GAMBLING
COMMISSION

Gambling Survey for Great Britain: Stakeholder engagement panels
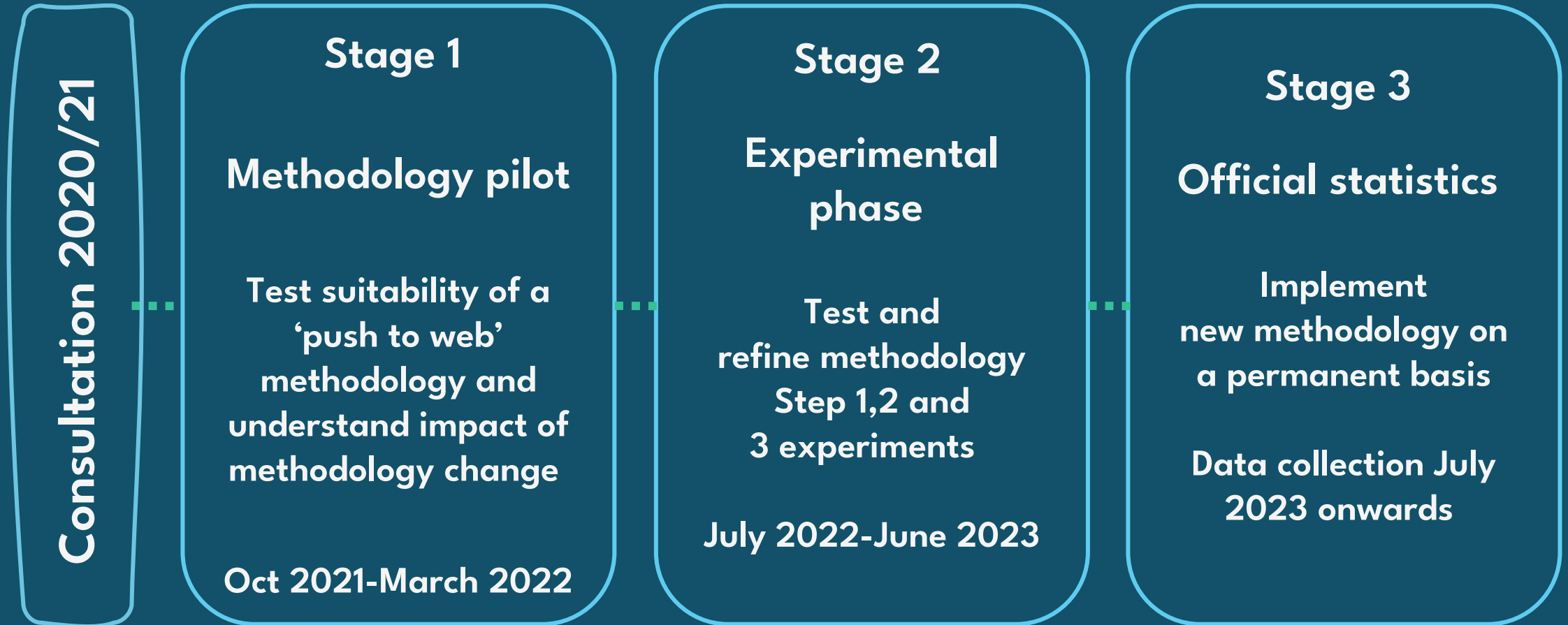
July 2023

What we'll cover

- **Welcome and introductions**

- **Developing the Gambling Survey for Great Britain**

- **Update on experimental stage**
  - **Including findings from topical reports**

- **Next steps**

- **Questions**

Project timeline

Consultation 2020/21

Stage 1

Methodology pilot

Test suitability of a 'push to web' methodology and understand impact of methodology change

Oct 2021-March 2022

Stage 2

Experimental phase

Test and refine methodology Step 1,2 and 3 experiments

July 2022-June 2023

Stage 3

Official statistics

Implement new methodology on a permanent basis

Data collection July 2023 onwards

Gambling Survey for Great Britain

- ✓ One high quality population survey for the whole of Great Britain

- ✓ Robust random probability sample

- ✓ Push to web approach with postal survey option

- ✓ Large sample size n=20,000 per annum

- ✓ New question development– participation, harms
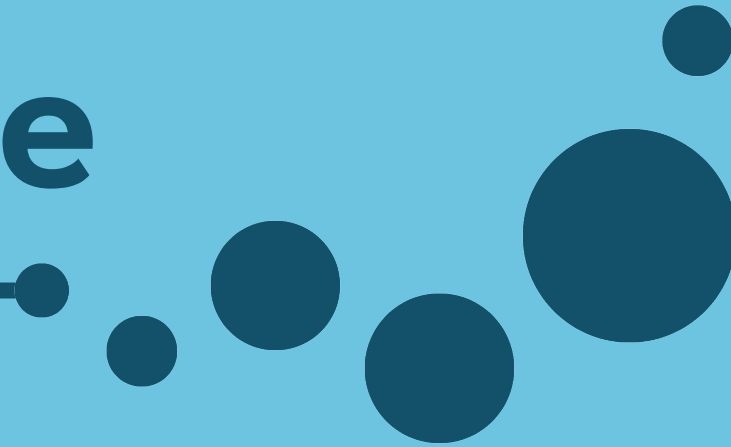
Gambling Survey for Great Britain

✓ **Continuous data collection and timely reporting of statistics**

✓ **Data available via UKDA**

✓ **Ability to recontact participants**

✓ **BUT this development means there will be a break in the trend data**

Stage 2: Experimental Phase

The experiments

1a. Household selection

1b. Gambling harms scaled response options

2. Ways of collecting gambling participation data

1a. Household selection

Universal improvements in household selection

In most households, all eligible adults take part (70%+)

Past year gambling rates similar to those observed in the pilot

No differences between households selecting 2 vs 4 adults – and some evidence that the latter might have more gambling behaviour clustering

1b. Harms

Testing two different answer options for 6 question: yes/no vs never/occasionally/fairly often/often

Improved pattern of responses compared with pilot data

Patterns of response very similar between those saying "yes" and those saying "fairly often/often"

Those who report doing things occasionally would likely say no when given a yes/no answer option, except for: "Lies to friends and family to hide the extent of gambling"

2. Ways of asking gambling participation

✓ **Importance of the paper self-completion in getting quality data**

✓ **Drives design decisions**

✓ **Long list approach: evidence of primacy effects?**

✓ **Hierarchical approach – do people include what they are supposed to?**

✓ **Chunked approach – a hybrid – does this work?**

Topical reports

- **Expenditure**
- **Reasons for gambling**
- **Attitudes towards gambling**

Next steps

Next steps

- **Progress to Stage 3 in August 2023 (Data collection for official statistics)**

- **Analyse Step 3 experimental findings - August**

- **Share Step 3 experimental findings - September/October**

- **Publication of first set of official statistics Feb 2024 (based on data collected Aug-Oct 2023)**

- **Publish timetable with future publication dates**

Questions?

making gambling
fairer, safer and crime free