

**Gambling participation in 2016:
behaviour, awareness and attitudes**
Technical annex

February 2017

Contents

Introduction.....	3
Telephone survey.....	3
Online survey.....	6
Appendix 1 – Telephone survey script.....	8
Appendix 2 – Online survey script.....	12

1 Introduction

- 1.1** This is the technical annex for the published report *Gambling participation in 2016: behaviour, awareness and attitudes*. The report can be accessed on the Gambling Commission's website.
- 1.2** This technical annex summarises methodological aspects of the surveys used to produce the slides. This includes information on sampling, questionnaires, weighting strategies and margins of error. As such the report is split by survey:
- Telephone survey – used to produce overall estimates of rates of gambling, problem gambling and perceptions of gambling
 - Online survey – used to explore in-depth the behaviour of online gamblers including device use, location of play and number of online accounts.

2 Telephone survey

Rates of gambling and problem gambling

- 2.1** The results from the telephone survey cover the calendar years 2013 – 2016. The surveys are conducted on a quarterly basis in March¹, June, September and December with approximately 1,000 interviews conducted per quarter. Each survey captures past four week gambling behaviour. Results are based on a rolling year average of the four quarters in the year; this reduces the effect of seasonal variations in gambling behaviour.
- 2.2** The core content captured in the survey is:
- Past four week participation in a range of gambling activities
 - Mode of play on individual activities
 - Frequency of play by activity and mode
 - Problem gambling (collected using the short-form PGSI)
 - Perceptions and attitudes towards gambling

The full script for the questionnaire is available in appendix 1.

- 2.3** From 2012 until March 2015 the survey was conducted by ICM Unlimited as part of their telephone omnibus survey. Following the March 2015 wave of the omnibus survey the decision was taken by ICM to cease the telephone omnibus on commercial grounds. Populus Ltd was selected as the new supplier for this methodology and conducted the June, September and December waves of the telephone survey on an interim basis. Following a competitive tender process in November 2015 Populus were selected as the long term replacement supplier for the provision of the telephone survey.
- 2.4** Telephone survey sample is generated through Random Digit Dialling² (RDD) of GB phone numbers. Respondents are called at different times of day, and during the week and weekends, to maximise response rates³. In June 2015 the sampling was amended to boost the number of mobile phone numbers used, and more accurately represent the proportion of mobile-only households in Great Britain. The sample is now made up of 50% landline numbers and 50% mobile numbers.

¹ For the first quarter of 2014 the timing of the ICM omnibus meant that the survey had to be conducted in the period after the Grand National. This had the impact of inflating the rates of participation, in particular amongst those aged 18-24 and 25-34. This lack of control over survey timing is one of the factors which has prompted the Commission to commission a stand-alone survey of gambling participation.

² Random Digit Dialling (RDD) is a method for sampling of telephone surveys which involves the random generation of telephone numbers. This method is effective in the GB population due to the high rate of telephone ownership and the fact that it allows the sampling of individuals who are ex-directory.

³ Response rates are estimated at 10%, based on eligible sample

- 2.5** The sample is subject to quotas to ensure it is as nationally representative as possible. The quotas are set based on:
- Age
 - Gender
 - Region
 - Social grade

On introduction respondents are screened to ensure they are 18+ and fit in remaining unfilled quotas.

- 2.6** In addition data are weighted for analysis to ensure all results are representative of the adult population. Weights are set based on the National Readership Survey (a face-to-face random probability survey of c15, 000 respondents). The variables used for weighting are:
- Age
 - Gender
 - Region
 - Social grade
 - Whether they have taken a foreign holiday in the past 3 years
 - Tenure
 - Number of cars in the household
 - Working status

- 2.7** As with all survey results the results of the telephone survey are subject to a margin of error based on the sample size for the estimate. The table below shows the approximate margins of error for estimates based on all respondents, different genders and different age groups:

Group	Sample size	Maximum margin of error at 95% confidence level
All respondents	4,001	+/- 1.55%
male respondents	1,976	+/- 2.20%
female respondents	2,025	+/- 2.18%
18-24 year olds	461	+/- 4.56%
25-34 year olds	630	+/- 3.90%
35-44 year olds	703	+/- 3.70%
45-54 year olds	727	+/- 3.63%
55-64 year olds	630	+/- 3.90%
65+ year olds	850	+/- 3.36%

Perceptions of gambling

- 3.1** In addition to data relating participation in gambling the telephone survey also captures information on perceptions of gambling amongst both gamblers and the general public. The survey captures perceptions in two areas on a five-point scale from strongly disagree – strongly agree:
- a. Whether gambling is fair and can be trusted
 - b. Whether gambling is linked to crime
- 3.2** From 2012 – 2014 this survey was administered by ICM as part of their telephone omnibus survey. In 2015 the survey was administered as a standalone survey by NatCen.
- 3.3** In 2016 the Commission also added further questions to the telephone survey covering attitudes towards gambling. These questions (known as the ATGS-8) were previously asked in the British Gambling Prevalence Survey 2010, and were designed to measure attitudes towards gambling in general, rather than attitudes towards individual gambling activities or towards currently topical gambling policy issues. The analysis is now included in this report for the first time.

3.4 In order to generate a score from the ATGS-8, each response is given a score between 1 and 5. For those items phrased in a way that is positive towards gambling a score of 5 is given to strongly agree responses, 4 to agree, 3 to neither agree nor disagree, 2 to disagree and 1 to strongly disagree responses. The scoring is reversed for those attitude statements that are negatively phrased, from a score of 1 for strongly agree responses to 5 for strongly disagrees responses. Scores from the eight separate items are then summed to generate the total ATGS-8 score. Total scores therefore range between 8 and 40, with a score of 24 representing the exact mid-point and an overall neutral opinion towards gambling. Scores above 24 are interpreted as representing more positive attitudes overall, whilst scores below 24 represent more negative attitudes overall.

3.5 The Commission also collects data using wider questions on public opinions, captured using the online survey.

Problem gambling

4.1 Rates of problem gambling were measured through the telephone survey according to the short form Problem Gambling Severity Index (PGSI mini-screen). The screen was developed by Gemini Research to provide a screen which is more easily administered than the full 9-item PGSI.

4.2 The screen is formed of three questions which broadly capture issues associated with problem gambling. The questions are:

1. Have you bet more than you could really afford to lose?
2. Have people criticised your betting or told you that you have a gambling problem?
3. Have you felt guilty about the way you gamble or what happens when you gamble?

4.3 Respondents select from never – sometimes – most of the time – almost always for each of the questions. Questions are then scored from 0-3 based on response giving a total possible screen score of 9. The development work for the screen suggested cut-offs which would be most in-line with the previous British Gambling Prevalence Survey results. These are the cut-offs which have been adopted for the purpose of this report. The scoring cut-offs are shown in the table below:

Score	Categorisation
0	Non-problem gambler
1	Low-risk gambler
2-3	Moderate-risk gambler
4+	Problem gambler

4.4 The development and validation of the screen found that whilst the screen provides a robust overall track of rates of problem gambling in the population it should not be used to track changes in the characteristics of problem gamblers in the population. As such the Commission will continue to use the full PGSI screen to track these changes through the Health Surveys in England and Scotland and the Commission’s survey of problem gambling rates in Wales.

Online survey

- 5.1** The results from the online survey cover the calendar year 2016. Surveys were conducted by Populus as part of their online omnibus survey. Gambling content was always included at the start of the omnibus to avoid response bias.
- 5.2** The surveys were conducted on a quarterly basis in March, June, September and December with approximately 2,000 interviews conducted per quarter. Each survey captures past four week gambling behaviour. Results are based on a rolling year average of the four quarters in the year; this reduces the effect of seasonal variations in gambling behaviour.
- 5.3** The core content captured in the online survey is:
- Past four week participation in a range of gambling activities
 - Mode of play on individual activities
 - Frequency of play online
 - Devices used for gambling online for individual activities
 - Location of play for individual activities
 - In-play betting
 - Number of accounts held with operators
 - Impact of social media and advertising on spend
 - Participation in social gaming

The full script for the questionnaire is available in appendix 2.

- 5.4** Online survey sample is sourced through a 50/50 split of panel and freshly sourced sample. The sample sourced fresh is recruited through a range of websites. The sample is subject to quotas in-line with those used for the telephone survey which are outlined above. On introduction respondents are screened to ensure they are 18+ and fit in remaining unfilled quotas.
- 5.5** In addition data are weighted for analysis in-line with the methodology used for the telephone survey which is outlined above.
- 5.6** As with all survey results the results of the online survey are subject to a margin of error based on the sample size for the estimate. The table below shows the approximate margins of error for estimates based on all respondents interviewed in the year to December 2016, by gender and age:

Group	Sample size	Maximum margin of error at 95% confidence level
All respondents	8,378	+/- 1.07%
male respondents	4,081	+/- 1.53%
female respondents	4,297	+/- 1.50%
18-24 year olds	973	+/- 3.14%
25-34 year olds	1,451	+/- 2.57%
35-44 year olds	1,376	+/- 2.64%
45-54 year olds	1,493	+/- 2.54%
55-64 year olds	1,208	+/- 2.82%
65+ year olds	1,878	+/- 2.26%

5.7 The table below shows the approximate margins of error for estimates based on online gamblers (past-four weeks) interviewed in the year to December 2016, by gender and age:

Group	Sample size	Maximum margin of error at 95% confidence level
All respondents	3,863	+/- 1.58%
male respondents	2,176	+/- 2.10%
female respondents	1,687	+/- 2.39%
18-24 year olds	456	+/- 4.59%
25-34 year olds	801	+/- 3.46%
35-44 year olds	742	+/- 3.60%
45-54 year olds	710	+/- 3.68%
55-64 year olds	481	+/- 4.47%
65+ year olds	673	+/- 3.78%

Appendix 1 – Telephone survey script

ASK ALL – MULTICODE

Q1a. I'm going to read out a list of activities. Please tell me whether you have spent any money on each one in the past four weeks, that is since <textfill date four weeks ago>

INTERVIEWER: READ OUT, WAIT FOR EACH ANSWER AND CODE ALL THAT APPLY.

1. Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Daily Play, Hotpicks)
2. Scratch cards
3. Tickets for a charity lottery or other lottery
4. Fruit or slot machines in pubs
5. Fruit or slot machines in gaming centres / arcades
6. Fruit or slot machines in casinos
7. Fruit or slot machines at bingo halls
8. Virtual gaming machines in a bookmaker's to bet on virtual roulette, poker, blackjack or other games
9. Bingo, including bingo played online
10. The football pools
11. Betting on horse races
12. Betting on dog races
13. Betting on football
14. Betting on tennis
15. Betting on other sports events
16. Betting on other events
17. Betting on virtual dog or horse races
18. Spread betting *<If needed: Spread betting is where you bet that the outcome of an event will be higher or lower than the bookmaker's prediction. The amount you win or lose depends on how right or wrong you are>*
19. Online fruit/slot machine style games or online instant win games
20. Roulette, poker, cards or dice in a casino or online
21. Playing poker in a pub tournament/league, or at a club
22. Private betting (sweepstakes, bets between friends) or gambling (playing card games for money) with friends, family or colleagues
23. Another form of gambling activity
24. Don't know (DO NOT READ OUT)
25. Refused (DO NOT READ OUT)
26. None of these (DO NOT READ OUT)

ASK ALL

Q1b. I would now like you to think about in-play betting or live-betting whereby bets can be placed after an event has started and up to its conclusion. For example, betting throughout the duration of football or cricket matches. Have you participated in live betting or in-play betting in the last 4 weeks?

SINGLE CODE

1. Yes
2. No

ASK ALL WHO CODE 1, 3, 8, 9, 16, 17, 19, OR 22 AT Q1

Q2. And, in the last 4 weeks, did you spend money on <INSERT ANSWER AT Q1> in person, online or both?

REPEAT FOR EACH RESPONSE CODED AT Q1

1. In person
2. Online
3. Both

ASK ALL WHO CODE 10, 11, 12, 13, 14 OR 15 AT Q1

Q3. And in the last 4 weeks, did you spend money < INSERT ANSWER AT Q1> ...?

REPEAT FOR EACH RESPONSE CODED AT Q1

READ OUT AND CODE ALL THAT APPLY

1. In person at a bookmakers
2. In person at the venue or track
3. On the phone with a bookmaker
4. Online with a bookmaker
5. Online with a betting exchange *<If needed: A betting exchange is where you lay or back bets against other people using a betting exchange. There is no bookmaker to determine the odds. This is sometimes called 'peer to peer' betting>.*

ASK ALL THOSE WHO CODE 1-22 AT Q1 (SPENT ON ANY FORM OF GAMBLING)

Q4a. Thinking about when you spent money on <INSERT ANSWER FROM Q1> in the last four weeks <INSERT ANSWER FROM Q2 OR Q3 WHERE APPLICABLE>, how often do you spend money on this activity?

REPEAT FOR EACH RESPONSE CODED AT Q1 AND FOR EACH COMBINATION AT Q2 AND Q3 (i.e. Bingo 'online' and 'in person' at Q2; Betting on horse races 'in person at a book makers' and 'online with a bookmaker' at Q3)

DO NOT PROMPT. PAUSE FOR RESPONDENT ANSWER AND CODE INTO CATEGORIES BELOW

1. Every day/almost every day
2. 4-5 days a week
3. 2-3 days a week
4. About once a week
5. 2-3 days a month
6. About once a month
7. 6-11 times a year
8. 1-5 times a year

ASK ALL WHO CODE 1-22 AT Q1 (ANY FORM OF GAMBLING)

Q4b. I would now like you to think about the reason why you take part in the gambling and betting activities you previously mentioned. Please explain the reasons why you have taken part in these activities?

PROMPT: Any other reasons?

CODES OPEN

Mini Screen Questions

ASK IF CODE 25 (NONE OF THESE) AT Q1

Q6. Although you have not spent money on gambling activities in the past 4 weeks, have you spent money on any of the activities I listed earlier in the past 12 months?

SINGLE CODE

1. Yes

2. No
3. Don't know

INTERVIEWER: PROMPT WITH LIST BELOW IF RESPONDENT HAS FORGOTTEN ACTIVITIES

Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Daily Play, Hotpicks)
Scratch cards

Tickets for a charity lottery or other lottery

Fruit or slot machines in pubs

Fruit or slot machines in gaming centres / arcades

Fruit or slot machines in casinos

Virtual gaming machines in a bookmaker's to bet on virtual roulette, poker, blackjack or other games

Bingo, including bingo played online

The football pools

Betting on horse races

Betting on dog races

Betting on football

Betting on tennis

Betting on other sports events

Betting on other events

Betting on virtual dog or horse races

Spread betting

Online fruit/slot machine style games or online instant win games

Roulette, poker, cards or dice in a casino or online

Playing poker in a pub tournament/league, or at a club

Private betting (sweepstakes, bets between friends) or gambling (playing card games for money) with friends, family or colleagues

Another form of gambling activity

**ASK ALL THOSE WHO CODE 1-22 AT Q1 (SPENT ON ANY FORM OF GAMBLING)
OR CODE 1 (YES) AT Q6**

Q7. In the last 12 months have you bet more than you could really afford to lose?

READ OUT – SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know

**ASK ALL THOSE WHO CODE 1-22 AT Q1 (SPENT ON ANY FORM OF GAMBLING)
OR CODE 1 (YES) AT Q6**

Q8. In the last 12 months have people criticised your betting, or told you that you have a gambling problem, whether or not you thought it is true?

READ OUT – SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know

ASK ALL THOSE WHO CODE 1-22 AT Q1 (SPENT ON ANY FORM OF GAMBLING)

OR CODE 1 (YES) AT Q6

Q9. In the last 12 months have you felt guilty about the way you gamble or what happens when you gamble?

READ OUT – SINGLE CODE

1. Almost always
2. Most of the time
3. Sometimes
4. Never
5. Don't know

Perceptions Questions

ASK ALL WHO CODE 2 AT Q6 (NO)

Q10. Just to check, does that mean that you haven't gambled at all in the last 12 months, or do you gamble very occasionally, perhaps to buy a lottery ticket, play on a fruit machine, or play games or make bets for money with friends?

READ OUT – SINGLE CODE

1. Very occasionally in the last 12 months
2. No, not at all in the last 12 months

ASK ALL

Q11. How far do you agree or disagree that in this country, gambling is conducted fairly and can be trusted?

READ OUT – CODE ONE

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know (DO NOT READ OUT)

ASK ALL

Q12. How far do you agree or disagree that gambling in this country is associated with criminal activity?

READ OUT – SINGLE CODE

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know (DO NOT READ OUT)

ASK ONLY THOSE WHO CODE 1-2 AT Q12 (AGREE STRONGLY/SLIGHTLY)

Q13. What crimes do you yourself, associate with Gambling? Any others?

CODES OPEN

ASK ALL

Q14. The next few questions are things that some people have said about gambling. Please indicate how much you agree or disagree with each one.

READ OUT – ROTATE ORDER

- A. People should have the right to gamble whenever they want
- B. There are too many opportunities for gambling nowadays
- C. Gambling should be discouraged
- D. Most people who gamble do so sensibly
- E. Gambling is dangerous for family life
- F. On balance, gambling is good for society
- G. Gambling livens up life
- H. It would be better if gambling was banned altogether

CODE ONE PER STATEMENT

- 1. Strongly agree
- 2. Slightly agree
- 3. Neither agree nor disagree
- 4. Slightly disagree
- 5. Strongly disagree

Appendix 2 – Online survey script

1. We’d like you to think about gambling activities; by gambling we mean spending money on games of chance where you can win money or money’s worth. We are not talking about free to play games or games where you cannot win a real prize. In the past four weeks, have you spent money on any of the following:

[GRID, SINGLE CODE PER ROW, REVEAL EACH ROW]

	Yes	No
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks)		
Scratchcards		
Tickets for a charity lottery or other lottery		
Fruit or slot machines		
Virtual gaming machines in a bookmaker’s to bet on virtual roulette, poker, blackjack or other games		
Bingo, including bingo played online		
The football pools		
Betting on horse races		
Betting on dog races		
Betting on Football		
Betting on Tennis		
Betting on other sports events		
Betting on other events		
Betting on virtual dog or horse races		
Spread betting		
Online instant win games available on the National Lottery website		
Online fruit/slot machine style games or online instant win games		
Roulette, cards or dice in a casino or online		
Poker in a casino or online		
Playing poker in a pub tournament/league, or at a club		
Private betting (sweepstakes, bets) or gambling (playing card games for money) with friends, family or colleagues		
Another form of gambling activity		

[IF SELECT NO FOR ALL ACTIVITIES GO TO Q7]

2. In the past four weeks how have you spent money on these activities?
By online we mean via the internet, mobile browser or app or via a Smart TV.

	Online	In-person	Both
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks)			
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)			
Bingo			
Football pools			
Betting on horse races			
Betting on dog races			
Betting on Football			
Betting on Tennis			
Betting on other sports events			
Betting on other events			
Betting on virtual dog or horse races			
Spread betting			
Roulette, cards or dice			
Poker			
Another form of gambling activity			

[ASK ALL WHO DO ACTIVITIES ONLINE]

3. How often do you spend money on each of the following activities online?

	Every day	2+ days a week	Once a week	At least once a month	Less than once a month
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks)					
Tickets for a charity lottery or other lottery					
Bingo					
The football pools					
Betting on horse races					
Betting on dog races					
Betting on Football					
Betting on Tennis					
Betting on other sports events					
Betting on other events					
Betting on virtual dog or horse races					
Spread betting					
Online instant win games available on the National Lottery website					
Online fruit/slot machine style games or online instant win games					
Roulette, cards or dice					
Poker					
Another form of gambling activity					

[ASK ALL WHO DO ACTIVITIES ONLINE]

4. How have you spent money on these activities in the last four weeks? Please select all that apply.

	PC	Laptop	Mobile phone	Smart TV	Tablet
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks)					
Tickets for a charity lottery or other lottery					
Bingo					
The football pools					
Betting on horse races					
Betting on dog races					
Betting on Football					
Betting on Tennis					
Betting on other sports events					
Betting on other events					
Betting on virtual dog or horse races					
Spread betting					
Online instant win games available on the National Lottery website					
Online fruit/slot machine style games or online instant win games					
Roulette, cards or dice					
Poker					
Another form of gambling activity					

[FOR EACH ACTIVITY WHERE RESPONDENTS HAVE SELECTED LAPTOP, MOBILE PHONE OR TABLET AT Q4, MUTICODE]

5. Where have you spent money on these activities in the last four weeks on your laptop, mobile phone or tablet:

	At home	While commuting / travelling	At work	At a sports venue or horse / dog track	At a pub / club	Other
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks)						
Tickets for a charity lottery or other lottery						
Bingo						
The football pools						
Betting on horse races						
Betting on dog races						
Betting on Football						
Betting on Tennis						
Betting on other sports events						
Betting on other events						
Betting on virtual dog or horse races						
Spread betting						
Online instant win games available on the National Lottery website						
Online fruit/slot machine style games or online instant win games						
Roulette, cards or dice						
Poker						
Another form of gambling activity						

[ASK ALL THOSE THAT HAVE SELECTED BETTING ACTIVITIES ONLINE]

6. Have you participated in 'in-play' betting on any of these activities in the past four weeks? By 'in-play' betting we mean a feature offered by some online gambling companies that enables people to place new bets while a sporting event is in progress. The odds change during the event depending on the performance and positioning of the team, players or competitors.
- a. Yes
 - b. No

[ASK ALL WHO SELECTED NO ACTIVITIES AT Q1]

7. Although you have not spent money on those activities in the past 4 weeks, have you spent money on any of those activities in the past 12 months?
- a. Yes – go to Q8
 - b. No – go to Q12

[ASK ALL WHO SELECTED YES]

8. How have you spent money on these activities in the past 12 months?
- a. In-person
 - b. Online (by online we mean via the internet, mobile browser or app or via a smart TV)
 - c. Both

[ASK TO ALL THOSE THAT HAVE GAMBLED ONLINE IN THE PAST 12 MONTHS]

We would like you to think about any accounts that you have with gambling companies, including betting, bingo and lottery sites.

9. How many gambling companies have you registered with online?

[ASK ALL WHO HAVE ONLINE ACCOUNTS]

10. And how many of these accounts have you spent money with in the past 12 months?

11. How many of these accounts do you spend money with at least monthly?

[ASK ALL WHO HAVE GAMBLED THROUGH ANY MODE IN PAST 12 MONTHS]

12. I would now like to discuss the self-exclusion tool which is available on all Gambling companies' websites and gives you the option to bar yourself voluntarily from gambling through that operator's website for a minimum of six months.

N.B. please note that we are not referring to what are known as 'time outs' which is when you are barred from an operator but for a shorter period e.g. 24 hours / one month.

Have you ever self excluded from a gambling company for any reason?

- a. Yes
- b. No - go to Q19

[ASK ALL WHO HAVE EVER SELF-EXCLUDED]

13. Why did you use the self-exclusion tool?

- a. To help control the amount you were gambling with that particular operator
- b. To help control the amount you were gambling overall
- c. To close the account with that operator
- d. For another reason – what was the reason?

[ASK ALL WHO HAVE EVER SELF-EXCLUDED AND HAVE ACCOUNTS WITH MORE THAN ONE GAMBLING COMPANY]

14. How many gambling companies have you ever self-excluded from?

[ASK ALL WHO HAVE GAMBLED THROUGH ANY MODE IN PAST 12 MONTHS]

15. In addition to self-exclusion there are a number of tools which some gambling companies make available to help customers to manage the amount they gamble or the way in which they gamble.

From the table below please select whether you are aware of the tool and if you are whether you have used the tool:

	Not aware of tool	Aware but not used	Used
Exclusion by product - where you request an operator bars you from a certain type of online gaming but you can continue with others			
Time out - like self exclusion but you are barred for a shorter amount of time			
Financial limits - spend / loss or deposit limits			
Reality check - where you ask for a reminder to appear on screen that you have been playing for a certain duration			

[ASK ALL]

16. Do you follow any gambling companies on any of the following social media websites? Again, when we refer to gambling companies we would like you to think about all gambling companies, including betting, bingo and lottery sites.
- Facebook
 - Twitter
 - LinkedIn
 - Google +
 - Instagram
 - Other (please state)
 - Use social media but don't follow gambling operators
 - Don't use social media

[ASK ALL WHO HAVE GAMBLLED ONLINE IN THE PAST 12 MONTHS]

17. Which, if any, of the following has prompted you to spend money on a gambling activity in the last 12 months?
When we refer to posts by a company on a social media that could either be posts from a company that you follow or a post from a company that a friend has re-shared.

	Yes	No
Post by a gambling company on Facebook		
Post by a gambling company on Twitter		
Post by a gambling company on LinkedIn		
Post by a gambling company on Google +		
Post by a gambling company on Instagram		
Post by a gambling company on another social media site		
Advertising for a gambling company online		
Advertising for a gambling company in a newspaper		
Advertising for a gambling company on TV		
Advertising for a gambling company on billboards or posters		
Advertising for a gambling company on social media		
Free bets or money to spend with a gambling company		

[ASK ALL WHO HAVE SELECTED YES TO POSTS OR ADVERTISING]

18. Which of the following statements best describes your gambling activity after seeing:
- Posts on social media by gambling companies

- Adverts for gambling companies
 - a. It prompted me to start gambling for the first time
 - b. It prompted me to increase the amount that I gamble
 - c. It didn't change the amount that I gamble

[ASK ALL WHO HAVE GAMBLLED THROUGH ANY MODE IN PAST 12 MONTHS]

19. In the last 12 months...?

	Almost always	Most of the time	Sometimes	Never	Don't know
Have you bet more than you could really afford to lose?					
Have people criticised your betting or told you that you have a gambling problem, whether or not you thought it was true?					
Have you felt guilty about the way you gamble or what happens when you gamble?					

[ASK ALL]

20. The next few questions are about online gambling-style games, that are usually free to play, and you cannot win a real prize.

These games look and play like normal gambling games – for example Roulette, Poker, Slot machines and bingo – but you cannot win real money. We are **not** referring to demos for gambling games.

You might play these games on social networking sites or using an app on a smartphone or tablet.

Have you ever played these online gambling-style games?

- a. Yes – go to Q18
- b. No – close interview
- c. Don't know – close interview

[ASK ALL WHO HAVE PLAYED FREE GAMBLING GAMES]

21. Have you played any of the following online gambling-style games in the past four weeks?

Remember these are games where you cannot win real money

- a. Slot / fruit machine games
- b. Poker
- c. Casino games (like roulette or blackjack)
- d. Bingo
- e. I have not played any of these games in the past four weeks

[ASK ALL WHO HAVE PLAYED FREE GAMBLING GAMES IN THE LAST 4 WEEKS]

22. In which of the following ways have you played these gambling style games in the last four weeks? Please select all that apply.

	Slot/ fruit machine games	Poker	Casino games (like roulette or blackjack)	Bingo	
Using Facebook or other social networking site					
Using an app on a smartphone or tablet					
Free demo games on gambling websites					
On another website					
Any other way					

[ALL RESPONDENTS WHO HAVE GAMBLED AND PLAYED SOCIAL GAMES]

- 23.** You mentioned that you have played games where you cannot win a real prize and have also participated in gambling activities where you can win money or money's worth. Which of these did you do first?
- a.** Played games where you cannot win a real prize
 - b.** Participated in gambling activities where you can win money or money's worth
 - c.** Don't know

Gambling Commission February 2017

Keeping gambling fair and safe for all

www.gamblingcommission.gov.uk