

From: [REDACTED]
To: [REDACTED]
Subject: Clarification request - misuse of statistics
Date: 09 October 2024 14:44:00
Attachments: [image001.png](#)
[image002.png](#)

Dear [REDACTED]

We would like to point out that your October 8 story headlined '[Panic as pensioners taking to new vice - with 40% now spending money on it](#)' features a misuse of our statistics.

In the copy you compare data in latest [Gambling Survey for Great Britain Survey \(GSGB\)](#) with previous studies.

We state in the above release that estimates presented in the GSGB are not directly comparable with results from prior surveys due to the differing methodology, including a bigger sample size.

Our GSGB study is one of the largest surveys in the world and is set to prove invaluable in deepening further our understanding of gambling across the country.

Such misuse of the statistics not only risks misleading your readers but also unfairly casts doubt on GSGB.

Please could you add a footnote to your story stating that: "The Gambling Commission has advised that estimates presented in the GSGB are not directly comparable with results from prior surveys due to the differing methodology, including a bigger sample size"?

Best regards,

[REDACTED]



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