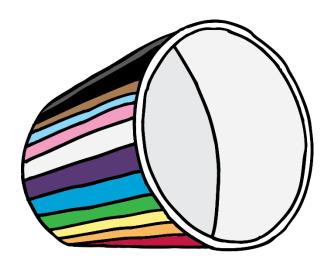


UNDERSTANDING GAMBLING HARMS IN LGBTQ+ COMMUNITIES PHASE 1 AND PHASE 2

Findings from a national survey, a follow up online community, and interviews.

Technical report

November 2025





The GambLGBTQ+ research output consists of a series of reports

- Understanding gambling harms in LGBTQ+ communities: Findings from a national survey, a follow up online community, and interviews.
- Findings from a national survey, a follow up online community, and interviews. Technical report (this report).
- Understanding gambling harms in LGBTQ+ communities: Findings from a photovoice study.

Lay summaries of these reports are available as follows

- Understanding gambling harms in LGBTQ+ communities. Phase 1 Findings from a national survey.
- Understanding gambling harms in LGBTQ+ communities. Phase 2 Findings from an online community and in-depth interviews.
- Understanding gambling harms in LGBTQ+ communities. Phase 3 Findings from a photovoice study.

All reports are available in the public domain found here

GambLGBTQ+ Blog or https://blogs.brighton.ac.uk/gambling-harms

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Background

The University of Brighton and GambleAware, in partnership with Switchboard Brighton & Hove, commissioned YouGov to undertake a mixed methods study of LGBTQ+ people in Great Britain (GB) aiming to better understand gambling experiences and harms within this community.

This study consisted of an online quantitative survey of 3,038 respondents and several qualitative elements, comprised of 1) cognitive interviews with 15 people to test survey design, 2) a 1-week online community with 53 LGBTQ+ people who took part in the survey, followed by 3) 15 one-to-one in-depth interviews with LGBTQ+ people to explore quantitative findings and initial qualitative findings from the online community further. The survey took place in October 2024, followed by the online community in November 2024 and the in-depth interviews in December 2024.

This report presents methodological details on this research project, including how data have been collected and analysed, in order to support interpretation of the data.

Quantitative method

This survey was conducted using YouGov's online panel, consisting of 400,000 active panel members who have signed up to do surveys in the UK, with respondents contacted by email. The survey was tested using 15 cognitive interviews with LGBTQ+ people before the survey was launched (11 who gamble and 4 who do not). After cognitive testing, the survey was then piloted with a smaller sample of 100 to ensure all questions were appropriate and well understood. The sample size is 3,038 LGBTQ+ adults in GB. The sample is weighted to be representative of all LGBTQ+ adults aged 18+ by sexual orientation, gender identity, age, region, ethnicity and education level. Fieldwork for the survey was conducted between the 10th October and 6th November 2024.

Sampling and weighting

The sample was drawn from the YouGov online panel. YouGov maintains engaged communities of panel members who have specifically opted in to participate in online research activities and provide demographic details such as their sexual orientation or gender identity. As a result, the panel provides continuous access to a responsive audience ready-profiled on important demographic, attitudinal, and lifestyle attributes. Members of the panel consent to completing surveys for YouGov in return for points which can be converted into a modest financial incentive.

Respondents were identified based on pre-held demographic information on their sexual orientation and gender identity, which was then verified in the survey. A quota sampling method was used to ensure the final sample could be weighted to be representative of all LGBTQ+ adults.

The quotas and weights for this project were calculated using data from the 2021 census.¹ The weighting process adjusts the contribution of individual respondents to aggregated figures and is used to make surveyed populations more representative of a project-relevant, and typically larger, population by forcing it to mimic the distribution of that larger population's significant characteristics, or its size. The weighting tasks happen towards the end of the data processing phase on cleaned data.

Statistical reliability and confidence intervals

As a sample rather than the entire population was interviewed, the percentage results are subject to sampling tolerances, which vary with the size of the sample and the percentage figure concerned. For example, when testing significance to the 95% confidence level, for a question where 50% of the people in a (weighted) sample of 1,000 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than three percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures).

Throughout the report, significance testing is done to the 95% confidence level, and any difference is indicated by either a green (statistically significantly higher) or red arrow (statistically significantly lower) on charts. All reported differences are statistically significant at the 95% confidence level (alpha value of 0.05), using t-tests. The margin of error for this project is +/- 2%.

Qualitative method

Qualitative online community

YouGov's qualitative research team invited 53 respondents from the quantitative survey to take part in a 1-week online community from the 18th to 29th November 2024 to understand their experiences as LGBTQ+ people, and their experiences with gambling. The online community enabled respondents to share written responses to pre-programmed tasks on an online platform, providing more 'in-depth insights into experiences over time.

¹ Census 2021:

Before the community began respondents were notified in advance what topics would be covered in the community and that they were able to skip, pause or retract their consent before, during or after the community activities took place. Participants in this study were assigned an individual online 'moderator' for the study's duration. To protect respondents' identities when interacting with moderators, pseudonyms were assigned to them. Moderators were actively safeguarding, conducting welfare checks and looking out for any causes for concern during the fieldwork. The online community was 'private', meaning that respondents could not see each other's answers, and moderators were online throughout the project's duration to follow-up with respondents.

The daily tasks assigned took approximately 20 minutes to complete, and the site was open 24/7 so that tasks could be completed at a time that best suited them. Overall, the online community format provided respondents with a private space for self-reflection and introspection, which felt essential in light of the sensitive nature of the study.

All respondents in the online community were asked to complete questions on a variety of topics, including their experiences of and attitudes towards gambling, their experience of being LGBTQ+ in GB, their mental health, their views on how best to protect people against gambling harms, and their experience of accessing gambling-related treatment and support. Certain questions were designed to be answered by only some of the respondents, who were split into three main segments: people who gamble (27 respondents), 'affected others' (7 respondents), and people who both gamble and are affected by someone else's gambling (19 respondents). For example, respondents in each segment were asked to complete a 'daily diary' exercise, in which they could describe any emotions, challenges or issues with gambling experienced during the day. Other examples of tasks – though not exhaustive - involved mapping out their journey with gambling on a timeline including key touchpoints and ranking and sorting forms of support that felt useful to them.

During recruitment, we ensured diversity in experience of gambling activities (including online and offline formats and various product types) as well as in the usage and types of advice, support and treatment. There was a diverse mix of gambling harm levels, as reflected in PGSI scores – defined below on page 7 (see Table 2). Table 3 below shows the breakdown by sexuality and gender identity.

Table 11. Online community breakdown by PGSI

PGSI score	0	1-2	3-7	8+	PGSI 1+
Number of respondents	1	11	20	14	45

Table 22. Online community breakdown by sexuality and gender identity

Sexual orientation	Gay or lesbian	Bisexual	Heterosexual	Pansexual	Queer	
Number of respondents	31	19	1	1	1	
Gender identity	Cisgender men	Cisgender women	Transgender men	Transgender women	Non- binary	Intersex
Number of respondents	29	11	2	2	9	7

It is worth noting that PGSI scores only provide a broad overview of an individual's gambling behaviours, and are not comprehensive in establishing the level of harm that gambling may cause. For example, a score of zero does not necessarily indicate that a person experiences no gambling-related harm whatsoever, but rather that they have not reported experiencing any of the 9 symptoms/adverse consequences that PGSI is measured against. However, a person may report harms not captured by the PGSI. The qualitative research is therefore especially helpful for uncovering the 'grey area' behind a PGSI score, and providing further insight into individuals' often complicated relationships with gambling.

Respondents also represented a wide range of GB regions, age groups, sexual identities, genders, ethnicities, and social grades. The ages of respondents in the online community spanned from 20 to 61, with 30 respondents aged 18-34, 19 respondents aged 35-54, and 4 aged 55+. Approximately 9% of the total sample represented individuals from minority ethnic backgrounds, as the number of optins from those from ethnic minority backgrounds was disproportionately low in comparison to White British respondents. Income levels among the group were highly varied; while 19 respondents did not answer the question relating to annual gross household income, of the remaining 34 respondents, 12 had an annual household income of less than £24,999, 11 had an annual household income of £25,000-£49,999, and 11 had a household income of more than £50,000 per year.

A total of 31 respondents identified as gay or lesbian, 19 as bisexual, and 3 respondents identified as heterosexual, pansexual or queer. Of the 40 respondents identifying as having the same gender identity as that assigned at birth, 29 were men, and 11 were women. The remaining 13 respondents identified either as transgender (2 trans women, and 2 trans men), or non-binary (9 respondents). A total of 7 respondents identified as intersex.

Qualitative in-depth interviews

Once researchers at YouGov, The University of Brighton and LGBT Switchboard Brighton and Hove had reviewed findings from the online community and assessed research gaps, a discussion guide was developed for one-to-one in-depth interviews. Fifteen respondents from the online community were invited to take part in a 45–60-minute telephone or Zoom interview between the 9th and 19th December 2024, to discuss their experiences further and reflect on the online community research experience. As in the online community, respondents in the depth interviews were informed that they were able to skip questions, take comfort breaks or withdraw their consent entirely before, during or after the interviews took place. Upon completion, respondents were sent a thank you email containing signposting information.

Only those with experience of gambling themselves were invited to take part in the follow-up interviews, with a view to gain a deeper understanding of their personal experiences with gambling and support seeking. Likewise, it felt important to include respondents who had cited a variety of motivations to gamble, and to delve deeper into the experiences of those who had reported experiencing stigma and discrimination as a result of being LGBTQ+. A total of 11 people who gamble and 4 people who both gamble and are affected by someone else's gambling took part in the 15 in-depth interviews, with 4 respondents in the 'low risk' category (PGSI 0-2), 5 in the 'moderate risk' category (PGSI 3-7), and 6 experiencing 'problem gambling' (PGSI score of 8+). The ages of respondents in the in-depth interviews spanned from 21 to 54, with 6 respondents aged 18-34, and 9 respondents aged 35-54. Eight respondents identified as gay or lesbian and 7 identified as bisexual. Ten respondents reported that their gender is the same as their sex assigned at birth, with a split of 5 women and 5 men. Meanwhile, 3 respondents identified as non-binary, and 2 respondents identified as transgender women.

In line with the Market Research Society (MRS) Code of Conduct, respondents in both of the qualitative studies were incentivised for their time: a £90 retail voucher for participation in the online community, and a £30 retail voucher for participation in an in-depth interview. Respondents were signposted towards relevant support services where needed throughout the online community, and at the end of the depth interview.

Qualitative analysis

The qualitative data from the community and in-depth interviews were analysed using inductive thematic analysis, which involves establishing categories and then identifying systematic links between them. All text was cross-referenced with respondents' demographic and background information, allowing comparisons to be made e.g. between different respondents. The thematic analysis was conducted by 4 researchers – who conducted the fieldwork – to increase the validity and trustworthiness of the analysis. Another senior member of the team reviewed the key themes and structure to provide a critical and objective eye.

Comparisons to GambleAware Treatment and Support 2024

To compare the prevalence of gambling along with any levels of harms related to gambling (PGSI scores) among LGBTQ+ adults and non-LGBTQ+ adults (e.g. those who are heterosexual and cisgender) in Great Britain, GambleAware's annual Treatment and Support survey was used.

The Treatment and Support survey is a study that was conducted at a similar time as the data collection for this study (between November and December 2024), which explores the prevalence of gambling alongside the usage of, and reported demand for, advice, support and treatment among those who gamble alongside friends or family members negatively impacted by another's gambling (referred to as 'affected others'), and perceptions of gambling in GB. This is a large, mixed methods annual study which is conducted by YouGov on behalf of GambleAware, including around 18,000 quantitative respondents, and is representative of adults in GB aged 18+.

Any questions used for comparison were asked identically in this research and the Treatment and Support survey. The data from the Treatment and Support survey was then filtered by only those who identify as both heterosexual and cisgender, to allow for comparisons between this group and LGBTQ+ adults in GB.

Definitions

Heterosexual & cisgender population

This refers to the sample from GambleAware's 2024 Treatment and Support survey who identify as both heterosexual and cisgender.

Intersex or variation of sex characteristics (VSC)

To measure respondents who are intersex or have a variation of sex characteristics, respondents were asked the following two questions:

1) Sex at birth (single choice)

At birth were you described as:

- <1> Male
- <2> Female
- <3> Intersex and/or having a variation of sex characteristics
- <97> Prefer not to say
- 2) Intersex or VSC (single choice)

Some people learn at birth or later in life that they have a variation of sex characteristics (intersex). Are you intersex and/or have a variation of sex characteristics?

- <1> Yes
- <2> No
- <3> Don't know
- <4> Prefer not to say

The following definition was provided for 'variation of sex characteristics' directly in the question wording as hover text:

Some people are labelled male or female at birth, but some are born with physical differences in sex anatomy, reproductive organs, chromosomes, and/or hormone function that do not fit typical expectations. These differences are known as variations in sex characteristics, differences in sex development, intersex traits, or sometimes by specific medical terms (like Congenital Adrenal Hyperplasia or Androgen Insensitivity Syndrome)

Intersex people were then categorised as anyone who answered

- sex at birth = code 3; or
- intersex or vsc = code 1

Among this sample, the total proportion who identified as intersex using this definition was 3% (72 respondents), which is slightly higher than we might anticipate. It may be possible that this proportion has been inflated due to some respondents who are transgender, non-binary or another gender misunderstanding the question asked about variation of sex characteristics. Given the sample size and possible overestimates of the intersex sample, caution should be exercised when interpreting any findings for this group.

Throughout the report, for ease of reference, this group is referred to as 'intersex people'

Sexual orientation

In order to create a sample representative of the LGBTQ+ population in GB, the question used to measure respondents' sexual orientation was designed to mirror how it is asked in the Office for National Statistics (ONS) Census (see below):

1) Sexual orientation (single choice)

Which of the following best describes your sexual orientation?

- <1> Straight or heterosexual
- <2> Gay or lesbian
- <3> Bisexual
- <4> Other sexual orientation (open end: 'please specify')
- <95> Prefer not to say

Those who selected 'prefer not to say' were not included in the survey, to ensure the entire sample was made up exclusively of LGBTQ+ people.

To examine any differences across sex at birth within sexual orientation there were some limitations when attempting to do so for those who selected 'gay or lesbian'. There are limitations to making assumptions on which gender would have chosen either 'gay' or 'lesbian' given that the term 'gay' can be used as somewhat of an 'umbrella' term to describe having any romantic or sexual attraction that is deemed non-heterosexual and can be used by people of all genders². Therefore, to avoid oversimplification and assumptions that only males would select 'gay', and females would only select 'lesbian', throughout the report these two categories were referred to as:

- Males who identify as gay or lesbian
- Females who identify as gay or lesbian

² Imperial College London 'Equality, diversity and inclusion: Language and terms' https://www.imperial.ac.uk/equality/resources/lgbtq-equality/language-and-terms/

Intersex people were not included in the analysis due to low base size.

Gender identity

Similar to sexual orientation, in order to create a representative sample, the questions used to measure respondents' gender identity were designed to mirror how they are asked in the Office for National Statistics (ONS) Census (see below):

1) Gender identity (single choice)

Is the gender you identify with the same as your sex registered at birth?

<1> Yes

<2> No (open end: 'please specify your gender identity, such as nonbinary, trans, transmasculine, etc')

<3> Prefer not to say

Cisgender people were categorised as anyone who selected gender identity = code 1.

Transgender, non-binary or people of another gender were categorised as anyone who selected gender identity = code 2. For ease of readability within the report, we refer to this group throughout the report as 'transgender or non-binary people'

Problem Gambling Severity Index (PGSI) score

Data is analysed by PGSI score, a commonly used measure of gambling related problems.³ The PGSI scale consists of nine items ranging from 'chasing losses' to 'gambling causing health problems' to 'feeling guilty about gambling'. Each item was assessed on a four-point scale: never, sometimes, most of the time, almost always. Responses to each item were given the following scores: never = 0; sometimes = 1; most of the time = 2; almost always = 3. When scores for each item were summed, a total score ranging from 0 to 27 was possible.

Respondents were placed into the categories listed in Table 4 according to their score on the PGSI scale. The report uses non-reductive language to describe these groups to reduce stigmatising labels, following GambleAware's latest guidance on language to reduce stigma.

The nine items are listed below:

Have you bet more than you could really afford to lose?

³ The Gambling Commission 'Problem gambling screens' (link here)

- Have you needed to gamble with larger amounts of money to get the same excitement?
- When you gambled, did you go back another day to try and win back the money you lost?
- Have you borrowed money or sold anything to get money to gamble?
- Have you felt that you might have a problem with gambling?
- Has gambling caused you any mental health problems, including stress or anxiety?
- Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- Has your gambling caused any financial problems for you or your household?
- Have you felt guilty about the way you gamble or what happens when you gamble?

Table 3. PGSI score categories

Category	PGSI score
Person experiencing no reported gambling problems	0
Person experiencing low level of problems with gambling	1-2
Person experiencing moderate level of problems with gambling	3-7
Person experiencing 'problem gambling'	8+
Person who is experiencing any level of problems with gambling	1+

Quantitative survey

Base: All

Question type: Single

[sexual_orientation_UoB] Which of the following best describes your sexual orientation?

<1> Straight or heterosexual

<2> Gay or lesbian

<3> Bisexual

<4> Other sexual orientation (open [sexual_orientation_UoB_other]) [open] please specify

<5> Prefer not to say

#skip logic:

exit status=screenout if sexual orientation UoB==5

Base: All

Question type: Single

[sex_at_birth_feb19] At birth were you described as:

<1> Male

<2> Female

<3> Intersex and/or having a variation of sex characteristics Some people are labelled

male or female at birth, but some are born with physical differences in sex anatomy, reproductive organs, chromosomes, and/or hormone function that do not fit typical expectations. These differences are known as variations in sex characteristics, differences in sex development, intersex traits, or sometimes by

specific medical terms (like Congenital Adrenal Hyperplasia or Androgen

Insensitivity Syndrome)

<97> Prefer not to say

Base: All

Question type: Single

[gender_identity_UoB] Is the gender you identify with the same as your sex registered at birth?

<1> Yes

<2> No (open [gender identity UoB specify]) [open] please specify your gender

identity, such as nonbinary, trans, transmasculine, etc

<3> Prefer not to say

Base: All

Question type: Single

[intersex_UoB] Some people learn at birth or later in life that they have a <u>variation of sex characteristics</u> (<u>intersex</u>) Some people are labelled male or female at birth, but some are born with physical differences in sex anatomy, reproductive organs, chromosomes, and/or hormone function that do not fit typical expectations. These differences are known as variations in sex characteristics, differences in sex development, intersex traits, or sometimes by specific medical terms (like Congenital Adrenal Hyperplasia or Androgen Insensitivity Syndrome). Are you intersex and/or have a variation of sex characteristics?

<1> Yes

<2> No

<3> Don't know

<4> Prefer not to say

##Participants screened out if do not identify as LGBTQ~+

Question type: Text

Thank you very much for your interest in this survey. However, this survey is specific only to people who have stated that they identify as part of the LGBTQ+ community.

Question type: Text

Participant Information Sheet

Research on LGBTQ+ gambling and gambling harms is limited. Participation in this survey will help researchers to explore gambling behaviours, gambling harms, risk and protective factors associated with gambling harms, as well as access to treatment and support services for LGBTQ+ people in Great Britain.

The survey takes about 15 minutes to complete. Your YouGov Account will be credited with **50 points** for completing the survey. Please read through the information below (more detailed information about the survey can be found here) before agreeing to participate.

Who is this survey for?

This survey is for people aged 18 or older, who live in Great Britain (England, Wales, and Scotland), and who self-identify as LGBTQ+ (lesbian, gay, bisexual, transgender or as having another minority sexual orientation or gender identity, or as intersex).

What does the survey cover?

Taking part in this survey involves completing questions about gambling and impacts of gambling, as well as questions on your health and wellbeing, social support, and experiences of discrimination. Some questions may feel sensitive (e.g. experiences of discrimination, mental health, self-harm). Support organisations can be found here and at the end of the survey.

Will my taking part in the survey be kept confidential?

Yes, the survey is **anonymous** meaning that your answers **cannot** be traced back to you.

Who is running the survey?

YouGov is running the survey on behalf of the University of Brighton. Other partners involved in this project are Brighton and Hove LGBT Switchboard. Dr Alexandra Sawyer and Dr Laetitia Zeeman from the University of Brighton are leading the study. The survey is funded by GambleAware.

Do I have to take part?

The survey is voluntary.

What if I have further questions?

If you have any questions about the survey, you can contact Kate Gosschalk at YouGov who is also a member of the study research team at kate.gosschalk@yougov.com or a member of the University of Brighton research team at LGBTQgambling@brighton.ac.uk.

Question type: Single

[consent] Consent

Please confirm you are happy to participate by selecting the appropriate option below.

<1> Yes, I agree to take part in this survey

<2> No, I do not want to take part in this survey

Base: All

Question type: Multiple

[Q1] Which, if any, of these have you spent money on in the _past 12 months?_ Please tick all that apply.

<1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<9>	Betting on horse or dog races – online
<2>	Tickets for any other lottery, including charity lotteries	<10>	Betting on horse or dog races – in person
<19>	Scratch cards - online	<11>	Betting on football – online
<20>	Scratch cards - in person	<12>	Betting on football – in person
<4>	Gaming machines in a bookmakers	<13>	Betting on other sports – online
<5>	Fruit or slot machines	<14>	Betting on other sports – in person
<21>	Bingo played online	<18>	Loot boxes (e.g. paid for mystery prizes within video games, or gacha games)
<22>	Bingo played at a venue (e.g. a bingo hall)	<15>	Any other type of gambling (open [Q1_other]) [open]
<7>	Gambling in a casino (any type)	<99 xor>	None of the above
<16>	Online casino games (slot machine style, roulette, instant wins)	<98 xor>	Don't know
<17>	Online poker		

Base: All who have not gambled in past 12 months

Question type: Multiple #Question display logic: if Q1.has_any([98,99])

[Q1_nongambler] **Prior to the past 12 months**, have you **ever** spent money on any of these? Please tick all that apply.

<1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<9>	Betting on horse or dog races – online
<2>	Tickets for any other lottery, including charity lotteries	<10>	Betting on horse or dog races – in person
<19>	Scratch cards - online	<11>	Betting on football – online
<20>	Scratch cards - in person	<12>	Betting on football – in person
<4>	Gaming machines in a bookmakers	<13>	Betting on other sports – online
<5>	Fruit or slot machines	<14>	Betting on other sports – in person
<21>	Bingo played online	<18>	Loot boxes (e.g. paid for mystery prizes within video games, or gacha games)
<22>	Bingo played at a venue (e.g. a bingo hall)	<15>	Any other type of gambling (open [Q1_nongambler_other]) [open]
<7>	Gambling in a casino (any type)	<99 xor>	None of the above
<16>	Online casino games (slot machine style, roulette, instant wins)	<98 xor>	Don't know
<17>	Online poker		

#Question display logic:

if Q1.has_any([1,2,19,20,4,5,21,22,7,16,17,9,10,11,12,13,14,15,18])

Base: All gamblers

Question type: Multiple

[Q2] And which, if any, of these have you spent money on in the _past 4 weeks?_ Please tick all that apply.

<1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<9>	Betting on horse or dog races – online
<2>	Tickets for any other lottery, including charity lotteries	<10>	Betting on horse or dog races – in person
<19>	Scratch cards - online	<11>	Betting on football – online
<20>	Scratch cards - in person	<12>	Betting on football – in person
<4>	Gaming machines in a bookmakers	<13>	Betting on other sports – online
<5>	Fruit or slot machines	<14>	Betting on other sports – in person
<21>	Bingo played online	<18>	Loot boxes (e.g., paid for mystery prizes within video games, or gacha games)
<22>	Bingo played at a venue (e.g. a bingo hall)	<15>	Any other type of gambling (open [Q2_other]) [open]
<7>	Gambling in a casino (any type)	<99 xor>	None of the above
<16>	Online casino games (slot machine style, roulette, instant wins)	<98 xor>	Don't know
<17>	Online poker		

#option display logic:

<1> - If [Q1] - Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online is selected

And <2> - If [Q1] - Tickets for any other lottery, including charity lotteries is selected

And <19> - If [Q1] - Scratch cards - online is selected

And <20> - If [Q1] - Scratch cards - in person is selected

And <4> - If [Q1] - Gaming machines in a bookmakers is selected

And <5> - If [Q1] - Fruit or slot machines is selected

And <21> - If [Q1] - Bingo played online is selected

And <22> - If [Q1] - Bingo played at a venue (e.g. a bingo hall) is selected

And <7> - If [Q1] - Gambling in a casino (any type) is selected

And <16> - If [Q1] - Online casino games (slot machine style, roulette, instant wins) is selected

And <17> - If [Q1] - Online poker is selected

And <9> - If [Q1] - Betting on horse or dog races – online is selected

And <10> - If [Q1] - Betting on horse or dog races – in person is selected
And <11> - If [Q1] - Betting on football – online is selected
And <12> - If [Q1] - Betting on football – in person is selected
And <13> - If [Q1] - Betting on other sports – online is selected

And <14> - If [Q1] - Betting on other sports – in person is selected

And <18> - If [Q1] - Loot boxes (e.g. paid for mystery prizes within video games, or gacha games) is selected

And <15> - If [Q1] - Any other type of gambling is selected

[if 1 in Q1 and 2 in Q1 and 19 in Q1 and 20 in Q1 and 4 in Q1 and 5 in Q1 and 21 in Q1 and 22 in Q1 and 7 in Q1 and 16 in Q1 and 17 in Q1 and 9 in Q1 and 10 in Q1 and 11 in Q1 and 12 in Q1 and 13 in Q1 and 14 in Q1 and 18 in Q1 and 15 in Q1]

Base: All gamblers Question type: Single

[P2_Q4] Thinking about _all_ the gambling activities covered in the previous questions, would you say you spend money on these activities...

<1>	Everyday / 6-7 days a week
<2>	4-5 days a week
<3>	2-3 days a week
<4>	About once a week
<7>	About once a fortnight
<8>	About once a month
<9>	Every 2-3 months
<10>	Once or twice a year

Base: All gamblers
Question type: Multiple
#row order: randomize

[GMB1] Which of the following, if any, are reasons why you have taken part in gambling? Please tick all that apply.

<1>	For the chance of making money	<11>	Because of the sense of
			confidence I get when I win
<2>	For the chance of winning big and changing	<12>	Helps me to relax/ relieve
	my lifestyle		tension or forget worries

<3>	Because it's fun/ exciting	<13>	Because I was feeling depressed or anxious
<4>	To escape boredom/ fill time	<14>	Because it makes me feel better when I'm in a bad mood
<5>	Because I'm worried about not winning if I don't play	<15>	It's something I do on special occasions
<6>	To compete with others (e.g. bookmaker, other gamblers)	<95 fixed>	Another reason (open [GMB1_open]) [open]
<7>	To impress other people	<98 fixed xor>	Don't know
<8>	To be sociable/ something to do with friends or family	<99 fixed xor>	None of these
<9>	For the mental challenges or to learn about the game/ activity	<97 fixed xor>	Prefer not to say
<10>	Because of the sense of achievement when I win		

Base: All gamblers Question type: Dyngrid #row order: randomize

[Q5x] Thinking about the last 12 months...

-[Q5x_1]	Have you bet more than you could really afford to lose?
-[Q5x_2]	Have you needed to gamble with larger amounts of money to get the same excitement?
-[Q5x_3]	When you gambled, did you go back another day to try and win back the money you lost?
-[Q5x_4]	Have you borrowed money or sold anything to get money to gamble?
-[Q5x_5]	Have you felt that you might have a problem with gambling?
-[Q5x_6]	Has gambling caused you any mental health problems, including stress or anxiety?

-[Q5x_7]	Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
-[Q5x_8]	Has your gambling caused financial problems for you or your household?
-[Q5x_9]	Have you felt guilty about the way you gamble or what happens when you gamble?
<1>	Never
<2>	Sometimes
<3>	Most of the time
<4>	Almost always

Question type: Text

The next few questions are about the impact that gambling can have on some people. Please answer as honestly as you can. All of the answers you provide will be entirely confidential.

Base: All gamblers
Question type: Dyngrid
#row order: randomize

[GMB2_] Thinking about your own gambling, how often in the last 12 months has your own gambling led you to any of the following?

-[GMB2_1]	Reduce or cut back your spending on everyday items such as food, bills and clothing
-[GMB2_2]	Use savings or borrow money for example, from family and/or friends; credit cards; overdrafts and/or loans; money lenders
-[GMB2_3]	Experience conflict or arguments with friends, family and/or work colleagues
-[GMB2_4]	Feel isolated from other people, left out or feel completely alone
-[GMB2_5]	Lie to family, or others, to hide the extent of your gambling
-[GMB2_6]	Be absent or perform poorly at work or study
<1>	Very often
<2>	Fairly often

<3> Occasionally

<4> Never

Base: All gamblers
Question type: Multiple
#row order: randomize

[GMB3] In the last 12 months, have you experienced any of the following because of your own gambling? Please tick all that apply.

<1> Lost something of significant financial value such as your home, business, car or

been declared bankrupt

Your relationship with someone close to you, such as a spouse, partner, family

member or friend has broken down

<3> Experienced violence or abuse

<4> Committed a crime in order to finance gambling or to pay gambling debts

<99 fixed xor> None of the above

<98 fixed xor> Prefer not to say

Base: All gamblers
Question type: Multiple

#row order: randomize

[GMB4] In the last 12 months, has your own gambling led you to seek help, support or information (whether online, in-person or by telephone) from any of the following? Please tick all that apply.

<1> Mental health services

<2> Food banks or other welfare organisations

<3> Relationship counselling and support services

<4> Gambling support services

<5> LGBTQ+ support service (e.g. LGBTQ+ helpline, LGBTQ+ specific support group)

<99 fixed xor> None of the above

<98 fixed xor> Prefer not to say

Base: All gamblers Question type: Single #row order: reverse

[G5] Which of the following best describes your current thoughts on your own gambling?

<1> I want to quit gambling

<2> I want to reduce my gambling, but not quit

<3> I don't want to gamble any more or less than I currently do

<4> I want to gamble more in the future

Base: All gamblers
Question type: Multiple

[G12x] Do you currently want any external advice, tools and support to help you \$pipe2? Please select all that apply.

<1 xor>	NIa	1 40 00	t wont on	, autornal	advisa	tools and su	ınnart
\ I XOI /	INO,	I do no	n wani any	/ externai	auvice,	tools and st	J IOQQQL

<2> Yes, I want to use advice/informal support (e.g. from friends and family, websites,

online forums, advice helpline)

<3> Yes, I want to use tools (e.g. self-exclusion software like GamStop, blocking

software like GamBan, bank blocks)

<4> Yes, I want to use formal support (e.g. provided by GP, mental health or addiction

services)

<97> Yes, I want to use something else (open [G12 other]) [open]

Base: All gamblers who don't want to reduce the amount they gamble

Question type: **Multiple** #row order: randomize #Question display logic:

If [G5] - I don't want to gamble any more or less than I currently do or I want to gamble more in the

future, is selected [if G5 in [3,4]]

[G6] Which, if any, of the following reasons best explains why you do not want to reduce your current level of gambling? Please select all that apply.

<1> It helps me relax / unwind / cope <8> I wouldn't gain anything from

doing so

<2>	It is part of my daily life / routine	<9>	I don't feel ready / prepared to do so
<3>	All of my friends do it / it is part of my social life	<10>	I make money from it
<4>	I would find it too difficult to do so	<11>	I have already reduced my gambling
<5>	I don't gamble that much	<12>	I wouldn't know what to do with my time if I wasn't gambling
<6>	It isn't causing me any negative consequences	<97 fixed>	Other (open [G6_other]) [open]
<7>	I enjoy it / find it fun	<99 fixed xor>	Prefer not to say

Base: All gamblers who don't want to reduce the amount they gamble

Question type: **Single** #row order: randomize #Question display logic:

if G6.has_any([1,2,3,4,5,6,7,8,9,10,11,12]) and len(G6) > 1

[G7x] And which of the following is the _main reason_ why you do not want to reduce your current level of gambling? Please select only one.

<1>	It helps me relax / unwind / cope	<7>	I enjoy it / find it fun
<2>	It is part of my daily life / routine	<8>	I wouldn't gain anything from doing so
<3>	All of my friends do it / it is part of my social life	<9>	I don't feel ready / prepared to do so
<4>	I would find it too difficult to do so	<10>	I make money from it
<5>	I don't gamble that much	<11>	I have already reduced my gambling
<6>	It isn't causing me any negative consequences	<12>	I wouldn't know what to do with my time if I wasn't gambling

#option display logic:

<1> - If [G6] - It helps me relax / unwind / cope is selected

And <2> - If [G6] - It is part of my daily life / routine is selected
And <3> - If [G6] - It is part of my daily life / routine is selected
And <4> - If [G6] - I would find it too difficult to do so is selected
And <5> - If [G6] - I don't gamble that much is selected
And <6> - If [G6] - It isn't causing me any negative consequences is selected
And <7> - If [G6] - I enjoy it / find it fun is selected
And <8> - If [G6] - I wouldn't gain anything from doing so is selected
And <9> - If [G6] - I don't feel ready / prepared to do so is selected
And <10> - If [G6] - I make money from it is selected
And <11> - If [G6] - I have already reduced my gambling is selected
And <12> - If [G6] - I wouldn't know what to do with my time if I wasn't gambling is selected
[if 1 in G6 and 2 in G6 and 2 in G6 and 4 in G6 and 5 in G6 and 6 in G6 and 7 in G6 and 8 in G6 and 9 in
G6 and 10 in G6 and 11 in G6 and 12 in G61

Base: All gamblers who want to reduce/quit

Question type: **Multiple** #row order: randomize #Question display logic:

If [G5] - I want to guit gambling or I want to reduce my gambling, but not guit, is selected [if G5 in [1,2]]

[G8] Which, if any, of the following best describes the reason(s) you would like to reduce/quit gambling? Please select all that apply.

<1>	The amount of time I spend on gambling
<2>	The amount of money I spend on gambling
<3>	The number of different types of gambling I participate in
<4>	Gambling in certain situations (e.g, gambling alone, gambling after midnight, gambling when drinking alcohol)
<5 fixed>	In another way (open [G8_other]) [open]
<99 fixed xor>	Prefer not to say

Base: All gamblers
Question type: Multiple

[Q7] In the last 12 months, which, if any, of the following have you used for support, advice or treatment with cutting down your gambling? Please tick all that apply.

<1> GP or other primary health provider <12> Books, leaflets or other printed materials

<18>	Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face)	<13>	Websites (e.g. GambleAware, Citizen's Advice, GamCare)
<20>	Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face)	<14>	Online forum or group
<3>	Social worker, youth worker or support worker	<23>	National Gambling Helpline
<22>	National Gambling Support Network	<24>	Another telephone helpline
<21>	Other specialist gambling specific services (e.g. AnonyMind, Therapy Route, a rehabilitation centre)	<16>	Self-help apps or other self-help tools
<5>	Other addiction service (e.g. drug or alcohol)	<17>	Self-exclusion (e.g. blocking software or blocking bank transactions)
<8>	A support group (e.g. Gamblers Anonymous)	<25>	LGBTQ+ support service (e.g. LGBTQ+ helpline, LGBTQ+ specific support group)
<19>	A faith group	<95 fixed>	Another source of support, advice or treatment (open [Q7_open]) [open] please specify
<9>	Your spouse/partner	<99 fixed xor>	None of these
<10>	Friends or family members	<97 fixed xor>	Not applicable – I have not needed to cut down my gambling
<11>	Your employer		

Base: All gamblers

Question type: **Multiple** #row order: randomize

[GMB5] And in the last 12 months, which, if any, of the following **organisations** have you used for support, advice or treatment with cutting down your gambling? Please tick all that apply.

<1>	GambleAware	<20>	North East Council on Addictions
			(NECA)

<2>	Gamblers Anonymous UK	<21>	RCA Trust
<12>	GamCare	<22>	Betknowmore
<13>	Addiction Recovery For All (ARA)	<23>	Young Gamers & Gamblers Education Trust (YGAM)
<14>	Adferiad Recovery	<4>	National Gambling Helpline
<15>	Aquarius	<5>	Gordon Moody Association
<16>	Beacon Counselling Trust (BCT)	<6>	National Gambling Support Network (NGSN)
<17>	Breakeven	<24>	An NHS gambling service
<18>	Derman	<99 fixed xor>	None of these
<19>	Krysallis Counselling	<98 fixed xor>	Don't know

Base: All gamblers who sought treatment/advice/support

Question type: Multiple

#row order: randomize #Columns: 2

#Question display logic:

if GMB5 and not GMB5.has_any([99,98])

[P2_Q10] What, if anything, _prompted_ you to seek support, advice or treatment to cut down your gambling? Please tick all that apply.

<1>	Advice from a friend, family member or someone else	<15>	An advertising campaign or news story related to gambling support services and/or helplines
<2>	Mental health problems	<18 fixed>	A negative change in my personal life (e.g. bereavement)
<4>	I saw that my gambling was having significant financial impacts (e.g. couldn't pay rent, bills, afford food etc)	<19 fixed>	A positive change in my personal life (e.g. new relationship)
<5>	My relationship was affected by my gambling	<20>	A major change in my work life (e.g. redundancy, job loss, retirement or change of career)

<6>	My family was affected by my gambling	<21>	A change in my financial situation
<7>	Threat of criminal proceedings	<22>	Moving to a different location
<8>	My level of gambling was making me anxious or concerned	<23>	Physical illness or injury
<10>	I was at risk of being made homeless/losing my home	<24>	My partner/family demanded that I change my behaviour or took action to make me change my behaviour
<13>	I felt overwhelmed by the situation	<95 fixed>	Something else (open [P2_Q10_open]) [open] please specify
<14>	I was at risk of losing my job/employment	<97 fixed xor>	N/A – Nothing in particular prompted me to seek support, advice or treatment

Base: All gamblers Question type: Multiple

[Q8] Would you currently _want_ to receive support, advice or treatment with cutting down your gambling from any of the following? Please tick all that apply.

<1>	GP or other primary health provider	<12>	Books, leaflets or other printed materials
<18>	Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face)	<13>	Websites (e.g. GambleAware, Citizen's Advice, GamCare)
<20>	Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face)	<14>	Online forum or group
<3>	Social worker, youth worker or support worker	<23>	National Gambling Helpline
<22>	National Gambling Support Network	<24>	Another telephone helpline
<21>	Other specialist gambling specific services (e.g. AnonyMind, Therapy Route, a rehabilitation centre)	<16>	Self-help apps or other self-help tools

<5>	Other addiction service (e.g. drug or alcohol)	<17>	Self-exclusion (e.g. blocking software or blocking bank transactions)
<8>	A support group (e.g. Gamblers Anonymous)	<25>	LGBTQ+ support service (e.g. LGBTQ+ helpline, LGBTQ+ specific support group)
<19>	A faith group	<95 fixed>	Another source of support, advice or treatment (open [Q8_open]) [open] please specify
<9>	Your spouse/partner	<99 fixed xor>	None of these
<10>	Friends or family members	<97 fixed xor>	Not applicable – I do not need to cut down my gambling
<11>	Your employer		

Question type: Text

Base: All

Question type: Multiple

[AO1] Does anyone you are close to gamble, even if only occasionally? By gambling we mean spending money on activities such as lotteries, betting, casino and so on. Please tick all that apply.

<1 xor>	No
<2>	Yes, a partner/or spouse
<3>	Yes, another family member (that is not your partner/or spouse)
<4>	Yes, a friend
<5>	Yes, someone else (open [AO1_other]) [open]
<98 xor>	Don't know
<97 xor>	Prefer not to say

^{**}Moving on...**

Base: All affected others

Question type: Single

[AO2] And do you live with this person and/or any of these people?

<1> Yes

<2> No

Question type: Text

The next few questions are about the impact that someone else's gambling may have had on you, whether you live with them or not. Please answer as honestly as you can.

Base: All affected others Question type: Dyngrid

[AO3] Thinking about someone else's gambling, in the last 12 months, have you experienced any of the following?

-[AO3_1]	Borrowed money or sold anything to get money because of someone else's gambling
-[AO3_2]	Felt that someone else's gambling has caused you any health problems, including stress or anxiety
-[AO3_3]	Felt that someone else's gambling has made you feel embarrassment, guilt or shame
<1>	Very often
<2>	Fairly often
<3>	Occasionally
<4>	Never

Base: All affected others

Question type: **Grid** #row order: randomize

[AO4] In the last 12 months, how often has someone else's gambling led you to do any of the following?

-[AO4_1]	Reduce or cut back your spending on everyday items such as food, bills and clothing
-[AO4_2]	Use your savings or increase your use of credit, such as credit cards, overdrafts and loans
-[AO4_3]	Experience conflict or arguments with friends, family and/or work colleagues
-[AO4_4]	Feel isolated from other people, left out or feel completely alone
-[AO4_5]	Lie to family, or others, to hide the extent of someone else's gambling
-[AO4_6]	Be absent or perform poorly at work or study
<1>	Very often
<2>	Fairly often
<3>	Occasionally
<4>	Never

Base: All affected others Question type: Multiple #row order: randomize

[AO5] In the last 12 months, have you experienced any of the following because of someone else's gambling? Please tick all that apply.

<1>	Your relationship with someone close to you such as a spouse, partner, family member or friend broken down because of someone else's gambling
<2>	Lost something of significant financial value such as your home, business, car or been declared bankrupt because of someone else's gambling
<3>	Experienced violence or abuse because of someone else's gambling
<4>	Committed a crime in order to finance someone else's gambling or to pay their gambling debts
<99 fixed xor>	None of the above

Base: All affected others

Question type: **Multiple** #row order: randomize

<1>

[AO6] In the last 12 months, has someone else's gambling led you to seek help, support or information (whether online, in-person or by telephone) from any of the following? Please tick all that apply.

<2>	Food banks or other welfare organisations
<3>	Relationship counselling and support services
<4>	Gambling support services

Mental health services

<5> LGBTQ+ service (e.g. LGBTQ+ helpline, LGBTQ+ specific support group)

<99 fixed xor> None of the above

<98 fixed xor> Prefer not to say

Question type: Text

Base: All

Question type: **Dyngrid**

#row order: randomize #Columns: 1

[LGBTQ1a] We are interested in how you feel about the following statements. Read each statement carefully and please state to what extent you agree or disagree with the following statements.

-	There is a special person who is around	-[LGBTQ1a_7]	I can count on my friends
[LGBTQ1a_1]	when I am in need		when things go wrong
- [LGBTQ1a_2]	There is a special person with whom I can share my joys and sorrows	-[LGBTQ1a_8]	I can talk about my problems with my family
- [LGBTQ1a_3]	My family really tries to help me	-[LGBTQ1a_9]	I have friends with whom I can share my joys and sorrows

^{**}Moving on...**

-	I get the emotional help and support I need	-	There is a special person in
[LGBTQ1a_4]	from my family	[LGBTQ1a_10]	my life who cares about my
			feelings
-	I have a special person who is a real	-	My family is willing to help me
[LGBTQ1a_5]	source of comfort to me	[LGBTQ1a_11]	make decisions
-	My friends really try to help me	-	I can talk about my problems
[LGBTQ1a_6]		[LGBTQ1a_12]	with my friends
<1>	Strongly disagree		
<2>	Disagree		
<3>	Neutral		
<4>	Agree		
<5>	Strongly agree		

Base: All

Question type: **Grid** #row order: randomize

[LGBTQ2a] The following questions are about your membership in lesbian, gay, bisexual, transgender, and/or queer communities (LGBTQ+).

Next to each statement below, please indicate the option that best applies to your relationship with, or involvement in, these communities over the _past year_.

-[LGBTQ2a_1]	I feel a sense of belonging to this community
-[LGBTQ2a_2]	I feel better about myself after my interactions with this community
-[LGBTQ2a_3]	If members of this community know something is bothering me, they ask me about it
-[LGBTQ2a_4]	I feel understood by members of this community
-[LGBTQ2a_5]	I feel mobilised to personal action after meetings within this community
-[LGBTQ2a_6]	It seems as if people in this community really like me as a person
-[LGBTQ2a_7]	I have a greater sense of self-worth through my connection with this community
-[LGBTQ2a_8]	My connections with this community are so inspiring that they motivate me to pursue relationships with other people outside this community

-[LGBTQ2a 9] This community has shaped my identity in many ways

-[LGBTQ2a 10] This community provides me with emotional support

<1> Never

<2> Seldom

<3> Sometimes

<4> Often

<5> Always

Base: All

Question type: **Dyngrid**

#row order: randomize #Columns: 1

[LGBTQ3a] Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last <u>2 weeks</u>.

This question is optional, so please skip if you would prefer not to say.

-[LGBTQ3a 1] I've been feeling optimistic about the future

-[LGBTQ3a_2] I've been feeling useful

-[LGBTQ3a 3] I've been feeling relaxed

-[LGBTQ3a 4] I've been dealing with problems well

-[LGBTQ3a_5] I've been thinking clearly

-[LGBTQ3a_6] I've been feeling close to other people

-[LGBTQ3a_7] I've been able to make up my own mind about things

<1> None of the time

<2> Rarely

<3> Some of the time

<4> Often

<5> All of the time

Question type: Text

The following section includes a question about self-harm and suicidal thoughts. This topic may be upsetting and if you need support, please contact:

- The Samaritans (Call 116 123, Free 24/7), or
- <u>LGBTQ+ Switchboard</u> National LGBTQIA+ support line (Call 0800 0119 100, helpline open 10.00 22.00 every day)

These details will also be repeated at the end of the survey.

Base: All

Question type: **Grid** #row order: randomize

[LGBTQ4] Over the last 2 weeks, how often have you been bothered by any of the following problems?

This question is optional, so if there are any options you would prefer not to answer, you may leave those blank.

-[LGBTQ4_1]	Little interest or pleasure in doing things
-[LGBTQ4_2]	Feeling down, depressed, or hopeless
-[LGBTQ4_3]	Trouble falling or staying asleep, or sleeping too much
-[LGBTQ4_4]	Feeling tired or having little energy
-[LGBTQ4_5]	Poor appetite or overeating
-[LGBTQ4_6]	Feeling bad about yourself or that you are a failure or have let yourself or your family down
-[LGBTQ4_7]	Trouble concentrating on things, such as reading the newspaper or watching television
-[LGBTQ4_8]	Moving or speaking so slowly that other people could have noticed. Or the opposite being so fidgety or restless that you have been moving around a lot more than usual
-[LGBTQ4_9]	Thoughts that you would be better off dead, or of hurting yourself
<1>	Not at all
<2>	Several days
<3>	More than half the days
<4>	Nearly everyday

Base: All

Question type: Scale

[LGBTQ5] On a scale of 1 to 5, how comfortable do you feel being an LGBTQ+ person in Great Britain? If you would prefer not to answer, a 'prefer not to say' option is provided.

Range: Not at all comfortable 1 ~ 5 Very comfortable

Prefer not to say

Base: All

-1-

<97>

Question type: Single

[LGBTQ6] Do you ever avoid being open about your **sexual orientation** for fear of a negative reaction from others?

<1>	All the time/always
<2>	Often
<3>	Sometimes
<4>	Rarely
<5>	Never
<99>	Does not apply to me
<98>	Don't know

All the time a lebucation

Prefer not to say

Base: All who avoid being open about sexual orientation

Question type: **Multiple** #row order: randomize #Question display logic:

If [LGBTQ6] - All the time/always or Often or Sometimes or Rarely, is selected [if LGBTQ6 in [1,2,3,4]]

[LGBTQ7] Where do you avoid being open about your sexual orientation for fear of a negative reaction from others? Please tick all that apply.

<1>	At home	<7>	At sports clubs or other
			fitness/leisure facilities
<2>	In my neighbourhood	<8>	In the park
<3>	At my school or educational institution	<9 fixed>	On the street or in any other outdoor public places

<4>	In my workplace	<10 fixed>	In any other public premises or buildings
<5>	In cafés, restaurants, pubs or clubs	<95 fixed>	Other (open [LGBTQ7_other]) [open]
<6>	On public transport	<97 fixed xor>	Prefer not to say

Base: All

Question type: Single

[LGBTQ8] Do you ever avoid expressing your **gender identity** for fear of a negative reaction from others (for example, through your physical appearance or clothing, or voice, or pronouns used to refer to yourself)?

<1>	All the time/always
<2>	Often
<3>	Sometimes
<4>	Rarely
<5>	Never
<99>	Does not apply to me
<98>	Don't know
<97>	Prefer not to say

Base: All who avoid being open about sexual orientation

Question type: **Multiple** #row order: randomize #Question display logic:

If [LGBTQ8] - All the time/always or Often or Sometimes or Rarely, is selected [if LGBTQ8 in [1,2,3,4]]

[LGBTQ9] Where do you avoid expressing your gender identity for fear of a negative reaction from others? Please tick all that apply.

<1>	At home	<7>	At sports clubs or other
			fitness/leisure facilities
<2>	In my neighbourhood	<8>	In the park

<3>	At my school or educational institution	<9 fixed>	On the street or in any other outdoor public places
<4>	In my workplace	<10 fixed>	In any other public premises or buildings
<5>	In cafés, restaurants, pubs or clubs	<95 fixed>	Other (open [LGBTQ9_other]) [open]
<6>	On public transport	<97 fixed xor>	Prefer not to say

Question type: Text

The following series of questions asks about discrimination and harassment against LGBTQ+ people.

By discrimination we mean when somebody is treated less favourably than others because of ethnic origin, gender, gender identity, gender expression, sexual orientation, sex characteristics, race or skin colour, immigrant background or nationality, religion or belief, age, disability or for any other reason.

This topic may be upsetting and if you need support, please contact: <u>LGBTQ+ Switchboard</u> - National LGBTQIA+ support line (Call 0800 0119 100, helpline open 10.00 - 22.00 every day)

These details will be repeated at the end of the survey.

Please keep in mind that all your answers will remain anonymous.

Base: All

Question type: **Multiple** #row order: randomize

[LGBTQ10] During the last 12 months, have you personally felt discriminated against because of being LGBTQ+ in any of the following situations...? Please tick all that apply.

<1>	When looking for a job	<7>	At a shop or any other private business
<2>	At work	<8>	When showing your ID or any official document
<3>	When looking for a house or apartment to rent or buy (by people working in a public or private housing agency, by a landlord)	<9>	From government or an official administrative body

<4>	By healthcare or social services personnel (e.g. a receptionist, nurse or doctor, a social worker)	<95 fixed>	Other (open [LGBTQ10_other]) [open]
<5>	By school/university personnel (this could have happened to you as a student or as a parent)	<98 fixed xor>	Prefer not to say
<6>	At a café, restaurant or a nightclub	<99 fixed xor>	Not applicable - I have not felt personally discriminated against because of being LGBTQ+ in the last 12 months

Base: All who have felt discriminated against because of being LGBTQ+

Question type: **Multiple** #row order: randomize #Question display logic:

if not LGBTQ10.has_any([98,99])

[LGBTQ11] Thinking about the most recent incident, did you feel discriminated against for any other reason, besides being LGBTQ+? Please tick all that apply.

<1>	Ethnic origin or immigrant background
<2>	Sex
<3>	Skin colour
<4>	Age (open [LGBTQ11_age]) [open] Please expand, e.g. too young, too old
<5>	Religion or belief
<6>	Disability
<95 fixed>	Other (open [LGBTQ11_other]) [open]
<99 fixed xor>	None of these - I did not feel discriminated against for any other reason besides being LGBTQ+
<98 fixed xor>	Prefer not to say

Base: All

Question type: Multiple

[LGBTQ12] In the last 12 months, did you experience any of the following because you are LGBTQ+? Please tick all that apply.

<1>	Verbal harassment, insults or other hurtful comments	<8>	Online abuse
<2>	Physical harassment	<9>	Threat of online harassment or abuse
<3>	Physical violence	<10>	Someone disclosing that you are LGBTQ+ to others without your permission
<4>	Sexual harassment	<95 fixed>	Any other inappropriate comments or conduct not listed above (open [LGBTQ12_other]) [open] please specify
<5>	Sexual violence	<97 fixed xor>	Prefer not to say
<6>	Threat of physical or sexual harassment or violence	<99 fixed xor>	Not applicable - I have not experienced any of these
<7>	Online harassment		

Question type: Text

Base: All

Question type: **Multiple** #row order: randomize

[LGBTQ13] In the past 4 weeks, which of the following activities, if any, did you do? Please tick all that apply.

<1>	Spent time with friends and/or family	<9>	Do sports or exercise
<2>	Read for pleasure	<10>	Do arts or crafts
<3>	Listen to music	<11>	Play a musical instrument or
			make music

^{**}Moving on...**

<4>	Watch TV	<12>	Go to the cinema, theatre or music concerts
<5>	Eat out at restaurants	<13>	Visit museums or galleries
<6>	Go to pubs and/or bars and/or clubs	<14>	Attend religious service and/or place of worship
<7>	Do DIY or gardening	<99 fixed xor>	None of the above
<8>	Go shopping (to the high street or shopping centre)		

Question type: Text

Please use this image as reference for the next few questions.

Alcohol unit reference



Question type: Text

Alcohol unit reference



Base: All

Question type: Single

[LGBTQ14] How often do you have a drink containing alcohol?

<0>	Never
<1>	Monthly or less
<2>	2 to 4 times per month
<3>	2 to 3 times per week
<4>	4 or more times per week

Question type: Text

Alcohol unit reference



Base: All drinkers
Question type: Single

[LGBTQ15] How many units of alcohol do you drink on a typical _day_ when drinking? Please use the above guidance to complete your answer.

<0>	0 to 2
<1>	3 or 4
<2>	5 or 6
<3>	7 to 9
<4>	10 or more

Question type: Text

Alcohol unit reference



Base: All drinkers Question type: Single

[LGBTQ16] How often have you had 6 or more units on a single occasion in the last year? Again, please use the above guidance to complete your answer.

<1>	Daily or almost daily
<2>	Weekly
<3>	Monthly
<4>	Less than monthly

<5> Never

Base: All

Question type: Single

[LGBTQ17] Thinking about smoking tobacco (cigarettes, roll-ups or any other form of tobacco smoking), which of the following best describes you?

<1>	I smoke daily
<2>	I smoke occasionally
<3>	I used to smoke daily but do not smoke at all now
<4>	I used to smoke occasionally but do not smoke at all now
<5>	I have tried smoking but I don't smoke now
<6>	I have never smoked

Base: All who smoke daily/occasionally

Question type: Open

#integer Only #Question display logic:

If [LGBTQ17] - I smoke daily or I smoke occasionally, is selected [if LGBTQ17 in [1,2]]

[LGBTQ18] About how many times <u>per day</u> do you smoke cigarettes (or how many times per day do you use tobacco, if you do not smoke cigarettes), on average?

Range: 0 ~ 200

Base: All

Question type: Single

[LGBTQ19] For the next question, please remember that all your answers are anonymous.

In the last 12 months, have you taken drugs? Please exclude any drugs that were prescribed for you.

<1> Daily or almost daily

<2> Weekly

<3> Monthly

<4> Less than monthly

<5> Never

<6> Prefer not to say

Question type: Open

#any

[LGBTQ20] Do you have any comments that you would like to make regarding experiences or perceptions of gambling?

No comments

Question type: Open

#any

[LGBTQ21] Do you have any thoughts about what might protect against the impacts of gambling in LGBTQ+ communities?

No comments

Question type: Text

We'd now like to ask you some questions about yourself.

Question type: Pdl

[ethnicity_new] What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

<1>	English / Welsh / Scottish / Northern Irish / British	<11>	Bangladeshi
<2>	Irish	<12>	Chinese
<3>	Gypsy or Irish Traveller	<13>	Any other Asian background
<4>	Any other White background	<14>	African
<5>	White and Black Caribbean	<15>	Caribbean
<6>	White and Black African	<16>	Any other Black / African / Caribbean background
<7>	White and Asian	<17>	Arab
<8>	Any other Mixed / Multiple ethnic background	<18 fixed>	Any other ethnic group
<9>	Indian	<19 fixed>	Prefer not to say
<10>	Pakistani		

Question type: **PdI** #Question display logic:

if pdl.disability.last > months(6) and updated

[disability] Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

<1> Yes, limited a lot

<2> Yes, limited a little

<3> No

if pdl.mental_issues.last > months(3) and updated

[mental_issues] Which, if any, of the following types of mental illnesses/disorders have you been professionally diagnosed with? Please select all that apply.

<1>	Anger disorder (Intermittent Explosive Disorder)	<13>	Paranoid disorder
<2>	Anxiety disorder	<14>	Personality disorders
<3>	Attention Deficit Hyperactivity Disorder (ADHD)	<15>	Phobias
<4>	Autism spectrum disorder	<16>	Post-Traumatic Stress Disorder (PTSD)
<5>	Bipolar affective disorder	<17>	Schizophrenia spectrum
<6>	Body dysmorphic disorder	<18>	Other psychotic disorders
<7>	Depression (including postpartum depression)	<19>	Sexual disorders
<8>	Dissociative disorder	<20>	Stress disorder
<9>	Eating disorder	<21>	Substance abuse disorders
<10>	Impulse control disorder	<97 fixed>	Other mental disorders
<11>	Obsessive-Compulsive spectrum disorders	<96 fixed xor>	Prefer not to say
<12>	Panic disorder	<99 fixed xor>	Not applicable - I have not been diagnosed with any mental illnesses

Question type: **PdI** #Question display logic:

if pdl.profile_education_level.last > months(12) and updated

[profile_education_level] What is the highest educational or work-related qualification you have?

<1>	No formal qualifications	<11>	GCE A level or Higher Certificate
<2>	Youth training certificate/skillseekers	<12>	Scottish Higher Certificate

<3>	Recognised trade apprenticeship completed	<13>	Nursing qualification (e.g. SEN, SRN, SCM, RGN)
<4>	Clerical and commercial	<14>	Teaching qualification (not degree)
<5>	City & Guilds certificate	<15>	University diploma
<6>	City & Guilds certificate - advanced	<16>	University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
<7>	ONC	<17>	University or CNAA higher degree (e.g. M.Sc, Ph.D)
<8>	CSE grades 2-5	<18>	Other technical, professional or higher qualification
<9>	CSE grade 1, GCE O level, GCSE, School Certificate	<19>	Don't know
<10>	Scottish Ordinary/ Lower Certificate	<20>	Prefer not to say

Question type: **PdI** #Question display logic:

if pdl.profile_marital_stat.last > months(12) and updated

[profile_marital_stat] What is your marital status?

<7>	Civil Partnership
<4>	Divorced
<2>	Living as married
<1>	Married
<6>	Never married
<3>	Separated (after being married)
<5>	Widowed

Question type: **PdI** #Question display logic:

if pdl.profile_gross_household.last > months(12) and updated

[profile_gross_household] Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

<1>	under £5,000 per year	<10>	£45,000 to £49,999 per year
<2>	£5,000 to £9,999 per year	<11>	£50,000 to £59,999 per year
<3>	£10,000 to £14,999 per year	<12>	£60,000 to £69,999 per year
<4>	£15,000 to £19,999 per year	<13>	£70,000 to £99,999 per year
<5>	£20,000 to £24,999 per year	<14>	£100,000 to £149,999 per year
<6>	£25,000 to £29,999 per year	<15>	£150,000 and over
<7>	£30,000 to £34,999 per year	<16>	Don't know
<8>	£35,000 to £39,999 per year	<17>	Prefer not to answer
<9>	£40,000 to £44,999 per year		

Question type: **PdI** #Question display logic:

if pdl.profile_gross_personal.last > months(12) and updated

[profile_gross_personal] Gross PERSONAL income is an individual's total income received from all sources, including wages, salaries, or rents and before tax deductions...What is your gross personal income?

<1>	under £5,000 per year	<9>	£40,000 to £44,999 per year
<2>	£5,000 to £9,999 per year	<10>	£45,000 to £49,999 per year
<3>	£10,000 to £14,999 per year	<11>	£50,000 to £59,999 per year
<4>	£15,000 to £19,999 per year	<12>	£60,000 to £69,999 per year
<5>	£20,000 to £24,999 per year	<13>	£70,000 to £99,999 per year
<6>	£25,000 to £29,999 per year	<14>	£100,000 and over
<7>	£30,000 to £34,999 per year	<15>	Don't know
<8>	£35,000 to £39,999 per year	<16>	Prefer not to answer

Question type: **Pdl** #Question display logic:

if pdl.benefits_received_2017.last > months(6) and updated

[benefits_received_2017] Which, if any, of the following government benefits are you currently claiming?

<1>	Council tax benefit	<9>	Working tax credit
<2>	Disability benefit (e.g PIP, ESA, DLA)	<10>	Income support
<3>	Carers allowance	<11>	Pension credit
<4>	Attendance allowance	<12>	Jobseekers Allowance (JSA)
<5>	Housing benefit	<13>	Universal credit
<6>	Winter fuel allowance	<98 fixed	Prefer not to say
		xor>	
<7>	Child benefit	<99 fixed	None of these
		xor>	
<8>	Child tax credit		

Question type: **Pdl** #Question display logic:

if pdl.Omnibus_Parents.last > months(6) and updated

[Omnibus_Parents] Are you the parent/ guardian of children of any of the following ages? (Please select all that apply. If you do not have any children, please select the "Not applicable" option)

<1>	Under 6 months old	<12>	10 years old
<2>	Between 6 and 12 months old	<13>	11 years old
<3>	1 year old	<14>	12 years old
<4>	2 years old	<15>	13 years old
<5>	3 years old	<16>	14 years old
<6>	4 years old	<17>	15 years old
<7>	5 years old	<18>	16 years old
<8>	6 years old	<19>	17 years old
<9>	7 years old	<20>	18 years old
<10>	8 years old	<21>	Older than 18 years old

<11>	9 years old	<99 fixed Not applicable - I do not have	
		xor>	any children

Question type: **PdI** #Question display logic:

if pdl.profile_household_size.last > months(12) and updated

[profile_household_size] How many people, including yourself, are there in your household? Please include both adults and children.

<1>	1
<2>	2
<3>	3
<4>	4
<5>	5
<6>	6
<7>	7
<8>	8 or more

Question type: **PdI** #Question display logic:

<9>

<10>

if pdl.profile_household_children.last > months(12) and updated

Don't know

Prefer not to say

[profile_household_children] How many of the people in your household are under 18?

<1>	0
<2>	1
<3>	2
<4>	3
<5>	4
<6>	5 or more

<8> Don't know

<9> Prefer not to say

Question type: **PdI** #Question display logic:

if pdl.profile_work_stat.last > months(12) and updated

[profile_work_stat] Which of these applies to you?

<1> Working full time (30 or more hours per week)

<2> Working part time (8-29 hours a week)

<3> Working part time (Less than 8 hours a week)

<4> Full time student

<5> Retired

<6> Unemployed

<7> Not working

<8> Other

Question type: Text

YouGov and the University of Brighton are conducting an online community on the topic of gambling in LGBTQ+ communities. This research is being conducted on behalf of GambleAware.

The community will simply involve you logging into an online platform, at a time most convenient for you, to discuss the topic and complete various activities. This should take you no longer than 20 minutes per day. We will require you to log on across November and December 2024 to answer new questions each day.

If selected to take part in the online community, we would be delighted to offer you a £40 digital voucher for completing all of the questions, as a thank you for your time and feedback.

The community will be closed, meaning that you won't be able to see the responses from other people taking part and they won't be able to see your answers. YouGov and the University of Brighton research team will be able to see your answers and any images or videos you upload. You will be identified by a pseudonym.

On completion of the online community, YouGov and University of Brighton will share anonymous insights and quotes with GambleAware (and, if you agree, images/videos that you upload will be included in our report). GambleAware will publish this report, however, you **will not** be linked to insights that we share in the report. All responses will be destroyed within 1 year of the project's end.

If you are selected to take part and change your mind about participating, you can withdraw your consent by emailing the YouGov research team at researchconfirmation@yougov.com or University of Brighton team at LGBTQgambling@brighton.ac.uk

If you would like a reminder on YouGov's Privacy Policy and how your data is stored, you can view information here

You can view University of Brighton Privacy Policy and how your data is stored here

You can view GambleAware's Privacy Policy and how your data is stored here

Question type: Single

[available] Are you interested and available to take part in the online community across November and December 2024?

<1> Yes, I'm interested and available to take part

<2> No, I'm not available

Question type: Text

Thank you for your interest to take part in the community.

If you agree to take part in the community, we would also like you to upload a short video or audio recording of yourself, talking about gambling. Your video/audio recording will be edited with other videos/audio on the same topic to produce one thematic video that will be shared with our client, GambleAware, to be used across a range of media, including on their website and social media.

Please note that **no personal details would be attributed to your video or audio recording without your prior consent.** The only information that we will include in the film would be your age and region but if you feel more comfortable. We will use a pseudonym (fake name) instead your real name. Your contact details will remain confidential and will not be shared with any third parties. Please note that you may still be selected to take part in the community, even if you **do not** agree to have parts of your video to be used by GambleAware.

If you are selected to take part and change your mind about having the footage of your videos or audio recording used by GambleAware, you can withdraw your consent by emailing the YouGov research team at researchconfirmation@yougov.com or the University of Brighton research team at LGBTQ+gambling@brighton.ac.uk

Question type: Single

[video_audio_option] Are you happy to upload a video or audio recording during the community that will be published by GambleAware on their marketing platforms?

<1> Yes, I am willing to upload a video or audio recording and for it to be published by GambleAware on their marketing platforms

<2>

No, I am not willing to upload a video or audio recording and for it to be published by GambleAware on their marketing platforms

Question type: Text

In addition to the online community YouGov will be hosting online telephone/zoom interviews across November and December 2024 where a member of the YouGov team will ask you follow-up questions to some of the content covered in the community.

Please note that completion of an interview will receive an additional incentive of £40 issued as a retail voucher.

Attendance is not compulsory, and your willingness to take part in the interview will not impact whether you are selected for the online community.

If you are selected to take part and change your mind about participating in either part of this study, you can withdraw your consent at any time (before, during or after the online community) by emailing the YouGov research team at researchconfirmation@yougov.com or the University of Brighton team at: LGBTQ+gambling@brighton.ac.uk

Question type: Single

[interview] Are you interested in taking part in an interview? You will receive further details if you are selected.

<1> Yes, I am interested and will be available to take part in the interview

<2> No, I am not interested and/or available to take part

Question type: Text

THANK YOU for taking the time to complete this survey. You can check <u>GambLGBTQ+ | Gambling in LGBTQ+ communities (brighton.ac.uk)</u> to find future updates about our study findings. We expect to produce a summary report by October 2025.

Here is a list of support organisations. After you have closed the survey window, you will still be able to find these organisations by searching online or on our study's website (GambLGBTQ+ | Gambling in LGBTQ+ communities (brighton.ac.uk))

- <u>LGBTQ+ Switchboard</u> National LGBTQIA+ support line (Call 0800 0119 100, helpline open 10.00 22.00 every day)
- <u>Galop</u> Provides support to LGBTQ+ people who have experienced abuse and violence (Call 0800 999 5428)
- <u>Stonewall</u> Advocates for LGBTQ+ rights and offers resources and signposting to support services for those who gamble (Call 8000 50 2020).
- <u>GamCare</u> Provides National Gambling Helpline (Call 0808 8020133, Free 24/7). GamCare also provide online live chat and a WhatsApp chat with an adviser on 020 3031 8881. Advisers can provide information

about, or refer you to, other important services (like debt and financial advice services). Any conversation is confidential. GamCare are part of the National Gambling Treatment Service. They can link you with other gambling support if you need it.

- <u>Betknowmore UK</u> Provides support and education to address gambling-related issues, with awareness of the needs of LGBTQ+ individuals. (Email info@betknowmoreuk.org).
- The Samaritans Call 116 123, Free 24/7
- <u>MindOut</u> Provides LGBTQ+ counselling which is run by and for LGBTQ+ communities. Online support live chat available
- In an emergency, or if you or someone else is in danger, please dial 999.

Qualitative discussion guides

Cognitive interview discussion guide

LGBTQ+ study

Cognitive depth interviews

Fieldwork: August 2024

Introduction: 5 mins

- Thank you for agreeing to take part in this interview. My name is Lois/Jack/Evelina/Sophy and I work for YouGov (independent market research agency), and we've been commissioned to conduct some research into gambling among the LGBTQ+ population in partnership with the University of Brighton for GambleAware – a charity.
- The reason that we have asked you to take part in an interview is because we want you to help us to test some questions we'll be showing in a survey to YouGov members.
- Sometimes, before one of our surveys goes out to hundreds, or even thousands, of panellists, we need to test it with a handful of people to ensure that it makes sense, that they can understand the words that we are using in the questions, and that the language is neutral and balanced and not pushing you towards a certain response.
- We will not show you the whole survey but just some key questions.
- Please note that this interview will include you looking at questions related to: LGBTQ+ discrimination, gambling harms and drug use. However, we will not be asking for your personal responses to these survey questions, we are interested in whether or not the questions and answer options make sense to you. However, please do let me know if you feel uncomfortable at any point and wish to pause or stop the interview.
- We won't be using or sharing your responses to the survey questions shown to you today to any 3rd
 party as we are just testing their design, so rest assured there is no way of anyone identifying you from
 the answers you give.
- The summary report we will write for the University of Brighton (our research partner) and GambleAware (the client) after we conduct these interviews, will just focus on the design of the questions and how the survey can be improved. The report will be made anonymous and will not be published.

- We will be video recording the interview for internal analysis purposes only the <u>recording will not</u> be shared with our client or any other 3rd party. We will only share anonymised report with the University of Brighton and GambleAware.
- Do you have any questions before we begin?

Let's make a start, please can you introduce yourself, tell me your 1st name only, age and the region you live in.

Please open the link I have just posted in the chat, read the question and voice out your reactions to the question. For example, tell me about any parts which are easy or difficult to understand, and anything that isn't clear. I will ask some follow up questions and then I will ask you to move onto the next screen.

SURVEY LINK: XXXXXXXX

Questionnaire Review: 20-30 mins

Researcher to:

- Gain overall impressions of understanding, relevancy and clarity
- Probe specifically on any definitions provided and whether any definitions are missing
- Moderator note: Probe on 'unsure' and 'don't know' answers wherever relevant to check it is not due to them being confused by the question
- Moderator note: try to pick up on any hesitation and probe, observe verbal cues and body language

Probes for all questions:

- What is this question asking you?
- How does it make you feel e.g. confused, uncomfortable, upset, supported etc.
- Is the wording clear? Is there any ambiguity, if so where?
- Did you have to read the question more than once to understand it? (which questions)
- Are there any terms you're unfamiliar with / unable to define? Would you like these definitions to be added to the question?
- How do you find switching between topics / person the question is aimed at (e.g. for people that gamble versus people who do not gamble)? Would you like any extra introductory text anywhere?
- How do feel about the length of individual questions are there any that are too long?
- Does this feel appropriately sensitive?

Probes for answers:

- How easy or not was it to answer this question??
- Are any answer options missing? If so, what?
- Is the terminology used correct or not? Please provide examples

QUESTIONS TO TEST AND SPECIFIC PROBES - PEOPLE WHO GAMBLE

Q1. Which of the following best describes your sexual orientation?.

<1> Straight or Heterosexual

<2> Gay or lesbian

<3> Bisexual

<4> Different sexual orientation

<5> Prefer not to say

Note to moderator: general probing

Question type: **Single** #Question display logic:

if sexuality==4

Q2. [sexuality_followup] And which of the following best describes your sexual orientation?

<1> Asexual

<2> Pansexual

<3> Queer

<4> A different sexual orientation (open [othersexuality_open]) [open]

<97> Prefer not to say

Note to moderator: general probing and probing around answer options being split up across 2 different questions.

Question type: Single

Q4. Is the gender you identify with the same as your sex registered at birth?

<1> Yes

<2> No

<3> Prefer not to say

Note to moderator: general probing.

Question type: Single

Q5. Are you intersex and/or have a variation of sex characteristics (VSC)?

<1> Yes

<2> No

<3> Don't know

<4> Prefer not to say

Note to moderator: general probing.

Question type: Single

And which of the following best describes your gender identity?

<1> Trans man

<2> Trans woman

<3> Non-binary

<4> A different gender identity [open]

<5> Don't know

<6> Prefer not to say

Question type: Multiple

Q6. Which, if any, of these have you spent money on in the past 12 months? Please tick all that apply.

Note to moderator: Probe on whether similar activities should be grouped to improve readability; if all of the above option would be helpful; if anything should be made clearer (particularly if different gambling activities are easily distinguishable)

<1> Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online

<10>

Betting on horse or dog races – in person

<2>	Tickets for any other lottery, including charity lotteries	<11>	Betting on football – online
<3>	Scratch cards	<12>	Betting on football – in person
<4>	Gaming machines in a bookmakers	<13>	Betting on other sports – online
<5>	Fruit or slot machines	<14>	Betting on other sports – in person
<6>	Bingo (including online)	<18>	Loot boxes (e.g., paid for mystery prizes within video games) or gacha games
<7>	Gambling in a casino (any type)	<15>	Any other type of gambling (pease specify)
<16>	Online casino games (slot machine style, roulette, instant wins)	<99 xor>	None of the above
<17>	Online poker	<98 xor>	Don't know
<9>	Betting on horse or dog races – online		

Question type: Multiple

*If Q3 has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

Q7.

In the last 12 months, has your own gambling led you to seek help, support or information (whether online, in-person or by telephone) from any of the following? Please tick all that apply.

Note to moderator: General probing and probe if it might be good to have LGBTQ+ specific services included.

- <1> Mental health services
- <2> Food banks or other welfare organisations
- <3> Relationship counselling and support services
- <4> Gambling support services
- <5> LGBTQ+ specific support service
- <6> None of the above
- <7> Prefer not to say

[GMB6] For the following question, please imagine you are looking for help with quitting or reducing your gambling (even if you have already received help before).

Which, if any, of the following would you use for support, advice or treatment? Please tick all that apply.

Note to moderator: Explore the wording related to hypothetical use of services and thoughts of having LGBTQ+ specific services as a response option

<1>	GP or other primary health provider	<12>	Books, leaflets or other printed materials
<18>	Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face)	<13>	Websites (e.g. GambleAware, Citizen's Advice, GamCare)
<20>	Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face)	<14>	Online forum or group
<3>	Social worker, youth worker or support worker	<23>	National Gambling Helpline
<22>	National Gambling Support Network	<24>	Another telephone helpline
<21>	Other specialist gambling specific services (e.g. AnonyMind, Therapy Route, a rehabilitation centre)	<16>	Self-help apps or other self-help tools
<5>	Other addiction service (e.g. drug or alcohol)	<17>	Self-exclusion (e.g. blocking software or blocking bank transactions)
<8>	A support group (e.g. Gamblers Anonymous)	<25>	LGBTQ+ specific service
<19>	A faith group	<95 fixed>	Another source of support, advice or treatment (open [GMB6_open]) [open] please specify
<9>	Your spouse/partner	<99 fixed xor>	None of these
<10>	Friends or family members	<97 fixed xor>	Not applicable – I have not needed to cut down my gambling
<11>	Your employer		

Question type: Single

Q8. Which of the following best describes your current thoughts on your own gambling?

Note to moderator: General probing; probe specifically what they think about the answer options and if it would be helpful to include 'other – please specify'.

- <1> I want to quit gambling
- <2> I want to reduce my gambling, but not quit
- <3> I don't want to gamble any more or less than I do currently
- <4> I want to gamble more in the future

Question type: Grid

Q9. LGBTQ2 Please state to what extent you agree or disagree with the following statements...

Note to moderator: This is an important concept to measure. For item 2, also test the alternative phrase i.e. 'part of LGBTQ+ communities.' This will aid understanding on whether connection and belonging is perceived within specific LGBTQ+ groups/scenes, or within the singular idea of LGBTQ+ community.

- [1] I feel connected to other LGBTQ+ people.
- [2] I feel like I am a part of the LGBTQ+ community.
- [3] I feel that I could find information and pamphlets on LGBTQ+ issues.
- [4] I feel that I could find professional services for LGBTQ+ issues if I needed to.
- [5] I feel that I could find a public space that is supportive of LGBTQ+ activities.
- <1> Strongly disagree
- <2> Disagree
- <3> Neutral
- <4> Agree
- <5> Strongly agree

Question type: Scale

Q10. On a scale of 1 to 5, how comfortable do you feel being an LGBTQ+ person in Great Britain? If you would prefer not to answer, please leave blank.		
1 (not at all comfortable)		
2		
3		
4		
5 (very comfortable)		
Note to moderator: General probing; probe specifically on phrasing / terminology.		
Question type: Single		
Q11. Do you ever avoid being open about your sexual orientation for fear of a negative reaction from others?		
<1> Yes		
<2> No		
<3> Does not apply to me		
<4> Prefer not to say		
Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.		



If 1 in Q8	
Question type: Multiple	

Q12. Where do you avoid being open about your sexual orientation for fear of a negative reaction from others? Please tick all that apply.

- <1> At home
- <2> In my neighbourhood
- <3> At my school or educational institution
- <4> In my workplace
- <5> In cafés, restaurants, pubs or clubs
- <6> On public transport
- <7> At sports clubs or other fitness/leisure facilities
- <8> In the park
- <9> On the street or in any other outdoor public places
- <10> In any other public premises or buildings

<11> Other (please s	pecify):
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<12 xor> Prefer not to say

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Single

Q13. Do you ever avoid expressing your gender identity for fear of a negative reaction from others? For example, through your physical appearance or clothing.

- <1> Yes
- <2> No
- <3> Does not apply to me
- <4> Prefer not to say

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

*If 1 in Q10

Question type: Multiple

Q14. Where do you avoid expressing your gender identity (or your preferred gender) for fear of a negative reaction from others? Please tick all that apply.

- <1> At home
- <2> In my neighbourhood
- <3> At my school or educational institution
- <4> In my workplace
- <5> In cafés, restaurants, pubs or clubs
- <6> On public transport
- <7> At sports clubs or other fitness/leisure facilities
- <8> In the park
- <9> On the street or in any other outdoor public places
- <10> In any other public premises or buildings
- <11> Other (please specify):

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Multiple

Q15. During the last 12 months, have you personally felt discriminated against because of being LGBTQ+ in any of the following situations? Please tick all that apply.

- <1> When looking for a job
- <2> At work
- <3> When looking for a house or apartment to rent or buy (by people working in a public or private housing agency, by a landlord)
- <4> By healthcare or social services personnel (e.g. a receptionist, nurse or doctor, a social worker)
- <5> By school/university personnel. This could have happened to you as a student or as a parent
- <6> At a café, restaurant or a nightclub
- <7> At a shop or any other private business
- <8> When showing your ID or any official document that identities your sex
- <9> Other [open]
- <98xor> Prefer not to say
- <99xor> Not applicable I have not felt personally discriminated against because of being LGBTQ+ in the last 12 months

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Multiple

Q16. In the last 12 months, did you experience any of the following because you are LGBTQ+? Please tick all that apply.

<1> Verbal harassment, insults or other hurtful comments

- <2> Physical harassment or violence
- <3> Sexual harassment or violence
- <4> Threat of physical or sexual harassment or violence
- <5> Someone disclosing that you are LGBTQ+ to others without your permission
- <95xor> Any other inappropriate comments or conduct not listed above
- <96xor> Prefer not to say
- <99xor> Not applicable I have not experienced any of the following

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Single

Q17. In the last 12 months, have you taken drugs that were not prescribed for you or available at a chemist (pharmacy)?

Note to moderator: probe participant's interpretation of 'drugs that were not prescribed for them.' After, a spontaneous response, probe whether they understood this to be illegal drugs. If they didn't, how could it be better worded?

- <1> Daily or almost daily
- <2> Weekly
- <3> Monthly
- <4> Less than monthly
- <5> Never
- <6> Prefer not to say

Question type: Open

Q18. Do you have any comments about what might protect against gambling harms in LGBTQ+ communities?

Note to moderator: Probe on clarity.

End of questions

QUESTIONS TO TEST AND SPECIFIC PROBES – THOSE WHO DO NOT GAMBLE

Question type: Single

Q1. Which of the following best describes your sexual orientation?.

<1> Straight or heterosexual

<2> Gay or lesbian

<3> Bisexual

<4> Different sexual orientation

<5> Prefer not to say

Note to moderator: general probing.

Question type: **Single** #Question display logic:

if sexuality==4

Q2. [sexuality_followup] And which of the following best describes your sexual orientation? Please tick one.

<1> Asexual

<2> Pansexual

<3> Queer

<4> A different sexual orientation (open [othersexuality_open]) [open]

<98> Don't know

<97> Prefer not to say

Note to moderator: general probing, and probe on the fact that answer options are split up across 2 different questions

Question type: Single

Q4. Is the gender you identify with the same as your sex registered at birth? (This question is voluntary.)	
<1> Yes	
<2> No	
<3> Prefer not to say	
Note to moderator: general probing.	
Question type: Single	
Q5. Are you intersex and/or have a variation of sex characteristics (VSC)?	
<1> Yes	
<2> No	
<3> Don't know	
<4> Prefer not to say	
Note to moderator: general probing.	



Question type: Single
And which of the following best describes your gender identity?
<1> Trans man
<2> Trans woman
<3> Non-binary
<4> A different gender identity [open]
<5> Don't know
<6> Prefer not to say
Note to moderator: general probing.



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Question type: Multiple

Q6. Which, if any, of these have you spent money on in the past 12 months? Please tick all that apply.

Note to moderator: specifically probe on whether any of these options should be grouped, how helpful an 'all of the above' option would be, and how easily distinguishable the answer options are.

<1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<10>	Betting on horse or dog races – in person
<2>	Tickets for any other lottery, including charity lotteries	<11>	Betting on football – online
<3>	Scratch cards	<12>	Betting on football – in person
<4>	Gaming machines in a bookmakers	<13>	Betting on other sports – online
<5>	Fruit or slot machines	<14>	Betting on other sports – in person
<6>	Bingo (including online)	<18>	Loot boxes (e.g., paid for mystery prizes within video games) or gacha games

<7>	Gambling in a casino (any type)	<15>	Any other type of gambling (pease specify)
<16>	Online casino games (slot machine style, roulette, instant wins)	<99 xor>	None of the above
<17>	Online poker	<98 xor>	Don't know
<9>	Betting on horse or dog races – online		

Question type: Multiple

Q9 LGBTQ2. Please state to what extent you agree or disagree with the following statements...

Note to moderator: This is an important concept to measure. For item 2, also test the alternative phrase i.e. 'part of LGBTQ+ communities.' This will aid understanding on whether connection and belonging is perceived within specific LGBTQ+ groups/scenes, or within the singular idea of LGBTQ+ community.

- [1] I feel connected to other LGBTQ+ people.
- [2] I feel like I am a part of the LGBTQ+ community.
- [3] I feel that I could find information and pamphlets on LGBTQ+ issues.
- [4] I feel that I could find professional services for LGBTQ+ issues if I needed to.
- [5] I feel that I could find a public space that is supportive of LGBTQ+ activities.
- <1> Strongly disagree
- <2> Disagree
- <3> Neutral
- <4> Agree
- <5> Strongly agree

Question type: Scale

Q8. On a scale of 1 to 5, how comfortable do you feel being an LGBTQ+ person in Great Britain? If you would prefer not to answer, please leave blank.

1 (not at all comfortable)
2
3
4
5 (very comfortable)
Note to moderator: General probing; probe specifically on phrasing / terminology.
Question type: Single
Q9. Do you ever avoid being open about your sexual orientation for fear of a negative reaction from others?
<1> Yes
<2> No
<3> Does not apply to me
<4> Prefer not to say
Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.



*If 1 in Q8	

Question type: Multiple

Q10. Where do you avoid being open about your sexual orientation for fear of a negative reaction from others? Please tick all that apply.

<1> At home

<2> In my neighbourhood

<3> At my school or educational institution

<4> In my workplace

<5> In cafés, restaurants, pubs or clubs

<6> On public transport

<7> At sports clubs or other fitness/leisure facilities

<8> In the park

<9> On the street or in any other outdoor public places

<10> In any other public premises or buildings

<11> Other (please specify):

<12 xor> Prefer not to say

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Single

Q11. Do you ever avoid expressing your gender identity for fear of a negative reaction from others? For example, through your physical appearance or clothing.

<1> Yes

<2> No

<3> Does not apply to me

<4> Prefer not to say

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

*If 1 in Q10

Question type: Multiple

Q12. Where do you avoid expressing your gender identity (or your preferred gender) for fear of a negative reaction from others? (tick all that apply)

<1> At home

<2> In my neighbourhood

<3> At my school or educational institution

<4> In my workplace

<5> In cafés, restaurants, pubs or clubs

<6> On public transport

<7> At sports clubs or other fitness/leisure facilities

<8> In the park

<9> On the street or in any other outdoor public places

<10> In any other public premises or buildings

<11> Other (please specify):

<12 xor> Prefer not to say

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Grid

Q13. During the last 12 months, have you personally felt discriminated against because of being LGBTQ+ in any of the following situations? Please tick all that apply.

- <1> When looking for a job
- <2> At work
- <3> When looking for a house or apartment to rent or buy (by people working in a public or private housing agency, by a landlord)
- <4> By healthcare or social services personnel (e.g. a receptionist, nurse or doctor, a social worker)
- <5> By school/university personnel. This could have happened to you as a student or as a parent
- <6> At a café, restaurant or a nightclub
- <7> At a shop or any other private business
- <8> When showing your ID or any official document that identities your sex
- <9> Other
- <10 xor> Prefer not to say

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Multiple

Q14. In the past 12 months, did you experience any of the following because you are LGBTQ+? (tick all that apply)

- <1> Verbal harassment, insults or other hurtful comments
- <2> Physical harassment or violence
- <3> Sexual harassment or violence
- <4> Threat of physical or sexual harassment or violence
- <5> Someone disclosing that you are LGBTQ+ to others without your permission.
- <95xor> Any other inappropriate comments or conduct not listed above
- <96xor> Prefer not to say
- <97xor> Not applicable I have not experienced any of the following

Note to moderator: General probing; probe specifically on phrasing / terminology; answer options.

Question type: Single

Q15. In the last 12 months, have you taken drugs that were not prescribed for you or available at a chemist (pharmacy)?

Note to moderator: probe participant's interpretation of 'drugs that were not prescribed for them.' After, a spontaneous response, probe whether they understood this to be illegal drugs. If they didn't, how could it be better worded?

- <1> Daily or almost daily
- <2> Weekly
- <3> Monthly
- <4> Less than monthly
- <5> Never
- <6> Prefer not to say

Question type: Open

Q16. Do you have any comments about what might protect against gambling harms in LGBTQ+ communities?

Note to moderator: Probe on clarity.

End of questions

CONCLUSIONS (5-8 mins)

- Overall, how did you find the survey experience? Positive or negative, too personal, confusing, engaging, boring, interesting, relevant, irrelevant, insensitive etc.
- Are there any questions / topics missing? Which ones and why?
- Did you ever feel that any questions were repetitive/too similar? If so, which ones?
- How easy or demanding was it to complete this survey? Why do you say this?
- Did you ever feel that you wanted to go back and change some of your answers? If so, where /

why? Would that have made you answer the questionnaire differently?

• Overall, how could the survey be improved?

Thank you for your time and contributions during the interview. I will shortly send you an email with a list of support organisations.

Email text

Thank you for your time and contributions today. You can check Gambling in LGBTQ+ communities (brighton.ac.uk) to find updates about our study findings. We expect to produce a summary report by October 2025.

Here is a list of support organisations. After the interview, we will send the list of these organisations to you via email. You can also find these organisations by searching online or on our study's website [GambLGBTQ+ | Gambling in LGBTQ+ communities (brighton.ac.uk)

- <u>LGBTQ+ Switchboard</u> (national LGBTQIA+ support line) Helpline open 10.00-22.00 every day. Call 0800 0119 100
- Galop Provides support to LGBTQ+ people who have experienced abuse and violence Call 0800 999 5428
- <u>Stonewall</u> Advocates for LGBTQ+ rights and offers resources and signposting to support services for those who gamble - Call –8000 50 2020
- GamCare Provides National Gambling Helpline Free 24-7 0808 8020133. GamCare also provide
 online live chat and a WhatsApp chat with an adviser on 020 3031 8881. Advisers can provide
 information about, or refer you to, other important services (like debt and financial advice services). Any
 conversation is confidential. GamCare are part of the National Gambling Treatment Service. They can
 link you with other gambling support if you need it.
- <u>Betknowmore UK</u> Provides support and education to address gambling-related issues, with awareness of the needs of LGBTQ+ individuals. Email info@betknowmoreuk.org
- The Samaritans Call 116 123 Free 24/7
- <u>MindOut</u> Provides LGBTQ+ counselling which is run by and for LGBTQ+ communities. Online support live chat available
- In an emergency, or if you or someone else is in danger, please dial <u>999</u>.

Online community discussion guide

<u>GambLGBTQ+</u> Online Community Interactive Diaries Discussion Guide

Procedure

- The online community will be live from November 2024.
- The online interactive diaries with up to 55 LGBTQ+ people who gamble will involve 14 days of journaling, 4-6 days of additional tasks, and bespoke probes.
- The activities will take respondents about 20 minutes per day (over 14 days) respondents can log in any time each day which ensures their participation is flexible. Tasks can be completed at one go or over the course of each day, which is ideal for sensitive topics, where respondents may need to take short breaks.
- Respondents will be asked to complete a short journal task each day to capture any gambling behaviours, triggers, support accessed where relevant and associated emotions.
- Open questions and tasks (e.g. polls, fill the blank statements, sorting, ranking, and polls) will be asked on 4-5 of the days, covering respondents' wider associations and experiences of gambling, seeking help (if relevant), and impacts of gambling.
- As part of the tasks, respondents will be asked to upload a short video clip and/or images to help
 articulate their experiences if they feel comfortable doing so. Rich footage from approximately 10
 respondents will be edited into a short thematic film (3-7 mins) with key statistics.
- Skilled moderators will monitor the online diaries and ask bespoke probes where required. They will also send private messages to any respondent who requires additional technical or emotional support. All respondents will be signposted to relevant support services.
- The diaries can be observed in real time and observations integrated into automated word clouds and charts, split by key demographics e.g. age, gender, sexuality.
- The online home page will present a welcoming and informative appearance with a short video from the main moderator with clear tasks for participants set out per day. Anonymised data are shown to the research team within the diary platform via multimedia, word clouds and charts, allowing subsequent bespoke prompts to be issued.

Welcome Page

[Welcome + Instructions tile]

Show moderators' names and photos.

Hello and welcome to the online community! We are happy to have you join us. This project will be live from **Monday 18th November – Friday 29th November**, and you can access the website 24/7.

Over the course of the week, you'll need to log in each day and complete a set daily diary. Alongside that, on some days there will be an additional set of activities. These questions can be found in the 'Activities' tab and you can complete them at any point during the day. They must be completed in order, so you won't be able to move on to the next day until you have completed the questions from the previous day. This community is also set up to provide a break over the weekend if needed, with new activities uploaded on weekdays. However, you are free to log on and complete activities whenever you wish.

Keep an eye out for follow-up questions from the moderators on previous discussion days, and please remember that all discussions are **private**, **so other participants cannot see your posts** and you have been given a **pseudonym (fake name) so you cannot be personally identified.** Our client has access to this platform so can see your anonymised responses but cannot directly interact with you.

If you would like advice or support related to gambling or mental health, please see a list of support organisations outlined below:

- LGBTQ+ Switchboard (national LGBTQIA+ support line) Helpline open 10.00-22.00 every day. Call 0800 0119 100
- Galop Provides support to LGBTQ+ people who have experienced abuse and violence Call 0800 999
 5428
- Stonewall Advocates for LGBTQ+ rights and offers resources and signposting to support services for those who gamble - Call –8000 50 2020
- GamCare Provides National Gambling Helpline Free 24-7 0808 8020133. GamCare also provide online
 live chat and a WhatsApp chat with an adviser on 020 3031 8881. Advisers can provide information about,
 or refer you to, other important services (like debt and financial advice services). Any conversation is
 confidential. GamCare are part of the National Gambling Treatment Service. They can link you with other
 gambling support if you need it.
- Betknowmore UK Provides support and education to address gambling-related issues, with awareness of the needs of LGBTQ+ individuals. Email info@betknowmoreuk.org
- The Samaritans Call 116 123 Free 24/7
- MindOut Provides LGBTQ+ counselling which is run by and for LGBTQ+ communities. Online support live chat available
- Gamblers Anonymous:
 - England, Wales & Ulster https://gamblersanonymous.org.uk/
 - Scotland https://ga-scotland.org/
 - o Gamblers Anonymous National information line 0330 094 0322
- In an emergency, or if you or someone else is in danger, please dial 999.

Over the next couple of weeks, we hope to learn more about your everyday lives, hobbies, relationships and identities. Essentially, we're looking forward to hearing what makes you 'you.'

Alongside this, there will be a specific focus on the topic of gambling and gambling support, along with questions around issues such as discrimination and your experiences (if any) of that.

We understand these are sensitive topics, so **please be assured that this is a private forum** - other respondents cannot see your answers, only the research team can see and respond to you.

This is not a survey and there are no right or wrong answers. **We are looking for you to be as open and honest as possible with your entries**. The more you tell us, the more you will be helping us understand your experience and help others.

A full list of the topics planned are:

Week 1:

- Day 1 Attitudes towards gambling: Tuesday 19th November
- Day 2 Selfie video: Whenever you like!
- Day 3 Identity: Wednesday 20th November
- Day 4 Gambling harms: Thursday 21st November

Week 2:

- Day 5 Motivations and barriers: Monday 25th November
- Day 6 Support seeking: Wednesday 27th November
- Day 7 Gambling regulation and legislation: Friday 29th November

You can withdraw from the research process, or 'pause' your participation in the research process at <u>any point</u> throughout this online community. In order to do so, simply message a moderator 'RED' (meaning you would like to withdraw entirely from the research and cease all activity), or 'AMBER' (meaning you would like to temporarily pause your activity). You do not need to provide a reason, but you may choose to if you wish. Please note, if you have chosen 'AMBER', a moderator will message you the following day to check on your ability or intention to continue on with the research.

You can contact us (the moderators) by clicking the inbox icon in the upper right-hand corner of this website, or email lois.harmer@yougov.com, sophy.hinchcliffe@yougov.com, jane.rowe@yougov.com, evelina.bondareva@yougov.com or jane.rowe@yougov.com, evelina.bondareva@yougov.com or jane.rowe@yougov.com,

Do feel free to also reach out to us with any wider questions or for technical assistance.

Everyone who completes the discussion questions each day will receive a £90 online voucher. On the last day of the community you will have the chance to share your overall feedback and experiences on the community, as well as any other reflections you have on participating.

We really look forward to speaking with you!

Daily diary

[Prompt: Welcome to the diary] Welcome to the diary, which you will be asked to complete every day throughout the 14 days. Please complete your diary entry each day.

As part of your daily diary, we will be asking about the gambling activities you may have engaged with, the thoughts you may have had about gambling, how you feel about your gambling and gambling in general. By gambling we are referring to everything regulated by the Gambling Commission such as playing lotteries, betting, casino games, slot games, instant win games, bingo).

We are also interested in how you have been feeling towards support that you are receiving or thinking about accessing. Even if you haven't received any support, or thought about accessing any, we are still interested in your views about what would be most helpful for a range of people who gamble.

DAY 1 DIARY ONLY [Getting to know you]

[Text & Image] To start, please introduce yourself! Feel free to share as much detail about yourself as you'd like. Please note that you do not need to share your first name and you have been given a pseudonym (fake name) for the duration of the community. In the text box below please outline:

- What region of the country you live in
- Who lives with you (people and pets!),
- What keeps you busy (work, hobbies, etc.).
- What does a typical weekday look like for you?
- What does a typical weekend look like for you?

Feel free to upload some images that tell us a bit more about you and your day-to-day life - these images should not contain details that allow you or someone else to be identified i.e. they should be anonymous.

[Fill in the blanks - Getting to know you continued]

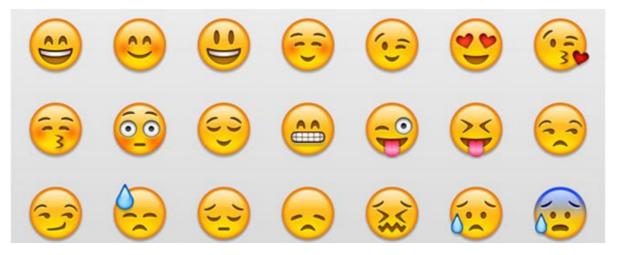
•	Some of the joys in my life are
•	Some of the pressures (or concerns) in my life are
•	My ambitions for the future are
•	I feel about my own future
•	I feel about the future in general

The most important thing in my life at the moment is

[Fill in the blanks - Relationships]

•	When I am feel	ing low or have a problem I go to	This is because	
•	I feel	with the relationships I currently hav	e in my life. This is because	
•	I feel	with the available support I have in r	ny life. This is because	

[Image marker - Finances]

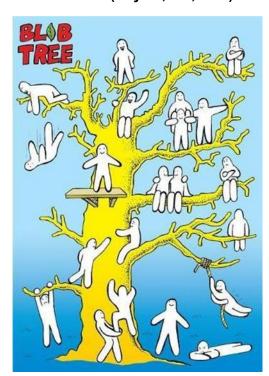


Please select the emojis which represent how you currently feel about your finances, then please tell us why you selected them, being as open as you feel comfortable being.

Text – finances continued]

- Why did you choose those particular emojis?
- What are your current financial goals?
- What are some challenges when it comes to your finances (if any)?
- What impact (if any) does gambling have on your finances?

DAILY DIARY (Days 2, 4-6, 8-12) - GAMBLERS ONLY



If this is the tree of life, please select one of the 'blob people' which represents how you're feeling today. Then please tell us why you selected this person, and where on the tree of life would you ideally like to be and why, being as open as you feel comfortable being.

[Text] Is there anything on your mind today – e.g. that you're worried about, or happy about?

[Text: General well-being and gambling] Has gambling had any impact on how you are feeling today? If so, why?

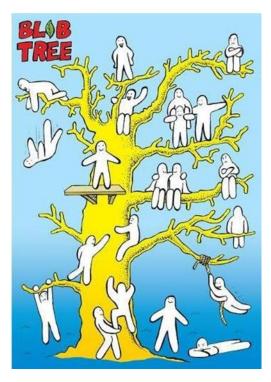
[Text: Gambling attitudes and behaviour] In general, how did you feel about gambling today? If you <u>did</u> any gambling activities, please tell us how you felt before gambling, and after.

Within your answer please could you share with us:

- What prompted you to gamble?
- Where were you?
- Who you were with?
- What gambling activities did you take part in?
- How did you feel when you were gambling?
- How much money/time did you spend on gambling?
- How did you feel about it afterwards?
- What, if anything, would you ideally like to do instead of gambling?

If you <u>did not</u> do any gambling activities, please tell us how you felt about it and if you had to do anything to stop yourself from gambling.

DAILY DIARY (Days 2, 4-6, 8-12) - AFFECTED OTHERS ONLY



If this is the tree of life, please select one of the 'blob people' which represents how you're feeling today. Then please tell us why you selected this person, and where on the tree of life you would ideally like to be and why, being as open as you feel comfortable being.

[Text] Is there anything on your mind today – e.g. that you're worried about, or happy about?

[Text] What challenges, if any, are you facing with somebody else's gambling?

[Text: General well-being and gambling] Has somebody else's gambling had any impact on how you are feeling today? If so, why?

[Text] If somebody you know <u>did not</u> do any gambling activities, please tell us how you felt about it and if you had to do anything to stop them from gambling.

DIARY TASK - DAYS 3, 7 and 13 - GAMBLERS AND AFFECTED OTHERS

Optional [Text & Image: Gambling Support] Did you talk to anyone about your gambling today, or reach out for advice, tools or support for your gambling, or someone else's gambling? This could be formal support such as speaking to a professional or helpline, or it could be looking up information online or receiving support from friends and family. Please include **any** personal actions or anything else that helps you when it comes to gambling.

Within your answer please could you share with us:

- What prompted you to do this?
- What advice, tools and/or support did you reach out to?
- How did it go?
- How could it have been better?
- How did you feel about it afterwards?
- What are your next steps?

[Prompt] We are really interested to know why you reached out for support and what it was. Please upload any images from the support you were looking at that impacted you.

You only need to ask these questions if you have sought support, if not feel free to answer N/A as your response.

[Text: Gambling Support feelings and thoughts] How did you feel at the time and after, when thinking about support or reaching out for support?

[Text: Gambling Experience] How was the support experience? Is this something you feel you will continue with? If so, why? If not, why not?

[Text: Gambling Experience] If your experience was negative, have you thought about going elsewhere? Was there something you wanted from the support that you didn't get? If so what was it?

[Text] If you have never reached out for support or talked to anyone about your gambling, why is that? Have you ever gotten close to reaching out for support, and then decided not to?

Attitudes towards gambling

Gamblers only

[Prompt: Welcome to the first day questions]

Hello and welcome to the online community, today we're going to be talking about your attitudes towards gambling and any thoughts you've had around reducing / stopping.

Please keep an eye out for follow-up questions from the moderators on previous discussion days. Just as reminder, this is a private community and other participants cannot see your comments, only members of the research team can view these. Anything you share with us will stay anonymous and be used only for the purpose of this research.

Click "Continue" below when you're ready to get started! If you are not ready to complete today's activities, you have the option to come and complete the tasks later or check in with your designated moderator using the traffic-light system (details of this are listed on the homepage).

[Text + Image] What associations, words and images come to mind when you think about gambling? Feel free to upload any images but please explain why you associate this image with gambling. (Remember to exclude any faces, names or any identifiable information)

[Text] What is your main type of gambling you gamble on? Why do you prefer this type of gambling over others?

[Fill the blanks – multiple lines] Please fill in the sentences below based on your views and experiences. If a statement is not applicable to you, please enter 'N/A' or 'Don't know' if you do not know how to answer it.

•	Gambling makes me feel	
•	My friends / family feel	about my gambling

•	The main challenges that I face with my gambling are
•	I try to manage my gambling by
•	My goals when it comes to gambling are

[Image review and text]

We'd like you to create a timeline to better understand your journey of gambling.

Please use the 'pin' tool to indicate the date and describe the key moments in your journey with gambling. This could include the first time you gambled, issues you may have experienced, relevant life events, or support received. Please include as many of the key moments as possible.

Past	Present	Future

[Fill the blanks – multiple lines] Please fill in the sentences below based on your views and experiences. If a statement is not applicable to you, please enter 'N/A' or 'Don't know' if you do not know how to answer it.

	What motivates me to gamble is	
•	I often gamble when	
•	I avoid gambling when	

I avoid gambling when ______.I would ______ gambling, if ______.

[Sort and rank] Thinking about the factors that motivate you to gamble, we would like you to sort these cards and allocate them to the categories based on whether they motivate **you** to gamble or not.

Please explain your selections in the text box.

Factors:

- Social reasons (e.g., having friends who gamble)
- Not having enough money
- Winning big
- A way of making more money
- It's fun / exciting
- Enjoying the game or the gamble
- To pass the time
- Part of the routine
- To relax
- To relieve tension / forget about worries
- To make me feel better when I am in a bad mood

Categories:

- Motivates me to gamble
- Does not motivate me to gamble
- Don't know / not applicable

[text] In the previous task, there was the following reasons listed for why someone might be motivated to gamble (e.g. Social reasons, not having enough money, to win big, a way of making more money, it's fun / exciting, enjoying the game or the gamble, to pass the time, part of the routine).

Do any other reasons come to mind for why you personally gamble? If you can't think of any additional reasons, please list any other reasons why you think other people may gamble.

[Text] Please fill in the blanks.
Have you ever made any changes to your gambling? If so, what changes did you make and why? If not, why?
·
Have you ever considered reducing or stopping gambling? Why?
If you have considered reducing or stopping your gambling, did you take any actions? If so, what actions did you take and how effective were they? If not, why?
What changes, if any, would you like to make to your gambling in the future and why?

[Prompt] Thank you for your openness and honesty today.

If you would like advice or support related to gambling or mental health, please see a list of support organisations outlined below:

- LGBTQ+ Switchboard (national LGBTQIA+ support line) Helpline open 10.00-22.00 every day. Call 0800 0119 100
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- In an emergency, or if you or someone else is in danger, please dial 999.

Selfie video

Gamblers only

[Prompt] Hello and welcome to today's discussion. Today we would like you to create a selfie video and upload it to the platform.

Please keep an eye out for follow-up questions from the moderators on previous discussion days. Just as reminder, this is a private community and other participants cannot see your comments, only members of the research team can view these. Anything you share with us will stay anonymous and be used only for the purpose of this research.

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KEEP OPEN [Multimedia: Selfie-video] Today we would like you to create a selfie video and upload it to the platform. Within the video we would like you to talk about the following: your relationship with gambling at the moment, any impacts that gambling has on your life, and what connections your gambling has (if any) with your LGBTQ+ identity.

Below you can find instructions on how to film your video. Please take your time to make the video, you can upload it at anytime during the next few days, until the end of the community on Friday 29th November.

What is a 'Selfie video'?

A 'Selfie' is a self-recorded video filmed on your device (i.e. mobile phone, tablet) and will include a headshot of yourself speaking. However, if you don't want to submit a video, you can record a voice recording, without the image.

How will the 'Selfie video' be used?

The videos you upload may be used as part of a short edited short video of the lived experience of gambling and gambling harms for LGBTQ+ communities. The short video may be shared with GambleAware and shared on their website and social media platforms.

How long should my 'Selfie' be?

We'd like you to send us a short video – it only has to be 3 – 5 minutes long. Please record and upload your video in multiple sections if possible, as smaller file sizes work best when uploading.

Tips on creating the perfect 'Selfie'

To get the perfect 'Selfie' please think about the following:

The environment: Please film your video in an area that is well lit and relatively quiet (with the TV turned off). If you've got an interesting background it may be an idea to film yourself in front of that.

Please shoot your selfie in landscape, i.e. as below:



In your responses, please answer using the question wording. For example 'I would describe my current relationship with gambling as.....'

When you're ready to start videoing your answers, press 'next' and you will receive the option to upload a video for each question.

Do reach out to a moderator if you have any questions.

Please see below for the questions.

- What words or emotions come to mind when you think about how gambling makes you feel? Please
 answer in the format of 'when I think about how gambling makes me feel, the following words come to
 mind...'
- Please describe your current relationship with gambling i.e. how often you gamble, how much you spend and what types of gambling you do.

- Please tell us why you gamble i.e. what you are looking to achieve or get out of the experience. Are there certain times or moods where you might be more inclined to gamble?
- What impacts, if any, does gambling have on your life? This could be anything from impacting your relationships to your ability to pay for other things.
- You mentioned in the recruitment survey that you are LGBTQ+. This can sometimes come with its own
 unique challenges, such as stigma and discrimination or challenges in relationships. Have you ever
 gambled as a direct result of any challenges experienced by being LGBTQ+? If you have and you feel
 comfortable sharing, please reflect on an example that comes to mind.

[FOR PROGRAMMING PURPOSES]

Video task 1:

• What words or emotions come to mind when you think about how gambling makes you feel? Please answer in the format of 'when I think about how gambling makes me feel, the following words come to mind...'

Video task 2:

• Please describe your current relationship with gambling – i.e. how often you gamble, how much you spend and what types of gambling you do.

Video task 3:

• Please tell us why you gamble – i.e. what you are looking to achieve or get out of the experience. Are there certain times or moods where you might be more inclined to gamble?

Video task 4:

 What impacts, if any, does gambling have on your life? This could be anything from impacting your relationships to your ability to pay for other things.

Video task 5:

You mentioned in the recruitment survey that you are LGBTQ+. This can sometimes come with its own
unique challenges, such as stigma and discrimination or challenges in relationships. Have you ever
gambled as a direct result of any challenges experienced by being LGBTQ+? If you have and you feel
comfortable sharing, please reflect on an example that comes to mind.

Video task 6:

• We'd like you to think about what the 'ideal' gambling support would look like. What words would you use to describe it?

[Prompt] Thank you for your openness and honesty today. Please click "Submit" below to make sure we receive your responses.

Please remember that if you change your mind about having the footage of your videos used by GambleAware after submitting them, you can withdraw your consent by emailing the YouGov research team at researchconfirmation@yougov.com or University of Brighton research team at LGBTQ+gambling@brighton.ac.uk within 30 days of submitting your video.

Don't forget to log back in to continue your diaries, the next discussion will be on Day X of the project!

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Identity and discrimination

[Prompt] Welcome to today's discussion, which will include questions related to gambling, as well as identity and sharing experiences of stigma and discrimination that you may have experienced.

Please keep an eye out for follow-up questions from the moderators on previous discussion days. Just as reminder, this is a private community and other participants cannot see your comments, only members of the research team can view these. Anything you share with us will stay anonymous and be used only for the purpose of this research.

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[Text] In the survey, you mentioned that you identify as LGBTQ+. How open is the UK society towards LGBTQ+ people in general, in your view?

[Fill the blanks – multiple lines] Thinking broadly about the perceptions about LGBTQ+ communities in the UK, how do you think the following groups view people who identify as LGBTQ+.

I believe that the national government view people who identify as LGBTQ+ as	
[]. I think this because [].	
I believe that the media view people who identify as LGBTQ+ as []. I think this
because [].	
I believe that the general public view people who identify as LGBTQ+ as []. l
think this because [].	
I believe that health care professionals who identify as LGBTQ+ as []. I think
this because [].	
I believe that my friends view people who identify as LGBTQ+ as []. I think this
because [].	
I believe that my family view people who identify as LGBTQ+ as []. I think this
because [].	
I believe that charities view people who identify as LGBTQ+ as []. I think this
because [].	
	I believe that the media view people who identify as LGBTQ+ as [

[Image review] On a scale of 1-10, with 1 being 'not at all safe', and 10 being 'very safe', how safe do you feel when it comes to expressing your LGBTQ+ identity in the UK? Please tell us what number you chose and why.

[Text] Thinking about how safe you feel when it comes to expressing your LGBTQ+ identity, are there any environments where you feel safer than in others? If so, which ones and why?

[Sort and rank] I'd now like you to group these different sexualities and gender identities into the cards below. Organise the sexualities and gender identities according to which ones you feel receive high levels of stigma and low levels of stigma.

Please note, for this question we are defining stigma as: a set of negative and often unfair beliefs that a society or group of people have about something, sometimes resulting in negative/adverse treatment or discrimination.

Cards (sexualities and gender identities):

- Being bisexual
- Being queer
- Being gay
- Being lesbian
- Being gender fluid
- Being intersex
- Being asexual
- Being pansexual
- Being straight or heterosexual
- Being a trans man
- Being a trans woman

Groups:

- Receive high levels of stigma and discrimination.
- Receive low levels of stigma and discrimination.

[Text - routed to those who have experienced stigma/discrimination]

In our recent survey, you mentioned that you had faced stigma and/or discrimination related to being LGBTQ+. I'd like you to imagine that you are describing the stigma and discrimination that you've faced to a trusted person, or even are writing in a personal diary about it. Within your answer, please address the following questions:

- What was the context of what happened? Where did the stigma or discrimination come from (e.g. a family member, friend, employer, GP, support worker etc)
- What words or emotions best represent your feelings about the situation? (E.g. surprise, disappointment, isolation, anger, upset)
- What was the impact of this stigma and/or discrimination?
- What was the outcome of this incident? Did you receive a resolution for this situation? Did you receive any form of support elsewhere?
- What do you think could have helped in this scenario?

your background influence your gambling?

• What, if anything, do you think is most effective in protecting you against discrimination?

[Fill the blanks – multiple lines]

The following question is on LGBTQ+ gambling. Whilst being LGBTQ+ and taking part in gambling may seem like two quite unique and separate problems, recent research has shown that a significant minority of LGBTQ+ people are at risk of gambling-related harms.

If you feel that any of the questions do not apply to you, please write 'N/A' in the box and move on.

Thinking about the impacts your LGBTQ+ identity may have / have had on your gambling, please answer the following questions:

1113 VV	mswer the following questions.		
•	Have any challenges due to being LGBTQ+ triggered you to gamble? If so, please tell us how and why.		
•	In your view, do you think there are any differences in how the wider LGBTQ+ community perceive your gambling versus how other people who do not identify as LGBTQ+ perceive it?		
•	How open, if at all, do you feel about your gambling among other LGBTQ+ people / wider LGBTQ+ community? Why?		
•	Thinking about the wider LGBTQ+ community and the topic of gambling, is there anything you would like to see more / less of? If so, what and why?		
•	Do you feel as though your LGBTQ+ identity or any other intersecting factors related to your identity or		

[Prompt] Thank you for your openness and honesty today. Please click "Submit" below to make sure we receive your responses.

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Gambling harms and protective factors

[Prompt] Welcome to today's discussion, which will include questions related to your current gambling, other habits, and gambling harms.

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[Poll] Which, if any, of the following do you do on a regular basis?

- Smoking
- Drinking alcohol
- None of the above

The questions below will be routed based on their responses.

[Image review + text] On a scale of 1-10, with 1 being 'not at all happy', and 10 being 'very happy', how happy do you feel about your current levels of alcohol consumption? Please use the text box to tell us why.

[Image review + text] Looking at the image below, on average, how many units do of alcohol do you consume per week? Please use the text box to write your answer. It can be tricky to calculate this, so please give the closest answer you can – but do not worry about it being 100% accurate.

Alcohol unit reference



[Text] Have you experienced any negative impacts as a result of your alcohol consumption? If so, what?

[Image review + text] On a scale of 1-10, with 1 being 'not at all happy', and 10 being 'very happy', how happy do you feel about your current levels of smoking? Please use the text box to tell us why.

[Text] Have you experienced any negative impacts as a result of your smoking? If so, what?

[Text] Did any other habits (e.g., alcohol consumption, smoking, substance misuse) ever have an influence or an effect on your gambling? If so, please tell us which habits and why.

[Image review + text] On a scale of 1-10, with 1 being 'not at all happy', and 10 being 'very happy', how happy do you feel about your current levels of gambling? Please use the text box to tell us why.

[Text] Have you experienced any negative impacts as a result of your gambling? If so, what?

[Sort and rank] Thinking about the impacts you have experienced as a result of gambling; we would like you to sort these cards and allocate them to the categories based on whether you have experienced them or not.

Please explain your selections in the text box.

Factors:

- · Betting more than you could really afford to lose
- Borrowing money for gambling
- Selling belongings to get money to gamble
- Financial problems (e.g., losing money due to gambling)
- Relationship problems
- Problems with work / studies
- Mental health problems (e.g., stress, anxiety, depression)
- Feelings of guilt

Categories:

- I am currently experiencing this
- I have experienced this in the past
- I have never experienced it
- Don't know / not applicable

[Text] Thinking about any negative impact that you experienced as a result of your gambling, how did you manage these impacts, if at all?

[Image review + text] On a scale of 1-10, with 1 being 'not good at all', and 10 being 'very good', how would you describe your mental health recently? Please use the text box to tell us why.

[Sort and rank] Thinking about what could protect someone against gambling-related problems or harms, we would like you to sort these cards and allocate them to the relevant categories.

Please explain your selections in the text box.

Cards:

Availability of LGBTQ+ specific support services

- Sense of belonging to the wider LGBTQ+ community
- Sense of belonging to the wider social networks (e.g., local community, groups of interest)
- Having access to community organisations / events / resources
- Strong social support (e.g., family, friendships groups, community, etc.)
- Feeling accepted by family, friends and elders.
- Feeling safe in my local community.
- Feeling connected to others and/or social networks.
- Having legal protection based on my sexual orientation and/or gender identity.
- Anti-discrimination policies in public, education or the workplace.
- Being able to self-exclude from gambling sites and/or venues.

Categories:

- Would be helpful in protecting against gambling-related problems and harms
- Would not be helpful in protecting against gambling-related problems and harms
- Don't know

[Text] What else, if anything, do you think would be helpful or that you would like to see in place, when it comes to protecting someone against gambling-related problems or harms?

Affected others section

[Prompt] In the survey, you mentioned that you have been affected by someone in your life who gambles. In this section, we would like to ask you some questions about the effects that you have experienced as a result of that person's gambling.

[Poll] Please select the person whose gambling you have been affected by:

- Partner / spouse
- Parent
- Grandparent
- Sibling
- Child
- Friend
- Work colleague
- Neighbour
- Other, please state

[Fill the blanks – multiple lines] We'd now like to ask you about the impacts that the person's gambling has had on you. Please answer the following questions.

How did you learn about the person's gambling?

What did you feel after learning about the person's gambling?	
What impact did their gambling have on you?	
Does their gambling have an impact on your day-to-day life? If so, in wh	nat ways?

[Sort and rank] Thinking about the impacts you have experienced as a result of the person's gambling, please sort these cards and allocate them to the relevant categories.

Impacts:

- Financial problems
- Relationship issues
- Communication issues
- Less quality time spent together
- Impact on your well-being e.g., anxiety
- Impact on your mental health e.g., depression
- Anger towards them
- Trust issues
- Physical / violence

Categories:

- Experienced
- Did not experience
- Don't know

[Prompt] Thank you for your openness and honesty today. Please click "Submit" below to make sure we receive your responses.

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Motivations and barriers

[Prompt] Welcome to today's discussion, which will include questions related to your current gambling, other habits, and gambling harms.

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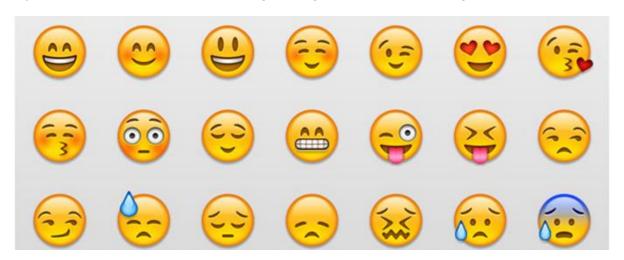
Click "Continue" below when you're ready to get started! If you are not ready to complete today's activities, you have the option to come and complete the tasks later or check in with your designated moderator using the traffic-light system (details of this are listed on the homepage).

[Fill the blanks – multiple lines] Please fill in the sentences below based on your views and experiences. If a statement is not applicable to you, please enter 'N/A' or 'Don't know' if you do not know how to answer it.

•	I currently feel towards getting support or reducing my gambling because
•	would motivate me to reduce / stop my gambling.
•	The no. 1 benefit of reducing / stopping my gambling would be
•	The no.1 drawback of reducing / stopping my gambling would be
	

[Image review and text] What has been your experience of trying to stop or reduce gambling? Please select emojis which represent how you feel about your journey of trying to stop or reduce gambling and explain why.

If you have not tried to stop or reduce gambling, please mark the image with a cross.



[Fill in the blanks – multiple lines] Please fill in the blanks. If a question is not applicable to you, please enter 'N/A' or 'Don't know' if you do not know how to answer it.

•	If you have/had decided to reduce or seek support for your gambling, what was your main motivation for doing so?
•	Was there a specific moment or event or change in your life that prompted you to reduce or quit gambling, if so, what was it?
•	Why was this important that you changed your gambling at this point?
•	If you were motivated to cut down on the money you spend on gambling, why did you want/need to save the money?
•	If you were motivated to reduce the time you spend on gambling, why did you want/need to save the time? (i.e., what else would you prefer to spend your time on)
•	Have you experienced any barriers which have affected your efforts to stop or reduce gambling?
•	Has your LGBTQ+ identity or any other intersecting factors ever had any impacts on your choice to reduce or stop your gambling? If so, how and why?
•	Have you ever experienced any barriers when it comes to stopping or reducing your gambling that you feel were linked to your LGBTQ+ identity or any other intersecting factors? If so, how and why?

[Fill in the blanks + Multiple lines] Please fill in the blanks. If a question is not applicable to you, please enter 'N/A' or 'Don't know' if you do not know how to answer it.

- What have been the most effective ways that have helped you to stop / reduce gambling?
- Are there types of gambling that you feel have a more negative impact on you personally than others?
 Why? ________.
- When it comes to reducing or stopping gambling, are there types of gambling that you would want to reduce or stop more than others? If so, why?
- Thinking about the future, what would be the key thing / a combination of things that would help you in your journey to try to stop or reduce gambling?

[Text] If you are looking to or have reduced or stopped gambling, how do you judge success? What are the main measures for you? What have you done that made you more/less successful?

[Prompt] Thank you for your openness and honesty today. Please click "Submit" below to make sure we receive your responses.

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 - o Gamblers Anonymous National information line 0330 094 0322
- In an emergency, or if you or someone else is in danger, please dial 999.

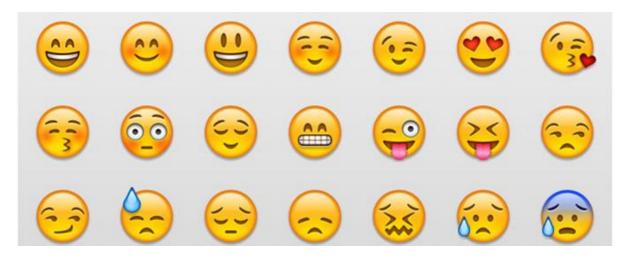
Support seeking

[Prompt] Welcome to today's discussion, which will include questions related to your current gambling, other habits, and gambling harms.

Please keep an eye out for follow-up questions from the moderators on previous discussion days. Just as reminder, this is a private community and other participants cannot see your comments, only members of the research team can view these. Anything you share with us will stay anonymous and be used only for the purpose of this research.

Click "Continue" below when you're ready to get started! If you are not ready to complete today's activities, you have the option to come and complete the tasks later or check in with your designated moderator using the traffic-light system (details of this are listed on the homepage).

[Image review and text] How does the idea of seeking support for yours/someone else's gambling make you feel? Please select emojis which represent how you feel about talking about gambling or reaching out for support with gambling and explain why.



[Fill the blanks – multiple lines] We would like you to think about where (if anywhere) you currently get support and advice for your gambling or someone else's. This could be from your GP, friends, family, charities, community, organisations, etc. Please fill out the below with as much detail as possible. If a statement is not applicable to you, please enter 'N/A' or 'Don't know' if you do not know how to answer it.

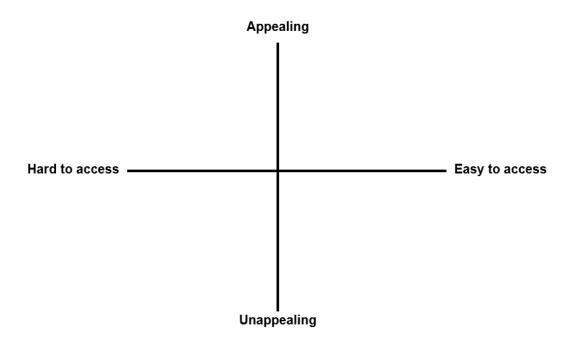
First, I would go to [] if I need everyday support for my gambling because []
I would talk to [] if I am at crisis point because []
I trust [] the most to give me advice when I have a problem with my gambling because [
I trust [] the least to give me advice when I have a problem with my gambling because [

I think that [] is missing in the support that is available when it comes to gambling because []
[Fill the blanks – multiple lines] Please answer the following questions. If a question is not applicable to you please enter 'N/A' or 'Don't know' if you do not know how to answer it.
Have you ever sought any support for your gambling with an organisation that provides LGBTQ+ specific services? Why / why not?
If you were to seek support, how likely would you be to reach out to an organisation that provides LGBTQ+ specific services? Why / why not?
How important, if at all, is it to you that the organisation that you seek help with for gambling can also provide LGBTQ+ specific services? Why / why not?
In your view, what would an ideal LGBTQ+ support service offer and why?

[Image Review] Below are some specific examples of gambling support. We would like you to place them on the graph below. There are no right or wrong answers here we want you to place them where they fit for you. Please explain your choices.

Formal support (including mental health support, support from gambling charities, specialist treatment services and support groups)

- GP or other primary health provider
- Friends or family members
- Books, leaflets or other printed materials
- Online information and advice (e.g., GambleAware website)
- Tools on gambling sites (e.g., deposit limits, timeouts)
- A telephone helpline (e.g. National Gambling Helpline)
- Self-help apps or other self-help tools
- Self-exclusion (e.g., blocking software or blocking bank transactions)
- LGBTQ+ specific support service/group
- Other (please explain in the comments)



[Text + Image] Please upload images or screenshots of the types of support online or in your life you have found useful or would be useful to you/others. Please explain why these have a positive impact on you.

[Text] How and in what ways do you feel supported or unsupported at the moment with your gambling/someone else's gambling?

[Poll + Text]

How would you rate gambling support services which are currently available to you in terms of the self-help space / tools space (e.g., advice and tools to help you reduce or stop gambling on your own)? (0/10, where 0 is very poor and 10 is excellent)

Please tell us a bit about why you made that rating? Where did this impression come from?

[Fill the blanks - multiple lines]

What kind of support would you want to be available but isn't currently?

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How could charities / co	mmunity organisations hel	p you / others in your I	ife who may be	affected by g	ambling?

AFFECTED OTHERS ONLY - [Fill the blanks – multiple lines] You previously mentioned that you have been affected in some way by someone else's gambling.

Please answer the following questions on this topic and any actions you might have taken.

- What actions did you take, if any, to deal with the impacts their gambling had on you? If you took any actions, were they effective? If not, why?
- Did you seek any support for yourself after learning about the person's gambling? If so, what type of support and how effective was it? If not, why?
- Did you do anything to support the person gambling? If so, what?
- What type of support, if any, do you wish would have been available for you / the person whose gambling you were affected by that you would find helpful?

[Prompt] Thank you for your openness and honesty today. Please click "Submit" below to make sure we receive your responses.

Don't forget to log back in to continue your diaries, the next discussion will be on Day X of the project!

If you would like advice or support related to gambling or mental health, please see a list of support organisations outlined below:

- LGBTQ+ Switchboard (national LGBTQIA+ support line) Helpline open 10.00-22.00 every day. Call 0800 0119 100
- Galop Provides support to LGBTQ+ people who have experienced abuse and violence Call 0800 999 5428
- Stonewall Advocates for LGBTQ+ rights and offers resources and signposting to support services for those who gamble - Call –8000 50 2020
- GamCare Provides National Gambling Helpline Free 24-7 0808 8020133. GamCare also provide
 online live chat and a WhatsApp chat with an adviser on 020 3031 8881. Advisers can provide
 information about, or refer you to, other important services (like debt and financial advice services). Any
 conversation is confidential. GamCare are part of the National Gambling Treatment Service. They can
 link you with other gambling support if you need it.
- Betknowmore UK Provides support and education to address gambling-related issues, with awareness of the needs of LGBTQ+ individuals. Email info@betknowmoreuk.org
- The Samaritans Call 116 123 Free 24/7
- MindOut Provides LGBTQ+ counselling which is run by and for LGBTQ+ communities. Online support live chat available

- Gamblers Anonymous:
 - England, Wales & Ulster https://gamblersanonymous.org.uk/
 - Scotland https://ga-scotland.org/
 - o Gamblers Anonymous National information line 0330 094 0322
- In an emergency, or if you or someone else is in danger, please dial 999.

Final day - Regulation

[Prompt: Welcome to the final day of questions]

Hello and welcome to the online community, today we're going to be talking about your attitudes towards gambling and any thoughts you've had around reducing / stopping.

Please keep an eye out for follow-up questions from the moderators on previous discussion days. Just as reminder, this is a private community and other participants cannot see your comments, only members of the research team can view these. Anything you share with us will stay anonymous and be used only for the purpose of this research.

Click "Continue" below when you're ready to get started! If you are not ready to complete today's activities, you have the option to come and complete the tasks later or check in with your designated moderator using the traffic-light system (details of this are listed on the homepage).

[Image review] On a scale of 1-10 (1 being very badly regulated and 10 being very well regulated), how well regulated do you think the UK gambling industry is at the moment? Please use the text box to tell us why.

[Fill in the blanks - multiple] Please answer the following questions.

•	In your view, how effective is the current legislation when it comes to preventing harms associated with gambling?
•	In general, do you think there should be more or less regulation when it comes to gambling? Why?
•	In general, do you think there should be more or less regulation when it comes to gambling marketing / content? Why?
•	What, if anything, would you like to see more of when it comes to legislation about gambling? Why?
•	What, if anything, would you like to see less of when it comes to legislation about gambling? Why?
•	Overall, what actions, if any, do you think the UK government should take when it comes to gambling and why?

[Fill the blanks] Thank you for your responses over the 2 weeks, we really appreciate your input and it is really valuable in contributing to research on the challenges that LGBTQ+ face and gambling within the LGBTQ+ community.

In the text box below please share any reflections you have on participating in the online community, including how you felt responding to the questions, any questions we might have missed or any other reflections you have on participating.

If you have any feedback for us as a research team on how this community has been designed, we would also welcome that feedback.

We will reach out if you expressed interest in taking part in the subsequent interviews and you are selected to participate.

GambLGBTQ+

Interviews with people who gamble

In-depth Interview Discussion Guide

Procedure for in-depth interviews:

- Follow up in-depth telephone or online interviews will be conducted with 15 people selected from the diaries to delve deeper into their experiences.
- The interviews will last 45 minutes and will build upon the insights they shared within the diaries.
- Interviews will be recorded with verbatim transcriptions and related notes.
- We envisage these individual interviews taking place approximately one month after the diaries closed.

Objectives and background:

The qualitative component will provide an in-depth insight into gambling harms experienced by LGBTQ+ people. Findings from the qualitative interviews will be incorporated into the written report, with quotes used throughout to illustrate the findings.

Please note that this is only a guide rather than a script – we will be led by the respondent's experiences and probe / guide when needed.

Introduction and warm up (10 mins)

Thank you for taking part in this interview, my name is [name of interviewer – YouGov Team].

The research is being conducted by YouGov and University of Brighton on behalf of GambleAware (a charity) to understand the issues, impacts, and personal experiences related to gambling for LGBTQ+ people, and access to treatment and support for LGBTQ+ people.

The discussion will take approximately 45 minutes and the findings of the research will be written up in a report for GambleAware, which will be published in 2025.

There are no right or wrong answers, it's your honest feedback that I'm hoping for today. We understand it is a sensitive topic and we will provide you with some information about relevant supports at the end of the interview via email (and these are also provided in the Participant Information Sheet).

Please note that you can request to pause or end the interview at any time, and you may refuse to answer any questions that you feel uncomfortable with. You've told me that you're in a private place, but if this changes (for

instance, if someone else comes into the room) please let me know. You could say something like 'can we take a break please?' Of course, if you need to take a comfort break for any reason, that's also fine, just let me know.

Do you have any questions for me before we begin?

Start recording

Introductory Statement (to be read only after recording has started started)

I've started recording now. [For verbal consent] just for the recording, we have already gone through the consent form. Please may I confirm with you that it's OK to go ahead with the interview?

- To start, please introduce yourself (fake name) e.g., age, region you live in, who lives with you, and what keeps you busy (work, hobbies, etc).
- How did you feel about taking part in the online community? *Probe on how they felt about it, how did they find the questions.*
- Please briefly tell me what a day in your life typically looks like these days?
 - o **Probe:** housing, jobs, money, relationships, social life, mental/physical health, etc.
 - Probe: have you experienced any impacts relating to cost of living / inflation? If so, what and how did they impact you?

Gambling experiences (15 mins)

Moderator: I'd now like to talk a bit more about your experiences with gambling...

- I'd now like you to tell me about me about your first gambling experience.
 - o **Probe:** age, motives, location, activities e.g., lottery, scratch cards, placing a bet etc.
- What did your life look like at the time you first gambled do any particular memories stand out?
 - o **Probe:** quality of life, support systems, financial situation.
- What was it about gambling that made you want to gamble for the first time?
 - o How does that compare to the reasons why you gamble now?
- What feelings, if any, did you have when you gambled for the first time? Do any particular memories or emotions come to mind?
- What type of gambling or betting products have you spent money on within the past 12 months?

- Moderator to read out the following list: tickets for the National Lottery Draw or any other lottery, scratch cards, gaming machines in a bookmakers, fruit or slot machine, bingo (including online), gambling in a casino, or at home (like poker groups), online casino games, betting on horse or dog races (including online), betting on football or other sports (including online).
- If they have taken part in different activities compared to when they first started why?
 - o In general, how do you feel about each of the gambling activities you engage in?
 - Probe: are there any that you feel a certain way about and not others? If so, why?

COVER IF TIME:

I would like to run through an imaginary scenario with you to understand your honest thoughts and feelings that you might experience in specific scenarios...

- Imagine that you are walking down a street, and you see a betting shop. What would be your honest thoughts and feelings in this scenario?
- Imagine that you are inside the betting shop right now. What would be your honest thoughts and feelings in this scenario? How do you feel about being there? Why?
- What would your thoughts and feelings be if you were on a gambling website or app instead? Why so?
- Do you gamble more frequently online or in-person?
 - o **If only one type:** What do you prefer about in-person/online gambling? How does it compare to other forms of gambling (i.e., online vs. in-person)? (e.g. more sociable, convenient, 24/7 availability, inclusive, etc.)
 - o If both: Do you do one more frequently than the other? If so, why and are there any situations when you prefer one type of gambling over the other? Why?
 - o **If gamble online:** Probe whether this is app or website-based.
 - Does your usage on apps differ to on a website? Does one feel more of a problem than the other? Why?
- What are the reasons why you take part in gambling activities?
 - Probe: fun, excitement, chance of winning, coping, sense of achievement, to be sociable, to relax/relieve tension, to feel better, to forget worries, to escape, financial pressures etc.
- If participant mentioned factors such as 'to relax or for fun':
 - o Probe: why and how it makes them feel more relaxed?
 - Probe: what it is about gambling that makes it fun for them specifically? (Moderator to look out for any mention of stress release / avoidance / shame and probe in more details if relevant)

- Do you find that some gambling activities help you better achieve **[mentioned reasons]** in comparison to others? How so?
- Are there any other factors, scenarios, circumstances or people that encourage you in any way to gamble? (Moderator to look out for responses related to financial struggles, care responsibilities, mental health, other addictions, discrimination, advertising etc. and probe in more details if relevant).
- In general, how do you feel about your gambling these days?
- Have you ever felt that you struggle to manage your gambling? If so, when and why?
- Have you ever hidden your gambling from others? If so, why did you feel you needed to hide it?
 - o **Probe**: are there some types of gambling that you hide more than others? If so, why?
- How has your gambling changed over time, if at all?
 - o Have you made any changes to your gambling activities in the last 12 months? If so, why do you think this has happened?

If gambling has reduced:

- Why and how was it reduced? Is it time and money spent, or reducing certain activities? If certain activities – why?
- What methods, if any, were helpful in reducing gambling? Why?

If gambling more:

- Why and how has it increased? Is it spending more time on it, more money, or something else?
- Reasons to probe: due to the rise in cost of living (to win and have more money), having more time to gamble, to relax/as a coping mechanism, to relieve boredom/for something to do.
- What impacts does your gambling/these changes/ have on you, if any?
 - Probe any positive or negative impacts: betting more than you could really afford to lose,
 borrowing money or selling belongings to get money to gamble, mental health problems (e.g.,

- stress or anxiety), relationship problems (e.g., communication, trust, quality time), financial problems, guilt or depression.
- Does your gambling have an impact on other habits, e.g., smoking, drinking, drug use. If so, in what way?

Moderator: before we move onto the next question, I'd like to flag that there are a variety of support services that people can access if they are concerned about the impacts that their gambling is having on themselves/others. I will be sharing a full list with you via email after our call and I'm available for any questions you may have.

- In your view what might be most effective to protect against gambling harms? *Probe on each of the following*:
 - Availability of LGBTQ+ support services
 - Anti-discrimination policies in the workplace and in public
 - Sense of belonging to wider social networks e.g. local community groups
 - Strong social support from friends, family, community
 - o Feeling connected to others and/or social networks
 - Sense of belonging to wider LGBTQ+ community
 - Feeling safe in your local community
 - Having legal protection based on sexual orientation and gender identity.
 - Wider society's views towards gambling (e.g., perceptions of stigma / judgement, how society treats them or someone with gambling problems, banning gambling advertisements)

Exploring participants' sense of identity (10 mins)

You were recruited for the online community in order to share your experiences of being LGBTQ+ and also your opinions on gambling. Now we have discussed your views on gambling, I'd like to focus on identity a bit more and your experiences...

For this question, I would like you to write down everything that comes immediately to your mind on a piece of paper...

- What shapes your identity?
 - From all the points you have written down, which do you think shapes most of your identity and why do you think so?
 - o How do the points that you mentioned shape your identity relate to each other?

- o How do you think your identity influences your daily life?
- Can you tell me a little about how you identify with regard to sexual orientation, gender identity or other aspects of sexuality and gender?
- Can you tell me a little about what life was like for you when growing up as an LGBT or I person and then through your adult years?
- Probe on how their LGBTQ+ identity influences their daily life e.g. relationships, hobbies, opportunities, work, etc.
- Do you think your identity has an influence on your gambling activities? In which ways does that impact your gambling?
 - Probe if their LGBTQ+ identity has any impact on other addictions / habits.
- Thinking about the people around you (e.g., friends, family, colleagues, etc.), how would you describe your relationships with them currently? Probe on why they describe them a certain way.
 - How comfortable do you feel about your identity when you are with them? Why / why not?
 Are you part of any communities / groups? If so, how do you feel about being part of those groups? Probe on sense of belonging, if they are supported.
 - Probe if the groups are online or in-person, what groups they are and what they get from these.
- How comfortable, if at all, do you feel about your identity in general? E.g., when you are outside, in public spaces, etc. Why / why not?

If experienced discrimination:

In the online community we covered experiences of discrimination, stigma and harassment due to being LGBTQ+. If this applies to you and you feel comfortable, please could you briefly share what you experienced (only sharing what you are happy to) and then let me know...

- How, if at all, did that impact you in the short term? Probe if it had an impact on their day-to-day activities, coping mechanisms, change in social behaviour, engagement with 'vices'.
- How, if at all, did that impact you in the long term? Probe if it had an impact on their day-to-day
 activities, coping mechanisms, change in social behaviour, engagement with 'vices'.
 - Probe how they felt about reaching out for support / talking to others about it.
- Do you ever find yourself anticipating stigma, discrimination or harassment? How so? Please tell me more about that.
 - How does that impact how you live your life and conduct yourself (probe changing / modifying behaviour etc, impact on mental health etc)?
 - o How do you manage that impact, if at all?

Thank you for sharing that with me, I appreciate it may not have been easy.

Exploring views on treatment and support (7 mins)

Moderator: I'd now like to explore your views on support and treatment for people who gamble...

- You said earlier on that you feel XXX about your gambling these days would you like to cut it down? If so, how?
 - o **Probe:** want to quit completely, reduce time, frequency, money, or forms of gambling activities.
 - o If not, why?
- In general, what are the key motivators for you to reduce or stop your gambling, if any?
 - What are the key barriers for you to reduce or stop your gambling, if any?
- Have you <u>ever reached out for support or</u> received support/treatment for your gambling? Please can you tell me more about this?
 - o **Probe:** give examples of what counts as support/treatment if needed.

If received support:

- What prompted you to seek support for cutting down on your gambling?
- o When did it happen?
- o How many attempts did you make to cut down on your gambling?
- o Where did you look for support? Why there?
- O What treatment did you receive?
- O How long was the treatment received?
- o How safe did you feel accessing these services/treatments?
- o How open are you with your identity when accessing services/treatments?
- To what extent do you think your needs as an LGBTQ+ person were met in gambling support services? Were you open about your LGBTQ+ identity? What made you decide to tell the provider about your identity (or what made you decide not to tell them)?
- How helpful was the support or treatment that you received?
 - What kind of support would have been helpful that wasn't available at the time?

- What was the outcome?
 - Did you later restart your previous gambling activities? If so, how long after did this happen?
 Why?
 - Did anything in particular trigger you to restart gambling? Probe: stressful life events, change in financial situation, environment e.g., temptation from gambling advertising, easy access, others gambling around them.

Ask all:

- What form of support, advice or aftercare would you like to access to help with the impacts of your gambling?
 - Probe: LGBTQ+ specific support, counselling after broken relationships, financial advice, gamblers anonymous, alcoholics anonymous, or narcotics anonymous, having a support group or person to discuss gambling urges etc.
 - o <u>If not received LGBTQ+ specific support</u>: if LGBTQ+ specific support was available, what would be the benefits of receiving this kind of support?
- Are there any barriers / challenges in seeking support, in your view?
 - Probe: any perceptions/beliefs that stop them from seeking support / treatment e.g., perceptions about it being ineffective / previous negative experiences with support, concerns of perceived stigma or shame either relating to your gambling or assumptions about your sexual/gender identity (for example assuming that you are heterosexual or cisgender/not trans or endosex/not intersex), previous negative experiences, feeling judged by healthcare providers.
- What might motivate you to seek support in the future?
 - Probe: being advised by family or friends, ease of access, confidentiality, advertising about potential gambling impact, having access to face-to-face support, support that is free of charge, having access to support remotely, availability of LGBTQ+ specific services? Or involvement of LGBTQ+ peers in providing support services?
- In general, what does good support looks like for you?
 - o If you were to design the ideal support for gambling, what would it look like?

Conclusions (2-4 mins)

Moderator: Thank you for your time and responses so far, I just have a couple more questions to ask you.

- Do you have any other final remarks/questions?
- Is there anything else that you think should or could be done to help improve or support LGBTQ+ people who would like to reduce or stop gambling?
- Is there anything else you would like to share that we haven't already covered?

Thank you. We have now come to the end of your interview.

Anyone worried about their gambling, or that of a loved one, can search GambleAware for free, confidential advice, tools and support. The National Gambling Helpline is also available on 0808 8020 133 and operates 24 hours a day, seven days a week.

End recording

Moderator to send email signposting the respondent to sources of support after the interview

Dear [name],

Thanks again for your time earlier, it was a real pleasure speaking with you.

If you would like advice or support related to gambling or mental health, please see a list of support organisations outlined below:

- LGBTQ+ Switchboard (national LGBTQIA+ support line) Helpline open 10.00-22.00 every day. Call 0800 0119 100
- Galop Provides support to LGBTQ+ people who have experienced abuse and violence Call 0800
 999 5428
- Stonewall Advocates for LGBTQ+ rights and offers resources and signposting to support services for those who gamble - Call –8000 50 2020
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 online live chat and a WhatsApp chat with an adviser on 020 3031 8881. Advisers can provide
 information about, or refer you to, other important services (like debt and financial advice services). Any
 conversation is confidential. GamCare are part of the National Gambling Treatment Service. They can
 link you with other gambling support if you need it.
- Betknowmore UK Provides support and education to address gambling-related issues, with awareness of the needs of LGBTQ+ individuals. Email info@betknowmoreuk.org

- The Samaritans Call 116 123 Free 24/7
- MindOut Provides LGBTQ+ counselling which is run by and for LGBTQ+ communities. Online support live chat available
- Gamblers Anonymous:
- England, Wales & Ulster https://gamblersanonymous.org.uk/
- Scotland https://ga-scotland.org/
- Gamblers Anonymous National information line 0330 094 0322
- In an emergency, or if you or someone else is in danger, please dial 999.

The research was commissioned by GambleAware (a charity) to understand the issues, impacts and personal experiences related to gambling, treatment and support. Do reach out if you have any further questions on it.

Finally, please note that it can take up to 2 weeks to receive your voucher via email.

Many thanks,

[Name]







Funded by:

Gamble Aware