

**Gambling participation in 2018:  
behaviour, awareness and attitudes**

**Technical annex**

**February 2019**

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# 1 Introduction

- 1.1** This document forms the technical annex for the published report ‘Gambling participation in 2018: 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 this report. 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 2015 – 2018. The surveys are conducted on a quarterly basis in March, 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** The telephone survey sample is generated through Random Digit Dialling<sup>1</sup> (RDD) of GB phone numbers. Respondents are called at different times of day, and during the week and weekends, to maximise response rates<sup>2</sup>. 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.

**2.5** The sample is subject to quotas to ensure it is as nationally representative as possible. The quotas set are based on:

- Age
- Gender
- Region
- Social grade

On introduction respondents are screened to ensure they are 16+<sup>3</sup> 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. 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 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	4,009	+/- 1.55
<i>male respondents</i>	1,940	+/- 2.22
<i>female respondents</i>	2,069	+/- 2.15
<i>18-24 year olds</i>	443	+/- 4.66
<i>25-34 year olds</i>	544	+/- 4.20
<i>35-44 year olds</i>	640	+/- 3.87
<i>45-54 year olds</i>	772	+/- 3.53
<i>55-64 year olds</i>	677	+/- 3.77
<i>65+ year olds</i>	933	+/- 3.21

<sup>1</sup> 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.

<sup>2</sup> Response rates are estimated at 10%, based on eligible sample

<sup>3</sup> In March 2016, the sample was broadened to include participants aged 16+.

## Perceptions of gambling

- 3.1** In addition to data relating to 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** 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.
- 3.3** 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.
- 3.4** The Commission also collects data using wider questions on public opinions, captured using the online survey detailed in Section 5.

## 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	<b>Non-problem gambler</b> (gamble with no negative consequences)
1	<b>Low-risk gambler</b> (experience a low level of problems with few or no identified negative consequences)
2-3	<b>Moderate-risk gambler</b> (experience a moderate level of problems leading to some negative consequences)
4+	<b>Problem gambler</b> (gamble with negative consequences and possible loss of control)

**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 Survey for England, the Scottish Health Survey and the Welsh Problem Gambling Survey. Therefore, figures taken from the Health Survey for England 2016, the Scottish Health Survey 2016 and the Welsh Problem Gambling Survey 2016 are the main figures used within the report.

## Online survey

**5.1** The results from the online survey cover the calendar year 2018. 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:

- 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

Due to the increasing content in the online questionnaire, some questions are asked quarterly, some bi-annually and some annually, however, the full list of questions included in the online questionnaire is available in Appendix 2.

**5.4** The online survey sample is sourced through a panel, and the sample is subject to quotas in-line with those used for the telephone survey which are outlined above.

**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 2018, by gender and age.

<b>Group</b>	<b>Sample size</b>	<b>Maximum margin of error at 95% confidence level</b>
All respondents	8,349	+/- 1.07
<i>male respondents</i>	4,074	+/- 1.54
<i>female respondents</i>	4,275	+/- 1.50
<i>18-24 year olds</i>	931	+/- 3.21
<i>25-34 year olds</i>	1,439	+/- 2.58
<i>35-44 year olds</i>	1,339	+/- 2.68
<i>45-54 year olds</i>	1,481	+/- 2.55
<i>55-64 year olds</i>	1,232	+/- 2.79
<i>65+ year olds</i>	1,927	+/- 2.23

## 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 the outcome of lotteries
17. Betting on political events
18. Betting on other events (e.g. entertainment, topical, current affairs, novelty)
19. Betting on virtual dog or horse races
20. 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>*
21. Online fruit/slot machine style games or online instant win games
22. Roulette, poker, cards or dice in a casino or online
23. Playing poker in a pub tournament/league, or at a club
24. Private betting (sweepstakes, bets between friends) or gambling (playing card games for money) with friends, family or colleagues
25. Another form of gambling activity
26. Don't know (DO NOT READ OUT)
27. Refused (DO NOT READ OUT)
28. 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

**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

**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 WHO SPENT MONEY 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 SPENT MONEY ON 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 BUT WITH CODED LIST**

To win (in general)  
For fun/enjoyment  
To win big/jackpot/change your life  
Good causes  
As a hobby/interest/it's relaxing  
To socialise  
To earn or make money  
Skill  
To escape  
Recoup losses  
Other  
Don't know

**Mini Screen Questions**

**ASK IF NOT SPENT MONEY ON GAMBLING IN LAST 4 WEEKS**

**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 WHO SPENT MONEY 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 WHO SPENT MONEY 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 WHO SPENT MONEY 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 BUT WITH CODED LIST**

Anti-social behaviour  
Gambling addicts stealing to carry on gambling  
Gambling addicts stealing to pay debts  
Extortion  
Muggings  
Armed robbery  
Murder/stabbings/shootings  
Domestic violence  
Intimidation  
Gangs  
Drug dealing, trafficking, prostitution  
Terrorism  
Warfare between casinos  
Blackmail  
Match-fixing  
Criminals use gambling to spend the proceeds of their crimes (money laundering)  
Fraud  
Corruption  
Cheating  
Identity theft  
Loan sharks  
Other  
Not specified

**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

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?

### Asked every quarter

	Online	In-person	Both
<b>Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks)</b>			
<b>Scratchcards</b>			
<b>Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)</b>			
<b>Fruit or slot machines</b>			
<b>Virtual gaming machines in a bookmakers to bet on virtual roulette, poker, blackjack or other games</b>			
<b>Bingo</b>			
<b>Football pools</b>			
<b>Betting on horse races</b>			
<b>Betting on dog races</b>			
<b>Betting on football</b>			
<b>Betting on tennis</b>			
<b>Betting on other sports events</b>			
<b>Betting on the outcome of lotteries</b>			
<b>Betting on political events</b>			
<b>Betting on other events (e.g. entertainment, topical, current affairs, novelty)</b>			
<b>Betting on virtual dog or horse races</b>			
<b>Spread betting</b>			
<b>Online instant win games available on the National Lottery</b>			
<b>Online fruit/slot machine style games or online instant win games on sites other than the National Lottery website</b>			
<b>Roulette in a casino or online</b>			
<b>Card or dice games in a casino or online</b>			
<b>Playing poker in a casino or online</b>			
<b>Playing poker in a pub tournament/league, or at a club</b>			
<b>Private betting (sweepstakes, bets) or gambling (playing card games for money) with friends, family or colleagues</b>			
<b>Another form of gambling activity</b>			

**Asked every quarter**

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)					
Scratchcards					
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)					
Fruit or slot machines					
Virtual gaming machines in a bookmakers to bet on virtual roulette, poker, blackjack or other games					
Bingo					
Football pools					
Betting on horse races					
Betting on dog races					
Betting on football					
Betting on tennis					
Betting on other sports events					
Betting on the outcome of lotteries					
Betting on political events					
Betting on other events (e.g. entertainment, topical, current affairs, novelty)					
Betting on virtual dog or horse races					
Spread betting					
Online instant win games available on the National Lottery					
Online fruit/slot machine style games or online instant win games on sites other than the National Lottery website					
Roulette in a casino or online					
Card or dice games in a casino or online					
Playing 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					

**Asked every quarter**

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)					
Scratchcards					
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)					
Fruit or slot machines					
Virtual gaming machines in a bookmakers to bet on virtual roulette, poker, blackjack or other games					
Bingo					
Football pools					
Betting on horse races					
Betting on dog races					
Betting on football					
Betting on tennis					
Betting on other sports events					
Betting on the outcome of lotteries					
Betting on political events					
Betting on other events (e.g. entertainment, topical, current affairs, novelty)					
Betting on virtual dog or horse races					
Spread betting					
Online instant win games available on the National Lottery					
Online fruit/slot machine style games or online instant win games on sites other than the National Lottery website					
Roulette in a casino or online					
Card or dice games in a casino or online					
Playing 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					

**Asked every quarter**

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)						
Scratchcards						
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)						
Fruit or slot machines						
Virtual gaming machines in a bookmakers to bet on virtual roulette, poker, blackjack or other games						
Bingo						
Football pools						
Betting on horse races						
Betting on dog races						
Betting on football						
Betting on tennis						
Betting on other sports events						
Betting on the outcome of lotteries						
Betting on political events						
Betting on other events (e.g. entertainment, topical, current affairs, novelty)						
Betting on virtual dog or horse races						
Spread betting						
Online instant win games available on the National Lottery						
Online fruit/slot machine style games or online instant win games on sites other than the National Lottery website						

<b>Roulette in a casino or online</b>						
<b>Card or dice games in a casino or online</b>						
<b>Playing poker in a casino or online</b>						
<b>Playing poker in a pub tournament/league, or at a club</b>						
<b>Private betting (sweepstakes, bets) or gambling (playing card games for money) with friends, family or colleagues</b>						
<b>Another form of gambling activity</b>						

**[ASK ALL THOSE THAT HAVE SELECTED BETTING ACTIVITIES ONLINE]**

**Asked every quarter**

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.

1. Yes
2. No

**[ASK ALL WHO SELECTED NO ACTIVITIES]**

**Asked every quarter**

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?

1. Yes
2. No

**[ASK ALL WHO SELECTED YES]**

**Asked every quarter**

How have you spent money on these activities in the past 12 months?

1. In-person
2. Online (by online we mean via the internet, mobile browser or app or via a smart TV)
3. Both

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

**Asked every quarter**

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

**[ASK ALL WHO HAVE ONLINE ACCOUNTS]**

**Asked every quarter**

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

**Asked every quarter**

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

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

**Asked every quarter**

In the last 12 months...?

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

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

**Asked every quarter**

I would now like to discuss the self-exclusion tool which is available on all Gambling companies and gives you the option to bar yourself voluntarily from gambling through that operator / location 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 a minimum of six months for any reason?

1. Yes
2. No - but I was aware you could do this
3. No - and I was not aware you could do this
4. Don't know

**[ASK ALL WHO HAVE EVER SELF-EXCLUDED]**

**Asked every quarter**

Why did you use the self-exclusion tool?

**[MULTI CODE]**

1. To help control the amount you were gambling with that particular operator
2. To help control the amount you were gambling overall
3. To close the account with that operator e.g. to reduce marketing
4. For another reason
5. Don't know [EXCLUSIVE & FIXED]

**[ASK ALL WHO ANSWERED YES SELF-EXCLUSION AND HAVE REGISTERED WITH MORE THAN ONE GAMBLING COMPANY]**

**Asked every quarter**

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

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

**Asked every quarter**

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:

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			
Multi-operator self-exclusion - where you can request to exclude from a number of operators / locations at once			

**[ASK ALL THAT HAVE GAMBLLED ONLINE OR IN-PERSON IN PAST 12 MONTHS]**

**Asked every six months**

We are aware that gambling companies communicate with their customers for a number of reasons and in a number of ways. Which, if any, of the following types of information about gambling have you received from gambling companies or did you know was available?

Information/ support regarding	I have been sent / given this informatio n by a gambling operator	I have seen this information online	I have seen this information in a gambling premises	I have seen this information in person outside of a gambling premise i.e. posters, leaflets, TV etc.	I knew this was available but haven't seen or received it	I was not aware this was available
How to control your gambling yourself						
Tools to help you control your gambling, such as setting time/money limits						
Where to seek help to control your gambling						
Transaction and play history of your account <b>[ASK TO ONLINE GAMBLERS ONLY]</b>						
% of money returned to the player (RTP)						
Your chances of winning a prize amount of money						
Your chances of winning each prize / amount of money						
Whether a machine is random or						

compensated <b>[ASK TO MACHINE PLAYERS ONLY Past four weeks]</b>						
What the maximum payout for a machine is <b>[ASK TO MACHINE PLAYERS ONLY Past four weeks]</b>						

**[ALL THOSE THAT HAVE BEEN GIVEN/SENT INFORMATION FROM AN OPERATOR]  
Asked every six months**

You said you have been given / sent information from a gambling company. Was this information sent to you as a result of the amount of time and/or money you spent gambling?

1. Yes
2. No
3. Don't know

**[ALL THOSE THAT HAVE BEEN GIVEN/SENT INFORMATION FROM AN OPERATOR]  
Asked every six months**

Thinking about when you received the information, was it by:

**[ALLOW MULTIPLE CODES PER ROW]**

Information regarding	Email	Phone	Text	Instant message / pop-up	Face-to-face from a member of staff	Leaflets or posters	Other
How to control your gambling yourself							
Tools to help you control your gambling, such as setting time/money limits							
Where to seek help to control your gambling							
Transaction and play history of your account <b>[ASK TO ONLINE GAMBLERS ONLY]</b>							
% money returned to the player							
Your chances of winning a prize amount of money							
Your chances of winning each prize / amount of money							

**[ALL THOSE THAT HAVE SEEN: % MONEY RETURNED TO THE PLAYER, YOUR CHANCES OF WINNING ANY PRIZE, YOUR CHANCES OF WINNING EACH PRIZE, WHETHER A MACHINE IS RANDOM OR COMPENSATED, WHAT THE MAXIMUM PAYOUT FOR A MACHINE IS. ELIMINATE TEXT BASED ON REPSONSES ABOVE]**

**Asked every six months**

Thinking about information you have seen on how gambling games work such as the <% returned to player>, <your chances of winning>, <your chances of winning each outcome>, <whether a machine is random or compensated> and <what the maximum payout for a machine is>. Do you tend to consult this information:

1. Before you play
2. After you've played
3. Both
4. Neither

**[ALL THOSE THAT HAVE RECEIVED / SEEN TIPS TO CONTROL THEIR GAMBLING, INFORMATION ON WHERE TO SEEK HELP FOR THIER GAMBLING, ACCOUNT TRANSACTION HISTORY AND ACCOUNT PLAY HISTORY]**

**Asked every six months**

How did the following impact the amount of time you spent gambling?

	Stopped gambling	Decreased significantly	Decreased slightly	Increased slightly	Increased significantly	It didn't impact on the amount of time I spent gambling
Tips on controlling your gambling yourself						
Tools to help control your gambling						
Information on where to seek help for your gambling						
Transaction and play history of your account [ASK TO ONLINE GAMBLERS ONLY]						

**[ALL THOSE THAT HAVE RECEIVED / SEEN TIPS TO CONTROL THEIR GAMBLING, INFORMATION ON WHERE TO SEEK HELP FOR THEIR GAMBLING, ACCOUNT TRANSACTION HISTORY AND ACCOUNT PLAY HISTORY]  
 Asked every six months**

How did the following impact the amount of money you spent on gambling?

	Stopped gambling	Decreased significantly	Decreased slightly	Increased slightly	Increased significantly	It didn't impact on the amount of money I spent gambling
Tips on controlling your gambling yourself						
Tools to help control your gambling						
Information on where to seek help for your gambling						
Transaction and play history for your account [ASK TO ONLINE GAMBLERS ONLY]						

**[ASK TO THOSE WHO HAVE SELECTED NO IMPACT AT PREVIOUS 2 QUESTIONS, OR SLIGHTLY/SIGNIFICANTLY DECREASED AT PREVIOUS 2 QUESTIONS, OR SLIGHTLY/SIGNIFICANTLY INCREASED AT PREVIOUS 2 QUESTIONS]**

**Asked every six months**

You mentioned that the information you received about your gambling transaction history and account "caused you to decrease" / "caused you to increase" / "did not have any impact on" the amount of time or money you spent gambling.

Why do you think receiving this information about your account "caused you to decrease" / "caused you to increase" / "did not change" the way you gamble?

OPEN QUESTION



**[ALL THOSE THAT HAVE SEEN ACCOUNT HISTORY / PLAY HISTORY]**

**Asked every six months**

1. Thinking about the different types of account history available to you please rank the following in order of helpfulness in making decisions about your gambling:
2. Deposit totals – the amount you have paid into your account
3. Turnover information – the amount of money that has been played through your account
4. Withdrawal information – the amount of money you have withdrawn from your account

**[ASK ALL THAT HAVE GAMBLLED ONLINE OR IN-PERSON IN PAST 12 MONTHS]**

**Asked every six months**

We are interested in understanding how people feel about information from operators regarding gambling. Please indicate whether you agree or disagree with the following statements:

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
It is common for gambling operators to offer customers information / support if they think an individual may be experiencing issues with their gambling					
It is common for gambling operators to intervene if they think a customer might have an issue with their gambling					
I am informed about the help / tools available to control my gambling					
I am informed about how the products I gamble on work and what my chances of winning are.					

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

**Asked every six months**

When you first gamble with a new gambling company, which of the following is most important when deciding who to gamble with? Please rank the following options in order of importance:

Ranking question

1. Best odds
2. Bonus offers
3. Proximity (of gambling premises)
4. Recommendations from others
5. Reputation of company for being fair and trustworthy
6. Recognisable brand name
7. Range of products
8. Availability of support to help manage my gambling

**[ASK ALL]**

**Asked every quarter**

Have you ever read the terms and conditions provided by a gambling operator before?

1. Yes
2. No – but I was aware that they were available
3. No – and I wasn't aware that they were available

**[ASK ALL WHO HAVE READ TERMS AND CONDITIONS]**

**Asked every quarter**

(How helpful or unhelpful have you found gambling operator terms and conditions to be?)

1. Very helpful
2. Fairly helpful
3. Neither helpful nor unhelpful
4. Fairly unhelpful
5. Very unhelpful

**[ASK ALL WHO HAVE READ TERMS AND CONDITIONS]**

**Asked every quarter**

Have you ever been in a situation where you have felt that a gambling operator's terms and conditions have been unfair?

1. Yes
2. No

**[ASK ALL]**

**Asked every six months**

How often, if at all, would you say you see or hear gambling **advertisements** and gambling **sponsorships** in the following places?

By gambling **advertisements** we mean the promotion of gambling via a variety of media.

By gambling **sponsorships** we mean a commercial agreement between a gambling company and another company e.g. Betway sponsoring West Ham United Football Club

	More than once a week	Once a week	A few times a month	Less frequently than a few times a month	Never	Don't know
Gambling advertisements on the TV						
Gambling advertisements on the radio						
Gambling advertisements in newspapers						
Gambling advertisements on posters/billboards						
Gambling advertisements online – social media websites (including Facebook, YouTube, Twitter, Instagram, Google+ and Tumblr)						

Gambling advertisements online – other websites (excluding social media)						
Gambling sponsorships on the TV or radio e.g. a TV or radio program sponsored by a gambling company such as The Chase sponsored by Gala Bingo (excluding on the TV in sports venues)						
Gambling sponsorships on sports merchandise e.g. a football players shirt						
Gambling sponsorships in sports venues (including on TV or at the venue) e.g. pitch side hoardings or displays						
Associations with sporting competitions e.g. the Betfred Cup						

**[ASK ALL]**

**Asked every six months**

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.

**[MULTI-CODE]**

1. Facebook
2. Twitter
3. YouTube
4. Google +
5. Instagram
6. Snapchat
7. Other (please state)
8. Use social media but don't follow gambling operators

9. Don't use social media

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

**Asked every six months**

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 YouTube		
Post by a gambling company on Google +		
Post by a gambling company on Instagram		
Post by a gambling company on Snapchat		
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		

**Asked every six months**

**[ASK ALL WHO HAVE SELECTED YES TO POSTS OR ADVERTISING AT Q31]**

Which of the following statements best describes your gambling activity after seeing:

- Posts on social media by gambling companies
- Advertises for gambling companies

**[SINGLE CODE]**

1. It prompted me to start gambling for the first time
2. It prompted me to increase the amount that I gamble
3. It didn't change the amount that I gamble

**[ASK ALL THAT HAVE GAMBLLED ONLINE OR IN-PERSON IN PAST 12 MONTHS]**

**Asked every six months**

We would now like you to think about any complaints you have ever made about *any* gambling experiences you have had. By complaints we mean an experience you have had in a single or multiple session of gambling. For example an incorrect bet, failure to pay-out, poor customer service etc. We are not talking about complaining about the gambling industry in general.

Have you ever made, or attempted to make, a complaint about a personal gambling experience?

**[MULTI CODE]**

- a. Yes – directly to a gambling operator e.g. a betting shop, casino etc.
- b. Yes – directly to the Gambling Commission
- c. Yes – to an Alternative Dispute Resolution Body (ADR)
- d. No – but I have wanted to make a complaint
- e. No – I have not needed to make a complaint

**[ASK ALL THAT HAVE MADE A COMPLAINT]**

**Asked every six months**

Which of the following was your complaint about? If you have made more than one complaint, please select your answer based on your most recent complaint.

*Please select the answer that best fits your complaint.*

**[SINGLE CODE - randomise]**

- a. Misleading promotions/adverts
- b. Unwanted marketing e.g. emails, texts etc.
- c. Issues relating to self-excluding
- d. Issues relating to terms and conditions
- e. Unable to withdraw funds
- f. Issues relating to customer service
- g. Non-payment of winnings
- h. Incorrect bet settlement
- i. Unfair random number generator/game is fixed
- j. Other (please specify)

## ASK ALL

### Asked every six months

Have you ever bet on eSports (Electronic Sports, i.e. the competitive playing of video games)...?

[GRID - SINGLE CODE PER ROW]

- With money
  - With in-game items (virtual items such as skins, points, tokens, coins, weapons or other elements)
1. Yes – in the past 4 weeks
  2. Yes – in the past 12 months
  3. Yes – over 12 months ago
  4. No

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.

### Asked every six months

Have you ever played these online gambling-style games?

1. Yes
2. No
3. Don't know

### [ASK ALL WHO HAVE PLAYED FREE GAMBLING GAMES]

#### Asked every six months

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.*

#### [MULTI CODE]

1. Slot / fruit machine games
2. Poker
3. Casino games ( like roulette or blackjack)
4. Bingo
5. 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]**

**Asked every six months**

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

**[MULTI-CODE PER ROW]**

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

**[All respondents who have gambled, selected in-play betting and played an online gambling style game]**

**Asked every six months**

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?

1. Played games where you cannot win a real prize
2. Participated in gambling activities where you can win money or money's worth
3. Don't know

**ASK ALL**

**Asked annually**

Which, if any, of the following channels inform your opinion of the gambling industry?

1. Newspapers
2. News on TV
3. Online news
4. Storylines in films
5. Storylines on TV
6. Politicians and government policy
7. Campaign groups (e.g. Campaign for Fairer Gambling, Gambling Reform & Society Perception Group (GRASP))
8. Personal experience
9. Experience of a friend or family member
10. Portrayal of gambling in advertising
11. Other

## ASK ALL

### Asked annually

How much, if at all, do you know about each of the following issues related to the gambling industry?

1. Know a lot about
  2. Know a little about
  3. Don't know anything about
- The maximum amount that can be bet on machines in bookmakers
  - The maximum number of gaming machines allowed in bookmakers premises
  - The amount of gambling advertising
  - The content of gambling advertising
  - What time gambling advertising is permitted to appear on TV
  - The controls in place to ensure that children and young people are not exposed to gambling
  - The number of gambling premises on the high street
  - Multi-operator self-exclusions schemes (schemes that allow people experiencing problems with gambling to exclude themselves from more than one gambling company at once)
  - Increased regulation of online gambling and non-UK based gambling operators

## ASK ALL

### Asked annually

Please rank how *important* you think each of the following are in lessening any negative impacts of gambling on society? Please rank the statements below from most to least important, where 1 is most important and 9 is least important. Please drag each statement into the relevant box below.

1. Setting a stake limit on machines in bookmakers
2. Setting a maximum allowance for the number gaming machines permitted in bookmakers premises
3. Restrictions on the volume of gambling advertising
4. Restrictions on the content of gambling advertising
5. Restrictions on the timing of gambling advertising on TVs
6. Having controls in place to ensure that children and young people are not exposed to gambling
7. Regulating the number of gambling premises on the high street
8. Multi-operator self-exclusion schemes (schemes that allow people experiencing problems with gambling to exclude themselves from more than one gambling company at once)
9. Increased regulation of non-UK based online gambling operators



## Making gambling fairer and safer

For further information or to register your interest in the Commission please visit our website at:  
**[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)**

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