
PRESS STATEMENT

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Images available	Responsible Gambling Trust logo

Ipsos MORI to conduct study of problem gambling in licensed bingo premises

The Responsible Gambling Trust (RGT) has commissioned Ipsos MORI to conduct a study of the nature and extent of problem gambling behaviour in licensed bingo retail operations in Great Britain.

RGT opened a competitive tender in June 2015 to find researchers able to complete a review of existing evidence, develop a method of identifying any problem gambling behaviour in licensed bingo premises and to collect data on problem behaviour. A partnership between the Ipsos MORI Social Research Institute and independent social researcher Heather Wardle have now been commissioned to undertake this project.

RGT and The Bingo Association will facilitate participation of licensed bingo retail operators to provide data and practical support to the research programme. Work on the project is already underway and a final report is expected in Spring 2016.

Marc Etches, Chief Executive of the Responsible Gambling Trust, said:

"Ipsos MORI has been selected as the lead researcher on this project after a thorough and open competition involving a number of well-qualified applicants. The Responsible Gambling Trust's aim is to minimise gambling-related harm and I am hopeful that this project will generate valuable data and grow the knowledge-base to allow the industry to target tailored interventions to problem gamblers. I am grateful to the Bingo Association for ensuring that bingo operators will grant researchers access to their clubs and the data they hold."

Gary Welch, Research Director at Ipsos MORI, said:

"We are very pleased to be working with the Responsible Gambling Trust and the Bingo Association on this important study. The extensive research programme we are undertaking will go further than previous studies to establish a clear understanding of the industry and the behaviours and motivations of people that play bingo across the country."

-ENDS-

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NOTES TO EDITORS

- The Responsible Gambling Trust is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, the Responsible Gambling Trust funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support.
- The Responsible Gambling Trust raises a minimum of £5 million each year from the gambling industry operating in Britain within a voluntary (donation based) system and funds research, education, prevention and treatment services. Funding priorities are guided by the national strategy advised by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The latest strategy was published in December 2012.
- Ipsos MORI, part of the Ipsos Group, is a leading market and social research company, specialising in public and opinion research.