

# A Deeper Dive into Positive Play

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NEW HORIZONS IN RESPONSIBLE GAMBLING, 2019

# Our presenters

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# Measuring responsible gambling in Canada

Benchmarking with the  
Positive Play Scale



Dr Richard Wood, gamres Limited

Drs Michael J. A. Wohl and Nassim , Tabri,

Department of Psychology, Carleton

University





Three key questions about RG strategy



“HOW DO WE KNOW  
IF A RESPONSIBLE  
GAMBLING STRATEGY  
IS WORKING?”



“WHICH PARTS OF A  
RESPONSIBLE  
GAMBLING STRATEGY  
WORK THE BEST?”



“WHAT WORKS BEST  
FOR DIFFERENT  
PLAYERS?”

● Measure and optimize success of your RG strategy (what works, what doesn't work?)

● Benchmark RG success or failure (i.e., is the level of player RG improving over time?)

## the Positive Play Scale (PPS)

(Wood, Wohl, Tabri, Philander, 2017)

● Segment RG strategy (e.g., by age, games played...) by what works best with different players?

● Better understand your whole player base

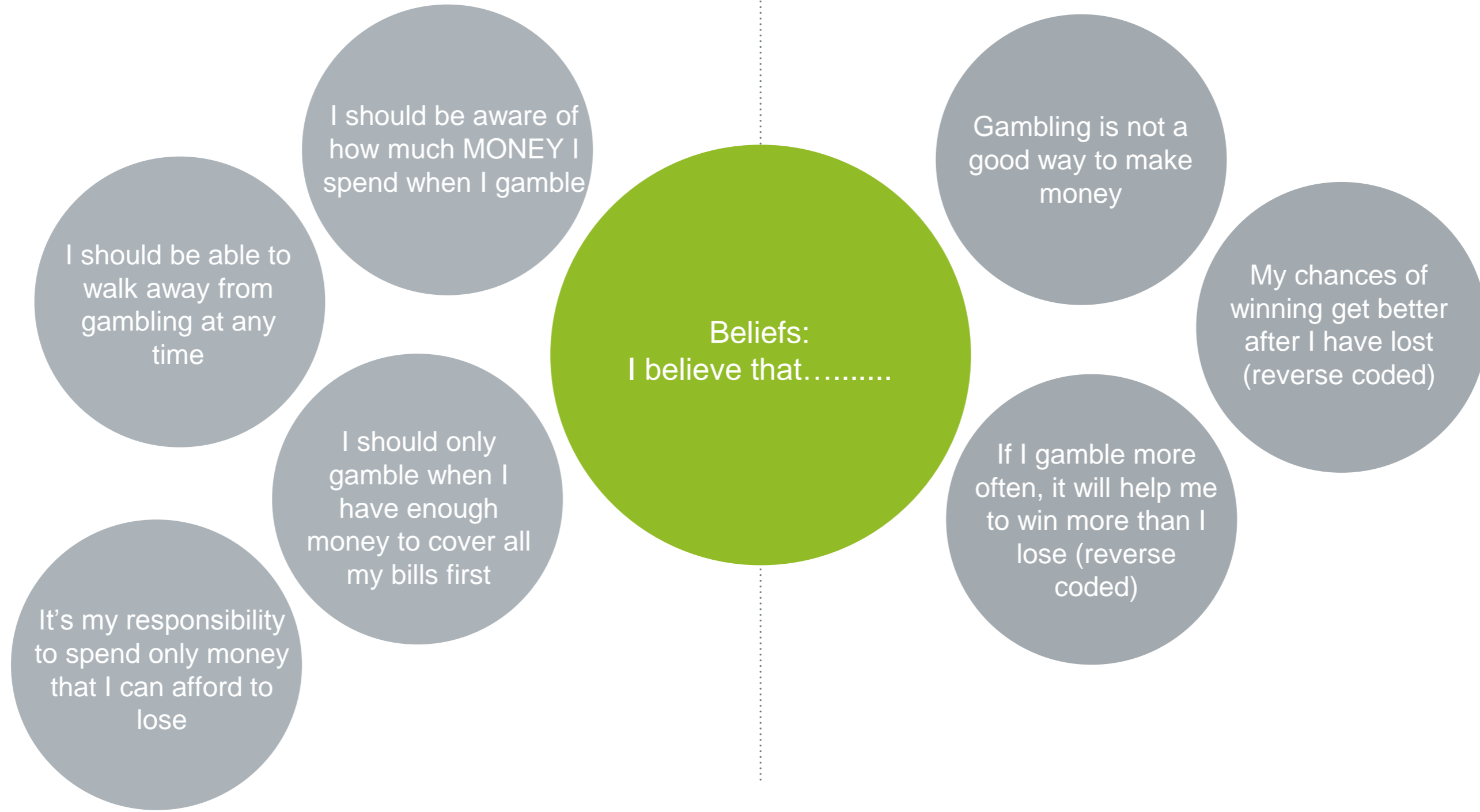
# The Properties of the PPS

There are two belief subscales:



**Personal Responsibility**

**Gambling Literacy**

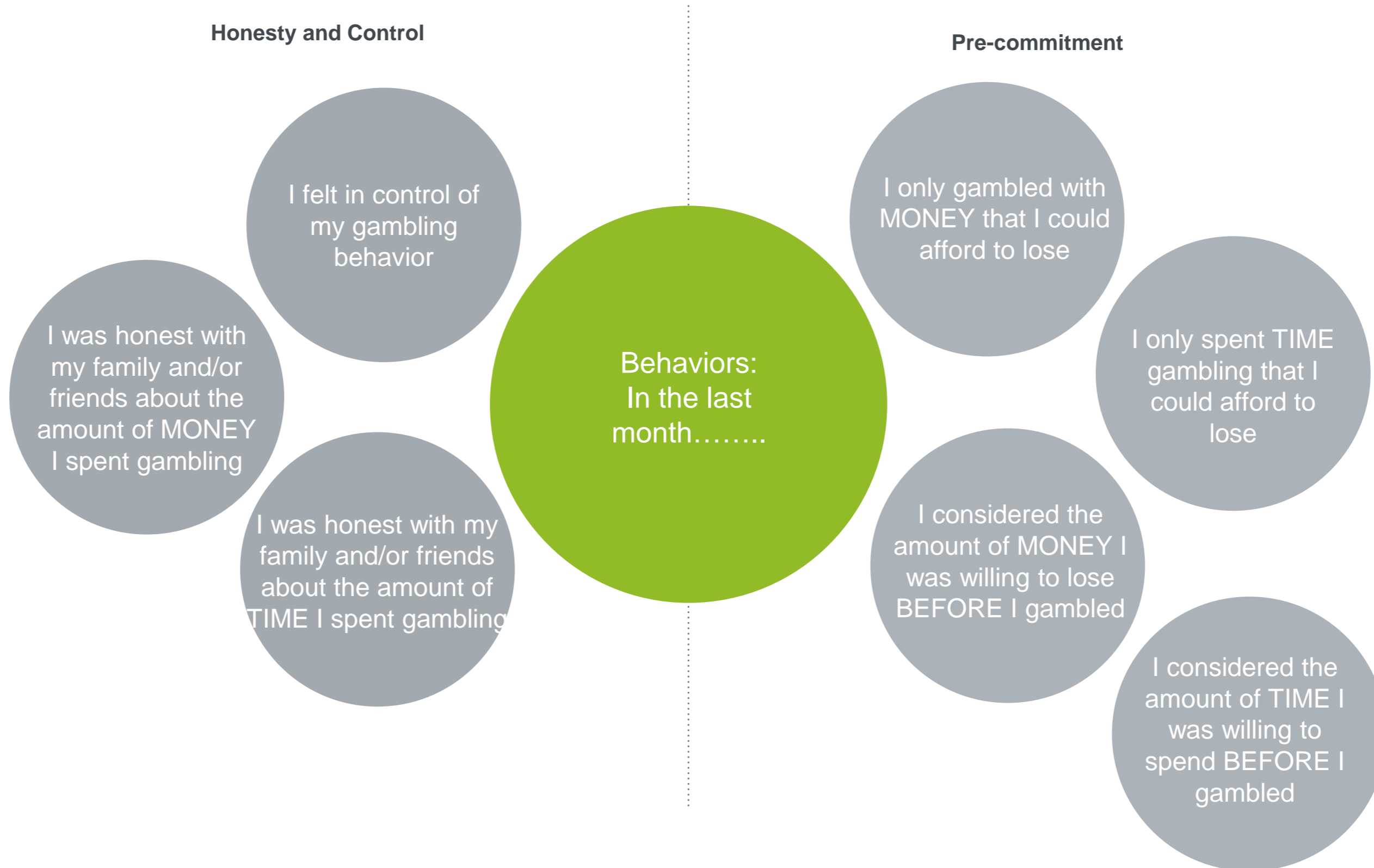


# The Properties of the PPS

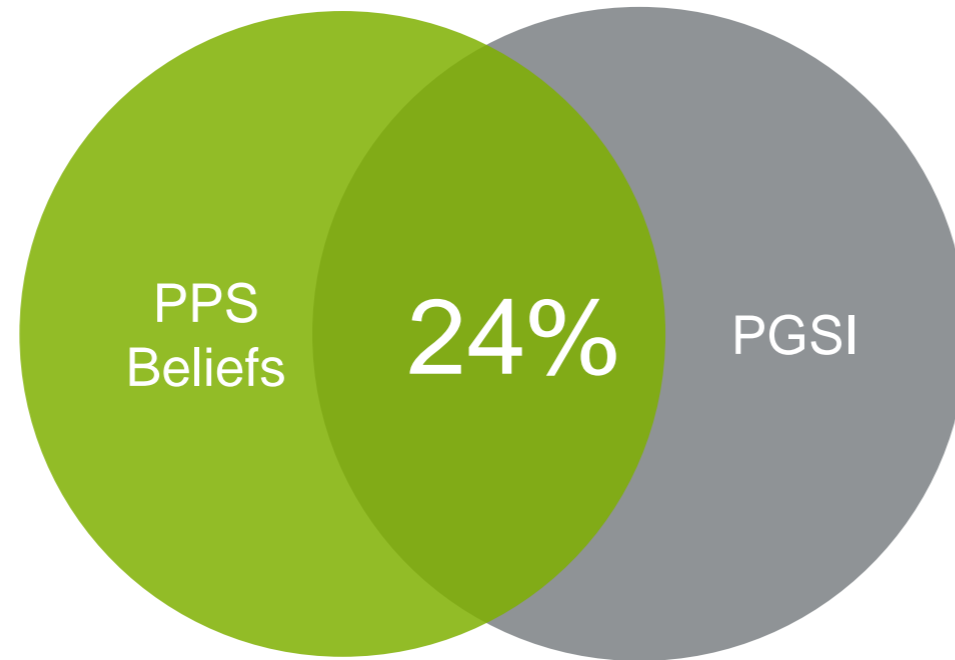
There are two behavior subscales:



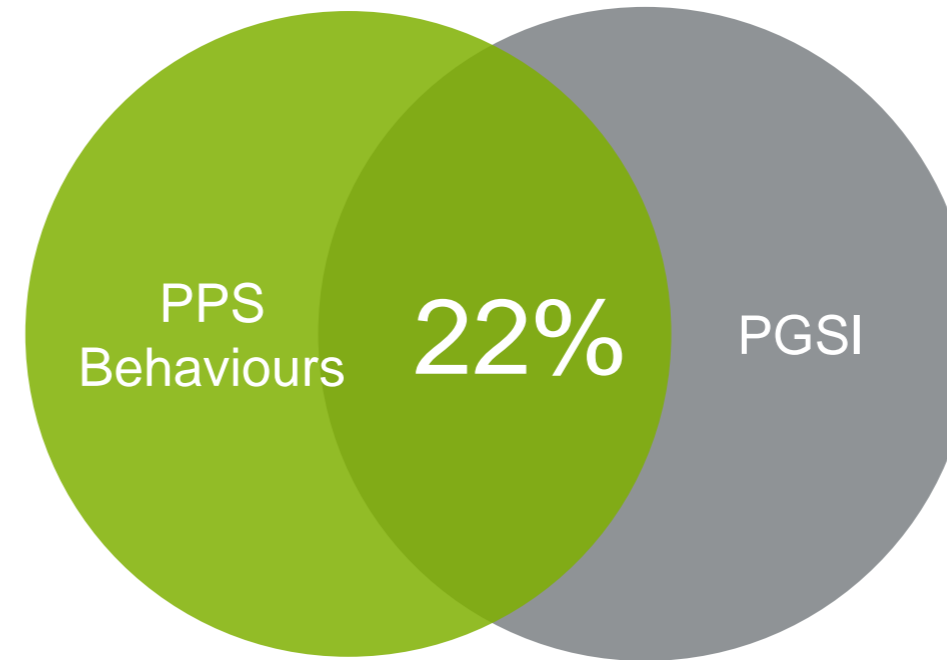




# The PPS is not a measure of disordered gambling

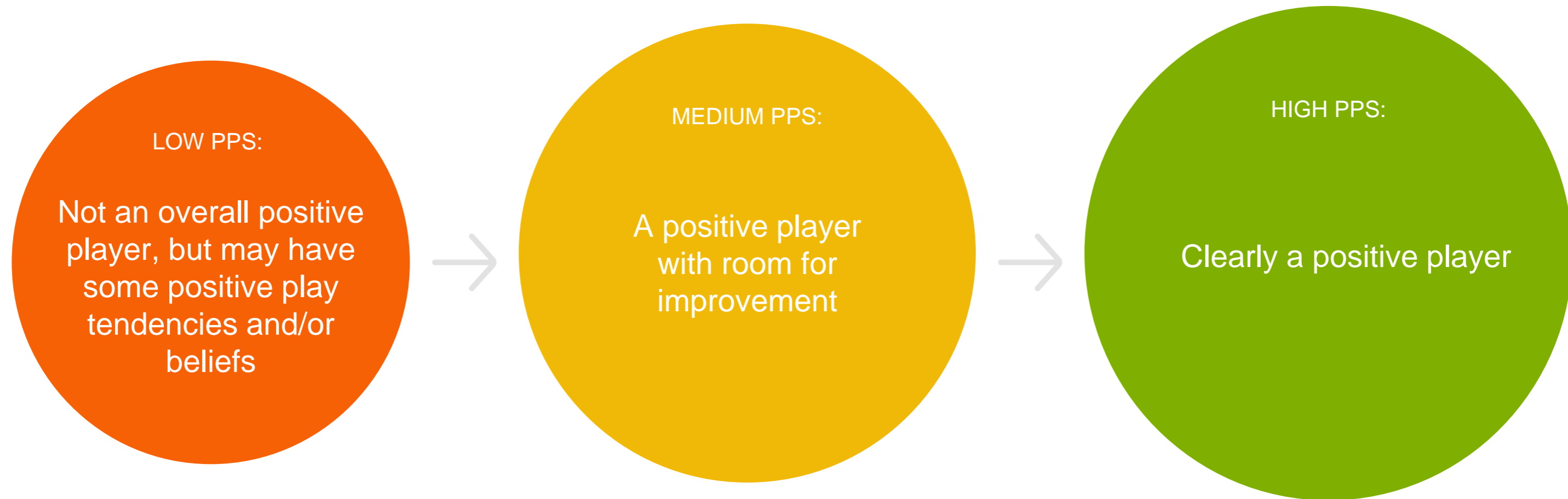


A low PPS score is not an indicator of disordered gambling. However, low positive beliefs and behaviors may contribute to disordered play (over time).



PPS beliefs and behaviors are typically moderately correlated with disordered gambling severity (as measured with the PGSI).

# Players can be placed into positive play categories



These scores constitute benchmark data that can be compared again at a later date, to help identify changes in players' RG related beliefs and behaviors.



Measuring responsible  
gambling in Canada 

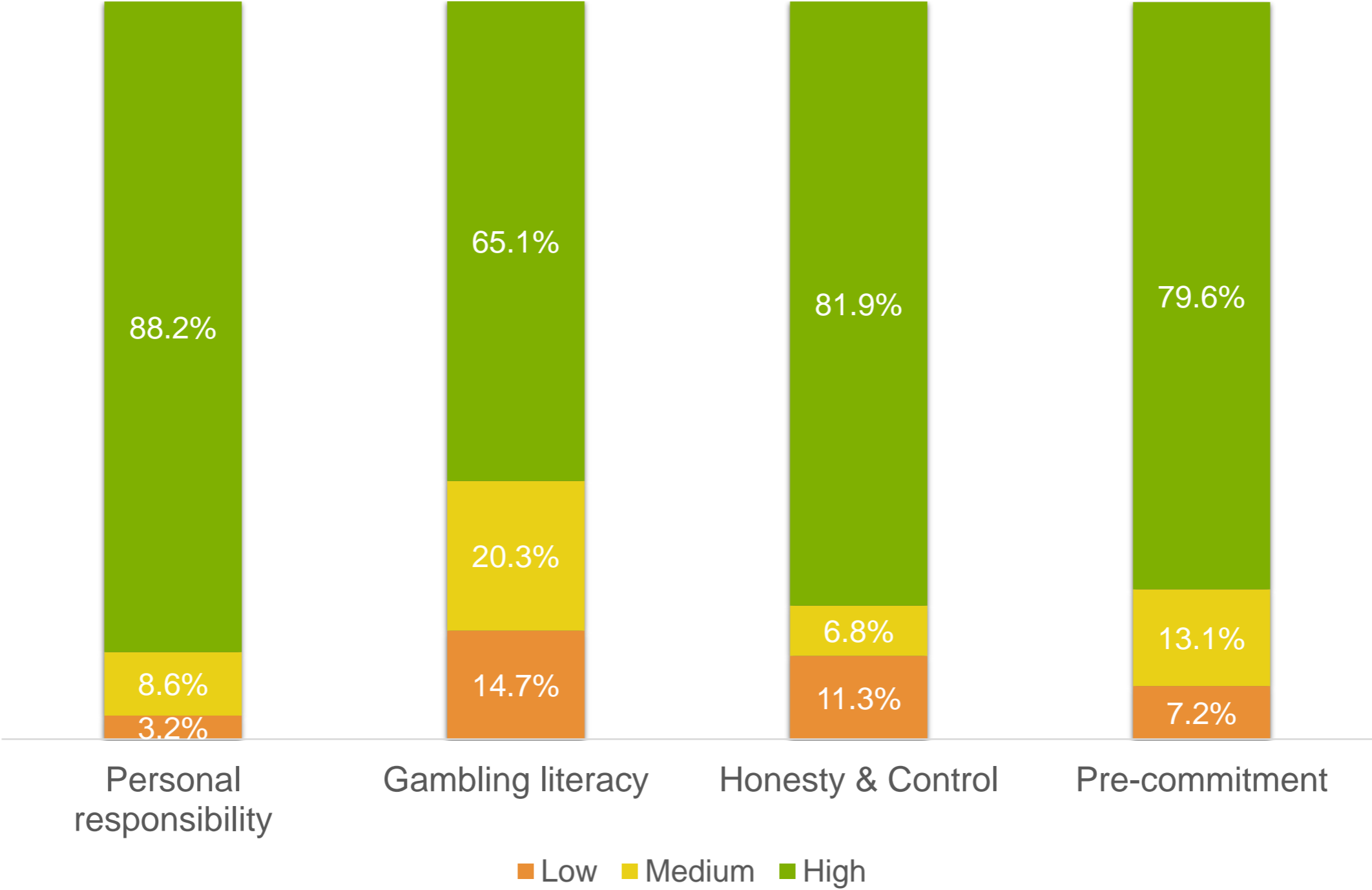




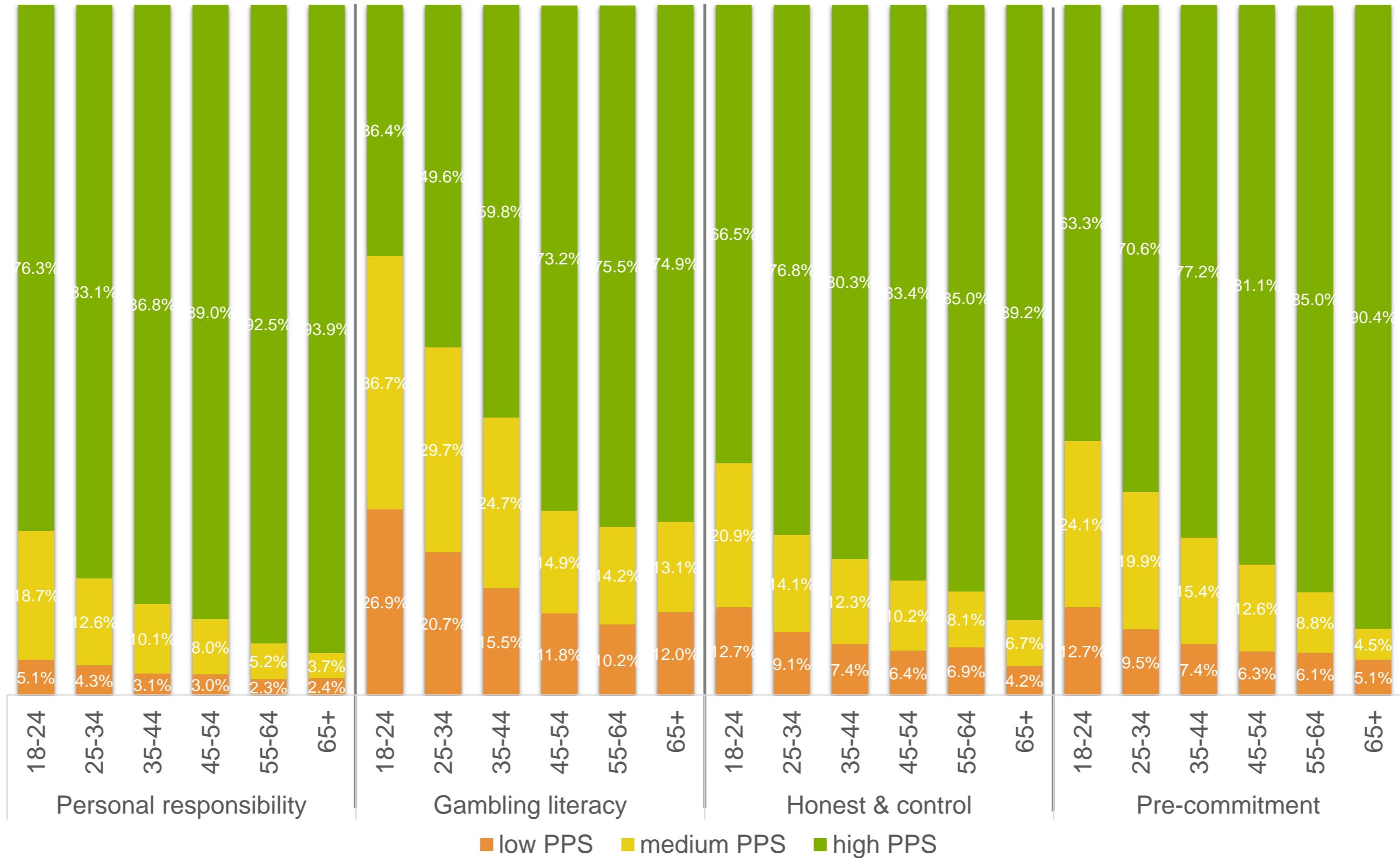
## Measuring responsible gambling in Canada

- ✓ Study commissioned by the Canadian Responsible Gambling Association (CRGA).
- ✓ In 2017, a representative sample of 7,980 players were contacted.
- ✓ Online survey including PPS, other scales and items about demographics and game play.
- ✓ 80% played in last month, all played in last year.

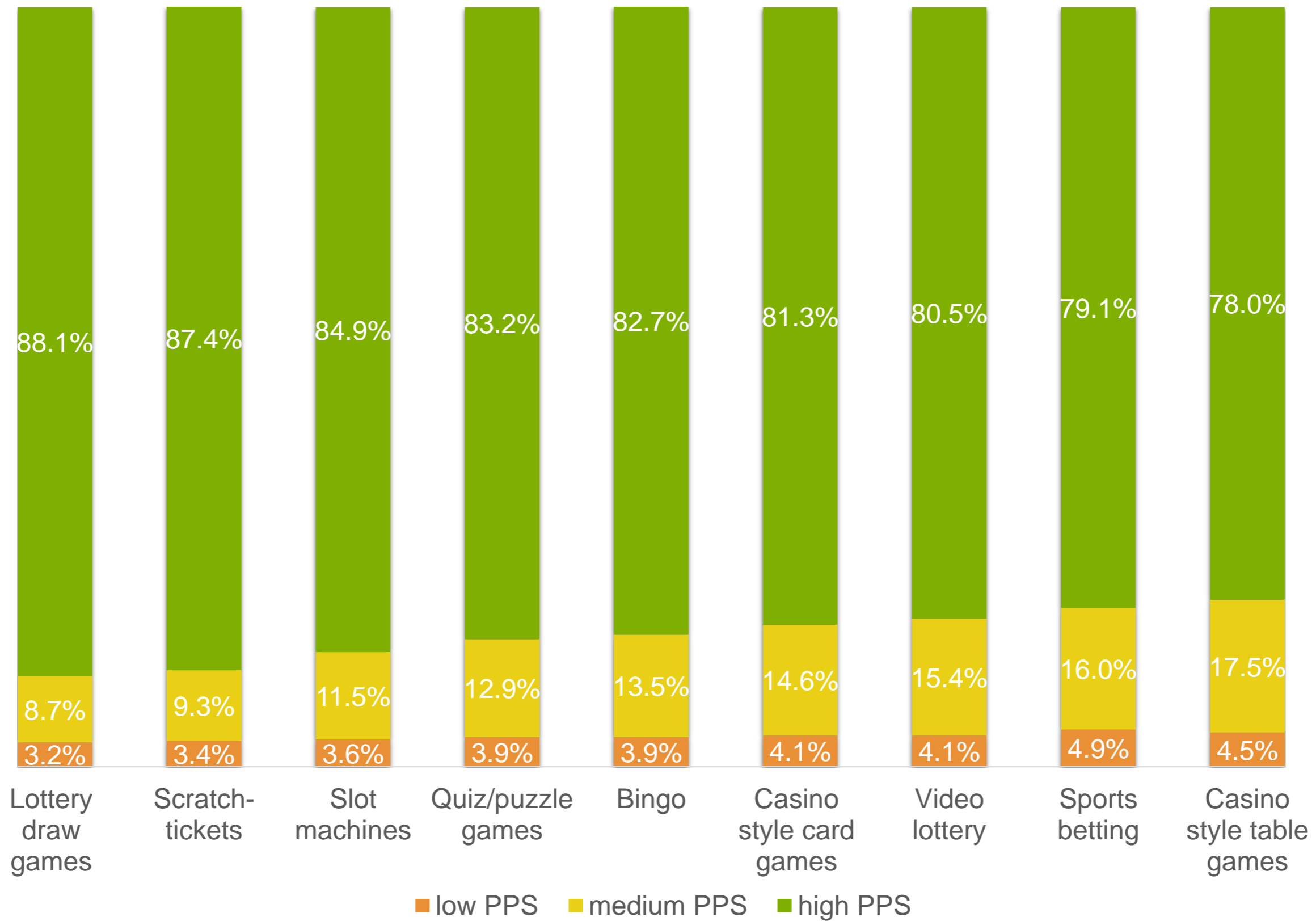
# PPS scores: all players



# PPS scores: by age

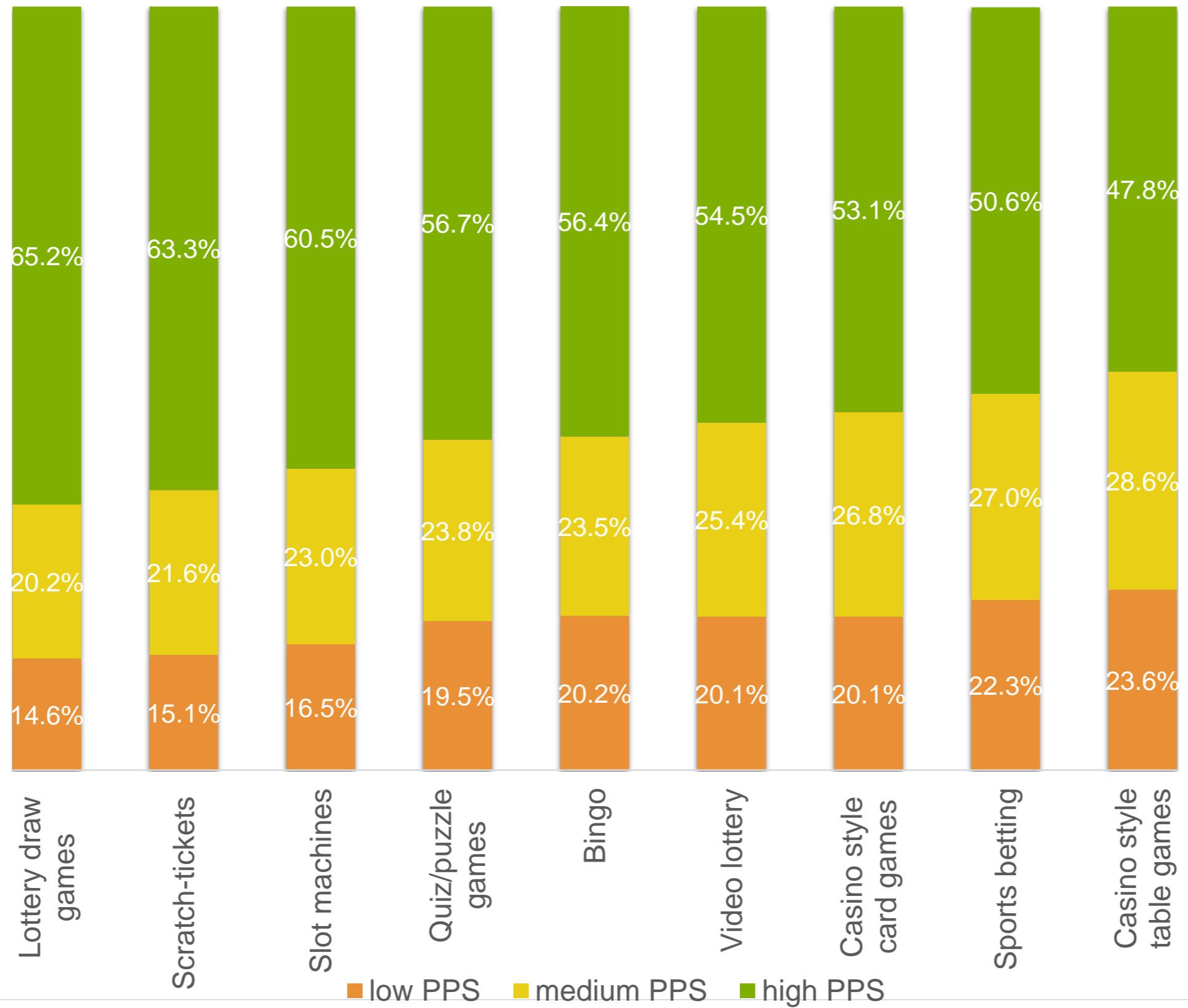


## Personal responsibility scores: Land-based games

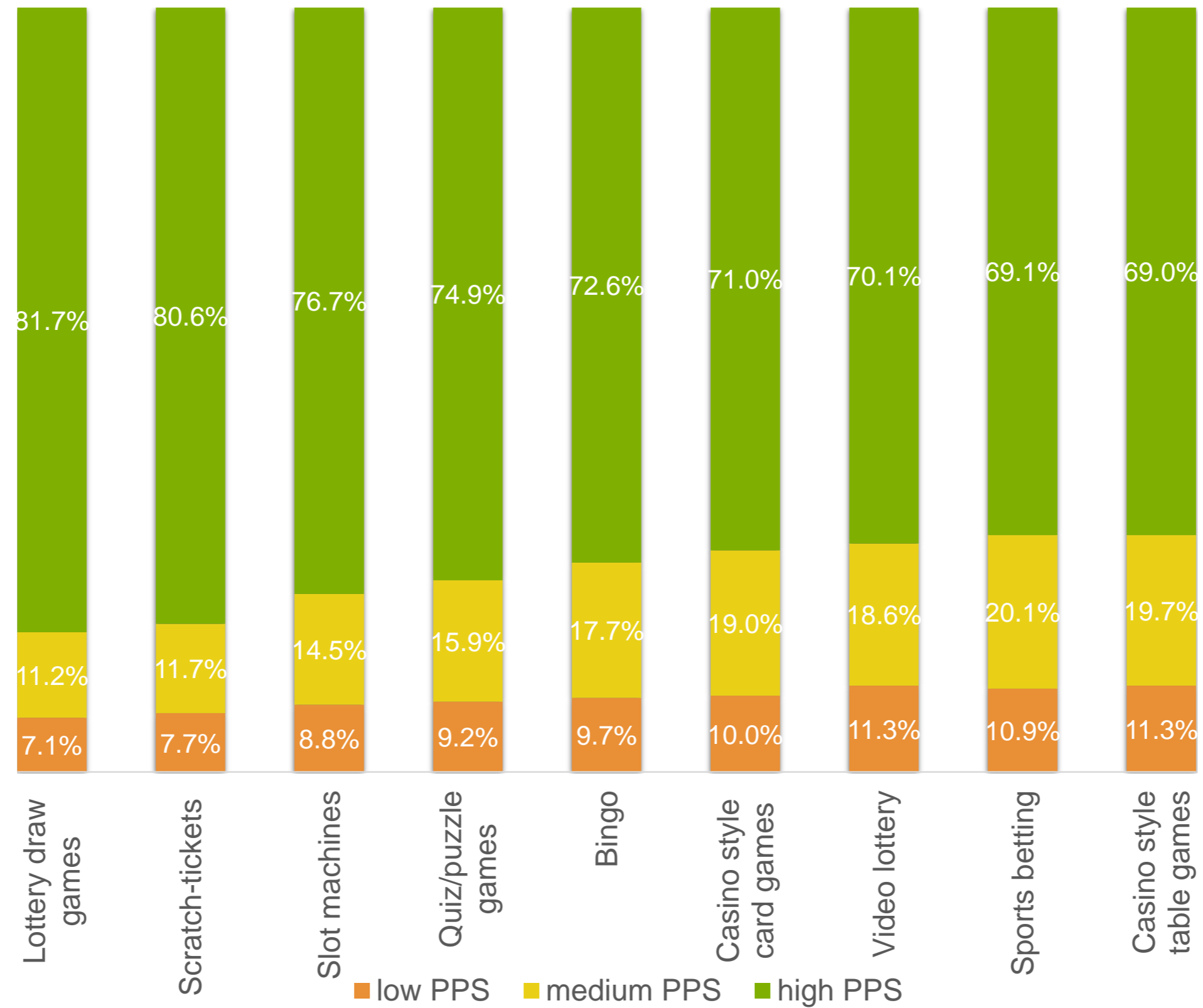




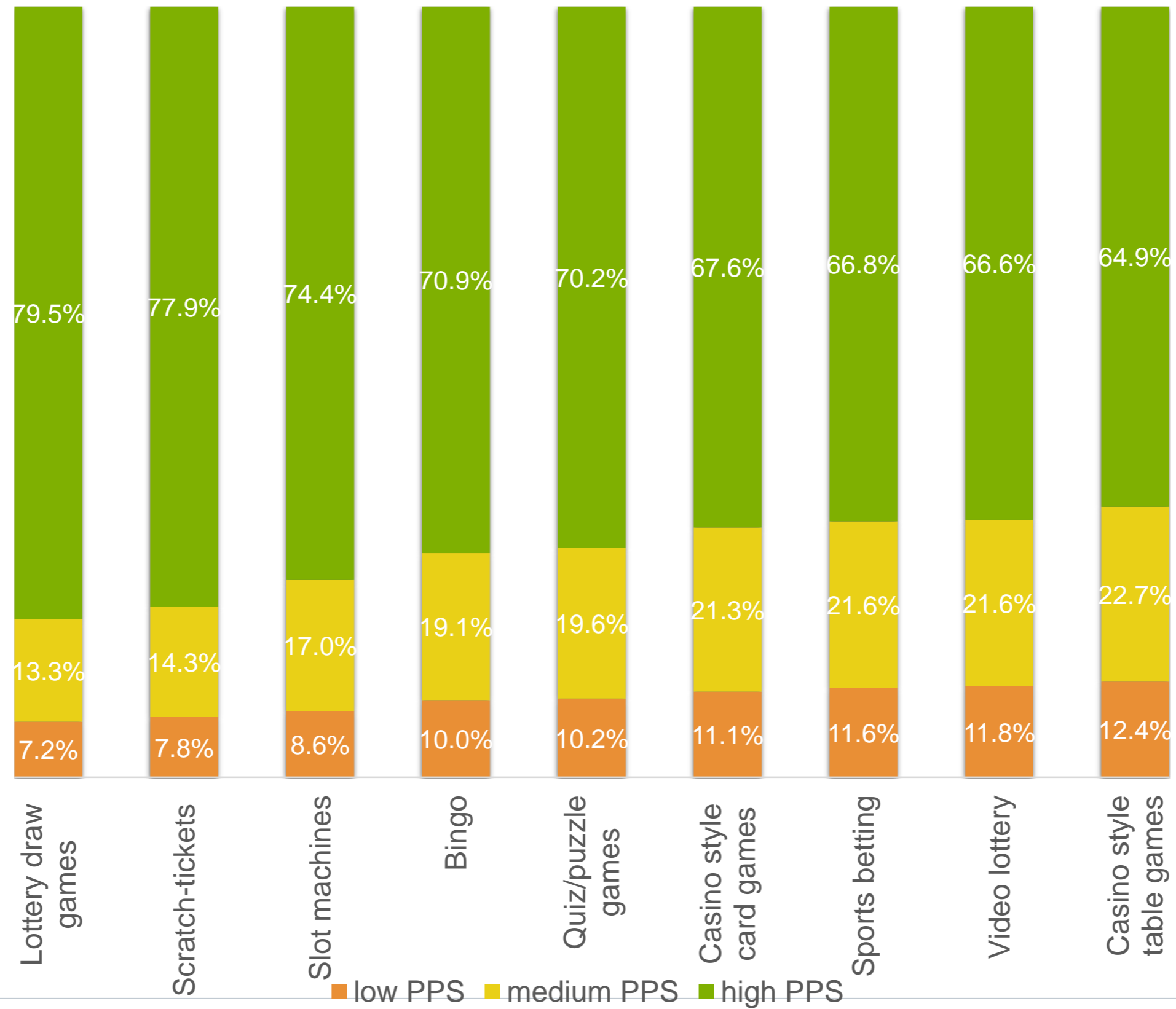
# Gambling literacy scores: Land-based games



## Honesty and control scores: Land-based games



# Pre-commitment scores: Land-based games



# Conclusions

01

Most Canadian players scored high on the PPS, demonstrating that they engage in responsible gambling behaviours and have a good understanding about how to play responsibly.



02

Players scored lowest in terms of their *gambling literacy*, pointing to an area of interest for future RG strategic planning.

03

Younger players scored lower than older players on every PPS sub-scale. A potentially useful strategy could be to focus more RG attention on younger players.



04

Targeting specific player segments likely to be more effective than a one-size-fits-all approach. Using the PPS over time can help optimise RG strategy and more effectively utilise resources.

Publication available on request:

Wood, R. T.A., Wohl, M. J., Tabri, N., & Philander, K. (2017).  
Measuring responsible gambling amongst players: Development of  
the Positive Play Scale. *Frontiers in Psychology*, 8, 227.

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# Positive Play Research Outcomes

(MBLL 2018)

Relationships With Gambling Literacy Subscale		
RELATIONSHIP	SIGNIFICANCE	DESCRIPTION
<b>Marital Status</b>	Statistically Significant	Widowed or divorced = lower gambling literacy.
<b>Gender</b>	Statistically Significant	Males tend to have a lower gambling literacy.
<b>Household Income</b>	Notable (not significant)	Lower household income = lower gambling literacy.
<b>Education</b>	Notable (not significant)	Lower education = lower gambling literacy.
<b>Customer Satisfaction</b>	Statistically Significant	Lower customer satisfaction = lower gambling literacy.

# Positive Play outcomes guide campaigns

- Manitoba PPS research outcomes are helping us build more effective campaigns.
- The segments with lower Gambling Literacy become our targets:
  - Widowed / Divorced / Single
  - Male (55+)
  - Lower household income
  - Lower education

# Shifting Positive Play Behavior

- **Gambling Literacy:** Opportunity to influence customers:
  - A clear repeatable message ... and understandable
  - A short term advertising calendar capable of delivering multiple campaigns.
  - An advertising platform that is capable of attracting the attention of gamblers.
- MBLL's 'Randomness' campaign almost complete
- Research will follow to assess gains with target groups



# Demonstrating ROI for RG

- Correlation between low gambling literacy and low casino customer satisfaction (MBLL 2018)
- Improving gambling literacy has double the benefit (sustainable customers and satisfied customers)
- One way to demonstrate the ROI for RG on the business.

# Wins Are Always Random

## Messaging Examples

Four messaging examples for slot machines, each featuring a speech bubble with text and an icon:

- Example 1:** "You can wear your lucky socks. **JUST REMEMBER, SLOT MACHINE WINS ARE RANDOM.**" (Icon: Slot machine)
- Example 2:** "A hot machine is just a myth. **SLOT MACHINE WINS ARE ALWAYS RANDOM.**" (Icon: Unicorn head)
- Example 3:** "However long you play, **SLOT MACHINE WINS ARE ALWAYS RANDOM.**" (Icon: Clock)
- Example 4:** "You can try to sweet talk your machine. **JUST REMEMBER, SLOT MACHINE WINS ARE RANDOM.**" (Icon: Slot machine)

Each example includes the GameSense logo in the bottom right corner.

## Elevator Wrap Example

Elevator wrap example featuring a chimney graphic and a speech bubble:

**COMING DOWN THE CHIMNEY**

is the only way to get a hot seat here.

**WHEREVER YOU SIT, casino wins are random.**

GameSense logo is present in the bottom right corner.

# BCLC & Positive Play Scale

Ryan Persaud, Director of Enterprise Business Intelligence



# BCLC's Journey with PPS

## 1. Development



- Received proposal Nov 2015
- Supported development by providing BCLC player sample
- Phase I: Item selection (40 potential items to be included in PPS)
- Phase II: Scale construction and validation
- Phase III: Final Index and Reporting

## 2. Ongoing Learning



- Collecting results since Nov 2016 on PH Tracker
- Methodology comparisons: online vs. telephone
- Compared to Problem Gambling Severity Index (PGSI)
- Cross-tabulated by BCLC's Player Health Segmentation

## 3. Making It Real

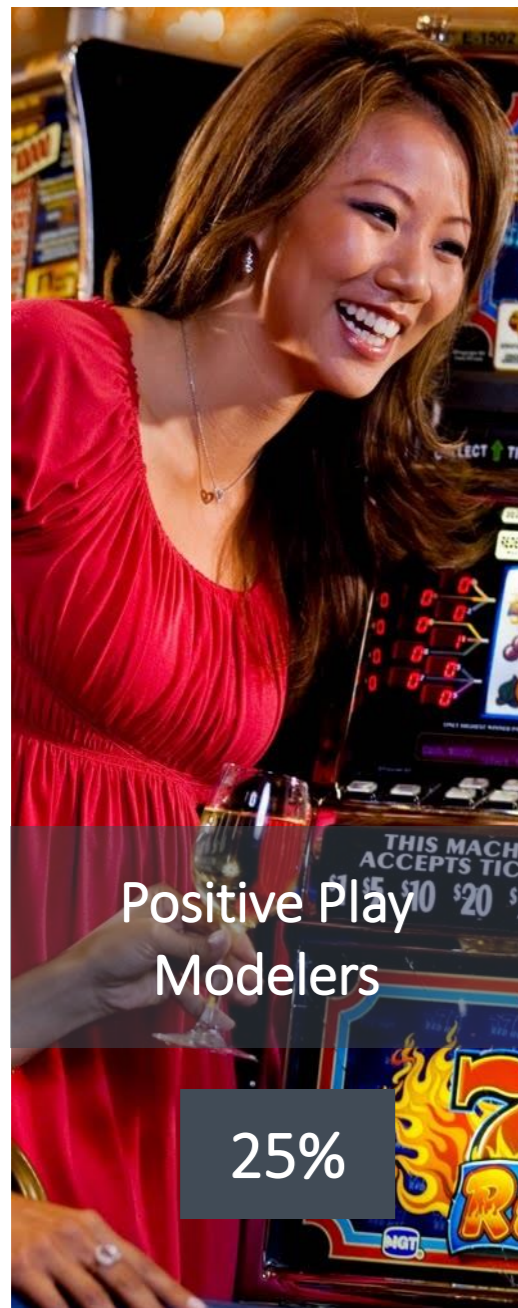


- Focusing on defining measures for BCLC
- Internal socialization and education
- Setting targets

# High PPS x PGSI



# 5 Player Health Segments



Positive Play Modelers

25%



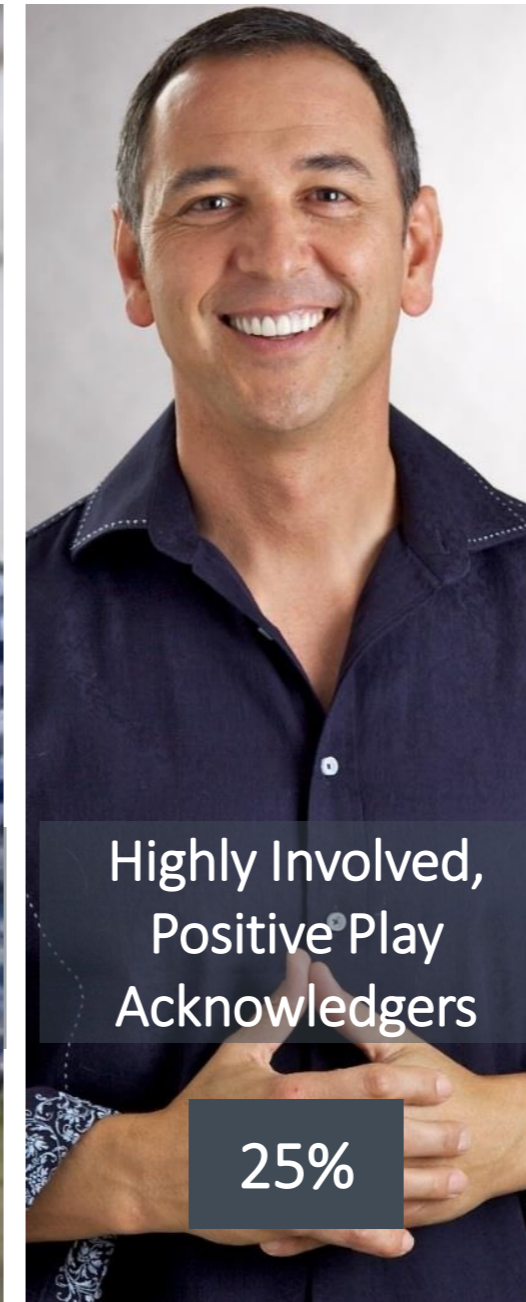
Low Exposure, Low Involvement

21%



Lotto & RG Receptive

19%



Highly Involved, Positive Play Acknowledgers

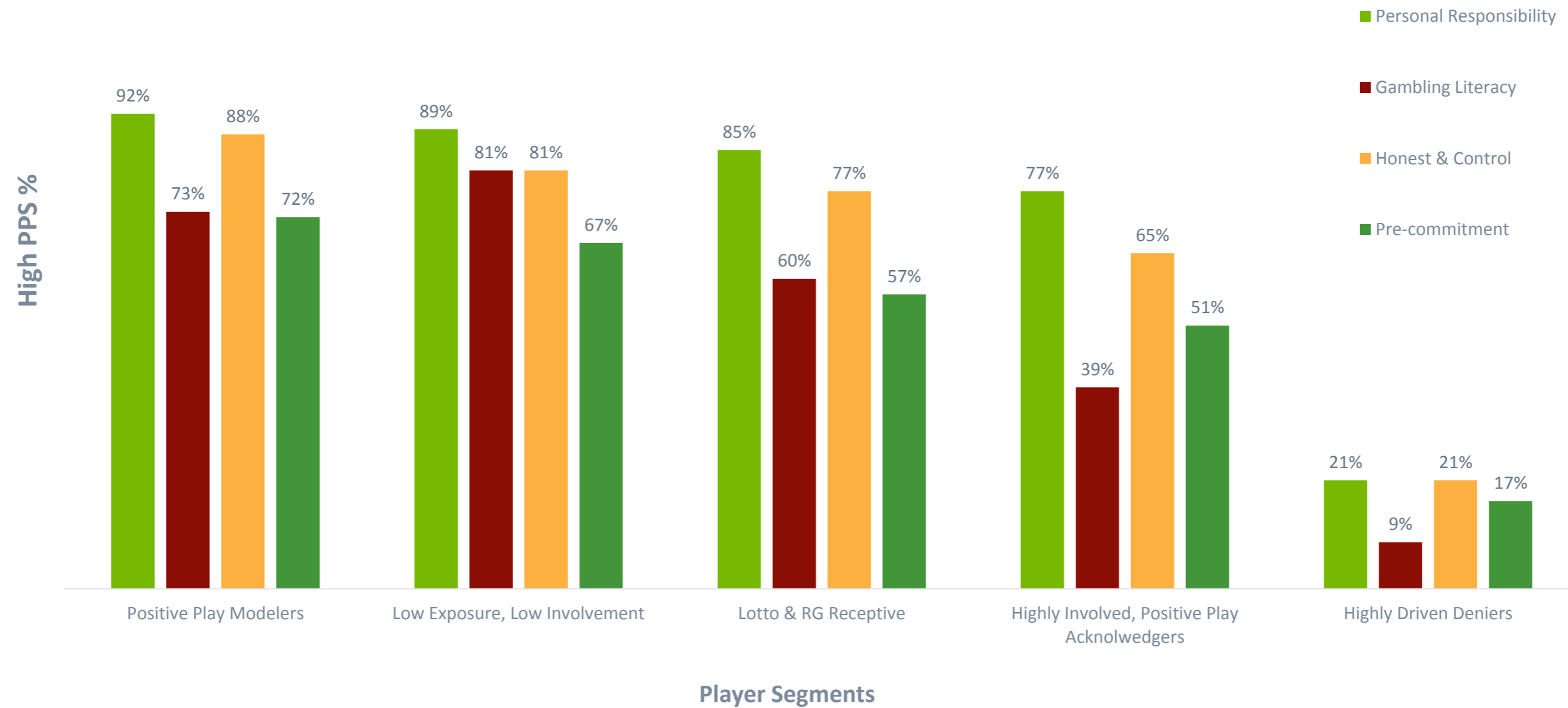
25%

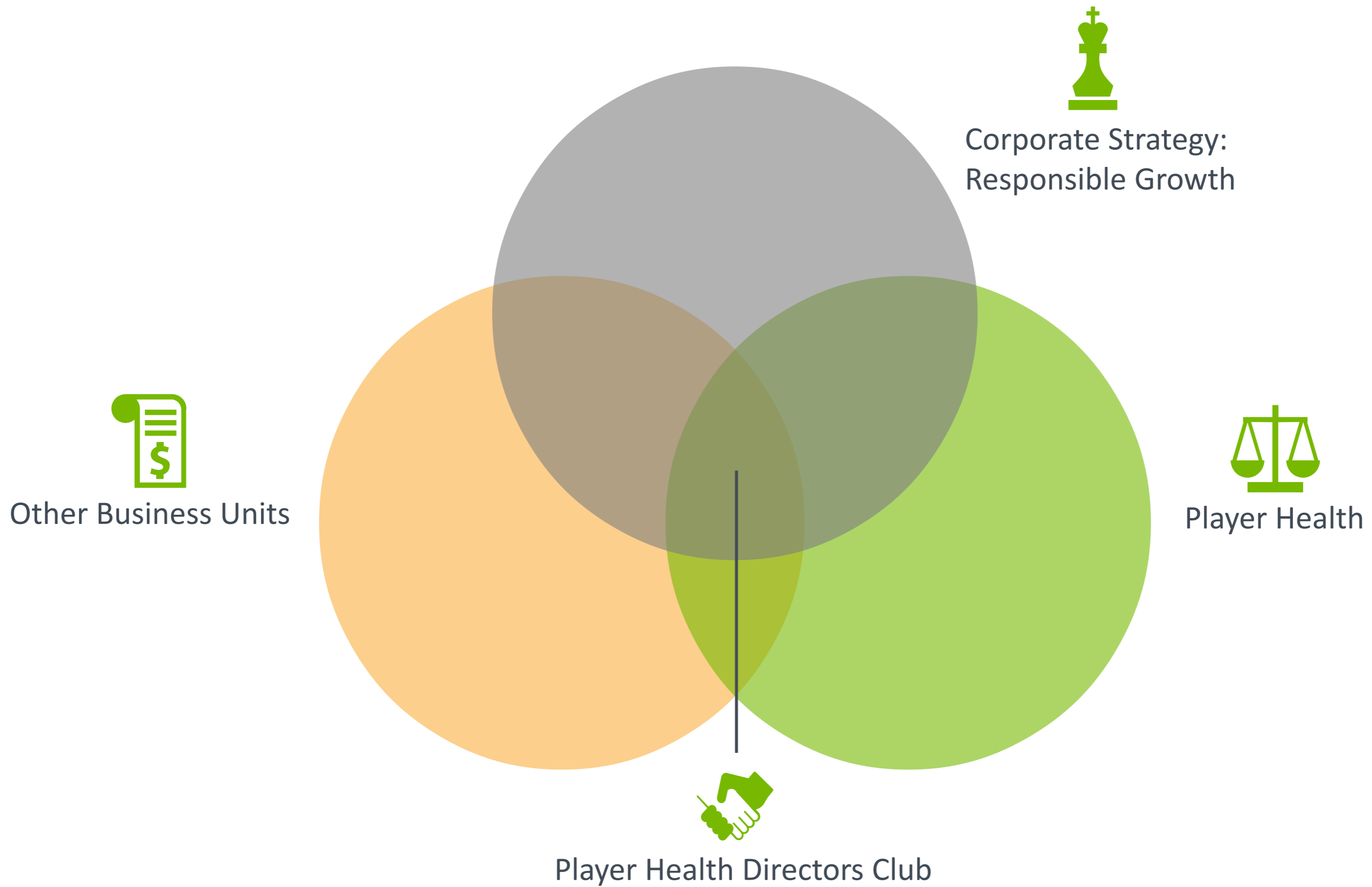


Highly Driven Deniers

10%

# High PPS x Player Segments

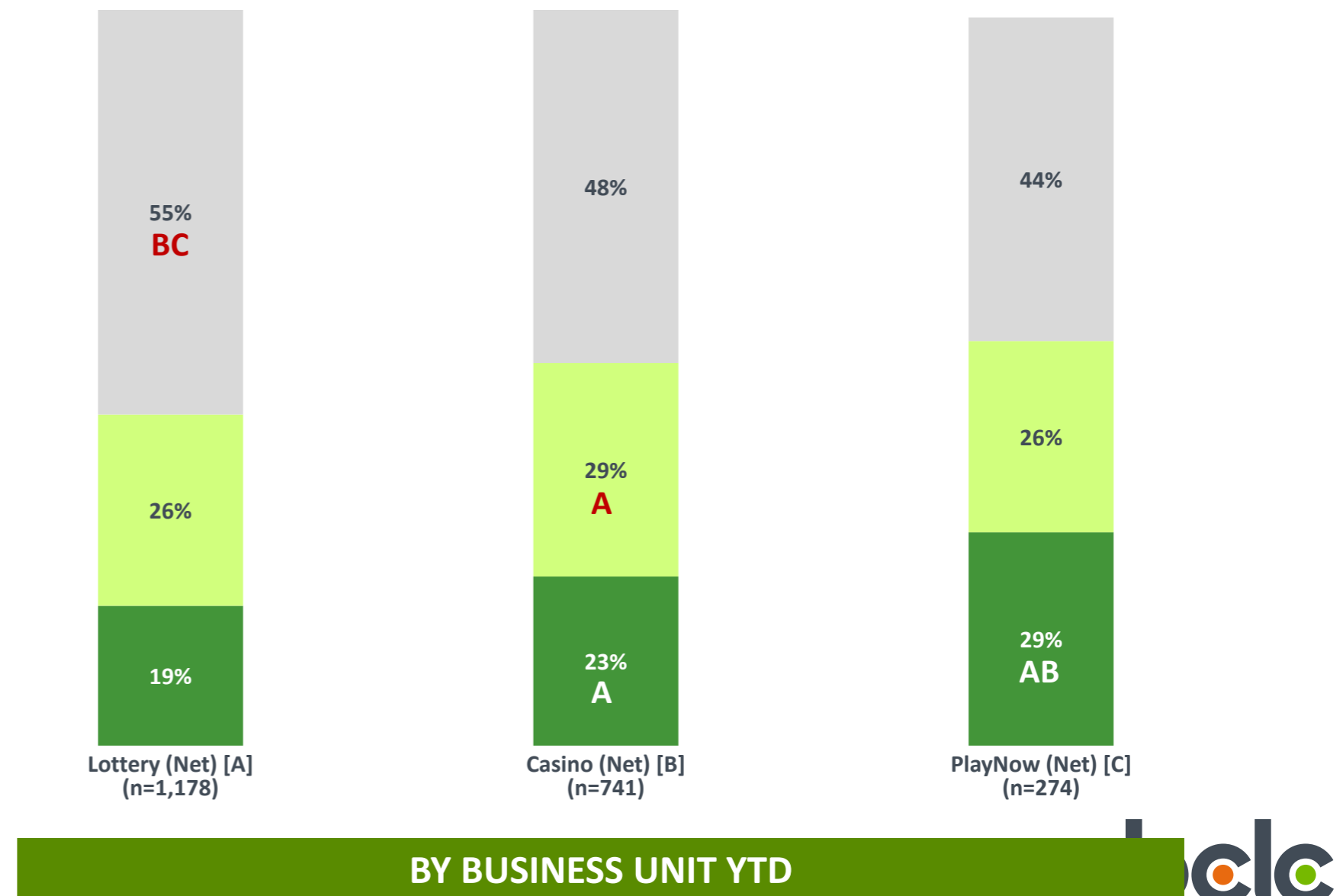
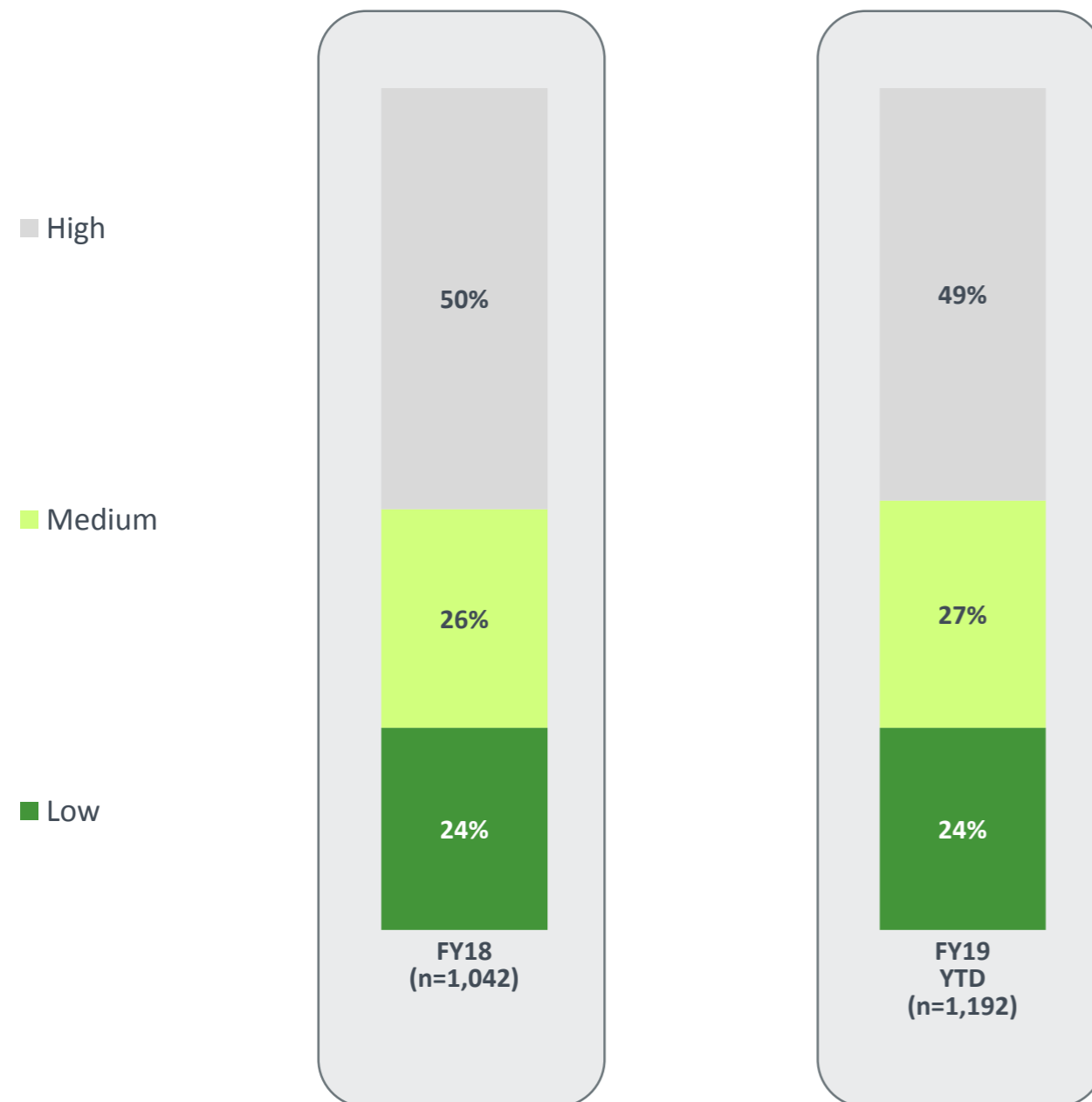






# Gambling Literacy: By Business Unit

FY20 Targets Set: 52%

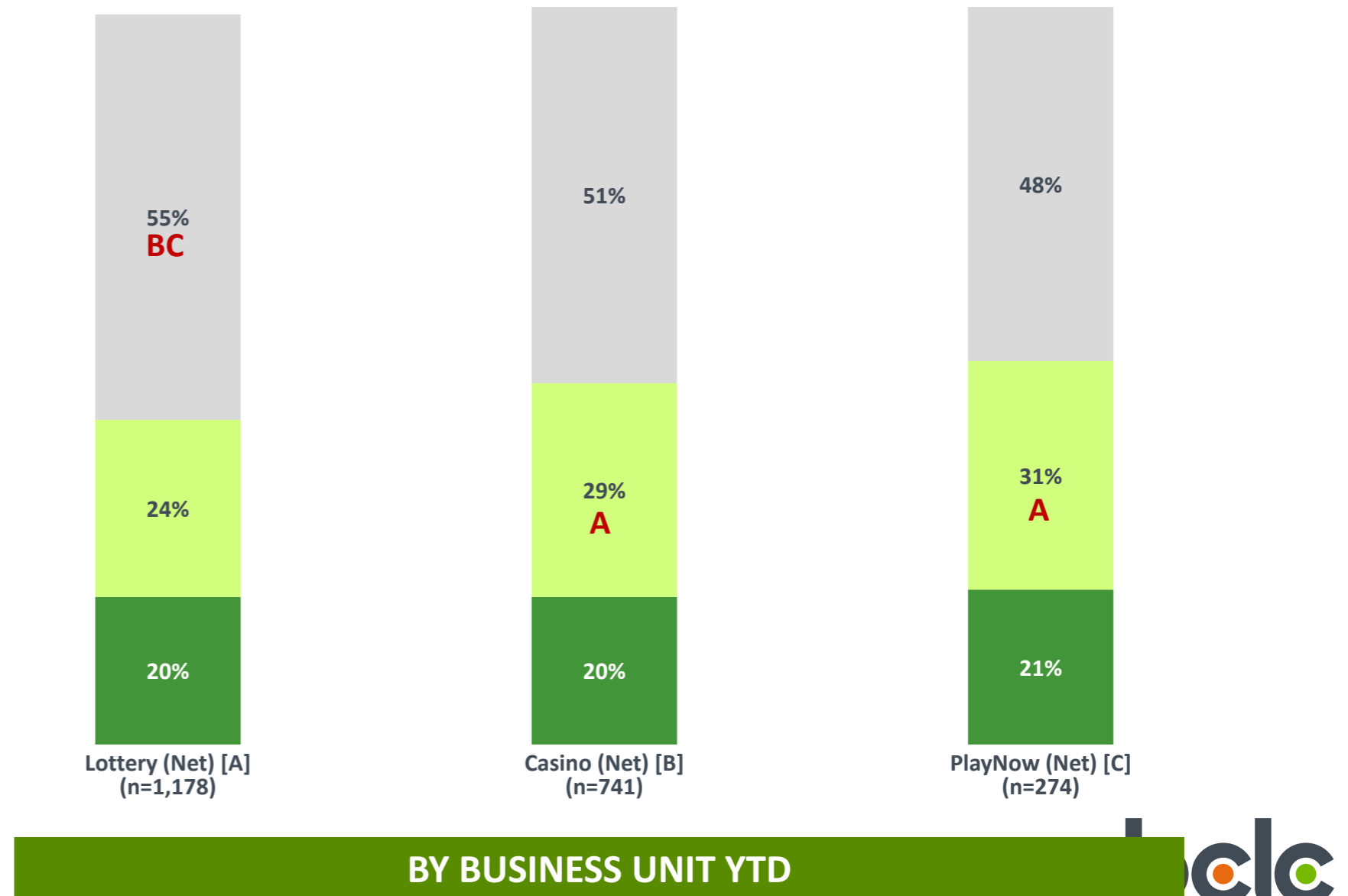
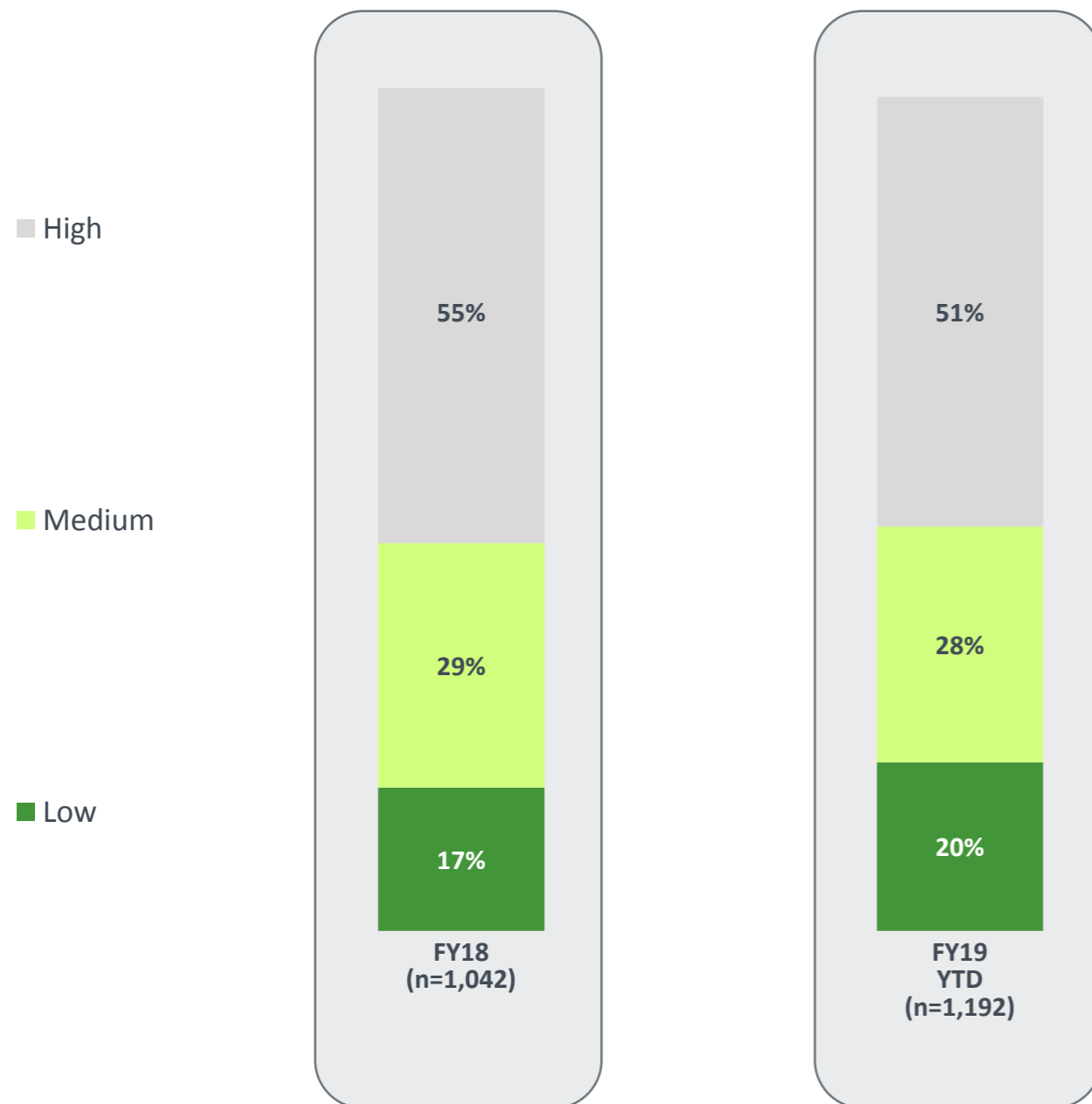


**ABC** Significantly higher than subgroup indicated by letter. (at 95% confidence level).



# Pre-commitment: By Business Unit

FY20 Targets Set: 56%



**ABC** Significantly higher than subgroup indicated by letter. (at 95% confidence level).



# Planned Initiatives

## Gambling Literacy

- Develop ongoing content for GameSense program that included targeted messaging for special populations
- Effectively communicate returns on slot machines

## Pre-Commitment

- Rollout PlayPlanner across the province
- Develop and execute player-focused educational activities, including player self-assessments
- Assess PlayNow play management tools

# Thank you

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# Questions/Discussions

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