


Changes to the reporting of participation, mini-screen and perceptions data

For Board approval	
For Board briefing	
For Board steer	
For Board information	

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Executive summary

1. This paper updates the Board on proposed amendments to the reporting of participation, mini-screen and perceptions data.
2. Since 2000, the ICM telephone omnibus survey has included questions to measure gambling participation and public perceptions of gambling. The current survey is made up of:
 - a. Participation questions
 - b. Problem gambling mini-screen for those who have gambled in the past year
 - c. Perceptions of gambling
3. We have reported this data in a brief quarterly report of the year to date, drawing comparisons with previous calendar years.
4. However, we recognise that there have been a number of issues with our approach, most notably:
 - a. The tables used in the existing report do not make best use of the data available from the survey. In particular the tables do not present trend data on mode and frequency of play.
 - b. The report conventions do not currently allow for a great deal of discussion around the key findings and emerging trends in the data
 - c. Circulation of the quarterly reports is limited and the data is not currently being put to wider use by colleagues within the Commission or external stakeholders
5. As a result we plan to replace the existing quarterly reports with the following:
 - a. A more extensive annual report containing data tables and charts displaying trend data on frequency and mode of play from the past three years along with further insight and discussion.
 - b. Quarterly excel data files containing tables displaying annual data as well as results from the most recent wave of data collection, and accompanying footnotes where appropriate.
6. We plan to circulate the annual report and quarterly data tables more widely both to colleagues internally and to key external stakeholders, with the aim of improving the use of the data and findings.
7. We will continue to produce the reports and data tables internally and therefore we will not incur any additional financial cost as a result of these changes.

Background

8. The Commission has a responsibility under the Gambling Act 2005 to provide advice to the government on gambling issues. As part of this the Commission undertakes research to monitor participation in and perceptions of gambling in Great Britain.

9. Since 2,000, we have procured questions in the ICM telephone omnibus survey as our main measure of gambling participation and public perceptions of gambling. Since 2011 we have gathered the data through a comprehensive methodology which captures in-depth information about how gamblers participate in activities (in-person, online etc) and with what frequency they play. The survey also captures problem gambling rates through the problem gambling mini-screen¹.
10. In summer 2014 we undertook a tender process and selected NatCen as suppliers for a new stand-alone survey of participation, perceptions and problem gambling mini-screen. NatCen will retain the core question set and methodological features when it begins conducting the stand-alone survey in March 2015.
11. Up to now, we have reported the participation and perceptions data in a brief quarterly report of the year to date drawing comparisons with previous calendar years. A number of issues with the current reporting process have emerged, most notably:
 - a. The presentation of the survey findings in the existing report does not make use of the most relevant data available from the survey or display it in the most effective format. In particular the tables do not present trend data on mode and frequency of play.
 - b. The report conventions do not currently allow for a great deal of discussion around, or thematic insight into, the key findings and emerging trends in the data, and are limited to straightforward reporting of headline figures.
 - c. Circulation of the quarterly reports is narrow and as such the data is not currently being put to wider use by colleagues within the Commission and external stakeholders.
12. In light of these emergent issues this paper proposes a new approach to reporting the participation and perceptions data. The proposed new approach consists of an annual report and quarterly data tables in excel. The new reporting format would allow for us to make better use of the data and provide greater discussion of trends within the report with the aim of increasing internal and external stakeholder engagement in the data, which will in turn maximise evidence based decision making.

Approach

13. The suggested approach outlined below is intended to commence in January 2015 with the reporting of the participation and perceptions data collected through the current ICM omnibus survey. The new reporting procedures will also be followed with the new standalone survey due to be conducted by NatCen, and for the duration of our contract with NatCen.
14. We intend to explore with NatCen further ways to develop the way that this data is reported and circulated in the future using more innovative and interactive methods.
15. This section summarises the proposed changes to the structure of reporting and the intended circulation list for outputs.

¹ The problem gambling mini-screen is a short-form of the Problem Gambling Severity Index (PGSI) main screen which was used in the BGPS series and the Health Surveys. The mini-screen allows assessment of gambling related harm through a three, rather than nine, item screen.

Reporting

16. We propose that the current quarterly reports are replaced with two new outputs:
- An annual report (released in January) covering the previous calendar year, containing detailed trend data and narrative on key findings and emerging trends
 - Quarterly excel data files providing all data currently provided, along with annual data and accompanying footnotes where appropriate.
17. We will publish the first annual report in January 2015. The data will be displayed in a combination of tables and charts in order to make it more engaging, all of which will compare data from the last three calendar years. The report will also allow for improved narrative on and discussion of key themes.
18. The table below outlines the current and proposed tables and charts to be included in the annual report:

Current table	Amended table / chart	Comments
1. Proportion of respondents participating in at least one form of gambling by gender and age	Table retained in current form	
2. Proportion of respondents participating in at least one form of online gambling by gender and age	Table retained in current form	
3. Proportion of respondents participating in online gambling in the past four weeks, excluding those only playing National Lottery products	Proportion of respondents participating in at least one form of gambling by gender and age (excluding National Lottery only)	The current report only identifies participation excluding those only playing National Lottery products when looking at online gambling. The new annual report will replicate tables 1 and 2 excluding those who participated in the National Lottery only.
	Proportion of respondents participating in at least one form of online gambling by gender and age (excluding National Lottery only)	
4. Proportion of respondents participating in each gambling activity	Table retained in current form	
5. Mode of participation in each activity in the past four weeks	In person only participation in each activity	These tables do not currently display annual trend data. In the new annual report these tables will be replaced by three
	Online only participation in each activity	

6. Mode of participation in selected betting activities for past four week gamblers	Both in person and online participation in each activity	charts showing trends in participation by mode. Each chart will cover all gambling activities, including betting.
7. Frequency of gambling in the past four weeks by activity	Highest frequency gambled on any activity	Due to the granularity of the data the current report provides no trends on frequency of play, making it challenging to draw conclusions. The new tables would provide data on overall frequency of play of individuals meaning trend data can be presented.
8. Frequency of gambling in the past four weeks by betting activity	Highest frequency of betting	
	Highest frequency play on any gambling activity	

19. Alongside the annual report, we will replace the current quarterly report with quarterly data files containing the core data tables listed above (updated with results from the most recent wave of data collection), additional data on trends in frequency and mode of play, and accompanying notes where appropriate.
20. The quarterly data tables will be released in excel files similar in style to the excel data tables published alongside Industry Statistics, the most recent of which can be found [here](#).
21. We anticipate that by publishing a larger number of more detailed data tables and charts (in both the annual report and quarterly data files) we will increase stakeholder engagement with the data, improve wider understanding of trends and increase use of the data in decision making processes.
22. The new structure of the annual report will also allow for greater discussion of the data and insight into emerging themes and trends that is not currently possible within the conventions of the existing quarterly reports.
23. In addition we will review in 2015 how well the mini-screen is performing against the full screens included in the Health Survey England and Scottish Health Survey and formulate a plan for commencing publication of the mini-screen results.
24. A timetable outlining the new schedule for data collection and reporting, and how these will overlap in the transition between the ICM omnibus and new standalone survey with NatCen, is included in Annex A.

Circulation

25. As an official statistic the participation and perceptions data is required to be released at 09:30 on the last Thursday of each quarter (January, April, July and October). Currently, we upload the publication to the Gambling Commission website. We do not formally circulate the report more widely.

26. We recommend circulating the data more widely and changing the reporting processes as detailed above. Together this will widen the reach of the work and improve awareness, understanding and use of the data by both internal colleagues and key external stakeholders.
27. We suggest circulating the annual report and quarterly data files more widely through the following channels:
 - a. Internally
 - i. Senior Management Team (via email)
 - ii. Sector Leads (via email)
 - iii. All other Commission employees (through updates on Hive and buzz)
 - b. Externally (via email)
 - i. RGSB and RGT boards
 - ii. RGSB Advisory Group
 - iii. Community Liaison Group
28. The circulation would include contact details for the project team should recipients have queries about the data.

Recommendations

29. A summary of our recommendations is as follows:
 - a. Publish a more extensive annual report containing data tables displaying trend data on frequency and mode of play from the past three years along with further insight and discussion.
 - b. Replace the current quarterly report with quarterly excel data files containing tables displaying annual data as well as results from the most recent wave of data collection, and accompanying footnotes where appropriate.
 - c. Circulate the annual report and quarterly data files more widely to both colleagues internally and key external stakeholders, in order to improve the use and understanding of the data and findings.
30. This paper invites the board to note the proposed changes to the reporting of participation perceptions data and raise any specific observations or concerns about the amendments suggested.

Annex A: Data collection and reporting timetable 2015-2016

	2015												2016												
	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
ICM																									
Data collection	Participation and mini-screen	Perceptions		Participation and mini-screen	Perceptions		Participation and mini-screen	Perceptions		Participation and mini-screen	Perceptions		Participation and mini-screen	Perceptions											
Annual report		Reporting																							
Quarterly excel data files		Reporting			Reporting			Reporting			Reporting			Reporting											
NatCen																									
Data collection			Participation, mini-screen and perceptions			Participation, mini-screen and perceptions			Participation, mini-screen and perceptions			Participation, mini-screen and perceptions		Participation, mini-screen and perceptions			Participation, mini-screen and perceptions			Participation, mini-screen and perceptions			Participation, mini-screen and perceptions		
Annual report														Reporting											
Quarterly excel data files														Reporting			Reporting			Reporting			Reporting		
Report on comparability of ICM and NatCen data														Reporting											

Key

- Participation and mini-screen
- Perceptions
- Participation, mini-screen and perceptions
- Reporting

