

## YUOGOV GAMBLEAWARE FREQUENT GAMBLER SEGMENTATION STUDY\*

A full report comprising detailed data slides can be viewed and downloaded from a link to provided on our website. The complete underlying dataset is available in SPSS format on application to researchers in accordance with GambleAware's data sharing policy.

A key focus of this research was a segmentation of frequent bettors based on gambling attitudes, perceptions and behaviours. 6 segments were identified following a factor analysis to identify key discriminating variables, then a cluster analysis of respondents based on these variables.

3 of these segments (comprising 31% of the total sample) were identified as a key focus for any intervention, being more frequent gamblers, relatively high risk based on PGSI problem gambling indicators, with reasonable numbers expressing readiness to cut down:

**Segment A (10%):** Gamble more than others to relax and escape from the stresses of life – currently bet frequently, often exhibiting risky behaviours (High Risk).

**Segment B (10%):** Tend to struggle with gambling as they often do with other things in their life – low ability to delay gratification (Higher Risk).

**Segment C (12%):** Regular bettors across sports, more than others seeing it as a test of their knowledge and skill – but still displaying sometimes risky behaviours (Medium Risk).

There is a high incidence of higher risk gamblers in Segments A-C: 100% of Segment A are in medium or high-risk bands (derived from PGSI indicators), 97% of Segment B, 24% of Segment C.

Related to this they are much more frequent gamblers: 74% of Segment A bet 3 or more days a week, 50% of Segment B, 67% of Segment C.

Segments A and B are characterised by very low scores on ability to delay gratification (i.e. strong bias to impulsive behaviours generally) – and tend to score low on self-efficacy (i.e. ability to set and stick to a plan of action). Both segments show a strong bias to low mental well-being on the Short Warwick-Edinburgh Mental Wellbeing Scale. They are also the segments most likely to be smokers.

47% of Segment A agree that 'Sometimes I think I should cut down my gambling', rising to 80% amongst Segment B (33% amongst Segment C).

Segments D, E, F are lower risk, being currently more moderate and controlled in their behaviours, but remain important as a prevention audience (problem gambling is often episodic, with episodes of excessive and harmful gambling triggered by specific circumstances or life events):

**Segment D (23%):** Regular but more moderate bettors – some risky behaviours but, with reasonably high self-efficacy, generally in control of their gambling and finances.

**Segment E (24%):** More occasional bettors, mainly on football, mainly for fun – low risk of suffering gambling harms based on both behaviour and personality.

**Segment F (21%):** Least frequent and lowest risk group, happy to dabble occasionally with no concerns about their gambling.

All 6 segments have been profiled in detail in the full report.

\* Fieldwork was conducted 17 August – 5 September 2018. Unless otherwise indicated data relate to frequent male bettors aged 16-45.