


REGULAR GAMBLERS' PERCEPTIONS OF MEASURES TO PROMOTE

# RESPONSIBLE GAMBLING





# REGULAR GAMBLERS' PERCEPTIONS OF MEASURES TO PROMOTE **RESPONSIBLE GAMBLING**

QUALITATIVE RESEARCH REPORT BY THE  
National Gambling Board

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APRIL 2008

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# EXECUTIVE SUMMARY

The main aim of this research project was to gain an in-depth understanding of regular gamblers' perceptions and their views on existing and alternative (electronic) measures, as well as suggested new and creative ways to promote responsible gambling and enhance informed choices when playing on electronic gambling machines.

An exploratory qualitative research study was conducted by way of in-depth interviews with between seven to 10 regular gamblers at nine different casinos, one in each province in South Africa. A total number of 67 regular gamblers were interviewed during November 2006 – April 2007 by the research staff of the National Gambling Board.

Since the study was qualitative in nature, the findings should in no way be seen as representative of the total gambling population and as such did not represent the perceptions of regular gamblers in general. However, the insights gained provided a better understanding of regular gamblers' perceptions of various gambling-related issues as posed in the research objectives and the discussion guide.

Gamblers associated gambling with recreation, and the risk of winning and losing money. The majority of respondents and by definition the regular gamblers, gambled to win instant money.

In general gamblers were aware of the phenomenon of irresponsible and addictive behaviour amongst some gamblers. This also implied that the majority knew what the concept 'responsible gambling' meant and they noticed the National Responsible Gambling Programme's (NRGP) stickers with the toll-free number for assistance with problem gambling. However, it would seem that once gamblers entered the casino, all good intentions and thoughts centering on responsible gambling behaviour were overridden by the ambiance of excitement inside the casino. These regular gamblers also tended to become intensely involved in the games they played. At the same time there was also limited awareness of any current media campaign ran inside and outside the casino environment to inform gamblers of the risks of gambling and the odds of winning, or the potential negative impact of gambling on people's lives, as well as self-exclusion programmes whereby gamblers could either voluntarily ban themselves from gambling, or as a result from intervention by dependents.

Generally gamblers were not exposed to information or given personal education by casino staff before they played on any electronic gambling machines for the first time unless they specifically requested assistance. Respondents could not spontaneously recall *all* the information options available on the machine or encoded on the card (applicable to those who played with membership/loyalty cards) unless specifically probed by the interviewer. With regard to information displayed or available on the machines, gamblers were mainly aware of features like credits, maximum bets per line and pay-outs, winnings, how to play the game and only a few game details.

A significant number of gamblers were also either not interested in the available information, reluctant to assimilate the information and/or apply the information on responsible gambling as



displayed on existing posters, brochures or NRGP stickers inside casinos or on electronic gambling machines. They were also not fully aware of the function of the 'help' button on the machines to access information about the game and game features and the player credit statistics encoded on membership/loyalty cards. A few respondents admitted that they were perceivably hesitant to call the NRGP toll-free number because they were unsure of what to expect. Others did not read the available information about responsible gambling because they felt the communiqué contained too much text or they were either illiterate or did not comprehend English properly. A fair number of respondents reflected that they did not need to read the printed information because it was their own responsibility to gamble in a responsible way within limits set by them.

As far as additional measures to promote responsible gambling were concerned, the majority of gamblers supported the following suggestions:

- a) Display of cash and credit figures on machines;
- b) Display of limits placed on total expenditure, duration of play per session, expenditure per session played, winnings and losses per session on cards only for personal viewing (e.g. on membership/loyalty cards);
- c) Display of time on the screens of electronic gambling machines;
- d) Display and/or distribution of brochures and posters promoting responsible gambling inside the casino area;
- e) More information campaigns to increase people's awareness of policies and procedures to assist problem gamblers and the methodology and value of self-exclusion programmes; and
- f) The promotion of a counselling service and help-line to those who need immediate personal intervention to assist them with problem gambling behaviour.

The following proposed measures were not supported by the majority of respondents:

- a) Information regarding the limits placed on the total expenditure, duration of play per session, amount played per session, winnings & losses per session, the average number of games played per win per session and/or intermittent warning signs regarding risks associated with excessive gambling displayed on screens where anybody walking by can see it;
- b) Slowing reel spin during game play;
- c) Removal of large denomination bill acceptors;
- d) Removal of ATMs outside the casino area;
- e) Imposing of mandatory breaks and/or cooling-off periods after winning; and
- f) Reduction in trading hours.

The majority of respondents also strongly suggested more information campaigns and education to inform the public about the nature and risks of gambling; whereas others mentioned the introduction of a card system to allow play on any electronic gambling machine (for identification purposes, and to access existing statistics on expenditure and the nature of game play), and the monitoring of irresponsible gambling behaviour by casino staff.

# 1. INTRODUCTION

One of the core functions of **the board**, as stated in the National Gambling Act 2004 (Act No 7 of 2004), is to monitor socio-economic patterns of gambling activity within the Republic and in particular conduct research and identify factors relating to, and patterns, causes and consequences of the socio-economic impact of gambling, as well as addictive or compulsive gambling.

Much has been written and said about what responsible gambling actually means and what measures could be taken to promote responsible gambling behaviour amongst gamblers. 'Responsible gambling' could be defined as follows: 'Responsible gambling is knowing your limits and gambling within your means, as well as gambling in a way whereby the potential for harm associated with gambling is minimised'. This inherently implies that the gambler must accept the ultimate responsibility for his/her actions and behaviour, but also acknowledges a responsibility on the part of service providers and regulators. It is expected that any individual that decides to participate in gambling would manage this chosen activity in the same responsible way as he/she would manage any other risk he/she encounters in his/her life. Programmes like the National Responsible Gambling Programme (NRGP) are designed to curb gambling-related problems and basically encourage and support individuals to gamble responsibly and enable him/her to get assistance if he/she has an addiction problem.

The planning and implementation of a responsible gambling safety net depends on the design of a framework of policies and regulatory actions that both increase the likelihood of people gambling responsibly and decrease the occurrence of problem-gambling and associated harm that could follow on that.

In South Africa, the NRGp is a resource that monitors the public's awareness of the issue of responsible gambling and also embarks on education, training and counselling of the gambling public as needed. The NRGp was the first of its kind in the international arena to integrate all these components into one programme and continuously incorporates new research. It is still the only programme of its type to be jointly controlled by a public-private sector partnership that comprises government regulators and the gambling industry. The South African Responsible Gambling Trust supervises the NRGp that in turn is managed by the National Centre for the Study of Gambling at the University of Cape Town.

NRGP activities encompass a public advocacy campaign to educate gamblers and potential gamblers about responsible gambling, interaction with interested stakeholders to inform them about the programme, and a community outreach component, which specifically raises awareness amongst members of the general public about the counselling line and treatment options for problem gamblers. A substantial number of brochures, posters and other complementary material (e.g. leaflets) have been printed and distributed to stakeholders. Extensive point-of-contact collateral promotional material that includes posters, plaques, brochures, signage and CCTV talkers are made available in places where gambling takes place. Additional publications have also been specially prepared for interested parties. A major component of the broader public-orientated education programme has been the external advocacy campaign in both the external printed and electronic media. The NRGp's media



campaign also includes a variety of more specific promotional initiatives like story lines in popular TV soap operas. The NRGP website hosted at [www.responsiblegambling.co.za](http://www.responsiblegambling.co.za) is regularly updated and attracts a fair amount of attention. Apart from the availability and visibility of brochures, leaflets and posters inside gambling venues, the NRGP sticker: *Winners know when to stop, National Responsible Gambling Programme, Toll-free helpline 0800 006 008* should be pasted and clearly visible on each electronic gambling machine.

Another social measure implemented by the industry to assist problem gamblers is self or voluntary, and third party exclusion programmes. As stated in the National Gambling Act (No 7 of 2004), a person who wishes to be prevented from engaging in any gambling activity may register as an excluded person by submitting a notice to that effect in the prescribed manner and form at any time (self or voluntary exclusion). A third party exclusion is when a person applies to a court of competent jurisdiction for an order requiring the registration as an excluded person as stated in the Act.

In **the board's** quest to promote and increase responsible gambling, the need to evaluate current and suggested additional (electronic) measures to enhance responsible gambling amongst regular gamblers and more effectively inform gamblers of healthy choices when playing electronic gambling machines, emerged.

Qualitative research could provide regulators with an in-depth understanding of regular gamblers' perceptions and understanding of the concept of responsible gambling, as well as the existing and alternative measures to promote responsible gambling to increase people's informed choices when playing on electronic gambling machines.

A 'gambling machine' as defined in The National Gambling Act, 2004 (Act 7 of 2004), is 'any mechanical, electrical, video, electronic, electro-mechanical or other device, contrivance, machine or software, other than an amusement machine, that (a) is available to be played or operated upon payment of a consideration; and (b) may, as a result of playing or operating it, entitle the player or operator to a pay-out, or deliver a pay-out to the player or operator'.

Although there is reference to the NRGP and related campaigns in the discussion guide, the aim was not to evaluate or monitor any of these initiatives per se. However, when qualitatively researching responsible gambling issues, some of the activities executed by the NRGP were inevitably topics of discussion or were referred to by respondents. The main focus and rationale of this research project was to investigate suggested additional (especially electronic) ways of effectively informing people that play on electronic gambling machines of the nature of the game and possible risks associated with gambling with the ultimate aim of promoting responsible gambling behaviour by all gamblers.

Since the findings of this research study were qualitative in nature, it had to be stated that these findings were not in any way representative of the whole population of regular gamblers.



## 2. MAIN AIM AND SECONDARY RESEARCH OBJECTIVES

### 2.1 MAIN AIM

To gain an in-depth, qualitative understanding of regular gamblers' perceptions and associations of the concept of responsible gambling and to determine their views on existing measures, as well as suggested additional ways to promote responsible gambling when playing on electronic gambling machines.

### 2.2 SECONDARY RESEARCH OBJECTIVES

The secondary research objectives were to more specifically investigate the following issues amongst regular gamblers:

- 2.2.1 Perceptions regarding their gambling experience;
- 2.2.2 Understanding of the concept of responsible gambling;
- 2.2.3 Spontaneous awareness and perceptions of existing media campaigns, printed information and other initiatives to promote responsible gambling, as well as the overall impact of any campaigns/initiatives on their gambling behaviour;
- 2.2.4 Awareness of existing information on electronic gambling machines to support informed choices prior to and during the game;
- 2.2.5 Perceptions regarding the various additional and/or alternative electronic messages and measures to promote responsible gambling; and
- 2.2.6 Suggested changes or additions to existing measures to promote responsible gambling.

## 3. METHODOLOGY AND SAMPLE

### 3.1 METHODOLOGY

A qualitative research approach that centred on personal in-depth interviews with regular gamblers at a selected casino in each of the nine provinces was deemed the most appropriate way to gather the required information. The atmosphere of privacy and trust created during these interviews ensured that detailed qualitative information could be gathered from each respondent with the researcher easily adapting to the personality and style of the respondent, encouraging the spontaneous sharing of feelings and information, and probing deeper where necessary. The quality of the data was thus enriched by more in-depth sharing of personal opinions and experiences. This methodology provided the researchers with an in-depth understanding of the feelings, views, perceptions, opinions and associations of respondents on the topics under discussion. The respondents were briefed about the research methodology before the start of the discussions to ensure that they felt totally free to express feelings and perceptions.

Between seven and eight regular gamblers were interviewed at each venue, culminating in a total of 67 regular gamblers interviewed during November 2006 and April 2007.

### 3.2 CASINOS CHOSEN IN SAMPLE

The criteria for choosing casinos were based on the inclusion of one casino per province, and the inclusion of different profiles of gamblers visiting the sampled casinos.

| Nu | Province      | Name of casino                                     | Main profile of respondents interviewed |
|----|---------------|--|---|
| 1  | Eastern Cape  | Wild Coast Sun (Bizana)                            | Africans                                |
| 2  | North West    | Sun City (Pilanesberg)                             | Mixed                                   |
| 3  | Mpumalanga    | The Ridge Casino and Entertainment World (Witbank) | Africans                                |
| 4  | Free State    | Windmill Casino Goldfields (Bloemfontein)          | Africans                                |
| 5  | Gauteng       | Emperors Palace (Johannesburg)                     | Whites                                  |
| 6  | KwaZulu-Natal | Sibaya Resorts (North of Durban)                   | Indian                                  |
| 7  | Limpopo       | Meropa Casino and Entertainment World (Polokwane)  | Mixed                                   |
| 8  | Northern Cape | Desert Palace (Upington)                           | Mixed                                   |
| 9  | Western Cape  | GrandWest (Goodwood)                               | Coloured                                |

### 3.3 RESEARCH PROCESS AND DATA COLLECTION

Use was made of a discussion guide with semi-structured guidelines addressing the secondary research objectives to ensure that all salient points were covered. However, the interview situation was informal and all spontaneous comments on needs and feelings relevant to the topic were explored at length.

Researchers contacted the different casino groups personally to explain the research objectives and methodology of the research project, as well as to ensure assistance and co-operation during all phases of data-gathering. The general managers of the selected casinos received official letters explaining the objectives of the project and the timing of the intended visits. The research proposal was attached to these letters to provide casinos and casino groups with the necessary information. In most instances, a contact person within each casino was identified to assist NGB staff with the final arrangements, as well as to provide assistance and support during the recruiting and interviewing of respondents.

The **board's** research staff conducted personal in-depth interviews with regular gamblers in a venue next to the casino floors (e.g. a quiet corner in one of the adjacent restaurants, a private board room or an available office). Discussions were mainly conducted in English and researchers took notes of responses. These notes and written verbatim quotes were analysed to form the basis of the presentation and the written report. Quotes were used to support statements but were not demographically identified to avoid any exposure of or negative reference to any casino as such.

Important note: Qualitative research does not reflect or represent the opinions of the population of all regular gamblers. This research merely provides a better understanding of the opinions, attitudes, perceptions and experiences of the respondents with regard to issues mentioned in the discussion guide.

## 4. MAIN FINDINGS

This section presents the detailed findings of the 2006/2007 exploratory qualitative research aimed at gathering the perceptions of regular gamblers regarding responsible gambling and measures to promote responsible gambling when playing on electronic gambling machines. Researchers probed respondents on issues such as their perceptions of the concept of responsible gambling, their spontaneous awareness of any media campaigns and information targeted at promoting responsible gambling, as well as the impact of this information and/or media campaigns on their gambling behaviour. However, the main focus of the interviews was perceptions on current and suggested additional or alternative (electronic) measures to promote responsible gambling and encourage informed choices when playing on electronic gambling machines.

### 4.1 PERCEPTIONS OF THE GAMBLING EXPERIENCE

Respondents were asked to explain what 'gambling' meant to them and to describe their gambling experience.

#### 4.1.1 Recreation

Respondents cited a number of recreational reasons for visiting casinos. Some gamblers were not so much interested in the money lost or gained but rather saw gambling as light entertainment or an enjoyable and pleasurable pass time to keep them busy. Visiting a casino constituted a relaxing and exciting day's outing and it was more about the thrill and fun of the game than anything else – winning was seen as a bonus.

*'I just play, no matter whether I win or lose.'*

*'It's about the excitement and the thrill.' 'I am looking for fun.'*

The nice atmosphere and ambiance inside the casino and the special way in which gamblers were treated seemed to attract some people. A casino was perceived as a safe and controlled environment for escaping from stress (i.e. a good stress reliever) and the problems of everyday living like illness and the lure of liquor. The casino also played a very social role in some people's lives as it offered the opportunity to meet new people or re-unite with (known) fellow gamblers. A few gamblers also enjoyed the challenge posed by winning at gambling because they saw it as the mastery and demonstration of a rare skill, e.g. the game of video poker.

*'I like the way I am being treated here.'*

*'I like the nice vibe and atmosphere in the casino.'*

*'I have to get away from a lot of things.'*

*'It is challenging. It works with your mind, it is a skill.'*

#### 4.1.2 Responsible gambling

A few respondents viewed themselves as responsible gamblers in that they believed that they were disciplined enough and in control of their spending to only gamble within a set monetary limit.

*'It is good as long as you know how far to go – you shouldn't overspend.'*

#### **4.1.3 The risk of winning and/or losing money**

Gambling was primarily associated with spending money to either lose it all or win more money. A few respondents admitted that it was a risky win-and-lose game and that they mostly lost money and hated the feelings associated with this experience. Some people tended to get very stressed out by losing too much money, resulting in gambling more to try and win back the losses. In general gambling was perceived as an expensive activity to partake in, not for everyone. It was often labelled as a bad experience as gamblers kept on pushing their luck and in the process go over their limits. Perceptions of unsatisfied greed as a driver and 'chasing of a dream' were mentioned as underlying causes of this behavior.

*'It is about taking a risk and losing money.'*

*'It is about crying, temper, regret, and blame – a bad thing to do.'*

#### **4.1.4 Winning money**

The majority of respondents admitted that the lure of gambling centred on the 'fantasy' possibility to win fast money or making additional money by only playing a small amount of cash. Money was perceived as the main draw card for people visiting the casino, complemented to an extent by the excitement of the opportunity to win. Some gamblers even regarded gambling as a (additional) source of income to be able to afford things in life. Many respondents reflected that they felt good when they won something and this convinced gamblers to keep returning in the hope of winning bigger amounts of money.

*'It's about playing with a small amount of money in order to win a large amount.'*

*'Gambling is about money and affording things in life.'*

*'I live in that fantasy of winning.'*

#### **4.1.5 Recovering losses**

Some gamblers continued to gamble to try and win back losses suffered, often resulting in taking unnecessary chances and spending more money than they could afford. A few of these respondents also felt guilty about the amount of time he/she spent in the casino.

*'It is a bad thing because you keep chasing to win.'*

#### **4.1.6 Irresponsible gambling and addictive behaviour**

Some people had become addicted to gambling, to the extent that the enjoyment of the game disappeared and they called gambling 'bad' because they fell into its grip and could not care about the consequences anymore. One respondent reflected that the urgent need to win back the money he/she lost, acted like a trap and led to him/her gambling away his/her whole salary. Another respondent mentioned that his/her addictive gambling behaviour destroyed the relationships with his/her children (the children did not approve of the gambling behaviour of a parent(s)) and the lifestyle of the family, while others admitted that they often lied to people close



to them about their whereabouts. A number of respondents acknowledged that they had lost control over themselves and landed up in financial difficulty, but very few admitted that they actually needed help.

*'It creates hatred, because when you lose money, you want to gamble more in order to win the money back, and you end up working for gambling.'*

## **4.2 PERCEPTIONS OF THE CONCEPT OF RESPONSIBLE GAMBLING**

Respondents understood the phrase 'responsible gambling' as meaning that one should gamble responsibly at all times by staying within the limits of a predetermined budget. Others felt that responsible gambling implied that it was done for entertainment and not as a business and all bills at home had first been paid before money was used for gambling. All bank cards had also been left at home when one visited the casino and everything was done to ensure that the gambling activity did not harm the family or destroy one's social life. A few respondents referred to the NRGP sticker on electronic gambling machines with the toll-free number and believed the wise slogan 'Winners know when to stop' personified the concept of responsible gambling to them.

*'You should not be overpowered by money or come here to make money.'*

*'It is about being able to walk away from the casino when you win.'*

*'It is about making it a social and not a business occasion.'*

*'Whatever you do, you must think first.'*

*'It is to know your limits.'*

Some respondents perceived that it was humanly very difficult to gamble responsibly as many people were not able to control themselves. Respondents admitted that they might think about responsible gambling on their way to the casino or even when they entered the building. However, all good intentions disappeared once they started playing the machines and the money fever took control of them.

*'Nothing comes to mind, because it is not possible to gamble responsibly.'*

*'I don't think about responsible gambling when I enter the casino.'*

*'I only think about winning my money back, and the jackpot.'*

## **4.3 SPONTANEOUS AWARENESS OF EXISTING INFORMATION, MEDIA CAMPAIGNS AND OTHER INITIATIVES TO PROMOTE RESPONSIBLE GAMBLING**

To determine awareness and the impact of existing media campaigns or information to educate or inform the general public or visitors to the casino of the concept of responsible gambling, respondents' spontaneous recall of such initiatives was probed without reference to any specific example.

### **4.3.1 Limited awareness of information campaigns in the printed and electronic media**

The majority of respondents had limited awareness of specific initiatives or information campaigns to promote responsible gambling and could at most only mention one or two examples.

Amongst the respondents that reflected that they were aware of the NRGP stickers with a toll-free number on the machines, only a few noted that these stickers appeared on *all* machines. Some respondents could recall the slogan *'to gamble with your mind, and not your heart'* printed on these stickers, while others found the *Winners know when to stop* more memorable.

*'I think I saw a sticker on the machine not to gamble with your heart.'*

*'It is written on the machines that you should gamble with your head.'*

*'There is a NRGP number on the walls and on the machines.'*

*'Each machine has the number that you can call.'*

A few respondents referred to 'something' they heard on radio stations like *Radio Sonder Grense* and *"OFM"* about responsible gambling, or a radio broadcast that mentioned *Gamble with your head, and not your heart*. Another respondent mentioned a live radio talk show on the issue of gambling with people phoning in for more information. However, respondents could not really elaborate on these sources of information. A few respondents mentioned prime-time TV commercials or reference to gambling behaviour and/or responsible gambling in favourite South African soap operas and on other movie channels.

*'I saw something about 'gamble with your mind, and not your heart'.*

*'I watched Generations and they referred to gambling.'*

*'I saw something on television on not to get addicted to gambling.'*

*'I watched 7de Laan and one of the characters had a lot of debt.'*

*'I saw the advertisement on Star Wars.'*

One respondent referred to something he/she saw on a billboard, but could not recall the content of the message.

A few respondents referred to brochures on responsible gambling that were lying on the tables in the entrance hall or at the cash desk of the casino. Some respondents also mentioned the presence of posters on this issue inside the casino, but could not recall any detail of the printed message.

*'I am aware of the pamphlets in the casino.'*

*'I saw brochures at the cash desk.'*

*'There are posters on responsible gambling around the casino.'*

Two respondents referred to something they read in a newspaper and a magazine on the topic of responsible gambling, but could not recap any detail. A few respondents saw articles on responsible gambling in the monthly in-house magazine that he/she received from the casino.

A few respondents mentioned advertisements addressing the issue of responsible gambling in the casino, promotions to raise awareness on this topic when they entered the casino, information

at the cashiers' or Most Valued Guest (MVG) desks, staff who informed gamblers about responsible gambling or announcements made in the casino to remind gamblers to *gamble with your mind, and not your heart*.

#### **4.3.2 Total lack of awareness of existing information campaigns in general**

A substantial number of respondents were completely oblivious of and could not recall any information or media campaign to inform or educate the general public or gamblers inside the casino on the issue of responsible gambling.

*'I haven't seen any responsible gambling initiatives.'*

*'I am not aware of any campaigns.'*

*'There are no campaigns.'*

## 4.4 THE IMPACT OF ANY EXISTING INFORMATION CAMPAIGNS TO PROMOTE RESPONSIBLE GAMBLING

### 4.4.1 Limited impact of messages promoting responsible gambling

Respondents were probed on the impact of media campaigns promoting responsible gambling on their gambling behaviour and the reasons for this.

A few respondents acknowledged that media campaigns in fact did raise gamblers' awareness of the concept of responsible gambling to an extent (with specific reference to the gripping story lines on the topic in TV soap operas that people could readily relate to) and could potentially influence behaviour. Some admitted that the information campaigns made him/her realise that he/she was gambling too much and that self-control was necessary. However, many respondents felt that more effort should be spent to clearly communicate the negative impact of gambling on people's lives and to give more information on the nature of responsible gambling programmes to curb this addiction.

*'It does influence me, as I identify with the soap on TV.'*

*'The campaigns are a good thing.'*

*'It reminds me that gambling is not good.'*

*'The information is there, you just need to open your eyes to see it.'*

*'You should know when to stop, whether you win or lose.'*

For many of those respondents who were aware of the NRGF stickers on the machines that promoted responsible gambling, the stickers had limited or no impact on their gambling behaviour especially once they became intensely involved in the game or while they were on a losing streak. Some felt that they were in control of their own spending or their objective was to make money and their gambling behaviour would not be affected by a message on a sticker.

*'The sticker alone is not enough.'*

*'There are stickers on the machines, but they have no impact because I am in control of my finances.'*

*'You just look at the sticker, and then forget all about it.'*

*'When you are losing money, you don't take notice of any stickers.'*

*'It is just a sticker on the machine; my objective is to make money.'*

A few respondents perceived that the printing on the stickers was too small and difficult to read. Although some gamblers knew about the slogan *Winners know when to stop* printed on the stickers, a few respondents reflected that they did not clearly understand the meaning of this message and could not relate to it. Others felt that the message was too inflexible and also indicting them for gambling irresponsibly and losing money. It was suggested that the placement of the sticker should perhaps be more prominent so that people were forced to take note, e.g. directly above the space where one inserted the game card or the money.

*'It is not the winners who should know, but the losers. The slogan means that winners should stop, but losers can carry on playing.'*

*'I don't like the phrase 'Winners know when to stop', because it implies that you haven't won and do not stop.'*

*'When you are losing money, you don't take note of any stickers.'*

*'I am not sure about the content.'*

Some gamblers were aware of the toll-free number they could call if they felt that they needed assistance. However, they were perceivably hesitant to call the NRGP toll-free number because they were unsure of what to expect.

*'The number makes me want to call, but I don't call.'*

*'I know I need help, but I cannot bring myself to call.'*

Many respondents mentioned that they tended to think about the concept of responsible gambling on their way to the casino in that they often vowed not to spend more than they could afford and that they should keep back enough money to be able to return home after the game. However, once inside and involved in the game, they did not notice the messages on the posters any more. Some of these respondents were then again cruelly reminded about this message *after* losing money or when they had spent more than what was planned. While some felt intense regret, others only focused on winning the lost money back.

*'The impact is there for a moment when I see the poster, but I forget when I sit in front of the machine.'*

*'You do think about responsible gambling when entering, but once inside the casino, you forget about all of that.'*

*'The message gets through, however, I don't think about responsible gambling when I am inside the casino.'*

*'I am just aware of the campaigns, but don't think it is effective, not really.'*

*'I think about responsible gambling after losing money I can't afford.'*

*'I think about responsible gambling and regret spending the money.'*

#### **4.4.2 Lack of impact of messages promoting responsible gambling**

The majority of respondents perceived that information or media campaigns on the topic of responsible gambling had no impact on their gambling behaviour.

There seemed to be a general lack of interest in any information about responsible gambling. Gamblers were only interested in the gambling games they played to win money. Responsible gambling was not top-of-mind once they became absorbed in the game and winning or losing money turned into the only reality for them. The emotion of greed took complete control of them and all messages or information campaigns about responsible gambling evaporated in the face of the need to find more money once they had exhausted their funds and wished to continue playing to win back the lost money.

*'I ignore any information on responsible gambling most of the time.'*

*'Nothing is going to influence or change my gambling behaviour.'*

*'I only think about winning when I enter the casino.'*

*'I know that I will lose when I come to the casino.'*

*'No impact, gambling is gambling.'*

*'I think of not following my heart, but I still gamble my money away.'*

*'We are constantly reminded, but it doesn't influence my play.'*

*'I leave some money in the car, but as I continue playing, I go back to the car to fetch the money.'*

*'My intention is to spend 'x' amount of money, but when I get stuck, I go to the ATM.'*

*'I do think about responsible gambling when I have spent more than I can afford – all I have then is anger and I want to win the money back.'*



Many respondents were not aware of the stickers on responsible gambling on electronic gambling machines. They reflected that they were too focused on the game to notice any signage or stickers and the printed message *Winners know when to stop* thus did not draw their attention or influenced their behaviour. In some cases respondents could not see the stickers because they had been removed or torn off the machines. A few respondents felt that these stickers were also too insignificant in size to catch their attention and people did not have the time to read information on stickers when their aim was to play a game.

*'The slogan doesn't make sense. Nobody has any money to give back.'*

*'Emotions take over and control thinking. Greed comes into play.'*

*'There are stickers on the machines, but it has no impact on me.'*

*'I haven't noticed if there is any signage on the machines.'*

*'I know there should be one, but I don't look out for it because I am concentrating on the game.'*

*'If there is a sticker, it should be bigger.'*

*'You will only become aware of the sticker if you are observant.'*

*'The aim is to play, not to read information.'*

Visitors to the casino were often only exposed to a stationary display of available brochures or pamphlets on responsible gambling with no active marketing effort to motivate them to take the information material home and actually read it. Respondents stated that it might be much more effective if somebody could interact personally with gamblers and brief them on the content of the brochures.

*'You just see it – no one comes to you and explains, shows me, or hands me something.'*

There were a few respondents that regarded themselves as inherently responsible since they perceived that they knew how to control their own spending and could monitor their own risks. These respondents therefore believed that they did not need any information on responsible gambling and that it was the responsibility of the individual. They also felt that a bad out-of-pocket experience or a big loss had much more effect on gambling behaviour than any information or campaign.

*'Campaigns and information have no impact on me because I am responsible.'*

*'I always set my own limits.'*

*'When I see this, nothing comes to mind, because I gamble within my budget.'*

*'The signage of responsible gambling has no impact because it depends on the individual.'*

*'I don't think 'responsible gambling' when I enter the casino, because I come with what I can afford to play.'*

One respondent mentioned that the ready access to alcohol in the casino tended to numb the senses and pushed aside any thought about responsible gambling.

*'There is not really any impact, especially with the availability of alcohol.'*

#### **4.5 AWARENESS AND PERCEPTION OF PROGRAMMES TO ASSIST PROBLEM GAMBLERS**

The majority of respondents had no spontaneous recall of any media campaigns, initiatives or programmes designed to assist problem gamblers.

*'I haven't seen any responsible gambling initiatives.'*



Only a few respondents were aware of the existence of self-exclusion programmes but perceived that these programmes were not efficient, as the problem gamblers still managed to visit the casinos. One respondent felt that banning a person from the casino was 'a bit over the top' as responsible gambling behaviour should depend on the individual's willpower and own discipline.

*'People are still coming back to the casino.'*

When interviewed, only a few respondents spontaneously mentioned the NRGPs sticker with the toll-free number that people could phone if they suspected that they might need assistance in managing their gambling behaviour.

*'I think I saw a sticker on the machine not to gamble with your heart.'*

*'I am not aware of the sticker.'*

*'There is the slogan "Winners know when to stop", but responsible gambling is not published enough.'*

*'There is that telephone number saying that if gambling is becoming a problem, you get assistance somewhere.'*

A few respondents mentioned the assistance that could potentially be offered by *Gambler's Anonymous*, while some felt that it should be the responsibility of the casino staff to identify people with gambling-related problems and then proactively give them some advice on how to gamble responsibly. One person mentioned that posters with information on responsible gambling might be instrumental in assisting problem gamblers in curbing their addiction.

*'Posters are visible and the information is there.'*

#### **4.6 INFORMATION AND/OR GUIDANCE THAT LED TO INFORMED CHOICES WHEN PLAYING ELECTRONIC GAMBLING MACHINES FOR THE FIRST TIME**

Respondents were probed to find out whether they received any guidance or relevant information on how to play the games on the machines when they sat in front of an electronic gambling machine for the first time.

Some gamblers reflected that in the beginning they were not aware of the information available on electronic gambling machines that explained the features of the machine, the odds of betting and information on the game itself. They also did not get any spontaneous assistance from casino staff to guide them, neither did they requested such assistance. Illiterate people in particular tended to find it difficult to understand and play some of the games on specific machines.

*'There is no information on the machine on how to play the machine.'*

*'I found it difficult to understand the game, it is confusing.'*

*'No one educated me about the odds, how to play or the rules.'*

*'I haven't received any information or assistance from casino staff.'*

The majority of gamblers reflected that they were taught by family, friends or colleagues how to play the games or they learnt by default by watching and questioning other people while they played.

*'My friend showed me which buttons to press.'*

*'I looked at how other people played and asked them questions.'*

A fair number of respondents learnt how to use the machines by trial and error if nobody showed them how to play. Some respondents felt that just reading the instructions and pay-outs and following the pictures printed on the machines were more than adequate to enable them to acquire some gambling skills. A few respondents compared the gambling machines with computers and thus approached the game with the same mindset, while others felt that the gambling machines were less complicated and easier to play than operating a computer.

*'No one taught me how to play – it is about my skills, watching and learning.'*

*'I had no assistance – I learned on my own.'*

*'I figured everything out myself and what to do.'*

*'The machines I play are not that complicated.'*

*'I learned from the machine itself.'*

A few respondents stated that they either went to the 'Most Valued Guest' (MVG) booth or specifically asked for assistance from casino staff in their quest to try and learn more about the games. One person reflected that he/she received a brochure with instructions.

*'Casino staff showed me how to play.'*

*'When I didn't understand the information on the machine, I called attendants to assist.'*

Respondents were asked to spontaneously recall the available information on an electronic gambling machine. They were in no way influenced or led by the researchers. The majority of respondents could spontaneously recall some rudimentary informative guidelines on the operation of the gambling machines on the machines themselves. This included the (maximum) bets per line, pay-outs or winnings, information on how to play the game and some interactive video game features. Only a few gamblers recalled the electronic messages at the top of the machine (e.g. 'welcome', 'good luck' and 'play with your mind, not your heart'), the NRGPs sticker, the information button, the domination and Rand value and the information available on the loyalty cards (e.g. amount of credit available on card, amount won and lost and how much was spent). Some respondents complained that they could not clearly comprehend the information available.

*'There is information on some of the machines, but not on all of them.'*

*'I am too lazy to read or cannot understand the instructions.'*

*'There is an information button, but I have never used it.'*

#### **4.7 PERCEPTIONS OF THE POTENTIAL IMPACT OF A NUMBER OF ADDITIONAL/ALTERNATIVE (ELECTRONIC) MEASURES PROPOSED TO PROMOTE RESPONSIBLE GAMBLING**

The researchers probed respondents on the potential effect of additional electronic measures that might assist gamblers to make informed decisions while playing electronic gambling machines and so promote responsible gambling. Respondents had to indicate whether they agree or disagree with each proposed measure and briefly motivate their response.

#### 4.7.1 Electronic displays ideally available on electronic gambling machines that might promote responsible gambling

##### 4.7.1.1 Display of cash figures and credit points

| Positive perceptions   |
|--|
| <p>The availability of this information would ensure informed decision-making and encourage careful play and responsible gambling.</p> <p>It would be easier to understand and avoid the confusion caused by the conversion of credit value to cash value, especially for illiterate people.</p> <p>Real cash value is a more realistic indicator of how much money is still available for play or has been won.</p> <p>This information might promote a more realistic expectation of winning.</p> <p><i>'If you see Rand value, you will be more careful in your play.'</i></p> <p><i>'You won't have to convert credit points to rands.'</i></p> <p><i>'Money loses its value once it is put inside the machine.'</i></p> <p><i>'Yes, sometimes you don't understand how much money you have.'</i></p> <p><i>'Yes, credits sound like a lot when the money is actually less.'</i></p> |
| Negative perceptions   |
| <p>Winnings displayed on screen will become public knowledge for passers-by.</p> <p>This information might spoil the fun of playing as many people don't want to be reminded of the amount of cash lost or played.</p> <p>Some gamblers find displays unnecessary as they keep track of the Rand value spent themselves.</p> <p>Useless information to overly-involved gamblers that would not stop them from gambling.</p> <p><i>'Some people don't like others to see what they have won in rand value.'</i></p> <p><i>'I start to panic when I see how much cash I have left.'</i></p> <p><i>'It doesn't really matter. If you are going to gamble, you will gamble.'</i></p> <p><i>'The money will frustrate the punter.'</i></p>  |

#### 4.7.1.2 Display of limits placed on the total expenditure over specified time periods

| Positive perceptions  |
|---|
| <p>Useful if the limit is linked to the type of card (e.g. gold vs. silver) and restrictions are encoded on cards so that limits cannot be exceeded.</p> <p>Increase awareness/keep track of the amount already spent might control (over)spending.</p> <p>Already a useful feature on membership cards.</p> <p><i>'It is information and serves as a red light or a warning.'</i></p> <p><i>'I will stop wasting money.'</i></p> <p><i>'It will stop you from spending more.'</i></p> <p><i>'It will help you, because you lose your senses when you gamble.'</i></p> <p><i>'It should be set up in such a way that the limit can't be broken.'</i></p>  |
| Negative perceptions  |
| <p>Might be interrupting play, waste valuable time and thus cause people to lose out on potential winnings on a 'hot' machine if they have to move to another one.</p> <p>Not new information as gamblers are usually aware of the amount they had played.</p> <p>Perception that limits might depend on the type of machine and denomination played.</p> <p>Information might not have desired impact as the decision on the amount to be spent still lies with the gambler.</p> <p><i>'No, it will break my play and I will lose spins.'</i></p> <p><i>'No, I don't want to be interrupted when playing. Irritating.'</i></p> <p><i>'I want to carry on playing, as the machine might "be hot".'</i></p> <p><i>'No, even if it tells you, the decision is up to the individual.'</i></p> <p><i>'No, I will leave the machine when the limit has been reached, then some one else will come and play and win.'</i></p> |

#### 4.7.1.3 Display of time

| Positive perceptions  |
|---|
| <p>Time should be displayed on the screen.</p> <p>Will raise awareness of the passing of time as it is easy to lose track of time when playing.</p> <p>It would help people without watches or who use regular public transport to plan their timeous departure for home.</p> <p><i>'It will serve as a wake-up call.'</i></p> <p><i>'Time flies in a casino and people lose track of time.'</i></p> <p><i>'Yes, some people don't have clocks.'</i></p> <p><i>'You will know when to go home.'</i></p> <p><i>'It will assist, as others ask me for the time.'</i></p> <p><i>'The display of time will make me to leave.'</i></p>   |
| Negative perceptions  |
| <p>Displaying time on machines will not influence gambling behaviour as gamblers are more interested in the game than in time elapsed.</p> <p>People do not want to be reminded of time as it will disturb their play.</p> <p>The majority of respondents have either their own watches or cell phones for checking time. Time is displayed on some machines but it is often the wrong time.</p> <p><i>'No, when people come here, they are only interested in gambling, and not worried about time.'</i></p> <p><i>'My main motive is money, not time.'</i></p> <p><i>'There is something about not wanting to know the time.'</i></p> <p><i>'Everyone already has some form of time machine – they just choose not to use it.'</i></p> <p><i>'No, it will disturb players.'</i></p> <p><i>'No one looks at the time on machines.'</i></p> |

#### 4.7.1.4 Display of the duration of play per session

| Positive perceptions   |
|--|
| <p>This information should ideally be displayed when the session has ended.</p> <p>It will allow gamblers to keep track of time and assist them to make informed decisions about winnings and losses and whether to continue play.</p> <p><i>'It will tell me how long I sit without winning.'</i></p> <p><i>'It will help keep a record of the time I am spending here.'</i></p>  |
| Negative perceptions   |
| <p>This could be irrelevant information that will not influence gambling behaviour.</p> <p>It could also disturb or unsettle people and limit play per machine</p> <p><i>'The duration of play is irrelevant.'</i> <i>'It won't be efficient.'</i> <i>'It will not change my behaviour.'</i></p> <p><i>'No, I will just move to another machine.'</i> <i>'It will irritate them.'</i></p> <p><i>'As long as they have credits on the meter, they will not want to know how much time they have spent on a machine.'</i></p> <p><i>'No, you are here to play and not to be timed.'</i></p> <p><i>'No, people want to play at their own leisure and time.'</i></p> |

#### 4.7.1.5 Display of the amount of money played per session

| Positive perceptions   |
|--|
| <p>Information about expenditure will serve as an instant reminder for people and will allow informed decisions on whether to continue with play or not.</p> <p>It will enable people to evaluate the balance between money spent and money won.</p> <p><i>'It will be a wake-up call as people are not aware of their expenditure.'</i></p> <p><i>'People will be able to weigh out how much has been spent and won.'</i></p>   |
| Negative perceptions   |
| <p>This information is already available on the card and should be available only for private viewing, not public display to embarrass people.</p> <p>It could be an unpleasant or unfriendly reminder of money lost – could make people feel irritated or nervous.</p> <p>Not informative as gamblers know how much money they have spent.</p> <p><i>'The option is already there, people should be told about it.'</i></p> <p><i>'For me it will be an unfriendly reminder of the money I have lost.'</i></p> <p><i>'I don't want others to see how much I have lost or won.'</i></p> <p><i>'It will shock and irritate me.' It will make me nervous.'</i></p> <p><i>'I don't need anyone to tell me, because I know.'</i></p> |



#### 4.7.1.6 Display of winnings and losses per session

| Positive perceptions   |
|--|
| <p>This is important information used to keep track of spending and to make an informed decision on whether to continue with play or not.</p> <p>Valuable information on the balance between winning and losing.</p> <p><i>'I have to know to decide whether I would like to carry on playing.'</i></p> <p><i>'It is valuable information.'</i> <i>'It will serve as a wake-up call.'</i></p> <p><i>'Yes, it will help, because at times you just ignore the amount you spend on gambling.'</i></p> <p><i>'Yes, it will make you see how much you have invested and whether you are making a profit, and whether you have to move on if you want to.'</i></p>  |
| Negative perceptions   |
| <p>Already a feature on membership cards.</p> <p>This information is private and confidential and not for public display on screens.</p> <p>Information on how much money is lost might be embarrassing and thus disturb gamblers.</p> <p>It is superfluous information as people are only interested in making money with their gambling.</p> <p>People might avoid machines that do not pay out regularly.</p> <p>Some gamblers will use this information to try and figure out how the machines are programmed to beat the system.</p> <p><i>'The option is already there, but people should be taught on how to use it.'</i></p> <p><i>'No, I don't want to know how much money I have lost.'</i></p> <p><i>'It will make me mad and disturb me.'</i></p> <p><i>'I am only interested in the winnings.'</i></p> <p><i>'People won't play the machines if they know how much money the machine takes.'</i></p> <p><i>'People are not worried about this, because they want to make money only.'</i></p> <p><i>'No, it won't make a difference – I don't want to be ashamed.'</i></p> <p><i>'No, people will try to work out the system as to how machines pay out.'</i></p> |

#### 4.7.1.7 Display of the average number of games played per win per session

| Positive perceptions  |
|---|
| <p>This information will assist gamblers in making an informed decision whether to continue playing on any particular machine.</p> <p><i>'Yes, it will prevent you from losing money.'</i></p> <p><i>'Yes, you would know which machines to avoid.'</i></p>   |
| Negative perceptions  |
| <p>Certain machines will be avoided and gamblers will try and figure out how each machine is programmed – casinos might not want to release this kind of information.</p> <p>There is a lack of interest in this kind of information amongst serious gamblers.</p> <p>The display of this information will disrupt play.</p> <p><i>'Games are regulated – programmed information.'</i></p> <p><i>'It will make no difference.' 'It is useless and irrelevant information.'</i></p> <p><i>'I don't want to be interrupted.'</i></p> <p><i>'No, the casino will lose out, because people will not play certain machines.'</i></p> |

#### 4.7.1.8 Screening of intermittent warning signs on terminals to direct attention to the risks associated with excessive gambling

| Positive perceptions   |
|--|
| <p>Such a warning will increase awareness of risks involved in gambling to stem excessive spending.</p> <p>It should be displayed in all major languages and could be a screen saver after the card has been entered.</p> <p><i>'Yes, have it as a screen saver when you enter your card.'</i></p> <p><i>'Yes, people should be reminded constantly.'</i></p> <p><i>'Most people are not aware of responsible gambling.'</i></p> <p><i>'It would minimise the money I spent, because I would be reminded of what I am doing.'</i></p> <p><i>'It will make people aware of the dangers of gambling.'</i></p> <p><i>'It should be displayed in all languages.'</i></p>   |
| Negative perceptions   |
| <p>It could be perceived as an irrelevant and irritating message that implies that people cannot make their own decisions.</p> <p>It might indict people of irresponsible and uncontrolled gambling behaviour and spoil their fun - messages/pictures of the impact of gambling might be more acceptable.</p> <p>The emotional driver to win, dominates any other information.</p> <p><i>'No, it doesn't make any difference to smokers.'</i></p> <p><i>'No, I want to make my own decisions.'</i></p> <p><i>'It is similar to someone pointing a finger at me, and I don't like that.'</i></p> <p><i>'The mind frame is to win – the motive is bigger.'</i></p> <p><i>'It will spoil people's fun.'</i></p> <p><i>'No, it will be irritating, because if you are going to gamble, you will gamble.'</i></p> |

## 4.7.2 Additional measures suggested for promoting responsible gambling on electronic gambling machines

### 4.7.2.1 Slowing reel spin

| Positive perceptions   |
|--|
| <p>This would result in a slower game being played and less money spent in total.</p> <p>It would also be more relaxing and allow gamblers enough time to properly comprehend the outcome of each game.</p> <p><i>'Yes, it will reduce the anxiety of losing money.'</i></p> <p><i>'It will be more relaxing.'</i></p> <p><i>'It will help people to know what the payment is for certain pictures.'</i></p> <p><i>'Yes, the number of games will be reduced and I will save money.'</i></p>   |
| Negative perceptions   |
| <p>A slow reel time will only disrupt the people's game, irritate them and waste their time.</p> <p>It will have no influence on some gamblers as they tend to play at their own pace.</p> <p>It might in fact only result in people spending more time and money in the casino.</p> <p><i>'I like the game to be fast.' 'I am used to the spinning time.'</i></p> <p><i>'No, it will be irritating, because we will have to wait too long for the results.'</i></p> <p><i>'It won't make any difference.'</i></p> <p><i>'No, it will make people spend more hours at the casino, and spend more money.'</i></p> |

### 4.7.2.2 Removal of large denomination bill acceptors on machines

| Positive perceptions   |
|--|
| <p>This measure might result in gamblers spending less money overall.</p> <p>Using a larger number small denomination bills will make people more aware of expenditure.</p> <p><i>'It will minimise expenditure.'</i></p> <p><i>'Yes, small-time gamblers will spend less.'</i></p> <p><i>'Smaller denominations will make you aware of the money you are spending.'</i></p>   |
| Negative perceptions   |
| <p>This measure will not influence gamblers that use membership cards.</p> <p>It will be irritating and a waste of time to the gamblers that spent large amounts of money to continuously feed in small denomination bills.</p> <p>Difficult to carry and handle a lot of cash (as would be needed with smaller denomination bills).</p> <p><i>'I won't like smaller denominations because I play large amounts.'</i></p> <p><i>'I don't want to disrupt play with inserting notes all the time – irritating.'</i></p> <p><i>'It is difficult to have large amount of money in smaller denominations.'</i></p> |

#### 4.7.2.3 Removal of ATMs outside casino area

| Positive perceptions   |
|--|
| <p>ATMs offer too easy access to money that makes it tempting to (impulsively) withdraw cash. If no extra money can be drawn, people will go home once they had spent all they planned to gamble away.</p> <p>Some respondents prefer access to major banks in casinos with the option for the deposit of cheques and/or cash.</p> <p><i>'Easy access to ATMs encourages people to withdraw money and they end up with empty bank accounts.'</i></p> <p><i>'People just wait for midnight to withdraw money.'</i></p> <p><i>'The accessibility of ATMs is only looking for trouble and for some a tough time.'</i></p> <p><i>'Yes, when my money is finished, I will have to go home because I can't get it anywhere.'</i></p> <p><i>'Yes, it will prevent impulsive money withdrawals.'</i></p> <p><i>'There should be no ATMs at casino premises.'</i></p> |
| Negative perceptions   |
| <p>It is convenient and safe to withdraw cash from ATMs when needed. Cash is used not only for gambling, but also to pay for other entertainment or food.</p> <p>It is not safe to walk around with a lot of cash that had to be drawn before coming to the casino. This will encourage people to use other ways to withdraw money if they seriously want to gamble.</p> <p><i>'The availability of ATMs is convenient.'</i></p> <p><i>'People will find a way around it if they really want to gamble.'</i></p> <p><i>'ATMs should stay, but make provision to deposit money.'</i></p> <p><i>'It would be an irritation not to have the money when you need it.'</i></p>  |

#### 4.7.2.4 Imposing mandatory breaks and/or cooling-off periods after winning

| Positive perceptions  |
|---|
| <p>This will allow gamblers time to assess their play and resultant expenditure.<br/>They can then make an informed decision whether to carry on with play or not.<br/>People will think twice before they use their winnings in further play (and possibly lose it again).<br/><i>'Yes, it will help to rest their minds and make them think about their actions.'</i><br/><i>'It will help a lot not to gamble with winnings.'</i><br/><i>'It will force people to take a break.'</i><br/><i>'It will work for some people who stay in the casino for long hours.'</i></p>  |
| Negative perceptions  |
| <p>This will only interrupt people's games and make them angry or frustrate them.<br/>The majority prefer the freedom of choice to make their own decisions.<br/>Many will chose another machine to continue play.<br/>This measure will be difficult to implement in a democratic society.<br/>Such an outwardly imposed measure cannot take the place of people's responsibility to control themselves.<br/><i>'I don't want to be stopped when I am on a winning streak.'</i><br/><i>'You should not force people.'</i><br/><i>'People will get angry.'</i><br/><i>'If I want a break, I will take one.'</i><br/><i>'I will just go to the next machine.'</i><br/><i>'People need to control themselves, nothing imposed will help.'</i></p> |

#### 4.7.2.5 Posters in casinos that remind gamblers of the odds of winning

| Positive perceptions  |
|---|
| <p>There is a need for more information about the risks and odds of gambling to negate myths. Attractive and eye-catching posters should be prominently displayed (e.g. at the entrance, MVG desks, cashiers and in the bathrooms).</p> <p>The content should be simple and to-the-point, and in different languages.</p> <p>They should clearly convey the negative impact, odds and risks of gambling – preferably pictorially depicted – to allow informed decision-making.</p> <p>Competitions that test knowledge of the text might draw people's attention.</p> <p><i>'The more information we have, the better we would be informed. There are a lot of myths.'</i></p> <p><i>'It will remind people of the odds.'</i></p> <p><i>'Have the posters in different languages.'</i></p> <p><i>'Link the text to a competition (to attract attention).'</i></p> <p><i>'Yes, people don't know about gambling and this will teach them.'</i></p> <p><i>'Have posters at the entrances, MVG desks, cashiers and in the toilets.'</i></p> <p><i>'Yes, it will show that you are gambling at your own risk.'</i></p> <p><i>'I will know what my chances are and make an informed decision.'</i></p> <p><i>'Posters have to catch my eye and be attractive.'</i></p> |
| Negative perceptions  |
| <p>The pressing urge to play the machines to win money dominates people's mind.</p> <p>People generally do not notice posters or are not interested in posters.</p> <p>Personal communication is regarded as more effective for interacting with gamblers.</p> <p><i>'No, I don't look at posters as I still prefer personal communication.'</i></p> <p><i>'People don't look at posters. Rather have something on the machine.'</i></p> <p><i>'I only have one mission and that is to win, not to look at posters or read.'</i></p> <p><i>'I am too much in a hurry to stop and look at posters.'</i></p> <p><i>'People come here to gamble. They don't even read the instructions on the machines.'</i></p>   |



#### 4.7.2.6 Distribution of brochures in casinos to inform gamblers on the issue of responsible gambling

| Positive perceptions   |
|--|
| <p>This will be a useful source of information to educate people about the nature, odds and risks of gambling and to provide tips on when to stop.</p> <p>People will read brochures if displays are more in-your-face (e.g. at entrances, at the cashier desks, close to the machines, distributed by casino staff inside the casino).</p> <p>There is a need for an adequate number of highly visible brochures in different languages.</p> <p><i>'I will read about the risks of gambling.'</i></p> <p><i>'If there are brochures, it will help to educate the people.'</i></p> <p><i>'It will create an awareness in terms of when to stop and how much to spend.'</i></p> <p><i>'There is not enough. It should be placed at all entrances and on machines.'</i></p> <p><i>'Yes, it will be in people's faces when bored or taking a break, they can read it.'</i></p> <p><i>'Casino staff should walk around the floor with them.'</i></p> <p><i>'The visibility and numbers should be increased.'</i></p> |
| Negative perceptions   |
| <p>The prospect of gambling is more important to gamblers than to pay attention to any brochures.</p> <p>Illiterate people preferred personal and interactive communication and many do not understand English that well.</p> <p>No brochure will convince a person that wants to gamble, to stop (people visit casinos to gamble).</p> <p><i>'I saw them but haven't read it.'</i></p> <p><i>'My mission is only to win, not to read.'</i> <i>'I am anxious to get to the machine.'</i></p> <p><i>'The brochures don't have any impact on me.'</i></p> <p><i>'I prefer personal communication.'</i></p> <p><i>'No, staff offers information.'</i></p> <p><i>'The brochures are too much in English, I find it difficult to read.'</i></p> <p><i>'It makes people to think, but will not stop them from gambling.'</i></p>   |

#### 4.7.2.7 Raising of gamblers' awareness of policies and procedures to deal with problem gamblers and the value of self-exclusion programmes

| Positive perceptions   |
|--|
| <p>There is currently too limited awareness amongst gamblers of the self-exclusion programme and other policies or procedures to assist problem gamblers, therefore, there a real need for more information.</p> <p>There is a need for staff to identify problem gamblers and the engage them in conversation, since there are people who need assistance but are afraid to reach out for help themselves.</p> <p>There are perceivably good reasons for the self and voluntary exclusion programme – they will forcibly stop people from being tempted to visit casinos, allow a much-needed cooling-off period but still allow people the dignity of choice.</p> <p>Through greater awareness of responsible gambling programmes, problem gamblers might realise when they need assistance and will then be willing to more readily accept self-exclusion.</p> <p><i>'Counselling.' 'It is easy for them to talk to the people in their own language.'</i></p> <p><i>'The staff is already clued up to spot someone and approach them.'</i> <i>'There are people who desperately need assistance.'</i></p> <p><i>'Most of the gamblers do want help, but are afraid of taking the first step.'</i></p> <p><i>'Staff should talk to patrons and make them aware of responsible gambling.'</i></p> <p><i>'They should have a cooling period of 30 to 45 days.'</i></p> <p><i>'Have more signage around the ATMs.'</i></p> <p><i>'I heard about it (self-exclusion programme) and think it is a good thing.'</i> <i>'It still depends on the individual.'</i></p> <p><i>'Self-exclusion programme would stop me from coming to the casino.'</i></p> <p><i>'Involuntary self-exclusion would make a person realise that they have a problem.'</i></p> <p><i>'Self-exclusion is the best way because people exclude themselves then they still go the next casino to gamble.'</i></p> <p><i>'Self-exclusion should be kept voluntary, because if you force people, they can commit suicide.'</i></p> |

### Negative perceptions

There is a general lack of knowledge of and interest in any programmes targeted at assisting problem gamblers.

Problem gambling is regarded as a personal issue of will power and gamblers should be trusted to gamble responsibly and quit themselves when they feel that they loose control - self-exclusion cannot be forced upon anybody.

Some gamblers demanded the choice to decide whether they need assistance or not and would not like to be accused of problem gambling.

Exclusion programmes are not effective as excluded players still managed to visit other casinos.

*'I am not aware.'* *'People lack the necessary information.'*

*'There is information, but nobody is interested.'*

*'No, I wouldn't want someone coming to me to tell me that I have a problem.'*

*'The staff won't have the authority to tell the gambler that they are gambling more than they should.'*

*'The punter should be trusted to gamble responsible and quit when he/she had enough.'*

*'It is about will power.'*

*'It (self-exclusion) is not working because those people are still playing, or just go to another casino.'*

*'You can't force people to exclude themselves.'*

*'Involuntary self-exclusion would not work, because it does not come from the individual.'*

#### 4.7.2.8 The promotion of an in-house counselling service for gamblers

| Positive perceptions  |
|---|
| <p>Some people have a real need for some independent trained specialist to talk to in confidence away from the gambling area.</p> <p>This counselling service should be available at all times and actively promoted in-house or advertised in print to raise gamblers' awareness.</p> <p>Casino staff can play a role by approaching potential problem gamblers and make them aware of the service and organise appointments for them if so desired.</p> <p>There should be a good follow-up programme as well for identified problem gamblers.</p> <p><i>'Have people walking around, identify and approach those who might need attention in a professional way and facilitate in making an appointment.'</i></p> <p><i>'Problem gamblers can also be phoned afterwards to find out whether they are OK.'</i></p> <p><i>'All gambling outlets should have a psychologist or a social worker.'</i></p> <p><i>'It is a good idea to have a counsellor, someone who will listen to the gambler.'</i></p> <p><i>'A psychologist or social worker will assist me to identify the cause of the problem.'</i></p> <p><i>'Help will be readily available when you need it.'</i></p> <p><i>'Have information on the pamphlets.'</i></p> |
| Negative perceptions  |
| <p>Many gamblers are proud and prefer to deal with losses on their own – they are often too embarrassed or ashamed to face anyone and do want others to know that they have lost money.</p> <p>People are afraid that a counsellor might point fingers or be confrontational rather than empathetic.</p> <p>Gamblers should rather be educated and informed when they start gambling – counseling cannot reverse losses after the fact.</p> <p>There is perceivably enough information available on responsible gambling for people to help themselves.</p> <p><i>'People will think you are a welfare case. I don't want to admit that I am a loser.'</i></p> <p><i>'I am afraid that the counsellor will confront me instead of listening to me and being empathetic.'</i></p> <p><i>'No, I want to deal with the problem on my own and go home.'</i></p> <p><i>'Advice will not bring back lost money.'</i></p> <p><i>'People should be informed about the risks and nature of gambling when they start gambling – it is too late to counsel afterwards once they have lost money.'</i></p>  |

#### 4.7.2.9 Reducing trading hours

| Positive perceptions  |
|---|
| <p>This will ensure that gamblers spend less time and money in the casino.<br/>Gamblers will be forced to leave the casino area and take up their responsibilities in the outside world more often.</p> <p><i>'Gamblers have to go home and become aware of their responsibilities.'</i><br/><i>'Yes, you will spend less time in the casino.'</i><br/><i>'Yes, it will stop people from spending too much.'</i></p>  |
| Negative perceptions  |
| <p>Fewer trading hours will inconvenience those gamblers who work shifts or prefer to play during the night.<br/>It will restrict people's rights to play as long as they wish.<br/>Reduced trading hours will not limit problem gambling.</p> <p><i>'No, I would like to have the freedom to play as long as I wish.'</i><br/><i>'I don't want to be restricted by time.'</i><br/><i>'It should stay open 24 hours as I come here at different times.'</i><br/><i>'I like playing during the night.'</i><br/><i>'People might work day or night shift, and would like to enjoy themselves otherwise.'</i><br/><i>'Limiting the time will not solve the problem.'</i></p> |

#### 4.7.3 Summary of perceptions for or against measures

| Measures |  | Majority of responses  |                    |
|----------|--|--|--------------------|
|          |  | ✓<br>Supported   | X<br>Not supported |
| 1.       | Display of cash figures and credit points  | ✓<br>On cards and screen   |                    |
| 2.       | Display of limits placed on the total expenditure over specified time intervals  | ✓<br>On cards  | Not on screen      |
| 3.       | Display of time  | ✓<br>On screen   |                    |
| 4.       | Display of duration of play per session  | ✓<br>On cards  | X<br>Not on screen |
| 5.       | Display of the amount of money played per session  | ✓<br>On cards  | X<br>Not on screen |
| 6.       | Display of winnings and losses per session   | ✓<br>On cards  | X<br>Not on screen |
| 7.       | Display of average number of games played per win per session  |  | X                  |
| 8.       | Screening of intermittent warning signs on terminals to direct attention to the risks associated with excessive gambling |  | X                  |
| 9.       | Slowing reel spin  |  | X                  |
| 10.      | Removal of large denomination bill acceptors   |  | X                  |
| 11.      | Removal of ATMs outside the casino area  |  | X                  |
| 12.      | Imposing mandatory breaks and/or cooling-off periods after winning   |  | X                  |
| 13.      | Posters in the casinos reminding gamblers of the odds of winning   | ✓<br>If more visible and attractive  |                    |
| 14.      | Brochures in the casinos to inform gamblers of responsible gambling  | ✓<br>If more visible and attractive  |                    |
| 15.      | Raising of awareness of policies and procedures to deal with problem gamblers and the value of self-exclusion programmes | ✓<br>Improve monitoring  |                    |
| 16.      | The promotion of an in-house counselling service for gamblers  | ✓<br>Increase awareness of NRGP toll-free number for telephone counselling |                    |
| 17.      | Reducing trading hours   |  | X                  |



## 4.8 Suggestions made by respondents on alternative measures to promote responsible gambling

Respondents were probed on their spontaneous suggestions on how to promote responsible gambling.

### 4.8.1 Improved access to information and management of gambling behaviour on the floor

Respondents reiterated the importance of introducing newcomers to the risks and nature of gambling, the odds of winning, the concept of responsible gambling and the consequences of problem gambling. All this should be offered on a one-to-one basis by casino staff or advisors when gamblers apply for cards. Brochures and posters on these topics and more marketing/promotions should serve to further highlight this information. Gamblers should continually be made aware of all the information options available on their cards and on the machines.

*'Talk the gambler through on a one-to-one basis.'*

*'Show newcomers how to play the machines and games as we are uninformed.'*

*'The more information and measures put in place, the better.'*

*'Explain the consequences and options to people, without enforcing anything.'*

*'Educate and inform punters.'*

The negative impact of gambling should be more clearly communicated by printing more posters on this topic and screening commercials on radio, television and at the cinemas. The *Winners know when to stop* slogan should be complemented by something that explained the odds of winning and the role of luck. Advertising done by casinos that emphasised the concept of instant wealth without also mentioning the odds of winning and the negative impact of addictive gambling was perceived as misleading.

*'This slogan should be replaced with something explaining the odds of winning and luck – state the facts.'*

*'Have information on posters.'*

*'Ban casino advertising propagating the "Grand Life Win, Richer Overnight".'*

*'They are painting a false picture.'*

*'Make people aware that gambling is not about destroying families and people.'*

Trained casino staff should be more visible on the floor to interact with gamblers and attend to queries, as well as provide assistance and advice when needed. Staff should monitor big spenders and proactively identify problem gamblers to offer assistance in a sensitive and highly confidential way. Both individual counselling and group therapy were suggested by a few respondents. Some gamblers might find interaction with other gamblers that experienced the same challenges and/or cravings more valuable. The casinos' real concern could be demonstrated if an advisory service made random phone calls to problem gamblers to inquire about their well-being.

*'Staff should concentrate on those who seek help and assist them as much as possible.'*

*'Have more visible staff on the casino floors.'*

*'Staff should be more observant.'*

*'Staff should be walking around and chat to punters.'*

*'Identify those with problems and chat to them.'*

*'Appoint people who can counsel people and assist them.'*

*'It would be a challenge to approach a person and suggest counselling.'*

*'An advisory service can phone punters (at random) and address them nicely to find out whether they are still fine. It will show that the casino is caring.'*

Regular gamblers, especially those with membership cards, could be invited to quarterly social gatherings or group discussions to listen to expert speakers and gain more information on responsible gambling, but also to give feedback to casinos or raise matters of consumer concern. Youth seminars on gambling-related topics were also suggested.

*'Invite us personally (by means of MVG) to a gathering or a get together, have snacks and have a speaker.'*

*'It gives us the opportunity to give feedback or raise concerns and questions.'*

A few respondents felt that gamblers should not be allowed to continue playing if they were under the influence of alcohol. Alcohol consumption in the casino should also be monitored and limited.

*'Staff shouldn't allow people to play when they are drunk.'*

*'Limit the consumption of alcohol.'*

#### **4.8.2 Introduction of a card system to allow play on any electronic gambling machines**

Although one respondent felt that his/her casino card with associated perks should be taken away from him/her, others felt that gamblers should only be able to activate machines by inserting an access card with proper identification. This card should be something similar to the platinum/gold/silver/smart/loyalty membership cards issued by some casinos. This would allow a proper credit check on monthly income to be done on all potential gamblers and the possible exclusion of people below a certain income. People could then be issued certain types of cards with differing limits on expenditure loaded on it based on their financial credibility. Gamblers should not be allowed to draw money at the cashier desk by means of debit cards. The cards should contain encoded statistics like duration of play, winnings and losses and the total amount spent. The casino staff could monitor big spenders electronically and pro-actively intervene. The machines should then cease to operate when a certain expenditure limit or even time limit was reached, e.g. per session at a machine or the total period of time spent at the casino. These measures could be reviewed every quarter on request of the gambler.

*'My casino cards and privileges should be taken away.'*

*'All players should have membership or ID cards with certain criteria and statistics.'*

*'Gamblers should be screened.'*

*'Certain income groups should not be allowed to gamble.'*

*'There should be certain guides and limits based on credibility by applying grades.'*

*'Have limits on the cards.'*

*'Have a time restriction on the machines.'*

*'Monitor the cards to pick up huge spenders.'*

A card system would also improve the monitoring of those people excluded from gambling. Entering a casino should only be allowed if visitors show their ID documents. Banned people still managed to visit casinos and surveillance should be better with photographs of banned people made available to staff on the gambling floors.

*'This system will also assist to keep those excluded from gambling.'*

*'Gamblers should enter the casino by showing their ID.'*

#### 4.8.3 More prominent display of time

Besides displaying real time on screens, some respondents felt that the correct time should also be shown on clocks on the walls in all areas of the casinos.

*'Display a clock at the right bottom of the screen to keep me aware of time.'*

*'Display time against the wall where everybody can see – in the smoking as well as non-smoking area.'*

#### 4.8.4 Better control over or the safer management of money won

Respondents believed that it would be safer if cheques were issued for all winnings of R500 and more. Winnings should not be loaded on cards as this made it too easy to use this money for further play with the possibility that it might then all be lost again. ATMs at casinos should all be equipped with a deposit facility for safe keeping of winnings and to prevent muggings when people leave the premises.

*'Don't load winnings on my card because it is too easy to play back.'*

*'The casino should keep the money until the following day so that I can collect it then.'*

*'People should be able to deposit winnings and cheques at ATMs so that the money gets deposit directly into my bank account.'*

#### 4.8.5 Monitoring of children in and near gambling venues

A few respondents felt that children should not be allowed to enter a casino. There should be strong measures in place to prosecute parents who just abandon children on the premises to play around without any adult supervision. This issue was not an objective of this study and the odd respondent only mentioned it in the passing. However, it might be a valid concern to follow up in a later research study.

*'Children should not be allowed near a casino, not even crèche facilities inside.'*

#### 4.8.6 Reduction in trading hours

A few respondents mentioned that casinos should have fewer /shorter trading hours so that gamblers were forced to leave the premises sooner or stay out of temptation by spending less time in total at casinos. Another option was to reduce trading hours during the week, but to stay open later over weekends.

*'Consider reducing trading hours so that punters are forced to go home – increase responsibility?'*

#### 4.8.7 Fewer casinos

A few respondents felt that there were too many casinos and that ready access was consequently too easy, making it tempting for people to visit the nearest conveniently located casino.

*'There are too many casinos all over the place.'*

*'It is tempting because the first time you gamble, you win.'*

## 5. CONCLUSION

Respondents associated gambling with recreation, and the risk of winning and losing money. The majority of respondents and by definition the regular gamblers, gambled to win instant money.

The majority of respondents were well aware of the phenomenon of irresponsible gambling behaviour amongst some gamblers and what the term 'responsible gambling' meant. However, it seemed that the impact this information had on their gambling behaviour diminished once they entered the casino. At the same time there was also limited awareness of any information campaigns to inform gamblers of the risks of gambling and the odds of winning, or the potential negative impact of gambling on people's lives. In general respondents were not exposed to the mentioned information or were given personal education by casino staff before they played on any electronic gambling machines for the first time unless they specifically requested assistance. The majority of regular gamblers were also not aware of all the information options available or encoded on their loyalty cards.

As far as additional measures to promote responsible gambling were concerned, the majority of respondents supported the following suggestions:

- a) Display of cash and credit figures on machines (screens);
- b) Display of limits placed on total expenditure, duration of play per session, expenditure played per session, winnings and losses per session on cards only for personal viewing (e.g. on membership/loyalty cards);
- c) Display of time on the screens of electronic gambling machines;
- d) Display and/or distribution of brochures and posters promoting responsible gambling inside the casino area;
- e) More information campaigns to increase people's awareness of policies and procedures to assist problem gamblers and the methodology and value of the self-exclusion programme; and
- f) The promotion of a counselling service and help-line to those who need immediate personal intervention to assist them with problem gambling behaviour.

The following proposed measures were not supported by the majority of respondents:

- a) Information regarding the limits placed on the total expenditure, duration of play per session, amount played per session, winnings & losses per session, the average number of games played per win per session and/or intermittent warning signs regarding risks associated with excessive gambling displayed on screens where anybody walking past can see it;
- b) Slowing reel spin during game play;
- c) Removal of large denomination bill acceptors;
- d) Removal of ATMs outside the casino area;
- e) Imposing of mandatory breaks and/or cooling-off periods after winning; and
- f) Reduction in trading hours.

The majority of respondents also strongly suggested more information campaigns and education to inform the public about the nature and risks of gambling; whereas others mentioned the introduction of a card system to allow play on any electronic gambling machine (for identification purposes, and to access existing statistics on expenditure and the nature of game play), and the monitoring of irresponsible gambling behaviour by casino staff.

Since the study was qualitative in nature, the findings above should in no way be seen as representative of the total population of regular gamblers. However, the insights gained provided a better understanding of regular gamblers' perceptions of various gambling-related issues as posed in the research objectives.

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## 7. ATTACHMENT A

### DISCUSSION GUIDE

**Exploratory qualitative research to determine regular mblers' perceptions of their gambling experience, concept of responsible gambling and existing or additional (electronic) measures to promote responsible gambling on electronic gambling machines.**

#### 1. INTRODUCTION AND WARM-UP

- 1.1 Introduce yourself and thank respondents for their time.
- 1.2 Explain purpose of the interview, the aim of the study and estimated time of duration (30 - 45 minutes).
- 1.3 Explain the methodology to capture data and adherence to the code of ethics (e.g. that in no circumstances will a specific respondent be linked to a specific answer).
- 1.4 Emphasise the need for information sharing and that there are no right or wrong answers, only honest feelings, ideas and opinions unique to every individual.
- 1.5 Invite respondents to expand on topics and issues without probing but also to understand if the moderator requests that particular issues are discussed under the relevant headings or at a later stage in the interview.

#### 2. BACKGROUND/RATIONAL OF RESEARCH

Explain the objectives of research to respondent and touch on a few secondary objectives to prepare respondent and set the tone for the discussion to follow.

[To determine regular gamblers' perceptions of their gambling experience, concept of responsible gambling and existing or additional (electronic) measures to promote responsible gambling on electronic gambling machines.]

#### 3. OVERALL PERCEPTIONS OF GAMBLING

- 3.1 When you hear the word "gambling", what immediately comes to mind?
- 3.2 What are your positive associations with gambling? Why do you feel like this?
- 3.3 What are your negative associations with gambling? Why do you say this?

[Note: Approach as a mind map – note spontaneous responses to get an overall positive/negative perception. Let respondent list a few.]

[Note: Keep discussion on general terms. If issues that are not covered in the rest of the discussion guide are mentioned here, probe a bit more in depth.]

#### **4. AWARENESS OF EXISTING GENERAL INFORMATION CAMPAIGNS TO PROMOTE RESPONSIBLE GAMBLING**

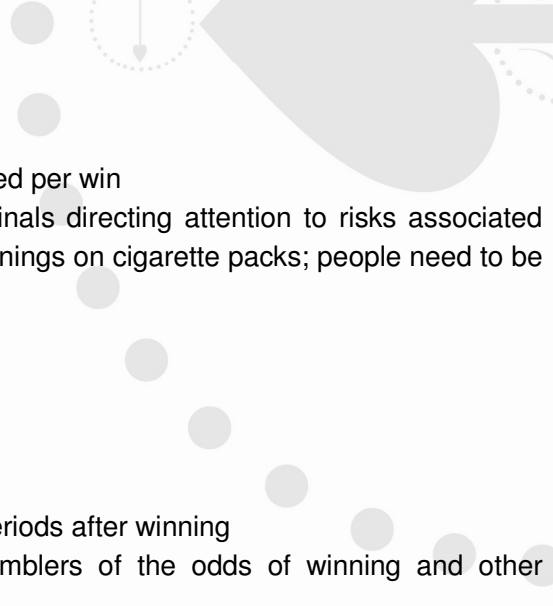
- 4.1 Explain the term “responsible gambling” to respondents (e.g. not playing more than you can afford, spending within budget or what you can afford; awareness of the nature and risks of gambling]. Are you aware of any campaign, initiative and/or information telling you about “responsible gambling”? If so, please tell me what you have seen/heard. Where have you seen/heard this information? [If respondent mentions the sticker on gambling machines, just take note and then probe further on this topic under point 5.]
- 4.2 What impact (if any) does this information about responsible gambling have on you? Do you think about *responsible gambling* when you enter the casino and start playing on the machines? And if you spend more money than you planned on doing, does the concept of responsible gambling cross your mind? Why do you say this? How do you feel about casinos promoting certain games? Why do you feel like this? And when they advertise the big prizes people can win and all the people that have won? Does this marketing activity motivate you to keep on playing even if you know it can be to your disadvantage?
- 4.3 Are you aware of any assistance to those who regard themselves as problem gamblers (i.e. people that spend more money than they can afford and consequently get into trouble)? If so, what assistance or interventions can you recall or know of?

#### **5. AWARENESS OF EXISTING INFORMATION AND SIGNAGE ON ELECTRONIC GAMBLING MACHINES**

- 5.1 Let's now concentrate on the slot machines (including the table video slots) you are playing in the casino. Where or from whom have you received any information on how to play slot machines? What information have you received?
- 5.2 Is there any information on the slot machine itself telling you how to play the game? And if so, what information do you find on slot machines? [If not spontaneously mentioned, probe on bets, credits, winnings, odds of winning, maximum number of bets, etc]
- 5.3 Can you recall any signage on slot machines mentioning the concept of responsible gambling? And if so, please tell me how you interpret this information. Does it work for you, i.e. does it influence or encourage you to gamble responsibly? Why do you say this?

#### **6. ADDITIONAL ELECTRONIC SIGNAGE ON GAMBLING MACHINES AND OTHER MEASURES SUGGESTED TO PROMOTE RESPONSIBLE GAMBLING**

- 6.1 Let us now look at any additional measures that you can suggest to promote responsible gambling in the casinos. [Probe their opinion on the following measures and request motivation of all responses, whether positive or negative.]
- 6.2 Messages/information displayed on a machine during play. [Probe further when respondents approve or support any of the following measures.]
  - 6.2.1 Display of cash figures rather than credit points
  - 6.2.2 Display of limits placed on total expenditure over specified time-intervals

- 
- 6.2.3 Display of (clock) time
  - 6.2.4 Display of duration of play
  - 6.2.5 Display of expenditure (amount played)
  - 6.2.6 Display of winnings and losses per session
  - 6.2.7 Display of the average number of games played per win
  - 6.2.8 Intermittent warning signs displayed on terminals directing attention to risks associated with excessive gambling (similar to health warnings on cigarette packs; people need to be warned that they can't beat the system)
  
  - 6.3 Other proposed measures:
    - 6.3.1 Slowing reel spin
    - 6.3.2 Removal of large denomination bill acceptors
    - 6.3.3 Removal of ATMs outside casino area
    - 6.3.4 Imposing mandatory breaks and cooling off periods after winning
    - 6.3.5 Display of posters in casinos reminding gamblers of the odds of winning and other signage to promote responsible gambling
    - 6.3.6 Display of brochures on responsible gambling in the cashier area for all gamblers in the venue
    - 6.3.7 Policies and procedures to deal with problem gamblers, e.g. to enhance the casino staff's awareness of this issue and also train staff employed at gambling venues to manage measures like voluntary and enforced self-exclusion programmes
    - 6.3.8 Marketing of a counselling service at the casinos
    - 6.3.9 Reduction in trading hours
  
  - 6.4 Thinking about your own experience when entering a casino and playing slot machines, do you think that any of the additional measures we have discussed just now will educate/inform you on the true nature of the game and motivate you to gamble more responsibly? If you were to be a regulator of the gambling industry, how would you promote responsible gambling? Please motivate your answer.

## 8. ATTACHMENT B

### RESPONDENT PROFILE QUESTIONNAIRE

#### 1. Number of years respondents have been playing electronic gambling machines

| Number of years  | Number of respondents | Percentage |
|------------------|-----------------------|------------|
| 1-2 years        | 5                     | 7.5%       |
| 3-4 years        | 11                    | 16.4%      |
| 5-6 years        | 16                    | 23.9%      |
| 7 years and more | 35                    | 52.2%      |
| Total            | 67                    | 100%       |

#### 2. Current work status

| Current work status                     | Number of respondents | Percentage |
|---|-----------------------|------------|
| Working full-time work or self-employed | 35                    | 52.2%      |
| Working part-time                       | 6                     | 9%         |
| Unemployed                              | 4                     | 6%         |
| Retired/Pensioner                       | 17                    | 25.3%      |
| Non-working/performing only home duties | 4                     | 6%         |
| Student                                 | 1                     | 1.5%       |
| Total                                   | 67                    | 100%       |

#### 3. Gender

| Gender | Number of respondents | Percentage |
|--------|-----------------------|------------|
| Male   | 33                    | 49%        |
| Female | 34                    | 51%        |
| Total  | 67                    | 100%       |

#### 4. Age

| Age          | Number of respondents | Percentage |
|--------------|-----------------------|------------|
| 18-24        | 5                     | 7.5%       |
| 25-34        | 10                    | 15%        |
| 35-44        | 15                    | 22.3%      |
| 45-54        | 22                    | 32.8%      |
| 55 and older | 15                    | 22.4%      |
| Total        | 67                    | 100%       |

#### 5. Highest qualification

| Qualification                   | Number of respondents | Percentage |
|---------------------------------|-----------------------|------------|
| Primary School (Grades 1 – 7)   | 7                     | 10.4%      |
| Secondary School (Grade 8 – 12) | 28                    | 41.8%      |
| Tertiary/Post-Matric            | 31                    | 46.3%      |
| Other                           | 1                     | 1.5%       |
| Total                           | 67                    | 100%       |

## 6. Race

| Race     | Number of respondents | Percentage |
|----------|-----------------------|------------|
| African  | 27                    | 40.2%      |
| Asian    | 10                    | 15%        |
| Coloured | 15                    | 22.4%      |
| White    | 15                    | 22.4%      |
| Total    | 67                    | 100%       |