

FACT SHEET 14

READINESS TO CHANGE GAMBLING BEHAVIOUR



READINESS TO CHANGE GAMBLING BEHAVIOUR – BY RISK SEGMENT

Moderate risk gamblers and problem gamblers were asked a series of questions to determine their readiness to change (reduce) their gambling behaviour. Termed the Gambling Readiness-to-Change Scale, the scale is based on the Transtheoretical Model of Behavioural Change and was developed by Rollnick, Heather, Gold and Hall (1992).

The scale measures behavioural change-readiness of gamblers and categorises gamblers as being in the following stages of change:

- **Pre-contemplation:** not thinking about reducing their gambling
- **Contemplation:** thinking about reducing their gambling
- **Action:** already trying to reduce their gambling

The study shows that 32.30% of problem gamblers are currently already attempting to reduce their gambling (in an action stage) and 57.51% are thinking about reducing their gambling (in a contemplation stage). However, only a much smaller 10.19% are in pre-contemplation. This may suggest that many problem gamblers may have some awareness of the need to change.

In the case of moderate risk gamblers, 35.12% are thinking about reducing their gambling (in a contemplation stage), 19.14% are attempting to reduce their gambling and 45.73% are in a pre-contemplation stage. This also highlights that a large proportion of moderate risk gamblers may not yet be considering the need to reduce their gambling behaviour.

TABLE A. READINESS TO CHANGE GAMBLING BEHAVIOUR – BY RISK SEGMENT

RISK CATEGORY	% GAMBLERS BY STAGE OF CHANGE-READINESS		
	PRE-CONTEMPLATION	CONTEMPLATION	ACTION
Moderate risk gamblers	45.73%	35.12%	19.14%
Problem gamblers	10.19%	57.51%	32.30%

USEFULNESS OF DIFFERENT ACTIVITIES TO REDUCE GAMBLING – BY RISK SEGMENT

As part of the study, moderate risk and problem gamblers were asked to rate the usefulness of various activities to help reduce their gambling.

The activities with the highest usefulness ratings (*where 1 = not at all useful 3 = neutral and 5 = very useful*) included having more leisure interests (mean=3.42), having a wider social network (mean=2.67), having more money (mean=2.54), finding a relationship partner (mean=2.51) and information on the odds of winning in gambling (mean=2.45).

Findings also revealed that compared to moderate risk gamblers, problem gamblers rated the idea of having more leisure interests as more useful, although this was only tending towards significance.

FIGURE A. PROBLEM AND MODERATE RISK GAMBLERS BY READINESS-TO-CHANGE STAGE

