

**Methodology information from the British Gambling Prevalence Study 2007
Summary of key methodological issues**

Sample size

- 10,144 private households in England, Scotland and Wales were randomly selected to take part. All over-16s in each household were eligible to participate.
- Household response rate was 63% (5,832 interviews achieved); individual response rate for questionnaire completion was 81% (9,003 of 11,052 eligible adults). Overall response rate was 52%.

Data collection

- Fieldwork was conducted between September 2006 and March 2007.
- One adult per household was interviewed to collect socio-economic information regarding the household, and demographic information about each person in the household.
- Every person aged 16 and over was then asked to fill in a self-completion booklet (or complete the questionnaire online). 7% of respondents chose to complete the questionnaire online.

Weighting

- Data were weighted to reflect the age, sex and regional distribution of the British Population according to estimates by the Office of National Statistics.

Questionnaire content

- The 2007 questionnaire used the 1999 questionnaire as its base, in order to maintain maximum comparability with the previous study.
- The questionnaire was updated to include: new forms of gambling activity emergent since 1999; additional questions about socio-demographic characteristics; new questions about health and lifestyle behaviours; revised attitude statements; new problem gambling score (PGSI), questions about net winnings as well as losses in the last seven days, and frequency of participating in any gambling activity in the last year.

The gambling screens

- Two screening instruments were used to identify problem gamblers: the DSM-IV and the PGSI
- DSM-IV was used in the 1999 study – thereby allowing comparisons with the 2007 study to be made)
- Scoring the DSM-IV – The threshold for ‘problem gambling’ was a score of 3 or over (of a possible 10) - this is in line with international practice and the 1999 prevalence study.
- Scoring the PGSI – There are 9 items scored from 0-3, giving a possible PGSI score of between 0 and 27. The threshold for ‘problem gambling’ was 8 or over, this is again in line with international practice.

Development and design of the Attitudes Towards Gambling Scale (ATGS)

- A need was identified for a reliable and valid scale for measurement of attitudes toward gambling in the population, and gambling in general.
- From 90 statements, 25 were selected for a pilot study (51 participants) these were then further refined to 14 statements for inclusion in the main survey.
- Deriving the score – each question was scored from 1 (strongly agree) to 5 (strongly disagree) giving a maximum score of 70. A score of 42 indicates a neutral attitude; higher scores indicate an overall favourable attitude to gambling, whilst those below 42 show an overall unfavourable attitude to gambling.