

Problem Gambling

Community Awareness & Education Strategy



What is problem gambling versus responsible 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. In addition, a series of qualitative focus groups was undertaken to further explore community views, perceptions and attitudes towards gambling.

Key findings

The Market Segmentation Study (2008) involved a series of qualitative focus groups with a broad sample of members of the Victorian community.

Discussions with focus group participants highlighted that most Victorians had a good understanding of the behaviours and attitudes which characterised both responsible gambling and problem gambling.

In this respect, there was high overall awareness of both concepts and an understanding of the potential that gambling can become problematic.

In particular, it was interesting to note that responsible gambling was defined as:

"Knowing when to stop"
 "Gambling no more than you can afford"
 "Not getting absorbed by machines"
 "You take interest in other areas as well"
 "You set a budget"
 "It's ensuring that your lifestyle is in balance"
 "It's that no one is suffering due to gambling"
 "It's about sticking to your limit"
 "It's about minimising impacts on others"

take the **problem** out of gambling

In contrast, problem gambling was defined as:

"Buying 100 tickets when a \$50M lotto is on"
 "When you're lying about it"
 "When people become obsessed"
 "If you're borrowing money"
 "If you chase your losses"
 "If you gamble instead of paying bills or buying food"

The image of a problem gambler was also explored in focus groups. Interestingly, a key finding of groups was that the community generally saw people with gambling problems as no different to any other members of the general Victorian community.

For instance, problem gamblers were described as:

"They look like you and me. They don't look anything different"

"Problem gamblers are perfectly regular people"

"People who get drawn into gambling. They have a couple of wins and become carried away"

