

# GAMBLING COMMISSION

09 May 2024

[REDACTED]  
House of Lords  
London  
SW1A 0PA

By email: [REDACTED]@parliament.uk

Dear [REDACTED]

I am writing to you today regarding the Question for Short Debate on Gambling Advertising in the House of Lords on Thursday 25 April.

I wanted to raise a couple of points of clarification on a statement made by yourself in the debate. The passage of your remarks I wished to raise is the following:

“Like other noble Lords, I commend the Library, as usual, on its excellent briefing. All the evidence is that, along with the deluge of gambling advertising that we are all being exposed to, we are seeing a great rise in problem gambling. Under the new methodology from the Gambling Commission, we are talking about a 2.5% problem gambler rate—that is more than 1 million people”

It appears that the Library used data from the Gambling Survey for Great Britain’s [experimental phase which were published on 23 November](#) based on responses from around 4,000 respondents, with data collected in April and May 2023. This data at the time was classed as Official Statistics in Development, and therefore should not be used as Official Statistics.

This includes the 2.5% problem gambler rate you quote, as well as the estimate of those scoring 8+ on the Problem Gambling Severity Index (PGSI), which did not replace current official statistics and should not have been compared to previous figures.

The Gambling Survey for Great Britain project involves a new approach to how we collect participation and prevalence data. The Commission has undertaken significant work update the methodology, to refresh the questions asked and to change the focus of the survey to one being solely about gambling.

This means the results are not comparable to previous ways we have collected this sort of data including our quarterly telephone survey or using data from the NHS Health Surveys.

Unfortunately, the Commission were not contacted prior to the debate in order to clarify the statistics but colleagues at the Commission have since been in touch with the House of Lords Library to clarify the situation and to offer our support for any future briefing.

On 29 February 2024, the Commission [released Wave 1 findings](#), which are classed as Official Statistics, focussed on reasons for gambling and participation. Alongside this, we published a [blog post](#), which may be of interest to you.



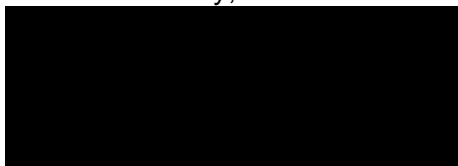
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This project is just one of the ways the Commission is looking to improve our understanding and build a stronger evidence base for our regulation, as set out in our [evidence gaps and priorities for 2023 to 2026](#). It modernises our survey questions and improves the frequency and turnaround time of survey data, based on a single, high quality population survey methodology for the whole of GB.

We are firmly of the belief that better evidence, driven by better data, will lead to better regulation, which in turn will lead to better outcomes.

Yours sincerely,

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