

T1	<a href="#">Q1 - How concerned, if at all, are you about your current personal financial situation?</a>	Base: All GB adults aged 16-75
T2	<a href="#">Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?</a>	Base: All GB adults aged 16-75
T3	<a href="#">Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?</a>	Base: All GB adults aged 16-75
T4	<a href="#">Q4 - Thinking about an individual's earned income per year from all sources, before tax and other deductions... How much do you think someone needs to earn per year to be considered 'wealthy'?</a>	Base: All GB adults aged 16-75
T5	<a href="#">Q5 - At what point would you personally consider yourself wealthy?</a>	Base: All GB adults aged 16-75
T6	<a href="#">Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful?</a>	Base: All GB adults aged 16-75
T7	<a href="#">Q7 Summary - To what extent do you agree or disagree, if at all, with the following statements?</a>	Base: All GB adults aged 16-75
T8	<a href="#">Q7 1 - To what extent do you agree or disagree, if at all, with the following statements? - I think I am more successful in life than most of my friends and family</a>	Base: All GB adults aged 16-75
T9	<a href="#">Q7 2 - To what extent do you agree or disagree, if at all, with the following statements? - I think that many people are jealous of the successes I have had in my life</a>	Base: All GB adults aged 16-75
T10	<a href="#">Q7 3 - To what extent do you agree or disagree, if at all, with the following statements? - I often feel jealous of people who I think are more successful than me</a>	Base: All GB adults aged 16-75
T11	<a href="#">Q7 4 - To what extent do you agree or disagree, if at all, with the following statements? - I often spend extra on higher quality products, even though it costs me more</a>	Base: All GB adults aged 16-75
T12	<a href="#">Q7 5 - To what extent do you agree or disagree, if at all, with the following statements? - I feel I am given recognition for the successes I have had in my life</a>	Base: All GB adults aged 16-75
T13	<a href="#">Q7 6 - To what extent do you agree or disagree, if at all, with the following statements? - I feel in control of what is happening in my life</a>	Base: All GB adults aged 16-75
T14	<a href="#">Q7 7 - To what extent do you agree or disagree, if at all, with the following statements? - You must be competitive in order to be successful</a>	Base: All GB adults aged 16-75
T15	<a href="#">Q7 8 - To what extent do you agree or disagree, if at all, with the following statements? - Fulfilment in life is achieving a prominent position in your career</a>	Base: All GB adults aged 16-75
T16	<a href="#">Q7 9 - To what extent do you agree or disagree, if at all, with the following statements? - I like to own or do things that show I have money</a>	Base: All GB adults aged 16-75
T17	<a href="#">Q8 - Which of the following steps, if any, have you felt that you had to take to save money?</a>	Base: All GB adults aged 16-75
T18	<a href="#">Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?</a>	Base: All GB adults aged 16-75
T19	<a href="#">Q10 - How important, if at all, do you believe wealth is in attracting a romantic partner?</a>	Base: All GB adults aged 16-75
T20	<a href="#">Q11 - Have you ever invested in any cryptocurrency?</a>	Base: All GB adults aged 18-75
T21	<a href="#">Q12 - How often, if at all, do you discuss crypto investments with your friends?</a>	Base: All GB adults aged 18-75 who know what a cryptocurrency is
T22	<a href="#">Q13 - Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares ISAs.</a>	Base: All GB adults aged 18-75 who know what a cryptocurrency is
T23	<a href="#">Q14 - What sources of information have most influenced your decision to invest in crypto?</a>	Base: All GB adults aged 18-75 who have invested in crypto
T24	<a href="#">Q15 - What sources of information have most influenced your decision to not invest in crypto?</a>	Base: All GB adults aged 18-75 who have NOT invested in crypto
T25	<a href="#">Q16 - Which types of gambling, if any, have you engaged in in the past six months?</a>	Base: All GB adults aged 18-75
T26	<a href="#">Q17 - How often, if at all, do you discuss your gambling with your friends?</a>	Base: All GB adults aged 18-75 who have gambled in P6M (sports, slots or casino)
T27	<a href="#">Q18 - What sources of information have most influenced your decisions around gambling?</a>	Base: All GB adults aged 18-75
T28	<a href="#">Q19 - Has gambling ever negatively impacted your mental health?</a>	Base: All GB adults aged 18-75 who have gambled in P6M (sports, slots or casino)
T29	<a href="#">Q20_Summary - To what extent do you agree or disagree with the following statements about gambling?</a>	Base: All GB adults aged 18-75
T30	<a href="#">Q20_1 - To what extent do you agree or disagree with the following statements about gambling? - Gambling is a harmless form of entertainment if done in moderation</a>	Base: All GB adults aged 18-75
T31	<a href="#">Q20_2 - To what extent do you agree or disagree with the following statements about gambling? - I believe that gambling is a legitimate way to try and make money</a>	Base: All GB adults aged 18-75
T32	<a href="#">Q20_3 - To what extent do you agree or disagree with the following statements about gambling? - The potential for gambling addiction is a serious societal problem</a>	Base: All GB adults aged 18-75
T33	<a href="#">Q20_4 - To what extent do you agree or disagree with the following statements about gambling? - The widespread availability of online gambling makes it too easy for people to develop a problem</a>	Base: All GB adults aged 18-75
T34	<a href="#">Q20_5 - To what extent do you agree or disagree with the following statements about gambling? - The government should do more to protect people from the risks of gambling, even if it limits personal choice</a>	Base: All GB adults aged 18-75

Table 1  
Q6 - How concerned, if at all, are you about your current personal financial situation?

Q5 - How concerned, if at all, are you about your current personal financial situation?

Base: All GB adults aged 16-75

Proportions/Means: Columns Tested (SN risk level) - 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

Proportions/Means: Columns Tested (Overlap formulae used. \* small base)

Table 2  
Q2 - Please think about what your personal financial situation might look like in the next three to five years. How concerned, if at all, are you?

Base: All GB adults aged 16-75

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME			ETHNICITY		GENERAL ELECTION 2014 VOTES					REFERENDUM 2014 VOTES					GENDER BY AGE							
	MAN	WOMAN	16-24	25-54	55-75	ALL	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £15999	£20000-£34999	£35000-£44999	£55000+	WHITE ETHNIC GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN (0)	LEAVE (1)	MEN 16-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-75	WOMEN 16-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-75
UNWANTED/NOT WANTED	2414	2501	201	114	114	21	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106				
WANTED/DESIRED	2227	2314	171	114	114	21	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106					
Very concerned	460	480	221	117	161	62	96	103	72	72	18	106	20%	271	139	212	168	156	254	307	118	77	83	54	36	24	51	21	360	144	73	44	27	22	88	114	57	57			
15%	18%	14%	22%	13%	16%	13%	20%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%				
Fairly concerned	894	912	409	222	206	204	272	281	244	244	62	64	54	54	264	222	222	222	222	222	123	84	84	125	84	84	84	84	264	204	68	106	125	94	104	125	125	125	125		
20%	43%	43%	43%	37%	40%	37%	40%	36%	42%	41%	44%	44%	30%	29%	27%	42%	40%	40%	40%	40%	40%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%		
Not very concerned	790	817	377	266	254	279	187	227	170	108	38	69	549	252	493	307	275	524	83	173	216	217	82	699	123	246	61	70	69	302	242	58	133	148	59	71	150	156	130	130	
32%	34%	32%	28%	29%	25%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%		
Not at all concerned	212	118	95	70	49	93	46	57	55	20	5	21	133	79	129	73	78	134	12	47	54	54	79	18	31	71	19	19	89	54	54	20	16	19	25	12	19	21	21	20	20
58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%		
NET: Very / Fairly concerned	1383	1442	730	449	430	388	1133	237	216	70	112	625	462	113	518	649	484	603	294	379	264	267	184	1180	181	521	57	176	126	514	624	52	120	220	212	169	60	127	217	204	220
56%	52%	58%	52%	49%	57%	52%	56%	61%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%		
NET: Not very / at all concerned	1442	1541	431	266	206	227	282	261	224	129	47	61	62	224	62	380	144	628	215	271	224	162	867	145	217	60	81	77	241	262	78	162	171	141	140	140	140	140	140		
45%	44%	38%	45%	45%	46%	46%	38%	44%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%		
NET: Don't know	94	95	50	26	33	37	24	30	23	11	2	7	50	46	42	53	31	65	21	37	16	10	14	76	12	21	5	7	11	30	29	7	5	12	16	18	8	6	13	17	20
	95	95	49	49	49	50	26	45	36	24	2	7	50	46	42	54	31	65	21	37	16	10	14	76	12	21	5	7	11	30	29	7	5	12	16	18	8	6	13	17	20

Proportion/Mean: Column Total (5% risk level) - a/b - c/d/e - 17/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/D

Overlap formula used - \* small base

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.

Table 2  
Q3 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Q4 - Which, if any, of the following factors do you think contribute most to someone having a sense of financial security?

Base: All GB adults aged 16-75

**Proportions/Means: Columns Tested (2)**

Table 4  
Q4 - Thinking about an individual's earned income per year from all sources, before tax and other deductions... How much do you think someone needs to earn per year to be considered 'wealthy'?

Base: All GB adults aged 16-75

	GENDER		AGE		REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2015 VOTES					REFERENDUM 2016 VOTES					GENDER BY AGE																										
	MAN	WOMAN	16-24	25-54	55-75	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non graduates	Up to £19999	£20000-£34999	£35000-£44999	£55000+	White Ethnic Group	White Ethnic Group (n)	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain (n)	Leave (n)	Men 16-24	Men 25-34	Men 35-44	Men 45-54	Men 55-75	Women 16-24	Women 25-34	Women 35-44	Women 45-54	Women 55-75																			
UNWAGEABLE & RAG	2414	2541	101	114	101	104	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101																								
WAGEABLE & RAG	2277	2311	81	94	81	84	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81																									
Less than £10,000	204	210	50	56	50	52	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50																									
£10k - £15,000	8%	9%	7%	7%	9%	8%	10%	6%	7%	9%	12%	9%	8%	8%	6%	5%	5%	10%	12%	6%	2%	9%	8%	10%	7%	9%	8%	10%	6%	6%	9%	9%	7%																										
£15,000 - £20,000	385	395	105	112	104	104	104	104	104	104	104	104	104	104	104	104	104	271	114	214	172	115	60	129	269	92	85	43	239	55	17	30	43	133	100	25	20	13	67	45	24	80	59																
£20,000 - £25,000	124	126	17%	18%	16%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	106	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104																		
£25,000 - £30,000	465	470	238	238	100	102	122	114	100	107	96	21	24	114	141	277	83	112	100	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144																		
£30,000 - £35,000	245	248	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£35,000 - £40,000	140	142	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£40,000 - £45,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£45,000 - £50,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£50,000 - £55,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£55,000 - £60,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£60,000 - £65,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£65,000 - £70,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£70,000 - £75,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£75,000 - £80,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£80,000 - £85,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£85,000 - £90,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£90,000 - £95,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£95,000 - £100,000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																					
£100,000 +	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																				
More than £150,000	200	214	147	157	152	154	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151																		
25k-27k	22%	22%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%																	
NET: Under £20,000	1844	1845	523	522	347	403	295	257	256	250	250	143	57	93	721	223	568	477	318	726	202	315	249	155	900	138	227	83	119	92	412	304	77	100	164	195	143	70	207	177	151	151	151																
42%	42%	42%	42%	42%	42%	40%	36%	43%	30%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%																	
NET: Over £200,000	1234	1234	620	620	400	422	412	279	328	281	193	52	102	408	743	491	502	627	408	399	177	275	267	389	179	1055	180	206	90	123	106	467	375	89	133	222	210	187	71	97	169	225	125	125	125	125	125	125	125	125	125	125							
49%	52%	49%	49%	49%	49%	49%	52%	47%	50%	50%	54%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%
Don't know	216	96	100	116	64	51	101	54	68	44	22	9	19	109	106	102	114	48	16																																								

Table 5

Q5 - At what point would you personally consider yourself wealthy?

Source: All GB adults aged 16-75

Proportions/Means: Columns Tested  
Overlap formula used. \* small base

Q6 - We are going to share a list of possessions people can have. Please let us know which, if any, you would say are signs that a person is successful.

Base: All GB adults aged 16-75

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/j/l/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/D

Overlap formulae used. \* small base

This work was carried out in accordance with the common core of the International quality standard for medical research, ISO 20387 and with the Informed Terms and Consent.

Table 7

Q7\_Summary - To what extent do you agree or disagree, if at all, with the following statements?

Base: All GB adults aged 16-75

	I think I am more successful in life than most of my friends and family	I think that many people are jealous of the successes I have had in my life	I often feel jealous of people who I think are more successful than me	I often spend extra on higher quality products, even though it costs me more	I feel I am given recognition for the successes I have had in my life	I feel in control of what is happening in my life	You must be competitive in order to be successful	Fulfilment in life is achieving a prominent position in your career	I like to own or do things that show I have money
UNWEIGHTED BASE	2494	2494	2494	2494	2494	2494	2494	2494	2494
WEIGHTED BASE	2494	2494	2494	2494	2494	2494	2494	2494	2494
Strongly agree	98 4%	98 4%	176 7%	185 7%	134 5%	283 11%	306 12%	178 7%	99 4%
Tend to agree	348 14%	271 11%	446 18%	673 27%	536 21%	908 36%	885 35%	589 24%	239 10%
Neither agree nor disagree	899 36%	548 22%	500 20%	582 23%	990 40%	663 27%	594 24%	759 30%	515 21%
Tend to disagree	650 26%	698 28%	674 27%	660 26%	474 19%	446 18%	433 17%	571 23%	777 31%
Strongly disagree	433 17%	780 31%	669 27%	374 15%	257 10%	169 7%	219 9%	352 14%	842 34%
NET: Strongly / tend to agree	446 18%	369 15%	622 25%	857 34%	670 27%	1191 48%	1191 48%	768 31%	338 14%
NET: Strongly / tend to disagree	1083 43%	1478 59%	1344 54%	1034 41%	731 29%	615 25%	652 26%	923 37%	1619 65%
Don't know	66 3%	99 4%	28 1%	20 1%	103 4%	26 1%	58 2%	44 2%	22 1%

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

Table 4  
Q1 - To what extent do you agree or disagree, if at all, with the following statements? - I think I am more successful in life than most of my friends and family

Base: All GB adults aged 16-75

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTES				REFERENDUM 2024 VOTES				GENDER BY AGE														
	TOTAL		MAN	WOMAN	16-24	25-34	35-54	55-75	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)													
UNWANTED BABY	2044		1024	1020	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111														
WANTED BABY	2044		1024	1020	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111														
Strongly agree	84		42	42	36	36	29	17	25	20	20	24	4	4	44	31	26	52	45	40	23	23	23	26	25	25	25	25	25	25	25	25	25	25													
Agree	4%		2%	2%	6%	3%	2%	4%	4%	3%	4%	4%	4%	4%	4%	5%	3%	6%	6%	6%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%													
Don't agree	84		42	42	36	36	29	17	25	20	20	24	4	4	44	31	26	52	45	40	23	23	23	26	25	25	25	25	25	25	25	25	25	25													
Don't know	14%		7%	7%	10%	10%	11%	11%	12%	15%	13%	18%	10%	10%	18%	11%	10%	18%	12%	11%	13%	13%	13%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%														
Neither agree nor disagree	850		421	421	254	254	281	362	206	238	212	109	42	85	568	302	504	266	290	600	132	226	226	242	105	772	145	217	70	152	57	324	282	71	65	136	161	184	49	29	64	112	120				
Neither agree nor disagree	36%		20%	20%	12%	12%	12%	12%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%						
Strongly disagree	421		211	211	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119	119							
Agree	4%		2%	2%	6%	3%	2%	4%	4%	3%	4%	4%	4%	4%	4%	5%	3%	6%	6%	6%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%		
Don't know	28%		14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%						
NET: Strongly / tend to agree	466		234	234	129	129	132	132	97	115	90	88	23	34	322	114	291	155	205	241	56	96	102	178	90	366	70	146	31	61	34	41	142	40	52	360	147	17	20	46	66	47	33	41	76	110	84
NET: Strongly / tend to agree	18%		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%					
NET: Strongly / tend to disagree	1482		688	688	344	344	322	322	260	287	246	153	11	62	249	241	581	522	445	278	267	267	211	222	112	803	144	259	72	157	121	423	284	54	64	148	137	150	73	111	151	142	142	142			
NET: Strongly / tend to disagree	42%		21%	21%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%					
Don't know	64		22	22	44	44	27	27	18	21	21	23	12	12	15	9	2	5	28	28	17	29	18	47	12	15	12	9	12	50	7	13	6	19	12	14	14	14	14	14	14	14	14				
Proportions/Mean: Columns Tested (% risk level): a/b = c/d/e = f/g/h = i/j/k = l/m/n = o/p = r/s = t/u = v/w = x/y = z/C - QF = FG/H/V/U/L/M/N/D																																															
Overlap formula used: * small base																																															

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.

Q7\_2 - To what extent do you agree or disagree, if at all, with the following statements? - I think that many people are jealous of the successes I have had in my life

Base: All GB adults aged 16-75

Base: All GB adults aged 16-75

Proportions/Means: Columns Tested (SN risk level) - a/b - c/d/e - f/g/h/J/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

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Q2.3 - To what extent do you agree or disagree, if at all, with the following statements? - I often feel jealous of people who I think are more successful than me

Base: All GB adults aged 16-25

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/V/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

This work was carried out in accordance with the guidelines of the International quality standard for market research, ISO 20252, and with the [Ipsos Terms and Conditions](#).

Table 11  
To what extent do you agree or disagree, if at all, with the following statements? - I often spend extra on higher quality products, even though it costs me more

Source: All CD participants and 1627

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/I/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

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Table 12  
Q7. 5 - To what extent do you agree or disagree, if at all, with the following statements? - I feel I am given recognition for the successes I have had in my life

Base: All G8 adults aged 16-25

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

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.

Table 11  
Q5. To what extent do you agree or disagree, if at all, with the following statements? - I feel in control of what is happening in my life

Base: All GB adults aged 16-75

	GENDER		AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME			ETHNICITY		GENERAL ELECTION 2024 VOTES					REFERENDUM 2024 VOTES					GENDER BY AGE										
			MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	ALL	NORTH	MIDLANDS	SOUTH	Wales	Scotland	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £15999	£20000-£34999	£35000-£44999	£55000+	WHITE ETHNIC GROUPS	WHITE ETHNIC GROUP (a)	CONSERVATIVE	LIBERAL DEMOCRAT	REFORM UK	OTHER	REMAIN	LEAVE	MEN 16-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-75	WOMEN 16-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-75
	TOTAL	20	29	111	176	161	101	61	111	111	30	30	20	10	10	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111							
UNAGGRADED BASE	2404	100	100	111	111	111	111	111	111	111	30	30	20	10	10	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111								
WELSHERS/IRL	282	173	138	118	69	56	48	72	47	59	13	22	206	76	176	106	123	160	17	67	47	115	55	224	58	106	15	22	24	24	77	42	54	15	25	40	41						
Strongly agree	13%	14%	9%	15%	8%	12%	12%	11%	8%	17%	11%	10%	12%	9%	12%	10%	14%	10%	4%	11%	11%	18%	1%	17%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%				
Agree	46%	47%	42%	48%	40%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%						
Don't care	36%	34%	37%	35%	32%	42%	27%	25%	23%	26%	34%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%						
Disagree	30%	31%	27%	30%	28%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%						
Strongly disagree	15%	14%	13%	15%	14%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%						
Neither agree nor disagree	46%	37%	33%	49%	24%	22%	155	184	146	84	41	52	439	223	343	219	198	669	132	168	165	141	83	565	70	147	48	80	69	228	40	69	89	113	114	30	67	155	124	139			
Don't know	18%	20%	19%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%						
NET: Strongly / tend to agree	1151	619	566	601	253	437	268	304	257	178	56	108	637	313	744	447	476	716	282	295	362	164	1007	224	106	81	130	83	478	367	94	135	230	180	209	73	94	167	173	228			
NET: Strongly / tend to disagree	48%	52%	45%	50%	40%	45%	49%	47%	46%	50%	51%	47%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%						
NET: Strongly / tend to disagree	41%	27%	32%	193	27%	146	129	160	149	93	22	53	364	250	311	204	180	622	143	180	127	111	65	527	52	149	53	60	43	228	186	43	77	133	46	51	58	109	140	81			
Don't know	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

Proportions/Mean: Columns Tested (5% risk level): a/b =  $\sqrt{ab}/\sqrt{(a+b)(a+b-1)}$ ; n-a/b =  $\sqrt{ab}/\sqrt{(a+b)(a+b-1)}$ ; Q1-Q2 =  $\sqrt{ab}/\sqrt{(a+b)(a+b-1)}$ ; Q3-Q4 =  $\sqrt{ab}/\sqrt{(a+b)(a+b-1)}$ 

Overlap formula used - small base

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.

Table 14  
Q7.7 - To what extent do you agree or disagree, if at all, with the following statements? - You must be competitive in order to be successful

89

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

Table 15  
Q7\_B - To what extent do you agree or disagree, if at all, with the following statements? - Fulfilment in life is achieving a prominent position in your career

Base: All GB adults aged 16-75

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

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.

Table 16  
Q2. 9 - To what extent do you agree or disagree, if at all, with the following statements? - I like to own or do things that show I have money

From: All CIOs, adults need 16.2%.

Base: All G6 adults aged 16-75

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/j/k - l/m - n/o - p/q - r/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

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.

Table 17

Q8 - Which of the following steps, if any, have you felt that you had to take to save money?

Base: All GB adults aged 16-75

Proportions/Means: Columns Tested (% risk level) - a/b - c/d/e - f/g/h/l/v/k - l/m - n/o - p/q - r/t/u - v/w - x/y/A/B/C - D/E - F/G/H/V/L/K/L/M/N/O

Overlap formulae used. \* small base

This research was carried out in accordance with the minimum set of the International quality standard for market research (ISO 20252) and with the [Informed Terms and Conditions](#).

Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Q9 - To what extent, if at all, do you believe that it is easier or more difficult for young people to feel financially secure than it was 20 years ago?

Base: All GB adults aged 16-75

Proportions/Means: Columns Tested (5% risk level): - a/b - c/d/e - f/g/h/J/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

Table 19  
Q92 - How important, if at all, do you believe wealth is in attracting a romantic partner

base: All G8 adults aged 16-25

For each of the 1000 columns tested,  $MSR$  with itself,  $\pi(D_0)$  and  $\pi(D_1)$  were calculated, and the results are shown in Table 1.

Properties/Means: Columns Tested  
Overleaf formulae used. \* small base

Table 2D

Base: All GB adults aged 18-75

Proportions/Mean: Columns Tested (5% risk level) - x/b, c/d (a, t/t/b/0.010k, t/m, n/p, n/d, c/b/t/b), v/w, v/x/A/0.01C, D/E, E/G/N/H/V/U/K/L/M/N/D

Proportions/Means: Columns Tested  
Overlap formulae used. \* small base

Table 21  
Q62 - How often, if at all, do you discuss crypto investments with your friends

Q12 - How often, if at all, do you discuss crypto investments with your friends?

Base: All GB adults aged 18-75 who know what a cryptocurrency is

Proportion (Mean): Columns Tested (5% risk level) =  $\frac{1}{2} \ln \left( \frac{1 - \alpha}{\beta} \right) + 1/\ln \left( \frac{1 - \alpha}{\beta} \right)$  = 1.0000000000000002

### Proportions/Mean: Columns Tested (1)

Table 22  
Q3- Do you think crypto is more risky, less risky, or about the same level of risk as other investments? Other investments could include stocks and shares (SA).

Base: All GB adults aged 18-75 who know what a cryptocurrency is

	GENDER		AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME			ETHNICITY		GENERAL ELECTION 2019 VOTES					REFERENDUM 2016 VOTES					GENDER BY AGE										
	MAN	WOMAN	16-34	35-54	55-75	North	Midlands	South	London	Wales	Scotland	Working	Not Working	ABC1	C2DE	Graduates	Non Graduates	Up to £19999	£20000-£34999	£35000-£44999	£50000+	White Ethnic Group	White Ethnic Group (n)	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain (n)	Leave (n)	Men 16-24 (n)	Men 25-34 (n)	Men 35-44 (n)	Men 45-54 (n)	Men 55-75 (n)	Women 16-24 (n)	Women 25-34 (n)	Women 35-44 (n)	Women 45-54 (n)	Women 55-75 (n)			
UNWANTED/SAFE	2014	2000	1000	1000	743	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000									
WEIRD/STRANGE	2014	2000	1000	1000	607	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000									
Never/Hay	1343	1350	656	644	476	503	295	377	298	146	64	320	889	454	526	538	805	198	340	323	303	142	1377	214	466	113	143	125	583	433	73	132	205	219	54	148	236	244	60	60			
Never	62%	65%	57%	52%	60%	69%	57%	65%	65%	62%	64%	62%	59%	64%	57%	64%	64%	63%	61%	63%	64%	52%	67%	64%	60%	56%	61%	61%	72%	41%	52%	46%	57%	64%	58%	58%	58%	58%					
Don't know	4%	4%	2%	2%	1%	1%	5%	4%	4%	7%	2%	2%	7%	2%	2%	5%	2%	5%	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%							
About the same	342	342	182	182	181	181	141	141	76	51	71	72	11	23	24	20	162	160	117	156	11	24	62	241	36	21	31	24	111	29	28	34	34	29	29	29	29	29	29	29			
About	34%	34%	20%	20%	15%	15%	10%	10%	5%	3%	5%	5%	1%	2%	2%	2%	4%	4%	4%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%						
Don't know	452	452	209	209	134	134	125	125	162	137	125	125	22	22	45	205	158	229	223	112	140	80	131	102	88	12	454	60	137	137	137	137	137	137	137	137	137	137	137				
Don't know	25%	25%	16%	16%	20%	20%	17%	17%	22%	22%	22%	22%	1%	1%	1%	20%	23%	18%	24%	14%	14%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Proprietary/Market: Columns Totals (25-risk level): a/b = c/d/e = 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

Overall formula used: \* = overall base

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.

Table 21  
Q4 - What sources of information have most influenced your decision to invest in crypto?

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTES						REFERENDUM 2024 VOTES						GENDER BY AGE									
	MAN	WOMAN	16-24	25-34	35-44	55-75	NORTH	MEDLANDS	SOUTH	London	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£44999	£55000+	WHITE ETHNIC GROUPS	WHITE ETHNIC GROUP (no)	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	MEN 16-24	MEN 25-34	MEN 35-39	MEN 40-44	MEN 45-54	MEN 55-75	WOMEN 16-24	WOMEN 25-34	WOMEN 35-39	WOMEN 40-44	WOMEN 55-75				
UNINFLUENCED BASE	51%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%						
WEBSITE/IMAGE	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%						
Social media content	36%	32%	34%	35%	32%	3%	45%	36%	30%	39%	5	8	158	26	117	44	90	74	18	27	30	85	54	111	26	23	17	22	44	74	36	20	69	79	47	4	42	17	29	4	4	4				
Friends	30%	32%	33%	34%	35%	1%	37%	36%	40%	4	5	233	63	248	33	233	32	30	32	30	25	154	123	5	6	23	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24			
Online forums	13%	11%	19	80	40	6	30	25	25	25	44	1	9	117	18	102	33	80	54	10	21	24	77	43	87	24	53	13	18	8	60	32	23	52	74	34	6	9	5	14	5					
Financial advisors	10%	11%	13%	14%	20%	25%	21%	27%	23%	14%	5	3	16	14	14	12	16	14	10	20	10	69	27	42	9	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Influencers	9%	7%	17	77	21	3	23	20	14	14	34	3	6	18	4	82	5	20	80	22	8	12	14	64	27	42	17	16	46	10	60	20	5	10	1	1	1	1	1	1	1	1				
Family	8%	13%	13%	14%	14%	4%	22	15%	18	27	2	8	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11				
Media coverage	5%	10%	12%	13%	20%	22%	18%	21%	11%	22%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%					
Other	5%	5%	1%	4	2	-	2	2	1%	1%	-	-	0	2	4	2	-	1	5	1	5	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	2%	2%	5%	2%	8%	10%	7%	6%	6%	2%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	

Proportions/Mean: Columns Tested (5% risk level): a/b - c/d/e - f/g/h/i/j - k/l - m/n - 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/D

Overlap formula used: \* small base, \*\* very small base (under 20) Inseligible for eg testing

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.

Table 24  
Q55 - What sources of information have most influenced your decision to not invest in crypto?

From All CR activity and 10.3% who have NOT invested in assets

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/I/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

Table 25  
Q16 - Which types of gambling, if any, have you engaged in in the past six months?

Q18 - Which type of gambling, if any, have you engaged in in the past six months?

Base: All GB adults aged 18-75

Overlap formulae used. \* small base

Table 26  
Q17 - How often, if at all, do you discuss your gambling with your friends?

007 - HOW EASY. IN DE WERELD VIND JE ALLES. VIND JE EEN WERELD WIE VOLFT HET?

Base: All GB adults aged 18-75 who have gambled in PGM (sports, slots or casino)

Overlap formula used. \* small base; \*\* very small base (under 20) ineligible for sig testing

Table 27  
Q18 - What sources of information have most influenced your decisions around gambling?

Base: All G8 adults aged 18-75

Proportions/Means: Columns Tested (526 risks level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u/v - x/y - z/u/v/w/n/s - R/F - F/G/H/I/J/K/L/M/V/W/N/S

Proposed/Mean: Column based  
Overlap formulae used. \* small base

Table 28

Q29 - Has gambling ever negatively impacted your mental health?

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e - f/g/h/I/J/k - l/m - n/o - p/q - r/s/t/u - v/w  
Quantile formulae used: \* small bases; \*\* very small base (under 20) ineligible for size testing

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24-089497-44 - MODERN MASCULINITY

30TH OCTOBER - 4TH NOVEMBER 2025

PUBLIC  
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12 Nov 2025

Table 29

Q20\_Summary - To what extent do you agree or disagree with the following statements about gambling?

Base: All GB adults aged 18-75

	Gambling is a harmless form of entertainment if done in moderation	I believe that gambling is a legitimate way to try and make money	The potential for gambling addiction is a serious societal problem	The widespread availability of online gambling makes it too easy for people to develop a problem	The government should do more to protect people from the risks of gambling, even if it limits personal choice
UNWEIGHTED BASE	2452	2452	2452	2452	2452
WEIGHTED BASE	2445	2445	2445	2445	2445
Strongly agree	239 10%	108 4%	1009 41%	1142 47%	701 29%
Tend to agree	797 33%	418 17%	927 38%	808 33%	849 35%
Neither agree nor disagree	572 23%	601 25%	329 13%	323 13%	536 22%
Tend to disagree	423 17%	624 26%	97 4%	91 4%	205 8%
Strongly disagree	374 15%	639 26%	29 1%	32 1%	82 3%
NET: Strongly / tend to agree	1036	526	1936	1950	1550

	42%	22%	79%	80%	63%
NET: Strongly / tend to disagree	798	1263	125	123	288
	33%	52%	5%	5%	12%
Don't know	39	55	54	49	71
	2%	2%	2%	2%	3%

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

Table 20  
Q3.1 - To what extent do you agree or disagree with the following statements about gambling? - Gambling is a harmless form of entertainment if done in moderation

Base: All GB adults aged 18-75

	GENDER		AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTES					REFERENDUM 2024 VOTES					GENDER BY AGE																					
	MAN	WOMAN	16-24	25-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1 101	C2DE 101	GRADUATES 101	NON GRADUATES 101	UP TO £15999 101	£20000-£34999 101	£35000-£44999 101	£55000+ 101	WHITE ETHNIC GROUP 101	WHITE ETHNIC GROUP 101	CONSERVATIVE 101	LABOUR 101	LIBERAL DEMOCRATS 101	REFORM UK 101	OTHER 101	REMAIN 101	LEAVE 101	MEN 16-24 101	MEN 25-34 101	MEN 35-54 101	MEN 55-75 101	MEN 16-24 101	MEN 25-34 101	MEN 35-54 101	MEN 55-75 101	WOMEN 16-24 101	WOMEN 25-34 101	WOMEN 35-54 101	WOMEN 55-75 101													
UNWANTED/NOT	2412	2388	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110																			
WELSH/SCOTTISH	2209	2154	87	100	82	54	54	54	54	53	42	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54																
Strongly agree	2209	2154	7%	12%	9%	7%	8%	10%	10%	12%	14%	9%	11%	7%	10%	9%	6%	10%	10%	12%	15%	11%	12%	7%	11%	12%	11%	12%	11%	12%	11%	12%	11%	12%	11%	12%	11%	12%	11%	12%															
Don't agree	2209	2154	32%	33%	32%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%																
Tend to agree	2209	2154	32%	33%	32%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%																
Neither agree nor disagree	1252	207	113	165	202	204	116	146	122	84	27	57	214	188	322	262	139	141	122	78	479	20	150	122	80	44	212	172	40	36	76	90	81	31	17	84	111	144																	
Don't agree	2209	2154	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%											
Tend to disagree	402	185	238	142	127	154	93	111	105	58	21	34	279	144	237	186	168	208	132	105	102	64	271	62	128	39	63	41	158	127	55	63	55	28	26	20%	20%	22%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	
Strongly disagree	2209	2154	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%															
NET: Disagree / Tend to agree	2209	2154	666	332	407	298	246	278	292	143	49	82	728	208	560	455	368	672	146	259	251	216	121	901	161	261	121	77	411	212	67	128	105	213	52	79	122	135	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
NET: Strongly / Tend to disagree	706	355	430	245	252	209	185	200	190	116	38	63	514	283	457	341	214	683	124	134	104	93	690	110	241	69	65	45	304	250	36	43	141	61	81	142	143	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
Don't know	2209	2154	21	21	18	14	7	13	7	5	11	4	-	29	10	22	18	10	23	11	4	11	6	10	2	1	1	1	10	4	5	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2							

Proportions/Mean: Columns Tested (5% risk level): a/b = c/d = e/f = g/h = i/j = k/l = m/n = o/p = q/r = s/t = u/v = w/x = y/z/C - Q/F - S/G/H/U/V/U/L/M/N/D

Overlapping formulae used: \* = small base

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.

Q20. 2 - To what extent do you agree or disagree with the following statements about gambling? - I believe that gambling is a legitimate way to try and make money.

Rate: All G8 activity around 18-25

Proportions/Means: Columns Tested  
Overlap formulae used. \* small base

Table 32  
Q3a\_3 - To what extent do you agree or disagree with the following statements about gambling? - The potential for gambling addiction is a serious societal problem

Base: All GB adults aged 18-75

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2015 VOTES						REFERENDUM 2016 VOTES						GENDER BY AGE														
	MAN	WOMAN	16-24	25-54	55-75	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non graduates	Up to £15999	£20000-£34999	£35000-£44999	£55000+	White ethnic group	White ethnic group (no)	Conservative	Labour	Liberal democrats	Reform UK	Other	Remain (0)	Leave (1)	Men 16-24 (0)	Men 25-34 (0)	Men 35-44 (1)	Men 45-54 (1)	Men 55-75 (1)	Women 16-24 (0)	Women 25-34 (0)	Women 35-44 (1)	Women 45-54 (1)	Women 55-75 (0)											
UNWANTED BABY	2412	2388	31	57	51	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10												
WANTED BABY	2388	2364	31	57	51	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10												
Strongly agree	10008	778	521	216	248	341	233	276	211	131	49	97	479	230	586	424	342	617	247	274	278	112	881	138	247	79	95	86	403	219	50	277	111	111	111	111	111	111	111	111	111										
Agree	41%	40%	42%	42%	40%	43%	42%	44%	38%	37%	42%	47%	41%	40%	40%	40%	37%	44%	42%	42%	38%	38%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%												
Tend to agree	927	643	477	272	231	226	204	231	233	140	48	62	615	312	518	408	322	605	250	216	244	237	127	802	135	201	72	102	87	384	274	54	80	134	165	144	72	120	166	181	181										
Agree	28%	27%	29%	25%	28%	26%	24%	26%	26%	24%	24%	24%	27%	24%	26%	26%	27%	28%	28%	28%	28%	28%	28%	27%	27%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%												
Neither agree nor disagree	230	188	137	100	131	87	43	79	60	41	13	34	227	102	180	149	6	23	238	72	79	17	79	17	20	96	111	24	34	61	45	20	29	49	42	42	42	42	42	42	42	42									
Disagree	13%	14%	13%	15%	15%	13%	14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%											
Strongly disagree	87	60	36	31	35	21	27	26	23	22	2	7	67	30	61	36	30	40	51	25	18	24	82	36	21	7	13	29	8	21	22	10	4	34	14	14	8	8	8	8	8	8									
Disagree	4%	5%	2%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%							
Tends to disagree	97	62	36	31	35	21	27	26	23	22	2	7	67	30	61	36	30	40	51	25	18	24	82	36	21	7	13	29	8	21	22	10	4	34	14	14	8	8	8	8	8	8									
Disagree	4%	5%	2%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%							
Dislike	28	16	13	10	9	7	6	6	0	4	1	3	22	7	12	17	5	12	4	2	5	24	4	6	5	0	13	3	2	5	6	4	1	2	4	4	5	5	5	5	5	5	5	5							
Dislike	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%						
Dislike/ tend to dislike	102	921	908	586	680	670	646	510	644	279	97	160	1298	641	1104	832	718	1222	297	489	551	511	219	1865	274	648	551	186	178	788	564	208	178	313	313	313	313	313	313	313	313	313	313	313	313	313	313	313	313	313	313
Dislike/ tend to dislike	7%	8%	8%	7%	8%	8%	7%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%					
Don't know	54	26	25	25	25	10	17	14	7	22	4	2	25	19	15	20	12	17	6	19	6	42	4	5	2	6	6	11	10	6	4	12	11	11	11	11	11	11	11	11	11	11									
Don't know	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%					

Proportions/Mean: Columns Tested (5% risk level): a/b = c/d/e - f/g/h/f/(b-f) - (b-f)/a - g/h - p/k - r/l/h - v/w - x/y/A/B/C - Q/E - V/S/W/U/V/L/M/N/D

Overline formula used: \* small base

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Q20. 4 - To what extent do you agree or disagree with the following statements about gambling? - The widespread availability of online gambling makes it too easy for people to develop a gambling problem.

Base: All GB adults aged 18-75

Proportions/Means: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/V/J/K/L/M/N/O

Overlap formulae used. \* small base

Table 34  
- To what extent do you agree or disagree with the following statements about gambling? - The government should do more to protect people from the risks of gambling, even if it limits personal choice

Base: All GB adults aged 18-75

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e - f/g/h/J/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E - F/G/H/I/J/K/L/M/N/O

Overlap formulae used. \* small base

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