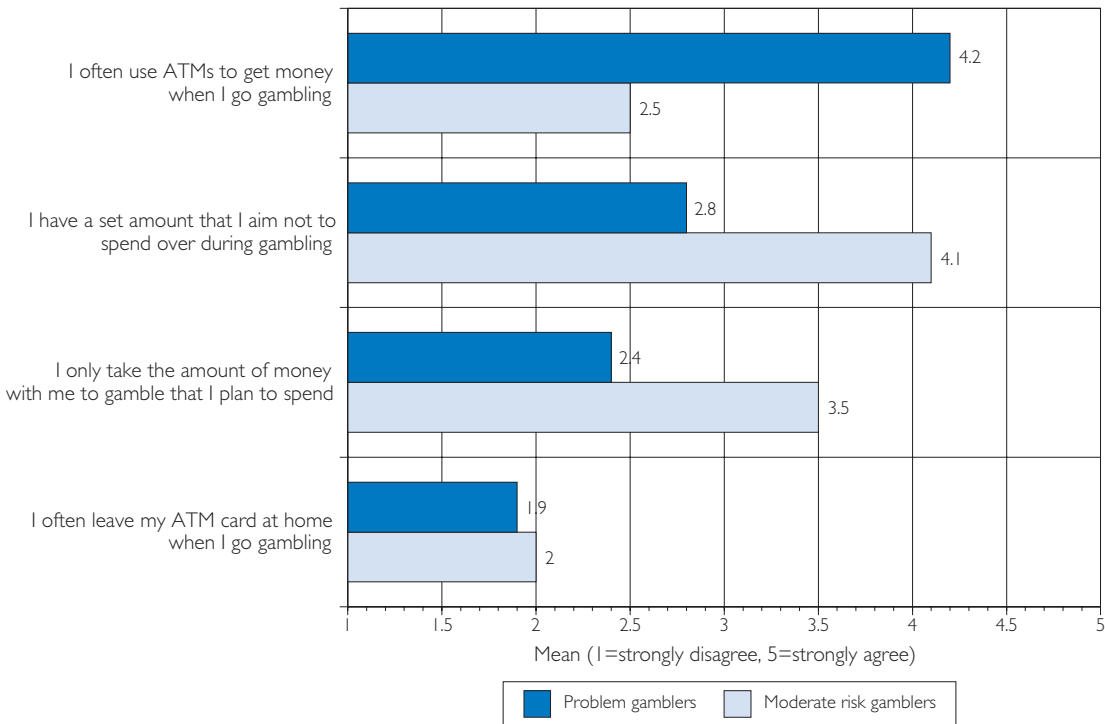
The Market Segmentation study (2008) involved 1743 x ~30min computer aided telephone surveys with members of the Victorian community (adults 18yrs or over). Research was used to inform the development of the Problem Gambling Community Awareness and Education Strategy. Sampling covered both people at-risk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

Key findings

The Market Segmentation Study (2008) explored the use of ATMs and setting of spend limits by problem gamblers and moderate risk gamblers. Findings showed that problem gamblers were more likely to use ATMs during gambling and take ATM cards to gambling.

In addition, problem gamblers were also less likely to set a spend limit for their gambling and tended to also take along extra cash to gambling (that they had otherwise not planned to spend). This highlights that not setting loss limits may be associated with problem gambling.

Use of ATMs/limit setting by moderate risk and problem gamblers



“Responsible gambling is about knowing your limits and sticking to it”

“When I was young, I used to go over my limit. Now when I go out, I work out a budget and I leave my wallet at home. This avoids temptations to use ATMs” (focus group participants)



take the **problem** out of gambling