

# Improving gambling participation and the prevalence of problem gambling statistics in Great Britain

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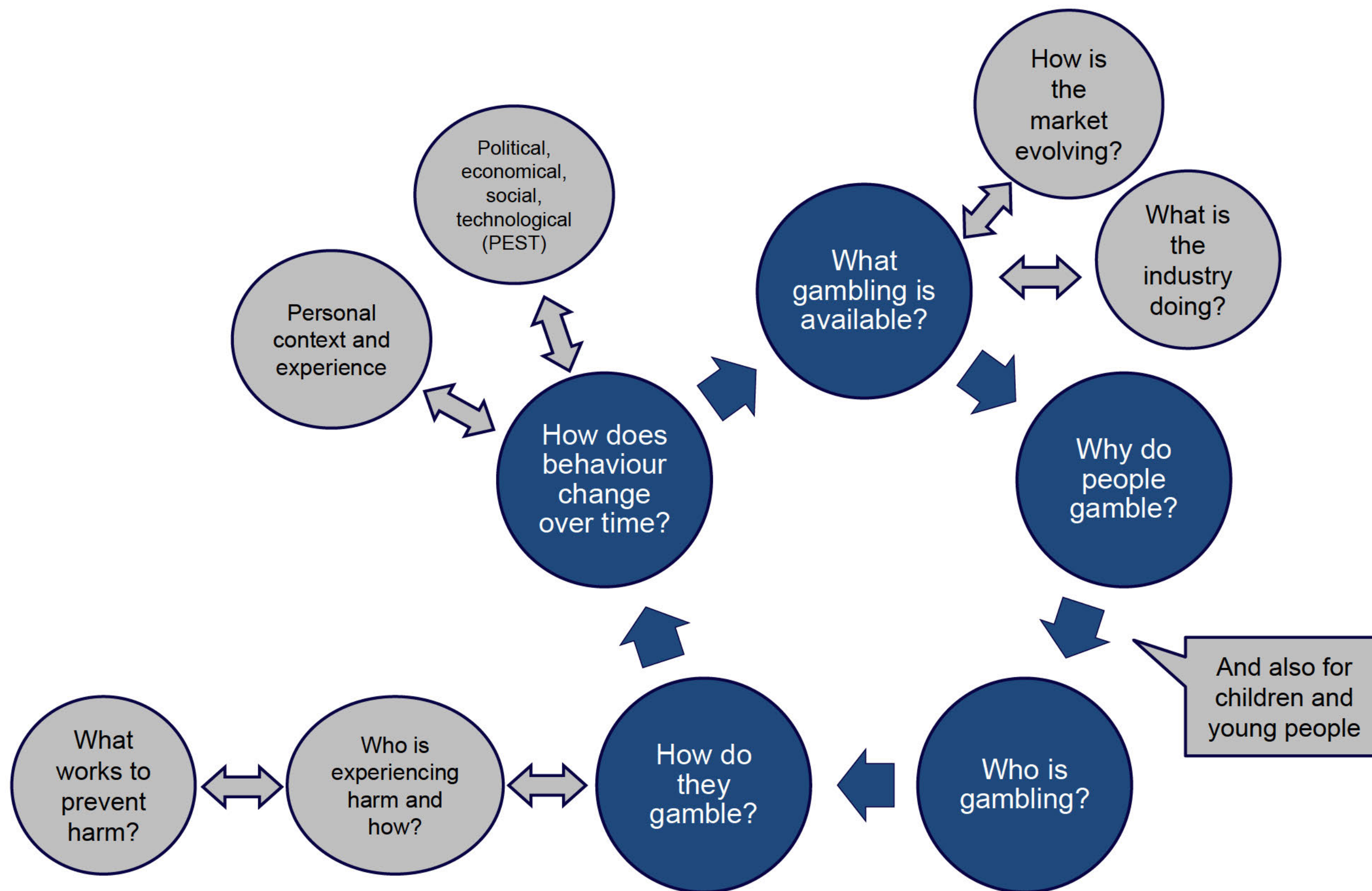
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# Our approach to evidence

- The Gambling Commission is an evidence-based regulator
- We provide advice to the government about gambling behaviour in Great Britain
- We collect and analyse data from a range of sources to monitor changes that may have an impact on the regulatory framework

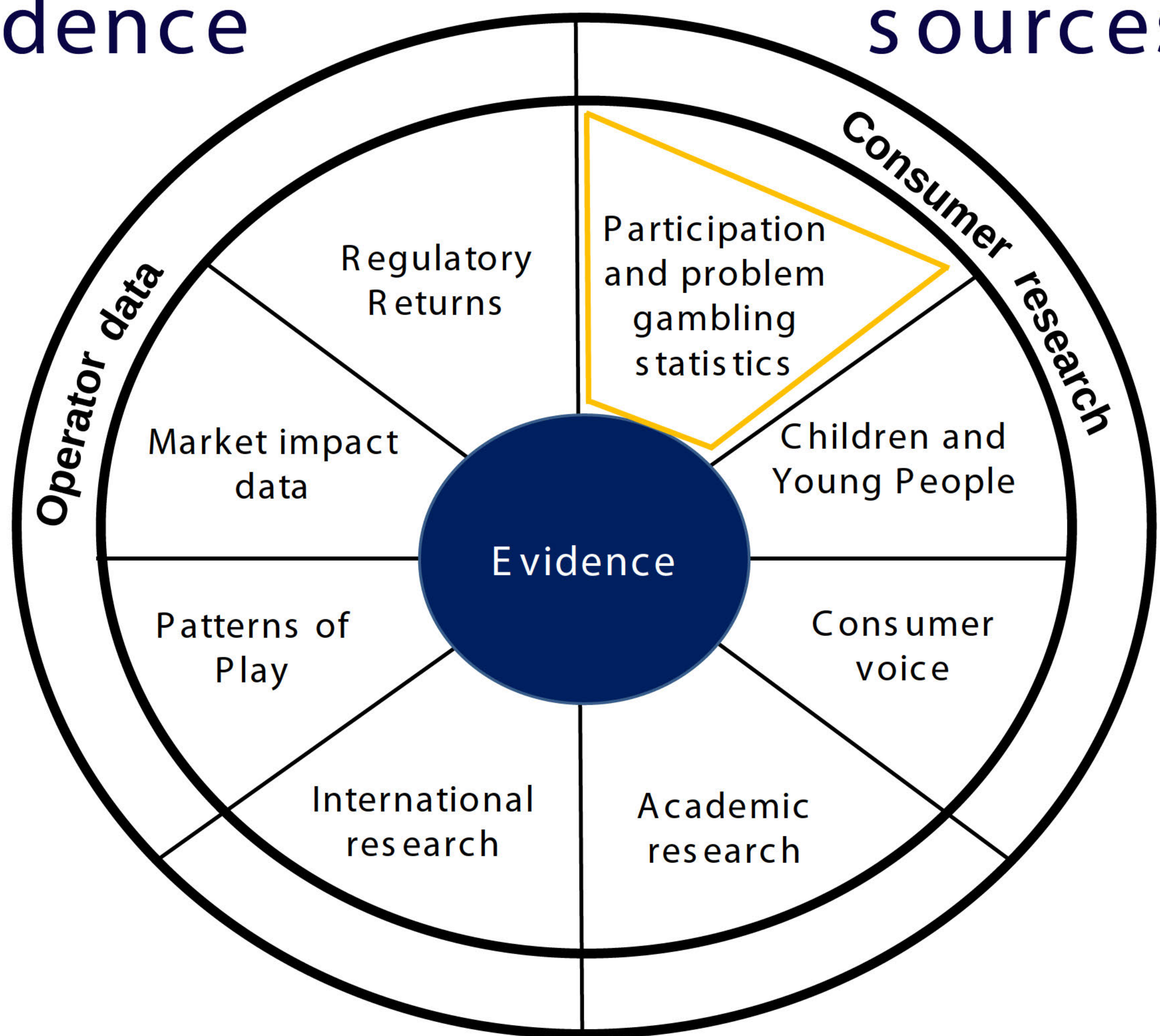


# What we want to know



# Evidence

# sources



# Improving the quality of our evidence

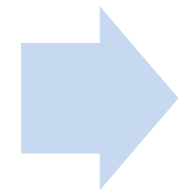
- Develop a single, gold standard population survey for the whole of Great Britain
- Consolidate current surveys into one population survey
- Review and refresh the gambling activities included in the participation questions
- Improve the frequency and turnaround time of the survey data
- Explore more future proof collection methods
- Implement a new methodology, subject to a satisfactory pilot



# Improving the quality of our evidence

NatCen Social Research and the University of Glasgow commissioned to undertake pilot project

Consultation



## Stage 1

Methodology  
pilot

Evaluate impact  
of methodology  
change

Oct 2021- Mar  
2022



## Stage 2

Experimental  
statistics phase

Test and refine  
methodology

Jul 2022-Jun  
2023



## Stage 3

Official statistics

Implement new  
methodology on  
a permanent  
basis

July 2023  
onwards

# Stakeholder engagement

- Consultation
- Stakeholder engagement groups
- Dedicated area on Gambling Commission website

## July 2022

Update on additional work commissioned to develop questions on gambling related harm due to be published.

## May 2022

We held three engagement panel workshops with academics, representatives from industry and those with lived experience to share the findings from the pilot survey.

We [published the Pilot report to evaluate the impact of the methodology](#).

We [published a blog](#) summarising the findings from the pilot survey and outlining our next steps in the project.

## April 2022

Pilot report to evaluate the impact of the methodology change due to be published.

## February 2022

We [published the report on stakeholder engagement](#).



# Stage 1 Pilot: Testing a new survey methodology



1,078 adults fully completed the questionnaire

44% men

56% women

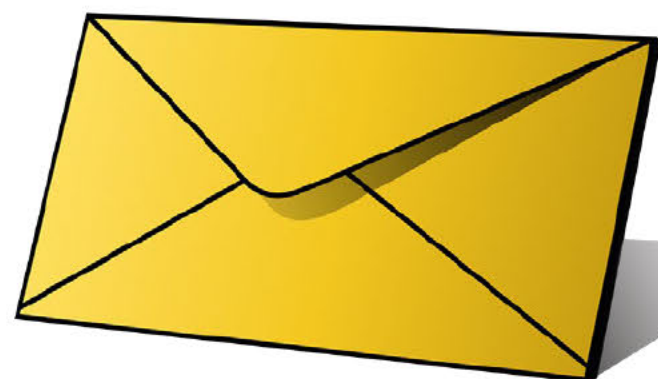


21% household level response rate

21% England

21% Scotland

23% Wales

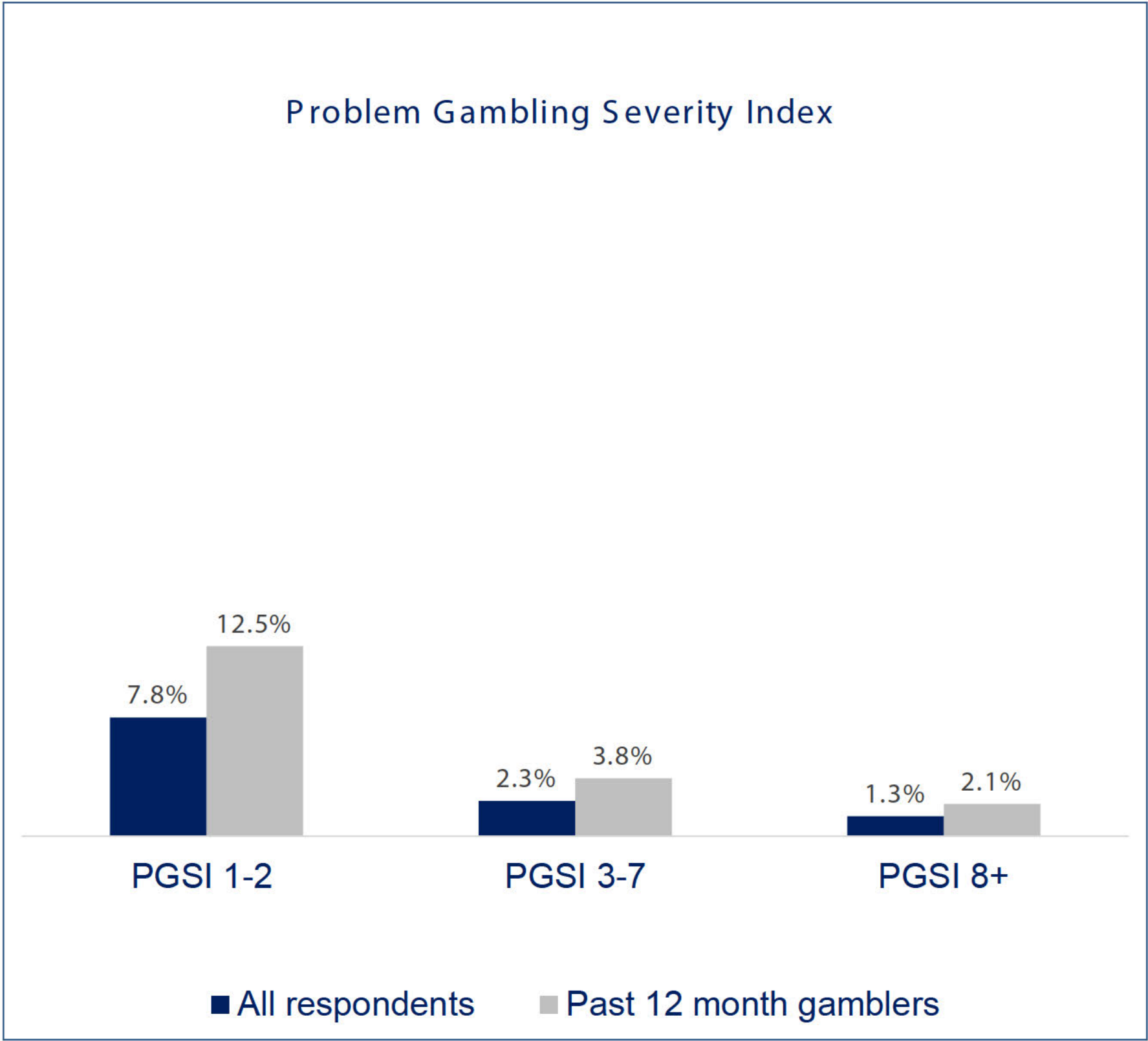
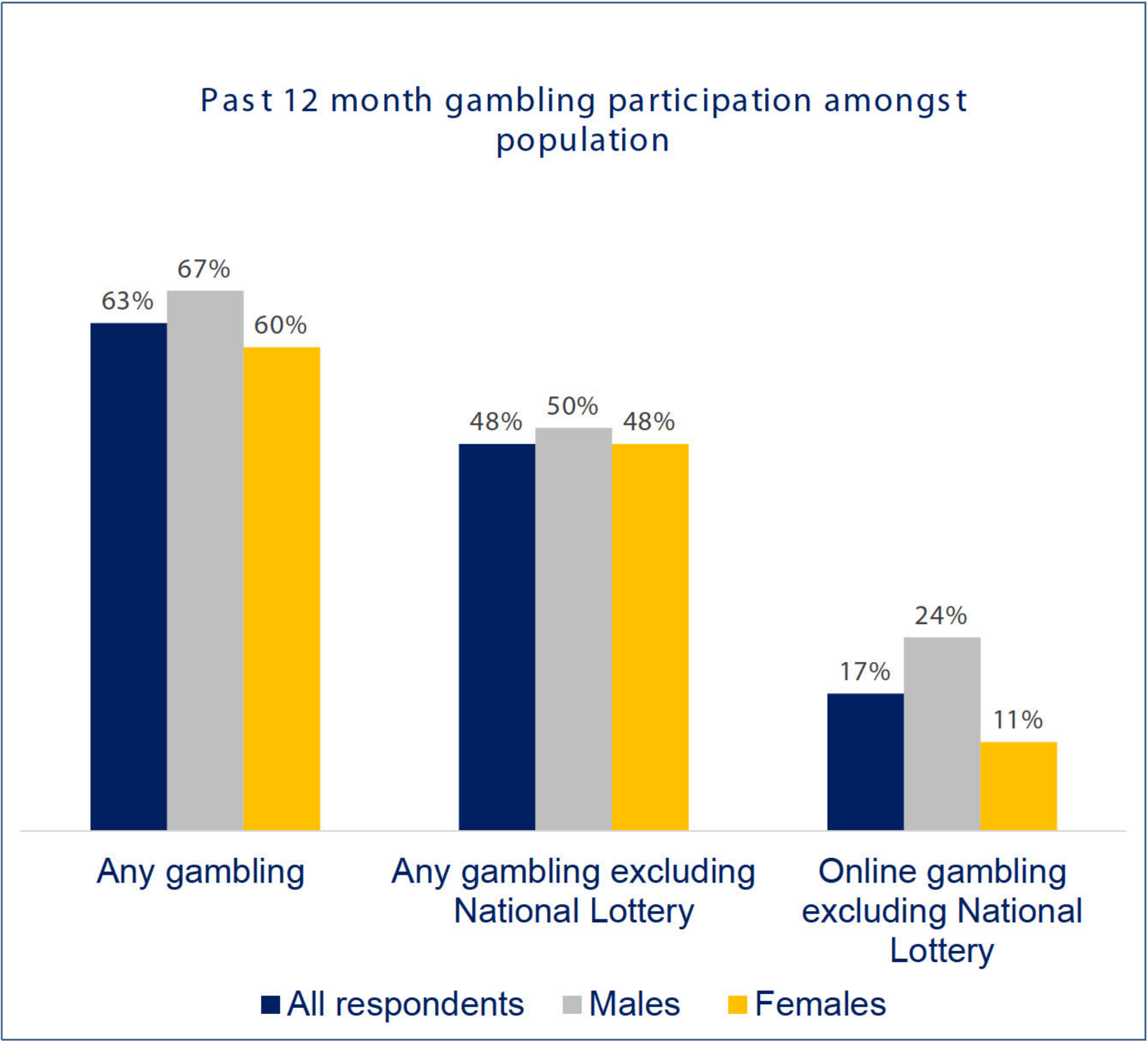


Invitation letter with 3 reminder letters, mixed mode completion options

57% online

43% paper

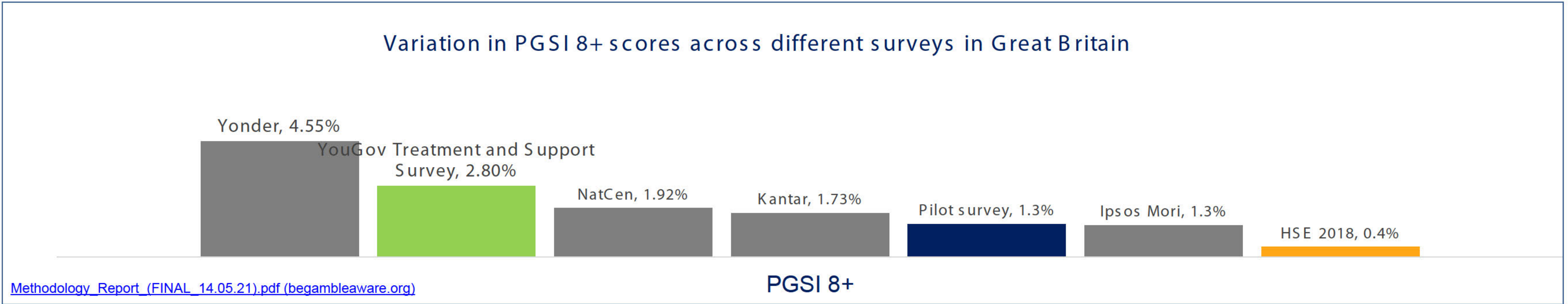
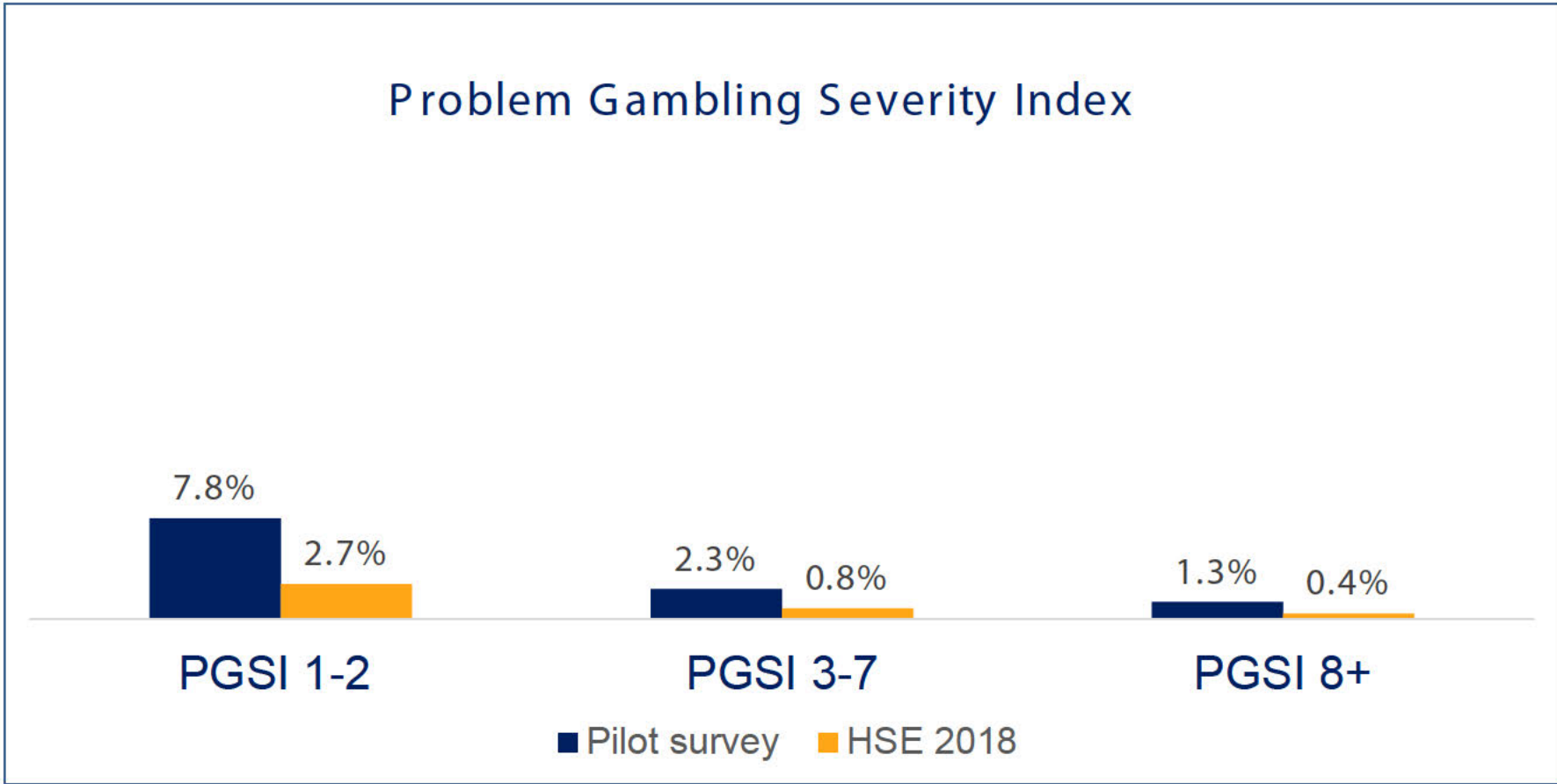
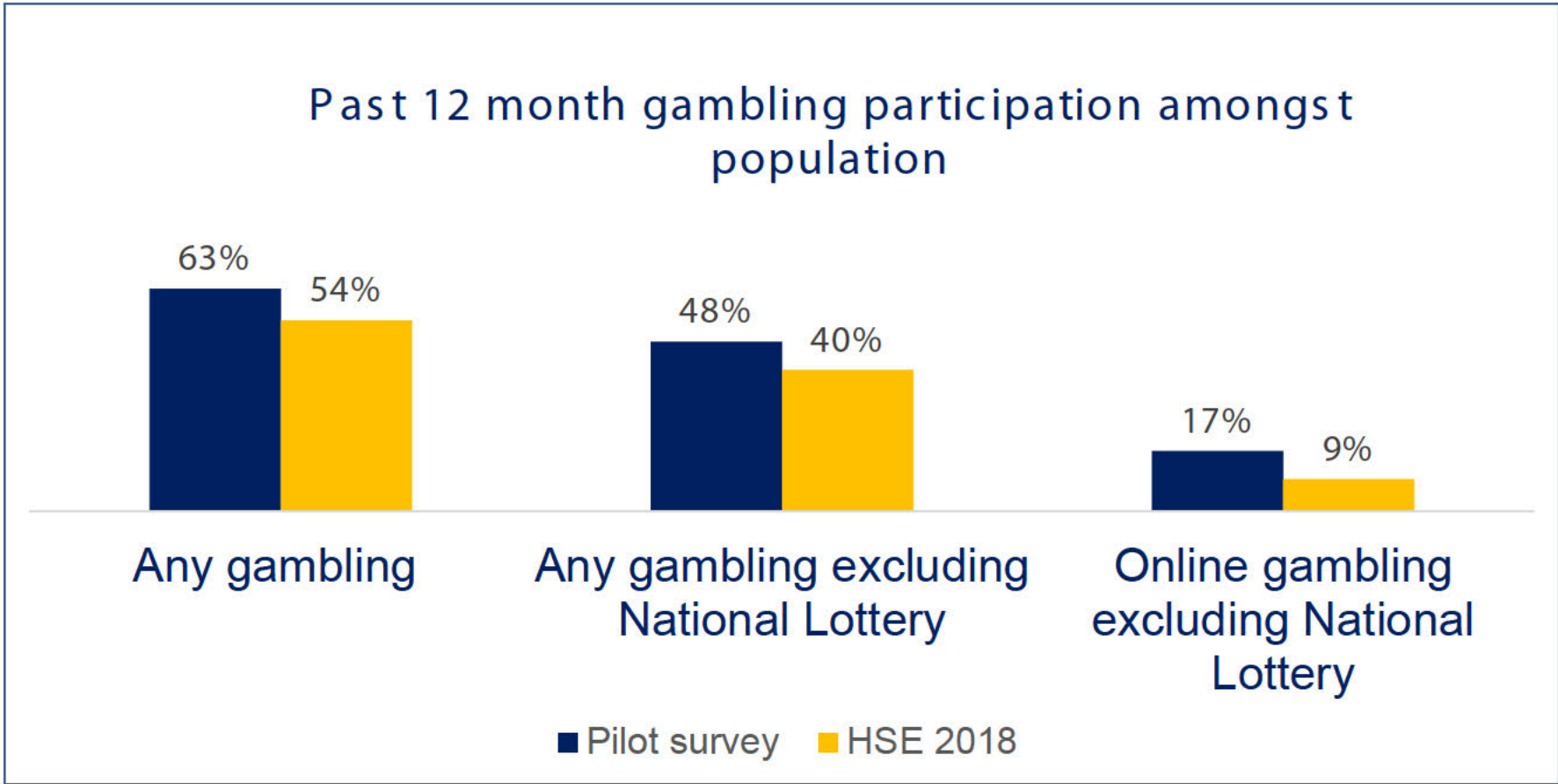
# Stage 1 Pilot: Testing a new survey methodology



Note: Pilot data shown here is for England only

# Stage 1 Pilot: Testing a new survey methodology

## Comparison to other data sources



# Stage 1 Pilot: Summary of findings

- The pilot was successful in attracting participants and exceeded response rate expectations
- The postal survey option helped to make the sample more representative
- Estimates of gambling participation and problem gambling were higher than those generated by the HSE - but in line with other online methodologies



# Stage 2 Experimental phase

- Testing ways to encourage gamblers and non-gamblers to take part in the survey
- Experimenting with QR codes
- Updating the participation question/activity list
- Developing questions on gambling related harms
- Utilising a core/modular approach in questionnaire design
- Testing questions on expenditure based on stakeholder feedback



# Stage 2 Experimental phase

## Experiment 1 – Household selection and harms statements

Fieldwork - Aug/Sept 2022  
Reporting – Feb 2023

- Testing options for household selection – Up to 2 Adults/All adults
- Testing gambling harms questions based on scaled vs binary responses
- Incorporate changes to the invitation and reminder letters based on learning from the pilot phase
- 6,000 respondents from across GB

## Experiment 2 – Questionnaire content (activity list) and QR codes

Fieldwork - Sept/Oct 2022  
Reporting Feb 2023

- Testing changes to the gambling participation/activity question
- Experimenting with QR codes
- 4,000 respondents from across GB

## Soft Launch

Fieldwork - Mar/Apr 2023  
Reporting Jul 2023

- Incorporate all learning from Pilot study, and Experiments 1 and 2 - testing the finalised methodology and reporting plan
- Dashboard launch ahead of Official Statistics phase
- 4,000 respondents from across GB

# Stage 2 Experimental phase: Harms

*Gambled related harms are the adverse impacts from gambling on the health and wellbeing of individuals, families, communities and society.*

- Pilot of new harms questions commenced June 2020
  - To understand incidence, nature and severity of harm experienced by gamblers and non-gamblers
  - Robust, iterative development approach
- Independent review of harms development work to date undertaken by [REDACTED] and [REDACTED]
- [REDACTED] findings undertaken by Heather Wardle and [REDACTED] at the University of Glasgow
- Experiment 1: further development of harms statements



# Our future Gambling Survey

- A single, high quality robust population survey for the whole of Great Britain using a push to web methodology
  - 20,000 survey respondents per annum
- Updated and refreshed participation question
- More timely and accessible results
  - Data will be available via UKDA for further analysis
- A robust base to explore opportunities for longitudinal research, data linkage.....
- Strengthened evidence base

# Your Questions

