

## ANNOUNCEMENT

### **GambleAware commissions second Annual GB Treatment and Support Demand Survey alongside a gambling prevalence methodology review**

**London, 23 November 2020:** GambleAware has commissioned a second Annual GB Treatment and Support Demand Survey which has gone into the field this month. The survey will run concurrently with three other commissioned surveys using identical survey questions on gambling behaviour, harms, and barriers and facilitators to accessing treatment and support.

The Annual Treatment and Support Demand Survey, which GambleAware has commissioned YouGov to deliver, is designed to determine the barriers, take up and demand for treatment and support for gambling harms in Great Britain for those who gamble and those who are affected by someone else's gambling.

The sample for the 2020 Annual Survey has been increased from 12,000 in 2019 to 18,000. This will enable a better comparison of differences between geographical areas at a smaller scale and to include a boosted sample of ethnic minority communities, so that statistically significant comparisons can be made between groups. The survey will report findings by key demographics such as age, gender, ethnicity and geography, to highlight any key differences amongst certain groups.

Alongside the Annual Survey, GambleAware has also commissioned Yonda to run an additional quota survey, and NatCen and Kantar to each run a random probability survey; all of which will run concurrently over the same period. The adoption of this process means that for the first time it will be possible to compare survey responses to assess how different methodologies provide different estimates.

The results of the surveys will be compared and will contribute to a better understanding of how to most effectively estimate the shape and size of gambling harms across Great Britain, alongside a clearer view of the barriers and demand for treatment across the country.

Results of the surveys are due to be released in Spring 2021.

**-ENDS-**

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## About the Research:

- The findings from the 2019 Annual Treatment and Support Demand Survey were published in May 2020 and the synthesis of findings can be viewed on the GambleAware website here: <https://about.gambleaware.org/media/2191/treatment-needs-and-gap-analysis-in-great-britain-a-synthesis-of-findings1.pdf>.
- The research brief for the 2020 Annual Treatment and Support Demand Survey can be viewed on the GambleAware website here: <https://about.gambleaware.org/research/research-projects/>.
- The YouGov online quota survey of 18,000 people aged 18+ will be nationally representative and has been increased from 12,000 to enable a better comparison of differences between geographical areas at a small scale and to include a boosted sample of ethnic minority communities.
- The 2020 survey questions are identical to those asked in 2019, which means a cross-sectional comparison can be made to examine how demand for treatment and support, along with gambling participation, motivation, frequency and harm may change over time.
- Yonder will run a second quota panel surveys concurrently to YouGov, which will be completed in the same way, through self-completion online, but with a GB representative sample of 8,000 adults aged 18+.
- Kantar Public and NatCen Social Research will run two random probability panel surveys of 2,000 adults aged 18+. The surveys will mostly be self-completed online (approximately 85%), with telephone surveys being used as follow up to contact those who cannot be reached online.

## About GambleAware

- GambleAware published an updated briefing note, which can be viewed online: <https://about.gambleaware.org/media/2305/briefing-note-november-2020.pdf>
- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <http://about.gambleaware.org/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.
- The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally-based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.

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- In the 12 months to 31 March 2019, the National Gambling Treatment Service treated 9,008 people and this is projected to rise to 24,000 people a year by 2021. The Helpline received about 39,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which had 7.7million page views and signposts people to a range of support services.
- GambleAware produces public health campaigns including Bet Regret. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, is responsible for the design and delivery of a campaign based on best practice in public health education. The Bet Regret campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries. See <https://about.gambleaware.org/prevention/safer-gambling-campaign/>.