

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Use of GSGB statistics
Date: 29 November 2024 16:14:00
Attachments: [image001.jpg](#)
[image002.png](#)

Hi [REDACTED]

Hope you are well.

I'm just getting in touch about the research you have recently published comparing [marketing restrictions internationally](#), working alongside the Bristol Hub.

I'm really pleased you have been able to include some of the GSGB data within the report.

There are some good examples within the report where you have navigated the difficulties of making comparisons to previous estimates, clearly stating there has been a change in methodology. However we have noticed that this isn't consistently applied throughout the report.

For example in the executive summary you state "In July 2024, the Gambling Commission released new statistics showing that 2.5% of people in GB experience 'problem gambling'¹, eight times higher than previous estimates". This needs some additional qualifying information and would be better expressed as:

"In July 2024, the Gambling Commission released new statistics showing that 2.5% of people in GB experience problem gambling (as measured by those scoring 8+ on the PGSI). Whilst not directly comparable due to a significant change in methodology, previous estimates generated by the HSE 2018 estimated the percentage to be 0.4%"

Also on page 40, the report states "However, they show a significant increase in the headline rate of problem gambling (from 0.3 to 2.5%) and a range of data indicating serious harm". Our guidance states that direct comparisons like this shouldn't be made given the change in methodology, and would be better rephrased in line with the example above.

Given the level of interest this report is likely to receive (and is already receiving) would it be possible to change these sentences so they are in line with our [guidance](#) for using the GSGB stats?

We've had some feedback from stakeholders that it would be useful for us to include some examples within the guidance of how the statistics should be presented so we'll be reviewing the guidance in due course.

Speak soon – I know the last few of our catch ups have been postponed but hopefully the next will go ahead.