The Influence of Venue Characteristics on a Player’s Decision to Attend a Gambling Venue

Background
Gambling venues attract many people. Why people choose a particular venue for gambling activities has not been well explored. Further, linking particular venue characteristics to gambling behaviour (especially in relation to electronic gaming machines), has not been carefully examined, nor have the links between venue characteristics and problem gambling.

Aims
A national study to 1) analyse why gamblers choose to gamble where they do; and 2) analyse the venue characteristics to determine whether certain features of different types of premises are more or less likely to attract and/or maintain problem gamblers.

Methods
Primary methods comprise a national telephone survey of 500 gamblers and a national online survey of 200 gamblers in treatment.

Outcomes
This study is the first comprehensive examination of gaming venue characteristics and will advance knowledge and inform governments and other stakeholders about how characteristics of different types of venues contribute to problematic gambling behaviour; gambler choice of gambling venue and destination; and the features of venues that contribute protective or risk factors for problem and at-risk gamblers.