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Profiling Lady Luck: An Empirical Study of Gambling and Problem Gambling Amongst Female Club Members

by Nerilee Hing and Helen Breen

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Profiling Lady Luck: An Empirical Study of Gambling and Problem Gambling Amongst Female Club Members

Abstract

This paper helps to address a deficiency of gender specific research into gambling. It focuses on gambling participation, gaming machine play and problem gambling amongst 1,257 female respondents to a telephone survey of 3,000 members selected randomly from the membership lists of six of the largest clubs in Sydney, Australia. Using predominantly non-parametric tests, results identify a range of behaviors that characterize the gambling activities of female club members when compared to their male counterparts. Testing four hypotheses revealed that, when compared to male club members, the females had a higher preference for bingo, lotto, lotteries, pools and gaming machines; they gambled less frequently on off-course and on-course betting, casino table games and hotel gaming machines, but more frequently on bingo; they were more likely to display patterns of gaming machine play that maximize playing time; and they experienced problem gambling at levels comparable to males. Further research questions arising from the study's findings are discussed.

Introduction

Recent literature on gambling has commented on a lack of gender specific research, both into gambling in general and problem gambling in particular (Lesieur and Blume, 1991; Thomas, 1995; Brown and Coventry, 1997; Johnson and McLure, 1997). This is problematic because non-gender specific research into gambling runs the risk of focusing only on issues particularly relevant to men (Johnson and McLure, 1997), and of ignoring how, why, when and where women gamble and the impacts this has. While this paper does not examine all possible aspects of female gambling, it provides some comparisons between male and female gambling, in order to advance the understanding of female gambling behavior.

More specifically, this paper focuses on certain aspects of gambling participation, gambling patterns and problem gambling amongst 1,257 female respondents to a survey of 3,000 members of registered clubs in Sydney, the capital city of the state of New South Wales (NSW) Australia. These aspects of female gambling are compared to those for 1,743 male respondents to the same survey, to illuminate certain aspects of gambling that might be distinctive to women. Thus, the analysis aims to identify for this sample:

- how female participation in various gambling activities differs from male participation;
- how female patterns of gaming machine play differ from male patterns;
- how the prevalence of problem gambling amongst females differs from males.

The paper firstly provides some background on registered clubs in Australia to highlight their role as major providers of gaming machines, particularly in the state of NSW. Next, it briefly reviews the literature to develop specific research hypotheses. The methodology is then explained before the results of the study and hypotheses testing are presented. A discussion of possible areas for future research concludes the paper.

Registered Clubs

Registered clubs in Australia are voluntary, not-for-profit organizations established by people sharing a common interest to pursue or promote that interest (Registered Clubs Association, 1999:3). For most, this common interest encompasses sport, returned services affiliation, social and community interests, workers' and professional interests, or ethnic or religious affiliations. Each of a club's members buys an annual share or membership in the club, thereby contributing to a common fund for the benefit of members (McDonald, 1980:1). To become a member requires nomination and seconding by two existing club members and payment of a small annual fee, often as low as $2. Club revenue is derived from various types of gambling, predominantly gaming machines, as well as alcohol, meals, entertainment and sporting fees.

Registered clubs in NSW are major providers of gaming machines on international, national and state levels. Since gaining the legal right to operate gaming machines in 1956, the growth of machine gambling in NSW clubs has been fostered by increasingly expansionist government policies, lack of serious competition and tolerant societal attitudes. By 1997-98, NSW registered clubs collectively operated 72,429 machines, representing a 9.1 percent share of the estimated 798,307 gaming machines worldwide, 40 percent of all gaming machines in Australia, and 74 percent of those in NSW (NSW Department of Gaming and Racing, 1998; Productivity Commission, 1999:2.10, 12.5). They generated an annual turnover of over $24 billion, contributed more than $480 million in state taxes and provided club gross profits of around $2.4 billion, representing about 60 percent of collective NSW club income (NSW Department of Gaming and Racing, 1998:20-21; Productivity Commission, 1999: 12.5-12.6, 20.1, 20.14). About 42 percent of the 1,436 NSW registered clubs with gaming machines are located in Sydney (NSW Department of Gaming and Racing, 1998:26).

At the time of the study, registered clubs were the only venues in NSW legally allowed to operate a particular type of gaming machine, known as a poker machine, outside the then temporary Sydney Harbor Casino which operated 500 machines. Since this time, 1,500 gaming machines have become available in the permanent Star City Casino and NSW hotels have been authorized to operate up to 30 machines each. However, the clubs still hold the

major market share and remain the most common type of venue in NSW where gaming machines are played. The clubs also provide off-course betting agencies (totalizator agency boards or TABS), keno, raffles and bingo.

Research into Female Gambling Participation: Preferences and Frequency

Gambling traditionally has been viewed as a male leisure activity as not all types of gambling have been equally accessible or culturally acceptable for women (Ohtsuka, Bruton, Borg, DeLuca and Imms, 1995). A wide range of gambling activities from the stock exchange to horse racing has been available for men with the accompanying image of individualistic risk taker, innovator and speculator. Women have been expected to follow more feminine, nurturing, less publicly speculative roles (Syme, 1996; Brown and Coventry, 1997).

These cultural norms may have contributed to different levels of participation in gambling by men and women. Research appears to indicate that the scope of gambling activities undertaken by women is narrower (Volberg and Banks, 1994; Hraba and Lee, 1996), although consistent evidence for this is hampered by the different methodologies, sampling procedures and rigor of related research. Lesieur and Blume (1991) speculated that women prefer legal forms of gambling, particularly gaming machines and casinos, and are less likely to use TAB or on-course betting despite their legality. Empirical studies in the United States partially support this contention. For example, Lindgren, Youngs, McDonald, Klenow and Schriner (1987) and Mark and Lesieur (1992) found that men participate in lotteries, casino games, sports betting and stock/commodity speculation, while women gravitate towards bingo. In a random telephone survey in Iowa, Hraba and Lee (1996) found consistent gender patterns to those of Lindgren *et al.* (1987) for sports betting, stock/commodity speculation and bingo, but identified a higher percentage of women than men who gamble at casinos.

Similar, although not identical, patterns have been observed in Australia. In a random sample survey of community gambling patterns in South Australia, Delfabbro and Winefield (1996) found that men were more likely to have gambled on racing, sports, keno, lotto games, cards, dice, roulette and video cards, while women preferred bingo. Using a variety of methods and non-random samples, Brown and Coventry (1997) observed that women gamblers tend to prefer gaming machines and, to a lesser extent, casinos. In NSW, a random sample survey by the Australian Institute for Gambling Research (1998) found that women preferred lotto/lotteries, pools/bingo and gaming machines, but favored keno, cards, racing, casino and sports betting less than men did.

One explanation for the variable and inconclusive findings discussed above is that gambling preferences are culturally based, being influenced by the availability and social acceptance of different types of gambling for both males and females (Productivity Commission, 1999). While most studies found a preference amongst females for bingo, results for other types of gambling were inconsistent. However, the extensive availability and social acceptance of gaming machines in NSW, particularly for club members, suggests that gaming machines may also feature highly amongst gambling preferences for women. This contention is

supported by the only comprehensive NSW study to investigate differences in gambling preferences between the genders (Australian Institute for Gambling Research, 1998). The same study found that women also showed a marked preference for lotto, lotteries and soccer pools. Thus, the first hypothesis is that:

H_1 the female club members will have a higher preference for bingo, lotto, lotteries, pools and gaming machines than the male club members.

Prior research has yielded even less consistent results for gender differences in the frequency of gambling participation. In the United States Hraba and Lee (1996) note that gender differences in the frequency of gambling are not clear from previous research. However, in Australia, a NSW random sample study by the Australian Institute for Gambling Research (1996) identified that males gamble more frequently than females on instant lottery, racing, gaming machines, keno and pools. A later replicated study (Australian Institute for Gambling Research, 1998) indicated that women gambled less frequently than men did, but it did not report results for different types of gambling. The meager, variable and inconclusive research findings discussed above mean there is little empirical evidence to hypothesize with any confidence the exact nature of any gender differences for gambling frequency for different types of gambling. Instead, it is simply hypothesized that differences will exist. Thus, the second hypothesis is that:

H_2 the female club members will differ from the male club members in terms of frequency of participation in different types of gambling.

Research into Female Patterns of Gaming Machine Play

Apart from gender differences in gambling participation in terms of preferences and frequency, other differences in gambling patterns may exist between males and females. Due to the predominance of machine gambling amongst all forms of gambling in Australia and NSW, and because the sample was drawn from members of venues which are the largest providers of machine gambling at national and state levels, this study focused on gender differences in patterns of gaming machine play.

It was hoped that this investigation would help fill a void in current literature. To the authors' knowledge, there has been little research conducted into patterns of gaming machine play. Indeed, the limited research conducted has tended to focus on differences in playing behavior between high and low frequency players (for example, Dickerson, 1996), or on differences in expenditure between males and females, with this consistently found to be lower amongst females than males (Australian Institute for Gambling Research, 1994; Australian Institute for Gambling Research, 1996; Delfabbro and Winefield, 1996). Other aspects of gambling

patterns, such as preferred types of machines, usual bet sizes and time spent playing have not been comprehensively investigated.

However, research into female motivations for gaming machine play provides some basis for speculating that patterns of gaming machine play may differ between males and females. In Australia however, much of this research has been restricted to small, non-random regional samples. These studies suggest that gaming machines provide an opportunity for women to take time out from life responsibilities and to be surrounded by people without having to socialize, but in a neutral, secure and somewhat glamorous environment, one which offers a sense of belonging and companionship in a pseudo-social setting (Ewing, 1996; Legge, 1996; Johnson and McLure; 1997, Pierce, Wentzel and Loughnan, 1997). Thus, it appears that escape and time out in a secure, familiar environment may be primary motivators for female gaming machine players. If this is the case, then it may be expected that women tend to play gaming machines in ways that maximize their playing time. This may be reflected in preferences for lower denomination machines, smaller bets and lower overall expenditure. Thus, the third hypothesis is that:

H_3 the female club members are more likely to display patterns of gaming machine play that maximize playing time than the male club members.

Research into Problem Gambling Amongst Females

Research has consistently shown that problem gamblers are more likely to be male (Australian Institute for Gambling Research, 1995; Australian Institute for Gambling Research, 1996; Australian Institute for Gambling Research, 1998; Abbott and Volberg, 1996; Ladouceur; 1996; Volberg, 1996). The main reasons for the development of gambling problems amongst females may help to explain the different prevalence of problem gambling between the genders.

Escape from personal pressures, boredom and depression are commonly cited reasons for gambling problems amongst females, despite the different methodologies and samples used (Lesieur, 1993; Thomas, 1995; Quirk, 1996; Pierce *et al.*, 1997; Coman, Evans and Burrows, 1996; Legge, 1996). According to Lesieur (1993), escape seekers find gambling a means of forgetting overwhelming problems, at least for a while. Gambling becomes a type of anaesthetic or a dissociative state, with the gambler almost taking on another identity whilst buying time away from their problems. Particularly once children start school, women generally have fewer responsibilities, and gambling enables them to enjoy psychological and emotional 'time out' (Brown and Coventry, 1997). Thomas (1995) also notes that many women with gambling problems view their gambling as a reward for years spent parenting. These factors may account for Lesieur's (1993) finding that gambling problems tend to

emerge at an older age for women, a factor that may contribute to the lower prevalence of problem gambling amongst females than males consistently found in broadscale population surveys.

Hraba and Lee (1996) also observed that estrangement from a conventional lifestyle helps to account for female problem gambling, factors that might also lead to boredom, depression and frustration. Similarly, while Ohtsuka *et al.* (1995) found no differences in problem gambling between a convenience sample of 104 male and female gaming machine players surveyed on-site, they concluded that people who felt less happy, more lonely and who had a high propensity for boredom were more likely to exhibit signs of problem gambling.

Integration into a social world of gambling might help to relieve this boredom and loneliness (Hraba and Lee, 1996). Thus, as social accessibility of gambling increases, as has occurred in Australia over recent years, more women may seek the social outlet that gambling can provide. Their resulting increased participation in gambling may foreshadow a future increase in the prevalence of problem gambling amongst women. Indeed, many problem gambling service providers in Australia suggest that females are an emerging group amongst new clients (Legge, 1996; Prosser, Hing, Breen and Weeks, 1997, Johnson and McLure, 1997). For many of these female clients, gaming machines are the major source of their problem (Dickerson, 1995). If more readily available machine gambling in Australia has been accompanied by an increase in women's involvement in gambling (Ohtsuka *et al.*, 1995; Johnson and McLure, 1997; Brown and Coventry, 1997), a corresponding increase in female problem gamblers might also be expected. In fact, the Australian Institute for Gambling Research (1998:61) observed in two replicated studies in NSW that the margin separating the prevalence of problem gambling amongst men and women has narrowed between 1995 and 1997. However, most research continues to report a higher prevalence of problem gambling amongst males than females. Thus, for this study it is hypothesized that:

H_4 the prevalence of problem gambling amongst the female club members is lower than for the male club members.

Having established the research hypotheses, the paper now explains the methodology used to test them.

Study Sample

Because a major purpose of the study was to collect data on club gaming machine players, and given limited resources to include large numbers of geographically dispersed clubs, the researchers decided to focus on large Sydney registered clubs with extensive numbers of gaming machines. At the time of the study, 25 of the top 30 clubs in NSW by gaming

machine profits (NSW Department of Gaming and Racing, 1996) were located in Sydney. The researchers gained authority from six of these to survey a sample of their members. Thus, these six clubs were self-selected, a convenience sample consisting of those among the 25 top Sydney clubs willing to participate.

A telephone survey was considered the most efficient and economical means of data collection. Alternative methods such as door-knock survey were considered too expensive and intrusive given the sensitive research subject (gambling habits), while a mail survey was decided against due to typically poor response rates. A telephone survey also lessened potential non-response bias, as the Sydney-based marketing research company commissioned to conduct the survey had the facility to draw numbers randomly from the database of club members until the required number of responses had been obtained. This number was established at 3,000 to ensure sufficient responses for valid statistical analysis of sub-groups within the sample.[1] However, the data collection method had limitations. It excluded members without telephone connections and those who do not speak English. For cost reasons, the sample also was restricted to members residing in Sydney. This was done by excluding people with non-Sydney area codes.

Response Rates

A total of 16,642 households in the sample were contacted to achieve the 3,000 interviews. The non-respondents comprised:

- 4,955 refusals;
- 4,206 who said they were not club members;
- 469 business numbers with the individual respondent was not located;
- 610 who were not suitable for reasons such as hearing impairments, language difficulties and the like;
- 233 who were not available for the duration of the survey;
- 134 who terminated the interview before completion;
- 3,035 answering machines.

Variables Examined

Conducted during November and December 1996, the telephone interviews with each respondent lasted about 20 minutes and addressed three areas relevant to this paper:

[1] It should be noted that the study also examined the incidence of problem gambling, typically apparent in only a small proportion of the population, and its socio-demographic correlates. Therefore, a sample size of 3,000 was necessary to allow investigation of socio-demographic characteristics associated with problem gambling. These results have been presented elsewhere (Prosser, Hing, Breen and Weeks, 1997).

- gambling preferences and frequency of participation in 13 major types of gambling in NSW:
  - Lotto/instant lottery/lottery/pools
  - bingo/housie at a club
  - bingo/housie not at a club
  - club keno
  - club gaming machines
  - TAB betting at a club
  - TAB betting not at a club
  - on-course betting
  - casino gaming machines
  - casino table games
  - casino keno
  - hotel gaming machines
  - private gambling

- gaming machine playing behaviors, including reasons for play, preferred types of machines, and time and money spent playing;

- the South Oaks Gambling Screen (Lesieur & Blume, 1987) to measure the prevalence of problem gambling.

Analytical Techniques

Data were analyzed using non-parametric tests, predominantly cross-tabulation and chi-square. This was necessary as most variables were categorical, which precluded the use of parametric techniques such as multi-variate logistic regression. In the few instances where variables were continuous, such as session and weekly expenditure on gaming machines, T-tests were used to examine differences between males and females.

Female Gambling Participation: Preferences and Frequency

Of the 3,000 club members surveyed, 2,430 reported gambling on at least one of the 13 forms of gambling examined. There were only marginal gender differences between overall gambling participation, with these 2,430 respondents comprising 80.2% (N = 1,008) of the female and 81.6% (N = 1,422) of the male respondents. When the 2,430 gamblers were asked about their favorite gambling activity, females were more likely than males to prefer lotto/instant lotto/lottery/soccer pools, bingo and club gaming machines, but less likely to prefer club keno, TAB betting, on-course betting, casino table games, and other types of gambling, as shown in Table 1.

INSERT TABLE 1 ABOUT HERE

The results in Table 1 therefore support the first hypothesis that the female club members will have a higher preference for bingo, lotto, lotteries, pools and gaming machines than the male club members. Thus, while general participation in gambling is similar for both sexes, the study confirms that women prefer lottery products and bingo, as found in previous research. This finding also confirms previous findings that Australian women have a high preference for gaming machines (Australian Institute for Gambling Research, 1998), lending credence to the influence of social availability on gambling participation (Productivity Commission, 1999) when compared to converse findings in jurisdictions where gaming machines are not so readily accessible.

When the 2,430 'gamblers' amongst respondents were asked about frequency of gambling, significant differences between the sexes were found for all 13 types of gambling, except lotto/instant lotto/lottery/soccer pools, casino keno and private gambling, as shown in Tables 2 to 4. Females were more likely than males to gamble more frequently on bingo, but less frequently on gaming machines, club keno, TAB betting, on-course betting, casino table games and hotel gaming machines.

INSERT TABLES 2 TO 4 ABOUT HERE

The results in Tables 2 to 4 therefore support the second hypothesis that the female club members will differ from the male club members in terms of frequency of participation in different types of gambling. Again, these findings confirm the stereotype that TAB betting, on-course betting, casino table games and hotel gaming machines are typically male-dominated activities, while bingo sessions are frequented predominantly by women. While little consistent empirical evidence supports this stereotype, observation suggests it is well grounded. What was surprising in this study was that, while women preferred gaming machines more than men, this preference was not translated into more frequent sessions of gaming machine play. However, gender differences in the patterns of gaming machine play, as discussed below, show that this preference appears to be translated into longer, rather than more frequent, playing sessions for the female respondents.

Female Patterns of Gaming Machine Play

This section compares results for the female and male club members in the sample who play gaming machines (N = 1,879). These represented 62.6% (N = 787) of the females and 62.7% (N = 1092) of the male respondents to the survey. In terms of the gaming machine playing behaviors examined, significant differences between the sexes were found for those behaviors identified in Tables 10 to 17. Significant differences in time and money spent on gaming machines also were identified using t-tests as these variables were continuous.

INSERT TABLES 5 TO 7 ABOUT HERE

In summary, the results show that the female gaming machine players are more likely than male gaming machine players to:

- play 2 cent and 5 cent machines, rather than higher denomination machines;
- bet more than one credit or coin at a time only occasionally, rather than always or often;
- play gaming machines for more than one hour per session;
- have a lower expenditure on gaming machines per session (female mean = $23.05, male mean = $27.77; t – 2.226, $p \leq 0.005$);
- have a lower expenditure on gaming machines per week (female mean = $16.66, male mean = $25.60; t = 3.815, $p \leq 0.001$).

Thus, the findings support the third hypothesis that the female club members are more likely to display patterns of gaming machine play that maximize playing time than the male club members. Playing lower denomination machines, wagering lesser amounts per bet and spending less overall on gaming machines appear to be strategies used to extend playing time. However, the reasons for this preference appear unclear, with no significant differences found between the sexes for the main reasons given for playing gaming machines. What is clear, however, is that the female respondents played for longer periods of time per session than the male respondents, and that various patterns of play helped to sustain these sessions.

Problem Gambling Amongst Females

The study used the SOGS (Lesieur and Blume, 1987) to examine the current (in the last six months) prevalence rate of problem gambling of the male and female club members surveyed. The findings however, did not support the fourth hypothesis that the prevalence of problem gambling amongst the female club members is lower than for the male club members. While 4.1% of the males and 3.0% of the females scored 5 or above on the SOGS, this difference was not statistically significant.

This finding contradicts prior research that has consistently found that problem gambling predominates amongst males (Australian Institute for Gambling Research, 1995; Australian Institute for Gambling Research, 1996; Australian Institute for Gambling Research, 1998; Abbott and Volberg, 1996; Ladouceur; 1996; Volberg, 1996). One explanation for this apparent contradiction is the nature of the sample in this study. In Australia, one of the most consistently found conditions when problem gambling occurs is when women who gamble prefer gaming machines (Australian Institute for Gambling Research, 1997). Thus, it is likely that females with gambling problems are over-represented amongst club members when

compared to the general population. Given that the sample was drawn from clubs with extensive gaming machine installations, it might be expected that their memberships comprise an abnormally high proportion of women with gambling problems.

The unexpected finding on the prevalence of problem gambling amongst the female club members may also reflect the ready accessibility of gaming machines in NSW, when compared to overseas jurisdictions where prevalence studies have found that males predominate amongst problem gamblers. It provides support for the largely anecdotal evidence from Australian problem gambling service providers that women are an emerging group amongst clients that present for treatment (Legge, 1996; Prosser, Hing, Breen and Weeks, 1997, Johnson and McLure, 1997), and provides a timely reminder of the probable link between gambling accessibility and problem gambling (Productivity Commission, 1999) during a time of expansionist government policies.

Areas for Further Research into Female Gambling

While the survey results presented in this paper identify a range of behaviors that distinguish the gambling activities of female club members from those of their male counterparts, few explanations for these differences have been offered. Indeed, the quantitative methodology used precludes an explanatory discussion. However, it is possible to review the survey findings and speculate on some questions that arise to identify areas worthy of further research into female gambling. These are discussed below according to the findings of the hypotheses tested in this study.

Testing the first and second hypotheses found that the male and female respondents differed in terms of gambling preferences and frequency. A key question that arises is: are these different preferences and frequency due to the inherent characteristics of the various types of gambling or because of social norms? The little research conducted suggests that social norms have more influence, with women generally feeling uncomfortable in the 'overtly male domains' of TABs, racetracks, casinos and hotels (Thomas, 1995:103), where the high visibility of gambling may deter women due to 'a long established role expectation that 'respectable' women do not gamble, at least not in public' (Syme, 1996:27). However, this question has not been empirically researched. If social norms *are* a key influence on gambling participation by women, then the changing and less rigid role distinctions between the sexes may encourage women to participate in a wider scope of gambling activities than previously.

Testing the third hypothesis found that the female club members were more likely to display patterns of gaming machine play that maximize playing time than the male club members. A key question that arises from this finding is: why? Posing this question highlights the limited research conducted into female motivations for gambling. What little has been conducted tends to suggest that women gamble to escape from boredom and to gain time out from family responsibilities (Ewing, 1996; Legge, 1996; Johnson and McLure; 1997, Pierce *et al.*, 1997). If this is the case, it may point to a lack of alternative escape mechanisms for women,

or conversely, the useful social functions of gambling where such alternatives are limited. A second question that arises from testing the third hypothesis is: what types of impacts does female gaming machine play have? Given the lower expenditure on gaming machines reported amongst the female respondents, the financial impacts of their machine playing may be less than for men, but at the cost of increased time away from family, friends and other life pursuits.

Testing the fourth hypothesis found that the prevalence of problem gambling amongst the female club members was statistically the same as for the male club members. That the sample in this study was drawn from members of venues with extensive gaming machine installations suggests that a preference for gaming machines amongst the female respondents may contribute to a higher prevalence of problem gambling amongst this sample than consistently found in general population surveys. A useful question to address is: to what extent are gambling problems associated with gaming machine play? While evidence from problem gambling service providers suggests that gaming machines have a high potential for inducing problem gambling (for example, Fisher and Griffiths, 1995; Keys Young, 1995; Dickerson, 1996; Productivity Commission, 1999), this evidence is clouded because not all people with gambling problems seek treatment. In addition, identifying gender differences in problem gambling associated with gaming machines through surveys of treatment providers may be obscured if females have a different propensity for seeking help than males. A worthy development would be instruments to measure problem gambling for different types of gambling, rather than the overall approach currently taken by the SOGS. Investigating which types of gambling have more or less association with problem gambling would have important policy implications for the types and extent of gambling which are legalized, for the provision of treatment services, and for the implementation of harm minimization strategies.

Conclusion

The research reported in this paper provides a snapshot of certain gambling patterns, gaming machine playing behaviors and gambling-related problems amongst a sample of female club members. While subject to the usual limitations of survey research and quantitative methods, it does sketch a profile of female gambling and illuminate differences between males and females amongst the respondents. Results tend to confirm traditional stereotypes of less frequent gambling and lower gambling expenditure amongst women, and female preferences for lottery products and bingo. However, a high preference for machine gambling amongst the female respondents and a comparable prevalence of problem gambling to that of the male respondents were identified that largely conflicts with prior research. The results also provide new insights into the differences between males and females in certain machine playing behaviors. Such findings provide a foundation for further research to explain why such

differences exist, their impacts and their policy implications. Qualitative studies are advocated to help fill this void in gender specific research into gambling.

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Table 1
Gambling Preferences

Could you please tell me which gambling activity you most prefer?	% of Male Gamblers N=1422	% of Female Gamblers N=1008
Lotto/instant lotto/lottery/soccer pools	47.6	55.7
Bingo	0.9	8.6
Club keno	6.3	4.8
Club gaming machines	18.6	21.8
TAB betting	13.2	3.6
On-course betting	6.5	2.2
Casino table games	4.5	2.3
Other	2.5	1.1
Total[a]	100.1	100.1

$X^2 = 198.774$, df = 11, $p \leq 0.001$

[a] totals may not equal 100% due to rounding

Table 2
Frequency of Club-Based Gambling

	Gaming Machines*		Keno***		TAB***		Bingo***	
	Male % N=1422	Female % N=1008	Male % N=1422	Female % N=1008	Male % N=1422	Female % N=1008	Male % N=1422	Female % N=1008
Nearly every day	1.5	0.7	0.4	0.5				
Couple of times a week	9.4	7.5	3.2	2.1			1.3	4.4
Once a week	13.5	13.5	9.4	5.4	11.8	2.9	2.0	7.6
Once a fortnight	10.2	9.2	6.9	5.4	3.7	1.2	0.7	2.0
Once a month	16.6	14.7	13.7	8.4	6.1	2.0	1.5	3.9
Once every few months	14.8	18.4	14.8	14.9	6.5	3.1	2.7	5.8
Hardly at all/never	34.0	36.0	51.6	63.3	71.8	90.9	91.9	76.4
Total[a]	100.0	100.0	100.0	100.0	99.9	100.1	100.1	100.1

Note: blank cells had less than five cases and were combined with the next category(ies).

*** $p \leq 0.001$; ** $p \leq 0.01$; * $p \leq 0.05$

[a] totals may not equal 100% due to rounding

Table 3
Frequency of Casino-Based Gambling

	Gaming Machines**		Table Games***	
	% of Males N=1422	% of Females N=1008	% of Males N=1422	% of Females N=1008
Once a week or more	1.0	0.6		
Once a fortnight	0.7			
Once a month	2.3	0.7	4.4	1.1
Once every few months	6.1	4.8	8.5	4.4
Hardly at all/never	89.9	93.9	87.1	94.5
Total	100.0	100.0	100.0	100.0

Note: blank cells had less than five cases and were combined with the next category.

*** $p \leq 0.001$; ** $p \leq 0.01$; * $p \leq 0.05$

Table 4
Frequency of Other Gambling

	Other TAB***		On-Course Betting***		Hotel Machines***		Other Bingo***	
	Male % N=1422	Female % N=1008	Male % N=1422	Female % N=1008	Male % N=1422	Female % N=1008	Male % N=1422	Female % N=1008
Nearly every day								
Few times a week or more	6.9	0.7						
Once a week	9.7	5.1			3.1	0.8	0.6	2.5
Once a fortnight	5.3	1.8	5.8	0.7	1.9		0.3	0.7
Once a month	5.6	2.8	4.9	1.6	4.5	1.3	0.4	0.9
Once every few months	7.2	7.8	9.8	7.9	5.4	3.0	0.7	1.8
Hardly at all/never	65.2	81.8	79.5	89.9	85.0	94.9	98.0	94.0
Total[a]	99.9	100.0	100.0	100.1	99.9	100.0	100.0	99.9

Note: blank cells had less than five cases and were combined with the next category(ies).

*** $p \leq 0.001$; ** $p \leq 0.01$; * $p \leq 0.05$

[a] totals may not equal 100% due to rounding

Table 5
Usual Denomination of Gaming Machine Played

What type of gaming machine do you play most often?	% of Males N=1092	% of Females N=787
2 cent	11.0	17.9
5 cent	33.8	38.9
10 cent	35.3	31.0
20 cent	12.3	7.6
$1	7.4	4.4
$2	0.2	0.1
Total[a]	100.0	99.9

$X^2 = 37.868$, df = 5, $p \leq 0.001$

[a] totals may not equal 100% due to rounding

Table 6
Frequency of Multi-Coin Play on Gaming Machines

When playing gaming machines, how often do you bet more than 1 credit/coin at a time?	% of Males N=1092	% of Females N=787
Always	44.4	39.6
Often	16.3	13.3
Sometimes	20.3	22.4
Rarely	8.8	10.9
Never	9.3	11.3
Don't know	0.8	2.4
Total[a]	99.9	99.9

$X^2 = 17.662$, df = 5, $p \leq 0.003$

[a] totals may not equal 100% due to rounding

Table 7
Average Time Spent Playing Gaming Machines Per Session

About how long do you spend playing gaming machines each time you visit a club or casino?	% of Males N=1092	% of Females N=787
15 minutes or less	14.1	12.1
Up to half an hour	29.7	29.9
Up to three-quarters of an hour	6.5	4.4
Up to an hour	25.2	24.3
Up to an hour and a half	5.0	5.3
Up to two hours	11.0	13.5
Up to two and a half hours	0.5	2.4
Up to three hours	3.0	3.4
Up to three and a half hours	0.4	0.8
Up to four hours	1.6	0.9
More than four hours	0.8	1.5
Don't know	2.2	1.5
Total	100.0	100.0

$X^2 = 25.651$, df = 11, $p \leq 0.007$