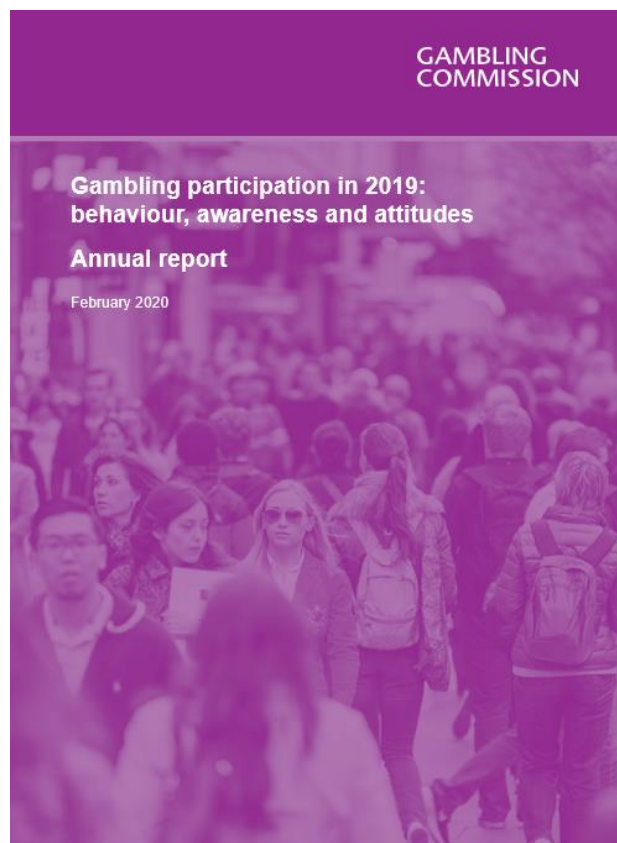


Gambling participation in 2019: behaviour, awareness and attitudes

Questionnaire document

This document should be read in conjunction with the 'Gambling participation in 2019: behaviour, awareness and attitudes' report.



This document outlines the questions asked within our Telephone survey and Online tracker, which inform the statistics produced in the report.

It also provides details of who is asked each question and how frequently each question is asked throughout the year.

The surveys can be found:

- Telephone survey questionnaire – Page 2
- Online tracker questionnaire – Page 9

Telephone survey questionnaire

Asked every quarter

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, Set for Life 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. National Lottery online instant wins
22. Online fruit/slot machine style games or online instant win games (excl. National lottery products)
23. Roulette, poker, cards or dice in a casino or online
24. Playing poker in a pub tournament/league, or at a club
25. Private betting (sweepstakes, bets between friends) or gambling (playing card games for money) with friends, family or colleagues
26. Another form of gambling activity
27. Don't know (DO NOT READ OUT)
28. Refused (DO NOT READ OUT)
29. None of these (DO NOT READ OUT)

Asked every quarter

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

Asked every quarter

ASK ALL WHO SELECT 1 AT Q1a (TICKETS FOR NATIONAL LOTTERY DRAW)

Q2 You said you have spent money on tickets for National Lottery draws in the past four weeks. Which of the following have you spent money on?

SELECT ALL THAT APPLY

1. Lotto
2. EuroMillions
3. Thunderball
4. Hotpicks
5. Set for Life
6. Don't know/can't remember

Asked every quarter

ASK ALL WHO SELECT 2 AT Q1a (SCRATCH CARDS)

Q2 You said you have spent money on tickets for scratch cards in the past four weeks. Which of the following have you spent money on?

SELECT ALL THAT APPLY

1. National Lottery branded scratchcards
2. Other lottery scratch cards (e.g. charity lottery, the postcode lottery, the health lottery People's Postcode Lottery, the Health Lottery etc.)

Asked every quarter

Q3. And, in the last 4 weeks, did you spend money on <INSERT ANSWER AT Q1a> in person, online or both?

REPEAT FOR EACH RESPONSE CODED AT Q1a

1. In person
2. Online
3. Both

Asked every quarter

Q4. And in the last 4 weeks, did you spend money < INSERT ANSWER AT Q1a> ...?

REPEAT FOR EACH RESPONSE CODED AT Q1a

READ OUT AND CODE ALL THAT APPLY

1. In person at a bookmaker's
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>.

Asked every quarter

ASK ALL WHO SPENT MONEY ON ANY FORM OF GAMBLING

Q5. Thinking about when you spent money on <INSERT ANSWER FROM Q1a> in the last four weeks <INSERT ANSWER FROM Q3 OR Q4 WHERE APPLICABLE>, how often do you spend money on this activity?

REPEAT FOR EACH RESPONSE CODED AT Q1a AND FOR EACH COMBINATION AT Q3 AND Q4 (i.e. Bingo 'online' and 'in person' at Q3; Betting on horse races 'in person at a bookmakers' and 'online with a bookmaker' at Q4)

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

Asked every quarter

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

1. Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Set for Life 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. National Lottery online instant wins
22. Online fruit/slot machine style games or online instant win games (excl. National lottery products)
23. Roulette, poker, cards or dice in a casino or online
24. Playing poker in a pub tournament/league, or at a club
25. Private betting (sweepstakes, bets between friends) or gambling (playing card games for money) with friends, family or colleagues
26. Another form of gambling activity

Asked every quarter

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

Asked every quarter

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

Asked every quarter

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

Asked every quarter

ASK ALL

Q10. How far do you agree or disagree that in this country, gambling is conducted fairly and can be trusted?

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)

Asked every quarter

ASK ALL

Q11. 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)

Asked once a year

Q12. 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

Asked every six months

Q13. 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

SINGLE CODE PER STATEMENT

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree

Online survey questionnaire

Q1. 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

[SINGLE CODE PER ROW, TICK ALL THAT APPLY]

	Online	In-person	Both
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks, Set for Life)			
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 bookmaker's 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			

[ASK ALL WHO DO ACTIVITIES ONLINE]

Asked every quarter

Q2. How often do you spend money on each of the following activities online?

[SINGLE CODE PER ROW, PULL THROUGH EACH ONLINE ACTIVITY]

	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, Set for Life)					
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)					
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					
Roulette in a casino or online					
Card or dice games in a casino or online					

Playing poker in a casino or online					
Another form of gambling activity					

[ASK ALL WHO DO ACTIVITIES ONLINE]

Asked every quarter

Q3. How have you spent money on these activities in the last four weeks? Please select all that apply.

[SINGLE CODE PER ROW, PULL THROUGH EACH ONLINE ACTIVITY]

	PC	Laptop	Mobile phone	Smart TV	Tablet
Tickets for the National Lottery draws (Lotto, EuroMillions, Thunderball, Hotpicks, Set for Life)					
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)					
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					
Another form of gambling activity					

[ASK ALL WHO DO ACTIVITIES ONLINE]

Asked every quarter

Q4. Where have you spent money on these activities in the last four weeks on your laptop, mobile phone or tablet:

[SINGLE CODE PER ROW, PULL THROUGH EACH ONLINE ACTIVITY]

	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, Set for Life)						
Tickets for a charity lottery or other lottery (e.g. the Health Lottery, Postcode Lottery)						
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						
Another form of gambling activity						

[ASK ALL THOSE THAT HAVE SELECTED BETTING ACTIVITIES ONLINE]

Asked every six months

Q5. 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.

[SINGLE CODE]

1. Yes
2. No

[ASK ALL WHO SELECTED NO ACTIVITIES]

Asked every quarter

Q6. 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?

[SINGLE CODE]

1. Yes
2. No

[ASK ALL WHO SELECTED YES]

Asked every quarter

Q7. How have you spent money on these activities in the past 12 months?

[SINGLE CODE]

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 GAMBLED ONLINE IN THE PAST 12 MONTHS]

Asked every six months

Q8. 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?

NUMERICAL, ALLOW NONE

[ASK ALL WHO HAVE ONLINE ACCOUNTS]

Asked every six months

Q9. And how many of these accounts have you spent money with in the past 12 months?

NUMERICAL, ALLOW NONE

Asked every six months

Q10. How many of these accounts do you spend money with at least monthly?

NUMERICAL, ALLOW NONE

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

Asked every quarter

Q11. In the last 12 months...?

[SINGLE CODE PER ROW]

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

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

Asked every six months

Q12. 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.

Q13. Have you ever self-excluded from a gambling company for a minimum of six months for any reason?

[SINGLE CODE]

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 six months

Q14. 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 TO SELF-EXCLUSION AND HAVE REGISTERED WITH MORE THAN ONE GAMBLING COMPANY]

Asked every six months

Q15. How many gambling companies have you ever self-excluded from?

[NUMERIC VALUE, LOGIC CHECK – MUST INSERT VALUE > 1]

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

Asked every six months

Q16. 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:

[SINGLE CODE PER ROW]

Tool	Not aware of tool	Aware but not used	Used
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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

Q17. For the next few questions please think about messages you have seen or received in relation to responsible gambling and not marketing material (this type of information may have been sent to you as a result of the amount of time/money you spent gambling). 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?

[FIRST FOUR COLUMNS MULTICODE]

Information/ support regarding	I have been sent / given this informati on by a gambling operator	I have seen this informatio n online	I have seen this informatio n in a gambling premises	I have seen this informatio n 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 [ASK TO ONLINE GAMBLERS ONLY]						

% 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 [ASK TO MACHINE PLAYERS ONLY Past four weeks]						
What the maximum payout for a machine is [ASK TO MACHINE PLAYERS ONLY Past four weeks]						

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

Q18. 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 [ASK TO ONLINE GAMBLERS ONLY]							
% 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 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

**Q19. How did the following impact the amount of time you spent gambling?
[SINGLE CODE PER ROW]**

	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

Q20. How did the following impact the amount of money you spent on gambling?

[SINGLE CODE PER ROW]

	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]						

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

Asked every six months

Q21. 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:

[RANKING QUESTION]

1. Deposit totals – the amount you have paid into your account
2. Turnover information – the amount of money that has been played through your account
3. Withdrawal information – the amount of money you have withdrawn from your account

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

Asked every six months

Q22. 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:

[SINGLE CODE PER ROW]

	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

Q23. 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 six months

Q24. Have you ever read the terms and conditions provided by a gambling operator before?

[SINGLE CODE]

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 six months

Q25. How helpful or unhelpful have you found gambling operator terms and conditions to be?

[SINGLE CODE]

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 six months

Q26. Have you ever been in a situation where you have felt that a gambling operator's terms, and conditions have been unfair?

[SINGLE CODE]

1. Yes
2. No

[ASK ALL]

Asked every six months

Q27. 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

[SINGLE CODE PER ROW]

	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 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

Q28. 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. Instagram
5. Snapchat
6. Other (please state)
7. Use social media but don't follow gambling operators
8. Don't use social media

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

Asked every six months

Q29. 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, a post from a company that a friend has re-shared, or a paid partnership/sponsored content from an influencer.

[SINGLE CODE PER ROW]

	Yes	No
Post by a gambling company on Facebook		
Post by a gambling company on Twitter		
Post by a gambling company on Snapchat		
Post by a gambling company on Instagram		
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 Facebook		
Advertising for a gambling company on Twitter		
Advertising for a gambling company on Snapchat		
Advertising for a gambling company on Instagram		
Advertising for a gambling company on another social media site		
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]

Q30. Which of the following statements best describes your gambling activity after seeing:

[SINGLE CODE]

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

Q31. Have you ever made, or attempted to make, a complaint about a personal gambling experience?

[MULTI CODE RESPONSES A-D]

- 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. Yes – through a complaints handling tool such as Resolver
- e. No – but I have wanted to make a complaint **[EXCLUSIVE]**
- f. No – I have not needed to make a complaint **[EXCLUSIVE]**

[ASK ALL THAT HAVE MADE A COMPLAINT]

Asked every six months

Q32. 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]

- 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

Q33. Have you ever bet on eSports (Electronic Sports, i.e. the competitive playing of video games)...?

[SELECT SINGLE CODE (1-4) FOR EACH OPTION (A&B)]

- A** With money
B 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

Q34. Have you ever played these online gambling-style games?

[SINGLE CODE]

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

[ASK ALL WHO HAVE PLAYED FREE GAMBLING GAMES]

Asked every six months

Q35. 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 [EXCLUSIVE]

[ASK ALL WHO HAVE PLAYED FREE GAMBLING GAMES IN THE LAST 4 WEEKS]

Asked every six months

Q36. 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]

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

[ASK ALL RESPONDENTS WHO HAVE GAMBLLED < SELECTED IN_PLAY BETTING AND PLAYED AN ONLINE GAMBLING STYLE GAME]

Asked every six months

Q37. 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?

[SINGLE CODE]

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

Q38. Which, if any, of the following channels inform your opinion of the gambling industry?

[MULTI-CODE]

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

Q39. How much, if at all, do you know about each of the following issues related to the gambling industry?

[SINGLE CODE (1-3) PER ROW (A-I)]

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

ASK ALL

Asked annually

Q40. 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.

[GRID, SINGLE CODE PER ROW]

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

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