Project Time

Responsible Gambling Messaging Development

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Executive Summary

In 2016, the Senet Group commissioned Future Thinking to conduct a qualitative study with the aim of gaining an understanding of insights that can encourage preventative behaviours in moderate gamblers. The purpose of this research was to inform the creative development of a gambling messaging campaign.

Participants were recruited from four locations (Birmingham, Bristol, London, and Manchester), segmented by primary gambling type (adult gaming centre, bingo, casino, licensed betting office, and online), and grouped into a ‘moderate’ or ‘heavy’ gambling category, with the majority of the sample falling within the parameters of ‘moderate’ gambling.

Data was gathered from participants in three stages: a twenty minute, semi-structured one-to-one interview with the purpose of gaining an overall understanding of the participant’s lifestyle and general attitudes towards gambling; a four-week online forum where participants answered a variety of lifestyle and gambling-related questions; and a group workshop exploring gambling insights and the tone and delivery of a variety of different messaging campaigns.

Thirty-five participants were recruited for phases one and two of the study, and 22 participants attended the group workshops as agreed during the proposal stage of this research. Participants completed a series of qualitative tasks and psychometric measures throughout the study to obtain their views on problem gambling.

Data was collated and analysed by three researchers. A series of insights emerged from the data.
Based on the findings, a number of recommendations were made to inform the development of a creative messaging campaign:

- Self-awareness (as defined by the TTM) was low. Therefore, messaging should focus on raising awareness. However, as many individuals will fall within the precontemplative stage, there is a need for individuals to be able to recognise themselves in messaging along a variety of dimensions. In particular, communications should draw attention to risky/problem behaviours that are displayed by problem gamblers.

- An effective campaign needs to raise awareness of potential issues and behaviours in order to move gamblers to a state of contemplation – where they have more motivation to change maladaptive behaviours, and are open to weighing up the pros and cons of changing a behaviour.

- The widespread accessibility and availability of online avenues of gambling make it an especially attractive choice for those engaging in boredom-related gambling. Targeting the ease of access of online gambling will be relatable to a wide audience.

- Interventions targeted at lack of socialising and habit forming will resonate best with those who align with social reasons for gambling.

- It’s important to be mindful that moderate gamblers do not always relate to the term ‘gambling’, as some prefer ‘betting’ instead.

- For those motivated by the passion, thrill, excitement, and/or buzz (often younger males who engaged in casino, LBO, and online gambling activities), messages relating to losing enjoyment of leisure activities and chasing sensations would resonate best.

- Continuing to gamble as a solution for gambling-related loss is a theme present across all categories of gambling. This can be addressed with a wide audience.

- Message delivery focussing on responsibility, self-talk / self-advice, monetary concerns, and reflection relate to moderate gamblers.

- Messages need to be serious, relatable, and unambiguous in tone and content. Messages making light of gambling were not effective in facilitating preventative behaviours.
Background and Objective

Background

According to the British Gambling Prevalence Survey (BGPS), 56% of those aged 16 or older in Britain (excluding those who only partook in the National Lottery Draw) participated in some form of gambling in 2010, demonstrating an increase from reported BGPS rates in previous years (Wardle et al., 2011). Furthermore, the prevalence for problem gambling (as determined by DSM-IV criteria) was also found to be higher in the 2010 BGPS than in previous years. However, since 2010 research suggests that these prevalence rates are slightly declining (Griffiths, 2014). Nevertheless, there is a broad expectation from society and those working in health and social industries that operators whose products have the potential to cause harm should make an effort to offset that harm through active, responsible, and proactive actions (Ministry of Security and Justice, 2014).

Problem gambling behaviour is often conceptualised as existing on a continuum, with minor, non-problem gambling at one end and pathological presentation the other (Griffiths, 2014; Wardle, 2011). In this vein, a range of increasingly disruptive behaviours lie in between. In recognition of this range of behaviour, preventative measures and harm reduction strategies have focussed on addressing vulnerable groups, early detection, and encouraging moderation in gambling (Ministry of Security and Justice, 2014).

The Senet Group is an independent organisation committed to the promotion of responsible gambling standards and preventing gambling-related harm (The Senet Group, 2015). Much of the Senet Group’s work centres on ensuring socially responsible marketing and advertising in gambling. In line with these objectives, the Senet Group commissioned Future Thinking to conduct a qualitative inquiry to gain an understanding of insights that can influence preventative behaviours in moderate gamblers, consequently informing the creative development of a gambling messaging campaign.

Objective

The primary objective of this project was to conduct an exploratory qualitative study among a range of ‘moderate’ gamblers to understand in detail the actions or messages that are effective in facilitating preventative behaviours.
Methodology

Sample

A total of 35 participants were recruited over five categories of gambling: adult gaming centre (AGC), bingo, casino, licensed betting office (LBO), and online. Participants were grouped into one category based on their primary gambling activity (defined as the activity they stake the highest amount, spend the most time on, and/or have the highest frequency of gambling or betting). Those whose primary gambling activity was The National Lottery or scratch cards were excluded from the study. The majority of participants in the AGC, casino, and LBO group were males aged 18-29 years old. Those recruited for the bingo category were older females (aged 37 to 60 years old). The online category consisted of mixed-gender with no restrictions on age (all over 18 years old).

Within these categories, participants were further segmented into ‘moderate’ and ‘heavy’ gamblers based on a predefined criteria formed by the Senet Group, the Responsible Gambling Trust, and Future Thinking. These criteria were predominantly based on frequency (moderate gamblers were defined as those who gambled/bet between once per week to a few times per month, and heavy gamblers were those who gambled multiple times per week or more). Each category of participant was recruited from one of four locations: Birmingham, Bristol, London, or Manchester, with the majority of participants recruited from London due to the city having a higher population distribution. Sample specifications for phase 1 and 2 can be viewed in the recruitment questionnaire (appendix A) and in Table 1 below.

Table 1: Sample specifications for phase 1 and 2

<table>
<thead>
<tr>
<th>London</th>
<th>Birmingham</th>
<th>Manchester</th>
<th>Bristol</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th Sept, 2016 (14 participants)</td>
<td>15th Sept, 2016 (9 participants)</td>
<td>13th Sept, 2016 (7 participants)</td>
<td>14th Sept, 2016 (5 participants)</td>
</tr>
<tr>
<td>3X Bingo</td>
<td>2X Bingo (1 intensive gambler)</td>
<td>1X Bingo</td>
<td>N/A</td>
</tr>
<tr>
<td>Older female</td>
<td>Older female</td>
<td>Older female</td>
<td></td>
</tr>
<tr>
<td>4X LBO</td>
<td>3X LBO</td>
<td>2X LBO (1 intensive gambler)</td>
<td>1X LBO</td>
</tr>
<tr>
<td>Male 18-29</td>
<td>Male 18-29</td>
<td>Male 18-29</td>
<td>Male 18-29</td>
</tr>
<tr>
<td>3X Online</td>
<td>2X Online (1 intensive gambler)</td>
<td>2X Online</td>
<td>2X Online (2 intensive gamblers)</td>
</tr>
<tr>
<td>Male and female</td>
<td>Male and female</td>
<td>Male and female</td>
<td>Male and female</td>
</tr>
<tr>
<td>3X Casino</td>
<td>1X Casino</td>
<td>1X Casino</td>
<td>1X Casino</td>
</tr>
<tr>
<td>Male 18-29</td>
<td>Male 18-29</td>
<td>Male 18-29</td>
<td>Male 18-29</td>
</tr>
<tr>
<td>1X AGC</td>
<td>1X AGC</td>
<td>1X AGC (1 intensive gambler)</td>
<td>1X AGC</td>
</tr>
<tr>
<td>Male 18-29</td>
<td>Male 18-29</td>
<td>Male 18-29</td>
<td>Male 18-29</td>
</tr>
</tbody>
</table>
During the recruitment phase, the project was positioned as a ‘lifestyle’ study to avoid stigma around gambling, and to respect the confidentiality of the client. Therefore, participants were unaware that they were participating in a gambling study until the final phase of the study.

Twenty-two of the original 35 participants attended the phase 3 group workshops. The sample specification can be viewed in Table 2.

<table>
<thead>
<tr>
<th></th>
<th>London 3rd Nov, 2016 (7 participants)</th>
<th>Birmingham 27th Oct, 2016 (5 participants)</th>
<th>Manchester 1st Nov, 2016 (6 participants)</th>
<th>Bristol 2nd Nov, 2016 (4 participants)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2X Bingo</td>
<td>N/A</td>
<td>1X Bingo Older female</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Older female</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2X LBO</td>
<td>2X LBO Male</td>
<td>2X LBO Male</td>
<td>1X LBO Male</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2X Online</td>
<td>2X Online Male</td>
<td>1X Online Male</td>
<td>1X Online Male</td>
<td></td>
</tr>
<tr>
<td>Male and female</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1X Casino</td>
<td>N/A</td>
<td>1X Casino Male</td>
<td>1X Casino Male</td>
<td></td>
</tr>
<tr>
<td>Male 18-29</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td>1X AGC Male</td>
<td>1X AGC Male</td>
<td>1X AGC Male</td>
<td></td>
</tr>
</tbody>
</table>

**Design**

The study was divided into three phases.

**Phase 1: One-to-One Interviews**

The first phase consisted of twenty-minute, one-to-one semi-structured interviews with participants over a two-week period. The aim of the one-to-one interview was to gain an understanding of the participant’s lifestyle and general attitudes toward gambling in order to ensure they would be a good fit for the study. Questions were focused on individual characteristics, work and social life, and broad views on spending money. A question about beverage preference, gambling behaviour, and internet use was also included. The discussion guide for the one-to-one interviews can be viewed in appendix B.
Phase 2: Online Forum

During phase 2, participants completed a series of 17 tasks on an online forum over a four-week period (27th September to 18th October, 2016). These tasks ranged from questions on general lifestyle, personal motivation, messaging, and gambling. Additionally, psychometric measures (including the Problem Gambling Severity Index (PGSI), and a measure of stage of change based on the Transtheoretical model) were given to participants. Psychometric measures were included to help contextualise the qualitative findings and discussions. Through using these measures, participant responses were able to be grounded in validated behaviour models. The tasks and psychometric measures can be viewed in the online forum discussion guides for weeks 1 to 4 (appendices C-F).

Phase 3: Group Workshops

In phase 3, four 90-minute workshops in each of the study locations (Birmingham, Bristol, London, and Manchester) were held over a one-week period (27th October to 3rd November, 2016). Twenty-two of the original 35 participants attended the workshops (due to selection and participant availability). Participants were first debriefed by the moderator that the purpose of the study was to gain insight into gambling motivations and behaviours, rather than learn about lifestyle. Participants were then asked to carry out a series of tasks led by the moderator. Tasks consisted of completing a series of written questions in a workbook, open discussions about gambling behaviour and motivation, testing insights created by Future Thinking forum, and viewing and discussing video messaging clips. The discussion guide and participant work book for the group workshop can be viewed in appendix G and H respectively.
Analysis and Findings

A number of tools were used in the fieldwork stages of this project in order to help uncover insights. Not all tools resulted in relevant insights. An outline of all tools is provided in the discussion guides in the appendices. Tools that had relevant outputs have been referenced in the analysis and findings.

Results of qualitative research cannot be projected onto the overall population. Numbers included in this report are for illustrative purposes only.

One-to-One Interviews

All interviews were digitally recorded and transcribed. Transcripts were analysed using thematic analysis to glean relevant lifestyle cues and gain an understanding of participants’ broad attitudes toward gambling.

A number of themes emerged from the one-to-one interviews:

- There is a heavy social aspect attached to gambling, yet gambling is not conceptualised as a leisure activity or hobby.
- Gambling and betting behaviours weren’t hidden, but were also not spontaneously mentioned when discussing lifestyle.
- There were some commonalities in spending preferences among participants, including the desire to spend on experiences rather than physical items, and spending money on gambling in a way similar to other forms of entertainment (e.g. going to a pub of going to the cinema).

These themes were explored further through the online forum.

Online Forum

Each week of the online forum comprised of a number of tasks with an overarching theme. The theme for week 1 centred on general lifestyle, week 2 on motivations and habits, week 3 on messaging, and week 4 on gambling. Additionally, participants were asked to fill out a continuous journal (outlining day-to-day activities) for all four weeks, and a daily spending journal in week 2.

Data was extracted from the online forum after the conclusion of week 4. Qualitative tasks were analysed using thematic analysis, and psychometric measures were scored and cross-referenced with qualitative findings.

The General Self-Efficacy scale (Schwarzer & Jerusalem, 1995) was administered to participants in week 2 of the online forum to assess if they feel their actions are responsible for successful outcomes. The results were inconclusive; therefore, the data is not reported below and was not taken into consideration for analysis.
Below are the analysis and findings for the psychometric measures and questionnaires administered on the online forum.

**Transtheoretical Model**

In week 2 of the online forum, participants were asked to complete a gambling-related measure of the Transtheoretical Model (TTM).

The TTM (Prochaska & DiClemente, 1983; Prochaska, DiClemente, & Norcross, 1992) is an integrative and comprehensive model that offers insight into the formulation of behaviour change. The model identifies five stages in the process of change: precontemplation, contemplation, preparation, action, and maintenance. Within the model, each stage can be classified in terms of one's readiness to change (Figure 1).

**Figure 1: Readiness to change in the Transtheoretical model**

- **Precontemplation:** Not Ready
- **Contemplation:** Getting Ready
- **Preparation:** Ready
- **Action:** Doing (Less than 6 months)
- **Maintenance:** Doing (Longer than 6 months)

The earliest stage (precontemplation) reflects unawareness or the refusal to acknowledge the problem or issue at hand. Contemplation and preparation reflect awareness and acknowledgement of the problem or issue, and the desire and motivation to make behavioural changes. Action reflects the early stages of implementing change (under six months). Maintenance represents maintaining change for an extended period of time (over six months).

In terms of gambling, the TTM provides a framework from which motivation to change gambling-related behaviour can be understood, as a gambler’s current TTM stage has an impact on their reception to messaging related to this behaviour. It has been suggested that the TTM can provide insight into not only the cessation of a problematic behaviour, but that the stages of change can also offer some insight into the initiation of a problematic behaviour (DiClemente, Story, & Murray, 2000). As with the cessation of behaviour, initiation does not happen overnight. Thinking about the move from moderate to problem gambling in this way allows us to consider the different influences
of this initiation, thus providing further insight into the messaging that is required to engage moderate gamblers.

Of the 35 participants who participated in phase 1 and 2 of the project, the majority (23 participants) classified themselves as precontemplative. Eight participants classified themselves as contemplative, one was in preparation, one in action (n=1), and two in maintenance (n=2) (Figure 2).

**Figure 2: Participant classification by Transtheoretical stage**

At the precontemplative stage, people are not aware of a need to change and are not in the process of considering new behaviours (this includes considering the adoption of preventative checks). Consciousness raising (i.e. getting people to take stock of their behaviour) is a critical part of moving people to contemplation where they consider the pros and cons of their behaviour and a change to it.

**Problem Gambling Severity Index**

In week 4 of the online forum, participants were asked to complete the Problem Gambling Severity Index (PGSI). The PGSI is a validated questionnaire that measures adverse consequences, gambling involvement, and problem gambling behaviour in the general population (Ferris & Wynne, 2001).

The PGSI was used as a psychometric measure to provide validated insight into gambling severity, and to confirm the initial segmentation of ‘moderate’ and ‘heavy’ gamblers during the recruitment phase. Because the study was initially framed to participants as a lifestyle study, the PGSI was not initially administered to inform segmentation.

Scores for the PGSI are interpreted in four groupings: non-problem gambling (scores of 0); low level of problems with few or no identified negative consequences (scores between 1-2); moderate levels of problems leading to some negative consequences (scores
between 3 and 7); and problem gambling with negative consequences (scores of 8 or higher).

Thirty-four of 35 participants completed the questionnaire. Participants’ PGSI scores indicate that the majority of the sample (n=13) exhibit moderate levels of problems leading to some negative consequences, nine participants exhibited low levels of problems, six exhibited problem gambling behaviour, and six were non-problem gamblers (Figure 3). The PGSI scores confirm that our sample consists of predominantly low to moderate gamblers (n=28), with a small percentage of problem gamblers (n=6).

Figure 3: Participant PGSI scores

<table>
<thead>
<tr>
<th>Problem Gambling Severity Index Scores</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-problem gambling</td>
<td>13</td>
</tr>
<tr>
<td>Low level of problems with few or no identified negative consequences</td>
<td>6</td>
</tr>
<tr>
<td>Moderate level of problems leading to some negative consequences</td>
<td>6</td>
</tr>
<tr>
<td>Problem gambling with negative consequences and a possible loss of control</td>
<td>9</td>
</tr>
</tbody>
</table>

Self-Identified ‘Gambling Type’

From analysis of the one-to-one interviews and preliminary analysis of online forum data, we were able to identify the underlying motivations and gambling types of our participants. Statements were created to reflect these motivations (see Table 3). During week 4 of the online forum, participants were asked to classify themselves as one of four gambling types we had identified.

Table 3: Self-identified gambling type

<table>
<thead>
<tr>
<th>Gambling Type</th>
<th>Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Passion/Thrill/Excitement - I thoroughly enjoy gambling, I like the buzz I feel when I am close to winning, it makes the bet worthwhile.</td>
</tr>
<tr>
<td>2</td>
<td>The Big Win - My attitude towards gambling is that it is only really worth doing when I bet to win big. I like to bet big, I dream of the big life changing win.</td>
</tr>
</tbody>
</table>
Entertainment/Leisure/Sociable - I like to bet for fun, I enjoy the social side of gambling I feel putting a bet on enhances the experience be it horses, bingo or playing on machines in the pub. The bet just makes it more exciting.

Skill Based - I take gambling quite seriously, I like to study the form and odds and believe that eventually I will come out on top, it is almost like a second job!

Thirty of the original 35 participants completed the task. The majority of participants (n=19) classified themselves in the ‘Entertainment / Leisure / Sociable’ category, with seven classifying themselves as ‘Passion/Thrill/Excitement’ and the remaining as ‘Skill based’ (n=2) and ‘The Big Win’ (n=2) (Figure 4).

Figure 4: Participant classification of self-identified gambling type

Group Workshop

In each of the four, 90-minute workshops, data was recorded in participant workbooks, through moderator notes, and a digital recorder. All tasks in the workbooks were analysed to provide a comprehensive picture of the findings. Moderator notes, in conjunction with recorded data, were thematically analysed for common findings and themes.

Below are the analysis and findings of the workbook questions.

Task 1: Revisiting the Self-Identified ‘Gambling Type’

During the group workshop, participants were once again asked to review the four gambling types presented to them in week 4 of the online forum and to think about which category they best fit into (Table 3). They were then asked to select one of five statements which best fit with them (Table 4). These five statements consisted of insights relating to the four gambling types. The ‘Entertainment/Leisure/Sociable’ category was further broken down into two sub-statements (statements 1 and 2), as it was found through feedback on
In line with findings from the Self-Identified Gambling Type task in week 4 of the online forum, the majority of participants grouped themselves into the ‘Entertainment / Leisure / Sociable’ category (n=3 and 10, respectively). The insight statement relating to ‘Passion / Thrill / Excitement’ was second most popular (n=7), followed by the skill-based gambling insight (n=1). No participants chose the insight related to ‘The Big Win’ (Figure 5). One participant did not complete the task.

Figure 5: Participant breakdown of self-identified gambling type
Task 2: Self-Assessed Projective Technique

In task 2, participants were asked to rate themselves on a line that represented fun gambling through to dangerous gambling, with problem gambling in the centre (Figure 6).

Figure 6: Group workshop: Task 2, self-assessment projective technique

Participants were asked to rate themselves as they were in the present moment by marking the line with an X. They were then asked to look at where they currently sit on the line, and then imagine themselves a little further up the line toward dangerous gambling (about two steps along) and to think how this might feel for them, what might have happened for this to take place, and what they might do about it.

Fun gambler was weighted as 0 and dangerous gambler was weighted as 100. After analysing participants’ responses, it was found that both moderate and heavy gamblers rated their current position at roughly the same point on the line (12.5%). However, the gap between one’s current and projected gambling state for moderate gamblers was slightly larger than that for heavy gamblers, suggesting that moderate gamblers felt that problem and dangerous gambling was farther away from them than heavy gamblers.

Task 3: Moving Towards Problem Gambling

In task 3, participants were asked to refer back to task 2 and think about what might have happened to nudge them up the line. They were then asked to answer two written questions on their own. The questions aimed to address what factors might have nudged them toward problem or dangerous gambling, and what preventative measures could have stopped them from moving closer towards problem gambling.

Thematic analysis of participant responses revealed that events such as a big win, a narrow loss, boredom, or having extra money or disposable income were triggering factors that could nudge people toward problem gambling.

Task 4a: Gambling Statements

In task 4, participants were once again asked to first refer back to task 2 and think of themselves as two steps further along the line. The moderator then read out a series of 12 statements and asked participants to plot the number relating to the statement as closer to them (a good fit with them if they were two steps up the line) or further from them (not relatable or a good fit with them if they were two steps up the line) (Table 5). Statements were developed from an analysis of the online forum, and reflect the types of behaviours and emotions associated with the higher risk gambling of moderate gamblers.
Each participant was asked to plot the numbers on a diagram in their workbook and complete the task on their own. After the statements were read out, the moderator facilitated a discussion on the statements that were ‘closest’ to participants, and those that were ‘furthest away’.

This exercise was designed to understand what problematic behaviours participants most identified with in order to inform where to focus message development.

**Table 5: Higher risk gambling behaviours**

<table>
<thead>
<tr>
<th></th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gambling for me is just a bit of fun, in the same way as buying clothes, going to the cinema or out for drinks with friends. I’m not sure I could say exactly how much time/money I spend on gambling</td>
</tr>
<tr>
<td>2</td>
<td>Gambling is a bit of fun and I love to talk about the game. But recently I’ve started doing a few bets that I don’t really feel like talking about with people</td>
</tr>
<tr>
<td>3</td>
<td>I like to gamble when I am with friends, it is just something we all enjoy when we are together but recently I have started to feel a bit bored with it all and I don’t really know how to tell my friends I want to stop</td>
</tr>
<tr>
<td>4</td>
<td>I started going to bingo/casino/horse racing with a good friend/family member of mine just to keep them company, but more and more I find myself pre-occupied with gambling</td>
</tr>
<tr>
<td>5</td>
<td>I like to put a bet on when I am watching the game, I have worked hard and it is part of my down time. But recently I have found that sometimes the bet is more of a focus than enjoying the game</td>
</tr>
<tr>
<td>6</td>
<td>When I started to put a bet on, I always felt excited about the prospect of winning but recently I have realised that I now feel more motivated by the buzz and excitement from the prospect of winning than I do the actual winning</td>
</tr>
<tr>
<td>7</td>
<td>I thoroughly enjoy gambling, I like the buzz I feel when there is a chance of winning, but I have noticed more recently that not winning has begun to make me feel quite miserable</td>
</tr>
<tr>
<td>8</td>
<td>I like to gamble as a little treat to myself, but more and more I find gambling popping up in my life, silly things like buying a scratch card when I only popped in for milk</td>
</tr>
<tr>
<td>9</td>
<td>I take gambling quite seriously, I like to study the form, check best prices and make sure that my bet is an informed one. However, when I don’t win it can feel quite stressful</td>
</tr>
<tr>
<td>10</td>
<td>I have started to get more knowledgeable about the game, and I’ve started to think that gambling could help give me a little financial boost</td>
</tr>
<tr>
<td>11</td>
<td>It’s exciting to think that I might win a life changing amount of money. I know that I am due, it’s just a matter of putting on that extra bet/ buying that extra ticket</td>
</tr>
</tbody>
</table>
I’ve started to worry a little bit about how much I’ve lost recently. I just need one win to get me back on track.

**Task 4b: Safe and Responsible Gambling**

Participants once more referred back to task 2 and thought about themselves nudge up about two places on the line in dangerous gambling, and about what they would say to themselves to get back to a safe, responsible gambling place. Participants were told to privately write their thoughts in their workbook, and were then invited to discuss them with the group.

Thematic analysis of participant responses revealed four broad categories of ‘self-talk’. These themes fell under the broad categories of: responsibility, self-talk / self-advice, monetary concerns (Figure 7).

**Figure 7: Broad categories of safe and responsible gambling**

![Diagram](image)

**Video Messaging**

During the workshop a number of video messages were shown to respondents. These video messages were selected to demonstrate a broad range of executions that covered length, setting, demographic, tone (e.g. humour, shock, seriousness, etc.). Showing a range of executions helped facilitate an understanding of the characteristics that are best at capturing attention and communicating messages to this audience. Participants were shown five videos on preventative messaging. Four of the five centred on gambling, and one on drink driving. Participants engaged in a conversation with the moderator about which elements they felt were helpful from the videos, and which elements they felt were not helpful.
Insights and Discussion

Participants have a normalised view toward gambling

It was found that participants did not feel any pressure to hide gambling / betting behaviours; however, these were not spontaneously mentioned when talking about lifestyle during phase 1 or 2 of the study. Rather, gambling was often mentioned whilst discussing money, spending habits, or when asked in detail about socialising with friends.

Contrary to the wide-spread perception of gambling and problem-gambling related stigma (Hing, Nuske, Gainsbury, & Russell, 2015), participants portrayed a normalised view toward gambling, predominantly seeing it as a social activity. A social element of gambling / betting played a large role in the wide-held normalised view of gambling and betting.

Gambling is largely seen as a social activity

A large number of participants voiced that gambling was a social activity for them. This was differentiated from being a leisure activity in that for most, gambling is something they would engage in with their friends or partners, rather than on their own.

For these individuals, gambling without the social element was seen as problematic. Many participants voiced that gambling alone is an indicator in themselves and others of moving toward problem or dangerous gambling.

Drinking and Peer Influence

Some participants felt that they were more likely to engage in riskier gambling behaviour when they were in certain social settings. These participants felt that while drinking, they were more likely to feel confident and be less aware of how much they were gambling.

For some, there was a disparity between self-perception and PGSI scores

For some, there was a disparity between PGSI scores and self-perception of gambling. On the whole, participants who reported higher frequencies of gambling or betting during the recruitment phase scored lower than expected on the PGSI questionnaire. This was qualitatively confirmed through their responses and reporting on the online forum.

Conversely, a few participants that fit with ‘moderate’ gambling criteria during recruitment scored in the range of moderate levels of problems leading to some negative consequences and problem gambling with negative consequences on the PGSI. Once again, higher self-reported gambling behaviour was noted on the online forum confirming the findings from the PGSI.
As participants were initially segmented by frequency, this finding suggests that frequency isn’t the only dimension indicative of problem gambling. Furthermore, the qualitative findings from this study suggest that gamblers have differing levels of self-awareness. There is a tendency for some individuals exhibit an inability to self-monitor and recognise the behaviours they exhibit.

In terms of messaging, it is important to recognise that not all gamblers have the ability to self-recognise harmful gambling-related behaviour. Therefore, there is a need for individuals to be able to recognise themselves in messaging along a variety of dimensions.

**Most participants were not ready or motivated to make gambling-related behavioural changes**

As evidenced by the PGSI measure, the majority of participants fit within the range of non-problem gambling to problem gambling. Of these participants, the majority self-identified as precontemplative for gambling-behaviour change according to the TTM measure. From a behavioural perspective, this indicates that most were unaware or not ready to make changes in their gambling behaviour.

Therefore, when thinking about effective messaging for moderate gamblers, it is important to note that they do not necessarily see a reason to alter behaviour (including starting self-monitoring behaviours with the aim of keeping them at their current level of gambling). Therefore, an effective campaign needs to raise awareness of potential issues and behaviours in order to move gamblers to a state of ‘contemplation’ – where they have more motivation to change maladaptive behaviours, and are open to weighing up the pros and cons of changing a behaviour.

**Specific circumstances can lead to problem gambling**

**Boredom**

A number of participants voiced that boredom was a potential trigger for slipping into problem gambling-related behaviour. This ties into the importance of the social element of gambling. Gambling out of boredom would likely be done on one’s own, rather than with friends or a partner. Participants voiced that the format of gambling most susceptible to boredom include online, AGC, and LBO respectively. Notably, the widespread accessibility and availability of online avenues of gambling made it an especially attractive choice for those engaging in boredom-related gambling.
Extra Money or Disposable Income

Having extra money or disposable income was seen as a trigger for gambling across all categories of participants. Participants expressed that having extra money could contribute to problem gambling in two ways:

1. Increase the frequency of gambling, thus resulting in habit-forming behaviour.
2. Increase of stakes leading to a greater feeling of excitement and/or ‘buzz’, resulting in an augmented gambling experience which is not sustainable.

Both of these factors feed into addictive properties of gambling, thus leading to problem or dangerous gambling.

A ‘Big Win’

Participants expressed that winning a large amount of money would act as a reinforcement to try again, thus triggering an increase in gambling frequency. It is important to note that participants differentiated between a win and a big win (in the thousands). Additionally, a big win was thought to have the potential to reinforce any sense of skill that might be present (e.g. “I knew I would win at soon”).

Participants in AGT, casino, LBO, and online categories felt that a big win could nudge them toward problem gambling. This was less applicable to those who primarily played bingo, as their motivations were almost predominantly social, therefore, a big win would not result in increased frequency, rather, in reinforcing their desire to play.

A Narrow Loss

Conversely, a narrow loss was largely voiced as something that can lead to problem and dangerous gambling. For participants, this tied into chasing losses and believing that gambling is a viable option to recover money lost in gambling.

Although participants in all categories could relate to the temptation of chasing a loss, it was most aligned with those who partook in AGT, casino, LBO, and online gambling.

Moderate gamblers have two key motivations for gambling

Through exploring insights in the online forum and group workshops, it was found that gamblers could be classified into broad categories of motivations, and that within these categories, certain insights resonated with each category of motivation. However, it should be noted that motivations to gamble are not binary and it is unlikely that an individual will only have one motivation to gamble.
1. Entertainment/Leisure/Socialising

The majority of moderate gamblers in the study were predominantly motivated by socialising while engaging in gambling-related behaviour. These participants related best to insights capturing the entertainment, leisure, and social element of gambling, and comprised of individuals from a mix of all five categories of gambling (AGT, Bingo, casino, LBO, and online).

In thinking about the motivations that could lead them towards problem and dangerous gambling, these individuals identified with specific insights that fit best with their framework and conceptualisation of their own gambling-related behaviour. These insights include:

- **Decrease in the engagement with others**: This would be largely present in gambling-related behaviour and would slightly trickle into day-to-day life. They would exhibit secrecy in their gambling activities. The primary driver would be lack of socialising in conjunction with gambling.

- **Increase in gambling frequency**: This would primarily be driven by thoughtlessness, rather than a conscious effort. Frequency in gambling would ‘creep up’ and become a habit. The primary driver would be accessibility.

For those that identify with the entertainment/leisure/social aspect of gambling, the insights above would fit well with their frame of mind. Interventions targeted at these motivations would be relevant and ‘speak’ to these individuals.

2. Passion/Thrill/Excitement

A large subset of the sample was motivated by the passion, thrill, excitement, and/or buzz that gambling provides. These individuals tended to be younger males who engaged in casino, LBO, and online gambling activities.

For these individuals, a number of motivation-related insights emerged:

- **Objective changes from fun to chasing the sensation**: They would lose sight of their objectives (having fun, and getting excitement from gambling) and focus on regaining getting a buzz. The primary driver would be no longer feeling the buzz or excitement from gambling.

- **Losing focus of leisure activities**: Gambling and betting may be tied to social or leisure activities (such as watching football). For these individuals, the bet would become more important than the activity. The primary driver is losing enjoyment of a leisure activity due to gambling.

**General Insights**

Some insights were overarching and fit with a combination of participants in both categories discussed above, and additionally those motivated by skill-based gambling and the prospect of a ‘big win’. These insights tended to capture the general and globally...
Relatable elements of problem gambling. Of the general insights, one was relatable across all categories of motivation:

- **Continuing to gamble as a solution for gambling-related loss:** The belief that one big win can get you back on track. This fits with the general sense of hope and anticipation prevalent in all types of gambling. The main driver is luck and the belief that “at some point I will win”.

**Moderate gamblers envisaged various strategies to get themselves back to a safe gambling place**

When thinking about what they could do themselves (or have done in the past) to refrain from problem gambling or get themselves back to a safe gambling place if they were moving toward problem gambling, participants suggested a wide array of advice that fit into four broad categories:

1. **Responsibility:** Reminding oneself of personal responsibilities (e.g. bills, commitments to family, etc.).
2. **Self-talk / Self-advice:** Participants felt that calling into question whether their behaviours aligned with how they saw themselves was a way that they could alert themselves to their potentially risky behaviour.
3. **Monetary concerns:** Being reminded of what they have gambled so far and/or how much they have spent this day/week/month would help them to monitor behaviour.
4. **Reflection:** Reflecting on their own or someone else’s negative experiences with gambling.

These categories suggest a starting point for helping to understand the delivery of messaging to engage this audience. Participants felt that being reminded of personal responsibilities

**Messaging needs to be serious, concise, and relatable**

**Messaging needs to be serious in order to capture attention and stick**

Unanimously, participants felt that the most effective messaging should be serious. A hard hitting message was favoured over a softer one, however, participants were mixed on use of shocking or aggressive imagery. Hard hitting messaging is most effective at both capturing attention and sticking with the audience. Participants also offered examples of other intervention communication not tested that they felt was effective in making them reassess behaviour, stating that it was the arresting nature of the ads that worked best to communicate
Participants felt that using humour made light of a subject that was too serious, and highlighted the ‘fun’ aspect of gambling. For those who do not identify as displaying risky behaviour, this might feel like encouragement rather than a deterrent.

**Messaging needs to be concise and immediately understood as being related to gambling**

Messages that were to the point and concise were favoured over those that were ambiguous or subtle. In order to immediately engage the audience, communications need to be easily understood as being about gambling. Ads that were not immediately understood and too lengthy for the audience to stick with and ‘find out what it’s about’ were not favoured. This can lead the audience to tune out. Participants felt this would be an issue as their viewing behaviours would lean towards skipping ads such as these.

**Setting and characters need to be relatable**

The need for messages to be relatable was important. Participants needed to be able to see themselves in the message in order for it to have the potential to impact their behaviour. For some, relatable messages should focus on why they are engaging in the behaviour, in addition to having characters that fit their broad demographic category. Therefore, having a series of messages in a campaign, rather than one ‘catch-all’ was preferred.

**Messages need to ‘hit home’**

A disruption to home life was felt to be a consequence of problem gambling that participants were most concerned about. Letting down a loved one/ negatively impacting their family was something participants felt was important and therefore messaging that demonstrated this was very compelling. Campaigns need to focus on getting moderate gamblers to take stock of current behaviours and be aware of the path that risky behaviour may lead to.

**Video messaging**

The strongest video messages tested during the research was an advert about Drink Driving. This execution managed to illustrate how a decision made by a ‘moderate’ drinker, can result in serious consequences. The ad alluded to the areas of life that participants were most concerned about impacting - home life and relationships and work.

Participants felt this advert was relatable and therefore engaging. The execution was serious in tone and demonstrated serious consequences, which was both arresting and memorable. It also paints a picture of a night that could go wrong and what all of the triggers are for this to happen, all of which are highly relatable.
Recommendations

It is important to note that participants who fall into the ‘moderate’ gambling category do not always see their habits as problematic, and therefore need to be alerted to what could happen rather than what is happening (i.e. what they are doing and where this could lead). They need to see a vision of their worse-selves before they begin to contemplate change.

Based on the findings, we are making the following recommendations to inform the creative development of a messaging campaign focussing on encouraging preventative behaviours in moderate gamblers:

- Self-awareness (as defined by the TTM) was low. Therefore, messaging should focus on raising awareness. However, as many individuals will fall within the precontemplative stage, there is a need for individuals to be able to recognise themselves in messaging along a variety of dimensions. In particular, communications should draw attention to risky/problem behaviours that are displayed by problem gamblers.

- An effective campaign needs to raise awareness of potential issues and behaviours in order to move gamblers to a state of contemplation – where they have more motivation to change maladaptive behaviours, and are open to weighing up the pros and cons of changing a behaviour.

- The widespread accessibility and availability of online avenues of gambling make it an especially attractive choice for those engaging in boredom-related gambling. Targeting the ease of access of online gambling will be relatable to a wide audience.

- Interventions targeted at lack of socialising and habit forming will resonate best with those who align with social reasons for gambling.

- It’s important to be mindful that moderate gamblers do not always relate to the term ‘gambling’, as some prefer ‘betting’ instead.

- For those motivated by the passion, thrill, excitement, and/or buzz (often younger males who engaged in casino, LBO, and online gambling activities), messages relating to losing enjoyment of leisure activities and chasing sensations would resonate best.

- Continuing to gamble as a solution for gambling-related loss is a theme present across all categories of gambling. This can be addressed with a wide audience.

- Message delivery focussing on responsibility, self-talk / self-advice, monetary concerns, and reflection relate to moderate gamblers.

- Messages need to be serious, relatable, and unambiguous in tone and content. Messages making light of gambling were not effective in facilitating preventative behaviours.
References


**Appendix A**

**Project Time**

**Qualitative Recruitment Questionnaire**

<table>
<thead>
<tr>
<th>Respondent Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Postcode:</td>
</tr>
<tr>
<td>Telephone Number:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 17 years...</td>
</tr>
<tr>
<td>18-29</td>
</tr>
<tr>
<td>30-35</td>
</tr>
<tr>
<td>35+</td>
</tr>
</tbody>
</table>

**CHECK QUOTAS / SEGMENTS**

<table>
<thead>
<tr>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female...</td>
</tr>
<tr>
<td>Male...</td>
</tr>
</tbody>
</table>

**CHECK QUOTAS / SEGMENTS**

<table>
<thead>
<tr>
<th>Occupation (write in): ________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>London...</td>
</tr>
<tr>
<td>Midlands...</td>
</tr>
<tr>
<td>North...</td>
</tr>
<tr>
<td>Bristol...</td>
</tr>
</tbody>
</table>

**CHECK QUOTAS / SEGMENTS**

**Interviewer Declaration**

I declare that this is a true record of an interview conducted with the named respondent who was previously unknown to me. It was conducted in accordance with instructions shown in the interviewer handbook within the code of conducted of the Market Research Society.

Name: 
Date: 
Signature: 
Interviewer Number:
Introduction & Screening

NOTE: THIS SHOULD BE RECRUITED FOR AS A LIFESTYLE STUDY AND SHOULD NOT BE POSITIONED AS A GAMBLING STUDY. ANY MENTION OF GAMBLING BEING KEY TO THE STUDY DURING THE RECRUITMENT STAGE WILL COMPROMISE THE FINDINGS.

PLEASE SIGN TO ACKNOWLEDGE THIS NOTICE:

Good morning / afternoon / evening. My name is .................................... and I work for Future Thinking, an independent market research company. We are recruiting people to take part in a lifestyle study which will consist of a face to face interview (20 minutes), participation in an online community (1 month), and a group discussion (2 hours), please note that not everyone will be asked to attend the focus groups but we would still like you to be available for these as we are unsure who will get asked to attend at this stage. There are just a few questions I would like to ask you, to assess your eligibility to take part - it’ll only take about 10 minutes of your time.

Thank you.

QA First of all I would like to ask whether you, or any of your close friends or family, work now, or have ever worked, in any of the following industries or occupations? MULTI-CODE OK

- Advertising X
- Market Research X
- Public Relations X
- Journalism X
- Marketing X
- Gambling Industry X
- Football/Horseracing X
- Alcohol Distributor/Brewery 0
- Bottling and Packaging Industry 0
- Catering/Restaurant 0
- None of the above 0

IF CODE ANY ABOVE THE LINE, THANK AND CLOSE

OTHERS GO TO QB
Appendix A

QB Have you ever been to a market research group discussion, taken part in one-on-one interviews, or been part of a market research panel or been interviewed over the phone by a market researcher before? SINGLE CODE ONLY

YES 1 GO TO QC
NO 2 GO TO Q1

QC How many groups/research sessions have you attended? SINGLE CODE ONLY

One 1
Two 2
Three or more CLOSE

GO TO QD
# Recruiter Reminder

Remember **not** to recruit anyone who has

⇒ Been to more than 3 group discussions (QC)

## Main Questionnaire

**ASK ALL:**

### Q1 Do you take part in the following activities?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socialise with friends and/or family</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Drink a variety of non-alcoholic beverages (e.g. tea, coffee, fruit juice, soft drinks, etc.)</td>
<td>0</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Drink alcohol</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Eat at restaurants</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Watch sports</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Play sports / gym / exercise</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Gamble/place bets - including bingo, casino, slot machines</td>
<td>0</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Use the internet</td>
<td>0</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Order takeaways</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Undertaken some DIY / Home Improvement</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Go on days out</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**ALL TO TAKE PART IN DRINKING A VARIETY OF BEVERAGES, GAMBLING/PLACING BETS, AND USING THE INTERNET**

**Recruiter to say:**

---

**Appendix A**

---
“WE ARE INTERESTED IN A VARIETY OF TOPICS FOR A LIFESTYLE STUDY, AND ARE ASKING PARTICIPANTS TO ANSWER QUESTIONS FROM A ROTATING LIST OF TOPICS. I SEE YOU HAVE CODED FOR NON-ALCOHOLIC BEVERAGES, GAMBLING, AND INTERNET USE. FOR THE REMAINDER OF THE QUESTIONNAIRE I WILL ASK YOU ABOUT THESE THREE TOPICS.”

ASK ALL:

Q2  How often do you drink non-alcoholic beverages other than water?

SINGLE CODE

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least once per day</td>
<td>Continue</td>
</tr>
<tr>
<td>Multiple times per week</td>
<td>Continue</td>
</tr>
<tr>
<td>At least once per week</td>
<td>Continue</td>
</tr>
<tr>
<td>At least a few times per month</td>
<td>Continue</td>
</tr>
<tr>
<td>At least once per month</td>
<td>Continue</td>
</tr>
<tr>
<td>Once every few months</td>
<td>Continue</td>
</tr>
<tr>
<td>Less than once every few months</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Less than once per year</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Never</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

ALL TO DRINK BEVERAGES OTHER THAN WATER AT LEAST ONCE EVERY FEW MONTHS

ASK ALL:

Q3  Which of these non-alcoholic beverages have you consumed in the past week?

MULTI-CODE ALLOWED

<table>
<thead>
<tr>
<th>Beverage</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit juice</td>
<td>1</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>2</td>
</tr>
<tr>
<td>Tea</td>
<td>3</td>
</tr>
<tr>
<td>Coffee (including decaf)</td>
<td>4</td>
</tr>
<tr>
<td>Nutritional shakes</td>
<td>5</td>
</tr>
</tbody>
</table>
ASK ALL:

Q4 Which of these non-alcoholic beverages have you consumed the most past week?
RECRUITER NOTE: For this question, respondent is to think about the beverage that they have consumed the most out of all the listed beverages in the past week

MULTI-CODE ALLOWED

<table>
<thead>
<tr>
<th>Activity</th>
<th>Main Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit juice</td>
<td>1</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>2</td>
</tr>
<tr>
<td>Tea</td>
<td>3</td>
</tr>
<tr>
<td>Coffee (including decaf)</td>
<td>4</td>
</tr>
<tr>
<td>Nutritional shakes</td>
<td>5</td>
</tr>
<tr>
<td>Fruit/veg smoothies</td>
<td>6</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>7</td>
</tr>
<tr>
<td>None of the above</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

ASK ALL:

Q5 Here are some statements people have said about drinking non-alcoholic beverages. Which of the following statement(s) do you agree with?

MULTI-CODE ALLOWED

<table>
<thead>
<tr>
<th>Statement</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>I crave sweet beverages</td>
<td>Continue</td>
</tr>
<tr>
<td>I mostly try to avoid soft drinks</td>
<td>Continue</td>
</tr>
<tr>
<td>I prefer tea to coffee</td>
<td>Continue</td>
</tr>
</tbody>
</table>
Appendix A

| I would not consider drinking fruit/veg smoothies | Continue |
| I’d rather drink water than drink a non-alcoholic beverage | Continue |
| I do not drink non-alcoholic beverages | CLOSE |

ASK ALL:
Q6a What gambling/betting activities do you take part in?

MULTI-CODE ALLOWED

<table>
<thead>
<tr>
<th>Activity</th>
<th>Main Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing bingo (in-person at a bingo hall)</td>
<td>1</td>
</tr>
<tr>
<td>Going to the bookies (Licensed Betting Office)</td>
<td>2</td>
</tr>
<tr>
<td>Online (e.g. online bingo, online gambling sites, etc.)</td>
<td>3</td>
</tr>
<tr>
<td>Going to the casino (in-person)</td>
<td>4</td>
</tr>
<tr>
<td>Arcade machines and adult gaming centres (amusement arcades and venues with gambling machines)</td>
<td>5</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>6</td>
</tr>
<tr>
<td>None of the above</td>
<td>CLOSE</td>
</tr>
<tr>
<td>I don’t gamble / place bets</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

ALL PARTICIPANTS TO CODE AT LEAST ONE CATEGORY WITHIN 1, 2, 3, 4, 5
EXCLUDE IF ONLY NATIONAL LOTTERY

ASK ALL WHO PROVIDE MULTI CODE AT Q5a:

Q6b What would you say is your main gambling activity?

RECRUITER NOTE: For ‘main gambling activity’, respondent is to think about the activity that they stake the highest amount, spend the most time on, and/or the activity with their highest frequency of gambling/betting

SINGLE CODE

<table>
<thead>
<tr>
<th>Activity</th>
<th>Main Code</th>
</tr>
</thead>
</table>

### Appendix A

<table>
<thead>
<tr>
<th>Activity</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing bingo (in-person at a bingo hall)</td>
<td>1</td>
</tr>
<tr>
<td>Going to the bookies (Licensed Betting Office)</td>
<td>2</td>
</tr>
<tr>
<td>Online (e.g. online bingo, online gambling sites, etc.)</td>
<td>3</td>
</tr>
<tr>
<td>Going to the casino (in-person)</td>
<td>4</td>
</tr>
<tr>
<td>Arcade machines and adult gaming centres (amusement arcades and venues with gambling machines, not just playing at the seaside on the pier)</td>
<td>5</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>CLOSE</td>
</tr>
<tr>
<td>None of the above</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

ALL ‘BINGO’ TO CODE 1 FOR MAIN SINGLE CODE
ALL ‘LBO’ TO CODE 2 FOR MAIN SINGLE CODE
ALL ‘ONLINE’ TO CODE 3 FOR MAIN SINGLE CODE
ALL ‘CASINO’ TO CODE 4 FOR MAIN SINGLE CODE
ALL ‘Adult Gaming Centres’ TO CODE 5 FOR MAIN SINGLE CODE

ASK ALL WHO PROVIDE SINGLE CODE IN Q6b:
Q6c  How often do you partake in your main gambling activity?

### SINGLE CODE

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple times per day</td>
<td>1</td>
</tr>
<tr>
<td>At least once per day</td>
<td>2</td>
</tr>
<tr>
<td>Multiple times per week</td>
<td>3</td>
</tr>
<tr>
<td>At least once per week</td>
<td>4</td>
</tr>
<tr>
<td>A few times per month</td>
<td>5</td>
</tr>
<tr>
<td>At least once per month</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Once every few months</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Less than once every few months</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Never</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

ALL TO PARTAKE IN MAIN GAMBLING ACTIVITY AT LEAST 2X PER MONTH
ALL ‘INTENSIVE BINGO’ TO CODE 1, 2, OR 3; ‘BINGO’ TO CODE 4 OR 5
ALL ‘INTENSIVE LBO’ TO CODE 1, 2, OR 3; ‘LBO’ TO CODE 4 OR 5
ALL ‘INTENSIVE ONLINE’ TO CODE 1, 2, OR 3; ‘ONLINE’ TO CODE 4 OR 5
ALL ‘INTENSIVE CASINO’ TO CODE 1, 2, OR 3; ‘CASINO’ TO CODE 4 OR 5
ALL ‘INTENSIVE AGC’ TO CODE 1, 2, OR 3; ‘AGC’ TO CODE 4 OR 5

SEE QUOTAS

ASK ALL:

Q7  Here are some statements people have said about gambling. Which of the following statement(s) do you agree with?

MULTI-CODE ALLOWED

<table>
<thead>
<tr>
<th>Statement</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambling/betting is fun</td>
<td>Continue</td>
</tr>
<tr>
<td>Gambling/betting is an activity I enjoy from time to time</td>
<td>Continue</td>
</tr>
<tr>
<td>Gambling/betting is a social activity</td>
<td>Continue</td>
</tr>
<tr>
<td>Gambling/betting sometimes makes me anxious/nervous</td>
<td>Continue</td>
</tr>
<tr>
<td>I’m always likely to win/ I win a lot usually</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Gambling/betting is a way to make money and/or supplement my income</td>
<td>CLOSE</td>
</tr>
<tr>
<td>I could make gambling/betting my full-time job / be a professional</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

ASK ALL:

Q8  How often do you use the internet, via any device (e.g. smartphone, tablet, computer)?

SINGLE CODE

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple times per day</td>
<td>Continue</td>
</tr>
<tr>
<td>At least once per day</td>
<td>Continue</td>
</tr>
<tr>
<td>Multiple times per week</td>
<td>Continue</td>
</tr>
<tr>
<td>At least once per week</td>
<td>Continue</td>
</tr>
<tr>
<td>At least a few times per month</td>
<td>CLOSE</td>
</tr>
<tr>
<td>At least once per month</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>
### Appendix A

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once every few months</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Less than once every few months</td>
<td>CLOSE</td>
</tr>
<tr>
<td>About once per year</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Never</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

**ASK ALL:**

**Q9** What types of activities do you typically use the internet for?

**MULTI-CODE ALLOWED**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Continue</td>
</tr>
<tr>
<td>Shopping / paying for things / banking</td>
<td>Continue</td>
</tr>
<tr>
<td>Social media (e.g. Facebook, Pinterest, etc.)</td>
<td>Continue</td>
</tr>
<tr>
<td>Watching TV and/or films</td>
<td>Continue</td>
</tr>
<tr>
<td>Keeping in touch with friends and/or family</td>
<td>Continue</td>
</tr>
<tr>
<td>General browsing</td>
<td>Continue</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>Continue</td>
</tr>
<tr>
<td>None of the above</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

**ASK ALL:**

**Q10** Which of the following statements apply to you?

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>I mostly access the internet through my smartphone</td>
<td>Continue</td>
</tr>
<tr>
<td>I mostly access the internet through a tablet</td>
<td>Continue</td>
</tr>
<tr>
<td>I mostly access the internet through a computer (desktop or laptop)</td>
<td>Continue</td>
</tr>
<tr>
<td>Statement</td>
<td>Action</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>I access the internet through another way (write in)........................</td>
<td>Continue</td>
</tr>
<tr>
<td>I do not have access to the internet</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

**ASK ALL:**

**Q11** Here are some statements people have said about using the internet. Which of the following statement(s) do you agree with?

**MULTI-CODE ALLOWED**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the internet is a good way to get information</td>
<td>Continue</td>
</tr>
<tr>
<td>Using the internet makes my life easier</td>
<td>Continue</td>
</tr>
<tr>
<td>Using the internet is a good way to spend free time</td>
<td>Continue</td>
</tr>
<tr>
<td>Sometimes I’d rather use the internet than socialize with others</td>
<td>Continue</td>
</tr>
<tr>
<td>The internet helps me engage in activities I enjoy</td>
<td>Continue</td>
</tr>
<tr>
<td>I find the internet confusing and/or difficult to use</td>
<td>CLOSE</td>
</tr>
<tr>
<td>I am not comfortable using the internet</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>

**ASK ALL:**

**Q12a** Which statement best describes your working situation at the moment?

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Working situation</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working full-time</td>
<td>1</td>
</tr>
<tr>
<td>Working part-time</td>
<td>2</td>
</tr>
<tr>
<td>Not working</td>
<td>3</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>4</td>
</tr>
</tbody>
</table>

**ASK ALL:**
### Q12b Which of the following statements reflects your working and home life?

<table>
<thead>
<tr>
<th>SINGLE CODE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I am the main/ chief income earner</td>
<td>1</td>
</tr>
<tr>
<td>Someone else / partner is the chief income earner</td>
<td>2</td>
</tr>
<tr>
<td>My partner and I contribute in fairly equal measure</td>
<td>3</td>
</tr>
<tr>
<td>My partner and I each have financial responsibilities within our household (e.g. they pay the mortgage, I pay for shopping etc.)</td>
<td>4</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>5</td>
</tr>
</tbody>
</table>

**ASK ALL:**

### Q12c Do you have children or grandchildren?

<table>
<thead>
<tr>
<th>MULTI-CODE POSSIBLE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I have children living at home with me</td>
<td>1</td>
</tr>
<tr>
<td>I have children but they don’t live at home anymore</td>
<td>2</td>
</tr>
<tr>
<td>I do not have children</td>
<td>3</td>
</tr>
<tr>
<td>I have grandchildren</td>
<td>4</td>
</tr>
<tr>
<td>Other (write in)</td>
<td>5</td>
</tr>
</tbody>
</table>

**ASK ALL:**

### Q12d Please can you tell me your marital status?

<table>
<thead>
<tr>
<th>SINGLE CODE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>1</td>
</tr>
<tr>
<td>Single</td>
<td>2</td>
</tr>
<tr>
<td>Co-habitng / Living with partner</td>
<td>3</td>
</tr>
<tr>
<td>Separated / Divorced</td>
<td>4</td>
</tr>
</tbody>
</table>
Widowed | 5
---|---
Other (write in) | 6

ASK ALL:
Q13  I am now going to read out a list of statements. Can you tell me which, if any, you agree with?

MULTI-CODE ALLOWED
- I would say that I really enjoy reading from books, newspapers and magazines | 1
- I like to buy good quality things that are built to last | 2
- I like to keep up to date with new products, trends and the world around me | 3
- I’m not afraid to give new things a go, I’m open to new ideas | 4
- I would say that I’m an optimistic person | 5
- I always try to make time for myself and my own interests | 6
- I’ve got a good social circle and enjoy spending time with friends | 7
- I’m really interested in technology and gaming | 8
- I would describe myself as an imaginative person | 9
- I’m a heavy user of social networks | 10
- I usually have a viewpoint on most issues | 11
- I spend a lot of time watching movies and listening to music | 12
- I am good at solving problems | 13
- I would say I am quite a chatty person | 14
- I enjoy finding out about other people and listening to their views | 15
- I work quite well in a team | 16

Appendix A
Recruitment Summary

SAMPLE CRITERIA:
- 35 participants in total
- All to take part in 3 required activities from the lifestyle list (Q1)
- All to code 1, 2, 3, 4, or 5 (Q6a)
- ‘Intensive’ gamblers to code 1, 2, or 3 (Q6c)
- Regular gamblers to code 4 or 5 (Q6c)
- Participants placed into the categories in the chart below based on their main gambling activity (Q6a & Q6b)
- Participants must participate in their main gambling activity at least 2X per month (Q6c)
- Mixed gender, although the majority should be male, 18-29 years old, for ‘LBO’, ‘Casino’, and ‘AGC’ categories
- Those recruited for ‘Bingo’ will likely be older females
- ‘Online’ gamblers can be a mix of males and females with a random distribution of age

<table>
<thead>
<tr>
<th>London</th>
<th>Midlands</th>
<th>North</th>
<th>Bristol</th>
</tr>
</thead>
<tbody>
<tr>
<td>(13 participants)</td>
<td>(8 participants)</td>
<td>(8 participants)</td>
<td>(6 participants)</td>
</tr>
<tr>
<td>2X Bingo</td>
<td>2X Bingo (1 to be an intensive gambler)</td>
<td>2X Bingo</td>
<td>--</td>
</tr>
<tr>
<td>Most likely older female</td>
<td>Most likely older female</td>
<td>Most likely older female</td>
<td>--</td>
</tr>
<tr>
<td>4X LBO (1 to be an intensive gambler)</td>
<td>2X LBO</td>
<td>2X LBO (1 to be an intensive gambler)</td>
<td>2X LBO</td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
<tr>
<td>3X Online</td>
<td>2X Online (1 to be an intensive gambler)</td>
<td>2X Online</td>
<td>2X Online (1 to be an intensive gambler)</td>
</tr>
<tr>
<td>Either male or female</td>
<td>Either male or female</td>
<td>Either male or female</td>
<td>Either male or female</td>
</tr>
<tr>
<td>3X Casino (1 to be an intensive gambler)</td>
<td>1X Casino</td>
<td>1X Casino</td>
<td>1X Casino</td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
<tr>
<td>1X AGC</td>
<td>1X AGC</td>
<td>1X AGC (1 to be an intensive gambler)</td>
<td>1X AGC</td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
</tbody>
</table>

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>London</th>
<th>Online Forum (1 month)</th>
<th>Group Interviews (2 hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-to-One Interviews (20 minutes)</td>
<td>w/c 19th September</td>
<td>w/c: 17th October</td>
</tr>
<tr>
<td>Group 1: Thursday, 8th Sept, 17:00-21:00</td>
<td>Group 2: Thursday, 15th Sept, 17:00-21:00</td>
<td></td>
</tr>
<tr>
<td>Bristol</td>
<td>Online Forum (1 month)</td>
<td>Group Interviews (2 hours)</td>
</tr>
<tr>
<td>Wednesday, 14th September, 17:30-21:30</td>
<td>w/c 19th September</td>
<td>w/c: 17th October</td>
</tr>
</tbody>
</table>
## Appendix A

<table>
<thead>
<tr>
<th>Location</th>
<th>Date and Time</th>
<th>Recruitment Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester</td>
<td>Tuesday, 13th September, 15:30-20:30</td>
<td>w/c 19th September, w/c 17th October</td>
</tr>
<tr>
<td>Birmingham</td>
<td>Thursday 15th September, 15:30-20:30</td>
<td>w/c 19th September, w/c 17th October</td>
</tr>
</tbody>
</table>

PARTICIPANTS MUST BE AVAILABLE FOR ALL THREE STAGES (ONE TO ONE INTERVIEW, ONLINE FORUM, & GROUP INTERVIEW)

**RECRUITMENT DEFINITIONS:**

- Bingo: Playing bingo in-person at a bingo hall. Online bingo should be coded as ‘Online’
- LBO: Licensed Betting Office – ‘Bookies’ (e.g. Ladbrokes, Paddy Power, etc.)
- Online: Any online gambling over the internet
- Casino: All gambling/betting done in-person at a casino
- AGC: Adult Gaming Centre – Premises with adult amusement arcade machines (including machines with a maximum stake of £2 and a maximum prize of up to £500)
Appendix B

Project Time: One-to-One Discussion Guide

Interview Objectives

- The primary objective of the interview is to gain an understanding of the participant through:
  - Understanding their lifestyle in more detail
  - Learning about their views and beliefs
- Participants will receive £30 as an incentive for participating in this interview. London participants will receive an additional £5 for transportation costs.
## Sample

<table>
<thead>
<tr>
<th>London</th>
<th>Midlands</th>
<th>North</th>
<th>Bristol</th>
</tr>
</thead>
<tbody>
<tr>
<td>8&lt;sup&gt;th&lt;/sup&gt; Sept, 2016</td>
<td>15&lt;sup&gt;th&lt;/sup&gt; Sept, 2016</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; Sept, 2016</td>
<td>14&lt;sup&gt;th&lt;/sup&gt; Sept, 2016</td>
</tr>
<tr>
<td>Anita Appleton/Rebecca Ironside (13 participants)</td>
<td>Jon Gower (8 participants)</td>
<td>Anita Appleton (8 participants)</td>
<td>Louise Ramsay (6 participants)</td>
</tr>
<tr>
<td><strong>2X Bingo</strong></td>
<td><strong>2X Bingo (1 to be an intensive gambler)</strong></td>
<td><strong>2X Bingo</strong></td>
<td>--</td>
</tr>
<tr>
<td>Most likely older female</td>
<td>Most likely older female</td>
<td>Most likely older female</td>
<td>--</td>
</tr>
<tr>
<td><strong>4X LBO (1 to be an intensive gambler)</strong></td>
<td><strong>2X LBO</strong></td>
<td><strong>2X LBO (1 to be an intensive gambler)</strong></td>
<td><strong>2X LBO</strong></td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
<tr>
<td><strong>3X Online</strong></td>
<td><strong>2X Online (1 to be an intensive gambler)</strong></td>
<td><strong>2X Online</strong></td>
<td><strong>2X Online (1 to be an intensive gambler)</strong></td>
</tr>
<tr>
<td>Either male or female</td>
<td>Either male or female</td>
<td>Either male or female</td>
<td>Either male or female</td>
</tr>
<tr>
<td><strong>3X Casino (1 to be an intensive gambler)</strong></td>
<td><strong>1X Casino</strong></td>
<td><strong>1X Casino</strong></td>
<td><strong>1X Casino</strong></td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
<tr>
<td><strong>1X AGC</strong></td>
<td><strong>1X AGC</strong></td>
<td><strong>1X AGC (1 to be an intensive gambler)</strong></td>
<td><strong>1X AGC</strong></td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
</tbody>
</table>
Discussion Guide

Introduction (5 min)

- Explanation of the format of the visit, MRS code, recording, etc.
- Moderator to explain purpose of the research and how the research session will be run
- Honest opinions/ no right or wrong answers

Moderator to briefly explain the purpose and overview of the session

**Purpose:** The purpose of this session is to provide you with an overview of the research process for this project, and to gain an understanding of who you are and your broader lifestyle

**Overview:** The research process for this study will involve three stages:

- Picture for identification and the report
- A 20-minute interview to gain an understanding of your lifestyle
- Participation in an online community (1 month) with regular tasks and discussions (to happen w/c 19th September)
- Participation in a focus group with other research participants (to happen w/c 17th October)

All participants will be asked to participate in the one-to-one interviews and online forum. A smaller number of participants are needed for the focus groups. Those invited to the focus groups will be informed at a later stage. However, it is mandatory that all participants are available and willing to participate in all three stages. Participants will receive remuneration for each of the stages they complete.

**Questions:** Do you have any questions about the research process?

**Take a picture of the participant**

Participant Lifestyle (8 min)

- Participant introduction
  - Name, age, occupation, family set up / who they live with, etc.
- How would you describe yourself / your life today?
  - Top 3 personality traits
  - Hobbies/Interests / how do you spend your spare/leisure time?
Appendix B

- What are some of the challenges you currently face?
- What are you looking forward to most in the next 3 months?
- Participants to talk through a typical week
  - Attitude toward work/working life
  - Highlights/lowlights of the week
  - Probe around mood / mind-frame
- What are your attitudes toward spending money?
  - How are you feeling about the economy at the moment?
  - What are some things you’re saving for?
  - What are some things you enjoy spending your money on?

Lifestyle (5 min)
- What are some drinks that you regularly drink?
  - What are some drinking occasions in which you drink:
    - Soft drinks?
    - Alcohol?
  - What are some drinks you enjoy:
    - In home?
    - Out of home?
- What are your attitudes toward gambling?
  - What type(s) of gambling do you engage in?
  - What thoughts and feelings come to mind when you think of gambling?
- What are your attitudes toward the internet?
  - What devices do you use?
  - What are your favourite sites to visit?
  - What are your favourite apps to use?
  - Probe around digital life

The Forum (2 min)
- Future Thinking will then provide an explanation of the online forum and the duties and expectations of the participant

Thank & close
Appendix C

Project Time: Online Community Task Flow

Communities Best Practice

In our experience, online communities yield the best results possible when the following principles are followed:

- To minimise participation fatigue, it is important to keep tasks short and engaging; a long list of questions can be off-putting for participants, who might choose to answer only a few of the questions initially asked.

- Moderators will get the depth of response by probing as appropriate; this also enables us to build rapport with participants that boosts engagement with the community and enables more authentic, creative responses.

- To maximise engagement, moderators will be actively involved and be part of the community themselves.

- Our online research tool allows clients to view all responses – we recommend you keep an eye on responses on a regular basis so you are able to identify any specific areas of interest / comments you would like our team to explore further
  
  o Please note you will not be able to comment directly onto the forum

- Participants will receive a £70 incentive for participating in the online forum
Welcome email to participants

Hello, and welcome to the Project Time Community! The community is now live so please read the detailed guide of what to expect from the community outlined below and then click the Accept Invitation link to get started!

We’d like to say a big thank you for participating in this research project and hope that your time spent on the community is enjoyable! Over the next month it will be great to get to know you, and what you think about the various topics that will be presented. Please remember to be as honest as you can.

If you have any questions or queries relating to the online community set up or content, then please contact us at INSERT NAMES/EMAIL (FUTURETHINKING GROUP EMAIL ADDRESS)

Appendix C

COMMUNITY GUIDE:

Accessing the Community

To access the online community, please click the accept invitation link below

Please log in with the username and password provided in this email (xxxx). You can change these to something more memorable once you have logged in, making sure not to include your last name

Once logged in, you’ll see an Introduce Yourself Task (you’ll find it in the Activities section on the site at the top of the page) which is the first task on the community and is designed for you to introduce yourselves to us. Please use this to say hello to us!

Completing your community challenges

During your time on the community we will ask you to complete a number of tasks. New tasks will go live on the community a few times per week – Please don’t try and log on before the (exact date) as you won’t be able to complete anything! You also won’t be able to start a new task until the previous one is completed

It’s really important that you regularly check the community at least every other day to ensure you’re not missing out!

For this project most of the tasks will be Private which means that you will not be able to see what other members on the community have posted, and they won’t be able to see what you’re saying. However, a few tasks may be Public as we want you to be able to bounce ideas and thoughts off each other so don’t hesitate to get
involved! At the top of each activity it will say whether this is a private or public activity.

There is a team of community managers, Rebecca Ironside, Lou Ramsay, and Anita Appleton who will be reading your posts and may make comments and ask you questions; please respond to these as it means we want to understand more about what you’re telling us!

The community managers will also be monitoring your input to the community and those who contribute regularly can expect to receive the full incentive amount for the online portion of the project (£70).

We are really excited to have you involved in our project and are looking forward to getting to know you! Should you encounter any problems or have a query please do contact one of the community managers or email xxxx@futurethinking.com

Thanks and enjoy!

Anita Appleton
Community Manager
Task 1: Image introduction

**TITLE:** Image introduction

**TASK TYPE:** Images & text

**SUMMARY:** This task is designed to be an introduction to each of the respondents and gain a basic understanding of their lives through the use of images.

**CLOSED**

**TASK DETAILS:**

Hello, and welcome to the Project Time community!

For your first task we would like to learn a bit more about you and your life through images that represent important things to you.

So to start with, can you please upload a few images that represent important things in your life and write a few sentences to explain why you chose to include those images? The images you use can be photos you have taken, or pictures from the internet that represent important things in your life.

Specific moderator prompts (if applicable):

- What is going on in this image?
- Who is in this image with you?
- What is the significance of [whatever is in the image]?
- Why is this image important to you?
Task 2: Continuous journal

**TITLE:** Continuous journal

**TASK TYPE:** Text, images & videos

**SUMMARY:** This task asks participants to record their general activities over a four week period.

**CLOSED**

**TASK DETAILS:**

Hello!

For the next four weeks we’d like you to use this area to note your general activities.

Examples of the types of things we’re interested in learning about are what you do in a typical day, who you spend your time with, the types of things you spend your money on, what you do for fun / in your leisure time.

For this task, please write a short paragraph on what you have done over the past few days. Feel free to upload any pictures or videos you’d like to share.

This is a continuous task, meaning that you will be contributing to your journal every week. The moderators of this forum will leave comments and questions on what you have written, so please check back often!

Specific moderator prompts:

- What do you do for fun?
- How much time do you spend on that particular activity?
- Who else partakes in that activity with you?
- Is/was ____ enjoyable? Why or why not?
- What are some things you’re looking forward to?
Task 3: Beverages

TITLE: Beverages

TASK TYPE: Text, Poll & sort and rank

SUMMARY: This task is designed to gain an understanding of the beverages participants’ have consumed recently.

CLOSED

TASK DETAILS:

Hello, and welcome back to the Project Time community!

For this task, we would like to learn more about the drinks you’ve been consuming recently.

1. In the poll below, please indicate which of the listed drinks you have consumed the most in the past week.

(include poll of various alcoholic and non-alcoholic drinks, e.g. soft drinks, water, sparkling water, fruit juice, squash, tea, coffee, spirits, cider, beer, wine, other:____)

2. Please use the ‘sort and rank’ function to rank the drinks below in order of preference.

(include sort and rank list of various alcoholic and non-alcoholic drinks, e.g. soft drinks, water, sparkling water, fruit juice, squash, tea, coffee, spirits, cider, beer, wine, other:____)

3. What are your favorite beverage brands? Please list two or three brands and explain what you like about them.

4. What are your attitudes toward social drinking? Please write a few sentences or a short paragraph.
Task 4: Digital Life

**TITLE:** Digital life

**TASK TYPE:** Text file/link upload & images

**SUMMARY:** This task is designed to gain an understanding of participants’ current online activities and digital life.

**CLOSED**

**TASK DETAILS:**

Hello!

For this task, we would like you to tell us a little bit about the websites and apps you’ve been using recently.

To start with, can you upload the link to two or three internet sites you have visited most frequently in the past two weeks?

- What do you like about these particular sites?
- How often do you visit these sites?

What apps have you been using the most in the past few weeks? For this question, please exclude social media apps (e.g. Facebook, Instagram, Snap Chat, LinkedIn, WhatsApp), news apps, and email. Please upload a screenshot of the apps on your phone.

- What do you like about these particular apps?
- How often do you use these apps?
Appendix D

Project Time Online Community Task Flow (Week 2)

Task 1: Change and Motivations

**TITLE:** Change and motivations

**TASK TYPE:** Poll

**SUMMARY:** This task is designed to gain insight into the participant’s current stage of change.

**CLOSED**

**TASK DETAILS:**

Hello, and welcome to Week 2 of the Project Time community!

This week we are interested in learning about your motivations and habits. Therefore, this week’s tasks will focus on your attitudes toward change, and things you’ve started or stopped recently.

For your first task, we are interested in learning about your current motivations toward drinking, gambling and internet use. Please answer the three poll questions below.

1. Which of the following applies to your drinking habits?
   - I haven’t reduced drinking beverages with a high sugar content in the past 6 months and don’t intend to
   - I engage in drinking beverages with a high sugar content on a regular basis but am thinking of reducing this in the next 6 months
   - I have a plan of action and will be reducing my consumption of beverages with a high sugar content in the next month
   - I have reduced my consumption of beverages with a high sugar content, but only began in the last 6 months
   - I have reduced my consumption of beverages with a high sugar content and have been doing so longer than 6 months

2. Which of the following applies to your gambling / betting habits?
I haven’t reduced gambling / betting in the past 6 months and don’t intend to
I haven’t reduced my gambling / betting on a regular basis but am thinking of starting to in the next 6 months
I have a plan of action and will be reducing my gambling / betting in the next month
I have reduced gambling / betting but only began doing so in the last 6 months
I have reduced gambling / betting and have been doing so longer than 6 months

3. Which of the following applies to the use of your mobile phone for entertainment?
I haven’t reduced the use of my mobile phone for entertainment in the past 6 months, and I don’t intend to
I use my mobile phone for entertainment on a regular basis, but am thinking of reducing this in the next 6 months
I have a plan of action and will be reducing the use of my mobile phone for entertainment within the next month
I have reduced the use of my mobile phone for entertainment, but only began to do so in the last 6 months
I have reduced the use of my mobile phone for entertainment, and have been doing so longer than 6 months
Task 2: Starting new things

**TITLE:** Starting new things

**TASK TYPE:** Text

**SUMMARY:** This task asks participants to provide a brief summary of things they’ve started within the past 3 months.

**CLOSED**

**TASK DETAILS:**

Hello!

For this task, we’d like you to describe something new that you’ve decided to start in the past 3 months. If you like, you can upload an image to accompany your description.

Examples of the types of things we’re interested in hearing about include starting a new hobby, saving up for something, a change in diet, a change in routine, or a change in behaviour. You can also include something else that is applicable.

Please list at least one thing you’ve started in the past 3 months and explain why you started it and your motivations for staring it.

Specific moderator prompts:

- What caused you to want to start______?
- What cues or motivations made you want to start?
- How long do you plan on doing this for?
- Have you planned to do this for a long time or was this a more recent decision?
- Are you doing this on your own or with others?
Task 3: Stopping habits and/or behaviours

TITLE: Stopping habits and/or behaviours

TASK TYPE: Text

SUMMARY: This task asks participants to provide a brief summary of things they’ve stopped within the past 3 months.

CLOSED

TASK DETAILS:

Hello!

For this task, we’d like you to describe something new that you’ve stopped in the past 3 months. If you haven’t stopped any habits or behaviours in the past 3 months, please describe something you’d like to stop. If you like, you can upload an image to accompany your description.

Examples of the types of things we’re interested in hearing about include giving up a habit (e.g. smoking or drinking), deciding to spend less time doing certain activities, or deciding to stop spending your money on certain things or activities. You can also include something else that is applicable.

Please list one thing you’ve stopped doing in the past 3 months (or something you would like to stop) and explain why you stopped doing it and your motivations for stopping it.

Specific moderator prompts:

- What caused you to want to stop_____?
- What cues or motivations made you want to stop doing ____?
- How long do you plan on doing this for?
- Have you planned to do this for a long time or was this a more recent decision?
- Are you doing this on your own or with others?
Appendix D

Task 4: Handling situations

TITLE: Handling situations

TASK TYPE: Poll

SUMMARY: This task is designed to assess the general self-efficacy of participants using the GSE scale.

CLOSED

TASK DETAILS:

Hello!

For this task, we’d like you to indicate your confidence in the following situations.

Please use the rating scale below (1 = Not at all true   2 = Hardly true   3 = Moderately true   4 = Exactly true)

1. I can always manage to solve difficult problems if I try hard enough.
2. If someone opposes me, I can find the means and ways to get what I want.
3. It is easy for me to stick to my aims and accomplish my goals.
4. I am confident that I could deal efficiently with unforeseen events.
5. Thanks to my resourcefulness, I know how to handle unforeseen situations.
6. I can solve most problems if I invest the necessary effort.
7. I can remain calm when facing difficulties because I can rely on my coping abilities.
8. When I am confronted with a problem, I can usually find several solutions.
9. If I am in trouble, I can usually think of a solution.
10. I can usually handle whatever comes my way.
Appendix E

Project Time Online Community Task Flow (Week 3)

Task 1: Daily Spending Diary

**TITLE:** Daily Spending Diary

**TASK TYPE:** Text, images & videos

**SUMMARY:** This task asks participants to record their thoughts and behaviours related to spending money over the next week.

**CLOSED**

**TASK DETAILS:**

For the next week we’d like you to use this area to note your thoughts and behaviours related to spending money and your spending behaviour.

We are interested in how you spend money on a daily basis – So from a morning coffee on the way to work until you go to bed. We’d like to know about all kinds spending - whether that’s cash, online transactions, tap and pay, transferring money to pay something, topping up accounts etc. Do not include bills, direct debits, standing orders, mortgage etc. on your list. Feel free to upload any pictures or videos you’d like to share.

For this task, please write a short sentence or two each day on what you’ve spent your money on.

Specific moderator prompts:

- What made you decide to spend your money on ____?
- Is ____ something you usually spend your money on?
- What makes ____ important to you?
- Is/was ____ enjoyable? Why or why not?
- How long have you been planning to purchase ____ for?
- Did you make the decision to spend/save on/for ____ or was it a joint decision?
Task 2: Motivational Ads

TITLE: Motivational Ads

TASK TYPE: Text, image and video

SUMMARY: This task is designed to learn about the participant’s thoughts on various advertising and messaging campaigns.

OPEN

TASK DETAILS:

This week we are interested in learning about your thoughts on various advertising and messaging campaigns. Therefore, this week’s tasks will center around looking at an image or viewing a short video clip and answering a few short questions. Some of the tasks will be open tasks, meaning that you will be able to interact with other members of the community.

Last week we focused on starting and stopping behaviours. For this task, please find an advert on the internet that you feel is particularly good at motivating people to start or stop a behavior. The advert you upload can be an image or a short video. Please include a short paragraph about why you think this advert is a good example of motivating people to start or stop a behaviour.

This task is an open task. Therefore, feel free to comment on other participant’s submissions.

Specific moderator prompts:

- What is the main message behind this ad?
- What are the people who made this ad trying to tell you?
- What did you like about the ad?
- What did you dislike about the ad?
- What do you think other people would think about this ad?
- How effective do you think an ad like this is in helping people change their behaviours?
- What has made this message capture your attention?
Task 3: Print Messaging

**TITLE:** Print Messaging

**TASK TYPE:** Text

**SUMMARY:** This task is designed to learn about the participant’s thoughts on various print advertising and messaging campaigns.

**CLOSED**

**TASK DETAILS:**

This task will center on looking at an image about starting or stopping a behavior, and answering a few short questions about the image.

We are interested in learning about your views on the images below. Please view the image and answer the short questions with as much detail as possible.

- What is the main message behind this ad?
- What are the people who made this ad trying to tell you?
- What did you like about the ad?
- What did you dislike about the ad?
- How might you personally react to this message?
- How do you think others will react to this message?
Appendix E

- How effective do you think an ad like this is in helping people change their behaviours?
- What would make this message capture your attention?

Please view the advert and answer the short questions with as much detail as possible.

- What is the main message behind this ad?
- What are the people who made this ad trying to tell you?
- What did you like about the ad?
- What did you dislike about the ad?
- How might you personally react to this message?
- How do you think others will react to this message?
- How effective do you think an ad like this is in helping people change their behaviours?
- What would make this message capture your attention?
Task 4: Video Messaging

TITLE: Video Messaging

TASK TYPE: Text

SUMMARY: This task is designed to learn about the participant’s thoughts on various video advertising and messaging campaigns.

CLOSED

TASK DETAILS:

This task will center on viewing a short video clip and answering a few questions.

Here are some video clips about starting and stopping behaviours. We are interested in learning about your views on the videos below. Please view the video and answer the short questions with as much detail as possible.

(This Girl Can video by Sport England)

https://www.youtube.com/watch?v=-F5FRuxBlao&list=PLaQduP39dx5U2fs-5eHSfziWpSMn2QOhd

- What is the main message behind this video?
- What are the people who made this video trying to tell you?
- What did you like about the video?
- What did you dislike about the video?
- How might you personally react to this message?
- How do you think others will react to this message?
- How effective do you think a video like this is in helping people change their behaviours?
- What would make this message capture your attention?

(Stop the Chase Boxing video – Gambling Prevention)

https://www.youtube.com/watch?v=Nm2hfCN_y-w

- What is the main message behind this video?
- What are the people who made this video trying to tell you?
- What did you like about the video?
- What did you dislike about the video?
- How might you personally react to this message?)
Appendix E

- How do you think others will react to this message?
- How effective do you think a video like this is in helping people change their behaviours?
- What would make this message capture your attention?
Appendix F

Project Time Online Community Task Flow (Week 4)

Task 1: Gambling Activity

TITLE: Gambling Activity

TASK TYPE: Grid task

SUMMARY: This task requires participants to fill out the Problem Gambling Severity Index (PGSI). This measure will be used in analysis of the findings.

CLOSED

TASK DETAILS:

For the final week of the forum, we’d like to focus on gambling attitudes and behaviours.

For this task, we are interested in learning about your gambling behaviours. Please read the short questions below and use the following rating scale to determine your answers (0=never, 1=sometimes, 2=most of the time, 3=almost always)

- Have you bet more than you could really afford to lose?
- Still thinking about the last 12 months, have you needed to gamble with larger amounts of money to get the same feeling of excitement?
- When you gambled, did you go back another day to try to win back the money you lost?
- Have you borrowed money or sold anything to get money to gamble?
- Have you felt that you might have a problem with gambling?
- Has gambling caused you any health problems, including stress or anxiety?
- Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- Has your gambling caused any financial problems for you or your household?
- Have you felt guilty about the way you gamble or what happens when you gamble?
Task 2: Problem Gambling

TITLE: Problem Gambling

TASK TYPE: Text, image and video

SUMMARY: This task is designed to learn about the participant’s thoughts on what problem gambling looks like.

CLOSED

TASK DETAILS:

Please write a short paragraph on what problem gambling looks like to you.

The types of things we’re interested in hearing about include how someone can identify problem gambling in others, how someone can identify problem gambling in themselves, some of the signs of problem gambling, etc.

Optional: If you like, you can upload videos or images to support your answer.

Specific moderator prompts:

- How/why does _____ indicate problem gambling?
- Would these signs be easy / difficult to identify (why or why not)?
- Would _____ be noticeable to others (in what ways)?
Task 3: Gambling behaviours

**TITLE:** Gambling behaviours

**TASK TYPE:** Text

**SUMMARY:** This task is designed to gain further insight into the participant’s current stage of change. Participants will be segmented into one of five possible groups based on their answer to the Change and Motivation: Gambling Habits task in week 2. Participants will be asked to provide further insight on the answer they provided in that task.

**CLOSED**

**TASK DETAILS:**

In Week 2 we explored motivations and habits. Out of the five choices in the Change and Motivation: Gambling Habits task (which asked about your current motivations towards gambling), you answered:

1. I haven’t reduced gambling / betting in the past 6 months and don’t intend to
2. I haven’t reduced my gambling / betting on a regular basis but am thinking of starting to in the next 6 months
3. I have a plan of action and will be reducing my gambling / betting in the next month
4. I have reduced gambling / betting but only began doing so in the last 6 months
5. I have reduced gambling / betting and have been doing so longer than 6 months

(Note: Participants will only be shown one of the five responses above which corresponds to their answer in week 2)

Please answer the following questions based on the answer you provided:

- What caused you to choose that answer?
- Do you still feel that this answer is applicable to you (why or why not)?
- What happened to make you want to reduce your gambling? (Only for those who answered questions 2-5)
- What would have to happen for you to want to [further] reduce your gambling?
- What type of advertising would be most likely to persuade you to think about your gambling (and perhaps take more control)?
Appendix F

Task 4: Gambling Advertising

TITLE: Gambling Advertising

TASK TYPE: Text

SUMMARY: This task is designed to gain an understanding of the participant’s viewpoint on messaging

CLOSED

TASK DETAILS:

Last week we explored messaging and adverts that focused on behavior change. For this task, we would like to hear your thoughts on what type of messaging would be most effective in causing the individual in the scenario below to consider or change their gambling behaviour.

Scenario 1: Every weekend Alex watches a football match with his friends. He and his friends often place a bet on the game. Recently, Alex has started to place a few bets throughout the week.

Scenario 2: For the past six months, Alice has started playing online bingo games throughout the day when she’s bored. Last month, Alice has had to take out money her savings account to pay for the games.

Scenario 3: Paul and his fiance are planning on purchasing a new flat soon. Paul has emptied half of their savings account on online gambling. Paul feels that he can win the money back so he has not told his fiance about it.

Please read the scenario and write a short paragraph answering the following questions:

- If you were creating a messaging campaign to help this individual consider or change their gambling behaviour, what would you include?
  - What type(s) of people would be in the ad?
  - What would the setting look like?
  - Would the ad be humorous or serious?

- What would be the main message of the ad?

- Would you use a print ad, video ad, online ad, or other (why would you choose this format over the others)?
Appendix G

Project Time Group Workshop Discussion Guide

Who we are speaking to

<table>
<thead>
<tr>
<th>Thursday, October 27th</th>
<th>Tuesday, November 1st</th>
<th>Wednesday, November 2nd</th>
<th>Thursday, November 3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Birmingham</strong> 18:15-19:45 Anita</td>
<td><strong>Manchester</strong> 18:15-19:45 Lou</td>
<td><strong>Bristol</strong> 18:15-19:45 Kim</td>
<td><strong>London</strong> 18:30-20:00 Rebecca/Anita</td>
</tr>
<tr>
<td>The Studio - 7 Cannon Street, Birmingham, B2 5EP</td>
<td>Holiday Inn Manchester City Centre® 25 Aytoun Street, Manchester, M1 3AE</td>
<td>Address TBC</td>
<td>Address TBC</td>
</tr>
</tbody>
</table>

Sample

A sample of 24 participants will be selected from the 35 participants who participated in the one-to-one interviews and online forum (as listed below). We will aim to have a representative sample of participants.

<table>
<thead>
<tr>
<th>London (13 participants)</th>
<th>Midlands (8 participants)</th>
<th>North (8 participants)</th>
<th>Bristol (6 participants)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2X Bingo</strong></td>
<td><strong>2X Bingo (1 to be an intensive gambler)</strong> Most likely older female</td>
<td><strong>2X Bingo</strong></td>
<td>--</td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely older female</td>
<td>Most likely male 18-29</td>
<td>--</td>
</tr>
<tr>
<td><strong>4X LBO (1 to be an intensive gambler)</strong> Most likely male 18-29</td>
<td><strong>2X LBO</strong> Most likely male 18-29</td>
<td><strong>2X LBO (1 to be an intensive gambler)</strong> Most likely male 18-29</td>
<td><strong>2X LBO</strong> Most likely male 18-29</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3X Online</strong></td>
<td><strong>2X Online (1 to be an intensive gambler)</strong> Either male or female</td>
<td><strong>2X Online</strong></td>
<td><strong>2X Online (1 to be an intensive gambler)</strong> Either male or female</td>
</tr>
<tr>
<td>Either male or female</td>
<td>Either male or female</td>
<td>Either male or female</td>
<td>Either male or female</td>
</tr>
<tr>
<td><strong>3X Casino (1 to be an intensive gambler)</strong> Most likely male 18-29</td>
<td><strong>1X Casino</strong> Most likely male 18-29</td>
<td><strong>1X Casino</strong></td>
<td><strong>1X Casino</strong></td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
<tr>
<td><strong>1X AGC</strong></td>
<td><strong>1X AGC</strong></td>
<td><strong>1X AGC (1 to be an intensive gambler)</strong> Most likely male 18-29</td>
<td><strong>1X AGC</strong></td>
</tr>
<tr>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
<td>Most likely male 18-29</td>
</tr>
</tbody>
</table>
Participants will receive a £50 Amazon voucher as an incentive for participating in the group workshop.
Introductions (10 mins)

- Introduce MRS code of conduct
- Fully explain the purpose of the research
  - As you are aware, you have all been on a 4-week forum which we are very grateful for. This has including understanding your lifestyle; what you spend your money on; how you spend your leisure time; and your attitudes towards gambling. As you have probably all gathered by now, this project is about responsible gambling. You were all chosen as regular gamblers and we want you to understand that there is no judgement in this room, we are just looking at ways to keep gambling habits fun and responsible
  - The purpose of this session is to focus in on what responsible gambling looks like and how we can prevent this from becoming problematic. We are not talking about addiction or pathological gambling, rather how we keep gambling fun and responsible
- Ask participants to introduce themselves, name, work, study
- We understand that the word ‘gambling’ may not be how you like to describe your ‘gambling activities’, so before we use this word throughout this session we would like you to tell us what you call it? (spontaneous call out from participants)
  - Then check the following if not called out:
    - Gambling
    - Betting
    - Social Gambling
    - Social Betting
    - Staking
    - Playing [against]
    - Put money on
- Once all the names are discussed the group will decide on one word that the moderator will use throughout the session. NB this guide uses gambling and betting but the moderator will change this if needs be
- What words come to mind when they think about their own personal attitudes towards gambling?
- What are their top 3 reasons to gamble and encourage them to explain their reasons why?

Identifying Types and Insights Which Resonate (45 mins)
Appendix G

Explain to participants that they will each be given a workbook with some sheets to complete. Explain that we work through the sheets over the next 45 minutes, and that they will be told which sheet to refer to.

Let participants know that some sheets are private and won’t be discussed in the groups. Each participant to receive the workbook. Explain that the first few tasks will just be completed and not discussed. These tasks are to help them when thinking about the discussion to follow.

Name and statements:

- Ask participants to complete the first sheet, **explain that this does not need to be discussed**

Task 1:

- Ask participants to read the statements in Task 1. Explain that they may have seen something similar on the forum. Ask participant to circle the statement they most identify with, **explain that this does not need to be discussed**

Task 2:

- Ask participants to look at Task 2. This is a line that represents fun gambling through to dangerous gambling. We would like them to plot themselves on a line where the far left is a ‘fun gambler’ and the far right is a ‘dangerous gambler’, **explain that this does not need to be discussed**

Task 3:

- **Projective technique** – Ask participants to look at where they sit on the line currently and to then imagine themselves a little further up the line (~two steps along) and to think how this might feel, what might have happened for this to take place, and what they might do about this
- Using the Task 3 template, complete the stages shown and what might have happened to nudge them along the line
- **Specific moderator prompts:**
  - What are the factors that might nudge someone up the line?
  - What would have changed?
  - How does this make you feel?
  - What could someone have said/ what could you have heard/ what could you have seen to have stopped you moving up this line?

Testing the insights

Task 4: Insight Resonance
Appendix G

- Explain to participants that we will read out some numbered statements. **We would like them to think about themselves as the person 2 steps up the line from where they plotted themselves in Task 2.**

- We will read each statement, and we would like them to plot this statement on the circle show in Task 4. The closer the statement feels to them as that person 2 steps up the line, the closer in the circle it needs to be written. The less this statement feels like them, the further away from the centre of the circle it needs to be written.

- Read out insight and discuss each insight in turn.
  - What is the key message they are taking from this statement? (take out)
  - Does this resonate with them? And why/why not?
  - If you imagine yourself along the line from where you sit currently, and you heard this kind of statement would it make you take notice? And why/why not (cut through)

### Entertainment/Leisure/Sociable Insights:

1. Gambling for me is just a bit of fun, in the same way as buying clothes, going to the cinema or out for drinks with friends. I’m not sure I could say exactly how much time/money I spend on gambling

2. Gambling is a bit of fun and I love to talk about the game. But recently I’ve started doing a few bets that I don’t really feel like talking about with people

3. I like to gamble when I am with friends, it is just something we all enjoy when we are together but recently I have started to feel a bit bored with it all and I don’t really know how to tell my friends I want to stop

4. I started going to bingo/casino/horse racing with a good friend/family member of mine just to keep them company, but more and more I find myself pre-occupied with gambling

5. I like to put a bet on when I am watching the game, I have worked hard and it is part of my down time. But recently I have found that sometimes the bet is more of a focus than enjoying the game

### Passion/Thrill/Excitement Insights:

6. When I started to put a bet on, I always felt excited about the prospect of winning but recently I have realised that I now feel more motivated by the buzz and excitement from the prospect of winning than I do the actual winning

7. I thoroughly enjoy gambling, I like the buzz I feel when there is a chance of winning, but I have noticed more recently that not winning has begun to make me feel quite miserable

8. I like to gamble as a little treat to myself, but more and more I find gambling popping up in my life, silly things like buying a scratch card when I only popped in for milk

### Skill Based Insights

9. I take gambling quite seriously, I like to study the form, check best prices and make sure that my bet is an informed one. However, when I don’t win it can feel quite stressful
Appendix G

10. I have started to get more knowledgeable about the game, and I’ve started to think that gambling could help give me a little financial boost

The Big Win Insights

11. It’s exciting to think that I might win a life changing amount of money. I know that I am due, it’s just a matter of putting on that extra bet/ buying that extra ticket

12. I’ve started to worry a little bit about how much I’ve lost recently. I just need one win to get me back on track

• Moderator to ask participants to circle the statement they feel is most relevant to them as the person 2 steps up the line

Message to Myself (5 mins)

With a speech bubble sheet in front of them ask participants to think about themselves in that situation that they chose in the previous exercise

• If they found themselves in this situation what would they say to themselves to help shift behaviour. If they struggle to put themselves in this place ask them to think about a good friend in this situation, what would they say to them?

• Ask participants to share with the group only if they feel comfortable
Tone (15 mins)

Explain to participants that we are now going to look at some existing advertising. What we are interested in is understanding their thoughts on the tone of the advertising.

(In a nutshell we need to test: humour; serious; gory; aggressive; shocking)

- Thinking about themselves nudged up the line what kind of tone do they think would make an impact? – spontaneous response first

Moderator to then show examples of tone (Online Poker, Know the Risks - Gloria, Betting Shop, The Chase) and ask:

- How would this make them feel?
- Does it feel like the right tone for them?
- How could it be improved?
- Do they think with the right message – the one they chose from the insights exercise – this tone would make them take notice? (cut through)

Channels (if time allows) (5 mins)

- Thinking about our goal to keep gambling fun and responsible, where do they think they would like to see references to responsible gambling? (Try to get them to think beyond TV)
- Where have they seen references/ ads before?
  - Did they take notice of these? Did they think other people noticed these?
  - Why/ why not?
- Where do they think would be a good place to see some of these? Probe: online; bingo halls, casinos, sports grounds, apps etc.

Thank and close
Appendix H

Work Book

Please Complete the Following (This will not be Discussed)

Name: 

Date: 

Location: 

Thinking about gambling/betting, please tick/circle the relevant statement. No one will see this and we will not discuss it in this group.

Have you bet more than you could really afford to lose?

- Never = 0
- Sometimes = 1
- Most of the time = 2
- Almost always = 3

Task 1:

Entertainment/Leisure/Sociable (63%) - I like to bet for fun, I enjoy the social side of gambling I feel putting a bet on enhances the experience be it horses, bingo or playing on machines in the pub. The bet just makes it more exciting.

Passion/Thrill/Excitement (23%) - I thoroughly enjoy gambling, I like the buzz I feel when I am close to winning, it makes the bet worthwhile.

Skill Based (7%) – I take gambling quite seriously, I like to study the form and odds and believe that eventually I will come out on top, it is almost like a second job!

The Big Win (7%) - My attitude towards gambling is that it is only really worth doing when I bet to win big. I like to bet big, I dream of the big life changing win.

Task 1:

a) I feel putting a bet on enhances my experience. Be it horses, bingo or playing machines in the pub. The bet just makes it more exciting.

b) I enjoy the social side of gambling. It’s a way to spend some time with my friends and gives us a talking point.
Appendix H

c) I thoroughly enjoy gambling, I like the buzz I feel when I am close to winning, it makes the bet worthwhile.

d) I take gambling quite seriously, I like to study the form and odds and believe that eventually I will come out on top, it is almost like a second job!

e) My attitude towards gambling is that it is only really worth doing when I bet to win big. I like to bet big, I dream of the big life changing win.

**Task 2:** Please plot yourself on this line. Please be honest, no one is going to see it except you, and we won’t be discussing your response in the group

![Fun Gambler - Problem Gambler - Dangerous Gambler](image)

**Task 3:** We would like you to think about what might have happened to nudge you along the line from where you currently are. Please think about any applicable events (e.g. losses, wins, bad mood, friendship arguments, boredom etc.). **What might happen in your life where you might find yourself nudged up the line?**

Please provide as much detail as possible

**What might have happened to nudge you up the line?**

**What could someone have said/ what could you have heard/seen to have stopped you moving up this line?**
Appendix H

Task 4: Please plot the statements that the moderator reads out thinking if the statements feels close to you or far from you

Task 4: Thinking about yourself nudged up line a little towards problematic gambling, we would like you to spend a few minutes thinking about what you would say to yourself if you found yourself in this place. What would you say to yourself to get you back to a safe, responsible gambling place?