Annual GB Treatment and Support Survey 2023

On behalf of GambleAware

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1 Key findings

People who gamble: gambling participation

Overall, 61% of adults living in Great Britain reported participating in any gambling activity in the previous 12 months (equating to an estimated 31.4 million GB adults[1]) and 47% in the last four weeks (equating to an estimated 24.2 million GB adults).

There were small, but statistically significant, year-on-year increases among a number of different types of relatively low-prevalence gambling activities including scratch cards (2022: 16.7%; 2023: 17.8%) and betting on football online (2022: 8.4%; 2023: 9.3%). These results were indicative of a shift in gambling patterns towards non-Lottery forms of gambling that has been occurring across the past few waves of the survey. The continuing shift towards non-Lottery forms of gambling is of particular importance, as it is these activities where the highest levels of gambling problems were found, based on the PGSI scores of respondents.

People who gamble: Problem Gambling Severity Index (PGSI) classification

Overall, 13.1% of adults surveyed (equivalent to approximately 6.8 million GB adults) were classified as experiencing any level of gambling problems (PGSI 1+) (see chapter 1.3 for more detail). This is comparable to 2022 when 13.4% received this score. Seven percent were classified as experiencing low levels of problems with gambling (PGSI score of 1-2), 3.5% as experiencing moderate levels of problems (PGSI score of 3-7) and 2.9% as experiencing 'problem gambling' (with a PGSI score of 8+).

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[1] Information on how this was calculated can be found in section 2.4 'Notes for interpretation'.

People who gamble: reducing gambling

There was limited desire among those who gamble to reduce the amount that they currently participate. The vast majority (83%) reported that they did not want to gamble any more or less than they do currently, while 4% wanted to quit gambling, 9% wanted to reduce their gambling, and 4% wanted to gamble more in the future. Desire to reduce or quit gambling increased with PGSI score, with three in five (64%) of those experiencing 'problem gambling' (PGSI 8+) saying that they would like to reduce or quit gambling. This consisted of two in five (39%) who would like to reduce, and one in four (25%) who would like to quit.

In the qualitative interviews, those not wanting to quit or reduce their gambling tended to feel it was under control, and either they enjoyed it or wanted the potential to win big. For those wanting to quit or reduce, this was often rooted in realising the impacts that it was having on themselves and their family – including the impacts on their finances and mental health.

Those who said they want to reduce the amount they gamble were asked in which specific way(s) they would like to do this; half (49%) mentioned wanting to reduce the amount of money they spend on gambling and one in five (21%) of those looking to quit or reduce said they specifically want to reduce the amount of time they spend gambling. These findings linked closely to the reasons given by those who want to quit or reduce their gambling. The top reason mentioned was the desire to save money or spend it on other things, at 35%, while the rising cost of living was cited by 26%.

People who gamble: usage of support and treatment

Just under a quarter (23%) of those who experience any level of gambling problems (PGSI 1+) reported using treatment, support or advice in the previous 12 months. At an overall level this is consistent with previous waves, however, usage of support and advice increased compared to 2022 (16% from 13%). It remained the case that those experiencing 'problem gambling' (PGSI 8+) were significantly more likely to report using advice, support and treatment (65%), consistent year on year.

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In the qualitative interviews, respondents spoke about how they use a range of techniques to manage their gambling, including family support, self-exclusion and support from charities or counselling. Addressing stigma was seen as important; some respondents noted that they regretted not seeking help earlier, as they felt they could have avoided spending significant amounts of money on their gambling if they had reached out for support. Lived experience stories and education from a young age could be valuable in addressing this and de-stigmatising reaching out for support for gambling harms. Free, non-judgemental, and confidential approaches would be equally important to encourage those who may be more hesitant to seek help.

Respondents also expressed a need for a holistic and ongoing approach to help manage gambling harms in the long term, such as providing aftercare and support with managing other aspects of life, as well as regular check-ins with a designated person.

People who gamble: demand for advice, support and treatment

Almost a quarter (23%) of those who experience any level of gambling problems (PGSI 1+) said they wanted some form of advice, support or treatment. This continues the trend of increasing demand, which went from 16% in 2021 to 19% in 2022. This rose to 66% of those who experience 'problem gambling' (PGSI 8+), however, for this group, demand remained consistent year on year.

The predominant barrier to seeking advice, support or treatment was the perception that someone's gambling was not a problem, stated by two in five (39%) of those experiencing any level of gambling problems (PGSI 1+). Among those experiencing 'problem gambling' (PGSI 8+), stigma (e.g. feeling embarrassed, ashamed, or not wanting people to find out) was the most common barrier to seeking support (22%), although this did decline after peaking in 2022 (40%).

In the qualitative interviews with people who gamble, ease of accessibility and gambling adverts also stood out as key barriers to quitting or reducing. Not only are there bookmakers on most high streets, but being able to access gambling online means it is everywhere and can be accessed at any time. This means that no matter how someone gambles (whether that be in person or online) they are never far away from opportunities to participate.

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Three in ten (29%) of those experiencing any level of gambling problems (PGSI 1+) recognised one or more factors which might motivate them to seek advice, support or treatment, rising to over seven in ten (72%) of those experiencing 'problem gambling' (PGSI 8+). Awareness of channels is key, with two in five (40%) of those experiencing 'problem gambling' (PGSI 8+) identifying these options.

Affected others: the number of self-reported affected others

Overall, seven percent of the adult population reported being an 'affected other' (those who have been negatively affected by another's gambling); comparable with 2022. This equates to an estimate of approximately 3.6 million GB adults. It remains the case that self-reported affected others were more likely to be women than men (8% vs. 6%), likely due to men being more likely to experience problems with gambling, resulting in more female partners and spouses being affected, in the context of heterosexual relationships.

Whilst the majority (82%) of those who gamble felt their gambling had no impact on others, those who thought others were negatively affected were most likely to believe their gambling affected between 1-3 people (32%).

This year, questions were included to understand at which age affected others were first exposed to someone's gambling. One in five (19%) current affected others reported that they were first negatively affected by someone's gambling behaviour before the age of 18. Of this group, the vast majority (74%) reported that they were negatively affected by a parent's gambling, reflecting other findings showing that affected others were most often affected by immediate family members' gambling (55%).

Affected others: the impacts experienced

Affected others were most likely to be negatively affected by the gambling of someone in their immediate family (55%), most commonly a spouse or partner, or a parent. Possibly as a result of the close relationship with the person who gambles, the reported effects of gambling on affected others were long lasting; two in three (68%) affected others reported that they had been affected by this person's gambling for over a year.

The qualitative focus groups revealed that affected others commonly experience negative feelings such as anger, frustration, and a loss of trust. Sympathy was a less commonly expressed feeling with a few mentioning losing respect for the person who gambles or seeing them as 'weak'. For those who felt more sympathetic towards the person who gambles, this tended to come from learning more about addiction and witnessing the impacts on the person who gambled, highlighting the importance of continuing to raise awareness of gambling harms. Indeed, having a personal experience with somebody who gambled, led some to realise that gambling addiction could impact everyone.

Qualitative focus groups have shown that the impacts were also felt on their relationship with the person who gambled, mental health and finances. This included having to distance themselves from the person, although this often happened after many unsuccessful attempts to stop them from gambling. Impacts on mental health also included self-blame, mostly due to an inability to help the person with their gambling addiction.

Affected others: usage of advice, support and treatment

One in three (35%) affected others said they had sought advice or support for themselves in some form, representing a statistically significant increase compared to 2022 (26%). This increase resulted from higher usage of both formal treatment services (23%) and less formal advice and support services (23%) and was driven mainly by affected others who were men, who saw an increase from 31% to 43% from 2022 to 2023 in usage of advice and support.

Concern for safety and wellbeing (51%), and a relationship being affected by gambling (45%) were the most common prompts given by affected others for seeking advice, support or treatment.

In qualitative focus groups, whilst only a low number of affected others reported seeking support, many expressed a need for practical tips and advice when it comes to supporting people in their lives who gamble.

Affected others: current demand for advice, support and treatment

In line with increased usage of advice and support, affected others indicated their continuing need for this (35%). Again, mirroring usage, there was reported demand for informal support and advice, as well as support from more formal treatment services, with informal advice and support seeing a statistically significant increase compared to 2022 (26% from 17%). The most common reason for not wanting advice or support among affected others was thinking the support would not be relevant to them (31%), or that it would not be effective (23%).

People who used to gamble: understanding the audience

This year, new questions on people who used to gamble were included to understand the proportion who used to gamble, but no longer do, and to understand the legacy impacts of gambling. Overall, a third (33.3%) of those who reported not having gambled in the past year said that they had done so at some point previously. As a proportion of the total GB population aged 18+, this equates to 13.0% being 'people who used to gamble', or approximately 6.7 million people.

The inclusion of questions aimed at those who used to gamble enabled, for the first time in this survey series, a closer measurement of legacy gambling harms by asking people PGSI questions in relation to when they used to gamble. Overall, 15.3% of those who used to gamble received a 'retrospective' PGSI score of 1+, meaning they had previously experienced any form of gambling issue. This included 10.1% who had a retrospective PGSI score of 1-2, indicating that they had low levels of problems with gambling, while 5.2% had a score of 3+, indicating that they at least had some level of moderate problems.

People who used to gamble: legacy harms

In order to understand legacy harms of gambling, respondents were asked if they had experienced any issues in the past 12 months as a result of their prior gambling. Higher retrospective PGSI scores were linked to increased likelihood of having experienced gambling-related issues recently. Issues were generally confined to those who experienced at least moderate problems (retrospective PGSI score of 3+), at 29%. Just 1% of those with a retrospective PGSI score of 0 and 2% with a score of 1-2 reported having experienced issues recently. In addition to this, it seems that some still have the urge to gamble, with 18% of those who used to gamble reporting that this had happened in the past six months. In line with higher prevalence of harms, over half (54%) of those who experienced at least moderate problems (retrospective PGSI 3+) reported the same, compared to 36% of those with a retrospective PGSI of 1-2 and 13% with a score of 0.

People who used to gamble: usage of advice, support and treatment

Only 0.3% of those who had a retrospective score of 0 reported using some form of advice, support or treatment for their gambling, rising to 2% of those with a score of 1-2. Following a similar pattern to other areas, incidence was much higher among those with a score of 3+, 26% of those who reported having used some form of treatment/support.

Whilst it is common to keep gambling a secret, in the interviews people who used to gamble generally spoke positively about the impact that opening up about their gambling had. This reinforces the importance of de-stigmatising gambling to ensure that these conversations are had.

The cost-of-living crisis

Overall, the majority (58%) of respondents reported having taken at least one cost saving action in the last three months to save money. Those experiencing a higher level of gambling problems were more likely to have done so: eight in ten (79%) of those experiencing 'problem gambling' (PGSI 8+) reported taking any action. The proportion of cost saving actions taken increased incrementally with the levels of problems experienced; just over half (53%) of those with no reported gambling problems (PGSI 0) stated they took any action, compared to just over six in ten (62%) of those who experience low level of problems with gambling (PGSI 1-2) and seven in ten (69%) of those who experience moderate levels of problems (PGSI 3-7).

For those experiencing the highest levels of harm from gambling, the perceived impact on their financial situation was split. Similar proportions of those classified as PGSI 8+ reported that gambling had improved (33%) or worsened (28%) it. This group were significantly more likely than all others to report that their financial situation had been improved by gambling, with the vast majority of those who gamble reporting that it had no impact.

Reflecting this, there was also no clear consensus among those who experience 'problem gambling' (PGSI 8+) as to whether they gamble more or less as a result of the cost-of-living crisis, with a third (32%) reporting they gamble more, and a quarter (25%) reporting they gamble less. Those experiencing higher levels of problems with gambling (PGSI 8+) were more likely to state they were gambling more as a result of the cost-of-living crisis; 15% of those who experienced moderate level gambling problems (PGSI 3-7) stated they gambled more, compared to 6% who experienced low level of gambling problems (PGSI 1-2).

Suicidal ideation

In 2023, new survey questions were included to understand the prevalence of suicidal ideation among those who gamble. There is a correlation between those experiencing higher gambling problems, and increased risk of suicidal ideation; those experiencing 'problem gambling' (PGSI 8+) were significantly more likely to be categorised as high risk (44%), compared to the general public (8%). This categorisation increased incrementally with level of gambling problems, with 10% of those experiencing low levels of problems (PGSI 1-2) categorised as being high risk, compared to 18% of those experiencing moderate levels of gambling problems (PGSI 3-7).

2 Introduction

This report presents the findings of a study conducted in November 2023, which explored the usage of, and reported demand for, advice, support and treatment among those who gamble and those affected by another's gambling. For the first time, the research included questions on former gambling to understand the experiences of people who used to gamble, as well as legacy harms.

This is an annual study, previously conducted in November 2022, November 2021, November 2020 and October 2019. The research was conducted by YouGov on behalf of GambleAware.

2.1 Background

In October 2019, GambleAware commissioned YouGov to undertake a study to explore usage of and reported demand for advice, support and treatment among those with a PGSI score of 1+[2] and affected others[3]. The study also explored motivations and barriers in relation to seeking treatment or support. This formed part of a wider research initiative to examine gaps and needs that exist within all forms of treatment and support services for those experiencing gambling harms and those affected by another's gambling.

In subsequent waves the study was repeated with the objective of providing an updated picture of the factors outlined above. This identified changes in key measures such as usage of or reported demand for advice, support and treatment, and explored areas such as the barriers to reaching out.

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[2] See 'Problem Gambling Severity Index (PGSI)' on pages 12-13 for a full description of PGSI score

[3] Affected others were defined as anyone who: 1) thought that someone in their life had had a gambling problem (at any point in the past) and 2) felt that they had been personally affected by this person's gambling.

2.2 Method

The 2023 study consisted of an online quantitative survey of 18,178 GB adults. It also included a qualitative element, comprised of 1) 20 one-to-one depth interviews with people who gamble and 2) 10 one-to-one depth interviews with people who used to gamble and 3) two online text-based focus groups with affected others.

Quantitative survey method

The 2023 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. YouGov employs an active sampling method, drawing a sub-sample from its panel that is representative by socio-demographics (in this case: age, gender, region, National Readership Survey (NRS) social grade, and ethnic group). YouGov has a proprietary, automated sampling system that invites respondents based on their profile information to align with targets for surveys that are currently active.

Respondents are contacted by email (example email can be found in the appendix) and invited to take part in an online survey, incentivised in line with YouGov's standard point system. At this stage, respondents do not know the subject and are contacted via a brief, generic email invitation. This helps to minimise bias from those opting in/out based on level of interest in the survey topic.[4] Additionally, conducting research in an online setting, where respondents feel a greater sense of anonymity, has been shown to minimise social desirability bias.[5] The questionnaire was designed in partnership with GambleAware, with signposting towards relevant support services at the end.

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[4] 'The Role of Topic Interest in Survey Participation Decisions' (Groves et al, 2004): https://academic.oup.com/poq/article/68/1/2/1855056

[5] 'Sensitive Questions in Survey' (Tourangeau and Yan, 2007): https://www.researchgate.net/publication/6117379_Sensitive_Questions_in_Surveys

Fieldwork for the survey is conducted during the same approximate time period each year, to ensure reliability in comparisons between waves. The 2023 Annual GB Treatment and Support study fieldwork was carried out between the 31st October – 22nd November. In total, 18,178 adults in Great Britain were surveyed, including 2,135 with a PGSI score of 1+. Data was then weighted by age, gender, UK region, NRS social grade and ethnic group, to make the sample representative of the overall GB adult population.[6]

Qualitative methodology

Interviews

YouGov's qualitative research team invited 30 respondents from the quantitative survey to take part in 45-minute online (Zoom) interviews to further understand their experiences as people who gamble (20 interviews) and people who used to gamble (10 interviews). The interviews explored respondents' use of advice, support and treatment and any enablers and barriers to accessing help. For both sets of interviews, the team focussed on people who were experiencing higher harm levels from their gambling either currently, or previously (based on PGSI scores).

This is the first time YouGov have conducted interviews with people who used to gamble within the Treatment and Support research, with the aim of increasing understanding of motivators to stop gambling completely, legacy harms, and the benefits gained from stopping.

Across the interviews, there was a mix of:

- Region
- Age
- Gender
- Ethnicity
- Social grade
- Gambling activities (including online and offline and different types of products)
- Use of and type of advice, treatment, and support.

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[6] See the technical appendix for more information on the weighting process.

YouGov also conducted two 90-minute online text-based focus groups with affected others. Across both groups, 23 respondents took part. This is the first time YouGov have conducted text-based focus groups with affected others for this study. The focus groups explored respondents' experiences of being affected by the person in their lives who gambles or gambled in the past within the last 10 years, as well as the treatment and support that they have sought (for themselves or for the person affected), and what treatment and support options they would like to see available.

To include a range of experiences, we spoke to those who have been affected by different people in their lives, including a spouse/partner, sibling, parent, friend, colleague and/or housemate. We also ensured a demographic mix of respondents, by region, age, gender and ethnicity.

In line with the Market Research Society (MRS) Code of Conduct, respondents were incentivised for their time in both the interviews and focus groups (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 focus group or depth interview.

2.3 Standardised tools and classifications

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

Problem Gambling Severity Index (PGSI)

The study used the full (9-item) PGSI to measure levels of gambling behaviour which may cause harm to the person who gambles. The PGSI[7] consists of nine items ranging from 'chasing losses' to 'gambling causing health problems' to 'feeling guilty about gambling'.

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[7] 'Gambling behaviour in Great Britain' (NatCen, 2016): http://www.gamblingcommission.gov.uk/PDF/survey-data/Gambling-behaviour-in-Great-Britain-2016.pdf

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 1 according to their score on the PGSI measure. This year, the report uses non-reductive language to describe these groups to reduce stigmatising labels, following GambleAware's latest guidance on language to reduce stigma. The associated thresholds and labels used throughout the report can be seen in Table 1. 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 1. 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+

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 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 2. Ethnicity breakdown

What ethnic group best describes you? *Please select one option only.*	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

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 3. 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 3. 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

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 4.

This is a standard scale used for healthcare screening.[8]

Table 4. AUDIT-C categories

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

The Warwick-Edinburgh Mental Wellbeing Scales – WEMWBS

WEMWBS is a way of measuring mental wellbeing. It involves asking respondents 14 statements about mental wellbeing using a five-level response scale. Each item is scored from one 'none of the time' to five 'all of the time'. Scores of the 14 items are then summed, yielding a minimum score of 14 and a maximum score of 70; higher scores indicate greater positive mental wellbeing.

For analysis purposes we have classified respondents as:

- Low mental wellbeing (14-42)
- Medium mental wellbeing (43-60)
- High mental wellbeing (61-70)

The question text for this scale can be found in the appendix. The scale is commonly used for analysis, reported on in over 200 publications annually.[9]

Suicidal Attributes Scale (SIDAS)

Chapter 5 in this report covers the topic of suicide. If this feels triggering or harmful, please read up to chapter 4 instead. Conclusions to the report resume on page 118.

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[8] '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/

[9] 'The Warwick-Edinburgh Mental Wellbeing Scales – WEMWBS' (Warwick Medical School, 2024): https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/

The Suicidal Ideation Attributes Scale (SIDAS) is designed to screen individuals for presence of suicidal thoughts and assess the severity of these thoughts.[10]

The scale consists of five statements which target an attribute of suicidal thoughts: frequency, controllability, closeness to attempt, level of distress associated with the thoughts and impact on daily functioning.

Responses are measured on a 10-point scale and responses are coded so that a higher total score reflects more severe suicidal thoughts. Any ideation would be indicative of risk for suicidal behaviour, with 0 being no risk at all, and a cut-off of 21 on the SIDAS may be used to indicate high risk of suicidal behaviour.

The question format was revised slightly from the standard SIDAS scale to align with YouGov's practice for asking sensitive questions. Respondents were offered the chance to opt out of seeing the question set at all, and those who did opt in were still given the opportunity to skip any question in the scale if they preferred. Accordingly, the analysis using SIDAS has only been conducted on those who opted in to answer all statements, and so results may differ slightly from other research.

Table 5. SIDAS scores

Category	SIDAS score
Low risk	1-20
High risk	21-50

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

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[10] 'Suicidal Ideation Attributes Scale (SIDAS)' (Centre for Mental Health Research, 2024): https://nceph.anu.edu.au/research/tools-resources/suicidal-ideation-attributes-scale-sidas

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 6 below gives the full breakdown of sources.

Table 6. 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
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

2.4 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.

Population estimates

Population estimates have been calculated using data from the 2023 Annual GB Treatment and Support Survey and the latest ONS mid-year estimates (for Great Britain, 18+, 2021). These are based on a total population size of 51,718,632 GB adults aged 18+[11]. For example, in order to estimate the number of those with a PGSI score of 1+, the proportion in the survey to one decimal place (13.1%) was multiplied by the total population. This figure was then rounded to the nearest thousand (6,775,000).

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[11] ONS (2022) Estimates of the population for the UK, England, Wales, Scotland and Northern Ireland

3 People who gamble

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. Overall, six in ten (60.8%) adults living in Great Britain reported participating in gambling in the last year, not statistically significantly different from the 60.3% who reported doing so in 2022. In real terms, this equates to an estimated 31.4 million GB adults having gambled in the last year. In the last 4 weeks, 46.8% reported having gambled, again not a statistically significant difference from 2022 (47.2%). In real terms, this equates to an estimated 24.2 million GB adults.

Figure 1. Gambling participation by study year
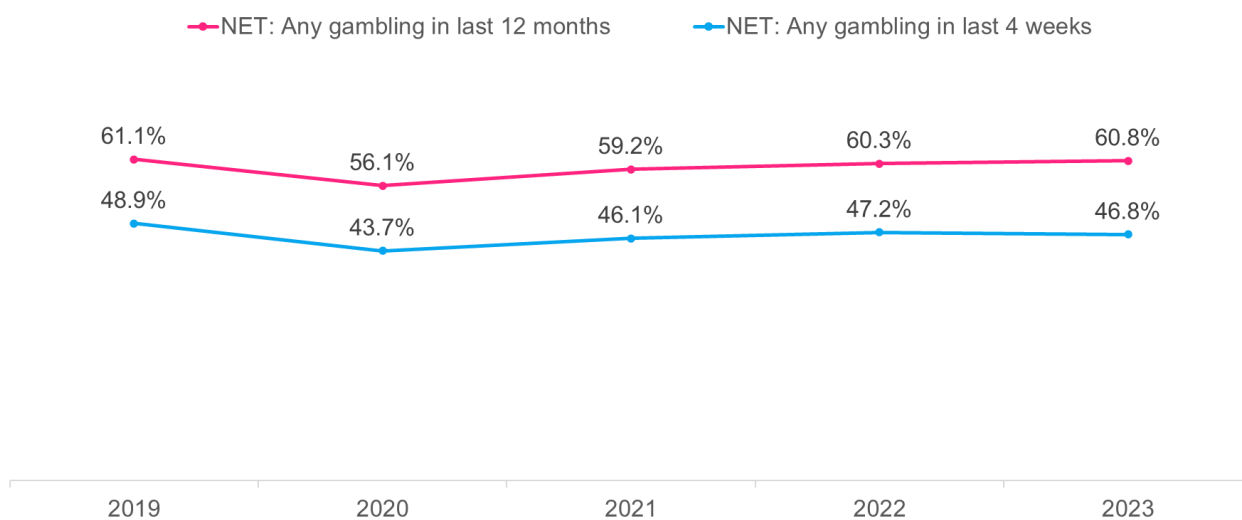
Base: all GB adults in 2019 (Phase 1, n=12,161), 2020 (n=18,879), 2021 (n=18,038), 2022 (n=18,305) and 2023 (n=18,178)

While overall rates of gambling have not seen statistically significant shifts from 2022 to 2023, analysis of participation in specific types of gambling activities in the last 12 months revealed an interesting pattern of change in gambling prevalence year-on-year. Participation in the National Lottery remained by far the most common type of gambling, with 43.0% having done so in the last year, though this was a small, but statistically significant, drop from 44.2% in 2022. However, of the 17 other types of gambling activities listed, 12 saw a statistically significant increase in participation in 2023 when compared to 2022. This included the three types of gambling with the next highest prevalence: tickets for any other lottery, including scratch cards (2022: 16.7%; 2023: 17.8%), tickets for other lotteries, including charity lotteries (2022: 14.1%; 2023: 16.1%) and betting on football online (2022: 8.4%; 2023: 9.3%). Figure 2 provides a full breakdown of participation in each form of gambling measured in 2022 and 2023.[12]

On an aggregate level, these results were indicative of a shift in gambling patterns towards non-Lottery forms of gambling that has been occurring across the past few waves of the survey. The proportion participating in any gambling other than Lottery was 42.7% this year, 3 percentage points higher than in 2022 (39.5%) and six higher than in 2020 (36.6%). The continuing shift towards non-Lottery forms of gambling is of particular importance, as it is these activities where there were higher rates of problems with gambling, based on the PGSI scores of respondents.

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[12] See Tables 37 and 38 in appendix for further data.

Figure 2. Gambling participation by study year

Gambling activity	Nov-22	Nov-23
Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	44.4%	43.0%
Scratch cards	16.7%	17.8%
Tickets for any other lottery, including charity lotteries	14.1%	16.1%
Betting on football – online	8.4%	9.3%
Betting on horse or dog races – online	6.3%	7.0%
Bingo (including online)	4.3%	5.0%
Betting on other sports – online	3.5%	4.5%
Online casino games (slot machine style, roulette, poker, instant wins)	4.3%	4.9%
Fruit or slot machines	2.9%	3.3%
Betting on horse or dog races – in person	2.9%	3.2%
Gambling in a casino (any type)	1.6%	1.8%
Betting on football – in person	1.3%	1.7%
Gaming machines in a bookmakers	1.0%	1.5%
Loot boxes	0.8%	1.1%
Betting on other sports – in person	0.5%	0.9%
Any other type of gambling	1.4%	1.6%
Don't know	0.8%	0.6%
None of the above	38.8%	38.6%
Net: Online	14.3%	16.0%

Base: all GB adults in 2022 (n=18,305) and 2023 (n=18,178)

Analysis of demographic trends in gambling participation revealed very similar trends to those seen in 2022. Men remain slightly more likely to have gambled in the last year, at 64% compared to 58% of women, a gender skew which holds across all types of gambling activities, apart from tickets for other lotteries, scratch cards, and bingo, where women were more likely to have participated.

While neither gender reported statistically significant increases in overall gambling participation compared to the previous year, the movement towards non-Lottery forms of gambling mentioned above was seen among both. Specifically, 45% of men and 41% of women reported having participated in a non-Lottery form of gambling in the last 12 months, up from 41% and 38%, respectively, in 2022.[13]

Participation in gambling remained much higher among those in the middle age groups (35-64), 68% of whom reported having gambled in the last year. This represented a 2-point increase in participation among this age group, continuing a trend seen since 2020. This was followed by those aged 65+, six in ten (61%) of whom have gambled in the last year. While this was not statistically significantly higher than in 2022 (59%), it represented a 6-point increase when compared to 2020 (55%). Those aged under 35 remained least likely to participate in gambling; 49% had done so in the last year, a 3-point decline year-on-year.

As was seen in the analysis by gender, there were particular increases in non-Lottery forms of gambling this wave. When crossing the data by age, this increase was driven by those in the middle age groups; 46% participated in a non-Lottery form of gambling in the last 12 months, the highest proportion across all waves of the survey, and up 4 points vs. 2022. Also following the trend seen elsewhere, this increase was not driven by one form of gambling activity in particular, but instead by small increases across the range of activities listed. Non-Lottery participation also increased by the same amount among those aged 65+, from 33% in 2022 to 37% this year. There was no change here among under 35s, where this figure remained at 41%, though participation in the National Lottery did decline from 30% to 25% among this age group in 2023.[14]

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[13] See Tables 39 and 40 in appendix for further data.

[14] See Tables 41 and 42 in appendix for further data.

The small social grade gap in gambling participation seen in previous years, wherein those in C2DE were slightly more likely to gamble, closed in 2023. Rates of gambling ticked up by 2 percentage points to 61% among those in ABC1 to the same level as those in C2DE. Again, this increase in participation was driven by non-Lottery gambling, which rose from 38% in 2022 to 43% in 2023 among this group.[15]

Trends in gambling participation by ethnicity mirrored those seen in 2022, with three in five people from White (62%), Black (60%) or Mixed (61%) backgrounds having gambled in the last year, compared to 41% of those from an Asian background and 48% from any other ethnic background, none of which were statistically different from last year. However, the proportions participating in any gambling other than Lottery increased among White respondents (2022: 40%; 2023: 44%). Mirroring trends discussed above; this shift was driven by small increases in different individual gambling activities across the board among White respondents.[16]

Finally, trends in gambling participation by the Index of Multiple Deprivation (IMD)[17] mirrored those seen in previous waves. While those in the most deprived deciles (1-3) were only slightly more likely to report gambling overall than those in the least deprived deciles (8-10) (62% vs. 60%), there were consistent divergences in the types of gambling that these groups participated in. While those in the most deprived deciles were less likely than those in the least deprived to have participated in the National Lottery (41% vs. 44%) or tickets for any other lottery, including charity lotteries (15% vs. 17%), they were more likely to have participated in an array of other types of gambling, including scratch cards (21% vs. 15%), bingo (including online) (7% vs. 3%) and online casino games (6% vs. 4%).[18]

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[15] See Tables 43 and 44 in appendix for further data.

[16] See Tables 45-48 in appendix for further data.

[17] The IMD is a measure of relative deprivation, categorising small areas into deciles, where a lower score indicates higher levels of deprivation. Analysis throughout compares those in the most deprived (1-3), middle (4-7) and least deprived (8-10) IMD deciles.

[18] See Tables 49 and 50 in appendix for further data.

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3.2 Gambling behaviours

Frequency of gambling

People who had gambled in the last year were asked how often they spend money on these activities. Reported frequency of gambling in 2023 was very similar to rates seen in previous years; 43% of those who gamble said that they do so weekly, including 6% doing so at least four days a week, the same figures as in 2022.

Those experiencing higher levels of problems with their gambling, based on the PGSI scale, were more likely to report gambling at higher frequencies. Three in four (75%) of those experiencing 'problem gambling' (PGSI score of 8+) reported gambling on a weekly basis, including one in four (25%) who gambled at least four days a week. The proportions gambling on a weekly basis declined alongside PGSI score, with 60% of those with moderate level of problems with gambling (PGSI 3-7) saying this, 50% of those with low levels of problems with gambling (PGSI 1-2) and 38% of those with no reported gambling problems (PGSI 0).

The groups most likely to report gambling at higher frequencies correlated with those more likely to be experiencing higher levels of problems with their gambling, based on the PGSI scale. Half (50%) of men who gamble reported doing so on a weekly basis, compared to 35% of women. This included one in eleven (9%) men who gamble doing so more than half of the days in the week (women: 3%). This gender divide held even when controlling for PGSI score, with men more likely to report gambling more than half the days of the week across all of the PGSI categories mentioned above. Likelihood to report gambling on a weekly basis also increased with age; 49% of those aged 55+ who gamble reported doing so weekly, compared to 35% of under 35s. This difference again held at all PGSI levels apart from those with a score of 8+, where there was no difference by age in gambling frequency.

![YouGov]

Time and money spent gambling

Similarly, people who gamble were also asked how much money and time they spend on these activities in a typical week. When it comes to weekly spending, the average figure was £14.79, though this was skewed somewhat by responses on the higher end, with the median figure being £5. This connects with the most common response overall being £1-5, mentioned by 44% of respondents. Only 2% reported spending £50 or more per week on gambling.

In terms of the amount of time people who gamble estimate that they spend on gambling per week, by far the most common response was 1-2 hours, with 86% of those who provided a response saying this.[19] Eight percent said 3-5 hours and 6% said they spend 6+ hours per week on gambling. The average was 2.39 hours, while the median was 1 hour.

Reasons for gambling

In the qualitative interviews, respondents were asked about the reasons for their gambling. For many, starting gambling was linked to both financial and enjoyment factors. At some point in their gambling journey, most mentioned associating it with entertainment, higher engagement with sports when betting, 'easy money' and the hope of winning. Those who struggled with their finances in their daily life felt that gambling was giving them the hope of winning money to be better able to support themselves or their family. However, for others it was a form of an escape and a way to enjoy themselves, due to experiencing boredom and loneliness.

"[Gambling] wasn't something that I'd ever done in the past. I think a lot of it was when I lost my wife - it was sort of an escapism, it was sort of company." (Male, 65, PGSI 9)

"One of the reasons why I get into gambling sometimes, is because the money I make… I use it to buy gifts or as a gift card for my kids or wife at times." (Male, 34, PGSI 16)

"It's almost like, one last win...please, and I'll stop playing. Give me a few hundred quid, and then I'll stop playing, and that's it." (Male, 50, PGSI 6)

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[19] The response options provided for this question did not allow respondents to say 'less than 1 hour per week'. This option will be included in future research to improve accuracy.

"It's trying to chase that money… you might start off with a small win and it's just chasing it trying to get that bigger win and just trying to make your life better." (Female, 35, PGSI 11)

Once gambling had become part of people's day-to-day lives, easy access to gambling, both online and in person, were key in prompting them to gamble more. Having access to gambling products on their phone, as well as frequently seeing betting shops or lottery tickets sold in stores, made it difficult for many to stop themselves from gambling. Similarly, advertisements, particularly free offers, play a role in encouraging some to gamble, even after they had committed to stop doing it – see Section 1.6 for more on this.

"It's accessible on your phone, on your iPad. You haven't got to go to a betting shop. Everything is just in the palm of your hands." (Female, 35, PGSI 11)

"I get hacked off seeing adverts for gambling companies when watching TV... ITV, late night, sponsored by whoever, some betting company or casino." (Male, 50, PGSI 6)

"Not only was it online and you can find any site online, whether it be in this country or other countries, but bookmakers were around every corner. I mean, where I live, there's two within 10 minutes' walk." (Male, 56, PGSI 15)

3.3 Extent of harmful gambling

Rates of problems with gambling at the population level

It should be noted that the the prevalences figures in this report are not the official statistics on problem gambling, which will be provided by the Gambling Commission's Gambling Survey for Great Britain to be published in summer 2024.[20] The prevalence of "problem gambling" is known to vary across surveys due to differences in survey methodology, with previous research showing that online surveys tend to overestimate gambling participation, whilst face-to-face surveys may under-estimate it.[21] As such, the figures presented in this report can be seen as a potential "upper bound". However, the figures reported here on overall PGSI scores within the GB adult population align quite

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[20] For more information on the Gambling Survey for Great Britain please see the Wave 1 Report here.

[21] P. Sturgis, J. Kuha, How survey mode affects estimates of the prevalence of gambling harm: a multisurvey study, *Public Health*, Volume 204, 2022, Pages 63-69. Available here.

closely with the latest experimental prevalence figures from the Gambling Survey for Great Britain, published in November 2023 by the Gambling Commission.[22]

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. Overall, 13.1% of GB adults had a PGSI score of 1+, indicating that they were experiencing any level of problems with gambling, comparable to the 13.4% who received this score in 2022. There were some statistically significant changes within individual PGSI categories, with the proportion of those classified as having low levels of problems with gambling (PGSI 1-2) declining from 7.5% in 2022 to 6.7% in 2023, and the proportion with moderate levels of problems with gambling (PGSI 3-7) increasing from 3.0% to 3.5%, though these shifts were very small. The proportion experiencing 'problem gambling' (PGSI 8+) was 2.9%, the same as in 2022.

Figure 3. PGSI classification by study year
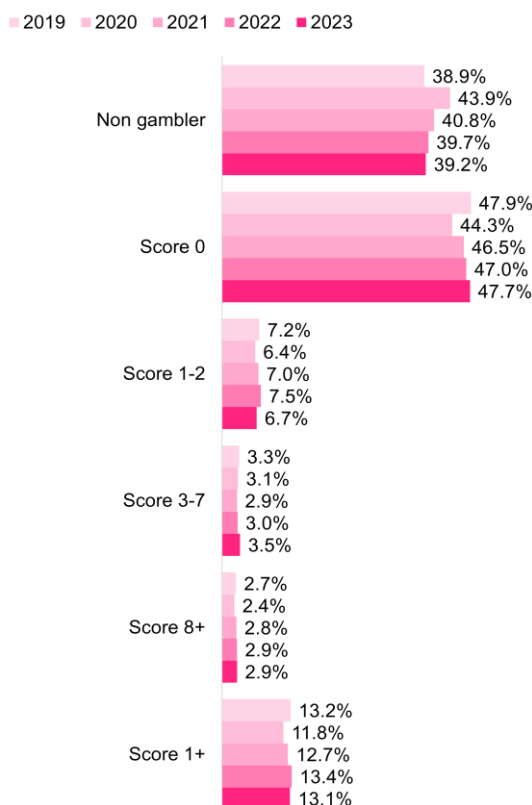
Legend: ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

Category	2019	2020	2021	2022	2023
Non gambler	38.9%	43.9%	40.8%	39.7%	39.2%
Score 0	47.9%	44.3%	46.5%	47.0%	47.7%
Score 1-2	7.2%	6.4%	7.0%	7.5%	6.7%
Score 3-7	3.3%	3.1%	2.9%	3.0%	3.5%
Score 8+	2.7%	2.4%	2.8%	2.9%	2.9%
Score 1+	13.2%	11.8%	12.7%	13.4%	13.1%

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[22] For further information, see: https://www.gamblingcommission.gov.uk/statistics-and-research/publication/gambling-participation-and-the-prevalence-of-problem-gambling-survey-final

Rates of problems with gambling by gender

Demographic trends in PGSI classification were highly similar to those seen in previous years. There was no statistically significant difference by gender in the proportions classed as PGSI 0 (47% of men vs. 48% of women), though men were more likely to be classed as PGSI 1-2 (8% vs. 5%), 3-7 (5% vs. 2%) and 8+ (4% vs. 2%). One in six men (17%) and one in ten women (10%) had a PGSI score of 1+, while the respective figures for PGSI 8+ were 4% and 2%, though all of these figures were comparable to 2021 and 2022.[23]

Rates of problems with gambling by age

Analysis by age also revealed some change in PGSI scores year-on-year, though this was generally confined to small fluctuations in the proportions classed as PGSI 0. The 3-point decline in the proportion of under 35s gambling overall has led to an associated 3-point decline in the proportion with a PGSI score of 0, now 29%. The proportion with a score of 1-2 has also declined from 10% in 2022 to 8% in 2023, though there has also been a 1-point increase in the proportion with a score of 3-7 (from 4% to 5%). Overall, however, the proportion of under 35s classed as PGSI 1+ (20%) and 8+ (7%) is unchanged wave-on-wave. The increase in non-Lottery forms of gambling among those aged 35-54 and 55+ have not had a subsequent impact on their PGSI scores. The proportion of these groups classed as 1+ was 13% and 6% respectively, while the figures for PGSI 8+ were 3% and 1%. None of these represented a deviation from the 2022 results.[24]

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[23] See Tables 53 and 54 in appendix for further data.

[24] See Tables 55 and 56 in appendix for further data.

Rates of problems with gambling by region

Some changes in PGSI scores were seen by region lived this year. London remained the region where people were most likely to be experiencing any level of problems with gambling (PGSI 1+), with 19% of all adults living in London receiving a PGSI score of 1+. This gap between London and other regions was driven by those with a PGSI score of 3-7, indicating moderate levels of problems with gambling, as well as those scoring 8+, indicating that they were experiencing 'problem gambling'. Those living in London were roughly twice as likely to receive a score of 3-7 than all other regions (6%), while 7% received a score of 8+, 3 points higher than the next highest region. All other regions ranged from 10-15% in terms of the proportion who received a PGSI score of 1+, and from 1-4% with a PGSI score of 8+. The 19% who received a PGSI score of 1+ represented a statistically significant increase of two percentage points compared to 2022 and was four points higher than in 2021. The proportion in London who scored 8+ (7%) was an insignificant change from 2022 (6%), though was again statistically significantly higher than 2021 (4%). No other regions saw statistically significant increases in PGSI scores in 2023.[25]

Rates of problems with gambling by IMD

Experience of higher levels of deprivation continued to be linked to an increased likelihood of gambling, as well as higher PGSI scores. Seventeen percent of those in the most deprived IMD deciles (1-3) experience any level of gambling problems (PGSI score 1+), including 7% who have low levels of problems with gambling (PGSI 1-2), 5% with moderate levels of problems (PGSI 3-7) and 4% experiencing 'problem gambling' (PGSI 8+). None of these represented significant deviations from the figures seen in the previous two years. Among those in the least deprived IMD deciles, these figures were lower: 11% have a PGSI score of 1+, including 6% with a score of 1-2, 3% with a score of 3-7 and 2% with a score of 8+, again unchanged across waves. Those in the least deprived deciles were also slightly more likely than those in the most deprived to receive a PGSI score of 0 (49% vs. 45%).[26]

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[25] See Tables 63 and 64 in appendix for further data.

[26] See Tables 57 and 58 in appendix for further data.

![YouGov logo]

Rates of problems with gambling by ethnicity

Previous reports in this survey series have noted the divide by ethnic background that exists in terms of participation in gambling versus likelihood to experience problems with gambling, a pattern which holds in 2023. While 62% of White respondents reported taking part in gambling, among the highest of all groups, only 12% had a PGSI score of 1+. In contrast, while only 41% of those from an Asian background reported gambling in the last year, 18% had a PGSI score of 1+, meaning that nearly half of those from an Asian background who gamble were experiencing any level of problems with gambling based on the PGSI scale. The corresponding figures for those from Black backgrounds were 60% reporting to have gambled in the last year, but 28% scoring 1+, and for those from Other ethnic backgrounds 48% and 24%, again demonstrating a higher propensity for these groups to experience any level of problems with their gambling. While those in the Mixed group gambled at similar rates (61%) to those from White backgrounds, they were again statistically significantly more likely to receive a score of 1+ on the PGSI scale (23%)[27].

Digging down into the data on individual PGSI brackets revealed further insights here. Alongside being more likely to receive a PGSI score of 1+ overall, those from ethnic minority backgrounds were also more likely to receive scores higher up the PGSI scale. While 3% of White respondents received a score of 3-7, indicating moderate levels of problems with gambling, this rose to 6-8% for those from Black, Asian and Mixed backgrounds. Similarly, only 2% of White respondents received a score of 8+, again much lower compared to among those from Black (11%), Other (10%), Mixed (8%) and Asian (6%) backgrounds.

Again, however, there were no statistically significant changes in PGSI classifications wave-on-wave by ethnic group.[28]

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[27] See Tables 59 and 60 in the appendix for further data

[28] See Tables 59 and 60 in appendix for further data.

Rates of problems with gambling among those who have gambled in past 12 months and past 4 weeks

As part of this research series, people who gamble were defined as those who have participated in any gambling activities in the past 12 months. It is possible that using different time periods to define 'participation in gambling' could have an impact on overall PGSI classifications. However, as figure 4 below shows, this is not the case. Among those who had gambled in the past 12 months, 78% received a PGSI score of 0, while 22% received a score of 1+. The corresponding figures among those who had gambled in the past 4 weeks were only marginally different, at 76% and 24%. Analysis of individual PGSI brackets also shows these two groups to be highly similar. These findings demonstrate that variance within the decision to define gambling based on a 12-month window (as opposed to a 4 week one) has little impact on the rate of harm measured among those that gamble.

Figure 4. PGSI classification by gambling time period
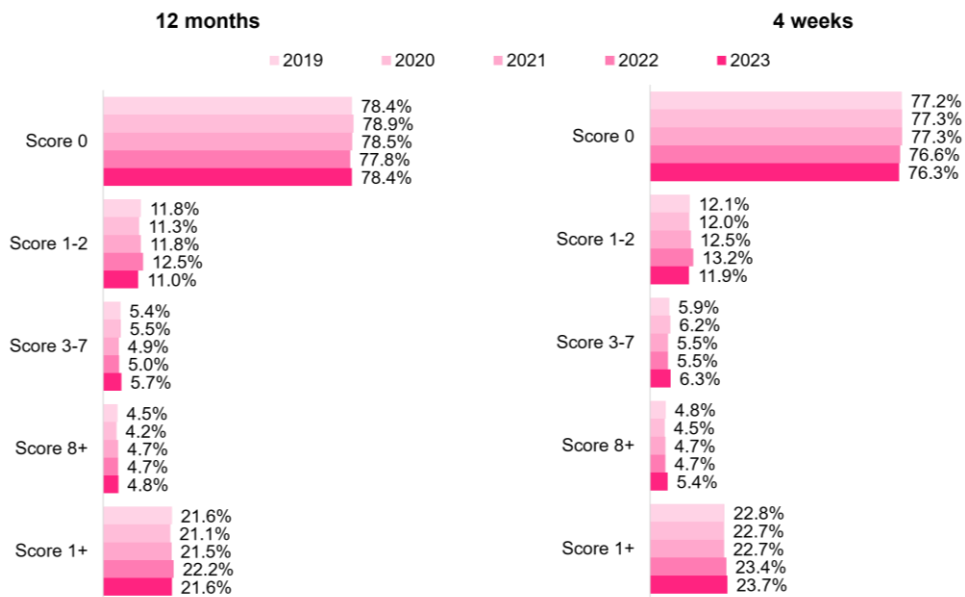
Base: all GB adults who gamble in 2019 (Phase 1, n=7,415), 2020 (n=10,565), 2021 (n=10,607), 2022 (n=11,016) and 2023 (n=11,013)

Perceptions of own gambling

The qualitative interviews explored the feelings respondents had about their current gambling levels, as well as changes to their gambling over time. Many mentioned experiencing feelings of guilt and regret, as well as impacts on their mental health. This was often due to losing large amounts of money, being in debt as a result of gambling, not being able to afford essentials, or if their gambling had impacted their family and those around them. Feelings of shame were also common, mostly as a result of perceiving gambling or being in debt as shameful or having to hide their gambling behaviour from their friends and family for fear of being judged.

"I'm ashamed of it. It's not just all for fun anymore… especially when I've had to tell people that I'm in so much debt and [they] don't know what kind of lifestyle I lead." (Female, 34, PGSI 16)

"I've literally had to just go – 'Mum, can I borrow some money today for food'… but if I hadn't have gambled all throughout the month, I wouldn't have had to borrow that, probably." (Female, 37, PGSI 10)

"I think I recognised over the years how much money I'd lost and how much trouble it had caused for me, for my mental health… and also the impact it has on my family." (Male, 43, PGSI 11)

"It's still depressing to think the money that I've lost down the years and what I could give to my family now and, you know, where we could be as a family." (Male, 49, PGSI 17)

3.4 Reducing gambling

Overall attitudes towards reducing current level of gambling

Those who gamble were asked about their current thoughts on their gambling, including whether they wanted to quit or reduce their gambling, not change their level of gambling, or gamble more than they do currently. As seen in Table 7, the vast majority (83%) of those who gamble did not want to gamble any more or less than they do currently. Among those who wanted to change their level of gambling, 4% wanted to quit, 9% wanted to reduce their gambling, and 4% wanted to gamble more in the future.

The desire to reduce or quit gambling correlated positively with the individual's PGSI score. Three in five (64%) of those experiencing 'problem gambling' (PGSI 8+) said that they would like to reduce or quit gambling (this includes 39% who would like to reduce, and 25% who would like to quit). The corresponding figure was lower for those who gamble at lower levels of problems (PGSI 0: 7% want to reduce/quit; PGSI 1-2: 20%; PGSI 3-7: 47%).

Desire to reduce gambling was substantially higher among all ethnic minority groups analysed when compared to White respondents. This was particularly the case among Black (want to quit: 10%; want to reduce: 27%) and Asian (want to quit: 14%; want to reduce: 20%) respondents, both of whom were three times as likely to express a desire to reduce/quit than White respondents (want to quit: 3%; want to reduce: 8%). Again, however, this may be a result of these groups experiencing greater levels of problems with gambling based on PGSI scores. Indeed, controlling for PGSI score showed that while Black and Asian respondents remained more likely to express a desire to quit/reduce at PGSI 0 and 1-2 levels, no statistically significant differences by ethnicity were seen for PGSI 3-7 or 8+. Meanwhile those from Mixed or Other backgrounds were more likely to say this than White respondents overall, though no statistically significant differences were seen once controls were included at any level of PGSI score.

Those aged under 35 (22% vs. 13% of those aged 35-54 and 9% of those aged 55+) were also more likely to say they wanted to quit/reduce; a pattern which held when restricting the analysis to those with a PGSI score of 1+ (42% vs. 35% of those aged 35-54 and 30% of those aged 55+). Men were also slightly more likely than women to say this (15% vs. 11%), though any differences disappeared once PGSI scores were controlled for.

Table 7. Desire to quit or reduce gambling - by PGSI score

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
	(8,537)	(1,229)	(654)	(593)	(2,476)	(11,013)
NET: I want to reduce my gambling, but not quit OR I want to quit gambling	7%	20%	47%	64%	37%	13%
I want to quit gambling	2%	4%	12%	25%	11%	4%
I want to reduce my gambling, but not quit	5%	16%	34%	39%	26%	9%
I don't want to gamble any more or less than I do currently	91%	75%	48%	25%	56%	83%
I want to gamble more in the future	3%	6%	6%	11%	7%	3%

Base: all who gamble

In mid-2023, a separate research project[29] was conducted by YouGov which involved splitting people who gamble into seven different segments, based on their attitudes towards quitting or reducing their gambling, as well as the specific types of treatment/support, if any, they wanted to help them do so. This process was replicated as part of the 2023 Treatment and Support survey and showed the following breakdown for groups wanting to quit/reduce.

Table 8. Desire to quit or reduce gambling - by segment

	Formal support seekers	Informal support seekers	Self-helpers	Tool seekers
	(86)	(161)	(1,120)	(124)
I want to quit gambling	58%	23%	29%	41%
I want to reduce my gambling, but not quit	42%	77%	71%	59%

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[29] For further information, see: https://www.begambleaware.org/sites/default/files/2024-01/GambleAware%20-%20Audience%20Segmentation%20-%20Report.pdf

What individuals would like to reduce about their gambling

Those who want to reduce their gambling were asked in which specific way(s) they would like to do this. Half (49%) mentioned wanting to reduce the amount of money they spend on gambling. Desire to reduce the amount of money spent on gambling was highest among those with moderate levels of problems with gambling (PGSI 3-7), 63% of whom mentioned wanting to do this among those that want to quit/reduce. Half of those experiencing 'problem gambling' (PGSI 8+) (50%) or low level gambling problems (PGSI 1-2) (55%) mentioned spending less money as a way they would like to reduce their gambling. One in five (21%) of those looking to quit/reduce said they specifically want to reduce the amount of time they spend gambling, with those experiencing 'problem gambling' (PGSI 8+) (30%) the most likely to say this. A desire to reduce the number of different types of gambling activities they participate in and to reduce their frequency of gambling in certain situations (e.g. after midnight or when drinking alcohol) were less commonly mentioned (both 12%), with likelihood to mention these again skewing towards those with the highest PGSI scores.

The 49% of those who gamble who said they wanted to reduce the amount of money they spend on gambling were asked how much less they would like to spend per week (Table 9). The most common answer was the lowest amount; half (52%) stated they would like to spend up to £10 less. This is perhaps unsurprising, given that the average reported weekly spend among those who gamble is under £15. One in four (26%) said they would like to spend £10-49 less, while 9% said they would like to reduce their spending by more than this amount.

Unsurprisingly, those experiencing 'problem gambling' (PGSI 8+) said they would like to reduce their spend by greater amounts: 48% wanted to reduce their spending by £25 or more, compared to 23% of those with a PGSI score of 3-7 and 7% of those with a PGSI score of 1-2.

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Table 9. How much less money would like to spend on gambling per week - by PGSI score

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
	(150)	(107)	(139)	(117)	(363)	(513)
Up to £10 less	70%	68%	41%	21%	44%	52%
£10-£24 less	8%	13%	27%	23%	22%	18%
£25-£49 less	2%	2%	13%	20%	12%	9%
£50+ less	0%	5%	9%	28%	13%	9%

Base: all GB adults who want to spend less money gambling

Those who said they wanted to reduce the amount of time they spend gambling were asked by how many hours a week they would like to do so. The most common answer was up to an hour less (31%), while 24% said 1-2 hours and 18% 3-4 hours. One in six (15%) said they wanted to reduce the time they spend gambling by 5 hours or more per week. As with amount of money spent, desire to reduce time spent on gambling increased with PGSI score, with one in four (25%) experiencing 'problem gambling' (PGSI 8+) who stated they would like to spend 5+ less hours on gambling per week.

Table 10. How much less time would like to spend on gambling per week - by PGSI score

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
	(42)	(41)	(65)	(70)	(176)	(218)
Up to 1 hour less	59%	40%	26%	13%	24%	31%
1-2 hours less	8%	27%	26%	32%	28%	24%
3-4 hours less	4%	9%	28%	22%	21%	18%
5+ hours less	9%	6%	14%	25%	16%	15%

Base: all GB adults who want to spend less time gambling

Reasons for wanting to reduce gambling

These findings linked closely to the reasons given by those who want to quit/reduce their gambling when asked why they wanted to do so (Table 11). The top reason mentioned was the desire to save money/spend it on other things, at 35%, while the rising cost of living was cited by 26%. Meanwhile 13% mentioned that it had negatively affected their finances. Overall, half (54%) of those who want to quit or reduce gambling mentioned one of these three money-related factors as a motivator for doing so.

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Those experiencing 'problem gambling' (PGSI 8+) were less likely than those experiencing moderate (3-7) or low (1-2) levels of problems to cite wanting to save money (37% vs. 43% of PGSI 1-2 and 45% of PGSI 3-7), while the same pattern was seen for the cost of living (PGSI 8+ 22% vs. 1-2: 28% and 3-7: 35%), though these remain the most commonly selected reasons among those with a PGSI score of 8+. In contrast, they were more likely to say that it had negatively impacted their finances (PGSI 8+ 26% vs. 1-2: 8% and 3-7: 21%). This linked to findings elsewhere that those experiencing 'problem gambling' were less likely to perceive it as a financial burden, perhaps until it becomes clear that it has had a negative financial impact.

At an overall level, other common reasons given for wanting to quit included a desire to save time/use time for other things (17%) and that they had lost interest in it/no longer feel the need to do it (16%), the latter being roughly twice as likely to be mentioned by those with low levels of problems with gambling (PGSI 1-2) (21%) than those with higher scores (PGSI 3-7: 10%, PGSI 8+: 12%).

Table 11. Reasons for wanting to quit/reduce gambling – by PGSI score

	PGSI 0 (576)	PGSI 1-2 (248)	PGSI 3-7 (305)	PGSI 8+ (376)	PGSI 1+ (929)	All who gamble (1,505)
I want to save money / spend it on other things	26%	43%	45%	37%	41%	35%
It is negatively affecting my finances	3%	8%	21%	26%	19%	13%
I want to stop before my gambling, or the impacts of my gambling, become worse	1%	6%	14%	26%	17%	10%
It is negatively affecting my mental health (e.g., stressed, anxious, guilty)	1%	3%	10%	23%	13%	8%
Due to the rising cost of living	23%	28%	35%	22%	28%	26%
I feel like my gambling has become a problem	1%	1%	7%	22%	11%	7%
I want to save time / use my time on other things	12%	19%	22%	19%	20%	17%

I worry it will affect my relationships with others	1%	3%	7%	19%	11%	7%
It is negatively affecting my relationships with others	1%	1%	4%	15%	8%	5%
I have lost interest in it / no longer feel the need to	19%	21%	10%	12%	14%	16%
A change in my circumstances	3%	4%	6%	12%	8%	6%
It is negatively affecting my education / work life	0%	1%	4%	12%	6%	4%
Someone close to me has asked me to do so	1%	3%	5%	11%	6%	4%
Net: Money-related factors	35%	59%	64%	58%	60%	54%

Base: all who want to quit/reduce their gambling

In the qualitative interviews, respondents felt their drive for reducing gambling was often rooted in the realisation of the impacts that it was having on themselves and their family. Whilst the cost-of-living crisis played a role for some to want to reduce their gambling (due to having a lower disposable income), for others it was mostly due to not wanting to waste money or to ensure their spending did not impact their family. Others mentioned being driven to reduce or stop due to feelings of guilt and shame, particularly if they were spending significant amounts of money on gambling or were in debt as a result of it.

"Suddenly I realised that the effects on my home, my child and my wife, even though they didn't know [about gambling], were starting to come to the surface." (Male, 55, PGSI 13)

"I've got young children now and I'd just rather spend my money elsewhere than trying to chase a big win that's never going to happen." (Female, 35, PGSI 11)

"I just feel like I need to get out of it before it gets out of hand… even when I don't have an income… I will have to borrow to try to gamble. So, I think it's getting too much, and I need to reduce it, cut down, or get out of it." (Female, 24, PGSI 9)

"It would be advantageous if I didn't gamble at all, definitely. Because I do get sick of waking up the following morning thinking, 'Oh, I've got £50 gone' or worse." (Male, 50, PGSI 6)

Reasons for not wanting to reduce gambling

For those who did not want to reduce their gambling, it came from a feeling that it was under control and either they enjoyed it or wanted the potential of winning big. A few who previously gambled large amounts of money felt that currently engaging in smaller amounts of gambling was helping them to avoid relapsing into their addiction, whilst still being able to enjoy it in a more controlled way. Mostly, they did not want to reduce it further, as they did not feel that their current level of gambling was having a significant impact on their lives, including financially.

"I think I've got it under control. I do still have urges to just buy quite a few [scratch cards]. But I just have to think, because now I've got my son as well…[it will have] a big effect on our family." (Female, 31, PGSI 4)

"I do try and stop, but it's just tempting… in terms of where I was maybe six or seven years ago…I was in a terrible state and compared to that, now I'm doing a lot better, and I've managed to save money and control my gambling a lot better." (Male, 26, PGSI 13)

"What I do now, which is what I've always done in the past, maybe on a Saturday, [is] put a few pounds on a football bet…if it comes in, it comes in, if it doesn't, it doesn't. I cancelled and blocked myself from anything that was online." (Male, 65, PGSI 9)

"I'm allowed...two scratch cards a week...I think what initially attracted me to it, it's just the excitement of trying to win something...but I feel like with the scratch cards, I'm very happy and content and I still get that a little exciting aspect of it." (Male, 43, PGSI 11)

Barriers to reducing or stopping gambling

In the qualitative interviews with people who gamble, respondents were prompted with some of the key barriers to quitting or reducing gambling: 1) ease of accessibility 2) gambling adverts 3) design of gambling products and 4) social circle.

The first two barriers stood out in terms of how pervasive gambling is. Not only are there bookmakers on most highstreets, but being able to access gambling online means it is everywhere and can be accessed at any time. This means that no matter how someone gambles (whether that be in person or online) they were never far away from being able to participate.

"Online, it's all accessible, we've got mobile phones, we've got tablets. It's just really easy to download an app, join whoever it is that you've downloaded, and play games. A lot of rundown areas now have a lot more betting shops than a nicer area might have. It's hard to get away from it. It's in your face constantly and some people might not see it, but when you've done it in the past yourself, it's just a constant reminder. It's always there." (Female, 35, PGSI 11)

Alongside this, there were 'loopholes' which mean that gambling can still be accessible to those wanting to quit or reduce. For example, the quote below highlights that even when self-excluding there were ways of accessing websites to gamble on.

"Because it's just a click away on my laptop. There's no effort involved to play…believe it or not, I'm on a five-year GAMSTOP self-exclusion. But you only have to type into Google 'casinos not on GAMSTOP'. Whole list of them." (Male, 50, PGSI 6)

The pervasiveness of gambling adverts was also a key theme, with widespread recognition that gambling adverts are 'everywhere' and hard to miss. As seen in the previous research, there was a sense that this advertising was excessive and acts to draw people in, especially encouraging gambling around sports.

"One thing I would say is the amount of adverts on sporting events, on TV and online. I think you're just pretty much bombarded with it, and even now, when I watch a lot of live sport, every advert that comes on seems to be gambling related." (Male, 25, PGSI 13)

"I think it's advertisement. Advertisement is a big issue. No matter what you're watching on TV, even if they sneak it into the children's TV channels, it's constantly there." (Female, 35, PGSI 11)

Whilst ease of accessibility and gambling adverts resonated with respondents as the most common barriers to stopping/reducing, the design of gambling products and social circles were also mentioned. In terms of the design of products themselves, respondents felt that gambling products were designed to draw you in with the hope of winning big.

"The design of the products, you know, the new ones. If they look fun, colourful, then I'll be more likely to try one out." (Male, 50, PGSI 6)

Whilst for many gambling is a solitary activity, social circles can act as a barrier if gambling was something that people did socially. This was most often mentioned with regards to sports betting, with groups watching sports (such as football) and placing bets as standard.

"If it's part of something that you do regularly with your friends or your family, then I think it can be quite difficult. Especially if that's the way that you kind of spend that time together, that can be quite hard to kind of reduce." (Male, 31, PGSI 13)

3.5 Usage of treatment and support

This chapter explores the advice, support and treatment that people who gamble have used in the past 12 months, drawing comparisons with previous years of the GambleAware Treatment and Support study.

People who gamble: usage of advice, support and treatment in the previous 12 months

As seen in Table 12, generally, usage of formal treatment remained relatively stable year on year. Among those experiencing any level of problems with gambling (PGSI 1+), 17% reported having used any type of formal treatment (e.g. mental health services, their GP, specialist gambling specific services) in 2023, compared to 16% in 2022. While a similar proportion (16%) indicated that they had used any type of less formal support or advice (e.g. speaking to family and friends, support groups, websites or books) in 2023, this did increase compared to 2022 (13%). This increase was largely as a result of smaller increases across different less formal support and advice options. Overall, around one in five (23%) had used some form of advice, support, or treatment in the previous 12 months in 2022 (a small, but not statistically significant shift comparable to 21% in 2022, 20% in 2021 and 19% in 2020).

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

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

Base: all who gamble

Those with higher PGSI scores remained more likely to have used advice, support and treatment than those with lower scores (Table 13). While just five percent of those classified as having low levels of problems with gambling (PGSI score of 1-2) had used advice, support or treatment, this increased to 23% of those experiencing moderate levels of problems (PGSI score of 3-7), and 65% of those experiencing 'problem gambling' (PGSI 8+). This is to be expected; as PGSI scores decrease, many at the lower end of the scale will experience no negative consequences from their gambling. While these findings were generally comparable over recent waves, those experiencing moderate levels of gambling reported an increase in usage of any type of advice, support, or treatment, from 17% in 2022.

Table 13. Usage of advice, support, and treatment in the previous 12 months - by PGSI category

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	Net: PGSI 1+	All who gamble
	(8,537)	(1,229)	(654)	(593)	(2,476)	(11,013)
Used any treatment	1%	3%	12%	55%	17%	4%
Used any support/advice	1%	3%	18%	41%	16%	4%
Used any treatment/ support/advice	1%	5%	23%	65%	23%	6%
Have not used any	99%	95%	77%	35%	77%	94%

Base: all who gamble

In an attempt to cut down their gambling, respondents used a range of sources for advice, support or treatment (see Table 14)[30]. Most commonly, people who experience any problems with gambling use medical and professional services, such as mental health services, their GP or a social worker (15% of PGSI 1+ and 49% of PGSI 8+). Many have also sought less formal forms of support and advice for their gambling, including speaking to close contacts such as friends, family or their employer (9% of PGSI 1+ and 22% of PGSI 8+). This highlights the role of both formal and informal sources of advice, support, and treatment for those who gamble.

Table 14. Usage of treatment/support/advice in previous 12 months – by PGSI category

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	Net: PGSI 1+	All who gamble
	(8,537)	(1,229)	(654)	(593)	(2,476)	(11,013)
Net: Medical and professional services	1%	2%	10%	49%	15%	4%
Net: Close contacts	0%	2%	11%	22%	9%	2%
Net: Gambling and addiction services	0%	1%	4%	22%	7%	2%
Net: Support, faith or online groups	0%	1%	5%	15%	5%	1%
Net: Gambling self-help methods	0%	1%	5%	14%	5%	1%
Net: Resources on gambling	0%	1%	4%	11%	4%	1%
Net: Telephone helplines	0%	0%	2%	8%	2%	1%

Base: all who gamble

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

Among those who experienced at least some problems with gambling, younger people aged 18-34 were more likely to have sought advice, support, or treatment than those in older groups (Table 15). Over a third (35%) of those aged 18-24 who experience any level of problems (PGSI 1+) reported that they have sought some form of advice, support and treatment in the past 12 months, and this doubles to 71% of those who experience 'problem gambling' (PGSI 8+).

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[30] Please see Table 6 for information on how the wider response options are grouped into the net categories

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Table 15. Usage of advice, support and treatment in previous 12 months – by age

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	Net: PGSI 1+	All who gamble
18-24	3% (419)	9% (170)	30% (99)	71% (139)	35% (408)	18% (827)
25-34	3% (1,170)	8% (273)	36% (176)	71% (236)	36% (685)	15% (1,855)
35-44	1% (1,473)	4% (292)	21% (151)	62% (144)	22% (587)	7% (2,060)
45-54	1% (1,822)	3% (221)	15% (127)	*N/A**	12% (393)	3% (2,215)
55+	1% (3,653)	2% (273)	10% (101)	*N/A**	7% (403)	1% (4,056)

Base: all who gamble
*Figure not reported on as base size below 50

The increase in use of advice, support, and treatment among those who experience any level of gambling problems (PGSI 1+) was in part driven by those aged 25-34. While usage amongst other age groups was broadly consistent with 2022, it increased by seven percentage points for 25-34 year olds (from 29% to 36%). This increase was not seen among those in the same age group experiencing 'problem gambling' (PGSI 8+).

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

Those from ethnic minority backgrounds who experience any level of problems with gambling (PGSI 1+), and who have higher PGSI scores on average than White people, were more likely to have used advice, support, and treatment to cut down their gambling: two in five (42%) had used any source, compared with 19% of White people who experienced gambling problems. Among those experiencing 'problem gambling' (PGSI 8+), 75% of those from ethnic minorities had used any source, compared with 61% of those from White backgrounds. Those from ethnic minority backgrounds (with a PGSI score of 1+) were more likely than their White counterparts to have used almost all forms of advice, support and treatment including medical and professional services (e.g. mental health services, their GP or a social worker) (29% vs. 12%), gambling and addiction services (e.g. the NGSN or addiction services) (12 vs. 5%), close contacts (17% vs. 7%), and support networks (e.g. a support or faith group) (11% vs. 4%).

Table 16. Usage of advice, support, and treatment – by ethnicity

	PGSI 0		PGSI 1-2		PGSI 3-7		PGSI 8+		PGSI 1+		All who gamble	
	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities
	(7,893)	(644)	(1,068)	(161)	(508)	(146)	(406)	(187)	(1,982)	(494)	(9,875)	(1,138)
Used any treatment	1%	3%	2%	11%	10%	20%	51%	65%	14%	33%	3%	16%
Used any support/advice	0%	2%	2%	11%	16%	26%	40%	44%	13%	27%	3%	13%
Used any treatment/ support/advice	1%	4%	3%	16%	20%	33%	61%	75%	19%	42%	4%	20%

Base: all who gamble

Looking at changes year on year, while those from an ethnic minority background who experience any level of problems (PGSI 1+) remained more likely than those from a White background to use some form of support, advice and treatment, usage among those from a White background saw a statistically significant increase from 16% to 19%. Usage among the same audience from an ethnic minority background remained consistent.

Usage of advice, support, and treatment in the previous 12 months by alcohol consumption

Those drinking at 'higher risk' levels (an AUDIT-C score of 8-12), who have higher PGSI scores on average, were more likely to have used some form of treatment or support than those with lower scores (see Table 17). For example, over half (54%) experiencing 'problem gambling' (PGSI 8+) and drinking at 'higher risk' levels reported they had used some form of advice, support and treatment, higher than the proportion reported by respondents experiencing any level of problems (PGSI 1+) (17%). The data highlighted that those who gamble and drink at 'increasing risk' (5-7) levels were the most likely to have sought some form of advice, support, or treatment for their gambling than those in other categories. Among those experiencing 'problem gambling' (PGSI 8+) this rises to 72%.

Table 17. Usage of advice, support, and treatment in previous 12 months – by AUDIT-C score and PGSI category

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
AUDIT-C low risk (under 5)	1% (5,645)	6% (754)	23% (415)	64% (329)	23% (1,498)	5% (7,143)
AUDIT-C increasing risk (5-7)	1% (1,949)	4% (293)	28% (144)	72% (178)	28% (615)	7% (2,564)
AUDIT-C higher risk (8-12)	1% (943)	2% (182)	14% (95)	54% (86)	17% (363)	6% (1,306)

Base: all who gamble

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

As seen in Table 18, Those experiencing any level of problems with gambling (PGSI 1+) on lower incomes (<£20,000 per year) were more likely to have sought some form of advice, support, or treatment than those on higher incomes (31% of those with a gross household income of <£20,000 per year vs. 20% of £60,000+). This includes being more likely to have used medical and professional services (e.g. mental health services, their GP, or a social worker) in the 12 months (22% vs. 10% on higher incomes). Among those experiencing 'problem gambling' (PGSI 8+) in low income households (<£20,000 per year), seven in ten (71%) reported using some form of advice, support or treatment, with 57% who reported they used medical and professional services (e.g. mental health services, their GP or a social worker), compared to 41% of those earning £60,000 or more a year.

Table 18. Usage of advice, support and treatment in previous 12 months – by income

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
Up to £20,000 per year	1% (1,399)	6% (206)	29% (149)	71% (145)	31% (500)	9% (1,899)
£20,000 - £39,000 per year	1% (2,194)	3% (322)	22% (172)	62% (163)	22% (657)	6% (2,851)
£40,000 - £59,000 per year	1% (1,523)	3% (218)	17% (94)	80% (112)	24% (424)	6% (1,947)
£60,000 and above per year	1% (1,735)	6% (279)	25% (146)	56% (94)	20% (519)	5% (2,254)

Base: all who gamble

While overall incidence was lower, usage among those experiencing any level of gambling problems (PGSI 1+) on a higher income has increased year on year, from 14% in 2022 to 20% in 2023. Comparatively, usage among all other income groups remained consistent.

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

As outlined in the introduction, the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a measure of mental wellbeing, categorising people into 'low', 'medium' and 'high' wellbeing based on their answers to 14 statements. Using this WEMWBS scale, overall, those experiencing any level of problems with gambling (PGSI 1+) with high mental wellbeing (43%) were more likely than those with medium (22%) or low (21%) scores to say they had sought some form of advice, support, or treatment for their gambling. A similar trend was also seen among those experiencing 'problem gambling' (PGSI 8+): 79% with high mental wellbeing reported they had used some form of advice, support, or treatment, compared to 72% of those with medium and 60% of those with low scores.

Experiences of advice, support, and treatment in the previous 12 months

In the qualitative interviews respondents expanded on how they use a range of techniques to manage their gambling. For many, the support from their family has been crucial, which usually included helping them to manage their finances and avoid going to places where they might be tempted to spend money on gambling. In some cases, this meant that they were not reaching out for any other support, due to feeling that the support from their family was sufficient. Some respondents also said they tried to manage their gambling themselves, usually by budgeting better, or trying to fill their time with other activities to avoid gambling.

Others spoke about their experiences reaching out for more formal forms of support, including counselling and charities, such as GambleAware and GAMSTOP to block themselves from gambling websites. A few mentioned using the combination of counselling and blocking their accounts.

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"Straight away [after telling family] we got on to GAMSTOP and blocked my online accounts and then we decided to set up payment plans for my payday lenders, and we got counselling and from then on I've had a few relapses on the way but overall, I think I've done a lot better than I was then." (Male, 26, PGSI 13)

"I've tried my best to reduce it. Whenever I'm less busy…I either go play some games [on PlayStation] or watch movies with my kids in order to avoid gambling. It really does work for me, ever since I increased my hours of working at my workplace. That has also helped me to cope with and to resist gambling." (Male, 34, PGSI 16)

"I did access counselling which helped, but it wasn't easy for me to do because one, it was during COVID times and you did some [sessions] online, but then in terms of getting to meetings wasn't easy because of my working pattern…I was able to get so many sessions free with that, and it did prove useful, and it helped, and it gave you a sense of purpose."
(Male, 56, PGSI 15)

Respondents had a range of experiences in terms of how helpful they found the support. Whilst for some having support in place has successfully helped them to manage their gambling and control it to a level that they feel happy about, for others support did not always work. For example, when blocking their accounts, many said they would usually find other ways to gamble, such as going on new websites or accessing bookmakers outside of their town. This shows that whilst these methods were helpful for some, due to the loopholes, these tools were not always effective at addressing issues with gambling for those most at risk. This suggests the need for using a range of different methods to tackle gambling addiction at its core – using a combination of treatment and support for those most at risk.

Whilst counselling in general was largely seen as helpful, respondents did not always feel it addressed their gambling directly, as it often brought up other issues related to their mental health. As well as this, it was not always easy to access, particularly if they wanted free sessions. This highlights the need for more tailored support alongside general counselling for those who may require it.

"I've self-excluded from every website that you could do. The problem is that a gambler will always try and find ways to gamble, whether that be betting on European sites. I've done everything that I can to control that… But you still try to find ways to [gamble], whether it be getting on a bus and travelling to another town to have a bet, you will do that." (Male, 56, PGSI 15)

"I guess what saved me really was my decision to join the [GamStop] site... I put all my details in there and it actually works so well. Now if I would try and open an account anywhere it won't allow me, so I'm blocked basically, so it's a really good service and it probably saved my life." (Male, 43, PGSI 11)

A common reason for not seeking support was due to feeling that their gambling was under control and therefore not having a need for it. For others, however, it was centred around perceptions that this would make them look weak or that they would feel judged, or that seeking support would mean admitting that they actually have a problem. This shows there is a continuous need to address stigma around support seeking and gambling addiction.

"Years ago, I managed to stop it myself. I was young then…I knew I had a problem, but I learned to get off it myself. So, at the minute, no, because I think in a way I'm controlling it, because even though I say about the Saturday and Sunday, I'm not doing it all day or every day throughout the week." (Female, 37, PGSI 10)

"I'm a bit embarrassed asking for help. I'm a proud man that doesn't want to admit to getting things wrong, but asking for help will, in the long term, make things better." (Male, 47, PGSI 6)

"I didn't [seek help]. I'm of a time where I'm old school where you deal with everything yourself, and it appears to be like a sign of weakness that you go and ask for help." (Male, 65, PGSI 9)

Addressing stigma is particularly important as some respondents noted that they regretted not seeking help earlier, as they felt they could have avoided spending significant amounts of money on their gambling if they had reached out for support. Lived experience stories can be hugely valuable in showing that anyone can experience issues with gambling. Education around gambling at a young age could also address this stigma, teaching about gambling harms in schools alongside other addictions.

"There needs to be more awareness in terms of schools and sixth forms and universities about the dangers of gambling…I think that's also definitely something which comes up quite a bit in terms of how society maybe views gambling versus other behaviours such as like drinking, drugs, and it does still feel like it is quite different." (Male, 26, PGSI 13)

3.6 Demand for treatment and support

This chapter explores the demand for advice, support and treatment among people who gamble, drawing comparisons with previous years of the GambleAware Treatment and Support study.

People who gamble: motivators to seek advice, support and treatment

Overall, three in ten (29%) 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, the highest figure seen across all waves of the survey series. This rises to 72% of those experiencing 'problem gambling' (PGSI 8+).

As Table 19 shows, there were an array of factors that those who gamble say would motivate them to do this, including knowing support was available via a particular channel (telephone, online or face-to-face), knowing that support was easy to access, including the ability to self-refer, or a partner or family member speaking to them about it.

YouGov

Table 19. Motivators to seek treatment/support/advice

	PGSI 0 (8,537)	PGSI 1-2 (1,229)	PGSI 3-7 (654)	PGSI 8+ (593)	PGSI 1+ (2,476)	All who gamble (11,013)
My partner speaking to me about it	1%	3%	8%	16%	7%	2%
My family member or friend speaking to me about it	0%	2%	10%	15%	7%	2%
My GP suggesting that it might be helpful	0%	1%	4%	11%	4%	1%
Being aware that support was available	1%	2%	8%	18%	7%	2%
Knowing that I could refer myself for support without going through a GP	0%	1%	5%	11%	4%	1%
Knowing that support was easy to access	1%	3%	7%	19%	7%	2%
Knowing that support was free of charge	1%	3%	10%	20%	9%	2%
Knowing that treatment and support would be completely confidential	0%	2%	8%	20%	8%	2%
Knowing that I could see someone face to face	0%	1%	5%	14%	5%	1%
Knowing that I could get help online	0%	3%	8%	21%	8%	2%
Knowing that I could get help by phone	0%	1%	6%	15%	6%	1%
Other	1%	0%	1%	1%	0%	1%
Not sure	2%	5%	9%	8%	7%	3%
Nothing would motivate me to do this	6%	7%	8%	4%	6%	6%
N/A – I do not need to cut down my gambling	89%	79%	54%	17%	58%	83%
Net: A partner or family member speaking about it	**1%**	**4%**	**14%**	**28%**	**12%**	**3%**
Net: Awareness of accessing support	**1%**	**3%**	**9%**	**26%**	**10%**	**3%**
Net: Awareness of channels	**1%**	**4%**	**13%**	**40%**	**15%**	**4%**

Base: all who gamble

Awareness of support channels is a particularly important factor for those experiencing higher levels of gambling problems: the proportion of those experiencing 'problem gambling' (PGSI 8+) who mentioned this rose from 25% in 2022 to 40% in 2023. While for all others, this remained largely consistent year on year. As has been mentioned in previous reports, this reinforces the importance of providing clear information to increase awareness of the available channels (e.g. signposting to websites and increasing awareness of remote support).

In the qualitative interviews, respondents mentioned that they would like support to be easily available in a form which would suit the individual, for example, in-person, over phone or text form. This support would also need to be free, non-judgemental, and confidential, due to the perceived stigma around gambling. The need for a holistic approach was discussed, which would include aftercare and support with various aspects of someone's life, for example support with managing personal relationships or finances. They would also appreciate having access to someone who would check in with them on a regular basis as this could function as an accountability system for them. This could be a buddy or a mentor or even a community of people with similar experience that they could have access to when people could learn and support each other.

"I think any online gamblers may get into financial difficulties, so the support needs to be in managing your own life, not just trying to stop gambling." (Male, 47, PGSI 6)

"Having it sort of be community based... speaking to other people that, you know, struggle with the same problems". (Female, 31, PGSI 4)

"Counselling is definitely a good thing for many people without a doubt. You're better talking about it, than not talking about it." (Male, 56, PGSI 15)

Additionally, some respondents also felt that there is a need to raise awareness among the general public around what support is available for people who gamble or are affected by gambling and to address the stigma around this subject.

"I think documentaries like that sort of raise awareness, when it's a big name, someone like Paul Merson, who was in England football, I think young people will probably watch it and realise that these things can happen. I think the more awareness documentaries [and] the more people who are on TV, the better I think." (Male, 26, PGSI 13)

People who gamble: current demand for advice, treatment and support

Demand for treatment and support has continued to rise, with 23% of those with a PGSI score of 1+ saying they would like some form of treatment or support for cutting down on their gambling, up from 19% in 2022 (Table 20). This followed a similar increase between 2021 and 2022 and included increases in the proportions interested in support (from 11% to 14%) and treatment (from 16% to 18%). Demand for treatment and support remained higher among those experiencing 'problem gambling' (PGSI 8+), at 66%, though this was unchanged year-on-year.

Table 20. Current demand for advice, support and treatment - by PGSI category

	All PGSI 1+					All PGSI 8+				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	(1,605)	(2,294)	(2,338)	(2,483)	(2,476)	(331)	(470)	(531)	(538)	(593)
Want any treatment	13%	14%	14%	16%	18%	48%	53%	51%	57%	57%
Want any support/advice	13%	13%	11%	11%	14%	41%	44%	38%	33%	37%
Want any treatment/ support/advice	17%	17%	16%	19%	23%	57%	59%	57%	65%	66%
Do not want any	83%	83%	84%	81%	77%	43%	41%	43%	35%	34%

Base: all who gamble

As seen in Table 21, medical and professional services (e.g. mental health services, their GP, or a social worker) remained the most commonly demanded forms of treatment among those who gamble (16% of PGSI 1+ and 52% of PGSI 8+). This was followed by gambling and addiction services (e.g. the NGSN or addiction services) (7% of PGSI 1+ and 23% of PGSI 8+) and friends, family, or their employer (7% of PGSI 1+ and 17% of PGSI 8+). Increases in demand from 2022 to 2023 were seen across all of these sources among those experiencing gambling problems (PGSI 1+).

Table 21. Demand for treatment/support/advice in previous 12 months – by PGSI category

	PGSI 0 (8,537)	PGSI 1-2 (1,229)	PGSI 3-7 (654)	PGSI 8+ (593)	Net: PGSI 1+ (2,476)	All who gamble (11,013)
Net: Medical and professional services	0%	2%	11%	52%	16%	4%
Net: Gambling and addiction services	0%	1%	5%	23%	7%	2%
Net: Support, faith or online groups	0%	1%	5%	17%	6%	1%
Net: Close contacts	0%	2%	8%	17%	7%	2%
Net: Resources on gambling	0%	1%	3%	8%	3%	1%
Net: Telephone helplines	0%	0%	2%	9%	3%	1%
Net: Gambling self-help methods	0%	1%	4%	13%	5%	1%

Base: all who gamble

People who gamble: current demand for advice, treatment and support by age

As has been observed previously, demand for advice, treatment and support mirrored usage, as those who have sought this previously were likely to want to do so again in the future. Those aged under 35 experiencing any level of gambling problems (PGSI 1+) remained most likely to have used some form of advice, treatment or support this wave, and the same was true for demand: 33% of this group stated they wanted this, unchanged since 2022. Similar to aggregate levels of demand for treatment or support, there were no statistically significant changes across age brackets among those experiencing 'problem gambling' (PGSI 8+); under 35s in this group remained most likely to want this, at 71%.

Table 22. Current demand for advice, support and treatment – by age

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
18-24	3% (419)	9% (170)	28% (99)	75% (139)	36% (408)	19% (827)
25-34	2% (1,170)	6% (273)	26% (176)	68% (236)	32% (685)	13% (1,855)
35-44	1% (1,473)	3% (292)	19% (151)	65% (144)	22% (587)	7% (2,060)
45-54	1% (1,822)	4% (221)	20% (127)	*N/A**	14% (393)	3% (2,215)
55+	1% (3,653)	2% (273)	15% (101)	*N/A**	8% (403)	1% (4,056)

Base: all who gamble
Figure not reported on as base size below 50

People who gamble: current demand for advice, treatment and support by ethnicity

As seen in Table 23, in line with usage patterns, gamblers experiencing any level of problems (PGSI 1+) from ethnic minority backgrounds were twice as likely as those from White backgrounds to want any treatment or support (40% vs. 19%). However, as observed when looking at usage, demand has risen by four percentage points among White people year-on-year. There was a similar ethnicity gap in demand for treatment and support among those experiencing 'problem gambling' (PGSI 8+); 81% of those from an ethnic minority background compared to 60% of White respondents, driven principally by higher levels of demand for medical and professional services (ethnic minority: 65%, White: 46%).

Table 23. Demand for advice, support and treatment – by ethnicity

	PGSI 0		PGSI 1-2		PGSI 3-7		PGSI 8+		PGSI 1+		All who gamble	
	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities	White	Ethnic minorities
	(7,893)	(644)	(1,068)	(161)	(508)	(146)	(406)	(187)	(1,982)	(494)	(9,875)	(1,138)
Want any treatment	1%	2%	3%	6%	12%	21%	51%	73%	14%	34%	3%	16%
Want any support/advice	1%	2%	3%	5%	15%	21%	34%	43%	12%	24%	3%	11%
Want any treatment/ support/advice	1%	3%	4%	8%	20%	28%	60%	81%	19%	40%	4%	19%

Base: all who gamble

Although those experiencing any 'problem gambling' (PGSI 8+) from an ethnic minority background were more likely than those from a White background to want any advice, support or treatment, demand was predominantly driven by those from Mixed (88%) or Asian (88%) backgrounds, compared to those who are Black (74%). Comparatively, looking at those who experience any level of gambling problems (PGSI 1+), those from Asian or Black backgrounds reported similar levels of demand (38% and 39% respectively), compared to 44% of those from a Mixed background.

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People who gamble: current demand for advice, treatment and support by income

Again, similar to usage, there was also an income divide in likelihood to want treatment or support, with 30% of those experiencing any level of gambling problems (PGSI 1+) on low incomes (<£20,000 per year) who reported this, compared to 19% of those in the highest analysis bracket (£60,000+). This divide was driven by demand for treatment (26% vs. 14%), with no income divide seen in demand for support.

That being said, the year on year increases in demand for any advice, support and treatment of those who experience any level of gambling problems (PGSI 1+) were driven by respondents from those in higher income brackets (Table 24). Demand among those who are PGSI 1+ and earn £60,000 or more increased by 8 points this wave (from 11% to 19%), meaning that the income divide narrowed somewhat compared to 2022. A similar, although non-significant, gap by income in demand for advice, support or treatment was present when limiting the analysis to those experiencing 'problem gambling' (PGSI 8+): 73% of those earning <£20,000 wanted any treatment or support, compared to 61% earning £60,000+.

Table 24. Demand for advice, support and treatment in previous 12 months – by income

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
Up to £20,000 per year	1% (1,399)	6% (206)	24% (149)	73% (145)	30% (500)	8% (1,899)
£20,000 - £39,000 per year	1% (2,194)	4% (322)	20% (172)	64% (163)	22% (657)	5% (2,851)
£40,000 - £59,000 per year	1% (1,523)	3% (218)	23% (94)	77% (112)	25% (424)	6% (1,947)
£60,000 and above per year	1% (1,735)	5% (279)	22% (146)	61% (94)	19% (519)	5% (2,254)

Base: all who gamble

People who gamble: barriers to seeking advice, support and treatment

Barriers were explored for those who stated that they did not want any form of advice, support or treatment. Among people who experience any level of gambling problems (PGSI 1+) the findings were broadly comparable with 2022 with this group most commonly stating, 'not considering gambling to be a problem' (Table 25) for not wanting treatment, support or advice, at 39%.

The only notable change year-on-year was a decline in the proportion saying they did not think the treatment or support is relevant or suitable, from 32% in 2022 to 23% in 2023. There was a positive correlation between increased experience of gambling problems and thinking that the treatment or support would not be helpful. Since tracking began, identification of this option has increased with PGSI classification; 2% of those who do not experience any gambling problems (PGSI 0) reported this, compared to 15% of those who experience problem gambling (PGSI 8+).

Among those experiencing 'problem gambling' (PGSI 8+), stigma around seeking support remained the top reason listed, though this has halved to 22% this year, having previously spiked to 40% in 2022, though this volatility is likely due to small base sizes.

Table 25. Barriers to seeking treatment/support/advice

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
	(819)	(201)	(162)	(96)	(459)	(459)
Net: Not considering gambling a problem (e.g. not risky, only betting small amounts)	46%	45%	43%	18%	39%	43%
Net: Don't think treatment or support would be helpful	2%	4%	8%	15%	8%	4%
Net: Think that accessing treatment or support would be inaccessible (e.g. cost, location, time)	1%	3%	4%	13%	5%	2%
Net: Stigma (e.g. feeling embarrassed, not wanting people to find out)	1%	5%	10%	22%	10%	4%
Net: Gambling has positive impacts (e.g. part of social life, make money)	3%	9%	13%	16%	12%	6%
Net: Don't think treatment or support is relevant or suitable	28%	27%	22%	15%	23%	26%
Other	15%	3%	5%	6%	4%	11%
Not sure	20%	27%	29%	32%	29%	23%

Base: all who gamble who did not want any advice, support or treatment

Case studies

The following case study details the experiences of two participant from the interviews with those who gamble.

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Gambling experiences and associations

For this person, gambling presented both positive and negative impacts. He found excitement and joy in betting, yet also experienced significant financial losses due to his addiction. However, he does not want to stop his gambling behaviour but to continue in a controlled manner.

His exposure to gambling occurred during his late teens when his college peers introduced him to placing bets during lunch hours, eventually leading to him to gambling more and developing an addiction.

> *"It really is a double-edged sword… what first comes to mind - it's excitement, it's joy, it's fun days out… it's the thrills and spills but then [on] the flip side… the thousands of pounds that I must have spent, it's just ridiculous."*

Usage of gambling support, treatment and tools

He chose not to seek professional help for his gambling addiction, and instead prefers his wife's support, which he feels is effective in reducing the money he spends on gambling. They currently maintain a joint bank account where all of his earnings come through, enabling his wife to allocate him a monthly allowance. He finds this approach effective, as he acknowledges his difficulty to handle money due to his gambling addiction.

> *"All my wages go into our joint account, so my wife can see that and control that and sort of give me money. That sounds childish, but that's how I need to be managed."*
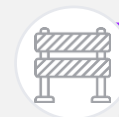
Factors impacting gambling and barriers to seeking support

One of the reasons he continues to gamble is because he enjoys it, as well as because he hopes that he can win money by watching and betting on football matches or horse races. However, he also feels he would find it difficult to control it without his wife's support. He mentions that easy access to gambling through phone apps has made his addiction worse and that without this technology, his gambling might not have been as bad because he would have had to go to betting shops or bookmakers in person.

> *"If I didn't have a phone or you couldn't bet on your phone, my betting would reduce by 90%."*

Support needs

He is satisfied with the support he gets from his wife and doesn't want to seek professional help. However, he regrets not seeking support when he was in his twenties and spending a lot of money on gambling, believing that it could have helped him control or stop his habit, and prevented him from spending large amounts of money. If he were to seek support now, he would prefer one-on-one, in-person sessions, where he could openly discuss his problem. He wouldn't want a group session because he wants to remain anonymous and keep his addiction private.

> *"I don't want to go to Gamblers Anonymous or anything like that now, I probably needed that in the past. And actually, if I had gone in the past, maybe it would have helped me give up totally. Because as a single lad, I was spending two, three, four grand a month on gambling and that's unsustainable."*

YouGov

Gambling experiences and associations

He turns to gambling to escape from reality and stress and has been struggling with gambling addiction since the late 90s. Currently on ESA (employment & support allowance), he spends a lot of time and money on gambling, especially live casinos and sports betting. He only gambles at live casinos when he is drinking, highlighting his battle with alcohol addiction, which affects his ability to control gambling. His first experience with gambling was betting on the Grand National.

"[Associations with gambling are] the challenge, and also the reward of winning big ... It's also escapism from all the nonsense rubbish in my head that kind of just clutters."

Usage of gambling support, treatment and tools

His gambling has reduced considerably because he has less money in his account to spend, as he now makes sure that his rent money goes directly to the landlady instead of to his account. He tried a range of methods to help with his gambling and has previously attempted telephone counselling through GamCare, however, despite seeking assistance, he continued to struggle to control his addiction. Additionally, the counselling had to stop as there was a high demand from others for the service. He also tried a 5-year self-exclusion tool, yet he continued to play on other sites. In terms of informal support, he involved his friend to manage his spending, but it proved to be ineffective.

"I [have an] addictive personality, so it's very hard for me to let go. I have had some counselling a few years ago … it clearly didn't really work because I'm still gambling"

Factors impacting gambling and barriers to seeking support

His addiction is heavily influenced by easy access to gambling and the design of gambling products. Despite having self-excluded, he can easily access gambling websites and mentions that he is attracted to games that are creative, highlighting that the design of gambling products too has an impact on his addiction.

"It's just a click away on my laptop. There's no effort involved to play… You can do it in the comfort of your own home with the pints and music on and it can be very exciting and very fun, but on the other side, it can be absolutely debilitating."

Support needs

He is eager to overcome his addiction because he believes he is losing the opportunity to better himself and feels guilty because of extent of his gambling over these years. He mentions that deposit limits would be helpful for him to control his gambling urges, but only if these limits remain consistent and cannot be changed in order to prevent his impulsive attempts to recover losses.

"It would be advantageous if I didn't gamble at all, definitely because I do get sick of waking up the following morning thinking, 'Oh, I've got £50 gone, or worse' … it's almost like I'm taking away an opportunity to better myself."

4 Affected others

Gambling can have a profoundly negative impact not just on those who gamble, but also on those close to them. In this report 'Affected others' refers to people who know someone experiencing issues with their gambling (either currently, or in their past) such as family members, friends, and work colleagues, and who feel they have experienced negative effects (ranging from financial to emotional) from this person's (or people's) gambling behaviour.

4.1 Number of self-reported affected others

Overall, 7.0% of the adult population surveyed were classified as an affected other (comparable to the same proportion in 2022), standing at an estimated 3.6 million GB adults. There was an inter-relationship between an individual's own gambling and experiencing issues related to others' gambling, with those classified as experiencing 'problem gambling' (PGSI 8+) being more likely than those with lower PGSI scores to also be self-reported affected others. One quarter (24%) of those experiencing 'problem gambling' (PGSI 8+) were identified as an affected other, compared to 14% of those experiencing moderate levels of gambling problems (PGSI 3-7), and 8% of those experiencing low levels of gambling problems (PGSI 1-2). Although this aligned with trends seen in previous years, the proportion of affected others who were also classified as experiencing 'problem gambling' (PGSI 8+) increased compared to 2022 (17%).

Figure 5. Proportion who are an affected other, by PGSI category
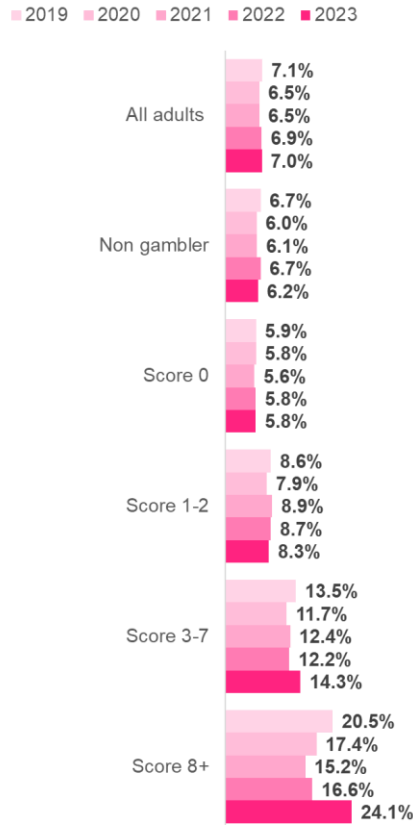
Legend: ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

Category	2019	2020	2021	2022	2023
All adults	7.1%	6.5%	6.5%	6.9%	7.0%
Non gambler	6.7%	6.0%	6.1%	6.7%	6.2%
Score 0	5.9%	5.8%	5.6%	5.8%	5.8%
Score 1-2	8.6%	7.9%	8.9%	8.7%	8.3%
Score 3-7	13.5%	11.7%	12.4%	12.2%	14.3%
Score 8+	20.5%	17.4%	15.2%	16.6%	24.1%

Base: all GB adults in 2019 (Phase 1, n=12,161), 2020 (n=18,879), 2021 (n=18,038), 2022 (n=18,305) and 2023 (n=18,178)

At an overall level, affected others were more likely to be women than men (8% vs. 6%), a trend that was evident in previous years. This is likely due to the male dominated 'problem gambling' (PGSI 8+) population, and a higher proportion of heterosexual relationships resulting in more female partners and spouses being affected. Likewise, younger people were more likely to be affected others (8% of 18-34s, compared to 6% of those aged 55+), in line with more young people being classified as PGSI 8+. Unlike in previous years, affected others were equally likely to be from a White (7%) or ethnic minority background (8%); this was due to a small, and not statistically significant, decrease year on year in the proportion of affected others from an ethnic minority background. In 2023, those classified as C2DE were also more likely to be an affected other (8%) compared to ABC1s (6%). Correspondingly, when looking at the IMD, those in the bottom 30% were more likely to be classified as an affected other (8%), compared to the top 30% (6%).

4.2 Constructing a wider group of affected others

The proportion of affected others can be identified through a number of different ways. In addition to asking people whether they have been negatively affected, we can also analyse outward perceptions of impact. This year, questions were included to investigate how many other people, both affected others and those who gamble, were affected by the gambling of someone else or their own gambling.

Estimations among those who gamble

Among those who had gambled in the last 12 months, four in five (82%) thought that their gambling had no impact on other people. Three percent thought it had a negative impact and five percent thought it had a positive impact. Those experiencing 'problem gambling' (PGSI 8+) reported higher rates of impact on others compared to those with lower PGSI scores (1-7), in which three in ten of those classified as PGSI 8+ (33%) reported a negative impact, and a comparable proportion (31%) reported a positive one. Comparatively fewer of those experiencing moderate gambling problems (PGSI 3-7) identified having a positive (13%) or negative impact (12%) on others, while less than one in ten (8%) of those experiencing low level gambling problems (PGSI 1-2) stated their gambling had a positive effect, and 2% stated it had a negative effect.

Generally, the perception of impact remained consistent year on year, with the exception of those experiencing 'problem gambling' (PGSI 8+), where more in 2023 thought there was a positive impact compared to 2022 (31% compared to 24%). This however was not due to a decline in the proportion thinking there was a negative impact, but instead a smaller number thinking there was no impact at all (from 31% in 2022 to 25% 2023).

All those who identified their gambling as having a negative impact on others were then asked to estimate the number of people they had impacted (Table 26). This audience were most likely to identify that their gambling activity had impacted between 1 and 3 people (32%). Those experiencing a low and moderate level of problems[31] with gambling (PGSI 1-7) were most likely to state they had impacted between 1 and 3 people (41%), higher than those experiencing 'problem gambling' (PGSI 8+) (33%). A minority of all those who stated that their gambling had a negative effect on someone reported that they had negatively impacted between 4 and 6 people (6%), and 1% reported they have negatively impacted 10 or more. However, there was a large amount of uncertainty regarding the number that had been impacted, with six in ten (61%) reporting they did not know.

Table 26. Estimated number of affected others among those who gamble who think they negatively impacted someone

	All (378)	PGSI 0 (85)	PGSI 1-7 (104)	PGSI 8+ (189)	PGSI 1+ (293)
1-3	32%	21%	41%	33%	36%
4-6	6%	3%	4%	8%	7%
7-9	0%	0%	0%	0%	0%
10+	1%	0%	0%	1%	1%
Don't know	61%	76%	55%	57%	56%
Mean	*2.41*	*1.72*	*1.94*	*2.88*	*2.52*

Base: All who gamble who think their gambling negatively impacts someone else

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[31] Due to low sample size, low and moderate levels of gambling problems have been netted together for this analysis

Estimations among affected others

Conversely, affected others reported much lower rates of uncertainty compared to those who gamble, with one in three (33%) who reported that they did not know. This is possibly due to their own experience of being affected and could also be explained by the qualitative findings from focus groups, as affected others often felt that the person who gambled did not realise the impacts their gambling was having on those around them.

When estimating the impact, most commonly, affected others stated that between one and three other people were affected by this person's gambling (29%), followed by 22% who estimated between four and six people were affected. Affected others were also much more likely than those who gamble to identify higher levels of negative impact, with one in ten (11%) who reported that ten or more people were affected.

Table 27. Estimated number of affected others among affected others

Estimated number of others negatively impacted by individual's gambling	Affected others (1,291)
1-3	29%
4-6	22%
7-9	5%
10+	11%
Don't know	33%
Mean	*5.07*

Base: All affected others

On average, affected others estimated that a mean of 5.07 other people were negatively affected by this person's gambling. With the inclusion of the affected other answering this aligns with findings from Goodwin et al (2017) that those experiencing 'problem gambling' affect six others[32].

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[32] Belinda C. Goodwin, Matthew Browne, Matthew Rockloff & Judy Rose (2017)
A typical problem gambler affects six others, International Gambling Studies, 17:2, 276-289, DOI:
10.1080/14459795.2017.1331252

Overall, this was a higher estimate than those who gamble, who estimated that 2.41 people were affected. Those who gamble at higher levels of problems were only slightly more likely to attribute more affected others, with those experiencing 'problem gambling' (PGSI 8+) estimating 2.88 people, while those experiencing any level of gambling problems (PGSI 1+) estimated 2.52.

4.3 Different options for quantifying aggregate prevalence of harm

In addition to the different ways of estimating the number of affected others, there are also a number of different ways in which gambling harms can be calculated. There are various gambling measurements, such as DSM-IV (a five-point scale)[33], the Problem and Pathological Gambling Measure (PPGM)[34], Confirmatory Factor Analysis[35] and a qualitative approach to measuring PGSI used by health professionals.[36] The PGSI scale is the most commonly used and was specifically developed for use among the general population and, thus, it has been adopted for this research.

Even when using the PGSI scale to categorise people who gamble there are numerous ways of classifying harm. The Gambling Commission categorise 'low risk' as 1-2; however, there is some debate as to whether a score of 1-2 necessarily denotes harm or risk, so definitions of harmful and/or risky gambling can include:

- PGSI score of 1+
- PGSI score of 8+

Additionally, as outlined above, people can experience gambling harms through relationships with others. This means more people are affected by gambling harms than those with a score of 1 or more on the PGSI scale.

Given the various definitions of gambling harms, including both those who gamble and affected others, there are a range of estimates as to how many experience gambling harms overall. These are set out in Table 28. Depending on the definition used, the total

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[33] 'Problem gambling screens' (Gambling Commission, 2021): available here.

[34] Reliability and Validity of Three Instruments (DSM-IV, CPGI, and PPGM) in the Assessment of Problem Gambling in South Korea (Back et al., 2015): available here.

[35] Separating problem gambling behaviours and negative consequences: Examining the factor structure of the PGSI (Tseng et al., 2023): available here.

[36] Gambling and public health: we need policy action to prevent harm (Wardle et al. 2019): available here.

number of people affected, either due to their own gambling or as a self-reported 'affected other', could range from 4.5 million to 9.8 million GB adults.

Table 28. Estimating gambling harms using PGSI score and self-reported affected other status

	% in survey	Confidence interval	Min. %	Max. %	Rounded estimate	Rounded minimum	Rounded maximum
PGSI 1+ or affected other	18.3%	0.56%	17.74%	18.86%	9,465,000	9,175,000	9,754,000
PGSI 8+ or affected other	9.2%	0.42%	8.78%	9.62%	4,758,000	4,541,000	4,975,000

Base: All who experience any level of gambling problems (PSGI 1+) or affected other

Impacts on household members

As demonstrated above, harmful gambling can have a range of impacts on people connected with the person who gambles – both within and outside the household – meaning that one person gambling could result in multiple 'affected others'. In an attempt to capture a potentially wider group of affected others, and under the assumption that if someone in a household gambles, it is likely that others within the same household will be affected by this; in this section we have analysed the number of adults and children in the household of respondents who experience any level of gambling problems (PGSI 1+), and within this, those classified as moderate-risk (PGSI score of 3-7) and 'Problem Gamblers' (PGSI 8+).

It should be noted that this analysis could only capture those within the same household as the survey respondents who gamble, which will largely comprise of spouses/co-habiting partners and children. Non-resident affected others – which could include partners, close family members, friends, and work colleagues – are therefore excluded. However, it is also the case that not everyone within the household will automatically be affected by a person's gambling, so there is a risk of a potential over-estimate. Therefore, as a result of both of these limitations, it was only possible to produce a rough estimate of those who may be affected.

There was a clear relationship between disordered gambling and having children in the household, with just under six in ten (58%) of those experiencing 'problem gambling' (PGSI 8+) having children in their household, compared with 39% of those who experience any level of gambling problems (PGSI 1+). It is not possible to determine if this was a causal relationship, or simply correlation.

On average, those who experience any level of gambling problems (PGSI 1+) had just under two (1.9) other people living in their household, including both adults and children. This equated to an estimated 16,209,000 people in Great Britain who may be affected by another person's gambling. Among those who experience 'problem gambling' (PGSI 8+) (who, as noted above, were more likely to have children in their household) this average rose to 2.4 other people, which equates to an estimated 4,532,000 people affected in the GB population.

Among those with experiencing any level of gambling problems (PGSI 1+), the average number of children in the household was just under one (0.7), while among the PGSI 8+ subgroup this rose to 1.1.

Table 29. People in total, and children, in the household, by PGSI category

	PGSI 1-2 (1,229)	PGSI 3-7 (654)	PGSI 8+ (593)	PGSI 1+ (2,476)
Proportion with any children (under 18) in household	30.8%	38.0%	58.1%	38.5%
Average number of other people (adults and children) in household	1.7	1.9	2.4	1.9
Estimated number of people affected by someone else's gambling in the GB population	7,417,000	4,331,000	4,532,000	16,209,000
Estimated percentage of people affected by someone else's gambling in the GB population	11.4%	6.7%	7.0%	24.9%
Average number of children (under 18) in household	0.5	0.7	1.1	0.7

Estimated number of children (under 18) affected by someone else's gambling in the GB population	1,733,000	1,267,000	1,650,000	4,743,000
Estimated percentage of children (under 18) affected by someone else's gambling in the GB population	12.9%	9.5%	12.3%	35.4%

Base: All who experience any level of gambling problems (PSGI 1+)

4.4 Type of affected other

Following the pattern seen in previous Treatment and Support reports, affected others were most likely to be negatively affected by a gambling problem from at least one person in their immediate family[37] (55%). This was most commonly experienced through a spouse or partner (22%) or parent (21%). One in five (20%) were affected by a friend or flatmate. This was consistent year on year.

In line with previous years, affected others who are women were more likely than affected others who are men to be impacted by a gambling problem from someone in their immediate family (65% vs. 42%), with three in ten (32%) women stating they had been negatively affected by a spouse or partner, compared with one in ten (9%) men. By contrast, men remained more likely than women to have been negatively affected by a gambling problem of a friend or flatmate (32% vs. 12%) or work contact (11% vs. 3%).

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[37] Immediate family is defined here as: spouse or partner, mother, father, brother, sister, son or daughter

Figure 6. Whose gambling affected others have been affected by

Category	Percentage
Spouse or partner	22%
Mother or father	21%
Friend	19%
Other family member	13%
Brother or sister	11%
Son or daughter	7%
Other work colleague	4%
Grandparent	2%
Employee/someone that I manage	1%
My boss/line manager	1%
Housemate/flatmate	1%
Grandchild	0%
Other	5%
Prefer not to say	8%
Net: Immediate family	55%
Net: Friend or flatmate	20%
Net: Other family	15%
Net: Work contact	6%
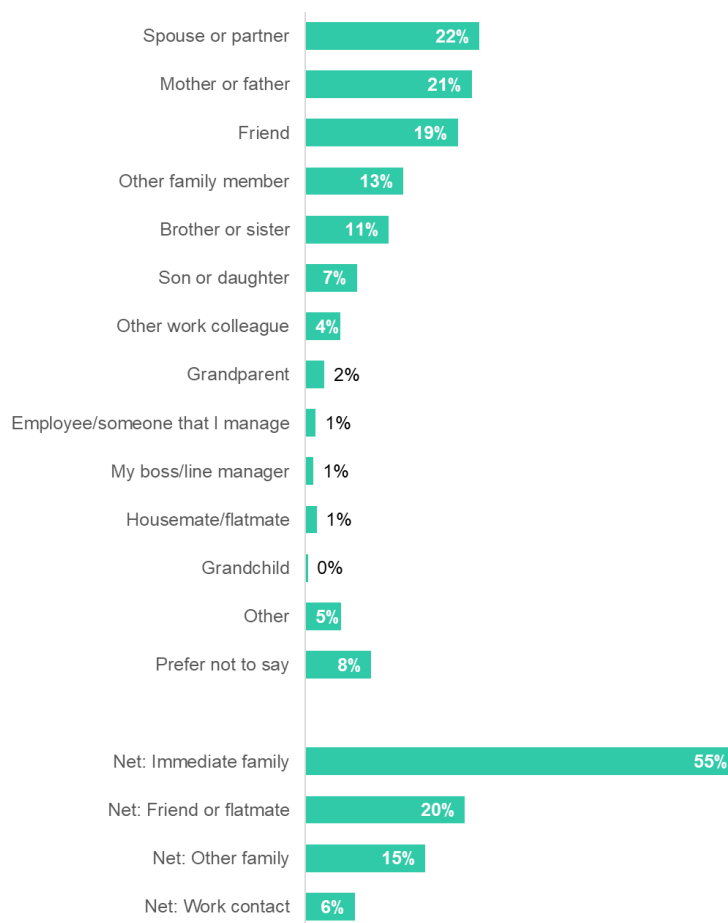
Base: All affected others (n=1,291) in 2023

The effects of gambling on affected others were long lasting. Two in three (68%) affected others reported that they had been affected by this person's gambling for over a year, with responses generally split across time periods. Most commonly affected others stated that they had been affected for one and two years (21%), however one in ten (9%) reported that they had been affected for over 20 years.

![YouGov]

Figure 7. Length of time affected for
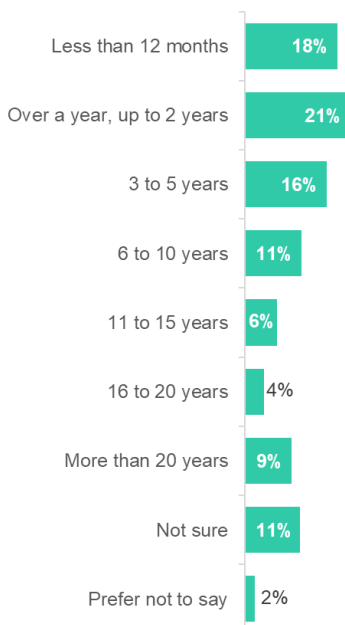
The qualitative focus groups illustrated that the impacts of gambling on affected others were long-lasting, in most cases continuing over a year. This was mainly due to the person's ongoing difficulties with gambling, as well as long-term impacts on finances and relationships. Often, several people were affected, including close friends and the wider family.

However, the effects were not always immediate. Many mentioned that the person was initially gambling less, or was gambling in secret, and it often did not start affecting them until either their gambling problem became obvious, or if they disclosed it themselves. In some cases, the impacts were discontinued or managed by ending a relationship with the person who was gambling, or reducing how much they interact with them. In some cases, when the person reduced or stopped their gambling, it affected their relationship positively.

"Our friendship hasn't been the same for over a decade." (Male, 37, affected by a friend)

"The impacts are still ongoing, we still have a strained relationship based on lies, she still lies to this day." (Female, 25, affected by mother-in-law)

"I had to move out and end the relationship, I left with just the clothes on my back and some important documents of mine. It was the only way he was going to learn." (Female, 35, affected by a spouse/partner and a sibling)

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![YouGov]

"Some [impacts] are still ongoing to varying degrees. He continues to repay the loan I secured so there is the financial aspect, and I think although we are close, the relationship is still only re-building after the lost trust." (Female, 47, affected by a sibling)

Types of impacts

The majority of affected others felt that the gambling problem of someone else had a negative impact on their relationship (77%). This included an inability to trust the person who gambled (51%), family violence or conflict (37%), a breakdown in communication with them (31%), increased arguments over their gambling (29%), less quality time with them (27%), and taking over decision-making in the home (9%). Possibly tied to the negative impact gambling could have upon relationships was how gambling could also result in negative emotions among affected others, with seven in ten (72%) who reported they had felt feelings of anger, anxiety, depression, sadness, or distress and upset due to the person's gambling. As well as emotional impacts, half (52%) of affected others reported experiencing financial impacts, including reduced income for household running costs (33%), a lack of money for family projects (32%), financial hardship (31%) and taking over financial responsibility in the home (14%).

Figure 8. Types of impacts

Impact	Percentage
An inability to trust them	51%
Feelings of depression or sadness	46%
Feelings of anger towards them	41%
Family violence or conflict	37%
Feelings of anxiety	34%
Reduced income for household running costs	33%
A lack of money for family projects	32%
Financial hardship	31%
A breakdown in communication with them	31%
Increased arguments over their gambling	29%
Less quality time with them	27%
Distress or upset due to their continued gambling-related absences	26%
Helplessness	23%
Taking over financial responsibility in the home	14%
Taking over decision making in the home	9%
None of these	5%
Prefer not to answer	3%
Net: A relationship affected by gambling	77%
Net: Feelings of depression, anxiety, anger	72%
Net: Financial impacts	52%

Base: All affected others (n=1,291) in 2023

The wide-ranging impacts were expanded on in the qualitative focus groups. Initially, after finding out about the person's gambling, affected others experienced a range of feelings, most frequently anger, frustration, resentment, disbelief, and loss of trust. Many reported that they did not expect the person to develop a gambling problem, which was often because they associated gambling addiction with certain types of people. Others mentioned feeling helpless, due to not being able to stop the person from gambling. Sympathy was a less commonly expressed feeling, mostly mentioned by those who learned more about addiction and witnessed the impacts on the person who gambled.

"I ended up resenting them, I knew it was an addiction, but you get to a point where you think, why can't they put me first." (Female, 50, affected by a spouse/partner)

"I have always known - at least since adulthood. It is frustrating. I get angry with him for his stupid choices." (Female, 55, affected by a sibling and another family member)

"I don't blame them, it took me ages to realise it's [an] illness, they can't help it. In my experience, the person who affected me had just come back from the army. It was the only way they could cope." (Female, 20, affected by a father)

"I felt very hurt and lost, very lonely too as I had no one to talk to about it. At the time I was angry and frustrated with him." (Female, 35, affected by a spouse/partner and a sibling)

"I felt sad and sympathy because it was my big brother... I do not think he borrowed from others… just making himself skint time and time again." (Female, 23, affected by a sibling)

It was very common to feel that the person's gambling left an impact on affected others' finances, relationships, and mental health. The financial impacts included feeling a strain on their finances, such as not being able to afford essentials or having a debt to pay off, as well as refusing to lend money to the person who was gambling. The relationship with the person who gambled was often affected, and many said they lost trust in the person, had to distance themselves from them, or end the relationship altogether. However, this was often only done after trying for a long time to help end their gambling problem. Impacts on mental health were common, with depression and loneliness mentioned, as well as self-blame, particularly if those affected were unable to help the person who gambled.

"Trust was completely obliterated. It made us have to cut back on our grocery shopping after she could not repay us." (Female, 23, affected by a friend)

"We were living from month to month, we never had money for treats, holidays etc." (Female, 50, affected by a spouse/partner)

"We lost everything. He went to prison and my children were bullied because of what their dad did. I am now a single parent, and we have no money. He is getting help now but the trust has gone." (Female, 46, affected by a spouse/partner)

"My partner was always going out and never had any money then he would repeatedly ask to borrow money so he can spend that too. Once I learned of his addiction, he got angry with me and lashed out causing me physical pain and emotional distress." (Female, 35, affected by a spouse/partner and a sibling)

Perceptions of someone who gambles

In the qualitative focus groups, respondents were also asked about the impacts of gambling on their perception of the person who gambled. There were mixed experiences, and for many, they felt it affected how much they were able to trust the person, as a result of them initially hiding their gambling, lying about the money they spent, or because they did not expect the person to develop a gambling addiction altogether. A few mentioned losing respect for the person or seeing them as 'weak'. This illustrated that people who gamble are still often seen in a negative light.

However, others said it did not affect their perception, mostly because of their awareness about gambling addiction and its impacts. Even if they still experienced painful feelings, such as sadness and anger, this was often mixed with feeling sympathy for the person who gambles. This demonstrates that higher awareness about gambling addiction could impact the perceptions that others hold, and as a result, lead to higher levels of empathy and understanding.

"My perception doesn't change but it makes me feel angry at him for taking my ability to ride to the rescue for granted." (Female, 55, affected by a sibling)

"It made me judge him as a 'weak' person." (Female, 50, affected by a colleague)

"It impacted my perception of my friend only in the sense that I wasn't aware he was able to hide certain things from me." (Male, 26, affected by a friend)

"I still maintain the perception I have about him. He is a kind, decent man, it's rather unfortunate he had found himself in such a web." (Male, 35, affected by a sibling)

Respondents were asked whether they held any perceptions about people who gamble prior to being affected by another's gambling behaviour. Many said they lacked awareness about gambling addiction and therefore did not hold specific perceptions, mentioning that it is often a lesser-known addiction. Others associated it with people who are less educated, weak and lack willpower, or those in a financial difficulty. For most, previous perceptions did not affect their views of the person who gambled, and a few mentioned that having a personal experience made them realise that it is a problem which can impact everyone.

"Beforehand I didn't see gambling as a problem because I didn't know the full extent of the effects until I lived it." (Female, 25, affected by a mother-in-law)

"I had always associated gambling with homeless people, but my cousin wasn't which made me realise that anyone could be affected." (Male, 46, affected by a family member)

"I didn't think she would be sucked into that kind of thing, so definitely made me question what I actually knew about her." (Female, 28, affected by housemate)

"I wasn't aware of knowing anyone who had been a problem gambler, so I don't think I viewed gamblers particularly negatively at all. It is only in more recent years… that I have really begun to appreciate the reality of it." (Male, 43, affected by a friend)

Affected others were asked about the attitudes the person had towards their own gambling. Many felt that the person they know who gambles was often unable to see that they had a problem with gambling or downplayed the extent of it. Others noted that the person felt shame about their gambling, or wanted to stop but was unable to.

"I think he loved the thrill, and the bragging that he won, but he kept the feelings of being ashamed quiet." (Female, 23, affected by a sibling)

"She didn't see the gambling as a problem and that made me angry as she would rather not have food in the cupboards and go without so she can gamble." (Female, 25, affected by a mother-in-law)

"She knew what she was doing was out of control and wanted to stop but she could not." (Female, 43, affected by a sibling)

4.5 Children and young people as affected others

As shown above, it is highly likely that there are large proportions of children are affected by household members' gambling. To understand more about this, this year, new questions were included in the survey to investigate the age at which someone was first negatively affected by gambling. One in five (19%) current affected others reported that they were first negatively affected by someone's gambling behaviour when they were under the age of 18.

There is no difference when looking at age of exposure of an affected other and their likelihood to gamble at higher levels of problems. Eight percent of those who have been negatively affected prior to the age of 18 were classified as experiencing 'problem gambling' (PGSI 8+), a comparable proportion to those who were affected at age 18 or after (7%), but significantly higher than those who reported not being negatively affected at all (2%).

Figure 9. Age first negatively affected
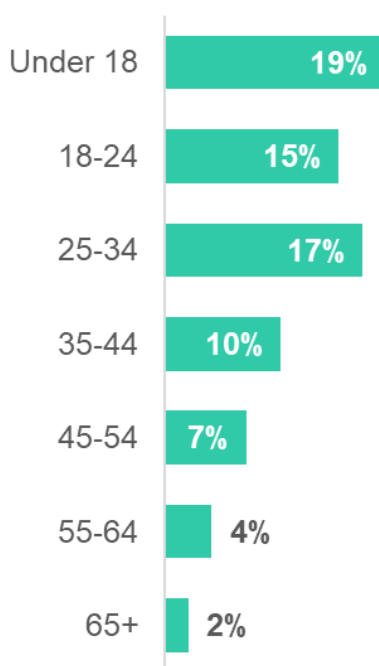
Of those who stated that they were negatively affected before the age of 18, the vast majority (74%) reported that they were negatively affected by a parent's gambling. In order to investigate the impact, this group was asked what emotions they remembered feeling about their parent's gambling. Most commonly, affected others identified negative emotions, with close to six in ten (59%) who stated they were upset, and half (52%) stated that they were angry. While four in ten (40%) reported that they were concerned about their parent's gambling, other sympathetic emotions were much less commonly identified, 7% stated they were accepting, 5% stated they were sympathetic and 3% said they were understanding.

![YouGov]

Figure 10. Emotion towards parent's gambling
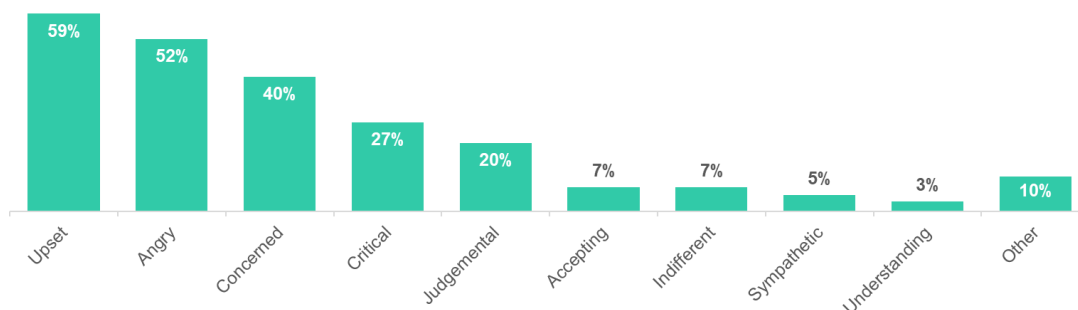
Base: All affected by parent/guardian while aged under 18 (n=183) in 2023

4.6 Affected others' usage of treatment and support

The following section will focus on the usage of advice, support and treatment for themselves in the previous 12 months by affected others who know someone who has had a problem with gambling, and who have been negatively affected by it.

In 2023, around one in three (35%) affected others said they had sought advice or support for themselves in some form, whether from a treatment service, such as mental health services or a GP, or from less formal sources, such as friends or family members or visiting a website (Table 30). While this represented a statistically significant rise compared to previous years of tracking, it still means the majority (65%) of affected others who have been impacted by someone who gambles did not seek advice or support for themselves.

Table 30. Usage of advice, support and treatment in the previous 12 months among affected others

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

Base: All affected others

The increase in usage was driven by affected others who are men, where usage of any advice or support saw an increase of 12 percentage points compared to 2022 (from 31% to 43%). For this group, use of professional treatment services increased from 22% in 2022 to 33% in 2023, while usage of less formal advice and support increased from 16% to 26%.

The increase in overall use of advice and support mainly resulted from incremental increases across all sources, with only a few that saw statistically significant increases. The proportion who reported they sought advice or support from a social worker, youth worker or support worker increased compared to 2022, from 1% to 6%. Those accessing help from their GP or other primary health provider continued the increasing trend first seen last year, with 11% in 2023 stating they used this, compared to 9% in 2022 and 5% in 2021.

Affected others who also experience any level of problems with gambling (PGSI 1+) were more likely than affected others overall to have sought some form of advice and support (including both treatment services and support sources). This rises to 58% (vs. 35% of affected others overall).

In the qualitative focus groups, respondents discussed not having sought support for themselves. This was usually either because they felt the person's gambling problem did not have a serious enough impact on them, or because they felt they just learnt to deal with it. Only a few who had experienced serious impacts sought help, mostly for their mental health.

"I grew up with it, so you just learnt to deal with it." (Female, 20, affected by a parent)

"I never sought advice for [it] as over time I come to terms with why she wanted to do it and still does, it may have affected me but not enough that I felt I needed to get help for me." (Female, 25, affected by a mother-in-law)

"I went to the [doctor] as it had such an impact on me and I couldn't eat, sleep." (Female, 46, affected by a spouse/partner)

Prompts for seeking advice or support

In 2023, concern for safety and wellbeing (for either the person with a gambling problem or for other family members) (51%) and a relationship being affected by gambling (45%) were the most common prompts mentioned by affected others for seeking advice or support. These were followed by mental health problems (including feeling anxious or concerned) (40%) and needing help or not knowing how to deal with the situation (36%). One in three (32%) say they were impacted by a severe negative impact (e.g. risk of losing job, home, or criminal proceedings).

Figure 11. Affected others' prompt to seek advice or support
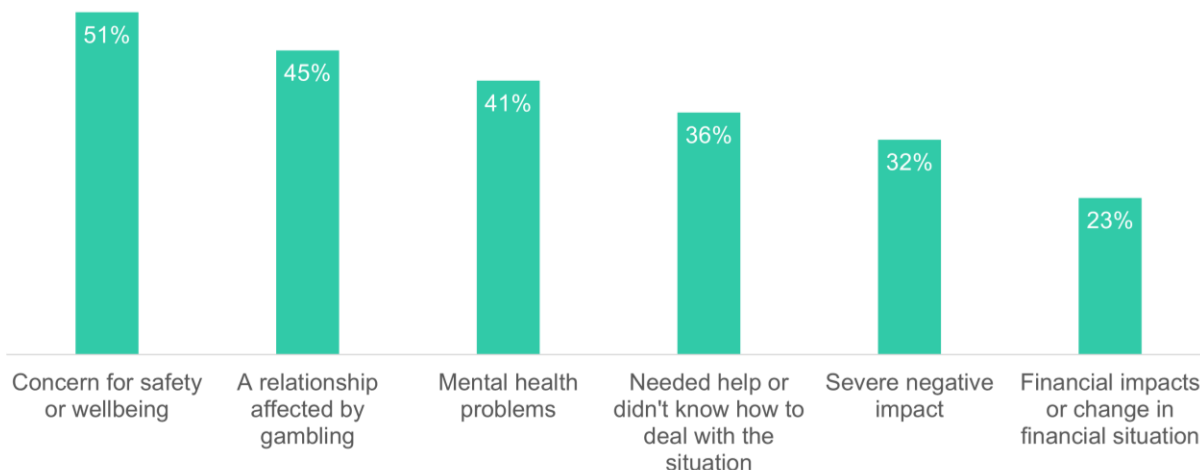
Base: All affected others (last 12 months) who sought advice or support (n=109).

4.7 Affected others' demand for treatment and support

The following section will focus on the demand for advice, support and treatment from affected others who know someone who had a problem with gambling in the previous 12 months and who have been negatively affected by it.

In 2023, over one in three (35%) affected others said that they want some form of advice or support for themselves, whether from a treatment service, such as mental health services or a GP, or from less formal sources such as friends or family members or visiting a website (see Table 31).

Table 31. Current demand for advice, support and treatment among affected others

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

Base: All affected others

Demand for any advice or support saw a marginal, but not statistically significant, increase compared to 2022. This was driven by an increase of nine percentage points when looking specifically for demand for less formal advice and support, from 17% in 2022 to 26% in 2023. This increase was largely a result of a variety of marginal upward shifts across the different support options, the only informal advice/support option that saw a statistically significant increase between 2022 and 2023 was support from their spouse/partner (4% vs. 8% respectively). Notably, affected others in London were more likely to want advice, support and/or treatment compared to last year, potentially an outcome of the increased prevalence of people experiencing problems within London.

Respondents in the qualitative focus groups reported that they would like to see more information available on gambling addiction, how to spot the signs of it, and ways to support people experiencing problems with gambling. This was especially because many felt they were unsuccessful in their attempts to stop the person from gambling or wished they had done more to help them.

"There is lots of gambling promotion, but none ever reference support for family."
(Female, 47, affected by a sibling)

"There really isn't that much advice for those affected by someone's gambling. More information needs to be made [available]." (Female, 35, affected by a spouse and sibling)

"Information on how to actually help, even knowing what to say to them is difficult!"
(Female, 28, affected by a housemate)

The types of support that they would like to see being available included online forums, a telephone helpline, as well as an online chat function, where they could reach out to somebody quickly and discuss the issue they were facing. For most anonymity was an essential aspect of support which reinforces the desire for online or telephone support.

Some mentioned wanting to see pre-recorded videos that include advice and success stories about people who managed to beat their addiction. In particular, practical tips around ways in which it was done would be valuable for many. It was felt that hearing a story alone might not always be sufficient, and there was a need for hearing lived experiences that could be applicable to their own situation.

"I also think the stories should show 'what' people did to recover not just tell a story. The practical application of 'how' is what will be the most helpful." (Female, 47, affected by a sibling)

"How you can try and understand from their point of view. How you can support them as well as yourself. Practical things you can do to help." (Female, 46, affected by a spouse/partner)

"Communication skills so that conversations can take place without the individual feeling attacked." (Female, 23, affected by a friend)

Affected others: barriers to seeking advice and support

The most commonly cited barrier for those who said they did not want to seek advice and support was thinking that the advice or support would not be relevant to them (31%), consistent with previous waves. In 2023, declining proportions reported that they did not think the advice or support would be helpful (23%) compared to 2022 (33%). This was also the case for the proportion who stated that the person who gambles does not consider their gambling a problem (from 33% to 21%). Contrastingly, thinking that the support would

not be suitable for people like them was identified by more affected others in 2023 (10%), compared to 2022 (1%).

Figure 12. Barriers to seeking treatment/support/advice among affected others

Barrier	Percentage
I don't think advice or support is relevant to me	31%
I don't think advice or support would be helpful/effective	23%
They don't think/accept that they have a problem	21%
I would feel like I was betraying them or 'going behind their back'	10%
I don't think the support available would be suitable for people like me	10%
I would be embarrassed or ashamed to ask for advice or support	9%
I don't want anyone to find out (socially or professionally)	7%
Accessing advice or support seems too daunting/overwhelming	7%
I don't know enough about what advice or support would involve	6%
I think accessing advice or support would cost money	5%
I am already receiving advice or support	4%
I don't think advice or support would be available in my area	4%
I've received advice or support before and it didn't help	4%
I think accessing advice or support would take too much time	3%
Getting advice/support might have negative consequences for them	2%
Accessing advice or support wouldn't fit into my schedule	1%
Other	12%

Base: All affected others who would not want treatment/advice/support (n=193) in 2023

While in the qualitative focus groups, affected others felt that the biggest barrier to seeking support for themselves were feelings of shame, thinking that they can deal with it themselves, or not feeling that they have been sufficiently impacted by the person's gambling, such as if their mental health or finances were not significantly impacted in the long term. Others noted that due to the focus being on the person who gambles, it may be difficult to think that they might need the support themselves. A few said that even if they did want to seek support, they would not know where to go for it, as it is not sufficiently talked about or advertised.

"Shame and embarrassment, as it is not you with the problem, so I stupidly thought I should be able to deal with it." (Female, 43, affected by a sibling)

"I think people are so focused on helping the person with the addiction that they don't realise the impact it's having on themselves." (Female, 28, affected by a housemate)

Most said they would be apprehensive about seeking help on the person's behalf, as they feared it would undermine trust or invade their privacy. Others mentioned issues around consent and using their personal details without their permission, as well as feeling that they were not close enough to them to be able to seek support on their behalf. Many felt that support would be ineffective, if the person who gambles does not admit that they have an issue or were themselves unwilling to seek out support. For a few who thought the problem had got 'too serious', they were concerned that nothing could help the person who was gambling.

"I felt I did not know him well enough to do that, but I often wish I could have helped more… It definitely feels like you are overstepping boundaries but there is nothing you can do unless they are willing to admit they have a problem." (Female, 50, affected by a colleague)

"Biggest barrier is the person not wanting the help or to change in the first place." (Female, 28, affected by a housemate)

"I was too young to understand, and when I was old enough, I felt like I had no power, it was already controlling him." (Female, 20, affected by a parent)

Case study

The following case study details the experiences of a participant from the focus groups with affected others.

YouGov

Case study: Female, 47, affected by a sibling's gambling

Relationship to the person who gambled and initial reactions

She believes that her brother's gambling was associated with mental health issues. She feels that he was never hiding it, however, it became obvious that he had developed an addiction because he began spending significant amounts of time and money on it, eventually getting into a large debt. She mentioned he was gambling for 3 to 4 years and gambled both online and in bookmakers.

Initially, after finding out about his gambling, she felt angry, especially because their relationship was affected, as he became very distant, did not recognise there was a problem and lied about money. However, after learning about addiction, she was more empathetic and wanted to help him overcome it.

"Initially when I realised it was a real problem, I was annoyed but when I learned more about addiction, I was a bit more understanding and wanted to try to help."

Impacts

Besides the impact her brother's gambling had on their relationship, it impacted her financially as he took out loans with her being the guarantor and borrowed money from her. She mentions it eventually impacted her mental health too, due to the strained relationship, effects on finances and her brother being absent from family events.

Before this, she did not hold any perceptions about people who gamble and associated it with betting and an activity for older men. She was therefore surprised when she learned about her brother's addiction. Whilst initially she thought of him as being foolish, with time, she became more empathetic towards him.

"The money he borrowed, the loans he had me stand guarantor for, the lost time he was meant to spend with us as a family, the depression it led to."

Perceived motivations and barriers of support for the person who gambled

She tried to talk to him initially about his gambling and get him to attend gamblers anonymous meetings, however, it did not help, and he refused to attend them. She feels her brother did not see his gambling as a problem and did not realise the impacts it had on his family and as a result, did not seek support.

Eventually, when he recognised the problem and his mental health was affected, she signed him up for therapy sessions which were helpful, however, it took a long time to see the effects. He also had blocked his accounts, however, it did not always work and he could get back into gambling.

"He didn't see it as addiction for a long time - that was very frustrating because it meant he didn't get help. Basically, he thought his gambling was something he could control."

Personal perceptions and experiences of support

Whilst her mental health was affected at some point, she did not feel it impacted her enough to seek support for herself. However, she mentioned that if her brother was not able to eventually recover from his gambling addiction, she feels she would have reached the point of needing support. She also noted that she had never come across any support for those affected by a person's gambling.

In general, she would like to see more information available with practical tips on how others have overcome their addiction, and how to have a conversation with the person who gambles. She feels a video format would be most helpful. She would also find online support and online chat functions useful.

"Webinars, recordings of previous topics, an overview of what help is out there, what top tips exist that have worked well for some people and how they apply them in real life."

5 People who used to gamble

This year's survey included a new section focused on people who used to gamble but do not anymore in order to assess legacy harms.

5.1 Extent of former gambling

Survey respondents who reported that they had not participated in any gambling activities in the past 12 months were asked whether they had done so *prior* to the last year. Overall, 33.3% of those who reported not having gambled in the past year said that they had done so at some point before that. As a proportion of the total GB population aged 18+, this equates to 13.0% being 'people who used to gamble', or an estimated 6.7 million people.

As is the case with people who gamble currently, the National Lottery was by far the most common form of gambling that people who used to gamble report having participated in, at 67.9%. Scratch cards (38.9%) and tickets for any other lottery (24.5%) rank second and third, again mirroring the pattern seen for those gambling currently. Other activities ranking highly among this group include fruit or slot machines (19.8%), in-person betting on horse or dog races (19.2%), bingo (12.2%) and gambling in a casino (10.2%).

The comparison of the types and modes of gambling among those who *used to* gamble with those who *do so currently* revealed certain differences in reported participation. Rates of online gambling on football and horse or dog races among those who used to gamble (7.0% and 6.9% respectively) were much lower than among those who gamble currently (15.4% and 11.6% respectively), illustrative of the shift towards online gambling in recent years. In contrast, certain types of gambling were relatively more common among those who gambled previously, such as fruit or slot machines (19.8% vs. 5.5% of those who gamble currently) or gambling in a casino (10.2% vs. 2.9%).

![YouGov logo]

Figure 13. Gambling participation among those who used to gamble

Category	Percentage
Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	67.9%
Scratch cards	38.9%
Tickets for any other lottery, including charity lotteries	24.5%
Fruit or slot machines	19.8%
Betting on horse or dog races – in-person	19.2%
Bingo (including online)	12.2%
Gambling in a casino (any type)	10.2%
Betting on football – online	7.0%
Betting on horse or dog races – online	6.9%
Loot boxes	5.6%
Online casino games	4.5%
Betting on other sports – online	3.5%
Betting on football – in person	3.1%
Online poker	2.2%
Betting on other sports – in person	1.7%
Gaming machines in a bookmakers	0.9%
Any other type of gambling	4.1%
Net: Online	28.7%

Base: All who used to gamble (n=2,360) in 2023

The demographic profile of those who used to gamble broadly resembled those who gamble currently, though there were some small differences. Seven in ten (71%) of those who used to gamble were aged 35+, slightly less than the 77% of those who gamble currently, while those who used to gamble also skew towards being female (55% vs. 49% of those who gamble currently). Nine in ten (91%) people who used to gamble were from a White background, while 55% were in social grade ABC1, though these figures mirror closely to the profile of those who gamble currently.

Time since last gambled

A large proportion of those who used to gamble reported that the last time they did gamble was relatively recently. One in three (34%) of this group said they had gambled 1-2 years ago, while 29% said it was 3-5 years ago. The remainder (37%) said that it was 6 or more years since they had last gambled.

Age is the key determinant of when those who used to gamble last gambled. Half (49%) of 18–34-year-olds reported having done so 1-2 years ago, compared to 32% of 35–54-year-olds and 24% of those aged 55+. Correspondingly, 33% of those who used to gamble aged 55+ reported that they last did so more than 10 years ago, compared to just 4% of those aged 18-34. There were few other consistent patterns across demographic groups here, though women (36% vs. 31% of men) and those from an ethnic minority background (42% vs. 33%) were somewhat more likely to report having gambled 1-2 years ago.

Figure 14. Years since those who used to gamble last gambled

Base: All who used to gamble (n=2,360) in 2023

![YouGov]
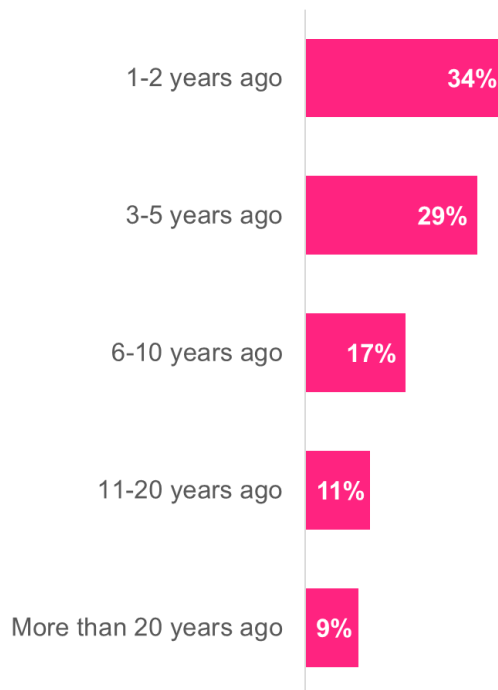
Retrospective gambling harms

The inclusion of questions aimed at those who used to gamble enabled, for the first time in this survey series, a closer measurement of legacy gambling harms via the PGSI scale. Respondents were asked the same set of questions used to calculated PGSI score for those who gamble currently, but instead asked to respond based on their behaviours and feelings when they used to gamble. The results were then used to calculate a 'retrospective PGSI score' for those who used to gamble.[38]

Overall, 15.3% of those who used to gamble had a retrospective PGSI score of 1+, meaning they had at some point experienced any level of problems from gambling. This was statistically significantly lower than the proportion of those who currently gamble with this score in 2023 (21.6%). Among those who used to gamble, 10.1% had a retrospective PGSI score of 1-2, indicating that they had low levels of problems with gambling, while 5.2% had a score of 3+[39], indicating that they at least had some moderate level of problems. The latter figure is around half that reported for those who currently gamble, 10.6% of whom were PGSI 3+, indicating that those who used to gamble may have been less likely to experience harms overall.

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[38] Because the calculation of retrospective PGSI score required respondents to answer about activities that took place at least a year before the survey, there is the potential for some recall bias in results. This is also an experimental approach to sizing the number of individuals who have previously experienced problems whilst gambling, but who no longer gamble. Caution should be taken when analysing results by retrospective PGSI. Further research is required on how to define this group and quantify the scale of it, but the experimental analysis shown here should help to advance the evidence base people who are currently experiencing 'legacy harms' from gambling.

[39] Due to low base sizes of those who are retrospective PGSI 8+, retrospective PGSI is grouped by PGSI 1+ and PGSI 3+.

Figure 15. Retrospective PGSI scores of people who used to gamble

■ 0 ■ 1-2 ■ 3-7 ■ 8+ ■ Net: 1+

85%

10%

3%

2%

15%
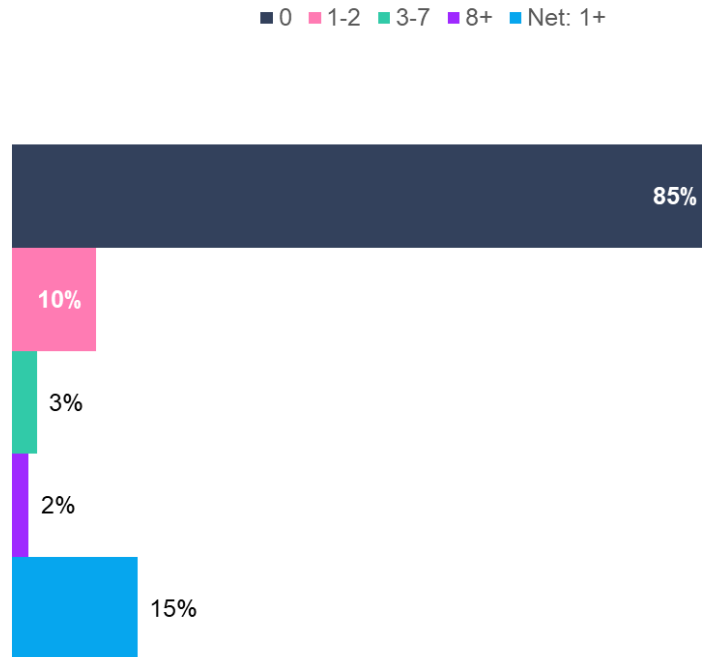
Taken as a proportion of the total population, this means that 13.0% of GB adults aged 18+ are people who used to gamble (an estimated 6.7 million people). Eleven percent have a retrospective PGSI score of 0 (an estimated 5.6 million), 2.0% have a retrospective score of 1+ (estimated 1 million people) and 0.3% have a retrospective score of 8+ (estimated 130,000 people). The chart below illustrates the relative size of each of these groups compared to those who currently gamble, and those who have never gambled.

![YouGov]

Figure 16. GB adult population by gambling participation and PGSI score

Category	Value
Never gambled	26.2%
Currently gamble - PGSI 0	47.7%
Used to gamble - PGSI 0	13.0%
Currently gamble - PGSI 1-2	6.7%
Used to gamble - PGSI 1-2	1.3%
Currently gamble - PGSI 3-7	3.5%
Used to gamble - PGSI 3-7	0.4%
Currently gamble - PGSI 8+	2.9%
Used to gamble - PGSI 8+	0.3%
Currently gamble - PGSI 1+	13.1%
Used to gamble - PGSI 1+	2.0%
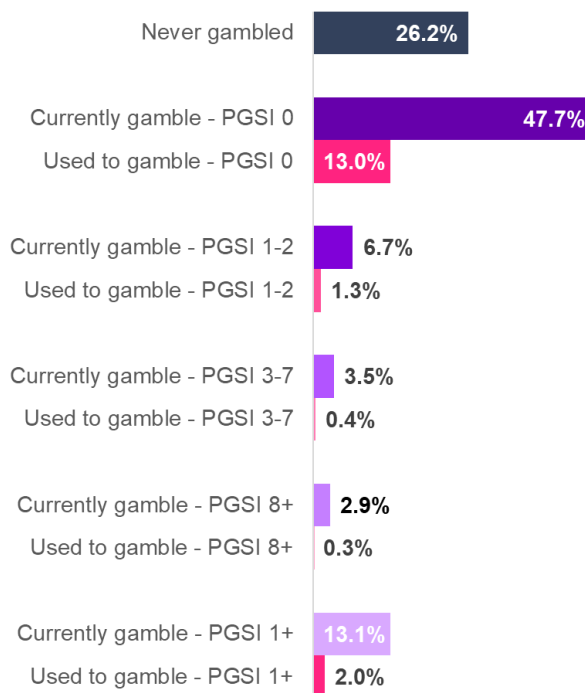
Base: All (n=18,178) in 2023

Analysis of retrospective PGSI score across demographic groups revealed a number of differences in terms of who was more likely to have experienced higher levels of problems during the time when they gambled.[40] In a trend that mirrors that seen for those who currently gamble, women who used to gamble were more likely to have a retrospective PGSI score of 0 (89% vs. 80%), while men were more likely to score 1-2 (13% vs. 8%) or 3+ (8% vs. 3%). Trends by age also mirror those seen for those who currently gamble, with those aged under 35 less likely to receive a retrospective score of 0 (79%) than those aged 35-54 (84%) or 55+ (89%). In turn, those aged under 35 were more likely to be classed as retrospective PGSI 1-2 (14%; 35+: 8%) or 3+ (7%; 35+: 5%).

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[40] Note that analysis in this section groups those with a retrospective PGSI score of 3-7 and 8+ together, due to limitations on base sizes.

The finding that those from ethnic minority backgrounds were more likely to experience harms was also reflected among those who used to gamble[41]; three in ten (31%) of this group who formerly gambled were classed as PGSI 1+ at the time when they gambled, again twice as high as the figure for White respondents (14%). This included 19% receiving a score of 1-2 (White: 9%), and 11% with a score of 3+ (White: 5%).

A social divide in terms of past harms was also evident. 13% of those in the most deprived deciles (1-3) received a retrospective PGSI score of 1-2, compared to 10% in the least deprived (8-10), while the corresponding figures for 3+ were 8% and 4%.

5.2 Legacy harms

Issues experienced prior to the last 12 months

In order to further examine any potential gambling-related harms experienced by those who used to gamble at the time in which they were gambling, respondents were asked which, if any, issues they had faced prior to the last 12 months as a result of gambling [42]. Among all those who used to gamble, reported incidence of harms was quite low; 5% mentioned having experienced any of the issues listed as a result of gambling more than 12 months ago, with financial, emotional or psychological distress and physical health issues ranking highest (all 2%).

As would be expected, reported incidence of harms rises among those who experienced low levels of problems with gambling (retrospective PGSI scores of 1-2), and to a much greater extent among those who experienced at least moderate levels of problems (retrospective PGSI 3+). 7% of those who had a retrospective PGSI score of 1-2 reported experiencing a gambling-related issue more than 12 months ago. This compares to more than half (54%) of those with a retrospective PGSI of 3+. Among those with a retrospective PGSI of 3+, a third mentioned having experienced financial and emotional or psychological distress (34% and 33%), and one in five mentioned physical health or relationship issues (20% and 19%).

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[41] Analysis by ethnicity is grouped to compare White respondents with those from an ethnic minority background due to base sizes.

[42] For the list of issues asked about, see question P2_Q15 within the 2023 Questionnaire (Section 6.2)

Other groups who used to gamble and were more likely to have experienced any issues prior to the last 12 months included men (6% vs. 3% of women), those aged under 55 (6% vs. 2% of 55+) and those in the most deprived IMD deciles (7% vs. 3% of least deprived). These differences held even when analysing those with a retrospective PGSI of 1+ only.

Figure 17. Issues faced prior to the last 12 months as a result of gambling

Legend: PGSI 0, PGSI 1-2, PGSI 3+, All who used to gamble

Issue	PGSI 0	PGSI 1-2	PGSI 3+	All who used to gamble
Financial	0%	2%	34%	2%
Emotional or psychological distress	0%	3%	33%	2%
Physical health	1%	1%	20%	2%
Relationship	0%	1%	19%	1%
Issues at work or school	0%	1%	15%	1%
Social	0%	2%	14%	1%
Criminal activity	0%		4%	0%
Net: Any	1%	6%	54%	5%
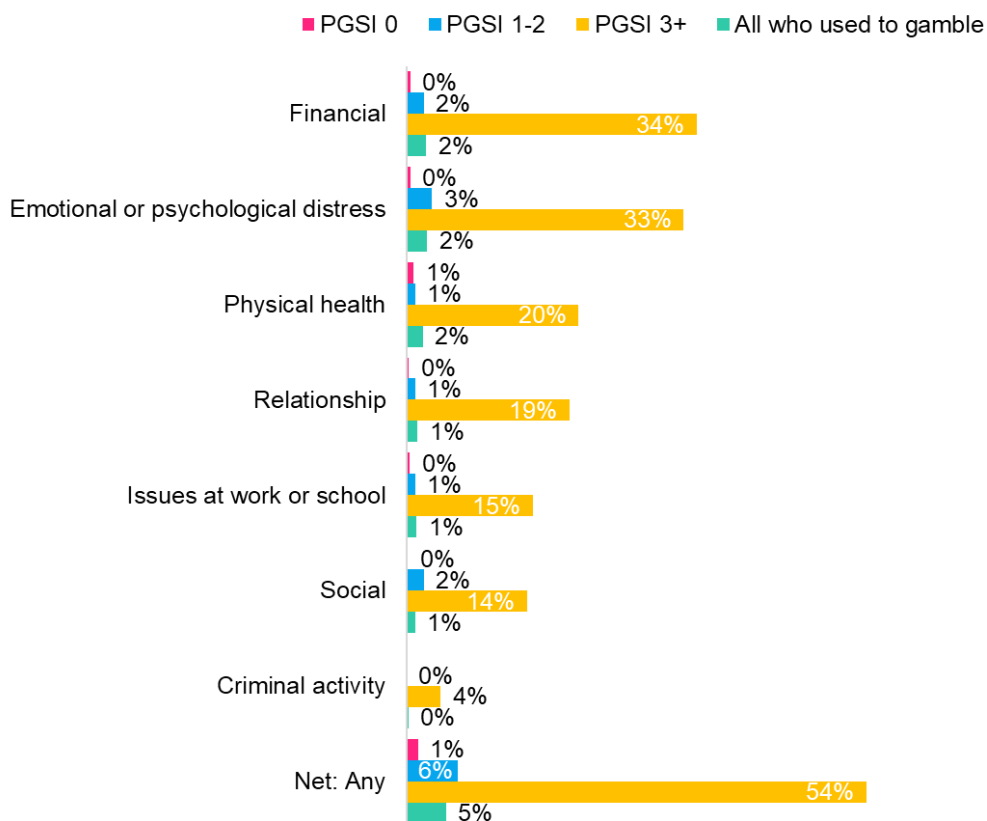
Base: All who used to gamble with a PGSI score of 0 (n=1,990), 1-2 (n=244) and 3+ (n=126).

In the interviews, respondents spoke about the wide-ranging impacts that they experienced due to their gambling, and how these interacted with each other. It was common to have started gambling 'casually' or as a way of winning money, though this would often escalate. Most spoke about losing money from gambling and chasing their losses.

"You know when you lose, you keep wanting to gamble more to get the money back that you've lost. And that is the vicious circle because you never get it back… when you have a win, it's so exhilarating… and then that's what keeps you going. There's always that one possibility you might have a big win and pay back everything you've done, but you never do…" (Female, 52, Retrospective PGSI 19)

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"I felt like I couldn't stop, I'd go in there... And then it would just always be one more go, and then I felt right, I want to go now, but I couldn't go until I'd lost all my money." (Male, 52, Retrospective PGSI 24)

These financial impacts also impacted relationships, with some speaking about taking money from those close to them to fund their gambling.

"This was like done behind my wife's back as well, and she didn't know about it which was bad, but she then started to notice that money was disappearing from the account, from my account. And I was just like making excuses saying 'oh yeah, I had to pay for the boiler just making rubbish up. And she didn't look into it, she just took my word for it." (Male, 51, Retrospective PGSI 5)

"I actually went to my daughter's bank account and I took some money out of there to be able to fund my cigarettes and my gambling" (Female, 52, Retrospective PGSI 19)

For those who borrowed or stole money to gamble, this led to feelings of guilt resulting in emotional distress. Given initially it was common to keep gambling a secret, often due to the stigma associated with it, these feelings of guilt and shame were incredibly common. There was a general view that gambling remains so stigmatised that it can be hard to open up about it, though often it was when people opened up about it that they started to successfully quit or reduce.

"I think it was a lot of shame that I nearly destroyed my marriage, you know, nearly lost my house… A lot of it was shame and I just didn't want to talk about it." (Female, 52, Retrospective PGSI 19)

Issues experienced in last 12 months

In the quantitative survey, those who used to gamble were then presented with the same list of gambling-related issues and asked whether they had experienced any of them in the past 12 months as a result of having gambled previously. This question was designed to measure legacy gambling harms that may have persisted even after the person had stopped gambling. As previously shown, when analysing all those who used to gamble, incidence of gambling-related harms in the last 12 months was very low – only 2% reported having experienced any issues recently.

Higher retrospective PGSI scores were again linked to increased likelihood of having experienced gambling-related issues recently. Just 1% of those with a retrospective PGSI of 0 and 2% with a score of 1-2 reported having experienced issues recently, rising substantially to 29% of those with a score of 3+, a stark finding illustrative of the potential for harms to endure even after a person has stopped gambling, particularly among those who experienced elevated levels of harm.

Figure 18. Issues faced in the last 12 months as a result of gambling
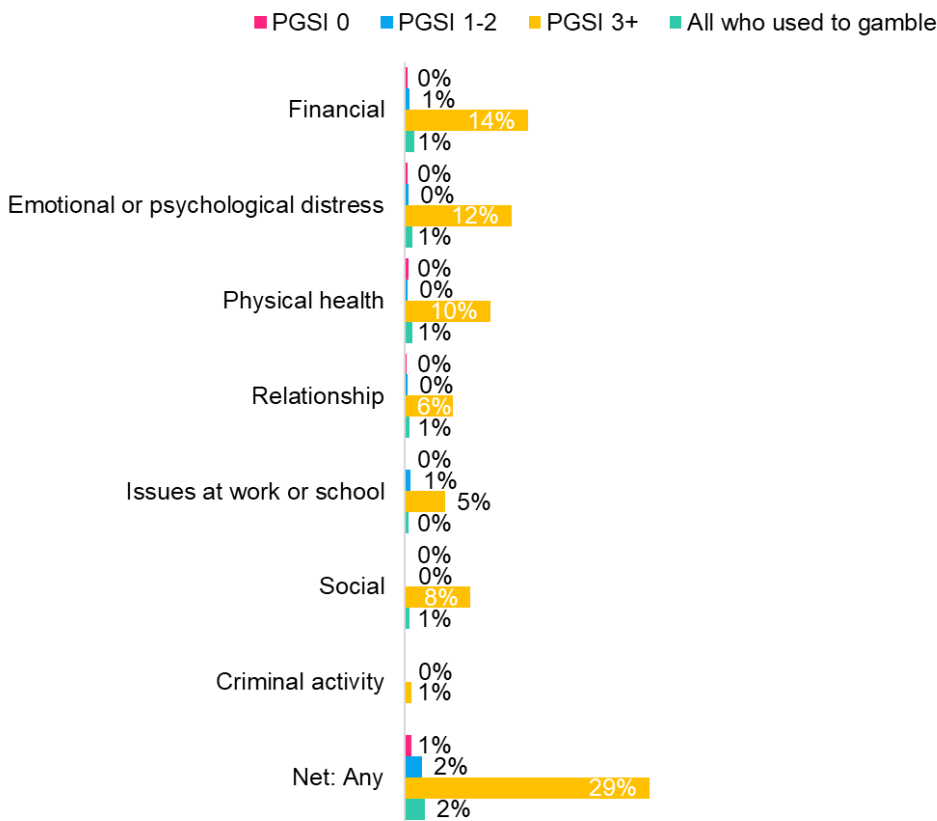
Base: All who used to gamble with a PGSI score of 0 (n=1,990), 1-2 (n=244) and 3+ (n=126)

The key differences by demographic in likelihood to have experienced issues in the last 12 months were by age and IMD, with the largest variances seen when looking at the data only for those with retrospective PGSI scores of 1+. Fourteen percent of under 55s in this group reported having experienced issues related to their gambling recently, compared to 4% of those aged 55+, while an 11-point gap was seen between those who experienced any level of gambling problems (retrospective PGSI 1+) in the three lowest compared to three highest IMD deciles (17% vs. 6%).

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In order to examine legacy harms further, respondents were asked how often they had felt the urge to gamble in the last six months. Among all who used to gamble, 18% reported that they have had the urge to gamble in the last 6 months, though almost all of these said that this only happened 'sometimes' (2%) or 'rarely' (15%). As was seen previously, there is a sharp increase in legacy harms among those with higher retrospective PGSI scores. Specifically, 13% of those with a retrospective PGSI score of 0 reported ever having felt the urge to gamble in the last 6 months, rising to 36% of those with a score of 1-2 and more than half (54%) of those who experienced at least moderate problems (retrospective PGSI 3+) stated this, including 6% who said this happens 'always' or 'most' of the time.

Figure 19. Felt the urge to gamble in the last 6 months

Legend: ■ PGSI 0 ■ PGSI 1-2 ■ PGSI 3+ ■ All who used to gamble

Category	PGSI 0	PGSI 1-2	PGSI 3+	All who used to gamble
Never	87%	64%	46%	83%
Rarely	12%	29%	35%	15%
Sometimes	1%	7%	13%	2%
Most of the time	0%		4%	0%
Always	0%	0%	2%	0%
Net: Ever	13%	36%	54%	18%
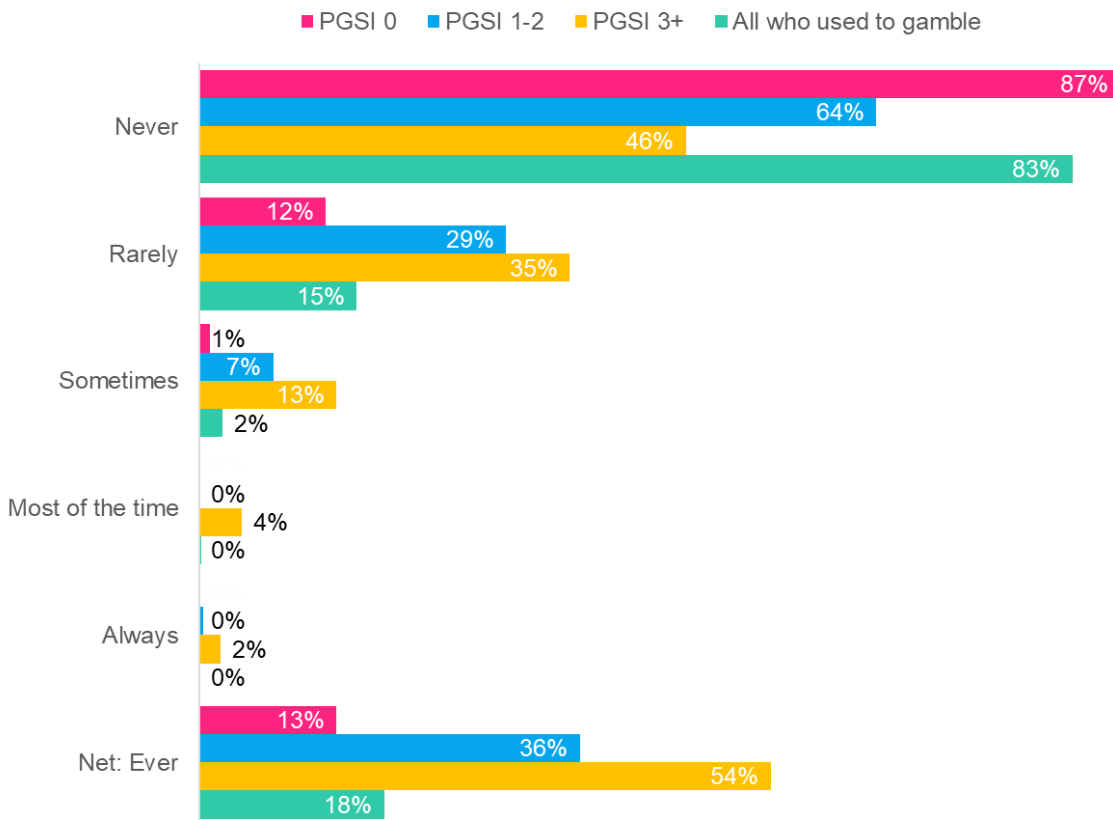
Base: All who used to gamble with a PGSI score of 0 (n=1,990), PGSI 1+ (n=244) and PGSI 3+ (n=126).

The qualitative interviews revealed that once people stopped gambling, the urges to gamble slowly reduced over time. When people experienced urges, this was usually because they came across something associated with gambling, such as a scratch card in a supermarket or an advert on the TV. A recognition of the impact that gambling had on their life acted as a strong deterrent as there was an understanding that gambling could cause harm.

"I just totally ignored it. Totally ignored it. I'm thinking, you're not going to get me again. You've got me once. You're not going to get me again. Yeah, I thought once is enough. I think I just had flashbacks to that time where I was like shouting at the machine, you know, at the computer screen… swearing at it, saying, why won't you let me put more money in? (Male, 51, Retrospective PGSI 5)

"Sometimes I'll see a scratch card and I'll think, oh, should I? But then I kind of just think, no, don't bother because I've done it so many times and I've never won big and you know how this is going to end, you know, the outcome kind of thing." (Female, 29, Retrospective PGSI 3)

There was a strong correlation between length of time since someone last gambled and their likelihood to have experienced the urge to do so recently (Table 32). One in four (25%) of those who last gambled 1-2 years ago stated this, while this figure steadily declined as length of time increased (3-5 years: 18%; 6-10 years: 12%; 11-20 years: 11%; over 20 years: 7%).

This relationship held across all levels of retrospective PGSI. 18% of those with a retrospective score of 0 who last gambled 1-2 years ago reported having the urge to gamble recently, compared to 10% who last gambled longer ago, while the corresponding figures for those scoring 1-2 were 56% and 28%, and for those scoring 3+ were 74% and 39%.

YouGov

Table 32. Felt the urge to gamble in the last 6 months by length of time since last gambled[43]

	PGSI 0	PGSI 1-2	PGSI 3+	All who used to gamble
	(1,990)	(244)	(126)	(2,360)
1-2 years ago	18%	56%	74%	25%
More than 2 years ago	10%	28%	39%	14%

Base: All who used to gamble

2.3 Usage of treatment and support of those who previously gambled

Reported usage of advice, support and treatment among those who used to gamble was quite low overall, with 2% reporting having used some form of advice, support and treatment for help with cutting down on their gambling. This included 2% who have used some form of support, and 1% who have used some form of treatment.

As was the case with those who currently gamble, those with higher retrospective PGSI scores were more likely to have used advice, support and treatment than those with lower scores (Table 33). Only 0.3% of those who had a retrospective score of 0 reported this, while this figure is 2% of those with a score of 1-2. Following a similar pattern to that seen above, incidence was much higher among those with a score of 3+, 26% of those who reported having used some form of treatment/support. Among the latter group, usage of support dominated, with 24% of the total 26% being made up of those who used support in the past; 13% had used treatment.

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[43] Base sizes too small for analysis of those with a retrospective PGSI of 3+ across individual categories

Table 33. Usage of treatment and support by retrospective PGSI score

	PGSI 0	PGSI 1-2	PGSI 3+	All who used to gamble
	(1,990)	(244)	(126)	(2,360)
Any treatment	0.1%	1%	13%	1%
Any support	0.2%	2%	24%	2%
Net: Any treatment/support	0.3%	2%	26%	2%

Base: All who used to gamble

People who used to gamble used a range of different types of advice, support or treatment, particularly among those with a retrospective PGSI score of 3+. No specific form of treatment and support dominated among this group, though the most commonly mentioned sources were medical and professional services (11% had used these at some point), close contacts (10%) and self-help resources (9%).

There were few differences by age, gender, or social grade among those who used to gamble in terms of their likelihood of having used advice, support or treatment, though there was a statistically significant difference seen by ethnic background. Specifically, 6% of those from an ethnic minority background who used to gamble used any advice, treatment or support in the past, compared to just 1% of White respondents. While this may be partially because the former group were more likely to have experienced gambling harms, this difference held even when controlling for retrospective PGSI score; 20% of those from an ethnic minority background who used to gamble with a PGSI score of 1+ had used advice, support or treatment, compared to 8% of White respondents.

Whilst it is common to keep gambling a secret, in the interviews people who used to gamble generally spoke positively about the impact of opening up about their gambling had. As seen in previous research, there is not a 'one size fits all' approach to accessing advice, support and treatment and the ways in which people stopped gambling tended to vary on an individual basis. Common first steps included talking to someone, whether that be a friend or family member, or setting gambling limits or blockers.

"I think it's just talking to anyone really. Because I think as soon as you tell someone, there's someone there to kind of hold you to account." (Male, 37, Retrospective PGSI 6)

"I think [GamStop] was helpful because it has actually blocked accounts, which is good…" (Male, 24, Retrospective PGSI 14)

Whilst having options for different forms of advice, support and treatment is important, there was also a recognition that you have to want to stop yourself. This often came from hitting some form of rock bottom with their gambling, whether that be a relationship breaking down or an awareness of just how much money someone had lost.

"You can have support from external people or agencies… but if you don't you've got to stop yourself… because as much as they support you, there's always a way for you to go around that." (Female, 29, Retrospective PGSI 3)

Case study

The following case study details the experiences of a participant from the qualitative interviews with people who used to gamble.

YouGov
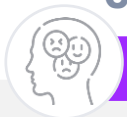
Gambling experiences and associations

His associations with gambling are guilt, due to his own engagement with it, and frustration that it is seen as a 'worse' addition in comparison to alcoholism or drug addiction. As a sports fan, his initial thrill with gambling began during a sports match when his sibling placed a bet and since then, it became a routine for him. Very quickly he was placing more and more bets with occasional big wins, but constant monitoring of sports events led to a cycle of highs and losses. Within two years, he spiralled into more impulsive decisions and chasing losses by betting on unfamiliar sports events at odd hours.

Whilst he was also concerned about the financial losses, what impacted him most was the obsession with gambling, as he felt he was always checking the scores and placing bets.

"I would plan out in the morning which events I was going to bet on, and then I would periodically check on my phone as to what was happening… so it was that kind of a routine."

Usage of gambling support, treatment and tools

He first started to control his gambling by using GAMSTOP to block gambling accounts and whilst it helped initially, he later found other websites that he could access, leading to a relapse. Reaching out to a GP was not seen as helpful for him, as the discussions shifted to other mental health issues. What led him to stop gambling eventually, was encountering somebody who attempted suicide due to gambling losses, prompting him to reflect on his own experiences.

Currently, he finds the GAMSTOP account blocking feature helpful, as well as reading stories by people who have overcome different addictions. He also stopped watching sports for some time to avoid triggers, and started to take up additional jobs whenever he had the desire to get extra money.

"It took a while for me to accept that I wasn't really in control of this behaviour… I had this idea that I had all control over this… and once I realised that I don't really have much control over this, but I can manage it, that became quite a big theoretical shift for me."

Barriers experienced and benefits gained from stopping

He mentions that social media advertising poses a barrier for him to control his gambling, mostly due to the frequency of it. He also experienced a relapse once as a result of advertisements. Another barrier for him are the websites that are not registered on GAMSTOP and can still be accessed.

Whilst he didn't experience significant losses from his gambling, he still feels that he doesn't have to worry about his finances anymore as a result of stopping gambling. He also feels he has more time, and no longer experiences feelings of guilt from keeping his gambling secret from others.

"[I have] a lot more time. I'm not that worried about my finances, which is a refreshing feeling… the sense of guilt is gone because I'm not really hiding anything."

Triggers and support needs

He perceives advertisements as his main trigger to gamble. In general, he would like to see more regulations around gambling, as well as better public understanding of the addiction. He would find better access to counselling helpful; however, he feels that services are stretched, which makes getting support difficult. In terms of ongoing support, he feels having an assigned person to keep in touch with after they have stopped gambling would also be very helpful.

"Even if you could have someone who just sent you an email every six months and was like, 'Is everything still okay?'… that would be a massive [help]."

6 Cost of living

The cost-of-living crisis has seen many in the UK attempt to adapt their spending habits and lifestyle in an effort to keep up with the rapidly increasing costs of everyday essentials. It is important to understand how this could impact not only those who gamble, especially those experiencing problems with gambling, but also those classified as affected others.

New questions were included in 2023 to investigate behaviours in relation to the cost-of-living crisis among those who gamble, and how the crisis could impact gambling incidence.

6.1 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, with the majority (58%) reporting that they had done at least one of these actions. Most commonly, approaches to saving money focused on what could be reduced, with 'reduced energy usage' (39%) and 'reduced food shopping costs' (36%) being the most cited, and this remained consistent among all key sub-groups.

There is a correlation between those gambling at higher levels of problems and the likelihood to have taken any cost saving action in the last three months (Table 34). Eight in ten (79%) of those experiencing 'problem gambling' (PGSI 8+) reported taking any action, higher than all other respondents. The proportion of cost saving actions taken increased incrementally with the levels of problems experienced; just over half (53%) of those with no reported gambling problems (PGSI 0) stated they took any action. This increased to just over six in ten (62%) of those who experience low level of problems with gambling (PGSI 1-2) and seven in ten (69%) of those who experience moderate levels of problems (PGSI 3-7).

It followed that those experiencing 'problem gambling' (PGSI 8+) were more likely than any other group to identify taking any of the actions listed in the last three months, with the exception of reducing energy usage and food shopping, or not putting on the heating at all.

YouGov

Table 34. Actions taken in the last three months

	General public	Affected others	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+	All who gamble
	(18,178)	(1,291)	(8,537)	(1,229)	(654)	(593)	(2,476)	(11,013)
Reduced energy usage	39%	50%	38%	41%	39%	25%	37%	38%
Reduced food shopping costs	36%	49%	33%	42%	38%	31%	38%	34%
Stopped putting the heating on completely to save costs	19%	28%	17%	22%	23%	19%	21%	18%
Skipped meals to save costs	10%	19%	7%	12%	20%	22%	16%	9%
Borrowed money off family and friends	9%	16%	6%	13%	19%	24%	17%	9%
Struggled paying essential bills	8%	15%	6%	11%	19%	19%	15%	8%
Eaten cold food instead of hot food to save costs	6%	13%	4%	8%	11%	17%	11%	6%
Not been able to pay essential bills	3%	8%	2%	4%	10%	18%	9%	4%
Used a food bank	2%	6%	1%	2%	6%	15%	6%	2%
Used a warm bank	1%	2%	1%	2%	2%	6%	3%	1%
Taken out a payday loan	1%	3%	0%	1%	5%	10%	4%	1%
None of these	40%	25%	46%	37%	27%	15%	30%	43%
Net: Any	58%	74%	53%	62%	69%	79%	68%	56%

Base: All

Those who experienced 'problem gambling' (PGSI 8+) were less likely than other groups to identify actions around reducing costs and conversely reported a higher incidence of not being able to pay essential bills (18%). This group also drive many responses which focus on possibly more 'short term' actions, such as borrowing money from family and friends (24%), using a food bank (15%), taking out a payday loan (10%) and using a warm bank (6%).

Likelihood to undertake a cost saving action increased when looking at those living in the most deprived deciles according to the Index of Multiple Deprivation. Six in ten (61%) of those in the most deprived deciles (1-3) stated they undertook at least one of the actions listed, significantly higher than those in the least deprived deciles (8-10) (54%). While this pattern was observed across all those who gamble, the incidence only increased among those who experience 'problem gambling' (PGSI 8+) who live in the most deprived deciles (1-3) (82%).

The higher incidence of these actions could be linked to increased gambling behaviour, as opposed to the demographic make-up of those who experience 'problem gambling' (PGSI 8+). We know that this group is predominantly younger, male and from an ethnic minority background and at an overall level, those aged 18-34 were more likely than other age groups to report doing most actions, with the exception of reducing energy usage. However, when looking at those who have experienced 'problem gambling' specifically, the differences between age groups was not as pronounced, indeed, there were no areas where those aged 18-34 were more likely to identify taking an action compared to older age groups.

Comparatively for ethnicity, those from an ethnic minority background were more likely than White respondents to identify taking many of the previous actions (61% ethnic minority background, 57% White), and this was largely driven by those experiencing 'problem gambling' (PGSI 8+). Nearly nine in ten (88%) of those from an ethnic minority background classified as PGSI 8+ stated they had taken any action, compared to 76% of those who were White. This difference was not evident across other levels of gambling problems.

In the qualitative interviews, people who gamble were specifically asked about the impact of the cost of living on their (or their family) lives, and most of them mentioned trying to save money on food whenever possible. A majority turned to cheaper, often supermarket own brands, tried to do bulk shopping or seek deals more often than before. Some also mentioned switching to cheaper supermarkets, going out or ordering takeaways less often, or doing more batch cooking.

"Since the cost-of-living crisis, we've certainly had to tighten our belts somewhat… Food wise we're watching what we eat without being unhealthy, but also trying to be cost effective. I did drink quite a bit before, not an alcoholic by any stretch of the imagination, but, did drink two or three times a week outside home, and now I tend to drink mainly at home." (Male, 55, PGSI 13)

"I think a part of not going out as much is, is the financial considerations really… I try and mostly get things from Aldi or Lidl… I think I also try and do more batch cooking than I did previously." (Male, 19, PGSI 10)

Other common ways of trying to save money included being more mindful of switching on heating and going on holiday, if at all. One woman mentioned reducing childcare costs by using her family more often to look after her children.

"I'm looking at offers now. I'm saving vouchers, I'm going out less, I'm eating out less, I'm making more home cooked food, but then the gas bill's really high… so the heating in the house is going on less." (Female, 39, PGSI 8)

"We definitely shop a lot thriftier. We try and find the cheapest ways to do things now. We've cut down a lot on our food shopping and nursery bills, we're trying to use family a lot more." (Female, 31, PGSI 4)

A couple of men mentioned doing extra work either with their current employer or by running a side business in order to save money which helps them to avoid making significant lifestyle changes because of the current cost of living crisis.

"I doubled my work hours… we try to reduce the amounts spent on shopping and groceries… and also on electricity." (Male, 34, PGSI 16)

"[Impact of the cost of living crisis] [...] the company I work for pays about 20p an hour above minimum wage... and I'm also trying to set up my own business in gardening." (Male, 47, PSGI 6)

A couple of respondents mentioned trying to be mindful of their expenditures on food and utilities as a result of visible price increases, but see it as a way of economising rather than making drastic change to their lifestyle, as they enjoy the same lifestyle they had before.

"I don't think anything significant, not like some people have had to turn off the heating, or, or anything like that... [It] probably made us more aware and we'll heat the person rather than the room, we probably don't waste heat or energy like we used to. Just generally economising rather than having to substantially change our lifestyle." (Male, 55, PGSI 6)

6.2 Effect of gambling on financial situation

The qualitative interviews that were conducted as part of the 2022 research[44] identified that some used gambling as an attempt to generate income. In an effort to understand the impact of this, those who gamble were asked to what extent their financial situation had changed as a result of gambling in the last three months. Of this group, the vast majority (83%) believed that their financial situation stayed the same as a result of gambling in the last three months. Only small minorities thought their financial situation got better (6%) or worse (4%) because of gambling in this time.

Analysing by classification of gambling problems illustrates the different effect gambling has had on those who gamble's perception of their financial situation. Across PGSI categorisation, opinions were split as to whether their financial situation had improved, stayed the same or worsened. Views among those experiencing 'problem gambling' (PGSI 8+) varied the most, with a third (33%) likely to think their financial situation had improved, and of these most thought it had improved 'a little' (24%), leaving 9% who thought it had improved 'a lot'.

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[44] 'Annual GB Treatment and Support 2022' (GambleAware, 2022): https://www.gambleaware.org/sites/default/files/2023-07/GambleAware%202022%20Treatment%20and%20Support%20Report.pdf

Those experiencing 'problem gambling' (PGSI 8+) were more likely than all others to report that gambling had either improved or worsened their financial situation, although this likelihood increased with level of gambling problems experienced. One in eleven (9%) of those experiencing low levels of gambling problems (PGSI 1-2) reported that it had improved their financial situation, and this increased to two in ten (20%) among those who experienced moderate levels of gambling problems (PGSI 3-7). For these groups it remained however that the vast majority reported their gambling stayed the same (80% PGSI 1-2; 59% PGSI 3-7).

Figure 20. Effect of gambling on financial situation
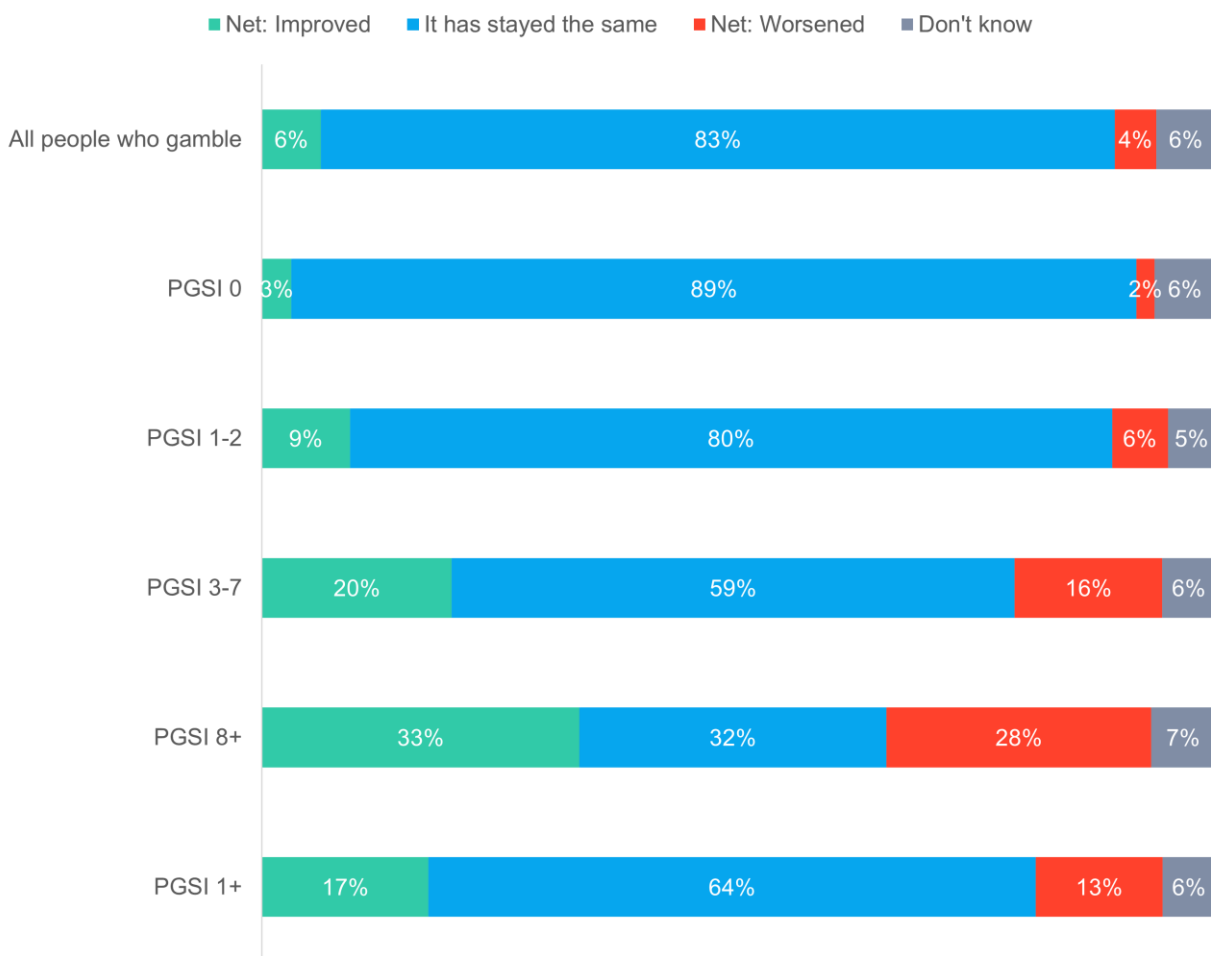
Base: All who have gambled in past 12 months: All (n=11,013); PGSI 0 (n=8,537); PGSI 1-2 (n=1,229); PGSI 3-7 (n=654); PGSI 8+ (n=593); PGSI 1+ (n=2,476) in 2023

While the majority of respondents who gambled in the past year thought their financial situation had stayed the same due to gambling (83%), there were some notable variations among those who thought their situation had improved or worsened. At an overall level across all those who gamble, men showed more uncertainty, with 8% stating that gambling had improved their financial situation, while 5% thought gambling had worsened it (a static 4% improved/worsened among women), and this was the case across all levels of gambling harm experienced.

Likewise, there was more variation within the younger age group, in which 13% of 18–34-year olds said gambling had improved their financial situation, and 7% said that gambling had worsened it, with those who gamble aged 55+ less likely to have said either of these (3% and 2% respectively). This age gap became more evident as levels of gambling problems increased, 12% of those aged 18-34 who experienced low levels of gambling problems (PGSI 1-2) stated gambling had improved their financial situation, compared to 7% of those aged 55+, while 26% of 18-34s who experienced moderate levels of gambling problems (PGSI 3-7) stated the same, compared to 9% of those aged 55+. Among those who experience 'problem gambling' (PGSI 8+) the audience size is too low for analysis.

In this round of the qualitative interviews' only a few respondents spoke about using gambling to generate income. The majority, when thinking about how their gambling has changed in the last 12 months, mentioned that their finances have either stayed the same or improved as a result of reducing their gambling activities. Some said that they were motivated to reduce their gambling as a result of significant financial losses in the past, whilst others mentioned factors such as the addictive nature of gambling, amount of time lost on gambling and having caring responsibility for others, primarily children and their partners.

"Because I lost a lot of money last year so I just feel like I need to get out of it before it gets out of hand even when I try. Like, even when I don't have an income, I will have to, when I don't have finance[s], I will have to borrow to try to gamble. So I think it's getting too much and I need to reduce it, cut down, or get out of it." (Female, 24, PGSI 9)

"One of the reasons why I [get] into gambling sometimes, is because the money I make from there... I use it as a gift. I use it to buy gifts or as a gift card for my kids or wife at times. So it has really been helping to cope with some periods." (Male, 34, PGSI 16)

"I was selling things. I sold my car. I was selling collections. I was selling everything I could just to get money to get out, until I could sell no more and, it was just like, it was like a drug I suppose. I couldn't do anything, I was just looking, where can I get money?" (Male, 65, PGSI 9)

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

Reflecting the majority who reported that their financial situation has stayed the same as a result of gambling, among those who gamble, the majority (77%) said their level of gambling stayed the same in the last three months as a result of the cost-of-living crisis. Of the remainder, 14% reported they had gambled less, whilst 4% reported they had gambled more, leaving 5% who were unsure.

The likelihood to have gambled more due to the cost-of-living crisis increased in line with the level of harm, peaking at three in ten (32%) among those classified as experiencing 'problem gambling' (PGSI 8+) compared to 15% of those who experienced moderate level gambling problems (PGSI 3-7) and 6% who experienced low level of gambling problems (PGSI 1-2). Among the 32% experiencing 'problem gambling' (PGSI 8+), who gambled more, one in eleven (9%) gambled much more, and one in four (24%) gambled a little more.

There was less variation among people who had gambled less because of the cost-of-living crisis. A quarter of those experiencing 'problem gambling' (PGSI 8+) (25%) and moderate levels of gambling harm (PGSI 3-7) (26%) thought they had gambled less (vs. 20% of PGSI 1-2; 12% PGSI 0), with perceptions among those experiencing 'problem gambling' (PGSI 8+) split between 'a little less' (13%) and 'much less' (12%).

Figure 21. Gambling as a result of the cost-of-living crisis

Legend: ■ Net: More ■ It has stayed the same ■ Net: Less ■ Don't know

Group	Net: More	It has stayed the same	Net: Less	Don't know
All people who gamble	4%	77%	14%	5%
PGSI 0	1%	83%	12%	5%
PGSI 1-2	6%	69%	20%	4%
PGSI 3-7	15%	53%	26%	6%
PGSI 8+	32%	37%	25%	6%
PGSI 1+	15%	58%	23%	5%
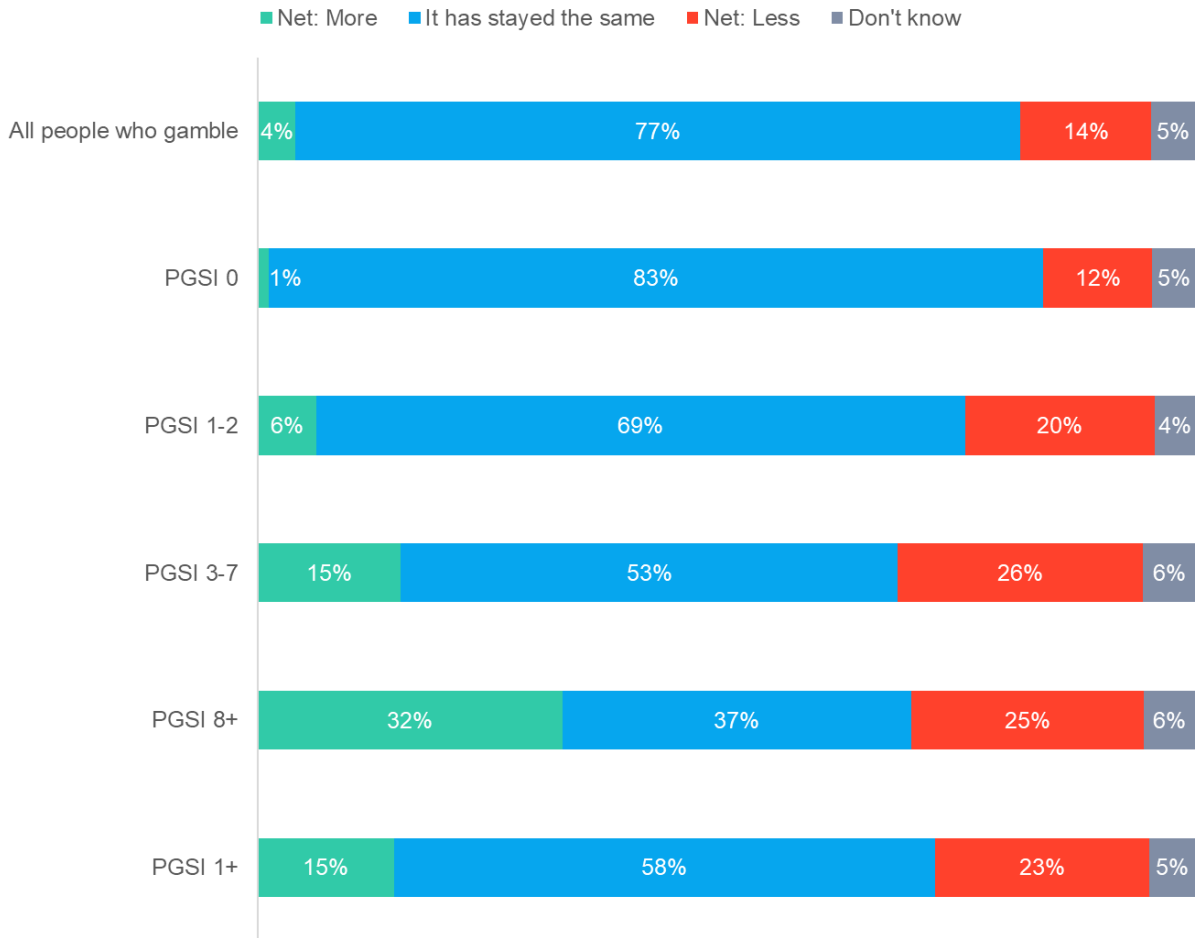
Base: All who have gambled in past 12 months: All (n=11,013); PGSI 8+ (n=593); PGSI 1+ (n=2,476) in 2023

While at an overall level, only a small minority of respondents reported that they had gambled more over the last three months due to the cost-of-living crisis (4%), there were notable differences between demographic groups.

Two in three (68%) of those aged 18-34 who gamble thought their gambling had stayed the same because of the cost-of-living crisis, significantly less than older age groups (78% age 35-54 and 82% age 55+). Of the remaining 18-34 year olds, 17% thought they had gambled less (vs. 14% age 35-54 and 12% age 55+) with fewer who thought they had gambled more (9% vs. 4% age 35-54 and 1% age 55+).

Despite being more likely to be young, those experiencing 'problem gambling' (PGSI 8+) who were aged 18-34 saw more evenly split attitudes, with around a third (34%) who thought their gambling had stayed the same (vs. 43% age 35+). A similar proportion (35%) also thought their gambling had increased (vs 28% age 35+), and a quarter (25%) who said their gambling had reduced (vs. 24% age 35+).

Those from an ethnic minority background saw more fluctuation with their gambling patterns due to the cost-of-living crisis, with significantly fewer saying their gambling had stayed the same in the last three months (61% vs. 79% White respondents). Of those who were from an ethnic minority background who gamble, more reported that their gambling had reduced (20%), rather than increased (11%). However, this pattern switches when analysing by those experiencing 'problem gambling' (PGSI 8+), in which those from an ethnic minority background were most likely to think their gambling had increased recently as a result of the cost-of-living crisis (39%) while 23% thought it had reduced. This was significantly different compared to White respondents (30% increased, 25% reduced).

In the qualitative interviews, a few respondents explained how the cost-of-living crisis had directly motivated them to reduce their gambling. Among those, this was often because it had become unaffordable to gamble in current times while others felt guilty to spend money on bets rather than on household expenditures and increased expenses because of the inflation. Those having caring responsibilities in particular mentioned being motivated to cut down on their gambling so their family could afford the basic things as well as to be treated from time to time.

"We're in trouble or we're not as well off as a family, so I can win more, I can support the family more, to just not having the cash, the extra cash to spend on gambling anyway. So stakes have had to be reduced because the wage coming into the house hasn't increased." (Male, 49, PGSI 17)

"I feel like I'm not wanting to do more, I want to save more, and maybe spend the money on my kids and take them out." (Female, 39, PGSI 8)

"I'd have to say, in the last 12 months... because of the cost-of-living crisis and what have you, I've probably been a little more aware of the possibility of losing money and the impact it will have on my household… I've tried to lessen my exposure to gambling… My first and foremost is my wife and my child and making sure that they have a roof over their head and they're provided for." (Male, 55, PGSI 13)

7 Suicidal ideation

This next chapter looks at suicidal ideation among those who gamble. To skip this chapter please move ahead to page 118.

For anyone who may be affected by these findings, please note that when life is difficult, Samaritans are here – day or night, 365 days a year. You can call them for free on 116 123, email them at jo@samaritans.org, or visit www.samaritans.org to find your nearest branch.

In the 2023 survey, new questions were included to understand the prevalence of suicidal ideation, the prevalence of thoughts of wanting to end one's life[45], among those who gamble. The Suicidal Ideation Attributes Scale (SIDAS) was used to measure the incidence and severity of suicidal thoughts in the last month. All respondents were given the opportunity to skip these questions, and so this analysis is only based on those who opted in to answer every question. More information on how respondents are classified against this scale can be found in on page 18.

The vast majority (71%) of all those who answered the SIDAS scale were classified as 'no risk', meaning that they had not thought about suicide in the past month. However, this proportion declined as gambling severity increased; for those who experienced 'problem gambling' (PGSI 8+), only one in three (34%) were identified as being no risk.

The SIDAS scale categorises anyone with a score of 21 or more as 'high risk' of suicidal behaviour. Eight percent of the general public were classified as high risk, and this was stable when looking at those who gamble but experience no gambling problems (PGSI 0) (5%). It grew to one in five (19%) among those who experience any level of gambling problems (PGSI 1+) and increased even further to two in five (44%) of those experiencing 'problem gambling' (Table 35).

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[45] SIDAS scale questions can be found in the appendix – chapter 6.5

Generally, classification of being high risk for suicidal ideation increased steadily across those experiencing increasing gambling problems, with 5% of those experiencing no reported gambling problems (PGSI 0) classified as such. This increased to 10% of those with low levels of problems with gambling (PGSI 1-2) and to 18% of those with moderate levels of problems with gambling (PGSI 3-7). However, this incidence more than doubled for those experiencing 'problem gambling' (PGSI 8+).

Table 35. SIDAS score by PGSI classification

	General Population	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+	PGSI 1+
	(16,625)	(7,954)	(1,116)	(576)	(480)	(2,172)
No recorded risk (0)	71%	76%	62%	52%	34%	53%
Low risk (1-20)	22%	19%	28%	29%	22%	27%
High risk (21-50)	8%	5%	10%	18%	44%	19%
NET: Any risk	29%	24%	38%	48%	66%	47%

These findings were in line with what we know about mental wellbeing among those who gamble when using the Warwick-Edinburgh Mental Wellbeing (WMBWS) Scale. Those who experience 'problem gambling' (PGSI 8+) were significantly more likely to have low mental wellbeing (63%) compared to any other group (35% PGSI 0; 46% PGSI 1-2; 56% PGSI 3-7).

Among those who experience moderate gambling problems (PGSI 3-7), women were more likely than men to be categorised as high risk of suicide ideation (25% vs. 18% respectively). And this gap widened when looking at those who experience 'problem gambling' (PGSI 8+), over half (52%) of women in this group were high risk, compared to 40% of men. Younger people who experience low level of gambling problems (PGSI 1-2) were more likely to be identified as high risk, with 14% of 18-34s identified as such, compared to 4% of those aged 55 and over. This trend is not observed when looking at those who experience 'problem gambling', where classification was consistent across all age groups.

When looking at ethnicity and level of gambling problems, suicidal ideation was broadly consistent among those who experience low and moderate levels of gambling harm, however as with gender, this gap widened as gambling problems increased, over half (55%) of those who experience 'problem gambling (PGSI 8+) from an ethnic minority background were classified as high risk, in comparison to two in five (40%) of those who were White.

Suicidal ideation among affected others was also higher compared to the general public, although six in ten (59%) were classified as no risk, one quarter (24%) were classified as low risk, and one sixth (17%) were classified as high risk. Unlike those who experience gambling problems, affected others who are men were more commonly high risk (21%) compared to women (15%). It remained that risk increased within the younger age groups; 27% of those aged 18-34 were classified high risk, compared to 8% of those aged 55+.

When looking at those who used to gamble and who previously experienced any level of gambling problems (retrospective PGSI 1+), significantly fewer (54%) were identified as being 'no risk' on the SIDAS scale compared to the public on the whole (71%). However, this was mainly due to increased proportions who were identified as 'low risk' (37%), rather than high risk (8%). In line with the findings for current PGSI classification, those who experienced at least moderate levels of 'problem gambling'[46] (retrospective PGSI 3+) were more likely to also be classified as high risk (13%).

[46] For retrospective PGSI, results are reported on as retrospective PGSI 3+ due to too low sample sizes for those classified as retrospective PGSI 8+

8 Conclusions

Overall participation in gambling among GB adults has not changed from 2022 to 2023. Six in ten (60.8%) adults living in Great Britain reported participating in gambling in the last year, not statistically significantly different from the 60.3% who reported doing so last year. While there were some shifts in overall rates of gambling among certain demographic groups, none of these shifts were exceptionally large. The same lack of change was seen in terms of harmful gambling; 13.1% of GB adults had a PGSI score of 1+, while 2.9% were experiencing 'problem gambling' (PGSI 8+), unchanged over time.

A key change in terms of gambling participation was the shift in the specific types of gambling people reported participating in towards non-Lottery forms of gambling, a trend which had been occurring previously but was exacerbated this year. The proportion participating in any gambling other than Lottery was 42.7% this year, 3 percentage points higher than in 2022 (39.5%) and six higher than in 2020 (36.6%). This increase was driven by small upticks in participation across an array of different types of gambling activities and was particularly seen among those aged 35+. Given that these forms of gambling were associated with higher PGSI scores on average, the changing nature of people's gambling participation is something that requires attention.

While there was no statistically significant change in overall usage of treatment and support among either among those experiencing any level of gambling problems (PGSI 1+) (23%) or those experiencing 'problem gambling' (PGSI 8+) (65%), the former group were slightly more likely to report having used some form of support in 2023 (16%) than in 2022 (13%). As was the case with gambling participation, increases in usage of support among those scoring 1+ on the PGSI scale were driven by small increments across a range of specific-support types, as opposed to one type of support driving this change.

Demand for support tends to change in tandem with usage, with 23% of those experiencing any level of gambling problems (PGSI 1+) saying they would like some form of treatment or support for cutting down on their gambling in 2023, up from 19% in 2022. Demand among those with experiencing 'problem gambling (PGSI 8+) remained stable, at 66%. Among those with a score of PGSI 1+, this increase was again driven by increases in demand for a range of different types of treatment and support, reinforcing the need for a holistic approach in this area. Indeed, insights from the qualitative focus groups expressed the need for a holistic and ongoing approach to managing gambling harms in the long-term, including aftercare post-engagement with treatment and support.

Although medical and professional services were the most commonly accessed forms of advice, treatment and support, self-help and exclusion methods see consistent usage and demand year on year, with over one in ten of those experiencing 'problem gambling' either using, or wanting to use, these as a form of support. Likewise, many of the motivators cited by those who used advice, support and treatment align with self-exclusion methods, such as being free, online, and confidential. It follows that ensuring awareness of forms of treatment and support that align with these motivators could also be equally important to encouraging those who may be more hesitant to seek help.

However, whilst self-exclusion and blockers were helpful for many, in the qualitative interviews some people spoke about how easy it is to find loopholes, such as going on different websites or accessing bookmakers outside of where they live. This highlighted the need for using a range of different methods to tackle gambling addiction at its core, using a combination of treatment and support for those most at risk.

Stigma continues to prevent both people who gamble and affected others from reaching out for support, with gambling perceived differently to other addictions. This was especially evident among those who experience the highest levels of gambling problems (PGSI 8+), where concerns around stigma continues to be the most commonly cited barrier to accessing advice, support and treatment year on year. This impact was not just limited to those who gamble; embarrassment, shame, and not wanting anyone to find out was also commonly mentioned by affected others.

This shows there is a continuous need to address stigma around support seeking and gambling addiction. In the qualitative interviews, multiple people spoke about lived experience stories and how valuable they can be at showing that anyone can experience issues with gambling. To maximise their usefulness, there would be value in highlighting how people stopped gambling, raising awareness of different forms of support and treatment. Education around gambling at a young age could also address this stigma, teaching about gambling harms in schools alongside other addictive behaviours. Moreover, whilst it was common to keep gambling a secret, in the qualitative interviews people who used to gamble generally spoke positively about the impact that opening up about their gambling had. This reinforces the importance of de-stigmatising gambling to ensure that these conversations are had.

The findings also highlighted the importance of tailoring support to those who were affected by someone else's gambling. For affected others, the most commonly cited barriers focused on the idea that the advice or support would not be appropriate, either because it was not relevant to them, or effective, or that it would not be suitable for someone like them. These themes closely compound with feelings of stigma, both when accessing support for themselves and for others. In the qualitative focus groups, there was also an appetite for more information being available on gambling addiction, how to spot the signs of it, and ways to support people experiencing gambling addiction.

For the first time, the Treatment and Support research included a focus on people who used to gamble. Overall, 33.3% of those who reported not having gambled in the past year said that they had done so at some point before that, and 15.3% of those who used to gamble received a retrospective PGSI score of 1+, including 10.5% who were PGSI 3+. Incidence of legacy harms among those who used to gamble was by far the highest among those with higher retrospective PGSI scores and those who had last gambled more recently; 29% of those with a retrospective PGSI score of 3+ reported having experienced an issue related to gambling in the last year (a period when they had not gambled), while 54% reported having had the urge to gamble in the last six months.

These findings show that the potential for harms remain even after a person has stopped gambling, particularly among those who experienced elevated levels of harm. However, the finding that those who last gambled longer ago were much less likely to have experienced the urge to do so recently demonstrates that legacy gambling harms do tend to dissipate over time, illustrating the importance of strong support mechanisms for those who try to stop gambling, particularly early on. While the novel approach used to classify retrospective PGSI scores has certain limitations, the findings here provide a platform for future research in this area.

Finally, this survey took place in the context of an ongoing cost of living crisis, which may have driven some to look towards gambling as a means to supplement their income. This section in the report revealed a number of what may perceived to be contradictory attitudes and actions people are taking with regards to their gambling and the cost of living, particularly among those with higher PGSI scores.

Those experiencing 'problem gambling' with a PGSI score of 8+ were more likely to say that they were gambling more as a result of the cost-of-living crisis (32%) than those with lower PGSI scores, as well as to say that gambling has improved their financial situation (33%). At the same time, those with higher PGSI scores were more likely to report having had to take at least one cost-saving action in response to the cost of living, with those experiencing 'problem gambling' (PGSI 8+) again differing from those with lower PGSI scores in that they tended to focus these cost-saving efforts on more short-term, 'risky' actions, such as taking out a payday loan. This conflict in perceived and actual effects of gambling on the financial situation of many in this group may be an indicator that there is a sense of denial among some about the levels of problems they are experiencing with gambling.

9 Technical appendix

9.1 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.

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.[47] The sample is representative at the overall level, and at the national level: England, Wales and Scotland. Given updated ethnicity targets based on the latest Census are not currently available for Scotland, ethnicity targets were not updated this wave.

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[47] The data for age, gender and UK region was sourced from the 2020 ONS mid-year population estimates. Social grade data is from the National Readership Survey 2016 and ethnicity from the Census 2011.

9.2 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).

9.3 Standard YouGov survey invite email

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

9.4 WEMWBS scale – Question wording

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'.

- I've been feeling optimistic about the future
- I've been feeling useful
- I've been feeling relaxed
- I've been feeling interested in other people
- I've had energy to spare
- I've been dealing with problems well
- I've been thinking clearly
- I've been feeling good about myself
- I've been feeling close to other people
- I've been feeling confident
- I've been able to make up my own mind about things
- I've been feeling loved
- I've been interested in new things
- I've been feeling cheerful

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

Please note that this survey contains questions on a number of sensitive topics, including people's experiences of gambling-related harms and questions on the topic of suicide. 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***

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

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

<1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<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: **Single***
#Question display logic:
if Q1_nongambler.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[QF1] Thinking about all the gambling activities covered at the previous question, when, if at all, did you last take part in any of these activities?

<1>	1 to 2 years ago
<2>	3 to 5 years ago
<3>	6 to 10 years ago
<4>	11 to 20 years ago
<5>	More than 20 years ago

*Question type: **Dyngrid***
#Question display logic:
if Q1_nongambler.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[Q5x] Thinking back to when you used to take part in gambling activities…

 How often, if at all, did you do each of the following? Please select the answer that comes closest to your view, even if it can be hard to remember exactly.

-[Q5x_1]	Bet more than you could really afford to lose?
-[Q5x_2]	Needed to gamble with larger amounts of money to get the same excitement?
-[Q5x_3]	Go back another day to try and win back the money you lost?
-[Q5x_4]	Borrow money or sold anything to get money to gamble?
-[Q5x_5]	Feel that you might have a problem with gambling?
-[Q5x_6]	Have mental health problems from your gambling, including stress or anxiety?
-[Q5x_7]	Get criticised for your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

-[Q5x_8]	Cause financial problems for you or your household due to your gambling?
-[Q5x_9]	Feel 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: **Multiple**)*
#Question display logic:
if Q1_nongambler.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[P2_Q15] Thinking about any time **prior to the past 12 months**, did you ever experience any of the following types of issues as a result of your gambling? Please select all that apply.

<1>	Financial (e.g., debt, financial insecurity, reduced disposable income)
<2>	Relationship (e.g., conflict or breakdown with friends or family)
<3>	Social (e.g., missing important events/occasions, being excluded from cultural practices, isolation)
<4>	Emotional or psychological distress (e.g., mental health diagnoses and/or issues, shame, guilt)
<5>	Issues at work or school (e.g., reduced performance, job loss)
<6>	Physical health (e.g., tiredness, loss of sleep, reduced self-care)
<7>	Criminal activity (e.g., to address deficits of funds from gambling)
<97 fixed>	Other (open [P2_Q15_other]) [open] please specify
<99 fixed xor>	None of these
<98 fixed xor>	Don't know
<96 fixed xor>	Prefer not to say

*Question type: **Multiple***
if Q1_nongambler.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[P2_Q16] And thinking about the **past 12 months**, have you experienced any of the following types of issues as a result of having gambled previously? Please select all that apply.

<1>	Financial (e.g., debt, financial insecurity, reduced disposable income)
<2>	Relationship (e.g., conflict or breakdown with friends or family)
<3>	Social (e.g., missing important events/occasions, being excluded from cultural practices, isolation)

<4>	Emotional or psychological distress (e.g., mental health diagnoses and/or issues, shame, guilt)
<5>	Issues at work or school (e.g., reduced performance, job loss)
<6>	Physical health (e.g., tiredness, loss of sleep, reduced self-care)
<7>	Criminal activity (e.g., to address deficits of funds from gambling)
<97 fixed>	Other (open [P2_Q16_other]) [open] please specify
<99 fixed xor>	None of these
<98 fixed xor>	Don't know
<96 fixed xor>	Prefer not to say

*Question type: **Single***
#Question display logic:
if Q1_nongambler.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[QF2] Thinking about the past 6 months…

How often, if at all, do you feel the urge to gamble?

<1>	Always
<2>	Most of the time
<3>	Sometimes
<4>	Rarely
<5>	Never

*Question type: **Multiple***
#Question display logic:
if Q1_nongambler.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[Q7_former] Which, if any, of the following have you **ever** 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_former_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 display logic:
if Q1.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])
Question type: Multiple

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

<1 if 1 in Q1>	Tickets for the National Lottery Draw, including Thunderball and EuroMillions and tickets bought online	<10 if 10 in Q1>	Betting on horse or dog races – in person
<2 if 2 in Q1>	Tickets for any other lottery, including charity lotteries	<11 if 11 in Q1>	Betting on football – online
<3 if 3 in Q1>	Scratch cards	<12 if 12 in Q1>	Betting on football – in person
<4 if 4 in Q1>	Gaming machines in a bookmakers	<13 if 13 in Q1>	Betting on other sports – online
<5 if 5 in Q1>	Fruit or slot machines	<14 if 14 in Q1>	Betting on other sports – in person
<6 if 6 in Q1>	Bingo (including online)	<18 if 18 in Q1>	Loot boxes (e.g., paid for mystery prizes within video games)
<7 if 7 in Q1>	Gambling in a casino (any type)	<15>	Any other type of gambling

<16 if 16 in Q1>	Online casino games (slot machine style, roulette, instant wins)	<99 xor>	None of the above
<17 if 17 in Q1>	Online poker	<98 xor>	Don't know
<9 if 9 in Q1>	Betting on horse or dog races – online		

*Question type: **Text***

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***

[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: **Open***

[P2_Q5_new] How much do you typically spend per week on gambling activities? Please type your answer in the box below, answering to the nearest GBP.

Not Sure

*Question type: **Open***

[P2_Q6_new] How much **time** do you typically spend per week on gambling activities? Please type your answer in the box below, answering to the nearest hour.

Range: 1 ~ 168
Not Sure

*Question type: **Grid***

[Q4] The questions that follow show reasons that some people have given about why they take part in gambling. For each one, please state whether these are reasons why you take part in gambling.

I take part in gambling…

-[Q4_1]	for the chance of winning big money	-[Q4_9]	because of the sense of achievement when I win
-[Q4_2]	because it's fun	-[Q4_10]	to impress other people
-[Q4_3]	as a hobby or a pastime	-[Q4_11]	to be sociable
-[Q4_4]	to escape boredom or to fill my time	-[Q4_12]	because it helps when I'm feeling tense
-[Q4_5]	because I'm worried about not winning if I don't play	-[Q4_14]	to make money
-[Q4_6]	to compete with others (e.g. bookmaker, other gamblers)	-[Q4_15]	to relax
-[Q4_7]	because it's exciting	-[Q4_16]	because it's something that I do with my friends or family
-[Q4_8]	for the mental challenge or to learn about the game or activity		

<1>   Always

<2>   Often

<3>   Sometimes

<4>   Never

*Question type: **Dyngrid***

[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***

[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***

[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***

[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: **Text***

For the following question, please think about the _increase in the amount of money or time you have spent gambling_ in the last 12 months.

*Question type: **Multiple***
If [P2_Q6a] - Increased a lot or Increased a little, is selected
Or If [P2_Q6b] - Increased a lot or Increased a little, is selected
[if P2_Q6a in [1,2] or P2_Q6b in [1,2]]

[P2_Q7] What are the main reasons for the increase in your gambling involvement? Please tick all that apply.

<1>	I have more money to spend now	<11 fixed>	My mental health has got worse
<17>	I have less money to spend now	<12>	I have been lonely/increasingly lonely
<18>	To make more money	<13 fixed>	A negative change in my personal life (e.g. bereavement)
<3>	I have more time now	<14 fixed>	A positive change in my personal life (e.g. new relationship)
<4>	I have more opportunities to gamble	<15>	A major change in my work life (e.g. redundancy, job loss, retirement or change of career)
<5>	Because of friends and family encouraging me to gamble	<16>	I had a big gambling win
<6>	I wanted to gamble more	<19>	Rises in the cost of living
<7>	I became old enough to gamble	<20>	Debt
<8 fixed>	My physical health has got better	<95 fixed>	Other reasons (open [P2_Q7_open]) [open] please specify
<9 fixed>	My physical health has got worse	<98 fixed xor>	Not sure
<10 fixed>	My mental health has got better	<97 fixed xor>	Prefer not to say

*Question type: **Text***

For the following question, please think about the _decrease in the amount of money or time you have spent gambling_ in the last 12 months.

*Question type: **Multiple***
#Question display logic:
If [P2_Q6a] - Decreased a little or Decreased a lot, is selected
Or If [P2_Q6b] - Decreased a little or Decreased a lot, is selected
[if P2_Q6a in [4,5] or P2_Q6b in [4,5]]

[P2_Q8] What are the main reasons for the decrease in your gambling involvement? Please tick all that apply.

<1>	I have less money to spend now	<11 fixed>	My mental health has got worse
<2>	I want to save money/spend money on other things	<13 fixed>	A negative change in my personal life (e.g. bereavement)
<3>	I have less time/I'm too busy now	<14 fixed>	A positive change in my personal life (e.g. new relationship)
<4>	I have fewer opportunities to gamble	<15>	A major change in my work life (e.g. new job, retirement or change of career)
<5>	Because of friends and family asking or encouraging me to cut down gambling	<16>	A change in how I manage money (e.g. using an app or software, or someone else managing my finances)
<6>	I have lost interest in the activities I used to do	<17>	A change in financial situation
<7>	My priorities have changed (i.e. I am focussing on other things rather than gambling)	<18>	Due to COVID-19 restrictions
<8 fixed>	My physical health has got better	<19>	Rises in the cost of living
<9 fixed>	My physical health has got worse	<20>	Debt
<10 fixed>	My mental health has got better	<95 fixed>	Other reasons (open [P2_Q8_open]) [open] please specify

*Question type: **Text***

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

*Question type: **Multiple***

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

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***
#Question display logic:
if Q7 and not Q7.has_any([97,99])

[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

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<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***
#Question display logic:
if Q7.has_any([99])

[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***
#Question display logic:
if not Q7.has_any([97,99])

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[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***

[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. AnonyMind, 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)

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<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***
#Question display logic:
If [Q8] - None of these is selected [if 99 in Q8]

[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***
#Question display logic:
if Q8 and not Q8.has_any([97])

[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

*Question type: **Text***

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

*Question type: **Single***

[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***
#Question display logic:
If [Q5a] - Somewhat negative or Very negative, is selected [if Q5a in [4,5]]

[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***

[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***
#Question display logic:
If [Q10] - Yes is selected [if Q10 == 1]

[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: **Open***
#Question display logic:
If [Q11] - Yes is selected [if Q11 == 1]

[Q11a_new] Approximately how many people do you think have been impacted by this person's behaviour? Please do not include yourself in the estimate. Please type your answer in the box below.

Not sure

*Question type: **Single***
#Question display logic:
If [Q11] - Yes is selected [if Q11 == 1]

[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: **Open***
#integer Only
If [Q11] - Yes is selected [if Q11 == 1]

[AO17] At what age were you first negatively affected by someone's gambling behaviour? Please give an estimate in the box below.

Not sure

*Question type: **Single***
#Question display logic:
if int(AO17) >=0 and int(AO17)<18

[AO18] Thinking about when you were negatively affected by someone's gambling when you were a child, were any of these people your parent/guardian?

<1>   Yes

<2>   No

<98>   Not sure

<99>   Prefer not to say

*Question type: **Multiple***
#Question display logic:
If [AO18] - Yes is selected [if AO18 == 1]

[AO20] And thinking about when you first realised your parent/guardian was experiencing gambling harms…

Which, if any, of the following emotions do you remember feeling about their gambling?

<1>	Sympathetic	<7>	Indifferent
<2>	Understanding	<10>	Angry
<3>	Judgemental	<11>	Upset
<4>	Accepting	<8 fixed>	Other (open [AO20_open]) [open] please specify
<5>	Critical	<9 fixed xor>	Don't know
<6>	Concerned	<12 fixed xor>	Prefer not to say

*Question type: **Single***
#Question display logic:
If [Q11] - Yes is selected [if Q11 == 1]

[AO21] How long has/did this gambling problem that negatively affected you last? If you have been affected by someone's gambling behaviour more than once, please answer for the occasion which lasted longest.

<1>	Less than 12 months
<2>	Over a year, up to 2 years
<3>	3 to 5 years
<4>	6 to 10 years
<5>	11 to 15 years
<6>	16 to 20 years
<7>	More than 20 years
<8>	Not sure
<9>	Prefer not to say

*Question type: **Multiple***
#Question display logic:
If [Q11] - Yes is selected [if Q11 == 1]

[AO4] Which of the following people had or have a gambling problem which has negatively affected you? Please tick all that apply.

<1>	Spouse or partner	<7>	Other family member
<13>	Mother	<8>	Friend
<14>	Father	<9>	My boss/line manager
<15>	Brother	<10>	Employee /someone that I manage
<16>	Sister	<11>	Other work colleague
<17>	Son	<12>	Housemate / flatmate
<18>	Daughter	<95>	Other (open [AO4_open]) [open] please specify
<5>	Grandparent	<97 xor>	Prefer not to say
<6>	Grandchild		

*Question type: **Multiple***
#Question display logic:
If [Q11] - Yes is selected [if Q11 == 1]

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

| <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			

#Module display logic:
If [AO3] - It is currently happening or In the last 12 months, is selected [if AO3 in [1,2]]

*Question type: **Text***

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***

[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. AnonyMind, 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 display logic:
if AO12 and not AO12.has_any([99])

*Question type: **Multiple***

[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***

[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***
#Question display logic:
If [AO15] - N/A – I would not want to receive advice or support for myself is selected [if 99 in AO15]

[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'

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<9>	I think accessing advice or support would take too much time
<10>	I think accessing advice or support would cost money
<11>	I don't think advice or support would be available in my area/in a convenient location
<12>	I've received advice or support before and it didn't help
<13>	I don't think the support available would be suitable for people like me

<18>	Getting advice/support might have negative consequences for them
<19>	They don't think/accept that they have a problem
<20>	I am already receiving advice or support
<95>	Other (open [AO16_open]) [open] please specify

*Question type: **Text***

Moving on...

*Question type: **Multiple***
#Question display logic:
if Q1.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[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 _time_ I spend on gambling
<3>	Yes – I have tried to reduce the amount of _money_ I spend on gambling
<6>	Yes – I have tried to reduce the number of _different types of gambling activities_ 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 display logic:
if Q1.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

*Question type: **Single***

[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***

[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***
#Question display logic:
If [G5] - I don't want to gamble any more or less than I do currently or I want to gamble more in the future, is selected [if G5 in [3,4]]

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

<1>	It helps me relax / unwind / cope	<8>	I wouldn't gain anything from doing so
<2>	It is part of my daily life / routine	<9>	I don't feel ready / prepared to do so
<3>	All of my friends do it / it is part of my social life	<10>	I make money from it
<4>	I would find it too difficult to do so	<11>	I have already reduced my gambling
<5>	I don't gamble that much	<12>	I wouldn't know what to do with my time if I wasn't gambling
<6>	It isn't causing me any negative consequences	<97 fixed>	Other (open [G6_other]) [open]
<7>	I enjoy it / find it fun	<99 fixed xor>	Prefer not to say

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

[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

[Q61a] Approximately how much less time would you like to spend on gambling each week?

<1>	Up to an hour less
<2>	1-2 hours less

<3>	3-4 hours less
<4>	5-6 hours less
<5>	7-8 hours less
<6>	9-10 hours less
<7>	More than 10 hours less
<98>	Don't know

*Question type: **Single***
#Question display logic:
If [G8] - The amount of money I spend on gambling is selected [if 2 in G8]

[Q61b_] Approximately how much less money would you like to spend on gambling each week?

<1>	Up to £10 less
<2>	£10-£24 less
<3>	£25-£49 less
<4>	£50-£99 less
<5>	£100-£199 less
<6>	£200-£499 less
<7>	More than £500 less
<98>	Don't know

*Question type: **Multiple***
#Question display logic:
If [G5] - I want to quit gambling or I want to reduce my gambling, but not quit, is selected [if G5 in [1,2]]

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

<1>	I want to save money / spend it on other things	<9>	Someone close to me has asked me to do so
<2>	I want to save time / use my time on other things	<10>	I have lost interest in it / no longer feel the need to
<3>	It is negatively affecting my mental health (e.g., stressed, anxious, guilty)	<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		

Question type: Dyngrid

[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

Question type: Text

Moving on...

Question type: Multiple

[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***
#row order: randomize(rand20)

[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: **Grid***
#Question display logic:
if Q35 and not Q35.has_any([10,11])

[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***
#Question display logic:
if 6 in Q35

[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: **Grid***
#Question display logic:
if 6 in Q35

[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

*Question type: **Text***

Moving on…

*Question type: **Single***

[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***
#row order: randomize

[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
<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: **Single***
#Question display logic:
if Q1.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[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***
#Question display logic:
if Q1.has_any([1,2,3,4,5,6,7,16,17,9,10,11,12,13,14,15,18])

[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: **Text***

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***

[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***
#Question display logic:
If [Q16] - Monthly or less or 2-4 times a month or 2-3 times a week or 4+ times a week, is selected [if Q16 in [2,3,4,5]]

[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***
#Question display logic:
If [Q16] - Monthly or less or 2-4 times a month or 2-3 times a week or 4+ times a week, is selected [if Q16 in [2,3,4,5]]

[Q18] How often do 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: **Text***

We are going to ask you a few questions about your smoking habits. For the purposes of this survey, we are asking about regular cigarettes/tobacco products, not e-cigarettes.

Regular cigarettes/tobacco products include any tobacco products that you light with a flame or heat, including cigarettes, roll ups, cigars, and heat not burn tobacco products.

*Question type: **Single***

[Q19] Which of the following statements BEST applies to you?

<1>	I have never smoked
<2>	I used to smoke but I have given up now
<3>	I smoke but I don't smoke every day
<4>	I smoke every day

*Question type: **Multiple***

[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: **Multiple***
#row order: randomize

[Q56] Have you currently or previously worked in any of the following job areas? Please select all that apply.

<1>	Healthcare
<2>	Armed forces
<3>	Fire service
<4>	Police

<5>	Social care
<6>	Education
<7>	Refuse collection
<8>	Civil service
<9>	Local government
<99 fixed xor>	N/A – none of the above

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

[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

*Question type: **Text***

The following questions are on the topic of suicide and your personal experiences of it. We understand this can be a sensitive topic, but please remember your answers will always be treated anonymously and will never be analysed individually.
We will provide you with a "Prefer not to say" option, which you can select if you do not wish to share your opinion or experiences on a particular question

*Question type: **Single***

[sen_screen] Are you happy to continue with this section of the survey?

| <1> | Yes, I am |
| <2> | No, I am not |

*Question type: **Scale***

[SIDAS_1] In the past month, how often have you had thoughts about suicide?

Range: Never 0 ~ 10 Always
Prefer not to say

*Question type: **Scale***

[SIDAS_2] In the past month, how much control have you had over these thoughts?

Range: No control 0 ~ 10 Full control
Prefer not to say

*Question type: **Scale***

[SIDAS_3] In the past month, how close have you come to making a suicide attempt?

Range: Not close at all 0 ~ 10 Made an attempt
Prefer not to say

*Question type: **Scale***

[SIDAS_4] In the past month, to what extent have you felt tormented by thoughts about suicide?

Range: Not at all 0 ~ 10 Extremely
Prefer not to say

*Question type: **Scale***

[SIDAS_5] In the past month, how much have thoughts about suicide interfered with your ability to carry out daily activities, such as work, household tasks or social activities?

Range: Not at all 0 ~ 10 Extremely
Prefer not to say

*Question type: **Text***

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

*Question type: **Text***

![YouGov]

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.

9.6 Additional figures and tables

Table 36. Population estimates

	% in survey	Margin of error	Min. %	Max. %	Rounded estimate	Rounded minimum	Rounded maximum
All							
PGSI 0	47.7%	0.73%	46.27 %	47.73 %	24,308,000	23,930,000	24,685,000
PGSI 1-2	6.7%	0.36%	6.34%	7.06%	3,465,000	3,279,000	3,651,000
PGSI 3-7	3.5%	0.27%	3.23%	3.77%	1,810,000	1,671,000	1,950,000
PGSI 1-7	10.2%	0.44%	9.76%	10.64 %	5,275,000	5,048,000	5,503,000
PGSI 1+	13.1%	0.49%	12.61 %	13.59 %	6,775,000	6,522,000	7,029,000
PGSI 3+	6.4%	0.36%	6.04%	6.76%	3,310,000	3,124,000	3,496,000
PGSI 8+	2.9%	0.24%	2.66%	3.14%	1,500,000	1,376,000	1,624,000
Affected others	7.0%	0.37%	6.63%	7.37%	3,620,000	3,429,000	3,812,000
Non-gambling affected others	2.4%	0.22%	2.18%	2.62%	1,241,000	1,127,000	1,355,000
Gambled in last 12 months	60.8%	0.71%	60.09 %	61.51 %	31,445,000	31,078,000	31,812,000
Gambled in last 4 weeks	46.8%	0.73%	46.07 %	47.53 %	24,204,000	23,827,000	24,582,000
PGSI 1+ or affected other	18.3%	0.56%	17.74 %	18.86 %	9,465,000	9,175,000	9,754,000
PSGI 3+ or affected other	12.2%	0.48%	11.72 %	12.68 %	6,310,000	6,061,000	6,558,000
PGSI 8+ or affected other	9.2%	0.42%	8.78%	9.62%	4,758,000	4,541,000	4,975,000
Men							
PGSI 0	47.0%	1.04%	45.96 %	48.04 %	11,753,000	11,563,000	12,086,000
PGSI 1-2	8.0%	0.57%	7.43%	8.57%	2,000,000	1,869,000	2,156,000
PGSI 3-7	4.8%	0.45%	4.35%	5.25%	1,200,000	1,094,000	1,321,000
PGSI 1-7	12.8%	0.70%	12.10 %	13.50 %	3,201,000	3,044,000	3,396,000
PGSI 1+	16.9%	0.78%	16.12 %	17.68 %	4,226,000	4,056,000	4,448,000
PGSI 3+	8.9%	0.59%	8.31%	9.49%	2,226,000	2,091,000	2,388,000
PGSI 8+	4.1%	0.41%	3.69%	4.51%	1,025,000	928,000	1,135,000
Gambled in last 12 months	63.9%	1.00%	62.87 %	64.87 %	15,971,000	15,817,000	16,321,000
Gambled in last 4 weeks	51.4%	1.04%	50.38 %	52.46 %	12,858,000	12,675,000	13,198,000
Affected others	6.1%	0.50%	5.60%	6.60%	1,525,000	1,409,000	1,660,000

Non-gambling affected others	2.1%	0.30%	1.80%	2.40%	525,000	453,000	604,000
PGSI 1+ or affected other	21.1%	0.85%	20.25%	21.95%	5,276,000	5,095,000	5,522,000
PSGI 3+ or affected other	13.4%	0.71%	12.69%	14.11%	3,351,000	3,193,000	3,550,000
PGSI 8+ or affected other	9.3%	0.61%	8.69%	9.91%	2,326,000	2,186,000	2,493,000
Women							
PGSI 0	48.3%	1.01%	47.29%	49.31%	12,902,000	12,426,000	12,957,000
PGSI 1-2	5.5%	0.46%	5.04%	5.96%	1,469,000	1,324,000	1,566,000
PGSI 3-7	2.3%	0.30%	2.00%	2.60%	614,000	526,000	683,000
PGSI 1-7	7.8%	0.54%	7.26%	8.34%	2,084,000	1,908,000	2,192,000
PGSI 1+	9.5%	0.59%	8.91%	10.09%	2,538,000	2,341,000	2,651,000
PGSI 3+	4.0%	0.40%	3.60%	4.40%	1,069,000	946,000	1,156,000
PGSI 8+	1.8%	0.27%	1.53%	2.07%	481,000	402,000	544,000
Gambled in last 12 months	57.9%	1.00%	56.85%	58.85%	15,453,000	14,938,000	15,464,000
Gambled in last 4 weeks	42.5%	1.00%	41.47%	43.47%	11,345,000	10,897,000	11,423,000
Affected others	7.8%	0.54%	7.26%	8.34%	2,084,000	1,908,000	2,192,000
Non-gambling affected others	2.7%	0.33%	2.37%	3.03%	721,000	623,000	796,000
PGSI 1+ or affected other	15.7%	0.74%	14.96%	16.44%	4,194,000	3,931,000	4,320,000
PSGI 3+ or affected other	11.0%	0.6%	10.37%	11.63%	2,938,000	2,725,000	3,056,000
PGSI 8+ or affected other	9.1%	0.1%	9.01%	9.19%	2,431,000	2,367,000	2,415,000

Note: The subsequent tables within this section provide data on gambling participation and harms across time for a range of demographic groups. For each, a separate table of data is provided for the total GB adult population aged 18+ and among those who gamble only.

Table 37. Gambling participation by study year[48]

All adults					
Year	2019	2020	2021	2022	2023

[48] For each of the tables, statistically significant differences vs. the previous year are indicated in red (significantly lower) and green (significantly higher). Base sizes are shown at the top of each column.

Base size	(12,161)	(18,879)	(18,038)	(18,305)	(18,178)
National Lottery including Thunderball, EuroMillions	44.2%	41.3%	44.2%	44.4%	43.0%
Tickets for other/charity lotteries	13.7%	13.8%	14.0%	14.1%	16.1%
Scratch cards	18.9%	16.9%	16.2%	16.7%	17.8%
Gaming machines in a bookmakers	1.3%	0.9%	1.1%	1.0%	1.5%
Fruit or slot machines	3.5%	2.1%	2.3%	2.9%	3.3%
Bingo (including online)	4.9%	3.5%	3.7%	4.3%	5.0%
Gambling in a casino (any type)	2.0%	1.1%	1.3%	1.6%	1.8%
Online casino games (slot machine style, roulette, poker, instant wins)	3.0%	3.6%	4.1%	4.3%	4.9%
Betting on horse or dog races – online	6.4%	5.0%	5.9%	6.3%	7.0%
Betting on horse or dog races – in person	5.1%	1.7%	2.1%	2.9%	3.2%
Betting on football – online	8.4%	7.9%	8.3%	8.4%	9.3%
Betting on football – in person	1.5%	1.5%	1.4%	1.3%	1.7%
Betting on other sports – online	2.4%	3.6%	3.6%	3.5%	4.5%
Betting on other sports – in person	0.8%	0.6%	0.5%	0.5%	0.9%
Loot boxes	n/a	n/a	0.7%	0.8%	1.1%
Other type of gambling	1.8%	1.8%	1.4%	1.4%	1.6%

None of the above/Don't know	38.9%	43.9%	40.8%	39.7%	39.2%
Net: Any gambling	61.1%	56.1%	59.2%	60.3%	60.8%
Net: Any online gambling[49]	13.4%	12.2%	14.1%	14.3%	16.0%
Net: Any gambling other than Lottery	34.1%	36.6%	37.8%	39.5%	42.7%

Table 38. Gambling participation by study year among those who gamble[50]

	All who gamble				
Year	2019	2020	2021	2022	2023
Base size	(7,415)	(10,565)	(10,607)	(11,016)	(11,013)
National Lottery including Thunderball, EuroMillions	72.3%	73.6%	74.6%	73.7%	70.7%
Tickets for other/charity lotteries	22.5%	24.6%	23.7%	23.4%	26.5%
Scratch cards	30.9%	30.2%	27.4%	27.6%	29.3%
Gaming machines in a bookmakers	2.0%	1.6%	1.8%	1.7%	2.4%
Fruit or slot machines	5.8%	3.7%	3.9%	4.7%	5.5%
Bingo (including online)	8.0%	6.3%	6.2%	7.2%	8.3%
Gambling in a casino (any type)	3.2%	2.0%	2.1%	2.7%	2.9%
Online casino games (slot machine style,	4.9%	6.4%	7.0%	7.1%	8.0%

[49] Online gambling includes online casino games, betting on horse or dog races – online, betting on football – online, betting on other sports – online and loot boxes

[50] For each of the tables, statistically significant differences vs. the previous year are indicated in red (significantly lower) and green (significantly higher). Base sizes are shown at the top of each column.

roulette, poker, instant wins)					
Betting on horse or dog races – online	10.5%	8.9%	9.9%	10.4%	11.6%
Betting on horse or dog races – in person	8.3%	3.1%	3.6%	4.8%	5.2%
Betting on football – online	13.8%	14.0%	14.0%	13.9%	15.4%
Betting on football – in person	4.0%	2.6%	2.4%	2.1%	2.8%
Betting on other sports – online	6.8%	6.4%	6.0%	5.8%	7.4%
Betting on other sports – in person	1.3%	1.1%	0.9%	0.8%	1.4%
Loot boxes	n/a	n/a	1.1%	1.3%	1.8%
Other type of gambling	2.9%	3.1%	2.4%	2.4%	2.7%
Net: Any online gambling[51]	22.0%	21.8%	23.8%	23.8%	26.3%
Net: Any gambling other than Lottery	55.8%	65.2%	63.9%	65.6%	70.3%

Table 39. Gambling participation by gender and study year

	Men					Women				
Year	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Base size	(5,971)	(9,020)	(8,389)	(8.653)	(8,816)	(6,190)	(9,859)	(9,649)	(9,652)	(9.362)
National Lottery including	46.6%	45.3%	47.5%	48.0%	45.6%	41.8%	37.5%	41.0%	41.0%	40.4%

[51] Online gambling includes online casino games, betting on horse or dog races – online, betting on football – online, betting on other sports – online and loot boxes

![YouGov]

Thunderball, EuroMillions										
Tickets for other/charity lotteries	12.7%	12.6%	13.1%	13.0%	14.7%	14.7%	15.0%	14.9%	15.2%	17.5%
Scratch cards	17.3%	15.7%	15.1%	15.1%	16.5%	20.4%	18.1%	17.3%	18.1%	19.0%
Gaming machines in a bookmakers	1.9%	1.3%	1.5%	1.7%	2.3%	0.6%	0.5%	0.6%	0.4%	0.7%
Fruit or slot machines	4.3%	2.8%	2.8%	3.5%	4.3%	2.8%	1.4%	1.8%	2.3%	2.4%
Bingo (including online)	3.2%	2.5%	2.5%	3.1%	3.9%	6.4%	4.5%	4.9%	5.5%	6.1%
Gambling in a casino (any type)	2.6%	1.6%	1.7%	2.3%	2.5%	1.3%	0.6%	0.8%	1.0%	1.1%
Online casino games (slot machine style, roulette, poker, instant wins)	4.0%	4.7%	5.3%	5.6%	6.7%	2.1%	2.6%	3.0%	3.0%	3.1%
Betting on horse or dog races – online	8.4%	7.2%	8.0%	8.2%	9.1%	4.5%	2.9%	3.8%	4.4%	5.1%
Betting on horse or dog races – in person	6.2%	2.6%	3.0%	3.4%	3.9%	4.0%	0.9%	1.3%	2.4%	2.5%
Betting on football – online	13.9%	13.1%	13.5%	13.6%	15.1%	3.2%	2.9%	3.3%	3.5%	3.8%
Betting on football – in person	4.2%	2.6%	2.5%	2.2%	2.9%	0.8%	0.4%	0.4%	0.4%	0.6%

Betting on other sports – online	7.0%	6.1%	6.1%	5.9%	7.6%	1.4%	1.2%	1.2%	1.2%	1.5%
Betting on other sports – in person	1.2%	1.1%	0.8%	0.7%	1.3%	0.3%	0.2%	0.3%	0.2%	0.4%
Loot boxes	n/a	n/a	1.1%	1.3%	1.6%	n/a	n/a	0.3%	0.3%	0.6%
Other type of gambling	2.5%	2.7%	1.8%	1.8%	2.1%	1.0%	0.9%	1.1%	1.1%	1.2%
None of the above/Don't know	36.3%	39.8%	37.3%	36.3%	36.1%	41.4%	47.8%	44.1%	42.9%	42.1%
Net: Any gambling	63.7%	60.3%	62.7%	63.7%	63.9%	58.6%	52.2%	55.9%	57.1%	57.8%
Net: Any online gambling	19.0%	18.0%	20.0%	19.9%	22.5%	8.2%	6.7%	8.4%	9.0%	9.8%

Table 40. Gambling participation by gender and study year among those who gamble

	Men					Women				
Year	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Base size	(3,801)	(5,464)	(5,281)	(5,536)	(5,627)	(3,614)	(5,101)	(5,326)	(5,480)	(5,386)
National Lottery including Thunderball, EuroMillions	73.2%	75.1%	75.8%	75.3%	71.4%	71.3%	71.9%	73.3%	71.9%	69.9%
Tickets for other/charity lotteries	20.0%	20.9%	20.8%	20.4%	23.0%	25.0%	28.7%	26.7%	26.7%	30.2%
Scratch cards	27.1%	26.1%	24.1%	23.8%	25.9%	34.8%	34.7%	31.0%	31.7%	32.8%
Gaming machines in a bookmakers	3.0%	2.2%	2.4%	2.6%	3.5%	1.0%	1.0%	1.1%	0.7%	1.2%
Fruit or slot machines	6.8%	4.6%	4.5%	5.4%	6.7%	4.8%	2.8%	3.3%	4.0%	4.2%

Bingo (including online)	5.1%	4.1%	3.9%	4.9%	6.1%	11.0%	8.7%	8.7%	9.7%	10.5%
Gambling in a casino (any type)	4.1%	2.7%	2.7%	3.5%	3.9%	2.3%	1.2%	1.5%	1.8%	1.8%
Online casino games (slot machine style, roulette, poker, instant wins)	6.3%	7.7%	8.5%	8.9%	10.5%	3.6%	4.9%	5.4%	5.2%	5.4%
Betting on horse or dog races – online	13.2%	12.0%	12.8%	12.8%	14.2%	7.6%	5.5%	6.8%	7.8%	8.8%
Betting on horse or dog races – in person	9.8%	4.3%	4.7%	5.4%	6.0%	6.8%	1.8%	2.3%	4.3%	4.4%
Betting on football – online	21.8%	21.7%	21.6%	21.3%	23.7%	5.5%	5.6%	5.8%	6.1%	6.5%
Betting on football – in person	6.5%	4.4%	3.9%	3.5%	4.6%	1.5%	0.7%	0.8%	0.7%	1.0%
Betting on other sports – online	11.0%	10.1%	9.7%	9.3%	11.8%	2.4%	2.4%	2.1%	2.1%	2.6%
Betting on other sports – in person	2.0%	1.8%	1.3%	1.1%	2.1%	0.5%	0.3%	0.5%	0.4%	0.8%
Loot boxes	n/a	n/a	1.7%	2.1%	2.5%	n/a	-	0.6%	0.5%	1.1%
Other type of gambling	4.0%	4.5%	2.8%	2.8%	3.2%	1.7%	1.6%	1.9%	1.9%	2.1%
Net: Any online gambling	29.8%	29.9%	31.9%	31.2%	35.2%	13.9%	12.8%	15.0%	15.7%	17.0%

Table 41. Gambling participation by age (2023)

Age	18-24	25-34	35-44	45-54	55-64	65+
Base size	(2167)	(3321)	(3094)	(3189)	(2538)	(3869)
National Lottery inc. Thunderball, EuroMillions	13.9%	31.8%	47.8%	54.3%	52.3%	46.9%
Tickets for other/charity lotteries	6.1%	10.7%	13.4%	18.2%	21.1%	21.9%
Scratch cards	14.5%	21.3%	26.4%	20.2%	15.0%	10.9%
Gaming machines in a bookmakers	1.9%	3.1%	2.1%	1.2%	0.5%	0.3%
Fruit or slot machines	5.0%	4.2%	4.1%	4.0%	2.6%	1.3%
Bingo (including online)	5.7%	7.2%	6.1%	5.0%	3.9%	3.1%
Gambling in a casino (any type)	2.6%	4.2%	2.4%	1.1%	0.7%	0.3%
Online casino games (slot machine style, roulette, poker, instant wins)	7.0%	9.2%	6.7%	4.5%	2.9%	0.9%
Betting on horse or dog races – online	4.5%	7.2%	8.5%	8.3%	8.6%	5.1%
Betting on horse or dog races – in person	2.0%	3.2%	3.1%	3.8%	4.0%	2.8%
Betting on football – online	10.7%	13.7%	13.7%	10.3%	7.7%	2.8%
Betting on football – in person	1.8%	2.5%	2.3%	1.9%	1.6%	0.7%
Betting on other sports – online	5.5%	7.7%	6.4%	4.3%	3.1%	1.2%
Betting on other sports – in person	1.0%	1.7%	0.9%	0.9%	0.6%	0.3%
Loot boxes	3.0%	2.3%	1.2%	0.7%	0.3%	0.1%
Other type of gambling	1.4%	2.4%	2.1%	1.8%	1.4%	0.8%
None of the above/Don't know	61.5%	44.6%	33.5%	30.3%	33.7%	39.0%

Net: Any gambling	38.5%	55.4%	66.5%	69.7%	66.3%	61.0%
Net: Any online gambling	18.6%	22.2%	21.6%	16.6%	14.6%	6.8%

Table 42. Gambling participation by age among those who gamble (2023)

Age	18-24	25-34	35-44	45-54	55-64	65+
Base size	(827)	(1855)	(2060)	(2215)	(1693)	(2363)
National Lottery inc. Thunderball, EuroMillions	36.0%	57.3%	71.8%	78.0%	78.8%	76.9%
Tickets for other/charity lotteries	15.8%	19.4%	20.1%	26.2%	31.8%	35.9%
Scratch cards	37.6%	38.4%	39.7%	29.0%	22.7%	17.9%
Gaming machines in a bookmakers	4.9%	5.6%	3.2%	1.8%	0.8%	0.6%
Fruit or slot machines	12.9%	7.6%	6.1%	5.7%	4.0%	2.2%
Bingo (including online)	14.7%	13.1%	9.1%	7.2%	5.9%	5.1%
Gambling in a casino (any type)	6.8%	7.6%	3.6%	1.6%	1.0%	0.4%
Online casino games (slot machine style, roulette, poker, instant wins)	18.2%	16.6%	10.1%	6.5%	4.4%	1.5%
Betting on horse or dog races – online	11.8%	13.0%	12.8%	11.9%	12.9%	8.4%
Betting on horse or dog races – in person	5.1%	5.8%	4.7%	5.4%	6.0%	4.6%
Betting on football – online	27.9%	24.7%	20.6%	14.7%	11.6%	4.6%
Betting on football – in person	4.5%	4.6%	3.4%	2.7%	2.4%	1.2%
Betting on other sports – online	14.4%	13.9%	9.7%	6.2%	4.7%	2.0%

Betting on other sports – in person	2.6%	3.1%	1.3%	1.3%	0.9%	0.5%
Loot boxes	7.8%	4.1%	1.8%	1.0%	0.4%	0.1%
Other type of gambling	3.6%	4.3%	3.2%	2.6%	2.1%	1.3%
Net: Any online gambling	48.2%	40.0%	32.5%	23.8%	22.0%	11.2%

Table 43. Gambling participation by social grade (2023)

	ABC1 (9684)	C2DE (8494)
National Lottery inc. Thunderball, EuroMillions	43.5%	42.3%
Tickets for other/charity lotteries	17.5%	14.5%
Scratch cards	15.7%	20.2%
Gaming machines in a bookmakers	1.4%	1.5%
Fruit or slot machines	3.2%	3.5%
Bingo (including online)	4.6%	5.5%
Gambling in a casino (any type)	1.9%	1.5%
Online casino games (slot machine style, roulette, poker, instant wins)	4.7%	5.1%
Betting on horse or dog races – online	7.2%	6.8%
Betting on horse or dog races – in person	3.4%	2.9%
Betting on football – online	9.8%	8.8%
Betting on football – in person	1.6%	1.9%
Betting on other sports – online	5.0%	3.9%
Betting on other sports – in person	0.9%	0.9%
Loot boxes	1.1%	1.1%
Other type of gambling	1.9%	1.3%

None of the above/Don't know	39.1%	39.3%
Net: Any gambling	60.9%	60.7%
Net: Any online gambling	16.3%	15.6%

Table 44. Gambling participation by social grade among those who gamble (2023)

	ABC1 (5879)	C2DE (5134)
National Lottery inc. Thunderball, EuroMillions	71.5%	69.7%
Tickets for other/charity lotteries	28.8%	23.9%
Scratch cards	25.8%	33.3%
Gaming machines in a bookmakers	2.3%	2.5%
Fruit or slot machines	5.2%	5.7%
Bingo (including online)	7.5%	9.1%
Gambling in a casino (any type)	3.2%	2.5%
Online casino games (slot machine style, roulette, poker, instant wins)	7.7%	8.4%
Betting on horse or dog races – online	11.8%	11.3%
Betting on horse or dog races – in person	5.7%	4.8%
Betting on football – online	16.1%	14.5%
Betting on football – in person	2.6%	3.2%
Betting on other sports – online	8.2%	6.4%
Betting on other sports – in person	1.4%	1.4%
Loot boxes	1.7%	1.8%
Other type of gambling	3.1%	2.2%
Net: Any online gambling	26.8%	25.7%

Table 45. Gambling participation by ethnicity (2023)

	White (15897)	Black (468)	Asian (1116)	Mixed (603)	Other (94)
National Lottery inc. Thunderball, EuroMillions	44.2%	40.2%	27.9%	41.1%	28.7%
Tickets for other/charity lotteries	16.7%	13.1%	9.7%	15.5%	7.8%
Scratch cards	18.1%	19.8%	12.0%	21.0%	10.5%
Gaming machines in a bookmakers	1.3%	5.0%	2.3%	3.7%	1.3%
Fruit or slot machines	3.2%	5.7%	3.7%	5.1%	2.8%
Bingo (including online)	5.1%	7.4%	3.4%	4.6%	3.0%
Gambling in a casino (any type)	1.6%	4.2%	2.6%	3.2%	4.1%
Online casino games (slot machine style, roulette, poker, instant wins)	4.7%	8.3%	5.6%	7.0%	3.4%
Betting on horse or dog races – online	7.4%	5.1%	3.3%	5.3%	5.0%
Betting on horse or dog races – in person	3.3%	4.0%	1.2%	3.6%	0.7%
Betting on football – online	9.3%	16.9%	6.3%	11.0%	10.7%
Betting on football – in person	1.6%	6.1%	1.6%	2.4%	1.7%
Betting on other sports – online	4.4%	8.8%	4.4%	5.6%	3.2%
Betting on other sports – in person	0.8%	2.9%	1.1%	2.6%	0.0%
Loot boxes	1.0%	1.4%	2.0%	1.7%	2.5%
Other type of gambling	1.6%	1.5%	0.9%	3.7%	0.7%
None of the above/Don't know	37.7%	39.9%	59.3%	39.0%	52.3%

Net: Any gambling	62.3%	60.1%	40.7%	61.0%	47.7%
Net: Any online gambling	16.0%	24.7%	11.9%	17.7%	16.1%

Table 46. Gambling participation by ethnicity among those who gamble (2023)

	White	Black	Asian	Mixed	Other
	(9875)	(274)	(450)	(372)	(42)
National Lottery inc. Thunderball, EuroMillions	71.0%	66.9%	68.4%	67.3%	60.1%
Tickets for other/charity lotteries	26.8%	21.8%	23.9%	25.5%	16.3%
Scratch cards	29.1%	32.9%	29.4%	34.5%	21.9%
Gaming machines in a bookmakers	2.0%	8.4%	5.6%	6.1%	2.7%
Fruit or slot machines	5.1%	9.4%	9.0%	8.3%	6.0%
Bingo (including online)	8.2%	12.3%	8.5%	7.6%	6.4%
Gambling in a casino (any type)	2.5%	7.0%	6.4%	5.2%	8.5%
Online casino games (slot machine style, roulette, poker, instant wins)	7.5%	13.8%	13.7%	11.5%	7.1%
Betting on horse or dog races – online	11.9%	8.5%	8.1%	8.7%	10.5%
Betting on horse or dog races – in person	5.3%	6.7%	2.9%	5.8%	1.6%
Betting on football – online	15.0%	28.0%	15.4%	17.9%	22.5%
Betting on football – in person	2.6%	10.2%	4.0%	4.0%	3.7%
Betting on other sports – online	7.0%	14.7%	10.8%	9.2%	6.8%
Betting on other sports – in person	1.2%	4.8%	2.7%	4.2%	0.0%
Loot boxes	1.6%	2.3%	4.9%	2.7%	5.3%

Other type of gambling	2.6%	2.5%	2.3%	6.1%	1.5%
Net: Any online gambling	25.7%	41.0%	29.3%	29.1%	33.8%

Table 47. Gambling participation by ethnicity and study year

	White					Ethnic minority				
Year	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Base size	(10,778)	(16,534)	(15,679)	(16,047)	(15,987)	(1,383)	(2,345)	(2,359)	(2,258)	(2,281)
National Lottery including Thunderball, EuroMillions	45.3%	42.1%	45.1%	45.7%	44.2%	35.4%	34.8%	36.5%	34.7%	32.9%
Tickets for other/charity lotteries	14.4%	14.5%	14.7%	14.8%	16.7%	9.0%	8.6%	8.7%	9.2%	11.5%
Scratch cards	19.3%	17.2%	16.5%	16.8%	18.1%	15.8%	14.9%	14.1%	15.4%	15.2%
Gaming machines in a bookmakers	1.1%	0.7%	0.9%	0.8%	1.3%	2.0%	2.3%	2.4%	2.8%	3.0%
Fruit or slot machines	3.5%	2.1%	2.2%	2.7%	3.2%	4.2%	2.1%	3.7%	4.0%	4.3%
Bingo (including online)	5.1%	3.6%	3.7%	4.4%	5.1%	3.2%	2.9%	3.6%	3.8%	4.4%
Gambling in a casino (any type)	1.8%	1.0%	1.1%	1.5%	1.6%	3.1%	2.3%	2.2%	2.8%	3.1%
Online casino games (slot machine style, roulette, poker, instant wins)	3.0%	3.6%	3.9%	4.2%	4.7%	3.2%	3.6%	5.7%	4.8%	6.3%
Betting on horse or dog	6.7%	5.2%	6.2%	6.6%	7.4%	3.9%	3.4%	3.4%	3.3%	4.1%

races – online										
Betting on horse or dog races – in person	5.3%	1.7%	2.1%	3.1%	3.3%	3.4%	1.8%	2.3%	1.7%	2.2%
Betting on football – online	8.6%	7.8%	8.2%	8.6%	9.3%	7.5%	8.6%	8.8%	6.9%	9.4%
Betting on football – in person	2.5%	1.4%	1.3%	1.2%	1.6%	2.3%	1.9%	2.6%	2.3%	2.6%
Betting on other sports – online	4.1%	3.6%	3.5%	3.5%	4.4%	4.3%	3.9%	4.5%	3.6%	5.4%
Betting on other sports – in person	0.7%	0.6%	0.4%	0.4%	0.8%	1.1%	1.0%	1.6%	1.4%	1.7%
Loot boxes	n/a	n/a	0.6%	0.8%	1.0%	n/a	n/a	1.0%	1.2%	1.8%
Other type of gambling	1.8%	1.8%	1.4%	1.4%	1.6%	1.4%	1.7%	1.5%	1.9%	1.6%
None of the above/Don't know	37.6%	42.9%	39.8%	38.4%	37.7%	48.4%	51.8%	49.1%	49.9%	51.2%
Net: Any gambling	62.4%	57.1%	60.2%	61.6%	62.3%	51.6%	48.2%	50.9%	50.1%	48.8%
Net: Any online gambling	13.6%	12.2%	14.0%	14.6%	16.0%	12.1%	12.4%	14.6%	12.1%	15.7%

Table 48. Gambling participation by ethnicity and study year among those who gamble

	White					Ethnic minority				
Year	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Base size	(6,702)	(9,426)	(9,417)	(9.874)	(9,875)	(713)	(1,139)	(1,190)	(1,142)	(1,138)
National Lottery including Thunderball, EuroMillions	72.7%	73.7%	74.9%	74.1%	71.0%	68.6%	72.1%	71.6%	69.2%	67.4%

Tickets for other/charity lotteries	23.0%	25.3%	24.4%	24.0%	26.8%	17.3%	17.9%	17.1%	18.5%	23.5%
Scratch cards	30.9%	30.1%	27.4%	27.3%	29.1%	30.7%	30.9%	27.7%	30.7%	31.2%
Gaming machines in a bookmakers	1.8%	1.3%	1.5%	1.3%	2.0%	3.9%	4.8%	4.7%	5.5%	6.2%
Fruit or slot machines	5.5%	3.7%	3.6%	4.4%	5.1%	8.1%	4.4%	7.2%	8.0%	8.8%
Bingo (including online)	8.2%	6.3%	6.1%	7.2%	8.2%	6.2%	6.0%	7.1%	7.6%	9.0%
Gambling in a casino (any type)	2.9%	1.7%	1.9%	2.4%	2.5%	6.0%	4.7%	4.3%	5.5%	6.4%
Online casino games (slot machine style, roulette, poker, instant wins)	4.8%	6.3%	6.6%	6.8%	7.5%	6.2%	7.6%	11.1%	9.6%	12.9%
Betting on horse or dog races – online	10.8%	9.1%	10.3%	10.8%	11.9%	7.6%	7.0%	6.7%	6.6%	8.5%
Betting on horse or dog races – in person	8.5%	3.0%	3.5%	5.0%	5.3%	6.6%	3.8%	4.6%	3.5%	4.5%
Betting on football – online	13.7%	13.6%	13.6%	14.0%	15.0%	14.6%	17.9%	17.2%	13.8%	19.3%
Betting on football – in person	4.0%	2.5%	2.1%	1.9%	2.6%	4.5%	3.9%	5.1%	4.7%	5.4%
Betting on other sports – online	6.6%	6.3%	5.7%	5.7%	7.0%	8.3%	8.1%	8.8%	7.2%	11.1%

Betting on other sports – in person	1.2%	1.0%	0.7%	0.6%	1.2%	2.1%	2.1%	3.1%	2.7%	3.5%
Loot boxes	n/a	n/a	1.1%	1.2%	1.6%	n/a	n/a	1.9%	2.3%	3.7%
Other type of gambling	2.9%	3.1%	2.3%	2.2%	2.6%	2.8%	3.5%	3.0%	3.8%	3.3%
Net: Any online gambling	21.8%	21.4%	23.2%	23.7%	25.7%	23.4%	25.8%	28.7%	24.2%	32.1%

Table 49. Gambling participation by IMD (2023)

	Bottom 30% (5220)	Middle 40% (7226)	Top 30% (5715)
National Lottery inc. Thunderball, EuroMillions	41.4%	43.5%	43.7%
Tickets for other/charity lotteries	15.2%	16.3%	16.8%
Scratch cards	20.5%	18.1%	15.0%
Gaming machines in a bookmakers	2.3%	1.4%	0.8%
Fruit or slot machines	4.3%	3.1%	2.8%
Bingo (including online)	6.8%	5.0%	3.3%
Gambling in a casino (any type)	2.2%	1.7%	1.4%
Online casino games (slot machine style, roulette, poker, instant wins)	6.4%	4.7%	3.7%
Betting on horse or dog races – online	6.6%	6.8%	7.7%
Betting on horse or dog races – in person	3.3%	3.1%	3.2%
Betting on football – online	10.4%	9.1%	8.6%
Betting on football – in person	2.6%	1.7%	1.0%
Betting on other sports – online	4.9%	4.2%	4.4%
Betting on other sports – in person	1.2%	0.8%	0.5%
Loot boxes	1.4%	1.0%	0.9%

Other type of gambling	1.7%	1.7%	1.4%
None of the above/Don't know	38.5%	39.0%	40.1%
Net: Any gambling	61.5%	61.0%	59.9%
Net: Any online gambling	17.5%	15.8%	14.9%

Table 50. Gambling participation by IMD among those who gamble (2023)

	Bottom 30% (3188)	Middle 40% (4408)	Top 30% (3408)
National Lottery inc. Thunderball, EuroMillions	67.3%	71.2%	73.0%
Tickets for other/charity lotteries	24.6%	26.6%	28.1%
Scratch cards	33.3%	29.6%	25.1%
Gaming machines in a bookmakers	3.7%	2.3%	1.3%
Fruit or slot machines	6.9%	5.0%	4.7%
Bingo (including online)	11.1%	8.3%	5.6%
Gambling in a casino (any type)	3.6%	2.9%	2.3%
Online casino games (slot machine style, roulette, poker, instant wins)	10.4%	7.7%	6.1%
Betting on horse or dog races – online	10.7%	11.2%	12.8%
Betting on horse or dog races – in person	5.4%	5.1%	5.3%
Betting on football – online	17.0%	15.0%	14.3%
Betting on football – in person	4.2%	2.8%	1.7%
Betting on other sports – online	7.9%	6.9%	7.4%
Betting on other sports – in person	2.0%	1.4%	0.9%
Loot boxes	2.2%	1.7%	1.5%
Other type of gambling	2.8%	2.8%	2.4%
Net: Any online gambling	28.5%	25.8%	24.9%

Table 51. Gambling participation by region (2023)

	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
	(745)	(2,104)	(1,547)	(1,360)	(1,644)	(1,767)	(2,317)	(2,588)	(1,616)	(914)	(1,576)
National Lottery inc. Thunderball, EuroMillions	47.3%	45.0%	43.0%	43.6%	43.9%	43.0%	38.6%	41.9%	42.6%	45.6%	44.0%
Tickets for other/charity lotteries	15.0%	17.9%	16.4%	16.1%	16.7%	16.5%	13.4%	16.9%	16.6%	17.5%	14.7%
Scratch cards	21.1%	18.4%	16.6%	16.5%	20.4%	18.5%	16.2%	17.3%	18.0%	19.9%	16.1%
Gaming machines in a bookmakers	0.9%	1.6%	1.4%	1.1%	1.9%	1.0%	3.4%	0.7%	0.7%	1.0%	1.2%
Fruit or slot machines	2.8%	3.9%	2.8%	4.4%	3.2%	3.4%	4.2%	2.9%	3.3%	2.2%	2.6%
Bingo (including online)	8.2%	5.8%	4.8%	5.8%	5.6%	4.7%	5.0%	3.8%	4.1%	5.9%	4.2%
Gambling in a casino (any type)	0.9%	2.3%	1.6%	1.5%	1.5%	1.2%	3.3%	1.8%	1.0%	1.3%	1.2%
Online casino games (slot machine style,	5.7%	5.3%	4.5%	4.8%	5.6%	4.9%	6.6%	3.9%	4.0%	3.8%	3.8%

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roulette, poker, instant wins)											
Betting on horse or dog races – online	8.6%	8.2%	7.7%	7.7%	7.8%	7.4%	6.0%	6.0%	6.8%	4.8%	7.0%
Betting on horse or dog races – in person	4.4%	3.7%	4.4%	2.6%	4.3%	3.1%	2.8%	3.1%	2.2%	1.3%	3.1%
Betting on football – online	12.3%	12.0%	9.1%	10.1%	10.2%	9.8%	10.3%	6.4%	7.2%	5.9%	10.0%
Betting on football – in person	2.3%	2.3%	2.1%	1.4%	2.1%	1.1%	3.0%	0.7%	0.6%	1.4%	2.0%
Betting on other sports – online	4.9%	5.2%	4.1%	3.9%	4.9%	4.0%	5.7%	3.2%	4.5%	4.7%	4.2%
Betting on other sports – in person	0.7%	1.0%	0.6%	0.7%	1.2%	0.6%	2.1%	0.4%	0.2%	0.7%	0.6%
Loot boxes	1.3%	1.2%	1.3%	0.9%	1.0%	0.8%	1.5%	1.1%	1.0%	0.6%	0.9%
Other type of gambling	0.8%	2.2%	1.8%	1.4%	2.1%	1.2%	1.6%	1.8%	1.4%	1.1%	1.3%
None of the above/Don't know	32.4%	36.7%	38.1%	37.2%	36.7%	39.9%	44.2%	40.2%	41.1%	38.9%	39.2%
Net: Any gambling	67.6%	63.3%	61.9%	62.8%	63.3%	60.1%	55.8%	59.8%	58.9%	61.1%	60.8%

Net: Any online gambling	18.9%	18.3%	15.7%	17.2%	17.0%	16.0%	17.3%	13.1%	14.7%	13.0%	15.4%

Table 52. Gambling participation by region among those who gamble (2023)

	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
	(500)	(1,324)	(952)	(851)	(1,039)	(1,058)	(1,287)	(1,546)	(948)	(556)	(952)
National Lottery inc. Thunderball, EuroMillions	70.0%	71.0%	69.4%	69.5%	69.3%	71.5%	69.2%	70.1%	72.3%	74.6%	72.3%
Tickets for other/charity lotteries	22.2%	28.3%	26.5%	25.6%	26.4%	27.4%	24.0%	28.2%	28.3%	28.7%	24.2%
Scratch cards	31.2%	29.1%	26.8%	26.4%	32.2%	30.9%	29.0%	29.0%	30.6%	32.6%	26.4%
Gaming machines in a bookmakers	1.3%	2.6%	2.3%	1.7%	3.1%	1.6%	6.0%	1.2%	1.2%	1.6%	1.9%
Fruit or slot machines	4.1%	6.2%	4.5%	6.9%	5.1%	5.7%	7.4%	4.8%	5.6%	3.6%	4.2%
Bingo (including online)	12.1%	9.1%	7.8%	9.2%	8.8%	7.8%	8.9%	6.4%	7.0%	9.7%	7.0%
Gambling in a casino (any type)	1.4%	3.6%	2.6%	2.4%	2.4%	1.9%	6.0%	2.9%	1.7%	2.1%	2.0%
Online casino games (slot machine style,	8.4%	8.4%	7.2%	7.7%	8.8%	8.1%	11.8%	6.6%	6.8%	6.2%	6.2%

roulette, poker, instant wins)											
Betting on horse or dog races – online	12.7%	13.0%	12.4%	12.2%	12.3%	12.3%	10.8%	10.1%	11.6%	7.8%	11.6%
Betting on horse or dog races – in person	6.5%	5.9%	7.0%	4.2%	6.8%	5.2%	5.0%	5.2%	3.7%	2.1%	5.1%
Betting on football – online	18.1%	19.0%	14.6%	16.1%	16.1%	16.2%	18.4%	10.7%	12.3%	9.6%	16.5%
Betting on football – in person	3.4%	3.6%	3.4%	2.2%	3.3%	1.9%	5.4%	1.2%	1.0%	2.3%	3.3%
Betting on other sports – online	7.3%	8.2%	6.6%	6.3%	7.8%	6.7%	10.2%	5.3%	7.7%	7.7%	7.0%
Betting on other sports – in person	1.0%	1.6%	1.0%	1.2%	1.8%	1.1%	3.8%	0.7%	0.4%	1.1%	1.1%
Loot boxes	2.0%	1.9%	2.1%	1.4%	1.6%	1.4%	2.6%	1.8%	1.8%	1.0%	1.6%
Other type of gambling	1.2%	3.5%	3.0%	2.2%	3.4%	2.0%	2.9%	3.0%	2.3%	1.8%	2.1%
Net: Any online gambling	28.0%	28.9%	25.4%	27.4%	26.8%	26.7%	31.0%	21.9%	25.0%	21.3%	25.4%

Table 53. PGSI score categories – by gender and study year

	Men					Women				
Year	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Base size	(5971)	(9020)	(8389)	(8653)	(8816)	(6190)	(9859)	(9649)	(9652)	(9362)
Non-gambler	36.3%	39.7%	37.3%	36.3%	36.1%	41.4%	47.8%	44.1%	42.9%	42.2%
PGSI 0	46.7%	44.5%	46.5%	46.6%	47.0%	49.0%	44.1%	46.5%	47.3%	48.3%
PGSI 1-2	8.9%	8.3%	8.7%	9.0%	8.0%	5.6%	4.5%	5.3%	6.1%	5.5%
PGSI 3-7	4.5%	4.2%	3.8%	4.1%	4.8%	2.1%	2.0%	2.1%	1.9%	2.3%
PGSI 8+	3.6%	3.3%	3.7%	4.0%	4.1%	1.9%	1.5%	2.0%	1.8%	1.8%
PGSI 1+	17.0%	15.8%	16.2%	17.1%	16.9%	9.6%	8.1%	9.3%	9.8%	9.5%

Table 54. PGSI score categories – by gender and study year among those who gamble

Gender	Men					Women				
Year	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Base size	(3801)	(5464)	(5281)	(5536)	(5627)	(3614)	(5101)	(5326)	(5480)	(5386)
PGSI 0	73.4%	73.9%	74.1%	73.1%	73.6%	83.7%	84.6%	83.3%	82.9%	83.6%
PGSI 1-2	13.9%	13.8%	13.9%	14.1%	12.5%	9.5%	8.6%	9.5%	10.7%	9.4%
PGSI 3-7	7.1%	7.0%	6.1%	6.5%	7.4%	3.6%	3.9%	3.7%	3.4%	3.9%
PGSI 8+	5.6%	5.4%	5.9%	6.3%	6.5%	3.2%	2.9%	3.5%	3.1%	3.1%
PGSI 1+	26.6%	26.1%	25.9%	26.9%	26.4%	16.3%	15.4%	16.7%	17.1%	16.4%

Table 55. PGSI score categories – by age and study year

Age	18-24					25-34					35-54					55+				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	(1,437)	(2,219)	(2,089)	(2,158)	(2,167)	(3,141)	(3,415)	(3,131)	(3,180)	(3,321)	(4,078)	(6,579)	(6,460)	(6,443)	(6,283)	(4,621)	(6,666)	(6,358)	(6,563)	(6,407)
Non-gambler	57.4%	64.5%	58.7%	57.3%	61.5%	41.1%	46.6%	44.0%	41.9%	44.6%	32.4%	36.9%	35.6%	33.9%	31.8%	38.4%	42.9%	38.8%	38.7%	36.9%
PGSI 0	25.7%	19.8%	23.7%	22.3%	19.8%	39.6%	35.1%	38.6%	37.9%	35.0%	52.0%	49.3%	49.2%	51.2%	52.7%	54.4%	51.0%	54.1%	54.3%	56.9%
PGSI 1-2	8.0%	7.2%	6.7%	8.5%	7.9%	9.2%	8.7%	8.3%	10.2%	8.4%	8.3%	7.3%	8.7%	8.3%	8.2%	5.1%	4.3%	5.0%	5.3%	4.2%
PGSI 3-7	3.7%	3.9%	3.9%	3.4%	4.6%	4.7%	4.9%	3.8%	4.6%	5.3%	4.2%	3.8%	3.8%	4.0%	4.4%	1.7%	1.4%	1.6%	1.3%	1.5%
PGSI 8+	5.1%	4.6%	7.1%	8.5%	6.2%	5.4%	4.8%	5.3%	5.4%	6.7%	3.2%	2.6%	2.7%	2.6%	2.8%	0.5%	0.4%	0.5%	0.4%	0.5%
PGSI 1+	16.9%	15.7%	17.6%	20.5%	18.7%	19.3%	18.3%	17.4%	20.2%	20.4%	15.7%	13.8%	15.2%	14.8%	15.4%	7.2%	6.1%	7.1%	7.0%	6.2%

Table 56. PGSI categories – by age and study year among those who gamble

Age	18-24					25-34					35-54					55+				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	(613)	(778)	(850)	(913)	(827)	(1,194)	(1,834)	(1,733)	(1,826)	(1,855)	(2,761)	(4,150)	(4,137)	(4,254)	(4,275)	(2,847)	(3,803)	(3,887)	(4,023)	(4,056)
PGSI 0	60.3%	55.7%	57.3%	52.1%	51.3%	67.2%	65.7%	69.0%	65.2%	63.2%	76.8%	78.1%	76.5%	77.5%	77.4%	88.3%	89.4%	88.4%	88.6%	90.1%
PGSI 1-2	18.9%	20.3%	16.1%	19.9%	20.5%	15.6%	16.2%	14.8%	17.6%	15.2%	12.3%	11.6%	13.5%	12.6%	12.1%	8.2%	7.4%	8.1%	8.7%	6.7%
PGSI 3-7	8.8%	11.0%	9.4%	8.0%	12.1%	8.1%	9.1%	6.7%	7.8%	9.5%	6.2%	6.1%	5.8%	6.0%	6.4%	2.8%	2.5%	2.6%	2.2%	2.4%
PGSI 8+	12.0%	13.0%	17.1%	20.0%	16.1%	9.2%	9.0%	9.5%	9.3%	12.1%	4.7%	4.2%	4.2%	3.9%	4.1%	0.7%	0.7%	0.9%	0.6%	0.7%
PGSI 1+	39.7%	44.3%	42.7%	47.9%	48.7%	32.8%	34.3%	31.0%	34.8%	36.8%	23.2%	21.9%	23.5%	22.5%	22.6%	11.7%	10.6%	11.6%	11.4%	9.9%

Table 57. PGSI score categories – by IMD and study year

IMD	Bottom 30%				Middle 40%				Top 30%			
	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023
	(5,276)	(5,099)	(5,111)	(5,220)	(7,567)	(7,094)	(7,453)	(7,226)	(5.987)	(5,809)	(5,736)	(5,715)
Non-gambler	42.0%	38.8%	38.6%	38.5%	43.8%	40.7%	40.7%	39.0%	45.6%	42.7%	39.2%	40.1%
PGSI 0	43.5%	44.7%	44.6%	45.0%	44.5%	47.5%	46.5%	48.4%	44.8%	46.8%	49.5%	49.3%
PGSI 1-2	7.2%	8.0%	8.4%	7.2%	6.4%	6.6%	7.4%	6.7%	5.6%	6.6%	6.9%	6.2%
PGSI 3-7	4.0%	3.9%	4.4%	4.9%	3.0%	2.8%	2.6%	3.3%	2.4%	2.3%	2.3%	2.5%
PGSI 8+	3.4%	4.7%	4.0%	4.4%	2.2%	2.4%	2.7%	2.7%	1.6%	1.6%	2.1%	1.9%
PGSI 1+	14.6%	16.5%	16.7%	16.6%	11.7%	11.8%	12.7%	12.6%	9.6%	10.5%	11.3%	10.5%

Table 58. PGSI score categories – by IMD and study year among those who gamble

IMD	Bottom 30%				Middle 40%				Top 30%			
	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023
	(3,044)	(3,086)	(3,134)	(3,188)	(4,240)	(4,180)	(4,405)	(4,408)	(3,253)	(3,317)	(3,474)	(3,408)
PGSI 0	74.9%	73.0%	72.7%	73.1%	79.2%	80.1%	78.5%	79.3%	82.3%	81.7%	81.5%	82.4%
PGSI 1-2	12.4%	13.1%	13.7%	11.7%	11.4%	11.1%	12.5%	10.9%	10.3%	11.5%	11.4%	10.4%
PGSI 3-7	6.8%	6.3%	7.1%	8.0%	5.4%	4.7%	4.5%	5.3%	4.5%	4.1%	3.7%	4.1%
PGSI 8+	5.8%	7.7%	6.5%	7.2%	4.0%	4.1%	4.5%	4.5%	3.0%	2.8%	3.5%	3.1%

	White				Black				Asian				Mixed				Other			
PGSI 1+	25.1%	27.0%	27.3%	26.9%	20.8%	19.9%	21.5%	20.7%	17.7%	18.3%	18.5%	17.6%								

Table 59. PGSI score categories – by ethnic group and study year

Ethnicity	White				Black				Asian				Mixed				Other			
	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023
	(16,534)	(15,679)	(16,047)	(15,897)	(482)	(507)	(476)	(468)	(1,256)	(1,226)	(1,138)	(1,116)	(512)	(511)	(537)	(603)	(95)	(115)	(107)	(94)
Non-gambler	42.9%	39.8%	38.4%	37.7%	47.2%	43.7%	42.8%	39.9%	56.4%	53.4%	56.9%	59.3%	41.3%	40.2%	37.3%	39.0%	59.9%	54.9%	48.0%	52.3%
PGSI 0	46.3%	48.7%	49.4%	50.2%	30.6%	32.8%	30.8%	32.0%	25.1%	25.5%	22.5%	22.9%	36.4%	36.0%	37.7%	38.4%	27.9%	27.8%	31.8%	24.1%
PGSI 1-2	6.1%	6.8%	7.4%	6.6%	10.3%	10.2%	11.2%	9.7%	7.2%	7.7%	7.1%	6.0%	10.2%	9.8%	11.3%	6.9%	5.7%	6.6%	2.8%	13.5%
PGSI 3-7	2.9%	2.6%	2.7%	3.1%	5.4%	5.2%	7.4%	7.6%	5.4%	5.3%	5.6%	6.0%	3.6%	6.5%	3.5%	7.7%	2.7%	2.7%	6.8%	0.6%
PGSI 8+	1.8%	2.1%	2.1%	2.4%	6.6%	8.2%	7.9%	10.9%	5.9%	8.2%	8.0%	5.9%	8.5%	7.6%	10.2%	7.9%	3.8%	8.1%	10.7%	9.5%
PGSI 1+	10.8%	11.6%	12.2%	12.1%	22.3%	23.6%	26.5%	28.2%	18.5%	21.1%	20.7%	17.9%	22.3%	23.8%	25.0%	22.6%	12.2%	17.3%	20.2%	23.6%

Table 60. PGSI score categories – by ethnic group and study year among those who gamble

Ethnicity	White				Black				Asian				Mixed				Other			
	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023
	(9,426)	(9,417)	(9,847)	(9,875)	(255)	(282)	(268)	(274)	(542)	(548)	(486)	(450)	(302)	(310)	(334)	(372)	(40)	(50)	(54)	(42)

PGSI 0	81.1%	80.8%	80.2%	80.6%	57.8%	58.2%	53.8%	53.2%	57.5%	54.6%	52.1%	56.1%	62.0%	60.2%	60.1%	63.0%	69.6%	61.6%	61.1%	50.5%
PGSI 1-2	10.7%	11.3%	12.0%	10.6%	19.4%	18.1%	19.5%	16.1%	16.6%	16.5%	16.4%	14.6%	17.3%	16.3%	18.1%	11.3%	14.3%	14.5%	5.3%	28.2%
PGSI 3-7	5.0%	4.4%	4.3%	5.0%	10.2%	9.2%	12.9%	12.6%	12.4%	11.4%	13.0%	14.6%	6.2%	10.8%	5.6%	12.6%	6.6%	5.9%	13.0%	1.4%
PGSI 8+	3.2%	3.6%	3.5%	3.8%	12.5%	14.5%	13.8%	18.1%	13.4%	17.6%	18.5%	14.6%	14.5%	12.7%	16.3%	13.0%	9.5%	17.9%	20.6%	19.9%
PGSI 1+	18.9%	19.2%	19.8%	19.4%	42.2%	41.8%	46.2%	46.8%	42.5%	45.4%	47.9%	43.9%	38.0%	39.8%	39.9%	37.0%	30.4%	38.4%	38.9%	49.5%

Table 61. PGSI score categories – by social grade and study year

	ABC1					C2DE				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	(6,535)	(10,252)	(9,836)	(9,839)	(9,684)	(5,626)	(8,627)	(8,202)	(8,466)	(8,494)
Non-gambler	40.2%	45.5%	42.0%	40.8%	39.1%	37.4%	42.0%	39.4%	38.4%	39.3%
PGSI 0	47.6%	43.8%	46.0%	46.9%	48.1%	48.3%	44.9%	47.1%	47.1%	47.3%
PGSI 1-2	6.9%	6.0%	6.5%	7.0%	6.6%	7.5%	6.8%	7.6%	8.1%	6.7%
PGSI 3-7	2.8%	2.7%	2.9%	2.5%	3.2%	3.9%	3.6%	3.0%	3.6%	3.7%
PGSI 8+	2.5%	2.0%	2.7%	2.8%	2.9%	3.0%	2.8%	2.9%	2.9%	3.0%
PGSI 1+	12.2%	10.7%	12.0%	12.3%	12.8%	14.3%	13.1%	13.5%	14.6%	13.4%

Table 62. PGSI score categories – by social grade and study year among those who gamble

	ABC1					C2DE				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	(3,898)	(5,570)	(5,677)	(5,812)	(5,879)	(5,626)	(4,995)	(4,930)	(5,204)	(5,134)
PGSI 0	79.6%	80.4%	79.3%	79.2%	79.0%	77.1%	77.4%	77.7%	76.4%	77.8%
PGSI 1-2	11.5%	11.0%	11.2%	11.9%	10.9%	12.0%	11.7%	12.5%	13.1%	11.1%
PGSI 3-7	4.7%	4.9%	4.9%	4.2%	5.3%	6.1%	6.2%	5.0%	5.8%	6.2%
PGSI 8+	4.2%	3.7%	4.6%	4.8%	4.8%	4.7%	4.7%	4.8%	4.7%	4.9%
PGSI 1+	20.4%	19.6%	20.7%	20.8%	21.0%	22.9%	22.6%	22.3%	23.6%	22.2%

Table 63. PGSI score categories - by region (2023)

	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
	(745)	(2,104)	(1,547)	(1,360)	(1,644)	(1,767)	(2,317)	(2,588)	(1,616)	(914)	(1,576)
Non-gambler	32.4%	36.7%	38.1%	37.2%	36.7%	39.9%	44.2%	40.2%	41.1%	38.9%	39.2%
PGSI 0	53.9%	48.9%	50.3%	51.0%	48.6%	47.8%	36.4%	49.0%	48.6%	49.7%	50.1%
PGSI 1-2	7.2%	7.2%	6.2%	6.0%	7.3%	7.2%	7.2%	5.9%	6.5%	5.8%	6.7%
PGSI 3-7	3.7%	3.8%	3.0%	3.5%	3.7%	3.2%	5.6%	3.3%	2.5%	2.6%	2.0%
PGSI 8+	2.8%	3.4%	2.5%	2.2%	3.8%	1.8%	6.6%	1.7%	1.2%	3.0%	2.0%
PGSI 1+	13.7%	14.4%	11.7%	11.8%	14.8%	12.2%	19.4%	10.8%	10.3%	11.4%	10.7%

Table 64. PGSI score categories - by region among those who gamble (2023)

	North East	North West	Yorkshire and Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
	(500)	(1,324)	(952)	(851)	(1,039)	(1,058)	(1,287)	(1,546)	(948)	(556)	(952)
PGSI 0	79.7%	77.3%	81.1%	81.3%	76.7%	79.7%	65.2%	81.9%	82.5%	81.3%	82.4%
PGSI 1-2	10.7%	11.4%	10.0%	9.6%	11.5%	12.0%	12.9%	9.8%	11.1%	9.5%	11.1%
PGSI 3-7	5.4%	5.9%	4.8%	5.6%	5.9%	5.4%	10.0%	5.5%	4.3%	4.2%	3.3%
PGSI 8+	4.2%	5.3%	4.0%	3.5%	5.9%	3.0%	11.9%	2.8%	2.1%	5.0%	3.2%
PGSI 1+	20.3%	22.7%	18.9%	18.7%	23.3%	20.3%	34.8%	18.1%	17.5%	18.7%	17.6%

Table 65. PGSI or affected other status - by region (2023)

	Affected other	PGSI 1+ or affected other	PGSI 8+ or affected other
North East	6.9%	18.6%	8.9%
North West	8.1%	20.4%	10.8%
Yorkshire and Humber	7.5%	17.4%	9.2%
East Midlands	7.1%	17.5%	8.9%
West Midlands	7.4%	19.7%	10.3%
East of England	5.9%	17.0%	7.4%
London	8.0%	24.1%	12.6%
South East	6.2%	15.6%	7.4%
South West	6.6%	15.9%	7.5%
Wales	5.7%	15.8%	8.3%
Scotland	6.3%	16.2%	8.1%
Net: Great Britain	7.0%	18.3%	9.2%

Table 66. Motivators to seek support by PGSI category – rebased to only those who report they need to cut down on their gambling (2023)

	PGSI 0 (903)	PGSI 1-2 (255)	PGSI 3-7 (306)	PGSI 8+ (495)	PGSI 1+ (1056)	All who gamble (1,959)
My partner speaking to me about it	5%	13%	16%	19%	17%	11%
My family member or friend speaking to me about it	5%	12%	21%	19%	18%	11%
My GP suggesting that it might be helpful	3%	5%	9%	13%	10%	7%
Being aware that support was available	6%	10%	16%	21%	17%	12%
Knowing that I could refer myself for support without going through a GP	3%	6%	11%	13%	11%	7%
Knowing that support was easy to access	5%	14%	14%	23%	18%	12%
Knowing that support was free of charge	6%	13%	21%	25%	21%	14%
Knowing that treatment and support would be completely confidential	4%	10%	17%	24%	18%	11%
Knowing that I could see someone face to face	3%	7%	11%	17%	13%	8%

Knowing that I could get help online	3%	14%	17%	25%	20%	12%
Knowing that I could get help by phone	3%	6%	12%	19%	13%	8%
Other	6%	0%	1%	1%	1%	4%
Not sure	17%	25%	19%	9%	16%	17%
Nothing would motivate me to do this	58%	32%	17%	4%	15%	36%
Net: A partner or family member speaking about it	8%	19%	30%	24%	29%	19%
Net: Awareness of accessing support	7%	17%	19%	31%	24%	16%
Net: Awareness of channels	7%	20%	28%	48%	35%	21%