

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

G8 adults aged 18-75

GAMTYPE: Which of these, if any, have you spent any money on in the past 12 months? Please note, this could be either online (e.g., on a website or app) or in-person (e.g., a shop, bookmakers, casino, bingo hall).

All Adults aged 18-75 in G8

	Gambled in last 12 months			PGSI SCORE (last 12 months)							PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	ANY PAST 12 MONTHS	NONE		No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED		YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total (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)	
Unweighted base	4207	2694	1456	1099	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228		351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207		352	716	236	97	891	932	846	800	699	
Lottery tickets (e.g., National lottery, Thunderball, EuroMillions, charity lottery)	1955	1955	-	1357	237	165	197	598	314	278	421	212	311	294	275	221	445	630	1139	169		189	425	121	55	431	434	388	364	322	
	46%	71%	-	79%	70%	61%	47%	58%	51%	50%	54%	48%	52%	51%	50%	47%	56%	57%	63%	14%		54%	59%	51%	56%	48%	47%	46%	46%	46%	
		C		EFGH	FGH	G		G	PT	PT	JLOPT	L	LPT	LPT	PT	T	UJLMNOPST	UJLMNOPST	UJLMNOPST	T					*						
Bingo	434	434	-	204	76	51	103	230	142	127	174	104	129	129	128	112	185	237	176	16		74	154	55	16	106	84	76	87	77	
	10%	16%	-	12%	22%	19%	25%	22%	23%	22%	23%	24%	21%	23%	23%	24%	23%	21%	10%	1%		21%	22%	23%	17%	12%	9%	9%	11%	11%	
		C		D	D	D	D	D	ST	ST	ST	ST	ST	ST	ST	ST	RST	ST	ST	T					*						
Scratch cards	1103	1103	-	642	171	143	147	461	253	223	319	162	233	225	211	176	342	479	547	66		130	329	83	38	227	234	243	200	187	
	26%	40%	-	37%	50%	53%	35%	45%	41%	40%	41%	37%	39%	39%	38%	37%	43%	43%	30%	5%		37%	46%	35%	39%	26%	25%	29%	25%	27%	
		C		DGH	DGH			DG	LPST	LPST	LPST	ST	ST	ST	ST	ST	UJLMNOPST	UJLMNOPST	T				U		*						
Instant win games (e.g., fruit machines, slot machines, online games)	521	521	-	184	87	91	159	337	210	192	270	143	210	211	198	164	265	344	171	2		121	213	79	40	93	129	110	97	86	
	12%	19%	-	11%	26%	34%	38%	33%	34%	33%	35%	32%	35%	37%	36%	35%	33%	31%	9%	*		34%	30%	33%	41%	10%	14%	13%	12%	12%	
		C		D	DEH	DEH	DE	RST	RST	RST	RST	RST	RST	UJQRST	UJQRST	RST	RST	RST	ST	T					*		Y				
Casino card games (e.g., poker, blackjack)	247	247	-	51	40	51	105	196	125	135	159	105	120	128	133	111	149	199	47	-		83	106	57	23	53	48	46	58	41	
	6%	9%	-	3%	12%	19%	25%	19%	20%	24%	20%	24%	20%	22%	24%	23%	19%	18%	3%				24%	15%	24%	6%	5%	5%	7%	6%	
		C		D	DE	DEH	DE	RST	RST	HMQRST	HMQRST	HMQRST	ST	MQJQRST	HMQRST	HMQRST	ST	ST	ST	T		V			*						
Other casino games that are not cards (e.g., craps, roulette)	163	163	-	33	20	35	76	130	92	96	109	78	94	93	94	84	108	133	30	-		65	63	42	21	36	39	31	30	26	
	4%	6%	-	2%	6%	13%	18%	13%	15%	17%	14%	18%	16%	16%	17%	18%	13%	12%	2%	-		18%	9%	18%	22%	4%	4%	4%	4%	4%	
		C		D	DEH	DEH	DE	RST	RST	MQJQRST	RST	MQJQRST	QRST	MQJQRST	MQJQRST	MQJQRST	RST	ST	T		V				*						
Betting on sports (e.g., football, cricket, rugby, tennis)	781	781	-	317	143	129	192	464	271	264	354	199	269	250	246	210	340	476	293	3		147	310	105	36	174	183	155	138	121	
	19%	28%	-	18%	42%	48%	46%	45%	44%	48%	45%	45%	45%	44%	45%	44%	42%	43%	16%	*		42%	43%	44%	37%	20%	20%	18%	17%	17%	
		C		D	D	D	D	ST	HMQRST	QRST	RST	ST	ST	ST	ST	ST	ST	ST	ST	T					*						
Betting on e-sports/competitive video gaming (e.g., Fortnite, FIFA, Dota, Counter Strike)	187	187	-	24	19	24	119	163	132	137	143	116	132	131	133	121	134	166	17	2		90	69	66	21	46	39	30	40	31	
	4%	7%	-	1%	6%	9%	29%	16%	21%	25%	18%	26%	22%	23%	24%	26%	17%	15%	1%	*		25%	10%	28%	22%	5%	4%	4%	5%	4%	
		C		D	D	DEFH	DEF	MQJQRST	HMQRST	RST	HMQRST	MQJQRST	MQJQRST	MQJQRST	MQJQRST	HMQRST	RST	ST	T		V			*							
Betting on horse or dog racing (not virtual)	560	560	-	281	96	77	106	279	159	147	206	105	143	140	137	117	194	292	262	4		85	198	55	27	132	118	99	109	94	
	13%	20%	-	16%	28%	28%	25%	27%	26%	27%	26%	24%	24%	25%	25%	25%	24%	26%	15%	*		24%	28%	24%	28%	15%	13%	12%	14%	13%	
		C		D	D	D	D	D	ST	ST	ST	ST	ST	ST	ST	ST	ST	ST	QST	T					*						
Betting on virtual racing / sports (e.g., virtual horse or dog racing, virtual sports)	168	168	-	28	21	17	103	141	100	109	124	99	105	104	112	98	122	143	24	1		70	69	50	18	43	39	29	32	26	
	4%	6%	-	2%	6%	6%	25%	14%	16%	20%	16%	22%	17%	18%	20%	21%	15%	13%	1%	*		20%	10%	21%	19%	5%	4%	3%	4%	4%	
		C		D	D	DEFH	DEF	RST	MQJQRST	RST	HMQRST	UJLMNOPST	QRST	MQJQRST	HMQRST	HMQRST	RST	ST	T		V				*						
Any other type of gambling / betting activity (please specify)	34	34	-	17	11	4	2	17	6	3	10	2	6	5	4	2	12	17	15	2		6	10	5	1	5	7	9	6	7	
	1%	1%	-	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	*		2%	1%	2%	1%	1%	1%	1%	1%	1%	
		C		DGH				G	T		JLPT	L	PT	T		JLPT	JLOPT	JLOPT	T					*							
None of the above	1403	-	1403	-	-	-	-	-	12	4	15	8	12	13	5	6	24	38	364	974		16	19	7	7	287	324	272	271	233	
	33%	-	100%	-	-	-	-	-	2%	1%	2%	2%	2%	2%	1%	1%	3%	3%	20%	81%		5%	3%	3%	7%	32%	35%	32%	34%	33%	
			B						JO	JO	JO	JO	JO	JO	JO	J	UJLMNOP	UJLMNOP	UJLMNOPQRST	S				*		*					
Don't know	30	-	-	-	-	-	-	-	1	1	1	-	2	1	1	1	2	4	7	5		1	1	-	1	6	6	5	10	3	
	1%	-	-	-	-	-	-	-	*	*	*	-	*	*	*	*	*	*	*	*		*	*	-	1%	1%	1%	1%	1%	1%	*
												L				L															
Prefer not to say	28	-	-	-	-	-	-	-	2	3	2	2	3	2	2	2	4	6	2	8		2	3	-	2	5	5	5	4	9	
	1%	-	-	-	-	-	-	-	*	1%	*	*	1%	*	*	1%	1%	1%	1%	S		*	*	-	2%	1%	1%	1%	1%	1%	1%

NET: ANY GAMBLING	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220		334	694	229	88	593	597	565	515	454
	65%	100%	-	100%	100%	100%	100%	100%	98%	99%	98%	98%	97%	98%	99%	98%	96%	96%	79%	18%		95%	97%	97%	90%	67%	64%	67%	64%	65%
		C							QRST	HMQRST	QRST	QRST	RST	RST	HMQRST	QRST	ST	ST	T				X	*						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2052 and with the Ipsos Terms and Conditions.

Column headers (S/N): 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 Minimum Base: 30 (**) Small Base: 100 (*)

Column Means (S/N): 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 Minimum Base: 30 (**) Small Base: 100 (*)

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GB adults aged 18-75

PGS12M. Thinking about your gambling in the last 12 months... - Summary
All those who have gambled in last 12 months

	PGS12M. Thinking about your gambling in 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 back 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 mental health problems, including stress or anxiety?	Have people criticised your betting or told you that 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	2694	2694	2694	2694	2694	2694	2694	2694	2694
Weighted base	2745	2745	2745	2745	2745	2745	2745	2745	2745
Never	2176 79% CI	2228 81% ACI	2031 74% ABCEFGHI	2341 85% CI	2207 80% CI	2223 81% ACI	2227 81% ACI	2310 84% ABCEFGI	2031 74%
Sometimes	350 13% BDFGH	295 11% DH	458 17% ABDEFGH	214 8% DGH	326 12% DGH	291 11% DH	286 10% DH	236 9% DH	458 17% ABDEFGH
Most of the time	152 6%	161 6%	183 7% ADEH	134 5%	143 5%	160 6%	155 6%	133 5%	159 6%
Almost always	68 2%	60 2%	73 3%	56 2%	68 2%	71 3%	77 3% D	66 2%	97 4% ABCDEFH

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

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(*)

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PUBLIC
Stigma 2 polling
GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - Have you bet more than you could really afford to lose?
All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status					Region												Urban / Rural		Education					Income					Marital Status			Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total			Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ12	A Level or equivalent	Degree/ Master/PhD	No formal qualifications	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+*	Prefer not to say	Married/Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents	
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)			
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268			
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	196	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261			
Never	2176	1038	1121	209	337	374	433	443	381	566	655	488	468	962	413	110	1485	691	97	252	190	186	175	217	186	309	331	122	211	1800	376	687	626	712	151	392	615	555	446	167	1282	590	294	408	805	441	523	634	1542	2011	149			
	79%	72%	87%	58%	63%	78%	78%	88%	92%	72%	84%	79%	83%	73%	82%	78%	76%	88%	91%	80%	86%	76%	82%	83%	78%	63%	86%	83%	77%	90%	84%	81%	75%	77%	77%	82%	80%	74%	87%	81%	72%	89%	84%	89%	76%	68%	66%	86%	82%	57%				
Sometimes	350	243	105	92	115	57	36	33	17	111	89	85	64	202	56	19	277	73	8	40	23	37	25	31	24	57	65	10	29	321	29	93	101	126	30	72	102	74	78	23	179	145	25	53	70	92	134	178	172	288	60			
	13%	17%	8%	25%	22%	12%	7%	4%	14%	11%	14%	11%	11%	15%	11%	13%	14%	9%	8%	13%	11%	15%	12%	12%	11%	14%	18%	7%	12%	14%	7%	11%	13%	13%	15%	14%	14%	11%	13%	12%	11%	18%	8%	11%	8%	10%	18%	19%	10%	12%	23%			
Most of the time	152	106	46	43	57	32	18	2	-	67	31	32	21	104	23	8	136	16	1	14	6	16	12	6	11	25	49	4	7	148	4	28	34	80	10	32	29	36	54	2	87	61	4	16	24	35	76	95	57	111	41			
	6%	7%	4%	12%	11%	7%	4%	1%	-	9%	4%	5%	4%	8%	5%	6%	7%	2%	1%	5%	3%	6%	6%	2%	5%	6%	13%	3%	3%	6%	1%	3%	4%	8%	5%	6%	4%	5%	9%	1%	5%	7%	1%	3%	3%	6%	10%	10%	3%	4%	16%			
Almost always	68	48	19	19	23	19	5	1	1	39	8	11	10	47	11	4	62	6	1	10	1	7	-	6	3	7	22	6	6	59	9	12	17	35	4	11	5	27	24	-	41	20	7	8	9	16	34	50	18	56	11			
	2%	3%	1%	5%	4%	4%	1%	*	*	5%	1%	2%	2%	4%	8%	2%	3%	3%	1%	1%	3%	1%	3%	-	2%	1%	2%	6%	4%	3%	3%	2%	1%	2%	4%	2%	2%	1%	4%	4%	-	3%	2%	2%	2%	1%	3%	4%	5%	1%	2%	4%		

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Column Headers (UK) 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (** Small Base: 100 (**)

Column Headers (US) 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (** Small Base: 100 (**)

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PGSI12M. Thinking about your gambling in the last 12 months... - Have you bet more than you could really afford to lose?
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444	
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454	
Never	2176 79%	2176 79%	- -	1717 100% EFGH	284 83% FGH	137 51% GH	38 9% 9%	459 45% G	28 5% 5%	131 24% ILP	281 37% IULMNOP	77 18% IP	143 25% ILP	133 24% ILP	147 27% IULMNP	65 14% I	288 37% IULMNOP	498 47% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	91 27% U	388 56% U	66 29% 29%	16 18% *	466 79% 79%	473 79% 79%	453 80% 80%	409 79% 79%	361 80% 80%	
Sometimes	350 13%	350 13%	- -	- - 17% D	56 47% DEH	126 40% DEH	167 34% DEH	350 34% DE	350 58% JKLMNOPQRST	214 39% KOQRST	272 36% RST	160 37% RST	233 40% KOQRST	216 39% KOQRST	190 35% ST	196 42% JKLNOQRST	271 35% RST	350 33% ST	- - -	- - -	124 37% V	209 30% 30%	81 35% 35%	39 45% *	80 13% 13%	79 13% 13%	65 12% 12%	65 13% 13%	54 12% 12%	
Most of the time	152 6%	152 6%	- -	- - 2% DE	- 2% DEFH	6 35% DEF	146 15% DEF	152 25% DEF	152 25% KQRST	141 26% KQRST	142 19% RST	137 32% UKMNOQRST	143 24% KQRST	141 25% KQRST	143 26% KQRST	136 29% UKMNOQRST	145 19% RST	152 14% ST	- - -	- - -	84 25% V	68 10% 10%	54 24% 24%	25 29% *	35 6% 6%	28 5% 5%	30 5% 5%	28 5% 5%	30 7% 7%	
Almost always	68 2%	68 2%	- -	- - -	- - -	1 * D	67 16% DEFH	68 7% DEF	68 11% KQRST	62 11% KQRST	67 9% RST	59 14% UKMNOQRST	64 11% KQRST	66 12% KQRST	61 11% KQRST	66 14% UKMNOQRST	67 9% RST	68 6% ST	- - -	- - -	35 11% V	28 4% 4%	27 12% 12%	7 8% *	12 2% 2%	18 3% 3%	16 3% 3%	13 3% 3%	8 2% 2%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - Have you needed to gamble with larger amounts of money to get the same feeling of excitement?

All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status					Region												Urban / Rural		Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North	East	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Postgraduate/PHD	No formal qualifications	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+*	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents			
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268			
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	196	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261			
Never	2228	1052	1161	211	347	372	452	454	391	562	680	503	483	979	428	109	1516	711	97	258	200	191	174	228	188	331	228	121	212	1849	379	689	656	724	159	413	646	569	427	174	1301	616	310	429	822	453	524	646	1581	2058	154			
	81%	73%	90%	58%	65%	77%	92%	95%	98%	72%	87%	82%	86%	74%	85%	78%	77%	91%	90%	82%	90%	78%	82%	88%	84%	83%	62%	86%	83%	79%	91%	84%	84%	76%	81%	81%	86%	82%	71%	91%	81%	76%	94%	88%	90%	78%	68%	68%	88%	83%	59%			
Sometimes	295	215	78	79	98	62	27	21	7	118	63	68	46	191	39	23	253	42	9	32	15	32	23	17	17	39	72	11	29	271	24	86	70	111	28	51	72	72	87	13	163	117	15	40	55	69	131	152	143	234	61			
	11%	15%	6%	22%	18%	13%	6%	4%	2%	15%	8%	11%	8%	15%	8%	16%	13%	5%	8%	10%	7%	13%	11%	6%	8%	10%	20%	8%	11%	12%	6%	11%	9%	12%	14%	7%	10%	14%	5%	8%	6%	12%	17%	16%	8%	9%	23%							
	C			FGHI	FGHI	GHI	I	I		KLM				DQR		QR	QR				UVW	UV				STUVWXYZ				a		d	h	h		m	jm	m		jm	p	op	ku	ku	u			x						
Most of the time	161	127	33	52	66	32	8	4	-	68	25	40	29	103	30	5	139	23	1	17	4	16	15	10	13	22	50	3	10	153	8	39	37	79	8	35	24	38	61	4	94	64	3	15	22	41	82	116	46	128	32			
	6%	9%	3%	14%	12%	7%	2%	1%	-	9%	3%	6%	5%	8%	6%	4%	7%	3%	1%	6%	2%	7%	7%	4%	6%	6%	6%	14%	2%	4%	7%	3%	5%	5%	8%	4%	7%	3%	5%	10%	2%	6%	8%	1%	3%	2%	7%	11%	12%	3%	5%	12%		
	C			FGHI	FGHI	GHI	I			KM		K		R	R		R			SU		SU	SU		SU	SU	STUVWXYZabc		a		e		fg		kn		k	kn		q	q		q		m	rst	w			x				
Almost always	60	41	19	21	20	15	4	-	1	34	15	6	5	43	5	3	51	10	1	8	2	6	2	6	4	6	16	6	3	55	6	6	15	39	1	8	11	13	28	*	41	17	2	2	9	21	28	42	18	46	14			
	2%	3%	1%	6%	4%	3%	1%	-	*	4%	2%	1%	1%	3%	1%	2%	3%	1%	1%	3%	1%	3%	1%	2%	2%	4%	4%	1%	2%	1%	1%	2%	4%	1%	2%	1%	2%	1%	2%	5%	*	3%	2%	1%	*	1%	4%	4%	4%	1%	2%	5%		
	C			GHI	GHI	GHI				KLM				DQR		QR	QR									UVWZ				a		fg		kn		kn		kn		q		rs	rs	u			x							

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Column Means (15): 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy. Abbrevium Base: 301(77) Small Base: 100(7)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Have you needed to gamble with larger amounts of money to get the same feeling of excitement?

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Never	2228 81%	2228 81%	- -	1717 100% EFGH	306 90% FGH	174 64% GH	31 7% -	511 50% G	182 30% IJNOP	31 6% -	306 40% IULMNOP	76 18% J	164 28% JLOP	151 25% JLP	133 17% JLP	78 43% J	331 52% UKLMNOP	550 100% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	93 28% U	441 64% U	67 29% -	18 20% *	472 80% -	486 81% -	460 82% -	418 81% -	375 83% -		
Sometimes	295 11%	295 11%	- -	- 10% D	34 30% DE	80 43% DEFH	181 29% DE	295 36% DE	216 54% KQRST	295 33% IKLMNOPQRST	248 38% RST	164 37% KQRST	217 37% KQRST	205 38% KQRST	207 40% KQRST	185 30% IKNQIRST	235 28% RST	295 - ST	- - -	- - -	115 35% V	167 24% V	70 31% -	39 45% W*	59 10% -	70 12% -	72 13% -	49 10% -	41 9% -		
Most of the time	161 6%	161 6%	- -	- - -	14 5% DE	147 35% DEFH	161 16% DEF	144 24% KQRST	161 29% IKMNOQRST	153 20% RST	139 32% IKMNOQRST	144 25% KQRST	142 26% KQRST	141 26% KQRST	142 31% IKMNOQRST	148 19% RST	148 15% ST	161 15% ST	- - -	- - -	88 26% V	64 9% V	64 28% -	22 25% *	47 8% a	31 5% -	19 3% -	37 7% a	27 6% -		
Almost always	60 2%	60 2%	- -	- - -	- 1% D	2 14% DEFH	59 6% DEF	60 9% DEF	56 11% KQRST	60 7% KQRST	55 12% RST	54 10% IKMQRST	59 10% KQRST	57 10% KQRST	60 11% KQRST	57 12% IKMNOQRST	58 8% RST	60 6% ST	- - -	- - -	38 11% V	21 3% V	28 12% -	9 10% *	15 3% -	11 2% -	13 2% -	10 2% -	10 2% -		

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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - When you gambled, did you go back another day to try to win back the money you lost?
All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status						Region												Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Postgraduate	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+*	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents			
Unweighted base	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)			
	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268			
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	106	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261			
Never	2031	954	1063	186	293	329	418	428	377	504	637	454	436	880	399	96	1375	656	94	236	188	164	156	211	167	296	210	113	195	1679	352	639	592	656	144	373	583	512	394	170	1180	550	290	381	773	407	470	575	1456	1887	128			
	74%	67%	82%	51%	55%	68%	85%	89%	94%	64%	81%	74%	78%	67%	79%	68%	70%	83%	88%	75%	85%	67%	73%	81%	75%	74%	57%	80%	77%	72%	84%	78%	76%	69%	74%	73%	78%	74%	65%	89%	74%	68%	88%	79%	85%	70%	61%	60%	81%	77%	49%			
			B			DE	DEF	DEF	DEFGH	A	I	J		NPQ		N	NPQ	TYWYZa	a	TYWYZa	a	a	a	a	a	a	a	a	a	a	d	b	b		m	m	m		ghn	p	op	ku	rhu	u			x	y						
Sometimes	458	297	158	100	139	104	53	42	20	155	97	111	95	262	72	32	366	91	9	53	20	60	42	32	41	68	80	15	38	409	49	128	130	164	35	90	125	109	118	16	263	165	29	74	100	107	177	221	236	382	75			
	17%	21%	12%	28%	26%	22%	11%	9%	5%	20%	12%	18%	17%	20%	14%	23%	19%	12%	9%	17%	9%	24%	20%	12%	18%	17%	22%	11%	15%	18%	12%	10%	17%	17%	18%	18%	16%	16%	8%	16%	20%	9%	15%	11%	18%	23%	23%	13%	15%	29%				
	C		GH	GH	GH		I			K	K			OR		OR	OR		U		STUWXYZ				SD	SD	SD				a			a			a		a		a													
Most of the time	183	126	55	54	78	31	11	9	-	85	39	38	21	118	28	11	157	26	2	17	9	17	12	10	11	28	52	9	14	172	11	41	37	95	9	34	32	49	64	4	104	76	4	20	25	55	83	112	71	141	42			
	7%	9%	4%	15%	15%	6%	2%	2%	-	11%	5%	6%	4%	4%	9%	5%	8%	8%	3%	2%	5%	4%	7%	6%	4%	5%	7%	14%	7%	5%	7%	3%	5%	5%	10%	5%	7%	4%	7%	11%	2%	6%	9%	1%	4%	3%	9%	11%	12%	4%	6%	16%		
		C		FGH	FGH	GH	I	I		KLM				OPQ		R	OR			S					S	STUWXYZ				a			fg		n		kn	ghn	q	qn			rn	rn	w									
Almost always	73	57	14	23	21	18	9	-	2	38	10	14	11	55	5	1	61	12	1	10	4	5	3	6	4	5	24	3	7	67	6	12	17	37	8	10	11	23	28	1	42	23	7	11	9	15	37	48	25	56	16			
	3%	4%	1%	6%	4%	4%	2%	-	1%	5%	1%	2%	2%	4%	1%	*	3%	2%	1%	3%	2%	2%	1%	2%	2%	1%	7%	2%	3%	3%	1%	1%	2%	4%	4%	2%	2%	3%	5%	1%	3%	3%	2%	2%	1%	3%	5%	5%	1%	2%	6%			
		C		GH	GH	HI	II			KLM				OPQR			OR										SUWXYZ				a			f		t			kn	gh			rs	rs	u									

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PUBLIC
Stigma 2 polling
GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - When you gambled, did you go back another day to try to win back the money you lost?
All those who have gambled in last 12 months

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest
	(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)
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454
Never	2031 74%	2031 74%	- -	1717 100% EFGH	203 60% FGH	83 31% G	29 7% G	314 31% G	121 20% KLMNP	104 19% KLP	48 6% G	63 14% K	97 17% KP	99 18% KLP	103 19% KLMP	63 14% K	221 29% UKLMNOP	354 33% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	62 19% U	272 39% U	38 17% U	14 16% *	433 73% U	437 73% U	429 76% U	386 75% U	334 74% U
Sometimes	458 17%	458 17%	- -	- 40% D	137 57% DEGH	153 40% D	168 45% D	458 45% DG	252 42% ST	224 41% ST	458 60% IULMNOPQRS T	172 40% ST	257 44% JLOPQST	234 42% ST	220 41% ST	187 40% ST	312 40% ST	458 43% QST	- -	- -	129 39% V	312 45% V	98 43% V	31 35% *	97 16% V	103 17% V	88 16% V	87 17% V	75 16% V
Most of the time	183 7%	183 7%	- -	- -	1 10% DE	28 37% DEFH	154 18% DEF	183 18% DEF	158 27% QRST	157 29% KQRST	183 24% RST	137 32% IKMNOQRST	162 28% KQRST	157 28% KQRST	153 28% KQRST	153 33% UKMNOQRST	172 22% RST	183 17% ST	- -	- -	99 30% V	83 12% V	60 26% V	34 38% W*	41 7% V	39 7% V	36 6% V	33 7% V	33 7% V
Almost always	73 3%	73 3%	- -	- -	- 2% DE	6 16% DEFH	66 7% DEF	73 7% DEF	66 11% QRST	64 12% KQRST	73 10% RST	62 14% UKMNOQRST	68 12% KQRST	65 12% KQRST	66 12% KQRST	60 13% IKQRST	67 9% RST	73 7% ST	- -	- -	43 13% V	27 4% V	33 14% V	10 11% *	23 4% b	18 3% V	12 2% V	8 2% V	12 3% V

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PUBLIC
Stigma 2 polling
GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - Have you borrowed money or sold anything to get money to gamble?
All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status												Region												Urban / Rural		Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total			18-24		25-34		35-44		45-54		55-64		65-75		AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbershired	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCE/O Level/IVQ	A Level or equivalent	Degree/Postgraduate	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents					
	(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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)											
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268											
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	196	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261											
Never	2341	1183	1183	234	382	401	464	464	396	601	703	533	505	1055	432	123	1610	731	103	280	203	201	181	234	194	340	259	125	221	1951	390	743	671	761	166	427	671	593	466	183	1367	662	312	441	848	478	573	699	1642	2154	170											
	85%	80%	92%	64%	72%	83%	94%	97%	99%	77%	90%	86%	90%	80%	86%	87%	82%	93%	97%	88%	92%	82%	85%	90%	87%	86%	71%	89%	87%	84%	93%	91%	86%	80%	85%	84%	89%	86%	77%	96%	85%	81%	94%	91%	93%	82%	75%	73%	92%	87%	65%											
Sometimes	214	154	58	71	72	48	12	10	2	89	46	42	38	132	38	10	180	34	3	17	11	29	17	17	18	33	46	5	17	197	17	44	56	94	20	49	39	48	72	7	114	89	11	21	29	56	109	124	90	157	57											
	8%	11%	5%	20%	13%	10%	2%	2%	1%	11%	6%	7%	7%	10%	8%	7%	9%	4%	3%	5%	5%	12%	8%	7%	8%	8%	13%	4%	7%	8%	4%	5%	7%	10%	10%	10%	5%	7%	7%	12%	4%	7%	11%	3%	4%	3%	10%	14%	13%	5%	6%	22%										
Most of the time	134	97	36	44	53	19	12	3	1	62	25	32	14	90	24	5	119	14	1	13	5	9	11	7	9	15	42	7	14	126	8	28	34	64	7	21	34	24	44	-	81	47	5	17	27	33	57	94	40	107	26											
	5%	7%	3%	12%	10%	4%	4%	3%	1%	*	8%	3%	5%	2%	7%	5%	3%	6%	2%	1%	4%	2%	1%	4%	4%	4%	11%	5%	5%	5%	2%	3%	4%	7%	4%	4%	5%	7%	-	5%	6%	2%	3%	3%	6%	7%	10%	2%	4%	10%												
Almost always	56	41	13	15	24	13	4	1	-	30	9	10	7	38	9	3	50	6	-	7	1	6	4	2	2	9	19	4	2	54	2	5	15	34	2	10	7	17	21	1	36	17	3	7	4	17	28	40	17	48	9											
	2%	3%	1%	4%	4%	3%	1%	*	-	4%	1%	1%	2%	1%	3%	2%	2%	3%	1%	-	2%	1%	3%	2%	1%	1%	2%	5%	3%	1%	2%	1%	1%	2%	4%	1%	2%	1%	2%	4%	1%	2%	2%	1%	1%	*	3%	4%	4%	1%	2%	3%										

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Column Headers (UK): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay

Column Means (UK): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Have you borrowed money or sold anything to get money to gamble?
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444	
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454	
Never	2341 85%	2341 85%	- -	1717 100% EFGH	328 97% FGH	227 84% GH	69 16%	624 61% G	249 42% IJKLMNOP	191 35% LP	394 52% IULMNOP	28 7%	228 39% JLNOP	194 35% LP	184 34% LP	108 23% L	401 52% IULMNOP	664 62% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	123 37%	521 75% U	85 37%	28 32% *	506 85%	511 86%	487 86%	437 85%	384 85%	
Sometimes	214 8%	214 8%	- -	- -	12 3% D	33 12% DE	169 41% DEFH	214 21% DEF	170 29% KQRST	182 33% IKQRST	192 25% RST	214 50% UKMNOPQRS T	181 31% KQRST	182 33% IKQRST	180 33% IKQRST	177 38% UKMNOQRST	187 24% RST	214 20% ST	- -	- -	94 28% V	106 15%	57 25%	34 39% w*	41 7%	48 8%	43 8%	40 8%	38 8%	
Most of the time	134 5%	134 5%	- -	- -	- -	9 3% DE	125 30% DEFH	134 13% DEF	125 21% KQRST	121 22% KQRST	122 16% RST	134 31% UKMNOPQRS T	123 21% KQRST	125 22% KQRST	125 23% KQRST	124 27% UKMNOQRST	129 17% RST	134 13% ST	- -	- -	76 23% V	52 7%	56 25%	16 18% *	34 6%	26 4%	25 4%	24 5%	24 5%	
Almost always	56 2%	56 2%	- -	- -	- -	1 * D	55 13% DEFH	56 5% DEF	53 9% KQRST	54 10% KQRST	54 7% RST	56 13% UKMNOQRST	53 9% KQRST	54 10% KQRST	52 10% KQRST	53 12% IKMNOQRST	55 7% RST	56 5% ST	- -	- -	41 12% V	15 2%	31 14%	10 11% *	12 2%	13 2%	10 2%	14 3%	7 2%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - Have you felt that you might have a problem with gambling?

All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status						Region												Urban / Rural		Education				Income					Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbershi e	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/IVQ	A Level or equivalent	Degree/ Masters/PhD	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+ to say	Married/ Living as Married	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents					
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)				
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268				
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1939	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	196	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261				
Never	2207	1045	1150	208	352	371	443	445	390	561	663	503	481	966	420	115	1500	707	98	259	196	190	174	224	182	326	234	119	206	1829	379	686	643	718	160	403	641	550	442	171	1295	607	305	418	814	440	535	647	1560	2038	153				
	80%	73%	89%	57%	64%	77%	90%	93%	98%	72%	85%	81%	85%	73%	83%	81%	77%	90%	92%	82%	89%	77%	82%	86%	82%	82%	64%	84%	81%	79%	91%	84%	83%	75%	82%	79%	79%	73%	89%	81%	75%	92%	86%	90%	75%	70%	68%	87%	83%	59%					
			B		D	E	D	D	D	D	F	F	F		N		N	N	N	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T					
Sometimes	326	229	92	94	102	63	30	29	8	116	88	69	53	204	52	15	271	55	6	36	15	36	25	20	23	47	69	15	34	301	25	91	87	128	20	65	78	80	87	17	173	137	16	44	59	83	139	172	154	255	70				
	12%	16%	7%	26%	19%	13%	6%	6%	2%	15%	11%	11%	9%	15%	10%	11%	14%	7%	6%	11%	7%	15%	12%	8%	10%	12%	19%	11%	13%	12%	6%	11%	11%	13%	10%	12%	14%	9%	11%	17%	5%	9%	7%	14%	18%	18%	9%	10%	27%						
			C		F	G	G	I	I	K				D			D				S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S				
Most of the time	142	106	36	46	54	27	13	4	-	67	23	36	18	94	26	8	128	16	-	14	4	17	10	11	13	18	44	4	9	135	8	31	37	65	11	26	27	40	47	3	89	51	4	16	25	39	64	92	51	115	26				
	5%	7%	3%	13%	10%	6%	3%	1%	-	9%	3%	6%	3%	7%	5%	6%	7%	2%	-	4%	2%	7%	5%	4%	6%	4%	12%	3%	4%	6%	2%	4%	5%	7%	5%	5%	4%	6%	8%	2%	6%	6%	1%	3%	3%	7%	8%	10%	3%	5%	10%				
			C		F	G	G	H	H	K				R	R	R	R			S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S				
Almost always	68	55	14	17	23	20	7	1	1	38	9	10	11	52	6	3	61	7	2	8	5	3	4	6	5	8	20	3	5	63	5	12	10	41	5	13	5	23	27	-	43	20	6	8	11	21	28	45	24	58	11				
	2%	4%	1%	5%	4%	4%	1%	*	*	5%	1%	2%	2%	4%	1%	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	5%	2%	2%	5%	2%	3%	1%	4%	3%	3%	1%	3%	5%	-	3%	2%	2%	2%	1%	4%	4%	5%	1%	2%	4%				
			C		G	G	H	H	H	K				D			D			T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T				

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Column Headers (H): 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy Minimum Base: 30(**) Small Base: 100(**)

Column Means (M): 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy Minimum Base: 30(**) Small Base: 100(**)

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PUBLIC
Stigma 2 polling
GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Have you felt that you might have a problem with gambling?
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
	(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)			
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444			
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454			
Never	2207	2207	-	1717	321	140	29	491	161	137	280	69	46	115	124	70	284	530	1429	220	86	426	61	15	476	472	460	420	362			
	80%	80%	-	100% EFGH	94% FGH	52% G	7% G	48% G	27% LMNOP	25% LMNP	37% IULMNOP	16% M	8% LMP	21% LMP	23% M	15% M	37% IULMNOP	50% UKLMNOPQ	100% UKLMNOPQR	100% UKLMNOPQR	26% U	61% U	27% U	17% +	80% U	79% U	81% U	82% U	80% U			
Sometimes	326	326	-	-	19	124	183	326	242	213	279	174	326	237	216	198	280	326	-	-	125	186	84	38	67	74	70	63	48			
	12%	12%	-	-	6% D	46% DEH	44% DEH	32% DE	40% KQRST	39% RST	37% RST	40% QRST	56% UKLMNOPQRST	43% JKQRST	40% KQRST	43% JKQRST	36% RST	31% ST	-	-	37% V	27% V	37% V	43% +	11% V	12% V	12% V	12% V	11% V			
Most of the time	143	143	-	-	-	6	137	143	132	134	138	127	143	135	135	128	140	143	-	-	78	57	50	26	39	31	26	17	30			
	5%	5%	-	-	-	2% DE	33% DEFH	14% DEF	22% KQRST	24% KQRST	18% RST	29% UKMNOQRST	25% IKQRST	24% KQRST	25% IKQRST	28% UKMNOQRST	18% RST	13% ST	-	-	24% V	8% V	22% V	30% +	6% b	5% b	5% b	3% b	7% b			
Almost always	68	68	-	-	-	-	68	68	63	64	65	63	68	68	66	66	68	68	-	-	44	24	34	9	11	20	9	15	13			
	2%	2%	-	-	-	-	7% DEFH	7% DEF	10% KRST	12% KQRST	9% RST	14% UKMQRST	12% KQRST	12% KQRST	12% KQRST	14% UKMQRST	9% RST	6% ST	-	-	13% V	3% V	15% V	11% +	2% V	3% V	2% V	3% V	3% V			

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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 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 Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Stigma 2 polling

GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Has gambling caused you any mental health problems, including stress or anxiety?

All those who have gambled in last 12 months

[illegible]

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Column Proportions (3%): 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/n,o/p/q,r/s/t/u,v/w,x/y Minimum Base: 30(**) Small Base: 100(**)

Column Means (SN): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30[**] Small Bow: 200[**]

23-078371-01 - 13th - 18th October 2023
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Stigma 2 polling
GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Has gambling caused you any mental health problems, including stress or anxiety?
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Never	2223 81%	2223 81%	- -	1717 100% EFGH	317 93% FGH	165 61% GH	24 6% G	506 49% G	172 29% LMNOP	145 26% LNP	304 40% IULMNOP	71 17% N	142 24% LNP	33 6% N	136 25% LNP	69 15% N	304 39% IULMNOP	546 51% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	95 29% U	435 63% U	66 29% U	20 23% *	483 81% U	486 81% U	460 81% U	412 80% U	366 81% U		
Sometimes	291 11%	291 11%	- -	- 7% D	22 36% DEH	99 41% DEH	170 28% DE	291 28% DE	212 35% KQRST	193 35% KQRST	237 31% RST	162 38% KQRST	229 39% UKOQRST	291 52% UKLMOPQRST	191 35% KQRST	184 40% UKOQRST	248 32% RST	291 27% ST	- -	- -	109 33% V	166 24% V	71 31% V	37 42% *	63 11% V	58 10% V	59 10% V	56 11% V	51 11% V		
Most of the time	160 6%	160 6%	- -	- - D	1 2% D	5 37% D	154 16% DEFH	160 16% DEF	148 25% KQRST	141 26% KQRST	152 20% RST	140 32% UKMNOQRST	147 25% KQRST	160 29% UKMQRST	148 27% KQRST	144 31% UKMQRST	151 20% RST	160 15% ST	- -	- -	87 26% V	68 10% V	63 28% V	17 19% *	32 5% V	39 7% V	32 6% V	30 6% V	26 6% V		
Almost always	71 3%	71 3%	- -	- - D	- 1% D	2 17% D	69 17% DEFH	71 7% DEF	66 11% KQRST	69 13% KQRST	70 9% RST	59 14% IKMQRST	66 11% KQRST	71 13% KQRST	66 12% KQRST	65 14% IKMQRST	69 9% RST	71 7% ST	- -	- -	43 13% V	25 4% V	29 13% V	14 16% *	16 3% V	14 2% V	14 2% V	16 3% V	11 2% V		

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-79

PGSI12M. Thinking about your gambling in the last 12 months... - Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status						Region								Urban / Rural		Education				Income				Marital Status		Household Size				Presence of children HW (17 or under)		ETHNICITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	DIE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCE/O Level/12	A Level or above	Degrees/ Masters/PHD	No formal qualifications	£0-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000+	Prefer not to say	Married/ Married	Single	Widowed/ Divorced/separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority
[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]	[aa]	[ab]	[ac]	[ad]	[ae]	[af]	[ag]	[ah]	[ai]	[aj]	[ak]	[al]	[am]	[an]	[ao]	[ap]	[aq]	[ar]	[as]	[at]	[au]	[av]	[aw]	[ax]	[ay]	
Unweighted base	204	1392	1282	208	538	482	537	479	570	897	715	435	627	1289	449	133	1871	823	113	219	228	243	211	255	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	538	750	961	1733	2406	206				
Weighted base	2245	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	214	2328	417	820	777	953	196	507	713	682	603	191	1599	815	331	486	908	584	767	957	1788	2466	261
Never	2247	1503	1158	210	348	377	447	452	392	560	675	503	482	979	449	117	1514	713	98	260	203	181	318	235	119	214	1856	371	707	635	725	160	413	639	569	427	179	1306	613	308	432	816	456	523	648	1579	2058	152			
	81%	73%	90%	58%	66%	78%	91%	54%	98%	72%	86%	82%	87%	94%	83%	83%	77%	91%	92%	82%	78%	82%	77%	80%	89%	85%	84%	80%	89%	86%	82%	76%	82%	81%	85%	82%	71%	93%	82%	75%	93%	89%	80%	78%	68%	68%	88%	83%	58%		
Sometimes	286	202	82	80	89	60	29	22	5	110	62	65	49	178	54	12	245	41	6	27	11	39	15	17	24	47	70	11	18	267	29	68	74	119	24	51	65	68	93	9	152	119	14	33	62	58	133	151	135	221	65
	10%	14%	6%	22%	17%	13%	6%	5%	1%	14%	8%	10%	9%	16%	11%	9%	12%	5%	6%	9%	16%	7%	7%	13%	12%	19%	8%	7%	11%	7%	8%	10%	12%	12%	10%	9%	10%	15%	9%	15%	4%	7%	7%	17%	16%	8%	9%	25%			
Most of the time	155	117	38	54	63	24	9	4	1	71	31	36	17	105	18	9	132	23	1	21	5	13	15	6	10	24	40	6	14	147	8	35	48	65	7	33	35	30	54	3	97	55	3	13	21	50	71	110	45	124	30
	6%	8%	3%	15%	12%	5%	2%	1%	*	9%	4%	6%	3%	8%	4%	6%	7%	3%	1%	7%	2%	5%	7%	2%	5%	6%	11%	4%	6%	6%	2%	4%	6%	7%	3%	6%	5%	4%	9%	1%	6%	7%	1%	3%	2%	9%	9%	11%	3%	5%	12%
Almost always	77	62	12	20	30	19	7	-	1	40	15	14	9	53	12	9	68	9	1	7	3	5	2	8	9	22	7	69	9	10	19	44	5	10	12	25	29	1	45	27	5	8	10	19	40	48	29	62	14		
	3%	4%	1%	5%	6%	6%	4%	1%	*	5%	2%	2%	2%	8	4%	2%	2%	3%	1	2%	1%	2%	1%	3%	3%	2%	6%	3%	3%	3%	2%	1%	2%	5%	3%	2%	2%	4%	5%	1%	3%	3%	2%	2%	1%	3%	5%	3%	2%	3%	5%
	C			GHI	GHI	GHI	H			KLM							R										TUVWXY							fg											rs				x		

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.

Column Proportions (3%): 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,n,o,p,q,r/s,t/u,v,w,x,y Minimum Base: 30(**) Small Base: 100(**)

Column Means (SN): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30[**] Small Bow: 200[**]

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Never	2227 81%	2227 81%	- -	1717 100% EFGH	295 87% FGH	180 67% GH	35 8%	510 50% G	206 34% JLMNOP	145 26% LOP	321 42% IULMNOP	73 17% O	161 28% LOP	151 27% LOP	23 4%	90 20% LO	314 41% IULMNOP	550 51% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	87 26%	447 65% U	63 28%	15 17% +	471 79%	474 79%	468 83%	424 82%	372 82%		
Sometimes	286 10%	286 10%	- -	- -	45 13% D	74 27% DE	167 40% DEFH	286 28% DE	191 32% KRST	193 35% IKQRST	219 29% RST	160 37% IKQRST	208 36% IKQRST	193 35% IKQRST	286 53% UKLMNOPQRST	170 37% IKQRST	234 30% RST	286 27% ST	- -	- -	111 33% V	159 23%	71 31%	35 40% +	63 11%	70 12%	53 9%	54 11%	44 10%		
Most of the time	155 6%	155 6%	- -	- -	- -	15 6% DE	140 33% DEFH	155 15% DEF	132 22% KQRST	138 25% IKQRST	148 19% RST	128 30% UKMNRQRST	143 24% KQRST	139 25% IKQRST	155 29% UKMNRQRST	131 28% UKMNRQRST	148 19% RST	155 15% ST	- -	- -	81 24% V	70 10%	62 27%	18 21% +	41 7%	35 6%	26 5%	24 5%	28 6%		
Almost always	77 3%	77 3%	- -	- -	- -	1 * D	77 18% DEFH	77 8% DEF	69 12% QRST	73 13% KQRST	75 10% RST	71 16% UKMNRQRST	72 12% KQRST	73 13% KQRST	77 14% IKQRST	71 15% UKMNRQRST	75 10% RST	77 7% ST	- -	- -	55 16% V	17 2%	32 14%	20 22% +	18 3%	19 3%	17 3%	12 2%	10 2%		

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - Has your gambling caused any financial problems for you or your household?

All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status					Region													Urban / Rural		Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total			Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Postgraduate	No formal qualifications	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents			
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)					
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268					
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	196	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261					
Never	2310	1126	1170	234	371	398	456	453	397	589	696	529	497	1030	440	124	1594	716	100	272	199	196	180	232	195	334	258	124	220	1925	386	719	677	752	162	418	666	578	466	182	1343	658	309	437	842	470	561	694	1616	2128	166					
	84%	78%	91%	65%	70%	83%	93%	95%	99%	75%	89%	86%	88%	78%	88%	88%	81%	91%	94%	86%	90%	80%	84%	89%	88%	84%	70%	88%	86%	83%	92%	88%	87%	79%	83%	82%	89%	84%	77%	95%	84%	81%	94%	90%	93%	81%	73%	73%	90%	86%	64%					
Sometimes	236	162	72	71	78	44	21	21	1	93	49	56	38	148	38	9	195	41	3	25	14	24	17	10	15	43	54	8	23	220	16	59	60	96	22	50	54	59	68	5	139	86	11	28	37	63	108	136	100	181	54					
	9%	11%	6%	19%	15%	9%	4%	4%	*	12%	6%	9%	7%	11%	8%	6%	10%	5%	3%	8%	6%	10%	8%	4%	7%	11%	15%	6%	9%	9%	4%	7%	8%	10%	11%	10%	7%	9%	11%	3%	11%	3%	6%	4%	11%	14%	14%	6%	7%	21%						
	C			FGH	FGH	GHI	I	I		KLM				QQR			R									STUVWXYZ																														
Most of the time	133	98	33	41	58	24	9	2	-	68	22	24	18	92	16	5	114	19	3	9	4	19	14	10	12	15	35	5	6	122	11	28	25	74	6	25	21	24	48	4	82	46	5	7	22	28	75	88	45	103	29					
	5%	7%	3%	11%	11%	5%	2%	*	-	9%	3%	4%	3%	7%	3%	4%	6%	2%	3%	3%	2%	8%	6%	4%	6%	4%	10%	4%	3%	5%	3%	3%	3%	8%	3%	5%	3%	5%	8%	2%	5%	6%	1%	2%	2%	5%	10%	9%	3%	4%	11%					
	C			FGH	FGH	GHI	I			KLM				QQR			OR				TUVZ	U					STUVWXYZ																													
Almost always	66	49	16	18	24	15	6	2	1	31	17	7	10	45	8	3	56	9	1	10	3	6	3	8	1	6	19	4	5	61	5	14	15	31	6	15	10	21	20	-	35	25	6	13	8	22	23	39	27	53	12					
	2%	3%	1%	5%	5%	3%	1%	*	*	4%	2%	1%	2%	6%	2%	2%	3%	1%	1%	3%	2%	3%	1%	3%	*	2%	5%	3%	2%	3%	1%	2%	2%	3%	3%	3%	1%	3%	3%	-	2%	3%	2%	3%	1%	4%	3%	4%	2%	2%	4%					
	C			GHI	GHI	GHI				KLM				R			R				Y				Y			WXYZ																												

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Column Headers (15): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (**)

Column Means (15): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (**)

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Has your gambling caused any financial problems for you or your household?
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER											SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444	
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454	
Never	2310 84%	2310 84%	- -	1717 100% EFGH	335 98% FGH	212 78% GH	47 11%	594 58% G	204 34% LNP	172 31% LP	362 47% IULMNOP	82 19% P	197 34% LNP	169 30% LP	170 31% LP	28 6%	370 48% IULMNOP	633 59% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	117 35% U	499 72% U	88 38% X	19 22% +	498 84%	506 85%	478 85%	435 85%	376 83%	
Sometimes	236 9%	236 9%	- -	- 2% D	5 19% DE	51 43% DEFH	180 23% DEFH	236 23% DE	207 35% KQRST	187 34% KQRST	209 27% RST	174 40% UKMNOQRST	200 34% KQRST	202 36% KQRST	182 34% KQRST	236 51% UKLMNOQRST	211 27% RST	236 22% ST	- -	- -	101 30% V	120 17% V	59 26% W	41 46% W*	50 8%	44 7%	49 9%	50 10%	41 9%	
Most of the time	133 5%	133 5%	- -	- -	- 2% DE	6 30% DEFH	126 13% DEFH	133 13% DEF	124 21% KQRST	126 23% KQRST	127 17% RST	119 28% UKMNOQRST	125 21% KQRST	122 22% KQRST	128 24% IKQRST	133 29% UKMNOQRST	126 16% RST	133 12% ST	- -	- -	71 21% V	56 8% V	52 23% W	16 18% +	32 5%	29 5%	26 5%	17 3%	28 6% b	
Almost always	66 2%	66 2%	- -	- -	- 1% D	1 15% DEFH	64 15% DEFH	66 6% DEF	63 11% KQRST	64 12% KQRST	64 8% RST	57 13% IKMQRST	61 11% KQRST	62 11% KQRST	62 11% KQRST	66 14% UKMNOQRST	64 8% RST	66 6% ST	- -	- -	44 13% V	19 3% V	30 13% W	12 14% +	14 2%	19 3%	11 2%	12 2%	8 2%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

PG512M. Thinking about your gambling in the last 12 months... - Have you felt guilty about the way you gamble or what happens when you gamble?
All those who have gambled in last 12 months

	Gender			Age						Social grade				Employment status						Region												Urban / Rural		Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbershi e	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Postgraduate	No formal qualification	UP TO £15,999	£20,000-£34,999	£35,000-£54,999	£55,000+*	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents				
	(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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)				
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268				
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1959	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	106	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261				
Never	2031	963	1055	171	294	340	418	431	377	506	614	464	448	881	388	96	1364	667	92	242	183	170	159	206	169	292	210	111	197	1674	357	645	594	648	144	371	582	507	404	168	1210	536	285	385	752	414	481	584	1447	1894	122				
	74%	67%	82%	47%	55%	71%	85%	90%	94%	65%	78%	75%	80%	67%	77%	68%	70%	85%	86%	77%	83%	69%	75%	79%	76%	74%	57%	78%	78%	72%	88%	79%	76%	68%	74%	77%	73%	67%	88%	76%	64%	86%	79%	83%	71%	63%	61%	81%	77%	47%					
			B			D	DE	DEP	DEFG	DEFGH		I	J	J		NO	NOHQ	TYWYZa		a	VWZa	a	a	Va	a	a		Va		d	h	h		m	m	m		ghm	p	op	tu	tu	u		v	v									
Sometimes	458	292	164	115	150	86	52	36	19	149	121	110	77	258	82	34	374	84	11	49	26	56	33	40	36	70	85	16	37	413	45	124	121	174	38	85	125	126	101	22	230	197	31	74	115	103	165	197	261	367	91				
	17%	20%	13%	32%	28%	18%	11%	8%	5%	19%	15%	18%	14%	20%	16%	24%	19%	11%	15%	12%	23%	16%	15%	16%	18%	23%	11%	15%	11%	15%	16%	18%	20%	17%	17%	18%	17%	11%	14%	24%	9%	15%	13%	18%	22%	21%	15%	15%	35%						
			C			FGH	FGH	GH	I		M			R		R				STUVWZa						STUVWZa				e					n	n			ghn	q	rs		tu	u		v	v								
Most of the time	159	113	45	50	56	36	8	8	1	78	31	27	22	114	15	8	137	22	2	17	4	12	15	10	14	20	42	12	9	150	9	34	35	82	8	31	28	33	65	2	102	51	5	16	27	42	73	101	57	130	27				
	6%	8%	3%	14%	10%	8%	2%	2%	*	10%	4%	4%	4%	9%	3%	6%	7%	3%	2%	5%	2%	5%	7%	4%	6%	5%	12%	8%	4%	6%	2%	4%	4%	9%	4%	6%	4%	5%	11%	1%	6%	6%	2%	3%	3%	7%	10%	11%	3%	5%	10%				
			C			FGH	GH	GH		KLM				OQR		OR				U		U	U		U	STUVWXYZ	SU		e				fg	n		ghn	q	q		rs		tu	u		v	v									
Almost always	97	66	27	28	31	18	14	4	1	49	18	16	15	62	19	4	84	13	2	8	7	8	6	5	5	15	28	3	10	91	6	17	27	48	5	21	17	27	33	-	57	30	9	10	14	25	48	75	23	75	22				
	4%	5%	2%	8%	6%	4%	3%	1%	*	6%	2%	3%	3%	5%	4%	3%	4%	2%	1%	3%	3%	3%	3%	2%	2%	4%	8%	2%	4%	2%	2%	3%	5%	3%	4%	5%	-	-	4%	4%	3%	2%	2%	4%	6%	8%	1%	3%	8%						
			C			FGH	GH	HI	HI	KLM				OQR	R		R									STUVWXYZ			e				f		n		gh			rs		tu	u		v	v									

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Column Headers (15): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay
Abbreviated Base: 301(7) Small Base: 100(7)

Column Means (15): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay
Minimum Base: 100(7) Small Base: 100(7)

23-078371-01 - 13th - 18th October 2023

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Stigma 2 polling

GB adults aged 18-75

PGSI12M. Thinking about your gambling in the last 12 months... - Have you felt guilty about the way you gamble or what happens when you gamble?

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444	
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454	
Never	2031 74%	2031 74%	- -	1717 100% EFGH	215 63% FGH	74 27% G	26 6% G	314 31% G	124 21% LMNOPQ	109 20% LMNOPQ	215 28% ULMNOPQ	57 13% Q	87 15% PQ	89 16% LPQ	88 16% LPQ	58 13% Q	58 8% UKLMNOPQ	354 33% UKLMNOPQ	1429 100% UKLMNOPQR	220 100% UKLMNOPQR	57 17% U	289 42% U	44 19% U	10 12% +	438 74% U	444 74% U	417 74% U	388 75% U	329 73% U	
Sometimes	458 17%	458 17%	- -	- -	124 36% D	170 63% DEGH	164 39% D	458 45% DEG	255 43% JST	214 39% ST	316 41% ST	181 42% ST	270 46% UKLOPRST	242 44% JST	231 43% JST	195 42% JST	458 59% UKLMNOPRST	458 43% JST	- -	- -	141 42% U	298 43% U	90 39% U	38 43% +	100 17% U	93 16% U	96 17% U	82 16% U	82 18% U	
Most of the time	159 6%	159 6%	- -	- -	1 3% D	19 22% DE	138 33% DEFH	159 15% DEF	135 23% KRST	136 25% KQRST	145 19% RST	120 28% IKQRST	145 25% KQRST	138 25% KQRST	143 26% IKQRST	128 28% UKMNRQRST	159 21% RST	159 15% ST	- -	- -	80 24% V	70 10% U	58 25% U	22 25% +	31 5% U	30 5% U	37 7% U	31 6% U	30 7% U	
Almost always	97 4%	97 4%	- -	- -	- -	7 3% DE	90 22% DEFH	97 9% DEF	84 14% KRST	90 16% IKQRST	87 11% RST	75 17% IKMOQRST	83 14% KRST	87 16% KQRST	79 15% KRST	82 18% IKMOQRST	97 13% RST	97 9% ST	- -	- -	56 17% V	37 5% U	37 16% U	18 20% +	24 4% U	30 5% ab	15 3% U	14 3% U	13 3% U	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PGS12M: PGS SCORE (12 MONTHS) AMONGST THOSE THAT GAMBLE

All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status					Region												Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY			
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North	East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/INQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents		
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)				
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268				
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1939	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	106	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261				
Experiencing 'problem gambling'	418	309	105	128	155	85	33	15	2	187	82	90	59	277	65	19	361	58	6	44	16	48	30	25	32	60	109	16	32	386	32	91	106	193	28	84	80	102	143	10	247	157	14	42	60	114	203	267	151	326	90				
15%	22%	8%	35%	29%	18%	7%	3%	1%	24%	10%	15%	11%	21%	13%	14%	18%	7%	6%	14%	7%	19%	14%	10%	14%	15%	30%	11%	12%	17%	8%	11%	14%	20%	14%	17%	11%	15%	24%	5%	15%	19%	4%	9%	7%	19%	26%	28%	8%	13%	34%					
C	FGH	FGH	GH	H	I	I	KLM	K	QQR	R	R	OR	SU	SUR	SU	STUVWXYZ	e																																						
Experiencing a moderate level of problem	270	176	91	74	79	53	27	24	12	86	70	70	44	162	41	21	224	47	6	34	16	27	17	21	17	41	55	10	24	249	21	76	74	100	21	44	74	78	62	13	140	108	22	45	74	56	95	123	147	220	50				
10%	12%	7%	20%	15%	11%	5%	5%	3%	11%	9%	11%	8%	17%	8%	15%	11%	6%	6%	11%	7%	12%	8%	8%	8%	10%	15%	15%	7%	10%	11%	5%	9%	10%	10%	11%	9%	10%	11%	10%	7%	9%	13%	7%	9%	8%	10%	12%	13%	8%	9%	19%				
C	FGH	GH	GH	GH	H	I	M						OR	OR	OR	OR																																							
Experiencing a low level of problems	340	185	151	60	73	67	60	51	29	105	74	81	80	160	67	21	248	92	8	37	28	33	33	36	37	53	35	19	31	290	50	113	84	117	25	58	112	79	74	17	172	121	37	63	101	78	97	127	213	302	37				
12%	13%	12%	17%	14%	14%	12%	11%	7%	13%	9%	13%	14%	14%	12%	13%	15%	13%	12%	8%	12%	13%	14%	14%	14%	14%	17%	13%	10%	13%	12%	12%	14%	11%	12%	13%	11%	15%	11%	11%	12%	9%	11%	16%	11%	13%	11%	13%	13%	12%	12%	14%				
H	I	I	I	I	I	I	K						K																																										
Experiencing no problems	1717	764	943	101	224	276	372	389	356	403	558	377	379	716	331	80	1127	590	86	201	161	137	142	178	137	244	167	96	168	1402	315	540	512	544	121	322	485	433	325	152	1040	419	257	336	673	336	372	440	1277	1617	84				
63%	53%	73%	28%	42%	57%	76%	81%	89%	52%	71%	61%	67%	54%	66%	57%	58%	75%	81%	63%	73%	58%	67%	68%	61%	61%	46%	68%	66%	60%	75%	66%	66%	66%	57%	62%	63%	65%	63%	54%	79%	65%	51%	78%	69%	74%	57%	48%	46%	71%	66%	32%				
B	D	DE	DEF	DEF	DEF	DEF	KL	J	R				QQR	R	R	OR																																							
PGS1 B+	418	309	105	128	155	85	33	15	2	187	82	90	59	277	65	19	361	58	6	44	16	48	30	25	32	60	109	16	32	386	32	91	106	193	28	84	80	102	143	10	247	157	14	42	60	114	203	267	151	326	90				
15%	22%	8%	35%	29%	18%	7%	3%	1%	24%	10%	15%	11%	21%	13%	14%	18%	7%	6%	14%	7%	19%	14%	10%	14%	15%	30%	11%	12%	17%	8%	11%	14%	20%	14%	17%	11%	15%	24%	5%	15%	19%	4%	9%	7%	19%	26%	28%	8%	13%	34%					
C	FGH	FGH	GH	H	I	I	KLM	K	QQR	R	R	OR	SU	SUR	SU	STUVWXYZ	e																																						
PGS1 1+	1028	670	348	263	307	205	119	89	44	378	226	240	184	599	172	61	832	196	21	116	60	108	71	82	86	154	199	45	86	926	103	280	265	409	74	185	266	259	278	40	559	396	73	150	235	248	395	517	512	848	176				
37%	47%	27%	72%	58%	43%	24%	19%	11%	48%	29%	33%	33%	46%	34%	43%	42%	25%	19%	37%	27%	44%	33%	32%	39%	39%	54%	32%	34%	40%	25%	34%	34%	43%	38%	37%	35%	37%	46%	21%	35%	49%	22%	31%	26%	43%	52%	54%	29%	34%	68%					
C	FGH	FGH	GH	H	I	I	KLM	KLM	QQR	R	R	OR	SU	SUR	SU	STUVWXYZ	e																																						

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Column Headers (25): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30 (***) Small Base: 100 (**)

Column Headers (25): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30 (***) Small Base: 100 (**)

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

PGSI12M. PGSI SCORE (12 MONTHS) AMONGST THOSE THAT GAMBLE
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	(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)		
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Experiencing 'problem gambling'	418 15%	418 15%	- -	- -	- -	- -	418 100% DEFH	418 41% DEF	389 65% KQRST	394 72% IKMQRST	403 53% RST	357 82% UKMNOQRST	396 68% IKQRST	401 72% IKMQRST	393 73% IKMQRST	382 83% UKMNOQRST	401 52% RST	418 39% ST	- -	- -	220 66% V	179 26% V	145 63% X	68 77% W*	94 16% Y	89 15% Z	81 14% a	81 16% b	69 15% c		
Experiencing a moderate level of problem	270 10%	270 10%	- -	- -	- -	270 100% DEGH	- -	270 26% DEG	140 23% JLNOPST	105 19% LPST	198 26% IULNOPST	58 13% ST	148 25% JLNOPST	114 21% LOPST	98 18% LPST	66 14% ST	212 27% IULNOPST	270 25% JLNOPST	- -	- -	76 23% V	185 27% V	60 26% X	13 15% *	61 10% Y	66 11% Z	58 10% a	40 8% b	42 9% c		
Experiencing a low level of problems	340 12%	340 12%	- -	- -	340 100% DFGH	- -	- -	340 33% DFG	60 10% JLMNPST	38 7% LMNPST	150 20% IULMNOPST	14 3% PST	29 5% LPST	28 5% LPST	50 9% JLMNPST	10 2% ST	143 19% IULMNOPST	340 32% UKJLMNOPQST	- -	- -	30 9% U	300 43% U	17 8% X	7 8% *	79 13% Y	75 13% Z	71 13% a	53 10% b	59 13% c		
Experiencing no problems	1717 63%	1717 63%	- -	1717 100% EFGH	- -	- -	- -	- -	9 2% O	12 2% LOP	11 1% O	4 1% O	10 2% OP	12 2% LOP	1 * O	4 1% O	16 2% LOP	39 4% UKJLMNOPQST	1429 100% UKJLMNOPQR	220 100% UKJLMNOPQR	8 2% V	30 4% V	7 3% X	- -	360 61% Y	368 62% Z	354 63% a	341 66% b	283 62% c		
PGSI 8+	418 15%	418 15%	- -	- -	- -	- -	418 100% DEFH	418 41% DEF	389 65% KQRST	394 72% IKMQRST	403 53% RST	357 82% UKMNOQRST	396 68% IKQRST	401 72% IKMQRST	393 73% IKMQRST	382 83% UKMNOQRST	401 52% RST	418 39% ST	- -	- -	220 66% V	179 26% V	145 63% X	68 77% W*	94 16% Y	89 15% Z	81 14% a	81 16% b	69 15% c		
PGSI 1+	1028 37%	1028 37%	- -	- -	340 100% D	270 100% D	418 100% D	1028 100% D	589 98% RST	537 98% RST	751 99% RST	428 99% JNQIRST	574 98% RST	543 98% RST	541 100% UKJLMNPQRS T	458 99% JMNQRST	756 98% RST	1028 96% ST	- -	- -	325 98% V	664 96% V	222 97% X	88 100% *	234 39% Y	230 38% Z	211 37% a	174 34% b	170 38% c		

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

PGS12M: PGSI SCORE (12 MONTHS) AMONGST ALL

All Adults aged 18-75 in GB

	Gender			Age												Social grade				Employment status								Region												Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North	East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/InvQ 12	A Level or equivalent	Degree/Master/PhD	No formal qualifications	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents								
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)									
Unweighted base	4207	2030	2122	503	798	732	815	731	628	1344	1166	649	1048	1794	683	211	2688	1519	183	482	366	384	323	408	351	573	582	200	355	3557	650	950	882	2112	263	861	1097	982	888	379	2408	1291	508	848	1422	823	1114	1362	2845	3652	498										
Weighted base	4207	2053	2099	601	768	729	743	719	648	1150	1259	867	932	1811	747	215	2773	1434	169	468	352	378	317	410	362	591	601	200	360	3561	646	1200	1197	1494	317	849	1132	1020	821	385	2366	1336	505	822	1417	836	1131	1342	2865	3667	486										
Experiencing 'problem gambling'	418	309	105	128	155	85	33	15	2	187	82	90	59	277	65	19	361	58	6	44	16	48	30	25	32	60	109	16	32	386	32	91	106	193	28	84	80	102	143	10	247	157	14	42	60	114	203	267	151	326	90										
	10%	15%	5%	21%	20%	12%	4%	2%	*	16%	6%	10%	6%	15%	9%	9%	13%	4%	4%	9%	4%	13%	9%	6%	9%	10%	18%	8%	9%	11%	5%	8%	9%	13%	9%	10%	7%	10%	17%	3%	10%	12%	3%	5%	4%	14%	18%	20%	5%	9%	18%										
	C			FGH	FGH	GHI	HI	I		KLM		KM		OPQR	R	R	OK			SUJ		SUR	SUJ		SUJ		SUR	STUVWXYZH		SU	e			fg	hi	n	kn	pn	q	q			rs	rst	w		x														
Experiencing a moderate level of problem	270	176	91	74	79	53	27	24	12	86	70	70	44	162	41	21	224	47	6	34	16	27	17	21	17	41	55	10	24	249	21	76	74	100	21	44	74	78	62	13	140	108	22	45	74	56	95	123	147	220	50										
	6%	9%	4%	12%	10%	7%	4%	3%	2%	8%	6%	8%	5%	9%	5%	5%	10%	8%	3%	4%	7%	5%	7%	5%	5%	7%	9%	5%	7%	7%	3%	6%	6%	8%	7%	7%	5%	7%	8%	8%	3%	6%	6%	8%	4%	5%	5%	7%	8%	9%	6%	10%									
	C			FGH	GHI	GHI				M		N		OPR	R		OK			SUJ		SUR	SUJ		SUJ		SUR	STUVWXYZH		SU	e			fg	hi	n	kn	pn	q	q			rs	rst	w		x														
Experiencing a low level of problems	340	185	151	60	72	67	60	51	20	105	74	81	80	160	67	21	248	92	8	37	28	33	23	26	37	53	35	19	31	290	50	113	84	117	25	58	112	79	74	17	172	131	37	63	101	78	97	127	213	302	27										
	8%	9%	7%	10%	9%	9%	8%	7%	4%	9%	6%	9%	9%	9%	9%	10%	9%	6%	5%	8%	8%	9%	7%	9%	10%	9%	6%	9%	8%	8%	8%	9%	7%	6%	8%	7%	10%	8%	9%	4%	7%	10%	7%	8%	7%	9%	9%	9%	7%	8%	8%										
	C			I	I	I	I			K		K	K	R	R		R			Sa						Sa							fg	hi	n	n		pn	n	n		o		rs	rst	w		x													
Experiencing no problems	3179	1383	1751	338	461	523	623	629	604	771	1033	626	748	1212	575	154	1941	1238	149	353	293	269	247	327	275	436	401	155	274	2636	543	920	932	1085	243	664	865	761	543	346	1807	941	431	673	1182	588	736	826	2353	2818	310										
	76%	67%	83%	56%	60%	72%	84%	88%	93%	67%	82%	72%	77%	67%	77%	72%	70%	86%	88%	75%	83%	71%	78%	80%	76%	74%	67%	78%	76%	74%	84%	77%	78%	73%	77%	77%	78%	76%	75%	66%	90%	76%	70%	85%	82%	83%	70%	65%	62%	82%	77%	64%									
	B			DE	DEF	DEF	DEF			J	I	R		NO		NQ	R	NO/NQ	TYWXYZH		SUJ		SUR	SUJ		SUJ		SUR	STUVWXYZH		SU	e			fg	hi	n	kn	pn	q	q			rs	rst	w		x													
PGSI B+	418	309	105	128	155	85	33	15	2	187	82	90	59	277	65	19	361	58	6	44	16	48	30	25	32	60	109	16	32	386	32	91	106	193	28	84	80	102	143	10	247	157	14	42	60	114	203	267	151	326	90										
	10%	15%	5%	21%	20%	12%	4%	2%	*	16%	6%	10%	6%	15%	9%	9%	13%	4%	4%	9%	4%	13%	9%	6%	9%	10%	18%	8%	9%	11%	5%	8%	9%	13%	9%	10%	7%	10%	17%	3%	10%	12%	3%	5%	4%	14%	18%	20%	5%	9%	18%										
	C			FGH	FGH	GHI	HI	I		KLM		KM		OPQR	R	R	OK			SUJ		SUR	SUJ		SUJ		SUR	STUVWXYZH		SU	e			fg	hi	n	kn	pn	q	q			rs	rst	w		x														
PGSI 1+	1028	670	348	263	307	205	119	89	44	378	226	240	184	599	172	61	832	196	21	116	60	108	71	82	86	154	199	45	86	926	103	280	265	409	74	185	266	259	278	40	559	396	73	150	235	248	395	517	512	848	176										
	24%	33%	17%	44%	40%	28%	16%	12%	7%	33%	18%	28%	20%	33%	23%	28%	30%	14%	12%	25%	17%	29%	22%	20%	24%	26%	33%	22%	24%	26%	16%	23%	22%	27%	23%	22%	24%	25%	34%	10%	24%	30%	15%	18%	17%	30%	35%	38%	18%	23%	36%										
	C			FGH	FGH	GHI	I	I		KLM		KM		OPR	R	R	OK			SUJ		SUR	S	S	SUJ		SUR	STUVWXYZH	S	SUJ	e			fg	hi	n	n	n	pn	q	q	rs	rst	w		x															

Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (**)

Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (**)

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23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

PGSI12M. PGSI SCORE (12 MONTHS) AMONGST ALL
All Adults aged 18-75 in GB

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest
	(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)
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699
Experiencing 'problem gambling'	418 10%	418 15% C	- -	- -	- -	- -	418 100% DEFH	418 41% DEF	389 63% KQRST	394 71% IKMQRST	403 52% RST	357 81% UKMNOQRST	396 66% KQRST	401 70% IKMQRST	393 72% IKMQRST	382 81% UKMNOQRST	401 50% RST	418 37% ST	- -	- -	220 62% V	179 25%	145 61%	68 70% +	94 11%	89 10%	81 10%	81 10%	69 10%
Experiencing a moderate level of problem	270 6%	270 10% C	- -	- -	- -	270 100% DEGH	- -	270 26% DEG	140 23% JLNOPST	105 19% LPST	198 25% IULNOPST	58 13% ST	148 25% JLNOPST	114 20% LPST	98 18% LPST	66 14% ST	212 26% IULNOPRST	270 24% JLNOPST	- -	- -	76 21%	185 26%	60 25% X	13 14% +	61 7%	66 7%	58 7%	40 5%	42 6%
Experiencing a low level of problems	340 8%	340 12% C	- -	- -	340 100% DFGH	- -	- -	340 33% DFG	60 10% JLMNPST	38 7% LMNPST	150 19% IULMNOPST	14 3% PST	29 5% LPST	28 5% LPST	50 9% JLMNPST	10 2% ST	143 18% IULMNOPST	340 30% UKJLMNOPQST	- -	- -	30 9%	300 42% U	17 7%	7 7% +	79 9%	75 8%	71 8%	53 7%	59 8%
Experiencing no problems	3179 76%	1717 63% B	1403 100% EFGH	1717 100% EFGH	- -	- -	- -	- -	24 4% O	19 3% O	29 4% O	14 3% O	28 5% LOP	29 5% JKLOP	9 2% O	14 3% O	45 6% UKLOP	87 8% UKJLMNOPQ	1802 100% UKJLMNOPQR	1207 100% UKJLMNOPQR	27 8%	53 7%	14 6%	9 10% +	657 74%	703 75%	635 75%	627 78% Y	528 76%
PGSI 8+	418 10%	418 15% C	- -	- -	- -	- -	418 100% DEFH	418 41% DEF	389 63% KQRST	394 71% IKMQRST	403 52% RST	357 81% UKMNOQRST	396 66% KQRST	401 70% IKMQRST	393 72% IKMQRST	382 81% UKMNOQRST	401 50% RST	418 37% ST	- -	- -	220 62% V	179 25%	145 61%	68 70% +	94 11%	89 10%	81 10%	81 10%	69 10%
PGSI 1+	1028 24%	1028 37% C	- -	- -	340 100% D	270 100% D	418 100% D	1028 100% D	589 96% QRST	537 97% NQRST	751 96% NQRST	428 97% MNQRST	574 95% RST	543 95% RST	541 98% UKJLMNPQRST	458 97% MNQRST	756 94% RST	1028 92% ST	- -	- -	325 92%	664 93%	222 94%	88 90% +	234 26% b	230 25%	211 25%	174 22%	170 24%

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-7

PGSIEVER. Have you EVER experienced the following as a result of your gambling? (GAMBLED IN LAST 12 MONTHS)

[illegible]

NET: EVER EXPERIENCED ANY PROBLEM	1068 39%	1068 39%	- 2%	39 D	140 D	270 D	418 D	1028 D	598 D	549 D	762 D	433 D	584 D	555 D	541 D	462 D	772 D	1068 100%	- 100%	- 100%	134 100%	694 100%	229 100%	88 100%	247 42%	235 39%	217 38%	385 36%	174 38%
NET: EVER EXPERIENCED 1-2 PROBLEMS	363 13%	363 13%	- 2%	30 DFGH	311 D	22 D	- D	333 KFG	55 LMMPSF	44 LMMPSF	142 LMMPSF	8 P	20 LPST	31 LMMPSF	43 P	5 LMMPSF	148 LMMPSF	363 100%	- 100%	- 100%	37 LI	314 45%	23 10%	8 9%	86 14%	76 14%	78 12%	60 13%	61 13%
NET: EVER EXPERIENCED 3-7 PROBLEMS	352 13%	352 13%	- 1%	9 D	29 DEGH	243 DE	71 D	343 ACPSF	202 L	165 L	275 L	86 L	218 L	179 L	152 L	255 L	275 L	352 L	- 100%	- 100%	99 30%	241 35%	75 33%	20 23%	87 15%	141 18%	73 14%	54 13%	54 10%
NET: EVER EXPERIENCED 8 or 9 PROBLEMS	353 13%	353 13%	- 2%	- D	6 DE	347 DEGH	353 DE	341 KPSF	340 KPSF	345 KPSF	338 KPSF	346 L	345 KPSF	346 L	342 L	350 L	353 L	- 100%	- 100%	197 59%	138 62%	131 64%	60 74%	75 45%	78 33%	66 33%	71 12%	59 14%	

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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. Minimum Base: 20^(*) 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 Minimum Base: 30(**) Small Base: 300(**)

Stigma 2 polling
GB adults aged 18-75

All those who have EVER had a problem with gambling

NET ANY	688	476	204	198	234	135	74	34	14	29	160	157	103	421	112	40	573	115	10	61	36	75	47	48	56	95	154	29	57	620	68	162	177	306	43	129	145	185	205	25	380	262	46	89	138	169	291	380	308	541	154
	626	673	53%	71%	72%	62%	52%	32%	26%	67%	63%	61%	50%	60%	61%	64%	52%	47%	10	81	36	75	47	48	56	95	154	29	57	620	68	162	177	306	43	129	145	185	205	25	380	262	46	89	138	169	291	380	308	541	154
NET TIME LOST	345	255	86	91	117	88	35	11	3	147	74	73	51	226	50	20	296	49	5	45	21	41	26	15	31	40	88	10	21	317	28	74	88	162	21	63	70	90	110	12	199	126	20	40	54	85	166	205	140	272	71
	31%	36%	22%	33%	36%	40%	25%	11%	7%	37%	29%	28%	25%	35%	26%	30%	33%	22%	25%	35	30%	35%	34%	17%	32%	26%	42%	20%	23%	32%	23%	24%	30%	37%	26%	30%	24%	32%	37%	27%	33%	30%	22%	24%	20%	32%	40%	38%	24%	30%	37%

Column Means (S%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 100(°)

Column Means (S%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 100(°)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q1. Have you ever spoken to someone about problems such as these as a result of your gambling?
All those who have EVER had a problem with gambling

	Gender			Age							Social grade				Employment status						Region										Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/ Master/PhD	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic respondents		
Unweighted base	1083	681	388	225	335	225	159	98	41	440	234	187	222	636	160	57	853	230	24	130	71	116	81	85	87	148	209	44	88	970	113	226	197	597	63	197	266	257	320	43	612	381	90	161	256	255	411	544	539	882	196		
Weighted base	1115	715	386	278	324	218	142	105	48	402	255	259	199	642	187	66	895	221	22	128	71	118	78	89	99	161	211	47	92	992	124	302	290	443	80	207	285	279	298	45	607	419	90	168	267	263	417	537	578	919	192		
No - I have never spoken to anyone about these	716	430	282	156	200	130	106	82	43	229	166	178	144	391	121	43	556	160	13	76	53	78	52	67	67	107	106	40	56	621	96	221	182	257	56	139	201	178	167	31	383	275	58	117	197	164	218	292	424	612	102		
	64%	60%	73%	56%	62%	60%	74%	79%	88%	57%	65%	68%	73%	61%	65%	66%	62%	73%	62%	59%	76%	66%	67%	75%	68%	67%	50%	84%	61%	63%	77%	73%	63%	58%	69%	67%	71%	64%	56%	69%	63%	66%	65%	70%	74%	63%	57%	54%	73%	67%	53%		
			8				60%	68%	68%							*		NO	**		1%	*	1%		*			70%	*		6%			*		m	m		*														
Yes - I have spoken to someone about these	352	257	88	103	115	80	31	17	6	164	76	66	47	224	59	19	301	51	8	47	13	36	23	19	26	44	100	6	30	332	21	71	90	171	21	57	78	88	119	10	203	124	25	41	64	91	157	224	128	273	79		
	32%	36%	23%	37%	35%	37%	22%	16%	12%	41%	30%	25%	24%	55%	31%	29%	34%	23%	**	10%	37%	10%	30%	30%	21%	27%	27%	48%	13%	32%	33%	17%	23%	31%	39%	20%	28%	27%	31%	40%	21%	34%	30%	28%	24%	35%	38%	42%	22%	30%	41%		
		C		6%	6%	6%		*	*	6M				8		*	8			6%	*		5%	*		UNEMPLOYED	*	8%	*	*				f	*			join	*														
Don't know	29	22	6	13	4	3	4	4	-	7	7	9	6	16	5	2	23	6	1	2	1	3	2	3	5	6	3	1	2	26	3	6	11	10	2	6	3	7	9	5	12	13	4	5	3	4	17	14	15	20	7		
	3%	3%	2%	5%	1%	2%	3%	4%	-	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	1%	2%	3%	4%	5%	3%	1%	3%	2%	2%	2%	2%	4%	2%	3%	1%	2%	3%	10%	2%	3%	5%	3%	1%	1%	4%	3%	3%	2%	4%			
			E					*	*							*		**		3	3	2	-	-	-	4	2	-	4	13	5	4	7	5	2	6	3	7	2	-	8	7	3	5	4	3	6	7	11	14	4		
Prefer not to say	18	7	10	6	5	4	1	2	-	2	7	7	1	11	2	2	14	3	-	3	3	2	-	-	-	2%	1%	-	5%	1%	4%	1%	2%	1%	2%	3%	1%	2%	3%	1%	2%	3%	10%	2%	3%	5%	3%	1%	1%	1%	1%	2%	2%
								*	*							*		**		2%	4%	1%	-	-	-	2%	1%	-	5%	1%	4%	1%	2%	1%	2%	3%	1%	2%	3%	1%	2%	3%	10%	2%	3%	5%	3%	1%	1%	1%	1%	2%	2%

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Columns/headers (152) 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy Minimum Base: 30(**) Small Base: 100(**)

Columns/headers (152) 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy Minimum Base: 30(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q1. Have you ever spoken to someone about problems such as these as a result of your gambling?
All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171	
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180	
No - I have never spoken to anyone about these	716	694	19	30	300	185	179	664	333	278	457	196	306	286	265	213	466	716	-	-	-	716	-	-	151	165	159	127	109	
	64%	65% C	49% *	76% G*	88% DFGH	68% G	43%	65% G	54% JLMNOP	50% LP	59% IULMNOP	44% LP	51% LP	50% LP	48% L	45% IULMNOP	58% UKLMNOPQ	64% UKLMNOPQ	-	-	-	100% U	-	-	58% *	67% Y	70% Y	66%	61%	
Yes - I have spoken to someone about these	352	334	16	8	30	76	220	325	256	253	296	225	268	260	259	235	300	352	-	-	352	-	236	97	99	77	60	54	57	
	32%	31%	41% *	21% E*	9% E	28% E	53% DEFH	32% E	42% KQR	45% IKQR	38% R	51% UKMNOQR	45% KQR	45% IKQR	47% IKQR	50% UKMNOQR	37% R	32% UKMNOQR	-	-	100% V	-	100% V	100% *	38% ab	31% Z	26% Z	28% Z	32% Za	
Don't know	29	25	1	-	5	6	14	25	19	17	17	16	19	17	20	18	21	29	-	-	-	-	-	-	8	1	3	8	10	
	3%	2%	3% *	- *	2%	2%	3%	2%	3%	3%	2%	4% K	3% K	3%	4% K	4% K	3%	3%	-	-	-	-	-	-	3% Z	* Z	1% Z	4% Z	6% Za	
Prefer not to say	18	15	3	1	5	4	5	14	6	9	11	5	8	9	6	7	14	18	-	-	-	-	-	-	2	5	5	3	3	
	2%	1%	7% B*	3% *	1%	2%	1%	1%	1%	2% I	1%	1%	1%	2% I	1%	1%	2% I	2% I	-	-	-	-	-	-	1% Z	2% Z	2% Z	1% Z	2% Za	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q3. How long had you been experiencing any problems from gambling before you FIRST spoke to someone? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGISIEVER)

All those who have EVER had a problem with gambling

	Gender			Age					Social grade					Employment status					Region										Urban / Rural		Education					Income					Marital Status		Household Size				Presence of children HH (17 or under)		ETHNICITY			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/FEVQ 12	A Level or equivalent	Degree/ Masters/PhD	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents	
Unweighted base	1083	681	388	225	335	225	159	98	41	440	234	187	222	636	160	57	853	230	24	130	71	116	81	85	87	148	209	44	88	970	113	226	197	597	63	197	266	257	320	43	612	381	90	161	236	255	411	544	539	882	196	
Weighted base	1115	715	386	278	324	218	142	105	48	402	255	259	199	642	187	66	895	225	22	128	71	118	78	89	99	161	211	47	92	982	124	302	290	443	80	207	285	279	298	45	607	419	90	168	267	263	417	537	578	919	192	
Less than a month (5.5)	47	34	13	26	10	7	2	2	1	16	12	11	8	22	13	3	37	10	1	11	2	2	5	3	6	7	6	1	5	44	3	17	14	13	3	16	12	8	10	2	20	24	4	8	6	8	26	28	19	37	10	
	4%	5%	3%	9%	3%	3%	1%	1%	1%	4%	5%	4%	4%	3%	7%	4%	4%	5%	3%	8%	3%	2%	6%	4%	6%	4%	3%	2%	5%	4%	2%	6%	5%	3%	3%	8%	4%	3%	4%	3%	4%	3%	4%	3%	6%	5%	3%	4%	5%			
1-3 months (2)	67	52	15	16	24	18	8	2	-	34	13	15	6	43	11	4	57	10	2	8	1	7	6	4	3	10	21	-	6	65	2	9	16	39	4	7	14	19	26	1	43	22	2	5	6	21	36	47	20	52	16	
	6%	7%	4%	6%	7%	8%	5%	1%	-	8%	5%	6%	3%	7%	6%	6%	6%	5%	9%	6%	1%	6%	8%	4%	3%	6%	10%	-	6%	7%	2%	3%	5%	9%	4%	4%	5%	7%	9%	3%	7%	5%	2%	3%	2%	8%	9%	9%	3%	6%	8%	
4-6 months (5)	66	52	13	22	22	15	5	3	-	29	17	9	11	49	10	2	61	6	1	8	-	10	5	5	6	7	12	-	3	60	6	13	16	30	8	7	16	15	27	2	43	21	3	4	12	23	28	45	22	50	17	
	6%	7%	3%	8%	7%	7%	3%	3%	-	7%	7%	4%	6%	8%	5%	3%	7%	3%	6%	7%	-	8%	7%	5%	6%	5%	10%	-	3%	6%	5%	4%	6%	7%	10%	4%	6%	5%	9%	4%	7%	5%	3%	2%	4%	9%	7%	8%	4%	5%	9%	
7-12 months (9)	55	41	13	18	19	11	4	2	-	30	7	14	4	39	3	5	47	8	1	6	4	5	3	-	4	5	20	5	3	51	4	8	15	32	-	11	8	15	20	1	32	18	5	5	13	13	24	39	15	37	18	
	5%	6%	3%	7%	6%	5%	3%	1%	-	8%	3%	5%	2%	6%	1%	8%	5%	4%	3%	4%	6%	4%	3%	-	4%	3%	9%	10%	4%	5%	3%	5%	3%	5%	7%	-	5%	3%	6%	7%	2%	5%	4%	5%	3%	5%	6%	1%	4%	9%	9%	
1-2 years (18)	45	34	11	11	12	14	2	3	2	22	9	10	5	24	10	4	58	7	-	7	1	4	2	1	5	5	17	-	3	44	1	8	12	25	1	6	13	14	13	-	28	12	5	9	8	11	17	28	17	36	9	
	4%	5%	3%	4%	4%	7%	2%	3%	5%	3%	4%	2%	4%	5%	6%	4%	3%	-	6%	1%	3%	3%	1%	5%	3%	8%	-	3%	4%	1%	3%	4%	6%	1%	3%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	
3-5 years (48)	25	14	10	-	15	5	4	-	1	16	3	2	4	17	5	1	23	2	-	1	1	5	-	1	2	5	4	1	4	22	3	2	6	15	1	4	2	5	12	1	19	6	-	-	7	6	12	17	8	20	5	
	2%	2%	3%	-	5%	2%	3%	-	2%	4%	1%	1%	2%	3%	3%	1%	3%	1%	-	1%	2%	4%	-	1%	2%	3%	2%	2%	5%	2%	2%	1%	2%	3%	2%	2%	1%	2%	4%	2%	3%	1%	-	-	3%	2%	3%	3%	1%	2%	3%	
6-10 years (36)	14	8	6	3	1	7	2	-	2	6	3	2	4	9	3	-	12	2	1	4	4	1	-	-	-	1	2	-	3	14	1	6	2	5	2	1	3	3	5	2	5	6	3	3	2	2	6	7	7	13	1	
	1%	1%	2%	1%	-	3%	2%	-	2%	3%	1%	1%	2%	1%	2%	-	1%	1%	3%	4%	1%	1%	-	-	-	1	2	-	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
More than 10 years (180)	13	9	2	-	4	3	2	4	-	4	5	2	3	10	1	-	11	2	2	1	-	2	-	2	-	1	4	-	-	13	-	6	4	3	-	2	4	4	3	-	6	5	2	4	5	2	2	4	9	12	5	
	1%	1%	1%	-	1%	1%	2%	4%	-	1%	2%	1%	1%	2%	1%	-	1%	1%	10%	1%	-	2%	-	2%	-	1%	2%	-	-	1%	-	2%	1%	1%	-	1%	1%	2%	1%	-	1%	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	13	10	4	5	3	1	2	3	-	6	4	1	2	8	3	-	11	2	-	1	-	-	2	1	1	2	5	-	1	12	1	2	4	6	1	*	6	3	4	-	6	6	1	4	3	3	3	6	7	12	2	
	1%	1%	1%	2%	1%	*	2%	2%	-	2%	2%	1%	1%	1%	1%	-	1%	2%	-	1%	-	-	3%	2%	1%	1%	2%	-	1%	1%	1%	1%	2%	*	2%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Prefer not to say	6	4	2	2	3	-	-	-	-	1	4	-	1	3	-	1	4	2	-	1	-	-	2	-	1	-	3	6	-	1	3	2	3	2	3	2	1	-	1	1	4	-	-	1	2	3	2	3	5	1		
	1%	1%	*	1%	1%	-	-	-	-	*	2%	-	1%	1%	-	1%	*	1%	-	*	-	-	2%	-	-	*	-	3%	1%	-	1%	-	*	1%	2%	1%	1%	*	-	1%	*	1%	-	-	*	1%	1%	*	1%	1%	1%	1%

Mean	20.10	18.05	22.59	8.09	20.28	22.41	32.10	52.07	41.97	18.60	23.45	14.54	28.30	21.48	19.28	9.72	20.30	18.88	62.63	19.77	38.36	26.74	4.89	30.05	10.31	16.37	17.74	12.76	22.23	20.41	14.94	29.61	18.62	17.15	17.17	16.75	20.80	21.95	19.24	28.34	18.10	20.09	36.90	33.10	30.68	16.42	14.88	15.37	28.74	22.37	12.53
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Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**) Small Base: 100 (**)

Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**) Small Base: 100 (**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q3. Do you think it would have been better, or worse, for you to speak to someone sooner about the problems you were experiencing from gambling? Or would it have made no difference.

All those who have ever spoken to someone about gambling problems

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total (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)	
Unweighted base	351	330	18	8	33	65	224	322	258	255	294	230	267	262	260	244	302	351	-	-	351	-	233	99	99	72	60	55	60	
Weighted base	352	334	16	8	30	76	220	325	256	253	296	225	268	260	259	235	300	352	-	-	352	-	236	97	99	77	60	54	57	
Much better	115 33%	109 33%	5 33%	2 26%	7 24%	32 43%	68 31%	107 33%	90 35%	86 34%	95 32%	76 34%	93 35%	85 33%	84 33%	81 35%	101 34%	115 33%	- -	- -	115 33%	- -	72 30%	41 42%	38 39%	22 28%	10 17%	21 38%	23 40%	
Slightly better	108 31%	104 31%	3 21%	1 9%	13 42%	24 31%	67 30%	103 32%	84 33%	76 30%	93 31%	66 29%	80 30%	81 31%	79 31%	73 31%	93 31%	108 31%	- -	- -	108 31%	- -	73 31%	27 27%	26 27%	26 34%	23 39%	15 27%	15 26%	
Would have made no difference	67 19%	62 19%	4 24%	4 47%	9 29%	10 13%	40 18%	58 18%	36 14%	46 18%	56 19%	38 17%	43 16%	45 17%	46 18%	34 15%	51 17%	67 19%	- -	- -	67 19%	- -	47 20%	19 19%	16 16%	18 23%	11 18%	8 15%	13 23%	
Slightly worse	26 7%	24 7%	2 11%	- -	- -	2 3%	22 10%	24 7%	19 7%	23 9%	23 8%	23 10%	23 9%	21 8%	23 9%	23 10%	25 8%	26 7%	- -	- -	26 7%	- -	22 9%	4 4%	6 6%	3 4%	8 13%	5 10%	3 6%	
Much worse	15 4%	15 5%	- -	- -	- -	1 1%	15 7%	15 5%	15 6%	15 6%	13 4%	14 6%	15 6%	15 6%	15 6%	14 5%	15 4%	15 4%	- -	- -	15 4%	- -	10 4%	5 5%	6 6%	3 3%	4 6%	2 4%	1 2%	
Don't know	18 5%	16 5%	2 10%	1 18%	1 5%	4 5%	9 4%	15 5%	11 4%	7 3%	14 5%	8 4%	12 4%	11 4%	11 4%	9 4%	12 4%	18 5%	- -	- -	18 5%	- -	11 5%	3 3%	6 6%	4 5%	3 5%	3 5%	2 3%	
Prefer not to say	2 1%	2 1%	- -	- -	- -	2 3%	- -	2 1%	- -	- -	2 1%	- -	2 1%	1 *	- -	- -	2 1%	2 1%	- -	- -	2 1%	- -	2 1%	- -	- -	2 2%	1 1%	- -	- -	
NET: BETTER	223 63%	213 64%	9 54%	3 35%	20 66%	56 74%	134 61%	210 65%	174 68%	162 64%	188 64%	142 63%	173 64%	166 64%	164 63%	154 66%	194 65%	223 63%	- -	- -	223 63%	- -	145 61%	67 69%	65 65%	48 62%	34 56%	35 65%	38 66%	
NET: WORSE	41 12%	40 12%	2 11%	- -	- -	3 4%	37 17%	40 12%	34 13%	37 15%	36 12%	37 16%	39 14%	36 14%	38 15%	37 16%	41 14%	41 12%	- -	- -	41 12%	- -	32 14%	9 9%	12 12%	5 7%	11 19%	8 14%	4 8%	

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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 Minimum Base: 30(**) Small Base: 100(*)

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Stigma 2 polling

GB adults aged 18-75

Q3. Do you think it would have been better, or worse, for you to speak to someone sooner about the problems you were experiencing from gambling? Or would it have made no difference (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGSIEVER)

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	(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)		
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Much better	115 10%	109 10%	5 14% *	2 5% *	7 2%	32 12% E	68 16% EH	107 10% E	90 15% KQR	86 15% KQR	95 12% R	76 17% KQR	93 15% KQR	85 15% KQR	84 15% KQR	81 17% IKNQR	101 13% R	115 10%	- -	- -	115 33% V	- -	72 30%	41 42% *	38 15% a	22 9%	10 5%	21 11% a	23 13% a		
Slightly better	108 10%	104 10%	3 9% *	1 2% *	13 4%	24 9% E	67 16% DEFH	103 10% E	84 14% QR	76 14% QR	93 12% R	66 15% KQR	80 13% R	81 14% KQR	79 14% KQR	73 15% KMQR	93 12% R	108 10%	- -	- -	108 31% V	- -	73 31%	27 27% *	26 10%	26 11%	23 10%	15 8%	15 8%		
Would have made no difference	67 6%	62 6%	4 10% *	4 10% E*	9 3%	10 4%	40 9% EFH	58 6% E	36 6% KQR	46 8% KQR	56 7% R	38 9% KQR	43 7% KQR	45 8% KQR	46 8% IQR	34 7% KQR	51 6% IQ	67 6% V	- -	- -	67 19% V	- -	47 20%	19 19% *	16 6%	18 7%	11 5%	8 4%	13 7%		
Slightly worse	26 2%	24 2%	2 5% *	- - *	- -	2 1% E	22 5% EFH	24 2% E	19 3% R	23 4% R	23 3% KQR	23 5% IKMNQR	23 4% R	21 4% R	23 4% KR	23 5% IKNQR	25 3% R	26 2% V	- -	- -	26 7% V	- -	22 9%	4 4% *	6 2%	3 1%	8 3%	5 3%	3 2%		
Much worse	15 1%	15 1%	- - *	- - *	- -	1 4% EFH	15 2% EFH	15 2% EF	15 3% R	15 3% KR	13 2% KQR	14 3% KQR	15 3% KR	15 3% KR	15 3% KR	14 3% KR	15 2% R	15 1% V	- -	- -	15 4% V	- -	10 4%	5 5% *	6 2%	3 1%	4 2%	2 1%	1 1%		
Don't know	18 2%	16 2%	2 4% *	1 4% E*	1 *	4 2% EFH	9 2% EFH	15 1% EF	11 2% R	7 1% KR	14 2% R	8 2% IKMNQR	12 2% KQR	11 2% KR	11 2% KR	9 2% IKQR	12 2% R	18 2% V	- -	- -	18 5% V	- -	11 5%	3 3% *	6 2%	4 2%	3 1%	3 2%	2 1%		
Prefer not to say	2 *	2 *	- - *	- - *	- -	2 1% EFH	- - EFH	2 * *	2 * JOP	- - KQR	2 * JOP	- - IKMNQR	2 * JLOP	1 * JLOP	- - KQR	- - IKQR	2 * JOP	2 * V	- -	- -	2 1% V	- -	2 1%	- - *	- - 1%	2 1%	1 *	- -	- -		

NET: BETTER	223 20%	213 20%	9 22% *	3 7% *	20 6%	56 21% E	134 32% DEFH	210 20% E	174 28% KQR	162 29% KQR	188 24% R	142 32% IKMNQR	173 29% KQR	166 29% KQR	164 30% KQR	154 33% IKMNQR	194 24% R	223 20% V	- -	- -	223 63% V	- -	145 61%	67 69% *	65 25% a	48 19%	34 15%	35 18%	38 21%
NET: WORSE	41 4%	40 4%	2 5% *	- - *	- -	3 1% EFH	37 9% EFH	40 4% EF	34 5% R	37 7% KQR	36 5% R	37 8% IKMNQR	39 6% KQR	36 6% KR	38 7% KQR	37 8% IKQR	41 5% R	41 4% V	- -	- -	41 12% V	- -	32 14%	9 9% *	12 5%	5 2%	11 5%	8 4%	4 2%

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23-078371-01 - 13th - 18th October 2023

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Stigma 2 polling
GB adults aged 18-75

Q4. How old were you when you FIRST spoke to someone about any problems you were experiencing from gambling?

All those who have ever spoken to someone about gambling problems

			Gambled in last 12 months		PGSI SCORE (last 12 months)								PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
					PGSI SCORE (last 12 months)								PGSI EVER																					
	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest						
	(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)					
Unweighted base	351	330	18	8	33	65	224	322	258	255	294	230	267	262	260	244	302	351	-	-	351	-	233	99	99	72	60	55	60					
Weighted base	352	334	16	8	30	76	220	325	256	253	296	225	268	260	259	235	300	352	-	-	352	-	236	97	99	77	60	54	57					
Under 18	22	21	-	-	3	6	12	21	16	18	17	18	17	15	16	14	17	22	-	-	22	-	15	6	9	2	3	3	5					
	6%	6%	-	-	9%	8%	6%	6%	6%	7%	6%	8%	6%	6%	6%	6%	6%	6%	-	-	6%	-	6%	6%	9%	3%	5%	6%	9%					
18-24	136	132	3	1	8	29	94	131	97	105	118	88	109	105	104	92	119	136	-	-	136	-	108	21	36	35	28	18	18					
	39%	40%	21%	9%	27%	39%	43%	40%	38%	42%	40%	39%	41%	40%	40%	39%	40%	39%	-	-	39%	-	46%	22%	36%	45%	46%	33%	32%					
25-34	99	94	4	2	8	20	64	92	76	69	88	65	75	73	79	73	86	99	-	-	99	-	59	35	28	16	15	20	17					
	28%	28%	26%	26%	26%	27%	29%	28%	30%	27%	30%	29%	28%	28%	31%	31%	29%	28%	-	-	28%	-	25%	36%	28%	21%	26%	37%	29%					
35-44	48	43	5	1	4	7	31	42	36	37	40	32	38	36	30	33	41	48	-	-	48	-	29	18	14	10	9	7	6					
	14%	13%	34%	10%	14%	9%	14%	13%	14%	14%	13%	14%	14%	14%	12%	14%	14%	14%	-	-	14%	-	12%	19%	15%	14%	15%	14%	11%					
45-54	17	17	1	2	5	5	5	15	10	5	9	7	8	12	10	7	13	17	-	-	17	-	11	6	5	5	2	1	5					
	5%	5%	3%	18%	16%	7%	2%	5%	4%	2%	3%	3%	3%	5%	4%	3%	4%	5%	-	-	5%	-	5%	6%	5%	6%	4%	1%	9%					
55-64	7	6	1	2	1	2	2	4	3	2	5	2	3	3	2	2	4	7	-	-	7	-	4	3	2	2	-	2	1					
	2%	2%	4%	19%	4%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	-	2%	-	2%	3%	2%	2%	-	4%	1%					
65 and over	2	2	-	-	-	1	1	2	2	2	2	1	2	2	2	1	2	2	-	-	2	-	-	2	1	1	-	-	-					
	1%	1%	-	-	-	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	-	1%	-	-	2%	1%	1%	-	-	-					
Don't know	15	15	1	-	-	6	9	15	14	13	15	11	14	9	15	11	14	15	-	-	15	-	9	4	4	4	3	1	4					
	4%	4%	5%	-	-	8%	4%	4%	5%	5%	5%	5%	5%	3%	6%	5%	5%	4%	-	-	4%	-	4%	4%	4%	6%	4%	2%	7%					
Prefer not to say	5	4	1	1	1	-	2	3	2	2	2	2	2	4	2	2	3	5	-	-	5	-	1	2	1	1	-	1	2					
	2%	1%	6%	18%	4%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	-	2%	-	*	2%	1%	2%	-	3%	3%					

NET: UNDER 18	22 6%	21 6%	- **	- **	3 9%	6 8%	12 6%	21 6%	16 7%	18 7%	17 6%	18 8%	17 6%	15 6%	16 6%	14 6%	17 6%	22 6%	- -	- -	22 6%	- -	15 6%	6 9%	9 3%	2 5%	3 6%	3 9%	5 9%
NET: 18-34	235 67%	226 68%	8 48%	3 35%	16 52%	49 65%	158 72%	223 69%	174 68%	174 69%	206 70%	154 68%	184 69%	178 68%	183 71%	165 70%	205 68%	235 67%	- -	- -	235 67%	- -	167 71%	56 58%	64 64%	51 66%	43 70%	38 70%	35 61%
NET: 35-54	65 18%	59 18%	6 37%	2 28%	9 30%	12 **	36 16%	57 17%	46 18%	42 17%	49 17%	39 17%	47 17%	48 19%	40 15%	40 17%	54 18%	65 18%	- -	- -	65 18%	- -	41 17%	24 25%	19 19%	15 20%	11 19%	8 15%	11 20%
NET: 55+	9 3%	8 2%	1 **	2 4%	1 19%	3 4%	3 1%	7 2%	5 2%	4 1%	8 3%	3 1%	5 2%	6 2%	4 1%	3 1%	7 2%	9 3%	- -	- -	9 3%	- -	4 2%	5 5%	3 3%	3 3%	- **	2 4%	1 1%
NET: BEFORE AGE 25	158 45%	153 46%	3 21%	1 9%	11 36%	35 46%	106 48%	152 47%	113 44%	124 49%	135 46%	106 47%	126 47%	120 46%	120 45%	106 45%	136 45%	158 45%	- -	- -	158 45%	- -	123 52%	27 28%	45 45%	37 48%	31 51%	21 39%	23 40%

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PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q4. How old were you when you FIRST spoke to someone about any problems you were experiencing from gambling? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGSEIVER)

All those who have EVER had a problem with gambling

	Gambled in last 12 months																				PGSI SCORE (last 12 months)													PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
	ANY PAST 12 MONTHS			Low level of problems (PGSI 0-1)							Moderate level of problems (PGSI 1-2)			Problem gambling (PGSI 3-7)			Any level of problems (PGSI 8+)		More than could afford		Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLLED																									
	Total (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)																											
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171																											
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180																											
Under 18	22	21	-	-	3	6	12	21	16	18	17	18	17	15	16	14	17	22	-	-	22	-	15	6	9	2	3	3	5																											
	2%	2%	-	-	1%	2%	3%	2%	3%	3%	3%	4%	3%	3%	3%	3%	2%	2%	-	-	6%	-	6%	3%	1%	1%	2%	3%	3%																											
			*	*				E		KQR		HONQR						R	-	-	V		*																																	
18-24	136	132	3	1	8	29	94	131	97	105	118	88	109	105	104	92	119	136	-	-	136	-	108	21	36	35	28	18	18																											
	12%	12%	9%	2%	2%	11%	22%	13%	16%	19%	15%	20%	18%	18%	19%	19%	15%	12%	-	-	39%	-	46%	22%	14%	14%	12%	9%	10%																											
			*	*			DEFH	E	R	HQR	R	HQR	HQR	HQR	HQR	HQR	R	R	-	-	V		X	*																																
25-34	99	94	4	2	8	20	64	92	76	69	88	65	75	73	79	73	86	99	-	-	99	-	59	35	28	16	15	20	17																											
	9%	9%	11%	5%	2%	8%	15%	9%	12%	12%	11%	15%	12%	13%	14%	16%	11%	9%	-	-	28%	-	25%	36%	11%	6%	7%	10%	9%																											
			*	*		E	EFH	E	R	R	R	JKMQR	R	QR	KQR	UMMNR	R	R	-	-	V		*																																	
35-44	48	43	5	1	4	7	31	42	36	37	40	32	38	36	30	33	41	48	-	-	48	-	29	18	14	10	9	7	6																											
	4%	4%	14%	2%	1%	2%	7%	4%	6%	7%	5%	7%	6%	6%	5%	7%	5%	4%	-	-	14%	-	12%	19%	6%	4%	4%	4%	4%																											
			B*	*			EFH	E	R	KR		KQR	R	R		KQR		R	-	-	V		*																																	
45-54	17	17	1	2	5	5	5	15	10	5	9	7	8	12	10	7	13	17	-	-	17	-	11	6	5	5	2	1	5																											
	2%	2%	1%	4%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	-	-	5%	-	5%	6%	2%	2%	1%	*	3%																											
			*	*									JKM	J				R	-	-	V		*																																	
55-64	7	6	1	2	1	2	2	4	3	2	5	2	3	3	2	2	4	7	-	-	7	-	4	3	2	2	-	2	1																											
	1%	1%	2%	4%	*	1%	*	*	1%	*	1%	*	1%	1%	*	*	1%	1%	-	-	2%	-	2%	3%	1%	1%	-	1%	*																											
			*	EFGH*														R	-	-	V		*																																	
65 and over	2	2	-	-	-	1	1	2	2	2	2	1	2	2	2	1	2	2	-	-	2	-	-	2	1	1	-	-	-																											
	*	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	1%	-	-	2%	*	*	-	-	-																											
			*	*														R	-	-	V		W*																																	
Don't know	15	15	1	-	-	6	9	15	14	13	15	11	14	9	15	11	14	15	-	-	15	-	9	4	4	4	3	1	4																											
	1%	1%	2%	-	-	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	-	-	4%	-	4%	4%	1%	2%	1%	1%	2%																											
			*	*		E	E	E	R	R		R	R		HQR	NR		R	-	-	V		*	*																																
Prefer not to say	5	4	1	1	1	-	2	3	2	2	2	2	2	4	2	2	3	5	-	-	5	-	1	2	1	1	-	1	2																											
	*	*	2%	4%	*	-	*	*	*	*	*	*	*	1%	*	*	*	*	-	-	2%	-	*	2%	*	1%	-	1%	1%																											
			*	EFGH*										IKM			K		-	-	V		*	*																																

NET: UNDER 18	22	21	-	-	3	6	12	21	16	18	17	18	17	15	16	14	17	22	-	-	22	-	15	6	9	2	3	3	5	
	2%	2%	-	-	1%	2%	3%	2%	3%	3%	2%	4%	3%	3%	3%	3%	2%	2%	-	-	6%	-	6%	6%	3%	1%	1%	2%	3%	
			*	*				E		KQR		HONQR						R	-	-	V		*							
NET: 18-34	235	226	8	3	16	49	158	223	174	174	206	154	184	178	183	165	205	235	-	-	235	-	167	56	64	51	43	38	35	
	21%	21%	20%	7%	5%	18%	38%	22%	28%	31%	26%	35%	31%	31%	33%	35%	26%	21%	-	-	67%	-	71%	58%	25%	21%	19%	20%	19%	
			*	*		E	DEFH	E	QR	HQR	R	UMMNR	KQR	HQR	HQR	UMMNR	R	R	-	-	V		X	*						
NET: 35-54	65	59	6	2	9	12	36	57	46	42	49	39	47	48	40	40	54	65	-	-	65	-	41	24	19	15	11	8	11	
	6%	6%	15%	6%	3%	4%	9%	6%	8%	8%	6%	9%	8%	8%	7%	8%	7%	6%	-	-	18%	-	17%	25%	7%	6%	5%	4%	6%	
			B*	*		EFH	E	R	R	R		KQR	KR	KQR	KR	KR		R	-	-	V		*							
NET: 55+	9	8	1	2	1	3	3	7	5	4	8	3	5	6	4	3	7	9	-	-	9	-	4	5	3	3	-	2	1	
	1%	1%	2%	4%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	3%	-	2%	5%	1%	1%	-	1%	*	
			*	EH*														R	-	-	V		*							
NET: BEFORE AGE 25	158	153	3	1	11	35	106	152	113	124	135	106	126	120	120	106	136	158	-	-	158	-	123	27	45	37	31	21	23	
	14%	14%	9%	2%	3%	13%	25%	15%	18%	22%	17%	24%	21%	21%	22%	22%	17%	14%	-	-	45%	-	52%	28%	17%	15%	13%	11%	13%	
			*	*		E	DEFH	DE	R	HQR	R	HMMNR	HQR	HQR	HQR	HQR	R	R	-	-	V		X	*						

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.

ColumnProportions (S/N): 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/- Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S/N): 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/- Minimum Base: 30(**) Small Base: 100(*)

		GAMBLING PROBLEMS																		SPOKEN ABOUT PROBLEM	LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		Gambled in last 12 months						PGSI SCORE (last 12 months)						PGSI EVER							Indices of Multiple Deprivation (quintiles)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		ANY PAST 12 MONTHS			Low level: No problems (PGSI 0)			Moderate level of problems (PGSI 1-3)			Any level of problems (PGSI 4-7)			More than could afford			Larger amounts				Tried to win money / sold			Borrowed			Felt a problem			Mental health			Told had a problem			Financial problems			Felt guilty			ANY PROBLEM EVER			NO PROBLEM			NEVER GAMBLED			YES			NO			LESS THAN 12 MONTHS			MORE THAN 12 MONTHS			Lowest			Lower			Middle			Higher			Highest																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
		Total	(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)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)	(BA)	(BB)	(BC)	(BD)	(BE)	(BF)	(BG)	(BH)	(BI)	(BJ)	(BK)	(BL)	(BM)	(BN)	(BO)	(BP)	(BQ)	(BR)	(BS)	(BT)	(BU)	(BV)	(BW)	(BX)	(BY)	(BZ)	(CA)	(CB)	(CC)	(CD)	(CE)	(CF)	(CG)	(CH)	(CI)	(CJ)	(CK)	(CL)	(CM)	(CN)	(CO)	(CP)	(CQ)	(CR)	(CS)	(CT)	(CU)	(CV)	(CW)	(CX)	(CY)	(CZ)	(DA)	(DB)	(DC)	(DD)	(DE)	(DF)	(DG)	(DH)	(DI)	(DJ)	(DK)	(DL)	(DM)	(DN)	(DO)	(DP)	(DQ)	(DR)	(DS)	(DT)	(DU)	(DV)	(DW)	(DX)	(DY)	(DZ)	(EA)	(EB)	(EC)	(ED)	(EE)	(EF)	(EG)	(EH)	(EI)	(EJ)	(EK)	(EL)	(EM)	(EN)	(EO)	(EP)	(EQ)	(ER)	(ES)	(ET)	(EU)	(EV)	(EW)	(EX)	(EY)	(EZ)	(FA)	(FB)	(FC)	(FD)	(FE)	(FF)	(FG)	(FH)	(FI)	(FJ)	(FK)	(FL)	(FM)	(FN)	(FO)	(FP)	(FQ)	(FR)	(FS)	(FT)	(FU)	(FV)	(FW)	(FX)	(FY)	(FZ)	(GA)	(GB)	(GC)	(GD)	(GE)	(GF)	(GG)	(GH)	(GI)	(GJ)	(GK)	(GL)	(GM)	(GN)	(GO)	(GP)	(GQ)	(GR)	(GS)	(GT)	(GU)	(GV)	(GW)	(GX)	(GY)	(GZ)	(HA)	(HB)	(HC)	(HD)	(HE)	(HF)	(HG)	(HH)	(HI)	(HJ)	(HK)	(HL)	(HM)	(HN)	(HO)	(HP)	(HQ)	(HR)	(HS)	(HT)	(HU)	(HV)	(HW)	(HX)	(HY)	(HZ)	(IA)	(IB)	(IC)	(ID)	(IE)	(IF)	(IG)	(IH)	(II)	(IJ)	(IK)	(IL)	(IM)	(IN)	(IO)	(IP)	(IQ)	(IR)	(IS)	(IT)	(IU)	(IV)	(IW)	(IX)	(IY)	(IZ)	(JA)	(JB)	(JC)	(JD)	(JE)	(JF)	(JG)	(JH)	(JI)	(JJ)	(JK)	(JL)	(JM)	(JN)	(JO)	(JP)	(JQ)	(JR)	(JS)	(JT)	(JU)	(JV)	(JW)	(JX)	(JY)	(JZ)	(KA)	(KB)	(KC)	(KD)	(KE)	(KF)	(KG)	(KH)	(KI)	(KJ)	(KK)	(KL)	(KM)	(KN)	(KO)	(KP)	(KQ)	(KR)	(KS)	(KT)	(KU)	(KV)	(KW)	(KX)	(KY)	(KZ)	(LA)	(LB)	(LC)	(LD)	(LE)	(LF)	(LG)	(LH)	(LI)	(LJ)	(LK)	(LL)	(LM)	(LN)	(LO)	(LP)	(LQ)	(LR)	(LS)	(LT)	(LU)	(LV)	(LW)	(LX)	(LY)	(LZ)	(MA)	(MB)	(MC)	(MD)	(ME)	(MF)	(MG)	(MH)	(MI)	(MJ)	(MK)	(ML)	(MN)	(MO)	(MP)	(MQ)	(MR)	(MS)	(MT)	(MU)	(MV)	(MW)	(MX)	(MY)	(MZ)	(NA)	(NB)	(NC)	(ND)	(NE)	(NF)	(NG)	(NH)	(NI)	(NJ)	(NK)	(NL)	(NM)	(NO)	(NP)	(NQ)	(NR)	(NS)	(NT)	(NU)	(NV)	(NW)	(NX)	(NY)	(NZ)	(OA)	(OB)	(OC)	(OD)	(OE)	(OF)	(OG)	(OH)	(OI)	(OJ)	(OK)	(OL)	(OM)	(ON)	(OO)	(OP)	(OQ)	(OR)	(OS)	(OT)	(OU)	(OV)	(OW)	(OX)	(OY)	(OZ)	(PA)	(PB)	(PC)	(PD)	(PE)	(PF)	(PG)	(PH)	(PI)	(PJ)	(PK)	(PL)	(PM)	(PN)	(PO)	(PP)	(PQ)	(PR)	(PS)	(PT)	(PU)	(PV)	(PW)	(PX)	(PY)	(PZ)	(QA)	(QB)	(QC)	(QD)	(QE)	(QF)	(QG)	(QH)	(QI)	(QJ)	(QK)	(QL)	(QM)	(QN)	(QO)	(QP)	(QQ)	(QR)	(QS)	(QT)	(QU)	(QV)	(QW)	(QX)	(QY)	(QZ)	(RA)	(RB)	(RC)	(RD)	(RE)	(RF)	(RG)	(RH)	(RI)	(RJ)	(RK)	(RL)	(RM)	(RN)	(RO)	(RP)	(RQ)	(RR)	(RS)	(RT)	(RU)	(RV)	(RW)	(RX)	(RY)	(RZ)	(SA)	(SB)	(SC)	(SD)	(SE)	(SF)	(SG)	(SH)	(SI)	(SJ)	(SK)	(SL)	(SM)	(SN)	(SO)	(SP)	(SQ)	(SR)	(SS)	(ST)	(SU)	(SV)	(SW)	(SX)	(SY)	(SZ)	(TA)	(TB)	(TC)	(TD)	(TE)	(TF)	(TG)	(TH)	(TI)	(TJ)	(TK)	(TL)	(TM)	(TN)	(TO)	(TP)	(TQ)	(TR)	(TS)	(TU)	(TV)	(TW)	(TX)	(TY)	(TZ)	(UA)	(UB)	(UC)	(UD)	(UE)	(UF)	(UG)	(UH)	(UI)	(UJ)	(UK)	(UL)	(UM)	(UN)	(UO)	(UP)	(UQ)	(UR)	(US)	(UT)	(UU)	(UV)	(UW)	(UX)	(UY)	(UZ)	(VA)	(VB)	(VC)	(VD)	(VE)	(VF)	(VG)	(VH)	(VI)	(VJ)	(VK)	(VL)	(VM)	(VN)	(VO)	(VP)	(VQ)	(VR)	(VS)	(VT)	(VU)	(VV)	(VW)

NET: PARTNER	91	81	9	2	11	21	22	48	80	59	55	74	55	68	61	61	58	78	91	-	-	-	91	-	70	19	22	22	22	15	11	21
	26%	24%	58%	19%	37%	27%	27%	22%	25%	23%	22%	25%	24%	26%	23%	24%	25%	28%	26%	-	-	-	26%	-	29%	20%	22%	22%	28%	26%	21%	36%
						+													J	J	J									+		
NET: FAMILY	119	116	5	3	3	10	20		83	113	93	93	94	103	89	89	88	101	119	-	-	-	119	-	84	27	3	36	25	22	20	14
	34%	33%	13%	35%	33%	26%	38%	33%	30%	36%	37%	35%	40%	40%	33%	35%	38%	34%	34%	-	-	-	34%	-	33%	28%	33%	36%	34%	36%	25%	
											MDR		MDR				MDR															
NET: FRIENDS	78	77	1	1	6	25	45	76	53	53	63	39	64	57	55	44	66	78	-	-	-	78	-	49	25	21	17	15	11	12		
	23%	23%	9%	2%	21%	33%	20%	23%	21%	21%	21%	17%	24%	22%	21%	19%	22%	22%	22%	-	-	-	22%	-	21%	26%	22%	22%	25%	21%	21%	
									L	L	L	L	UP	UP	UP	UP	UP	UP	UP													
NET: OTHER	50	47	2	2	3	41	36	46	43	41	35	36	38	45	40	35	44	50	-	-	-	50	-	26	21	18	7	7	11	8		
	14%	14%	15%	19%	10%	8%	17%	14%	17%	16%	15%	16%	14%	15%	16%	15%	18%	14%	-	-	-	14%	-	11%	24%	18%	9%	12%	20%	14%		
									MR																	W*						

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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q6. How did you feel after you FIRST spoke to someone about any problems you were experiencing from gambling?

All those who have ever spoken to someone about gambling problems

	Gender			Age					Social grade				Employment status					Region										Urban / Rural		Education					Income				Marital Status		Household Size				Presence of children HH (17 or under)		ETHNICITY					
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbershi e	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/IO Level/IB/VQ	A Level or equivalent	Degree/No formal qualification	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents	
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	
Unweighted base	351	251	93	82	126	88	35	14	6	183	70	47	51	233	50	16	299	52	9	46	15	36	26	19	21	41	104	6	28	332	19	51	60	224	16	54	69	84	134	10	218	109	24	33	62	96	160	234	117	269	82	
Weighted base	352	257	88	103	115	80	31	17	6	164	76	66	47	224	59	19	301	51	8	47	13	36	23	19	26	44	100	6	30	332	21	71	90	171	21	57	78	88	119	10	203	124	25	41	64	91	157	224	128	273	79	
Much better (2)	122	92	29	36	36	32	9	5	3	69	21	17	16	87	15	9	111	11	3	13	3	10	8	4	8	16	40	3	14	115	7	25	28	67	3	14	21	22	61	5	81	33	8	7	20	38	57	86	37	102	21	
	35%	36%	32%	35%	32%	40%	29%	32%	50%	42%	28%	26%	34%	39%	26%	47%	37%	23%	41%	29%	19%	27%	37%	21%	30%	37%	39%	55%	46%	35%	36%	35%	31%	39%	14%	24%	27%	25%	51%	49%	40%	27%	34%	18%	32%	42%	36%	38%	29%	37%	26%	
Slightly better (1)	146	108	37	49	42	28	18	8	2	64	31	33	18	88	29	5	122	24	1	18	9	14	9	8	10	26	39	3	9	135	11	33	39	62	12	25	36	45	38	3	76	60	10	24	23	33	66	91	56	104	42	
	42%	42%	42%	48%	37%	35%	50%	48%	28%	39%	42%	50%	39%	39%	50%	28%	42%	47%	18%	38%	70%	40%	39%	42%	33%	58%	39%	45%	30%	42%	55%	47%	44%	36%	59%	44%	46%	51%	32%	30%	38%	49%	40%	50%	36%	30%	42%	41%	43%	38%	53%	
Unchanged (0)	36	24	11	7	12	12	1	2	1	13	12	12	7	5	22	5	1	28	8	2	7	1	8	1	2	5	1	8	-	3	35	1	7	7	19	3	9	9	10	8	-	21	13	3	6	8	5	17	18	18	28	9
	10%	9%	13%	6%	11%	16%	5%	14%	11%	8%	16%	10%	10%	10%	9%	5%	9%	16%	30%	14%	5%	23%	3%	8%	18%	1%	8%	-	11%	11%	4%	10%	8%	11%	13%	16%	11%	12%	7%	-	10%	10%	12%	15%	12%	6%	11%	8%	14%	10%	11%	
Slightly worse (-1)	27	19	4	5	13	5	3	1	-	9	4	7	6	17	4	2	23	4	-	5	1	3	3	4	2	-	8	-	1	26	1	4	6	15	2	5	9	5	6	2	18	8	1	1	9	7	10	16	11	22	5	
	8%	8%	5%	5%	11%	7%	9%	5%	-	6%	5%	11%	13%	8%	6%	11%	8%	8%	-	11%	5%	8%	14%	21%	7%	-	8%	-	5%	8%	5%	6%	7%	9%	7%	8%	12%	6%	5%	21%	9%	6%	3%	14%	7%	6%	7%	8%	8%	6%		
Much worse (-2)	11	9	3	3	7	2	-	-	-	5	2	2	2	5	3	2	10	1	1	4	-	1	-	1	-	1	4	-	-	11	-	1	4	6	-	2	2	4	3	-	4	5	2	2	3	4	2	8	3	10	1	
	3%	3%	3%	3%	6%	2%	-	-	-	3%	2%	3%	5%	2%	5%	9%	3%	2%	9%	8%	-	2%	-	5%	-	2%	4%	-	-	3%	-	2%	5%	3%	-	4%	2%	5%	3%	-	2%	4%	8%	5%	4%	4%	2%	3%	3%	4%	1%	
Don't know / can't remember	6	4	1	3	2	-	1	-	1	4	2	-	-	3	1	-	4	2	-	-	-	-	-	1	2	5	2	-	1	6	-	-	2	3	1	1	1	2	2	-	2	3	1	-	1	3	2	4	2	4	2	
	2%	2%	2%	3%	1%	-	2%	-	12%	2%	3%	-	-	1%	1%	-	1%	4%	-	-	-	-	-	3%	6%	2%	2%	-	3%	2%	-	-	2%	2%	7%	1%	1%	3%	2%	-	1%	2%	3%	-	1%	3%	1%	2%	2%	1%	3%	
Prefer not to say	3	-	3	-	3	-	-	-	-	-	3	-	-	2	2	-	3	-	-	-	-	-	2	-	-	-	-	-	2	3	-	-	3	-	-	2	2	-	-	2	2	-	2	2	-	-	2	2	3	-		
	1%	-	4%	-	3%	-	-	-	-	-	4%	-	-	1%	3%	-	3%	-	-	-	-	-	7%	-	-	-	-	-	6%	1%	-	-	4%	-	-	3%	2%	-	-	1%	3%	-	-	2%	1%	1%	1%	1%	-			
Mean	1.00	1.01	1.02	1.12	0.81	1.04	1.07	1.08	1.44	1.13	0.94	0.86	0.84	1.07	0.89	0.92	1.03	0.84	0.85	0.68	1.03	0.83	1.06	0.54	0.98	1.31	1.04	1.55	1.28	0.98	1.23	1.07	0.95	1.01	0.86	0.79	0.86	0.88	1.27	1.08	1.06	0.91	0.91	0.82	0.78	1.10	1.08	1.06	0.89	1.00	1.00	

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.

Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay Minimum Base: 30 (**): Small Base: 100 (*)

Column Means (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay Minimum Base: 30 (**): Small Base: 100 (*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q6. How did you feel after you FIRST spoke to someone about any problems you were experiencing from gambling?

All those who have ever spoken to someone about gambling problems

		Gambled in last 12 months			PGSI SCORE (last 12 months)					More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	PGSI EVER								SPOKEN ABOUT PROBLEM				LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	(I)					(J)	(K)	(L)	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest
Total	(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)				
Unweighted base	351	330	18	8	33	65	224	322	258	255	294	230	267	262	260	244	302	351	-	-	351	-	233	99	99	72	60	55	60				
Weighted base	352	334	16	8	30	76	220	325	256	253	296	225	268	260	259	235	300	352	-	-	352	-	236	97	99	77	60	54	57				
Much better (2)	122	116	7	4	10	37	64	112	77	84	103	66	89	80	75	71	101	122	-	-	122	-	90	28	31	28	19	23	18				
	35%	35%	43%	46% **	35% *	49% GH*	29%	34% G	30%	33% ILO	35% ILNOP	30%	33% ILO	31%	29%	30%	34% ILO	35% ILNOP	-	-	35%	-	38%	29% *	31% *	37% *	32% *	43% *	31%				
Slightly better (1)	146	138	6	2	12	30	94	136	117	106	121	99	114	115	114	99	128	146	-	-	146	-	93	44	45	33	23	18	25				
	42%	41%	38% **	26% **	40% *	40% *	43%	42%	46% JKPR	42%	41%	44%	43%	44%	44%	42%	42%	42%	-	-	42%	-	39%	45% *	45% *	43% *	39% *	34% *	44% *				
Unchanged (0)	36	36	-	2	5	4	25	34	24	25	30	24	26	28	29	28	29	36	-	-	36	-	25	11	10	8	9	4	6				
	10%	11%	- **	28% **	18% F*	5% *	11%	10%	9%	10%	10%	11%	10%	11%	11% I	12% UMQ	10%	10%	-	-	10%	-	11%	11% *	10% *	10% *	15% *	8% *	10% *				
Slightly worse (-1)	27	24	2	-	2	2	20	24	22	22	22	21	22	21	23	21	23	27	-	-	27	-	15	10	8	4	6	3	6				
	8%	7%	15% **	- **	8% *	3% *	9%	7%	8%	9%	8%	9%	8%	8%	9%	9%	8%	8%	-	-	8%	-	6%	10% *	8% *	5% *	10% *	6% *	10% *				
Much worse (-2)	11	11	-	-	-	-	11	11	11	11	11	11	9	9	11	11	11	11	-	-	11	-	9	2	4	2	2	2	1				
	3%	3%	- **	- **	- *	- *	5% H	3%	4%	4%	4%	5% R	4%	4%	4%	5% R	4%	3%	-	-	3%	-	4%	2% *	4% *	3% *	4% *	4% *	1% *				
Don't know / can't remember	6	5	1	-	-	1	4	5	3	3	5	3	4	6	4	3	6	6	-	-	6	-	4	1	1	-	1	3	1				
	2%	2%	4% **	- **	- *	1% *	2%	2%	1%	1%	2%	1%	2%	2% IULP	2%	1%	2% I	2%	-	-	2%	-	2%	1% *	1% *	- *	1% *	6% *	1% *				
Prefer not to say	3	3	-	-	-	2	2	3	3	2	3	2	3	2	2	2	3	3	-	-	3	-	2	2	-	2	-	-	2				
	1%	1%	- **	- **	- *	2% *	1% *	1%	1% JH	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	2% *	- *	2% *	- *	- *	3% *				
NET: BETTER	269 76%	254 76%	13 81% **	6 72% **	22 75% *	67 89% GH*	158 72%	248 76% G	194 76% P	190 75%	224 76% OP	165 73%	203 76% OP	194 75%	189 73%	170 72%	228 76% OP	269 76% OP	- -	- -	269 76%	-	182 77%	72 74% *	76 77% *	61 80% *	42 70% *	42 77% *	43 75% *				
NET: WORSE	38 11%	35 11%	2 15% **	- - **	2 8% *	2 3% *	31 14% FH	35 11% F	33 13%	33 13% R	33 11%	32 14% KMQR	31 12%	30 12%	35 13% KR	32 14% KMQR	34 11%	38 11%	- -	- -	38 11%	-	23 10%	12 12% *	12 12% *	6 8% *	8 14% *	5 9% *	7 11% *				
Mean	1.00	0.99	1.14 **	1.18 **	1.02 *	1.39 EGH*	0.84	0.99 G	0.91	0.93	0.98 ILOP	0.86	0.97 LOP	0.93 P	0.86	0.86	0.98 LOP	1.00 ILNOP	-	-	1.00	-	1.04	0.90 *	0.93 *	1.09 *	0.85 *	1.13 *	0.97 *				

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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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q6. How did you feel after you FIRST spoke to someone about any problems you were experiencing from gambling? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGSEIEVER)

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)				PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
	(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)			
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171			
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180			
Much better (2)	122 11%	116 11%	7 18% *	4 10% *	10 3%	37 14% E	64 15% EH	112 11% E	77 13%	84 15% KQR	103 13% R	66 15% IR	89 19% KQR	80 14% R	75 14% R	71 15% KQR	101 13% R	122 11% R	- - V	- - V	122 35% V	- - V	90 38% V	28 29% *	31 12% ab	28 11% ab	19 8% ab	23 12% ab	18 10% ab			
Slightly better (1)	146 13%	138 13%	6 16% *	2 5% *	12 4%	30 11% E	94 22% DEFH	136 13% E	117 19% KQR	106 19% KQR	121 15% R	99 22% UKMQR	114 19% KQR	115 20% KQR	114 21% KQR	99 21% KQR	128 16% R	146 13% R	- - V	- - V	146 42% V	- - V	93 39% V	44 45% *	45 17% ab	33 13% ab	23 10% ab	18 10% ab	25 14% ab			
Unchanged (0)	36 3%	36 3%	- - *	2 6% *	5 2%	4 1%	25 6% EFH	34 3% EF	24 4%	25 4%	30 4%	24 5% KQR	26 4% R	28 5% R	29 5% KQR	28 6% KQR	29 4% KQR	36 3% KQR	- - V	- - V	36 10% V	- - V	25 11% V	11 11% *	10 4% *	8 3% *	9 4% *	4 2% *	6 3% *			
Slightly worse (-1)	27 2%	24 2%	2 6% *	- - *	2 1%	2 1%	20 5% EFH	24 2% E	22 4% R	22 4% KR	22 3% R	21 5% KQR	22 4% R	21 4% R	23 4% KQR	21 5% KQR	23 3% KQR	27 2% KQR	- - V	- - V	27 8% V	- - V	15 6% V	10 10% *	8 3% *	4 2% *	6 3% *	3 2% *	6 3% *			
Much worse (-2)	11 1%	11 1%	- - *	- - *	- - *	- - *	11 3% EFH	11 1% EF	11 2% R	11 1% R	11 1% R	11 2% KQR	9 2% R	9 2% R	11 2% KQR	11 2% KQR	11 1% KQR	11 1% KQR	- - V	- - V	11 3% V	- - V	9 4% V	2 2% *	4 1% *	2 1% *	2 1% *	2 1% *	1 * *			
Don't know / can't remember	6 1%	5 *	1 2% *	- - *	- - *	1 *	4 1% DEFH	5 1% DE	3 *	3 1%	5 1%	3 1%	4 1%	6 1% I	4 1%	3 1%	6 1%	6 1% KQR	- - V	- - V	6 2% V	- - V	4 2% V	1 1% *	1 * *	- * *	1 * *	3 2% *	1 * *			
Prefer not to say	3 *	3 *	- - *	- - *	- - *	2 1%	2 * *	3 *	3 1%	2 *	3 *	2 *	3 1%	2 *	2 *	2 *	3 *	3 *	- - V	- - V	3 1% V	- - V	2 1% V	2 2% *	- - *	2 1% *	- - *	- - *	2 1% *			

NET: BETTER	269 24%	254 24%	13 34% *	6 15% *	22 7%	67 25% E	158 38% DEFH	248 24% E	194 32% KQR	190 34% KQR	224 37% R	165 37% UKMNQR	203 34% KQR	194 34% KQR	189 34% KQR	170 36% IKQR	228 28% R	269 24% KQR	- - V	- - V	269 76% V	- - V	182 77% V	72 74% *	76 29% a	61 25% a	42 19% a	42 22% a	43 24% a
NET: WORSE	38 3%	35 3%	2 6% *	- - *	2 1%	2 1%	31 7% EFH	35 3% EF	33 5% R	33 6% KQR	33 4% R	32 7% IKMNQR	31 5% R	30 5% R	35 6% KQR	32 7% IKMNQR	34 4% R	38 3% KQR	- - V	- - V	38 11% V	- - V	23 10% V	12 12% *	12 5% *	6 2% *	8 4% *	5 3% *	7 4% *

Mean	1.00	0.99	1.14 **	1.18 **	1.02 *	1.39 EGH*	0.84	0.99 G	0.91	0.93	0.98 ILOP	0.86	0.97 LOP	0.93 P	0.86	0.86	0.98 LOP	1.00 ILNOP	-	-	1.00	-	1.04	0.90 *	0.93 *	1.09 *	0.85 *	1.13 *	0.97 *
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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 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 Minimum Base: 30(**) Small Base: 100(*)

	Gender										Age					Social grade					Employment status					Region					Urban / Rural				Education		Income			Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	Total		Male		Female		18-24		25-34		35-44		45-54		55-64		65-75		A8		C1		C2		DE		Full-time		Part-time		Self-employed		ANY WORKING		ANY NOT WORKING		North East		North West		Yorkshire and Humber		West Midlands		East Midlands		East of England		South West		South East		Greater London		Wales		Scotland		Urban		Rural		GCSE/Level/12 or equivalent		No formal qualifications		UP to £10,999		£10,999-£20,499		£20,499-£35,999		£35,999-£50,000+		Prefer not to say		Married/ Living as Married		Widowed/ Divorced/ Separated		1		2		3		4+		ANY		NON		Any white background		Ethnic minority																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(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)	(N)	(O)	(P)	(Q)	(R)

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,n,o,p,q,r,s,t,u,v,w,x,y/z Minimum Base: 30(****) Small Base: 100(****)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 16-75

Q7. Which of these, if any, made you want to speak to someone about any problems you were experiencing with gambling? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - POSSEVER)
All those who have EVER had a problem with gambling

	Gender			Age							Social grade							Employment status							Region														Urban / Rural		Education				Income				Marital status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/11/12	A level or equivalent	Degree/Postgraduate	No formal qualifications	UP TO £15,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white minority background	Ethnic respondents								
	(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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)								
Unweighted base	1083	681	388	225	335	225	159	98	41	440	234	187	222	636	160	57	853	230	24	130	71	116	81	85	87	148	209	44	88	970	113	226	197	597	63	197	266	257	320	43	612	381	90	161	256	255	411	544	539	882	196									
Weighted base	1115	715	386	278	324	218	142	105	48	402	255	259	199	642	187	66	895	225	22	128	71	118	78	89	99	161	211	47	92	982	124	302	290	443	80	207	285	279	298	45	607	419	90	168	267	263	417	537	578	919	192									
It was negatively impacting my mental health (e.g., stress, anxiety, depression, anger)	82	63	17	18	33	19	9	3	1	39	17	14	13	54	10	3	67	15	2	11	4	8	4	5	9	12	23	-	4	78	4	14	22	43	4	9	22	19	30	2	50	29	3	8	16	26	32	48	34	70	12									
It was negatively impacting finances (e.g., debt, couldn't afford bills, lack of funds to continue)	78	60	17	18	34	23	5	6	2	34	18	10	17	49	10	4	62	16	1	11	4	8	4	8	6	8	20	2	7	74	4	15	19	38	7	17	18	17	24	3	44	29	5	10	17	23	28	47	31	60	18									
I wanted support with reducing or stopping my gambling behaviour	75	56	17	19	20	21	9	4	2	30	19	9	8	48	11	3	61	13	2	8	3	9	7	2	4	9	23	-	9	71	3	11	14	43	6	11	11	15	36	2	46	21	8	6	9	27	33	53	22	60	14									
A conversation with someone (e.g., family member, friend) about gambling in general	71	55	14	24	19	18	5	4	-	41	16	8	6	52	8	1	61	10	1	7	3	4	2	4	6	8	32	1	4	69	2	11	13	41	6	6	16	15	34	1	43	23	6	11	5	15	41	47	24	53	18									
It was negatively impacting my relationships with those close to me (e.g., family / partner / friends)	68	59	8	9	28	23	6	2	-	30	16	14	7	49	5	5	60	8	2	7	1	6	3	2	4	7	32	2	3	64	3	11	18	36	3	14	15	16	23	-	41	21	5	8	7	22	31	48	20	54	13									
Saw or heard something where someone was speaking about their experience of gambling harm	58	50	7	12	20	18	7	1	-	33	8	12	5	42	7	5	54	4	-	7	2	11	6	-	4	5	23	1	-	57	1	14	10	31	4	6	16	15	22	-	44	13	2	8	7	14	29	39	19	46	13									
I was unable to deal with it alone	58	42	15	19	13	14	8	2	1	21	15	10	11	36	7	4	47	11	3	7	3	3	2	5	6	10	17	-	4	52	5	15	16	22	5	10	15	11	21	1	34	22	2	7	16	10	26	27	30	45	13									
I felt like I was missing out on key occasions (e.g., nights / dinner out, birthdays, Christmas)	58	45	12	12	19	21	6	-	-	41	10	4	3	45	5	1	51	7	-	6	1	9	5	1	6	2	22	1	5	56	2	6	9	40	2	7	11	12	25	2	36	17	5	5	6	12	35	43	14	43	15									
It was negatively impacting my social life (e.g., missing events due to gambling)	57	43	12	16	16	15	7	2	-	26	11	11	9	45	4	3	51	5	2	9	5	3	4	4	3	6	15	3	4	52	5	12	8	35	1	7	10	17	22	*	37	17	3	7	8	18	23	42	15	42	14									
Saw or heard something encouraging people to open up about gambling	57	43	13	7	18	16	10	3	3	30	11	8	7	40	8	3	52	4	-	7	3	7	6	4	4	7	15	-	3	56	1	12	7	35	2	6	13	14	22	1	36	14	7	8	8	17	24	41	16	43	13									
It was negatively affecting someone close to me	56	45	9	13	22	11	9	1	-	26	11	12	7	39	6	3	49	8	2	1	3	9	3	3	8	3	17	3	5	51	5	6	16	30	5	10	5	22	17	1	34	18	4	6	12	12	27	38	19	45	12									
It was negatively impacting my physical health / causing health problems	50	41	7	14	15	15	5	-	-	27	9	11	3	33	6	4	43	7	1	5	1	11	4	3	5	7	11	-	3	48	2	12	4	29	4	6	8	19	17	*	32	16	3	4	7	13	25	32	18	37	13									
It was negatively impacting my work / work situation (e.g., unable to concentrate)	44	36	7	8	19	13	4	-	-	32	6	2	5	34	7	2	43	1	1	4	1	3	4	5	2	4	19	1	1	42	2	6	8	31	-	3	7	11	22	2	32	10	2	3	6	14	21	34	10	34	10									
Other (please specify)	3	3	-	-	1	1	1	-	-	2	-	-	1	2	1	-	3	-	-	-	-	-	1	-	-	1	-	1	-	3	-	1	-	2	-	1	-	-	2	-	3	-	-	1	1	1	2	1	3	-										
Don't know	10	3	7	2	3	4	1	-	-	5	3	1	*	5	3	-	8	3	1	1	-	-	2	1	1	-	-	1	3	8	2	1	5	3	1	4	3	2	1	-	3	6	1	-	2	3	5	6	4	10	-									
Prefer not to say	7	5	2	4	2	-	-	-	1	3	2	2	-	4	-	-	4	3	-	2	1	-	2	-	-	1	2	-	-	7	1	2	3	2	-	1	2	3	2	-	4	1	2	-	2	3	2	6	6	2										
NET: ANY	335	249	79	97	109	77	30	17	5	155	70	62	47	215	56	19	289	45	6	44	13	36	19	17	26	44	98	5	27	317	18	67	82	166	20	52	74	83	116	10	189	114	22	38	62	86	149	216	119	257	77									
NET: SEEN/HEARD ANYTHING	102	81	20	20	32	30	13	4	3	56	17	18	11	74	14	6	94	8	-	13	4	16	12	4	8	11	31	1	3	100	2	23	16	57	6	9	26	27	39	1	71	23	8	12	15	29	46	72	30	79	23									
NET: IMPACTING HEALTH	116	92	22	28	46	29	10	3	1	57	24	22	14	79	13	5	97	19	2	14	4	17	7	8	12	17	29	-	7	111	5	23	25	62	6	13	28	33	39	3	72	41	4	11	21	37	47	70	46	94	22									

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Column headers (252): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column headers (252): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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Stigma 2 polling
GB adults aged 18-75

Q8. To what extent, if at all, do you agree or disagree that before you FIRST spoke to someone any problems you were experiencing with gambling were significantly impacting you?

All those who have ever spoken to someone about gambling problems

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
	Total (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)			
Unweighted base	351	330	18	8	33	65	224	322	258	255	294	230	267	262	260	244	302	351	-	-	351	-	233	99	99	72	60	55	60			
Weighted base	352	334	16	8	30	76	220	325	256	253	296	225	268	260	259	235	300	352	-	-	352	-	236	97	99	77	60	54	57			
Strongly agree (2)	86 24%	82 25%	4 25%	- **	3 10%	13 25%	66 30%	82 E	72 R	77 KQR	80 R	69 30%	78 29%	73 R	73 28%	72 31%	81 27%	86 24%	-	-	86 24%	-	57 24%	28 29%	26 26%	20 26%	8 14%	17 31%	14 24%			
Tend to agree (1)	130 37%	123 37%	6 39%	4 44%	11 38%	24 32%	84 38%	119 37%	100 39%	94 37%	109 37%	85 38%	98 36%	100 38%	97 37%	85 36%	109 36%	130 37%	-	-	130 37%	-	79 34%	42 44%	41 41%	27 35%	22 36%	20 38%	18 32%			
Neither agree nor disagree (0)	76 22%	72 21%	3 20%	4 47%	6 21%	23 31%	38 17%	68 21%	46 18%	46 18%	62 21%	38 17%	52 19%	51 20%	49 19%	42 18%	61 20%	76 22%	-	-	76 22%	-	56 24%	17 17%	17 22%	17 22%	15 26%	9 17%	16 28%			
Tend to disagree (-1)	34 10%	32 10%	1 7%	1 9%	5 17%	4 6%	22 10%	31 10%	20 8%	21 8%	26 9%	22 10%	23 9%	23 9%	26 10%	23 10%	28 9%	34 10%	-	-	34 10%	-	26 11%	5 6%	10 10%	5 7%	9 15%	7 13%	2 3%			
Strongly disagree (-2)	19 6%	18 5%	1 9%	- **	1 4%	8 11%	9 4%	18 6%	15 6%	12 5%	14 5%	9 4%	13 5%	10 4%	11 4%	11 5%	15 5%	19 6%	-	-	19 6%	-	15 6%	2 3%	5 5%	6 7%	3 5%	1 1%	5 9%			
Don't know	7 2%	7 2%	- **	- **	3 GH*	2 3%	2 1%	7 G	4 P	3 1%	5 P	3 1%	4 P	3 1%	3 1%	2 1%	5 NOP	7 JNOP	-	-	7 2%	-	3 X	2 2%	1 1%	2 2%	2 4%	- *	3 4%			
NET: AGREE	216 61%	205 61%	10 64%	4 44%	14 48%	37 49%	149 68%	201 62%	171 67%	171 68%	189 64%	154 68%	175 65%	173 67%	170 66%	157 67%	190 63%	216 61%	-	-	216 61%	-	136 58%	71 73%	67 67%	47 62%	30 50%	37 69%	32 56%			
NET: DISAGREE	53 15%	50 15%	2 16%	1 9%	6 21%	12 16%	30 14%	49 15%	35 14%	33 13%	40 14%	31 14%	37 14%	33 13%	37 14%	34 14%	43 14%	53 15%	-	-	53 15%	-	40 17%	8 8%	15 14%	11 14%	12 20%	8 14%	6 11%			
Mean	0.66	0.67	0.65 **	0.35 **	0.36 **	0.41 *	0.81 FH	0.68 F	0.76 R	0.81 QR	0.74 R	0.82 QR	0.77 R	0.79 R	0.76 R	0.79 R	0.72 R	0.66	-	-	0.66	-	0.59	0.93 W*	0.73 *	0.68 *	0.41 *	0.84 a*	0.63 *			

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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 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 Minimum Base: 30(**) Small Base: 100(*)

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Stigma 2 polling

GB adults aged 18-75

GB. To what extent, if at all, do you agree or disagree that before you FIRST spoke to someone any problems you were experiencing with gambling were significantly impacting you? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGSEVER)

All those who have EVER had a problem with gambling

	Gender			Age							Social grade				Employment status							Region												Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North	East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/IB/VQ	A Level or equivalent	Degree/Postgraduate	No formal qualification	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Cohabiting	Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents		
Unweighted base	1083	681	388	225	335	225	159	98	41	440	234	187	222	636	160	57	853	230	24	130	71	116	81	85	87	148	209	44	88	970	113	226	197	597	63	197	266	257	320	43	612	381	90	161	256	255	411	544	539	882	196				
Weighted base	1115	715	386	278	324	218	142	105	48	402	255	259	199	642	187	66	895	225	22	128	71	118	78	89	99	161	211	47	92	982	124	302	290	443	80	207	285	279	298	45	607	419	90	168	267	263	417	537	578	919	192				
Strongly agree (2)	86 8%	70 10%	16 4%	22 8%	29 9%	26 12%	9 6%	- -	- -	60 15%	9 4%	9 3%	8 4%	67 10%	7 4%	7 11%	81 9%	5 2%	1 6%	8 6%	1 2%	12 10%	6 7%	3 3%	8 8%	7 4%	33 16%	3 6%	5 5%	81 4%	5 4%	13 5%	14 13%	57 2%	2 2%	7 3%	10 4%	20 7%	48 16%	1 3%	55 9%	26 6%	5 5%	3 1%	13 10%	28 10%	42 13%	68 3%	68 7%	18 9%	18 9%				
Tend to agree (1)	130 12%	100 14%	29 8%	33 12%	39 13%	31 14%	14 10%	9 8%	4 3%	53 13%	25 10%	30 12%	20 10%	79 10%	25 19%	9 14%	113 13%	16 7%	3 15%	5 12%	13 6%	9 10%	4 4%	8 8%	20 12%	37 18%	2 3%	2 15%	14 13%	5 24%	33 63%	63 10%	10 13%	23 11%	31 11%	31 11%	44 15%	1 1%	78 13%	41 10%	10 11%	18 11%	28 10%	34 12%	50 16%	84 8%	46 13%	103 27%	27 14%						
Neither agree nor disagree (0)	76 7%	53 7%	19 5%	31 11%	20 6%	14 6%	6 4%	3 4%	2 3%	27 7%	20 8%	9 8%	50 4%	50 8%	11 6%	1 1%	62 7%	14 6%	1 3%	15 12%	5 8%	7 6%	4 5%	3 3%	3 8%	13 10%	20 2%	1 4%	4 5%	70 7%	6 5%	22 7%	16 6%	32 7%	6 7%	11 7%	19 5%	27 7%	17 6%	2 4%	42 7%	26 6%	8 6%	12 7%	15 4%	11 4%	38 9%	39 7%	37 6%	51 6%	25 13%	25 14%			
Tend to disagree (-1)	34 3%	21 3%	11 3%	9 3%	16 5%	5 2%	- -	4 4%	- -	12 3%	10 4%	5 2%	7 3%	15 2%	7 4%	2 3%	24 3%	10 4%	1 3%	8 6%	1 1%	3 2%	2 5%	4 5%	5 2%	3 3%	6 3%	- -	3 3%	32 2%	2 3%	9 5%	14 2%	8 4%	3 4%	6 2%	11 4%	5 2%	5 2%	6 13%	17 3%	16 4%	1 1%	3 2%	4 4%	10 4%	17 4%	18 3%	16 3%	27 3%	7 4%				
Strongly disagree (-2)	19 2%	12 2%	6 2%	6 2%	8 2%	2 1%	2 1%	- -	- -	9 2%	7 3%	1 *	2 1%	10 3%	6 3%	- -	10 2%	4 2%	1 1%	1 1%	1 1%	5 1%	2 1%	1 1%	5 2%	2 1%	3 1%	1 2%	1 1%	17 2%	2 1%	3 1%	7 3%	9 2%	- -	7 3%	4 1%	5 2%	4 1%	- -	8 1%	11 3%	- -	3 2%	4 3%	7 3%	6 1%	13 2%	7 1%	17 3%	3 1%				
Don't know	7 1%	1 *	6 2%	1 1%	3 1%	2 1%	1 1%	- -	- -	2 *	5 2%	- -	1 *	3 *	2 1%	- -	5 1%	2 1%	- -	- -	- -	- -	- -	2 3%	- -	- -	- -	1 *	- -	4 4%	7 1%	- -	- -	6 2%	2 *	- -	3 1%	2 1%	1 *	- -	3 1%	3 1%	1 1%	1 1%	- -	2 1%	5 1%	3 1%	4 1%	7 1%	- -				
NET: AGREE	216 19%	170 24%	45 12%	55 21%	68 21%	58 26%	23 16%	9 8%	4 8%	113 28%	34 13%	39 15%	29 14%	146 23%	32 17%	16 25%	194 22%	21 10%	5 22%	23 18%	6 8%	24 21%	15 19%	6 7%	16 16%	26 16%	71 33%	4 9%	19 20%	205 21%	10 8%	37 12%	120 27%	12 15%	30 14%	42 15%	50 18%	92 31%	2 4%	133 22%	67 16%	15 17%	21 12%	40 15%	62 24%	92 22%	152 28%	64 11%	171 19%	45 23%					
NET: DISAGREE	53 5%	33 5%	17 4%	15 5%	24 7%	7 3%	2 1%	5 5%	- -	21 5%	17 7%	6 3%	9 4%	25 4%	14 7%	2 3%	40 4%	13 6%	2 10%	9 7%	2 3%	4 4%	2 3%	7 10%	7 7%	5 3%	9 4%	1 2%	3 3%	49 5%	5 4%	12 4%	21 7%	17 4%	3 4%	13 6%	15 5%	10 3%	10 3%	6 13%	25 4%	27 6%	1 1%	7 4%	16 3%	22 5%	30 6%	23 4%	44 5%	10 5%					
Mean	0.66 C	0.76 *	0.46 *	0.55 *	0.58	0.94 DE*	0.90 **	0.11 **	0.67 **	0.89 K	0.26 *	0.82 *	0.57 *	0.81 DE	0.35 *	1.13 **	0.74 DE	0.19 *	0.36 **	0.46 **	0.28 **	0.85 *	0.84 **	-0.28 **	0.56 **	0.58 *	0.93 **	0.93 **	0.76 **	0.68	0.42 **	0.48 *	0.38 *	0.90 fg	0.50 **	0.30 *	0.43 *	0.64 *	1.06 jl	-0.24 p	0.77 *	0.46 *	0.78 **	0.34 **	0.65 *	0.75 *	0.70 w	0.80 w	0.42	0.67 *	0.83 *				

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Columns Properties (21%): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (**)

Columns Means (2%): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q8. To what extent, if at all, do you agree or disagree that before you FIRST spoke to someone any problems you were experiencing with gambling were significantly impacting you? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGSIEVER)

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total (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)		
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	86	82	4	-	3	13	66	82	72	77	80	69	78	73	73	72	81	86	-	-	86	-	57	28	26	20	8	17	14		
	8%	8%	10% *	- *	1%	5% E	16% DEFH	8% EF	12% R	14% IKQR	10% R	15% IKMNQR	13% KQR	13% KQR	15% IKMNQR	10% R	8%	-	-	24% V	-	24% *	29% a	10% a	8%	4%	9%	8%			
Tend to agree (1)	130	123	6	4	11	24	84	119	100	94	109	85	98	100	97	85	109	130	-	-	130	-	79	42	41	27	22	20	18		
	12%	11%	16% *	9% *	3%	9% E	20% EFH	12% E	16% KQR	17% KQR	14% R	19% IKMQR	16% KQR	17% KQR	18% KQR	18% KQR	14% R	12%	-	-	37% V	-	34% *	44% *	16% *	11% *	10% *	11% *	10% *		
Neither agree nor disagree (0)	76	72	3	4	6	23	38	68	46	46	62	38	52	51	49	42	61	76	-	-	76	-	56	17	17	17	15	9	16		
	7%	7%	8% *	10% E*	2%	9% E	9% EH	7% E	8% *	8% *	8% *	9% *	9% R	9% R	9% R	9% R	8% *	7%	-	-	22% V	-	24% *	17% *	6% *	7% *	7% *	5% *	9% *		
Tend to disagree (-1)	34	32	1	1	5	4	22	31	20	21	26	22	23	23	26	23	28	34	-	-	34	-	26	5	10	5	9	7	2		
	3%	3%	3% *	2% *	1%	2% EFH	5% EFH	3% E	3% *	4% *	3% *	5% IKR	4% *	4% *	5% IKR	5% IKR	4% *	3% *	-	-	10% V	-	11% *	6% *	4% *	2% *	4% *	4% *	1% *		
Strongly disagree (-2)	19	18	1	-	1	8	9	18	15	12	14	9	13	10	11	11	15	19	-	-	19	-	15	2	5	6	3	1	5		
	2%	2%	4% *	- *	* *	3% E	2% *	2% E	2% *	2% *	2% *	2% *	2% *	2% *	2% *	2% *	2% *	2% *	-	-	6% V	-	6% *	3% *	2% *	2% *	1% *	* *	3% *		
Don't know	7	7	-	-	3	2	2	7	4	3	5	3	4	3	3	2	5	7	-	-	7	-	3	2	1	2	2	-	3		
	1%	1%	- *	- *	1%	1% *	* *	1% *	1% *	* *	1% *	1% *	1% *	1% *	* *	* *	1% *	1% *	- *	- *	2% V	- *	1% *	2% *	* *	1% *	1% *	- *	1% *		
NET: AGREE	216 19%	205 19%	10 27% *	4 9% *	14 4% *	37 14% E	149 36% DEFH	201 20% EF	171 28% KQR	171 31% KQR	189 24% R	154 35% UKMNQQR	175 29% KQR	173 30% KQR	170 31% IKQR	157 33% IKMNQR	190 24% R	216 19% *	- * *	- * *	216 61% V	- * *	136 58% *	71 73% W*	67 26% a	47 19% *	30 13% *	37 19% *	32 18% *		
NET: DISAGREE	53 5%	50 5%	2 6% *	1 2% *	6 2% *	12 5% *	30 7% EH	49 5% E	35 6% *	33 6% *	40 5% *	31 7% KR	37 6% *	33 6% *	37 7% R	34 7% KQR	43 5% *	53 5% *	- * *	- * *	53 15% V	- * *	40 17% X	8 8% *	15 6% *	11 4% *	12 5% *	8 4% *	6 4% *		
Mean	0.66	0.67	0.65 **	0.35 **	0.36 **	0.41 *	0.81 FH	0.68 F	0.76 R	0.81 QR	0.74 R	0.82 QR	0.77 R	0.79 R	0.76 R	0.79 R	0.72 R	0.66	-	-	0.66	-	0.59	0.93 W*	0.73 *	0.68 *	0.41 *	0.84 a*	0.63 *		

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.

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 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 Minimum Base: 30(**) Small Base: 100(*)

	Gender			Age					Social grade				Employment status					Region				Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HW (17 or under)				ETHNICITY								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D6	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	Greater London	Wales	Scotland	Urban	Rural	GCS/EQ Level/PMQ	A Level or equivalent	Degree/Postgraduate	No formal qualifications	UP TO £19,999	£20,000 - £24,999	£25,000 - £34,999	£35,000 - £49,999	£50,000+	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White British	Ethnic minority	
Unweighted base	(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)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)
Unweighted base	690	406	279	127	200	130	118	80	35	246	152	129	163	378	103	139	520	170	14	79	53	77	53	63	61	99	101	36	54	60	89	167	125	354	44	132	391	161	176	30	374	256	60	119	189	153	229	289	401	582	105	
Weighted base	716	430	282	156	200	130	106	82	43	229	166	178	144	391	121	43	556	160	13	76	53	78	52	67	67	107	106	40	56	621	96	221	182	267	56	139	201	178	167	31	383	275	58	117	187	164	238	292	424	612	102	
I felt able to deal with it by myself	175	119	56	29	48	41	29	19	10	57	44	37	37	94	37	12	143	32	4	23	14	18	15	11	16	22	31	11	12	143	32	45	44	73	12	25	47	55	41	7	90	70	15	32	40	54	75	100	146	28		
	24%	28%	20%	29%	24%	31%	27%	23%	24%	25%	26%	23%	26%	24%	30%	28%	26%	20%	30%	30%	36%	26%	23%	26%	24%	20%	29%	28%	21%	23%	34%	20%	24%	28%	22%	18%	24%	13%	25%	22%	23%	26%	20%	15%	32%	24%	24%	24%	28%			
Feeling ashamed / guilty	119	72	46	35	32	23	19	8	1	35	28	37	20	71	19	6	96	22	2	10	8	8	13	7	7	14	21	13	16	111	8	40	24	47	7	30	25	33	23	8	55	55	9	18	28	26	47	54	64	93		
	17%	17%	16%	22%	16%	18%	18%	9%	3%	15%	17%	21%	14%	18%	15%	15%	17%	14%	12%	13%	16%	11%	25%	10%	11%	13%	24%	10%	12%	148%	18%	18%	13%	18%	13%	22%	12%	19%	13%	25%	14%	16%	14%	20%	19%	15%	15%	25%	15%			
Worried others would judge me	95	53	41	20	29	21	18	6	2	23	34	16	22	53	20	4	77	59	-	9	5	10	8	8	7	14	17	8	84	11	24	22	43	6	19	24	29	23	1	49	36	10	18	21	25	32	38	57	77	18		
	13%	12%	15%	13%	15%	16%	17%	8%	4%	10%	21%	9%	15%	13%	16%	10%	14%	12%	-	12%	9%	13%	15%	13%	10%	14%	16%	21%	8	14%	14%	11%	11%	12%	17%	12%	16%	13%	4%	13%	13%	18%	15%	11%	15%	13%	13%	13%	18%	13%		
Don't want people to know about my gambling	86	47	39	20	26	16	18	5	-	28	24	17	17	49	16	5	71	56	1	9	8	9																														

Column Means (S%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(**) Small Base: 200(**)

All those who have NEVER spoken to someone about gambling problems:

		GAMBLING IN LAST 12 MONTHS																PGSI SCORE (last 12 months)																PGSI EVER																SPOKEN ABOUT PROBLEM				LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quantiles)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
		ANY PAST 12 MONTHS				Low level of problems (PGSI 0-3)				Moderate level of problems (PGSI 4-7)				Any level of problems (PGSI 8-11)				More than could afford (12-17)				Larger amounts				Try to win money lost				Borrowed / sold				Felt a problem				Mental health				Told had a problem				Financial problems				Felt guilty				ANY PROBLEM EVER				NO PROBLEM				NEVER GAMBLLED				YES				NO				LESS THAN 12 MONTHS		MORE THAN 12 MONTHS		Lower		Middle		Higher																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		Total	(A)	(B)	(C)	No problems (PGSI 0)	Problems (PGSI 1-3)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)	(BA)	(BB)	(BC)	(BD)	(BE)	(BF)	(BG)	(BH)	(BI)	(BJ)	(BK)	(BL)	(BM)	(BN)	(BO)	(BP)	(BQ)	(BR)	(BS)	(BT)	(BU)	(BV)	(BW)	(BX)	(BY)	(BZ)	(CA)	(CB)	(CC)	(CD)	(CE)	(CF)	(CG)	(CH)	(CI)	(CJ)	(CK)	(CL)	(CM)	(CN)	(CO)	(CP)	(CQ)	(CR)	(CS)	(CT)	(CU)	(CV)	(CW)	(CX)	(CY)	(CZ)	(DA)	(DB)	(DC)	(DD)	(DE)	(DF)	(DG)	(DH)	(DI)	(DJ)	(DK)	(DL)	(DM)	(DN)	(DO)	(DP)	(DQ)	(DR)	(DS)	(DT)	(DU)	(DV)	(DW)	(DX)	(DY)	(DZ)	(EA)	(EB)	(EC)	(ED)	(EE)	(EF)	(EG)	(EH)	(EI)	(EJ)	(EK)	(EL)	(EM)	(EN)	(EO)	(EP)	(EQ)	(ER)	(ES)	(ET)	(EU)	(EV)	(EW)	(EX)	(EY)	(EZ)	(FA)	(FB)	(FC)	(FD)	(FE)	(FF)	(FG)	(FH)	(FI)	(FJ)	(FK)	(FL)	(FM)	(FN)	(FO)	(FP)	(FQ)	(FR)	(FS)	(FT)	(FU)	(FV)	(FW)	(FX)	(FY)	(FZ)	(GA)	(GB)	(GC)	(GD)	(GE)	(GF)	(GG)	(GH)	(GI)	(GJ)	(GK)	(GL)	(GM)	(GN)	(GO)	(GP)	(GQ)	(GR)	(GS)	(GT)	(GU)	(GV)	(GW)	(GX)	(GY)	(GZ)	(HA)	(HB)	(HC)	(HD)	(HE)	(HF)	(HG)	(HH)	(HI)	(HJ)	(HK)	(HL)	(HM)	(HN)	(HO)	(HP)	(HQ)	(HR)	(HS)	(HT)	(HU)	(HV)	(HW)	(HX)	(HY)	(HZ)	(IA)	(IB)	(IC)	(ID)	(IE)	(IF)	(IG)	(IH)	(II)	(IJ)	(IK)	(IL)	(IM)	(IN)	(IO)	(IP)	(IQ)	(IR)	(IS)	(IT)	(IU)	(IV)	(IW)	(IX)	(IY)	(IZ)	(JA)	(JB)	(JC)	(JD)	(JE)	(JF)	(JG)	(JH)	(JI)	(JJ)	(JK)	(JL)	(JM)	(JN)	(JO)	(JP)	(JQ)	(JR)	(JS)	(JT)	(JU)	(JV)	(JW)	(JX)	(JY)	(JZ)	(KA)	(KB)	(KC)	(KD)	(KE)	(KF)	(KG)	(KH)	(KI)	(KJ)	(KK)	(KL)	(KM)	(KN)	(KO)	(KP)	(KQ)	(KR)	(KS)	(KT)	(KU)	(KV)	(KW)	(KX)	(KY)	(KZ)	(LA)	(LB)	(LC)	(LD)	(LE)	(LF)	(LG)	(LH)	(LI)	(LJ)	(LK)	(LM)	(LN)	(LO)	(LP)	(LQ)	(LR)	(LS)	(LT)	(LU)	(LV)	(LW)	(LX)	(LY)	(LZ)	(MA)	(MB)	(MC)	(MD)	(ME)	(MF)	(MG)	(MH)	(MI)	(MJ)	(MK)	(ML)	(MN)	(MO)	(MP)	(MQ)	(MR)	(MS)	(MT)	(MU)	(MV)	(MW)	(MX)	(MY)	(MZ)	(NA)	(NB)	(NC)	(ND)	(NE)	(NF)	(NG)	(NH)	(NI)	(NJ)	(NK)	(NL)	(NM)	(NO)	(NP)	(NQ)	(NR)	(NS)	(NT)	(NU)	(NV)	(NW)	(NX)	(NY)	(NZ)	(OA)	(OB)	(OC)	(OD)	(OE)	(OF)	(OG)	(OH)	(OI)	(OJ)	(OK)	(OL)	(OM)	(ON)	(OO)	(OP)	(OQ)	(OR)	(OS)	(OT)	(OU)	(OV)	(OW)	(OX)	(OY)	(OZ)	(PA)	(PB)	(PC)	(PD)	(PE)	(PF)	(PG)	(PH)	(PI)	(PJ)	(PK)	(PL)	(PM)	(PN)	(PO)	(PP)	(PQ)	(PR)	(PS)	(PT)	(PU)	(PV)	(PW)	(PX)	(PY)	(PZ)	(QA)	(QB)	(QC)	(QD)	(QE)	(QF)	(QG)	(QH)	(QI)	(QJ)	(QK)	(QL)	(QM)	(QN)	(QO)	(QP)	(QQ)	(QR)	(QS)	(QT)	(QU)	(QV)	(QW)	(QX)	(QY)	(QZ)	(RA)	(RB)	(RC)	(RD)	(RE)	(RF)	(RG)	(RH)	(RI)	(RJ)	(RK)	(RL)	(RM)	(RN)	(RO)	(RP)	(RQ)	(RR)	(RS)	(RT)	(RU)	(RV)	(RW)	(RX)	(RY)	(RZ)	(SA)	(SB)	(SC)	(SD)	(SE)	(SF)	(SG)	(SH)	(SI)	(SJ)	(SK)	(SL)	(SM)	(SN)	(SO)	(SP)	(SQ)	(SR)	(SS)	(ST)	(SU)	(SV)	(SW)	(SX)	(SY)	(SZ)	(TA)	(TB)	(TC)	(TD)	(TE)	(TF)	(TG)	(TH)	(TI)	(TJ)	(TK)	(TL)	(TM)	(TN)	(TO)	(TP)	(TQ)	(TR)	(TS)	(TU)	(TV)	(TW)	(TX)	(TY)	(TZ)	(UA)	(UB)	(UC)	(UD)	(UE)	(UF)	(UG)	(UH)	(UI)	(UJ)	(UK)	(UL)	(UM)	(UN)	(UO)	(UP)	(UQ)	(UR)	(US)	(UT)	(UU)	(UV)	(UW)	(UX)	(UY)	(UZ)	(VA)	(VB)	(VC)	(VD)	(VE)	(VF)	(VG)	(VH)	(VI)	(VJ)	(VK)	(VL)	(VM)	(VN)	(VO)	(VP)	(VQ)	(VR)	(VS)	(VT)	(VU)	(VV)	(VW)	(VX)	(VY)	(VZ)	(WA)

[illegible]

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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-74

Q9. Which, if any, of the following are reasons why you have not spoken to anyone about any problems you were or are experiencing from gambling? (FILTERED ON EVER HAD A PROBLEM FROM GAMBLING - PGSSIEVER)

All those who have EVER had a problem with gambling

		GAMBLING IN THE PAST 12 MONTHS																		PGSI SCORE (last 12 months)										PGSI EVER										SPOKEN ABOUT PROBLEM										LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE										Indices of Multiple Deprivation (quantiles)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
		ANY PAST 12 MONTHS						PGSI 1-3						PGSI 4-7						PGSI 8-11						PGSI 12-16						PGSI 17-20						PGSI 21-25						PGSI 26-30						PGSI 31-35						PGSI 36-40						PGSI 41-45						PGSI 46-50						PGSI 51-55						PGSI 56-60						PGSI 61-65						PGSI 66-70						PGSI 71-75						PGSI 76-80						PGSI 81-85						PGSI 86-90						PGSI 91-95						PGSI 96-100						PGSI 101-105						PGSI 106-110						PGSI 111-115						PGSI 116-120						PGSI 121-125						PGSI 126-130						PGSI 131-135						PGSI 136-140						PGSI 141-145						PGSI 146-150						PGSI 151-155						PGSI 156-160						PGSI 161-165						PGSI 166-170						PGSI 171-175						PGSI 176-180						PGSI 181-185						PGSI 186-190						PGSI 191-195						PGSI 196-200						PGSI 201-205						PGSI 206-210						PGSI 211-215						PGSI 216-220						PGSI 221-225						PGSI 226-230						PGSI 231-235						PGSI 236-240						PGSI 241-245						PGSI 246-250						PGSI 251-255						PGSI 256-260						PGSI 261-265						PGSI 266-270						PGSI 271-275						PGSI 276-280						PGSI 281-285						PGSI 286-290						PGSI 291-295						PGSI 296-300						PGSI 301-305						PGSI 306-310						PGSI 311-315						PGSI 316-320						PGSI 321-325						PGSI 326-330						PGSI 331-335						PGSI 336-340						PGSI 341-345						PGSI 346-350						PGSI 351-355						PGSI 356-360						PGSI 361-365						PGSI 366-370						PGSI 371-375						PGSI 376-380						PGSI 381-385						PGSI 386-390						PGSI 391-395						PGSI 396-400						PGSI 401-405						PGSI 406-410						PGSI 411-415						PGSI 416-420						PGSI 421-425						PGSI 426-430						PGSI 431-435						PGSI 436-440						PGSI 441-445						PGSI 446-450						PGSI 451-455						PGSI 456-460						PGSI 461-465						PGSI 466-470						PGSI 471-475						PGSI 476-480						PGSI 481-485						PGSI 486-490						PGSI 491-495						PGSI 496-500						PGSI 501-505						PGSI 506-510						PGSI 511-515						PGSI 516-520						PGSI 521-525						PGSI 526-530						PGSI 531-535						PGSI 536-540						PGSI 541-545						PGSI 546-550						PGSI 551-555						PGSI 556-560						PGSI 561-565						PGSI 566-570						PGSI 571-575						PGSI 576-580						PGSI 581-585						PGSI 586-590						PGSI 591-595						PGSI 596-600						PGSI 601-605						PGSI 606-610						PGSI 611-615						PGSI 616-620						PGSI 621-625						PGSI 626-630						PGSI 631-635						PGSI 636-640						PGSI 641-645						PGSI 646-650						PGSI 651-655						PGSI 656-660						PGSI 661-665						PGSI 666-670						PGSI 671-675						PGSI 676-680						PGSI 681-685						PGSI 686-690						PGSI 691-695						PGSI 696-700						PGSI 701-705						PGSI 706-710						PGSI 711-715						PGSI 716-720						PGSI 721-725						PGSI 726-730						PGSI 731-735						PGSI 736-740						PGSI 741-745						PGSI 746-750						PGSI 751-755						PGSI 756-760						PGSI 761-765						PGSI 766-770						PGSI 771-775						PGSI 776-780						PGSI 781-785						PGSI 786-790						PGSI 791-795						PGSI 796-800						PGSI 801-805						PGSI 806-810						PGSI 811-815						PGSI 816-820						PGSI 821-825						PGSI 826-830						PGSI 831-835						PGSI 836-840						PGSI 841-845						PGSI 846-850						PGSI 851-855						PGSI 856-860						PGSI 861-865						PGSI 866-870						PGSI 871-875						PGSI 876-880						PGSI 881-885						PGSI 886-890						PGSI 891-895						PGSI 896-900						PGSI 901-905						PGSI 906-910						PGSI 911-915						PGSI 916-920						PGSI 921-925						PGSI 926-930						PGSI 931-935						PGSI 936-940						PGSI 941-945						PGSI 946-950						PGSI 951-955						PGSI 956-960						PGSI 961-965						PGSI 966-970						PGSI 971-975						PGSI 976-980						PGSI 981-985						PGSI 986-990						PGSI 991-995						PGSI 996-1000						PGSI 1001-1005						PGSI 1006-1010						PGSI 1011-1015						PGSI 1016-1020						PGSI 1021-1025						PGSI 1026-1030						PGSI 1031-1035						PGSI 1036-1040						PGSI 1041-1045						PGSI 1046-1050						PGSI 1051-1055						PGSI 1056-1060						PGSI 1061-1065						PGSI 1066-1070						PGSI 1071-1075						PGSI 1076-1080						PGSI 1081-1085						PGSI 1086-1090						PGSI 1091-1095					

[illegible]

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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 Minimum Base: 20(**) 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 Minimum Base: 30(**) Small Base: 300(*)

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Stigma 2 polling
GB adults aged 18-75

Q10. Which of these, if any, prompt you to gamble? (GAMBLED LAST 12 MONTHS)

All those who have gambled in last 12 months

NET: ANY	1777 65%	1777 65%	-	875 51%	274 23%	237 88%	391 94%	502 90%	544 91%	501 91%	684 93%	402 93%	532 91%	507 91%	502 92%	926 90%	699 87%	929 78%	59 27%	372 84%	224 98%	85 85%	401 65%	390 63%	353 62%	312 61%	306 60%	
						DE	DEFH	DE	RST		HMARGST	DE	RST	DE	KMARGST	KRST	RST	ST	ST	ST	ST							
NET: More time/money than usual	577 21%	577 21%	-	156 9%	118 35%	100 37%	202 44%	420 61%	273 48%	240 44%	334 48%	205 47%	262 45%	283 46%	249 46%	484 44%	426 40%	102 5%	468 39%	138 47%	138 48%	11 23%	153 21%	268 119	107 126	42 119	134 94	126 101
						DE	DEFH	DE	RST		HMARGST	DE	RST	DE	KMARGST	KRST	RST	ST	ST	ST	ST							
NET: Environment	1163 42%	1163 42%	-	532 31%	180 53%	156 58%	296 71%	432 61%	631 63%	637 67%	656 65%	706 66%	678 67%	637 67%	696 69%	706 65%	616 61%	344 34%	8 71%	576 57%	766 62%	43%	42%	43%	42%	43%	42%	41%
						DE	DEFH	DE	RST		HMARGST	DE	RST	DE	KMARGST	KRST	RST	ST	ST	ST	ST							

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ColumnMeans (5%): A,B/C,D/E,F/G,H,I/J/K/L,M/N/Q/P/Q/R/S/T,U/V,W/X,Y/Z/a/b/c Minimum Base: 30(**) Small Base: 100(**)

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Stigma 2 polling

Q11. Which of the following, if any, have you ever done after seeing advertisements about gambling companies, brands or products (e.g., on TV, online, social media, notifications from apps, sports sponsorships)? (GAMBLED LAST 12 MONTHS)

All those who have gambled in last 12 months

	Demographics																			Regional										Socioeconomic										Health & Well-being										Ethnicity																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
	Gender					Age					Social grade					Employment status					Region					Urban / Rural					Education					Income					Mental Status					Household Size					Prevalence of children HH (17 or under)		Ethnicity																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D6	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire & the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/12 or below	A level or equivalent	Degree/Masters/PhD	No formal qualifications	UP to £9,299	£9,300-£14,999	£15,000-£24,999	£25,000+	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any background	Minority ethnicity																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
(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)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)	(BA)	(BB)	(BC)	(BD)	(BE)	(BF)	(BG)	(BH)	(BI)	(BJ)	(BK)	(BL)	(BM)	(BN)	(BO)	(BP)	(BQ)	(BR)	(BS)	(BT)	(BU)	(BV)	(BW)	(BX)	(BY)	(BZ)	(CA)	(CB)	(CC)	(CD)	(CE)	(CF)	(CG)	(CH)	(CI)	(CJ)	(CK)	(CL)	(CM)	(CN)	(CO)	(CP)	(CQ)	(CR)	(CS)	(CT)	(CU)	(CV)	(CW)	(CX)	(CY)	(CZ)	(DA)	(DB)	(DC)	(DD)	(DE)	(DF)	(DG)	(DH)	(DI)	(DJ)	(DK)	(DL)	(DM)	(DN)	(DO)	(DP)	(DQ)	(DR)	(DS)	(DT)	(DU)	(DV)	(DW)	(DX)	(DY)	(DZ)	(EA)	(EB)	(EC)	(ED)	(EE)	(EF)	(EG)	(EH)	(EI)	(EJ)	(EK)	(EL)	(EM)	(EN)	(EO)	(EP)	(EQ)	(ER)	(ES)	(ET)	(EU)	(EV)	(EW)	(EX)	(EY)	(EZ)	(FA)	(FB)	(FC)	(FD)	(FE)	(FF)	(FG)	(FH)	(FI)	(FJ)	(FK)	(FL)	(FM)	(FN)	(FO)	(FP)	(FQ)	(FR)	(FS)	(FT)	(FU)	(FV)	(FW)	(FX)	(FY)	(FZ)	(GA)	(GB)	(GC)	(GD)	(GE)	(GF)	(GG)	(GH)	(GI)	(GJ)	(GK)	(GL)	(GM)	(GN)	(GO)	(GP)	(GQ)	(GR)	(GS)	(GT)	(GU)	(GV)	(GW)	(GX)	(GY)	(GZ)	(HA)	(HB)	(HC)	(HD)	(HE)	(HF)	(HG)	(HH)	(HI)	(HJ)	(HK)	(HL)	(HM)	(HN)	(HO)	(HP)	(HQ)	(HR)	(HS)	(HT)	(HU)	(HV)	(HW)	(HX)	(HY)	(HZ)	(IA)	(IB)	(IC)	(ID)	(IE)	(IF)	(IG)	(IH)	(II)	(IJ)	(IK)	(IL)	(IM)	(IN)	(IO)	(IP)	(IQ)	(IR)	(IS)	(IT)	(IU)	(IV)	(IW)	(IX)	(IY)	(IZ)	(JA)	(JB)	(JC)	(JD)	(JE)	(JF)	(JG)	(JH)	(JI)	(JJ)	(JK)	(JL)	(JM)	(JN)	(JO)	(JP)	(JQ)	(JR)	(JS)	(JT)	(JU)	(JV)	(JW)	(JX)	(JY)	(JZ)	(KA)	(KB)	(KC)	(KD)	(KE)	(KF)	(KG)	(KH)	(KI)	(KL)	(KM)	(KN)	(KO)	(KP)	(KQ)	(KR)	(KS)	(KT)	(KU)	(KV)	(KW)	(KX)	(KY)	(KZ)	(LA)	(LB)	(LC)	(LD)	(LE)	(LF)	(LG)	(LH)	(LI)	(LJ)	(LK)	(LL)	(LM)	(LN)	(LO)	(LP)	(LQ)	(LR)	(LS)	(LT)	(LU)	(LV)	(LW)	(LX)	(LY)	(LZ)	(MA)	(MB)	(MC)	(MD)	(ME)	(MF)	(MG)	(MH)	(MI)	(MJ)	(MK)	(ML)	(MN)	(MO)	(MP)	(MQ)	(MR)	(MS)	(MT)	(MU)	(MV)	(MW)	(MX)	(MY)	(MZ)	(NA)	(NB)	(NC)	(ND)	(NE)	(NF)	(NG)	(NH)	(NI)	(NJ)	(NK)	(NL)	(NM)	(NN)	(NO)	(NP)	(NQ)	(NR)	(NS)	(NT)	(NU)	(NV)	(NW)	(NX)	(NY)	(NZ)	(OA)	(OB)	(OC)	(OD)	(OE)	(OF)	(OG)	(OH)	(OI)	(OJ)	(OK)	(OL)	(OM)	(ON)	(OO)	(OP)	(OQ)	(OR)	(OS)	(OT)	(OU)	(OV)	(OW)	(OX)	(OY)	(OZ)	(PA)	(PB)	(PC)	(PD)	(PE)	(PF)	(PG)	(PH)	(PI)	(PJ)	(PK)	(PL)	(PM)	(PN)	(PO)	(PP)	(PQ)	(PR)	(PS)	(PT)	(PU)	(PV)	(PW)	(PX)	(PY)	(PZ)	(QA)	(QB)	(QC)	(QD)	(QE)	(QF)	(QG)	(QH)	(QI)	(QJ)	(QK)	(QL)	(QM)	(QN)	(QO)	(QP)	(QQ)	(QR)	(QS)	(QT)	(QU)	(QV)	(QW)	(QX)	(QY)	(QZ)	(RA)	(RB)	(RC)	(RD)	(RE)	(RF)	(RG)	(RH)	(RI)	(RJ)	(RK)	(RL)	(RM)	(RN)	(RO)	(RP)	(RQ)	(RR)	(RS)	(RT)	(RU)	(RV)	(RW)	(RX)	(RY)	(RZ)	(SA)	(SB)	(SC)	(SD)	(SE)	(SF)	(SG)	(SH)	(SI)	(SJ)	(SK)	(SL)	(SM)	(SN)	(SO)	(SP)	(SQ)	(SR)	(SS)	(ST)	(SU)	(SV)	(SW)	(SX)	(SY)	(SZ)	(TA)	(TB)	(TC)	(TD)	(TE)	(TF)	(TG)	(TH)	(TI)	(TJ)	(TK)	(TL)	(TM)	(TN)	(TO)	(TP)	(TQ)	(TR)	(TS)	(TU)	(TV)	(TW)	(TX)	(TY)	(TZ)	(UA)	(UB)	(UC)	(UD)	(UE)	(UF)	(UG)	(UH)	(UI)	(UJ)	(UK)	(UL)	(UM)	(UN)	(UO)	(UP)	(UQ)	(UR)	(US)	(UT)	(UU)	(UV)	(UW)

ColumnProportions (3%): 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/n,o/p/q,r/s/t/u,v,w,x/y 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(**) Small Base: 200(**)

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PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - Summary

All Adults aged 18-75 in GB

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS)								
	There are too many advertisements about gambling around in general	All adverts about gambling should be banned	I worry about the impact of adverts on children and young people	The amount of gambling adverts everywhere makes it not be "harmless" to children and young people	Famous individuals or celebrities should be banned from advertising on behalf of gambling companies	Advertisements about gambling brands / products should be banned during the watershed (i.e., before 5pm or after 5.30am) on TV	There should be more regulation around gambling advertising on social media	There should be more regulation around gambling-related content (e.g., content marketing such as gambling GIFs and memes, videos/streams of people gambling)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	4207	4207	4207	4207	4207	4207	4207	4207
Weighted base	4207	4207	4207	4207	4207	4207	4207	4207
Strongly agree (2)	1543 37% BCD	1054 25% BD	1334 32% BD	1149 27% B	1563 37% BCD	1715 41% ABCDH	1764 42% ABCDH	1605 38% ABED
Tend to agree (1)	1293 31% BC	1025 24% ABFGH	1438 34% ABFGH	1481 35% ABFGH	1140 27% B	1294 31% BC	1340 32% BC	1339 32% BC
Nether agree nor disagree (0)	809 19% GH	1065 25% ACDEFGH	861 20% FGH	809 19% GH	855 20% FGH	756 18% G	669 16% G	750 18% G
Tend to disagree (-1)	281 7% FGH	647 15% ACDEFGH	296 7% FGH	357 8% ACFGH	312 7% FGH	194 5% G	166 4% G	213 5% G
Strongly disagree (-2)	92 2% ACDEFGH	236 6% ACDEFGH	125 3% AFGH	193 5% ACFGH	153 4% AFGH	89 2% G	73 2% G	94 2% G
Don't know	189 4% CF	179 4% C	153 4% C	218 5% ABCEH	183 4% C	160 4% CF	195 5% CF	206 5% CF

NET: AGREE	2837 67% BCDE	2079 49% BD	2771 66% BD	2630 63% B	2704 64% BD	3008 72% ABCEDEH	3104 74% ABCEDEH	2943 70% ABCEDE
NET: DISAGREE	373 9% FGH	884 21% ACDEFGH	422 10% AFGH	550 13% ACFGH	466 11% AFGH	283 7% G	238 6% G	308 7% G

Mean	0.57 BCDE	0.50	0.88 BD	0.76 B	0.91 BD	1.08 ABCEDEH	1.14 ABCEDEH	1.04 ABCEDE
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ccordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnSpartans (EN) A/B/C/D/E/F/G/H Minimum Base: 381** Small Base: 180**)

ColumnMeans (EN) A/B/C/D/E/F/G/H Minimum Base: 381** Small Base: 180**)

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PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - There are too many advertisements about gambling around in general

All Adults aged 18-75 in GB

[illegible]

Mean	0.97	0.95	1.00	0.71	0.76	0.94 DE	1.06 DEF	1.12 DEP	1.25 DESIGN	0.97	1.00	0.92	1.00	0.88	0.99 N	1.13 NQ	0.93 N	1.07 NQ	1.04	0.86	1.07 Ta	0.98	1.04 Ta	0.95	0.96	1.05 Ta	0.87	1.04	0.99	0.96	1.04	0.94	0.96	1.03 P	0.88	0.97	0.98	1.00	0.95	0.93	1.02 P	0.82	1.15 NP	1.01	1.02	0.93	0.93	0.90	1.01 Y	1.01 Y	0.75
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Column Proportions (2%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(**) Small Base: 100(**)

Column Means (SS): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30[**] Small Base: 200[**]

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - There are too many advertisements about gambling around in general

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER															SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		Total	ANY PAST 12 MONTHS (B)	NONE (C)	No problems (PGSI 0) (D)	Low level of problems (PGSI 1-2) (E)	Moderate level of problems (PGSI 3-7) (F)	Problem gambling (PGSI 8+) (G)	Any level of problems (PGSI 1+) (H)	More than could afford (I)	Larger amounts (J)	Try to win money lost (K)	Borrowed / sold (L)	Felt a problem (M)	Mental health (N)	Told had a problem (O)	Financial problems (P)	Felt guilty (Q)	ANY PROBLEM EVER (R)	NO PROBLEM (S)	NEVER GAMBLED (T)	YES (U)	NO (V)	LESS THAN 12 MONTHS (W)	MORE THAN 12 MONTHS (X)	Lowest (Y)	Lower (Z)	Middle (a)	Higher (b)	Highest (c)			
Unweighted base		4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696			
Weighted base		4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699			
Strongly agree (2)		1543 37%	910 33%	624 44% B	624 36% EGH	96 28%	87 32%	103 25%	286 28%	171 28%	149 27%	233 30%	114 26%	185 31%	164 29%	144 26%	124 26%	248 31%	334 30%	645 36%	549 46%	117 33%	203 28%	68 29%	44 45% W*	320 36%	331 36%	310 37%	309 39%	261 37%			
Tend to agree (1)		1293 31%	895 33%	382 27% C	538 31%	130 38% D	81 30%	146 35%	357 35%	214 35%	193 35%	262 34%	155 35%	202 34%	196 34%	190 35%	165 35%	264 33%	377 34%	577 32%	323 27%	113 32%	253 35%	82 35%	26 27% *	279 31%	294 32%	247 29%	247 31%	213 30%			
Neither agree nor disagree (0)		809 19%	559 20% C	230 16%	329 19%	73 22%	69 25%	88 21%	230 22%	131 21%	120 22%	162 21%	91 21%	123 20%	120 21%	118 21%	99 21%	169 21%	239 21%	354 20%	184 15%	73 21%	158 22%	51 22%	18 18% *	166 19%	174 19%	180 21%	148 19%	132 19%			
Tend to disagree (-1)		281 7%	209 8% C	70 5%	116 7%	22 6%	17 6%	54 13% DEFH	93 9% DE	62 10% ST	57 10% ST	79 10% RST	53 12% QRST	62 10% ST	60 11%	62 11%	52 11%	74 9%	99 9%	127 7%	48 4%	35 10%	59 8%	26 11%	7 7% *	63 7%	67 7%	46 5%	50 6%	53 8%			
Strongly disagree (-2)		92 2%	70 3%	22 2%	34 2%	11 3%	8 3%	17 4% D	36 3% D	24 4% MST	22 4% MST	27 3% ST	16 4% ST	17 3%	16 3%	20 4% ST	20 4% MNST	26 3% ST	37 3%	33 2%	21 2%	11 3%	24 3%	7 3%	3 3% *	20 2%	14 1%	29 3% Z	16 2%	13 2%			
Don't know		189 4%	102 4%	76 5% B	76 4% H	8 2%	8 3%	10 2%	26 3%	11 2%	14 3%	17 2%	13 3% I	13 2%	15 3%	15 3%	12 2%	20 2%	29 3%	66 4% I	81 7% UKLMNOPQRS	2 * U	20 3% U	2 1%	- * *	43 5%	51 6%	34 4%	30 4%	26 4%			
NET: AGREE		2837 67%	1805 66%	1005 72% B	1162 68% GH	226 66%	168 62%	249 60%	643 63%	385 63%	342 61%	495 63%	269 61%	387 64% LOP	361 63%	334 61%	289 61%	512 64% O	711 64%	1222 68% UKLOPR	873 72% UKLMNOPQRS	231 66%	456 64%	150 64%	70 72% *	599 67%	626 67%	557 66%	556 69%	475 68%			
NET: DISAGREE		373 9%	279 10% C	92 7%	150 9%	33 10%	26 9%	71 17% DEFH	129 13% D	86 14% ST	80 14% ST	106 14% ST	69 16% MQRST	79 13% ST	77 13% ST	82 15% QRST	73 15% MQRST	100 12% ST	136 12% ST	159 9% T	69 6%	47 13%	82 11%	33 14%	10 10% *	83 9%	81 9%	75 9%	66 8%	67 10%			
Mean		0.97	0.90	1.14 B	0.98 EGH	0.84 G	0.84 G	0.65	0.76 G	0.74	0.72	0.78 LOP	0.70	0.81 ILOP	0.78 LOP	0.70	0.70	0.81 ILOP	0.80 ILOP	0.97 UKLMNOPQRS	1.18 UKLMNOPQRS	0.83	0.79	0.75	1.04 W*	0.96	0.98	0.94	1.02	0.97			

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.

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - All advertising about gambling should be banned

All Adults aged 18-75 in GB

	Gender			Age				Social grade				Employment status				Region				Urban / Rural		Education				Income				Marital status				Household size				Presence of children HM (17 or under)				ETHNICITY											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D2	Full-time	Part-time	Self-employed	ANY WORKING	ANY NOT WORKING	North East	North	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GMS/D L2	A Level or equivalent	Degree or PhD	No formal qualifications	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000+	Prefer not to say	Married/ Living as a Married couple	Single	Widowed/ Separated	1	2	3	4+	ANY	NONE	Any white background	Any minority ethnicity		
Unweighted base	4207	2030	2122	503	798	732	815	731	628	1344	1166	649	1048	1794	683	211	2688	1519	183	482	366	384	323	408	351	573	582	200	355	1057	650	950	60	882	1112	263	80	101	1087	902	888	379	3408	1291	508	848	1422	823	1114	1382	2405	3052	498
Weighted base	4207	2053	2099	601	768	729	743	719	648	1150	1259	867	932	1811	747	215	2773	1434	169	468	352	378	317	410	362	591	601	200	360	3561	646	1200	1197	1494	317	849	1132	1020	821	385	2366	1336	505	822	1417	836	1131	1342	2865	3667	486		
Strongly agree (2)	2054	479	559	101	159	173	194	213	215	275	308	208	263	439	189	47	655	399	50	136	108	102	79	102	78	139	146	47	86	905	149	310	262	393	88	227	283	214	208	82	625	271	158	207	408	184	260	318	736	929	111		
Tend to agree (1)	1025	467	548	137	199	183	164	171	171	333	312	188	192	248	183	59	690	335	42	105	81	98	88	100	88	143	145	49	85	867	158	258	296	400	72	187	277	288	195	79	597	305	122	186	356	214	269	336	689	905	107		
Neither agree nor disagree (0)	2065	517	542	191	186	183	190	260	155	254	321	237	253	247	192	62	702	363	42	109	85	85	76	99	99	148	166	60	96	882	183	339	306	342	78	240	273	249	284	119	584	369	112	202	329	212	322	350	715	908	149		
Tend to disagree (-1)	647	355	280	108	131	111	119	111	67	187	197	137	126	315	108	30	453	195	25	96	50	56	46	60	61	98	81	18	58	544	103	164	205	233	45	101	182	151	156	57	856	229	62	127	202	138	211	434	562	78			
Strongly disagree (-2)	236	159	73	41	62	55	39	36	20	66	66	50	54	120	34	7	161	76	6	23	16	22	16	28	21	36	31	16	21	206	30	70	77	71	19	50	66	56	56	9	117	89	31	53	71	48	65	74	162	213	20		
Don't know	179	75	97	23	31	41	36	27	20	36	55	46	43	62	40	10	112	67	4	19	12	15	13	20	15	26	31	8	34	157	23	59	50	54	16	44	51	22	22	109	46	56	40	48	56	40	35	51	129	150	21		

[illegible]

Mean	0.50	0.38	0.62	0.26	0.35	0.50	0.50	0.60	0.79	0.51	0.50	0.45	0.54	0.42	0.54	0.54	0.46	0.58	0.64	0.43	0.63	0.55	0.56	0.48	0.41	0.45	0.52	0.49	0.46	0.51	0.47	0.50	0.40	0.56	0.55	0.55	0.49	0.53	0.43	0.48	0.55	0.35	0.65	0.47	0.60	0.64	0.44	0.47	0.51	0.50	0.45
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Column Proportions (2%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(**) Small Base: 100(*)

Column Means (S%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 200(°)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - All advertising about gambling should be banned

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Strongly agree (2)	1054 25%	576 21%	468 33% B	366 21%	57 17%	55 20%	97 23% E	209 20%	130 21%	124 22%	174 22%	107 24% IHR	135 22%	121 21%	122 22%	110 23%	180 22%	233 21%	362 20%	441 37% UKLMNOPQRS	95 27% V	128 18%	62 26%	31 32% *	225 25%	210 23%	214 25%	208 26%	183 26%		
Tend to agree (1)	1025 24%	672 24%	341 24%	423 25% E	59 17%	66 24%	124 30% EH	249 24% E	164 27%	164 30% KRST	198 25%	136 31% IKRST	171 28% KR	165 29% KR	156 28% KR	133 28% R	223 28% KR	276 25%	442 25%	294 24%	107 31% V	162 23%	75 32%	27 27% *	217 24%	250 27% c	196 23%	200 25%	154 22%		
Neither agree nor disagree (0)	1065 25%	717 26% C	323 23%	426 25%	107 31% D	77 29%	106 25%	290 28%	166 27% T	136 24%	208 27%	108 24%	160 27% T	155 27% T	145 26%	124 26%	209 26%	307 28% JT	461 26% T	263 22%	77 22%	212 30% U	49 21%	21 21% *	227 26%	226 24%	220 26%	196 25%	186 27%		
Tend to disagree (-1)	647 15%	507 18% C	140 10%	331 19% G	78 23% GH	46 17%	52 12% G	176 17% G	89 8% T	80 14% T	122 16% LOPT	54 12% T	85 14% T	80 14% T	72 13% T	62 13%	117 15% T	188 17% ULMNOPQT	355 20% UKLMNOPQT	100 8%	48 14%	135 19%	35 15%	10 11% *	141 16%	142 15%	130 15%	123 15%	107 15%		
Strongly disagree (-2)	236 6%	176 6% C	60 4%	100 6%	32 9% D	19 7%	26 6%	76 7%	43 7% T	37 7% T	60 8% MT	27 6% T	36 6% T	36 6% T	38 7% T	29 6% T	52 7% T	83 7% MT	115 6% T	37 3%	19 5%	61 9%	13 5%	6 7% *	51 6%	55 6%	56 7%	37 5%	36 5%		
Don't know	179 4%	98 4%	72 5% B	71 4%	6 2%	7 3%	13 3%	27 3%	20 3%	15 3%	19 2%	11 3%	16 3%	15 3%	15 3%	15 3%	20 3%	28 3%	68 4%	72 6% UKLMNOPQRS	5 1%	19 3%	2 1%	2 2% *	31 3%	49 5%	29 3%	36 5%	33 5%		

NET: AGREE	2079 49%	1248 45%	809 58% B	789 46% E	117 34%	121 45% E	221 53% DEH	459 45% E	294 48%	288 52% IKRS	372 48%	243 55% IKMNOPQRS	305 51% KRS	287 50% RS	278 51% RS	242 51% IKRS	403 50% RS	509 46%	804 45%	735 61% UKLMNOPQRS	202 57% V	289 40%	137 58%	57 59% *	441 50%	460 49%	411 49%	408 51%	337 48%
NET: DISAGREE	884 21%	683 25% C	200 14%	430 25% G	110 32% DFGH	65 24%	78 19%	252 22% G	133 22% LT	117 21% LT	182 23% LMNOPQT	81 18% T	120 20% T	115 20% T	111 20% T	91 19% T	169 21% T	271 24% ULMNOPQT	470 26% ULMNOPQT	137 11% U	68 19%	196 27% U	48 20%	17 17% *	192 22%	197 21%	187 22%	160 20%	143 20%

Mean	0.50	0.36	0.76 B	0.38 E	0.10	0.35 E	0.53 DEH	0.34 E	0.42	0.48 RS	0.40	0.56 UKNOQRS	0.49 KRS	0.46 RS	0.47 RS	0.51 IKRS	0.46 RS	0.36	0.34	0.88 UKLMNOPQRS	0.61 V	0.23	0.59	0.68 *	0.49	0.47	0.47	0.55	0.51
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

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 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 Minimum Base: 30(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-79

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - I worry about the impact of advertisements about gambling on children and young people

All Adults aged 18-75 in GB

[illegible][illegible]

Mean	0.88	0.80	0.95 S	0.83	0.72	0.90 E	0.87 E	0.91 E	1.07 DEIGH	0.94 N	0.87	0.83	0.85	0.77	0.95 N	0.98 N	0.84 N	0.96 N	0.98	0.80	0.90	0.84	0.91	0.86	0.89	0.93	0.86	0.93	0.84	0.87	0.93	0.87	0.77	0.97 E	0.83	0.90	0.86	0.90	0.86	0.86	0.91 P	0.77	1.02	0.85	0.93	0.82	0.88	0.87	0.88	0.87	0.92
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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.

ColumnProportions (2%): 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/n,o/p/q,r/s/t/u,v/w,x/y Minimum Row: 30(**) Small Row: 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,n,o,p,q,r/s,t/u,v/w,x/y Minimum Base: 30[**] Small Bow: 200[**]

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - I worry about the impact of advertisements about gambling on children and young people

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER															SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest				
	Total	(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)			
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696				
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699				
Strongly agree (2)	1334 32%	781 28%	537 38% B	498 29%	93 27%	90 33% GH	100 24%	283 28% G	163 27%	145 26%	214 27%	109 25%	168 28% L	164 29% L	144 26%	126 27%	254 32% UKLMNOPR	326 29% ULO	502 28%	488 40% UKLMNOPQRS	122 35% V	195 27%	75 32%	42 43% *	282 32%	292 31%	256 30%	267 33%	224 32%				
Tend to agree (1)	1438 34%	973 35%	453 32%	588 34%	136 40%	92 34%	157 38%	385 37%	214 35%	200 36%	304 39% INT	168 38% T	225 37% T	203 36%	211 38% IT	169 36%	304 38% IT	414 37% T	630 35%	380 31%	119 34%	281 39%	85 36%	29 30% *	317 36%	309 33%	299 35%	264 33%	238 34%				
Neither agree nor disagree (0)	861 20%	587 21% C	256 18%	379 22%	62 18%	54 20%	91 22%	207 20%	135 22% KQRT	120 22% Q	153 20%	99 22% QT	124 21% Q	117 20%	115 21% Q	104 22% Q	147 18%	218 20%	398 22% QT	213 18%	63 18%	144 20%	44 18%	15 15% *	177 20%	216 23% c	177 21%	155 19%	130 19%				
Tend to disagree (-1)	296 7%	219 8% C	74 5%	129 7%	32 9%	21 8%	37 9%	90 9%	55 9% QT	53 10% QT	65 8% QT	38 9% QT	52 9% QT	47 8% QT	45 8% QT	39 8% QT	52 7% T	92 8% QT	152 8% T	49 4%	28 8%	59 8%	21 9%	6 6% *	57 6%	54 6%	63 7%	57 7%	61 9% Z				
Strongly disagree (-2)	125 3%	93 3% C	30 2%	57 3%	10 3%	8 3%	18 4%	37 4%	30 5% LMOQRT	23 4% T	30 4% T	13 3%	20 3%	23 4% T	18 3%	18 4% T	26 3% T	40 4% T	60 3% T	24 2%	11 3%	28 4%	6 3%	3 3% *	24 3%	28 3%	27 3%	26 3%	19 3%				
Don't know	153 4%	92 3%	54 4%	66 4%	6 2%	5 2%	15 4%	26 2%	16 3%	15 3%	15 2%	15 3% K	14 2%	17 3% K	17 3% K	16 3% KM	19 2%	26 2%	60 3% KMQR	53 4%	9 3%	10 1%	5 2%	2 2% *	34 4%	34 4%	24 3%	32 4%	27 4%				

NET: AGREE	2771 66%	1755 64%	990 71% B	1086 63%	229 67%	183 68%	257 61%	669 65%	377 62%	345 62%	517 66% ULP	277 63%	393 65% U	367 64%	355 65%	296 63%	557 70% UKLMNOPRS	740 66% IP	1133 63%	868 72% UKLMNOPRS	241 68%	476 66%	161 68%	71 73% *	599 67%	601 64%	555 66%	530 66%	462 66%
NET: DISAGREE	422 10%	312 11% C	104 7%	186 11%	42 12%	29 11%	55 13%	127 12%	85 14% OQRT	76 14% OQT	95 12% QT	51 12% T	72 12% QT	71 12% QT	63 11% T	57 12% QT	78 10% T	132 12% QT	211 12% T	73 6%	39 11%	86 12%	27 11%	9 10% *	81 9%	82 9%	90 11%	83 10%	80 11%

Mean	0.88	0.80	1.03 B	0.81	0.81	0.89 G	0.70	0.79	0.71	0.72	0.79 I	0.75	0.80 U	0.79 I	0.78	0.76	0.90 UKLMNOPRS	0.82 U	0.78	1.09 UKLMNOPQRS	0.91	0.79	0.88	1.05 *	0.90	0.87	0.84	0.90	0.87
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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.

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 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 Minimum Base: 30(*) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - The amount of gambling advertisements found everywhere makes it seem "harmless" to children and young people

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS		No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
	Total (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)			
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696			
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699			
Strongly agree (2)	1149 27%	697 25%	443 32% B	434 25%	72 21%	79 29% E	111 27%	263 26% E	165 27%	150 27%	212 27%	124 28%	174 29% S	168 29% OS	145 26%	132 28%	235 29% OKS	306 27% S	427 33%	403 24% UKLOPRS	114 32% V	179 25%	85 36%	26 26% *	239 27%	257 28%	221 26%	243 30%	183 26%			
Tend to agree (1)	1481 35%	979 36%	488 35%	608 35%	130 38%	83 31%	157 38%	371 36%	221 36%	206 37%	281 36%	162 37%	207 34%	206 36%	202 37%	174 37%	277 35%	386 35%	673 37% T	404 33%	118 34%	260 36%	77 33%	36 37% *	308 35%	325 35%	313 37%	279 35%	241 34%			
Neither agree nor disagree (0)	809 19%	560 20% C	228 16%	356 21%	66 19%	65 24%	74 18%	204 20%	118 19%	111 20% NT	144 18%	84 19%	107 18%	100 17%	104 19%	88 19%	155 19% T	220 20% T	372 21% T	186 15%	60 17%	143 20%	42 18%	13 14% *	167 19%	175 19%	177 21%	136 17%	148 21%			
Tend to disagree (-1)	357 8%	265 10% C	91 6%	157 9%	38 11%	22 8%	49 12%	108 10%	67 11% T	54 10% T	82 11% T	44 10% T	63 10% T	58 10% T	60 11% T	47 10% T	75 9% T	114 10% T	168 9% T	71 6%	39 11%	73 10%	23 10% *	13 13% *	92 10% a	73 8%	62 7%	60 8%	65 9%			
Strongly disagree (-2)	193 5%	120 4%	70 5%	66 4%	21 6%	11 4%	22 5%	54 5%	32 5%	29 5%	39 5%	23 5%	36 6% S	29 5%	32 6% S	22 5%	43 5%	59 5%	67 4%	63 5%	21 6%	35 5%	9 4%	10 10% w*	46 5%	45 5%	33 4%	32 4%	32 5%			
Don't know	218 5%	124 5%	83 6% GH	96 6% GH	13 4% G	10 4%	6 1%	29 3% G	10 2%	7 1%	22 3% ULO	6 1% ULO	14 2% JLO	12 2% JO	6 1% JO	10 2% JO	17 2% JO	31 3% ULO	96 5% UKLMNOPQR	79 7% UKLMNOPQR	1 * U	26 4% U	1 * U	- * U	39 4% U	57 6%	39 5%	51 6%	30 4%			
NET: AGREE	2630 63%	1676 61%	931 66% B	1042 61%	202 60%	163 60%	268 64%	633 62%	386 63%	355 64%	493 63%	285 65%	381 63%	374 65% R	347 63%	306 65%	512 64%	692 62%	1099 61%	807 67% RS	232 66%	439 61%	162 69%	61 63% *	547 61%	582 62%	534 63%	521 65%	423 61%			
NET: DISAGREE	550 13%	385 14% C	161 11%	223 13%	59 17% D	33 12%	71 17%	162 16%	99 16% T	83 15% T	121 16% T	67 15% T	99 17% ST	86 15% T	93 17% ST	69 15%	118 15% T	173 15% T	235 13%	135 11%	60 17%	107 15%	31 13%	23 23% w*	138 15% ab	119 13%	95 11%	92 12%	97 14%			
Mean	0.76	0.71	0.87 B	0.73	0.60	0.76	0.69	0.68	0.70	0.71	0.72	0.73	0.71	0.76 O	0.67	0.75 O	0.75	0.71	0.72	0.90 UKLMNOPQRS	0.75	0.69	0.88 X	0.56 *	0.71	0.77	0.78	0.85 Yc	0.71			

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.

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - Famous individuals, celebrities or influencers should not be allowed to advertise on behalf of gambling companies

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Strongly agree (2)	1563	925	629	633	103	86	103	292	180	137	223	114	178	161	146	122	250	336	649	564	127	201	81	37	327	334	306	323	260		
	37%	34%	45% B	37% EGH	30%	32%	25%	28%	29% JLP	25%	29% J	26%	30%	28% J	26%	26%	31%	30%	36%	47%	36%	28%	34%	38%	37%	36%	36%	40%	37%		
Tend to agree (1)	1140	795	331	487	95	72	141	308	187	176	232	144	193	183	179	152	248	328	512	281	110	210	78	28	252	263	237	206	176		
	27%	29% C	24%	28%	28%	27%	34% DH	30%	31% T	32% T	30% T	33%	32%	32% RT	33%	32%	31%	29%	28%	23%	31%	29%	33%	28%	28%	28%	28%	26%	25%		
Neither agree nor disagree (0)	855	578	259	336	76	60	106	242	144	147	179	118	139	136	138	117	180	257	367	201	69	173	50	16	178	185	178	162	145		
	20%	21%	18%	20%	22%	22%	25% D	24% D	23% T	26% IKMQRST	23% T	27% IKMQRST	23%	24% T	25% T	25%	22%	23%	20%	17%	19%	24%	21%	16%	20%	20%	21%	20%	21%		
Tend to disagree (-1)	312	232	75	121	36	33	42	110	65	61	90	42	56	61	52	52	77	117	136	53	30	81	19	10	65	76	63	50	56		
	7%	8% C	5%	7%	10% D	12% D	10%	11% D	11% ST	11% ST	12% MOQST	10% T	9% T	11% ST	9% T	11%	10% T	11%	8%	4%	9%	11%	8%	11%	11%	7%	8%	7%	6%	8%	
Strongly disagree (-2)	153	113	39	70	18	11	14	43	22	23	32	15	21	17	19	14	22	44	71	36	12	29	6	4	31	26	33	32	30		
	4%	4% C	3%	4%	5%	4%	3%	4%	4% NPQ	4% NQ	4%	3%	4%	3%	3%	3%	3%	4%	4% Q	4%	3%	4%	3%	4%	4%	3%	3%	4%	4%		
Don't know	183	102	71	69	12	9	12	32	15	11	23	10	15	14	15	15	24	33	67	72	5	22	2	3	38	49	30	29	32		
	4%	4%	5% B	4%	3%	3%	3%	3%	2%	2%	3%	2%	2%	2%	3%	3%	3%	3%	4%	6% UKLMNOPQRS	1%	3%	1%	3%	4%	5%	3%	4%	5%		
NET: AGREE	2704 64%	1720 63%	960 68% B	1121 65% EFGH	198 58%	158 58%	244 58%	600 58%	367 60% J	313 56%	456 58%	258 58%	371 62% JKLP	344 60% J	325 59%	274 58%	499 62% JKLOPR	664 60% J	1161 64% JKLOPR	845 70% UKLMNOPQRS	237 67% V	411 57%	159 67%	64 66% *	579 65%	597 64%	543 64%	528 66%	436 62%		
NET: DISAGREE	466 11%	345 13% C	113 8%	191 11%	54 16% D	43 16% D	56 13%	154 15% D	87 14% T	85 15% LMOQST	122 16% LMOQST	57 13% T	77 13% T	78 14% T	71 13% T	66 14% T	99 12% T	162 14% QST	207 11% T	89 7% T	42 12%	111 15%	26 11%	14 15% *	96 11%	102 11%	95 11%	82 10%	86 12%		
Mean	0.91	0.83	1.08 B	0.91 EFGH	0.70	0.72	0.68	0.70	0.73 J	0.63	0.69	0.69	0.77 JKLP	0.74 J	0.71 J	0.69	0.81 UKLNOPR	0.73 J	0.88 UKLMNOPR	1.13 UKLMNOPQRS	0.89 V	0.68	0.89	0.88 *	0.91	0.91	0.88	0.95	0.87		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

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 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 Minimum Base: 30(**) Small Base: 100(**)

	Demographics																				Regional Data										Socioeconomic Indicators										Health & Well-being										Overall Summary			
	Gender					Age					Social grade					Employment status					Region					Urban / Rural					Education					Income					Marital Status					Household Size					Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D6	Full-time	Part-time	Self-Employed	ANY NOT WORKING	ANY NOT WORKING	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSH/O level/NEQ level 12	A level or equivalent	No formal degree/PGD/PGD	No formal degree/PGD/PGD	UP to £10,000	£10,000-£20,000	£20,000-£30,000	£30,000-£40,000	£40,000-£50,000	£50,000+	Prefer not to say	Married / Living as Married	Single	Widowed / Divorced/separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic diversity	
Unweighted base	4207	2030	2122	503	708	732	815	731	628	1344	1166	649	1048	1048	683	211	2688	1519	183	51	17	162	366	384	321	582	200	355	3557	650	950	882	2112	263	861	1097	982	888	379	2408	1291	508	848	1422	823	1114	1362	2845	3652	458				
Weighted base	4207	2053	2099	601	768	729	743	719	648	1150	1209	867	932	1811	747	215	2773	1434	169	468	352	378	317	410	362	591	601	200	340	3561	646	1200	1197	1494	317	849	1132	1020	821	385	2366	1336	505	822	1417	836	1311	1342	2865	3867	486			
Strongly agree (2)	1715	785	901	149	247	280	313	347	360	454	539	318	403	671	311	84	1065	649	73	168	161	146	128	185	145	253	227	84	143	1441	274	491	463	631	129	350	471	427	319	147	1000	461	253	361	635	296	424	474	1241	1534	157			
Tend to agree (1)	1294	608	678	182	251	243	229	208	181	385	392	280	237	576	231	83	890	404	59	160	110	114	107	117	107	100	167	57	106	1070	224	372	365	472	85	251	359	323	251	109	759	400	135	217	433	299	345	444	850	1145	136			
Neither agree nor disagree (0)	756	413	340	166	166	126	126	103	69	188	197	187	184	358	130	33	521	234	26	85	45	76	50	64	73	89	132	43	75	661	95	218	239	235	63	151	100	172	164	79	393	290	73	134	224	158	240	286	470	624	122			
Tend to disagree (-1)	194	116	71	42	57	32	25	23	14	67	51	32	44	113	23	7	143	51	5	29	14	20	13	17	13	29	32	9	13	170	24	42	53	80	19	32	47	45	54	16	101	76	16	37	47	44	66	73	121	159	34			
Strongly disagree (-2)	89	62	25	9	25	17	17	12	10	30	29	13	17	42	21	2	65	24	5	10	9	4	9	12	7	8	16	3	7	79	10	22	28	34	5	19	22	22	21	5	41	36	11	23	29	18	19	26	63	80	9			
Don't know	160	71	83	33	22	31	31	26	15	26	51	36	46	52	31	7	90	71	1	17	14	18	11	15	16	22	27	4	17	140	20	55	48	41	16	46	43	30	13	29	72	72	17	52	50	22	37	40	121	126	28			
NET AGREE	3038	1382	1579	351	486	523	542	555	540	839	911	598																																										

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - Advertising about gambling brands / products should be banned during the watershed (i.e., before 9pm or after 5.30am) on TV

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER															SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest				
	Total	(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)			
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696				
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699				
Strongly agree (2)	1715 41%	1022 37%	676 48% B	726 42% EFGH	107 32%	83 31%	106 25%	296 29%	175 28%	143 26%	225 29%	119 27%	185 31% JLOP	166 29% J	146 26%	128 27%	251 31% UKLOP	344 31% JKLOP	747 41% UKLMNOPQR	607 50% UKLMNOPQRS	121 34%	209 29%	75 32%	36 37% *	353 40%	367 39%	354 42%	345 43%	280 40%				
Tend to agree (1)	1294 31%	906 33% C	381 27%	525 31%	127 37% D	101 37% D	153 37% D	381 37% D	230 38% ST	198 36% T	293 38% RST	162 37% T	216 36% T	207 36% ST	200 37% ST	173 37% ST	291 36% ST	395 35% ST	567 31% T	317 26%	126 36%	263 37%	96 41%	28 29% *	272 31%	294 32%	249 29%	232 29%	234 34%				
Neither agree nor disagree (0)	756 18%	519 19% C	218 16%	297 17%	65 19%	59 22%	98 24% D	222 22% D	135 22% ST	136 25% KMQRST	163 21% T	103 23% ST	130 22% ST	126 22% ST	130 24% KQST	108 23% ST	167 21% T	238 21% ST	313 17% T	172 14%	65 19%	157 22%	40 17%	21 21% *	178 20%	161 17%	166 20%	135 17%	111 16%				
Tend to disagree (-1)	194 5%	147 5% C	41 3%	71 4%	22 6%	14 5%	39 9% D	76 7% D	45 9% ST	50 9% QRST	59 8% ST	39 9% ST	45 7% ST	48 8% ST	50 9% MQRST	40 8% ST	55 7% ST	80 7% ST	84 5% T	25 2%	23 6%	55 8%	13 5%	8 9% *	37 4%	48 5%	35 4%	41 5%	30 4%				
Strongly disagree (-2)	89 2%	66 2%	22 2%	33 2%	10 3%	6 2%	17 4% D	33 3% D	22 4% MQST	23 4% MNQST	26 3% QT	15 3% T	15 2% T	17 3% T	17 3% T	17 4% MQT	19 2% ST	34 3% QT	36 2%	16 1%	15 4%	17 2%	10 4%	3 3% *	18 2%	13 1%	18 2%	18 2%	19 3%				
Don't know	160 4%	85 3%	66 5% B	66 4% GH	9 3%	6 2%	5 1%	20 2%	6 1%	6 1%	15 2% I	5 1% T	10 2% I	8 1%	6 1%	6 1%	18 2% ULNOP	23 2% UO	55 3% ULNOP	70 6% UKLMNOPQRS	3 1%	15 2%	2 1%	1 1% *	33 4%	49 5% a	24 3%	29 4%	24 3%				

NET: AGREE	3008 72%	1928 70%	1057 75% B	1251 73% GH	234 69%	185 68%	259 62%	677 66% G	405 66% J	341 61%	518 66% JO	280 63%	402 67% JLOP	373 65% J	346 63%	301 64%	542 68% JLOP	739 66% JO	1314 73% UKLMNOPQR	924 77% UKLMNOPQRS	247 70%	472 66%	171 73%	64 66% *	625 70%	661 71%	603 71%	577 72%	515 74%
NET: DISAGREE	283 7%	213 8% C	63 4%	104 6%	32 9% D	21 8%	56 13% DGH	109 11% D	67 11% ST	72 13% KMQRST	85 11% QST	54 12% MQST	60 10% ST	65 11% QST	67 12% MQST	57 12% MQST	74 9% ST	115 10% ST	120 7% T	41 3%	38 11%	72 10%	23 12% *	56 6%	61 7%	54 6%	59 7%	49 7%	

Mean	1.08	1.00	1.23 B	1.11 EFGH	0.90 G	0.91 G	0.70	0.82 G	0.81 J	0.71	0.82 JO	0.76	0.87 JLOP	0.81 J	0.75	0.76	0.89 UKLNOP	0.85 JLOP	1.09 UKLMNOPQR	1.30 UKLMNOPQRS	0.90	0.85	0.91	0.88 *	1.05	1.08	1.08	1.09	1.08
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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - There should be more regulation around gambling advertising on social media

All Adults aged 18-75 in GB

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
		(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)
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Strongly agree (2)	1764 42%	1047 38%	706 50% B	724 42% EFGH	121 35%	83 31%	119 28%	323 31%	182 30%	157 28%	244 31% J	125 28%	190 32% JLP	186 32% ILOP	159 29%	133 28%	273 34% UKLMOP	373 33% UKLOP	741 41% UKLMNOPQR	631 52% S	132 37%	231 32%	78 33%	46 48% W*	378 42%	379 41%	346 41%	343 43%	302 43%	
Tend to agree (1)	1340 32%	921 34% C	408 29%	553 32%	117 34%	96 36%	155 37%	368 36%	228 37% T	211 38% T	284 36% T	159 36% T	230 38% NST	200 35% T	203 37% T	176 37% T	288 36% T	390 35% T	601 33% T	333 28%	136 38%	245 34%	95 40%	33 34% *	292 33%	306 33%	269 32%	258 32%	207 30%	
Neither agree nor disagree (0)	669 16%	477 17% C	170 12%	266 16%	66 20%	59 22% D	85 20% D	211 20% D	124 20% ST	118 21% MQST	149 19% ST	95 21% MST	111 18% T	113 20% ST	114 21% MST	96 20% ST	149 19% T	218 20% ST	283 16% T	133 11%	54 15%	151 21% U	45 19% X	7 7% *	132 15%	148 16%	146 17%	130 16%	107 15%	
Tend to disagree (-1)	166 4%	135 5% C	28 2%	65 4%	21 6%	16 6%	33 8% D	70 7% D	43 3% ST	38 7% ST	60 8% MQRST	35 8% MST	38 6% ST	39 7% ST	42 8% ST	37 6% MST	51 6% ST	74 7% ST	73 4% T	17 1%	15 4%	53 7% 4%	9 4% 4%	4 4% *	36 4%	29 3%	33 4%	29 4%	33 5%	
Strongly disagree (-2)	73 2%	55 2% C	16 1%	32 2%	7 2%	4 1%	13 3%	24 2%	19 3% KT	15 3%	17 2%	11 3%	15 3%	15 3%	16 3% T	11 2%	19 2% 2%	25 2% 2%	31 2% 2%	16 1%	10 3%	15 2%	6 3%	3 3% *	17 2%	15 2%	13 2%	13 2%	15 2%	
Don't know	195 5%	110 4%	76 5% B	77 4%	8 2%	12 4%	13 3%	33 3%	18 3%	17 3%	27 3%	17 4%	18 3%	19 3%	16 3%	20 4% IOQ	22 3%	35 3%	74 4%	76 6% UKLMNOQRS	6 2%	21 3%	3 1%	3 3% *	36 4%	55 6% b	39 5%	28 3%	35 5%	

NET: AGREE	3104 74%	1967 72%	1114 79% B	1277 74% FGH	237 70%	180 67%	274 65%	691 67%	410 67%	368 66%	528 68%	284 64%	420 70% ILOP	385 67% L	362 66%	309 65%	561 70% ILOP	763 68% L	1342 74% UKLMNOPQR	965 80% S	267 76% V	476 66%	173 73%	80 82% *	670 75%	685 73%	614 73%	601 75%	508 73%
NET: DISAGREE	238 6%	191 7% C	44 3%	97 6%	28 8%	19 7%	46 11% D	94 9% D	61 10% ST	53 10% ST	77 10% ST	47 11% ST	53 9% ST	54 9% ST	58 11% MQST	48 10% ST	69 9% ST	99 9% ST	103 6% T	33 3%	25 7%	68 9%	15 6%	7 8% *	53 6%	44 5%	47 6%	42 5%	49 7%

Mean	1.14	1.05	1.33 B	1.14 EFGH	0.97	0.93	0.82	0.90	0.86	0.85	0.90	0.82	0.93 ILOP	0.91 LOP	0.84	0.84	0.96 UKLOP	0.94 ILOP	1.13 UKLMNOPQR	1.37 UKLMNOPQRS	1.05 V	0.90	0.99	1.22 *	1.14	1.15	1.11	1.15	1.12
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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS) - There should be more regulation around gambling-related content (e.g., content marketing such as gambling GIFs and memes, videos/streams of people gambling) on social media

All Adults aged 18-75 in GB

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	(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)		
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Strongly agree (2)	1605 38%	943 34%	650 46% B	658 38% EGH	98 29% GH	95 35% GH	92 22% G	286 28% G	168 27% P	139 25% T	216 28% P	108 25% T	164 27% P	146 25% T	141 26% T	110 23% T	243 30% UKLMNOP	326 29% JLNOP	669 37% UKLMNOPQR	594 49% UKLMNOPQRS	109 31% T	206 29% T	66 28% T	38 39% *	344 39% T	343 37% T	317 37% T	320 40% T	265 38% T		
Tend to agree (1)	1339 32%	914 33% C	412 29% C	544 32% D	133 39% D	85 31% T	151 36% D	370 36% D	207 34% T	190 34% T	278 36% T	158 36% T	223 37% IT	201 35% T	191 35% T	171 36% T	285 36% T	393 35% T	591 33% T	337 28% T	132 37% T	248 35% T	95 40% T	30 30% *	281 32% T	295 32% T	264 31% T	254 32% T	233 33% T		
Neither agree nor disagree (0)	750 18%	524 19% C	209 15% C	309 18% D	69 20% D	53 20% T	93 22% D	215 21% T	127 21% T	128 23% MQST	163 21% T	99 22% T	121 20% T	124 22% T	118 21% T	100 21% T	159 20% T	230 21% T	335 19% T	152 13% T	66 19% T	157 22% T	46 20% T	15 15% *	162 18% T	172 18% T	160 19% T	136 17% T	116 17% T		
Tend to disagree (-1)	213 5%	177 6% C	32 2% C	84 5% D	23 7% D	18 7% T	51 12% DEFH	93 9% D	70 11% KQRST	62 11% QRST	73 9% ST	46 10% ST	59 10% ST	59 11% QST	62 11% KQRST	54 11% QRST	67 8% ST	98 9% ST	92 5% T	21 2% T	32 9% T	63 9% T	20 9% T	10 10% *	49 6% b	47 5% T	48 6% b	25 3% T	39 6% b		
Strongly disagree (-2)	94 2%	70 3% C	21 1% C	35 2% D	6 2% D	11 4% T	18 4% D	35 3% D	24 4% ST	24 4% QST	27 4% ST	20 4% QST	22 4% ST	24 4% QST	23 4% QST	21 4% QST	25 3% T	37 3% ST	36 2% T	20 2% T	13 4% T	19 3% T	9 4% T	4 5% *	19 2% T	14 2% T	18 2% T	27 3% z	15 2% T		
Don't know	206 5%	117 4%	79 6% H	87 5% H	10 3% D	8 3% T	13 3% T	31 3% T	17 3% T	13 2% T	23 3% T	11 2% T	13 2% T	18 3% M	14 3% T	16 3% M	23 3% T	32 3% T	79 4% JMR	82 7% UKLMNOPQRS	1 * U	24 3% U	- - T	1 1% *	35 4% Y	61 7% Y	39 5% T	38 5% T	30 4% T		

NET: AGREE	2943 70%	1857 68%	1062 76% B	1202 70% GH	232 68% G	180 67% G	244 58% T	655 64% G	375 61% T	329 59% T	494 63% JP	267 60% T	387 64% ULNOP	347 61% T	332 60% T	281 60% T	528 66% UKLNOP	719 64% ULNOP	1260 70% UKLMNOPR	932 77% UKLMNOPQRS	241 68% T	453 63% T	161 68% T	67 69% *	625 70% T	639 68% T	581 69% T	574 72% T	497 71% T
NET: DISAGREE	308 7%	247 9% C	53 4% C	119 7% D	30 9% D	29 11% D	69 16% DEH	128 12% DE	93 15% KQRST	86 15% KQRST	100 13% ST	66 15% QRST	81 14% QST	84 15% QRST	86 16% KQRST	75 16% KMQRST	92 11% ST	135 12% ST	128 7% T	41 3% T	45 13% T	82 12% T	29 12% T	15 15% *	68 8% T	61 7% T	66 8% T	52 7% T	55 8% T

Mean	1.04	0.95	1.24 B	1.05 EFGH	0.89 GH	0.90 G	0.62	0.78 G	0.72	0.66	0.77 JLNOP	0.67	0.76 JLNOP	0.69	0.68	0.65	0.84 UKLMNOP	0.81 ULNOP	1.02 UKLMNOPQR	1.30 UKLMNOPQRS	0.83	0.80	0.80	0.89 *	1.03	1.04	1.01	1.07	1.04
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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - Summary

All those who have EVER had a problem with gambling

	Q12. To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (ALL ADULTS)							
	There are too many advertisements about gambling around in general	All advertising about gambling should be banned	I worry about the impact of advertisements on children and young people	The amount of gambling advertisements everywhere makes it "harmless" to children and young people	Famous individuals or celebrities should be banned from advertising on behalf of gambling companies	Advertising about gambling brands / products should be banned before 5pm or after 5.30am on TV	There should be more regulation around gambling advertising on social media	There should be more regulation around gambling-related content (e.g., content marketing such as gambling GIFs and memes, videos/streams of people gambling)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	1083	1083	1083	1083	1083	1083	1083	1083
Weighted base	1115	1115	1115	1115	1115	1115	1115	1115
Strongly agree (2)	334 30%	233 21%	326 29%	306 27%	336 30%	344 31%	373 33%	326 29%
Tend to agree (1)	377 34%	276 25%	414 37%	386 35%	328 29%	395 35%	390 35%	393 35%
Nether agree nor disagree (0)	239 21%	307 ACDEFISH	218 20%	220 20%	257 CDG	238 21%	218 20%	230 21%
Tend to disagree (-1)	99 9%	188 17%	92 8%	114 10%	117 11%	80 7%	74 7%	98 9%
Strongly disagree (-2)	37 3%	83 7%	40 4%	59 5%	44 4%	34 3%	25 2%	37 3%
Don't know	29 3%	28 3%	26 2%	31 3%	33 3%	23 2%	35 3%	32 3%

NET: AGREE	711 64%	509 46%	740 66%	692 62%	664 60%	739 66%	763 68%	719 64%
NET: DISAGREE	136 12%	271 ACDEFISH	132 12%	173 ACFISH	162 CHG	115 10%	99 9%	135 12%

Mean	0.80 SD	0.36 SD	0.82 SD	0.71 S	0.73 S	0.85 SD	0.94 ABCDEFGHI	0.81 SD
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ccordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column1Agreement (2%) A/B/C/D/E/F/G/H Minimum Base: 300** Small Base: 100**)

Column2Mean (2%) A/B/C/D/E/F/G/H Minimum Base: 300** Small Base: 100**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - There are too many advertisements about gambling around in general

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	334 30%	307 29%	23 60% B*	21 53% EFGH*	96 28%	87 32%	103 25%	286 28%	171 28%	149 27%	233 30%	114 26%	185 31% ILOP	164 29%	144 26%	124 26%	248 31% ILOP	334 30%	-	-	117 33%	203 28%	68 29%	44 45% W*	76 29%	74 30%	71 31%	64 34%	49 27%		
Tend to agree (1)	377 34%	366 34%	9 24% *	9 22% *	130 38%	81 30%	146 35%	357 35%	214 35%	193 35%	262 34%	155 35%	202 34%	196 34%	190 35%	165 35%	264 33%	377 34%	-	-	113 32%	253 35%	82 35%	26 27% *	91 35%	85 34%	68 30%	69 36%	60 33%		
Neither agree nor disagree (0)	239 21%	234 22%	4 9% *	4 11% *	73 22%	69 25%	88 21%	230 22%	131 21%	120 22%	162 21%	91 21%	123 20%	120 21%	118 21%	99 21%	169 21%	239 21%	-	-	73 21%	158 22%	51 22%	18 18% *	52 20%	52 21%	56 25% b	29 15%	45 25% b		
Tend to disagree (-1)	99 9%	97 9%	2 5% *	3 9% *	22 6%	17 6%	54 13% EFH	93 9% E	62 10%	57 10%	79 10% R	53 12% QR	62 10%	60 11%	62 11%	52 11% R	74 9%	99 9%	-	-	35 10%	59 8%	26 11%	7 7% *	25 10%	20 8%	17 7%	22 12%	15 8%		
Strongly disagree (-2)	37 3%	37 3%	- 4% *	2 4% *	11 3%	8 3%	17 4%	36 3%	24 4% M	22 4% M	27 3%	16 4%	17 3%	16 3%	20 4%	20 4% MN	26 3%	37 3%	-	-	11 3%	24 3%	7 3%	3 3% *	9 3%	6 3%	10 4%	5 3%	7 4%		
Don't know	29 3%	27 3%	1 1% *	* 1% *	8 2%	8 3%	10 2%	26 3%	11 2%	14 3%	17 2%	13 3% I	13 2%	15 3%	15 3%	12 2%	20 2%	29 3%	-	-	2 * U	20 3% U	2 1%	- 10% *	7 3%	11 4% b	5 2%	2 1%	4 2%		

NET: AGREE	711 64%	673 63%	32 84% B*	29 75% *	226 66%	168 62%	249 60%	643 63%	385 63%	342 61%	495 63%	269 61%	387 64% LOP	361 63%	334 61%	289 61%	512 64% O	711 64%	- -	- -	231 66%	456 64%	150 64%	70 72% *	167 64%	159 64%	139 61%	134 70%	108 60%
NET: DISAGREE	136 12%	134 13%	2 5% *	5 13% *	33 10%	26 9%	71 17% EFH	129 13%	86 14%	80 14%	106 14%	69 16% MQR	79 13%	77 13%	82 15%	73 15% MQR	100 12%	136 12%	- -	- -	47 13%	82 11%	33 14%	10 10% *	33 13%	26 11%	27 12%	27 14%	22 12%

Mean	0.80	0.78	1.40 B*	1.12 G*	0.84 G	0.84 G	0.65	0.76 G	0.74	0.72	0.78 LOP	0.70	0.81 ILOP	0.78 LOP	0.70	0.81 ILOP	0.80 ILOP	-	-	0.83	0.79	0.75	1.04 W*	0.79	0.85	0.78	0.87	0.73
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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - All advertising about gambling should be banned

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	233	219	13	9	57	55	97	209	130	124	174	107	135	121	122	110	180	233	-	-	95	128	62	31	53	47	38	49	43		
	21%	20%	35% B*	23% *	17%	20%	23% E	20%	21%	22%	22%	24% IKR	22%	21%	22%	23%	22%	21%	-	-	27% V	18%	26%	32% *	21%	19%	17%	25% a	24%		
Tend to agree (1)	276	263	7	13	59	66	124	249	164	164	198	136	171	165	156	133	223	276	-	-	107	162	75	27	63	73	58	46	33		
	25%	25%	19% *	34% E*	17%	24%	30% EH	24% E	27%	30%	25%	31% IKR	28% KR	29% KR	28% KR	28% R	28% KR	25%	-	-	31% V	23%	32%	27% *	24%	30% c	26%	24%	18%		
Neither agree nor disagree (0)	307	293	12	3	107	77	106	290	166	136	208	108	160	155	145	124	209	307	-	-	77	212	49	21	65	64	71	50	53		
	28%	27%	31% *	7% *	31% D	29% D	25% D	28% D	27%	24%	27%	24%	27%	27%	26%	26%	26%	28%	-	-	22% J	30% U	21%	21% *	25%	26%	31%	26%	29%		
Tend to disagree (-1)	188	186	3	9	78	46	52	176	89	80	122	54	85	80	72	62	117	188	-	-	48	135	35	10	49	38	32	33	34		
	17%	17%	7% *	24% *	23% GH	17%	12% G	17% G	15%	14%	16% LOP	12% LOP	14%	14%	13%	13%	15%	17% ULMNOPQ	-	-	14%	19%	15%	11% *	19%	16%	14%	17%	19%		
Strongly disagree (-2)	83	81	2	4	32	19	26	76	43	37	60	27	36	36	38	29	52	83	-	-	19	61	13	6	21	19	22	10	11		
	7%	8%	6% *	11% *	9% G	7% FGH	6% G	7% G	7%	7%	8% M	6% M	6% M	6% M	7%	6%	7%	7% M	-	-	5%	9%	5%	7% *	8%	8%	10%	5%	6%		
Don't know	28	27	1	*	6	7	13	27	20	15	19	11	16	15	15	15	20	28	-	-	5	19	2	2	7	5	7	3	6		
	3%	3%	3% *	1% *	2% G	3% FGH	3% G	3% G	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	-	-	1%	3%	1%	2% *	3%	2%	3%	2%	3%		

NET: AGREE	509 46%	481 45%	20 53% *	22 57% E*	117 34% E	121 45% EH	221 53% EH	459 45% E	294 48%	288 52% IKR	372 48%	243 55% IKMNOPQR	305 51% KR	287 50% R	278 51% R	242 51% IKR	403 50% R	509 46%	- -	- -	202 57% V	289 40%	137 58%	57 59% *	117 45%	120 49%	97 42%	95 50%	76 42%
NET: DISAGREE	271 24%	266 25%	5 13% *	14 35% G*	110 32% FGH	65 24% G	78 19% G	252 25% G	133 22% L	117 21% L	182 23% LMNOPQ	81 18%	120 20%	115 20%	111 20%	91 19%	169 21%	271 24% ULMNOPQ	- -	- -	68 19%	196 27% U	48 20%	17 17% *	71 27%	57 23%	54 24%	42 22%	45 25%

Mean	0.36	0.34	0.71 *	0.35 *	0.10	0.35 E	0.53 EH	0.34 E	0.42	0.48 R	0.40	0.56 UKNOQR	0.49 KR	0.46 R	0.47 R	0.51 IKR	0.46 R	0.36	-	-	0.61 V	0.23	0.59	0.68 *	0.31	0.38	0.27	0.49	0.37
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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.

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - I worry about the impact of advertisements about gambling on children and young people

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171	
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180	
Strongly agree (2)	326 29%	303 28%	20 52% B*	19 49% EGH*	93 27%	90 33% GH	100 24%	283 28%G	163 27%	145 26%	214 27%	109 25%	168 28% L	164 29% L	144 26%	126 27%	254 32% UKLMNOPR	326 29%	-	-	122 35% V	195 27%	75 32%	42 43% *	70 27%	81 33%	61 27%	61 32%	53 29%	
Tend to agree (1)	414 37%	397 37%	14 36% *	12 30% *	136 40%	92 34%	157 38%	385 37%	214 35%	200 36%	304 39%IN	168 38%	225 37%	203 36%	211 38% I	169 36%	304 38% I	414 37%	-	-	119 34%	281 39%	85 36%	29 30% *	108 42% Z	76 31%	82 36%	78 41% Z	68 38%	
Neither agree nor disagree (0)	218 20%	210 20%	5 12% *	3 8% *	62 18%	54 20%	91 22%	207 20%	135 22% KQR	120 22% Q	153 20%	99 22% Q	124 21% Q	117 20%	115 21% Q	104 22% Q	147 18%	218 20%	-	-	63 18%	144 20%	44 18%	15 15% *	40 15% Yb	67 27% Yb	48 21% b	24 12% b	37 21% b	
Tend to disagree (-1)	92 8%	92 9%	- 4% *	2 4% *	32 9%	21 8%	37 9%	90 9%	55 9% Q	53 10% Q	65 8% Q	38 9% Q	52 9% Q	47 8% Q	45 8% Q	39 8% Q	52 7% Q	92 8% Q	-	-	28 8%	59 8%	21 9%	6 6% *	24 9%	14 6%	23 10%	16 8%	13 7%	
Strongly disagree (-2)	40 4%	40 4%	- 10% *	4 10% *	10 3%	8 3%	18 4%	37 4%	30 5% LMOQR	23 4%	30 4%	13 3%	20 3%	23 4%	18 3%	18 4%	26 3% Q	40 4%	-	-	11 3%	28 4%	6 3%	3 3% *	10 4%	9 3%	8 3%	7 4%	5 3%	
Don't know	26 2%	26 2%	- 2% *	- 2% *	6 2%	5 2%	15 4%	26 2%	16 3%	15 3%	15 2%	15 3% K	14 2% Q	17 3% K	17 3% K	16 3% KM	19 2% Q	26 2%	-	-	9 3%	10 1%	5 2%	2 2% *	7 3%	2 1%	6 3%	5 3%	4 2%	

NET: AGREE	740 66%	700 66%	34 88% B*	31 79% G*	229 67%	183 68%	257 61%	669 65%	377 62%	345 62%	517 66% ULP	277 63%	393 65% U	367 64%	355 65%	296 63%	557 70% UKLMNOPR	740 66% UP	- -	- -	241 68%	476 66%	161 68%	71 73% *	178 69%	156 63%	143 63%	139 73% a	121 67%
NET: DISAGREE	132 12%	132 12% C	- 14% *	5 14% *	42 12%	29 11%	55 13%	127 12%	85 14% OQR	76 14% OQ	95 12% Q	51 12%	72 12% Q	71 12% Q	63 11%	57 12% Q	78 10% Q	132 12% Q	- -	- -	39 11%	86 12%	27 11%	9 10% *	35 13%	22 9%	30 13%	23 12%	18 10%

Mean	0.82	0.80	1.39 B*	1.04 *	0.81	0.89 G	0.70	0.79	0.71	0.72	0.79 I	0.75	0.80 U	0.79 I	0.78	0.76	0.90 UKLMNOPR	0.82 U	-	-	0.91	0.79	0.88	1.05 *	0.81	0.84	0.75	0.91	0.86
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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/q/b/c Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - The amount of gambling advertisements found everywhere makes it seem “harmless” to children and young people

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	306 27%	284 27%	18 48% B*	21 54% EFGH*	72 21%	79 29%	111 27%	263 26%	165 27%	150 27%	212 27%	124 28%	174 29%	168 29% O	145 26%	132 28%	235 29% OR	306 27%	-	-	114 32% V	179 25%	85 36%	26 26% *	78 30%	68 27%	56 25%	62 33%	41 23%		
Tend to agree (1)	386 35%	380 36% C	4 10% *	9 23% *	130 38%	83 31%	157 38%	371 36%	221 36%	206 37%	281 36%	162 37%	207 34%	206 36%	202 37%	174 37%	277 35%	386 35%	-	-	118 34%	260 36%	77 33%	36 37% *	80 31%	90 36%	76 34%	69 36%	67 37%		
Neither agree nor disagree (0)	220 20%	209 20%	8 21% *	5 12% *	66 19%	65 24%	74 18%	204 20%	118 19%	111 20% N	144 18%	84 19%	107 18%	100 17%	104 19%	88 19%	155 19%	220 20%	-	-	60 17%	143 20%	42 18%	13 14% *	44 17%	43 17%	58 26% YZa	31 16%	41 23%		
Tend to disagree (-1)	114 10%	111 10%	3 8% *	3 7% *	38 11%	22 8%	49 12%	108 10%	67 11%	54 10%	82 11%	44 10%	63 10%	58 10%	60 11%	47 10%	75 9%	114 10%	-	-	39 11%	73 10%	23 10%	13 13% *	33 13%	20 8%	21 9%	17 9%	22 12%		
Strongly disagree (-2)	59 5%	55 5%	4 11% *	1 2% *	21 6%	11 4%	22 5%	54 5%	32 5%	29 5%	39 5%	23 5%	36 6%	29 5%	32 6%	22 5%	43 5%	59 5%	-	-	21 6%	35 5%	9 4%	10 10% W*	16 6%	17 7%	9 4%	9 5%	7 4%		
Don't know	31 3%	30 3%	1 3% *	1 3% *	13 4% G	10 4%	6 1%	29 3% G	10 2%	7 1%	22 3% ULO	6 1%	14 2% JLO	12 2% JO	6 1%	10 2% JO	17 2% JO	31 3% ULO	-	-	1 * U	26 4% U	1 * *	- 4% *	8 3%	10 4%	7 3%	3 2%	3 1%		

NET: AGREE	692 62%	663 62%	22 58% *	30 77% *	202 60%	163 60%	268 64%	633 62%	386 63%	355 64%	493 63%	285 65%	381 63%	374 65% R	347 63%	306 65%	512 64%	692 62%	-	-	232 66%	439 61%	162 69%	61 63% *	159 61%	157 64%	132 58%	131 69% a	108 60%
NET: DISAGREE	173 15%	166 16%	7 19% *	3 9% *	59 17%	33 12%	71 17%	162 16%	99 16%	83 15%	121 16%	67 15%	99 17%	86 15%	93 17%	69 15%	118 15%	173 15%	-	-	60 17%	107 15%	31 13%	23 23% W*	49 19%	37 15%	30 13%	26 13%	29 16%

Mean	0.71	0.70	0.78 *	1.23 EFGH*	0.60	0.76	0.69	0.68	0.70	0.71	0.72	0.73	0.71	0.76 O	0.67	0.75 O	0.75	0.71	-	-	0.75	0.69	0.88 X	0.56 *	0.69	0.72	0.68	0.84	0.64
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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - Famous individuals, celebrities or influencers should not be allowed to advertise on behalf of gambling companies

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total (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)		
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	336 30%	314 29%	17 46% B*	23 57% EFGH*	103 30%	86 32%	103 25%	292 28% G	180 29% JLP	137 25%	223 29% J	114 26% JLOP	178 30% J	161 28% J	146 26% J	122 26% J	250 31% JKLNOP	336 30% JLOP	-	-	127 36% V	201 28%	81 34%	37 38% *	79 31%	73 30%	66 29%	69 36%	47 26%		
Tend to agree (1)	328 29%	318 30%	7 18% *	11 27% *	95 28%	72 27%	141 34% H	308 30%	187 31%	176 32%	232 30%	144 33%	193 32% R	183 32%	179 33% R	152 32%	248 31%	328 29%	-	-	110 31%	210 29%	78 33%	28 28% *	83 32%	83 34% a	55 24%	50 26%	53 30%		
Neither agree nor disagree (0)	257 23%	247 23%	9 25% *	4 11% *	76 22%	60 22%	106 25%	242 24%	144 23%	147 26% IKMQR	179 23%	118 27% IKMQR	139 23%	136 24%	138 25% Q	117 25%	180 22%	257 23%	-	-	69 19%	173 24%	50 21%	16 16% *	47 18%	49 20%	70 31% yz	42 22%	46 25%		
Tend to disagree (-1)	117 11%	112 10%	4 10% *	1 3% *	36 10%	33 12%	42 10%	110 11%	65 11%	61 11%	90 12% MOQ	42 10%	56 9%	61 11%	52 9%	52 11%	77 10%	117 11%	-	-	30 9%	81 11%	19 8%	10 11% *	28 11%	27 11%	21 9%	16 8%	24 13%		
Strongly disagree (-2)	44 4%	44 4%	- 2% *	1 2% *	18 5%	11 4%	14 3%	43 4%	22 4%	23 4% NPQ	32 4% NQ	15 3%	21 4%	17 3%	19 3%	14 3%	22 3%	44 4% Q	-	-	12 3%	29 4%	6 3%	4 4% *	13 5%	10 4%	7 3%	8 4%	6 3%		
Don't know	33 3%	32 3%	1 1% *	- 3% *	12 3%	9 3%	12 3%	32 3%	15 2%	11 2%	23 3% J	10 2%	15 2%	14 2%	15 3%	15 3% JL	24 3% J	33 3%	-	-	5 1%	22 3%	2 1%	3 3% *	9 3%	4 2%	8 4%	6 3%	5 3%		
NET: AGREE	664 60%	633 59%	24 64% *	33 84% EFGH*	198 58%	158 58%	244 58%	600 58%	367 60% J	313 56%	456 58%	258 58%	371 62% JKLP	344 60% J	325 59%	274 58%	499 62% JKLOPR	664 60% J	-	-	237 67% V	411 57%	159 67%	64 66% *	163 63% a	156 63%	121 53%	119 62%	100 56%		
NET: DISAGREE	162 14%	156 15%	4 10% *	2 5% *	54 16%	43 16%	56 13%	154 15%	87 14%	85 15% LMOQ	122 16% LMOQ	57 13%	77 13%	78 14%	71 13%	66 14%	99 12%	162 14% Q	-	-	42 12%	111 15%	26 11%	14 15% *	41 16%	38 15%	28 12%	24 13%	29 16%		
Mean	0.73	0.72	1.01 *	1.35 EFGH*	0.70	0.72	0.68	0.70	0.73 J	0.63	0.69	0.69	0.77 JKLP	0.74 J	0.71 J	0.69	0.81 UKLNOPR	0.73 J	-	-	0.89 V	0.68	0.89	0.88 *	0.75	0.75	0.70	0.84	0.64		

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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/q/b/c 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/q/b/c Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - Advertising about gambling brands / products should be banned during the watershed (i.e., before 9pm or after 5.30am) on TV

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171	
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180	
Strongly agree (2)	344 31%	318 30%	21 54% B*	22 57% EFGH*	107 32%	83 31%	106 25%	296 29%	175 28%	143 26%	225 29%	119 27%	185 31% JLOP	166 29%	146 26%	128 27%	251 31% IKLOP	344 31%	- -	- -	121 34%	209 29%	75 32%	36 37% *	74 29%	84 34%	69 30%	62 32%	53 29%	
Tend to agree (1)	395 35%	388 36%	7 19% C	7 18% *	127 37% D	101 37% D	153 37% D	381 37% D	230 38%	198 36%	293 38%	162 37%	216 36%	207 36%	200 36%	173 37%	291 36%	395 35%	- -	- -	126 36%	263 37%	96 41%	28 29% *	96 37%	86 35%	73 32%	63 33%	71 40%	
Neither agree nor disagree (0)	238 21%	230 22%	7 17% *	8 20% *	65 19%	59 22%	98 24%	222 22%	135 22%	136 25% KMQR	163 21%	103 23%	130 22%	126 22%	130 24% KQ	108 23%	167 21%	238 21%	- -	- -	65 19%	157 22%	40 17%	21 21% *	57 22%	46 19%	61 27% Z	38 20%	34 19%	
Tend to disagree (-1)	80 7%	77 7%	2 4% *	1 2% *	22 6%	14 5%	39 9%	76 7%	45 7%	50 9% QR	59 8%	39 9%	45 7%	48 8%	50 9% MQR	40 8%	55 7%	80 7%	- -	- -	23 6%	55 8%	13 5%	8 9% *	19 7%	16 6%	15 6%	17 9%	13 7%	
Strongly disagree (-2)	34 3%	34 3%	1 2% *	1 2% *	10 3%	6 2%	17 4%	33 3%	22 4% MQ	23 4% MNQ	26 3% Q	15 3%	15 2%	17 3%	17 3%	17 4% MQ	19 2%	34 3% Q	- -	- -	15 4%	17 2%	10 4%	3 3% *	8 3%	7 3%	7 3%	7 4%	5 3%	
Don't know	23 2%	20 2%	1 4% *	* 1% *	9 3%	6 2%	5 1%	20 2%	6 1%	6 1%	15 2% I	5 1%	10 2% J	8 1%	6 1%	6 1%	18 2% IULNOP	23 2% UO	- -	- -	3 1%	15 2%	2 1%	1 1% *	5 2%	8 3%	3 1%	3 2%	3 2%	

NET: AGREE	739 66%	707 66%	28 73% *	29 75% *	234 69%	185 68%	259 62%	677 66% G	405 66% J	341 61% JO	518 66%	280 63%	402 67% JLOP	373 65% J	346 63%	301 64%	542 68% JLOP	739 66% JO	- -	- -	247 70%	472 66%	171 73%	64 66% *	171 66%	170 69%	142 62%	125 65%	124 69%
NET: DISAGREE	115 10%	111 10%	2 6% *	1 4% *	32 9%	21 8%	56 13% FH	109 11%	67 11%	72 13% IKMQR	85 11% Q	54 12% MQ	60 10%	65 11% Q	67 12% MQ	57 12% MQ	74 9%	115 10%	- -	- -	38 11%	72 10%	23 10%	12 12% *	26 10%	23 9%	22 10%	25 13%	18 10%

Mean	0.85	0.84	1.24 B*	1.28 GH*	0.90 G	0.91 G	0.70	0.82 G	0.81 J	0.71	0.82 JO	0.76	0.87 JLOP	0.81 J	0.75	0.76	0.89 IKLNOP	0.85 JLOP	-	-	0.90	0.85	0.91	0.88 *	0.83	0.94	0.81	0.82	0.87
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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,q/h/c Minimum Base: 30(**) Small Base: 100(*)

	Gender			Age							Social grade				Employment status							Region										Urban / Rural		Education				Income				Marital status		Household Size				Presence of children HM (17 or under)		ETHNICITY		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D2	Full-time	Part-time	Self-employed	ANY WORKING	ANY NOT WORKING	North East	North	West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	South West	Greater London	Wales	Scotland	Urban	Rural	GCSE/D Level or above	A Level or above	Degree or above	No formal qualifications	UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Married/ Living as a Married couple	Single	Widowed/ Divorced/separated	1	2	3	4+	ANY	NONE	Any white minority ethnic	Any black minority ethnic
	[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]	[AA]	[AB]	[AC]	[AD]	[AE]	[AF]	[AG]	[AH]	[AI]	[AJ]	[AK]	[AL]	[AM]	[AN]	[AO]	[AP]	[AQ]	[AR]	[AS]	[AT]	[AU]	[AV]	[AW]	[AX]	[AY]	[AZ]
Unweighted base	1083	681	388	225	335	225	159	98	41	440	234	187	122	636	160	57	853	230	24	130	71	116	81	85	87	143	209	44	88	107	113	226	197	597	63	197	266	207	320	43	612	381	30	161	256	235	411	544	539	882	196	
Weighted base	1115	715	386	278	324	218	142	105	48	402	255	259	159	642	187	66	895	221	22	128	71	118	78	89	99	161	211	47	92	992	124	302	290	443	80	207	285	279	298	45	607	419	30	168	267	263	417	537	578	919	192	
Strongly agree (2)	375	226	143	75	85	85	57	49	22	131	95	80	67	206	68	20	293	80	8	46	32	38	18	24	35	49	65	18	41	333	41	110	95	150	131	63	91	92	112	15	215	119	39	315	108	84	129	171	202	321	51	
	375	226	143	75	85	85	57	49	22	131	95	80	67	206	68	20	293	80	8	46	32	38	18	24	35	49	65	18	41	333	41	110	95	150	131	63	91	92	112	15	215	119	39	315	108	84	129	171	202	321	51	
	375	226	143	75	85	85	57	49	22	131	95	80	67	206	68	20	293	80	8	46	32	38	18	24	35	49	65	18	41	333	41	110	95	150	131	63	91	92	112	15	215	119	39	315	108	84	129	171	202	321	51	
	375	226	143	75	85	85	57	49	22	131	95	80	67	206	68	20	293	80	8	46	32	38	18	24	35	49	65	18	41	333	41	110	95	150	131	63	91	92	112	15	215	119	39	315	108	84	129	171	202	321	51	
	375	226	143	75	85	85	57	49	22	131	95	80	67	206	68	20	293	80	8	46	32	38	18	24	35	49	65	18	41	333	41	110	95	150	131	63	91	92	112	15	215	119	39	315	108	84	129	171	202	321	51	
	375	226	143																																																	

[illegible]

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - There should be more regulation around gambling advertising on social media

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	373 33%	347 33%	24 62% B*	24 61% EFGH*	121 35%	83 31%	119 28%	323 31%	182 30%	157 28%	244 31%	125 28%	190 32% JLP	186 32% ILOP	159 29%	133 28%	273 34% UKLMOP	373 33% IKLOP	-	-	132 37%	231 32%	78 33%	46 48% W*	88 34%	89 36%	66 29%	68 36%	59 33%		
Tend to agree (1)	390 35%	377 35%	9 22% *	9 23% *	117 34%	96 36%	155 37%	368 36%	228 37%	211 38%	284 36%	159 36%	230 38% NR	200 35%	203 37%	176 37%	288 36%	390 35%	-	-	136 38%	245 34%	95 40%	33 34% *	98 38%	86 35%	79 35%	68 36%	56 31%		
Neither agree nor disagree (0)	218 20%	213 20%	3 8% *	3 7% *	66 20%	59 22%	85 20%	211 20%	124 20%	118 21% MQ	149 19%	95 21% M	111 18%	113 20%	114 21% M	96 20%	149 19%	218 20%	-	-	54 15%	151 21% U	45 19% X	7 7% *	40 15%	45 18%	56 25% Y	39 20%	36 20%		
Tend to disagree (-1)	74 7%	71 7%	2 5% *	1 2% *	21 6%	16 6%	33 8%	70 7%	43 7%	38 7%	60 8% MQR	35 8% M	38 6%	39 7%	42 8%	37 8% M	51 6%	74 7%	-	-	15 4%	53 7%	9 4%	4 4% *	17 7%	12 5%	15 7%	10 5%	19 10% Z		
Strongly disagree (-2)	25 2%	25 2%	- 4% *	1 4% *	7 2%	4 1%	13 3%	24 2%	19 3% K	15 3%	17 2%	11 3%	15 3%	15 3%	16 3%	11 2%	19 2%	25 2%	-	-	10 3%	15 2%	6 3%	3 3% *	7 3%	7 3%	5 2%	2 1%	4 2%		
Don't know	35 3%	34 3%	1 3% *	1 3% *	8 2%	12 4%	13 3%	33 3%	18 3%	17 3%	27 3%	17 4%	18 3%	19 3%	16 3%	20 4% IOQ	22 3%	35 3%	-	-	6 2%	21 3%	3 1%	3 3% *	9 4%	9 4%	6 3%	4 2%	7 4%		

NET: AGREE	763 68%	724 68%	32 85% B*	33 85% FGH*	237 70%	180 67%	274 65%	691 67%	410 67%	368 66%	528 68%	284 64%	420 70% ILOP	385 67% L	362 66%	309 65%	561 70% ILOP	763 68% L	-	-	267 76% V	476 66%	173 73%	80 82% *	186 72%	175 71%	145 64%	136 71%	115 64%
NET: DISAGREE	99 9%	96 9%	2 5% *	2 6% *	28 8%	19 7%	46 11%	94 9%	61 10%	53 10%	77 10%	47 11%	53 9%	54 9%	58 11% MQ	48 10%	69 9%	99 9%	-	-	25 7%	68 9%	15 6%	7 8% *	24 9%	19 8%	20 9%	12 6%	22 12%

Mean	0.94	0.92	1.46 B*	1.40 EFGH*	0.97	0.93	0.82	0.90	0.86	0.85	0.90	0.82	0.93 ILOP	0.91 LOP	0.84	0.84	0.96 IKLOP	0.94 ILOP	-	-	1.05 V	0.90	0.99	1.22 *	0.97	0.99	0.84	1.02	0.86
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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q12.To what extent do you agree or disagree with each of the following statements about adverts promoting gambling brands / products. (FILTERED EVER HAD PROBLEM) - There should be more regulation around gambling-related content (e.g., content marketing such as gambling GIFs and memes, videos/streams of people gambling) on social media

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly agree (2)	326	304	19	18	98	95	92	286	168	139	216	108	164	146	141	110	243	326	-	-	109	206	66	38	76	77	62	68	40		
	29%	28%	49%	46%	29%	35%	22%	28%	27%	25%	28%	25%	27%	25%	26%	23%	30%	29%	-	-	31%	29%	28%	39%	29%	31%	27%	35%	22%		
			B*	EGH*	G	GH		G	P		P		P				UKLMNOP	ILNOP					*					c			
Tend to agree (1)	393	380	10	11	133	85	151	370	207	190	278	158	223	201	191	171	285	393	-	-	132	248	95	30	94	83	73	66	73		
	35%	36%	27%	27%	39%	31%	36%	36%	34%	34%	36%	36%	37%	35%	35%	36%	36%	35%	-	-	37%	35%	40%	30%	36%	34%	32%	34%	40%		
			*	*									I										*								
Neither agree nor disagree (0)	230	221	7	6	69	53	93	215	127	128	163	99	121	124	118	100	159	230	-	-	66	157	46	15	50	50	58	33	38		
	21%	21%	19%	16%	20%	20%	22%	21%	21%	23%	21%	22%	20%	22%	21%	21%	20%	21%	-	-	19%	22%	20%	15%	19%	20%	25%	17%	21%		
			*	*						MQ													*								
Tend to disagree (-1)	98	95	1	3	23	18	51	93	70	62	73	46	59	59	62	54	67	98	-	-	32	63	20	10	21	20	25	12	18		
	9%	9%	2%	7%	7%	7%	12%	9%	11%	11%	9%	10%	10%	10%	11%	11%	8%	9%	-	-	9%	9%	9%	10%	8%	8%	11%	6%	10%		
			*	*			EFH		KQR	QR				Q	KQR	QR							*								
Strongly disagree (-2)	37	37	-	1	6	11	18	35	24	24	27	20	22	24	23	21	25	37	-	-	13	19	9	4	13	5	3	10	5		
	3%	3%		4%	2%	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	3%	3%	-	-	4%	3%	4%	5%	5%	2%	1%	5%	3%		
			*	*						Q		Q		Q	Q	Q							*		a			a			
Don't know	32	31	1	-	10	8	13	31	17	13	23	11	13	18	14	16	23	32	-	-	1	24	-	1	5	13	6	3	5		
	3%	3%	3%		3%	3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	3%	3%	3%	-	-	*	3%	-	1%	2%	5%	3%	2%	3%		
			*	*										M		M					U		*								

NET: AGREE	719	684	29	29	232	180	244	655	375	329	494	267	387	347	332	281	528	719	-	-	241	453	161	67	170	160	136	133	113
	64%	64%	76%	73%	68%	67%	58%	64%	61%	59%	63%	60%	64%	61%	60%	60%	66%	64%	-	-	68%	63%	68%	69%	66%	65%	60%	70%	63%
			*	*	G	G		G			JP		ULNOP				UKLNP	ULNOP					*				a		
NET: DISAGREE	135	132	1	4	30	29	69	128	93	86	100	66	81	84	86	75	92	135	-	-	45	82	29	15	34	25	28	22	24
	12%	12%	2%	11%	9%	11%	16%	12%	15%	15%	13%	15%	14%	15%	16%	16%	11%	12%	-	-	13%	12%	12%	15%	13%	10%	12%	11%	13%
			*	*			EH		KQR	KQR		QR	Q	QR	KQR	KMQR							*						

Mean	0.81	0.79	1.25	1.05	0.89	0.90	0.62	0.78	0.72	0.66	0.77	0.67	0.76	0.69	0.68	0.65	0.84	0.81	-	-	0.83	0.80	0.80	0.89	0.78	0.88	0.75	0.90	0.71
			B*	G*	GH	G		G			ILNOP		ILNOP				UKLMNOP	ULNOP					*						

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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - Summary

All Adults aged 18-75 in GB

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS)							
	On the front of professional football player shirts	On pitch side adverts at football stadiums	On the sleeves of professional football shirts	On professional football players' training kits	Sponsorin g a football league or competition	On football shirts within video / fantasy games played by children (e.g., EA Sports FC 24, Fantasy football)	On football shirts within items collected by children (e.g., sticker albums, Match Attax)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	4207	4207	4207	4207	4207	4207	4207
Weighted base	4207	4207	4207	4207	4207	4207	4207
Strongly support (2)	227 5%	236 6%	207 5%	229 5%	256 6% AC	243 6% C	226 5%
Tend to support (1)	446 11% FG	585 14% ACDFG	471 11% FG	473 11% FG	576 14% ACDFG	390 9% G	327 8%
Neither support nor oppose (0)	1131 27% FG	1307 31% ACDFG	1232 29% AFG	1196 28% AFG	1320 31% ACDFG	971 23% G	918 22%
Tend to oppose (-1)	1040 25% BEG	957 23% BEG	1035 25% BEG	1074 26% BFG	920 22% E	1003 24% E	955 23%
Strongly oppose (-2)	1175 28% BCDE	930 22% BE	1065 25% BE	1044 25% BE	943 22% ABCD	1407 33% ABCD	1593 38% ABCD
Don't know	188 4%	191 5%	197 5%	191 5%	193 5%	194 5%	187 4%

NET: SUPPORT	673 16% G	821 20% ACDFG	679 16% FG	702 17% FG	831 20% ACDFG	632 15% G	554 13%
NET: OPPOSE	2215 53% BCDE	1887 45% ACDFG	2100 50% BE	2117 50% BE	1862 44% ABCD	2409 57% ABCD	2548 61% ABCD

Mean	-0.62 FG	-0.44 ACDFG	-0.57 AFG	-0.56 AFG	-0.43 ACDFG	-0.73 G	-0.84
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ance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On the front of professional football player shirts

All Adults aged 18-75 in GB

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		ANY PAST 12 MONTHS		No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle (a)	Higher (b)	Highest (c)		
		Total	NONE																												
		(A)	(B)																												
Unweighted base		4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base		4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Strongly support (2)		227 5%	177 6% C	47 3%	69 4%	15 4%	23 9%	69 17% DEFH	108 10% DE	82 13% RST	90 16% IKMNOQRST	91 12% RST	79 18% IKMNOQRS T	79 13% RST	78 14% KQRST	71 15% KQRST	94 10% RST	114 17% ST	71 4%	39 3%	60 17% V	51 7%	47 20%	13 13% *	55 6%	39 4%	43 5%	50 6%	40 11%		
Tend to support (1)		446 11%	357 13% C	80 6%	147 9%	48 14% D	50 18% D	113 27% DEFH	210 20% DE	134 22% ST	145 26% IKMQRST	165 21% ST	124 28% IKMNOQRST	143 23% RST	131 25% IKQRST	137 27% IKMNOQRST	130 22% RST	176 22% ST	223 20% ST	148 8% T	65 5%	87 25% V	129 18% U	62 26%	19 20% *	104 12%	89 10%	96 11%	75 9%	77 11%	
Neither support nor oppose (0)		1131 27%	783 29% C	328 23%	500 29%	95 28%	74 27%	115 28%	283 28%	160 26%	151 27%	228 29%	118 27% IMQRT	161 27% T	156 27%	146 27%	128 25%	200 27% QT	302 27% QT	523 29% QT	274 23%	77 22%	203 28% U	52 22%	21 21% *	230 26%	256 28%	232 27%	216 27%	188 27%	
Tend to oppose (-1)		1040 25%	694 25% FGH	341 24%	474 28% FGH	100 29% FGH	56 21%	65 15%	220 21% G	121 20% JLP	95 17% L	146 19% LP	62 14% LP	108 18% LP	103 18% LP	95 17% LP	71 15% JLOP	159 20% JLOP	241 22% JKLMNOPQ	516 29% JKLMNOPQR T	275 23% JKLMNOP	58 16% U	180 25% U	32 14%	20 20% *	20 26%	231 26%	197 23%	202 25%	155 22%	
Strongly oppose (-2)		1175 28%	635 23% B	534 38% B	445 26% GH	77 23% GH	61 23% G	51 12% G	189 18% G	106 17% JLP	69 12% JLOP	141 18% JLOP	55 12% JLOP	102 17% JLP	93 16% JLP	83 15% JL	65 14% JLOP	159 20% JLOP	213 19% JLNOP	478 27% JKLMNOPQR	474 39% JKLMNOPQRS	67 19% U	137 19% U	40 17%	25 25% *	25 27%	243 26%	245 29%	241 28%	223 28%	211 30%
Don't know		188 4%	99 4% B	73 5% B	82 5% EGH	5 2%	6 2%	6 1%	17 2%	10 2%	7 1%	10 1%	4 1%	9 1%	8 1%	11 2% L	8 2% L	14 2% L	23 2% KL	66 4% IKLMNOPQR	80 7% IKLMNOPQRS	3 1%	16 2%	3 1%	- - *	29 3%	56 6% Y	37 4%	34 4%	28 4%	
NET: SUPPORT		673 16%	534 19% C	127 9%	216 13%	63 19% D	73 27% DE	182 43% DEFH	318 31% DE	216 35% RST	234 42% IKMNOQRST	255 33% RST	203 46% IKMNOQRS T	222 37% KQRST	211 37% KQRST	215 39% IKQRST	200 42% IKMNOQRST	269 34% RST	337 30% ST	219 12% T	104 9%	147 42% V	180 25%	110 46% X	32 33% *	158 18% Z	128 14%	139 16%	125 16%	117 17%	
NET: OPPOSE		2215 53%	1329 48% B	876 62% B	919 54% FGH	177 52% GH	117 43% G	115 28% G	410 40% G	227 37% JLOP	164 29% JLOP	287 37% JLOP	117 27% JLP	210 35% JLP	196 34% JLP	177 32% JLP	136 29% JLOP	318 40% JKLMNOP	454 41% UKLMNOP	993 55% UKLMNOPQR	748 62% UKLMNOPQRS	125 35% U	317 44% U	72 30%	45 46% W*	474 53%	491 53%	438 52%	425 53%	365 52%	
Mean		-0.62	-0.47 C	-0.93	-0.66	-0.53	-0.31 DE	0.21 DEFH	-0.17 DE	-0.06 QRST	0.17 IKMNOQRST	-0.11 RST	0.25 IKMNOQRS T	-0.02 KQRST	* KQRST	0.06 IKMQRST	0.15 IKMNOQRST	-0.15 RST	-0.20 ST	-0.68 T	-0.96	0.04 V	-0.32	0.19 X	-0.25 *	-0.58	-0.65	-0.62	-0.62	-0.62	

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.

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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On pitch side adverts at football stadiums

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)		
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Strongly support (2)	236 6%	176 6% C	58 4%	70 4%	17 5%	22 8% D	67 16% DEFH	105 10% DE	76 12% RST	84 15% IKMNQRST	84 11% ST	77 17% IKMNOQRST	77 13% KRST	76 13% KRST	75 14% KRST	73 15% IKMNOQRST	96 12% RST	116 10% ST	74 4%	40 3%	61 17% V	49 7%	43 18%	17 18% *	51 6%	44 5%	45 5%	51 6%	42 6%		
Tend to support (1)	585 14%	466 17% C	111 8%	203 12%	70 21% D	59 22% D	133 32% DEFH	262 26% DE	162 26% ST	158 28% RST	212 27% RST	140 32% UKMNOQRST	166 28% ST	160 28% RST	175 32% UKMNOQRST	144 27% IKMQIRST	219 27% RST	282 25% ST	213 12% T	83 7%	98 28%	180 25%	76 32% X	19 19% *	129 14%	136 15%	112 13%	101 13%	97 14%		
Neither support nor oppose (0)	1307 31%	904 33% C	379 27%	590 34% FG	124 36% FGH	70 26%	120 29%	314 31%	181 29% LPQ	174 31% LOPQT	230 29% LQ	111 25%	178 30% LPQ	165 29% L	151 27%	125 26%	212 26%	336 30% LPQT	624 35% IKLMNOPQRT	310 26%	88 25%	226 32% U	54 23%	24 24% *	297 33%	284 30%	268 32%	247 31%	205 29%		
Tend to oppose (-1)	957 23%	617 22%	337 24%	420 24% GH	73 22% G	66 24% GH	58 14%	197 18% G	113 19% JLMOP	83 15% JLMOP	148 19% JLMOP	65 15% JLMOP	97 16% L	99 17% L	86 16%	73 15%	146 18% JLOP	214 19% JLMOP	449 25% UKLMNOPQOR	288 24% UKLMNOPQOR	51 15%	154 22% U	33 14%	16 16% *	208 23%	209 22%	200 24%	181 23%	151 22%		
Strongly oppose (-2)	930 22%	486 18% B	439 31% EGH	354 21% EGH	52 15% G	44 16% G	37 9%	133 13% G	72 12% JL	50 9%	95 12% JL	42 9%	70 12% JL	64 11% J	57 10%	49 10%	113 14% UKLMNOP	148 13% JLNOP	379 21% UKLMNOPQOR	396 33% UKLMNOPQRS	49 14%	94 13%	27 12%	20 20% *	181 20%	199 21%	186 22%	187 23%	168 24%		
Don't know	191 5%	97 4% B	80 6% EGH	80 5% EGH	3 1%	10 4% EGH	4 1%	17 2%	9 2%	6 1%	12 1%	7 2%	13 2% JNO	7 1%	6 1%	8 2% O	16 2% JNO	20 2%	63 7% UKNOR	89 7% UKLMNOPQRS	5 1%	13 2%	2 1%	2 2% *	26 3%	60 6% Yab	35 4%	33 4%	35 5% Y		
NET: SUPPORT	821 20%	641 23% C	168 12%	273 16%	87 26% D	81 30% D	200 48% DEFH	368 36% DEF	238 39% RST	242 44% IKMNQRST	296 38% RST	217 49% UKMNOQRS T	243 40% RST	236 41% KRST	250 46% IKMNOQRST	217 46% IKMNOQRST	314 39% RST	397 36% ST	287 16% T	124 10%	159 45% V	229 32%	119 51% X	36 37% *	180 20%	180 19%	157 19%	152 19%	140 20%		
NET: OPPOSE	1887 45%	1103 40% B	776 55% EGH	773 45% EGH	125 37% GH	110 41% GH	95 23%	330 32% G	185 30% JLOP	134 24%	243 31% JLMOP	107 24%	167 28% JL	163 29% JLP	143 26%	122 26%	259 32% JLMNOP	362 32% JLMNOP	828 46% UKLMNOPQOR	684 57% UKLMNOPQRS	100 29%	248 35%	60 26%	35 36% *	388 44%	408 44%	386 46%	368 46%	319 46%		
Mean	-0.44 C	-0.29 C	-0.75	-0.48	-0.22 D	-0.20 D	0.33 DEFH	0.01 DEF	0.10 RST	0.26 IKMNOQRST	0.05 RST	0.33 IKMNOQRST	0.14 KQRST	0.15 KQRST	0.23 IKMNOQRST	0.26 IKMNOQRST	0.05 ST	* ST	-0.49 T	-0.82	0.20 V	-0.09	0.32 X	-0.02 *	-0.39	-0.44	-0.46	-0.46	-0.46		

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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 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 Minimum Base: 30(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-79

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On the sleeves of professional football shirts

All Adults aged 18-75 in GB

	Gender			Age												Social grade				Employment status								Region				Education				Income			Marital status			Household Size				Presence of children HM (17 or under)				ETHNICITY																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D5	Full-time	Part-time	Self-employed	ANY WORKING	ANY NOT WORKING	North East	North	West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GSCS/D Level/10	A Level or equivalent	Degrees/PhD	No formal qualifications	UP TO £19,999	£20,000 - £34,999	£35,000 - £55,000	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/separated	1	2	3	4+	ANY	NONE	Any white background	minority ethnicity																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
	[A0]	[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]	[AA]	[AB]	[AC]	[AD]	[AE]	[AF]	[AG]	[AH]	[AI]	[AJ]	[AK]	[AL]	[AM]	[AN]	[AO]	[AP]	[AQ]	[AR]	[AS]	[AT]	[AU]	[AV]	[AW]	[AX]	[AY]	[AZ]	[BA]	[BB]	[BC]	[BD]	[BE]	[BF]	[BG]	[BH]	[BI]	[BJ]	[BK]	[BL]	[BM]	[BN]	[BO]	[BP]	[BQ]	[BR]	[BS]	[BT]	[BU]	[BV]	[BW]	[BX]	[BY]	[BZ]	[CA]	[CB]	[CC]	[CD]	[CE]	[CF]	[CG]	[CH]	[CI]	[CJ]	[CK]	[CL]	[CM]	[CN]	[CO]	[CP]	[CQ]	[CR]	[CS]	[CT]	[CU]	[CV]	[CW]	[CX]	[CY]	[CZ]	[DA]	[DB]	[DC]	[DD]	[DE]	[DF]	[DG]	[DH]	[DI]	[DJ]	[DK]	[DL]	[DM]	[DN]	[DO]	[DP]	[DQ]	[DR]	[DS]	[DT]	[DU]	[DV]	[DW]	[DX]	[DY]	[DZ]	[EA]	[EB]	[EC]	[ED]	[EE]	[EF]	[EG]	[EH]	[EI]	[EJ]	[EK]	[EL]	[EM]	[EN]	[EO]	[EP]	[EQ]	[ER]	[ES]	[ET]	[EU]	[EV]	[EW]	[EX]	[EY]	[EZ]	[FA]	[FB]	[FC]	[FD]	[FE]	[FF]	[FG]	[FH]	[FI]	[FJ]	[FK]	[FL]	[FM]	[FN]	[FO]	[FP]	[FQ]	[FR]	[FS]	[FT]	[FU]	[FV]	[FW]	[FX]	[FY]	[FZ]	[GA]	[GB]	[GC]	[GD]	[GE]	[GF]	[GG]	[GH]	[GI]	[GJ]	[GK]	[GL]	[GM]	[GN]	[GO]	[GP]	[GQ]	[GR]	[GS]	[GT]	[GU]	[GV]	[GW]	[GX]	[GY]	[GZ]	[HA]	[HB]	[HC]	[HD]	[HE]	[HF]	[HG]	[HH]	[HI]	[HJ]	[HK]	[HL]	[HM]	[HN]	[HO]	[HP]	[HQ]	[HR]	[HS]	[HT]	[HU]	[HV]	[HW]	[HX]	[HY]	[HZ]	[IA]	[IB]	[IC]	[ID]	[IE]	[IF]	[IG]	[IH]	[II]	[IJ]	[IK]	[IL]	[IM]	[IN]	[IO]	[IP]	[IQ]	[IR]	[IS]	[IT]	[IU]	[IV]	[IW]	[IX]	[IY]	[IZ]	[JA]	[JB]	[JC]	[JD]	[JE]	[JF]	[JG]	[JH]	[JI]	[JJ]	[JK]	[JL]	[JM]	[JN]	[JO]	[JP]	[JQ]	[JR]	[JS]	[JT]	[JU]	[JV]	[JW]	[JX]	[JY]	[JZ]	[KA]	[KB]	[KC]	[KD]	[KE]	[KF]	[KG]	[KH]	[KI]	[KJ]	[KK]	[KL]	[KM]	[KN]	[KO]	[KP]	[KQ]	[KR]	[KS]	[KT]	[KU]	[KV]	[KW]	[KX]	[KY]	[KZ]	[LA]	[LB]	[LC]	[LD]	[LE]	[LF]	[LG]	[LH]	[LI]	[LJ]	[LK]	[LL]	[LM]	[LN]	[LO]	[LP]	[LQ]	[LR]	[LS]	[LT]	[LU]	[LV]	[LW]	[LX]	[LY]	[LZ]	[MA]	[MB]	[MC]	[MD]	[ME]	[MF]	[MG]	[MH]	[MI]	[MJ]	[MK]	[ML]	[MN]	[MO]	[MP]	[MQ]	[MR]	[MS]	[MT]	[MU]	[MV]	[MW]	[MX]	[MY]	[MZ]	[NA]	[NB]	[NC]	[ND]	[NE]	[NF]	[NG]	[NH]	[NI]	[NJ]	[NK]	[NL]	[NM]	[NO]	[NP]	[NQ]	[NR]	[NS]	[NT]	[NU]	[NV]	[NW]	[NX]	[NY]	[NZ]	[OA]	[OB]	[OC]	[OD]	[OE]	[OF]	[OG]	[OH]	[OI]	[OJ]	[OK]	[OL]	[OM]	[ON]	[OO]	[OP]	[OQ]	[OR]	[OS]	[OT]	[OU]	[OV]	[OW]	[OX]	[OY]	[OZ]	[PA]	[PB]	[PC]	[PD]	[PE]	[PF]	[PG]	[PH]	[PI]	[PJ]	[PK]	[PL]	[PM]	[PN]	[PO]	[PP]	[PQ]	[PR]	[PS]	[PT]	[PU]	[PV]	[PW]	[PX]	[PY]	[PZ]	[QA]	[QB]	[QC]	[QD]	[QE]	[QF]	[QG]	[QH]	[QI]	[QJ]	[QK]	[QL]	[QM]	[QN]	[QO]	[QP]	[QQ]	[QR]	[QS]	[QT]	[QU]	[QV]	[QW]	[QX]	[QY]	[QZ]	[RA]	[RB]	[RC]	[RD]	[RE]	[RF]	[RG]	[RH]	[RI]	[RJ]	[RK]	[RL]	[RM]	[RN]	[RO]	[RP]	[RQ]	[RR]	[RS]	[RT]	[RU]	[RV]	[RW]	[RX]	[RY]	[RZ]	[SA]	[SB]	[SC]	[SD]	[SE]	[SF]	[SG]	[SH]	[SI]	[SJ]	[SK]	[SL]	[SM]	[SN]	[SO]	[SP]	[SQ]	[SR]	[SS]	[ST]	[SU]	[SV]	[SW]	[SX]	[SY]	[SZ]	[TA]	[TB]	[TC]	[TD]	[TE]	[TF]	[TG]	[TH]	[TI]	[TJ]	[TK]	[TL]	[TM]	[TN]	[TO]	[TP]	[TQ]	[TR]	[TS]	[TT]	[TU]	[TV]	[TW]	[TX]	[TY]	[TZ]	[UA]	[UB]	[UC]	[UD]	[UE]	[UF]	[UG]	[UH]	[UI]	[UJ]	[UK]	[UL]	[UM]	[UN]	[UO]	[UP]	[UQ]	[UR]	[US]	[UT]	[UU]

[illegible]

Mean	-0.57	-0.40	-0.72	-0.31 FGR	-0.33 FGR	-0.54 FGR	-0.67 I	-0.69 I	-0.88	-0.46 KMR	-0.70	-0.46 KMR	-0.62	-0.38 OPOR	-0.71	-0.74	-0.49 OPR	-0.72	-0.58	-0.54 U	-0.71	-0.57	-0.60	-0.59	-0.70	-0.65	-0.27 DUVANTZ	-0.62	-0.59	-0.55 E	-0.68	-0.58	-0.59	-0.56	-0.48	-0.63	-0.64	-0.56 N	-0.34 ju-	-0.74	-0.59	-0.47 E	-0.74	-0.68	-0.68	-0.44 W	-0.44 R	-0.35	-0.67	-0.58	-0.41 E
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Column Proportions (%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Row: 20(**) Small Row: 100(**)

Column Means (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,n,o,p,q,r/s,t/u,v,w,x/y Minimum Base: 30(**) Small Base: 200(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On the sleeves of professional football shirts

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Strongly support (2)	207 5%	161 6%	43 3%	70 4%	12 3%	26 10%	53 13%	91 9%	60 10%	76 14%	75 10%	62 14%	63 11%	66 12%	63 11%	58 12%	74 9%	97 9%	65 4%	40 3%	50 14%	42 6%	36 15%	13 14%	47 5%	33 4%	44 5%	48 6%	34 5%		
Tend to support (1)	471 11%	378 14%	87 6%	142 8%	44 13%	43 16%	148 35%	236 23%	171 28%	171 31%	199 25%	147 33%	174 29%	165 29%	161 29%	157 33%	211 26%	253 23%	138 8%	71 6%	101 29%	144 20%	71 30%	28 29%	105 12%	106 11%	78 9%	90 11%	88 13%		
Neither support nor oppose (0)	1232 29%	850 31%	358 26%	545 32%	124 36%	75 28%	107 26%	306 30%	162 26%	149 27%	226 29%	116 26%	156 26%	149 26%	149 27%	125 26%	206 26%	324 29%	584 32%	289 24%	80 23%	224 31%	59 25%	16 16%	260 29%	269 29%	255 30%	237 30%	202 29%		
Tend to oppose (-1)	1035 25%	684 25%	347 25%	476 28%	93 27%	61 22%	53 13%	207 20%	110 18%	83 15%	137 17%	64 15%	106 18%	102 18%	88 16%	63 13%	159 20%	229 21%	518 29%	283 23%	54 15%	169 24%	34 14%	16 17%	224 25%	252 27%	205 24%	193 24%	152 22%		
Strongly oppose (-2)	1065 25%	568 21%	491 35%	403 23%	58 17%	57 21%	50 12%	165 16%	97 16%	69 12%	131 17%	46 10%	90 15%	82 14%	79 14%	60 13%	132 16%	184 16%	432 24%	440 36%	64 18%	114 16%	35 15%	24 24%	225 25%	215 23%	226 27%	198 25%	189 27%		
Don't know	197 5%	105 4%	77 5%	81 5%	9 3%	9 3%	6 1%	23 2%	13 2%	8 1%	12 2%	6 1%	12 2%	7 1%	9 2%	8 2%	19 2%	28 4%	64 7%	84 7%	3 1%	23 3%	2 1%	- 3%	30 4%	58 6%	38 4%	34 4%	34 5%		
NET: SUPPORT	679 16%	539 20%	130 9%	212 12%	56 16%	69 26%	202 48%	327 32%	232 38%	247 44%	274 35%	209 47%	237 39%	231 40%	224 41%	215 46%	285 36%	350 31%	203 11%	111 9%	151 43%	186 26%	106 45%	41 43%	153 17%	139 15%	122 14%	138 17%	122 17%		
NET: OPPOSE	2100 50%	1251 46%	839 60%	879 51%	151 45%	118 43%	103 25%	372 36%	207 34%	152 27%	268 34%	111 25%	196 33%	185 32%	167 30%	124 26%	291 36%	413 37%	951 53%	723 60%	118 34%	284 40%	69 29%	40 41%	449 50%	467 50%	431 51%	391 49%	341 49%		
Mean	-0.57 C	-0.42 C	-0.87	-0.61	-0.43 D	-0.30 D	0.25 DEFH	-0.12 DEF	-0.02 RST	0.19 IKMNOQRST	-0.07 RST	0.26 IKMNOQRST	0.02 KQRST	0.05 KQRST	0.08 IKQRST	0.19 IKMNOQRST	-0.08 RST	-0.14 ST	-0.64 T	-0.90	0.05 V	-0.24	0.16	-0.09 *	-0.55	-0.58	-0.61	-0.53	-0.56		

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.

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 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 Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

GB adults aged 18-79

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On professional football players' training kits

All Adults aged 18-75 in GB

[illegible][illegible]

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.

ColumnProportions (2%): 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/n,o/p/q,r/s/t/u,v'w,x/y Minimum Row: 30(**) Small Row: 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,n,o,p,q,r/s,t/u,v/w,x/y Minimum Base: 30(**) Small Bow: 200(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On professional football players' training kits

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)		
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Strongly support (2)	229	179	45	65	18	22	74	114	79	91	95	82	84	81	82	81	98	119	68	37	66	49	51	13	53	43	47	50	36		
	5%	7% C	3%	4%	5%	8% D	18% DEFH	11% DE	13% RST	16% IKMNOQRST	12% RST	19% IKMNOQRST	14% RST	14% RST	15% KQRST	17% IKMNOQRST	12% RST	11% ST	4% 3%	3% V	19% 7%	21% 21%	13% *	6% 6%	5% 5%	6% 6%	6% 6%	5%			
Tend to support (1)	473	383	83	154	50	54	125	229	155	155	182	134	160	150	150	138	189	248	147	69	98	141	64	28	104	93	85	93	92		
	11%	14% C	6%	9%	15% D	20% D	30% DEFH	22% DE	25% RST	28% KQRST	23% ST	30% IKMNOQRST	27% KQRST	26% KQRST	27% KQRST	29% IKNOQRST	24% ST	22% ST	8% T	6% V	28% 18%	20% 32%	27% 18%	28% 19%	12% 30%	10% 29%	10% 30%	12% 27%	13% 26%		
Neither support nor oppose (0)	1196	819	357	532	114	74	100	288	152	141	218	99	151	141	136	117	201	306	560	294	64	226	42	19	265	274	255	213	179		
	28%	30% C	25%	31% G	33% GH	27% GH	24% 24%	28% G	25% 25%	25% L	28% ILMNOPQ	23% 23%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	27% ILNQ	31% ULMNOPQT	24% 24%	18% 32%	20% U	18% 19%	19% *	30% 30%	29% 29%	30% 30%	27% 27%	26% 26%		
Tend to oppose (-1)	1074	723	346	493	97	65	69	230	123	96	159	76	117	111	104	76	171	251	534	282	68	174	47	16	228	250	206	212	172		
	26%	26%	25%	29% GH	28% GH	24% G	16% 16%	22% G	20% JLP	17% JLP	20% JLP	17% P	19% P	19% P	16% P	16% P	16% JLP	21% IKLMNOP	23% IKLMNOPQRST	30% 30%	19% 15%	24% 20%	20% 16%	26% *	26% 26%	27% 27%	24% 24%	26% 26%	25% 25%		
Strongly oppose (-2)	1044	540	497	394	53	48	46	147	93	64	116	47	79	81	70	54	127	166	426	443	54	108	29	22	211	215	220	197	189		
	25%	20%	35% B	23% EGH	16% G	18% G	11% 11%	14% G	15% JLOP	12% JLP	15% JLP	11% L	13% JLP	14% JLP	13% L	11% L	11% JLMOP	16% JLP	15% IKLMNOPQRST	24% 24%	37% 37%	15% 15%	15% 12%	23% 23%	24% W*	23% 23%	26% 26%	25% 25%	27% 27%		
Don't know	191	99	76	79	8	8	5	21	11	8	11	4	10	7	7	7	16	25	67	83	3	18	3	-	30	57	34	37	31		
	5%	4%	5% B	5% GH	2% 2%	3% 3%	1% 1%	2% L	2% L	1% 1%	1% 1%	1% 1%	2% L	1% 1%	1% 1%	1% 1%	2% L	2% KLNO	4% IKLMNOPQRST	7% 7%	1% 1%	3% 3%	1% 1%	- *	3% 3%	6% Ya	4% 4%	5% 5%	4% 4%		
NET: SUPPORT		702	563	128	220	68	76	199	343	234	247	277	216	244	231	232	219	288	366	215	106	163	190	115	40	157	137	131	143	128	
		17%	20% C	9%	13% D	20% DE	28% DE	48% DEFH	33% DEF	38% RST	44% IKMNOQRST	35% RST	49% IKMNOQRST	41% KQRST	40% KQRST	42% KQRST	46% IKMNOQRST	36% RST	33% ST	12% T	9% 3%	46% V	27% 27%	49% 32%	41% *	18% 18%	15% 15%	16% 16%	18% 18%	18% 18%	
NET: OPPOSE		2117	1263	843	887	150	112	114	377	216	160	274	123	197	192	174	130	297	418	960	725	122	282	76	38	439	465	426	408	361	
		50%	46% B	60% B	52% EFGH	44% GH	42% G	27% 27%	37% G	35% JLOP	29% JLOP	28% JLOP	33% JLP	34% JLP	32% JLP	27% JLP	27% JLMNOP	37% JKLMNOP	53% IKLMNOPQRST	60% 60%	35% 35%	39% 39%	32% 32%	39% 39%	49% 49%	50% 50%	50% 50%	51% 51%	52% 52%		
Mean		-0.56	-0.40 C	-0.88	-0.61 D	-0.35 D	-0.24 D	0.28 DEFH	-0.07 DEF	0.01 RST	0.21 IKMNOQRST	-0.02 RST	0.29 IKMNOQRST	0.09 KQRST	0.07 KQRST	0.13 KQRST	0.25 IKMNOQRST	-0.05 ST	-0.09 ST	-0.64 T	-0.91	0.15 V	-0.22	0.26	-0.08 *	-0.51	-0.57	-0.58	-0.54	-0.58	

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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - Sponsoring a football league or competition

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER															SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest				
	Total	(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)				
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696				
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699				
Strongly support (2)	256 6%	194 7% C	57 4%	76 4%	22 6%	26 10% D	71 17% DEFH	118 11% DE	84 14% RST	91 16% IKMQORST	103 13% RST	77 18% IKMQORST	84 14% RST	88 15% QRST	77 14% RST	73 15% QRST	103 13% ST	130 12% ST	77 4% 4%	44 4%	63 18% V	58 8%	50 21%	13 14% *	61 7% Z	41 4%	46 5% 5%	55 7% Z	52 7% Z				
Tend to support (1)	576 14%	460 17% C	105 8%	213 12%	64 19% D	63 23% D	119 28% DEH	247 24% DE	151 25% ST	152 27% RST	194 25% ST	122 27% RST	154 26% ST	145 25% ST	152 28% QRST	131 28% QRST	198 25% ST	258 23% ST	213 12% T	95 8%	90 26%	161 22%	64 27%	23 24% *	127 14%	121 13%	105 12%	104 13%	112 16% a				
Neither support nor oppose (0)	1320 31%	897 33% C	401 29%	586 34%	104 31%	85 31%	122 29%	311 30%	182 30%	169 30%	228 29%	136 31%	180 30%	177 31%	170 31%	139 29%	226 28%	337 30% QT	628 35% IKMPORT	316 26%	90 26%	232 32% U	59 25%	23 24% *	263 30%	310 33%	287 34%	241 30%	208 30%				
Tend to oppose (-1)	920 22%	591 22%	326 23%	398 23% FGH	88 26% FGH	45 17%	60 14%	193 19% G	103 17% JLOP	81 15%	130 17% LO	60 14%	92 15%	87 15%	77 14%	68 14%	145 18% JLMNOP	207 19% JKLMNOP	435 24% UKLMNOPQR	270 22% UKLMNOPQR	52 15%	149 21% U	35 15%	12 12% *	225 25% c	202 22%	181 21%	176 22%	128 18%				
Strongly oppose (-2)	943 22%	497 18% B	443 32% B	362 21% EGH	49 15% EGH	43 16%	43 10%	135 13% G	83 13% JLP	55 10%	111 14% JLNOP	42 10% JL	80 13% JL	67 12% L	64 12% L	54 11% L	112 14% JLNOP	154 14% JL	383 21% UKLMNOPQR	399 33% UKLMNOPQR S	52 15%	97 14%	27 12%	24 25% w*	184 21%	204 22%	192 23%	188 23%	165 24%				
Don't know	193 5%	106 4%	72 5%	82 5% GH	12 4% G	8 3% G	4 1%	24 2% G	10 2%	8 1%	14 2%	5 1%	12 2% L	9 2%	9 2%	7 1%	18 2% L	29 3% UKLNP	65 4% UKLNPQR	82 7% UKLMNOPQR S	5 1%	20 3%	1 *	1 1% *	31 3%	55 6% Y	35 4%	36 4%	34 5%				
NET: SUPPORT	831 20%	654 24% C	162 12%	289 17%	86 25% D	89 33% D	190 45% DEFH	365 35% DE	235 38% RST	242 44% IKMQIRST	297 38% RST	199 45% IKMNOQRST	238 40% RST	232 41% QRST	229 42% IKQRST	204 43% IKMQIRST	301 38% RST	388 35% ST	290 16% T	139 12%	153 43% V	218 30%	114 48%	37 38% *	188 21%	163 17%	150 18%	159 20%	164 23% 2a				
NET: OPPOSE	1862 44%	1088 40% B	769 55% B	760 44% FGH	137 40% GH	88 32% G	103 25% G	328 32% G	186 30% JLNOP	136 24%	241 31% JLNOP	102 23%	172 29% JLOP	154 27% L	141 26%	122 26% L	257 32% JLMNOP	361 32% JLMNOP	818 45% UKLMNOPQR	669 55% UKLMNOPQR S	104 30%	246 34%	62 26%	36 37% *	409 46%	406 43%	373 44%	364 45%	293 42%				
Mean	-0.43	-0.28 C	-0.75	-0.46	-0.24 D	-0.06 D	0.28 DEFH	0.02 DE	0.08 RST	0.26 IKMNOQRST	0.06 RST	0.30 IKMNOQRST	0.12 QRST	0.18 IKQRST	0.19 IKQRST	0.22 IKMQIRST	0.04 ST	*	-0.48 T	-0.79	0.17 V	-0.10	0.32 X	-0.10 *	-0.40	-0.46	-0.45	-0.44	-0.36				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 205252 and with the Ipsos Terms and Conditions.

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 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 Minimum Base: 30(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On football shirts within video / fantasy games played by children (e.g., EA Sports FC 24, Fantasy football)

All Adults aged 18-75 in GB

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED										
			(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)
			(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)
Unweighted base		4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base		4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Strongly support (2)		243 6%	187 7% C	52 4%	67 4%	15 4%	27 10% DE	78 19% DEFH	119 12% DE	86 14% RST	97 17% IKOQRST	95 12% ST	85 19% IKMNOQRS T	94 16% KQRST	90 16% KQRST	82 15% KQRST	79 17% IKQRST	98 11% ST	125 17% ST	71 4%	41 3%	60 17% V	60 8%	41 18% 18% *	17 18% *	56 6%	49 5%	39 5%	54 7%	43 6%	
Tend to support (1)		390 9%	310 11% C	72 5%	118 7%	38 11% D	37 14% D	117 28% DEFH	192 19% DEF	138 23% KRST	147 26% IKMQRST	157 20% RST	128 29% IKMNOQRS T	142 24% KQRST	135 24% KQRST	141 26% IKQRST	120 25% IKQRST	164 20% RST	197 18% ST	124 7%	62 5%	90 25% V	100 14%	67 28% 10%	19 20% *	90 10%	78 8%	70 8%	71 9%	74 11%	
Neither support nor oppose (0)		971 23%	675 25% C	274 20%	413 24%	92 27%	70 26%	100 24%	262 25%	145 24%	131 23%	193 25% MT	102 23%	132 22%	130 23%	135 25% MT	113 24%	186 23%	277 25% MT	425 24%	234 19%	76 22%	185 26%	57 24%	15 15% *	204 23%	229 25%	205 24%	178 22%	149 21%	
Tend to oppose (-1)		1003 24%	664 24%	334 24%	457 27% FGH	92 27% FGH	52 19%	63 15%	207 20% G	113 18% LO	94 17% LO	157 20% JLMNOP	65 15%	107 18% LO	102 18% LO	84 15%	81 17% L	156 19% LO	230 21% JLMNOP	506 28% UKLMNOPQR T	259 21% JLO	54 15%	167 23% U	34 14%	15 15% *	210 24%	220 24%	209 25%	201 25%	156 22%	
Strongly oppose (-2)		1407 33%	798 29% B	600 43% B	572 33% GH	94 28% GH	78 29% GH	55 13%	226 22% G	123 20% JLP	79 14%	165 21% JLMNOP	57 13%	118 20% JLP	105 18% JLP	99 18% JLP	71 15% L	179 22% JLMNOP	258 23% UKLMNOP	602 33% UKLMNOPQR	535 44%	72 20%	179 25%	36 15%	31 32% W*	299 34%	302 32%	287 34%	260 32%	244 35%	
Don't know		194 5%	110 4%	70 5%	89 5% GH	9 3%	7 3%	6 1%	21 2%	9 1%	9 2%	14 2%	5 1%	10 2%	9 2%	9 2%	8 2%	19 2% ILN	28 3% UKLMN	74 4% UKLMNOPQR	76 6% UKLMNOPQRS	1 *	25 3% U	1 *	- *	32 4%	54 6% Y	35 4%	36 5%	33 5%	
NET: SUPPORT		632 15%	497 18% C	124 9%	185 11%	53 16% D	64 24% DE	195 47% DEFH	312 30% DEF	224 36% KQRST	244 44% IKMNOQRST	252 32% RST	212 48% UKMNOQRS T	235 39% KQRST	226 39% IKQRST	222 40% IKQRST	200 42% IKMQRST	262 33% RST	322 29% ST	195 11% T	103 8%	150 43% V	160 22%	108 46%	36 37% *	146 16%	127 14%	110 13%	126 16%	116 17%	
NET: OPPOSE		2409 57%	1462 53% B	935 67% B	1029 60% FGH	186 55% GH	130 48% GH	117 28% GH	433 42% G	236 39% JLOP	173 31% L	322 41% JLMNOP	122 28% JLOP	225 37% JLP	207 36% JLP	183 33% L	152 32% L	334 42% JLMNOP	488 44% UKLMNOPQ	1108 62% UKLMNOPQR	794 66% UKLMNOPQRS	125 36% U	347 48% U	69 29%	46 47% W*	509 57%	522 56%	496 59%	461 58%	400 57%	
Mean		-0.73	-0.60 C	-1.02	-0.83	-0.64 D	-0.45 D	0.24 DEFH	-0.23 DEF	-0.08 KQRST	0.16 IKMNOQRST	-0.18 RST	0.27 UKMNOQRS T	-0.02 KQRST	0.01 IKQRST	0.04 IKQRST	0.12 IKMNOQRST	-0.20 RST	-0.27 ST	-0.84 T	-1.05	0.04 V	-0.44	0.19 X	-0.24 *	-0.71	-0.74	-0.78	-0.71	-0.73	

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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/ Minimum Base: 30(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS) - On football shirts within items collected by children (e.g., sticker albums, Match Attax)

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLE											
			(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)
			(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)
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696			
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699			
Strongly support (2)	226 5%	180 7% C	45 3%	66 4%	15 5%	27 10% DE	71 17% DEFH	114 11% DE	82 13% RST	93 17% IKMNOQRST	96 12% RST	85 19% IKMNOQRS T	87 14% KQRST	80 14% RST	79 14% RST	80 17% IKMNOQRST	98 12% RST	120 11% ST	64 4%	38 3%	68 19% V	50 7%	51 22%	17 17% *	56 6%	43 5%	40 5%	40 5%	46 7%			
Tend to support (1)	327 8%	259 9% C	62 4%	90 5%	21 6%	31 11% DE	117 28% DEFH	169 16% DEF	127 21% KQRST	133 24% IKQRST	143 18% RST	116 26% IKMNOQRST	134 22% KQRST	126 22% KQRST	136 25% IKMNOQRST	117 25% IKMNOQRST	142 18% RST	179 16% ST	92 5%	49 4%	71 20% V	98 14%	53 22%	17 17% *	74 8%	72 8%	55 7%	64 8%	55 8%			
Neither support nor oppose (0)	918 22%	626 23% C	271 19%	375 22%	92 27% D	60 22%	99 24%	251 24%	140 23% T	141 25% MQT	181 23% T	106 24% T	133 22% T	132 23% T	131 24% T	111 23% T	180 24% T	268 24% T	393 22% T	224 19%	77 22%	173 24%	47 20%	24 24% *	186 21%	201 22%	198 23%	180 23%	145 21%			
Tend to oppose (-1)	955 23%	651 24%	299 21%	431 25% GH	103 30% GH	65 24% G	53 13%	220 21% G	109 18% JLMOP	82 15% JLMOP	150 19% JLMOP	61 14%	94 16% JLMOP	102 18% JLMOP	80 15% JL	66 14% L	155 19% JLMOP	231 21% ULMNOP	477 26% UKLMNOPQR T	242 20% JLMOP	49 14%	175 24% U	36 15%	9 9% *	195 22%	218 23%	197 23%	178 22%	158 23%			
Strongly oppose (-2)	1593 38%	929 34%	655 47% B	679 40% EFGH	100 29% GH	81 30% GH	70 17%	251 24% G	143 23% JLOP	94 17% JLNO	198 25% JLNO	66 15% JLNO	143 24% JLNO	120 21% JLP	108 20% JL	86 18% L	207 26% JLNO	289 26% ULNO	711 39% UKLMNOPQR	579 48% UKLMNOPQR S	81 23%	202 28%	47 20%	29 29% *	346 39%	343 37%	327 39%	302 38%	264 38%			
Don't know	187 4%	99 4%	72 5% B	75 4% H	8 2%	7 2%	9 2%	24 2%	12 2%	13 2%	13 2%	9 2%	11 2%	12 2%	15 3% K	12 2% K	19 2%	28 3% K	64 4% K	74 6% UKLMNOPQR S	6 2%	18 3%	2 1%	3 3% *	34 4%	56 6% Ya	29 3%	36 4%	30 4%			
NET: SUPPORT	554 13%	439 16% C	107 8%	157 9%	37 11%	58 21% DE	188 45% DEFH	282 27% DEF	208 34% KQRST	226 41% IKMNOQRST	239 31% RST	201 45% UKMNOQRS T	221 37% IKQRST	206 36% KQRST	215 39% IKNOQRST	198 42% IKMNOQRST	240 30% RST	299 27% ST	156 9%	88 7%	139 40% V	148 21%	103 44%	33 34% *	130 15%	115 12%	96 11%	104 13%	101 14%			
NET: OPPOSE	2548 61%	1581 58%	954 68% B	1109 65% FGH	203 60% GH	146 54% GH	122 29%	471 46% G	253 41% JLOP	176 32% JLMNOP	348 45% JLMNOP	127 29% JLOP	237 39% JLOP	222 39% JLOP	189 34% L	152 32% L	362 45% JLMNOP	520 47% ULMNOP	1188 66% UKLMNOPQR	821 68% UKLMNOPQR	130 37%	377 53% U	83 35%	37 38% *	541 61%	561 60%	523 62%	480 60%	422 60%			
Mean	-0.84	-0.71 C	-1.09	-0.95	-0.75 D	-0.54 DE	0.16 DEFH	-0.32 DEF	-0.18 KQRST	0.09 IKMNOQRST	-0.27 RST	0.21 UKMNOQRS T	-0.12 KQRST	-0.10 KQRST	-0.01 IKMNOQRST	0.09 IKMNOQRST	-0.30 RST	-0.36 ST	-0.97 T	-1.12	-0.01 V	-0.54	0.10	-0.17 *	-0.82	-0.85	-0.87	-0.83	-0.81			

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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/ 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/ Minimum Base: 30(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - Summary

All those who have EVER had a problem with gambling

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (ALL ADULTS)							
	On the front of professional football player shirts	On pitch side adverts at football stadiums	On the sleeves of professional football shirts	On professional football players' training kits	Sponsorin g a football league or competition	On football shirts within video / fantasy games played by children (e.g., EA Sports FC 24, Fantasy football)	On football shirts within items collected by children (e.g., sticker albums, Match Attax)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1083	1083	1083	1083	1083	1083	1083
Weighted base	1115	1115	1115	1115	1115	1115	1115
Strongly support (2)	114 10%	116 10%	97 9%	119 11%	130 12%	125 11%	120 11%
Tend to support (1)	223 20% G	282 25% AFG	253 23% FG	248 22% FG	258 23% AFG	197 18%	179 16%
Neither support nor oppose (0)	302 27% G	336 30% FG	324 29% FG	306 27% G	337 30% FG	277 25%	268 24%
Tend to oppose (-1)	241 22% E	214 19%	239 21%	251 23% EE	207 19%	230 21%	231 21%
Strongly oppose (-2)	213 19% BCDE	148 13%	184 16% EE	166 15%	154 14%	258 23% ABCD E	289 26% ABCD E F
Don't know	23 2%	20 2%	28 2%	25 2%	29 3%	28 3%	28 3%

NET: SUPPORT	337 30% G	397 36% ACFG	350 31% G	366 33% FG	388 35% ACFG	322 29%	299 27%
NET: OPPOSE	454 41% BCDE	362 32%	413 37% EE	418 37% EE	361 32%	488 44% ABCD E	520 47% ABCD E F

Mean	-0.20 FG	* ACDFG	-0.14 FG	-0.09 AFG	* ACDFG	-0.27 G	-0.36
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ance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - On the front of professional football player shirts

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total	(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)	
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly support (2)	114 10%	110 10%	3 9%	2 6%	15 4%	23 9%	69 17%	108 10%	82 13%	90 16%	91 12%	79 18%	79 13%	79 14%	78 14%	71 15%	94 12%	114 10%	- -	- -	60 17%	51 7%	47 20%	13 13%	27 11%	24 10%	22 10%	21 11%	19 10%		
Tend to support (1)	223 20%	216 20%	5 13%	6 15%	48 14%	50 18%	113 27%	210 20%	134 22%	145 26%	165 21%	124 28%	143 24%	131 23%	137 25%	130 27%	176 22%	223 20%	- -	- -	87 25%	129 18%	62 26%	19 20%	47 18%	49 20%	50 22%	40 21%	34 19%		
Neither support nor oppose (0)	302 27%	290 27%	10 25%	7 17%	95 28%	74 27%	115 28%	283 28%	160 26%	151 27%	228 29%	118 27%	161 27%	156 27%	146 27%	128 27%	200 25%	302 27%	- -	- -	77 22%	203 28%	52 22%	21 21%	59 23%	63 26%	69 30%	50 26%	58 32%		
Tend to oppose (-1)	241 22%	235 22%	6 15%	15 37%	100 29%	56 21%	65 15%	220 21%	121 20%	95 17%	146 19%	62 14%	108 18%	103 18%	95 17%	71 15%	159 20%	241 22%	- -	- -	58 16%	180 25%	32 14%	20 20%	69 27%	59 24%	39 17%	40 21%	32 18%		
Strongly oppose (-2)	213 19%	199 19%	11 29%	9 24%	77 23%	61 23%	51 12%	189 18%	106 17%	69 12%	141 18%	55 12%	102 17%	93 16%	83 15%	65 14%	159 20%	213 19%	- -	- -	67 19%	137 19%	40 17%	25 25%	50 19%	46 19%	39 17%	38 20%	37 20%		
Don't know	23 2%	18 2%	3 8%	* 1%	5 2%	6 2%	6 1%	17 2%	10 2%	7 1%	10 1%	4 1%	9 1%	8 1%	11 2%	8 2%	14 2%	23 2%	- -	- -	3 1%	16 2%	3 1%	- *	8 3%	4 2%	8 4%	2 1%	1 1%		

NET: SUPPORT	337 30%	326 31%	8 22%	8 21%	63 19%	73 27%	182 43%	318 31%	216 35%	234 42%	255 33%	203 46%	222 37%	211 37%	215 39%	200 42%	269 34%	337 30%	- -	- -	147 42%	180 25%	110 46%	32 33%	74 29%	74 30%	72 32%	62 32%	53 29%
NET: OPPOSE	454 41%	434 41%	17 44%	24 61%	177 52%	117 43%	115 28%	410 40%	227 37%	164 29%	287 37%	117 27%	210 35%	196 34%	177 32%	136 29%	318 40%	454 41%	- -	- -	125 35%	317 44%	72 30%	45 46%	119 46%	106 43%	78 34%	78 41%	69 38%

Mean	-0.20	-0.19	-0.47 *	-0.58 *	-0.53	-0.31 E	0.21 DEFH	-0.17 E	-0.06 QR	0.17 IKMNOQR	-0.11 R	0.25 IKMNOQR	-0.02 KQR	* KQR	0.06 IKMQR	0.15 IKMNOQR	-0.15 R	-0.20	-	-	0.04 V	-0.32	0.19 X	-0.25 *	-0.27	-0.22	-0.11	-0.18	-0.19
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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - On pitch side adverts at football stadiums

All those who have EVER had a problem with gambling

NET SUPPORT		397	277	118	127	142	30	35	17	6	18	80	87	50	274	53	14	341	56	10	23	40	30	20	29	101	17	18	363	34	81	103	187	15	20	94	99	140	16	224	148	236	145	82																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
		396%	31%	41%	42%	44%	37%	25%	16%	63%	43%	31%	34%	25%	274	53	14	341	56	10	23	40	30	20	29	101	17	18	363	34	81	103	187	15	20	94	99	140	16	224	148	236	145	82																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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NET OPPOSE		362	215	141	75	85	80	55	43	24	111	96	83	72	190	66	33	289	73	8	34	32	35	26	34	42	42	51	15	44	308	54	99	105	128	30	75	104	87	87	10	195	133	34	74	94	78	116	137	225	307	53																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
		32%	30%	37%	27%	26%	37%	38%	41%	49%	28%	37%	32%	36%	30%	35%	50%	32%	33%	35%	27%	45%	30%	34%	38%	42%	26%	24%	31%	47%	44%	33%	36%	29%	37%	36%	36%	31%	29%	21%	32%	32%	38%	44%	35%	30%	28%	25%	39%	33%	28%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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Column Proportions (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Bow: 20(**) Small Bow: 100(**)

Column Means (S%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(100) Small Base: 200(2)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - On pitch side adverts at football stadiums

All those who have EVER had a problem with gambling

		Gambled in last 12 months							PGSI SCORE (last 12 months)												PGSI EVER							SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		PGSI SCORE (last 12 months)							PGSI EVER																											
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest							
		(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)						
Unweighted base		1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171						
Weighted base		1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180						
Strongly support (2)		116	108	6	3	17	22	67	105	76	84	84	77	77	76	75	73	96	116	-	-	61	49	43	17	25	26	27	18	19						
		10%	10%	17% *	7% *	5%	8%	16% EFH	10% E	12% R	15% IKMNQR	11% IKMNQR	17% KR	13% KR	13% KR	14% KR	15% IKMNQR	12% R	10% R	-	-	17% V	7%	18%	18% *	10%	11%	12%	9%	10%						
Tend to support (1)		282	269	10	6	70	59	133	262	162	158	212	140	166	160	175	144	219	282	-	-	98	180	76	19	63	67	48	55	43						
		25%	25%	27% *	16% *	21%	22%	32% EFH	26% E	26% R	28% R	27% R	32% IKMNQR	28% R	28% IKMNQR	32% IKMNQR	31% IKMNQR	27% R	25% R	-	-	28% U	25%	32% X	19% *	24%	27%	21%	29%	24%						
Neither support nor oppose (0)		336	328	4	14	124	70	120	314	181	174	230	111	178	165	151	125	212	336	-	-	88	226	54	24	81	70	75	47	61						
		30%	31%	11% C	36% *	36% FGH	26%	29%	31%	29% LPQ	31% LOPQ	29% LQ	25% IKMNQR	30% LPQ	29% L	27% L	26% IKMNQR	26% IKMNQR	30% LPQ	-	-	25% U	32%	23%	24% *	31%	28%	33%	25%	34%						
Tend to oppose (-1)		214	204	9	7	73	66	58	197	113	83	148	65	97	99	86	73	146	214	-	-	51	154	33	16	55	40	48	41	28						
		19%	19%	23% *	17% *	22% G	24% GH	14%	19% G	18% JLMOP	15% JLMOP	19% JLMOP	15% JLMOP	16% L	17% L	16% JLOP	15% JLOP	18% JLOP	19% JLMOP	-	-	15% U	22% U	14%	16% *	21%	16%	21%	21%	16%						
Strongly oppose (-2)		148	141	7	8	52	44	37	133	72	50	95	42	70	64	57	49	113	148	-	-	49	94	27	20	31	38	25	28	26						
		13%	13%	17% *	20% G*	15% G	16% G	9%	13% G	12% JL	9% JL	12% JL	9% JL	12% JL	11% J	10% J	10% IKLMNOP	14% JLMNOP	13% JLMNOP	-	-	14% JLMNOP	13%	12%	20% *	12%	15%	11%	15%	15%						
Don't know		20	18	2	1	3	10	4	17	9	6	12	7	13	7	6	8	16	20	-	-	5	13	2	2	5	7	5	2	2						
		2%	2%	4% *	4% *	1%	4% EGH	1%	2%	2%	1%	1%	2%	2%	1%	1%	2% O	2% JNO	2% JNO	-	-	1% JNO	2%	1% JNO	2% *	2% JNO	3%	2%	1%	1%						
NET: SUPPORT		397	377	17	9	87	81	200	368	238	242	296	217	243	236	250	217	314	397	-	-	159	229	119	36	88	93	75	73	62						
		36%	35%	44% *	23% *	26%	30%	48% DEFH	36% EF	39% R	44% IKMNQR	38% IKMNQR	49% IKMNOPQR	40% R	41% KR	46% IKMNQR	46% IKMNQR	39% R	36% R	-	-	45% V	32%	51% X	37% *	34%	38%	33%	38%	35%						
NET: OPPOSE		362	344	16	15	125	110	95	330	185	134	243	107	167	163	143	122	259	362	-	-	100	248	60	35	86	78	73	69	55						
		32%	32%	41% *	37% *	37% GH	41% GH	23%	32% G	30% JLOP	24% JLOP	31% JLMOP	24% JLMOP	28% JL	29% JLP	26% JLMNOP	26% JLMNOP	32% JLMNOP	32% JLMNOP	-	-	29% JLMNOP	35%	26% JLMNOP	36% *	33%	32%	32%	36%	30%						
Mean		*	*	0.02	-0.27	-0.22	-0.20	0.33	0.01	0.10	0.26	0.05	0.33	0.14	0.15	0.23	0.26	0.05	*	-	-	0.20	-0.09	0.32	-0.02	-0.02	0.01	0.02	-0.03	*						
		*	*	*	*			DEFH	EF	R	IKMNQR	R	IKMNOPQR	KQR	KQR	IKMNQR	IKMNQR					V		X	*					*						

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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - On the sleeves of professional football shirts

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total (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)		
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly support (2)	97 9%	95 9%	1 3%	4 9%	12 3%	26 10%	53 13%	91 9%	60 10%	76 14%	75 10%	62 14%	63 11%	66 12%	63 11%	58 12%	74 9%	97 9%	- -	- -	50 14%	42 6%	36 15%	13 14%	21 8%	19 8%	20 9%	19 10%	17 10%		
Tend to support (1)	253 23%	242 23%	10 26%	6 16%	44 13%	43 16%	148 35%	236 23%	171 28%	171 31%	199 25%	147 33%	174 29%	165 29%	161 29%	157 33%	211 26%	253 23%	- -	- -	101 29%	144 20%	71 30%	28 29%	53 20%	62 25%	38 17%	57 30%	41 23%		
Neither support nor oppose (0)	324 29%	314 29%	9 23%	8 20%	124 36%	75 28%	107 26%	306 30%	162 26%	149 27%	226 29%	116 26%	156 26%	149 26%	149 27%	125 26%	206 26%	324 29%	- -	- -	80 23%	224 31%	59 25%	16 16%	66 25%	65 26%	75 33%	53 28%	63 35%		
Tend to oppose (-1)	229 21%	219 21%	9 22%	12 31%	93 27%	61 22%	53 13%	207 20%	110 18%	83 15%	137 17%	64 15%	106 18%	102 18%	88 16%	63 13%	159 20%	229 21%	- -	- -	54 15%	169 24%	34 14%	16 17%	63 24%	60 23%	52 23%	29 15%	23 13%		
Strongly oppose (-2)	184 16%	174 16%	7 19%	9 22%	58 17%	57 21%	50 12%	165 16%	97 16%	69 12%	131 17%	46 10%	90 15%	82 14%	79 14%	60 13%	132 16%	184 16%	- -	- -	64 18%	114 16%	35 15%	24 24%	48 19%	36 15%	35 16%	31 16%	31 17%		
Don't know	28 2%	24 2%	2 6%	* 1%	9 3%	9 3%	6 1%	23 2%	13 2%	8 1%	12 2%	6 1%	12 2%	7 1%	9 2%	8 2%	19 2%	28 2%	- -	- -	3 1%	23 3%	2 1%	- *	9 3%	5 2%	7 3%	3 1%	4 2%		
NET: SUPPORT	350 31%	337 32%	11 30%	10 26%	56 16%	69 26%	202 48%	327 32%	232 38%	247 44%	274 35%	209 47%	237 39%	231 40%	224 41%	215 46%	285 36%	350 31%	- -	- -	151 43%	186 26%	106 45%	41 43%	74 29%	81 33%	58 26%	76 40%	58 32%		
NET: OPPOSE	413 37%	393 37%	16 42%	21 53%	151 45%	118 43%	103 25%	372 36%	207 34%	152 27%	268 34%	111 25%	196 33%	185 32%	167 30%	124 26%	291 36%	413 37%	- -	- -	118 34%	284 40%	69 29%	40 41%	111 43%	96 39%	88 38%	60 31%	54 30%		
Mean	-0.14	-0.13	-0.30 *	-0.40 *	-0.43	-0.30	0.25 DEFH	-0.12 EF	-0.02 R	0.19 IKMNOQR	-0.07 R	0.26 IKMNOQPR	0.02 KQR	0.05 KQR	0.08 IKQR	0.19 IKMNOQR	-0.08 R	-0.14	- *	- *	0.05 V	-0.24	0.16	-0.09 *	-0.26	-0.14	-0.20	0.02 Y	-0.05		

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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - On professional football players' training kits

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total (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)		
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly support (2)	119	117	1	3	18	22	74	114	79	91	95	82	84	81	82	81	98	119	-	-	66	49	51	13	26	31	20	27	14		
	11%	11%	2%	7%	5%	8%	18%	11%	13%	16%	12%	19%	14%	14%	15%	17%	12%	11%	-	-	19%	7%	21%	13%	10%	12%	9%	14%	8%		
Tend to support (1)	248	236	10	7	50	54	125	229	155	155	182	134	160	150	150	138	189	248	-	-	98	141	64	28	57	50	46	48	45		
	22%	22%	25%	18%	15%	20%	30%	22%	25%	28%	23%	30%	27%	26%	27%	29%	24%	22%	-	-	28%	20%	27%	28%	22%	20%	20%	25%	25%		
Neither support nor oppose (0)	306	293	12	5	114	74	100	288	152	141	218	99	151	141	136	117	201	306	-	-	64	226	42	19	61	71	73	47	49		
	27%	27%	31%	13%	33%	27%	24%	28%	25%	25%	28%	23%	25%	25%	25%	25%	25%	27%	-	-	18%	32%	18%	19%	24%	29%	32%	25%	27%		
Tend to oppose (-1)	251	245	6	15	97	65	69	230	123	96	159	76	117	111	104	76	171	251	-	-	68	174	47	16	69	55	46	39	41		
	23%	23%	16%	37%	28%	24%	16%	22%	20%	17%	20%	17%	20%	19%	19%	16%	21%	23%	-	-	19%	24%	20%	16%	27%	22%	20%	20%	23%		
Strongly oppose (-2)	166	156	7	9	53	48	46	147	93	64	116	47	79	81	70	54	127	166	-	-	54	108	29	22	35	34	37	27	30		
	15%	15%	19%	24%	16%	18%	11%	14%	15%	12%	15%	11%	13%	14%	13%	11%	16%	15%	-	-	15%	15%	12%	23%	14%	14%	16%	14%	17%		
Don't know	25	21	2	*	8	8	5	21	11	8	11	4	10	7	7	7	16	25	-	-	3	18	3	-	10	7	5	3	2		
	2%	2%	6%	1%	2%	3%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	-	-	1%	3%	1%	-	4%	3%	2%	1%	1%		
NET: SUPPORT	366	353	10	10	68	76	199	343	234	247	277	216	244	231	232	219	288	366	-	-	163	190	115	40	84	80	66	75	59		
	33%	33%	27%	25%	20%	28%	48%	33%	38%	44%	35%	49%	41%	40%	42%	46%	36%	33%	-	-	46%	27%	49%	41%	32%	33%	29%	39%	33%		
NET: OPPOSE	418	401	14	24	150	112	114	377	216	160	274	123	197	192	174	130	297	418	-	-	122	282	76	38	105	89	84	66	71		
	37%	38%	36%	61%	44%	42%	27%	37%	35%	29%	35%	28%	33%	34%	32%	27%	37%	37%	-	-	35%	39%	32%	39%	40%	36%	37%	35%	39%		
Mean	-0.09	-0.08	-0.27	-0.53	-0.35	-0.24	0.28	-0.07	0.01	0.21	-0.02	0.29	0.09	0.07	0.13	0.25	-0.05	-0.09	-	-	0.15	-0.22	0.26	-0.08	-0.12	-0.05	-0.15	0.05	-0.16		

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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - Sponsoring a football league or competition

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest
	(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)
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180
Strongly support (2)	130	123	5	5	22	26	71	118	84	91	103	77	84	88	77	73	103	130	-	-	63	58	50	13	31	25	18	29	26
	12%	12%	12%	13%	6%	10%	17%	11%	14%	16%	13%	18%	14%	15%	14%	15%	13%	12%	-	-	18%	8%	21%	14%	12%	10%	8%	15%	14%
Tend to support (1)	258	250	6	3	64	63	119	247	151	152	194	122	154	145	152	131	198	258	-	-	90	161	64	23	55	58	50	49	45
	23%	23%	15%	9%	19%	23%	28%	24%	25%	27%	25%	27%	26%	25%	28%	28%	25%	23%	-	-	26%	22%	27%	24%	21%	23%	22%	26%	25%
Neither support nor oppose (0)	337	322	12	11	104	85	122	311	182	169	228	136	180	177	170	139	226	337	-	-	90	232	59	23	57	76	84	56	59
	30%	30%	32%	28%	31%	31%	29%	30%	30%	30%	29%	31%	30%	31%	31%	29%	28%	30%	-	-	26%	32%	25%	24%	22%	31%	37%	29%	33%
Tend to oppose (-1)	207	204	4	11	88	45	60	193	103	81	130	60	92	87	77	68	145	207	-	-	52	149	35	12	66	47	43	28	24
	19%	19%	9%	28%	26%	17%	14%	19%	17%	15%	17%	14%	15%	15%	14%	14%	18%	19%	-	-	15%	21%	15%	12%	25%	19%	19%	15%	13%
Strongly oppose (-2)	154	143	9	8	49	43	43	135	83	55	111	42	80	67	64	54	112	154	-	-	52	97	27	24	39	38	26	25	24
	14%	13%	23%	21%	15%	16%	10%	13%	13%	10%	14%	10%	13%	12%	12%	11%	14%	14%	-	-	15%	14%	12%	25%	15%	15%	12%	13%	13%
Don't know	29	24	3	*	12	8	4	24	10	8	14	5	12	9	9	7	18	29	-	-	5	20	1	1	11	4	7	4	3
	3%	2%	8%	1%	4%	3%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	3%	-	-	1%	3%	*	1%	4%	2%	3%	2%	2%
			B*	*	G	G	G	G					L				L	UKLNP											

NET: SUPPORT	388	374	10	9	86	89	190	365	235	242	297	199	238	232	229	204	301	388	-	-	153	218	114	37	87	83	68	79	71
	35%	35%	27%	22%	25%	33%	45%	35%	38%	44%	38%	45%	40%	41%	42%	43%	38%	35%	-	-	43%	30%	48%	38%	33%	33%	30%	41%	39%
			*	*			DEFH	E	R	IKMQR	R	IKMNOQR	R	QR	IKQR	IKMQR	R				V		*				a		
NET: OPPOSE	361	347	13	19	137	88	103	328	186	136	241	102	172	154	141	122	257	361	-	-	104	246	62	36	104	84	69	53	48
	32%	33%	33%	48%	40%	32%	25%	32%	30%	24%	31%	23%	29%	27%	26%	26%	32%	32%	-	-	30%	34%	26%	37%	40%	34%	30%	28%	27%
			*	G*	GH	G	G	G	JLNOP		JLNOP		JLNOP	L		L	JLMNOP	JLMNOP						*	abc				

Mean	*	0.01	-0.19	-0.33	-0.24	-0.06	0.28	0.02	0.08	0.26	0.06	0.30	0.12	0.18	0.19	0.22	0.04	*	-	-	0.17	-0.10	0.32	-0.10	-0.10	-0.06	-0.04	0.16	0.14
			*	*			DEFH	E	R	IKMNOQR	R	IKMNOPQR	QR	IKQR	IKQR	IKMQR					V		X	*				Y	

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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q13. To what extent would you support, or oppose, gambling brands / products in each of the following circumstances when thinking about professional football in the UK? (FILTERED EVER HAD PROBLEM) - On football shirts within items collected by children (e.g., sticker albums, Match Attax)

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)				PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	Total (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)		
Unweighted base	1083	1032	42	37	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	-	-	351	690	233	99	245	245	223	190	171		
Weighted base	1115	1068	38	39	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	-	-	352	716	236	97	259	247	227	191	180		
Strongly support (2)	120	117	3	3	15	27	71	114	82	93	96	85	87	80	79	80	98	120	-	-	68	50	51	17	27	29	19	23	22		
	11%	11%	9%	8%	5%	10%	17%	11%	13%	17%	12%	19%	14%	14%	14%	17%	12%	11%	-	-	19%	7%	22%	17%	10%	12%	8%	12%	12%		
Tend to support (1)	179	171	8	2	21	31	117	169	127	133	143	116	134	126	136	117	142	179	-	-	71	98	53	17	39	38	30	41	28		
	16%	16%	20%	6%	6%	11%	28%	16%	21%	24%	18%	26%	22%	22%	25%	25%	18%	16%	-	-	20%	14%	22%	17%	15%	15%	13%	21%	16%		
Neither support nor oppose (0)	268	258	7	7	92	60	99	251	140	141	181	106	133	132	131	111	180	268	-	-	77	173	47	24	47	54	68	47	49		
	24%	24%	19%	18%	27%	22%	24%	24%	23%	25%	23%	24%	22%	23%	24%	23%	23%	24%	-	-	22%	24%	20%	24%	18%	22%	30%	25%	27%		
Tend to oppose (-1)	231	228	3	8	103	65	53	220	109	82	150	61	94	102	80	66	155	231	-	-	49	175	36	9	57	45	54	32	40		
	21%	21%	7%	20%	30%	24%	13%	21%	18%	19%	14%	16%	18%	18%	15%	14%	19%	21%	-	-	14%	24%	15%	9%	22%	18%	24%	17%	22%		
Strongly oppose (-2)	289	269	16	19	100	81	70	251	143	94	198	66	143	120	108	86	207	289	-	-	81	202	47	29	80	69	51	46	41		
	26%	25%	41%	48%	29%	30%	17%	24%	23%	17%	25%	15%	24%	21%	20%	18%	26%	26%	-	-	23%	28%	20%	29%	31%	28%	22%	24%	23%		
Don't know	28	24	2	*	8	7	9	24	12	13	13	9	11	12	15	12	19	28	-	-	6	18	2	3	9	12	5	2	1		
	3%	2%	6%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	-	-	2%	3%	1%	3%	3%	5%	2%	1%	*		
NET: SUPPORT	299	288	11	5	37	58	188	282	208	226	239	201	221	206	215	198	240	299	-	-	139	148	103	33	66	67	49	64	50		
	27%	27%	29%	13%	11%	21%	45%	27%	34%	41%	31%	45%	37%	36%	39%	42%	30%	27%	-	-	40%	21%	44%	34%	25%	27%	22%	33%	28%		
NET: OPPOSE	520	498	18	27	203	146	122	471	253	176	348	127	237	222	189	152	362	520	-	-	130	377	83	37	137	114	105	79	81		
	47%	47%	47%	68%	60%	54%	29%	46%	41%	32%	45%	29%	39%	39%	34%	32%	45%	47%	-	-	37%	53%	35%	38%	53%	46%	46%	41%	45%		
Mean	-0.36	-0.35	-0.54	-0.96	-0.75	-0.54	0.16	-0.32	-0.18	0.09	-0.27	0.21	-0.12	-0.10	-0.01	0.09	-0.30	-0.36	-	-	-0.01	-0.54	0.10	-0.17	-0.50	-0.37	-0.39	-0.20	-0.28		

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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - Summary

All those who have gambled in last 12 months

	Q14. How much would you agree or disagree with the following statements?							
	The amount of adverts about gambling brands / products makes it hard for me to watch a game of professional football without wanting to place a bet	Adverts about gambling brands / products would make it hard for me to cut down my gambling	Large sporting events would make it hard for me to cut down my gambling	Adverts about gambling brands / products have no impact on whether or not I gamble	I like adverts about gambling brands / products	I feel overwhelmed by the amount of adverts about gambling brands / products	I feel like I can't escape about gambling brands / products	I wish I could easily block all adverts about gambling brands / products on social media
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2694	2694	2694	2694	2694	2694	2694	2694
Weighted base	2745	2745	2745	2745	2745	2745	2745	2745
Strongly agree (2)	167 6%	160 6%	142 5%	1039 38%	144 5%	303 11%	395 14%	554 20%
				ABCDEFGHI		ABCE	ABCF	ABCFG
Tend to agree (1)	284 10%	336 12%	319 12%	704 26%	249 9%	453 16%	625 23%	530 19%
		AE	E	ABCDEFGHI		ABCE	ABCEHI	ABCF
Neither agree nor disagree (0)	629 23%	680 25%	668 24%	513 19%	777 28%	803 29%	742 27%	950 35%
	D	D	D		ABCD	ABCDG	ABCD	ABCEDFG
Tend to disagree (-1)	467 17%	450 16%	458 17%	242 9%	560 20%	505 18%	488 18%	313 11%
	DH	DH	DH		ABCDGH	BDH	DH	D
Strongly disagree (-2)	1065 39%	945 34%	984 36%	137 5%	894 33%	570 21%	374 14%	247 9%
	BCDEFGH	DEFGH	DEFGH		DEFGH	DGH	DH	D
Don't know	119 4%	150 5%	155 6%	95 3%	99 4%	98 4%	105 4%	133 5%
		ADEFG	ADEFG					DEFG
Prefer not to say	14 1%	24 1%	20 1%	16 1%	23 1%	13 *	15 1%	17 1%
		AF			F			

NET: AGREE	451 16%	497 18%	461 17%	1743 63%	393 14%	756 28%	1020 37%	1084 39%
	E	AE	E	ABCDEFGHI		ABCE	ABCF	ABCFG
NET: DISAGREE	1532 56%	1395 51%	1442 53%	379 14%	1454 53%	1075 39%	862 31%	560 20%
	BCDEFGH	DEFGH	DEFGH		DEFGH	DGH	DH	D

Mean	-0.76	-0.65	-0.71	0.86	-0.69	-0.22	0.07	0.32
		AC	A	ABCDEFGHI	A	ABCE	ABCF	ABCFG

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

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

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-79

Q14. How much would you agree or disagree with the following statements? - The amount of adverts about gambling brands / products makes it hard for me to watch a game of professional football without wanting to place a bet

All those who have gambled in last 12 months

[illegible][illegible]

Mean	-0.76	-0.62	-0.93	-0.15 FGH	-0.28 FGH	-0.03 GH	-0.94 H	-1.24	-1.32	0.53 M	-0.96	-0.66 M	-0.90	-0.54 OPQR	-0.78 R	-0.88	-0.62 GR	-1.10	-0.97 *	-0.78 U	-1.06	-0.60 SUR	-0.83 B	-0.76 U	-0.96	-0.79	0.27 DUVWXY	-1.13	-0.74 U	-0.71	-1.00	-0.84	-0.89	-0.59 fg	-0.73	-0.77	-0.83	-0.81	-0.81	-0.47 jkl	-1.18	-0.81	-0.86	-1.01	-0.99	-1.01	-0.58 r	-0.44 w	-0.35	-0.98	-0.81	-0.26 x
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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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Row: 20(**) Small Row: 100(**)

Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(**) Small Bow: 200(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - The amount of adverts about gambling brands / products makes it hard for me to watch a game of professional football without wanting to place a bet

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Yes	No														Less than 12 months	More than 12 months	Lowest	Lower	Middle	Higher	Highest		
(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)			
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Strongly agree (2)	167 6%	167 6%	- -	44 3%	14 4%	18 7% D	92 22% DEFH	123 12% DEF	94 16% RST	100 18% IKQRST	108 14% RST	94 22% IKMNQQRST	100 17% KQRST	93 17% KQRST	100 18% IKQRST	98 21% IKMNQQRST	110 14% ST	126 12% ST	35 2% V	5 2% V	81 24% V	43 6% V	55 24% V	23 26% *	40 7% V	33 6% V	31 5% V	30 6% V	32 7% V		
Tend to agree (1)	284 10%	284 10%	- -	70 4%	39 11% D	54 20% DE	122 29% DEFH	214 21% DE	146 24% RST	149 27% IKQRST	177 23% RST	122 28% IKQRST	150 26% KQRST	144 26% KQRST	147 27% KQRST	122 26% KQRST	179 23% RST	220 21% ST	51 4% V	10 5% V	86 26% V	129 19% V	60 26% V	22 25% *	60 10% V	54 9% V	71 13% V	46 9% V	50 11% V		
Neither agree nor disagree (0)	629 23%	629 23%	- -	361 21%	79 23%	83 31% D	106 25% DEFH	268 26% D	155 15% S	149 27% S	202 27% S	117 27% S	154 26% S	154 28% S	146 27% S	124 27% S	194 25% S	277 26% S	284 20% S	53 24% S	74 22% S	185 27% S	49 22% S	19 22% *	137 23% a	153 26% a	112 20% a	123 24% a	100 22% a		
Tend to disagree (-1)	467 17%	467 17%	- -	271 16%	86 25% DGH	52 19% DGH	58 14% DGH	196 16% DG	96 15% P	81 15% JLP	132 17% JLP	60 14% LP	98 15% LP	86 15% LP	84 16% LP	64 14% LP	131 17% LP	199 19% IULNOPQ	236 17% LP	29 13% LP	51 15% LP	143 21% LP	37 16% LP	13 15% *	104 17% LP	100 17% LP	107 19% b	68 13% b	83 18% b		
Strongly disagree (-2)	1065 39%	1065 39%	- -	879 51% EFGH	110 32% FGH	48 18% G	28 7% G	186 15% G	87 10% JLMNOP	54 15% L	118 16% JLMNOP	27 6% LP	61 11% LP	63 11% LOP	48 9% L	38 8% L	123 16% JLMNOP	206 19% UKLMNOPQ	757 53% UKLMNOPQR	99 45% UKLMNOPQR	31 9% U	173 25% U	20 9% U	8 10% *	222 37% U	228 38% U	222 39% U	216 42% U	171 38% U		
Don't know	119 4%	119 4%	- -	84 5%	10 3%	14 5%	11 3%	35 3%	18 2%	14 2%	23 3%	10 2%	18 3%	15 2%	13 2%	15 3%	30 4% JLNO	36 3% JLNO	60 4% UKLMNOPQRS	20 9% UKLMNOPQRS	11 3% UKLMNOPQRS	19 3% UKLMNOPQRS	8 3% UKLMNOPQRS	3 3% *	27 5% UKLMNOPQRS	27 4% UKLMNOPQRS	22 4% UKLMNOPQRS	28 5% UKLMNOPQRS	16 4% UKLMNOPQRS		
Prefer not to say	14 1%	14 1%	- -	10 1%	2 1%	1 *	2 1%	5 *	1 *	2 *	2 *	2 *	2 *	1 *	3 1%	2 *	5 1%	5 *	6 *	3 1%	- -	2 *	- -	- -	4 1%	3 1%	1 *	4 1%	2 *		

NET: AGREE	451 16%	451 16%	- -	113 7%	52 15% D	72 27% DE	213 51% DEFH	338 33% DEF	240 40% RST	249 45% IKQRST	285 37% RST	216 50% IKMNQQRST	251 43% KQRST	237 46% KQRST	247 48% IKQRST	220 48% IKMNQQRST	289 37% RST	346 32% ST	86 6% V	15 7% V	167 50% V	172 25% V	115 50% V	45 51% *	100 17% V	87 15% V	102 18% V	76 15% V	82 18% V
NET: DISAGREE	1532 56%	1532 56%	- -	1150 67% EFGH	196 58% FGH	100 37% G	86 21% G	382 37% JLMNOP	183 31% JLMNOP	135 25% LP	250 33% JLMNOP	87 20% JLQ	159 27% JLQ	149 27% LP	132 24% L	102 22% L	254 33% JLMNOP	405 38% UKLMNOPQ	993 69% UKLMNOPQR	129 59% UKLMNOPQR	82 25% U	315 45% U	56 25% U	22 25% *	326 55% U	328 55% U	328 58% U	284 55% U	254 56% U

Mean	-0.76	-0.76	-	-1.15	-0.73 D	-0.23 DE	0.47 DEFH	-0.11 DE	0.11 KQRST	0.30 IKNQRST	0.03 RST	0.47 IKMNQQRST	0.23 KQRST	0.22 IKQRST	0.32 IKMNQQRST	0.40 IKMNQQRST	0.03 RST	-0.14 ST	-1.20	-1.06	0.42 V	-0.41	0.43	0.44 *	-0.73	-0.77	-0.77	-0.82	-0.71
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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/- 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/- Minimum Base: 30(*) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - Adverts about gambling brands / products would make it hard for me to cut down my gambling
All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					Any level of problems (PGSI 1+)	PGSI EVER															SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	More than could afford	Larger amounts		Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest					
(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)						
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444					
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454					
Strongly agree (2)	160 6%	160 6%	- -	32 2%	20 6%	25 9%	83 20%	128 17%	94 16%	95 17%	112 15%	90 21%	95 16%	89 16%	95 18%	87 19%	114 15%	130 12%	26 2%	3 1%	65 20%	59 8%	49 21%	13 15%	38 6%	37 6%	21 4%	31 6%	31 7%					
Tend to agree (1)	336 12%	336 12%	- -	89 5%	42 12%	63 23%	142 34%	247 30%	178 30%	177 32%	206 27%	133 31%	175 30%	178 32%	170 31%	143 31%	211 27%	255 24%	69 5%	9 4%	103 31%	146 21%	65 29%	33 38%	76 13%	71 12%	64 11%	71 14%	53 12%					
Neither agree nor disagree (0)	680 25%	680 25%	- -	415 24%	92 27%	86 32%	87 21%	265 26%	139 23%	120 22%	185 24%	105 24%	144 25%	134 24%	129 24%	111 24%	187 26%	273 24%	342 24%	52 24%	83 25%	180 26%	57 25%	23 26%	142 24%	152 25%	156 28%	118 23%	107 24%					
Tend to disagree (-1)	450 16%	450 16%	- -	275 16%	87 26%	46 17%	42 10%	175 17%	80 13%	67 12%	119 16%	45 10%	74 13%	68 12%	61 11%	53 11%	109 14%	180 17%	243 17%	26 12%	36 11%	136 20%	28 12%	5 6%	102 17%	101 16%	88 15%	77 15%	80 18%					
Strongly disagree (-2)	945 34%	945 34%	- -	785 46%	88 26%	38 14%	34 8%	160 16%	70 12%	55 10%	103 13%	33 8%	59 10%	59 11%	55 10%	40 9%	103 13%	175 16%	669 47%	98 44%	33 10%	139 20%	22 10%	8 9%	188 32%	203 34%	213 38%	183 36%	150 33%					
Don't know	150 5%	150 5%	- -	106 6%	10 3%	10 4%	24 6%	44 4%	30 5%	29 5%	29 4%	21 5%	30 5%	22 4%	24 5%	23 5%	37 5%	45 4%	72 5%	29 13%	10 3%	33 5%	6 3%	5 5%	43 7%	29 5%	20 3%	27 5%	29 6%					
Prefer not to say	24 1%	24 1%	- -	15 1%	1 *	3 1%	6 1%	9 1%	7 1%	6 1%	8 1%	6 1%	7 1%	6 1%	7 1%	6 1%	9 1%	9 1%	8 1%	4 2%	3 1%	1 *	2 1%	- *	4 1%	6 1%	4 1%	8 2%	3 1%					
NET: AGREE	497 18%	497 18%	- -	121 7%	62 18%	88 33%	225 54%	376 37%	271 45%	272 50%	318 42%	223 52%	270 46%	267 48%	265 49%	230 50%	326 42%	386 36%	95 7%	12 5%	169 50%	205 30%	114 50%	47 53%	114 19%	107 18%	85 15%	102 20%	85 19%					
NET: DISAGREE	1395 51%	1395 51%	- -	1060 62%	175 51%	83 31%	77 18%	335 33%	150 25%	122 22%	222 29%	78 18%	133 23%	127 23%	116 21%	93 20%	212 28%	355 33%	913 64%	123 56%	69 21%	275 40%	50 22%	14 15%	290 49%	304 51%	301 53%	260 50%	230 51%					
Mean	-0.65	-0.65	-	-1.06	-0.55 D	-0.03 DE	0.51 DEFH	0.01 DE	0.26 KQRST	0.37 IKQRST	0.15 RST	0.50 UKMNPQRS T	0.32 KQRST	0.32 KQRST	0.37 IKQRST	0.42 IKMQRST	0.17 RST	-0.01 ST	-1.08	-1.11	0.41 V	-0.23	0.41	0.46 *	-0.60	-0.64	-0.76	-0.64	-0.63					

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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/ Minimum Base: 30(*) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - Large sporting events would make it hard for me to cut down my gambling

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444				
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454				
Strongly agree (2)	142	142	-	33	13	22	73	109	83	86	94	75	83	84	84	77	90	111	23	5	59	48	38	21	33	29	30	22	27				
	5%	5%	-	2%	4%	8%	18%	11%	14%	16%	12%	17%	14%	15%	15%	17%	12%	10%	2%	2%	18%	7%	17%	23%	6%	5%	5%	4%	6%				
Tend to agree (1)	319	319	-	72	55	66	127	247	162	158	202	127	163	156	160	130	200	254	54	8	94	150	65	23	78	73	63	55	48				
	12%	12%	-	4%	16%	24%	30%	24%	27%	29%	27%	29%	28%	28%	30%	28%	26%	24%	4%	4%	28%	22%	29%	26%	13%	12%	11%	11%	10%				
Neither agree nor disagree (0)	668	668	-	407	85	76	101	261	145	142	189	103	146	144	134	114	191	268	344	45	70	185	46	20	137	145	140	125	113				
	24%	24%	-	24%	25%	28%	24%	25%	24%	26%	25%	24%	25%	26%	25%	25%	25%	25%	24%	21%	21%	27%	20%	23%	23%	24%	25%	24%	25%				
Tend to disagree (-1)	458	458	-	286	67	52	53	172	87	66	121	61	93	75	76	63	122	175	257	25	51	122	37	13	94	90	91	97	84				
	17%	17%	-	17%	20%	19%	13%	17%	15%	12%	16%	14%	16%	14%	14%	14%	16%	16%	18%	11%	15%	18%	16%	14%	16%	15%	16%	19%	18%				
Strongly disagree (-2)	984	984	-	805	101	43	35	178	84	65	112	36	64	64	54	44	122	197	681	101	43	148	29	8	206	220	210	186	155				
	36%	36%	-	47%	30%	16%	8%	17%	14%	12%	15%	8%	11%	12%	10%	9%	16%	18%	48%	46%	13%	21%	12%	9%	35%	37%	36%	34%					
Don't know	155	155	-	105	17	11	22	50	31	26	37	24	28	25	26	29	38	52	62	34	14	38	11	4	41	39	27	26	22				
	6%	6%	-	6%	5%	4%	5%	5%	5%	5%	5%	6%	5%	4%	5%	6%	5%	5%	4%	15%	4%	5%	5%	4%	7%	6%	5%	5%	5%				
Prefer not to say	20	20	-	9	3	1	7	11	6	7	7	7	7	8	8	5	10	11	7	2	3	4	3	-	4	2	4	4	6				
	1%	1%	-	1%	1%	*	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	*	1%	1%	1%				
NET: AGREE	461	461	-	105	68	88	200	356	245	243	296	203	246	240	244	207	290	365	78	13	152	198	103	44	111	102	93	77	74				
	17%	17%	-	6%	20%	32%	48%	35%	41%	44%	39%	47%	42%	43%	45%	45%	38%	34%	5%	6%	46%	29%	45%	50%	19%	17%	16%	15%	16%				
NET: DISAGREE	1442	1442	-	1091	167	95	88	350	171	130	233	96	157	139	130	107	244	371	938	126	94	269	66	21	300	310	301	283	239				
	53%	53%	-	64%	49%	35%	21%	34%	29%	24%	31%	22%	27%	25%	24%	23%	32%	35%	66%	57%	28%	39%	29%	23%	51%	52%	53%	55%	53%				
Mean	-0.71	-0.71	-	-1.10	-0.58	-0.11	0.39	-0.07	0.13	0.26	0.06	0.36	0.20	0.23	0.28	0.31	0.02	-0.09	-1.12	-1.14	0.23	-0.26	0.22	0.42	-0.66	-0.72	-0.73	-0.77	-0.69				

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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 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 Minimum Base: 30(*) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - Adverts about gambling brands / products have no impact on whether or not I gamble

All those who have gambled in last 12 months

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total (A)	ANY PAST 12 MONTHS (B)	NONE (C)	No problems (PGSI 0) (D)	Low level of problems (PGSI 1-2) (E)	Moderate level of problems (PGSI 3-7) (F)	Problem gambling (PGSI 8+) (G)	Any level of problems (PGSI 1+) (H)	More than could afford (I)	Larger amounts (J)	Try to win money lost (K)	Borrowed / sold (L)	Felt a problem (M)	Mental health (N)	Told had a problem (O)	Financial problems (P)	Felt guilty (Q)	ANY PROBLEM EVER (R)	NO PROBLEM (S)	NEVER GAMBLED (T)	YES (U)	NO (V)	LESS THAN 12 MONTHS (W)	MORE THAN 12 MONTHS (X)	Lowest (Y)	Lower (Z)	Middle (a)	Higher (b)	Highest (c)		
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Strongly agree (2)	1039 38%	1039 38%	- -	827 48% EFGH	94 28% FGH	39 15% -	79 19% F	211 21% F	116 19% M	102 19% -	150 20% M	79 18% -	98 17% -	104 19% -	101 19% -	89 19% M	155 20% M	224 21% IKLMNOPQR	710 50% IKLMNOPQR	102 46% IKLMNOPQR	70 21% -	149 21% -	48 21% -	16 19% *	210 35% -	233 39% -	232 41% c	207 40% c	152 33%		
Tend to agree (1)	704 26%	704 26%	- -	395 23% D	113 33% D	77 28% D	119 28% D	309 30% D	171 29% ST	162 29% ST	226 30% ST	128 30% ST	170 29% ST	156 28% ST	157 29% ST	128 28% T	220 29% ST	320 30% ST	334 23% -	43 19% -	105 31% -	206 30% -	81 35% -	21 24% *	157 27% -	148 25% -	144 25% -	110 21% -	136 30% b		
Neither agree nor disagree (0)	513 19%	513 19%	- -	275 16% D	68 20% D	71 26% D	99 24% D	238 23% D	142 24% S	133 15% S	170 22% S	108 25% S	144 26% KS	143 25% KQRST	128 24% S	117 25% KS	176 23% S	247 23% S	213 15% -	40 18% -	63 19% -	170 25% -	38 17% -	19 22% *	113 19% -	113 19% -	98 17% -	108 21% -	80 18%		
Tend to disagree (-1)	242 9%	242 9%	- -	97 6% D	39 12% D	48 18% DE	57 14% D	145 15% D	90 15% ST	74 13% ST	117 15% ST	55 13% ST	86 15% ST	84 14% LST	75 15% ST	66 14% ST	119 15% LST	148 14% ST	81 6% -	12 5% -	47 14% -	100 14% -	30 13% -	17 19% *	61 10% -	57 10% -	48 9% -	38 7% -	36 8%		
Strongly disagree (-2)	137 5%	137 5%	- -	64 4% D	15 4% D	20 7% DE	37 9% DE	72 7% DE	50 8% S	48 9% RST	59 8% S	34 8% S	50 9% S	40 7% S	45 8% S	33 7% S	59 8% S	75 7% S	51 4% -	10 4% -	38 12% V	36 5% -	25 11% -	12 14% *	28 5% -	26 4% -	31 6% -	24 5% a	25 6% a		
Don't know	95 3%	95 3%	- -	51 3% D	9 3% D	13 5% D	22 5% D	44 4% D	26 4% S	23 4% S	35 5% S	22 5% S	28 4% S	24 4% S	29 5% S	23 5% S	36 5% S	44 4% S	36 3% -	10 5% -	11 3% -	27 4% -	6 3% -	3 3% *	20 3% -	17 3% -	10 2% a	24 5% a	23 5% a		
Prefer not to say	16 1%	16 1%	- -	6 * -	2 1% -	2 1% -	5 1% -	9 1% -	4 1% -	6 1% S	6 1% -	6 1% IS	7 1% IS	4 1% -	6 1% S	6 1% IS	6 1% -	9 1% S	3 * -	3 2% S	- - -	5 1% -	- - *	- - *	4 1% -	3 1% -	1 * -	5 1% -	2 * -		
NET: AGREE	1743 63%	1743 63%	- -	1222 71% EFGH	207 61% FGH	116 43% -	197 47% F	520 51% F	287 48% -	263 48% -	376 49% M	207 48% -	268 46% -	260 47% -	257 48% -	217 47% -	376 49% -	544 51% IMNOPQ	1044 73% IKLMNOPQR T	145 66% IKLMNOPQR	175 52% -	354 51% -	129 56% X	37 42% *	367 62% -	381 64% -	375 66% -	317 62% -	288 63% -		
NET: DISAGREE	379 14%	379 14%	- -	162 9% D	54 16% D	68 25% DE	94 23% DE	217 21% DE	139 23% ST	122 22% ST	176 23% RST	90 21% ST	136 23% ST	124 22% ST	120 22% ST	99 21% ST	179 23% RST	224 21% ST	133 9% -	21 10% -	85 25% -	136 20% -	55 24% -	29 33% *	89 15% -	83 14% -	80 14% -	61 12% -	61 14% -		
Mean	0.86	0.86	-	1.10 EFGH	0.70 FGH	0.26	0.37	0.45 F	0.38	0.38	0.40 M	0.40	0.33	0.38	0.40	0.40 M	0.40 M	0.46 IKMNOQ	1.13 IKLMNOPQR	1.05 IKLMNOPQR	0.38	0.50	0.44	0.14 *	0.81	0.87	0.90	0.90	0.82		

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - I like adverts about gambling brands / products

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)													YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
(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)			
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444		
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454		
Strongly agree (2)	144	144	-	30	14	16	83	113	91	96	99	86	90	85	94	85	96	116	23	3	62	46	51	11	38	20	29	32	22		
	5%	5%	-	2%	4%	6%	20%	11%	15%	18%	13%	20%	15%	15%	17%	18%	12%	11%	2%	1%	19%	7%	22%	13%	6%	3%	5%	6%	5%		
Tend to agree (1)	249	249	-	69	30	48	102	180	120	128	148	106	119	117	125	109	150	185	57	5	76	106	47	24	53	56	57	37	44		
	9%	9%	-	4%	9%	18%	24%	17%	20%	23%	19%	25%	20%	21%	23%	23%	19%	17%	4%	2%	23%	15%	20%	27%	9%	9%	10%	7%	10%		
Neither agree nor disagree (0)	777	777	-	479	134	76	88	298	154	128	202	94	140	143	132	105	203	308	413	43	75	217	59	13	162	185	148	145	130		
	28%	28%	-	28%	39%	28%	21%	29%	26%	23%	27%	22%	24%	26%	24%	23%	26%	29%	29%	20%	23%	31%	26%	15%	27%	31%	26%	28%	29%		
Tend to disagree (-1)	560	560	-	359	85	60	58	202	100	91	148	59	100	91	78	68	133	211	309	39	48	162	33	12	111	118	133	106	89		
	20%	20%	-	21%	25%	22%	14%	20%	17%	17%	19%	14%	17%	16%	14%	15%	17%	20%	22%	18%	14%	23%	14%	14%	19%	20%	24%	21%	20%		
Strongly disagree (-2)	894	894	-	710	65	62	57	183	102	74	126	57	101	87	74	64	146	196	582	111	55	135	30	21	194	196	180	174	145		
	33%	33%	-	41%	19%	23%	14%	18%	17%	14%	16%	13%	17%	16%	14%	14%	19%	18%	41%	51%	16%	20%	13%	24%	33%	33%	32%	34%	32%		
Don't know	99	99	-	56	11	8	23	42	26	23	29	23	26	25	30	25	37	42	38	14	17	23	10	7	32	20	13	17	17		
	4%	4%	-	3%	3%	3%	6%	4%	4%	4%	4%	5%	4%	5%	6%	5%	5%	4%	3%	7%	5%	3%	4%	7%	5%	3%	2%	3%	4%		
Prefer not to say	23	23	-	13	2	1	8	10	6	8	9	8	7	6	9	8	8	10	7	4	2	5	-	-	4	3	4	4	8		
	1%	1%	-	1%	1%	*	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	*	2%	*	1%	-	-	1%	*	1%	1%	2%		
NET: AGREE	393 14%	393 14%	-	100 6%	44 13%	64 24%	185 44%	293 29%	211 35%	224 41%	248 32%	193 45%	210 36%	202 36%	219 40%	194 42%	245 32%	300 28%	80 6%	8 3%	138 41%	151 22%	97 42%	35 40%	91 15%	76 13%	86 15%	69 13%	65 14%		
NET: DISAGREE	1454 53%	1454 53%	-	1069 62%	150 44%	121 45%	114 27%	385 37%	202 34%	165 30%	274 36%	116 27%	201 34%	179 32%	152 28%	132 28%	279 36%	407 38%	891 62%	150 68%	102 31%	297 43%	63 28%	33 38%	304 51%	314 53%	313 55%	280 54%	234 52%		
Mean	-0.69	-0.69	-	-1.00 D	-0.48 D	-0.39 D	0.25 DEFH	-0.17 DEF	-0.01 QRST	0.16 IKMNOQRST	-0.07 RST	0.26 UKMNOQRST	*	0.04 KQRST	0.17 IKMNOQRST	0.19 IKMNOQRST	-0.11 RST	-0.18 ST	-0.99 T	-1.25	0.14 V	-0.35	0.25	-0.10 *	-0.66	-0.72	-0.69	-0.72	-0.68		

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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - I feel overwhelmed by the amount of adverts about gambling brands / products

All those who have gambled in last 12 months

	Gender			Age					Social grade					Employment status					Region										Urban / Rural		Education					Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY		
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/ NVQ 1-2	A Level or equivalent	Degree/ Masters/ PhD	No formal qualification	UP TO £15,999	£20,000- £34,999	£35,000- £54,999	£55,000+*	Prefer not to say	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any white background	Minority ethnic respondents
	(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)	(aa)	(bb)	(cc)	(dd)	(ee)	(ff)	(gg)	(hh)	(ii)	(jj)	(kk)	(ll)	(mm)	(nn)	(oo)	(pp)	(qq)	(rr)	(ss)	(tt)	(uu)	(vv)	(ww)	(xx)	(yy)	
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268	
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1939	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	106	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261	
Strongly agree (2)	303	179	120	39	64	61	42	48	48	106	68	59	71	158	41	13	212	91	12	30	27	19	35	34	20	37	52	14	33	265	38	81	69	130	24	53	69	78	92	11	182	78	43	54	86	67	97	123	181	271	31	
Tend to agree (3)	11%	12%	9%	11%	12%	13%	9%	10%	12%	14%	9%	10%	13%	12%	8%	9%	11%	12%	12%	10%	12%	8%	12%	13%	9%	9%	14%	10%	13%	11%	9%	10%	9%	14%	12%	11%	9%	11%	15%	6%	11%	10%	13%	11%	9%	11%	13%	13%	10%	11%	12%	
Neither agree nor disagree (5)	453	269	180	91	116	69	65	66	45	164	108	98	83	233	89	29	350	103	17	42	23	35	31	48	37	73	80	23	44	396	56	134	121	178	20	85	126	106	121	14	257	149	47	63	126	117	146	194	259	391	61	
Tend to disagree (4)	16%	19%	14%	25%	22%	14%	13%	14%	11%	21%	14%	16%	15%	18%	18%	20%	18%	13%	16%	13%	10%	14%	15%	18%	17%	18%	22%	16%	17%	13%	16%	16%	19%	10%	17%	17%	15%	20%	8%	16%	18%	14%	13%	14%	20%	19%	20%	14%	16%	23%		
Strongly disagree (1)	802	386	412	103	136	139	167	127	132	206	244	190	164	365	153	45	562	241	35	82	59	76	61	75	76	115	102	47	74	674	130	263	215	266	60	150	237	208	138	70	470	238	95	136	273	163	231	276	527	723	79	
Prefer not to say	20%	27%	32%	28%	26%	29%	34%	27%	33%	26%	31%	31%	29%	28%	30%	32%	29%	31%	33%	26%	27%	31%	28%	29%	34%	26%	28%	33%	29%	29%	31%	32%	28%	28%	31%	30%	31%	30%	23%	37%	29%	29%	29%	28%	30%	28%	30%	29%	29%	29%	29%	30%
Mean	505	273	230	69	109	86	85	91	66	134	142	132	97	239	96	22	357	149	19	63	49	55	33	55	36	68	51	27	49	427	78	140	163	158	44	78	141	138	106	42	283	154	59	97	170	101	137	174	331	458	43	
Strongly disagree (1-2)	17%	20%	18%	19%	21%	18%	17%	19%	17%	17%	18%	21%	17%	18%	19%	15%	18%	19%	18%	20%	22%	16%	21%	16%	17%	14%	19%	19%	18%	19%	17%	21%	17%	23%	15%	19%	20%	18%	22%	18%	19%	18%	20%	19%	17%	18%	18%	19%	19%	17%		
Don't know	98	38	59	11	55	27	16	15	13	22	26	27	23	50	20	4	73	25	5	12	7	12	8	9	9	21	9	2	5	77	22	34	26	29	9	28	22	18	19	11	58	29	11	18	34	18	29	35	64	91	8	
Prefer not to say	4%	3%	5%	3%	3%	6%	3%	3%	3%	3%	4%	4%	4%	4%	4%	3%	4%	3%	4%	4%	3%	5%	4%	4%	4%	4%	5%	2%	1%	2%	3%	5%	4%	3%	3%	5%	6%	3%	3%	3%	6%	4%	4%	4%	4%	4%	4%	4%	4%	3%		
NET: AGREE	756	448	300	130	181	130	108	114	94	270	176	156	154	391	130	41	562	194	29	72	50	55	56	81	57	110	131	37	77	662	94	215	189	307	44	139	195	184	212	26	439	227	91	117	212	184	243	317	439	661	92	
NET: DISAGREE	1075	558	513	117	198	181	199	220	160	284	330	240	221	504	200	51	755	330	38	146	104	100	88	95	81	150	123	55	96	903	172	306	341	349	80	185	293	281	233	83	627	315	133	213	387	212	263	325	749	978	83	
Mean	-0.22	-0.16	-0.31	0.01	-0.08	-0.19	-0.35	-0.40	-0.29	-0.08	-0.36	-0.23	-0.22	-0.18	-0.27	-0.20	-0.20	-0.27	-0.15	-0.42	-0.38	-0.31	-0.30	-0.08	-0.22	-0.23	-0.03	-0.23	-0.13	-0.20	-0.34	-0.22	-0.35	-0.11	-0.26	-0.21	-0.25	-0.24	-0.10	-0.49	-0.22	-0.22	-0.23	-0.34	-0.35	-0.13	-0.07	-0.04	-0.32	-0.24	*	
	C																		*																														*			

Column Headers (25): 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy

Column Means (25): 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy

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23-078371-01 - 13th - 18th October 2023

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Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - I feel overwhelmed by the amount of adverts about gambling brands / products

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)				Any level of problems (PGSI 1+)	PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)		More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest				
	(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)				
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444				
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454				
Strongly agree (2)	303 11%	303 11%	- -	151 9%	31 9%	36 13% D	85 20% DEFH	153 15% DE	103 17% RS	100 18% QRST	133 18% QRST	93 22% UKLMNOPQRST	104 18% QRST	101 18% QRST	100 18% QRST	88 19% QRST	120 15% S	156 15% S	119 8% V	25 11% V	81 24% V	71 10% V	55 24% V	26 29% *	69 12% V	65 11% V	56 10% V	59 12% V	50 11% V				
Tend to agree (1)	453 16%	453 16%	- -	187 11%	71 21% D	61 23% D	133 32% DEFH	266 26% DE	164 27% ST	160 29% KRST	199 26% ST	138 32% IKRST	174 30% KRST	167 30% IKRST	160 30% KRST	142 31% IKRST	228 30% KRST	275 26% ST	155 11% V	21 10% V	102 31% V	165 24% V	73 32% V	23 26% *	99 17% V	92 15% V	83 15% V	90 18% V	84 19% V				
Neither agree nor disagree (0)	803 29%	803 29%	- -	540 31% EGH	87 26% V	77 29% V	99 24% DEFH	263 26% DE	155 26% ST	141 26% ST	190 25% ST	102 24% ST	147 25% ST	142 26% ST	134 25% ST	113 24% ST	187 24% ST	272 26% ST	447 31% UKLMNOPQR	69 32% LQ	65 19% LQ	192 28% U	35 15% U	24 27% W*	168 28% U	168 32% U	178 30% U	154 29% U	129 29% U				
Tend to disagree (-1)	505 18%	505 18%	- -	317 18% G	74 22% G	58 22% G	56 13% DEFH	188 18% G	97 16% LP	85 15% L	137 18% JLNOP	55 13% L	94 16% L	84 15% L	83 14% L	65 14% L	133 17% LP	196 18% JLNOP	278 19% LNOP	29 13% V	52 16% V	138 20% V	43 19% X	6 7% *	119 20% V	114 19% V	99 18% V	79 15% V	89 20% V				
Strongly disagree (-2)	570 21%	570 21%	- -	449 26% EFGH	66 19% FGH	24 9% G	30 7% DEFH	120 12% G	59 10% LMNP	46 8% ST	80 10% JLNOP	31 7% ST	45 8% ST	44 8% ST	46 8% ST	35 8% ST	76 10% LMNP	130 12% UKLMNOPQ	384 27% UKLMNOPQR	54 24% UKLMNOPQR	27 8% U	101 15% U	16 7% U	9 10% *	111 19% U	135 23% U	131 23% U	109 21% U	81 18% U				
Don't know	98 4%	98 4%	- -	65 4% V	10 3% V	11 4% V	12 3% DEFH	33 3% DE	17 3% ST	15 3% ST	19 3% ST	10 2% ST	18 3% ST	15 3% ST	15 3% ST	15 3% ST	25 3% ST	33 3% ST	40 3% UKLMNOPQR S	20 2% V	7 4% V	25 4% V	7 3% V	1 1% *	25 4% V	22 4% V	14 3% V	17 3% V	19 4% V				
Prefer not to say	13 *	13 *	- -	8 * V	- - V	3 1% V	2 1% DEFH	5 * DE	3 1% ST	2 * ST	4 1% ST	2 * ST	2 * ST	1 * ST	3 1% ST	4 1% JN	3 * ST	5 * ST	6 * ST	2 1% ST	- - V	2 * V	- - *	- - *	2 * V	1 * V	2 * V	6 1% V	2 * V				

NET: AGREE	756 28%	756 28%	- -	338 20% D	103 30% D	97 36% D	219 52% DEFH	418 41% DE	266 45% RST	260 47% KRST	332 44% RST	232 54% UKMNPQRS T	278 48% IKRST	269 48% IKQRST	260 48% IKRST	230 50% IKQRST	348 45% RST	431 40% ST	274 19% V	46 21% V	183 55% V	236 34% V	128 56% V	49 55% *	168 28% V	157 26% V	140 25% V	150 29% V	134 29% V
NET: DISAGREE	1075 39%	1075 39%	- -	766 45% FGH	140 41% FGH	83 31% G	86 21% DEFH	309 30% G	156 26% LNP	131 24% L	216 28% JLNOP	86 20% ST	140 24% L	128 23% L	129 24% L	100 22% L	209 27% JLNOP	326 31% UKLMNOPQ	662 46% UKLMNOPQR T	82 38% UKLMNOPQR	79 24% U	239 34% U	59 26% U	15 17% *	230 39% U	248 42% U	230 41% U	188 37% U	170 37% U

Mean	-0.22	-0.22	-	-0.44	-0.22 D	0.10 DE	0.46 DEFH	0.14 DE	0.27 RST	0.34 IKQRST	0.23 RST	0.49 UKMNPQRS T	0.35 IKQRST	0.37 IKQRST	0.35 IKQRST	0.41 IKQRST	0.25 RST	0.13 ST	-0.47	-0.33	0.49 V	-0.05	0.48	0.58 *	-0.18	-0.28	-0.30	-0.18	-0.16
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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - I feel like I can't escape adverts about gambling brands / products
All those who have gambled in last 12 months

	Gender			Age						Social grade				Employment status						Region										Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/Level 12	A Level or equivalent	Degree/Postgraduate	No formal qualifications	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents		
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268		
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1939	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	106	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261		
Strongly agree (2)	395	228	161	61	75	69	67	54	69	137	103	69	86	196	70	21	287	108	17	43	25	29	30	44	24	54	77	15	35	333	62	115	110	152	19	73	95	92	115	21	234	107	54	65	125	90	115	154	241	346	47		
Tend to agree (3)	14%	16%	12%	17%	14%	14%	14%	11%	17%	18%	13%	11%	15%	15%	14%	15%	15%	14%	16%	14%	11%	12%	14%	17%	11%	14%	21%	11%	14%	14%	15%	14%	14%	16%	10%	14%	13%	13%	19%	11%	15%	13%	16%	13%	14%	15%	15%	16%	13%	14%	18%		
Neither agree nor disagree (5)	625	371	251	86	124	104	115	110	86	194	173	136	121	309	125	31	466	159	31	74	47	38	51	55	47	96	98	33	56	536	89	180	153	262	30	102	183	165	137	37	375	179	71	99	197	142	187	238	387	565	57		
Tend to disagree (4)	23%	26%	19%	24%	23%	22%	23%	23%	22%	25%	22%	22%	22%	24%	25%	22%	24%	20%	20%	21%	16%	24%	21%	21%	24%	27%	23%	22%	23%	22%	22%	22%	20%	24%	24%	24%	23%	19%	23%	22%	22%	19%	23%	22%	22%	20%	22%	24%	24%	25%	22%	23%	22%
Strongly disagree (1-2)	742	362	377	85	138	125	150	127	117	201	234	179	139	337	134	46	517	236	26	75	53	80	59	71	70	122	82	32	71	623	120	244	201	237	61	144	203	182	153	60	424	236	92	135	246	155	207	259	482	671	70		
Don't know	27%	25%	29%	23%	26%	26%	31%	27%	29%	26%	29%	29%	25%	26%	27%	32%	26%	29%	25%	24%	24%	32%	28%	27%	31%	31%	23%	23%	28%	27%	29%	30%	26%	25%	31%	28%	27%	26%	31%	26%	28%	28%	27%	27%	27%	27%	27%	27%	27%	27%	27%		
Prefer not to say	15	5	9	4	2	4	3	2	*	-	8	5	2	7	-	-	7	8	-	2	*	3	2	-	-	1	5	1	2	15	-	2	7	6	-	6	6	2	-	1	6	8	2	3	4	5	3	5	10	13	2		
Mean	0.07	0.17	-0.05	0.16	0.04	0.07	0.11	-0.07	0.14	0.17	0.05	-0.01	0.02	0.10	0.08	0.12	0.10	*	0.25	*	-0.09	-0.09	0.12	0.12	-0.02	0.09	0.35	-0.16	0.03	0.07	0.06	0.06	0.01	0.19	-0.25	0.01	0.05	0.06	0.18	-0.05	0.09	0.03	0.08	-0.02	*	0.16	0.14	0.20	*	0.07	0.13		

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Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100(*)

Column Means (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - I feel like I can't escape adverts about gambling brands / products

All those who have gambled in last 12 months

	Gambled in last 12 months			PGSI SCORE (last 12 months)						PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	ANY PAST 12 MONTHS	NONE		No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
	(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)			
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444			
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454			
Strongly agree (2)	395 14%	395 14%	- -	212 12%	35 10%	52 19%	96 23% DEH	183 18% DE	122 20% RS	119 22% RS	157 21% RS	97 22% RS	122 21% RS	121 22% RS	117 22% RS	106 23% QIRST	154 20% RS	190 18% S	168 12% RS	34 16% V	83 25% V	99 14% V	63 28% W	18 20% X	101 17% Z	75 13% Y	80 14% Y	71 14% Y	66 14% Y			
Tend to agree (1)	625 23%	625 23%	- -	339 20%	77 23%	75 28% D	134 32% DEH	286 28% DE	173 29% ST	168 31% KRST	210 28% ST	137 32% KRST	169 29% ST	169 30% KRST	171 31% KRST	142 31% KST	221 29% ST	295 28% ST	287 20% V	40 18% V	109 33% V	181 26% V	76 33% W	28 32% X	140 24% Y	129 22% Y	121 22% Y	125 24% Y	106 23% Y			
Neither agree nor disagree (0)	742 27%	742 27%	- -	508 30% FGH	87 26%	58 22%	88 21% DEH	234 23% DE	127 21% ST	121 22% ST	173 23% ST	90 21% ST	132 23% P	127 23% P	110 20% ST	94 20% ST	162 21% ST	244 23% Q	426 30% IKLJMNOPQR	61 28% OP	67 20% V	166 24% V	45 20% W	18 21% X	153 26% Y	185 31% c	154 27% Y	142 28% Y	103 23% Y			
Tend to disagree (-1)	488 18%	488 18%	- -	315 18% G	75 22% FGH	41 15%	57 14% G	173 17% G	92 15% LN	81 15% LN	125 16% LN	59 14% LN	93 16% LN	79 14% LN	82 15% LN	68 15% LN	123 16% LN	183 17% JLN	270 19% JLNP	31 14% JLNP	40 12% U	136 20% U	25 11% U	10 12% U	95 16% Y	88 15% Y	119 16% Y	83 13% Y	99 22% Y			
Strongly disagree (-2)	374 14%	374 14%	- -	268 16% GH	52 11% GH	30 6% G	25 6% G	107 10% G	55 9% JLMNOP	36 7% JOP	65 8% JOP	29 7% JOP	41 7% JOP	38 7% JOP	36 7% JOP	29 6% JOP	73 10% JLMNOP	110 10% JLMNOP	229 16% IKLJMNOPQR	31 14% JLMNOP	24 7% U	83 12% U	14 6% U	8 9% U	84 14% Y	88 15% Y	72 13% Y	68 13% Y	59 13% Y			
Don't know	105 4%	105 4%	- -	66 4%	11 3%	13 5%	15 4%	39 4%	25 4%	21 4%	28 4%	18 4%	23 4%	19 3%	21 4%	20 4%	32 4%	40 4%	43 3%	18 3%	11 4%	25 4%	5 2%	6 7% IKLMNOQRS	18 3% U	19 5%	29 3%	17 4%	22 4%	20 4%		
Prefer not to say	15 1%	15 1%	- -	9 1%	2 1%	1 *	4 1%	6 1%	4 1%	3 1%	5 1%	4 1%	4 1%	3 1%	5 1%	4 1%	6 1%	6 1%	4 *	4 2% S	1 *	3 *	1 *	- *	2 *	4 1%	2 *	4 1%	2 1%			

NET: AGREE	1020 37%	1020 37%	- -	551 32%	112 33%	127 47% DE	230 55% DEH	469 46% DE	295 49% RST	287 52% KQIRST	366 48% RST	234 54% IKMQIRST	292 50% RST	290 52% KQIRST	288 53% IKMQIRST	248 54% IKMQIRST	375 49% RST	484 45% ST	456 32% V	75 34% V	191 57% V	280 40% V	139 61% V	46 52% Z	241 41% Z	204 34% Z	201 36% Z	196 38% Z	171 38% Z
NET: DISAGREE	862 31%	862 31%	- -	582 34% FGH	128 38% FGH	71 26%	81 19%	280 27% G	147 25% JLNP	117 21%	190 25% JLNP	87 20%	133 23%	117 21%	119 22%	97 21%	197 25% JLMNOP	293 27% IKLJMNOPQ	500 35% IKLJMNOPQR	62 28% JLNP	64 19%	219 32% U	39 17%	18 20% *	179 30%	176 29%	191 34%	151 29%	158 35%

Mean	0.07	0.07	-	-0.05	-0.10	0.31 DE	0.55 DEFH	0.27 DE	0.38 RST	0.48 IKQIRST	0.37 RST	0.52 IKMQIRST	0.43 QRST	0.48 IKQIRST	0.48 IKQIRST	0.52 IKMQIRST	0.35 RST	0.27 S	-0.08	0.08	0.58 V	0.12	0.67	0.47 *	0.14	0.03	0.03	0.10	0.05
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23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 16-75

Q14. How much would you agree or disagree with the following statements? - I wish I could easily block all adverts about gambling brands / products on social media
All those who have gambled in last 12 months

	Gender			Age							Social grade				Employment status							Region										Urban / Rural		Education					Income				Marital Status			Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/11VQ	A Level or equivalent	Degree/Postgraduate	No formal qualifications	UP TO £15,999	£16,000-£24,999	£25,000-£34,999	£35,000-£44,999	£45,000+	Prefer not to say	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents	
Unweighted base	2694	1392	1282	298	538	482	527	479	370	897	715	455	627	1289	449	133	1871	823	113	319	228	243	211	254	208	381	357	135	245	2288	406	640	560	1335	159	502	709	652	650	181	1599	766	329	489	897	558	750	961	1733	2406	268		
Weighted base	2745	1434	1291	363	531	481	492	479	400	782	783	617	563	1315	503	141	1939	786	107	316	221	246	213	261	223	398	366	141	254	2328	417	820	777	953	106	507	751	692	603	191	1599	815	331	486	908	584	767	957	1788	2466	261		
Strongly agree (2)	554	308	238	53	89	94	100	109	110	179	152	101	122	245	101	33	379	176	31	53	43	43	37	66	39	73	78	22	69	476	78	149	152	222	31	114	136	137	145	23	321	140	93	114	183	122	135	181	373	509	45		
Tend to agree (1)	196	20%	21%	18%	15%	17%	20%	20%	23%	27%	23%	19%	16%	22%	19%	20%	23%	19%	22%	29%	17%	17%	25%	17%	18%	21%	16%	27%	20%	19%	18%	20%	23%	16%	22%	18%	20%	24%	12%	12%	20%	17%	28%	24%	20%	21%	18%	19%	21%	17%			
Neither agree nor disagree (0)	530	284	244	90	123	93	83	70	71	175	139	114	102	270	94	26	390	140	16	55	44	38	43	42	48	86	81	27	49	471	59	154	140	214	22	76	159	129	130	36	316	160	54	70	158	126	176	223	307	456	68		
Tend to disagree (-1)	350	20%	19%	25%	23%	19%	17%	15%	18%	23%	18%	18%	18%	21%	19%	18%	20%	18%	15%	17%	20%	16%	20%	16%	21%	22%	22%	19%	19%	20%	14%	13%	18%	22%	11%	15%	21%	19%	22%	19%	20%	20%	16%	14%	17%	22%	23%	23%	17%	18%	26%		
Strongly disagree (-2)	950	461	486	112	173	164	187	178	136	223	291	232	194	439	185	46	670	281	36	114	70	93	71	82	86	152	115	58	91	780	171	284	280	306	81	189	270	239	178	75	538	296	117	171	325	197	257	317	633	873	75		
Don't know	35%	32%	38%	31%	33%	34%	38%	37%	34%	30%	37%	38%	35%	33%	37%	32%	34%	36%	34%	36%	32%	38%	33%	32%	39%	33%	31%	41%	36%	33%	41%	35%	36%	32%	42%	37%	36%	34%	30%	39%	34%	36%	35%	35%	36%	34%	33%	35%	35%	29%			
Prefer not to say	13	6	10	4	4	3	4	1	2	2	4	8	3	8	-	3	11	6	-	2	*	2	2	4	-	-	3	1	4	16	2	5	6	3	3	3	6	3	2	2	10	6	2	3	8	7	-	4	14	17	-		
Mean	0.32	0.35	0.28	0.25	0.23	0.32	0.31	0.30	0.55	0.39	0.29	0.25	0.33	0.28	0.34	0.40	0.30	0.37	0.53	0.17	0.30	0.20	0.19	0.39	0.35	0.27	0.41	0.21	0.34	0.23	0.24	0.31	0.45	0.09	0.37	0.30	0.28	0.40	0.15	0.31	0.26	0.52	0.35	0.27	0.41	0.30	0.36	0.30	0.33	0.31			

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Column Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (*)

Column Means (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**): Small Base: 100 (*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? - I wish I could easily block all adverts about gambling brands / products on social media

All those who have gambled in last 12 months

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
		ANY PAST 12 MONTHS	NONE		No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
Total (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)					
Unweighted base	2694	2694	-	1699	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	1413	218	330	666	224	89	572	599	554	504	444				
Weighted base	2745	2745	-	1717	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	1429	220	334	694	229	88	593	597	565	515	454				
Strongly agree (2)	554	554	-	356	57	56	85	198	120	112	149	93	125	116	110	100	163	207	286	57	87	111	60	24	123	112	118	110	87				
	20%	20%	-	21%	17%	21%	20%	19%	20%	20%	20%	22%	21%	21%	20%	22%	21%	19%	20%	26%	26%	16%	26%	28%	21%	19%	21%	21%	19%				
Tend to agree (1)	530	530	-	282	65	66	117	248	157	154	191	116	158	153	146	117	194	253	228	45	90	157	61	26	104	125	119	95	82				
	19%	19%	-	16%	19%	24%	28%	24%	26%	28%	25%	27%	27%	27%	27%	25%	25%	24%	16%	20%	27%	23%	27%	30%	18%	21%	21%	18%	18%				
Neither agree nor disagree (0)	950	950	-	648	117	70	116	302	170	154	216	121	159	146	155	128	224	315	561	61	83	219	58	17	198	209	195	179	160				
	35%	35%	-	38%	34%	26%	28%	29%	29%	28%	28%	28%	27%	26%	29%	28%	29%	29%	39%	28%	25%	32%	25%	19%	33%	35%	35%	35%	35%				
Tend to disagree (-1)	313	313	-	157	51	46	59	156	82	75	122	60	83	83	75	66	108	160	139	13	40	114	31	8	74	66	62	51	60				
	11%	11%	-	9%	15%	17%	14%	15%	14%	14%	16%	14%	14%	15%	14%	14%	14%	15%	10%	6%	12%	16%	14%	10%	12%	11%	11%	10%	13%				
Strongly disagree (-2)	247	247	-	171	37	19	20	76	42	32	45	22	30	29	30	26	43	81	144	21	19	60	8	9	65	53	45	49	34				
	9%	9%	-	10%	11%	7%	5%	7%	6%	6%	6%	5%	5%	5%	5%	6%	6%	8%	10%	10%	6%	9%	3%	10%	11%	9%	8%	10%	7%				
Don't know	133	133	-	96	10	11	17	38	23	18	31	17	23	24	18	22	31	42	66	19	13	28	10	3	29	28	22	27	26				
	5%	5%	-	6%	3%	4%	4%	4%	4%	3%	4%	4%	4%	4%	3%	5%	4%	4%	5%	9%	4%	4%	4%	4%	5%	28	4%	5%	6%				
Prefer not to say	17	17	-	7	3	3	4	10	4	4	8	4	7	4	7	4	10	10	5	3	2	4	2	-	*	5	3	4	5				
	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	*	1%	1%	1%	1%				
NET: AGREE	1084 39%	1084 39%	- -	638 37%	122 36%	122 45% DE	202 48% DEH	446 43% DE	277 46% RS	266 48% KRS	340 45% S	209 48% KRS	283 48% KRS	269 48% KRS	256 47% RS	217 47% RS	356 46% RS	460 43% S	514 36%	102 46% S	177 53% V	268 39%	121 53%	51 58% *	227 38%	237 40%	238 42%	204 40%	169 37%				
NET: DISAGREE	560 20%	560 20%	- -	328 19%	88 26% DG	65 24%	79 19%	232 23% DG	124 21%	107 19%	167 22% LMQ	82 19%	113 19%	112 20%	105 19%	92 20%	151 20%	241 23% JLMQOT	283 20%	34 16%	59 18%	174 25% U	39 17%	17 20% *	139 23%	119 20%	106 19%	100 19%	93 21%				
Mean	0.32	0.32	-	0.31	0.16	0.37 DEH	0.47 DEH	0.34 E	0.40 S	0.45 RS	0.38	0.48 KRS	0.48 HKRS	0.46 KRS	0.45 RS	0.46 RS	0.44 RS	0.34	0.27 S	0.53 S	0.58 V	0.22	0.61	0.58 *	0.26	0.31	0.38	0.34	0.31				

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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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - Summary

All those who have EVER had a problem with gambling

Q14. How much would you agree or disagree with the following statements?								
	The amount of adverts about gambling brands / products makes it hard for me to watch a game of professional football without wanting to place a bet	Adverts about gambling brands / products would make it hard for me to cut down my gambling	Large sporting events would make it hard for me to cut down my gambling	Adverts about gambling brands / products have no impact on whether or not I gamble	I like adverts about gambling brands / products	I feel overwhelmed by the amount of adverts about gambling brands / products	I feel like I can't escape about gambling brands / products	I wish I could easily block all adverts about gambling brands / products on social media
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	1032	1032	1032	1032	1032	1032	1032	1032
Weighted base	1068	1068	1068	1068	1068	1068	1068	1068
Strongly agree (2)	126 12%	130 12%	111 10%	224 21% ABCEP	116 11%	156 15% ACE	190 18% ABCEP	207 19% ABCEP
Tend to agree (1)	220 21%	255 24% AE	254 24% E	320 30% ABCEPH	185 17%	275 26% AE	295 28% ABEH	253 24% E
Neither agree nor disagree (0)	277 26%	273 26%	268 25%	247 23%	308 29% DG	272 26%	244 23%	315 29% BCDFG
Tend to disagree (-1)	199 19% DH	180 17%	175 16%	148 14%	211 20% CDH	196 18% DH	183 17% D	160 15%
Strongly disagree (-2)	206 19% BCDFGH	175 16% DFGH	197 18% DFGH	75 7% DFGH	196 18% DFGH	130 12% DH	110 10% DH	81 8%
Don't know	36 3%	45 4%	52 5% F	44 4%	42 4%	33 3%	40 4%	42 4%
Prefer not to say	5 *	9 1%	11 1% A	9 1%	10 1%	5 *	6 1%	10 1%

NET: AGREE	346 32% E	386 36% AE	365 34% E	544 51% ABCEPFGH	300 28% ABCE	431 40% ABCE	484 45% ABCEP	460 43% ABCE
NET: DISAGREE	405 38% BCDFGH	355 33% DGH	371 35% DFGH	224 21%	407 38% BCDFGH	326 31% DH	293 27% DH	241 23%

Mean	-0.14	-0.01 AE	-0.09	0.46 ABCEPFGH	-0.18	0.13 ABCE	0.27 ABCEP	0.34 ABCEP
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ccordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (2%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (2%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - The amount of adverts about gambling brands / products makes it hard for me to watch a game of professional football without wanting to place a bet

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
	Total (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)			
Unweighted base	1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164			
Weighted base	1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174			
Strongly agree (2)	126	126	-	2	14	18	92	123	94	100	108	94	100	93	100	98	110	126	-	-	81	43	55	23	32	26	25	20	22			
	12%	12%	-	6% *	4%	7%	DEFH 22%	EF 12%	16% R	18% IKQR	14% R	22% UKMNOQR	17% KQR	17% KQR	18% KQR	21% UKMNOQR	14% R	12% V	-	-	24% V	6%	24%	26% *	13%	11%	11%	11%	13%			
Tend to agree (1)	220	220	-	5	39	54	122	214	146	149	177	122	150	144	147	122	179	220	-	-	86	129	60	22	49	41	54	33	40			
	21%	21%	-	14% *	11%	20% E	EFH 29%	21% E	24% R	27% IKQR	23% R	28% KQR	26% KQR	26% KQR	27% KQR	26% KQR	23% R	21% V	-	-	26% V	19%	26%	25% *	20%	17%	25%	18%	23%			
Neither agree nor disagree (0)	277	277	-	8	79	83	106	268	155	149	202	117	154	154	146	124	194	277	-	-	74	185	49	19	65	67	50	49	43			
	26%	26%	-	21% *	23%	31%	25%	26%	26%	27%	27%	27%	26%	28%	27%	27%	25%	26%	-	-	22%	27%	22%	22% *	26%	29%	23%	27%	25%			
Tend to disagree (-1)	199	199	-	3	86	52	58	196	96	81	132	60	98	86	84	64	131	199	-	-	51	143	37	13	40	43	40	37	37			
	19%	19%	-	8% *	25% DGH	19%	14%	19%	16% P	15% G	17% JLP	14% LP	17% LP	15% LP	16% LP	14% LP	17% LP	19% IULNOPQ	-	-	15% V	21%	16%	15% *	16%	18%	19%	20%	21%			
Strongly disagree (-2)	206	206	-	20	110	48	28	186	87	54	118	27	61	63	48	38	123	206	-	-	31	173	20	8	49	51	41	36	28			
	19%	19%	-	50% EFGH*	32% FGH	18% G	7% G	18% G	15% JLMNOP	10% JLMNOP	16% JLMNOP	6% JLMNOP	11% LP	11% LOP	9% LP	8% LP	16% JLMNOP	19% UKLMNOPQ	-	-	9% U	25% U	9%	10% *	20%	22%	19%	19%	16%			
Don't know	36	36	-	*	10	14	11	35	18	14	23	10	18	15	13	15	30	36	-	-	11	19	8	3	11	6	5	9	4			
	3%	3%	-	1% *	3%	5%	3%	3%	3%	2%	3%	2%	3%	3%	2%	3%	4% JLNO	3% JLNO	-	-	3%	3%	3%	3% *	4%	3%	2%	5%	2%			
Prefer not to say	5	5	-	-	2	1	2	5	1	2	2	2	2	1	3	2	5	5	-	-	-	2	-	-	2	1	1	1	-			
	*	*	-	-	1%	*	1%	*	*	*	*	*	*	*	1%	*	1%	*	-	-	-	*	-	-	1%	*	1%	*	-			

NET: AGREE	346 32%	346 32%	- -	8 20% *	52 15%	72 27% E	213 51% DEFH	338 33% EF	240 40% R	249 45% IKQR	285 37% R	216 50% UKMNOQR	251 43% KQR	237 43% KQR	247 46% IKQR	220 48% IKMNOQR	289 37% R	346 32%	- -	- -	167 50% V	172 25%	115 50%	45 51% *	80 33%	67 28%	79 36%	53 28%	63 36%
NET: DISAGREE	405 38%	405 38%	- -	23 58% FGH*	196 58% FGH	100 37% G	86 21%	382 37% G	183 31% JLMNOP	135 25% LP	250 33% JLMNOP	87 20% JLOP	159 27% JLOP	149 27% LP	132 24% L	102 22%	254 33% JLMNOP	405 38% UKLMNOPQ	- -	- -	82 25% U	315 45% U	56 25%	22 25% *	89 36%	94 40%	81 38%	73 40%	64 37%

Mean	-0.14	-0.14	-	-0.83 *	-0.73	-0.23 DE	0.47 DEFH	-0.11 DE	0.11 KQR	0.30 IKNOQR	0.03 R	0.47 UKMNOQR	0.23 IKQR	0.22 IKQR	0.32 IKMNOQR	0.40 UKMNOQR	0.03 R	-0.14	-	-	0.42 V	-0.41	0.43	0.44 *	-0.11	-0.23	-0.09	-0.21	-0.04
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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - Adverts about gambling brands / products would make it hard for me to cut down my gambling

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM				LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE				Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest							
	(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)							
Unweighted base	1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164							
Weighted base	1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174							
Strongly agree (2)	130 12%	130 12%	- -	2 5%	20 6%	25 9%	83 20%	128 DEFH	94 16%	95 R	112 15%	90 21%	95 16%	89 16%	95 18%	87 KQR	114 IKMNOQR	130 15%	- -	- -	65 20%	59 8%	49 21%	13 15%	30 12%	35 15%	17 8%	24 13%	23 13%							
Tend to agree (1)	255 24%	255 24%	- -	8 21%	42 12%	63 23%	142 34%	247 EFH	178 30%	177 KQR	206 27%	133 31%	175 KQR	178 32%	170 31%	143 31%	211 27%	255 24%	- -	- -	103 31%	146 21%	65 29%	33 38%	57 23%	55 24%	48 22%	51 27%	42 24%							
Neither agree nor disagree (0)	273 26%	273 26%	- -	8 21%	92 27%	86 32%	87 21%	265 26%	139 23%	120 22%	185 24%	105 24%	144 25%	134 24%	129 24%	111 24%	187 24%	273 26%	- -	- -	83 25%	180 26%	57 25%	23 26%	59 24%	64 27%	69 32%	31 17%	45 26%							
Tend to disagree (-1)	180 17%	180 17%	- -	5 13%	87 26%	46 17%	42 10%	175 17%	80 13%	67 12%	119 16%	45 10%	74 13%	68 12%	61 11%	53 11%	109 14%	180 17%	- -	- -	36 11%	136 20%	28 12%	5 6%	57 23%	38 16%	25 11%	33 18%	26 15%							
Strongly disagree (-2)	175 16%	175 16%	- -	15 39%	88 26%	38 14%	34 8%	160 16%	70 12%	55 10%	103 13%	33 8%	59 10%	59 11%	55 10%	40 9%	103 13%	175 16%	- -	- -	33 10%	139 20%	22 10%	8 9%	29 12%	37 16%	48 22%	35 19%	24 14%							
Don't know	45 4%	45 4%	- -	* 1%	10 3%	10 4%	24 6%	44 4%	30 5%	29 KN	29 4%	21 5%	30 4%	22 5%	24 5%	23 5%	37 5%	45 4%	- -	- -	10 3%	33 5%	6 3%	5 5%	14 6%	2 1%	6 3%	8 4%	14 8%							
Prefer not to say	9 1%	9 1%	- -	- *	1 *	3 1%	6 1%	9 1%	7 1%	6 1%	8 1%	6 1%	7 1%	6 1%	7 1%	6 1%	9 1%	9 1%	- -	- -	3 1%	1 *	2 1%	- *	- -	4 2%	3 1%	3 2%	- -							

NET: AGREE	386 36%	386 36%	- -	10 26%	62 18%	88 33%	225 54%	376 37%	271 45%	272 50%	318 42%	223 52%	270 46%	267 48%	265 49%	230 50%	326 42%	386 36%	- -	- -	169 50%	205 30%	114 50%	47 53%	87 35%	91 39%	66 30%	75 41%	65 37%
NET: DISAGREE	355 33%	355 33%	- -	20 51%	175 51%	83 31%	77 18%	335 33%	150 25%	122 22%	222 29%	78 18%	133 23%	127 23%	116 21%	93 20%	212 28%	355 33%	- -	- -	69 21%	275 40%	50 22%	14 15%	86 35%	75 32%	73 34%	67 37%	90 29%

Mean	-0.01	-0.01	-	-0.59 *	-0.55	-0.03 DE	0.51 DEFH	0.01 DE	0.26 KQR	0.37 IKQR	0.15 R	0.50 IKMNOQR	0.32 KQR	0.32 KQR	0.37 IKQR	0.42 IKMNOQR	0.17 R	-0.01	-	-	0.41 V	-0.23	0.41	0.46 *	*	0.06	-0.19	-0.02	0.08
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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - Large sporting events would make it hard for me to cut down my gambling

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest			
		Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)			
Unweighted base		1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164		
Weighted base		1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174		
Strongly agree (2)		111	111	-	2	13	22	73	109	83	86	94	75	83	84	84	77	90	111	-	-	59	48	38	21	24	23	23	19	21		
	10%	10%	-	6% *	4%	8% E	18% EFH	11% E	14% QR	16% QR	12% R	17% IKMQR	14% QR	15% KQR	15% KQR	17% IKMQR	12% V	10% -	-	-	18% V	7%	17%	23% *	10%	10%	11%	10%	12%			
Tend to agree (1)		254	254	-	7	55	66	127	247	162	158	202	127	163	156	160	130	200	254	-	-	94	150	65	23	63	63	47	41	37		
	24%	24%	-	18% *	16%	24% E	30% EH	24% E	27% R	29% R	27% R	29% QR	28% R	28% R	30% KQR	28% R	26% R	24% -	-	-	28% V	22%	29%	26% *	25%	27%	21%	22%	22%			
Neither agree nor disagree (0)		268	268	-	7	85	76	101	261	145	142	189	103	146	144	134	114	191	268	-	-	70	185	46	20	49	58	65	49	44		
	25%	25%	-	17% *	25%	28%	24%	25%	24%	26%	25%	24%	25%	25%	26%	25%	25%	25%	25%	-	-	21%	27%	20%	23% *	20%	25%	30% Y	27%	26%		
Tend to disagree (-1)		175	175	-	3	67	52	53	172	87	66	121	61	93	75	76	63	122	175	-	-	51	122	37	13	48	31	29	33	34		
	16%	16%	-	7% *	20% G	19% G	13% G	17% G	15% J	12% J	16% JN	14% JNP	16% JNP	14% JNP	14% JNP	14% JNP	16% JNP	16% JNP	-	-	15% JNP	18%	16%	14% *	19%	13%	13%	18%	20%			
Strongly disagree (-2)		197	197	-	18	101	43	35	178	84	65	112	36	64	64	54	44	122	197	-	-	43	148	29	8	44	48	43	34	25		
	18%	18%	-	47% FGH*	30% FGH	16% G	8% G	17% G	14% JLMNOP	12% LP	15% JLMNOP	8% L	11% LP	12% LP	10% LP	9% JLMNO	16% JLMNOP	18% UKLMNOPQ	-	-	13% U	21%	12%	9% *	18%	20%	20%	18%	14%			
Don't know		52	52	-	2	17	11	22	50	31	26	37	24	28	25	26	29	38	52	-	-	14	38	11	4	17	12	9	7	7		
	5%	5%	-	5% *	5%	4%	5%	5%	5%	5%	5%	6%	5%	4%	5%	6% JMNQ	5% JMNQ	5% JMNQ	-	-	4%	5%	5%	4% *	7%	5%	4%	4%	4%			
Prefer not to say		11	11	-	-	3	1	7	11	6	7	7	7	7	8	8	5	10	11	-	-	3	4	3	-	3	1	2	1	5		
	1%	1%	-	- *	1%	* 2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	-	1%	1%	1%	-	1%	*	1%	*	3%			

NET: AGREE	365	365	-	9	68	88	200	356	245	243	296	203	246	240	244	207	290	365	-	-	152	198	103	44	87	86	70	60	58
	34%	34%	-	24%	20%	32%	48%	35%	41%	44%	39%	47%	42%	43%	45%	45%	38%	34%	-	-	46%	29%	45%	50%	35%	37%	32%	33%	34%
				*		E	DEFH	E	QR	IKQR	R	IKMNQR	KQR	KQR	IKQR	IKQR	R			V				*					
NET: DISAGREE	371	371	-	21	167	95	88	350	171	130	233	96	157	139	130	107	244	371	-	-	94	269	66	21	92	78	72	67	59
	35%	35%	-	54%	49%	35%	21%	34%	29%	24%	31%	22%	27%	25%	24%	23%	32%	35%	-	-	28%	39%	29%	23%	37%	33%	33%	36%	34%
				FGH*	FGH	G		G	JLMNOP	JLMNOP	JLMNOP	JLQOP	JLOP				UKLMNOPQ	UKLMNOPQ			U			*					

Mean	-0.09	-0.09	-	-0.74 *	-0.58	-0.11 DE	0.39 DEFH	-0.07 DE	0.13 QR	0.26 IKQR	0.06 R	0.36 UKMNQR	0.20 KQR	0.23 IKQR	0.28 IKMQR	0.31 IKMNQR	0.02 R	-0.09	-	-	0.23 V	-0.26	0.22	0.42 *	-0.11	-0.08	-0.11	-0.13	-0.03
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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 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 Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - Adverts about gambling brands / products have no impact on whether or not I gamble

All those who have EVER had a problem with gambling

	Gender			Age							Social grade				Employment status							Region							Urban / Rural		Education				Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNIC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	South West	Greater London	Wales	Scotland	Urban	Rural	GCSE/O level/ NVQ 2	A level or equivalent	Degree/Masters/PhD	No formal qualifications	UP TO £19,999	£20,000-£24,999	£25,000-£34,999	£35,000-£44,999	£45,000+	Prefer not to say	Married/ Living as a couple	Single	Widowed/ Divorced/separated	1	2	3	4+	ANY	NONE	Any white background	Any minority	Ethnic responses																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
																																																						(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)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)	(BA)	(BB)	(BC)	(BD)	(BE)	(BF)	(BG)	(BH)	(BI)	(BJ)	(BK)	(BL)	(BM)	(BN)	(BO)	(BP)	(BQ)	(BR)	(BS)	(BT)	(BU)	(BV)	(BW)	(BX)	(BY)	(BZ)	(CA)	(CB)	(CC)	(CD)	(CE)	(CF)	(CG)	(CH)	(CI)	(CJ)	(CK)	(CL)	(CM)	(CN)	(CO)	(CP)	(CQ)	(CR)	(CS)	(CT)	(CU)	(CV)	(CW)	(CX)	(CY)	(CZ)	(DA)	(DB)	(DC)	(DD)	(DE)	(DF)	(DG)	(DH)	(DI)	(DJ)	(DK)	(DL)	(DM)	(DN)	(DO)	(DP)	(DQ)	(DR)	(DS)	(DT)	(DU)	(DV)	(DW)	(DX)	(DY)	(DZ)	(EA)	(EB)	(EC)	(ED)	(EE)	(EF)	(EG)	(EH)	(EI)	(EJ)	(EK)	(EL)	(EM)	(EN)	(EO)	(EP)	(EQ)	(ER)	(ES)	(ET)	(EU)	(EV)	(EW)	(EX)	(EY)	(EZ)	(FA)	(FB)	(FC)	(FD)	(FE)	(FF)	(FG)	(FH)	(FI)	(FJ)	(FK)	(FL)	(FM)	(FN)	(FO)	(FP)	(FQ)	(FR)	(FS)	(FT)	(FU)	(FV)	(FW)	(FX)	(FY)	(FZ)	(GA)	(GB)	(GC)	(GD)	(GE)	(GF)	(GG)	(GH)	(GI)	(GJ)	(GK)	(GL)	(GM)	(GN)	(GO)	(GP)	(GQ)	(GR)	(GS)	(GT)	(GU)	(GV)	(GW)	(GX)	(GY)	(GZ)	(HA)	(HB)	(HC)	(HD)	(HE)	(HF)	(HG)	(HH)	(HI)	(HJ)	(HK)	(HL)	(HM)	(HN)	(HO)	(HP)	(HQ)	(HR)	(HS)	(HT)	(HU)	(HV)	(HW)	(HX)	(HY)	(HZ)	(IA)	(IB)	(IC)	(ID)	(IE)	(IF)	(IG)	(IH)	(II)	(IJ)	(IK)	(IL)	(IM)	(IN)	(IO)	(IP)	(IQ)	(IR)	(IS)	(IT)	(IU)	(IV)	(IW)	(IX)	(IY)	(IZ)	(JA)	(JB)	(JC)	(JD)	(JE)	(JF)	(JG)	(JH)	(JI)	(JJ)	(JK)	(JL)	(JM)	(JN)	(JO)	(JP)	(JQ)	(JR)	(JS)	(JT)	(JU)	(JV)	(JW)	(JX)	(JY)	(JZ)	(KA)	(KB)	(KC)	(KD)	(KE)	(KF)	(KG)	(KH)	(KI)	(KL)	(KM)	(KN)	(KO)	(KP)	(KQ)	(KR)	(KS)	(KT)	(KU)	(KV)	(KW)	(KX)	(KY)	(KZ)	(LA)	(LB)	(LC)	(LD)	(LE)	(LF)	(LG)	(LH)	(LI)	(LJ)	(LK)	(LL)	(LM)	(LN)	(LO)	(LP)	(LQ)	(LR)	(LS)	(LT)	(LU)	(LV)	(LW)	(LX)	(LY)	(LZ)	(MA)	(MB)	(MC)	(MD)	(ME)	(MF)	(MG)	(MH)	(MI)	(MJ)	(MK)	(ML)	(MN)	(MO)	(MP)	(MQ)	(MR)	(MS)	(MT)	(MU)	(MV)	(MW)	(MX)	(MY)	(MZ)	(NA)	(NB)	(NC)	(ND)	(NE)	(NF)	(NG)	(NH)	(NI)	(NJ)	(NK)	(NL)	(NM)	(NN)	(NO)	(NP)	(NQ)	(NR)	(NS)	(NT)	(NU)	(NV)	(NW)	(NX)	(NY)	(NZ)	(OA)	(OB)	(OC)	(OD)	(OE)	(OF)	(OG)	(OH)	(OI)	(OJ)	(OK)	(OL)	(OM)	(ON)	(OO)	(OP)	(OQ)	(OR)	(OS)	(OT)	(OU)	(OV)	(OW)	(OX)	(OY)	(OZ)	(PA)	(PB)	(PC)	(PD)	(PE)	(PF)	(PG)	(PH)	(PI)	(PJ)	(PK)	(PL)	(PM)	(PN)	(PO)	(PP)	(PQ)	(PR)	(PS)	(PT)	(PU)	(PV)	(PW)	(PX)	(PY)	(PZ)	(QA)	(QB)	(QC)	(QD)	(QE)	(QF)	(QG)	(QH)	(QI)	(QJ)	(QK)	(QL)	(QM)	(QN)	(QO)	(QP)	(QQ)	(QR)	(QS)	(QT)	(QU)	(QV)	(QW)	(QX)	(QY)	(QZ)	(RA)	(RB)	(RC)	(RD)	(RE)	(RF)	(RG)	(RH)	(RI)	(RJ)	(RK)	(RL)	(RM)	(RN)	(RO)	(RP)	(RQ)	(RR)	(RS)	(RT)	(RU)	(RV)	(RW)	(RX)	(RY)

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Column Proportions (5%): A,B,C,D,E,F,G,H,I,L,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/n,o/p/q,r/s/t/u,v,w,x/y Minimum Row: 20(**) Small Row: 200(**)

Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 20(**) Small Base: 200(**)

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PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - Adverts about gambling brands / products have no impact on whether or not I gamble

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
	Total (A)	ANY PAST 12 MONTHS (B)	NONE (C)	No problems (PGSI 0) (D)	Low level of problems (PGSI 1-2) (E)	Moderate level of problems (PGSI 3-7) (F)	Problem gambling (PGSI 8+) (G)	Any level of problems (PGSI 1+) (H)	More than could afford (I)	Larger amounts (J)	Try to win money lost (K)	Borrowed / sold (L)	Felt a problem (M)	Mental health (N)	Told had a problem (O)	Financial problems (P)	Felt guilty (Q)	ANY PROBLEM EVER (R)	NO PROBLEM (S)	NEVER GAMBLED (T)	YES (U)	NO (V)	LESS THAN 12 MONTHS (W)	MORE THAN 12 MONTHS (X)	Lowest (Y)	Lower (Z)	Middle (a)	Higher (b)	Highest (c)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

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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 Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - I like adverts about gambling brands / products

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)						PGSI EVER														SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
	Total (A)	ANY PAST 12 MONTHS (B)	NONE (C)	No problems (PGSI 0) (D)	Low level of problems (PGSI 1-2) (E)	Moderate level of problems (PGSI 3-7) (F)	Problem gambling (PGSI 8+) (G)	Any level of problems (PGSI 1+) (H)	More than could afford (I)	Larger amounts (J)	Try to win money lost (K)	Borrowed / sold (L)	Felt a problem (M)	Mental health (N)	Told had a problem (O)	Financial problems (P)	Felt guilty (Q)	ANY PROBLEM EVER (R)	NO PROBLEM (S)	NEVER GAMBLED (T)	YES (U)	NO (V)	LESS THAN 12 MONTHS (W)	MORE THAN 12 MONTHS (X)	Lowest (Y)	Lower (Z)	Middle (a)	Higher (b)	Highest (c)				
Unweighted base	1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164				
Weighted base	1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174				
Strongly agree (2)	116	116	-	2	14	16	83	113	91	96	99	86	90	85	94	85	96	116	-	-	62	46	51	11	30	16	23	27	17				
	11%	11%	-	6% *	4%	6%	20% DEFH	11% EF	15% KQR	18% IKQR	13% R	20% IKMNR	15% KQR	17% IKMNR	18% IKMNR	12% R	11%	-	-	19% V	7%	22%	13% *	12%	7%	10%	15% z	10%					
Tend to agree (1)	185	185	-	5	30	48	102	180	120	128	148	106	119	117	125	109	150	185	-	-	76	106	47	24	36	47	45	26	30				
	17%	17%	-	13% *	9%	18%	24% EH	17% E	20% R	23% IKMQR	19% R	25% IKMNR	20% R	21% R	23% IKMQR	23% IKMQR	19% R	17%	-	-	23% V	15%	20%	27% *	14%	20%	21%	14%	17%				
Neither agree nor disagree (0)	308	308	-	10	134	76	88	298	154	128	202	94	140	143	132	105	203	308	-	-	75	217	59	13	73	63	60	54	55				
	29%	29%	-	27% *	39% FGH	28% G	21% G	29% G	26% LP	23% JLMP	27% JLMP	22% R	24% LP	26% LP	24% R	23% R	26% JLP	29% UKLMNOPQ	-	-	29% -	31% U	26% U	15% *	30% U	27% U	27% U	29% U	32% U				
Tend to disagree (-1)	211	211	-	9	85	60	58	202	100	91	148	59	100	91	78	68	133	211	-	-	48	162	33	12	48	47	41	38	35				
	20%	20%	-	24% *	25% GH	22% G	14% G	20% G	17% L	17% L	19% ULMNOPQ	14% LOP	17% LOP	16% L	14% L	15% R	17% LOP	20% ULMNOPQ	-	-	14% U	23% U	14% U	14% *	20% U	20% U	19% U	21% U	20% U				
Strongly disagree (-2)	196	196	-	12	65	62	57	183	102	74	126	57	101	87	74	64	146	196	-	-	55	135	30	21	44	53	37	36	26				
	18%	18%	-	31% G*	19% GH	23% GH	14% GH	17% G	18% JLOP	14% JLOP	16% JLOP	13% JLOP	17% JLOP	16% L	14% L	14% R	19% JKLNOP	18% JKLNOP	-	-	16% R	20% R	13% R	24% w*	18% U	22% U	17% U	19% U	15% U				
Don't know	42	42	-	-	11	8	23	42	26	23	29	23	26	25	30	25	37	42	-	-	17	23	10	7	14	9	8	4	7				
	4%	4%	-	- 3% *	3%	3%	6% G	4% G	4% G	4% G	4% K	5% K	4% K	5% JKR	6% K	5% K	5% R	4% R	-	-	5% R	3% R	4% R	7% *	6% U	4% U	4% U	2% U	4% U				
Prefer not to say	10	10	-	-	2	1	8	10	6	8	9	8	7	6	9	8	8	10	-	-	2	5	-	-	2	1	4	-	3				
	1%	1%	-	- *	1%	* GH	2% GH	1% G	1% JLOP	1% L	1% JLNOP	2% JLNOP	1% JLOP	1% LOP	2% R	2% R	1% JLNOP	1% UKLMNOPQ	-	-	* R	1% R	- U	- *	1% U	* U	2% U	- U	2% U				
NET: AGREE	300 28%	300 28%	- -	7 18% *	44 13%	64 24% E	185 44% DEFH	293 29% E	211 35% QR	224 41% IKMNR	248 32% R	193 45% IKMNOQR	210 36% KQR	202 36% KQR	219 40% IKMNR	194 42% IKMNR	245 32% R	300 28%	- -	- -	138 41% V	151 22%	97 42%	35 40% *	65 27%	63 27%	68 31%	53 29%	46 27%				
NET: DISAGREE	407 38%	407 38%	- -	22 55% GH*	150 44% GH	121 45% GH	114 27% GH	385 37% G	202 34% JLOP	165 30% L	274 36% JLNOP	116 27% R	201 34% JLOP	179 32% LOP	152 28% R	132 28% R	279 36% JLNOP	407 38% UKLMNOPQ	- -	- -	102 31% R	297 43% U	63 28%	33 38% *	92 37%	99 42%	78 36%	74 40%	62 36%				
Mean	-0.18	-0.18	-	-0.62 *	-0.48	-0.39	0.25 DEFH	-0.17 DEF	-0.01 QR	0.16 IKMNR	-0.07 R	0.26 IKMNOQR	* QR	0.04 KQR	0.17 IKMNR	0.19 IKMNR	-0.11 R	-0.18	-	-	0.14 V	-0.35	0.25	-0.10 *	-0.18	-0.32	-0.12	-0.17	-0.16				

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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 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 Minimum Base: 30(*) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - I feel overwhelmed by the amount of adverts about gambling brands / products

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
	Total (A)	ANY PAST 12 MONTHS (B)	NONE (C)	No problems (PGSI 0) (D)	Low level of problems (PGSI 1-2) (E)	Moderate level of problems (PGSI 3-7) (F)	Problem gambling (PGSI 8+) (G)	Any level of problems (PGSI 1+) (H)	More than could afford (I)	Larger amounts (J)	Try to win money lost (K)	Borrowed / sold (L)	Felt a problem (M)	Mental health (N)	Told had a problem (O)	Financial problems (P)	Felt guilty (Q)	ANY PROBLEM EVER (R)	NO PROBLEM (S)	NEVER GAMBLED (T)	YES (U)	NO (V)	LESS THAN 12 MONTHS (W)	MORE THAN 12 MONTHS (X)	Lowest (Y)	Lower (Z)	Middle (a)	Higher (b)	Highest (c)		
Unweighted base	1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164		
Weighted base	1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174		
Strongly agree (2)	156	156	-	3	31	36	85	153	103	100	133	93	104	101	100	88	120	156	-	-	81	71	55	26	36	39	31	28	19		
	15%	15%	-	9% +	9%	13%	20% EFH	15% E	17% R	18% QR	18% QR	22% UKLMNOPQR	18% QR	18% QR	18% QR	19% QR	15% QR	15% V	-	-	24% V	10%	24%	29% +	15%	17%	14%	15%	11%		
Tend to agree (1)	275	275	-	9	71	61	133	266	164	160	199	138	174	167	160	142	228	275	-	-	102	165	73	23	55	54	50	56	57		
	26%	26%	-	24% +	21%	23%	32% EFH	26% E	27% R	29% KR	26% KR	32% IKR	30% KR	30% IKR	30% KR	31% IKR	30% KR	26% KR	-	-	31% V	24%	32%	26% +	22%	23%	23%	30%	33% YZ		
Neither agree nor disagree (0)	272	272	-	10	87	77	99	263	155	141	190	102	147	142	134	113	187	272	-	-	65	192	35	24	67	60	59	42	42		
	26%	26%	-	24% +	26%	29%	24%	26%	26%	26%	25%	24%	25%	26%	25%	24%	24%	26%	-	-	19% V	28% U	15%	27% W*	27%	25%	27%	23%	24%		
Tend to disagree (-1)	196	196	-	8	74	58	56	188	97	85	137	55	94	84	83	65	133	196	-	-	52	138	43	6	51	40	39	34	30		
	18%	18%	-	20% +	22% G	22% G	13% G	18% G	16% LP	15% L	18% JUNOP	13% L	16% L	15% L	15% L	14% L	17% LP	18% JUNOP	-	-	16% JUNOP	20%	19% X	7% +	21%	17%	18%	18%	17%		
Strongly disagree (-2)	130	130	-	9	66	24	30	120	59	46	80	31	45	44	46	35	76	130	-	-	27	101	16	9	28	34	31	20	17		
	12%	12%	-	24% FGH*	19% FGH	9% G	7% G	12% G	10% LMNP	8% LMNP	10% JLMNOP	7% JLMNOP	8% JLMNOP	8% JLMNOP	8% JLMNOP	8% JLMNP	10% LMNP	12% UKLMNOPQ	-	-	8% U	15% U	7% U	10% +	11%	14%	14%	11%	10%		
Don't know	33	33	-	-	10	11	12	33	17	15	19	10	18	15	15	15	25	33	-	-	7	25	7	1	8	7	6	4	8		
	3%	3%	-	- +	3% +	4%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	-	-	2% +	4%	3%	1% +	3%	3%	3%	2%	5%		
Prefer not to say	5	5	-	-	3	2	5	3	2	2	4	2	2	1	3	4	3	5	-	-	-	2	-	-	2	1	1	1	-		
	*	*	-	- +	- +	1%	1%	*	1%	*	1%	*	*	*	1%	1%	*	*	-	-	-	*	-	-	1%	*	1%	*	-		
NET: AGREE	431	431	-	13	103	97	219	418	266	260	332	232	278	269	260	230	348	431	-	-	183	236	128	49	91	94	81	84	76		
	40%	40%	-	32% +	30%	36%	52% DEFH	41% E	45% R	47% IKR	44% R	54% UKLMNOPQR	48% IKR	48% IKR	48% IKR	50% IKR	45% R	40% R	-	-	55% V	34%	56%	55% +	37%	40%	37%	46%	44%		
NET: DISAGREE	326	326	-	17	140	83	86	309	156	131	216	86	140	128	129	100	209	326	-	-	79	239	59	15	79	74	69	53	47		
	31%	31%	-	43% G*	41% FGH	31% G	21% G	30% G	26% LNP	24% L	28% JLMNOP	20% JLMNOP	24% L	23% L	24% L	22% L	27% JLMNOP	31% UKLMNOPQ	-	-	24% U	34% U	26%	17% +	32%	31%	32%	29%	27%		
Mean	0.13	0.13	-	-0.26 +	-0.22	0.10 E	0.46 DEFH	0.14 E	0.27 R	0.34 IKQR	0.23 R	0.49 UKLMNOPQR	0.35 IKQR	0.37 IKQR	0.35 IKQR	0.41 IKQR	0.25 R	0.13	-	-	0.49 V	-0.05	0.48	0.58 +	0.09	0.11	0.06	0.22	0.19		

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23-078371-01 - 13th - 18th October 2023

PUBLIC
Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - I feel like I can't escape adverts about gambling brands / products

All those who have EVER had a problem with gambling

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER														SPOKEN ABOUT PROBLEM				LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)					
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest						
	(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)						
Unweighted base	1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164						
Weighted base	1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174						
Strongly agree (2)	190 18%	190 18%	- -	6 16% *	35 10%	52 19% E	96 23% EH	183 18% E	122 20% R	119 22% R	157 21% R	97 22% R	122 21% R	121 22% R	117 22% R	106 23% IQR	154 20% R	190 18% R	- - -	- - -	83 25% V	99 14%	63 28%	18 20% *	51 20%	47 20%	32 15%	27 15%	32 18%						
Tend to agree (1)	295 28%	295 28%	- -	9 22% *	77 23%	75 28%	134 32% EH	286 28% E	173 29%	168 31% KR	210 28%	137 32% KR	169 29%	169 30% KR	171 31% KR	142 31% K	221 29%	295 28%	- -	- -	109 33% V	181 26%	76 33%	28 32% *	71 29%	57 24%	56 26%	64 35% Z	46 26%						
Neither agree nor disagree (0)	244 23%	244 23%	- -	10 26% *	87 26%	58 22%	88 21%	234 23%	127 21%	121 22%	173 23%	90 21%	132 23%	127 23% P	110 20%	94 20%	162 21%	244 23% Q	- -	- -	67 20%	166 24%	45 20%	18 21% *	54 22%	64 27%	50 23%	39 21%	33 19%						
Tend to disagree (-1)	183 17%	183 17%	- -	11 27% G*	75 22% FGH	41 15%	57 14%	173 17% G	92 15%	81 15%	125 16% LN	59 14%	93 16%	79 14%	82 15%	68 15%	123 16%	183 17% JLN	- -	- -	40 12% U	136 20% U	25 11%	10 12% *	39 16%	32 13%	47 22% Z	27 15%	38 22% Z						
Strongly disagree (-2)	110 10%	110 10%	- -	3 8% *	52 15% GH	30 11% G	25 6%	107 10% G	55 9% JLMNOP	36 7%	65 8% JOP	29 7%	41 7%	38 7%	36 7%	29 6%	73 10% JLMNOP	110 10% JKLMNOP	- -	- -	24 7% U	83 12% U	14 6%	8 9% *	25 10%	27 12%	24 11%	17 9%	15 9%						
Don't know	40 4%	40 4%	- -	* 1% *	11 3%	13 5%	15 4%	39 4%	25 4%	21 4%	28 4%	18 4%	23 4%	19 3%	21 4%	20 4%	32 4%	40 4%	- -	- -	11 3%	25 4%	5 2%	6 7% *	7 3%	6 3%	7 3%	9 5%	10 6%						
Prefer not to say	6 1%	6 1%	- -	- - *	2 1%	1 *	4 1%	6 1%	4 1%	3 1%	5 1%	4 1%	4 1%	3 1%	5 1%	4 1%	6 1%	6 1%	- -	- -	1 * *	3 *	1 * *	- - *	2 1%	2 1%	1 1%	1 *	1 *						

NET: AGREE	484 45%	484 45%	- -	15 38% *	112 33%	127 47% E	230 55% EH	469 49% E	295 46% R	287 52% KQR	366 48% R	234 54% IKMQR	292 50% R	290 52% KQR	288 53% IKMQR	248 54% IKMQR	375 49% R	484 45% V	- -	- -	191 57% V	280 40%	139 61%	46 52% *	121 49%	103 44%	88 41%	91 49%	78 45%
NET: DISAGREE	293 27%	293 27%	- -	14 35% G*	128 38% FGH	71 26%	81 19%	280 27% G	147 25% JLNP	117 21%	190 25% JLNP	87 20%	133 23%	117 21%	119 22%	97 21%	197 25% JLMNOP	293 27% UKLMNOPQ	- -	- -	64 19%	219 32% U	39 17%	18 20% *	64 26%	59 25%	71 33%	45 24%	52 30%

Mean	0.27	0.27	-	0.11 *	-0.10	0.31 E	0.55 DEFH	0.27 E	0.38 R	0.48 IKQR	0.37 R	0.52 IKMQR	0.43 QR	0.48 IKQR	0.48 IKQR	0.52 IKMQR	0.35 R	0.27	-	-	0.58 V	0.12	0.67	0.47 *	0.35	0.28	0.12	0.32	0.26
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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling
GB adults aged 18-75

Q14. How much would you agree or disagree with the following statements? (FILTERED EVER HAD PROBLEM) - I wish I could easily block all adverts about gambling brands / products on social media

All those who have EVER had a problem with gambling

	Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total (A)	ANY PAST 12 MONTHS (B)	NONE (C)	No problems (PGSI 0) (D)	Low level of problems (PGSI 1-2) (E)	Moderate level of problems (PGSI 3-7) (F)	Problem gambling (PGSI 8+) (G)	Any level of problems (PGSI 1+) (H)	More than could afford (I)	Larger amounts (J)	Try to win money lost (K)	Borrowed / sold (L)	Felt a problem (M)	Mental health (N)	Told had a problem (O)	Financial problems (P)	Felt guilty (Q)	ANY PROBLEM EVER (R)	NO PROBLEM (S)	NEVER GAMBLED (T)	YES (U)	NO (V)	LESS THAN 12 MONTHS (W)	MORE THAN 12 MONTHS (X)	Lowest (Y)	Lower (Z)	Middle (a)	Higher (b)	Highest (c)	
Unweighted base	1032	1032	-	37	333	252	410	995	586	534	737	426	570	544	526	458	755	1032	-	-	330	666	224	89	233	232	211	183	164	
Weighted base	1068	1068	-	39	340	270	418	1028	598	549	762	433	584	555	541	462	772	1068	-	-	334	694	229	88	247	235	217	185	174	
Strongly agree (2)	207	207	-	9	57	56	85	198	120	112	149	93	125	116	110	100	163	207	-	-	87	111	60	24	43	46	45	44	27	
	19%	19%	-	23% *	17%	21%	20%	19%	20%	20%	20%	22%	21%	21%	20%	22%	21% R	19%	-	-	26% V	16%	26%	28% *	17%	20%	21%	24%	15%	
Tend to agree (1)	253	253	-	5	65	66	117	248	157	154	191	116	158	153	146	117	194	253	-	-	90	157	61	26	54	60	45	45	47	
	24%	24%	-	13% *	19%	24%	28% EH	24% E	26% R	28% KQR	25%	27%	27% R	27% R	27% R	25%	25%	24%	-	-	27%	23%	27%	30% *	22%	26%	21%	24%	27%	
Neither agree nor disagree (0)	315	315	-	12	117	70	116	302	170	154	216	121	159	146	155	128	224	315	-	-	83	219	58	17	71	65	71	46	58	
	29%	29%	-	32% *	34% FH	26%	28%	29%	29%	28%	28%	28%	27%	26%	29%	28%	29%	29% N	-	-	25%	32% U	25%	19% *	29%	28%	33%	25%	33%	
Tend to disagree (-1)	160	160	-	3	51	46	59	156	82	75	122	60	83	83	75	66	108	160	-	-	40	114	31	8	44	37	26	26	27	
	15%	15%	-	9% *	15%	17%	14%	15%	14%	14%	16% IQQ	14%	14%	15%	14%	14%	14%	15%	-	-	12%	16%	14%	10% *	18%	16%	12%	14%	15%	
Strongly disagree (-2)	81	81	-	5	37	19	20	76	42	32	45	22	30	29	30	26	43	81	-	-	19	60	8	9	24	16	17	14	9	
	8%	8%	-	13% G*	11% GH	7%	5%	7% G	7% LMN	6%	6%	5%	5%	5%	5%	6%	6%	8% JKLMNOPQ	-	-	6%	9%	3%	10% W*	10%	7%	8%	8%	5%	
Don't know	42	42	-	4	10	11	17	38	23	18	31	17	23	24	18	22	31	42	-	-	13	28	10	3	11	9	10	7	3	
	4%	4%	-	10% E*	3%	4%	4%	4%	4%	3%	4%	4%	4%	4%	3%	5% JO	4%	4%	-	-	4%	4%	4%	4% *	5%	4%	5%	4%	2%	
Prefer not to say	10	10	-	-	3	3	4	10	4	4	8	4	7	4	7	4	10	10	-	-	2	4	2	-	-	2	2	2	4	
	1%	1%	-	- *	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1% UN	1%	1% IN	1%	-	-	1%	1%	1%	- *	-	1%	1%	1%	2% Y	
NET: AGREE	460 43%	460 43%	- -	14 36% *	122 36%	122 45% E	202 48% EH	446 43% E	277 46% R	266 48% KR	340 45% KR	209 48% KR	283 48% KR	269 48% KR	256 47% R	217 47% R	356 46% R	460 43%	- -	- -	177 53% V	268 39%	121 53%	51 58% *	97 39%	106 45%	89 41%	89 48%	73 42%	
NET: DISAGREE	241 23%	241 23%	- -	9 22% *	88 26% G	65 24%	79 19%	232 23% G	124 21%	107 19%	167 22% LMQ	82 19%	113 19%	112 20%	105 19%	92 20%	151 20%	241 23% JLMOQ	- -	- -	59 18%	174 25% U	39 17%	17 20% *	68 27%	53 23%	44 20%	41 22%	35 20%	
Mean	0.34	0.34	-	0.27 **	0.16	0.37 EH	0.47 EH	0.34 E	0.40	0.45 R	0.38	0.48 KR	0.48 IKR	0.46 KR	0.45 R	0.46 R	0.44 R	0.34	-	-	0.58 V	0.22	0.61	0.58 *	0.21	0.37	0.36	0.44	0.34	

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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Summary

All Adults aged 18-75 in GB

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity.										
	Lottery tickets (e.g., National lottery, Thunderball, EuroMillions, charity lottery)	Scratch cards	Bingo	Instant win games (e.g., fruit machines, slot machines, online games)	Casino card games (e.g., poker, blackjack)	Other casino games that are not cards (e.g., craps, roulette)	Betting on sports (e.g., football, cricket, rugby, tennis)	Betting on e-sports/competitive video gaming (e.g., Fortnite, FIFA, Dota, Counter Strike)	Betting on horse or dog racing (not virtual)	Betting on virtual racing / sports (e.g., virtual horse or dog racing, virtual sports)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	4207	4207	4207	4207	4207	4207	4207	4207	4207	4207
Weighted base	4207	4207	4207	4207	4207	4207	4207	4207	4207	4207
Very addictive	857 20% CH	1194 28% ACGHJ	713 17% H	1643 39% ABCEFGHJ	1253 30% ACFGHJ	1187 28% ACGHJ	1056 25% ACHJ	789 19% C	1125 27% ACGHJ	972 23% ACH
Fairly addictive	1439 34% DHJ	1490 35% CDEFGHJ	1390 33% HJ	1330 32% H	1366 32% HJ	1362 32% HJ	1505 36% CDEFGHJ	1219 29% HJ	1371 33% HJ	1268 30% HJ
Not very addictive	1016 24% BDEFGHJ	655 16% DEF	983 23% BDEFGHJ	451 11% D	525 12% D	542 13% D	647 15% DEF	721 17% BDEFGJ	643 15% DEF	661 16% DEF
Not addictive	532 13% BDG	463 11% D	610 14% ABDEFGJ	385 9% D	490 12% D	491 12% D	477 11% D	627 15% ABDEFGJ	537 13% BDEFG	570 14% BDEFG
Don't know	362 9%	405 10% A	511 12% ABD	398 9% A	573 14% ABCDGI	625 15% ABCDDEGI	523 12% ABD	851 20% ABCDDEFGJ	531 13% ABD	736 18% ABCDDEFGJ

NET: ADDICTIVE	2296 55% CH	2684 64% ACEFGHJ	2103 50% H	2973 71% ABCEFGHJ	2619 62% ACFHJ	2549 61% ACHJ	2561 61% ACHJ	2008 48% ACHJ	2496 59% ACHJ	2239 53% CH
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Find out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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(*)

23-078371-01 - 13th - 18th October 2023

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Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity - Lottery tickets (e.g., National lottery, Thunderball, EuroMillions, charity lottery)

All Adults aged 18-75 in GB

	Gender			Age							Social grade				Employment status							Region										Urban / Rural		Education					Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbershi e	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCE/SE Level/INQ 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+	Prefer not to say	Married/ Living as Married	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents				
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)			
Unweighted base	4207	2030	2122	503	798	732	815	731	628	1344	1166	649	1048	1794	683	211	2688	1519	183	482	366	384	323	408	351	573	582	200	355	3557	650	950	882	2112	263	861	1097	982	888	379	2408	1291	508	848	1422	823	1114	1362	2845	3652	498			
Weighted base	4207	2053	2099	601	768	729	743	719	648	1150	1259	867	932	1811	747	215	2773	1434	169	468	352	378	317	410	362	591	601	200	360	3561	646	1250	1197	1494	317	849	1132	1020	821	385	2366	1336	505	822	1417	836	1131	1342	2865	3667	486			
Very addictive	857	382	458	134	154	135	155	137	141	233	241	174	208	326	149	52	527	330	36	90	76	74	58	84	83	102	135	48	73	729	128	216	232	339	70	195	225	197	161	80	476	276	105	181	274	154	247	272	585	714	124			
	20%	19%	22%	22%	20%	19%	21%	19%	22%	20%	19%	20%	22%	18%	20%	24%	19%	23%	21%	19%	22%	19%	18%	20%	23%	17%	22%	24%	20%	20%	20%	18%	19%	23%	23%	22%	23%	20%	19%	20%	21%	20%	21%	21%	22%	19%	18%	22%	20%	20%	19%	25%	19%	
Fairly addictive	1439	680	741	198	253	258	238	260	232	401	425	276	337	626	264	67	957	482	55	153	119	130	113	140	118	231	204	60	117	1212	227	434	392	514	100	307	357	353	292	131	853	410	176	241	512	299	388	462	977	1269	118			
	34%	33%	33%	33%	33%	35%	32%	36%	36%	35%	34%	32%	36%	35%	35%	31%	35%	34%	32%	33%	34%	35%	34%	33%	39%	34%	30%	32%	34%	34%	35%	36%	33%	34%	31%	30%	32%	35%	36%	34%	36%	31%	35%	29%	30%	34%	34%	34%	34%	35%	32%			
Not very addictive	1016	546	464	118	191	179	199	176	154	274	230	230	191	469	175	61	705	312	44	109	85	97	82	104	94	134	133	47	86	859	157	269	318	362	67	160	301	349	203	83	565	331	130	209	337	206	264	336	680	920	90			
	24%	27%	22%	20%	25%	25%	27%	24%	24%	24%	25%	27%	21%	26%	23%	28%	25%	22%	26%	23%	24%	26%	26%	25%	26%	23%	22%	24%	24%	24%	24%	22%	27%	24%	21%	19%	19%	21%	22%	22%	24%	24%	25%	24%	25%	24%	25%	24%	25%	25%	24%	25%	19%	
Not addictive	532	285	239	100	118	82	84	89	59	149	165	114	105	259	95	16	369	163	14	79	41	50	40	46	35	77	75	25	50	462	70	182	144	160	46	109	144	126	117	36	289	189	54	91	172	120	149	182	350	457	68			
	13%	14%	11%	17%	15%	11%	11%	12%	9%	13%	13%	13%	11%	14%	13%	7%	13%	11%	8%	17%	12%	13%	13%	11%	10%	13%	13%	13%	14%	13%	11%	15%	12%	11%	15%	13%	13%	12%	14%	9%	12%	14%	11%	11%	12%	14%	13%	14%	12%	12%	14%			
Don't know	362	159	196	53	52	75	66	57	63	92	107	72	91	132	64	18	215	148	20	38	30	27	23	36	22	47	53	20	35	299	64	100	110	118	34	78	105	76	48	56	184	130	49	100	122	57	84	90	272	306	46			
	9%	8%	9%	8%	7%	10%	9%	8%	10%	8%	9%	8%	10%	7%	9%	9%	8%	10%	12%	8%	9%	7%	7%	9%	9%	8%	9%	10%	10%	8%	10%	8%	9%	9%	11%	9%	9%	7%	6%	15%	8%	10%	10%	12%	9%	7%	7%	7%	9%	9%	8%	10%		

NET: ADDICTIVE	2296	1063	1200	332	407	393	393	397	374	634	666	451	545	952	414	119	1485	811	91	243	195	203	171	224	200	333	339	108	189	1941	355	649	624	853	170	502	582	550	453	210	1329	686	281	422	787	453	634	733	1563	1983	282				
	55%	52%	57%	55%	53%	54%	53%	55%	58%	55%	53%	52%	59%	53%	55%	55%	54%	57%	54%	52%	55%	54%	54%	55%	53%	56%	56%	54%	53%	55%	54%	52%	57%	54%	50%	51%	51%	50%	51%	50%	51%	50%	51%	50%	51%	50%	51%	50%	51%	50%	51%	50%	51%	50%	
	a												kl				n																			u																			

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ColumnProportion (PQ): 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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 300 Minimum Base: 300 Minimum Base: 300

ColumnMeans (PQ): 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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 300 Minimum Base: 300 Minimum Base: 300

23-078371-01 - 13th - 18th October 2023

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Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Lottery tickets (e.g., National lottery, Thunderball, EuroMillions, charity lottery)

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	(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)		
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Very addictive	857 20%	414 15%	436 31% B	211 12%	59 17% D	48 18% D	97 23% DH	204 20% D	126 21% S	119 21% S	155 20% S	108 24% UKMNQRS	128 21% S	123 21% S	125 23% KRS	109 23% KRS	169 21% S	219 20% S	265 15%	365 30% UKLMNOPQRS	90 26% V	122 17%	60 26%	25 26% +	172 19%	188 20%	179 21%	174 22%	135 19%		
Fairly addictive	1439 34%	960 35%	460 33%	561 33%	133 39% D	115 43% D	152 36%	400 39% D	246 40% LOPST	217 39% OST	298 38% T	159 36%	232 38% T	221 39% T	198 36%	173 37% T	318 40% LOST	435 39% ST	613 34%	376 31%	136 39%	283 39%	89 38%	42 43% +	315 35%	326 35%	276 33%	264 33%	247 35%		
Not very addictive	1016 24%	770 28% C	239 17%	534 31% EFGH	83 24%	59 22%	95 23%	236 23%	144 24% MT	118 21% T	179 23% MT	100 23% T	123 20% T	129 23% T	123 22% T	108 23% T	171 21% T	258 23% MQT	546 30% UKLMNOPQRST	189 16%	67 19%	182 25% U	52 22% X	11 11% +	209 23%	222 24%	230 27% c	194 24%	150 21%		
Not addictive	532 13%	429 16% C	97 7%	283 16%	50 15%	38 14%	58 14%	147 14%	76 12%	79 14% T	116 15% IT	60 14% T	96 16% INPQT	75 13% T	82 15% IT	64 14% T	109 14% T	158 14% T	247 14% T	117 10%	50 14%	104 14%	27 11%	19 20% +	119 13%	110 12%	92 11%	106 13%	99 14%		
Don't know	362 9%	171 6%	171 12% B	128 7% FGH	16 5%	10 4%	16 4%	42 4%	21 3%	22 4%	32 4%	15 3%	23 4%	23 4%	21 4%	18 4%	34 4%	47 4%	131 7% UKLMNOPQR	161 13% UKLMNOPQRS	8 2%	25 3%	8 3%	- - +	76 9%	86 9%	69 8%	63 8%	68 10%		
NET: ADDICTIVE	2296 55%	1375 50%	896 64% B	771 45%	191 56% D	163 60% D	249 60% D	604 59% D	372 61% S	336 60% S	453 58% S	266 60% S	360 60% S	344 60% S	323 59% S	282 60% S	487 61% KRS	653 59% S	878 49%	741 61% S	227 64% V	405 57%	149 63%	67 69% +	488 55%	515 55%	455 54%	438 55%	382 55%		

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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 Minimum Base: 30(**) Small Base: 100(*)

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Stigma 2 polling

GB adults aged 18-75

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All Adults aged 18-75 in GB

	Gender			Age							Social grade				Employment status							Region														Urban / Rural		Education					Income				Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY	
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbershi e	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M aster/PhD	No formal qualifications	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000+*	Prefer not to say	Married/ Living as Married	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents							
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)							
Unweighted base	4207	2030	2122	503	798	732	815	731	628	1344	1166	649	1048	1794	683	211	2688	1519	183	482	366	384	323	408	351	573	582	200	355	3557	650	950	882	2112	263	861	1097	982	888	379	2408	1291	508	848	1422	823	1114	1362	2845	3652	498							
Weighted base	4207	2053	2099	601	768	729	743	719	648	1150	1259	867	932	1811	747	215	2773	1434	169	468	352	378	317	410	362	591	601	200	360	3561	646	1200	1197	1494	317	849	1132	1020	821	385	2366	1336	505	822	1417	836	1131	1342	2865	3667	486							
Very addictive	1194	546	630	156	183	199	228	213	215	296	351	254	294	459	214	68	742	453	53	129	114	109	88	114	107	154	166	64	97	1014	180	336	338	412	108	255	344	283	217	95	694	340	160	246	410	222	316	366	829	1055	125							
	28%	27%	30%	26%	24%	27%	31%	30%	33%	26%	28%	29%	32%	25%	29%	32%	27%	32%	32%	28%	32%	29%	28%	28%	29%	26%	28%	32%	27%	28%	28%	28%	28%	34%	30%	30%	28%	26%	25%	29%	25%	32%	30%	29%	27%	28%	27%	29%	29%	26%								
Fairly addictive	1490	688	782	311	356	376	346	386	376	376	361	346	346	346	366	376	356	366	346	306	346	356	336	406	386	356	376	356	366	356	396	336	366	406	336	366	386	286	346	346	366	376	376	366	336	346	366	366	316									
	35%	34%	37%	31%	35%	37%	34%	38%	37%	37%	36%	34%	34%	34%	36%	37%	35%	36%	34%	30%	34%	35%	33%	40%	38%	35%	37%	35%	36%	35%	39%	33%	36%	40%	33%	36%	38%	28%	34%	34%	36%	37%	37%	36%	33%	34%	36%	36%	31%									
Not very addictive	655	372	277	110	139	108	114	96	88	199	201	124	124	303	108	39	450	205	27	71	59	69	41	68	61	84	92	26	57	562	94	193	188	221	44	117	190	155	137	56	344	245	67	133	198	147	177	220	436	572	78							
	16%	18%	13%	18%	18%	15%	15%	13%	14%	17%	16%	14%	14%	14%	17%	14%	18%	16%	14%	16%	15%	17%	18%	13%	17%	14%	15%	13%	16%	16%	15%	16%	16%	15%	14%	14%	17%	15%	17%	14%	15%	15%	16%	14%	18%	16%	16%	16%	15%	16%	16%							
Not addictive	463	255	204	85	122	72	78	69	36	121	130	114	98	241	84	15	340	122	17	63	26	46	38	39	29	80	68	20	37	401	62	163	117	144	38	102	103	117	108	32	256	166	40	66	145	94	158	182	280	377	76							
	11%	12%	10%	14%	16%	10%	11%	10%	6%	10%	10%	13%	11%	13%	11%	7%	12%	9%	10%	13%	7%	12%	12%	10%	8%	14%	11%	10%	10%	11%	10%	14%	10%	10%	12%	12%	9%	11%	13%	8%	11%	12%	8%	8%	10%	11%	14%	14%	10%	10%	16%							
Don't know	405	192	206	62	56	78	71	64	72	109	125	82	89	155	68	16	239	165	20	47	31	30	25	32	38	57	64	18	43	344	61	116	118	132	39	85	105	97	58	59	213	141	51	97	122	70	106	112	288	338	57							
	10%	9%	10%	10%	7%	11%	10%	9%	11%	9%	10%	9%	10%	9%	9%	7%	9%	9%	12%	12%	10%	9%	8%	8%	11%	10%	11%	9%	12%	10%	9%	10%	10%	9%	12%	10%	9%	10%	7%	15%	9%	11%	10%	12%	9%	8%	9%	8%	10%	9%	10%	16%						

NET: ADDICTIVE	2684	1234	1412	343	451	470	479	490	452	721	803	547	612	1112	487	144	1743	941	104	288	236	233	214	270	233	370	376	136	223	2255	429	727	774	987	196	545	733	651	518	238	1554	784	347	527	943	524	690	828	1856	2378	275	
	64%	60%	67%	57%	59%	65%	64%	68%	70%	63%	64%	63%	66%	62%	65%	67%	67%	60%	62%	61%	67%	62%	67%	67%	66%	65%	63%	63%	68%	62%	63%	66%	62%	65%	66%	62%	64%	65%	64%	63%	62%	65%	59%	69%	64%	66%	63%	61%	62%	65%	65%	56%
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au	av	aw	ax	ay	

Column Headers (29): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay Minimum Base: 300 Minimum Base: 300

Column Headers (29): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay Minimum Base: 300 Minimum Base: 300

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Stigma 2 polling

GB adults aged 18-75

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All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS		NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)	
Unweighted base	4207	2694	1456	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	1194 28%	661 24%	524 37% B	524	388 23%	90 26%	61 23%	122 29% D	273 27% D	172 28%	144 26%	229 29% JO	136 31% JOS	174 29% J	170 30% JO	145 26%	137 29% J	237 30% JOS	311 28%	461 26%	408 34% UORS	107 30%	195 27%	71 30%	30 31% *	229 26%	266 28%	254 30%	233 29%	203 29%	
Fairly addictive	1490 35%	1019 37% C	459 33%	459	660 38%	125 37%	89 33%	145 35%	359 35%	220 36%	191 34%	263 34%	147 33%	208 35%	194 34%	181 33%	171 36% LO	275 34%	383 40% JKLMNOQRT	714 40% JKLMNOQRT	375 31%	123 35%	245 34%	81 34%	35 36% *	321 36%	311 33%	292 35%	297 37%	256 37%	
Not very addictive	655 16%	488 18% C	159 11%	159	285 17%	70 21%	52 19%	81 19%	203 20%	115 19% T	118 21% MPQST	146 19% T	86 19% T	105 17% T	111 19% ST	110 20% MST	85 18% T	146 18% T	215 19% ST	280 16% T	147 12%	64 18%	147 20%	46 20%	17 18% *	153 17% bc	167 18% bc	134 16%	101 13%	90 13%	
Not addictive	463 11%	372 14% C	85 6%	85	220 13%	43 13%	49 18% D	61 15%	153 15%	87 14% ST	85 15% ST	115 15% ST	60 14% T	93 15% QST	80 14% ST	91 16% LNQST	64 14% T	106 13% T	159 14% ST	192 11%	105 9%	49 14%	102 14%	32 14%	11 12% *	102 11%	90 10%	90 11%	94 12%	83 12%	
Don't know	405 10%	204 7%	176 13% B	176	164 10% EGH	12 3%	19 7% GH	10 2%	41 4% G	18 3%	18 3%	26 3%	13 3%	23 4%	17 3%	23 4% ILN	15 3%	37 5% UKLNP	47 4% IKN	155 9% UKLMNOPQR	172 14% UKLMNOPQRS	10 3%	28 4%	6 2%	4 4% *	85 10%	98 11%	76 9%	75 9%	67 10%	
NET: ADDICTIVE	2684 64%	1680 61%	983 70% B	983	1048 61%	215 63%	150 56%	267 64%	632 61% F	393 64% JO	335 60%	493 63% O	283 64% JO	382 63% JO	364 64% JO	326 59%	308 65% JO	513 64% JO	694 62%	1174 65% O	783 65% O	230 65%	440 61%	152 64%	65 67% *	550 62%	577 62%	546 65%	530 66%	459 66%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-79

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Bingo

All Adults aged 18-75 in GB

	Gender		Age												Social grade				Employment status						Region										Urban / Rural		Education				Income				Marital status		Household Size				Presence of children HM 17 or under		ETHNICITY																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
			18-24				25-34				35-44				45-54				55-64				65-75				AB		C1		C2		DE		Full-time		Part-time		Self-Employed		ANY WORKING		ANY NOT WORKING		North East		North		Yorkshire and the Humber		West Midlands		East Midlands		East of England		South West		South East		Greater London		Wales		Scotland		Urban		Rural		GCSE/O Level/ NVQ		A Level or Degree/ Masters/ PhD		No formal qualifications		UP TO £19,999		£20,000 - £24,999		£25,000 - £34,999		£35,000 - £54,999		£55,000+		Prefer not to say		Married/ Partnered		Single		Widowed/ Divorced/ Separated		1		2		3		4+		ANY		NONE		Any white background		Ethnic minority																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	Total	Male	Female	(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)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)	(BA)	(BB)	(BC)	(BD)	(BE)	(BF)	(BG)	(BH)	(BI)	(BJ)	(BK)	(BL)	(BM)	(BN)	(BO)	(BP)	(BQ)	(BR)	(BS)	(BT)	(BU)	(BV)	(BW)	(BX)	(BY)	(BZ)	(CA)	(CB)	(CC)	(CD)	(CE)	(CF)	(CG)	(CH)	(CI)	(CJ)	(CK)	(CL)	(CM)	(CN)	(CO)	(CP)	(CQ)	(CR)	(CS)	(CT)	(CU)	(CV)	(CW)	(CX)	(CY)	(CZ)	(DA)	(DB)	(DC)	(DD)	(DE)	(DF)	(DG)	(DH)	(DI)	(DJ)	(DK)	(DL)	(DM)	(DN)	(DO)	(DP)	(DQ)	(DR)	(DS)	(DT)	(DU)	(DV)	(DW)	(DX)	(DY)	(DZ)	(EA)	(EB)	(EC)	(ED)	(EE)	(EF)	(EG)	(EH)	(EI)	(EJ)	(EK)	(EL)	(EM)	(EN)	(EO)	(EP)	(EQ)	(ER)	(ES)	(ET)	(EU)	(EV)	(EW)	(EX)	(EY)	(EZ)	(FA)	(FB)	(FC)	(FD)	(FE)	(FF)	(FG)	(FH)	(FI)	(FJ)	(FK)	(FL)	(FM)	(FN)	(FO)	(FP)	(FQ)	(FR)	(FS)	(FT)	(FU)	(FV)	(FW)	(FX)	(FY)	(FZ)	(GA)	(GB)	(GC)	(GD)	(GE)	(GF)	(GG)	(GH)	(GI)	(GJ)	(GK)	(GL)	(GM)	(GN)	(GO)	(GP)	(GQ)	(GR)	(GS)	(GT)	(GU)	(GV)	(GW)	(GX)	(GY)	(GZ)	(HA)	(HB)	(HC)	(HD)	(HE)	(HF)	(HG)	(HH)	(HI)	(HJ)	(HK)	(HL)	(HM)	(HN)	(HO)	(HP)	(HQ)	(HR)	(HS)	(HT)	(HU)	(HV)	(HW)	(HX)	(HY)	(HZ)	(IA)	(IB)	(IC)	(ID)	(IE)	(IF)	(IG)	(IH)	(II)	(IJ)	(IK)	(IL)	(IM)	(IN)	(IO)	(IP)	(IQ)	(IR)	(IS)	(IT)	(IU)	(IV)	(IW)	(IX)	(IY)	(IZ)	(JA)	(JB)	(JC)	(JD)	(JE)	(JF)	(JG)	(JH)	(JI)	(JJ)	(JK)	(JL)	(JM)	(JN)	(JO)	(JP)	(JQ)	(JR)	(JS)	(JT)	(JU)	(JV)	(JW)	(JX)	(JY)	(JZ)	(KA)	(KB)	(KC)	(KD)	(KE)	(KF)	(KG)	(KH)	(KI)	(KJ)	(KL)	(KM)	(KN)	(KO)	(KP)	(KQ)	(KR)	(KS)	(KT)	(KU)	(KV)	(KW)	(KX)	(KY)	(KZ)	(LA)	(LB)	(LC)	(LD)	(LE)	(LF)	(LG)	(LH)	(LI)	(LJ)	(LK)	(LL)	(LM)	(LN)	(LO)	(LP)	(LQ)	(LR)	(LS)	(LT)	(LU)	(LV)	(LW)	(LX)	(LY)	(LZ)	(MA)	(MB)	(MC)	(MD)	(ME)	(MF)	(MG)	(MH)	(MI)	(MJ)	(MK)	(ML)	(MN)	(MO)	(MP)	(MQ)	(MR)	(MS)	(MT)	(MU)	(MV)	(MW)	(MX)	(MY)	(MZ)	(NA)	(NB)	(NC)	(ND)	(NE)	(NF)	(NG)	(NH)	(NI)	(NJ)	(NK)	(NL)	(NM)	(NN)	(NO)	(NP)	(NQ)	(NR)	(NS)	(NT)	(NU)	(NV)	(NW)	(NX)	(NY)	(NZ)	(OA)	(OB)	(OC)	(OD)	(OE)	(OF)	(OG)	(OH)	(OI)	(OJ)	(OK)	(OL)	(OM)	(ON)	(OO)	(OP)	(OQ)	(OR)	(OS)	(OT)	(OU)	(OV)	(OW)	(OX)	(OY)	(OZ)	(PA)	(PB)	(PC)	(PD)	(PE)	(PF)	(PG)	(PH)	(PI)	(PJ)	(PK)	(PL)	(PM)	(PN)	(PO)	(PP)	(PQ)	(PR)	(PS)	(PT)	(PU)	(PV)	(PW)	(PX)	(PY)	(PZ)	(QA)	(QB)	(QC)	(QD)	(QE)	(QF)	(QG)	(QH)	(QI)	(QJ)	(QK)	(QL)	(QM)	(QN)	(QO)	(QP)	(QQ)	(QR)	(QS)	(QT)	(QU)	(QV)	(QW)	(QX)	(QY)	(QZ)	(RA)	(RB)	(RC)	(RD)	(RE)	(RF)	(RG)	(RH)	(RI)	(RJ)	(RK)	(RL)	(RM)	(RN)	(RO)	(RP)	(RQ)	(RR)	(RS)	(RT)	(RU)	(RV)	(RW)	(RX)	(RY)	(RZ)	(SA)	(SB)	(SC)	(SD)	(SE)	(SF)	(SG)	(SH)	(SI)	(SJ)	(SK)	(SL)	(SM)	(SN)	(SO)	(SP)	(SQ)	(SR)	(SS)	(ST)	(SU)	(SV)	(SW)	(SX)	(SY)	(SZ)	(TA)	(TB)	(TC)	(TD)	(TE)	(TF)	(TG)	(TH)	(TI)	(TJ)	(TK)	(TL)	(TM)	(TN)	(TO)	(TP)	(TQ)	(TR)	(TS)	(TT)	(TU)	(TV)	(TW)	(TX)	(TY)	(TZ)	(UA)	(UB)	(UC)	(UD)

NET ADDITIVE				2103	936	1138	271	366	358	366	384	359	554	606	447	407	832	391	110	1333	770	92	232	191	182	161	204	189	276	295	109	172	1772	331	583	606	770	145	446	568	512	403	175	1256	587	261	386	726	405	586	682	1421	1861	219	
	50%	46%	54%	45%	48%	49%	49%	53%	55%	53%	55%	48%	48%	52%	53%	46%	52%	51%	48%	54%	54%	54%	49%	54%	48%	51%	50%	52%	47%	49%	55%	48%	30%	51%	49%	51%	52%	46%	52%	50%	50%	49%	43%	53%	44%	52%	47%	51%	48%	52%	51%	50%	51%	51%	45%
			a							de	dgf				jk		nq		n	nq			z					4									n					p					r			y					

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ColumnProportions (2%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Row: 20(**) Small Row: 200(**)

Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 200(°)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Bingo

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS		NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)	
Unweighted base	4207	2694	1456	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	713 17%	382 14%	325 23% B	325	203 12%	47 14%	43 16%	90 21% DEH	179 17% DE	117 19% S	108 19% S	153 20% RS	94 21% RS	122 20% RS	112 20% S	114 21% RS	105 22% UNQRS	153 19% S	198 18% S	242 13% RS	263 22% RS	76 22% V	115 16%	49 21%	24 24% +	162 18%	146 16%	141 17%	145 18%	114 16%	
Fairly addictive	1390 33%	908 33%	468 33%	468	587 34%	106 31%	82 30%	134 32%	322 31%	204 33% O	181 33% O	246 32%	152 34% O	189 31%	191 33% O	163 30%	165 35% KMOR	264 33% O	352 32%	626 35% O	397 33%	127 36% V	212 30%	88 37%	31 32% +	287 32%	306 33%	283 33%	265 33%	240 34%	
Not very addictive	983 23%	689 25% C	287 20%	287	438 25%	91 27%	61 23%	100 24%	252 24%	143 23% T	132 24% T	180 23% T	94 21%	137 23%	129 23%	131 24% T	103 22%	185 23% T	269 24% T	473 26% LT	224 19%	75 21%	186 26%	53 23%	20 21% +	211 24%	230 25%	202 24%	181 23%	149 21%	
Not addictive	610 14%	492 18% C	111 8%	111	285 17%	70 21%	63 23% D	74 18%	207 20% D	111 18% PST	105 19% PST	149 19% PST	78 18% T	118 20% PST	106 19% PST	111 20% PST	73 16% T	146 18% PST	221 20% PQST	259 14% T	121 10%	61 17%	154 22%	40 17%	16 16% +	134 15%	125 13%	119 14%	116 15%	107 15%	
Don't know	511 12%	273 10%	213 15% B	213	205 12% EGH	26 8%	21 8%	20 5%	68 7%	38 6%	31 6%	52 7%	23 5%	36 6%	33 6%	31 6%	26 5%	55 7%	76 7%	201 11% UKLMNOPQR	202 17% UKLMNOPQRS	13 4%	48 7%	5 2%	7 7% W*	97 11%	125 13%	102 12%	93 12%	89 13%	
NET: ADDICTIVE	2103 50%	1291 47%	793 57% B	793	790 46%	153 45%	125 46%	224 54% DEH	501 49%	321 52% R	289 52%	399 51%	247 56% JKMOQRS	311 52%	303 53% R	277 50%	271 57% UKMNOQRS	416 52% R	550 49%	869 48%	660 55% RS	203 58% V	327 46%	137 58%	55 56% +	449 50%	452 48%	424 50%	410 51%	354 51%	

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Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Instant win games (e.g., fruit machines, slot machines, online games)

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	(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)	
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	1643 39%	929 34%	703 50% B	602 35%	109 32%	83 31%	136 33%	328 32%	212 35% JO	166 30%	267 34% JO	143 32%	199 33% JO	196 34% JO	167 30%	156 33% J	275 34% JO	368 33% J	681 38% JLOR	573 47% UKLMNOPQRS	118 33%	236 33%	76 32%	37 38% +	339 38%	361 39%	338 40%	310 39%	281 40%	
Fairly addictive	1330 32%	925 34%	394 28% C	555 32%	119 35%	97 36%	154 37%	370 36%	227 37% T	206 37% T	287 37% T	161 36% T	221 37% T	210 37% T	204 37% T	179 38% T	278 35% T	400 36% T	611 34% T	307 25% T	129 37%	254 35%	86 36%	36 37% +	277 31%	284 30%	274 32%	262 33%	221 32%	
Not very addictive	451 11%	354 13% C	88 6%	177 10%	59 17% D	47 17% D	71 17% D	177 17% D	93 15% ST	106 19% IKMNPST	118 15% ST	84 19% IKMNPST	90 15% ST	92 16% ST	96 17% MST	78 17% ST	136 17% ST	182 16% ST	171 9% T	80 7% T	59 17%	121 17%	44 19%	11 11% +	105 12% c	103 11%	88 10%	89 11%	59 8%	
Not addictive	385 9%	322 12% C	61 4%	199 12%	42 12%	34 13%	47 11%	123 12%	64 11% T	64 11% T	87 11% T	43 10%	71 12% LT	60 11% T	70 13% ILNPST	47 10%	88 11% T	130 12% T	168 9% T	84 7% T	42 12%	83 12%	25 11%	13 14% +	94 11%	84 9%	67 8%	67 8%	69 10%	
Don't know	398 9%	215 8%	157 11% B	184 11% EFGH	10 3%	9 3%	11 3%	31 3%	16 3%	15 3%	22 3%	12 3%	20 3%	14 2%	14 2%	13 3%	25 3%	35 3%	172 10% UKLMNOPQR	163 14% UKLMNOPQRS	5 1%	23 3%	4 2%	1 1% +	77 9%	100 11%	79 9%	71 9%	69 10%	
NET: ADDICTIVE	2973 71%	1854 68%	1097 78% B	1157 67%	228 67%	180 67%	290 69%	698 68%	439 72% JOQR	372 67%	554 71% JOR	304 69%	421 70% J	405 71% JO	370 67%	334 71% JO	553 69%	768 69%	1292 72% J	880 73% JOR	246 70%	490 68%	162 69%	73 75% +	616 69%	645 69%	612 72%	573 72%	502 72%	

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23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Casino card games (e.g., poker, blackjack)

All Adults aged 18-75 in GB

	Gender			Age				Social grade				Employment status				Region				Urban / Rural		Education				Income				Marital status				Household Size				Presence of children HM 17 or under				ETHNICITY															
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D0	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North	West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCSE/O Level/PGCE	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	UP TO £19,999	£20,000 - £24,999	£25,000 - £34,999	£35,000 - £44,999	£45,000+	Prefer not to say	Married/Partnered	Single	Widowed/Divorced/separated	1	2	3	4+	ANY	NONE	Any white background	Any black/minority background				
Unweighted base	[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]	[aa]	[ab]	[ac]	[ad]	[ae]	[af]	[ag]	[ah]	[ai]	[aj]	[ak]	[al]	[am]	[an]	[ao]	[ap]	[aq]	[ar]	[as]	[at]	[au]	[av]	[aw]	[ax]	[ay]						
	4207	2030	2122	503	798	732	815	731	628	1344	1166	649	1048		1863	211	2688	1519	183	(2)	482	366	384	523	408	351	573	582	200	355	3557	650	950	882	2112	263	861	1097	982	888	379	2408	1291	508	848	1422	823	1114	1362	2845	3652	498					
Weighted base	4207	2053	2099	601	768	729	743	719	648	1150	1259	867	932	1811	247	215	2773	1434	169	468	352	378	317	410	362	591	601	260	360	3561	646	1200	1197	1494	317	849	1132	1020	821	385	2366	1336	505	822	1417	836	1131	1342	2865	3667	486						
Very additive	1253	536	695	172	211	244	233	213	324	374	239	315	381	484	747	215	774	479	60	139	123	124	85	129	109	363	172	68	31	1059	194	334	357	454	109	297	321	303	221	111	708	381	163	257	445	235	316	365	887	1098	138						
	30%	30%	31%	29%	24%	28%	30%	33%	28%	30%	34%	34%	36%	38%	34%	36%	38%	31%	30%	33%	33%	32%	37%	32%	30%	28%	30%	38%	30%	38%	30%	38%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%				
Fairly additive	1366	680	667	182	261	224	227	248	224	404	408	289	266	595	231	78	905	462	50	141	102	106	115	147	115	214	192	57	133	1155	212	368	402	519	78	243	364	351	294	115	799	404	163	240	474	277	375	432	935	1229	123						
	32%	33%	32%	30%	34%	31%	31%	34%	35%	35%	32%	33%	29%	33%	31%	36%	33%	32%	30%	30%	29%	28%	36%	35%	32%	32%	30%	36%	32%	39%	17%	126	33%	31%	34%	35%	25%	29%	32%	34%	36%	30%	34%	30%	40%	32%	290	43%	33%	32%	33%	32%	33%	32%	33%	32%	33%
Not very additive	525	336	185	89	129	102	88	61	55	155	151	104	115	282	78	28	387	138	14	72	43	53	38	51	51	68	68	29	39	39	443	82	157	149	185	34	94	149	135	119	28	288	182	94	45	91	172	104	158	207	318	447	75				
	12%	16%	9%	15%	12%	10%	12%	13%	8%	13%	12%	12%	12%	16%	10%	10%	13%	14%	10%	8%	15%	12%	14%	12%	14%	14%	11%	11%	15%	11%	11%	12%	13%	13%	12%	13%	15%	7%	11%	13%	15%	7%	11%	13%	12%	14%	11%	12%	14%	11%	12%	13%	14%				
Not additive	490	245	241	89	127	88	76	65	46	126	140	122	101	251	93	14	357	132	20	56	38	50	36	47	33	68	85	22	35	427	62	167	116	164	43	99	134	113	100	43	259	179	52	80	144	100	166	199	291	394	87						
	12%	12%	11%	15%	16%	12%	11%	10%	9%	7%	11%	11%	14%	11%	14%	12%	6%	13%	9%	12%	12%	11%	13%	11%	11%	9%	11%	14%	11%	10%	12%	12%	10%	14%	10%	11%	14%	12%	12%	11%	12%	11%	11%	13%	10%	10%	10%	12%	15%	15%	10%	11%	18%				
Don't know	578	257	310	68	69	104	107	112	112	112	142	185	113	134	219	109	21	351	222	25	60	56	45	43	41	54	79	84	24	43	477	96	175	173	172	53	116	163	118	87	89	302	190	81	105	183	119	117	140	433	499	43					
	14%	13%	15%	11%	9%	14%	14%	16%	17%	12%	15%	13%	14%	13%	15%	11%	13%	16%	15%	13%	16%	12%	13%	10%	15%	13%	14%	14%	12%	17%	13%	15%	15%	14%	14%	12%	11%	12%	11%	23%	13%	14%	16%	19%	13%	14%	10%	10%	15%	14%	13%	15%	14%	13%			

[illegible]

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Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 200(°)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Casino card games (e.g., poker, blackjack)

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest		
	(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)		
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696		
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699		
Very addictive	1253 30%	672 24%	567 40% B	455 27% EFH	67 20%	54 20%	96 23%	217 21%	142 23%	121 22%	187 24%	99 22%	142 24%	136 24%	128 23%	107 23%	183 23%	249 22%	517 29% UKLMNOPQR	467 39% UKLMNOPQRS	99 28% V	142 20%	66 28%	27 28% +	237 27%	288 31%	259 31%	257 32% Y	196 28%		
Fairly addictive	1366 32%	901 33%	456 33%	525 31%	111 33%	101 37% D	164 39% D	376 21% D	240 39% QRST	221 40% QRST	298 38% QRST	174 39% QST	223 37% T	225 39% QRST	202 37% T	194 41% MOQRST	280 35% T	398 36% T	593 33%	367 30%	134 38%	251 35%	86 36%	42 43% +	307 34%	279 30%	281 33%	252 31%	239 34%		
Not very addictive	525 12% C	420 15% C	101 7%	207 12%	77 23% D	46 17% D	89 21% D	212 21% D	123 20% ST	117 21% MST	145 19% ST	94 21% MST	111 18% ST	113 20% ST	117 21% KMST	90 19% ST	158 20% ST	227 20% KST	202 11% T	80 7%	71 20%	148 21%	52 22%	15 16% +	133 15% c	118 13%	98 12%	92 12%	78 11%		
Not addictive	490 12% C	411 15% C	73 5%	248 14%	61 18% G	52 19% G	51 12%	163 16% G	79 13% T	76 14% T	109 14% T	54 12% T	88 15% LNPT	71 12% T	82 15% LNPT	59 12% T	126 16% ILNPST	172 15% ILNPST	222 12% T	88 7%	41 12%	125 17% U	27 11%	11 12% +	116 13%	103 11%	94 11%	90 11%	80 11%		
Don't know	573 14%	341 12%	206 15%	281 16% EFGH	24 7%	18 6%	18 4%	60 6%	31 5%	22 4%	42 5%	21 5%	37 6% JNOP	27 5%	21 4%	23 5%	55 7% UKLNOP	69 6% JNO	267 15% UKLMNOPQR	205 17% UKLMNOPQR	7 2%	50 7% U	5 2%	1 1% +	97 11%	144 15% Y	114 14%	109 14%	105 15% Y		
NET: ADDICTIVE	2619 62%	1573 57%	1023 73% B	981 57%	178 52%	155 57%	260 62% EH	592 58% E	381 62% QR	342 61% QR	485 62% QR	273 62% QR	365 61% Q	361 63% QR	330 60%	300 64% MOQR	463 58%	647 58%	1110 62%	834 69% UKLMNOPQRS	233 66% V	393 55%	152 65%	69 71% +	545 61%	567 61% Y	540 64%	509 64%	435 62%		

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GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Other casino games that are not cards (e.g., craps, roulette)

All Adults aged 18-75 in GB

[illegible]

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Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 200(°)

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All Adults aged 18-75 in GB

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	(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)	
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	1187 28%	644 23%	530 38% B	405 24% E	57 17%	58 22%	124 30% DEFH	239 23% E	169 28% R	146 26%	208 27% R	133 30% JKQR	173 29% R	160 28% R	154 28% R	138 29% JR	215 27% R	270 24% UKMNPQRS	474 26% V	429 36% V	103 29% V	161 22%	74 31%	28 29% *	239 27% c	281 30% c	234 28% b	247 31% c	175 25%	
Fairly addictive	1362 32%	875 32%	474 34%	539 31%	104 31%	86 32%	146 35% QR	336 33% QR	214 35% QR	195 35% Q	264 34%	155 35%	205 34%	214 37% KMQQRT	187 34%	171 36% QR	256 32%	358 32%	610 34%	378 31%	125 36%	217 30%	80 34%	41 42% *	296 33% b	288 31% b	286 34% b	230 29% zb	250 36%	
Not very addictive	542 13%	439 16% C	96 7%	227 13% DG	82 24% D	57 21% D	73 17% D	212 21% D	115 19% MST	117 21% KLMNOPQST	142 18% ST	81 18% ST	99 16% ST	96 17% ST	94 17% ST	79 17% ST	147 18% ST	227 20% KMNOPQST	211 12% T	88 7% T	64 18% T	153 21%	46 19%	13 13% *	125 14% T	123 13% T	98 12% T	113 14% T	78 11%	
Not addictive	491 12%	421 15% C	69 5%	252 15% EFGH	63 19% GH	48 18% 8%	58 14% 17	169 16% G	82 13% T	75 13% T	118 15% LT	54 12% T	88 15% LT	77 13% T	91 16% ULNPST	63 13% T	125 16% ILNST	179 16% ILNPST	223 12% T	83 7% T	49 14%	124 17%	31 13%	12 12% *	119 13% T	97 10% T	95 11% T	87 11% T	87 12%	
Don't know	625 15%	365 13%	235 17% B	293 17% EFGH	33 10% GH	21 8% 8%	17 4% 17	72 7% G	34 6% J	23 4% 4%	48 6% JLNOP	19 4% JLNOP	38 6% JLNOP	26 5% 5%	24 4% 4%	21 4% 4%	59 7% JLNOP	81 7% UKLNOP	285 16% UKLMNOPQR	229 19% UKLMNOPQRS	11 3% U	62 9% U	6 2%	4 4% *	111 13% T	144 15% T	132 16% T	123 15% T	110 16%	
NET: ADDICTIVE	2549 61%	1520 55%	1003 71% B	944 55% E	161 47%	144 53%	270 65% DEFH	576 56% E	382 62% QR	341 61% R	472 60% R	288 65% JKQR	377 63% QR	373 65% UKOQRS	341 62% QR	309 65% UKOQR	470 59% R	628 56%	1083 60%	807 67% JKQRS	228 65% V	378 53%	154 65%	69 71% *	535 60%	569 61%	520 62%	476 60%	425 61%	

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All Adults aged 18-75 in GB

[illegible]

NET ADDITIVE	2561	1269	1252	374	468	438	436	447	397	728	767	512	554	1087	441	142	1670	890	103	283	213	233	192	255	216	362	378	117	209	2159	401	679	726	983	172	522	667	641	510	221	1482	787	292	462	883	517	698	813	1748	2241	290
	61%	62%	60%	62%	61%	60%	59%	62%	61%	63%	61%	59%	59%	60%	59%	60%	60%	62%	61%	61%	60%	62%	61%	62%	60%	61%	63%	58%	58%	61%	62%	57%	61%	66%	54%	62%	59%	63%	62%	57%	63%	59%	58%	56%	62%	62%	62%	61%	61%	61%	60%

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Column Means (SS): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 20(**) Small Base: 200(**)

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		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
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	Total	(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)
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	1056 25%	547 20%	497 35% B	306 18%	65 19%	52 19%	124 30% DEFH	241 23% DE	166 27% RS	165 30% KQRS	201 26% S	129 29% KQRS	173 29% KQRS	158 28% RS	160 29% KQRS	137 29% KQRS	205 26% S	273 24% S	355 20%	417 35% IKMNPQRS	112 32% V	151 21%	75 32%	34 35% *	218 24%	238 25%	206 24%	211 26%	172 25%	
Fairly addictive	1505 36%	1003 37%	493 35%	610 36%	122 36%	109 40%	162 39%	393 38%	247 40% JOQT	206 37% T	305 39% T	173 39% T	227 38% T	223 39% T	200 36%	194 41% JMOQT	295 37% T	420 38% T	688 38% T	382 32%	138 39%	270 38%	97 41%	34 35% *	327 37%	323 35%	321 38%	269 34%	252 36%	
Not very addictive	647 15%	503 18% C	136 10%	306 18%	79 23% DGH	54 20%	65 16%	197 19% G	104 17% T	99 18% PT	136 17% T	73 17% T	96 16% T	95 17% T	90 16% T	72 15% T	147 18% MPT	211 19% MOPT	300 17% T	117 10%	56 16%	149 21%	35 15%	16 16% *	144 16%	148 16%	129 15%	122 15%	97 14%	
Not addictive	477 11%	392 14% C	79 6%	253 15%	47 14%	46 17% G	46 11%	139 14%	72 12% PT	63 11% T	101 13% LPT	45 10%	74 12% PT	67 12% PT	68 12% LPT	45 10%	107 13% LPT	148 13% LPT	225 12% T	96 8%	39 11%	101 14%	27 12%	9 9% *	110 12%	101 11%	89 11%	91 11%	80 11%	
Don't know	523 12%	299 11%	199 14% B	242 14% EFGH	27 8% FH	9 3%	22 5%	57 6%	25 4%	23 4%	37 5%	21 5%	32 5% I	29 5%	31 6% U	23 5%	47 6% U	63 6% U	234 13% UKLMNOPQR	194 16% UKLMNOPQRS	7 2% U	46 6% U	2 1%	5 5% W*	91 10%	122 13%	101 12%	108 13%	97 14% Y	
NET: ADDICTIVE	2561 61%	1550 56%	990 71% B	916 53%	188 55%	161 60%	286 68% DEFH	635 62% DE	413 67% QRS	371 67% QRS	506 65% RS	302 68% QRS	400 66% QRS	382 67% QRS	360 66% QRS	332 70% IKMNPQRS	501 62% S	693 62% S	1043 58%	799 66% S	250 71% V	420 59%	171 73%	68 70% *	545 61%	560 60%	527 62%	479 60%	424 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.

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-79

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Betting on e-sports/competitive video gaming (e.g., Fortnite, FIFA, Dota, Counter Strike)

All Adults aged 18-75 in GB

NET ADDITIVE			2008	896	1076	275	370	331	344	374	315	582	578	394	454	796	377	121	1294	714	77	210	167	178	141	213	172	299	306	88	158	1699	310	528	557	773	150	426	519	404	398	182	1167	599	242	363	697	409	539	648	1361	1761	221
			48%	44%	51%	46%	48%	45%	46%	52%	49%	51%	46%	45%	49%	44%	50%	50%	47%	50%	46%	45%	47%	47%	44%	52%	48%	51%	51%	44%	44%	48%	48%	44%	47%	52%	47%	50%	46%	47%	49%	47%	49%	45%	48%	44%	49%	49%	48%	48%	48%	46%	
					a					ORG		KL				NQ	NQ			N						Te									lt					p		r											

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.

ColumnProportions (2%): 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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Row: 20(**) Small Row: 200(**)

Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 200(°)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Betting on e-sports/competitive video gaming (e.g., Fortnite, FIFA, Dota, Counter Strike)

All Adults aged 18-75 in GB

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	789 19%	378 14%	402 29% B	217 13%	36 11%	25 9%	99 24% DEFH	161 16% DEF	114 19% RS	119 21% IKQRS	142 18% RS	106 24% IKMNQRS	120 20% QRS	115 20% QRS	119 22% IKQRS	103 22% IKQRS	142 18% RS	180 16%	257 14%	338 28% IKMNO PQRS	80 23% V	91 13%	55 23%	22 23% *	167 19%	176 19%	157 19%	152 19%	130 19%	
Fairly addictive	1219 29%	740 27%	468 33% B	456 27%	74 22%	61 23%	149 36% DEFH	284 28% EF	199 32% R	186 33% KRS	234 30% R	161 36% IKMOQRS	190 32% R	190 33% KRS	174 32% R	168 36% IKMOQRS	245 31% R	313 28%	514 29%	382 32% V	130 37% V	174 24%	88 37%	35 36% *	260 29%	263 28%	259 31%	223 28%	204 29%	
Not very addictive	721 17%	559 20% C	153 11%	312 18%	91 27% DG	78 29% DG	78 19%	247 24% DG	130 21% LT	125 22% LPST	176 23% LPST	81 18% T	123 20% T	121 21% LT	114 21% T	90 19% T	168 21% T	265 24% ILMOPQST	319 18% T	122 10%	65 18%	191 27% U	47 20%	14 15% *	163 18%	156 17%	139 16%	151 19% c	103 15%	
Not addictive	627 15%	539 20% C	84 6%	307 18%	89 26% DG	72 27% DG	71 17%	232 23% DG	123 20% JLPST	95 17% T	151 19% LST	70 16% T	118 20% JLPST	102 18% T	110 20% JLPST	81 17% T	167 21% JLNPST	241 22% JKLNPST	272 15% T	104 9%	64 18%	169 24%	38 16%	21 21% *	143 16%	134 14%	123 15%	106 13%	115 16%	
Don't know	851 20%	529 19%	296 21%	425 25% EFGH	49 14% GH	34 13% G	21 5%	104 10% G	47 8% JLO	31 6%	78 10% IULNOP	24 5%	50 8% JLOP	43 8% JLO	33 6%	30 6%	78 10% IULNOP	116 10% ULMNOP	440 24% UKLMNOPQR	261 22% UKIMNOPQR	14 4%	91 13% U	8 3%	5 6% *	159 18%	203 22% Y	168 20%	168 21%	146 21%	
NET: ADDICTIVE	2008 48%	1118 41%	870 62% B	673 39% EF	110 32%	86 32%	249 59% DEFH	445 43% DEF	313 51% RS	305 55% IKMQRS	376 48% RS	267 60% UKMNOPQRS	311 52% QRS	305 53% KQRS	293 53% KQRS	271 57% IKMNOQRS	387 48% RS	493 44%	771 43%	720 60% IKMNOQRS	210 60% V	265 37%	142 60%	57 58% *	426 48%	439 47%	416 49%	375 47%	334 48%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Betting on horse or dog racing (not virtual)

All Adults aged 18-75 in GB

	Gender						Age						Social grade						Employment status						Region						Urban / Rural		Education						Income						Marital Status						Household Size						Presence of children HH (17 or under)				ETHNICITY																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	Total		Male		Female		18-24	25-34	35-44	45-54	55-64	65-75	A8	C1	C2	D1	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humbersides	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	GCS/O level/NVQ 1	A level or equivalent	Degree/MSc/PhD	No formal qualifications	UP TO £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £54,999	£55,000 - £59,999	£60,000 - £64,999	£65,000 - £69,999	£70,000 - £74,999	£75,000 - £79,999	£80,000 - £84,999	£85,000 - £89,999	£90,000 - £94,999	£95,000 - £99,999	£100,000 - £104,999	£105,000 - £109,999	£110,000 - £114,999	£115,000 - £119,999	£120,000 - £124,999	£125,000 - £129,999	£130,000 - £134,999	£135,000 - £139,999	£140,000 - £144,999	£145,000 - £149,999	£150,000 - £154,999	£155,000 - £159,999	£160,000 - £164,999	£165,000 - £169,999	£170,000 - £174,999	£175,000 - £179,999	£180,000 - £184,999	£185,000 - £189,999	£190,000 - £194,999	£195,000 - £199,999	£200,000 - £204,999	£205,000 - £209,999	£210,000 - £214,999	£215,000 - £219,999	£220,000 - £224,999	£225,000 - £229,999	£230,000 - £234,999	£235,000 - £239,999	£240,000 - £244,999	£245,000 - £249,999	£250,000 - £254,999	£255,000 - £259,999	£260,000 - £264,999	£265,000 - £269,999	£270,000 - £274,999	£275,000 - £279,999	£280,000 - £284,999	£285,000 - £289,999	£290,000 - £294,999	£295,000 - £299,999	£300,000 - £304,999	£305,000 - £309,999	£310,000 - £314,999	£315,000 - £319,999	£320,000 - £324,999	£325,000 - £329,999	£330,000 - £334,999	£335,000 - £339,999	£340,000 - £344,999	£345,000 - £349,999	£350,000 - £354,999	£355,000 - £359,999	£360,000 - £364,999	£365,000 - £369,999	£370,000 - £374,999	£375,000 - £379,999	£380,000 - £384,999	£385,000 - £389,999	£390,000 - £394,999	£395,000 - £399,999	£400,000 - £404,999	£405,000 - £409,999	£410,000 - £414,999	£415,000 - £419,999	£420,000 - £424,999	£425,000 - £429,999	£430,000 - £434,999	£435,000 - £439,999	£440,000 - £444,999	£445,000 - £449,999	£450,000 - £454,999	£455,000 - £459,999	£460,000 - £464,999	£465,000 - £469,999	£470,000 - £474,999	£475,000 - £479,999	£480,000 - £484,999	£485,000 - £489,999	£490,000 - £494,999	£495,000 - £499,999	£500,000 - £504,999	£505,000 - £509,999	£510,000 - £514,999	£515,000 - £519,999	£520,000 - £524,999	£525,000 - £529,999	£530,000 - £534,999	£535,000 - £539,999	£540,000 - £544,999	£545,000 - £549,999	£550,000 - £554,999	£555,000 - £559,999	£560,000 - £564,999	£565,000 - £569,999	£570,000 - £574,999	£575,000 - £579,999	£580,000 - £584,999	£585,000 - £589,999	£590,000 - £594,999	£595,000 - £599,999	£600,000 - £604,999	£605,000 - £609,999	£610,000 - £614,999	£615,000 - £619,999	£620,000 - £624,999	£625,000 - £629,999	£630,000 - £634,999	£635,000 - £639,999	£640,000 - £644,999	£645,000 - £649,999	£650,000 - £654,999	£655,000 - £659,999	£660,000 - £664,999	£665,000 - £669,999	£670,000 - £674,999	£675,000 - £679,999	£680,000 - £684,999	£685,000 - £689,999	£690,000 - £694,999	£695,000 - £699,999	£700,000 - £704,999	£705,000 - £709,999	£710,000 - £714,999	£715,000 - £719,999	£720,000 - £724,999	£725,000 - £729,999	£730,000 - £734,999	£735,000 - £739,999	£740,000 - £744,999	£745,000 - £749,999	£750,000 - £754,999	£755,000 - £759,999	£760,000 - £764,999	£765,000 - £769,999	£770,000 - £774,999	£775,000 - £779,999	£780,000 - £784,999	£785,000 - £789,999	£790,000 - £794,999	£795,000 - £799,999	£800,000 - £804,999	£805,000 - £809,999	£810,000 - £814,999	£815,000 - £819,999	£820,000 - £824,999	£825,000 - £829,999	£830,000 - £834,999	£835,000 - £839,999	£840,000 - £844,999	£845,000 - £849,999	£850,000 - £854,999	£855,000 - £859,999	£860,000 - £864,999	£865,000 - £869,999	£870,000 - £874,999	£875,000 - £879,999	£880,000 - £884,999	£885,000 - £889,999	£890,000 - £894,999	£895,000 - £899,999	£900,000 - £904,999	£905,000 - £909,999	£910,000 - £914,999	£915,000 - £919,999	£920,000 - £924,999	£925,000 - £929,999	£930,000 - £934,999	£935,000 - £939,999	£940,000 - £944,999	£945,000 - £949,999	£950,000 - £954,999	£955,000 - £959,999	£960,000 - £964,999	£965,000 - £969,999	£970,000 - £974,999	£975,000 - £979,999	£980,000 - £984,999	£985,000 - £989,999	£990,000 - £994,999	£995,000 - £999,999	£1,000,000 - £1,004,999	£1,005,000 - £1,009,999	£1,010,000 - £1,014,999	£1,015,000 - £1,019,999	£1,020,000 - £1,024,999	£1,025,000 - £1,029,999	£1,030,000 - £1,034,999	£1,035,000 - £1,039,999	£1,040,000 - £1,044,999	£1,045,000 - £1,049,999	£1,050,000 - £1,054,999	£1,055,000 - £1,059,999	£1,060,000 - £1,064,999	£1,065,000 - £1,069,999	£1,070,000 - £1,074,999	£1,075,000 - £1,079,999	£1,080,000 - £1,084,999	£1,085,000 - £1,089,999	£1,090,000 - £1,094,999	£1,095,000 - £1,099,999	£1,100,000 - £1,104,999	£1,105,000 - £1,109,999	£1,110,000 - £1,114,999	£1,115,000 - £1,119,999	£1,120,000 - £1,124,999	£1,125,000 - £1,129,999	£1,130,000 - £1,134,999	£1,135,000 - £1,139,999	£1,140,000 - £1,144,999	£1,145,000 - £1,149,999	£1,150,000 - £1,154,999	£1,155,000 - £1,159,999	£1,160,000 - £1,164,999	£1,165,000 - £1,169,999	£1,170,000 - £1,174,999	£1,175,000 - £1,179,999	£1,180,000 - £1,184,999	£1,185,000 - £1,189,999	£1,190,000 - £1,194,999	£1,195,000 - £1,199,999	£1,200,000 - £1,204,999	£1,205,000 - £1,209,999	£1,210,000 - £1,214,999	£1,215,000 - £1,219,999	£1,220,000 - £1,224,999	£1,225,000 - £1,229,999	£1,230,000 - £1,234,999	£1,235,000 - £1,239,999	£1,240,000 - £1,244,999	£1,245,000 - £1,249,999	£1,250,000 - £1,254,999	£1,255,000 - £1,259,999	£1,260,000 - £1,264,999	£1,265,000 - £1,269,999	£1,270,000 - £1,274,999	£1,275,000 - £1,279,999	£1,280,000 - £1,284,999	£1,285,000 - £1,289,999	£1,290,000 - £1,294,999	£1,295,000 - £1,299,999	£1,300,000 - £1,304,999	£1,305,000 - £1,309,999	£1,310,000 - £1,314,999	£1,315,000 - £1,319,999	£1,320,000 - £1,324,999	£1,325,000 - £1,329,999	£1,330,000 - £1,334,999	£1,335,000 - £1,339,999	£1,340,000 - £1,344,999	£1,345,000 - £1,349,999	£1,350,000 - £1,354,999	£1,355,000 - £1,359,999	£1,360,000 - £1,364,999	£1,365,000 - £1,369,999	£1,370,000 - £1,374,999	£1,375,000 - £1,379,999	£1,380,000 - £1,384,999	£1,385,000 - £1,389,999	£1,390,000 - £1,394,999	£1,395,000 - £1,399,999	£1,400,000 - £1,404,999	£1,405,000 - £1,409,999	£1,410,000 - £1,414,999	£1,415,000 - £1,419,999	£1,420,000 - £1,424,999	£1,425,000 - £1,429,999	£1,430,000 - £1,434,999	£1,435,000 - £1,439,999	£1,440,000 - £1,444,999	£1,445,000 - £1,449,999	£1,450,000 - £1,454,999	£1,455,000 - £1,459,999	£1,460,000 - £1,464,999	£1,465,000 - £1,469,999	£1,470,000 - £1,474,999	£1,475,000 - £1,479,999	£1,480,000 - £1,484,999	£1,485,000 - £1,489,999	£1,490,000 - £1,494,999	£1,495,000 - £1,499,999	£1,500,000 - £1,504,999	£1,505,000 - £1,509,999	£1,510,000 - £1,514,999	£1,515,000 - £1,519,999	£1,520,000 - £1,524,999	£1,525,000 - £1,529,999	£1,530,000 - £1,534,999	£1,535,000 - £1,539,999	£1,540,000 - £1,544,999	£1,545,000 - £1,549,999	£1,550,000 - £1,554,999	£1,555,000 - £1,559,999	£1,560,000 - £1,564,999	£1,565,000 - £1,569,999	£1,570,000 - £1,574,999	£1,575,000 - £1,579,999	£1,580,000 - £1,584,999	£1,585,000 - £1,589,999	£1,590,000 - £1,594,999	£1,595,000 - £1,599,999	£1,600,000 - £1,604,999	£1,605,000 - £1,609,999	£1,610,000 - £1,614,999	£1,615,000 - £1,619,999	£1,620,000 - £1,624,999	£1,625,000 - £1,629,999	£1,630,000 - £1,634,999	£1,635,000 - £1,639,999	£1,640,000 - £1,644,999	£1,645,000 - £1,649,999	£1,650,000 - £1,654,999	£1,655,000 - £1,659,999	£1,660,000 - £1,664,999	£1,665,000 - £1,669,999	£1,670,000 - £1,674,999	£1,675,000 - £1,679,999	£1,680,000 - £1,684,999	£1,685,000 - £1,689,999	£1,690,000 - £1,694,999	£1,695,000 - £1,699,999	£1,700,000 - £1,704,999	£1,705,000 - £1,709,999	£1,710,000 - £1,714,999	£1,715,000 - £1,719,999	£1,720,000 - £1,724,999	£1,725,000 - £1,729,999	£1,730,000 - £1,734,999	£1,735,000 - £1,739,999	£1,740,000 - £1,744,999	£1,745,000 - £1,749,999	£1,750,000 - £1,754,999	£1,755,000 - £1,759,999	£1,760,000 - £1,764,999	£1,765,000 - £1,769,999	£1,770,000 - £1,774,999	£1,775,000 - £1,779,999	£1,780,000 - £1,784,999	£1,785,000 - £1,789,999	£1,790,000 - £1,794,999	£1,795,000 - £1,799,999	£1,800,000 - £1,804,999	£1,805,000 - £1,809,999	£1,810,000 - £1,814,999	£1,815,000 - £1,819,999	£1,820,000 - £1,824,999	£1,825,000 - £1,829,999	£1,830,000 - £1,834,999	£1,835,000 - £1,839,999	£1,840,000 - £1,844,999	£1,845,000 - £1,849,999	£1,850,000 - £1,854,999	£1,855,000 - £1,859,999	£1,860,000 - £1,864,999	£1,865,000 - £1,869,999	£1,870,000 - £1,874,999	£1,875,000 - £1,879,999	£1,880,000 - £1,884,999	£1,885,000 - £1,889,999	£1,890,000 - £1,894,999	£1,895,000 - £1,899,999	£1,900,000 - £1,904,999	£1,905,000 - £1,909,999	£1,910,000 - £1,914,999	£1,915,000 - £1,919,999	£1,920,000 - £1,924,999	£1,925,000 - £1,929,999	£1,930,000 - £1,934,999	£1,935,000 - £1,939,999	£1,940,000 - £1,944,999	£1,945,000 - £1,949,999	£1,950,000 - £1,954,999	£1,955,000 - £1,959,999	£1,960,000 - £1,964,999	£1,965,000 - £1,969,999	£1,970,000 - £1,974,999	£1,975,000 - £1,979,999	£1,980,000 - £1,984,999	£1,985,000 - £1,989,999	£1,990,000 - £1,994,999	£1,995,000 - £1,999,999	£2,000,000 - £2,004,999	£2,005,000 - £2,009,999	£2,010,000 - £2,014,999	£2,015,000 - £2,019,999	£2,020,000 - £2,024,999	£2,025,000 - £2,029,999	£2,030,000 - £2,034,999	£2,035,000 - £2,039,999	£2,040,000 - £2,044,999	£2,045,000 - £2,049,999	£2,050,000 - £2,054,999	£2,055,000 - £2,059,999	£2,060,000 - £2,064,999	£2,065,000 - £2,069,999	£2,070,000 - £2,074,999	£2,075,000 - £2,079,999	£2,080,000 - £2,084,999	£2,085,000 - £2,089,999	£2,090,000 - £2,094,999	£2,095,000 - £2,099,999	£2,100,000 - £2,104,999	£2,105,000 - £2,109,999	£2,110,000 - £2,114,999	£2,115,000 - £2,119,999	£2,120,000 - £2,124,999	£2,125,000 - £2,129,999	£2,130,000 - £2,134,999	£2,135,000 - £2,139,999	£2,140,000 - £2,144,999	£2,145,000 - £2,149,999	£2,150,000 - £2,154,999	£2,155,000 - £2,159,999	£2,160,000 - £2,164,999	£2,165,000 - £2,169,999	£2,170,000 - £2,174,999	£2,175,000 - £2,179,999	£2,180,000 - £2,184,999	£2,185,000 - £2,189,999	£2,190,000 - £2,194,999	£2,195,000 - £2,199,999	£2,200,000 - £2,204,999	£2,205,000 - £2,209,999	£2,210,000 - £2,214,999	£2,215,000 - £2,219,999	£2,220,000 - £2,224,999	£2,225,000 - £2,229,999	£2,230,000 - £2,234,999	£2,235,000 - £2,239,999	£2,240,000 - £2,244,999	£2,245,000 - £2,249,999	£2,250,000 - £2,254,999	£2,255,000 - £2,259,999	£2,260,000 - £2,264,999	£2,265,000 - £2,269,999	£2,270,000 - £2,274,999	£2,275,000 - £2,279,999	£2,280,000 - £2,284,999	£2,285,000 - £2,289,999	£2,290,000 - £2,294,999	£2,295,000 - £2,299,999	£2,300,000 - £2,304,999	£2,305,000 - £2,309,999	£2,310,000 - £2,314,999	£2,315,000 - £2,319,999	£2,320,000 - £2,324,999	£2,325,000 - £2,329,999	£2,330,000 - £2,334,999	£2,335,000 - £2,339,999	£2,340,000 - £2,344,999	£2,345,000 - £2,349,999	£2,350,000 - £2,354,999	£2,355,000 - £2,359,999	£2,360,000 - £2,364,999	£2,365,000 - £2,369,999	£2,370,000 - £2,374,999	£2,375,000 - £2,379,999	£2,380,000 - £2,384,999	£2,385,000 - £2,389,999	£2,390,000 - £2,394,999	£2,395,000 - £2,399,999	£2,400,000 - £2,404,999	£2,405,000 - £2,409,999	£2,410,000 - £2,414,999	£2,415,000 - £2,419,999	£2,420,000 - £2,424,999	£2,425,000 - £2,429,999	£2,430,000 - £2,434,999	£2,435,000 - £2,439,999	£2,440,000 - £2,444,999	£2,445,000 - £2,449,999	£2,450,000 - £2,454,999	£2,455,000 - £2,459,999	£2,460,000 - £2,464,999	£2,465,000 - £2,469,999	£2,470,000 - £2,474,9

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ColumnProportions (2%): A,B,C,D,E,F,G,H,I,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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Row: 20(**) Small Row: 200(**)

Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 20(**) Small Base: 100(**)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Betting on horse or dog racing (not virtual)

All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER												SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	(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)	
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	1125 27%	602 22%	514 37% B	399 23% F	69 20%	38 14%	96 23% F	203 20% F	136 22%	112 20%	164 21%	105 24% JMO	123 20%	127 22%	113 21%	102 22%	176 22%	233 21%	443 25% JR	437 36% UKLMNOPQRS	91 26% V	135 19%	61 26%	28 28% +	226 25%	244 26%	230 27%	225 28%	191 27%	
Fairly addictive	1371 33%	877 32%	486 35%	560 33%	101 30%	88 33%	128 30%	317 31%	199 33% Q	175 31%	240 31%	140 32%	182 30%	184 32% Q	173 31%	150 32%	232 29%	338 30%	654 36% KMQR	368 30%	111 32%	221 31%	74 31%	32 33% +	301 34%	299 32%	288 34%	256 32%	213 30%	
Not very addictive	643 15%	503 18% C	126 9%	257 15%	76 22% D	63 23% D	106 25% D	246 24% D	139 23% ST	145 26% INST	183 23% ST	109 25% ST	151 25% INST	130 23% ST	133 24% ST	120 25% INST	189 24% ST	262 23% ST	250 14% T	110 9%	77 22%	178 25%	52 22%	21 21% +	140 16%	149 16%	120 14%	127 16%	98 14%	
Not addictive	537 13%	458 17% C	78 6%	260 15%	68 20% D	58 21% D	73 17%	198 19% D	107 17% ST	97 17% ST	149 19% PST	74 17% ST	112 19% PST	102 18% ST	105 19% PST	76 16% T	152 19% PST	209 19% ST	227 13% T	96 8%	64 18%	132 18%	45 19%	13 14% +	120 13%	114 12%	102 12%	92 12%	103 15%	
Don't know	531 13%	305 11%	199 14% B	241 14% EFGH	26 8% G	23 9% G	15 4%	64 6% G	32 5% L	27 5% L	45 6% L	15 3%	33 6% L	28 5% L	26 5% L	24 5% L	52 7% JLNO	74 7% JLNO	228 13% UKLMNOPQR	196 16% UKLMNOPQRS	9 3%	50 7% U	4 2%	3 3% +	103 12%	126 14%	106 13%	100 12%	94 13%	
NET: ADDICTIVE	2496 59%	1479 54%	999 71% B	959 56% FH	171 50%	126 47%	224 53%	520 51%	336 55% JKMQR	287 52%	403 52%	244 55% JMQR	305 51%	311 54% MQR	286 52%	252 53%	408 51%	571 51%	1097 61% UKLMNOPQR	805 67% UKLMNOPQRS	202 57% V	356 50%	134 57%	60 61% +	527 59%	543 58%	518 61%	482 60%	404 58%	

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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 Minimum Base: 30(**) Small Base: 100(*)

23-078371-01 - 13th - 18th October 2023

PUBLIC

Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Betting on virtual racing / sports (e.g., virtual horse or dog racing, virtual sports)

All Adults aged 18-75 in GB

[illegible][illegible]

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Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y Minimum Base: 30(°) Small Base: 200(°)

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Stigma 2 polling

GB adults aged 18-75

Q15. For each of the following types of gambling and betting activities, please indicate how addictive, or not, you perceive it to be for those that take part in the activity. - Betting on virtual racing / sports (e.g., virtual horse or dog racing, virtual sports)

All Adults aged 18-75 in GB

		Gambled in last 12 months		PGSI SCORE (last 12 months)					PGSI EVER													SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
		ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest	
	Total	(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)
Unweighted base	4207	2694	1456	1699	333	252	410	995	601	542	757	437	589	562	534	470	785	1083	1812	1228	351	690	233	99	875	940	849	808	696	
Weighted base	4207	2745	1403	1717	340	270	418	1028	613	556	781	442	602	572	549	472	802	1115	1802	1207	352	716	236	97	891	932	846	800	699	
Very addictive	972 23%	503 18%	458 33% B	296 17%	52 15%	43 16%	111 27% DEFH	207 20% E	144 24% RS	140 25% KQRS	170 22%	118 27% IKMOQRS	141 24% RS	138 24% QRS	131 24% RS	122 26% KQRS	172 21%	228 20%	344 19%	389 32% UKLMNOPQRS	95 27% V	127 18%	67 28%	28 28% *	199 22%	209 22%	201 24%	186 23%	170 24%	
Fairly addictive	1268 30%	801 29%	455 32% B	509 30%	91 27%	66 24%	135 32% FH	291 28%	190 31% R	164 30%	234 30%	146 33% JMNQR	176 29%	169 30%	169 31%	153 32% MNQR	232 29%	315 28%	562 31%	373 31%	113 32%	190 26%	78 33%	26 27% *	278 31%	284 30%	256 30%	247 31%	194 28%	
Not very addictive	661 16%	509 19% C	144 10%	272 16%	78 23% D	73 27% D	87 21% D	237 23% D	130 21% ST	129 23% LST	168 22% ST	90 20% ST	128 21% ST	128 22% ST	123 22% ST	106 22% ST	180 22% ST	253 23% ST	278 15% T	111 9%	75 21%	168 23%	48 20%	23 23% *	164 18% b	138 15%	133 16%	115 14%	102 15%	
Not addictive	570 14%	492 18% C	75 5%	276 16%	81 24% DG	64 24% D	71 17% D	216 21% DG	111 18% LPST	98 18% PT	154 20% LPST	68 15% T	120 20% LPST	103 18% LPST	107 20% LPST	72 15% T	154 19% LPST	226 20% JLPST	252 14% T	86 7%	56 16% U	162 23% U	35 15%	18 19% *	128 14%	125 13%	103 12%	106 13%	103 15%	
Don't know	736 18%	441 16%	272 19% B	364 21% EFGH	38 11% GH	25 9% G	14 3% G	77 8% G	38 6% JLOP	26 5%	55 7% JLOP	20 4%	37 6% JLOP	33 6% OP	20 4%	20 4%	64 8% IJLMNOP	93 8% UKLMNOP	366 20% UKLMNOPQR	247 20% UKLMNOPQR	13 4%	70 10% U	9 4%	2 2% *	122 14%	177 19% Y	153 18% Y	147 18% Y	131 19% Y	
NET: ADDICTIVE	2239 53%	1303 47%	913 65% B	805 47%	143 42%	109 40%	246 59% DEFH	498 48% EF	334 54% QR	304 55% QR	403 52% R	264 60% IKMNQORS	318 53% R	307 54% QR	300 55% QR	274 58% IKMNQORS	404 50%	543 49%	906 50%	762 63% IKMNQORS	208 59% V	317 44%	145 62%	54 55% *	476 53%	493 53%	457 54%	433 54%	364 52%	

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23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

IMD: Indices of Multiple Deprivation (quintiles)
All Adults aged 18-75 in GB

	Gender			Age							Social grade				Employment status							Region							Urban / Rural		Education					Income					Marital Status				Household Size				Presence of children HH (17 or under)		ETHNICITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Urban	Rural	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+*	Prefer not to say	Married/Living as Married	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	Any white background	Ethnic minority respondents					
	(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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)				
Unweighted base	4168	2007	2166	498	787	730	806	723	624	1330	1155	644	1039	1771	678	209	2658	1510	181	473	362	381	322	407	343	568	579	198	354	3525	643	940	875	2092	261	852	1091	973	879	373	2386	1277	505	841	1409	815	1103	1349	2819	3617	495				
Weighted base	4168	2029	2084	594	757	727	734	712	644	1137	1247	861	924	1789	741	214	2744	1424	167	458	347	375	316	409	355	585	598	198	359	3529	640	1187	1187	1480	314	840	1126	1012	813	378	2346	1321	501	815	1404	828	1121	1330	2839	3632	484				
Lowest	891	421	456	123	190	153	150	147	129	249	248	201	193	394	172	40	606	285	32	97	78	93	53	80	69	127	150	32	79	759	132	264	261	309	57	167	239	215	185	84	508	286	97	183	284	176	248	279	612	762	119				
	21%	21%	22%	21%	25%	21%	20%	21%	20%	22%	20%	23%	21%	22%	23%	19%	22%	20%	19%	21%	22%	25%	17%	20%	19%	22%	25%	16%	22%	22%	21%	22%	22%	21%	18%	20%	21%	21%	23%	22%	22%	22%	19%	22%	20%	21%	22%	21%	22%	21%	25%				
Lower	932	469	456	134	168	173	163	158	137	257	268	191	217	410	158	51	618	314	45	102	77	76	67	95	88	123	123	50	87	795	138	288	238	338	68	204	249	233	161	85	517	302	113	190	314	187	242	304	629	834	87				
	22%	23%	22%	23%	22%	24%	22%	22%	21%	23%	21%	22%	23%	23%	21%	24%	23%	22%	27%	22%	22%	20%	21%	23%	23%	21%	21%	25%	24%	23%	22%	24%	20%	23%	22%	24%	22%	23%	20%	22%	22%	22%	23%	23%	22%	23%	22%	23%	22%	23%	22%	23%	18%		
Middle	846	406	425	126	134	151	151	142	122	223	273	159	191	369	141	46	556	290	35	92	74	70	66	89	76	105	124	37	79	720	126	237	243	298	67	168	226	198	182	72	490	259	97	141	299	194	232	269	577	735	102				
	20%	20%	20%	23%	18%	21%	21%	20%	21%	20%	22%	18%	21%	21%	19%	22%	20%	20%	21%	20%	21%	19%	21%	22%	21%	18%	21%	18%	22%	20%	20%	20%	20%	20%	21%	20%	20%	20%	20%	22%	19%	21%	20%	19%	21%	20%	20%	20%	20%	20%	20%	20%	21%		
Higher	800	387	405	107	148	133	145	131	137	220	249	160	171	330	150	41	521	279	32	94	62	62	70	76	65	116	116	45	62	673	128	205	236	297	63	163	213	193	156	75	428	264	109	163	274	146	217	246	555	689	100				
	19%	19%	19%	18%	20%	18%	20%	18%	21%	19%	20%	19%	19%	18%	20%	19%	19%	20%	19%	21%	18%	17%	22%	19%	18%	20%	19%	23%	17%	19%	20%	17%	20%	20%	20%	20%	19%	19%	19%	19%	20%	18%	20%	22%	20%	20%	18%	19%	18%	20%	19%	18%	20%	19%	21%
Highest	699	346	343	94	117	116	126	135	110	188	209	150	151	285	121	35	442	257	24	72	56	74	60	68	57	114	86	34	53	582	116	194	210	237	58	137	199	175	128	62	403	210	85	138	233	136	192	233	465	612	74				
	17%	17%	18%	16%	15%	16%	17%	19%	17%	17%	17%	17%	16%	16%	16%	17%	16%	16%	14%	16%	16%	20%	19%	17%	16%	19%	14%	17%	15%	16%	18%	16%	18%	16%	16%	18%	16%	18%	17%	16%	17%	16%	17%	16%	17%	16%	17%	16%	17%	18%	16%	17%	19%	15%	

Columns Properties (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay
Columns Headers (25): 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay
Minimum Base: 30 (***) Small Base: 100 (**)

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.

23-078371-01 - 13th - 18th October 2023
PUBLIC
Stigma 2 polling
GB adults aged 18-75

IMD. Indices of Multiple Deprivation (quintiles)
All Adults aged 18-75 in GB

		Gambled in last 12 months			PGSI SCORE (last 12 months)					PGSI EVER											SPOKEN ABOUT PROBLEM		LENGTH EXPERIENCING PROBLEMS WHEN FIRST SPOKE		Indices of Multiple Deprivation (quintiles)				
	Total	ANY PAST 12 MONTHS	NONE	No problems (PGSI 0)	Low level of problems (PGSI 1-2)	Moderate level of problems (PGSI 3-7)	Problem gambling (PGSI 8+)	Any level of problems (PGSI 1+)	More than could afford	Larger amounts	Try to win money lost	Borrowed / sold	Felt a problem	Mental health	Told had a problem	Financial problems	Felt guilty	ANY PROBLEM EVER	NO PROBLEM	NEVER GAMBLED	YES	NO	LESS THAN 12 MONTHS	MORE THAN 12 MONTHS	Lowest	Lower	Middle	Higher	Highest
	(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)
Unweighted base	4168	2673	1438	1687	330	250	406	986	594	537	748	432	583	557	530	465	779	1074	1797	1213	346	686	229	98	875	940	849	808	696
Weighted base	4168	2724	1386	1705	336	268	414	1018	605	551	770	437	595	566	545	467	795	1105	1788	1192	347	711	232	97	891	932	846	800	699
Lowest	891 21%	593 22%	287 21%	360 21%	79 23%	61 23%	94 23%	234 23%	139 23%	128 23%	180 23%	101 23%	137 23%	124 22%	132 24%	111 24%	183 23%	259 23%	377 21%	237 20%	99 29% v	151 21%	61 26%	32 33% +	891 100% Zabc	- -	- -	- -	- -
Lower	932 22%	597 22%	324 23%	368 22%	75 22%	66 25%	89 21%	230 23%	137 23%	118 21%	179 23%	94 22%	135 23%	126 22%	129 24% p	96 21%	173 22%	247 22%	379 21%	287 24%	77 22%	165 23%	55 24%	18 19% +	- -	932 100% Yabc	- -	- -	- -
Middle	846 20%	565 21%	272 20%	354 21%	71 21%	58 22%	81 20%	211 21%	118 20%	109 20%	148 19%	85 19%	113 19%	116 20%	103 19%	92 20%	168 21%	227 21%	362 20%	245 21%	60 17%	159 22%	41 17%	14 14% +	- -	- -	846 100% YZbc	- -	- -
Higher	800 19%	515 19%	271 20%	341 20%	53 16%	40 15%	81 19%	174 17%	112 18%	109 20% oQ	135 18%	83 19%	108 18%	109 19% q	93 17%	87 19%	133 17%	191 17%	374 21% qR	223 19%	54 16%	127 18%	36 15%	16 16% +	- -	- -	- -	800 100% YZac	- -
Highest	699 17%	454 17%	233 17%	283 17%	59 18%	42 16%	69 17%	170 17%	99 16%	87 16%	129 17%	74 17%	103 17%	92 16%	89 16%	81 17%	137 17%	180 16%	296 17%	201 17%	57 17%	109 15%	39 17%	17 18% +	- -	- -	- -	699 100% YZab	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

