

Appendix C: Survey Letters. Invitation letter



NatCen
Social Research



<Name>
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<ADDRESS4>
<ADDRESS5>
<POSTCODE>

Ref: P16630/<SerialNo>/<CKL3>
<Date>

Support greater understanding of gaming, betting and playing lotteries and receive a £10 voucher

Dear Sir or Madam,

Understanding more about if, how and why people play games, lotteries and bet and the impacts this can have on people's lives is important. We would like to invite up to two adults in your household, aged 16 or older, to take part in a **short online questionnaire** for this national survey. Each person will receive a £10 voucher as a thank you for taking part.

The survey asks about your views on and experiences of playing different games, lotteries and betting, and the impacts of these activities on you, your friends and family. We want to hear from you whether or not you play games, lotteries or bet. This survey is funded by the Gambling Commission, sponsored by the Department for Digital, Culture, Media and Sport (DCMS).

It's easy to take part:

1. VISIT

Go to: <SurveyURL>
Type in the address exactly as shown in the address bar of your web browser.

2. ENTER

Enter one of the unique access codes below:
Person 1: <AccessCode1>
Person 2: <AccessCode2>

3. THANK YOU

Complete the study and you'll receive a **£10 Love2Shop gift e-voucher** as a thank you for taking part.

Is the survey confidential?

Yes. We take great care to protect the confidentiality of the information people give us and we take careful steps to ensure that the information is secure at all times. Your answers will be put together with the answers collected from hundreds of other people across Great Britain and the survey findings are published in a report. The findings will not identify anyone who took part in the survey.

Further information:

For more information please see the back of this letter, or visit natcen.ac.uk/GBP. If you would like to talk to someone about the study, please email GBPSurvey@natcen.ac.uk or call the Freephone number 0800 652 4570.

We are looking forward to receiving your answers and hope you will be able to help us with this important survey.

Beverley Bates
Research Director
NatCen Social Research

Frequently Asked Questions

How did you choose my address?

Your address was chosen at random from the Postcode Address File. This file is held by the Post Office and is available to the public.



Who should take part?

We are inviting up to two people aged 16 and over from each selected household to take part in this study. If there are more than two people in your household, you may choose which two take part.

What will happen to any information I give?

Your data will be handled in accordance with the UK's data protection legislation. The survey findings are anonymised and nothing we publish will identify you and your answers will not be shared with the gambling industry. The results collected will provide the Gambling Commission with the evidence needed to continue to ensure players are protected from harm.



Who is carrying out the survey?

The Gambling Commission has asked NatCen Social Research, an independent research agency, the University of Glasgow, and Bryson Purdon Social Research to design, carry out and analyse the survey data.

Who are the Gambling Commission?

The Gambling Commission regulates the gambling industry. It licenses, regulates, advises and provides guidance to the individuals and businesses that offer gambling in Great Britain, including the National Lottery in the UK. The Commission are sponsored by the Department for Digital, Culture, Media and Sport (DCMS).



What is the survey about?

The survey will collect information about the types of games, betting and lottery activities people take part in, how people feel about these activities and how these activities can impact on lives. It is important we hear from everyone, not just those who have taken part in these activities. Please help us make this survey as representative as possible.

Is the information I provide safe online?

Yes. The survey is completely confidential and fully complies with data protection regulation. You will never receive junk mail as a result of taking part in the survey. The information you give will be treated confidentially and used for statistical purposes only.

As part of our commitment to the security of your information, NatCen Social Research has regular internal and external audits of its information security, and is accredited to the ISO 27001:2013, the international standard for information security.



When will I receive my voucher?

If you answer the survey online and provide an email address you will receive a £10 e-voucher. It may take a couple of weeks for your e-voucher to arrive. The voucher can be spent at a large range of UK stores and attractions. Visit www.love2shop.co.uk/where-to-spend for more information.

Where can I find out more?

Please visit natcen.ac.uk/GBP, email GBPSurvey@natcen.ac.uk or phone 0800 652 4570. For free information, advice or support about gambling you can also contact GamCare on 0808 8020 133 or at gamcare.org.uk.

First reminder letter



NatCen
Social Research



<Name>
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<ADDRESS4>
<ADDRESS5>
<POSTCODE>

Ref: P16630/<SerialNo>/<CKL3>
<Date>

Your voice matters and deserves to be heard! Help us by completing this survey and receive a £10 voucher

Dear Sir or Madam,

Not long ago, we wrote to you to invite up to two adults in your household, aged 16 or older, to complete a **short online questionnaire** for this national survey. The survey asks for your views on and experiences of playing different games, lotteries and betting, and the impacts of these activities on you, your friends and family. We want to hear from you even if you don't take part in any of these activities. It is important that as many people as possible take part in the survey, which is why we are asking again for your help. Each person taking part will receive a £10 voucher as a thank you.

If you have already completed the survey, thank you! If you – or a second person in your household aged 16 or older – haven't completed it yet then we would be grateful if you could do this now.

It's easy to take part:

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gift e-voucher** as a thank you
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Further information:

The survey is funded by the Gambling Commission/Department for Digital, Culture, Media and Sport (DCMS). For more information please see the back of this letter, or visit natcen.ac.uk/GBP. If you would like to talk to someone about the study, please either email at GBPSurvey@natcen.ac.uk or call the Freephone number 0800 652 4570. We hope you can take part and help us with this important survey.

Beverley Bates
Research Director
NatCen Social Research

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When will I receive my voucher?

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Where can I find out more?

Please visit natcen.ac.uk/GBP, email GBPSurvey@natcen.ac.uk or phone 0800 652 4570. For free information, advice or support about gambling you can also contact GamCare on 0808 8020 133 or at gamcare.org.uk.

Second reminder letter



NatCen
Social Research



<Name>
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<ADDRESS4>
<ADDRESS5>
<POSTCODE>

Ref: P16630/<SerialNo>/<CKL3>
<Date>

Help us understand the nation's feelings towards lotteries, betting and the games we play and receive a £10 voucher

Dear Sir or Madam,

Recently, we wrote to you to invite two people in your household aged 16 or older, to complete a **short online questionnaire** for this national survey. It is important that as many people as possible take part in the survey, which is why we are asking again for your help. You still have time to take part and we want to hear from you even if you don't play games, lotteries or bet. Each person completing the survey will receive a £10 voucher as a thank you for taking part.

If you have already completed the survey, thank you! If you – or a second person in your household aged 16 or older - haven't completed it yet then we would be grateful if you could do this now.

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Complete the study and you'll receive a **£10 Love2Shop gift e-voucher** as a thank you for taking part.

Or complete the questionnaire on paper:

We have included two paper questionnaires with this letter so you can complete the survey on paper if you prefer. Please return completed paper questionnaires in separate envelopes (we have provided two) by <Deadline>. Each person completing a paper questionnaire will receive a £10 gift card in the post.

Further information:

The survey is funded by the Gambling Commission/Department for Digital, Culture, Media and Sport (DCMS). For more information please see the back of this letter or visit natcen.ac.uk/GBP. If you would like to talk to someone about the study, please call NatCen on Freephone number 0800 652 4570.

We hope you enjoy filling out our questionnaire and can help us with this important survey.

Beverley Bates
Research Director
NatCen Social Research

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When will I receive my voucher?

If you complete a paper questionnaire and return it to us, you will receive a £10 voucher in the post. Please note that your voucher should arrive within 1 calendar month from the day you post the completed questionnaire. The voucher can be spent at a large range of UK stores and attractions. Visit www.love2shop.co.uk/where-to-spend for more information.

Where can I find out more?

Please visit natcen.ac.uk/GBP, or phone 0800 652 4570. For free information, advice or support about gambling you can also contact GamCare on 0808 8020 133 or at gamcare.org.uk.

Third reminder letter



NatCen
Social Research



<Name>
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<ADDRESS4>
<ADDRESS5>
<POSTCODE>

Ref: P16630/<SerialNo>/<CKL3>
<Date>

Your last chance to take part in this national study and receive a £10 voucher

Dear Sir or Madam,

We have previously invited two adults in your household, aged 16 or older, to complete a short online questionnaire on the types of games, lotteries and betting activities that people take part in. It is important that as many people as possible take part in the survey and we really want to hear from you, even if you don't take part in any of these activities. Each person completing the survey will receive a £10 voucher as a thank you for taking part.

If you have already completed the survey, thank you! If you – or a second person in your household aged 16 or older - haven't completed it yet then you still have time to take part but the survey will close on <Deadline>.

It's easy to take part online:

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3. THANK YOU

Complete the study and you'll receive a **£10 Love2Shop gift e-voucher** as a thank you for taking part.

Or on paper...

In our previous letter to you we included two paper questionnaires and pre-paid envelopes so that you can complete the survey on paper if you prefer. Please send completed paper questionnaires back to us in separate envelopes. Each person completing a paper questionnaire will receive a £10 gift card in the post.

Further information:

The survey is funded by the Gambling Commission/Department for Digital, Culture, Media and Sport (DCMS). For more information, please see the back of this letter, refer to the leaflet enclosed or visit natcen.ac.uk/GBP. If you would like to talk to someone about the study, call the Freephone 0800 652 4570.

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