

Problem Gambling Community Awareness & Education Strategy



What are common myths held 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 some of the common myths that community members may hold about gambling. The purpose of myth-related questions was to better understand the types of false perceptions that some people may hold about gambling to assist in the design of communications to further educate the Victorian community.

For this purpose, survey participants were asked to indicate whether they believed a number of statements about gambling were 'true', 'somewhat true' or 'false'.

All statements were based on common myths about gambling sometimes reported in the general community (and all but one were false).

A total score out of a ten was then calculated for each of the survey participants. Based on the number of correct responses by participants, four 'knowledge segments' relating to the myths of gambling were formed.

This included (correct answer out of ten shown) :

- a less well-informed segment (1-3 out of ten) (7% of adults)
- an ill-informed segment (4-6 out of ten) (34% of adults)
- a fairly educated segment (7-8 out of ten) (40% of adults)
- a well-informed segment (9-10 out of ten) (19% of adults).

Findings showed that the least well-understood myths of gambling related to perceptions that:

- playing pokies at clubs delivers the same win rate as in casinos (15% answered correctly)
- winning on a poker machine decreases the likelihood that it will pay out on the next game (55% answered correctly)
- poker machines pay out better at certain times of the day to keep patrons gambling (57% answered correctly)
- there are some strategies that can be used to influence wins on poker machines (63% answered correctly)
- losing on a poker machine means the next game should have a slightly higher chance of winning (83% answered correctly)
- increasing bet size on the pokies can help increase the chance of winning (83% answered correctly).

"The more lines you play, the more you think you have more chances to win. But you don't. Your money just goes quicker" (Focus group participant during a discussion about common gambling misperceptions)

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Key findings (cont'd)

Findings also showed some interesting demographic differences between the most versus least well-informed knowledge segments.

Compared to the well-informed segment, the less well-informed segment tended to:

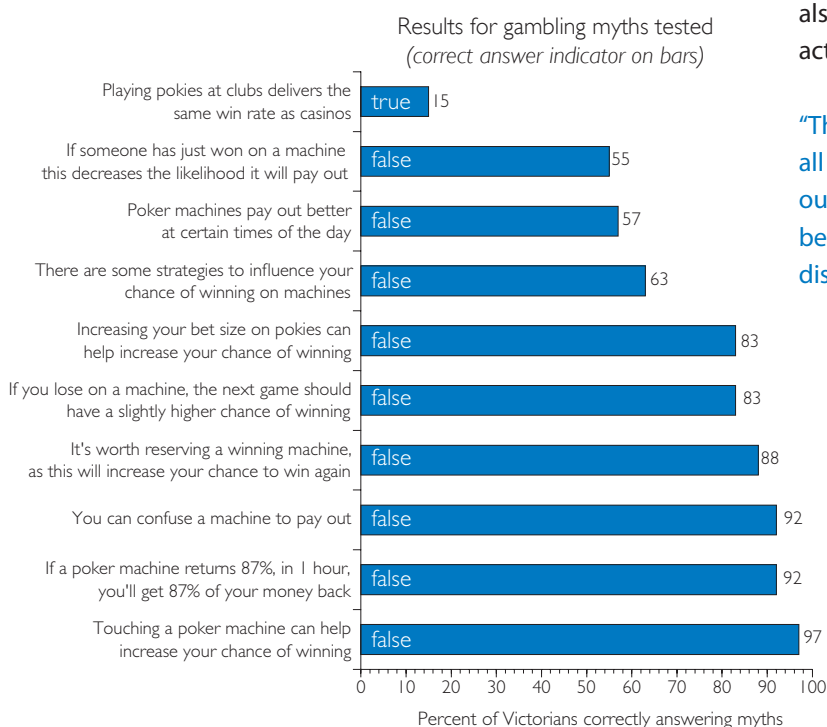
- have lower levels of university education
- be younger in age (with 43% of people aged 18-34yrs - although there was also an older subsegment of 22% of people (which was 65yrs or older)
- have a high proportion of lone person households (26%) and group households (9%)
- have very low personal and household incomes
- have low levels of full-time and part-time work, high levels of unemployment and a high proportion of people not in the labour force.

- have a high proportion of females (72%)
- have a high proportion of non-gamblers (43%)
- have a low proportion of professionals (only 18%)
- have a high proportion of people of Culturally and Linguistically Diverse backgrounds (CALD) (43%).

Of the languages mentioned of people of CALD backgrounds (in the less well-informed segment), findings also showed that 40% of people spoke Chinese, Cantonese or Mandarin and 19% spoke Vietnamese.

The most common gambling activities for the less well-informed segment included buying tickets in raffles, sweeps and other competitions (37%), lotto (34%), betting on horse or harness racing or greyhounds - excluding sweeps (16%) and pokies (12%). Interestingly, 43% were also non-gamblers and had not participated in any gambling activity in the previous twelve months.

“There is not such thing as a lucky poker machine. It’s all random and there is no way to influence the end outcome. Sometimes people don’t know this or don’t believe it” (Focus group participant during a discussion about common gambling misperceptions)



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