

# Experimental stage

Topical report ideas

Research and Statistics Team

# Topical report ideas

- Experimental phase report will focus on outcome of Step 1 and Step 2 experiments and make recommendations for the design of the future Gambling Survey for Great Britain
- In addition, NatCen will produce 3 x topical reports
  - Focused on a specific issue/topic
  - Can't be topics that would be impacted by the experiments we are running (e.g. harms, participation)
  - Format: up to 10 tables presented in slide deck or word document
  - Publishable
  - Available March 2023
- This deck contains ideas for the themes of the topical reports

# Topic idea: PGSI (NatCen)

- Aim: To explore responses to the PGSI questions in more detail
- Understand differences between responses in the Health Survey and new methodology survey (HSE 2018 and possibly SHeS 2021)
- Build on preliminary analysis in the pilot report around privacy and the impact this has on responses
- Analyse responses to individual PGSI statements to understand different levels of endorsement – including analysis by gender given pilot findings
- Look at how responses to other health related questions differ between the surveys e.g. WEMWBS

# Topic idea: Expenditure (NatCen)

- Aim: To evaluate success of expenditure questions in the experimental surveys
- Based on stakeholder feedback we included questions about expenditure in the experimental surveys as a trial
- This topical report would focus on independent analysis of the success of the questions
- It would include a recommendation on whether expenditure questions should be included on a permanent basis or whether they should be dropped from the survey

# Topic idea: Reason for gambling (NatCen)

- Aim: To explore responses to questions about why people gamble and gambling enjoyment
- Analyse questions on:
  - Reason for gambling
  - Levels of enjoyment in gambling (noting question change from Step 1 to Step 2 and including analysis of both versions)
  - Attitudes towards gambling
  - Links with hobbies
- Analysis to include demographic analysis, product type and PGSI and possibly impulsivity
- This report would help to represent the leisure gambler (linked to 'fair and open' work stream) and understand some of the positive impacts of gambling as well (building on feedback from Industry stakeholder engagement group)

# Topic idea: Women and gambling

- Aim: To understand gambling behaviours amongst women
- A focused report on a specific demographic group - could be rolled out for other groups e.g by age, ethnicity
- Follows on from telephone survey findings which identified growth in gambling participation amongst women
- Would it be better to wait until soft launch or official stats stage as could then build in analysis of harms data?

# Topic idea: Marketing/advertising

- Aim: To explore responses to questions relating to marketing and advertising
- Questions in the Step 1 and Step 2 experimental questionnaires to include in analysis:
  - Advertising awareness
  - Direct marketing (including qual follow up question in Step 2 experiment about what the communication was in relation to)
  - Following gambling companies on social media (Step 1 only)
  - Whether or not people are prompted to spend money on gambling by marketing
- Demographic analysis – age, gender, ethnicity
- Analysis by PGSI

# Topic idea: Gambling adjacent activities

- Aim: To explore responses in relation to questions about gambling adjacent activities
- Analysis responses to questions on whether people have spent money on gambling adjacent activities (Step 2 only, 4000 responses)
- To include assessment of whether questions worked or how they could be improved
- Report should include analysis of questions on other hobbies and online gaming too

# Topic idea: Attitudes towards gambling

- Aim: To explore responses to the ATGS-8 questions
- Demographic analysis – age, gender, ethnicity
- Comparison to other surveys?
- Questions included in Step 1 and Step 2 experiments - 10,000 responses

# Topic idea: Gambling management tools

- Aim: To analyse responses to questions on gambling management tools
- Awareness of gambling management tools and impact of using these tools
- Questions asked in Step 2 experiment - web only (Sample size ~ 2,500)

# Topic idea: Complaints

- Aim: To analyse responses to questions about making complaints to a gambling operator
- Questions on satisfaction with treatment from gambling operators and complaints
- Questions asked in Step 2 experiment - web only (Sample size ~ 2,500)

# Topic idea: Lower risk gambling guidelines

- Aim: To conduct analysis to understand if the lower risk gambling guidelines developed in Canada would be suitable in UK
- Need to understand internal appetite first
- Compare the evidence used to develop the LRGG in Canada with the data from the experimental survey
- Ideal opportunity given the inclusion of expenditure data in experimental phase
- Link up with Matthew Young @ GREO