

Problem Gambling

Community Awareness & Education Strategy



What are the leisure patterns of at-risk gamblers?

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 leisure activities of at-risk gamblers (gamblers who scored as moderate risk or problem gamblers). Leisure patterns were examined to explore ways to better communicate and engage with the at-risk segments.

A range of statistical comparisons were made between the non-problem gamblers and higher risk segments - the moderate risk gamblers and the problem gamblers, as measured by the Problem Gambling Severity Index.

Problem gamblers:

More likely to:

- listen to the radio
- use the internet
- watch channel 7/9/10 TV
- read the Herald Sun
- visit a doctor/health clinic
- read letterbox advertising
- watch sport live
- read magazines
- use public transport
- go shopping for fun
- drink at a pub or bar
- watch pay TV
- use Facebook/Myspace
- go to a nightclub
- listen to Radio Sport 927

Less likely to:

- go to a cafe/restaurant
- watch ABC TV
- watch SBS TV
- read the Age
- visit a council library
- read the Australian

Moderate risk gamblers:

More likely to:

- use the internet
- watch channels 7/9/10
- read the Herald Sun
- read a magazine
- use public transport
- go shopping for fun
- play sport
- drink at a pub/bar
- watch pay TV
- use Facebook/myspace
- go to a nightclub
- listen to Radio sport 927

Less likely to:

- listen to the radio
- watch the ABC
- watch SBS
- read the Age

“People sometimes isolate themselves when they have gambling problems. We should encourage people to go out into society and experience life again” (focus group participant)

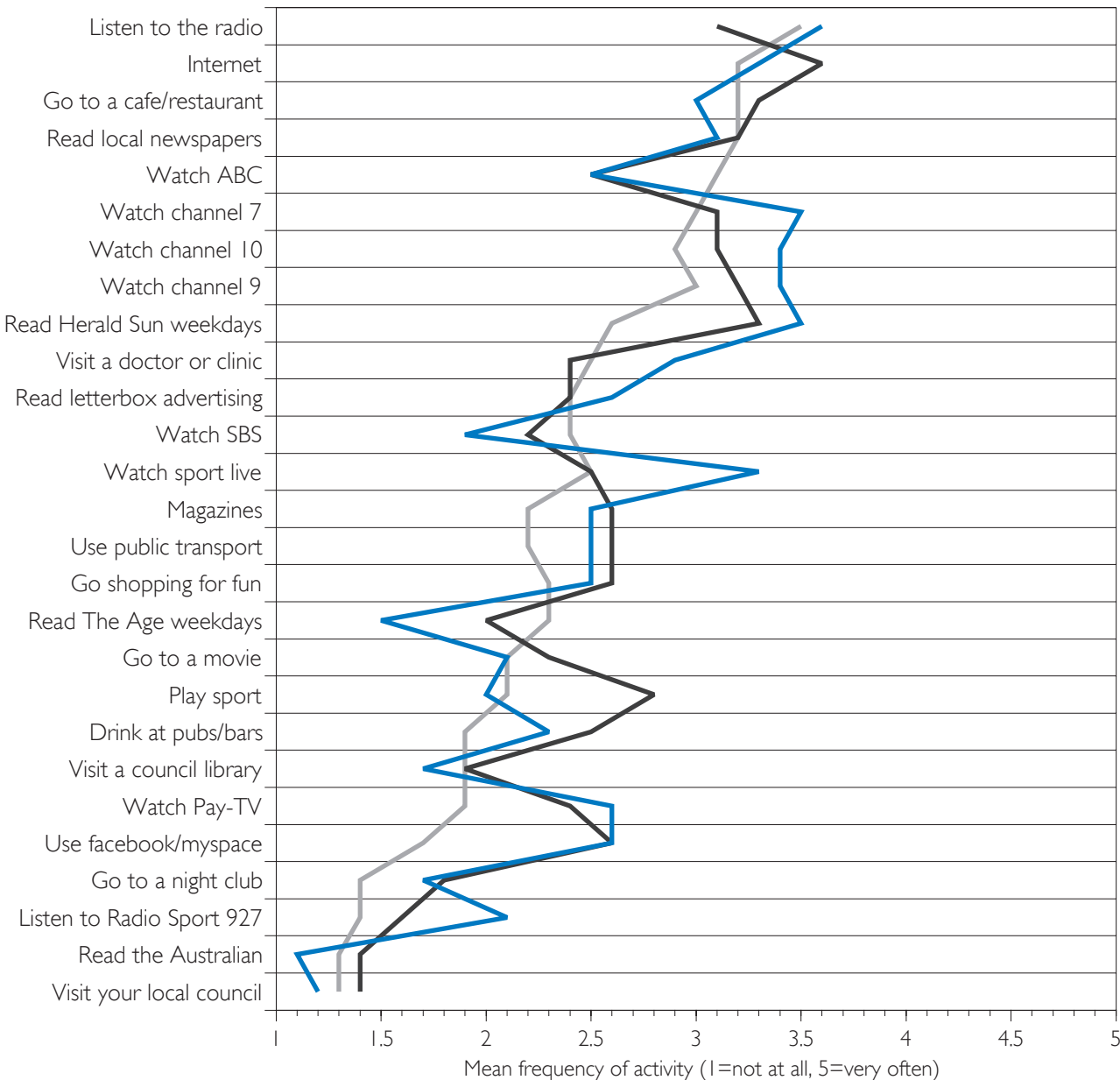
take the **problem** out of gambling

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What are the leisure patterns of at-risk gamblers?

Leisure patterns of moderate risk and problem gamblers (compared to non-problem gamblers)



— Non-Problem Gamblers
 — Problem Gamblers
 — Moderate Risk Gamblers



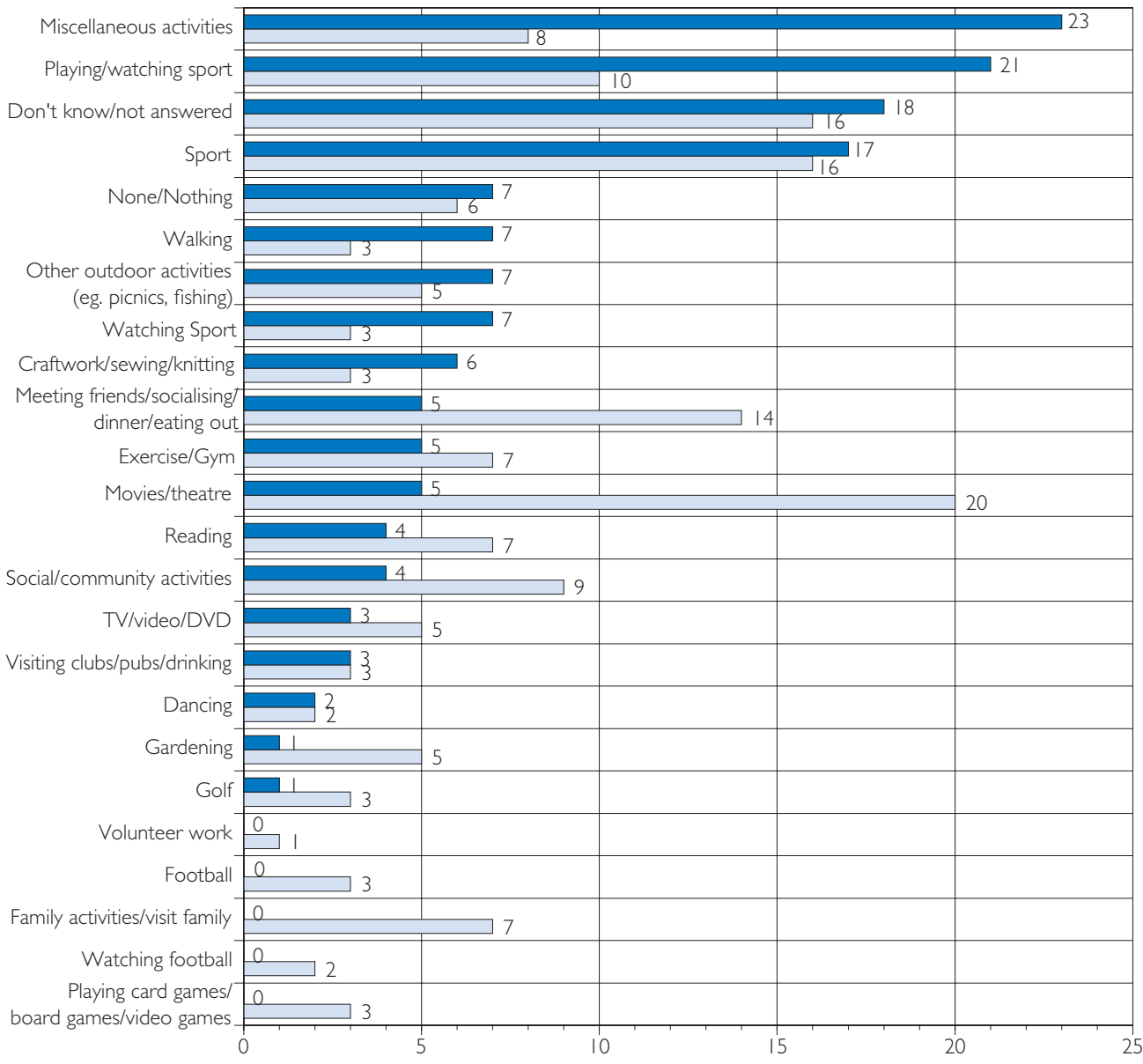
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What are the leisure patterns of at-risk gamblers?

Other leisure activities mentioned to be of interest to at-risk gamblers (unprompted responses)



% problem gamblers or moderate risk gamblers

