

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 22 September 2025 12:45:00

---

That is good news – nice one

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Friday, September 19, 2025 5:17 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Fw: Updated GSGB guidance

Good news!

---

**From:** [REDACTED]  
**Sent:** 19 September 2025 16:19  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Thanks for sending this over – it's great to see the updated guidance and it's clearly been thoughtfully put together. We don't have any specific feedback, other than to say it looks good.

With the next GSGB publication date approaching, it would be helpful to schedule a catch-up to discuss how you've met the requirements outlined in the review.

Do you have any availability during the week commencing 29th September? [REDACTED] and I are both free at the following times on Thursday 2nd October:

- 1:00–2:30pm
- 4:00–5:00pm

Let me know what works best for you.

Kind regards,

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** 16 September 2025 09:23

**To:** [REDACTED]  
[REDACTED]

**Cc:** [REDACTED]@gamblingcommission.gov.uk>

**Subject:** Updated GSGB guidance

Caution: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi [REDACTED]

Hope you are both well.

Just by way of a quick update, we are in the process of updating our GSGB guidance following the publication of the research I shared with you in August to understand the variation in gambling estimates by survey mode.

Given the findings of the research and therefore our increased confidence in the estimates produced by GSGB, we have updated the guidance to remove some of the caution we previously advised around over estimation. We do of course use the guidance to remind users that a survey like the GSGB produces estimates and that confidence intervals should be taken into account, alongside other wider evidence.

We would really appreciate it if you could review our guidance and let us know if you have any feedback, if there are any areas you think we should be strengthening in line with the Code of Practice?

Our plan is to share the guidance with our user group for feedback, before publishing around the end of September ahead of the publication of our 2<sup>nd</sup> Annual Report of the GSGB.

Look forward to hearing from you

[REDACTED]

[REDACTED]

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Working DRAFT OASIS Comms Plan - GSGB 2025"  
**Date:** 17 June 2025 16:01:24  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

-->  
-->



Working DRAFT OASIS Comms Plan - GSGB 2025.docx



You left a comment

OSR recommendation is that we provide notes to editors alongside any GSGB publications



[Redacted] left a comment

[Redacted] Could you advise how this would be handled from a practical perspective?



[Redacted] replied

You can do this in a variety of ways, in the form of a guidance page within the publications that is specifically targeted as information for media/journalists. This would be the ideal as it will sit with the content, adding information to press releases and blogs could then be as simple as adding a link to this guidance note.

---

*...nts that should be maintained through the life of. They are not suitable for presenting to Boards/Executive Directors for signoff. For this please use a presentation summarising the key aspects of each stage of the OASIS model.*

**Media** – Nationals and

### Objectives

The Commission seeks to be the authoritative, trusted and impartial voice on gambling behavior

The Commission's strategic focus for 2024 to 2027 includes using data and analytics to make g  
licensees. Our evidence gaps and priorities work enables the Commission to fulfil the commit

The Gambling Survey for Great Britain (GSGB) is one of the primary data sets as the official s  
our Evidence Gaps and Priorities Programme, GSGB will be used alongside other data sets to p

This communications plan, which continues on from the publication of the 1st GSGB Annual R  
Establish a proactive approach to communicating about GSGB to all stakeholder groups to pre



Stakeholder engagement around GSGB up to 31 March 2025 has included:

Quarterly publication of participation data accompanied by a blog post

Webinar to launch Annual Report (Evaluation: [HYPERLINK "https://gamblingcommission.sh%20Gambling%20Survey%20for%20Great%20Britain/Annual%20Report%20Launch%202025%](https://gamblingcommission.sh%20Gambling%20Survey%20for%20Great%20Britain/Annual%20Report%20Launch%202025%20)

Stakeholder engagement panels convened for Industry, Policy & Academics and Lived experie

Speaking Engagements: Speeches delivered by executives at various conferences and events at

The Gambling Commission's Spring Conferences have had focus on data and evidence gaps w

GSGB hub on Gambling Commission website

GSGB guidance notes updated on website Feb 2025

Blog posts on GC website

2 thematic reports published – Jan and Feb 2025

IWD special report on what GSGB reveals about women's experiences of gambling

Misuse of statistics - where instances of misuse of statistics have been identified, the Commiss

Social Media – the primary channel for GSGB content has been LinkedIn

GSGB User Group introduced

Invited expression of interest from Spring Conference attendees (March 2025)

Audience

Industry – operators and trade bodies

Researchers and Academics

DCMS & Government

Parliamentarians

Those with specific interest in gambling

Others

OSR

Media

Trade/Industry

Nationals/Regionals

Local Authorities

Public Health Authorities – NHS

Charities focused on gambling & prevention and treatment

GC Board

GC Colleagues

Expert/Advisory Groups

DAP

ABSG

Lived Experience

Industry Forum

Consumers – gamblers and connected persons

Wider public

International Regulators

Stakeholder Analysis: GSGB Stakeholder Analysis.xlsx

...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "Working DRAFT OASIS Comms Plan - GSGB 2025"  
**Date:** 14 July 2025 11:48:02  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Working DRAFT OASIS Comms Plan - GSGB 2025.docx



[REDACTED] left a comment

Other new channels might be - House of Commons/House of Lords Libraries, GC authored paper in a research journal or industry magazine (is this possible/practicable [REDACTED])

[REDACTED] You left a comment

Haven't we already put the 1st GSGB annual report in the HoL library? GC authored paper might be possible - but don't want to put a timescale on this - other than to say we will explore this as a possibility

[REDACTED] [REDACTED] left a comment

[REDACTED] will reach out again to his contact at the House Library to confirm if they have the AnnRep and if not what needs to happen

[REDACTED] replied

Update - we are to prepare and provide a brief to HoC/HoL Libraries with key stats and links to key documents.

---

*...ntained through the life of. They are not suitable for presenting to Boards/Executive Directors for signoff. For this please use a presentation summarising the key aspects of each stage of the OASIS model.*

•Distribute GSGB information & findings via

Objectives

The Commission seeks to be the authoritative, trusted and impartial voice on gambling behavior

The Commission's strategic focus for 2024 to 2027 includes using data and analytics to make g  
licensees. Our evidence gaps and priorities work enables the Commission to fulfil the commit

The Gambling Survey for Great Britain (GSGB) is one of the primary data sets as the official s  
our Evidence Gaps and Priorities Programme, GSGB will be used alongside other data sets to j

This communications plan, which continues on from the publication of the 1st GSGB Annual I  
Establish a proactive approach to communicating about GSGB to all stakeholder groups to pre  
Build on GSGB being the official statistics on gambling participation and prevalence in Great I  
Continue to build trust, address concerns and overcome misconceptions about GSGB by demo  
Maximize reach of the Commission's messaging around GSGB by using various communicati  
interests and concerns.

Showcase GSGB reports and insights within the broader landscape of research as a strand in a

#### Awareness & Authoritative Voice

Having made the data [HYPERLINK "https://beta.ukdataservice.ac.uk/datacatalogue/studies/stu](https://beta.ukdataservice.ac.uk/datacatalogue/studies/stu)  
comments, case studies - identify at least 1 case study and 1 supportive comment to be shared v  
Publish via the GC website and/or LinkedIn at least 4 proactive briefings/fact sheets/reports ab  
Distribute GSGB information & findings via 1 new channel (GC's podcast) during the 1st 6 m  
Transition GSGB Stakeholder Engagement groups to a GSGB User Group before the 2nd Ann

#### Social media and website views

10-15% increase in engagement with GSGB content on LinkedIn by 31 March 2026 (Baseline:  
10% increase in website views of statistics on the GSGB Hub by March 31 2026 to view the st  
["https://gamblingcommission.sharepoint.com/:b:/r/Corporate%20Affairs/Public%20Affairs%20July%202024%20to%20March%202025.pdf?csf=1&web=1&e=hXogr"](https://gamblingcommission.sharepoint.com/:b:/r/Corporate%20Affairs/Public%20Affairs%20July%202024%20to%20March%202025.pdf?csf=1&web=1&e=hXogr)GSGB Website stats

#### Use or Reporting of GSGB Data

By 31 Dec 2025 record a 50% decrease in instances of GSGB data misuse or misunderstanding  
["https://gamblingcommission.sharepoint.com/:x:/r/Data%20and%20Risk/Research%20and%20d=wa31a4a73d6054b3780a9d6f5d1247928&csf=1&web=1&e=jgOql4&nav=MTVfezQyRDc](https://gamblingcommission.sharepoint.com/:x:/r/Data%20and%20Risk/Research%20and%20d=wa31a4a73d6054b3780a9d6f5d1247928&csf=1&web=1&e=jgOql4&nav=MTVfezQyRDc)  
misuse/misunderstanding recorded by the GC via media monitoring and other content analysis  
Achieve a positive or balanced/neutral tone in 85% of media coverage or mentions of GSGB a  
[%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S](https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S)  
[d=w3da4db8449cc4d9e88a5d349d326a22d&csf=1&web=1&e=19Qy7n&nav=MTVfe0QzMT](https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S)  
["https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S](https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S)  
[d=w3da4db8449cc4d9e88a5d349d326a22d&csf=1&web=1&e=19Qy7n&nav=MTVfe0QzMT](https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S)

#### Internal Communications

R&S to deliver 3 GSGB presentations to colleagues by 31 March 2026 to raise awareness of th  
responding to a poll will confirm increased understanding of GSGB by scoring at least 4 out of  
[%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/Baseline%20](https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/Baseline%20)

Timeline of the development of GSGB from consultation launched December 2020 (GC Website Gambling Survey for Great Britain )

Timeline of milestones and communications activities: [HYPERLINK "https://gamblingcommission.gov.uk/Gambling%20Survey%20for%20Great%20Britain/GSGB\\_Timeline%20of%20Milestones"](https://gamblingcommission.gov.uk/Gambling%20Survey%20for%20Great%20Britain/GSGB_Timeline%20of%20Milestones)

Stakeholder engagement around GSGB up to 31 March 2025 has included:

Quarterly publication of participation data accompanied by a blog post

Webinar to launch Annual Report (Evaluation: [HYPERLINK "https://gamblingcommission.gov.uk/Gambling%20Survey%20for%20Great%20Britain/Annual%20Report%20Launch%202025"](https://gamblingcommission.gov.uk/Gambling%20Survey%20for%20Great%20Britain/Annual%20Report%20Launch%202025))

Stakeholder engagement panels convened for Industry, Policy & Academics and Lived experience Speaking Engagements: Speeches delivered by executives at various conferences and events at

The Gambling Commission's Spring Conferences have had focus on data and evidence gaps with GSGB hub on Gambling Commission website

GSGB guidance notes updated on website Feb 2025

Blog posts on GC website

2 thematic reports published – Jan and Feb 2025

IWD special report on what GSGB reveals about women's experiences of gambling

Misuse of statistics - where instances of misuse of statistics have been identified, the Commission

Social Media – the primary channel for GSGB content has been LinkedIn

GSGB User Group introduced

Invited expression of interest from Spring Conference attendees (March 2025)

Target audience/s Who –specifically –is/are the target/s for the messages? Demographics?

...during the 1st 6 months of 2025

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Working DRAFT OASIS Comms Plan - GSGB 2025"  
**Date:** 21 July 2025 17:53:44  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

-->  
-->



Working DRAFT OASIS Comms Plan - GSGB 2025.docx



[Redacted] left a comment

I hadn't seen this before. We need to discuss when you're back. Couple of edits made for now.

[Redacted] You left a comment

I think researchers and academics should be considered 'high power, high interest'

[Redacted] [Redacted] left a comment

Main comment on that is we appear to want everyone to be an advocate? Is that really realistic? Especially consumers? Suggest they not be required on a grid like this.

[Redacted] [Redacted] replied

Updating to reflect the nuances in the potential range of support for GSGB

---

*...nts that should be maintained through the life of. They are not suitable for presenting to Boards/Executive Directors for signoff. For this please use a presentation summarising the key aspects of each stage of the OASIS model.*

Stakeholder Analysis: ...

#### Awareness & Authoritative Voice

Having made the data [HYPERLINK "https://beta.ukdataservice.ac.uk/datacatalogue/studies/studies/studies"](https://beta.ukdataservice.ac.uk/datacatalogue/studies/studies) comments, case studies - identify at least 1 case study and 1 supportive comment to be shared via the GC website and/or LinkedIn at least 4 proactive briefings/fact sheets/reports about GSGB  
Publish via the GC website and/or LinkedIn at least 4 proactive briefings/fact sheets/reports about GSGB  
Distribute GSGB information & findings via 1 new channel (GC's podcast)  
Transition GSGB Stakeholder Engagement groups to a GSGB User Group before the 2nd Anniversary

#### Social media and website views

10-15% increase in engagement with GSGB content on LinkedIn by 31 March 2026 (Baseline: 10% increase in website views of statistics on the GSGB Hub by 31 March 2026 to view the statistics)  
["https://gamblingcommission.sharepoint.com/:b:/r/Corporate%20Affairs/Public%20Affairs%20"](https://gamblingcommission.sharepoint.com/:b:/r/Corporate%20Affairs/Public%20Affairs%20)

%20July%2024%20to%20March%2025.pdf?csf=1&web=1&e=hXogrR"GSGB Website stats

### Use or Reporting of GSGB Data

By 31 Dec 2025 record a 50% decrease in instances of GSGB data misuse or misunderstanding

"<https://gamblingcommission.sharepoint.com/:x:/r/Data%20and%20Risk/Research%20and%20d=wa31a4a73d6054b3780a9d6f5d1247928&csf=1&web=1&e=jgOql4&nav=MTVfezQyRDc>

misuse/misunderstanding recorded by the GC via media monitoring and other content analysis

Achieve a positive or balanced/neutral tone in 85% of media coverage or mentions of GSGB a

%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S

d=w3da4db8449cc4d9e88a5d349d326a22d&csf=1&web=1&e=19Qy7n&nav=MTVfe0QzMT

"<https://gamblingcommission.sharepoint.com/:x:/r/Corporate%20Affairs/Public%20Affairs%20%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/GSGB%20S>

d=w3da4db8449cc4d9e88a5d349d326a22d&csf=1&web=1&e=19Qy7n&nav=MTVfe0QzMT

### Internal Communications

R&S to deliver 3 GSGB presentations to colleagues by 31 March 2026 to raise awareness of th

responding to a poll will confirm increased understanding of GSGB by scoring at least 4 out of

%20Gambling%20Survey%20for%20Great%20Britain/OASIS%20Plan%202025/Baseline%2

d=w4d92eb4cc04541eb99cb5b7711a7aa87&csf=1&web=1&e=y9D7bc"Ref GPTW 2024 Que

Timeline of the development of GSGB from consultation launched December 2020 (GC Webs  
Gambling Survey for Great Britain )

Timeline of milestones and communications activities: HYPERLINK "<https://gamblingcommi>

%20Gambling%20Survey%20for%20Great%20Britain/GSGB\_Timeline%20of%20Milestones

Stakeholder engagement around GSGB up to 31 March 2025 has included:

Quarterly publication of participation data accompanied by a blog post

Webinar to launch Annual Report (Evaluation: HYPERLINK "<https://gamblingcommission.sh>

%20Gambling%20Survey%20for%20Great%20Britain/Annual%20Report%20Launch%202025%

Stakeholder engagement panels convened for Industry, Policy & Academics and Lived experie

Speaking Engagements: Speeches delivered by executives at various conferences and events at

The Gambling Commission's Spring Conferences have had focus on data and evidence gaps w

GSGB hub on Gambling Commission website

GSGB guidance notes updated on website Feb 2025

Blog posts on GC website

2 thematic reports published – Jan and Feb 2025

IWD special report on what GSGB reveals about women's experiences of gambling

Misuse of statistics - where instances of misuse of statistics have been identified, the Commiss

Social Media – the primary channel for GSGB content has been LinkedIn

GSGB User Group introduced

Invited expression of interest from Spring Conference attendees (March 2025)

Target audience/s Who –specifically –is/are the target/s for the messages? Demographics?

### Insight

What do we know about the audience? What are their beliefs/attitudes/behaviours? Source of i  
HYPERLINK "<https://gcs.civilservice.gov.uk/publications/in-case-a-behavioural-approach-to->  
"<https://gcs.civilservice.gov.uk/guidance/marketing/delivering-government-campaigns/five-pri>

What do we want our audience to think/feel/do as a result?

...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] left a comment in "Revised GSGB guidance"  
**Date:** 05 August 2025 12:04:44  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance.docx



[Redacted] added a comment

Should we remove this caution - we are more confident in the estimates so do we just say that the GSGB can be used to provide estimates of participation and grossed up to population?

---

...ure trends and changes in gambling participation, measuring changes against the 2024 baseline

- to compare patterns in gambling participation for England, Scotland and Wales and regionally where sample sizes allow.

The GSGB can be used with some caution (until further work is completed):

- to provide estimates of gambling participation amongst adults (aged 18 and over) in Great Britain

For example, you could say: "The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britai..."

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [redacted]  
**To:** [redacted]  
**Subject:** [redacted] left a comment in "Revised GSGB guidance"  
**Date:** 05 August 2025 12:32:27  
**Attachments:** [f7e2f18d-33a4-448e-9f4f-69c43028236d](#)  
[f3264e76-e299-4d8f-b8fb-947d77580109](#)  
[932b32bb-4f3a-45bf-ba1d-e2c3b9a0eb91](#)  
[887cd418-3b7d-4344-bba7-47417a8f12cc](#)  
[d25b3b67-2f27-4e9b-9734-0268c3006d78](#)

-->  
-->



Revised GSGB guidance.docx



added a comment

I think this remains as our key outstanding ‘don’t do’ if we are comfortable in relaxing the other bits of caution

...uggest that the GSGB’s self-completion methodology may elicit more accurate reporting of gambling behaviours. Based on these findings, we are able to retract our earlier caution.

The GSGB should not be used:

- to provide direct comparisons with results from prior gambling or health surveys:

For example, you should not say "there has been an x percentage increase or decrease in PGSI scores compared to another survey." You could say “the Gambling Survey for Great Britain estimates that 2.5 perce...

[Go to comment](#)



added a comment

This has generally caused a bit of confusion, so I wonder if we are revising the guidance if we should remove this?

... score of 8 or more. This is higher than estimates produced by other studies which use different methodologies.”

- as a measure of addiction to gambling
- to calculate an overall rate of gambling-related harm in Great Britain. By this we mean the severe and adverse consequences data within GSGB shouldn’t be added up into one composite measure of harm
- ...

[Go to comment](#)

 added a comment

Can we lift this ‘with caution’ element? And if so can we combine the advice for participation and consequences into one section to try and simplify the guidance?

---

...tland and Wales and regionally where sample sizes allow

- to describe the range of consequences that someone may experience as a result of someone’s own gambling and as a result of someone else’s gambling.

The GSGB can be used with some caution (until further work is completed):

- to provide estimates of Problem Gambling Severity Index (PGSI) scores amongst adults (aged 18 and over) in Great Britain

For example, you could say “Estimates suggest around 2.5 percent of adults in Great Britain aged 18

...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: website updates  
**Date:** 05 August 2025 13:34:00  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

I've just saved v6 in the folder  [Report\\_Aug25\\_v6.pdf](#)

---

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
**Sent:** Tuesday, August 5, 2025 1:15 PM  
**To:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
**Subject:** Re: website updates

[REDACTED] thanks for having a look over these - i'll add a summary line to the Recommendations page.

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** Tuesday, August 5, 2025 12:16 PM  
**To:** ██████████@gamblingcommission.gov.uk>  
**Subject:** RE: website updates

Hi ██████████

I wonder on the survey improvements page on the website if we should add one line summarising the findings from Recommendation 1-3?

I have added some comments to the revised guidance - shall we try and catch up about this on Thurs? feel like it might be easier to talk through face to face, as I think we can probably try and simplify it quite a bit.

Thanks

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** Monday, August 4, 2025 6:00 PM  
**To:** ██████████@gamblingcommission.gov.uk>  
**Subject:** website updates

Hi ██████████

I've made some edits to the 'Survey improvements' webpage: [GSGB website updates.docx](#) . I've also started making changes to the guidance which I've saved here: [Revised GSGB guidance.docx](#)

Thanks,

██████████

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "Q&A GSGB Statistics User Group Meeting 29.07.2025"  
**Date:** 08 August 2025 15:38:28  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Q&A GSGB Statistics User Group Meeting 29.07.2025.docx



You left a comment

Do we mean evaluation of the GAR?



replied

The person did say GAR but have adapted response to reflect we think it means evaluation of GAR

---

...ember where Professor Sturgis will talk through the key findings from the research (being published on 14 August) and there will be an opportunity to ask questions.

**Q: Is GSGB going to be used as a statistical data input into the Gambling Act Review?**

A: We think the person who asked this may have meant will the GSGB be used as a data input for the evaluation of the Gambling Act Review and if so then yes the GSGB is a core part of our evidence base.

**Q: Can the GSGB guidance be rev...**

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

# GAMBLING COMMISSION

## GSGB Statistics User Group Meeting Q&A

### **Q: What does validating GSGB against data on the number of people contacting the national helpline involve?**

A: In the GSGB Year 3 (2025) Wave 1 survey we added a question to ask if people had contacted GamStop in the past 4 weeks. The purposes of doing this was for validation, so we can compare findings against GamStop helpline figures.

### **Q: The GSGB has over sampling and there is lack of trust in the data; that the designation of official statistics is the Commission's and should not be used until the data can be trusted.**

A: We do not agree that there is a lack of trust in the GSGB data. The GSGB underwent a rigorous development period which was described as exemplary by Professor Sturgis. We also followed the Code of Practice for Statistics in deciding when to change the status of the GSGB from official statistics in development to official statistics. However, all surveys have strengths and limitations. We know that because the GSGB is a gambling focused survey, there is a risk it may over-represent people who gamble. This is outlined in our GSGB technical report, however the Commission has commissioned further research to understand the impact of topic salience and this will be published on the 14 August.

We also highlighted the importance of triangulation, using GSGB alongside other data sources, e.g. consumer reported data, open banking data, operations transaction data, etc to give a stronger evidence base.

### **Q: Will the customer interaction guidance for remote gambling licensees be updated with GSGB data?**

A: There are no immediate plans to do this. It wouldn't be as simple as switching from one dataset to another and would require a more in-depth review of the current guidance.

### **Q: Do you see a time when the survey will be stable and therefore used to compare against itself?**

A: Yes, one of the purposes of GSGB is to provide trend data. When we publish the Year 2 GSGB data on 2 October we will be able to provide some headline trends of what has/hasn't changed since Year 1. We have also already published 6 waves of quarterly data which can be used for tracking trends in gambling participation.

### **Q: Given you are not criticising other official statistics, it follows that the GC would not criticise operators using other official data sets?**

A: We believe you should use the best evidence available for the purposes of what you are doing, being clear about what the strengths and limitations are in each case. This may come from a range of sources. However given the large sample size, the regularity and the timeliness of the data collected by the GSGB this provides one of the most robust and up to date sources of available evidence on consumer reported gambling behaviour.

### **Q: The GC has in the past publicly criticised the continued use of Health Survey statistics. Is this still the GC's position or does it now recognise the validity of NHS statistics?**

A: We have not criticised other surveys, but all approaches do have their own strengths and limitations, and different surveys are sometimes trying to understand different things. We believe you should use the best evidence available and GSGB is now one of the most robust and up to date sources available and should be used accordingly.

We are interested in being able to validate the GSGB against other data sources and understand more about the reasons why different surveys produce different estimates. The Commission will compare the findings from the GSGB with the latest APMS and the next Health Survey for England when it is published, but each of these surveys will have their own strengths and weaknesses as set out in their technical reports.

**Q: What are the topical reports planned for this year's annual publication?**

A: On 2 October, we will be publishing a headlines report summarising the key findings for Year 2; alongside two topical reports. One of the topical reports will focus specifically on people who gamble more frequently, that is those who reported gambling at least weekly in the past four weeks. The other will look more closely at the profile of people who told us they had experienced negative consequences of gambling.

**Q: Will there be a workshop following publication of Professor Sturgis' report and an opportunity to ask questions?**

A: Based on this request, we will host a user group meeting on the 10 September where Professor Sturgis will talk through the key findings from the research (being published on 14 August) and there will be an opportunity to ask questions.

**Q: Is GSGB going to be used as a statistical data input into the Gambling Act Review?**

A: We think the person who asked this may have meant will the GSGB be used as a data input for the evaluation of the Gambling Act Review and if so, then yes, the GSGB is a core part of our evidence base.

**Q: Can the GSGB guidance be reviewed, to deter misuse of statistics**

A. We published guidance alongside the GSGB to help users understand how best to use the new statistics. We monitor use of GSGB statistics and where applicable may contact organisations to ask them to make corrections. On a quarterly basis we publish a log of requested corrections. We are not seeing huge amounts of misuse of the data as suggested in the meeting. That said the guidance should be a document that evolves based on latest evidence and therefore will be updated following the publication of experimental research by Professor Sturgis on 14 August. The updated guidance will be shared for information with the user group ahead of publication.

**Questions from the chat not answered during the meeting**

**Q: Given you say we should use all available data, why have you made no response whatsoever – including in your response to the OSR – to the fact that the Adult Psychiatric Morbidity Survey found a population prevalence rate of problem gambling of 0.4% - considerably lower than the GSGB's 2.5% but in line with all other previous official statistics estimates.**

A. You will see in our response to the OSR review that we have made a commitment to benchmark the GSGB against the APMS by the end of 2025.

**Q: In your response to the OSR you cite the ESRI prevalence survey in Ireland and the latest prevalence survey estimates from Northern Ireland. Please can you explain their relevance to GSGB?**

A. They are relevant because they are recent surveys about gambling with similar objectives in jurisdictions in close proximity to our own. The ESRI prevalence survey uses an online methodology and the Northern Ireland study uses a face-to-face methodology.

**Q: In the GC's 2020 consultation on prevalence surveys, you claimed that the existence of 'different versions of the truth' was one rationale for changing data collection. You now seem to be saying that there is no one version of the truth. Can you explain the apparent discrepancy?**

A. The GSGB has allowed us to consolidate several surveys into one bespoke gambling survey, which has the space for us to ask multiple questions about people's gambling behaviours in one place, along with the flexibility to add in new questions quickly and to publish data regularly and in a timely way. The GSGB has enhanced our capability to do more in depth analysis. However, whilst the GSGB is a core part of our evidence base, it is not the only source of data we rely on. We draw on a range of data, research and insights from across the whole evidence ecosystem to inform decision making. All of these sources will have their own strengths and limitations and usually different objectives to that of GSGB.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "Revised GSGB guidance\_clean"  
**Date:** 12 August 2025 15:29:11  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean.docx



You left a comment

A lot of this covered in previous section, do you think we need both?



[REDACTED] replied

I agree . Could remove the 'comparability' section as we state not to compare with other surveys in the section above that too

---

~~...limited comparisons are useful to assess differences between study methodologies. All surveys are subject to a range of potential biases which may affect results. The GSGB, the prior health surveys and gambling surveys are no different.~~

#### Impact of new methodology

The push-to-web survey approach enables better detection and understanding of patterns and trends in gambling behaviour, and was endorsed by [REDACTED] in his independent review of the GSGB methodological approach. Howev...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean"  
**Date:** 12 August 2025 13:03:55  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean.docx



added a comment

does this need taking out too?

---

...5 percent of adults have a PGSI score of 8 or more. This is higher than estimates produced by other studies which use different methodologies.”

•as a measure of addiction to gambling

to gross up the prevalence of problem gambling or the consequences of gambling to whole population (until further work is completed).

#### Comparability with previous surveys

Due to differences in methodology, the GSGB should not be used for direct comparisons with results from previous gambling or health surveys. Recen...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [redacted]  
**To:** [redacted]  
**Subject:** [redacted] replied to a comment in "Revised GSGB guidance\_clean"  
**Date:** 12 August 2025 13:41:16  
**Attachments:** [c2a0baf8-9d1d-4c57-ba41-9ab6325baf380377c1c6-5fd1-436f-aa39-994afc2878d5abed35ca-5893-4fee-a4b2-63c0d65a639fd55ad68e-42df-4c92-bc8f-c7e9efe6542b45b14afd-9cf0-496d-817c-9515640e3bee](#)

-->  
-->

 Revised GSGB guidance\_clean.docx



[redacted] added a comment

A lot of this covered in previous section, do you think we need both?

---

...limited comparisons are useful to assess differences between study methodologies. All surveys are subject to a range of potential biases which may affect results. The GSGB, the prior health surveys and gambling surveys are no different.

**Impact of new methodology**

The push-to-web survey approach enables better detection and understanding of patterns and trends in gambling behaviour, and was endorsed by [redacted] in his ...

[Go to comment](#)

[redacted] added a comment

I'm not sure if we actually need this and the table below now, we cover quite a lot of it in the text

---

...pants scoring 1 or more on the PGSI. Overall, this experimental research provides robust evidence that the GSGB produces valid estimates of gambling behaviour and PGSI scores.

The changes that have been made to the GSGB are outlined in the following table and include:

- collection mode
- questionnaire content
- age coverage.

...

[Go to comment](#)



[REDACTED] left a comment

does this need taking out too?

[REDACTED] You left a comment

Yes, I was meant to remove the 'prevalence of PG' , but should we keep in the caution not to gross up 'adverse consequences' ?

[REDACTED] You left a comment

or is that just confusing?

[REDACTED] replied

Possibly confusing, I think remove it all

---

...hat 2.5 percent of adults have a PGSI score of 8 or more. This is higher than estimates produced by other studies which use different methodologies.”

- as a measure of addiction to gambling
- to gross up the prevalence of the adverse consequences of gambling to whole population (until further work is completed).

#### **Comparability with previous surveys**

Due to differences in methodology, the GSGB should not be used for direct comparisons with results from previous gambling or health surveys. Recent r...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Revised GSGB guidance\_clean"  
**Date:** 12 August 2025 13:34:50  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean.docx



You left a comment

does this need taking out too?



[Redacted] left a comment

Yes, I was meant to remove the 'prevalance of PG' , but should we keep in the caution not to gross up 'adverse consequences' ?



[Redacted] replied

or is that just confusing?

---

...hat 2.5 percent of adults have a PGSI score of 8 or more. This is higher than estimates produced by other studies which use different methodologies.”

•as a measure of addiction to gambling

to gross up the prevalance of the adverse consequences of gambling to whole population (until further work is completed).

#### Comparability with previous surveys

Due to differences in methodology, the GSGB should not be used for direct comparisons with results from previous gambling or health surveys. Recent rese...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

---

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 12 August 2025 16:47:04

---

Hi [REDACTED]

I think this looks good, much simpler!

Happy for you to send to [REDACTED] for his review.

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, August 12, 2025 15:52  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Updated GSGB guidance

Hi [REDACTED]

I've made a few more changes to the guidance based on your suggestions - let me know when you've had a chance to check through it and then I'm happy to send it on to [REDACTED]  [Revised GSGB guidance clean.docx](#)  [Revised GSGB guidance.docx](#)

Thanks!

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 14 August 2025 14:27:14  
**Attachments:** [39f8e03a-5722-4a06-a2a8-ba37566531b8](#)  
[00806bbc-e101-48ce-86ec-d8b0e06bda4f](#)  
[29dd29be-c907-4930-88df-127a76576657](#)  
[58f11d8e-bc95-4b82-a1c3-42b8bc31b476](#)  
[d17eaff1-ac90-4c89-a9ee-04b72b8c298d](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



added a comment

Do you think we should make this clearer, i.e, it is not reasonable to say PGSI 8+ has increased from 0.5% in 2018 (HSE2018) to 2.5% in 2023 (GSGB) (HSE fig needs checking)

---

...n we are able to retract our earlier caution.

**The GSGB should not be used:**

- to provide direct comparisons with results from prior gambling or health surveys:

For example, it is not reasonable to say "there has been an x percentage increase or decrease in PGSI scores since 2018 compared to a previous survey." You could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more. This is higher than estimates produced b...

[Go to comment](#)



added a comment

Not sure how practical this is. Comms like using this line but I can't see them using between 24.5 and 25.5 million

---

...e intervals and methodological context are clearly communicated, GSGB results can be used to 'gross up' gambling participation and PGSI estimates to be expressed as numbers in the whole population.

For example, you could say: "Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023)

Previously, we have advised against extrapolating PGSI scores to the population level due to concerns about...

---

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 14 August 2025 09:27:26

---

Yes a technical rehearsal, i'll send an invite through

Thanks

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 09:16  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Ah that is so annoying, they assured me it would be publicly available today, I have emailed them and they are usually responsive so hopefully that will be fixed quickly. No, it doesn't alter what we are saying but it makes the point about social desirability bias more strongly i.e. it is a stronger effect amongst people who gamble than in the general population (which makes sense). Yes I can do that time on the 9th, by rehearsal do you mean technical rehearsal rather than full presentation? Best,

[REDACTED]

On 14 Aug 2025, at 09:11, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Thanks for letting us know. This doesn't alter what we're saying as the top findings though does it or how the guidance has been amended?

Do you know what time the report is going live today? I have just checked and it is currently still behind a log in screen.

Also in preparation for the user group webinar on the 10th, would you be available for a rehearsal on the 9<sup>th</sup> anytime between 11.30-2pm.

Thanks

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 19:07  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi both, I was just checking through mayflies and noticed that I hadn't run the model for mode on PGSI>0 for people who have gambled in the past year only. The effect is larger at 6%. Too late to include it in the report but can make an amendment after publication. Apologies I didn't notice this earlier. Best,

[REDACTED]

On 13 Aug 2025, at 16:00, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

This is really helpful, thanks so much!

Best wishes,

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 8:59 AM  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

<image.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act. <Revised GSGB guidance\_clean.docx>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 14 August 2025 09:22:01

**CAUTION:** This email is from an external source - be careful of attachments and links

Report is now open access.

On 14 Aug 2025, at 09:11, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Thanks for letting us know. This doesn't alter what we're saying as the top findings though does it or how the guidance has been amended?

Do you know what time the report is going live today? I have just checked and it is currently still behind a log in screen.

Also in preparation for the user group webinar on the 10th, would you be available for a rehearsal on the 9<sup>th</sup> anytime between 11.30-2pm.

Thanks

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 19:07  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi both, I was just checking through mayfiles and noticed that I hadn't run the model for mode on PGSI>0 for people who have gambled in the past year only. The effect is larger at 6%. Too late to include it in the report but can make an amendment after publication. Apologies I didn't notice this earlier. Best,

[REDACTED]

On 13 Aug 2025, at 16:00, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

This is really helpful, thanks so much!

Best wishes,

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 8:59 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

<image.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act. <Revised GSGB guidance\_clean.docx>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 14 August 2025 15:34:05  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[Redacted] You left a comment

This is good practice, I don't think we want to follow up with people regarding a misuse of official stats if they didn't include the confidence intervals?

[Redacted] [Redacted] replied

we really don't and I can foresee that none of the media or other non-researchers are going to use this wording. However, if it is in the guidance, everyone not using it will be reported for misuse.

---

...and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)

"Estimates suggest ~~around~~ approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2% and 3.1%" (GSGB Year 1, 2023)

- to describe the range of consequences that someone may experience due to ~~someone's~~ a person's own gambling and as a result of someone else's gambling.

- Provided that confidence interv...

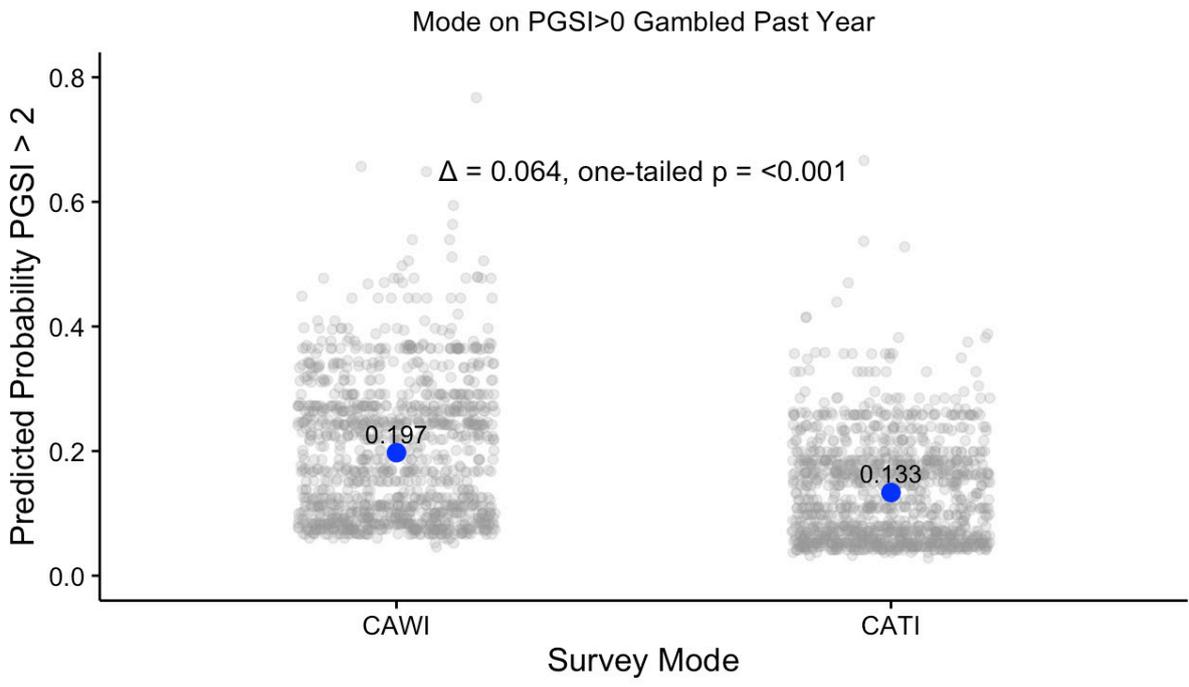
[Go to comment](#)

[Why am I receiving this notification from Office?](#)

[Notification Settings](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.



## Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly, this could include policy makers, academics, the gambling industry, the media, members of the public and any other interested users. It is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

We have published this guidance because the official statistics from the GSGB are new and they are collected using a different methodology than previous official statistics. The guidance takes on board the recommendations from [Professor Sturgis's independent review of the GSGB \(opens in new tab\)](#) and his analysis of the impact of the change in methodology. We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, statistics based on the survey are estimates, rather than precise figures, and are subject to a margin of error, also known as a 95 percent confidence interval. It would be expected that the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 cases out of 100. Confidence intervals are affected by the size of the sample on which the estimate is based. Generally, the larger the sample, the smaller the confidence interval, which results in a more precise estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. These differences can be described as statistically significant.

## Summary of Comments on 20250814 Attachment Revised GSGB guidance\_clean (2).pdf

---

This page contains no comments

**The GSGB can be used:**

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups
- to assess future trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the 2023 baseline which was published in July 2024
- to compare patterns in gambling participation, PGSI estimates, and consequences of gambling for England, Scotland and Wales and regionally where sample sizes allow.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain.

For example, you could say:

"The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)

"Estimates suggest around 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+." (GSGB Year 1, 2023)

- to describe the range of consequences that someone may experience due to someone's own gambling and as a result of someone else's gambling. 
- Provided that confidence intervals and methodological context are clearly communicated, GSGB results can be used to gross up gambling participation and PGSI estimates for the whole population.

For example, you could say: "Around 25 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023)

Previously, we have advised against extrapolating PGSI scores to the population level due to concerns about potential overestimation. However, a recent experimental study, led by [redacted] and an independent team at NatCen, found evidence that the GSGB's self-completion methodology may elicit more accurate reporting of gambling

behaviours. Based on these findings, we are able to retract our earlier caution.

**The GSGB should not be used:**

- to provide direct comparisons with results from prior gambling or health surveys:

For example, you should not say "there has been an x percentage increase or decrease in PGSI scores compared to another survey."

You could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more. This is higher than estimates produced by other studies which use different methodologies."

- as a measure of addiction to gambling

**Impact of new methodology**

The push-to-web survey approach enables better detection and understanding of patterns and trends in gambling behaviour, and was endorsed by ██████████ in his [independent review of the GSGB methodological approach](#). However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned ██████████ an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study tested whether estimates of gambling participation and PGSI scores varied based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview); and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in survey invites slightly increased estimates of gambling participation but did not significantly affect PGSI estimates. The study also found that participants who completed the survey online were more

Author ██████████	Date: 05/08/2025 12:12:00 +01'00'
I think this remains as our key outstanding 'don't do' if we are comfortable in relaxing the other bits of caution	
Author ██████████	Date: 12/08/2025 13:18:00 +01'00'
A lot of this covered in previous section, do you think we need both?	
Author ██████████	Date: 12/08/2025 15:25:00 +01'00'
I agree. I've removed the 'comparability' section as we state not to compare with other surveys in the section above that too.	
Author ██████████	Date: 12/08/2025 12:28:00 +01'00'
insert link	
Author ██████████	Date: 12/08/2025 12:38:00 +01'00'
insert link	

likely to score 1 or more on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to PGSI questions may be suppressed in interviewer-led surveys, due to social desirability bias (i.e. the tendency for people to respond to surveys in a way that they believe will be viewed favourably). In contrast, the GSGB's self-completion methodology likely mitigates this bias and encourages more honest reporting of gambling behaviours. Finally, the study showed that providing participants with an updated list of gambling activities (as in the GSGB) slightly increased gambling participation estimates, but this was not statistically significant. The updated activity list also had no effect on the rate of participants scoring 1 or more on the PGSI. Overall, this experimental research provides robust evidence that the GSGB produces valid estimates of gambling behaviour and PGSI scores.

### **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity, therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people

This page contains no comments

who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so should be reported in this way. This is an example of how you should report the data:

"Of those who know someone close to them who gambles, x percent had experienced relationship breakdown because of someone else's gambling."

#### **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size (9,742 in Year 1 and approximately 20,000 from Year 2 onwards) and will allow for more analysis at sub population level. This is also how we will track trends over time. Annual publications will include findings on the consequences of gambling.

This page contains no comments

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

### **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

### **Wider evidence base**

The GSGB is one source of data in the Commission's wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

This page contains no comments

**If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

This page contains no comments

## Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly, this could include policy makers, academics, the gambling industry, the media, members of the public and any other interested users. It is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

We have published this guidance because the official statistics from the GSGB are new and they are collected using a different methodology than previous official statistics. The guidance takes on board the recommendations from [Professor Sturgis's independent review of the GSGB \(opens in new tab\)](#) and his analysis of the impact of the change in methodology. We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, statistics based on the survey are estimates, and are subject to sampling error. Sampling error is commonly expressed in the form of a confidence interval. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times, the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

### Summary of Comments on 20250814 Attachment Revised GSGB guidance\_clean.pdf

---

This page contains no comments

**The GSGB can be used:**

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the 2023 baseline which was published in July 2024
- to compare patterns in gambling participation, PGSI estimates, and consequences of gambling for England, Scotland and Wales and regionally where sample sizes allow.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain.

For example, you could say:

"The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)

"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+." (GSGB Year 1, 2023)

- to describe the range of consequences that someone may experience due to a person's own gambling and as a result of someone else's gambling.
- Provided that confidence intervals and methodological context are clearly communicated, GSGB results can be used to 'gross up' gambling participation and PGSI estimates to be expressed as numbers in the whole population.

For example, you could say: "Approximately 25 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023)

Previously, we have advised against extrapolating PGSI scores to the population level due to concerns about potential overestimation. However, a recent experimental study, led by [redacted] an independent team at NatCen, found evidence that the GSGB's self-completion methodology may elicit more accurate reporting of gambling

- Author [redacted] Date: 12/08/2025 20:34:00 +01'00'  
the previous advice suggests it would be better to say here 'estimates between 47 and 49 percent' or similar.
- Author [redacted] Date: 07/08/2025 14:51:00 +01'00'  
Combine with participation above
- Author [redacted] Date: 13/08/2025 08:38:00 +01'00'  
The bullet above suggests confidence intervals should be used, so perhaps express in that way rather than 'approximately' or add something along the lines that for more public-facing communications 'approximately' can be used instead of the interval.

behaviours. Based on these findings, we are able to retract our earlier caution.

#### The GSGB should not be used:

- to provide direct comparisons with results from prior gambling or health surveys:

For example, it is not reasonable to say "there has been an x percentage increase or decrease in PGSI scores since 2018 compared to a previous survey."

You could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more. This is higher than estimates produced by other studies which use different methodologies."

- as a measure of addiction to gambling

#### Impact of new methodology

The push-to-web survey approach enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys, and was endorsed by [redacted] in his [independent review of the GSGB methodological approach](#). However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned [redacted] and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study tested whether estimates of gambling participation and PGSI scores varies based on:

- Whether the survey invitation explicitly mentioned gambling;
- The mode of administration (online self-completion vs. telephone interview); and
- The comprehensiveness of the gambling activity list included in the survey.

#### Page: 3

- Author [redacted] Date: 13/08/2025 08:40:00 +01'00'  
I would omit this. I don't think this change in guidance really follows from the experimental research, it is just that both %s and grossed up frequencies need to include appropriate caveats around uncertainty. If it is necessary to acknowledge the change, just say after further consideration our guidance has changed on this.
- Author [redacted] Date: 05/08/2025 12:12:00 +01'00'  
I think this remains as our key outstanding 'don't do' if we are comfortable in relaxing the other bits of caution
- Author [redacted] Date: 12/08/2025 13:18:00 +01'00'  
A lot of this covered in previous section, do you think we need both?
- Author [redacted] k Date: 12/08/2025 15:25:00 +01'00'  
I agree. I've removed the 'comparability' section as we state not to compare with other surveys in the section above that too.
- Author [redacted] Date: 12/08/2025 12:28:00 +01'00'  
Insert link
- Author [redacted] Date: 12/08/2025 12:38:00 +01'00'  
Insert link

The study found that mentioning gambling in survey invites resulted in a small increase in estimates of gambling participation but did not significantly affect PGSI estimates. The study also found that participants who completed the survey online were more likely to score 1 or more on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to PGSI questions may be suppressed in interviewer-led surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). In contrast, the GSGB's self-completion methodology mitigates this measurement bias and encourages more accurate reporting of gambling behaviours. Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) slightly increased gambling participation estimates, but this was not statistically significant. The updated activity list also had no effect on the rate of participants scoring 1 or more on the PGSI. Overall, this experimental research provides robust evidence that the GSGB produces valid estimates of gambling behaviour and PGSI scores.

#### Be careful reporting base numbers

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of

- Author [redacted] Date: 13/08/2025 08:50:00 +01'00'  
I would be inclined to generalise this to 'questions about negative impacts of gambling'. There is no reason to think that this effect would be limited to the PGSI.
- Author [redacted] Date: 13/08/2025 08:54:00 +01'00'  
This is too strong. I would say 'helps us to understand why surveys with different methodologies produce different estimates of gambling and its impacts. It demonstrates that the GSGB's self-completion design improves the accuracy of measurement for these outcomes.'

This page contains no comments

gambling with a large proportion of people only participating in this activity, therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so should be reported in this way. This is an example of how you should report the data:

"Of those who know someone close to them who gambles, x percent had experienced relationship breakdown because of someone else's gambling."

#### **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size (9,742 in Year 1 and approximately 20,000 from Year 2 onwards) and will allow for more analysis at sub population level. This is also how we will track trends over time. Annual publications will include findings on the consequences of gambling.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

### **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

### **Wider evidence base**

The GSGB is one source of data in the Commission's wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

This page contains no comments

**If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

This page contains no comments

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Updated GSGB guidance  
Date: 15 August 2025 08:22:59

Hi [REDACTED]

It is here [New research on gambling survey estimates](#)



**New research on gambling survey estimates**

New research on gambling survey estimates 14 August 2025 New research shedding light on why different gambling surveys estimate varying participation and Problem Gambling (PGSI) rates, has been published. Conducted by [REDACTED] the study (opens in new tab) investigated why self-completed gambling Survey for Great Britain (GSGB) report higher ...

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

Thanks

[REDACTED]

---

From: [REDACTED]  
Sent: Friday, August 15, 2025 08:20  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION: This email is from an external source - be careful of attachments and links**

Hi [REDACTED] could you send me the link to the Commission's response to the report? I can't seem to find it on the website. Best,

[REDACTED]

On 14 Aug 2025, at 09:11, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Thanks for letting us know. This doesn't alter what we're saying as the top findings though does it or how the guidance has been amended?

Do you know what time the report is going live today? I have just checked and it is currently still behind a log in screen.

Also in preparation for the user group webinar on the 10th, would you be available for a rehearsal on the 9<sup>th</sup> anytime between 11.30-2pm.

Thanks

[REDACTED]

---

From: [REDACTED]  
Sent: Wednesday, August 13, 2025 19:07  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION: This email is from an external source - be careful of attachments and links**

Hi both, I was just checking through mayflies and noticed that I hadn't run the model for mode on PGSI>0 for people who have gambled in the past year only. The effect is larger at 6%. Too late to include it in the report but can make an amendment after publication. Apologies I didn't notice this earlier. Best,

[REDACTED]

On 13 Aug 2025, at 16:00, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

This is really helpful, thanks so much!

Best wishes,

[REDACTED]

---

From: [REDACTED]  
Sent: Wednesday, August 13, 2025 8:59 AM  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION: This email is from an external source - be careful of attachments and links**

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Digital - GSGB content  
**Date:** 29 August 2025 15:53:05  
**Attachments:** [image002.png](#)  
[image003.png](#)

---

Hi [REDACTED]

I've drafted some text to update the 'Measuring the adverse consequences from gambling' webpage: [Measuring the adverse consequences from gambling.docx](#)  
And here's a short summary of the topical report for the landing page: [topical report summary.docx](#)

I think I've addressed most of your comments in the topical report [Consequences resport revised structure \(2\).docx](#) but please let me know if you spot anything else – I'll have another read through next week. I also need to redo the second graph but my R isn't working now [REDACTED]

Hope you have a nice weekend !

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Thursday, August 28, 2025 1:33 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Digital - GSGB content

Thanks [REDACTED] this is really helpful. I am going to submit a TopDesk request today, but there are quite a few things pending, so I think as long as I upload them by end of next week it'll be fine, so no immediate rush!

Best Wishes

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, August 27, 2025 4:41 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Digital - GSGB content

Hi [REDACTED]

Here's the link to the latest GSGB guidance - it's not quite finished yet and I think [REDACTED] plans to revisit again [REDACTED]: [Revised GSGB guidance clean PS.docx](#)

Looks like the Measurement of gambling related harms page needs updating to include references/links to this analysis: [Measuring the adverse consequences from gambling](#) . So I'll do that, along with the summary, by the end of the week

Thanks,

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, August 27, 2025 3:53 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Digital - GSGB content

Hi [REDACTED]

I am sharing this doc with you as I'd appreciate your help on a couple of things (for GSGB Yr 2 publication) highlighted in yellow. I am preparing this spreadsheet for Digital, [REDACTED] and [REDACTED] mentioned that the GSGB guidance on stats use and the harms technical report are being updated? do you have links to these? I also need to create a page for the consequences report, so when you have a mo could you send a summary over to be uploaded?

[GSGB Year 2 Annual Report - Project and content summary.xlsx](#)

Thanks so much,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 02 September 2025 09:39:52  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[REDACTED] added a comment

Could we combine this with 1st bullet point? Amongst different demographic groups, across nations and regions where sample sizes allow

---

...trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the 2023 baseline which was published in July 2024

- to compare patterns in gambling participation, PGSI estimates, and consequences of gambling for England, Scotland and Wales and regionally where sample sizes allow.
- to describe the range of consequences that someone may experience due to a person's own gambling and due to someone else's gambling.
- to provide estimates of gambling...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: GSGB guidance  
**Date:** 02 September 2025 10:52:01  
**Attachments:** [image001.png](#)

---

Ah good spot, thanks [REDACTED] I'll change it to 2024 as that's when Y1 was published.

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, September 2, 2025 10:49 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB guidance

Many thanks, sounds good while you are tidying it- do we need to add the GSGB reference to these new example phrasings to make clear those are the figures from year 1? Also, some of our references say GSGB Year 1, 2023 while a couple others say GSGB 2024. This might cause confusion.

We could also (if we wanted to) update the examples in the guidance in October with the new Y2 figures

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 02 September 2025 10:43  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: GSGB guidance

Thanks both – I've made those changes and added the following phrasing for extrapolation of PGSI to the population:

*For example, you could say: "Approximately 1.3 million adults in Great Britain score 8 or more on the PGSI".*

*Alternatively, you could use 95% confidence intervals to provide the range in which the true figure is likely to fall, e.g. "Between 1.1 and 1.7 million adults in Great Britain score 8 or more on the PGSI".*

I'll tidy it up and send it over to [REDACTED]

Thanks!

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, September 2, 2025 9:47 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB guidance

Hi [REDACTED]

Agree it is looking really good, I have just added one comment for you to look at.

Could you share with [REDACTED] for his views and then we'll share with NatCen team?

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 02 September 2025 09:11  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB guidance

Morning,

Many thanks, [REDACTED] this looks great - hopefully we will get less reports of misuse in the future . I added two comments - we state that we retract our early guidance regarding grossing up PGSI scores. I was just wondering if we should provide sample phrasing for that too. The second comment is very minor (we talk about Professor Sturgis and later on give his full name- I would give his full name when first mentioned and then just call him Professor Sturgis for the rest of the doc).

Best, [REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 01 September 2025 16:59  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: GSGB guidance

Hi both,

I've made the changes we discussed – let me know if you spot anything else :   
[Revised GSGB guidance clean PS.docx](#)

Thanks!

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** Thursday, August 14, 2025 2:02 PM  
**To:** ██████████@gamblingcommission.gov.uk>  
**Cc:** ██████████@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB guidance

I have dropped a few comments in too, lets pick up w/c 1<sup>st</sup> September and get it agreed!  
██████████ will also need to see it.

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** Thursday, August 14, 2025 13:54  
**To:** ██████████@gamblingcommission.gov.uk>  
**Cc:** ██████████@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB guidance

Many thanks for this and no problem, I will look at this today and tomorrow

Best, ██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** Thursday, August 14, 2025 13:51  
**To:** ██████████@gamblingcommission.gov.uk>  
**Cc:** ██████████@gamblingcommission.gov.uk>  
**Subject:** Fw: GSGB guidance

Hi ██████████

As discussed here is the updated draft guidance, could you review and provide any feedback - thinking about the types of things that have caused confusion before and potentially resulted in misuse of our stats.

We need to have this ready to share with the user group for the 10<sup>th</sup> September.

Thanks

██████████

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Wednesday, August 13, 2025 16:02

**To:** [REDACTED]@gamblingcommission.gov.uk>

**Subject:** GSGB guidance

Hi [REDACTED] I've made some changes based on [REDACTED] suggestions and uploaded this to the GSGB folder: [Revised GSGB guidance clean PS.docx](#)

Thanks,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 02 September 2025 09:26:07  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[REDACTED] added a comment

this is a very minor point, but I would provide his full name above where you first mention him and then revert to "Professor Sturgis" for subsequent mentions

---

...e need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see here for the full list of recommendations).

To address some of these recommendations, we commissioned [REDACTED] and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study ([which can be accessed here](#)) tested whether estimates of gambling participation and...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 02 September 2025 08:49:43  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[REDACTED] added a comment

do we want to give an example wording here?

---

~~... and an independent team at NatGen, found evidence that the GSGB's self-completion methodology may elicit more accurate reporting of gambling behaviours. Based on these findings after further consideration, we are able to retract our earlier caution.~~

**The GSGB should not be used:**

•as a measure of addiction to gambling

•to provide direct comparisons with results from ~~prior~~ other gambling or health surveys:

For example, you should not say that "the PGSI score has increased from 0.5% in 2018 (Health ...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 09 September 2025 07:59:05  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[Redacted] added a comment

Think we would need to say why - sounds like we just changed our mind. 'retract caution' is also an odd phrase - reconsider?

---

...ts in Great Britain have gambled in the past 4 weeks" (GSGB Year 1, 2024).

Previously, we have advised against extrapolating PGSI scores to the population level due to concerns about potential overestimation. However, after further consideration we are able to retract our earlier caution. For example, you could say: "Approximately 1.3 million adults in Great Britain score 8 or more on the PGSI (GSGB Year 1, 2024)".

Alternatively, you could use 95% confidence intervals to provide the range in...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 09 September 2025 07:59:01  
**Attachments:** [image001.png](#)

---

Thanks all – have put just one comment in – happy to chat through

Clearly this is a change that will attract attention in terms of population numbers

█

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 8, 2025 2:18 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Unfortunately not!

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 08 September 2025 14:08  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Do you mean next week?!

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 8, 2025 12:44:38 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi [REDACTED]

[REDACTED]

We'd like to send this draft guidance out to the user group on Wednesday this week (after the webinar with Professor Sturgis) so please could you review ASAP when you are back.

Thanks

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>

**Sent:** Tuesday, September 02, 2025 11:20

**To:** ██████████@gamblingcommission.gov.uk>

**Cc:** ██████████@gamblingcommission.gov.uk>; ██████████

██████████@gamblingcommission.gov.uk>

**Subject:** Updated GSGB guidance

Hi ██████████

Hope you're having a good week! ██████████ and I have updated the GSGB user guidance based on findings from ██████████' research and subsequent recommendations. Given that we now have more confidence in the accuracy of the GSGB data, one of the main changes we've made is to remove the restriction on extrapolating PGSI figures to the wider population. We're also encouraging the use of 95% confidence intervals, though this isn't mandatory.

It would be great if you could have a read through and let us know if you have any other comments – the main sections that have changed are up to and including the 'Impact of new methodology' sections. [📎 Revised GSGB guidance\\_clean\\_PS.docx](#).

Thanks!

██████████

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 10 September 2025 09:20:13  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[REDACTED] added a comment

Recognise we are not saying that GSGB is the most accurate here and that the methodology removes an aspect of inaccuracy - just wonder if this opens up discussion in the wrong way - might be some different words - am thinking on it

---

...pants scoring 1 or more on the PGSI. Overall, this experimental research helps us to understand why surveys with different methodologies produce different estimates of gambling and its impacts. It demonstrates that the GSGBs self-completion design improves the accuracy of measurement for these outcomes.

**Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topic...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 10 September 2025 06:09:01

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Thanks [REDACTED] I've had a super quick look and it all looks clear to me. My only query around retaining the statement that additional adverse consequences questions should be only reported based on those who have gambled in the last 12 months. I think these could now be reported as population estimates, if people wanted, as that would align with the greater confidence you have in the GSGB as a result of the methodological investigation. Plus we think that the question on knowing whether someone close to you gambles is a likely under rather than over estimate. I don't think it would be a misuse to report these as population estimates now. It doesn't matter that this is not the way they are presented in the core tables, it is just making clear that it wouldn't be a misuse if people did this - you could just delete this section.

[REDACTED]

[REDACTED]

Sent from my iPhone

On 9 Sep 2025, at 16:58, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi All

We have made some updates to the GSGB guidance following the publication of the experimental research in August on the methodology.

[REDACTED] reviewed an earlier version and we have just reshared the latest version with him to review again.

I thought it would be useful for you to see a copy of the latest guidance; we'd be interested in your thoughts.

The idea is that this will be updated on our website in time for the publication of the annual report. We will also share a pre-publication copy with the GSGB user group.

Perhaps we can add to the agenda tomorrow if you have any thoughts about it?

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, September 09, 2025 14:05  
**To:** [REDACTED]  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

Thanks so much for reviewing the updated GSGB guidance. We've made quite a few changes, and so would you be able to take another look (particularly at pages 1-4) before we share it with the user group later this week?

We'd really appreciate your feedback!

Thanks,

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 8:59 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly, this could include policy makers, academics, the gambling industry, the media, members of the public and any other interested users. It is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

We have published this guidance because the official statistics from the GSGB are new and they are collected using a different methodology than previous official statistics. The guidance takes on board the recommendations from [\[redacted\]s independent review of the GSGB \(opens in new tab\)](#) and his analysis of the impact of the change in methodology. We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, statistics based on the survey are estimates, and are subject to sampling error. Sampling error is commonly expressed in the form of a confidence interval. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups, across nations and regionally where sample sizes allow.
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the 2023 baseline which was published in July 2024
- to describe the range of consequences that someone may experience due to a person's own gambling and due to someone else's gambling.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain.
  - For example, to report participation estimates you could say:  
"The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)
  - When reporting PGSI scores, you could say:  
"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+." (GSGB Year 1, 2023)
  - You could also include 95% confidence intervals to show the range within which the true value is likely to fall. For example:  
"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)
- to express estimates of gambling participation, PGSI scores and consequences of gambling as numbers in the whole population.
  - For example, you could say: Approximately 25 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023).
  - You could also use 95% confidence intervals to provide the range in which the true value is likely to fall: For example, you could say:  
"Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks" (GSGB Year 1, 2023).

- When reporting PGSI scores, you could say: “Approximately 1.3 million adults in Great Britain score 8 or more on the PGSI (GSGB Year 1, 2023)”.
- Alternatively, you could use 95% confidence intervals to provide the range in which the true figure is likely to fall, e.g. “Between 1.1 and 1.7 million adults in Great Britain score 8 or more on the PGSI (GSGB Year 1, 2023)”.

In the previous version of our guidance we advised against expressing PGSI scores as whole numbers in the population. This was done as a precaution while we undertook further work to understand the impact of survey mode on gambling estimates. This work has now been completed and has increased our confidence in the robustness of the estimates generated through the GSGB.

#### The GSGB should not be used:

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys which use a different methodology:

For example, you should **not** say that “the PGSI score has increased from 0.4% in 2018 (Health Survey for England, 2018) to 2.5% in 2023 (GSGB Year 1, 2023)”

This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

It is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say “the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies.”

## Impact of new methodology

The push-to-web survey approach enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys, and was endorsed by ██████████ in his [independent review of the GSGB methodological approach](#). However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned Professor Sturgis and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview);  
and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in survey invites resulted in small increases in estimates of gambling participation but did not significantly affect PGSI estimates. The study also found that participants who completed the survey online were more likely to score 1 or more on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling may be suppressed in interviewer-led surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). In contrast, the GSGB's self-completion methodology mitigates this measurement bias and encourages more accurate reporting of gambling behaviours. Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) slightly increased gambling participation estimates, but this was not statistically significant. The updated activity list also had no effect on the rate of participants scoring 1 or more on the PGSI. Overall, this experimental research helps us to understand why surveys with different methodologies produce different estimates of gambling and its impacts. It demonstrates that the GSGBs self-completion design improves the accuracy of measurement for these outcomes.

## **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity, therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know

someone close to them who gambles, so should be reported in this way. This is an example of how you should report the data:

"Of those who know someone close to them who gambles, x percent had experienced relationship breakdown because of someone else's gambling."

### **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size (9,742 in Year 1 and approximately 20,000 from Year 2 onwards) and will allow for more analysis at sub population level. This is also how we will track trends over time. Annual publications will include findings on the consequences of gambling.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

### **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

## **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

## **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 11 September 2025 17:06:44  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



added a comment

Add link

---

...ial statistics. The guidance takes on board the recommendations from [REDACTED] [independent review of the GSGB \(opens in new tab\)](#) and his analysis of the impact of the change in methodology. We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** ██████████  
**To:** ██████████  
**Subject:** ██████████ left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 11 September 2025 17:32:51  
**Attachments:** [de5fe23a-6b0a-4d2f-a142-d91bf299adf6](#)  
[ae6bb682-03de-4f29-8fe6-593533991ed1](#)  
[1a3ff06a-05d4-42f6-8810-4d854574e29e](#)  
[3990f652-30f0-444b-b216-9524135a6604](#)  
[4695eccd-cfc1-485e-b327-3530f3f5ec29](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



added a comment

First of all we give you do's and don't for those who don't want all the detail, more detail follows and even more detail in the technical report

---

#### **Guidance on using statistics from the Gambling Survey for Great Britain**

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly, this could include policy makers, academics, the gambling industry, the media, members of the public and any other interested users. It is produced in accordance with the Code of Practice for Statistics, ...

[Go to comment](#)



added a comment

Don't know if this makes it more or less accurate - but bear it in mind with estimates

---

...ling;

- 2) The mode of administration (online self-completion vs. telephone interview); and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in survey invites resulted in small increases in estimates of gambling participation but did not significantly affect PGSI estimates. The study also found that participants who completed the survey online were more likely to score 1 or more on the PGSI, compared with those who completed the sur...

[Go to comment](#)



You left a comment

Suggest adding something along these lines as additional rationale. [REDACTED] has pointed out that findings from that study doesn't directly justify the removal of this guidance - however we can justify removing due to increased confidence in data quality as well as increased sample size.

[REDACTED] replied

Add this to section below around impact of new methodology - and reason why we have updated guidance

---

...ion while we undertook further work to understand the impact of survey mode on gambling estimates. This work has now been completed and has increased our confidence in the robustness of the estimates generated through the GSGB. We also now have a larger sample size....

**The GSGB should not be used:**

- as a measure of addiction to gambling
- ...

Go to comment

[REDACTED] added a comment

Impact of methodology and latest research

---

..., you could say “the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies.”

**Impact of new methodology**

The push-to-web survey approach enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys, and was endorsed by [REDACTED] in his ...

Go to comment

[REDACTED] added a comment

GSGB is one source of evidence in our wider evidence base

---

...s, academics, the gambling industry, the media, members of the public and any other interested users. It is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email ...

[Go to comment](#)

  added a comment  
Reduce to a couple of sentences

---

...The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, statistics based on the survey are estimates, and are subject to sampling error. Sampling error is commonly expressed in the form of a confidence interval. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 9...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 11 September 2025 11:06:27  
**Attachments:** [image367065.png](#)

---

You don't often get email from [REDACTED] [Learn why this is important](#)

**CAUTION:** This email is from an external source - be careful of attachments and links

Thanks a lot [REDACTED] very helpful insight.

Best,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 10 September 2025 21:45  
**To:** [REDACTED]  
**Cc:** [REDACTED]@gamblingcommission.gov.uk> [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: Updated GSGB guidance

**\*\*\*\* WARNING: This message originated from outside your organisation – make sure you trust the full email address of sender before opening attachments or replying to the email. If in any doubt, call IT for assistance. \*\*\*\***

---

Thanks [REDACTED]

Just a super quick thought on this. The harms measure hasn't been designed as a psychometric scale but that doesn't mean that for analytical purposes the scores can't be summed (in some cases this is optimal for analysis). I wouldn't see this as a misuse of statistics as analysts make decisions that are appropriate to them, so it would seem right to me to not include this.

But as ever super happy to chat through.

[REDACTED]

Sent from my iPhone

On 10 Sep 2025, at 17:00, [REDACTED]  
[REDACTED] wrote:

Hi [REDACTED]

Many thanks for giving the opportunity to review the GSGB guidance.

I've had a read over, it's all very clear and informative.

My only query relates to some guidance that's in the current/published guidance that isn't in here:

*The GSGB should not be used to.....calculate an overall rate of gambling-related harm in Great Britain. By this we mean the severe and adverse consequences data within GSGB shouldn't be added up into one composite measure of harm*

There's no doubt good reason why this statement is no longer in the guidance (at the moment I'm not overly au fait with what q'aire changes were made between Y1 and Y2), but thought I'd mention it since it raised a few questions for me, so may do for others.

Many thanks

[REDACTED]

[REDACTED]

[REDACTED]

---

From: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

Sent: 09 September 2025 15:58

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 12 September 2025 15:03:30  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[REDACTED] added a comment

worth saying here explicitly 'and not a measure of addiction' ?

---

...opens in new tab) and his analysis of the impact of the change in methodology. We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken. The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB. The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the sta...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] left a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 12 September 2025 15:29:17  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



[REDACTED] added a comment

worth putting 'the right terms to use' first?

---

**... from the Gambling Survey for Great Britain**

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 12 September 2025 14:06:41  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



You left a comment

Add link



You left a comment

We have updated guidance based on Sturgis work - August



[REDACTED] replied

Inserted link to [REDACTED] research: [Three experiments on the causes of differences in estimates of gambling and gambling impacts in general population surveys - LSE Research Online](#)

---

.... We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the cont...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Fw: Updated GSGB guidance  
**Date:** 15 September 2025 16:53:43  
**Attachments:** [Revised GSGB guidance\\_clean\\_PS.docx](#)

---

Thank you both for your feedback on the GSGB guidance.

We had some more feedback internally which we have taken on board, so I am just sharing the latest (hopefully final) version for your information.

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 15 September 2025 12:48  
**To:** [REDACTED] >  
**Cc:** [REDACTED]@gamblingcommission.gov.uk> [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

Hope you had a good weekend!

[REDACTED] had a few suggestions on the GSGB guidance, so I've attached the latest version. Please could you take a quick look and let us know if you have any other comments? If you're happy with the updates, it would be really helpful if you could confirm via email that you've reviewed it.

Thanks again for all your help and support.

Best wishes,

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Tuesday, September 9, 2025 2:06 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

Thanks so much for reviewing the updated GSGB guidance. We've made quite a few

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Revised GSGB guidance\_clean\_PS2"  
**Date:** 16 September 2025 17:28:12  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

-->  
-->



Revised GSGB guidance\_clean\_PS2.docx



[Redacted] You left a comment

[Redacted] comment: I would probably remove this para. There is a bit of a risk that we are accused of picking and choosing research to promote here. I'm also conscious that Gambleaware will be closing in March so the hyperlink may not exist in the future.

[Redacted] replied

I'm not sure about this as its already in the guidance - we would need to update the GambleAware link though come March

[Redacted] replied

I think given it's been in before we should leave - if it was new I'd take his point

---

...lp for gambling addiction.

For example, instead of writing "x percent of gamblers...", you can write "x percent of people who gamble...".

[There is more information available on why language matters from organisations including the University of Glasgow \(opens in new tab\), GambleAware \(PDF\) \(opens in new tab\) and Manchester Combined Authority \(PDF\) \(opens in new tab\).](#)

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder an...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "Revised GSGB guidance\_clean\_PS2"  
**Date:** 16 September 2025 17:00:26  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->

 Revised GSGB guidance\_clean\_PS2.docx



[REDACTED] You left a comment

Added based on [REDACTED] suggestion

[REDACTED] replied

[REDACTED] I think this is supposed to go at the end of the para above (ending 'its best practice to report data in this way) as its referring to the consequences data

---

...en asked in certain waves. Based on Professor Sturgis' experimental research, we do not expect methodological factors to materially affect population-level estimates for these questions, but we are taking a cautious approach because his study did not specifically examine this. It is also important to note that these questions only capture experiences within the past year and therefore do not capture adverse consequences that persist after someone has stopped gambling.  
The GSGB collects data co...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 16 September 2025 10:24:16

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Thanks [REDACTED] I see you've softened the guidance on adverse consequences - but I think someone will ask why you think it's best to report based on people who have gambled. I looked at your comments, where you said "PGSI is different bc it asks about current behaviours, rather than consequences". However, this isn't quite right - the PGSI is a mix of behavioural symptoms and adverse consequences, within a 12 month reference period. The adverse consequences questions also have the 12 month reference period. The reason we reported based on people who had gambled in the past year in year 1 was because we were concerned that there could be substantial over reporting of gambling behaviours, which could inflate these estimates when presented at population statistics. But [REDACTED] experimental work shows limited translation between increased rates of past year gambling and impact on PGSI (which includes consequences questions; three of which are actually included within our adverse consequence set). So it seems strange to me not to take the same approach as for the PGSI. Concern about over-reporting was the only reason we reported it this way in year 1 - it wasn't about legacy harms, because the questions were always about current experience. If you want to go belts and braces on this you could say something like, we report them based on the proportion of people who have gambled in the past year. Then reflect back that you think that [REDACTED] experimental work is unlikely to impact on population estimates, but you are being cautious because the experimental work didn't actually look at this. Then make a point that, irrespective, these questions don't capture the totality of adverse consequences as they only measure things captured in the past year, and not legacy harms.

Does that make sense? I'm really happy to speak about this further,

[REDACTED]

On Mon, Sep 15, 2025 at 6:05 PM [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi both,

Hope you're well! Thanks so much for reviewing the GSGB guidance and for your helpful suggestions. We've made a few more changes and I've attached the latest version.

We've asked [REDACTED] to review it before we send it to user group members. The plan is then to publish it around a week before the annual GSGB report.

Thanks for all your help!

Best wishes,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 16 September 2025 14:44:26

---

Hi [REDACTED]

[REDACTED]

Ideally on the guidance, we would welcome comments by the end of the week but understand if this is too short notice.

Thanks

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Tuesday, September 16, 2025 10:48  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Thanks for your email and for sharing this with us. We will have a look at the revised guidance; please could you let me know when you would like any comments by, noting your aim to publish around the end of September?

Thank you also for your email of 3 September regarding arranging a meeting – I will speak to [REDACTED] and send over some options. [REDACTED]  
[REDACTED]

Thanks,

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** 16 September 2025 09:23

**To:** [REDACTED]  
[REDACTED]

**Cc:** [REDACTED]@gamblingcommission.gov.uk>

**Subject:** Updated GSGB guidance

Caution: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi [REDACTED]

Hope you are both well.

Just by way of a quick update, we are in the process of updating our GSGB guidance following the publication of the research I shared with you in August to understand the variation in gambling estimates by survey mode.

Given the findings of the research and therefore our increased confidence in the estimates produced by GSGB, we have updated the guidance to remove some of the caution we previously advised around over estimation. We do of course use the guidance to remind users that a survey like the GSGB produces estimates and that confidence intervals should be taken into account, alongside other wider evidence.

We would really appreciate it if you could review our guidance and let us know if you have any feedback, if there are any areas you think we should be strengthening in line with the Code of Practice?

Our plan is to share the guidance with our user group for feedback, before publishing around the end of September ahead of the publication of our 2<sup>nd</sup> Annual Report of the GSGB.

Look forward to hearing from you

[REDACTED]

[REDACTED]

Gambling Commission  
Victoria Square House

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 16 September 2025 17:19:00  
**Attachments:** [image001.png](#)

---

Responded

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, September 16, 2025 5:06 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi [REDACTED]

We are so close to the final version!

I just had one comment about the positioning of [REDACTED] feedback.

[REDACTED] would you mind reviewing the comment from [REDACTED] at the end? It's in the language section, I think it's OK so propose to leave in.

I have also shared with OSR for feedback but we're not likely to get this before we have to share with the user group.

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 16 September 2025 11:06  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** FW: Updated GSGB guidance

Hi both,

[REDACTED] made a few minor edits, and I've added a few sentences to the 'Annual vs Wave specific data' section based on [REDACTED] suggestion (see tracked changes in this updated version: [Revised GSGB guidance\\_clean\\_PS2.docx](#))

Please let me know if you have any further suggestions. I'll then tidy it up and update the other version for Digital.

Thanks !

██████████

---

**From:** ██████████  
**Sent:** Tuesday, September 16, 2025 10:22 AM  
**To:** ██████████ [@gamblingcommission.gov.uk](mailto:██████████@gamblingcommission.gov.uk)>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi ██████████ here are a few additional suggestions from me. Also, I have now made the data and replication code available online and updated the paper to include a link.

Best,

██████████

On 15 Sep 2025, at 12:48, ██████████  
██████████ [@gamblingcommission.gov.uk](mailto:██████████@gamblingcommission.gov.uk)> wrote:

Hi ██████████

Hope you had a good weekend!

██████████ had a few suggestions on the GSGB guidance, so I've attached the latest version. Please could you take a quick look and let us know if you have any other comments? If you're happy with the updates, it would be really helpful if you could confirm via email that you've reviewed it.

Thanks again for all your help and support.

Best wishes,

██████████

---

**From:** ██████████  
**Sent:** Tuesday, September 9, 2025 2:06 PM  
**To:** ██████████  
**Cc:** ██████████ [@gamblingcommission.gov.uk](mailto:██████████@gamblingcommission.gov.uk)>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

Thanks so much for reviewing the updated GSGB guidance. We've made quite a few changes, and so would you be able to take another look (particularly at pages 1-4) before we share it with the user group later this week?

We'd really appreciate your feedback!

Thanks,

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 8:59 AM  
**To:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
**Cc:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED]  
[REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)> wrote:

Hi [REDACTED]

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology can be found in the [GSGB technical report](#).

The guidance is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

The guidance is important because the official statistics from the GSGB are collected using a different methodology than previous official statistics. The guidance was published in 2024 and has since been updated (September 2025) to take on board the latest evidence to [understand the causes of differences in gambling estimates in general population surveys](#). We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the [2023 baseline](#)

## Summary of Comments on 20250916 Attachment Revised GSGB guidance\_clean\_PS.pdf

Page: 1

- Author [redacted] Date: 11/09/2025 17:26:00 +01'00'  
First of all we give you do's and don't for those who don't want all the detail, more detail follows and even more detail in the technical report
- Author [redacted] Date: 12/09/2025 15:01:00 +01'00'  
worth putting 'the right terms to use' first?
- Author [redacted] Date: 11/09/2025 17:10:00 +01'00'  
GSGB is one source of evidence in our wider evidence base
- Author [redacted] Date: 11/09/2025 17:13:00 +01'00'  
We have updated guidance based on Sturges work - August
- Author [redacted] Date: 11/09/2025 17:04:00 +01'00'  
Add link
- Author [redacted] Date: 12/09/2025 14:04:00 +01'00'  
Inserted link to Patrick's research: Three experiments on the causes of differences in estimates of gambling and gambling impacts in general population surveys - LSE Research Online
- Author [redacted] Date: 12/09/2025 15:01:00 +01'00'  
worth saying here explicitly 'and not a measure of addiction' ?

This page contains no comments

- to describe the range of consequences that someone may experience due to a person's own gambling and due to someone else's gambling.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

"The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)

"Approximately 25 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023).

You could also use 95% confidence intervals<sup>1</sup> to provide the range in which the true value is likely to fall: For example, you could say: "Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks" (GSGB Year 1, 2023).

When reporting PGSI scores, you could say:

"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+." (GSGB Year 1, 2023).

You could improve the way you report this by showing the range within which the true value is likely to fall. For example: "Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)

When reporting PGSI scores, you could also say:

"Estimates suggest approximately 1.3 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023). To improve reporting, you could use the 95% confidence interval to provide the range in which the true figure is likely to fall "Estimates show that

---

<sup>1</sup> 95% Confidence Intervals can be calculated using the formula:  $p \pm 1.96 \times \sqrt{[p(1-p)/n]}$ , where p is the observed proportion and n is the base size.

between 1.1 and 1.7 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023)

**The GSGB should not be used:**

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys. This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

However, it is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies."

**Further information about reporting survey estimates from the GSGB**

**Survey estimates and confidence intervals**

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of the concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

This page contains no comments

### Latest research on the impact of methodology

The GSGB uses a push to web methodology, and in his [independent review of the GSGB methodology](#), Professor Sturgis found that the GSGB enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys. However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned the London School of Economics and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview); and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in the survey invitation significantly increased estimates of gambling participation but did not significantly affect PGSI estimates. The study could not conclude whether estimates of gambling participation were more or less accurate as a result of mentioning gambling in the invitation letter.

The study also found that participants who completed the survey online were more likely to score 1 or more on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling may be suppressed in interviewer-led surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). In contrast, the GSGB's self-completion methodology mitigates this measurement bias and encourages more accurate reporting of gambling behaviours.

Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) slightly increased gambling participation estimates, but this was not statistically significant. The updated activity list also had no effect on the rate of participants scoring 1 or more on the PGSI.

Overall, this experimental research helps us to understand why surveys with different methodologies produce different estimates of gambling and its impacts.

As a result of the research we have more confidence in the accuracy of the estimates produced by the GSGB, and alongside a larger sample size in Year 2 compared to Year 1, we have updated our guidance for using the GSGB accordingly. The main changes in the guidance published in September 2025 are to remove some of the caution we previously advised whilst we waited for the findings of the experimental research. This includes removing the advice not to gross estimates up to whole numbers in the population. 

### **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the annual report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity, therefore, it can mask patterns of what is going on with other types of gambling.

For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so we think it's best practice to report data in this way.

#### Annual versus wave specific data

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size and will allow for more analysis at sub population level. This is also how we will track trends over time.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

#### Language

---

Author [redacted] Date: 11/09/2025 13:25:00 +01'00'  
PGSI is different bc it asks about current behaviours, rather than consequences

---

Author [redacted] Date: 10/09/2025 09:32:00 +01'00'  
Softened guidance - but still best practice bc presenting % of whole population could be misleading as it omits people with legacy harms (i.e. people who haven't gambled in the past year but have still encountered harm in the past year due to their previous gambling)

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

### **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

### **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

This page contains no comments

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

This page contains no comments

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology can be found in the [GSGB technical report](#).

The guidance is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

The guidance is important because the official statistics from the GSGB are collected using a different methodology than previous official statistics. The guidance was published in 2024 and has since been updated (September 2025) to take on board the latest evidence to [understand the causes of differences in gambling estimates in general population surveys](#). We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the [2023 baseline](#)

- to describe the range of consequences that someone may experience due to a person’s own gambling and due to someone else’s gambling.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

“The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks.” (GSGB Year 1, 2023)

“Approximately 25 million adults in Great Britain have gambled in the past 4 weeks.” (GSGB Year 1, 2023).

You could also use 95% confidence intervals<sup>1</sup> to provide the range in which the true value is likely to fall: For example, you could say: “Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks” (GSGB Year 1, 2023).

When reporting PGSI scores, you could say:

“Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+.” (GSGB Year 1, 2023).

You could improve the way you report this by showing the range within which the true value is likely to fall. For example: “Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)

When reporting PGSI scores, you could also say:

“Estimates suggest approximately 1.3 million adults in Great Britain score 8 or more on the PGSI” (GSGB Year 1, 2023). To improve reporting, you could use the 95% confidence interval to provide the range in which the true figure is likely to fall “Estimates show that

---

<sup>1</sup> 95% Confidence Intervals can be calculated using the formula:  $p \pm 1.96 \times \sqrt{[p(1-p)/n]}$ , where p is the observed proportion and n is the base size.

between 1.1 and 1.7 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023)

### **The GSGB should not be used:**

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys. This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

However, it is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies."

## **Further information about reporting survey estimates from the GSGB**

### **Survey estimates and confidence intervals**

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of the concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

## Latest research on the impact of methodology

The GSGB uses a push to web methodology, and in his [independent review of the GSGB methodology](#) Professor Sturgis found that the GSGB enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys. However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned the London School of Economics and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview);  
and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in the survey invitation significantly increased estimates of gambling participation but did not significantly affect PGSI estimates. The study could not conclude whether estimates of gambling participation were more or less accurate as a result of mentioning gambling in the invitation letter.

The study also found that participants who completed the survey online were more likely to score 1 or more on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling may be suppressed in interviewer-led surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). In contrast, the GSGB's self-completion methodology mitigates this measurement bias and encourages more accurate reporting of gambling behaviours.

Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) slightly increased gambling participation estimates, but this was not statistically significant. The updated activity list also had no effect on the rate of participants scoring 1 or more on the PGSI.

Overall, this experimental research helps us to understand why surveys with different methodologies produce different estimates of gambling and its impacts.

As a result of the research we have more confidence in the accuracy of the estimates produced by the GSGB, and alongside a larger sample size in Year 2 compared to Year 1, we have updated our guidance for using the GSGB accordingly. The main changes in the guidance published in September 2025 are to remove some of the caution we previously advised whilst we waited for the findings of the experimental research. This includes removing the advice not to gross estimates up to whole numbers in the population.

### **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the annual report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity, therefore, it can mask patterns of what is going on with other types of gambling.

For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so we think it's best practice to report data in this way.

## **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size and will allow for more analysis at sub population level. This is also how we will track trends over time.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

## **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

## **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

## **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

**From:** [redacted]  
**To:** [redacted]  
**Subject:** [redacted] replied to a comment in "Revised GSGB guidance\_clean\_PS2"  
**Date:** 16 September 2025 17:22:36  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

-->  
-->



Revised GSGB guidance\_clean\_PS2.docx



[redacted] left a comment

[redacted] comment: I would probably remove this para. There is a bit of a risk that we are accused of picking and choosing research to promote here. I'm also conscious that Gambleaware will be closing in March so the hyperlink may not exist in the future.



You left a comment

I'm not sure about this as its already in the guidance - we would need to update the GambleAware link though come March



[redacted] replied

I think given it's been in before we should leave - if it was new I'd take his point

---

...lp for gambling addiction.

For example, instead of writing "x percent of gamblers...", you can write "x percent of people who gamble...".

[There is more information available on why language matters from organisations including the University of Glasgow \(opens in new tab\), GambleAware \(PDF\) \(opens in new tab\) and Manchester Combined Authority \(PDF\) \(opens in new tab\).](#)

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder an...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 17 September 2025 08:59:17  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



You left a comment

Can we say Problem Gambling Severity Index as it's the first time we use it in this doc?



[Redacted] replied

Actioned

---

...s information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

**The GSGB can be used:**

- to look at patterns within the data of gambling participation, Problem Gambling Severity Index (PGSI), and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "Revised GSGB guidance\_clean\_PS"  
**Date:** 17 September 2025 09:25:37  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS.docx



You left a comment

I would probably remove this para. There is a bit of a risk that we are accused of picking and choosing research to promote here. I'm also conscious that Gambleaware will be closing in March so the hyperlink may not exist in the future.



[REDACTED] replied

This is included in the current guidance so have decided to leave in, we will need to update the GambleAware link in March though

---

...There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and ...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] replied to a comment in "Revised GSGB guidance\_clean\_PS2"  
**Date:** 17 September 2025 08:54:45  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



Revised GSGB guidance\_clean\_PS2.docx



[Redacted] You left a comment

[Redacted] At the end of the 'Reporting Base Numbers' section, we advise against extrapolating consequences to the wider population - remove 'consequences of gambling' from this sentence to avoid confusion?

[Redacted] replied

[Redacted] Yes I agree to remove it so it aligns with what we are saying later on

...

- to describe the range of consequences that someone may experience due to a person's own gambling and due to someone else's gambling.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

"The Gambling Survey for Great Britain estimates 48 percent of adults i...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: GSGB Guidance  
**Date:** 17 September 2025 09:00:29

---

Thanks [REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 9:00 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB Guidance

Thanks [REDACTED] we'll send a note round to Exec for information ahead of publication.

Professor Sturgis is happy with the guidance now, and it's been sent to OSR for comment.

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 16 September 2025 13:34  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: GSGB Guidance

Thanks [REDACTED]

I've left a couple of small comments but I think it's really well drafted. Before it goes live it will be worth advising Exec that the guidance is being updated. I'll try and mention it in AOB during our Exec catch up tomorrow

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 15, 2025 4:59 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** GSGB Guidance

Hi [REDACTED]

Here is the latest version of the GSGB guidance as discussed last week [\[REDACTED\] Revised GSGB guidance\\_clean\\_PS.docx](#)

This has been sent to [REDACTED] for his final review and I will also share a copy with the OSR.

As discussed we plan to share a copy with the GSGB Stats User group first and then publish it around the week before the launch of the 2<sup>nd</sup> GSGB Annual Report (2nd October).

Thanks

[Redacted]

[Redacted]

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 17 September 2025 14:36:09  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

---

Thanks [REDACTED] I'll send it to [REDACTED] now...

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 1:56 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Thanks [REDACTED] this is looking good! Just made ne or two small tweaks.

Has [REDACTED] seen it as most of these questions are obviously aimed at him?

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 17 September 2025 11:50  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

ok I've checked through it and made some edits – it would be great if you could take a look and let me know if you have any other suggestions: [Webinar Q&A.docx](#)

Thanks!

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 9:32 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi [REDACTED]

Let's get the Q&A sorted and then we can send the guidance and Q&A to [REDACTED] together,  
[REDACTED]

Just give me a shout when you want me to look at the Q&A.

Thanks

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** 17 September 2025 09:27  
**To:** ██████████@gamblingcommission.gov.uk>  
**Cc:** ██████████@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi ██████████

Thanks ██████████ – just tidying it up and removing the comments now. Should I send it to ██████████ to send to the user group?

Re the webinar questions, ██████████ said she doesn't see any need to transcribe the 'Answered' questions as the recording is being sent anyway. So I've just drafted responses to the 'Unanswered' questions: [Webinar Q&A.docx](#). I've not had a chance to check through it yet but will do that today. (here's the original version that ██████████ sent, with the 'answered' questions [10.09.2025 Questions - GSGB User Group.docx](#)).

Thanks,

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 9:06 AM  
**To:** ██████████@gamblingcommission.gov.uk>; ██████████  
██████████@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi ██████████

Have responded to your last comment, so I think it's ready to save as the final draft and send to user group. Can we make sure all comments are removed.

How did you get on with the questions from the webinar?

Thanks

██████████

---

**From:** ██████████@gamblingcommission.gov.uk>  
**Sent:** 16 September 2025 17:49

To: [REDACTED]@gamblingcommission.gov.uk> [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
Subject: RE: Updated GSGB guidance

Great, thanks [REDACTED] ! I've moved those sentences to where they're supposed to be (I've no idea why I put it there in the first place 🤔).  
I'll check through it again tomorrow with fresh eyes, and then hopefully it'll be ready to send to the user group 🙏

Thanks!

[REDACTED]

---

From: [REDACTED]@gamblingcommission.gov.uk>  
Sent: Tuesday, September 16, 2025 5:06 PM  
To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

Hi [REDACTED]

We are so close to the final version!

I just had one comment about the positioning of [REDACTED] feedback.

[REDACTED] would you mind reviewing the comment from [REDACTED] at the end? It's in the language section, I think it's OK so propose to leave in.

I have also shared with OSR for feedback but we're not likely to get this before we have to share with the user group.

Thanks

[REDACTED]

---

From: [REDACTED]@gamblingcommission.gov.uk>  
Sent: 16 September 2025 11:06  
To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
Subject: FW: Updated GSGB guidance

Hi both,

[REDACTED] made a few minor edits, and I've added a few sentences to the 'Annual vs Wave specific data' section based on [REDACTED] suggestion (see tracked changes in [REDACTED])

this updated version: [Revised GSGB guidance clean PS2.docx](#)

Please let me know if you have any further suggestions. I'll then tidy it up and update the other version for Digital.

Thanks !

██████████

---

**From:** ██████████  
**Sent:** Tuesday, September 16, 2025 10:22 AM  
**To:** ██████████@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi ██████████ here are a few additional suggestions from me. Also, I have now made the data and replication code available online and updated the paper to include a link.

Best,

██████████

On 15 Sep 2025, at 12:48, ██████████  
██████████@gamblingcommission.gov.uk> wrote:

Hi ██████████

Hope you had a good weekend!

██████████ had a few suggestions on the GSGB guidance, so I've attached the latest version. Please could you take a quick look and let us know if you have any other comments? If you're happy with the updates, it would be really helpful if you could confirm via email that you've reviewed it.

Thanks again for all your help and support.

Best wishes,

██████████

---

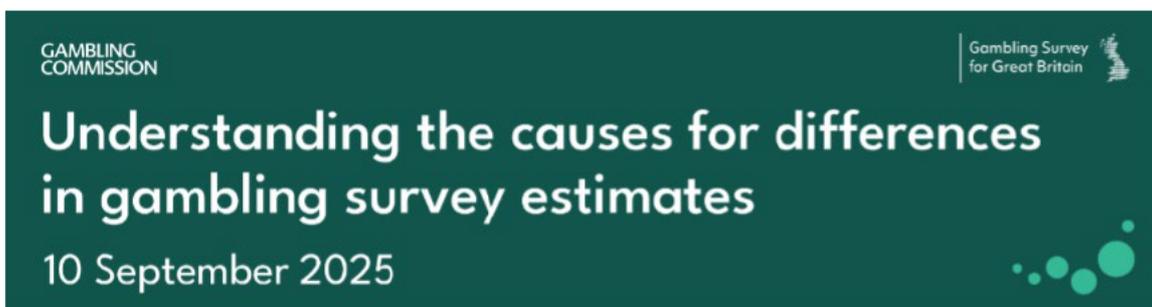
**From:** ██████████

**From:**  
**To:**  
**Bcc:**



**Subject:** Follow up to GSGB User Group meeting (10.09.2025 ) and sharing updated GSGB Guidance  
**Date:** 22 September 2025 15:40:42  
**Attachments:** [image.png](#)  
[Revised GSGB guidance \(For User Group Review\).pdf](#)

---



We write to follow up the 10 September meeting when [redacted] shared findings and responded to questions about his experimental research exploring why different gambling surveys estimate varying participation and Problem Gambling Severity Index (PGSI) rates.

You may review the [recording of this meeting online on our YouTube channel](#).

We will also shortly share the written responses to questions that were not answered during the meeting.

Revised GSGB guidance

As mentioned, we are also sharing a preview of the updated GSGB guidance (attached) which will be published just ahead of the Second Annual Report of the Gambling Survey for Great Britain. This guidance has been updated following the

latest evidence from Professor Sturgis' work.

Register to attend the Gambling Survey for Great Britain Annual Report Webinar  
We remind you to register to attend the webinar to launch the official statistics and two supplementary reports on Thursday 2 October 2025 at 11:30am. Please complete the [registration form to provide your details to attend](#) by Friday 26 September.

If you have any questions please email [PublicAffairs@gamblingcommission.gov.uk](mailto:PublicAffairs@gamblingcommission.gov.uk).

Yours sincerely,


#### Data Protection

Any data or feedback collected during Statistics User Group meetings, workshops and other events will be used by the Gambling Commission for feedback on the GSGB and associated publications and to inform our GSGB planning and development. The legal basis we rely on for processing your personal data is consent under article 6(1)(a) of the General Data Protection Regulation (GDPR).

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 22 September 2025 15:13:00  
**Attachments:** [image001.png](#)

---

Hello again, Here's the version for digital: [Revised GSGB guidance \(VERSION FOR DIGITAL\).docx](#)

---

**From:** [REDACTED]  
**Sent:** Monday, September 22, 2025 2:55 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Updated GSGB guidance

Hi [REDACTED] here's the updated GSGB guidance: [Revised GSGB guidance \(FINAL VERSION\).docx](#)

Thanks !

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: REVIEW: to GSGB User Group  
**Date:** 22 September 2025 15:28:10  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

I will prepare the email messages for review

Kind regards

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Monday, September 22, 2025 15:13

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: REVIEW: to GSGB User Group

Hi [REDACTED]

The guidance will be updated at 9.30am along with the rest of the publication.

I like your suggestions below.

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Monday, September 22, 2025 15:07

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: REVIEW: to GSGB User Group

[REDACTED]

How soon will the updated examples be published on Thursday?

We could still share via email on Tuesday with the caveat that the examples in the pdf are based on the first annual report due to the embargo on sharing any official statistics before publication day 2 October, and that the final version will be

published to the website on second October. This would fulfil commitments to share in advance of publication of the annual report

At risk of appearing "spammy" but with the intention of being useful, we could also share the links for the published Annual Report and the updated guidance with the current examples (if available) at around 10:30 on Thursday 2 October - in the email which gives the "starting in 1 hour" notice of the webinar.

Kind regards

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Monday, September 22, 2025 15:02

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: REVIEW: to GSGB User Group

We spoke about publishing it on Tuesday, but I am a bit concerned it might get confusing if we publish it on Tuesday and again on Thursday with updated examples. What do you think?

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Monday, September 22, 2025 13:46

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: REVIEW: to GSGB User Group

Shall we instead say "...will be published just ahead of the Second Annual Report of the Gambling Survey for Great Britain."

We intend to send a reminder of the webinar just before the day - we can include the link to the published updated guidance in that message.

[REDACTED] what is the intended publication date of the revised Guidance?

Kind regards,

[REDACTED]

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Monday, September 22, 2025 12:50

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

<[REDACTED]@gamblingcommission.gov.uk>

**Subject:** RE: REVIEW: to GSGB User Group

Only point is that we say we will publish guidance with the next GSGB report – is the intention not to publish guidance a couple of days ahead?

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Friday, September 19, 2025 10:32 AM

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: REVIEW: to GSGB User Group

Hi [REDACTED]

Thanks for sharing, I am happy with this.

[REDACTED] are you content with us sharing the revised guidance with the user group? Do you think we need to say anything more about it in the covering email, or is what we have written enough?

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>

**Sent:** Thursday, September 18, 2025 16:01

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

**Subject:** REVIEW: to GSGB User Group

Hi All,

Kindly review and advise if you are happy proceeding with the email to the GSGB User

Group to share the video recording of last week's meeting and a preview of the [revised GSGB Guidance](#) that will be published alongside the annual report. We hope to send out the email on Friday.

[18.09.2025 Post Event Email GSGB User Group Re Experimental Research.docx](#)

Thank you



GAMBLING  
COMMISSION



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: REVIEW: to GSGB User Group  
**Date:** 22 September 2025 15:00:47  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Many thanks [REDACTED]

We will send out the email this afternoon.

Kind regards

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 22 September 2025 14:59  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: REVIEW: to GSGB User Group

That would work for me

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 22, 2025 1:47 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: REVIEW: to GSGB User Group

Shall we instead say "...will be published just ahead of the Second Annual Report of the Gambling Survey for Great Britain."

We intend to send a reminder of the webinar just before the day - we can include the link to the published updated guidance in that message.

[REDACTED] what is the intended publication date of the revised Guidance?

Kind regards,

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 22, 2025 12:50  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>

**Subject:** RE: REVIEW: to GSGB User Group

Only point is that we say we will publish guidance with the next GSGB report – is the intention not to publish guidance a couple of days ahead?

█

---

**From:** █@gamblingcommission.gov.uk>

**Sent:** Friday, September 19, 2025 10:32 AM

**To:** █@gamblingcommission.gov.uk>; █

█@gamblingcommission.gov.uk>

█@gamblingcommission.gov.uk>

**Subject:** Re: REVIEW: to GSGB User Group

Hi █

Thanks for sharing, I am happy with this.

█ are you content with us sharing the revised guidance with the user group? Do you think we need to say anything more about it in the covering email, or is what we have written enough?

Thanks

█

---

**From:** █@gamblingcommission.gov.uk>

**Sent:** Thursday, September 18, 2025 16:01

**To:** █@gamblingcommission.gov.uk>; █

█@gamblingcommission.gov.uk>; █

█@gamblingcommission.gov.uk>

**Subject:** REVIEW: to GSGB User Group

Hi All,

Kindly review and advise if you are happy proceeding with the email to the GSGB User Group to share the video recording of last week's meeting and a preview of the [revised GSGB Guidance](#) that will be published alongside the annual report. We hope to send out the email on Friday.

█ [18.09.2025 Post Event Email GSGB User Group Re Experimental Research.docx](#)

Thank you

█

█  
█  
█

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance - preview for user group  
**Date:** 22 September 2025 14:36:08  
**Attachments:** [image001.png](#)

---

Hi [REDACTED] - I am waiting for final "go ahead" from [REDACTED] and [REDACTED] Hope to send this afternoon

[18.09.2025 Post Event Email GSGB User Group Re Experimental Research.docx](#)

Regards

[REDACTED]

---

**From:** [REDACTED]<[REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 22 September 2025 14:27  
**To:** [REDACTED]<[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]<[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance - preview for user group

Hi [REDACTED]

Hope you had a good weekend ! Just wanted to check whether the GSGB guidance had been sent to the user group members?

We're hoping [REDACTED] will get back to us over the next few days about the webinar Q&A responses so will send that over to you asap.

Thanks !

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, September 18, 2025 1:06 PM  
**To:** [REDACTED]<[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]<[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Updated GSGB guidance - preview for user group

Hi [REDACTED]

Here's the final version of the GSGB guidance – please could you circulate it to the user group? [Revised GSGB guidance \(FINAL VERSION\).docx](#)

Re. the webinar Q&A, [REDACTED] and I have drafted responses to the questions but given that they're mostly intended for [REDACTED] to answer, we really need him to review our

responses first. [REDACTED] I'm hoping he'll be able to review them early next week.

Thanks !

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 22 September 2025 12:58:08

---

Hi [REDACTED]

Thanks for reviewing the guidance, and glad to hear you think it looks good.

2<sup>nd</sup> October is GSGB publication day so it will be a busy day, however we have time in our calendar from 4.15-5pm if that is suitable?

Thanks

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Friday, September 19, 2025 16:19  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Thanks for sending this over – it's great to see the updated guidance and it's clearly been thoughtfully put together. We don't have any specific feedback, other than to say it looks good.

With the next GSGB publication date approaching, it would be helpful to schedule a catch-up to discuss how you've met the requirements outlined in the review.

Do you have any availability during the week commencing 29th September? Isaac and I are both free at the following times on Thursday 2nd October:

- 1:00–2:30pm
- 4:00–5:00pm

Let me know what works best for you.

Kind regards,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Updated GSGB guidance  
**Date:** 22 September 2025 14:54:00  
**Attachments:** [image001.png](#)

---

Hi [REDACTED] here's the updated GSGB guidance: [Revised GSGB guidance \(FINAL VERSION\).docx](#)

Thanks !

[REDACTED]

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology can be found in the [GSGB technical report](#).

The guidance is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

The guidance is important because the official statistics from the GSGB are collected using a different methodology than previous official statistics. The guidance was published in 2024 and has since been updated (September 2025) to take on board the latest evidence to [understand the causes of differences in gambling estimates in general population surveys](#). We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, Problem Gambling Severity Index (PGSI), and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the [2023 baseline](#)

- to describe the range of consequences that someone may experience due to a person’s own gambling and due to someone else’s gambling.
- to provide estimates of gambling participation and PGSI scores amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

“The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks.” (GSGB Year 1, 2023)

“Approximately 25 million adults in Great Britain have gambled in the past 4 weeks.” (GSGB Year 1, 2023).

You could also use 95% confidence intervals<sup>1</sup> to provide the range in which the true value is likely to fall: For example, you could say: “Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks” (GSGB Year 1, 2023).

When reporting PGSI scores, you could say:

“Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+.” (GSGB Year 1, 2023).

You could improve the way you report this by showing the range within which the true value is likely to fall. For example: “Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)

When reporting PGSI scores, you could also say:

“Estimates suggest approximately 1.3 million adults in Great Britain score 8 or more on the PGSI” (GSGB Year 1, 2023). To improve reporting, you could use the 95% confidence interval to provide the range in which the true figure is likely to fall “Estimates show that

---

<sup>1</sup> 95% Confidence Intervals can be calculated using the formula:  $p \pm 1.96 \times \sqrt{[p(1-p)/n]}$ , where p is the observed proportion and n is the base size.

between 1.1 and 1.6 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023)

### **The GSGB should not be used:**

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys. This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

However, it is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies."

## **Further information about reporting survey estimates from the GSGB**

### **Survey estimates and confidence intervals**

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of the concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users. This is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

## Latest research on the impact of methodology

The GSGB uses a push to web methodology, and in his [independent review of the GSGB methodology](#) Professor Sturgis found that the GSGB enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys. However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned the London School of Economics and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview);  
and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in the survey invitation significantly increased estimates of gambling participation but did not significantly affect PGSI estimates. However, the study could not conclude whether estimates of gambling participation were more or less accurate as a result of mentioning gambling in the invitation letter.

The study also found that participants who completed the survey online had a significantly higher score on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling are under-reported in interviewer-administered surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). While in-person surveys mitigate this through self-completion during the interview, this is unlikely to be entirely successful. In contrast, the GSGB's self-completion methodology largely avoids this measurement bias and encourages more accurate reporting of gambling behaviours.

Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) did not have a detectable impact on survey estimates.

Overall, this experimental research helps us to understand why interviewer-administered surveys produce lower estimates of gambling and its impacts compared to online self-completion.

As a result of the research we can have more confidence in the accuracy of the estimates produced by the GSGB. In addition, the sample size in Year 2 data is larger than in Year 1. Based on these developments, we have updated our guidance for using the GSGB. The main changes in the guidance published in September 2025 are to remove some of the caution we previously advised whilst we waited for the findings of the experimental research. This includes removing the advice not to gross estimates up to whole numbers in the population.

### **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the annual report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity,

therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so we think it's best practice to report data in this way. Based on Professor Sturgis' experimental research, we do not expect methodological factors to materially affect population-level estimates for these questions, but we are taking a cautious approach because his study did not specifically examine this. It is also important to note that these questions only capture experiences within the past year and therefore do not capture adverse consequences that persist after someone has stopped gambling.

## **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves. The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size and will allow for more analysis at sub population level. This is also how we will track trends over time.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

## **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

## **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

## **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Updated GSGB guidance  
**Date:** 24 September 2025 13:38:29  
**Attachments:** [Webinar Q&A+ps.docx](#)

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggested edits from me. The question about self-completion in the HSE requires further consideration in terms of response, as you will see.

Best,  
[REDACTED]

On 24 Sep 2025, at 09:57, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

[REDACTED]

Just thought I'd follow up to check whether you've had a chance to review the Q&A responses? Please let us know if you have any other comments/suggestions.

Thanks!  
[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, September 17, 2025 4:10 PM  
**To:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
**Cc:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

[REDACTED]

[REDACTED]

On 17 Sep 2025, at 14:49, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]



any other comments? If you're happy with the updates, it would be really helpful if you could confirm via email that you've reviewed it.

Thanks again for all your help and support.

Best wishes,

██████████

---

**From:** ██████████  
**Sent:** Tuesday, September 9, 2025 2:06 PM  
**To:** ██████████  
**Cc:** ██████████ <[██████████@gamblingcommission.gov.uk](mailto:██████████@gamblingcommission.gov.uk)>  
**Subject:** RE: Updated GSGB guidance

Hi ██████████

Thanks so much for reviewing the updated GSGB guidance. We've made quite a few changes, and so would you be able to take another look (particularly at pages 1-4) before we share it with the user group later this week?

We'd really appreciate your feedback!

Thanks,

██████████

---

**From:** ██████████  
**Sent:** Wednesday, August 13, 2025 8:59 AM  
**To:** ██████████  
██████████ <[██████████@gamblingcommission.gov.uk](mailto:██████████@gamblingcommission.gov.uk)>  
**Cc:** ██████████ <[██████████@gamblingcommission.gov.uk](mailto:██████████@gamblingcommission.gov.uk)>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi ██████████ here are some suggestions from me.  
Best,

On 12 Aug 2025, at 17:06, [REDACTED]

[REDACTED]  
[REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

wrote:

Hi [REDACTED]

Please find attached our updated  
GSGB guidance - we'd be really  
grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

<image.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information

Act. <Revised GSGB  
guidance\_clean.docx>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly, this could include policy makers, academics, the gambling industry, the media, members of the public and any other interested users. It is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

We have published this guidance because the official statistics from the GSGB are new and they are collected using a different methodology than previous official statistics. The guidance takes on board the recommendations from [independent review of the GSGB \(opens in new tab\)](#) and his analysis of the impact of the change in methodology. We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, statistics based on the survey are estimates, and are subject to sampling error. Sampling error is commonly expressed in the form of a confidence interval. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups, across nations and regionally where sample sizes allow.
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the 2023 baseline which was published in July 2024
- to describe the range of consequences that someone may experience due to a person's own gambling and due to someone else's gambling.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain.
  - For example, to report participation estimates you could say:  
"The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)
  - When reporting PGSI scores, you could say:  
"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+." (GSGB Year 1, 2023)
  - You could also include 95% confidence intervals to show the range within which the true value is likely to fall. For example:  
"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)
- to express estimates of gambling participation, PGSI scores and consequences of gambling as numbers in the whole population.
  - For example, you could say: Approximately 25 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023).
  - You could also use 95% confidence intervals to provide the range in which the true value is likely to fall: For example, you could say:  
"Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks" (GSGB Year 1, 2023).

- When reporting PGSI scores, you could say: “Approximately 1.3 million adults in Great Britain score 8 or more on the PGSI (GSGB Year 1, 2023)”.
- Alternatively, you could use 95% confidence intervals to provide the range in which the true figure is likely to fall, e.g. “Between 1.1 and 1.7 million adults in Great Britain score 8 or more on the PGSI (GSGB Year 1, 2023)”.

In the previous version of our guidance we advised against expressing PGSI scores as whole numbers in the population. This was done as a precaution while we undertook further work to understand the impact of survey mode on gambling estimates. This work has now been completed and has increased our confidence in the robustness of the estimates generated through the GSGB.

#### The GSGB should not be used:

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys which use a different methodology:

For example, you should **not** say that “the PGSI score has increased from 0.4% in 2018 (Health Survey for England, 2018) to 2.5% in 2023 (GSGB Year 1, 2023)”

This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

It is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say “the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies.”

## Impact of new methodology

The push-to-web survey approach enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys, and was endorsed by ██████████ in his [independent review of the GSGB methodological approach](#). However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned Professor Sturgis and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview);  
and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in survey invites resulted in small increases in estimates of gambling participation but did not significantly affect PGSI estimates. The study also found that participants who completed the survey online were more likely to score 1 or more on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling may be suppressed in interviewer-led surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). In contrast, the GSGB's self-completion methodology mitigates this measurement bias and encourages more accurate reporting of gambling behaviours. Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) slightly increased gambling participation estimates, but this was not statistically significant. The updated activity list also had no effect on the rate of participants scoring 1 or more on the PGSI. Overall, this experimental research helps us to understand why surveys with different methodologies produce different estimates of gambling and its impacts. It demonstrates that the GSGBs self-completion design improves the accuracy of measurement for these outcomes.

## **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity, therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know

someone close to them who gambles, so should be reported in this way. This is an example of how you should report the data:

"Of those who know someone close to them who gambles, x percent had experienced relationship breakdown because of someone else's gambling."

### **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size (9,742 in Year 1 and approximately 20,000 from Year 2 onwards) and will allow for more analysis at sub population level. This is also how we will track trends over time. Annual publications will include findings on the consequences of gambling.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

### **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

## **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

## **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology can be found in the [GSGB technical report](#).

The guidance is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

The guidance is important because the official statistics from the GSGB are collected using a different methodology than previous official statistics. The guidance was published in 2024 and has since been updated (September 2025) to take on board the latest evidence to [understand the causes of differences in gambling estimates in general population surveys](#). We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, PGSI, and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the [2023 baseline](#)

## Summary of Comments on 20250924 Attachment Revised GSGB guidance\_clean\_PS.pdf

Page: 1

- Author [redacted] Date: 11/09/2025 17:26:00 +01'00'  
First of all we give you do's and don't for those who don't want all the detail, more detail follows and even more detail in the technical report
- Author [redacted] Date: 12/09/2025 15:01:00 +01'00'  
worth putting 'the right terms to use' first?
- Author [redacted] Date: 11/09/2025 17:10:00 +01'00'  
GSGB is one source of evidence in our wider evidence base
- Author [redacted] Date: 11/09/2025 17:13:00 +01'00'  
We have updated guidance based on Sturges work - August
- Author [redacted] Date: 11/09/2025 17:04:00 +01'00'  
Add link
- Author [redacted] Date: 12/09/2025 14:04:00 +01'00'  
Inserted link to Patrick's research: Three experiments on the causes of differences in estimates of gambling and gambling impacts in general population surveys - LSE Research Online
- Author [redacted] Date: 12/09/2025 15:01:00 +01'00'  
worth saying here explicitly 'and not a measure of addiction' ?

This page contains no comments

- to describe the range of consequences that someone may experience due to a person's own gambling and due to someone else's gambling.
- to provide estimates of gambling participation, PGSI scores, and consequences of gambling amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

"The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks." (GSGB Year 1, 2023)

"Approximately 25 million adults in Great Britain have gambled in the past 4 weeks." (GSGB Year 1, 2023).

You could also use 95% confidence intervals<sup>1</sup> to provide the range in which the true value is likely to fall: For example, you could say: "Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks" (GSGB Year 1, 2023).

When reporting PGSI scores, you could say:

"Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+." (GSGB Year 1, 2023).

You could improve the way you report this by showing the range within which the true value is likely to fall. For example: "Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)

When reporting PGSI scores, you could also say:

"Estimates suggest approximately 1.3 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023). To improve reporting, you could use the 95% confidence interval to provide the range in which the true figure is likely to fall "Estimates show that

---

<sup>1</sup> 95% Confidence Intervals can be calculated using the formula:  $p \pm 1.96 \times \sqrt{[p(1-p)/n]}$ , where p is the observed proportion and n is the base size.

between 1.1 and 1.7 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023)

**The GSGB should not be used:**

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys. This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

However, it is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies."

**Further information about reporting survey estimates from the GSGB**

**Survey estimates and confidence intervals**

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of the concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users, this is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

This page contains no comments

### Latest research on the impact of methodology

The GSGB uses a push to web methodology, and in his [independent review of the GSGB methodology](#), Professor Sturgis found that the GSGB enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys. However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned the London School of Economics and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview); and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in the survey invitation significantly increased estimates of gambling participation but did not significantly affect PGSI estimates. The study could not conclude whether estimates of gambling participation were more or less accurate as a result of mentioning gambling in the invitation letter.

The study also found that participants who completed the survey online had a significantly higher score on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling are under-reported in interviewer-administered surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). While in-person surveys mitigate this through self-completion during the interview, this is unlikely to be entirely successful. In contrast, the GSGB's self-completion methodology largely avoids this measurement bias and encourages more accurate reporting of gambling behaviours.

Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) did not have a detectable impact on survey estimates.

---

Author [redacted] Date: 11/09/2025 17:25:00 +01'00'  
Don't know if this makes it more or less accurate - but bear it in mind with estimates

---

Author [redacted] Date: 16/09/2025 10:14:00 +01'00'  
Add 'However,' at start of this sentence

---

Overall, this experimental research helps us to understand why interviewer-administered surveys produce lower estimates of gambling and its impacts compared to online self-completion.

As a result of the research we can have more confidence in the accuracy of the estimates produced by the GSGB, and alongside a larger sample size in Year 2 compared to Year 1, we have updated our guidance for using the GSGB accordingly. The main changes in the guidance published in September 2025 are to remove some of the caution we previously advised whilst we waited for the findings of the experimental research. This includes removing the advice not to gross estimates up to whole numbers in the population.

**Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the annual report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity,

therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so we think it's best practice to report data in this way.

#### **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves.

The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size and will allow for more analysis at sub population level. This is also how we will track trends over time.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

---

Author [redacted] Date: 11/09/2025 13:25:00 +01'00'  
PGSI is different bc it asks about current behaviours, rather than consequences

---

Author [redacted] Date: 10/09/2025 09:32:00 +01'00'  
Softened guidance - but still best practice bc presenting % of whole population could be misleading as it omits people with legacy harms (i.e. people who haven't gambled in the past year but have still encountered harm in the past year due to their previous gambling)

This page contains no comments

### **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

### **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

### **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

This page contains no comments

## **Webinar: Understanding the causes for differences in gambling survey estimates**

**10 September 2024**

**The webinar was hosted by the Gambling Commission with Professor Sturgis**

We didn't manage to get to all of the questions asked during the webinar, please find below responses to the unanswered questions.

**Q1: In your 2022 paper you wrote that “socially desirable responding in the health surveys is unlikely to be a significant contributory factor to lower estimates of harm.” If I heard you correctly in your introduction, you said the opposite. Can you clarify, please?**

- Our conclusion that socially desirable responding was “unlikely to be a significant contributory factor” was based on observational analyses of health survey data.
- When controlling for factors like household presence, the effect of interviewer involvement appeared small and often statistically non-significant. The evidence base was limited and inconclusive, which is why we recommended experimental research.
- The new experimental study provides stronger causal evidence.
- By directly comparing fully private online self-completion with interviewer-administered modes, we observed a substantial increase in PGSI risk reporting in the self-completion mode.
- This demonstrates that interviewer presence does exert a meaningful effect on disclosure.
- The earlier conclusion was reasonable given the data available. The updated conclusion is based on experimental findings in which we've been able to specifically examine the effect of mode of administration on participants' responses.

**Q2: Are you aware that the GC's Lived Experience Advisory Panel when consulted on the pilot results ALL answered that they would have either not taken part or would have not told the truth. This challenges both the invitation topic finding and confirms the social desirability responding. Comment?**

- The feedback from the Lived Experience Advisory Panel (LEAP) is valuable for understanding perceived barriers for participation, and

highlights the importance of confidentiality in survey design. As a result, the Commission strengthened wording in the invitation letter to reassure potential respondents that results would be confidential and to explain why it is important to take part in the survey

- However, this feedback, whilst useful, does not necessarily reflect actual population-level behaviour.
- Sturgis' experimental research tested actual behaviour in a larger sample. Findings indicated that explicitly mentioning gambling in the invitation did not reduce overall response rates and, if anything, slightly increased participation among those who are more engaged with gambling (as indicated by the slightly higher rate of people scoring PGSI 1+ in the 'gambling invitation' condition).

**Q3: In the HSE 2018 only c2% of self-completion booklets were administered by the interviewer (compared with c20% in the APMS, you said) Does this affect how you think about the effect of SR bias in the HSE?**

- the interviewer presence treatment in Sturgis' experiment is possibly somewhat stronger than would be the case for surveys like the Health Survey for England, that use self-completion for sensitive question modules such as gambling.
- That being said, there are still reasons to think that a respondent in this situation will still be subject to social desirability pressures because:
  - 1) the interviewer will be physically present in the room as will, potentially, other household members, and
  - 2) the respondent may have concerns about whether the interviewer will see their responses.
- For these reasons, while the exact magnitude of the social desirability bias is uncertain, we can be confident that the different estimates obtained via online and in-person surveys can be partially explained by downward bias caused by the presence of an interviewer.

**Q4: You mentioned the effect of other household members and in your report you refer to analysis by Ashford and others in 2022. Last year however you advised the Gambling Commission that the effect of lower PGSI scores ceased to be significant once the existence of other household members was controlled for. Was your analysis incorrect?**

- The earlier analysis was not incorrect - it reflected the best evidence available at the time, which was based on observational data. In 2022, when controlling for the presence of other household members in the Health Survey for England, the association between interviewer presence and lower PGSI scores was reduced and often became statistically non-significant. This suggested that household context might explain much of the observed difference.
- However, Sturgis' research specifically examines the effect of interviewer presence by comparing online self-completion with interviewer-administered modes. In doing so, the study provides more robust causal evidence for the effects of administration mode on responses.

**Q5: Is there further qualitative research which could be undertaken to understand the impact of the various factors investigated in your research?**

- Yes, there is definitely scope for further qualitative research to complement the experimental findings.
- While the experiments provide robust causal evidence on mode effects and invitation wording, they do not fully explain the mechanisms behind respondent behaviour.
- Qualitative research could provide insight into how people feel about completing surveys in different contexts (e.g. online vs. interviewer-led) and what factors might lead them to under-report their gambling.

**Q6: Experiment 2 tests self-completion versus interviewer-administered surveys (and this is how it is described in your report). To assume that the findings can be inferred in relation to interviewer presence appears entirely speculative. Can you clarify?**

- The experiment was explicitly designed to isolate the effect of interviewer involvement, which is the core mechanism behind "interviewer presence." While the mode we tested was telephone rather than face-to-face, the principle is the same: an interviewer is actively administering the survey rather than the respondent completing it by themselves.
- Findings from this research are consistent with the wider literature which shows that participants tend to under report behaviours that are thought to be 'socially undesirable' in interviewer-led surveys

(conducted both via telephone and face-to-face) (e.g. [Berzelak & Vehovar, 2018](#)).

- We acknowledge that the magnitude of social desirability effects may differ in face-to-face contexts, but the causal direction and underlying mechanism are well supported by both Sturgis' experiment and the wider literature.

## **Webinar: Understanding the causes for differences in gambling survey estimates**

**10 September 2024**

**The webinar was hosted by the Gambling Commission with Professor Sturgis**

We didn't manage to get to all of the questions asked during the webinar, please find below responses to the unanswered questions.

**Q1: In your 2022 paper you wrote that “socially desirable responding in the health surveys is unlikely to be a significant contributory factor to lower estimates of harm.” If I heard you correctly in your introduction, you said the opposite. Can you clarify, please?**

- Our conclusion that socially desirable responding was “unlikely to be a significant contributory factor” was based on theoretical considerations and observational analyses of health survey data only.
- There was some evidence from regression analysis of health survey data that the presence of other household members during the interview suppressed reporting of gambling impacts but these effects were not robust. The evidence base was limited and inconclusive, which is why we recommended experimental research.
- The new experimental study provides stronger causal evidence than was previously available. By directly comparing private online self-completion with interviewer-administration, we observed a substantial increase in PGSI risk reporting in the self-completion mode. This demonstrates that interviewer presence does exert a meaningful causal effect on disclosure.
- In summary, the earlier conclusion was reasonable at the time, given the data available. The updated conclusion is based on experimental findings in which we've been able to specifically examine the effect of mode of administration on participants' responses.

**Q2: Are you aware that the GC's Lived Experience Advisory Panel when consulted on the pilot results ALL answered that they would have either not taken part or would have not told the truth. This challenges both the invitation topic finding and confirms the social desirability responding. Comment?**

- The feedback from the Lived Experience Advisory Panel (LEAP) is valuable for understanding perceived barriers for participation, and

highlights the importance of confidentiality in survey design. As a result, the Commission strengthened wording in the invitation letter to reassure potential respondents that results would be confidential and to explain why it is important to take part in the survey

- However, how people report they will behave in a hypothetical situation does not always accurately reflect actual behaviour. Indeed, this was observed in the Sturgis et al experimental study. Respondents in the control condition (online self-completion) were asked if they would have responded differently in the presence of an interviewer. Of those who reported gambling in the past year, only 2 respondents (0.37%) said they would have responded differently, whereas in the experiment, the PGSI>0 rate was 6 percentage points higher.
- The experimental research tested actual behaviour in a large, representative sample. Findings indicated that explicitly mentioning gambling in the invitation did not reduce overall response rates and, if anything, increased participation among those who are more engaged with gambling.

**Q3: In the HSE 2018 only c2% of self-completion booklets were administered by the interviewer (compared with c20% in the APMS, you said) Does this affect how you think about the effect of SR bias in the HSE?**

**I am not sure where this 2% number comes from. There is a variable in the 2018HSE data set which is labelled SC: completed independently, which would appear to be a measure of whether the interviewer administered the self-completion booklet or the respondent did it themselves, though this is not entirely clear from a quick look at the documentation. This has 9.4% as 'mentioned' which is quite a lot higher than 2% but still only half the 20% in the APMS. The wording of the question though implies it may rely on information being volunteered somehow ('mentioned' v 'not mentioned'). In any event, I don't think we can take the assertion of 2% at face value here.**

**Q4: You mentioned the effect of other household members and in your report you refer to analysis by Ashford and others in 2022. Last year however you advised the Gambling Commission that the effect of lower PGSI scores ceased to be significant once the existence of other household members was controlled for. Was your analysis incorrect?**

- In 2024 Professor Sturgis conducted further analysis of the effect of presence of other people during the interview in the Health Survey for

England data. This did **not** find that PGSI scores ceased to be significantly lower once presence of other household members was controlled for. Rather it found that, when disaggregated by who was present, the results suggested that the estimates were likely to be affected by selection bias, i.e. the results were potentially being driven, in part at least, by differences in PGSI rates across different kinds of households. The experimental results do not suggest this analysis was incorrect.

**Q5: Is there further qualitative research which could be undertaken to understand the impact of the various factors investigated in your research?**

- Yes, there is definitely scope for further qualitative research to complement the experimental findings.
- While the experiments provide robust causal evidence on mode effects and invitation wording, they do not fully explain the mechanisms behind respondent behaviour.
- Qualitative research could provide insight into how people feel about completing surveys in different contexts (e.g. online vs. interviewer-led), whether they trust that their responses will be confidential, and what factors might lead them to under-report their gambling.

**Q6: Experiment 2 tests self-completion versus interviewer-administered surveys (and this is how it is described in your report). To assume that the findings can be inferred in relation to interviewer presence appears entirely speculative. Can you clarify?**

- This is discussed in the report. The experiment was designed to isolate the effect of interviewer administration, which is the core mechanism linking “interviewer presence.” With under-reporting of sensitive behaviours. While the mode we tested was telephone rather than face-to-face, the principle is the same: an interviewer is present while the respondent is completing sensitive questions.
- Findings from this research are consistent with the wider literature which shows that participants tend to under report behaviours that are thought to be ‘socially undesirable’ in interviewer-led surveys (conducted both via telephone and face-to-face) (e.g. [Berzelak & Vehovar, 2018](#)).
- We acknowledge that the contexts are different and that the magnitude of social desirability effects may differ in face-to-face interviews, but the

causal direction and underlying mechanism are well supported by both the Sturgis et al experiment and the wider literature.

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [Redacted] left a comment in "GSGB Guidance Year 2 "  
**Date:** 29 September 2025 15:54:10  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



GSGB Guidance Year 2 .docx



[Redacted] added a comment

[Redacted] this is still showing as Year 1 (2023) on the webpage so needs updating

---

...fferent methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say “the Gambling Survey for Great Britain estimates that 2.7 percent of adults have a PGSI score of 8 or more (GSGB Year 2, (2024)). This is higher than estimates produced by other studies which use different methodologies.”

**Further information about reporting survey estimates from the GSGB**

**Survey estimates and confidence intervals**

The GSGB, in common with other sur...

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

GAMBLING  
COMMISSION

This email is generated through Gambling Commission's use of Microsoft 365 and may contain content that is controlled by Gambling Commission.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] mentioned you in "29.09.2025 Email to GSGB Invitees - Updated GSGB Guidance Preview".  
**Date:** 29 September 2025 11:32:49  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



29.09.2025 Email to GSGB Invitees - Updated GSGB Guidance Preview .docx

@

[REDACTED] left a comment  
Too much?

[REDACTED] left a comment  
I like it but others may feel we're unduly provoking sections of our audience.

[REDACTED] mentioned you  
@[REDACTED] are you satisfied with this description?

---

# Second Annual Report of the Gambling Survey for Great Britain

Thursday 2 October 2025



Ahead of the publication of the Second Annual Report of the Gambling Survey for Great Britain (GSGB), the official statistics providing the most comprehensive and authoritative picture of gambling behaviour in Great Britain, we wish to share a preview of the revised GSGB Guidance that will be published alongside the annual report.

[Research conducted by Professor Patrick Sturgis](#) has provided causal evidence on how survey design features influence estimates of participation and PGSI rates and this has importantly increased the level of confidence in the estimates from GSGB. As a result of this increased confidence, we have removed some of the previous caution we advised regarding the risk of over estimation.

The revised guidance is attached to this email. Please note that the data in this document is based on Year 1 GSGB data. This will be updated with Year 2 data on Thursday 2 October when the official statistics are published at 9:30am on the GSGB Hub on the Commission's website.

### **Reminder: Register to attend the GSGB Annual Report Webinar**

If you have not already done so, we remind you to [register to attend the webinar](#) that follows the annual report publication. The webinar starts at 11:30am when we will discuss the key findings from the latest release, based on data collected during 2024 and present findings from two supplementary reports offering a deeper exploration of the findings from the extensive data collected through the GSGB.

Please [complete the registration form to provide your details to attend](#).

If you have any questions please email [PublicAffairs@gamblingcommission.gov.uk](mailto:PublicAffairs@gamblingcommission.gov.uk).

We look forward to seeing you at this meeting.

Yours sincerely,



### **Data Protection**

Any data or feedback collected during Statistics User Group meetings, workshops and other events will be used by the Gambling Commission for feedback on the GSGB and associated publications and to inform our GSGB planning and development. The legal

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [REDACTED] replied to a comment in "29.09.2025 Email to GSGB Invitees - Updated GSGB Guidance Preview "  
**Date:** 29 September 2025 12:59:15  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)

---

-->  
-->



29.09.2025 Email to GSGB Invitees - Updated GSGB Guidance Preview .docx



[REDACTED] left a comment

Too much?

1 more reply

[REDACTED] You left a comment

@ [REDACTED] are you satisfied with this description?

[REDACTED] left a comment

That's what I thought as I wrote it - but we need to suitably reinforce that message.

[REDACTED] replied

I think maybe too much, [REDACTED] has asked for the press release to fine this down a bit. Whilst GSGB does provide a comprehensive and authoritative picture of gambling, it is one of our core products within a wider evidence base

---

# Second Annual Report of the Gambling Survey for Great Britain

Thursday 2 October 2025



Ahead of the publication of the Second Annual Report of the Gambling Survey for Great Britain (GSGB), the official statistics providing the most comprehensive and authoritative picture of gambling behaviour in Great Britain, we wish to share a preview of the revised GSGB Guidance that will be published alongside the annual report.

[Research conducted by Professor Patrick Sturgis](#) has provided causal evidence on how survey design features influence estimates of participation and PGSI rates and this has importantly increased the level of confidence in the estimates from GSGB. As a result of this increased confidence, we have removed some of the previous caution we advised regarding the risk of over estimation.

The revised guidance is attached to this email. Please note that the data in this document is based on Year 1 GSGB data. This will be updated with Year 2 data on Thursday 2 October when the official statistics are published at 9:30am on the GSGB Hub on the Commission's website.

### **Reminder: Register to attend the GSGB Annual Report Webinar**

If you have not already done so, we remind you to [register to attend the webinar](#) that follows the annual report publication. The webinar starts at 11:30am when we will discuss the key findings from the latest release, based on data collected during 2024 and present findings from two supplementary reports offering a deeper exploration of the findings from the extensive data collected through the GSGB.

Please [complete the registration form to provide your details to attend](#).

If you have any questions please email [PublicAffairs@gamblingcommission.gov.uk](mailto:PublicAffairs@gamblingcommission.gov.uk).

We look forward to seeing you at this meeting.

Yours sincerely,



### **Data Protection**

Any data or feedback collected during Statistics User Group meetings, workshops and other events will be used by the Gambling Commission for feedback on the GSGB and associated publications and to inform our GSGB planning and development. The legal

[Go to comment](#)

[Why am I receiving this notification from Office?](#)

# Second Annual Report of the Gambling Survey for Great Britain

Thursday 2 October 2025



Ahead of the publication of the Second Annual Report of the Gambling Survey for Great Britain (GSGB), the official statistics on gambling behaviour in Great Britain, we wish to share a preview of the revised GSGB Guidance that will be published alongside the annual report.

[Research conducted by \[REDACTED\]](#) has provided causal evidence on how survey design features influence estimates of participation and PGSI rates and this has importantly increased the level of confidence in the estimates from GSGB. As a result of this increased confidence, we have removed some of the previous caution we advised regarding the risk of over estimation.

The revised guidance is attached to this email. Please note that the data in this document is based on Year 1 GSGB data. This will be updated with Year 2 data on Thursday 2 October when the official statistics are published at 9:30am on the GSGB Hub on the Commission's website.

Reminder: Register to attend the GSGB Annual Report Webinar

If you have not already done so, we remind you to [register to attend the webinar](#) that follows the annual report publication. The webinar starts at 11:30am when we will discuss the key findings from the latest release, based on data collected during 2024 and present findings from two supplementary reports offering a deeper exploration of the findings from the extensive data collected through the GSGB.

Please [complete the registration form to provide your details to attend](#).

If you have any questions please email [PublicAffairs@gamblingcommission.gov.uk](mailto:PublicAffairs@gamblingcommission.gov.uk).

We look forward to seeing you at this meeting.

Yours sincerely,

[REDACTED]  
[REDACTED]

## Data Protection

Any data or feedback collected during Statistics User Group meetings, workshops and other events will be used by the Gambling Commission for feedback on the GSGB and associated publications and to inform our GSGB planning and development. The legal

basis we rely on for processing your personal data is consent under article 6(1)(a) of the General Data Protection Regulation (GDPR).

If you no longer wish to receive these messages, please email [PublicAffairs@gamblingcommission.gov.uk](mailto:PublicAffairs@gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: To share with [REDACTED]  
**Date:** 29 September 2025 12:20:00

---

Thanks [REDACTED] I shared with [REDACTED] (all good!)

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 29, 2025 11:36 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** To share with [REDACTED]

Hi [REDACTED]

Here is the Yr 2 guidance to share with [REDACTED] [GSGB Guidance Year 2 .docx](#)

Here is the information that needs updating on the GSGB timeline [GSGB Timeline Updates .docx](#)

These are both to go live at 9.30 on Thursday along with everything else.

Thanks

[REDACTED]

[REDACTED]

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology can be found in the [GSGB technical report](#).

The guidance is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

The guidance is important because the official statistics from the GSGB are collected using a different methodology than previous official statistics. The guidance was published in 2024 and has since been updated (September 2025) to take on board the latest evidence to [understand the causes of differences in gambling estimates in general population surveys](#). We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, Problem Gambling Severity Index (PGSI), and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the [2023 baseline](#)

- to describe the range of consequences that someone may experience due to a person’s own gambling and due to someone else’s gambling.
- to provide estimates of gambling participation and PGSI scores amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

“The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks.” (GSGB Year 1, 2023)

“Approximately 25 million adults in Great Britain have gambled in the past 4 weeks.” (GSGB Year 1, 2023).

You could also use 95% confidence intervals<sup>1</sup> to provide the range in which the true value is likely to fall: For example, you could say: “Between 24.5 million and 25.5 million adults in Great Britain have gambled in the past 4 weeks” (GSGB Year 1, 2023).

When reporting PGSI scores, you could say:

“Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+.” (GSGB Year 1, 2023).

You could improve the way you report this by showing the range within which the true value is likely to fall. For example: “Estimates suggest approximately 2.5 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.0% and 3.1% (GSGB Year 1, 2023)

When reporting PGSI scores, you could also say:

“Estimates suggest approximately 1.3 million adults in Great Britain score 8 or more on the PGSI” (GSGB Year 1, 2023). To improve reporting, you could use the 95% confidence interval to provide the range in which the true figure is likely to fall “Estimates show that

---

<sup>1</sup> 95% Confidence Intervals can be calculated using the formula:  $p \pm 1.96 \times \sqrt{[p(1-p)/n]}$ , where p is the observed proportion and n is the base size.

between 1.1 and 1.6 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 1, 2023)

### **The GSGB should not be used:**

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys. This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

However, it is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say "the Gambling Survey for Great Britain estimates that 2.5 percent of adults have a PGSI score of 8 or more (GSGB Year 1, 2023). This is higher than estimates produced by other studies which use different methodologies."

## **Further information about reporting survey estimates from the GSGB**

### **Survey estimates and confidence intervals**

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of the concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users. This is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

## Latest research on the impact of methodology

The GSGB uses a push to web methodology, and in his [independent review of the GSGB methodology](#) Professor Sturgis found that the GSGB enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys. However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned the London School of Economics and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview);  
and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in the survey invitation significantly increased estimates of gambling participation but did not significantly affect PGSI estimates. However, the study could not conclude whether estimates of gambling participation were more or less accurate as a result of mentioning gambling in the invitation letter.

The study also found that participants who completed the survey online had a significantly higher score on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling are under-reported in interviewer-administered surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). While in-person surveys mitigate this through self-completion during the interview, this is unlikely to be entirely successful. In contrast, the GSGB's self-completion methodology largely avoids this measurement bias and encourages more accurate reporting of gambling behaviours.

Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) did not have a detectable impact on survey estimates.

Overall, this experimental research helps us to understand why interviewer-administered surveys produce lower estimates of gambling and its impacts compared to online self-completion.

As a result of the research we can have more confidence in the accuracy of the estimates produced by the GSGB. In addition, the sample size in Year 2 data is larger than in Year 1. Based on these developments, we have updated our guidance for using the GSGB. The main changes in the guidance published in September 2025 are to remove some of the caution we previously advised whilst we waited for the findings of the experimental research. This includes removing the advice not to gross estimates up to whole numbers in the population.

### **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the annual report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity,

therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so we think it's best practice to report data in this way. Based on Professor Sturgis' experimental research, we do not expect methodological factors to materially affect population-level estimates for these questions, but we are taking a cautious approach because his study did not specifically examine this. It is also important to note that these questions only capture experiences within the past year and therefore do not capture adverse consequences that persist after someone has stopped gambling.

## **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves. The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size and will allow for more analysis at sub population level. This is also how we will track trends over time.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

## **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

## **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

## **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** \*Official statistics\* Annual publication of the Gambling Survey for Great Britain 2024. Embargoed until 9.30am 2 October 2025  
**Date:** 01 October 2025 12:25:43  
**Attachments:** [CLEAN - Pre-release slides - Year 2 2024.pptx](#)  
[GSGB Y2 2024 Data Tables FINAL.xlsx](#)  
[GSGB Y2 Topic Report University of Glasgow \(FINAL\).pdf](#)  
[GSGB Y2 \(2024\) Headline findings \(FINAL\).pdf](#)  
[GSGB Y2 \(2024\) Consequences report \(FINAL\).pdf](#)  
[GSGB Guidance Year 2 \(FINAL\).pdf](#)

---

Hi All

Following pre-release of the official statistics from the GSGB Annual Report (2024) please find a copy of the slides attached.

The publication will go live at 9.30am tomorrow morning on the [GSGB Hub](#) alongside a press release published on our website.

I have also attached copies of the three reports we will be releasing on our website:

- Headlines report (and data tables) (GSGB Y2 (2024) Headline findings)
- Investigating the profiles of people who gamble frequently (GSGB Y2 Topic Report University of Glasgow)
- Understanding the consequences of gambling (GSGB Y2 (2024) Consequences report)

As mentioned, we have also updated our guidance for using statistics from the GSGB, see attached. A copy of the guidance has been shared with our GSGB Statistics User Group and will be published tomorrow alongside the main publication.

Kind Regards

[REDACTED]

[REDACTED]

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Webinar Q&A  
**Date:** 01 October 2025 11:13:00  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

---

Thanks [REDACTED]

[REDACTED] I've saved a pdf version here:  [Webinar Q&As.pdf](#)

Thanks!

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, October 1, 2025 11:00 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Webinar Q&A

Yes happy for this to go thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, October 1, 2025 8:28 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Webinar Q&A

Hi [REDACTED]

Just a reminder to please let us know if you're ok for [REDACTED] to send the Q&As to the user group.

Thanks!

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Monday, September 29, 2025 1:35 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Webinar Q&A

Thanks [REDACTED] I've added links to the paper and data at the top of page 1.

[REDACTED], please could you let us know if you're happy for these Q&As to be sent to the user group? [Webinar QA+ps - DRAFT.docx](#)

Thanks!

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, September 29, 2025 1:06 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Webinar Q&A

Hi [REDACTED]

I think this looks good, thanks. We will need to run it past [REDACTED] quickly.

Also, one of the questions in the webinar was about access to the raw data from [REDACTED] research. He said in response it would be available soon, but I think he has since shared the link with us. Could we include that in this Q&A too?

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 29 September 2025 12:34  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Webinar Q&A

Hi [REDACTED]

I've drafted another response to question 3 in the webinar Q&A: [Webinar QA+ps - DRAFT.docx](#). [REDACTED] says something similar in the actual webinar so I've just adapted that response.

Let me know if you think we should add or change anything.

Thanks!

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Wednesday, September 17, 2025 2:36 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Thanks [REDACTED] I'll send it to [REDACTED] now...

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 1:56 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Thanks [REDACTED] this is looking good! Just made ne or two small tweaks.

Has [REDACTED] seen it as most of these questions are obviously aimed at him?

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 17 September 2025 11:50  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

ok I've checked through it and made some edits – it would be great if you could take a look and let me know if you have any other suggestions: [📄 Webinar Q&A.docx](#)

Thanks!

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 9:32 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi [REDACTED]

Let's get the Q&A sorted and then we can send the guidance and Q&A to [REDACTED] together, i've got a comms catch up with her today so can let her know.

Just give me a shout when you want me to look at the Q&A.

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 17 September 2025 09:27  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Updated GSGB guidance

Hi [REDACTED]

Thanks [REDACTED] – just tidying it up and removing the comments now. Should I send it to [REDACTED] to send to the user group?

Re the webinar questions, [REDACTED] said she doesn't see any need to transcribe the 'Answered' questions as the recording is being sent anyway. So I've just drafted responses to the 'Unanswered' questions: [Webinar Q&A.docx](#). I've not had a chance to check through it yet but will do that today. (here's the original version that [REDACTED] sent, with the 'answered' questions [10.09.2025 Questions - GSGB User Group.docx](#)).

Thanks,

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, September 17, 2025 9:06 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi [REDACTED]

Have responded to your last comment, so I think it's ready to save as the final draft and send to user group. Can we make sure all comments are removed.

How did you get on with the questions from the webinar?

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 16 September 2025 17:49  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>

**Subject:** RE: Updated GSGB guidance

Great, thanks [REDACTED] ! I've moved those sentences to where they're supposed to be (I've no idea why I put it there in the first place 🙄).  
I'll check through it again tomorrow with fresh eyes, and then hopefully it'll be ready to send to the user group 🙏

Thanks!

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, September 16, 2025 5:06 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

Hi [REDACTED]

We are so close to the final version!

I just had one comment about the positioning of [REDACTED] feedback.

[REDACTED] would you mind reviewing the comment from [REDACTED] at the end? It's in the language section, I think it's OK so propose to leave in.

I have also shared with OSR for feedback but we're not likely to get this before we have to share with the user group.

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 16 September 2025 11:06  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** FW: Updated GSGB guidance

Hi both,

[REDACTED] made a few minor edits, and I've added a few sentences to the 'Annual vs Wave specific data' section based on [REDACTED] suggestion (see tracked changes in this updated version: [📄 Revised GSGB guidance clean PS2.docx](#))



Cc: [REDACTED]@gamblingcommission.gov.uk>

Subject: RE: Updated GSGB guidance

Hi [REDACTED]

Thanks so much for reviewing the updated GSGB guidance. We've made quite a few changes, and so would you be able to take another look (particularly at pages 1-4) before we share it with the user group later this week?

We'd really appreciate your feedback!

Thanks,

[REDACTED]

---

From: [REDACTED]

Sent: Wednesday, August 13, 2025 8:59 AM

To: [REDACTED]@gamblingcommission.gov.uk>

Cc: [REDACTED]@gamblingcommission.gov.uk>

Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

# Gambling Survey for Great Britain (GSGB)

Annual Report 2024 (Year 2)

Pre-release meeting – 1 October 2025



# Agenda

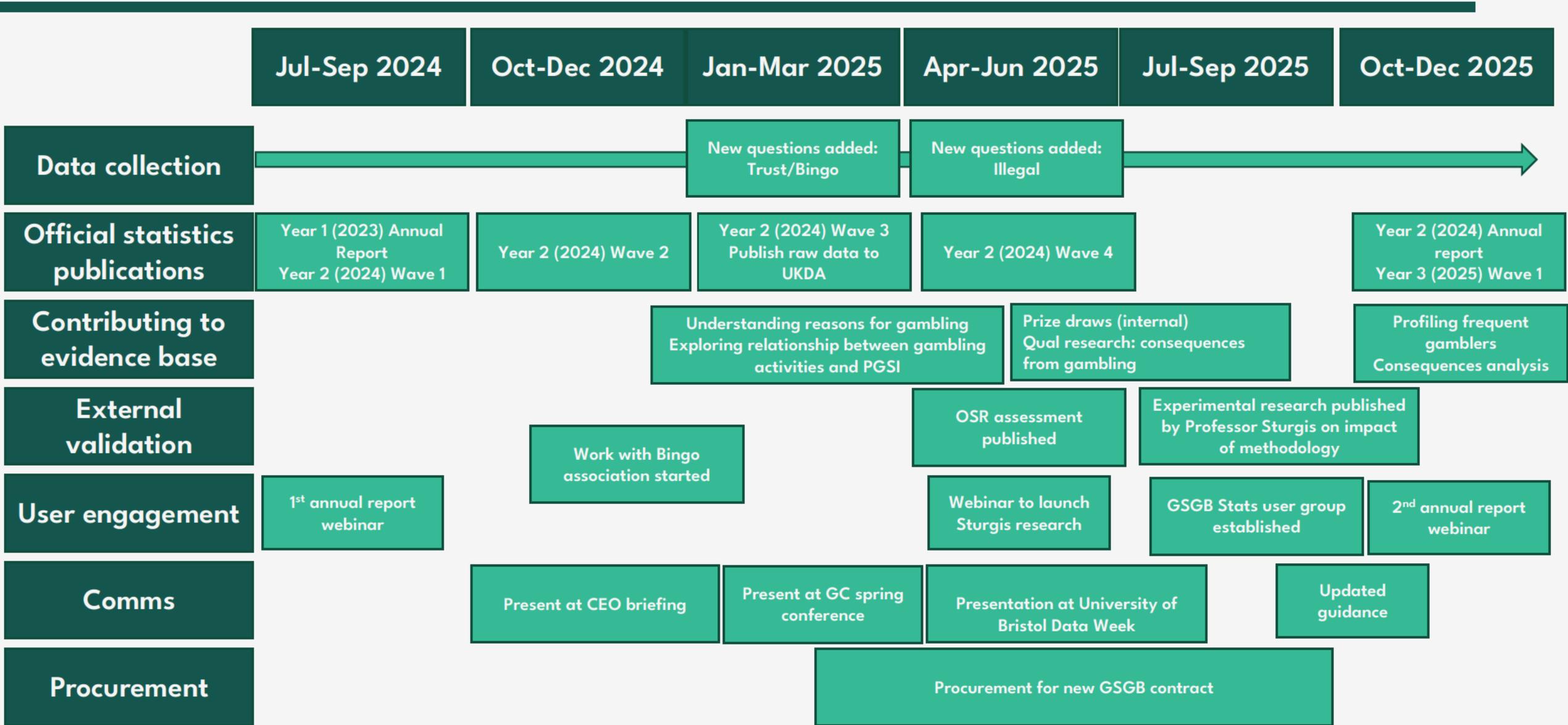
---

- **GSGB recap – the last 12 months**
- **GSGB Year 2 (2024) publications**
  - Official Statistics 2024
  - Using GSGB to deepen our understanding
- **Next steps**

**Gambling  
Survey  
for  
Great  
Britain**



# A year in the life of GSGB



# What we are releasing for Year 2 (2024)

## Official Statistics

### GSGB Annual headline findings report 2024

*(19,714 adults aged 18+ in Great Britain across 4 waves of data collected Jan 2024 to Jan 2025)*



How are we contributing to the evidence base?

Evidence Theme 2: The range and variability of gambling experiences

Evidence Theme 3: Gambling related harms and vulnerability

Evidence Theme 5: Product characteristics and risk

### Topic report 1 (University of Glasgow):

Investigating the profiles of people who gamble more frequently

*(11,483 adults who gambled)*

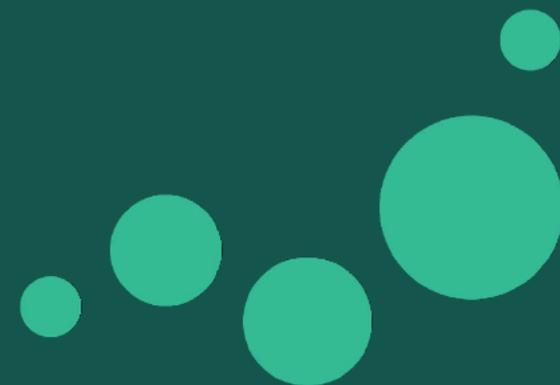
### Topic report 2 (Gambling Commission):

Deepening our understanding about consequences from gambling

*(9,200 adults who gambled in the past 4 weeks)*

# Official Statistics 2024

---

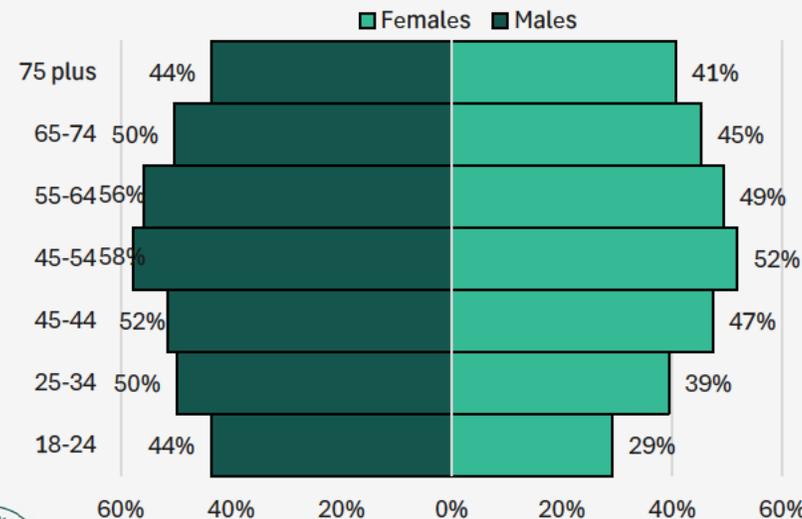


# Headline participation estimates remain stable YoY

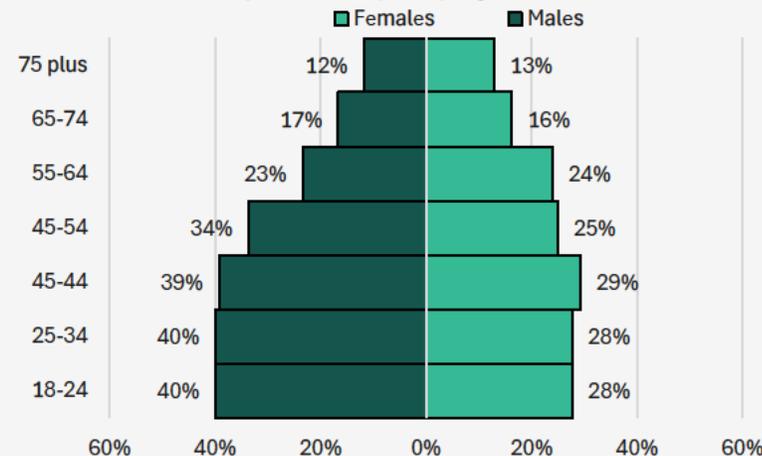
Participation in gambling in the past 4 weeks  
(figures in brackets show participation estimates excluding those who only take part in lottery draws)

Wave 1: 2023	48% (27%)	Year 1: 2023 48% (27%)	25.3 million people (14.2 million)
Wave 2: 2023	48% (27%)		
Wave 1: 2024	48% (27%)	Year 2: 2024 48% (28%)	25.5 million people (14.9 million)
Wave 2: 2024	48% (28%)		
Wave 3: 2024	49% (28%)		
Wave 4: 2024	46% (28%)		

Gambling Participation in the past 4 weeks by age and sex

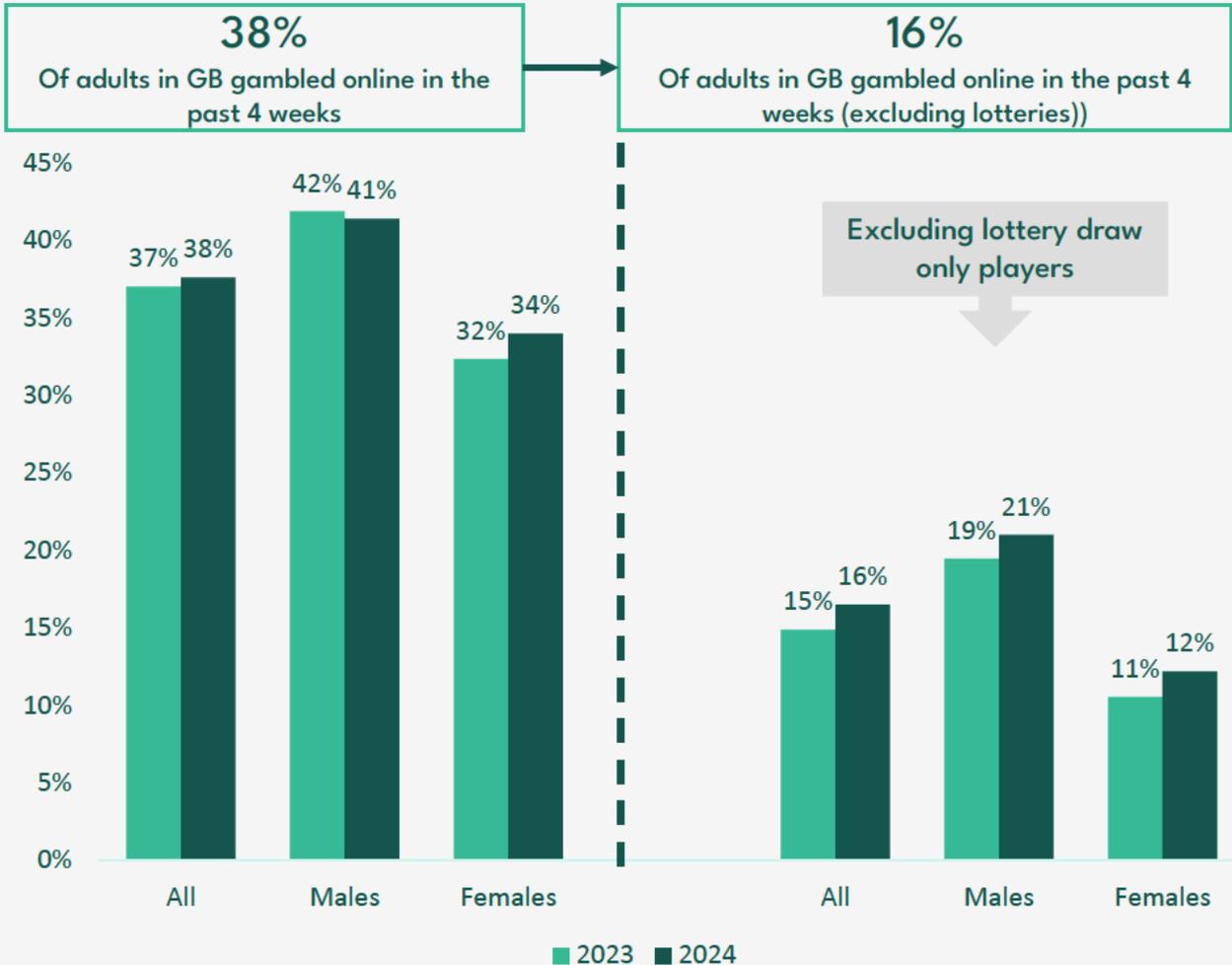


Gambling participation in the past 4 weeks excluding those who play lottery draws only – by age and sex

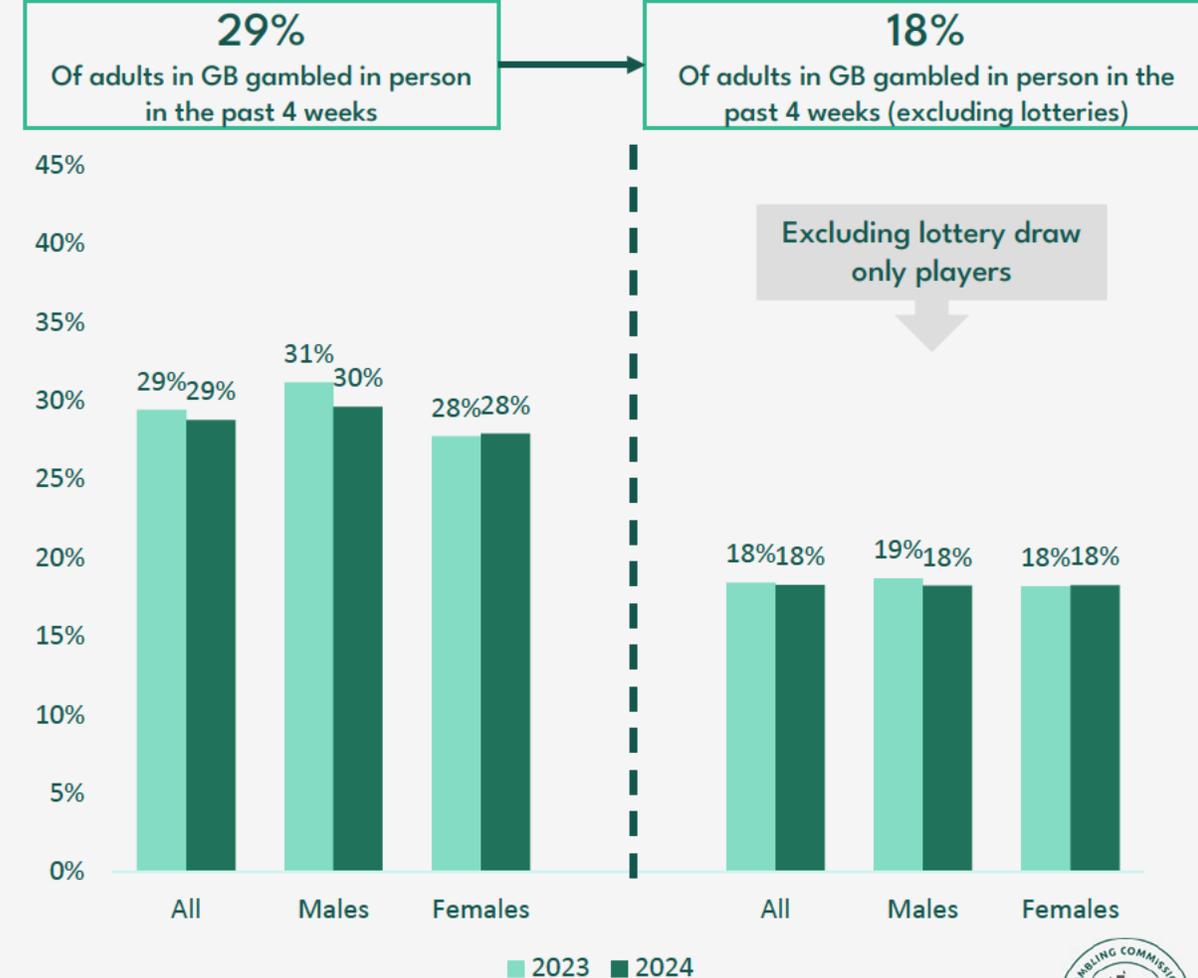


# There is stability in the overall online/in person participation rates too

## Online gambling participation in the past 4 weeks



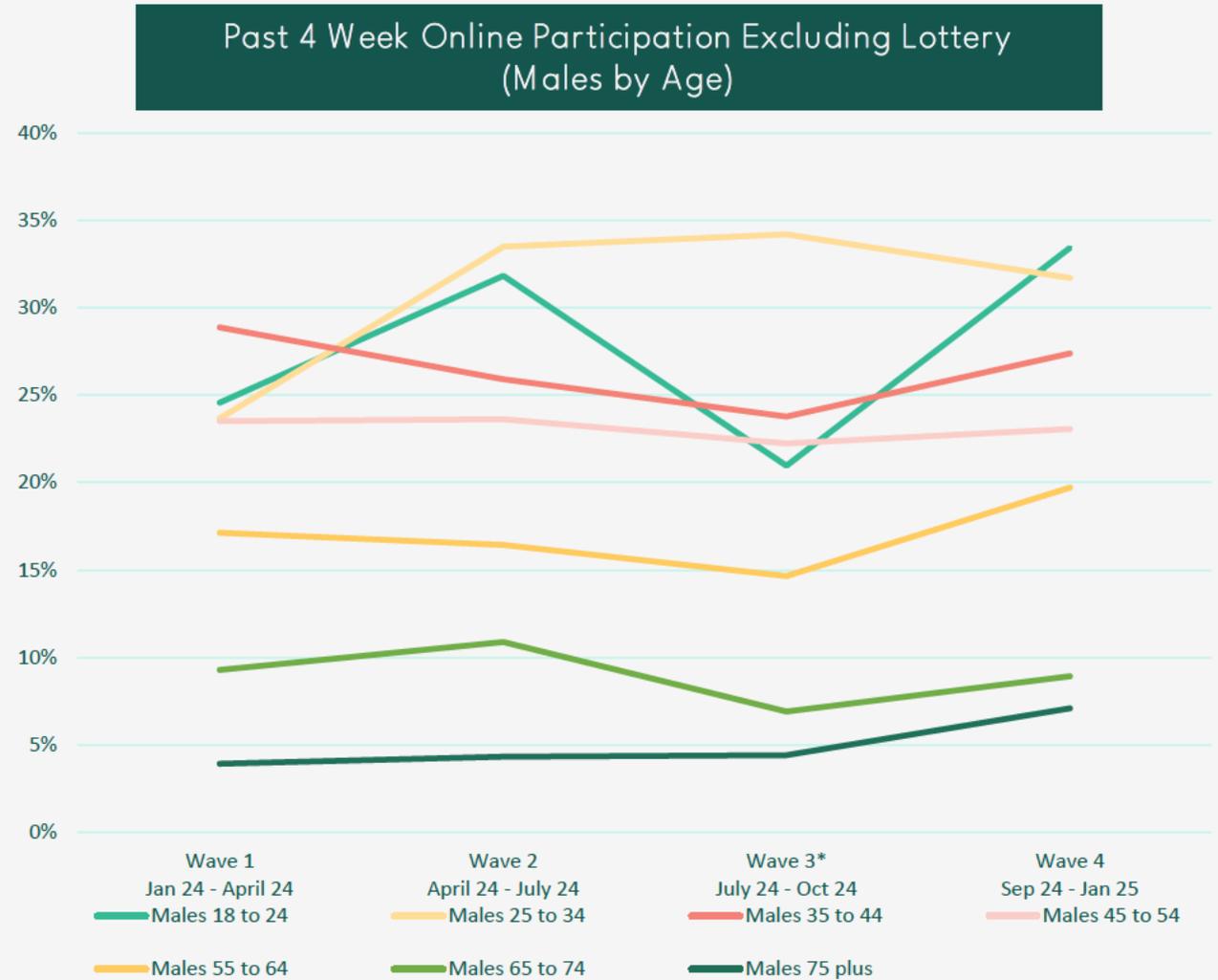
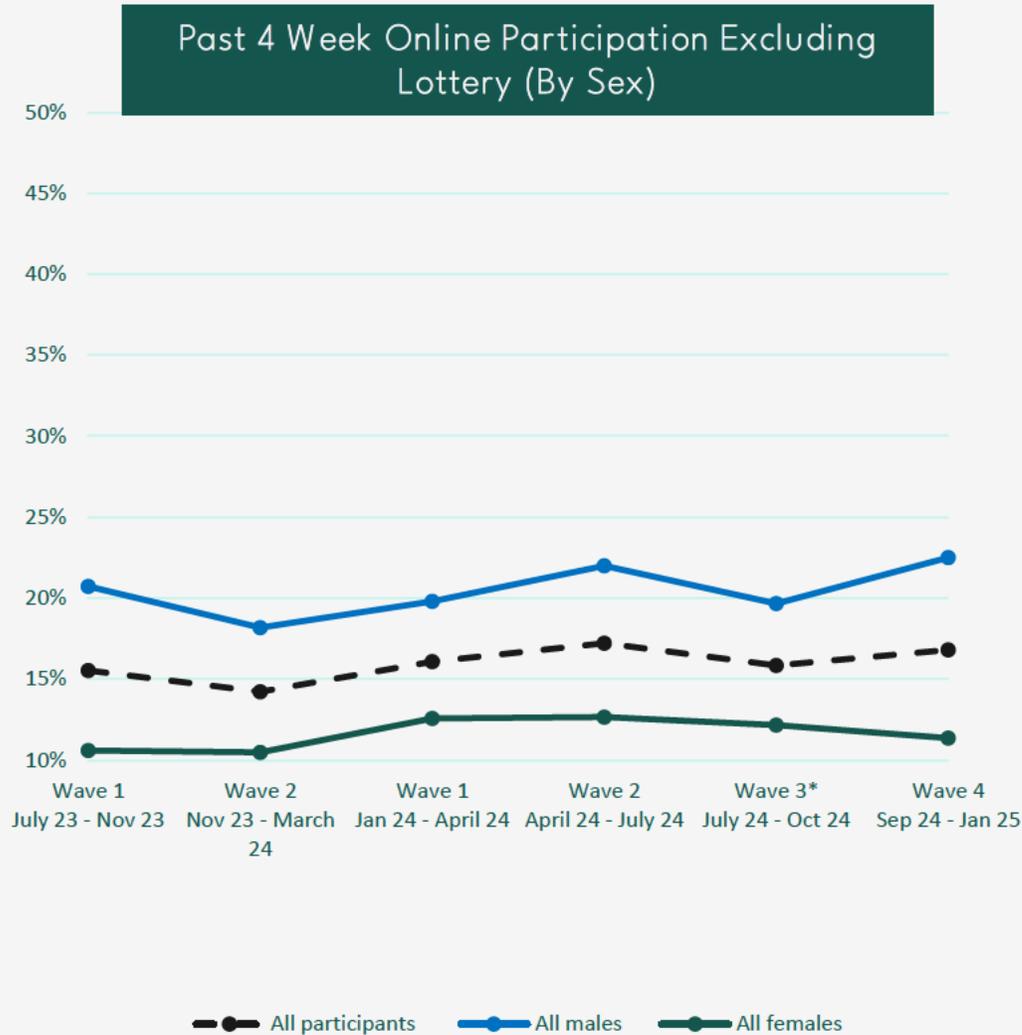
## In person gambling participation in the past 4 weeks



Base: All respondents  
 Weighted base of those providing a valid response Y1 (n=9,652)  
 Weighted base of those providing a valid response Y2 (n=19,714)



# As expected, we see more fluctuations wave on wave, especially amongst different demographic groups



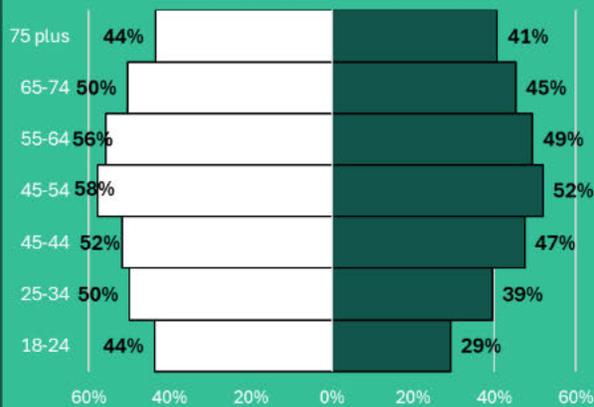
# POPULATION PYRAMIDS



☐ : MALE ☐ : FEMALE

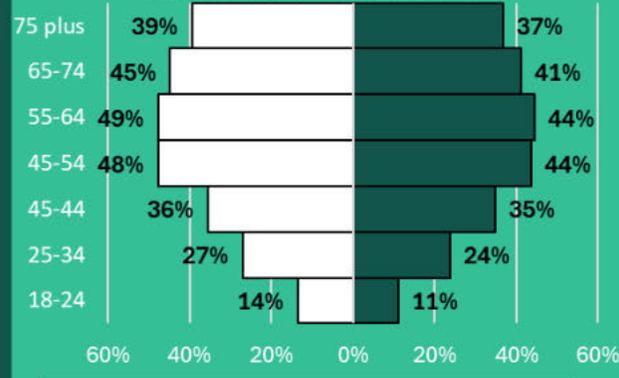
VISUALISING GAMBLING PARTICIPATION IN THE PAST 4 WEEKS BY AGE AND SEX FOR HEADLINE GAMBLING ACTIVITIES

## GAMBLED IN THE PAST 4 WEEKS



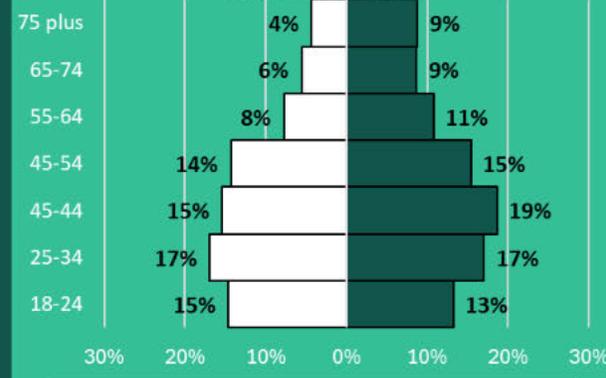
48% of all participants gambled in the past 4 weeks

## BOUGHT A TICKET FOR A LOTTERY DRAW IN THE PAST 4 WEEKS



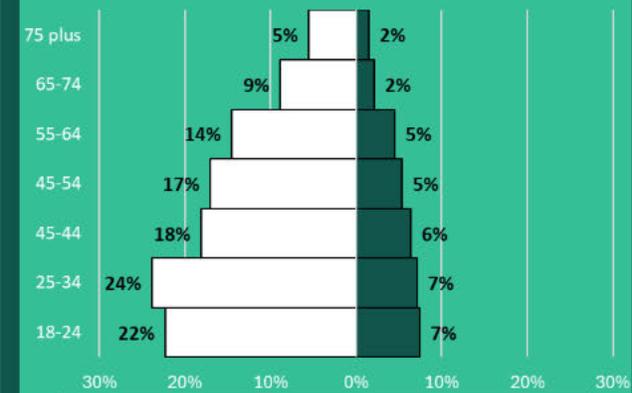
36% of all participants have bought a ticket for a lottery draw in the past 4 weeks

## PLAYED SCRATCHCARD(S) IN THE PAST 4 WEEKS



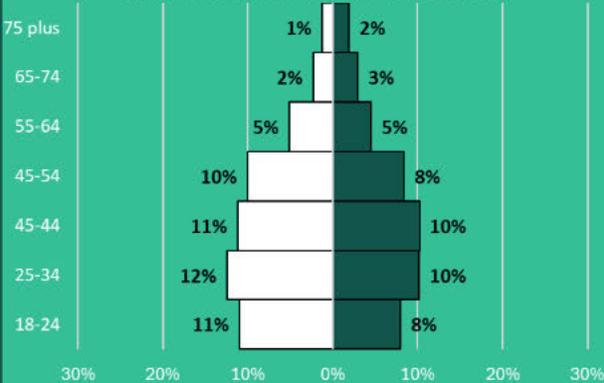
13% of all participants have bought a scratchcard in the past 4 weeks

## PLACED A BET IN THE PAST 4 WEEKS



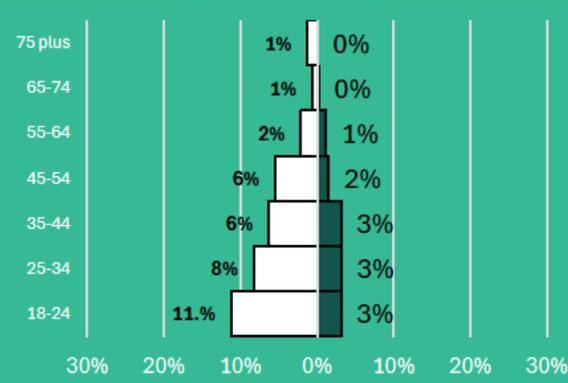
11% of all participants placed a bet in the past 4 weeks

## PLAYED ONLINE INSTANT WIN GAMES IN THE PAST 4 WEEKS



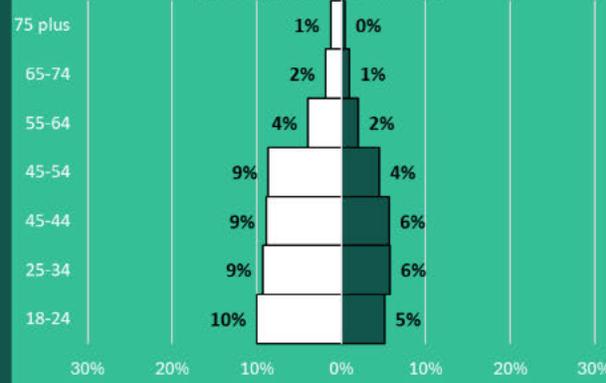
8% of all participants have played an online instant win games in the past 4 weeks

## PLAYED CASINO GAMES IN THE PAST 4 WEEKS



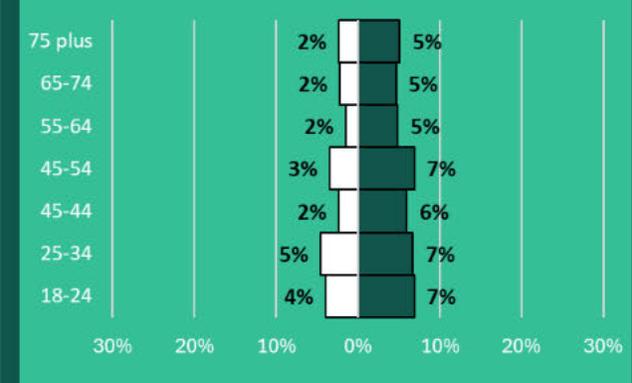
3% of all participants have played casino games in the past 4 weeks

## PLAYED FRUIT/SLOTS GAMES IN THE PAST 4 WEEKS



5% of all participants have played fruit/slots games in the past 4 weeks

## PLAYED BINGO IN THE PAST 4 WEEKS



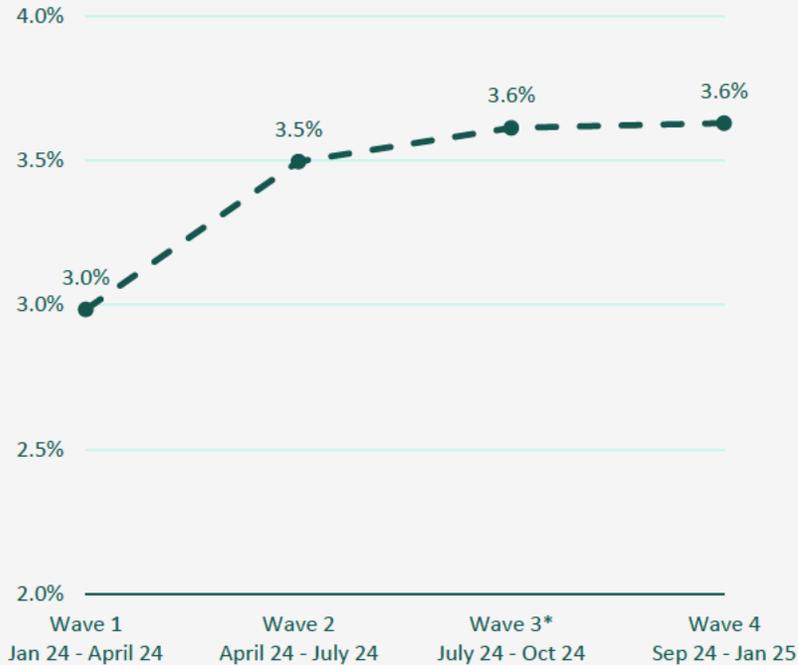
4% of all participants have played bingo in the past 4 weeks

## NOTES:

- These charts are based on data collected throughout 2024 from the Gambling Survey for Great Britain (GSGB).
- The data was collected between January 2024 and January 2025, based on 19,469 participants

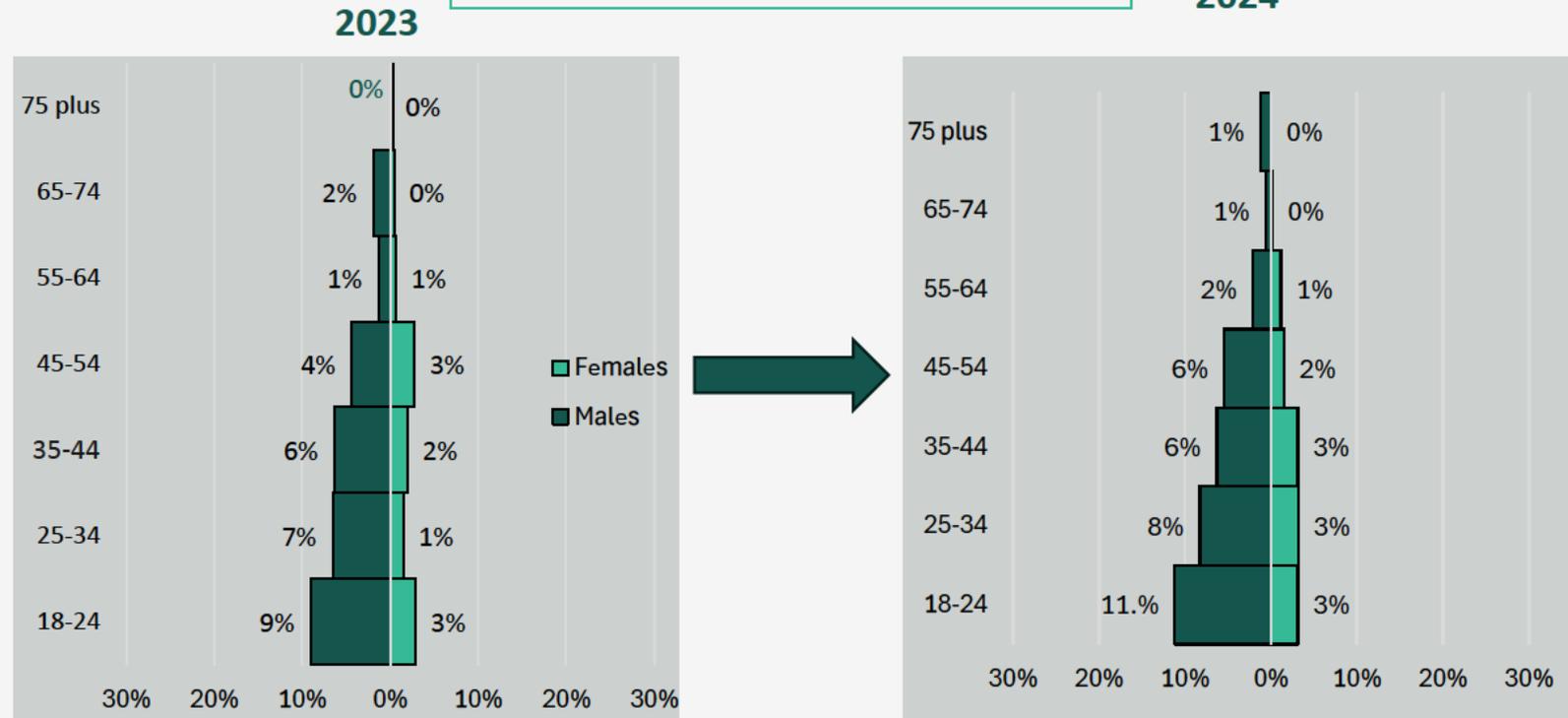
# Comparing to last year, there are some small changes in player profiles by activity

Overall participation in casino games in the past 4 weeks remained stable at 3% compared to 2023.



However, below the surface there are significant differences

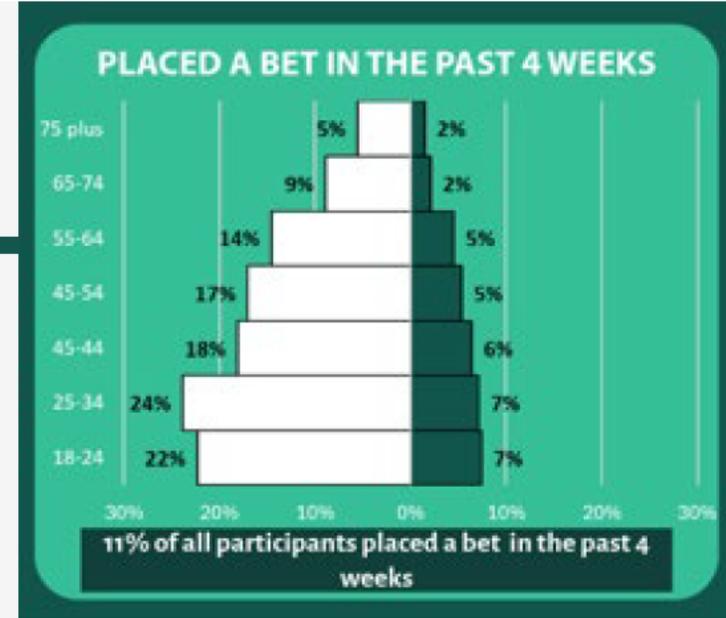
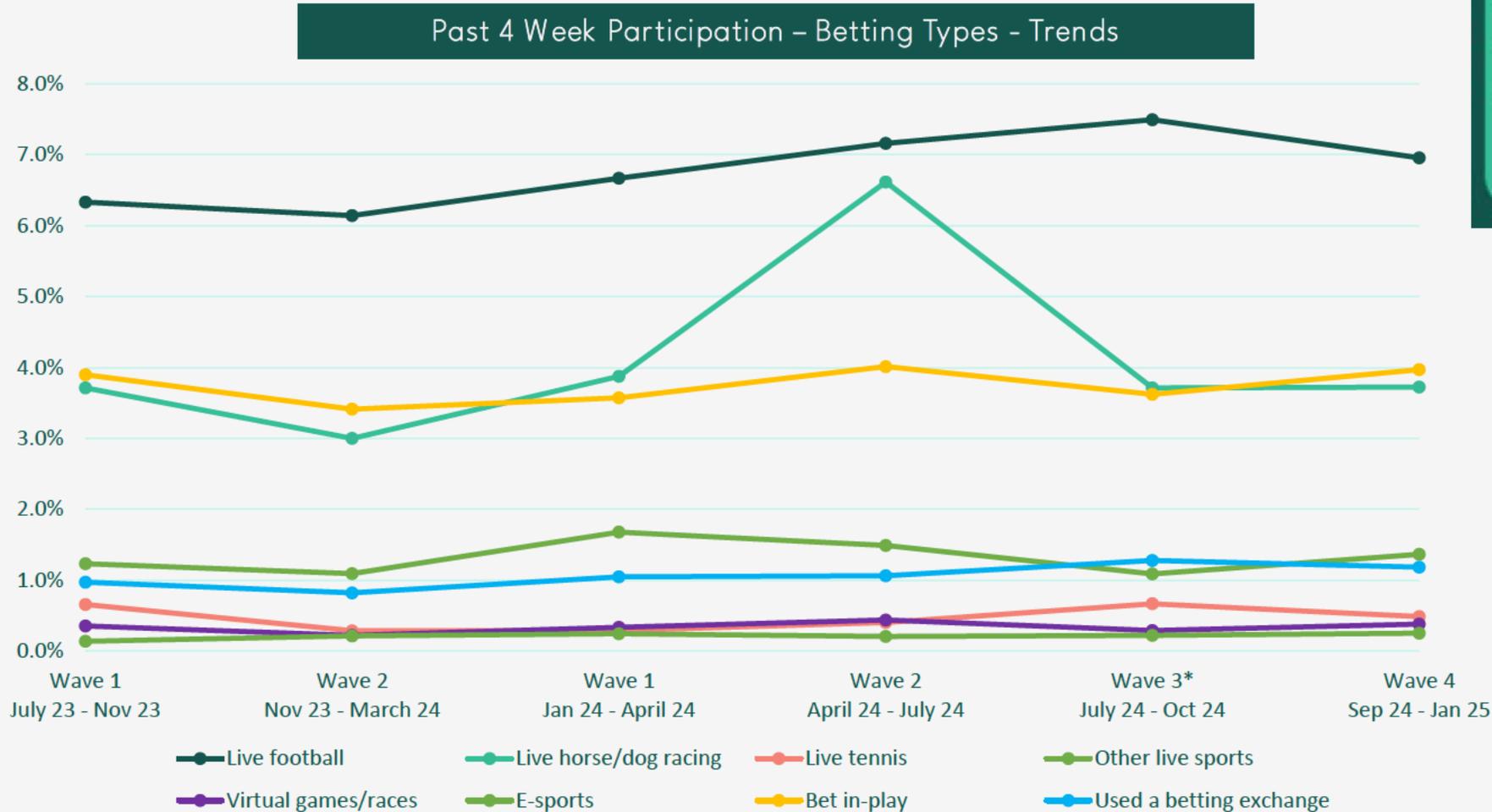
Played casino games in the Past 4 Weeks



Base: All respondents  
 Weighted base of those providing a valid response Y1 (n=9,652)  
 Weighted base of those providing a valid response Y2 (n=19,714)



# Below the headline activity, we see variation in the type of betting people are doing, with the impact of events evident in the wave-on-wave data



Consistently higher 4-week gambling participation on live football games with a peak in live horse/dog racing participation during Wave 2

# Participants feel more positive about their last gambling experience than negative

## Reasons for gambling

The most common reasons for adults to participate in gambling were:

1. The chance of winning big money (85%)
2. Because gambling is fun (72%)
3. To make money (57%)
4. Because it was exciting (56%)

## [Investigating the relationship between reasons for gambling and different gambling activities](#)

- Social reasons = in person gambling
- Escapism = online gambling

Base: Productive individuals who gambled in the last 12 months  
Unweighted bases of those providing a valid response (n= 11,543)

## Feelings towards last gambling experience

When those who had gambled in the past 12 months were asked to rate feelings towards their last gambling experience out of 10, where 10 represented *“loved it”*, and 0 represented *“hated it”*:



42% rated the last time they gambled with a **positive score** (between 6 and 10).

→ This increases to 49% when removing lottery only players



37% gave a score of 5, expressing that they **neither loved or hated it**.



21% rated the last time they gambled with a **negative score** (between 0 and 4).

Base: Productive individuals who gambled in the last 12 months  
Unweighted bases of those providing a valid response (n= 10,969)

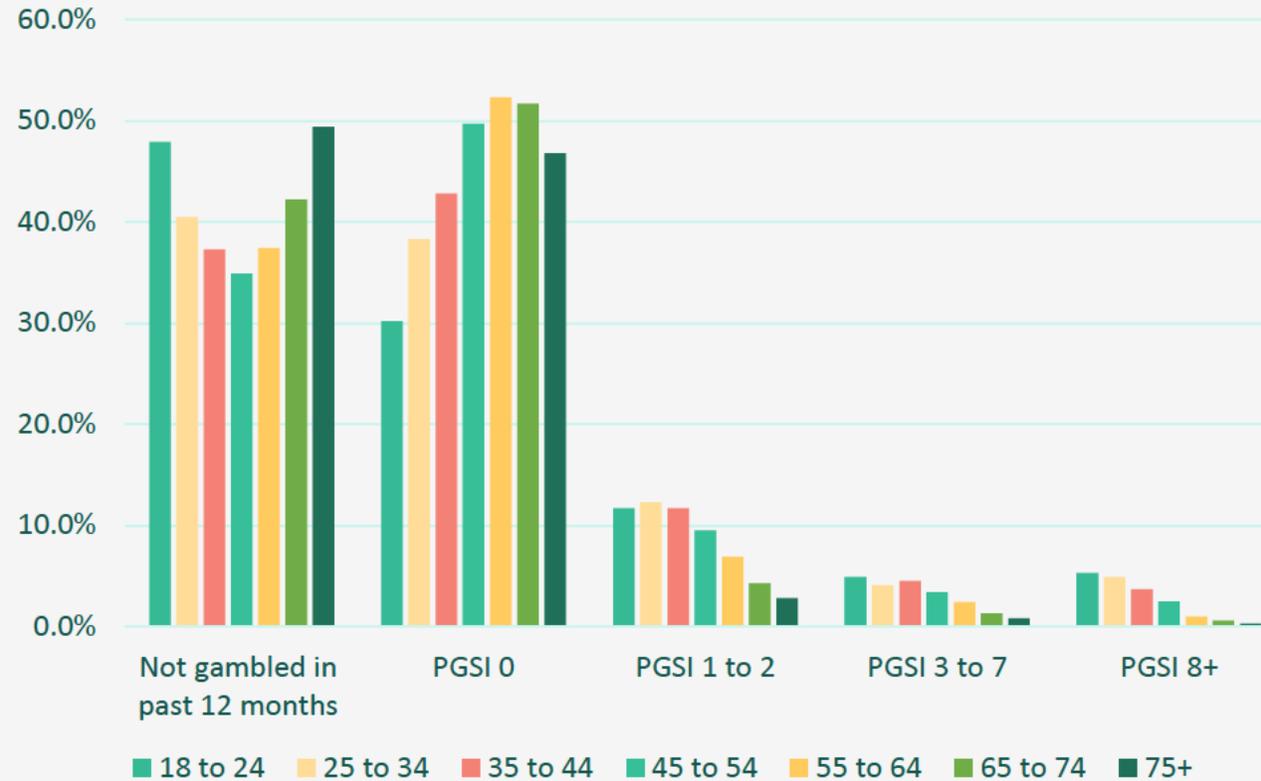
# PGSI estimates are also stable YoY at the headline level

Estimates based on whole population

PGSI Score	% (2023)	% (2024)	2024 Confidence intervals at 95% level
Not gambled in past 12 months	39.5%	40.4%	(39.3%, 41.5%)
0	46.0%	45.0%	(43.9%, 46.1%)
1 to 2	8.3%	8.8%	(7.9%, 9.8%)
3 to 7	3.7%	3.1%	(2.8%, 3.6%)
8 or more	2.5%	2.7%	(2.2%, 3.2%)

Grossed up to numbers of people in the population this equates to around 1.4 million (between 1.2 and 1.7million)

PGSI scores by age

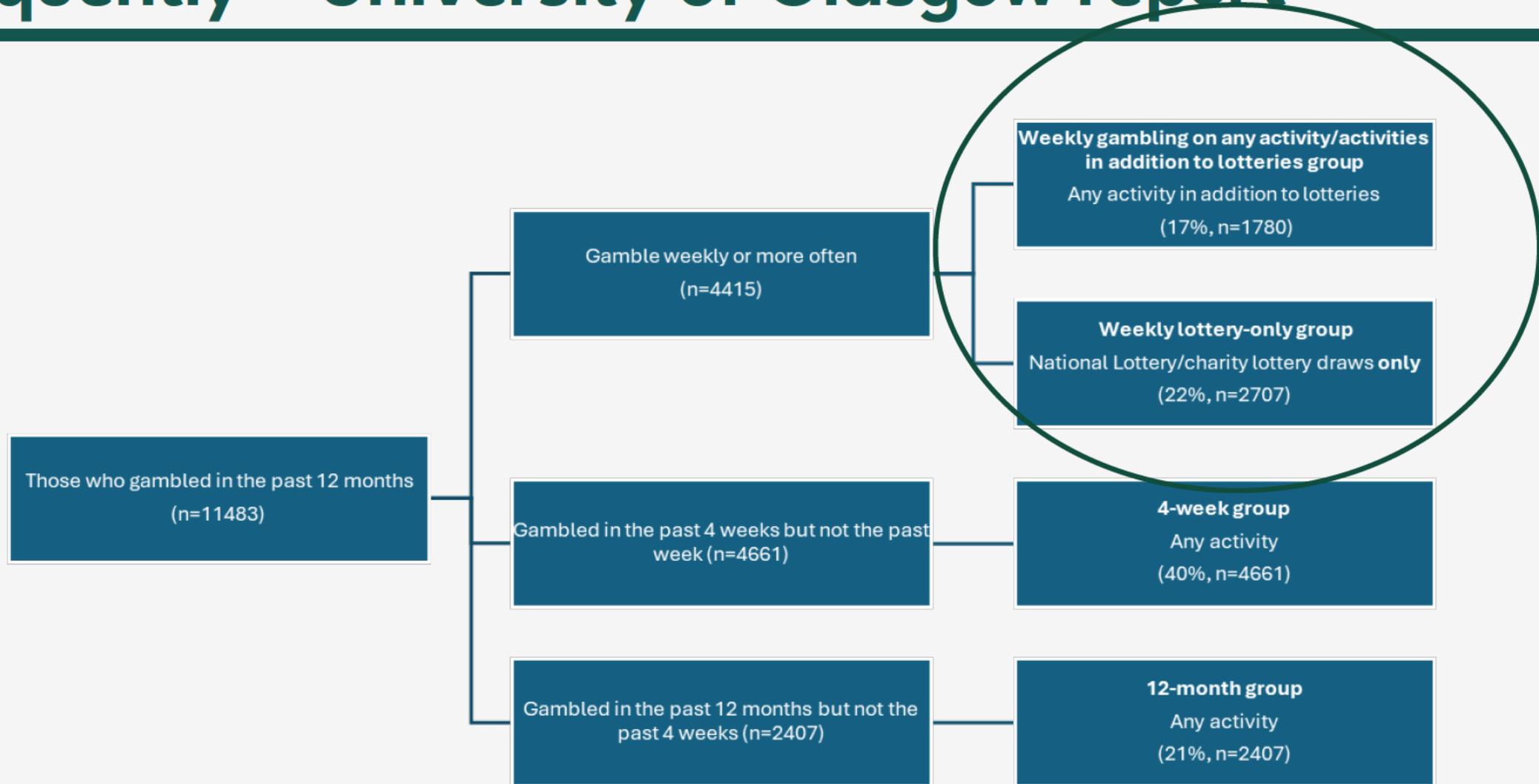


# Deepening our understanding through the GSGB

---



# Investigating the profiles of people who gamble frequently – University of Glasgow report



# There are some marked differences in the player profiles of people who gamble frequently

---

## Weekly gambling on any activity:

- More likely to be male
- More likely to live in deprived areas
- Greater proportion of people with a lack of educational qualifications
- Higher likelihood of living in housing association accommodation

## Weekly lottery only:

- Older / retired
- White ethnic backgrounds
- Fewer children living in the household
- Most likely to be married

Overall, there is greater socio-economic disadvantage for this group when compared to everyone who had gambled in the past 12 months

# Headline PGSI statistics mask a lot of nuances, this latest report from University of Glasgow continues to develop our understanding of PGSI

## Headline estimates

- GSGB estimates 2.7% of adults in Great Britain score 8+ on the PGSI, increasing to 4.5% amongst people who have gambled in the past 12 months (Year 2, 2024)

## Relative risk by product

- Year 1 GSGB: Some activities are more closely associated with higher PGSI scores; casino games, online slots, fruit and slot machines and non NL online instant wins
- Report was based on past 12 month gamblers meaning those who gambled very occasionally and those who gambled very frequently were included in the same analysis

## Increased risk by frequency

- Evidence shows there is an increased risk of experiencing problem gambling the more engaged you are with gambling
- GSGB adds more insight to this based on our investigations into weekly players: PGSI 8+ score of those who gamble weekly on any activity is 17%, compared to 1% for weekly lottery only players and 4.5% amongst everyone who has gambled in last 12 months

## Frequency and product

- This latest report allows greater product differentiation amongst weekly players
- There is evidence that weekly participation in fruit and slots in person, in play betting (but not overall sports betting), betting on non sports events and non NL scratchcards are associated with higher PGSI scores.
- The likelihood of having a PGSI score of 8+ was 3 times higher for individuals who place in play bets or gamble on fruit and slot machines weekly compared to individuals who gamble less frequently on these activities
- Research suggests weekly participation in National Lottery draws and bingo in person is not associated with PGSI 8+, there was also no significant association with online casino products

# Background

---

- **Understanding gambling-related harm is one of our key evidence gaps and priorities.**
- **The PGSI provides an estimation of compulsive gambling behaviours across the population**
- **However the PGSI is limited in its ability to capture harm because it:**
  - **Conflates gambling ‘behaviours’ with ‘consequences’**
  - **Does not cover the broad range of consequences experienced**

# Question development

---

- We recently developed a new set of questions that aim to provide comprehensive insight into the negative impacts of gambling
- Questions align with Wardle et al.'s (2018) 'Framework for Action' & were tested across multiple phases



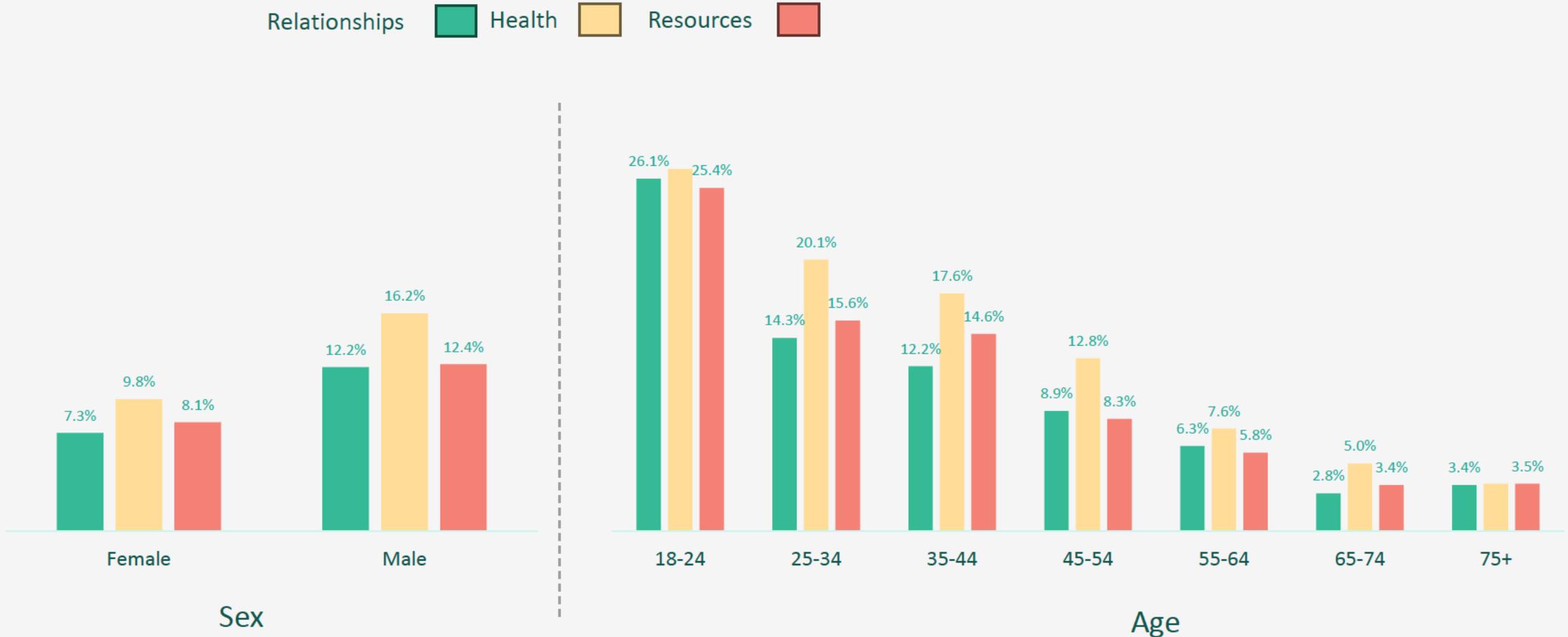
# The PGSI doesn't capture everything which is why we look to our wider consequences questions

- Of those who have gambled in the past 12 months
  - 2.6% have experienced one or more severe consequences because of their gambling
  - 3.4% have accessed help, support or information due to their gambling

	PGSI 0	PGSI 1-2	PGSI 3-7	PGSI 8+
Experienced one or more severe consequence	0.5%	1.7%	4.9%	39.6%
Sought help, support or information in last 12 months	0.9%	2.3%	8.6%	41.8%

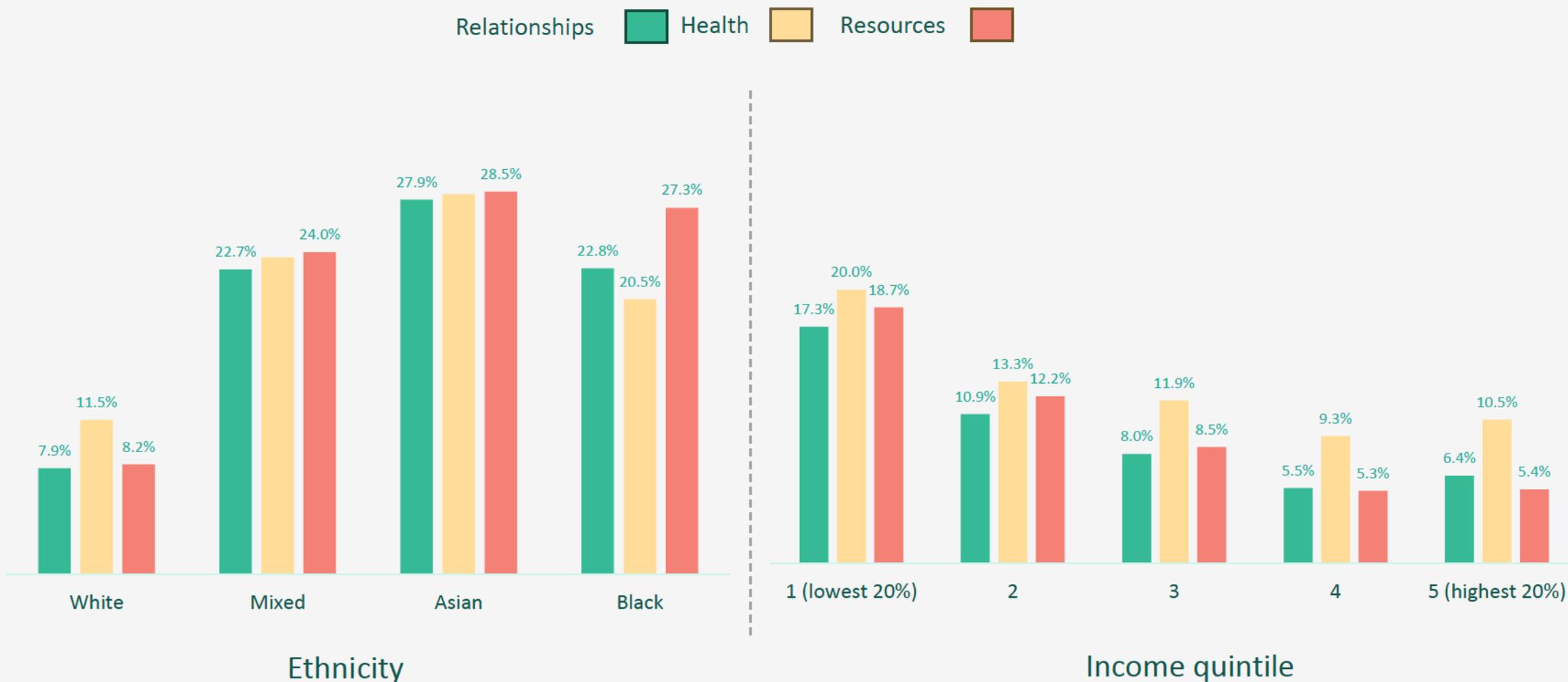
- 12.2% of all participants told us they had thought about, or attempted suicide. Of the 12.2%, 5.2% said it was related to their gambling a little or a lot

# To develop our understanding we have studied the demographic profiles of those experiencing adverse consequences from gambling



Unweighted base: People who had gambled in the past 4 weeks (Female = 4770, Male = 4417; 18-24 = 438, 25-34 = 1359, 35-44 = 1592, 45-54 = 1513, 55-64 = 1799, 65-74 = 1592, 75+ = 906)

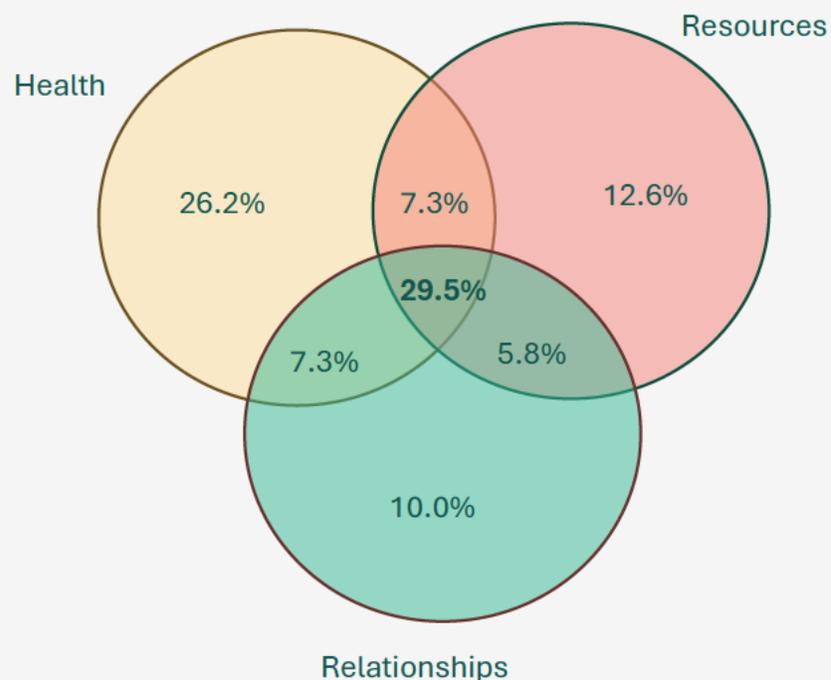
# To develop our understanding we have studied the demographic profiles of those experiencing adverse consequences from gambling



# We also know that consequences from gambling are unlikely to be experienced in isolation

The report offers valuable insights into how age, gender, ethnicity, and income levels predict risk of experiencing potential adverse consequences and severe consequences. With this enhanced understanding, we are now able to:

Have less of a reliance on PGSI – greater depth to analysis of consequences data



The new survey questions about the impact of gambling have enabled us to understand more about the overlap between different types of consequences and who is most likely to be experiencing these

# Key messages from GSGB Year 2

---

- Consistency in headline findings alongside methodological work completed cements our confidence in the robustness and accuracy of the GSGB estimates. As such we have removed some of the caution we previously advised when reporting these statistics.
- For the first time we can clearly see elevated risk amongst people who gamble on a weekly basis, operators should take these findings into account within their customer base.
- There are variations in levels of risk even within product categories which are highlighted through this latest research.
- We are broadening our understanding about the negative consequences of gambling. Negative consequences are often experienced simultaneously; findings align with earlier qualitative research.

# What's next

---

Date	What
2 October	Publication of Year 2 findings Updated guidance GSGB webinar
16 October	Publication of Year 3, Wave 1 findings
23 October	Publish work on Consumer Trust
By end of 2025	Publish prize draws analysis Publish Bingo validation work Update OSR recommendations
2026	Year 2 data published to UKDA New GSGB contract starts Further analysis of consequences work Policy fellowship funded through UKRI will start GSGB focused project First set of data on illegal gambling will be ready

# Guidance on using statistics from the Gambling Survey for Great Britain

The guidance set out here is designed to help anyone who wishes to use data from the Gambling Survey for Great Britain (GSGB) to ensure it is reported correctly.

Firstly, we set out some key principles about how the survey findings should and should not be used, including some worked examples. For those who require more information we have provided a more detailed section about reporting survey estimates and further information about the methodology can be found in the [GSGB technical report](#).

The guidance is produced in accordance with the Code of Practice for Statistics, [Value 3.4 Clarity and Insight \(opens in new tab\)](#).

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

The guidance is important because the official statistics from the GSGB are collected using a different methodology than previous official statistics. The guidance was published in 2024 and has since been updated (September 2025) to take on board the latest evidence to [understand the causes of differences in gambling estimates in general population surveys](#). We will continue to keep this guidance updated where further clarity is needed, or as a result of further work undertaken.

The GSGB is of course one source of evidence, and we encourage users to consider the findings in the context of the wider evidence base. Users should also keep in mind that the GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error.

## The GSGB can be used:

- to look at patterns within the data of gambling participation, Problem Gambling Severity Index (PGSI), and consequences amongst different demographic groups, across nations and regionally where sample sizes allow
- to assess trends and changes in gambling participation, PGSI scores, and consequences of gambling, measuring changes against the [2023 baseline](#)

- to describe the range of consequences that someone may experience due to a person’s own gambling and due to someone else’s gambling.
- to provide estimates of gambling participation and PGSI scores amongst adults (aged 18 and over) in Great Britain, including expressing these estimates as numbers of people in the whole population.

For example, to report participation estimates you could say:

“The Gambling Survey for Great Britain estimates 48 percent of adults in Great Britain aged 18 and over have gambled in the last 4 weeks.” (GSGB Year 2 (2024))

“Approximately 26 million adults in Great Britain have gambled in the past 4 weeks.” (GSGB Year 2 (2024)).

You could also use 95% confidence intervals<sup>1</sup> to provide the range in which the true value is likely to fall: For example, you could say: “Between 25 million and 26 million adults in Great Britain have gambled in the past 4 weeks” (GSGB Year 2, (2024)).

When reporting PGSI scores, you could say:

“Estimates suggest approximately 2.7 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+.” (GSGB Year 2, (2024)).

You could improve the way you report this by showing the range within which the true value is likely to fall. For example: “Estimates suggest approximately 2.7 percent of adults in Great Britain aged 18 and over had a PGSI score of 8+. Confidence intervals indicate that the true value within the population is likely to fall between 2.2% and 3.2% (GSGB Year 2, (2024))

When reporting PGSI scores, you could also say:

“Estimates suggest approximately 1.4 million adults in Great Britain score 8 or more on the PGSI” (GSGB Year 2, (2024)). To improve reporting, you could use the 95% confidence interval to provide the range in which the true figure is likely to fall “Estimates show that

---

<sup>1</sup> 95% Confidence Intervals can be calculated using the formula:  $p \pm 1.96 \times \sqrt{[p(1-p)/n]}$ , where p is the observed proportion and n is the base size.

between 1.2 and 1.7 million adults in Great Britain score 8 or more on the PGSI" (GSGB Year 2, (2024))

### **The GSGB should not be used:**

- as a measure of addiction to gambling
- to provide direct comparisons with results from other gambling or health surveys. This is because differences in survey design, methodology, and sampling can lead to misleading comparisons. Only comparisons with previous waves of the GSGB are appropriate when examining changes over time.

However, it is acceptable to highlight differences between surveys, provided you make it clear that different methodologies were used, and avoid suggesting that these differences indicate changes over time.

For example, you could say "the Gambling Survey for Great Britain estimates that 2.7 percent of adults have a PGSI score of 8 or more (GSGB Year 2, (2024)). This is higher than estimates produced by other studies which use different methodologies."

## **Further information about reporting survey estimates from the GSGB**

### **Survey estimates and confidence intervals**

The GSGB, in common with other surveys, collects information from a sample of the population. Consequently, the statistics based on the survey are estimates and are subject to sampling error. The intuition of a confidence interval is that, were we to repeat the survey in exactly the same way many times the true value of the statistic in the population would be within the range given by the 95 percent confidence interval in 95 samples out of 100. Confidence intervals are affected by the variability of the concept being measured, the size of the sample and other features of the sample design, such as stratification and weighting. Generally, the larger the sample, the smaller the confidence interval and, therefore, the more precise the estimate.

Confidence intervals should be taken into consideration by users. This is particularly true for PGSI estimates where base sizes can be small. We have provided confidence intervals for PGSI estimates within the data tables. Where differences are commented on in the annual report, these reflect the same degree of certainty that these differences are real, and not just within the margins of sampling error. Such differences can be described as statistically significant.

## Latest research on the impact of methodology

The GSGB uses a push to web methodology, and in his [independent review of the GSGB methodology](#) Professor Sturgis found that the GSGB enables better understanding of patterns and trends in gambling behaviour compared to periodic in-person interview surveys. However, Professor Sturgis also emphasised the need to conduct further research to examine the impact of the new methodology on estimates of gambling participation and PGSI rates (see [here](#) for the full list of recommendations).

To address some of these recommendations, we commissioned the London School of Economics and an independent team at NatCen to examine how the GSGB's methodology impacts reported gambling behaviours. Using an experimental design, the study (which can be accessed [here](#)) tested whether estimates of gambling participation and PGSI scores varies based on:

- 1) Whether the survey invitation explicitly mentioned gambling;
- 2) The mode of administration (online self-completion vs. telephone interview);  
and
- 3) The comprehensiveness of the gambling activity list included in the survey.

The study found that mentioning gambling in the survey invitation significantly increased estimates of gambling participation but did not significantly affect PGSI estimates. However, the study could not conclude whether estimates of gambling participation were more or less accurate as a result of mentioning gambling in the invitation letter.

The study also found that participants who completed the survey online had a significantly higher score on the PGSI, compared with those who completed the survey via telephone. This finding suggests that responses to questions about the negative impacts of gambling are under-reported in interviewer-administered surveys, due to social desirability bias (the tendency for people to respond to surveys in a way that they believe will be viewed favourably). While in-person surveys mitigate this through self-completion during the interview, this is unlikely to be entirely successful. In contrast, the GSGB's self-completion methodology largely avoids this measurement bias and encourages more accurate reporting of gambling behaviours.

Finally, the study showed that providing participants with a more extensive and up-to-date list of gambling activities (as in the GSGB) did not have a detectable impact on survey estimates.

Overall, this experimental research helps us to understand why interviewer-administered surveys produce lower estimates of gambling and its impacts compared to online self-completion.

As a result of the research we can have more confidence in the accuracy of the estimates produced by the GSGB. In addition, the sample size in Year 2 data is larger than in Year 1. Based on these developments, we have updated our guidance for using the GSGB. The main changes in the guidance published in October 2025 are to remove some of the caution we previously advised whilst we waited for the findings of the experimental research. This includes removing the advice not to gross estimates up to whole numbers in the population.

### **Be careful reporting base numbers**

To ensure we can include all relevant content within the GSGB, core questions are asked on both the online and paper version of the survey whereas some topical or modular questions are only asked on the online version of the survey. The Gambling Commission will clearly label any statistics which are based on online responses only, and users should do the same.

The GSGB asks a range of questions, some of which are applicable to all participants, some which are only applicable to people who have gambled and some which are only asked in the online version of the survey.

It is important to correctly reference whether statistics are based on all participants, or whether they are a subset of all participants, such as people who have gambled in the past 12 months or participants who completed the online version of the survey to set the findings in the correct context.

Through our stakeholder engagement we know that stakeholders are interested in multiple ways of presenting the data, for example at a population level including people who do not gamble as well as a focus on people who have gambled.

This distinction is important as the first group includes people who have not gambled on any activity in the past year, whereas the second group is based only on people who have gambled in the past 12 months. In the annual report we have also included a third group which excludes people who have only taken part in lottery draws. This is because lotteries are so much more popular than any other form of gambling with a large proportion of people only participating in this activity,

therefore, it can mask patterns of what is going on with other types of gambling. For this reason, in the report we sometimes present findings excluding the people who have only taken part in a lottery draw and not taken part in any other type of gambling. Where findings excluding those who have only taken part in a lottery draw are used, they should be clearly labelled.

Care should be taken when reporting statistics relating to the PGSI to make sure you are correctly stating if the results are based on the responses of all participants, or if they are based on people who have gambled. This is an area where we have previously seen misreporting.

It is also worth noting that new questions in the GSGB about the wider consequences of gambling are all presented as a proportion of participants who have gambled in the past 12 months or as a proportion of participants who know someone close to them who gambles, so we think it's best practice to report data in this way. Based on Professor Sturgis' experimental research, we do not expect methodological factors to materially affect population-level estimates for these questions, but we are taking a cautious approach because his study did not specifically examine this. It is also important to note that these questions only capture experiences within the past year and therefore do not capture adverse consequences that persist after someone has stopped gambling.

## **Annual versus wave specific data**

In a typical year there will be four wave specific publications from the GSGB plus an annual publication. Where possible, the annual data should be used as the priority with wave specific data being used when you want to look at patterns of gambling participation within a year, or where modular questions have only been asked in certain waves. The GSGB collects data continuously throughout the year. Survey data will be available:

- on a quarterly basis via wave specific publications
- annually where data for the calendar year will be combined to provide a more detailed breakdown.

Annual datasets will be published to [UK Data Service \(opens in new tab\)](#).

We recommend using annual data as the default as this will be based on a large sample size and will allow for more analysis at sub population level. This is also how we will track trends over time.

Wave specific data should be used if you need data for a specific time period, and to track trends or patterns within a calendar year. These publications will focus predominately on participation in gambling in that time period.

## **Language**

Use a person centric approach when reporting statistics about gambling.

Do not stigmatise or victimise those people experiencing adverse consequences from gambling.

Do not describe PGSI as a measure of gambling addiction.

The language we use matters. People who gamble are defined by more than their actions when they gamble. That is why we recommend a “person-centric” or “person first” approach. Whilst taking this new approach may use more words, it is important in lowering stigma and barriers to people seeking help for gambling addiction.

For example, instead of writing “x percent of gamblers...”, you can write “x percent of people who gamble...”.

There is more information available on why language matters from organisations including the [University of Glasgow \(opens in new tab\)](#), [GambleAware \(PDF\) \(opens in new tab\)](#) and [Manchester Combined Authority \(PDF\) \(opens in new tab\)](#).

The Problem Gambling Severity Index (PGSI) consists of nine questions which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI should not be confused with a measure of gambling addiction. More information on how the PGSI is measured can be [found here](#).

## **Wider evidence base**

The GSGB is one source of data in the Commission’s wider evidence base.

The Gambling Commission uses a range of data, research and insights to inform the decisions that we make and provide advice to the Government about gambling behaviour and the gambling market. To be the most effective regulator possible, we require a robust evidence base. The GSGB forms one source of evidence for our evidence base and should be considered alongside a wealth of other evidence and information which we use to fill our [evidence gaps and priorities 2023 to 2026](#).

## **If statistics are used incorrectly**

We encourage people to use our statistics to support understanding of important issues related to gambling.

We expect that anyone using our official statistics should present the data accurately and in accordance with the guidelines presented here. This includes ensuring that the data is not taken out of context, manipulated, or presented in a way that could materially mislead others.

We have set out [further information](#) on the action we will take if we spot misuse of official statistics .

If you wish to get in touch about the GSGB, or would like some advice on how best to use or communicate our statistics please email [statistics@gamblingcommission.gov.uk](mailto:statistics@gamblingcommission.gov.uk)

# Understanding the adverse consequences of gambling

## Executive summary

Understanding gambling-related harm is one of our key [evidence gaps and priorities](#). The Problem Gambling Severity Index (PGSI; Ferris & Wynne, 2001) was designed to measure gambling behaviours in the general population, and is often used as a proxy measure of harm. However, the PGSI does not capture the range of adverse consequences that people can experience from gambling, as it was not specifically developed for this purpose. We therefore recently developed a new set of survey questions to assess negative impacts from gambling ([Gambling Commission, 2024](#)). The questions align with Wardle et al.'s (2018) '[Framework for Action](#)', which categorises harms across three domains: 1) resources (e.g. financial strain), 2) relationships (e.g. conflict or isolation), and 3) health (e.g. psychological distress). Survey questions differentiate between severe consequences, which are clearly and unequivocally harmful (i.e. relationship breakdown, experiences of violence, losing significant financial assets, and crime), and potential adverse consequences, which can vary in severity and often have more cumulative effects (e.g. reduced spending on everyday items). These questions are included in the Gambling Survey for Great Britain (GSGB), and reported on an annual basis.

This report presents secondary analysis of Year 2 (2024) GSGB data. We aimed to address the following research questions:

- 1) To what extent are demographic characteristics (age, sex, ethnicity, and household income) associated with experiencing potential adverse consequences (affecting resources, health, and relationships) and severe consequences (such as relationship breakdown, violence, significant financial loss, and crime)?
- 2) Among those who reported negative impacts from gambling, what proportion had experienced these impacts across multiple areas of their life (i.e. affecting financial resources, relationships, and health)?

## Key findings

- Both potential and severe adverse consequences from gambling were most prevalent amongst males, younger individuals, those identifying as Mixed, Asian, or Black (compared with White), and people with lower financial income.

- The negative impacts of gambling were rarely confined to a single area of life. Instead, people tended to report negative impacts across multiple domains:
  - Among the 15 per cent of participants who had gambled in the past 4 weeks and reported at least one potential adverse consequence, over a quarter (29.5%) experienced consequences across all three domains (resources, relationships, and health), while half (49.9%) reported consequences in at least two domains. in at least two domains.
  - Of the 2.1 per cent of participants who had gambled in the past 4 weeks and reported at least one severe consequence, nearly half experienced two or more types (44.5%), and 8.1% reported all four severe consequences (crime, significant financial loss, relationship breakdown, and violence).

An important caveat to these findings is that they do not account for differences in the type of gambling activities that people play. It is therefore possible that differences in activity type may partly account for the observed associations between demographics and adverse consequences. We plan to conduct further analysis to test this hypothesis.

Results from this secondary analysis of Year 2 (2024) GSGB data provide insight into *who* may be most at risk of experiencing negative consequences from gambling, and how different types of consequences co-occur. Our findings have important implications for harm reduction strategies, such as the need to ensure that interventions and safer-gambling messaging engage a diverse range of consumers. The new GSGB survey questions capture adverse consequences that other tools, such as the PGSI, often miss. The inclusion of these questions, alongside the PGSI, enables us to monitor both behavioural risk and the tangible impacts of gambling on people's lives. This broader understanding of harm is essential for ensuring that regulatory decisions are guided by robust and comprehensive data.

## Introduction

Understanding gambling-related harm is one of our key [evidence gaps and priorities](#). In particular, we aim to gather insight into *how* gambling harms are experienced, and *who* may be most at risk. The Problem Gambling Severity Index (PGSI; Ferris & Wynne, 2001)<sup>1</sup>

---

<sup>1</sup> Ferris, J., & Wynne, H. (2001). The Canadian Problem Gambling Index: Final report. Ottawa: Canadian Centre on Substance Abuse. The PGSI is a 9-item validated scale that measures gambling behaviours and experiences, and categorises individuals into 'risk categories' based on their scores: PGSI score 0: representing a person who gambles, and could gamble heavily, but does not report

was designed to measure gambling behaviours in the general population. The Gambling Commission uses the PGSI to estimate the prevalence of 'at risk' patterns of gambling and inform regulatory decisions. While the PGSI is often used as a proxy measure of harm, it was not specifically developed for this purpose. As a result, the PGSI does not fully capture the range of adverse consequences that people can experience from gambling. Furthermore, GambleAware (2023) suggest that the PGSI does not align with established frameworks of gambling harm and that it overlooks the broader impacts on friends, family and the wider community. The PGSI also conflates gambling behaviours (e.g. uncontrolled gambling) with potential *consequences*<sup>2</sup>. These limitations highlight the need to develop new methods of assessing gambling-related harm that are rooted in established theoretical frameworks.

Given the limitations of the PGSI, we recently developed a new set of survey questions that aim to provide a comprehensive understanding of the potential negative impacts of gambling ([Gambling Commission, 2024](#)). This involved a multi-stage process involving stakeholder consultation, piloting, and cognitive testing. Items were selected from a broader 72-item harms checklist<sup>3</sup>, and [Li et al. \(2018\)](#), which categorises harms across three domains: 1) resources (e.g. financial strain), 2) relationships (e.g. conflict or isolation), and 3) health (e.g. psychological distress). [Framework for Action](#), which categorises harms across three domains: 1) resources (e.g. financial strain), 2) relationships (e.g. conflict or isolation), and 3) health (e.g. psychological distress).

The final set of questions differentiate between severe consequences, which are clearly and unequivocally harmful (i.e. relationship breakdown, experiences of violence, losing significant financial assets, and crime), and potential adverse consequences, which can vary in severity and often have more cumulative effects (e.g. reduced spending on everyday items). Severe consequences are assessed using binary (Yes/No) questions, while potential adverse consequences are measured on a four-point frequency scale, ranging from "Never" to "Very often".

Initial analysis found that the new survey questions demonstrated good internal reliability and construct validity. Notably, participants' responses to the questions predicted additional variance in mental wellbeing scores (assessed using the Short

---

experiencing any of the nine symptoms or adverse consequences asked about  
PGSI score 1 to 2: representing low risk gambling by which a person is unlikely to have experienced any adverse consequences from gambling but may be at risk if they are heavily involved in gambling  
PGSI score 3 to 7: representing moderate risk gambling by which a person may have experienced adverse consequences from gambling but may be at risk if they are heavily involved in gambling  
PGSI score 8 or higher: representing problem gambling by which a person will have experienced adverse consequences from their gambling and may have lost control of their behaviour. Involvement in gambling can be at any level, but is likely to be heavy.

<sup>2</sup> [National Centre for Social Research, University of Plymouth. Frameworks and Measurement of Gambling Related Harm: A Scoping Study \(2023\)](#)

<sup>3</sup> [Li, E., Browne, M., Rawat, V., Langham, E., & Rockloff, M. \(2017\). Breaking Bad: Comparing Gambling Harms Among Gamblers and Affected Others. \*Journal of gambling studies\*, 33\(1\), 223–248.](#)

Warwick-Edinburgh Mental Wellbeing Scale, SWEMWBS), *above and beyond* the variance predicted by PGSI scores alone. This finding highlights the added value of the new items in capturing the negative impacts of gambling that may be missed by the PGSI. The finalised survey questions are now included in the Gambling Survey for Great Britain (GSGB) and reported on an annual basis.

In collaboration with NatCen, we recently conducted [qualitative research](#) to gain a deeper understanding of individuals' negative experiences with gambling. The project involved follow-up interviews with participants who had completed the GSGB and reported experiencing adverse or severe consequences from their own gambling. Our findings showed that different types of consequences, such as those affecting one's finances, relationships, and health, are often experienced simultaneously or in reinforcing cycles. For example, participants talked about how financial strain from gambling could lead them to spend less on essential items, trigger arguments with family members, and contribute to heightened levels of stress or anxiety. In some cases, relatively infrequent harms were described as having substantial and lasting effects.

The aim of this report was to provide further insight into *who* is most at risk of experiencing adverse consequences from gambling, and the extent to which different types of consequences overlap. Specifically, we conducted secondary analysis of Year 2 (2024) GSGB data to address the following research questions:

- 1) To what extent are demographic characteristics (age, sex, ethnicity, and household income) associated with experiencing potential adverse consequences (affecting resources, health, and relationships) and severe consequences (i.e. relationship breakdown, violence, significant financial loss, and crime)?
- 2) Among those who reported negative impacts from gambling, what proportion had experienced these impacts across multiple areas of their life (i.e. affecting financial resources, relationships, and health)?

To examine associations between demographics and consequences, we controlled for the number of gambling activities participants engaged with. However, our analysis does not account for differences in the *types* of activities played. This is an important caveat given that certain activities (e.g. betting on non-sport events, online slots, and casino games) tend to be associated with higher PGSI scores<sup>4</sup>. We therefore plan to conduct a follow-up analysis to explore the extent to which associations between demographic profiles and adverse consequences can be explained by differences in gambling activity.

---

<sup>4</sup> [Wardle H and Tipping S. \(2025\) Exploring the relationship between gambling activities and Problem Gambling Severity Index \(PGSI\) scores. Gambling Commission: Birmingham.](#)

## Methods

The Year 2 (2024) GSGB collected data from 19,714 adults aged 18 years and older living in Great Britain. Fieldwork was carried out between January 2024 and January 2025 (further details of the GSGB methodology can be found [here](#)). Participants who had gambled in the past 12 months were asked whether they had experienced any potential adverse or severe consequences from gambling, as described below.

### Potential adverse consequences

To assess potential adverse consequences, participants were asked how often, in the past 12 months, gambling had caused them to:

- reduce or cut back your spending on everyday items such as food, bills and clothing? (*resources*)
- use savings or increase your use of credit, such as credit cards, overdrafts and loans? (*resources*)
- experience conflict or arguments with friends, family and/or work colleagues? (*relationships*)
- feel isolated from other people, left out or feel completely alone? (*relationships*)
- lie to family, or others, to hide the extent of your gambling? (*relationships*)
- be absent or perform poorly at work or study? (*resources*)

Response options were ‘Never’, ‘Occasionally’, ‘Fairly often’ and ‘Very often’.

Potential adverse consequences were also captured using the following three PGSI items (response options: Almost always, Most of the time, Sometimes, Never):

- have you borrowed money or sold anything to get money to gamble? (*resources*)
- have you felt that gambling has caused you any health problems, including stress or anxiety? (*health*)
- have you felt guilty about the way you gamble or what happens when you gamble? (*health*)

Each item related to one of the three domains specified in Wardle’s (2018) ‘Framework for Action’ (i.e. resources, relationships, health).

For the purposes of analysis, three binary indicators were derived to examine whether participants had experienced adverse consequences to resources, relationships, or health. These indicators were coded as ‘Yes’ if participants responded “Occasionally/Sometimes”, “Fairly often/Most of the time”, or “Very often/Almost always” to at least one item within each of the three domains.

## Severe consequences

To assess severe consequences, participants were asked whether they had experienced any of the following outcomes due to their own gambling (response options: Yes/No):

- losing something of significant financial value (that is, home, job, business and so on)
- relationship with spouse or partner or family member breaking down
- experiencing violence or abuse
- committing a crime to fund gambling or pay gambling debts.

## Statistical analyses

We conducted secondary analysis of data from the Year 2 (2024) GSGB. To minimise variation in gambling engagement (which could obscure associations between demographics and adverse consequences), we decided to restrict our analysis to participants who had gambled in the past 4 weeks (N= 9200). Initial descriptive analyses were conducted to examine the proportion of people who reported severe consequences (i.e. relationship breakdown, significant financial loss, violence, or crime), and potential adverse consequences (i.e. health, resources, or relationships) from gambling, within the following sociodemographic variables: age group, sex, ethnicity, equivalised household income quintile<sup>5</sup>, and PGSI risk level.

A series of hierarchical logistic regression models<sup>6</sup> were conducted to examine the extent to which demographic variables predicted each severe consequence. In each model, demographic variables were entered into step 1, and the ‘number of gambling activities played in the past 4 weeks’ was included in step 2. This enabled us to establish associations between demographic variables and consequences, while controlling for differences in the number of gambling activities participants played. In all models, comparisons for ethnicity, income and sex were made against the following reference categories, respectively: White ethnicity, equivalised income quintile 1 (i.e. lowest income quintile), and males. Age was included as a continuous variable.<sup>7</sup> weighted data<sup>8</sup>, <sup>8</sup>actor levels<sup>8</sup> with fewer than 50 observations were not included due to low power.

---

<sup>5</sup> Equivalised income refers to income that has been adjusted to account for differences in household size and composition. It provides a direct, household-level indicator of financial resources and affordability, and allows fair comparisons of living standards across different household types. Participants are grouped into equal sized quintiles: Quintile 1 represents the lowest 20% of the income distribution, and quintile 5 represents the top 20%.

<sup>6</sup> Logistic regression model is a statistical method used to estimate the likelihood of an outcome occurring (e.g. experiencing adverse consequences from gambling) based on one or more ‘predictor’ variables (such as sex, age etc.).

<sup>7</sup> Data were weighted so that the sample reflects the demographic profile of the Great Britain population, ensuring results are nationally representative.

<sup>8</sup> Factor levels refer to the categories within a variable (e.g. different income quintiles or ethnicities).

To explore how different consequences overlap, we calculated the percentage of participants who reported each type of consequence in isolation, and across two or more domains. Percentages were calculated amongst participants who reported at least one type of potential adverse consequence (N = 1406), and at least one type of severe consequence (N=195). Analyses were conducted separately for potential adverse consequences (i.e. health, resources, and relationships), and for severe consequences (i.e. relationship breakdown, violence, significant financial loss, and crime).

## Results

### Potential adverse consequences

The following tables (Table 1a to Table 1e) show the percentages of participants who reported adverse consequences, within each socioeconomic category. Base includes participants who had gambled in the past four weeks. Percentages are weighted, and base size values are unweighted.

	PGSI				Equivalent household income quintile				
	PGSI = 0	PGSI 1-2	PGSI 3-7	PGSI 8+	Lowest quintile	Second	Third	Fourth	Highest quintile
<b>Relationship</b>	2.2%	9.7%	34.6%	91.6%	17.3%	10.9%	8.0%	5.5%	6.4%
<b>Health</b>	0.1%	24.4%	71.9%	95.9%	20.0%	13.3%	11.9%	9.3%	10.5%
<b>Resources</b>	2.0%	11.2%	42.2%	91.3%	18.7%	12.2%	8.5%	5.3%	5.4%
<i>Base size</i>	7065	1322	468	326	1872	1930	1423	1827	1747

	Ethnicity				Sex		Age group						
	White	Mixed	Asian	Black	Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Relationship</b>	7.9%	22.7%	27.9%	22.8%	7.3%	12.2%	26.1%	14.3%	12.2%	8.9%	6.3%	2.8%	3.4%
<b>Health</b>	11.5%	23.6%	28.3%	20.5%	9.8%	16.2%	26.8%	20.1%	17.6%	12.8%	7.6%	5.0%	3.5%
<b>Resources</b>	8.2%	24.0%	28.5%	27.3%	8.1%	12.4%	25.4%	15.6%	14.6%	8.3%	5.8%	3.4%	3.5%
<i>Base size</i>	8467	175	336	120	4770	4417	438	1359	1592	1513	1799	1592	906

Results from regression models are described for each type of potential adverse consequence (resources, relationships, health). For brevity, we describe findings from step 2 of each model (i.e. after controlling for the number of gambling activities played)<sup>9</sup>

<sup>9</sup> Odds ratios compare the likelihood of an outcome between two groups. Each demographic group is compared to a baseline category. For example, individuals identified as Mixed race, Asian, or Black, are compared with those who identify as White. Odds ratios represent the relative likelihood of experiencing potential adverse consequences for

odds ratios<sup>2</sup> and 95% confidence intervals from steps 1 and 2 are provided in Table 2 to Table 4.

### *Adverse Resource Consequences*

Females and older participants had lower odds of experiencing potential adverse consequences to resources (i.e. financial stability or employment) (Table 2). The odds of experiencing adverse consequences to resources were significantly higher amongst Mixed race, Asian, and Black participants, compared with White participants, and amongst those in the lowest income quintile, relative to people in higher income quintiles (i.e. quintiles 2 to 5).

Table 2. Odds ratios from logistic regression model predicting potential adverse consequences to resources. 95% confidence intervals are given in parentheses. Demographic variables were entered into step 1 of the model, and the 'number of gambling activities played in the past 4 weeks' was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

---

each subgroup compared to the 'White' baseline category. An odds ratio of 1.0 means that there is no difference between groups. Odds ratios greater than 1.0 indicate that the group has higher odds of adverse consequences compared with the baseline category. Odds ratios less than 1.0 mean that the group has lower odds of adverse consequences compared with the baseline category.

**Potential adverse consequences to resources**

	Odds Ratio (Step 1)	Odds Ratio (Step 2)	Base size
<b>Age</b>	0.96* (0.96–0.97)	0.97* (0.97–0.98)	9199
<b>Equivalised income</b>			
Lowest quintile	NA	NA	1872
Second quintile	0.73* (0.6–0.88)	0.76* (0.63–0.93)	1930
Third quintile	0.44* (0.35–0.56)	0.50* (0.39–0.63)	1423
Fourth quintile	0.25* (0.2–0.32)	0.30* (0.23–0.39)	1827
Highest quintile	0.23* (0.18–0.3)	0.27* (0.21–0.36)	1747
<b>Ethnicity</b>			
White	NA	NA	8467
Mixed	2.32* (1.65–3.25)	2.19* (1.54–3.13)	175
Asian	2.74* (2.18–3.45)	2.9* (2.27–3.71)	336
Black	3.03* (2.12–4.32)	2.97* (2.03–4.34)	120
<b>Sex</b>			
Male	NA	NA	4417
Female	0.62* (0.53–0.72)	0.69* (0.59–0.81)	4470

\*Significant at  $p < .05$

### *Adverse Relationship Consequences*

Older age and being female were significantly associated with reduced odds of experiencing potential adverse consequences to relationships. Black, Mixed race and Asian participants had significantly higher odds of experiencing adverse consequences to relationships compared with White participants. Participants in the lowest income quintile (i.e. quintile 1) had significantly higher odds of experiencing adverse consequences to relationships compared to those in higher income quintiles (i.e. quintiles 2 to 5).

Table 3. Odds ratios from logistic regression model predicting potential adverse consequences to relationships. 95% confidence intervals are provided in parentheses. Demographic variables were entered into step 1 of the model, and the 'number of gambling activities played in the past 4 weeks' was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

<b>Potential adverse consequences to relationships</b>			
	<b>Odds Ratio (Step 1)</b>	<b>Odds Ratio (Step 2)</b>	<b>Base size</b>
<b>Age</b>	0.96* (0.96–0.97)	0.97* (0.97–0.98)	9199
<b>Equivalised income</b>			
<b>Lowest quintile</b>	NA	NA	1872
<b>Second quintile</b>	0.70* (0.57–0.85)	0.74* (0.6–0.91)	1930
<b>Third quintile</b>	0.45* (0.36–0.57)	0.51* (0.4–0.65)	1423
<b>Fourth quintile</b>	0.29* (0.23–0.37)	0.35* (0.27–0.45)	1827
<b>Highest quintile</b>	0.30* (0.24–0.39)	0.37* (0.29–0.48)	1747
<b>Ethnicity</b>			
<b>White</b>	NA	NA	8467
<b>Mixed</b>	2.24* (1.6–3.16)	2.14* (1.5–3.06)	175
<b>Asian</b>	2.87* (2.28–3.61)	3.04* (2.38–3.89)	336
<b>Black</b>	2.33* (1.6–3.39)	2.15* (1.43–3.24)	120
<b>Sex</b>			
<b>Male</b>	NA	NA	4417
<b>Female</b>	0.56* (0.48–0.65)	0.63* (0.53–0.73)	4470

\*Significant at  $p < .05$

### *Adverse Health Consequences*

Older age and being female were associated with reduced odds of reporting adverse consequences to health (Table 4). Asian and Mixed-race participants had significantly higher odds of experiencing adverse consequences to health compared to White participants. There was no significant difference amongst Black participants. Participants in the lowest income quintile (i.e. quintile 1) had significantly higher odds of experiencing adverse health consequences relative to those in higher income quintiles (i.e. quintiles 2 to 5).

Table 4. Odds ratios from logistic regression model predicting potential adverse consequences to health. 95% confidence intervals are provided in parentheses. Demographic variables were entered into step 1 of the model, and the 'number of gambling activities played in the past 4 weeks' was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

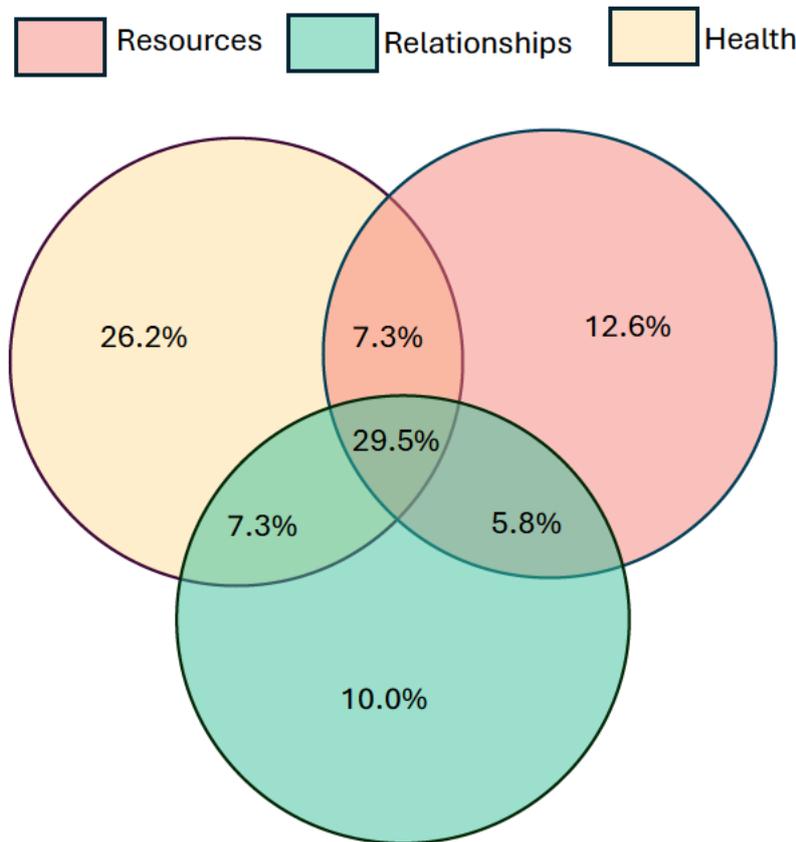
<b>Potential adverse consequences to health</b>			
	<b>Odds Ratio (Step 1)</b>	<b>Odds Ratio (Step 2)</b>	<b>Base size</b>
<b>Age</b>	0.96* (0.96–0.97)	0.97* (0.97–0.98)	9199
<b>Equivalised income</b>			
Lowest quintile	NA	NA	1872
Second quintile	0.72* (0.6–0.87)	0.76* (0.63–0.93)	1930
Third quintile	0.56* (0.46–0.69)	0.64* (0.52–0.8)	1423
Fourth quintile	0.4* (0.33–0.5)	0.5* (0.4–0.62)	1827
Highest quintile	0.42* (0.34–0.52)	0.53* (0.43–0.66)	1747
<b>Ethnicity</b>			
White	NA	NA	8467
Mixed	1.62* (1.17–2.26)	1.5* (1.06–2.13)	175
Asian	1.99* (1.59–2.48)	2.07* (1.63–2.64)	336
Black	1.28 (0.87–1.89)	1.08 (0.7–1.67)	120
<b>Sex</b>			
Male	NA	NA	4417
Female	0.57* (0.5–0.66)	0.64* (0.56–0.74)	4770

\*Significant at  $p < .05$

## Overlap between potential adverse consequences

Figure 2 shows the degree of overlap between different types of potential adverse consequences. Overall, 15 per cent of participants who had gambled in the past 4 weeks reported at least one potential adverse consequence from their own gambling. Health-related adverse consequences were more frequently experienced in isolation (26.2%) compared to those related to resources (12.6%) and relationships (10.0%). Dual-domain overlaps were observed, with 7.3% reporting consequences to both

health and resources, 7.3% reporting consequences to health and relationships, and 5.8% reporting both consequences to resources and relationships. Notably, over a quarter of individuals reported experiencing potential adverse consequences across all three domains, indicating a substantial degree of co-occurrence.



*Figure 1.* Patterns of co-occurrence among potential adverse consequences from gambling. Includes responses from participants who reported at least one potential adverse consequence (Unweighted base size = 1406).

**Table 5.** Percent of participants reporting each combination of potential adverse consequences from their own gambling. Includes responses from participants who reported at least one adverse consequence (Unweighted base size = 1406).

Potential adverse consequence(s)	Percent of participants reporting at least one adverse consequence
Health	26.2%
Resources	12.6%
Relationships	10.0%
Health, Resources	7.3%
Health, Relationships	7.3%
Relationships, Resources	5.8%
Health, Resources, Relationships	29.5%

## Severe adverse consequences

The following tables (Tables 6a to 6e) show the percentages of participants who reported severe consequences, within each socioeconomic category. Base includes participants who had gambled in the past four weeks. Percentages are weighted, and base size values are unweighted.

Table 6. Percentage of participants reporting severe consequences, within each sociodemographic category (weighted percentage, unweighted base). Base includes participants who had gambled in the past four weeks

	PGSI				Equivalent Household Income quintile				
	PGSI = 0	PGSI 1-2	PGSI 3-7	PGSI 8+	Lowest quintile	Second	Third	Fourth	Highest quintile
<b>Crime</b>	0.1%	0.2%	0.7%	18.1%	2.6%	1.0%	0.5%	0.3%	0.3%
<b>Financial</b>	0.2%	0.5%	1.1%	20.2%	2.9%	1.7%	0.5%	0.4%	0.6%
<b>Relationship</b>	0.2%	0.4%	3.0%	30.4%	4.4%	2.3%	1.4%	0.7%	0.4%
<b>Violence</b>	0.1%	0.6%	1.0%	18.0%	2.3%	1.4%	0.8%	0.4%	0.7%
<i>Base size</i>	7065	1322	468	362	1872	1930	1423	1827	1747

	Ethnicity				Sex		Age					
	White	Mixed	Asian	Black	Male	Female	18-24	25-34	35-44	45-54	55-64	55+
<b>Crime</b>	0.6%	3.2%	2.5%	4.5%	1.4%	0.6%	3.7%	1.8%	1.5%	0.5%	0.1%	0.4%
<b>Financial</b>	0.7%	5.5%	5.7%	5.8%	1.8%	0.7%	4.1%	2.7%	1.4%	0.8%	0.6%	0.0%
<b>Relationship</b>	1.3%	7.3%	7.1%	3.9%	2.6%	1.2%	6.4%	3.5%	2.1%	1.5%	0.9%	0.2%
<b>Violence</b>	0.8%	1.8%	3.9%	3.1%	1.4%	0.8%	3.9%	2.4%	1.3%	0.7%	0.4%	0.1%
<i>Base size</i>	8467	175	336	120	4417	4770	438	1359	1592	1513	1799	1513

Regression model results, for each type of severe consequence, are described below. Due to the low number of ethnic minority participants reporting each severe consequence, we combined Black, Asian, Mixed race and Other ethnic groups within a single 'BAME' category to maximise statistical power and ensure stable model estimates. For brevity, we describe findings from step 2 of each model (i.e. after controlling for the number of gambling activities played), however odds ratios and 95% confidence intervals from steps 1 and 2 are provided in Tables 7 to 10.

### Financial consequences

Females and older participants had significantly lower odds of experiencing severe consequences to finances. The odds of experiencing severe financial consequences were 4.6 times higher amongst BAME participants, relative to White participants, and were significantly higher amongst those in the lowest income quintile (i.e. quintile 1), compared with those in quintiles 3 to 5 (Table 7).

Table 7. Odds ratios from logistic regression model predicting severe financial consequences due to gambling. 95% confidence intervals are provided in parentheses. Demographic variables were entered into step 1 of the model, and the 'number of gambling activities played in the past 4 weeks' was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

Severe financial consequences			
	Odds Ratio (Step 1)	Odds Ratio (Step 2)	Base size
Age	0.95* (0.94-0.97)	0.96* (0.95-0.98)	9199
<b>Equivalised income</b>			
Lowest quintile	NA	NA	1872
Second quintile	0.79 (0.51-1.24)	0.94 (0.59-1.49)	1930
Third quintile	0.25* (0.11-0.53)	0.31* (0.14-0.67)	1423
Fourth quintile	0.21* (0.10-0.45)	0.29* (0.13-0.62)	1827
Highest quintile	0.23* (0.12-0.47)	0.33* (0.16-0.67)	1747
<b>Ethnicity</b>			
White	NA	NA	8467
BAME	5.29* (3.60-7.76)	4.64* (3.12-6.92)	631
<b>Sex</b>			
Male	NA	NA	4417
Female	0.44* (0.29-0.66)	0.48 * (0.31-0.74)	4770

\*Significant at  $p < .05$

### Relationship Breakdown

Females and older participants had reduced odds of experiencing relationship breakdown due to gambling. Compared to White participants, the odds of experiencing relationship breakdown were 2.9 times higher amongst BAME participants. Participants in higher income quintiles (i.e. quintiles 2 to 5) had significantly lower odds of experiencing relationship breakdown compared to those in the lowest quintile (quintile 1) (Table 8).

Table 8. Odds ratios from logistic regression model predicting relationship breakdown due to gambling. 95% confidence intervals are provided in parentheses. Demographic variables were entered into step 1 of the model, and the 'number of gambling activities played in the past 4 weeks' was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

<b>Relationship breakdown</b>			
	<b>Odds Ratio (Step 1)</b>	<b>Odds Ratio (Step 2)</b>	<b>Base size</b>
<b>Age</b>	0.96* (0.94-0.97)	0.97* (0.95-0.98)	9199
<b>Equivalised income</b>			
Lowest quintile	NA	NA	1872
Second quintile	0.69 (0.47-1.00)	0.79 (0.53-1.18)	1930
Third quintile	0.39* (0.24-0.64)	0.50* (0.30-0.84)	1423
Fourth quintile	0.18* (0.10-0.34)	0.25* (0.13-0.48)	1827
Highest quintile	0.10 * (0.05-0.22)	0.15* (0.07-0.32)	1747
<b>Ethnicity</b>			
White	NA	NA	8467
BAME	3.36* (2.42-4.65)	2.86* (2.02-4.06)	631
<b>Sex</b>			
Male	NA	NA	4417
Female	0.46* (0.33-0.65)	0.52* (0.37-0.74)	4770

\*Significant at  $p < .05$

## Violence

Older age was significantly associated with reduced odds of experiencing violence. BAME participants had 2.2 times higher odds of experiencing violence due to their gambling compared with White participants. Participants in the fourth income quintile (60–80% of the income distribution) had odds of experiencing violence that were almost two-thirds lower than those in the lowest quintile. No significant differences were observed for participants in the other income quintiles (2, 3, and 5). There was no significant association between sex and experiencing violence due to gambling (Table 9).

Table 9. Odds ratios from logistic regression model predicting violence due to gambling. 95% confidence intervals are provided in parentheses. Demographic variables were entered into step 1 of the model, and the ‘number of gambling activities played in the past 4 weeks’ was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

<b>Violence</b>			
	<b>Odds Ratio (Step 1)</b>	<b>Odds Ratio (Step 2)</b>	<b>Base size</b>
<b>Age</b>	0.95* (0.94-0.96)	0.96* (0.95-0.98)	9199
<b>Equivalised income</b>			
Lowest quintile	NA	NA	1872
Second quintile	0.83 (0.51-1.34)	1.05 (0.63-1.76)	1930
Third quintile	0.43* (0.22-0.83)	0.63 (0.32-1.26)	1423
Fourth quintile	0.23* (0.10-0.50)	0.38* (0.17-0.84)	1827
Highest quintile	0.33* (0.17-0.64)	0.57 (0.28-1.15)	1747
<b>Ethnicity</b>			
White	NA	NA	8467
BAME	2.94* (1.94-4.45)	2.16* (1.37-3.39)	631
<b>Sex</b>			
Male	NA	NA	4417
Female	0.60* (0.40-0.90)	0.74 (0.48-1.14)	4770

\*Significant at  $p < .05$

## Crime

Older age and being female were significantly associated with lower odds of experiencing gambling-related crime. The odds of experiencing crime due to gambling were 2.7 times higher among BAME participants, than among White participants. Participants in higher income quintiles (quintiles 3 to 5) had significantly lower odds of experiencing crime relative to those in the lowest quintile (Table 10).

Table 10. Odds ratios from logistic regression model predicting crime due to gambling. 95% confidence intervals are provided in parentheses. Demographic variables were entered into step 1 of the model, and the 'number of gambling activities played in the past 4 weeks' was included in step 2. Analysis includes participants who had gambled in the past 4 weeks.

<b>Crime</b>			
	<b>Odds Ratio (Step 1)</b>	<b>Odds Ratio (Step 2)</b>	<b>Base size</b>
<b>Age</b>	0.95* (0.93-0.96)	0.96* (0.95-0.98)	9199
<b>Equivalised income</b>			
Lowest quintile	NA	NA	1872
Second quintile	0.49* (0.29-0.85)	0.58 (0.33-1.02)	1930
Third quintile	0.23* (0.10-0.51)	0.32* (0.14-0.73)	1423
Fourth quintile	0.16* (0.07-0.38)	0.25* (0.10-0.60)	1827
Highest quintile	0.12* (0.05-0.31)	0.19* (0.07-0.51)	1747
<b>Ethnicity</b>			
White	NA	NA	8467
BAME	3.59* (2.32-5.55)	2.70* (1.68-4.33)	631
<b>Sex</b>			
Male	NA	NA	4417
Female	0.44* (0.27-0.70)	0.49* (0.30-0.81)	4770

\*Significant at  $p < .05$

## Overlap of severe consequences

Table 11 shows the percentage of participants reporting each type of severe consequence, both on its own and in combination with other types. Overall, 2.1 per cent of participants who had gambled in the past 4 weeks reported at least one severe consequence from their own gambling. Relationship breakdown was most commonly experienced in the absence of other severe consequences (31%), while fewer participants experienced severe financial consequences, violence, and crime in isolation, accounting for 11.4%, 6.6%, and 6.2% of cases, respectively. Over 8 per cent of participants who reported severe consequences from gambling had experienced all four types.

Table 11. *Percent of participants reporting each combination of severe consequences from their own gambling. Includes responses from participants who reported at least one severe consequence (Unweighted base size = 195).*

Severe consequences(s)	Percent of participants reporting at least one severe consequence
Relationship	31.4%
Finance	11.4%
Finance, Relationship, Violence, Crime	8.1%
Violence	6.6%
Crime	6.2%
Finance, Relationship	6.1%
Relationship, Violence, Crime	5.1%
Finance, Violence, Crime	5.1%
Finance, Violence	4.8%
Relationship, Crime	3.5%
Relationship, Violence	3.5%
Finance, Crime	2.9%
Finance, Violence	2.8%
Violence, Crime	1.7%
Finance, Relationship, Crime	0.9%

## Discussion

Findings from this report help identify *who* may be most at risk of experiencing negative consequences from gambling, and provide insight into how different types of consequences may co-occur. After controlling for the number of gambling activities people played, we found that the risk of experiencing potential or severe adverse consequences was greater for males, younger individuals, those identifying as Mixed race, Asian, or Black, and people with lower financial income. While findings were largely consistent across all different types of consequences, there were a few notable exceptions. For example, the odds of experiencing potential adverse consequences to health did not differ between Black participants and White participants. Amongst

severe consequences, experiencing violence due to gambling was not significantly predicted by sex.

Overall, our findings are consistent with previous research which has found a higher prevalence of ‘at risk’ gambling behaviours and harm amongst males, younger adults<sup>10</sup>, and those with lower financial income<sup>22</sup>. Furthermore, a recent scoping review found that negative consequences from gambling disproportionately impact minority ethnic groups, and may be exacerbated<sup>23,24,25</sup>. Notably, much of the existing research on demographic differences in gambling behaviour has relied on screening tools, such as the PGSI, as proxy measures of harm. Our analysis extends previous findings by demonstrating similar sociodemographic disparities when examining negative *consequences* from gambling. In doing so, findings from this analysis provide support for our long-term strategy to move beyond single screening tools to a more comprehensive understanding of gambling harms.

An important caveat to these findings is that they do not account for differences in the type of gambling activities that people play. Previous [research](#) has found that certain activities, such as betting on non-sport events, online fruit and slots, or casino games are associated with a greater likelihood of scoring 8 or more on the PGSI (indicative of ‘problem gambling’). Notably, Year 2 (2024) GSGB data shows that engagement in these activities is most prevalent amongst men, those aged younger than 45, people of non-white ethnicity, and those in lower income quintiles. It is therefore possible that the observed associations between demographics and adverse consequences may be partly explained by differences in activity type, and we plan to conduct further analysis to test this hypothesis.

A secondary aim of our analysis was to examine the co-occurrence and overlap of different types of consequences. We found that among those who reported at least one potential adverse consequence, over a quarter (29.5%) experienced consequences across all three domains (resources, relationships, and health), while half (49.9%) reported consequences in at least two domains. A similar pattern emerged for people who experienced severe consequences (N=195); nearly half reported two or more severe consequences (44.5%), and 8.1% reported all four severe consequences (crime, significant financial loss, relationship breakdown, and violence).

The observed pattern of overlap between different types of consequences is consistent with findings from our [qualitative research](#), which highlighted that gambling-related harms often occur concurrently or sequentially. Findings are also consistent with recent research examining posts from a UK-based online gambling support forum. Using natural language processing, <sup>26</sup> <sup>27</sup> found that people most frequently referred to

---

<sup>10</sup> Allami, Y., Hodgins, D. C., Young, M., Brunelle, N., Currie, S., Dufour, M., Flores-Pajot, M. C., & Nadeau, L. (2021). A meta-analysis of problem gambling risk factors in the general adult population. *Addiction (Abingdon, England)*, 116(11), 2968–2977.

emotional and psychological harms from gambling, and these often co-occurred with financial, relationship, and health-related harms. Our findings build on this evidence and provide further support to the idea that gambling-related harms often affect multiple aspects of a person's life.

Findings from our secondary analysis also highlight the distinction between PGSI scores and reported adverse consequences. For example, two per cent of individuals with a PGSI score of 0 reported potential adverse consequences to resources, indicating that some individuals may experience adverse consequences even at relatively low levels of gambling engagement. This supports the idea that the PGSI alone does not provide a comprehensive measure of harm. Using the new consequences questions alongside the PGSI enables us to capture both behavioural risk and the real-world impacts of gambling,

The inclusion of additional consequences questions in the GSGB also strengthens our ability to examine the longer-term impacts of gambling. This is identified within our evidence gaps and priorities as an important and under-researched area. While the PGSI primarily reflects *current* gambling behaviours, it is less suited to capturing harms that persist or emerge after gambling has stopped (known as 'legacy harms'). In contrast, the new consequences questions capture a range of impacts that may be experienced over a longer duration. These questions therefore provide a basis for future research to explore the factors that contribute to legacy harms, identifying who is most at risk, and which types of harm are most likely to persist.

Findings from this report have important implications for harm reduction strategies. In particular, the association between lower household income and adverse consequences highlights the need to ensure customers are gambling within their means (for example, using financial vulnerability checks and tailored deposit limits). Our findings also indicate that younger individuals and people from minority ethnic backgrounds may be at particular risk of encountering gambling harm. It is therefore important that harm-reduction strategies and safer gambling messages are inclusive, culturally sensitive, and designed to engage a diverse range of consumers.

Our findings directly inform Theme 3 of our evidence gaps and priorities, which focuses on understanding gambling-related harm. By assessing a range of negative impacts, our findings help strengthen the evidence base and provide valuable insight into how gambling harms are experienced, and who is most at risk. Including consequences questions alongside the PGSI allows us to capture both behavioural risk and the tangible impacts of gambling on people's lives. This broader understanding of harm is essential for ensuring that regulatory decisions are guided by robust and comprehensive data.

## GSGB Year 2 (2024) Headline findings

This report contains findings from the second year of the Gambling Survey for Great Britain (GSGB).

The survey aims to collect data to enable us to further understand:

- who participates in gambling
- what type of gambling activities they participate in
- experiences of and reasons for gambling
- the consequences that gambling can have on individuals and others close to them.

This survey was conducted using a push-to-web approach, with data collected from 19,714 adults aged 18 years and older living in Great Britain. Fieldwork was carried out between January 2024 and January 2025, consisting of four waves running quarterly. The survey is commissioned by the Gambling Commission and carried out by the National Centre for Social Research in collaboration with the University of Glasgow.

## Interpretation of the data

The GSGB data outlined in this report represents the second year of the new baseline, against which changes can be compared. Although the sample size was smaller in year one than year two, both surveys are sufficiently powered to enable comparison of estimates, some of which we present in this report.

It is important to note that the GSGB uses a push-to-web methodology, which differs from the survey data collection methods previously used to gather data on gambling. Therefore, in line with the general literature in this area, and the recent [Sturgis \(2025\) report](#) that the presence of an interviewer has a substantial effect on reported gambling impacts, comparisons with surveys prior to year one of the GSGB should not be made.

The GSGB, like most other surveys, collects information from a sample of the population. Statistics based on surveys are therefore estimates, rather than precise figures, and are subject to a margin of error (a 95 percent confidence interval<sup>1</sup>).

---

<sup>1</sup> A 95 percent confidence interval indicates a range of which the true population value lies, with 95 percent certainty. For example, if the survey was repeated multiple times, such a 95 percent confidence interval would contain the true value 95 percent of the time.

Generally, the larger the sample the smaller the margin of error. Consequently, the GSGB Year 2 survey has a sample size of just under 20,000 participants to minimise the margin of error. Throughout this report, unless specified otherwise, findings that have been included and all differences noted between subgroups are significant at the 95 percent significance level.

## **Headline statistics**

### **Gambling participation**

In 2024 (year 2), 60 percent (95 percent CI: 58.7 to 60.8) of adults aged 18 and over participated in any form of gambling in the past 12 months and 48 percent (95 percent CI: 46.7 to 48.6) had participated in gambling in the past four weeks. These estimates remained stable compared to 2023 (year 1), where 61 percent (95 percent CI: 59.1 to 62.3) of adults participated in any form of gambling in the past 12 months and 48 percent (95 percent CI: 46.6 to 49.4) had participated in gambling in the past four weeks.

When those who only participated in lottery draws were excluded, gambling participation was 41 percent in the past 12 months and 28 percent in the past four weeks.

In 2024, male participants (51 percent, 95 percent CI: 50.0 to 52.4) were more likely to have participated in gambling in the past four weeks than female participants (44 percent, 95 percent CI: 43.2 to 45.4), remaining consistent with the pattern found in 2023 (53 percent of male participants, 95 percent CI: 50.6 to 54.3 and 44 percent of female participants, 95 percent CI: 42.2 to 45.4).

Male participants (31 percent) were also more likely to have gambled on something other than lottery draws alone than female participants (25 percent).

Participants aged 45 to 54 and 55 to 64 were most likely to take part in any form of gambling in the past four weeks (55 percent, 95 percent CI: 52.3 to 57.1, and 52 , 95 percent CI: 50.4 to 54.1, respectively) and participants in the youngest and oldest age groups were least likely (36 percent, 95 percent CI: 33.3 to 39.7, of those aged 18 to 24, and 42 percent, 95 percent CI: 40.0 to 44.0, of those aged 75 and over). These estimates remained stable compared to 2023 (year 1), where 53 percent (95 percent CI: 50.3 to 56.1) and 54 percent (95 percent CI: 50.9 to 56.1) of those aged 45 to 54 and 55 to 64 had gambled in the past four weeks, and 38 percent (95 percent CI: 33.3 to 43.2) and 41 percent (95 percent CI: 37.4 to 44.1) of those aged 18 to 24 and 75 and over had gambled in the past four weeks.

When those who only participated in lottery draws were excluded, gambling participation in the past four weeks was highest for those aged 25 to 34 years (36 percent) and subsequently decreased with age to 14 percent for those aged 75 years and over.

The most common gambling activities in the past four weeks among all participants were:

- buying tickets for the National Lottery (31 percent),
- buying tickets for other charity lotteries (16 percent),
- and buying scratchcards (13 percent).

This varied by age group and sex, with the above statement holding true for those aged 35 and above and for female participants, but not for those aged 18 to 34 and for male participants.

Participants who gambled in the past four weeks took part in a mean of 2.4 different types of gambling activities.

The mean number of gambling activities participants took part in in the past four weeks was highest among those aged 18 to 24 with 3.3 activities and subsequently decreased with age to 1.8 activities among those aged 75 or over.

A higher proportion of participants gambled online in the past four weeks than in person (that is to gamble at a venue or purchase lottery tickets or scratchcards from shops or other vendors), with 38 percent participating in online gambling and 29 percent participating in in person gambling. However, much of this difference was accounted for by online purchases of lottery tickets. When lottery draw only players were excluded, 16 percent of participants gambled online, and 18 percent gambled in person.

- Male participants (41 percent) were more likely to have taken part in online gambling in the past four weeks than female participants (34 percent) and to have gambled on online activities other than lottery draws (21 percent for males and 12 percent for females).
- Male participants (30 percent) were also more likely to have gambled in person in the past four weeks than female participants (28 percent), although the proportion was the same when lottery draw only players were excluded (18 percent).

Further information can be found in an accompanying set of data tables B.1 to B.13.

## Experiences of and reasons for gambling

When asked to rate their feelings towards gambling out of 10, where 10 represented that they loved it, 0 represented that they hated it, and 5 represented the neutral mid-point:

- 42 percent of adults who gambled in the past 12 months rated the last time they gambled with a positive score of between 6 and 10
- 21 percent gave a negative score of between 0 and 4
- 37 percent gave a score of 5, expressing that they neither loved nor hated it

The pattern was similar when those who only participated in lottery draws were excluded, with a higher proportion giving a positive score (49 percent gave a positive score between 6 and 10, 19 percent a negative score between 0 and 4, and 32 percent a neutral score of 5).

The most common reasons for adults to participate in gambling at least sometimes were:

- for the chance of winning big money (85 percent)
- because gambling is fun (72 percent)
- to make money (57 percent)
- because gambling is exciting (56 percent).

Reasons for gambling is explored in further detail within the [‘Investigating the relationship between reasons for gambling and different gambling activities’](#) report.

## Consequences from gambling

Gambling can lead to a range of adverse consequences. This includes the experience of gambling disorder (a [recognised health condition](#)) but can also include wide ranging adverse consequences experienced either by the person who gambles or by their family, friends, and wider social networks. These consequences range in severity and include negative effects on physical and mental health, relationship discord and breakdown, and financial difficulties.

In this chapter, data is first presented on the adverse consequences of gambling as measured using the [Problem Gambling Severity Index \(PGSI\)](#). This is followed by information on a wider range of adverse consequences from gambling which are not included within the PGSI (for example, conflict with family, social isolation, relationship breakdown, experience of violence and abuse, and suicide ideation or attempts).

## Problem Gambling Severity Index

The PGSI is used to measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI consists of 9 items that are rated on a 4 point-scale. Responses to the 9 PGSI questions are summed and a score ranging between 0 and 27 is computed. Scores are then grouped into the following categories:

- PGSI score of 0 (a person who gambles, but does not report experiencing any of the 9 behavioural symptoms or adverse consequences asked about)
- PGSI score of 1 to 2 (low risk gambling by which a person is unlikely to have experienced any adverse consequences from gambling but may be at risk if they are heavily involved in gambling)
- PGSI score of 3 to 7 (moderate risk gambling by which a person may or may not have experienced adverse consequences from gambling but may be at risk if they are heavily involved in gambling)
- PGSI score of 8 or higher (problem gambling by which a person will have experienced adverse consequences from their gambling and may have lost control of their behaviour. Involvement in gambling can be at any level but is likely to be heavy).

The PGSI categories represent a continuum of risk, ranging from those experiencing no adverse consequences or behavioural symptoms of disorder to those experiencing both. Estimates of gambling and its impacts vary substantially depending on survey methodology, with the GSGB typically reporting higher PGSI scores than more traditional face to face surveys. Research has recently been undertaken to explore the [impact of survey mode](#) in more detail, finding that a good part of the difference in PGSI estimates between online and in-person interview surveys is due to downward biases as a result of interviewer administration.

In 2024, among all participants:

- 8.8 percent (95 percent CI: 7.9 to 9.8) had a PGSI score of 1 to 2,
- 3.1 percent (95 percent CI: 2.8 to 3.6) had a PGSI score of 3 to 7,
- 2.7 percent (95 percent CI: 2.2 to 3.2) had a PGSI score of 8 or more.

The prevalence of each PGSI score category was similar to 2023, where 8.3 percent (95 percent CI: 7.3 to 9.3) had a score of 1 to 2, 3.7 percent (95 percent CI: 3.0 to

4.4) had a score of 3 to 7 and 2.5 percent (95 percent CI: 2.0 to 3.1) had a score of 8 or more.

Among those who had gambled in the past 12 months:

- 14.8 percent had a PGSI score of 1 to 2,
- 5.3 percent had a PGSI score of 3 to 7,
- 4.5 percent had a PGSI score 8 or more.

Male participants who had gambled in the past 12 months were more likely to have higher PGSI scores (16.5 percent scored 1 to 2 on the PGSI, 6.6 percent scored 3 to 7 on the PGSI and 6.0 percent scored 8 or more on the PGSI) than female participants (13.0 percent scored 1 to 2 on the PGSI, 3.9 percent scored 3 to 7 on the PGSI and 2.8 percent scored 8 or more on the PGSI).

Younger participants who had gambled in the past 12 months were more likely to have higher PGSI scores than older participants, 10.2 percent of those aged 18-24 scored 8 or more on the PGSI and 0.5 percent aged 75 and over scored 8 or more on the PGSI. Similarly, 9.4 percent of those aged 18 to 24 scored 3-7 on the PGSI compared to 1.5 percent among those aged 75 and over.

The proportion of participants with a PGSI score of 8 or more was over 9 times higher for those who had taken part in betting on non-sports events, such as TV shows, in person relative to all participants who had gambled in the past 12 months.

The proportion of participants with a PGSI score of 8 or more was also around 5 times higher relative to all participants who had gambled in the past 12 months for several activities such as;

- online slots,
- casino games,
- football pools,
- betting on non-sports events online.

The proportion of participants with a PGSI score of 8 or more was highest among those living in the most deprived areas (as measured using Index of Multiple Deprivation scores presented by quintiles) of England, Scotland and Wales. In England the proportion of participants with a PGSI score of 8 or more was 5.9 percent among those living in the most deprived areas and 1.0 percent among those living in the least deprived areas. In Scotland, the proportion of participants

with a PGSI score of 8 or more was 11.0 percent for those living in the most deprived areas and between 0.5 and 0.7 percent for those living in the three least deprived areas. In Wales, the proportion of participants with a PGSI score of 8 or more was 5.8 percent for those living in the most deprived areas and between 2.4 and 2.8 percent in the least deprived areas.

Further exploration of the relationship between the profiles of those who participate in gambling more frequently and PGSI scores can be found in the 'Investigating the profiles of those who gamble more frequently' report and the ['Exploring the relationship between gambling activities and Problem Gambling Severity Index \(PGSI\) scores'](#) report.

Further information can be found in an accompanying set of data tables D.1 to D.10

## **Adverse consequences from own gambling**

The Commission measures a broader range of adverse consequences from gambling. These aim to add a greater level of insight into the adverse consequences of gambling that are experienced over and above PGSI. These questions, asked of those who had gambled in the past 12 months, were split into 2 types:

1. Those categorised as severe adverse consequences, where any experience of them is highly likely to be harmful. This includes relationship breakdown, losing something of significant financial value, violence or abuse and crime. For these questions participants were directed to answer 'yes' or 'no' to having experienced an adverse consequence.
2. Those categorised as other potential adverse consequences, which are more likely to be harmful if experienced often or may be harmful depending on the individual's specific circumstances. This includes spending less on everyday items, increased use of credit or savings to gamble, experience of conflict within relationships, feeling isolated, lying about the extent of gambling and poor work performance or work absences. For these questions participants were directed to answer 'never', 'a little' or 'a lot' to having experienced an adverse consequence.

### ***Severe adverse consequences from own gambling***

Similar to year 1, the most reported severe consequence experienced among those who had gambled in the past 12 months due to one's own gambling was relationship breakdown (1.6 percent).

Male participants who had gambled in the past 12 months (3.5 percent) were more likely to experience at least one severe consequence due to their own gambling than female participants who had gambled in the past 12 months (1.7 percent).

Younger adults who had gambled in the past 12 months were more likely to report experiencing at least one severe consequence due to one's own gambling than older adults who had gambled in the past 12 months (5.3 percent for those aged 18 to 34 and 0.8 percent for those aged 55 and over).

Further information can be found in an accompanying data table D.11

### ***Suicide ideation or attempts***

Participants were asked if they had thought about taking their own life or had attempted to do so in the past 12 months. Those who answered yes were then asked if this was related to their gambling.

12.2 percent of participants reported they had thought about or attempted taking their own life. Of those 12.2 percent, 5.2 percent reported that this was related to their gambling either a little or a lot.

It is worth noting, in an area which is very difficult to research, that the 12.2 percent of adults who had thought about or attempted taking their own life in the past 12 months represents an estimate higher than that reported in the most recent [Adult Psychiatric Morbidity Survey](#) (APMS) in 2023/4 (6.7 percent). This APMS data was based on questions asked face-to-face by an interviewer. APMS 2023/4 also published results based on questions asked of participants within the self-completion section of the interview. This estimated that 25.5 percent had thought about suicide in the past 12 months and 7.7 percent had attempted suicide in the past 12 months. The APMS results indicate the potential impact of mode effects in survey research, which in line with the [Sturgis \(2025\) findings](#), reflects the general literature in this area. Because there is uncertainty as to which estimate is closer to the truth, data on gambling-related suicidality within GSGB is presented for those who reported past year thoughts about taking their own life or attempts only. Population prevalence estimates are not presented.

### ***Other potential adverse consequences from own gambling***

Among those who gambled in the past 12 months, the most reported potential adverse consequences due to one's own gambling were:

- reducing spending on everyday items (6.7 percent reported this happening at least occasionally)
- lying to family (6.0 percent reported this happening at least occasionally)
- using savings or borrowing money (5.7 percent reported this happening at least occasionally).

Further information can be found in an accompanying set of data tables *D.12 to D.13*

### **Help seeking for own gambling**

3.4 percent of those who gambled in the past 12 months had sought support because of their own gambling. The proportion of participants who had sought support from each type of service (e.g. mental health services, food banks/welfare organisations, relationship counselling and gambling support services) was similar, ranging from 1.2 percent for gambling support services to 1.7 percent for mental health services and food banks or welfare organisations.

Further information can be found in an accompanying data table D.14

### **Consequences from someone else's gambling**

The GSGB includes questions about the impact of someone else's gambling, an area that has previously had limited research. These questions covered the same set of severe and potential adverse consequences due to one's own gambling outlined above. Questions were only asked of those who reported someone close to them gambled.

Almost half (47.9 percent) of all participants reported that someone close to them gambled, even if occasionally.

Further information can be found in an accompanying data table D.18

### ***Severe adverse consequences from someone else's gambling***

Of those who reported someone close to them gambled, 5.2 percent had experienced one or more severe consequences from someone else's gambling.

Relationship breakdown was (3.9 percent) the most reported severe consequence from someone else's gambling.

Further information can be found in an accompanying data table D.19

### ***Other potential adverse consequences from someone else's gambling***

The most reported potential adverse consequences of someone else's gambling were:

- experiencing health problems, including stress and anxiety (11.4 reported this happening at least occasionally)
- experiencing embarrassment, guilt or shame (10.3 reported this happening at least occasionally)
- experience of conflict or arguments (9.0 percent reported this happening at least occasionally).

Further information can be found in an accompanying data table D.20

### **Help seeking due to someone else's gambling**

Participants who reported that someone close to them gambled were asked whether they had sought any help, support, or information as a result, either online, in person, or by telephone.

Of those who reported that someone close to them gambled, 3.3 percent had sought some form of support. The proportion of participants who had sought support from each type of service was similar, ranging from 1.4 percent for gambling support services to 1.6 for mental health services and food banks or welfare organisations.

Further information can be found in an accompanying data table D.21

The questions asked in the GSGB can be found in Appendix A which shows the online questions

# GSGB Y2 Topic report: Investigating the profiles of those who gamble more frequently

## Executive Summary

This Topic Report uses data from Year 2 of the Gambling Survey for Great Britain (GSGB) to explore the association between engagement in gambling activities, frequency of gambling, and risk. It is an extension of the GSGB Year 1 analysis, published in February 2025, that showed, irrespective of someone's wider engagement in gambling or their demographic profile, there is a significant association between past year engagement in some activities and scoring eight or more on the Problem Gambling Severity Index (PGSI). The Year 2 data allows this relationship to be investigated further; the extended list of activities permit a degree of granularity not possible with any previous gambling survey, for example, through the inclusion of in-play betting as a separate activity, and the larger base sizes allow more detailed analyses than possible in Year 1.

## Key findings

- There are notable differences in the profiles of people by frequency of gambling and gambling activity. People who gamble weekly but only on lottery draws tend to be older, married, owner-occupiers. People who gamble weekly on any activity, including lottery draws, are more likely to live in more deprived areas, have fewer qualifications and live in housing association accommodation.
- There is a strong association between the frequency of specific activities, the type of activity, and Problem Gambling Severity Index (PGSI) scores. PGSI scores measure behavioural symptoms of gambling disorder and certain adverse consequences from gambling. People who gamble weekly on any activity have higher PGSI scores than those who gamble weekly but on lottery draws only. However, people who gamble more frequently, weekly or more often, have higher PGSI scores than those who gamble less frequently.
- When looking at weekly participation in gambling activities in turn, there is evidence that weekly participation in fruits and slots in person, in-play betting, but also betting on non-sports events online and other non-National Lottery scratch cards are all associated with higher PGSI scores.
- Sports betting on a weekly basis, once in-play betting was excluded, was not significantly related to PGSI scores. However, there was a strong association between weekly in-play betting (either online or in-person) and higher PGSI scores, suggesting the rapid rewards and continuous play connected with this activity is associated to higher PGSI scores.

## Definitions

### Past 4 weeks gambling

Participants who had participated in any gambling activity in the past 12 months were then asked if they had taken part in the same gambling activity or activities within the past 4 weeks. Participants who answered yes to one or more gambling activity are described in this report as participating in gambling in the past 4 weeks.

### Past 12 months gambling

Participants were provided with a list of 18 types of gambling legally available in Great Britain and asked which of these activities they had participated in, in the past 12 months. They were also asked about any private betting or gambling they may have done in the same period. Participants who answered yes to participating in one or more gambling activity are described in this report as participating in gambling in the past 12 months.

### Frequency of gambling

Everyone who had gambled on a particular activity in the past 12 months was then asked to report how often, if at all, they had gambled on this activity in the past 4 weeks. Using this information, frequency of gambling was computed for each participant based on their reported highest frequency of gambling to any activity in the past 4 weeks. For example, if a participant reported purchasing National Lottery tickets once a week but bet on sports events a few times a week, they were categorised as gambling a few times a week. Response categories were: everyday, a few times a week, about once a week, about once a fortnight, about once in the past 4 weeks, and less often than this (that is those who had gambled in the past 12 months, but not in the past four weeks).

### Full list of gambling activities

The list of gambling activities presented to participants was refined and tested during the development stages of the Gambling Survey for Great Britain (GSGB). The aim was to update the list used in previous surveys to better represent forms of commercial gambling currently available in Great Britain, and to better capture engagement in different online gambling formats. Appendix A shows the full list of gambling activities asked about for the past 12 months. Whether a participant had bet in-play was only asked about within the past 4 weeks.

### Problem Gambling Severity Index

The PGSI consists of nine questions and is asked of everyone who had gambled in the past 12 months, capturing the current experience of each of these items. Answer options were 'almost always', 'most of the time', 'sometimes', and 'never'. Responses to

the nine questions are summed and a score ranging between 0 and 27 is computed. Scores are grouped into the following categories:

#### PGSI score 0

Representing a person who gambles (including heavily) but who does not report experiencing any of the nine symptoms or adverse consequences asked about. In population prevalence analysis, participants who had not gambled in the past 12 months are also given a PGSI score of 0.

#### PGSI score 1 to 2

Representing low risk gambling by which a person is unlikely to have experienced any adverse consequences from gambling but may be at risk if they are heavily involved in gambling.

#### PGSI score 3 to 7

Representing moderate risk gambling by which a person may or may not have experienced adverse consequences from gambling but may be at risk if they are heavily involved in gambling.

#### PGSI score 8 or higher

Representing 'problem gambling' by which a person will have experienced adverse consequences from their gambling and may have lost control of their behaviour. Involvement in gambling can be at any level, but is likely to be heavy.

## Introduction

This topic report is published alongside the second annual report from the Gambling Survey for Great Britain (GSGB). Further details about the survey methodology including its strengths and limitations are provided in the GSGB Technical report.

This topic report is based on Year 2 data from the GSGB, collected in 2024. It is an extension of the analysis published in February 2025 that used Year 1 (2023) data to explore the association between gambling activities, frequency, and risk. The Year 1 (2023) report showed that, irrespective of someone's wider engagement in gambling or their demographic profile, a significant association between past year engagement in some activities and scoring eight or more on the PGSI remained. Specifically, non-National Lottery (NL) scratch cards and instant win games, betting on sports/racing in person, betting on the outcome of events, all types of casino games, and fruit and slot machines. The report also showed how gambling involvement, measured by the number of activities and frequency of gambling, remained important predictors of scoring eight or more on the PGSI alongside engagement in each of these specific activities. Because of sample sizes, analysis within the Year 1 (2023) topic report looked at those who had gambled on any activity in the past 12 months, meaning that those who gambled very occasionally and those who gambled very frequently were included in the same groups. For those reasons, the Year 1 (2023) report recommended examining further the relationship between engagement in specific activities and Problem Gambling Severity Index<sup>1</sup> (PGSI) scores among those who gamble more frequently. The larger base sizes available in Year 2 (2024) coupled with the extended list of activities available in the GSGB allow this relationship to be investigated further, permitting a degree of granularity that was not possible at Year 1 (2023). For example, through the inclusion of in-play betting as a separate activity.

### **Gambling involvement**

Gambling involvement can be measured by expenditure (measured by losses or net spend as a proportion of income), frequency (how often an individual takes part in gambling activities), duration (how long an individual spends in a typical session when gambling), and range (the number of different gambling activities an individual takes part in). There is a known relationship between higher levels of gambling involvement and higher levels of gambling harms.<sup>i ii</sup> In 2010, the Australian Productivity Commission noted that population focus on the determinants of gambling harms can be misleading for policy purposes, as this includes those who gamble very infrequently, and recommended that policy evidence focus on those who gamble frequently instead.

---

<sup>1</sup> The Problem Gambling Severity Index (PGSI) consists of 9 items which measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling.

This report takes a deeper dive look at those who gamble frequently, defined here as people who reported gambling at least weekly in the past four weeks. This definition of frequency ties in with the recommended frequency thresholds identified by the Lower-Risk Gambling Guidelines<sup>iii</sup>. This is a set of guidelines, developed by the Canadian Centre on Substance Use and Addiction using data from a range of countries<sup>iv</sup>, that sets out suggested limits on gambling frequency, expenditure, and number of activities with the intention of reducing an individual's risk from gambling harms. Whilst the UK was excluded in the development, there is evidence suggesting they could also act as a suitable guide to gambling in England<sup>v</sup> and potentially the UK. The Lower-Risk Gambling guidelines suggest an individual should gamble no more than four times in a month, roughly equating to once a week. By focusing on weekly activity this report therefore provides insight into a group of people deemed by the guidelines to have a higher probability of harms.

In this report we compare the profiles of people who have different levels of gambling frequency. We then look at the association between weekly gambling on certain product types and Problem Gambling Severity Index (PGSI) scores.

## Gambling frequency groups

The GSGB contains detailed questions identifying the frequency by which people gambled on different product types over the past four weeks. The response options include ‘every day’, ‘a few times a week’, ‘about once a week’, ‘about once a fortnight’, ‘about once’, and ‘not in the past four weeks’.

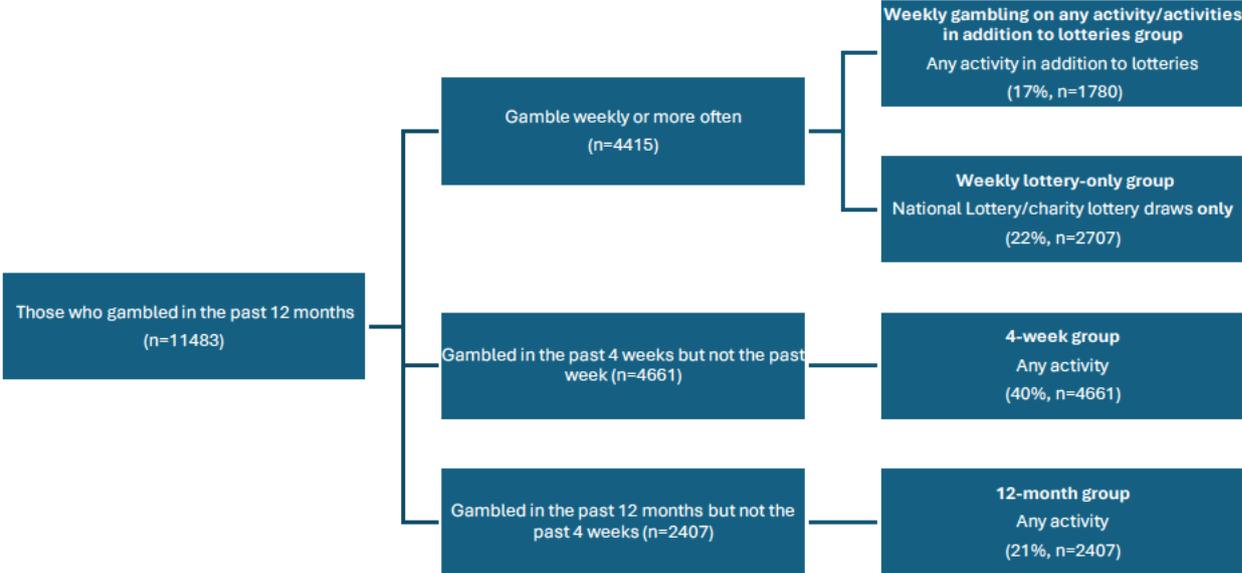
These questions were used to group survey participants into four categories:

1. Those who had gambled at least weekly in the past four weeks on any activity in addition to National Lottery or charity lottery draws, either online or in-person,
2. Those who had gambled at least weekly in the past four weeks but only on National Lottery or charity lottery draws, either online or in-person,
3. Those who had gambled on any activity, either online or in person, less frequently than weekly but within the past four weeks, and
4. Those who had gambled on any activity, either online or in person, less frequently than the past four weeks but within the past twelve months.

The first of these groups includes people who took part in a lottery draw at least weekly but *only if they did so in addition to another activity*. This group will be referred to throughout this report as ‘weekly gambling on any activity/activities in addition to lotteries’ to highlight the fact that these are people gambling weekly on activities other than lotteries alone. Similarly, the second group will be referred to as ‘weekly lottery-only’, the third group are the ‘four-week group’, and the fourth the ‘12-month group’.

Any individuals who had not gambled in the past 12 months were excluded from the analysis. Figure 1 shows the four groups with unweighted base (n) and proportion of the weighted sample. The **weekly gambling on any activity/activities in addition to lotteries group** contains 17 percent of the people who gambled in the past 12 months and is the smallest of the four groups. **The weekly lottery-only group** contains 22 percent of those who gambled in the past 12 months, the past **4-week group** contains 40 percent, and the past **12-month group** contains 21 percent. It should be noted that National Lottery draws are the most common activity, meaning National Lottery draws will dominate the activities partaken in both the past 4-week and past 12-month groups.

### Figure 1: Sample groups



Those who gambled in the past 12 months (n=11483)			
Gamble weekly or more often (n=4415)		Gambled in the past 4 weeks but not in the past week (n=4661)	Gambled in the past 12 months but not the past 4 weeks (n=2407)
Weekly gambling on any activity/activities in addition to lotteries group (17%, n=1780)	Weekly lottery only group (22%, n=2707)	4-week group (40%, n=4661)	12-month group (21%, n=2407)

## Composition of the gambling frequency groups

A comparison was made of the socio-demographic profiles of each gambling frequency group. The full set of socio-demographic characteristics included in the analysis were: age, sex, ethnicity, tenure, qualifications, economic activity, household income, marital status, whether there were children present in the household, deprivation indicators, and region.

### *Methods*

The first step was to run a series of tables showing the weighted profile of each socio-demographic characteristic for each of the four categories of gambling frequency group. These are shown in Tables 1-9.

A multinomial regression model was then used to investigate whether there were differences in the socio-demographic profiles of frequency groups. Like all regression models, these models regress a number of explanatory variables (in this case, the socio-demographic variables) onto an outcome variable (the four categories of frequency group). The resulting model provides insight into how each of the explanatory variables relates to the outcome, when all other explanatory variables are held constant. This means the model can be used to isolate the impact of specific explanatory variables. This is useful; quite often the relationship between two measures (for example, employment status and frequency of gambling) may in part be explained by underlying differences in a third variable (such as age). Such a model allows us to tease apart the relationships between frequency of gambling, age, and employment.

The multinomial model was run on weighted data. Any demographic characteristics not significantly associated with the frequency group was removed from the model, meaning the model only retained the characteristics that had the most significant

relationship with frequency group. These were: age, sex, ethnicity, tenure, qualifications, marital status, whether there were children present in the household, deprivation indicators, and region. Household income and economic activity were not significantly related to frequency group once the other demographic factors had been considered and were removed from the model.

Multinomial models are used when the outcome variable has distinct categories. These models make no assumptions about the underlying order of the categories, hence are suitable in instances such as this where the outcome variable is not only split by frequency, but also by activity (the weekly gambling group is split into those who only buy tickets for lottery draws and those who also participate in all forms of gambling).

The output from a multinomial model is interpreted by comparing each of the outcome variable categories to a baseline group. The baseline group for the gambling frequency variable was the 12-month group (i.e., those who had gambled on any activity, either online or in person, less frequently than the past 4 weeks but in the past 12 months). For each demographic characteristic, the profiles of the weekly gambling on any activity/activities in addition to lotteries, weekly lottery-only, and four-month groups are therefore compared to the 12-month group and tested to identify where there are significant differences in profile.

### Results

The output from the multinomial model in the following section cross refers to information that can be found in an accompanying data table B1. Below we summarise the weighted profile of each socio-demographic characteristic included in the model, before describing the direction of the relationships as confirmed by the model output.

**Age:** Table 1 shows how the weekly lottery-only group has an older age profile: 35 percent of this group were aged over 65 years whereas between 18 to 22 percent of the other groups were 65 and over. Similarly, the weekly lottery-only group has the lowest proportion of people in the younger age bracket. Eight per cent of this group were aged 18 to 34 years, whereas between 29 to 34 percent of other age groups were aged between 18 to 34.

**Table 1: Age profile by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Age group</b>	(%)	(%)	(%)	(%)	(%)

18-34	30	8	31	34	26
35-64	52	58	51	46	52
65+	18	35	18	20	22
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

After controlling for other demographic characteristics, the weekly lottery-only group still has a notably older age profile than the other groups. Individuals within this group were significantly more likely to belong in an older age bracket; they were nearly six times more likely to be aged 65 and over than aged 18 to 34, and nearly three times more likely to be aged 35 to 64 years than aged 18 to 34, when compared with the baseline 12-month group. The other groups also had a higher likelihood of being aged 35 to 64 than the baseline group, however, the differences were smaller.

**Gender:** The group with the highest proportion of women was the 12-month group, 57 percent of this group were women, followed by the four-week group (54 percent), then the weekly lottery group (48 percent). The weekly gambling on any activity/activities in addition to lotteries group contains the lowest proportion of women (36 percent). Essentially, as gambling frequency increased, the proportion of women gambling decreased. That said, a third of participants who gambled weekly on activities in addition to lotteries were women. This is shown in Table 2.

**Table 2: Gender profile by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Gender</b>	(%)	(%)	(%)	(%)	(%)
Male	64	52	46	43	50
Female/non-binary	36	48	54	57	50
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

This gender split across groups was also seen in the model output. In all groups, participants were significantly more likely to be male, compared with the baseline group, reflecting the bivariate profile (whereby the 12-month group contained the highest proportion of women).

**Ethnicity:** The weekly lottery-only group contained the lowest proportion of people belonging to a non-white background at eight percent. The proportion for other groups ranged between 12 to 15 percent.

**Table 3: Ethnic background by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Ethnic group</b>	(%)	(%)	(%)	(%)	(%)
Black, Asian, Mixed, Other, and missing.	14	8	12	15	12
White	86	92	88	85	88
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

The model indicates that, after controlling for the other demographic characteristics, participants within the weekly lottery-only and the four-week groups were significantly more likely to be from a white ethnic background, compared with the baseline group. There were no significant differences between the baseline group and the weekly gambling on any activity/activities in addition to lotteries group.

**Tenure:** The weekly lottery-only group contained the highest proportion of people who own their homes outright at 39 percent versus 22 to 29 percent for other groups. People in the weekly gambling on any activity/activities in addition to lotteries group were more likely than those in other groups to be renting from a housing association (24 versus 12 percent in all other groups).

**Table 4: Tenure by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Tenure</b>	(%)	(%)	(%)	(%)	(%)
Own it outright	22	39	27	29	29
Buying it with the help of a mortgage/loan	30	36	39	35	36
Rent it from a housing association or local council	24	12	12	12	14
Rent it from another type of landlord	18	10	18	20	17
Live here rent-free	5	2	3	4	4
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

After controlling for the other demographic characteristics, significant differences in the tenure profile of the groups remained in the model. The weekly gambling on any activity/activities in addition to lotteries group was significantly more likely to rent from a housing association or be living rent-free (individuals in this group were twice as likely to rent from a housing association or live rent free than they were to be an owner occupier, when compared to the tenure profile of the baseline 12-month group). Both the weekly lottery-only group and the four-week group members were more likely to be buying with a mortgage, compared with the baseline 12-month group.

**Marital status:** Individuals in the weekly lottery-only group were less likely to be single, (20 percent versus between 36 to 39 percent for other groups), and were more likely to be married (62 percent versus 44 to 49 percent for other groups).

**Table 5: Marital status by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Marital status</b>	(%)	(%)	(%)	(%)	(%)
Single	39	20	36	38	33
Married/Civil Partnership	44	62	49	49	51
Separated/Separated Civil Partnership	3	2	2	2	2
Divorced/Dissolved Civil Partnership	9	10	8	7	8
Widowed	4	5	4	4	4
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

The model shows there were significant differences in marital status, and that these were present despite controlling for other socio-demographic characteristics. Those in the weekly gambling on any activity/activities in addition to lotteries group were significantly less likely to be married than the baseline group, whilst those in the weekly lottery-only group were significantly more likely to be married than the baseline. There were no significant differences in marriage rates between the four-week and 12-month group.

**Household type:** The weekly lottery-only group was less likely to contain people living in households with children (25 percent versus 31 to 32 percent for other groups). The weekly gambling on any activity/activities in addition to lotteries group contained more people living in multi-adult households; (55 percent versus 40 to 50 percent for other groups)

**Table 6: Household composition by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Household type (summary)</b>	(%)	(%)	(%)	(%)	(%)
All households with children	32	25	32	31	30
All single adult households	15	15	14	14	14
All two adult households	28	43	35	35	36
All households with multiple (2 or more) adults	55	40	50	49	49
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

NB: percentages do not add up to 100 percent as households with children span the other three groups.

Within the multi-variate model, presence of children in the household was significantly related to gambling frequency group. Both the weekly gambling on any activity/activities in addition to lotteries and weekly lottery-only groups were less likely to have children present in the household when compared with the 12-month group.

**Qualifications:** There appears to be a strong relationship between gambling frequency and qualifications. People in the weekly gambling on any activity/activities in addition to lotteries group were less likely to have any qualifications, with 29 percent of this group saying they had no qualifications, compared with 20 percent in the weekly lottery-only group and 16 to 17 percent in the four-week and 12-month groups. This pattern is also present when looking at the proportion of participants with a degree/higher degree whereby those who gambled weekly, and gambled on things other than lottery draws alone, were less likely to have a degree than those in other groups.

**Table 7: Highest qualification by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>Highest qualification</b>	(%)	(%)	(%)	(%)	(%)
None/Missing	29	21	16	17	19
Below degree level	39	42	39	34	39
Degree or above	32	37	45	49	42
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

These differences were also apparent in the model output. Individuals in the 12-month group were most likely to hold a degree-level qualification, they were twice as likely to have a degree than those in the weekly gambling on any activity/activities in addition to lotteries group. Those in the weekly gambling on any activity/activities in addition to lotteries group were significantly less likely to have any qualifications (either a degree or other qualifications below degree level) than those within the 12-month group. Individuals in the weekly lottery-only group were also significantly less likely to hold a degree-level qualification than those in the 12-month group, although there were no differences in the likelihood of holding other non-degree qualifications between the weekly lottery-only group and the 12-month group. The four-week group were significantly more likely to hold non-degree qualification than the 12-month group.

**Index of Multiple Deprivation<sup>2</sup>:** The weekly gambling on any activity/activities in addition to lotteries group contained the highest proportion of people living in deprived local areas, with 27 percent of this group living in the most deprived 20 percent of local areas, compared with 16 to 18 percent in the other groups.

**Table 8: Deprivation quintile by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>IMD quintile</b>	(%)	(%)	(%)	(%)	(%)
20% most deprived	27	16	18	17	19
2 <sup>nd</sup>	23	20	21	21	21
3 <sup>rd</sup>	20	22	21	22	21
4th	16	22	21	20	20
20% least deprived	14	21	19	21	19
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

The same pattern was apparent in the model output. The weekly gambling on any activity/activities in addition to lotteries group contained a significantly higher proportion of people living in the most deprived areas (top 20 percent), even after

<sup>2</sup> The Index of Multiple Deprivation (IMD) is a measure of relative deprivation applied to small geographic areas, that ranks them according to levels of local deprivation. Each of the four constituent nations of the United Kingdom creates its own index. Whilst there are small differences in the approach used to measure deprivation in each nation, broad themes include income, employment, health, education, crime, barriers to housing and services, and the lived environment.

controlling for regional differences in the profiles of the groups. Individuals in the weekly gambling on any activity/activities in addition to lotteries group were twice as likely to be in the most deprived quintile than they were in the least deprived quintile, compared with the individuals in the 12-month group. The deprivation profiles of the weekly lottery-only, four-week and 12-month groups were not significantly different.

**Region/Nation:** Those in the weekly gambling on any activity/activities in addition to lotteries group were more likely to be from Scotland (11 percent versus eight percent in all other groups) or the North West (14 percent versus 10 to 12 percent across the other groups), and less likely to be from the South East (11 percent versus 14 to 16 percent for other groups).

**Table 9: Region by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
Region	(%)	(%)	(%)	(%)	(%)
East Midlands	8	9	8	7	8
East of England	9	10	10	10	10
London	10	9	12	14	11
North East	5	5	5	4	5
North West	14	12	12	10	12
Scotland	11	8	8	8	9
South East	11	14	15	16	14
South West	8	10	9	9	9
Wales	5	6	5	4	5
West Midlands	10	9	8	10	9
Yorkshire and The Humber	10	10	9	8	9
<i>Total number of participants</i>	<i>1780</i>	<i>2707</i>	<i>4661</i>	<i>2407</i>	<i>11555</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

The model also identified regional differences across groups. The weekly gambling on any activity/activities in addition to lotteries group, weekly lottery-only group and the four-week group were all significantly less likely to contain people from London compared with the baseline 12-month group. The weekly gambling on any activity/activities in addition to lotteries group and weekly lottery-only group were additionally less likely than the 12-month group to contain people living in the South East, and both the weekly lottery-only group and four-week group were additionally less likely than the 12-month group to contain people living in the West Midlands.

### *Summary of differences between frequency groups*

Examining the demographic and socio-economic profile of people who gamble according to gambling frequency highlights some marked differences between these groups. First, those who gamble weekly on any activity in addition to lotteries have a distinct profile. This group is significantly different to all other groups in terms of area deprivation (people in this group are more likely to live in more deprived areas), having a greater proportion of people with a lack of educational qualifications, and higher likelihood of living in accommodation rented from a housing association. Each of these factors is significantly related to group membership, even when the other factors are taken into account (for example, even if we were to remove any differences that exist between groups in terms of educational qualifications or tenure, people who gamble weekly on any activity will still be more likely to live in areas of higher deprivation). This suggests these factors have an additive impact. In short, this group appears to have greater socio-economic disadvantage than those in the baseline 12-month group.

Second, when looking at those who gambled weekly but only on lotteries, differences between this group and others were driven by age, the number of children in the household, and ethnicity. People in this group tended to be older, from White backgrounds and to have fewer children living in the household. This group were also more likely to be married. Notably, this group did not vary from the baseline group according to most socio-economic features. The main difference between these two groups of people who gamble weekly is whether they do something other than lotteries alone. Those who gamble weekly on any activities have a profile consistent with being more socially and economically disadvantaged than people who gamble less frequently on any activities, or those who gamble at the same frequency but only on lotteries.

### **Variables removed from the model**

Economic occupation and household income had no significant relationship with frequency group once the other socio-economic measures had been controlled for and were removed from the model. This section cross refers to information that can be found in an accompanying data table C1. Whilst there are some occupational differences seen across frequency groups, these are likely being driven by the differences in age profile across groups – as the key difference was the noticeably higher proportion of retired people in the weekly lottery-only group. Occupation therefore dropped out of the model once the differences in age profile were controlled for. Household income is correlated with both area level deprivation and qualifications, these two measures had stronger relationships with group membership than income, meaning income dropped out of the model also.

### *Problem Gambling Severity Index*

Table 10 shows the difference in PGSI scores by frequency group, both grouped score and mean score. These, as expected, indicate that the weekly gambling on any activity/activities in addition to lotteries group is far more likely to have a PGSI score of eight or more. This is followed by the four-week group (but there is quite a gap between the two). The weekly lottery-only and 12-month groups are very similar in terms of PGSI profile.

**Table 10: PGSI score by gambling frequency group**

	Frequency of activity and type (either online or in person)				
	At least weekly on any activity in addition to lottery draws <sup>1</sup>	At least weekly but only on lottery draws <sup>1</sup>	Past 4 weeks but not in the past week	Past 12 months but not in the past 4 week	Total (everyone who gambled in past 12 months)
<b>PGSI score - grouped</b>	(%)	(%)	(%)	(%)	(%)
Zero	46	84	79	85	75
1 to 2	23	11	15	11	15
3 to 7	14	3	4	2	5
8 or more	17	1	2	2	4
<i>Mean score</i>	<i>3.26</i>	<i>0.42</i>	<i>0.61</i>	<i>0.49</i>	<i>1.01</i>
<i>Std dev</i>	<i>5.34</i>	<i>1.58</i>	<i>2.04</i>	<i>2.11</i>	<i>3.04</i>
<i>Total number of participants</i>	<i>1774</i>	<i>2700</i>	<i>4655</i>	<i>2353</i>	<i>11482</i>

<sup>1</sup> Lottery draws include both National Lottery and charity lottery draws

The differences in PGSI scores of people who gamble on a weekly basis is explored further in the next section by looking in turn at the associations between weekly participation in each activity and PGSI score.

## Analysis of weekly activities and PGSI scores

The association between gambling at least weekly on certain product types and Problem Gambling Severity Index (PGSI) scores was explored further to identify which product types had a stronger relationship with PGSI scores of eight or more.

### *Multivariate analysis*

A series of regression models were run to examine whether there were associations between weekly engagement in specific gambling activities and PGSI scores, whilst taking into account broader gambling behaviours and socio-demographic characteristics.

For each activity two models were run:

1. a negative binomial model where the outcome variable was PGSI score.
2. a binary logistic regression models, where the outcome variable was whether someone had a PGSI score of 8 or more

In both instances the models included the same set of demographic characteristics used in the profile comparisons of gambling frequency groups, namely: age, sex, ethnicity, tenure, qualifications, economic activity, household income, marital status, whether there were children present in the household, deprivation indicators, and region.

In addition, the models included the number of additional activities that the individual had participated in weekly (i.e. the total number of activities, excluding the specific activity being tested in the model).

The two models measure different aspects of the relationship between activity and PGSI scores:

- Negative binomial regression models<sup>3</sup> the relationship across the whole range of PGSI, from 0 to 27. A significant relationship here implies the activity, when done weekly, is significantly associated with incremental increases across the whole range of PGSI score.
- The logit model<sup>4</sup> is focused on the relationship between activity and a PGSI score of eight or more. A significant relationship here implies the weekly activity is associated with an increased risk of having a score of eight or more.

---

<sup>3</sup> Negative binomial regression models are well-suited to modelling outcomes, such as PGSI, that are non-negative (zero or greater), skewed, and contain a lot of zero values.

<sup>4</sup> Logit models are suited to outcomes that are binary (have two possible values), in this instance whether the individual has a PGSI score of eight or more, or not.

Models were run on weighted data. For each model, the base is the people who had participated in that activity (or sets of activities<sup>5</sup>) in the past 12 months.

### *Results*

In an accompanying set of data tables, Table 11 show the frequency of gambling for each activity and the mean PGSI score of people taking part in each activity, by frequency. The regression output is summarised in an accompanying set of data Tables 12 and 13, with full output presented in an tables D1 and D2. These tables show Incidence Risk Ratios (IRR) from the negative binomial regression models and the Odds Ratios (OR) from the logistic regression models. IRR are interpreted in a similar manner to OR. An IRR of 1.25 means that activity is associated with a 25 percent increase in PGSI score, whereas an OR of 1.25 would mean the activity is associated with a 25 percent higher likelihood of having a PGSI of eight or more.

The models show weekly gambling on non-National Lottery instant wins, weekly online and in person fruits or slots, and in-play betting are significantly associated with higher PGSI scores. Additionally, it shows these weekly activities are associated both with increases across the full range of PGSI scores, and with having a PGSI score of eight or more. The relationship between having a PGSI of eight or more and both weekly in play betting and gambling weekly on fruits/slots in person, are particularly strong; for both activities the likelihood of having a PGSI of eight or more is over three times higher than it is for individuals who gamble less frequently on these activities.

There is also a significant, but negative, relationship in both models for weekly National Lottery online draws, which suggests lower PGSI scores amongst those who participate in weekly lotteries online, regardless of how many other gambling activities the individual takes part in. Similarly, there are two activities, National Lottery draws in person and bingo in person, that are also associated with lower PGSI scores, but only in the negative binomial models. Whilst both activities are associated with lower PGSI scores, there is no evidence of a relationship with PGSI scores of eight or more. These results suggest participation in these activities is not associated with higher levels of harms.

Finally, there were three activities where there was a significant association in the logit but not the negative binomial, meaning weekly participation in each activity was associated with a PGSI score of 8 or more, but not associated with PGSI scores overall. One of these (other charity lotteries in person) had a negative relationship. This means weekly purchase of charity lotteries in person is significantly associated with having a

---

<sup>5</sup> Because of specific filtering used in the online questionnaire, the bases for each activity varies. For example, the base for the model exploring PGSI and weekly participation in online casino games is anyone who played any casino games (online, at a machine, or in person) in the past 12 months. This reflects how the questionnaire was filtered on grouped activities.

PGSI lower than eight, and unrelated to PGSI more widely when PGSI is treated as a continuous score.

The remaining two (betting on outcomes of a non-sporting event online and other non-National Lottery scratch cards) have a positive relationship with PGSI, meaning weekly gambling on these activities is associated with a higher chance of having a PGSI score of eight or more. Betting on outcomes of non-sporting events online have odds that are nearly three times as high, and other non-National Lottery scratch cards nearly twice as high.

The distribution of PGSI scores in accompanying data Table 11 is useful in interpreting this finding; for both these activities the mean PGSI score of those participating fortnightly is similar or marginally higher than the PGSI score for those participating weekly, which means there is no clear association between activity frequency and increasing PGSI score that would be picked up by the negative binomial modelling. However, in the logit model, the PGSI scores are collapsed into two groups; the model indicates that both betting on outcomes online and other non-National Lottery scratch cards, when carried out weekly, are associated with a higher likelihood of a PGSI score higher than eight, and are therefore associated with greater harms.

The remaining activities were not significantly related to PGSI score in either model. These were: Other charity lotteries online, National Lottery scratch cards, National Lottery Instant Win, Betting on outcomes of non-sporting events in person, Bingo online, Casino games online, Casino games at a casino, Casino games at a machine, and any sports betting not in-play (online or in-person).

## Summary

Previous research has identified those who gamble on a weekly basis as having increased risk for the experience of gambling harms<sup>vi</sup>. Analysis presented here examined whether engagement in certain kinds of gambling activities on a weekly basis was associated with increased PGSI scores.

Findings show that weekly gambling on fruit or slot machines, both in person or online, are significantly associated with elevated PGSI scores and having a PGSI score of 8 or more. Equally, betting in play on a weekly basis was also significantly associated with elevated PGSI scores and having a PGSI score of 8 or more, whereas betting on sports excluding in play betting was not associated with either.

These findings are both commensurate with existing knowledge of the types of products more likely to be associated with harms, being continuous, rapid reward products<sup>vii viii</sup> that bridge the gap between online casinos/slots and online betting<sup>ix</sup>.

It is notable, however, that in this analysis other continuous gambling forms, like weekly engagement in online casino products, were not associated with PGSI scores. This may

be because engagement in other activities or the characteristics of those who engage better explains this expected association. It may also be because less frequent engagement (i.e., less often than weekly) is also strongly associated with PGSI scores, meaning the differences between weekly and less frequent engagement are obscured. In short, there is a need to look at risk curves for frequency of engagement in specific activities to better understand the frequency levels at which risk increases for people who take part in each specific activity.

These data are cross-sectional with attendant issues for causality. The models control for wider gambling involvement (measured by engagement in a number of other gambling activities on a weekly basis) but also the demographic and socio-economic profile of participants. There may, however, be some other unmeasured factor influencing results. Irrespective of the causal direction, there is a strong association between weekly in-play betting and weekly gambling on fruit and slots machines and their online equivalents. Operators providing these products should be aware of the enhanced risk among those gambling on these products most frequently.

## Appendix A

The following table shows the full list of gambling activities and indicates whether they were asked about for the past 12 months and the past 4 weeks. High level groups are presented in bold.

<b>Activity</b>	<b>Asked if participated in past 12 months</b>	<b>Asked if participated in past 4 weeks</b>
<b>Tickets for National Lottery draws</b>	Yes	Yes
Tickets for National Lottery draws bought online	No	Yes
Tickets for National Lottery draws bought in person	No	Yes
Lotto	No	Yes
Euromillions	No	Yes
Thunderball	No	Yes
Lotto Hotpicks	No	Yes
Euromillions Hotpicks	No	Yes
Set for Life	No	Yes
<b>Tickets for other charity lottery draws</b>	Yes	Yes
Tickets for other charity lottery draws bought online	No	Yes
Tickets for other charity lottery draws bought in person	No	Yes
Health Lottery	No	Yes
Postcode Lottery	No	Yes
Other lottery tickets, including charity	No	Yes
<b>Scratchcards</b>	Yes	Yes
National Lottery scratchcards	Yes	Yes
Other scratchcards	Yes	Yes
<b>Online instant win games</b>	Yes	Yes
National Lottery online instant win games	Yes	Yes
Other online instant win games	Yes	Yes
<b>Betting</b>	Yes	Yes
Betting on sports and racing online or via an app	Yes	Yes
Betting on sports and racing in person	Yes	Yes
Live football	No	Yes
Live tennis	No	Yes
Live horse and/or dog racing	No	Yes
Other live sports	No	Yes
E-sports	No	Yes
Virtual games and/or races	No	Yes
Betting exchange	No	Yes
Betting on the outcome of events online or via an app	Yes	Yes
Betting on the outcome of events in person	Yes	Yes
<b>Bingo</b>	Yes	Yes
Bingo online or via an app	Yes	Yes
Bingo played at a venue, for example bingo hall or social club	Yes	Yes
<b>Casino games</b>	Yes	Yes
Casino games played online or via an app	Yes	Yes

Casino games played at a casino	Yes	Yes
Casino games played on a machine or terminal in a venue, such as a casino, bookmakers, club, or pub	Yes	Yes
<b>Fruit and slots games</b>	Yes	Yes
Fruit and slots games played online or via an app	Yes	Yes
Fruit and slots games played in person (on a machine)	Yes	Yes
<b>Football pools</b>	Yes	Yes
<b>Private betting</b>	Yes	Yes
Another form of gambling activity	Yes	Yes

---

<sup>i</sup> Rossow, I., 2019. The total consumption model applied to gambling: Empirical validity and implications for gambling policy. *Nordic Studies on Alcohol and Drugs*, 36(2), pp.66-76

<sup>ii</sup> Kesaite V., Wardle H. and Rossow I. (2023) Gambling consumption and harm: a systematic review of the evidence; ADDICTION RESEARCH & THEORY  
<https://doi.org/10.1080/16066359.2023.2238608>

<sup>iii</sup> <https://gamblingguidelines.ca/lower-risk-gambling-guidelines/what-are-the-guidelines/>

<sup>iv</sup> Currie, S.R. and Low Risk Gambling Guidelines Scientific Working Group: Currie Shawn Flores-Pajot Marie-Claire Hodgins David (co-chair) Nadeau Louise Paradis Catherine Robillard Chantal Young Matthew (co-chair), 2019. A research plan to define Canada's first low-risk gambling guidelines. *Health promotion international*, 34(6), pp.1207-1217.

<sup>v</sup> Rochester, E., Cunningham, J.A. Applying the Canadian Low-Risk Gambling Guidelines to Gambling Harm Reduction in England. *J Gambli Stud* 40, 21–28 (2024). <https://doi.org/10.1007/s10899-022-10186-8>

<sup>vi</sup> Currie SR, Hodgins DC, Wang J, El-Guebaly N, Wynne H. In pursuit of empirically based responsible gambling limits. *International Gambling Studies*. 2008;8(2):207–227.  
doi: 10.1080/14459790802172265

<sup>vii</sup> Allami, Y., Hodgins, D. C., Young, M., Brunelle, N., Currie, S., Dufour, M., Flores-Pajot, M., & Nadeau, L. (2021). A meta-analysis of problem gambling risk factors in the general adult population. *Addiction*. <https://doi.org/10.1111/add.15449>

<sup>viii</sup> Wardle H., et al (2024) The Lancet Public Health Commission on gambling, *The Lancet Public Health*, Volume 9, Issue 11,2024, Pages e950-e994,ISSN 2468-2667,[https://doi.org/10.1016/S2468-2667\(24\)00167-1](https://doi.org/10.1016/S2468-2667(24)00167-1).

<sup>ix</sup> Killick, E. A., & Griffiths, M. D. (2018). In-play sports betting: A scoping study. *International Journal of Mental Health and Addiction* 17(2) DOI:10.1007/s11469-018-9896-6

**From:**  
**Bcc:**



**Subject:** Follow up to the GSGB Statistics User Group meeting  
**Date:** 11 August 2025 14:04:21  
**Attachments:** [image.png](#)  
[Q&A GSGB Statistics User Group Meeting 29.07.2025.pdf](#)



Thank you to those who were able to attend the first GSGB Statistics User Group meeting on 29 July. As we explained, the purpose of the group is to create a forum to share everyone’s analysis, ideas and information to understand what GSGB is telling us and help inform its ongoing development. We are looking to create a space where all members of the group feel comfortable in being able to share their ideas.

There were some useful conversations that took place in each of the breakout rooms, but we didn’t have time to discuss these as a whole group (we’ve taken that feedback on board for future meetings!).

We have summarised the themes and ideas from the breakout rooms in this email. We have also provided responses to the questions that were raised during the meeting.

Discussion 1: Shaping the Statistics User Group

Overall, online meetings seemed to be the most practical way forward although there was some interest in the opportunity for hybrid or face to face meetings on occasions, possibly at the Commission's Spring Conference.

You thought that the length of the meeting should be determined by the agenda, sometimes a quick 30-minute meeting would suffice but the meeting would need to be longer for more substantive discussions. However, there was a desire to keep the sessions focused and not make them longer than necessary!

A quarterly meeting schedule was suggested but others thought they should take place as and when there are relevant updates, potentially timed around publications

The areas you would like to get involved in as a user group included:

- questionnaire design and contributing to improvements, including submitting potential survey questions
- facilitating the use of other data sources to compare GSGB data with
- providing input on outputs to ensure balanced representation of gambling to showcase the positives around gambling, such as the social side, as well as the negatives
- having the opportunity to review documents before publication
- addressing how data is being used, potentially misused or misinterpreted, and any guidance needed
- understanding how findings are being used by the Gambling Commission to inform decision making

We'll review these suggestions and see what we can incorporate into the user group. We might not be able to accommodate all of the requests, for example following the Code of Practice for Statistics there are strict rules around who we can share official statistics with prior to publication. Given the size of the group it would also be impractical to use it as a report review group, but we may reach out to members with particular questions where experience aligns.

In terms of how we can grow our community of users you thought a community forum or page for considered feedback and reflection might be useful. You thought we should engage with existing industry groups, whilst ensuring diverse representation across operators and independent stakeholders and make sure we cater for all audiences, not just research-focused users. Importantly you fed back that we should maintain balanced perspectives from all sides, not being influenced by one side or another – which aligns with our role as the regulator. We will certainly be interested in hearing how GSGB is being used across the full gambling ecosystem.

## Discussion 2: Accessing GSGB data

We demonstrated the data we have available in [an interactive Power BI dashboard](#) and asked what else you would like to be able to access.

Use of the dashboard amongst attendees seemed fairly limited currently, but some took a look at the dashboard during the breakouts and commented on how useful you thought it could be. Other ideas for developing the dashboard included:

- interest in trend comparisons and up-to-date data
- more local level data
- the ability to cross tab more of the variables
- the need for more explanation about the meaning of data being presented – for example to explain why a PGSI rate may be higher for an activity
- clear guidance for submitting instances of misuse of data or correction requests
- data visualisations and infographic for key takeaways for users who are not researchers
- more promotion of the dashboard

We'll take those ideas away and see what we can incorporate for the upcoming publication of Year 2 (2024) data on the 2 October.

### Question and Answer

A number of users asked questions during the session, some of which we were able to answer at the time and some we didn't manage to get round to. We have included a list of the questions asked along with this email, and our answers. We hope you find these useful.

### Our next steps

We appreciate all the contributions to the discussions and will use these insights to shape the ongoing development of the Statistics User Group and the GSGB itself.

We are keen to ensure that the user group is representative of all users of GSGB data, so if you know someone who uses the GSGB data please encourage them to [join](#).

One of the questions raised during the meeting was whether there would be an opportunity for the user group to meet to discuss the research being published on 14 August, following on from the recommendations made in Professor Sturgis's independent assessment of the GSGB. We are happy to let you know that this will take place on 10 September, 11:00am to 12 noon. Please save the date in your calendars and look out for the registration information shortly.

## Reminder

Please complete our feedback form to tell us what you thought about the user group meeting, or to make additional comments following the discussions in the breakout rooms. Your feedback is very important for planning of future user group meetings.

Please submit your responses by 13 August 2025 at: [GSGB Statistics User Group Meeting feedback](#)

If you have any questions please email [PublicAffairs@gamblingcommission.gov.uk](mailto:PublicAffairs@gamblingcommission.gov.uk).

Yours sincerely,

[Redacted signature]

## Data Protection

Any data or feedback collected during Statistics User Group meetings, workshops and other events will be used by the Gambling Commission for feedback on the GSGB and associated publications and to inform our GSGB planning and development. The legal basis we rely on for processing your personal data is consent under article 6(1)(a) of the General Data Protection Regulation (GDPR).