

Gambling typologies

Typology 1 – Joy of the game

This is a moment when someone’s gambles because they love the feeling of it, the gamble itself is fun and thrilling and gambling can make other activities more enjoyable. The enjoyment of the gamble itself is the main focus, whilst money/winning is secondary. This enjoyment of the feeling of gambling creates an immediate emotional investment and enjoyment of the risk itself.



Wise Choice



For The Banter



To Be Social



Passing The Time



Just What I Do



For The Thrill Of It



Money To Burn

Joy Of The Game

I gamble because I love the feeling of it - the gamble itself is fun and thrilling. Gambling makes other activities more enjoyable.



“When you go to the pub on a Saturday to meet mates and watch the footie you just stop off at the bookies beforehand because it just makes watching the game that bit more enjoyable.”



Fun is the primary focus

Emotional investment





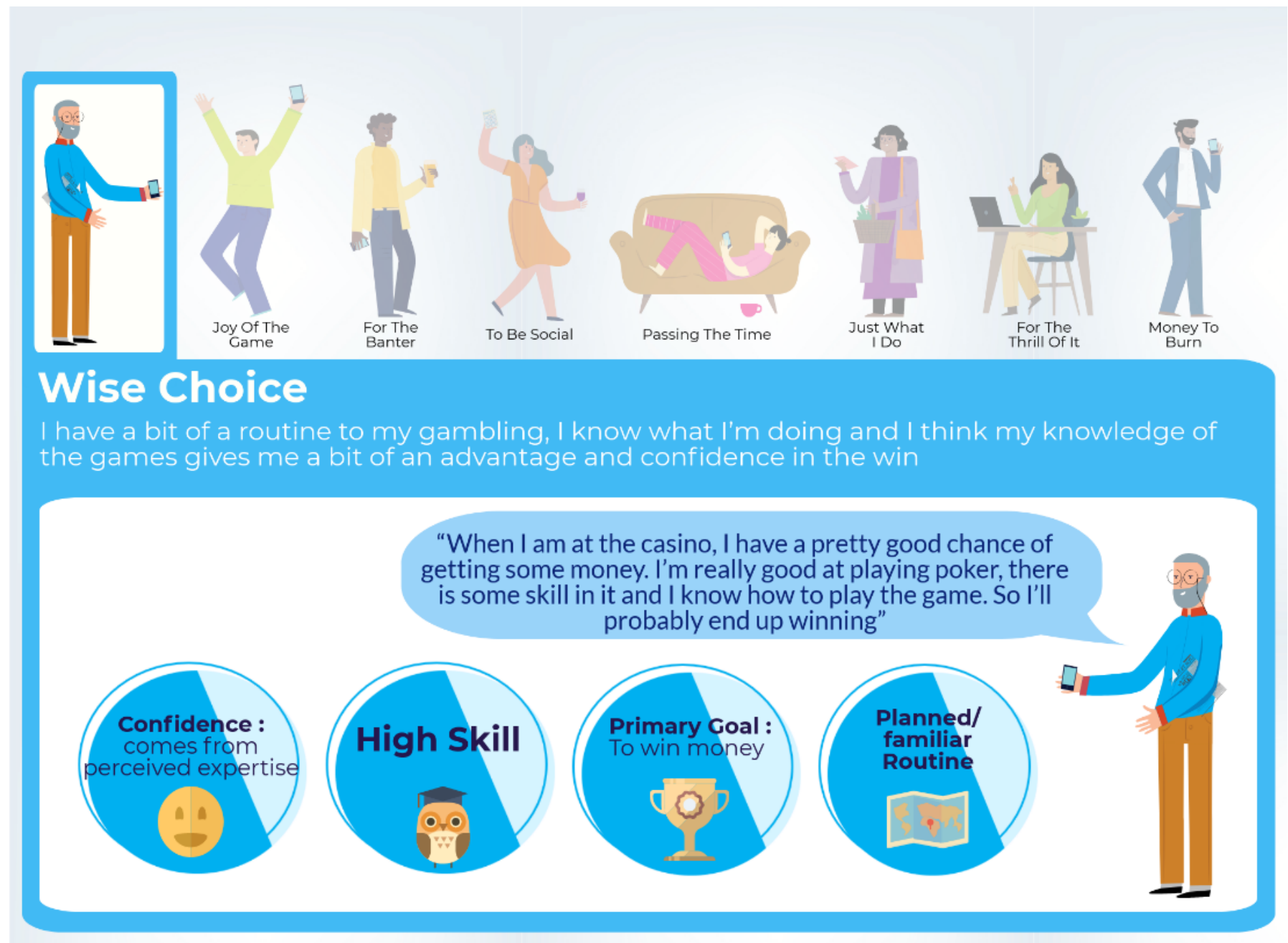
Money is a secondary focus

Enjoying the risk



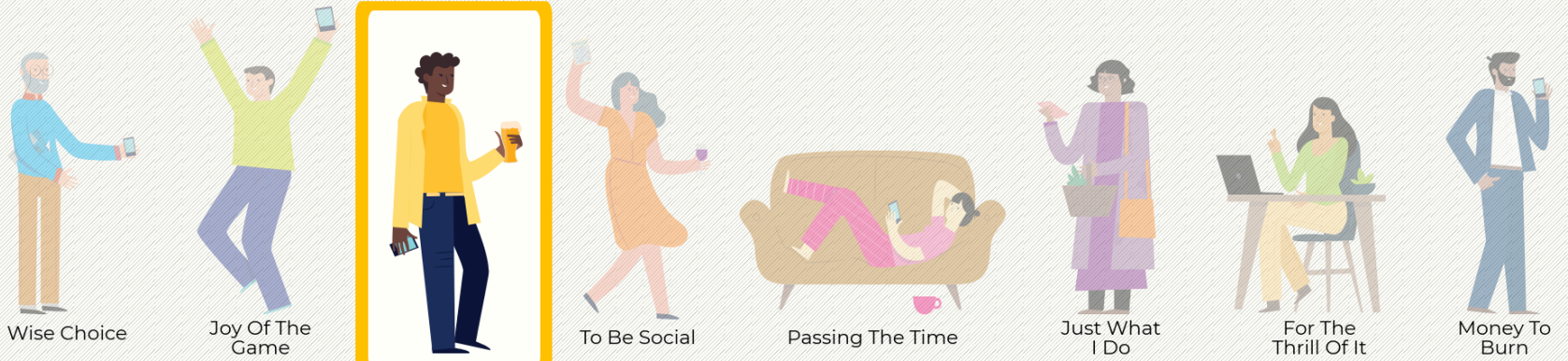
Typology 2 – Wise choice

Those that are motivated to gamble by this typology have a bit of a routine to their gambling. They know what they are doing and believe that their knowledge of the game gives them an advantage and the confidence in the win. The main aim is to win money and the enjoyment of the gamble is not as important. These gambles are part of a familiar routine and details are confirmed by looking at form, conditions, odds etc.



Typology 3 – For the banter

This is a motivation when people gamble with friends just for the banter, for example. on social media and have to prove that they know best. Bragging rights are far more important than the financial win itself. A win is the most important thing to the player and players strongly believe in their ability to predict the outcome and demonstrate knowledge.



For The Banter

I gamble with friends just for the banter, we can be together or on social media and I have to prove that I know best. Bragging rights are far more important than the financial win.

"We have a bet across the season on Sheffield Wednesday vs Sheffield United. It started off as we all support them anyway and are placing bets on them, but this adds an extra level of competition. It's the one result I dread coming in as everyone gloats all over social media if you lose!"



Primary motive for winning:
Bragging rights



Competitive social gambling



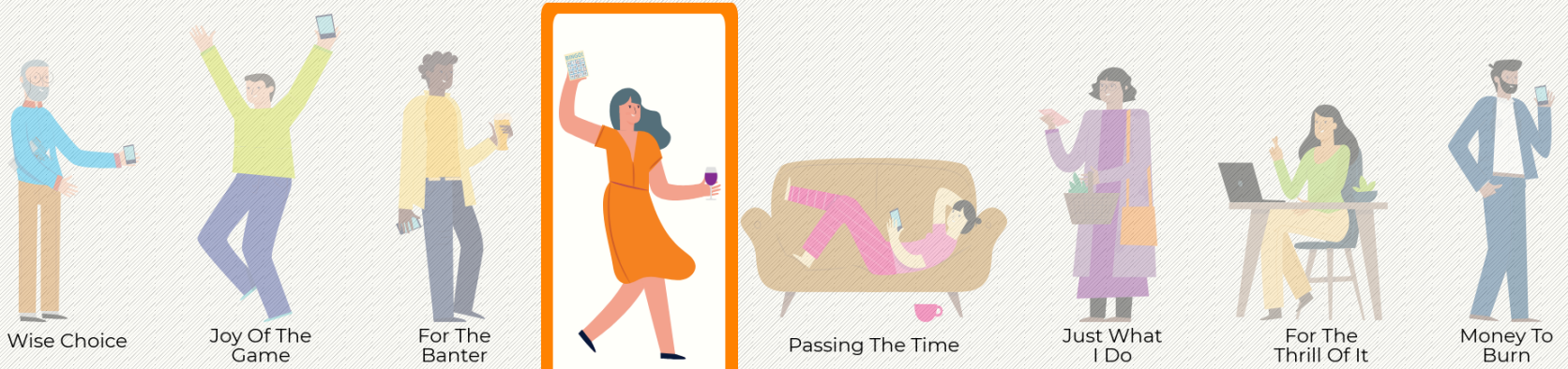
Varies between routine and a spontaneous choice

Players strongly believe in their ability to predict the outcome



Typology 4 – To be social

This occurs when friends go out together to gamble, it's something that everyone in the group likes doing and the activity sets up a really enjoyable way to spend time together. The opportunity to win money adds to the fun, but the activity is the main focus. Players have some knowledge of the game and confidence. Playing together increases the chances, but they recognise that you win some, you lose some.



To Be Social

I like to go out with friends to gamble, it's something we all enjoy doing and the activity sets up a really enjoyable way for us to spend time together

"When you go to the pub on a Saturday to meet mates and watch the footie you just stop off at the bookies beforehand because it just makes watching the game that bit more enjoyable."



The activity itself is the focus



The opportunity to win is a bonus



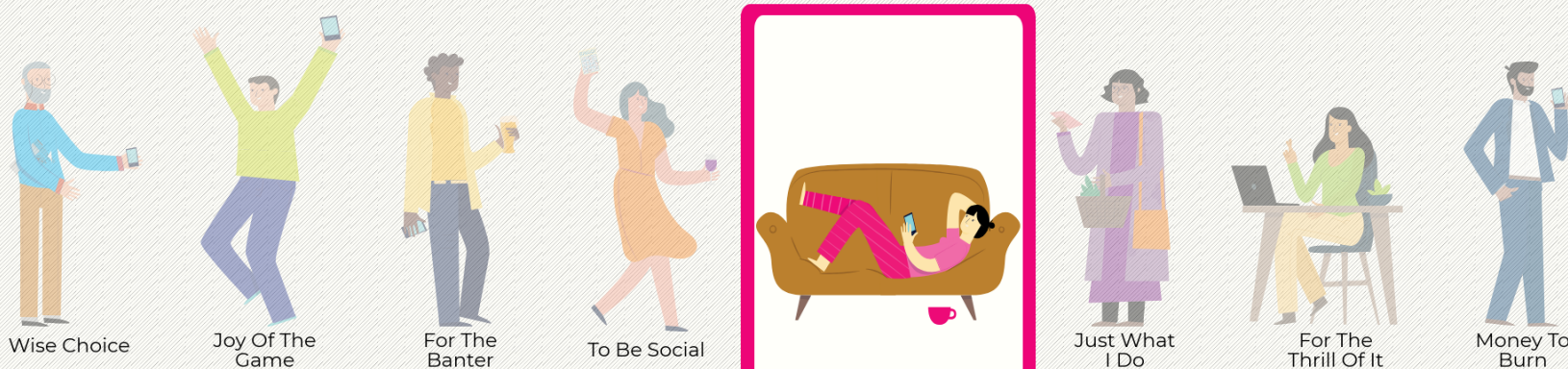
Varies between routine and a spontaneous choice

Being social adds a level of enjoyment



Typology 5 – Passing the time

This moment is about someone having a bit of 'me time', it allows someone to switch off and get some down time. It can feel like a treat or it can be to fill a boring bit of a day, but it is essentially done to pass the time. Winning is desired whilst passing the time, although it is not essential to its enjoyment.



Passing The Time

I like to gamble for a bit of me time, it allows me to switch off and get some down time. Sometimes it might feel like a bit of a treat, or it can be to fill a boring bit of my day but I like to do it to pass the time



"Normally I put my daughter to bed then when I'm sitting on my own I log on. I look forward to it as a bit of me time. Sometimes I play as a boredom cure, but whenever I play I always get excited, I really enjoy the buzz of playing bingo."

Habitual
play



Winning not
essential



Confidence
in playing

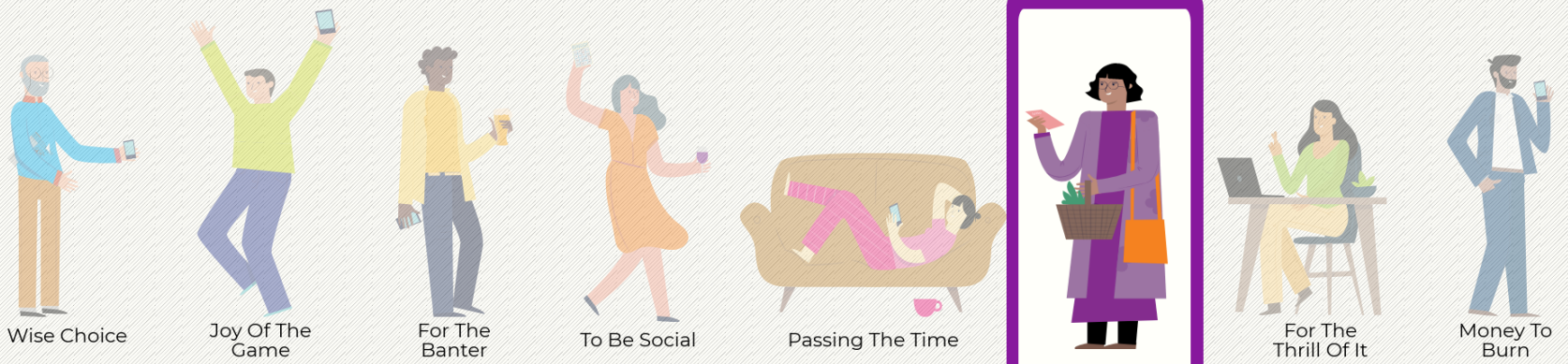


To unwind



Typology 6 – Just what I do

Those that fall into this typology don't really think about gambling as such, its just part of their routine, soemthing they do with very little thought. Ultimately players believe in the distant possibility of a big win but can be disillusioned with the smaller wins.

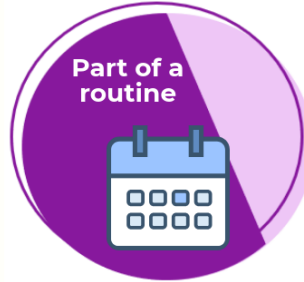


Just What I Do

I don't think about this gamble, it's part of my routine, I do it regularly with little or no thought. It's exciting when I win but the rest of the time I don't really think about it

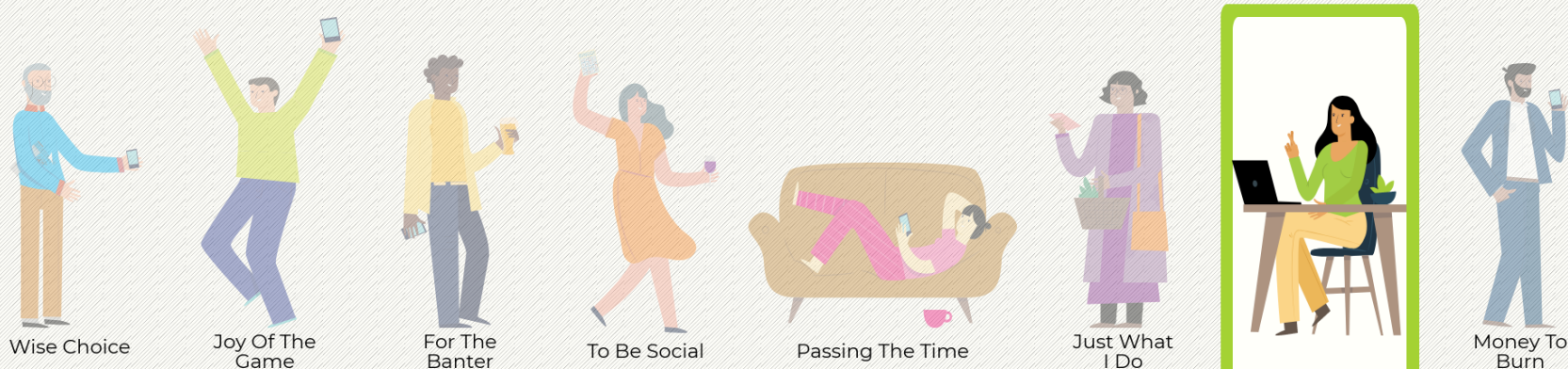


"I buy my Lotto ticket weekly. I always remember as when I leave the door at work I have to walk past where I would go to put £2 on the national lottery. Honestly it's so engraved into my routine now I just naturally do it after 9:30 for the following week."



Typology 7 – For the thrill of it

This is a an opportunity to gamble which may come along where someone just feels 'lucky'. It feels like the stars have aligned and they just want to take a chance. Play is driven by the belief in the win, more than the desire to take part, however the activity must still feel fun. Players are also highly influenced in the moment.



For The Thrill Of It

Every so often the opportunity to gamble is available to me and I just feel lucky in that moment, it feels like the stars have aligned and I have to have a go



"Bought a lottery ticket, got inspired whilst in work which put me immediately in a very good mood so I thought 'one lucky dip on the way home saw a sign outside the shop and it felt right to do it.'"

- Belief in the win
- A feeling of fun
- 'The stars have aligned for the win'
- Highly compelling

Typology 8 – Money to burn

This typology is for those that have already won money, have spare change in their pocket or been given free goes/spins/credit. It comes from the desire to turn something small or free into something bigger. It will happen when an activity that is already in a persons' repertoire is triggered by having spare change/spins/credit/winnings to play with.



Wise Choice



Joy Of The Game



For The Banter



To Be Social



Passing The Time



Just What I Do



For The Thrill Of It



Money To Burn

When I've won, have spare change in my pocket or been given free goes/spins/credit I can't help but have a flutter. It's fun to think that I could turn something small into something really exciting



"I played online poker/roulette I had some spare money and wanted to be risky."



A desire to turn something small into something bigger



Fate suggests it could be the lucky one, but cynicism tempers the belief in the win



Having the time and means to gamble



An activity already in their repertoire