

# Gambling Satisfaction as a Screening and Engagement Tool

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A RESEARCH SUMMARY

## THE GAMBLING SATISFACTION SCALE:

“All things considered, how satisfied are you with your gambling on average, where 0 is not at all satisfied and 10 is completely satisfied?”

### WHAT WE DID:

We surveyed 1,834 Australian gambling consumers across three operators –one land-based venue and two online wagering platforms –and interviewed 37 gamblers to understand how they experience and define gambling satisfaction.

**Aim:** To explore the novel construct of **gambling satisfaction** and assess it as a **construct of problem gambling severity**.

### WHAT WE FOUND:

#### Correlational Findings:

- Individuals with higher life satisfaction and better financial wellbeing reported greater gambling satisfaction across the three samples.
- Higher problem gambling severity and more frequent betting was associated with lower gambling satisfaction across the three samples.
- Older participants tended to report greater satisfaction (for two samples).

#### Predictive Ability:

- The gambling satisfaction scale distinguished moderate-risk and high-risk gamblers with **good discriminatory ability** (AUC 0.73–0.83).
- The scale’s performance improved when combined with a life satisfaction scale and a financial wellbeing scale.

### WHAT CUSTOMERS HAVE TOLD US?

Gambling satisfaction was related to broader factors:



#### Based on our findings:

Gambling satisfaction was defined as an overall evaluation of one’s gambling experience, shaped by an individual’s gambling goals, expectation for monetary outcomes, and subjective sense of control.

## WHAT DOES THIS MEAN FOR...

### OPERATORS

- Embed as a first-contact opener when customers are flagged for risk.
- Non-judgemental framing: encourages more honest engagement and reduces stigma for customers hesitant to discuss gambling harms directly.
- Track scores across repeat interactions to identify trajectories over time, not just single moments.
- Combine with life satisfaction and financial wellbeing questions for stronger risk identification in just 7 items.

### HEALTH AND SOCIAL SERVICE PROFESSIONALS

- One question can be asked across health and social services, with no specialist training required.
- Provides neutral framing: Satisfaction-based framing reduces stigma and encourages more honest disclosure.
- Stronger risk detection when paired with life satisfaction and financial wellbeing items.
- Opens gambling conversations similarly to alcohol, tobacco, and substance use screening.
- Suitable across primary care, social services, employee assistance programmes, and financial counselling settings.

### POLICY MAKERS

- A brief, population-level screening tool: Brief, validated in Australian samples, reduces stigma.
- Provides neutral framing: Satisfaction-based framing reduces stigma and encourages more honest disclosure
- Easily embedded into existing surveys and health assessments with minimal burden.
- Supports research for the question within venues and health and social support settings and different modes of administration.

### KEY TAKEAWAYS:

- This was the **first study to define and assess gambling satisfaction** as a construct and **assess The Gambling Satisfaction Scale**.
- The **predictive ability of the one item scale is good** and improves when combined with brief measures of life satisfaction and financial wellbeing.
- The implications for the use of the scale as a **non-stigmatising alternative to current measures of gambling risk** with potential utility as a brief screening tool in commercial and primary care settings.
- **Further research is required** to assess the scale in clinical settings for biases that may interfere with consume reporting of gambling satisfaction.

