

How a gaming organization identified the ideal responsible gaming screener to predict gambling risk

We laid out clear direction to help the organization decide upon a single screener tool and start to measure key outcomes of its responsible gaming programming, player education, support, and referral.

Objectives

A large jurisdiction gaming organization wanted to:

1. Understand how player risk profiles change/stay the same in comparison to other screener questions
2. Evaluate each screener's effectiveness based on its connectedness to their strategy
3. Identify which measures help explain/predict gambling risk
4. Help substantiate the choice and ongoing implementation of certain measures and tactics in future tracking studies

Methodology

To help our client achieve these objectives, we:

1. Conducted an online survey with 3,000+ past players/consumers of the organization's offerings
2. Conducted Structural Equation Modelling (SEM) to uncover direct and indirect relationships between the screener questions and awareness, behavior, and perceptions

Outcome

Based on the findings, we recommended using a specific screener tool, as it is impacted by more factors that the organization can influence and is superior in determining gambling risk.

We also provided additional recommendations to help the organization tailor responsible gaming program tactics and messaging.

Our client plans on moving to only using this screener tool as part of its tracking program.

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