



Quarterly Research Briefing 02/16 (July 2016)

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Introduction

1. The purpose of this briefing note is to summarise significant gambling-related research that has either been published recently or due to be published in the near future.
2. The paper is based on a research index that is populated with journal articles through newsletter alerts and a scan of relevant journals such as International Gambling Studies, Journal of Gambling Studies and the International Journal of Mental Health and Addiction.
3. The briefing is produced on a quarterly basis with the last publication dated April 2016.
4. The paper is also submitted as an agenda item at the bi-monthly Responsible Gambling Strategy Board (RGSB).

Quarterly Research Briefing

July 2016

Executive Summary

1. The purpose of this briefing note is to summarise significant gambling-related research that has either been published recently or is due to be published in the near future.
 2. Copies of the documents featured in this briefing are available on request. A bibliography with further information on the research studies is provided in Annex A.
 3. The articles in this briefing fall under the following themes:
 - Responsible Gambling Trust research (pp 4–8)
 - Social Gaming (p 9)
 - Self-exclusion (pp 10–11)
 - Problem gambling and gambling-related harm (pp 11–12)
 - Other (employment, crime and marketing and advertising) (pp 13–14)
 4. Where relevant, key policy implications are highlighted for each study.
 5. In addition to the research summaries, this report includes an infographic containing further analysis of the attitudes and motivations relating to gambling of the population of Great Britain (see Annex C).
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Responsible Gambling Trust research

Examining the effect of proximity and concentration of B2 machines to gambling play. Astbury and Wardle (2016). Geofutures. Secondary analysis of the 2014 machines research (1/3)

Aims and methodology

6. To examine the relationship between spatial concentrations of B2 machines (FOBTs) in Licensed Betting Offices (LBOs) and gambling behaviour.
7. This is an extension of previous research using survey data of loyalty card holders for LBOs and industry machine play data¹.
8. The authors identified areas with a greater concentration of LBOs with B2 machines and the relationship between living near differing numbers of LBOs or a concentration of LBOs and gambling behaviour/machine play.
9. Problem gambling measures were collected through the original loyalty card survey in 2014. The secondary analyses included: whether the number of machine gambling sessions and the number of days a person gambled on a machine varied by the number of spatial concentrations of LBOs with B2 machines.

Key findings

10. There were no statistically significant differences in problem gambling prevalence, PGSI scores, the number of machine sessions or the number of days machines were played according to the number of LBOs someone had in their local area.
11. A trend could be detected when combining rates of low risk, moderate risk and problem gambling (PGSI score of 1 or more), which showed that higher gambling prevalence rates in the combined risk groups compared

to non-problem gamblers when there are more LBOs in the local area.

12. Spatial configuration of LBOs with B2 machines was found to be important. Higher-density concentrations are associated with strong patterns in gambling differences, more than simple counts near to players' homes.
13. This is the first empirical evidence that problem gambling rates among machine players vary according to whether someone lives in proximity to a concentration of LBOs.
14. When interpreting the findings of this report, the authors suggest that other factors could be driving the relationship between the concentration of LBOs and problem gambling rates. For example, concentrations of LBOs may be disproportionately located in deprived areas which are known as being associated with higher problem gambling rates. Aside from potential explanations, the spatial pattern that has been identified is of importance because this demonstrates for the first time that those living within LBO concentrations may be considered at-risk or a vulnerable group.

Limitations

15. These patterns and statistics can indicate correlation, but they cannot determine causation. Further research is needed to look at the results in more detail.
16. The data was collected from a sample of loyalty card holders that represent a population of highly-engaged players rather than the population of Great Britain. It should be noted that this was intentional as more engaged players were recruited for the study.
17. Not all loyalty card holders use their card every time they gamble, affecting the total sessions or number of gambling days.
18. Players were geo-located by the postcode of their resident location rather than their daytime location (e.g. workplace).

¹ Astbury and Thurstain-Goodwin (2015)

Policy implications

19. This paper can provide evidence to the upcoming Gambling Review that aims to address the allocation of machines and the appropriate premises that house machines.

Secondary analysis of machines research. Excell and Grudzien (2016) (2/3). Featurespace

Aims and methodology

20. This report is an extension of a consortium of NatCen Social Research, Featurespace, Geofuture and RTI International research conducted as part of the Machines Research Programme in 2014.
20. The following research questions set by the Responsible Gambling Strategy Board (RGSB) informed the secondary analysis:
 - Can the range of linked data set variables be examined through a process of 'reverse engineering' to explore whether any other variables might play a useful role in the development of algorithms?
 - What are the differences in demographics between B2/B3 players? What else can we learn about players' transitions between B2 and B3 content?
 - What further descriptive data can be extracted about the £100 stake?
 - What are the differences in behaviour when players are spending wins vs loading their own new money into the machine?

Key findings

21. The most distinct identifiers of problem gamblers were chaotic behaviours and they tended to be more successful when playing (they win more often and receive higher return rates).

22. The transitions between B2 and B3 bets are not useful when differentiating between problem and non-problem gamblers.
23. Players who staked £100 bets are distributed uniformly across problem and non-problem gamblers. A total of 26% of all players placed at least one maximum stake bet. However, players who staked £100 are more than 100 times are more likely to be a problem gambler.
24. Variable and intensive activity at early stages of machine play sessions often led to £100 being staked later.

When playing with winnings, players tended to bet higher amounts of money and withdraw money more often. Those who were playing with their own money tended to load money more often and spend more as a percentage of the balance.

Limitations

25. The results are not intended to inform a general understanding of the extent of problem gambling against different factors of machine activity. The biases in the survey population were not factored into the analyses.

Policy implications

26. This publication provides some insight into the area of problem gambling and maximum stake size. The findings suggest that because problem gamblers exhibit the most chaotic behaviour, developing predictive algorithms are more challenging than first expected.

People who play machines in bookmakers: secondary analysis of loyalty card survey data. Wardle (2016). Secondary analysis of the 2014 machines research (3/3)

Aims and methodology

27. The aim of this study was to conduct further analysis of the survey data collected from machine gamblers playing B2 machines between September 2013 and June 2014.

The following areas were outlined:

- Estimate the proportion of losses on B2 machines that were attributable to problem gamblers.
- Investigate the distribution of losses on B2 machines between problem and non-problem gamblers.
- Explore the profile of people who lost the most money on B2 machines.
- Examine the profile of those who used the maximum stake (£100) on B2 machines.
- Examine whether there were different types of problem gamblers and, if so, to explore how their profile varied.
- Explore the difference between machine players who mainly played B2 games (those with a maximum stake of £100), mainly played B3 games (those with a maximum stake of £2) and those who played both.

Key findings

28. **Losses on B2 machines.** Around 65–70% of losses on B2 machines among the same were attributable to 20% of people. There was an uneven distribution of losses among problem gamblers (26% of losses were attributable to 23% of players who were problem gamblers; 15% higher than what would be expected if losses were evenly distributed). Mean and median losses on B2 machines were higher among problem gamblers (£450 on average) than non-problem gamblers (£340 on average). However, these differences are smaller than expected and this is a product of the skewed nature of the sample.
29. **Maximum stakes.** 16% of loyalty card holders had placed a maximum stake on a B2 machine (£100). Rates of placing a £100 bet were higher among those from minority ethnic groups. Over 30% of people from non-white ethnic groups had placed a maximum

stake bet. Additionally, those from minority ethnicity groups were more likely to place a £100 stake more frequently.

30. **Types of games played.** 45% of the sample gambled on a mix of B2 and B3 games. This group tended to lose the most money on machines (£750 on average). Risk factors for problem gambling were for those playing B2 games were young males, whereas those playing B3 tended to be older and had a greater proportion of female players.
31. **Types of problem gamblers.** Four types of problem gamblers were identified: introspective problem gamblers (issues focused on feelings of guilt and an awareness of problems); control-loss problem gamblers (chased the losses, spend more than they could afford and spent larger amounts to get excitement); diverse aware and severe aware problem gamblers (experienced a broad spectrum of issues and were generally aware that their behaviour was problematic).

Limitations

32. The results are only generalizable to those who use loyalty cards when playing B2 machines. It is estimated that around 10% of machine gambling in bookmakers is attributable to loyalty card holders.
33. Loyalty card holders do not always use their cards consistently. Therefore, the estimate total losses presented in this report may be conservative.

Policy implications

34. The research showed that vulnerable groups such as minority ethnicity groups and those who were unemployed were more likely to place a maximum stake bet on B2 machines (£100). The authors recommend that over time, a review of the Evaluation of Gaming Machine (Circumstances of Use) (Amendment) Regulations 2015 is conducted.

Children and Young People's Gambling: Research Review. Valentine (2016)

Aims and methodology

35. To review international evidence about children and young people's participation in different types of gambling activities, their motivation to gamble, and the effects of this gambling.
36. The paper reviews literature from comparable jurisdictions to Great Britain such as North America, Australia, New Zealand and the Nordic countries. The evidence base was divided into prevalence of problem gambling among children and young people, and the harms caused to them by gambling (including in later life). The author presents evidence from social science disciplines and neuroscientific research.

Key findings

37. **Prevalence rates of young people's gambling and problem gambling.** A significant body of research suggests that the younger the age at which problem gambling develops, the greater the chance of the consequences and severity of problem gambling later in life. Rates of problem gambling amongst young people may be higher among those who gamble on the internet compared with those who gamble offline.
38. **Patterns of young people's gambling behaviour.** The social risk factors that young people are exposed to are: having parents who introduce them to gambling at an early age, having parents who are heavy gamblers themselves and having friends who are problem gamblers. Boys and young men tend to start gambling earlier and are at heightened risk of becoming at-risk/problem gamblers.
39. **Young people's access to gambling opportunities and associated prevention and regulation.** Young people can easily access gambling through multiple platforms (such as laptops, tablets, smart phones). There is an ongoing debate in the UK to whether social gaming should be subject to legal

regulation in the same way as gambling. There is little public awareness or concern about problem underage gambling. Children's gambling has been labelled a 'hidden addiction'. The most effective educational messages have been found to be: simple, non-judgemental and based on real-life stories that emotionally engage young audiences by demonstrating the negative consequences of gambling.

40. **Transmission of patterns of gambling.** There is an extensive body of research which demonstrates the role of parents in introducing children to gambling and normalising this activity as part of family activities/histories. Parents are less likely to talk to their children about gambling than other 'risky' behaviours such as drinking, smoking and drugs. Young people's experience of problem gambling is not necessarily visible because they often do not seek help from formal agencies for their problems because of shame or fear.

Policy implications

41. There is relatively little public information about the potential risks associated with underage gambling. The author recommends that greater emphasis needs to be placed on raising teachers' awareness of gambling through teacher education training and in establishing prevention programmes.
42. The consistent pattern of relatively high rates of problem gambling among young people across a range of jurisdictions with variable legislative frameworks casts doubts on the effectiveness of regulatory frameworks in protecting young people from problem gambling.

Remote Gambling Research: interim report on Phase 1. PwC (2016)

Aims and methodology

43. To explore industry-held data to indicate markers and patterns of harmful or risky behaviour and then to recommend practical applications of harm minimisation. Importantly, there is an emphasis on how harmful and risky behaviour can be mitigated, not just if it can be identified and mitigated.
44. To use behavioural data from remote operators to measure problem gambling and develop predictive models of risk and harm, which can be used to test potential mitigating interventions.
45. Additionally, A systematic review of existing literature on remote gambling behaviour from a number of jurisdictions.

Key findings

46. The paper identified six markers of remote gambling risk: account management, betting and wagering behaviour, types of gambling, time management, monetary loss and other markers of harm.
47. Other markers of harm included developing concepts such as poor gambling knowledge, demographic characteristics and customer service interactions. The authors also outlined the best ways to reduce remote gambling risk. These were as follows: self-limiting, gambling literacy, self-awareness, tertiary support.
48. The authors found from existing studies included in the literature review rarely used samples of remote gamblers that had received validated problem gambling screening assessments (such as PGSI). It was rarer still for existing studies to conduct a survey to gain a perspective on remote gambling behaviour.
49. The current algorithms that have been developed fail to capture gambling behaviour beyond a single operator, despite

many players holding several remote gambling accounts.

50. There is a gap in current research around the effectiveness of social responsibility interventions in the gambling online space. It remains unclear to what extent behaviour changes (if any) translate to a reduction of harm and how enduring the effects of interventions are.

Limitations

51. The authors acknowledge that while this is a detailed literature review, there were time constraints that did not allow for a full systematic review to take place. Additionally, the authors point out the limitations of existing gambling literature as a whole. For example, existing literature does not provide a definitive, representative and generalizable set of predictive markers for accurately detecting remote gambling risk across all game types and player contexts.

Policy implications

52. This paper reviews evidence of existing harm reduction tools employed by operators. Phase 2 and 3 of this research programme will provide an insight into remote gambling behaviour and how harm (if discovered) can be reduced by mitigating the risks posed.
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Social Gaming²

Is it gambling or a game? Dickins and Thomas (2016)

Aims and methodology

53. To review the existing evidence on the use, and regulation of simulated games in Australia.
54. Researchers at the Australian Institute of Family Studies conducted a systematic review of all available evidence from academic and government publications on simulated gambling games.

Key findings

55. The study defines simulated gambling as games that mimic the characteristics of gambling but do not provide an opportunity to stake, win or lose real-world money.
56. There are five different types of simulated gambling games: practice games, social gambling games, gambling games and game embedded with gambling features.
57. This type of game is rapidly growing and is now available on multiple platforms and is popular with a wide range of people. As a result of the convergence of gambling and gaming, alongside an increase in advertising, heightened exposure and possible normalisation of gambling as a leisure activity could take place. This has increased risks of gambling harm arising depending on the motivations from moving from gaming to gambling.

Limitations

58. There is a lack of research in the area of simulated gambling play and increased risk: harm, normalisation of gambling and the development of false gambling beliefs.
59. There is a lack of existing evidence into the influence of advertising upon subsequent gambling behaviour.

60. A better understanding of addiction to simulated gambling is needed, including more accurate data on prevalence rates in the wider population of simulated game players.

Policy implications

61. This publication provides some evidence to shed light on the emerging e-gaming market that sees many cross-overs with real money gambling.
 62. The paper acknowledges the lack of empirical data to help regulators understand the potential risks of problematic behaviour and migration from simulated gambling to real money gambling.
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² The most recent paper on social gaming is available on our external website dated January 2015.

Self-exclusion

Predicting online gambling self-exclusion: an analysis of the performance of supervised machine learning models.

Percy et al. (2016).

Aims and methodology

63. To explore the accuracy of grouped algorithms by using self-exclusion as a proxy of harm within industry data supplied by IGT.
64. The intended purpose of the paper is to advise operators on sharing responsible gaming messages to reduce the risk of adverse outcomes for their customers.
65. The following algorithms were used; logistic regression, Bayesian networks, neural networks and random forest.
66. The five risk factors were identified as trajectory, frequency, intensity, variability and session time. These risk factors were used to create 30 variables to test the absolute level of activity, the statistical significance of a change in gambling behaviour and variables that capture the scale of change in behaviour.
67. The dataset supplied by IGT used information taken from players across Europe (mainly located in Germany) from the date ranges: January 2009 – July 2011.

Key findings

68. The results of using the four algorithms showed that the most accurate was random forest (87%). This was closely followed by Bayesian networks which were found to be more specific, yet could be relatively unstable.
69. The authors recommend that using the Bayesian network algorithm may be useful when targeting those who have self-excluded, however when applied to the

whole population of gamblers, operators may alarm non-problem gamblers.

70. Using self-exclusion as a measure of harm is complex and caution must be applying when interpreting self-exclusion events. As existing research shows, not all self-excluders are problem gamblers.
71. Other competing motivations to self-exclude such as a player expressing dissatisfaction with customer service, disinterest in gambling or experimenting with the impact of self-exclusion on a temporary basis to gauge the reaction of an operator.

Limitations

72. The researchers acknowledge that self-exclusion is only one measure of harm and that future research should encompass further measures, on larger datasets to give a more valid picture of algorithms as a tool to measure harm.
73. The sample of self-excluders was smaller compared to the non-self-excluded sample (n = 176: 669). The overcome this imbalance, the researchers used an algorithm called 'SMOTE' to create synthetic examples³.

Follow the money: using payment behaviour as a predictor for future self-exclusion. Haeusler et al. (2016)

74. To investigate how far specific payment behaviours and specific payment methods enable differentiation between self-excluders and a control group.
75. Customer age was found to have an effect on the risk of future self-exclusion. Customers below the average age of 31 years old, as well slightly above this were also at-risk.
76. The authors were surprised to find that self-excluders had less active days compared to moderate and problem-free gamblers. Further research at a population level would help discover more about exposure and the experience of problem gambling.

³ Artificially created data

Limitations

77. Whilst self-exclusion can be used as one proxy of gambling-related problems, it does not cover the full spectrum. Existing research shows that self-exclusion has a much lower threshold amongst online gamblers, implying that it occurs after fewer problems in comparison to non-remote gamblers who self-exclude.
78. The subsample of self-excluders was skewed as 93% were male. Payment methods would vary across jurisdiction due to different regulation. Therefore, interpreting payment behaviour in future studies would have to be country specific.

Policy implications

79. Colleagues at the Commission are currently working with external stakeholders to set up a multi-operator self-exclusion scheme (MOSES) for the remote industry. This could be used as evidence for algorithms work as measures of gambling-related harm are identified.

Problem gambling and gambling-related harm

Harm Minimization, Responsible Gambling, Pre-commitment in Australia: what do club and hotel managers think? McQuade and Gill (2016)

Aims and methodology

80. To gain the perspectives of club and hotel managers who are responsible for implementing the harm-minimisation strategies set out in the Responsible Gambling initiative in Australia.
81. Semi-structured interviews were carried out with club and hotel managers working in gambling premises that offered electronic gaming machines (n = 7). The participants

were randomly selected from 55 clubs across Victoria, Australia. The average number of EGM per venue was 54 (range 20-105 machines).

Key findings

82. There is currently limited research on the effectiveness of government interventions to reduce gambling-related harm.
83. The findings from this study show that voluntary forms of harm-minimization interventions that target gambler behaviour have not had any significant impact on reducing problem gambling or gambling-related harm.
84. The club and hotel managers overall acknowledged that problem gambling is an issue for some of their customers and they are supportive of voluntary forms of pre-commitment being introduced in the venues where they worked.

Limitations

85. There was a small sample size used, making the opinions and attitudes of this group unable to generalise about the greater community of club and hotel managers. Also, the sample may have a vested interest in appearing socially responsible given the current debates in Australia on the issue of gambling-related harm and problem gambling.

Policy implications

86. The effectiveness of social responsibility tools such as pre-commitment should be evaluated on a regular basis. The Responsible Gambling Strategy Board (RGSB) published an Evaluation Protocol in April 2016 to encourage operators to consider the impact of initiatives that are introduced.

Understanding gambling related harm: a proposed definition, conceptual framework, and taxonomy of harms. Langham et al. (2016)

Aims and methodology

87. To provide a definition and conceptual framework of gambling-related harm that captures the full breadth of harms that gambling can contribute to; as well as the taxonomy of harms to develop more appropriate measures of harm.
88. The study used three methods; a literature review, focus groups and interviews. The sample (n=35) was made up of professionals working with those who have gambled, people who gamble and their affected others, and an analysis of public forum posts.

Key findings

89. **Functional definition of gambling-related harm.** Any initial or exacerbated adverse consequence due to an engagement with gambling that leads to a decrement to the health or wellbeing of an individual, family unit, community or population. The concept of harm is highly subjective and reflects a social model of health. As a result of its subjectivity, a definition of gambling-related harm is yet to be agreed. Researchers found that there was complexity in isolating gambling-related harm from other comorbidities such as alcohol abuse or depression.
90. **Conceptual framework of gambling-related harm.** The experience of harm was divided into the person who gambles, affected others and the broader community. However, this framework does not assume that the cause of harm is the person who gambles. The casual mechanisms are a complex interaction of broad social and environmental determinants.
91. The diagram that visualises the classifications of harm is at Annex B.

Limitations

92. The harms outlined in the study can occur due to engagement in other behaviours outside of gambling such as comorbidities or existing dysfunction.

Policy implications

93. Although based on the Australian context, this is the first piece of robust research that combined existing empirical data with the perspectives of those who experience gambling-related harm, their affected others and those working to provide treatment and support. This paper can be used in conjunction with the research commissioned by the Responsible Gambling Trust to investigate what is meant by gambling-related harm and how we could measure this.

Other

Survey of Customers at Ladbrokes and Coral Betting Shops. djs research (2016)

Aims and methodology

94. To understand the potential impact of a merger between Ladbrokes and Coral
95. Face-to-face interviews using a paper-based questionnaire was carried out with customers in Ladbrokes and Coral betting shops. Interviews were completed at 30 betting shops across 15 areas that were randomly selected (n = 3,921).

Key findings

96. The main reason that customer visited betting shops with both operators was to place a bet(s). Three-quarters of all respondents visited the surveyed shop at least once a week.
97. Overall, convenience is the primary reason why customers chose the betting shop in which they were surveyed. More specifically, the shop being close to their home/work is key overall.

98. For Ladbrokes customers, the shop being close to other betting shops was of particular importance. Around one-quarter of all customers have placed a bet or gambled online in the last six months. Ease of use and the odds offered are the main reasons mentioned for choosing a website for online gambling.
99. When asked what they would do if all branches of that particular betting shop were closed for refurbishment for 6 months, just under two-thirds (63% said they would go to another betting shop. Around a third of these would go to a betting shop owned by the merger party.

Limitations

100. There was a low response rate of 40% implying that the sample may not be representative of all betting shop customers.
101. 10% of the sample was women showing that the findings relating to this group specifically cannot be generalised about.
102. The authors do not provide a summary of the potential impact that the merger could have on consumers. Instead, it describes the motivations for visiting Ladbrokes and Coral shops.

Gambling and Employment. Reed in Partnership (2016)

Aims and Methodology

103. To understand the impact of gambling on work.
104. The report is based on an online YouGov survey (n = 2,042) and interviews with Reed employment advisers.

Key Findings

105. More than four in five (82%) of British adults think that gambling and debt can be a distraction for people in work.
106. 10% of working adults have direct experience of the problems gambling can cause in the workplace, as they know someone for

whom gambling has negatively affected their work.

107. 28% of working adults who gamble would prefer to keep the extent of their gambling hidden from their colleagues. This rises to more than one in three people who work in finance, accountancy or legal services.
108. Unemployed people are twice as likely to play Fixed Odds Betting Terminals (FOBTs). More than 1 in 20 men (6%) sometimes think about gambling while at work, compared to only 1% of women.
109. People aged 25–34 are most likely to gamble while at work, online or via an application on their phone (6%).

Limitations

110. There are no technical details of the methodology conducted or a discussion of any potential limitations.

Child and parent recall of gambling sponsorship in Australian sport. Thomas et al. (2016)

Aims and methodology

111. To explore child and parent/caregiver recall of sports betting and gambling brand sponsorship of teams in the AFL (Australian Football League) and NRL (National Rugby League).
112. The study conducted a face to face survey of children and one parent/caregiver from AFL, NRL and soccer community sporting venues in New South Wales and Victoria. The sample (n = 204) were asked to recall the names of any sports betting companies, along with socio-demographic questions (age, gender, socio-economic status and sports participation and viewing).
113. Participants were then asked to move magnets on a white-board next to brands of junk food, alcohol, gambling and control brands which contained logos of four AFL and four NRL teams.

Key findings

114. Results showed that the marketing of sports betting brands in sport are increasing the recall and preferences of sports betting brands for children.
115. The majority of children aged 8–16 years were able to recall the names of sports betting brands. Children aged 12–16 years who play or attend AFL match and were male, were more likely to recall brand names than younger children and girls.
116. Most children believed that advertising for gambling during or aligned with sport has an influence on children's gambling attitudes and consumption intentions.

Limitations

117. The impact of marketing advertising upon future gambling behaviour is not addressed in this study.

Policy implications

118. This paper may provide the marketing and advertising workstream with an insight from a comparable jurisdiction into the impact of betting sponsorship on young people.

Additional titles⁴

Bishop. (2016). **Psychological and Social Implications Surrounding Internet and Gaming Addiction. Chapter 13: Responsible Gambling Laws' Contributions to Behaviour Change in Problem Gamblers in Online Poker.** Compton et al. (2016).

Forrest et al. (2015). **The Gambling Preferences and Behaviors of a Community Sample of Australian Regular Video Game Players.**

Kim et al. (2016). **Gambling motivations and superstitious beliefs: a cross-cultural study with casino customers.**

May-Chahal et al. (2016). **Gambling harm and crime careers.**

Nisbet et al. (2016). **The Influence of Pre-Commitment and Associated Player-Card Technologies on Decision Making: Design, Research and Implementation Issues.**

Luquiens et al. (2016). **Tracking online poker problem gamblers with player account-based gambling data only.**

Parke and Griffiths (2016). **Identifying risk and mitigating gambling-related harm in online poker (IN PRESS).**

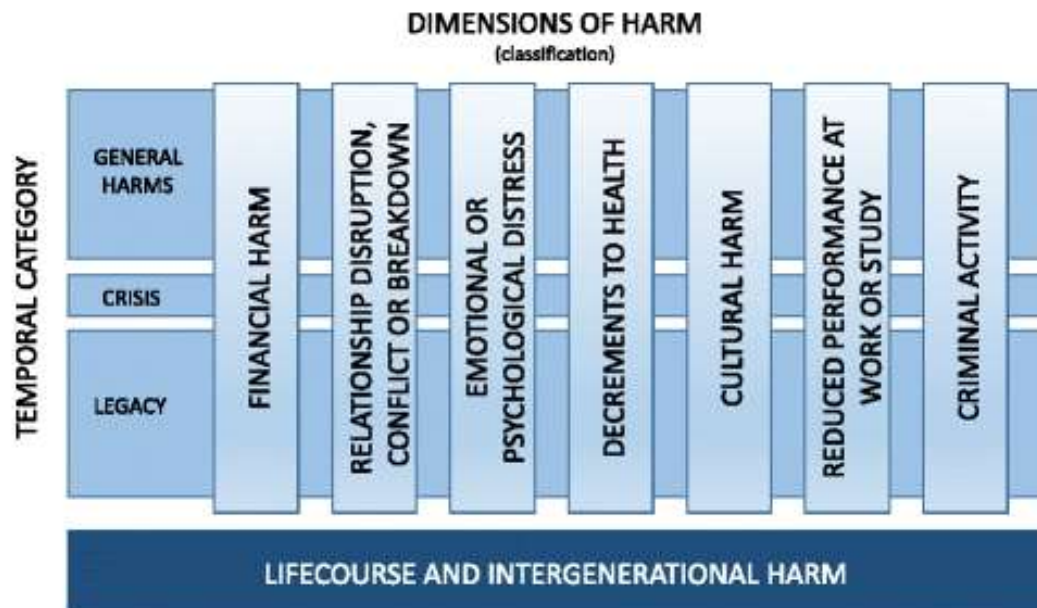
⁴ These are papers that were found to be of less relevance in comparison to the other summaries presented.

Annex A

This is exempt under section 36 of the Freedom of Information Act.

Annex B

Characteristics of Harm



Source: Langham et al. (2016)

Annex C

Participation and Prevalence Visual Factsheet – attitudes and motivations

In March 2016, two questions were added to the Gambling Commission's quarterly telephone survey which had previously been included in the British Gambling Prevalence Survey (BGPS)⁵ covering attitudes towards gambling and motivations for gambling. This was intended to fill a gap in our knowledge and provide us with improved qualitative insight into people's reasons for and perceptions of gambling.

We have produced a factsheet containing the headline findings from the first wave of data collection (for internal use only).

These questions will continue to be asked on a quarterly basis, and we intend to build on them where appropriate to feed into thematic pieces of work in the coming months.

The attitudes questions were asked to all respondents answered on a scale from strongly agree to strongly disagree, with some of the key findings showing that:

- 80% of respondents felt that there are too many opportunities for gambling nowadays (compared with 76% in BGPS 2010).
- 56% of respondents agreed that gambling should be discouraged (compared with 36% in BGPS 2010).
- 33% of respondents felt that gambling livens up life (compared with 42% in BGPS 2010).

⁵The British Gambling Prevalence Survey 2010 (BGPS) was the third nationally representative survey of participation in gambling and the prevalence of problem gambling in Great Britain. It builds on the two previous gambling prevalence surveys (published in 2000 and 2007). The British Gambling Prevalence Survey 2010 was the last bespoke gambling prevalence survey commissioned by the Gambling Commission. From 2013 we pursued a decoupled approach to the collection of adult gambling prevalence data (ie the separate collection of participation and problem gambling data) through the Health Survey for England and the Scottish Health Survey.

Gambling participation: attitudes and motivations

Headline findings March 2016

This factsheet outlines the headline data on people's attitudes towards gambling, and the reasons why they gamble. These statistics cover all respondents who answered questions in the March 2016 wave of the Gambling Commission's quarterly telephone survey, though some data specifically displays the opinions of gamblers.

Attitudes towards gambling

% of all respondents who agreed or strongly agreed with each attitudes statement (n=1000)



- There are too many opportunities for gambling nowadays (70% BGPS 2010)
- Gambling is dangerous for family life (62% BGPS 2010)
- People should have the right to gamble whenever they want (78% BGPS 2010)
- Gambling should be discouraged (36% BGPS 2010)
- Most people who gamble do so sensibly (33% BGPS 2010)
- Gambling livens up life (42% BGPS 2010)
- It would be better if gambling was banned altogether (17% BGPS 2010)
- On balance, gambling is good for society (25% BGPS 2010)

Due to methodological differences, comparisons with BGPS 2010 should be treated with caution

% of past 12 month gamblers who agreed or strongly agreed with each attitudes statement (n=1000)

81%

of gamblers agree there are too many opportunities for gambling nowadays



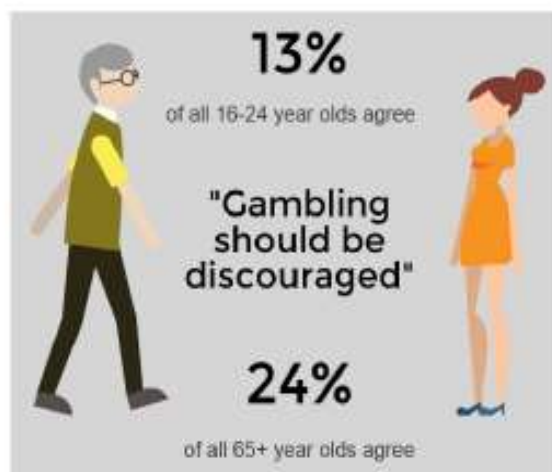
67%

of gamblers agree that gambling is dangerous for family life



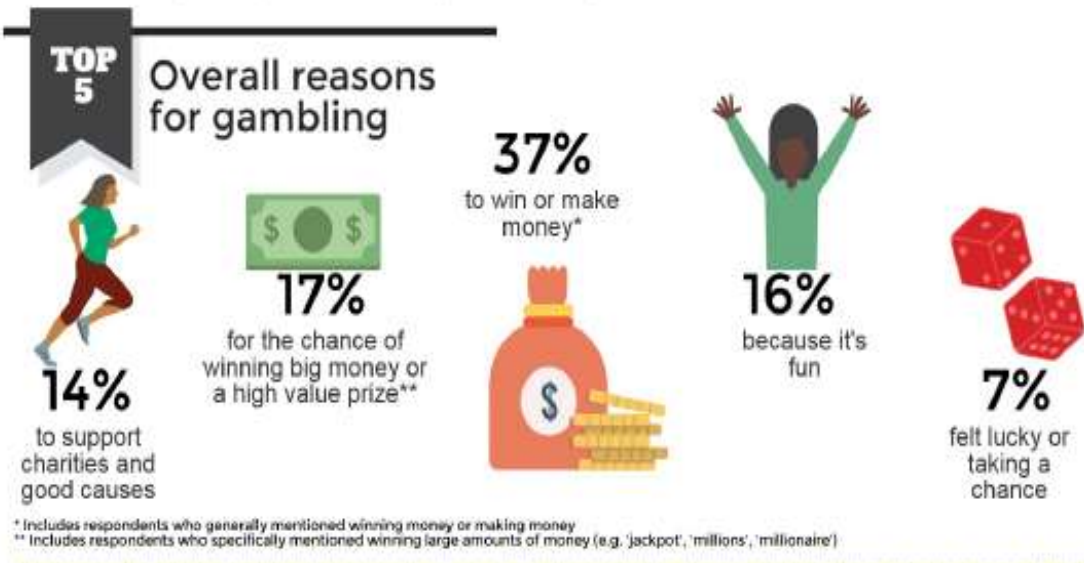
16%

of gamblers agree that it would be better if gambling was banned altogether



Motivations

% of all participants who have played at least one gambling activity in the past four weeks (n=651). Coded into multiple responses from an open comment question.



Men are more likely than women to gamble...

- Because it's fun**
21% of men compared to 12% of women
- Because it makes sports and events more interesting or exciting**
6% of men compared to 0.5% of women
- Because it's exciting**
5% of men compared to 3% of women
- To escape boredom**
4% of men compared to 2% of women

"Because it's a good fun activity between friends and you could win money at the end of it."
Male; 16-24; Private betting

"It increases my interest in matches and if I am lucky I make a profit."
Male; 65+; 4 activities incl. betting on football and horse races

Women are more likely than men to gamble...

- To support charities and good causes**
17% of women compared to 11% of men
- To be sociable**
8% compared to 3% of men
- Felt lucky, taking a chance**
8% of women compared to 6% of men
- Tradition (e.g. family tradition or big events)**
4% of women compared to 2% of men

"It goes towards a good cause... I know the Lottery helps a lot of sports centres, schools and theatres as well."
Female; 55-64; National Lottery

"It's when I have a night out with friends and I'm socialising."
Female; 25-34; Bingo

**TOP
3**

Reasons for gambling by most popular activities*

*Respondents are asked why they participate in gambling overall, not why they have played certain activities. These responses have been coded and analysed against participation in each of the top 4 most commonly played activities.

National Lottery draws

- 47% To win or make money
- 11% For the chance of winning big money or a high value prize
- 13% To support charities

"For the chance of winning millions and changing my life"

"The Lottery is more of an impulse thing, I only tend to do it if there is a big rollover or something like that. I do it even less now that there are more numbers, because you're less likely to win a tenner."

"To support good causes, and I fancied my chances."

Scratchcards

- 40% To win or make money
- 24% Because it's fun
- 16% To support charities

"It doesn't cost a lot. They are a bit of fun."

"If I'm having a good day and feeling lucky I get one."

"It satisfies a little 'flutter feeling.'"

"Because I always win on scratchcards."



Other lotteries

- 57% To support charities
- 35% To win or make money
- 15% Because it's fun

"For the obvious reasons - why anyone gambles is in the hope of winning, and it is also helping the charity I support. Its a worthwhile gamble."

"To join in and for a good cause."



"It helps sport in the area, and the political party needs donations to help run their activities."

Sports betting

- 48% To win or make money
- 25% Because it's fun
- 25% Makes sport / events more interesting

"To make the games more interesting, have a bit of investment in them in the hope of making money. A lot of friends do it so it's something to talk about."

"It's always been part and parcel of being a football fan, you only lose a couple of quid."

"It's an easy way to make money, it gives watching the sport a bit more enjoyment."

Survey questions

In the March 2016 wave of the Gambling Commission's quarterly telephone survey, two new questions were added with the aim of gathering more detailed information on overall attitudes towards gambling and what motivates people to gamble. The questions replicate those asked in the BGPS 2007 and 2010.

1. Asked to all gamblers: 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?

2. Asked to all respondents: The next few questions are things that some people have said about gambling. Please indicate how much you agree or disagree (5 points scale strongly agree - strongly disagree) with each one.

- 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



Evidence and Analysis

Evidence & Analysis is the Gambling Commissions in-house data, analysis and research resource covering and supporting all areas of the organisation and driving the evidence base forward. The team of analysts deliver data-driven insights along with up to date research to enable the commission to continuously develop and use the evidence base within day to day operations.

Evidence & Analysis can help you unlock the full potential of data and research. Our holistic approach and practical implementation can enable and drive evidence led decision making.

If you have specific additional requests, please contact us.

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