

Annual GB Treatment and Support Survey 2024

On behalf of GambleAware

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1 Key findings

1.1.1 People who gamble

Overall participation in gambling in Great Britain is unchanged in 2024, with 61% who reported gambling in the past 12 months, the same as in 2023.

The proportion experiencing any level of problems with gambling (PGSI score of 1+) has risen to 16%, up from 13% in 2023, with statistically significant rises seen in the proportion in the PGSI 1-2, 3-7 and 8+ categories. A higher incidence of gambling-related problems was driven by men and those aged 18-34.

Amongst those with a PGSI score of 1+, there has been an increase in both usage of advice, support and treatment (23% to 31%), and demand for it (23% to 30%). This increase was concentrated among those experiencing low (PGSI 1-2) or moderate (PGSI 3-7) levels of problems with gambling.

1.1.2 People who have recently started gambling

Among people who gamble, around one in four (24%) reported that they started gambling in the past 12 months. People who recently started gambling were more likely to be experiencing any level of problems from their gambling (PGSI 1+) compared to those who did not start recently (31% vs. 24%).

Those that started gambling recently were largely driven to do so by the desire to make money (50%). The qualitative research showed that despite only starting recently, many of this group reported they were already seeking to reduce their gambling or stop altogether, suggesting a quick escalation of their gambling behaviour. This may have been due to them already experiencing financial hardship and therefore being less able to absorb the additional cost of their gambling.

1.1.3 Affected others

The number of people who self-reported as an 'affected other' was 8%, a small but statistically significant increase from 7% in 2023. Continuing previous trends, there has been an increase in the proportion of affected others reporting having sought advice or support due to the gambling of someone close to them. Over two in five (44%) reported this, an increase of 9 percentage points compared to 2023, and nearly double the incidence reported prior to 2023.

1.1.4 Prize draws and charity lotteries

Among people who gamble, one in three (33%) had participated in a prize draw in the past year, which rose to two in three (67%) among those experiencing 'problem gambling' (PGSI 8+). Around one in four (27%) people who gamble were estimated to be experiencing any level of problems from their participation in these prize draws (PGSI 1+), and around one in nine (11%) were estimated to be experiencing 'problem gambling' (PGSI 8+).

In the interviews, many respondents, especially those experiencing 'problem gambling', did not view charity lotteries or prize draws as gambling due to their low winning odds and wide social acceptability. These draws helped individuals justify their spend, as technically the money was going to a 'good cause', despite the fact that they felt it was not the most effective way to support a charity.

1.1.5 The National Lottery

People who gamble had mixed perceptions regarding the National Lottery and related products. While in general there was strong agreement that the National Lottery is a form of gambling (84%), and disagreement that these products are harmless, people were much more likely to agree (45%) than disagree (14%) that the National Lottery is good for society overall.

However, perceptions of harm for National Lottery products varied according to the type of 'game.' Draw games were associated with less risk due to the delayed gratification and lower cost per play. In contrast, instant win games were viewed as more addictive and harmful due to the game design and ease of access.

1.1.6 Gambling advertising

There was strong support for increased regulation on gambling advertising, including a ban on advertising pre-watershed (78%) and at sporting events (58%), while a small majority also supported a total ban on gambling advertising in the UK (53%). Support for greater restrictions increased when it came to children's exposure to gambling advertising. For example, 91% supported a ban on advertising on TV channels or programmes popular with children.

Children's exposure to gambling advertising was seen as particularly concerning due to its possible influence on shaping future gambling habits. Beyond formal advertising, gambling companies were felt to engage young audiences through social media content (news,

memes) and gaming content that mimics gambling experiences, fostering long-term interest. The "gamblification" of online games, loot boxes, and cryptocurrency trading was thought to further increase the risk of children developing gambling related problems from an early age.

In the qualitative interviews, respondents viewed gambling adverts as particularly exploitative in the current economic climate, especially amid the lingering effects of the cost-of-living crisis. Many who started gambling in the last 18 months did so to "make money," which could suggest advertising targets financially vulnerable individuals.

1.1.7 Cost of living

The vast majority of people who gamble said that gambling had had no impact on their financial situation in the last 3 months (80%). Those experiencing 'problem gambling' (PGSI 8+) were the only PGSI group where a majority reported that their gambling has had some impact on their financial situation recently. Over two in five (44%) reported that it has improved as a result, whilst around one in four (23%) said it has worsened.

This group (PGSI 8+) were also more likely to report that the cost-of-living crisis had impacted their gambling. The most common response among this group was to say that they were gambling more (43%), with 30% reporting no impact and 23% saying they were gambling less; the proportion saying they were gambling more increased with PGSI score. These findings show that people experiencing 'problem gambling' do not all experience the cost of living in the same way when it comes to their gambling habits.

2 Introduction

This report presents the findings of a study conducted in November-December 2024, which explored 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'). The report includes an analysis of participation in prize draws, an exploration of people who recently started gambling, attitudes towards the National Lottery and related products, and perceptions of gambling advertising in Great Britain (GB).

This is an annual study, previously conducted in November 2020-2023, and October 2019. The research was conducted by YouGov on behalf of GambleAware.

2.1 Method

The 2024 study consisted of an online quantitative survey of 17,933 GB adults. It also included a qualitative element, comprised of:

- 17 one-to-one depth interviews with people who gamble
- 7 one-to-one depth interviews with people who recently started gambling.

2.1.1 Quantitative survey method

The 2024 Annual GB Treatment and Support study 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.

Fieldwork for the survey was conducted during the same approximate time period each year, to ensure reliability in comparisons between different years of the survey. It should be noted that fieldwork for the 2024 Annual GB Treatment and Support study was carried out slightly later than usual, between the 25th November – 23rd December. This compares to the 31st October – 22nd November for the 2023 survey, and similar dates in previous years. Other research has shown that rates of participation in gambling may increase around the Christmas period, though any effects related to this are likely to be marginal.¹

¹ For example, around three in five (59%) UK adults experiencing "problem gambling" (PGSI 8+) said they are more likely to gamble at Christmas than other times of the year in a recent GamCare survey, available [here](#).

In total, 17,933 adults in GB were surveyed, including 2,947 with a PGSI score of 1+. Data was then weighted by age, gender, region, NRS social grade and ethnic group, to make the sample representative of the overall GB adult population.² Note that weighting for this year's survey was updated to align the sample with the latest census data. Further information is available in [the technical appendix](#).

2.1.2 Qualitative methodology

YouGov's qualitative research team invited 24 respondents from the quantitative survey to take part in 45-minute online (Zoom) interviews to further understand their experiences as people who gamble (17 interviews) and people who started gambling recently (7 interviews). The interviews explored respondents' use of advice, support and treatment, and any enablers and barriers to accessing help (amongst other topics). The interviews were conducted between the 9th – 13th December 2024 and the 6th – 17th January 2025.

Across the interviews, respondents represented a mix of regions, age groups, genders, ethnicities, and social grades. We also ensured diversity in gambling activities (including online and offline formats and various product types) as well as in the usage and types of advice, treatment, and support.

In line with the Market Research Society (MRS) Code of Conduct, respondents were incentivised for their time in the interviews with a £30 retail voucher. The discussion guides were designed in partnership with GambleAware and covered the key topics from the survey in greater depth. Respondents were signposted towards relevant support services where needed, and at the end of the depth interview.

2.1.3 Problem Gambling Severity Index (PGSI)

Throughout the report the data is analysed by PGSI score, a commonly used measure of gambling related problems. Using this measure, anyone with a PGSI score of 1 or more (PGSI 1+) is classified as 'experiencing any level of problems with gambling' and anyone with a score of 8 or more (PGSI 8+) is classified as experiencing 'problem gambling'. For more information on PGSI and how it is calculated, please see the [technical appendix](#).

² See the technical appendix for more information on the survey methodology.

2.1.4 Technical appendix and supplementary tables

At the end of this report, a [technical appendix](#) provides further information on the research methodology, such as standard tools and classifications used, notes for interpretation and the survey questionnaire.

In addition, supplementary data tables are available **here**. These provide expanded data for key questions discussed within the report, including showing trends over time for participation, usage and demand. Where relevant, we have referenced the specific table that data relates to (e.g. A1).

The full data tables for the 2024 survey are also available **here**. For any additional detail for survey questions – including a breakdown by a range of demographics – please refer to these.

3 People who gamble

This chapter covers gambling participation within GB, including trends over time, in addition to looking at PGSI and the proportion experiencing problems from their gambling. It also covers usage of, and demand for, advice, support and treatment among people who gamble. Finally, this chapter looks at a new group within those who gamble this year: those who have recently started gambling.

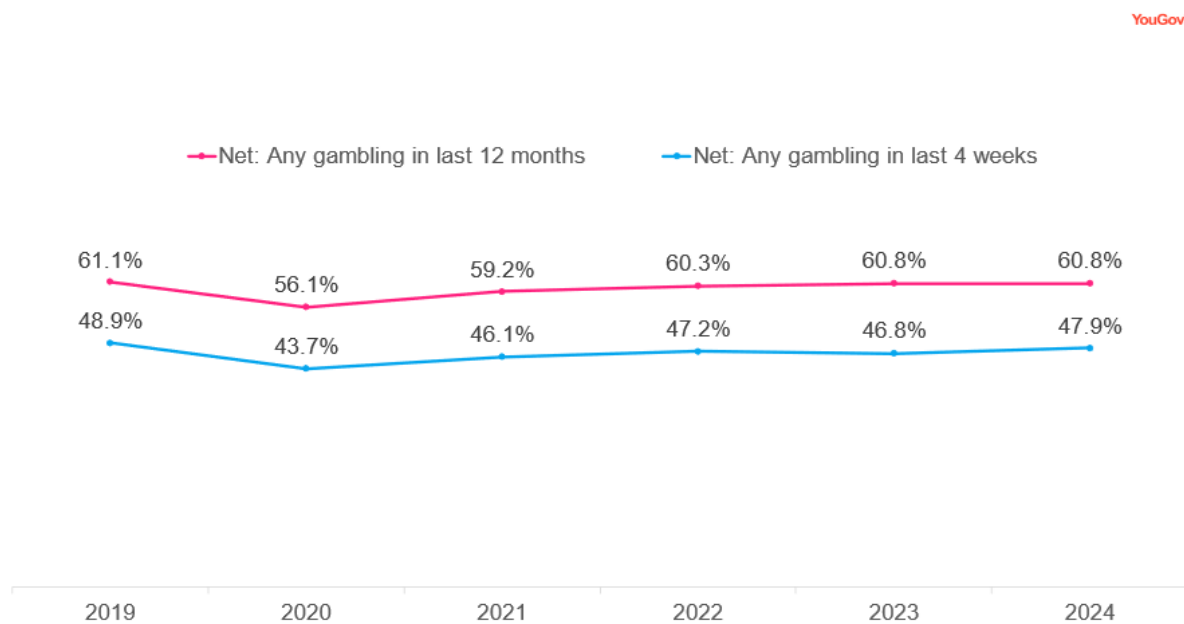
Key findings

- Overall participation in gambling in Great Britain is unchanged in 2024, with 61% who reported gambling in the past 12 months, the same as in 2023.
- The proportion experiencing any level of problems with gambling (PGSI score of 1+) has risen to 16%, up from 13% in 2023, with statistically significant rises seen in the proportion in the PGSI 1-2, 3-7 and 8+ categories.
- Amongst those with a PGSI score of 1+, there has been an increase in both usage of advice, support and treatment (23% to 31%), and demand for it (23% to 30%).

3.1 Gambling participation

All survey respondents were asked about their participation in a range of different types of gambling activities over two different time periods: the previous 12 months and the previous 4 weeks. Participation is comparable with previous years; overall, six in ten (60.8%) adults living in GB reported participating in gambling in the last year, the same as in 2023 (60.8%). This equates to an estimated 32 million GB adults having gambled in the last year. When asked about the last 4 weeks, 47.9% reported having gambled, again comparable with 2023 (46.8%). This equates to an estimated 25.2 million GB adults.

Figure 1. Gambling participation by study year



Base: all GB adults in 2019 (n=12,161), 2020 (n=18,879), 2021 (n=18,038), 2022 (n=18,305), 2023 (n=18,178) and 2024 (n=17,933)

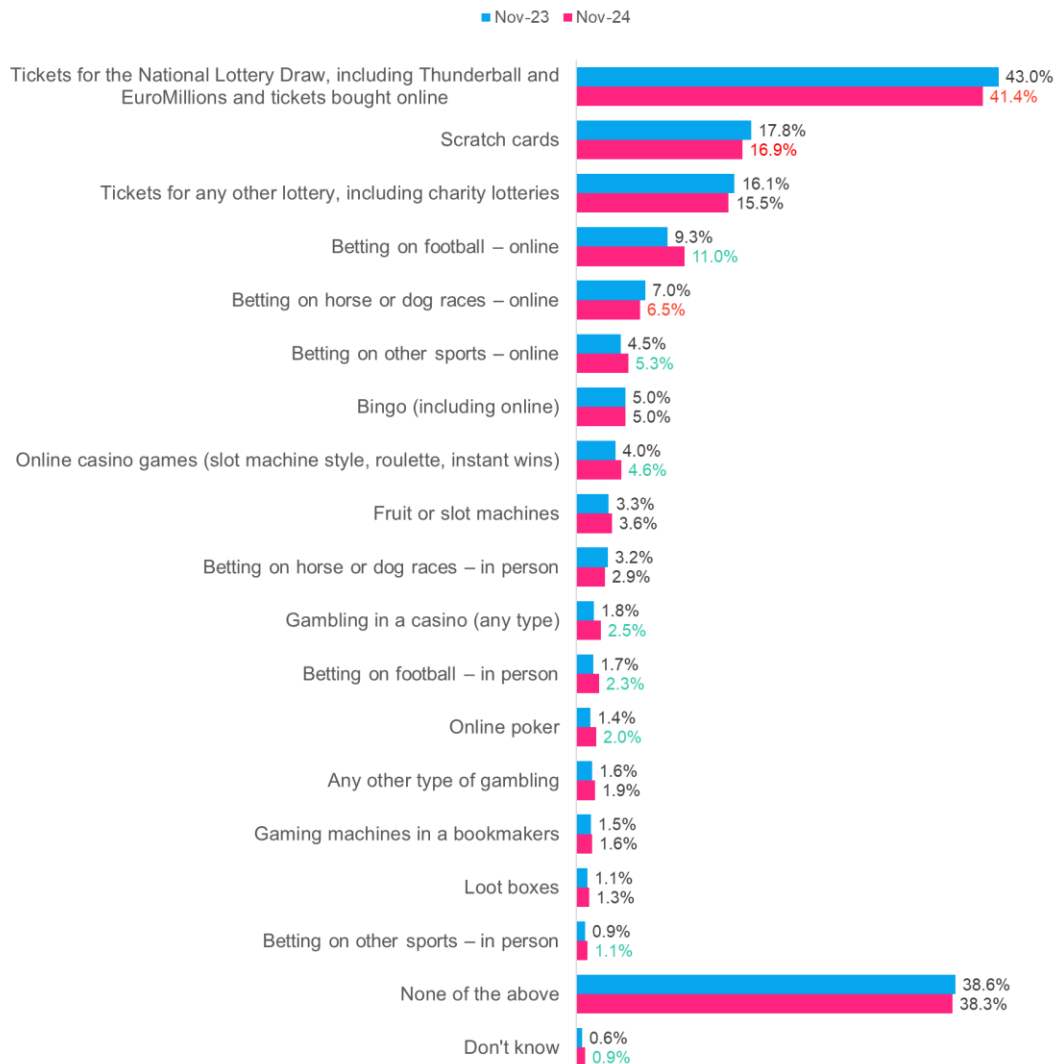
While at an overall level, the rate of gambling is comparable with previous years, there have been changes in participation in certain activities year-on-year. Participation in the National Lottery in the past 12 months remains by far the most common type of gambling, with 41.4% who had participated in the last year. This is slightly lower than levels recorded in 2021 (44.2%), 2022 (44.4%) and 2023 (43%).

There has been a continued increase in participation in online gambling. For online sports betting³, this has increased from 12.2% in 2019 to 14.7% in 2024. Additionally, there has been an increase in participation in online casino games (including poker), rising from 4.4% in 2019 to 5.9% in 2024.

The chart below shows participation in activities in 2023 and 2024. For more detailed information on participation over time, please see F1 (among all adults) and G1 (among all people who gamble) in the supplementary tables.

³ Online sports betting is a combination of the following codes: online casino games, online poker, betting on horse or dog races (online), betting on football (online) and betting on other sports (online).

Figure 2. Gambling activities in 2023 and 2024



Base: all GB adults in 2023 (n=18,178) and 2024 (n=17,933)

Whilst gambling participation overall is comparable with previous years, the qualitative research demonstrates the level of flux and change that can occur on an individual basis, particularly when it comes to how an individual is approaching their gambling, and *where* they are gambling.

Some respondents noted that whilst they were still gambling, they were trying not to gamble via apps, which they felt increased ease of access, speed, and difficulty controlling spend when gambling. Gambling in this way felt more likely to encourage ‘passive’ gambling, or gambling mindlessly. To address this, some respondents mentioned switching to gambling on a laptop/desktop computer for a dedicated amount of time, which felt more ‘active’, and therefore less risky.

“I did for a while install a couple of apps on my phone but I found it was too easy to gamble just anywhere and everywhere, so I uninstalled that. If I’m going to do gambling, I’m going to sit in front of the computer and do it for a period of time... it costs money to do it, so I don’t really want to just be doing it in the background whilst I’m watching TV.” (Male, 40, PGSI 7)

3.1.1 Participation over time by age

Participation in gambling remains highest among those in the middle (35-54: 65.1%) and older (55+: 63.4%) age groups. A lower proportion of 18-34s reported gambling overall (52.0% - an increase from 48.9% in 2023), though the vast majority of this group (85.1%) reported participating in forms of gambling other than the National Lottery. This figure compared to 70.8% of those aged 35-54 and 60.8% of those aged 55+. Among 18-34s, there have been notable shifts since 2023 for participation in sports betting (18.2% to 23.6%), including online sports betting (16.2% to 21.6%). There has also been an increase in those participating in online casino games (8.3% to 10.4%) in this time period.

For a more detailed breakdown of participation over time by age, please see F4 (among all adults) and G4 (among all people who gamble) in the supplementary tables.

3.1.2 Participation over time by gender

Participation in gambling activities remains higher among men (65.9%) than women (56.1%). Among men, there has been an increase in participation in sports betting (from 22.2% in 2023 to 25.0% in 2024). This has gradually increased over time, with a low of 18.5% in 2020.⁴ There has also been an increase in participation in casino games (either online or physical) among men, rising from 8.1% in 2023 to 10.0% in 2024. This has nearly doubled over a longer timeframe, from 5.7% in 2019. For women, participation in various activities is broadly unchanged compared to 2023. This means that the overall participation gap by gender has risen to 9.7%, compared to 6.0% in 2023.

For a more detailed breakdown of participation over time by gender, please see F2 (among all adults) and G2 (among all people who gamble) in the supplementary tables.

⁴ Note due to the Covid-19 pandemic, most sports were unavailable in 2020.

3.1.3 Participation over time by ethnicity

Trends in gambling participation by ethnicity mirror those seen in previous years, with around three in five people from White (63.0%), Black (62.3%) or Mixed (57.0%) ethnic backgrounds who reported gambling in the last year, higher than for those from Asian (40.4%) or any other ethnic background (52.4%). Among White people, whilst overall participation has remained the same, there has been an increase in those playing casino games (from 5.6% in 2023 to 7.0% in 2024). This is coupled with a small, but statistically significant, increase in sports betting (from 16.1% in 2023 to 16.9% in 2024) which is part of a longer term trend, rising from 14.4% in 2019. This increase is also seen among ethnic minority groups, rising from 14.2% in 2023 to 16.3% in 2024 – up from 12.7% in 2019.

For a more detailed breakdown of participation over time by ethnicity, please see F3 (among all adults) and G3 (among all people who gamble) in the supplementary tables.

3.2 Extent of harmful gambling

For easy integration with other data shown in this report, and consistency with previous survey reports, we have produced population estimates based on varying levels of PGSI. It is worth noting that these are not the official statistics on ‘problem gambling’, which were released by the Gambling Commission in 2024.⁵ The alignment of the figures from this survey and that of the Gambling Commission support the validity of the PGSI figures quoted in this report.

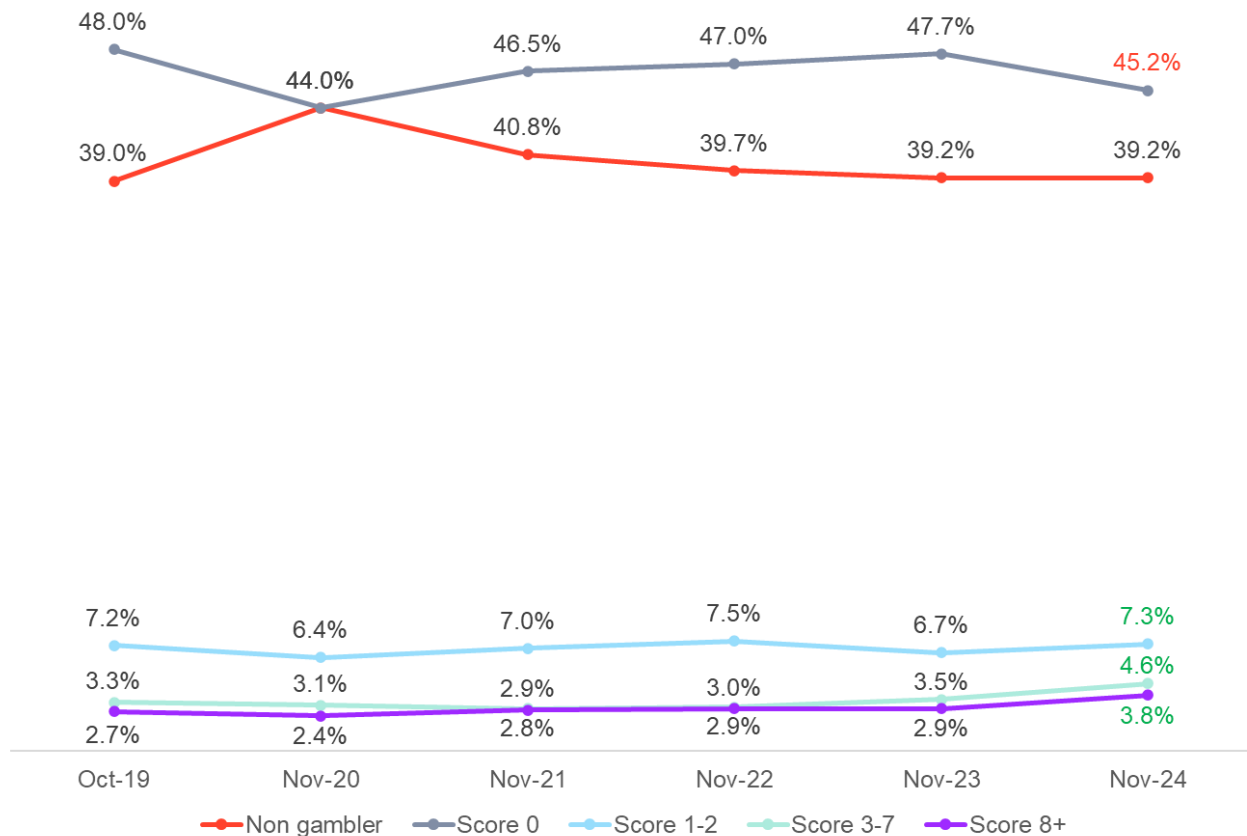
Overall, 15.6% of GB adults were classified with a PGSI score of 1+, indicating that they were experiencing any level of problems with gambling, increasing from 13.1% in 2023.⁶ Given that overall gambling participation is comparable to 2023, this means the increase in those classified as PGSI 1+ is driven by people being classified with higher scores as opposed to more people gambling. This increase includes those classified as having low levels of problems (PGSI 1-2: 6.7% to 7.3%), those experiencing moderate levels of

⁵ For further information, see: <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/statistics-on-gambling-participation-annual-report-year-1-2023-official>

⁶ It is important to note that the survey method (sampling and weighting scheme) was updated this year in line with latest Census data. However, our investigation into the data showed that the impact of this method change on the data is negligible; this means that the increase in PGSI was not a result of methodological changes, but instead represents real change year-on-year. For more information on the method please see the technical appendix.

problems (PGSI 3-7: 3.5% to 4.6%) and those experiencing 'problem gambling' (PGSI 8+: 2.9% to 3.8%). Fewer are classified as experiencing non-problem gambling (PGSI 0: 47.7% to 45.2%). This data can also be found in the supplementary tables - see F1 (among all adults) and G1 (among all people who gamble).

Figure 3. PGSI classification by study year



Base: all GB adults in 2019 (n=12,161), 2020 (n=18,879), 2021 (n=18,038), 2022 (n=18,305), 2023 (n=18,178) and 2024 (n=17,933)

3.2.1 Drivers of increasing PGSI scores

The rise in those classified as experiencing any level of problems with gambling (PGSI 1+) is evident in both younger and middle age groups, but especially stark among young people. Among those aged 18-34, the proportion of people scoring PGSI 1+ has increased from 19.7% in 2023 to 25.4% in 2024. Among this age group, PGSI scores have gradually increased over time. The proportion classified as experiencing any level of problems (PGSI 1+) has increased from 18.4% in 2019, and for those experiencing 'problem gambling' this has increased from 5.3% in 2019 to 8.3% in 2024.

Looking at the data by gender, the increase in the proportion classified as PGSI 1+ is driven mainly by men – rising from 16.9% in 2023 to 21.1% in 2024. A smaller increase is seen for women (9.5% in 2023 to 10.5% in 2024).

By ethnicity, there are increases in those classified as experiencing any level of gambling problems (PGSI 1+) for both White people and those from ethnic minority backgrounds. Among White people, this figure has risen from 12.1% in 2023 to 14.2% in 2024. Notably, this includes an increase in those classified as experiencing moderate levels of problems (PGSI 3-7: 3.1% in 2023 to 4.0% in 2024) and those experiencing ‘problem gambling’ (PGSI 8+: 2.4% in 2023 to 3.2% in 2024). For those from ethnic minority backgrounds, the proportion classified as experiencing any level of problems (PGSI 1+) has increased from 21.0% in 2023 to 23.6% in 2024.

For a more detailed breakdown of PGSI over time by demographic groups, please see F2, F3, F4 and F5 (among all adults) and G2, G3, G4 and G5 (among all people who gamble) in the supplementary tables.

3.3 Reducing gambling

3.3.1 Overall attitudes towards reducing current level of gambling

Those who had gambled in the past 12 months were asked whether they wanted to change their gambling habits - either by increasing or reducing the amount they gamble, or quitting entirely.

The vast majority (80%) of those who gamble did not want to change their current level of gambling. However, one in six (16%) reported a desire to either reduce or quit gambling, including 5% who said they wanted to quit and 11% who said they wanted to reduce their level of gambling. A further 4% of those who gamble reported wanting to increase their level of gambling in the future. Among those experiencing ‘problem gambling’ (PGSI 8+), two in three (68%) said they wanted to quit/reduce their gambling.

3.3.2 Attitudes towards reducing gambling

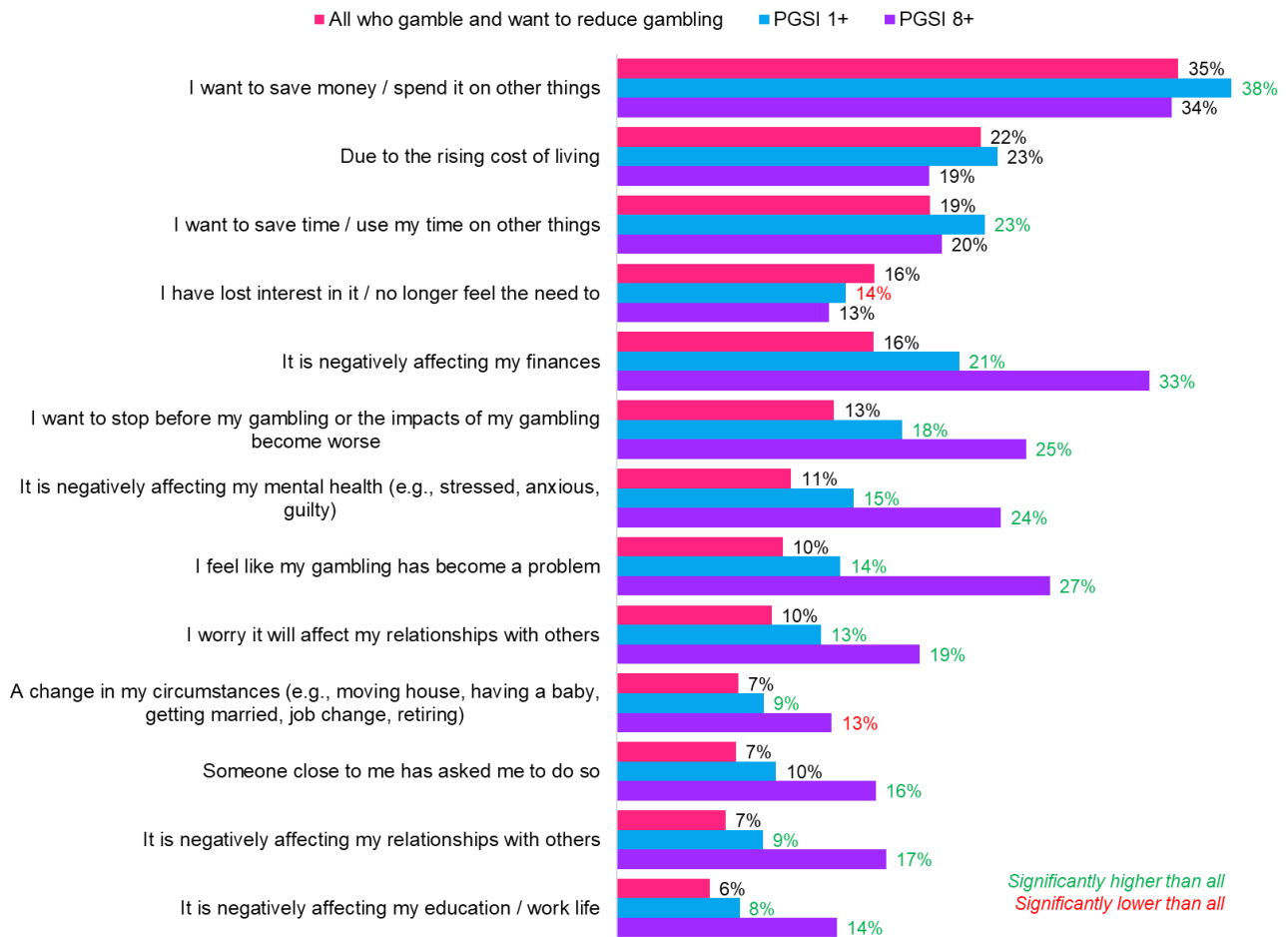
Most commonly, people said they wanted to reduce the amount of money they spend on gambling (48% of all people who gamble). This was fairly similar across PGSI categories, with 53% of those experiencing ‘problem gambling’ (PGSI 8+) reporting this, compared to 50% of those experiencing low levels of problems (PGSI 1-2) and 57% of those experiencing moderate levels of problems (PGSI 3-7). This suggests that communications

focussing on reducing gambling spend would appeal to all people who gamble, as opposed to just those experiencing higher levels of harm.

Those experiencing 'problem gambling' (PGSI 8+) were more likely to want to adjust their behaviour and context around gambling (e.g. changing the times they gamble or reducing the different types of gambling) in comparison to all people who gamble. Among those experiencing 'problem gambling' (PGSI 8+), 31% wanted to reduce gambling in certain situations (e.g. alone, after midnight, when drinking alcohol) and 30% wanted to reduce the number of gambling activities they participate in.

Among those who want to quit or reduce their gambling, Figure 4 below shows that the top reason is wanting to save money or spend it on other things, mentioned by 35% of all people who gamble, 38% of those experiencing any level of problems (PGSI 1+), and 34% of those experiencing 'problem gambling' (PGSI 8+). Those with a PGSI score of 8+ were more likely to mention an array of other reasons, including negative effects on their finances (33%) and negative effects on their mental health (24%).

Figure 4. Reasons for wanting to reduce gambling



Base: all GB adults who gamble and want to reduce amount they gamble (n=1,866), PGSI 1+ (n=1,347) and PGSI 8+ (506) in 2024

Findings from the qualitative interviews further emphasised the role of financial impacts as a driving factor in wanting to reduce the frequency and the amount of money spent on gambling. This was particularly true for those experiencing 'problem gambling' (PGSI 8+) if it had led to severe short or long-term financial impacts such as getting into debt, to not being able to afford essentials, such as groceries and bills. Motivations to reduce gambling were also tied to the cost of living, with some respondents who mentioned struggling to afford necessities irrespective of gambling. This made their gambling difficult to justify, especially if they were actively losing money.

Whilst it was common to want to reduce the amount of money spent on gambling, particularly among those who had experienced negative financial impacts, some noted wanting to reduce or stop gambling activities in general. This was particularly common among those who had experienced non-financial impacts, such as gambling affecting their mental health or relationships.

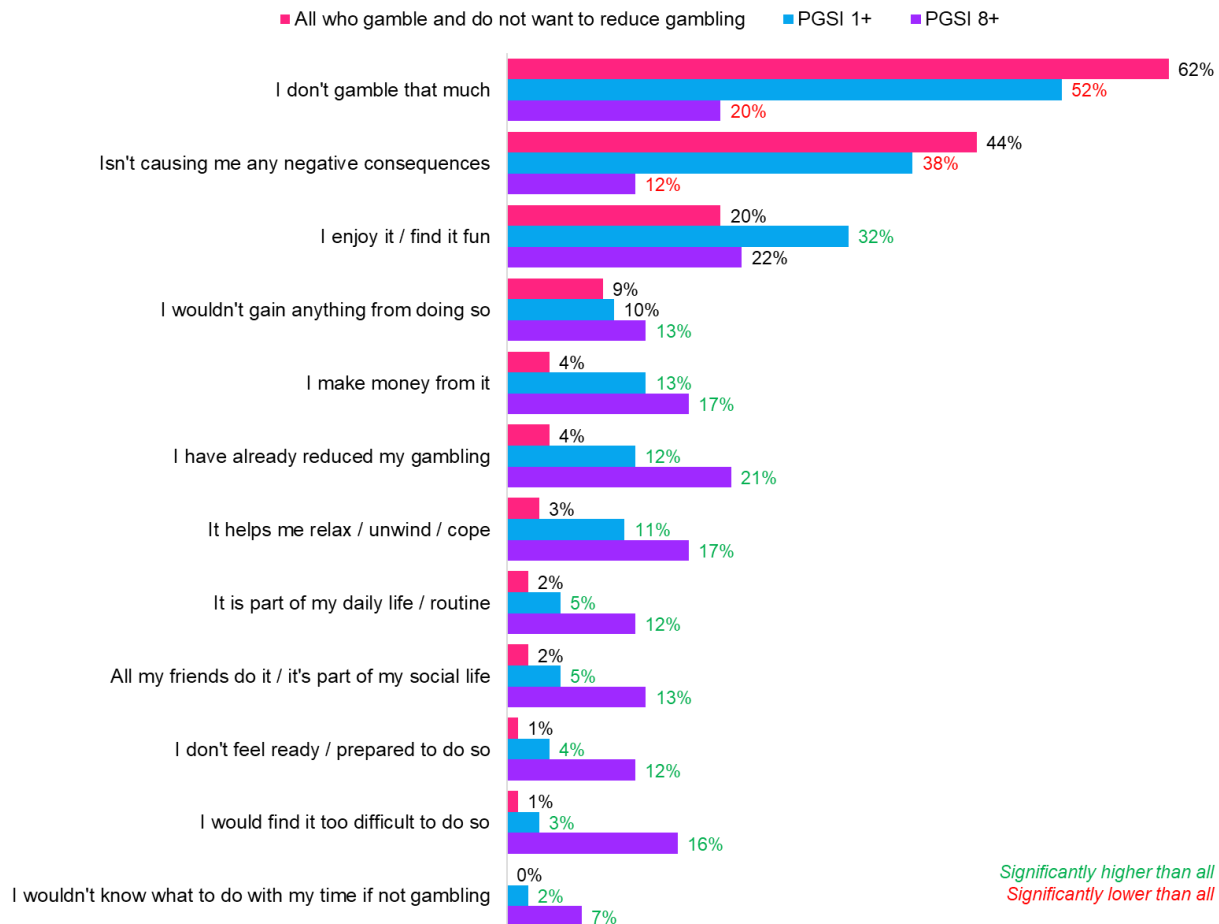
“I would definitely be looking to cut it down just to enjoy family time more, and be more present, and stop the arguments that occur with friends and family.” (Male, 34, PGSI 4)

“Losing the money was definitely a big influence [in reducing gambling]... losing the money a couple of times in a row. I just said enough is enough, so it was like cold turkey straight away.” (Female, 47, PGSI 5)

3.3.3 Reasons for not wanting to reduce gambling

For those who did not want to reduce or quit the amount they gamble, this was primarily due to perceptions that they do not gamble very much (62%) and that it was not causing them any negative consequences (44%). One in five (20%) said they did not want to reduce or quit because they enjoyed it and found it fun, and a further 9% felt they would not gain anything from quitting/reducing.

Figure 5. Reasons for not wanting to reduce gambling



Base: all GB adults who gamble and do not want to reduce amount they gamble (n=9,017), PGSI 1+ (n=1,600) and PGSI 8+ (236) in 2024

As shown in Figure 5, those experiencing 'problem gambling' (PGSI 8+) were more likely to cite almost all reasons for not wanting to quit/reduce. However, this group were less likely to report that they don't gamble that much (20% vs. 62% overall) and that it isn't causing them negative consequences (12% vs. 44% overall). This data indicates that while this group was more likely to believe they gamble at higher rates and experience negative consequences, they were still more likely to feel there were reasons to continue gambling.

The qualitative data shows that the main reasons for participants not wanting to make changes to their gambling were because they felt that their gambling was under control, or because they perceived it as a fun activity and enjoyed the occasional wins, alongside the potential of 'a big win'. This was even the case among those who had previously experienced 'problem gambling', where people preferred having clear limits and better control over how much they gamble, as opposed to wanting to reduce or stop altogether.

“I enjoy [gambling] more now because I feel like I’m more in control... It’s a set limit with, a set stake, so I still tend to have a go... but never to the [extent of] past days where it was gambling absolutely everything and anything.” (Male, 59, PGSI 5)

3.4 Usage of treatment and support

3.4.1 Usage of advice, support and treatment in the previous 12 months

Historically, usage of advice, support and treatment has remained stable year on year, though this year it has increased. Among those experiencing any level of problems with gambling (PGSI 1+), usage of advice, support and treatment has risen from 23% in 2023 to 31% in 2024 – and up from 17% in 2019.

Table 1. Usage of advice, support, and treatment in the previous 12 months - by year

	All PGSI 1+						All PGSI 8+					
	2019	2020	2021	2022	2023	2024	2019	2020	2021	2022	2023	2024
	(1,605)	(2,294)	(2,338)	(2,483)	(2,476)	(2,947)	(331)	(470)	(531)	(538)	(593)	(742)
Used any treatment	12%	14%	15%	16%	17%	22%	43%	53%	55%	56%	55%	55%
Used any support/advice	13%	15%	14%	13%	16%	23%	39%	48%	42%	40%	41%	50%
Used any treatment/ support/advice	17%	19%	20%	21%	23%	31%	54%	63%	64%	66%	65%	68%
Have not used any	83%	81%	80%	79%	77%	69%	46%	37%	36%	34%	35%	32%

Base: all GB adults who gamble. Statistically significant differences between survey years are shown in red (lower) and green (higher).

The increase in overall usage of advice, support and treatment is not driven by one specific treatment/support type, but instead small increases across the board. For example, since 2023, there has been an increase in those using medical and professional services, such as mental health services, general practitioners (GPs) or social workers (15% to 20% among PGSI 1+). There has also been an increase in those speaking to close contacts including friends, family or employers during the same time (9% to 14% among PGSI 1+).

The interviews demonstrated how medical support (e.g. GP support, counselling, the 12 Steps programme, Cognitive Behavioural Therapy (CBT) for co-occurring issues such as Attention deficit hyperactivity disorder (ADHD), depression, and alcohol and drug problems

had been particularly helpful for understanding the deeper context of gambling habits and tackling the root of the problem.

“I’ve already battled other sort of addictions in my life... reliant too much on alcohol and also overeating, and I’ve got both things very much in check, but I don’t want to replace it with another addiction.” (Female, 47, PGSI 5)

Those with higher PGSI scores remain more likely to have used advice, support and treatment than those with lower scores (see Table 2 below). For a more detailed breakdown of usage by PGSI, please see A1 (for a full list of sources) and H1 (showing overall usage over time by PGSI) in the supplementary tables.

Table 2. Usage of advice, support, and treatment in the previous 12 months - by PGSI category

	PGSI 0 (7,936)	PGSI 1-2 (1,336)	PGSI 3-7 (869)	PGSI 8+ (742)	Net: PGSI 1+ (2,947)	All who gamble (10,883)
Used any treatment	1%	6%	22%	55%	22%	7%
Used any support/advice	1%	6%	29%	50%	23%	7%
Used any treatment/ support/advice	1%	9%	36%	68%	31%	9%
Have not used any	99%	91%	64%	32%	69%	91%

Base: all GB adults who gamble in 2024.

Among those experiencing ‘problem gambling’ (PGSI 8+), usage for any treatment, support or advice was around two in three (68%), a figure that is broadly stable with 2023 (65%). This means that the increase in usage is driven by those in low-moderate PGSI categories. Among those classified as experiencing low levels of problems with gambling (PGSI score of 1-2), this has risen from 5% to 9% and among those experiencing moderate problems with gambling (PGSI score of 3-7), it has risen from 23% to 36%.

3.4.2 Groups with higher usage of advice, support, and treatment

Among those experiencing any level of problems from their gambling (PGSI 1+), groups who were more likely to have sought advice, support and treatment include:

- 18-34s (44%) compared to those aged 35-54 (27%) and 55+ (7%)
- Men (33%) compared to women (27%)
- Those from ethnic minority backgrounds (42%) compared to White people (28%)

- Those in ABC1 social grades (35%) compared to those in C2DE (26%)⁷

For a more detailed breakdown of usage by demographic groups, please see A2, A3, A4 and A5 in the supplementary tables.

3.4.3 Drivers of the increase in advice, support, and treatment

Among people aged 18-34 experiencing any level of problems from their gambling (PGSI 1+), usage has risen from 35% to 44% from 2023 to 2024, up from 25% in 2019. This increase is again driven by those with low-moderate PGSI scores as opposed to among those with higher scores where usage was already high. For example, among those experiencing 'problem gambling' (PGSI 8+), around seven in ten 18-34s have used some form of advice, support and treatment in each year of the survey; 71% in 2023 and 74% in 2024.

The increase in usage of advice, support and treatment is also driven by White people. Among White people experiencing any level of problems with gambling (PGSI 1+), this has risen from 19% in 2023 to 28% in 2024. This remains stable among those from ethnic minority backgrounds (42% in both 2023 and 2024). Mirroring earlier findings, the increase in usage of advice, support and treatment among White people is not driven by those experiencing 'problem gambling' (PGSI 8+) – instead it is driven by those with low or moderate scores.

Additionally, usage has increased among those in social grades ABC1 (as opposed to C2DE). Usage has risen from 24% in 2023 to 35% in 2024 for those classified as ABC1, in comparison to 22% to 26% for those classified as C2DE.

3.4.4 Experiences of accessing advice, support, and treatment

In the interviews, some respondents reported having sought help from gambling related services at some point within their journeys, although the majority were not currently receiving support. Organisations mentioned included GambleAware, NHS, GAMSTOP, Citizens Advice Bureau and Gamblers Anonymous. The most commonly cited forms of support were seeking advice, being signposted to other organisations, and attending group meetings and/or counselling. These were described in mostly positive terms, with several

⁷ The brackets 'ABC1' and 'C2DE' are commonly used to describe those employed in broadly 'white collar' and broadly 'manual' occupations respectively. For more information please see the [technical appendix](#).

describing the power of being in a group setting in feeling less alone or judged, with people who have been through similar or worse experiences and taking inspiration from their journeys.

“[About his experience with Gamblers Anonymous] [You’ve got] people of a similar nature there to try and help you. That was very good, actually to be able to speak open and freely in a room, no judgement... you see a lot of the people who’ve not been gambling for years and years... and it just makes you realise there is hope.”
(Male, 39, PGSI 12)

Self-exclusions and timeouts from gambling sites, banks or via organisations like GAMSTOP were the most common ways to reduce gambling amongst qualitative respondents. Specifically, this included blocking themselves from gambling sites, imposing limits on how much time and money they could spend on a site or blocking payments via their mobile banking. Some mentioned switching platforms, stating that they found their gambling easier to manage via a desktop computer/laptop as opposed to their phone which they carry around with them more regularly, and which made gambling more accessible. Whilst these methods had been effective for some, the ease of finding ‘loopholes’ was a common limitation, i.e. using different cards, searching sites ‘not on GAMSTOP’, and lifting limits and blocks.

3.5 Demand for treatment and support

3.5.1 Motivators to seek advice, support and treatment

Overall, 37% of those experiencing any level of gambling problems (PGSI 1+) recognised one or more factors that might motivate them to seek advice, support or treatment; this is the highest figure seen across all years of the survey series. This rose to 74% of those experiencing ‘problem gambling’ (PGSI 8+). For a more detailed breakdown of motivators by PGSI, please see C1 in the supplementary tables.

A range of factors were cited as motivating people to gamble. This included knowing support was available via a particular channel (telephone, online or face-to-face), knowing that support was easy to access, or having a partner or family member available to speak to them.

Awareness of support channels was a particularly important factor for those experiencing ‘problem gambling’ (PGSI 8+), cited by 37%. This reinforced the importance of providing

clear information to increase awareness of the available channels (e.g. signposting to websites and increasing awareness of remote support). However, many qualitative respondents were able to guess which types of support were available (e.g. 24-hour phone lines, counselling, Gamblers Anonymous, etc.), even if they had not sought them out themselves. They could also name specific organisations, such as GambleAware, GAMSTOP, NHS, and Samaritans.

“GambleAware is a name that came to my mind. I’m not familiar with it at all, really. I might have seen it pop up as disclaimers on gambling promotional adverts and things like that.” (Female, 39, PGSI 4)

“I guess there’s like Alcoholics Anonymous, there’s probably a Gamblers Anonymous or something like that. I would imagine that I could go to some kind of mental health people and they could signpost me that way.” (Male, 43, PGSI 8)

As has been seen in previous years, a lack of knowledge around formal support was tied to a lack of perceived ‘need’ for it – respondents did not view their gambling as ‘serious’ enough to warrant it and therefore had not investigated it.

3.5.2 Current demand for advice, treatment and support

Demand for advice, support and treatment has continued to rise, increasing from 17% in 2019 to 30% in 2024 among those experiencing any level of problems from gambling (PGSI 1+). The increase in demand is in line with the increase in usage; in many cases people will have used some form of advice, support and treatment to help them cut down their gambling previously and have demand to continue using this. For a more detailed breakdown of demand by PGSI, please see B1 (for a full list of sources) and H1 (showing overall demand over time by PGSI) in the supplementary tables.

Table 3. Current demand for advice, support and treatment – by PGSI category

	All PGSI 1+						All PGSI 8+					
	2019	2020	2021	2022	2023	2024	2019	2020	2021	2022	2023	2024
	(1,605)	(2,294)	(2,338)	(2,483)	(2,476)	(2,947)	(331)	(470)	(531)	(538)	(593)	(742)
Want any treatment	13%	14%	14%	16%	18%	23%	48%	53%	51%	57%	57%	58%
Want any support/advice	13%	13%	11%	11%	14%	21%	41%	44%	38%	33%	37%	43%

Want any treatment/support/advice	17%	17%	16%	19%	23%	30%	57%	59%	57%	65%	66%	67%
Do not want any	83%	83%	84%	81%	77%	70%	43%	41%	43%	35%	34%	33%

Base: all GB adults who gamble. Statistically significant differences between survey years are shown in red (lower) and green (higher).

As seen with [usage](#), the increase in demand for advice, support and treatment is not driven by one specific treatment/support type, but instead small increases across the board.

Those with higher PGSI scores were more likely to want advice, support and treatment than those with lower scores (see Table 4 below).

Table 4. Current demand for advice, support, and treatment – by PGSI category

	PGSI 0 (7,936)	PGSI 1-2 (1,336)	PGSI 3-7 (869)	PGSI 8+ (742)	Net: PGSI 1+ (2,947)	All who gamble (10,883)
Want any treatment	1%	5%	23%	58%	23%	7%
Want any support/advice	1%	6%	27%	43%	21%	6%
Want any treatment/support/advice	1%	8%	36%	67%	30%	9%
Do not want any	99%	92%	64%	33%	70%	91%

Base: all GB adults who gamble in 2024.

Among those who were experiencing ‘problem gambling’ (PGSI 8+), demand was around two in three (67%) – a figure that is comparable to 2023 (66%). This means that the increase in demand is driven by those in low-moderate PGSI categories. Among those classified as experiencing low levels of problems with gambling (PGSI score of 1-2), this has risen from 4% to 8% and among those experiencing moderate problems with gambling (PGSI score of 3-7), this has risen from 22% to 36%.

3.5.3 Groups with higher demand for advice, support, and treatment

Among those experiencing any level of problems from their gambling (PGSI 1+), groups who were more likely to say they want advice, support and treatment include:

- 18-34s (43%) compared to those aged 35-54 (26%) and 55+ (8%)
- Men (33%) compared to women (26%)

- Those from ethnic minority backgrounds (39%) compared to White people (28%)
- Those in ABC1 social grades (35%) compared to those in C2DE (25%)

For a more detailed breakdown of demand by demographic groups, please see B2, B3, B4 and B5 in the supplementary tables.

3.5.4 Drivers of demand for advice, support, and treatment by age

Among those experiencing any level of problems with gambling (PGSI 1+), demand has risen from 33% in 2023 to 43% in 2024 among 18-34s, up from 24% in 2020. This increase is again driven by those with low-moderate PGSI scores.

3.5.5 Drivers of demand for advice, support, and treatment by ethnicity

The increase in demand is also driven by White people. Among those experiencing any level of problems with gambling (PGSI 1+), this has risen from 19% in 2023 to 28% in 2024, whereas this has remained stable among those from ethnic minority backgrounds (40% in 2023 and 39% in 2024). Among White people, this is again driven by those with low to moderate scores: 4% to 7% for PGSI 1-2; 20% to 34% for PGSI 3-7.

3.5.6 Drivers of demand for advice, support, and treatment by social grade

Additionally, demand has increased among those in social grades ABC1 (as opposed to C2DE). This has risen from 24% in 2023 to 35% in 2024 for those classified as ABC1, in comparison to 22% to 25% for those classified as C2DE.

3.5.7 Barriers to seeking advice, support and treatment

As in previous years, barriers were explored for those who stated that they did not want any form of advice, support or treatment. Among those experiencing any level of gambling problems (PGSI 1+) the findings are comparable with 2023. This group most commonly stated 'not considering gambling to be a problem' as a reason for not wanting treatment, support or advice, at around two in five (39%).

Among those experiencing 'problem gambling' (PGSI 8+), stigma around seeking support remains the top reason listed, mentioned by around one in four (24%). However, the data shows there is not one main barrier, but instead various different ones; this highlights the challenges people who gamble face when trying to change their behaviour. One in six (17%) mentioned not thinking treatment or support is relevant or suitable to them, with the same proportion saying it would be inaccessible (due to cost, location or time).

Qualitative respondents who had not already accessed formal support had mixed feelings about which types of services they would consider using and why. On one hand, some respondents said they would be more inclined to seek face-to-face group support as they felt it could be helpful hearing from people in similar situations. On the other hand, many respondents had concerns about face-to-face group support, which in some cases had restricted them from seeking help in the past.

One of the biggest concerns was around anonymity and a lack of belief that their anonymity would be maintained, especially if they are not open about their gambling with others. This fear appeared to originate largely from the belief that being seen at a gambling support group increases the risk of being associated with the shame and stigma that comes with a gambling problem.

“What if there was somebody there that I knew and knew me? What if they told my family? And I know it's supposed to be anonymous, but these things never are.”
(Female, 66, PGSI 8)

Another common barrier to group support was introversion, self-consciousness and a fear of ‘opening up’.

“I know that you can go to [Gamblers Anonymous] and sign up for that... the thought of sitting in a room with other people put us off... I'd rather speak to somebody one to one about it... I get anxious with lots of people in general... it's not to do with the type of group it is. It's just the fact of sitting in with loads of people. I'm like that anyway, socially, you know, I only have one or two friends that I like to go out with.” (Female, 53, PGSI 3)

These findings reiterated the continued need for treatment and support for gambling to be multifaceted, individual and holistic; whereas some would thrive in group settings, others felt that this type of support would be a hinderance. For this reason, one-to-one support (e.g. counselling) or anonymous group participation should be offered, as well as forms of group therapy.

3.6 People who have recently started gambling

The survey also explored a new group in 2024: those who have recently started gambling in the past year. This was defined as those who have participated in any gambling activities and have only started participating in them in the past 12-18 months.

Key findings

- Among people who gamble, around one in four (24%) reported that they started gambling in the past 12 months.
- People who recently started gambling were more likely to be experiencing any level of problems from their gambling (PGSI 1+) compared to those who did not start recently (31% vs. 24%).
- Those that started gambling recently were largely driven to do so by the desire to make money (50%). The qualitative research showed that despite only starting recently, many of this group reported they were already seeking to reduce their gambling or stop altogether, suggesting a quick escalation of their gambling behaviour.

3.6.1 Proportion and profile of people who recently started gambling

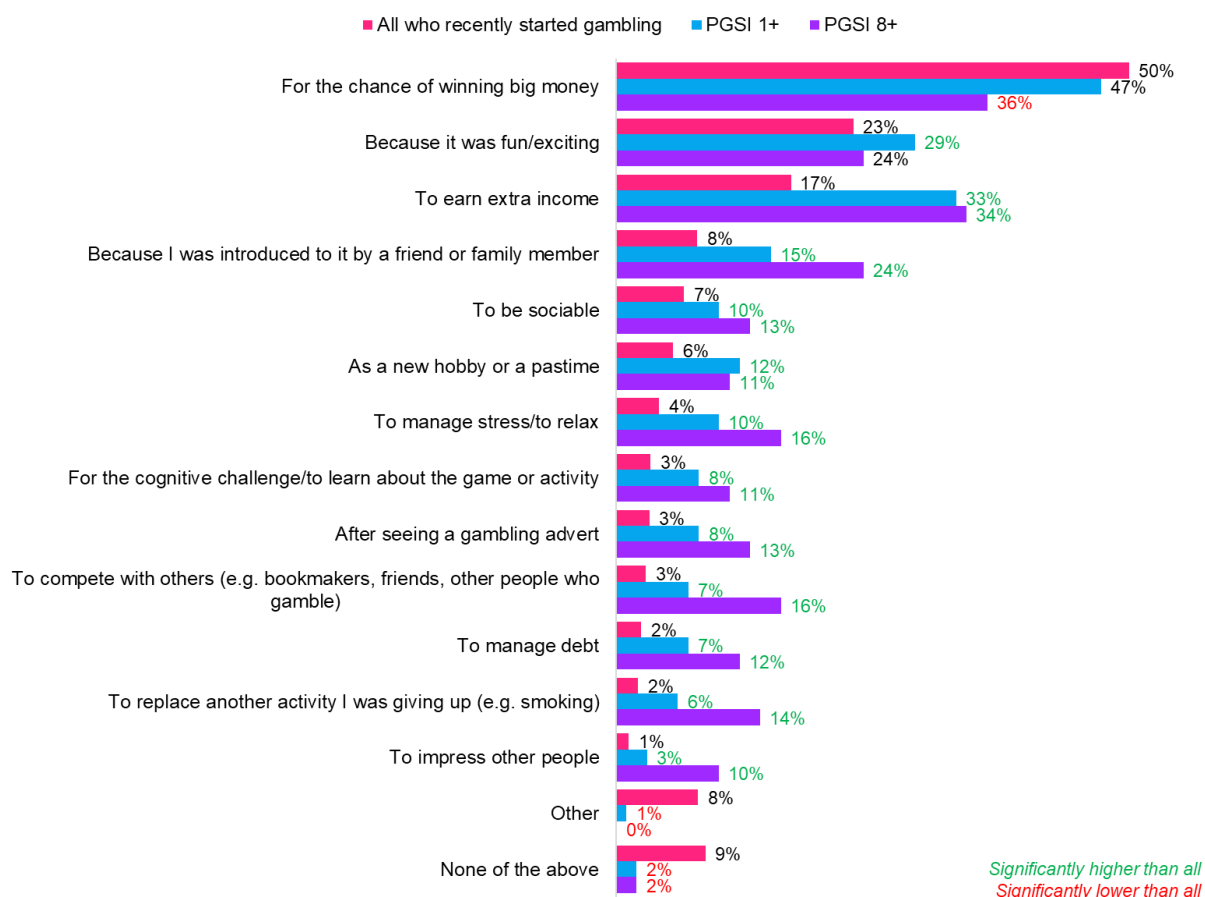
Of those who participated in gambling activities, around one in four (24%) reported that they first started engaging in these activities in the past 12 months.

It was more common for those who have recently started gambling to be under 35 (30% vs. 22% of those who gamble but did not start recently) and from ethnic minority backgrounds (17% vs. 11% of White respondents). However, the overall age profile for those who started gambling in the past 12 months was very evenly split (35% were aged 35-54 and 36% were aged 55+). People who recently started gambling were more likely to be experiencing any level of problems from their gambling (PGSI 1+) compared to those who gambled but did not start recently (31% vs. 24%).

3.6.2 Motivators to gamble for people who recently started gambling

The top cited reason for gambling among those who recently started was for a chance at winning big money, with half (50%) who cited this. This was followed by just over one in five (23%) who said because it is fun or exciting, and one in six (17%) who wanted to earn extra income.

Figure 6. Motivations for gambling among those who recently started gambling



Base: all GB adults who recently started gambling (n=2,642), PGSI 1+ (n=876) and PGSI 8+ (259) in 2024

Compared to all those who started gambling recently, those experiencing any level of gambling problems (PGSI 1+) were more likely to cite all listed reasons for starting to gamble except the chance at winning big (where there was no difference). The second most cited reason among those classified as PGSI 1+ was earning extra income (33% vs. 17% overall), and was nearly double the overall proportion who cited this. This indicates that those new to gambling (and who were experiencing any level of problems from it) were more motivated to start gambling by the perceived financial incentives.

Advertisements were also a factor in prompting people to start gambling. As PGSI score increases, so did the proportion who reported being motivated to start gambling by seeing gambling adverts. In the survey, this was mentioned by 13% of those experiencing 'problem gambling' (PGSI 8+, compared to 3% overall). This indicates the presence of

gambling adverts had a stronger motivating impact on those experiencing higher levels of harm.

In the interviews among 7 people new to gambling, most reported starting due to a need for financial gain amidst growing concerns about the cost of living. Almost all respondents new to gambling had faced financial hardship and instability of some kind, from unemployment to redundancy, familial obligations, persistent physical and/or mental health issues, or working a job that simply does not pay enough (e.g. part-time, zero hours work).

[About why she started gambling] "I was the main income earner out of myself and my partner before... I went on maternity leave, slashed by a redundancy. I think it was the idea of supplementing the income we have coming in." (Female, 39, PGSI 4)

Though in the majority of cases those who had recently started gambling reported that the hope of 'winning big' was a leading factor in getting them into gambling, many described the idea of winning even small amounts (e.g. £5 - 50) as a weight off their back. This indicates the financial vulnerability of the sample.

"I was so worried about money... So I thought okay if I put 10 pounds into Coral Casino or Sky Vegas and when even if it's 50 pounds that's to me a relief... I suppose some could say we'll go get a second job or things like that, but I just feel like it's quicker and easier and they do make it more accessible." (Female, 27, PGSI 18)

Respondents new to gambling in the interviews also repeatedly commented on the invasive nature of banners and pop-ups, particularly on their mobile phones/apps. Many described being 'sucked in' to online gambling sites with welcome promotions, including free bets and welcome bonuses. This aligned with quantitative data that indicated that advertising is a prompt for individuals to start gambling.

"Tombola is one of the biggest sort[s] of bingo sites and what not, so I guess it just started from there. And I got [a] free spin and I ended up winning 30. And I thought, oh my god, this is cool, and I just guess it manifested from there." (Female, 47, PGSI 5)

Isolation and increased time at home was also a common theme amongst those that had recently started gambling. This, combined with boredom, led many respondents to begin gambling, particularly online. Unlike other forms of gambling, online gambling offers

entertainment and gives the illusion of being a way to earn money from home quickly and easily. This was partly the reason that online casino games were particularly popular; they are easy to access from a laptop or phone and are designed to feel like a game, providing instant gratification, while also feeling like 'harmless' fun at a time when fun cannot be sought outside of the home.

"[Online casino games] made every day feel adventurous... it felt quite exciting to do at the time." (Male, 20, PGSI 12)

3.6.3 Usage and demand for advice, support and treatment among those new to gambling

Around one in eight (13%) of those who had recently started gambling reported using some form of advice, support or treatment, with a similar proportion who reported demand for this (12%). This was slightly (though statistically significantly) higher than the proportion who said the same among all who gamble (both 9%). This indicated that although this group was new to gambling, they were experiencing harm from this behaviour quickly, and were seeking out support or treatment very soon after starting to participate in gambling.

In the interviews, respondents spoke about losing more money than they could afford to lose, being concerned about developing an 'addiction', or that gambling had started to negatively impact their mental health and finances.

"I'd lose, I don't know, like a hundred pounds... so I'd text my dad, for example, and be like, 'the washing machine's broke... I need to borrow a hundred pounds', because I was trying to constantly make up for what I'd lost again." (Female, 27, PGSI 18)

Respondents new to gambling in the interviews were largely driven by the desire to make money/not feeling they had enough money, which could explain the quick escalation of their gambling behaviour (in reporting problems from gambling and a desire to stop/reduce months after starting). Since they were starting to gamble when their finances were already insecure, their ability to financially absorb losses from gambling was particularly low, therefore continuing to gamble felt untenable.

It was common for respondents to have tried to manage their gambling alone, whether through deleting their accounts, blocking gambling websites on their devices, or blocking payments via their mobile banking. Though several respondents had made efforts to reduce their gambling, overall participants' attitudes towards their current level of gambling

were mixed, with some who reported feeling fearful of losing control again, and others who felt satisfied with their gambling behaviours. A minority said they would likely increase their gambling participation, if they had more money to deposit.

“Were I to go back to bringing in a [better] income, I would probably still continue to do this kind of gambling because I... would probably invest more and put more in for a bigger return.” (Female, 39, PGSI 4)

4 Affected others

Gambling can have a profoundly negative impact not just on those who gamble, but also on those close to them. 'Affected others' refers to people who have experienced negative impacts due to the gambling of someone they know, either currently, or in their past. This may include family members, friends, work colleagues or anyone else.

Key findings

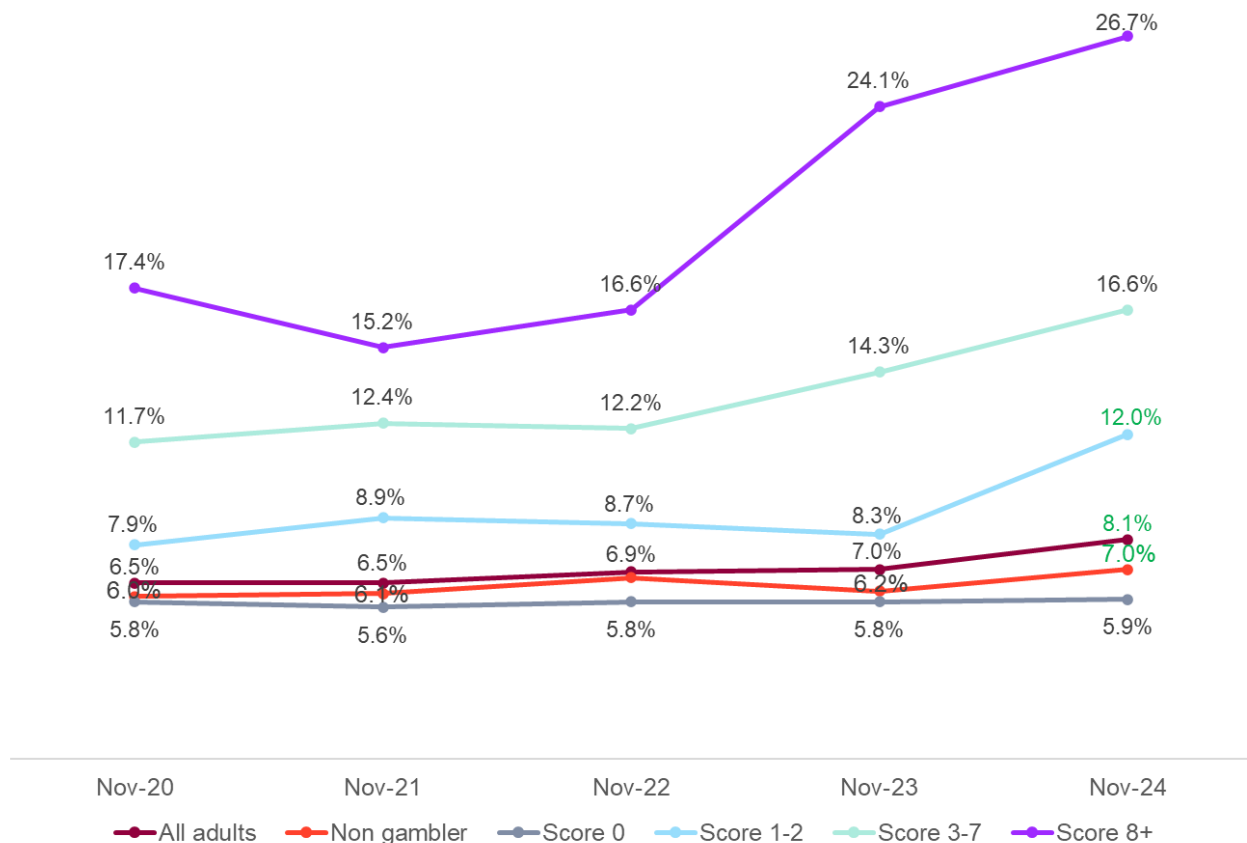
- The number of people who self-reported as an 'affected other' was 8%, a small but statistically significant increase from 7% in 2023.
- Continuing previous trends, there has been an increase in the proportion of affected others reporting having sought advice or support due to the gambling of someone close to them. Over two in five (44%) reported this, an increase of 9 percentage points compared to 2023, and nearly double the incidence reported prior to 2023.

4.1 Number of self-reported affected others

Overall, 8.1% of the adult population surveyed were classified as an affected other. Having previously remained stable, this represents a small but statistically significant increase, up from 7.0% in 2023 and the highest figure across years. This corresponds to approximately 4.3 million GB adults.

Consistent with previous years, those with higher PGSI scores were more likely to also self-describe as an affected other. As shown in Figure 7, 27% of those experiencing 'problem gambling' (PGSI 8+) were also affected others, falling to 6% of those scoring PGSI 0. Those experiencing low levels of problems (PGSI 1-2) saw an increase in the proportion who were affected others since 2023 (rising from 8% to 12%).

Figure 7. Proportion who are an affected other, by PGSI category



Base: all GB adults in 2020 (n=18,879), 2021 (n=18,038), 2022 (n=18,305), 2023 (n=18,178) and 2024 (n=17,933)

As seen in previous years, affected others were more likely to be:

- Women (9% compared to 7% of men)
- Younger respondents (10% of 18-34s and 9% of 35-54s, compared to 6% of those aged 55+)
- Those from an ethnic minority background (11% compared to 8% of White respondents)

4.1.1 Types of impacts

People affected by someone else's gambling reported similar negative impacts as in previous years. Most commonly, they cited impacts such as an inability to trust someone who gambles (48%), and feeling sad (38%), or angry (37%). These were the same top impacts as in 2023. Overall, three in four (75%) affected individuals reported negative effects on their relationships with the person who gambles, while 69% experienced feelings like depression, anxiety, or anger. Half (50%) faced financial consequences.

4.2 Affected others' usage of treatment and support

Continuing previous trends, there has been an increase in the proportion of affected others reporting having sought advice or support due to the gambling of someone close to them. Over two in five (44%) reported this, an increase of 9 percentage points compared to 2023, and nearly double the incidence reported prior to 2023. This was driven by increases in the proportion of affected others having engaged with support from a treatment service or from less formal sources (see Table 5).

Table 5. Usage of advice, support and treatment in the previous 12 months among affected others

	2019 (429)	2020 (279)	2021 (264)	2022 (306)	2023 (303)	2024 (423)
Used any advice/support from treatment services	16%	13%	15%	16%	23%	32%
Used any less formal advice/support	19%	15%	16%	16%	23%	32%
Used any advice/support at all	28%	24%	22%	26%	35%	44%

Base: All affected others. Statistically significant differences between survey years are shown in red (lower) and green (higher).

The increase in usage was driven by a number of different forms of treatment and support, with some seeing larger increases than others. One in five (19%) reported having sought support from family or friends this year, an increase from 13% in 2023. There were also large increases in the proportion who have used private mental health services (from 5% in 2023 to 12% in 2024), a support group (e.g. Gamblers Anonymous) (2023: 1%; 2024: 7%) and online forums or groups (2023: 1%; 2024: 6%).

Analysing this data across demographic groups, female affected others saw a greater increase in reported usage of treatment and support than their male counterparts, with usage rising among women from 27% in 2023 to 41% in 2024. Affected others in ABC1 social grades were also more likely to report this compared with last wave, from 36% in 2023 to 52% in 2024, while there was no change in reported usage from 2023 among those in C2DE social grades.

4.2.1 Prompts for seeking advice or support

Among affected others who reported having sought treatment, support or advice, the things that prompted them to do so are unchanged compared with previous years. Concern for safety and wellbeing (for either the person with a gambling problem or for other family members) was the top reason (49%), followed by relationship effects (41%).

4.3 Affected others' demand for treatment and support

In line with the increase in usage of advice and support among affected others, demand also rose. In 2024, over two in five (44%) affected others said that they want some form of advice or support, an increase from 35% in 2023 (see Table 6).

Table 6. Current demand for advice, support and treatment among affected others

	2019 (429)	2020 (279)	2021 (264)	2022 (306)	2023 (303)	2024 (423)
Want any advice/support from treatment services	15%	13%	17%	22%	24%	35%
Want any less formal advice/support	21%	11%	18%	17%	26%	30%
Want any advice/support at all	32%	20%	24%	29%	35%	44%

Base: All affected others. Statistically significant differences between survey years are shown in red (lower) and green (higher).

The increase in demand for advice and support was driven by a number of different specific forms. Fifteen percent of affected others reported wanting help from private mental health services, up from 9% in 2023. There was also an increase in the proportion selecting the National Gambling Support Network (NGSN), as well as websites (e.g. GambleAware, Citizen's Advice, GamCare), both rising from 5% to 9%.

4.3.1 Affected others: barriers to seeking advice and support

The barriers to seeking advice and support among affected others who would currently not want this are unchanged compared to 2023. A perception that advice or support would not be relevant (35%), the person who gambles not accepting/thinking that they have a

problem (24%) and a perception that it wouldn't be helpful or effective (21%) were the top barriers cited.

5 Prize draws and lotteries

5.1 Prize draws and charity lotteries

For the first time, the research covered participation in prize draws and charity lotteries. Prize draws are a raffle or lottery that people can pay to enter for the chance to win often very large prizes (e.g. a house, car); the money given is often associated with being part of a charitable donation, and there is only one winner. As such, prize draws are not currently defined as ‘gambling’, but they can be looked at in parallel to activities like the National Lottery when monitoring and analysing potential gambling related problems. This chapter will explore this link between prize draws and gambling participation and harm, among people who gamble.

Key findings

- Among people who gamble, one in three (33%) had participated in a prize draw in the past year, which rose to two in three (67%) among those experiencing ‘problem gambling’ (PGSI 8+).
- Around one in four (27%) people who gamble were estimated to be experiencing any level of problems from their participation in these prize draws (PGSI 1+), and around one in nine (11%) were estimated to be experiencing ‘problem gambling’ (PGSI 8+).
- In the interviews, many respondents, especially those experiencing ‘problem gambling’, did not view charity lotteries or prize draws as gambling due to their low winning odds and wide social acceptability.

5.1.1 Participation and profile of people who recently participated in prize draws and charity lotteries

Among people who gamble, one in three (33%) had participated in a prize draw in the past year, with participation highest for McDonald’s (e.g. McDonald’s Monopoly) and Omaze. Awareness of prize draws in the qualitative research was linked to the scale and frequency of their TV and social media advertisements and heavy marketing.

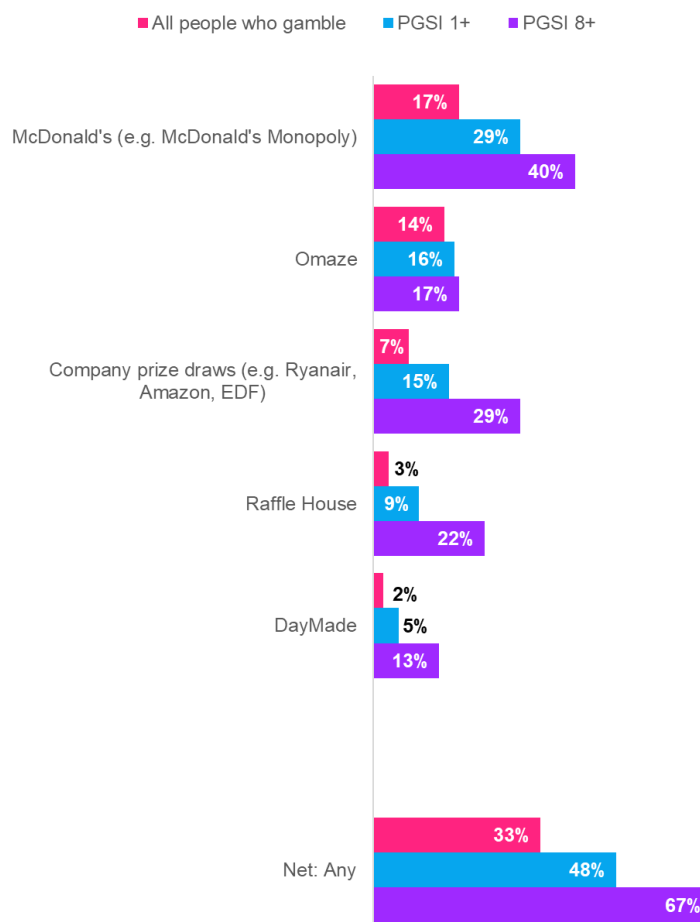
“I have never used Omaze, but I do get an awful lot of emails from that.” (Female, 56, PGSI 9)

“There’s so many advertisements for the Postcode Lottery.” (Male, 20, PGSI 12)

Young people who gamble (aged 18-34) were more likely to have recently participated in some form of prize draw (51%) compared to those aged 55+ (20%) and 35-54 (36%). People living in London (41%) and people from higher social grades (36% ABC1 vs. 29% C2DE) also participated more frequently. Additionally, people from ethnic minority backgrounds had higher participation rates (40%) than White respondents (32%).

Among those experiencing any level of problems from their gambling (PGSI 1+), nearly half (48%) had participated in a prize draw in the past year. This increased to two in three (67%) of those experiencing 'problem gambling', which is double the overall proportion (33%). This indicated that those who are experiencing any problems from gambling were more likely to have participated in these prize draws. While prize draws are not considered gambling, they are an activity to exercise caution around and consider when thinking about those experiencing gambling harm.

Figure 8. Prize draw participation – by PGSI score



Base: all GB adults who gamble (n=10,883), PGSI 1+ (n=2,947) and PGSI 8+ (742) in 2024

When focused on gambling problems related to prize draws⁸, around one in four (27%) people who gamble were classified as experiencing any problems from gambling from their participation in prize draws (an estimated PGSI 1+), and one in nine (11%) were classified as experiencing 'problem gambling' (an estimated PGSI 8+). This indicates that prize draws can potentially be a source of gambling harms, even though they are not a regulated gambling activity.

In alignment with current definitions of prize draws, respondents in the qualitative research also did not generally perceive charity lotteries or prize draws to constitute gambling, largely due to the perceived low probability of winning. Prize draws were viewed largely as another outgoing, or charity donation. This was especially the case for those experiencing 'problem gambling' (PGSI 8+), as their spend on prize draws compared to other gambling types was mostly negligible. This, alongside prize draws being viewed as more socially acceptable than other gambling types due to the associated 'contribution to society', risks a steady normalisation of prize draws.

"I know potentially in the long run I won't win anything back, but I'll be giving money. But I feel like, I'm doing some good in contributing to those charities." (Female, 39, PGSI 4)

Nonetheless, there were some respondents who questioned the authenticity and credibility of prize draws in the context of raising money for charity. Concerns were raised around the actual impact on society, and the amounts that charities actually received and spent on the advertised cause.

"It's probably not the best way to support something as how much of the actual money reaches the charity after all the management and covering the winners, prizes and stuff like that." (Female, 39, PGSI 17)

Adverts increased scepticism, particularly around the 'grand prizes' offered. Adverts felt like a means to attract more people in, which felt akin to traditional gambling adverts.

⁸ People who gamble and also participated in prize draws were asked the same set of nine questions used to calculate PGSI score, ranging from 'chasing losses' to 'gambling causing health problems' to 'feeling guilty about gambling'.

“The only time you see the, and I say it in inverted commas, ‘winners’ is through the advertisements. ‘Oh, last year, Michelle won 20,000 pounds plus a BMW just by entering into the competition.’ You just think to yourself, these are actors and do not feel like they’re genuine.” (Female, 47, PGSI 5)

“It’s very convincing because obviously they’re advertising you could win this fantastic home or whatever. This amazing home worth millions. So I could see how it would be very easy to draw people in to play it.” (Female, 53, PGSI 3)

Such scepticism indicated that individuals may not be drawn to prize draws or charity lotteries if they solely want to support a charity, but rather to be in with a chance to win and spend without guilt (as the money is technically going to a cause).

5.2 The National Lottery

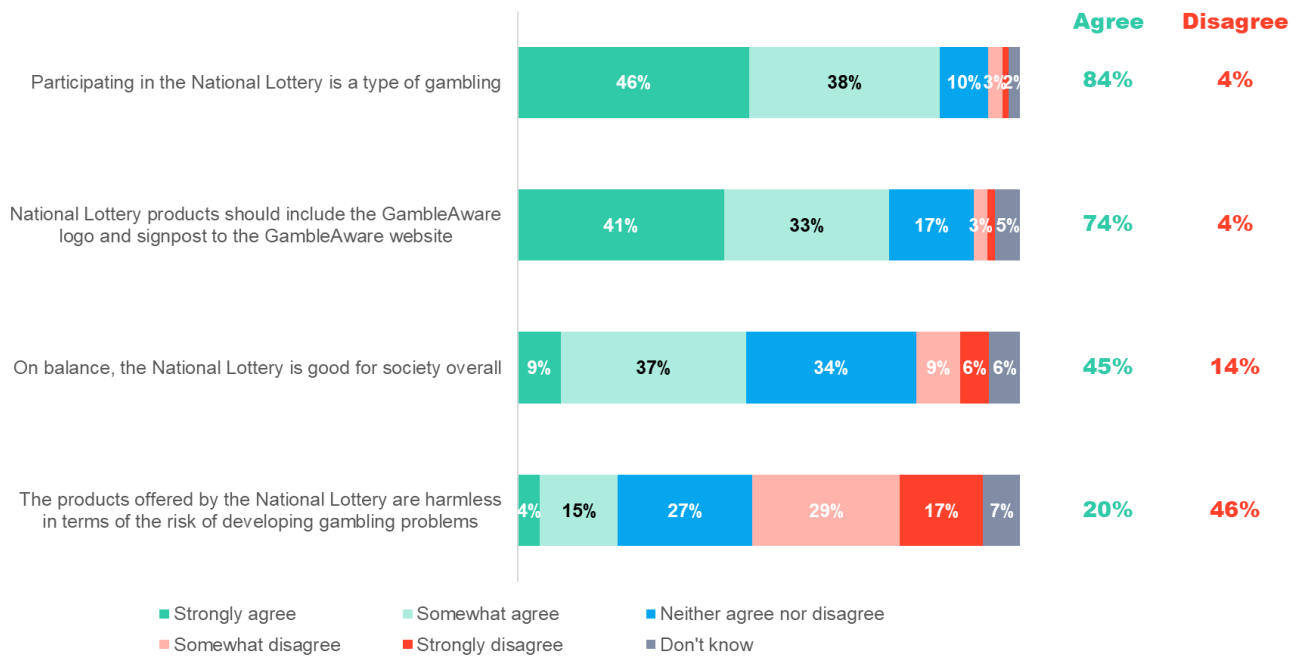
This year’s research included a focus on the National Lottery and related products (including Thunderball, EuroMillions, scratchcards and online Lottery games). Results reveal mixed perceptions of National Lottery products overall, though in general there was a perception of these products being lower risk than other forms of gambling.

Key findings

- People who gamble had mixed perceptions regarding the National Lottery and related products. While in general there was strong agreement that the National Lottery is a form of gambling (84%), and disagreement that these products are harmless (46%), people were much more likely to agree (45%) than disagree (14%) that the National Lottery is good for society overall.
- However, perceptions of harm for National Lottery products varied according to the type of ‘game.’ Draw games were associated with less risk due to the delayed gratification and lower cost per play. In contrast, instant win games were viewed as more addictive and harmful due to the game design and ease of access.

A vast majority agreed that participating in the National Lottery is a form of gambling (84%), with only 4% who disagreed. A similarly large majority supported signposting of the GambleAware logo and website on National Lottery products (74%), which further indicated a recognition of potential issues associated with them. This is supported by the fact that only 20% agreed that the products offered by the National Lottery are harmless in terms of the risk of developing gambling problems, with 46% disagreeing here.

Figure 9. Perceptions of National Lottery products



Base: all GB adults in 2024 (n=17,933)

However, other results illustrated a more nuanced view of the National Lottery overall. Specifically, respondents were much more likely to agree (45%) than disagree (14%) that ‘on balance, the National Lottery is good for society overall’. This suggests that while people acknowledged that National Lottery products are not harmless, their assessment of the prevalence and/or severity of gambling related issues is likely to be substantially lower compared to other forms of gambling.

The qualitative data suggests that this view of ‘societal good’ was mostly linked to a perception that profits go towards charitable causes. Some respondents found the charitable aspect reassuring and almost encouraging – it provided a means for them to gamble without guilt, as they felt their money would be spent in positive ways.

“With the National Lottery... it's a form of gambling that I don't feel guilty about because... [it] funds a lot of good causes... so I can justify it in my mind that way.”
 (Male, 27, PGSI 1)

Risks from National Lottery products were perceived to be highest among people who do not gamble, and lowest among those experiencing ‘problem gambling’ (PGSI 8+). Nearly half (47%) of PGSI 8+ agreed that National Lottery products are harmless in terms of the

risk of developing gambling problems. This figure declined incrementally moving down the PGSI scale and was lowest among those who do not gamble (15%).

Participants in the interviews, particularly those with higher PGSI scores, frequently contrasted the National Lottery with online slots and casino games, which were seen as highly 'addictive'. This was due to highly engaging games (particularly online) that provided instant gratification, a sense of adrenaline and were a high cost per play. This made it easy to lose track of time and spend money continuously. Similarly, sports betting was considered more 'addictive' than the National Lottery. This was because of the frequency of games and being able to bet based on knowledge of sports rather than pure chance, providing a higher sense of adrenaline and engagement with games.

It is also important to note that perceptions of harm for National Lottery products varied according to the type of 'game.' In the interviews, draw games were associated with lesser excitement when compared to other gambling types. They were viewed as less 'addictive' and harmful due to a lack of instant gratification, i.e., it is only possible to place set amounts, it is a relatively low cost per play, and the results do not come out immediately, making it less appealing to increase the frequency of games or the amount they play with.

In contrast, views towards the potential harm of instant win games differed. The ease of play, accessibility, and instant results made the games more 'addictive' as they felt more engaging and immersive, leading to larger amounts of money being spent in the hopes of winning. Some reported having played the National Lottery infrequently, but their participation increasing (more than they would have liked) once they discovered instant win games through the website/mobile app.

"I registered on the National Lottery app, and I got a bit of a habit with the instant scratch cards on there because they make it so easy for you to play... it did lead me into financial difficulty; I wasn't able to buy food for about a week because I'd spent the food shopping money on scratch cards." (Female, 53, PGSI 7)

Nonetheless, there was a view that due to the National Lottery being widely available, easy to access and normalised, it could act as a 'gateway' into 'problem gambling'. Some also noted being sceptical about how much money goes into charitable causes, making them doubt the potential benefits to society versus its drawbacks. This is similar to perceptions discussed earlier in this report around charity lotteries and prize draws.

“It does concern me a little about how socially accepted it is because it's seen as a good thing generally, but obviously it can be a form of gambling and can lead you further down that rabbit hole into gambling more and more.” (Male, 28, PGSI 14)

Participants were also concerned that the normalisation of the National Lottery and ease of access could draw younger people into gambling. Whilst some were concerned about this in principle, others shared having personal experiences of being drawn into playing the National Lottery when they were younger (under 18).

“We went on a school trip to see one of the first live showings of the National Lottery and that kind of twinkled in my eyes, the glamour of it all... I thought ‘this is great, this is the sort of thing that happens to people that win.’ (Male, 43, PGSI 7)

“I was quite tall at 14, I could pass for 16 unchallenged for scratch cards... my parents would give me money for the school bus and lunch, and I'd make some sandwiches in the evening and use all that money to gamble with.” (Male, 43, PGSI 7)

6 Gambling advertising

This year's research analysed people's attitudes to general levels of gambling advertising in Great Britain, as well as their support for increased regulation in this area.

Key findings

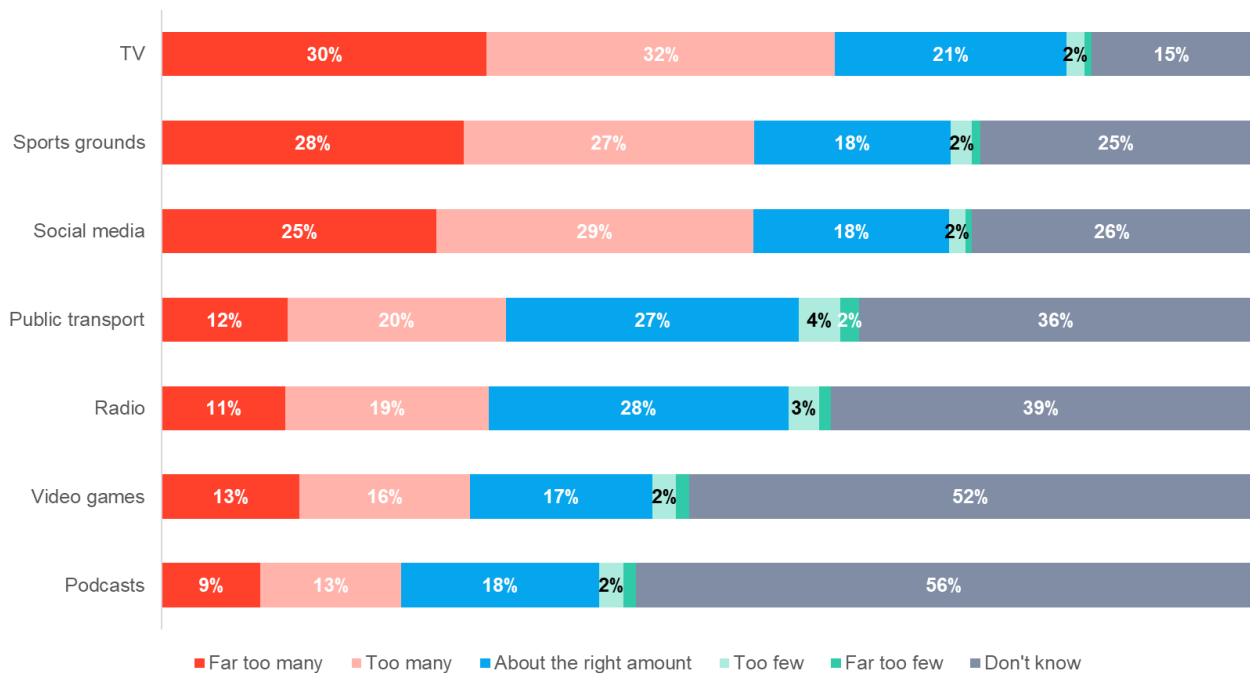
- There was strong support for increased regulation on gambling advertising, including a ban on advertising pre-watershed (78%) and at sporting events (58%), while a small majority also supported a total ban on gambling advertising in the UK (53%).
- Support for greater restrictions increased when it came to children's exposure to gambling advertising. For example, 91% supported a ban on advertising on TV channels or programmes popular with children.
- Children's exposure to gambling advertising was seen as particularly concerning due to its possible influence on shaping future gambling habits.
- In the qualitative interviews, respondents viewed gambling adverts as particularly exploitative in the current economic climate, especially amid the lingering effects of the cost-of-living crisis.

6.1.1 Prevalence of gambling advertising

Results in this section indicated that there was a strong perception that gambling advertising is too prevalent. This was most apparent for advertising on TV, where 62% perceived there to be too many gambling advertisements, as well as sports grounds and social media (both 54%). Less than half reported thinking there were too many advertisements for the other four media types listed, though this was combined with a high proportion saying that they didn't know, rather than that there were just the right amount or too few.

In the interviews, no singular platform or context stood out as having too much advertising. However, when considering advertising across all areas collectively, the overall frequency felt too high as part of the aggregated consumer experience. These findings highlighted a strong appetite for a reduction in the amount of gambling advertising people see in their day-to-day lives.

Figure 10. Prevalence of gambling advertising across different media types

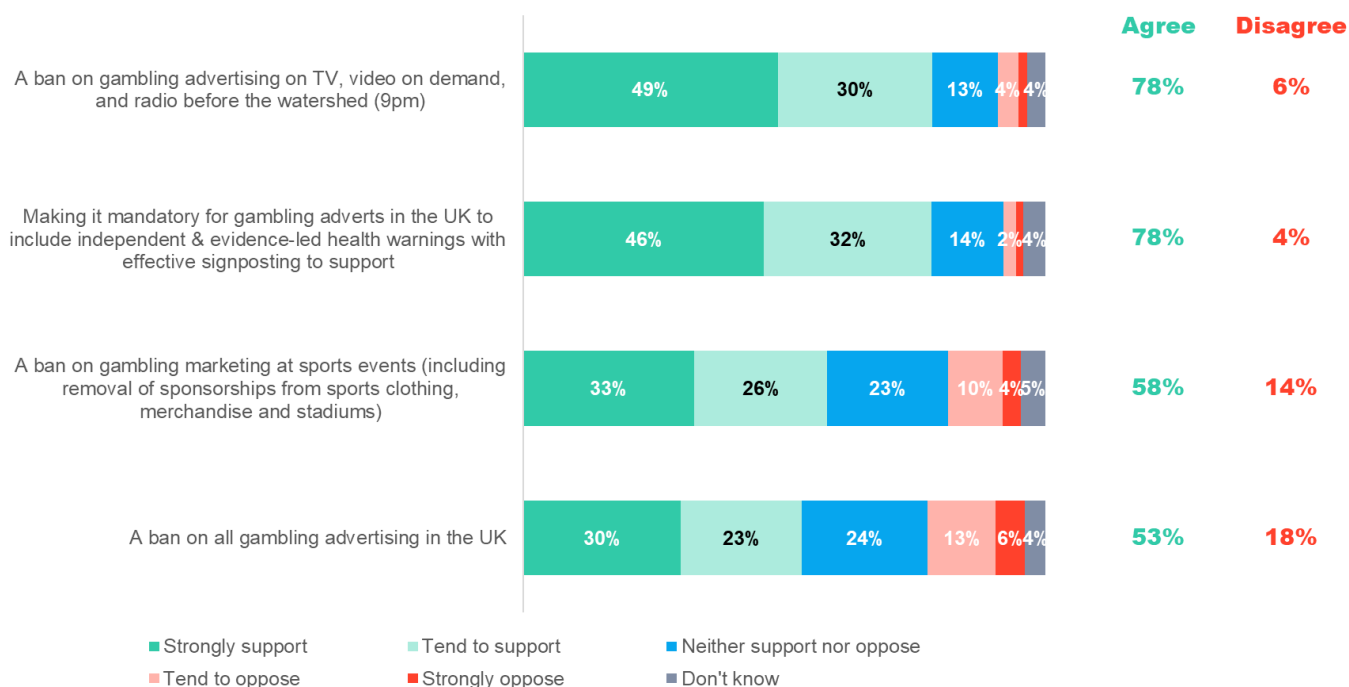


Base: all GB adults in 2024 (n=17,933)

6.1.2 Support for gambling advertising regulations

There was also strong support for a wide variety of different forms of regulation on gambling advertising in Britain (as shown in Figure 11). Over three in four (78%) supported a ban on gambling advertising on TV, video on demand (VOD) and radio before the 9pm watershed, while the same proportion supported making it mandatory for gambling advertising to include health warnings and signposting to support. Somewhat less, though still a majority (58%), supported a ban on gambling marketing at sporting events and merchandise, while 53% supported a total ban on gambling advertising.

Figure 11. Support for different forms of gambling advertising regulation



Base: all GB adults in 2024 (n=17,933)

Support for bans on gambling advertising before the watershed and mandatory inclusion of health warnings increased in line with PGSI score; that is, as PGSI score increased, so too did support for the proposed bans. It may be the case that those experiencing ‘problem gambling’ (PGSI 8+) are more likely to notice and/or feel affected by gambling advertising in their daily lives, leading a majority of this group to support more far-reaching measures to reduce their prevalence.

In the interviews, some mentioned gambling advertising being the main trigger for them to start gambling, with some recalling the specific advert that compelled them to start during a time when they were feeling especially vulnerable.

[On starting gambling] “My long term relationship was all going a bit pear shaped. There was an advert, I think it was for Jackpot Joy, I remember Barbara Windsor was on the advert, and I thought ‘that looks like fun’ and all the games have a chat room... and because it wasn't a great place at the time it was nice. They didn't know me, I didn't know them, I could chat.” (Female, 56, PGSI 9)

For others, gambling advertising served as an unwanted reminder that they *could* gamble, causing temptation. Potential harm or impact was then felt to increase if gambling

advertising occurred at a time when gambling was possible (for example, 'in situ' during a sporting event).

"It just sort of triggers you and makes you think, 'oh yeah it might be good to win some money, go online, put a few bets on that.' So I definitely think it makes me think about it." (Male, 40, PGSI 7)

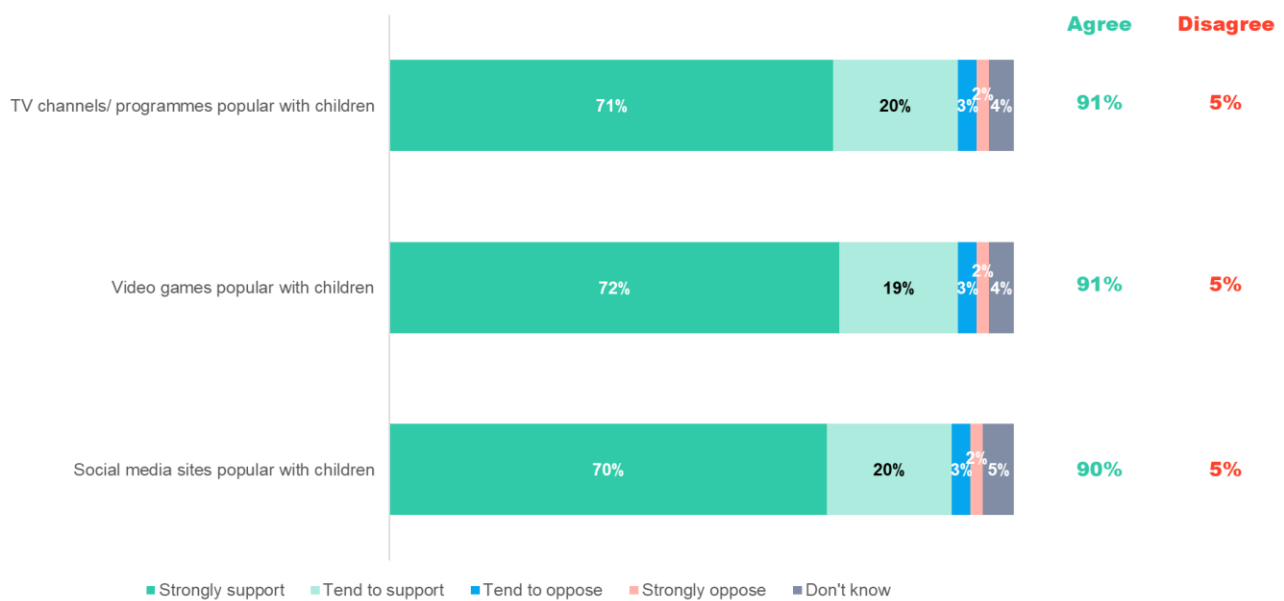
These direct links to harm or temptation as a result of advertising felt especially problematic to respondents within the current economic climate. Some respondents were still grappling with the residual impacts of the cost-of-living crisis, and viewed advertising as particularly exploitative within this context. Respondents in the qualitative sample that had started gambling in the last 18 months predominantly started due to 'wanting to make money', which suggests that advertising is occurring at a time when participants are financially vulnerable.

6.1.3 Gambling advertising and children

The survey also measured attitudes towards children's exposure to gambling advertising, gauging support for bans on advertising across three different mediums popular with children (TV channels or programs, video games, and social media sites).

Support for these types of bans was consistently very high among the general population overall and across groups. Nine in ten supported each of these types of bans (91% for TV and video games and 90% for social media), and only five percent said they opposed a ban on each. These results were even stronger than those seen for general gambling advertising regulation, and again emphasised the appetite among the GB population for further action in this area.

Figure 12. Support for bans on gambling advertisements among different media sources popular with children



Base: all GB adults in 2024 (n=17,933)

The scale of concern around children’s exposure to gambling advertising was driven by the assumption that children are exposed to the same level of advertising as adults, across the mediums mentioned, since they are using the same platforms and devices. The qualitative findings unearthed particular concern around the high visibility of marketing and sponsorships at sporting events. Children are now considered to be ‘acquainted’ with gambling brands, at least through name recognition.

Alongside this, YouGov’s Treatment and Support results (2022) indicated the significance that people who gamble attributed to their own experiences of early exposure, in shaping their gambling habits as adults. As such, children’s exposure to gambling advertising sparked alarm for this group. They viewed children as an especially vulnerable and ‘impressionable’ group that could be influenced by this advertising.

“I wouldn’t be surprised if some random teenager just decided to start gambling if they’re a football fan, because it’s just plastered all over the sport. I think it’s quite a natural thing to do. If you’re watching the sport and stuff, to eventually just start gambling.” (Male, 20, PGSI 12)

“My older one is 10 years old. She said to me she recognised a betting company off somebody’s football shirt and pointed it out as an advert the other day, which is

obviously a bit concerning, not just for her but for the amount of youngsters out there.” (Male, 39, PGSI 12)

Whilst support for a ban was clear, there were also concerns around children’s exposure to gambling companies outside of formal advertising. Some respondents viewed gambling companies’ social media content as a key issue. The sharing of sports content (memes, news) across their social media platforms was considered to be a way of companies engaging with younger audiences as young as 12 or 13 years old, and building long-term engagement and loyalty with them. Such content also does not require the same warnings or regulatory straplines as overt gambling advertising does. This content was viewed as a way of companies cleverly ‘lining up’ their future customer bases.

“If you look at Paddy Power a lot of their social media stuff is just funny clips and skits and stuff so that is a very concerning thing for particularly younger children – I’m not talking younger like 16, I’m talking younger like 9-10 year olds as well.” (Male, 39, PGSI 12)

Equally, the ability for children to simulate gambling through the ‘gamblification’ of games was also a source of concern, particularly for parents interviewed. Online games that are free and open to all ages were felt to simulate the gambling experience of slots well in terms of mimicking the sounds, aesthetics (colours, visuals) and overall experience. Many respondents felt game design (visuals and sounds) in online slots and other gambling games are at the crux of what makes them so appealing. Therefore, the ability for children of any age to access content that emulates this experience was a concern in allowing children to ‘develop a taste’ for these kinds of experiences.

Cryptocurrency trading and loot boxes were also mentioned as areas where children could simulate the gambling experience online and where greater restriction is needed, however awareness of these activities across the wider sample was low.

“I’m quite vigilant with my children [on loot boxes] but I’d like things done to discourage companies from doing that.” (Male, 43, PGSI 7)

6.1.4 Normalisation of gambling

There was a clear sense that gambling advertising is highly prevalent and pervasive across a wide variety of channels and in-person events, and this has likely contributed to an increased normalisation of gambling culture in Britain.

This was supported by the finding that 57% of respondents agreed with the statement 'gambling in Britain is considered a normal part of everyday life', with only 13% who disagreed. Agreement was higher among people experiencing any level of gambling problems (PGSI 1+), with 70% of PGSI 1-2, 71% of PGSI 3-7 and 68% of PGSI 8+ who agreed with this statement compared to 53% of people who do not gamble.

Many qualitative respondents felt that gambling is so highly normalised and ingrained within UK culture that gambling advertising is therefore not needed. The gambling industry was viewed as an industry that effectively 'sells itself.' Respondents pointed to the increased regulation around tobacco advertising as a key case study whereby, anecdotally, clamping down on advertising did not result in significant harm to the industry. A minority also felt that the UK gambling industry is more liberal than other countries with regards to advertising and as such they could not intuitively understand arguments *against* further regulation.

"I'm sure the companies want to make money, but obviously smoking adverts were banned a long time ago and people still smoke and vape, so why not just ban gambling adverts? It doesn't make any sense to me at all." (Female, 56, PGSI 9)

7 Cost of living

The cost-of-living crisis continues to impact people's ability to afford everyday essentials. While the rate of inflation dropped substantially over the past 12 months compared to that seen in 2022 and 2023, overall prices remain at significantly elevated levels⁹. This chapter explores the link between increasing financial pressures and likelihood to gamble more.

Key findings

- The vast majority of people who gamble said that gambling had had no impact on their financial situation in the last 3 months (80%).
- Those experiencing 'problem gambling' (PGSI 8+) were the only PGSI group where a majority reported that their gambling has had some impact on their financial situation recently.
- This group (PGSI 8+) were also more likely to report that the cost-of-living crisis had impacted their gambling. The most common response among this group was to say that they were gambling more (43%), with 30% reporting no impact and 23% saying they were gambling less.

7.1 Attitudes to personal financial situation

7.1.1 Taking action to save money

In order to assess attitudes towards finances, respondents were prompted with a list of possible actions they could have taken in the last three months to save money. The majority (55%) reported that they had done at least one of these actions, a small decline from the 58% who said this in 2023. The most common approaches to saving money were 'reduced energy usage' (34%) and 'reduced food shopping costs' (32%).

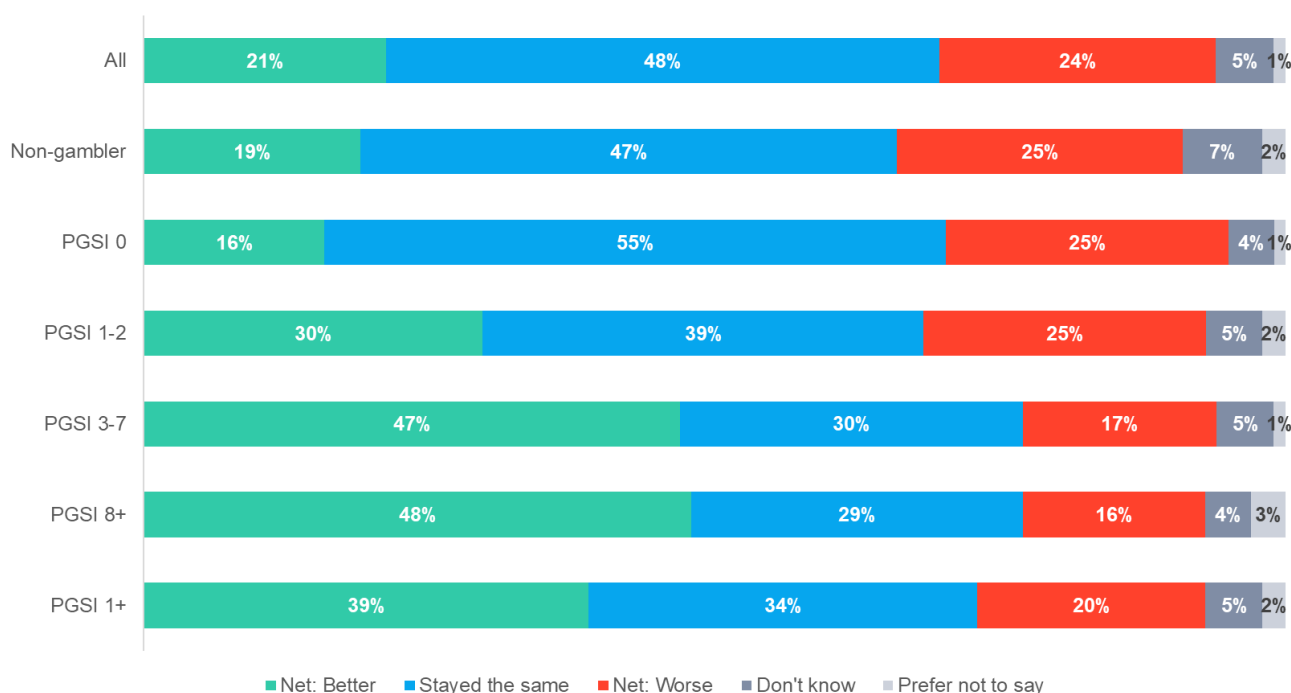
The incremental rise by PGSI score in the proportion who reported having taken any of the actions listed remains. Three in four (77%) of those experiencing 'problem gambling' (PGSI 8+) reported having done so, compared to 49% of those experiencing no reported problems (PGSI 0). This was likely primarily driven by certain factors related to experiencing 'problem gambling' (PGSI 8+), such as being younger and of below average income. However, it is also plausible that gambling serves to amplify these issues relating to the cost of living.

⁹ <https://www.ons.gov.uk/economy/inflationandpriceindices/timeseries/l55o/mm23>

7.1.2 Perception of future financial situation

When thinking about the next three months, 21% said they thought their financial situation would get better in the short-term, 48% said they thought it would stay the same, and 24% thought it would get worse.

Figure 13. Perception of future financial situation



Base: All GB adults (n=17,933), Non-gambler (n=7,050), PGSI 0 (n=7,936), PGSI 1-2 (n=1,336), PGSI 3-7 (n=869), PGSI 8+ (n=742) and PGSI 1+ (n=2,947) in 2024

Again, as shown in Figure 13, a substantial difference was seen by PGSI score, with 48% of those experiencing 'problem gambling' (PGSI 8+) and 47% of those experiencing moderate levels of problems (PGSI 3-7) who believed their personal financial situation would get better, compared to 30% of those experiencing low levels of problems (PGSI 1-2) and 16% of those experiencing no reported problems (PGSI 0). Some of this increased optimism may again be driven by age, as those aged 18-34 were more likely to have higher PGSI scores and were four times as likely as those aged 55+ to say they thought their financial situation would improve. However, the trend remained even when limiting the analysis to those aged 18-34.

Various factors fed into the perception that personal financial situations would worsen. Respondents in the qualitative interviews discussed anxieties around rising bills and

insecure housing. Some were resigned to the fact that utilities and rent would increase in the near future, and they felt a need to raise additional funds in order to cover for this eventuality. For a minority, they were looking to source this extra money through gambling.

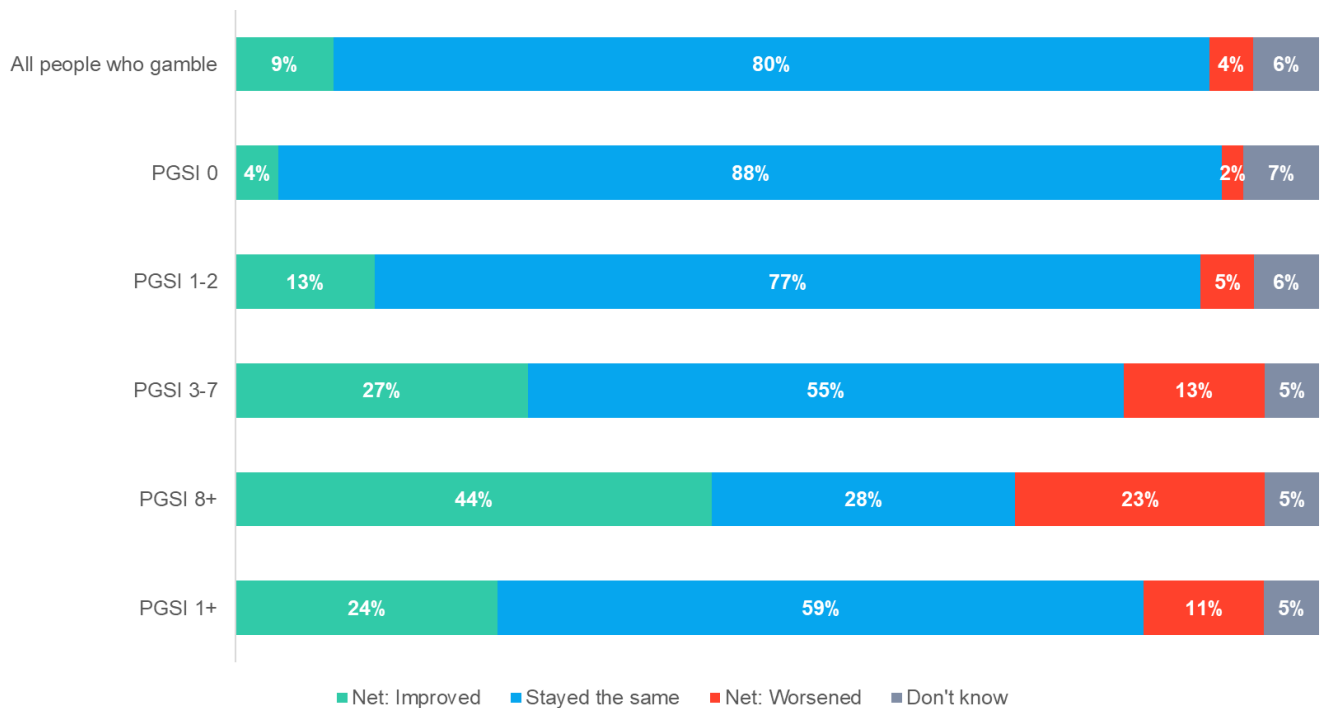
“In my mind, if my credit score is awful, maybe there’s a chance if I can put some money aside if I have to move again, I will be able to go ‘Oh I can pay three months in advance or four months in advance.’” (Female, 56, PGSI 9)

7.2 Effect of gambling on financial situations

The vast majority of people who gamble said that gambling had had no impact on their financial situation in the last 3 months (80%), a similar figure to 2023 (83%). The proportion who said it had improved their financial situation was 9%, slightly higher than in 2023 (6%), while 4% said it had worsened their situation (the same as in 2023).

As Figure 14 shows, those experiencing ‘problem gambling’ (PGSI 8+) were the only PGSI group where a majority reported that their gambling has had some impact on their financial situation recently. Over two in five (44%) reported that it has improved as a result, an increase from 33% in 2023. Around one in four (23%) said it has worsened, slightly lower than in 2023 (28%).

Figure 14. Effect of gambling on financial situation



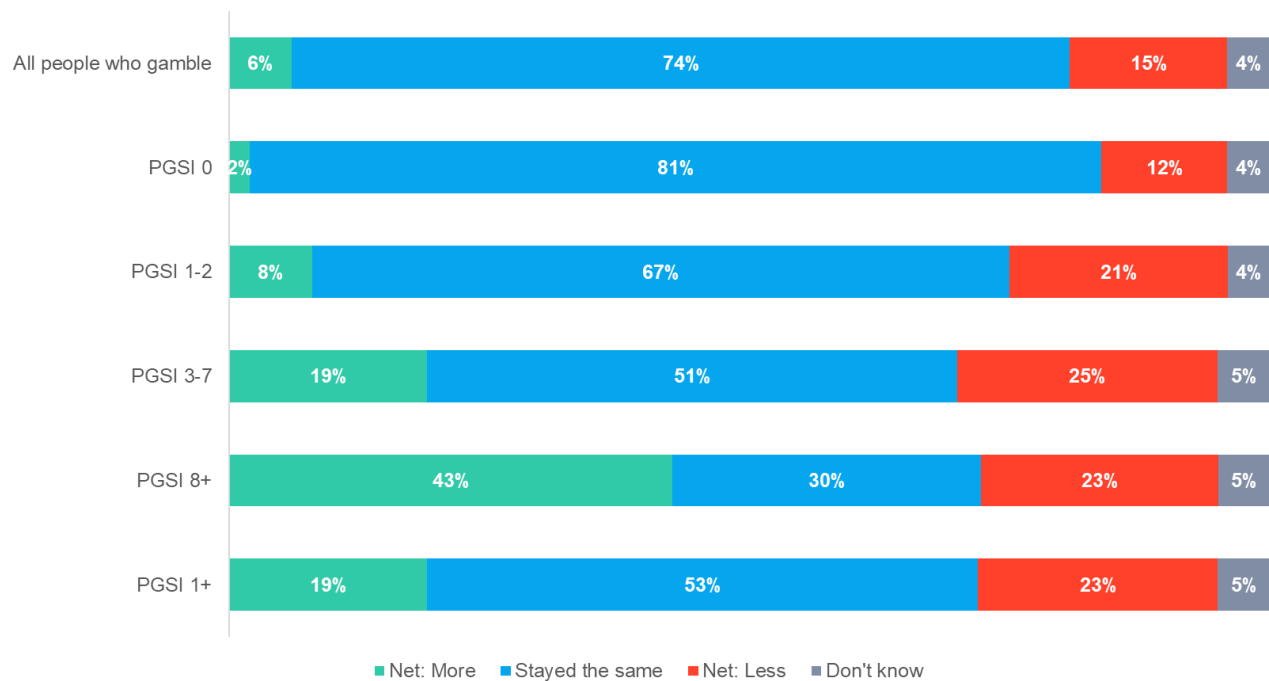
Base: All GB adults who gamble (n=10,883), PGSI 0 (n=7,936), PGSI 1-2 (n=1,336), PGSI 3-7 (n=869), PGSI 8+ (n=742) and PGSI 1+ (n=2,947) in 2024

7.3 Effect of the cost-of-living crisis on gambling

The vast majority of people who gamble said the cost-of-living crisis had no impact on how much they gambled in the last 3 months (74%), a similar figure to 2023 (77%).

Similar trends to those discussed earlier in this chapter were seen by PGSI score, with those experiencing 'problem gambling' (PGSI 8+) much more likely to report that the cost of living crisis had impacted their gambling. As Figure 15 shows, the most common response among this group was to say that they were gambling more (43%), with 30% who reported no impact and 23% who said they were gambling less. These findings show that people experiencing 'problem gambling' do not all experience the cost of living in the same way when it comes to their gambling habits.

Figure 15. Gambling as a result of the cost-of-living crisis



Base: All GB adults who gamble (n=10,883), PGSI 0 (n=7,936), PGSI 1-2 (n=1,336), PGSI 3-7 (n=869), PGSI 8+ (n=742) and PGSI 1+ (n=2,947) in 2024

8 Conclusions

Overall participation in gambling among GB adults in 2024 has not changed: the 60.8% who reported having participated in some form of gambling in the last 12 months is the same as the figure recorded in 2023 (60.8%). The results from this year's survey did however show a continuation of trends in terms of the specific forms of gambling people are participating in, exemplified by small increases in categories such as sports betting (2023: 15.9%, 2024: 16.9%) and online casino games (2023: 4.9%, 2024: 5.9%).

While the proportion of the population experiencing any level of problems from gambling (PGSI 1+) has been rising slowly over time, the increase from 13.1% in 2023 to 15.6% this year is the largest year-on-year shift seen across the survey series, a cause for concern. This increase is seen among the PGSI 1-2, 3-7 and 8+ brackets, meaning that incidence of gambling problems is higher across the population of people who gamble.

Coupled with the increase in gambling problems is a rise in the proportion reporting using and saying they want advice, support and/or treatment in comparison with 2023. While no specific form of treatment/support is responsible for driving these increases, it is notable that analysis by PGSI score showed that it was only those experiencing low (PGSI 1-2) or moderate (3-7) levels of problems with gambling where statistically significant increases in usage and demand were seen. When it comes to barriers to seeking help, the data shows there is not one main barrier, but instead various different ones; this highlights the challenges people who gamble face when trying to change their behaviour.

One in four (24%) people who gamble had done so for the first time in the last 12 months. Results suggest that this group were motivated to start gambling by the perceived financial incentives, particularly among those experiencing any level of problems from gambling (PGSI 1+). The third (33%) of those experiencing any level of problems from gambling (PGSI 1+) who cited wanting to earn extra income as their reason for starting gambling was illustrative of this, which suggests that targeted messaging around the potential for financial loss from gambling may be particularly relevant to this group. Our qualitative results indicated that some of this group were already seeking to reduce or stop their gambling, which further suggests that they may be receptive to messaging that sets out options for treatment and support.

One in three (33%) people who gamble reported participating in prize draws, which rose to two in three (67%) of those experiencing 'problem gambling' (PGSI 8+). The data highlights the link between prize draws and harm, with 27% of participants receiving an estimated PGSI score of 1+ due to their participation in prize draws, and 11% receiving an estimated PGSI score of 8+. Participation in prize draws was rationalised by people who gamble, tied to the charitable donation for entry. This presented a 'guilt-free' opportunity to be in with a chance of winning big, without a feeling that they are actively gambling. These results highlighted a link between prize draws and harm, and the need for them to be considered when thinking about the wider category of gambling activities.

The survey results reveal mixed views on the National Lottery and its related products. Respondents overwhelmingly agreed that the National Lottery is a form of gambling (84%), with a sizable proportion (46%) who disagreed that the products are harmless in the risk of developing gambling problems. However, people were much more likely to agree (45%) than disagree (14%) that 'on balance, the National Lottery is good for society overall'. This suggests that while people acknowledged that National Lottery products are not harmless, their assessment of the prevalence and/or severity of gambling related problems was likely to be substantially lower compared to other forms of gambling. However, it is important to note that perceptions of harm can differ across 'type' of National Lottery product. The interviews showed that scratch cards, use of the National Lottery app and Instant Win games present a more comparable challenge to other types of gambling than draw games.

Finally, results suggest that there was a strong appetite for stronger measures when it came to reducing the prevalence of gambling advertising in Britain, especially in the context of exposure to young people. While more incremental changes such as banning gambling ads pre-watershed and including more warnings regarding potential gambling related problems (both 78%) gained the greatest levels of support, a total ban on gambling advertising also reached majority support (53%). The continuing increase in levels of problems from gambling seen since the beginning of this research series suggests the need for bold action in this area, with this research showing they are already supported by the public. Within an ever-changing digital landscape, areas alongside advertising (such as social media content, engagement and gaming) need to be heavily monitored, to minimise young people's engagement with gambling brands and the ability to simulate the gambling experience through online games.

9 Technical appendix

9.1 Standardised tools and classifications

This section outlines the standardised tools and classifications that were used in the survey and analysis process.

9.1.1 Problem Gambling Severity Index (PGSI)

The study used the full (9-item) PGSI to measure levels of gambling behaviour which may cause problems for the person who gambles. The PGSI¹⁰ 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.

The nine items are listed below:

1. Have you bet more than you could really afford to lose?
2. Have you needed to gamble with larger amounts of money to get the same excitement?
3. When you gambled, did you go back another day to try and win back the money you lost?
4. Have you borrowed money or sold anything to get money to gamble?
5. Have you felt that you might have a problem with gambling?
6. Has gambling caused you any mental health problems, including stress or anxiety?
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?
8. Has your gambling caused any financial problems for you or your household?
9. Have you felt guilty about the way you gamble or what happens when you gamble?

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 7 according to their score on the PGSI measure. The report uses non-reductive language to describe these groups to reduce stigmatising labels, following GambleAware's latest guidance on language to

¹⁰ 'Gambling behaviour in Great Britain' (NatCen, 2016):

<http://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-behaviour-in-Great-Britain-2016.pdf>

reduce stigma. The associated thresholds and labels used throughout the report can be seen in Table 7. This threshold is recommended by developers of the PGSI and is used in the current and previous reports. Throughout the report, analysis has been made comparing those classified as PGSI 1+ and PGSI 8+. These groups are mainly used for analysis to ensure adequate sample size across the questions.

Table 7. 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+

The prevalence of “problem gambling” varies across surveys due to differences in survey methodology, with previous research showing online surveys tend to over-estimate gambling participation, whilst face to face surveys may under-estimate it¹¹. As such, the data presented in this report is likely to be an “upper bound”. However, the figures reported here on overall PGSI scores within the GB adult population align closely with those from the Gambling Study for Great Britain, published in November 2023 by the Gambling Commission, providing support for their validity.

9.1.2 Ethnicity classification

Ethnicity is among the demographic data that YouGov already holds on its panel members, so it was not asked in the GambleAware survey. Respondents self-report their

¹¹ For further information, see: <https://www.sciencedirect.com/science/article/pii/S0033350621004753?mscldid=f9e88b41d12f11ecb521676f2afaebf3>

ethnicity using the question “What ethnic group best describes you?”. The question is consistent with the UK Census categories to ensure that data collected is comparable to other datasets.

The question is single code, meaning that respondents must choose a best fit description of their ethnicity, rather than being able to fully self-define. The overall ‘Black, Asian and Minority Ethnic’ (ethnic minorities) and ‘White’ groupings encompass the ethnic groups outlined in the table below.

Table 8. Ethnicity breakdown

What ethnic group best describes you? <i>Please select one option only.</i>	Census classification	Overall grouping
English / Welsh / Scottish / Northern Irish / British	White	White
Irish	White	White
Gypsy or Irish Traveller	White	White
Any other White background	White	White
White and Black Caribbean	Mixed/Multiple ethnic groups	Ethnic minority
White and Black African	Mixed/Multiple ethnic groups	Ethnic minority
African	Black/ African/Caribbean/Black British	Ethnic minority
Caribbean	Black/ African/Caribbean/Black British	Ethnic minority
Any other Black / African / Caribbean background	Black/ African/Caribbean/Black British	Ethnic minority
White and Asian	Mixed/Multiple ethnic groups	Ethnic minority
Indian	Asian/Asian British	Ethnic minority
Pakistani	Asian/Asian British	Ethnic minority
Bangladeshi	Asian/Asian British	Ethnic minority
Chinese	Asian/Asian British	Ethnic minority
Any other Asian background	Asian/Asian British	Ethnic minority
Any other Mixed / Multiple ethnic background	Mixed/Multiple ethnic groups	Ethnic minority
Arab	Other ethnic group	Ethnic minority
Any other ethnic group	Other ethnic group	Ethnic minority

9.1.3 Social grade

Social grade is a classification system based on occupation. Developed by the NRS, social grade has been the research industry's source of social-economic classification for over 50 years. The categories can be found in Table 9. For analysis purposes, the current report groups the categories together into ABC1 and C2DE, allowing key comparisons to be made. The brackets 'ABC1' and 'C2DE' are commonly used to describe those employed in broadly 'white collar' and broadly 'manual' occupations respectively.

Table 9. NRS Social Grade categories

		% of population (NRS Jan- Dec 2016)
A	Higher managerial, administrative and professional	4
B	Intermediate managerial, administrative and professional	23
C1	Supervisory, clerical and junior managerial, administrative and professional	28
C2	Skilled manual workers	20
D	Semi-skilled and unskilled manual workers	15
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only	10

9.1.4 Alcohol Use Disorder Identification Test – Consumption (AUDIT-C)

AUDIT-C provides a composite measure of alcohol consumption levels, incorporating frequency of drinking, units consumed on a typical occasion, and frequency of drinking six units or more (for women) or eight units or more (for men). These three questions each carry a score of 0-4 depending on the answer given. This gives each individual an AUDIT-C score between 0 and 12. Scores have been grouped as shown in Table 10.

This is a standard scale used for healthcare screening.¹² Data by AUDIT-C score can be found in the additional tables linked to this report.

Table 10. AUDIT-C categories

Category	AUDIT-C score
Low risk	0-4
Increasing risk	5-7
Higher risk	8-12

9.1.5 Advice, support and treatment

Throughout this report, when discussing the types of advice, support and treatment people can receive to help manage their gambling, we refer to ‘treatment services’ and ‘sources of advice and support’. Treatment services include a range of professional services, including mental health services (e.g. counsellor, therapist), specialist face-to-face treatment services for gambling, and other addiction services (e.g. drug or alcohol). Sources of advice and support include friends and family members, websites (e.g. GambleAware.org, Citizen’s Advice, GamCare) and spouses/partners, amongst others.

In the report, we have also grouped sources of advice, support, and treatment into other categories, such as ‘medical and professional services’ and ‘gambling self-help methods’ (for example). Table 11 below gives the full breakdown of sources.

Table 11. Sources of advice, support and treatment

Source	Advice, support, and treatment type	Additional grouping
GP	Treatment	Medical/professional services
Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face)	Treatment	Medical/professional services

¹² ‘How should I screen for problem drinking’ (The National Institute for Health and Care Excellence, 2023): <https://cks.nice.org.uk/topics/alcohol-problem-drinking/diagnosis/how-to-screen/>

Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face)	Treatment	Medical/professional services
Social worker, youth worker or support worker	Treatment	Medical/professional services
National Gambling Support Network	Treatment	Gambling/addiction services
Other specialist gambling specific services (e.g. AnonyMind and Therapy Route)	Treatment	Gambling/addiction services
Other addiction service (e.g. drug or alcohol)	Treatment	Gambling/addiction services
A support group (e.g. Gamblers Anonymous)	Support and advice	Support, faith or online groups
A faith group	Support and advice	Support, faith or online groups
Online forum or group	Support and advice	Support, faith or online groups
Your spouse/partner	Support and advice	Close contacts
Friends or family members	Support and advice	Close contacts
Your employer	Support and advice	Close contacts
Books, leaflets, or other printed materials	Support and advice	Resources on gambling
Websites (e.g., GambleAware, Citizen's Advice, GamCare)	Support and advice	Resources on gambling
National Gambling Helpline	Support and advice	Telephone helplines
A telephone helpline (e.g. National Gambling Helpline)	Support and advice	Telephone helplines
Self-help apps or other self-help tools	Support and advice	Gambling self-help methods
Self-exclusion (e.g. blocking software or blocking bank transactions)	Support and advice	Gambling self-help methods

9.2 Notes for interpretation

The findings throughout the report are presented in the form of percentages, and all differences highlighted between subgroups are statistically significant at an alpha level of 0.05 unless otherwise indicated. In some instances, apparent differences between figures may not be considered 'statistically significant' due to sample sizes. Findings that did not reach our chosen level of statistical significance do not necessarily mean that no change

has occurred (e.g. year on year), but a failure to detect differences due to *change*, from differences due to *sampling variation*.

In the tables, statistically significant differences year on year are indicated in red (meaning statistically significantly lower) and green (meaning statistically significantly higher). Where percentages do not sum up to 100, this is due to rounding, the exclusion of 'don't know' and 'prefer not to say' responses, or because respondents could give multiple answers.

9.3 Population estimates

Population estimates have been calculated using data from the 2024 Annual GB Treatment and Support Survey and the latest ONS mid-year estimates (for Great Britain, 18+, 2023). These are based on a total population size of 52,712,683 GB adults aged 18+¹³. For example, in order to estimate the number of people who gamble, the proportion in the survey to one decimal place (60.8%) was multiplied by the total population. This figure was then rounded to the nearest thousand (32,049,000).

Table 12. Population estimates

	% in survey	Margin of error	Min. %	Max. %	Rounded estimate	Rounded minimum	Rounded maximum
All							
PGSI 0	45.2%	0.73%	44.47%	45.93%	23,826,000	23,441,000	24,211,000
PGSI 1-2	7.3%	0.38%	6.92%	7.68%	3,848,000	3,648,000	4,048,000
PGSI 3-7	4.6%	0.31%	4.29%	4.91%	2,425,000	2,261,000	2,588,000
PGSI 1-7	11.9%	0.47%	11.43%	12.37%	6,273,000	6,025,000	6,521,000
PGSI 1+	15.6%	0.53%	15.07%	16.13%	8,223,000	7,944,000	8,503,000
PGSI 3+	8.4%	0.41%	7.99%	8.81%	4,428,000	4,212,000	4,644,000
PGSI 8+	3.8%	0.28%	3.52%	4.08%	2,003,000	1,855,000	2,151,000
Affected others	8.1%	0.40%	7.70%	8.50%	4,270,000	4,059,000	4,481,000
Gambled in last 12 months	60.8%	0.71%	60.09%	61.51%	32,049,000	31,675,000	32,424,000

¹³ ONS (2023) [Estimates of the population for the UK, England, Wales, Scotland and Northern Ireland](#)

Gambled in last 4 weeks	47.9%	0.73%	47.17%	48.63%	25,249,000	24,865,000	25,634,000
PGSI 1+ or affected other	21.1%	0.60%	20.50%	21.70%	11,122,000	10,806,000	11,439,000
PGSI 3+ or affected other	14.6%	0.52%	14.08%	15.12%	7,696,000	7,422,000	7,970,000
PGSI 8+ or affected other	10.8%	0.45%	10.35%	11.25%	5,693,000	5,456,000	5,930,000
Men							
PGSI 0	44.7%	1.05%	43.65%	45.75%	11,408,000	11,140,000	11,676,000
PGSI 1-2	9.0%	0.60%	8.40%	9.60%	2,297,000	2,144,000	2,450,000
PGSI 3-7	6.8%	0.53%	6.27%	7.33%	1,735,000	1,600,000	1,871,000
PGSI 1-7	15.8%	0.77%	15.03%	16.57%	4,032,000	3,836,000	4,229,000
PGSI 1+	21.1%	0.86%	20.24%	21.96%	5,385,000	5,166,000	5,605,000
PGSI 3+	12.1%	0.69%	11.41%	12.79%	3,088,000	2,912,000	3,264,000
PGSI 8+	5.3%	0.47%	4.83%	5.77%	1,353,000	1,233,000	1,473,000
Affected others	7.4%	0.55%	6.85%	7.95%	1,889,000	1,748,000	2,029,000
Gambled in last 12 months	65.9%	1.00%	64.90%	66.90%	16,819,000	16,563,000	17,074,000
Gambled in last 4 weeks	54.6%	1.05%	53.55%	55.65%	13,935,000	13,667,000	14,203,000
PGSI 1+ or affected other	25.2%	0.92%	24.28%	26.12%	6,431,000	6,197,000	6,666,000
PGSI 3+ or affected other	17.0%	0.79%	16.21%	17.79%	4,339,000	4,137,000	4,540,000
PGSI 8+ or affected other	11.4%	0.67%	10.73%	12.07%	2,909,000	2,738,000	3,080,000
Women							
PGSI 0	45.6%	1.01%	44.59%	46.61%	12,399,000	12,125,000	12,674,000
PGSI 1-2	5.8%	0.47%	5.33%	6.27%	1,577,000	1,449,000	1,705,000
PGSI 3-7	2.4%	0.31%	2.09%	2.71%	653,000	568,000	737,000
PGSI 1-7	8.2%	0.56%	7.64%	8.76%	2,230,000	2,077,000	2,382,000

PGSI 1+	10.5%	0.62%	9.88%	11.12%	2,855,000	2,686,000	3,024,000
PGSI 3+	4.7%	0.43%	4.27%	5.13%	1,278,000	1,161,000	1,395,000
PGSI 8+	2.3%	0.30%	2.00%	2.60%	625,000	544,000	707,000
Affected others	8.7%	0.57%	8.13%	9.27%	2,366,000	2,211,000	2,521,000
Gambled in last 12 months	56.1%	1.01%	55.09%	57.11%	15,254,000	14,980,000	15,529,000
Gambled in last 4 weeks	41.7%	1.00%	40.70%	42.70%	11,339,000	11,067,000	11,611,000
PGSI 1+ or affected other	17.3%	0.77%	16.53%	18.07%	4,704,000	4,495,000	4,913,000
PGSI 3+ or affected other	12.4%	0.67%	11.73%	13.07%	3,372,000	3,190,000	3,554,000
PGSI 8+ or affected other	10.3%	0.62%	9.68%	10.92%	2,801,000	2,632,000	2,969,000

Table 13. People in total, and children, in the household, by PGSI category

	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+
	(n=1,336)	(n=869)	(n=742)	(n=2,947)
Proportion with any children (under 18) in household	31.9%	45.9%	56.7%	41.7%
Average number of other people (adults and children) in household	1.7	2.1	2.4	2.0
Estimated number of people affected by someone else's gambling in the GB population	8,390,000	6,530,000	6,165,000	21,092,000
Estimated percentage of people affected by someone else's gambling in the GB population	12.4%	9.7%	9.1%	31.2%

Average number of children (under 18) in household	0.6	0.8	1.1	0.7
Estimated number of children (under 18) affected by someone else's gambling in the GB population	2,350,000	1,975,000	2,243,000	5,859,000
Estimated percentage of children (under 18) affected by someone else's gambling in the GB population	16.8%	14.2%	16.1%	42.0%

9.4 Weighting

Weighting 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 at the tail end of the data processing phase, on cleaned data. We used a method called rim weighting.

In order to ensure representativeness of the sample, quotas were set during fieldwork by age, gender, UK region, NRS social grade and ethnic group.

Following data collection, the data was weighted to match the profile of all GB adults (aged 18+) by the demographics listed above.¹⁴ The sample is representative at the overall level, and at the national level: England, Wales and Scotland.

It is important to note that the survey method (sampling and weight scheme) was updated this year in line with latest Census data. Previously, the research used ethnicity data from the 2011 Census given more up-to-date data was not available for all nations. Using

¹⁴ The data for age, gender and UK region was sourced from the ONS mid-year population estimates. Social grade data is from the National Readership Survey 2016 and ethnicity from the Census 2021.

updated ethnicity data this year (from the 2021 Census) resulted in more ethnic minority respondents within the sample.

To ensure that we understood differences represented 'real change' and were not the result of methodological differences, we trialled weighting the data using the old weights (comparable with 2023). Results from 2024 using the old weights were then compared to results using the new weights across a number of key metrics, including participation in gambling, extent of harmful gambling based on the PGSI scale¹⁵, usage of treatment and support and proportion of affected others in the population. When doing so, the differences remained meaning that we are confident the data shows real change.

This is a cross-sectional study meaning that the sample of participants is not the same every year.

9.5 Statistical significance testing

The findings throughout the report are presented in the form of percentages, and all differences highlighted between subgroups are statistically significant at an alpha level of 0.05 unless otherwise indicated.

Statistical significance has been calculated using a z-test to identify how many standard deviations above or below the mean the finding is. Anything that is more than 2 standard deviations above or below the mean has not been reported on (p-value of 0.05).

¹⁵ Tables 14 and 15 in the technical appendix show PGSI score trends using the old weights for 2024, with no material difference compared to using the new weights.

9.6 Qualitative case studies

Sophie: Person who recently started gambling, Female, 27, PGSI 18



Current challenges

Sophie is concerned with her money due to cost of living rises and often feels financially stretched. Her financial worries are closely tied to her gambling behaviour – when she feels anxious or in a low mental state, she tends to gamble more. Losing money from gambling causes her stress and she feels mentally tormented until she can recover the lost amount. At times, she had to rely on excuses to borrow money from loved ones to cover essential expenses like bills and groceries after losing money to gambling.

"I think it's just because I knew that I'd lost money that I had to go towards something quite serious, like a bill or food shopping. And I was in a state where I was like I've lost it. There's no way of getting it back. ... It torments you mentally until you've got it back."



Gambling associations and behaviours

Facing money concerns, she began gambling more frequently after a friend mentioned a 'good win' from online gambling. This led her to try gambling on online gambling sites (Sky Vegas, Coral Casino & Tombola), where she was initially drawn in by welcome bonuses and became immersed in online slots, finding them easy, fun and appealing due to the instant wins. She described herself as easily falling into a spiral of gambling, where she was constantly gambling whether she won or lost. At one point, she started to panic about her losses, prompting her to place a gambling block on her bank accounts. She had also played the National Lottery and scratchcards but eventually stopped as they lacked comparable excitement. She does not associate National Lottery products with gambling in the same way as slots, as she feels it is unusual to spend loads of money on these due to the lower cost per play.

"This has got to be the final time that I do this because it's obviously gone too far, and I put a gambling block on all of my banks."



Attitudes towards advertising and the industry

She notices gambling adverts more frequently on television than on social media. In her view, these adverts often give the impression that winning money is easy. She recognises the risk this poses, especially for those who are hoping to win and may quickly develop a habit. She strongly believes that gambling should not be advertised, comparing it to smoking. In her opinion, disclaimers and warnings in gambling adverts are ineffective because they are often ignored. She feels that gambling warnings need to be more attention-grabbing and powerful enough to snap someone out of the gambling 'trance.'

"I just think that they shouldn't be allowed in general I feel like it's one of those things like back ages ago, there was obviously you had advertisements for smoking and things like that, and that got banned because it's bad for your health."



Treatment and support needs

She is unsure where to seek support for gambling issues and finds it difficult to open up about gambling problems, as she considers it a taboo subject and feels that there is not enough public awareness about the issue. Only GambleAware which she recognises from gambling adverts, comes to her mind, though she has never used its services. Currently, she relies on gambling blocks on her bank accounts as a form of control after realising that she spent her whole budget for food on gambling. However, she acknowledges that these blocks are easy to turn off, making them a limited safeguard against gambling relapse.

"If it was to the point where, you had a severe addiction, you could maybe go to your doctor or things like that. But like, how do you even open conversations up about it? Do you know what I mean? It's like a taboo subject. Nobody really talks about it. There's not really much awareness."

Josh: Person who gambles, Male, 39, PGSI 12



Current challenges

Currently Josh is financially stable; however, in the past, his compulsive gambling led to noticeable financial difficulties. During that time, he was constantly in debt and never had the opportunity to save money or plan for long-term goals, such as buying a house. He particularly regrets not having taken out a mortgage earlier in his life, which has led to him feeling 'behind.' Although he has since cut down on his gambling and believes it no longer affects him, its impact on his financial stability was profound back then.

"I think that's probably been the biggest impact - not being able to have a mortgage set up in my life sooner."



Gambling associations and behaviours

Josh's gambling began early with fruit machines at pubs, introduced by friends. Initially, he saw it as an easy way to make money, but it quickly escalated, heavily impacting his finances. Motivated by his desire to win and the thrill of the game, he kept playing, believing he could repeat his wins. Looking back, he sees himself as having gambled compulsively. After seeking support, he now only gambles occasionally, and the extent of his gambling has decreased. He views the National Lottery and scratchcards as more socially acceptable forms of gambling, considering them as harmless fun. He believes that those who gamble heavily are unlikely to gamble on them due to impatience for the results.

"My idea of it all the time was, I've won money once on it, so I can win again. And that's always in the back of your mind, you can't drop the fact that if you've done it once, that you can do it again."



Attitudes towards advertising and the industry

Josh dislikes the frequency and amount of gambling adverts, especially in the context of young people, who he believes are more influenced by them due to social media. To protect his children, he often turns down the car radio when these adverts play. He feels that the adverts have a subconscious impact, and that stronger regulation is needed. He sees current gambling warnings at bookmakers as ineffective but thinks the reduced limits on spending per spin is a step in the right direction. He thinks it is the government's responsibility to regulate gambling, as he believes gambling companies would rather prioritise profit over people.

"I think youngsters and even their access to social media and stuff like that [is a problem], they are more sponge-like to anything that's thrown at them."



Treatment and support needs

Josh has been attending Gambler's Anonymous meetings for about two years, encouraged by his children to seek support. He first learned about these meetings through a live chat, which showed him how internet access and social media can connect people to helpful resources. The meetings provided him with a non-judgmental space to open up about his problems. Hearing others share their experiences gave him hope and helped him realise that his own issues could be resolved. These sessions also made him reflect on his past and helped him shift his priorities towards his family. For him, the will to change and to overcome gambling shame is important when attending these meetings and in order to be successful.

"I'd always say to them that help is out there and if they kept coming back and if they wanted to try and get better, it still needs an element of people having a will to want to change."

Kathy: Person who gambles, Female, 53, PGSI 3



Current challenges

Kathy experiences pain and issues with her legs, hips and joints which worsen in cold weather, inhibiting her ability to get out and about and socialise. Whilst she has noticed the rise in cost of living, she feels it only impacts her slightly, with her mobility and relationships impacting her life more. Since her divorce, she's found herself with too much free time, leading to feelings of boredom. In the past, this has been a trigger for her gambling, serving to keep herself occupied from the changes in her relationship.

"I went through a bad divorce, I was with my husband for many years. We did everything together and that's been the factor of why I've started doing the gambling – it's because I've got nothing to do anymore, nobody to do it with."



Gambling associations and behaviours

Whilst Kathy's divorce prompted her to start gambling to cope with boredom and lift her mood when feeling down, it was the thrill of winning that made it difficult for Kathy to stop. She also acknowledged that her father's gambling influenced her perception of gambling, making it seem exciting and fun. Kathy particularly likes scratchcards, due to the excitement of scratching them off, and overall views the National Lottery as a 'less harmful' form of gambling because of its charitable aspect. She compares her past gambling habits to an alcohol addiction, citing dependency and anxiety when unable to gamble. However, she now gambles less and feels less anxious about it.

"Generally, it was boredom more than anything else and it just gives me something to do with my time, my sheer boredom, and just probably feeling a little bit low and down."



Attitudes towards advertising and the industry

She believes gambling advertisement is overly prevalent across TV, billboards, and social media, making it difficult to avoid. She has noticed an increase in adverts over time and feels they misleadingly portray gambling as harmless fun. She is particularly concerned about young people's exposure, especially through social media. She suggests stricter regulations from the government, including a potential ban similar to smoking adverts or campaigns highlighting the aftereffects of gambling to frighten off people. She finds current disclaimer on adverts ineffective, as they are rarely noticed.

"I think it is concerning. I think the government could do something to either stop the adverts altogether - look what they did with smoking, they put a smoking ban in."



Treatment and support needs

Kathy's children motivated her to seek support for her gambling issues. She reached out to her local Citizens Advice Bureau, which helped her find activities in clubs or associations, allowing her to spend her time differently and get out of the house more often. Although she was aware of Gamblers Anonymous, she avoided it due to her discomfort in a group setting, preferring one-on-one support where she feels more comfortable. Being open and honest about her gambling issues helped her get it off her chest and reinforced her desire to change.

"I know that you can go to Gamblers Anonymous and sign up for that. Just, the thought of sitting in a room with other people put us off. I didn't want to do that. I'd rather speak to somebody like one to one about it."

Laura: Person who recently started gambling, Female, 39, PGSI 4



Current challenges

Laura faced a redundancy before her maternity leave and now works a zero-hours contract, resulting in an inconsistent income. The rising cost of living has put further strain on her finances, making it difficult to maintain the lifestyle she could previously afford. She feels a sense of shame about her financial difficulties as she cannot afford the same expenses as her friends. To cope with her financial insecurity, she has turned to gambling to supplement her income. However, she does not currently perceive her gambling as having a negative impact on her life and plans to continue gambling.

"I think it was the idea of supplementing the income we have coming in. I think this being that I've would get some return from what I had put in."



Gambling associations and behaviours

Since her redundancy she has shifted from direct charitable donations to participating in charity lotteries, viewing it as a way to continue supporting good causes while also having a chance to win money. Winning money gives her a sense of thrill and encourages her to keep gambling. Recently, she has also started betting on horse racing, influenced by a friend who introduced her to the races talking about their history with past wins. However, she thinks that charity lotteries are a justified form of gambling due to their charitable purpose and considers horse racing bets more of a fun social activity. Compared to casino gambling or betting in a betting shop, she finds lotteries and horse race betting more socially acceptable and engaging.

"I wouldn't have thought about it as gambling beforehand. Possibly because, the lottery, to me, is a good causes lottery."



Attitudes towards advertising and the industry

She recalls seeing more gambling adverts when she lived in London, but she does not pay much attention to them. She finds the standard disclaimers about responsible gambling too vague, as they do not specify what level of gambling is considered responsible or under what circumstances. She is concerned about the exposure of young people to online gambling, as it is far more accessible than visiting a casino or betting shop. In her view, current gambling regulations are ineffective, and the focus should instead be on educating young people early about the risks of gambling, financial management, and the benefits of having a financial plan.

"There could be more done to support them to know about what gambling is and what the negative impact could be and there needs to be more education around general finances."



Treatment and support needs

Despite Laura's gambling behaviour evolving across gambling types, she believes her gambling is manageable at the moment and has not investigated any support. Having a family and a baby she cares for serves as strong deterrent for her, preventing her from falling into what she perceives to be obsessive and more destructive gambling habits. While she is aware of GambleAware from disclaimers on adverts, she is not familiar with its services. However, she has a background in the charity and social sector and as such feels confident that she could access relevant information and support if needed through these networks.

"If I needed to seek support, I have a background of working in the charity sector and social sector. So, I think okay, if it came to that, I would be able to find that information."

9.7 Standard YouGov survey invite email

YouGov



You have been selected for a YouGov survey!

Your time is valuable, so you'll earn points every time you complete a survey.

Start survey

If you can't see or click the button above, please copy and paste this link into your browser:

<https://start.yougov.com/a/vPtjktncncQ0tV>

This email was intended for [email]. You received this email because you signed up to receive surveys from YouGov. Do not reply to this email - to contact us please select 'Contact' below.

YouGov plc, 50 Featherstone St,
London, EC1Y 8RT

[Unsubscribe](#) | [Privacy](#) | [Contact](#)

9.8 2024 Questionnaire

Please note that this survey contains questions on a number of sensitive topics, including people's experiences of gambling-related harms. It is entirely up to you whether or not to participate, and when deciding this, please think about how you feel today, and the support you have available to you.

If you feel that you are in need of immediate support, please contact NHS Choices on 111 (available 24 hours a day, 365 days a year, and free). Alternatively, please go to, or call, your nearest Accident and Emergency (A&E) department and tell the staff how you are feeling.

Question type: **Multiple**

Base: **All**

[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 | <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) |
| <7> | Gambling in a casino (any type) | <15> | Any other type of gambling |
| <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: **Grid**

Base: **All who gamble**

[Q74] How long ago did you first spend money on each of the following types of gambling activities?

For each, please indicate whether the first time you spent money on it was in the past 12 months (i.e. since November 2023) or more than 12 months ago (i.e. before November 2023).

-[Q74_1]	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	-[Q74_9]	Betting on horse or dog races – online
-[Q74_2]	Tickets for any other lottery, including charity lotteries	- [Q74_10]	Betting on horse or dog races – in person
-[Q74_3]	Scratch cards	- [Q74_11]	Betting on football – online
-[Q74_4]	Gaming machines in a bookmakers	- [Q74_12]	Betting on football – in person
-[Q74_5]	Fruit or slot machines	- [Q74_13]	Betting on other sports – online
-[Q74_6]	Bingo (including online)	- [Q74_14]	Betting on other sports – in person
-[Q74_7]	Gambling in a casino (any type)	- [Q74_18]	Loot boxes (e.g. paid for mystery prizes within video games)
- [Q74_16]	Online casino games (slot machine style, roulette, instant wins)	- [Q74_15]	Any other type of gambling
- [Q74_17]	Online poker		

<1> I first spent money on this in the past 12 months

<2> I spent money on this prior to the past 12 months

Question type: **Multiple**

Base: **All who gamble**

[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	<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)
<7>	Gambling in a casino (any type)	<15>	Any other type of gambling
<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		

The following questions are about **gambling, including the National Lottery and scratch cards as well as sports betting, casino games, gaming machines and bingo.**

For the purposes of this survey, please consider 'gambling' and 'betting' to mean the same thing.

Question type: Single

Base: All who gamble

[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

Question type: Multiple

Base: All who started gambling recently

[Q77] You indicated that you first took part in gambling activities in the past 12 months... The following questions show potential reasons that people might have for starting to take part in gambling. Regardless of the reasons why you take part in gambling now, please choose below the reason(s) why you **first started** gambling.

I started taking part in gambling...

<1>	For the chance of winning big money	<9>	Because I was introduced to it by a friend or family member
<2>	Because it was fun/exciting	<10>	To manage stress/to relax
<3>	As a new hobby or a pastime	<11>	To manage debt
<4>	To compete with others (e.g. bookmakers, friends, other people who gamble)	<12>	After seeing a gambling advert
<5>	For the cognitive challenge or to learn about the game or activity	<13>	To replace another activity I was giving up (e.g. smoking)
<6>	To impress other people	<95 fixed>	Other (open [Q77_other]) [open] please specify
<7>	To be sociable	<99 fixed xor>	None of the above
<8>	To earn extra income	<98 fixed xor>	Prefer not to say

Question type: *Grid*

Base: *All who gamble*

[Q5] Thinking about the last 12 months:

-[Q5_1]	Have you bet more than you could really afford to lose?
-[Q5_2]	Have you needed to gamble with larger amounts of money to get the same excitement?
-[Q5_3]	When you gambled, did you go back another day to try and win back the money you lost?
-[Q5_4]	Have you borrowed money or sold anything to get money to gamble?
-[Q5_5]	Have you felt that you might have a problem with gambling?
-[Q5_6]	Has gambling caused you any mental health problems, including stress or anxiety?

-[Q5_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?
-[Q5_8]	Has your gambling caused any financial problems for you or your household?
-[Q5_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: **Grid**

Base: **All who gamble**

[Q44] In the last 4 weeks how often, if at all, have you felt...

-[Q44_1]	Worried about your gambling?
-[Q44_2]	That gambling was always on your mind?
-[Q44_4]	Embarrassed or ashamed about your gambling?
-[Q44_9]	Like you couldn't talk to healthcare professionals about your gambling?
-[Q44_10]	Like you couldn't talk to friends or family about your gambling?
-[Q44_7]	Like you wanted advice and support to help gain more control of your gambling?
<1>	Never
<2>	Sometimes
<3>	Most of the time
<4>	Almost always
<5>	Don't know

Question type: **Single**

Base: **All who gamble**

[P2_Q6a] In the last 12 months, has the _amount of money you have spent on gambling_ increased, decreased or stayed about the same as previously?

<1>	Increased a lot
-----	-----------------

- <2> Increased a little
- <3> Stayed about the same
- <4> Decreased a little
- <5> Decreased a lot

Question type: *Single*
Base: *All who gamble*

[P2_Q6b] And in the last 12 months, has the _amount of time you have spent gambling_ increased, decreased or stayed about the same as previously?

- <1> Increased a lot
- <2> Increased a little
- <3> Stayed about the same
- <4> Decreased a little
- <5> Decreased a lot

Question type: *Multiple*
Base: *All who gamble*

[Q75] In the past 12 months, have you taken part in prize draws run by any of the following? Please select all that apply.

- <1> Omaze
- <2> DayMade
- <3> McDonald's (e.g. McDonald's Monopoly)
- <4> Raffle House
- <5> Company prize draws (e.g Ryanair, Amazon, EDF)
- <99 fixed xor> None of the above
- <98 fixed xor> Don't know

Question type: *Grid*
Base: *All who participate in prize draws*

[Q76] Still thinking about prize draws (e.g. Omaze, Raffle House, Daymade, McDonald's Monopoly lottery), in the last 12 months...

- [Q76_1] Have you spent more than you could really afford to lose on these activities?

- [Q76_2] Have you needed to spend larger amounts of money to get the same excitement?
- [Q76_3] When you spent money on these activities, did you go back another day to try and win back the money you lost?
- [Q76_4] Have you borrowed money or sold anything to get money to spend on prize draws?
- [Q76_5] Have you felt that you might have a problem with these activities?
- [Q76_6] Has your spending on these activities caused you any mental health problems, including stress or anxiety?
- [Q76_7] Have people criticised your spending on these activities or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- [Q76_8] Has your spending on these activities caused any financial problems for you or your household?
- [Q76_9] Have you felt guilty about your spending on prize draws or what happens when you do so?
- <1> Never
- <2> Sometimes
- <3> Most of the time
- <4> Almost always

This next section is about support, advice and treatment with regards to cutting down your gambling.

Question type: **Multiple**

Base: **All who gamble**

[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.

Treatment

- | | | | |
|------|---|------|--|
| <1> | GP or other primary health provider | <11> | Your employer |
| <18> | Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face) | <12> | Books, leaflets or other printed materials |
| <20> | Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face) | <13> | Websites (e.g. GambleAware, Citizen's Advice, GamCare) |
| <3> | Social worker, youth worker or support worker | <14> | Online forum or group |

<22>	National Gambling Support Network	<23>	National Gambling Helpline
<21>	Other specialist gambling specific services (e.g. AnonyMind, Therapy Route, a rehabilitation centre)	<24>	Another telephone helpline
<5>	Other addiction service (e.g. drug or alcohol)	<16>	Self-help apps or other self-help tools
Support and advice			
<8>	A support group (e.g. Gamblers Anonymous)	<17>	Self-exclusion (e.g. blocking software or blocking bank transactions)
<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

Question type: **Multiple**

Base: **All who gamble and sought advice, support or treatment**

[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

Question type: **Multiple**

Base: **All who gamble and did not seek advice, support or treatment**

[P2_Q12] You said you did not use any form of advice, support or treatment with cutting down your gambling in the last 12 months...

For which, if any, of the following reasons did you decide not to seek advice, support or treatment?

<1>	I felt that willpower alone would be the most effective way to cut down my gambling	<8>	I don't know how to access support/advice/treatment
<2>	I felt too embarrassed/ashamed to reach out for support/advice/treatment	<9>	I don't feel ready to reach out for support/advice/treatment
<3>	I thought support/advice/treatment would be ineffective	<10>	I have too many existing commitments / don't feel I have time
<4>	I've used support/advice/treatment in the past and it didn't work	<11>	I felt the support/advice/treatment would not be appropriate for my situation
<5>	I was not aware that some of these sources of support/advice/treatment existed	<97 fixed xor>	N/A – I have not tried to cut down my gambling in the last 12 months

<6>	I was unable to access support/advice/treatment	<98 fixed xor>	Don't know
<7>	I thought accessing support/advice/treatment would be difficult/too much hassle	<99 fixed xor>	Prefer not to say

Question type: **Multiple**

Base: **All who gamble and sought advice, support or treatment**

[P2_Q17] You said you used any form of advice, support or treatment with cutting down your gambling in the last 12 months...

Which, if any, of the following have made it more difficult for you to cut down your gambling?

- | | | | |
|-----|--|----------------|---|
| <1> | Gambling advertising (e.g., on TV, radio, social media, out and about sponsors of events/sports) | <8> | I don't think that I can be helped |
| <2> | Location of gambling venues (e.g., near shops, workplace) | <9> | Influence of friends or other people close to me |
| <3> | Ease of access (e.g., being on phone) | <97 fixed> | Other (open [P2_Q17_other]) [open] please specify |
| <4> | I don't know the most effective way to cut down | <96 fixed xor> | None of these |
| <5> | I'm worried I wouldn't succeed | <98 fixed xor> | Don't know |
| <6> | I have too many existing commitments / don't feel I have time | <99 fixed xor> | Prefer not to say |
| <7> | I'm going through a stressful time | | |

Question type: **Multiple**

Base: **All who gamble**

[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.

Treatment

- | | | | |
|------|---|------|--|
| <1> | GP or other primary health provider | <11> | Your employer |
| <18> | Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face) | <12> | Books, leaflets or other printed materials |
| <20> | Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face) | <13> | Websites (e.g. GambleAware, Citizen's Advice, GamCare) |
| <3> | Social worker, youth worker or support worker | <14> | Online forum or group |

<22>	National Gambling Support Network	<23>	National Gambling Helpline
<21>	Other specialist gambling specific services (e.g. AnonymMind, Therapy Route, rehabilitation centre)	<24>	Another telephone helpline
<5>	Other addiction service (e.g. drug or alcohol)	<16>	Self-help apps or other self-help tools
Support and advice			
<8>	A support group (e.g. Gamblers Anonymous)	<17>	Self-exclusion (e.g. blocking software or blocking bank transactions)
<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

Question type: **Multiple**

Base: **All who gamble and do not want advice, support or treatment**

[P2_Q13] Which, if any, of the following are reasons why you would not currently want treatment, support or advice to cut down your gambling? Please tick all that apply.

<1>	Gambling is part of my social life or leisure time	<10>	I think accessing treatment or support would cost money
<2>	I make money through gambling	<11>	I don't think treatment or support would be available in my area/in a convenient location
<3>	The activities I participate in are not risky	<12>	I've received treatment or support before and it didn't work
<4>	I only gamble/bet small amounts	<13>	I don't think the support available would be suitable for people like me

<5>	I don't think treatment or support would be helpful/effective	<14>	Accessing treatment or support wouldn't fit into my schedule
<6>	I don't think treatment or support is relevant to me	<15>	I don't want anyone to find out (socially or professionally)
<7>	I don't know enough about what treatment or support would involve	<16>	Accessing treatment or support seems too daunting/overwhelming
<8>	I would be embarrassed or ashamed to receive treatment or support for cutting down gambling	<95 fixed>	Other (open [P2_Q13_open]) [open] please specify
<9>	I think accessing treatment or support would take too much time	<98 fixed xor>	Not sure

Question type: **Multiple**

Base: **All who gamble (exc. those who don't think they need to cut down)**

[P2_Q14] What, if anything, might motivate you to seek treatment, support or advice with cutting down your gambling? Please tick all that apply.

<1>	My partner speaking to me about it	<8>	Knowing that treatment and support would be completely confidential
<2>	My family member or friend speaking to me about it	<9>	Knowing that I could see someone face to face
<3>	My GP suggesting that it might be helpful	<10>	Knowing that I could get help online
<4>	Being aware that support was available	<11>	Knowing that I could get help by phone
<5>	Knowing that I could refer myself for support without going through a GP	<95 fixed>	Other (open [P2_Q14_open]) [open] please specify
<6>	Knowing that support was easy to access	<98 fixed xor>	Not sure
<7>	Knowing that support was free of charge	<99 fixed xor>	Nothing would motivate me to do this

Now thinking about other people, including family members, friends and work colleagues...

Question type: *Single*
Base: *All who gamble*

[Q5a] Thinking about the last 12 months, would you say that your gambling has had a positive or negative impact on those close to you, or has it had no impact?

- | | |
|-----|---------------------|
| <1> | Very positive |
| <2> | Somewhat positive |
| <3> | Neutral / no impact |
| <4> | Somewhat negative |
| <5> | Very negative |
| <6> | Not sure |
| <7> | Prefer not to say |

Question type: *Open text*
Base: *All who gamble and think their gambling has had a negative impact on others*

[Q5c_new] You mentioned that your gambling has had a negative impact on those close to you. Roughly how many people (e.g. friends, family, colleagues) close to you have been negatively impacted by your gambling? Please type your answer in the box below.

Not sure

Question type: *Single*
Base: *All*

[Q10] Do you think anyone you know has or previously had a problem with their gambling? This could include family members, friends, work colleagues or other people you know.

- | | |
|-----|-------------------|
| <1> | Yes |
| <2> | No |
| <3> | Not sure |
| <4> | Prefer not to say |

Question type: *Single*
Base: *All who know someone who gambles*

[Q11] And do you feel you have _personally_ been negatively affected in any way by this person / these people's gambling behaviour? This could include financial, emotional or practical impacts.

- | | |
|-----|-------------------|
| <1> | Yes |
| <2> | No |
| <4> | Prefer not to say |

Question type: *Single*

Base: *All 'affected others'*

[AO3] How long ago did this gambling problem which affected you happen? If you have been affected by someone's gambling behaviour more than once, please answer for the most recent occasion.

- | | |
|------|--------------------------------|
| <1> | It is currently happening |
| <2> | In the last 12 months |
| <3> | Over a year, up to 2 years ago |
| <4> | 3 to 5 years ago |
| <5> | 6 to 10 years ago |
| <6> | 11 to 15 years ago |
| <7> | 16 to 20 years ago |
| <8> | More than 20 years ago |
| <9> | Not sure |
| <10> | Prefer not to say |

Question type: *Multiple*

Base: *All 'affected others'*

[AO6] Which, if any, of the following have you experienced as a result of this person's/these people's gambling? Please select all that apply.

- | | | | |
|-----|---|------|---|
| <1> | Financial hardship (e.g. getting into debt) | <10> | Feelings of anxiety |
| <2> | Reduced income for household running costs (e.g., food, rent, bills) | <11> | Feelings of anger towards them |
| <3> | A lack of money for family projects (e.g., major purchases, holidays) | <12> | An inability to trust them |
| <4> | Taking over decision making in the home | <13> | Increased arguments over their gambling |
| <5> | Taking over financial responsibility in the home | <17> | Family violence |
| <6> | Distress or upset due to their continued gambling-related absences | <18> | Family conflict |

<7>	A breakdown in communication with them	<19>	Helplessness
<8>	Less quality time with them	<99 fixed xor>	None of these
<15>	Depression	<97 fixed xor>	Prefer not to answer
<16>	Feelings of sadness		

Question type: *Grid*

Base: *All 'affected others'*

[Q78] To the best of your knowledge, during the last 12 months, did any of these issues occur as a result of their gambling?

-[Q78_1]	Late payments on bills (e.g. utilities, rates)
-[Q78_2]	Reduced performance at work or study (i.e.. Due to tiredness or distraction)
-[Q78_3]	Loss of sleep due to stress or worry about their gambling or gambling-related problems
-[Q78_4]	Stress related health problems (e.g. high blood pressure, headaches)
-[Q78_5]	Increased experience of depression
-[Q78_6]	Feelings of hopelessness about their gambling
-[Q78_7]	Felt angry about not controlling their gambling
-[Q78_8]	Got less enjoyment from time spent with people I care about
-[Q78_9]	Threat of separation or ending a relationship/s
-[Q78_10]	Took money or items from friends or family without asking first
<1>	Yes
<2>	No
<98>	Don't know

The next section is about advice or support for **yourself**, due to your partner, family member, friend or colleague's gambling (e.g. financial, practical or emotional advice/support).

Question type: **Multiple**
Base: **All 'affected others'**

[AO12] In the last 12 months, have you sought advice or support from any of the following for yourself, due to your partner, family member, friend or colleague's gambling? This could include financial, practical or emotional advice/support.

Treatment

<1>	GP or other primary health provider	<10>	Friends or family members
<18>	Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face)	<11>	Your employer
<20>	Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face)	<12>	Books, leaflets or other printed materials
<3>	Social worker, youth worker or support worker	<13>	Websites (e.g. GambleAware, Citizen's Advice, GamCare)
<22>	National Gambling Support Network	<14>	Online forum or group
<21>	Other specialist gambling specific services (e.g. AnonymMind, Therapy Route, a rehabilitation centre)	<23>	National Gambling Helpline
<5>	Other addiction service (e.g. drug or alcohol)	<24>	Another telephone helpline

Support and advice

<7>	A support group (e.g. Gamblers Anonymous)	<95 fixed>	Another source of advice or support (open [AO12_open]) [open] please specify
<8>	A faith group	<99 fixed xor>	N/A – I have not sought advice or support for myself
<9>	Your spouse/partner		

Question type: **Multiple**
Base: **All 'affected others' who have sought advice or support**

[AO13] What, if anything, prompted you to seek advice or support for yourself, due to your partner, family member, friend or colleague's gambling?

<1>	Advice from a friend, family member or someone else	<11>	Other family members were concerned about their gambling
-----	---	------	--

<3>	I was experiencing mental health problems	<12>	I didn't know how to deal with their gambling or its impacts
<4>	Their gambling was having significant financial impacts (e.g. couldn't pay rent, bills, afford food etc)	<13>	I felt overwhelmed by the situation
<5>	Our relationship was affected by their gambling	<14>	I/they were at risk of losing a job/employment
<6>	Our family was affected by their gambling	<15>	An advertising campaign or news story related to gambling support services and/or helplines
<7>	They were at risk of criminal proceedings	<16>	I felt embarrassed or ashamed about their behaviour/situation
<8>	I was concerned for their safety or wellbeing	<17>	I needed ideas for how to help or support them
<9>	I was concerned for the safety or wellbeing of other family members	<95 fixed>	Something else (open [AO13_open]) [open] please specify
<10>	I/they were at risk of being made homeless/losing home	<97 fixed xor>	N/A – Nothing in particular prompted me to seek advice or support

Question type: **Multiple**

Base: **All 'affected others'**

[AO15] Would you currently want to receive advice or support from any of the following for yourself, due to your partner, family member, friend or colleague's gambling? This could include financial, practical or emotional advice/support.

Treatment

<1>	GP or other primary health provider	<10>	Friends or family members
<18>	Mental health services (e.g. counsellor, therapist) – NHS (online and face-to-face)	<11>	Your employer
<20>	Mental health services (e.g. counsellor, therapist) – Private (online and face-to-face)	<12>	Books, leaflets or other printed materials
<3>	Social worker, youth worker or support worker	<13>	Websites (e.g. GambleAware, Citizen's Advice, GamCare)
<22>	National Gambling Support Network	<14>	Online forum or group

<21>	Other specialist gambling specific services (e.g. AnonyMind, Therapy Route, rehabilitation centre)	<23>	National Gambling Helpline
<5>	Other addiction service (e.g. drug or alcohol)	<24>	Another telephone helpline
Support and advice			
<7>	A support group (e.g. Gamblers Anonymous)	<95 fixed>	Another source of advice or support (open [AO15_open]) [open] please specify
<8>	A faith group	<99 fixed xor>	N/A – I would not want to receive advice or support for myself
<9>	Your spouse/partner		

Question type: **Multiple**

Base: **All 'affected others' who do not want advice or support**

[AO16] Which, if any, of the following are reasons why you would not currently want to receive advice or support for yourself, due to your partner, family member, friend or colleague's gambling? Please tick all that apply.

<5>	I don't think advice or support would be helpful/effective	<14>	Accessing advice or support wouldn't fit into my schedule
<6>	I don't think advice or support is relevant to me	<15>	I don't want anyone to find out (socially or professionally)
<7>	I don't know enough about what advice or support would involve	<16>	Accessing advice or support seems too daunting/overwhelming
<8>	I would be embarrassed or ashamed to ask for advice or support in relation to gambling	<17>	I would feel like I was betraying them or 'going behind their back'
<9>	I think accessing advice or support would take too much time	<18>	Getting advice/support might have negative consequences for them
<10>	I think accessing advice or support would cost money	<19>	They don't think/accept that they have a problem
<11>	I don't think advice or support would be available in my area/in a convenient location	<20>	I am already receiving advice or support

- | | | | |
|------|--|------------|--|
| <12> | I've received advice or support before and it didn't help | <95 fixed> | Other (open [AO16_open]) [open] please specify |
| <13> | I don't think the support available would be suitable for people like me | | |

Moving on...

Question type: **Multiple**
Base: **All who gamble**

[Q53_new] In the past 12 months, have you attempted (either successfully or unsuccessfully) to stop gambling, or reduce your level of gambling? Please select all that apply.

- | | |
|----------|--|
| <1> | Yes – I have tried to stop gambling completely |
| <2> | Yes – I have tried to reduce the amount of <u>time</u> I spend on gambling |
| <3> | Yes – I have tried to reduce the amount of <u>money</u> I spend on gambling |
| <6> | Yes – I have tried to reduce the number of <u>different types of gambling activities</u> I gamble on |
| <7> | Yes – I have tried to reduce my frequency of gambling in certain situations (e.g. gambling alone, gambling after midnight, gambling when drinking alcohol) |
| <8> | Yes – I have tried to reduce my gambling in another way (open [Q53_new_other]) [open] please specify |
| <4 xor> | No |
| <97 xor> | Don't know |
| <99 xor> | Prefer not to say |

Question type: **Single**
Base: **All who gamble**

[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 do currently |
| <4> | I want to gamble more in the future |

Question type: **Multiple**

Base: **All who gamble**

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

- | | |
|---------|---|
| <1 xor> | No, I do not want any external advice, tools and support |
| <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] |

Question type: **Multiple**

Base: **All who gamble and don't want to quit/reduce**

[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 |

Question type: **Multiple**

Base: **All who gamble and don't want to quit/reduce**

[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

Question type: **Multiple**

Base: **All who gamble and want to reduce**

[G8] Which, if any, of the following best describes what you would like to reduce about your 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

Question type: **Multiple**

Base: **All who gamble and want to quit/reduce**

[G9] Which, if any, of the following reasons best explains why you want to \$pipe2? Please select all that apply.

- <1> I want to save money / spend it on other things
- <2> I want to save time / use my time on other things
- <3> It is negatively affecting my mental health (e.g., stressed, anxious, guilty)
- <9> Someone close to me has asked me to do so
- <10> I have lost interest in it / no longer feel the need to
- <11> A change in my circumstances (e.g., moving house, having a baby, getting married, job change, retiring)

<4>	It is negatively affecting my relationships with others	<12>	I feel like my gambling has become a problem
<5>	I worry it will affect my relationships with others	<13>	I want to stop before my gambling or the impacts of my gambling become worse
<6>	It is negatively affecting my education / work life	<97 fixed xor>	Other (open [G9_other]) [open]
<7>	It is negatively affecting my finances	<99 fixed xor>	Prefer not to say
<8>	Due to the rising cost of living		

Moving on...

Question type: **Grid**

Base: **All**

[Q79] Now, thinking specifically about the National Lottery (including Thunderball, EuroMillions, scratchcards and online Lottery games), to what extent do you agree or disagree with the following?

-[Q79_1]	Participating in the National Lottery is a type of gambling
-[Q79_2]	On balance, the National Lottery is good for society overall
-[Q79_3]	The products offered by the National Lottery are harmless in terms of the risk of developing gambling problems
-[Q79_4]	National Lottery products should include the GambleAware logo and signpost to the GambleAware website
<1>	Strongly agree
<2>	Somewhat agree
<3>	Neither agree nor disagree
<4>	Somewhat disagree
<5>	Strongly disagree
<98>	Don't know

Question type: **Single**

Base: **All**

[Q80] To what extent do you agree or disagree that gambling in Britain is considered a normal part of everyday life?

- | | |
|------|----------------------------|
| <1> | Strongly agree |
| <2> | Tend to agree |
| <3> | Neither agree nor disagree |
| <4> | Tend to disagree |
| <5> | Strongly disagree |
| <98> | Don't know |

Question type: Open

Base: All who give an opinion around the normalisation of gambling

[Q81] Why do you feel like gambling \$pipe_Q81.raw considered a normal part of everyday life?

Not Sure

Question type: Grid

Base: All

[Q82] Thinking about each of the following places where you might see/hear gambling advertisements/sponsorships...

Please indicate whether you think there are too many, too few, or about the right amount?

- | | |
|----------|------------------|
| -[Q82_1] | TV |
| -[Q82_2] | Social media |
| -[Q82_3] | Public transport |
| -[Q82_4] | Video games |
| -[Q82_5] | Radio |
| -[Q82_6] | Podcasts |
| -[Q82_7] | Sports grounds |

- | | |
|------|------------------------|
| <1> | Far too many |
| <2> | Too many |
| <3> | About the right amount |
| <4> | Too few |
| <5> | Far too few |
| <98> | Don't know |

Question type: **Grid**

Base: **All**

[Q83_] Now thinking specifically about children's exposure to advertising.... To what extent, if at all, do you support or oppose each of the following?

- | | |
|----------|--|
| -[Q83_1] | A ban on gambling advertising on social media sites popular with children |
| -[Q83_2] | A ban on gambling advertising on TV channels or programs popular with children |
| -[Q83_3] | A ban on gambling advertising on video games popular with children |
| <1> | Strongly support |
| <2> | Tend to support |
| <3> | Tend to oppose |
| <4> | Strongly oppose |
| <98> | Don't know |

Question type: **Grid**

Base: **All**

[Q84] To what extent do you support or oppose each of the following?

- | | |
|----------|--|
| -[Q84_1] | Making it mandatory for gambling adverts in the UK to include independent & evidence-led health warnings with effective signposting to support |
| -[Q84_2] | A ban on all gambling advertising in the UK |
| -[Q84_3] | A ban on gambling advertising on TV, video on demand, and radio before the watershed (9pm) |
| -[Q84_4] | A ban on gambling marketing at sports events (including removal of sponsorships from sports clothing, merchandise and stadiums) |
| <1> | Strongly support |
| <2> | Tend to support |
| <3> | Neither support nor oppose |
| <4> | Tend to oppose |
| <5> | Strongly oppose |
| <98> | Don't know |

Question type: **Grid**

Base: **All**

[Q73] Please indicate how much, if at all, you did each of the following **at any point before the age of 18 years old**...

- | | |
|----------|--------------------------------------|
| -[Q73_1] | Drank alcohol |
| -[Q73_2] | Smoked tobacco |
| -[Q73_3] | Took illicit drugs |
| -[Q73_4] | Played video games |
| -[Q73_5] | Took part in any gambling activities |
| -[Q73_6] | Used social media |

- | | |
|------|-------------------|
| <1> | Very often |
| <2> | Sometimes |
| <3> | Rarely |
| <4> | Never |
| <98> | Don't know |
| <99> | Prefer not to say |

Moving on...

Question type: **Multiple**

Base: **All**

[Q35] Below is a list of organisations which offer information, help and support to people suffering problems as a result of gambling. Which, if any, had you heard of before this survey?

- <1> GambleAware
- <2> Gamblers Anonymous UK
- <12> GamCare
- <13> Addiction Recovery For All (ARA)
- <14> Adferiad Recovery
- <15> Aquarius
- <16> Beacon Counselling Trust (BCT)
- <17> Breakeven
- <18> Derman
- <19> Krysallis Counselling

- <20> North East Council on Addictions (NECA)
- <21> RCA Trust
- <22> Betknowmore
- <23> Young Gamers & Gamblers Education Trust (YGAM)
- <4> National Gambling Helpline
- <5> Gordon Moody Association
- <6> National Gambling Support Network (NGSN)
- <7> London/ National Problem Gambling Clinic
- <8> NHS Northern Gambling Service
- <9 fixed> Other (please specify)
- <10 fixed xor> None of these
- <11 fixed xor> Don't know

Question type: Multiple
Base: All

[Q35a] Which of the following, if any, would you be likely to contact if you or someone close to you needed information, help or support with gambling-related problems?

- <1> GambleAware
- <2> Gamblers Anonymous UK
- <12> GamCare
- <13> Addiction Recovery For All (ARA)
- <14> Adferiad Recovery
- <15> Aquarius
- <16> Beacon Counselling Trust (BCT)
- <17> Breakeven
- <18> Derman
- <19> Krysallis Counselling
- <20> North East Council on Addictions (NECA)
- <21> RCA Trust
- <22> Betknowmore
- <23> Young Gamers & Gamblers Education Trust (YGAM)
- <4> National Gambling Helpline
- <5> Gordon Moody Association
- <6> National Gambling Support Network (NGSN)

<7> London/ National Problem Gambling Clinic

<8> NHS Northern Gambling Service

<9 fixed> Other (please specify)

<10 fixed xor> None of these

<11 fixed xor> Don't know

Question type: Multiple

Base: All aware of each

[Q35c] And which, if any, have you contacted for yourself or for someone close to you for information, help or support with gambling-related problems?

-[Q35c_1 if 1 in Q35]	GambleAware	-[Q35c_20 if 20 in Q35]	North East Council on Addictions (NECA)
-[Q35c_2 if 2 in Q35]	Gamblers Anonymous UK	-[Q35c_21 if 21 in Q35]	RCA Trust
-[Q35c_12 if 12 in Q35]	GamCare	-[Q35c_22 if 22 in Q35]	Betknowmore
-[Q35c_13 if 13 in Q35]	Addiction Recovery For All (ARA)	-[Q35c_23 if 23 in Q35]	Young Gamers & Gamblers Education Trust (YGAM)
-[Q35c_14 if 14 in Q35]	Adferiad Recovery	-[Q35c_4 if 4 in Q35]	National Gambling Helpline
-[Q35c_15 if 15 in Q35]	Aquarius	-[Q35c_5 if 5 in Q35]	Gordon Moody Association
-[Q35c_16 if 16 in Q35]	Beacon Counselling Trust (BCT)	-[Q35c_6 if 6 in Q35]	National Gambling Support Network (NGSN)
-[Q35c_17 if 17 in Q35]	Breakeven	-[Q35c_7 if 7 in Q35]	London/ National Problem Gambling Clinic
-[Q35c_18 if 18 in Q35]	Derman	-[Q35c_8 if 8 in Q35]	NHS Northern Gambling Service
-[Q35c_19 if 19 in Q35]	Krysallis Counselling		

<1> Have used in the last 12 months

<2> Have used, but not in the last 12 months

<3> Have never used

<96> Don't know / prefer not to say

Question type: **Multiple**

Base: **All aware of the NGSN**

[Q35b] Where did you hear about the National Gambling Support Network (NGSN)?

- <1> Advertising (e.g. on TV, radio, social media, online, or out and about)
- <2> Word of mouth (e.g. from a friend, relative, or healthcare professional)
- <3> An event (e.g. conference, talk)
- <4 fixed> Other (please specify) (open [Q35b_other]) [open]
- <5 fixed xor> Don't know

Question type: **Multiple**

Base: **All aware of the NGSN**

[Q39] When thinking about the National Gambling Support Network (NGSN) in general, to what extent do you agree or disagree with each of the following statements?

- [Q39_1] The NGSN is easy to access
 - [Q39_3] I would contact the NGSN as a first step if I had concerns about my gambling
 - [Q39_4] I would contact the NGSN as a first step if I had concerns about the gambling of someone else close to me
 - [Q39_5] The NGSN is open to anyone with concerns about gambling
 - [Q39_6] Contacting the NGSN would help someone with concerns about gambling
 - [Q39_7] The NGSN is effective in helping people gain more control of their gambling
 - [Q39_8] The NGSN provides non-judgemental support
-
- <1> Strongly disagree
 - <2> Tend to disagree
 - <3> Neither agree nor disagree
 - <4> Tend to agree
 - <5> Strongly agree
 - <96> Don't know

Moving on...

Question type: **Single**

Base: **All**

[QN1] Thinking about your finances, which of the following best currently reflects your position?

- | | |
|-------|---|
| <1> | I cannot afford my essential costs, and often have to go without things like food and heating |
| <2> | I can only just afford my essential costs and often struggle to make ends meet |
| <3> | I can normally comfortably cover the essentials, but I do not often have money for luxuries |
| <4> | I am relatively comfortable financially |
| <5> | I am very comfortable financially |
| <999> | Prefer not to say |

Question type: **Multiple**

Base: **All**

[QN2_new] Which, if any, of the following have you done in the last 3 months? Please select all that apply.

- | | | | |
|-----|---|-----------------|---|
| <1> | Skipped meals to save costs | <8> | Used a warm bank - a safe place with the heating on where people can go to get warm in the winter, like a Church or library |
| <2> | Eaten cold food instead of hot food to save costs | <9> | Borrowed money off family and friends |
| <3> | Struggled paying essential bills (e.g. housing, food, energy) | <10> | Taken out a payday loan |
| <4> | Not been able to pay essential bills (e.g. housing, food, energy) | <11> | Reduced food shopping costs (e.g. swapping brands, buying discounted food) |
| <5> | Reduced energy usage (e.g. heating, electricity etc.) | <99 fixed xor> | None of these |
| <6> | Stopped putting the heating on completely to save costs | <999 fixed xor> | Prefer not to say |
| <7> | Used a food bank | | |

Question type: *Grid*

Base: *All*

[Q85] Over the last three months, have you experienced any of the following? Please select one option on each row.

- | | | | |
|--------------|--|---------------|--|
| -
[Q85_1] | I have fallen into debt because I couldn't keep up with essential bills (e.g. rent or utilities) | -[Q85_8] | I have been unable to wash properly or keep clean because I couldn't afford basic toiletries or sanitary items such as soap, shampoo, toothbrushes or toothpaste |
| -
[Q85_2] | I have been unable to travel to work or essential appointments (e.g. GP, school run, dentists or hospital appointments) because I couldn't afford to use public transport or the fuel costs to get there | -[Q85_9] | I have been unable to afford to turn the lights on in my home when I needed to |
| -
[Q85_3] | I have needed to skip meals to keep up with other essential costs (e.g. utilities or rent) | -
[Q85_10] | I have been unable to afford medical prescriptions, pain relief or other over the counter medication |
| -
[Q85_4] | I have been unable to cook hot food because I couldn't afford to use the oven or other utilities | -
[Q85_11] | I have been unable to replace a major electrical good that had broken (like a refrigerator, TV, washing machine, boiler) because I couldn't afford to |
| -
[Q85_5] | I have been unable to afford suitable shoes or clothes | -
[Q85_12] | I have been unable to purchase adequate furniture for my home when I needed it |
| -
[Q85_6] | I have been unable to afford to heat my home when I needed to | -
[Q85_13] | I have been unable to pay for essential dental treatment for myself or a member of my household when it was needed because I couldn't afford to do so |
| -
[Q85_7] | I have been unable to dress my children appropriately for the weather | -
[Q85_14] | I had to cancel plans with family or friends because I couldn't afford to see them |

because I didn't have and wasn't able
to afford suitable shoes or clothes

- | | |
|------|----------------------------|
| <1> | Yes, I have |
| <2> | No, I haven't |
| <98> | Don't know/can't remember |
| <97> | Prefer not to say |
| <99> | N/A – Not applicable to me |

Question type: **Grid**
Base: **All**

[Q86_] Over the last three months, have you ever experienced any of the following?

- | | |
|----------|--|
| -[Q86_1] | I have not been able to sleep due to worrying about my financial situation |
| -[Q86_2] | My financial situation negatively impacting my relationship with friends or family |
| -[Q86_3] | I have had difficulty concentrating due to worrying about my financial situation |
-
- | | |
|------|---------------------------|
| <1> | Yes |
| <2> | No |
| <98> | Don't know/can't remember |
| <97> | Prefer not to say |

Question type: **Single**
Base: **All**

[Q87] Over the next three months, do you think your personal financial situation (your ability to afford day to day necessities) will...?

- | | |
|------|---------------------|
| <1> | Get a lot better |
| <2> | Get a little better |
| <3> | Stay the same |
| <4> | Get a little worse |
| <5> | Get a lot worse |
| <98> | Don't know |
| <97> | Prefer not to say |

Question type: *Single*
Base: *All who gamble*

[QN3] Thinking about the last 3 months, do you think that gambling has improved or worsened your financial situation, or has it stayed about the same?

- <1> Improved a lot
- <2> Improved a little
- <3> It has stayed about the same
- <4> Worsened a little
- <5> Worsened a lot
- <96> Don't know

Question type: *Single*
Base: *All who gamble*

[QN4] Thinking about the last 3 months, have you gambled more or less as a result of the cost of living crisis, or has it stayed about the same?

- <1> Much more
- <2> A little more
- <3> It has stayed about the same
- <4> A little less
- <5> Much less
- <96> Don't know

Question type: *Grid*
Base: *All who gamble with a PGSI score of 1+*

[Q88] In an earlier question you indicated that you've experienced at least some issues with gambling during the last 12 months.

How much, if at all, do you feel that each of following types of gambling has contributed to this?

- | | |
|--|--|
| -[Q88_1] Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online | -[Q88_9] Betting on horse or dog races – online |
| -[Q88_2] Tickets for any other lottery, including charity lotteries | - [Q88_10] Betting on horse or dog races – in person |
| -[Q88_3] Scratch cards | - [Q88_11] Betting on football – online |

-[Q88_4]	Gaming machines in a bookmakers	- [Q88_12]	Betting on football – in person
-[Q88_5]	Fruit or slot machines	- [Q88_13]	Betting on other sports – online
-[Q88_6]	Bingo (including online)	- [Q88_14]	Betting on other sports – in person
-[Q88_7]	Gambling in a casino (any type)	- [Q88_18]	Loot boxes (e.g. paid for mystery prizes within video games)
- [Q88_16]	Online casino games (slot machine style, roulette, instant wins)	- [Q88_15]	Any other type of gambling
- [Q88_17]	Online poker		

<1>	A lot
<2>	A little
<3>	Not very much
<4>	Not at all
<98>	Don't know

Question type: *Grid*

Base: *All who gamble and are in work*

[Q89] Thinking a little bit more about the impacts of gambling... In the past 4 weeks, how many days of work, if any, have you missed due to gambling related problems?

This might include health issues caused by or worsened by gambling, distractions due to financial or legal problems related to your gambling (e.g. handling debt-related matters), relationship or family problems, or feeling tired after gambling late at night.

<1>	undefined (open [Q89_open]) [open:integer, Range:0~28]
<99>	N/A – I haven't missed any days of work due to gambling-related problems in the past 4 weeks
<98>	Don't know

****Finally, we just need to ask a few questions about your health and wellbeing, for data analysis purposes only. Please remember your answers will always be treated anonymously and will never be analysed individually.****

Question type: *Single*

Base: *All*

[Q16] How often do you have a drink containing alcohol?

- | | |
|-----|-------------------|
| <1> | Never |
| <2> | Monthly or less |
| <3> | 2-4 times a month |
| <4> | 2-3 times a week |
| <5> | 4+ times a week |

Question type: **Single**

Base: **All who drink alcohol**

[Q17] How many units of alcohol do you drink on a typical day when you are drinking?

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

Question type: **Single**

Base: **All who drink alcohol**

[Q18] How often did you have \$Units or more units on a single occasion in the last year?

- | | |
|-----|-----------------------|
| <1> | Never |
| <2> | Less than monthly |
| <3> | Monthly |
| <4> | Weekly |
| <5> | Daily or almost daily |

Question type: **Single**

Base: **All**

[Q20] Have you been diagnosed with any of the following? Please select all that apply.

You can skip this question if you would prefer not to answer.

- | | | | |
|-----|-----------|------|------------------------------------|
| <1> | Arthritis | <8> | Hypertension (high blood pressure) |
| <2> | Asthma | <9> | Mental health condition |
| <3> | Cancer | <10> | Parkinson's disease |

<4>	Chronic Obstructive Pulmonary Disease (COPD)	<11>	Stroke
<5>	Diabetes	<99 fixed xor>	None of these
<6>	Epilepsy	<100 fixed xor>	Prefer not to say
<7>	Heart disease		

Question type: **Grid**
Base: **All**

[WEMWBS] Below are some statements about feelings and thoughts. Please select the option that best describes your experience of each over the last two weeks, on a scale where 1 represents 'none of the time' and 5 'all of the time'.

- [Q57_1]	I've been feeling optimistic about the future	-[Q57_8]	I've been feeling good about myself
- [Q57_2]	I've been feeling useful	-[Q57_9]	I've been feeling close to other people
- [Q57_3]	I've been feeling relaxed	- [Q57_10]	I've been feeling confident
- [Q57_4]	I've been feeling interested in other people	- [Q57_11]	I've been able to make up my own mind about things
- [Q57_5]	I've had energy to spare	- [Q57_12]	I've been feeling loved
- [Q57_6]	I've been dealing with problems well	- [Q57_13]	I've been interested in new things
- [Q57_7]	I've been thinking clearly	- [Q57_14]	I've been feeling cheerful

<1>	None of the time
<2>	Rarely
<3>	Some of the time
<4>	Often
<5>	All of the time

Prefer not to answer

Thank you for taking part in this survey. If you've been affected by this topic and would like any more information, need advice, or support, you can go to any of the following places for help:

Shout 85258 - giveusashout.org

A free text messaging service offering confidential support, 24/7 Text SHOUT to 85258

Samaritans - www.samaritans.org

To access confidential emotional support for feelings of distress, despair or suicidal thoughts - Samaritans freephone 116 123 (24/7) or email jo@samaritans.org

Hub of Hope - hubofhope.co.uk A resource for those needing someone to talk to. Enter your postcode and it locates local support and services

This survey has been run by YouGov on behalf of the gambling charity, GambleAware. 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.

9.9 Glossary

- GP: General Practitioner
- CBT: Cognitive Behavioural Therapy
- ADHD: Attention deficit hyperactivity disorder

Table 14. PGSI classification by study year – all adults (previous weighting)

	2019 (12,161)	2020 (18,879)	2021 (18,038)	2022 (18,305)	2023 (18,178)	2024 (17,933)
Non gambler	38.9%	43.9%	40.8%	39.7%	39.2%	38.7%
PGSI 0	47.9%	44.3%	46.5%	47.0%	47.7%	45.7%
PGSI 1-2	7.2%	6.4%	7.0%	7.5%	6.7%	7.3%
PGSI 3-7	3.3%	3.1%	2.9%	3.0%	3.5%	4.5%
PGSI 8+	2.7%	2.4%	2.8%	2.9%	2.9%	3.8%
PGSI 1+	13.2%	11.8%	12.7%	13.4%	13.1%	15.6%

Base: All. Statistically significant differences between survey years are shown in red (lower) and green (higher).

Table 15. PGSI classification by study year – people who gamble (previous weighting)

	2019 (7,415)	2020 (10,565)	2021 (10,607)	2022 (11,016)	2023 (11,013)	2024 (10,883)
PGSI 0	78.4%	78.9%	78.5%	77.8%	74.3%	74.6%
PGSI 1-2	11.8%	11.3%	11.8%	12.5%	11.0%	11.9%
PGSI 3-7	5.4%	5.5%	4.9%	5.0%	5.7%	7.4%
PGSI 8+	4.5%	4.2%	4.7%	4.7%	4.8%	6.2%
PGSI 1+	21.6%	21.1%	21.5%	22.2%	21.6%	25.5%

Base: All people who gamble. Statistically significant differences between survey years are shown in red (lower) and green (higher).