Dear ██

I hope this message finds you well.

We've recently read your story headlined [UKGC backs GSGB as new baseline for problem gambling research](#).

I appreciate the effort put into discussing the topic, but it is vital that as a regulator our statistics are not misrepresented. This is why we [published guidance on how this data can be interpreted](#) and highlighted this guidance in [our press release](#).

Your copy features an example of misrepresentation of our statistics.

Your eighteenth par states:

> At 2.5%, the highest PGSI score of the GSGB marks an 8x increase on previous NHS surveys that maintained problem gambling prevalence at the 0.3%-to-0.4% range amongst UK adults, as the commission's new datasets have drawn the attention of [industry reformists.](#)

Our guidance states the GSGB should not be used to provide direct comparisons with results from prior gambling or health surveys, for methodological reasons.

Stating that the survey 'marks an 8x increase on previous NHS surveys' is clearly a comparison.

Please may we request that your copy is corrected as I'm sure you appreciate how important it is that only scientifically sound information informs the public debate on gambling in society.

Thank you for your attention to this matter. I look forward to your response.

Many thanks