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## Populus Questionnaire

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Client	Gambling Commission
Project	Quarterly Telephone Gambling Tracker
Sample	1000 CATI surveys with UK adults 16+
Fieldwork	March, June, September, December (1 month fieldwork with weekly quotas)
Methodology	Telephone

## Participation Questions

### ASK ALL

Thank you very much for agreeing to take part in this study. I'm just going to ask you a few questions about attitudes towards and participation in things like the lottery and gambling.

### ASK ALL - MULTICODE

**Q1a I'm going to read out a list of activities. Please tell me whether you have spent any money on each one in the past four weeks, that is since <textfill date four weeks ago>..**

**INTERVIEWER: READ OUT, WAIT FOR EACH ANSWER AND CODE ALL THAT APPLY.**

1. Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, ~~Daily Play~~, Hotpicks, Set for Life)
2. Scratch cards
3. Tickets for a charity lottery or other lottery
4. Fruit or slot machines in pubs
5. Fruit or slot machines in gaming centres / arcades
6. Fruit or slot machines in casinos
7. Fruit or slot machines at bingo halls
8. Virtual gaming machines in a bookmaker's to bet on virtual roulette, poker, blackjack or other games
9. Bingo, including bingo played online
10. The football pools
11. Betting on horse races
12. Betting on dog races
13. Betting on football
14. Betting on tennis
15. Betting on other sports events
16. Betting on the outcome of lotteries
17. Betting on political events
18. Betting on other events (e.g. entertainment, topical, current affairs, novelty)
19. Betting on virtual dog or horse races
20. Spread betting *<If needed: Spread betting is where you bet that the outcome of an event will be higher or lower than the bookmaker's prediction. The amount you win or lose depends on how right or wrong you are>*

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21. National Lottery Online Instant Wins
22. Online fruit/slot machine style games or online instant win games (excl. National Lottery products)
23. Roulette, poker, cards or dice in a casino or online
24. Playing poker in a pub tournament/league, or at a club
25. Private betting (sweepstakes, bets between friends) or gambling (playing card games for money) with friends, family or colleagues
26. Another form of gambling activity
27. Don't know (DO NOT READ OUT)
28. Refused (DO NOT READ OUT)
29. None of these (DO NOT READ OUT)

### ASK ALL WHO SELECT 1 AT Q1a (TICKETS FOR NATIONAL LOTTERY DRAW)

**(NQ1b) Q1c You said you have spent money on tickets for National Lottery draws in the past four weeks. Which of the following have you spent money on?**

**SELECT ALL THAT APPLY**

1. Lotto
2. EuroMillions
3. Thunderball
4. Hotpicks
5. Set For Life
6. Don't know/can't remember

### ASK ALL WHO CODE 2 AT Q1a

**NQ1c You said you have spent money on tickets for scratch cards in the past four weeks. Which of the following have you spent money on?**

1. National Lottery branded scratchcards
2. Other lottery scratch cards (e.g. charity lotteries ~~the postcode lottery, the health lottery etc.~~)

### ASK ALL WHO CODE 1, 3, 9, 10, 19, 20, 23, OR 26 AT Q1a

**Q2 And, in the last 4 weeks, did you spend money on <INSERT ANSWER AT Q1a> in person, online or both?**

**REPEAT FOR EACH RESPONSE CODED AT Q1**

1. In person
2. Online
3. Both

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### ASK ALL WHO CODE 11, 12, 13, 14, 15, 16, 17 OR 18 AT Q1a

Q3 And in the last 4 weeks, did you spend money <INSERT ANSWER AT Q1> ...?

REPEAT FOR EACH RESPONSE CODED AT Q1

READ OUT AND CODE ALL THAT APPLY

1. In person at a bookmakers
2. In person at the venue or track
3. On the phone with a bookmaker
4. Online with a bookmaker
5. Online with a betting exchange *<If needed: A betting exchange is where you lay or back bets against other people using a betting exchange. There is no bookmaker to determine the odds. This is sometimes called 'peer to peer' betting>*

### ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)

Q4 Thinking about when you spent money on <INSERT ANSWER FROM Q1a> in the last four weeks <INSERT ANSWER FROM Q2 OR Q3 WHERE APPLICABLE>, how often do you spend money on this activity?

REPEAT FOR EACH RESPONSE CODED AT Q1a AND FOR EACH COMBINATION AT Q2 AND Q3 (i.e. Bingo 'online' and 'in person' at Q2; Betting on horse races 'in person at a book makers' and 'online with a bookmaker' at Q3)

DO NOT PROMPT. PAUSE FOR RESPONDENT ANSWER AND CODE INTO CATEGORIES BELOW

1. Every day/almost every day
2. 4-5 days a week
3. 2-3 days a week
4. About once a week
5. 2-3 days a month
6. About once a month
7. 6-11 times a year
8. 1-5 times a year

~~ASK ALL WHO CODE 1-26 AT Q1 OR YES AT Q6 (as per previous waves) (ANY FORM OF GAMBLING)~~

~~Q4b I would now like you to think about the reason why you take part in the gambling and betting activities you previously mentioned. Please explain the reasons why you have taken part in these activities?~~

~~PROMPT: Any other reasons?~~

~~CODES OPEN~~

~~Open question but with coded list~~

~~Possible code frame:~~

- ~~To win~~
  - ~~Mentioning big money, jackpot, prizes, beating the bookmakers, competing with others, sense of achievement~~
- ~~For fun / enjoyment~~

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- ~~Mentioning fun, exciting, making sports or events more interesting~~
- **To socialize**
  - ~~Mentioning friends, family, work syndicate~~
- **As a hobby / interest / it's relaxing**
  - ~~Mentioning escaping boredom, filling time, tradition~~
- **Skill**
  - ~~Mentioning mental challenge, learning technique, learning about sport/event, impressing others~~
- **Good causes**
  - ~~Mentioning charities, good causes etc~~
- **To escape**
  - ~~To escape problems, difficult situations, negative reasons~~
- **Other**
  - ~~Could include playing the same numbers each week, worrying about them coming through but not playing~~

### SHOW THIS LIST FOR THE INTERVIEWERS

- ~~To win big / jackpot / change your life~~
- ~~To earn or make money, a bit extra to get by day to day~~
- ~~To recoup losses~~
- ~~To win (in general)~~
- ~~For fun / enjoyment~~
- ~~To socialize~~
- ~~As a hobby / interest / it's relaxing~~
- ~~Skill~~
- ~~Good causes~~
- ~~To escape~~
- ~~Other (specify)~~

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## Populus Questionnaire

### Mini Screen Questions

#### ASK IF CODE 28 (NONE OF THESE) AT Q1a

**Q6. Although you have not spent money on gambling activities in the past 4 weeks, have you spent money on any of the activities I listed earlier in the past 12 months?**

#### SINGLE CODE

1. Yes
2. No
3. Don't know

#### INTERVIEWER: PROMPT WITH LIST BELOW IF RESPONDENT HAS FORGOTTEN ACTIVITIES

1. Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, ~~Daily Play~~, Hotpicks, Set for Life)
2. Scratch cards
3. Tickets for a charity lottery or other lottery
4. Fruit or slot machines in pubs
5. Fruit or slot machines in gaming centres / arcades
6. Fruit or slot machines in casinos
7. Fruit or slot machines at bingo halls
8. Virtual gaming machines in a bookmaker's to bet on virtual roulette, poker, blackjack or other games
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14. Betting on tennis
15. Betting on other sports events
16. Betting on the outcome of lotteries
17. Betting on political events
18. Betting on other events (e.g. entertainment, topical, current affairs, novelty)
19. Betting on virtual dog or horse races
20. Spread betting *<If needed: Spread betting is where you bet that the outcome of an event will be higher or lower than the bookmaker's prediction. The amount you win or lose depends on how right or wrong you are>*
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24. Playing poker in a pub tournament/league, or at a club
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26. Another form of gambling activity

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## Populus Questionnaire

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

**Q7 In the last 12 months have you bet more than you could really afford to lose?**

**READ OUT – SINGLE CODE**

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

**NQ9a In the last 12 months have you needed to gamble with larger amounts of money to get the same excitement?**

**READ OUT – SINGLE CODE**

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know
6. Prefer not to say (Do not read out)

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

**NQ9b In the last 12 months have you gone back to try and win the money you'd lost?**

**READ OUT – SINGLE CODE**

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know
6. Prefer not to say (Do not read out)

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

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### Populus Questionnaire

NQ9c In the last 12 months have you borrowed money or sold anything to get money to gamble?

READ OUT – SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know
6. Prefer not to say (Do not read out)

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

NQ9d In the last 12 months have you felt that you might have a problem with gambling?

READ OUT – SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know
6. Prefer not to say (Do not read out)

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

NQ9e In the last 12 months have you felt that gambling has caused you any health problems, including stress or anxiety?

READ OUT – SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know

Prefer not to say (Do not read out)

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

**Q8. In the last 12 months have people criticised your betting, or told you that you have a gambling problem, whether or not you thought it is true?**

READ OUT – SINGLE CODE

1. Almost always

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### Populus Questionnaire

2. Most of the time
3. Sometimes
4. Never
5. Don't know

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

**NQ9f** In the last 12 months have you felt that your gambling has caused financial problems for you or your household?

**READ OUT – SINGLE CODE**

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know
6. Prefer not to say (Do not read out)

**ASK ALL THOSE WHO CODE 1-26 AT Q1a (SPENT ON ANY FORM OF GAMBLING)**

**OR CODE 1 (YES) AT Q6**

**Q9. In the last 12 months have you felt guilty about the way you gamble or what happens when you gamble?**

**READ OUT – SINGLE CODE**

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know

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## Populus Questionnaire

### Perceptions Questions

~~ASK ALL WHO CODE 2 AT Q6 (NO)~~

~~Q10 Just to check, does that mean that you haven't gambled at all in the last 12 months, or do you gamble very occasionally, perhaps to buy a lottery ticket, play on a fruit machine, or play games or make bets for money with friends?~~

~~READ OUT – SINGLE CODE~~

- ~~1. Very occasionally in the last 12 months~~
- ~~2. No, not at all in the last 12 months~~

ASK ALL

Q11 How far do you agree or disagree that in this country, gambling is conducted fairly and can be trusted?

READ OUT – CODE ONE

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know (DO NOT READ OUT)

ASK ALL

Q12 How far do you agree or disagree that gambling in this country is associated with criminal activity?

READ OUT – SINGLE CODE

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know (DO NOT READ OUT)

~~ASK ONLY THOSE WHO CODE 1-2 AT Q12 (AGREE STRONGLY/SLIGHTLY)~~

~~Q13 What crimes do you yourself, associate with Gambling? Any others?~~

~~Open question but with coded list?~~

## Populus Questionnaire

### Suggested code frame:

- ~~Anti-social Behaviour~~
- ~~Thefts committed by gambling addicts to support their addiction~~
  - ~~Gambling addicts stealing to carry on gambling~~
  - ~~Gambling addicts stealing to pay debts~~
- ~~Serious Acquisitive crime~~
  - ~~Muggings~~
  - ~~Armed robbery~~
  - ~~Extortion~~
- ~~Violent crime~~
  - ~~Any mention of weapons~~
  - ~~Murder/stabbings/shootings~~
  - ~~Intimidation~~
  - ~~Domestic violence~~
- ~~Other serious / organised crime~~
  - ~~Gangs~~
  - ~~Drug dealing, trafficking, prostitution~~
  - ~~Terrorism / funding terrorism~~
  - ~~Warfare between casinos~~
  - ~~Blackmail~~
- ~~Match-fixing~~
- ~~Other financial crime (excluding money laundering)~~
  - ~~Fraud~~
  - ~~Corruption~~
  - ~~Cheating~~
  - ~~Identity theft~~
  - ~~Loan sharks~~
- ~~Money laundering~~
  - ~~Criminals use gambling to spend the proceeds of their crimes (money laundering)~~
- ~~Criminal organisations buying and/or operating gambling businesses~~
- ~~Other~~
- ~~Not specified~~

### SHOW THIS FOR THE INTERVIEWERS

~~Anti-social Behaviour~~

~~Gambling addicts stealing to carry on gambling~~

~~Gambling addicts stealing to pay debts~~

~~Muggings~~

~~Armed robbery~~

~~Extortion~~

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### Populus Questionnaire

Weapons (any mention)

Murder/stabbings/shootings

Intimidation

Domestic violence

Gangs

Drug dealing, trafficking, prostitution

Terrorism / funding terrorism

Warfare between casinos

Blackmail

Match-fixing

Fraud

Corruption

Cheating

Identity theft

Loan sharks

Criminals use gambling to spend the proceeds of their crimes (money laundering)

Criminal organisations buying and/or operating gambling businesses

Other (Specify)

### ASK ALL

**Q14 The next few questions are things that some people have said about gambling.**

**Please indicate how much you agree or disagree with each one.**

### READ OUT – ROTATE ORDER

- A. People should have the right to gamble whenever they want
- B. There are too many opportunities for gambling nowadays
- C. Gambling should be discouraged
- D. Most people who gamble do so sensibly
- E. Gambling is dangerous for family life
- F. On balance, gambling is good for society
- G. Gambling livens up life
- H. It would be better if gambling was banned altogether

### CODE ONE PER STATEMENT

- 1. Strongly agree

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## Populus Questionnaire

- 2. Slightly agree
- 3. Neither agree nor disagree
- 4. Slightly disagree
- 5. Strongly disagree

I would now like to ask you a few more questions for classification purposes.

Please remember that all the information you provide is completely confidential.

**ASK ALL**

**D1 What was your age on your last birthday?**

**ENTER EXACT AGE**

If REF Prompt with bands:

**CODE ONE**

- 1. 16-24
- 2. 25-34
- 3. 35-44
- 4. 45-54
- 5. 55-64
- 6. 65+

**D2 [GENDER] INTERVIEWER: RECORD GENDER.**

**DO NOT READ OUT.**

- 1. Male
- 2. Female

**D3 And to which of these ethnic groups do you consider you belong....**

**CODE ONE**

- 1. White
- 2. Mixed
- 3. Indian
- 4. Pakistani
- 5. Bangladeshi
- 6. Other Asian background
- 7. Black Caribbean
- 8. Black African
- 9. Other Black background
- 10. Chinese
- 11. Other
- 12. Prefer not to answer (DO NOT READ OUT)

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## Populus Questionnaire

### D4 Is the house or flat in which you live...?

#### READ OUT – SINGLE CODE

1. Owned outright - without mortgage
2. Owned with a mortgage or loan
3. Rented from the council
4. Rented from a housing association
5. Rented from someone else
6. Rent free
7. Prefer not to answer

### D5. Can you please tell me the occupation of the Chief Income Earner?

#### READ OUT IF NECESSARY

The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

If two or more related people in the household have equal income, please think of this question with the oldest in mind

The Chief Income Earner can be of either sex, with no preference to either.

ENTER SOCIAL GRADER

SEG ALGORITHM GENERATES SEG

### D6 Which of the following best describes your current working status?

#### READ OUT – SINGLE CODE

1. Working full time - working 30 hours per week or more
2. Working part time - working between 8 and 29 hours per week
3. Not working but seeking work or temporarily unemployed or sick
4. Not working and not seeking work
5. Retired on a state pension only
6. Retired with a private pension
7. House person, housewife, househusband, etc.

### D7. How many cars are there in your household?

#### READ OUT – SINGLE CODE

1. ENTER 1..99
2. No cars in the household

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## Populus Questionnaire

**D8 Which of the following best describes your marital status?****READ OUT – SINGLE CODE**

1. Single
2. Married
3. Civil Partnership
4. Cohabiting
5. Widowed
6. Separated
7. Divorced
8. Prefer not to answer

**D9 Have you taken a foreign holiday in the last three years?****SINGLE CODE**

1. Yes
2. No

**D10 Where in the UK do you live?****READ OUT – SINGLE CODE**

1. Scotland
2. North East
3. North West
4. Yorkshire & Humberside
5. West Midlands
6. East Midlands
7. Wales
8. East of England
9. London
10. South East
11. South West
12. Northern Ireland

**D11 Can you please confirm the first part of your postcode?****ENTER POSTCODE****IF NECESSARY: We collect postcode for analysis purposes only.**

INTERVIEWER: only enter the first part of the postcode

**D12 What is the highest educational level that you have achieved to date?****DO NOT READ OUT. PROMPT TO PRECODES**

1. No formal education
2. Primary school
3. Secondary school, high school, NVQ levels 1 to 3, etc.
4. University degree or equivalent professional qualification, NVQ level 4, etc
5. Higher university degree, doctorate, MBA, NVQ level 5, etc.

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- 6. Still in full time education
- 7. Don't know
- 8. Prefer not to answer