

Appendix C- Step 1 invitation and reminder letters

Invitation letter: 4 adults



HM Government

NatCen
Social Research



University
of Glasgow

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

Ref: P17422/Step <Step>/Batch <Batch>/
<SerialNo>/<CKL5>
<Date>

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

Dear Sir or Madam,

It's important to understand *how* and *why* people play games, lotteries, and bet, and explore the effects that these activities may or may not have on people's lives. We would like to invite up to four adults in your household, aged 18 or older, to take part in a **20 minute online questionnaire** for this national survey. Each person will receive a £10 voucher as a thank you for taking part.

We want to hear from you as it is important to get everyone's experiences of gaming, lotteries or betting. The survey asks about your views on and experiences of playing different games, lotteries and betting, and the effects of these activities on you, your friends and family. We want to hear your views even if you don't play games or place bets.

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>
Person 3: <AccessCode3>
Person 4: <AccessCode4>

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. The survey findings are anonymised and nothing we publish will identify you.

Further information:

For more information please see the back of this letter, or visit natcen.ac.uk/OGSurvey. If you would like to talk to someone about the study, please email OGSurvey@natcen.ac.uk or call the Freephone number 0800 652 4570. If you are unable to complete the survey online, we will be sending two paper versions of the questionnaire in a few weeks time. We hope you will be able to help us with this important survey and we look forward to receiving your answers.

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 four people aged 18 and over from each selected household to take part in this study. If there are more than four adults in your household, you may choose which four 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, and the University of Glasgow 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 the effects that these activities may or may not have on people's 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/OGSurvey, email OGSurvey@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.

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Invitation letter- Welsh: 4 adults



Llywodraeth EM

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Helpwch ni i ddeall teimladau'r genedl tuag at loteriau, betio gemau a derbyn taleb £10

Annwyl Syr neu Fadam,

Mae'n bwysig deall *sut a pham* mae pobl yn chwarae gemau, loteriau a betio, ac archwilio'r effeithiau y gallai'r gweithgareddau hyn eu cael neu beidio ar fywydau pobl. Hoffem wahodd hyd at pedwar oedolyn yn eich cartref, 18 oed neu'n hŷn, i gymryd rhan mewn **holiadur 20 munud ar-lein** ar gyfer yr arolwg cenedlaethol hwn. Bydd pob person yn derbyn taleb gwerth £10 fel diolch am gymryd rhan.

Rydyn ni eisiau clywed gennych chi gan ei bod hi'n bwysig cael profiadau pawb o hapchwarae, loteriau neu fetio. Mae'r arolwg yn holi am eich barn a'ch profiadau parthed chwarae gwahanol gemau, loteriau a betio, ac effeithiau'r gweithgareddau hyn arnoch chi, eich cyfeillion a'ch teulu. Rydym ni eisiau clywed eich barn hyd yn oed os nad ydych chi'n chwarae gemau neu'n betio.

Mae cymryd rhan yn hawdd:

1. YMWELWCH

Ewch i: <SurveyURL>
Rhowch y cyfeiriad, yn union fel y caiff ei ddangos, ym mar cyfeiriad eich porwr gwe.

2. MEWNBWNIWCH

Mewnbwniwch un o'r codau mynediad unigryw isod:
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Person 3: <AccessCode3>
Person 4: <AccessCode4>

3. DIOLCH

Cwblhewch yr astudiaeth ac fe dderbyniwch **e-daleb rhodd** Love2Shop gwerth £10 fel diolch am gymryd rhan.

A yw'r arolwg yn gyfrinachol?

Ydy. Rydym yn cymryd gofal mawr i ddiogelu cyfrinachedd y wybodaeth y mae pobl yn ei rhoi i ni ac rydym yn cymryd camau gofalus i sicrhau bod y wybodaeth yn ddiogel bob amser. Bydd canfyddiadau'r arolwg yn anhysbysac ni fydd modd eich adnabod o unrhyw beth a gyhoeddwn.

Gwybodaeth bellach:

Am fwy o wybodaeth gwelwch gefn y llythyr hwn, neu ewch i natcen.ac.uk/OGSurvey. Pe hoffech siarad â rhywun ynglŷn â'r astudiaeth, mae croeso i chi eostio OGSurvey@natcen.ac.uk neu alw'r rhif ffôn di-dâl 0800 652 4570. Os na allwch gwblhau'r arolwg ar-lein, byddwn yn anfon dwy fersiwn papur o'r holiadur ymhen ychydig wythnosau. Gobeithiwn y byddwch yn gallu ein helpu gyda'r arolwg pwysig hwn ac edrychwn ymlaen at dderbyn eich atebion.

Beverley Bates
Cyfarwyddwr Ymchwil
Ymchwil Cymdeithasol NatCen

Cwestiynau a Ofynnir Yn Aml

Sut wnaethoch chi ddewis fy nghyfeiriad i?

Dewiswyd eich cyfeiriad ar hap o'r Ffeil Cyfeiriadau Cod Post. Mae'r ffeil hon yn cael ei chadw gan Swyddfa'r Post ac mae ar gael i'r cyhoedd.



Pwy ddylai gymryd rhan?

Rydym yn gwahodd hyd at pedwar berson 18 oed a hŷn o bob cartref a ddewiswyd i gymryd rhan yn yr astudiaeth hon. Os oes mwy na pedwar o bobl yn eich cartref, gallwch ddewis pa pedwar sy'n cymryd rhan.

Beth fydd yn digwydd i unrhyw wybodaeth y rhoddaf?

Ymdrinnir â'ch data yn unol â deddfwriaeth diogelu data'r DU. Bydd canfyddiadau'r arolwg yn anhysbys ac ni fydd modd eich adnabod o unrhyw beth a gyhoeddwn, ac ni fydd eich atebion yn cael eu rhannu â'r diwydiant gamblo. Bydd y canlyniadau a gesglir yn rhoi'r dystiolaeth sydd ei hangen ar y Comisiwn Hapchwaraeon i barhau i sicrhau bod cyfranogwyr yn cael eu hamddiffyn rhag niwed.



Pwy sy'n cynnal yr arolwg?

Mae'r Comisiwn Hapchwaraeon wedi gofyn i Ymchwil Cymdeithasol NatCen, sy'n asiantaeth ymchwil annibynnol, Prifysgol Glasgow, cynnal a dadansoddi data'r arolwg.

Pwy yw'r Comisiwn Hapchwaraeon

Y Comisiwn Hapchwaraeon sy'n rheoleiddio'r diwydiant hapchwarae. Mae'n trwyddedu, rheoleiddio, cynghori a darparu arweiniad i'r unigolion a'r busnesau sy'n cynnig hapchwaraeon ym Mhrydain Fawr, gan gynnwys y Loteri Genedlaethol yn y DU. Noddir y Comisiwn gan yr Adran Ddigidol, Diwylliant, Cyfryngau a Chwaraeon (DCMS).



Beth yw pwrpas yr arolwg?

Bydd yr arolwg yn casglu gwybodaeth am y mathau o gemau, betio a gweithgareddau loteri y mae pobl yn cymryd rhan ynddynt, sut mae pobl yn teimlo am y gweithgareddau hyn a'r effeithiau y gall y gweithgareddau hyn eu cael ar fywydau pobl neu beidio. Mae'n bwysig ein bod yn clywed gan bawb, nid dim ond y rhai sydd wedi cymryd rhan yn y gweithgareddau hyn. Helpwch ni i wneud yr arolwg hwn mor gynrychioliadol â phosib.

A fydd yr wybodaeth y byddaf yn ei ddarparu yn ddiogel ar-lein?

Bydd. Mae'r arolwg yn gwbl gyfrinachol ac yn cydymffurfio'n llawn â rheoleiddiadau diogelu data. Ni fyddwch byth yn derbyn post sothach o ganlyniad i gymryd rhan yn yr arolwg. Bydd y wybodaeth a roddwch yn cael ei thrin yn gyfrinachol a'i defnyddio at ddibenion ystadegol yn unig.

Fel rhan o'n hymrwymiad i ddiogelwch eich gwybodaeth, mae Ymchwil Cymdeithasol NatCen yn cynnal archwiliadau mewnol ac allanol rheolaidd o'i ddiogelwch gwybodaeth, ac yn achrededig hyd at ISO 27001:2013, y safon ryngwladol ar gyfer diogelwch gwybodaeth.



Pryd fyddaf yn derbyn fy nhaleb?

Os atebwch yr arolwg ar-lein a darparu cyfeiriad e-bost byddwch yn derbyn e-daleb gwerth £10. Efallai y bydd yn cymryd cwpl o wythnosau i'ch e-daleb gyrraedd. Gellir gwario'r daleb mewn ystod eang o siopau ac atyniadau yn y DU. Ewch i www.love2shop.co.uk/where-to-spend am ragor o wybodaeth.

Ble alla' i ganfod mwy?

Mae croeso i chi ymweld â natcen.ac.uk/OGSurvey, ebstio OGSurvey@natcen.ac.uk neu alw'r rhif ffôn di-dâl 0800 652 4570. Am wybodaeth rad ac am ddim, cyngor neu gefnogaeth ynglŷn â hapchwarae, gallwch hefyd gysylltu â GamCare ar 0808 8020 133 neu ewch at gamcare.org.uk.

Invitation letter- Welsh: 2 adults



Llywodraeth EM

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Pwy ddylai gymryd rhan?

Hoffem i ddau oedolyn 18 oed neu hŷn gymryd rhan yn yr arolwg hwn. Os oes mwy na dau oedolyn yn eich cartref, yna dylai'r ddau oedolyn a gafodd eu pen-blwydd yn fwyaf diweddar gymryd rhan.

Am fwy o wybodaeth gwelwch gefn y llythyr hwn, neu ewch i natcen.ac.uk/OGSurvey. Pe hoffech siarad â rhywun ynglŷn â'r astudiaeth, mae croeso i chi eostio OGSurvey@natcen.ac.uk neu alw'r rhif ffôn di-dâl 0800 652 4570. Os na allwch gwblhau'r arolwg ar-lein, byddwn yn anfon dwy fersiwn papur o'r holiadur ymhen ychydig wythnosau. Gobeithiwn y byddwch yn gallu ein helpu gyda'r arolwg pwysig hwn ac edrychwn ymlaen at dderbyn eich atebion.

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Reminder 1 letter: 4 adults



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Your voice matters and deserves to be heard! Help us by completing this survey

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If you have already completed the survey, thank you! If you – or other people in your household aged 18 or older - haven't completed it yet then we would be grateful if you could do this now.

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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 four people aged 18 and over from each selected household to take part in this study. If there are more than four people in your household, you may choose who takes 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.



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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 the effects that these activities may or may not have on people's 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/OGSurvey, email OGSurvey@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.

Reminder 1 letter: 2 adults



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

Ref: P17422/Step <Step>/Batch <Batch>/
<SerialNo>/<CKL5>
<Date>

Your voice matters and deserves to be heard! Help us by completing this survey

Hello,

Not long ago, we wrote to you to invite up to two adults in your household, aged 18 or older, to complete a **20 minute online questionnaire** for this national survey. The survey asks for your views on and experiences of playing different games, lotteries and betting, and the effects these activities have on you, your friends and family. You might think that because you don't take part in any of these activities that this survey is not relevant to you, but it is vital we hear from people such as yourself so that our findings are accurate. Your household has been specially selected to represent how people just like you in Britain view gaming, lotteries and betting. 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 18 or older - haven't completed it yet then we would be grateful if you could do this now.

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. The findings will not identify anyone who took part in the survey.

Who should take part?

We would like two adults aged 18 or older to take part in this survey. If there are more than two adults in your household, then the two adults who most recently had their birthday should take part.

For more information please see the back of this letter, or visit natcen.ac.uk/OGSurvey. If you would like to talk to someone about the study, please either email at OGSurvey@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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Reminder 2 letter: 2 adults



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

Ref: P17422/<Step>/<Batch>/
<SerialNo>/<CKL5>
<Date>

Support greater understanding of playing lotteries, betting and gaming by easily completing these paper questionnaires

Hello,

Recently, we wrote to you to invite up to four people in your household aged 18 or older, to complete a **20 minute 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. We have made it easier to take part by including two paper questionnaires with this letter. Each person completing the survey will receive a **£10 voucher** as a thank you for taking part.

Our records suggest that the survey has not been completed by all adults in your household. If you have already completed the survey, thank you! If you – or other people in your household aged 18 or older - haven't completed it yet then we would be grateful if you could do this now.

How to 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.

Or take part online:

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>**
Person 3: **<AccessCode3>**
Person 4: **<AccessCode4>**

3. THANK YOU

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

Further information:

For more information please see the back of this letter or visit naticen.ac.uk/OGSurvey. 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.

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Research Director
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Reminder 2 letter: 2 adults



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

Ref: P17422/<Step>/<Batch>/
<SerialNo>/<CKL5>
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Support greater understanding of playing lotteries, betting and gaming by easily completing these paper questionnaires

Hello,

Recently, we wrote to you to invite two people in your household aged 18 or older, to complete a **20 minute 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. We have made it easier to take part by including two paper questionnaires with this letter. Each person completing the survey will receive a **£10 voucher** as a thank you for taking part.

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Reminder 3 letter: 4 adults



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

Ref: P17422/<Step>/<Batch>/
<SerialNo>/<CKL5>
<Date>

Hundreds of people have already taken part but we still need you. This is your last chance to be heard in this national study

Dear Sir or Madam,

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3. THANK YOU

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Or on paper...

In our previous letter to you we included two paper questionnaires and pre-paid envelopes so that some of 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:

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<Name>
<ADDRESS1>
<ADDRESS2>
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<ADDRESS4>
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Thank you letter



HM Government

NatCen
Social Research



University
of Glasgow

<Name>
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<POSTCODE>

Ref: P17422/<Step>/<Batch>/<SerialNo>/<ChkLet>
<Date>



Thank you

Dear <NAME>,

Thank you for participating in the **survey into gaming, betting and playing**.

Your involvement has helped to provide valuable insight into how and why people play games, lotteries, and bet, and the effects that these activities have on people's lives.

As a token of appreciation for completing the survey, please find enclosed in this letter a £10 Love2Shop gift card.

Beverley Bates
Research Director
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