

Development of questions for a longitudinal study of gambling: phase 2 report

Findings from cognitive question testing

Hayley Cripps and Margaret Blake

April 2009

Prepared for: The Gambling Commission, National Lottery Commission and the Responsibility in
Gambling Trust



Contents

Acknowledgements	4
Authors' Credits	5
1 Background	6
1.1 Overview of the project.....	6
1.2 Question Design	6
1.3 Aims.....	7
1.4 Report structure.....	8
2 Methodology.....	9
2.1 Methodological Overview	9
2.2 Sample	10
2.3 Analysis and Reporting.....	11
3 General Cognitive Findings	13
3.1 Feelings about the interview.....	13
3.2 Definition of 'gambling or betting behaviour'.....	13
3.3 Context	13
3.4 Mode.....	13
4 Early Gambling Behaviour.....	15
4.1 General.....	15
4.2 Question One: age of first gambling	15
Findings.....	15
Answer strategies	16
Recall	16
Comprehension of terms.....	17
Recommendations	17
4.3 Question Two: who they first gambled with	19
Findings.....	19
Answer strategies	19
Answer options	20
Recommendations	20
4.4 Question Three: whether they lived with the person first gambled with	20
Findings.....	20
Answer strategies	20
Answer options	21
Comprehension of terms.....	21
Recommendations	21
4.5 Question Four: winning early on.....	22
Findings.....	22
Answer strategies	22
Answer options	22
Comprehension of terms.....	23
Recommendations	23
5 Changes in Gambling Behaviour	24
5.1 General.....	24
5.2 Question Five, Six and Seven: changes in gambling involvement and reasons for this	24
Findings.....	24
Recall	25
Answer strategies	25
Reasons for changes in gambling behaviour.....	25
Written answers to Q6 and Q7.....	25
Fluctuating behaviour.....	26
Comprehension of terms.....	26
Recommendations	26
5.3 Question Eight: types of gambling behaviour which increased	27
Findings.....	27
Recall	27

Answer strategies	28
Comprehension of terms.....	29
Recommendations	29
5.4 Question Nine: types of gambling behaviour which decreased.....	30
Findings.....	31
Recall	31
Answer strategies	31
Comprehension of terms.....	32
Consistency with answers to other questions	32
Recommendations	32
6 Motivations for Gambling	34
6.1 General.....	34
6.2 Question Ten: reasons for gambling	34
Findings.....	35
Answer Scale	35
Answer strategies	35
Recall	36
Comprehension of statements.....	36
Reducing the number of statements	39
Recommendations	39
7 Summary of findings and recommendations	42
Recall	42
Definitions	42
Mode and Presentation.....	43
Appendix A	44
Appendix B	45

Acknowledgements

We would like to thank the interviewers who worked on this project: Sue Archer, Julie Foster and Ann Roberts. At the Gambling Commission we would like to thank Amanda Fox, and her colleagues for their guidance and support.

Finally, and most importantly, we would like to thank the people who took part in this study, as without their help, this research would not have been possible.

The views expressed in this report are not necessarily those of the Gambling Commission, the National Lottery Commission or the Responsibility in Gaming Trust.

Authors' Credits

Margaret Blake is a Research Director and the Joint head of the Questionnaire Development and Testing Hub in the Survey Methods Unit at NatCen.

Hayley Cripps is a Researcher in the Questionnaire Development and Testing (QDT) Hub in the Survey Methods Unit at NatCen.

1 Background

1.1 Overview of the project

The Gambling Commission, the National Lottery Commission and the Responsibility in Gambling Trust collectively commissioned the National Centre for Social Research (NatCen) to carry out a piece of work to investigate the questionnaire requirements for a potential longitudinal study of gambling in the UK. NatCen previously worked with the Gambling Commission on the British Gambling Prevalence Survey (BGPS) 2007, a number of secondary analysis projects and a qualitative follow up of the BGPS 2007 in 2008. Whilst the BGPS survey provides a wealth of information looking at, for example, the associations of gambling with age and socio-economic status, it very much provides a snapshot picture of gambling behaviour at a specific point in time. There is a general feeling that individuals' gambling behaviour can vary over time and so, in order to examine these changes, there is interest in developing a longitudinal study of gamblers.

As the potential scope of a longitudinal study of gambling is vast, it was necessary for this piece of work to focus on a limited number of specific research questions. The areas that the research team felt could most benefit from examination were:

- assessing people's motivations for gambling; and,
- examining the reasons or triggers which make gamblers, and even non-gamblers, change their gambling behaviour.

The work that has been commissioned is a two phase project. Phase one was a desk-based review of the current literature and studies available; its main focus was to assess what questionnaire items and methods could be used to capture the information necessary to answer the research questions. The findings from this phase have been written up into a separate report. Phase two was a pre-test, using cognitive testing methods, of a selection of questionnaire instruments that were considered suitable options for answering the research questions in a longitudinal study of gambling. This report sets out the findings from the second phase.

1.2 Question Design

The desk-based review found a number of questions used on previous gambling studies that were felt to be potentially suitable, either with or without adaptation, for a longitudinal study of gambling. The review and analysis of qualitative data also identified important research areas to be included in any longitudinal study.

The literature review and qualitative data highlighted that early gambling experiences have an impact on subsequent gambling behaviour and in particular can be associated with later problem gambling. Existing questions in this area are problematic and there are questions over respondent ability to recall this information so the sponsors requested that new questions were developed and tested to look at the context for first gambling experiences (age, who the respondent was with and memories of wins or losses).

An important part of any longitudinal survey questionnaire will cover changes in gambling behaviour since the previous interview. Since the sample for this cognitive pilot (described in Chapter Two) included respondents who had been interviewed on two previous occasions, including in the later summer of 2008, it was felt that this was a good opportunity to test some questions on changes in behaviour, with a particular focus on whether respondents could recall their behaviour since the previous interview.

A number of scales for evaluating motivations for gambling were identified in the literature review, including the 'Gambling Motivation Scale' developed by Chantal et al in 1994¹ and the 15 item 'Gambling Motives Questionnaire developed from an drinking motivation scale by Stewart and Zack in 2008². Both were reviewed using Willis and Lessler's Questionnaire Appraisal System³ and as a result, the shorter Stewart and Zack scale was taken as a starting point for the questions to be tested in this project. Based on the findings of the qualitative research and a wider review of the literature, the scale was adapted to remove items which were more relevant to alcohol consumption and to include additional items covering areas identified as important motivations in the qualitative research, such as worries about missing an opportunity to win. The final scale included 23 items covering five main areas of motivation:

- Social
- Monetary
- Excitement/ amusement
- Challenge/ learning/ knowledge
- Escape/ avoidance/ coping

The 23 items were ordered randomly. The intention was to test all the statements to identify which overlapped in terms of how they were understood by respondents and then to include the items in a larger pilot after which a factor analysis could be carried out to identify statistical overlap between the concepts. The number of items in the final scale would then be reduced to a more manageable number prior to inclusion in a survey.

These three areas: early gambling experiences, changes in gambling behaviour since the last interview and underlying motivations for gambling formed the three sections of the questionnaire to be tested.

1.3 Aims

The primary aim of the second phase of this project was to test, using cognitive methods, both new and re-designed questions that could potentially be used in a longitudinal study

¹ Chantal Y, Vallerand R, Vallieres E (1994) Motivation and gambling involvement. *Journal of Social Psychology*. 135: 755-763

² Stewart S, Zack M (2008) Development and psychometric evaluation of a three-dimensional Gambling Motives Questionnaire. *Addiction*. 103:1110-1117

³ Willis GB, Lessler J (1999) Questionnaire Appraisal System QAS-99. Research Triangle Institute, Rockville MD. <http://appliedresearch.cancer.gov/areas/cognitive/qas99.pdf>

of gambling. The methodology of cognitive testing is explained in detail in Chapter Two. The aims of the cognitive testing were:

- To see how respondents reacted to the questions;
- To see whether they were willing and able to answer the questions;
- To explore comprehension of key terms within the questions;
- To explore respondents' ability to recall information in order to answer the questions;
- To explore whether the questions were perceived as sensitive; and,
- To explore how the answer options worked.

In addition, the sample that was used had taken previously taken part in the BGPS 2007 as well as a qualitative interview in late summer 2008 and therefore offered an ideal opportunity to 'test out' the process of following up respondents who had taken part in an interview previously - as would happen in a longitudinal survey.

1.4 Report structure

Chapter One (this chapter) provides an overview of the background for this research and details the aims of the study.

Chapter Two gives an overview of the methodology used and details the characteristics of those respondents included within the sample.

Chapter Three presents the findings and recommendations from the cognitive testing which apply to the questionnaire as a whole.

Chapters Four, Five and Six present the specific findings from each of the questions. Chapter Four focuses on the questions looking at 'early gambling behaviour', Chapter Five on 'changes in gambling behaviour' and Chapter Six on 'motivations for gambling'. These chapters also provide recommendations for improvement, where applicable, for each of the questions.

Finally, Chapter Seven gives an overview of the findings and recommendations.

Appendix A presents the results of the DSM-IV scores which classify whether someone is a problem, at risk or non-problem gambler; respondents filled in a separate questionnaire after they had taken part in the BGPS 2007 and again after this interview which allowed the two scores to be calculated. The full questionnaire can be found in Appendix B. The question layouts in the main body of the report are simplified versions.

2 Methodology

2.1 Methodological Overview

Cognitive testing utilises techniques derived from theories within cognitive psychology, to explore the ways in which respondents understand and react to the survey questions being asked. Cognitive interviews are qualitative in nature and allow the interviewer to uncover aspects of the interview process that are usually hidden and may not be revealed in a standard pilot field test. For example, a respondent may answer 'yes' to a survey question and show no visible signs of confusion yet may be thinking about something completely different from what the question designer had in mind. Specifically, cognitive interviewing techniques focus on four processes:

- How respondents understand and interpret survey questions;
- How respondents recall information needed to answer the questions;
- How respondents make judgements as to what information to use when formulating an answer; and,
- How respondents act in response to the questions.

The two most frequently used cognitive interviewing techniques are 'Think Aloud' and 'Probing'. In the probing technique the interviewer asks specific, usually scripted, questions to explore what the respondent thinks the question means, what information they are drawing on to answer the question, what decisions they make about what the question means or what information is required to answer it and how they provide their (final) answer to the question. Probing can be carried out concurrently (immediately after the respondent has provided an answer to a question or a few questions as was done for this project), or retrospectively after all questions have been asked. Think Aloud requires respondents to explain to the interviewer what they are thinking about as they go about answering a particular question. This technique is particularly useful when respondents are completing self-completion questionnaires. Both techniques were used for this research.

The chosen questions for testing were organised into a self completion questionnaire as it was felt this was the mode most likely to be used for a longitudinal study of gambling. Cognitive interviews, however, are usually carried out face-to-face even when testing self-completion instruments. Building up rapport with the respondent and observation are key elements to any successful cognitive interview and can be difficult or impossible over the telephone. Face-to-face interviews allow the interviewers to take their time over the exploration of the respondents' thoughts whilst also providing them with vital visual clues and information. Respondents were asked to complete the questions themselves on paper and the interviewer then probed on their answers verbally.

Three interviewers trained in cognitive methods, along with one researcher, conducted the interviews; the areas in which they worked were London, Lancashire, Lincolnshire, Cambridgeshire and Yorkshire. Interviewers attended a briefing at the start of the project and a debriefing after fieldwork was completed. All respondents were sent a letter

explaining the nature of the research prior to the interviewer telephoning to see if they would like to take part, and if so, to set up an appointment. Interviews were conducted in respondents' homes or another suitable place of their choosing. Each interview lasted around 60 minutes (though some lasted up to 90 minutes). All interviews were recorded with consent and respondents were given a £20 High Street voucher to thank them for their participation.

Prior to fieldwork taking place, ethical approval to conduct the study was granted by NatCen's ethics committee who assessed its content and design.

2.2 Sample

Cognitive interviewing is a qualitative technique and therefore samples are usually small, purposive and designed to represent the diversity of views relevant to the questions, rather than being statistically representative. The sample is chosen to ensure that it includes characteristics which could potentially have a bearing on how respondents might go about answering the survey questions.

The main sample (known as the 'QUAL' sample) was selected from respondents who had previously taken part in the British Gambling Prevalence Survey (BGPS) 2007, had gone on to take part in a qualitative follow up study in 2008 and who had agreed to participate in future NatCen research. After taking part in the BGPS in 2007, this sample had had the following contact with NatCen:

1. Qualitative interview during the period of July – September 2008;
2. A thank you letter from the qualitative researchers (with details of how to 'opt out' of future NatCen research) in October 2008;
3. A further letter in December 2008 intended to 'maintain' contact with this sample and to inform them of how they could update NatCen with changes in contact details;
4. A telephone call from NatCen's Telephone Unit during December 2008/January 2009 whereby they were again given the option to 'opt out' of future research and to provide update contact details.

The numbers of respondents who could be contacted from this sample was limited, owing to the range of geographical areas which the interviewers were able to cover. Therefore a reserve sample (known as the 'RESERVE' sample) was selected from respondents who had previously taken part in the BGPS 2007 but NOT the qualitative study. As this sample had had no contact with NatCen for over a year and had only taken part in the one study, interviewers were asked to only contact these respondents after they had exhausted their 'QUAL' sample.

The advantages of using both the 'QUAL' and 'RESERVE' sample were twofold:

1. Data from the BGPS 2007 was used to classify respondents as either 'Non problem', 'At risk' or 'Problem' gamblers. This information was therefore used to ensure that our sample included respondents with a range of gambling behaviours.
2. Following up respondents who had previously taken part in a NatCen survey about gambling allowed for a replication of methods used in a longitudinal survey design.

From their samples, interviewers were instructed to recruit a range of respondents. Our primary concern was to ensure that there was a good mix of ‘Problem’, ‘At risk’ and ‘Non problem’ gamblers and, to a lesser extent, to ensure that there was a range of ages and male and female respondents.

Interviewers reported that sampled ‘QUAL’ respondents were very willing to participate and that the efforts involved in maintaining contact with the sample resulted in high levels of co-operation. Seventeen of the final sample were from the ‘QUAL’ sample and only one from the ‘RESERVE’ sample.

At the end of each interview, respondents were given a separate questionnaire which was also issued to them when they participated in the BGPS 2007. The data from this questionnaire is used to produce the DSM-IV score which classifies whether someone is a problem, at risk or non problem gambler. This was not part of the cognitive interview and was not being tested in any way, however, for interest the Gambling Commission asked for this data to be collected. The new scores for each of the respondents can be found in Appendix A.

Table 1: Characteristics of the achieved sample

Characteristics		No. with characteristic
Gambling Type (according to data from the BGPS 2007)	Problem	4
	At Risk	7
	Non Problem	7
Gender	Male	13
	Female	5
Age	18-29	5
	30-49	7
	50+	6

2.3 Analysis and Reporting

Interviewers listened to the recording of each interview and wrote up a set of structured notes. These notes were analysed using Framework, an analytic tool developed by the Qualitative Research Unit at NatCen. A matrix was set up, which listed the respective areas of the questionnaire (questions) that were tested across the page and cases (respondents) down the page. This matrix included a summary of the characteristics of each respondent, such as what type of gambler they were classed as. Under each question a summary was made of how the respondent understood the question, the recall strategies which were used, judgements made in formulating an answer and the answer provided. Any other problems were also recorded. Thus data could be read horizontally as a complete case record for a respondent, or vertically by question, looking across all cases.

It should be noted that the purpose of this report is to present the findings that came directly from the analysis of the cognitive interviews. Findings from the debriefing are only reported if backed up with evidence from the analysis of the data.

3 General Cognitive Findings

3.1 Feelings about the interview

Respondents were extremely willing to take part in this cognitive testing. Seventeen of the eighteen respondents had been interviewed (by NatCen) about gambling twice before, with the 18th having only been interviewed once. All had agreed to being re-contacted so were familiar with NatCen, the nature of our work and the topic area. Respondents did not report any discomfort with the questions or find that they were too sensitive; they were willing and able to answer all questions presented (though sometimes with difficulties – as reported in the following chapters).

3.2 Definition of ‘gambling or betting behaviour’

One of the most compelling findings that came out of the cognitive testing was the need for ‘gambling or betting’ behaviour to be defined for the respondents before these questions are asked. This is explained in more detail in the following chapters but we highlight one example here. A respondent, who was defined as a ‘non problem’ gambler played the Lottery and had played on slot machines as a child but did not consider either to be ‘gambling’. She therefore answered ‘I have never gambled or bet for money’ at Q1; the interview encouraged her to answer the rest of the questions regardless but the respondent assumed that all the questions were irrelevant to her and felt that they were only meant to be asked of ‘problem’ gamblers. We therefore feel that in order to capture respondents like this in a longitudinal survey, a definition would alert them to the fact that the activities they take part in do fall within what is considered ‘gambling or betting behaviour’ and also help respondents to realise that these questions are relevant to them.

3.3 Context

Some of the problems encountered during the cognitive testing may be related to the fact that a few questions were tested on their own outside the context of a whole questionnaire about gambling. For example, questions about early gambling experiences were asked before respondents had been asked any questions asking about particular types of gambling. This led to inconsistencies in respondent understanding of what should be included as gambling and betting. In a survey questionnaire this would be avoided as there would be prior questions about current involvement in gambling. Similarly, problems related to reporting changes in gambling behaviour might be reduced once respondents have been reminded of their current activities, rather than being asked out of context.

3.4 Mode

The paper self completion format of this questionnaire led to problems which are often encountered when using this mode. Problems with specific questions are discussed in detail below. In general, the main problems occurred as a result of respondents misunderstanding, ignoring or not fully reading the instructions on how to answer the question. The cognitive testing identified some ways in which the layout of the questions could be improved so as to make instructions more obvious and how the wording of

instructions could be altered so as to make them clearer. If these questions were to be administered in CAPI (computer assisted personal interviewing), through interviewer involvement and automatic routing, these problems would also be reduced.

4 Early Gambling Behaviour

4.1 General

The first four questions were designed to tap into respondents' early experiences of gambling. The specific findings from each question shall be discussed below. However, it is worth drawing attention to the main issues that were relevant to this group of questions as a whole.

Respondents were first asked about when they first started 'gambling or betting for money'. As discussed in Chapter Three, a definition of 'gambling or betting' is needed. Respondents were unsure which activities they should be thinking about. Slot machines were particularly problematic – most respondents reported having played on penny slot machines at the seaside or machines in arcades as a child but there were mixed opinions as to whether this would be considered their 'first gambling or betting' experience. Where respondents decided that playing on penny slot machines or machines in arcades was gambling behaviour, they tended to be thinking back to gambling experiences which happened at a much younger age compared with respondents who excluded these types of activities. A definition of activities that are included in gambling and betting behaviour would have helped to clarify to respondents what they should be thinking about and help to align answers.

A second problem with this group of questions was that respondents did not necessarily think about the same 'first gambling or betting experience' throughout. For example, they may have reported that they first gambled when they played on penny slot machines age 5 but when asked at Q4 what they were thinking about, report they were thinking about a win they had on the horses age 17. Whilst it is possible that the cognitive interview itself may have had some affect on this (interviewers probed after Q1-3 had been answered), it is not the full reason as the findings show that respondents were also thinking about different situations at Q2-3 from those mentioned at Q1 (i.e. before any probing had taken place). Therefore, we have recommended that the questions should be worded so as to emphasise to the respondent that they should be thinking about the same early experience of gambling or betting throughout there four questions.

4.2 Question One: age of first gambling

Q1

At what age did you first start gambling or betting for money?

1. PLEASE WRITE IN AGE
2. I have never gambled or bet for money

Findings

Respondents reported mixed feelings about this question and it was evident that they were answering it in different ways. Whereas some found it "easy" to answer, others felt that it was "very difficult" and "a strange question". Problems occurred either where

respondents simply could not remember when they first started gambling OR where they were unsure about which activities the term 'gambling or betting' referred to.

Answer strategies

When deciding upon an age when they had first started gambling or betting, respondents thought about the following:

- What their first memory of gambling was;
- The first time they had played on penny slot machines;
- The first time they had played fruit machines, the lottery etc.
- The first time they had placed a bet at the bookmakers;
- The first time a relative had put a bet on for them (e.g. on the Grand National);
- Whether they had gambled with their own money; or,
- What the legal age for gambling is (e.g. for playing the Lottery).

Respondents were unsure as to whether playing on penny slot machines classed as gambling behaviour or not. Many spoke about having played on them whilst on holiday at the seaside, for example. When respondents felt that playing on penny slot machines WAS gambling, reported ages for first starting gambling or betting were in the range of 5-10. Where respondents had played on slot machines as a child but decided that this WAS NOT gambling but rather just a 'fun' game, reported ages were in the range of 14-17.

Respondents were also unsure whether to consider gambling activities where the money used was not their own and/or they did not keep the winnings: situations that respondents thought about were where they had put money in slot machines on behalf of parents or grandparents or where they had played family card games with coins that would be put back in the pot after the game was over.

One respondent in the sample answered 'I have never gambled or bet for money'. Although she played the lottery (and penny slot machines as a child) the word 'gambling' held negative connotations and she did not want to class herself as a 'gambler'.

Another respondent clearly had not read the question and had only seen the words 'PLEASE WRITE IN AGE' as she wrote in her current age.

Recall

Respondents fell into one of two groups, those who worked out the age they first gambled relatively easily and those who found this question difficult as they were unable to decide upon an exact age (without guessing).

Those who found it easy tended to be able to clearly remember the specific occasion in which they had first gambled, or were able to remember something else that was happening in their life at the time that allowed them to work out their age. Respondents, for example, confidently chose 16 or 18 where they clearly remembered taking part in a gambling activity or placing a bet to mark their birthday and it being legal to do so. Others could pinpoint exact ages by knowing that they started to gamble when they started a certain job, when their father left for the war or when they started school.

Respondents who reported finding this question difficult and were less sure of their answers were able to think of the gambling or betting activity that they took part in, but were unable to think of the exact age they were at the time. They recalled the period of their life in which the activities took place but not a specific incident. For example, respondents thought about playing on the slot machines on family holidays, gambling at family parties or gambling when they were at secondary school; from this, they would work out an approximate age, or range of ages (for example, 14-16 or 12/13) of when they may have first started gambling. One respondent commented that to “*pin down an age is very hard*” and guessed at 7 or 8 but admitted that he could have been as young as 5.

Comprehension of terms

‘Gambling or betting for money’ was generally well understood by respondents. They felt that it referred to:

- Betting small amounts of money to win large amounts in return;
- Putting money on horses or dogs;
- Taking a chance on the outcome of something

Respondents were thinking specifically in terms of winning money though, as mentioned above, uncertainty was apparent where they were not gambling with their OWN money. Again, as discussed above, problems arose where respondents held different opinions over what activities fall into the definition of ‘gambling or betting’; some respondents included playing on slot machines, others did not.

Judgement

It was also clear that respondents’ understanding and feelings about gambling influenced the answer that they gave. For example, one respondent clearly had negative feelings about the term ‘gambling or betting for money’ as she described it as “*people wasting money that they haven’t got*” (F, 64, AT RISK) and answered ‘I never gambled or bet for money’ despite having played on slot machines and on the Lottery.

Recommendations

- Include a list of activities that fall into the definition of ‘gambling or betting’ so as to remove the confusion over slot machines. This would also emphasise to respondents that activities such as doing the Lottery should be included. If this has been included at a previous question in the survey there would be no further need to include it here.
- Consider whether it may be appropriate to split this question into 2 so as to tap into a) childhood gambling with friends and family, for example and b) adult gambling, for example, at the bookmakers. This would allow information to be collected about respondents’ very first gambling experience and also about when they first started to regularly gamble. The range of gambling activities suggested as examples could be different for the two questions to reflect the activities relevant to children and adults.
- Consider whether it matters if the respondent was using their own money. If not, then make clear that these gambling activities are still to be considered or alternatively use a question wording which indicates that money should be

involved but not necessarily the respondent's or for the respondent's gain e.g. refer to playing 'with' money rather than 'for' money.

- Consider the lay out and format of the question to avoid respondents only reading 'please write in age' and not the main question.

4.3 Question Two: who they first gambled with

Q2 (Formatted question shown in Appendix B)

When you first started gambling or betting for money were you mainly with...

- a. ...your friend(s)?
- b. ...your work colleague(s)?
- c. ...your father/step father?
- d. ...your mother/step mother?
- e. ...your brother(s)?
- f. ...your sister(s)?
- g. ...your spouse/partner?
- h. ...another male relative (e.g. grandfather, uncle, cousin)?
- i. ...another female relative (e.g. grandmother, aunt, cousin)?

(Answer Options – one to be chosen for each of the above)

1. Yes
2. No

Findings

This question was largely unproblematic. Errors respondents made were mainly the result of them not reading the question properly or misunderstanding the instruction on how to fill in their answers.

Answer strategies

Respondents answered in one of 3 ways:

1. They thought about the situation that they were thinking about at Q1 and were easily able to recall who they were with;
2. They DID NOT think about the situation they answered in relation to at Q1 but thought of a later gambling experience and answered in relation to who they were with then; and,
3. They misunderstood the question and answered incorrectly.

Situations where respondents answered incorrectly arose because:

- They understood the use of the word 'mainly' in the question to mean that they could only choose one person;
- They thought that the question was asking about who they had EVER gambled with; or
- They did not read the answer options carefully and moved quickly down the list, ticking 'yes' to options that they later realised were inaccurate.

Respondents did not always tick the 'no' boxes where applicable and only ticked 'yes', leaving the other rows blank.

Answer options

Respondents felt that, while they were able to find an answer option to represent who they first gambled with, more appropriate ones could have been given. Respondents who first started gambling with their children answered 'other male/female relative' and respondents who started to gamble as children answered 'your friends' when actually they were friends of their parents. Answer options of 'your son', 'your daughter' and 'family friends' would have been more relevant for these respondents' answers.

Recommendations

- Reinforce to respondents that they are still required to think about the first time that they gambled or bet for money. An introduction to this set of questions may be appropriate, for example, 'For the next few questions I would like you to only think about the first time you started gambling or betting for money' OR the question could be reworded, for example, 'Again, thinking about the first time you started gambling or betting for money, were you mainly with...' or 'Thinking about the same situation as at Q1, were you mainly with...'
- Include answer options for 'son', 'daughter' and 'family friends'.
- Ensure that instructions on how to go about answering the question are clear. For example, make it clear that respondents can answer 'yes' to more than one option.

4.4 Question Three: whether they lived with the person first gambled with

Q3

Did you live with the person/people who you first gambled with?

1. Yes
2. No
3. I mainly gambled by myself

Findings

There were comprehension difficulties and also problems with the terminology and answer options used at this question. Respondents were, however, thinking correctly about the situation and/or people they had answered about at Q2 and had no difficulties remembering if they lived with them or not.

Answer strategies

The way respondents answered was dependent upon the way they understood the question. Whereas there was evidence to show that respondents were able to think about, recall the information and answer the question correctly, for example, answering 'no' if they had first gambled whilst on holiday with their Grandma (who they did not normally live with), probing also revealed that respondents were answering different variations of the question that was actually being asked. These were:

- **Did you gamble** with the person/people that you lived with?
- **Do you still** live with the person/people who you first gambled with? and,
- **Do you gamble** with the person/people that you live with now?

This, therefore, resulted in respondents either answering incorrectly or else providing the correct answer purely by chance. For the latter variation, for example, the respondent answered 'no' correctly (because he did not live with the school friends who he first gambled with) but also answered 'I mainly gambled by myself' because this is what he **currently** does.

Respondents were also unsure how to answer when they had lived with some of the people they had answered 'yes' to at Q2 but not others.

Answer options

One respondent answered 'no' in error – she had first gambled by herself but had not seen this answer option. Other respondents who had first gambled by themselves answered both 'no' and 'I mainly gambled by myself' because they felt that both answer options were applicable.

Other confusion over the answer options, for example, where respondents had chosen more than one, stemmed from their misunderstanding of the question (as discussed above).

Comprehension of terms

Interviewers asked the respondents about their understanding of the term 'live with'. There was a shared understanding that it referred to sharing a house/home with others, usually family. Situations that respondents were unsure about included:

- Student accommodation – this respondent decided that this WAS living together; and,
- Work accommodation in a hotel – this respondent decided that this WAS NOT living together (with the work colleagues he reported gambling with at Q2).

Recommendations

- Consider how relevant this question is i.e. how important it is to establish whether respondents lived with those they first gambled with since it was a problematic question and in its current form would not produce valid data. Furthermore respondents often first gambled on holiday rather than while at home. On this basis consider dropping the question.
- Add the word 'any' into the question to eliminate problems where people had gambled with many different people – 'Did you live with **any** of the people who you first gambled with?'
- Alter the third answer option to 'No, I mainly gambled by myself' to ensure that people do not answer 'No' as well.
- Reword the question so that respondents are forced into reading it more carefully. For example, '**Now thinking about the people that you answered 'Yes' to at Q2, did you live with any of them at the time when you first gambled?'**

4.5 Question Four: winning early on

Q4

Do you remember winning when you first started gambling or betting for money?

1. Yes, clear memory of specific win
2. Yes, remember some wins from around that time
3. No, did not win
4. No, cannot remember wins or losses from that time

Findings

This question was not problematic in terms of comprehension. Respondents were generally answering in relation to the first gambling experience they had been thinking about at Q1; the findings did, however, also show that respondents answered either 'Yes, clear memory of specific win' or 'Yes, remember some wins from around that time' in relation to a win they had at a later period in their life.

Respondents found the question easy to answer where they had a very clear memory of the occasion – the winning was often the reason WHY it was so memorable. Others, however, did not have such clear memories and this is when their use of the answer options became a little confused.

Answer strategies

There were some errors made by respondents when answering this question. The instruction 'tick one box only' was missed resulting in two or more answer options being chosen. This was particularly evident where respondents remembered one win clearly but also remembered other wins around the same time.

The findings also showed that respondents were not thinking about when they first started gambling or betting for money, but about more recent winnings or winnings they had had throughout the total time they had gambled.

Answer options

The table below presents some of the reasons why respondents chose each of the answer options. Whilst most provided clear reasons for their choices, some choices by respondents appeared illogical. For example, one respondent answered 'No, cannot remember wins or losses from that time' when in fact she could remember the occasion clearly and knew that she had definitely not won. Another had a clear memory of a win on the Grand National but answered 'Yes, remember some wins from around that time' rather than 'Yes, clear memory of specific win'.

These examples suggest there is possible overlap between the answer options and this is supported by some of the reasons shown in the table. The two 'Yes...' options appear to be problematic – respondents who chose 'Yes, remember some wins from around that time' could actually remember a specific win but chose this option rather than 'Yes, clear memory of specific win' because:

- They could not remember all the details - how much they won etc; OR,
- They thought they must have had other wins at the same time as well.

Answer Option	Examples of reasons for choosing
Yes, clear memory of specific win	<ul style="list-style-type: none"> • R remembered winning a large sum of money on the slot machines when he was 5 • Remembered winning on his 18th birthday, the first time he gambled
Yes, remember some wins from around that time	<ul style="list-style-type: none"> • Can remember some small wins but not one specific one • Can remember a specific win but assumes he must have had other wins around the same time as well • Can remember winning but not the specific details
No, did not win	<ul style="list-style-type: none"> • R knew that she had never won on the slot machines when she first started playing • R remembered that it was a couple of year before she won anything on the scratch cards
No, cannot remember wins or losses from that time	<ul style="list-style-type: none"> • R could not remember whether he won or lost but assumes he must have won otherwise he would not have carried on.

Comprehension of terms

Respondents generally picked up on the words 'for money' and so were thinking about 'winning' in terms of monetary gain. Some did, however, think about 'winning' a card game or dominoes where money was not necessarily involved or 'winning' a bracelet, for example, on the slot machines.

Recommendations

- Reconsider the answer options. As respondents appear to be using the 'Yes...' answer options and also the 'No...' options interchangeably, it may be sensible to merge and therefore reduce the number of options. For example, they could be 'Yes, I had a win or some wins during that time', 'No, I did not win during that time' and 'I cannot remember whether I won or lost during that time'.
- As was recommended at Q2, consider including instructions within the question to direct respondents more clearly into thinking about the same gambling experience that they were thinking about at Q1. If Q1 was split into two questions about early and later gambling experiences, it would need to be decided which experience we want respondents to think about.

5 Changes in Gambling Behaviour

5.1 General

These questions are designed to try to find out about how respondents' gambling behaviour has changed since their previous interviews with NatCen. The main issue that was apparent through this set of questions was that asking respondents to think back to their 'last interview with NatCen' was problematic and not suitable for use as a time period reference. This was because respondents were simply unable to remember when their last interview was and guesstimated that it could have being anything from 3 – 18 months ago. So as to ensure that respondents are all thinking about the same time period, we recommend that they are reminded of when their last interview with NatCen was or are given a fixed period such as one year to recall.

5.2 Question Five, Six and Seven: changes in gambling involvement and reasons for this

Q5

Since your last interview with NatCen has your overall gambling involvement stayed the same, increased or decreased?

1. Increased a lot
2. Increased a little
3. Stayed much the same
4. Decreased a little
5. Decreased a lot

Q6

What were the main reasons for the increase in your gambling involvement since your last interview?

PLEASE WRITE IN

Q7

What were the main reasons for the decrease in your gambling involvement since your last interview?

PLEASE WRITE IN

Findings

Although there were some recall problems with this questions, respondents found it very easy to answer and did not report any difficulties in choosing an answer. All answer options were chosen at least once. Respondents found this question easy because either their gambling behaviour had been exactly the same for a substantial period of time OR because they recognised that something in particular had meant their gambling behaviour had changed (though not necessarily within the time period specified by the question).

Recall

Key to this question was the requirement that respondents could remember when their 'last interview with NatCen' was. This proved problematic: the 'QUAL' sample interviews took place between July and September 2008 whereas respondents were placing their interview anywhere between September 2007 and December 2008. This is concerning as it means that respondents' answers may reflect behaviour that had occurred outside the time period since their last interview. This was evident where one respondent answered 'decreased a little' but in actual fact this decrease in gambling behaviour had already taken place at the time of his last interview and since then his gambling had 'stayed much the same'. Probing at Q8 and Q9 revealed that the reference period being considered was, in fact, too wide and was not even confined to the period since the time when they thought the last interview was.

Answer strategies

Respondents answering 'stayed much the same' tended to be very clear about their gambling involvement. They usually had set gambling routines, for example, playing a certain amount on the Lottery each week, or betting on the Football Pools. They reported that this behaviour was constant and often had been for years; it was therefore very easy for them to recognise that it had not changed at all since the last interview, that it was *"the same as ever"*.

Reasons for changes in gambling behaviour

Those reporting a change in behaviour, either an increase or a decrease, were able to give clear reasons for why they had chosen their answer i.e. why their behaviour had changed. Reasons given included:

- Pressure from family to cut down on gambling behaviour;
- A greater desire for a big win;
- Changes in personal circumstances, for example, working more hours so having less time to gamble;
- Changes in financial circumstances; and,
- Starting a new gambling behaviour, for example, joining a betting syndicate or playing an additional Lottery.

Written answers to Q6 and Q7

Reasons for Increase (Q6)	Reasons for decrease (Q7)
<p><i>"Trying to be more financially stable"</i></p> <p><i>"Small syndicate at work with colleagues betting with a pundit who gave us horses"</i></p>	<p><i>"I decreased in gambling due to having less money due to partner losing job"</i></p> <p><i>"Time available"</i></p> <p><i>"Was losing too much money and got involved in online gambling so I realised it was a waste of time and money and gave up"</i></p>

	<p><i>“Well I am not a regular gambler; I’ve got friends working in the betting industry so if they call me and give me tips then I would place a bet. This decreased a lot due to financial commitments”</i></p>
--	---

One respondent, during probing, realised that, because of additional gambling he was doing as a result of an online account with his bookmakers, he should have answered ‘increased’ rather than ‘stayed much the same’. It is not clear, however, why he did not consider this behaviour when answering – it is possible that the later questions mentioning specific types of gambling prompted him to think about his online gambling. In some cases this is related to the fact that Q8 and Q9 listed specific types of gambling activities which may have triggered respondent memories. This is discussed further in section 5.4

Fluctuating behaviour

Where gambling behaviour had fluctuated during the interval between interviews it was not clear how respondents should answer. One respondent reported a slight increase in gambling behaviour as he had started participating in a betting syndicate at work for a few weeks. He was no longer involved in this so at the time of the two interviews his behaviour was the same but he chose ‘increased a little’ to reflect his involvement in the intervening period.

Comprehension of terms

The term ‘gambling involvement’ was understood, throughout these questions, to refer to either:

- The amount of MONEY being spent on gambling;
- The amount of TIME being spent on gambling (including gambling related activities such as researching bets or travelling to a venue);
- The TYPES of gambling; or
- A combination of the above.

Respondents thought about possible changes in the above. For example, one respondent had started playing on the Irish Lottery which involved him having to walk to the shop to put the bet on – he considered this to be an ‘increase’ in gambling involvement as it took up more of his time (even though most of the additional time was spent walking rather than active involvement in gambling). Another felt that her involvement had ‘stayed much the same’ because even though the amount of money she spent on gambling had *decreased*, the time she was putting into researching her bets had *increased* and therefore she felt that the two cancelled each other out.

Recommendations

- If this question is being used in longitudinal situation respondents need to be reminded of when the last interview was or given an alternative fixed reference period. For example ‘...since your last interview in August 2008’.
- As described above, the term ‘gambling involvement’ made respondents think about the money spent on gambling, the time spent on gambling, the types of gambling taken part in or a combination of these three. The Gambling Commission should consider whether this is the intended meaning of the term.
- Clarify to respondents how they should report fluctuations in gambling behaviour within the reference period. For a further discussion on the problems associated with capturing this data, please refer to the Phase 1 report.
- Including a measure of gambling engagement in the BGPS questionnaire should provide additional information to assist in interpreting the results of this question.

5.3 Question Eight: types of gambling behaviour which increased

Q8

Has your involvement in any of these types of gambling increased since your last interview? (This could be taking part in a different gambling activity or doing more of an existing activity)

- a. Lottery, scratch cards or Football pools
- b. Bingo (played in a hall)
- c. Fruit/Slot machines
- d. Table games (roulette, cards etc) in a casino
- e. Betting in a bookmakers, by phone or at the venue
- f. Virtual gaming machines in a bookmakers
- g. Online gambling like playing poker, bingo or casino games for money
- h. Online betting with a bookmaker on any event or sport
- i. Betting exchange
- j. Private betting, playing cards or games for money with friends, family or colleagues
- k. Another form of gambling

(Answer options)

1. Yes
2. No

Findings

Recall

Respondents were asked about their behaviour since their last interview. Respondents did not report problems with recalling this information. However, it was clear from their answers and from responses to probes that respondents were not consistently thinking back to their last interview. The periods considered by respondents included:

- Since the last interview, with respondent correctly remembering when this was;
- Since the last interview, with respondent thinking the interview was longer ago than it was;
- Since the last interview but really thinking about a longer period because their answer was based on knowing their gambling had not changed for the last ten years, for example, and so it could not have changed since the last interview;
- In the last five years; or
- Since respondent was a child.

This question came after Q5 which asked ‘Since your last interview with NatCen has your overall gambling involvement stayed the same, increased or decreased?’. In some instances respondents had reported no change in their gambling behaviour at question 5, but when presented with a specific list of gambling types recalled changes in their behaviour when asked Q8. For example, respondents who had reported no change at Q5 ticked yes for an increase in betting in a bookmakers, by phone or at the venue (recalled now had a phone account or that she did more on line) or ticked yes for fruit machines. This suggests that in asking respondents to recall changes in gambling behaviour it is most effective if respondents are given a list to remind them of what is being considered.

Answer strategies

The intention of the question was that respondents should tick ‘yes’ for any types of gambling which they had increased their involvement in since the last interview. For types of gambling which have not increased (either their involvement had stayed the same or they did not do them anyway) they should tick ‘no’. In practice respondents interpreted the instruction to ‘tick one box on each line’ in a wide variety of ways. With the question in its current form it would be hard to interpret results. Respondents used the answer boxes in the following ways:

- Tick ‘yes’ for types they had increased their involvement in and ‘no’ for those which had not changed or they did not do (as intended);
- Tick ‘yes’ for gambling types which they had increased their involvement in and leave the rest blank (did not tick ‘no’ at all);
- Tick ‘yes’ for gambling types which they had increased their involvement in, tick ‘no’ for gambling types they participated in but which had not changed and leave those gambling types which they did not participate in at the last interview blank;
- Tick ‘yes’ for all types of gambling participated in since last interview, regardless of whether involvement had increased or not;
- Tick ‘no’ for gambling types which they had participated in and not changed or which they had not participated in at all, leave gambling types which they had not heard of blank (in this particular case ‘yes’ was not ticked because had not increased participation any activities);
- Understood the instruction to mean tick one box in each column (i.e. tick ‘yes’ for one gambling type, ‘no’ for one gambling type and leave the rest blank).

It is clear from this level of confusion that the question layout needs to be revised to make it much clearer for respondents.

Comprehension of terms

Interviewers did not probe respondent understanding of all the terms used to describe types of betting since that was not the main purpose of the cognitive testing and there was insufficient time. However a few findings regarding comprehension did emerge:

- The term betting exchange was not understood by at least one respondent.
- One respondent who participated in a betting syndicate at work was not clear which category this should come under. At Question 8 he recorded an increase in 'lottery...', 'betting in a bookmakers, by phone or at the venue' and on 'online gambling...' because each week the syndicate money could be played in any of these ways. At Question 9 he considered the syndicate to be a form of 'private betting..' This shows he was not clear which, if any, of the existing categories covered betting via syndicate.

In a few cases interviewers probed respondents further on their understanding of involvement in gambling (following on from Q5). Increased and decreased involvement were understood to be related mainly to the amount of money spent on it, although frequency and amount of time spent on related research were also referred to by respondents.

The intention of the question was for respondents to recall which types of gambling they were now involved in more compared with at the time of the last interview. In some instances, although the correct reference period was being considered, respondents reported changes in behaviour which had occurred during the period. For example, one respondent reported an increase in private betting since he had been involved in family playing cards for money at Christmas. On probing it was discovered that he had always done this at Christmas (at Q5 he had answered 'stayed the same' correctly). In another case a respondent reported increased participation in various types of gambling related to being in a gambling syndicate and then reported a decrease because he was no longer involved in the syndicate. It is important in phrasing the question to be clear to respondents whether they are being asked about what has happened in the period since their last interview or whether we are asking them to respond about the current situation compared with the situation at the time of their last interview.

Recommendations

- Consider whether detail on increases and decreases in particular types of gambling are needed or whether the general question used at Q5 is more effective, providing respondents are prompted about the types of activities to be considered.
- If this question were to be used in longitudinal situation, respondents need to be reminded of when the last interview was. For example '**...since your last interview in August 2008**'.
- Add a new category for betting in a syndicate. If client is interested in the types of gambling participated in within the syndicate there could be a space to write in the type. Asking respondents to tick all the individual types the syndicate is involved in is misleading.

- Add an additional column for not applicable. The use of this could be clarified in the question wording. 'Tick 'not applicable' for any types of gambling you have not participated in since August 2008. Additional clarification could be provided on when to tick no, but if there is a not applicable answer and respondents are asked another question elsewhere in the question about types they currently participate in, it should be possible to recode any blank boxes.
- Change the instruction to 'tick one box in each row'.
- Put the question in normal font, allowing 'increased' to be put in bold.
- Consider whether the question should look at:
 - a) Differences in current behaviour compared with behaviour at the time of their previous interview. This would, however, fail to capture one off activities like going to the races in the summer, for example and also activities which they participated in for a short period since their last interview;
 - b) Changes in behaviour that's occurred DURING the period since their last interview. The current format captures this: this allows respondents to report an increase at Q8 and a decrease at Q9 in the same type, which either shows fluctuation in behaviour over the year OR a situation where their participation in one subtype has increased and in another subtype it has decreased. A clear analytical framework would be needed to decide how to interpret combinations like the one just described;
 - c) The differences in behaviour in the month prior to the current interview compared with the month prior to their previous interview. We would not recommend this approach, however, as the cognitive task required of respondents is greater – they would have to consider and compare two time periods, potentially up to two years apart (depending on how long there might be between interviews).

5.4 Question Nine: types of gambling behaviour which decreased

Q9

Has your involvement in any of these types of gambling decreased since your last interview? (This could be taking part in a different gambling activity or doing more of an existing activity)

- a. Lottery, scratch cards or Football pools
- b. Bingo (played in a hall)
- c. Fruit/Slot machines
- d. Table games (roulette, cards etc) in a casino
- e. Betting in a bookmakers, by phone or at the venue
- f. Virtual gaming machines in a bookmakers
- g. Online gambling like playing poker, bingo or casino games for money
- h. Online betting with a bookmaker on any event or sport
- i. Betting exchange
- j. Private betting, playing cards or games for money with friends, family or colleagues
- k. Another form of gambling

(Answer options)

1. Yes
2. No

Findings

Recall

In general the same reference periods were applied to this question as for Q8. However for particular respondents, thinking about decreases in gambling made them think of a different reference period. For example, one respondent who referred to 'since the last interview' and knew this was the reference period reported a decrease in her involvement in bingo which was related to her mother moving overseas. However her mother had moved several years before; certainly not since the last interview.

Answer strategies

The problems identified with the 'yes'/'no' answer categories at Q8 were also found at Q9, together with some additional problems. At Q9 respondents were very unclear about how to answer for types of gambling which they had never participated in. At question 8 it made some sense to say 'no' for types they had never participated in, however at Q9 there was a strong feeling that it did not make sense to say 'no' to a decrease in involvement in a type of gambling they had never participated in. This was partly a matter of logic. In addition, respondents may have felt uncomfortable with answering in such a way that suggested they had been involved in certain types of gambling previously.

For Q9 respondents used the answer boxes in the following ways (those which are the same as at Q8 are in italics):

- *Tick 'yes' for types they had decreased their involvement in and 'no' for those which had not changed or they had never been involved in (as intended);*
- *Tick 'yes' for gambling types which they had decreased their involvement in and leave the rest blank (did not tick 'no' at all);*
- *Tick 'yes' for gambling types which they had decreased their involvement in, tick 'no' for gambling types they participated in but which had not changed and leave those gambling types which they did not participate in at the last interview blank;*
- *Tick 'yes' for gambling types which they had decreased their involvement in, 'yes' for those which they had never participated in and tick 'no' for gambling types they participated in but which had not changed.*
- *Tick 'no' for gambling types which they had participated in and not changed or which they had not participated in at all, leave gambling types which they had not heard of blank (in this particular case 'yes' was not ticked because had not increased any types)*
- Tick 'no' for all types of gambling for which they ticked 'yes' at question 8 and leave the others blank;
- Tick 'no' for all types of gambling for which they ticked 'no' at question 8, realise this cannot be right and change to ticking 'yes' to all types of gambling at question 9;

- *Understood the instruction to mean tick one box in each column (i.e. tick 'yes' for one gambling type, 'no' for one gambling type and leave the rest blank).*

Comprehension of terms

As reported at Q8, one respondent showed some confusion about which answer category included betting as part of a syndicate. At Q9 he included it under private betting.

There was evidence that Q9 was not always distinguished from Q8 by respondents. In these instances the respondent would comment that the question was the same, or attempt to answer Q9 in the same way as he or she answered Q8 because he or she had not noticed that one question referred to 'increase' and the other to 'decreased'. For the most part respondents did not show evidence of this type of confusion.

Consistency with answers to other questions

Where a respondent had increased involvement in one type of gambling within an answer category, but decreased involvement in another type within the same answer category, this could lead to apparently inconsistent answers. For example, one respondent had been to the races and so had betted at the venue more and also betted on online more but now went to the bookmakers less. Therefore she answered yes for an increase in 'betting in a bookmakers, by phone or at the venue' at Q8 and a decrease for the same category at Q9.

As reported at Q8, being presented with a list of gambling types led some respondents to give an answer inconsistent with their answer at Q5 as respondents were reminded of increases or decreases in particular types of gambling which they had not considered at Q5.

Recommendations

- Consider whether the data are best captured in an overall question such as Q5, rather than collecting information on decreases in participation in particular activities.
- If this question is being used in longitudinal situation respondents need to be reminded of when the last interview was. For example '*...since your last interview in August 2008*'.
- The findings suggest that when answering Q5, respondents were not actually considering all the gambling activities that they were prompted to think about at Q8 and Q9. We recommend that before Q5 were asked, a list of individual activities were presented to the respondent (at this question if it had not already been presented at a previous question) so that they were prompted to think about all relevant gambling activities before answering.
- Add a new category for betting in a syndicate. If client is interested in the types of gambling participated in within the syndicate there could be a space to write in the type. Asking respondents to tick all the individual types the syndicate is involved in is misleading.
- Consider what data the question is intended to capture in terms of changes in behaviour over the reference period. – see Q8 for recommendations.

- Add an additional column for not applicable. The use of this could be clarified in the question wording. 'Tick 'not applicable' for any types of gambling you have not participated in since August 2008.
- Change the instruction to 'tick one box in each row'.
- Put the question in normal font, allowing 'decreased' to be put in bold.

6 Motivations for Gambling

6.1 General

The final question that was tested looked at motivations for gambling. Although in a longitudinal survey, respondents would not be asked about all of the following motivations, for the cognitive testing they were.

6.2 Question Ten: reasons for gambling

Q10

Please indicate how often the following reasons apply to you when you are gambling. Do you gamble...

- a. ...to buy something you dream of?
- b. ...to be sociable?
- c. ...to forget your worries?
- d. ...because you have an urge to gamble?
- e. ...to escape boredom or to fill your time?
- f. ...as a hobby or a past time?
- g. ...to get a "high" feeling or for the "buzz"?
- h. ...to win back money you have lost?
- i. ...because you are worried about not winning if you don't play?
- j. ...to compete with others (e.g. bookmaker, other gamblers)?
- k. ...to make you feel more confident?
- l. ...because it's exciting?
- m. ...for the chance of winning big money?
- n. ...for the mental challenge or to learn about the game or activity?
- o. ...because of the sense of achievement when you win?
- p. ...to impress other people?
- q. ...because it helps when you are feeling stressed or depressed?
- r. ...because it makes you feel good?
- s. ...because it's fun?
- t. ...to take risks?
- u. ...to make money?
- v. ...to relax?
- w. ...because it's what you do with your friends when you get together?

(Answer options)

- 1. Almost Never/Never
- 2. Sometimes
- 3. Often
- 4. Almost Always

Findings

On the whole, respondents found this question “*quite straightforward*” and were able to provide answers easily and quickly. One respondent, upon seeing the question however, asked “*do I have to answer all of these?!...This is all rubbish*” (F, 63, non problem) – she felt that the questionnaire was aimed at ‘problem gamblers’ rather than herself. Respondents were generally, however, not concerned about having to answer such a long list of questions, although this interview was relatively short. It is felt that the list would need condensing before it could be incorporated into a longitudinal survey.

All respondents provided answers for all the statements though there was some confusion with regards to the answer scale (see below). There was also evidence that respondents were answering the question in terms of what **actually** happens when they gamble rather than what they would **like** to happen, i.e. their motivations.

Answer Scale

There were two main difficulties respondents came across with the answer scale:

1. The direction of the scale; and,
2. The grouping of ‘almost never’ and ‘never’.

In terms of the scale, where respondents made mistakes they commented it was because they expected ‘almost always’ to be the first answer option i.e. the leftmost column and ‘almost never/never’ to be the last. Respondents sometimes provided answers for 4/5 statements before realising their mistake and going back to correct previous answers.

The answer option ‘almost never/never’ was felt to be too broad. There was a feeling amongst respondents that it should be separated into two, particularly where it was chosen because they ‘never’ gambled for the reason suggested in the statement. Respondents simply wanted to answer ‘never’ and they did not feel that the answer option ‘almost never/never’ represented that answer.

Answer strategies

Interviewers asked respondents what they were thinking about as they chose their answer for each motivation. Respondents said that they were either:

- Thinking about all the types of gambling activities they take part in; OR,
- Thinking about certain types of gambling for each of the motivations.

In terms of the latter, for example, respondents who played the Lottery and also went to play bingo explained that they thought about the Lottery when answering ‘for the chance of winning big money’ and thought about going to the bingo when answering ‘because it’s what you do with your friends when you get together’.

Whilst thinking about their motivations for ‘gambling’, respondents considered the whole process of participating in a gambling activity. Respondents thought about their preparation before gambling (researching the horses, getting ready to go to the shop to buy their Lottery tickets), the actual act of gambling (placing a bet, buying a Lottery ticket or going to the races) and also about the outcome i.e. winning or losing. For example, one

respondent answered 'sometimes' to the statement 'because it makes you feel good' in reference to the fact that he feels good when he wins but this only happens 'sometimes'. The outcome was also a factor when thinking about statements such as 'to get a 'high' feeling or for the 'buzz' and 'to make you feel more confident'; respondents explained that these factors only become relevant when they win, and as they do not win 'almost always' their answers tended to be either 'sometimes' or 'often'. This seems to suggest that respondents are actually answering the question 'When you gamble...' (therefore thinking about their feelings WHEN they gamble) rather than 'Do you gamble...' (intended to make respondents think about their motivations FOR gambling).

When respondents were selecting a frequency category for their answer, they were considering not only how often the statement applied to them when they were gambling but also factored in how often they gambled or how often they participated in the form of gambling which led to that feeling. There is confusion in the question about what the frequency refers to. One respondent, for example, was concerned about answering 'often' in response to the statement 'to be sociable' as she feared this meant she was saying she often gambled whilst socialising.

Recall

The question does not provide respondents with a time frame and this generally did not seem to be a problem. Respondents explained that they thought about their motivations for gambling when they last took part in a certain activity or that they thought about whether they had ever gambled for that reason. One respondent did, however, have difficulties with this question as he no longer gambles and therefore the wording 'Do you gamble' was inappropriate. He wanted to answer 'Not Applicable' but instead thought about why he used to gamble and answered in relation to that.

Comprehension of statements

The statements themselves were well understood. The tables below summarise how respondents understood them. It should be noted that respondents did not necessarily answer in the same way for each statement in each of the groupings but instead they understood and answered each statement individually. It was felt that they covered most motivations for gambling but the following additional ones were mentioned:

- 'to clear debt' (respondents reflected this reason in 'to make money' and 'to win back money you have lost', however);
- 'as a trip out' e.g. to the dog or horse races; and,
- 'whilst at the pub'.

A couple of the statements were **unclear or problematic** for respondents. Respondents who gambled with their family wondered whether they should answer as such for '...because it's what you do with your friends when you get together'. One respondent also wondered whether 'stressed or depressed' should both be included in the same statement when they are very different things.

Respondents reported that a few statements such as 'to impress other people' or 'to forget your worries' were not applicable to gamblers; other respondents, however felt that they were and could think of situations where they would be motivations for gambling.

Social Reasons

	Thoughts about what the statement referred to
To impress other people	<ul style="list-style-type: none"> • Impressing others with winning • Impressing others because they have a lot of money to put on • To impress others with their skills at playing the game • Associated with showing off
As a hobby or a past time	<ul style="list-style-type: none"> • Something done regularly that you choose to do in your spare time • <i>"going out walking, reading books"</i>
To be sociable	<ul style="list-style-type: none"> • Playing cards in a group • Taking part in sweepstakes at work • Talking to other gamblers online whilst you are playing
Because it's what you do with your friends when you get together	<ul style="list-style-type: none"> • Gambling clubs in the pub • Card evenings with friends • Days out to the races with friends

Monetary Reasons

	Thoughts about what the statement referred to
For the chance of winning big money	<ul style="list-style-type: none"> • Lottery
To make money	<ul style="list-style-type: none"> • R only thought about winning small amounts e.g. £15 on a scratch card rather than the 'big money' she thought about with 'for the chance of winning big money' • Thought in the same way as 'winning big money' • Thought this was the whole point of betting • To end up with more than you started with – the ultimate principle in gambling
To win back money you have lost	<ul style="list-style-type: none"> • <i>"they are just throwing good money after bad"</i> • Gambling addiction
To buy something you dream of	<ul style="list-style-type: none"> • Winning the Lottery and being able to buy a Ferrari, dream holiday etc • Pension fund

Excitement/Amusement

	Thoughts about what the statement referred to
--	---

To get a 'high' feeling or for the 'buzz'	<ul style="list-style-type: none"> • Feeling when you win • Saw this as different to 'excitement' • The anticipation of the whole event, just before you win – for example, when you only have one number to get on the bingo
Because it's exciting	<ul style="list-style-type: none"> • Not the actual buying of a scratch card/lottery ticket but the moment just before you scratch it/the numbers are announced. • Thought about all the types of gambling he takes part in – lottery, horses • If you win
Because it makes you feel good	<ul style="list-style-type: none"> • If you win
Because it's fun	<ul style="list-style-type: none"> • The act may not e.g. buying a Lottery ticket be but the outcome may be i.e. the winning

Challenge/learning/knowledge

	Thoughts about what the statement referred to
Because of the sense of achievement when you win	<ul style="list-style-type: none"> • Does not apply to games of chance, for example, bingo.
For the mental challenge or to learn about the game or activity	<ul style="list-style-type: none"> • Skill of playing a game, for example, dominoes • <i>"it's a challenge, to beat the bookie, it's like a game"</i>.
To take risks	<ul style="list-style-type: none"> • Betting <i>"big money"</i> • <i>"you can't deny that any type of gambling is a risk"</i>. R did not see playing the lottery as a risk, however. • The risk of losing money • People betting money that they can't afford to lose
To compete with others (e.g. bookmaker, other gamblers)	<ul style="list-style-type: none"> • Betting with friends e.g. betting on the same race, different horses. • Competing against the slot machines • Card games with friends etc • Having more money to spend than your friends

Escape/avoidance/coping

	Thoughts about what the statement referred to
Because it helps when you are feeling stressed or depressed	<ul style="list-style-type: none"> • Takes your mind off everyday life
To escape boredom or to fill your time	<ul style="list-style-type: none"> • R saw these two things as different. Answered 'almost always' to fill your time but thought this was different to escaping boredom. • A way to escape from the day to day life and drudgery

	<ul style="list-style-type: none"> • What he chooses to spend his spare time doing • Doing the fruit machines in the pub when has nothing else to do
To make you feel more confident	<ul style="list-style-type: none"> • R did not think that this was relevant
Because you have an urge to gamble	<ul style="list-style-type: none"> • Putting a bet on just because you feel like it • People who are addicted to gambling • Like an urge to eat • <i>“disease, a need to do it most of the time, addictive”</i>
Because you are worried about not winning if you don't play	<ul style="list-style-type: none"> • Thought about Lottery and their numbers coming up if they hadn't played • Doesn't worry if he can't afford to play • What compulsive gamblers do • Thought about having put a lot of money into a machine and the thought of walking away and someone else playing and winning it all

Reducing the number of statements

In the final survey instrument the number of statements in this scale would need to be reduced. The findings of the cognitive testing do not lead to clear cut recommendations about which motivations could easily be dropped though analysis of the data and discussions at the debriefing session suggest that:

- 'to buy something you dream of' could be dropped as this would be covered by 'for the chance of winning big money' as respondents' answers tended to be the same for both;
- 'to make you feel more confident' was not seem as relevant to gambling;
- 'to take risks' tended to be interpreted as a statement that gambling is risky rather than a motivation and so could be dropped.

Recommendations

- Alter 'because it's what you do with your friends when you get together' to 'because it's **something** you do with your friends/**family** when you get together' so as to include family and also acknowledge that respondents may not do it every time they get together with friends or family.
- Alter this statement so that it reads 'to win back money you have lost **or owe**' so that people who gamble to pay off debts can say so here
- As respondents had difficulties with understanding this question (in terms of knowing whether the question referred to frequency of gambling or frequency of motivations, and in terms of whether the question referred to feelings when gambling or motivations prior to gambling), we recommend three alternative questions. After discussions at an expert panel, the first option presented was chosen to be included in the British Gambling Prevalence Survey 2010, though all options have advantages and disadvantages.

Option 1

- Reword the question to emphasise that respondents should consider reasons for gambling, rather than feelings that are a result of gambling.
- Use the wording – ‘Here are some reasons people have given of why they gamble. For each one, please state whether they are reasons why **you** gamble. Please think of all the different types of activities you have just mentioned including (activities done in the last 12 months).
- Use the answer scale Always/ Almost always, Sometimes, and Never.
- Reword the statements to read for example: ‘I gamble to be sociable’, ‘I gamble to take risks’, ‘I gamble to forget my worries’ etc.

Option 2

- Reword the question so that it refers to the importance of each motivation for gambling so that it is possible to emphasise that the interest is in respondents’ motivations FOR gambling and move away from the use of a frequency scale and the need to refer to ‘when you gamble’ which was misinterpreted. This would also avoid the problem of respondents feeling that the question referred to or implied the frequency with which they gambled.
- The following wording may be considered – ‘How important are/were the following reasons in motivating YOU to gamble?’ (although it may be better to avoid referring to ‘motivating’)
- The answer scale would therefore be Very Important, Fairly Important, Neither Important nor Unimportant, Fairly Unimportant and Very Unimportant.
- Certain statements would need rewording if this approach was adopted. The new wording would be, for example: Buying something you dream of; being sociable; forgetting your worries.

Option 3

- Ask respondents about level agreement that each statement applies to them: alter the question so that it asks ‘Below are some reasons for gambling. For each one, tick whether you agree or disagree that **you** gamble for that reason’ and include the answer options ‘Strongly Agree, Agree, Neither Agree nor Disagree, Disagree and Strongly Disagree’.
- The motivation statements would be reworded to ‘I gamble to be sociable’, ‘I gamble to take risks’, ‘I gamble to forget my worries’ etc.
- This option has the advantage that it may also potentially identify sub groups of people who report gambling because of one factor but actively disagree that they gamble for other factors. The disadvantage is that respondents may move back to considering the question to be about attitudes to gambling and this may be problematic for some statements – for example respondents may want to agree that gambling is risky even if that is not a reason for them to gamble.
- Other studies looking into gambling motivations have used this Likert scale approach, for example Clarke et al, 2007⁴; Lee et al, 2006⁵; Chantal et al, 1994⁶.

⁴ Clarke D, Tse S, Abbott M, Townsend S, Kingi P, Manaia W (2007) Reasons for starting and continuing gambling in a mixed ethnic community sample of pathological and non-problem gamblers. *International Gambling Studies*. 7(3):299-313.

- If the question were retained as it is, we recommend the following:
- Reverse the answer scale so that the most frequent answer option is first and the least frequent last.
- Split 'almost never/never' into two answer options – 'never' and 'almost never'.
- The wording of the question as it is assumes that the respondents still gamble. Alter to the wording to reflect the fact that they may not anymore e.g. **when you gambling/when you used to gamble, or in a main survey only route current gamblers to this question.**
- Alter the 'almost always' option to 'almost always/always' to balance out the scale and reflect that people may 'always' gamble for a particular reason.

⁵ Lee C, Lee Y, Bernhard B, Yoon Y. (2006) Segmenting casino gamblers by motivation: a cluster analysis of Korean gamblers. *Tourism Management* 27:856-866.

⁶ Chantal Y, Vallerand R, Vallieres E (1994) Motivation and gambling involvement. *Journal of Social Psychology*. 135: 755-763.

7 Summary of findings and recommendations

Findings and recommendations specific to individual questions can be found in the main body of this report. Here, we shall highlight a few key issues that apply to a number or all of the questions tested.

Recall

Recall was problematic for a number of the questions tested. Respondents struggled to remember when their first gambling experience was throughout Q1-4. Whereas some respondents had a very clear memory of when they had first gambled, for example, buying a Lottery ticket on their 16th birthday, others were only able to guess at an age, for example, one respondent guessed he was around 14 or 15 when he first started playing on slot machines. Those respondents who were unsure of the exact age did, however, did feel confident that they had identified the correct age to within a couple of years of what it may have been. As respondents are being asked to think back to potentially the first few years of their life, it is difficult to see how more accurate answers could be obtained.

Recall was also a problem throughout Q5-9 where respondents were asked to think about when their last interview with NatCen was. It was clear that respondents were not able to accurately remember when this was and so the time reference periods in which they were thinking about were all difficult. Unlike with the problem discussed above, this one is easier to resolve. Respondents either need to be told the date of their last interview OR the questions need to ask them about a specific time period, for example, the last year. However, it is also clear that even where respondents correctly recalled the timing of their previous interview they did not always use that as the reference period in answering the questions. This is an issue about reference periods rather than recall.

Definitions

The need for a clear definition of 'gambling and betting' has been discussed previously in detail. It is one of our main recommendations that this be included so as to ensure that respondents are considering the same activities when answering these questions. The cognitive testing clearly highlighted the problems that arose because a lack of definition:

- Respondents were not thinking about activities that fall under the definition, for example, the Lottery;
- Respondents felt that the questions were irrelevant to them because they did not appreciate that they took part in any gambling or betting activities;
- Respondents were unsure what to consider at each question, particularly with the early gambling experiences questions.

This can be overcome by providing a definition and by including a question which involves a list of gambling types early in the questionnaire. Respondents would be encouraged to think about all relevant gambling activities early on in the set of questions – they would then be more likely to continue to think about specific, relevant activities at the questions that follow.

Mode and Presentation

Although it is not known what mode a potential longitudinal study of gambling would use, this cognitive testing highlighted some factors to consider should a paper self completion format be used. There may be different issues to consider in terms of formatting and presentation were a different mode used. The questionnaire that was used can be found in Appendix B.

The layout that was used was occasionally problematic. For example, at Q1 there was evidence to show that respondents simply saw the 'PLEASE WRITE IN AGE' instruction and failed to read the question properly/at all. This suggests that their eyes are being drawn immediately to this part of the page; reducing the spacing between the question and the answer options may prevent this mistake occurring.

Respondents sometimes failed to read the instructions (written in italics) or if they did, they misunderstood them. For example, respondents misinterpreted the 'Tick one box on each line' at Q2 to mean 'Tick one box on each vertical line'. This instruction could be improved by altering the wording to read 'Please tick Yes or No for each' or something similar. The layout could also be improved here to support what the instructions refer to. The grid layout that was used at Q10 was found to be helpful and all respondents followed the instruction to 'Tick on box each line' and answered this question easily. This layout could be applied to Q2 and other similar questions.

A final recommendation that we make in relation to the presentation of the questions concerns the text types used. In our questionnaire all questions were written in 'bold'. We recommend that questions should be written in normal text so that the 'bold' function can be used to highlight certain key words in the questions.

Appendix A : DSM-1V scores

At the end of each interview, respondents were given a separate questionnaire which was also issued to them when they participated in the BGPS 2007. The data from this questionnaire is used to produce the DSM-IV score which classifies whether someone is a problem, at risk or non problem gambler.

Classification from BGPS 2007 data	New Classification 2009
Problem	Problem
At risk	Problem
At risk	Non Problem
At risk	Non Problem
Non problem	Non Problem
Non problem	Non Problem
Problem	At Risk
Problem	Non Problem
Problem	Non Problem
At risk	No data
At risk	Non Problem
At risk	Non Problem
At risk	Non Problem
At risk	At Risk
Non problem	Non Problem
At risk	Non Problem
Non problem	Non Problem
Non problem	Non Problem

Appendix B



Main Questionnaire

Serial Number: _____

Date of interview: ___/___/2009

Completing the questionnaire

Most of the questions can be answered simply by ticking the box next to the answer and following the arrows which tell you which question to answer next. If there are no arrows, simply carry on to the next question. Your feedback to the interviewer will help us in designing a questionnaire which will be used to look at how people's experiences of gambling change over time. Thank you for your time.

Q1 At what age did you first start gambling or betting for money?

PLEASE WRITE IN AGE _____

I have never gambled or bet for money

**→ END OF
QUESTIONNAIRE**

Q2

When you first started gambling or betting for money were you mainly with...

Tick one box on each line

	Yes	No
...your friend(s)?	<input type="checkbox"/>	<input type="checkbox"/>
...your work colleague(s)?	<input type="checkbox"/>	<input type="checkbox"/>
...your father/step father?	<input type="checkbox"/>	<input type="checkbox"/>
...your mother/step mother?	<input type="checkbox"/>	<input type="checkbox"/>
...your brother(s)?	<input type="checkbox"/>	<input type="checkbox"/>
...your sister(s)?	<input type="checkbox"/>	<input type="checkbox"/>
...your spouse/partner?	<input type="checkbox"/>	<input type="checkbox"/>
...another male relative (e.g. grandfather, uncle, cousin)?	<input type="checkbox"/>	<input type="checkbox"/>
...another female relative (e.g. grandmother, aunt, cousin)?	<input type="checkbox"/>	<input type="checkbox"/>

Q3

Did you live with the person/people who you first gambled with?

Tick one box only

Yes

No

I mainly gambled by myself

Q4

Do you remember winning when you first started gambling or betting for money?

Tick one box only

- Yes, clear memory of specific win
- Yes, remember some wins from around that time
- No, did not win
- No, cannot remember wins or losses from that time

Q5

Since your last interview with NatCen has your overall gambling involvement stayed the same, increased or decreased?

Tick one box only

- Increased a lot →GO TO Q6
- Increased a little →GO TO Q6
- Stayed much the same →GO TO Q8
- Decreased a little →GO TO Q7
- Decreased a lot →GO TO Q7

Q8

Has your involvement in any of these types of gambling increased since your last interview? (This could be taking part in a different gambling activity or doing more of an existing activity)

Tick one box on each line

Yes No

Lottery, scratch cards or Football pools	<input type="checkbox"/>	<input type="checkbox"/>
Bingo (played in a hall)	<input type="checkbox"/>	<input type="checkbox"/>
Fruit/Slot machines	<input type="checkbox"/>	<input type="checkbox"/>
Table games (roulette, cards etc) in a casino	<input type="checkbox"/>	<input type="checkbox"/>
Betting in a bookmakers, by phone or at the venue	<input type="checkbox"/>	<input type="checkbox"/>
Virtual gaming machines in a bookmakers	<input type="checkbox"/>	<input type="checkbox"/>
Online gambling like playing poker, bingo or casino games for money	<input type="checkbox"/>	<input type="checkbox"/>
Online betting with a bookmaker on any event or sport	<input type="checkbox"/>	<input type="checkbox"/>
Betting exchange	<input type="checkbox"/>	<input type="checkbox"/>
Private betting, playing cards or games for money with friends, family or colleagues	<input type="checkbox"/>	<input type="checkbox"/>
Another form of gambling	<input type="checkbox"/>	<input type="checkbox"/>

09

Has your involvement in any of these types of gambling decreased since your last interview? (This could be stopping a gambling activity or doing less of an existing activity)

Tick one box on each line

	Yes	No
Lottery, scratch cards or Football pools	<input type="checkbox"/>	<input type="checkbox"/>
Bingo (played in a hall)	<input type="checkbox"/>	<input type="checkbox"/>
Fruit/Slot machines	<input type="checkbox"/>	<input type="checkbox"/>
Table games (roulette, cards etc) in a casino	<input type="checkbox"/>	<input type="checkbox"/>
Betting in a bookmakers, by phone or at the venue	<input type="checkbox"/>	<input type="checkbox"/>
Virtual gaming machines in a bookmakers	<input type="checkbox"/>	<input type="checkbox"/>
Online gambling like playing poker, bingo or casino games for money	<input type="checkbox"/>	<input type="checkbox"/>
Online betting with a bookmaker on any event or sport	<input type="checkbox"/>	<input type="checkbox"/>
Betting exchange	<input type="checkbox"/>	<input type="checkbox"/>
Private betting, playing cards or games for money with friends, family or colleagues	<input type="checkbox"/>	<input type="checkbox"/>
Another form of gambling	<input type="checkbox"/>	<input type="checkbox"/>

Q10

**Please indicate how often the following reasons apply to you when you are gambling.
Do you gamble...**

Please tick one box on each line

	Almost Never/Never	Sometimes	Often	Almost Always
a) ...to buy something you dream of?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) ...to be sociable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) ...to forget your worries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) ...because you have an urge to gamble?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) ...to escape boredom or to fill your time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) ...as a hobby or a past time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) ...to get a "high" feeling or for the "buzz"?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) ...to win back money you have lost?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) ...because you are worried about not winning if you don't play?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) ...to compete with others (e.g. bookmaker, other gamblers)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) ...to make you feel more confident?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) ...because it's exciting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you gamble...				
<i>Please tick one box on each line</i>				
	Almost Never/Never	Sometimes	Often	Almost Always
m) ...for the chance of winning big money?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) ...for the mental challenge or to learn about the game or activity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) ...because of the sense of achievement when you win?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) ...to impress other people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) ...because it helps when you are feeling stressed or depressed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r) ...because it makes you feel good?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s) ...because it's fun?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t) ...to take risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u) ...to make money?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v) ...to relax?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w) ...because it's what you do with your friends when you get together?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THANK YOU FOR YOUR HELP