

Gambling subtypes: A tale of two methods

EASG 2010

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British Gambling Prevalence Surveys

1999 survey

Gamcare

2007 survey

Gambling
Commission

2010 survey

Gambling
Commission

Method 1

Qualitative
study

Method 2

Quantitative
secondary
analysis

Method 1 - qualitative study

Qualitative follow-up of the British Gambling Prevalence Survey 2007

Authors: Jane Kerr, Rachel Kinsella, Caroline Turley, Robin Legard, Carol McNaughton Nicholls and Matt Barnard

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Date: May 2009

www.gamblingcommission.gov.uk

Method 1 - qualitative study

- **Regular gamblers sampled from BGPS 2007 respondents**
 - Problem gamblers (11)
 - ‘At risk’ gamblers (17)
 - Non-risk gamblers with similar levels of engagement (15)
 - Gambled on 1+ activity in the past week
 - Gambled on 3+ activities in past year
- **In depth interviews 15-24 months after BGPS 2007**

Qualitative study

- 45 – 90 minute interview
- First gambling experience
- Motivation to gamble
- Gambling behaviour
- Impact of gambling on life
- Transitions between gambling behaviours
- Gamblers grouped according to motivations and behaviours (not choice of activity)

4 types of gamblers

- Peripheral Gambler
- Gambling Enthusiast
- Business Gambler
- Compulsive gambler

“Peripheral gambler”

- Defined by
 - Spent within means
 - Gambling non-essential to their life
 - Gambled for social side of activity
- Activity preferences
 - Activities perceived as ‘not real gambling’ e.g. National Lottery.
 - Bingo (in person), horse races, lottery syndicates.
 - Online poker with friends.
- Outcomes of gambling
 - Generally the non-problem gambling group (scoring 0 on both screens at the time of the prevalence survey).
 - Gambling remained marginal to their lives.
 - Spending and monitoring often by use of a small budget for the regular activities, or for a one-off event.

"Gambling enthusiast"

- Defined by
 - Positively enjoying gambling for the skill, competitiveness, and added interest to watching sports – i.e. factors intrinsic to the act of gambling
- Activity preferences
 - Main interest - Games or bets perceived to have skill or knowledge element
 - Also did pure-chance games (e.g. Lottery)
- Outcomes of gambling
 - Generally the non-problem (score 0) or low risk group (score 1-2 on DSM-IV or 1-7 on the PGSI at the time of the prevalence survey).
 - Reported positive impact on their lives from gambling – enjoyment of the act as well as of the social environment, surroundings.
 - Spending well controlled, and winnings spend outside gambling as a windfall.

"Business gambler"

- Defined by
 - Viewing gambling as a money-making pursuit (rather than for fun or for socialising)
 - Business gamblers may also gamble socially, but those who do this, view it as a separate activity to their gambling business.
- Activity preferences
 - Main interest in money making activities, focus on calculating risks (not distracted by social side) E.g. betting online, esp using betting exchanges and making lay bets.
 - Some also did gamble socially (perceived to be separate)
- Outcomes of gambling
 - Generally the non-problem or low risk group.
 - Sophisticated monitoring of profit and loss (along with strategies to improve performance, such as monitoring the form of horses, and self-monitoring to curtail betting on activities that were not profitable) meant a positive impact on finances.
 - There could be a negative impact on the business gambler's social life due to the time devoted to gambling. but not for all.

“Compulsive gambler”

- Defined by
 - Powerful internal drive to gamble.
 - The drive could be shown in all acts, or if for only one act, this would be for something with an instant or quick result; with continuous play; and a different method of payment to their non-compulsive activities.
- Activity preferences
 - Instant or quick result games and those with continuous play, such as slots, FOBTs, betting in bookmakers, online gambling and scratchcards.
- Outcomes from gambling
 - Monitoring of spending was generally poorer or riskier. Some also actively avoiding working out how much gambling cost financially.
 - Control was also poor or difficult to achieve for many in this group. Some felt better able to control spending with ‘real money’ than online accounts. Some practiced control with the help of their family, or with self-exclusion.
 - Range of negative impacts including on finances, relationships, employment, self-esteem, and risk of crime due to the compulsive gambling.

Recap - method 1 - qualitative study

- Depth of insight to motivations, and reasons for behaviour
- Detailed story, including triggers for transitions between gambling styles
- Identified 4 main types of regular gambler, based on motivations and behaviours:
 - Peripheral gambler
 - Gambling enthusiast
 - Business gambler
 - Compulsive gambler

Method 2 - Quant secondary analysis.

British Gambling Prevalence Survey 2007

Authors: Heather Wardle, Kerry Sproston, Jim Orford, Bob Erens, Mark Griffiths, Rebecca Constantine, Sarah Pigott

Date: September 2007

www.gamblingcommission.gov.uk

www.data-archive.ac.uk

Method 2 - Quant secondary analysis.

Latent Class analysis of regular (monthly) gamblers:

Included in the model

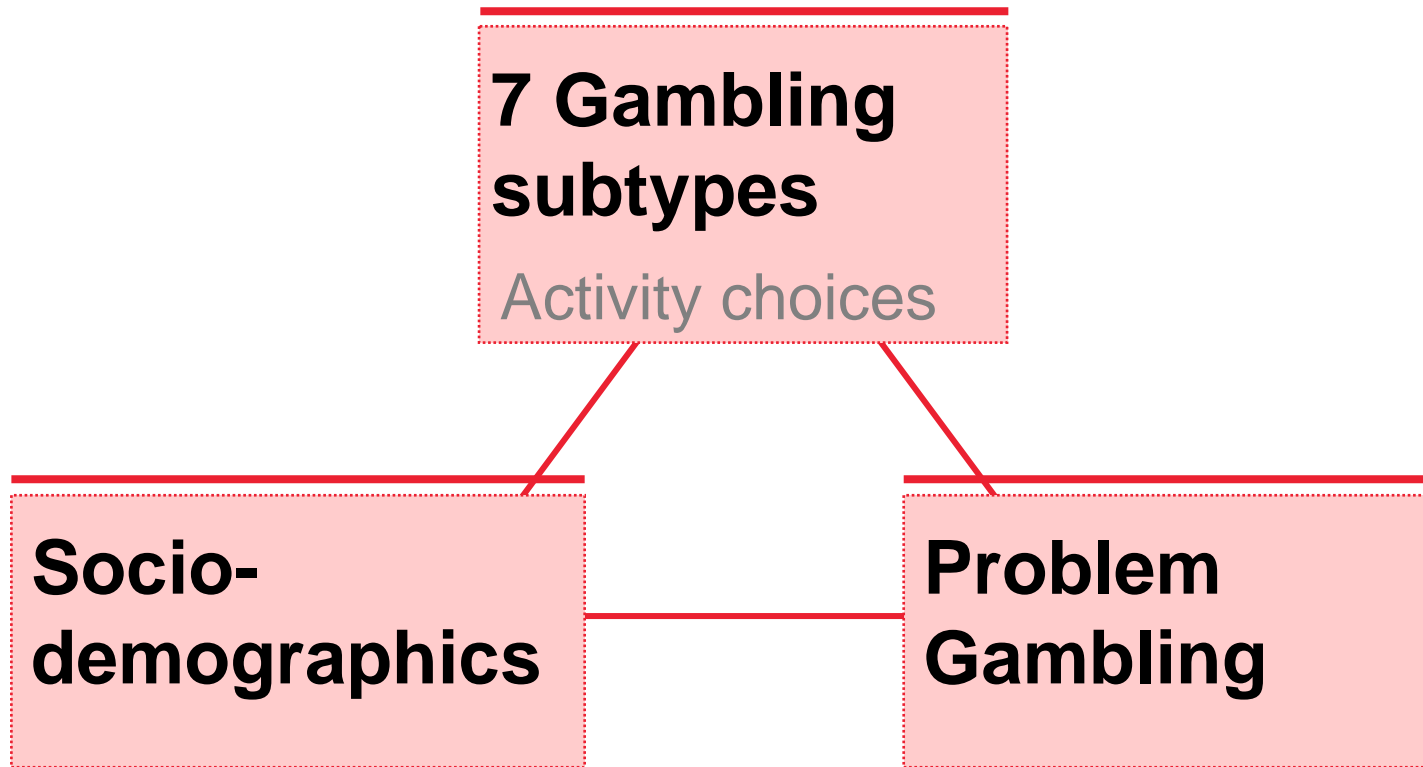
Monthly+ prevalence of:

1. National Lottery Draw
2. Another lottery
3. Scratchcards
4. Football pools
5. Bingo
6. Slot machines
7. Horse races
8. Dog races
9. Other betting with a bookmaker

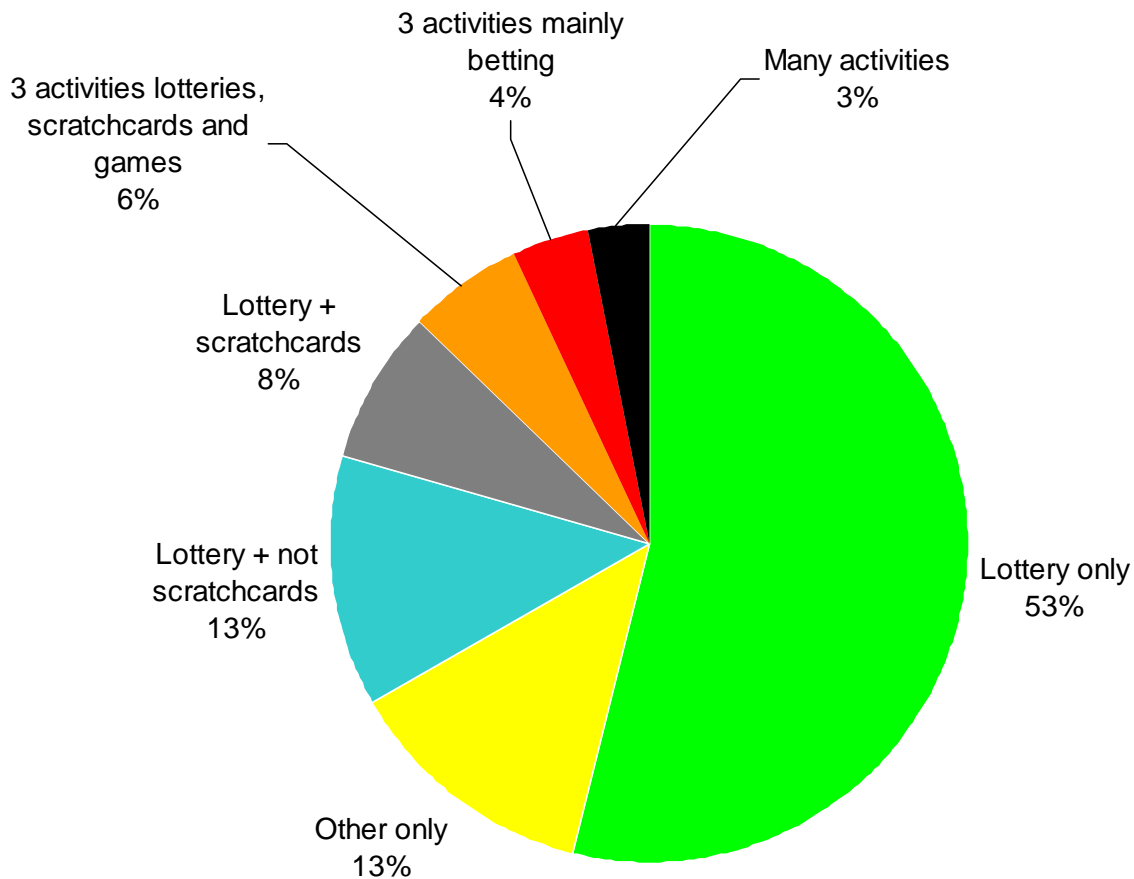
10. Fixed odds betting terminals
11. Online betting with a bookmaker
12. Online gambling
13. Table games in a casino
14. Betting exchange
15. Spread betting
16. Private betting
17. Another gambling activity

Number of gambling activities done monthly or more

Analysis of clusters



Regular gamblers by type



Clusters 1 and 2: single-activity gamblers.

- 1 Lottery only players
 - 49% male 51% female
 - Median age **51** (16)
 - 95% White, 2% Asian, 1% Black, 2% other
- 2 Something else only
 - 54% male 46% female
 - Median age 43 (21)
 - 93% White, **3% Asian**, 2% Black, **3% other**

Clusters 3 and 4: 2 activities gamblers

- 3 Lottery and not-scratchcards
 - 58% male 42% female
 - Median age **52** (17)
 - 97% White, 1% Asian, 1% Black, 1% Other
- 4 Lottery and scratchcards only
 - **40% male 60% female**
 - Median age 43 (17)
 - 93% White, 2% Asian, **3% Black**, 2% Other

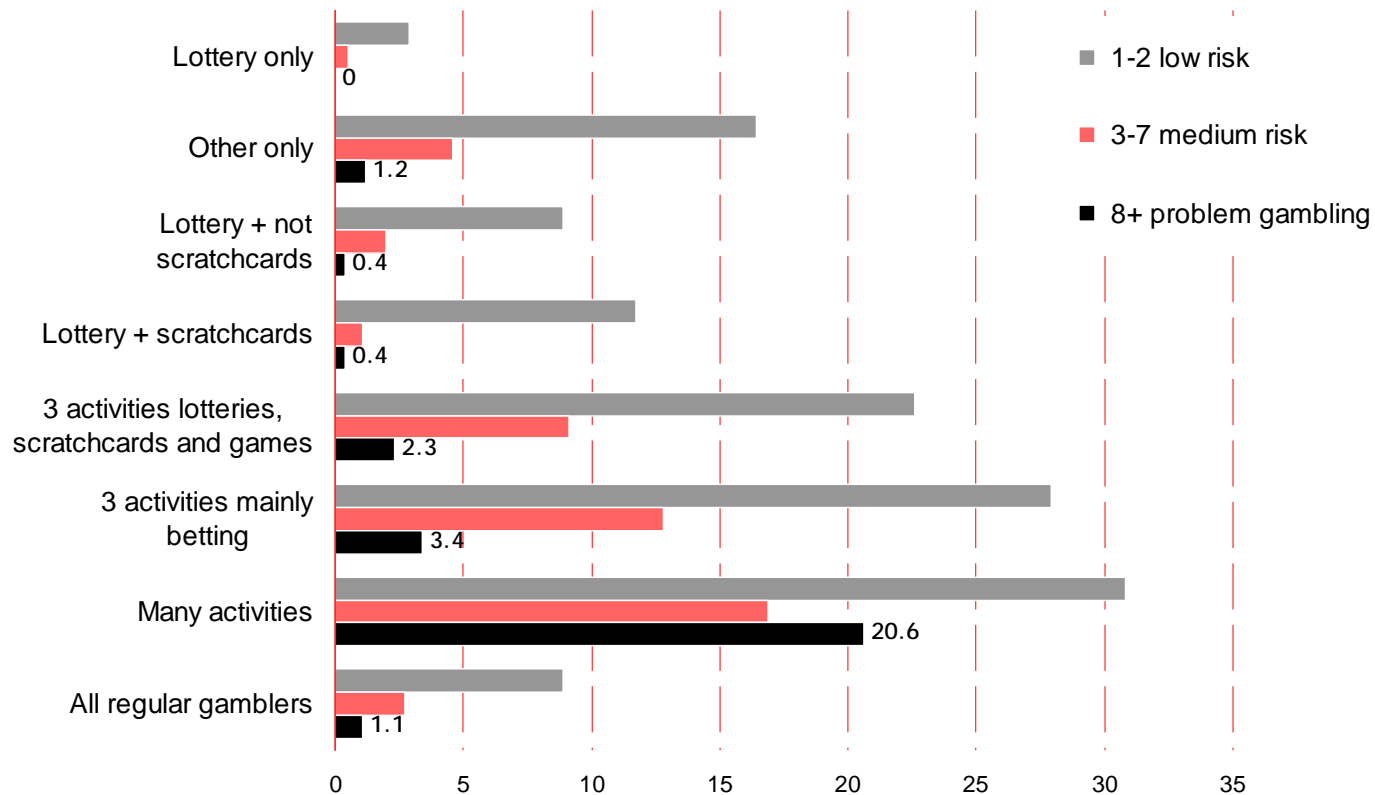
Clusters 5 and 6: three 1/2 activity gamblers

- 5 Lotteries and games (bingo, fruit machines)
 - 52% male 48% female
 - Mean age 42 (18)
 - 96% White, 1% Asian, 2% Black, 2% Other
- 6 Mostly Betting (bookmakers, betting exchanges and spread betting)
 - **91% male 9% female**
 - Mean age 41 (18)
 - 97% White, 1% Asian, 1% Black, 2% Other

Cluster 7: 7 activity gamblers

- 7 Many activities of all types (lotteries, scratchcards, games, machines, betting)
- FOBTS (54% vs 8% cluster 6)
- Casinos (30% vs 7%)
- Spreadbetting (10% vs 4%)
- Sports betting (58% vs 25%)
- Dogs (40% vs 18%)
- **88% male** 12% female
- **Mean age 33 (14)**
- 93% White, 1% Asian, **3% Black, 2% Other**

PGSI scores by cluster type



Comparison of two groupings

- Qualitative study

Peripheral

Enthusiast

Business

Compulsive

- Latent class analysis

1. Lottery only

2. Something else only

3. Lottery and not scratch

4. Lottery and scratchcards

5. Lotteries and games

6. Mainly betting

7. Many activities

Recap - Method 2 - latent class analysis

- Greater detail on activity choices
- Not just number, but type
- Quantifying relationship with socio-demographics and risk of problem gambling

- However – little information on motivations or changes over time.

Moving forward: BGPS 2010

- Motivations for gambling – large quantitative sample:

for the chance of winning big money?

because it's fun?

as a hobby or a past time?

to escape boredom or to fill my time?

because I'm worried about not winning if I don't play

to compete with others (e.g. bookmaker, other gamblers)?

because it's exciting?

for the mental challenge or to learn about the game or activity?

because of the sense of achievement when I win?

to impress other people?

to be sociable?

because it helps when I'm feeling tense?

to make money?

to relax?

because it's something that I do with my friends or family?

Thank you

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