GIRO RESEARCH UPDATE
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Keeping you up to date with the latest in gambling research

THIS MONTH

- Video gaming and gambling – linked or not?
- Sports betting consumption as social identity – the implications
- Problem gambling is rarely a problem on its own: prevalence of psychiatric co-morbidity in treatment-seeking problem gamblers
- Sports betting, television and embedded promotion: implications for compulsive consumption
- Can they see it? Staff and signs of gambling problems in venues
- Dynamic warning messages on EGMs – do they work?

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Video gaming and gambling – linked or not?


What was the research?

This study explored gambling behaviours among regular video game players. Earlier research suggested that gambling might be attractive to regular video gamers as a result of structural similarities between gambling and gaming. However, developments in gaming technology mean video games have become less similar to gambling activities over time.

The purpose of this study was to explore whether regular video game players are likely to gamble more often than others in the community, and whether there is an association between frequent and problematic video game playing and gambling.

How was the research conducted?

The study surveyed 485 Australian regular video game players aged 16 to 68. The majority (84 per cent) of participants were male.

Participants identified as ‘video gamers’ and were required to have played video games for at least seven hours per week in the previous three months. They were recruited through advertisements on video gaming websites and flyers at two South Australian universities.

The survey included questions related to gambling habits, video game playing habits (prior experience with video games and weekly frequency of play) and the Game Addiction Scale – a measure of problematic video game play.

All questions related to participants’ experiences in the previous three months.

Limitations

Sampling method

The researchers used a non-random sampling methodology, which means their results should not be generalised to the population of regular video game players. In addition, a disproportionate number of gamers surveyed resided in South Australia as this was the only state where recruitment was supplemented by offline methods.

Measure of problem gambling

The researchers did not use a measure of problem gambling, which means they cannot draw conclusions about the relationship between video game play and problem gambling. However, as frequency of gambling is strongly related to problem gambling, some suggestions about problem gambling can be drawn from the study.

What were key findings of the research?

Gambling behaviours

- Participants were more likely to gamble for money (1.41 times) than for credits or points online (0.32 times).
- Rates of gambling were low, with only one quarter of participants engaging in some form of gambling. This is much lower than the rates of gambling participation found in the general population (36.4 per cent for South Australia).
- For those who did gamble, 29.4 per cent said gaming machines were their preferred form of gambling, followed by lottery tickets and pools (28.6 per cent), sports betting (15.9 per cent), scratch tickets and cards (7.1 per cent), horse or dog racing (5.6 per cent) and internet gambling (2.4 per cent).

Video gaming and gambling frequency

- Frequency of video gaming was significantly associated with male gender, young age and higher rates of problem video gaming, but not with frequency of gambling for money or simulated gambling.

Players who experienced problem video gaming did not gamble more often than those who did not experience problem video gaming.

- Comparing video gamers who gambled during the past three months and those who did not, the former were, on average, slightly older. No significant differences were detected between the two groups in terms of gender, frequency of video gaming and in the measure of problematic video gaming.
- Age and problem video gaming were associated with gambling frequency, but not gender or video game frequency.

Problem video gaming and gambling frequency

Players experiencing problem video gaming did not differ significantly on measure of gambling frequency from those not experiencing problem video gaming.

How might this research be useful?

This study suggests the link between video gaming and gambling may not be strong. Frequency of video game play was not related to gambling behaviours in this study. In fact, gambling appeared less popular among this population than in the general community.

Previous research has focused on arcade games, which may be more similar to gambling than more immersive and skill-based modern games. However, the results of this study cannot be generalised to the broader population of regular video game players – more research is needed.

There is some evidence that links symptoms of problem video gaming with gambling frequency. However, rates of gambling were low, and the measured effect was small.

People who have developed a problem with video games may be a target group for problem gambling interventions. However, further research is required to support this conclusion. This research would need to include a measure of problem gambling to establish whether problem video gaming and problem gambling are likely to be co-morbid, that is, co-occurring negative conditions.
The link between simulated gambling and actual gambling is an emerging area of interest in the gambling research field. Although this study did not focus on simulated gambling, some findings from the study regarding the likelihood to gamble for points provides insight into the link between simulated and actual gambling. Findings from this study suggest there is, in fact, not a close link. These findings may be explained by the lack of focus in the study on specific simulated gambling games. More targeted research is needed to clarify the link between simulated gambling and actual gambling.

Want to know more?
Read the full report from the study

Sports betting consumption as social identity – the implications


What was the research?
This study explored how the emerging concept of lifestyle consumption community could be used in understanding the consumption of sports betting in Australia. A lifestyle consumption community (LCC) refers to a community whose identity is based on a shared lifestyle interest.

The study considered young Australian adults engaged in sports betting as an LCC and reported on how these young adults interpret, navigate and participate in sports betting.

The study was funded by the Victorian Responsible Gambling Foundation via the Early Career Researcher Grant as part of the Grants for Gambling Research Program (Round 5).

How was the research conducted?
The study conducted qualitative interviews through friendship groups. A friendship group is an effective method for qualitative interviews as it creates a comfortable environment to facilitate open discussion, especially for sensitive topics. Ten friendship group interviews were conducted with a total of 50 participants (five participants in each friendship group). Participants were selected based on the following criteria:

- aged between 18 to 30
- living in Victoria
- reported betting on sports at least once in the previous 12 months
- not identified as a problem or pathological gambler.

As the study aimed to better understand the under-researched cohort of at-risk gamblers, problem and pathological gamblers were excluded.

The group discussions were semi-structured and covered the following themes:

- consumption of sports and sports betting
- cultural influences on the consumption of sports betting
- interpretation, navigation and response to sports betting consumption communities.

Limitations
The results of the study cannot be generalised to the broader population of young Victorian adults as the sample was not a representative sample of the population, but rather a qualitative sample.

What were key findings of the research?
The study identified the following key themes relating to how the participants interpreted, navigated and engaged in the sports betting consumption community:

- shared cultural values
- desired acumen and skill.

Bet on sports demonstrated loyalty to a sports team and encouraged competition with friends.

Shared cultural values
Shared cultural values included shared experiences of sociability and passion. These shared values brought members together, while differentiating them from outsiders.

The study identified two shared values that brought the sports betting community together: competition and loyalty.

- Enthusiasm for the sport was combined with rivalry with other members. This competition acted as a collective way for members to express their passion for sports. The passion was heightened through the process of betting on sport and the potential of winning.
- Loyalty towards certain sports teams and players acted as a point of connection between members. Regardless of the teams they supported, betting on sports was an important medium to exhibit rivalry and show loyalty towards a team.

Winners were expected to give back to the community, notably through shouting rounds of alcoholic drinks.

Desired acumen and skill
Desired acumen and skill played a key role in social interactions within the community and were used as a vehicle in the negotiation of status and power within the community.

The study found two sources of desired acumen and skill in the sports betting community: navigating the odds and knowledge of the game.

- The ability to understand and interpret the odds and the ability to manipulate the market by differentiating between offerings across different agencies were highly regarded. The types of bets chosen and the ability to carry out risky bets with large potential payoffs were key to higher status.
Problem gambling is rarely a problem on its own: prevalence of psychiatric co-morbidity in treatment-seeking problem gamblers


What was the research?

This is a meta-analysis examining the prevalence of mental health and substance use conditions in people seeking treatment for problem gambling. A meta-analysis is a way of combining the results of previous studies to produce a more accurate and complete understanding of problem gambling than would be possible using only a single study.

The review was completed by a team led by Nicki Dowling of Deakin University.

How was the research conducted?

The review explored Axis I psychiatric conditions, including common mental health disorders such as depression, anxiety and bipolar disorder and substance use problems.

Studies were selected for inclusion through a systematic search of electronic databases, gambling journals not indexed in the electronic databases, the reference lists of studies identified for inclusion, and several literature reviews. The meta-analysis incorporated 42 studies published between January 1990 and August 2011.

The studies needed to meet the following criteria:

- the study sample comprised adults recruited from problem gambling treatment services or randomised controlled trials for problem gambling
- the study provided an estimate of at least one of the psychiatric conditions studied
- the report was available in English
- the study was published in a complete form in a peer-reviewed journal.

The findings of the studies identified by the review were analysed using the Comprehensive Meta-Analysis software program.

A fifth of people who sought help for their gambling problem also had a problem with drugs or alcohol.

Limitations

While the meta-analytic techniques used in this study are powerful, the analysis consistently reveals a high degree of heterogeneity between the studies included. This means that different studies have revealed radically different results. Although the researchers have considered a
number of possible explanations for these differences, they have not been able to explain the large differences between the studies included in the meta-analysis.

What were key findings of the research?

Overall prevalence of diagnosed psychiatric conditions
Some studies reported a combined prevalence, including all of the psychiatric conditions studied.

The result suggested 74.8 per cent of people seeking treatment for problem gambling have another current Axis I disorder and 75.5 per cent of people seeking treatment have a lifetime Axis I disorder.

Mood disorders
The meta-analysis revealed that of treatment-seeking problem gamblers:

- 29.9 per cent had current major depression
- 8.8 per cent had current bipolar disorder
- 6.7 per cent had current dysthymic disorder – a chronic form of depression.

Substance use disorders
Overall, 22.2 per cent of people seeking treatment for problem gambling had a substance use disorder. This included:

- 56.4 per cent who had current nicotine dependency
- 18.2 per cent for alcohol abuse
- 15.2 per cent for alcohol dependence
- 11.5 per cent for cannabis use disorder.

Anxiety disorders
The prevalence of anxiety disorders was:

- 14.9 per cent for social phobia
- 14.4 per cent for generalised anxiety disorder
- 13.7 per cent for panic disorder
- 12.3 per cent for post-traumatic stress disorder
- 8.2 per cent for obsessive compulsive disorder (OCD).

A third of people who sought help for their gambling problem also suffered from depression.

How might this research be useful?

This research provides further evidence that people with gambling problems experience high rates of mental health and addiction services. The relationship between co-morbidities varies, meaning it is important that, regardless of what triggers a call for help, the people answering those calls are attuned to identifying as many problems as possible.

Want to know more?
Read the full report from the study.

Sports betting, television and embedded promotion: implications for compulsive consumption


What was the research?

This study explored how sports bettors respond to sports-embedded gambling promotions. Embedded gambling promotions are integrated into broadcasts of matches, whereas paid advertising occurs during commercial breaks. This study explores sports bettors’ attitudes to gambling promotions, whether these promotions encourage them to gamble, and whether there is a relationship with problem gambling severity.

The study was funded by a Responsible Gambling Research Grant from the Queensland Department of Justice and Attorney General.

How was the research conducted?

This study surveyed 544 sports bettors residing in Queensland, including 242 regular sports bettors, 266 non-regular sports bettors and 36 sports bettors who did not specify the frequency of their sports betting. Respondents were recruited from a market research company.

Respondents completed an online survey during October 2012, just after the National Rugby League (NRL) and Australian Football League (AFL) seasons had ended. The survey included several questions related to gambling behaviour, sports betting behaviour and gambling promotions within the previous 12 months, including:

- frequency of betting on wagering sports
- frequency of gambling on main gambling types other than sports betting
- number of sports betting accounts
- proportion of sports bets placed online, by telephone and at venues
- proportion of bets:
  - placed before and during a match
  - planned and on impulse
- exposure to gambling promotions
- responses to promotional techniques employed during televised sport.
Limitations

Sampling method
The study used a non-random sampling method rather than a random sample of sports bettors in Queensland. Therefore, findings cannot be generalised to the general adult population.

Self-reporting
The surveys required participants to self-report and therefore responses are subjective.

What were key findings of the research?

Sports betting and gambling behaviour
• NRL was bet on most frequently (25.7 per cent weekly and 45.1 per cent monthly).
• NRL matches received the highest monthly sports betting expenditure in the previous 12 months ($61.56).
• Sports tipping competitions attracted 37 per cent of sports bettors weekly and 55.2 per cent monthly.
• Sports bettors were frequent gamblers on other gambling activities, including:
  - horse races and greyhound races (27.8 per cent weekly and 51.9 per cent monthly)
  - electronic gaming machines (EGMs) (15.3 per cent weekly and 41.2 per cent monthly)
  - Keno (1.1 per cent weekly and 35.4 per cent monthly)
  - online casino games (11 per cent weekly and 23 per cent monthly)
  - table games (9.9 per cent weekly and 22.5 per cent monthly)
  - poker (9 per cent weekly and 18.3 per cent monthly).
• Of the 544 sports bettors surveyed:
  - 273 (50.2 per cent) were non-problem gamblers
  - 97 (17.8 per cent) were low-risk gamblers
  - 54 (9.9 per cent) were moderate-risk gamblers and
  - 120 (22.1 per cent) were problem gamblers.

Exposure to gambling promotions during sport
• NRL was watched most frequently (61.1 per cent weekly and 79.6 per cent monthly).
• The majority (85.7 per cent) watched televised sport at home and 67.8 per cent watched with family or friends.
• The majority (86.6 per cent) of respondents could recall at least one gambling brand from watching televised sport.

Approval of different types of sports-embedded promotions
Respondents gave high approval ratings to pre-match commentary on betting odds and stadium signage promoting gambling operators and low approval ratings to celebrity endorsement of gambling.

Encouragement to bet from different types of sports-embedded promotions
• Overall, respondents disagreed that any of the promotional techniques encouraged them to bet.
• Agreement that gambling promotions encouraged betting on sport increased as problem gambling severity increased, meaning problem gamblers had the highest agreement that gambling promotions encouraged them to bet on sport.

Contextual factors reported as influencing impulse bets
• Overall, respondents disagreed that any of the promotional techniques encouraged them to bet.
• The following factors increased the likelihood of placing impulse bets:
  - having an account with a sports betting operator
  - having internet access during a match
  - watching the match with other sports bettors
  - watching the match in a venue with sports betting facilities.

Respondents with gambling problems were more likely to agree that gambling promotions encouraged them to bet on sports than respondents without gambling problems.

How might this research be useful?

Overall, the study found problem gamblers (compared to non-problem, low-risk and moderate-risk gamblers) have the highest approval of gambling promotions, feel the most encouragement to gamble from these promotions and are most influenced to gamble based on gambling promotions viewed during televised sport.

The findings also indicate the degree to which sports betting is a social activity intertwined with televised sport.

The study found a high percentage (over a third) of gamblers placed bets close to or during the match. The reasons for this finding need further study. It is possible this finding indicates an association with impulsivity and tactical betting.

These findings have implications for policy makers, regulators and counsellors. At the most basic level, it is likely that reducing the amount of sports-embedded gambling promotions may help to maintain a low level of exposure to this type of marketing which may, in turn, have positive effects on problem gamblers.
The interaction between sociability, betting at home while watching sport on TV and sports embedded promotions warrants further examination to determine the degree to which these factors encourage risky gambling. In particular, determining whether sociability works for or against responsible gambling choices would be of interest.

These findings also support the promotion of responsible gambling messages on commercial breaks during televised sports, precisely because the majority of sports bettors watch sport at home.

Want to know more?
Read the full report from the study.

Can they see it? Staff and signs of gambling problems in venues

O’Mahony, B & Ohtsuka, K 2015, ‘Responsible gambling: sympathy, empathy or telepathy?’, Journal of Business Research, online 23 March 2015.

What was the research?
This study explored whether gambling venue employees are capable of identifying signs that indicate problematic gambling behaviour among patrons.

The study was funded by a research grant from the Victorian Department of Justice.

How was the research conducted?
The City of Maribyrnong and bordering local government areas of Hobsons Bay, Brimbank and Moonee Valley were chosen for the study due to their high number and density of electronic gaming machines (EGMs) and high net EGM expenditure. The region had a total of 3,451 EGMs located in 58 gaming venues. Venues with between 50 and 70 EGMs were contacted and, of these, 12 agreed to participate in the study, including:
• two venues in the City of Hobsons Bay
• five venues in the City of Maribyrnong
• three venues in the City of Brimbank
• two venues in the City of Moonee Valley.

The study employed a qualitative approach. Semi-structured interviews were conducted with 28 non-casino gaming venue employees, including:
• nine venue managers
• six gaming floor managers
• nine gaming attendants
• four cashiers.

Participants were asked a series of questions relating to the following themes:
• profile of patrons, including age and gender
• time spent on EGMs and in a venue
• perceived cultural differences in patrons’ behaviour
• loss of control
• employees’ views on harm minimisation strategies.

Limitations
Study design
The study was qualitative in design and relied on subjective responses from participants.

Respondents
Respondents had between 10 and 20 years’ experience in both hospitality and gambling venues. Given this, their insights may not necessarily reflect the true state of affairs in their particular venue, as employees may have worked in numerous venues (including casinos) and in varying roles.

What were key findings of the research?
Profile of gambling patrons
Most respondents reported the following patterns of patronage:
• older women frequented the venue during the day
• young men attended the venue after work on weekdays or as a group on Friday evenings
• late-night patrons were likely to be male shift workers
• most venue patrons lived within the general or immediate vicinity of the venue.

Age
Respondents observed the following differences in patronage based on age:
• seniors frequented the venue on weekdays during daytime hours
• younger patrons accessed the venue on weekday evenings and on weekends.

In accordance with findings in the research literature, many respondents commented that older people seemed to regard gambling as a social outing – a place to have lunch or coffee and meet with friends.

It was difficult for gaming venue staff to judge if a gambling patron could afford to lose money.

Gender
The majority (25) of respondents noted gender-specific behaviour, including:
• women were more frequent gamblers than men
• when losing, men were more likely to become angry and aggressive.

Reactions from respondents when patrons were losing varied. They were:
• empathetic towards seniors as these patrons were viewed as pensioners who could not afford to lose much money
• sympathetic towards women
• unsympathetic towards young men as these patrons were considered loud and aggressive and could afford to lose money.

**Time spent on EGMs and in a venue**

Respondents reported that time spent playing EGMs varied, with:

- seniors spending more time gambling but tending to play lower value machines
- some patrons attending gaming venues every day, or spending the entire day in the gaming room
- others going to a gaming venue for a meal and then spending a short amount of time in the gaming room.

Venue staff reported it was difficult to determine whether a patron was gambling within their means: ‘You can’t judge whether they can afford it or not — someone might come in who shouldn’t but you can’t tell.’

**Perceived cultural differences**

Respondents’ perceptions of the dominance of a particular cultural group were compared with Australian Bureau of Statistics (ABS) figures to determine whether these perceptions were indicative of the actual cultural breakdown of the region where the gaming venue was located.

- In the City of Maribyrnong, respondents reported the dominant cultural group accessing gaming venues was Vietnamese. The ABS reports only 9.7 per cent of the population in the City of Maribyrnong are Vietnamese, meaning this cultural group is likely to be over-represented in gaming venues in the area.
- In the City of Brimbank, respondents at two venues reported the dominant cultural group accessing gaming venues was Greek. As the ABS reports less than 1 per cent of the population in the City of Brimbank is Greek, this group is also likely to be over-represented in gaming venues in the area.
- In the City of Moonee Valley, respondents did not report any dominant cultural groups accessing gaming venues.
- Respondents reported people from Asian cultural groups spent more money than other groups.

Venue staff were more sympathetic towards seniors and less sympathetic towards young males who lost money while gambling.

**Loss of control**

Respondents reported regular gamblers:

- accessed the venue to gamble and did not take many (if any) breaks to eat or drink
- did not talk often to other patrons
- did not react to small and medium wins.

**Employees’ views on harm minimisation strategies**

Respondents reported patrons did not always use the clocks provided in the gaming room but knew when to take a break, observing:

- most gambling patrons took breaks
- patrons were encouraged to take breaks by gaming venue staff
- patrons who smoked were more likely to take breaks than non-smoking patrons.

**How might this research be useful?**

The study found gaming venue employees understand the signs of problem gambling and can identify patrons exhibiting them. However, reactions to patrons exhibiting the signs of problem gambling were inconsistent. Respondents expressed concern for seniors and women but lacked sympathy towards young men.

Staff reactions often appeared to be based on assumptions of whether patrons could or could not afford to lose money, rather than established, evidence-based signs that patrons were distressed or had lost control. Nonetheless, venue staff were able to note patrons losing track of time and zoning out, which are clear indications of problem gambling. The research suggests staff have the capacity to recognise the signs but may lack the understanding they should act on them.

The research suggests there are issues that need to be addressed around staff training and management culture in relation to responding to signs of problem gambling. The foundation, which provides a venue support program for the training of staff, needs to pay particular attention to findings from this study and their implications.

**Want to know more?**

Read the full report from the study (behind paywall).

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**Dynamic warning messages on EGMs — do they work?**


**What was the research?**

This study investigated the effectiveness of dynamic warning messages — messages with varied content — displayed on electronic gaming machines (EGMs) in gaming venues. It explored the recall of messages with different content types and their impact on the thoughts and behaviours of participants in a real-life context.

The aim of the study was to advance theory and knowledge on how warning messages can be effectively used to reduce compulsive and excessive consumption of gambling, with implications for other addictive behaviours.

The study was conducted by the Centre for Gambling Education and Research at Southern Cross University.

**How was the research conducted?**

The study recruited 667 participants from five gambling venues in the Brisbane region. The group comprised 229 participants recruited from a single large club, 405 participants from three hotels and 33 participants from a small club.

The majority (72 per cent) of participants were male and 56 per cent were aged over 40. Applying the Problem Gambling Severity Index (PGSI), 23.5 per cent of respondents were moderate-risk gamblers and 7.8 per cent were problem gamblers.
Participants were shown a series of dynamic messages for 10 to 15 seconds as they played EGMs. Two primary message themes were employed — self-appraisal and informative. The following eight messages were used:

- **Self-appraisal**
  - Have you spent more than you can afford?
  - Is money all you are losing?
  - Do you need a break?
  - Are you playing longer than planned?

- **Informative**
  - Set your limit. Play within it.
  - Only spend what you can afford to lose.
  - A winner knows when to stop gambling.
  - You are responsible for your gambling.

**Limitations**

**Messages constrained to EGMs**

This study aimed to investigate how warning messages can be effectively used to limit consumption of gambling. However, the warning messages were only tested on EGMs. While we know that EGMs are the single largest gambling type with which people develop problems, we do not know whether the methodology used in this study would translate to other types of gambling.

**Study design**

The study used a sample of volunteers and because there was no follow-up with participants, the findings could only focus on short-term impacts from messages.

**What were key findings of the research?**

**Message recall**

- Of the people surveyed, 44 per cent recalled seeing messages on the EGMs and 57 per cent accurately recalled at least one of the eight messages.
- Only 10 per cent of respondents recalled two messages, and only one respondent recalled three messages.
- The most recalled message was ‘Do you need a break? Gamble responsibly’.
- Self-appraisal messages were recalled more frequently than informative messages (136 counts to 71).

**Message impact**

The impact of the message types was about even. Informative messages were considered impactful by 50 per cent of respondents, while self-appraisal messages were reported impactful by 46 per cent.

**Negative thoughts**

A very low proportion of respondents felt the messages were annoying or frustrating (4 per cent for informative messages and 10 per cent for self-appraisal messages).

**Behaviours**

- For both message types, respondents were most likely to read the message than any other action when it appeared. Most respondents continued playing after reading the message.
- Other actions included, but were not limited to, immediately pushing the button to continue, not reacting, letting the message expire, looking around, cashing out, talking to someone nearby and taking a break.

**Perceptions**

Both message types were perceived by respondents as useful and both appeared to support responsible gambling. However, neither message type was perceived to be more useful than the other.

*Although many respondents continued gambling after reading a message, the messages created a necessary break in play.*

**How might this research be useful?**

This research builds upon previous research by testing responsible gambling message content in a real-life context. It demonstrates that findings concluded in a controlled laboratory setting hold true in a real-life environment.

It is important to note that both message types were a valid and useful way to communicate with players. Although players generally kept playing after reading the messages, this is not necessarily a negative outcome as players may have been playing within their means.

However, findings may suggest messages did not interrupt problematic behaviour. Recall rates and observed behaviour do not create confidence that this is a particularly effective tool for encouraging responsible gambling.

In terms of regulatory options, the study indicates that displaying responsible gambling messages on an EGM screen mid-play creates little annoyance for players. This lack of impact on players’ enjoyment undermines objections to permanently inserting dynamic messaging.

With a sizable percentage of participants reporting that messages caused at least a small break in play — whether that be reading the message, looking around or checking their phone — the messages did serve as a prompt that might make gamblers more likely to be aware of the time and money they are spending. However, there is little evidence in this study that these messages had strong or significant implications for the prevention of problematic gambling.

The research does highlight other features of messaging to be explored. For example, message timing, styles and graphics.

Additionally, the digital display of messages on EGMs can be translated to other electronic devices such as phones, tablets and desktops, all of which are used for internet gambling. Therefore, the findings have some potential to contribute to the promotion of other types of responsible gambling and even in relation to other risky or hazardous consumer products that create or encourage loops of continuous and unhealthy consumption.

**Want to know more?**

Read the full report from the study (behind paywall).