

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Summary

All Adults aged 18-75 in Great Britain

	Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)?				
	Alcohol dependence	Drug dependence	Mental health issues	Eating disorders	Gambling disorder
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2142	2142	2142	2142	2142
Weighted base	2142	2142	2142	2142	2142
Only the individual	400 19% CD	418 20% CD	196 9%	328 15% C	413 19% CD
More the individual than society	776 36% BCDE	706 33% CD	376 18%	600 28% C	722 34% CD
Equally the individual and society	576 27%	575 27%	898 42% ABDE	667 31% ABE	570 27%
More society than the individual	155 7%	194 9% A	347 16% ABDE	257 12% ABE	187 9% A
Only society	45 2%	42 2%	75 3% ABE	56 3%	47 2%
Don't know / not sure	146 7%	167 8% A	208 10% ABE	194 9% ABE	157 7%
Prefer not to say	43 2%	40 2%	42 2%	38 2%	46 2%

NET: Only/more individual	1177 55% BCD	1124 52% CD	571 27%	929 43% C	1135 53% CD
NET: Only/more society	201 9%	236 11% A	421 20% ABDE	313 15% ABE	234 11% A

the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(**)

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Alcohol dependence

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Only the individual	400 19%	216 21% C	179 17%	96 15%	141 18%	164 23% DE	105 18%	110 17%	87 20%	98 21%	251 18%	149 20%	98 19%	106 19%	85 18%	62 20%	12 12% *	37 20%	351 19%	129 25% UV	74 17%	167 15%	30 26% V*	77 17%	121 20%	101 20%	70 16%	32 21%	276 21% d	89 15%	35 17%	56 14%	167 21% f	73 16%	104 21% f	121 18%	279 19%	356 19%	38 15%		
More the individual than society	776 36%	383 36%	387 36%	191 29%	274 35% D	311 44% DE	223 38%	242 38%	151 34%	160 34%	476 34%	300 40% K	170 34%	192 34%	189 39%	102 33%	48 47% MNPS*	76 40%	653 35%	169 33%	167 38%	407 38%	33 29% *	158 35%	195 33%	201 39%	168 39%	55 37%	481 36%	216 35%	80 40%	159 39% i	291 37%	169 37%	158 32%	222 32%	555 38% j	705 38% m	67 26%		
Equally the individual and society	576 27%	253 24%	319 30% B	186 29% F	231 29% F	159 23% F	172 29% J	179 28%	117 27%	108 23%	387 28%	189 25%	139 28%	159 28%	127 26%	79 26%	26 26% *	45 24%	504 27%	114 22%	117 27%	323 30% TW	22 19% *	113 25%	179 30% b	131 25%	122 28%	30 20%	346 26%	169 27%	61 30%	104 26%	211 27%	138 31%	122 25%	201 29%	374 26%	496 27%	76 30%		
More society than the individual	155 7%	87 8%	67 6%	80 12% EF	54 7% F	20 3%	41 7%	49 8%	31 7%	34 7%	111 8%	44 6%	37 7%	36 6%	32 7%	32 10%	7 6% *	11 6%	137 7%	31 6%	28 6%	89 8%	7 6% *	32 7%	44 7%	36 7%	35 8%	8 6%	87 7% e	64 10% ce	4 2%	32 8%	44 6%	28 6%	50 10% gh	59 9%	96 7%	119 6%	37 14% l		
Only society	45 2%	33 3% C	12 1%	29 4% EF	9 1% F	8 1%	14 2%	8 1%	12 3%	11 2%	39 3% L	7 1%	8 2%	15 3%	8 2%	6 2%	2 2% *	6 3%	38 2%	12 2%	11 3%	17 2%	4 4% *	18 4% z	10 2%	7 1%	10 2%	27 2%	17 3%	1 1%	10 3%	13 2%	7 1%	16 3%	20 3%	26 2%	37 2%	9 3%			
Don't know / not sure	146 7%	59 6%	87 8% B	50 8%	58 7% F	38 5% F	31 5%	36 6%	28 6%	51 11% GH	101 7% G	45 6%	30 6%	39 7%	38 8%	22 7%	6 6% *	12 6%	128 7%	37 7%	31 7%	61 6%	17 15% TUV*	44 10% Yz	32 5%	31 6%	21 5%	17 11% YZa	83 6% e	45 7%	19 9%	37 9%	49 6%	30 7%	30 6%	43 6%	103 7%	121 6%	22 9%		
Prefer not to say	43 2%	24 2%	18 2%	18 3% F	18 2% F	7 1%	6 1%	12 2%	14 3% G	11 2%	31 2%	12 2%	19 4% ORS	12 2%	6 1%	4 1%	1 1% *	1 *	41 2%	21 4% V	7 2%	15 1%	- -	13 3%	11 2%	9 2%	6 1%	6 2%	16 3%	2 1%	6 1%	19 2%	7 1%	12 2%	20 3%	24 2%	37 2%	5 2%			

NET: Only/more individual	1177 55%	599 57%	566 53%	287 44%	415 53% D	475 67% DE	328 55%	353 55%	238 54%	258 55%	727 52%	449 60% K	268 53%	298 53%	274 57%	164 53%	60 58% *	113 60%	1004 54%	298 58%	241 55%	575 53%	63 56% *	235 52%	315 53%	303 59%	238 55%	86 58%	757 57% d	305 50%	114 57%	214 53%	458 58%	242 54%	262 53%	343 50%	834 57% j	1061 57% m	105 41%
NET: Only/more society	201 9%	120 11% C	79 7% EF	109 17% F	63 8% F	28 4% F	55 9%	57 9%	43 10%	45 10%	150 11% L	51 7%	46 9%	51 9%	40 8%	38 12%	8 8% *	17 9%	175 9%	44 8%	39 9%	107 10%	11 10% *	49 11%	54 9%	43 8%	44 10%	10 7%	114 9% e	81 13% ce	6 3%	43 11%	57 7%	35 8%	66 13% gh	79 11% k	122 8%	155 8%	45 18% l

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Alcohol dependence

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Only the individual	400 19%	227 21%	168 17%	20 18% E	15 9%	35 13% E	338 20% EF	13 26% K*	5 13% *	18 21% K*	15 10%	28 28% MNOP*	11 14% *	36 15%	75 18% P	47 14%
More the individual than society	776 36%	390 35%	375 38%	35 31%	45 27%	75 28%	670 40% EF	14 27% *	5 12% *	18 20% *	51 34% IJ	33 33% *	27 32% *	68 27%	127 30%	94 29%
Equally the individual and society	576 27%	305 28%	264 27%	26 23%	59 35% DFG	82 30% D	454 27%	11 22% *	12 31% *	23 26% *	49 32%	28 28% *	24 30% *	67 27%	120 28%	91 28%
More society than the individual	155 7%	86 8%	66 7%	19 17% G	28 17% G	47 17% G	85 5%	10 20% *	10 27% *	20 23% *	22 15%	4 4% *	12 14% L*	41 17% LO	57 13% L	53 16% LO
Only society	45 2%	38 3% C	7 1%	5 5% G	10 6% G	15 6% G	25 1%	2 5% *	6 16% K*	9 10% *	6 4%	4 4% *	5 6% *	21 9%	30 7%	26 8%
Don't know / not sure	146 7%	51 5%	81 8% B	7 6%	7 4%	13 5%	102 6%	- - *	* 1% *	* 1% *	6 4%	3 3% *	2 3% *	9 4%	14 3%	11 3%
Prefer not to say	43 2%	11 1%	20 2%	1 1%	4 2%	5 2%	20 1%	- - *	- - *	- - *	3 2%	- - *	1 1% *	6 2%	7 2%	7 2%

NET: Only/more individual	1177 55%	617 56%	544 55%	55 49% EF	60 36%	110 40%	1008 60% DEF	27 53% IJ*	10 25% *	36 41% I*	66 43%	61 61% NOP*	38 46% *	104 42%	203 47% NP	142 43%
NET: Only/more society	201 9%	124 11% C	73 7%	24 21% G	38 23% G	62 23% G	109 6%	12 24% *	17 43% K*	29 33% K*	29 19%	8 8% *	16 20% L*	62 25% LO	87 20% L	79 24% LO

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Drug dependence

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Only the individual	418 20%	217 21%	197 18%	97 15%	145 19%	176 25% DE	107 18%	123 19%	85 19%	103 22%	259 19%	159 21%	101 20%	124 22%	86 18%	54 18%	14 14% *	38 20%	366 20%	124 24% V	91 21% V	173 16%	30 26% V*	85 19%	115 20%	107 21%	75 18%	35 24%	289 22% d	89 14%	39 20%	51 13%	189 24% fi	86 19% f	91 19% f	122 18%	296 20%	383 21% m	31 12%	
More the individual than society	706 33%	349 33%	348 33%	156 24%	265 34% D	286 40% DE	199 34%	215 34%	142 32%	151 32%	433 31%	273 37% K	161 32%	180 32%	170 35%	86 28%	45 44% MNPS*	64 34%	597 32%	148 29%	156 36%T	373 34% T	30 26% *	138 30%	187 32%	182 35%	149 35%	49 33%	455 34%	183 30%	68 34%	141 35%i	276 33% j	149 28%	140 29%	199 29%	507 35% j	654 35% m	48 19%	
Equally the individual and society	575 27%	245 23%	326 31% B	185 28% F	227 29% F	163 23% F	177 30% J	172 27%	121 27%	105 22%	398 29% L	177 24%	130 26%	148 26%	141 29%	87 28%	25 24% *	45 24%	505 27%	116 23%	118 27% W	325 30% TW	17 15% *	104 23%	172 29%	141 27%	126 29% X	31 21%	334 25%	178 29%	63 31%	119 29%	188 24%	116 26%	152 31% g	203 30%	372 26%	487 26% i	84 33% l	
More society than the individual	194 9%	123 12% C	68 6%	112 17% EF	59 7% F	23 3%	54 9%	63 10%	40 9%	36 8%	136 10%	57 8%	41 8%	48 9%	30 6%	44 15% MNOQS	6 6% *	23 12% O	164 9% O	47 9%	26 6%	112 10% U	9 8% *	52 11%	52 9%	38 7%	43 10%	8 6%	107 8% e	81 13% ce	6 3%	44 11% g	53 7%	49 11% g	48 10%	70 10%	124 8%	142 8%	49 19% l	
Only society	42 2%	30 3% C	12 1%	23 4% EF	14 2% F	5 1%	15 2% J	9 1%	15 3% J	4 1%	40 3% L	2 *	9 2%	10 2%	12 2%	9 3%	- -	3 1%	39 2%	11 2%	5 1%	22 2% *	3 3% *	7 1%	12 2%	11 2%	11 2%	2 1%	26 2% *	14 2% *	2 1%	3 1%	13 2% f	12 3% f	14 3% k	25 4% k	17 1%	34 2% *	8 3%	
Don't know / not sure	167 8%	65 6%	102 10% B	63 10% B	58 7% F	47 7% F	33 6%	40 6%	29 7%	66 14% GHI	101 7% GHI	66 9%	43 8%	39 7%	39 8%	23 7%	10 10% *	13 7%	144 8%	52 10% V	29 7%	61 6%	26 23% TUV*	59 13% YZa	41 7%	28 5%	21 5%	19 12% YZa	91 7%	57 9%	20 10%	41 10%	58 7%	34 8%	34 7%	51 7%	117 8%	138 7%	27 11%	
Prefer not to say	40 2%	24 2%	15 1%	15 2%	17 2%	7 1%	8 1%	15 2%	9 2%	8 2%	29 2%	11 2%	18 4% OPS	11 2%	6 1%	3 1%	1 1% *	1 1%	37 2%	17 3% V	9 2%	14 1%	- -	10 2%	11 2%	9 2%	6 1%	5 3%	23 2%	15 2%	3 1%	6 1%	17 2%	5 1%	13 3%	16 2%	24 2%	32 2%	7 3%	

NET: Only/more individual	1124 52%	567 54%	545 51%	252 39%	410 52% D	462 65% DE	306 52%	338 53%	227 51%	254 54%	692 50%	432 58% K	262 52%	304 54% P	256 53%	140 46%	59 58% *	102 54%	963 52% P	271 53%	247 57% V	546 51%	60 53% *	222 49%	303 51%	289 56% X	225 52%	85 57%	744 56% d	272 44%	107 53% d	192 48%	465 59% fi	235 52%	231 47%	321 47%	803 55% j	1037 55% m	79 31%
NET: Only/more society	236 11%	153 15% C	81 8%	135 21% EF	73 9% F	28 4% F	69 12%	72 11%	55 12%	40 8%	176 13% L	60 8%	50 10%	58 10%	42 9%	53 17% MNOQS	6 6% *	26 14%	203 11%	58 11%	32 7%	134 12% U	12 10% *	58 13%	65 11%	49 10%	53 12%	10 7%	133 10% e	95 15% ce	8 4%	46 11%	67 8%	61 14% g	62 12% g	95 14% k	141 10%	176 9%	57 22% l

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All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Only the individual	418 20%	229 21%	184 19%	10 9%	15 9%	25 9%	363 21% DEF	6 12%	4 10%	10 11%	13 9%	25 25% NOP*	11 14%	30 12%	66 15% NP	41 12%
More the individual than society	706 33%	351 32%	347 35%	25 23%	49 29%	72 26%	603 36% DF	14 28%	8 20%	21 24%	43 28%	25 25%	28 34%	61 25%	114 27%	89 27%
Equally the individual and society	575 27%	296 27%	270 27%	26 24%	49 29%	73 27%	459 27%	9 18%	13 33%	21 24%	46 30%	32 32%	19 23%	61 25%	112 26%	80 24%
More society than the individual	194 9%	121 11% c	67 7%	30 27% g	33 20% g	61 22% g	114 7%	14 28%	10 26%	24 27%	31 21%	11 11%	10 12%	56 23% LMO	77 18% L	66 20% LM
Only society	42 2%	39 4% c	2 *	9 8% g	10 6% g	19 7% g	20 1%	6 13%	3 8%	9 11%	9 6%	4 4%	5 6%	23 9%	32 7%	28 9%
Don't know / not sure	167 8%	60 5%	94 10% b	10 9%	9 5%	18 7%	118 7%	1 2%	1 3%	2 3%	9 6%	4 4%	8 10%	12 5%	24 6%	20 6%
Prefer not to say	40 2%	11 1%	17 2%	1 1%	4 2%	5 2%	16 1%	- *	- *	- *	1 1%	* *	1 1%	5 2% LMOP	7 2% L	6 2% LMO

NET: Only/more individual	1124 52%	580 52%	531 54%	36 32%	64 38%	97 36%	966 57% DEF	20 39% *	12 30% *	31 36% *	57 37%	50 50% N*	39 48% *	91 37%	180 42% N	130 39%
NET: Only/more society	236 11%	160 14% c	69 7%	39 35% g	43 25% g	80 29% g	134 8%	20 40% *	13 34% *	34 38% *	40 26%	14 14% *	15 19% *	79 32% LMOP	109 25% L	94 28% LMO

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Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Mental health issues

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	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Only the individual	196 9%	114 11% c	79 7%	52 8%	75 10%	69 10%	50 8%	53 8%	50 11%	43 9%	132 9%	64 9%	37 7%	45 8%	48 10%	35 11%	5 5% *	26 14% MNQ	165 9%	57 11% v	40 9%	82 8%	17 15% v*	48 11%	57 10%	44 9%	36 8%	11 7%	130 10%	50 8%	16 8%	32 8%	75 9%	37 8%	51 10%	65 10%	130 9%	177 9%	16 6%		
More the individual than society	376 18%	197 19%	176 16%	96 15%	136 17%	144 20%	128 22%	102 16%	77 17%	69 15%	246 18%	130 17%	87 17%	94 17%	80 16%	60 19%	18 18% *	37 20%	321 17%	87 17% w	73 17%	207 19%	9 8% *	71 16%	93 16%	82 16%	106 25% XYZb	24 16%	247 19%	100 16%	29 14%	63 16%	141 18%	71 16%	100 20%	124 18%	252 17%	326 17%	48 19%		
Equally the individual and society	898 42%	405 38%	486 45% b	252 39%	336 43%	311 44%	239 40%	279 44%	184 42%	197 42%	562 40%	336 45%	208 41%	237 42%	215 44% R	118 39%	55 54% MPRS*	66 35%	778 42%	200 39%	196 45%	458 42%	44 39% *	171 38%	266 45% x	226 44%	170 39%	66 44%	558 42%	250 41%	91 45%	171 42%	343 43%	200 44% i	185 38%	274 40%	625 43%	789 42%	101 40%		
More society than the individual	347 16%	183 17%	162 15%	131 20% EF	115 15%	101 14%	101 17%	118 19%	57 13%	71 15%	232 17%	115 15%	83 17%	101 18%	70 14%	48 16%	11 11% *	35 18%	301 16%	80 16%	66 15%	189 17%	12 11% *	71 16%	98 17%	84 16%	72 17%	22 15%	196 15%	116 19% c	35 17%	70 17%	125 16%	75 17%	77 16%	106 15%	241 17%	304 16%	43 17%		
Only society	75 3%	47 4% c	28 3%	45 7% EF	19 2%	11 2%	20 3%	20 3%	21 5%	14 3%	56 4%	18 2%	16 3%	22 4%	13 3%	15 5%	1 1% *	7 4%	66 4%	21 4%	13 3%	34 3%	6 6% *	21 5%	19 3%	19 4%	11 3%	3 2%	47 4%	25 4%	2 1%	12 3%	20 3%	18 4%	24 5% g	35 5% k	39 3%	55 3%	19 8% i		
Don't know / not sure	208 10%	81 8%	123 12% b	58 9%	87 11%	64 9%	47 8%	51 8%	42 10%	67 14% GH	142 10%	66 9%	52 10%	50 9%	53 11%	27 9%	11 10% *	16 9%	182 10%	50 10%	40 9%	97 9%	22 19% TUV**	60 13% Ya	46 8%	52 10%	30 7%	20 13% a	121 9%	61 10%	26 13%	49 12%	72 9%	43 10%	44 9%	66 10%	143 10%	184 10%	21 8%		
Prefer not to say	42 2%	26 2%	15 1%	15 2%	18 2%	9 1%	6 1%	14 2%	10 2%	11 2%	26 2%	16 2%	19 4% ORS	10 2%	7 1%	4 1%	1 1% *	1 *	40 2%	18 3% v	8 2%	13 1%	3 2% *	12 3%	12 2%	9 2%	5 1%	4 3%	26 2%	14 2%	2 1%	7 2%	18 2%	6 1%	12 2%	16 2%	26 2%	33 2%	6 2%		

NET: Only/more individual	571 27%	312 30% c	256 24%	148 23%	211 27%	213 30% d	178 30% HJ	155 24%	127 29%	112 24%	378 27%	194 26%	124 25%	140 25%	127 26%	95 31%	23 23% *	63 33% MNS	486 26%	144 28%	112 26%	289 27%	26 23% *	119 26%	150 25%	127 25%	142 33% XYZb	34 23%	377 28%	150 24%	45 22%	95 24%	217 27%	109 24%	151 31% fh	189 28%	382 26%	503 27%	64 25%
NET: Only/more society	421 20%	230 22% c	190 18%	176 27% EF	133 17%	112 16%	121 20%	138 22%	77 18%	86 18%	288 21%	133 18%	99 20%	123 22% q	83 17%	62 20%	12 12% *	42 22% q	367 20%	101 20%	79 18%	223 21%	19 16% *	92 20%	117 20%	103 20%	84 19%	25 17%	243 18%	141 23% c	37 19%	83 20%	145 18%	93 21%	101 20%	141 21%	281 19%	359 19%	62 24%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Mental health issues

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Only the individual	196 9%	109 10%	81 8%	9 8%	20 12%	27 10%	157 9%	3 7%	10 25% HK*	13 15% HK*	9 6%	12 12% *	6 7% *	35 14%	53 12%	41 12%
More the individual than society	376 18%	199 18%	171 17%	20 18%	28 16%	47 17%	309 18%	11 21% *	8 20% *	18 20% *	26 17%	15 15% *	21 25% *	45 18%	81 19%	66 20%
Equally the individual and society	898 42%	461 42%	431 44%	38 34%	62 37%	98 36%	745 44% F	21 42% J*	8 22% *	29 33% *	61 40%	48 48% MNOP*	25 30% *	75 30%	148 34% P	100 30%
More society than the individual	347 16%	191 17%	149 15%	25 22%	38 22% G	60 22% G	260 15%	10 19% *	9 23% *	18 21% *	39 25%	12 12% *	18 22% *	50 20%	80 19%	68 21%
Only society	75 3%	50 5% C	22 2%	12 10% G	12 7% G	22 8% G	43 3%	6 12% *	2 4% *	7 8% *	14 9%	8 8% *	6 7% *	24 10%	38 9%	30 9%
Don't know / not sure	208 10%	87 8%	109 11% B	7 7%	5 3%	12 5%	160 9% EF	- *	2 4% *	2 2% *	4 2%	5 5% *	7 8% *	13 5%	25 6%	20 6%
Prefer not to say	42 2%	11 1%	18 2%	1 1%	4 3%	5 2%	18 1%	- *	1 3% *	1 1% *	1 1%	- *	* 1% *	5 2%	5 1%	5 2%

NET: Only/more individual	571 27%	308 28%	252 26%	28 25%	48 28%	74 27%	466 28%	14 28% *	17 44% K*	31 35% *	35 23%	27 27% *	26 32% *	80 32%	134 31%	107 32%
NET: Only/more society	421 20%	241 22% C	171 17%	37 33% G	49 29% G	83 30% G	304 18%	15 31% *	10 27% *	26 29% *	53 34%	21 21% *	24 29% *	74 30%	119 28%	98 30%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Eating disorders

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Only the individual	328 15%	184 17% c	142 13%	74 11%	106 14%	148 21% DE	88 15%	95 15%	75 17%	70 15%	200 14%	129 17%	78 16% q	76 14%	76 16% q	54 18% q	7 7% *	37 20% q	285 15% q	92 18% v	67 15%	145 13%	25 22% v*	62 14%	106 18% a	83 16%	56 13%	21 14%	228 17% d	73 12%	27 14%	49 12%	142 18% fh	56 13%	80 16%	96 14%	232 16%	295 16%	31 12%	
More the individual than society	600 28%	314 30%	277 26%	141 22%	196 25%	264 37% DE	181 31% i	187 29%	106 24%	127 27%	363 26%	237 32% k	123 25%	154 28%	141 29%	98 32% m	36 36% m*	48 26%	516 28%	145 28%	119 27%	313 29%	23 20% *	120 26%	158 27%	134 26%	147 34% xyz	42 28%	382 29%	160 26%	58 29%	114 28%	231 29%	128 28%	128 26%	172 25%	429 29% j	528 28%	66 26%	
Equally the individual and society	667 31%	291 28%	371 35% b	193 30%	283 36% DF	191 27%	182 31%	193 30%	149 34%	142 30%	444 32%	223 30%	162 32%	188 34%	143 30%	88 29%	38 37% *	49 26%	581 31%	148 29%	143 33%	346 32%	31 27% *	143 31%	181 31%	170 33%	130 30%	44 29%	405 31%	185 30%	77 38%	129 32%	244 31%	151 33%	144 29%	226 33%	441 30%	574 31%	89 35%	
More society than the individual	257 12%	120 11%	135 13%	127 20% EF	88 11% F	42 6%	71 12%	85 13%	49 11%	53 11%	186 13% l	71 10%	68 14%	63 11%	55 11%	32 11%	7 7% *	32 17% q	218 12%	45 9%	48 11%	154 14% t	10 9% *	58 13%	69 12%	61 12%	55 13%	14 9%	138 10% c	99 16% c	20 10%	57 14%	81 10%	55 12%	63 13%	83 12%	174 12%	227 12%	30 12%	
Only society	56 3%	35 3%	21 2%	35 5% EF	18 2% F	4 1%	18 3%	12 2%	16 4%	10 2%	40 3%	16 2%	12 2%	21 4%	13 3%	6 2%	2 2% *	2 1%	52 3%	17 3%	9 2%	24 2%	6 5% *	10 2%	20 3%	15 3%	6 1%	5 3%	34 3% e	22 4% e	- -	11 3%	15 2%	10 2%	20 4% g	24 3%	33 2%	46 2%	9 4%	
Don't know / not sure	194 9%	87 8%	107 10%	67 10% F	79 10% F	48 7%	47 8%	50 8%	35 8%	62 13% GHI	137 10%	58 8%	43 9%	48 9%	50 10%	24 8%	11 11% *	18 10%	165 9%	51 10%	41 9%	84 8%	18 16% v*	55 12% Ya	44 7%	43 8%	32 7%	20 13% Ya	114 9%	63 10%	17 8%	38 9%	61 8%	47 10%	49 10%	72 11%	122 8%	167 9%	26 10%	
Prefer not to say	38 2%	22 2%	15 1%	13 2%	16 2%	10 1%	5 1%	14 2%	11 2%	8 2%	27 2%	11 2%	15 3%	10 2%	7 2%	4 1%	1 1% *	1 1%	36 2%	15 3% v	7 2%	14 1%	2 1% *	6 1%	14 2%	9 2%	5 1%	5 3%	24 2%	13 2%	2 1%	6 2%	20 3%	4 1%	8 2%	12 2%	26 2%	33 2%	2 1%	
NET: Only/more individual	929 43%	499 47% c	419 39%	214 33%	302 38% D	412 58% DE	269 45%	282 44%	181 41%	197 42%	563 40%	366 49% k	201 40%	230 41%	217 45%	152 50% MNS	43 43% *	85 45%	801 43%	237 46%	186 43%	458 42%	48 42% *	182 40%	264 45%	217 42%	203 47%	62 42%	610 46% d	233 38%	85 43%	163 40%	373 47%	185 41%	208 42%	268 39%	661 45% j	823 44%	98 38%	
NET: Only/more society	313 15%	155 15%	156 15%	162 25% EF	105 13% F	46 6%	88 15%	97 15%	65 15%	63 13%	226 16% l	87 12%	80 16%	84 15%	68 14%	38 13%	8 8% *	34 18% q	270 15%	62 12%	57 13%	178 16% t	16 14% *	69 15%	89 15%	76 15%	61 14%	19 12%	172 13%	121 20% ce	20 10%	68 17% g	97 12%	65 14%	84 17% g	106 15%	207 14%	272 15%	40 16%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Eating disorders

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Only the individual	328 15%	188 17%	135 14%	15 14%	17 10%	30 11%	274 16% F	10 20% *	2 5% *	12 13% J*	15 10%	21 20% *	13 16% *	32 13%	66 15%	46 14%
More the individual than society	600 28%	314 28%	280 29%	33 30%	44 26%	76 28%	502 30%	19 37% *	13 33% *	31 35% *	40 26%	25 25% *	23 28% *	67 27%	116 27%	91 27%
Equally the individual and society	667 31%	345 31%	315 32%	30 26%	60 36%	87 32%	538 32%	9 17% *	14 35% *	22 25% H*	54 35% H	33 32% *	27 33% *	68 28%	128 30%	95 29%
More society than the individual	257 12%	129 12%	122 12%	15 13%	25 15%	39 14%	195 12%	8 15% *	3 8% *	11 12% *	25 17%	7 7% *	12 15% *	38 15%	58 13% L	50 15%
Only society	56 3%	40 4% C	15 2%	10 9% G	6 4%	16 6% EG	32 2%	6 11% *	3 8% *	9 10% *	7 5%	5 5% *	1 1% *	19 8% M	24 6% M	20 6% M
Don't know / not sure	194 9%	84 8%	99 10%	8 7%	13 8%	21 8%	136 8%	- - *	5 12% H*	5 5% H*	10 6%	10 10% *	6 7% *	21 9%	37 8%	27 8%
Prefer not to say	38 2%	9 1%	15 2%	1 1%	3 2%	4 1%	16 1%	- - *	- - *	- - *	1 1%	* * *	- - *	2 1%	2 1%	2 1%

NET: Only/more individual	929 43%	502 45%	415 42%	49 43%	61 37%	106 39%	776 46% EF	28 57% K*	15 38% *	42 48% *	55 36%	46 45% *	37 45% *	100 40%	182 42%	136 41%
NET: Only/more society	313 15%	169 15%	137 14%	25 22% G	31 18%	55 20% G	227 13%	13 26% *	6 15% *	19 22% *	32 21%	12 12% *	13 16% *	57 23% LO	82 19% L	70 21%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Gambling disorder

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Only the individual	413 19%	207 20%	204 19%	96 15%	134 17%	183 26% DE	105 18%	122 19%	93 21%	93 20%	247 18%	166 22% K	94 19%	103 18%	104 21%	62 20%	17 17%	33 17%	364 20%	131 25% UV	83 19%	170 16%	29 26% V*	77 17%	124 21%	107 21%	74 17%	32 21%	277 21% d	97 16%	40 20%	56 14%	176 22% f	92 20% f	90 18%	120 17%	294 20%	376 20% m	35 14%	
More the individual than society	722 34%	361 34%	353 33%	187 29%	262 33%	272 38% D	199 34%	233 37%	136 31%	153 32%	452 32%	269 36%	148 30%	187 33%	166 34%	99 32%	45 44% MPS*	77 41% MS	600 32%	156 30%	150 34%	386 36%	30 27% *	158 35%	188 32%	175 34%	150 35%	51 34%	454 34%	194 31%	74 37%	145 36%	267 34%	145 32%	165 34%	213 31%	508 35%	644 34%	74 29%	
Equally the individual and society	570 27%	247 23%	320 30% B	174 27%	229 29% F	167 24%	172 29%	164 26%	112 25%	122 26%	384 27%	186 25%	144 29%	154 28%	118 24%	83 27%	28 27% *	42 22%	500 27%	113 22%	115 27%	315 29% T	27 23% *	102 22%	178 30% X	137 27%	117 27%	35 24%	332 25%	183 30% c	55 28%	115 28%	206 26%	129 29%	120 24%	185 27%	384 26%	487 26%	79 31%	
More society than the individual	187 9%	108 10% C	76 7%	87 13% EF	65 8% F	35 5%	56 9%	54 9%	39 9%	37 8%	135 10%	52 7%	44 9%	47 8%	46 9%	27 9%	4 4% *	19 10%	164 9%	36 7%	34 8%	107 10%	10 8% *	46 10%	47 8%	41 8%	45 10%	8 5%	110 8%	66 11%	11 6%	46 11% h	62 8%	32 7%	47 10%	67 10%	120 8%	156 8%	30 12%	
Only society	47 2%	36 3% C	11 1%	24 4% F	20 2% F	4 1%	17 3% H	8 1%	17 4% H	6 1%	37 3%	10 1%	12 2%	13 2%	10 2%	7 2%	- -	4 2% *	43 2%	15 3%	7 2%	22 2%	4 3% *	8 2%	8 1%	13 3%	16 4% Y	3 2%	35 3%	11 2%	2 1%	4 1%	10 1%	13 3%	21 4% fg	27 4% k	20 1%	42 2%	5 2%	
Don't know / not sure	157 7%	71 7%	86 8%	60 9% F	59 8% F	38 5% F	36 6%	40 6%	31 7%	50 11% GH	111 8%	46 6%	35 7%	45 8%	37 8%	22 7%	7 6% *	12 6%	138 7%	44 8%	34 8%	67 6%	13 11% *	49 11% Ya	34 6%	36 7%	23 5%	15 10%	91 7%	50 8%	15 8%	33 8%	53 7%	36 8%	35 7%	55 8%	102 7%	129 7%	24 9%	
Prefer not to say	46 2%	25 2%	20 2%	20 3%	16 2%	10 1%	7 1%	15 2%	12 3%	11 2%	29 2%	17 2%	24 5% NOPRS	10 2%	5 1%	5 2%	1 1% *	1 1%	44 2% O	20 4% V	11 3%	14 1%	1 1% *	12 3%	13 2%	8 2%	6 1%	6 4%	27 2%	16 3%	4 2%	6 2%	21 3%	5 1%	14 3%	18 3%	28 2%	37 2%	7 3%	

NET: Only/more individual	1135 53%	568 54%	557 52%	284 44%	397 51% D	455 64% DE	304 51%	355 56%	229 52%	246 52%	700 50%	435 58% K	243 48%	290 52%	269 56% M	161 53%	62 61% M*	109 58% M	963 52%	286 56%	233 54%	556 51%	60 52% *	235 52%	312 53%	282 55%	224 52%	83 55%	731 55% d	291 47%	113 57% d	200 50%	443 56%	237 52%	255 52%	333 49%	802 55% j	1019 55% m	109 43%
NET: Only/more society	234 11%	144 14% C	87 8%	111 17% EF	84 11% F	38 5% F	73 12%	62 10%	56 13%	43 9%	172 12% L	62 8%	56 11% Q	60 11% Q	56 12% Q	35 11% Q	4 4% *	23 12% Q	207 11% Q	51 10%	41 9%	129 12%	13 12% *	55 12%	55 9%	54 10%	60 14% Yb	10 7%	145 11%	77 12% e	13 6%	50 12%	71 9%	44 10%	68 14% g	94 14% k	140 10%	198 11%	35 14%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q15. To what extent do you feel that an individual is responsible for experiencing each of the following, or that society is responsible (by society we mean regulation, government practices, wider structural inequalities etc.)? - Gambling disorder

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Only the individual	413 19%	219 20%	189 19%	11 10%	17 10%	27 10%	362 21% DEF	4 9% *	3 7% *	7 8% *	18 12%	23 23% NOP*	13 16% *	29 12%	65 15% NP	43 13%
More the individual than society	722 34%	378 34%	337 34%	32 28%	54 32%	85 31%	614 36%	15 29% *	16 42% *	31 35% *	50 33%	37 37% *	26 32% *	67 27%	130 30%	93 28%
Equally the individual and society	570 27%	307 28%	253 26%	33 30%	49 29%	80 29%	449 27%	15 29% *	7 17% *	21 24% *	49 32%	27 27% *	20 25% *	70 28%	117 27%	90 27%
More society than the individual	187 9%	97 9%	84 9%	17 15% G	28 17% G	44 16% G	112 7%	10 20% *	8 21% *	18 20% *	23 15%	5 5% *	9 11% *	44 18% LO	59 14% L	53 16% LO
Only society	47 2%	36 3% C	11 1%	13 11% G	11 6% G	21 8% G	21 1%	5 11% *	4 11% *	10 11% *	8 5%	4 4% *	4 5% *	23 9%	31 7%	27 8%
Don't know / not sure	157 7%	59 5%	85 9% B	7 6%	4 3%	11 4%	114 7%	1 1% *	* 1% *	1 1% *	4 2%	5 4% *	6 8% *	11 5%	22 5%	17 5%
Prefer not to say	46 2%	12 1%	21 2%	- -	5 3%	5 2% D	21 1%	- - *	- - *	- - *	2 1%	* * *	2 3% *	4 2%	7 2%	6 2%

NET: Only/more individual	1135 53%	597 54%	527 54%	42 38%	70 42%	112 41%	976 58% DEF	19 38% *	19 49% *	38 43% *	68 44%	60 60% NOP*	39 48% *	96 39%	196 45% NP	136 41%
NET: Only/more society	234 11%	133 12%	95 10%	30 26% G	39 23% G	64 24% G	134 8%	16 31% *	13 33% *	28 31% *	31 20%	9 9% *	14 17% *	67 27% LO	90 21% L	81 24% LO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Summary

All Adults aged 18-75 in Great Britain

	Q16. To what extent do you agree, or disagree, that each of the following are "health issues"?				
	Alcohol dependence	Drug dependence	Mental health issues	Eating disorders	Gambling disorder
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2142	2142	2142	2142	2142
Weighted base	2142	2142	2142	2142	2142
Strongly agree	671 31% E	694 32% E	1187 55% ABDE	916 43% ABE	387 18%
Tend to agree	715 33% BCE	656 31% C	529 25%	686 32% CE	608 28% C
Neither agree nor disagree	283 13% CD	293 14% CD	188 9%	228 11% C	370 17% ABCD
Tend to disagree	210 10% CD	233 11% CD	76 4%	119 6% C	395 18% ABCD
Strongly disagree	149 7% CD	152 7% CD	68 3%	86 4%	228 11% ABCD
Don't know / not sure	88 4% C	88 4% C	67 3%	80 4%	119 6% ABCD
Prefer not to say	26 1%	27 1%	26 1%	27 1%	35 2% AB

NET: Agree	1386 65% BE	1350 63% E	1716 80% ABDE	1603 75% ABE	995 46%
NET: Disagree	359 17% CD	385 18% CD	145 7%	205 10% C	623 29% ABCD

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Alcohol dependence

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	671 31%	313 30%	353 33%	207 32%	256 33%	208 29%	208 35% HI	186 29%	152 35% J	125 26%	439 31%	232 31%	157 31%	182 33%	130 27%	112 37% O	29 29% *	61 33%	581 31% O	138 27%	138 32%	359 33% T	36 32% *	143 31% b	197 33% b	166 32% b	133 31% b	32 21%	401 30%	206 34%	64 32%	145 36% g	233 29%	142 31%	151 31%	210 31%	461 32%	598 32%	69 27%	
Tend to agree	715 33%	334 32%	373 35%	201 31%	262 33%	251 35%	189 32%	240 38% GI	125 28%	161 34%	467 33%	248 33%	162 32%	176 32%	175 36%	100 33%	38 37% *	64 34%	613 33%	157 31%	152 35%	378 35% T	28 24% *	148 33%	201 34%	161 31%	158 37%	47 32%	424 32%	216 35%	75 37% I	151 37% I	261 33%	155 34%	147 30%	210 31%	505 35%	640 34%	71 28%	
Neither agree nor disagree	283 13%	153 14%	130 12%	76 12%	102 13%	105 15%	82 14%	71 11%	65 15%	65 14%	190 14%	93 13%	77 15% R	62 11%	66 14%	47 15%	15 15% *	17 9%	251 14%	74 14%	47 11%	139 13%	22 20% U*	52 11%	82 14%	66 13%	57 13%	26 18%	202 15% d	61 10%	20 10%	35 9%	117 15% f	67 15% f	65 13%	95 14%	188 13%	245 13%	34 14%	
Tend to disagree	210 10%	117 11%	91 9%	67 10%	73 9%	70 10%	62 10%	61 10%	42 10%	45 10%	134 10%	76 10%	39 8%	65 12% P	60 12% MP	19 6%	8 8% *	19 10%	184 10% P	67 13% UV	35 8%	101 9%	8 7% *	40 9%	49 8%	65 13% Y	41 10%	16 10%	144 11%	50 8%	16 8%	23 6%	92 12% f	43 10%	52 11% f	77 11%	133 9%	177 9%	32 13%	
Strongly disagree	149 7%	82 8%	64 6%	55 9% E	43 5%	50 7%	36 6%	46 7%	25 6%	42 9%	85 6%	64 9%	32 6%	48 9%	27 5%	17 5%	8 7% *	17 9%	124 7%	41 8%	39 9% V	58 5%	11 10% *	36 8%	39 7%	36 7%	25 6%	14 9%	90 7%	41 7%	18 9%	20 5%	56 7%	26 6%	47 10% th	55 8%	94 6%	118 6%	30 12% I	
Don't know / not sure	88 4%	39 4%	48 5%	39 6% F	33 4%	16 2%	11 2%	22 3%	27 6% G	27 6% G	64 5%	24 3%	22 4%	20 4%	25 5%	9 3%	3 3% *	9 5%	76 4%	23 5%	21 5%	35 3%	9 8% V*	30 7% YZa	18 3%	17 3%	13 3%	10 7%	47 4%	35 6%	6 3%	24 6% g	24 3%	14 3%	25 5%	30 4%	58 4%	71 4%	14 6%	
Prefer not to say	26 1%	16 1%	9 1%	3 1%	16 2% D	6 1%	4 1%	11 2%	3 1%	8 2%	18 1%	8 1%	13 3% OS	5 1%	3 1%	2 1%	1 1% *	1 1%	23 1%	12 2% V	4 1%	10 1%	- - *	6 1%	6 1%	6 1%	4 1%	4 3%	16 1%	7 1%	3 1%	5 1%	12 2%	4 1%	5 1%	7 1%	18 1%	20 1%	4 1%	

NET: Agree	1386 65%	647 61%	726 68% B	408 63%	518 66%	460 65%	397 67% J	426 67%	277 63%	286 60%	906 65%	480 64%	318 63%	359 64%	304 63%	212 69%	67 66% *	125 66%	1194 64%	295 57%	290 67% T	738 68% TW	64 56% *	291 64% b	399 67% b	327 63% b	291 67% b	79 53%	825 62%	423 69% c	139 69%	296 73% ghi	494 62%	297 66%	299 61%	420 61%	966 66% j	1238 66% m	139 55%
NET: Disagree	359 17%	199 19% C	156 15%	122 19%	116 15%	121 17%	98 17%	107 17%	67 15%	87 18%	219 16%	140 19%	71 14%	113 20% MPS	87 18% P	36 12%	15 15% *	36 19% P	308 17% P	108 21% V	73 17%	159 15%	19 16% *	75 17%	88 15%	101 19%	66 15%	29 20%	235 18%	91 15%	34 17%	43 11%	148 19% f	69 15%	99 20% f	133 19% k	227 16%	295 16%	62 24% I

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K/L,M/N,O/P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Alcohol dependence

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	671 31%	337 30%	322 33%	35 31%	51 31%	85 31%	554 33%	14 28%	13 33%	27 30%	50 33%	33 33%	23 28%	58 23%	114 26%	81 25%
Tend to agree	715 33%	368 33%	340 35%	37 33%	53 32%	86 32%	585 35%	17 34%	13 35%	30 34%	51 33%	33 32%	21 26%	76 31%	130 30%	98 30%
Neither agree nor disagree	283 13%	159 14%	114 12%	23 20%	26 15%	47 17%	211 12%	10 21%	5 12%	14 16%	23 15%	14 14%	13 16%	43 17%	70 16%	56 17%
Tend to disagree	210 10%	124 11%	84 9%	9 8%	17 10%	27 10%	171 10%	5 10%	7 17%	12 13%	11 8%	13 13%	15 18%	33 13%	60 14%	47 14%
Strongly disagree	149 7%	75 7%	72 7%	6 6%	13 8%	19 7%	108 6%	4 7%	1 2%	5 5%	14 9%	7 7%	5 6%	27 11%	39 9%	32 10%
Don't know / not sure	88 4%	39 4%	39 4%	2 2%	5 3%	6 2%	52 3%	1 1%	- -	1 1%	4 2%	2 2%	5 6%	9 4%	16 4%	14 4%
Prefer not to say	26 1%	6 1%	9 1%	- -	2 1%	2 1%	11 1%	- -	- -	- -	- -	- -	- -	2 1%	2 *	2 1%

NET: Agree	1386 65%	705 64%	663 68%	71 63%	105 62%	171 63%	1139 67%	31 61%	26 68%	57 65%	100 66%	65 65%	44 54%	134 54%	244 57%	179 54%
NET: Disagree	359 17%	199 18%	157 16%	16 14%	30 18%	46 17%	279 16%	9 17%	8 20%	16 18%	26 17%	19 19%	20 24%	60 24%	99 23%	80 24%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Drug dependence

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	694 32%	334 32%	353 33%	213 33%	251 32%	230 33%	217 37% HJ	199 31%	153 35% J	125 27%	455 33%	239 32%	170 34%	176 32%	137 28%	116 38% OS	30 29% *	65 35%	599 32% D	139 27%	144 33%	381 35% T	30 26% *	144 32%	197 33% b	170 33%	147 34% b	36 24%	416 31%	212 34%	66 33%	150 37% g	239 30%	156 35%	150 30%	219 32%	475 33%	623 33% m	65 26%	
Tend to agree	656 31%	300 28%	350 33% B	174 27% D	264 34% D	217 31%	181 31%	207 33% I	113 26%	154 33%	438 31%	218 29%	146 29%	179 32%	155 32%	82 27%	40 39% P*	53 28%	562 30%	148 29%	126 29%	354 33%	27 23% *	126 28%	198 33%	143 28%	148 34% Z	41 27%	393 30%	193 31%	69 34%	127 31%	241 30%	140 31%	147 30%	201 29%	454 31%	587 31%	67 27%	
Neither agree nor disagree	293 14%	151 14%	140 13%	105 16% E	82 10% E	105 15% E	72 12%	82 13%	63 14%	76 16%	190 14%	103 14%	73 15%	67 12%	67 14%	52 17%	12 12% *	21 11%	260 14%	81 16%	55 13%	131 12%	26 23% UV*	69 15%	78 13%	75 14%	46 11%	25 17%	193 15%	80 13%	20 10%	45 11%	114 14%	64 14%	70 14%	96 14%	196 13%	238 13%	49 19% I	
Tend to disagree	233 11%	132 13% C	100 9%	68 10%	82 10%	83 12%	65 11%	73 11%	43 10%	52 11%	151 11%	82 11%	41 8%	60 11%	64 13% M	35 11%	13 12% *	20 11%	200 11% M	62 12%	52 12%	108 10%	11 10% *	44 10%	53 9%	67 13%	50 12%	18 12%	168 13% d	45 7%	20 10%	29 7%	104 13% f	49 11%	51 10%	80 12%	153 10%	201 11%	30 12%	
Strongly disagree	152 7%	82 8%	68 6%	45 7%	59 8%	47 7%	38 6%	45 7%	38 9%	32 7%	84 6%	68 9% K	29 6%	53 9% MPS	34 7%	11 4%	5 5% *	19 10% P	128 7% P	46 9% V	35 8%	60 6%	11 10% *	32 7%	42 7%	39 7%	26 6%	13 9%	91 7%	43 7%	18 9%	24 6%	61 8%	27 6%	41 8%	47 7%	105 7%	129 7%	22 9%	
Don't know / not sure	88 4%	41 4%	47 4%	39 6% F	31 4% F	18 3%	14 2%	23 4%	25 6% G	26 5% G	62 4%	26 3%	29 6%	20 4%	22 5%	9 3%	1 1% *	7 4%	80 4% M	25 5%	18 4%	36 3%	9 8% V*	31 7% YZa	18 3%	15 3%	11 3%	13 9% YZa	50 4%	33 5%	5 3%	22 5%	25 3%	13 3%	29 6% gh	34 5%	54 4%	69 4%	17 7% I	
Prefer not to say	27 1%	14 1%	11 1%	5 1%	15 2%	6 1%	4 1%	9 1%	5 1%	9 2%	16 1%	10 1%	13 3% NPS	4 1%	5 1%	1 *	1 1% *	2 1%	23 1%	12 2% V	5 1%	10 1%	- *	7 2%	6 1%	8 1%	2 1%	4 3%	14 1%	11 2%	2 1%	8 2%	10 1%	4 1%	5 1%	7 1%	19 1%	22 1%	3 1%	

NET: Agree	1350 63%	634 60%	703 66% B	387 60% D	515 66% D	447 63%	398 67% U	406 64%	266 60%	279 59%	893 64%	457 61%	316 63%	355 63%	292 60%	198 65%	70 69% *	118 63%	1162 63%	287 56%	270 62% W	736 68% TUV	57 50% *	270 60%	394 67% Xb	314 61%	295 68% XZb	76 51%	809 61%	405 66%	136 68%	277 68% g	480 60%	296 66%	297 60%	421 61%	929 64%	1210 65% m	132 52%
NET: Disagree	385 18%	214 20% C	168 16%	113 17%	141 18%	131 18%	103 17%	118 18%	81 18%	83 18%	235 17%	150 20%	71 14%	113 20% M	98 20% M	46 15%	18 17% *	39 21% M	328 18% M	108 21% V	87 20%	167 15%	22 19% *	76 17%	95 16%	105 20%	77 18%	32 21%	258 19% d	88 14%	39 19%	53 13%	165 21% f	76 17%	91 19% f	127 19%	258 18%	330 18%	52 21%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Drug dependence

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	694 32%	354 32%	330 34%	32 28%	55 33%	83 31%	575 34%	11 21%	19 49%	29 33%	47 31%	37 37%	25 31%	67 27%	129 30%	92 28%
Tend to agree	656 31%	322 29%	330 34% B	36 32%	38 23%	70 26%	550 32% EF	17 34% IJ*	5 14% *	22 24% *	44 29%	30 30% *	22 27% *	52 21%	105 24%	74 23%
Neither agree nor disagree	293 14%	176 16% C	106 11%	22 20% G	37 22% G	58 21% G	203 12%	10 20% *	9 22% *	19 21% *	27 18%	12 12% *	18 22% *	55 22% L	85 20% L	73 22% LO
Tend to disagree	233 11%	130 12%	99 10%	11 10%	24 14%	35 13%	177 10%	7 14% *	5 13% *	12 14% *	21 14%	8 8% *	9 11% *	43 17% LO	61 14%	52 16%
Strongly disagree	152 7%	84 8%	67 7%	9 8%	6 3%	15 5%	123 7%	3 6% *	* 1% *	4 4% *	9 6%	11 11% *	4 5% *	18 7%	33 8%	22 7%
Don't know / not sure	88 4%	38 3%	41 4%	3 3%	5 3%	8 3%	53 3%	2 5% *	* 1% *	3 3% *	4 3%	2 2% *	4 5% *	11 5%	17 4%	15 5%
Prefer not to say	27 1%	6 *	10 1%	- -	3 2%	3 1%	11 1%	- - *	- - *	- - *	* *	- - *	- - *	1 1%	1 *	1 *

NET: Agree	1350 63%	675 61%	659 67% B	67 60%	93 55%	154 56%	1125 66% EF	28 55% *	24 62% *	51 58% *	91 60%	67 67% NOP*	47 58% *	119 48%	233 54% NP	166 50%
NET: Disagree	385 18%	213 19%	166 17%	20 18%	30 18%	50 18%	300 18%	10 20% *	6 14% *	16 18% *	30 20%	20 19% *	13 16% *	61 25%	94 22%	74 23%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Mental health issues

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Strongly agree	1187 55%	539 51%	638 60% B	328 51%	444 57% D	415 59% D	336 57%	360 57%	244 55%	247 52%	730 52%	458 61% K	291 58% O	320 57%	246 51%	166 54%	57 56% *	108 57%	1023 55% O	260 51%	252 58% T	614 57% T	62 54% *	255 56%	346 59% b	283 55%	231 54%	71 48%	716 54%	351 57%	120 60%	251 62% ghi	440 55%	246 55%	251 51%	351 51%	837 57% j	1069 57% m	111 44%		
Tend to agree	529 25%	273 26%	251 24%	150 23%	189 24%	190 27%	146 25%	177 28% I	93 21%	113 24%	361 26%	168 22%	116 23%	133 24%	137 28%	77 25%	27 26% *	39 21%	463 25%	140 27%	101 23%	267 25%	21 19% *	103 23%	122 21%	133 26%	128 30% xy	43 29%	332 25%	143 23%	53 27%	94 23%	200 25%	120 27%	115 23%	164 24%	365 25%	465 25%	62 24%		
Neither agree nor disagree	188 9%	116 11% C	70 7%	82 13% EF	58 7%	48 7%	64 11% H	38 6%	40 9%	46 10% H	145 10% L	43 6%	34 7%	46 8%	45 9%	34 11%	7 7% *	21 11%	159 9%	41 8%	39 9%	95 9%	12 11% *	42 9%	54 9%	48 9%	32 7%	11 8%	125 9%	51 8%	12 6%	20 5%	71 9% f	44 10% f	53 11% f	82 12% k	106 7%	146 8%	40 16% l		
Tend to disagree	76 4%	39 4%	37 3%	32 5% F	26 3%	18 3%	20 3%	24 4%	19 4%	13 3%	55 4%	21 3%	11 2%	28 5% M	17 4%	11 4%	1 1% *	9 5%	67 4% M	24 5%	10 2%	38 4%	4 4% *	14 3%	27 5%	15 3%	15 4%	5 3%	52 4%	17 3%	7 4%	8 2%	25 3%	15 3%	28 6% fg	33 5% k	43 3%	58 3% l	15 6% l		
Strongly disagree	68 3%	38 4%	30 3%	26 4%	28 4%	14 2%	13 2%	16 2%	17 4%	23 5% G	36 3%	32 4%	16 3%	16 3%	19 4%	6 2%	5 5% *	6 3%	57 3%	18 4%	15 3%	29 3%	6 5% *	15 3%	17 3%	18 3%	13 3%	5 3%	42 3%	23 4%	3 2%	12 3%	21 3%	12 3%	24 5% g	26 4%	42 3%	54 3%	13 5%		
Don't know / not sure	67 3%	34 3%	33 3%	27 4%	24 3%	15 2%	10 2%	11 2%	23 5% GH	23 5% GH	53 4% L	14 2%	21 4%	11 2%	17 4%	11 4%	3 3% *	3 2%	61 3% N	17 3%	14 3%	29 3%	7 6% *	17 4%	18 3%	14 3%	9 2%	10 7% Za	41 3%	22 4%	4 2%	11 3%	27 3%	11 2%	18 4%	23 3%	44 3%	56 3%	10 4%		
Prefer not to say	26 1%	15 1%	10 1%	3 1%	16 2% D	7 1%	3 1%	11 2%	5 1%	8 2%	17 1%	10 1%	13 3% PS	5 1%	4 1%	1 *	1 1% *	2 1%	23 1%	13 2% V	4 1%	9 1%	1 1% *	7 2%	7 1%	6 1%	3 1%	4 3%	16 1%	8 1%	2 1%	8 2%	11 1%	4 1%	3 1%	7 1%	19 1%	21 1%	2 1%		

NET: Agree	1716 80%	812 77%	890 83% B	479 74%	633 81% D	605 85% DE	482 81% J	537 84% U	337 77%	360 76%	1091 78%	625 84% K	407 81%	453 81%	383 79%	243 80%	84 82% *	147 78%	1486 80%	400 78%	353 81%	880 82%	83 73% *	359 79%	468 79%	416 81%	359 83%	114 77%	1049 79%	495 80%	173 86% c	345 85% i	639 81% i	366 81% i	366 74%	515 75%	1202 83% j	1534 82% m	173 68%
NET: Disagree	145 7%	77 7%	67 6%	58 9% F	54 7%	33 5%	33 6%	40 6%	36 8%	36 8%	91 7%	54 7%	27 5%	44 8%	36 7%	17 5%	7 7% *	15 8%	123 7%	42 8%	25 6%	67 6%	10 9% *	29 6%	44 7%	33 6%	28 7%	10 7%	95 7%	40 6%	10 5%	20 5%	46 6%	26 6%	52 11% fgh	59 9% k	86 6%	113 6%	28 11% l

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Mental health issues

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	1187 55%	570 51%	602 61% B	54 48%	71 42%	122 45%	1012 60% DEF	20 39%	16 41% *	36 40% *	77 51%	63 63% MNOP*	36 44% NP*	77 31%	176 41% NP	113 34%
Tend to agree	529 25%	305 28% C	218 22%	24 21%	43 26%	64 24%	428 25%	13 27% *	9 22% *	22 25% *	37 24%	24 24% *	17 21% *	64 26%	105 24%	81 24%
Neither agree nor disagree	188 9%	109 10% C	70 7%	19 17% G	25 15% G	44 16% G	115 7%	7 14% *	8 20% *	14 16% *	20 13%	8 8% *	16 20% L*	51 20% L	75 17% L	67 20% LO
Tend to disagree	76 4%	53 5% C	22 2%	6 5%	16 9% G	21 8% G	48 3%	4 8% *	4 10% *	8 9% *	9 6%	1 1% *	5 7% *	32 13% LO	39 9% L	38 11% LO
Strongly disagree	68 3%	36 3%	30 3%	8 7% G	5 3%	13 5%	46 3%	5 10% *	1 2% *	6 7% *	6 4%	2 2% *	1 2% *	18 7% O	21 5%	19 6%
Don't know / not sure	67 3%	28 2%	32 3%	2 1%	5 3%	6 2%	33 2%	1 1% *	2 4% *	2 3% *	3 2%	2 2% *	6 7% NOP*	4 2%	12 3%	10 3% N
Prefer not to say	26 1%	8 1%	8 1%	- -	2 1%	2 1%	10 1%	- - *	- - *	- - *	- -	- - *	- - *	3 1%	3 1%	3 1%

NET: Agree	1716 80%	875 79%	819 84% B	78 69%	114 68%	186 68%	1441 85% DEF	33 66% *	25 64% *	58 65% *	114 75%	87 87% MNOP*	53 65% *	141 57%	281 65% NP	194 59%
NET: Disagree	145 7%	89 8% C	52 5%	14 12% G	21 12% G	34 12% G	94 6%	9 18% *	5 12% *	14 16% *	16 10%	3 3% *	7 8% *	50 20% LMOP	60 14% L	57 17% LMO

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Eating disorders

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	916 43%	371 35%	537 50% B	281 43%	361 46% F	275 39%	267 45%	273 43%	191 43%	185 39%	586 42%	330 44%	220 44%	244 44%	191 39%	137 45%	45 44% *	80 43%	792 43%	179 35%	192 44%	497 46% T	49 43% *	201 44%	256 43%	215 42%	185 43%	60 40%	545 41%	281 46%	90 45%	188 46%	324 41%	195 43%	210 43%	287 42%	630 43%	817 44% m	92 36%	
Tend to agree	686 32%	353 33%	327 31%	162 25%	251 32% D	273 39% DE	184 31%	223 35%	127 29%	152 32%	440 31%	247 33%	159 32%	173 31%	177 37% S	89 29%	28 28% *	59 32%	598 32%	192 37%	138 32%	325 30%	31 27% *	133 29%	197 33%	168 32%	140 33%	48 32%	424 32%	188 30%	74 37%	141 35%	260 33%	139 31%	146 30%	195 28%	491 34% j	621 33% m	63 25%	
Neither agree nor disagree	228 11%	136 13% C	89 8%	82 13% E	69 9%	77 11%	70 12% H	53 8%	44 10%	60 13% H	155 11%	73 10%	50 10%	49 9%	50 10%	45 15% NS	15 15% *	19 10%	193 10%	57 11%	47 11%	110 10%	13 11% *	50 11%	61 10%	53 10%	50 12%	14 9%	162 12% d	51 8%	15 7%	20 5%	92 12% f	60 13% f	55 11% f	92 13% k	135 9%	181 10%	45 18% l	
Tend to disagree	119 6%	82 8% C	37 3%	43 7%	39 5%	37 5%	33 6%	37 6%	20 5%	28 6%	81 6%	38 5%	28 6%	39 7%	24 5%	11 4%	4 4% *	12 7%	102 6%	35 7%	23 5%	55 5%	6 6% *	23 5%	29 5%	36 7%	24 6%	7 5%	90 7% d	22 4%	7 3%	15 4%	43 5%	25 6%	36 7% f	50 7% k	69 5%	93 5% l	23 9% l	
Strongly disagree	86 4%	55 5% C	30 3%	37 6% E	22 3%	27 4%	20 3%	20 3%	26 6%	20 4%	55 4%	30 4%	16 3%	28 5%	16 3%	12 4%	5 5% *	9 5%	72 4%	18 4%	18 4%	43 4%	7 6% *	19 4%	23 4%	19 4%	18 4%	7 5%	48 4%	33 5%	5 2%	18 4%	38 5% h	8 2%	22 4% h	25 4%	61 4%	69 4%	14 6%	
Don't know / not sure	80 4%	44 4%	36 3%	37 6% F	30 4%	13 2%	13 2%	22 3%	28 6% G	17 4%	65 5% L	15 2%	18 4%	21 4%	23 5%	10 3%	2 2% *	6 3%	72 4%	19 4%	13 3%	40 4%	8 7% *	21 5%	21 4%	17 3%	13 6%	43 3%	30 5%	8 4%	17 4%	28 4%	18 4%	17 3%	29 4%	51 3%	66 4%	12 5%		
Prefer not to say	27 1%	13 1%	13 1%	8 1%	14 2%	6 1%	3 1%	9 1%	3 1%	12 3% G	14 1%	13 2%	12 2% S	5 1%	4 1%	2 1%	2 2% *	2 1%	23 1%	13 3% V	4 1%	10 1%	- - *	7 1%	6 1%	8 2%	2 1%	5 3% a	14 1%	12 2%	2 1%	6 2%	10 1%	5 1%	7 1%	7 1%	20 1%	21 1%	3 1%	

NET: Agree	1603 75%	724 69%	864 81% B	443 68% D	612 78% D	548 77% D	451 76%	497 78% J	319 72%	336 71%	1026 73%	577 77%	379 76%	418 75%	368 76%	226 74%	73 71% *	139 74%	1390 75%	371 72%	330 76%	822 76%	80 70% *	334 74%	453 77%	383 74%	325 75%	108 72%	969 73%	469 76%	165 82% c	329 81% ghi	583 73%	335 74%	356 72%	482 70%	1121 77% j	1438 77% m	155 61%
NET: Disagree	205 10%	137 13% C	67 6% E	80 12% E	61 8%	64 9%	54 9%	57 9%	46 10%	48 10%	137 10%	68 9%	43 9%	67 12% S	40 8%	23 8%	9 9% *	21 11%	174 9%	53 10%	41 9%	98 9%	13 12% *	42 9%	51 9%	56 11%	42 10%	15 10%	138 10%	55 9%	12 6%	32 8%	81 10%	33 7%	58 12% h	75 11%	130 9%	162 9%	38 15% l

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Eating disorders

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	916 43%	454 41%	449 46% B	48 43%	60 36%	105 38%	762 45% E	22 43% *	13 34% *	35 39% *	66 43%	48 48% NOP*	34 41% NP*	69 28%	151 35% NP	102 31% N
Tend to agree	686 32%	359 32%	319 32%	26 23%	44 26%	68 25%	585 35% DEF	14 28% *	11 28% *	24 27% *	37 24%	32 32% *	18 22% *	62 25%	112 26%	81 24%
Neither agree nor disagree	228 11%	122 11%	99 10%	15 13%	28 17% G	43 16% G	153 9%	7 14% *	5 13% *	12 14% *	19 13%	11 11% *	14 17% *	52 21% L	76 18% L	66 20% LO
Tend to disagree	119 6%	82 7% C	33 3%	14 13% G	15 9% G	27 10% G	78 5%	5 11% *	4 10% *	9 10% *	14 9%	5 5% *	7 9% *	30 12%	43 10%	38 11%
Strongly disagree	86 4%	50 5%	34 3%	6 5%	9 5%	15 5%	59 3%	2 3% *	3 8% *	5 5% *	9 6%	3 3% *	7 9% *	18 7%	28 6%	25 8%
Don't know / not sure	80 4%	35 3%	37 4%	3 3%	9 5%	12 4%	44 3%	1 2% *	3 7% *	4 4% *	6 4%	1 1% *	1 2% *	16 7% LO	19 4% L	18 5%
Prefer not to say	27 1%	6 *	10 1%	- -	2 1%	2 1%	13 1%	- - *	- - *	- - *	- -	1 1% *	- - *	1 *	2 *	1 *

NET: Agree	1603 75%	814 73%	768 78% B	75 66%	104 62%	173 63%	1347 80% DEF	35 70% *	24 62% *	59 66% *	103 68%	80 80% MNOP*	52 63% *	131 53%	263 61% NP	183 55%
NET: Disagree	205 10%	132 12% C	67 7%	20 18% G	24 14% G	42 15% G	137 8%	7 14% *	7 18% *	14 16% *	24 16%	8 8% *	15 18% L*	48 19% L	71 16% L	63 19% LO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Gambling disorder

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	387 18%	186 18%	196 18%	126 19%	140 18%	121 17%	119 20%	112 18%	88 20%	67 14%	252 18%	135 18%	104 21%	108 19%	66 14%	67 22%	15 15%	28 15%	344 19%	66 13%	87 20%	212 20%	22 19%	88 19%	118 20%	92 18%	68 16%	21 14%	220 17%	130 21%	37 18%	93 23%	121 15%	87 19%	86 17%	130 19%	257 18%	348 19%	35 14%	
Tend to agree	608 28%	289 27%	315 29%	167 26%	233 30%	208 29%	178 30%	198 31%	114 26%	118 25%	394 28%	213 29%	129 26%	150 27%	144 30%	86 28%	39 39%	60 32%	509 27%	131 25%	112 26%	337 31%	28 25%	124 27%	173 29%	141 27%	138 32%	32 21%	368 28%	166 27%	73 37%	118 29%	231 29%	122 27%	138 28%	193 28%	414 28%	549 29%	54 21%	
Neither agree nor disagree	370 17%	195 18%	171 16%	115 18%	131 17%	123 17%	106 18%	95 15%	76 17%	93 20%	251 18%	119 16%	84 17%	94 17%	84 17%	57 18%	20 20%	30 16%	319 17%	93 18%	74 17%	186 17%	16 14%	74 16%	106 18%	83 16%	78 18%	29 19%	249 19%	96 16%	25 12%	58 14%	142 18%	88 20%	83 17%	116 17%	254 17%	313 17%	55 22%	
Tend to disagree	395 18%	195 18%	198 19%	109 17%	141 18%	145 20%	103 17%	128 20%	66 15%	99 21%	268 19%	127 17%	88 18%	105 19%	110 23%	47 15%	16 16%	30 16%	350 19%	114 22%	73 17%	189 18%	19 17%	68 15%	98 17%	124 24%	82 19%	23 15%	262 20%	96 16%	37 19%	71 18%	146 18%	95 21%	83 17%	118 17%	278 19%	350 19%	44 17%	
Strongly disagree	228 11%	123 12%	102 10%	74 11%	80 10%	74 10%	60 10%	65 10%	57 13%	46 10%	129 9%	99 13%	49 10%	69 12%	48 10%	30 10%	9 9%	24 13%	195 11%	67 13%	53 12%	89 8%	19 17%	50 11%	57 10%	49 9%	45 10%	27 18%	139 10%	69 11%	20 10%	32 8%	101 13%	34 8%	62 13%	72 11%	156 11%	191 10%	35 14%	
Don't know / not sure	119 6%	45 4%	73 7%	46 7%	42 5%	31 4%	20 3%	28 4%	31 7%	39 8%	79 6%	40 5%	31 6%	25 5%	29 6%	19 6%	1 1%	14 8%	103 6%	28 5%	30 7%	51 5%	10 9%	40 9%	31 5%	17 3%	17 4%	13 9%	68 5%	44 7%	6 3%	25 6%	41 5%	20 4%	33 7%	43 6%	76 5%	94 5%	20 8%	
Prefer not to say	35 2%	21 2%	13 1%	12 2%	18 2%	6 1%	5 1%	11 2%	8 2%	11 2%	23 2%	12 2%	16 3%	8 1%	5 1%	3 1%	1 1%	2 1%	32 2%	13 3%	6 1%	16 2%	- -	10 2%	7 1%	10 2%	4 1%	6 4%	18 1%	15 2%	3 1%	8 2%	13 2%	6 1%	9 2%	13 2%	23 2%	23 1%	10 4%	
NET: Agree	995 46%	475 45%	510 48%	293 45%	373 47%	329 46%	297 50%	311 49%	202 46%	185 39%	647 46%	348 47%	233 47%	258 46%	209 43%	152 50%	55 54%	87 46%	853 46%	197 38%	199 46%	549 51%	50 44%	212 47%	292 49%	233 45%	205 48%	53 35%	588 44%	297 48%	110 55%	211 52%	352 44%	209 46%	223 45%	324 47%	671 46%	897 48%	89 35%	
NET: Disagree	623 29%	318 30%	301 28%	183 28%	222 28%	219 31%	163 28%	192 30%	123 28%	145 31%	397 28%	227 30%	138 27%	173 31%	158 33%	76 25%	25 24%	54 29%	545 29%	181 35%	126 29%	278 26%	38 34%	118 26%	156 26%	173 34%	127 29%	49 33%	402 30%	165 27%	57 29%	103 25%	247 31%	129 28%	145 29%	190 28%	434 30%	542 29%	79 31%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q16. To what extent do you agree, or disagree, that each of the following are "health issues"? - Gambling disorder

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	387 18%	200 18%	179 18%	26 23%	34 20%	59 22%	298 18%	14 27% *	9 23% *	22 25% *	30 20%	16 16% *	17 21% *	50 20%	83 19%	67 20%
Tend to agree	608 28%	313 28%	292 30%	40 35%	44 26%	81 30%	498 29%	15 30% *	12 32% *	27 31% *	50 33%	29 29% *	15 18% *	64 26%	108 25%	79 24%
Neither agree nor disagree	370 17%	196 18%	159 16%	22 20%	32 19%	52 19%	289 17%	9 18% *	9 24% *	18 21% *	25 16%	16 16% *	16 20% *	53 21%	86 20%	70 21%
Tend to disagree	395 18%	221 20%	170 17%	13 11%	29 17%	41 15%	337 20% D	8 15% *	5 12% *	12 14% *	24 16%	24 24% *	19 23% *	41 16%	84 20%	60 18%
Strongly disagree	228 11%	115 10%	112 11%	10 9%	14 8%	23 8%	178 11%	4 8% *	* 1% *	5 5% *	17 11%	12 12% *	8 9% *	25 10%	45 10%	33 10%
Don't know / not sure	119 6%	50 5%	58 6%	2 2%	10 6%	11 4%	77 5%	1 1% *	3 8% *	4 4% *	4 3%	4 4% *	6 8% *	8 3%	19 4%	14 4%
Prefer not to say	35 2%	12 1%	12 1%	- -	5 3% G	5 2% D	15 1%	- - *	- - *	- - *	2 2%	- - *	1 1% *	6 2%	7 2%	7 2%

NET: Agree	995 46%	514 46%	470 48%	66 59% G	78 47%	140 52%	796 47%	29 57% *	21 55% *	49 56% *	80 52%	44 44% *	32 39% *	115 46%	191 44%	146 44%
NET: Disagree	623 29%	336 30%	282 29%	23 20%	43 26%	64 24%	516 30% DF	12 23% *	5 14% *	17 19% *	41 27%	36 36% *	27 33% *	66 27%	129 30%	93 28%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023
 PUBLIC
 Gambling Harms Stigma Research - January 2023
 Adults aged 18-75 in Great Britain

Q1. Which of the following gambling activities, if any, have you spent money on in the last 4 weeks, for yourself?
 All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade			Employment status			Region							Education				Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	A8 (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NVQ 12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000-£54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Lottery tickets (e.g. National Lottery, Thunderball, EuroMillions, charity lottery)	712 33%	354 34%	352 33%	138 21%	289 37%	285 40%	194 33%	207 33%	170 39%	140 30%	464 33%	248 33%	169 34%	187 33%	160 33%	92 30%	33 33%	71 38%	607 33%	179 35%	157 36%	346 32%	30 27%	127 28%	202 34%	177 34%	165 38%	41 27%	472 36%	178 29%	62 31%	120 30%	298 37%	151 33%	143 29%	207 30%	505 35%	647 35%	59 23%	
Scratch cards	280 13%	133 13%	148 14%	112 17%	107 14%	61 9%	67 11%	76 12%	76 17%	61 13%	215 15%	65 9%	64 13%	78 14%	65 13%	36 12%	11 10%	27 14%	243 13%	94 18%	57 13%	112 10%	18 16%	56 12%	81 14%	64 12%	66 15%	14 9%	181 14%	88 14%	12 6%	34 9%	97 12%	70 16%	79 16%	116 17%	164 11%	245 13%	33 13%	
Betting on sports (e.g. football, cricket, rugby, tennis)	249 12%	199 19%	50 5%	130 20%	78 10%	41 6%	64 11%	78 12%	65 9%	42 9%	194 14%	55 7%	59 12%	79 14%	37 8%	38 12%	15 14%	22 12%	213 11%	63 12%	49 11%	119 11%	19 17%	33 7%	73 12%	75 15%	57 13%	10 7%	158 12%	79 13%	12 6%	29 7%	71 9%	63 14%	86 17%	119 9%	130 9%	201 11%	45 18%	
Instant win games (e.g. fruit machines, slot machines, online games)	160 7%	92 9%	67 6%	98 15%	47 6%	14 2%	45 8%	41 6%	36 8%	37 8%	125 9%	35 5%	43 9%	35 6%	34 7%	31 10%	6 *	11 6%	143 8%	38 7%	39 9%	75 7%	7 6%	33 7%	52 9%	42 8%	30 7%	3 2%	91 7%	65 11%	4 2%	19 5%	49 6%	46 10%	45 9%	80 12%	80 5%	131 7%	27 11%	
Bingo	142 7%	74 7%	68 6%	86 13%	39 5%	16 2%	41 7%	36 6%	41 9%	23 5%	117 8%	25 3%	43 9%	31 6%	24 5%	31 10%	4 *	8 4%	130 7%	35 7%	33 8%	65 6%	9 8%	32 7%	40 7%	38 7%	29 7%	3 2%	94 7%	40 7%	8 4%	19 5%	36 4%	41 9%	46 11%	75 5%	67 5%	122 7%	19 8%	
Betting on horse or dog racing	129 6%	90 9%	39 4%	46 7%	36 5%	47 7%	37 6%	23 4%	40 9%	29 6%	94 7%	36 5%	24 5%	49 9%	18 4%	24 8%	9 9%	5 3%	115 6%	40 8%	25 6%	58 5%	6 6%	15 3%	44 7%	37 7%	32 7%	1 *	86 7%	37 6%	6 3%	14 3%	53 7%	31 7%	32 6%	50 7%	79 5%	112 6%	17 7%	
Casino card games (e.g. poker, blackjack)	101 5%	85 8%	15 1%	65 10%	27 3%	8 1%	39 7%	23 4%	24 6%	14 3%	91 7%	10 1%	21 4%	18 3%	20 4%	31 10%	2 2%	10 5%	89 5%	18 4%	17 4%	62 6%	3 3%	14 3%	26 4%	24 5%	33 8%	4 3%	70 5%	27 4%	4 2%	9 2%	20 3%	29 6%	43 9%	66 10%	35 2%	84 5%	16 6%	
Betting on e-sports/competitive video gaming (e.g. Fortnite, FIFA, Dota, Counter Strike)	87 4%	68 6%	19 2%	61 9%	23 3%	3 *	35 6%	20 3%	22 5%	9 2%	79 6%	8 1%	20 4%	21 4%	12 2%	23 8%	5 5%	5 3%	77 4%	16 3%	15 3%	50 5%	6 5%	15 3%	17 3%	27 5%	25 6%	2 1%	64 5%	21 3%	2 1%	7 2%	17 2%	22 5%	41 8%	60 9%	27 3%	63 3%	24 9%	
Other casino games (e.g. craps, roulette)	71 3%	58 6%	11 1%	44 7%	22 3%	5 1%	26 4%	16 3%	21 5%	8 2%	63 5%	8 1%	16 3%	18 3%	10 2%	19 6%	5 5%	3 2%	64 3%	12 2%	11 3%	46 4%	3 2%	11 2%	20 3%	21 4%	19 4%	1 *	47 4%	22 4%	2 1%	8 2%	17 2%	19 4%	28 6%	44 6%	28 2%	53 3%	19 7%	
Betting on virtual racing/sports (e.g. virtual horse or dog racing, virtual sports)	61 3%	51 5%	10 1%	42 6%	18 2%	1 *	34 6%	5 1%	17 4%	4 1%	57 4%	4 1%	13 3%	10 2%	14 3%	19 6%	1 1%	3 2%	56 3%	12 2%	7 2%	39 4%	2 2%	10 2%	13 2%	13 3%	23 3%	1 *	45 3%	15 2%	1 *	7 2%	10 1%	21 5%	22 4%	43 6%	18 1%	46 2%	15 6%	
Other type of gambling / betting activity (Please specify)	2 *	1 *	1 *	- -	- -	2 *	1 *	1 *	- -	- -	2 *	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	1 *	1 *	- -	1 *	- -	- -	- -	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *	2 *	- -
None of the above	981 46%	429 41%	542 51%	254 39%	368 47%	360 51%	266 45%	321 50%	166 38%	229 48%	596 43%	386 52%	237 47%	243 43%	233 48%	137 45%	42 41%	89 48%	850 46%	209 41%	185 42%	538 50%	49 43%	225 50%	262 44%	232 45%	179 42%	83 56%	574 43%	285 46%	122 61%	226 56%	367 46%	195 43%	193 39%	265 39%	717 49%	866 46%	110 43%	
Don't know	27 1%	10 1%	17 2%	12 2%	14 2%	2 *	5 1%	10 1%	5 1%	8 2%	18 1%	10 1%	6 1%	7 1%	7 1%	3 1%	1 1%	3 2%	23 1%	8 2%	5 1%	13 1%	1 1%	6 1%	8 1%	4 1%	6 1%	3 2%	21 1%	5 1%	1 1%	1 *	8 1%	3 1%	15 3%	14 2%	13 1%	19 1%	6 2%	
Prefer not to say	25 1%	16 2%	9 1%	8 1%	12 2%	5 1%	6 1%	9 1%	3 1%	8 2%	15 1%	10 1%	8 2%	4 1%	5 1%	6 2%	1 1%	1 1%	23 1%	9 2%	6 1%	9 1%	2 1%	6 1%	9 1%	4 1%	1 *	6 4%	13 1%	11 2%	2 1%	3 1%	9 1%	7 1%	7 1%	5 1%	20 1%	17 1%	6 2%	
NET: Any gambling	1108 52%	599 57%	501 47%	375 58%	392 50%	341 48%	315 53%	298 47%	267 61%	228 48%	768 55%	340 46%	250 50%	306 55%	240 49%	161 53%	57 56%	94 50%	956 52%	288 56%	239 55%	520 48%	62 54%	217 48%	312 53%	275 53%	245 57%	58 39%	717 54%	316 51%	75 38%	173 43%	411 52%	246 55%	278 56%	401 59%	707 49%	967 52%	132 52%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i,j,k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V,W,X/Y/Z/a/b,c,d/e,f/g/h,i,j,k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q1. Which of the following gambling activities, if any, have you spent money on in the last 4 weeks, for yourself?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Lottery tickets (e.g. National Lottery, Thunderball, EuroMillions, charity lottery)	712 33%	712 64% C	-	51 45% EFG	54 32%	99 36%	587 35%	24 49% U*	9 23% *	33 37% I*	60 39%	53 53% NDP*	36 43% *	92 37%	181 42% NP	128 39%
Scratch cards	280 13%	280 25% C	-	20 17%	35 21% G	54 20% G	213 13%	6 11% *	8 20% *	13 15% *	36 24%	34 34% N*	28 34% NP*	53 21%	115 27% N	81 24% N
Betting on sports (e.g. football, cricket, rugby, tennis)	249 12%	249 22% C	-	34 31% EFG	30 18% G	62 23% EG	174 10%	21 43% UK*	8 20% *	29 33% K*	28 18%	36 36% *	23 28% *	75 30%	134 31%	98 30%
Instant win games (e.g. fruit machines, slot machines, online games)	160 7%	160 14% C	-	30 27% G	34 20% G	60 22% G	89 5%	18 36% K*	11 28% *	28 32% K*	26 17%	15 14% *	25 30% L*	74 30% L	113 26% L	99 30% LO
Bingo	142 7%	142 13% C	-	31 28% G	33 19% G	60 22% G	74 4%	15 29% *	13 34% K*	27 31% K*	25 17%	18 18% *	19 23% *	64 26% L	102 24% L	84 25%
Betting on horse or dog racing	129 6%	129 12% C	-	18 16% G	23 14% G	40 15% G	86 5%	11 22% *	9 23% *	19 22% *	20 13%	15 15% *	15 18% *	42 17% L	72 17% L	56 17%
Casino card games (e.g. poker, blackjack)	101 5%	101 9% C	-	23 20% G	31 18% G	51 19% G	43 3%	14 29% K*	7 17% *	21 24% *	23 15%	6 6% *	13 16% L*	60 24% LO	80 18% L	74 22% LO
Betting on e-sports/competitive video gaming (e.g. Fortnite, FIFA, Dota, Counter Strike)	87 4%	87 8% C	-	25 23% G	25 15% G	48 18% G	28 2%	17 34% K*	8 22% *	25 28% K*	18 12%	2 2% *	7 8% *	67 27% LMOP	77 18% LM	74 22% LMO
Other casino games (e.g. craps, roulette)	71 3%	71 6% C	-	22 20% G	26 15% G	42 16% G	28 2%	12 25% *	7 19% *	19 22% *	22 14%	5 5% *	7 9% *	45 18% LO	57 13% L	52 16% LMO
Betting on virtual racing/sports (e.g. virtual horse or dog racing, virtual sports)	61 3%	61 5% C	-	18 16% G	20 12% G	36 13% G	20 1%	12 25% K*	9 23% K*	21 24% K*	12 8%	1 1% *	6 7% L*	47 19% LMOP	54 12% L	53 16% LMO
Other type of gambling / betting activity (Please specify)	2 *	2 *	-	1 1% G	-	1 *	1 *	-	-	-	1 1%	1 1% *	-	-	1 * P	-
None of the above	981 46%	-	981 100% B	11 10%	34 20% D	46 17% D	857 51% DEF	1 14% *	5 14% H*	6 7% H*	33 22% HJ	-	-	-	-	-
Don't know	27 1%	-	-	-	-	-	9 1%	-	-	-	-	-	-	-	-	-
Prefer not to say	25 1%	-	-	-	-	-	5 *	-	-	-	-	-	-	-	-	-
NET: Any gambling	1108 52%	1108 100% C	-	101 90% EFG	133 80% G	226 83% G	822 49%	50 99% UK*	33 86% *	82 93% K*	120 78%	101 100% *	82 100% *	248 100%	431 100%	330 100%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D,E,F/G,H/I/J,K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q2. Would you consider yourself to be someone who gambles?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135		
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132		
Yes, I would consider myself to be someone that gambles	456 41%	309 52% c	145 29% c	183 49% EF	153 39% D	119 35% D	124 40% D	110 37% D	125 47% D	96 42% D	340 44% L	116 34% L	115 46% Q	120 39% Q	87 36% Q	71 44% Q	17 30% *	45 47% Q*	394 41% Q	103 36% Q	103 43% Q	216 42% Q	33 53% * T*	81 37% Q	140 45% b	109 40% b	109 44% b	16 28% *	294 41% Q	132 42% Q	29 39% *	69 40% Q	146 36% g	111 45% g	128 46% g	196 49% k	260 37% k	402 42% Q	52 40% Q		
No, I would not consider myself to be someone that gambles	587 53%	255 43% B	328 65% B	164 44% EF	214 55% D	209 61% D	174 55% D	166 56% D	128 48% D	119 52% D	377 49% K	211 62% K	124 49% Q	164 54% Q	141 59% Q	80 50% Q	36 63% *	44 46% *	508 53% Q	161 56% Q	127 53% Q	274 53% Q	26 42% *	119 55% Q	151 48% Q	154 56% Q	127 52% Q	36 63% *	388 54% Q	156 50% Q	43 57% *	92 53% Q	236 57% i	125 51% Q	135 48% Q	186 46% Q	401 57% j	516 53% Q	69 52% Q		
Don't know / not sure	56 5%	30 5%	26 5%	26 7%	18 5%	12 4%	15 5%	20 7%	11 4%	11 5%	44 6%	12 4%	9 4%	17 6%	12 5%	9 6%	4 6% *	6 6% *	47 5% Q	20 7% Q	7 3% Q	27 5% Q	1 2% *	13 6% Q	20 6% Q	10 4% Q	9 4% Q	5 8% *	29 4% Q	26 8% c	2 2% *	10 6% Q	23 6% Q	9 3% Q	14 5% Q	16 4% Q	40 6% Q	45 5% Q	9 7% Q		
Prefer not to say	9 1%	6 1%	3 1%	2 *	6 2%	1 *	2 1%	2 1%	3 1%	2 1%	8 1%	1 *	2 1%	4 1%	- -	1 *	1 2% *	1 1% *	7 1% Q	4 1% Q	1 * Q	2 * Q	2 2% *	4 2% Q	1 * Q	2 1% Q	1 * Q	6 1% Q	1 * Q	2 2% *	1 1% Q	6 1% Q	1 * Q	1 * Q	3 1% Q	6 1% Q	5 * Q	2 2% Q			

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I,J,K,L,M,N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c,d/e,f/g/h,i,j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I,J,K,L,M,N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c,d/e,f/g/h,i,j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q2. Would you consider yourself to be someone who gambles?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
					else (E)			else (I)								
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I would consider myself to be someone that gambles	456 41%	456 41%	-	84 83% EFG*	64 48% G	140 62% EG	306 37%	45 90% JK*	25 74% **	69 83% K*	57 48%	56 55% *	42 52% *	133 54%	231 54%	176 53%
No, I would not consider myself to be someone that gambles	587 53%	587 53%	-	12 12% *	59 44% DF	70 31% D	489 59% DEF	4 8% *	9 26% **	13 15% H*	52 43% HJ	43 43% *	27 33% *	88 36%	159 37%	116 35%
Don't know / not sure	56 5%	56 5%	-	4 4% *	10 8% G	15 7% G	25 3%	1 2% *	- - **	1 1% *	9 8%	2 2% *	9 10% L*	23 9% L	34 8% L	32 10% LO
Prefer not to say	9 1%	9 1%	-	1 1% *	- -	1 * *	3 *	- - *	- - **	- - *	1 1%	- - *	4 5% LO*	3 1%	7 2%	7 2%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q3. How comfortable, or not, would you be at being described as a 'gambler'?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Very comfortable	170 15%	126 21% C	44 9%	66 17% F	69 18% F	35 10%	46 15% H	28 9%	56 21% H	40 18% H	128 17%	42 13%	51 20% N	41 13%	38 16%	24 15%	6 10% *	12 12% *	153 16%	46 16%	38 16%	76 15%	11 17% *	31 14%	42 14%	46 17%	45 18%	6 10% *	110 15%	48 15%	12 16% *	22 13%	47 11%	42 17%	59 21% fg	75 19% k	95 13%	157 16%	13 10%	
Somewhat comfortable	258 23%	169 28% C	89 18%	112 30% EF	86 22% 18%	60 18%	71 23%	77 26%	65 24%	45 20%	199 26% L	59 17%	52 21%	78 25%	55 23%	37 23%	10 18% *	26 27% *	222 23%	63 22%	56 23%	127 24%	12 19% *	49 23% b	87 28% b	56 20% b	62 25% b	3 6% *	161 22%	84 27%	12 17% *	39 23%	90 22%	48 20%	81 29% h	107 27% 21%	151 21%	214 22%	42 31% i	
Not very comfortable	278 25%	140 23%	134 27%	106 28% E	85 22% 25%	86 25%	81 26%	84 28%	60 23%	52 23%	191 25%	86 25%	60 24%	80 26%	58 24%	43 27%	12 21% *	25 26% *	241 25%	70 24%	50 21%	143 27%	15 25% *	67 31% y	62 20%	75 27%	62 25%	11 19% *	172 24%	85 27%	21 27% *	46 26%	103 25%	62 25%	67 24%	98 24%	179 25%	241 25%	35 26%	
Not at all comfortable	312 28%	114 19%	194 39% B	62 16% D	116 30% DE	135 39% DE	95 30%	85 28%	63 24%	69 30%	178 23%	134 39% K	71 28%	81 27%	72 30%	43 27%	24 42% NRS*	22 23% *	266 28%	85 29%	74 31%	140 27%	14 23% *	55 26%	103 33% a	75 27%	56 23%	22 38% a*	222 31% d	69 22%	21 28% *	47 27%	137 33% i	73 29% i	55 20%	89 22% j	223 31% j	278 29%	33 25%	
Don't know / not sure	83 8%	46 8%	38 8%	28 8%	32 8%	23 7%	20 6%	22 7%	21 8%	20 9%	66 9%	18 5%	17 7%	21 7%	17 7%	13 8%	6 10% *	10 10% *	68 7%	22 8%	19 8%	32 6%	10 16% v*	12 6%	18 6%	23 8%	18 7%	12 21% xyz*	47 7%	28 9%	8 11% *	18 11%	29 7%	21 8%	16 6%	30 8%	53 8%	73 8%	9 7%	
Prefer not to say	7 1%	5 1%	2 *	2 *	4 1%	2 1%	1 *	2 1%	1 1%	3 1%	6 1%	1 *	- -	5 2%	* *	1 1%	- -	1 1%	7 1%	3 1%	2 1%	3 1%	- -	3 1%	- -	- -	1 *	3 6% yza*	6 1%	- -	1 2% d*	1 1%	6 1%	- -	* *	1 *	6 1%	4 *	1 1%	

NET: Very/somewhat comfortable	428 39%	294 49% C	134 27%	177 47% EF	155 40% F	95 28%	117 37%	105 35%	120 45% H	85 37%	327 43% L	101 30%	103 41%	118 39%	92 39%	61 38%	16 27% *	37 40% *	375 39%	109 38%	94 39%	203 39%	23 37% *	80 37% b	129 41% b	102 37% b	108 44% b	9 16% *	270 38%	133 42%	25 33% *	61 35%	136 33%	91 37%	140 50% fgh	182 45% k	246 35%	371 38%	55 41%
NET: Not very/not at all comfortable	589 53%	254 42%	328 65% B	168 45% B	201 51% DE	220 65% DE	177 56% I	169 57% I	124 46%	120 53%	370 48% K	220 65% K	130 52%	161 53%	130 54%	86 53%	36 62% *	47 50% *	507 53%	154 54%	124 52%	282 54%	29 48% *	123 56%	166 53%	150 54%	118 48%	33 57% *	393 55%	155 49%	41 55% *	93 54%	240 58% i	135 55% i	122 44%	187 47% j	402 57% j	519 54%	68 51%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K,L,M,N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d,e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q3. How comfortable, or not, would you be at being described as a 'gambler'?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	PGSI 8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Very comfortable	170 15%	170 15%	-	32 32% EFG*	20 15%	49 21% EG	116 14%	23 46% JK*	8 25% **	30 37% K*	13 11%	19 19% *	10 13% *	54 22%	83 19%	64 19%
Somewhat comfortable	258 23%	258 23%	-	30 30% *	39 30%	68 30% G	177 22%	13 25% *	11 34% **	24 29% *	35 29%	35 35% *	22 26% *	77 31%	134 31%	99 30%
Not very comfortable	278 25%	278 25%	-	28 28% *	36 27%	63 28%	205 25%	11 22% *	8 25% **	19 23% *	39 33%	23 23% *	22 27% *	75 30%	121 28%	98 30%
Not at all comfortable	312 28%	312 28%	-	10 10% *	31 24% DF	41 18% D	258 31% DF	3 7% *	6 17% **	9 11% *	28 23% HJ	15 15% *	21 26% NOP*	30 12%	67 16% N	51 16% N
Don't know / not sure	83 8%	83 8%	-	-	6 5% D	6 3% D	65 8% DF	-	-	-	4 4%	8 8% *	4 5% *	9 4%	22 5%	14 4%
Prefer not to say	7 1%	7 1%	-	-	* *	* *	1 *	-	-	-	* *	-	2 2% *	2 1%	4 1%	4 1%

NET: Very/somewhat comfortable	428 39%	428 39%	-	62 62% EFG*	59 44%	116 51% EG	293 36%	35 71% K*	20 58% **	54 66% K*	48 40%	53 53% *	32 39% *	131 53% MP	217 50% M	164 50% M
NET: Not very/not at all comfortable	589 53%	589 53%	-	38 38% *	67 51%	103 46%	463 56% DF	14 29% *	14 42% **	28 34% *	67 56% HJ	39 39% *	44 53% *	105 42%	188 44%	149 45%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q4. Do you feel you personally have ever experienced harms from gambling, either from your own gambling or someone else's gambling?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region						Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254
Yes - through my gambling	112 5%	83 8%	28 3%	58 9%	41 5%	12 2%	38 6%	18 3%	35 8%	22 5%	93 7%	19 3%	35 7%	32 6%	14 3%	24 8%	2 2%	4 2%	106 6%	22 4%	25 6%	61 6%	4 4%	22 5%	33 6%	21 4%	33 8%	3 2%	72 5%	33 5%	7 3%	21 5%	21 3%	26 6%	44 9%	64 9%	48 3%	86 5%	26 10%
Yes - through someone else's gambling	168 8%	87 8%	78 7%	93 14%	50 6%	25 3%	54 9%	43 7%	42 9%	29 6%	135 10%	33 4%	39 8%	35 6%	38 8%	37 12%	9 9%	8 4%	150 8%	32 6%	40 9%	89 8%	6 6%	35 8%	46 8%	39 8%	42 10%	4 3%	119 9%	41 7%	8 4%	15 4%	55 7%	37 8%	60 12%	88 13%	79 5%	131 7%	35 14%
No - I have not personally experienced any harms from gambling	1693 79%	804 76%	877 82%	428 66%	631 80%	634 90%	467 79%	533 84%	318 72%	375 79%	1056 76%	637 85%	386 77%	441 79%	392 81%	228 74%	84 83%	162 86%	1447 78%	413 80%	333 77%	854 79%	93 82%	355 78%	461 78%	426 83%	331 77%	120 80%	1031 78%	486 79%	176 87%	342 85%	659 83%	353 78%	339 69%	471 69%	1222 84%	1529 82%	155 61%
Don't know / not sure	129 6%	61 6%	66 6%	52 8%	49 6%	29 4%	27 5%	33 5%	33 8%	36 8%	87 6%	42 6%	32 6%	35 6%	32 7%	14 5%	3 3%	13 7%	114 6%	31 6%	26 6%	64 6%	7 7%	33 7%	40 7%	23 4%	24 6%	10 7%	83 6%	40 6%	6 3%	21 5%	39 5%	25 6%	44 9%	51 7%	78 5%	98 5%	30 12%
Prefer not to say	48 2%	27 3%	20 2%	23 3%	17 2%	8 1%	11 2%	13 2%	14 3%	11 2%	32 2%	15 2%	12 2%	16 3%	9 2%	5 2%	3 3%	2 1%	42 2%	16 3%	13 3%	16 1%	2 2%	10 2%	14 2%	10 2%	3 1%	12 8%	23 2%	20 3%	4 2%	5 1%	22 3%	10 2%	10 2%	16 2%	32 2%	32 2%	8 3%

NET: Yes, experienced harm	272 13%	162 15%	106 10%	147 23%	88 11%	37 5%	88 15%	58 9%	76 17%	51 11%	221 16%	51 7%	72 14%	68 12%	51 11%	58 19%	11 11%	11 6%	249 13%	53 10%	63 14%	146 14%	11 9%	57 12%	77 13%	58 11%	73 17%	8 5%	187 14%	70 11%	15 7%	36 9%	75 9%	63 14%	98 20%	148 22%	124 9%	209 11%	60 24%
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i,j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M,N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i,j,k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q4. Do you feel you personally have ever experienced harms from gambling, either from your own gambling or someone else's gambling?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - through my gambling	112 5%	101 9%	11 1%	112 100%	8 5%	112 41%	-	50 100%	1 4%	51 58%	51 34%	6 6%	16 19%	71 29%	92 21%	87 26%
		C		EFG	G	EG		IJK*	*	IK*	I	*	L*	LO	L	LO
Yes - through someone else's gambling	168 8%	133 12%	34 4%	8 7%	168 100%	168 62%	-	3 5%	39 100%	41 46%	106 69%	7 7%	14 17%	81 33%	102 24%	95 29%
		C		G	DFG	DG		*	HJK*	H*	HJ	*	L*	LMOP	L	LMO
No - I have not personally experienced any harms from gambling	1693 79%	822 74%	857 87%	-	-	-	1693 100%	-	-	-	-	81 81%	40 49%	83 33%	204 47%	123 37%
			B				DEF	*	*	*		MNOP*	NP*		NP	N
Don't know / not sure	129 6%	50 4%	65 7%	-	-	-	-	-	-	-	-	6 6%	10 12%	17 7%	34 8%	27 8%
								*	*	*		*	*			
Prefer not to say	48 2%	10 1%	14 1%	-	-	-	-	-	-	-	-	-	2 3%	4 2%	6 1%	6 2%
								*	*	*		*	*			
NET: Yes, experienced harm	272 13%	226 20%	46 5%	112 100%	168 100%	272 100%	-	50 100%	39 100%	88 100%	153 100%	13 13%	30 36%	144 58%	187 43%	174 53%
		C		G	G	G		*	*	*		*	L*	LMOP	L	LMO

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q5. Here is a list of different ways in which people may experience harm from gambling. Which, if any, of the following types of harms have YOU personally ever experienced, either from your own gambling or someone else's?

All Adults who have experienced harms from gambling

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	289	162	123	159	95	35	135	55	54	45	243	46	78	67	58	60	11	15	263	46	67	167	9	53	76	64	88	8	199	73	17	38	79	65	107	158	131	224	63		
Weighted base	272	162	106	147	88	37	88	58	76	51	221	51	72	68	51	58	11	11	249	53	63	146	11	57	77	58	73	8	187	70	15	36	75	63	98	148	124	209	60		
Financial (e.g., debt, financial insecurity, reduced disposable income)	137 50%	78 48%	57 54%	60 41%	52 59% D*	25 67% D*	48 55%	28 47%	37 48%	25 49%	111 50%	26 50%	32 45%	30 44%	26 50%	34 58%	9 81%	6 54%	122 49%	24 46%	30 48%	77 53%	5 46%	22 39%	46 60%	25 43%	41 55%	3 41%	99 53%	29 41%	9 62%	20 55%	40 54%	33 53%	43 44%	72 49%	65 52%	111 53%	26 43%		
Emotional or psychological distress (e.g., mental health issues, shame)	113 42%	71 44%	41 39%	59 40%	40 45%	15 40%	29 33%	28 47%	40 52%	17 33%	85 39%	28 54%	33 46%	31 45%	14 28%	25 43%	4 37%	6 53%	103 41%	24 46%	24 38%	63 43%	2 18%	22 38%	39 51%	20 35%	29 40%	3 41%	74 39%	30 44%	9 61%	15 40%	30 40%	25 39%	44 45%	62 42%	52 42%	89 43%	24 39%		
Relationship (e.g., conflict or breakdown with friends or family)	105 39%	62 38%	42 40%	54 37%	33 37%	18 50%	34 38%	30 52%	28 37%	14 27%	86 39%	19 37%	29 40%	26 38%	15 29%	28 48%	4 32%	4 33%	98 39%	16 30%	20 32%	63 43%	6 54%	19 33%	28 37%	26 45%	31 43%	1 12%	79 42%	20 28%	7 46%	9 25%	32 43%	21 34%	42 43%	63 42%	42 34%	81 39%	21 35%		
Physical health (e.g., tiredness, loss of sleep, reduced self-care)	77 28%	56 35%	20 19%	45 31%	23 26%	10 26%	25 29%	16 28%	23 31%	12 25%	65 29%	13 25%	22 30%	17 25%	11 22%	23 39%	4 32%	1 12%	73 29%	19 35%	13 20%	46 31%	* 5%	8 14%	25 33%	13 23%	29 39%	2 31%	51 27%	22 31%	5 34%	11 31%	16 22%	17 27%	33 34%	49 33%	28 23%	65 31%	12 21%		
Issues at work or school (e.g., reduced performance, job loss)	49 18%	36 22%	11 11%	30 20%	16 18%	3 8%	20 22%	9 16%	19 25%	1 2%	45 20%	4 8%	13 18%	11 16%	9 18%	12 21%	2 14%	2 16%	45 18%	9 18%	10 15%	29 20%	* 5%	3 5%	15 19%	16 27%	16 21%	- -	35 19%	13 19%	1 8%	5 14%	11 15%	14 22%	18 19%	31 21%	18 14%	39 19%	10 17%		
Cultural (e.g., excluded from cultural practices and community activities, isolation)	44 16%	35 22%	9 8%	33 22%	10 11%	1 3%	19 21%	6 10%	18 24%	1 2%	39 18%	4 9%	12 17%	12 18%	5 10%	11 18%	2 16%	2 19%	40 16%	10 19%	10 16%	23 16%	- -	2 3%	14 19%	12 20%	16 22%	- -	34 18%	10 15%	- -	1 4%	12 16%	16 25%	14 15%	30 20%	14 11%	32 15%	12 19%		
Treated differently to others and / or judged	10 4%	7 4%	1 1%	4 3%	4 5%	2 5%	6 6%	3 5%	2 2%	- -	8 4%	2 4%	3 4%	3 4%	2 4%	3 4%	- -	- -	10 4%	4 8%	1 1%	5 3%	- -	2 4%	3 3%	3 5%	3 3%	- -	9 5%	1 2%	- -	1 3%	1 1%	2 4%	6 6%	8 5%	2 2%	8 4%	2 3%		
Other negative harms (please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / not sure	12 5%	7 4%	6 5%	6 4%	6 6%	1 3%	3 3%	1 2%	- -	8 17%	9 4%	3 7%	2 3%	4 6%	3 5%	2 3%	- -	1 9%	11 5%	4 8%	3 4%	5 3%	1 9%	5 9%	1 1%	3 5%	2 3%	1 17%	8 4%	3 5%	1 6%	1 2%	4 5%	4 6%	4 4%	7 4%	6 5%	7 3%	5 9%		
Prefer not to say	3 1%	1 1%	2 2%	2 1%	1 1%	1 1%	2 2%	- -	1 2%	- -	3 1%	- -	1 2%	- -	- -	1 2%	- -	1 4%	2 1%	- -	- -	3 2%	- -	- -	- -	- -	2 3%	1 9%	3 2%	- -	- -	- -	1 1%	2 4%	- -	* *	3 2%	2 1%	1 2%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,[[g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,[[g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q5. Here is a list of different ways in which people may experience harm from gambling. Which, if any, of the following types of harms have YOU personally ever experienced, either from your own gambling or someone else's?

All Adults who have experienced harms from gambling

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	289	237	52	120	178	289	-	55	38	92	165	13	33	151	197	184
Weighted base	272	226	46	112	168	272	-	50	39	88	153	13	30	144	187	174
Financial (e.g., debt, financial insecurity, reduced disposable income)	137 50%	112 50%	25 54% *	59 52%	81 48%	137 50%	- -	25 50% *	17 43% *	41 47% *	84 55%	7 56% **	17 58% **	62 43%	87 47%	80 46%
Emotional or psychological distress (e.g., mental health issues, shame)	113 42%	94 42%	19 42% *	54 48%	65 39%	113 42%	- -	18 36% *	17 44% *	35 39% *	70 46%	7 54% **	16 52% **	56 39%	79 42%	72 41%
Relationship (e.g., conflict or breakdown with friends or family)	105 39%	87 38%	18 40% *	36 32%	73 44% F	105 39%	- -	17 33% *	14 37% *	30 34% *	69 45%	4 29% **	9 29% **	57 40%	70 37%	66 38%
Physical health (e.g., tiredness, loss of sleep, reduced self-care)	77 28%	72 32% C	6 13% *	46 41% EF	36 21%	77 28% E	- -	25 50% K*	12 30% *	36 41% K*	37 24%	3 24% **	12 41% **	49 34%	64 34%	61 35%
Issues at work or school (e.g., reduced performance, job loss)	49 18%	41 18%	8 18% *	18 16%	34 20%	49 18%	- -	11 21% *	9 23% *	20 22% *	21 14%	- - **	2 8% **	37 26% O	40 21%	40 23%
Cultural (e.g., excluded from cultural practices and community activities, isolation)	44 16%	42 19% C	2 4% *	20 18%	31 18%	44 16%	- -	12 24% K*	11 28% K*	22 25% K*	16 10%	- - **	4 13% **	38 27% O	42 22%	42 24%
Treated differently to others and / or judged	10 4%	9 4%	1 2% *	6 5%	5 3%	10 4%	- -	4 8% *	1 2% *	5 5% *	4 3%	- - **	2 5% **	7 5%	9 5%	9 5%
Other negative harms (please specify)	- -	- -	- - *	- -	- -	- -	- -	- - *	- - *	- - *	- -	- - **	- - **	- -	- -	- -
Don't know / not sure	12 5%	7 3%	6 12% B*	5 5%	7 4%	12 5%	- -	1 1% *	3 7% *	3 4% *	4 3%	1 10% **	1 2% **	- -	2 1% NP	1 * N
Prefer not to say	3 1%	2 1%	1 1% *	2 2%	1 1%	3 1%	- -	1 1% *	- *	1 1% *	2 1%	- - **	1 4% **	1 1%	2 1%	2 1%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q6. You said that you have experienced some form of harm from either your own gambling or someone else's. Approximately, how many people, if any, have you told that you have experienced harm from gambling?

All Adults who have experienced harms from gambling

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	289	162	123	159	95	35	135	55	54	45	243	46	78	67	58	60	11	15	263	46	67	167	9	53	76	64	88	8	199	73	17	38	79	65	107	158	131	224	63	
Weighted base	272	162	106	147	88	37	88	58	76	51	221	51	72	68	51	58	11	11	249	53	63	146	11	57	77	58	73	8	187	70	15	36	75	63	98	148	124	209	60	
1 person	35 13%	19 12%	15 14%	17 12%	11 13%	6 16%	9 11%	8 14%	8 11%	9 18%	23 10%	12 23%	10 14%	5 8%	9 17%	6 10%	2 21%	2 22%	30 12%	6 11%	7 11%	19 13%	2 23%	8 13%	12 16%	6 10%	7 10%	2 21%	24 13%	9 12%	2 13%	5 13%	7 9%	11 18%	12 12%	20 14%	14 11%	25 12%	9 15%	
2-3 people	56 21%	33 21%	22 21%	36 24%	14 16%	6 17%	22 25%	12 21%	13 17%	9 18%	52 24%	4 8%	18 25%	10 14%	8 16%	16 27%	3 22%	2 22%	51 21%	11 20%	12 19%	30 21%	3 31%	10 18%	16 21%	12 21%	18 24%	-	42 22%	9 13%	5 33%	7 19%	14 18%	11 18%	24 25%	36 25%	20 16%	47 23%	9 15%	
4-5 people	16 6%	13 8%	3 3%	3 2%	11 13%	2 7%	6 7%	2 4%	6 9%	1 2%	15 7%	2 3%	1 1%	5 7%	5 9%	6 10%	-	-	16 6%	3 6%	3 4%	9 6%	2 14%	2 3%	3 4%	6 10%	6 8%	-	14 7%	1 2%	1 9%	4 10%	2 3%	3 5%	7 7%	9 6%	7 6%	13 6%	3 6%	
6-10 people	12 4%	10 6%	1 1%	8 6%	2 3%	1 3%	5 5%	2 3%	5 7%	-	11 5%	1 2%	* 1%	6 9%	5 10%	-	-	-	12 5%	1 2%	3 4%	8 6%	-	2 4%	1 1%	2 3%	7 10%	-	6 3%	5 7%	1 4%	1 2%	5 6%	1 1%	5 5%	5 3%	7 5%	10 5%	2 3%	
11-20 people	6 2%	2 1%	4 4%	1 1%	2 2%	2 7%	4 4%	1 2%	-	1 2%	6 3%	-	2 2%	1 2%	-	3 5%	-	-	6 2%	-	-	6 4%	-	1 2%	2 2%	* 1%	2 3%	-	4 2%	* 1%	1 8%	1 3%	3 4%	-	2 2%	1 1%	5 4%	5 2%	5 2%	1 2%
Over 20 people	4 2%	4 2%	1 *	2 1%	3 3%	-	2 2%	1 2%	1 2%	-	3 1%	1 2%	1 1%	2 3%	-	1 2%	-	1 6%	4 2%	1 2%	1 1%	3 2%	-	-	1 2%	1 1%	3 4%	-	3 2%	1 2%	-	-	1 1%	2 3%	2 2%	3 2%	2 1%	3 2%	1 2%	
No one	97 36%	57 35%	39 37%	61 41%	21 24%	15 40%	31 35%	18 31%	26 34%	23 45%	74 33%	24 46%	31 43%	25 38%	13 25%	21 37%	3 28%	3 28%	91 36%	21 40%	24 39%	50 34%	2 19%	26 46%	28 37%	20 34%	21 29%	2 25%	62 33%	31 45%	4 26%	17 46%	29 39%	25 40%	26 27%	49 33%	48 39%	68 33%	28 46%	
Don't know / not sure	46 17%	23 14%	22 21%	19 13%	23 26%	4 12%	9 10%	13 23%	16 21%	8 16%	38 17%	8 16%	9 13%	14 20%	12 23%	5 9%	3 28%	3 22%	40 16%	9 18%	14 22%	21 15%	1 13%	8 13%	14 18%	11 19%	9 12%	4 54%	32 17%	13 18%	1 8%	3 8%	14 19%	9 14%	20 20%	24 16%	21 17%	37 18%	7 12%	
Mean	3.11	3.58	2.34	2.22	5.21	2.38	3.58	4.74	2.64	1.15	3.44	1.67	1.80	3.86	2.31	4.82	1.00	2.98	3.19	2.15	2.34	3.84	1.79	1.53	2.08	2.84	5.66	0.46	3.44	2.22	2.98	1.74	3.13	2.14	4.33	3.15	3.05	3.49	1.92	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q6. You said that you have experienced some form of harm from either your own gambling or someone else's. Approximately, how many people, if any, have you told that you have experienced harm from gambling?

All Adults who have experienced harms from gambling

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	289	237	52	120	178	289	-	55	38	92	165	13	33	151	197	184
Weighted base	272	226	46	112	168	272	-	50	39	88	153	13	30	144	187	174
1 person	35 13%	30 13%	5 10% *	11 10%	26 15%	35 13%	-	3 5% *	7 19% *	10 11% H*	23 15%	6 43% **	3 10% **	13 9%	22 12% NP	16 9%
2-3 people	56 21%	49 22%	7 15% *	26 23%	33 20%	56 21%	-	15 31% *	8 20% *	23 26% *	30 20%	2 18% **	6 19% **	32 22%	40 21%	37 22%
4-5 people	16 6%	14 6%	2 5% *	10 9%	7 4%	16 6%	-	9 18% K*	2 4% *	11 12% IK*	6 4%	- **	2 5% **	10 7%	12 6%	12 7%
6-10 people	12 4%	12 5%	- - *	6 5%	6 3%	12 4%	-	1 2% *	3 9% *	4 5% *	5 4%	- **	1 4% **	10 7%	11 6%	11 6%
11-20 people	6 2%	3 1%	3 6% B*	1 1%	5 3%	6 2%	-	1 1% *	1 2% *	2 2% *	4 3%	- **	- **	2 1%	2 1%	2 1%
Over 20 people	4 2%	4 2%	- - *	1 1%	4 2%	4 2%	-	1 1% *	4 10% K*	4 4% K*	1 *	- **	- **	4 3%	4 2%	4 2%
No one	97 36%	77 34%	20 44% *	47 42%	53 31%	97 36%	-	19 37% *	11 30% *	30 34% *	54 35%	3 23% **	15 49% **	50 35%	67 36%	64 37%
Don't know / not sure	46 17%	37 16%	9 20% *	10 9%	36 21% DF	46 17% D	-	2 4% *	3 7% *	5 5% *	29 19% HI	2 16% **	4 12% **	24 17%	30 16%	28 16%
Mean	3.11	3.31	2.04 *	2.36 *	3.84	3.11	-	2.72 *	9.05 K*	5.08 *	2.10	0.94 **	1.28 **	4.12	3.43	3.61

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q7. Why didn't you tell anyone about the harms you experienced from gambling?

All Adults who have experienced harms from gambling and not told anyone

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total	Male	Female	18-34	35-54	55-75	AB	C1	C2	DE	ANY WORKING	ANY NOT WORKING	North	Midlands	South	London	Wales	Scotland	England	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted base	104	58	45	66	25	13	48	17	19	20	83	21	30	27	15	22	4	6	94	17	27	58	2	23	27	23	28	3	69	31	4	16	29	28	31	56	48	75	28	
Weighted base	97	57	39	61	21	15	31	18	26	23	74	24	31	25	13	21	3	3	91	21	24	50	2	26	28	20	21	2	62	31	4	17	29	25	26	49	48	68	28	
I worried that others would judge me	23 23%	14 25%	8 22%	13 22%	5 23%	4 29%	6 19%	6 34%	5 20%	5 24%	16 22%	7 28%	6 20%	6 24%	4 29%	4 21%	1 26%	1 32%	21 23%	6 28%	5 22%	11 22%	- -	7 27%	9 33%	3 14%	3 16%	- -	12 19%	10 33%	1 13%	3 21%	10 33%	5 20%	4 17%	9 18%	14 28%	17 25%	5 19%	
Didn't want people to know about my gambling	21 22%	14 24%	7 18%	11 19%	4 21%	5 34%	4 13%	5 27%	6 23%	6 27%	13 17%	8 34%	8 26%	4 15%	2 12%	6 28%	1 32%	1 16%	19 21%	4 18%	7 30%	9 18%	1 52%	6 21%	7 24%	4 19%	4 18%	1 52%	10 16%	10 31%	2 40%	9 57%	5 17%	4 15%	3 11%	6 13%	15 30%	16 24%	5 17%	
I felt able to deal with it by myself	21 21%	9 16%	11 29%	14 24%	2 10%	4 27%	6 19%	1 6%	8 29%	6 27%	13 18%	7 31%	8 25%	7 28%	2 18%	3 13%	- -	1 16%	20 22%	5 22%	9 37%	7 14%	- -	6 22%	7 25%	5 26%	3 14%	- -	14 22%	5 17%	1 36%	6 35%	6 20%	4 16%	5 20%	9 18%	12 25%	14 20%	7 25%	
I felt ashamed / guilty	19 19%	14 24%	5 13%	12 20%	3 15%	3 23%	3 10%	5 31%	4 17%	6 28%	16 21%	3 14%	5 15%	5 21%	3 20%	4 18%	2 58%	1 16%	17 18%	3 15%	5 19%	11 23%	- -	3 13%	10 35%	- -	5 22%	1 52%	7 11%	11 36%	1 27%	8 50%	6 19%	3 13%	2 6%	4 9%	15 30%	14 21%	5 16%	
I felt uncomfortable bringing up the topic	18 19%	12 20%	7 17%	9 15%	4 20%	5 34%	6 18%	3 15%	5 19%	5 23%	9 12%	9 39%	6 18%	5 18%	3 25%	3 12%	1 32%	1 36%	16 18%	2 12%	9 35%	7 14%	- -	5 19%	7 25%	3 14%	3 12%	1 52%	9 15%	8 24%	2 40%	6 37%	5 19%	4 15%	3 12%	7 14%	11 23%	17 24%	2 6%	
I felt others wouldn't understand	18 19%	13 22%	6 14%	15 25%	2 9%	1 7%	2 7%	5 30%	6 25%	4 18%	15 20%	3 14%	5 17%	5 19%	1 8%	7 33%	- -	- -	18 20%	3 16%	4 16%	11 22%	- -	5 20%	10 36%	1 4%	2 9%	- -	6 10%	12 39%	- -	7 41%	9 31%	1 5%	1 4%	4 9%	14 29%	12 18%	6 22%	
I worried it may upset someone	17 17%	11 19%	5 14%	8 14%	6 27%	2 17%	5 15%	2 9%	5 19%	5 23%	11 15%	6 24%	8 25%	5 18%	1 7%	3 15%	- -	- -	17 18%	7 33%	2 10%	7 14%	- -	4 16%	7 25%	2 9%	3 16%	- -	12 19%	5 15%	- -	3 18%	8 27%	1 5%	4 17%	7 15%	9 19%	13 18%	4 14%	
I worried it may lead to a confrontation (e.g., argument, violence, abuse)	16 16%	9 16%	6 15%	11 17%	5 23%	- -	8 27%	3 16%	3 12%	1 5%	11 15%	4 18%	8 25%	3 11%	1 9%	4 19%	- -	- -	16 17%	2 9%	5 20%	9 18%	- -	1 4%	3 11%	6 32%	5 25%	- -	11 18%	4 14%	- -	2 12%	1 3%	7 29%	5 20%	9 19%	6 13%	11 15%	5 18%	
I worried about losing things close to me (e.g., child custody, employment, healthcare)	11 11%	8 15%	3 7%	8 13%	2 11%	1 3%	4 13%	1 5%	6 24%	- -	7 10%	4 16%	3 11%	5 20%	1 8%	* 2%	- -	1 31%	10 11%	3 16%	2 9%	5 11%	- -	2 9%	5 19%	2 12%	1 4%	- -	6 9%	5 15%	1 13%	1 3%	4 15%	2 9%	4 15%	6 11%	5 11%	7 10%	4 15%	
I didn't know who to turn to	9 9%	2 4%	6 16%	5 9%	1 6%	2 14%	3 9%	2 11%	2 9%	2 7%	9 12%	- -	4 12%	2 6%	1 9%	2 10%	- -	- -	9 10%	- -	1 4%	8 16%	- -	2 6%	3 10%	1 5%	3 16%	- -	8 13%	1 3%	- -	1 5%	3 11%	2 7%	3 11%	5 10%	4 8%	4 6%	4 14%	
I wanted to continue gambling / didn't want to stop	7 7%	4 7%	2 5%	3 6%	3 12%	1 7%	5 15%	2 13%	- -	- -	6 8%	1 4%	2 8%	- -	1 5%	4 18%	- -	- -	7 8%	1 5%	1 4%	5 10%	- -	1 4%	1 5%	1 6%	3 15%	- -	4 6%	3 9%	- -	2 12%	- -	4 17%	1 3%	4 9%	2 5%	5 8%	2 6%	
Other (please specify)	1 1%	- -	1 1%	- -	1 3%	- -	1 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 18%	- -	- -	1 2%	- -	- -	- -	- -	- -	1 3%	- -	1 1%	- -	- -	- -	- -	1 2%	- -	1 2%	- -	1 1%	1 1%	- -	
N/A - there were no reasons	13 13%	9 16%	4 9%	5 9%	4 17%	4 25%	3 10%	3 16%	- -	6 28%	10 13%	3 11%	1 2%	7 26%	2 13%	2 10%	1 29%	* 15%	11 12%	3 15%	2 6%	7 14%	1 48%	6 21%	1 3%	3 16%	2 12%	* 25%	10 16%	1 3%	1 38%	1 9%	4 12%	4 17%	3 13%	7 14%	6 12%	8 12%	4 15%	
Prefer not to say	5 5%	4 6%	1 3%	* 1%	2 8%	3 19%	* 1%	- -	3 11%	2 7%	3 4%	2 8%	3 9%	- -	- -	2 7%	* 14%	- -	4 5%	3 15%	* 2%	1 3%	- -	2 6%	2 6%	1 6%	- -	* 22%	4 7%	* 1%	- -	- -	2 5%	3 12%	* 2%	3 7%	2 3%	5 7%	- -	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q7. Why didn't you tell anyone about the harms you experienced from gambling?

All Adults who have experienced harms from gambling and not told anyone

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else		No (G)	Yes myself (H)	Yes someone else		No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
					NET: Yes (E)	No (F)			NET: Yes (I)	No (J)						
Unweighted base	104	82	22	49	57	104	-	20	10	30	60	3	14	55	72	69
Weighted base	97	77	20	47	53	97	-	19	11	30	54	3	15	50	67	64
I worried that others would judge me	23 23%	20 26%	3 13%	14 30%	11 20%	23 23%	-	3 17%	3 26%	6 21%	15 28%	-	5 33%	13 25%	17 26%	17 27%
Didn't want people to know about my gambling	21 22%	19 25%	2 8%	17 35%	5 9%	21 22%	-	6 34%	1 9%	8 25%	13 23%	-	5 34%	12 24%	17 25%	17 27%
I felt able to deal with it by myself	21 21%	16 20%	5 25%	14 30%	7 13%	21 21%	-	3 16%	-	3 10%	15 27%	1 29%	5 36%	7 15%	14 20%	13 20%
I felt ashamed / guilty	19 19%	16 21%	3 15%	15 32%	6 12%	19 19%	-	5 24%	2 17%	6 21%	12 23%	-	2 13%	11 22%	13 19%	13 20%
I felt uncomfortable bringing up the topic	18 19%	15 19%	4 18%	12 25%	7 13%	18 19%	-	2 9%	3 23%	4 14%	14 26%	-	4 29%	8 16%	12 18%	12 19%
I felt others wouldn't understand	18 19%	17 22%	1 5%	10 21%	10 19%	18 19%	-	* 3%	2 20%	3 9%	14 27%	-	1 6%	13 26%	14 20%	14 21%
I worried it may upset someone	17 17%	15 19%	2 9%	8 18%	9 17%	17 17%	-	3 16%	2 20%	5 18%	10 19%	-	2 17%	11 22%	13 20%	13 21%
I worried it may lead to a confrontation (e.g., argument, violence, abuse)	16 16%	14 18%	1 7%	8 17%	8 16%	16 16%	-	7 40%	2 15%	9 31%	6 12%	-	-	14 28%	14 21%	14 22%
I worried about losing things close to me (e.g., child custody, employment, healthcare)	11 11%	11 14%	-	4 9%	7 14%	11 11%	-	4 20%	-	4 12%	7 13%	-	2 12%	9 19%	11 16%	11 17%
I didn't know who to turn to	9 9%	8 11%	* 2%	3 5%	6 12%	9 9%	-	-	3 24%	3 9%	5 9%	-	3 22%	5 10%	8 12%	8 13%
I wanted to continue gambling / didn't want to stop	7 7%	7 9%	-	3 7%	4 7%	7 7%	-	1 6%	1 11%	2 8%	3 6%	-	1 5%	5 11%	6 9%	6 9%
Other (please specify)	1 1%	-	1 3%	-	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	-	-
N/A - there were no reasons	13 13%	7 9%	6 28%	8 16%	5 9%	13 13%	-	1 8%	-	1 5%	6 12%	* 16%	2 15%	1 1%	3 5%	3 4%
Prefer not to say	5 5%	4 5%	1 6%	2 4%	3 6%	5 5%	-	2 9%	-	2 5%	2 3%	2 54%	-	* 1%	2 3%	* 1%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q8. Do you feel you are CURRENTLY experiencing any form of harm from gambling, either from your own gambling or someone else's?

All Adults who have experienced harms from gambling

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	289	162	123	159	95	35	135	55	54	45	243	46	78	67	58	60	11	15	263	46	67	167	9	53	76	64	88	8	199	73	17	38	79	65	107	158	131	224	63	
Weighted base	272	162	106	147	88	37	88	58	76	51	221	51	72	68	51	58	11	11	249	53	63	146	11	57	77	58	73	8	187	70	15	36	75	63	98	148	124	209	60	
Yes - through my gambling	50 18%	37 23%	12 11%	23 16%	26 29%	2 5%	22 25%	6 11%	17 23%	4 8%	46 21%	4 8%	18 24%	12 18%	8 16%	12 20%	1 9%	- -	49 20%	10 19%	12 18%	27 19%	2 14%	5 9%	16 21%	9 15%	20 27%	1 9%	39 21%	11 16%	1 5%	9 26%	6 8%	14 22%	21 21%	36 24%	14 11%	41 20%	9 15%	
Yes - through someone else's gambling	39 14%	28 18%	10 10%	26 18%	8 9%	4 12%	12 14%	9 16%	10 14%	7 14%	32 15%	6 13%	8 11%	6 10%	10 20%	10 16%	2 21%	2 18%	34 14%	9 16%	8 12%	21 14%	2 15%	9 17%	11 15%	5 9%	13 18%	- -	29 15%	9 13%	1 5%	2 6%	13 17%	8 13%	16 16%	24 17%	14 12%	30 15%	8 14%	
No - I am not currently experiencing any harms from gambling	153 56%	81 50%	69 65%	78 53%	46 52%	29 77%	46 53%	37 64%	40 52%	29 58%	117 53%	36 70%	36 49%	43 64%	24 46%	36 61%	5 48%	9 78%	138 55%	25 47%	33 53%	88 60%	6 58%	30 53%	45 58%	34 59%	38 52%	5 70%	100 53%	40 58%	13 85%	22 61%	49 66%	31 49%	51 52%	70 47%	82 66%	117 56%	35 58%	
Don't know / not sure	23 8%	14 8%	8 8%	16 11%	6 7%	1 3%	5 6%	4 7%	5 6%	9 18%	20 9%	3 6%	8 11%	5 8%	7 14%	1 1%	1 8%	* 4%	22 9%	7 13%	8 12%	8 6%	- -	9 16%	5 6%	6 11%	3 4%	- -	15 8%	7 10%	1 6%	2 5%	6 8%	8 12%	8 8%	14 9%	10 8%	15 7%	8 13%	
Prefer not to say	8 3%	2 1%	6 6%	4 2%	3 4%	1 3%	3 3%	1 2%	3 5%	1 2%	7 3%	2 3%	3 4%	1 1%	2 4%	1 1%	1 13%	- -	7 3%	2 4%	2 4%	2 2%	1 13%	3 6%	- -	3 6%	- -	2 21%	6 3%	2 3%	- -	1 2%	1 2%	2 4%	4 4%	4 3%	4 3%	6 3%	1 1%	
NET: Yes, from myself or someone else	88 32%	65 40%	22 21%	49 33%	33 37%	6 17%	34 38%	16 27%	28 37%	11 22%	78 35%	11 21%	25 35%	18 27%	18 35%	21 36%	3 30%	2 18%	83 33%	19 35%	19 31%	47 32%	3 29%	15 26%	27 36%	14 24%	32 43%	1 9%	66 35%	20 29%	1 9%	12 32%	19 25%	22 35%	36 36%	60 40%	28 23%	71 34%	17 28%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M/N,O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i,j,k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q/R/S,T/U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i,j,k,l/m Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q8. Do you feel you are CURRENTLY experiencing any form of harm from gambling, either from your own gambling or someone else's?

All Adults who have experienced harms from gambling

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	289	237	52	120	178	289	-	55	38	92	165	13	33	151	197	184
Weighted base	272	226	46	112	168	272	-	50	39	88	153	13	30	144	187	174
Yes - through my gambling	50 18%	50 22%	1 1%	50 45%	3 2%	50 18%	-	50 100%	1 2%	50 57%	-	2 13%	4 13%	43 30%	49 26%	47 27%
		C	*	EF		E		IJK*	*	IK*		**	**	O		
Yes - through someone else's gambling	39 14%	33 15%	5 12%	1 1%	39 23%	39 14%	-	1 1%	39 100%	39 44%	-	3 24%	3 10%	26 18%	32 17%	29 17%
			*	DF	DF	D		*	HJK*	HK*		**	**			
No - I am not currently experiencing any harms from gambling	153 56%	120 53%	33 72%	51 46%	106 63%	153 56%	-	-	-	-	153 100%	8 64%	21 69%	56 39%	85 46%	77 44%
			B*	DF	DF	D		*	*	*	HU	**	**		N	N
Don't know / not sure	23 8%	18 8%	5 11%	10 9%	13 8%	23 8%	-	-	-	-	-	-	2 7%	15 10%	17 9%	17 10%
			*					*	*	*		**	**			
Prefer not to say	8 3%	6 3%	2 4%	-	8 5%	8 3%	-	-	-	-	-	-	-	5 3%	5 3%	5 3%
			*		D	D		*	*	*		**	**			
NET: Yes, from myself or someone else	88 32%	82 36%	6 13%	51 45%	41 24%	88 32%	-	50 100%	39 100%	88 100%	-	5 36%	7 23%	68 48%	80 43%	75 43%
		C	*	EF		E		K*	K*	K*		**	**	OP		

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q9. Do you think anyone you know personally has EVER experienced harms from their own gambling?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes, I think I know someone personally that has experienced harms from their gambling	452 21%	241 23%	206 19%	168 26% EF	158 20%	126 18%	135 23% H	111 17%	110 25% H	96 20%	328 23% L	125 17%	100 20%	102 18%	118 24% N	75 24%	19 19% *	38 20%	394 21%	106 21%	95 22%	226 21%	25 22% *	87 19%	137 23% b	99 19%	109 25% XZb	21 14%	290 22%	120 19%	42 21%	77 19%	155 19%	101 22%	119 24%	186 27% k	267 18%	390 21%	61 24%		
No, I do not think I know someone personally that has experienced harms from their gambling	1325 62%	625 59%	689 65% B	380 59%	480 61%	464 66% D	376 63% I	426 67% U	247 56%	276 58%	837 60%	488 65% K	299 60%	373 67% MOS	286 59%	184 60%	62 61% *	121 65%	1142 62%	300 59%	274 63%	682 63%	68 60% *	281 62%	361 61%	336 65%	261 60%	86 58%	816 62%	385 63%	124 62%	256 63% i	517 65% i	277 61%	275 56%	380 55%	945 65% j	1169 63%	149 59%		
Don't know / not sure	320 15%	162 15%	156 15%	89 14%	122 16%	109 15%	71 12%	87 14%	74 17% G	88 19% G	196 14%	124 17%	87 17%	73 13%	74 15%	44 14%	18 17% *	25 13%	277 15%	91 18%	59 14%	149 14%	20 18% *	73 16%	82 14%	71 14%	57 13%	38 25% XYZa	193 15%	94 15%	33 16%	65 16%	103 13%	67 15%	85 17% g	103 15%	217 15%	275 15%	40 16%		
Prefer not to say	45 2%	26 3%	17 2%	12 2%	24 3% F	8 1%	11 2%	12 2%	9 2%	12 3%	36 3%	9 1%	16 3%	12 2%	8 2%	3 1%	3 3% *	3 2%	39 2%	15 3%	7 2%	23 2%	- - *	13 3%	12 2%	10 2%	5 1%	5 4%	26 2%	17 3%	2 1%	5 1%	20 3%	6 1%	13 3%	17 2%	28 2%	35 2%	4 1%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I,J,K,L,M,N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I,J,K,L,M,N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q9. Do you think anyone you know personally has EVER experienced harms from their own gambling?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes	NET: Yes	No	Yes myself	Yes	NET: Yes	No	1-2 (low risk)	3-7	8+	1+	3+
					someone				someone				(moderate risk)	(problem gambler)		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I think I know someone personally that has experienced harms from their gambling	452 21%	306 28%	144 15%	65 58%	89 53%	150 55%	287 17%	43 85%	28 73%	70 80%	75 49%	34 33%	34 42%	99 40%	167 39%	133 40%
		C		G	G	G		K*	K*	K*		*	*			
No, I do not think I know someone personally that has experienced harms from their gambling	1325 62%	675 61%	642 65%	32 28%	60 35%	89 33%	1183 70%	7 15%	11 27%	18 20%	63 41%	54 54%	36 44%	121 49%	211 49%	157 48%
							DEF	*	*	*	HJ	*	*			
Don't know / not sure	320 15%	111 10%	186 19%	14 13%	15 9%	28 10%	219 13%	- *	- *	- *	15 10%	12 12%	10 12%	22 9%	43 10%	32 10%
			B								HJ	*	*			
Prefer not to say	45 2%	16 1%	10 1%	1 1%	5 3%	5 2%	4 *	- *	- *	- *	- *	1 1%	2 3%	6 3%	10 2%	9 3%
					G	G		*	*	*		*	*			

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q10. Do you think anyone you know personally has EVER experienced harms from their own gambling? This could include family members, friends, work colleagues or other people you know.

All Adults who know someone who they think has experienced harms from gambling

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	476	251	220	185	170	121	211	107	78	80	364	112	112	104	122	75	21	42	413	90	99	267	20	77	135	112	132	20	306	129	41	75	156	114	131	204	272	406	68		
Weighted base	452	241	206	168	158	126	135	111	110	96	328	125	100	102	118	75	19	38	394	106	95	226	25	87	137	99	109	21	290	120	42	77	155	101	119	186	267	390	61		
Yes, I have spoken to the person I thought may be experiencing harms about their gambling	226 50%	129 54%	93 45%	90 53%	73 46%	63 50%	69 51%	58 53%	52 47%	47 48%	169 51%	57 46%	57 57%	53 52%	54 46%	35 47%	9 48%	18 46%	199 50%	53 50%	47 50%	115 51%	11 43%	43 50%	72 52%	48 48%	55 50%	9 43%	137 47%	64 53%	25 60%	40 51%	78 50%	57 57%	51 43%	102 55%	124 47%	193 50%	33 55%		
No, I have not spoken to the person I thought may be experiencing harms about their gambling	179 39%	91 38%	86 42%	66 39%	61 39%	51 41%	53 39%	42 38%	46 41%	38 40%	126 38%	53 43%	31 31%	38 38%	52 44%	31 41%	9 45%	17 45%	153 39%	42 39%	36 38%	89 39%	12 48%	35 40%	52 38%	42 42%	45 41%	4 20%	116 40%	49 41%	14 33%	34 43%	58 38%	32 32%	54 46%	66 36%	113 42%	156 40%	21 34%		
Not applicable – they only experienced harms about their gambling before I met them	39 9%	16 7%	23 11%	11 6%	21 13%	8 6%	12 9%	11 9%	11 10%	6 6%	30 9%	9 7%	10 10%	9 8%	10 8%	9 12%	1 3%	1 3%	37 9%	8 8%	11 12%	19 8%	2 6%	5 6%	12 9%	8 8%	9 8%	5 25%	34 12%	5 4%	1 1%	3 4%	14 9%	10 10%	13 11%	17 9%	22 8%	33 8%	7 11%		
Prefer not to say	8 2%	4 2%	4 2%	2 1%	3 2%	4 3%	1 1%	- -	2 1%	5 5%	3 1%	5 4%	1 1%	2 2%	2 2%	- -	1 4%	2 5%	5 1%	4 3%	- -	4 2%	1 3%	3 4%	1 1%	2 2%	- -	2 12%	4 1%	2 2%	2 6%	1 1%	5 3%	2 2%	1 1%	1 *	8 3%	8 2%	- -		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q10. Do you think anyone you know personally has EVER experienced harms from their own gambling? This could include family members, friends, work colleagues or other people you know.

All Adults who know someone who they think has experienced harms from gambling

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes	NET: Yes	No	Yes myself	Yes	NET: Yes	No	1-2 (low risk)	3-7	8+	1+	3+
					someone				someone				(moderate risk)	(problem gambler)		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted base	476	321	153	70	101	165	298	47	27	73	86	32	37	106	175	143
Weighted base	452	306	144	65	89	150	287	43	28	70	75	34	34	99	167	133
Yes, I have spoken to the person I thought may be experiencing harms about their gambling	226 50%	163 53%	63 43%	44 67% G*	61 68% G*	101 67% G	114 40%	28 66% *	17 60% **	44 63% *	54 72% *	17 52% **	21 63% *	59 60% *	98 59%	81 61%
No, I have not spoken to the person I thought may be experiencing harms about their gambling	179 39%	116 38%	60 42%	17 26% *	25 28% *	41 27%	134 47% DEF	12 28% *	8 29% **	20 29% *	18 24% *	14 42% **	12 35% *	31 32% *	57 34%	43 33%
Not applicable – they only experienced harms about their gambling before I met them	39 9%	21 7%	18 12%	4 7% *	4 4% *	8 5%	30 11%	3 6% *	3 11% **	6 8% *	2 3% *	- - **	1 3% *	8 8% *	9 5%	9 7%
Prefer not to say	8 2%	5 2%	4 2%	- - *	- - *	- - -	8 3% F	- - *	- - **	- - *	- - *	2 7% **	- - *	- - *	2 1% NP	- -

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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 Gambling Harms Stigma Research - January 2023
 Adults aged 18-75 in Great Britain

Q11. What has prevented you from talking to them about it?

All Adults who had not spoken to someone they thought was experiencing harms from gambling

	Gender			Age			Social grade			Employment status			Region							Education				Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	A8 (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NVQ 12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000-£54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	191	100	90	77	66	48	85	42	32	32	144	47	37	44	53	28	10	19	162	36	37	109	9	29	53	50	54	5	120	57	14	32	59	39	61	75	116	162	27	
Weighted base	179	91	86	66	61	51	53	42	46	38	126	53	31	38	52	31	9	17	153	42	36	89	12	35	52	42	45	4	116	49	14	34	58	32	54	66	113	156	21	
I would feel uncomfortable bringing up the topic	61 34%	27 29%	33 38%	22 33%	23 37%	16 31%	20 38%	14 34%	13 28%	13 35%	45 36%	15 29%	14 44%	7 18%	17 33%	12 40%	4 45%	6 35%	51 33%	11 28%	13 35%	32 36%	5 41%	8 24%	15 28%	15 35%	19 42%	4 88%	37 32%	16 33%	8 58%	12 36%	21 36%	10 31%	17 32%	23 35%	38 34%	54 34%	7 34%	
I wouldn't want to invade their privacy	51 28%	28 31%	22 26%	14 21%	18 30%	18 36%	17 33%	17 41%	5 10%	11 29%	37 30%	13 25%	10 30%	11 29%	11 21%	9 30%	5 61%	5 27%	41 27%	9 21%	10 28%	28 32%	4 30%	5 14%	13 26%	12 27%	19 43%	2 41%	33 28%	15 30%	3 23%	10 30%	15 26%	13 39%	13 23%	16 24%	35 31%	44 28%	6 27%	
I would worry how they would react (e.g., argument, violence, abuse)	37 21%	17 18%	21 24%	13 20%	15 25%	9 18%	10 20%	12 28%	9 20%	6 15%	26 21%	12 22%	6 19%	8 21%	9 18%	4 13%	4 47%	6 34%	27 18%	3 8%	10 29%	24 27%	-	7 20%	12 23%	9 22%	7 15%	3 63%	22 19%	13 27%	2 11%	6 19%	11 20%	5 17%	14 26%	13 19%	25 22%	32 21%	5 24%	
I would worry about making them feel ashamed / guilty	34 19%	19 21%	15 17%	16 24%	9 14%	9 18%	12 23%	10 24%	7 16%	5 12%	25 20%	9 16%	9 28%	7 19%	8 16%	5 17%	3 29%	2 12%	29 19%	5 12%	6 18%	17 20%	5 43%	3 8%	13 25%	8 20%	9 20%	1 17%	24 21%	8 16%	2 13%	3 8%	11 18%	5 17%	15 28%	18 27%	16 14%	30 19%	4 20%	
I feel I wouldn't understand / be able to help them	30 17%	18 20%	12 13%	14 22%	12 19%	4 7%	11 21%	4 9%	10 22%	5 12%	25 20%	5 9%	9 27%	5 13%	6 12%	7 21%	1 10%	3 16%	26 17%	8 20%	6 17%	13 15%	2 18%	5 14%	7 18%	7 21%	10 12%	*	18 16%	10 21%	1 9%	6 17%	7 14%	4 14%	12 22%	12 18%	18 16%	28 18%	2 9%	
I wouldn't think it would achieve anything	29 16%	15 16%	14 16%	8 12%	8 14%	12 23%	11 21%	5 11%	4 9%	9 23%	18 15%	10 19%	8 25%	6 16%	6 12%	5 18%	1 15%	1 8%	26 17%	3 7%	6 15%	15 17%	5 42%	7 21%	7 14%	7 17%	6 13%	1 17%	18 16%	9 19%	1 10%	6 18%	13 23%	4 11%	6 10%	7 11%	21 19%	26 16%	3 14%	
I feel they should be able to deal with it themselves / shouldn't need my help	19 11%	13 14%	6 7%	10 15%	7 11%	2 5%	5 10%	1 3%	6 13%	7 17%	16 12%	3 6%	6 18%	4 11%	5 9%	4 12%	1 10%	-	18 12%	7 17%	1 3%	9 10%	2 18%	3 9%	7 13%	5 12%	4 9%	-	14 12%	5 10%	-	1 2%	6 10%	1 4%	11 21%	11 16%	8 7%	16 10%	3 16%	
I feel it's not something people talk about due to the stigma around it	17 9%	11 12%	4 5%	8 13%	2 4%	6 12%	5 9%	2 5%	3 8%	6 17%	13 11%	3 6%	6 20%	1 3%	7 13%	1 3%	2 22%	-	15 10%	5 12%	5 13%	6 6%	1 10%	2 6%	5 10%	6 14%	3 6%	1 24%	11 10%	5 9%	5 7%	5 16%	2 8%	7 9%	5 9%	6 10%	11 9%	14 9%	3 14%	
Don't know them that well / rarely see them	15 9%	5 5%	11 12%	3 4%	5 8%	8 15%	1 2%	10 24%	3 6%	1 4%	6 5%	9 17%	-	7 18%	5 9%	2 7%	* 5%	1 7%	14 9%	3 6%	5 14%	8 9%	-	1 3%	10 18%	2 4%	3 7%	-	13 12%	2 4%	-	2 6%	8 14%	2 5%	3 6%	3 5%	12 11%	14 9%	1 7%	
I would get annoyed / frustrated at them	10 5%	8 9%	1 2%	8 12%	1 2%	1 2%	6 12%	2 4%	1 2%	1 3%	9 7%	* 1%	2 6%	2 6%	1 2%	2 6%	3 32%	-	7 5%	1 2%	2 6%	6 7%	1 8%	2 6%	3 5%	3 8%	2 4%	-	8 7%	2 5%	-	-	3 5%	1 5%	5 10%	7 11%	2 2%	5 3%	5 25%	
Others have tried (and failed)	6 3%	2 2%	4 4%	3 4%	2 3%	1 3%	1 1%	2 4%	2 4%	1 4%	2 2%	3 5%	1 2%	1 2%	2 4%	1 4%	-	-	6 4%	-	2 5%	4 5%	-	3 9%	-	1 3%	1 3%	-	2 2%	3 7%	-	1 4%	1 1%	1 3%	2 4%	3 5%	2 2%	6 4%	-	
Lack of experience / my lack of knowledge would hinder me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	3 2%	-	3 4%	-	2 3%	2 3%	1 1%	-	2 3%	1 3%	3 2%	-	1 2%	1 3%	2 3%	-	-	-	3 2%	2 4%	1 3%	1 1%	-	-	1 2%	2 4%	1 1%	-	2 2%	-	1 7%	1 3%	2 4%	-	-	-	-	3 3%	3 2%	-
Nothing would prevent me / I would speak to them	11 6%	4 4%	7 8%	2 3%	6 10%	3 5%	2 5%	3 8%	3 6%	2 5%	6 5%	5 9%	4 4%	1 7%	3 7%	4 7%	-	3 18%	8 5%	3 7%	2 6%	4 5%	1 9%	4 11%	3 6%	3 8%	1 2%	-	7 6%	3 6%	1 9%	3 9%	4 6%	1 4%	2 4%	2 3%	2 3%	9 8%	11 7%	-
Prefer not to say	5 3%	2 2%	4 5%	1 2%	2 4%	2 4%	1 1%	1 3%	2 5%	2 4%	4 3%	2 3%	2 5%	-	2 5%	2 5%	-	-	5 4%	3 7%	2 6%	1 1%	-	2 4%	1 2%	1 3%	2 4%	-	5 5%	-	-	-	3 5%	1 3%	2 3%	2 3%	3 3%	4 3%	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i,j,k,l,m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h,i,j,k,l,m Minimum Base: 30(**) Small Base: 100(*)

Q11. What has prevented you from talking to them about it?

All Adults who had not spoken to someone they thought was experiencing harms from gambling

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	191	124	65	19	29	47	141	13	8	21	23	13	13	35	61	48
Weighted base	179	116	60	17	25	41	134	12	8	20	18	14	12	31	57	43
I would feel uncomfortable bringing up the topic	61 34%	35 30%	24 39%	6 34%	8 33%	14 34%	47 35%	4 36%	3 34%	7 35%	6 34%	4 32%	2 14%	9 29%	15 27%	11 25%
I wouldn't want to invade their privacy	51 28%	36 31%	14 24%	5 30%	3 12%	8 20%	42 32%	3 26%	- -	3 15%	5 28%	8 57%	4 35%	6 19%	18 31%	10 23%
I would worry how they would react (e.g., argument, violence, abuse)	37 21%	22 19%	14 24%	3 19%	7 27%	9 23%	27 20%	2 19%	2 19%	4 19%	6 31%	5 33%	2 15%	4 12%	10 17%	5 12%
I would worry about making them feel ashamed / guilty	34 19%	24 21%	10 16%	5 27%	5 19%	9 22%	25 19%	5 39%	1 18%	6 31%	2 10%	7 52%	2 14%	8 26%	17 30%	10 23%
I feel I wouldn't understand / be able to help them	30 17%	24 20%	4 7%	4 20%	5 21%	8 19%	22 16%	4 29%	3 32%	6 30%	2 10%	4 28%	3 23%	9 30%	16 28%	12 28%
I wouldn't think it would achieve anything	29 16%	18 15%	11 18%	1 8%	3 14%	5 12%	23 17%	- -	* 6%	* 2%	4 24%	2 13%	3 21%	2 6%	6 11%	4 10%
I feel they should be able to deal with it themselves / shouldn't need my help	19 11%	14 12%	5 9%	3 15%	4 15%	6 14%	13 10%	1 12%	* 5%	2 9%	3 15%	1 6%	3 21%	6 19%	9 16%	9 20%
I feel it's not something people talk about due to the stigma around it	17 9%	11 9%	6 10%	2 9%	3 13%	4 10%	12 9%	1 5%	1 13%	2 8%	3 14%	3 24%	- -	6 18%	9 16%	6 13%
Don't know them that well / rarely see them	15 9%	6 5%	9 15%	- -	- -	- -	15 11%	- -	- -	- -	- -	- -	- -	- -	- -	- -
I would get annoyed / frustrated at them	10 5%	10 8%	- -	3 17%	3 11%	5 12%	5 3%	3 21%	- -	3 12%	3 14%	1 6%	1 9%	7 21%	8 15%	8 17%
Others have tried (and failed)	6 3%	2 2%	4 6%	- -	2 7%	2 4%	4 3%	- -	2 21%	2 8%	- -	- -	1 9%	- -	1 2%	1 2%
Lack of experience / my lack of knowledge would hinder me	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other (please specify)	3 2%	3 3%	- -	- -	1 4%	1 2%	2 2%	- -	- -	- -	1 5%	- -	- -	- -	- -	- -
Nothing would prevent me / I would speak to them	11 6%	7 6%	3 5%	1 4%	- -	1 2%	8 6%	1 6%	- -	1 4%	- -	- -	1 7%	1 2%	2 3%	2 4%
Prefer not to say	5 3%	4 4%	1 2%	- -	2 8%	2 5%	3 3%	- -	- -	- -	2 11%	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H/I/J,K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H/I/J,K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023
 PUBLIC
 Gambling Harms Stigma Research - January 2023
 Adults aged 18-75 in Great Britain

Q11. In general, if someone you know was experiencing harms from their gambling, what, if anything, would prevent you from talking to them about it?
 All Adults who had spoken to someone they thought was experiencing harms from gambling or had not encountered this scenario

	Gender			Age			Social grade			Employment status			Region							Education					Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NVQ 12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000-£54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)			
Unweighted base	1951	924	1009	609	740	602	802	550	259	340	1369	582	471	515	426	273	97	169	1685	404	373	1091	83	370	487	487	467	140	1218	559	174	351	723	419	458	654	1297	1703	230			
Weighted base	1963	963	983	583	724	656	539	595	395	435	1271	692	470	521	433	276	93	171	1700	472	398	991	102	419	539	474	386	145	1209	567	187	370	736	419	438	620	1344	1713	233			
I would worry how they would react (e.g., argument, violence, abuse)	459 23%	189 20%	264 27% B	125 21%	181 25%	154 23%	141 26% I	152 26% I	66 17%	100 23%	291 23%	168 24%	117 25%	127 24%	90 21%	63 23%	25 27% *	38 22%	397 23%	103 22%	87 22%	250 25%	19 18% *	111 27%	114 21%	105 22%	92 24%	37 25%	296 24%	128 23%	35 19%	80 22%	164 22%	113 27%	103 24%	158 26%	301 22%	400 23%	58 25%			
I would worry about making them feel ashamed / guilty	451 23%	190 20%	257 26% B	141 24%	175 24%	135 21%	147 27% U	143 24%	75 19%	86 20%	299 24%	152 22%	108 23%	133 25%	92 21%	68 25%	18 19% *	32 19%	401 24%	99 21%	88 22%	244 25%	20 20% *	95 23%	121 22%	105 22%	104 27%	26 18%	265 22%	148 26%	39 21%	87 24%	161 22%	107 26%	95 22%	147 24%	304 23%	393 23%	58 25%			
I wouldn't want to invade their privacy	444 23%	239 25% C	201 20%	131 22%	175 24%	138 21%	114 21%	150 25%	88 22%	92 21%	287 23%	157 23%	119 25%	113 22%	92 21%	63 23%	17 19% *	39 23%	388 23%	104 22%	94 24%	224 23%	22 21% *	96 23%	130 24%	104 22%	87 22%	28 19%	262 22%	142 25%	41 22%	83 22%	161 22%	104 25%	96 22%	134 22%	310 23%	388 23%	55 24%			
I would feel uncomfortable bringing up the topic	422 21%	196 20%	222 23%	101 17%	151 21%	170 26% DE	117 22%	141 24%	75 19%	89 21%	247 19%	175 25% K	99 21%	121 23%	90 21%	60 22%	22 23% *	30 18%	370 22%	104 22%	70 17%	233 24% U	15 15% *	85 20%	125 23%	94 20%	79 20%	40 27%	275 23%	107 19%	40 22%	78 21%	168 23%	90 21%	86 20%	124 20%	298 22%	373 22%	47 20%			
I feel I wouldn't understand / be able to help them	335 17%	158 16%	175 18%	99 17%	129 18%	107 16%	102 19%	100 17%	56 14%	77 18%	217 17%	118 17%	75 16%	91 17%	80 18%	47 17%	17 18% *	26 15%	292 17%	84 18%	57 14%	175 18%	20 19% *	68 16%	83 15%	83 18%	75 19%	26 18%	200 17%	111 20%	24 13%	65 18%	131 18%	64 15%	75 17%	103 17%	232 17%	294 17%	38 16%			
I feel it's not something people talk about due to the stigma around it	240 12%	127 13%	109 11%	83 14%	85 12%	72 11%	64 12%	82 14%	51 13%	43 10%	166 13%	74 11%	53 11%	66 13%	56 13%	35 13%	11 12% *	19 11%	210 12%	55 12%	53 13%	120 12%	12 12% *	43 10%	67 12% b	64 14% b	58 15% b	8 6% b	151 12%	70 12%	19 10%	33 9%	87 12% f	61 14% f	59 14%	86 14%	154 11%	205 12%	34 14%			
I wouldn't think it would achieve anything	233 12%	134 14% C	97 10%	72 12%	87 12%	74 11%	47 9%	87 15% G	45 11%	54 12%	157 12%	76 11%	61 13%	70 13%	44 10%	29 11%	10 10% *	18 11%	204 12%	56 12%	35 9%	132 13% U	9 9% *	50 12%	59 11%	65 14%	47 12%	12 8%	153 13%	64 11%	16 9%	49 13%	88 12%	45 11%	50 11%	72 12%	161 12%	206 12%	26 11%			
I feel they should be able to deal with it themselves / shouldn't need my help	183 9%	123 13% C	59 6%	81 14% EF	50 7%	52 8%	53 10%	44 7% H	50 13% H	36 8%	126 10%	57 8%	43 9%	42 8%	34 8%	37 14% NOS	6 6% *	21 12%	156 9%	51 11%	32 8%	92 9%	8 8% *	41 10%	49 9%	37 8%	47 12% z	10 7% e	120 10% e	55 10%	8 4%	27 7%	61 8%	46 11%	49 11%	75 12% k	108 8%	152 9%	29 13%			
I would get annoyed / frustrated at them	178 9%	96 10%	80 8%	60 10%	68 9%	50 8%	50 9%	52 9% L	40 10% L	35 8%	131 10% L	47 7% OS	55 12% OS	43 8%	32 7%	25 9%	6 7% *	15 9%	156 9%	42 9%	37 9%	92 9%	7 7% *	34 8%	65 12% z	34 7%	37 10%	8 6%	114 9%	50 9%	13 7%	34 9%	57 8%	45 11%	42 10%	66 11%	112 8%	153 9%	24 10%			
Lack of experience / my lack of knowledge would hinder me	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	
Others have tried (and failed)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Don't know them that well / rarely see them	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other (please specify)	7 *	3 *	4 *	3 *	1 *	3 *	3 1%	2 *	- -	2 *	5 *	2 *	1 *	1 *	2 1%	2 1%	2 2% MNS*	- -	5 *	3 1%	2 *	3 *	- -	1 *	2 *	3 1%	- -	2 1%	2 *	3 *	2 1% c	2 1%	4 1%	- -	- -	- -	1 *	6 *	6 *	1 *		
Nothing would prevent me / I would speak to them	54 3%	28 3%	25 3%	5 1%	17 2%	32 5% DE	11 2%	18 3%	11 3%	14 3%	31 2%	24 3%	5 1%	14 3%	8 2%	10 4%	6 7% MOS*	11 7% MNOS	37 2% M	11 2%	13 3%	30 3%	- -	10 2%	10 2%	20 4%	12 3%	2 1%	36 3%	10 2%	8 4%	15 4% i	26 4%	7 2%	7 1%	10 2%	45 3% j	49 3%	5 2%			
Prefer not to say	243 12%	125 13%	115 12%	64 11%	102 14%	77 12%	60 11%	60 10%	57 15%	65 15% H	155 12%	87 13%	64 14%	60 11%	57 13%	34 12%	10 11% *	17 10% *	215 13%	73 15% v	51 13%	105 11%	14 14% *	41 10%	67 12%	57 12%	36 9%	42 29% xyza	151 12%	68 12%	23 12%	52 14%	88 12%	44 10%	59 13%	75 12%	167 12%	205 12%	29 13%			
Don't know	4 *	1 *	2 *	- -	- -	4 1%	3 1%	- -	1 *	- -	4 *	- -	1 *	1 *	- -	3 1%	- -	- -	4 *	1 *	- -	3 *	- -	1 *	1 *	1 *	1 *	- -	2 *	1 *	1 *	1 *	2 *	1 *	- -	- -	4 *	4 *	- -	- -		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j,k/l,m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j,k/l,m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q11. In general, if someone you know was experiencing harms from their gambling, what, if anything, would prevent you from talking to them about it?

All Adults who had spoken to someone they thought was experiencing harms from gambling or had not encountered this scenario

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	1951	982	920	101	149	242	1543	42	30	71	142	91	77	225	393	302
Weighted base	1963	992	921	95	143	231	1559	38	31	68	134	87	70	217	374	287
I would worry how they would react (e.g., argument, violence, abuse)	459 23%	258 26% C	200 22%	22 23% *	38 26%	56 24%	387 25%	8 21% *	6 21% **	14 20% *	40 30%	29 33% NOP*	17 24% *	46 21%	91 24% P	63 22%
I would worry about making them feel ashamed / guilty	451 23%	272 27% C	179 19%	32 33% E*	29 20%	60 26% E	381 24%	11 29% *	5 18% **	17 24% *	35 26%	32 37% N*	21 30% *	54 25%	107 29%	75 26%
I wouldn't want to invade their privacy	444 23%	235 24%	205 22%	24 25% *	31 22%	52 23%	372 24%	11 29% *	8 27% **	19 28% *	32 23%	22 26% *	12 16% *	52 24%	86 23%	64 22%
I would feel uncomfortable bringing up the topic	422 21%	221 22%	200 22%	23 24% *	26 18%	45 20%	357 23%	9 22% *	10 32% **	18 26% *	24 18%	20 23% *	19 27% *	41 19%	80 21%	60 21%
I feel I wouldn't understand / be able to help them	335 17%	163 16%	172 19%	15 16% *	29 20%	41 18%	279 18%	5 14% *	6 20% **	11 16% *	26 19%	15 18% *	9 13% *	43 20%	67 18%	52 18%
I feel it's not something people talk about due to the stigma around it	240 12%	136 14%	100 11%	14 15% *	24 17%	39 17%	191 12%	6 15% *	11 36% **	17 25% H*	21 15%	14 16% *	10 14% *	45 21%	69 18%	55 19%
I wouldn't think it would achieve anything	233 12%	124 13%	104 11%	15 15% *	31 21% G	45 19% G	177 11%	8 20% *	5 17% **	13 19% *	27 20%	11 12% *	9 13% *	41 19%	61 16%	50 17%
I feel they should be able to deal with it themselves / shouldn't need my help	183 9%	124 12% C	56 6%	20 21% G*	27 19% G	42 18% G	121 8%	11 30% K*	10 34% **	21 31% K*	18 13%	14 16% *	9 13% *	56 26% MO	80 21%	65 23% M
I would get annoyed / frustrated at them	178 9%	97 10%	78 8%	14 15% G*	23 16% G	35 15% G	130 8%	8 20% *	6 20% **	13 19% *	18 13%	6 7% *	6 8% *	37 17% LO	49 13%	43 15%
Lack of experience / my lack of knowledge would hinder me	1 *	1 *	1 *	- *	- *	- *	1 *	- *	- **	- *	- *	- *	- *	- *	- *	- *
Others have tried (and failed)	- -	- -	- -	- *	- -	- -	- -	- *	- **	- *	- -	- *	- *	- -	- -	- -
Don't know them that well / rarely see them	- -	- -	- -	- *	- -	- -	- -	- *	- **	- *	- -	- *	- *	- -	- -	- -
Other (please specify)	7 *	2 *	4 *	- *	- -	- -	6 *	- *	- **	- *	- -	- *	- *	1 *	1 *	1 *
Nothing would prevent me / I would speak to them	54 3%	24 2%	31 3%	2 2% *	5 3%	7 3%	48 3%	- *	- **	- *	7 5%	2 2% P*	- *	1 *	3 1% P	1 *
Prefer not to say	243 12%	67 7%	144 16% B	8 9% *	7 5%	16 7%	156 10%	2 6% *	- **	3 3% *	7 5%	2 2% *	3 4% *	4 2%	8 2%	7 2%
Don't know	4 *	3 *	2 *	- *	1 1%	1 1%	3 *	- *	- **	- *	1 1%	- *	- *	- -	- -	- -

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F/G,H/I/J,K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F/G,H/I/J,K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023
 PUBLIC
 Gambling Harms Stigma Research - January 2023
 Adults aged 18-75 in Great Britain

Q11. In general, if someone you know was experiencing harms from their gambling, what, if anything, would prevent you from talking to them about it?/What has prevented you from talking to them about it?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade			Employment status			Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	A8 (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NVQ 12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000-£54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
I would worry how they would react (e.g., argument, violence, abuse)	497 23%	205 19%	285 27% B	138 21%	196 25%	163 23%	151 26% I	164 26% I	76 17%	106 22%	317 23%	180 24%	123 24%	136 24%	99 20%	66 22%	29 28% *	44 23%	424 23%	107 21%	97 22%	274 25%	19 16% *	118 26%	126 21%	115 22%	99 23%	39 26%	318 24%	142 23%	37 18%	86 21%	175 22%	118 26%	117 24%	171 25%	326 22%	432 23%	63 25%		
I wouldn't want to invade their privacy	495 23%	267 25% C	223 21%	145 22%	193 25%	156 22%	132 22%	167 26%	92 21%	103 22%	324 23%	171 23%	128 26%	124 22%	103 21%	73 24%	23 22% *	44 23%	428 23%	113 22%	104 24%	252 23%	25 22% *	101 22%	143 24%	115 22%	106 25%	29 20%	294 22%	156 25%	44 22%	93 23%	176 22%	116 26%	109 22%	150 22%	345 24%	432 23%	61 24%		
I would worry about making them feel ashamed / guilty	485 23%	209 20% B	272 25% B	157 24%	184 23%	144 20%	159 27% U	154 24%	82 19%	90 19%	324 23%	161 22%	117 23%	140 25%	101 21%	73 24%	20 20% *	35 18%	430 23%	104 20%	94 22%	262 24%	25 22% *	98 22%	134 23%	113 22%	113 26%	27 18%	289 22%	155 25%	41 20%	90 22%	172 22%	113 25%	110 22%	165 24%	320 22%	423 23%	62 24%		
I would feel uncomfortable bringing up the topic	483 23%	223 21%	254 24%	123 19%	173 22%	186 26% D	137 23%	155 24%	88 20%	103 22%	292 21%	190 26% K	113 23%	128 23%	108 22%	72 24%	26 25% *	36 19%	421 23%	116 23%	82 19%	265 24%	20 17% *	93 21%	139 24%	109 21%	98 23%	44 29%	312 24%	123 20%	48 24%	90 22%	189 24%	100 22%	104 21%	147 21%	336 23%	427 23%	54 21%		
I feel I wouldn't understand / be able to help them	365 17%	176 17%	187 17%	113 17%	141 18%	111 16%	113 19%	104 16%	66 15%	82 17%	242 17%	123 16%	83 17%	96 17%	86 18%	53 17%	18 18% *	29 15%	318 17%	92 18%	63 15%	188 17%	22 19% *	72 16%	90 15%	91 18%	85 20%	27 18%	219 17%	121 20%E	25 12%	71 18%	138 17%	68 15%	87 18%	114 17%	250 17%	322 17%	40 16%		
I wouldn't think it would achieve anything	261 12%	149 14% C	111 10%	80 12%	96 12%	86 12%	58 10%	92 14% G	49 11%	62 13%	175 13%	86 12%	69 14%	77 14%	50 10%	35 11%	11 11% *	20 11%	230 12%	59 12%	41 9%	147 14% U	14 13% *	57 13%	67 11%	72 14%	53 12%	13 8%	171 13%	73 12%	18 9%	56 14%	101 13%	49 11%	55 11%	80 12%	182 12%	231 12%	29 11%		
I feel it's not something people talk about due to the stigma around it	257 12%	139 13%	114 11%	91 14%	87 11%	78 11%	68 12%	84 13%	54 12%	49 10%	180 13%	77 10%	59 12%	67 12%	63 13%	36 12%	13 13% *	19 10%	225 12%	60 12%	57 13%	126 12%	13 12% *	45 10%	72 12%	70 14% b	61 14% b	9 6%	162 12%	75 12%	20 10%	38 9%	91 12%	63 14%	64 13%	92 13%	165 11%	219 12%	36 14%		
I feel they should be able to deal with it themselves / shouldn't need my help	202 9%	136 13% C	65 6% EF	90 14% EF	57 7% 7%	55 8% 8%	59 10% 10%	45 7% 13% H	56 13% H	43 9%	142 10%	61 8% 10%	49 10%	46 8% 8%	38 8% 8%	41 13% NOS	7 6% *	21 11%	174 9%	58 11%	33 8%	101 9%	11 9% *	44 10%	55 9%	42 8%	51 12%	10 6%	134 10% E	60 10% E	8 4%	28 7%	67 8%	47 10%	60 12% fg	86 13% k	116 9% k	167 9% k	33 13%		
I would get annoyed / frustrated at them	187 9%	105 10%	82 8%	68 10%	69 9%	51 7%	56 9%	54 8%	41 9%	36 8%	140 10% L	47 6% 6%	57 11% OS	46 8%	33 7%	27 9%	9 9% *	15 8%	163 9%	43 8%	39 9%	98 9%	8 7% *	36 8%	67 11% Z	37 7%	39 9%	8 6%	121 9%	53 9%	13 7%	34 8%	60 8%	46 10%	47 10%	74 11% k	114 8% k	158 8% k	29 12%		
Don't know them that well / rarely see them	15 1%	5 *	11 1%	3 *	5 1%	8 1%	1 *	10 2% G	3 1%	1 *	6 *	9 1%	- -	7 1% M	5 1% M	2 1% M	* *	1 1% M	14 1% M	3 1% M	5 1% M	8 1% M	- -	1 1% M	10 2% X	2 *	3 1%	- -	13 1%	2 *	- -	2 *	8 1%	2 *	3 1%	3 *	12 1%	14 1%	1 1%		
Others have tried (and failed)	6 *	2 *	4 *	3 *	2 *	1 *	1 *	2 *	2 *	1 *	2 *	3 *	1 *	1 *	2 *	1 *	- -	- -	6 *	- -	2 *	4 *	- -	3 1%	- -	1 *	1 *	- -	2 *	3 1%	- -	1 *	1 *	1 *	2 *	3 *	2 *	6 *	- -		
Lack of experience / my lack of knowledge would hinder me	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	- -	
Other (please specify)	10 *	3 *	7 1%	3 *	3 *	5 1%	4 1%	2 *	2 *	3 1%	8 1%	2 *	1 *	2 *	4 1%	2 *	2 2% M*	- -	8 1%	4 1%	3 1%	3 *	- -	1 *	3 *	4 1%	1 *	2 1%	4 *	3 *	3 2% C	3 1%	7 1%	- -	- -	1 *	9 1%	9 *	1 *		
Nothing would prevent me / I would speak to them	65 3%	32 3%	32 3%	7 1%	23 3%	34 5% D	14 2%	21 3%	14 3%	16 3%	36 3%	29 4%	6 1%	17 3%	12 2%	10 3%	6 6% MS*	14 8% MNOPS	45 2% M	14 3%	16 4%	35 3%	1 1% *	14 3%	13 2%	23 4%	13 3%	2 1%	43 3%	13 2%	9 5%	18 4% i	30 4%	8 2%	9 2%	11 2%	54 4% j	60 3%	5 2%		
Prefer not to say	248 12%	127 12%	119 11%	65 10%	104 13%	79 11%	61 10%	61 10%	60 14%	67 14% H	159 11%	89 12%	66 13%	60 11%	59 12%	36 12%	10 10% *	17 9%	221 12%	75 15% V	53 12%	105 10%	14 12% *	43 9%	68 11%	58 11%	37 9%	42 28% XYZa	156 12%	68 11%	23 12%	52 13%	91 11%	45 10%	61 12%	77 11%	171 12%	210 11%	29 11%		
Don't know	4 *	1 *	2 *	- -	- -	4 1%	3 *	- -	1 *	- -	4 *	- -	1 *	1 *	- -	3 1%	- -	- -	4 *	1 *	- -	3 *	- -	1 *	1 *	1 *	1 *	- -	2 *	1 *	1 *	1 *	2 *	1 *	- -	- -	4 *	4 *	- -		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j,k/l,m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j,k/l,m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q11. In general, if someone you know was experiencing harms from their gambling, what, if anything, would prevent you from talking to them about it?/What has prevented you from talking to them about it?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
I would worry how they would react (e.g., argument, violence, abuse)	497 23%	281 25%	214 22%	25 22%	44 27%	66 24%	414 24%	10 20%	8 21%	18 20%	46 30%	33 33% NOP*	18 22%	50 20%	101 24%	68 21%
I wouldn't want to invade their privacy	495 23%	271 24%	219 22%	29 26%	34 20%	60 22%	414 24%	14 28%	8 22%	22 25%	37 24%	30 30%	16 19%	58 23%	104 24%	74 22%
I would worry about making them feel ashamed / guilty	485 23%	296 27% C	189 19%	36 32% EF	34 20%	69 25% E	406 24%	16 32% *	7 18% *	23 26% *	37 24%	39 39% NOP*	23 28% *	62 25%	124 29% P	85 26%
I would feel uncomfortable bringing up the topic	483 23%	255 23%	224 23%	29 25%	34 20%	59 22%	403 24%	13 26% *	13 33% *	25 28% *	31 20%	24 24% *	21 26% *	50 20%	95 22%	71 22%
I feel I wouldn't understand / be able to help them	365 17%	186 17%	176 18%	19 17%	34 20%	49 18%	300 18%	9 18% *	9 22% *	17 19% *	28 18%	19 19% *	12 14% *	52 21%	83 19%	64 19%
I wouldn't think it would achieve anything	261 12%	142 13%	115 12%	16 14%	34 20% G	50 18% G	200 12%	8 15% *	6 15% *	14 15% *	31 21%	12 12% *	11 14% *	43 17%	67 15%	54 16%
I feel it's not something people talk about due to the stigma around it	257 12%	147 13%	106 11%	16 14%	28 16%	43 16%	203 12%	6 13% *	12 31% HK*	18 21% H*	23 15%	17 17% *	10 12% *	51 20%	78 18%	60 18%
I feel they should be able to deal with it themselves / shouldn't need my help	202 9%	137 12% C	61 6%	23 20% G	31 19% G	48 18% G	135 8%	13 26% *	11 28% K*	23 26% K*	21 13%	15 15% *	12 15% *	62 25% O	89 21%	74 22% M
I would get annoyed / frustrated at them	187 9%	107 10%	78 8%	17 15% G	25 15% G	40 15% G	135 8%	10 20% *	6 15% *	15 17% *	21 14%	7 7% *	7 8% *	44 18% LMO	57 13% L	50 15% LMO
Don't know them that well / rarely see them	15 1%	6 1%	9 1%	- -	- -	- -	15 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Others have tried (and failed)	6 *	2 *	4 *	- -	2 1%	2 1%	4 *	- *	2 4% K*	2 2% *	- -	- -	1 1% *	- -	1 *	1 *
Lack of experience / my lack of knowledge would hinder me	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- *	- *	- -	- -	- -	- -	- -	- -
Other (please specify)	10 *	5 *	4 *	- -	1 1%	1 *	8 *	- -	- -	- -	1 1%	- -	- -	1 *	1 *	1 *
Nothing would prevent me / I would speak to them	65 3%	31 3%	34 3%	3 2%	5 3%	7 3%	56 3%	1 1%	- *	1 1%	7 4%	2 2%	1 1%	1 1%	4 1%	2 1%
Prefer not to say	248 12%	72 6%	145 15% B	8 7%	9 6%	18 6%	160 9%	2 5% *	- *	2 3% *	9 6%	2 2% *	3 3% *	4 2%	8 2%	7 2%
Don't know	4 *	3 *	2 *	- -	1 1%	1 *	3 *	- *	- *	- *	1 1%	- *	- *	- -	- -	- -

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F/G,H/I/J,K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F/G,H/I/J,K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Summary

All Adults aged 18-75 in Great Britain

	Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling?								
	Problem gambler	Gambling addict	Disordered gambler	Gambler	Compulsive gambler	Is experiencing gambling harm	Struggling with gambling	Has a gambling disorder	Has a gambling problem
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	2142	2142	2142	2142	2142	2142	2142	2142	2142
Weighted base	2142	2142	2142	2142	2142	2142	2142	2142	2142
Yes - this is an appropriate way	811 38% C	1049 49% ACH	458 21%	1066 50% ACH	1034 48% ACH	1016 47% AC	1332 62% ABCDEFHI	976 46% AC	1279 60% ABCDEFH
No - this is not an appropriate way	781 36% BDEFGHI	629 29% GI	963 45% ABDEFGHI	601 28% GI	621 29% GI	581 27% GI	374 17%	644 30% FGI	444 21% G
Don't know / not sure	550 26% BDEGI	464 22% I	722 34% ABDEFGHI	475 22% GI	486 23% GI	545 25% BDEGI	436 20%	522 24% BDGI	419 20%

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Problem gambler

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	811 38%	455 43%	353 33%	211 32%	273 35%	328 46%	218 37%	245 38%	153 35%	195 41%	517 37%	294 39%	183 37%	200 36%	183 38%	123 40%	41 40%	81 43%	689 37%	210 41%	167 38%	397 37%	37 32%	176 39%	228 38%	203 39%	158 37%	47 31%	503 38%	220 36%	88 44%	168 42%	328 41%	152 34%	163 33%	235 34%	576 40%	739 40%	69 27%		
No - this is not an appropriate way	781 36%	376 36%	396 37%	286 44%	282 36%	212 30%	227 38%	240 38%	158 36%	155 33%	522 37%	258 35%	176 35%	213 38%	176 36%	117 38%	29 28%	70 37%	682 37%	175 34%	154 35%	412 38%	40 36%	155 34%	220 37%	189 37%	177 41%	40 26%	502 38%	218 35%	61 30%	115 29%	264 33%	192 43%	209 43%	291 42%	490 34%	654 35%	119 47%		
Don't know / not sure	550 26%	223 21%	320 30%	153 24%	230 29%	168 24%	147 25%	152 24%	129 29%	122 26%	357 26%	193 26%	143 28%	147 26%	126 26%	66 22%	32 32%	37 20%	481 26%	129 25%	114 26%	271 25%	36 32%	123 27%	143 24%	125 24%	96 22%	63 42%	320 24%	178 29%	52 26%	121 30%	203 26%	107 24%	120 24%	160 23%	391 27%	476 25%	66 26%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Problem gambler

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	811 38%	455 41% C	348 35%	48 43%	65 39%	108 40%	676 40%	26 51% *	16 42% *	41 47% *	54 36%	41 41% *	23 27% *	92 37%	156 36%	115 35%
No - this is not an appropriate way	781 36%	444 40% C	323 33%	49 43%	82 49% G	130 48% G	589 35%	21 41% *	18 46% *	38 44% *	76 50%	42 42% *	50 61% LO*	125 51%	217 50%	175 53%
Don't know / not sure	550 26%	209 19%	310 32% B	15 13%	20 12%	35 13%	428 25% DEF	4 7% *	5 12% *	8 9% *	22 14%	17 17% *	10 12% *	30 12%	58 13%	40 12%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Gambling addict

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes - this is an appropriate way	1049 49%	547 52% c	493 46%	290 45%	381 49%	378 53% d	299 51%	318 50%	200 45%	232 49%	673 48%	376 50%	253 50%	253 45%	240 49%	152 50%	51 50% *	100 53%	898 48%	253 49%	221 51%	519 48%	56 49% *	218 48%	292 49%	261 51%	211 49%	67 45%	653 49%	302 49%	94 47%	197 49%	423 53% hi	211 47%	218 44%	308 45%	741 51% j	953 51% m	92 36%	
No - this is not an appropriate way	629 29%	313 30%	310 29%	238 37% ef	227 29%	164 23% f	173 29%	187 29%	153 35% j	117 25%	432 31%	197 26%	137 27%	185 33%	132 27%	94 31%	31 31% *	50 27%	548 30%	138 27%	125 29%	335 31%	31 28% *	136 30%	162 27%	152 29%	154 36% yzb	25 16%	407 31%	165 27%	58 29%	96 24%	213 27%	146 32% f	174 35% fg	248 36% k	381 26% l	515 28% i	108 43% l	
Don't know / not sure	464 22%	194 18%	266 25% b	122 19%	176 22%	165 23%	120 20%	132 21%	87 20%	124 26% g	291 21%	172 23%	111 22%	122 22%	114 23%	60 20%	19 19% *	38 20%	406 22%	122 24%	89 20%	226 21%	26 23% *	100 22% a	137 23% a	103 20%	65 15%	58 39% xyz	266 20%	150 24%	48 24%	111 27% ghi	159 20%	94 21%	100 20%	129 19%	334 23% j	401 21%	54 21%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Gambling addict

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	1049 49%	545 49%	494 50%	55 49%	77 46%	126 46%	881 52%	30 59% *	20 51% *	49 55% *	66 43%	51 51% MOP*	28 33% *	99 40%	178 41% P	127 38%
No - this is not an appropriate way	629 29%	387 35% C	234 24%	45 40% G	66 39% G	110 40% G	465 27%	18 36% *	16 42% *	34 39% *	63 41%	40 40% *	41 50% *	122 49%	203 47%	163 49%
Don't know / not sure	464 22%	176 16%	253 26% B	13 11%	25 15%	36 13%	346 20% DF	2 5% *	3 7% *	5 6% *	24 16% J	9 9% *	13 16% *	27 11%	50 12%	40 12%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Disordered gambler

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	458 21%	270 26%	183 17%	168 26%	159 20%	131 18%	136 23%	117 18%	114 26%	91 19%	338 24%	119 16%	109 22%	110 20%	101 21%	74 24%	22 22%	41 22%	394 21%	99 19%	104 24%	234 22%	21 19%	86 19%	115 19%	118 23%	127 29%	11 8%	299 23%	122 20%	36 18%	68 17%	170 21%	91 20%	129 26%	178 26%	280 19%	413 22%	43 17%		
No - this is not an appropriate way	963 45%	484 46%	475 44%	305 47%	353 45%	305 43%	275 46%	309 48%	185 42%	194 41%	625 45%	338 45%	216 43%	264 47%	226 47%	140 46%	32 31%	85 45%	845 46%	217 42%	195 45%	504 47%	47 42%	209 46%	271 46%	234 45%	189 44%	60 40%	600 45%	269 44%	94 47%	168 41%	343 43%	237 53%	215 44%	319 46%	644 44%	820 44%	136 54%		
Don't know / not sure	722 34%	300 28%	411 38%	176 27%	273 35%	272 38%	182 31%	211 33%	142 32%	187 40%	433 31%	288 39%	177 35%	185 33%	158 33%	92 30%	48 47%	61 33%	612 33%	198 39%	136 31%	342 32%	45 40%	158 35%	206 35%	164 32%	115 27%	78 52%	425 32%	226 37%	71 35%	168 42%	281 35%	124 27%	149 30%	189 28%	533 37%	636 34%	75 30%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Disordered gambler

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	458 21% C	265 24% C	187 19%	40 36% G	50 30% G	86 32% G	340 20%	25 50% K*	14 35% *	39 44% K*	36 24%	20 20% *	24 29% *	89 36% LO	134 31% L	114 34% LO
No - this is not an appropriate way	963 45% C	535 48% C	410 42%	62 55% G	85 51%	144 53% G	759 45%	22 45% *	19 49% *	41 46% *	90 59%	62 62% *	46 55% *	123 50%	231 54%	169 51%
Don't know / not sure	722 34%	307 28%	385 39% B	10 9%	33 20% DF	42 16% D	594 35% DEF	3 6% *	6 16% *	9 10% *	26 17%	19 19% *	12 15% *	36 14%	67 15%	48 15%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Gambler

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	1066 50%	543 51%	515 48%	276 43%	395 50%	395 56%	303 51%	324 51%	205 47%	234 50%	685 49%	381 51%	244 49%	268 48%	265 55% NS	149 49%	46 45% *	94 50%	926 50%	267 52%	212 49%	535 49%	53 46% *	215 47%	287 49%	264 51%	226 52%	74 49%	666 50%	286 46%	114 57% d	220 54% i	407 51% i	218 48%	221 45%	310 45%	756 52% j	975 52% m	86 34%		
No - this is not an appropriate way	601 28%	312 30%	285 27%	228 35% EF	210 27%	163 23%	174 29%	174 27%	128 29%	125 26%	402 29%	198 27%	142 28%	171 31% o	110 23%	97 32% o	30 30% *	51 27%	520 28% o	129 25%	119 27%	328 30%	25 22% *	131 29%	181 31% b	143 28% b	124 29% b	21 14%	375 28%	180 29%	46 23%	92 23%	207 26% f	136 30% fg	165 34% fg	230 34% k	371 25% k	481 26% l	116 46% l		
Don't know / not sure	475 22%	200 19%	269 25% B	146 22%	179 23%	150 21%	114 19%	139 22%	108 24%	114 24%	309 22%	166 22%	116 23%	120 22%	110 23%	60 20%	26 26% *	42 23%	406 22%	118 23%	103 24%	218 20%	36 32% v*	107 24%	123 21%	109 21%	81 19%	54 36% XYZa	284 21%	150 24%	40 20%	92 23%	180 23%	97 21%	106 21%	145 21%	330 23%	413 22%	52 21%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Gambler

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	1066 50%	570 51%	487 50%	55 49%	84 50%	135 50%	886 52%	23 46% *	17 44% *	40 45% *	84 55%	55 55% MNOP*	31 38% *	96 39%	183 42% P	127 39%
No - this is not an appropriate way	601 28%	348 31% C	241 25%	43 39% G	63 38% G	103 38% G	446 26%	24 47% *	18 47% *	42 47% K*	49 32%	35 34% *	33 40% *	115 47%	183 43%	149 45%
Don't know / not sure	475 22%	190 17%	253 26% B	14 13%	20 12%	34 13%	361 21% DEF	3 7% *	4 9% *	7 8% *	20 13%	11 11% *	18 21% *	37 15%	65 15%	54 16%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Compulsive gambler

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	1034 48%	542 51% C	486 45%	260 40%	370 47% D	405 57% DE	289 49%	312 49%	194 44%	239 51%	659 47%	376 50%	237 47%	265 47%	239 49%	151 49%	54 53% *	89 47%	892 48%	256 50%	207 48%	520 48%	51 45% *	238 52% b	282 48%	253 49%	200 46%	62 41%	637 48%	282 46%	115 57% cd	231 57% hi	407 51% hi	193 43%	204 41%	287 42%	748 51% j	952 51% m	80 31%		
No - this is not an appropriate way	621 29%	297 28%	317 30%	245 38% EF	229 29% F	147 21%	175 30% J	189 30%	144 33% J	113 24%	419 30%	202 27%	141 28%	173 31%	133 27%	89 29%	24 23% *	61 33%	536 29%	133 26%	127 29%	327 30%	34 30% *	112 25%	178 30% b	160 31% xb	140 33% xb	30 20%	400 30%	175 28%	46 23%	74 18%	210 26% f	151 33% fg	186 38% fg	255 37% k	366 25%	507 27%	108 43% l		
Don't know / not sure	486 23%	215 20%	266 25% B	145 22%	186 24%	155 22%	127 22%	136 21%	103 23%	121 25%	319 23%	168 22%	124 25%	121 22%	114 23%	66 21%	24 24% *	38 20%	424 23%	124 24%	101 23%	232 22%	29 25% *	104 23%	131 22%	103 20%	91 21%	58 39% XYZa	288 22%	159 26%	39 20%	99 25%	178 22%	108 24%	102 21%	144 21%	342 23%	411 22%	66 26%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Compulsive gambler

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	1034 48%	545 49%	482 49%	52 46%	79 47%	128 47%	871 51%	29 59% *	22 56% *	51 58% K*	66 43%	49 49% *	32 39% *	93 38%	174 40%	126 38%
No - this is not an appropriate way	621 29%	375 34% C	232 24%	46 41% G	69 41% G	110 40% G	454 27%	17 33% *	15 39% *	31 35% *	65 42%	36 36% *	35 43% *	124 50% LO	195 45% L	159 48% LO
Don't know / not sure	486 23%	188 17%	268 27% B	14 13%	20 12%	34 13%	368 22% DEF	4 8% *	2 5% *	6 7% *	22 14%	16 16% *	14 18% *	31 13%	62 14%	46 14%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Is experiencing gambling harm

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	1016 47%	512 49%	496 46%	301 46%	364 46%	351 50%	293 49%	327 51%	165 37%	232 49%	657 47%	359 48%	226 45%	253 45%	221 46%	144 47%	59 58% MNOS*	113 60% MNOPS	844 46%	214 42%	218 50%	531 49%	52 46%	232 51%	269 46%	252 49%	218 51%	45 30%	608 46%	301 49%	106 53%	211 52%	376 47%	196 43%	232 47%	317 46%	699 48%	912 49%	101 40%		
No - this is not an appropriate way	581 27%	319 30%	260 24%	210 32%	210 27%	161 23%	159 27%	156 24%	146 33%	120 25%	400 29%	181 24%	139 28%	155 28%	131 27%	90 29%	20 19%	46 25%	515 28%	151 29%	111 26%	291 27%	28 24%	117 26%	167 28%	144 28%	118 27%	35 23%	375 28%	162 26%	44 22%	84 21%	207 26%	143 32%	147 30%	215 31%	366 25%	476 25%	101 40%		
Don't know / not sure	545 25%	223 21%	313 29%	138 21%	211 27%	196 28%	141 24%	154 24%	129 29%	121 26%	339 24%	206 28%	137 27%	151 27%	133 27%	72 24%	23 22%	29 16%	493 27%	149 29%	105 24%	258 24%	34 30%	105 23%	155 26%	120 23%	95 22%	70 47%	342 26%	153 25%	50 25%	108 27%	211 27%	112 25%	113 23%	153 22%	392 27%	482 26%	52 21%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Is experiencing gambling harm

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	1016 47%	560 51% C	450 46%	57 50%	82 49%	135 50%	849 50%	26 51% *	22 56% *	47 53% *	72 47%	58 57% NOP*	36 43% *	104 42%	198 46% P	140 42%
No - this is not an appropriate way	581 27%	342 31% C	223 23%	49 43% G	66 39% G	111 41% G	408 24%	24 47% *	13 35% *	37 42% *	61 40%	29 28% *	33 40% *	120 49% LO	182 42% L	154 46% LO
Don't know / not sure	545 25%	206 19%	309 32% B	7 6%	19 12%	26 10%	436 26% DEF	1 1% *	4 10% *	4 5% H*	19 12% H	14 14% *	13 16% *	24 9%	51 12%	37 11%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Struggling with gambling

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	1332 62%	634 60%	686 64%	376 58%	486 62%	470 66%	390 66%	409 64%	249 57%	283 60%	869 62%	463 62%	308 61%	347 62%	307 63%	182 59%	65 64%	123 66%	1143 62%	287 56%	279 64%	701 65%	65 57%	266 59%	367 62%	337 65%	283 66%	79 53%	805 61%	375 61%	151 75%	269 67%	503 63%	271 60%	288 59%	404 59%	928 64%	1195 64%	130 51%		
No - this is not an appropriate way	374 17%	231 22%	141 13%	153 24%	139 18%	82 12%	104 18%	109 17%	83 19%	78 17%	257 18%	117 16%	81 16%	96 17%	74 15%	71 23%	15 14%	37 20%	322 17%	102 20%	67 15%	182 17%	23 20%	85 19%	113 19%	84 16%	74 17%	17 12%	250 19%	102 17%	21 11%	51 13%	116 15%	95 21%	112 23%	164 24%	210 14%	296 16%	74 29%		
Don't know / not sure	436 20%	190 18%	242 23%	120 19%	160 20%	156 22%	98 17%	118 19%	109 25%	111 24%	270 19%	166 22%	113 23%	116 21%	104 21%	53 17%	22 22%	27 14%	387 21%	124 24%	89 20%	197 18%	26 23%	103 23%	111 19%	95 18%	74 17%	53 36%	269 20%	139 23%	28 14%	83 21%	176 22%	85 19%	92 19%	117 17%	319 22%	378 20%	49 20%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Struggling with gambling

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	1332 62%	706 64%	617 63%	73 65%	105 63%	172 63%	1121 66%	36 71% *	24 62% *	60 68% *	101 66%	73 72% MNOP*	46 56% *	118 48%	236 55% NP	164 50%
No - this is not an appropriate way	374 17%	237 21% C	127 13%	33 29% G	49 29% G	81 30% G	240 14%	12 25% *	13 33% *	25 28% *	43 28%	19 19% *	22 27% *	100 41% LMOP	142 33% L	122 37% LMO
Don't know / not sure	436 20%	165 15%	238 24% B	6 6%	14 8%	20 7%	332 20% DEF	2 4% *	2 5% *	4 4% *	9 6%	9 8% *	15 18% *	30 12%	53 12%	44 13%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Has a gambling disorder

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	976 46%	509 48% c	460 43%	293 45%	353 45%	329 47%	275 46%	298 47%	193 44%	210 44%	644 46%	331 44%	232 46%	251 45%	224 46%	131 43%	50 49% *	88 47%	838 45%	229 45%	201 46%	502 46%	44 38% *	212 47% b	268 45% b	238 46% b	212 49% b	45 30%	584 44%	293 48%	99 49%	200 50%	367 46%	199 44%	210 43%	289 42%	687 47% j	888 47% m	86 34%		
No - this is not an appropriate way	644 30%	336 32%	304 28%	219 34% F	232 30%	193 27%	185 31%	196 31%	126 29%	137 29%	422 30%	222 30%	143 28%	182 33%	135 28%	104 34%	24 24% *	56 30%	564 30%	162 32%	124 28%	321 30%	38 33% *	132 29%	181 31%	166 32%	127 30%	38 26%	414 31%	172 28%	58 29%	98 24%	232 29%	151 33% f	163 33% f	251 37% k	393 27%	525 28%	110 43% l		
Don't know / not sure	522 24%	210 20%	304 28% B	137 21%	200 25%	186 26% D	133 22%	143 22%	121 27%	126 27%	330 24%	192 26%	127 25%	127 23%	126 26%	71 23%	28 27% *	44 23%	451 24%	123 24%	110 25%	257 24%	33 29% *	109 24%	143 24%	112 22%	92 21%	66 44% XYZa	327 25%	151 25%	44 22%	106 26%	196 25%	102 23%	119 24%	146 21%	376 26% j	456 24%	57 23%		

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c,d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Has a gambling disorder

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	976 46%	519 47%	447 46%	62 55%	82 49%	139 51%	803 47%	31 61% *	20 50% *	50 57% *	73 48%	54 54% *	33 40% *	108 43%	195 45%	141 43%
No - this is not an appropriate way	644 30%	384 35% C	244 25%	42 38% G	65 38% G	104 38% G	482 28%	19 38% *	16 41% *	34 39% *	59 39%	31 31% *	39 47% L*	108 43% L	178 41% L	146 44% LO
Don't know / not sure	522 24%	205 18%	291 30% B	8 7%	21 13%	29 11%	408 24% DEF	1 1% *	3 9% *	4 5% *	20 13% HJ	15 15% *	10 12% *	33 13%	58 13%	43 13%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Has a gambling problem

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes - this is an appropriate way	1279 60%	633 60%	636 60%	346 53%	451 57%	482 68% DE	362 61%	388 61%	241 55%	288 61%	806 58%	473 63% K	295 59%	316 57%	299 62%	182 59%	62 61% *	125 66% N	1092 59%	294 57%	275 63%	648 60%	62 54% *	280 62%	352 60%	317 61%	251 58%	78 53%	775 58%	366 59%	138 69% cd	270 67% hi	506 64% hi	254 56%	248 50%	360 53%	919 63% j	1165 62% m	107 42%		
No - this is not an appropriate way	444 21%	242 23% C	196 18%	174 27% EF	168 21% F	102 14%	121 20%	128 20%	111 25% J	83 18%	310 22% L	134 18%	103 21%	130 23%	90 19%	70 23%	18 18% *	33 18%	393 21%	106 21%	87 20%	229 21%	22 19% *	77 17%	135 23% xb	102 20%	111 26% XZb	19 13%	292 22% e	124 20%	28 14%	51 13%	137 17%	114 25% fg	142 29% fg	194 28% k	250 17%	347 19%	94 37% l		
Don't know / not sure	419 20%	178 17%	237 22% B	129 20%	166 21%	124 18%	109 18%	121 19%	88 20%	102 22%	281 20%	139 19%	104 21%	113 20%	96 20%	54 18%	22 22% *	30 16%	367 20%	113 22%	73 17%	203 19%	30 26% U*	96 21%	104 18%	98 19%	69 16%	52 35% XYZa	258 19%	126 20%	35 17%	83 21%	151 19%	83 18%	102 21%	131 19%	288 20%	357 19%	53 21%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q12. Which of the following is an appropriate way, or not, to refer to someone who is experiencing harms from their gambling? - Has a gambling problem

All Adults aged 18-75 in Great Britain

	Total	Engaged in gambling activity in P4W		Self-reported harm ever				Self-reported harm currently				PGSI				
		Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes - this is an appropriate way	1279 60%	690 62%	580 59%	70 62%	94 56%	159 58%	1075 64%	29 58% *	19 50% *	49 55% *	96 63%	75 75% MNOP*	41 50% *	104 42%	220 51% NP	145 44%
No - this is not an appropriate way	444 21%	263 24% C	171 17%	31 28% G	52 31% G	80 30% G	312 18%	18 35% *	14 36% *	31 35% *	38 25%	19 19% *	27 33% L*	109 44% LO	155 36% L	136 41% LO
Don't know / not sure	419 20%	155 14%	231 23% B	12 10%	21 13%	33 12%	306 18% DF	3 6% *	5 14% *	9 10% *	18 12%	7 7% *	14 17% L*	35 14%	55 13% L	49 15% L

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q13. How confident, or not, are you about knowing the appropriate words to use to refer to someone who is experiencing harms from their gambling?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Very confident	179 8%	123 12% C	56 5% C	67 10% F	89 11% F	23 3% F	61 10% HI	39 6% HI	54 12% HI	25 5% HI	156 11% L	23 3% L	50 10% L	40 7% L	39 8% L	36 12% NGR	4 4% *	10 5% *	165 9% *	40 8% *	35 8% *	92 9% *	11 10% *	29 6% *	54 9% b	46 9% b	46 11% xb	4 3% e	122 9% e	48 8% e	9 4% e	27 7% e	53 7% e	48 11% g	52 10% g	97 14% k	82 6% k	155 8% k	19 8% k	
Somewhat confident	603 28%	338 32% C	261 24% C	246 38% EF	215 27% F	142 20% F	170 29% I	184 29% I	123 28% I	126 27% I	433 31% L	170 23% L	141 28% L	147 26% L	131 27% L	102 33% L	30 30% *	52 28% *	520 28% *	145 28% *	139 32% v	285 26% v	34 30% *	111 25% *	165 28% b	153 30% b	149 35% yb	24 16% *	365 28% *	188 31% *	50 25% *	86 21% *	206 26% *	140 31% f	172 35% fg	233 34% k	370 25% k	511 27% l	91 36% l	
Not very confident	751 35%	337 32% B	407 38% B	195 30% B	252 32% DE	305 43% DE	229 39% I	230 36% I	129 29% I	162 34% I	442 32% K	310 42% K	145 29% K	220 39% MPS	180 37% M	95 31% M	46 45% MP*	66 35% *	640 34% M	174 34% M	143 33% M	405 37% w	29 25% *	172 38% b	213 36% b	186 36% b	143 33% *	38 25% *	462 35% *	214 35% *	75 38% *	158 39% i	294 37% i	153 34% *	147 30% *	201 29% *	551 38% j	681 36% m	66 26% m	
Not confident at all	363 17%	135 13% B	224 21% B	79 12% B	121 15% DE	163 23% DE	82 14% G	120 19% G	83 19% G	78 17% G	205 15% K	159 21% K	99 20% O	99 18% O	65 13% O	46 15% O	12 12% *	43 23% OPQS	308 17% O	79 15% O	72 16% O	190 18% O	23 20% *	91 20% a	99 17% *	77 15% *	59 14% *	37 24% za	230 17% *	92 15% *	41 21% *	82 20% i	148 19% i	71 16% i	62 13% i	84 12% i	280 19% j	324 17% j	39 15% j	
Don't know / not sure	245 11%	121 11% B	120 11% B	63 10% B	108 14% D	73 10% D	50 8% D	63 10% D	50 11% D	82 17% GHI	161 12% L	83 11% L	66 13% L	54 10% L	71 15% NP	28 9% NP	9 9% *	16 9% *	219 12% *	74 15% v	45 10% v	108 10% v	17 15% *	50 11% *	60 10% *	53 10% *	34 8% *	47 32% xyZa	146 11% *	74 12% *	25 13% *	51 13% *	94 12% *	40 9% *	60 12% *	71 10% *	174 12% *	199 11% *	39 15% *	
NET: Very/somewhat confident	782 37%	461 44% C	317 30% C	312 48% EF	304 39% F	166 23% F	231 39% J	224 35% J	178 40% J	150 32% J	589 42% L	194 26% L	191 38% L	187 33% L	170 35% L	137 45% NORS	35 34% *	62 33% *	685 37% *	185 36% *	174 40% *	378 35% *	45 40% *	141 31% b	219 37% b	199 39% xb	195 45% xyZb	28 19% *	487 37% e	236 38% e	59 29% e	113 28% e	259 33% e	188 42% fg	224 45% fg	331 48% k	452 31% k	665 36% k	110 43% l	
NET: Not very/not at all confident	1115 52%	472 45% B	632 59% B	274 42% B	373 47% DE	468 66% DE	311 53% I	350 55% I	213 48% I	241 51% I	646 46% K	468 63% K	244 49% K	319 57% MPS	245 50% MPS	141 46% MPS	58 57% *	109 58% MP	948 51% *	254 49% *	215 49% *	595 55% *	51 45% *	262 58% a	312 53% *	264 51% *	202 47% *	74 50% *	692 52% *	306 50% *	117 58% *	240 59% hi	442 56% i	224 50% i	209 42% i	284 41% i	831 57% j	1005 54% m	104 41% m	

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i,j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q13. How confident, or not, are you about knowing the appropriate words to use to refer to someone who is experiencing harms from their gambling?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Very confident	179 8%	123 11% C	56 6%	38 34% EFG	23 14% G	56 21% EG	104 6%	25 51% UK*	6 15% *	31 35% IK*	22 14%	9 9% *	11 14% *	49 20% LO	69 16% L	60 18% L
Somewhat confident	603 28%	366 33% C	227 23%	41 36% G	77 46% G	115 42% G	452 27%	15 29% *	20 51% H*	34 39% H*	64 42%	36 36% *	28 34% *	107 43%	171 40%	135 41%
Not very confident	751 35%	388 35%	354 36%	21 19% DF	52 31% DF	73 27% D	636 38% DF	7 13% *	11 28% *	18 20% *	49 32% H	36 36% *	29 35% *	69 28%	134 31%	98 30%
Not confident at all	363 17%	145 13% B	210 21% B	9 8% B	9 5% B	17 6% B	324 19% DEF	3 5% *	2 5% *	5 5% *	10 7%	14 14% *	10 12% *	17 7%	41 10% N	27 8%
Don't know / not sure	245 11%	86 8% B	134 14% B	4 4% B	7 4% B	11 4% B	177 10% DEF	1 1% *	- - *	1 1% *	8 5%	5 5% *	5 6% *	5 2%	15 3%	10 3%

NET: Very/somewhat confident	782 37%	489 44% C	283 29%	79 70% FG	100 60% G	171 63% G	556 33%	40 80% K*	26 67% *	65 74% K*	86 56%	46 45% *	39 48% *	156 63% LMOP	241 56% L	195 59% LMO
NET: Not very/not at all confident	1115 52%	533 48% B	564 57% B	30 26% B	61 36% B	90 33% B	960 57% DEF	9 19% *	13 33% *	22 25% *	59 39% HI	50 50% NOP*	39 47% *	87 35%	175 41% NP	125 38%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q14. How confident, or not, would you feel identifying the signs that someone you know is experiencing harms from their gambling?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Very confident	167 8%	110 10% C	57 5%	73 11% F	68 9%	27 4%	53 9%	29 5%	57 13% HU	28 6%	143 10% L	24 3%	40 8%	38 7%	30 6%	32 10% O	10 9% *	17 9%	140 8%	40 8%	42 10%	73 7%	13 11% *	28 6%	56 10% b	38 7% b	42 10% b	3 2%	105 8%	47 8%	15 8%	25 6%	47 6%	42 9%	53 11% fg	86 13% k	81 6%	142 8%	23 9%	
Somewhat confident	768 36%	399 38%	364 34%	284 44% EF	287 37% F	197 28%	214 36%	217 34%	174 40%	162 34%	534 38% L	234 31%	168 34%	192 34%	182 38%	112 37%	48 47% MNS*	65 35%	655 35%	188 37%	164 38%	376 35%	39 35% *	153 34% b	205 35% b	195 38% b	179 42% xyb	36 24%	492 37%	217 35%	59 30%	110 27%	264 33%	175 39% f	218 44% fg	294 43% k	473 32%	675 36%	89 35%	
Not very confident	698 33%	319 30%	370 35%	168 26%	235 30%	296 42% DE	213 36%	241 38% U	103 23%	141 30%	402 29%	296 40% K	155 31%	191 34%	168 35% Q	99 32%	24 24% *	62 33%	612 33%	152 30%	127 29%	388 36% TU	31 27% *	163 36%	186 32%	169 33%	137 32%	43 28%	425 32%	200 32%	73 36%	148 37% i	282 36% i	139 31%	129 26%	177 26%	522 36% j	624 33%	69 27%	
Not confident at all	267 12%	109 10%	155 15% B	60 9%	90 11%	117 17% DE	63 11%	93 15% G	53 12%	58 12%	162 12%	105 14%	66 13%	79 14%	48 10%	34 11%	11 11% *	29 16%	227 12%	66 13%	52 12%	138 13%	11 10% *	59 13%	76 13%	61 12%	39 9%	32 21% xyzA	173 13%	69 11%	25 12%	59 15% i	113 14% i	53 12%	42 8%	62 9%	205 14% j	232 12%	34 13%	
Don't know / not sure	242 11%	117 11%	122 11%	65 10%	106 13%	71 10%	48 8%	57 9%	53 12%	84 18% GH	156 11%	86 12%	73 14% RS	59 11%	57 12%	29 10%	9 9% *	15 8%	218 12%	68 13%	50 11%	105 10%	20 17% v*	52 11%	67 11%	52 10%	35 8%	36 24% xyzA	131 10%	83 13% c	28 14%	62 15% hi	88 11%	42 9%	50 10%	67 10%	175 12% j	197 11%	40 16% i	

NET: Very/somewhat confident	935 44%	509 48% C	422 39%	357 55% EF	355 45% F	223 32%	268 45% H	246 39%	231 53% GHU	190 40%	677 48% L	258 35%	208 41%	230 41%	212 44%	145 47%	58 57% MNOS*	82 44%	795 43%	227 44%	206 47%	449 42%	52 46% *	180 40% b	262 44% b	234 45% b	220 51% xyb	39 26%	596 45%	264 43%	74 37%	135 33%	312 39%	217 48% fg	271 55% fgh	381 56% k	554 38%	817 44%	111 44%
NET: Not very/not at all confident	965 45%	428 41%	525 49% B	228 35%	324 41% D	413 58% DE	276 47% I	334 52% GIJ	156 35%	199 42%	563 40%	402 54% K	221 44%	270 48% Q	216 45%	132 43%	35 34% *	91 48% Q	839 45% Q	218 43%	179 41%	526 49% TUV	42 37% *	222 49% a	262 44%	230 45%	176 41%	74 50%	598 45%	269 44%	98 49%	207 51% hi	395 50% hi	192 43% i	171 35%	238 35%	727 50% j	856 46%	103 40%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K,L,M,N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i,j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q14. How confident, or not, would you feel identifying the signs that someone you know is experiencing harms from their gambling?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Very confident	167 8%	116 10% C	48 5%	28 25% EFG	19 12% G	44 16% EG	103 6%	19 38% UK*	6 16% *	25 28% IK*	14 9%	8 8% *	16 20% L*	46 19% L	70 16% L	62 19% LO
Somewhat confident	768 36%	462 42% C	295 30%	50 44% G	101 60% DFG	147 54% DG	579 34%	21 41% *	27 69% HJ*	47 54% H*	82 54%	48 48% *	39 47% *	126 51%	213 49%	164 50%
Not very confident	698 33%	348 31%	341 35%	24 21% B	35 21% G	58 21% DG	597 35% DEF	8 15% *	5 13% *	13 14% *	41 27% J	35 35% NOP*	18 22% *	56 22%	108 25% P	73 22%
Not confident at all	267 12%	100 9% B	160 16% B	5 4% B	7 4% G	12 4% G	235 14% DEF	2 3% *	1 2% *	3 3% *	8 5%	6 6% *	6 7% *	14 6%	25 6%	20 6%
Don't know / not sure	242 11%	83 7% B	137 14% B	6 5% B	6 3% G	11 4% G	178 11% EF	1 1% *	- - *	1 1% *	6 4%	4 4% *	4 5% *	6 3%	15 3%	11 3%

NET: Very/somewhat confident	935 44%	578 52% C	343 35%	78 70% G	120 72% G	191 70% G	682 40%	40 80% K*	33 85% K*	72 82% K*	96 63%	56 56% *	55 66% *	172 69% L	283 66% L	227 69% LO
NET: Not very/not at all confident	965 45%	448 40% B	501 51% B	29 25% B	42 25% G	70 26% G	833 49% DEF	9 19% *	6 15% *	15 17% *	50 33% IJ	40 40% NOP*	23 29% *	69 28%	133 31% P	93 28%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q17. To what extent do you feel that harms from gambling are the individual's fault, or society's fault (by society we mean regulation of gambling companies, wider structural inequalities etc.), or are both equally to blame?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Only the individual is to blame	174 8%	99 9%	74 7%	38 6%	60 8%	76 11% D	41 7%	49 8%	51 12% G	34 7%	101 7%	73 10%	48 10%	42 8%	38 8%	25 8%	4 4% *	17 9%	153 8%	52 10% V	41 9% V	64 6%	17 15% V*	31 7%	69 12% XZa	37 7%	23 5%	15 10%	115 9%	41 7%	18 9%	26 6%	79 10%	31 7%	38 8%	50 7%	124 9%	157 8%	16 6%		
Mostly the individual is to blame	754 35%	384 36%	365 34%	205 32%	263 33%	286 40% DE	210 36%	225 35%	154 35%	164 35%	479 34%	275 37%	175 35%	193 35%	171 35%	111 36%	33 32% *	70 37%	651 35%	182 35%	159 37%	376 35%	37 32% *	152 34%	183 31%	188 36%	178 41% XY	53 35%	488 37% d	193 31%	72 36%	140 35%	285 36%	155 34%	174 35%	230 34%	523 36%	671 36%	76 30%		
Equally the individual and society	814 38%	374 36%	433 41% B	236 36%	323 41%	256 36%	238 40% I	242 38%	145 33%	189 40%	537 38%	277 37%	182 36%	224 40%	178 37%	115 37%	46 45% *	70 37%	698 38%	189 37%	160 37%	428 40%	37 33% *	180 40% b	232 39%	199 38%	159 37%	44 30%	498 38%	239 39%	77 38%	154 38%	286 36%	197 44% gI	178 36%	282 41%	533 37%	708 38%	103 41%		
Mostly society is to blame	166 8%	81 8%	83 8%	85 13% EF	46 6%	36 5%	52 9% J	56 9% J	40 9% J	18 4%	118 8%	48 6%	31 6%	38 7%	44 9%	27 9%	5 5% *	21 11% M	141 8%	31 6%	33 7%	98 9%	4 3% *	36 8%	54 9%	38 7%	32 7%	6 4%	89 7%	62 10% c	15 8%	42 10% h	58 7%	25 5%	42 9%	45 7%	122 8%	143 8%	24 9%		
Only society is to blame	29 1%	21 2% C	7 1%	15 2% F	8 1%	5 1%	5 1%	10 1%	8 2%	6 1%	21 2%	7 1%	7 1%	4 1%	11 2% N	4 1%	2 2% *	1 1% *	26 1%	8 2%	5 1%	15 1%	- -	5 1%	7 1%	8 1%	8 2%	2 1%	16 1%	13 2%	- -	3 1%	8 1%	8 2%	10 2%	9 1%	20 1%	21 1%	7 3%		
Don't know / not sure	205 10%	95 9%	107 10%	70 11% F	86 11% F	49 7%	45 8%	56 9%	43 10%	61 13% G	140 10%	65 9%	59 12% R	57 10%	43 9%	25 8%	11 11% *	10 5%	184 10%	51 10%	37 8%	98 9%	19 17% UV*	50 11%	47 8%	47 9%	32 7%	29 19% XYZa	120 9%	67 11%	18 9%	39 10%	78 10%	37 8%	51 10%	70 10%	135 9%	170 9%	29 11%		

NET: Only/more individual	928 43%	483 46% C	439 41%	244 37%	323 41%	361 51% DE	251 42%	273 43%	205 47%	198 42%	580 42%	347 47%	224 45%	235 42%	209 43%	136 44%	37 37% *	87 46%	804 43%	234 46%	200 46%	440 41%	53 47% *	183 40%	252 43%	224 43%	201 47%	68 45%	603 46% d	234 38%	90 45%	166 41%	364 46%	185 41%	212 43%	280 41%	647 44%	828 44% m	92 36%
NET: Only/more society	195 9%	102 10%	90 8%	100 15% EF	54 7%	41 6%	57 10% J	66 10% J	48 11% J	25 5%	139 10%	56 7%	38 8%	42 8%	55 11%	31 10%	7 7% *	21 11%	166 9%	40 8%	38 9%	114 11% W	4 3% *	40 9%	60 10%	46 9%	40 9%	9 6%	105 8%	75 12% c	15 8%	45 11%	66 8%	32 7%	52 10%	54 8%	141 10%	164 9%	30 12%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K,L,M,N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q17. To what extent do you feel that harms from gambling are the individual's fault, or society's fault (by society we mean regulation of gambling companies, wider structural inequalities etc.), or are both equally to blame?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	PGSI 8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Only the individual is to blame	174 8%	97 9%	74 8%	8 7%	11 7%	19 7%	141 8%	5 10%	1 2%	6 7%	11 7%	9 8%	3 4%	17 7%	28 7%	20 6%
Mostly the individual is to blame	754 35%	408 37%	340 35%	44 39%	55 33%	94 35%	629 37%	15 30%	17 45%	32 37%	57 37%	33 33%	35 42%	91 37%	159 37%	126 38%
Equally the individual and society	814 38%	433 39%	371 38%	37 33%	68 41%	104 38%	659 39%	18 36%	13 34%	30 34%	56 37%	51 51% MNOP*	28 34%	85 34%	164 38% P	113 34%
Mostly society is to blame	166 8%	91 8%	70 7%	17 16% G	25 15% G	42 15% G	109 6%	7 14% *	7 18% *	14 16% *	25 16%	5 5% *	11 14% L*	37 15% L	53 12% L	49 15% LO
Only society is to blame	29 1%	17 2%	12 1%	4 4% G	5 3% G	9 3% G	12 1%	4 9% K*	1 2% *	5 6% K*	2 1%	- *	1 2% *	12 5% LO	13 3% L	13 4%
Don't know / not sure	205 10%	63 6%	115 12% B	2 2%	4 2%	5 2%	142 8% DEF	1 1% *	- *	1 1% *	2 2%	2 2% *	4 5% *	6 2%	12 3%	10 3%

NET: Only/more individual	928 43%	505 46%	414 42%	52 46%	66 39%	113 41%	770 45%	20 40% *	18 47% *	38 43% *	68 44%	42 42% *	38 46% *	108 43%	188 44%	146 44%
NET: Only/more society	195 9%	107 10%	82 8%	22 19% G	30 18% G	51 19% G	121 7%	11 23% *	8 20% *	19 22% *	27 17%	5 5% *	12 15% L*	49 20% LO	67 15% L	62 19% LO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Summary

All Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling?										
	Selfish	Irresponsible	Impulsive	Immoral	Dangerous / criminal	Trustworthy	Sick / unwell	Misunderstood	Marginalised	Exploited
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2142	2142	2142	2142	2142	2142	2142	2142	2142	2142
Weighted base	2142	2142	2142	2142	2142	2142	2142	2142	2142	2142
Yes, I associate this word with people who experience harms from their gambling	773 36% DEFHI	1183 55% ADEFGHIJ	1430 67% ABDEFGHIJ	336 16% F	336 16% F	197 9%	710 33% DEFHI	633 30% DEFI	487 23% DEF	887 41% ADEFGHI
No, I do not associate this word with people who experience harms from their gambling	926 43% BCJ	584 27% C	398 19%	1365 64% ABCGHIJ	1395 65% ABCGHIJ	1483 69% ABCDEFGHIJ	994 46% ABCJ	1060 49% ABCGJ	1010 47% ABCJ	837 39% BC
Don't know / not sure	444 21% BC	375 18% C	314 15%	440 21% BC	411 19% C	462 22% BCEJ	438 20% BC	450 21% BC	645 30% ABCDEFGHIJ	417 19% BC

Conducted in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

*ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)*

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Selfish

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	773 36%	366 35%	399 37%	220 34%	267 34%	286 40% DE	210 35%	232 36%	158 36%	173 37%	487 35%	285 38%	195 39%	211 38%	175 36%	99 32%	36 36% *	57 30%	679 37%	192 37%	161 37%	378 35%	43 37% *	175 39%	198 34%	181 35%	173 40% Y	45 30%	506 38% d	191 31%	75 38%	119 30%	317 40% fh	151 34%	185 40% f	257 37%	516 35%	676 36%	95 38%	
No, I do not associate this word with people who experience harms from their gambling	926 43%	494 47% C	427 40%	304 47% F	342 44%	280 40%	279 47% J	277 44%	189 43%	181 38%	617 44%	309 41%	203 41%	241 43%	204 42%	143 47%	38 37% *	97 52% MOQS	791 43%	191 37%	192 44%	495 46% T	48 42% *	177 39%	274 46% Xb	244 47% Xb	185 43% b	46 31%	559 42%	282 46%	85 42%	184 46%	323 41%	210 47%	208 42%	288 42%	638 44%	813 44%	107 42%	
Don't know / not sure	444 21%	194 18%	243 23% B	125 19%	176 22%	142 20%	104 17%	128 20%	93 21%	119 25% G	292 21%	151 20%	104 21%	108 19%	106 22%	64 21%	28 27% *	34 18%	382 21%	131 26% UV	81 19%	208 19%	23 20% *	102 22%	119 20%	92 18%	73 17%	58 39% XYZa	260 20%	143 23%	40 20%	100 25%	155 19%	90 20%	99 20%	141 21%	302 21%	380 20%	52 20%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Selfish

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	773 36%	440 40% C	327 33%	45 40%	78 46% G	119 44% G	609 36%	21 42% *	22 57% *	42 48% *	68 45%	39 39% *	35 42% *	99 40%	173 40%	134 40%
No, I do not associate this word with people who experience harms from their gambling	926 43%	491 44%	415 42%	57 51%	68 41%	121 44%	744 44%	27 53% IJ*	11 29% *	38 43% I*	71 46%	48 48% *	37 45% *	120 48%	205 48%	157 47%
Don't know / not sure	444 21%	177 16%	240 24% B	10 9%	22 13%	32 12%	340 20% DEF	3 5% *	5 14% *	8 9% *	13 9%	13 13% *	10 13% *	30 12%	54 12%	40 12%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Irresponsible

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	1183 55%	575 55%	596 56%	328 51%	409 52%	446 63% DE	333 56%	358 56%	231 53%	261 55%	742 53%	441 59% k	288 57%	311 56%	257 53%	167 55%	56 55% *	104 55%	1023 55%	290 56%	246 57%	587 54%	60 53% *	240 53%	323 55%	292 57%	251 58%	77 52%	742 56%	325 53%	116 58%	222 55%	468 59% h	229 51%	265 54%	348 51%	835 57% j	1056 57% m	122 48%	
No, I do not associate this word with people who experience harms from their gambling	584 27%	316 30% C	265 25%	209 32% F	221 28% F	154 22%	171 29%	163 26%	128 29%	121 26%	401 29%	183 25%	122 24%	156 28%	138 28%	84 28%	26 26% *	58 31%	500 27%	134 26%	102 23%	312 29%	36 32% u	131 29%	163 28%	141 27%	122 28%	27 18%	359 27%	176 29%	49 25%	107 27%	195 25%	146 32% g	135 27%	205 30%	378 26%	499 27%	81 32%	
Don't know / not sure	375 18%	163 15%	208 19% B	112 17%	154 20%	109 15%	88 15%	115 18%	81 18%	90 19%	253 18%	122 16%	92 18%	92 17%	90 19%	55 18%	20 20% *	26 14%	329 18%	90 17%	87 20%	181 17%	17 15% *	83 18%	106 18%	83 16%	58 13%	46 31% XYZa	224 17%	116 19%	35 18%	75 19%	131 17%	76 17%	93 19%	132 19%	243 17%	314 17%	50 20%	

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Irresponsible

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	1183 55%	616 56%	556 57%	55 49%	88 53%	139 51%	997 59% DF	27 53% *	23 59% *	49 55% *	82 54%	60 60% NOP*	41 50% *	106 43%	207 48% NP	147 44%
No, I do not associate this word with people who experience harms from their gambling	584 27%	331 30% C	239 24%	47 42% G	56 33% G	98 36% G	428 25%	21 42% *	13 33% *	34 39% *	50 33%	28 28% *	28 34% *	113 46% LO	169 39% L	141 43% LO
Don't know / not sure	375 18%	160 14%	187 19% B	11 10%	24 14%	35 13%	268 16%	2 5% *	3 8% *	6 6% *	20 13%	12 12% *	13 16% *	29 12%	55 13%	43 13%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Impulsive

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	1430 67%	670 64%	748 70% B	405 62%	520 66%	505 71% D	408 69% J	444 70% J	286 65%	292 62%	921 66%	508 68%	333 66% P	389 69% P	332 68% P	172 56%	69 68% *	135 72% P	1225 66% P	334 65%	295 68%	736 68% W	65 57% *	290 64%	426 72% Xab	350 68% b	280 65%	83 56%	881 66%	404 66%	145 72%	279 69%	544 68% i	300 67%	307 62%	422 62%	1007 69% j	1302 70% m	122 48%	
No, I do not associate this word with people who experience harms from their gambling	398 19%	234 22% C	163 15%	150 23% EF	142 18%	107 15%	104 17%	105 16%	91 21%	99 21%	267 19%	131 18%	86 17%	100 18%	91 19%	80 26% MNOQRS	15 14% *	28 15%	356 19%	102 20%	79 18%	193 18%	24 22% *	87 19%	90 15%	105 20% Y	94 22% Y	22 15%	261 20%	109 18%	28 14%	62 15%	140 18%	76 17%	120 fgh	151 22% k	247 17%	313 17%	82 32% l	
Don't know / not sure	314 15%	151 14%	158 15%	94 15%	124 16%	97 14%	80 14%	88 14%	64 15%	82 17%	208 15%	106 14%	83 17%	71 13%	62 13%	54 18%	18 18% *	25 13%	271 15%	78 15%	61 14%	150 14%	25 22% *	77 17% Z	76 13%	61 12%	57 13%	44 30% XYZa	183 14%	103 17%	28 14%	63 15%	111 14%	75 17%	66 13%	112 16%	202 14%	255 14%	49 19% l	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Impulsive

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	1430 67%	748 67%	668 68%	67 59%	100 60%	162 60%	1215 72% DEF	30 59% *	21 54% *	50 56% *	96 63%	76 75% MNOP*	50 61% NP*	116 47%	242 56% NP	166 50% N
No, I do not associate this word with people who experience harms from their gambling	398 19%	234 21% C	155 16%	34 30% G	50 30% G	81 30% G	262 16%	16 31% *	15 39% *	31 35% *	40 26%	10 10% *	25 30% L*	111 45% LMOP	146 34% L	136 41% LMO
Don't know / not sure	314 15%	126 11%	159 16% B	12 10%	17 10%	29 11%	215 13%	5 10% *	3 7% *	8 9% *	17 11%	15 15% *	7 8% *	21 9%	43 10%	28 9%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Immoral

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	336 16%	207 20%	128 12%	142 22%	122 15%	73 10%	100 17%	89 14%	72 16%	74 16%	252 18%	85 11%	85 17%	79 14%	80 16%	60 20%	7 7%	25 13%	304 16%	87 17%	73 17%	160 15%	16 14%	59 13%	90 15%	104 20%	68 16%	16 11%	229 17%	81 13%	27 13%	43 11%	108 14%	81 18%	105 21%	149 22%	187 13%	273 15%	63 25%	
No, I do not associate this word with people who experience harms from their gambling	1365 64%	664 63%	693 65%	370 57%	490 62%	506 71%	392 66%	431 68%	253 57%	289 61%	854 61%	511 69%	308 61%	360 64%	306 63%	185 60%	69 68%	137 73%	1159 63%	287 56%	265 61%	743 69%	70 62%	308 68%	382 65%	312 60%	285 66%	78 52%	816 62%	411 67%	138 69%	289 71%	522 66%	277 61%	277 56%	386 56%	980 67%	1224 65%	132 52%	
Don't know / not sure	440 21%	183 17%	248 23%	138 21%	173 22%	129 18%	99 17%	117 18%	26% 23%	109 23%	291 21%	150 20%	109 22%	120 21%	100 21%	61 20%	25 25%	26 14%	389 21%	139 27%	96 22%	177 16%	28 24%	87 19%	119 20%	101 19%	78 18%	55 37%	280 21%	124 20%	36 18%	72 18%	164 21%	93 21%	110 22%	151 22%	289 20%	372 20%	59 23%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Immoral

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	336 16%	201 18% C	131 13%	39 35% G	54 32% G	87 32% G	226 13%	19 37% *	17 45% K*	35 40% K*	41 27%	11 11% *	20 24% L*	94 38% LMOP	125 29% L	114 35% LMO
No, I do not associate this word with people who experience harms from their gambling	1365 64%	740 67% C	607 62%	63 56%	97 58%	158 58%	1136 67% DEF	28 56% *	19 48% *	47 53% *	95 63%	72 71% NOP*	54 66% NP*	131 53%	257 60% NP	185 56%
Don't know / not sure	440 21%	167 15%	243 25% B	10 9%	17 10%	27 10%	331 20% DEF	3 7% *	3 7% *	6 7% *	16 10%	17 17% NOP*	9 10% *	22 9%	48 11% P	31 9%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Dangerous / criminal

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	336 16%	206 20% C	127 12%	141 22% EF	121 15% F	73 10%	99 17%	98 15%	75 17%	64 14%	242 17% L	94 13%	88 18%	77 14%	86 18%	47 15%	10 9% *	27 15%	299 16%	71 14%	76 17%	175 16%	14 12% *	71 16% b	97 16% b	86 17% b	72 17% b	10 7%	214 16%	102 17%	21 10%	48 12%	105 13%	63 14%	120 24% fgh	147 21% k	189 13%	271 14%	63 25% l	
No, I do not associate this word with people who experience harms from their gambling	1395 65%	672 64%	715 67%	395 61%	510 65%	490 69% D	396 67%	415 65%	277 63%	308 65%	884 63%	512 69% K	304 61%	387 69% MOS	299 62%	191 62%	75 74% MO*	139 74% MOPS	1181 64%	313 61%	288 66%	715 66%	80 70% *	296 65% b	390 66% b	341 66% b	286 66% b	82 55%	861 65%	393 64%	141 70%	264 65% i	530 67% i	319 71% i	282 57%	423 62%	973 67% j	1243 67% m	146 58%	
Don't know / not sure	411 19%	176 17%	226 21% B	113 17%	154 20%	144 20%	97 16%	125 20%	88 20%	101 21%	270 19%	140 19%	109 22% R	95 17%	100 21% R	67 22% R	17 17% *	22 12%	372 20% NR	130 25% UV	71 16%	191 18%	20 18% *	86 19%	105 18%	90 17%	73 17%	57 38% XYZa	251 19%	121 20%	39 19%	92 23% h	159 20%	70 15%	90 18%	116 17%	295 20%	355 19%	44 17%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Dangerous / criminal

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	336 16%	195 18% C	138 14%	43 38% EFG	40 24% G	78 28% EG	226 13%	24 47% K*	11 29% *	34 39% K*	33 22%	18 18% *	21 25% *	85 34% LO	124 29% L	106 32% LO
No, I do not associate this word with people who experience harms from their gambling	1395 65%	758 68% C	618 63%	61 54%	107 64%	166 61%	1155 68% DF	26 51% *	23 59% *	49 55% *	102 67%	72 71% NOP*	56 68% *	142 57%	269 63% NP	198 60%
Don't know / not sure	411 19%	155 14%	224 23% B	9 8%	21 12%	28 10%	312 18% DF	1 2% *	5 12% *	6 6% H*	18 12% H	10 10% *	5 7% *	21 9%	37 9%	27 8%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Trustworthy

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	197 9%	147 14% C	49 5%	118 18% EF	55 7% F	25 4%	68 12% HU	45 7%	56 13% HU	28 6%	166 12% L	32 4%	37 7%	59 11%	44 9%	28 9%	9 9% *	21 11%	168 9%	38 7%	51 12% T	98 9%	10 9% *	25 6%	53 9%	59 11% xb	56 13% xb	4 3%	134 10% e	55 9% e	8 4%	16 4%	54 7%	56 12% fg	72 15% fg	111 16% k	86 6%	152 8% l	45 18% i	
No, I do not associate this word with people who experience harms from their gambling	1483 69%	694 66% B	781 73% B	393 60% D	552 70% D	538 76% DE	406 69% G	457 72% G	288 65% I	331 70% I	927 66% K	556 75% K	362 72% Q	370 66% N	341 70% O	218 71% P	63 62% *	129 68% R	1291 70% S	356 69% T	300 69% U	750 69% V	76 67% *	324 72% X	407 69% Y	361 70% Z	296 69% a	93 63% b	918 69% c	422 68% d	143 71% e	291 72% h	575 72% hi	292 65% j	325 66% k	431 63% l	1052 72% m	1318 71% n	157 62% o	
Don't know / not sure	462 22%	213 20%	239 22%	139 21%	178 23%	145 20%	117 20%	135 21%	96 22%	114 24%	304 22% L	158 21%	103 21%	130 23%	100 21%	60 20%	30 29% *	39 21%	393 21%	119 23%	84 19%	231 21%	28 24% *	104 23%	131 22%	96 19%	78 18%	52 35% XYZa	273 21%	139 23%	50 25%	97 24%	166 21%	104 23%	95 19%	143 21%	319 22%	400 21%	51 20%	

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Trustworthy

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	197 9%	152 14% C	41 4%	45 40% EFG	39 23% G	80 29% EG	91 5%	28 56% JK*	13 34% *	41 46% K*	29 19%	6 6% *	20 24% L*	99 40% LMOP	125 29% L	119 36% LMO
No, I do not associate this word with people who experience harms from their gambling	1483 69%	766 69%	698 71%	56 50%	111 66% DF	163 60% D	1242 73% DF	21 42% *	22 57% *	43 49% *	104 68% HJ	74 74% NOP*	52 63% NP*	122 49%	247 57% NP	173 52%
Don't know / not sure	462 22%	190 17%	243 25% B	11 10%	18 11%	29 11%	360 21% DEF	1 2% *	3 8% *	4 5% *	20 13% H	20 20% NOP*	11 13% *	27 11%	58 13% P	38 12%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Sick / unwell

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	710 33%	351 33%	355 33%	240 37% F	256 33%	214 30%	222 38% I	216 34%	121 27%	151 32%	490 35% L	220 30%	167 33%	171 31%	157 32%	112 36%	34 33% *	69 37%	607 33%	124 24%	147 34% T	403 37% T	36 32% *	146 32%	200 34% b	180 35% b	150 35% b	35 23%	430 32%	215 35%	65 32% gh	160 40%	245 31%	131 29%	174 35%	234 34%	476 33%	625 33%	84 33%	
No, I do not associate this word with people who experience harms from their gambling	994 46%	509 48%	478 45%	282 43%	364 46%	348 49%	259 44%	289 45%	218 49%	228 48%	619 44%	375 50% k	223 44%	275 49%	230 47%	139 45%	43 43% *	83 44%	867 47%	273 53% UV	190 44%	471 44%	60 53% *	215 47%	270 46%	245 47%	206 48%	58 39%	626 47%	273 44%	95 47%	168 42%	374 47%	224 50% f	229 46%	314 46%	680 47%	873 47%	112 44%	
Don't know / not sure	438 20%	194 18%	236 22%	128 20%	164 21%	146 21%	111 19%	132 21%	102 23%	94 20%	287 21%	151 20%	111 22%	113 20%	98 20%	55 18%	25 24% *	36 19%	377 20%	117 23%	98 22%	206 19%	18 15% *	92 20%	121 21%	92 18%	75 17%	57 38% XYZa	270 20%	127 21%	41 20%	76 19%	175 22%	97 21%	90 18%	138 20%	300 21%	371 20%	57 23%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Sick / unwell

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	710 33%	366 33%	337 34%	58 52% EFG	62 37%	116 43% EG	562 33%	27 54% *	14 36% *	40 45% *	62 41%	35 34% *	27 32% *	107 43%	168 39%	134 40%
No, I do not associate this word with people who experience harms from their gambling	994 46%	552 50% C	425 43%	46 41%	85 51%	126 46%	798 47%	21 41% *	22 58% *	43 49% *	70 46%	55 55% *	47 57% *	115 46%	217 50%	161 49%
Don't know / not sure	438 20%	190 17%	220 22% B	9 8%	21 12%	30 11%	333 20% DEF	3 5% *	3 7% *	5 6% *	20 13%	11 11% *	9 11% *	26 11%	46 11%	35 11%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Misunderstood

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Yes, I associate this word with people who experience harms from their gambling	633 30%	289 27%	340 32% B	246 38% EF	234 30% F	152 22%	194 33%	184 29%	123 28%	132 28%	438 31% L	195 26%	152 30%	161 29%	142 29%	84 27%	26 26% *	67 36%	539 29%	134 26%	125 29%	339 31%	34 30% *	130 29% b	181 31% b	170 33% b	128 30% b	24 16%	368 28%	215 35% ce	50 25%	129 32%	208 26%	141 31%	155 31%	222 32%	411 28%	554 30%	78 31%		
No, I do not associate this word with people who experience harms from their gambling	1060 49%	567 54% C	486 45%	281 43%	378 48%	400 57% DE	288 49%	314 49%	219 50%	238 50%	655 47%	405 54% K	229 46%	292 52%	241 50%	163 53%	47 46% *	89 47%	924 50% M	266 52%	224 52%	517 48%	53 47% *	225 50%	284 48%	246 48%	230 53%	74 50%	680 51% d	276 45%	104 52%	189 47%	412 52%	221 49%	238 48%	328 48%	732 50%	929 50%	125 49%		
Don't know / not sure	450 21%	198 19%	243 23% B	122 19%	173 22%	155 22%	109 18%	139 22%	98 22%	103 22%	304 22%	146 20%	120 24%	107 19%	103 21%	59 19%	29 29% NR*	32 17%	389 21%	113 22%	86 20%	224 21%	26 23% *	99 22%	126 21%	100 19%	73 17%	52 34% XYZa	277 21%	126 20%	46 23%	87 21%	174 22%	89 20%	99 20%	136 20%	314 22%	387 21%	51 20%		

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Misunderstood

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	633 30%	353 32%	272 28%	54 49%	63 38%	113 42%	474 28%	26 51%	18 48%	44 49%	56 36%	33 33%	40 48%	99 40%	171 40%	138 42%
				G	G	G		*	*	*		*	L*			
No, I do not associate this word with people who experience harms from their gambling	1060 49%	581 52%	469 48%	48 43%	88 52%	132 49%	866 51%	22 44%	18 47%	40 46%	79 52%	49 49%	32 39%	126 51%	207 48%	158 48%
								*	*	*		*	*			
Don't know / not sure	450 21%	174 16%	240 24%	10 9%	17 10%	27 10%	353 21%	2 5%	2 5%	4 5%	17 11%	18 18%	10 12%	24 10%	52 12%	34 10%
			B				DEF	*	*	*		N*	*		P	

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Marginalised

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	487 23%	273 26% c	210 20%	174 27% EF	169 21%	144 20%	152 26% J	157 25% J	96 22%	80 17%	347 25% L	140 19%	108 22%	114 20%	97 20%	85 28% NOS	22 22% *	60 32% MNOS	404 22%	84 16%	90 21%	288 27% TU	24 21% *	92 20%	128 22%	134 26% b	112 26% b	20 14%	294 22%	149 24%	44 22%	91 23%	170 21%	106 24%	119 24%	182 27% k	305 21%	423 23%	63 25%	
No, I do not associate this word with people who experience harms from their gambling	1010 47%	539 51% c	467 44%	296 46% EF	364 46%	350 49%	292 49%	286 45%	211 48%	220 47%	647 46%	363 49%	226 45%	287 51%	233 48%	142 46%	42 41% *	80 43%	888 48%	241 47%	218 50%	506 47%	45 39% *	220 49%	259 44%	241 47%	227 53% yb	62 42%	639 48%	283 46%	88 44%	182 45%	392 49%	217 48%	219 45%	293 43%	716 49% j	882 47%	122 48%	
Don't know / not sure	645 30%	242 23%	391 37% B	179 28%	252 32%	214 30%	147 25%	193 30% G	133 30%	172 36% G	403 29%	242 33%	167 33% P	159 28%	155 32%	79 26%	38 37% PR*	47 25%	560 30%	188 37% UV	127 29%	285 26%	45 40% v*	141 31% a	204 35% Za	142 27% a	92 21%	67 45% XYZa	392 30%	184 30%	69 34%	130 32%	233 29%	129 28%	154 31%	210 31%	435 30%	564 30%	69 27%	

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Marginalised

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	487 23%	294 27% C	191 19%	45 40% G	59 35% G	99 36% G	359 21%	23 47% K*	20 53% K*	43 49% K*	42 28%	25 25% *	24 29% *	110 44% LMOP	158 37% L	134 40% LMO
No, I do not associate this word with people who experience harms from their gambling	1010 47%	558 50% C	433 44%	48 43%	72 43%	120 44%	817 48%	22 45% *	12 32% *	35 39% *	74 49%	54 54% *	39 48% *	111 45%	204 47%	150 45%
Don't know / not sure	645 30%	257 23%	358 36% B	19 17%	37 22%	53 19%	517 31% DEF	4 9% *	6 16% *	10 12% *	36 24% HJ	22 22% N*	19 23% NOP*	28 11%	68 16% N	47 14% N

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Exploited

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Yes, I associate this word with people who experience harms from their gambling	887 41%	441 42%	439 41%	272 42%	314 40%	301 43%	269 45% U	282 44% U	162 37%	173 37%	569 41%	319 43%	203 41%	246 44% P	200 41%	106 35%	43 42% *	89 48% P	755 41% P	179 35%	189 43% T	483 45% TW	36 32% *	201 44% b	253 43% b	223 43% b	172 40% b	39 26%	528 40%	274 44%	85 42%	185 46%	319 40%	184 41%	200 41%	271 40%	616 42%	789 42%	96 38%	
No, I do not associate this word with people who experience harms from their gambling	837 39%	445 42% C	389 36%	255 39%	310 39%	272 38%	225 38%	239 38%	187 42%	187 40%	558 40%	279 37%	196 39%	218 39%	180 37%	130 43%	40 39% *	73 39%	724 39%	223 44% V	164 38%	402 37%	48 42% *	161 35%	230 39%	202 39%	192 44% X	53 36%	545 41% d	216 35%	77 38%	138 34%	315 40%	179 40%	206 42% f	275 40%	563 39%	725 39%	107 42%	
Don't know / not sure	417 19%	168 16%	240 22% B	122 19%	161 21%	134 19%	98 17%	116 18%	92 21%	112 24% GH	270 19%	148 20%	102 20%	95 17%	106 22% R	70 23% R	19 19% *	25 14%	373 20% NR	111 22%	82 19%	194 18%	30 26% *	92 20%	109 18%	91 18%	68 16%	57 38% XYZa	252 19%	126 20%	39 19%	82 20%	160 20%	89 20%	86 18%	140 20%	278 19%	356 19%	51 20%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q18. Which of the following words do you, or do you not, associate with people who experience harms from their own gambling? - Exploited

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Yes, I associate this word with people who experience harms from their gambling	887 41%	454 41%	427 44%	61 54% G	80 47%	134 49% G	711 42%	29 57% *	23 60% *	52 58% *	68 45%	43 43% *	37 45% *	112 45%	192 45%	149 45%
No, I do not associate this word with people who experience harms from their gambling	837 39%	493 45% C	331 34%	44 40%	64 38%	107 39%	671 40%	21 41% *	12 31% *	33 37% *	61 40%	45 44% *	39 47% *	122 49%	205 48%	160 49%
Don't know / not sure	417 19%	161 15%	223 23% B	7 6%	24 14% D	31 11% D	311 18% DF	1 1% *	3 8% *	4 4% *	23 15% HJ	13 13% *	6 8% *	15 6%	34 8%	21 6%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q19. Which, if any, words do you feel best represent how society views those who experience harms from their gambling?

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Judgmental	1027 48%	438 42%	576 54%	256 39%	376 48%	395 56%	297 50%	326 51%	180 41%	224 47%	627 45%	401 54%	220 44%	279 50%	239 49%	134 44%	55 54%	100 53%	872 47%	225 44%	210 48%	546 51%	47 41%	203 45%	296 50%	255 49%	208 48%	66 44%	647 49%	274 44%	107 53%	205 51%	410 52%	204 45%	208 42%	286 42%	741 51%	931 50%	91 36%	
Critical	795 37%	349 33%	439 41%	196 30%	282 36%	317 45%	232 39%	251 39%	134 31%	177 38%	480 34%	315 42%	179 36%	220 39%	171 35%	112 37%	43 42%	70 37%	682 37%	180 35%	152 35%	435 40%	29 25%	157 35%	249 42%	176 34%	164 38%	49 33%	499 38%	229 37%	67 33%	161 40%	320 40%	157 35%	158 32%	224 33%	571 39%	721 39%	71 28%	
Indifferent	515 24%	276 26%	230 21%	148 23%	166 21%	200 28%	159 27%	154 24%	96 22%	106 23%	323 23%	191 26%	109 22%	153 27%	95 20%	77 25%	25 25%	54 29%	435 23%	107 21%	103 24%	287 27%	18 16%	115 25%	141 24%	124 24%	100 23%	35 23%	315 24%	143 23%	56 28%	100 25%	200 25%	112 25%	102 21%	140 20%	375 26%	440 24%	68 27%	
Concerned	464 22%	235 22%	229 21%	163 25%	160 20%	141 20%	138 23%	133 21%	104 24%	90 19%	308 22%	157 21%	129 26%	102 18%	109 22%	78 26%	27 27%	19 10%	418 23%	115 22%	96 22%	231 21%	23 20%	90 20%	136 23%	113 22%	104 24%	21 14%	301 23%	133 22%	30 15%	74 18%	160 20%	104 23%	127 26%	172 25%	292 20%	403 22%	60 24%	
Empathetic	154 7%	94 9%	58 5%	80 12%	47 6%	27 4%	42 7%	36 6%	39 9%	37 8%	115 8%	39 5%	34 7%	38 7%	35 7%	27 9%	5 4%	14 8%	135 7%	36 7%	33 8%	72 7%	13 11%	34 8%	35 6%	49 10%	30 7%	6 4%	100 8%	49 8%	4 2%	15 4%	42 5%	44 10%	53 11%	75 11%	78 5%	127 7%	26 10%	
Understanding	150 7%	107 10%	43 4%	70 11%	57 7%	23 3%	49 8%	34 5%	42 10%	25 5%	124 9%	26 3%	42 8%	40 7%	25 5%	26 9%	5 5%	12 6%	133 7%	43 8%	22 5%	74 7%	11 10%	29 6%	46 8%	29 6%	44 10%	3 2%	108 8%	37 6%	5 3%	21 5%	37 5%	44 10%	48 10%	80 12%	70 5%	126 7%	22 9%	
Accepting	137 6%	92 9%	45 4%	77 12%	43 5%	17 2%	52 9%	34 5%	31 7%	20 4%	109 8%	28 4%	29 6%	35 6%	28 6%	23 7%	9 9%	13 7%	115 6%	28 5%	30 7%	72 7%	7 7%	25 6%	35 6%	32 6%	40 9%	5 3%	89 7%	44 7%	4 2%	18 4%	47 6%	24 5%	48 10%	66 10%	71 5%	111 6%	25 10%	
Other word(s) (please specify)	4 *	2 *	3 *	- -	- -	4 1%	- -	- -	3 1%	1 *	3 *	2 *	1 *	2 *	- -	- -	- -	2 1%	3 *	2 *	- -	3 *	- -	1 *	2 *	- -	2 *	- -	4 *	- -	- -	- -	3 *	- -	2 *	- -	4 *	4 *	4 *	- -
Nothing	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	1 *	- -
Don't know / not sure exclusive	365 17%	167 16%	195 18%	79 12%	157 20%	129 18%	82 14%	109 17%	75 17%	99 21%	227 16%	138 19%	93 19%	96 17%	85 18%	45 15%	18 18%	27 14%	320 17%	105 21%	68 16%	163 15%	28 25%	83 18%	96 16%	87 17%	59 14%	39 26%	228 17%	91 15%	46 23%	76 19%	144 18%	73 16%	72 15%	105 15%	260 18%	317 17%	46 18%	
Prefer not to say	66 3%	42 4%	24 2%	27 4%	29 4%	10 1%	13 2%	23 4%	12 3%	19 4%	50 4%	16 2%	22 4%	12 2%	19 4%	8 3%	2 2%	4 2%	60 3%	24 5%	14 3%	25 2%	3 3%	13 3%	15 3%	17 3%	8 2%	13 9%	32 2%	28 5%	7 3%	13 3%	23 3%	16 4%	15 3%	18 3%	49 3%	50 3%	10 4%	

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ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q19. Which, if any, words do you feel best represent how society views those who experience harms from their gambling?

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	PGSI 8+ (problem gambler)	1+	3+
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Judgmental	1027 48%	555 50%	469 48%	44 39%	67 40%	111 41%	878 52% DEF	16 31%	13 34%	29 32%	76 50%	65 64% MNOP*	38 46% NP*	70 28%	172 40% NP	108 33% N
Critical	795 37%	433 39%	359 37%	41 36%	61 36%	99 36%	668 39%	14 28%	12 31%	26 30%	65 43%	42 41% NOP*	33 40% NP*	60 24%	135 31% NP	93 28% N
Indifferent	515 24%	265 24%	244 25%	32 29%	34 20%	64 24%	424 25%	9 18%	8 21%	17 19%	41 27%	30 29%	23 27%	61 25%	113 26%	84 25%
Concerned	464 22%	281 25% c	179 18%	29 26%	45 27%	72 26%	366 22%	16 33%	10 25%	26 29%	35 23%	35 35%	22 26%	74 30%	131 30%	96 29%
Empathetic	154 7%	111 10% c	40 4%	24 22% g	29 17% g	49 18% g	97 6%	15 31% k*	12 31% k*	27 30% k*	19 12%	11 11% *	10 12% *	56 22% LMO	76 18% L	65 20% LMO
Understanding	150 7%	109 10% c	37 4%	20 18% g	30 18% g	49 18% g	90 5%	13 25% k*	11 27% k*	23 26% k*	17 11%	8 8% *	12 15% *	60 24% LO	80 19% L	72 22% LO
Accepting	137 6%	95 9% c	35 4%	20 18% g	29 17% g	46 17% g	74 4%	14 28% k*	10 25% k*	23 27% k*	18 12%	3 3% *	15 18% L*	54 22% LO	72 17% L	69 21% LO
Other word(s) (please specify)	4 *	2 *	3 *	- -	- -	- -	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nothing	1 *	1 *	- -	- -	- -	- -	1 *	- *	- *	- *	- -	- *	- *	- -	- -	- -
Don't know / not sure exclusive	365 17%	124 11%	229 23% b	6 5%	9 6%	15 5%	303 18% DEF	1 1%	- *	1 1%	14 9% j	6 6% *	3 3% *	5 2%	14 3% p	7 2%
Prefer not to say	66 3%	16 1%	28 3% b	3 3%	4 2%	7 3%	27 2%	1 1% *	- *	1 1% *	4 3%	1 1% *	- *	5 2%	6 1%	5 2%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - Summary

All Adults aged 18-75 in Great Britain

	Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling?								
	People experiencing gambling harms are treated worse than those experiencing gambling harms relating to factors such as alcohol, drugs, eating or mental health	Gambling harms could affect anyone	Gambling harms could affect me	It's important to challenge the stigma around gambling harms	The stigma around gambling harms prevents those who gamble from seeking support	We all need to do more to reduce stigma around gambling harms	I know how stigma impacts those experiencing gambling harms	People stigmatise those experiencing gambling harms	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	2142	2142	2142	2142	2142	2142	2142	2142	2142
Weighted base	2142	2142	2142	2142	2142	2142	2142	2142	2142
Strongly agree	379 18% BDHI	188 9% ABDEFGHI	468 22% ABDEFGHI	195 9% BDFHI	389 18% BDFHI	342 16% BDHI	360 17% BDHI	175 8% BDHI	303 14% BDH
Tend to agree	951 44% BCDEFGH	526 25% D	803 37% BDGH	423 20% BDGH	801 37% BDGH	838 39% BDGH	720 34% BDH	485 23% D	935 44% BCDEFGH
Neither agree nor disagree	381 18% ACDFI	571 27% ACDFI	354 17% ACDFI	407 19% C	518 24% ACDFI	432 20% AC	559 26% ACDFI	579 27% ACDEFI	441 21% AC
Tend to disagree	130 6% ACEFGI	369 17% ACEFGI	239 11% AEFGI	433 20% ABCEFGHI	125 6% AEI	179 8% AEI	167 8% AEI	344 16% ACEFGI	130 6% ACEFGI
Strongly disagree	66 3% ACEFGI	140 7% ACEFGI	92 4% AEI	413 19% ABCEFGHI	65 3% I	77 4% I	85 4% I	168 8% ACEFGI	51 2% ACEFGI
Don't know / not sure	194 9% C	310 14% ACDEFGI	147 7% AEFGI	215 10% C	205 10% C	237 11% ACE	209 10% C	346 16% ACDEFGI	241 11% ACEG
Prefer not to say	41 2% ABCEFG	40 2% ABCEFG	40 2% ABCEFG	56 3% ABCEFG	39 2% ABCEFG	37 2% ABCEFG	41 2% ABCEFG	46 2% ABCEFG	42 2% ABCEFG

NET: Agree	1330 62% BCDEFGHI	714 33% D	1271 59% BDEFGH	618 29% BDFHI	1190 56% BDGH	1180 55% BDGH	1080 50% BDH	660 31% BDHI	1238 58% BDFGH
NET: Disagree	196 9% ACEFGI	508 24% ACEFGI	331 15% AEFGI	847 40% ABCEFGHI	190 9% AEI	257 12% AEI	253 12% AEI	512 24% ACEFGI	181 8% ACEFGI

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Overlap formulae used

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - People negatively judge those experiencing gambling harms

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	379 18%	165 16%	208 19%	133 20%	156 20%	90 13%	110 19%	106 17%	74 17%	88 19%	265 19%	114 15%	96 19%	102 18%	73 15%	51 17%	21 21%	36 19%	322 17%	79 15%	69 16%	219 20%	12 10%	79 17%	115 19%	87 17%	83 19%	14 9%	229 17%	117 19%	33 16%	79 20%	134 17%	86 19%	80 16%	118 17%	261 18%	331 18%	46 18%	
Tend to agree	951 44%	454 43%	494 46%	234 36%	348 44%	368 52%	272 46%	301 47%	183 42%	195 41%	584 42%	367 49%	214 43%	260 46%	210 43%	135 44%	43 42%	88 47%	820 44%	201 39%	201 46%	499 46%	49 43%	194 43%	268 45%	220 43%	202 47%	66 44%	603 45%	250 41%	99 49%	179 44%	360 45%	190 42%	222 45%	302 44%	649 45%	862 46%	83 33%	
Neither agree nor disagree	381 18%	190 18%	186 17%	128 20%	126 16%	127 18%	104 18%	104 16%	84 19%	90 19%	250 18%	131 18%	86 17%	96 17%	89 18%	57 19%	26 26%	26 14%	329 18%	115 22%	78 18%	168 16%	21 19%	81 18%	108 18%	99 19%	68 16%	25 17%	228 17%	109 18%	44 22%	63 16%	139 17%	89 20%	90 18%	122 18%	259 18%	318 17%	59 23%	
Tend to disagree	130 6%	82 8%	48 4%	56 9%	39 5%	36 5%	36 6%	44 7%	30 7%	20 4%	90 6%	41 5%	35 7%	29 5%	36 7%	16 5%	3 3%	13 7%	115 6%	29 6%	28 7%	62 6%	11 10%	25 5%	31 5%	39 8%	28 7%	7 5%	85 6%	40 6%	6 3%	17 4%	48 6%	28 6%	38 8%	50 7%	80 6%	107 6%	24 9%	
Strongly disagree	66 3%	52 5%	14 1%	34 5%	19 2%	13 2%	16 3%	20 3%	20 4%	11 2%	57 4%	9 1%	13 3%	17 3%	16 3%	10 3%	- -	10 5%	56 3%	24 5%	8 2%	31 3%	2 2%	17 4%	11 2%	23 5%	13 3%	1 *	43 3%	20 3%	2 1%	12 3%	24 3%	16 3%	15 3%	24 3%	42 3%	54 3%	12 5%	
Don't know / not sure	194 9%	91 9%	100 9%	51 8%	80 10%	63 9%	45 8%	53 8%	37 8%	59 12%	124 9%	70 9%	45 9%	45 8%	54 11%	31 10%	5 5%	14 7%	175 9%	50 10%	42 10%	86 8%	16 14%	48 11%	47 8%	39 8%	30 7%	30 20%	109 8%	67 11%	17 9%	46 11%	73 9%	38 8%	36 7%	53 8%	141 10%	165 9%	25 10%	
Prefer not to say	41 2%	21 2%	18 2%	13 2%	17 2%	10 1%	9 2%	9 1%	12 3%	10 2%	27 2%	13 2%	13 3%	11 2%	7 1%	5 2%	4 3%	1 1%	36 2%	15 3%	9 2%	15 1%	2 2%	9 2%	10 2%	8 2%	7 2%	6 4%	27 2%	13 2%	- -	9 2%	17 2%	4 1%	11 2%	17 2%	24 2%	32 2%	5 2%	

NET: Agree	1330 62%	619 59%	702 66%	367 56%	504 64%	459 65%	382 65%	407 64%	257 58%	283 60%	849 61%	481 65%	310 62%	362 65%	283 58%	186 61%	64 63%	124 66%	1142 62%	281 55%	270 62%	718 66%	61 54%	273 60%	383 65%	308 60%	285 66%	80 54%	832 63%	366 59%	131 65%	258 64%	494 62%	276 61%	302 61%	420 61%	910 62%	1193 64%	129 51%
NET: Disagree	196 9%	133 13%	62 6%	90 14%	57 7%	49 7%	52 9%	64 10%	50 11%	31 7%	146 10%	50 7%	47 9%	45 8%	52 11%	26 8%	3 3%	23 12%	171 9%	53 10%	36 8%	93 9%	14 12%	42 9%	43 7%	62 12%	41 10%	8 5%	128 10%	60 10%	8 4%	28 7%	72 9%	44 10%	53 11%	74 11%	122 8%	161 9%	35 14%

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - People negatively judge those experiencing gambling harms

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	379 18%	203 18%	174 18%	26 23%	38 23%	60 22%	300 18%	12 24% *	7 17% *	18 20% *	38 25%	24 24% *	23 28% *	45 18%	92 21%	68 21%
Tend to agree	951 44%	502 45%	434 44%	47 42%	56 34%	101 37%	809 48% EF	23 46% *	13 33% *	36 41% *	59 39%	43 43% N*	31 38% *	76 31%	150 35% N	107 33%
Neither agree nor disagree	381 18%	175 16%	193 20% B	17 15%	34 20%	51 19%	286 17%	5 10% *	11 29% H*	16 18% H*	25 16%	21 21% *	13 16% *	47 19%	81 19%	60 18%
Tend to disagree	130 6%	83 8% C	46 5%	10 9%	19 11% G	30 11% G	86 5%	6 13% *	5 14% *	12 13% *	11 7%	8 8% *	5 6% *	36 15% O	49 11%	41 12% M
Strongly disagree	66 3%	51 5% C	13 1%	8 7% G	9 5% G	16 6% G	46 3%	3 5% *	3 7% *	5 6% *	9 6%	1 1% *	6 7% L*	30 12% LO	36 8% L	35 11% LO
Don't know / not sure	194 9%	85 8%	100 10%	5 4%	7 4%	11 4%	151 9% EF	1 2% *	- - *	1 1% *	8 6%	4 4% *	3 3% *	11 4%	18 4%	14 4%
Prefer not to say	41 2%	9 1%	21 2% B	- -	4 3%	4 2% D	16 1%	- - *	- - *	- - *	2 1%	- - *	1 2% *	3 1%	4 1%	4 1%

NET: Agree	1330 62%	705 64%	608 62%	73 65%	94 56%	161 59%	1108 65% E	35 69% *	19 50% *	54 61% *	98 64%	67 66% NOP*	55 66% NOP*	121 49%	242 56% NP	176 53% N
NET: Disagree	196 9%	134 12% C	59 6%	18 16% G	28 17% G	45 17% G	131 8%	9 18% *	8 21% *	17 20% *	20 13%	9 9% *	11 13% *	66 27% LMOP	86 20% L	77 23% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - People experiencing gambling harms are treated worse than those experiencing harms relating to factors such as alcohol, drugs, eating or mental health

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	188 9%	93 9%	94 9%	80 12% F	74 9%	34 5%	56 10%	44 7%	45 10%	42 9%	140 10% L	47 6%	51 10% O	50 9%	28 6%	32 10% O	7 7% *	20 10% O	161 9%	32 6%	38 9%	104 10% T	13 11% *	41 9%	56 9%	44 8%	40 9%	7 5%	120 9%	56 9%	12 6%	34 8%	59 7%	44 10%	52 11%	78 11% k	110 8%	157 8%	30 12%	
Tend to agree	526 25%	259 25%	262 25%	184 28% F	202 26% F	139 20%	162 27% J	158 25%	105 24%	101 21%	366 26% L	160 21%	120 24%	141 25%	122 25%	67 22%	30 30% *	46 25%	449 24%	117 23%	107 25%	284 26% W	18 16% *	113 25%	154 26% b	124 24%	110 26% b	24 16%	329 25%	152 25%	45 22%	95 24%	169 21%	127 28% g	135 27% g	202 30% k	324 22%	459 25%	62 24%	
Neither agree nor disagree	571 27%	295 28%	269 25%	156 24%	197 25%	217 31% DE	143 24%	179 28%	113 26%	136 29%	350 25%	221 30% K	132 26%	144 26%	145 30% R	83 27%	28 27% *	38 20%	505 27%	157 31% V	111 25%	269 25%	34 30% *	123 27%	160 27%	134 26%	116 27%	38 25%	342 26%	170 28%	59 29%	98 24%	234 29%	115 26%	124 25%	151 22%	420 29% J	498 27%	69 27%	
Tend to disagree	369 17%	187 18%	180 17%	110 17%	130 17%	128 18%	108 18%	106 17%	82 19%	73 15%	240 17%	129 17%	86 17%	94 17%	81 17%	52 17%	17 16% *	41 22%	312 17%	89 17%	78 18%	183 17%	19 16% *	57 13%	103 17%	101 20% X	84 20% X	23 15%	238 18%	95 15%	36 18%	65 16%	142 18%	77 17%	85 17%	118 17%	251 17%	327 17%	40 16%	
Strongly disagree	140 7%	79 7%	60 6%	50 8%	45 6%	44 6%	36 6%	44 7%	29 7%	31 7%	94 7%	46 6%	34 7%	37 7%	29 6%	24 8%	6 6% *	10 5%	124 7%	36 7%	26 6%	69 6%	9 8% *	36 8% Y	27 4%	46 9% Ya	23 5%	7 5%	90 7%	42 7%	8 4%	27 7%	51 6%	26 6%	36 7%	42 6%	98 7%	123 7%	16 6%	
Don't know / not sure	310 14%	124 12%	184 17% B	56 9%	118 15% D	136 19% D	78 13%	95 15%	60 14%	77 16%	183 13%	126 17% K	65 13%	84 15%	75 15%	43 14%	13 13% *	30 16%	266 14%	70 14%	70 16%	152 14%	18 16% *	75 16% Z	80 14%	59 11%	53 12%	43 29% XYZa	179 13%	89 14%	42 21% c	80 20% hi	125 16% i	55 12%	50 10%	79 12%	231 16% j	276 15%	30 12%	
Prefer not to say	40 2%	18 2%	19 2%	13 2%	18 2%	8 1%	10 2%	10 2%	7 2%	13 3%	24 2%	16 2%	14 3%	10 2%	5 1%	5 2%	1 1% *	3 2%	35 2%	13 2%	5 1%	19 2%	3 3% *	8 2%	12 2%	7 1%	5 1%	7 4% Za	27 2%	13 2%	- -	6 1%	16 2%	7 2%	11 2%	16 2%	23 2%	29 2%	6 2%	

NET: Agree	714 33%	352 33%	356 33%	264 41% EF	276 35% F	174 25%	218 37% J	203 32%	150 34%	143 30%	506 36% L	208 28%	171 34%	191 34%	150 31%	99 32%	38 37% *	66 35%	610 33%	149 29%	145 33%	389 36% T	31 27% *	154 34% b	209 35% b	168 33% b	150 35% b	32 21%	449 34%	207 34%	57 28%	129 32%	227 29%	171 38% g	186 38% g	280 41% k	434 30%	615 33%	92 36%
NET: Disagree	508 24%	266 25%	240 22%	160 25%	176 22%	173 24%	144 24%	150 24%	111 25%	104 22%	334 24%	175 23%	120 24%	131 23%	110 23%	76 25%	22 22% *	50 27%	436 24%	125 24%	104 24%	252 23%	27 24% *	93 21%	130 22%	148 29% XY	108 25%	30 20%	328 25%	137 22%	43 22%	92 23%	193 24%	103 23%	121 25%	160 23%	349 24%	450 24%	56 22%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - People experiencing gambling harms are treated worse than those experiencing harms relating to factors such as alcohol, drugs, eating or mental health

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	188 9%	122 11% C	66 7%	22 20% G	20 12%	41 15% G	136 8%	10 21% *	3 7% *	13 15% *	25 16%	11 11% *	16 20% *	40 16%	67 16%	56 17%
Tend to agree	526 25%	289 26%	227 23%	36 32% G	53 32% G	88 32% G	391 23%	22 45% K*	15 39% *	37 42% K*	39 26%	29 29% *	28 34% *	74 30%	131 31%	102 31%
Neither agree nor disagree	571 27%	293 26%	263 27%	27 24%	29 17%	51 19%	475 28% EF	6 12% *	3 7% *	9 10% *	35 23% IJ	30 30% OP*	16 19% *	49 20%	95 22% P	65 20%
Tend to disagree	369 17%	202 18%	165 17%	15 13%	35 21%	49 18%	303 18%	9 19% *	11 29% *	21 23% *	25 17%	24 24% *	14 17% *	49 20%	87 20%	63 19%
Strongly disagree	140 7%	74 7%	65 7%	7 6%	22 13% G	28 10% DG	104 6%	2 4% *	7 17% *	8 10% H*	18 12%	1 1% *	3 4% *	27 11% LO	32 7% L	31 9% LMO
Don't know / not sure	310 14%	123 11% B	175 18% B	4 3%	6 4%	10 4%	269 16% DEF	- - *	* 1% *	* 1% *	9 6% J	6 6% *	4 5% *	7 3%	17 4%	11 3%
Prefer not to say	40 2%	6 * B	22 2% B	2 2%	3 2%	5 2%	16 1%	- - *	- - *	- - *	1 1%	- - *	1 1% *	1 *	2 *	2 1%

NET: Agree	714 33%	411 37% C	292 30%	58 52% G	74 44% G	129 47% G	526 31%	33 65% K*	18 46% *	50 57% K*	64 42%	40 40% *	45 54% *	114 46%	199 46%	159 48%
NET: Disagree	508 24%	276 25%	230 23%	22 19%	56 34% DFG	77 28% D	408 24%	11 23% *	18 45% H*	29 33% H*	43 28%	25 25% *	17 21% *	77 31%	119 28%	94 28%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - Gambling harms could affect anyone

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	468 22%	212 20%	250 23%	146 22%	183 23%	139 20%	127 22%	144 23%	88 20%	108 23%	305 22%	163 22%	123 24% o	120 21%	90 19%	62 20%	29 29% o*	44 23%	395 21%	114 22%	92 21%	232 21%	30 26% *	100 22% b	156 26% zb	99 19%	94 22% b	19 12%	293 22%	128 21%	46 23%	90 22%	164 21%	99 22%	115 23%	156 23%	312 21%	407 22%	54 21%	
Tend to agree	803 37%	368 35%	427 40% b	204 31%	306 39% d	293 41% d	224 38%	241 38%	159 36%	179 38%	525 38%	278 37%	188 38%	215 38%	180 37%	121 40%	36 35% *	63 33%	705 38%	185 36%	161 37%	426 39% w	31 27% *	165 36%	213 36%	207 40%	168 39%	50 33%	495 37%	226 37%	82 41%	158 39%	302 38%	165 36%	179 36%	249 36%	554 38%	716 38%	87 34%	
Neither agree nor disagree	354 17%	184 17%	168 16%	126 19% e	118 15%	109 15%	99 17%	95 15%	73 17%	86 18%	232 17%	122 16%	82 16%	95 17%	87 18% q	46 15%	9 9% *	35 18%	310 17%	85 17%	75 17%	167 15%	27 23% *	84 18%	91 15%	83 16%	73 17%	24 16%	213 16%	105 17%	36 18%	61 15%	125 16%	88 19%	80 16%	116 17%	238 16%	303 16%	47 19%	
Tend to disagree	239 11%	143 14% c	95 9%	83 13% e	61 8%	94 13% e	81 14% j	76 12% j	46 11%	35 7%	141 10%	97 13%	41 8%	65 12%	66 14% m	34 11%	14 14% *	19 10%	206 11% m	55 11%	49 11%	123 11%	12 10% *	42 9%	69 12%	60 12%	51 12%	17 11%	158 12%	60 10%	21 10%	32 8%	103 13% f	50 11%	53 11%	74 11%	164 11%	212 11%	24 9%	
Strongly disagree	92 4%	54 5%	38 4%	36 6%	34 4%	22 3%	22 4%	22 3%	32 7% gh	15 3%	60 4%	32 4%	19 4%	20 4%	21 4%	16 5%	3 3% *	13 7%	76 4%	23 4%	17 4%	48 4%	4 4% *	17 4%	19 3%	31 6% y	15 3%	9 6%	60 4%	28 5%	4 2%	18 4%	36 5%	13 3%	25 5%	27 4%	65 4%	77 4%	14 6%	
Don't know / not sure	147 7%	72 7%	73 7%	44 7%	61 8%	42 6%	28 5%	49 8% g	30 7% g	40 8% g	103 7% g	44 6%	36 7%	33 6%	35 7%	20 7%	9 9% *	14 7%	124 7% m	38 7%	32 7%	69 6%	8 7% *	37 8%	34 6%	26 5%	25 6%	26 17% xyz	78 6% c	57 9% c	12 6%	36 9%	50 6%	30 7%	31 6%	45 7%	102 7%	121 6%	22 9%	
Prefer not to say	40 2%	21 2%	17 2%	11 2%	22 3% f	8 1%	10 2%	9 1%	11 3%	10 2%	31 2%	9 1%	13 3%	12 2%	6 1%	7 2%	1 1% *	1 1%	37 2%	14 3%	8 2%	16 1%	2 2% *	9 2%	10 2%	10 2%	5 1%	5 4%	28 2%	12 2%	- -	9 2%	15 2%	9 2%	8 2%	19 3%	21 1%	32 2%	6 2%	

NET: Agree	1271 59%	580 55%	678 63% b	350 54%	489 62% d	432 61% d	351 59%	385 61%	247 56%	287 61%	830 59%	441 59%	311 62%	335 60%	270 56%	183 60%	65 64% *	107 57%	1099 59%	298 58%	253 58%	658 61%	61 54% *	265 58% b	369 62% b	306 59% b	262 61% b	69 46%	788 59%	354 57%	128 64%	248 61%	466 59%	263 58%	294 60%	405 59%	866 59%	1124 60%	141 56%
NET: Disagree	331 15%	197 19% c	133 12% e	119 18% e	95 12% e	116 16% e	103 17% j	98 15% j	79 18% j	50 11% j	202 14% j	129 17% j	59 12% m	85 15% m	87 18% m	51 17% m	17 17% *	31 17% m	282 15% m	78 15%	66 15%	171 16%	16 14% *	60 13%	87 15%	92 18%	66 15%	26 17%	218 16%	88 14%	25 12%	51 13%	139 18% f	62 14%	78 16%	101 15%	229 16%	289 15%	38 15%

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Overlap formulae used

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22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - Gambling harms could affect anyone

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	468 22%	280 25% C	186 19%	42 38% EG	43 26%	84 31% EG	368 22%	18 35% *	11 28% *	28 32% *	52 34%	41 41% MNOP*	21 25% *	56 22%	117 27% NP	76 23%
Tend to agree	803 37%	435 39%	361 37%	29 26%	62 37%	88 32%	665 39% DF	15 30% *	13 34% *	29 32% *	51 33%	27 27% *	27 33% *	77 31%	131 30%	104 31%
Neither agree nor disagree	354 17%	167 15%	172 18%	17 15%	24 14%	41 15%	269 16%	8 16% *	5 14% *	13 15% *	17 11%	16 16% *	12 15% *	50 20%	78 18%	62 19%
Tend to disagree	239 11%	107 10%	121 12%	13 12%	18 11%	30 11%	196 12%	5 10% *	4 10% *	9 10% *	20 13%	6 6% *	10 12% *	30 12%	45 10%	40 12%
Strongly disagree	92 4%	53 5%	38 4%	6 5%	8 5%	12 4%	75 4%	3 5% *	2 6% *	5 5% *	7 5%	6 6% *	8 10% *	17 7%	31 7%	25 8%
Don't know / not sure	147 7%	54 5%	83 8% B	3 2%	9 5%	11 4%	105 6%	2 3% *	3 8% *	5 6% *	3 2%	5 5% *	3 4% *	12 5%	21 5%	16 5%
Prefer not to say	40 2%	12 1%	20 2%	2 2%	4 2%	6 2%	15 1%	- - *	- - *	- - *	2 1%	- - *	1 1% *	6 3%	7 2%	7 2%

NET: Agree	1271 59%	715 65% C	547 56%	72 64%	105 63%	172 63%	1033 61%	33 66% *	24 62% *	57 64% *	103 67%	68 67% NOP*	48 58% *	133 53%	248 58% P	181 55%
NET: Disagree	331 15%	160 14%	160 16%	19 17%	26 16%	42 16%	271 16%	7 15% *	6 15% *	13 15% *	27 18%	11 11% *	18 22% *	47 19%	76 18%	65 20%

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ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - Gambling harms could affect me

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	195 9%	108 10%	84 8%	88 13% EF	70 9%	37 5%	64 11%	44 7%	53 12%	34 7%	140 10%	54 7%	57 11%	44 8%	38 8%	31 10%	7 7%	17 9%	171 9%	42 8%	42 10%	104 10%	6 6%	42 9%	63 11%	46 9%	37 9%	6 4%	129 10%	50 8%	16 8%	31 8%	60 8%	51 11%	53 11%	81 12%	113 8%	159 8%	35 14%	
Tend to agree	423 20%	240 23%	179 17%	160 25% F	177 23% F	87 12%	122 21%	120 19%	96 22%	85 18%	309 22% L	114 15%	111 22%	113 20%	90 19%	58 19%	21 21%	30 16%	372 20%	91 18%	88 20%	229 21%	15 14%	75 16%	122 21%	113 22%	100 23%	14 9%	255 19%	139 23%	29 14%	53 13%	141 18%	103 23%	126 26% fg	175 26% k	248 17%	368 20%	53 21%	
Neither agree nor disagree	407 19%	198 19%	208 19%	135 21%	152 19%	121 17%	111 19%	116 18%	78 18%	102 22%	273 20%	134 18%	87 17%	113 20%	88 18%	60 20%	21 20%	37 20%	349 19%	96 19%	86 20%	200 19%	24 21%	88 19%	111 19%	97 19%	90 21%	21 14%	255 19%	118 19%	35 17%	78 19%	145 18%	91 20%	93 19%	137 20%	270 19%	349 19%	54 21%	
Tend to disagree	433 20%	194 18%	236 22%	105 16%	160 20%	168 24% D	124 21%	143 22%	78 18%	88 19%	288 21%	145 19%	102 20%	114 20%	104 21%	53 17%	27 26%	34 18%	373 20%	102 20%	83 19%	233 22%	17 15%	93 21%	114 19%	97 19%	92 21%	38 26%	258 19%	122 20%	53 27% c	96 24% i	159 20%	93 20%	86 18%	118 17%	316 22% j	386 21%	45 18%	
Strongly disagree	413 19%	198 19%	212 20%	78 12%	121 15%	215 30% DE	121 20%	127 20%	78 18%	87 18%	201 14%	212 29% k	92 18%	104 19%	99 21%	63 21%	15 14%	40 21%	359 19%	111 22%	83 19%	188 17%	32 28% v*	85 19%	116 20%	104 20%	71 16%	38 25%	265 20%	101 16%	47 24% d	90 22% hi	188 24% hi	62 14%	73 15%	87 13%	326 22% j	389 21% m	23 9%	
Don't know / not sure	215 10%	87 8%	124 12%	66 10%	81 10%	68 10%	40 7%	71 11% G	39 9%	64 14% G	145 10%	70 9%	35 7%	55 10%	55 11% M	35 11%	10 9%	25 13% M	180 10% M	57 11%	39 9%	103 10%	15 13% *	56 12% a	51 9%	48 9%	34 8%	25 17% YZa	127 10%	70 11%	17 9%	47 12%	78 10%	44 10%	46 9%	62 9%	152 10%	174 9%	36 14% l	
Prefer not to say	56 3%	30 3%	25 2%	19 3%	25 3%	12 2%	10 2%	15 2%	18 4% G	12 3%	40 3%	16 2%	17 3%	16 3%	10 2%	7 2%	3 2%	4 2%	49 3%	15 3%	14 3%	23 2%	4 4% *	15 3%	15 3%	11 2%	8 2%	7 5%	36 3%	17 3%	3 2%	9 2%	22 3%	10 2%	15 3%	25 4% k	31 2%	44 2%	7 3%	

NET: Agree	618 29%	348 33% C	264 25%	247 38% EF	246 31% F	124 18%	186 31% HU	164 26%	149 34% HU	119 25%	449 32% L	168 23%	168 34% ORS	157 28%	128 26%	89 29%	28 27% *	47 25%	543 29%	133 26%	130 30%	333 31% W	22 19% *	117 26% b	185 31% b	159 31% b	137 32% b	20 13%	384 29%	189 31% e	45 22%	84 21%	202 25%	153 34% fg	179 36% fg	256 37% k	361 25%	527 28%	88 35%
NET: Disagree	847 40%	392 37%	448 42% B	183 28% D	281 36% DE	383 54% DE	245 41%	270 42%	156 35%	176 37%	489 35% K	358 48% K	194 39%	218 39%	203 42%	116 38%	41 41% *	74 40%	731 39%	212 41%	165 38%	421 39% *	48 43% *	178 39%	230 39%	201 39%	162 38%	76 51% XYZa	523 39%	223 36%	101 50% cd	186 46% hi	347 44% hi	154 34%	160 32%	205 30%	642 44% j	775 41% m	68 27%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - Gambling harms could affect me

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	195 9%	131 12% C	62 6%	34 31% EFG	29 17% G	61 22% EG	116 7%	22 43% UK*	6 16% *	27 31% IK*	27 18%	15 15% *	13 15% *	60 24% O	88 20%	72 22%
Tend to agree	423 20%	259 23% C	160 16%	40 36% G	56 34% G	94 34% G	292 17%	17 34% *	12 32% *	29 33% *	58 38%	32 32% *	30 36% *	68 27%	130 30%	98 30%
Neither agree nor disagree	407 19%	219 20%	172 18%	16 14%	34 20%	48 18%	322 19%	5 10% *	9 24% *	15 17% *	23 15%	17 17% *	14 17% *	49 20%	80 18%	62 19%
Tend to disagree	433 20%	214 19%	215 22%	11 10%	24 15%	35 13%	381 23% DEF	5 10% *	4 11% *	9 11% *	21 14%	16 16% *	11 13% *	36 15%	63 15%	47 14%
Strongly disagree	413 19%	177 16%	230 23% B	4 4%	9 5%	12 4%	388 23% DEF	- *	3 7% *	3 3% H*	9 6%	12 12% NOP*	4 5% *	13 5%	29 7% P	17 5%
Don't know / not sure	215 10%	87 8%	118 12% B	4 3%	10 6%	14 5%	167 10% DF	2 3% *	2 6% *	4 5% *	10 7%	6 6% *	8 10% *	13 5%	28 6%	21 6%
Prefer not to say	56 3%	22 2%	23 2%	3 3%	5 3%	8 3%	26 2%	- *	1 3% *	1 1% *	4 2%	1 1% *	3 4% *	10 4%	14 3%	13 4%

NET: Agree	618 29%	390 35% C	222 23%	74 66% EFG	86 51% G	155 57% EG	408 24%	38 77% UK*	19 48% *	56 64% I*	85 56%	48 47% *	42 51% *	128 51%	218 51%	170 51%
NET: Disagree	847 40%	390 35%	445 45% B	15 13%	33 20%	47 17%	769 45% DEF	5 10% *	7 19% *	12 14% *	30 20%	28 28% *	15 18% *	49 20%	92 21%	64 19%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L,M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - It's important to challenge the stigma around gambling harms

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Strongly agree	389 18%	194 18%	191 18%	128 20% F	162 21% F	98 14%	125 21% I	119 19%	65 15%	81 17%	266 19%	123 17%	101 20% O	104 19%	71 15%	62 20%	18 18% *	33 18%	338 18% O	78 15%	64 15%	228 21% TU	20 17% *	76 17% b	116 20% b	102 20% b	83 19% b	12 8%	236 18%	117 19%	36 18%	81 20%	129 16%	79 18%	101 20%	134 20%	255 17%	329 18%	58 23%		
Tend to agree	801 37%	368 35%	427 40% B	232 36%	307 39%	262 37%	230 39% J	254 40% J	164 37%	154 33%	523 37%	277 37%	186 37%	205 37%	178 37%	114 37%	44 43% *	74 39%	683 37%	159 31%	200 46% TV	400 37% T	41 36% *	158 35%	231 39%	196 38%	163 38%	52 35%	489 37%	235 38%	77 38%	146 36%	298 38%	172 38%	185 38%	261 38%	540 37% m	726 39% m	69 27%		
Neither agree nor disagree	518 24%	250 24%	262 24%	143 22%	171 22%	204 29% DE	130 22%	139 22%	122 28%	128 27%	320 23%	198 27%	118 24%	130 23%	124 26%	71 23%	23 23% *	52 27%	444 24%	152 30% UV	94 22%	246 23%	27 24% *	109 24%	139 24%	126 24%	101 24%	43 28%	338 25%	135 22%	45 23%	83 20%	208 26%	116 26%	112 23%	156 23%	362 25%	445 24%	71 28%		
Tend to disagree	125 6%	79 8% C	45 4%	46 7% E	28 4%	51 7% E	42 7%	29 5%	24 6%	30 6%	76 5%	49 7%	22 4%	40 7%	35 7%	13 4%	6 5% *	9 5%	110 6%	36 7%	18 4%	65 6%	5 5% *	34 7%	30 5%	22 4%	35 8% Zb	4 3%	73 5%	36 6%	16 8%	27 7%	48 6%	22 5%	27 6%	37 5%	88 6%	109 6%	14 6%		
Strongly disagree	65 3%	42 4% C	23 2%	22 3%	22 3%	21 3%	14 2%	26 4%	17 4%	8 2%	49 4%	16 2%	13 3%	19 3%	14 3%	8 2%	1 1% *	9 5%	54 3%	15 3%	14 3%	35 3%	1 1% *	8 2%	19 3%	23 4% X	11 3%	5 3%	46 3% e	18 3%	1 *	11 3%	25 3%	13 3%	16 3%	16 2%	49 3%	54 3%	10 4%		
Don't know / not sure	205 10%	98 9%	106 10%	67 10%	76 10%	62 9%	41 7%	63 10%	39 9%	63 13% G	133 10%	71 10%	45 9%	50 9%	56 12% R	34 11%	9 9% *	11 6%	185 10%	58 11%	38 9%	91 8%	18 16% V*	62 14% YZa	44 7%	38 7%	32 7%	29 19% YZa	121 9%	61 10%	23 12%	45 11%	72 9%	45 10%	42 9%	68 10%	137 9%	174 9%	25 10%		
Prefer not to say	39 2%	23 2%	15 1%	10 2%	20 3%	9 1%	11 2%	9 1%	10 2%	10 2%	28 2%	11 1%	15 3% R	10 2%	7 1%	5 2%	1 1% *	* 2%	38 2%	15 3%	7 2%	16 1%	2 2% *	7 2%	12 2%	9 2%	7 2%	5 3%	23 2%	14 2%	2 1%	12 3%	15 2%	4 1%	8 2%	13 2%	26 2%	32 2%	5 2%		

NET: Agree	1190 56%	562 53%	618 58%	361 56% F	469 60% F	360 51%	355 60% U	372 58% J	229 52%	235 50%	789 57%	400 54%	287 57%	309 55%	249 51%	175 57%	62 61% *	107 57%	1021 55%	237 46%	264 61% T	628 58% T	61 53% *	234 52%	347 59% Xb	298 58% b	246 57% b	64 43%	725 55%	352 57%	112 56%	226 56%	427 54%	251 56%	286 58%	395 58%	795 55%	1055 56%	127 50%
NET: Disagree	190 9%	121 11% C	68 6%	68 11% E	49 6% E	72 10% E	56 9%	55 9%	41 9%	38 8%	125 9%	65 9%	36 7%	60 11%	49 10%	20 7%	7 7% *	18 10%	165 9%	52 10%	32 7%	100 9%	6 6% *	41 9%	49 8%	45 9%	46 11%	9 6%	119 9%	54 9%	17 9%	38 9%	73 9%	35 8%	43 9%	53 8%	136 9%	163 9%	25 10%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - It's important to challenge the stigma around gambling harms

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	389 18%	219 20%	168 17%	35 31% G	43 26% G	75 28% G	297 18%	19 37% *	9 24% *	28 32% *	42 28%	24 24% *	22 27% *	54 22%	101 23%	76 23%
Tend to agree	801 37%	446 40% C	345 35%	44 39%	50 30%	90 33%	669 40% E	20 40% *	11 29% *	31 36% *	48 31%	38 38% *	23 27% *	86 35%	147 34%	109 33%
Neither agree nor disagree	518 24%	245 22%	256 26%	19 17%	34 20%	51 19%	418 25% F	9 17% *	10 25% *	18 20% *	26 17%	19 19% *	18 22% *	48 19%	86 20%	66 20%
Tend to disagree	125 6%	72 6%	52 5%	9 8%	16 10% G	25 9% G	89 5%	1 2% *	2 5% *	3 4% *	19 12% J	8 8% *	5 6% *	33 13%	46 11%	38 11%
Strongly disagree	65 3%	39 4%	24 2%	3 3%	11 7% G	14 5% G	43 3%	2 3% *	4 9% *	5 6% *	8 5%	2 2% *	9 11% LO*	12 5%	23 5%	21 6%
Don't know / not sure	205 10%	78 7%	118 12% B	3 3%	10 6%	14 5%	160 9% DF	- - *	3 8% *	3 3% H*	10 6%	8 8% *	5 6% *	13 5%	26 6%	17 5%
Prefer not to say	39 2%	11 1%	19 2%	- -	3 2%	3 1%	17 1%	- - *	- - *	- - *	- -	- - *	* 1% *	3 1%	3 1%	3 1%

NET: Agree	1190 56%	665 60% C	514 52%	78 70% EFG	93 56%	165 61% E	966 57%	39 77% UK*	20 53% *	59 67% I*	90 59%	63 62% *	45 55% *	140 57%	248 58%	185 56%
NET: Disagree	190 9%	110 10%	75 8%	12 11%	27 16% G	39 14% G	132 8%	3 6% *	6 14% *	8 9% *	27 17% H	10 10% *	14 17% *	45 18%	68 16%	58 18%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - The stigma around gambling harms prevents those who gamble from seeking support

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Strongly agree	342 16%	157 15%	182 17%	117 18% F	130 17%	95 13%	103 17% I	101 16%	53 12%	85 18% I	220 16%	122 16%	87 17%	89 16%	63 13%	45 15%	20 20% *	38 20% o	285 15%	74 14%	47 11%	198 18% u	23 20% u*	76 17% b	107 18% b	83 16% b	64 15% b	12 8%	205 15% e	108 18% e	29 15% e	76 19% e	110 14% e	68 15% e	89 18% e	124 18% e	218 15% e	295 16% e	46 18% e		
Tend to agree	838 39%	407 39%	423 40%	234 36%	322 41%	281 40%	248 42% J	258 41% J	183 41% J	148 31% J	563 40% J	275 37% J	202 40% J	227 41% J	188 39% J	121 39% J	39 38% *	62 33% *	737 40% *	173 34% w	174 40% w	462 43% tw	29 25% *	172 38% b	224 38% b	208 40% b	190 44% b	44 29% b	529 40% b	224 36% b	85 42% b	149 37% b	320 40% b	176 39% b	193 39% b	274 40% b	564 39% b	738 40% b	95 38% b		
Neither agree nor disagree	432 20%	226 21%	201 19%	140 22%	146 19%	146 21%	112 19%	126 20%	98 22%	97 20%	276 20%	156 21%	90 18%	109 19%	106 22%	59 19%	25 24% *	43 23% *	364 20%	129 25% v	91 21%	180 17%	31 28% v*	93 20%	124 21%	106 20%	84 19%	25 17%	273 21%	115 19%	45 22% f	69 17% f	154 19% f	104 23% f	104 21% f	144 21% f	288 20% f	367 20% f	59 23% f		
Tend to disagree	179 8%	95 9%	84 8%	62 10%	57 7%	60 8%	45 8%	46 7%	36 8%	52 11%	112 8%	67 9%	42 8%	43 8%	41 8%	28 9%	7 7% *	18 9% *	154 8% *	43 8% *	45 10% *	88 8% *	4 3% *	33 7% *	52 9% *	40 8% *	36 8% *	18 12% *	112 8% *	54 9% *	13 6% *	28 7% *	71 9% *	39 9% *	41 8% *	50 7% *	129 9% *	162 9% *	16 6% *		
Strongly disagree	77 4%	50 5% c	27 3%	23 4%	28 4%	26 4%	17 3%	26 4%	19 4%	15 3%	54 4%	23 3%	17 3%	21 4%	14 3%	13 4%	3 3% *	9 5% *	65 4% *	23 4% *	18 4% *	31 3% *	6 6% *	16 4% *	16 3% *	26 5% *	16 4% *	3 2% *	52 4% *	20 3% *	6 3% *	15 4% *	30 4% *	14 3% *	19 4% *	27 4% *	50 3% *	64 3% *	13 5% *		
Don't know / not sure	237 11%	103 10%	131 12%	63 10%	83 11%	91 13%	60 10%	69 11%	43 10%	64 14%	147 11%	90 12%	51 10%	62 11%	64 13%	35 12%	8 7% *	17 9% *	213 11% *	60 12% *	52 12% *	108 10% *	16 14% *	59 13% a	58 10% *	48 9% *	33 8% *	39 26% xyz	129 10% *	87 14% c	21 10% *	60 15% i	95 12% i	46 10% *	36 7% *	53 8% *	184 13% j	213 11% *	21 8% *		
Prefer not to say	37 2%	15 1%	20 2%	9 1%	17 2%	10 1%	6 1%	10 2%	9 2%	12 3%	23 2%	13 2%	12 2%	8 2%	8 2%	5 1% *	1 1% *	2 1% *	34 2% *	11 2% *	8 2% *	14 1% *	4 4% *	5 1% *	11 2% *	5 1% *	9 2% *	8 5% xyz	25 2% *	8 1% *	3 1% *	8 2% *	14 2% *	4 1% *	10 2% *	15 2% *	22 2% *	30 2% *	4 1% *		

NET: Agree	1180 55%	564 53%	605 57%	351 54%	453 58%	376 53%	352 59% j	360 56% j	235 53%	233 49%	784 56%	396 53%	289 58%	316 56%	251 52%	166 54%	59 58% *	99 53%	1022 55%	247 48%	221 51%	660 61% tuvw	51 45% *	248 55% b	330 56% b	291 56% b	254 59% b	56 38%	734 55%	332 54%	114 57%	225 56%	430 54%	244 54%	282 57%	397 58%	783 54%	1034 55%	142 56%
NET: Disagree	257 12%	146 14% c	111 10%	86 13%	85 11%	85 12%	62 10%	72 11%	55 13%	67 14%	166 12%	90 12%	59 12%	64 11%	55 11%	41 13%	10 9% *	27 14% *	220 12% *	66 13% *	62 14% *	118 11% *	10 9% *	49 11% *	68 11% *	67 13% *	52 12% *	21 14% *	164 12% *	74 12% *	18 9% *	43 11% *	101 13% *	53 12% *	60 12% *	77 11% *	179 12% *	226 12% *	28 11% *

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - The stigma around gambling harms prevents those who gamble from seeking support

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	342 16%	190 17%	150 15%	30 27% G	34 20%	63 23% G	265 16%	13 26% IJ*	2 6% *	16 18% I*	41 27% I	22 22% *	18 22% *	45 18%	85 20%	63 19%
Tend to agree	838 39%	458 41%	374 38%	45 40%	53 31%	93 34%	693 41% EF	24 49% K*	15 39% *	39 44% *	48 31%	45 45% *	30 36% *	87 35%	162 38%	117 35%
Neither agree nor disagree	432 20%	223 20%	194 20%	25 22%	32 19%	55 20%	330 20%	6 13% *	4 9% *	10 11% *	32 21%	18 18% *	21 25% *	57 23%	96 22%	78 24%
Tend to disagree	179 8%	90 8%	86 9%	6 6%	30 18% DFG	35 13% DG	136 8%	4 7% *	13 34% HIK*	17 19% H*	16 11%	6 6% *	6 7% *	33 13% O	44 10%	38 12%
Strongly disagree	77 4%	51 5% C	24 2%	4 4%	9 5%	13 5%	56 3%	3 5% *	4 12% K*	7 8% *	5 3%	3 3% *	4 4% *	19 8%	25 6%	22 7%
Don't know / not sure	237 11%	89 8%	135 14% B	3 2%	9 5%	11 4%	194 11% DEF	- - *	- - *	- - *	11 7% J	7 7% *	2 2% *	7 3%	15 4% P	9 3%
Prefer not to say	37 2%	7 1%	19 2% B	- -	3 2%	3 1%	18 1%	- - *	- - *	- - *	- -	- - *	3 3% O*	1 *	4 1%	4 1% N

NET: Agree	1180 55%	647 58% C	523 53%	75 67% EF	86 51%	156 57% E	958 57%	38 75% IJK*	18 46% *	55 62% I*	88 58%	67 67% NOP*	48 58% *	132 53%	247 57% P	179 54%
NET: Disagree	257 12%	141 13%	110 11%	10 9%	38 23% DFG	48 18% DG	193 11%	6 12% *	17 45% HIK*	24 27% HK*	21 14%	9 9% *	9 11% *	51 21% LO	69 16% L	61 18% LO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - We all need to do more to reduce stigma around gambling harms

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Strongly agree	360 17%	177 17%	178 17%	142 22% F	140 18% F	78 11%	107 18%	108 17%	72 16%	72 15%	247 18%	113 15%	100 20% os	85 15%	65 13%	59 19% o	17 17% *	35 19%	308 17% o	56 11%	73 17% T	207 19% T	25 22% T*	84 18% b	97 16% b	93 18% b	78 18% b	9 6%	211 16%	114 18%	35 18%	81 20% g	113 14%	69 15%	98 20% g	132 19% k	228 16%	305 16%	54 21%		
Tend to agree	720 34%	346 33%	368 34%	194 30%	279 36% D	247 35%	217 37%	204 32%	137 31%	163 34%	459 33%	261 35%	155 31%	201 36%	160 33%	97 32%	42 41% *	66 35%	613 33%	161 31%	154 35%	375 35%	30 26% *	145 32%	222 38% b	165 32%	147 34%	41 28%	450 34%	200 32%	71 35%	133 33%	249 31%	168 37%	170 35%	247 36%	474 33%	641 34%	74 29%		
Neither agree nor disagree	559 26%	278 26%	277 26%	165 25%	190 24%	204 29%	140 24%	162 25%	128 29%	129 27%	353 25%	206 28%	142 28%	150 27%	129 26%	68 22%	28 28% *	42 23%	488 26%	170 33% uv	108 25%	255 24%	25 22% *	113 25%	150 25%	140 27%	114 26%	42 28%	358 27%	151 25%	49 24%	80 20%	236 30% fi	126 28% f	117 24%	160 23%	398 27%	495 26%	60 24%		
Tend to disagree	167 8%	86 8%	81 8%	54 8%	46 6%	67 9% E	47 8%	56 9%	38 9%	27 6%	115 8%	53 7%	27 5%	39 7%	54 11% MNQS	29 9% M	3 3% *	16 8%	148 8% M	39 8%	37 8%	80 7% *	12 10% *	40 9%	39 7%	41 8%	35 8%	12 8%	106 8%	47 8%	15 7%	33 8%	68 9%	32 7%	34 7%	45 6%	123 8%	140 7%	25 10%		
Strongly disagree	85 4%	50 5%	35 3%	20 3%	33 4%	31 4%	25 4%	29 5%	15 3%	16 3%	52 4%	33 4%	21 4%	21 4%	18 4%	13 4%	3 2% *	9 5%	74 4%	24 5%	10 2%	49 5% *	3 2% *	16 4%	21 4%	22 4%	17 4%	9 6%	55 4%	21 3%	10 5%	17 4%	31 4%	16 4%	21 4%	24 4%	61 4%	74 4%	10 4%		
Don't know / not sure	209 10%	96 9%	112 11%	60 9%	77 10%	72 10%	45 8%	69 11% G	40 9%	55 12% G	140 10%	69 9%	44 9%	51 9%	53 11%	37 12%	6 6% *	19 10%	184 10%	50 10%	47 11%	95 9%	17 15% *	49 11%	49 8%	47 9%	33 8%	30 20% XYZa	117 9%	71 12%	21 10%	54 13% hi	77 10%	35 8%	42 9%	60 9%	149 10%	179 10%	27 11%		
Prefer not to say	41 2%	22 2%	17 2%	15 2%	19 2%	8 1%	11 2%	9 1%	11 2%	11 2%	30 2%	11 1%	14 3%	13 2%	7 1%	3 1%	2 2% *	2 1%	37 2%	13 3%	7 2%	19 2%	3 2% *	7 2%	13 2%	9 2%	7 2%	6 4%	29 2%	12 2%	- -	6 1%	20 3%	6 1%	10 2%	18 3%	23 2%	35 2%	5 2%		

NET: Agree	1080 50%	523 50%	546 51%	335 52% F	420 53% F	325 46%	324 55% HI	312 49%	209 47%	235 50%	707 51%	374 50%	254 51%	286 51%	225 46%	156 51%	59 58% *	100 53%	921 50%	217 42%	227 52% T	582 54% T	54 48% *	228 50% b	319 54% b	258 50% b	225 52% b	50 34%	661 50%	313 51%	106 53%	213 53% g	362 46%	237 52% g	268 54% g	379 55% k	701 48%	947 51%	127 50%
NET: Disagree	253 12%	136 13%	117 11%	75 11% E	80 10%	98 14% E	72 12%	85 13%	53 12%	43 9%	167 12%	86 11%	48 10%	60 11%	72 15% MQS	42 14% Q	6 6% *	25 13%	222 12%	63 12%	46 11%	129 12%	14 13% *	56 12%	60 10%	62 12%	52 12%	21 14%	160 12%	67 11%	25 12%	50 12%	98 12%	48 11%	56 11%	69 10%	184 13%	214 11%	34 14%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - We all need to do more to reduce stigma around gambling harms

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	360 17%	195 18%	163 17%	36 32% G	41 24% G	74 27% G	263 16%	17 33% *	8 21% *	24 28% *	45 29%	26 26% *	15 18% *	57 23%	98 23%	72 22%
Tend to agree	720 34%	420 38% C	291 30%	48 43% EF	47 28%	91 34% E	595 35%	26 51% K*	11 29% *	37 42% *	49 32%	37 37% *	31 38% *	81 33%	150 35%	113 34%
Neither agree nor disagree	559 26%	276 25%	268 27%	15 14%	43 26% DF	58 21% D	452 27% D	4 8% *	12 31% HJ*	16 18% H*	29 19%	23 23% *	17 21% *	56 22%	95 22%	73 22%
Tend to disagree	167 8%	77 7%	84 9%	7 6%	16 10%	23 8%	126 7%	3 7% *	4 12% *	8 9% *	11 7%	9 9% *	9 11% *	22 9%	40 9%	31 9%
Strongly disagree	85 4%	41 4%	44 4%	3 3%	7 4%	10 4%	71 4%	1 1% *	3 7% *	3 4% *	7 5%	2 2% *	4 4% *	12 5%	18 4%	16 5%
Don't know / not sure	209 10%	89 8%	112 11% B	3 3%	8 5%	11 4%	169 10% DEF	- - *	- - *	- - *	9 6% J	4 4% *	5 6% *	14 6%	24 5%	20 6%
Prefer not to say	41 2%	11 1%	19 2%	- -	5 3% G	5 2% D	16 1%	- - *	- - *	- - *	2 2%	- - *	1 1% *	6 2%	6 1%	6 2%

NET: Agree	1080 50%	615 56% C	454 46%	84 75% EFG	88 52%	165 61% EG	859 51%	42 84% UK*	19 50% *	61 69% I*	94 61%	63 63% *	47 57% *	138 56%	248 58%	185 56%
NET: Disagree	253 12%	118 11%	128 13%	10 9%	24 14%	33 12%	197 12%	4 8% *	7 18% *	11 13% *	18 12%	11 10% *	13 15% *	34 14%	58 13%	47 14%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - I know how stigma impacts those experiencing gambling harms

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257	
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254	
Strongly agree	175 8%	88 8%	84 8%	78 12% EF	66 8%	31 4%	55 9%	47 7%	35 8%	38 8%	137 10% L	38 5%	48 10%	46 8%	29 6%	32 11% O	7 7% *	11 6%	156 8%	41 5%	22 9%	102 8% U	10 8% *	32 7%	61 10% b	39 8%	38 9% b	5 3%	114 9%	49 8%	12 6%	22 5%	54 7%	46 10% f	53 11% fg	84 12% k	91 6%	139 7%	34 13% l	
Tend to agree	485 23%	260 25%	222 21%	165 25% F	207 26% F	113 16%	148 25% H	130 20%	103 23%	104 22%	343 25% L	142 19%	117 23%	130 23%	101 21%	71 23%	23 23% *	41 22%	420 23%	101 20%	99 23%	256 24%	29 25% *	97 21% b	131 22% b	122 24% b	122 28% xyb	13 9%	313 24%	132 21%	40 20%	76 19%	169 21%	112 25% f	128 26% k	194 20%	291 23%	422 25%	62	
Neither agree nor disagree	579 27%	287 27%	285 27%	197 30% E	196 25%	185 26%	136 23%	176 28%	133 30% G	134 28%	374 27%	204 27%	129 26%	150 27%	136 28%	85 28%	30 29% *	50 27%	499 27%	161 31% v	118 27%	267 25%	33 29% *	132 29%	167 28%	143 28%	100 23%	37 25%	342 26%	181 29%	56 28%	106 26%	201 25%	133 29%	139 28%	192 28%	387 27%	492 26%	80 31%	
Tend to disagree	344 16%	171 16%	173 16%	76 12% D	129 16% D	138 20% D	102 17% I	108 17%	53 12%	80 17%	208 15%	136 18%	70 14%	86 15%	96 20% MPS	42 14%	17 17% *	34 18%	293 16%	75 15%	70 16%	184 17%	15 13% *	81 18%	91 15%	81 16%	72 17%	17 12%	211 16%	91 15%	42 21%	85 21% hi	133 17%	62 14%	63 13%	83 12%	261 18% j	312 17%	31 12%	
Strongly disagree	168 8%	89 8%	79 7%	43 7% DE	52 7%	74 10% DE	50 8%	58 9%	32 7%	28 6%	96 7%	72 10%	46 9%	41 7%	34 7%	23 8%	5 5% *	20 10%	144 8%	40 8%	36 8%	87 8%	5 4% *	29 6%	41 7%	40 8%	38 9%	20 13% xy	101 8%	49 8%	18 9%	39 10%	68 9%	29 6%	32 6%	33 5%	135 9% j	156 8% m	11 4%	
Don't know / not sure	346 16%	132 13%	208 19% B	75 11% B	117 15%	154 22% DE	91 15%	106 17%	69 16%	80 17%	206 15%	140 19% K	77 15%	92 17%	83 17%	48 16%	16 16% *	30 16%	300 16%	80 16%	79 18%	168 16%	19 17% *	72 16%	89 15%	76 15%	56 13%	53 35% XYZa	211 16%	103 17%	32 16%	71 18%	143 18%	64 14%	68 14%	84 12%	262 18% j	313 17%	30 12%	
Prefer not to say	46 2%	27 3%	18 2%	17 3%	18 2%	11 2%	9 1%	12 2%	16 4%	10 2%	32 2%	14 2%	15 3%	14 3%	7 1%	5 2%	3 3% *	2 1%	41 2%	14 3%	11 2%	18 2%	3 3% *	11 2%	12 2%	14 3%	5 1%	5 3%	33 3%	11 2%	1 1%	5 1%	26 3%	6 1%	10 2%	16 2%	30 2%	36 2%	7 3%	

NET: Agree	660 31%	349 33% C	306 29%	243 37% F	273 35% F	145 20%	204 34% H	177 28%	138 31%	142 30%	480 34% L	180 24%	166 33%	176 31%	131 27%	104 34%	31 30% *	53 28%	576 31% O	142 28%	121 28%	358 33%	38 34% *	129 28% b	192 32% b	161 31% b	160 37% xb	18 12%	427 32%	180 29%	52 26%	98 24%	223 28%	158 35% fg	181 37% fg	278 41% k	382 26%	560 30%	96 38% l
NET: Disagree	512 24%	260 25%	252 24%	119 18% D	181 23% D	212 30% DE	152 26% I	166 26% I	85 19%	108 23%	304 22% K	208 28% K	116 23%	127 23%	129 27%	65 21%	22 21% *	53 28%	436 24%	115 22%	106 24%	271 25%	20 17% *	110 24%	132 22%	122 24%	111 26%	37 25%	311 23%	141 23%	60 30%	124 31% hi	202 25% i	91 20%	94 19%	116 17%	396 27% j	468 25% m	42 16%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - I know how stigma impacts those experiencing gambling harms

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	175 8%	114 10% C	59 6%	25 22% G	27 16% G	50 18% G	114 7%	14 29% *	8 20% *	22 25% *	26 17%	11 11% *	12 14% *	50 20%	73 17%	62 19%
Tend to agree	485 23%	303 27% C	179 18%	46 41% G	56 33% G	98 36% G	347 20%	22 44% *	14 36% *	35 40% *	52 34%	30 30% *	28 33% *	88 35%	145 34%	116 35%
Neither agree nor disagree	579 27%	285 26%	280 28%	23 21%	50 30%	74 27%	456 27%	10 21% *	11 29% *	22 24% *	41 27%	20 20% *	29 35% LNOP*	53 22%	102 24%	82 25% N
Tend to disagree	344 16%	176 16%	160 16%	9 8%	13 8%	21 8%	309 18% DEF	3 7% *	4 10% *	7 8% *	10 7%	21 21% MNOP*	7 8% *	27 11%	55 13% P	34 10%
Strongly disagree	168 8%	74 7%	90 9% B	7 6%	8 5%	14 5%	150 9% F	- *	1 2% *	1 1% *	12 8% J	7 7% *	2 3% *	17 7%	26 6%	19 6%
Don't know / not sure	346 16%	142 13% B	195 20% B	3 3%	10 6%	13 5%	295 17% DEF	- *	1 3% *	1 1% *	10 7%	11 11% NOP*	3 3% *	7 3%	21 5% NP	10 3%
Prefer not to say	46 2%	14 1%	18 2%	- -	4 2%	4 1%	21 1%	- *	- *	- *	1 1%	1 1% *	3 4% *	4 2%	8 2%	7 2%

NET: Agree	660 31%	417 38% C	238 24%	70 63% EFG	83 50% G	147 54% G	461 27%	36 73% K*	22 56% *	58 65% K*	78 51%	41 41% *	39 48% *	139 56% LO	219 51% L	178 54% LO
NET: Disagree	512 24%	250 23%	250 25%	15 14%	21 12%	35 13%	460 27% DEF	3 7% *	5 12% *	8 9% *	22 15%	28 28% MOP*	9 11% *	45 18%	81 19% MP	53 16%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - People stigmatise those experiencing gambling harms

All Adults aged 18-75 in Great Britain

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	2142	1024	1099	686	806	650	887	592	291	372	1513	629	508	559	479	301	107	188	1847	440	410	1200	92	399	540	537	521	145	1338	616	188	383	782	458	519	729	1413	1865	257		
Weighted base	2142	1054	1069	649	785	708	592	637	440	473	1396	746	502	559	485	306	102	188	1852	513	435	1080	114	454	591	516	431	149	1325	616	201	404	794	451	492	686	1456	1869	254		
Strongly agree	303 14%	134 13%	164 15%	101 16% F	123 16% F	79 11%	90 15%	88 14%	56 13%	68 14%	201 14%	102 14%	89 18% NOS	70 12%	57 12%	44 14%	15 15% *	28 15%	260 14%	62 12%	51 12%	174 16%	15 13% *	67 15% b	83 14% b	77 15% b	66 15% b	10 7%	188 14%	93 15%	21 11%	66 16%	95 12%	66 15%	75 15%	110 16%	193 13%	259 14%	41 16%		
Tend to agree	935 44%	448 42%	482 45%	250 39%	347 44% D	338 48% D	252 43%	305 48% J	187 42%	191 40%	596 43%	339 45%	194 39%	260 46% M	217 45%	136 44%	47 46% *	82 43%	807 44% M	197 38%	204 47% T	492 46% T	42 37% *	195 43% b	273 46% b	230 44% b	191 44% b	47 32%	564 43%	274 44%	97 48%	189 47%	337 42%	201 44%	208 42%	287 42%	648 44%	838 45% m	91 36%		
Neither agree nor disagree	441 21%	232 22%	204 19%	152 23% E	141 18%	148 21%	132 22% H	110 17%	101 23%	97 21%	296 21%	145 19%	116 23%	102 18%	91 19%	69 23%	22 22% *	41 22%	378 20%	136 27% V	97 22% V	187 17%	21 18% *	85 19%	117 20%	112 22%	96 22%	31 21%	282 21%	118 19%	41 20%	59 15%	177 22% f	93 21% f	111 23% f	145 21%	296 20%	380 20%	57 23%		
Tend to disagree	130 6%	77 7% C	53 5%	42 7%	50 6%	37 5%	45 8%	33 5%	22 5%	30 6%	85 6%	45 6%	16 3%	45 8% MR	41 8% MR	18 6%	3 3% *	6 3%	120 7% M	31 6%	25 6%	66 6%	8 7% *	28 6%	28 5%	31 6%	27 6%	15 10% Y	85 6%	35 6%	11 5%	24 6%	56 7%	22 5%	27 6%	34 5%	95 7%	105 6%	25 10% I		
Strongly disagree	51 2%	35 3% C	16 1%	28 4% EF	14 2%	9 1%	12 2%	16 3%	18 4% J	5 1%	37 3%	14 2%	14 3%	12 2%	7 1%	8 3%	2 2% *	8 4% O	41 2%	15 3%	6 1%	26 2%	4 3% *	11 2%	17 3%	14 3%	6 1%	2 2%	38 3% e	13 2%	-	3 1%	20 2%	12 3% f	16 3% f	25 4% k	26 2%	41 2%	9 3%		
Don't know / not sure	241 11%	106 10%	133 12%	61 9%	92 12%	88 12%	51 9%	72 11%	47 11%	70 15% G	153 11%	88 12%	55 11%	58 10%	64 13%	29 9%	11 11% *	23 12%	206 11%	59 11%	45 10%	116 11%	21 18% UV*	60 13% a	60 10%	46 9%	37 9%	38 25% XYZa	141 11%	70 11%	30 15%	58 14% i	92 12%	50 11%	40 8%	65 9%	176 12%	211 11%	25 10%		
Prefer not to say	42 2%	22 2%	18 2%	15 2%	18 2%	9 1%	9 2%	12 2%	10 2%	11 2%	28 2%	13 2%	17 3% PR	13 2%	8 2%	3 1%	1 1% *	-	40 2%	13 3%	6 1%	19 2%	3 3% *	7 2%	13 2%	8 1%	8 2%	6 4%	29 2%	12 2%	* *	4 1%	16 2%	7 2%	14 3%	20 3% k	22 1%	34 2%	5 2%		

NET: Agree	1238 58%	582 55%	645 60% B	352 54%	470 60% D	417 59%	343 58%	393 62% J	243 55%	259 55%	797 57%	441 59%	283 56%	330 59%	274 56%	179 59%	62 60% *	110 59%	1066 58%	259 50%	256 59% T	667 62% TW	57 50% *	262 58% b	356 60% b	306 59% b	257 60% b	57 38%	752 57%	368 60%	119 59%	255 63% e	432 54%	267 59%	283 57%	397 58%	841 58%	1098 59%	132 52%
NET: Disagree	181 8%	112 11% C	69 6%	70 11% F	64 8%	47 7%	57 10%	49 8%	39 9%	35 7%	122 9%	59 8%	30 6%	57 10% M	48 10% M	26 9%	6 6% *	14 7%	161 9% M	46 9%	31 7%	91 8%	12 11% *	39 9%	46 8%	45 9%	34 8%	18 12%	122 9%	48 8%	11 5%	27 7%	76 10%	35 8%	44 9%	59 9%	122 8%	146 8%	34 13% I

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q20. To what extent do you agree or disagree with each of the following statements in relation to harms from gambling? - People stigmatise those experiencing gambling harms

All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2142	1106	985	120	178	289	1684	55	38	92	165	104	90	260	454	350
Weighted base	2142	1108	981	112	168	272	1693	50	39	88	153	101	82	248	431	330
Strongly agree	303 14%	164 15%	138 14%	23 20%	32 19%	52 19% G	239 14%	10 19% *	11 28% *	20 22% *	29 19%	17 17% *	19 23% NP*	32 13%	68 16%	51 15%
Tend to agree	935 44%	510 46%	420 43%	47 41%	75 45%	118 43%	772 46%	21 41% *	16 41% *	36 41% *	68 44%	46 46% *	29 35% *	106 43%	181 42%	134 41%
Neither agree nor disagree	441 21%	221 20%	204 21%	31 27%	34 21%	65 24%	329 19%	14 27% *	9 23% *	22 25% *	33 22%	23 23% *	19 24% *	57 23%	99 23%	76 23%
Tend to disagree	130 6%	70 6%	54 6%	7 6%	8 5%	14 5%	102 6%	5 9% *	3 7% *	7 8% *	5 4%	5 5% *	4 5% *	23 9%	32 7%	27 8%
Strongly disagree	51 2%	36 3% C	15 2%	4 4%	10 6% G	13 5% G	35 2%	1 2% *	1 2% *	2 2% *	12 8%	3 3% *	5 6% *	16 6%	24 5%	21 6%
Don't know / not sure	241 11%	98 9%	130 13% B	2 2%	4 3%	6 2%	199 12% DEF	1 1% *	- - *	1 1% *	5 4%	6 6% *	5 6% *	12 5%	23 5%	17 5%
Prefer not to say	42 2%	9 1%	19 2% B	- -	3 2%	3 1%	18 1%	- - *	- - *	- - *	1 *	- - *	2 2% *	2 1%	4 1%	4 1%

NET: Agree	1238 58%	674 61%	558 57%	69 62%	107 64%	170 62%	1011 60%	30 60% *	27 68% *	56 64% *	96 63%	64 63% *	47 58% *	138 56%	249 58%	185 56%
NET: Disagree	181 8%	105 9%	70 7%	11 10%	19 11%	28 10%	137 8%	5 11% *	3 9% *	9 10% *	17 11%	8 8% *	9 10% *	39 16%	56 13%	48 14%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Summary

All Adults who have taken part in gambling activity in the past 4 weeks

	Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling?							
	Healthcare workers	Employers	Partner	Friends	Family	Colleagues	School / education	The media
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	1106	1106	1106	1106	1106	1106	1106	1106
Weighted base	1108	1108	1108	1108	1108	1108	1108	1108
Yes, I have felt this way	90 8%	116 10% A	102 9%	123 11% A	132 12% ACG	118 11% A	103 9%	123 11% A
No, I have never felt this way	886 80% DEFH	861 78%	862 78%	857 77%	852 77%	857 77%	866 78%	841 76%
Don't know / not sure	108 10%	111 10%	119 11%	110 10%	104 9%	110 10%	115 10%	122 11%
Prefer not to say	24 2%	19 2%	25 2%	19 2%	20 2%	22 2%	24 2%	22 2%

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Overlap formulae used

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ColumnMeans (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Healthcare workers

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135		
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132		
Yes, I have felt this way	90 8%	67 11% C	23 5%	66 18% EF	18 5%	5 2%	33 11% H	18 6%	23 9%	15 7%	82 11% L	9 3%	21 8%	22 7%	13 5%	23 14% NOS	3 6%	8 9%	79 8%	19 6%	20 8%	47 9%	5 8% *	15 7%	21 7%	28 10%	23 10%	2 3% *	57 8%	32 10% e	2 2% *	10 6%	19 5%	26 11% g	35 13% fg	56 14% k	34 5%	69 7%	21 16% l		
No, I have never felt this way	886 80%	458 76%	422 84% B	251 67% D	316 81% E	319 93% DE	247 78% G	252 85% G	205 77%	182 80%	588 77%	298 88% K	200 80%	248 93% N	192 80%	121 75%	47 82% *	77 82% *	761 80%	232 81%	190 80%	417 80%	47 76% *	167 77%	264 85% X	219 80%	192 78%	44 76% *	570 80%	250 79%	65 86% *	147 85% i	349 85% i	194 79% i	195 70%	277 69%	609 86% j	799 83% m	84 64%		
Don't know / not sure	108 10%	60 10%	46 9%	45 12% F	51 13% F	13 4%	27 8%	23 8%	32 12%	26 11%	79 10%	29 9%	25 10%	29 10%	29 12%	12 7%	6 10% *	7 8% *	95 10%	31 11%	23 10%	45 9%	9 15% *	31 14% Y	22 7%	23 9%	24 10%	8 13% *	75 10%	25 8%	8 11% *	10 6%	33 8%	24 10%	41 15% fg	61 15% k	47 7%	82 9%	22 17% l		
Prefer not to say	24 2%	14 2%	10 2%	13 3%	7 2%	4 1%	8 3%	4 1%	6 2%	5 2%	20 3%	4 1%	4 2%	6 2%	6 2%	5 3%	2 3% *	1 2% *	21 2%	7 2%	5 2%	11 2%	1 1% *	5 2%	5 2%	4 2%	6 2%	5 8% YZ*	14 2%	9 3%	1 1% *	6 4%	9 2%	3 1%	6 2%	7 2%	17 2%	16 2%	6 4%		

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Healthcare workers

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	90 8%	90 8%	-	23 23% G*	26 19% G	45 20% G	38 5%	17 34% K*	13 39% **	29 35% K*	11 9%	1 1% *	11 14% L*	66 27% LMOP	78 18% L	77 23% LMO
No, I have never felt this way	886 80%	886 80%	-	59 58% *	80 60%	135 60%	720 88% DEF	23 47% *	13 40% **	37 45% *	93 77% HJ	93 92% MNOP*	54 66% NP*	122 49%	270 63% NP	177 53% N
Don't know / not sure	108 10%	108 10%	-	12 12% *	26 19% G	36 16% G	55 7%	7 14% *	7 21% **	14 17% *	13 10%	6 6% *	13 16% L*	48 19% LO	67 16% L	61 19% LO
Prefer not to say	24 2%	24 2%	-	7 7% G*	3 2%	10 4% EG	9 1%	3 5% *	- - **	3 3% *	4 3%	1 1% *	4 5% *	11 5%	16 4%	15 5%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Employers

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135		
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132		
Yes, I have felt this way	116 10%	78 13% C	37 7% EF	86 23% EF	25 7% F	4 1% F	39 12% G	29 10% H	32 12% I	16 7% J	105 14% L	11 3% L	27 11% M	26 9% N	27 11% O	26 16% NRS	4 7% *	5 6% *	107 11% S	28 10% T	27 11% U	56 11% V	5 8% *	13 6% X	35 11% b	38 14% xb	29 12% xb	1 1% *	73 10% c	38 12% d	5 7% *	5 3% f	30 7% g	31 12% fg	50 18% fg	75 19% k	42 6% k	92 10% l	24 18% l		
No, I have never felt this way	861 78%	449 75%	407 81% B	230 61% D	315 80% D	315 93% DE	237 75% G	237 79% H	201 75% I	185 81% J	563 73% K	298 88% K	195 78% M	245 80% P	182 76% O	110 69% P	46 80% *	83 88% OPS*	732 77% P	220 77% T	183 77% U	410 79% V	48 77% *	168 78% X	246 79% Y	209 76% Z	193 79% a	45 78% *	558 78% c	244 77% d	59 78% *	144 83% i	340 83% i	192 78% i	185 67% i	265 66% j	596 84% j	781 81% m	77 58% m		
Don't know / not sure	111 10%	57 9%	53 11% C	46 12% F	46 12% F	19 6% F	31 10% G	29 10% H	28 11% I	23 10% J	81 11% L	31 9% L	22 9% M	31 10% N	29 12% O	20 12% P	6 10% *	4 5% *	102 11% S	34 12% T	24 10% U	45 9% V	9 14% *	30 14% X	31 10% Y	24 9% Z	19 8% a	7 12% *	75 10% c	26 8% d	10 14% *	15 9% f	36 9% g	23 9% h	38 13% i	56 14% k	55 8% k	79 8% l	27 20% l		
Prefer not to say	19 2%	15 3% C	4 1% C	12 3% F	5 1% F	2 1% F	8 2% G	3 1% H	5 2% I	3 1% J	19 3% L	- - L	6 2% M	4 1% N	2 1% O	5 3% P	2 3% *	1 2% *	16 2% S	6 2% T	5 2% U	9 2% V	- - *	6 3% X	2 1% Y	4 1% Z	4 1% a	5 8% b	10 1% c	8 2% d	1 2% *	8 5% gh	6 1% g	1 * h	5 2% i	6 1% j	13 2% k	15 2% l	4 3% m		

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ColumnMeans (5%): A,B/C,D/E,F,G/H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Employers

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	116 10%	116 10%	-	31 30% G*	32 24% G	58 26% G	52 6%	21 42% K*	9 27% **	29 35% K*	22 18%	- *	12 14% L*	87 35% LMOP	99 23% LM	99 30% LMO
No, I have never felt this way	861 78%	861 78%	-	51 51% *	79 59%	127 56%	702 85% DEF	18 36% *	23 68% **	40 49% H*	80 67% HJ	93 93% MNOP*	55 66% NP*	106 43%	254 59% NP	161 49% N
Don't know / not sure	111 10%	111 10%	-	15 15% G*	20 15% G	34 15% G	61 7%	9 19% *	2 5% **	11 13% *	13 11%	5 5% *	15 18% L*	43 17% L	64 15% L	58 18% LO
Prefer not to say	19 2%	19 2%	-	4 4% G*	3 2%	7 3% G	7 1%	2 4% *	- - **	2 2% *	4 3%	2 2% *	1 1% *	12 5%	14 3%	12 4%

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Partner

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Yes, I have felt this way	102 9%	73 12% C	28 6%	57 15% EF	34 9% F	12 3%	43 14% HI	19 6%	26 10%	14 6%	93 12% L	9 3%	23 9%	22 7%	23 9%	21 13%	6 11% *	7 7% *	89 9%	20 7%	20 9%	57 11%	4 7% *	21 9%	19 6%	31 11% Yb	31 13% Yb	1 1% *	81 11% d	16 5%	5 7% *	10 6%	22 5%	30 12% fg	39 14% fg	66 16% k	37 5%	81 8%	22 16% l	
No, I have never felt this way	862 78%	441 74%	417 83% B	247 66% D	304 78% D	311 91% DE	234 74%	245 82% G	203 76%	180 79%	563 73% K	299 88% K	197 79%	239 78%	188 79%	116 72%	47 82% *	76 81% *	739 77%	218 76%	195 82%	399 77%	49 80% *	161 74%	255 82%	217 79%	183 75%	45 78% *	546 76%	255 81%	60 80% *	138 80% i	346 84% hi	190 77% i	188 68%	268 67%	594 84% j	778 80% m	82 62%	
Don't know / not sure	119 11%	72 12%	44 9%	58 16% F	44 11% F	16 5%	31 10%	30 10%	31 12%	27 12%	90 12% L	29 8%	25 10%	37 12%	27 11%	18 11%	3 5% *	10 10% *	107 11%	44 15% UV	20 8%	50 10%	6 9% *	31 14%	34 11%	23 8%	26 11%	5 8% *	72 10%	37 12%	10 13% *	20 12%	35 9%	19 8%	44 16% gh	58 14% k	61 9%	91 9%	21 16% l	
Prefer not to say	25 2%	12 2%	13 3%	13 4% F	9 2%	3 1%	7 2%	4 1%	7 3%	7 3%	22 3% L	3 1%	5 2%	8 3%	2 1%	7 4% O	1 2% *	2 2% *	22 2%	6 2% L	3 1%	14 3%	2 4% *	5 2%	5 1%	4 1%	4 2%	7 12% XYZa*	18 3%	7 2%	- -	5 3%	7 2%	7 3%	7 2%	10 2%	15 2%	17 2%	8 6% l	

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PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Partner

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	102 9%	102 9%	-	30 30% G*	30 22% G	56 25% G	38 5%	19 38% K*	10 31% **	28 34% K*	24 20%	5 5% *	17 21% L*	66 27% LO	88 20% L	83 25% LO
No, I have never felt this way	862 78%	862 78%	-	49 49% *	77 58%	121 54%	713 87% DEF	23 46% *	16 48% **	39 48% *	75 63% J	90 90% MNOP*	41 50% *	111 45%	242 56% NP	152 46%
Don't know / not sure	119 11%	119 11%	-	14 14% G*	23 17% G	37 16% G	61 7%	6 13% *	7 21% **	13 16% *	14 11%	6 6% *	17 21% L*	61 25% LO	84 19% L	78 24% LO
Prefer not to say	25 2%	25 2%	-	8 8% G*	4 3%	12 5% G	10 1%	2 3% *	- - **	2 2% *	7 6%	- - *	8 9% LO*	10 4%	17 4% L	17 5% LO

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Friends

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Yes, I have felt this way	123 11%	90 15% C	30 6% EF	91 24% EF	24 6% F	7 2% F	51 16% HI	27 9% HI	31 12% HI	14 6% HI	112 15% L	11 3% L	25 10% L	30 10% L	20 8% L	34 21% MNQGRS	3 6% *	10 10% *	109 11% *	32 11% *	22 9% *	63 12% *	6 10% *	25 12% *	29 9% *	27 10% *	40 16% YZa	1 2% *	83 12% *	37 12% *	3 4% *	13 8% *	27 6% *	34 14% g	49 18% fg	75 19% k	47 7% *	97 10% *	26 20% l	
No, I have never felt this way	857 77%	442 74% B	411 82% B	240 64% B	311 79% D	306 90% DE	232 74% GI	243 82% GI	195 73% GI	187 82% G	567 74% K	290 85% K	201 80% P	234 77% P	183 76% P	113 82% P*	50 87% P*	75 80% *	731 76% *	215 75% *	188 79% *	407 78% *	47 76% *	161 74% *	245 79% *	222 81% *	184 75% *	45 77% *	550 77% *	245 78% *	62 82% *	146 84% i	338 82% i	190 77% i	182 65% i	272 68% j	584 83% j	771 80% m	83 62% m	
Don't know / not sure	110 10%	56 9%	52 10%	35 9%	49 13% F	26 8% F	26 8% F	24 8% F	35 13% F	25 11% F	72 9% L	38 11% L	20 8% L	37 12% L	32 13% L	12 7% L	2 4% *	7 8% *	101 11% *	36 13% v	25 11% *	41 8% *	8 13% *	27 12% *	34 11% *	22 8% *	20 8% *	7 11% *	74 10% *	28 9% *	8 11% *	12 7% *	38 9% *	18 7% *	43 15% fgh	46 12% *	64 9% *	86 9% *	20 15% l	
Prefer not to say	19 2%	11 2%	8 2%	9 3%	7 2%	2 1%	6 2%	4 1%	6 2%	2 1%	18 2% L	1 * *	4 2% L	4 1% L	4 2% L	2 2% L	2 3% *	2 2% *	15 2% *	5 2% *	3 1% *	10 2% *	1 1% *	5 2% *	3 1% *	4 1% *	1 1% *	6 10% XYZa*	11 2% *	5 2% *	2 3% *	2 1% *	8 2% *	4 2% *	5 2% *	7 2% *	11 2% *	13 1% *	4 3% *	

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Friends

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	123 11%	123 11%	-	34 34% G*	38 28% G	68 30% G	45 5%	19 38% *	16 49% **	34 42% K*	28 23%	3 3% *	18 22% L*	85 34% LMO	106 25% L	103 31% LMO
No, I have never felt this way	857 77%	857 77%	-	56 55% *	69 51%	123 54%	710 86% DEF	28 56% J*	11 32% **	39 47% *	78 66% J	90 90% MNOP*	49 59% NP*	109 44%	248 58% NP	157 48% N
Don't know / not sure	110 10%	110 10%	-	9 8% *	22 17% FG	28 12% G	61 7%	2 5% *	6 17% **	8 10% H*	11 9%	7 7% *	14 17% *	45 18% L	66 15% L	59 18% LO
Prefer not to say	19 2%	19 2%	-	3 3% *	5 4% G	7 3% G	7 1%	1 1% *	1 2% **	1 2% *	2 2%	- *	1 2% *	10 4%	11 3% L	11 3%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Family

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Yes, I have felt this way	132 12%	89 15% C	42 8%	96 26% EF	25 6%	11 3%	52 17% HI	24 8%	34 13%	21 9%	121 16% L	11 3%	34 14%	34 11%	24 10%	27 17%	5 9% *	8 8% *	119 12%	26 9%	28 12%	70 13%	8 13% *	25 11% b	30 10% b	40 14% b	37 15% b	- 12% *	87 13%	40 6% *	5 8%	14 8%	32 13%	31 20% fgh	55 21% k	83 7% k	49 11% k	104 11% k	28 21% l	
No, I have never felt this way	852 77%	433 72%	414 83% B	223 60%	318 81% D	311 91% DE	229 73%	245 82% G	203 76%	175 77%	558 73%	294 87% K	193 77%	240 78%	181 75%	113 70%	47 81% *	79 84% P*	727 76%	221 77%	189 79%	396 76%	46 74% *	164 75%	250 80%	210 76%	184 75%	44 76% *	550 77%	241 77%	60 80% *	141 81% i	338 82% i	188 76% i	186 67%	264 66%	588 83% j	770 80% m	80 60%	
Don't know / not sure	104 9%	63 11%	39 8%	49 13% F	39 10% F	16 5%	24 8%	25 9%	26 10%	28 12%	71 9%	33 10%	19 8%	30 10%	31 13%	16 10%	3 6% *	5 5% *	96 10%	38 13% V	18 8%	42 8%	6 10% *	26 12%	28 9%	21 8%	21 8%	9 15% *	69 10%	26 8%	8 11% *	13 7%	32 8%	24 10%	35 13%	49 12% k	55 8% k	78 8% k	22 17% l	
Prefer not to say	20 2%	13 2%	7 1%	7 2%	11 3%	3 1%	9 3%	4 1%	4 1%	3 2%	17 2%	2 1%	4 1%	2 1%	4 2%	5 3%	2 3% *	2 3% *	15 2%	2 1%	3 2%	13 2%	2 3% *	3 1%	5 1%	4 2%	3 1%	5 9% XYZa*	10 1%	7 2%	2 3% *	5 3%	8 2%	4 2%	2 1%	5 1%	14 2%	16 2%	2 2%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Family

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	132 12%	132 12%	-	33 32% G*	34 26% G	65 29% G	56 7%	21 42% K*	11 33% **	31 38% K*	27 23%	4 4% *	19 23% L*	86 35% LO	109 25% L	105 32% LMO
No, I have never felt this way	852 77%	852 77%	-	52 51% *	73 54%	119 53%	702 85% DEF	22 45% *	16 49% **	38 47% *	76 63% HJ	91 91% MNOP*	47 57% NP*	106 43%	244 57% NP	153 46% N
Don't know / not sure	104 9%	104 9%	-	13 13% G*	22 16% G	35 16% G	55 7%	6 12% *	5 15% **	11 13% *	14 12%	4 4% *	15 18% L*	48 19% LO	67 16% L	63 19% LO
Prefer not to say	20 2%	20 2%	-	3 3% *	5 4% G	7 3% G	9 1%	1 1% *	1 3% **	2 2% *	3 2%	1 1% *	2 2% *	8 3%	10 2%	9 3%

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Colleagues

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Yes, I have felt this way	118 11%	88 15% C	30 6% EF	78 21% EF	28 7% F	12 4% F	40 13% J	32 11% J	31 12% J	15 7% J	108 14% L	10 3% L	27 11% L	24 8% L	22 9% L	28 17% NOS	6 10% *	12 13% *	100 10% P	21 7% P	27 11% P	68 13% TW	1 2% *	14 6% P	32 10% P	32 12% P	40 16% xb	1 2% *	81 11% P	31 10% P	6 8% *	7 4% P	24 6% P	29 12% fg	59 21% fgh	77 19% k	41 6% k	92 10% l	26 20% l	
No, I have never felt this way	857 77%	438 73% B	414 83% B	234 62% B	315 80% D	308 90% DE	237 75% J	232 78% J	199 75% J	188 82% J	559 73% K	298 88% K	195 78% P	245 80% P	185 77% P	109 68% P	47 82% *	76 81% P*	734 77% P	220 77% P	186 78% P	399 77% P	51 82% *	170 78% P	244 78% P	217 79% P	183 74% P	44 75% *	549 77% P	247 78% P	61 80% *	142 82% i	344 84% i	193 78% i	178 64% i	264 66% j	593 84% j	774 80% m	79 60% m	
Don't know / not sure	110 10%	57 10% C	50 10% C	53 14% F	39 10% F	18 5% F	30 9% J	31 10% J	30 11% J	20 9% J	79 10% L	31 9% L	25 10% L	31 10% L	27 11% L	18 11% L	4 7% *	5 5% *	101 11% P	37 13% P	23 10% P	43 8% P	8 13% *	26 12% P	30 9% P	27 10% P	20 8% P	7 13% *	74 10% P	28 9% P	9 11% *	15 8% P	36 9% P	23 9% P	37 13% k	54 13% k	56 8% k	81 8% k	24 18% l	
Prefer not to say	22 2%	15 3% C	7 1% C	9 3% C	10 3% C	3 1% C	7 2% C	3 1% C	7 3% C	5 2% C	22 3% L	1 * L	4 1% L	6 2% L	6 2% L	6 4% L	1 1% *	1 1% *	21 2% P	9 3% P	2 1% P	9 2% P	2 2% *	7 3% z	7 2% z	- 1% z	3 10% yza*	13 2% P	9 3% P	- 6% ghi	10 2% P	7 2% P	1 1% P	5 2% P	6 2% P	16 2% P	19 2% P	3 2% P		

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ColumnMeans (5%): A,B/C,D/E,F,G/H,I/J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - Colleagues

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	118 11%	118 11%	-	30 30% G*	37 27% G	63 28% G	44 5%	20 41% K*	18 53% **	38 46% K*	17 14%	3 3% *	17 21% L*	81 33% LMO	101 23% L	98 30% LMO
No, I have never felt this way	857 77%	857 77%	-	58 58% *	66 50%	121 53%	711 86% DEF	23 46% J*	8 23% **	31 37% *	83 70% HJ	90 89% MNOP*	51 62% NP*	100 40%	241 56% NP	151 46% N
Don't know / not sure	110 10%	110 10%	-	10 10% *	24 18% G	34 15% G	57 7%	4 8% *	5 15% **	9 11% *	17 14%	8 8% *	14 17% *	51 21% LO	73 17% L	65 20% LO
Prefer not to say	22 2%	22 2%	-	2 2% *	6 5% G	9 4% G	11 1%	2 4% *	3 10% **	5 7% *	1 1%	- *	1 1% *	15 6% LO	16 4% L	16 5% LMO

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Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - School / education

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Yes, I have felt this way	103 9%	77 13% C	26 5%	72 19% EF	25 6%	5 2%	41 13% HI	19 6%	27 10%	16 7%	95 12% L	8 2%	24 10%	25 8%	29 12% R	18 11%	3 6% *	3 4% *	96 10%	22 8%	22 9%	54 10%	5 7% *	14 7%	21 7%	36 13% XYb	31 13% XYb	- *	69 10%	29 9%	4 6% *	10 6%	21 5%	33 13% fg	39 14% fg	66 16% k	37 5%	81 8%	22 16% l	
No, I have never felt this way	866 78%	446 74%	414 83% B	239 64%	315 80% D	312 92% DE	243 77%	240 80%	197 74%	186 81%	564 73%	302 89% K	194 77%	239 78%	182 76%	121 75%	48 83% *	83 88% MOPs*	735 77%	222 77%	189 79%	408 79%	47 76% *	167 77%	256 82%	211 77%	187 76%	45 79% *	559 78%	246 78%	62 82% *	142 82% i	339 83% i	191 78% i	193 69%	270 67%	596 84% j	778 80% m	86 65%	
Don't know / not sure	115 10%	59 10%	54 11%	49 13% F	46 12% F	21 6%	25 8%	33 11%	36 13%	22 10%	87 11%	28 8%	27 11%	36 12%	26 11%	18 11%	4 6% *	5 5% *	107 11%	37 13%	24 10%	45 9%	8 14% *	28 13%	33 11%	24 9%	21 9%	8 13% *	79 11%	30 9%	6 9% *	15 8%	39 9%	18 7%	44 16% fgh	59 15% k	56 8%	91 9%	21 16% l	
Prefer not to say	24 2%	17 3%	7 1%	15 4% F	7 2%	2 1%	5 2%	7 2%	8 3%	4 2%	23 3% L	1 * *	5 2%	6 2%	3 1%	4 2%	2 4% *	3 4% *	18 2%	7 2%	4 1%	12 2%	2 3% *	8 4% Y	2 1%	3 1%	6 2%	5 8% YZ*	10 1%	11 3% c	3 4% *	6 3%	11 3%	4 2%	2 1%	6 2%	18 3%	18 2%	4 3%	

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - School / education

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	103 9%	103 9%	-	26 26% G*	28 21% G	51 23% G	42 5%	22 45% K*	10 29% **	31 38% K*	14 12%	- * *	14 18% L*	71 29% LO	85 20% L	85 26% LMO
No, I have never felt this way	866 78%	866 78%	-	58 57% *	75 56%	128 57%	712 87% DEF	21 42% *	16 47% **	36 44% *	85 71% HJ	93 92% MNOP*	52 64% NP*	108 43%	253 59% NP	160 49% N
Don't know / not sure	115 10%	115 10%	-	13 13% G*	27 20% G	40 18% G	57 7%	6 12% *	8 23% **	14 17% *	16 13%	6 6% *	14 17% L*	57 23% LO	76 18% L	71 21% LO
Prefer not to say	24 2%	24 2%	-	4 4% *	4 3%	7 3%	11 1%	1 1% *	* 1% **	1 1% *	5 4%	2 2% *	1 1% *	13 5%	16 4%	14 4%

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - The media

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135		
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132		
Yes, I have felt this way	123 11%	89 15% C	34 7% EF	86 23% EF	27 7% F	10 3% F	41 13% G	26 9% H	37 14% I	19 8% J	113 15% L	10 3% L	24 9% M	26 8% N	30 12% O	34 21% MNQGRS	5 8% *	6 6% *	113 12% N	28 10% T	23 10% U	69 13% V	2 3% *	26 12% b	27 9% b	38 14% b	32 13% b	1 1% *	81 11% c	36 11% d	6 8% *	15 9% fgh	27 7% i	27 11% i	53 19% fgh	71 18% k	52 7% k	97 10% l	26 20% l		
No, I have never felt this way	841 76%	429 72% B	408 81% B	231 62% D	310 79% D	300 88% DE	234 74% G	238 80% H	193 72% I	177 78% J	546 71% K	296 87% K	199 80% P	233 76% P	177 74% O	107 66% P	44 77% *	82 87% NOPS*	715 75% P	217 76% T	184 77% U	389 75% V	51 82% *	166 77% X	241 77% Y	208 76% Z	183 75% a	43 74% *	541 75% c	240 76% d	60 79% *	137 79% i	332 81% i	190 77% i	182 65% i	265 66% j	576 82% j	756 78% m	83 63% m		
Don't know / not sure	122 11%	69 12% C	49 10% C	48 13% D	47 12% E	27 8% F	35 11% G	26 9% H	33 12% I	28 12% J	92 12% K	30 9% L	22 9% M	41 13% N	30 12% O	17 10% P	8 14% *	5 5% *	109 11% S	35 12% T	30 13% U	50 10% V	6 9% *	23 11% X	38 12% Y	26 10% Z	27 11% a	7 13% *	81 11% c	32 10% d	8 11% *	17 10% f	42 10% g	21 8% h	42 15% h	58 14% k	64 9% k	96 10% l	20 15% l		
Prefer not to say	22 2%	12 2% C	10 2% C	10 3% D	7 2% E	4 1% F	5 1% G	8 3% H	5 2% I	4 2% J	18 2% K	5 1% L	6 2% M	7 2% N	4 2% O	4 3% P	1 1% *	1 1% *	20 2% S	7 2% T	1 * U	11 2% V	3 5% U*	2 1% X	7 2% Y	3 1% Z	4 1% a	7 12% XZa*	14 2% c	7 2% d	1 2% *	5 3% f	9 2% g	7 3% h	1 * i	8 2% j	14 2% k	18 2% l	3 2% m		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H,I/J,K,L,M/N/O/P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G/H,I/J,K,L,M/N/O/P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q21. Have you, or have you not, ever felt judged or treated differently by any of the following, as a result of your gambling? - The media

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Yes, I have felt this way	123 11%	123 11%	-	30 30% G*	35 26% G	63 28% G	50 6%	16 33% *	14 42% **	30 36% *	28 23%	6 6% *	14 17% L*	80 32% LMOP	100 23% L	94 28% LMO
No, I have never felt this way	841 76%	841 76%	-	52 52% *	71 53%	118 52%	696 85% DEF	24 49% *	16 48% **	40 49% *	69 58%	83 82% MNOP*	54 65% NP*	106 43%	243 56% NP	160 48% N
Don't know / not sure	122 11%	122 11%	-	15 15% G*	25 19% G	40 18% G	63 8%	6 13% *	2 6% **	8 10% *	22 19%	10 10% *	13 16% *	54 22% LO	77 18% L	67 20% LO
Prefer not to say	22 2%	22 2%	-	3 3% *	3 2%	6 3%	13 2%	3 5% K*	1 4% **	4 5% K*	* *	2 2% *	2 2% *	8 3%	11 3%	10 3%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - Summary

All Adults who have taken part in gambling activity in the past 4 weeks

	Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations?					
		At school / university / education setting	While out with friends	At home with family	In bed at night	In healthcare settings
	At work (A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1106	1106	1106	1106	1106	1106
Weighted base	1108	1108	1108	1108	1108	1108
All the time	40 4%	27 2%	42 4%	36 3%	46 4% B	37 3%
Most of the time	54 5%	80 7% A	69 6%	85 8% A	73 7%	67 6%
Sometimes	112 10% B	88 8%	109 10%	113 10% B	117 11% B	108 10%
Rarely	80 7%	85 8%	86 8%	99 9% E	68 6%	82 7%
Never	528 48%	510 46%	546 49% B	528 48%	551 50% BDF	527 48%
Don't know / not sure	29 3%	31 3%	31 3%	32 3%	42 4% A	37 3%
Not applicable	265 24% CDE	288 26% ACDEF	224 20%	216 19%	212 19%	250 23% CDE

NET: All/most of the time	94 8%	107 10%	111 10%	120 11% A	119 11% A	103 9%
NET: Ever	286 26%	279 25%	307 28% AB	332 30% ABCEF	304 27% B	294 27%

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - At work

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
All the time	40 4%	31 5%	9 2%	27 7%	14 3%	- -	18 6%	4 1%	13 5%	5 2%	38 5%	2 1%	9 3%	14 5%	5 2%	11 7%	2 3%	1 1%	38 4%	3 1%	7 3%	29 6%	2 3%	3 1%	8 3%	11 4%	17 7%	- -	26 4%	13 4%	1 1%	8 4%	9 2%	11 4%	13 5%	24 6%	16 2%	33 3%	7 6%	
Most of the time	54 5%	34 6%	19 4%	40 11%	14 4%	- -	20 6%	9 3%	8 3%	17 7%	48 6%	5 2%	15 6%	16 5%	11 5%	8 5%	2 3%	2 2%	50 5%	11 4%	8 4%	34 6%	1 2%	15 7%	16 5%	10 4%	11 5%	1 2%	25 3%	27 9%	2 2%	4 2%	16 4%	11 5%	22 8%	33 8%	21 3%	41 4%	12 9%	
Sometimes	112 10%	74 12%	38 8%	77 20%	27 7%	8 2%	35 11%	32 11%	33 12%	12 5%	94 12%	18 5%	22 9%	29 10%	20 8%	26 16%	7 12%	8 9%	97 10%	28 10%	27 11%	53 10%	4 6%	22 10%	33 10%	33 12%	22 9%	3 5%	78 11%	30 9%	4 5%	10 6%	23 6%	30 12%	50 18%	66 16%	47 7%	75 8%	35 26%	
Rarely	80 7%	51 9%	28 5%	42 11%	30 8%	7 2%	26 8%	20 7%	20 7%	13 6%	69 9%	11 3%	15 6%	22 7%	17 7%	19 12%	- -	6 7%	73 8%	16 6%	16 7%	44 9%	3 5%	14 7%	21 7%	20 7%	22 9%	2 3%	49 7%	26 8%	4 5%	8 4%	16 4%	22 9%	34 12%	47 12%	32 5%	61 6%	19 14%	
Never	528 48%	288 48%	237 47%	129 34%	204 52%	194 57%	135 43%	158 53%	120 45%	115 51%	359 47%	169 50%	126 50%	144 47%	118 49%	65 40%	31 54%	44 46%	454 47%	132 46%	113 47%	243 47%	40 65%	97 45%	152 49%	133 48%	114 46%	31 54%	335 47%	154 49%	38 51%	97 56%	214 52%	100 41%	118 42%	156 39%	372 53%	481 50%	45 34%	
Don't know / not sure	29 3%	16 3%	12 2%	10 3%	15 4%	4 1%	6 2%	11 4%	6 2%	5 2%	24 3%	5 2%	8 3%	5 2%	12 5%	2 1%	- -	1 2%	28 3%	8 3%	6 3%	13 2%	3 4%	4 2%	10 3%	7 3%	6 2%	22 3%	7 2%	1 2%	3 2%	11 3%	7 3%	8 3%	14 4%	15 2%	26 3%	3 2%		
Not applicable	265 24%	104 17%	158 32%	51 14%	87 22%	127 37%	75 24%	64 22%	66 25%	60 26%	136 18%	129 38%	55 22%	75 25%	57 24%	30 19%	16 28%	32 34%	217 23%	90 31%	61 26%	105 20%	9 15%	61 28%	71 23%	61 22%	53 21%	19 34%	182 25%	58 18%	25 34%	44 26%	123 30%	65 26%	33 12%	61 15%	204 29%	250 26%	12 9%	
NET: All/most of the time	94 8%	66 11%	28 6%	66 18%	28 7%	- -	38 12%	13 4%	22 8%	22 10%	87 11%	7 2%	23 9%	30 10%	16 7%	18 12%	3 6%	3 3%	87 9%	14 5%	15 6%	62 12%	3 5%	19 9%	25 8%	21 8%	28 12%	1 2%	51 7%	41 13%	3 3%	12 7%	24 6%	22 9%	36 13%	57 14%	37 5%	74 8%	19 14%	
NET: Ever	286 26%	191 32%	94 19%	185 49%	85 22%	16 5%	99 31%	65 22%	74 28%	48 21%	250 33%	36 11%	61 24%	81 27%	53 22%	63 39%	10 18%	17 18%	258 27%	58 20%	58 24%	160 31%	10 16%	54 25%	79 25%	74 27%	73 30%	5 9%	178 25%	97 31%	11 14%	29 17%	63 15%	74 30%	119 43%	170 42%	116 16%	210 22%	73 55%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - At work

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
All the time	40 4%	40 4%	- -	15 15% G*	9 7% G	23 10% G	15 2%	12 24% K*	4 11% **	15 19% K*	6 5%	- *	2 3% *	36 14% LMOP	38 9% LM	38 11% LMO
Most of the time	54 5%	54 5%	- -	16 16% G*	19 14% G	32 14% G	15 2%	11 23% K*	7 20% **	17 21% K*	12 10%	1 1%	9 10% L*	42 17% LO	52 12% L	51 15% LO
Sometimes	112 10%	112 10%	- -	28 28% G*	35 26% G	60 27% G	44 5%	12 25% *	10 31% **	23 27% *	26 22%	7 7% *	15 18% L*	83 33% LMOP	105 24% L	98 30% LMO
Rarely	80 7%	80 7%	- -	13 13% G*	20 15% G	33 15% G	37 4%	6 12% *	6 17% **	11 14% *	18 15%	6 6% *	15 18% L*	46 18% L	67 16% L	61 18% LO
Never	528 48%	528 48%	- -	18 18% *	28 21% G	45 20% G	471 57% DEF	6 11% *	5 15% **	11 13% *	34 28% HJ	71 71% MNOP*	25 31% NP*	23 9%	119 28% NP	48 15% N
Don't know / not sure	29 3%	29 3%	- -	2 2% *	3 2%	5 2%	18 2%	1 3% *	1 3% **	2 3% *	1 1%	2 2% *	3 3% *	7 3%	11 3%	10 3%
Not applicable	265 24%	265 24%	- -	9 9% *	19 14% G	28 12% G	223 27% DEF	2 3% *	1 2% **	2 3% *	23 19% HJ	14 14% N*	13 16% NOP*	12 5%	39 9% N	25 8% N

NET: All/most of the time	94 8%	94 8%	- -	31 31% G*	29 21% G	55 24% G	30 4%	23 46% K*	11 32% **	33 40% K*	18 15%	1 1% *	11 13% L*	78 31% LMOP	89 21% L	89 27% LMO
NET: Ever	286 26%	286 26%	- -	72 71% G*	83 62% G	148 65% G	111 13%	41 82% K*	27 80% **	67 81% K*	62 52%	14 14% *	41 50% L*	206 83% LMOP	261 61% LM	247 75% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - At school / university / education setting

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
All the time	27 2%	19 3%	8 2%	21 6% EF	5 1%	1 *	13 4% I	6 2%	1 1%	6 3%	24 3% L	2 1%	8 3%	6 2%	6 3%	5 3%	1 2% *	1 1% *	25 3%	3 1%	3 1%	19 4% T	1 1% *	5 2%	6 2%	11 4%	4 2% *	- *	16 2%	9 3%	1 1% *	2 1%	6 2%	7 3%	12 4%	16 4% k	10 1%	14 1% I	11 9% I	
Most of the time	80 7%	49 8%	31 6%	58 15% EF	20 5% F	2 1%	24 8%	17 6%	20 7%	19 8%	72 9% L	8 2%	16 6%	25 8%	13 5%	21 13% MORS	4 7% *	2 2% *	74 8%	21 7%	14 6%	37 7%	9 14% *	19 9% b	24 8%	16 6%	22 9% b	- *	52 7%	27 8% e	1 1% *	8 5%	13 3%	22 9% g	38 13% fg	58 15% k	22 3%	62 6% I	16 12% I	
Sometimes	88 8%	60 10% C	28 6%	62 17% EF	22 6% F	3 1%	30 9%	16 6%	27 10%	15 6%	76 10% L	12 3%	16 6%	28 9%	18 8%	11 7%	6 10% *	10 10% *	73 8%	19 7%	21 9%	47 9%	1 1% *	21 10%	30 10%	14 5%	21 9%	2 4% *	53 7%	30 10%	5 6% *	11 6%	17 4%	21 8% g	40 14% fgh	55 14% k	33 5%	69 7% I	19 14% I	
Rarely	85 8%	60 10% C	24 5%	52 14% EF	25 6% F	7 2%	30 10% J	17 6%	28 11% J	9 4%	72 9% L	13 4%	24 10%	20 6%	17 7%	17 11%	2 4% *	4 5% *	78 8%	16 6%	18 8%	48 9%	2 4% *	16 7%	23 7%	23 8%	19 8%	3 5% *	55 8%	29 9% e	1 1% *	10 6%	30 7%	20 8%	25 9%	39 10% I	45 6% I	64 7% I	21 16% I	
Never	510 46%	275 46%	230 46%	123 33%	199 51% D	188 55% D	134 43%	150 50%	124 46%	102 45%	339 44% L	171 50%	121 48%	144 47%	109 46%	63 39%	31 54% *	41 44% *	438 46%	124 43%	114 48%	237 46%	35 57% *	86 40%	141 45%	135 49%	118 48%	30 52% *	326 45%	143 45%	41 54% *	79 46%	203 49%	105 42%	124 45%	157 39% j	353 50% j	460 48% m	48 36% m	
Don't know / not sure	31 3%	18 3%	13 3%	9 2%	17 4%	6 2%	7 2%	10 3%	7 2%	7 3%	26 3% L	5 1%	3 1%	6 2%	12 5% M	10 6% MN	- *	1 2% *	30 3% M	11 4%	5 2%	13 3%	1 2% *	5 3%	9 3%	11 4%	6 2%	1 2% *	22 3%	8 3%	1 2% *	7 4%	10 3%	7 3%	7 2%	14 4%	17 2% I	25 3% I	4 3% I	
Not applicable	288 26%	118 20%	167 33% B	51 13% D	103 26% DE	134 39% DE	77 24%	81 27%	60 22%	70 31%	159 21% K	128 38% K	63 25%	78 25%	64 27%	34 21%	14 24% *	35 37% PS*	239 25%	93 32% V	63 26%	119 23%	13 21% *	64 30%	81 26%	66 24%	55 22%	22 37% a*	192 27%	69 22%	26 35% d*	56 32% i	133 32% i	65 27% i	34 12%	61 15% j	226 32% j	273 28% m	13 10% m	
NET: All/most of the time	107 10%	68 11%	39 8%	78 21% EF	25 6% F	3 1%	37 12%	23 8%	21 8%	25 11%	96 13% L	10 3%	23 9%	31 10%	19 8%	26 16% ORS	5 8% *	3 3% *	99 10% R	24 8%	17 7%	56 11% I	9 15% *	24 11% b	29 9% b	27 10% b	26 11% b	- *	69 10% e	36 11% e	2 2% *	10 6%	19 5%	29 12% g	49 18% fg	75 19% k	32 5% I	76 8% I	28 21% I	
NET: Ever	279 25%	187 31% C	91 18% EF	193 51% EF	73 19% F	13 4%	97 31% HI	57 19%	77 29% H	49 21%	244 32% L	35 10%	63 25%	78 26%	54 23%	54 34% ORS	13 22% *	17 18% *	250 26%	59 21%	57 24%	150 29% T	13 20% *	61 28% b	82 26% b	64 23% b	67 27% b	5 9% *	176 25% e	96 30% e	7 9% *	31 18%	65 16%	69 28% fg	114 41% fgh	169 42% k	110 16% I	209 22% I	67 51% I	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - At school / university / education setting

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
All the time	27 2%	27 2%	- -	7 7% G*	4 3%	10 4% G	13 2%	5 10% *	2 5% **	6 8% *	3 3%	- -	2 2% *	23 9% LMO	24 6% L	24 7% LMO
Most of the time	80 7%	80 7%	- -	24 24% G*	26 19% G	46 20% G	29 4%	13 27% *	9 28% **	22 26% *	19 16%	4 4% *	7 8% *	69 28% LMOP	79 18% LM	75 23% LMO
Sometimes	88 8%	88 8%	- -	14 14% G*	26 19% G	39 17% G	37 4%	8 17% *	8 23% **	16 19% *	17 14%	2 2% *	19 23% L*	63 25% LO	83 19% L	82 25% LO
Rarely	85 8%	85 8%	- -	19 19% G*	23 17% G	42 19% G	37 4%	11 23% *	7 22% **	19 23% *	17 14%	8 8% *	16 19% L*	51 20% L	74 17% L	67 20% LO
Never	510 46%	510 46%	- -	23 22% *	31 23%	52 23%	443 54% DEF	8 17% *	4 11% **	12 14% *	38 32% J	69 69% MNOP*	26 32% NP*	24 10%	120 28% NP	50 15% N
Don't know / not sure	31 3%	31 3%	- -	2 2% *	6 4%	7 3%	17 2%	1 1% *	3 10% **	4 5% H*	1 1%	- -	4 4% L*	9 4%	13 3% L	13 4%
Not applicable	288 26%	288 26%	- -	12 12% *	20 15% G	31 14% G	247 30% DEF	3 6% *	1 2% **	4 5% *	24 20% HJ	19 18% NOP*	10 12% NP*	10 4%	38 9% NP	19 6% N

NET: All/most of the time	107 10%	107 10%	- -	31 31% G*	29 22% G	56 25% G	41 5%	18 36% K*	11 32% **	28 34% K*	22 19%	4 4% *	8 10% *	91 37% LMOP	103 24% LM	99 30% LMO
NET: Ever	279 25%	279 25%	- -	64 64% G*	77 58% G	136 60% G	115 14%	37 76% K*	26 77% **	63 76% K*	56 47%	13 13% *	43 52% L*	205 83% LMOP	261 60% L	248 75% LMO

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - While out with friends

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
All the time	42 4%	33 5%	8 2%	28 7%	11 3%	3 1%	19 6%	8 3%	10 4%	6 3%	37 5%	5 1%	7 3%	13 4%	8 3%	11 7%	2 3%	3 3%	38 4%	4 2%	11 5%	23 4%	4 6%	3 1%	8 3%	12 4%	18 7%	1 2%	26 4%	14 5%	2 3%	3 2%	6 2%	13 5%	20 7%	21 5%	21 3%	32 3%	10 8%	
Most of the time	69 6%	50 8%	19 4%	46 12%	22 6%	1 *	27 9%	14 5%	16 6%	13 6%	62 8%	8 2%	17 7%	21 7%	15 6%	13 8%	- *	4 4%	66 7%	13 4%	8 3%	41 8%	7 12%	18 8%	15 5%	15 5%	22 9%	- *	46 6%	22 7%	1 1%	9 5%	12 3%	14 5%	35 12%	50 12%	20 3%	54 6%	13 10%	
Sometimes	109 10%	67 11%	42 8%	71 19%	34 9%	5 2%	34 11%	30 10%	24 9%	21 9%	91 12%	18 5%	22 9%	27 9%	26 11%	20 13%	5 9%	9 9%	95 10%	22 8%	18 7%	66 13%	3 6%	20 9%	36 12%	24 9%	24 10%	5 8%	72 10%	34 11%	3 4%	11 7%	27 7%	31 12%	40 15%	66 16%	44 6%	80 8%	28 21%	
Rarely	86 8%	55 9%	31 6%	48 13%	27 7%	11 3%	25 8%	14 5%	31 12%	15 7%	71 9%	16 5%	23 9%	25 8%	11 5%	20 12%	2 3%	4 4%	80 8%	22 8%	20 9%	42 8%	2 3%	17 8%	27 9%	23 8%	17 7%	3 6%	53 7%	30 10%	3 4%	11 7%	23 6%	25 10%	27 10%	44 11%	42 6%	62 6%	24 18%	
Never	546 49%	295 49%	247 49%	129 34%	205 52%	212 62%	143 46%	165 55%	121 45%	116 51%	353 46%	193 57%	128 51%	149 49%	117 49%	63 39%	34 60%	55 58%	457 48%	137 48%	132 55%	245 47%	33 54%	105 48%	157 50%	144 52%	113 46%	28 48%	342 52%	163 52%	41 55%	100 58%	226 55%	102 41%	118 43%	155 39%	391 55%	504 52%	40 31%	
Don't know / not sure	31 3%	17 3%	14 3%	12 3%	15 4%	4 1%	4 1%	7 2%	13 5%	7 3%	26 3%	5 1%	5 2%	7 2%	13 6%	4 2%	1 1%	1 2%	29 3%	10 4%	7 3%	11 2%	2 4%	7 3%	8 3%	10 3%	4 2%	2 3%	21 3%	8 2%	3 4%	4 2%	12 3%	6 2%	9 3%	13 3%	18 3%	25 3%	3 2%	
Not applicable	224 20%	82 14%	140 28%	41 11%	77 20%	106 31%	63 20%	60 20%	52 19%	50 22%	128 17%	96 28%	48 19%	64 21%	50 21%	30 18%	13 23%	19 20%	192 20%	79 27%	43 18%	93 18%	10 15%	47 22%	62 20%	48 18%	48 20%	19 32%	157 22%	44 14%	23 30%	34 20%	104 25%	56 23%	29 11%	52 13%	172 24%	209 22%	13 10%	
NET: All/most of the time	111 10%	83 14%	27 5%	74 20%	33 8%	4 1%	45 14%	21 7%	26 10%	19 8%	99 13%	12 4%	23 9%	34 11%	22 9%	24 15%	2 3%	6 7%	103 11%	17 6%	19 8%	64 12%	11 18%	21 10%	23 7%	26 10%	40 16%	1 2%	72 10%	37 12%	3 3%	12 7%	19 5%	26 11%	54 20%	71 18%	40 6%	86 9%	24 18%	
NET: Ever	307 28%	205 34%	100 20%	193 51%	94 24%	20 6%	105 33%	65 22%	81 30%	55 24%	261 34%	46 14%	69 28%	87 28%	59 25%	64 40%	9 16%	19 20%	279 29%	62 21%	57 24%	172 33%	17 27%	58 27%	86 27%	74 27%	80 33%	9 16%	197 28%	101 32%	8 11%	35 20%	69 17%	82 33%	122 44%	181 45%	126 18%	228 24%	76 57%	

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - While out with friends

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
All the time	42 4%	42 4%	- -	17 17% FG*	11 8% G	24 11% G	14 2%	9 17% *	5 15% **	13 16% *	11 9%	- -	6 7% L*	34 14% LO	40 9% L	40 12% LO
Most of the time	69 6%	69 6%	- -	18 18% G*	20 15% G	38 17% G	23 3%	13 26% K*	11 34% **	24 30% K*	9 8%	4 4% *	6 7% *	59 24% LMOP	68 16% LM	64 19% LMO
Sometimes	109 10%	109 10%	- -	25 24% G*	31 24% G	54 24% G	45 6%	14 29% *	7 20% **	21 26% *	24 20%	5 5% *	19 23% L*	78 31% LO	102 24% L	97 29% LO
Rarely	86 8%	86 8%	- -	20 20% G*	17 13% G	36 16% G	44 5%	9 18% *	2 7% **	11 14% *	19 16%	11 11% *	18 22% *	42 17%	71 16%	60 18%
Never	546 49%	546 49%	- -	16 16% *	32 24% G	48 21% G	484 59% DEF	4 8% *	7 21% **	11 14% *	36 30% HJ	73 73% MNOP*	27 32% NP*	17 7%	117 27% NP	44 13% N
Don't know / not sure	31 3%	31 3%	- -	3 3% *	1 * G	4 2% E	20 2%	1 1% *	- - **	1 1% *	2 2%	- -	4 4% L*	8 3%	12 3% L	12 4% L
Not applicable	224 20%	224 20%	- -	2 2% *	20 15% DF	22 10% D	193 23% DF	- -	1 2% **	1 1% *	18 15% HJ	8 8% *	4 5% *	10 4%	22 5%	14 4%

NET: All/most of the time	111 10%	111 10%	- -	35 35% FG*	31 24% G	62 27% G	37 5%	22 43% K*	17 49% **	37 45% K*	20 17%	4 4% *	12 14% L*	93 37% LMOP	108 25% LM	104 32% LMO
NET: Ever	307 28%	307 28%	- -	79 79% EFG*	80 60% G	152 67% EG	126 15%	45 90% K*	26 76% **	70 85% K*	64 53%	20 19% *	48 58% L*	213 86% LMOP	280 65% L	261 79% LMO

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - At home with family

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
All the time	36 3%	26 4%	9 2%	25 7%	9 2%	2 *	14 5%	7 2%	11 4%	3 1%	35 4%	1 *	5 2%	9 3%	8 3%	12 7%	1 2%	2 2%	33 3%	3 1%	9 4%	21 4%	2 3%	5 2%	9 3%	11 4%	10 4%	1 2%	28 4%	6 2%	1 2%	2 1%	9 2%	6 3%	18 7%	22 5%	14 2%	23 2%	11 9%	
Most of the time	85 8%	59 10%	26 5%	57 15%	26 7%	2 1%	32 10%	22 7%	18 7%	13 6%	79 10%	5 2%	10 4%	27 9%	21 9%	21 13%	3 5%	2 2%	80 8%	19 7%	16 7%	46 9%	3 5%	15 7%	24 8%	18 7%	28 11%	- *	51 7%	32 10%	2 3%	7 4%	17 4%	26 10%	35 12%	50 12%	35 5%	68 7%	17 13%	
Sometimes	113 10%	71 12%	40 8%	74 20%	30 8%	9 3%	35 11%	19 6%	32 12%	27 12%	95 12%	18 5%	33 13%	31 10%	22 9%	14 9%	4 6%	9 10%	100 10%	30 10%	22 9%	55 11%	6 10%	32 15%	30 10%	22 8%	26 10%	4 6%	72 10%	37 12%	5 6%	16 9%	23 6%	33 13%	41 15%	69 17%	44 6%	85 9%	26 20%	
Rarely	99 9%	66 11%	32 6%	52 14%	31 8%	16 5%	30 9%	27 9%	27 10%	15 7%	79 10%	20 6%	24 10%	25 8%	17 7%	18 11%	5 9%	10 10%	84 9%	23 8%	20 9%	53 10%	3 5%	19 9%	33 11%	19 7%	21 9%	6 11%	55 8%	41 13%	3 4%	13 8%	30 7%	28 11%	27 10%	43 11%	56 8%	78 8%	20 15%	
Never	528 48%	289 48%	236 47%	119 32%	203 52%	207 61%	135 43%	153 51%	121 45%	119 52%	331 43%	198 58%	126 50%	148 49%	108 45%	63 39%	33 57%	50 54%	445 47%	128 45%	123 51%	241 46%	37 60%	92 42%	158 51%	142 52%	109 44%	27 47%	341 48%	147 46%	41 54%	91 53%	225 55%	92 38%	120 43%	149 37%	380 54%	483 50%	44 33%	
Don't know / not sure	32 3%	19 3%	12 2%	13 3%	17 4%	3 1%	6 2%	9 3%	8 3%	9 4%	30 4%	2 1%	4 2%	7 2%	10 4%	6 3%	- *	5 5%	27 3%	9 3%	4 2%	15 3%	4 7%	8 3%	6 2%	10 4%	6 2%	2 3%	21 3%	9 3%	1 2%	5 3%	11 3%	8 3%	7 3%	16 4%	16 2%	24 3%	5 4%	
Not applicable	216 19%	69 11%	145 29%	36 10%	76 19%	103 30%	64 20%	60 20%	50 19%	42 18%	121 16%	95 28%	48 19%	58 19%	53 22%	28 17%	12 21%	16 17%	187 20%	76 26%	44 19%	89 17%	6 10%	47 22%	52 17%	52 19%	46 19%	18 32%	149 21%	44 14%	22 29%	38 22%	95 23%	52 21%	31 11%	53 13%	162 23%	205 21%	9 7%	
NET: All/most of the time	120 11%	85 14%	36 7%	82 22%	35 9%	4 1%	46 15%	30 10%	29 11%	16 7%	114 15%	6 2%	15 6%	36 12%	29 12%	33 20%	4 6%	4 4%	113 12%	22 8%	25 11%	68 13%	5 8%	20 9%	32 10%	29 11%	38 15%	1 2%	79 11%	38 12%	4 5%	10 6%	26 6%	32 13%	53 19%	71 18%	49 7%	92 9%	28 21%	
NET: Ever	332 30%	222 37%	107 21%	208 55%	96 24%	28 8%	110 35%	76 25%	88 33%	58 26%	287 37%	45 13%	72 29%	92 30%	68 28%	64 40%	12 22%	23 24%	297 31%	75 26%	67 28%	175 34%	14 23%	71 33%	95 30%	71 26%	85 34%	11 19%	205 29%	116 37%	11 15%	39 23%	79 19%	93 38%	120 43%	183 46%	149 21%	255 26%	75 56%	

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - At home with family

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
All the time	36 3%	36 3%	- -	9 9% G*	13 10% G	20 9% G	10 1%	7 15% *	3 10% **	11 13% *	8 7%	1 1% *	4 5% *	28 11% LO	32 8% L	32 10% LO
Most of the time	85 8%	85 8%	- -	30 29% FG*	25 19% G	51 23% G	30 4%	17 35% K*	7 20% **	23 28% *	23 19%	1 1% *	13 15% L*	69 28% LMOP	83 19% L	82 25% LMO
Sometimes	113 10%	113 10%	- -	23 23% G*	25 19% G	46 20% G	53 6%	12 24% *	9 27% **	21 25% K*	16 13%	8 8% *	19 23% L*	79 32% LO	106 25% L	98 30% LO
Rarely	99 9%	99 9%	- -	17 17% G*	24 18% G	41 18% G	50 6%	8 16% *	4 12% **	12 14% *	25 21%	14 13% *	19 24% *	43 17%	76 18%	62 19%
Never	528 48%	528 48%	- -	16 16% *	25 19% G	41 18% G	473 57% DEF	3 7% *	7 22% **	11 13% H*	27 23% H	69 69% MNOP*	16 20% NP*	18 7%	104 24% NP	35 10% N
Don't know / not sure	32 3%	32 3%	- -	3 3% *	4 3%	8 3%	19 2%	1 3% *	2 7% **	4 4% *	3 2%	1 1% *	5 6% *	9 4%	15 3%	14 4%
Not applicable	216 19%	216 19%	- -	3 3% *	16 12% D	20 9% D	188 23% DEF	- *	1 2% **	1 1% *	17 14% HI	7 7% NOP*	6 7% NP*	2 1%	15 3% NP	8 2% N

NET: All/most of the time	120 11%	120 11%	- -	38 38% G*	38 29% G	71 32% G	40 5%	25 50% K*	10 31% **	34 42% K*	31 26%	1 1% *	17 21% L*	97 39% LMOP	115 27% L	114 35% LMO
NET: Ever	332 30%	332 30%	- -	78 78% FG*	88 66% G	158 70% G	143 17%	45 90% JK*	23 69% **	67 82% K*	72 61%	23 23% *	56 68% L*	219 88% LMOP	298 69% L	275 83% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - In bed at night

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
All the time	46 4%	35 6%	11 2%	31 8%	14 4%	1 *	20 6%	7 2%	15 6%	3 1%	45 6%	1 *	9 4%	17 5%	6 3%	11 7%	2 3%	1 1%	43 5%	11 4%	6 2%	29 6%	1 1%	8 4%	13 4%	7 3%	16 7%	2 3%	35 5%	11 3%	1 1%	3 2%	10 3%	8 3%	24 9%	32 8%	14 2%	34 4%	10 7%	
Most of the time	73 7%	56 9%	17 3%	49 13%	23 6%	1 *	24 8%	13 4%	17 6%	19 8%	65 8%	8 2%	17 7%	23 8%	12 5%	13 8%	3 5%	4 4%	66 7%	12 4%	19 8%	37 7%	5 9%	16 7%	19 6%	22 8%	16 6%	- *	45 6%	26 8%	2 3%	14 8%	13 3%	19 8%	26 9%	39 10%	34 5%	57 6%	15 11%	
Sometimes	117 11%	70 12%	45 9%	67 18%	36 9%	14 4%	37 12%	30 10%	30 11%	21 9%	100 13%	17 5%	30 12%	25 8%	22 9%	26 16%	5 9%	9 10%	102 11%	24 8%	22 9%	67 13%	3 5%	23 11%	43 14%	21 8%	27 11%	3 4%	75 10%	36 11%	6 8%	12 7%	30 7%	36 15%	39 14%	65 16%	52 7%	88 9%	28 21%	
Rarely	68 6%	43 7%	25 5%	40 11%	22 6%	6 2%	20 6%	14 5%	20 8%	14 6%	54 7%	14 4%	11 5%	18 6%	18 8%	15 9%	2 4%	2 3%	63 7%	20 7%	13 5%	33 6%	3 5%	16 7%	19 6%	21 8%	10 4%	1 3%	38 5%	27 9%	3 4%	8 5%	23 6%	12 5%	26 9%	36 9%	32 4%	48 5%	20 15%	
Never	551 50%	303 51%	244 49%	135 36%	203 52%	213 63%	143 45%	164 55%	129 48%	116 51%	353 46%	198 58%	129 52%	156 51%	116 48%	63 39%	32 56%	55 58%	464 49%	137 48%	128 54%	249 48%	37 59%	102 47%	151 48%	147 54%	121 49%	30 52%	350 49%	162 51%	38 51%	99 57%	222 54%	106 43%	124 44%	158 39%	393 56%	506 52%	43 32%	
Don't know / not sure	42 4%	21 4%	19 4%	18 5%	19 5%	5 1%	6 2%	17 6%	9 3%	10 4%	31 4%	10 3%	10 4%	9 3%	13 5%	5 3%	1 2%	4 4%	37 4%	10 4%	10 4%	18 3%	3 6%	9 4%	11 4%	10 4%	8 3%	2 4%	27 4%	11 3%	4 6%	5 3%	14 3%	13 5%	10 4%	18 5%	23 3%	31 3%	10 7%	
Not applicable	212 19%	72 12%	138 28%	36 10%	75 19%	101 30%	65 21%	54 18%	46 17%	46 20%	121 16%	91 27%	44 17%	57 19%	52 22%	27 17%	12 21%	19 20%	181 19%	73 25%	41 17%	89 17%	9 15%	43 20%	56 18%	47 17%	47 19%	19 33%	148 21%	43 14%	21 28%	32 19%	99 24%	52 21%	29 10%	53 13%	159 23%	203 21%	8 6%	
NET: All/most of the time	119 11%	90 15%	29 6%	80 21%	37 9%	2 1%	44 14%	20 7%	33 12%	22 10%	110 14%	9 3%	27 11%	40 13%	19 8%	24 15%	5 8%	5 5%	109 11%	23 8%	24 10%	66 13%	6 10%	24 11%	32 10%	29 11%	32 13%	2 3%	80 11%	37 12%	3 3%	17 10%	24 6%	28 11%	50 18%	71 18%	48 7%	92 9%	24 18%	
NET: Ever	304 27%	203 34%	99 20%	187 50%	95 24%	22 6%	101 32%	64 21%	82 31%	57 25%	264 34%	40 12%	68 27%	83 27%	59 24%	65 41%	12 21%	17 18%	275 29%	67 23%	59 25%	165 32%	12 20%	63 29%	94 30%	71 26%	70 28%	6 10%	192 27%	100 32%	12 16%	37 21%	76 18%	76 31%	115 41%	172 43%	131 19%	227 23%	72 55%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - In bed at night

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
All the time	46 4%	46 4%	- -	15 15% G*	15 11% G	28 12% G	12 1%	12 25% K*	8 25% **	20 24% K*	7 6%	- *	6 7% L*	38 15% LO	44 10% L	44 13% LO
Most of the time	73 7%	73 7%	- -	25 25% FG*	20 15% G	40 18% G	25 3%	16 32% K*	8 23% **	24 29% K*	13 11%	4 4% *	3 4% *	63 26% LMOP	71 16% LM	67 20% LMO
Sometimes	117 11%	117 11%	- -	28 28% G*	38 29% G	65 29% G	41 5%	14 29% *	11 32% **	25 30% *	29 24%	6 6% *	25 30% L*	80 32% LO	111 26% L	105 32% LO
Rarely	68 6%	68 6%	- -	7 7% *	12 9% G	19 8% G	45 5%	2 3% *	1 3% **	3 3% *	15 13% J	7 7% *	21 25% LNOP*	27 11% LO	55 13% L	48 14% N
Never	551 50%	551 50%	- -	21 21% *	26 20% G	47 21% G	488 59% DEF	4 9% *	3 9% **	8 9% *	37 31% HJ	74 73% MNOP*	22 27% NP*	20 8% LO	116 27% NP	42 13% N
Don't know / not sure	42 4%	42 4%	- -	3 3% *	7 6% G	10 4% G	24 3%	1 2% *	2 7% **	3 4% *	5 4%	3 3% *	3 3% *	16 6% LO	22 5% L	18 6% LO
Not applicable	212 19%	212 19%	- -	1 1% *	15 11% DF	16 7% D	187 23% DEF	- *	1 2% **	1 1% *	14 12% HJ	7 7% NOP*	3 3% *	3 1% LO	13 3% NP	6 2% LO

NET: All/most of the time	119 11%	119 11%	- -	40 40% EFG*	35 26% G	68 30% G	37 5%	28 57% K*	16 47% **	43 53% K*	20 17%	4 4% *	9 11% *	101 41% LMOP	114 27% LM	111 33% LMO
NET: Ever	304 27%	304 27%	- -	76 75% FG*	85 63% G	153 67% G	124 15%	44 89% K*	27 82% **	71 86% K*	64 53%	17 17% *	55 67% L*	209 84% LMOP	280 65% L	263 80% LMO

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - In healthcare settings

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
All the time	37 3%	27 5%	9 2%	28 8%	8 2%	- -	12 4%	2 1%	12 4%	11 5%	33 4%	4 1%	8 3%	17 6%	3 1%	5 3%	1 2%	2 2%	34 4%	11 4%	6 3%	18 3%	1 1%	5 2%	11 3%	11 4%	9 4%	1 2%	23 3%	13 4%	1 1%	2 1%	11 3%	9 4%	15 5%	23 6%	13 2%	28 3%	6 5%	
Most of the time	67 6%	50 8%	17 3%	42 11%	23 6%	2 1%	22 7%	14 5%	22 8%	9 4%	63 8%	4 1%	11 4%	23 7%	9 4%	20 13%	3 5%	1 1%	63 7%	11 4%	9 4%	42 8%	4 7%	12 6%	20 6%	14 5%	21 9%	- -	44 6%	23 7%	- -	8 4%	16 4%	18 7%	25 9%	40 10%	27 4%	49 5%	18 14%	
Sometimes	108 10%	70 12%	36 7%	74 20%	27 7%	6 2%	38 12%	29 10%	19 7%	21 9%	89 12%	19 6%	30 12%	21 7%	25 11%	21 13%	4 7%	6 7%	98 10%	23 8%	20 8%	60 12%	5 8%	30 14%	33 10%	25 9%	18 7%	2 3%	63 9%	40 13%	5 7%	19 11%	18 4%	23 9%	48 17%	61 15%	47 7%	82 8%	24 18%	
Rarely	82 7%	53 9%	28 6%	46 12%	25 6%	12 3%	31 10%	12 4%	29 11%	10 4%	64 8%	18 5%	18 7%	16 5%	15 6%	19 12%	5 8%	9 10%	69 7%	23 8%	22 9%	34 6%	3 6%	20 9%	17 5%	18 7%	26 11%	1 2%	54 7%	27 9%	1 2%	12 7%	21 5%	22 9%	28 10%	42 10%	41 6%	60 6%	22 17%	
Never	527 48%	285 48%	239 48%	128 34%	205 52%	194 57%	136 43%	160 54%	119 44%	113 49%	351 46%	176 52%	126 50%	144 47%	118 49%	63 39%	32 56%	44 47%	451 47%	129 45%	123 51%	243 47%	33 53%	87 40%	151 48%	140 51%	117 48%	31 54%	334 47%	152 48%	41 55%	91 52%	216 52%	102 42%	119 43%	157 39%	370 52%	484 50%	42 32%	
Don't know / not sure	37 3%	18 3%	19 4%	16 4%	15 4%	6 2%	5 2%	11 4%	14 5%	7 3%	30 4%	7 2%	5 2%	11 3%	12 5%	3 2%	1 1%	4 4%	32 3%	10 4%	7 3%	17 3%	2 3%	9 4%	15 5%	8 3%	3 1%	2 4%	26 4%	9 3%	2 3%	4 2%	12 3%	12 5%	9 3%	21 5%	16 2%	29 3%	6 5%	
Not applicable	250 23%	95 16%	153 31%	41 11%	88 23%	121 35%	71 23%	70 23%	51 19%	58 25%	139 18%	112 33%	52 21%	73 24%	56 23%	30 18%	12 21%	28 29%	211 22%	79 27%	51 21%	107 21%	13 21%	55 25%	67 21%	58 21%	51 21%	20 35%	174 24%	51 16%	25 33%	38 22%	118 29%	59 24%	34 12%	57 14%	193 27%	236 24%	13 10%	
NET: All/most of the time	103 9%	78 13%	26 5%	70 19%	31 8%	2 1%	34 11%	16 5%	34 13%	19 8%	95 12%	8 2%	19 8%	40 13%	13 5%	25 16%	4 6%	3 3%	97 10%	23 8%	16 7%	60 11%	5 8%	17 8%	31 10%	25 9%	30 12%	1 2%	66 9%	36 12%	1 1%	9 5%	26 6%	27 11%	40 15%	63 16%	40 6%	77 8%	25 19%	
NET: Ever	294 27%	201 33%	90 18%	190 51%	83 21%	20 6%	103 33%	58 19%	83 31%	51 22%	249 32%	45 13%	67 27%	78 25%	53 22%	65 41%	12 21%	18 19%	264 28%	69 24%	58 24%	154 30%	14 22%	66 30%	80 26%	69 25%	74 30%	4 8%	183 26%	104 33%	7 10%	40 23%	65 16%	72 29%	116 42%	166 41%	128 18%	219 23%	71 53%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q22. How often, if at all, do you feel ashamed about your gambling when in the following situations? - In healthcare settings

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
All the time	37 3%	37 3%	- -	10 10% G*	8 6% G	16 7% G	10 1%	6 12% *	3 9% **	9 11% *	6 5%	- -	6 8% L*	28 11% LO	34 8% L	34 10% LO
Most of the time	67 6%	67 6%	- -	20 20% G*	25 19% G	42 18% G	23 3%	12 24% *	8 25% **	20 24% *	18 15%	2 2% *	5 6% *	58 24% LMOP	65 15% LM	63 19% LMO
Sometimes	108 10%	108 10%	- -	25 24% G*	34 25% G	57 25% G	42 5%	17 34% K*	14 42% **	31 38% K*	20 16%	5 5% *	16 19% L*	84 34% LMOP	105 24% L	100 30% LMO
Rarely	82 7%	82 7%	- -	16 16% G*	16 12% G	32 14% G	40 5%	8 16% *	3 10% **	11 14% *	15 13%	6 6% *	20 25% LO*	42 17% L	69 16% L	63 19% LO
Never	527 48%	527 48%	- -	20 20% *	31 23% D	51 23% D	463 56% DEF	5 9% *	4 12% **	9 10% *	40 33% HJ	76 75% MNOP*	25 31% NP*	17 7%	117 27% NP	42 13% N
Don't know / not sure	37 3%	37 3%	- -	4 4% *	1 1%	5 2%	26 3%	2 3% *	- -	2 2% *	4 3%	- -	4 5% L*	13 5% L	17 4% L	17 5% LO
Not applicable	250 23%	250 23%	- -	4 4% *	18 13% D	22 10% D	218 26% DEF	1 1% *	1 2% **	1 2% *	17 14% HJ	12 12% NOP*	6 7% N*	5 2%	23 5% NP	11 3% N

NET: All/most of the time	103 9%	103 9%	- -	31 30% G*	33 25% G	58 26% G	33 4%	18 36% K*	11 34% **	28 34% K*	25 21%	2 2% *	11 13% L*	86 35% LMOP	99 23% LM	97 29% LMO
NET: Ever	294 27%	294 27%	- -	72 71% G*	83 62% G	148 65% G	116 14%	43 86% K*	29 86% **	71 86% K*	59 50%	13 12% *	47 58% L*	213 86% LMOP	273 63% L	260 79% LMO

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Summary

All Adults who have taken part in gambling activity in the past 4 weeks

	Q23. Thinking about the last 12 months...								
	Have you bet more than you could really afford to lose?	Have you needed to gamble with larger amounts of money to get the same feeling of excitement?	When you gambled, did you go back another day to try to win the money you lost?	Have you borrowed money or sold anything to get money to gamble?	Have you felt that you might have a problem with gambling?	Has gambling caused you any health problems, including stress or anxiety?	Have you had a gambling problem, regardless of whether or not you thought it was true?	Has your gambling caused any financial problems for you or your household?	Have you felt guilty about the way you gamble or what happens when you gamble?
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1106	1106	1106	1106	1106	1106	1106	1106	1106
Weighted base	1108	1108	1108	1108	1108	1108	1108	1108	1108
Never	816 74% C	836 75% CEI	781 70% ABCEFGHI	858 77% ABCEGI	816 74% C	838 76% CEI	832 75% CI	848 77% ACEI	798 72%
Sometimes	148 13% D	147 13% D	195 18% ABDEFGHI	117 11% ABCEFGHI	152 14% D	133 12% D	146 13% D	131 12% D	163 15% DFH
Most of the time	105 9%	91 8%	98 9%	95 9%	103 9%	100 9%	94 8%	95 9%	110 10%
Almost always	39 4%	34 3%	35 3%	38 3%	38 3%	37 3%	36 3%	33 3%	36 3%
NET: Almost always/most of the time	144 13%	125 11%	133 12%	133 12%	141 13%	137 12%	129 12%	128 12%	146 13%
NET: Ever	292 26% DH	272 25% D	327 30% ABDEFGH	250 23% ABCEFGH	292 26% BDFH	270 24% D	276 25% D	260 23% D	310 28% BDFGH

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(**)

Q23. Thinking about the last 12 months... - Have you bet more than you could really afford to lose?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	816 74%	402 67%	410 82% B	189 50%	315 80%	313 92% DE	216 68%	228 76% G	191 71%	182 80% G	519 68% K	297 88% K	180 72%	231 75% P	189 79% PS	100 62%	44 78% *	72 77% P*	699 73% P	219 76%	181 76%	366 70%	51 82% *	154 71%	225 72%	210 76%	176 72%	52 89% Xya*	532 74%	221 70%	62 83% d*	134 77% i	347 84% hi	167 68%	169 61%	233 58%	583 83% j	749 77% m	63 48%	
Sometimes	148 13%	93 16% C	53 11%	83 22% EF	42 11%	24 7%	44 14%	41 14%	36 13%	27 12%	120 16% L	28 8%	40 16%	33 11%	25 10%	29 18% NO	6 11% *	15 16% *	127 13%	33 11%	29 12%	80 15%	6 10% *	33 15%	50 16% b	31 11%	33 13%	2 3% *	94 13%	47 15%	7 9% *	22 13%	38 9%	40 16% g	49 18% g	75 19% k	73 10%	109 11%	36 27% l	
Most of the time	105 9%	79 13% C	25 5%	79 21% EF	23 6% F	3 1%	44 14% HU	18 6%	31 12% J	12 5%	99 13% L	6 2%	18 7%	32 10%	21 9%	22 13%	7 12% *	6 6% *	92 10%	26 9%	23 10%	51 10%	5 8% *	23 10%	27 9%	24 9%	28 12%	3 5% *	67 9%	32 10%	6 8% *	12 7%	21 5%	30 12% g	42 15% fg	72 18% k	33 5%	84 9%	20 15% l	
Almost always	39 4%	24 4%	14 3%	25 7% EF	12 3% F	2 *	12 4%	11 4%	10 4%	6 3%	31 4%	8 2%	13 5%	11 3%	5 2%	9 6%	- -	1 1% *	38 4%	10 4%	6 2%	23 4%	- -	8 4%	10 3%	11 4%	8 3%	2 3% *	24 3%	15 5%	- -	6 3%	6 1%	9 4%	18 7% g	22 5% k	17 2%	25 3%	14 11% l	

NET: Almost always/most of the time	144 13%	104 17% C	38 8%	104 28% EF	35 9% F	4 1%	56 18% HU	29 10%	41 15% J	18 8%	130 17% L	14 4%	30 12%	42 14%	26 11%	31 19% ORS	7 12% *	7 8% *	130 14%	36 12%	29 12%	74 14%	5 8% *	30 14%	38 12%	34 13%	37 15%	5 8% *	90 13%	47 15%	6 8% *	18 10%	27 6%	39 16% g	60 22% fg	93 23% k	50 7%	109 11%	34 26% l
NET: Ever	292 26%	197 33% C	91 18%	187 50% EF	77 20% F	28 8%	99 32% HU	71 24%	76 29%	46 20%	250 32% L	42 12%	71 28%	75 25%	51 21%	60 38% NORS	13 22% *	22 23% *	257 27% O	69 24%	58 24%	154 30%	11 18% *	63 29% b	88 28% b	65 24%	70 28% b	6 11% *	185 26% e	94 30% e	13 17% *	39 23%	64 16%	79 32% g	109 39% fg	169 42% k	123 17%	218 23%	70 52% l

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you bet more than you could really afford to lose?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	816 74%	816 74%	-	27 27% *	45 33%	72 32%	711 87% DEF	8 16% *	5 15% **	13 16% *	52 43% HJ	87 86% MNOP*	35 43% NOP*	17 7%	139 32% NP	52 16% N
Sometimes	148 13%	148 13%	-	27 27% G*	38 29% G	66 29% G	64 8%	10 20% *	11 33% **	21 26% *	35 29%	13 13% *	44 53% LNOP*	91 37% L	148 34% L	135 41% LNO
Most of the time	105 9%	105 9%	-	26 25% G*	38 28% G	60 26% G	37 5%	17 34% K*	14 43% **	31 37% K*	22 18%	* * *	2 3% *	102 41% LMOP	105 24% LM	104 32% LMO
Almost always	39 4%	39 4%	-	21 21% EFG*	13 10% G	29 13% G	10 1%	15 29% JK*	3 9% **	17 21% K*	10 9%	- - *	1 1% *	38 15% LMOP	39 9% LM	39 12% LMO

NET: Almost always/most of the time	144 13%	144 13%	-	46 46% G*	51 38% G	89 39% G	47 6%	31 63% K*	17 52% **	48 58% K*	32 27%	* * *	3 4% *	140 57% LMOP	144 33% LM	143 43% LMO
NET: Ever	292 26%	292 26%	-	74 73% G*	89 67% G	155 68% G	111 13%	41 84% K*	28 85% **	69 84% K*	68 57%	14 14% *	47 57% L*	231 93% LMOP	292 68% LM	278 84% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q23. Thinking about the last 12 months... - Have you needed to gamble with larger amounts of money to get the same feeling of excitement?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	836 75%	411 69%	422 84% B	195 52%	315 80% D	326 96% DE	218 69%	235 79% G	195 73%	187 82% G	531 69% K	304 90% L	192 77% P	231 76% P	189 79% P	100 62%	49 85% P*	75 79% P*	712 74% P	228 79% V	185 77%	371 71%	52 83% *	160 74%	237 76%	218 79% a	170 69%	51 88% a*	545 76%	223 71%	68 90% ca*	137 79% i	360 88% fhi	174 70% i	164 59%	237 59%	599 85% j	769 80% m	60 45%	
Sometimes	147 13%	96 16% C	48 10%	102 27% EF	33 8% F	12 4% 4%	45 14%	34 12%	40 15%	28 12%	121 16% L	26 8%	38 15%	36 12%	21 9%	33 21% NOS	6 10% *	13 14% *	128 13% O	34 12%	29 12%	77 15%	7 11% *	34 16%	44 14%	28 10%	36 15%	5 9%	88 12%	55 18% ce	3 4% *	22 13% g	27 7%	39 16% g	59 21% fg	86 28% k	61 9%	103 11%	43 32% l	
Most of the time	91 8%	66 11% C	23 5%	57 15% EF	33 8% F	1 * *	39 12% HU	19 6%	23 8%	10 4%	86 11% L	5 1%	16 6%	24 8%	24 10%	19 12%	3 5% *	5 6% *	83 9%	15 5%	19 8%	54 10% T	3 4% *	16 7%	23 7%	19 7%	31 13% Zb	1 2% *	61 9%	27 9%	2 3% *	10 6%	17 4%	27 11% g	37 13% fg	56 14% k	35 5%	70 7%	20 15% l	
Almost always	34 3%	27 4% C	8 2%	21 6% F	11 3% 3%	2 1% 1%	13 4%	10 3%	9 3%	3 1%	30 4% L	5 1%	5 2%	15 5%	5 2%	8 5%	- - *	1 1% *	34 4%	9 3%	6 3%	18 3% 3%	1 1% *	7 3%	9 3%	10 4%	7 3%	1 2% *	22 3%	10 3%	2 2% *	4 2%	7 2%	6 3%	17 6% g	23 6% k	11 2%	25 3%	9 7% l	

NET: Almost always/most of the time	125 11%	92 15% C	31 6%	78 21% EF	44 11% F	3 1%	52 16% HU	29 10%	31 12%	13 6%	116 15% L	9 3%	21 8%	39 13%	29 12%	28 17% MQR	3 5% *	6 7% *	116 12% M	25 9%	25 11%	72 14% T	3 5% *	23 11%	32 10%	30 11%	39 16% b	2 4% *	84 12%	38 12%	4 6% *	14 8%	24 6%	33 14% g	54 19% fg	79 20% k	47 7%	95 10%	30 22% l
NET: Ever	272 25%	188 31% C	80 16% EF	180 48% EF	77 20% F	15 4% 4%	96 31% HU	64 21%	72 27%	41 18%	237 31% L	35 10%	58 23%	75 24%	50 21%	61 38% MNQGRS	8 15% *	20 21% *	244 26%	59 21%	54 23%	149 29% T	10 17% *	58 26%	75 24%	57 21%	75 31% Zb	7 12% *	172 24% e	93 29% e	8 10% *	36 21% g	50 12%	73 30% g	114 41% fgh	165 41% k	108 15%	198 20%	73 55% l

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you needed to gamble with larger amounts of money to get the same feeling of excitement?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	836 75%	836 75%	-	26 25% *	49 37%	75 33% D	729 89% DEF	4 9%	9 26% **	13 16% H*	55 46% HJ	94 94% MNOP*	47 57% NOP*	18 7%	159 37% NP	64 19% N
Sometimes	147 13%	147 13%	-	33 32% G*	47 35% G	77 34% G	52 6%	17 34% *	7 21% **	23 28% *	43 36%	6 6% *	31 38% L*	109 44% LO	147 34% L	141 43% LO
Most of the time	91 8%	91 8%	-	31 31% G*	31 23% G	58 26% G	26 3%	20 41% K*	16 48% **	36 44% K*	16 13%	- * *	4 5% L*	87 35% LMOP	91 21% LM	91 28% LMO
Almost always	34 3%	34 3%	-	12 12% G*	6 5% G	17 7% G	15 2%	8 16% K*	2 6% **	10 12% *	6 5%	- * *	- * *	34 14% LMOP	34 8% LM	34 10% LMO

NET: Almost always/most of the time	125 11%	125 11%	-	43 42% EFG*	37 28% G	75 33% G	41 5%	28 57% K*	18 53% **	46 56% K*	21 18%	- * *	4 5% L*	121 49% LMOP	125 29% LM	125 38% LMO
NET: Ever	272 25%	272 25%	-	75 75% FG*	84 63% G	152 67% G	93 11%	45 91% JK*	25 74% **	69 84% K*	65 54%	6 6% *	36 43% L*	230 93% LMOP	272 63% LM	266 81% LMO

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - When you gambled, did you go back another day to try to win back the money you lost?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	781 70%	374 62%	404 81% B	174 46%	301 77% D	306 90% DE	211 67%	219 74%	184 69%	167 73%	496 65%	284 84% K	177 71%	212 69%	173 72%	102 63%	46 80% P*	71 75% *	664 69%	206 72%	176 74%	351 68%	47 76% *	144 66%	222 71%	200 73%	164 67%	50 87% XZa*	510 71%	211 67%	60 79% d*	127 73% i	338 82% fhi	161 65% i	155 56%	221 55%	560 79% j	714 74% m	61 46%	
Sometimes	195 18%	128 21% C	64 13%	111 30% EF	55 14% F	28 8%	53 17%	50 17%	54 20%	38 17%	151 20% L	43 13%	46 18%	50 16%	39 16%	30 19%	11 19%	19 20% *	165 17%	51 18%	44 18%	91 17%	9 14% *	47 21% b	60 19%	44 16%	39 16%	4 7% *	120 17%	62 20%	13 17% *	26 15%	48 12%	52 21% g	69 25% fg	104 26% k	91 13%	150 16%	42 32% l	
Most of the time	98 9%	69 11% C	27 5%	69 18% EF	24 6% F	5 1%	39 12%	23 8%	19 7%	18 8%	89 12% L	9 3%	19 8%	30 10% Q	22 9%	20 12% Q	1 1%	5 5% *	92 10%	19 7%	15 6%	59 11%	5 8% *	18 8%	25 8%	24 9%	29 12%	2 4% *	65 9%	32 10% e	2 2% *	13 7%	18 4%	25 10% g	43 15% fg	61 15% k	37 5%	74 8%	23 17% l	
Almost always	35 3%	28 5% C	6 1%	21 6% F	12 3% F	2 1%	12 4%	6 2%	11 4%	6 2%	32 4% L	3 1%	8 3%	13 4%	5 2%	9 5% R	- -	- -	35 4%	10 4%	4 2%	19 4%	1 2% *	9 4%	6 2%	7 2%	13 5% y	1 2% *	23 3%	11 4%	1 2% *	8 5%	7 2%	8 3%	12 4%	17 4%	18 3%	28 3%	7 5%	

NET: Almost always/most of the time	133 12%	97 16% C	33 7%	90 24% EF	36 9% F	7 2%	51 16% H	29 10%	30 11%	23 10%	121 16% L	12 4%	27 11% Q	43 14% QR	28 12% Q	29 18% QR	1 1% *	5 5% *	127 13% QR	30 10%	19 8%	78 15% U	6 9% *	26 12%	30 10%	31 11%	42 17% Y	3 6% *	87 12% e	43 14% e	3 4% *	21 12% g	25 6%	33 13% g	55 20% fg	77 19% k	56 8%	103 11%	29 22% l
NET: Ever	327 30%	225 38% C	97 19%	201 54% EF	91 23% F	35 10%	104 33%	79 26%	83 31%	61 27%	272 35% L	55 16%	73 29%	94 31%	66 28%	59 37% Q	12 20% *	24 25% *	292 31%	81 28%	63 26%	169 32%	15 24% *	73 34% b	90 29% b	75 27% b	82 33% b	8 13% *	208 29% e	104 33% e	15 21% *	46 27% g	73 18%	85 35% g	123 44% fgh	181 45% k	147 21%	253 26%	72 54% l

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - When you gambled, did you go back another day to try to win back the money you lost?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	781 70%	781 70%	-	27 26% *	45 34%	72 32%	681 83% DEF	7 15% *	6 19% **	14 16% *	51 43% HJ	58 58% MNOP*	30 37% NOP*	15 6%	103 24% NP	45 14% N
Sometimes	195 18%	195 18%	-	38 38% G*	47 35% G	81 36% G	96 12%	20 41% *	9 27% **	29 35% *	41 34%	41 41% *	45 55% *	108 44%	195 45%	153 46%
Most of the time	98 9%	98 9%	-	23 23% G*	29 22% G	51 23% G	35 4%	14 29% *	11 34% **	26 31% K*	22 18%	1 1% *	7 8% L*	90 36% LMOP	98 23% LM	97 29% LMO
Almost always	35 3%	35 3%	-	13 13% G*	12 9% G	22 10% G	11 1%	8 15% K*	7 20% **	14 17% K*	6 5%	- * *	* 1% *	35 14% LMOP	35 8% LM	35 11% LMO

NET: Almost always/most of the time	133 12%	133 12%	-	36 36% G*	41 31% G	73 32% G	45 6%	22 44% K*	18 54% **	40 49% K*	28 23%	1 1% *	7 9% L*	125 50% LMOP	133 31% LM	132 40% LMO
NET: Ever	327 30%	327 30%	-	74 74% G*	88 66% G	155 68% G	142 17%	42 85% K*	27 81% **	69 84% K*	68 57%	42 42% *	52 63% L*	233 94% LMOP	327 76% LM	285 86% LMO

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you borrowed money or sold anything to get money to gamble?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135		
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132		
Never	858 77%	421 70%	433 86% B	203 54% D	324 83% D	331 97% DE	227 72% G	247 83% GI	198 74% G	186 81% G	550 72% K	308 91% K	197 79% P	235 77% P	193 80% P	107 66% P	49 86% P*	77 82% P*	732 76% P	230 80% T	188 79% U	393 76% V	46 75% W*	160 73% X	247 79% Y	217 79% Z	182 74% a	52 90% Xa*	561 78% c	229 73% d	68 91% e	138 80% f	363 88% fhi	180 73% i	178 64% i	253 63% j	605 86% j	779 81% m	75 57% m		
Sometimes	117 11%	79 13% C	35 7% B	83 22% EF	30 8% F	4 1% F	34 11% J	28 9% G	32 12% H	23 10% I	96 12% L	21 6% K	23 9% M	36 12% N	21 9% O	22 13% P	7 12% Q	7 8% R	102 11% S	25 9% T	29 12% U	56 11% V	7 11% W	34 16% X	31 10% Y	22 8% Z	27 11% a	2 4% b	73 10% c	40 13% d	5 6% e	16 9% f	19 5% g	41 17% g	40 14% g	69 17% k	47 7% k	86 9% l	27 20% l		
Most of the time	95 9%	72 12% C	23 5% C	60 16% EF	30 8% F	4 1% F	35 11% J	21 7% G	25 9% H	13 6% I	90 12% L	5 2% K	20 8% M	28 9% N	17 7% O	22 14% OQS	1 2% Q	8 8% R	86 9% S	25 9% T	13 5% U	52 10% V	6 9% W	14 7% X	29 9% Y	24 9% Z	26 11% a	2 4% b	57 8% c	36 11% d	2 3% e	10 6% f	23 6% g	18 7% g	44 16% fgh	58 14% k	37 5% k	76 8% l	18 14% l		
Almost always	38 3%	27 4% C	11 2% C	29 8% EF	7 2% F	2 1% F	18 6% H	2 1% H	11 4% H	6 3% I	33 4% K	6 2% L	10 4% M	7 2% N	9 4% O	10 6% P	- - *	2 2% R	36 4% S	7 3% T	8 3% U	19 4% V	4 6% W*	9 4% X	6 2% Y	12 4% Z	10 4% a	1 2% b	27 4% c	11 4% d	- - *	8 5% f	6 1% g	7 3% g	17 6% g	22 5% k	17 2% k	25 3% l	13 10% l		

NET: Almost always/most of the time	133 12%	98 16% C	33 7% C	89 24% EF	38 10% F	6 2% F	54 17% HU	24 8% H	36 14% H	19 8% I	123 16% L	11 3% K	30 12% Q	35 11% Q	26 11% Q	32 20% MNOQS	1 2% Q	10 10% R	123 13% Q	33 11% T	21 9% U	71 14% V	9 15% W*	24 11% X	34 11% Y	36 13% Z	37 15% a	3 6% b	84 12% e	47 15% e	2 3% f	19 11% g	29 7% g	25 10% g	61 22% fgh	79 20% k	54 8% k	102 11% l	31 23% l
NET: Ever	250 23%	177 30% C	69 14% C	172 46% EF	68 17% F	10 3% F	88 28% HU	51 17% H	69 26% H	42 19% I	218 28% L	31 9% K	53 21% M	71 23% N	47 20% O	54 34% MNOQRS	8 14% Q	17 18% R	225 24% S	57 20% T	50 21% U	127 24% V	16 25% W*	58 27% X	66 21% Y	58 21% Z	63 26% a	6 10% b	156 22% e	87 27% e	7 9% f	35 20% g	48 12% g	66 27% g	100 36% fgh	149 37% k	101 14% k	188 19% l	57 43% l

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you borrowed money or sold anything to get money to gamble?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	858 77%	858 77%	-	37 37% *	55 41%	92 41%	732 89% DEF	9 19% *	8 23% **	17 21% *	67 56% HJ	98 98% MNOP*	61 74% NOP*	22 9%	181 42% NP	83 25% N
Sometimes	117 11%	117 11%	-	21 21% G*	36 27% G	56 25% G	41 5%	10 20% *	12 36% **	22 27% *	25 21%	1 1% *	18 22% L*	98 39% LMOP	117 27% L	115 35% LMO
Most of the time	95 9%	95 9%	-	24 24% G*	31 23% G	52 23% G	38 5%	17 33% K*	11 32% **	27 33% K*	19 16%	1 1% *	3 3% *	91 37% LMOP	95 22% LM	94 28% LMO
Almost always	38 3%	38 3%	-	18 18% EFG*	12 9% G	27 12% G	11 1%	13 27% JK*	3 9% **	16 19% K*	8 7%	- - *	1 1% *	37 15% LMOP	38 9% LM	38 12% LMO

NET: Almost always/most of the time	133 12%	133 12%	-	43 42% FG*	43 32% G	79 35% G	49 6%	30 61% K*	14 41% **	43 52% K*	27 23%	1 1% *	4 4% *	129 52% LMOP	133 31% LM	132 40% LMO
NET: Ever	250 23%	250 23%	-	64 63% G*	79 59% G	135 59% G	91 11%	40 81% K*	26 77% **	65 79% K*	52 44%	3 2% *	21 26% L*	226 91% LMOP	250 58% LM	247 75% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you felt that you might have a problem with gambling?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	816 74%	396 66%	416 83% B	190 51%	307 78% D	318 93% DE	221 70%	230 77% G	189 71%	176 77%	514 67% K	301 89% L	186 74% P	225 74% P	185 77% P	101 63%	46 80% P*	73 78% P*	697 73% P	218 76%	183 77%	368 71%	47 76% *	152 70%	231 74%	211 77%	169 69%	52 91% XZa*	532 74%	222 70%	61 82% *	133 77% hi	355 86% fhi	164 67%	164 59%	234 58%	581 82% j	744 77% m	66 50%	
Sometimes	152 14%	102 17% C	48 10%	95 25% EF	38 10%	19 5%	50 16%	37 12%	40 15%	25 11%	131 17% L	21 6%	36 14%	34 11%	26 11%	30 19% NOS	10 17% *	16 17% *	127 13%	31 11%	32 13%	78 15%	10 17% *	32 15%	42 13%	38 14%	2 4% *	97 14%	44 14%	10 14% *	22 13%	30 7%	49 20% g	50 18% g	85 21% k	67 9%	125 13%	27 20% l		
Most of the time	103 9%	75 13% C	27 5%	66 18% EF	34 9% F	3 1%	32 10%	23 8%	25 9%	23 10%	92 12% L	11 3%	22 9%	35 12% Q	21 9%	20 12% Q	1 2% *	4 5% *	98 10%	28 10%	15 6%	56 11%	5 7% *	27 13% z	29 9%	18 6%	28 11%	2 3% *	62 9%	38 12% e	2 3% *	16 9% g	18 4%	26 11% g	43 15% g	59 15% k	44 6%	77 8%	24 18% l	
Almost always	38 3%	26 4%	11 2%	24 6% F	13 3% F	1 *	12 4%	8 3%	13 5%	4 2%	31 4%	6 2%	7 3%	11 4%	7 3%	10 6%	1 2% *	1 1% *	36 4%	10 4%	9 4%	18 3%	- *	7 3%	11 3%	8 3%	11 4%	2 3% *	26 4%	11 3%	1 2% *	2 1%	8 2%	6 3%	21 8% fgh	23 6% k	15 2%	22 2%	16 12% l	

NET: Almost always/most of the time	141 13%	101 17% C	38 8%	90 24% EF	47 12% F	4 1%	44 14%	32 11%	38 14%	27 12%	123 16% L	18 5%	29 12%	47 15% QR	28 12%	30 19% QR	2 3% *	6 6% *	133 14% QR	39 13%	24 10%	74 14%	5 7% *	34 16%	39 13%	26 9%	38 16% z	3 6% *	88 12%	49 16% e	4 5% *	18 11%	26 6%	33 13% g	64 23% fgh	82 20% k	59 8%	98 10%	40 30% l
NET: Ever	292 26%	203 34% C	86 17%	185 49% EF	85 22% F	23 7%	94 30% H	68 23%	78 29%	52 23%	254 33% L	38 11%	65 26%	81 26%	54 23%	60 37% MNQORS	12 20% *	21 22% *	260 27%	70 24%	56 23%	152 29%	15 24% *	66 30% b	81 26% b	64 23% b	76 31% b	5 9% *	185 26%	93 30%	14 18% *	40 23% g	56 14%	82 33% fg	114 41% fg	167 42% k	125 18%	223 23%	67 50% l

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q/R/S,T,U/V/W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you felt that you might have a problem with gambling?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	816 74%	816 74%	-	18 18% *	47 36% DF	65 29% D	719 87% DEF	5 9% *	5 15% **	10 12% *	51 42% HJ	86 86% MNOP*	40 48% NOP*	13 5%	138 32% NP	53 16% N
Sometimes	152 14%	152 14%	-	35 34% G*	41 31% G	74 33% G	64 8%	18 36% *	20 60% **	38 46% HK*	27 23%	15 14% *	37 45% LO*	100 40% LO	152 35% L	137 42% LO
Most of the time	103 9%	103 9%	-	30 30% G*	33 25% G	60 26% G	31 4%	15 30% *	5 15% **	19 23% *	33 28%	- *	6 7% L*	97 39% LMOP	103 24% LM	103 31% LMO
Almost always	38 3%	38 3%	-	18 18% EFG*	12 9% G	27 12% G	9 1%	13 25% K*	3 10% **	16 19% K*	9 7%	- *	- *	38 15% LMOP	38 9% LM	38 11% LMO

NET: Almost always/most of the time	141 13%	141 13%	-	48 48% EFG*	45 34% G	87 38% G	40 5%	27 55% JK*	8 25% **	35 43% *	42 35%	- *	6 7% L*	135 54% LMOP	141 33% LM	141 43% LMO
NET: Ever	292 26%	292 26%	-	83 82% EFG*	86 64% G	161 71% EG	103 13%	45 91% K*	28 85% **	73 88% K*	69 58%	15 14% *	43 52% L*	235 95% LMOP	292 68% LM	278 84% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Has gambling caused you any health problems, including stress or anxiety?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	838 76%	410 68%	424 85%	201 54%	318 81%	319 94%	220 70%	238 80%	199 75%	181 79%	537 70%	300 88%	186 74%	233 76%	184 77%	105 66%	47 83%	81 86%	709 74%	220 76%	195 82%	372 72%	50 82%	162 75%	237 76%	215 78%	172 70%	52 91%	538 75%	232 73%	68 90%	136 79%	358 87%	171 69%	172 62%	249 62%	589 83%	759 78%	73 55%	
Sometimes	133 12%	88 15%	43 9%	76 20%	38 10%	19 5%	44 14%	30 10%	37 14%	22 10%	106 14%	27 8%	29 11%	31 10%	31 13%	26 16%	4 8%	11 12%	117 12%	35 12%	21 9%	75 14%	3 5%	30 14%	31 10%	28 10%	40 16%	4 6%	93 13%	36 12%	4 5%	20 12%	21 5%	36 15%	55 20%	73 18%	60 9%	100 10%	32 24%	
Most of the time	100 9%	70 12%	29 6%	72 19%	26 7%	1 *	38 12%	24 8%	17 7%	20 9%	91 12%	9 3%	24 10%	30 10%	21 9%	20 12%	3 6%	1 1%	95 10%	25 9%	16 7%	52 10%	7 11%	20 9%	31 10%	21 8%	26 11%	1 2%	60 8%	36 12%	3 5%	12 7%	23 5%	29 12%	36 13%	59 15%	41 6%	78 8%	20 15%	
Almost always	37 3%	30 5%	6 1%	25 7%	10 3%	2 1%	13 4%	6 2%	13 5%	5 2%	33 4%	4 1%	11 4%	11 4%	3 1%	9 6%	2 4%	* 1%	35 4%	8 3%	7 3%	21 4%	1 2%	5 2%	13 4%	11 4%	7 3%	1 4%	26 4%	11 4%	- -	4 2%	9 2%	11 4%	14 5%	20 5%	17 2%	30 3%	7 5%	

NET: Almost always/most of the time	137 12%	101 17%	34 7%	97 26%	36 9%	3 1%	52 16%	30 10%	30 11%	25 11%	125 16%	12 4%	35 14%	42 14%	24 10%	29 18%	6 10%	2 2%	130 14%	33 11%	23 10%	73 14%	8 13%	26 12%	44 14%	32 12%	34 14%	2 3%	86 12%	47 15%	3 5%	16 9%	31 8%	39 16%	50 18%	80 20%	58 8%	108 11%	27 21%
NET: Ever	270 24%	189 32%	77 15%	174 46%	74 19%	22 6%	95 30%	60 20%	68 25%	47 21%	231 30%	39 12%	64 26%	73 24%	55 23%	55 34%	10 17%	13 14%	247 26%	68 24%	43 18%	148 28%	11 18%	55 25%	75 24%	60 22%	74 30%	5 9%	179 25%	84 27%	7 10%	37 21%	53 13%	75 31%	105 38%	152 38%	118 17%	208 22%	60 45%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Has gambling caused you any health problems, including stress or anxiety?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	838 76%	838 76%	-	24 24% *	57 42% DF	78 34% D	722 88% DEF	4 8% *	8 23% **	12 14% H*	60 51% HJ	92 91% MNOP*	46 56% NOP*	23 9% NP	161 37% NP	69 21% N
Sometimes	133 12%	133 12%	-	33 32% G*	34 25% G	66 29% G	53 6% G	14 28% *	11 33% **	25 31% *	30 25% G	9 9% *	30 37% L*	94 38% LO	133 31% L	124 38% LO
Most of the time	100 9%	100 9%	-	29 29% G*	30 22% G	55 24% G	37 5% G	19 38% K*	11 33% **	30 36% K*	20 17% G	- - *	5 6% L*	95 38% LMOP	100 23% LM	100 30% LMO
Almost always	37 3%	37 3%	-	15 15% G*	13 10% G	27 12% G	11 1% G	12 25% K*	3 10% **	16 19% K*	9 7% G	- - *	* * *	37 15% LMOP	37 9% LM	37 11% LMO

NET: Almost always/most of the time	137 12%	137 12%	-	44 44% FG*	43 32% G	82 36% G	48 6% G	32 64% K*	15 44% **	45 55% K*	29 24% G	- - *	6 7% L*	131 53% LMOP	137 32% LM	137 41% LMO
NET: Ever	270 24%	270 24%	-	77 76% EFG*	77 58% G	148 66% EG	101 12% G	46 92% JK*	26 77% **	71 86% K*	59 49% G	9 9% *	36 44% L*	226 91% LMOP	270 63% LM	261 79% LMO

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	832 75%	404 67%	425 85% B	192 51%	320 82% D	321 94% DE	221 70%	239 80% GI	189 71%	184 81% GI	527 69% K	306 90% L	191 76%	228 74%	189 79% P	107 66%	45 78% *	73 77% *	715 75% P	227 79%	181 76%	375 72%	49 79% *	159 73%	235 75%	214 78%	173 71%	51 88% Xa*	545 76%	224 71%	63 84% d*	133 77% i	359 87% fhi	174 71% i	167 60%	245 61%	588 83% j	761 79% m	65 49%	
Sometimes	146 13%	104 17% C	38 8%	95 25% EF	36 9% F	15 4%	53 17% HU	29 10%	41 15%	24 10%	125 16% L	22 6%	30 12%	39 13%	30 13%	22 14%	9 16% *	16 17% *	121 13%	28 10%	33 14%	79 15%	6 10% *	30 14%	45 14%	32 12%	36 15%	4 6% *	87 12%	51 16%	8 11% *	23 13% g	24 6% g	48 19% g	52 19% g	81 20% k	65 9%	109 11%	38 28% l	
Most of the time	94 8%	65 11% C	27 5%	58 16% EF	30 8% F	5 2%	31 10% J	23 8%	28 10%	11 5%	86 11% L	7 2%	21 8%	30 10%	17 7%	20 12%	2 4% *	4 4% *	87 9%	19 7%	19 8%	50 10% *	5 8% *	16 7%	21 7%	25 9%	30 12% y	2 3% *	63 9%	27 9%	4 5% *	11 6%	18 5%	16 7% fgh	48 17% k	59 15% k	34 5%	73 8%	18 14% l	
Almost always	36 3%	25 4%	10 2%	30 8% EF	6 1%	- -	10 3%	7 2%	9 3%	10 4%	31 4%	5 1%	9 4%	9 3%	3 1%	12 8% NORS	1 2% *	1 1% *	34 4% O	13 4%	5 2%	16 3%	2 4% *	12 6% z	11 4%	5 2%	5 2%	2 3% *	22 3%	13 4%	1 1% *	6 3%	9 2%	9 3%	12 4%	16 4%	19 3%	24 2%	11 8% l	

NET: Almost always/most of the time	129 12%	91 15% C	38 8%	88 24% EF	36 9% F	5 2%	41 13%	31 10%	37 14%	21 9%	117 15% L	12 4%	30 12%	39 13%	20 8%	32 20% OQRS	4 6% *	5 5% *	121 13% O	32 11%	25 10%	66 13%	7 12% *	29 13%	32 10%	30 11%	35 14%	3 6% *	85 12%	40 13%	4 6% *	17 10%	28 7%	25 10%	60 22% fgh	76 19% k	54 8%	97 10%	30 22% l
NET: Ever	276 25%	195 33% C	76 15% EF	183 49% EF	72 18% F	20 6%	94 30% HU	60 20%	78 29% HU	44 19%	242 31% L	34 10%	60 24%	78 26%	50 21%	54 34% OS	12 22% *	21 23% *	242 25%	60 21%	58 24%	145 28%	13 21% *	59 27% b	77 25%	61 22%	72 29% b	7 12% *	172 24%	91 29% e	12 16% *	40 23% g	52 13%	72 29% g	111 40% fgh	157 39% k	119 17%	206 21%	67 51% l

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	832 75%	832 75%	-	31 30% *	52 39%	82 36%	718 87% DEF	5 11% *	7 20% **	12 15% *	64 54% HJ	89 88% MNOP*	48 58% NOP*	19 8%	155 36% NP	67 20% N
Sometimes	146 13%	146 13%	-	27 27% G*	41 31% G	67 30% G	64 8%	16 31% *	12 36% **	27 33% *	29 24%	12 12% *	32 39% L*	102 41% LO	146 34% L	135 41% LO
Most of the time	94 8%	94 8%	-	32 31% G*	29 22% G	58 26% G	27 3%	23 47% K*	9 28% **	32 39% K*	20 17%	- * *	3 3% *	91 37% LMOP	94 22% LM	94 28% LMO
Almost always	36 3%	36 3%	-	11 11% G*	11 8% G	19 8% G	13 2%	5 11% *	6 17% **	11 13% *	6 5%	- * *	- * *	36 14% LMOP	36 8% LM	36 11% LMO

NET: Almost always/most of the time	129 12%	129 12%	-	43 42% FG*	40 30% G	77 34% G	40 5%	29 58% K*	15 44% **	43 53% K*	27 22%	- * *	3 3% *	127 51% LMOP	129 30% LM	129 39% LMO
NET: Ever	276 25%	276 25%	-	70 70% G*	81 61% G	144 64% G	104 13%	44 89% K*	27 80% **	70 85% K*	55 46%	12 12% *	35 42% L*	229 92% LMOP	276 64% LM	264 80% LMO

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q23. Thinking about the last 12 months... - Has your gambling caused any financial problems for you or your household?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region						Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132
Never	848 77%	418 70%	427 85% B	197 52%	327 84% D	324 95% DE	228 72%	244 82% G	196 74%	180 79%	542 71% K	306 90% L	191 76% P	238 78% P	192 80% P	105 65%	47 83% P*	76 81% P*	725 76% P	233 81% V	180 75%	386 74%	50 80% *	158 73%	241 77%	218 79%	179 73%	52 91% Xra*	560 78% d	220 70%	67 90% ca*	137 79% i	359 87% fhi	178 72% i	175 63%	249 62%	599 85% j	768 79% m	75 56%
Sometimes	131 12%	95 16% C	35 7%	90 24% EF	29 8% F	12 3% DE	40 13%	26 9%	33 12%	32 14%	114 15% L	18 5%	27 11%	33 11%	25 10%	28 18% OS	3 6% *	15 15% *	114 12%	32 11%	29 12%	62 12%	8 13% *	38 17% YZb	30 10%	29 11%	32 13%	2 4% *	74 10%	53 17% ce	4 6% *	21 12% 7	29 7%	33 13% g	48 17% g	72 18% k	60 8%	100 10%	30 23% l
Most of the time	95 9%	63 11% C	31 6%	69 18% EF	24 6% F	3 1% DE	33 11% J	24 8%	25 9%	13 6%	83 11% L	12 4%	26 10% R	23 8%	20 8%	20 12% R	4 6% *	3 3% *	89 9%	20 7%	21 9%	51 10%	4 7% *	16 8%	34 11%	21 8%	23 9%	1 2% *	60 8%	32 10%	4 5% *	13 8%	15 4%	28 11% g	40 14% fg	60 15% k	35 5%	73 8%	21 16% l
Almost always	33 3%	23 4%	9 2%	20 5% F	11 3% F	2 1% DE	13 4% H	4 1%	12 5%	3 1%	30 4% L	3 1%	6 2%	12 4%	4 2%	8 5%	3 6% *	1 1% *	29 3%	3 1%	9 4%	21 4% T	- -	5 2%	7 2%	7 3%	11 5%	2 4% *	23 3%	10 3%	- -	2 1%	9 2%	7 3%	16 6% fg	21 5% k	12 2%	27 3%	6 5%

NET: Almost always/most of the time	128 12%	86 14% C	40 8%	88 23% EF	35 9% F	5 2%	47 15% HU	28 9%	38 14% J	16 7%	113 15% L	16 5%	32 13% R	35 11%	23 10%	28 17% OR	7 12% *	4 4% *	118 12% R	22 8%	30 12%	72 14% T	4 7% *	22 10%	42 13%	28 10%	34 14%	3 6% *	83 12%	42 13%	4 5% *	15 9%	23 6%	35 14% g	55 20% fg	80 20% k	48 7%	100 10%	28 21% l
NET: Ever	260 23%	181 30% C	75 15%	179 48% EF	64 16% F	17 5%	87 28% H	54 18%	71 26%	48 21%	226 29% L	33 10%	59 24%	68 22%	48 20%	56 35% MNQORS	10 17% *	18 19% *	231 24%	54 19%	59 25%	134 26% T	12 20% *	60 27% b	71 23% b	57 21%	66 27% b	5 9% *	157 22% e	95 30% ce	8 10% *	36 21% g	52 13%	68 28% g	103 37% fgh	152 38% k	108 15%	200 21%	58 44% l

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X/Y/Z/a/b,c/d/e,f/g/h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Has your gambling caused any financial problems for you or your household?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	848 77%	848 77%	-	27 27% *	50 37%	77 34% D	737 90% DEF	5 9% *	6 19% **	11 13% *	60 50% HJ	96 95% MNOP*	55 67% NOP*	20 8%	171 40% NP	75 23% N
Sometimes	131 12%	131 12%	-	29 29% G*	46 34% G	70 31% G	44 5%	10 21% *	12 37% **	23 28% *	34 28%	5 5% *	25 30% L*	102 41% LO	131 31% L	127 38% LO
Most of the time	95 9%	95 9%	-	31 31% G*	30 22% G	60 26% G	29 4%	24 49% K*	14 41% **	37 45% K*	18 15%	- * *	2 3% *	93 37% LMOP	95 22% LM	95 29% LMO
Almost always	33 3%	33 3%	-	14 14% EFG*	8 6% G	20 9% G	12 1%	10 21% JK*	1 3% **	11 14% *	7 6%	- * *	- * *	33 13% LMOP	33 8% LM	33 10% LMO

NET: Almost always/most of the time	128 12%	128 12%	-	45 45% EFG*	38 28% G	80 35% EG	41 5%	35 70% JK*	15 44% **	49 59% K*	26 22%	- * *	2 3% *	126 51% LMOP	128 30% LM	128 39% LMO
NET: Ever	260 23%	260 23%	-	74 73% FG*	84 63% G	150 66% G	86 10%	45 91% K*	27 81% **	71 87% K*	60 50%	5 5% *	27 33% L*	228 92% LMOP	260 60% LM	255 77% LMO

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Q23. Thinking about the last 12 months... - Have you felt guilty about the way you gamble or what happens when you gamble?

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)	
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135	
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132	
Never	798 72%	390 65%	405 81% B	185 49%	302 77% D	311 91% DE	216 69%	225 75%	188 70%	170 74%	505 66% K	294 86% L	169 68%	226 74% P	182 76% PS	97 60%	47 81% P*	77 82% MPS*	674 71% P	218 76%	178 74%	358 69%	44 72% *	152 70%	221 71%	208 76% a	165 67%	52 90% XZa*	516 72%	221 70%	62 82% d*	132 76% hi	346 84% fhi	158 64%	163 59%	226 56%	573 81% j	740 76% m	55 41%	
Sometimes	163 15%	111 19% C	50 10%	90 24% EF	53 13% F	20 6%	46 15%	44 15%	40 15%	34 15%	136 18% L	28 8%	45 18%	40 13%	29 12%	31 19%	8 13% *	10 11% *	146 15%	40 14%	30 13%	82 16%	11 18% *	42 19% Zb	49 16%	39 16% b	1 2%	108 15%	49 16%	6 8% *	21 12%	39 10%	46 19% g	58 21% fg	29 22% k	74 10%	111 12%	48 36% l		
Most of the time	110 10%	74 12% C	35 7%	74 20% EF	29 7% F	8 2%	41 13% J	24 8%	30 11%	15 7%	97 13% L	13 4%	24 10%	27 9%	22 9%	27 17% NOQRS	3 5% *	6 6% *	101 11%	20 7%	25 10%	60 11%	6 9% *	21 10%	30 10%	25 9%	31 13%	3 5% *	73 10%	31 10%	7 9% *	12 7%	23 6%	33 14% g	42 15% fg	65 16% k	45 6%	87 9%	23 17% l	
Almost always	36 3%	24 4%	11 2%	26 7% EF	8 2%	2 1%	12 4%	6 2%	9 3%	9 4%	31 4%	6 2%	12 5%	13 4%	6 2%	5 3%	- -	1 1% *	35 4%	10 3%	6 2%	20 4%	* 1% *	3 1%	13 4%	9 3%	10 4%	2 4% *	21 3%	16 5%	- -	8 5% g	3 1%	9 4% g	16 6% g	22 5% k	15 2%	29 3%	7 6%	

NET: Almost always/most of the time	146 13%	98 16% C	46 9%	100 27% EF	37 9% F	10 3%	52 17% H	30 10%	39 15%	25 11%	128 17% L	18 5%	36 14%	40 13%	28 12%	32 20% OQRS	3 5% *	7 7% *	136 14%	29 10%	31 13%	80 15%	6 10% *	24 11%	42 14%	34 12%	41 17%	5 9% *	93 13%	46 15%	7 9% *	20 12%	26 6%	42 17% g	58 21% fg	86 21% k	60 9%	116 12%	30 23% l
NET: Ever	310 28%	209 35% C	96 19% EF	190 51% F	89 23% F	30 9%	99 31%	74 25%	79 30%	58 26%	264 34% L	46 14%	81 32% R	80 26%	57 24%	64 40% NOQRS	11 19% *	17 18% *	282 29%	69 24%	61 26%	162 31%	17 28% *	66 30% b	91 29% b	67 24% b	80 33% Zb	6 10% *	201 28% e	95 30% e	13 18% *	41 24% g	65 16%	88 36% fg	115 41% fg	175 44% k	134 19%	227 24%	78 59% l

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k/l/m Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

Q23. Thinking about the last 12 months... - Have you felt guilty about the way you gamble or what happens when you gamble?

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total	Yes	No	Yes myself	Yes someone else	NET: Yes	No	Yes myself	Yes someone else	NET: Yes	No	1-2 (low risk)	3-7 (moderate risk)	8+ (problem gambler)	1+	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
Never	798 72%	798 72%	-	20 20% *	48 36% DF	67 30% D	698 85% DEF	3 7% *	6 17% **	9 11% *	53 44% HJ	72 71% MNOP*	32 39% NOP*	18 7%	121 28% NP	49 15% N
Sometimes	163 15%	163 15%	-	31 31% G*	42 32% G	70 31% G	79 10%	14 28% *	9 28% **	23 28% *	36 30%	28 28% *	41 50% LO*	94 38%	163 38% L	135 41% LO
Most of the time	110 10%	110 10%	-	34 34% G*	35 26% G	66 29% G	39 5%	21 43% K*	16 48% **	37 45% K*	23 19%	1 1% *	9 11% L*	100 40% LMOP	110 26% LM	109 33% LMO
Almost always	36 3%	36 3%	-	16 16% EFG*	8 6% G	23 10% EG	7 1%	11 22% K*	2 7% **	14 16% K*	8 6%	- - *	- - *	36 15% LMOP	36 8% LM	36 11% LMO

NET: Almost always/most of the time	146 13%	146 13%	-	50 50% EFG*	43 33% G	89 39% EG	46 6%	32 65% K*	18 55% **	51 62% K*	31 26%	1 1% *	9 11% L*	136 55% LMOP	146 34% LM	146 44% LMO
NET: Ever	310 28%	310 28%	-	81 80% EFG*	86 64% G	159 70% EG	125 15%	46 93% K*	28 83% **	73 89% K*	66 56%	29 29% *	51 61% L*	230 93% LMOP	310 72% LM	281 85% LMO

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

22-087220-04 - 27th January 2023 - 29th January 2023

PUBLIC

Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

PGSI score

All Adults who have taken part in gambling activity in the past 4 weeks

	Gender			Age			Social grade				Employment status		Region							Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	AB (G)	C1 (H)	C2 (I)	DE (J)	ANY WORKING (K)	ANY NOT WORKING (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	England (S)	GCSE/O Level/NV Q12 (T)	A Level or equivalent (U)	Degree/Masters/PhD (V)	No formal qualifications (W)	UP TO £19,999 (X)	£20,000-£34,999 (Y)	£35,000 - £54,999 (Z)	£55,000+ (a)	Refused (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	1 (f)	2 (g)	3 (h)	4+ (i)	ANY (j)	NONE (k)	White ethnic group (l)	Minority ethnic group (m)		
Unweighted base	1106	583	515	394	407	305	469	281	175	181	827	279	252	303	240	160	60	91	955	248	216	593	49	193	286	291	282	54	719	312	75	167	390	251	298	431	675	963	135		
Weighted base	1108	599	501	375	392	341	315	298	267	228	768	340	250	306	240	161	57	94	956	288	239	520	62	217	312	275	245	58	717	316	75	173	411	246	278	401	707	967	132		
1-2 (low risk)	101 9%	63 11%	37 7%	33 9%	37 9%	30 9%	25 8%	31 10%	26 10%	19 8%	67 9%	33 10%	30 12%	23 8%	21 9%	10 6%	8 14%	8 9%	85 9%	25 9%	24 10%	47 9%	5 7%	19 9%	25 8%	26 9%	25 10%	6 10%	67 9%	26 8%	7 10%	11 6%	34 8%	31 13%	25 9%	39 10%	62 9%	89 9%	11 9%		
3-7 (moderate risk)	82 7%	49 8%	32 6%	43 12% EF	23 6%	16 5%	29 9%	17 6%	23 9%	13 6%	65 8%	17 5%	20 8%	19 6%	13 6%	16 10%	5 8%	9 10%	68 7%	21 7%	14 6%	43 8%	3 6%	18 9%	28 9%	16 6%	17 7%	2 4%	52 7%	24 8%	6 8%	11 6%	27 7%	22 9%	22 8%	36 9%	46 7%	57 6%	24 18% I		
8+ (problem gambler)	248 22%	175 29% C	69 14%	172 46% EF	66 17% F	11 3%	84 27% H	56 19%	64 24%	44 19%	220 29% L	29 8%	57 23%	72 23%	46 19%	51 32% OQRS	8 14%	14 15%	226 24%	57 20%	49 20%	130 25%	13 21%	56 26% b	68 22% b	54 20%	65 26% b	5 9%	155 22% e	85 27% e	7 10% *	35 20% g	45 11%	66 27% g	102 37% fgh	150 37% k	98 14%	185 19%	60 46% I		
1+	431 39%	288 48% C	138 28%	248 66% EF	125 32% F	57 17%	138 44% HI	104 35%	113 42%	76 33%	352 46% L	79 23%	107 43%	114 37%	81 34%	78 48% NORS	21 36%	31 33%	379 40% O	102 36%	87 37%	220 42%	21 34% *	93 43% b	121 39%	96 35%	107 44% b	13 23% *	275 38%	136 43% e	21 27% *	57 33%	106 26%	119 48% fg	149 54% fg	225 56% k	206 29%	331 34%	96 72% I		
3+	330 30%	225 38% C	101 20%	215 57% EF	88 22% F	27 8%	113 36% HI	73 24%	87 33%	57 25%	285 37% L	46 13%	77 31%	90 30%	60 25%	68 42% MNOQRS	13 22% *	23 24% *	295 31% O	78 27%	63 27%	173 33%	16 26% *	75 34% b	96 31% b	71 26%	82 33% b	7 13% *	207 29%	110 35% e	13 18% *	46 27% g	73 18%	88 36% g	124 45% fg	186 46% k	144 20%	242 25%	84 64% I		
0	677 61%	311 52%	363 72% B	127 34% D	267 68% D	284 83% DE	177 56%	194 65% G	154 58%	152 67% G	416 54% K	261 77% K	143 57%	192 63% P	159 66% PS	83 52%	37 64% *	63 67% P*	577 60% P	185 64%	151 63%	300 58%	41 66% *	124 57%	191 61%	179 65%	138 56%	44 77% Xa*	442 62%	180 57%	55 73% d*	116 67% hi	305 74% hi	128 52%	129 46%	176 44%	501 71% j	636 66% m	37 28%		

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J,K,L,M/N/O/P/Q/R/S,T/U/V/W,X/Y/Z/a/b,c/d/e,f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Gambling Harms Stigma Research - January 2023

Adults aged 18-75 in Great Britain

PGSI score

All Adults who have taken part in gambling activity in the past 4 weeks

	Engaged in gambling activity in P4W			Self-reported harm ever				Self-reported harm currently				PGSI				
	Total (A)	Yes (B)	No (C)	Yes myself (D)	Yes someone else (E)	NET: Yes (F)	No (G)	Yes myself (H)	Yes someone else (I)	NET: Yes (J)	No (K)	1-2 (low risk) (L)	3-7 (moderate risk) (M)	8+ (problem gambler) (N)	1+ (O)	3+ (P)
Unweighted base	1106	1106	-	108	138	237	813	54	33	86	125	104	90	260	454	350
Weighted base	1108	1108	-	101	133	226	822	50	33	82	120	101	82	248	431	330
1-2 (low risk)	101 9%	101 9%	-	6 6% *	7 5%	13 6%	81 10%	2 3% *	3 9% **	5 6% *	8 7%	101 100% MNOP*	- - *	- -	101 23% MNP	-
3-7 (moderate risk)	82 7%	82 7%	-	16 15% G*	14 11% G	30 13% G	40 5%	4 8% *	3 9% **	7 8% *	21 17%	- - *	82 100% LNOP*	-	82 19% LN	82 25% LNO
8+ (problem gambler)	248 22%	248 22%	-	71 70% G*	81 61% G	144 64% G	83 10%	43 88% K*	26 77% **	68 83% K*	56 47%	- - *	- -	248 100% LMOP	248 58% LM	248 75% LMO
1+	431 39%	431 39%	-	92 92% EFG*	102 77% G	187 83% EG	204 25%	49 99% K*	32 95% **	80 97% K*	85 71%	101 100% *	82 100% *	248 100%	431 100%	330 100%
3+	330 30%	330 30%	-	87 86% EFG*	95 71% G	174 77% EG	123 15%	47 95% K*	29 86% **	75 91% K*	77 64%	- - *	82 100% LO*	248 100% LO	330 77% L	330 100% LO
0	677 61%	677 61%	-	8 8% *	31 23% DF	40 17% D	618 75% DEF	1 1% *	2 5% **	2 3% *	34 29% HJ	- - *	- - *	-	-	-

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K,L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)

Sample Profile

All Adults aged 18-75 in Great Britain

	Gender		Age		Social grade			Employment status		Region				Education				Income				Marital Status		Household Size			Presence of children (16 or under)		Ethnicity														
	Total (N)	Male	Female	18-24	25-34	35-44	A8	C1	C2	DE	ANY WORKING	ANY NOT WORKING	North	Midlands	South	London	Wales	Scotland	England	GCSE/O Level/ NVQ	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	UP TO £20,000	£20,000-£35,999	£35,999-£50,000	£50,000-£65,000	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY HOME	NON HOME	White ethnic group	Minority ethnic group				
Unweighted base	2168	1069	1099	649	785	708	599	648	442	479	1401	767	503	568	493	310	104	190	1874	526	438	1082	122	458	600	521	434	154	1327	639	202	404	798	456	509	697	1471	1883	266				
Weighted base	2168	1069	1099	649	785	708	599	648	442	479	1401	767	503	568	493	310	104	190	1874	526	438	1082	122	458	600	521	434	154	1327	639	202	404	798	456	509	697	1471	1883	266				
Male	1069	1000	69	327	385	343	299	302	245	223	749	320	238	264	254	147	59	108	902	263	206	535	65	206	293	282	239	50	646	345	78	204	367	246	252	339	730	931	132				
Female	1099	69	1030	327	385	343	299	302	245	223	749	320	238	264	254	147	59	108	902	263	206	535	65	206	293	282	239	50	646	345	78	204	367	246	252	339	730	931	132				
18-24	649	327	321	649	-	-	162	199	159	130	488	162	147	175	150	101	26	50	573	133	154	314	39	147	178	165	120	40	307	328	15	85	183	175	207	270	380	506	139				
25-34	785	385	400	785	-	-	243	228	152	162	654	171	196	218	181	95	25	70	600	180	143	438	24	133	200	194	205	53	542	179	64	133	227	181	243	370	455	689	84				
35-44	708	343	357	-	-	-	708	188	210	179	181	295	413	159	167	154	110	50	68	900	200	128	138	11	174	213	157	107	477	109	122	186	184	95	43	46	661	674	31				
45-54	599	299	299	649	785	708	599	648	442	479	1401	767	503	568	493	310	104	190	1874	526	438	1082	122	458	600	521	434	154	1327	639	202	404	798	456	509	697	1471	1883	266				
55-75	999	299	299	286	162	243	188	599	-	-	447	152	114	148	148	108	28	53	518	57	74	400	7	36	109	168	242	44	431	131	53	99	230	126	154	235	364	521	73				
A8	648	302	346	199	228	210	-	648	-	-	437	211	153	168	155	82	25	66	558	128	138	356	25	115	216	178	103	35	368	212	68	134	234	138	143	179	469	563	81				
C1	302	286	16	326	336	299	306	-	100%	-	314	286	306	299	296	266	246	35	306	246	326	216	256	306	346	246	236	286	336	346	336	296	306	286	266	266	326	306	306				
C2	442	245	198	159	152	129	-	442	-	-	316	127	118	135	89	52	18	31	893	154	130	134	24	74	132	109	38	308	111	24	49	183	99	112	156	287	389	50					
DE	479	223	256	130	162	181	-	479	-	-	202	276	119	218	101	68	33	40	406	188	95	131	65	232	134	65	20	37	237	185	57	122	162	94	101	126	353	450	64				
ANY WORKING	1401	767	634	488	614	395	447	318	202	1401	-	325	356	324	224	55	117	1239	285	276	74	46	196	318	404	371	78	897	396	158	224	482	341	351	557	841	1213	175					
ANY NOT WORKING	767	300	467	162	171	413	152	211	127	767	-	767	177	212	169	87	49	73	645	241	162	288	75	263	242	117	63	81	430	243	93	180	316	116	155	140	627	670	90				
North	503	238	265	147	196	159	114	153	118	119	325	177	503	-	-	-	-	503	137	94	241	30	124	150	126	74	29	357	149	46	84	193	109	117	167	355	482	57					
Midlands	568	264	298	175	218	167	148	168	135	118	356	212	-	-	-	-	-	568	155	123	243	236	104	182	123	116	43	377	153	39	85	222	119	142	199	369	496	67					
South	493	254	237	150	181	154	148	155	89	101	324	169	-	-	-	-	-	493	127	106	241	20	96	126	139	95	38	299	136	58	94	182	95	122	148	345	450	39					
London	310	147	162	101	95	105	108	82	52	68	224	87	-	-	-	-	-	310	-	-	-	-	-	-	-	-	-	60	37	27	183	115	32	81	88	65	76	105	246	228	83		
Wales	104	59	45	26	25	50	28	25	18	33	55	49	-	-	-	-	-	104	-	-	-	-	-	-	-	-	-	63	26	15	16	11	18	18	22	82	95	7					
Scotland	190	108	79	50	70	68	53	66	31	40	117	73	-	-	-	-	-	190	-	-	-	-	-	-	-	-	-	118	61	11	43	62	50	34	56	134	174	13					
England	1874	902	972	618	713	690	590	518	393	406	1229	645	503	568	493	310	-	-	1874	467	373	911	102	390	518	488	381	137	1146	513	175	345	685	388	417	619	1259	1614	245				
GCSE/O Level/NVQ2	526	263	263	133	180	200	57	155	127	49	117	414	188	285	241	137	49	36	23	467	526	-	-	-	-	-	-	151	179	102	55	41	323	161	44	87	209	108	122	144	382	482	39
A level or equivalent	438	206	232	104	143	128	74	138	130	95	276	162	94	123	106	51	19	41	373	-	-	-	-	-	-	-	-	91	140	115	63	29	253	149	36	69	163	90	116	138	300	379	58
Degree/Masters/PhD	1082	535	547	314	438	428	406	356	134	131	794	288	486	406	496	281	186	44	107	911	-	-	-	-	-	-	-	165	251	280	311	75	689	290	103	224	378	238	243	381	701	919	152
No formal qualifications	122	61	57	39	24	51	7	25	24	65	46	75	30	28	20	24	6	14	102	-	-	-	-	-	-	-	-	122	51	30	25	5	10	64	39	18	24	29	31	89	103	17	
UP TO £18,999	458	206	248	147	133	174	16	115	74	232	195	248	124	104	96	66	22	51	165	51	458	-	-	-	-	-	-	161	217	80	189	141	49	78	102	355	374	77					
£20,000-£34,999	600	293	303	178	200	213	109	216	152	124	358	242	150	182	126	59	39	44	518	179	140	251	30	-	-	-	-	356	194	51	113	255	125	107	173	427	535	63					
£35,000-£54,999	521	282	239	165	194	157	168	178	109	65	404	117	126	133	139	60	24	49	448	102	115	280	25	-	-	-	-	372	112	38	15	211	127	126	181	340	466	56					
£55,000+	434	239	195	120	205	107	242	103	69	20	371	63	74	116	95	87	14	39	381	55	63	311	5	-	-	-	-	349	66	19	17	139	119	160	209	225	385	46					
Refused	104	50	53	40	53	57	44	35	38	37	73	51	29	43	38	27	5	13	137	41	29	50	-	-	-	-	154	90	51	14	26	52	37	38	31	124	124	26					
Married/Living as Married	1327	646	687	307	542	477	415	368	308	237	897	430	307	377	299	163	63	118	1146	321	253	689	64	561	356	372	349	90	1327	-	-	59	624	322	362	561	766	1185	130				
Single	639	345	292	138	179	100	131	212	111	316	396	243	138	115	36	61	53	161	149	300	39	317	194	112	66	11	-	639	-														

Sample Profile
 All Adults aged 18-75 in Great Britain

	Engaged in gambling activity in PWK			Self-reported harm ever					Self-reported harm currently					1-2 (Low risk)	3-7 (Moderate risk)	8+ (High risk)	1+	3+	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No						
	(N)	(%)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(%)	(%)	(%)	
Unweighted base	2168	100%	985	120	178	289	1884	55	38	92	165	104	90	210	454	210			
Weighted base	2168	100%	981	112	168	272	1693	50	39	88	153	101	82	248	431	330			
Male	1089	50%	429	51	87	162	824	27	28	65	81	63	49	175	288	225			
Female	1080	50%	556	28	78	106	877	12	10	22	69	37	32	69	138	101			
18-34	649	30%	254	58	93	147	428	23	26	49	78	33	43	172	248	215			
35-54	781	36%	352	41	50	88	631	26	8	33	46	37	23	66	125	88			
55-75	738	34%	371	12	25	37	634	2	4	6	29	30	16	11	57	27			
A8	599	28%	266	38	54	88	467	22	12	34	46	25	29	84	138	113			
C1	448	21%	208	18	43	58	333	6	9	16	37	31	17	56	104	73			
C2	442	20%	246	178	324	238	196	316	208	218	268	218	208	288	288	288			
DE	479	22%	228	229	22	29	51	375	4	7	11	29	19	53	44	76	57		
ANY WORKING	1401	65%	768	596	93	135	221	1056	46	32	78	117	67	65	220	352	285		
ANY NOT WORKING	767	35%	340	386	19	33	51	637	4	6	11	36	33	17	29	79	46		
North	503	23%	237	35	39	72	386	18	8	25	36	30	20	57	107	77			
Midlands	568	26%	265	243	22	35	68	442	12	6	18	42	23	59	72	114	90		
South	493	23%	240	233	14	38	51	392	8	10	18	24	21	33	46	81	60		
London	310	14%	161	137	24	37	58	228	12	10	21	36	10	16	51	78	48		
Wales	104	5%	57	42	2	9	11	84	1	2	3	5	8	5	8	21	13		
Scotland	190	9%	94	89	4	8	11	162	-	2	2	9	8	9	14	31	23		
England	1874	86%	866	850	106	150	249	1447	49	34	83	138	85	68	226	379	295		
GCE/ID Level/NIQ12	526	24%	288	209	22	32	53	413	10	9	19	25	25	21	57	102	78		
A Level or equivalent	438	20%	239	185	25	40	63	333	12	8	19	33	24	14	49	87	63		
Degree/Masters/PhD	1082	50%	530	538	61	89	146	854	27	21	47	88	47	43	130	220	173		
No formal qualifications	122	6%	62	49	4	6	11	93	2	2	3	6	5	3	13	21	16		
UP TO £10,999	458	21%	227	225	22	35	57	353	5	9	15	30	19	58	101	75			
£20,000-£34,999	600	28%	312	262	33	46	77	461	16	11	27	45	25	28	68	121	96		
£35,000-£54,999	521	24%	275	232	21	39	58	426	9	5	14	34	26	16	54	96	71		
£55,000+	494	23%	245	179	33	42	73	331	20	13	32	38	25	17	65	107	82		
Refused	154	7%	58	83	3	4	8	120	1	-	1	5	6	2	5	13	7		
Married/Living as Married	1327	61%	717	574	72	119	187	1031	39	29	66	100	67	52	155	275	207		
Single	639	29%	316	285	33	41	70	486	11	9	20	40	26	24	85	136	110		
Widowed/Divorced/Separated	202	9%	71	122	7	8	15	176	1	1	1	13	7	6	7	21	13		
1	404	19%	173	226	21	15	36	342	9	2	12	22	11	11	35	57	46		
2	798	37%	411	367	31	55	75	659	6	13	19	49	34	27	45	108	73		
3	456	21%	246	195	26	37	63	353	14	8	22	31	31	22	66	119	88		
4+	509	24%	278	193	44	60	98	339	21	16	36	51	25	22	102	149	124		
ANY	697	32%	401	265	64	88	148	471	36	24	60	70	39	36	150	225	186		
NONE	1471	68%	707	717	48	79	124	1222	14	14	28	82	62	46	98	206	144		
White ethnic group	1883	87%	967	866	86	131	209	1529	41	30	71	117	89	57	185	311	242		
Minority ethnic group	266	12%	132	110	26	35	60	155	9	8	17	35	11	24	60	96	84		
Yes	1108	51%	100%	-	101	133	226	822	50	33	82	120	101	82	248	431	330		
No	961	45%	-	100%	100%	20%	17%	51%	1%	14%	7%	22%	-	-	-	-	-		
Yes myself	112	5%	101	11	112	8	112	-	50	1	51	53	6	56	71	82	87		
Yes someone else	168	8%	12%	4%	7%	100%	62%	-	1%	100%	46%	69%	7%	17%	33%	24%	29%		
NET: Yes	272	13%	236	46	112	168	272	-	50	39	88	153	13	30	144	187	174		
No	1693	78%	74%	87%	-	-	1693	-	-	-	-	81	40	83	204	123			
Yes myself	50	2%	4%	-	40%	2%	18%	-	100%	2%	57%	-	2%	5%	17%	51%	14%		
Yes someone else	30	1%	3%	1%	30	30	-	1	39	39	-	3	3	26	32	29			
NET: Yes	88	4%	82	6	51	41	88	-	50	39	88	-	5	7	68	80	75		
No	153	7%	12%	3%	40%	63%	153	-	-	-	153	8	21	56	85	77			
1-2 (Low risk)	101	5%	9%	-	6	7	13	81	2	3	5	8	10%	-	-	10%	-		
3-7 (Moderate risk)	82	4%	7%	-	14%	8%	11%	2%	8%	8%	8%	14%	-	100%	-	10%	25%		
8+ (High risk)	248	11%	22%	-	63%	48%	53%	5%	86%	66%	78%	37%	-	-	100%	18%	75%		
1+	431	20%	431	-	32	102	187	204	49	32	80	95	101	82	248	431	330		
3+	330	15%	330	-	87	95	174	123	47	29	75	77	-	82	248	330	330		
0	1737	80%	61%	100%	18%	39%	31%	88%	3%	18%	9%	44%	-	-	-	-	-		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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 Columns/Questions (2) A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P Minimum Base: 30** (Small Base: 100*)

Columns/Questions (2) A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P Minimum Base: 30** (Small Base: 100*)