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Gambling participation and problem gambling prevalence

New methodology and pilot overview

Research and Statistics Team

Welcome

- Welcome - ████████████████████████
  ███████████, Gambling Commission
- Introduction to the pilot methodology project - ███
  ████████████████████, Gambling Commission
- Questions to consider – Heather Wardle, NatCen Research Team

Background

- We have responsibility for collecting and disseminating information relating to the extent and impact of gambling (Section 26 Gambling Act 2005)

- GC Business Plan 2020/21 committed to review our approach to measuring gambling participation and problem gambling prevalence amongst adults in Great Britain

- We are ambitious about improving the quality, robustness and timeliness of our statistics

- High quality statistics are critical to be able to identify trends to help prioritise our work, to measure levels of risk to consumers and to monitor the impact of policy changes

- Focus of this project is adult participation and prevalence statistics but we are responsible for a wider programme of both quantitative and qualitative research

Consultation

- Launched December 2020

- Consulted on proposals to move towards a new method of data collection for adult gambling participation and problem gambling prevalence statistics

- Ambition to develop a single, high-quality methodology which is more efficient, cost effective and timely

- 62 valid responses to the consultation from a range of respondents
  - Member of the public: 37 responses
  - Academia: 7 responses
  - Gambling operator: 5 responses
  - Charity/not for profit: 3 responses
  - Trade association: 2 responses
  - Other: 8 responses

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Consultation proposals

1. Develop a single, gold standard population survey for the whole of Great Britain
2. Consolidate current surveys into one population survey
3. Review and refresh the gambling activities included in the participation questions
4. Improve the frequency and turnaround time of the survey data
5. Explore more future proof data collection methods
6. Implement a new methodology from 2022, subject to a satisfactory pilot.

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Project stages

- NatCen Social Research and the University of Glasgow in partnership with Bryson Purdon Social Research commissioned to undertake pilot project

Consultation

Stage 1

Methodology pilot

Evaluate impact of methodology change

Oct 2021- Mar 2022

Stage 2

Experimental statistics phase

Continue to test new methodology and make survey improvements

Jul 2022-Jun 2023

Stage 3

Official statistics and continuous data collection

Implement new methodology on a permanent basis and report official statistics

July 2023 onwards

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Stage 1 – The Pilot

Questionnaire Review
Oct/Nov 2021

- Review existing questionnaires
- PG screens
- Additional questions/topic areas

Stakeholder Engagement
Nov 2022

- Engagement Panels
  - Industry
  - Lived Experience
  - Policy and Academics
- Wider consultation survey

Cognitive Testing
Jan/Feb 2022

- Testing the survey materials
- Reflect on stakeholder feedback
- 15 test interviews
- Results feed into questionnaire and materials sign off for stage 2

Survey Fieldwork
Jan 2022

- 1,000 respondents from across GB
- Push-to-web approach
- Fieldwork of 4 weeks
- Test the survey methodology

Methods pilot report
Mar 2022

- Data analysis to assess impact of methodology change on results
- Evaluate success of new methodology and make recommendations for future
- Disseminate findings

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Pilot - Survey design and content

Survey Design

- High quality random probability sampling approach
- Push-to-web methodology
  - 2 adults per household can complete the survey
  - Paper questionnaire included with one of the reminders to ensure people who are not as technologically savvy can respond as well as those without internet access
- 1,000 respondents (pilot phase)
- Full GB coverage
- Questionnaire length of approx. 20 minutes
- Incentive offered for survey completion

Survey Content

- Participation, problem gambling screen
- Gambling harms – experience of impact of their own gambling and their experience of the impact of someone else's gambling
- Key non-gambling metrics e.g., smoking, alcohol use and wellbeing
- Socio-demographic questions, e.g., age, gender, ethnicity and qualifications.
- Selection of softer topics - attitudes to gambling, advertising etc.

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