

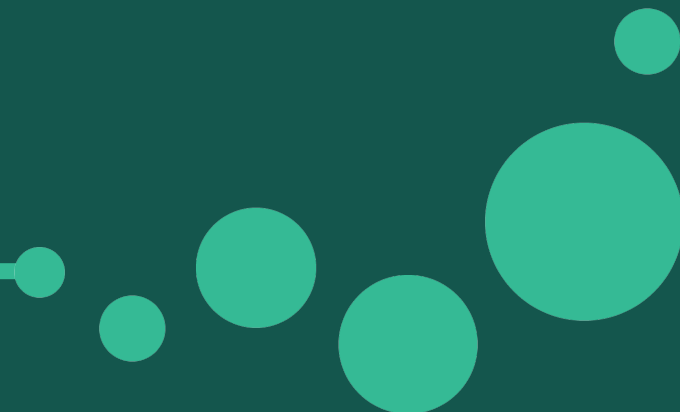
GAMBLING  
COMMISSION

Gambling Survey  
for Great Britain



# Gambling Survey for Great Britain

## - Step 3 experimental data





# To cover....

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- Project overview and approach
- Experimental statistics findings
- Next steps
- Questions

Gambling  
Survey  
for  
Great  
Britain





Gambling Survey  
for Great Britain



# Project overview and approach

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# GSGB Project overview

Consultation	Stage 1: Methodology Pilot	Stage 2: Experimental Statistics			Stage 3: Launch of Gambling Survey for Great Britain
		Step 1	Step 2	Step 3	
Dec 2020-Feb 2021: Consultation live	Jan 2022: Undertook pilot survey	Oct 2022: Published blog announcing start of experimental phase			July 2023: Started fieldwork for collection of official statistics
June 2021: Published results of consultation	Feb 2022: Published report on stakeholder engagement	April 2023: Published experimental findings from Step 1 and Step 2			Feb 2024: 1st wave of official statistics scheduled for release
Nov 2021: Held 3 x engagement panels to inform pilot	May 2022: Published pilot report and blog	July 2023: Held 3 x engagement panels to discuss experimental findings			May 2024: 2nd wave of official statistics scheduled for release
	May 2022: Held 3 x engagement panels			Nov 2023: Publish experimental findings from Step 3	July 2024: Publication of GSGB annual report for 2023
				Dec 2023: Hold 3 x engagement panels	



# Strengths of approach

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- The GSGB survey has undergone a comprehensive development phase, pilot testing, experimental testing, and stakeholder engagement to create a single high-quality survey
- High quality random probability sampling approach
- Mixed mode response options ensures those who prefer to complete the survey on paper can which increases sample representativeness
- The self-administered data collection methods used in this survey are likely to mitigate social desirability in responses to questions about sensitive topics. The approach also removes any interviewer bias
- GSGB delivers the core official statistics but offers flexibility to ask more topical, policy related questions as required
- The gambling participation activity list has been updated to reflect the current gambling landscape including more online activity coverage
- The survey is ‘gambling focused’, meaning more detail can be collected about gambling behaviours than is possible in a more general survey, where the number of questions that can be included is limited
- The approach is cost effective compared to more traditional methods and allows increased numbers of people to be interviewed. This will enable the Commission to conduct more detailed analyses
- The methodology is robust and future proof. Increasing numbers of other public sector bodies have also adopted the push-to-web approach as their choice of methodology for similar population surveys due to the increasing difficulties of using a face-to-face approach.



# Limitations of approach

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- Remote data collection methods typically have lower response rates.
- The methodology change means results are not comparable to data from previous alternative surveys
- Surveys using online self-completion methods can produce higher estimates of gambling harm, maintaining the postal survey response option helps to mitigate against this
- As interviewers are not present, we are reliant on participants understanding questions and following instructions. This is mitigated somewhat by keeping questioning simple and through cognitive testing of questions
- The GSGB is a survey about gambling behaviours, the survey may have more relevance to gamblers and attract a higher proportion of gamblers than other surveys which include gambling questions as part of a wider survey. We have strengthened wording to encourage both gamblers and non-gamblers to take part in the survey, but there may still be some sample bias towards gamblers
- The step 3 experimental data is based on a sample of approximately 4,000 respondents, one-fifth of the sample size expected annually when we move to the official statistics phase.



# Step 3 experiment - Purpose

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- Application of the learnings from Step 1 and 2 experiments
- A ‘dry run’ of the official statistics to make sure the survey design and questionnaire content was robust and fit for continuous data collection
- Experimental statistics are not yet fully developed and are still under evaluation (now called official statistics in development)
- We publish experimental statistics so we can discuss the findings with users and stakeholders and so people can understand impact of new approach
- Step 3 results based on 4,000 responses with data collected between April and May 2023 (not full coverage yet)



# We are confident to move to the next phase and roll out the GSGB

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- Previous data collection methods were no longer viable
- Code of Practice for Statistics encourages innovation and improvement
- Support from stakeholders in consultation to develop a high quality single survey for whole of Great Britain using a future proofed methodology
- Follows recommendations from Professor Sturgis report published in 2021 which said measurement of gambling prevalence and harm should move to online surveying (to allow more fine grained sub analysis of behaviours and more regular data provision)
- Significant investment in the project, with experts in questionnaire design, social research and gambling research leading the development
- GSGB will provide in depth insight about gambling behaviours, with data collected in one place, using a consistent methodology, on a continuous basis with results reported regularly





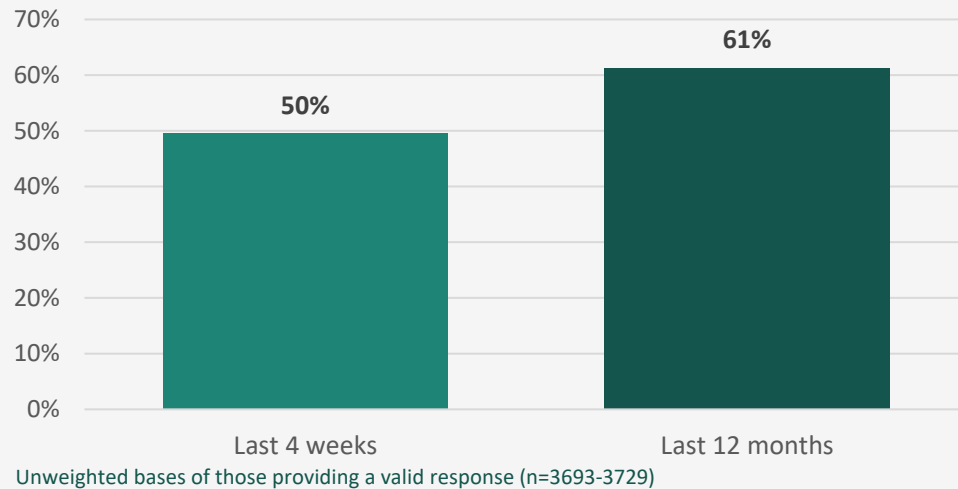
# Step 3 Experimental Statistics findings

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# Participation in gambling

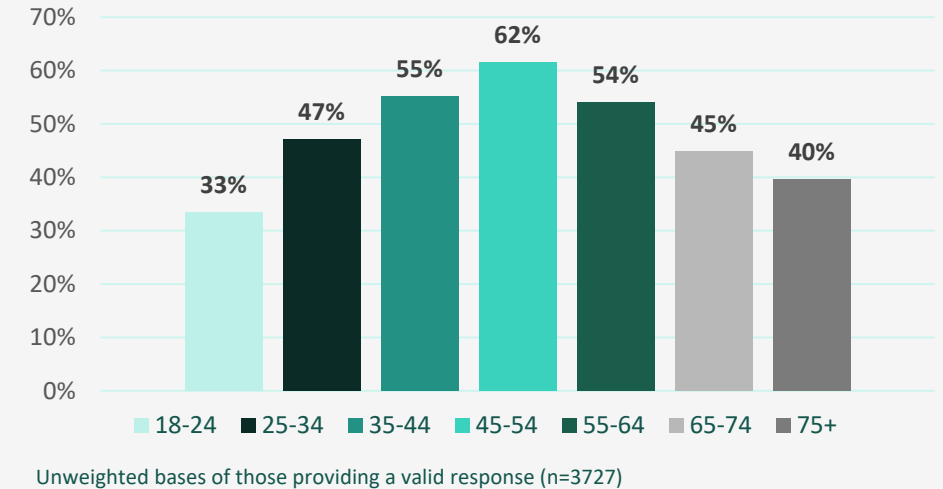
Gambling Participation Last 4 Weeks / Last 12 Months



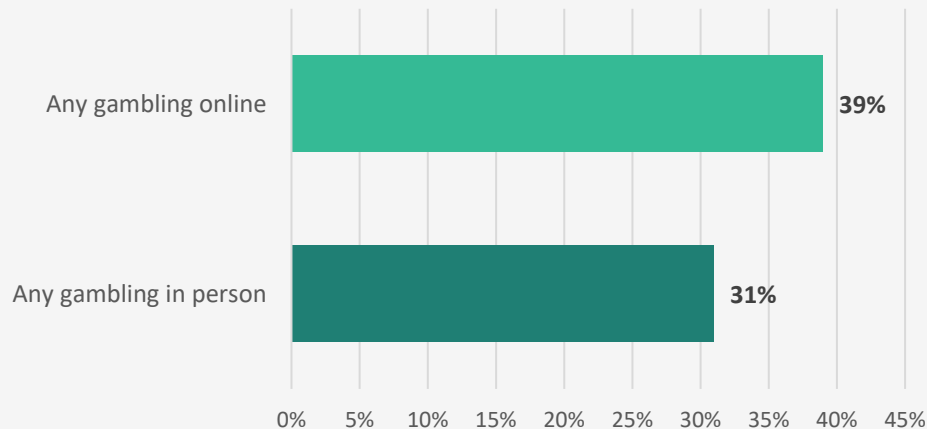
53% of males gambled in the last 4 weeks

47% of females gambled in the last 4 weeks

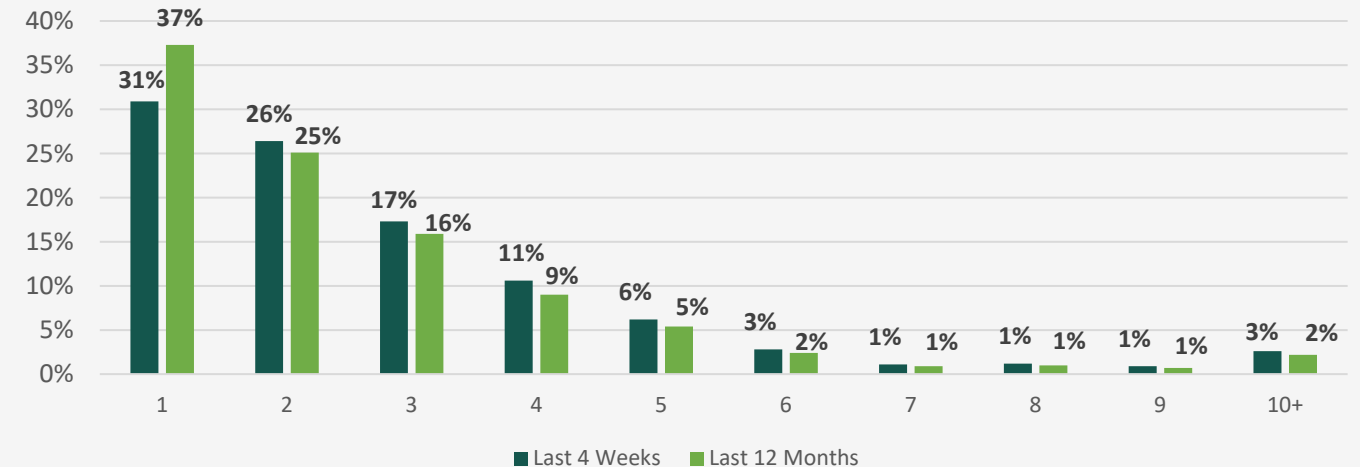
Gambled in Last 4 Weeks by Age



In Person and Online Participation Last 4 Weeks



Number of Gambling Activities Last 4 Weeks / Last 12 Months





# Participation by activity – Last 4 weeks

Lotteries	%
Tickets for National Lottery	31.8
-Tickets for National Lottery – Online	25.0
-Tickets for National Lottery – In person	17.9
Tickets for other charity lotteries	15.2
-Tickets for other charity lotteries - Online	13.5
-Tickets for other charity lotteries – In person	5.5

Scratchcards and Instant Wins	%
National lottery scratchcards	12.6
Other scratchcards	4.4
National lottery online instant win games	5.4
Other online instant win games	2.9

Betting	%
Betting on sports/racing online/via app	11.6
Betting on sports/racing in person	5.1
Betting on outcome events online	1.7
Betting on outcome events in person	1.1

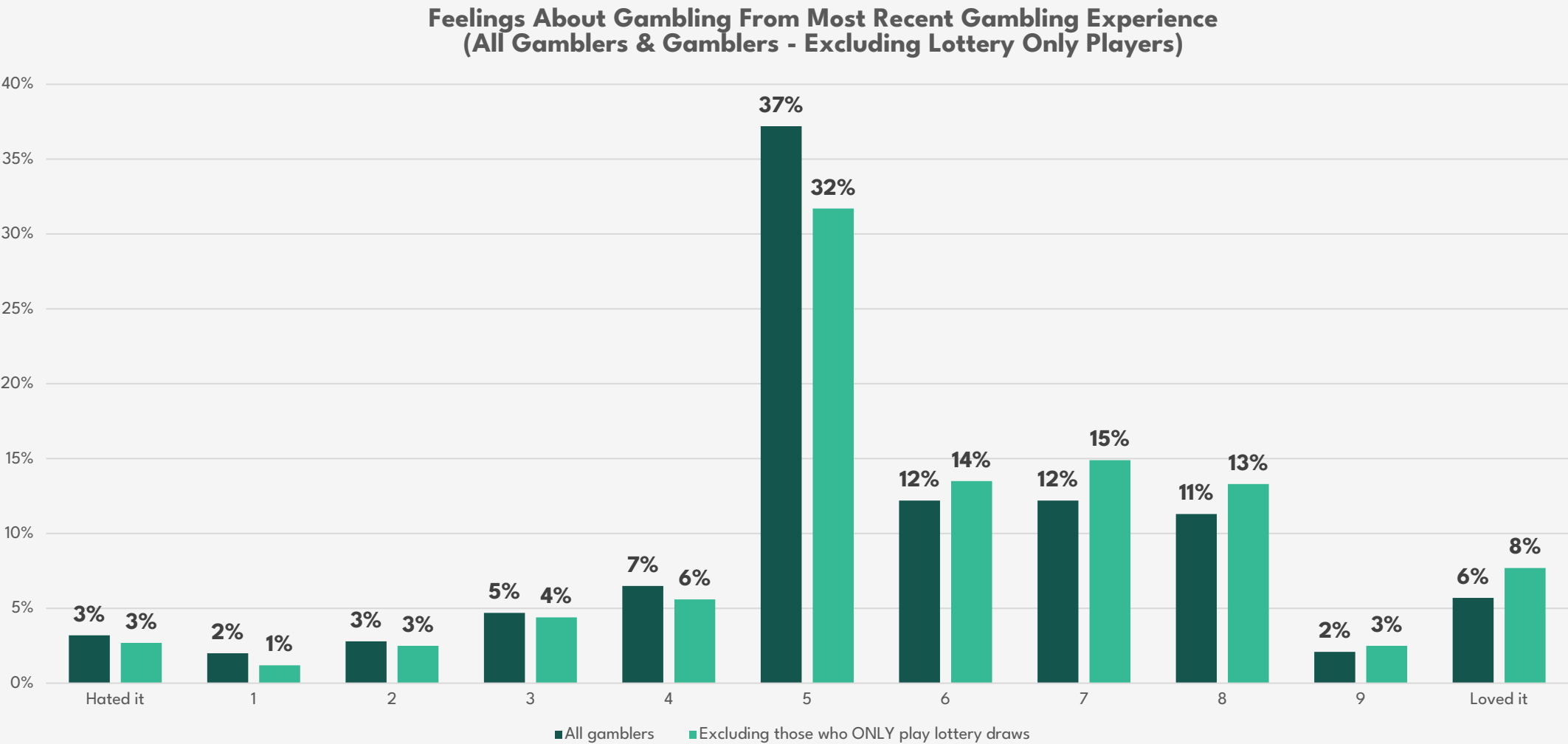
Bingo and Casino	%
Bingo played online/in app	2.6
Bingo played at a venue	3.7
Casino games online/app	2.4
Casino games played in a casino	1.5
Casino games played on a machine in a venue	1.4

Fruit and Slots	%
Fruit/slots online/app	3.1
Fruit/slots in person	3.3

Other Activities	%
Football pools	1.6
Private betting e.g. with friends	3.7
Another form of gambling	1.8



# How gamblers feel about gambling





# Reasons for gambling

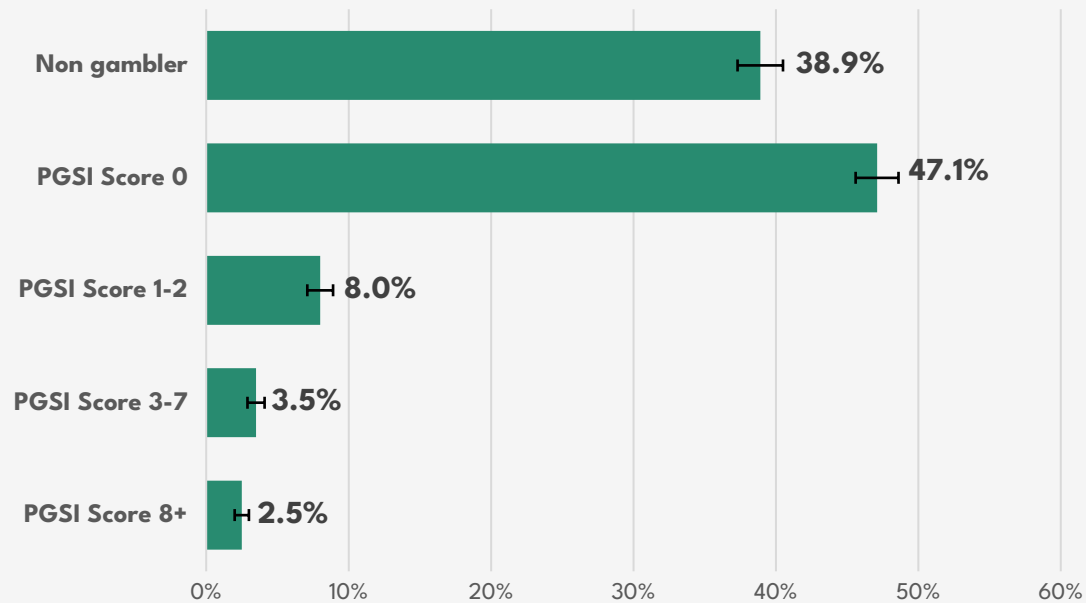
Reason to gamble	Always		Often		Sometimes		Never	
	%	N	%	N	%	N	%	N
For the chance of <b>winning big money</b>	38.3%	879	14.4%	331	31.3%	717	16.0%	367
Because it's <b>fun</b>	16.3%	370	19.1%	433	37.1%	843	27.6%	627
To <b>make money</b>	20.6%	470	12.6%	288	23.6%	536	43.2%	983
Because it's <b>exciting</b>	8.4%	191	13.8%	314	35.1%	797	42.7%	970
For the <b>sense of achievement</b> when I win	7.0%	159	12.5%	284	25.9%	587	54.6%	1239
Because it's something I do with my <b>friends and family</b>	5.0%	114	6.6%	150	23.2%	527	65.2%	1482
As a <b>hobby or a pastime</b>	4.2%	95	7.1%	161	18.0%	408	70.8%	1606
To <b>escape boredom</b> or to fill my time	2.7%	61	5.3%	120	13.8%	313	78.2%	1777
Because I'm <b>worried about not winning</b> if I don't play	2.7%	61	4.1%	94	13.4%	305	79.8%	1813
To be <b>sociable</b>	2.0%	46	4.5%	101	17.5%	397	76.0%	1723
For the <b>mental challenge</b> or to learn about the game/activity	2.0%	45	4.2%	96	14.2%	323	79.6%	1809
To <b>relax</b>	2.1%	47	4.0%	90	15.5%	351	78.5%	1782
Because it <b>helps when I'm feeling tense</b>	1.1%	25	2.4%	54	6.8%	153	89.8%	2035
To <b>compete with others</b> (e.g., bookmakers or other gamblers)	0.8%	17	1.9%	42	5.9%	135	91.5%	2078
To <b>impress other people</b>	0.7%	15	1.5%	34	5.3%	119	92.6%	2099

Unweighted bases of those providing a valid response (n=2200-2227)  
Survey question - The following question lists reasons that some people have given about why they take part in the gambling activities listed earlier in the questionnaire. I take part in these activities....(tick all that apply)



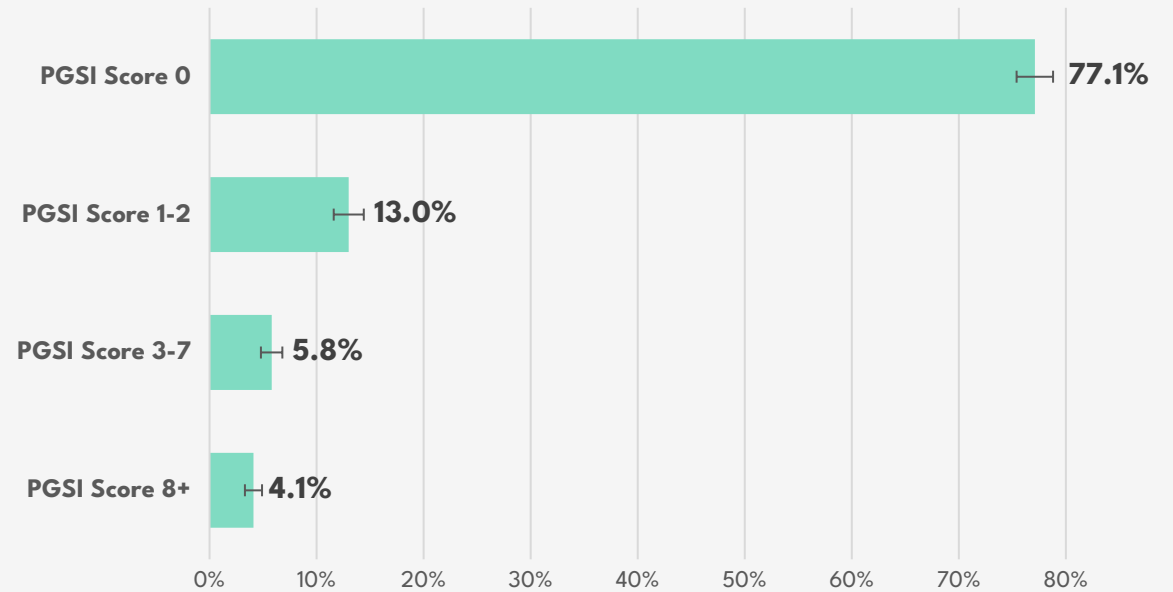
# Problem Gambling Severity Index (PGSI) Scores

PGSI Scores - All Respondents



**2.5% of all respondents had a PGSI score 8+**

PGSI Scores - All Gamblers



**4.1% of all gamblers had a PGSI score 8+**



# How the PGSI estimates sit in comparison to other estimates



Survey	Irish Gambling Survey 2023 (ESRI Economic and Social Research Institute)	Gamble Aware Treatment and Support Survey 2022	Gamble Aware Treatment and Support Survey 2021	GSGB Step 3 experimental statistics	GSGB Pilot	National Survey Wales 22-23	Scottish Health Survey 2021	HSE 2018	HSE 2021
PGSI 8+ (%)	3.3	2.9	2.8	2.5	1.3	0.8	0.4	0.4	0.4
Survey content	Gambling	Gambling	Gambling	Gambling	Gambling	Health	Health	Health	Health
Sample size	2,850 adults aged 18+	18,305 adults aged 18+	18,038 adults aged 18+	4,000 adults aged 18+	1,000 adults aged 16+	6,000 adults aged 16+	5,112 adults aged 16+	8,178 adults aged 16+	5,880 adults aged 16+
Fieldwork	August 2023	Nov 2022	Nov 2021	April/May 2023	Feb 2022	April 2022-March 2023	April 2021-March 2022	Jan 2018 – March 2019	Jan 2021 – June 2022
Methodology	Quota sampling using 3 different online panel	Online self-selected panel. Nat Rep	Online self-selected panel. Nat Rep	Random probability sample. Push to web with postal option	Random probability sample. Push to web with postal option	Telephone interview and online survey (Gambling an online module)	Telephone and knock to nudge approach (Gambling questions self-completion booklet)	Random probability sample. Face to face	Telephone interviews (Gambling questions self-completion booklet)



# Next steps

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# Next steps

## Gambling Survey for Great Britain



- **Experimental Phase – Step 3 Data – 23/11/2023**
  - Includes Participation data, PGSI, why people gamble and feelings towards gambling
  - Published [qualitative research to inform collection of data on gambled related harms](#)
- **Official Statistics – Wave 1 release – Feb 2024**
  - Includes Participation data, why people gamble and feelings towards gambling
- **Official Statistics – Wave 2 release – May 2024**
  - Includes Participation data, why people gamble and feelings towards gambling
- **Official Statistics – Year 1 Report – July 2024**
  - More comprehensive annual release - Includes PGSI scores, Harms data, modular questions, as well as participation data, why people gamble and feelings towards gambling



# Questions

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# Questions – Industry engagement panel

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- How would you like us to engage with you in lead up to launch of official statistics?
- How do you want to access data from the GSGB?
- Any questions?



# Questions - Academic/Policy engagement panel

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- What should we include in our analysis plan for the GSGB?
- How do we move away from talking about ‘Problem Gambling’ ?
- How do you want to access data from the GSGB?
- How should we engage with you in lead up to launch of official statistics?
- Any other questions?

**making gambling  
safer, fairer and crime free**

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[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

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