

# Perceptions and Attitudes



64% think people should have the right to gamble whenever they want

-3% from 2016

Reputation of a company being fair and trustworthy is the top choice when selecting an operator



Public opinion is informed by personal experience, television news and experience of a friend/family member



33% of people think that gambling is fair and can be trusted



+2% from 2016

41% of people think that gambling is associated with criminal activity

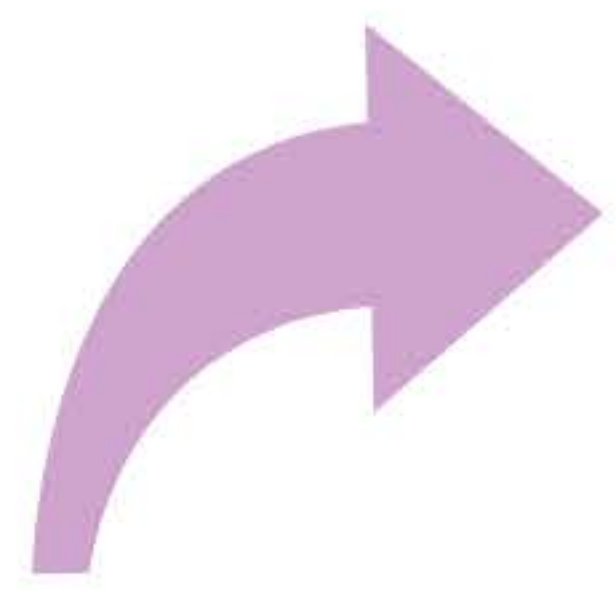


People think that protecting children from gambling is the most important policy issue



+2% from 2016

71% of people think that gambling is dangerous for family life



+2% from 2016

80% of people think there are too many opportunities for gambling



Overall, attitudes towards gambling are declining