

The Influence of Venue Characteristics on a Player's Decision to Attend a Gambling Venue

By

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EXECUTIVE SUMMARY

This study was funded by Gambling Research Australia (GRA). In late-2008, GRA engaged the Centre for Gambling Education and Research to undertake this research project on the influence of venue characteristics on a player's decision to attend a gambling venue. In articulating the rationale for this study, GRA (2007) noted that 'Gambling venues attract many people. Why people choose a particular venue for gambling activities has not been well explored. Further, linking particular venue characteristics to gambling behaviour (especially in relation to EGMs), has not been carefully examined'. Thus, this study was to particularly focus on the interaction between the patron and the venue, and specifically what characteristics of the venue are major influences on a player's decision to attend a particular venue (GRA, 2007).

AIMS AND SCOPE

The specific purpose of this research project was to:

- analyse why gamblers choose to gamble where they do; and
- analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers.

GRA (2007) articulated several other considerations for conducting this project. First, it required undertaking the following tasks:

- to review the literature on venue characteristics in terms of their ability to attract customers and how those characteristics impact on gambling behaviour;
- to review the literature on gambler behaviour in relation to selection of gaming destinations and their characteristics;
- to analyse the characteristics of different types of venues in relation to their contribution towards problematic gambling behaviour;
- to analyse gambler choice of gambling venue and destination; and
- to identify the features of venues that contribute protective or risk factors for problem gamblers and at-risk gamblers (i.e. increase or decrease the likelihood of developing problem gambling).

Second, it required the following definition of problem gambling is to be used:

Problem gambling is characterised by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, others or for the community¹.

Third, it required that the research was to explore 'What is the primary reason for visiting a venue and does this vary for different gambling cohorts (at-risk, problem, recreation)?'.

¹ *Problem Gambling and Harm: Towards a National Definition* prepared for the National Gambling Research Working Party by the South Australian Centre for Economic Studies together with the Department of Psychology, University of Adelaide, December 2005.

Fourth, it required the research to examine a broad range of questions about venue characteristics in relation to problem, at-risk and recreation gamblers, to include (but not limited to) the following:

- What aspects of **location** and **accessibility** influence a gambler's choice of venue (e.g. proximity, distance, streetscape, convenience, availability of public transport or banking facilities)?
- Do the **size, type** and **physical** characteristics of the venue influence the decision of a gambler to select one venue in preference to another venue (e.g. preference for small venues, large venues, differences in choice of a pub, club, racetrack, TAB or casino, the importance of multiple gambling opportunities, the role of ambience and any internal or external physical features)?
- What aspects of **in situ EGMs** influence gambler choice of venue (e.g. the physical location and layout of EGMs, numbers of machines, the games on offer, jackpot availability and the like)?
- Are **hospitality features** a crucial factor in choosing a particular venue (e.g. loyalty schemes, free refreshments, staff/customer interaction and the availability of recreation, leisure and dining opportunities)?
- What impact does the **advertising** of gambling products or the gambling venue have on a gambler's choice of venue? What is the role of promotional and **marketing** techniques?

And finally, although this was a national study, the research was also to consider jurisdictional differences in the regulatory regimes that apply and which can determine many aspects of gambling venue environments.

THE LITERATURE REVIEW

The literature review conducted for this study highlighted a number of venue characteristics that may influence a player's decision to attend a gambling venue. Some have also been implicated in promoting continued play once gambling has commenced. By far the majority of research relates to EGMs and even studies of casinos tend to focus on gaming machine play within these sites. On and off-course betting on horse racing is largely absent from studies of venue characteristics.

Evidence from prior research suggests that the location and accessibility of the venue is the most attractive venue characteristic. Gambling density and proximity have been extensively studied, but the other dimensions of accessibility, particularly social accessibility have only recently attracted research attention. The other broad areas would appear to be secondary; however, this may be dependent upon type of gambler (problem vs. non-problem) and research has indicated variation even within these types (AIPC, 2006).

Clearly, research in this area is in its infancy, highlighting the opportunity to conduct the first large-scale population study which analyses why gamblers choose to gamble where they do, and the venue characteristics and type of venue that are more or less likely to attract and maintain problem gambling behaviour.

METHODOLOGY

Quantitative methods were considered most appropriate to address the research aims, given the requirements for a national focus and for the research to consider the influence of venue characteristics in relation to problem, at-risk and recreational gamblers. Meeting both of these requirements required a large sample that captured adequate numbers of respondents across Australia and in each gambling group. Thus, survey methodology was considered most appropriate and comprised a national telephone survey of gamblers and a survey of problem gamblers in treatment.

The project specifications identified numerous venue characteristics to be included in the research and this was the starting point for developing the survey instrument. It was also informed by the literature review to identify all possible characteristics of venues which can potentially influence player choice of venue and their gambling behaviour. The researchers' own knowledge of venue characteristics gained from their previous gambling research, much of it conducted in venues, also assisted, as well as their expertise in appropriate measurement and analytical techniques.

The survey instrument contained the following key sections:

- Frequency of gambling during the previous 12 months on gaming machines, keno, casino table games, horse or greyhound races and sporting events.
- Type of venue that the respondent gambled at most frequently during the previous 12 months (hotel, club, casino, racetrack or stand-alone TAB agency).
- Venue characteristics considered important when deciding where to gamble in terms of various aspects of location and accessibility, internal features, venue hospitality, venue advertising and, for respondents whose most frequented venue was a hotel, club or casino, gaming machine facilities.
- Type, location and gambling facilities of the respondent's most frequented venue.
- Respondent's gambling at their most frequented venue in the previous 12 months in terms of frequency, duration and expenditure.
- Characteristics of the respondent's most frequented venue in the previous 12 months in terms of various aspects of location and accessibility, internal features, venue hospitality, venue advertising and, for respondents whose most frequented venue was a hotel, club or casino, gaming machine facilities.
- The Problem Gambling Severity Index of the Canadian Problem Gambling Index (Canadian Centre on Substance Abuse, 2001).
- Age, gender, household type and postcode/suburb of residence.

The national telephone survey was conducted by a market research company which initially screened for gender and state/territory to match adult population norms. It then included only people who had gambled on non-lottery forms of gambling and who had also gambled at a hotel, club, casino, racecourse or stand-alone TAB in the previous 12 months. Attempts were made to gain an equal sample of regular (at least weekly) and non-regular gamblers on non-lottery forms of gambling. However, a higher than expected refusal rate to participate in a survey about gambling venues and a lower than expected proportion of regular gamblers amongst respondents meant that

adhering to this sampling strategy would have been unaffordable. Thus, the sampling strategy was altered and resulted in a sample of 501 gamblers, with 137 classified as regular and 364 as non-regular gamblers. Within this sample, 3.6 per cent were classified as problem gamblers, 11.2 per cent as moderate risk gamblers, 16.2 per cent as low risk gamblers and 69.1 per cent as non-problem gamblers, when measured on the *Problem Gambling Severity Index* (PGSI). Within this sample, 42 per cent most often frequented a club, 22 per cent most frequented a hotel, 11 per cent most frequented a casino, 17 per cent most frequented a stand-alone TAB agency and 8 per cent most frequented a racecourse.

The survey of problem gamblers in treatment was ‘publicised’ through gambling counselling agencies. Gambling help agencies in every Australian state and territory were asked to promote the study to clients who had recently commenced counselling for gambling-related problems. Some displayed the information sheet in a prominent position in the agency (waiting rooms, noticeboards), whilst others had the counsellor select which clients they thought were appropriate. In total, 200 participants completed the survey. The majority completed this online between May and July 2009. However, there was a facility for people to complete the survey over the telephone with one of the research team, and a small number of participants did so. Each participant was offered a \$30 StarCash voucher as reimbursement for their time. From the 200 surveys, 186 were deemed usable. Of these 186 problem gamblers in treatment, 78.0 per cent scored as problem gamblers, 11.9 per cent as moderate risk gamblers, 1.7 per cent as low risk gamblers and 8.5 per cent as non-problem gamblers. Within this sample, 20 per cent most often frequented a club, 56 per cent most frequented a hotel, 8 per cent most frequented a casino, 15 per cent most frequented a stand-alone TAB agency and 2 per cent most frequented a racecourse.

Data from both surveys were entered into separate spreadsheets in SPSS v. 17 and the following statistical techniques applied.

- To develop a profile of respondents in terms of socio-demographic characteristics, gambling behaviour, and gambler sub-type (CPGI categories), frequency distributions for these variables were conducted.
- To determine the perceived importance of venue characteristics that attract respondents to a gambling venue, respondents’ ratings for each importance item were measured on a 4-point Likert scales (from ‘strongly agree’ to strongly disagree’) and then ranked by mean scores.
- To analyse differences by age, gender and gambler sub-type in the perceived importance of venue characteristics that attract respondents to a gambling venue, the mean scores of the importance of venue characteristics when choosing where to gamble were compared, using correlational analysis. A relationship was accepted as statistically significant if it had an alpha of $p \leq .05$ and a Pearson’s $r \geq .20$.
- To identify the characteristics of respondents’ most frequented gambling venues for gaming and wagering, respondents’ ratings for each specific venue characteristic item were measured on a 4-point Likert scales (from ‘strongly agree’ to strongly disagree’) and then ranked by mean scores.
- To analyse differences by age, gender and gambler sub-type in the characteristics of respondents’ most frequented gambling venues, the mean scores of the specific characteristics of the respondents’ most frequented venue

were compared, using correlational analysis. A relationship was accepted as statistically significant if it had an alpha of $p \leq .05$ and a Pearson's $r \geq .20$.

- To determine venue characteristics that contribute to risk factors for gambling problems, venue characteristics considered important by the gambler and which were significantly and positively correlated with PGSI score and venue characteristics which were present in the gambler's most frequented venue and which were significantly and positively correlated with PGSI score were identified. Additional cross-correlations are conducted to determine whether the interplay between venue characteristics that respondents considered important when choosing where to gamble and the presence of these characteristics in their most frequented venue amplified these potential risk factors.

It is important to note the limitations of the methodology. As well as the usual constraints associated with telephone and online surveys, a further limitation that must be acknowledged is the self-reported nature of the data. This may be particularly problematic in relation to a sensitive topic such as gambling, where people may be likely to under-report gambling frequency, expenditure and session length. However, the key methodological limitation was the sample sizes which were able to be attained within budgetary constraints, especially for a national study that aimed to examine the potential implications of different regulatory and gambling environments. The surveys did not capture adequate numbers of respondents from each Australian jurisdiction and in each gambling group, and this ultimately affected the data analysis. Further, the national sample gained an under-representation of people aged below 45 years and an over-representation of those aged 45 to 69 years. As such, the study's findings are indicative only. While this study contributes to a better understanding of the issues, no firm conclusions can be drawn.

RESULTS FOR OBJECTIVE ONE

The first research objective was to analyse why gamblers choose to gamble where they do. To address this objective, the characteristics that were considered most important to the respondents when choosing where to gamble and the characteristics that were most often present in their most frequented venue were analysed and compared. The findings are summarised below.

In choosing where to gamble, **the general population of gamblers who most frequented hotels, clubs and casinos** were found to prioritise good service, a safe and secure environment, low denomination machines, reasonable entry or membership prices and opportunities to socialise with other people. These priorities appeared well catered for, with these gamblers reporting that their most frequented hotel, club or casino had these characteristics. These gamblers also prioritised a choice of bar and dining facilities and non-gambling entertainment activities, comfortable seating and free or discounted refreshments. However, these characteristics were less likely to be present in their most frequented venue.

In choosing where to gamble, **the problem gamblers in treatment who most frequented hotels, clubs and casinos** were found to also prioritise good service, a safe and secure environment, and low denomination machines and comfortable seating, but reported greater importance than the general population of gamblers on the venue having their favourite machines, machines with bonus features and enough machines so they do not have to wait. These priorities appeared well catered for, with

these gamblers reporting that their most frequented hotel, club or casino had these characteristics. These problem gamblers also prioritised being able to gamble without feeling watched and free refreshments, although both of these characteristics were less likely to be present in their most frequented venue.

In choosing where to gamble, **the general population of gamblers who most frequented a stand-alone TAB agency** were found to prioritise good service, a safe and secure environment and a location convenient to home. They considered it important that the agency is uncrowded and has adequate betting facilities so they do not have to wait and that they can maintain some privacy around their betting. These priorities appeared to be well met, with these punters reporting that their most frequented TAB agency had these characteristics. These punters also considered it important that a TAB is not too noisy, provides comfortable seating and allows them to gamble uninterrupted. However, these characteristics were less likely to be present in their most frequented agency.

In choosing where to gamble, **the problem gamblers in treatment who most frequented a stand-alone TAB agency** were found to also prioritise good service, a safe and secure environment and a location convenient to home. They also considered it important that the agency is uncrowded, has adequate betting facilities so they do not have to wait and that they can maintain some privacy around their betting and not be interrupted. These priorities were well met, with these problem gamblers reporting that their most frequented TAB agency had these characteristics. These problem gamblers also considered it important that a TAB agency has extended opening hours and that it is not too noisy, but these characteristics were less likely to be present in their most frequented agency.

In choosing where to gamble, **the general population of gamblers who most frequented a racecourse** were found to prioritise good service, a safe and secure environment, opportunities to socialise, a lively atmosphere, reasonable entry or membership prices and adequate betting facilities so they do not have to wait. These priorities were generally met, with these problem gamblers reporting that their most frequented racecourse had these features. These gamblers also considered it important that a racecourse has a wide range of bar and dining facilities, comfortable seating, and is easily accessible by car or public transport, but these characteristics were less likely to be present at their most frequented racecourse.

Important venue characteristics for **problem gamblers who most frequented a racecourse** were not able to be determined due to the small size of this cohort in the sample.

RESULTS FOR OBJECTIVE TWO

The second research objective was to analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers. To address this objective, the venue characteristics which correlated significantly and positively with PGSI score, both in terms of characteristics which respondents considered important and those found in their most frequented venue, were considered. Those venue characteristics that were positively associated with problem gambling were considered potential risk factors. Similarly, venue characteristics that were negatively associated with problem gambling were considered potential protective factors.

Thus, two types of potential risk factors were identified from the data collected for this study:

1. The first were those venue characteristics considered important by the gambler and which were significantly and positively correlated with PGSI score. These are potential risk factors *associated with the gambler*, in that it is the gambler who prioritises these characteristics as important. However, it must be noted that if venues did not provide these features, then they would not be in the choice set for these gamblers in the first place.
2. The second were those venue characteristics which were present in the gambler's most frequented venue and which were significantly and positively correlated with PGSI score. These are potential risk factors *associated the venue* in that it is the presence of these characteristics in the venue which were associated with PGSI score.

Similarly, two types of potential protective factors can be identified from the data collected for this study – those associated with the gambler and those associated with the venue.

Key findings relating to these potential risk and protective factors are summarised below.

Only one potential gambler-based risk factor was found for the **general population of gamblers who most frequented a hotel, club or casino**, and this was a potential risk factor shared with the problem gambler cohort as well. This was extended opening hours.

A further 15 potential gambler-related risk factors were found for the **problem gamblers who most frequented a hotel, club or casino**. These were prioritising convenient physical access to the venue, easy access to an ATM in the venue, and various specific features of gaming machines, including linked jackpots, bonus features, favourite machines, a large choice of machines, low denomination machines, a layout that allows privacy and an atmosphere that reflects the glitz and glamour associated with Las Vegas. These gamblers do not want to wait to get on a machine nor to be interrupted while gambling. Thus, it is the gambling facilities that are most important to these gamblers, rather than other facilities or activities on offer in a venue. They prioritised the types of gaming machines on offer, the layout in the gaming room and the atmosphere created there, and wanted to be able to access these easily and at the times and for the length of time of their choosing. One potential protective factor was found for the problem gamblers who most frequented a hotel, club or casino. Considering it important that a hotel, club or casino has a wide range of non-gambling activities when choosing where to gamble was significantly and negatively correlated with PGSI score.

Potential venue-based risk factors associated with hotels, clubs and casinos are those venue characteristics that were most common in the most frequented venue and which were significantly and positively correlated with PGSI score. Only one potential risk factor was found for the **general population of gamblers who most frequented a hotel, club or casino**. This was that the venue has the gambler's favourite gaming machines. However, it must be noted that the restricted range of PGSI scores in this sample may have obscured the identification of further potential venue-based risk factors. This seems particularly likely, given the numerous potential risk and

protective factors identified amongst the problem gambler cohort who most frequented a hotel, club or casino.

Eleven potential venue-based risk factors were found for the **problem gamblers who most frequented a hotel, club or casino**. It appears that these problem gamblers tended to patronise venues which have convenient physical access, extended opening hours, easy access to an ATM, and gaming machines that offer bonus features, linked jackpots and low denomination play. Staff in these venues do not interrupt people while they are gambling and the venue also conducts external advertising. Thus, the hotels, clubs and casinos that most attracted these problem gamblers enable people to play uninterrupted and for extended periods of time, to access cash easily, and to play machines with features, such as low denomination, bonus features and linked jackpots, that have been shown to be preferred by problem gamblers. No potential venue-based protective factors were found for respondents to either survey who nominated a hotel, club or casino as their most frequented venue.

No potential venue-based risk factors were identified for the **problem gamblers whose most frequented venue was a TAB agency**, although this finding probably reflects the small sample size of this cohort, rather than the absence of risk factors *per se*. This seems particularly likely, given that eight potential risk factors were identified for the **general population of gamblers who most frequented a TAB**. These gamblers appear to prioritise extended opening hours, location near other hospitality venues, and being able to place bets promptly and find comfortable seating in the TAB whilst gambling. These gamblers do not like the TAB to be too noisy nor to be interrupted while gambling. Thus, being able to place bets conveniently and quickly appeared important, although they also prioritised being able to socialise with other people at the TAB. No potential gambler-based protective factors were found for respondents to either survey who nominated a stand-alone TAB as their most frequented venue.

Two potential venue-based risk factors were found for the **general population of gamblers who most frequented a TAB**. These were that it is easy to get to and has easy access to an ATM. Easy access to an ATM was also the one potential venue-based risk factor found for the **problem gamblers who most frequented a TAB**. Clearly, easy access to an ATM enables convenient cash withdrawals and facilitates spending more than intended and chasing of gambling losses. No potential venue-based protective factors were found for respondents to either survey who nominated a stand-alone as their most frequented venue. Again, the restricted samples may have obscured significant relationships.

Unfortunately, no potential risk or protective factors associated with problem gambling could be identified for either the **general population or problem gamblers in treatment who most frequented a racecourse**, due to the limitations of the samples and the restricted range of PGSI scores.

Figures A and B summarise the potential risk and protective factors identified in this study for hotels/clubs/casinos and for stand-alone TAB agencies.

Figure A: Potential risk and protective factors in relation to characteristics of hotels/clubs/casinos

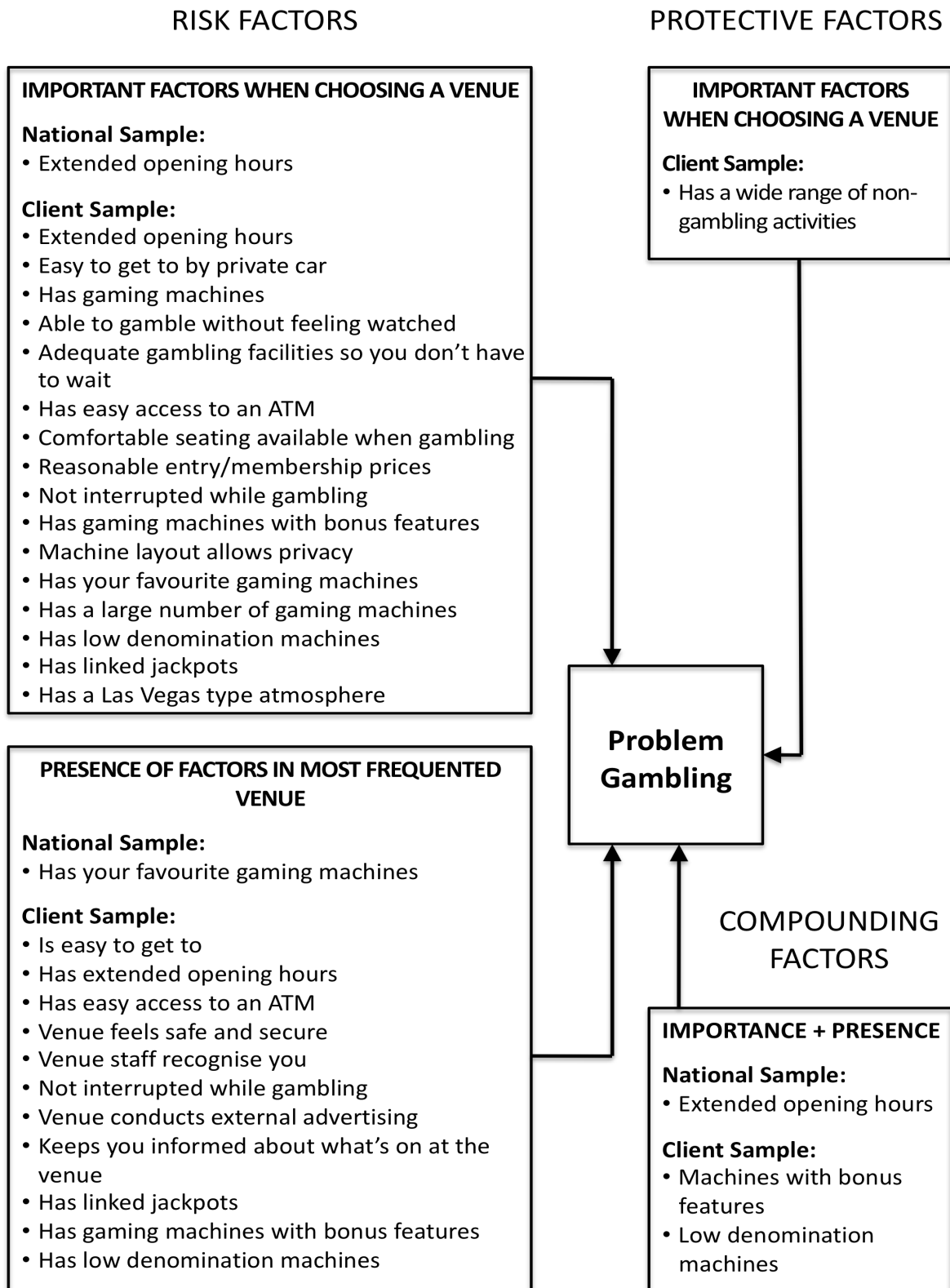
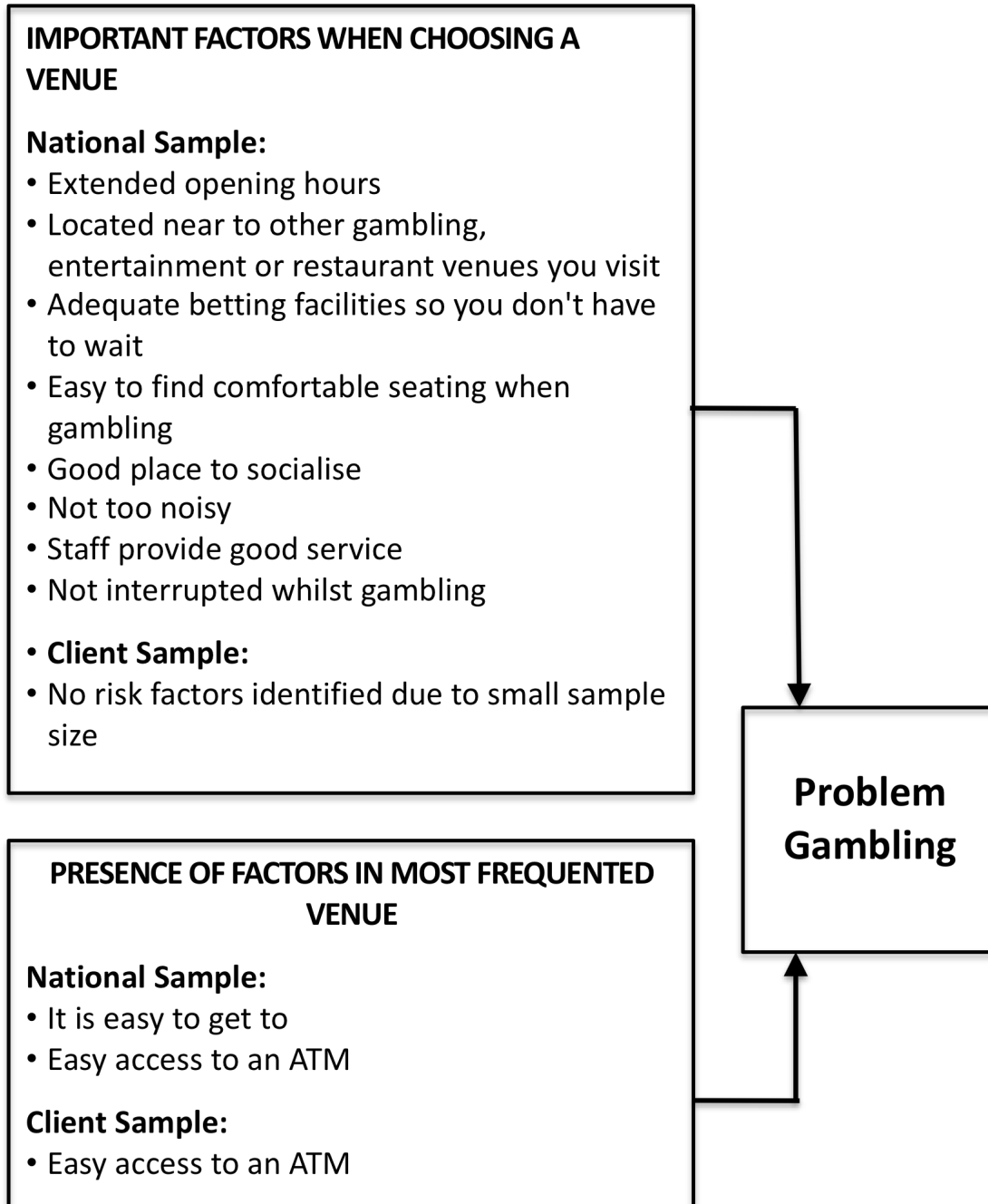


Figure B: Potential risk factors in relation to characteristics of stand-alone TAB agencies

RISK FACTORS



NB: Not all TAB characteristics were tested for being risk or protective factors due to limits of the sample size and variability of PGSI scores.

IMPLICATIONS OF THE FINDINGS

Policy implications arising from the results of this study can be considered in relation to the several venue characteristics found to be modifiable potential risk and protective factors for problem gambling.

Easy physical access

Easy access to the venue was a potential risk factor for the problem gamblers in treatment who most frequented a hotel, club, casino or a stand-alone TAB. This finding supports previous research on the link between accessibility to gaming machines and problem gambling, although there has been no research on TAB gambling to compare this result to. A move towards more destination-style gambling (Young *et al.*, 2007) is one measure that would reduce this risk factor.

Extended opening hours

Extended venue opening hours were a potential risk factor for both the national sample of gamblers and the problem gamblers in treatment who most frequented a hotel, club or casino. This is an issue that has been subject to considerable policy attention in recent years. Nevertheless, despite some reforms in this area, 24 hour gambling is still possible in all jurisdictions. Mandated, consistent and reasonable shutdown periods for gambling facilities in these venues would reduce this risk factor.

Easy access to an ATM

This was a potential risk factor for the problem gamblers who most frequented a hotel, club, casino or stand-alone TAB. Prior research has also highlighted the risks of ATMs in venues. While ATMs have been removed from venue gaming areas in all jurisdictions, and from venues altogether in some, their close proximity to gambling facilities still appears a potential risk factor. Consideration might be given to identifying an appropriate distance that ATMs should be placed away from gambling venues in order to address this risk factor.

Linked jackpots

Linked jackpots were a potential risk factor for the problem gamblers in this study who most frequented a hotel, club or casino. The results of several studies support this finding and lend weight to a need to consider their removal. Further research could distinguish between the influences of different *types* of linked jackpots on gambling behaviour and if and how much their removal might reduce enjoyment for recreational gamblers.

Bonus gaming machine features

Similarly to linked jackpots, bonus features were a machine characteristic associated with increased severity of gambling problems (as measured by PGSI score) amongst the problem gamblers in this study. Again, some prior research aligns with this finding. Decisions about their removal might also be informed by research into how this would impact on recreational gamblers.

Favourite gaming machines

Both the gamblers and problem gamblers who prioritised the importance of and patronised a venue having their favourite gaming machines faced increased risks of gambling problems. This reflects the holding of erroneous beliefs and suggests the

need for player education emphasising the randomness of machine results and that no machines are luckier or more likely to pay out than others.

Gaming machine layout that allows privacy

A potential risk factor for the problem gamblers who most frequented a hotel, club or casino was prioritisation of a gaming machine layout that allows privacy. There has been some research conducted to support this finding, and logic suggests it is heavier or more frequent gamblers who most seek out this privacy. However, any policy response would need to also consider the consequences of gaming machine configurations that further expose non-gamblers or recreational gamblers to heavy gambling by having the machines more closely integrated with other venue facilities and the venue's patrons.

Enabling uninterrupted gambling

A potential risk factor for the problem gamblers in this study who most frequented a hotel, club or casino was not being interrupted whilst gambling. This has implications for the recent policy interest in more proactive engagement of venue staff to identify and intervene to assist at-risk and problem gamblers. However, efforts to reduce this risk factor would need to be accompanied by substantial staff training, as well as gambler education that such interventions are within the expected roles of venue staff.

Large and glitzy gaming venues

A potential risk factor for the problem gamblers who most frequented a gaming machine venue was a preference for venues with a large choice of gaming machines and an atmosphere that reflects the glitz and glamour associated with Las Vegas. These characteristics are typically found in casinos, but also in larger hotels and clubs. However, additional research would be needed to establish whether problem gamblers would simply go to smaller, less glamorous venues if these were the only ones available.

Provision of non-gambling activities in venues

Only one potential protective factor was identified in this study – prioritisation by the problem gamblers of a wide range of non-gambling activities in a hotel, club or casino when choosing where to gamble. Provision of such activities would thus seem to potentially contribute to a safer gambling environment, by providing diversionary activities apart from gambling.

Impacts on recreational gamblers

In further considering potential interventions to lower risk factors for gamblers, it is useful to also consider venue characteristics which were potential risk factors for the problem gamblers in treatment, but which were not important to the general population of gamblers when choosing where to gamble. These are venue characteristics that could be modified to lower the risk of problem gambling without affecting the choice of venue amongst the general population of gamblers.

For respondents who nominated a hotel, club or casino as their most frequented venue, three venue characteristics were potential risk factors for the problem gamblers in treatment, but were not important to the general population of gamblers:

1. The venue has extended opening hours;

2. It is easy to access an ATM in the venue; and
3. The venue has a Las Vegas type atmosphere.

Thus, reducing venue opening hours, removing easy access to ATMs and reducing the glitzy and glamorous atmosphere associated with Las Vegas casinos may lower the risks of problem gambling in hotels, clubs and casinos, without affecting choice of venue amongst the general population of gamblers.

For respondents who nominated a stand-alone TAB agency as their most frequented venue, one venue characteristic was a potential risk factor for the problem gamblers in treatment, but was not important to the general population of punters:

1. That there is easy access to an ATM near the TAB.

Thus, reducing the proximity of TAB agencies to ATMs would likely lower the risks of problem gambling in TABs, without affecting choice of venue amongst the general population of TAB gamblers.

CONCLUSION

This study has analysed why gamblers choose to gamble where they do and analysed the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers.

Potential risk and protective factors were identified and the opportunity for interventions to moderate these risks was discussed. Consumer education can raise awareness of the risk factors associated with the gambler, while problem gamblers in treatment may benefit from cognitive-behavioural and other therapies that help to reshape their thinking and behaviours around gambling. Additionally, regulation, policy changes and industry practices can help to modify other identified potential risk factors to provide a safer gambling environment.

Several limitations to this study need emphasising here. While the sample sizes for both the national telephone survey and the problem gambler client survey were of reasonable size, some analyses could not be undertaken as the required sub-samples were too small. Further, the range of venue characteristics that could be examined was limited by the requirement to include several types of venues, yet the need to keep the survey questionnaires to a reasonable and affordable length. The quantity of analyses required for this study also increased the risk of Type I error. Further, the research was subject to the usual limitations of telephone and online survey techniques and the self-reported nature of the data.

Nevertheless, the research results have good face validity and can be considered reliable within the constraints already outlined. Thus, it is hoped that this study has contributed to a better understanding of the potential influence of venue characteristics on gambling behaviour and the associated risk and protective factors.

However, it must be emphasised that this was an exploratory study, with results that clearly indicate the need for further research with much larger sample sizes to capture adequate responses across the range of PGSI scores, for all forms of gambling and across all Australian jurisdictions.

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

This study was funded by Gambling Research Australia (GRA) and falls within one of the six research priority areas nominated by the Ministerial Council on Gambling – *Best approaches to early intervention and prevention to avoid problem gambling*.

In late-2008, GRA engaged the Centre for Gambling Education and Research to undertake this research project on the influence of venue characteristics on a player's decision to attend a gambling venue. In articulating the rationale for this study, GRA (2007) noted that 'Gambling venues attract many people. Why people choose a particular venue for gambling activities has not been well explored. Further, linking particular venue characteristics to gambling behaviour (especially in relation to EGMs), has not been carefully examined'. Thus, this study was to particularly focus on the interaction between the patron and the venue, and specifically what characteristics of the venue are major influences on a player's decision to attend a particular venue (GRA, 2007).

This brief introductory chapter articulates the research aims and other key project considerations, and outlines the structure of this report.

1.2 RESEARCH AIMS

The specific purpose of this research project was to:

- analyse why gamblers choose to gamble where they do; and
- analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers.

1.3 OTHER PROJECT CONSIDERATIONS

GRA (2007) articulated several other considerations for conducting this project. First, it required undertaking the following tasks:

- to review the literature on venue characteristics in terms of their ability to attract customers and how those characteristics impact on gambling behaviour;
- to review the literature on gambler behaviour in relation to selection of gaming destinations and their characteristics;
- to analyse the characteristics of different types of venues in relation to their contribution towards problematic gambling behaviour;
- to analyse gambler choice of gambling venue and destination; and
- to identify the features of venues that contribute protective or risk factors for problem gamblers and at-risk gamblers (i.e. increase or decrease the likelihood of developing problem gambling).

Second, it required the following definition of problem gambling is to be used:

Problem gambling is characterised by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, others or for the community².

Third, it required that the research was to explore ‘What is the primary reason for visiting a venue and does this vary for different gambling cohorts (at-risk, problem, recreation)?’.

Fourth, it required the research to examine a broad range of questions about venue characteristics in relation to problem, at-risk and recreation gamblers, to include (but not limited to) the following:

- What aspects of **location** and **accessibility** influence a gambler’s choice of venue (e.g. proximity, distance, streetscape, convenience, availability of public transport or banking facilities)?
- Do the **size, type** and **physical** characteristics of the venue influence the decision of a gambler to select one venue in preference to another venue (e.g. preference for small venues, large venues, differences in choice of a pub, club, racetrack, TAB or casino, the importance of multiple gambling opportunities, the role of ambience and any internal or external physical features)?
- What aspects of **in situ EGMs** influence gambler choice of venue (e.g. the physical location and layout of EGMs, numbers of machines, the games on offer, jackpot availability and the like)?
- Are **hospitality features** a crucial factor in choosing a particular venue (e.g. loyalty schemes, free refreshments, staff/customer interaction and the availability of recreation, leisure and dining opportunities)?
- What impact does the **advertising** of gambling products or the gambling venue have on a gambler’s choice of venue? What is the role of promotional and **marketing** techniques?

And finally, although this was a national study, the research was also to consider jurisdictional differences in the regulatory regimes that apply and which can determine many aspects of gambling venue environments.

1.4 STRUCTURE OF THE REPORT

This report is structured into eight chapters. Chapter Two reviews the relevant literature, focusing on prior research into the five groupings of venue characteristics listed above. Chapter Three details the methods used in this study, including sampling, data collection methods and key aspects of the data analysis. Chapter Four presents the key characteristics of the respondents to the national survey and the problem gambler client survey.

Chapter Five is the first of three results chapters and presents the findings from the national telephone survey and the problem gambler client survey for respondents whose most frequented venue was a hotel, club or casino. Chapter Six presents the findings from both surveys for respondents whose most frequented venue was a stand-alone TAB agency, while Chapter Seven does the same, but for racecourses. Chapter Eight summarises and analyses

² *Problem Gambling and Harm: Towards a National Definition* prepared for the National Gambling Research Working Party by the South Australian Centre for Economic Studies together with the Department of Psychology, University of Adelaide, December 2005.

the results in terms of the two research aims and concludes the report by outlining some policy implications.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents the literature review which informs this study. After a brief section that notes that venue characteristics are one of numerous potential influences on a person's gambling, the review describes the types of gambling most associated with gambling problems. It then focuses on five groupings of venue characteristics that Gambling Research Australia identified as of particular interest in the specifications for this study – location and accessibility of the venue, the size, type and physical characteristics of the venue, aspects of *in situ* EGMs, hospitality features and advertising. Of note is that this review was peer reviewed by three Australian and two international experts in gambling research, and refined accordingly before its inclusion in this report.

2.2 THE INFLUENCE OF VENUE CHARACTERISTICS ON GAMBLING

There are numerous forms of gambling in Australia including a variety of casino games (e.g., card games, roulette), lotteries, scratch-tickets, gaming machines, on and off-course betting, sports betting, keno and bingo. These games differ on a number of dimensions that potentially affect betting. These include continuity (the interval between placing the bet and the result), the level of skill versus chance, the level of involvement required for the gambler (e.g., low level required for lotteries, high level for racing) and the location characteristics of the site where gambling occurs (Delfabbro, 2008). Location characteristics refer to the site or venue where the gambling occurs. Casinos, clubs, hotels, newsagencies, off-course betting agencies (e.g., the Totalizator Agency Board or TAB) and racetracks are typical gambling locations in Australia.

The first three dimensions affecting play; continuity, skill and level of involvement, have received considerable research attention, particularly in the context of problem gambling. However, minimal research has been conducted on the influence of venue characteristics on a player's decision to attend a gambling venue, and on their subsequent gambling behaviour. This research gap exists despite an authoritative recognition that venue features are one of a number of factors that can contribute to problem gambling (Productivity Commission, 1999). This supports the need for an empirical investigation into how these situational characteristics affect the initiation and maintenance of gambling behaviour and gambling problems (Griffiths & Parke, 2003). Furthermore, the utility of studies in this area has been hindered by the breadth of the topic and the sometimes idiosyncratic nature of the issues explored. An example of the difficulties in researching this area is provided by the Australian Institute of Primary Care (AIPC, 2006) study of electronic gaming machine (EGM) technology. This study conducted focus groups with 56 self-identified problem gamblers and in-depth interviews with an additional six problem gamblers from Victoria, Australia. When discussing the preferred characteristics of venues and EGMs, some participants preferred smaller, intimate venues, whereas others preferred larger venues with more people and larger prizes. A questionnaire completed by 99 self-identified problem gamblers in the same study revealed that just over half (56 per cent) had a favourite EGM gambling venue, with 41 per cent of these identifying the venue as a club and 30 per cent stating it was a hotel (AIPC, 2006). The heterogeneity of gamblers is evident in these results making it difficult to establish the role of venue characteristics in gambling behaviour in generalisable terms.

Adding to this complexity are the jurisdictional differences in venue characteristics across the eight Australian states and territories. Even though every major form of gambling is available in every state, accessibility varies significantly, based on geographical and regulatory limitations. For example, Western Australia is a state that is approximately 2.5 million square kilometres in size, but gaming machines and keno can only be found in the one venue (casino). Contrast this with Tasmania, a state that is 62,000 km², but with gaming machines and keno available in hotels, clubs and the casino. Tasmania also has a ban on automatic teller machines (ATMs) being made available in gaming venues, yet other states allow this, although only outside of actual gaming machine areas. In Queensland, for example, no ATMs or EFTPOs terminals are to be located in, or in close proximity to, the gaming machine area, ATMs should not be visible from the gaming area, and only debit cards can be used in ATMs and EFTPOs terminals in licensed venues. There are also jurisdictional differences in withdrawal limits and the number of transactions. Further jurisdictional differences exist in the gambling environment in relation to trading hours, advertising, promotions, loyalty schemes, prizes and lighting (<http://www.fahcsia.gov.au/sa/gamblingdrugs/pubs/NationalSnapshotHarmMinimisation/Pages/GamblingEnvironment.aspx>).

The aim of the current study is to provide an in-depth, national examination of the influence that venue characteristics have on a player's decision to attend a gambling venue. Specifically, it will analyse why different types of gamblers choose to gamble where they do and determine whether certain features of the various venues are more or less likely to attract problem gamblers and/or maintain problem behaviours.

2.3 PROBLEM GAMBLING AND FORMS OF GAMBLING

The Productivity Commission (1999) reported that, across Australia, 82 per cent of the adult community gambled at least once in the past 12 months. The most popular or preferred forms of gambling included lotteries, scratch-lottery tickets and gaming machines. However, in terms of problem gambling, gaming machines, racing and casino table games were most frequently associated with gambling-related problems.

Problem gambling has been defined by Neal, Delfabbro and O'Neil (2005, p. 125) as being '... characterised by difficulties in limiting money and/or time spent on gambling which leads to adverse consequences for the gambler, others or for the community'. The prevalence of problem gambling in Australia varies slightly depending on the measure of problem gambling, with the South Oaks Gambling Screen (SOGS) dominant in the 1990s generally producing higher estimates than the Canadian Problem Gambling Index (CPGI) which has been the preferred measure in more recent years (Delfabbro, 2008). There is difficulty comparing prevalence estimates by jurisdiction, as studies rarely occur within the same year. However, the Productivity Commission's (1999) national study (utilising the SOGS) revealed considerable variance between states. Some had estimates of less than 1 per cent (Western Australia, Tasmania) and others had estimates of over 2 per cent (New South Wales, Australian Capital Territory, Victoria). This variation has been correlated with the prevalence of gaming machines in different jurisdictions and their association with problem gambling. For instance, the absence of gaming machines in Western Australia outside of the casino may have contributed to a lower prevalence rate in the state.

Delfabbro's (2008) comprehensive review of Australian gambling research suggested that approximately 75-80 per cent of gambling-related problems in help-seeking populations are associated with the primary use of EGMs. Specifically, the Productivity Commission (1999) reported that EGMs were found to be the most prominent source of problems in New South Wales (72 per cent); Victoria (81 per cent); South Australia (74 per cent); the Australian

Capital Territory, Northern Territory and Tasmania (65 per cent); and Queensland (48 per cent). The lowest figure was in Western Australia at 20 per cent.

In contrast, racing Australia-wide was associated with around 12-15 per cent of gambling problems, and casino games between 7-15 per cent of problems. Western Australia again differed from the balance of other states, with racing and casino gaming each identified as problematic for 30 per cent of problem gamblers. When examining regular gamblers, the Productivity Commission reported that 24 per cent of weekly casino table gamblers, 23 per cent of weekly EGM players and 15 per cent of racing gamblers had serious gambling problems. In contrast, only 3 per cent of weekly lottery players and 5 per cent of instant lottery gamblers were problem gamblers. A range of more recent jurisdiction specific studies has generally supported these findings (Delfabbro, 2008).

In summary, there is a good body of evidence from Australian research that suggests problem gambling is largely associated with gaming machine play, casino gambling and racing. Consequently, it is these forms that have attracted the most research attention and it will be the venues that accommodate these forms of gambling that will form the basis of this review (i.e., clubs, hotels, casinos, racetracks and off-course betting agencies).

This review is structured around five categories of venue characteristics – location and accessibility; size, type and physical characteristics of gambling venues; EGM characteristics within-venue; hospitality features; and venue advertising, promotions, marketing of gambling.

2.4 LOCATION AND ACCESSIBILITY OF GAMBLING VENUES

Numerous studies have examined *location* and *accessibility* issues in gambling. In the Australian context, the seminal study into accessibility is the Productivity Commission's (1999) report. This report highlighted the complexity of understanding accessibility due to its multi-dimensional nature. The Productivity Commission (1999) identified nine dimensions of accessibility that comprised (1) the number of opportunities to gamble, (2) opportunities to gamble per venue, (3) the number of venues, (4) the opening hours of the gambling venue, (5) conditions of entry, (6) location of venues, (7) social accessibility, (8) cost of initial outlay and (9) ease of use. Young, Tyler and Lee's (2007) review of the gambling accessibility literature highlighted that many of these dimensions were multi-faceted and that accessibility incorporated notions of time-usage as well as distance. Furthermore, the ability and inclination to travel to a venue is heterogeneous at the individual level due to individual differences in travel resources and a myriad of travel-time factors (traffic, varying business hours).

Further adding to this complexity is that accessibility has been examined in relation to a range of gambling behaviours, including problem gambling (Adams, Sullivan, Horton, Menna & Guilmette, 2007; Gambling Review Body, 2001; Productivity Commission, 1999;), bankruptcy (Barron, Staton & Wilshusen, 2002; Boardman & Perry, 2007), gambling expenditure, frequency and length of gambling session (Baker & Marshall, 2005; Livingstone, 2001; Marshall, 2005; McMillen & Doran, 2006) and self-reported venue preference (Doran, McMillen & Marshall, 2007).

Despite the fact that the construct of accessibility does not appear to not lend itself well to rigorous empirical evaluation and there are difficulties in inferring causality, there is nonetheless a growing body of evidence that suggests that the *convenience* of some forms of gambling (primarily EGMs and North American casinos) are associated with increased involvement in gambling and/or rates of problem gambling. These studies have examined

accessibility primarily in terms of gambling *density* or surfeit of opportunities (AIPC, 2006; Clarke, Tse, Abbott, Townsend, Kingi & Manaia, 2006; Corporate Research, 2006; Delfabbro, 2002; Department of Justice, 2005; Ladouceur, Jacques, Ferland & Giroux, 1999; Ladouceur, Jacques, Sevigny & Cantionotti, 2005; Livingstone, 2001; Marshall, 2005; Marshall & Baker, 2002; Productivity Commission, 1999; SACES, 2006) and venue *proximity* to home, work or other convenient locations (Adams *et al.*, 2007; Chhabra, 2007; Hinch & Walker, 2005; KPMG, 1999; Marshall, McMillen, Niemeyer & Doran, 2004; McMillan & Doran, 2006; Pearce, Mason, Hiscock & Day, 2008; Perese, Bellringer & Abbott, 2005; Shaffer, LaBrie, LaPlante, Nelson & Stanton, 2004; Walker & Hinch, 2006; Welte, Wieczorek, Barnes, Tidwell & Hoffman 2004).

Most authors of this research have acknowledged the shortcomings of their studies and interpreted any resulting associations of gambling problems to proximity and density with caution. A common problem with these large correlation studies utilising aggregated data is the lack of a clear causal path and the possibility of third variable explanations. For example, Marshall (2005) examined the relationship between machine density and gambling involvement (expenditure, frequency and duration of play) in a range of small and large residential centres in the Richmond-Tweed region of Northern New South Wales (NSW). With strong correlations reported, Marshall suggested that centres with high EGM density may be leading to increased gambling. However, it is also plausible that residents choose to live in a certain location because of the presence or lack of facilities there. A resident who decides to spend their time and money gambling (or for that matter shopping, dining out, or socialising in general) may choose to live in a town with these facilities. Another problem when assessing research of this type is that increases in gambling expenditure, frequency and duration of play do not necessarily suggest increases in problem gambling. The major gambling behaviour of interest is problem gambling and it is problem gambling that needs to be measured for this research to be of most benefit to problem gamblers and harm minimisation strategies.

Another aspect of accessibility that has received some scrutiny is the opening hours of the gambling venue. More specifically, the 24 hour access to gaming machines and the link with problem gambling has been investigated (ACNielsen & the Australian Centre for Gambling Research, 2003; McMillen & Pitt, 2005). As a harm minimisation strategy, some Australian jurisdictions (e.g. NSW, ACT, Vic) have implemented a shutdown of gaming machines, usually in the early hours of the morning for three to six hours. In Queensland, gaming operations are not permitted before 10am, and venues are not permitted to operate gaming machines after midnight without first seeking a special licence, with a moratorium currently in place on applications for extended trading hours from midnight to 5am (Productivity Commission, 2009). Nonetheless, many venues within other jurisdictions vary in the hours that they operate and for some gamblers, the choice of venue may be determined by the opening hours.

There are also a number of researchers who question the longevity of the link between accessibility and problem gambling over time. Abbott (2006) provided a comprehensive review of the international literature about the expansion of EGMs and the relationship with problem gambling. Abbott (2006) acknowledged that the relationship between gambling exposure, gambling expenditure and problem gambling is complex and multidimensional. He concluded that too little is known to be able to predict with certainty the consequences of increased or decreased availability and cited international evidence that communities have adapted to increases in gaming availability. For example, Perdue, Long and Kang (1999) examined data from a non-gaming community, three early-stage gaming communities and

one later-stage gaming community and reported that the introduction of a casino was initially related to a negative change in the quality of life for the community, but over time there was a positive impact as residents adapted to the new situation.

Some have argued that, from a public health perspective, this adaptation reflects a protective factor. LaPlante and colleagues have explored the concept of exposure and adaptation and have turned to well established public health exposure theories that provide a plethora of research focused on transmission rates associated with exposure to physical toxins, viruses and in some instances chemicals (LaPlante & Shaffer, 2007). Shaffer and colleagues (2004) extended the exposure theory used in public health to develop a hypothesis that focuses in a similar way on behavioural environmental factors, such as exposure to gambling opportunities (Shaffer, LaBrie *et al.*, 2004). They argue that certain social activities such as gambling have a toxic effect and could be identified as a social toxin, equivalent to a pathogen. Following McGuire's (1964) theory of social inoculation LaPlante and colleagues argue that:

... a social phenomenon like exposure to toxins can stimulate a shift in attitudes and behaviour; in turn, these changes can influence many things including health. The extent of those shifts depends on individual's 'social immunity' or resistance to the social phenomena that they have developed over time through exposure to the toxin. (p.617)

Exposure is defined in occupational, spatial and temporal terms. Using this model LaPlante and colleagues hypothesise three predictable effects of exposure to gambling. The first is that the employees of gambling services would have a higher incidence of gambling related problems. This prediction is born out by other studies (Hing & Breen, 2006; Hing, 2008; Hing & Haw, in press; Hing & Nisbet, 2008; Shaffer, Vander Bilt *et al.*, 1999; Shaffer & Hall, 2002). The second is that changes in temporal (exposure over time) and spatial (gambling opportunities closer to home) factors would result in increases in gambling participation and a clustering of gambling related problems near temporal and geographic epicentres of gambling. The third is that if gambling acts like other threats to public health we could expect to see gambling-related problems follow normal epidemiological curves; showing a sharp increase in early exposure followed by a leveling out or gradual reduction in problems as the result of the process of adaptation (LaPlante & Shaffer, 2007).

In order to test their hypothesis, Shaffer and colleagues (2004) developed a standardised scale they called the regional exposure model (REM) which would allow them to compare geographic exposure to potential social toxins such as gambling. The REM measures the dose, potency and duration of the toxin (gambling) in a particular region (LaPlante & Shaffer, 2007). The dose is defined as the level of exposure in a particular region to the social toxin, in the case of gambling, the number of gambling venues. Potency is defined as source strength of a particular toxin, in this case the number of different types/modes of gambling available. Finally, duration is defined as the amount of time a social toxin has been available in a region. By combining the scores from these three domains they can measure in a standardised way what they call the Regional Impact of Gambling Exposure (RIGE) (LaPlante & Shaffer, 2007).

The primary focus of the study carried out by LaPlante *et al.* (2007) was 'to highlight the important issues related to exposure (e.g., social context), thereby advancing a conceptual framework for environmental influences on gambling-related behaviour' (p.617). Using the RIGE as a standardised scale, an estimate of the prevalence of gambling problems in a particular region should be possible. If the exposure-infection relationship is linear then regions that have been exposed to gambling opportunities the longest should have the highest prevalence rates (LaPlante & Shaffer, 2007). For example, in Nevada in the U.S. the

estimated prevalence of gambling problems should be eight times higher than anywhere else but this is not the case and highlights the fact that the exposure–infection relationship is not linear but rather curvilinear. The authors argue this may be explained by the process of adaptation, that is that people living in Nevada have been exposed for so long to gambling opportunities that these products no longer have the impact that they did when they were introduced (LaPlante & Shaffer, 2007). A study by Volberg in 2002 supports this notion, with the finding that newly arrived residents to Nevada had a higher prevalence of current gambling problems than long time residents (Volberg, 2002). Other studies have also provided additional support for LaPlante’s theory of social adaptation (Jacques & Ladouceur, 2006; LaBrie, Nelson *et al.*, 2007)

Clearly, when assessing the characteristics that may influence a player’s decision to attend a gambling venue, both accessibility, in terms of gambling opportunities (density and hours of operation), and proximity have been suggested by the literature to be two of the most important features. These need to be included in future investigations of venue influences on behaviour.

Other aspects of accessibility that have received some research attention include *social accessibility*, *conditions of entry* and *ease of use*. These are related concepts within the Productivity Commission’s (1999) definition of social accessibility, which was described as ‘the sense in which a venue provides a non-threatening and attractive environment to groups who might otherwise feel excluded’ (p.C8.6). Increases in the social accessibility of gambling have been linked to increases in women participating in gambling (e.g. Brown & Coventry, 1997; Morrison, 2004; Surgey, 2000). Gambling products that have a low initial outlay and are easy for novices to engage in have been suggested to increase the social accessibility of gambling (Abbott, 2001; Delfabbro, 2008; Potenza, Maciejewski & Mazure, 2006; Volberg, 2003).

A recent study in Victoria, Australia highlighted the importance of social accessibility along with the more recognised, and researched, exposure/availability conceptualisation of accessibility (Hing & Nisbet, 2008). This study focused on a group with high accessibility to gambling (gambling venue staff) and examined their gambling behaviour across a number of gambling forms. The 533 respondents worked in varying capacities within hotels and licensed clubs that operated EGMs, with some also providing facilities to bet on keno and the TAB. The questionnaire contained 13 items believed by the authors to reflect the multi-dimensionality of accessibility to gambling. These 13 items were constructed from the published literature, industry advice and pilot testing and were tailored for six types of gambling (lotteries, club keno, horse & greyhound racing, sports betting, EGMs and casino table games). An example of the 13 items is given below (for casino games).

‘If you wanted to play CASINO TABLE GAME (e.g., blackjack, roulette) in a ‘real’ casino (not on the internet) how easy or difficult would it be for you to:’

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- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Feel comfortable that your friends would approve of you playing casino table games 2. Feel comfortable that your work colleagues would approve of you playing casino table games 3. Feel comfortable that your family would approve of you playing casino table games 4. Feel comfortable within yourself about playing casino table games 5. Feel socially accepted/at ease in a venue with casino table games 6. Afford the cost of playing a casino table game 7. Find a convenient venue with a choice of casino table games to play | <ol style="list-style-type: none"> 8. Find a venue with casino table games that is convenient to go to 9. Get to a venue which has casino table games 10. Be able to play casino table games in a convenient venue without waiting or queuing 11. Find a convenient venue with casino table games which is open when you have spare time 12. Feel familiar with how casino table games work 13. Understand how to play casino table games |
|---|---|
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Participants were provided with a four-point scale that ranged from extremely easy to extremely difficult. Subsequent factor analysis revealed that, for all six gambling forms, the same three factor structure was present.

Items one to six loaded onto the strongest factor (in terms of explained variance) described as ‘Social Access’. This factor reflected personal, family and peer approval of gambling. This is a somewhat different concept to the Productivity Commission’s (1999) definition of social accessibility and tends to emphasise social approval more than any venue-related characteristic. Items seven to eleven loaded onto a second, generally slightly weaker factor, titled ‘Physical Access’. This factor reflected the convenience of gambling with regard to choice, location, ease of access and hours of operation. This factor somewhat mirrored other accessibility features of density/opportunities and proximity. However, it allowed the gambler to self-report and define convenience rather than have the researcher define convenience based on the presence of other facilities, such as shopping centres, schools *et cetera* (see Young *et al.*, 2007 for a discussion on convenience gambling). The third factor was uniformly the weakest in factor structure for all forms of gambling and comprised the final two items. This was labeled Cognitive Access and reflected ease-of-use for the gambling product in terms of familiarity and understanding how to play the game. This aspect of accessibility had not been examined previously.

Hing and Nisbet (2008) acknowledged that there were shortcomings with the sampling procedure and the use of self-report in general. There was also linguistic similarity in some of items; however, the factors generated demonstrated high inter-item reliability and were used to predict a range of gambling behaviours for the 533 participants. For example, it was found that:

- Easier social access was significantly associated with **participation** in EGM gambling.
- Easier physical access was significantly related to **participation** in club keno and casino table games, and also the **frequency** of playing casino table games and **expenditure** on instant scratch tickets.

- Easier cognitive access increased the likelihood of **participation** in all six types of gambling (lottery-type games, club keno, betting on horse or greyhound races, EGMs and casino table games). Easier cognitive access was also associated with an increased **frequency** of gambling on lottery-type games, betting on races, EGMs and casino table games, and increased **expenditure** on club keno, race betting and EGMs. Easier cognitive access was also associated with increased usual **duration** of gambling sessions on race betting and EGMs.

Furthermore, the Hing and Nisbet (2008) study examined the relationship between these accessibility factors and problem gambling. However, some of the results appear counter-intuitive. For example, the probability of being a moderate-risk or problem gambler was found to be higher with gamblers who report more *difficult* social access to betting on horse and greyhound races and EGMs. This was interpreted by Hing and Nisbet (2008) as suggestive that moderate-risk and problem gamblers felt less social access/approval to gambling on horse/greyhound races and EGMs because of their heightened gambling on these activities. That is, being a moderate-risk or problem gambler reduced the perceived personal and social approval of the gambling activity. However, this interpretation contrasts with the findings of Thomas and Jackson (2008) that showed that moderate and problem gamblers tended to also have family, friends and workmates who were also experiencing problems with gambling. Other results suggested that the probability of being a problem or moderate risk gambler was higher when gamblers had extremely easy physical access to betting on horse and greyhound races.

Although these results must be interpreted with caution due to the cross-sectional nature of the research and the self-report assessment of perceptions, overall, the findings provided some support for the multi-dimensionality of accessibility. Specifically, in addition to the physical properties related to gambling opportunities, *convenience* and *proximity*, the social access (or social approval) and cognitive accessibility of the games are other dimensions that may influence a gambler's decision to attend a gambling venue.

Another recent Australian study examined the variables related to a gambler's initial attraction to a gambling venue and also whether these variables were related to the continuation of gambling. Moore, Thomas, Kyrios, Bates and Meredyth (2008) created a 44-item questionnaire based on the literature, interviews and focus groups with gamblers and their own experience, in an attempt to operationalise accessibility. A notable inclusion was the use of venue characteristic variables and personal motivational-type reasons for gambling as part of the accessibility concept (which is commensurate with Young *et al.*, 2007 conceptualisation of accessibility). These variables were included along with items related to more traditional dimensions, such as geographic accessibility, temporal accessibility and social accessibility; further broadening the *accessibility* construct. A sample of 241 Australian gamblers completed the internet questionnaire and the subsequent data were factor analysed. The same two factors emerged from the items regardless of being framed in the 'initial attraction' context or the 'continue gambling' context.

Below are the 30 items that comprise the first factor. Participants were asked to rate their agreement with each statement on a 7-point Likert scale (strongly disagree to strongly agree) in the context of being important to their initial attraction to a gambling venue. This factor was named *Good Entertainment* and was operationalised as the level of initial attraction to a gambling activity or environment that was perceived as being safe and easy and which offered a pleasant and social atmosphere together with a variety of gambling and non-gambling activities (Moore *et al.*, 2008).

-
- | | |
|--|--|
| 1. There are other (non-gambling) activities available | 18. The feng shui of the venue |
| 2. There are people my own age | 19. There are gambling activities that are easy to play |
| 3. The availability of food and drink | 20. I can gamble for a long time without losing a lot |
| 4. The venue is clean | 21. Gambling activities available based on skill |
| 5. A place I can be with my friends | 22. Somewhere I can get to by public transport |
| 6. I feel comfortable to speak my own language | 23. People are well dressed |
| 7. I am treated with respect by management and staff | 24. Venues where staff will tap me on the shoulder if I've been there a long time or am gambling lots of money |
| 8. Being able to dress up and feel confident | 25. Comfortable surroundings, a feeling of 'home' |
| 9. Sophisticated surroundings | 26. A venue that has giveaways, promotions, prize draws |
| 10. Being able to meet new people | 27. I can have a cheap day or night out |
| 11. A lively atmosphere – lots of people and action | 28. It is close to where I live |
| 12. The safety and security of the venue | 29. A good range of gambling or betting options |
| 13. Other people from a similar cultural/ethnic background | 30. Cues to help control gambling (e.g., clocks, brochures) |
| 14. It's warm in winter and cool in summer | |
| 15. Availability of parking | |
| 16. There are people of the same gender | |
| 17. People are casual and the atmosphere is 'laid back' | |
-

Although the factor was given the label *Good Entertainment*, the number and breadth of items that comprise it raise doubts about the presence of a unified concept. There does not appear to be a coherent underlying concept being measured by these items and the definition provided by the authors seems to confirm this supposition. This weakness also raises doubts over the empirical usefulness of this factor.

The second factor identified contained 11 items and was labelled *Accessible Retreat*. This was believed to be related to venues that were accessible, familiar, comfortable and offered an anonymous escape from life with few interruptions or distractions. These 11 items are reproduced below.

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|---|--|
| 1. There are minimal distractions (e.g. clocks, lighting) | 7. The venue is open late at night or early in the morning |
| 2. Venues where I won't be interrupted. | 8. I can use a loyalty card |
| 3. It is close to work | 9. I can gamble anonymously |
| 4. Venue is on way home from work/study etc | 10. It offers an escape from daily life |
| 5. A lack of other entertainment options | 11. ATMs are easily accessible |
| 6. Ability to keep using same gaming machine/same game | |
-

Although the definition provided by the authors suggests another multi-dimensional construct, the smaller number of items comprising this factor help make it conceptually more unified. The factor was also able to differentiate problem from non-problem gamblers, with problem gamblers (as measured by the CPGI) scoring significantly higher on this factor than

non-problem gamblers (Moore *et al.*, 2008). This was not evident for the first factor. Most of the items in this second factor appear to describe characteristics of the venue that allow for uninterrupted and continued gambling.

The same 44 accessibility items (3 items did not load on either factor) were factor analysed again when answered by the 241 participants in the context of continued gambling once inside the venue. Two factors were identified again and were given the same labels from the first analysis. However, the same items did not load on the same factors again and this suggests that the created factor labels and descriptors were not well-defined. For example, there were three items that now loaded on the *Accessible Retreat* factor that had originally loaded onto the *Good Entertainment* factor, confirming that the operational definitions of the factors were too broad.

Although the emerging factor structures of the Moore *et al.* (2008) study may have lacked coherence, the original 44 items highlight some important features about gambling accessibility that have received little research attention. Like the Hing and Nisbet (2008) study, there were items related to physical access (availability and proximity), but also extra items related to parking facilities and public transport access. There were also items measuring social access, but in terms of feeling welcomed, safe, and being around similar people, along with other venue characteristics that might influence gambling behaviour (e.g., hospitality, marketing) which has relevance to the current study and will be discussed in the following sections.

Many of the characteristics from Moore *et al.* (2008) were also prominent in a study of the important reasons for visiting a casino by Las Vegas residents (Shoemaker & Zemke, 2005). Administering a self-constructed questionnaire to 637 participants (who had gambled at least once in the past two months), the most important characteristics rated by the gamblers are rank ordered in the list below:

-
- | | |
|--|---|
| 1. Easy drive to where I live | 14. It is a place my friends like to go |
| 2. Employees are friendly and courteous | 15. It seems to have better odds than other places |
| 3. You feel safe there | 16. You can get complementaries |
| 4. A good place to take out-of-town guests | 17. Drink orders are taken, delivered in a timely manner |
| 5. Convenient parking is always available | 18. A place that makes me feel more special than other places |
| 6. Past experience at the casino | 19. The type of people that play there are like me |
| 7. Want to eat at one of the restaurants on the property | 20. The slot machines are filled in a timely manner |
| 8. Restaurant I eat at on the property offers great price value | 21. The table limits are within my comfortable range |
| 9. Machines pay off better | 22. The types of promotions offered |
| 10. It is a place I play at regularly | 23. Always have good entertainment in the bars, lounge areas |
| 11. Cashiers cage is properly staffed so lines are short | 24. Receive a mailing from the casino |
| 12. Can get change in a timely manner | 25. The benefits provided by the slot club |
| 13. Realistically, a hotel where I would stay if I was visiting LV | |
-

Again, accessibility-related items figure prominently (easy drive, parking, reduced delays to gambling) but a number of other venue characteristics – the gambling within the venue and the hospitality and marketing – were also deemed important. These too, will be discussed further in the following sections.

In order to understand the potential influence of venue characteristics on a player's decision to attend a gambling venue, accessibility is clearly an important characteristic. However, a review of the literature reveals that accessibility is a complex construct that goes beyond the more salient characteristics of venue locations (e.g., close to where I live/work) and gambling availability (number of gambling opportunities, hours of operation). It also includes issues around travel (public transport and parking issues), social access (social approval and a welcoming environment) and cognitive access (familiarity and ease of gambling products).

2.5 SIZE, TYPE AND PHYSICAL CHARACTERISTICS OF GAMBLING VENUES

There are many different types of legal gambling venues in Australia. These include casinos, racetracks, TAB outlets, clubs and hotels of various sizes. There are also numerous characteristics of these venues that could potentially influence the decision to attend a gambling venue, initiate gambling and encourage continued gambling. Griffiths and Parke (2003) listed some of these features based on observation, contact with the industry and a review of the literature. Location and accessibility have already been reviewed (above) but others listed by Griffiths and Parke included sound-effects and noise, music, light and colour effects, aroma, seating, heating, refreshments and amenities, gaming room floor design and social facilitation. Similarly, the gambling trade publications (e.g.; *Casino Journal* <http://www.casinojournal.com/>) occasionally report on ways to attract different types of people to gambling venues. However, empirical support for these assertions is not provided in these publications.

Evidence for the influence of within-venue characteristics on gambling behaviour is mixed with some early studies adopting a self-report approach to assess the perceived quality of various situational design elements of gambling venues. Wakefield and Blodgett (1996) used customer intercept surveys to examine the effects of layout accessibility, facility aesthetics, electronic equipment, seating comfort and cleanliness on the perceived quality of the servicescape (servicescape is the landscape/physical surroundings of the service environment) in various entertainment venues. These surveys included three casinos in Reno, Nevada along with baseball and football stadia in the United States. They found that the servicescape had a relatively consistent and strong effect on the length of time customers desired to stay in the venues and on their repatronage intentions for all venues. However, the perceived quality of the servicescape was attributable to different factors for the venue types. Cleanliness had a major effect on the perceived quality in the casino sample compared to the sports stadium sample, although the opposite was true for seating comfort. Stadium patrons rated that a more important quality indicator than casino patrons. Lucas (2003) extended this research by including more detailed measures of the servicescape factors from Wakefield and Blodgett (e.g., five items to measure different aspects of seating comfort). He also used servicescape, along with gaming value, prompt service and staff friendliness to predict overall slot (poker machine) experience and then related this construct to patronage behaviours (intention to revisit, desire to stay in casino). His results supported this model and confirmed that these are important venue characteristics that can influence gambling behaviour. His results also give support to the use of self-report techniques and demonstrate that gamblers do have an awareness of venue characteristics.

With regard to gambling venues, the perceived quality of the servicescape is comprised of many more factors than those examined by Wakefield and Blodgett (1996) and Lucas (2003). Many venues have multiple gambling opportunities and the quality of these facilities can vary. For example, some small venues may have limited betting facilities, older features and

surroundings. Larger venues, on the other hand, may have a dedicated sports bar with plenty of seating and room, a number of large screens to watch the event and more modern facilities. These are facilities that may also need to be considered when studying the influence of venue characteristics.

Mayer and Johnson (2003) provided a more conceptual study of the issues examined by Wakefield and Blodgett (1996) and Lucas (2003). They studied the gambling atmosphere by investigating the effect of theme, décor, noise level, colour, ceiling height, lighting, floor layout, temperature, employee uniforms, smell and environmental-smoke on customers' assessments of *casino atmospherics*. The 39-item questionnaire was completed by 195 slot tournament competitors in Las Vegas. The results suggested that floor layout and gaming room theme were the two critically important factors that defined the atmosphere of a casino. However, Mayer and Johnson did not assess the relationship that atmosphere had on gambling behaviour.

Related to the Mayer and Johnson examination of atmosphere is the recent ban on smoking in licensed venues in most Australian jurisdictions. The policy varies depending upon the jurisdiction, with some exempting high-roller rooms in casinos (NSW, Vic, Qld) and some permitting smoking in outdoor gambling areas (Australasian Gaming Council, 2007). In Victoria, the smoking ban has been reported to have reduced gambling expenditure (Lal & Siahpush, 2008). However, in NSW it has resulted in some venues creating outside gaming areas where smoking is permitted. Variations exist between venues in how they meet the needs of smokers and this accommodation is potentially a venue characteristic that could influence the decision about which venue to attend for both smokers and non-smokers.

Mayer and Johnson (2003) also cited some relevant Australian research on consumer behaviour and retailing. Donovan, Rossiter, Marcolyn and Nesdale (1994) assessed shoppers as they entered and left a store and found that consumers' emotional responses to a service environment are directly related to their intention to spend time and money in that environment. This built upon earlier research by Donovan and Rossiter (1982) that showed that pleasure and arousal contributed to unplanned shopping behaviour.

The connection between the environment, emotion/arousal and spending behaviour has received some attention in a gambling context. Stark, Saunders and Wookey (1982) manipulated lighting conditions (red versus blue) in a card playing experiment and reported that gambling behaviour (expenditure, frequency and risk taking) all increased under red lighting. Dixon, Trigg and Griffiths (2007) reported that the speed of betting on a simulated roulette game was related to the speed of the background music. Both studies interpreted their results in terms of arousal, and this explanation has received some scrutiny in the gambling literature (see Goudriaan, Oosterlaan, de Beurs & Van der Brink, 2004 for a review of this topic).

A more thorough experimental investigation of the link between environment, mood and behaviour was undertaken by Finlay, Marmurek, Kanetkar and Londerville (2007a) in a study for the Ontario Problem Gambling Research Centre. It was hypothesised that different characteristics of gambling environments may have different effects for different people (a series of preliminary studies is presented in Finlay, Kanetkar, Londerville & Marmurek, 2006; Marmurek, Finlay, Kanetkar & Londerville, 2007; and Finlay *et al.*, 2007b). With various video simulations of the casino environment, they examined the difference between two types of architectural designs in casino gaming rooms. One was termed a *playground design*, distinguished by a larger gaming room, a higher ceiling and less focus on the gaming machines but more on creating a theme and a pleasant environment (features are often

waterfalls, plants and statues). The second is the more traditional gaming room design which has lower ceilings, shorter sight lines and less distraction with the intent of making the gaming machines the dominant feature (these rooms might be described as dark, enclosed with a maze of gaming machines). Finlay *et al.* used video simulations of both designs and manipulated décor variations such as lighting, sound, colour schemes, music, crowding, layout and the thematic grouping of slot machines. These were examined for their effect on intent to gamble irresponsibly, restoration (the extent to which a venue reduces anxiety), temperament (pleasure, arousal, dominance or feelings of control) and information rate (the perceptual load of the environment). Results for the gambling intention dependent variable suggested that:

- Background ambient casino sounds (normal gaming room noises) compared to rock music, were related to increased intention to gamble irresponsibly for traditionally designed gaming room only.
- Flashing lights increased intention to gamble irresponsibly over stationary lights, regardless of gaming room design.
- Monotone colours led to higher intention to gamble irresponsibly over complementary colours schemes, for the traditional gaming room design only.
- A crowded casino significantly increased irresponsible gambling over an un-crowded casino.
- Slot machines grouped thematically increased intention to gamble irresponsibly over ungrouped machines, for the traditional room design only.

Although there are difficulties in generalising results from North American casinos to the diverse locations of gaming machines in Australia, some of these findings have a degree of support from other situational characteristic studies conducted in Australia. Rockloff and Dyer (2007) also used a simulated gaming room environment to show that the presence of other players and the sights and ambient sounds of winning gaming machines facilitated increased gambling in terms of expenditure and number of trials played, but not bet size or speed of play. Extending this study, Rockloff (2008) demonstrated that gambling intensity was significantly greater with larger crowds (expenditure, number of trials, speed of play, but not bet size) and interpreted this as a social facilitation effect (arousal related to the presence of others).

The presence of other gamblers was also a factor in the Moore *et al.* (2008) study with regard to creating a sense of action and a lively atmosphere. Moore *et al.* (2008) and Shoebridge and Zemke (2005) included items related to the social aspect of gambling. These were related to the presence of friends or similar people and a more general social acceptance of the behaviour when other people were present.

The presence of adult company was also considered an attractive component of gaming venues in a study by Thomas, Sullivan and Allen (2008). They conducted interviews with 13 EGM problem gamblers and six gambling counsellors in Victoria, Australia. The subsequent grounded theory and interpretative phenomenological analysis supported the connection between emotional regulation and gambling situational factors. Both the problem gamblers and the counsellors provided evidence that the presence of others, along with lights, noises and continual play of others in the gaming room environment, distracted some gamblers from negative life events. The concept of oasis was raised and concurs with the findings of Moore *et al.* (2008), particularly the items that comprise the Accessible Retreat factor.

From both experimental and non-experimental studies, it would appear that the sights and ambient sounds of gaming venues are important venue characteristics related to gambling behaviour. Furthermore, as part of the general atmosphere, the presence of other people has also been implicated as attractive for some gamblers. The studies reviewed have examined these in different theoretical contexts (social acceptance versus social facilitation) but the body of research does suggest that these should be factors included in future studies of venue characteristics.

From the questionnaire studies by Hing and Nisbet (2008), Moore *et al.* (2008) and Shoemaker and Zemke (2005), there appear to be a range of other venue characteristics that may be related to a player's decision to attend a gambling venue. All three studies included items related to the cost of attending the venue, whether it related to cheaper cost of non-gambling activities such as eating or the accessibility cost of the form of gambling. For example, licensed clubs offer discounted meals and drinks relative to other dining venues and also offer a range of cheap gambling options (e.g., gaming machines available in small denominations).

Related to the costs associated with attending the venue is the access to banking facilities on site. As was discussed in the section on location and accessibility, the convenient position of some gambling venues has been argued to promote attendance. That is, gambling venues located close to other public sites that people encounter regularly, such as shopping centres, restaurants and business districts, have increased accessibility (Young *et al.*, 2007). The incorporation of some of these, usually off-site features into the overall gambling venue can be seen as another venue characteristic to attract gamblers. In the case of banking, concerns have been raised about the positioning of Automatic Teller Machines (ATMs) within gambling venues (Delfabbro, 2008; Hing, 2005).

In Australia, ATMs and EFTPOS facilities are now not permitted in gaming areas (Department of Families, Housing, Community Services and Indigenous Affairs, 2008). However, ATMs still operate in venues and different states have different limits on withdrawal amounts and the number of EFTPOS transactions. McMillen, Marshall and Murphy (2004) examined the issue of ATMs in their Australian Capital Territory based study. They showed that the use of ATMs was higher among regular gamblers than recreational and non-gamblers and interviews with problem gamblers suggested the removal of ATMs would be beneficial as a harm minimisation strategy. This suggests that the ATM may be a venue characteristic that attracts and maintains gambling behaviour, although the study did not compare venues or manipulate the presence of ATMs. Moore *et al.* (2008) included ease of ATM accessibility in their study, and this item loaded onto the Accessible Retreat factor, providing further evidence of its importance, particularly with regard to problem gambling.

In summary, the results from experimental and non-experimental research suggest there are a number of physical characteristics of the venue that may influence a player's decision to attend a gambling venue and influence their gambling behaviour. These include the architectural design, the quality of the gambling environment, the atmosphere comprising floor layout, theme and smoking rooms, the venue décor, the lighting, sounds, cleanliness, seating, the presence of other people, accessibility to ATMs, the cost of gambling and non-gambling services. Furthermore, self-report research has shown that gamblers do have an awareness of these venue characteristics.

2.6 EGM CHARACTERISTICS WITHIN-VENUE

A number of studies have investigated the relationship between gaming machine characteristics and gaming machine playing behaviour. As recently reviewed by Delfabbro (2008) and Parke and Griffiths (2006), these tend to have examined the common structural characteristics of EGMs, such as the reinforcement schedule (payout frequency and rate), reel configuration and reel speed, pay lines, bet size capabilities, near misses and bonus features. These generally are not features that define a venue, but are common characteristics to the design of EGMs in Australia. However, venues do have some control over the payout rate from their gaming machines (generally set from 85 per cent and above) and it is possible that gamblers have a sense that some venues have a higher rate (or 'looser' machines) than other venues.

The major venue characteristics related to EGMs that may differentiate venues are the variety of gaming machines on offer, including features such as the cost of playing gaming machines (the machine denomination 1cent, 2 cents *et cetera*), the layout of the gaming machines on the gaming room floor and the reward or size of the prize on offer. Linked jackpots operate by promoting a large monetary prize available to a player on a machine that is electronically 'linked' to other machines. This prize operates over and above any individual machine prize and has the potential to both attract players and maintain poker machine play. The design of gaming machines has changed enormously with new technology and some venues may also differ with respect to offering the latest and more advanced games.

From the AIPC (2006) study, it was reported that gamblers tended to have a preference for gaming machines of smaller denominations (1 cent, 2 cents and 5 cents in particular). This may be due to these smaller denominations representing better perceived value and accessibility in terms of cost (and extended playing time), which was also mentioned in the previous section. It may be that venues can be differentiated by the range or number of machines of a certain denomination and this difference is what attracts a gambler to a specific venue. In the AIPC study, it was almost universally reported by the problem gamblers that they had a favourite machine, with some reporting they would leave the venue if they could not gamble on their favourite machine and others reporting playing another machine until their favourite was available. It was not reported if there were any common features of favourite machines (free spins, a particular colour scheme or theme for example) or if a favourite machine would determine venue preference. However, Millhouse and Delfabbro (2008) asked 41 regular EGM players to rank their preferred machine characteristics based on pictures modified by the researchers. The two most important characteristics were lower denomination and the presence of a bonus feature within the game. These bonus features are commonly free spins/games and their popularity has been reported in another Australian study (Blaszczynski, Sharpe & Walker, 2001).

The presence of bonus features within gaming machines is one aspect of the prize on offer when gambling. Another important factor that may differentiate venues is the size of the prizes offered for playing gaming machines. The Productivity Commission (1999) stated that the size of prize was a significant determinant of demand for jackpot gambling products. This included linked gaming machines, along with keno, lotteries and lotto type games. In Australia, gaming machines can be linked to a jackpot within the venue, as mentioned earlier, and also linked to a jackpot with other machines in other venues (generally offering larger jackpots). A previous Victorian study reported that 30 per cent of problem gamblers specifically went to venues in order to play linked jackpot machines, compared to only 3 per cent of non-problem gamblers (Productivity Commission, 1999) and this aspect of *in situ*

gaming machine play would appear to be an important venue characteristic affecting behaviour.

The layout of the gaming room floor has been implicated as an important part of a casino's atmosphere (Mayer & Johnson, 2003). However, it has also been implicated as a factor related to continued gambling. Two studies were undertaken in Canada by Ladouceur, Jacques, Sevigny & Cantionotti (2005) involving a sample of 99 gamblers, 46 of whom were classified as probable pathological gamblers. These participants reported that the arrangement of machines, particularly those located in isolated areas in a gambling venue, was linked to impaired control. This has some support, with industry advertisements suggesting EGMs placed in curved banks are more profitable due to the creation of privacy, and that machines at the end of a bank (with only one machine alongside) are more profitable. Study two by the same researchers utilised an experimental design with a simulated bar and gaming environment. Sixty of the 180 gamblers tested were classified as probable pathological gamblers and, although this group bet more credits and played more games, the location of the EGMs within the simulated venue was not related to session length or expenditure. This aspect of gaming layout appears to be (again) related to the issue of the presence of other people (Rockloff & Dyer, 2007), social approval and acceptance which the Ladouceur *et al.* experimental study did not properly manipulate (the only other person present was a staff member behind the bar).

The bulk of research examining the characteristics of in situ EGMs has tended to focus more on characteristics that are not venue specific (e.g., schedules of reinforcement, Haw, 2008; Haw, 2009). However, there are a number of *in situ* EGM features that may differentiate venues and influence a gambler's choice of venue. These include the perceived odds/value of the machines, the denomination or cost of playing the machine, the presence and size of the linked jackpot or the presence of a personal favourite machine for the gambler.

2.7 HOSPITALITY FEATURES

Both the Shoebridge and Zemke (2005) and Moore *et al.* (2008) studies on venue characteristics included a number of items related to hospitality features. These included items related to other non-gambling entertainment in the venues (e.g., dining and its affordability), employee friendliness (treated with respect by management and staff) and complementaries. In the Shoebridge and Zemke study, employee friendliness was the second most important reason for choice of venue, out of the 25 offered, behind proximity to home. However, in the Moore *et al.* study, the items related to staff friendliness all loaded onto the Good Entertainment factor, whilst anonymity and the lack of interruptions characterised the Accessible Retreat factor. It was this latter factor that differentiated problem from non-problem gamblers, suggesting that type of gambler may be a moderating factor for this characteristic. This is further supported by the AIPC (2006) finding that 76 per cent of regular EGM gamblers did not gamble where they were well known to staff and this finding ties in with issues around privacy, anonymity and floor layout mentioned in the previous section with the Ladouceur *et al.* (2005) studies.

The Lucas (2003) study reviewed earlier included 'friendliness of employees' and 'promptness of service' as a predictor of slot experience satisfaction and desire to stay in the casino. Likewise, the gamblers in the Thomas *et al.* (2008) study reported the non-judgmental nature of venues as part of the attractive and welcoming environment of venues.

With regard to complementaries, this feature was not rated of high importance in Shoemaker and Zemke's (2005) casino study. However, an Australian study of club patrons suggested it

may be of greater importance to certain types of people. Breen (2009) interviewed 40 senior citizens who played bingo in registered clubs on the NSW/Qld border. One of the motivations for playing bingo that emerged was ‘seeking value for money’ and this theme was reported to be a factor participants considered when choosing a venue at which to gamble. This theme included hospitality features such as subsidised or free dinners, free transport to the venue, cheap gambling opportunities and even small gifts at Easter and Christmas time.

Another earlier Australian study also examined patron preferences from two clubs in the same region as the Breen study (Bull & Alcock, 1993). The focus of this study was on patron differences (e.g., visitors versus members) in a range of facilities provided by the clubs. Although there were some problems with sampling that cast doubts over club differences (i.e., participants recruited at different times of the day for the different clubs), the study did ask patrons to rate their preference for a number of venue characteristics, including:

- Type of dining experience
- Type of lounge music or other free entertainment
- Lounge atmosphere
- Bar style and prices
- Denomination of poker machine

The most important attribute to patrons of both clubs was the denomination of the poker machines, with the lower denomination machines (10 & 20 cents) providing greater satisfaction than \$1 and \$2 machines (this study occurred around the same time as the tokenisation of NSW poker machines and would not have included 1 and 2 cent machines). This is consistent with the information presented in the previous section. The second most important feature was the free music provided in the lounge/bar/dancing areas. Although the study was more interested in the type of free music (show band, dance band) preferred by type of patron (member, visitor), the result does highlight the relative importance of free entertainment as a venue feature. Of the other three venue features, the next important was lounge atmosphere, followed by bar style and prices, and dining experience.

The Breen (2009) and Bull and Alcock (1993) studies highlight the importance of free non-gambling entertainment and complementaries for club patrons. It is also clear from other research that some hospitality features are linked to social accessibility, the welcoming environment and the interaction with other adults (the staff) that occur in some venues. However, it is also clear that preferences are not uniform for all types of gamblers and that variations may exist for different gambling sub-types (problem versus non-problem, visitors versus members).

2.8 VENUE ADVERTISING, PROMOTIONS AND MARKETING OF GAMBLING

The effect of venue advertising, promotions and marketing on gambling has received little empirical evaluation. None of the research on advertising has examined it at the venue level with the few studies on gambling advertisements tending to comment more on the widespread advertising of certain forms of gambling (e.g., lotteries, horse racing), rather than the advertising by certain venues of gambling (e.g., clubs or TABs). A series of studies in the USA have looked at the relationship between lottery sales and advertising, with mixed results and acknowledged that market maturity may be a moderating factor (Binde, 2007). A major argument for the effect of advertising on gambling behaviour is the fact that it continues to be prevalent, indicating that it must be related to gambling expenditure. For example, in

Australia it was estimated that \$600 million was spent on advertising by the gambling industry in 1999 (Australian Bureau of Statistics, 1999). However, it has also been acknowledged that the forms of gambling that receive the most advertising tend to also be the least problematic (lotteries, scratch tickets, lotto *et. cetera*). There are also published studies critiquing the content of gambling advertisements as misleading with regard to the chances of winning and the element of skill (Griffiths, 2005). In Australia, all states and territories have restrictions on advertising related to gaming machines (except WA); however the nature of these restrictions vary (Department of Families, Housing, Community Services and Indigenous Affairs, 2008).

Perhaps the major reason for the lack of research into gambling advertising is that advertising influences people in ways of which they are unaware (Binde, 2007). Self-report studies are unlikely to properly assess the impact of advertising on gambling behaviour, particularly problem gambling. Binde (2007) attempted to provide an estimate of the impact that advertising has on problem gambling. He cited three studies (Boughton & Brewster, 2002; Grant & Kim, 2001; Jonsson *et al.*, 2003) that found problem gamblers self-report gambling advertising as a trigger to gamble and other studies that have shown that those more involved with gambling have a greater recall of gambling advertisements (e.g., Amey, 2001). Binde also cited other studies where problem gamblers reported that advertising was not an important trigger of their gambling (e.g., Brown, 1987; Hodgins & el-Buebaly, 2000, 2004; Hodgins & Pedin, 2005). Similarly, it is important to note that the Moore *et al.* (2008) study of accessibility did not include an item on advertising. This suggests that this item did not arise in their interviews and focus groups with Australian gamblers about the factors related to their initial attraction to gambling venues.

The Moore *et al.* (2008) study did, however, contain items related to loyalty schemes and venue promotions. The two items generated as possible reasons for initiating gambling at a certain venue were 'I can use a loyalty card' and 'A venue that has giveaways, promotions, prize draws, etc'. The first of these loaded onto the 'Accessible Retreat' factor, which differentiated problem from non-problem gamblers. This suggests that it may be an important venue characteristic for heavily involved and problem gamblers. Palmer and Mahoney (2005) commented that there is a lack of knowledge about the effect of gambling loyalty programs or even what defines a 'loyal' gambler. The results of their study, focused on one casino in the USA, suggested that loyalty programs had little impact on loyal gambling behaviour.

Loyalty schemes were also mentioned in the Australian Productivity Commission (1999) report. The commission raised concerns about inducements that may provide people with reasons for visiting a gambling venue, gambling longer or reducing their control over their gambling behaviour. A range of inducements were mentioned including prizes, promotions, free food, coupons, loyalty cards, and alcohol. Across Australia there are a range of restrictions on player loyalty programs, inducements/promotions and gambling advertising. For example, some jurisdictions do not allow inducements that provide free or discounted alcohol, cash, or free or discounted gambling. In Queensland, these issues addressed through the Advertising and Promotions Guidelines of the voluntary Queensland Responsible Gambling Code of Practice. In NSW, the NT and SA, gambling-related inducements are banned. A study by Southwell, Boreham and Laffam (2008) of older gamblers in Queensland included an examination of venue promotions. They reported that most clubs acknowledged organising promotions that specifically targeted older patrons and anecdotal evidence existed that these promotions promoted extended gambling (e.g., all day bus trips). The players self-reported that the promotions had led them to an introduction to gaming machines and also to increased time and expenditure playing EGMs. Similarly, Hing (2004) surveyed members of

10 registered clubs in Sydney, NSW and found a small sample of participants reported that some promotions had conditions that were directly related to visiting and spending more time in the venue (e.g., promotions that require the winner to be present when drawn).

Although the precise role of advertising, promotions and the marketing of gambling lacks solid empirical support, the fact that they have been and continue to be a part of gambling venues' marketing strategies suggests they do have an effect in attracting and/or maintaining gambling activity.

In summary, the role of advertising, marketing and promotion of gambling by venues has not been given much scrutiny by gambling researchers. Advertising of gambling is the most researched of these characteristics and this tends to focus more on the type of gambling product (or form of gambling), rather than the venue where to purchase or engage with the product. The most convincing argument that the marketing of gambling does attract participants to venues is the anecdotal evidence that venues continue to use these marketing strategies at a cost to themselves. This implies that there must be some increase in gambling revenue, either through the increased number of gamblers and/or increased expenditure per gambler.

2.9 CHAPTER CONCLUSION

A number of venue characteristics have been highlighted in this review that may influence a player's decision to attend a gambling venue. Some of these characteristics have also been implicated in promoting continued play once gambling has commenced. By far the majority of research relates to EGMs and even those studies of casinos tend to focus on gaming machine play within these sites. This is not surprising given the size of expenditure on EGMs and the prevalence of EGM players among the problem gambling cohort. However, on and off-course betting on horse racing appears to be under-represented in the gambling literature and completely absent from studies of venue characteristics.

Some of the venue characteristics implicated have been suggested to operate at a level below human awareness. This has tended to drive research methodology and these features have been examined with simulation research in experimental studies (e.g., Finlay *et al.*, 2007a). The problem with these studies is the lack of external validity and the difficulties in assessing the complex interactions that occur in the gaming environment. Other studies have relied upon the gamblers' self-report about their attraction to venues and, as Ladouceur *et al.* (2005) showed, these are not always reliable.

From the broad areas listed in this review, the evidence would suggest that the location and accessibility of the venue is the most attractive venue characteristic. Gambling density and proximity have been extensively studied, but the other dimensions of accessibility, particularly social accessibility, have only recently been attracting research attention. The other broad areas would appear to be secondary, as Delfabbro (2008) suggested with loyalty schemes; however, this may be dependent upon type of gambler (problem vs. non-problem) and research has indicated variation even within these types (AIPC, 2006).

Clearly, research in this area is in its infancy, highlighting the opportunity to conduct the first large-scale population study which analyses why gamblers choose to gamble where they do, and the venue characteristics and type of venue that are more or less likely to attract and maintain problem gambling behaviour.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter explains the research methods employed in this study. After providing an overview of the research design, this explanation is structured in three stages, which align with the sequence of research activities – development of the survey instrument, conduct of the survey, and analysis of the data.

3.2 OVERVIEW OF THE RESEARCH DESIGN

This study aimed to analyse why gamblers choose to gamble where they do and analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers. Given the study was exploratory, consideration was given to a qualitative approach or a combined qualitative/quantitative approach. However, past research has implicated a number of venue characteristics and there was a need to test these on a larger sample. Furthermore, given the requirements for a national focus and for the research to consider the influence of venue characteristics in relation to problem, at-risk and recreational gamblers, a quantitative approach was considered most appropriate to address the research aim. The study required a large sample that captured adequate numbers of respondents from each Australian jurisdiction and in each gambling group. Hence, a survey methodology was adopted.

The research was conducted in five main stages. The first was a literature review on venue characteristics and their ability to attract customers, how those characteristics impact on gambling behaviour, and gambler behaviour in relation to a selection of gaming destinations and their characteristics. This literature review has been presented in Chapter Two. The remaining four stages were:

1. Development of the survey instrument.
2. Administration of a national telephone survey.
3. Administration of an internet survey of problem gamblers in counselling.
4. Data analysis.

The remainder of this chapter now explains these last four stages in detail.

3.3 DEVELOPMENT OF THE SURVEY INSTRUMENT

The project specifications (GRA, 2007) defined the scope of the study by identifying numerous venue characteristics to be included in the research. This was the starting point for development of the survey instrument. Design of the survey instrument was also informed by the literature review to identify key characteristics of venues which can potentially influence player choice of venue and their gambling behaviour. The researchers' own knowledge of venue characteristics gained from their previous gambling research, much of it conducted in venues, also assisted, as well as their expertise in appropriate measurement and analytical techniques.

Given the scope of the project, the design of a single questionnaire that could adequately meet the project aims proved difficult. It was initially planned to create two questionnaires,

one that assessed the importance of certain characteristics when choosing where to gamble and one that assessed the presence/absence of these characteristics in the participants' most frequented venue. This approach assumes that that gamblers' choice of venue at which they gamble is affected by the actual availability of the characteristics they consider important in a venue.

The first would allow for an analysis of the characteristics gamblers consider important when choosing where to gamble and then further analysis could assess the relationship between this motivation and levels of problem gambling. The second questionnaire was to be a more behavioural measure of venue characteristics and it was to assess whether the gamblers' most frequented venue possessed the same venue characteristic from questionnaire one. Further analysis could assess whether the actual presence/absence of this was related to problem gambling. The order of the questionnaires was set to allow participants to think more broadly about important characteristics when choosing where to gamble before focussing on the one specific venue and its characteristics.

For both questionnaires, it would be argued that the characteristics that showed a positive relationship with problem gambling could be identified as potential risk factors and the items that showed a negative relationship may serve as protective factors.

The final analysis to be undertaken was considered the key analysis for the study. This would look at the interaction of the gambler's motivation with the gambling environment (i.e. the integration of data from the two questionnaires). The purpose of this was to more thoroughly ascertain risk and protective factors for problem gambling. Hypothetically for example, it may be identified from questionnaire one that, when choosing where to gamble, the venue characteristic 'easy access to an ATM' is positively correlated with levels of problem gambling. That is, gamblers who rate this characteristic as highly desirable when choosing where to gamble may also score higher on the problem gambling scale. This characteristic could then be assessed to determine if the absence or presence in the most frequented venue differentiated levels of problem gambling. The results might reveal that those gamblers who consider 'easy access to an ATM' important had significantly higher problem gambling scores when their most frequented venue possessed this characteristic, than those gamblers who considered it important, but it was absent from their most frequented venue.

Initially, a list of characteristics was developed for the first questionnaire. This was a list of general venue characteristics that could be applied to all gamblers who were to rate the importance of the characteristic when choosing where to gamble. There was no need to differentiate venue type (club, TAB, *et cetera*) for this questionnaire as a gambler may consider a characteristic important despite its lack of availability in some venue types. For example, casino table games are not a feature of hotels, but a gambler may consider this important when choosing where to gamble. Similarly, membership draws are not a feature of stand-alone TABs, and a punter on the races may consider this an important characteristic when deciding whether to gamble at a stand-alone TAB or a club TAB.

A problem arose when constructing the second questionnaire. This was assessing the presence or absence of each characteristic in the participants' most frequented venue. The problem was the apparent redundancy of items. For example, most of the hospitality items and all of the gaming machine items did not apply to stand-alone TABs. To administer the full questionnaire to this group was considered to be poor research practice and an unethical waste of participants' time.

Hence, it was decided to create three 'most frequented venue' questionnaires. One for hotels/clubs/casinos due to the similar characteristics of these venue types, one for stand-

alone TABs and one for racecourses. Of course, this also meant creating three similar ‘importance’ questionnaires to allow for the analysis of the interaction, mentioned above. One problem envisaged with the division by venue type, was the associated division of the sample size across three questionnaires and this could potentially restrict some aspects of the data analysis.

A further challenge in designing the survey instrument was to contain it to an appropriate length and to not over-burden respondents, all within the budget limitations. With advice from the market research company, it was determined that the most efficient scale to use was a four-point Likert scale, from ‘strongly agree’ to ‘strongly disagree’ for all items. Although the first questionnaire was assessing venue characteristic importance and the second questionnaire the absence or presence of the characteristic, some slight wording changes to the lead-in statements allowed the questionnaire to ‘flow’ better and reduced the cognitive load on participants who did not have to re-familiarise themselves with a different scale half-way through the survey.

Once the draft survey instrument was developed, it was pilot tested by the research team and a number of changes were made to improve clarity of terms. It was then pilot tested amongst a small sample of venue patrons by the market research company who conducted the national telephone survey. No changes were made.

The final survey instrument contained the following key sections:

- Frequency of gambling during the previous 12 months on gaming machines, keno, casino table games, horse or greyhound races and sporting events.
- Type of venue that the respondent gambled at most frequently during the previous 12 months (hotel, club, casino, racetrack or stand-alone TAB agency).
- Venue characteristics considered important when deciding where to gamble in terms of various aspects of location and accessibility, internal features, venue hospitality, venue advertising and, for respondents whose most frequented venue was a hotel, club or casino, gaming machine facilities.
- Type, location and gambling facilities of the respondent’s most frequented venue.
- Respondent’s gambling at their most frequented venue in the previous 12 months in terms of frequency, duration and expenditure.
- Characteristics of the respondent’s most frequented venue in the previous 12 months in terms of various aspects of location and accessibility, internal features, venue hospitality, venue advertising and, for respondents whose most frequented venue was a hotel, club or casino, gaming machine facilities.
- The Problem Gambling Severity Index of the Canadian Problem Gambling Index (Canadian Centre on Substance Abuse, 2001).
- Age, gender, household type and postcode/suburb of residence.

Implicit in the above list of survey sections is that some questions varied according to the type of venue the respondents had gambled at most frequently in the previous 12 months. Each of these questionnaires commenced with the same instructions, with changes made to the venue type. For example, below are the instructions for participants who indicated their most frequented venue type was a hotel, club or casino:

I am now going to ask you about the important features of gaming venues, such as hotels clubs or casinos, that may influence where you decide to gamble. To do this, I am going to ask how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'agree' or 'strongly agree'. If you disagree with a statement we want to know if you 'disagree' or 'strongly disagree'. There are no right or wrong answers, all we want is your opinion.

Each section within each questionnaire also commenced with similar lead-in statements. Below is the script for the section on location and accessibility for the hotel/club/casino questionnaire:

The first set of statements is about the importance of the location of a gambling venue when you choose where to gamble. How strongly do you agree or disagree that it is important that ...

The venue is located near to where you live.

Participant's responses were scored as: 'strongly disagree' = 1; 'disagree' = 2; 'agree' = 3; and 'strongly agree' = 4.

3.3.1 Survey Items

For each of the three venue types (hotel/club/casino, TAB, racecourse) a list of venue characteristics was created. These were developed from a core list of 48 items and tailored to each venue type (e.g., TAB and racecourse did not receive any items related to gaming machines). This list was also modified based on whether participants were being asked to rate the items in relation to 'importance when choosing where to gamble' or as a feature present in their most frequented venue. Only the hotel/club/casino patrons received the full 48 items when asked to rate statements in terms of 'importance'. The full list of 48 items is presented below. Appendix A contains a copy of the full survey instrument used for the national telephone survey and Appendix B contains a copy of the full survey instrument used for the problem gambler client survey.

Location

1. the venue is located near to where you live.
2. the venue is located near to where you work or study.
3. the venue is located near to where you shop, bank or use other services.
4. the venue is located near to other gambling, entertainment or restaurant venues you visit.
5. the venue is easy to get to by public transport.
6. the venue is easy to get to by private car.
7. the venue provides transport (courtesy bus).
8. the venue's surrounding streetscape is attractive.
9. the venue has an eye-catching external appearance.
10. the venue has extended opening hours.

Internal Features

1. the venue has gaming machines.
2. the venue has TAB betting facilities.

3. the venue has Keno facilities.
4. the venue has table games (e.g., blackjack, roulette).
5. the venue has separate rooms for different gambling activities.
6. the venue has a separate gambling area for premium players.
7. the venue has gambling facilities in the smoking area.
8. that it is easy to access an ATM in the venue.
9. the venue has adequate gambling facilities so you don't have to wait.
10. you can gamble privately in the venue without feeling watched.
11. you can easily find comfortable seating in the venue when gambling.
12. the venue feels safe and secure.
13. the venue is a good place to socialise with other people.
14. the venue has a lively atmosphere.
15. the venue is not too noisy.
16. the venue is not too crowded.

Hospitality

1. the venue has a wide range of bar and dining facilities.
2. the venue has a wide range of non-gambling entertainment activities.
3. the venue provides discounted food and beverage prices.
4. the venue provides discounted non-gambling entertainment activities.
5. the venue's entry or membership prices are reasonable.
6. free refreshments are readily available in the venue (e.g. coffee, soft drinks, bar snacks).
7. the venue's staff provide good service.
8. the venue's staff recognise you.
9. you are not interrupted at the venue whilst gambling.
10. the venue has good membership draws.
11. the venue has good prize draws.
12. the venue has a generous reward or loyalty program.

Advertising

1. the venue conducts external advertising.
2. the venue has a high profile in the community.
3. the venue keeps you informed about what's on at the venue.

Gaming Machines

1. the venue has a large number of gaming machines.
2. the layout of gaming machines in the venue allows privacy.

3. the venue has a Las Vegas type atmosphere.
4. the venue has your favourite gaming machines.
5. the venue has linked jackpots.
6. the venue's gaming machines offer bonus features.
7. the venue has low denomination machines available.

3.4 SURVEY ADMINISTRATION

This section explains the sampling procedure and administration process for both the national telephone and problem gambling client surveys.

3.4.1 Sampling

The initial sampling strategy for the national survey was to obtain a representative sample of regular and non-regular gamblers, as defined by the Productivity Commission's (1999) national survey.

Participants were initially screened for gender and state/territory to match adult population norms. Once included, they were then screened for frequency of gambling across five forms of gambling in the past 12 months: gaming machines; keno; casino games; horse and greyhound racing; and sports betting. These were summed to provide a total frequency of gambling in the past 12 months. If the total was zero, this indicated they had not gambled on any of the forms and the interview was terminated.

If the total was greater than zero, participants were then asked which venue type they had gambled at most frequently during the last 12 months. Five options were presented: hotel, club, casino, racecourse, and stand-alone TAB. If they indicated that they had not gambled at any of these venue types (i.e. they had gambled on the internet, or purchased keno in a newsagency), the interview was terminated.

The survey aimed to recruit 250 non-regular gamblers (i.e. total frequency of gambling across the five forms greater than zero, but less than 52 times in the past 12 months) and 250 regular gamblers (frequency of gambling of at least 52 times in the past 12 months). This strategy was adopted in an attempt to maximise the variability in scores on the Problem Gambling Severity Index, that is, to achieve a range of gambler sub-types (problem gambler, moderate risk gambler, low risk gambler and non-problem gambler). The PGSI was not considered suitable to use as an initial screen due to the sensitive nature of some questions and was placed at the end of the questionnaire.

However, the market research company administering the national survey reported two problems with the sampling strategy once they started to administer the survey. First, there was a higher than expected refusal rate to participate in a survey about gambling venues. To address this, the lead-in statement to the survey was changed to 'soften' the gambling emphasis (i.e. it was introduced as a survey about leisure and entertainment venues with gambling facilities, instead of a survey about gambling), which improved response rates but these were still below expectations. Second, the proportion of participants classified as regular gamblers was lower than the estimated figure (based on the Productivity Commission's findings). The 250 non-regular gambler target was achieved relatively quickly, but after three weeks of testing, only 125 regular gamblers were recruited. The results for the PGSI scores were examined and, based on the distribution of scores for the non-regular group, it was decided that the best strategy was to continue with the questionnaire until a total

of 500 gamblers had been achieved. This required an additional payment of \$9,000 approximately to the market research company in order to continue the survey. This strategy resulted in a final sample of 501, with 137 classified as regular and 364 as non-regular gamblers.

It is important to also note the limitations associated with telephone surveys, which are able to only contact people with a working home telephone. This excludes people with only a mobile telephone, with no telephone, those who may have had their telephone disconnected, and people who are homeless or in prison. In the context of a gambling survey, this may well undersample people with gambling problems who, for example, are more likely than non-problem gamblers to have their telephone disconnected, or who may be homeless or incarcerated as a result of gambling problems. Telephone surveys are also likely to undersample Indigenous and some ethnic groups. For example, a statewide telephone survey of gambling in the NT excluded the two-thirds of Indigenous residents without a home phone, with the 126 responses representing only more affluent urban residents (*Young et al.*, 2006). They may also undersample younger people who increasingly have only a mobile telephone.

To recruit gamblers in treatment, gambling help agencies in every Australian state and territory were asked to promote the study to clients who had recently commenced counselling for gambling-related problems. Copies of an information sheet about the study were provided to participating agencies (Appendix C). This included details of the study and a web address for participants who wanted to complete the survey online and a telephone number for those who wanted to complete the survey *via* a telephone interview.

The help agencies promoted the study in a number of different ways. Some displayed the information sheet in a prominent position in the agency (waiting rooms, noticeboards), whilst others had the counsellor select which clients they thought were appropriate. In total, 200 participants completed the survey. The majority completed this online (188) and each participant was offered a \$30 StarCash voucher as reimbursement for their time.

An issue arose where the research team was informed that a group of people had been invited to participate who were not receiving counselling. This occurred toward the end of the survey and was isolated to one state. Subsequently, no more participants were accepted from this state and there were eight entries identified as dubious. These were deleted, leaving a sample of 192. Initial data screening also revealed six participants who completed less than half of the survey. These were deleted from the sample, leaving a sample size of 186.

The above issues reflect some of the limitations of online surveys where the researchers have only limited control over who completes the survey. Thus, no claims can be made that the online survey was representative of the population of problem gamblers in treatment.

A further limitation of the methodology that must be acknowledged is the self-reported nature of the data. This may be particularly problematic in relation to a sensitive topic such as gambling, where people may be likely to under-report gambling frequency, expenditure and session length.

3.4.2 Survey Procedures

The national survey was administered by a market research company over a one month period from February 27 – March 29, 2009. A team of 40 interviewers were allocated to the project and they administered the survey in the evenings and on weekends. This fieldwork was conducted to Interviewer Quality Control Australia (IQCA) Standards. IQCA is the quality control mechanism administered by the Market Research Society of Australia. IQCA

is founded on the basis that companies participating in the scheme undergo independent auditing to ensure they meet professionally approved technical standards. These standards include: formal training for interviewers, provision of regular and formal supervision of interviewers, annual personal briefings on technical and ethical issues, regular training of supervisors.

Each survey took an average of 22 minutes to complete, including the introduction and screening questions. Table 3.1 shows the final contact statistics as provided by the market research company.

Table 3.1: Contact statistics for the national telephone survey

	N	Per cent
Regular Gamblers	137	6.5
Non-Regular Gamblers	364	17.1
Quota Full ¹	383	18.0
Not Gambled at all	1148	54.1
Not Gambled at Venue	91	4.3
Total	2123	100.0

¹Non-Regular Gambler, but wrong gender in region/state

The problem gambler client survey was made available online from May 1st to July 31st, 2009. Participants accessed the online survey through a link from the Centre for Gambling Education and Research (CGER) website in order to add credibility and transparency regarding who was conducting the survey. This link connected participants to the survey itself which had been set up using Survey Monkey. Participants were first presented with an information sheet, before proceeding to the survey. The online survey was set up to allow only one response per computer, in order to reduce the likelihood of one person completing the survey more than once. At the end of the survey, respondents were given the email address of an administrative assistant at the CGER to lodge a claim for a \$30 StarCash voucher. This meant that survey responses could not be linked to individual respondents. As noted above, a small number of participants opted to complete the survey by telephone, with Dr John Haw. The procedure for this was that the participant telephoned Dr Haw to arrange a mutually convenient time for survey completion. Dr Haw then telephoned the respondent back at that time so that the respondent did not incur the cost of the telephone call. These respondents were also given a phone number to claim the voucher, again preventing survey responses being linked to individuals.

3.5 DATA ANALYSIS

Data from both the national and client group surveys were entered into separate spreadsheets in SPSS v. 17 in preparation for data analysis.

3.5.1 Statistical Techniques

The following statistical techniques were applied:

- To develop a profile of respondents in terms of socio-demographic characteristics, gambling behaviour, and gambler sub-type (CPGI categories), frequency distributions for these variables were conducted.

- To determine the perceived importance of venue characteristics that attract respondents to a gambling venue, respondents' ratings for each importance item were measured on a 4-point Likert scales (from 'strongly agree' to strongly disagree') and then ranked by mean scores (similar to Shoemaker & Zemke, 2005).
- To assess the relationship between age, gender and problem gambling with perceived importance of venue characteristics, a series of correlational analyses were undertaken. The correlations between each item and gender and age were primarily undertaken to highlight any possible covariates when examining the relationship between each item and the PGSI. A relationship was defined as statistically significant if it had an alpha of $p \leq .05$ and a Pearson's/Spearman's $r \geq .20$ (this is an arbitrary cut-off but is explained more fully below).
- To identify the characteristics of respondents' most frequented gambling venues for gaming and wagering, respondents' ratings for each specific venue characteristic item were measured on a 4-point Likert scale (from 'strongly agree' to strongly disagree') and then ranked by mean scores.
- To assess the relationship between age, gender and problem gambling with the presence/absence of characteristics in the participant's most frequented venue, a series of correlational analyses were undertaken. Again, a relationship was accepted as statistically significant if it had an alpha of $p \leq .05$ and a Pearson's/Spearman's $r \geq .20$.
- To determine venue characteristics that contribute to risk factors for gambling problems, venue characteristics considered important by the gambler and which were significantly and positively correlated with PGSI score and venue characteristics which were present in the gambler's most frequented venue and which were significantly and positively correlated with PGSI score were identified. Additional analysis of means were conducted to determine whether the interplay between venue characteristics that respondents considered important when choosing where to gamble and the presence of these characteristics in their most frequented venue amplified these risk factors.

3.5.2 Interpretation of the Results

Where appropriate, the data were analysed with inferential statistics. However, given the number of variables and increased risk of Type I error, these analyses should be interpreted with caution. An alpha of $p \leq .05$ is used to identify statistically significant results, but actual p -values are presented for the reader to utilise an adjusted alpha if they desire. Consideration was given to an omnibus test to reduce the likelihood of Type I error (e.g., MAnOVA). However, this was considered inappropriate in an exploratory study without good empirical or theoretical grounds for combining variables (Field, 2000; Tabachnick & Fidell, 1996).

Furthermore, the empirical meaningfulness of results was determined *via* strength and effect size figures. It was for ease-of-interpretability reasons that correlations were chosen over analysis of means. For correlational analysis, an $r = .20$ indicates that 4 per cent ($.20 \times .20 = .04$) of the variance in one variable was accounted for by the other variable (i.e. r^2). Or alternatively, 96% of the variance remains unexplained. Given the lack of prior research in this area, these conservative measures of strength were utilised in association with statistical significance.

Of note also is that, for age and gender, only significant results (with an $r \geq .20$ and $p \leq .05$) are reported. Most correlations for these variables did not achieve this level of strength and

reporting a series of negligible coefficients hindered the reading of these sections. Gender was coded as men = 1, women = 2 and age was coded as below:

1. 18 to 19 years	5. 35 to 39 years	9. 55 to 59 years
2. 20 to 24 years	6. 40 to 44 years	10. 60 to 64 years
3. 25 to 29 years	7. 45 to 49 years	11. 65 to 69 years
4. 30 to 34 years	8. 50 to 54 years	12. 70 years or more

The relationship between age and the importance of location variables was assessed with a Spearman's rho correlation, which can be interpreted in the same manner as the Pearson coefficient.

3.5.3 Use of PGSI Scores

Problem gambling was assessed with the *Problem Gambling Severity Index* (PGSI) (Canadian Centre on Substance Abuse, 2001). As detailed further in the next chapter, scale reliability was very high and some construct validity was demonstrated with gambling frequency.

The PGSI score was kept in its continuous form and higher scores reflected greater levels of problem gambling. Whilst the PGSI categories are useful for classification purposes (e.g., prevalence studies, screening), gambling-related harm exists on a continuum and the full range of PGSI scores (i.e. 0 – 27) provides greater information than these four categories (Dickerson & O'Connor, 2006). This sensitivity allowed for the relationship between venue characteristics and any gambling-related harm to be revealed and more properly reflected any risks associated with venue characteristics.

In the context of this study, a risk factor associated with gambling problems is a venue characteristic that is positively associated with PGSI scores and a protective factor is a characteristic that is negatively associated with PGSI scores.

3.5.4 Risk and Protective Factors

Two types of risk factors can be identified from the type of data collected for this study:

- The first are those venue characteristics considered important by the gambler and which are significantly and positively correlated with PGSI score. These are risk factors *associated with the gambler* in that it is the gambler who prioritises these characteristics as important.
- The second are those venue characteristics which are present in the gambler's most frequented venue and which are significantly and positively correlated with PGSI score. These are risk factors *associated with the venue* in that it is the presence of these characteristics in the venue which are associated with PGSI score. The characteristics that best fit this definition are those objective, tangible characteristics such as the presence of linked jackpots, separate rooms for different gambling activities and low denomination gaming machines. There were, however, a number of items in the list that require a personal interpretation by the gambler (e.g., it has my favourite gaming machine, the staff provide good service) and do not solely emanate from the venue.

Two types of protective factors can also be identified from the type of data collected for this study:

- The first are those venue characteristics considered important by the gambler and which are significantly and negatively correlated with PGSI score. These are protective factors *associated with the gambler* in that it is the gambler who prioritises these characteristics as important.
- The second are those venue characteristics which are present in the gambler's most frequented venue and which are significantly and negatively correlated with PGSI score. These are protective factors *associated with the venue* in that it is the presence of these characteristics in the venue which are associated with PGSI score. Again, the same point remains about some items requiring an interpretation from the gambler.

This conceptualisation of risk and protective factors is largely consistent with various models which conceptualise risk and protective factors as associated with both the gambler and the gambling environment. For example, Thomas and Jackson's *Model of Influences on Gambling Behaviour* (2004) depicts risk and protective factors as being associated with propensity to gamble (which includes a gambler's personal characteristics, motivations and the like) and with the gambling products and services themselves (which includes venue characteristics, marketing of the gambling products and similar). Agent-host-environment models of gambling also depict risk and protective factors as related to gambling exposure (such as accessibility), the environment (including venue characteristics) and the gambler (including cognitive distortions, co-morbidities, temperament and personality (see Perese, Bellringer and Abbott [2005] for a related review of the literature).

3.5.5 Jurisdictional Samples

It was hoped that the samples captured would allow inferential analysis by jurisdiction. This was a categorical variable with eight levels (i.e. each Australian state and territory). The national telephone survey recruited respondents proportionate to their jurisdiction of residence in the Australian population, while the problem gambler survey relied on respondents receiving notification about the survey through their counselling agency and then opting to participate. Thus, the recruitment strategies did not seek equal numbers of respondents from each Australian jurisdiction

This resulted in some jurisdictions with very small sample sizes. For example, the national telephone survey had samples sizes of only 14 for Tasmania, eight from the Australian Capital Territory and four from the Northern Territory (and even fewer across the venue types). The problem gambler survey had samples sizes of eight from South Australia, six from Tasmania and no respondents from the Northern Territory or the Australian Capital Territory. These sample sizes were clearly not suitable for inferential analysis, particularly with numerous variables. Consideration was given to combining some states/territories into an 'other' category, although the meaningfulness of this 'other' category is dubious. Further, another statistical issue was the inequality in sample sizes across the other states. A Kruskal-Wallis non-parametric test could have been undertaken, but this potentially could have led to a further 28 post-hoc tests, in an already heavily worked data set. Given these issues overall, it was decided the most statistically sound option was not to run inferential statistics for the jurisdiction variable.

3.5.6 Separate Analysis of the Two Survey Samples

Another that needs explanation in relation to the data analysis techniques was the decision to keep separate the samples from the national telephone survey and the problem gambler survey. This was because these groups were sampled differently and any observed effect for

the PGSI may have been due to the sampling rather than the PGSI score (i.e. the high scorers on the PGSI were sampled differently to the low scorers). The national sample of gamblers utilised a probability sampling procedure whereas the client group was recruited with a non-probability technique (convenience). The procedure used for the national sample is far more robust and provides greater confidence in the use of inferential statistical procedures and the generalisability of the results. The convenience sampling method is useful for small and hard-to-reach populations, but has limitations in generalisability. Combining both groups would have diminished the generalisability of **all results**. Furthermore, it has been estimated that only around 10 per cent of problem gamblers seek formal help (Productivity Commission, 1999). Hence, the client sample represents a special sub-population of problem gamblers but their results are important due to the levels of harm they experience from gambling and the associated social costs.

3.6 STRUCTURE OF THE RESULTS CHAPTERS

The survey results are structured into four chapters:

- **Chapter Four** describes the participants from both the national survey and client samples. Key characteristics such as gender, age, household type, state/territory, gambling frequency and level of problem gambling are provided.
- **Chapter Five** focuses on the results from the national telephone survey and the problem gambler client survey for those respondents who nominated a hotel, club or casino as their most frequented venue.
- **Chapter Six** focuses on the results from both surveys for those who nominated a stand-alone TAB agency as their most frequented venue.
- **Chapter Seven** focuses on the results for those participants who nominated a racetrack as their most frequented venue.
- **Chapter Eight** concludes the report. It summarises and discusses the results in terms of the two research aims.

Each of the venue specific results chapters (Chapters 5, 6 and 7) are formatted in a similar manner with the same major headings:

- **Characteristics of respondents.** This section describes the participants based on their most frequented venue type. For example, Chapter Six describes those participants who most frequented venue type was a stand-alone TAB. This is done in terms of socio-demographic variables (age, gender household type, state/territory of residence) and gambling behaviour (frequency of gambling across several forms, PGSI scores).
- **Importance of venue characteristics when choosing where to gamble.** The perceived importance of venue characteristics when choosing where to gamble were assessed in terms of five created overarching categories of venue characteristics – location, internal features, hospitality, advertising and gaming machines (for hotel/club/casino only). This section presents the ten highest rated items in rank order from highest mean score to lowest mean score. The full list of items, their mean scores and standard deviations are provided in the appendices.
- **Correlates of important venue characteristics.** This is the first presentation of inferential statistics that allows for generalisations to be made beyond the samples. The relationship between the perceived importance of each venue characteristic and gender, age and scores on the PGSI was tested with a series of correlations. Of prime

interest to the study's assessment of potential risk and protective factors is the relationship between venue characteristics and the PGSI and this is presented in greater detail.

- **Gambling at most frequented venue.** This section provides summary information regarding the participant's most frequented venue along with information about the frequency, duration and expenditure on a range of gambling forms at this venue.
- **Characteristics of most frequented venue.** Participant agreement with the actual presence or absence of each venue characteristic at their most frequented venue is presented in the section. The ten highest rated items are presented in rank order in a similar manner to the 'importance' items, with further details provided in the appendices.
- **Correlates of characteristics of most frequented venue.** As was done with the importance items, inferential statistics are utilised to assess the relationship between each characteristic of participant's most frequented venue with gender, age and PGSI scores. Again, it is the relationship with PGSI scores that informs discussion about risk and protective factors.
- **Risk and protective factors.** This section builds upon the earlier correlational analyses of venue characteristics in terms of importance and presence in most frequented venue. As explained in Section 3.5, risk factors were defined as venue characteristics that were positively associated with problem gambling and protective factors were defined as characteristics that were negatively associated with the PGSI. These items were then analysed further by assessing combinations across sub-groups of participants and drawing inferences to the broader population of gamblers.

3.7 CHAPTER CONCLUSION

This chapter has explained the methodology used for this study, detailing the research design, development of the survey instrument, administration of the survey, and data analysis. Having done so, it is important to note the limitations of the methodology. While some of these have been discussed earlier (e.g. limitations of telephone and online surveys), the key limitation was the sample sizes which were able to be attained within budgetary constraints, especially for a national study that aimed to examine the potential implications of different regulatory and gambling environments. The surveys did not capture adequate numbers of respondents from each Australian jurisdiction and in each gambling group, and this ultimately affected the data analysis. As such, the study's findings are indicative only. While this study contributes to a better understanding of the issues, no firm conclusions can be drawn.

CHAPTER FOUR

NATIONAL SURVEY AND TREATMENT PARTICIPANTS

4.1 INTRODUCTION

This chapter details key characteristics of respondents to the national telephone survey and the problem gambler client survey, in terms of their socio-demographic characteristics, gambling frequency, PGSI categories and most frequented type of venue. Comparisons are drawn between the two samples.

4.2 CHARACTERISTICS OF NATIONAL SURVEY RESPONDENTS

This section describes the key characteristics of respondents to the national telephone survey in terms of gender, age, household type and state or territory of residence, along with key aspects of their gambling in the previous 12 months – frequency, PGSI category and most frequented type of gambling venue. Where relevant, this sample is compared to Australian population data.

4.2.1 Socio-Demographic Characteristics of National Survey Respondents

Respondents to the national telephone survey comprised 255 males (50.9 per cent) and 246 females (49.1 per cent), for a total of 501 respondents. This gender breakdown is close to that found in Australian population of 49.4 per cent males and 50.6 per cent females (Australian Bureau of Statistics, 2006).

Table 4.1 shows the age breakdown of respondents to the national telephone survey and provides the age breakdown in the Australian population (Australian Bureau of Statistics, 2006) for comparison. It is evident that the study sample contains an under-representation of people aged below 45 years and an over-representation of those aged 45 to 69 years.

Table 4.1: Age categories of respondents to the national telephone survey

Age category	Frequency	Per cent	% in Australian population	Difference in % points
18 to 19 years	16	3.2	3.5	-0.3
20 to 24 years	28	5.6	8.9	-3.3
25 to 29 years	22	4.4	8.5	-4.1
30 to 34 years	35	7.0	9.3	-2.3
35 to 39 years	42	8.4	9.7	-1.3
40 to 44 years	40	8.0	9.8	-1.8
45 to 49 years	50	10.0	9.6	0.4
50 to 54 years	48	9.6	8.7	0.9
55 to 59 years	71	14.2	8.2	6.0
60 to 64 years	41	8.2	6.3	1.9
65 to 69 years	47	9.4	5.0	4.4
70 years or more	61	12.2	12.5	-0.3
Total	501	100.0	100.0	0.0

Table 4.2 shows the distribution of respondents to the national telephone survey by household type. No comparison is made with the ABS Census data as the latter counts households for this analysis, rather than individuals. From Table 4.2, it is evident that over one-third of respondents were couples with children, over one-quarter were couples with no children and slightly less than one-quarter were single people living alone. Small proportions were in the remaining categories. Of the six who responded ‘other’, two indicated that they were adults living with their parents, two indicated they were living with their grandparents and two indicated they were living with their parents and grandparents in the same house (one refusal).

Table 4.2: Household type categories of respondents to the national telephone survey

Household type	Frequency	Per cent
Single person living alone	115	23.0
One parent family with children	34	6.8
Couple with children	181	36.2
Couple with no children	137	27.4
Group household	27	5.4
Other	6	1.2
Total	500	100.0

Table 4.3 presents the distribution of respondents by state or territory of residence. This distribution is proportionate to the Australian population, being embedded in the sampling frame that was used.

Table 4.3: State/territory of residence of respondents to the national telephone survey

State or territory	Frequency	Per cent
New South Wales	167	33.3
Victoria	123	24.6
Queensland	96	19.2
South Australia	40	8.0
Western Australia	49	9.8
Tasmania	14	2.8
Northern Territory	4	0.8
Australian Capital Territory	8	1.6
Total	501	100.0

4.2.2 Gambling Frequency of National Survey Respondents

In relation to gambling behaviour amongst the survey respondents, Table 4.4 shows the mean frequency of gambling (number of days) in the past 12 months across the five forms of gambling relevant to this study on venue characteristics – gaming machines, keno, casino table games, betting on horse or greyhound races and sports betting. These mean scores are shown for both the regular and non-regular gamblers. As can be seen, gaming machine play was the form of gambling most frequently engaged in by both groups. Regular gamblers reported gambling on gaming machines, on average, 72 days in the last 12 months, while the

non-regular gamblers reported an average of 3.3 days. Across all gambling forms, regular gamblers reported gambling an average of 169 days in the last 12 months compared to an average of 6.9 days for non-regular gamblers.

Table 4.4: Frequency of gambling (days in past 12 months) of respondents to the national telephone survey

Regularity		Gaming machines	Keno	Casino table games	Betting on horse or greyhound races	Sports betting	Total
Regular gamblers	Mean	72.135	17.328	8.803	56.763	14.212	169.241
	N	137	137	137	137	137	137
	Std. Dev.	99.5109	53.7566	43.5055	92.8525	47.8281	146.2181
Non-regular gamblers	Mean	3.320	1.121	.533	1.589	.371	6.934
	N	364	364	364	364	364	364
	Std. Dev.	5.1778	3.3790	2.1142	3.3346	1.9504	8.3139
Total	Mean	22.138	5.553	2.794	16.677	4.156	51.317
	N	501	501	501	501	501	501
	Std. Dev.	60.4618	29.0964	23.0582	54.3980	25.7508	105.4029

4.2.3 PGSI Categories of National Survey Respondents

The *Problem Gambling Severity Index* (PGSI) (Canadian Centre on Substance Abuse, 2001) was used to measure problem gambling, moderate risk gambling, low risk gambling and non-problem gambling amongst the respondents. An initial reliability analysis was undertaken on the PGSI. It achieved a high reliability coefficient of .90. The PGSI also correlated highly with the total frequency of gambling with $r = .53$ ($p = .000$).

Scores for the nine items were summed and categorised according to the PGSI classification (Canadian Centre on Substance Abuse, 2001). Table 4.5 displays the count and percentages for each classification for regular and non-regular gamblers. As can be seen, the non-problem gamblers were the largest group and these were concentrated in the non-regular group. The problem gambling group was the smallest in total number (3.6% of the sample), but was over-represented in the regular gambler group (11%) compared to the non-regular group (0.8%). These figures, along with the PGSI reliability, provide some evidence for the good psychometric property of the PGSI with the current sample.

Table 4.5: PGSI categories amongst respondents to the national telephone survey

PGSI category		Regular gamblers	Non-regular gamblers	Total
Non-problem gambler	Count	59	287	346
	% within Regularity	43.1%	78.8%	69.1%
Low risk gambler	Count	31	50	81
	% within Regularity	22.6%	13.7%	16.2%
Moderate risk gambler	Count	32	24	56
	% within Regularity	23.4%	6.6%	11.2%
Problem gambler	Count	15	3	18
	% within Regularity	10.9%	.8%	3.6%
Total	Count	137	364	501
	% within Regularity	100.0%	100.0%	100.0%

4.2.4 Most Frequented Type of Venue of National Survey Respondents

Respondents indicated the venue type they had gambled at most frequently in the past 12 months. Table 4.6 provides a breakdown of the numbers for each type of venue, where it is evident that most nominated clubs, followed by hotels.

Table 4.6: Most frequented type of venue amongst respondents to the national telephone survey

Venue type	Frequency	Percent
Hotel	112	22.4
Club	209	41.7
Casino	56	11.2
At a racecourse	38	7.6
At a stand-alone TAB agency	86	17.2
Total	501	100.0

4.3 CHARACTERISTICS OF CLIENT SURVEY RESPONDENTS

This section describes the key characteristics of respondents to the problem gambler client survey in terms of gender, age, household type and state or territory of residence, along with key aspects of their gambling in the previous 12 months – frequency, PGSI category and most frequented type of gambling venue. Where relevant, this sample is compared to the national telephone survey data.

4.3.1 Socio-Demographic Characteristics of Client Survey Respondents

Respondents to the problem gambler client survey comprised 76 males (40.9 per cent) and 110 females (59.1 per cent), for a total of 186 respondents.

Table 4.7 shows the age breakdown of respondents to the problem gambler client survey and compares it to the age breakdown for respondents to the national telephone survey. It is evident that more respondents to the problem gambler client survey are aged between 25 to 49 years and fewer are in the other age categories.

Table 4.7: Age categories of respondents to the client survey

Age category	Client survey frequency	Client survey %	National telephone survey %	Difference in % points
18 to 19 years	3	1.6	3.2	-1.6
20 to 24 years	10	5.4	5.6	-0.2
25 to 29 years	10	5.4	4.4	1.0
30 to 34 years	19	10.2	7.0	3.2
35 to 39 years	31	16.7	8.4	8.3
40 to 44 years	30	16.1	8.0	8.1
45 to 49 years	26	14.0	10.0	4.0
50 to 54 years	15	8.1	9.6	-1.5
55 to 59 years	19	10.2	14.2	-4.0
60 to 64 years	12	6.5	8.2	-1.7
65 to 69 years	7	3.8	9.4	-5.6
70 years or more	4	2.2	12.2	-10
Total	186	100.0	100.0	0.0

Table 4.8 shows the distribution of household types amongst respondents to the problem gambler client survey. About one-third of this sample were single people living alone, with the next largest groups being couples with children and couples with no children. Of the eight participants who responded ‘other’ to this question, seven indicated they were adults living with their parents and one indicated they were living with their grandson. Table 4.8 also compares the breakdown of household types for respondents to the client survey to that for respondents to the national telephone survey. It is evident that more respondents to the client survey were single people living alone, living in group households or were a one parent family with children, and fewer were couples with children or couples without children.

Table 4.8: Household type categories of respondents to the client survey

Household type	Client survey frequency	Client survey %	National telephone survey %	Difference in % points
Single person living alone	62	33.3	23.0	10.3
One parent family with children	16	8.6	6.8	1.8
Couple with children	34	18.3	36.2	-17.9
Couple with no children	41	22.0	27.4	-5.4
Group household	25	13.4	5.4	8.0
Other	8	4.3	1.2	3.1
Total	186	100.0	100.0	0

Table 4.9 presents the distribution of respondents by state or territory of residence, where it is evident that about one-third of respondents resided in each of Victoria and Queensland, followed by South Australia and New South Wales. The survey also captured a few respondents from Western Australia and Tasmania, but none from the Northern Territory or

the Australian Capital Territory. Clearly, this distribution is quite different from that obtained for the national telephone survey, which was based on population norms.

Table 4.9: State/territory of residence of respondents to the client survey

State or territory	Client survey frequency	Client survey %	National telephone survey %	Difference in % points
New South Wales	25	13.4	33.3	-19.9
Victoria	64	34.4	24.6	9.8
Queensland	54	29.0	19.2	9.8
South Australia	29	15.6	8.0	7.6
Western Australia	8	4.3	9.8	-5.5
Tasmania	6	3.2	2.8	0.4
Northern Territory	0	0.0	0.8	-0.8
Australian Capital Territory	0	0.0	1.6	-1.6
Total	186	100.0	100.0	0

4.3.2 Gambling Frequency of Client Survey Respondents

In relation to gambling behaviour amongst the survey respondents, Table 4.10 shows the mean frequency of gambling (number of days) in the past 12 months across the five forms of gambling relevant to this study – gaming machines, keno, casino table games, betting on horse or greyhound races and sports betting. The most frequent type of gambling amongst the client respondent group was on gaming machines, with the next most frequent being betting on horse or greyhound races, followed by keno, betting on sporting events and playing casino table games, respectively. While this pattern was the same for the regular gamblers in the national survey, the client sample reported gambling on gaming machines, keno and sporting events more frequently than did the regular gamblers. Of note is that frequency of gaming machine gambling was substantially higher amongst the client sample than amongst the regular gamblers (a mean difference of 36 days in the past 12 months). This difference was even more pronounced when compared to the non-regular gamblers (a mean difference of 105 days in the past 12 months).

Table 4.10: Comparison of frequency of gambling (days in the past 12 months) between respondents to the client and national surveys

Type of gambling	Client survey respondents Std. Dev. n = 186	Client survey respondents n = 186	Regular gamblers in the national survey n = 137	Non-regular gamblers in the national survey n = 364
Gaming machines	115.7010	108.3	72.1	3.3
Keno	71.8442	22.2	17.3	1.1
Casino table games	27.7160	6.3	8.8	0.5
Betting on horse or greyhound races	96.5622	42.1	56.8	1.6
Sporting events	56.3580	15.7	14.2	0.4

4.3.3 PGSI Categories of Client Survey Respondents

As noted earlier, the *Problem Gambling Severity Index* (PGSI) (Canadian Centre on Substance Abuse, 2001) was used to measure problem gambling, moderate risk gambling, low risk gambling and non-problem gambling amongst the respondents. An initial reliability analysis was undertaken on the PGSI for this sample. It achieved a high reliability coefficient of .93. The correlation between the PGSI and total frequency of gambling was $r(177) = .36$, $p = .000$. This relationship was considerably weaker than for the national telephone sample and may have been due to the reduced frequency of gambling since commencing treatment for at least some of the problem gambler client sample.

Scores for the nine items were summed and categorised according to the PGSI classification (Canadian Centre on Substance Abuse, 2001). Table 4.11 displays the count and percentages for each classification. Although the majority of the group were clearly in the problem gambler category, there were 8.5 per cent who scored 0 overall and were classified as non-problem gamblers. This was unexpected, given that inclusion in the survey was based on currently receiving counselling for gambling-related issues. Closer inspection of all data from these participants did not reveal anything unusual (acquiescent response bias or outliers) and all eight had indicated some level of gambling in the past 12 months. It may be possible that they had stopped gambling on the problematic form but were still in contact with the help agency and the counsellor at the time of the survey.

As expected, Table 4.11 shows that the proportion of problem gamblers was highest amongst the client sample, followed by the regular gamblers then non-regular gamblers in the national survey.

Table 4.11: Comparison of PGSI categories between respondents to the client and national surveys

	Client survey respondents Std. Dev. n	Client survey respondents % n = 177	Regular gamblers in the national survey % n = 137	Non-regular gamblers in the national survey % n = 364
Non-problem gambler	15	8.5	43.1	78.8
Low risk gambler	3	1.7	22.6	13.7
Moderate risk gambler	21	11.9	23.4	6.6
Problem gambler	138	78.0	10.9	0.8
Total	177	100.0	100.0	100.0

4.3.4 Most Frequented Type of Venue of Client Survey Respondents

Respondents indicated the venue type they had gambled at most frequently in the past 12 months. Table 4.12 provides a breakdown of the numbers for each type of venue, where it is evident that most nominated hotels, followed by clubs. When compared to these results from the national telephone survey, it is evident that a substantially higher proportion of respondents to the client survey most frequented hotels, and a substantially lower proportion most frequented clubs.

Table 4.12: Comparison of most frequented venue type between respondents to the client and national surveys

Venue type	Problem gambler client survey %	National telephone survey %	Difference in % points
Hotel	55.9	22.4	+33.5
Club	20.4	41.7	-21.3
Casino	7.5	11.2	-3.7
At a racecourse	1.6	7.6	-6.0
At a stand-alone TAB agency	14.5	17.2	-2.7
Total	100.0	100.0	0

4.4 CHAPTER CONCLUSION

This chapter has presented key characteristics of respondents to the two surveys in relation to their socio-demographic characteristics, gambling frequency, PGSI categories and most frequented type of venue. Comparisons were drawn between the two samples. Compared to respondents to the national telephone survey, the problem gambler clients were more likely to: be aged between 25 and 49 years; be single people living alone, living in group households or be alone parent family with children; to gamble more frequently on gaming machines, keno and sporting events; be in the problem gambler category when measured on the PGSI; and most frequent hotels rather than clubs.

CHAPTER FIVE

HOTELS, CLUBS AND CASINOS

5.1 INTRODUCTION

This chapter focuses on the results of the 377 respondents from the national survey and the 156 from the client survey who indicated that their most frequented type of gambling venue in the past 12 months was a hotel, club or casino. These samples are termed Group One and Group Two respectively.

The chapter commences by outlining key characteristics of both samples. It then presents the results pertaining to the reported importance of venue characteristics when choosing where to gamble and those relating to the characteristics of the participants' most frequented venue. Venue characteristics that are potential risk and protective factors for each sample are then identified, before the results are discussed in relation to the literature and some aspects of gambling policy.

5.2 CHARACTERISTICS OF RESPONDENTS

This section describes the key characteristics of the respondents in terms of gender, age, household type and state or territory of residence, along with the frequency of their gambling in the previous 12 months and PGSI categories.

5.2.1 Socio-Demographic Characteristics of Groups One and Two

The 377 respondents in Group One comprised 183 males (48.5 per cent) and 194 females (51.5 per cent). The 156 respondents in Group Two comprised 52 males (33.3 per cent) and 104 females (66.6 per cent). Table 5.1 shows the age breakdown of both groups where it is apparent that the largest age group for Group One was 55-59 years (15.9 per cent), while for Group Two it was 35-39 years (17.3 per cent).

Table 5.2 shows the distribution by household type. The largest category of Group One participants were 'Couple with children' whereas for Group Two, the largest category was 'Single person living alone'.

Table 5.3 shows the distribution of participants by state or territory of residence. This variable reflects the greatest variation between groups as the national survey was stratified by state and contained quota limits, whereas the client sample was not. For the client sample, there were no participants from the ACT or Northern Territory, while the largest group was from Queensland.

Table 5.1: Age categories of Groups One and Two

Age category	Group 1 N	Group 1 %	Group 2 N	Group 2 %
18 to 19 years	12	3.2	2	1.3
20 to 24 years	24	6.4	9	5.8
25 to 29 years	16	4.2	6	3.8
30 to 34 years	27	7.2	18	11.5
35 to 39 years	32	8.5	27	17.3
40 to 44 years	24	6.4	20	12.8
45 to 49 years	34	9.0	24	15.4
50 to 54 years	35	9.3	14	9.0
55 to 59 years	60	15.9	18	11.5
60 to 64 years	28	7.4	10	6.4
65 to 69 years	33	8.8	5	3.2
70 years or more	52	13.8	3	1.9
Total	377	100.0	156	100.0

Table 5.2: Household type categories of Groups One and Two

Household type	Group 1 N	Group 1 %	Group 2 N	Group 2 %
Single person living alone	93	24.7	54	34.6
One parent family with children	25	6.6	16	10.3
Couple with children	130	34.5	25	16.0
Couple with no children	106	28.1	32	20.5
Group household	17	4.5	22	14.1
Other	6	1.6	7	4.5
Total	377	100.0	156	100.0

Table 5.3: State/territory of residence of Groups One and Two

State or territory	Group 1 N	Group 1 %	Group 2 N	Group 2 %
New South Wales	136	36.1	23	14.7
Victoria	93	24.7	48	30.8
Queensland	76	20.2	51	32.7
South Australia	34	9.0	28	17.9
Western Australia	20	5.3	2	1.3
Tasmania	9	2.4	4	2.6
Northern Territory	3	0.8	0	0.0
Australian Capital Territory	6	1.6	0	0.0
Total	377	100.0	156	100.0

5.2.2 Gambling Behaviour of Groups One and Two

Table 5.4 shows the mean frequency of gambling (number of days in the past 12 months) across the five forms of gambling relevant to this study – gaming machines, keno, casino table games, betting on horse or greyhound races, and sports betting.

For Group One (national sample), these mean scores are shown for both the regular (at least once weekly) and non-regular gamblers. As can be seen, gaming machine play was the form of gambling most frequently engaged in by both regular and non-regular gamblers. However, regular gamblers reported gambling on gaming machines an average of 86.6 days in the last 12 months, while the non-regular gamblers reported an average of 4.3 days. Across all gambling forms, regular gamblers reported gambling on an average of 157 days in the last 12 months compared to an average of 7.8 days for non-regular gamblers.

The problem gambling client group (Group Two) also reported gaming machines as the form of gambling most frequently engaged in and were considerably more involved in terms of frequency than both regular and non-regular gamblers from the national sample. However, for forms of gambling such as casino table games, horse or greyhound racing and sporting events, the regular gamblers from the national sample reported greater involvement, in terms of frequency over the past 12 months.

Table 5.4: Frequency of gambling for Groups One and Two

Sample		Gaming machines	Keno	Casino table games	Horse or greyhound races	Sporting events	Total Gambling
Group 1: Non-regular gamblers	Mean	4.288	1.375	.649	1.197	.301	7.810
	N	271	271	271	271	271	271
	Std. Dev.	5.6567	3.7939	2.3985	3.4328	1.8391	8.7779
Group 1: Regular gamblers	Mean	86.642	18.203	8.929	30.920	12.274	156.967
	N	106	106	106	106	106	106
	Std. Dev.	101.6231	50.1059	45.2958	60.7457	46.3197	142.2815
Group 1: Total national sample	Mean	27.443	6.106	2.977	9.554	3.667	49.748
	N	377	377	377	377	377	377
	Std. Dev.	65.4318	27.7277	24.3099	34.8991	25.1122	101.0796
Group 2: Total client sample	Mean	118.913	23.609	4.244	18.513	3.750	169.029
	N	156	156	156	156	156	156
	Std. Dev.	117.1901	76.4189	19.4520	63.5782	19.2998	164.4531

The distribution of PGSI categories reflects the samples under study (Table 5.5). Group Two contained a greater percentage of participants experiencing harm from gambling, whereas this trend was reversed for Group One (more non-problem and low risk than moderate risk and problem gamblers).

Table 5.5: PGSI scores of Groups One and Two

PGSI Category		Group 1 Regular gamblers	Group 1 Non-regular gamblers	Group 1 Total	Group 2 Total
Non-problem gambler	N	44	202	246	14
	%	41.5%	74.5%	65.3%	9.5%
Low risk gambler	N	22	42	64	3
	%	20.8%	15.5%	17.0%	2.0%
Moderate risk gambler	N	25	24	49	20
	%	23.6%	8.9%	13.0%	13.6%
Problem gambler	N	15	3	18	110
	%	14.2%	1.1%	4.8%	74.8%
Total	N	106	271	377	147
	%	100.0%	100.0%	100.0%	100%

5.3 IMPORTANCE OF VENUE CHARACTERISTICS WHEN CHOOSING WHERE TO GAMBLE

An initial descriptive analysis was performed on the reported importance of each venue characteristic item when choosing where to gamble. The mean score was calculated for each of the 48 created venue characteristic items and the possible range was from 1 = ‘strongly disagree’ to 4 = ‘strongly agree’. The results for each item are presented in Appendix D. However, a summary list of the ten most important characteristics for both groups is provided below, along with their mean scores.

For **Group One** (the national sample), there were six from the hospitality category, three from the internal features category and one from the gaming machines category. This top ten list is presented in descending order of perceived importance:

1. The venue’s staff provide good service (3.6).
2. The venue feels safe and secure (3.6).
3. The venue has low denomination machines available (3.4).
4. The venue’s entry or membership prices are reasonable (3.3).
5. The venue has a wide range of bar and dining facilities (3.3).
6. The venue is a good place to socialise with other people (3.2).
7. The venue provides discounted food and beverage prices (3.2).
8. The venue has a wide range of non-gambling entertainment activities (3.2).
9. You can easily find comfortable seating in the venue when gambling (3.2).
10. Free refreshments are readily available in the venue (3.2).

For **Group Two** (the client sample), of the ten characteristics that were rated as most important when choosing where to gamble, all scored between 3.0 and 3.5, suggesting there was reasonably strong agreement that these venue characteristics were important for this group when choosing where to gamble. The most important ten items are listed below, with their mean scores, in descending order of reported importance:

1. The venue has gaming machines (3.4).
2. The venue feels safe and secure (3.4).
3. The venue's staff provide good service (3.3).
4. The venue has adequate gambling facilities so you don't have to wait (3.3).
5. You can easily find comfortable seating in the venue when gambling (3.2).
6. The venue's gaming machines offer bonus features (3.2).
7. You can gamble privately in the venue without feeling watched (3.2).
8. The venue has your favourite gaming machines (3.2).
9. The venue has low denomination machines available (3.1).
10. Free refreshments are readily available in the venue (3.1).

From these lists, it appears that the client group placed greater importance on items directly related to gaming machine play (e.g. the presence of gaming machines, gaming machines with bonus features, favourite gaming machines), whereas Group One's top ten list included items related to non-gambling activities, such as socialising, bar and dining facilities. This is despite both groups being asked to rate the importance of characteristics when choosing where to *gamble*. It appears that the gambling features of venues are reportedly of less importance to regular and non-regular gamblers than to gamblers receiving treatment for problem gambling.

It may be that some of these gambling features can be altered in a venue to assist the problem gambler whilst still retaining the overall attractiveness of the venue to most gamblers. For example, 'you can gamble privately in the venue without feeling watched' was not an item that ranked highly as important for the gamblers from the national survey.

However, the lists above only present descriptive information about the importance of venue characteristics for two different samples. More specific analysis related to problem gambling is needed to properly ascertain potential risk and protective factors.

5.4 CORRELATES OF IMPORTANT VENUE CHARACTERISTICS

Participant ratings of the importance of each venue characteristic were correlated with gender, age and PGSI score. It is the correlations with the PGSI that are of most importance in the discussion of risk and protective factors. Gender and age were assessed to determine if these factors need to be considered in assessing the role that venue characteristics play in problem gambling.

5.4.1 Correlates with Gender

For **Group One**, most of the correlation coefficients reflected no relationship between the reported importance of venue characteristics and gender. However, there was a significant negative relationship between gender and the importance of the venue having TAB betting facilities ($r = -.201$, $p = .001$), reflecting that men placed more importance on this internal feature than did women. This result explained 4 per cent of the variance and is consistent with previous Australian research indicating that TAB gambling is more popular amongst males than females (Delfabbro, 2008). Overall however, it can only be concluded that the data do not provide empirical support for gender differences in the perceived importance of venue characteristics when choosing where to gamble.

For **Group Two**, there were four correlation coefficients with strengths greater than .20. There was a significant positive relationship between gender and the reported importance of the venue having gaming machines ($r = .207, p = .009$), reflecting that women placed more importance on this internal feature than did men. A second significant positive relationship was found, between gender and the importance of the venue feeling safe and secure ($r = .241, p = .002$). Thus, women placed more importance on safety and security within the venue than did men when choosing where to gamble. The remaining two relationships indicate that women reported placing more importance on the venue having a gaming machine layout that allows privacy when choosing where to gamble ($r = .213, p = .007$) and that women placed more importance than did men on the venue having low denomination machines when choosing where to gamble ($r = .230, p = .004$). These results are consistent with other Australian research that has examined the attraction of some gambling venues for women with gambling problems (Brown & Coventry, 1997; Surgey, 2000). However, all these results are weak and suggest that gender is not a strong explanatory variable.

5.4.2 Correlates with Age

For **Group One**, the results for age were similar to gender. Most of the correlation coefficients failed to achieve a strength greater than .20. There were, however, three items that showed a weak, negative, significant relationship with age and one item that show a weak, positive, significant relationship with age.

The first negative relationship was for the item 'It is important that the venue has extended opening hours'. This achieved a correlation of $rs = -.287, p = .000$ and indicates that as age increased, the reported importance of extended opening hours when choosing where to gamble decreased. Age was able to account for just over 8 per cent of the variance in the importance of extended opening hours. The other two items indicated that, as age increased, the perceived importance of the venue having table games decreased ($rs = -.253, p = .000$) and as age increased, the importance of it being easy to access an ATM in the venue decreased ($rs = -.264, p = .000$). Thus, age was able to account for just over 6 per cent of the variance in the perceived importance of having table games and 7 per cent of the variance of having easy access to an ATM in the venue.

The positive relationship was found between age and the importance of the venue having low denomination gaming machines available ($rs = .206, p = .000$). That is, as age increased, so did the reported importance of this variable when choosing where to gamble.

For **Group Two**, there were four relationships found between age and the importance of venue characteristics when choosing where to gamble. The item, 'It is important that the venue is located near to where you work or study', achieved a correlation of $rs = -.207, p = .009$ with age. This indicates that as age increased, the importance of a venue being located near to where you work or study when choosing where to gamble decreased.

Two relationships achieved significance for internal features items. As age increased, so did the importance of the venue having gaming machines ($rs = .309, p = .000$). However, as age increased, the importance of the venue having table games decreased ($rs = -.265, p = .001$).

The final relationship was a positive relationship between age and the importance of the venue having low denomination gaming machines available ($rs = .231, p = .004$). This relationship suggested that as age increased, so did the importance of low denomination machines. The results for the low denomination machines and the table games were similar for both Group One and Group Two.

Overall, given that 48 correlations were performed for each group, the few weak correlations obtained suggest that age is not a good explanatory variable when rating the importance of venue characteristics.

5.4.3 Correlates with Problem Gambling

Given the importance of problem gambling to the study, all correlations will be presented for this variable (i.e. regardless of strength or significance). Results for Groups One and Two are presented in the tables below, categorised across the five major types of venue characteristics examined in this study: location, internal features, hospitality, advertising and gaming machines.

For **Group One**, there was only one meaningful correlation found at the $r \geq .20$ and $p \leq .05$ level. As shown in Table 5.6, the strongest relationship existed between the PGSI and the 'extended opening hours' variable. This weak, positive and significant relationship indicated that those who scored higher on the PGSI also agreed more strongly with the statement that 'extended opening hours' were important when choosing where to gamble. However, the importance of extended opening hours when choosing where to gamble only explained 4.2 per cent of the variance in PGSI scores.

For **Group Two**, the PGSI scores achieved a number of meaningful relationships with the importance of venue characteristics items. As shown in Table 5.6, a relationship existed between PGSI score and the 'extended opening hours' variable. This relationship was similar to that of the national sample. It was a positive and significant relationship yet slightly stronger ($r = .27$ vs. $r = .21$) and again indicated that those who scored higher on the PGSI also agreed more strongly with the statement that extended opening hours were important when choosing where to gamble.

However, the following relationships were all exclusive to Group Two. A second relationship was found between the location variable 'the venue is easy to get to by private car' and PGSI score. This positive relationship indicates that those who scored higher on the PGSI also agreed more strongly that being able to easily get to the venue by private car was important when choosing where to gamble.

Table 5.7 shows the correlation results between the PGSI and the 16 variables relating to importance of internal features. Five significant and positive results were found. These indicate that, as PGSI scores increased, so did the perceived importance of the venue having gaming machines, gambling without feeling watched, adequate gambling facilities so you don't have to wait, easy access to an ATM and comfortable seating available when gambling.

Table 5.8 displays the correlation results between the PGSI and the 12 variables relating to importance of hospitality features when choosing where to gamble. Three significant results were found. These indicate that, as PGSI scores increased, so did the perceived importance of the venue having reasonable entry or membership prices and also the importance of not being interrupted whilst gambling. Also, as PGSI scores increased, the perceived importance of the venue having a wide range of non-gambling entertainment activities decreased.

No significant relationships were found for either Group One or Group Two on the items measuring advertising (Table 5.9).

Finally, Table 5.10 shows the correlation results between the PGSI and the seven variables relating to importance of gaming machine features when choosing where to gamble. All results were positive and significant for Group Two, achieving a $r > .20$ and $p < .05$. That is, as PGSI scores increased so did the perceived importance of the venue having machines that

offer bonus features, a machine layout that allows privacy, your favourite gaming machines, a large number of gaming machines, low denomination machines, linked jackpots, and a Las Vegas type atmosphere.

Table 5.6: Correlation of importance of location items with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue is located near to where you live	374	.060	.245	147	.189	.022
The venue is located near to where you work or study	357	.175	.001	147	.056	.502
The venue is located near to where you shop, bank or use other services	372	.077	.140	147	.063	.451
The venue is located near to other gambling, entertainment or restaurant venues you visit	372	-.050	.333	147	-.071	.392
The venue is easy to get to by public transport	373	.000	.999	147	.029	.731
The venue is easy to get to by private car	375	.074	.154	147	.257	.002
The venue provides transport (courtesy bus)	370	-.036	.485	147	-.013	.879
The venue's surrounding streetscape is attractive	368	-.114	.029	147	.015	.860
The venue has an eye-catching external appearance	375	.076	.144	147	-.064	.441
The venue has extended opening hours	371	.205	.000	147	.267	.001

Table 5.7: Correlation of importance of internal features with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue has gaming machines.	374	.025	.634	147	.399	.000
The venue has TAB betting facilities.	370	.098	.059	147	-.018	.825
The venue has keno facilities.	372	.023	.664	147	-.126	.128
The venue has table games (e.g., blackjack, roulette).	371	.049	.344	147	.001	.992
The venue has separate rooms for different gambling activities.	371	.016	.761	147	.192	.020
The venue has a separate gambling area for premium players.	367	.027	.609	147	.109	.187
The venue has gambling facilities in the smoking area.	373	.167	.001	147	.087	.296
That it is easy to access an ATM in the venue.	375	.115	.026	147	.311	.000
The venue has adequate gambling facilities so you don't have to wait.	372	.080	.126	147	.314	.000
You can gamble privately in the venue without feeling watched.	367	.032	.540	147	.328	.000
You can easily find comfortable seating in the venue when gambling.	376	.060	.246	147	.200	.015
The venue feels safe and secure.	376	.052	.319	147	.165	.046
The venue is a good place to socialise with other people.	373	-.073	.157	147	-.092	.270
The venue has a lively atmosphere.	371	-.096	.064	147	.133	.108
The venue is not too noisy.	376	-.039	.451	147	.166	.044
The venue is not too crowded.	374	-.053	.311	147	.151	.068

Table 5.8: Correlation of importance of hospitality features with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue has a wide range of bar and dining facilities	375	.012	.823	147	-.167	.044
The venue has a wide range of non-gambling entertainment activities	374	-.067	.195	147	-.219	.008
The venue provides discounted food and beverage prices	372	.052	.317	147	.006	.942
The venue provides discounted non-gambling entertainment activities	372	-.013	.809	147	-.179	.030
The venue's entry or membership prices are reasonable	372	-.008	.883	147	.221	.007
Free refreshments are readily available in the venue	375	.115	.026	147	.132	.110
The venue's staff provide good service	377	.032	.540	147	.088	.291
The venue's staff recognise you	369	.024	.650	147	.146	.079
You are not interrupted at the venue whilst gambling	365	.121	.020	147	.420	.000
The venue has good membership draws	362	.014	.787	147	.033	.695
The venue has good prize draws	368	.006	.913	147	-.016	.847
The venue has a generous reward or loyalty program	367	.001	.991	147	.073	.379

Table 5.9: Correlation of importance of advertising items with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue conducts external advertising	364	-.058	.272	147	.044	.594
The venue has a high profile in the community	369	-.078	.133	147	.032	.697
The venue keeps you informed about what's on at the venue	373	-.053	.312	147	.075	.365

Table 5.10: Correlation of importance of gaming machine features with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue has a large number of gaming machines	306	.090	.118	147	.344	.000
The layout of gaming machines in the venue allows privacy	310	.040	.481	147	.402	.000
The venue has a Las Vegas type atmosphere	306	.164	.004	147	.235	.004
The venue has your favourite gaming machines	302	.143	.013	147	.369	.000
The venue has linked jackpots	304	.123	.032	147	.309	.000
The venue's gaming machines offer bonus features	309	.065	.252	147	.468	.000
The venue has low denomination machines available	312	-.090	.113	147	.327	.000

5.5 GAMBLING AT MOST FREQUENTED VENUE

This section reports on aspects of the respondents' patronage and gambling at their most frequented hotel, club or casino. For **Group One** (the national sample) the most frequented venue was a club (209) followed by hotel (104) and casino (56). For **Group Two** (the client sample), it was a hotel (104), club (38) and then casino (14).

5.5.1 Location and Distance Travelled to Most Frequented Hotel, Club or Casino

Participants were first asked some details about the location of their most frequented venue and their mode of transport to this venue.

The first question asked 'How many kilometres is this venue from where you live?' As shown in Table 5.11, it is apparent that nearly one-third of Group One most frequented a venue less than 2.5 kilometres from their home. Significantly, 11.5 per cent of Group One reported relatively wide distance profiles, travelling over 20km from home. However, almost 50 per cent of the client sample most frequented a venue less than 2.5 kilometres from their home.

The general overall proximity between the respondents' home and their most frequented venue is also reflected in the modes of transport they use to get to the venue. As shown in Table 5.12, nearly three-quarters of both groups travelled to their most frequented venue by private car. Only a small minority of both groups walked or cycled there, with even smaller proportions using public transport, a venue courtesy bus or other means of transport.

Table 5.11: Distance travelled by Groups One and Two to most frequented venue

Distance	Group 1			Group 2		
	N	%	Cum. %	N	%	Cum. %
Less than 2.5 kms	114	30.6	30.6	74	49.0	49.0
Between 2.5 and 5 kms	103	27.6	58.2	37	24.5	73.5
Between 5 and 10 kms	66	17.7	75.9	22	14.6	88.1
Between 10 and 20 kms	47	12.6	88.5	8	5.3	93.4
Over 20 kms	43	11.5	100.0	10	6.6	100.0
Total	373	100.0		151	100.0	

Table 5.12: Usual mode of transport for Groups One and Two to most frequented venue

Mode of transport	Group 1		Group 2	
	N	%	N	%
By private car	281	74.5	116	76.8
By public transport	34	9.0	8	5.3
By a venue courtesy bus	7	1.9	0	0.0
Walk or cycle	49	13.0	27	17.9
Other	6	1.6	0	100.0
Total	377	100.0	151	

5.5.2 Recency of Gambling at Most Frequented Venue

The client group (Group Two) were asked ‘About how long ago did you last gamble at this venue?’ This was to ensure they had some recent experience of their most frequented venue and were in a position to answer questions about it. Table 5.13 shows their responses, where it is evident that over one-half had gambled there in the previous week and a further one-sixth had gambled there in the previous fortnight. Overall, the client sample had very recent gambling experiences at their most frequented venue.

Table 5.13: Recency of gambling at most frequented venue for Group Two

Recency	N	%	Cumulative %
About a week ago	77	51.0	51.0
About a fortnight ago	24	15.9	66.9
About a month ago	19	12.6	79.5
About 3 months ago	16	10.6	90.1
About 6 months ago	13	8.6	98.7
About 12 months ago	2	1.3	100.0
Total	151	100.0	

5.5.3 Gambling Frequency at Most Frequented Venue

Both Group One and Group Two respondents were asked ‘During the last 12 months how many days per month, on average, did you gamble at this venue?’ Table 5.14 shows that the client sample were the most frequent, followed by the regular gamblers and the non-regular gamblers in the national sample.

Table 5.14: Number of days per month on which Groups One and Two gambled at most frequented venue

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	2.000	263	2.8257
Group 1: Regular gamblers	6.208	106	5.3036
Group 1: Total national sample	3.209	369	4.1647
Group 2: Total client sample	9.000	151	8.1636

5.5.4 Gambling Behaviour at Most Frequented Venue

Group One and Group Two respondents were asked if their most frequented venue had gaming machines, casino table games, keno and a TAB. Those who answered ‘yes’ were then asked to provide an estimate of expenditure and time spent engaging in each form of gambling at that venue over the past 12 months. Duration was only measured on the continuous forms of gaming machines and table games.

These results are presented in the following tables (Tables 5.15 to 5.20) and generally show the non-regular gamblers spending less time and money than the regular gamblers, who spent less time and money than the client group. However, this trend was not present for the time spent on casino table games (Table 5.22), with the non-regular group recording a mean greater than the regular group (the regular group did only contain 14 participants who

indicated playing casino table games). Also, with regard to expenditure on TAB betting, it was the regular group from the national sample that reported the highest expenditure (Table 5.24). These results possibly reflect the homogeneity of the client group and their preference for gaming machines over other forms of gambling.

Table 5.15: Expenditure per month on gaming machines at most frequented venue (Groups One and Two)

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	44.634	262	96.2227
Group 1: Regular gamblers	280.135	96	629.0300
Group 1: Total national sample	107.785	358	350.6799
Group 2: Total client sample	973.88	146	1917.4968

Table 5.16: Minutes spent on gaming machines each time at most frequented venue (Groups One and Two)

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	61.419	265	77.8134
Group 1: Regular gamblers	130.631	103	150.2264
Group 1: Total national sample	80.791	368	107.6848
Group 2: Total client sample	174.000	146	497.2995

Table 5.17: Expenditure per month on casino table games at most frequented venue (Groups One and Two)

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	144.339	62	547.5669
Group 1: Regular gamblers	342.308	13	886.9062
Group 1: Total national sample	178.653	75	616.7702
Group 2: Total client sample	1127.99	14	1554.6427

Table 5.18: Minutes spent on casino table games each time at most frequented venue (Groups One and Two)

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	57.339	62	86.2408
Group 1: Regular gamblers	52.857	14	135.2734
Group 1: Total national sample	56.513	76	96.0417
Group 2: Total client sample	184.000	14	198.5995

Table 5.19: Expenditure per month on keno at most frequented venue (Groups One and Two)

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	26.494	87	68.1957
Group 1: Regular gamblers	6.439	205	27.1321
Group 1: Total national sample	12.414	292	44.4399
Group 2: Total client sample	49.55	99	152.3503

Table 5.20: Expenditure per month on TAB betting at most frequented venue (Groups One and Two)

Sample	Mean	N	Std. Deviation
Group 1: Non-regular gamblers	29.278	176	171.8728
Group 1: Regular gamblers	116.765	85	453.0909
Group 1: Total national sample	57.770	261	296.4711
Group 2: Total client sample	78.87	91	299.4266

5.6 CHARACTERISTICS OF MOST FREQUENTED VENUE

Appendix D contains the mean ranked agreement with the 42 statements regarding the characteristics of the participant's most frequented gambling venue.

These results have been summarised into the lists below, as was done with the importance characteristics in Section 5.3. The lists represent the ten highest rating characteristics in the respondents' most frequented venue for Group One followed by Group Two. These all scored over 3.0 and reflect that the respondents on average 'agreed' that the statements reflected characteristics about their most frequented venue.

For **Group One**, the ten highest ranked items were:

1. It is easy to get to (3.3).
2. It feels safe and secure (3.2).
3. The staff provide good service (3.2).
4. Its entry or membership prices are reasonable (3.2).
5. It is a good place to socialise with other people (3.2).
6. Low denomination machines are available (3.2).
7. It has easy access to an ATM (3.1).
8. It has adequate gambling facilities so you don't have to wait (3.1).
9. It has a high profile in the community (3.1).
10. Its gaming machines offer bonus features (3.1).

For **Group Two**, the top ten items were:

1. It has easy access to an ATM (3.3).
2. It is easy to get to (3.3).
3. Low denomination machines are available (3.2).

4. It feels safe and secure (3.2).
5. Its gaming machines offer bonus features (3.2).
6. It has adequate gambling facilities so you don't have to wait (3.2).
7. It has linked jackpots (3.1).
8. It has your favourite gaming machines (3.1).
9. The staff provide good service (3.1).
10. You can easily find comfortable seating when gambling (3.1).

Although both groups shared seven of the characteristics in their top ten, the client sample (Group Two) more strongly endorsed items that directly related to gambling. That is, their most frequented venues were more likely to contain linked jackpots, their favourite gaming machines and comfortable seating whilst gambling. Group One's top ten, on the other hand, contained items related to socialising, the venue's profile in the community and reasonable entry prices. These differences were similar to those in the ranking of importance items in Section 5.3. Of course, it may have been that the differences between the groups reflect their knowledge and memory of their most frequented venue. The client group were more heavily involved in gaming machine play than the national sample, and they may be more aware of features like linked jackpots than other patrons of the same venue.

5.7 CORRELATED OF CHARACTERISTICS OF MOST FREQUENTED VENUE

As was done for the 'importance' items, the features of the participants' most frequented venue were correlated with their gender, age and PGSI scores.

5.7.1 Correlates with Gender

For **both groups**, the overwhelming conclusion from the correlational analyses was that there was no relationship between any of the characteristics of the respondents' most frequented venue and gender. However, for **Group Two**, a relationship was found indicating that women agreed more than men that their most frequented venue has a high profile in the community ($r = .234, p = .011$).

5.7.2 Correlates with Age

As with gender, the correlational analyses suggested no relationship between venue characteristics and age. For **Group One**, one item achieved a correlation of $rs = -.216, p = .000$. This result was for the item assessing if the most frequented venue was located near to other gambling, entertainment or restaurant venues that participants visit. This result suggests that, as age increased, agreement with the item decreased. Another item assessing the presence of extended opening hours achieved a correlation of $rs = -.215, p = .000$. This indicated that, as age increased, agreement that the respondent's most frequented venue has extended opening hours decreased. Both of these correlations were weak and overall, it does not appear that age is strongly related to any of the characteristics of participants' most frequented gambling venue.

5.7.3 Correlates with Problem Gambling

Tables 5.21 to 5.25 present the correlations of each venue characteristic and PGSI scores. As with gender and age, for **Group One** there were generally no relationships between problem

gambling and the characteristics of the participants' most frequented venue. However, as shown in Table 5.25, one significant relationship was found between PGSI scores and the items relating to the gaming machine features of most frequented venue. This indicates that, as PGSI score increased, so did agreement that the respondents' most frequented venue has their favourite gaming machines.

However, for **Group Two** a number of significant relationships were found across all created categories of venue characteristics. As shown in Table 5.21, two significant relationships were found between PGSI score and the location-related characteristics of most frequented venue. These indicate that, as PGSI scores increased, so did agreement that the respondents' most frequented venue is easy to get to and has extended opening hours.

Similarly, as shown in Table 5.22, two significant relationships were found between PGSI scores and the items relating to the internal features of most frequented venue. These indicate that, as PGSI scores increased, agreement that the most frequented venue has easy access to an ATM and feels safe and secure also increased.

For hospitality features, again, two relationships were found with PGSI scores (Table 5.23). These indicate that, as PGSI scores increased, agreement that the venue staff recognise you and that you are not interrupted whilst gambling also increased.

As shown in Table 5.24, two significant relationships were found between PGSI scores and the items relating to the advertising of most frequented venue. These indicate that, as PGSI scores increased, agreement that the most frequented venue conducts external advertising and keeps you informed about what's on at the venue also increased.

Finally, Table 5.25 shows three significant relationships between PGSI scores and the items relating to the gaming machine features of most frequented venue. These indicate that, as PGSI scores increased, so did agreement that the respondents' most frequented venue has linked jackpots, gaming machines that offer bonus features and low denomination machines.

Table 5.21: Correlation of location items of most frequented venue with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It is the only local venue available for your preferred type of gambling	371	.116	.026	135	-.092	.289
It is located near to where you work or study	356	.118	.026	121	.036	.693
It is located near to where you shop, bank or use other services	375	.092	.077	135	.161	.063
It is located near to other gambling, entertainment or restaurant venues you visit	377	.088	.088	131	.085	.332
It is easy to get to	377	.045	.388	144	.302	.000
The surrounding streetscape is attractive	370	-.002	.973	144	-.085	.312
It has an eye-catching external appearance	370	.083	.110	146	-.028	.738
It has extended opening hours	328	.186	.001	139	.245	.004

Table 5.22: Correlation of internal features of most frequented venue with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It has separate rooms for different gambling activities	367	.102	.050	135	.111	.202
It has a separate gambling area for premium players	357	-.009	.862	129	-.081	.362
It has gambling facilities in the smoking area	347	.194	.000	138	-.049	.566
It has easy access to an ATM	358	.115	.029	145	.288	.000
It has adequate gambling facilities so you don't have to wait	376	.069	.183	146	.165	.047
You can gamble privately without feeling watched	365	-.018	.729	145	.187	.024
You can easily find comfortable seating when gambling	372	.089	.086	146	.040	.633
It feels safe and secure	374	.022	.676	147	.249	.002
It is a good place to socialise with other people	374	-.120	.020	143	-.011	.892
It has a lively atmosphere	370	.037	.473	145	.120	.151
It is not too noisy	374	.038	.461	146	.058	.489
It is not too crowded	372	-.078	.135	145	.096	.249

Table 5.23: Correlation of hospitality features of most frequented venue with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue has a wide range of bar and dining facilities	375	.012	.815	139	-.016	.853
The venue has a wide range of non-gambling entertainment activities	374	-.069	.184	123	.024	.791
The venue provides discounted food and beverage prices	372	.048	.358	130	-.003	.975
The venue provides discounted non-gambling entertainment activities	372	-.014	.786	113	-.064	.503
The venue's entry or membership prices are reasonable	372	-.003	.954	117	.166	.074
Free refreshments are readily available in the venue	375	.111	.032	139	.041	.636
The venue's staff provide good service	377	.025	.624	147	.149	.072
The venue's staff recognise you	369	.023	.663	134	.239	.005
You are not interrupted at the venue whilst gambling	365	.119	.023	146	.312	.000
The venue has good membership draws	362	.026	.617	109	.008	.930
The venue has good prize draws	368	.009	.869	116	-.055	.560
The venue has a generous reward or loyalty program	367	.005	.917	101	-.067	.505

Table 5.24: Correlation of advertising items of most frequented venue with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It conducts external advertising	348	.007	.891	116	.269	.003
It has a high profile in the community	366	-.064	.223	116	.135	.149
It keeps you informed about what's on at the venue	367	-.070	.181	124	.224	.013

Table 5.25: Correlation of gaming machine features of most frequented venue with PGSI scores for Groups One and Two

Item	Group 1			Group 2		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It has a large number of gaming machines	362	.111	.035	142	.123	.144
The layout of gaming machines allows privacy	359	.047	.373	142	.052	.539
It has a Las Vegas type atmosphere	356	.105	.047	136	.057	.509
It has your favourite gaming machines	337	.229	.000	137	.178	.037
It has linked jackpots	319	.113	.043	135	.246	.004
Its gaming machines offer bonus features	330	.142	.010	139	.205	.015
Low denomination machines are available	346	.033	.539	138	.224	.008

5.8 POTENTIAL RISK AND PROTECTIVE FACTORS

This section summarises the potential risk and protective factors related to venue characteristics of hotels/clubs/casinos as found in this research. It uses the definition that a potential risk factor is a characteristic that is positively associated with PGSI score and a potential protective factor is a characteristic that is negatively associated with the PGSI. This section also considers the interaction between factors rated as important when choosing where to gamble and characteristics of respondents' most frequented venue.

5.8.1 Potential Risk and Protective Factors for Group One (National Sample)

It was apparent that most venue characteristics associated with hotels, clubs and casinos, were neither risk nor protective factors for Group One. Most had no relationship with levels of problem gambling in the past 12 months and can be considered neutral in this national sample of gamblers. However, it must be noted that the restricted range of PGSI scores in this national sample may have obscured other relationships.

However, the venue characteristic 'extended opening hours' was *positively* related to problem gambling when participants were rating its importance when choosing where to gamble. Those gamblers who considered this characteristic of greater importance when choosing where to gamble scored higher on the PGSI than those who considered it a less important factor in their venue choice. Of course, this correlation could also be interpreted as those more heavily involved in gambling (those with higher PGSI scores) rated this item more important because it allows them the option to gamble for longer. Hence, all the results indicate is that the two variables are related somehow.

From the correlations of most frequented venue, the presence of 'favourite gaming machines' was *positively* related to problem gambling. That is, Group One respondents who agreed that their most frequented venue had their favourite gaming machines scored higher on the PGSI. Again, this correlation could be interpreted that those more heavily involved in gambling tend to favour venues which have their favourite machines. Cause and effect cannot be inferred from the results, only association.

Interactions between importance and presence of potential risk factors

To further explore the relationship between problem gambling and the reported importance of 'extended opening hours', the data for this item were recoded. The scores were classified into a category titled 'important', which included only respondents who either 'strongly agreed' or 'agreed' with the statement. That is, these were respondents who indicated that extended opening hours was an *important* characteristic when choosing where to gamble.

The presence of the venue characteristic in the respondents' most frequented venue was also recoded into two categories. An 'absent' category comprised participants who 'strongly disagreed' or 'disagreed' with the statement regarding the characteristic and their most frequented venue and the 'present' category comprised those who 'agreed' or 'strongly agreed' that that characteristic was present at their most frequented venue.

Of particular interest to the discussion on risk factors is the comparison of PGSI scores for respondents who considered 'extended opening hours' important, with whether this characteristic was absent or present in their most frequented venue. That is, does the presence or absence of 'extended opening hours' at the most frequented gambling venue differentiate problem gambling scores for a group of gamblers who consider the venue characteristic important?

Table 5.26 provides descriptive statistics for the 126 hotel/club/casino gamblers who rated 'extended opening hours' as important when choosing where to gamble. For those whose most frequented venue had extended opening hours, the mean PGSI score was 2.79. However, for those whose most frequented venue did not have extended opening hours, the mean PGSI was 1.33. These means were compared with an independent samples t-test, revealing a significant difference $t(66.99) = 2.15, p = .04$. Thus, the presence of extended opening hours in patrons' most frequented venue was related to a higher PGSI score if they also considered this feature as important when choosing where to gamble.

These results need to be interpreted with some caution as the results only just achieved significance and there is a possibility of Type I error due the number of analyses with the current data. However, the results do suggest that for gamblers who consider 'extended opening hours' important when choosing where to gamble, the presence of this characteristic in their most frequented venue is associated with significantly higher problem gambling levels than if the characteristic is absent.

Table 5.26: Mean PGSI scores for potential importance risk factors for Group One

Potential risk factors considered important when choosing where to gamble	PGSI score when characteristics are present or absent in most frequented venue			
	Absent	Present	<i>t</i> (df)	<i>p</i> -value
Extended opening hours	M = 1.33 SD = 2.20 (N = 21)	M = 2.79 SD = 4.91 (N = 105)	2.15 (66.99)	.04

To further explore the relationship between the second potential risk factor identified for Group One, the data for 'favourite gaming machines' were recoded into a 'present' category which comprised those participants who 'agreed' or 'strongly agreed' that their most frequented venue had their favourite gaming machine.

The importance scores for this item were then classified into two categories. The 'not important' category included all participants who either 'strongly disagreed' or 'disagreed' with the statement regarding the importance of 'favourite gaming machines' when choosing where to gamble. The 'important' category included those participants who either 'strongly agreed' or 'agreed' that 'favourite gaming machines' was an important characteristic when choosing where to gamble.

Table 5.27 provides the mean PGSI scores for the important/not important dichotomy, for those participants who indicated that 'favourite gaming machine' was a characteristic of their most frequented venue. As can be seen, those who rated this characteristic as important had a

higher mean PGSI score than those who considered it not important. These means were analysed with an independent samples t-test. However, results revealed that this was not a significant difference ($t(210) = 0.91, p = .37$). Hence, the presence of favourite gaming machines in a gambler's most frequented venue was associated with higher problem gambling scores, regardless of whether the gambler considered this important or not when choosing where to gamble.

Table 5.27: Mean PGSI scores for potential venue risk factors for Group One

Potential risk factors present in most frequented venue	PGSI score when characteristics are considered important or not when choosing where to gamble			
	Not Important	Important	<i>t</i> (df)	<i>p</i> -value
Favourite gaming machines	M = 1.72 SD = 3.29 N = 52	M = 2.37 SD = 4.83 N = 160	0.91 (210)	.37

5.8.2 Potential Risk and Protective Factors for Group Two (Client Sample)

The client sample had considerably more venue characteristics associated with problem gambling scores. In total, there were 16 items that correlated *positively* with PGSI scores across the ‘**importance**’ section items of the survey and can be considered *potential risk factors*. That is, the greater the importance placed on these characteristics when choosing where to gamble, the greater the problem gambling score. These were:

1. The venue is easy to get to by private car.
2. The venue has extended opening hours.
3. The venue has gaming machines.
4. It is easy to access an ATM in the venue.
5. You can easily find comfortable seating when gambling.
6. The venue has adequate gambling facilities so you don't have to wait.
7. You can gamble privately in the venue without feeling watched.
8. The venue's entry or membership prices are reasonable.
9. You are not interrupted at the venue whilst gambling.
10. The venue has a large number of gaming machines.
11. The layout of the gaming machines in the venue allows privacy.
12. The venue has a Las Vegas type atmosphere.
13. The venue has your favourite gaming machines.
14. The venue has linked jackpots.
15. The venue's gaming machines offer bonus features.
16. The venue has low denomination machines available.

One item assessing the importance of ‘non-gambling activities’ in gambling venues was *negatively* associated with problem gambling. This suggests that having an interest in non-gambling activities offered by gaming venues may serve as *potential protective factor* for problem gambling.

There were also 11 items that correlated *positively* with the PGSI for the ‘**most frequented venue**’ section of the survey and can be considered *potential risk factors*. These were:

1. It is easy to get to.
2. It has extended opening hours.
3. It has easy access to an ATM.
4. It feels safe and secure.
5. The staff recognise you.
6. You are not interrupted whilst gambling.
7. It conducts external advertising.
8. It keeps you informed about what’s on at the venue.
9. It has linked jackpots.
10. Its gaming machines offer bonus features.
11. Low denomination machines are available.

Thus, the greater agreement that these characteristics were present in the respondents’ most frequented venue, the higher the PGSI score.

Interactions between importance and presence of potential risk factors

The data for the 17 ‘**importance**’ items that correlated significantly with PGSI score were further analysed to assess whether their absence or presence in participants’ most frequented venue had an influence on their problem gambling scores. This process was identical to that used for Group One, in the preceding section.

There were five items that contained very a small n (< 5) for the ‘absent’ category. That is, the characteristic was important, but absent from their most frequented venue. This is perhaps not unusual given the sample were heavily involved in gambling and would select venues that best met their desires. These items were not analysed further. The five were:

1. The venue is easy to get to by private car.
2. The venue has gaming machines.
3. It is easy to access an ATM in the venue.
4. The venue has linked jackpots.
5. The venue has low denomination machines available.

Table 5.28 provides the descriptive statistics for each remaining item across both the ‘absent’ and ‘present’ category. All mean PGSI scores were compared with an independent samples t-test. The p-value column shows no statistically significant differences between the ‘absent’ and ‘present’ groups. These results suggest that the source of potential risk for these items is the importance placed on them by the gambler, as the presence of these characteristics in the gambler’s most frequented venue does not differentiate problem gambling scores compared to when these items were absent. However, it must be noted that some sample sizes were small and this reduced the power of the test. The small sample sizes occurred in the ‘absent’ category, most likely because participants’ most frequented venue contained the characteristics that were important to them. This is a shortcoming of the current study’s natural groups design.

Table 5.28: Mean PGSI scores for potential importance risk and protective factors for Group Two

Potential risk factors considered important when choosing where to gamble	PGSI score when characteristics are present or absent in most frequented venue			
	Absent	Present	t (df)	p-value
The venue has extended opening hours	M = 11.42 SD = 7.30 (N = 12)	M = 14.37 SD = 7.16 (N = 94)	1.34 (104)	.182
The venue has adequate gambling facilities so you don't have to wait	M = 13.89 SD = 6.72 (N = 9)	M = 13.39 SD = 7.52 (N = 128)	0.19 (135)	.847
You can gamble privately in the venue without feeling watched	M = 12.66 SD = 6.59 (N = 32)	M = 14.41 SD = 7.47 (N = 91)	1.17 (121)	.243
The venue has a wide range of non-gambling activities	M = 12.43 SD = 6.34 (N = 23)	M = 10.04 SD = 9.89 (N = 24)	0.99 (39.38)	.331
The venue's entry or membership prices are reasonable	M = 11.43 SD = 7.93 (N = 7)	M = 14.12 SD = 7.25 (N = 92)	0.94 (97)	.349
You are not interrupted at the venue whilst gambling	M = 14.83 SD = 7.78 (N = 6)	M = 14.52 SD = 7.00 (N = 112)	0.11 (106)	.915
The venue has a large number of gaming machines	M = 12.03 SD = 6.45 (N = 15)	M = 14.04 SD = 7.31 (N = 104)	0.56 (117)	.580
The layout of the gaming machines in the venue allows privacy	M = 16.26 SD = 5.74 (N = 23)	M = 13.95 SD = 7.42 (N = 92)	1.34 (113)	.166
The venue has a Las Vegas type atmosphere	M = 17.19 SD = 6.76 (N = 16)	M = 14.22 SD = 7.18 (N = 37)	1.41 (51)	.165
The venue has your favourite gaming machines	M = 15.20 SD = 3.70 (N = 5)	M = 14.22 SD = 7.23 (N = 113)	0.30 (116)	.765
The venue's gaming machines offer bonus features	M = 14.42 SD = 6.29 (N = 7)	M = 14.09 SD = 7.40 (N = 117)	0.12 (122)	.905

As noted earlier, there were 11 items that correlated with the PGSI for the 'most frequented venue' section of the survey. The associated data were recoded as before. Please note, however, that the item 'It is easy to get to' was cross-tabulated with both the 'by private car' and 'by public transport' items from the 'importance' section.

As shown in Table 5.29, two items achieved significance at the .05 level. These both related to gaming machine features. Those participants whose most frequented venue had gaming machines with bonus features and who agreed that this characteristic was important when choosing where to gamble had a significantly greater mean PGSI score than participants who did not agree with the statement. Hence, whilst the presence of gaming machines with bonus features in their most frequented venue was a potential risk factor for problem gambling, this was more so for those participants who considered it an important characteristic when choosing where to gamble.

The other gaming machine characteristic that achieved significance was the availability of 'low denomination machines'. Again, whilst the presence of low denomination machines in their most frequented venue was a potential risk factor for problem gambling, this effect was significantly greater for participants who rated 'low denomination machines' as important, when choosing where to gamble.

Table 5.29: Mean PGSI scores for potential venue risk factors for Group Two

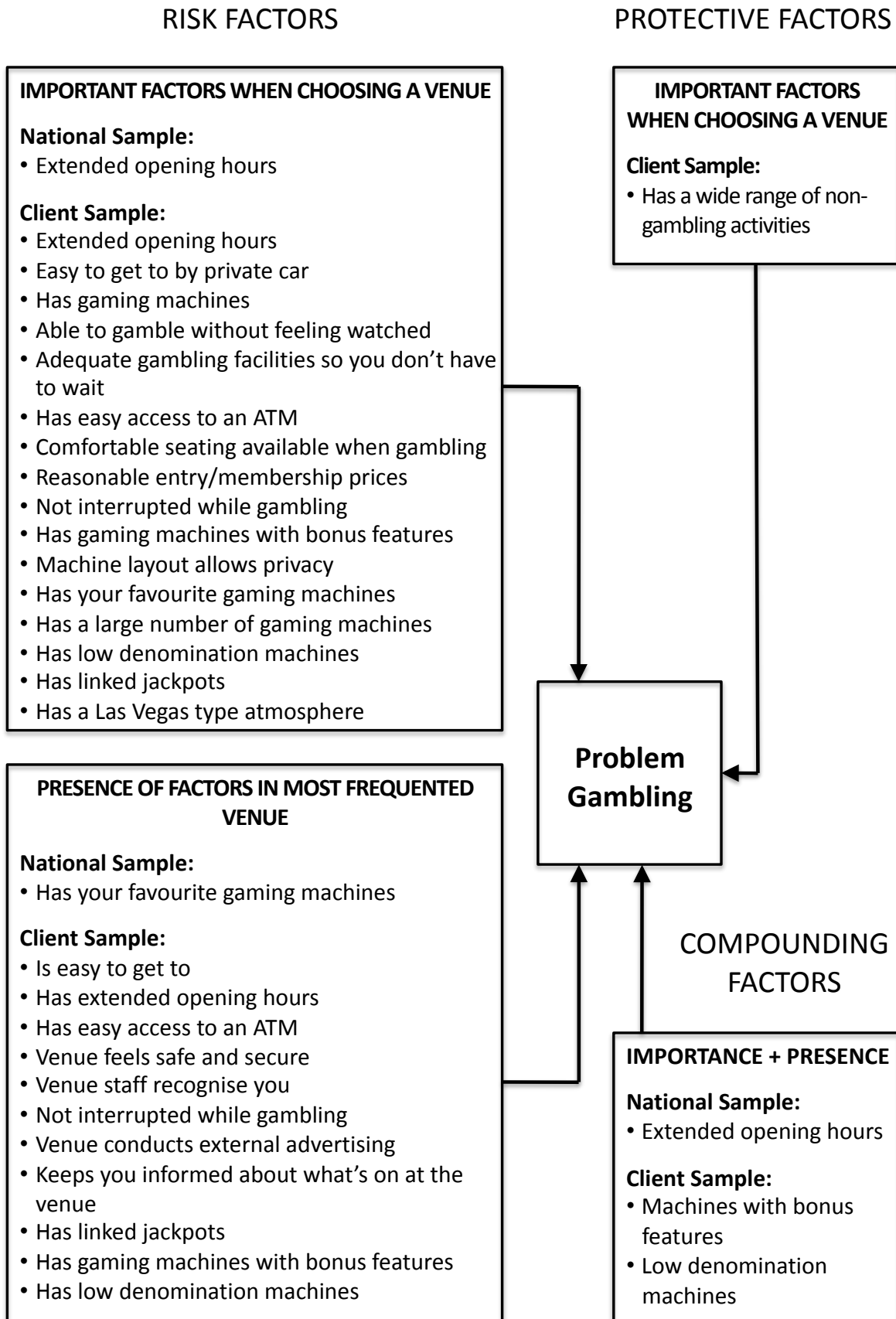
Potential risk factors present in most frequented venue	PGSI score when characteristics are considered important or not when choosing where to gamble			
	Not Important	Important	t (df)	p-value
Easy to get to (by private car)	M = 12.25 SD = 6.89 (N = 12)	M = 13.60 SD = 7.37 (N = 126)	0.61 (136)	.542
Easy to get to (by public transport)	M = 13.53 SD = 7.29 (N = 78)	M = 13.43 SD = 7.40 (N = 60)	0.07 (136)	.942
The venue has extended opening hours	M = 12.06 SD = 7.12 (N = 12)	M = 14.37 SD = 7.16 (N = 94)	1.23 (109)	.222
It has easy access to an ATM	M = 10.44 SD = 6.53 (N = 18)	M = 13.83 SD = 7.46 (N = 120)	1.83 (136)	.070
It feels safe and secure	M = 14.33 SD = 10.15 (N = 6)	M = 13.16 SD = 7.40 (N = 135)	0.37 (139)	.710
The staff recognise you	M = 14.54 SD = 6.35 (N = 46)	M = 15.34 SD = 7.78 (N = 41)	0.53 (85)	.600
You are not interrupted at the venue whilst gambling	M = 14.83 SD = 7.78 (N = 6)	M = 14.52 SD = 7.00 (N = 112)	0.11 (106)	.915
It conducts external advertising	M = 15.13 SD = 6.76 (N = 46)	M = 15.76 SD = 6.72 (N = 21)	0.36 (65)	.724
It has linked jackpots	M = 11.27 SD = 7.38 (N = 22)	M = 14.18 SD = 7.57 (N = 99)	1.64 (119)	.104
The venue's gaming machines offer bonus features.	M = 8.42 SD = 6.08 (N = 12)	M = 14.09 SD = 7.40 (N = 117)	2.56 (127)	.011
Low denomination machines are available	M = 10.06 SD = 5.85 (N = 18)	M = 14.14 SD = 7.50 (N = 115)	2.21 (131)	.029

5.9 SUMMARY AND DISCUSSION

Figure 5.1 summarises the potential risk and protective factors associated with characteristics of hotels/clubs/casinos found in this study for the national sample (Group One) and the problem gambler client sample (Group Two). The four larger boxes show:

- Potential risk factors for problem gambling associated with the *importance* ascribed by gamblers to certain venue characteristics;
- Potential risk factors for problem gambling associated with the *presence* of certain venue characteristics in gamblers' most frequented venues;
- Potential protective factors against problem gambling associated with the *importance* ascribed by gamblers to certain venue characteristics;
- Potential compounding factors whose *importance and presence interact* to further elevate the risk of problem gambling.

Figure 5.1: Potential risk and protective factors for Groups One and Two in relation to characteristics of hotels/clubs/casinos



These potential risk, protective and compounding factors are now discussed in relation to their alignment with prior research on venue characteristics, and in relation to some current policy arrangements.

Potential risk factors associated with venue location and accessibility

Two potential risk factors in Figure 5.1 relate to aspects of venue location and accessibility. The perceived importance and presence of ‘extended opening hours’ and ‘easy to get to’ were identified as potential risk factors for problem gambling, although with some differences between the two samples. The importance and presence of both factors were particularly salient to the problem gambler client cohort (Group Two), while the combined importance and presence of ‘extended opening hours’ was particularly salient to the national sample (Group One).

As noted in Chapter Two, several studies have linked venue location and accessibility to problem gambling, with the Productivity Commission (1999) concluding there is ‘sufficient evidence from many different sources to suggest a significant connection between greater accessibility to gambling – particularly to gaming machines – and the greater prevalence of problem gambling’ (1999:8.31). The findings from the current study support this conclusion, especially in relation to convenience gambling, as facilitated by easy physical access to gambling opportunities. As noted in Chapter Two, there is a growing body of evidence that supports a link between the convenience of gambling and increased rates of problem gambling, often measured from secondary aggregated data in terms of either the density or proximity of gambling opportunities. The current study is able to provide some empirical support for this link based on gambler data and PGSI scores. It supports the Productivity Commission’s more recent assessment (2009) that ‘the extensive liberalisation of gaming machines had a marked impact on problem gambling’ in Australia (10.3). It also supports the assumptions of a destination-style gambling model, that assumes that reduced proximity and exposure will lower levels of problem gambling (Young *et al.*, 2007).

The current study also points to a link between problem gambling and extended venue opening hours. This has been the subject of considerable policy interest, with all Australian jurisdictions now prescribing certain shutdown periods each day for gaming machines in clubs and hotels (see Productivity Commission, 2009: 10.17). However, these shutdown periods typically occur in periods of low demand early in the morning, and their hours are not standardised between jurisdictions and even sometimes within jurisdictions (Victoria, South Australia, Tasmania). Some jurisdictions (Victoria, Tasmania) require shutdown periods as short as four hours. Thus, the staggering of closing times enables 24 hour gambling in some locations. While the Productivity Commission concluded that ‘mandatory shutdowns have helped problem gamblers, whether by reducing their expenditure, by reducing their total time of play at gaming machines, or by providing a break in play’, it noted ‘there is scope for fine-tuning current restrictions on the operating hours of gaming machines to ensure that their effectiveness is increased as much as possible’ (2009:10.21).

Potential risk factors associated with internal venue features

One internal feature in Figure 5.1 that was a potential risk factor for the problem gambler cohort (Group Two) related to both its perceived importance and actual presence in most frequented venue. This was ‘easy access to an ATM’. This finding supports the studies reviewed in Chapter Two (McMillen, Marshall & Murphy, 2004; Moore *et al.*, 2008) that suggest ATMs attract and maintain gambling behaviour and that their removal would be a beneficial harm minimisation strategy. Similarly, the Productivity Commission (2009:9.1) noted that high risk gamblers are more likely than other gamblers to use ATMs in venues and

that banning them (as has been done in Tasmania and is planned in Victoria from 2012) ‘could potentially help address gambling harms’. However, a less costly approach may be to limit withdrawals to \$200 per day, as occurs in South Australia (Productivity Commission, 2009:9.1). Currently, NSW, Victoria, Queensland, the ACT and the NT either have no daily limits on withdrawals (other than those imposed by banks) or have limits higher than \$200. Findings from the current study support the policy focus on ATM restrictions currently occurring in several jurisdictions and at the federal level (see Productivity Commission, 2009:9.2-9.3 for a review of these).

Other internal features were identified as potential risk factors for the client sample. For the ‘importance’ dimension, these were ‘able to gamble without feeling watched’, ‘adequate gambling facilities so you don’t have to wait’ and ‘comfortable seating available when gambling’. For the ‘presence’ dimension, these were that ‘the venue feels safe and secure’. These potential risk factors are not particularly conducive to policy response, especially without inconveniencing recreational gamblers.

Potential risk and protective factors associated with venue hospitality features

One hospitality feature in Figure 5.1 that was a potential risk factor for the problem gambler cohort (Group Two) related to both its perceived importance and actual presence in most frequented venue. This was that ‘you are not interrupted at the venue whilst gambling’. This finding might be interpreted to support recent attention to problem gambler identification and intervention in the venue, given that higher PGSI scores were associated with the problem gamblers in this study who were drawn to venues where they are not interrupted. The Productivity Commission (2009:8.29-8.30) cites some survey evidence to support the view that venue staff should be more proactive in intervening to assist patrons with gambling problems. Some research has developed lists of observable indicators to assist with this (for example, Delfabbro, Osborn, Nevile, Skelt & McMillen, 2007). However, while problem gambler identification in the venue is ‘certainly theoretically possible’ (Delfabbro *et al.*, 2007:18), this measure has not been widely regulated or implemented in Australia, except in the ACT and South Australia (see Productivity Commission, 2009:8.28-8.29 for a review of current requirements). However, this finding from the current study also emphasises the challenges for venue staff in intervening to assist a problem gambler, given that those who most need assistance value not being interrupted while gambling. As such, the implementation of this as a harm minimisation measure would require substantial staff training, as was found in two recent studies specifically examining this issue in Queensland and South Australia (Hing & Nuske, 2009; Hing, Nisbet & Nuske, 2010).

A second potential risk factor for the client sample relating to the presence of a hospitality feature in the most frequented venue was that ‘venue staff recognise you’. However, this was not considered an important venue characteristic by this cohort when choosing where to gamble, and so seems an incidental outcome of this cohort’s typically frequent venue patronage.

One potential protective factor was associated with the client sample in relation to the various hospitality features. This was considering it important that ‘the venue has a wide range of non-gambling activities’. That is, those who considered this more important had lower PGSI scores on average. As such, this may reflect less focus on gambling amongst those with lower PGSI scores and perhaps a desire or willingness to have breaks in their gambling through participation in other venue activities. While this feature was not a protective factor related to its presence in this cohort’s most frequented venue, it is logical that provision of non-gambling activities in venues at least provides this choice to problem and other gamblers.

Potential risk factors associated with venue advertising

No potential risk factors were associated with the importance ratings of venue advertising. However, advertising-related risk factors associated with the ‘presence in most frequented venue’ dimension were that the ‘venue conducts external advertising’ and that it ‘keeps you informed about what’s on at the venue’. Given the lack of importance ascribed to these two venue characteristics by the problem gambler client sample (Group Two), their presence in their most frequented venues may be incidental, or it may reflect the more sub-conscious effects of gambling advertising. Certainly, those in the client sample with higher PGSI scores were more likely to frequent venues with these advertising features, but whether this advertising is a causal factor in drawing them to these venues is not known. After all, advertising influences people in ways they are generally unaware of (Binde, 2007), and there has been no research on gambling advertising at the venue level. Nevertheless, venues continue to advertise their products and services (within differing jurisdictional restrictions), so it may be expected that advertising does attract and/or maintain gambling and other venue-based activity. However, no firm conclusions can be drawn from this result.

Potential risk factors associated with gaming machine features

Of the five categories of venue characteristics created for this study, it was gaming machine features that were associated with the most potential risk factors for hotels/clubs/casinos in this study. Amongst the client sample (Group Two), eight gaming machine features were identified as potential risk factors in relation to importance, and four were identified as potential risk factors in relation to presence in most frequented venue.

It is particularly instructive to consider the risk factors that were both important and present. These were that the venue ‘has gaming machines with bonus features’, ‘has low denomination machines’ and ‘has linked jackpots’. The first two of these were found to be confounding factors in the current study (Figure 5.1), and all three have been associated with regular gambling in previous research, as discussed in Chapter Two.

In relation to bonus features, the Productivity Commission (2009) cites research suggesting they are ‘potent reinforcers for regular EGM players’ (2009:11.33), provide a strong incentive for problem gamblers to keep playing, act to prolong play amongst pathological gamblers through the operation of the gambler’s fallacy, and are a factor in causing gamblers to break their pre-commitment decisions. The results from the current study support the association between bonus features and problem gambling.

In relation to the second confounding characteristic, venue commonly have many low denomination machines (1 cent and 2 cent), with smaller numbers of machines that cost up to \$1 per credit, or higher in casinos (Productivity Commission, 2009:11.3). This reflects the popularity of low denomination machines amongst gamblers generally. However, the Productivity Commission estimated that even low denomination machines allow \$600-\$1,200 to be spent for each hour of play (2009:11.5). The Commission further noted that, like recreational gamblers, problem gamblers ‘prefer to bet on low denomination EGMs, but on multiple lines to obtain greater opportunities to win bonus prizes and because it gives more playing time’ (2009:11.7). Thus, the Commission considered it is the higher intensity of play (determined by the number of lines, number of credits, cost of a credit and speed of play) that differs between problem and other gamblers. Thus, it recommended that a reduction in bet limits to ‘around \$1 ... would reduce harm from high intensity gambling without unduly affecting recreational gamblers’ (2009:11.1).

The third machine characteristic identified in the current study as a potential risk factor for both the ‘importance’ and ‘presence’ domains amongst the client sample was linked jackpots. While empirical research in this area has been inconclusive, it has been argued that linked jackpots encourage chasing losses, encourage higher expenditure per spin, reinforce false cognitions about the randomness and independence of EGM games, and undermine pre-commitment decisions (Productivity Commission, 2009:11.35). Results from the current study demonstrate that, amongst the client cohort, problem gamblers with higher PGSI scores were drawn to venues with linked jackpots.

Five gaming machine characteristics were identified as potential risk factors in the ‘importance’ domain amongst the client sample in this study (Group Two), but not in the ‘presence’ domain. These were that the venue ‘has gaming machines’, ‘the machine layout allows privacy’, the venue ‘has a large number of gaming machines’, ‘has a Las Vegas type atmosphere’ and ‘has your favourite gaming machines’. The last of these machine features was also identified as a potential risk factor amongst the national sample (Group One), but in terms of its presence in most frequented venue. Interestingly, the Australian Institute of Primary Care (2006) found that most problem gamblers in their study had a favourite gaming machine which, if unavailable, would prompt some to leave the venue. This, and results of the current study, suggest that future studies should examine the process of how gamblers develop favourite gaming machines. This may lead to targeted treatment and educational campaigns that dispel myths of luck and superstition associated with the gambler’s relationship with gaming machines.

Having summarised and discussed the risk, protective and confounding factors identified for Groups One and Two in relation to the literature and some aspects of gambling policy, the discussion now turns to some differences between the two samples, the variance in problem gambling explained by venue characteristics, and some additional points around harm minimisation.

Differences between the two samples

In this study, stark differences were apparent between the national sample (Group One) and the client sample (Group Two) of gamblers. This was apparent from the description of participants to the list of potential risk factors for each group. For example, from the lists of the top ten rated items, the client group tended to rate gambling-related features as more important when choosing where to gamble and also as more likely to be present in their most frequented venue when compared to the national group. The client group also had a considerably greater number of items correlate with their scores on the PGSI than the national sample (28 vs. 2) and these also tended to reflect stronger relationships. This was in terms of ‘importance when choosing where to gamble’ and the characteristics of their most frequented venue.

The most obvious explanation for this difference between these groups is that they represent two very different populations. As mentioned in Chapter Four, the client sample represents a specific sub-section of the gambling population and this is supported by their problem gambling scores. Although a score of eight or higher on the PGSI suggests a problem gambler, the client group had a large proportion of participants scoring considerably higher and also up to the maximum of 27. The national sample, on the other hand, had a highest score of 24 (one person from the 501) and a general trend toward the lower levels of the ‘problem gambler’ category. In terms of gambling behaviour, this reflects a major difference between the samples, which is also supported by expenditure and frequency data. Additionally, research has indicated that gamblers tend to only seek professional treatment

when they have hit ‘rock bottom’ or have reached a crisis point (Delfabbro, 2008) which further indicates the difference between groups, in terms of gambling (and help-seeking) behaviour. These differences may account for the very different ways in which these two groups appear to interact with venue characteristics.

While not a focus of the current study, it may be useful to speculate on the causes of these differences, the most obvious being personal characteristics. These personal characteristics could be based on personality (e.g. impulsivity), social support networks, gambling history or faulty cognitions. Blaszczynski and Nower (2002) suggested three pathways to problem gambling and a key difference between these pathways were a range of psychological factors. Given the level of involvement with gambling and therefore gambling venues for the client group, there may be some interaction with personal characteristics or history of gambling that explains the relationship between venue characteristics and problem gambling. For example, the relationship between impulsivity and problem gambling may explain why features such as ‘easy access to an ATM’ and ‘extended opening hours’ are potential risk factors for this group. These features may make it difficult for someone who is impulsive to control their gambling. Similarly, the only potential protective factor that arose was for those members of the client group who placed greater importance on venues having ‘a wide-range of non-gambling activities’. This result shows that those problem gamblers who are thinking about non-gambling activities when choosing where to gamble are scoring less on the PGSI. This result provides some support for treatment practices that advocate the substitution of other activities for gambling.

In essence, this study has identified several differences in the ways that venue characteristics influence problem gambler clients compared to other gamblers. Further research might attempt to explain why this occurs.

Venue characteristics as an explanatory variable for problem gambling

While there were large differences in the influence of venue characteristics on problem and other gamblers in this study, it is important to note that venue characteristics appeared to only explain a small proportion of the variability in problem gambling scores. For example, ‘extended opening hours’ was identified as a potential risk factor for both groups. For the national sample, this characteristic was further implicated as a confounding factor for problem gambling. However, this variable was only weakly related to levels of problem gambling for both samples, explaining around 8 per cent and 4 per cent of the variability in PGSI scores for the national and client samples respectively. However, it must be remembered that for the client group, there were a number of venue characteristic implicated as potential risk factors and these results could be additive, thereby explaining a large proportion of the variance for this group. This type of modelling could be a role for future studies examining venue characteristics with treatment-seeking problem gamblers.

Additional harm minimisation implications

Another issue to arise from the current study relates to harm minimisation. It would appear that modifications could be made to the characteristics of a gambling venue which may eliminate potential risk factors for the client group, without having negative consequences for recreational gamblers. For example, of the 15 ‘importance’ items that correlated positively with PGSI scores for the client group, three rated below 2.5 in terms of importance for the national sample. This indicates that participants in the national sample disagreed, on average, that these characteristics were important when making decisions about where to gamble. The three items were:

1. The venue has extended opening hours (2.34).
2. It is easy to access an ATM in the venue (2.26).
3. The venue has a Las Vegas type atmosphere (2.09).

Of these three, ‘extended opening hours’ warrants special mention. This item arose as a potential problem gambling risk factor for the national sample and was implicated further as a confounding factor. It was also a potential risk factor for the client group. Yet, the mean score for the national sample (2.34) suggests this characteristic is not an important venue characteristic for the majority of gamblers when choosing where to gamble. Thus, there is the opportunity to reduce extended opening hours as a harm minimisation measure that targets problem gamblers but does not affect recreational gamblers.

5.10 CHAPTER CONCLUSION

This chapter has focused on the 377 respondents to the national survey and the 156 respondents to the problem gambler client survey who indicated that their most frequented type of gambling venue was a hotel, club or casino. After outlining the key characteristics of each sample, the results were presented pertaining to the perceived importance of venue characteristics when choosing where to gamble and those relating to the actual characteristics of the participants’ most frequented venue. Venue characteristics that are potential risk and protective factors for each sample were then identified, and the results discussed in relation to the literature and some aspects of gambling policy.

CHAPTER SIX

STAND-ALONE TAB AGENCIES

6.1 INTRODUCTION

This chapter presents the results for the survey participants who indicated that their most frequented type of gambling venue (in the past 12 months) was a stand-alone TAB agency. For the national telephone survey there were 86 respondents and for the client survey there were 27 respondents. Extending on the previous section, these samples are termed Group Three and Group Four respectively.

Apart from achieving a much smaller sample size compared to the hotels/clubs/casino respondents, another major difference was the reduced number of venue characteristic items tested. For example, there were 24 'importance when choosing where to gamble' items for the TAB questionnaire compared to 48 for the hotel/club/casino questionnaire. This was partly due to the absence of a section on gaming machines but also because stand-alone TAB agencies are much smaller and more homogeneous than hotels/clubs/casinos.

This chapter is structured in the same way as Chapter Five.

6.2 CHARACTERISTICS OF RESPONDENTS

This section describes participant characteristics in terms of gender, age, household type and state/territory of residence, along with the frequency of their gambling in the previous 12 months and PGSI classification.

6.2.1 Socio-Demographic Characteristics of Groups Three and Four

Group Three (the national sample) comprised 50 males (58.1 per cent) and 36 females (41.9 per cent), whilst Group Four (the client sample) comprised 22 males (81.5 per cent) and five females (18.5 per cent). Thus, the client sample had far fewer females than males. One clear difference with the data from hotels/clubs/casino is the greater proportion of men compared to women, particularly for the client sample (Group Four).

Tables 6.1 to 6.3 provide descriptions of each sample in terms of age, household type and state/territory of residence. For both samples, the most common age category was 40-44 years, but a higher proportion of the national sample (Group Three) was in the household type 'Couple with children', whereas for the client sample (Group Four) this was 'Couple with no children'.

There are clear differences between the groups for state/territory of residence. In the national sample, the largest group was from Western Australia and this would appear appropriate given the sampling strategy and absence of gaming machines outside of the casino. However, for the client sample, the largest group was from Victoria which reflected the convenience sampling method, as most client participants were from this state overall.

Table 6.1: Age categories of Groups Three and Four

Age category	Group 3 N	Group 3 %	Group 4 N	Group 4 %
18 to 19 years	3	3.5	1	3.7
20 to 24 years	2	2.3	1	3.7
25 to 29 years	3	3.5	4	14.8
30 to 34 years	4	4.7	1	3.7
35 to 39 years	7	8.1	4	14.8
40 to 44 years	13	15.1	9	33.3
45 to 49 years	12	14.0	2	7.4
50 to 54 years	11	12.8	1	3.7
55 to 59 years	7	8.1	1	3.7
60 to 64 years	9	10.5	1	3.7
65 to 69 years	8	9.3	1	3.7
70 years or more	7	8.1	1	3.7
Total	86	100.0	27	100.0

Table 6.2: Household type categories of Groups Three and Four

Household type	Group 3 N	Group 3 %	Group 4 N	Group 4 %
Single person living alone	19	22.1	7	25.9
One parent family with children	9	10.5	0	0.0
Couple with children	36	41.9	8	29.6
Couple with no children	15	17.4	9	33.3
Group household	6	7.0	2	7.4
Other	1	1.2	1	3.7
Total	86	100.0	27	100.0

Table 6.3: State/territory of residence of Groups Three and Four

State or territory	Group 3 N	Group 3 %	Group 4 N	Group 4 %
New South Wales	21	24.4	2	7.4
Victoria	19	22.1	14	51.9
Queensland	15	17.4	3	11.1
South Australia	4	4.7	1	3.7
Western Australia	22	25.6	6	22.2
Tasmania	3	3.5	1	3.7
Northern Territory	0	0.0	0	0.0
Australian Capital Territory	2	2.3	0	0.0
Total	86	100.0	27	100.0

6.2.2 Gambling Behaviour of Groups Three and Four

The mean frequency of gambling (number of days) in the past 12 months was assessed for five forms of gambling – gaming machines, keno, casino table games, betting on horse or greyhound races and sports betting. As shown in Table 6.4, the general trend is that the client survey participants (Group Four) gambled more frequently on all forms of gambling than the regular gamblers and the non-regular gamblers in Group Three. However, the level of involvement was considerably less for all other forms when compared to betting on horse or greyhound races.

Table 6.4: Frequency of gambling for Groups Three and Four

Regularity		Gaming machines	Keno	Casino table games	Horse or greyhound races	Sporting events	Total Gambling
Group 3: Non-regular gamblers	Mean	.576	.525	.280	2.703	.771	4.856
	N	59	59	59	59	59	59
	Std. Dev.	1.1515	1.7651	.9435	2.8347	2.7186	7.3338
Group 3: Regular gamblers	Mean	25.500	16.278	9.611	147.370	16.222	214.981
	N	27	27	27	27	27	27
	Std. Dev.	78.9177	70.2281	40.0251	123.7494	42.5884	139.0615
Group 3: Total national sample	Mean	8.401	5.471	3.209	48.122	5.622	70.826
	N	86	86	86	86	86	86
	Std. Dev.	45.1809	39.5577	22.5745	96.1795	24.7360	124.7946
Group 4: Total client sample	Mean	58.833	16.333	18.722	174.278	78.926	347.093
	N	27	27	27	27	27	27
	Std. Dev.	94.0062	42.5464	54.9598	140.1250	118.0261	242.9695

Table 6.5 displays the summary statistics for both groups across each PGSI category. The most salient difference is in the ‘problem gambler’ category. No participant from Group Three scored in this category, whilst all 27 participants from Group Four did. The range of scores for the non-regular group was 0-2, for the regular group 3-7 and for the client group 8-27. This suggests a good range of scores was achieved which was necessary for correlational analyses in the following sections.

Table 6.5: PGSI scores of Groups Three and Four

PGSI Category		Group 3 Regular gamblers	Group 3 Non-regular gamblers	Group 3 Total	Group 4 Total
Non-problem gambler	N	13	51	64	0
	%	48.1%	86.4%	74.4%	0.0%
Low risk gambler	N	8	8	16	0
	%	29.6%	13.6%	18.6%	0%
Moderate risk gambler	N	6	0	6	0
	%	22.2%	.0%	7.0%	0.0%
Problem gambler	N	0	0	0	27
	%	0.0%	0.0%	0.0%	100%
Total	N	27	59	86	27
	%	100.0%	100.0%	100.0%	100.0%

6.3 IMPORTANCE OF TAB AGENCY CHARACTERISTICS WHEN CHOOSING WHERE TO GAMBLE

The stand-alone TAB respondents were asked to rate 24 created venue characteristics items in terms of importance when choosing a stand-alone TAB agency to gamble at. These 24 items were presented in the four created categories of location, internal features, hospitality and advertising. The mean scores were calculated for each item and the full results for both the national sample and the client sample are presented in Appendix E.

In summary, the client sample (Group Four) tended to rate the importance items more highly than the national sample (Group Three) did. There were seven items that scored an average of three or higher for Group Four. However, only three items scored at this level for Group Three. This reflected the greater reported importance of items overall for the client group. Furthermore, although each group had nine similar items in their lists of top ten rated items, the client sample included the item related to extended opening times, whilst the national sample included the item related to comfortable seating. The most important ten items are listed below with their mean scores in descending order of perceived importance for both Group Three and Group Four.

The ten highest rating items for **Group Three** (national sample) were:

1. The TAB's staff provide good service (3.4).
2. The TAB feels safe and secure (3.4).
3. The TAB has adequate betting facilities so you don't have to wait (3.0).
4. The TAB is easy to get to by private car (2.9).
5. You can bet privately at the TAB without feeling watched (2.8).
6. The TAB is located near to where you live (2.8).
7. The TAB is not too noisy (2.8).
8. The TAB is not too crowded (2.7).
9. You are not interrupted whilst gambling at the TAB (2.6).
10. That you can easily find comfortable seating in the TAB when gambling (2.6).

The ten highest items for **Group Four** (client sample) were:

1. The TAB has adequate betting facilities so you don't have to wait (3.3).
2. You can bet privately at the TAB without feeling watched. (3.3).
3. The TAB's staff provide good service. (3.2).
4. The TAB is not too crowded (3.1).
5. You are not interrupted whilst gambling at the TAB (3.1).
6. The TAB is easy to get to by private car (3.0).
7. The TAB feels safe and secure (3.0).
8. The TAB has extended opening hours (2.9).
9. The TAB is not too noisy (2.9).
10. The TAB is located near to where you live (2.9).

6.4 CORRELATES OF IMPORTANT TAB AGENCY CHARACTERISTICS

Following the same process used for the hotel/casino/club data, each venue characteristic was correlated with gender, age and total PGSI score. The major purpose of these analyses was to utilise PGSI scores to identify risk and protective factors that may be generalised beyond the current sample to the wider population of gamblers. However, a weakness of these analyses was the small sample size for Group Four and the reduction in power to detect significant relationships. For Group Three, the sample size of 86 allowed for even weak correlations (of around .21 or higher) to achieve significance at the .05 level. However, for Group Four the correlations needed to be stronger (around .35) with the same parameters. Subsequently a pattern emerged in the analysis that more venue characteristics were significant for the national sample than the client group. It is suggested that the correlations for Group Four still have descriptive value and that future research should target a larger group of treatment seeking gamblers who identify a stand-alone TAB as their most frequented venue.

6.4.1 Correlates with Gender

Of the 24 correlations performed with the national sample (**Group Three**), there were five that indicated a significant relationship. All were negative relationships which reflect that men rated the following characteristics of stand-alone TAB agencies as more important than women, when choosing where to gamble. These items were

1. The TAB is located near to where you work or study ($r = -.262, p = .016$).
2. The TAB's surrounding streetscape is attractive ($r = -.256, p = .020$).
3. The TAB has extended opening hours ($r = -.331, p = .002$).
4. The TAB has adequate betting facilities so you don't have to wait ($r = -.395, p = .000$).
5. The TAB's staff provide good service ($r = -.264, p = .014$).

The strongest of these items was with regard to not waiting, with a coefficient just below .40. This suggests that around 16 per cent of the variance in scores for this item could be explained by the gender of the gambler. This result may have been due to different betting strategies by men and women, for example, with men preferring to follow the market movements of a horse and betting as close to the start time of a race as possible.

The client group (**Group Four**), however, achieved fewer significant correlations than the national sample. For stand-alone TAB agencies, there was one significant relationship for Group Four. This negative relationship between gender and the perceived importance of the venue being not too noisy ($r = -.479, p = .011$) indicated that men placed greater importance on this internal feature than did women. Of course, there were only five women in this sample, which limits the reliability of this result, but it does suggest that around 23 per cent of the variance in the rating of this item could be explained by gender.

6.4.2 Correlates with Age

For **Group Three**, there were only two items that correlated with age. These were 'It is important that there is easy access to an ATM near the TAB', ($rs = -.212, p = .050$) and 'It is important that you can easily find comfortable seating in the TAB' ($rs = -.227, p = .038$). Both of these were negative associations indicating that as age increased, these items were reportedly of less importance. It should be noted that the first of these items only just achieved significance, and both coefficients are best described as weak.

For **Group Four**, there were no significant relationships between age and the venue characteristic items.

6.4.3 Correlates with Problem Gambling

A similar pattern of correlations was found with the PGSI as was found for gender and age. The national sample analysis revealed eight significant correlations between the PGSI score and the venue characteristic items. However, there were none for the client sample, although this may be explained by the small sample size. The full results for all analyses are provided in Tables 6.6 to 6.9. Despite the lack of significant results for the client sample, the coefficients may still be used in a descriptive manner (i.e. not generalised beyond the current sample) and can help inform future research.

As shown in Table 6.6, for **Group Three** there were two significant relationships between location variables and PGSI scores. The strongest of these was for the 'extended opening hours' variable. This relationship indicates that those who scored higher on the PGSI also agreed more strongly with the statement that extended opening hours were important when choosing where to gamble. A second, weaker relationship was found between the variable 'the TAB is located near to other gambling, entertainment or restaurant venues you visit'. Again, this relationship indicates that those who scored higher on the PGSI also agreed more strongly that this characteristic was important when choosing where to gamble.

Four significant and positive results were found between the PGSI and items measuring internal features (Table 6.7). These indicate that, as PGSI scores increased, so did the perceived importance that the TAB agency has adequate betting facilities so you don't have to wait, it is easy to find comfortable seating in the TAB when gambling, it is a good place to socialise with other people, and is not too noisy.

Table 6.8 shows the correlation results between PGSI scores and the two variables relating to importance of hospitality features when choosing where to gamble. Two significant and positive results were found. The first indicates that, as PGSI scores increased, the perceived importance of the TAB's staff providing good service increased. The second indicates that, as PGSI scores increased, the perceived importance of not being interrupted whilst gambling at the TAB increased.

There were no other significant relationships for Group Three and, as mentioned above, none for **Group Four**. The strongest relationship for Group Four was for the item 'the venue has a high profile in the community'. This achieved a coefficient of $r = -.33$.

Table 6.6: Correlation of importance of location items with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The TAB is located near to where you live	83	.100	.370	27	-.310	.116
The TAB is located near to where you work or study	84	.053	.635	27	-.135	.503
The TAB is located near to where you shop, bank or use other services	85	.164	.135	27	-.032	.872
The TAB is located near to other gambling, entertainment or restaurant venues you visit	85	.264	.015	27	.001	.995
The TAB is easy to get to by public transport	83	.098	.380	27	.080	.691
The TAB is easy to get to by private car	86	.168	.122	27	-.024	.904
The TAB provides transport (courtesy bus)	84	-.005	.961	27	.069	.734
The TAB's surrounding streetscape is attractive	83	.058	.602	27	.121	.549
The TAB has an eye-catching external appearance	82	-.020	.860	27	.110	.584
The TAB has extended opening hours	85	.365	.001	27	.169	.398
There is easy access to an ATM near the TAB	86	.179	.100	27	.108	.592

Table 6.7: Correlation of importance of internal features with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The TAB has adequate betting facilities so you don't have to wait	84	.297	.006	27	.058	.776
You can bet privately at the TAB without feeling watched	84	.177	.107	27	.055	.783
You can easily find comfortable seating in the TAB when gambling	84	.223	.041	27	.117	.562
The TAB feels safe and secure	85	.171	.119	27	.045	.825
The TAB is a good place to socialise with other people	85	.215	.048	27	.016	.938
The TAB has a lively atmosphere	84	.202	.065	27	-.047	.815
The TAB is not too noisy	85	.273	.012	27	-.103	.608
The TAB is not too crowded	85	.058	.597	27	-.115	.567

Table 6.8: Correlation of importance of hospitality features with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The TAB's staff provide good service	86	.232	.032	27	-.007	.971
The TAB's staff recognise you	85	.158	.148	27	-.038	.852
You are not interrupted whilst gambling at the TAB	83	.263	.016	27	-.200	.316

Table 6.9: Correlation of importance of advertising items with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The venue conducts external advertising	86	-.069	.530	27	-.153	.447
The venue has a high profile in the community	85	.076	.489	27	-.330	.092
The venue keeps you informed about what's on at the venue	85	.134	.223	27	-.103	.610

6.5 GAMBLING AT MOST FREQUENTED TAB AGENCY

This section reports on aspects of these respondents' patronage and gambling at their most frequented stand-alone TAB agency.

6.5.1 Location and Distance Travelled to Most Frequented TAB Agency

A comparison of the data presented in Table 6.10 and the corresponding results for hotels/club/casino highlights a major difference with regard to distance travelled to most frequented venue. Where almost 12 per cent of Group One travelled more than 20km to a hotel/club/casino, only six per cent of Group Three indicated this. Similarly, there was almost 7 per cent of Group Two who travelled more than 20km to a hotel/club/casino, but no one in Group Four indicated this. In fact, no one in Group Four indicated that they travelled more than 10kms to their most frequented TAB agency.

Despite these apparent differences, the usual mode of transport to their most frequent gambling venue was almost identical for all Groups (One to Four). Around three-quarters indicated that their usual mode of transport was by private car. Only a small minority groups walked or cycled there, with even smaller proportions using public transport. These results for Groups Three and Four is presented in Tables 6.11 and 6.12.

Table 6.10: Distance travelled by Groups Three and Four to most frequented venue

Distance	Group 3			Group 4		
	N	%	Cum.%	n	%	Cum. %
Less than 2.5 kms	35	40.7	40.7	14	53.8	53.8
Between 2.5 and 5 kms	29	33.7	74.4	9	34.6	88.4
Between 5 and 10 kms	11	12.8	87.2	3	11.5	100.0
Between 10 and 20 kms	6	7.0	94.2	0	0.0	100.0
Over 20 kms	5	5.8	100.0	0	0.0	100.0
Total	86	100.0		26	100.0	100.0

Table 6.11: Usual mode of transport for Groups Three and Four to most frequented venue

Mode of transport	Group 3		Group 4	
	N	%	n	%
By private car	66	76.7	21	77.8
By public transport	4	4.7	1	3.7
Walk or cycle	16	18.6	5	18.5
Total	86	100.0	27	100.0

6.5.2 Recency of Gambling at Most Frequented TAB Agency

To check that the client group (Group Four) had some recent exposure to TAB agencies, they were asked to indicate how long it had been since their last visit to their most frequented venue. Table 6.12 shows that over 80 per cent had visited their most frequented agency within the last month.

Table 6.12: Recency of gambling at most frequented venue for Group Four

Recency	N	%	Cum. %
About a week ago	13	48.1	48.1
About a fortnight ago	1	3.7	51.9
About a month ago	8	29.6	81.5
About 3 months ago	2	7.4	88.9
About 6 months ago	2	7.4	96.3
About 12 months ago	1	3.7	100.0
Total	27	100.0	

6.5.3 Gambling Frequency at Most Frequented TAB Agency

The client group had gambled the most frequently over the past 12 months when compared to both regular and non-regular gamblers from the national sample. Their mean frequency was almost twice that of regular gamblers from Group Three, as shown in Table 6.13.

Table 6.13: Number of days per month on which Groups Three and Four gambled at most frequented venue

Sample	Mean	N	Std. Deviation
Group 3: Non-regular gamblers	1.237	59	.7952
Group 3: Regular gamblers	7.593	27	6.8571
Group 3: Total national sample	3.233	86	4.8596
Group 4: Total client sample	13.400	27	8.0650

6.5.4 Gambling Expenditure at Most Frequented TAB Agency

Groups Three and Four respondents were asked ‘In the last 12 months, how much money, not including winnings, did you spend on TAB betting at this venue in a typical month?’ Group Four spent the largest amount, which was more than six times the regular gamblers from the national survey. However, there was great variation in responses from Group Four, as indicated by the large standard deviation in Table 6.14.

Table 6.14: Expenditure per month by Groups Three and Four on TAB betting at most frequented venue

Sample	Mean	N	Std. Deviation
Group 3: Non-regular gamblers	30.780	59	66.0256
Group 3: Regular gamblers	280.385	26	395.5703
Group 3: Total national sample	107.129	85	250.9297
Group 4: Total client sample	1835.82	27	2333.7477

6.6 CHARACTERISTICS OF MOST FREQUENTED TAB AGENCY

Group Three and Group Four participants were asked to rate their agreement with 22 items that describe their most frequented venue. The mean rating was calculated and Appendix E displays these in rank order by category (location, internal features, hospitality, advertising). The following lists show the ten highest ranking items for Group Three followed by Group

Four. All items achieved a mean between 2.5 and 3.5 which reflects an overall agreement (i.e. a score of 3) with these items.

For **Group Three** (the national sample) the top ten were:

1. The staff provide good service (3.4).
2. It is easy to get to (3.2).
3. It has adequate betting facilities so you don't have to wait (3.0).
4. It feels safe and secure (3.0).
5. It has extended opening hours (2.9).
6. You can bet privately without feeling watched (2.9).
7. It has easy access to an ATM (2.9).
8. It is located near to where you shop, bank or use other services (2.8).
9. It is not too crowded (2.8).
10. The surrounding streetscape is attractive (2.7).

For **Group Four** (the client sample), the ten highest rated items were:

1. It has adequate betting facilities so you don't have to wait (3.1).
2. It is easy to get to (3.1).
3. The staff provide good service (3.1).
4. The staff recognise you (3.1).
5. It feels safe and secure (3.0).
6. You can bet privately without feeling watched (2.9).
7. You are not interrupted whilst gambling (2.9).
8. It is not too crowded (2.9).
9. You can easily find comfortable seating when gambling (2.9).
10. It is located near to where you shop, bank or use other services (2.8).

Whilst both groups shared many similar items in their top ten, and the top three were identical, there were three different items in both lists. Given the client group's increased frequency of betting at a TAB, it is perhaps not surprising that the item 'The staff recognise you' was a more highly endorsed feature of their most frequented TAB. Also, as gamblers who are more involved than those in Group Three, they may prefer to gamble at a venue where they 'are not interrupted whilst gambling' and 'can easily find comfortable seating when gambling'.

6.7 CORRELATES OF CHARACTERISTICS OF MOST FREQUENTED TAB AGENCY

As was done for the ‘importance’ items, the features of the participants’ most frequented TAB agency were correlated with their gender, age and PGSI scores.

6.7.1 Correlates with Gender

Initial Pearson correlations were undertaken between each item and the gender variable. For **Group Three** a significant and negative correlation was found between one of the hospitality features of the respondents’ most frequented venue and gender. This result indicated that women were more likely to agree than men that the staff recognise them at their most frequented stand-alone TAB agency ($r = -.219, p = .046$).

Furthermore, two significant and positive correlation coefficients were found for Group Three between the advertising of the respondents’ most frequented venue and gender. These indicated that women agreed more than men that their most frequented venue has a high profile in the community ($r = .259, p = .016$) and also that it keeps them informed about what’s on at the venue ($r = .227, p = .036$).

For **Group Four**, a significant and positive association was found between gender and agreement with the item that the most frequented TAB agency is located near to other gambling, entertainment or restaurant venues you visit ($r = .509, p = .007$). Thus, women agreed more with this statement than men. Also women agreed more than men that their most frequented venue conducts external advertising ($r = .406, p = .040$) and also that it has a high profile in the community ($r = .427, p = .026$). Once again, the reader is reminded that the sample size for Group Four was small and contained only five women.

6.7.2 Correlates with Age

Both Group Three and Group Four had one item significantly correlate with age. For **Group Three**, this result indicated that, as age increased, agreement that the most frequented venue enables you to gamble without feeling watched also increased ($rs = .337, p = .001$). For **Group Four**, a negative relationship was found between age and the item that the most frequented TAB agency has easy access to an ATM ($rs = -.599, p = .001$). Hence, younger participants tended to rate this item more highly than older participants.

6.7.3 Correlates with Problem Gambling

There were very few significant relationships between PGSI scores and the characteristics of participants’ most frequented venue. As shown in Table 6.15, for **Group Three** two significant, positive relationships were found between PGSI scores and the location-related characteristics of most frequented venue. These indicate that, as PGSI scores increased, agreement that the most frequented venue is easy to get to and has easy access to an ATM increased. This last relationship with easy access to an ATM was also found to be significant for **Group Four**. All results are presented in the following tables (6.15 to 6.18).

Table 6.15: Correlation of location items of most frequented venue with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It is located near to where you work or study	86	.044	.688	27	-.253	.204
It is located near to where you shop, bank or use other services	86	.164	.131	27	-.013	.950
It is located near to other gambling, entertainment or restaurant venues you visit	86	.123	.258	27	-.160	.426
It is easy to get to	86	.275	.011	27	-.129	.521
The surrounding streetscape is attractive	86	.028	.795	27	.122	.544
It has an eye-catching external appearance	86	.038	.731	27	-.237	.233
It has extended opening hours	86	.046	.672	27	-.096	.634
It has easy access to an ATM	86	.247	.022	27	.399	.039

Table 6.16: Correlation of internal features of most frequented venue with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It has adequate betting facilities so you don't have to wait	86	.127	.245	27	-.107	.595
You can bet privately without feeling watched	86	-.147	.176	27	-.085	.673
You can easily find comfortable seating when gambling	86	.038	.731	27	-.043	.831
It feels safe and secure	86	-.002	.984	27	.089	.660
It is a good place to socialise with other people	86	.124	.256	27	.119	.556
It has a lively atmosphere	86	.016	.883	27	.046	.822
It is not too noisy.	86	.018	.869	27	.041	.838
It is not too crowded	86	.122	.262	27	.022	.910

Table 6.17: Correlation of hospitality features of most frequented venue with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
The staff provide good service	86	.060	.585	26	-.223	.273
The staff recognise you	86	.205	.058	26	.226	.266
You are not interrupted whilst gambling	86	.116	.289	26	.074	.720

Table 6.18: Correlation of advertising items of most frequented venue with PGSI scores for Groups Three and Four

Item	Group 3			Group 4		
	N	Pearson's r	p (2-tailed)	N	Pearson's r	p (2-tailed)
It conducts external advertising	86	-.059	.590	26	-.013	.951
It has a high profile in the community	86	.033	.765	26	-.200	.327
It keeps you informed about what's on at the venue	86	-.044	.684	26	-.272	.179

6.8 POTENTIAL RISK AND PROTECTIVE FACTORS

The analysis below follows the same procedures as reported in Section 5.8 of Chapter Five and further explores risk and protective factors and their interactions.

6.8.1 Potential risk Factors and Protective Factors for Group Three (National Sample)

In total, eight items correlated *positively* with PGSI scores across the ‘importance’ items of the survey for Group Three. These were the reported importance of the TAB:

1. Having extended opening hours.
2. Being located near to other gambling, entertainment or restaurant venues you visit.
3. Having adequate betting facilities so you don't have to wait.
4. Being easy to find comfortable seating in the TAB when gambling.
5. Being a good place to socialise with other people.
6. Being not too noisy.
7. Staff providing good service.
8. Not being interrupted whilst gambling at the TAB.

Punters who placed greater importance on these eight items when choosing where to gamble also scored higher on the PGSI and this suggests that placing importance on these features are *potential risk factors* for problem gambling.

Interactions between importance and presence of potential risk factors

To test whether the absence or presence of the above characteristics in their most frequented gambling venue influenced problem gambling levels, further analyses were undertaken.

As with the hotel/club/casino data, these TAB data was recoded to create a category for participants who rated these characteristics as important. The mean PGSI scores were then compared across the two categories that identified if the characteristic was absent or present in their most frequented TAB.

As shown in Table 6.19, although the item assessing the importance of ‘extended opening hours’ has been shown to be positively related to problem gambling, there was no significant difference in mean PGSI when this characteristic was absent or present in participant’s most frequented TAB. Table 6.19 also shows no significant differences in mean PGSI scores when the other five characteristics were absent or present in participant’s most frequented TAB. Thus, it can be concluded that the presence or absence of these characteristics in Group Three’s most frequented venue does not lessen or increase these potential risk factors.

Table 6.19: Mean PGSI scores for potential importance risk factors for Group Three

Potential risk factors considered important when choosing where to gamble	PGSI score when characteristics are present or absent in most frequented venue			
	Absent	Present	t (df)	p-value
Extended opening hours	M = 2.00 SD = 1.87 (N = 5)	M = 1.10 SD = 2.05 (N = 21)	.90 (24)	.377
Near to other gambling, entertainment or restaurant venues you visit	M = 1.43 SD = 1.72 (N = 7)	M = 1.12 SD = 2.06 (N = 17)	.351 (22)	.729
Adequate betting facilities	M = 1.00 SD = 1.58 (N = 9)	M = 0.69 SD = 1.60 (N = 61)	.547 (68)	.586
Comfortable seating	M = 0.47 SD = 0.74 (N = 15)	M = 1.06 SD = 1.88 (N = 32)	1.55 (44.217)	.128
Good place to socialise	M = 0.29 SD = 0.76 (N = 7)	M = 0.83 SD = 1.62 (N = 30)	.87 (35)	.390
Not too noisy	M = 1.54 SD = 2.44 (N = 13)	M = 0.53 SD = 1.04 (N = 45)	1.45 (13.276)	.170

The final two ‘importance’ items that achieved significant correlations with the PGSI could not be examined further due to limitations with the data. For the item ‘Staff provide good service’, 84 of the 86 TAB respondents indicated that this was important and also that it was a characteristic of their most frequented venue. There was only one respondent who rated it as not important (but present) and one respondent rated it as important but absent.

For the item ‘You are not interrupted whilst gambling’, the five respondents who indicated that it was important but absent, all had the same PGSI score of zero. This lack of variability, combined with the small sample size did not make it a suitable comparison group. For the 38 participants who rated this item as important and present, their mean PGSI score was 0.92 (SD = 1.76).

There were only two items that correlated with the PGSI for the ‘most frequented venue’ section of the survey for Group Three. These were:

1. It is easy to get to.
2. It has easy access to an ATM.

For the ‘Easy to get to’ item, there were two corresponding ‘importance’ items. These were ‘The TAB is easy to get to by public transport’ and ‘The TAB is easy to get to by private car’. Both of these were recoded and analysed. However, as shown in Table 6.20, there were no significant differences in mean PGSI between respondents who rated these characteristics as important, compared to those who did not. Similarly, for the item ‘It has easy access to an ATM’, Table 6.20 shows there also were no significant differences in mean PGSI between respondents who rated these characteristics as important, compared to those who did not. Thus, it can be concluded that these potential risk factors were not lessened or increased when considered important by Group Three when choosing where to gamble.

Table 6.20: Mean PGSI scores for potential venue risk factors for Group Three

Potential risk factors present in most frequented venue	PGSI score when characteristics are considered important or not when choosing where to gamble			
	Not Important	Important	t (df)	p-value
It's easy to get to by public transport	M = 0.64 SD = 1.57 (N = 53)	M = 0.57 SD = 1.35 (N = 28)	0.20 (79)	.842
It's easy to get to by private car	M = 0.24 SD = 0.56 (N = 17)	M = 0.73 SD = 1.61 (N = 67)	2.07 (74.097)	.042
Easy access to an ATM	M = 0.92 SD = 1.98 (N = 25)	M = 0.92 SD = 1.65 (N = 26)	0.01 (49)	.995

6.8.2 Potential Risk and Protective Factors for Group Four (Client Sample)

There were no 'importance' items significantly related to PGSI score and therefore no potential risk and protective factors identified in relation to stand-alone TABs for Group Four.

There was only one TAB characteristic item of the participants **most frequented venue** that was significantly related to PGSI scores. This item was in reference to the participants' most frequented TAB having 'easy access to an ATM'. That is, participants who were in greater agreement with this statement were also scoring higher on the PGSI.

Interactions between importance and presence of risk factors

The data for 'easy access to an ATM' in the most frequented venue were recoded to create a category 'present' that included only those participants who either agreed or strongly agreed with the statement. The mean PGSI scores were then compared across the two categories 'not important' and 'important' from the corresponding item relating to the reported importance of characteristics when choosing where to gamble.

As shown in Table 6.21, an independent samples t-test revealed no significant difference in mean scores across these categories. Thus, it can be concluded that easy access to an ATM in Group Four's most frequented venue was a potential risk factor, despite whether or not the respondent considered it an important venue characteristic when choosing where to gamble.

Table 6.21: Mean PGSI scores for potential venue risk factors for Group Four

Potential risk factors present in most frequented venue	PGSI score when characteristics are considered important or not when choosing where to gamble			
	Not Important	Important	t (df)	p-value
It has easy access to an ATM	M = 18.60 SD = 5.37 (N = 5)	M = 116.31 SD = 4.84 (N = 13)	0.88 (16)	.394

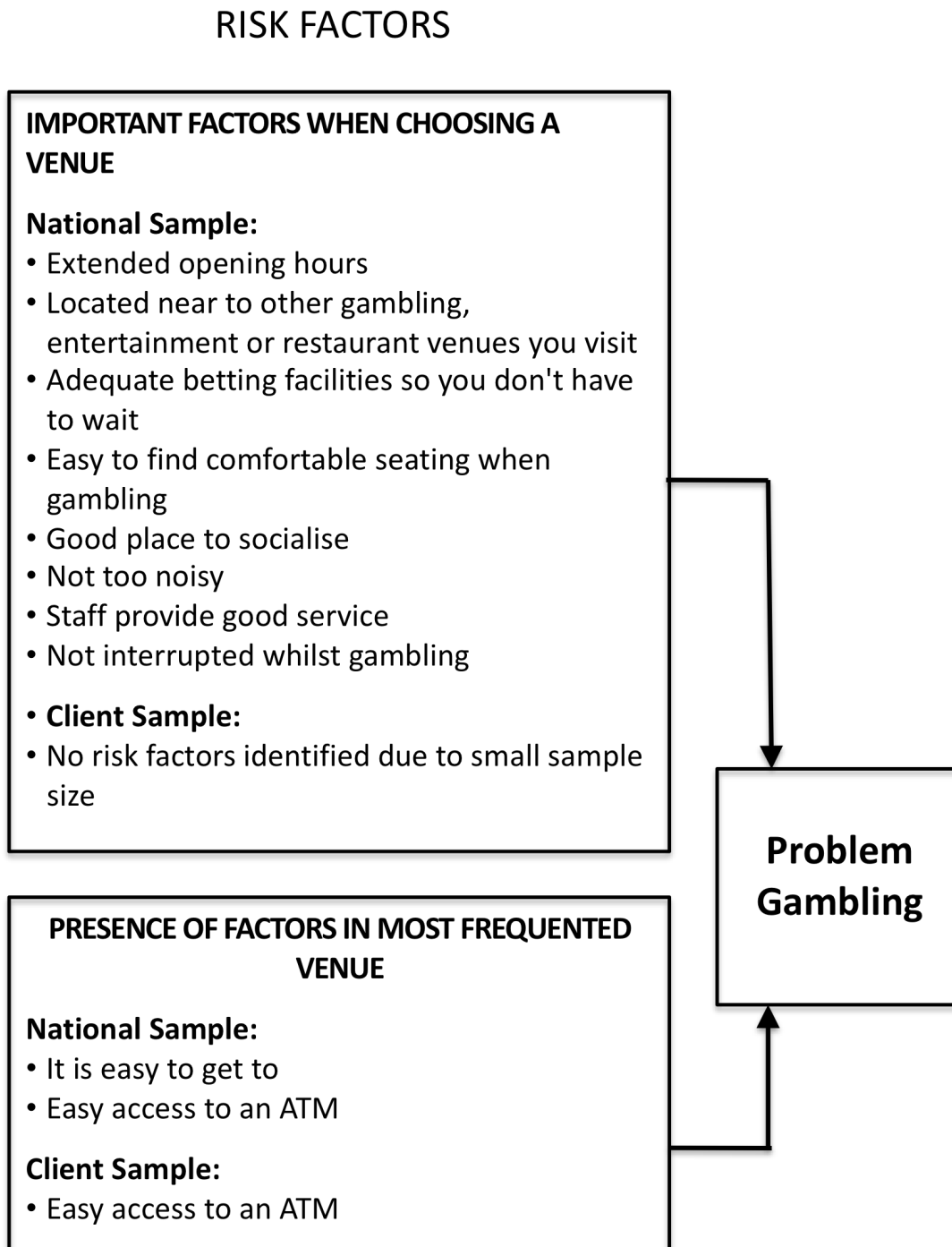
6.9 SUMMARY AND DISCUSSION

Figure 6.1 summarises the potential risk and protective factors associated with characteristics of stand-alone TAB agencies found in this study for the national sample (Group Three) and the problem gambler client sample (Group Four). It shows the following:

- Potential risk factors for problem gambling associated with the *importance* ascribed by gamblers to certain TAB agency characteristics;

- Potential risk factors for problem gambling associated with the *presence* of certain venue characteristics in gamblers' most frequented TAB agencies.
- No potential protective or compounding factors were found.

Figure 6.1: Potential risk and protective factors for Groups Three and Four in relation to characteristics of stand-alone TAB agencies



NB: Not all TAB characteristics were tested for being risk or protective factors due to limits of the sample size and variability of PGSI scores.

These potential risk factors are now discussed in relation to their alignment with prior research on characteristics of TAB outlets, and in relation to some current policy arrangements.

Potential risk factors associated with TAB agency location and accessibility

Four potential risk factors in Figure 6.1 related to aspects of venue location and accessibility, although there were differences between the ‘importance’ and ‘presence’ dimensions and between the two samples.

Potential risk factors related to the ‘importance’ dimension for the national sample (Group Three) were that the TAB agency has ‘extended opening hours’ and is ‘located near to other gambling, entertainment or restaurant venues you visit’. The positive correlation of these items with the PGSI scores in the national sample of TAB gamblers suggests that the more importance these TAB gamblers place on these aspects of convenient access, the greater the risk of problem gambling. Additionally, the most frequented TAB agency being ‘easy to get to’ was also a potential risk factor for the national sample (Group Three). These findings suggest that accessibility and a convenient location are associated with problem gambling amongst TAB punters.

However, it must be remembered that the preceding three items were not a potential risk factor for the problem TAB gamblers in treatment in this study (Group Four), although the small sample size reduced the power to detect significant relationships. Additionally, there has been no prior research into the influence of access and location on gambling and problem gambling for TAB punters, apart from those examining or commenting on how internet gambling has expanded this access (e.g. Woolley, 2003; Monaghan, 2008). Nevertheless, it is logical that enhanced ease of convenient access provides more opportunities to gamble and may promote more impulse betting. This is supported by Young *et al.* (2007:26) in their discussion of destination gambling:

Location of venues and travel time to a venue are key dimensions of accessibility.... These dimensions can influence problem gambling behaviour in several ways:

- where gaming venues are integrated with people’s daily activities, they are more visible and this can facilitate accessibility
- increased travel time to a venue gives people more time to make precommitment decisions regarding their gambling.

A further potential location-based risk factor for both Groups Three and Four in the current study was ‘easy access to an ATM’. Unlike TAB outlets in hotels, clubs and casinos, stand-alone TAB agencies do not have ATMs on the premises, so proximity of an ATM to an agency depends on the location of both. While the research reviewed in relation to ATMs in Chapters Two and Five suggested that ATMs within venues attract and maintain gambling behaviour, no research has been conducted into how the proximity of ATMs outside a venue influences gambling behaviour. While some jurisdictions have (or plan to) remove in-venue ATMs or have placed limits on individual and/or daily withdrawals, there appears to have been little consideration given to the proximity of ATMs outside of gaming venues, including for TAB agencies. The current results suggest that easy access to an ATM outside of TAB agencies is a potential risk factor for both problem and other gamblers. This raises the question of how much distance is needed for a gambler to make a considered decision about withdrawing money to gamble, or continue gambling, with. Interestingly, the NSW Office of Liquor, Gaming and Racing recently requested research be conducted that investigated the issue of ATM distance and problem gambling.

Potential risk factors associated with internal TAB agency features

Four ‘importance’ items were identified as potential risk factors for the TAB gamblers in the national sample (Group Three). These were that the TAB agency has ‘adequate betting facilities so you don’t have to wait’, it is ‘easy to find comfortable seating when gambling’, ‘it is a good place to socialise with other people’ and it is ‘not too noisy’. Next to no research has been conducted in any of these areas, but the importance placed on comfortable seating and socialising is suggestive of longer visits to TAB agencies. The importance placed on not having to wait to place a bet and the agency not being too noisy suggests market-driven betting behaviour where bets are placed as late as possible before the start of a race and the desire to watch and hear the race at the TAB agency. These may be characteristics of more ‘serious’ or involved punters.

Rosecrance (1986) is one of the few researchers to rigorously examine betting behaviour and associated motivations. From research into naturally occurring groups of punters, and in a paper entitled ‘Why Regular Gamblers Don’t Quit’, he argued that:

... a significant sustaining mechanism of gambling persistence could be located in the binding social arrangements that have developed among the players. A delineation of these arrangements provides a basis for comprehending regular gamblers’ commitment to maintain participation in the social world of gambling, despite financial loss (1986:357).

Thus, Rosecrance (1986) and others (e.g. Ocean & Smith, 1993) recognised the importance of gambling’s positive social rewards to punters, in spite of financial losses, reflected in the potential risk factor associated with socialising in the current study. However, again it is noted that no potential risk factors were found for the client sample (Group Four) in relation to internal TAB agency features.

Potential risk factors associated with TAB agency hospitality features

As shown in Figure 6.1, two potential risk factors were identified for the national sample (Group Three) in relation to the perceived importance placed on two hospitality features. The more importance this sample placed on the TAB agency staff providing good service and not being interrupted whilst gambling, the higher the PGSI score. Again, there is no research to support this, but logic suggests that it is the more ‘serious’ punter that requires quick placement of bets and to focus on betting activities without being distracted by staff. However, no potential risk factors were found for the client sample (Group Four) in relation to TAB agency hospitality features.

In summary, only two characteristics of participants’ most frequented TAB agency were identified as potential risk factors for problem gambling, and both of these were related to the agency’s location (‘easy to get to’ and ‘easy access to an ATM’). However, several location, internal features and hospitality features were identified as potential risk factors when considered important by the national sample. These seem to reflect punting behaviours that involve longer stays at the TAB agency, market-driven bets, close involvement in betting and an interest in the social aspects of punting. That no potential risk factors were found in the ‘importance’ domain for the problem TAB gamblers in the study is most likely due to the small sample size.

Differences between the two samples

As noted above, a limitation in directly comparing the results of Groups Three and Four is the reduced sample size for Group Four. Fewer potential risk factors were identified for this group and this is largely attributed to the sample size issue, rather than the absence of risk (and protective) factors. There was only one item for Group Four that was identified as a

potential risk factor and this was for when their most frequented venue had easy access to an ATM. Further research with a larger sample of problem TAB gamblers is needed to ascertain whether additional risk factors are at play.

6.10 CHAPTER CONCLUSION

This chapter has focused on the 86 respondents to the national survey and the 27 respondents to the problem gambler client survey who indicated that their most frequented type of gambling venue was a stand-alone TAB agency. The main characteristics of each sample were outlined, before the survey results were presented in relation to the perceived importance of TAB agency characteristics when choosing where to gamble and those relating to the characteristics of the participants' most frequented agency. Agency characteristics that are potential risk and protective factors for each sample were then identified, and the results discussed in relation to the limited literature available.

CHAPTER SEVEN

RACECOURSES

7.1 INTRODUCTION

This chapter presents the results for the survey participants who indicated that their most frequented type of gambling venue (in the past 12 months) was a racecourse. However, from the national survey, there were only 38 respondents (Group Five) and from the client survey there were only three (Group Six).

These sample sizes limit the use of inferential statistics and the generalisability of the data. This is particularly true for Group Six and hence, the focus will be on the results from the national survey data. However, even within the 38 participants that comprise Group Five, only four participants were regular gamblers (i.e. at least once weekly across all forms of gambling in the past 12 months). This restricts this data to largely non-regular gamblers, which further limits the generalisability of the results. Where appropriate, these results will be compared with the other participants from the national survey, rather than with the three participants from the client survey. Despite the obvious limitations of the results overall, they remain important as there is very little published information about racecourse gamblers.

7.2 CHARACTERISTICS OF RESPONDENTS

This section describes participant characteristics in terms of gender, age, household type and state/territory of residence, along with the frequency of their gambling in the previous 12 months and PGSI classification.

7.2.1 Socio-Demographic Characteristics of Groups Five and Six

Group Five comprised 22 males (57.9 per cent) and 16 females (42.1 per cent). Tables 7.1 to 7.3 show the age, household type and state/territory of residence for Group Five, along with the national sample overall. When compared to the total national sample, it is evident that Group Five were over-represented in the 65-69 years age group, 'couple with no children' household type and residence in Western Australia.

The three respondents from the client survey comprised two males (66.6 per cent) and one female (33.3 per cent). One was aged 40-44 years, another was aged 60-64 years and the third was aged 65-69 years. In terms of household type, one was a single person living alone, one lived as a couple with children and the third lived in a group household. Two lived in Victoria and one in Tasmania.

Table 7.1: Age categories of Group Five

Age category	Group 5 N	Group 5 %	National telephone survey %	Difference % points
18 to 19 years	1	2.6	3.2	-0.6
20 to 24 years	2	5.3	5.6	-0.3
25 to 29 years	3	7.9	4.4	3.5
30 to 34 years	4	10.5	7.0	3.5
35 to 39 years	3	7.9	8.4	-0.5
40 to 44 years	3	7.9	8.0	-0.1
45 to 49 years	4	10.5	10.0	0.5
50 to 54 years	2	5.3	9.6	-4.3
55 to 59 years	4	10.5	14.2	-3.7
60 to 64 years	4	10.5	8.2	2.3
65 to 69 years	6	15.8	9.4	6.4
70 years or more	2	5.3	12.2	-6.9
Total	38	100.0	100.0	0

Table 7.2: Household type categories of Group Five

Household type	Group 5 N	Group 5 %	National telephone survey %	Difference % points
Single person living alone	3	7.9	23.0	-15.1
One parent family with children	0	0.0	6.8	-6.8
Couple with children	15	39.5	36.2	3.3
Couple with no children	16	42.1	27.4	14.7
Group household	4	10.5	5.4	5.1
Other	0	0.0	1.2	-1.2
Total	38	100.0	100.0	0

Table 7.3: State/territory of residence of Group Five

State or territory	Group 5 N	Group 5 %	National telephone survey %	Difference % points
New South Wales	10	26.3	33.3	-8.9
Victoria	11	28.9	24.6	-2.5
Queensland	5	13.2	19.2	-1.8
South Australia	2	5.3	8.0	-3.3
Western Australia	7	18.4	9.8	15.8
Tasmania	2	5.3	2.8	0.7
Northern Territory	1	2.6	0.8	-0.8
Australian Capital Territory	0	0	1.6	0.7
Total	38	100.0	100.0	0

7.2.2 Gambling Behaviour of Groups Five and Six

Table 7.4 shows the mean frequency of gambling (number of days) in the past 12 months across the five forms of gambling relevant to this study – gaming machines, keno, casino table games, betting on horse or greyhound races and sports betting.

These mean scores are shown for both the regular and non-regular gamblers that comprise Group Five. As can be seen, betting on horse or greyhound races was the form of gambling most frequently engaged in by both groups. Regular gamblers reported gambling on the races, on average, 130 days in the last 12 months, while the non-regular gamblers reported an average of 2.8 days. It should be noted that this form of gambling was not restricted to racecourse betting, but includes gambling on horse and greyhound racing at off-course sites also (e.g. TAB agencies).

Table 7.5 shows the PGSI categories of Group Five. When compared to the corresponding results from the whole sample of 501 respondents to the national telephone survey, it is apparent that Group Five has no problem gamblers and lower proportions of moderate and low risk gamblers, but a higher proportion of non-problem gamblers. This result is not surprising, given that most gambling problems are associated with gaming machines and these are only found in hotels, clubs and casinos, which are not the most frequented venues of Group Five.

Table 7.4: Frequency of gambling of Group Five

Regularity		Gaming machines	Keno	Casino table games	Horse or greyhound races	Sporting events	Total Gambling
Non-regular gamblers	Mean	.368	.132	.044	2.779	.235	3.559
	N	34	34	34	34	34	34
	Std. Dev.	.8007	.4319	.2572	2.6146	.9148	3.1012
Regular gamblers	Mean	2.500	1.250	.000	130.000	52.000	185.750
	N	4	4	4	4	4	4
	Std. Dev.	2.1985	2.5000	.0000	156.0000	104.0000	261.8417
Total	Mean	.592	.250	.039	16.171	5.684	22.737
	N	38	38	38	38	38	38
	Std. Dev.	1.1847	.8910	.2433	59.5386	33.7181	93.6928

Table 7.5: PGSI scores of Group Five

PGSI Category		Group 5 Regular gamblers	Group 5 Non-regular gamblers	Group 5 Total	National telephone survey %
Non-problem gambler	N	2	34	36	346
	%	50.0%	100.0%	94.7%	69.1%
Low risk gambler	N	1	0	1	81
	%	25.0%	.0%	2.6%	16.2%
Moderate risk gambler	N	1	0	1	56
	%	25.0%	.0%	2.6%	11.2%
Problem gambler	N	0	0	0	18
	%	0.0%	0.0%	0.0%	3.6%
Total	N	4	34	38	501
	%	100.0%	100.0%	100.0%	100.0%

For the three participants in the client sample group (Group Six), all indicated that they had gambled on horse or greyhound racing, sporting events and gaming machines in the past 12 months. In terms of the PGSI categories for Group Six, one scored as a non-problem gambler, one scored as a moderate risk gambler and one scored as a problem gambler.

7.3 IMPORTANCE OF RACECOURSE CHARACTERISTICS WHEN CHOOSING WHERE TO GAMBLE

Appendix F shows the mean ranked importance of the 33 created racecourse items when choosing where to gamble. Racecourse gambling is quite different to gambling at hotel/clubs/casinos and stand-alone TAB agencies. An individual racecourse will hold a betting event much less frequently and there are rarely two events held on the same day in close proximity to each other. Asking participants to rate the importance of racecourse characteristics ‘when choosing where to gamble’ may appear to imply a choice that does not exist, but participants may choose to only attend certain racecourses based on the presence of certain characteristics. The only difference with hotels/clubs/casinos and stand-alone TAB agencies is that they may do this less frequently (these data are provided in Section 7.5).

Of the ‘top ten’ racecourse characteristics that were rated as most important when choosing where to gamble, two scored over 3.5, suggesting that Group Five, on average, strongly agreed with these statements. The remainder scored between 3.0 and 3.5, suggesting there was reasonably strong agreement that these venue characteristics were important when choosing where to gamble. These scores are generally higher than those for the TAB results and more closely match those of the hotel/club/casino results. This is perhaps due to the limited services offered in stand-alone TABs and the presence of non-gambling activities at both racecourses and hotels/clubs/casino (e.g. dining, membership).

These most important ten items are listed below with their mean scores in descending order of perceived importance to **Group Five**:

1. The racecourse feels safe and secure (3.6).
2. The staff at the racecourse provide good service (3.6).
3. The racecourse has a wide range of bar and dining facilities (3.5).
4. The racecourse is a good place to socialise with other people (3.4).
5. The racecourse's entry or membership prices are reasonable (3.4).
6. The racecourse has a lively atmosphere (3.3).
7. You can easily find comfortable seating at the racecourse when gambling (3.3).
8. The racecourse has adequate betting facilities so you don't have to wait (3.2).
9. The racecourse is easy to get to by public transport (3.1).
10. The racecourse is easy to get to by private car (3.0).

7.4 CORRELATES OF IMPORTANT RACECOURSE CHARACTERISTICS

The purpose of this section is to assess the relationship between the importance gamblers reportedly place on racecourse characteristics and their gender, age and level of problem gambling. However, these analyses could not be conducted in relation to level of problem gambling as there was very little variability, or a restricted range of PGSI scores. Only two of the 38 participants scored above zero on the PGSI. Hence, this section is limited to correlates

with gender and age, and these results may be of benefit to future studies on racecourse gamblers.

7.4.1 Correlates with Gender

There were three significant relationships between gender and the reported importance of racecourse characteristics when choosing where to gamble. The first indicated that men agreed more strongly than women that it is important the racecourse is easy to get to by public transport ($r = .333, p = .041$). The second indicated that men agreed more strongly than women that it is important that the racecourse provides transport, such as a venue courtesy bus ($r = .330, p = .050$). The third reflected that men placed greater importance than women on the racecourse feeling safe and secure ($r = .337, p = .038$). Whilst the first two items are related and may reflect issues around drinking and driving, the third item has been a characteristic previously associated with women and gaming venues.

7.4.2 Correlates with Age

The relationship between age and the ‘importance’ variables was assessed with a Spearman’s rho correlation, which can be interpreted in the same manner as the Pearson coefficients. The results generally show no relationship; however, three significant, negative coefficients were found. The first was for the item ‘It is important that the racecourse provides transport (courtesy bus)’ and this achieved a correlation of $rs = -.352, p = .035$. This indicates that, as age increased, the perceived importance of the racecourse providing transport when choosing where to gamble decreased. This is the same item as gender and thus it would appear that young men place greater importance on racecourses providing transport.

The second and third items that achieved significance related to extended opening hours ($rs = -.325, p = .049$) and easy access to an ATM ($rs = -.442, p = .005$). In both cases, these items were rated less important as age increased.

7.5 GAMBLING AT MOST FREQUENTED RACECOURSE

This section reports on aspects of these respondents’ patronage and gambling at their most frequented racecourse.

7.5.1 Location and Distance Travelled to Most Frequented Racecourse

Participants were first asked some details about the location of their most frequented racecourse and their gambling behaviour within the racecourse.

The first question asked ‘How many kilometres is this venue from where you live?’ As shown in Table 7.6, it is apparent that nearly one-third of Group Five (34.2 per cent) most frequented a racecourse that was within 10 kilometres from their home, with nearly half (47.4 per cent) travelling between 10 and 20 kilometres from home. Nearly one-fifth (18.2 per cent) travelled over 20 kilometres. These figures are quite different to both the data from hotels/clubs/casino and stand-alone TABs, but reflect the smaller number of racecourses and their tendency to be located away from urban centres. Also, whilst the most popular mode of transport to all venue types has been private car, proportionally this figure was the lowest for the racecourse sample. This is somewhat unusual given the extra distance travelled, but is in agreement with the importance results for public transport. Table 7.7 shows that just over 34 per cent indicated they travelled to their most frequent racecourse by public transport, with the remainder (65.8 per cent) went by private car.

Table 7.6: Distance travelled by Group Five to most frequented venue

Distance	N	%	Cumulative %
Less than 2.5 kms	1	2.6	2.6
Between 2.5 and 5 kms	5	13.2	15.8
Between 5 and 10 kms	7	18.4	34.2
Between 10 and 20 kms	18	47.4	81.6
Over 20 kms	7	18.4	100.0
Total	38	100.0	

Table 7.7: Usual mode of transport for Group Five to most frequented venue

Mode of transport	N	%
By private car	25	65.8
By public transport	13	34.2
Total	38	100.0

7.5.2 Gambling Frequency at Most Frequented Racecourse

The respondents were asked ‘During the last 12 months how many days per month, on average, did you gamble at this venue?’ Table 7.8 shows these results. On average, the participants from Group Five were visiting their most frequented race track 1.7 days per month.

Table 7.8: Number of days per month on which Group Five gambled at most frequented venue

Regularity	Mean	N	Std. Deviation
Non-regular gamblers	1.412	34	1.3733
Regular gamblers	3.750	4	2.0616
Total	1.658	38	1.5986

7.5.3 Gambling Expenditure at Most Frequented Racecourse

Table 7.9 shows the average expenditure per month over the past 12 months at the most frequented racecourse for the four regular and 33 non-regular gamblers (one missing case) in Group Five.

Table 7.9: Expenditure per month by Group Five on racecourse gambling at most frequented venue

Regularity	Mean	N	Std. Deviation
Non-regular gamblers	100.758	33	257.7147
Regular gamblers	167.500	4	231.4267
Total	107.973	37	252.8673

7.6 CHARACTERISTICS OF MOST FREQUENTED RACECOURSE

After Group Five respondents had rated statements relating to the characteristics of venues that were important when choosing where to gamble, participants were then asked to rate 30 statements framed in the context of their most frequented racecourse. The statements largely matched the previous items relating to the four overarching categories of venue characteristics created for this study – location, internal features, hospitality and advertising. Of the ‘top ten’ characteristics that were most common in the respondents’ most frequented racecourse, all scored over 3.0, suggesting that **Group Five** on average agreed to strongly agree with these statements. The list below presents these ten, with their mean scores in brackets.

1. It has good membership benefits (3.7).
2. It has a high profile in the community (3.3).
3. It feels safe and secure (3.3).
4. It is a good place to socialise with other people (3.3).
5. It has easy access to an ATM (3.3).
6. The staff provide good service (3.2).
7. It has adequate betting facilities so you don't have to wait (3.2).
8. It has a lively atmosphere (3.1).
9. Its entry or membership prices are reasonable (3.1).
10. You are not interrupted whilst gambling (3.1).

7.7 CORRELATES OF CHARACTERISTICS OF MOST FREQUENTED RACECOURSE

As was the case for the importance items, due to a restricted range in PGSI scores, no correlational analyses could be performed using this variable. However, correlations were performed between the statements regarding the participants’ most frequented racecourse and gender and age.

7.7.1 Correlates with Gender

Of the 30 correlations performed with gender, not one achieved a significance level below .05.

7.7.2 Correlates with Age

There were four significant relationships between age and features of the participants’ most frequented racecourse. A correlation of $r_s = -.537, p = .001$ was found for the statement that the respondent’s most frequented racecourse was located near to other gambling, entertainment or restaurant venues they visit. That is, as age increased, agreement with this statement decreased. Another location item achieved a correlation of $r_s = .376, p = .020$. This indicates that as age increased, agreement that the respondent’s most frequented venue is easy to get to increased. The other two significant results were both for internal features of the racecourse. These were, as age increased, agreement that the most frequented venue has a lively atmosphere decreased ($r_s = -.322, p = .049$) and as age increased, agreement that the most frequented venue is not too crowded increased ($r_s = .407, p = .011$).

7.8 RISK AND PROTECTIVE FACTORS FOR GROUPS FIVE AND SIX

No potential risk and protective factors associated with problem gambling could be identified for Groups Five and Six, due to the limitations of the samples and the restricted range of PGSI scores.

7.9 CHAPTER CONCLUSION

This chapter has focused on the 38 respondents to the national survey and the three respondents to the problem gambler client survey who indicated their most frequented type of gambling venue was a racecourse. The main characteristics of each sample were outlined, before the survey results were presented in relation to the perceived importance of racetrack characteristics when choosing where to gamble and those relating to the characteristics of the participants' most frequented racetracks. Unfortunately, very limited sample sizes and lack of variability in PGSI scores prevented identification of potential racetrack-associated risk and protective factors.

CHAPTER EIGHT

SUMMARY, CONCLUSIONS AND IMPLICATIONS

8.1 INTRODUCTION

This chapter is the last of this report and summarises and analyses the results in terms of the two research objectives. These objectives were to 1) analyse why gamblers choose to gamble where they do and 2) analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers.

8.2 RESULTS PERTAINING TO OBJECTIVE ONE FOR THE NATIONAL TELEPHONE SURVEY

The first research objective was to analyse why gamblers choose to gamble where they do. To address this objective, this section summarises and compares the characteristics that were considered most important to this survey’s participants when choosing where to gamble and the characteristics most often present in their most frequented venue. This is presented for respondents to the national telephone survey who nominated their most frequented gambling venue as a hotel, club or casino (Group One), a stand-alone TAB agency (Group Three), and a racecourse (Group Five). Comparisons are then drawn amongst these three groups.

8.2.1 National Telephone Survey Results for Hotels, Clubs and Casinos

This section focuses on the 377 respondents to the national telephone survey who indicated that their most frequented venue was a hotel, club or casino (Group One). Table 8.1 shows the venue characteristics they considered most important when choosing a hotel, club or casino to gamble at and the venue characteristics most commonly found in the hotel, club or casino where they gambled most often.

Table 8.1: Venue Characteristics Considered Important and Present in Most Frequented Hotel/Club/Casino for Group One (n = 377)

Ten Most Important Characteristics	Ten Most Common Characteristics in Most Frequented Venue
The venue’s staff provide good service. The venue feels safe and secure. The venue has low denomination machines available. The venue’s entry or membership prices are reasonable. The venue has a wide range of bar and dining facilities. The venue is a good place to socialise with other people. The venue provides discounted food and beverage prices. The venue has a wide range of non-gambling entertainment activities. You can easily find comfortable seating in the venue when gambling. Free refreshments are readily available in the venue.	It is easy to get to. It feels safe and secure. The staff provide good service. Its entry or membership prices are reasonable. It is a good place to socialise with other people. Low denomination machines are available. It has easy access to an ATM. It has adequate gambling facilities so you don’t have to wait. It has a high profile in the community. Its gaming machines offer bonus features.

From Table 8.1, it appears gamblers from the general population would *prefer* to frequent a hotel, club or casino that has good service, is safe, secure and comfortable, has low cost entry, food and beverages, has a low initial cost of gambling (in terms of low denomination gaming machines), has opportunities to socialise and offers a wide choice of bars, food outlets and non-gambling entertainment.

However, these gamblers' choice of the actual hotel, club or casino at which they gamble is *modified* by the availability of the characteristics they consider important in a venue. That is, if not all important characteristics are available in one venue, then consumers make trade-offs in their choice of venue. This might mean that their most frequented venue may not have all their desired characteristics and also may have characteristics which are not of high importance to them.

It is useful, therefore, to consider three combinations of the results, as shown in Table 8.2:

- Venue characteristics that were among *both* the top ten important features when choosing where to gamble *and* amongst the top ten features *present* in most frequented gaming venue.
- Venue characteristics that *were* among the top ten *important* features when choosing where to gamble but were *not* amongst the top ten features *present* in most frequented gaming venue.
- Venue characteristics that were *not* among the top ten *important* features when choosing where to gamble but *were* amongst the top ten features *present* in most frequented gaming venue.

Table 8.2: Comparison of Venue Characteristics Considered Important and Present in Most Frequented Hotel/Club/Casino for Group One (n = 377)

		IMPORTANT	
		YES	NO
PRESENT	YES	<p>A</p> <ul style="list-style-type: none"> • Staff provide good service. • Venue feels safe & secure. • Has low denomination machines. • Entry or membership prices are reasonable. • Good good place to socialise with other people. 	<p>C</p> <ul style="list-style-type: none"> • Easy to get to. • Easy access to an ATM. • Adequate gambling facilities so you don't have to wait. • High profile in the community. • Gaming machines offer bonus features.
	NO	<p>B</p> <ul style="list-style-type: none"> • Wide range of bar & dining facilities. • Provides discounted food & beverage prices. • Wide range of non-gambling entertainment activities. • Can easily find comfortable seating when gambling. • Free refreshments are readily available in the venue. 	

From Cell A in Table 8.2, it is apparent that the importance gamblers place on five venue characteristics is well reflected in the presence of these characteristics in their most frequented venue. These relate to good service, safety and security, low prices and opportunities to socialise. This choice reflects the comparatively low priority given to gambling-related venue characteristics by Group One. Thus, hotels/clubs/casinos appear to be catering well for their patrons' needs in these areas.

Cell B shows that the importance gamblers place on five venue characteristics are *not* well reflected in the presence of these characteristics in their most frequented venue. Thus, compared to what is available in their most frequented venue, these gamblers appear to want a wider choice of non-gambling facilities and activities, cheaper and/or free food and beverages and more widely available comfortable seating in the gambling areas of a hotel, club or casino. Thus, hotels/clubs/casinos could better provide for their patrons' needs in these areas.

Cell C shows venue characteristics that are provided in these gamblers' most frequented venue, but which are not of high priority to these gamblers. These relate to easy access to an ATM, not having to wait to use the gambling facilities, gaming machines with bonus features and having a high community profile. Thus, these are features which hotels/clubs/casinos could give less priority to, whilst still providing the features which these gamblers value more highly.

8.2.2 National Telephone Survey Results for Stand-Alone TAB Agencies

This section focuses on the 86 respondents to the national telephone survey who indicated that their most frequented venue was a stand-alone TAB agency (Group Three). Table 8.3 compares the venue characteristics they consider as most important when choosing a stand-alone TAB agency to gamble at and the venue characteristics most often found in their most frequented stand-alone TAB agency.

Table 8.3: Venue Characteristics Considered Important and Present in Most Frequented Stand-Alone TAB Agency for Group Three (n = 86)

Ten Most Important Characteristics	Ten Most Common Characteristics in Most Frequented Venue
The TAB's staff provide good service.	The TAB's staff provide good service.
The TAB feels safe and secure.	It is easy to get to.
The TAB has adequate betting facilities so you don't have to wait.	It has adequate betting facilities so you don't have to wait.
The TAB is easy to get to by private car.	It feels safe and secure.
You can bet privately at the TAB without feeling watched.	It has extended opening hours.
The TAB is located near to where you live.	You can bet privately without feeling watched.
The TAB is not too noisy.	It has easy access to an ATM.
The TAB is not too crowded.	It is located near to where you shop, bank or use other services.
You are not interrupted whilst gambling at the TAB.	It is not too crowded.
That you can easily find comfortable seating in the TAB when gambling.	The surrounding streetscape is attractive.

Table 8.3 indicates that gamblers from the general population would *prefer* to frequent a stand-alone TAB agency which provides good service, does not require waiting to place bets, is safe, secure and comfortable with adequate privacy whilst betting, and is easy and convenient to get to.

A three-way comparison (Table 8.4) illuminates where the gamblers' most frequented venues are meeting their punters' needs well, where they could better meet their needs, and where they are providing features that are not of high priority to their customers.

Table 8.4: Comparison of Venue Characteristics Considered Important and Present in Most Frequented Stand-Alone TAB Agency for Group Three (n = 86)

		IMPORTANT	
		YES	NO
PRESENT	YES	<p>A</p> <ul style="list-style-type: none"> • Staff provide good service. • Venue feels safe & secure. • Adequate betting facilities so you don't have to wait. • Easy to get to by private car. • You can bet privately without feeling watched. • Not too crowded . 	<p>C</p> <ul style="list-style-type: none"> • Extended opening hours. • Easy access to an ATM. • Located near to where you shop, bank or use other services. • Surrounding streetscape is attractive.
	NO	<p>B</p> <ul style="list-style-type: none"> • Located near to where you live. • Not too noisy. • You are not interrupted whilst gambling. • Can easily find comfortable seating when gambling. 	

Cell A in Table 8.4 shows that the importance punters place on six venue characteristics are well reflected in their presence in their most frequented stand-alone TAB agency. These relate to easy access, good service, safety and security, lack of crowds and waiting times to place bets, and providing adequate privacy around betting.

Cell B shows that the importance gamblers place on five venue characteristics are *not* well reflected in the presence of these characteristics in their most frequented venue. Thus, compared to what is available in their most frequented venue, these gamblers appear to want a quieter venue with more widely available comfortable seating, and one where they have fewer interruptions while gambling. Thus, stand-alone TABs could better provide for their patrons' needs in these areas.

Cell C shows venue characteristics that are provided in these gamblers' most frequented stand-alone TAB agency, but which are not of high priority to these punters. These relate to extended opening hours, easy access to an ATM, and located in an attractive streetscape close to other services commonly used. Thus, these are features which stand-alone TABs could give less priority to, whilst still providing the features which these gamblers value more highly.

8.2.3 National Telephone Survey Results for Racecourses

This section focuses on the 38 respondents to the national telephone survey who indicated that their most frequented venue was a racecourse (Group Three). Table 8.5 shows the venue characteristics they consider as most important when choosing a racecourse to gamble at and those most often found at the racecourse where they gamble most often.

Table 8.5: Venue Characteristics Considered Important and Present in Most Frequented Racecourse for Group Five (n = 38)

Ten Most Important Characteristics	Ten Most Common Characteristics in Most Frequented Venue
<p>The racecourse feels safe and secure.</p> <p>The staff at the racecourse provide good service.</p> <p>The racecourse has a wide range of bar and dining facilities.</p> <p>The racecourse is a good place to socialise with other people.</p> <p>The racecourse's entry or membership prices are reasonable.</p> <p>The racecourse has a lively atmosphere.</p> <p>You can easily find comfortable seating at the racecourse when gambling.</p> <p>The racecourse has adequate betting facilities so you don't have to wait.</p> <p>The racecourse is easy to get to by public transport.</p> <p>The racecourse is easy to get to by private car.</p>	<p>It has good membership benefits.</p> <p>It has a high profile in the community.</p> <p>It feels safe and secure.</p> <p>It is a good place to socialise with other people.</p> <p>It has easy access to an ATM.</p> <p>The staff provide good service.</p> <p>It has adequate betting facilities so you don't have to wait.</p> <p>It has a lively atmosphere.</p> <p>Its entry or membership prices are reasonable.</p> <p>You are not interrupted whilst gambling.</p>

Thus, gamblers from the general population appear to be attracted by a racecourse which is safe, secure and comfortable, provides good service with minimal waiting time, has a wide choice of food and beverage outlets, a sociable, lively atmosphere, reasonable entry prices and is easy to get to.

A three-way comparison (Table 8.6) illuminates where the gamblers' most frequented racecourses are meeting their punters' needs well, where they could better meet their needs, and where they are providing features that are not highly important to their customers.

Table 8.6: Comparison of Venue Characteristics Considered Important and Present in Most Frequented Racecourse for Group Five (n = 38)

		IMPORTANT	
		YES	NO
PRESENT	YES	<p style="text-align: center;">A</p> <ul style="list-style-type: none"> • It feels safe & secure. • Good place to socialise with other people. • Staff provide good service. • Has adequate betting facilities so you don't have to wait. • Has a lively atmosphere • Entry or membership prices are reasonable. 	<p style="text-align: center;">C</p> <ul style="list-style-type: none"> • Has a wide range of bar & dining facilities. • You can easily find comfortable seating when gambling. • Easy to get to by public transport. • Easy to get to by private car.
	NO	<p style="text-align: center;">B</p> <ul style="list-style-type: none"> • Has good membership benefits. • Has a high profile in the community. • Easy access to an ATM. • You are not interrupted whilst gambling. 	

Cell A in Table 8.6 shows that the importance that racecourse punters place on six venue characteristics are well reflected in their presence in their most frequented racecourse. These relate to good service, safety and security, minimal waiting times to place bets, reasonable prices, and a lively sociable atmosphere.

Cell B shows that the importance gamblers place on five venue characteristics are *not* well reflected in the presence of these characteristics in their most frequented venue. Compared to what is available in their most frequented venue, these gamblers appear to want a wider choice of food and beverage outlets, easier physical access and more widely available comfortable seating at the racecourse. Thus, racecourses could better provide for their patrons' needs in these areas.

Cell C shows the venue characteristics provided in these gamblers' most frequented racecourse, but which are not of high priority to these punters. These relate to easy access to an ATM, not being interrupted while gambling, good member benefits and a high community profile. These are features which racecourses could give less priority to, whilst still providing the features which these gamblers value more highly.

8.2.4 Comparisons Amongst the Groups from the National Telephone Survey

When the venue characteristics rated as amongst the ten most important when choosing where to gamble are compared amongst Groups One, Three and Five, some similarities and differences are apparent.

In terms of similarities, all three groups identified good service and the venue feeling safe and secure as amongst their top two priorities. All three groups also prioritised being able to easily find comfortable seating whilst gambling. Both Group One (hotel, club or casino) and Group Five (racecourse) also prioritised reasonable entry or membership prices, a wide range of bar and dining facilities and opportunities to socialise with other people. Both Group Three (stand-alone TAB) and Group Five (racecourse) also saw it as important that the venue has adequate betting facilities so you don't have to wait.

Distinctive important characteristics for Group One (hotel, club or casino) focused on low cost pricing, including having low denomination gaming machines, and discounted and/or free food and beverages. A wide range of non-gambling entertainment activities was also a distinctive important characteristic for this group. Distinctive important characteristics for Group Three (stand-alone TAB) focused on easy physical access from home, being able to gamble privately and without interruption, and the venue being not too noisy or crowded. Distinctive important characteristics for Group Five (racecourse) focused on easy physical access and a lively atmosphere.

8.3 RESULTS PERTAINING TO OBJECTIVE ONE FOR THE CLIENT SURVEY

This section summarises results for why gamblers choose to gamble where they do for respondents to the problem gambler client survey. It summarises and compares the characteristics considered most important and most often present in their most frequented venue. This is presented for respondents to the client survey who nominated their most frequented gambling venue as a hotel, club or casino (Group Two) and a stand-alone TAB agency (Group Four). There were too few respondents who nominated a racecourse for this analysis to be undertaken.

8.3.1 Client Survey Results for Hotels, Clubs And Casinos

This section focuses on the 156 respondents to the client survey who indicated that their most frequented venue was a hotel, club or casino (Group Two). Table 8.7 lists the venue characteristics they prioritised when choosing a hotel, club or casino to gamble at and those most commonly found where they gambled most often.

Table 8.7: Venue Characteristics Considered Important and Present in Most Frequented Hotel/Club/Casino for Group Two (n = 156)

Ten Most Important Characteristics	Ten Most Common Characteristics in Most Frequented Venue
<p>The venue has gaming machines.</p> <p>The venue feels safe and secure.</p> <p>The venue's staff provide good service.</p> <p>The venue has adequate gambling facilities so you don't have to wait.</p> <p>You can easily find comfortable seating in the venue when gambling.</p> <p>The venue's gaming machines offer bonus features.</p> <p>You can gamble privately in the venue without feeling watched.</p> <p>The venue has your favourite gaming machines.</p> <p>The venue has low denomination machines available.</p> <p>Free refreshments are readily available in the venue.</p>	<p>It has easy access to an ATM.</p> <p>It is easy to get to.</p> <p>Low denomination machines are available.</p> <p>It feels safe and secure.</p> <p>Its gaming machines offer bonus features.</p> <p>It has adequate gambling facilities so you don't have to wait.</p> <p>It has linked jackpots.</p> <p>It has your favourite gaming machines.</p> <p>The staff provide good service.</p> <p>You can easily find comfortable seating when gambling.</p>

Table 8.7 shows that the preferences of the problem gamblers in treatment related to many aspects of the gaming machines in hotels, clubs and casinos. These aspects are having gaming machines, having enough so there is no waiting time, and machines with bonus features and of low denomination, favourite machines and a layout that allows privacy whilst playing them. These problem gamblers also placed importance on the venue being safe, secure and comfortable, providing good service and free refreshments.

A three-way comparison (Table 8.8) illuminates where the problem gamblers' most frequented hotels/clubs/casinos are catering for their preferences well, where they are not closely meeting these, and where they are providing features that are not highly important to these problem gamblers.

Table 8.8: Comparison of Venue Characteristics Considered Important and Present in Most Frequented Hotel/Club/Casino for Group Two (n = 156)

		IMPORTANT	
		YES	NO
PRESENT	YES	<p>A</p> <ul style="list-style-type: none"> • Has gaming machines. • It feels safe & secure. • Staff provide good service. • Adequate gambling facilities so you don't have to wait. • Can easily find comfortable seating when gambling. • Gaming machines offer bonus features. • Has your favourite gaming machines. • Has low denomination machines. 	<p>C</p> <ul style="list-style-type: none"> • Easy access to an ATM. • Easy to get to.
	NO	<p>B</p> <ul style="list-style-type: none"> • You can gamble privately without feeling watched. • Free refreshments are readily available. 	

Cell A in Table 8.8 shows that the importance that problem gamblers place on eight venue characteristics are well reflected in their presence in their most frequented hotel/club/casino. As noted earlier, these relate to many aspects of gaming machines, although safety and security and good service are also important and present. Thus, the most frequented venues cater very well to the preferences of these problem gamblers.

Cell B shows that the importance these problem gamblers place on two venue characteristics are *not* well reflected in the presence of these characteristics in their most frequented venue. Compared to what is available in their most frequented hotel, club or casino, these problem gamblers would prefer more privacy around their gambling and free refreshments.

Cell C shows the venue characteristics provided in these gamblers' most frequented racecourse, but which are not of high priority to these punters. Of note is that easy access to an ATM is a feature which hotels/clubs/casinos could give less priority to, given this is not of high priority to these problem gamblers.

8.3.2 Client Survey Results for Stand-Alone TAB Agencies

This section pertains to the 27 respondents to the problem gambler client survey who indicated that their most frequented venue was a stand-alone TAB agency (Group Four). Table 8.9 lists the venue characteristics they considered most important when choosing a stand-alone TAB agency to gamble at and those most commonly found in their most frequented agency.

Table 8.9: Venue Characteristics Considered Important and Present in Most Frequented Stand-Alone TAB Agency for Group Four (n = 27)

Ten Most Important Characteristics	Ten Most Common Characteristics in Most Frequented Venue
The TAB has adequate betting facilities so you don't have to wait.	It has adequate betting facilities so you don't have to wait.
You can bet privately at the TAB without feeling watched.	It is easy to get to.
The TAB's staff provide good service.	The staff provide good service.
The TAB is not too crowded.	The staff recognise you.
You are not interrupted whilst gambling at the TAB.	It feels safe and secure.
The TAB is easy to get to by private car.	You can bet privately without feeling watched.
The TAB feels safe and secure.	You are not interrupted whilst gambling.
The TAB has extended opening hours.	It is not too crowded.
The TAB is not too noisy.	You can easily find comfortable seating when gambling.
The TAB is located near to where you live.	It is located near to where you shop, bank or use other services.

Table 8.9 indicates that the problem gamblers in treatment *prefer* a stand-alone TAB agency where they are able to get their bets on quickly – that is, on receiving good service without having to wait or deal with crowds and interruptions. They also want privacy around their gambling, to feel safe and secure and to be able to access the TAB for extended hours. Convenient physical access close to home is also important.

Table 8.10 presents a three-way comparison showing where the problem gamblers' most frequented stand-alone TAB agencies are meeting their preferences well, where they are not closely meeting these preferences, and where they are providing features that are not highly important to these punters.

Table 8.10: Comparison of Venue Characteristics Considered Important and Present in Most Frequented Stand-Alone TAB Agency for Group Four (n = 27)

		IMPORTANT	
		YES	NO
PRESENT	YES	<p>A</p> <ul style="list-style-type: none"> • Has adequate betting facilities so you don't have to wait. • Can bet privately at the TAB without feeling watched. • Staff provide good service. • Not too crowded. • Easy to get to by private car. • It feels safe & secure. • Located near to where you live. • You are not interrupted whilst gambling at the TAB. 	<p>C</p> <ul style="list-style-type: none"> • Has extended opening hours. • Not too noisy.
	NO	<p>B</p> <ul style="list-style-type: none"> • The staff recognise you. • You can easily find comfortable seating when gambling. • Located near to where you shop, bank or use other services. 	

Cell A in Table 8.10 shows that the importance that problem gamblers place on most venue characteristics are well reflected in their presence in their most frequented stand-alone TAB agency. As noted earlier, these relate to many features that allow punters to get their bets on quickly, privacy around betting and easy physical access. Thus, the most frequented stand-alone TABs cater very well to the preferences of these problem punters.

Cell B shows that the importance these problem gamblers place on two venue characteristics are *not* well reflected in the presence of these characteristics in their most frequented TAB agency. These problem punters would prefer a quieter venue with extended opening hours.

Cell C shows the venue characteristics provided in these gamblers' most frequented stand-alone TAB, but which are not of high priority to these punters. These include that the agency has staff who recognise them, provides comfortable seating and is located near to other services.

8.3.3 Comparisons Amongst the Groups from the Client Survey

When the venue characteristics rated as amongst the ten most important when choosing where to gamble are compared amongst the two groups of problem gamblers in treatment –

Groups Two (hotel, club, casino) and Four (stand-alone TAB) – some similarities and differences are apparent.

In terms of similarities, both client groups identified good service, the venue feeling safe and secure, having adequate gambling facilities so you don't have to wait, and being able to gamble privately without feeling watched as amongst their top seven priorities.

Distinctive important characteristics for Group Two (hotel, club or casino) focused on the venue's gaming machines – that the venue has available gaming machines, machines with bonus features, machines of low denomination and favourite machines. Other distinctive important characteristics nominated by Group Two were that the hotel, club or casino has widely available comfortable seating in the gaming areas and free refreshments.

Distinctive important characteristics for Group Four (stand-alone TABs) focused on easy physical access close to home and not being interrupted or distracted when gambling by other people, crowds or noise. They also prioritised extended opening hours.

8.4 RESULTS PERTAINING TO OBJECTIVE TWO FOR THE NATIONAL TELEPHONE SURVEY

The second research objective was to analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers. To address this objective, this section summarises and compares the venue characteristics which correlated significantly and positively with PGSI score, both in terms of characteristics which respondents considered important and those found in their most frequented venue. Those characteristics that are positively associated with problem gambling can be considered potential risk factors. Similarly, venue characteristics negatively associated with problem gambling can be considered potential protective factors. However, these results must be read with the restricted survey samples in mind. That is, some sample limitations are likely to have obscured some risk and protective factors that may have been identified with larger cohorts of participants across a greater range of PGSI scores.

As noted in Chapter Three, two types of potential risk factors can be identified from the type of data collected for this study:

- The first are venue characteristics considered important by the gambler and which are significantly and positively correlated with PGSI score. These are potential risk factors *associated with the gambler* in that it is the gambler who prioritises these characteristics as important. However, it must be noted that if venues did not provide these features, then they would not be in the choice set for these gamblers in the first place.
- The second are venue characteristics which are present in the gambler's most frequented venue and which are significantly and positively correlated with PGSI score. These are potential risk factors *associated with the venue* in that it is the presence of these characteristics in the venue which is associated with PGSI score.

Similarly, two types of potential protective factors can be identified from the type of data collected for this study – those associated with the gambler and those associated with the venue.

8.4.1 National Telephone Survey Results for Hotels, Clubs and Casinos

As discussed in Chapter Five, it is apparent that most venue characteristics associated with hotels, clubs and casinos were not risk factors for gambling problems amongst the national sample (Group One). Most had no relationship with levels of problem gambling in the past 12 months and can be considered neutral factors, although the restricted range of PGSI scores in this national sample may have obscured other relationships. Additionally, no potential protective factors were identified for Group One. However two venue characteristics were significantly and positively related to PGSI scores and are considered further here.

Potential risk factors associated with the gambler

One venue characteristic was considered as important when choosing a hotel, club or casino to gamble at and correlated significantly and positively with PGSI score. Thus, this is considered a potential risk factor associated with the gambler:

1. Having extended opening hours.

Further analysis was undertaken in Chapter Five to test whether this potential risk factor was amplified when also present in Group One's most frequented venues. The results indicated that, for gamblers who considered 'extended opening hours' important when choosing where to gamble, the presence of this characteristic in their most frequented venue was associated with significantly higher problem gambling scores than if the characteristic is absent. It should be noted, however, that this result only just achieved significance and there is a possibility of Type I error due the number of analyses conducted.

Nevertheless, the results suggest that a potential risk factor associated with the gambler is considering extended opening hours important when choosing where to gamble. Further, this potential risk factor is amplified where extended opening hours are also present in the gambler's most frequented venue.

Potential risk factors associated with the venue

One venue characteristic was present in Group One's most frequented venue and was significantly and positively correlated with PGSI score. This was:

1. The venue has your favourite gaming machines.

Further analysis was undertaken in Chapter Five to test whether this potential risk factor was amplified when also considered important by Group One. However, the results indicated that this was not the case.

Thus, the results suggest that a potential risk factor associated with the venue is the presence of the gambler's favourite gaming machines. Further, this is a potential risk factor despite whether the gambler considers this an important venue characteristic or not when choosing where to gamble.

8.4.2 National Telephone Survey Results for Stand-Alone TAB Agencies

As discussed in Chapter Six, no potential protective factors were identified for Group Three, that is, venue characteristics which were significantly and negatively related to PGSI score. However ten venue characteristics were significantly and positively related to PGSI scores and are considered further here.

Potential risk factors associated with the gambler

Eight venue characteristics were considered as important by the national sample when choosing a stand-alone TAB agency and were correlated significantly and positively with PGSI score. These were the importance of the TAB:

1. Having extended opening hours.
2. Being located near to other gambling, entertainment or restaurant venues you visit.
3. Having adequate betting facilities so you don't have to wait.
4. Having easy to find comfortable seating when gambling.
5. Being a good place to socialise with other people.
6. Being not too noisy.
7. Staff providing good service.
8. Allowing you to not be interrupted whilst gambling.

Thus, these are considered potential risk factors associated with the general population of TAB gamblers.

Further analysis was undertaken in Chapter Six to test whether these potential risk factors were amplified when also present in the group's most frequented venue. The results indicated that, for items 1–6 this was not the case. Tests were not conducted for items 7 and 8 as there was insufficient variability in the data to allow this analysis.

Thus, the results suggest that these eight items are potential risk factors associated with the gambler, despite whether these venue characteristics are present or absent in the gambler's most frequented TAB agency.

Potential risk factors associated with the venue

Two venue characteristics were present in the Group Three's most frequented venue and were significantly and positively correlated with PGSI score. These were that the respondent's most frequented TAB agency:

1. Is easy to get to.
2. Has easy access to an ATM.

Thus, these are considered potential risk factors associated with the respondent's most frequented TAB agency.

Further analysis was undertaken to test whether these potential risk factors were amplified when also considered important. However, the results indicated that neither potential risk factor was exacerbated by the importance ascribed to. Thus, the results suggest that these two items are potential risk factors associated with the venue, despite whether the respondent considers them important or not when choosing where to gamble.

8.4.3 National Telephone Survey Results for Racecourses

No risk or protective factors were able to be identified for respondents to the national telephone survey who indicated that their most frequented venue was a racecourse (Group Five), as lack of variability in their PGSI scores meant these relationships could not be examined.

8.4.4 Comparisons Amongst the Groups from the National Telephone Survey

Table 8.11 shows the potential risk factors associated with the gambler for Groups One and Three. No potential protective factors were identified

Table 8.11: Potential gambler risk factors for Groups One and Three

Potential gambler risk factors for hotels, clubs, casinos	Potential gambler risk factors for stand-alone TAB agencies
Extended opening hours.	Extended opening hours. Being located near to other gambling, entertainment or restaurant venues you visit. Having adequate betting facilities so you don't have to wait. Being easy to find comfortable seating in the TAB when gambling. Being a good place to socialise with other people. Being not too noisy. Staff providing good service. Not being interrupted whilst gambling at the TAB.

Table 8.11 shows that the only potential risk factor common to respondents who nominated hotels, clubs, casinos and stand-alone TABs as their most frequented venue was extended opening hours.

However, potential risk factors for respondents who nominated a stand-alone TAB as their most frequented venue were more numerous and related to these gamblers placing priority on location near other hospitality venues, being able to place bets promptly, available comfortable seating, opportunities to socialise, being not too noisy, good service, and not being interrupted whilst gambling.

Table 8.12 shows the potential risk factors associated with the venue for these two groups. No potential protective factors were identified.

Table 8.12: Potential venue risk factors for Groups One and Three

Potential venue risk factors for hotels, clubs, casinos	Potential venue risk factors for stand-alone TAB agencies
Has favourite gaming machines.	Is easy to get to. Easy access to an ATM.

Table 8.12 shows no common venue-based risk factors for Groups One and Three. However, the presence of favourite gaming machines was a potential risk factor for respondents whose most frequented venue was a hotel, club or casino. Being easy to get to and easy access to an ATM were potential risk factors for respondents whose most frequented venue was a stand-alone TAB agency.

8.5 RESULTS PERTAINING TO OBJECTIVE TWO FOR THE PROBLEM GAMBLER CLIENT SURVEY

This section summarises potential risk and protective factors associated with the gambler and with the venue for two groups of surveyed problem gamblers – those who nominated a hotel, club or casino (Group Two), and those who nominated a stand-alone TAB agency (Group Four). Group Six (racecourses) is not included due to the small sample size. Again, the reader is cautioned that restricted sample sizes may have obscured some potential risk and protective factors that may have been identified with larger samples.

8.5.1 Problem Gambler Survey Results for Hotels, Clubs and Casinos

As discussed in Chapter Five, several venue characteristics associated with hotels, clubs and casinos were significantly and positively related to the PGSI scores of Group Two and can be considered potential risk factors for these problem gamblers. One protective factor was also identified for Group Two.

Potential risk factors associated with the gambler

Fifteen potential risk factors associated with the gambler were identified for Group Two. These were considering it important that:

1. The venue easy to get to by private car.
2. The venue has extended opening hours.
3. The venue has gaming machines.
4. It is easy to access an ATM in the venue.
5. The venue has adequate gambling facilities so you don't have to wait.
6. You can gamble privately in the venue without feeling watched.
7. The venue's entry or membership prices are reasonable.
8. You are not interrupted at the venue whilst gambling.
9. The venue has a large number of gaming machines.
10. The layout of the gaming machines in the venue allows privacy.
11. The venue has a Las Vegas type atmosphere.
12. The venue has your favourite gaming machines.
13. The venue has linked jackpots.
14. The venue's gaming machines offer bonus features.
15. The venue has low denomination machines available.

Further analysis was undertaken in Chapter Five to test whether these potential risk factors were amplified when also present in Group Two's most frequented venue. However, this was not the case for any of these venue features. Thus, these results suggest that these are potential risk factors associated with the gambler, despite whether these characteristics are present in their most frequented gaming venue or not.

Potential protective factors associated with the gambler

One venue characteristic was considered important when choosing a hotel, club or casino to gamble at and correlated significantly and negatively with the PGSI scores of Group Two. This was that it is important that:

1. The venue has a wide range of non-gambling activities.

Further analysis was undertaken to test whether this potential protective factor was amplified when also present in the most frequented hotel/club/casino. This was not the case and suggests that this is a potential protective factor, despite whether this characteristic is present in the respondent's most frequented gambling venue or not.

Potential risk factors associated with the venue

Ten venue characteristics were present in the Group Two's most frequented venue and were significantly and positively correlated with PGSI score. Thus, these are potential risk factors for these problem gamblers that are associated with the venue:

1. It is easy to get to.
2. It has extended opening hours.
3. It has easy access to an ATM.
4. It feels safe and secure.
5. The staff recognise you.
6. You are not interrupted whilst gambling.
7. It conducts external advertising.
8. It keeps you informed about what's on at the venue.
9. It has linked jackpots.
10. Its gaming machines offer bonus features.
11. Low denomination machines are available.

Further analysis found that items 1-9 were not exacerbated by the importance ascribed to them by Group Two when choosing where to gamble.

However, items 10 and 11 were amplified as potential risk factors where gaming machines with bonus features and low denomination machines were considered important by this group of problem gamblers.

8.5.2 Problem Gambler Client Survey Results for Stand-Alone TAB Agencies

The small sample size and lack of variability in PGSI scores limited the analytical power to identify potential risk and protective factors for Group Four. Thus, most TAB agency characteristics were not found to be potential risk factors amongst this group of problem gamblers (Group Four). This result is surprising, given the numerous potential risk factors found for TAB gamblers in the national sample, and strongly suggests that this reflects the restricted sample, rather than a lack of risk factors *per se*. Additionally, no potential protective factors were identified for Group Four. One potential risk factor was identified in relation to the venue, as explained below.

Potential risk factors associated with the venue

Remembering the analytical limits of the small sample, there was only one TAB characteristic that was significantly related to PGSI scores. This item was in reference to the participants' most frequented TAB having:

1. Easy access to an ATM.

Further analysis revealed that easy access to an ATM in these problem gamblers' most frequented stand-alone TAB agency was a potential risk factor, despite whether or not the respondent considered it an important venue characteristic when choosing where to gamble.

8.5.3 Comparisons Amongst the Groups from the Problem Gambler Client Survey

This section compares the potential risk and protective factors identified from the client survey results. As explained above, these were able to be identified only in relation to two groups (Two and Four).

No potential risk or protective factors associated with the gambler were identified for the problem gambler cohort whose most frequented venue was a stand-alone TAB, which reflects the small sample size of Group Four. However, potential risk factors associated with the problem gamblers who nominated a hotel, club or casino as their most frequented venue were numerous. These related to these gamblers placing priority on the venue being easy to drive to, having extended opening hours, easy access to an ATM, gaming machines that are favoured, with bonus features, linked jackpots and available in low denominations, a large and adequate gaming installation that minimises waiting, a layout that allows privacy, a Las Vegas type atmosphere and reasonable entry or membership prices.

A potential protective factor associated with the problem gamblers whose most frequented venue was a hotel, club or casino was importance attached to the venue having a wide range of non-gambling activities.

Table 8.13 shows the potential risk factors associated with the venue for these two groups. No potential protective factors were identified. As can be seen, the only common venue-based risk factors for Groups Two and Four was easy access to an ATM. However, potential risk factors for the problem gamblers whose most frequented venue was a hotel, club or casino were more numerous. They were related to their most frequented venue being easy to get to, having extended opening hours, safety and security, staff recognising you and not interrupting you whilst gambling, gaming machines that offer bonus features, linked jackpots and low denomination outlay, and the venue conducting external advertising.

Table 8.13: Potential venue risk factors for Groups Two and Four

Potential venue risk factors for hotels, clubs, casinos	Potential venue risk factors for stand-alone TAB agencies
It is easy to get to.	Easy access to an ATM.
It has extended opening hours.	
It has easy access to an ATM.	
It feels safe and secure.	
The staff recognise you.	
You are not interrupted whilst gambling.	
It conducts external advertising.	
It keeps you informed about what's on at the venue.	
It has linked jackpots.	
Its gaming machines offer bonus features.	
Low denomination machines are available.	

8.6 SUMMARY OF WHY PEOPLE CHOOSE TO GAMBLE WHERE THEY DO

In choosing where to gamble, the **general population of gamblers who most frequented hotels, clubs and casinos** prioritised good service, a safe and secure environment, low denomination machines, reasonable entry or membership prices and opportunities to socialise with other people. These priorities appeared well catered for, with these gamblers reporting their most frequented hotel, club or casino had these characteristics. These gamblers also prioritised a choice of bar and dining facilities and non-gambling entertainment activities, comfortable seating and free or discounted refreshments. However, these characteristics were less likely to be present in their most frequented venue.

In choosing where to gamble, the **problem gamblers who most frequented hotels, clubs and casinos** also prioritised good service, a safe and secure environment, and low denomination machines and comfortable seating. However, they placed greater importance than the general population of gamblers on the venue having their favourite machines, machines with bonus features and enough machines so they do not have to wait. These priorities appeared well catered for, with these gamblers reporting that their most frequented hotel, club or casino had these characteristics. These problem gamblers also prioritised being able to gamble without feeling watched and free refreshments, although both of these characteristics were less likely to be present in their most frequented venue.

In choosing where to gamble, the **general population of gamblers who most frequented a stand-alone TAB agency** prioritised good service, a safe and secure environment and a location convenient to home. They saw it as important that the agency is uncrowded and has adequate betting facilities so they do not have to wait and that they can maintain some privacy around their betting. These priorities were well met, with these punters reporting that their most frequented TAB agency had these characteristics. These punters also considered it important that a TAB is not too noisy, provides comfortable seating and allows them to gamble uninterrupted. However, both of these characteristics were less likely to be present in their most frequented agency.

In choosing where to gamble, the **problem gamblers who most frequented a stand-alone TAB agency** also prioritised good service, a safe and secure environment and a location convenient to home. They also considered it important that the agency is uncrowded, has adequate betting facilities so they do not have to wait and that they can maintain some

privacy around their betting and not be interrupted. These priorities appeared well catered for, with these problem gamblers reporting that their most frequented TAB agency had these characteristics. These problem gamblers also considered it important that a TAB agency has extended opening hours and that it is not too noisy, but these characteristics were less likely to be present in their most frequented venue.

In choosing where to gamble, the **general population of gamblers who most frequented a racecourse** prioritised good service, a safe and secure environment, opportunities to socialise, a lively atmosphere, reasonable entry or membership prices and adequate betting facilities so they do not have to wait. These priorities were well met, with these problem gamblers reporting that their most frequented racecourse had these features. These gamblers also considered it important that a racecourse has a wide range of bar and dining facilities, comfortable seating, and is easily accessible by car or public transport, but these features were less likely to be present at their most frequented racecourse. Important venue characteristics for **problem gamblers who most frequented a racecourse** were not able to be determined due to the small sample size of this cohort.

8.7 SUMMARY OF POTENTIAL RISK AND PROTECTIVE FACTORS FOR PROBLEM GAMBLING

In this study, factors relating to both the gambler and the gambling environment were found to present potential risk factors for problem gambling. This aligns with a public health perspective on gambling which recognises the potential influence of contextual factors on gambling behaviour. Involvement in gambling is seen as the product of a variety of factors, some relating to the personal characteristics of the gambler, some relating to the gambling activities themselves, and some relating to the broader context in which gambling occurs. Several theoretical frameworks have been developed to identify influences on gambling behaviour, to assist in identifying associated risk and protective factors.

In Australia, the Productivity Commission (1999) identified eight types of influences on problem gambling, in recognition that problem gamblers are a heterogeneous group and that their problems can emanate from a multiplicity of environmental, social and psychological factors. Venue features were one of these influences, along with industry behaviour, accessibility, game features, government behaviour, information, gambler characteristics and behaviour, and help services.

Other models utilise an agent-host-environment approach to modelling influences on gambling behaviour (Korn & Shaffer, 1999). Perese, Bellringer and Abbott (2005:36) explain that ‘within a public health framework, distinctions are made between the agent (gambling exposure), the host (individual factors) and the environment (physical, social and cultural setting) as a means of identifying and influencing the differential aspects of each that are involved in the onset and development of problem gambling’.

In an extensive review of the literature, Perese, Bellringer and Abbott (2005) identified the following risk factors associated with the agent, the host and the environment for gambling:

- Risk factors relating to the agent comprise exposure to continuous forms of gambling, exposure through occupation, exposure through distance to the venue and familial exposure.
- Risk factors relating to the environment comprise increased accessibility and availability to gambling, gambling technologies, attitudinal change, cultural

factors/acculturative stress, familial factors, male gender, youthfulness, single marital status, low educational status, ethnicity, migrant status, and low socio-economic status.

- Risk factors relating to the host comprise physical health problems, cognitive distortions, substance misuse comorbid with gambling, biological factors, and temperament and personality.

A later model of influences on gambling behaviours and outcomes (Thomas & Jackson, 2004) makes explicit the importance of understanding how risk and protective factors can be associated with the propensity to gamble, with gambling products and services themselves, and with the outcomes and consequences of gambling. This then draws attention to interventions that can be introduced to: influence an individual's propensity to gamble, either in terms of initiating gambling or progressing from recreational to problematic levels of gambling; restrict or modify the supply of gambling products, including modification of product features; and ameliorate the negative outcomes and consequences of problematic gambling, at the level of the individual, family or community. As such, this framework also adheres to a public health perspective, as it recognises the role of multiple factors beyond the individual in influencing gambling involvement.

Thus, the findings from the current study can be considered from a public health perspective in relation to whether the potential risk factors identified are associated with the gambler or with the venue where the gambling occurs, in order to identify potential interventions that might moderate these potential risk factors. The ensuing discussion summarises these potential risk factors and provides some comments about potential interventions that might modify some of them.

8.7.1 Summary of Potential Risk and Protective Factors

Potential risk factors associated with gamblers who frequent hotels, clubs and casinos comprised certain priorities they place on various venue characteristics when choosing where to gamble which were also significantly and positively correlated with PGSI score. Only one potential risk factor was found for the **general population of gamblers who most frequented a hotel, club or casino**, and this was shared with the problem gambler cohort as well. This was extended opening hours. If prioritising extended opening hours when choosing where to gamble reflects a desire to gamble for extended periods of time, then it is not surprising that this is a potential risk factor for gambling problems.

A further 15 potential risk factors were found for the **problem gamblers who most frequented a hotel, club or casino**. It appears that these problem gamblers prioritise convenient physical access to the venue, easy access to an ATM in the venue, and various specific features of gaming machines, including linked jackpots, bonus features, favourite machines, a large choice of machines, low denomination machines, a layout that allows privacy and an atmosphere that reflects the glitz and glamour associated with Las Vegas. These gamblers do not want to wait to get on a machine nor to be interrupted while gambling. Thus, it is the gambling facilities that are most important to these gamblers, rather than other facilities or activities on offer in a venue. They prioritise the types of gaming machines on offer, the layout in the gaming room and the atmosphere created there, and want to be able to access these easily and at the times and for the length of time that they want.

Venue-based potential risk factors associated with hotels, clubs and casinos comprised the most common characteristics in most frequented venue which were also significantly and positively correlated with PGSI score. Only one was found for the **general population of gamblers who most frequented a hotel, club or casino**. This was that the venue has the

gambler's favourite gaming machines. If prioritising favourite machines when choosing where to gamble reflects a belief that some machines pay out better than others or are particularly lucky, then it is not surprising that this is a potential risk factor for gambling problems linked with erroneous beliefs.

Eleven potential risk factors were found for the **problem gamblers who most frequented a hotel, club or casino**. These problem gamblers tended to patronise venues which have convenient physical access, extended opening hours, easy access to an ATM, and gaming machines that offer bonus features, linked jackpots and low denomination play. Staff in these venues do not interrupt people while they are gambling and the venue also conducts external advertising. Thus, the hotels, clubs and casinos that most attracted these problem gamblers enable people to play uninterrupted and for extended periods of time, to access cash easily, and to play machines with features, such as low denomination, bonus features and linked jackpots, that have been shown to be preferred by problem gamblers (Millhouse & Delfabbro, 2008).

Potential risk factors associated with gamblers who most frequented stand-alone TAB agencies were venue characteristics that gamblers considered important when choosing where to gamble which were also significantly and positively correlated with PGSI score. No potential risk factors were identified for the **problem gamblers whose most frequented venue was a stand-alone TAB agency**, although this finding probably reflects the small sample size of this cohort, rather than the absence of risk factors *per se*. However, eight potential risk factors were identified for the **general population of TAB gamblers**. These punters prioritised extended opening hours, location near other hospitality venues, and being able to place bets promptly and find comfortable seating in the TAB whilst gambling. These gamblers do not like the TAB to be too noisy nor to be interrupted while gambling. Thus, being able to place bets conveniently and quickly appear important, although they also prioritise being able to socialise with other people at the TAB.

Venue-based potential risk factors associated with stand-alone TAB agencies comprised venue characteristics most often present in the most frequented venue which were also significantly and positively correlated with PGSI score. Two potential risk factors were found for the **general population of TAB gamblers**. These were that it is easy to get to and has easy access to an ATM. Easy access to an ATM was also the one potential venue-based risk factor found for the **problem gamblers who most frequented a TAB**. Clearly, easy access to an ATM enables convenient cash withdrawals and facilitates spending more than intended and chasing of gambling losses. For example, one study has shown that the use of ATMs is higher among regular gamblers than recreational and non-gamblers, with interviews with problem gamblers suggesting the removal of ATMs would be beneficial as a harm minimisation strategy (McMillen, Marshall & Murphy, 2004). These risks associated with close proximity of ATMs to gambling facilities have prompted the removal of ATMs from gambling areas in Australian venues. Thus, it is not surprising that convenient access to an ATM is a potential risk factor here.

Unfortunately, no potential risk or protective factors associated with problem gambling could be identified for either the **general population or problem gamblers in treatment who most frequented a racecourse**, due to the limitations of the samples and the restricted range of PGSI scores.

8.7.2 Policy Implications and Potential Interventions

Policy implications arising from the results of this study can be considered in relation to the several venue characteristics found to be modifiable potential risk and protective factors for problem gambling.

Easy physical access

Easy access to the venue was a potential risk factor for the problem gamblers in treatment who most frequented a hotel, club, casino or a stand-alone TAB. As discussed in Chapter Five, this finding supports previous research on the link between accessibility to gaming machines and problem gambling. However, Chapter Six noted there has been no research on TAB gambling to compare this result to. Clearly, easy physical access to gambling opportunities is a by-product of past gambling policies that have allowed a proliferation of hotels, clubs and stand-alone TAB outlets located in most Australian suburbs and towns, while residents in major Australian cities also have reasonably easy physical access to casinos. A move towards more destination-style gambling (Young *et al.*, 2007) is one measure that would reduce this risk factor.

Extended opening hours

Extended venue opening hours was a potential risk factor for both the national sample of gamblers and the problem gamblers in treatment who most frequented a hotel, club or casino. As discussed in Chapter Five, this is an issue that has been subject to considerable policy attention in recent years. Nevertheless, despite some reforms in this area, 24 hour gambling is still possible in all jurisdictions, not only in casinos but also because regulated shutdown periods are not always consistent within jurisdictions. Cross-jurisdictional variations also affect Australians living near state and territory borders. Mandated, consistent and reasonable shutdown periods for gambling facilities in these venues would reduce this risk factor.

Easy access to an ATM

This was a potential risk factor for the problem gamblers who most frequented a hotel, club, casino or stand-alone TAB. Chapters Two and Five discussed prior research in this area which has also highlighted the risks of ATMs in venues. While ATMs have been removed from venue gaming areas in all jurisdictions, and from venues altogether in some, their close proximity to gambling facilities still appears a potential risk factor. This was particularly apparent in the current study, given that easy access to an ATM was a potential risk factor for problem TAB punters, even though these punters have to leave the TAB agency to access an ATM. Consideration might be given to identifying an appropriate distance that ATMs should be placed away from gambling *venues* in order to address this risk factor.

Linked jackpots

Linked jackpots were a potential risk factor for the problem gamblers in this study who most frequented a hotel, club or casino. The results of several studies support this finding, as noted in Chapter Five, and lend weight to a need to consider their removal. Further research could distinguish between the influences of different *types* of linked jackpots on gambling behaviour (e.g. how much each triggers a gambling session, encourages chasing behaviour, undermines erroneous beliefs) and if and how much their removal might reduce enjoyment for recreational gamblers.

Bonus gaming machine features

Similarly to linked jackpots, bonus features were a machine characteristic associated with increased severity of gambling problems (as measured by PGSI score) amongst the problem gamblers in this study. Again, some prior research aligns with this finding, as noted in earlier chapters. Decisions about their removal might also be informed by research into how this would impact on recreational gamblers.

Favourite gaming machines

Both the gamblers and problem gamblers in this study who prioritised the importance of and patronised a venue with their favourite gaming machines faced increased risks of gambling problems. This reflects the holding of erroneous beliefs around gaming machines and suggests the need for player education emphasising the randomness of machine results and that no machines are luckier or more likely to pay out than others. Relaying these messages effectively should help to reduce this risk factor.

Gaming machine layout that allows privacy

A potential risk factor for the problem gamblers who most frequented a hotel, club or casino was prioritisation of a gaming machine layout that allows privacy. There has been some research conducted to support this finding, as discussed in earlier chapters, and logic suggests it is heavier or more frequent gamblers who most seek out this privacy. At present, there are no regulations around the actual layout of gaming machines in a venue that prevent this. In fact, requirements in some jurisdictions for separate gaming rooms may facilitate the privacy that these problem gamblers prefer. However, any policy response in this area would need to also consider the consequences of gaming machine configurations that further expose non-gamblers or recreational gamblers to heavy gambling by having the machines more closely integrated with other venue facilities and the venue's patrons.

Enabling uninterrupted gambling

A venue characteristic that was a potential risk factor for the problem gamblers in this study who most frequented a hotel, club or casino was not being interrupted whilst gambling. While this may be linked to the previous point, it also has implications for the recent policy interest in more proactive engagement of venue staff to identify and intervene to assist at-risk and problem gamblers. As discussed in Chapter Five, research has generally found that venue staff are able to identify problem gamblers in the venue, but a significant barrier to their intervening is fear of a negative or even aggressive patron response (e.g. Delfabbro *et al.*, 2008; Hing & Nuske, 2009; Hing, Nisbet & Nuske, 2010). Thus, efforts to reduce this risk factor would need to be accompanied by substantial staff training, as well as gambler education that such interventions are within the expected roles of venue staff.

Large and glitzy gaming venues

A potential risk factor for the problem gamblers in this study who most frequented a gaming machine venue was a preference for venues with a large choice of gaming machines and an atmosphere that reflects the glitz and glamour associated with Las Vegas. These characteristics are typically found in casinos, but also in larger hotels and clubs which sometimes have several hundred machines. However, additional research would be needed to establish whether problem gamblers would simply go to smaller, less glamorous venues if these were the only ones available.

Provision of non-gambling activities in venues

Only one potential protective factor was identified in this study – prioritisation by the problem gamblers of a wide range of non-gambling activities in a hotel, club or casino when choosing where to gamble. Provision of such activities would thus seem to potentially contribute to a safer gambling environment, by providing diversionary activities apart from gambling.

Impacts on recreational gamblers

In further considering potential interventions to lower potential risk factors for gamblers, it is useful to also consider venue characteristics which were potential risk factors for the problem gamblers in treatment, but which were not important to the general population of gamblers when choosing where to gamble. These are venue characteristics that could be modified to lower the risk of problem gambling without affecting the choice of venue amongst the general population of gamblers. Taking this perspective aligns with the Productivity Commission's focus on identifying harm minimisation measures that reduce the risks of problem gambling without lowering enjoyment for recreational gamblers (1999).

For respondents who nominated a hotel, club or casino as their most frequented venue, three venue characteristics were potential risk factors for the problem gamblers in treatment, but were not important to the general population of gamblers. These were, with the mean importance score for Group One in brackets:

1. The venue has extended opening hours (2.34).
2. It is easy to access an ATM in the venue (2.26).
3. The venue has a Las Vegas type atmosphere (2.09).

Thus, reducing venue opening hours, removing easy access to ATMs and reducing the glitzy and glamorous atmosphere associated with Las Vegas casinos may lower the risks of problem gambling in hotels, clubs and casinos, without affecting choice of venue amongst the general population of gamblers.

For respondents who nominated a stand-alone TAB agency as their most frequented venue, one venue characteristic was a potential risk factor for the problem gamblers in treatment, but was not important to the general population of punters. This was, with the mean importance score for Group Three in brackets:

1. That there is easy access to an ATM near the TAB (2.20).

Thus, reducing the proximity of TAB agencies to ATMs would likely lower the risks of problem gambling in TABs, without affecting choice of venue amongst the general population of TAB gamblers.

8.8 CHAPTER CONCLUSION

This chapter has concluded this study by drawing the findings together to specifically address the research objectives. It did so by both analysing why gamblers choose to gamble where they do and by analysing the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers.

Potential risk and protective factors were identified and the potential for interventions to moderate these risks was discussed. Consumer education can raise awareness of the risk

factors associated with the gambler, while problem gamblers in treatment may benefit from cognitive-behavioural and other therapies that help to reshape their thinking and behaviours around gambling. Additionally, regulation, policy changes and industry practices can help to modify other identified potential risk factors to provide a safer gambling environment.

Several limitations to this study need noting here. While the sample sizes for both the national telephone survey and the problem gambler client survey were of reasonable size, some analyses could not be undertaken as the required sub-samples were too small. Further, the range of venue characteristics that could be examined was limited by the requirement to include several types of venues, yet the need to keep the survey questionnaires to a reasonable and affordable length. The quantity of analyses required for this study also increased the risk of Type I error. Limitations also exist due to the constraints around telephone and online survey techniques, the self-reported nature of the data and because the national sample captured an under-representation of people aged below 45 years and an over-representation of those aged 45 to 69 years.

Nevertheless, the research results have good face validity and can be considered reliable within the constraints already outlined. Thus, it is hoped that this study has contributed to a better understanding of the potential influence of venue characteristics on gambling behaviour and the associated risk and protective factors.

However, it must be emphasised that this was an exploratory study, with results that clearly indicate the need for further research with much larger sample sizes to capture adequate responses across the range of PGSI scores, for all forms of gambling and across all Australian jurisdictions.

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APPENDICES

APPENDIX A: NATIONAL TELEPHONE SURVEY QUESTIONNAIRE

"Good Afternoon/Evening. My name is _ [Q0IV] _ from (market research company) and at the moment we are talking to people around Australia who are 18 years or older about various venues where gambling and other leisure activities may be conducted.

May I speak to the person in this household, who is 18 years or older and whose birthdate is closest to today's date. _ IF NECESSARY, ARRANGE TIME FOR CALL-BACK _

_ IF LOOKING FOR QUOTA: _ May I speak to the (..man/woman..) in this household, who is 18 years or older and whose birthdate is closest to today's date. _ IF NECESSARY, ARRANGE TIME FOR CALL-BACK

-

_ PROCEED WITH SELECTED RESPONDENT _

This is a National study conducted on behalf of Southern Cross University and your responses will remain anonymous and confidential."

BLANK

Q99CONT

"CONTINUE?"

START

FAIL "QUOTA FULL - Thank you but unfortunately our quota is now full. Thank you for your time anyway."

Q99LOC LOCATION

1. SYDNEY
2. OTHER NSW
3. MELBOURNE
4. OTHER VIC
5. BRISBANE
6. OTHER QLD
7. ADELAIDE
8. OTHER SA
9. PERTH
10. OTHER WA
11. HOBART
12. OTHER TAS
13. DARWIN
14. OTHER NT
15. CANBERRA

USE Q0LOC

AUTO

CHECK 101-115

ABORT "QUOTA FULL IN STATE"

*SECTION A:

*ALL RESPONDENTS

Q1AL TYPE OF GAMBLING

"In order to determine which questions we need to ask you, first of all we need to understand how often you may, or may not, have been involved in various types of gambling activities in the last 12 months...that is, since this time last year."

RND

1. GAMING MACHINES
2. KENO
3. CASINO TABLE GAMES (NOT INCLUDING ON THE INTERNET)

FOR

Q1A FREQUENCY OF GAMBLING

"QA1 DURING THE LAST 12 MONTHS, how often did you gamble on..

_ [Q1AL] _

_ IF NECESSARY: _ Would it have been.. _ READ OUT SCALE _"

1. At least once a day
2. Several days a week
3. About once a week
4. About once a fortnight
5. About once a month
6. Once every two or three months
7. Three or four times in the last 12 months
8. Once or twice in the last 12 months
9. Not in the last 12 months
10. Never
11. (Don't know/Can't say)

Q2AL TYPE OF GAMBLING

RND

1. HORSE OR GREYHOUND RACING
2. SPORTS BETTING

FOR

Q2A NUMBER OF DAYS GAMBLE

"QA2 During the last 12 months, how many days did you gamble on..

_ [Q2AL] _

_ IF NECESSARY: _ Would it have been.. _ READ OUT SCALE _?"

SEE Q1A

Q99GM FREQUENCY OF USING GAMING MACHINES

Q99KE FREQUENCY OF PLAYING KENO

Q99CT FREQUENCY OF PLAYING CASINO TABLE GAMES

Q99HO FREQUENCY OF HORSE OR GREYHOUND RACES

Q99SP FREQUENCY OF GAMBLING ON SPORTING EVENTS

Q99T TOTAL GAMBLING

=Q99GM+Q99KE+Q99CT+Q99HO+Q99SP

IF 0 Q99T SKIP Q99END

Q3A VENUE GAMBLED AT MOST FREQUENTLY

"QA3 DURING THE LAST 12 MONTHS, at which ONE of these venues have you gambled at most frequently?"

_ READ OUT. RECORD ONE RESPONSE ONLY _"

1. Hotel
2. Club
3. Casino
4. At a racecourse
5. At a stand-alone TAB agency (not in a hotel, club, casino or racecourse)
6. Or, have you not gambled at any of these venues in the last 12 months

IF 6 Q3A SKIP Q99END

Q99KWO QUOTA

1. REGULAR GAMBLERS
2. NON-REGULAR GAMBLERS

USE 1 IF >=52 Q99T

USE 2 IF 1-51 Q99T

AUTO

CHECK

GO Q99KK

Q99KK QUOTA

"INTEVIEWER NOTE: THIS PERSON FALLS INTO THE _ [Q99KWO] _ QUOTA

_ THIS IS JUST FOR YOUR KNOWLEDGE ONLY - DO NOT DISCLOSE THE ABOVE TO THE RESPONDENT _"

BLANK

Q5A GENDER

"QA5 RECORD GENDER"

1. Male
2. Female

Q99KKK QUOTA CHECK

Q4A AGE

"QA4 To make sure we have got a good cross-section of the population can you tell me into which of these age groups you fall.

_ READ OUT _"

1. 18 to 19 years
2. 20 to 24 years
3. 25 to 29 years
4. 30 to 34 years
5. 35 to 39 years
6. 40 to 44 years
7. 45 to 49 years
8. 50 to 54 years
9. 55 to 59 years
10. 60 to 64 years
11. 65 to 69 years
12. 70 years or more

13. (Refused/Not established - do not accept too easily)

Q6A POSTCODE

"QA6 And what is your postcode here?

_ RECORD D FOR DON'T KNOW/ R FOR REFUSED _"

WIDTH=4

NUM 0-9999

IF "D" OR "R" Q6A SKIP Q6AA

SKIP Q1BT

Q6AA SUBURB/STATE

EDIT

"Q6AA Well, in what suburb and state do you live.

Suburb: _ [Q99SUB.....] _

State: _ [Q99STA.....]"

GO Q1BT

Q99SUB SUBURB

Q99STA STATE

*SECTION B

*FOR RESPONDENTS WHO NOMINATED HOTEL OR CLUB OR CASINO AT A3

Q1BT TIME STAMP FOR SECTION A

=TSTAMP

Q1BJMP

=0

IF NOT 1-3 Q3A SKIP Q1CJMP

Q1BINT

"B1 I am now going to ask you about important features of gaming venues, such as hotels, clubs or casinos, that may influence where you decide to gamble. To do this, I am going to ask how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'Agree' or 'Strongly Agree'. If you disagree with a statement we want to know if you 'Disagree' or 'Strongly Disagree'. There are no right or wrong answers, all we want is your opinion.

_ IF NECESSARY: _ If you have a pen and paper handy you might make a note of this scale.

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree.

_ PRESS ENTER TO CONTINUE _"

BLANK

Q1BL STATEMENTS

"The first set of statements is about the importance of the location of a gambling venue when you choose where to gamble.."

1. the venue is located near to where you live.
2. the venue is located near to where you work or study.

3. the venue is located near to where you shop, bank or use other services.
4. the venue is located near to other gambling, entertainment or restaurant venues you visit.
5. the venue is easy to get to by public transport.
6. the venue is easy to get to by private car.
7. the venue provides transport (courtesy bus).
8. the venue's surrounding streetscape is attractive.
9. the venue has an eye-catching external appearance.
10. the venue has extended opening hours.

FOR EACH

Q1B AGREEMENT RATING

"QB1 How strongly do you agree or disagree that it is important

_ [Q1BL] _"

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. (Don't know/Can't say - do not read out and do not accept too easily)

Q2BL FEATURES

"Our next set is about the importance of internal features of a gambling venue when you choose where to gamble.."

1. the venue has gaming machines.
2. the venue has TAB betting facilities.
3. the venue has Keno facilities.
4. the venue has table games (e.g., blackjack, roulette).
5. the venue has separate rooms for different gambling activities.
6. the venue has a separate gambling area for premium players.
7. the venue has gambling facilities in the smoking area.
8. that it is easy to access an ATM in the venue.
9. the venue has adequate gambling facilities so you don't have to wait.
10. you can gamble privately in the venue without feeling watched.
11. you can easily find comfortable seating in the venue when gambling.
12. the venue feels safe and secure.
13. the venue is a good place to socialise with other people.
14. the venue has a lively atmosphere.
15. the venue is not too noisy.
16. the venue is not too crowded.

FOR EACH

Q2B AGREEMENT RATING

"QB2 How strongly do you agree or disagree that it is important.."

_ [Q2BL] _"

SEE Q1B

Q3BL VENUE HOSPITALITY STATEMENTS

"Our next set is about the importance of venue hospitality when you choose where to gamble..."

1. the venue has a wide range of bar and dining facilities.
2. the venue has a wide range of non-gambling entertainment activities.
3. the venue provides discounted food and beverage prices.
4. the venue provides discounted non-gambling entertainment activities.
5. the venue's entry or membership prices are reasonable.

6. free refreshments are readily available in the venue (e.g. coffee, soft drinks, bar snacks).
7. the venue's staff provide good service.
8. the venue's staff recognise you.
9. you are not interrupted at the venue whilst gambling.
10. the venue has good membership draws.
11. the venue has good prize draws.
12. the venue has a generous reward or loyalty program.

FOR EACH

Q3B AGREEMENT RATING

"QB3 How strongly do you agree or disagree that it is important..

_ [Q3BL] _"

SEE Q1B

Q4BL VENUE ADVERTISING STATEMENTS

"Our next set is about the importance of venue advertising when you choose where to gamble..."

1. the venue conducts external advertising.
2. the venue has a high profile in the community.
3. the venue keeps you informed about what's on at the venue.

FOR EACH

Q4B AGREEMENT RATING

"QB4 How strongly do you agree or disagree that it is important..

_ [Q4BL] _"

SEE Q1B

IF 0 Q99GM SKIP Q1CT

Q5BL GAMING MACHINE STATEMENTS

"Our next set is about the importance of a venue's gaming machine facilities when you choose where to gamble..."

1. the venue has a large number of gaming machines.
2. the layout of gaming machines in the venue allows privacy.
3. the venue has a Las Vegas type atmosphere.
4. the venue has your favourite gaming machines.
5. the venue has linked jackpots.
6. the venue's gaming machines offer bonus features.
7. the venue has low denomination machines available.

FOR EACH

Q5B AGREEMENT RATING

"QB5 How strongly do you agree or disagree that it is important..

_ [Q5BL] _"

SEE Q1B

Q1CT TIME STAMP SECTION B

=TSTAMP

SKIP Q1EJMP

Q1CJMP
=0

IF NOT 5 Q3A SKIP Q1DJMP

Q1CINT

"Q1 I am now going to ask you about important features of standalone TAB's, when you decide where to gamble. To do this, I am going to ask how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'Agree' or 'Strongly Agree'. If you disagree with a statement we want to know if you 'Disagree' or 'Strongly Disagree'. There are no right or wrong answers, all we want is your opinion.

_ IF NECESSARY: _ If you have a pen and paper handy you might make a note of this scale.

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

_ PRESS ENTER TO CONTINUE _"
BLANK

Q1CL STATEMENTS

"The first set of statements is about the importance of the location of a standalone TAB agency when you choose where to gamble.."

1. the TAB is located near to where you live.
2. the TAB is located near to where you work or study.
3. the TAB is located near to where you shop, bank or use other services.
4. the TAB is located near to other gambling, entertainment or restaurant venues you visit.
5. the TAB is easy to get to by public transport.
6. the TAB is easy to get to by private car.
7. the TAB provides transport (courtesy bus).
8. the TAB's surrounding streetscape is attractive.
9. the TAB has an eye-catching external appearance.
10. the TAB has extended opening hours.
11. that there is easy access to an ATM near the TAB.

FOR

Q1C AGREEMENT RATING

"Q1 How strongly do you agree or disagree that it is important..

_ [Q1CL] _"

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. (Don't know/Can't say - do not read out and do not accept too easily)

Q2CL FEATURES

"Our next set is about the importance of the internal features of a standalone TAB agency when you choose where to gamble..."

1. the TAB has adequate betting facilities so you don't have to wait.
2. you can bet privately at the TAB without feeling watched.
3. that you can easily find comfortable seating in the TAB when gambling.

4. the TAB feels safe and secure.
5. the TAB is a good place to socialise with other people.
6. the TAB has a lively atmosphere.
7. the TAB is not too noisy.
8. the TAB is not too crowded.

FOR

Q2C AGREEMENT RATING

"Q2 How strongly do you agree or disagree that it is important..

_ [Q2CL] _ "

SEE Q1C

Q3CL STATEMENTS

"Our next set is about the importance of the hospitality at a standalone TAB when you choose where to gamble..."

1. the TAB's staff provide good service.
2. the TAB's staff recognise you.
3. you are not interrupted whilst gambling at the TAB.

FOR EACH

Q3C AGREEMENT RATING

"Q3 How strongly do you agree or disagree that it is important..

_ [Q3CL] _ "

SEE Q1C

Q4CL STATEMENTS

"Our next set is about the importance of the standalone TAB agency's advertising when you choose where to gamble..."

1. the TAB conducts external advertising.
2. the TAB has a high profile in the community.
3. the TAB keeps you informed about what's on at the venue.

FOR EACH

Q4C AGREEMENT RATING

"Q4 How strongly do you agree or disagree that it is important..

_ [Q4CL] _ "

SEE Q1C

Q4CT TIME STAMP SECTION C

=TSTAMP

SKIP Q1FJMP

*SECTION D

*FOR RESPONDENTS WHO NOMINATED RACECOURSES AT A3

Q1DJMP

=0

IF NOT 4 Q3A SKIP Q1E/MP

Q1DINT

"QD1 I am now going to ask you about important features of racecourses, when you decide where to gamble. To do this, I am going to ask how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'Agree' or 'Strongly Agree'. If you disagree with a statement we want to know if you 'Disagree' or 'Strongly Disagree'. There are no right or wrong answers, all we want is your opinion.

_ IF NECESSARY: _ If you have a pen and paper handy you might make a note of this scale

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

_ PRESS ENTER TO CONTINUE _"

BLANK

Q1DL STATEMENTS

"The first set of statements is about the importance of the location of a racecourse when you choose where to gamble..."

1. the racecourse is located near to where you live.
2. the racecourse is located near to where you work or study.
3. the racecourse is located near to where you shop, bank or use other services.
4. the racecourse is located near to other gambling, entertainment or restaurant venues you visit.
5. the racecourse is easy to get to by public transport.
6. the racecourse is easy to get to by private car.
7. the racecourse provides transport (courtesy bus).
8. the racecourse's surrounding streetscape is attractive.
9. the racecourse has an eye-catching external appearance.
10. the racecourse has extended opening hours.

FOR EACH

Q1D AGREEMENT RATING

"QD1 How strongly do you agree or disagree that it is important..

_ [Q1DL] _"

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. (Don't know/Can't say - do not read out & do not accept too easily)

Q2DL INTERNAL FEATURES OF RACECOURSE

"Our next set is about the importance of the internal features of a racecourse when you choose where to gamble..."

1. the racecourse has betting facilities in the smoking area.
2. that it is easy to access an ATM at the racecourse.
3. the racecourse has adequate betting facilities so you don't have to wait.
4. you can bet privately at the racecourse without feeling watched.
5. you can easily find comfortable seating at the racecourse when gambling.
6. the racecourse feels safe and secure.
7. the racecourse is a good place to socialise with other people.
8. the racecourse has a lively atmosphere.
9. the racecourse is not too noisy.

10. the racecourse is not too crowded.

FOR EACH

Q2D AGREEMENT RATING

"QD2 How strongly do you agree or disagree that it is important..

_ [Q2DL] _"

SEE Q1D

Q3DL HOSPITALITY STATEMENTS

"Our next set is about the importance of hospitality at a racecourse when you choose where to gamble..."

1. the racecourse has a wide range of bar and dining facilities.
2. the racecourse has a wide range of non-gambling entertainment activities.
3. the racecourse provides discounted food and beverage prices.
4. the racecourse provides discounted non-gambling entertainment activities.
5. the racecourse's entry or membership prices are reasonable.
6. free refreshments are readily available at the racecourse (e.g. coffee, soft drinks, bar snacks).
7. the staff at the racecourse provide good service.
8. the staff at the racecourse recognise you.
9. you are not interrupted whilst gambling at the racecourse.
10. the racecourse has good membership benefits.

FOR EACH

Q3D AGREEMENTS RATING

"QD3 How strongly do you agree or disagree that it is important..

_ [Q3DL] _"

SEE Q1D

Q4DL RACECOURSE ADVERTISING STATEMENTS

"Our next set is about the importance of racecourse advertising when you choose where to gamble..."

1. the racecourse conducts external advertising.
2. the racecourse has a high profile in the community.
3. the racecourse keeps you informed about what's on at the venue.

FOR EACH

Q4D AGREEMENT RATING

"QD4 How strongly do you agree or disagree that it is important..

_ [Q4DL] _"

SEE Q1D

Q4DT TIME STAMP SECTION D

=TSTAMP

SKIP Q1GJMP

*SECTION E

*FOR ALL RESPONDENTS WHO COMPLETED SECTION B

*(ie Respondents who said either 'Hotel', 'Club', or 'Casino' at A3)

Q1EJMP
=0

IF NOT 1-3 Q3A SKIP Q1FJMP

Q1E LOCATION OF VENUE

"QE1 I'm now going to ask you some questions about the specific venue you go to most often to gamble.

Earlier, you said this venue was a _ [Q3A] _"

EDIT

"

Can you please tell me where this venue is located.

_ RECORD EITHER 'SUBURB AND STATE' OR 'POSTCODE' _

SUBURB: _ [Q1ESUB.....] _

AND

STATE: _ [Q1ESTA.....] _

OR

POSTCODE: _ [Q1EPOST....] _"

BLANK

GO Q2E

Q1ESUB VENUE'S SUBURB

Q1ESTA VENUE'S STATE

Q1EPOST POSTCODE

Q2E KILOMETRES FROM VENUE

"QE2 About how many kilometres is this venue from where you live?

_ IF NECESSARY: _ Would that be.. _ READ OUT CODES 1-5 ONLY _"

1. Less than 2.5 kms
2. Between 2.5 and 5 kms
3. Between 5 and 10 kms
4. Between 10 and 20 kms
5. Over 20 kms
6. (Don't Know/Can't say)

Q3E METHOD OF TRAVEL TO VENUE

"QE3 How do you usually get to this venue?"

1. By private car
2. By public transport
3. By a venue courtesy bus
4. Walk or cycle
5. Other (Specify Q3EOTH)
6. (Don't Know/Can't say)

GO Q4E

Q3EOTH OTHER METHOD OF TRAVEL TO VENUE

Q4E DAYS PER MONTH GAMBLE AT VENUE

"QE4 During the last 12 months how many days per month, on average, did you gamble at this venue?"

_ RECORD DAYS PER MONTH BELOW _

_ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _"

NUM 1-31
WIDTH=2

Q5EA VENUE HAVE GAMING MACHINES
"Q5EA Does this venue have gaming machines?"

1. Yes
2. No
3. (Don't know/Can't say)

IF 2-3 Q5EA SKIP Q6EA

Q5EB MONEY SPENT ON GAMING MACHINES
"Q5EB In the last 12 months, how much money, not including winnings, did you spend on gaming machines at this venue in a typical month?"

_ RECORD DOLLAR VALUE BELOW _
_ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _ "

NUM

Q5EC
EDIT
"Q5EC And, in the last 12 months, how much time have you normally spent each time you have gambled on gaming machines at this venue?"

_ RECORD HOURS AND MINUTES BELOW _
_ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _ "

HOURS: _ [Q5ECHRS.....] _
AND
MINUTES: _ [Q5ECMIN.....] _ "

GO Q6EA

Q5ECHRS HOURS SPENT GAMBLING ON GAMING MACHINES AT VENUE
Q5ECMIN MINUTES SPENT GAMBLING ON GAMING MACHINES AT VENUE

NUM 0-59

Q6EA VENUE HAVE CASINO TABLE GAMES
"Q6EA Does this venue have Casino table games?"

1. Yes
2. No
3. (Don't know/Can't say)

IF 2-3 Q6EA SKIP Q7EA

Q6EB AMOUNT SPENT OF CASINO TABLES AT VENUE IN A TYPICAL MONTH
"Q6EB In the last 12 months, how much money, not including winnings, did you spend on table games at this venue in a typical month?"

_ RECORD DOLLAR VALUE BELOW _
_ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _ "

NUM

Q6EC

EDIT

"Q6EC And, in the last 12 months, how much time have you normally spent each time you have gambled on table games at this venue?

_ RECORD HOURS AND/OR MINUTES BELOW _
 _ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _

HOURS: _ [Q6ECHRS.....] _
 MINUTES: _ [Q6ECMIN.....] _ "

GO Q7EA

Q6ECHRS HOURS SPENT GAMBLING ON TABLE GAMES AT VENUE
 Q6ECMIN MINUTES SPENT GAMBLING ON TABLE GAMES AT VENUE

NUM 0-59

Q7EA VENUE HAVE KENO FACILITIES
 "Q7EA Does this venue have Keno facilities?"

1. Yes
2. No
3. (Don't Know/Can't say)

IF 2-3 Q7EA SKIP Q8EA

Q7EB AMOUNT SPENT ON KENO AT VENUE IN A TYPICAL MONTH
 "Q7EB In the last 12 months, how much money, not including winnings, did you spend on Keno at this venue in a typical month.

_ RECORD DOLLAR VALUE BELOW _
 _ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _ "

NUM

Q8EA VENUE HAVE TAB FACILITIES
 "Q8EA Does this venue have TAB facilities?"

1. Yes
2. No
3. (Don't Know/Can't say)

IF 2-3 Q8EA SKIP Q9EINT

Q8EB AMOUNT SPENT ON TAB BETTING AT VENUE IN A TYPICAL MONTH
 "Q8EB In the last 12 months, how much money, not including winnings, did you spend on TAB betting at this venue in a typical month.

_ RECORD DOLLAR VALUE BELOW _
 _ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _ "

NUM

Q9EINT
 "Q9E9 I am now going to ask you about the features of this gaming venue. To do this, I am going to ask you how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'Agree' or 'Strongly Agree'. If you disagree with a statement we want to know if you 'Disagree' or 'Strongly Disagree'. There are no 'right' or 'wrong' answers, all we want is your opinion.

1. Strongly Agree

2. Agree
3. Disagree
4. Strongly Disagree

_ PRESS ENTER TO CONTINUE _"
BLANK

Q9EL STATEMENTS

"The first set of statements is about the location of this venue for you..."

1. it is the only local venue available for your preferred type of gambling.
2. it is located near to where you work or study.
3. it is located near to where you shop, bank or use other services.
4. it is located near to other gambling, entertainment or restaurant venues you visit.
5. it is easy to get to.
6. the surrounding streetscape is attractive.
7. it has an eye-catching external appearance.
8. it has extended opening hours.

FOR EACH

Q9E AGREEMENT RATING

"Q9E How strongly do you agree or disagree..

_ [Q9EL] _"

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. (Don't Know/Can't Say)

Q10EL INTERNAL FEATURES

"Our next set is about the internal features of this venue..."

1. it has separate rooms for different gambling activities.
2. It has a separate gambling area for premium players.
3. It has gambling facilities in the smoking area.
4. It has easy access to an ATM.
5. it has adequate gambling facilities so you don't have to wait.
6. you can gamble privately without feeling watched.
7. you can easily find comfortable seating when gambling.
8. it feels safe and secure.
9. it is a good place to socialise with other people.
10. it has a lively atmosphere.
11. it is not too noisy.
12. it is not too crowded.

FOR EACH

Q10E AGREEMENT RATING

"Q10E How strongly do you agree or disagree..."

_ [Q10EL] _"

SEE Q9E

Q11EL HOSPITALITY FEATURES

"Our next set is about the hospitality features of this venue..."

1. it has a wide range of bar and dining facilities.
2. it has a wide range of non-gambling entertainment activities.
3. it provides discounted food and beverage prices.
4. it provides discounted non-gambling entertainment activities.
5. its entry or membership prices are reasonable.
6. free refreshments are readily available (e.g. coffee, soft drinks, bar snacks).
7. the staff provide good service.
8. the staff recognise you.
9. you are not interrupted whilst gambling.
10. it has good membership draws.
11. it has good prize draws.
12. it has a generous reward or loyalty program.

FOR

Q11E AGREEMENT RATING

"Q11E How strongly do you agree or disagree..."

[Q11EL]"

SEE Q9E

Q12EL VENUE ADVERTISING STATEMENTS

"Our next set is about the venue's advertising..."

1. it conducts external advertising.
2. It has a high profile in the community.
3. it keeps you informed about what's on at the venue.

FOR

Q12E AGREEMENT RATING

"Q12E How strongly do you agree or disagree...."

[Q12EL]"

SEE Q9E

IF 2-3 Q5EA SKIP Q1ET

Q13EL

"Our next set is about the venue's gaming machine facilities..."

1. it has a large number of gaming machines.
2. the layout of gaming machines allows privacy.
3. It has a Las Vegas type atmosphere.
4. it has your favourite gaming machines.
5. It has linked jackpots.
6. its gaming machines offer bonus features.
7. low denomination machines are available.

FOR EACH

Q13E AGREEMENT RATING

"QE13 How strongly do you agree or disagree"

[Q13EL]"

SEE Q9E

Q1ET TIME STAMP SECTION E

=TSTAMP

SKIP Q1HL

*SECTION F

*FOR ALL RESPONDENTS WHO COMPLETED SECTION C

*(ie Respondents who said Standalone TAB at A3)

Q1FJMP

=0

IF NOT 5 Q3A SKIP Q1GJMP

Q1F LOCATION OF TAB VENUE

EDIT

"QF1 I'm now going to ask you some questions about the specific standalone TAB agency you go to most often to gamble.

Can you please tell me where this venue is located.

_ RECORD EITHER 'SUBURB AND STATE' OR 'POSTCODE' _

SUBURB: _ [Q1FSUB.....] _

AND

STATE: _ [Q1FSTA.....] _

OR

POSTCODE: _ [Q1FPOST....] _

BLANK

GO Q2F

Q1FSUB VENUE'S SUBURB

Q1FSTA VENUE'S STATE

Q1FPOST POSTCODE

Q2F

"Q2F About how many kilometres is this venue from where you live.

_ IF NECESSARY: _ Would that be _ READ OUT CODES 1-5 ONLY _ "

1. Less than 2.5 kms
2. Between 2.5 and 5 kms
3. Between 5 and 10 kms
4. Between 10 and 20 kms
5. Over 20 kms
6. (Don't Know/Can't say)

Q3F METHOD OF TRAVEL TO TAB VENUE

"QF3 How do you usually get to this venue?"

1. By private car
2. By public transport
3. By a venue courtesy bus
4. Walk or cycle
5. Other (Specify Q3FOTH)
6. (Don't Know/Can't say)

GO Q4F

Q3FOTH OTHER METHOD OF TRAVEL TO TAB VENUE

Q4F DAYS GAMBLED PER MONTH

"QF4 During the last 12 months how many days per month, on average, did you gamble at this venue.

_ RECORD D FOR DON'T KNOW/R FOR REFUSED _"

NUM 0-31

WIDTH=2

Q5F AMOUNT SPENT ON TAB BETTING

"QF5 In the last 12 months, how much money, not including winnings, did you spend on TAB betting at this venue in a typical month.

_ RECORD DOLLAR VALUE BELOW _

_ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _"

NUM

Q6FINT

"QF6 I am now going to ask you about the features of this gaming venue. To do this, I am going to ask you how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'Agree' or 'Strongly Agree'. If you disagree with a statement we want to know if you 'Disagree' or 'Strongly Disagree'. There are no 'right' or 'wrong' answers, all we want is your opinion.

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

_ PRESS ENTER TO CONTINUE _"

BLANK

Q6FL STATEMENTS

"The first set of statements is about the location of this standalone TAB agency..."

1. it is located near to where you work or study.
2. it is located near to where you shop, bank or use other services.
3. it is located near to other gambling, entertainment or restaurant venues you visit.
4. it is easy to get to.
5. the surrounding streetscape is attractive.
6. it has an eye-catching external appearance.
7. it has extended opening hours.
8. It has easy access to an ATM.

FOR EACH

Q6F AGREEMENT RATING

"QF6 How strongly do you agree or disagree..."

_ [Q6FL] _"

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. (Don't Know/Can't Say)

Q7FL FEATURES OF TAB AGENCY

"Our next set is about the internal features of this TAB agency..."

1. it has adequate betting facilities so you don't have to wait.
2. you can bet privately without feeling watched.
3. you can easily find comfortable seating when gambling.
4. it feels safe and secure.
5. it is a good place to socialise with other people.
6. it has a lively atmosphere.
7. it is not too noisy.
8. it is not too crowded.

FOR

Q7F AGREEMENT RATING

"Q7F How strongly do you agree or disagree..

_ [Q7FL] _"

SEE Q6F

Q8FL HOSPITALITY FEATURES OF TAB AGENCY

"Our next set is about the hospitality features of this TAB agency.."

1. the staff provide good service.
2. the staff recognise you.
3. you are not interrupted whilst gambling.

FOR

Q8F AGREEMENT RATING

"Q8F How strongly do you agree or disagree..

_ [Q8FL] _"

SEE Q6F

Q9FL VENUE ADVERTISING STATEMENTS

"Our next set is about the venues advertising...."

1. It conducts external advertising.
2. It has a high profile in the community.
3. it keeps you informed about what's on at the venue.

FOR

Q9F AGREEMENT RATING

"Q9F How strongly do you agree or disagree..

_ [Q9FL] _"

SEE Q6F

Q1FT TIME STAMP SECTION F

=TSTAMP

Q1GJMP

=0

*SECTION G

*FOR ALL RESPONDENTS WHO COMPLETED SECTION D

*(ie Respondents who said Racecourses at A3)

IF NOT 4 Q3A SKIP Q1HL

Q1G LOCATION OF RACECOURSE

EDIT

"QG1 I'm now going to ask you some questions about the racecourse you go to most often.

Can you please tell me where this venue is located.

_ RECORD EITHER 'SUBURB AND STATE' OR 'POSTCODE' _

SUBURB: _ [Q1GSUB.....] _

AND

STATE: _ [Q1GSTA.....] _

OR

POSTCODE: _ [Q1GPOST....] _ "

BLANK

GO Q2G

Q1GSUB RACECOURSE'S SUBURB

Q1GSTA RACECOURSE'S STATE

Q1GPOST RACECOURSE POSTCODE

NUM

Q2G KILOMETRES FROM RACECOURSE

"Q2G About how many kilometres is this venue from where you live.

_ IF NECESSARY: _ Would that be... _ READ OUT CODES 1-5 ONLY _ "

1. Less than 2.5 kms
2. Between 2.5 and 5 kms
3. Between 5 and 10 kms
4. Between 10 and 20 kms
5. Over 20 kms
6. (Don't Know/Can't say)

Q3G METHOD OF TRAVEL TO RACECOURSE

"QG3 How do you usually get to this venue"

1. By private car
2. By public transport
3. By a venue courtesy bus
4. Walk or cycle
5. Other (Specify Q3GOTH)
6. (Don't Know/Can't say)

GO Q4G

Q3GOTH OTHER METHOD OF TRAVEL TO RACECOURSE

Q4G

"Q4G During the last 12 months how many days per month, on average, did you gamble at this venue.

_ RECORD D FOR DON'T KNOW/R FOR REFUSED _"

NUM 0-31
WIDTH=2

Q5G AMOUNT SPENT AT RACECOURSE

"Q5 In the last 12 months, how much money, not including winnings, did you spend on gambling at this venue in a typical month.

_ RECORD DOLLAR VALUE BELOW _
_ RECORD D FOR DON'T KNOW/R FOR REFUSED. DO NOT ACCEPT EASILY _"

NUM

Q6INT

"Q6 I am now going to ask you about the features of this racecourse. To do this, I am going to ask you how strongly you agree or disagree with a series of statements. If you agree with a statement we want to know if you 'Agree' or 'Strongly Agree'. If you disagree with a statement we want to know if you 'Disagree' or 'Strongly Disagree'. There are no 'right' or 'wrong' answers, all we want is your opinion.

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

_ PRESS ENTER TO CONTINUE _"
BLANK

Q6GL STATEMENTS

"The first set of statements is about the location of this venue for you..."

1. it is located near to where you work or study.
2. it is located near to where you shop, bank or use other services.
3. it is located near to other gambling, entertainment or restaurant venues you visit.
4. it is easy to get to.
5. the surrounding streetscape is attractive.
6. It has an eye-catching external appearance.
7. it has extended opening hours.

FOR

Q6G AGREEMENT RATING

"Q6 How strongly do you agree or disagree..."

_ [Q6GL] _"

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. (Don't Know/Can't Say)

Q7GL INTERNAL FEATURES OF RACECOURSE

"Our next set is about the internal features of this racecourse..."

1. It has gambling facilities in the smoking area.
2. It has easy access to an ATM.
3. it has adequate betting facilities so you don't have to wait.

4. you can bet privately without feeling watched.
5. you can easily find comfortable seating when gambling.
6. it feels safe and secure.
7. it is a good place to socialise with other people.
8. it has a lively atmosphere.
9. it is not too noisy.
10. it is not too crowded.

FOR

Q7G AGREEMENT RATING

"Q7G How strongly do you agree or disagree..

_ [Q7GL] _ "

SEE Q6G

Q8GL HOSPITALITY FEATURES OF RACECOURSE

"Our next set is about the hospitality features of this racecourse..."

1. it has a wide range of bar and dining facilities.
2. it has a wide range of non-gambling entertainment activities.
3. it provides discounted food and beverage prices.
4. it provides discounted non-gambling entertainment activities.
5. its entry or membership prices are reasonable.
6. free refreshments are readily available (e.g. coffee, soft drinks, bar snacks).
7. the staff provide good service.
8. the staff recognise you.
9. you are not interrupted whilst gambling.
10. it has good membership benefits.

FOR

Q8G AGREEMENT RATING

"Q8G How strongly do you agree or disagree..."

_ [Q8GL] _ "

SEE Q6G

Q9GL RACECOURSE ADVERTISING STATEMENTS

"Our next set is about the racecourse advertising..."

1. it conducts external advertising.
2. It has a high profile in the community.
3. it keeps you informed about what's on at the venue.

FOR

Q9G AGREEMENT RATING

"Q9G How strongly do you agree or disagree..."

_ [Q9GL] _ "

SEE Q6G

Q9GT TIME STAMP SECTION G

=TSTAMP

*ASK ALL

Q1HL STATEMENTS

"Just before we finish this survey we'd like to ask you a few questions about your gambling. Remember this is an anonymous survey, so please answer these questions as accurately as you can."

1. have you bet more than you could really afford to lose.
2. have you needed to gamble with larger amounts of money to get the same feeling of excitement.
3. have you gone back another day to try to win back the money you lost.
4. have you borrowed money or sold anything to get money to gamble.
5. have you felt that you might have a problem with gambling.
6. have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true.
7. how often have you felt guilty about the way you gamble, or what happens when you gamble.
8. has your gambling caused you any health problems, including stress or anxiety.
9. has your gambling caused any financial problems for you or your household.

FOR

Q1H FREQUENCY OF GAMBLING PROBLEMS

"QH1 Thinking about the past 12 months, how often

_ [Q1HL] _

Would you say _ READ OUT CODES 1-4 ONLY _"

1. Never
2. Sometimes
3. Most of the time, or
4. Almost always
5. (Don't Know/Can't say - do not accept too easily)

*CLASSIFICATION

*ALL RESPONDENTS

Q2H HOUSEHOLD STRUCTURE

"QH2 Finally, which of the following best describes your household.

_ READ OUT CODES 1-6 ONLY _"

1. Single person living alone
2. One parent family with children
3. Couple with children
4. Couple with no children
5. Group household
6. Other (specify Q2HOTH)
7. (Not established)

GO Q1HT

Q2HOTH OTHER HOUSEHOLD STRUCTURE

Q1HT TIME STAMP SECTION H

=TSTAMP

Q99END

"Thank-you that's the end of the interview. As this is University research it has been approved by the Southern Cross University Human Research Ethics Committee. Would you like to know more about this project or about services for people experiencing problems with their gambling.

_ READ OUT IF WANTED: _ The ethics approval number for this project is 08045 and the ethics officer is Sue Kelly. Her phone number is 02 6626 9139. There is a national gambling helpline that provides free and confidential counselling advice. Their number is 1800 858 858.

_ READ TO ALL: _ As part of quality control procedures, someone from (market research company) may wish to re-contact you to ask a couple of questions verifying some of the information we just collected. Can I confirm your phone number:

_ [QOPH] _

Thanks again for your time, just to remind you, I am from (market research company). If you have any queries you can call the Chief Investigator of this project Professor Nerilee Hing on 02 6620 3928."

APPENDIX B: PROBLEM GAMBLER CLIENT SURVEY QUESTIONNAIRE

The influence of venue characteristics on gambling

Thank you to all who have responded to the survey from Victoria. We have now achieved our quota of participants from Victoria. The survey is now no longer available to Victorian residents. All other states and territories will have the survey available until 31 July 2009.

If you have recently commenced counselling for gambling related problems, then you are invited to participate in a study to explore why gamblers choose to gamble where they do. The study will examine whether certain features of different types of premises are more or less likely to attract and/or maintain gambling problems. That is, we hope to gain an understanding of how gamblers are variously influenced by the gambling environment. This research project has been funded by Gambling Research Australia.

If you agree to participate in this research, we invite you to complete an anonymous survey. This survey is for people who have gambled in either a club, hotel, casino, TAB agency or racecourse in the past 12 months and have been receiving counselling for gambling related problems. The survey will take about 15 minutes. Only the researchers will handle the information collected from the surveys for analysis and report preparation. Your individual responses will remain anonymous and confidential. Your information will be integrated with that from other participants. Please be assured that your name cannot be associated with the survey and no identifiers will be attached to your information. The research results will then be written up as a research report for Gambling Research Australia. With their permission, the results may also be presented at conferences or via journal articles. The research report will be available on the Gambling Research Australia website at a later date.

If you agree to complete this survey, we ask that you be as honest as possible and be willing to identify the factors influencing your choice of gambling venue. Please know that you are under no pressure to divulge any information you may feel uncomfortable sharing. If you decide to participate, you are free to discontinue participation. If, when undertaking the survey any unwelcomed issues about gambling arise, you should consider terminating the questionnaire and speaking to your counsellor or contacting the National Gambling Helpline (ph. 1800 858 858). If you have any questions about this project, feel free to ask us at any time.

Researcher Details:

Dr. John Haw and Professor Nerilee Hing
Centre for Gambling Education and Research
School of Tourism and Hospitality Management
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PO Box 157, Lismore, N.S.W. Australia 2480
Email: john.haw@scu.edu.au ph. 02 6626 9429; nerilee.hing@scu.edu.au ph. 02 6620 3928 fax 02 6620 3565

The ethical aspects of this study have been approved by the Southern Cross University Human Research Ethics Committee (HREC). The Approval Number is 08045.

If you have any complaints or reservations about any ethical aspect of your participation in this research, you may contact the HREC through the Ethics Complaints Officer, Ms Sue Kelly, (telephone [02] 6626 9139, fax [02] 6626 9145, email: sue.kelly@scu.edu.au). Any complaint you make will be treated in confidence and investigated, and you will be informed of the outcome.

Descriptive Information

Thankyou for agreeing to take part in this survey of the characteristics of gambling venues. First of all we need to make sure we have a good cross-section of respondents.

1. What is your gender?

- Male
 Female

2. Which one of these age groups do you belong to?

- | | |
|-------------------------------------|--|
| <input type="radio"/> 18 - 19 years | <input type="radio"/> 45 - 49 years |
| <input type="radio"/> 20 - 24 years | <input type="radio"/> 50 - 54 years |
| <input type="radio"/> 25 - 29 years | <input type="radio"/> 55 - 59 years |
| <input type="radio"/> 30 - 34 years | <input type="radio"/> 60 - 64 years |
| <input type="radio"/> 35 - 39 years | <input type="radio"/> 65 - 69 years |
| <input type="radio"/> 40 - 44 years | <input type="radio"/> 70 years or more |

3. Which of the following best describes your household?

- | | |
|---|---|
| <input type="radio"/> Single person living alone | <input type="radio"/> Couple with no children |
| <input type="radio"/> One parent family with children | <input type="radio"/> Group household |
| <input type="radio"/> Couple with children | |
| <input type="radio"/> Other (please specify) | |

4. What is the postcode of the town/suburb where you live?

5. During the last 12 months, how often did you gamble on gaming machines?

- | | |
|--|---|
| <input type="radio"/> Daily | <input type="radio"/> About once every two or three months |
| <input type="radio"/> Several days a week | <input type="radio"/> Three or four times in the last 12 months |
| <input type="radio"/> About once a week | <input type="radio"/> Once or twice in the last 12 months |
| <input type="radio"/> About once a fortnight | <input type="radio"/> Never |
| <input type="radio"/> About once a month | |

6. During the last 12 months, how often did you gamble on keno?

- | | |
|--|---|
| <input type="radio"/> Daily | <input type="radio"/> About once every two or three months |
| <input type="radio"/> Several days a week | <input type="radio"/> Three or four times in the last 12 months |
| <input type="radio"/> About once a week | <input type="radio"/> Once or twice in the last 12 months |
| <input type="radio"/> About once a fortnight | <input type="radio"/> Never |
| <input type="radio"/> About once a month | |

7. During the last 12 months, how often did you gamble on casino table games (not on the internet)?

- | | |
|--|---|
| <input type="radio"/> Daily | <input type="radio"/> About once every two or three months |
| <input type="radio"/> Several days a week | <input type="radio"/> Three or four times in the last 12 months |
| <input type="radio"/> About once a week | <input type="radio"/> Once or twice in the last 12 months |
| <input type="radio"/> About once a fortnight | <input type="radio"/> Never |
| <input type="radio"/> About once a month | |

8. During the last 12 months, how many days did you gamble on horse or greyhound racing?

- | | |
|--|---|
| <input type="radio"/> Daily | <input type="radio"/> About once every two or three months |
| <input type="radio"/> Several days a week | <input type="radio"/> Three or four times in the last 12 months |
| <input type="radio"/> About once a week | <input type="radio"/> Once or twice in the last 12 months |
| <input type="radio"/> About once a fortnight | <input type="radio"/> Never |
| <input type="radio"/> About once a month | |

9. During the last 12 months, how many days did you gamble on sports betting (eg, football, car racing)?

- | | |
|--|---|
| <input type="radio"/> Daily | <input type="radio"/> About once every two or three months |
| <input type="radio"/> Several days a week | <input type="radio"/> Three or four times in the last 12 months |
| <input type="radio"/> About once a week | <input type="radio"/> Once or twice in the last 12 months |
| <input type="radio"/> About once a fortnight | <input type="radio"/> Never |
| <input type="radio"/> About once a month | |

10. During the last 12 months, which ONE of these venues have you gambled at most frequently? If you have not gambled at any of these venues in the past 12 months, please discontinue the survey and thank you for your time.

Hotel or Club or Casino

At a racecourse

At a stand-alone TAB agency
(not in a hotel, club, casino or
racecourse)

Racecourse: Importance of location

This section asks about important features of racecourses that may have influenced where you chose to gamble during the past 12 months.

How strongly do you agree or disagree with the following statements?

1. It is important that the racecourse is located near to where you live.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the racecourse is located near to where you work or study.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the racecourse is located near to where you shop, bank or use other services.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the racecourse is located near to other gambling, entertainment or restaurant venues you visit.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the racecourse is easy to get to by public transport.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the racecourse is easy to get to by private car.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the racecourse provides transport (courtesy bus).

Strongly agree Agree Disagree Strongly disagree

8. It is important the racecourse's surrounding streetscape is attractive?

Strongly agree Agree Disagree Strongly disagree

9. It is important the racecourse has an eye-catching external appearance.

Strongly agree Agree Disagree Strongly disagree

10. It is important the racecourse has extended opening hours.

Strongly agree Agree Disagree Strongly disagree

Racecourse: Importance of internal features

This section asks about the importance of the internal features of a racecourse when choosing where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important the racecourse has betting facilities in the smoking area.

Strongly agree Agree Disagree Strongly disagree

2. It is important that it is easy to access to an ATM at the racecourse.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the racecourse has adequate betting facilities so you don't have to wait.

Strongly agree Agree Disagree Strongly disagree

4. It is important that you can bet privately at the racecourse without feeling watched.

Strongly agree Agree Disagree Strongly disagree

5. It is important that you can easily find comfortable seating at the racecourse when gambling.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the racecourse feels safe and secure.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the racecourse is a good place to socialise with other people.

Strongly agree Agree Disagree Strongly disagree

8. It is important that the racecourse has a lively atmosphere.

Strongly agree Agree Disagree Strongly disagree

9. It is important that the racecourse is not too noisy.

Strongly agree Agree Disagree Strongly disagree

10. It is important that the racecourse is not too crowded.

Strongly agree Agree Disagree Strongly disagree

Racecourse: Importance of hospitality

This section asks about the importance of hospitality at a racecourse when choosing where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important that the racecourse has a wide range of bar and dining facilities.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the racecourse has a wide range of non-gambling entertainment activities.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the racecourse provides discounted food and beverage prices.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the racecourse provides discounted non-gambling entertainment activities.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the racecourse's entry or membership prices are reasonable.

Strongly agree Agree Disagree Strongly disagree

6. It is important that free refreshments are readily available at the racecourse (e.g. coffee, soft drinks, bar snacks).

Strongly agree Agree Disagree Strongly disagree

7. It is important that the staff at the racecourse provide good service.

Strongly agree Agree Disagree Strongly disagree

8. It is important that the staff at the racecourse recognise you.

Strongly agree Agree Disagree Strongly disagree

9. It is important that you are not interrupted whilst gambling at the racecourse.

Strongly agree Agree Disagree Strongly disagree

10. It is important that the racecourse has good membership benefits.

Strongly agree

Agree

Disagree

Strongly disagree

Racecourse: Importance of advertising

This section asks about the importance of racecourse advertising when choosing where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important that the racecourse conducts external advertising.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the racecourse has a high profile in the community.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the racecourse keeps you informed about what's on at the venue.

Strongly agree Agree Disagree Strongly disagree

Racecourse: Characteristics of most frequented racecourse

You will now be asked to answer some questions about the SPECIFIC RACECOURSE you have gambled at most often during the last 12 months.

1. Please provide the postcode OR suburb and state of the location of the racecourse you have gambled at most often in the past 12 months (eg, Rosehill, NSW; Doomben, Qld).

2. About how long ago did you last visit this racecourse?

- About a week ago

 About 6 months ago
 About a fortnight ago

 About 12 months ago
 About a month ago

 Over 12 months ago
 About 3 months ago

3. About how many kilometres is this racecourse from where you live?

- Less than 2.5 kms

 Between 10 and 20 kms
 Between 2.5 and 5 kms

 Over 20 kms
 Between 5 and 10 kms

4. How did you usually get to this racecourse?

- By private car

 By public transport

 By a venue courtesy bus

 Walk or cycle
 Other (please specify)

5. During the last 12 months how many days per month OR days per year, did you gamble at this venue?

Days per month =

OR Days per year =

6. In the last 12 months, how much money, not including winnings, did you spend on gambling at this venue in a typical month OR year?

Dollars per month =

OR Dollars per year =

Racecourse: Location of most frequented racecourse

This section asks about the features of the **SPECIFIC RACECOURSE** that you frequented most often. How strongly do you agree or disagree with the following statements?

1. It is located near to where you work or study.

- Strongly agree Agree Disagree Strongly disagree Not applicable

2. It is located near to where you shop, bank or use other services.

- Strongly agree Agree Disagree Strongly disagree Not applicable

3. It is located near to other gambling, entertainment or restaurant venues you visit.

- Strongly agree Agree Disagree Strongly disagree Not applicable

4. It is easy to get to.

- Strongly agree Agree Disagree Strongly disagree Don't know

5. The surrounding streetscape is attractive.

- Strongly agree Agree Disagree Strongly disagree Don't know

6. It has an eye-catching external appearance.

- Strongly agree Agree Disagree Strongly disagree Don't know

7. It has extended opening hours.

- Strongly agree Agree Disagree Strongly disagree Don't know

Racecourse: Internal features

This section asks about the internal features of your **MOST FREQUENTED RACECOURSE**. How strongly do you agree or disagree with the following statements?

1. It has gambling facilities in the smoking area.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

2. It has easy access to an ATM.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

3. It has adequate betting facilities so you don't have to wait.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

4. You can bet privately without feeling watched.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

5. You can easily find comfortable seating when gambling.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

6. It feels safe and secure.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

7. It is a good place to socialise with other people.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

8. It has a lively atmosphere.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

9. It is not too noisy.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

10. It is not too crowded.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

Racecourse: Hospitality features

This sections asks about the hospitality features of your MOST FREQUENTED RACECOURSE.

How strongly do you agree or disagree with the following set of statements?

1. It has a wide range of bar and dining facilities.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

2. It has a wide range of non-gambling entertainment activities.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

3. It provides discounted food and beverage prices.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

4. It provides discounted non-gambling entertainment activities?

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

5. Its entry or membership prices are reasonable.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

6. Free refreshments are readily available (e.g. coffee, soft drinks, bar snacks).

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

7. The staff provide good service.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

8. The staff recognise you.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

9. You are not interrupted whilst gambling.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

10. It has good membership benefits.

Strongly agree

Agree

Disagree

Strongly disagree

Don't know

Racecourse: Advertising

This section asks about the advertising of your MOST FREQUENTED RACECOURSE.

How strongly do you agree or disagree with the following statements?

1. It conducts external advertising.

Strongly agree Agree Disagree Strongly disagree Don't know

2. It has a high profile in the community.

Strongly agree Agree Disagree Strongly disagree Don't know

3. It keeps you informed about what's on at the venue.

Strongly agree Agree Disagree Strongly disagree Don't know

TAB: Importance of location

This section asks about important features of stand-alone TAB's that may have influenced where you chose to gamble in the last 12 months.

How strongly do you agree or disagree with the following statements?

1. It is important that the TAB is located near to where you live.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the TAB is located near to where you work or study.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the TAB is located near to where you shop, bank or use other services.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the TAB is located near to other gambling, entertainment or restaurant venues you visit.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the TAB is easy to get to by public transport.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the TAB is easy to get to by private car.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the TAB provides transport (courtesy bus).

Strongly agree Agree Disagree Strongly disagree

8. It is important that the TAB's surrounding streetscape is attractive.

Strongly agree Agree Disagree Strongly disagree

9. It is important that the TAB has an eye-catching external appearance.

Strongly agree Agree Disagree Strongly disagree

10. It is important that the TAB has extended opening hours.

Strongly agree Agree Disagree Strongly disagree

11. It is important that there is easy access to an ATM near the TAB.

Strongly agree Agree Disagree Strongly disagree

TAB: Importance of internal features

This section asks about the importance of internal features of a stand-alone TAB when choosing where to gamble.

How strongly do you agree or disagree with the following set of statements?

1. It is important that the TAB has adequate betting facilities so you don't have to wait.

Strongly agree Agree Disagree Strongly disagree

2. It is important that you can bet privately at the TAB without feeling watched.

Strongly agree Agree Disagree Strongly disagree

3. It is important that you can easily find comfortable seating in the TAB when gambling.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the TAB feels safe and secure.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the TAB is a good place to socialise with other people.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the TAB has a lively atmosphere.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the TAB is not too noisy.

Strongly agree Agree Disagree Strongly disagree

8. It is important that the TAB is not too crowded.

Strongly agree Agree Disagree Strongly disagree

TAB: Importance of hospitality

This section asks about the importance of the hospitality at a stand-alone TAB when choosing where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important that the TAB's staff provide good service.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the TAB's staff recognise you.

Strongly agree Agree Disagree Strongly disagree

3. It is important that you are not interrupted whilst gambling at the TAB.

Strongly agree Agree Disagree Strongly disagree

TAB: Importance of advertising

This section asks about the importance of the stand-alone TAB's advertising when choosing where to gamble.

How strongly do you agree or disagree with the following set of statements?

1. It is important that the TAB conducts external advertising.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the TAB has a high profile in the community.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the TAB keeps you informed about what's on at the venue.

Strongly agree Agree Disagree Strongly disagree

TAB: Characteristics of most frequented TAB agency

You will now be asked to answer some questions about the SPECIFIC stand-alone TAB agency you have gambled at most often during the last 12 months.

1. Please provide the postcode OR suburb and state of the location of the stand-alone TAB agency you have gambled at most often in the past 12 months.

2. About how long ago did you last visit this TAB agency?

- About a week ago

 About 6 months ago
 About a fortnight ago

 About 12 months ago
 About a month ago

 Over 12 months ago
 About 3 months ago

3. About how many kilometres is this TAB agency from where you live?

- Less than 2.5 kms

 Between 10 and 20 kms
 Between 2.5 and 5 kms

 Over 20 kms
 Between 5 and 10 kms

4. How did you usually get to this TAB agency?

- By private car

 By public transport

 By a venue courtesy bus

 Walk or cycle
 Other (please specify)

5. During the last 12 months how many days per month OR days per year, did you gamble at this TAB agency.

Days per month =

OR Days per year =

6. In the last 12 months, how much money, not including winnings, did you spend on TAB betting at this venue in a typical month OR year?

Dollars per month =

OR Dollars per year =

TAB: Location of most frequented TAB

This section asks about the features of the **SPECIFIC** TAB agency that you frequented most often in the past 12 months. How strongly do you agree or disagree with the following statements?

1. It is located near to where you work or study.

- Strongly agree Agree Disagree Strongly disagree Not applicable

2. It is located near to where you shop, bank or use other services.

- Strongly agree Agree Disagree Strongly disagree Not applicable

3. It is located near to other gambling, entertainment or restaurant venues you visit.

- Strongly agree Agree Disagree Strongly disagree Not applicable

4. It is easy to get to.

- Strongly agree Agree Disagree Strongly disagree Don't know

5. The surrounding streetscape is attractive.

- Strongly agree Agree Disagree Strongly disagree Don't know

6. It has an eye-catching external appearance.

- Strongly agree Agree Disagree Strongly disagree Don't know

7. It has extended opening hours.

- Strongly agree Agree Disagree Strongly disagree Don't know

8. It has easy access to an ATM.

- Strongly agree Agree Disagree Strongly disagree Don't know

TAB: Internal features of most frequented TAB

This section asks about the internal features of the SPECIFIC TAB agency you frequented most often in the past 12 months.

How strongly do you agree or disagree with the following set of statements?

1. It has adequate betting facilities so you don't have to wait.

Strongly agree Agree Disagree Strongly disagree Don't know

2. You can bet privately without feeling watched.

Strongly agree Agree Disagree Strongly disagree Don't know

3. You can easily find comfortable seating when gambling.

Strongly agree Agree Disagree Strongly disagree Don't know

4. It feels safe and secure.

Strongly agree Agree Disagree Strongly disagree Don't know

5. It is a good place to socialise with other people.

Strongly agree Agree Disagree Strongly disagree Don't know

6. It has a lively atmosphere.

Strongly agree Agree Disagree Strongly disagree Don't know

7. It is not too noisy.

Strongly agree Agree Disagree Strongly disagree Don't know

8. It is not too crowded.

Strongly agree Agree Disagree Strongly disagree Don't know

TAB: Hospitality features of most frequented TAB

This section asks about the hospitality features of your most frequented TAB agency.

How strongly do you agree or disagree with the following statements?

1. The staff provide good service.

Strongly agree Agree Disagree Strongly disagree Don't know

2. The staff recognise you.

Strongly agree Agree Disagree Strongly disagree Don't know

3. You are not interrupted whilst gambling.

Strongly agree Agree Disagree Strongly disagree Don't know

TAB: Advertising

This section asks about the SPECIFIC TAB agency's advertising.

How strongly do you agree or disagree with the following statements?

1. It conducts external advertising.

Strongly agree Agree Disagree Strongly disagree Don't know

2. It has a high profile in the community.

Strongly agree Agree Disagree Strongly disagree Don't know

3. It keeps you informed about what's on at the venue.

Strongly agree Agree Disagree Strongly disagree Don't know

Importance of location

This sections asks about important features of gambling venues, such as hotels, clubs or casinos, that may have influenced where you chose to gamble in the past 12 months.

How strongly do you agree or disagree with the following set of statements?

1. It is important that the venue is located near to where you live.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the venue is located near to where you work or study.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the venue is located near to where you shop, bank or use other services.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the venue is located near to other gambling, entertainment or restaurant venues you visit.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the venue is easy to get to by public transport.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the venue is easy to get to by private car.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the venue provides transport (courtesy bus).

Strongly agree Agree Disagree Strongly disagree

8. It is important that the surrounding streetscape is attractive.

Strongly agree Agree Disagree Strongly disagree

9. It is important that the venue has an eye-catching external appearance.

Strongly agree Agree Disagree Strongly disagree

10. It is important that the venue has extended opening hours.

Strongly agree Agree Disagree Strongly disagree

Importance of internal features

This section asks about the importance of internal features of a club, hotel or casino when choosing where to gamble.

How strongly do you agree or disagree with the following set of statements?

1. It is important that the venue has gaming machines.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the venue has TAB betting facilities.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the venue has Keno facilities.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the venue has table games (e.g., blackjack, roulette).

Strongly agree Agree Disagree Strongly disagree

5. It is important that the venue has separate rooms for different gambling activities.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the venue has a separate gambling area for premium players.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the venue has gambling facilities in the smoking area.

Strongly agree Agree Disagree Strongly disagree

8. It is important that it is easy to access an ATM in the venue.

Strongly agree Agree Disagree Strongly disagree

9. It is important that the venue has adequate gambling facilities so you don't have to wait.

Strongly agree Agree Disagree Strongly disagree

10. It is important that you can gamble privately in the venue without feeling watched.

Strongly agree Agree Disagree Strongly disagree

11. It is important that you can easily find comfortable seating in the venue when gambling.

Strongly agree Agree Disagree Strongly disagree

12. It is important that the venue feels safe and secure.

Strongly agree Agree Disagree Strongly disagree

13. It is important that the venue is a good place to socialise with other people.

Strongly agree Agree Disagree Strongly disagree

14. It is important that the venue has a lively atmosphere.

Strongly agree Agree Disagree Strongly disagree

15. It is important that the venue is not too noisy.

Strongly agree Agree Disagree Strongly disagree

16. It is important that the venue is not too crowded.

Strongly agree Agree Disagree Strongly disagree

Importance of hospitality

This section asks about the importance of a gambling venue's hospitality when you choose where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important that the venue has a wide range of bar and dining facilities.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the venue has a wide range of non-gambling entertainment activities.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the venue provides discounted food and beverage prices.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the venue provides discounted non-gambling entertainment activities.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the venue's entry or membership prices are reasonable.

Strongly agree Agree Disagree Strongly disagree

6. It is important that free refreshments are readily available in the venue (e.g. coffee, soft drinks, bar snacks).

Strongly agree Agree Disagree Strongly disagree

7. It is important that the venue's staff provide good service.

Strongly agree Agree Disagree Strongly disagree

8. It is important that the venue's staff recognise you.

Strongly agree Agree Disagree Strongly disagree

9. It is important that you are not interrupted at the venue whilst gambling.

Strongly agree Agree Disagree Strongly disagree

10. It is important that the venue has good membership draws.

Strongly agree Agree Disagree Strongly disagree

11. It is important that venue has good prize draws.

Strongly agree Agree Disagree Strongly disagree

12. It is important that the venue has a generous reward or loyalty program.

Strongly agree Agree Disagree Strongly disagree

Importance of advertising

This section asks about the importance of a gambling venue's advertising when choosing where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important that the venue conducts external advertising.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the venue has a high profile in the community.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the venue keeps you informed about what's on at the venue.

Strongly agree Agree Disagree Strongly disagree

Importance of gaming machine facilities

This section asks about the importance of a venue's gaming machine facilities when choosing where to gamble.

How strongly do you agree or disagree with the following statements?

1. It is important that the venue has a large number of gaming machines.

Strongly agree Agree Disagree Strongly disagree

2. It is important that the layout of gaming machines in the venue allows privacy.

Strongly agree Agree Disagree Strongly disagree

3. It is important that the venue has a Las Vegas type atmosphere.

Strongly agree Agree Disagree Strongly disagree

4. It is important that the venue has your favourite gaming machines.

Strongly agree Agree Disagree Strongly disagree

5. It is important that the venue has linked jackpots.

Strongly agree Agree Disagree Strongly disagree

6. It is important that the venue's gaming machines offer bonus features.

Strongly agree Agree Disagree Strongly disagree

7. It is important that the venue has low denomination machines available.

Strongly agree Agree Disagree Strongly disagree

Characteristics of your most frequented venue

You will now be asked to answer some questions about the **SPECIFIC** hotel, club or casino you have gambled at most often during the last 12 months.

1. During the last 12 months, at which ONE of these venues had you gambled at MOST FREQUENTLY?

- Hotel
 Club
 Casino

2. Please provide the postcode OR suburb and state of the location of the SPECIFIC venue you gambled at most frequently in the past 12 months.

3. About how long ago did you last gamble at this venue?

- About a week ago
 About 6 months ago
 About a fortnight ago
 About 12 months ago
 About a month ago
 Over 12 months ago
 About 3 months ago

4. About how many kilometres is this venue from where you live?

- Less than 2.5 kms
 Between 10 and 20 kms
 Between 2.5 and 5 kms
 Over 20 kms
 Between 5 and 10 kms

5. How did you usually get to this venue?

- By private car
 By public transport
 By a venue courtesy bus
 Walk or cycle
 Other (please specify)

6. During the last 12 months how many days per month OR days per year, did you gamble at this venue?

Days per month =

OR Days per year =

7. Does this venue have gaming machines?

- Yes
 No (go to question 10)
 Don't know (go to question 10)

8. In the last 12 months, how much money, not including winnings, did you spend on gaming machines at this venue in a typical month OR year?

Dollars per month =

OR Dollars per year =

9. And, in the last 12 months, how much time have you normally spent each time you have gambled on gaming machines at this venue?

Minutes per typical session =

10. Does this venue have Casino table games?

- Yes
- No (go to question 13)
- Don't know (go to question 13)

11. In the last 12 months, how much money, not including winnings, did you spend on table games at this venue in a typical month OR year?

Dollars per month =

OR Dollars per year =

12. And, in the last 12 months, how much time have you normally spent each time you have gambled on table games at this venue?

Minutes per typical session =

13. Does this venue have Keno facilities?

- Yes
- No (go to question 15)
- Don't know (go to question 15)

14. In the last 12 months, how much money, not including winnings, did you spend on Keno at this venue in a typical month OR year?

Dollars per month =

OR Dollars per year =

15. Does this venue have TAB facilities?

- Yes
- No (go to next page)
- Don't know (go to next page)

16. In the last 12 months, how much money, not including winnings, did you spend on TAB betting at this venue in a typical month OR year?

Dollars per month =

OR Dollars per year =

Location of most frequented venue

This section asks about the features of the SPECIFIC gaming venue that you FREQUENTED MOST OFTEN in the past 12 months.

How strongly do you agree or disagree with the following statements?

1. It is the only local venue available for your preferred type of gambling.

Strongly agree Agree Disagree Strongly disagree Don't know

2. It is located near to where you work or study.

Strongly agree Agree Disagree Strongly disagree Not Applicable

3. It is located near to where you shop, bank or use other services.

Strongly agree Agree Disagree Strongly disagree Not applicable

4. It is located near to other gambling, entertainment or restaurant venues you visit.

Strongly agree Agree Disagree Strongly disagree Not applicable

5. It is easy to get to.

Strongly agree Agree Disagree Strongly disagree Don't know

6. The surrounding streetscape is attractive.

Strongly agree Agree Disagree Strongly disagree Don't know

7. It has an eye-catching external appearance.

Strongly agree Agree Disagree Strongly disagree Don't know

8. It has extended opening hours.

Strongly agree Agree Disagree Strongly disagree Don't know

Internal features of most frequented venue

This section asks about the internal features of the SPECIFIC gambling venue you FREQUENTED MOST OFTEN in the past 12 months.

How strongly do you agree or disagree with the following statements?

1. It has separate rooms for different gambling activities.

Strongly agree Agree Disagree Strongly disagree Don't know

2. It has a separate gambling area for premium players.

Strongly agree Agree Disagree Strongly disagree Don't know

3. It has gambling facilities in the smoking area.

Strongly agree Agree Disagree Strongly disagree Don't know

4. It has easy access to an ATM.

Strongly agree Agree Disagree Strongly disagree Don't know

5. It has adequate gambling facilities so you don't have to wait.

Strongly agree Agree Disagree Strongly disagree Don't know

6. You can gamble privately without feeling watched.

Strongly agree Agree Disagree Strongly disagree Don't know

7. You can easily find comfortable seating when gambling.

Strongly agree Agree Disagree Strongly disagree Don't know

8. It feels safe and secure.

Strongly agree Agree Disagree Strongly disagree Don't know

9. It is a good place to socialise with other people.

Strongly agree Agree Disagree Strongly disagree Don't know

10. It has a lively atmosphere.

Strongly agree Agree Disagree Strongly disagree Don't know

11. It is not too noisy.

Strongly agree Agree Disagree Strongly disagree Don't know

12. It is not too crowded.

Strongly agree Agree Disagree Strongly disagree Don't know

Hospitality features of most frequented venue

This section asks about the hospitality features of the SPECIFIC venue you most frequently gambled at.

How strongly do you agree or disagree with the following statements?

1. It has a wide range of bar and dining facilities.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

2. It has a wide range of non-gambling entertainment activities.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

3. It provides discounted food and beverage prices.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

4. It provides discounted non-gambling entertainment activities.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

5. Its entry or membership prices are reasonable.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

6. Free refreshments are readily available (e.g. coffee, soft drinks, bar snacks).

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

7. The staff provide good service.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

8. The staff recognise you.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

9. You are not interrupted whilst gambling.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

10. It has good membership draws.

Strongly agree Agree Disagree Strongly disagree Don't know

11. It has good prize draws?

Strongly agree Agree Disagree Strongly disagree Don't know

12. It has a generous reward or loyalty program?

Strongly agree Agree Disagree Strongly disagree Don't know

Advertising of most frequented venue

This section asks about the advertising at the SPECIFIC venue you most frequently gambled at.

How strongly do you agree or disagree with the following statements?

1. It conducts external advertising.

Strongly agree Agree Disagree Strongly disagree Don't know

2. It has a high profile in the community.

Strongly agree Agree Disagree Strongly disagree Don't know

3. It keeps you informed about what's on at the venue.

Strongly agree Agree Disagree Strongly disagree Don't know

Gaming machines at most frequented venue

This section asks about the gaming machine facilities at the SPECIFIC venue you gambled at most frequently.

How strongly do you agree or disagree with the following statements?

1. It has a large number of gaming machines.

Strongly agree Agree Disagree Strongly disagree Don't know

2. The layout of gaming machines allows privacy.

Strongly agree Agree Disagree Strongly disagree Don't know

3. It has a Las Vegas type atmosphere.

Strongly agree Agree Disagree Strongly disagree Don't know

4. It has your favourite gaming machines.

Strongly agree Agree Disagree Strongly disagree Don't know

5. It has linked jackpots.

Strongly agree Agree Disagree Strongly disagree Don't know

6. Its gaming machines offer bonus features.

Strongly agree Agree Disagree Strongly disagree Don't know

7. Low denomination machines are available.

Strongly agree Agree Disagree Strongly disagree Don't know

Gambling behaviour

Finally, there are a few more questions about your gambling behaviour. Remember, this is an anonymous survey, so please answer these questions as accurately as you can.

1. Thinking about the past 12 months, how often have you bet more than you could really afford to lose?

- Never Sometimes Most of the time Almost always

2. Thinking about the past 12 months, how often have you needed to gamble with larger amounts of money to get the same feeling of excitement?

- Never Sometimes Most of the time Almost always

3. Thinking about the past 12 months, how often have you gone back another day to try to win back some of the money you lost?

- Never Sometimes Most of the time Almost always

4. Thinking about the past 12 months, how often have you borrowed money or sold anything to get money to gamble?

- Never Sometimes Most of the time Almost always

5. Thinking about the past 12 months, how often have you felt that you might have a problem with gambling?

- Never Sometimes Most of the time Almost always

6. Thinking about the past 12 months, how often have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

- Never Sometimes Most of the time Almost always

7. Thinking about the past 12 months, how often have you felt guilty about the way you gamble, or what happens when you gamble?

- Never Sometimes Most of the time Almost always

8. Thinking about the past 12 months, how often has your gambling caused you any health problems, including stress or anxiety?

- Never Sometimes Most of the time Almost always

9. Thinking about the past 12 months, how often has your gambling caused any financial problems for you or your household?

Never

Sometimes

Most of the time

Almost always

End of questionnaire

Thank you for completing the survey. To receive your \$30 StarCash voucher email a name and postal address to [Christine Hahn](mailto:christine.hahn@scu.edu.au) christine.hahn@scu.edu.au

We have some more research, related to gambling, coming up in the next few months. If you would like us to send you the details of these studies when available, add the sentence "please inform me of future studies" in your email to Christine.

Please place the words "Gambling Venue" in the subject of your email to Christine.

This email address is not related to the project and the person who will send the voucher does not have access to the online questionnaire. Your email will be deleted once the voucher has been posted.

Please consider how you are feeling in relation to your gambling and consider discussing any issues with your counsellor or call the toll free Gambling Helpline on 1800 858 858.

Don't forget to click the Done button below once you've made a note of the email address for your voucher.

APPENDIX C: INFORMATION SHEET ABOUT THE STUDY



Do you have an opinion on gambling?

If you have recently sought help for your gambling, then we are very interested in your opinions.

We are conducting an Australia-wide survey on how the characteristics of gambling venues might influence gambling behaviour. This research is of national interest and as a thankyou for your time, we will provide you with a **\$30** StarCash voucher redeemable for petrol or goods at any Caltex outlet. The online survey will only take around 15 minutes to complete.

Just go to <http://cger.scu.edu.au/> to click on the link to our survey.

Please be assured that your name will not be recorded on your survey response, so your answers will be completely anonymous. Survey commences 1st May 2009 and is available to the first 200 participants.

Southern Cross University Ethics Approval No: 08045



APPENDIX D: ADDITIONAL RESULTS TABLES FOR GROUPS ONE AND TWO

Table D.1: Ranked mean scores of Group One on importance of location items

Item	N	Mean	Std. Deviation
The venue is easy to get to by private car	375	2.979	.7526
The venue is located near to where you live	374	2.757	.9890
The venue provides transport (courtesy bus)	370	2.700	.9220
The venue's surrounding streetscape is attractive	368	2.685	.8343
The venue has an eye-catching external appearance	375	2.680	.8299
The venue is easy to get to by public transport	373	2.483	.8937
The venue is located near to other gambling, entertainment or restaurant venues you visit	372	2.473	.8542
The venue has extended opening hours	371	2.340	.9082
The venue is located near to where you shop, bank or use other services	372	2.035	.8019
The venue is located near to where you work or study	357	1.944	.7284

Table D.2: Ranked mean scores of Group Two on importance of location items

Item	N	Mean	Std. Deviation
The venue is easy to get to by private car	156	3.090	.6660
The venue is located near to where you live	156	3.006	.8386
The venue has extended opening hours	156	2.917	.8344
The venue is located near to where you shop, bank or use other services	156	2.609	.8236
The venue is located near to other gambling, entertainment or restaurant venues you visit	156	2.526	.7658
The venue has an eye-catching external appearance	156	2.487	.7047
The venue is located near to where you work or study	156	2.429	.8433
The venue is easy to get to by public transport	156	2.404	.8783
The venue's surrounding streetscape is attractive	156	2.301	.7311
The venue provides transport (courtesy bus)	156	2.071	.6536

Table D.3: Ranked mean scores of Group One on importance of internal features items

Item	N	Mean	Std. Deviation
The venue feels safe and secure	376	3.548	.5637
The venue is a good place to socialise with other people	373	3.239	.7365
You can easily find comfortable seating in the venue when gambling	376	3.197	.6722
The venue has a lively atmosphere	371	3.132	.6709
The venue is not too noisy	376	3.088	.7045
The venue is not too crowded	374	3.059	.6229
The venue has adequate gambling facilities so you don't have to wait	372	2.777	.8118
The venue has gaming machines	374	2.735	.8583
You can gamble privately in the venue without feeling watched	367	2.608	.8485
The venue has separate rooms for different gambling activities	371	2.598	.8040
The venue has keno facilities	372	2.478	.7538
The venue has a separate gambling area for premium players	367	2.444	.8242
The venue has TAB betting facilities	370	2.414	.7959
The venue has gambling facilities in the smoking area	373	2.332	.9902
That it is easy to access an ATM in the venue	375	2.261	.9568
The venue has table games (e.g., blackjack, roulette)	371	2.148	.7656

Table D.4: Ranked mean scores of Group Two on importance of internal features items

Item	N	Mean	Std. Deviation
The venue has gaming machines	156	3.442	.7890
The venue feels safe and secure	156	3.365	.6231
The venue has adequate gambling facilities so you don't have to wait	156	3.256	.6803
You can easily find comfortable seating in the venue when gambling	156	3.218	.6652
You can gamble privately in the venue without feeling watched	156	3.173	.7801
That it is easy to access an ATM in the venue	156	3.058	.8051
The venue is not too crowded	156	3.038	.6210
The venue is not too noisy	156	2.994	.6672
The venue has a lively atmosphere	156	2.558	.6932
The venue is a good place to socialise with other people	156	2.519	.7744
The venue has separate rooms for different gambling activities	156	2.397	.7844
The venue has gambling facilities in the smoking area	156	2.372	.9519
The venue has Keno facilities	156	2.128	.7929
The venue has a separate gambling area for premium players	156	2.058	.6142
The venue has TAB betting facilities	156	2.051	.7687
The venue has table games (e.g., blackjack, roulette)	156	1.949	.7075

Table D.5: Ranked mean scores of Group One on importance of hospitality items

Item	N	Mean	Std. Deviation
The venue's staff provide good service	377	3.592	.5236
The venue's entry or membership prices are reasonable	372	3.347	.6406
The venue has a wide range of bar and dining facilities	375	3.293	.6494
The venue provides discounted food and beverage prices	372	3.226	.6947
The venue has a wide range of non-gambling entertainment activities	374	3.225	.7083
Free refreshments are readily available in the venue	375	3.163	.7583
The venue provides discounted non-gambling entertainment activities	372	3.156	.7360
The venue has good prize draws	368	2.935	.6360
The venue has good membership draws	362	2.876	.6971
The venue has a generous reward or loyalty program	367	2.823	.7602
You are not interrupted at the venue whilst gambling	365	2.677	.7593
The venue's staff recognise you	369	2.615	.7963

Table D.6: Ranked mean scores of Group Two on importance of hospitality items

Item	N	Mean	Std. Deviation
The venue's staff provide good service	156	3.288	.6012
Free refreshments are readily available in the venue	156	3.115	.7358
The venue's entry or membership prices are reasonable.	156	3.051	.7255
You are not interrupted at the venue whilst gambling	156	3.038	.7352
The venue provides discounted food and beverage prices	156	2.885	.7270
The venue has a generous reward or loyalty program	156	2.699	.8224
The venue has good prize draws	156	2.647	.7936
The venue has a wide range of bar and dining facilities	156	2.628	.7114
The venue has good membership draws	156	2.603	.7507
The venue provides discounted non-gambling entertainment activities	156	2.385	.6953
The venue has a wide range of non-gambling entertainment activities	156	2.365	.6632
The venue's staff recognise you	156	2.244	.7481

Table D.7: Ranked mean scores of Group One on importance of advertising items

Item	N	Mean	Std. Deviation
The venue keeps you informed about what's on at the venue	373	2.912	.6601
The venue has a high profile in the community	369	2.748	.7654
The venue conducts external advertising	364	2.409	.7348

Table D.8: Ranked mean scores of Group Two on importance of advertising items

Item	N	Mean	Std. Deviation
The venue keeps you informed about what's on at the venue.	156	2.359	.7357
The venue has a high profile in the community.	156	2.192	.6537
The venue conducts external advertising.	156	2.109	.5856

Table D.9: Ranked mean scores of Group One on importance of gaming machine items

Item	N	Mean	Std. Deviation
The venue has low denomination machines available	312	3.401	.6438
The venue's gaming machines offer bonus features	309	3.107	.7013
The venue has linked jackpots	304	2.816	.7658
The venue has your favourite gaming machines	302	2.778	.7906
The venue has a large number of gaming machines	306	2.680	.7610
The layout of gaming machines in the venue allows privacy	310	2.619	.7175
The venue has a Las Vegas type atmosphere	306	2.088	.7074

Table D.10: Ranked mean scores of Group Two on importance of gaming machine items

Item	N	Mean	Std. Deviation
The venue's gaming machines offer bonus features	156	3.199	.7655
The venue has your favourite gaming machines	156	3.154	.7883
The venue has low denomination machines available	156	3.135	.7711
The venue has a large number of gaming machines	156	3.077	.7995
The layout of gaming machines in the venue allows privacy	156	3.071	.7458
The venue has linked jackpots	156	2.910	.7900
The venue has a Las Vegas type atmosphere.	156	2.372	.6930

Note: Gaming machine items were only administered to respondents who indicated playing gaming machines at least once in the past 12 months.

Table D.11: Ranked mean scores of Group One on location items of most frequented venue

Item	N	Mean	Std. Deviation
It is easy to get to	377	3.271	.5844
The surrounding streetscape is attractive	370	2.919	.7168
It has an eye-catching external appearance	370	2.784	.7907
It has extended opening hours	328	2.698	.7764
It is located near to other gambling, entertainment or restaurant venues you visit	377	2.517	.8189
It is located near to where you shop, bank or use other services	375	2.381	.8752
It is the only local venue available for your preferred type of gambling	371	2.135	.8933
It is located near to where you work or study	356	2.096	.8504

Table D.12: Ranked mean scores of Group Two on location items of most frequented venue

Item	N	Mean	Std. Deviation
It is easy to get to	148	3.318	.5719
It has extended opening hours	143	3.035	.7544
The surrounding streetscape is attractive	148	2.716	.7288
It is located near to where you shop, bank or use other services	139	2.705	.8116
It has an eye-catching external appearance	150	2.693	.7323
It is located near to other gambling, entertainment or restaurant venues you visit	135	2.570	.8153
It is located near to where you work or study	125	2.512	.8671
It is the only local venue available for your preferred type of gambling	139	2.158	.8703

Table D.13: Ranked mean scores of Group One on internal features items of most frequented venue

Item	N	Mean	Std. Deviation
It feels safe and secure	374	3.246	.5415
It is a good place to socialise with other people	374	3.217	.6288
It has easy access to an ATM	358	3.120	.7330
It has adequate gambling facilities so you don't have to wait	376	3.109	.5716
You can easily find comfortable seating when gambling	372	3.027	.6224
It has a lively atmosphere	370	3.016	.6665
It is not too noisy	374	2.976	.5921
It is not too crowded	372	2.957	.5994
You can gamble privately without feeling watched	365	2.647	.7137
It has separate rooms for different gambling activities	367	2.624	.8233
It has gambling facilities in the smoking area	347	2.161	.8817
It has a separate gambling area for premium players	357	2.050	.7516

Table D.14: Ranked mean scores of Group Two on internal features items of most frequented venue

Item	N	Mean	Std. Deviation
It has easy access to an ATM	148	3.331	.5877
It feels safe and secure	150	3.220	.5033
It has adequate gambling facilities so you don't have to wait	149	3.181	.6046
You can easily find comfortable seating when gambling	149	3.081	.5637
It is not too crowded	148	2.858	.5086
It is not too noisy	149	2.839	.5935
You can gamble privately without feeling watched	148	2.818	.7472
It has a lively atmosphere	148	2.723	.6152
It is a good place to socialise with other people	146	2.616	.6671
It has separate rooms for different gambling activities	138	2.594	.7607
It has gambling facilities in the smoking area	141	2.135	.8470
It has a separate gambling area for premium players	132	1.977	.6112

Table D.15: Ranked mean scores of Group One on hospitality items of most frequented venue

Item	N	Mean	Std. Deviation
The staff provide good service	375	3.243	.5543
Its entry or membership prices are reasonable	347	3.225	.6046
It has a wide range of bar and dining facilities	375	3.040	.6710
You are not interrupted whilst gambling	364	2.992	.6052
It has good membership draws	311	2.907	.6823
It has good prize draws	315	2.879	.6663
It provides discounted food and beverage prices	357	2.863	.6875
Free refreshments are readily available	361	2.701	.8160
It has a generous reward or loyalty program	296	2.693	.7658
It has a wide range of non-gambling entertainment activities	361	2.657	.7807
It provides discounted non-gambling entertainment activities	338	2.633	.7519
The staff recognise you	370	2.592	.8188

Table D.16: Ranked mean scores of Group Two on hospitality items of most frequented venue

Item	N	Mean	Std. Deviation
The staff provide good service	148	3.101	.5182
You are not interrupted whilst gambling	147	3.034	.5541
Its entry or membership prices are reasonable	118	3.034	.6261
It has a wide range of bar and dining facilities	140	2.914	.5429
Free refreshments are readily available (e.g. Coffee, soft drinks, bar snacks)	140	2.879	.7244
It has good prize draws	117	2.761	.6249
It has good membership draws	110	2.736	.6307
The staff recognise you	135	2.689	.7675
It provides discounted food and beverage prices	131	2.679	.6710
It has a generous reward or loyalty program	102	2.559	.7389
It has a wide range of non-gambling entertainment activities	124	2.403	.6857
It provides discounted non-gambling entertainment activities	114	2.316	.6825

Table D.17: Ranked mean scores of Group One on advertising items of most frequented venue

Item	N	Mean	Std. Deviation
It has a high profile in the community	366	3.087	.6687
It keeps you informed about what's on at the venue	367	2.826	.7371
It conducts external advertising	348	2.687	.7259

Table D.18: Ranked mean scores of Group Two on advertising items of most frequented venue

Item	N	Mean	Std. Deviation
It has a high profile in the community	117	2.812	.7535
It conducts external advertising	117	2.650	.6863
It keeps you informed about what's on at the venue	125	2.608	.8220

Table D.19: Ranked mean scores of Group One on gaming machine items of most frequented venue

Item	N	Mean	Std. Deviation
Low denomination machines are available	346	3.191	.6077
Its gaming machines offer bonus features	330	3.070	.5213
It has linked jackpots	319	2.925	.6448
It has a large number of gaming machines	362	2.906	.6879
It has your favourite gaming machines	337	2.748	.7269
The layout of gaming machines allows privacy	359	2.613	.7075
It has a Las Vegas type atmosphere	356	2.115	.7047

Table D.20: Ranked mean scores of Group Two on gaming machine items of most frequented venue

Item	N	Mean	Std. Deviation
Low denomination machines are available	138	3.239	.5343
Its gaming machines offer bonus features	139	3.187	.5844
It has linked jackpots	135	3.148	.6524
It has your favourite gaming machines	137	3.146	.6364
It has a large number of gaming machines	142	3.070	.6805
The layout of gaming machines allows privacy	142	2.838	.6907
It has a Las Vegas type atmosphere	136	2.397	.7331

APPENDIX E: ADDITIONAL RESULTS TABLES FOR GROUPS THREE AND FOUR

Table E.1: Ranked mean scores of Group Three on importance of location items

Item	N	Mean	Std. Deviation
The TAB is easy to get to by private car	86	2.942	.7253
The TAB is located near to where you live	83	2.795	.8801
The TAB is located near to where you shop, bank or use other services	85	2.518	.7498
The Tab's surrounding streetscape is attractive	83	2.422	.7827
The TAB has extended opening hours	85	2.329	.8365
The TAB has an eye-catching external appearance	82	2.305	.7808
The TAB is easy to get to by public transport	83	2.289	.7247
The TAB is located near to where you work or study	84	2.226	.7339
The TAB is located near to other gambling, entertainment or restaurant venues you visit	85	2.200	.6133
That there is easy access to an ATM near the TAB	86	2.198	.8376

Table E.2: Ranked mean scores of Group Four on importance of location items

Item	N	Mean	Std. Deviation
The TAB is easy to get to by private car	27	3.037	.5871
The TAB has extended opening hours	27	2.889	.6405
The TAB is located near to where you live	27	2.852	.7698
The TAB is located near to where you shop, bank or use other services	27	2.741	.7121
There is easy access to an ATM near the TAB	27	2.630	.7917
The TAB is located near to where you work or study	27	2.593	.8439
The TAB is located near to other gambling, entertainment or restaurant venues you visit	27	2.444	.6980
The TAB is easy to get to by public transport	27	2.259	.9027
The TAB has an eye-catching external appearance	27	1.926	.7808
The TAB's surrounding streetscape is attractive	27	1.926	.7808
The TAB provides transport (courtesy bus)	27	1.815	.6815

Table E.3: Ranked mean scores of Group Three on importance of internal features items

Item	N	Mean	Std. Deviation
The TAB feels safe and secure	85	3.365	.6519
The TAB has adequate betting facilities so you don't have to wait	84	2.952	.7590
You can bet privately at the TAB without feeling watched	84	2.798	.7570
The TAB is not too noisy	85	2.753	.6884
The TAB is not too crowded	85	2.682	.6763
That you can easily find comfortable seating in the TAB when gambling	84	2.571	.7959
The TAB has a lively atmosphere	84	2.571	.6992
The TAB is a good place to socialise with other people	85	2.365	.7375

Table E.4: Ranked mean scores of Group Four on importance of internal features items

Item	N	Mean	Std. Deviation
The TAB has adequate betting facilities so you don't have to wait	27	3.296	.7240
You can bet privately at the TAB without feeling watched.	27	3.259	.7121
The TAB is not too crowded	27	3.074	.6752
The TAB feels safe and secure	27	3.000	.7338
The TAB is not too noisy	27	2.889	.6980
That you can easily find comfortable seating in the TAB when gambling	27	2.667	.6794
The TAB has a lively atmosphere	27	2.481	.8024
The TAB is a good place to socialise with other people	27	2.259	.9443

Table E.5: Ranked mean scores of Group Three on importance of hospitality items

Item	N	Mean	Std. Deviation
The TAB's staff provide good service	86	3.395	.5590
You are not interrupted whilst gambling at the TAB	83	2.578	.6073
The TAB's staff recognise you	85	2.353	.7353

Table E.6: Ranked mean scores of Group Four on importance of hospitality items

Item	N	Mean	Std. Deviation
The TAB's staff provide good service	27	3.185	.7863
You are not interrupted whilst gambling at the TAB	27	3.074	.6752
The TAB's staff recognise you	27	2.444	.8473

Table E.7: Ranked mean scores of Group Three on importance of advertising items

Item	N	Mean	Std. Deviation
The TAB keeps you informed about what's on at the venue	85	2.518	.7655
The TAB conducts external advertising	86	2.233	.6264
The TAB has a high profile in the community	85	2.176	.7101

Table E.8: Ranked mean scores of Group Four on importance of advertising items

Item	N	Mean	Std. Deviation
The TAB keeps you informed about what's on at the venue.	27	2.259	.8130
The TAB conducts external advertising.	27	2.185	.7357
The TAB has a high profile in the community.	27	1.889	.6405

Table E.9: Ranked mean scores of Group Three on location items of most frequented venue

Item	N	Mean	Std. Deviation
It is easy to get to	86	3.163	.4817
It has extended opening hours	86	2.919	1.2762
It has easy access to an ATM	86	2.895	1.0631
It is located near to where you shop, bank or use other services	86	2.791	.8418
The surrounding streetscape is attractive	86	2.721	.7919
It has an eye-catching external appearance	86	2.372	.7037
It is located near to other gambling, entertainment or restaurant venues you visit	86	2.337	.7294
It is located near to where you work or study	86	2.314	.9853

Table E.10: Ranked mean scores of Group Four on location items of most frequented venue

Item	N	Mean	Std. Deviation
It is easy to get to	27	3.074	.7299
It is located near to where you shop, bank or use other services	27	2.815	.8338
It has easy access to an ATM	27	2.815	.8787
It is located near to where you work or study	27	2.741	1.1633
It has extended opening hours	27	2.704	.7753
It is located near to other gambling, entertainment or restaurant venues you visit	27	2.556	1.1875
The surrounding streetscape is attractive	27	2.407	.7971
It has an eye-catching external appearance	27	2.259	.5944

Table E.11: Ranked mean scores of Group Three on internal features items of most frequented venue

Item	N	Mean	Std. Deviation
It has adequate betting facilities so you don't have to wait	86	3.000	.5739
It feels safe and secure	86	2.965	.5625
You can bet privately without feeling watched	86	2.907	.6620
It is not too crowded	86	2.779	.7731
It is not too noisy	86	2.651	.6645
You can easily find comfortable seating when gambling	86	2.640	.8800
It has a lively atmosphere	86	2.558	.7130
It is a good place to socialise with other people	86	2.442	.8204

Table E.12: Ranked mean scores of Group Four on internal features items of most frequented venue

Item	N	Mean	Std. Deviation
It has adequate betting facilities so you don't have to wait	27	3.148	.5338
It feels safe and secure	27	3.000	.5547
You can bet privately without feeling watched	27	2.889	.8473
It is not too crowded	27	2.852	.7181
You can easily find comfortable seating when gambling	27	2.852	.7698
It is not too noisy	27	2.815	.7357
It has a lively atmosphere	27	2.593	.7473
It is a good place to socialise with other people	27	2.556	.8916

Table E.13: Ranked mean scores of Group Three on hospitality items of most frequented venue

Item	N	Mean	Std. Deviation
The staff provide good service	86	3.395	.5590
You are not interrupted whilst gambling at the TAB	83	2.578	.6073
The staff recognise you	85	2.353	.7353

Table E.14: Ranked mean scores of Group Four on hospitality items of most frequented venue

Item	N	Mean	Std. Deviation
The staff provide good service	27	3.074	.3849
The staff recognise you	27	3.074	.7808
You are not interrupted whilst gambling	27	2.889	.5774

Table E.15: Ranked mean scores of Group Three on advertising items of most frequented venue

Item	N	Mean	Std. Deviation
It keeps you informed about what's on at the venue	86	2.686	.9733
It conducts external advertising	86	2.640	1.0837
It has a high profile in the community	86	2.453	.9781

Table E.16: Ranked mean scores of Group Four on advertising items of most frequented venue

Item	N	Mean	Std. Deviation
It conducts external advertising	27	2.481	.8490
It has a high profile in the community	27	2.259	.8130
It keeps you informed about what's on at the venue	27	2.259	.5944

APPENDIX F: ADDITIONAL RESULTS TABLES FOR GROUPS FIVE AND SIX

Table F.1: Ranked mean scores of Group Five on importance of location items

Item	N	Mean	Std. Deviation
The racecourse is easy to get to by public transport	38	3.053	.8366
The racecourse is easy to get to by private car	38	3.026	.7880
The racecourse provides transport (courtesy bus)	36	2.861	.8669
The racecourse has an eye-catching external appearance	38	2.816	.7660
The racecourse's surrounding streetscape is attractive	38	2.658	.9087
The racecourse is located near to where you live	38	2.474	.8925
The racecourse has extended opening hours	37	2.189	.6599
The racecourse is located near to other gambling, entertainment or restaurant venues you visit	38	1.974	.7161
The racecourse is located near to where you work or study	37	1.973	.7988
The racecourse is located near to where you shop, bank or use other services	38	1.816	.6919

Table F.2: Ranked mean scores of Group Five on importance of internal features items

Item	N	Mean	Std. Deviation
The racecourse feels safe and secure	38	3.579	.5987
The racecourse is a good place to socialise with other people	38	3.447	.5549
The racecourse has a lively atmosphere	38	3.342	.5340
You can easily find comfortable seating at the racecourse when gambling	38	3.289	.6538
The racecourse has adequate betting facilities so you don't have to wait	38	3.237	.6752
You can bet privately at the racecourse without feeling watched	38	2.789	.9630
The racecourse is not too noisy	38	2.737	.6851
It is easy to access an ATM at the racecourse	38	2.605	.9165
The racecourse is not too crowded	38	2.526	.7255
The racecourse has betting facilities in the smoking area	37	1.946	.8802

Table F.3: Ranked mean scores of Group Five on importance of hospitality items

Item	N	Mean	Std. Deviation
The staff at the racecourse provide good service	38	3.553	.5039
The racecourse has a wide range of bar and dining facilities	38	3.474	.6872
The racecourse's entry or membership prices are reasonable	38	3.368	.6334
The racecourse provides discounted food and beverage prices	36	2.972	.8447
Free refreshments are readily available at the racecourse	38	2.921	.9410
The racecourse has good membership benefits	37	2.919	.5466
The racecourse has a wide range of non-gambling entertainment activities	38	2.816	.7660
The racecourse provides discounted non-gambling entertainment activities	38	2.737	.8280
You are not interrupted whilst gambling at the racecourse	37	2.432	.7652
The staff at the racecourse recognise you	38	2.158	.6789

Table F.4: Ranked mean scores of Group Five on importance of advertising items

Item	N	Mean	Std. Deviation
The racecourse keeps you informed about what's on at the venue	38	2.842	.7176
The racecourse has a high profile in the community	37	2.676	.7474
The racecourse conducts external advertising	37	2.649	.7894

Table F.5: Ranked mean scores of Group Five on location items of most frequented venue

Item	N	Mean	Std. Deviation
It is easy to get to	38	3.053	.8036
It has extended opening hours	38	2.868	1.3390
It has an eye-catching external appearance	38	2.789	.9052
The surrounding streetscape is attractive	38	2.737	.8601
It is located near to where you work or study	38	2.079	.9693
It is located near to other gambling, entertainment or restaurant venues you visit	38	1.868	.7041
It is located near to where you shop, bank or use other services	38	1.816	.6087

Table F.6: Ranked mean scores of Group Five on internal features items of most frequented venue

Item	N	Mean	Std. Deviation
It feels safe and secure	38	3.289	.4596
It is a good place to socialise with other people	38	3.289	.6538
It has easy access to an ATM	38	3.263	1.0315
It has adequate betting facilities so you don t have to wait	38	3.158	.5466
It has a lively atmosphere	38	3.132	.6646
You can bet privately without feeling watched	38	3.000	.9586
It is not too noisy	38	2.868	.7415
It is not too crowded.	38	2.763	.7141
It has gambling facilities in the smoking area	38	2.632	1.1722
You can easily find comfortable seating when gambling	38	2.474	.7965

Table F.7: Ranked mean scores of Group Five on hospitality items of most frequented venue

Item	N	Mean	Std. Deviation
It has good membership benefits	38	3.658	1.1689
The staff provide good service	38	3.237	.5897
Its entry or membership prices are reasonable	38	3.105	.8941
You are not interrupted whilst gambling	38	3.079	.7491
It has a wide range of bar and dining facilities	38	3.000	.7352
It has a wide range of non-gambling entertainment activities	38	2.632	.9704
It provides discounted non-gambling entertainment activities	38	2.500	1.1566
It provides discounted food and beverage prices	38	2.474	1.1086
Free refreshments are readily available	38	2.447	.9781
The staff recognise you	38	1.947	.8683

Table F.8: Ranked mean scores of Group Five on advertising items of most frequented venue

Item	N	Mean	Std. Deviation
It has a high profile in the community	38	3.342	.6689
It conducts external advertising	38	3.026	.6362
It keeps you informed about what's on at the venue	38	2.974	.6773