


GAMBLING
COMMISSION

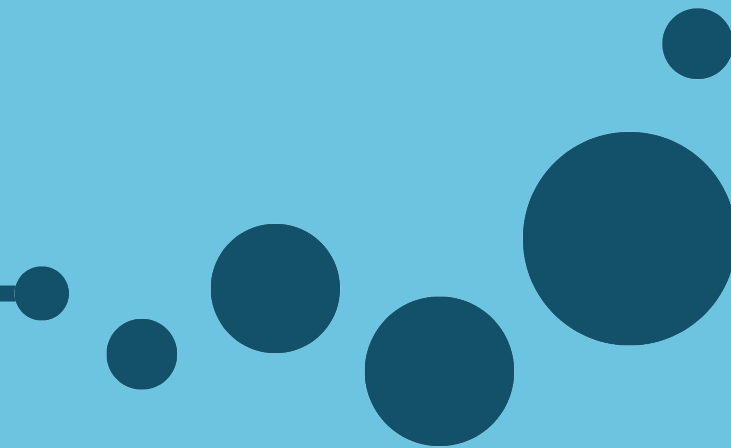
Gambling Survey for Great Britain



What we'll cover

- ✓ Development of the Gambling Survey for Great Britain
 - ✓ Latest experimental stage findings
 - ✓ Table discussions to inform reporting and presentation of the Gambling Survey findings in the future
 - ✓ Next steps
- 

Developing the Gambling Survey for Great Britain



Approach to Evidence



The Gambling Commission is an evidence-based regulator



We provide advice to the government about gambling behaviour in Great Britain

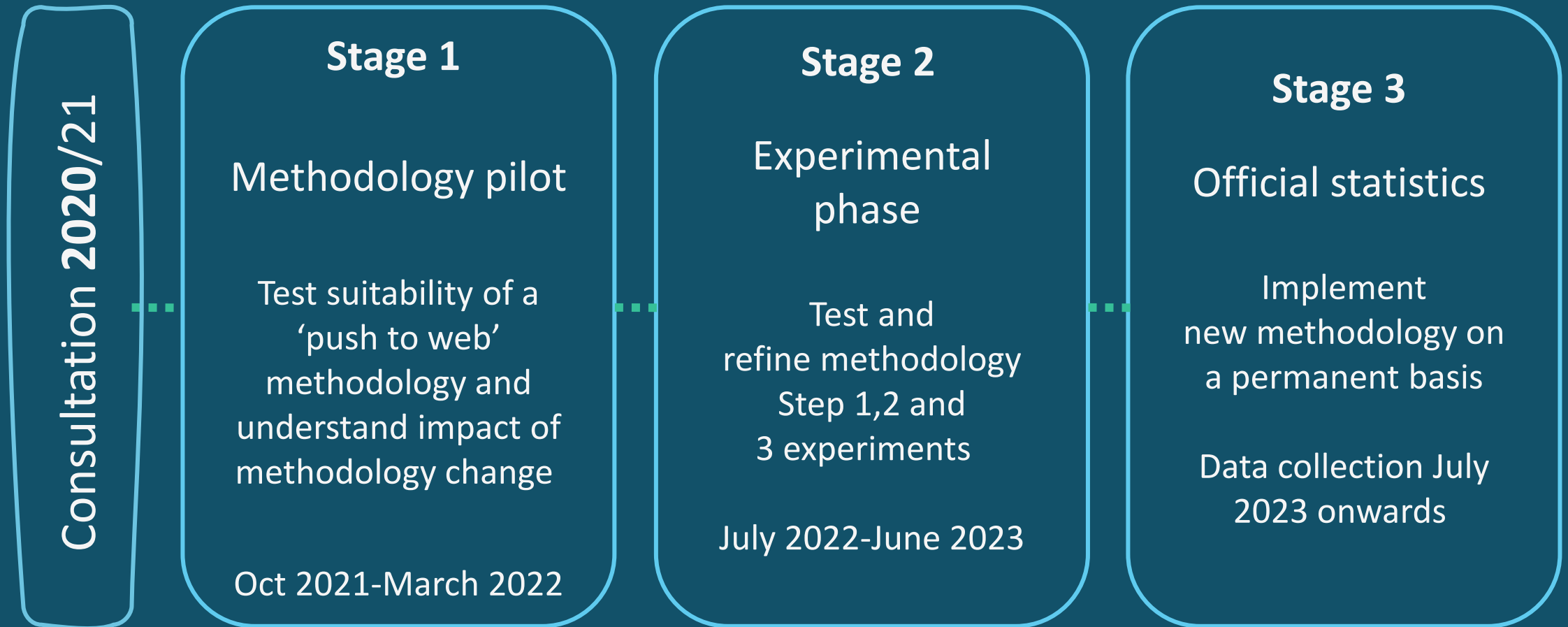


We collect and analyse data from a range of different sources



2020/21 business plan commitment to review the way we collect adult participation and prevalence of problem gambling data

Project timeline





Gambling Survey for Great Britain

- ✓ One high quality population survey for the whole of Great Britain
- ✓ Robust random probability sample
- ✓ Push to web approach with postal survey option
- ✓ Large sample size $n=20,000$ per annum
- ✓ New questions – participation, harms



Gambling Survey for Great Britain

- ✓ Continuous data collection and timely reporting of statistics
- ✓ Data available via UKDA
- ✓ Ability to recontact participants
- ✓ BUT this development means there will be a break in the trend data



Topics the survey will cover

Core

Leisure activities
Internet usage
Participation by activity
Mode of play
Frequency of play
Problem Gambling Severity Index (PGSI)
Gambling related harms
How gambling makes you feel
Health and wellbeing: Alcohol, smoking, SWEMWBS
Demographics

Modular

Gambling management tools
Complaints
Reasons for gambling
Typology questions
Marketing and advertising
Attitudes towards gambling
Gaming
Adjacent activities (e.g. investments)
National Lottery experience

To be decided - expenditure



Gambling related harms - question development



“Gambling-related harms are the adverse impacts from gambling on the health and wellbeing of individuals, families, communities, and society.” Wardle et al, 2018



We have been iteratively developing new survey questions on harms



The questions have been designed to give us a fuller understanding of who is experiencing harm and how



Gambling related harms - question development

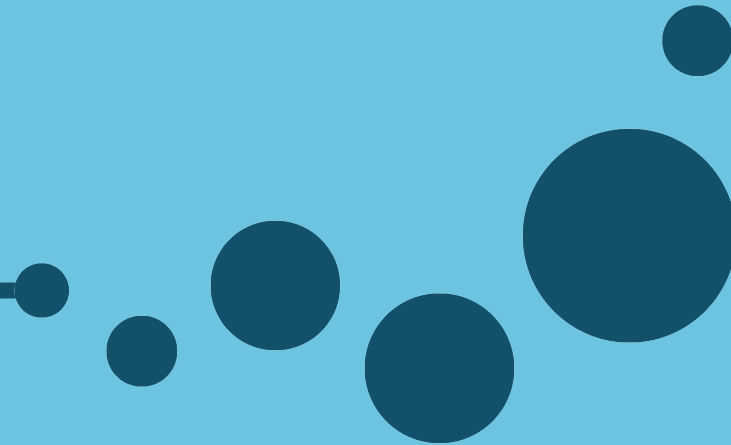


We are not aiming to develop a headline score or scale of gambling-related harms, or measure the cost of gambling harms to society



These questions will be asked regularly and be added to our suite of official statistics, alongside problem gambling

Experimental Stage



The experiments

1a. Household selection

1b. Gambling harms scaled response options

2. Ways of collecting gambling participation data

1a. Household selection



Universal improvements in household selection



In most households, all eligible adults take part (70%+)



Past year gambling rates similar to those observed in the pilot



No differences between households selecting 2 vs 4 adults – and some evidence that the latter might have more gambling behaviour clustering

1b. Harms



Testing two different answer options for 6 question: yes/no vs never/occasionally/fairly often/often



Improved pattern of responses compared with pilot data



Patterns of response very similar between those saying “yes” and those saying “fairly often/often”

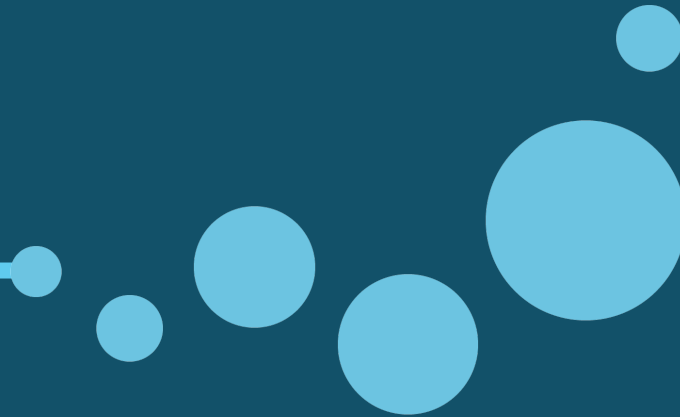


Those who report doing things occasionally would likely say no when given a yes/no answer option, except for: "Lies to friends and family to hide the extent of gambling"


2. Ways of asking gambling participation

- ✓ Importance of the paper self-completion in getting quality data
- ✓ Drives design decisions
- ✓ Long list approach: evidence of primacy effects?
- ✓ Hierarchical approach – do people include what they are supposed to?
- ✓ Chunked approach – a hybrid – does this work?

Table discussions



Topics to discuss

1. How you will use the results from the Gambling Survey for Great Britain
 2. Presentation of the results
 3. Accessing results
- 

Next steps

- ✓ Publish the findings of the step 1 and step 2 experiments
- ✓ Launch step 3 experiment (soft launch)
- ✓ Continuous data collection starts summer 2023
- ✓ Launch of official statistics
- ✓ Continuous improvement (Explore opportunities for data linkage)

Questions?

making gambling
fairer, safer and crime free

www.gamblingcommission.gov.uk

 @GamRegGB