

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

This chapter explains the methods used in this study. It commences with an overview of the research design, and then details the methods for the quantitative study in terms of survey instrument development, sampling, survey administration and respondents. Procedures used in the qualitative phase are then explained.

3.2 RESEARCH DESIGN

The project utilised both quantitative and qualitative methods, comprising a survey questionnaire and telephone interviews with gaming venue staff. An overview of the methods to address each of the six research objectives is presented, with more details in later sections of this chapter.

To address Objective One (to examine how legislative requirements, codes of conduct, and venue policies and practices may or may not restrict the kind of access that gaming venue staff have to gambling products within their workplace), data were drawn from a review of relevant legislation and regulations governing restrictions on gambling by gaming venue employees in Victoria; a review of relevant venue and industry responsible gambling codes of conduct in Victoria; and a survey of gaming venue employees in Victoria. These data sources provided information on regulatory, policy and venue-based restrictions on staff gambling in their workplace and clarified the types of restrictions which apply to different staff.

To address Objective Two (to measure the gambling behaviour of gaming venue staff, both within and outside their workplace, including gambling type, frequency, duration and expenditure), data were drawn from a survey of gaming venue employees in Victoria (as above). Survey questions relating to the gambling behaviour of gaming venue staff within and outside their workplace were based on questions relating to gambling behaviour as used in the 2003 *Victorian Longitudinal Attitudes Survey* (Centre for Gambling Research, 2004a) to allow comparisons to be drawn with the general population.

To address Objective Three (to measure the prevalence of non-gambling, no-risk, low-risk, moderate-risk and problem gambling amongst gaming venue staff), data were drawn from the survey of gaming venue employees in Victoria (as above). The *Canadian Problem Gambling Index* (2001) was selected as the preferred measure of problem gambling as it has been demonstrated to be the most valid and reliable instrument developed to date (e.g. Centre for Gambling Research, 2004b). It is increasingly used in prevalence studies so provides data that are comparable to an increasing number of studies.

To address Objective Four (to compare the gambling behaviour and prevalence of non-gambling, no-risk, low-risk, moderate -risk and problem gambling between gaming venue staff who have access to gambling products within their workplace and those who do not), data were drawn from the survey of gaming venue employees in Victoria (as above). The survey data collected to inform Objectives Two and Three were analysed to compare the gambling behaviour (gambling type, frequency, duration and expenditure) both within and outside of the workplace and the prevalence of non-gambling, no-risk, low-risk, medium-risk and problem gambling between survey respondents who are allowed to gamble in their workplace and those who are not.

To address Objective Five (to compare the gambling behaviour and prevalence of non-gambling, no-risk, low-risk, moderate-risk and problem gambling between gaming venue staff and the general population of Victoria), data were drawn from the survey of gaming venue employees in Victoria (as above); and prior studies measuring the gambling behaviour and prevalence of problem gambling in the Victorian community. The survey data collected to inform Objectives Two and Three were then analysed to compare the gambling behaviour (gambling type, frequency, duration and expenditure) and the prevalence of non-gambling, no-risk, low-risk, medium-risk and problem gambling between gaming venue staff and the general population of Victoria.

To address Objective Six (to explore staff perspectives on how working in a gaming venue influences the access of gaming venue staff to gambling products and venues, both within and outside their workplace and along multiple dimensions of access), data were drawn from telephone interviews with a sample of gaming venue staff. The telephone interviews explored workplace influences on the gambling behaviour of gaming venue employees in Victoria, and the role that access to gambling products and venues play in this.

A research framework indicating the key variables examined in the study is presented in Figure 3.1.

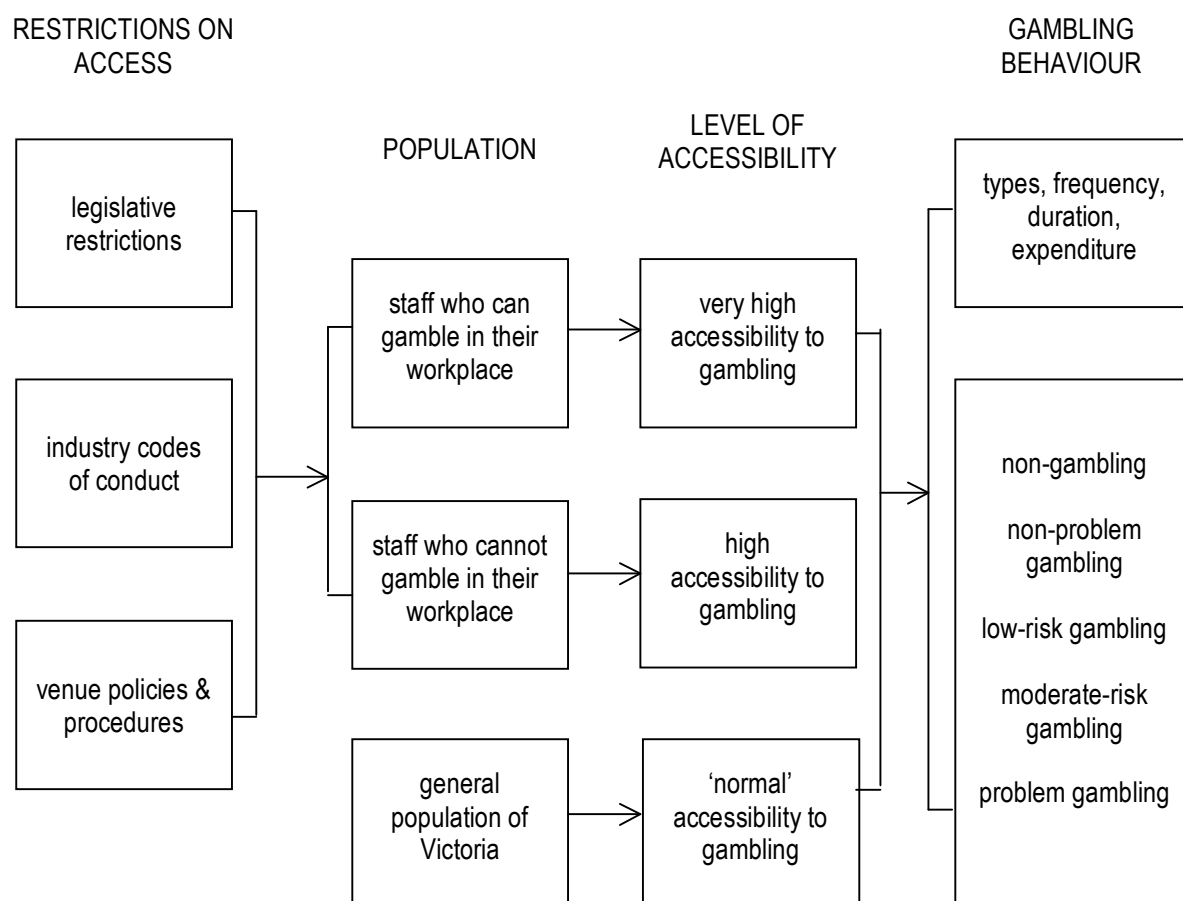


Figure 3-1: Proposed research framework

3.3 SURVEY INSTRUMENT DEVELOPMENT AND PILOT TESTING

Addressing Objectives Two through Five of the research required developing a suitable survey instrument. Informed primarily by the literature, a draft survey instrument was developed, and then refined based on industry advice, expert statistical advice and pilot testing. This section explains these processes.

3.3.1 Draft Survey Development

A draft survey questionnaire was developed to capture data relating to several areas, as explained below.

Employment, workplace and demographic characteristics of respondents

Section one of the survey instrument contained questions on the following employment, workplace and demographic characteristics of respondents:

- job title
- employment basis
- level of current job
- whether the respondent currently has a Gaming Industry Employee's Licence
- whether the job is directly involved with gambling
- whether the job is mainly front-of-house or back-of-house
- frequency of exposure to the venue's gambling facilities and activities
- type of gaming venue the respondent currently works in
- number of gaming machines (EGMs) in the current workplace
- other types of gambling available in their workplace
- types of venues the respondent has ever worked in
- length of time working in gaming venues
- extent of training in responsible gambling
- age
- sex

Accessibility to gambling

No pre-existing scales to measure accessibility to gambling were located, so it was necessary to develop scales for the purpose of this research. As such, Sections Two, Three and Four of the survey instrument contained questions designed to measure several aspects of the respondent's accessibility to the following major types of gambling:

- lottery-type games
- keno
- horse or greyhound races
- sporting events

- gaming machines (EGMs)
- casino table games

To contain the length of the survey instrument, accessibility to less popular forms of gambling, including bingo and private gambling, were not assessed. For each type of gambling, a scale was developed with 13 questions to capture the perceived ease with which the respondent can access that type of gambling. A Likert scale was used, with the response categories being ‘extremely easy’, ‘quite easy’, ‘quite difficult’ and ‘extremely difficult’. Nine questions were also asked about the distance the respondent usually travelled to bet on each type of gambling, and four questions were asked about any restrictions respondents faced on gambling in their workplace.

These questions largely aligned with the various dimensions of accessibility identified by the Productivity Commission (1999:8.3-8.7), albeit with some adjustments where the Productivity Commission’s dimensions were relevant to population-level accessibility, rather than individual accessibility. For example, the overall number of venues and the number of opportunities to gamble may be important determinants of a community’s or population’s accessibility to gambling, but are of little relevance to individual gamblers, as long as they can access one venue for that type of gambling that is convenient, has their games of choice and allows them to access the game without waiting or queuing for too long. Table 3.1 shows the key dimensions of accessibility and the corresponding questions in the survey instrument.

Table 3-1: Dimensions of accessibility and corresponding survey questions

Dimension of Accessibility	Corresponding Survey Questions
	‘If you wanted to play/bet on X, how easy or difficult would it be for you to...’
Geographic accessibility	...find an outlet for (type of gambling) that is convenient to go to or use. Get to an outlet for (type of gambling). Nine questions were also asked about ‘how far do you usually travel to gamble on (type of gambling)’.
Opportunities to gamble per venue	...find a convenient outlet with a choice of (games/products) to play. ...be able to gamble on (type of gambling) at a convenient outlet without waiting or queuing.
Opening hours	...find a convenient outlet for (type of gambling) which is open when you have spare time.
Ease of use	...understand how to bet on (type of gambling). ...feel familiar with how betting on (type of gambling) works.
Initial outlay required	...afford the cost of betting on a (type of gambling) game.
Social accessibility	...feel socially accepted/at ease in an outlet for (type of gambling). ...feel comfortable within yourself about betting on (type of gambling). ...feel comfortable that your family would approve of you betting on (type of gambling). ...feel comfortable that your friends would approve of you betting on (type of gambling). ...feel comfortable that your work colleagues would approve of you betting on (type of gambling).
Conditions of entry	Four questions relating to any restrictions on gambling on Club Keno, TAB, gaming promotions and gaming machines in the workplace.

Gambling behaviour

Questions to measure the gambling behaviour of the survey respondents (contained in Section Four of the survey instrument) were sourced mainly from the *Canadian Problem Gambling Index* (CPGI) (Canadian Centre on Substance Abuse, 2001) and relevant questions from the *2003 Victorian Longitudinal Community Attitudes Survey* (Centre for Gambling Research, 2004a) which is the most recent Victorian survey of gambling. Specifically, this section of the survey instrument included:

- the CPGI questions on frequency of play (11 questions specific to each type of gambling activity that Victorian residents have access to, plus five questions on frequency of play for types of gambling that may be available in the workplace);
- the CPGI questions on gambling expenditure (11 questions specific to each type of gambling activity that Victorian residents have access to, plus five questions on frequency of play for types of gambling that may be available in the workplace);
- the CPGI questions on duration of gambling (nine questions specific to each type of gambling activity that Victorian residents have access to, where duration is a meaningful measure. Duration of playing instant lotto and other lottery-type games was not asked as this was deemed not to be useful data. Five questions were also asked on duration of gambling on those activities that may be available in the workplace);
- one question developed specifically for the survey instrument, asking whether the respondent's gambling has 'generally decreased, increased or not changed' since working in a gaming venue;
- the *Problem Gambling Severity Index* (nine questions from the CPGI).

Additional comments

A final question in the survey instrument invited respondents to make any additional comments about staff gambling and if it is influenced by working in gaming venues.

3.3.2 Refining the Survey Instrument

Industry advice

The draft survey instrument was forwarded to the Responsible Gambling Managers of Tattersall's, Tabcorp and the Crown Casino, and a group meeting held in Melbourne to discuss and refine it. The following adjustments were made:

- A question asking what area of Victoria the respondent worked in was removed, due to concerns that this, in combination with some other questions, could mean the respondent could potentially be identified. This question had originally been included to capture the geographic representation of responses. As this information was not critical to the research objectives, it was removed.
- The accessibility questions for each type of gambling had originally asked first about access to gaming machines, then casino table games, Club Keno, horse or greyhound races, lottery-type games and sporting events. Due to concerns that these questions could be sensitive and 'build a stigma', but recognising they were central to addressing the

research objectives, the order of the types of gambling was altered to: lottery-type games, Club Keno, horse or greyhound races, sporting events, gaming machines, and casino table games.

- For consistency, all other questions referring to different types of gambling were then re-ordered in this way.
- The response option of ‘yes while on duty’ for questions on whether and when the respondent is allowed to gamble in their workplace was deleted, as gambling while on duty is illegal and respondents would therefore be at risk of incriminating themselves. It was also considered by the industry representatives that gambling while on duty would be an extremely rare occurrence.

Statistical advice

During the development and refinement of the survey instrument, the Principal Researcher sought advice from Southern Cross University’s Research Methodologist, an expert in quantitative methods. More specifically, advice was taken on the clarity of questions and instructions, types of measurement scales, and data analysis techniques.

Pilot testing

The survey instrument was pilot tested with several staff then working at the Tattersall’s and Tabcorp offices in Melbourne, but who had previously worked in gaming venues. After feedback, the following minor adjustments were made:

- the term ‘scratch lotto’ was replaced with ‘scratchies’, as the latter term is more familiar to the employees; and
- the term ‘keno’ was replaced with ‘Club Keno’ to reflect the more common terminology used.

The final survey instrument

The final questionnaire contained 163 questions grouped into the four sections described above. It is included as Appendix A.

3.4 SURVEY ADMINISTRATION

The study aimed to collect at least 500 responses from employees of hotels, clubs and the Crown Casino in Victoria. While the original intention had been to survey these employees through the employee union, the representatives from Tabcorp, Tattersall’s and the Crown Casino were concerned that this would lead to a biased sample of staff, and indicated they would be willing to consider assisting survey distribution. Formal research proposals were sent to each of these organisations, followed up with emails, personal discussions and a group meeting to refine the survey instrument, as noted above. Tabcorp and Tattersall’s subsequently agreed to assist with survey distribution by providing a list of their venues in Victoria and by providing letters of support to accompany the survey distribution. Clubs Victoria also provided a letter of support upon request, but the Australian Hotels Association (Victoria) declined to do so. These letters of support are contained in Appendix B.

Unfortunately, in early January 2008, Crown Casino informed us it would not participate in the study. Because this advice was given 10 months into the 12 month project and after the surveys of hotel and clubs staff were complete, it was too late to consider alternative mechanisms for surveying casino staff. Fortunately, over 500 responses were collected from hotel and club staff, so the project attained its anticipated number of responses.

3.4.1 Survey Population, Sample Size and Selection

As noted above, Tabcorp and Tattersall's provided a list of hotels and clubs which operated their EGMs, with permission to mail out surveys to these venues on each company's behalf. These venues totalled 130 hotels and 136 clubs with EGMs operated by Tabcorp and 113 hotels and 143 clubs with EGMs operated by Tattersall's. Thus, surveys were mailed to a census of 243 hotels and 279 clubs with EGMs in Victoria.

After discussions with the Tabcorp and Tattersall's representatives, it was decided to send three surveys to each venue, with a request to the venue manager to ask three staff to complete and return it to the researchers in the reply-paid envelope attached to each survey questionnaire. Instructions were 'While you, as venue manager, can decide which of your employees you ask, it would be good to have 1 employee working directly in gaming, 1 other front-of-house employee and 1 back-of-house employee. This will help to gather responses from staff in a range of positions. However, if this is not possible, then it is still appropriate for any three of your staff to complete the survey.' It was also decided, in discussion with the Tabcorp and Tattersall's representatives, that an incentive would be needed to ensure an adequate response rate from employees. The most appropriate incentive (given the ownership of some venues by the Coles and Woolworths groups, and a concern that a grocery voucher might be interpreted as condescending) was decided upon as a \$20 StarCash voucher, which allows the recipient to redeem the voucher for petrol or any other goods available at any Caltex service station in Australia. A sheet was attached to each survey for respondents to write their name and address to claim their voucher. Respondents were instructed to detach this sheet from the survey and to return it in a second reply-paid envelope attached to each survey. This ensured that the respondent's identity could not be connected to their completed survey questionnaire.

3.4.2 Survey Administration and Responses Generated

The surveys were mailed out in late November 2007. From the 1,566 surveys mailed to 522 venues, 542 responses were received, for a response rate of 34.5 per cent. While the Tabcorp and Tattersall's representatives had kindly offered to send reminder emails to their venues, this proved unnecessary when the intended number of responses (500) was subsequently exceeded. It should also be noted that nine surveys arrived after data analysis was complete, so that only 533 responses are included in the results. These respondents were still sent their \$20 StarCash voucher. The 533 responses to the mail survey were entered into SPSS. The data analysis techniques are described as the results are presented in later chapters of this report.

3.5 CHARACTERISTICS OF SURVEY RESPONDENTS

This section summarises the key demographic, workplace and employment characteristics of the 533 survey respondents to provide a preliminary profile of the sample.

3.5.1 Demographic Characteristics

Table 3.2 shows the age and sex distribution of respondents. Respondents ranged in age from 18 to 70 years, with a mean and median age of 40 years. The respondent sample was predominated by

females (67.5 per cent), higher than the proportion of females employed across all Australian gambling industries (53 per cent) (Australian Bureau of Statistics, 2006a, 2006b).

Table 3-2: Age and sex categories of respondents

Age category	Male		Female		Total	
	N	%	N	%	N	%
18-24 years	23	34.3	44	65.7	67	12.9
25-34 years	45	36.3	79	63.7	124	23.8
35-44 years	29	23.8	93	76.2	122	23.4
45-54 years	44	33.1	89	66.9	133	25.5
55 years and over	30	40.0	45	60.0	75	14.4
Total	171	32.8	350	67.2	521	100.0

3.5.2 Workplace Characteristics

Despite almost equal numbers of surveys being distributed to Tabcorp and Tattersall's venues, 60 per cent of responses were from staff working at a Tabcorp venue, and 40 per cent from those employed at a Tattersall's venue. Respondents were also predominated by those working in clubs (66 per cent), rather than hotels (33 per cent), even though 53 per cent of surveys were mailed to clubs and 47 per cent to hotels.

Table 3-3: Operator and venue categories where respondents worked

Venue EGM operator	Hotels		Clubs		Total	
	N	%	N	%	N	%
Tabcorp	124	39.2	192	60.8	316	59.6
Tattersall's	53	24.8	161	75.2	214	40.4
Total	177	33.4	353	66.7	530	100.0

Table 3.4 shows the frequency distribution of EGMs in the venues where respondents worked. While the workplaces of nine respondents reportedly did not operate EGMs, the remainder did, with 54 per cent operating more than 40 machines, as shown in Table 3.5. Thus, the respondents' workplaces were reasonably equally divided between small venues (40 EGMs or less) and large venues (more than 40 EGMs). As well as EGM facilities, 60 per cent of the respondents' workplaces operated Club Keno facilities, 51 per cent operated TAB facilities, 40 per cent operated poker competitions and 31 per cent provided bingo.

Table 3-4: Number of EGMs in respondents' workplaces

Number of EGMs	Frequency	Valid % ^a	Cumulative % ^a
0	9	1.7	1.7
1-20	55	10.5	12.2
21-40	179	34.0	46.2
41-60	134	25.5	71.7
61-80	94	17.9	89.5
80-105	55	10.5	100.0
Total	526	100.0	
Missing	7		
Total	533		

^a based on a valid per centage of n = 533.

Table 3-5: Venue categories and venue size where respondents worked

Venue size	Hotels		Clubs		Total	
	N	%	N	%	N	%
Small ^b	81	33.3	162	66.7	243	46.3
Large ^a	92	32.6	190	67.4	282	53.7
	173	33.0	352	67.0	525	100.0

^a small venues are defined as those with 40 or fewer EGMs; large venues are defined as those with more than 40 EGMs.

3.5.3 Employment Characteristics

Full-time and part-time/casual staff were nearly equally represented amongst respondents (Table 3.6), and there was a reasonable spread amongst operational, supervisory and management staff (Table 3.7). It appears likely however, that supervisory and management staff were over-represented amongst respondents, compared to their representation in the hotel and club workforces.

Table 3-6: Employment basis of respondents

Employment basis	Frequency	Valid % ^a	Cumulative % ^a
Permanent Full Time	262	49.5	49.5
Permanent Part Time	84	15.9	65.4
Casual	183	34.6	100.0
Total	529	100.0	
Missing	4		
Total	533		

^a based on a valid per centage of n = 533.

Table 3-7: Job level of respondents

Job level	Frequency	Valid % ^a	Cumulative % ^a
Operational	214	40.6	40.6
Supervisory	159	30.2	70.8
Management	154	29.2	100.0
Total	527	100.0	
Missing	6		
Total	533		

^a based on a valid per centage of n = 533.

3.5.4 Involvement in Workplace Gambling Operations

The vast majority (89 per cent) of respondents held a Gaming Employee's Licence, with most having jobs that entailed serving or assisting patrons with gaming machines (83 per cent), cashier/change booth operations (81 per cent) and gaming promotions (73 per cent). Lower proportions held positions that entailed serving or assisting customers with Club Keno (47 per cent), TAB/Sportsbook (25 per cent) and bingo (14 per cent). In total, 89 per cent of respondents held positions that involved serving or assisting patrons with some aspect of gambling. Not surprisingly then, 97 per cent of respondents worked in front-of-house positions at least some of the time, with the majority (87 per cent) being able to see the venue's gambling facilities and activities 'most of the time' or 'almost always' when they were at work (Table 3.8).

Table 3-8: Frequency of seeing gambling facilities and activities while at work

Frequency of seeing gambling activities while	Frequency	Valid % ^a	Cumulative % ^a
Never	16	3.0	3.0
Sometimes	55	10.4	13.5
Most Of The Time	111	21.1	34.5
Almost Always	345	65.5	100.0
Total	527	100.0	
Missing	6		
Total	533		

^a based on a valid per centage of n = 533.

Many respondents had worked in gaming venues prior to their current position. When asked what types of gaming venues they had ever worked in, 67 per cent of respondents had worked in clubs, 59 per cent in hotels, 17 per cent in a TAB outlet, 9 per cent at a racetrack, and 3 per cent in a casino. The total number of time working in gaming venues ranged from less than one month to 27 years, with a mean of 8.5 years and a median of 8.8 years.

Table 3.9 shows that almost 90 per cent of respondents had undertaken responsible gambling training, and most (63 per cent) had received more than one day of this training.

Table 3-9: Length of training in responsible gambling

Length of responsible gambling training	Frequency	Valid % ^a	Cumulative % ^a
None	55	10.6	10.6
A Few Hours	28	5.4	15.9
Half A Day	32	6.1	22.1
One Day	78	15.0	37.0
More Than 1 Day	328	63.0	100.0
Total	521	100.0	
Missing	12		
Total	533		

^a based on a valid per centage of n = 533.

3.5.5 Summary

In summary, females, those working in clubs, and staff employed in venues with EGMs operated by Tabcorp were over-represented in the respondent population. Managerial and supervisory staff were probably also over-represented. Nevertheless, the survey did capture sufficient variation amongst the demographic, workplace and employment characteristics of respondents to allow the necessary analyses to proceed.

3.6 THE QUALITATIVE PHASE: TELEPHONE INTERVIEWS

Telephone interviews were conducted to address the sixth research objective of exploring staff perspectives on how working in a gaming venue influences the access of gaming venue staff to gambling products and venues, both within and outside their workplace and along multiple dimensions of access. Participants for the telephone interviews were recruited via the mail surveys. A sheet was attached at the end of the survey for respondents to detach to claim their StarCash voucher, as described above. This sheet also invited the respondent to participate in a telephone interview, with another \$20 StarCash voucher offered for participation. Space was provided for the respondent to provide their telephone number if they wished to participate. Of the 479 survey respondents who claimed a StarCash voucher for completing and returning the questionnaire (63 of the 542 respondents did not claim their voucher), 189 agreed to participate in a telephone interview.

Because the target number of interviews was 40, interviewees were sampled from the 189 volunteers. Over the two week interview period in December 2007, one call was placed to each volunteer interviewee in the order in which their consent form was received to confirm this consent and to schedule an interview time. Mostly, the interviews took place the same day. No message was left where an answering service was contacted, and the interviewer simply moved to the next consent form and contacted the next person on the list. Some adjustments were made to this process to try to ensure reasonably even representativeness of Tattersall's and Tabcorp employees and of male and female respondents. Forty-two per cent of participants were Tabcorp employees and 35.5 per cent were male. The characteristics of the final sample are presented in Table 3.10.

Table 3-10: Key characteristics of interviewees

Pseudonym	Years worked in industry	Position	Venue Type	Number of EGMs	Venue has Keno	Venue has TAB	Venue has Staff Gambling Policy
Andrew	10	Night Supervisor	Club	43	Y	Y	Y
Amy	2	TAB, Bar and Gaming	Club	20	Y	Y	Y
Betty	17	n/a	Club	50	Y	Y	N
Banjo	15	Gaming Manager	Hotel	50	Y	Y	N
Brian	12	Operations Manager	Club	92	Y	N	N
Ben	5	Bar& Gaming Attendant	Hotel	45	N	N	Y
Dallas	1	Chef	Hotel	70	n/a	n/a	N
Duncan	7	Bar & Gaming Attendant	Club	60	Y	Y	Y
Fanny	2	Gaming Attendant	Club	70	Y	Y	Y
Gwyn	11	Gaming Supervisor	Club	23	n/a	n/a	N
Graham	1	Chef	Club	50	n/a	n/a	N
Jill	5	Duty Manager	Club	83	N	N	N
Jacinta	6	n/a	Club	30	N	N	N
Jake	8	Junior Manager	Hotel	50	Y	Y	Y
Kelly	0.7	Gaming, Reception, Bistro	Club	47	Y	N	N
Kaitlyn	4	Manager	Club	105	Y	Y	N
Kathy	2	Administration & Bar	Club	10	N	N	N
Kerry	7	Duty Manager	Club	38	N	Y	Y
Lara	10	Cashier	Club	90	N	n/a	Y
Laura	17	Night Duty Manager	Club	48	N	N	N
Mark	n/a	Manager	Hotel	22	N	N	N
Maisie	3	Duty Manager	Club	40	Y	Y	Y
Matilda	11.5	Gaming Attendant	Hotel	20	Y	Y	Y
Max	11	Duty Manager	Club	48	Y	N	Y
Mavis	13	Manager	Club	10	n/a	n/a	Y
Miriam	1	Gaming Attendant	Club	30	N	N	N
Nadine	2.5	Gaming Attendant	Hotel	50	n/a	n/a	N
Noel	25	Manager	Club	52	N	N	N
Nigel	0.4	Bar & Gaming Attendant	Club	59	n/a	n/a	?
Patrick	15	Manager	Hotel	31	N	Y	Y
Paul	9	Manager	Club	30	N	N	N
Paolo	15	Manager	Club	20	n/a	n/a	N
Rick	2	Bar & Gaming Manager	Club	32	Y	N	Y
Rhonda	17	Gaming Supervisor	Hotel	29	Y	Y	Y
Raina	13	Administration	Club	90	n/a	n/a	Y
Rachel	8	Gaming Supervisor	Hotel	50	N	N	N
Sabrina	1.2	Gaming Supervisor	Hotel	22	N	N	N
Sally	10.5	Supervisor	Club	70	Y	Y	Y
Sky	15	Gaming Supervisor	Club	51	Y	Y	Y
Will	12	Gaming Manager	Club	50	Y	N	N

The telephone interviews were semi-structured, with the interview schedule contained in Appendix C. The telephone interviews lasted from 15-30 minutes, were digitally recorded and transcribed verbatim. Thematic analysis was then used to analyse the data. Thematic analysis is a method for identifying, analysing and reporting patterns (themes) within data, by organising and describing the data set in rich detail and by interpreting various aspects of the research topic (Braun and Clarke, 2006:79). It involves six identifiable stages – 1) familiarisation with the data by transcribing, then reading and re-reading, noting down initial ideas; 2) generating initial codes by coding interesting features of the data in a systematic fashion across the entire data set and then collating data relevant to each code; 3) searching for themes by collating codes into potential themes and gathering all data relevant to each potential theme; 4) reviewing the themes by checking to see if the themes work in relation to both the coded extracts and the entire data set, and then generating a thematic map of the analysis; 5) defining and naming themes via ongoing analysis to refine the specifics of each theme and the overall story the analysis tells, generating clear definitions and names for each theme; and 6) writing up the results by selecting vivid and compelling extract examples, final analysis of selected extracts, relating back the analysis to the research objectives and the literature, and reporting on the analysis (Braun and Clarke, 2006:87).

3.7 CHAPTER CONCLUSION

This chapter has explained key aspects of the research methods utilised in this study and presented key characteristics of respondents to the quantitative survey and of participants in the qualitative interviews. Except for the non-participation of the Crown Casino, the project met its required targets of survey respondents and interview participants.

