Money, Gambling and Motivation 3

WHAT THE RESEARCH IS ABOUT

Recent studies have revealed the benefit of adding an independent financial factor to the Gambling Motives Questionnaire (GMQ), which resulted in a modified version, the GMQ-F. This study sought to test the strength of the GMQ-F and to statistically confirm four independent factors for gambling: gambling for enhancement of life, as a coping strategy, for social reasons and for financial gain. Additionally, the GMQ-F was also tested for whether it was sufficiently consistent between men and women to be used comparatively. Lastly, the GMQ-F was tested for utility and how each motive may or may not predict gambling frequency and/or severity.

WHAT THE RESEARCH DID

As part of a telephone survey of 1,206 adult Manitobans, 932 were identified as gamblers and answered the gambling questions. Participants responded to the 16-item GMQ-F, which asks participants to rate their frequency of gambling on a four-point scale in relation to each motive. Participants were also asked how frequently they participated in twelve different gambling activities. Lastly, participants completed the Problem Gambling Severity Index. Of the 932 participants, 777 were identified as low-risk gamblers. These results were then analyzed to confirm the presence of the four independent gambling motive factors, and to examine the predictive ability for gambling frequency and ability, and consistency between sexes.

WHAT THE RESEARCH FOUND

The analysis revealed that the GMQ-F is a stronger, more valid measure of gambling motives than the GMQ. Statistics confirmed the presence of four independent factors and that in addition to trimming the enhancement, social and coping factors, the inclusion of a financial factor strengthened the validity of the GMQ. There was also strong support in favour of the GMQ-F being equally interpreted between men and women, meaning that it can be used to compare differences between them. Lastly, each of the four gambling motives predicted gambling frequency, which in turn predicts gambling severity, with the coping motive directly predicting severity.

HOW YOU CAN USE THIS RESEARCH

The GMQ-F has strong support as a reliable and valid measure of gambling motives. Additionally, the GMQ-F appears to have utility in its ability to test for gambling frequency and severity. This suggests that altering individual gambling motives may help reduce frequency and, as a result, gambling severity. This information could be used for prevention and treatment programs as well as awareness campaigns. However, longitudinal data would be needed to examine causality between gambling motives, frequency and severity.

WHAT YOU NEED TO KNOW

This study tested the validity and strength of the GMQ-F, as well as its ability to predict gambling-related harm. Participants completed a telephone survey that contained three questionnaires related to gambling. The analysis provided strong support for the factor structuring and predictive utility of the GMQ-F. The results suggest that altering individual gambling motives may help reduce gambling harm, a finding that could be used to inform prevention initiatives.

LGA
Liquor and Gaming Authority of Manitoba

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