

# 2016 Northern Ireland Gambling Prevalence Survey

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Department for

**Communities**

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Northern Ireland  
Statistics and Research Agency

## Reader Information

<b>Purpose</b>	This publication presents the results of a Department for Communities' 2016 Northern Ireland Gambling Prevalence Survey. The main themes explored in the survey are: participation in gambling types; attitudes to gambling and; problem and at risk gambling.	<b>Target audience</b>	DfC officials, academics, the general public, media and community group stakeholders.
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<b>Issued by</b>	Analytical Services Unit (DfC), Level 1, Lighthouse Building, 1 Cromac Avenue, Gasworks Business Park, Ormeau Road, Belfast, BT7 2JB Telephone: 028 90 829255	<b>Copyright</b>	This publication is Crown copyright and may be reproduced free of charge in any format or medium. Any material used must be acknowledged, and the title of the publication specified.
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## 1. Introduction

This paper reports the findings of the 2016 Northern Ireland Gambling Prevalence Survey. This is the second survey of its kind to be carried out in Northern Ireland, following up on the 2010 Northern Ireland Gambling Prevalence Survey.

The survey was commissioned by the Department for Communities (DfC). The Department has strategic responsibility for, amongst other areas, the development of policy and legislation on gambling in Northern Ireland. Gambling in Northern Ireland is currently regulated by the Betting, Gaming, Lotteries and Amusements (Northern Ireland) Order 1985.

The objectives of the 2016 survey were to:

- monitor how gambling prevalence has changed since the previous study in 2010;
- monitor changes in public attitudes to gambling;
- monitor the overall rate of at-risk and problem gambling and;
- assess the progression of gambling methods since the last study was undertaken

The report can be accessed on the Department for Communities website.

<https://www.communities-ni.gov.uk/topics/other-dfc-research>

A summary of the technical aspects of the survey are contained in the annexes. A further Technical Notes document has been produced alongside this report which provides more details on methodological aspects of the survey and includes information on sampling, questionnaires, weighting strategies and margins of error.

### About Analytical Services Unit

Analytical Services Unit (ASU) provides an independent statistical and research service to the Department for Communities (DfC) in Northern Ireland. The work of ASU informs policy, planning and decision making in the areas of social security, child maintenance and pensions, employment services, as well as housing, urban regeneration, culture, arts and leisure, community development, voluntary activity and social policy.

The statisticians within ASU are seconded from the Northern Ireland Statistics and Research Agency (NISRA) and our statistics are produced in accordance with the principles and protocols set out in the Code of Practice for Official Statistics.

This report has been produced by the Community Regeneration team, a team within ASU whose role is to undertake research and statistical analysis relating to social policy as well as urban regeneration.

### Data notes

There were 1,004 respondents who completed the survey, but not all questions were necessarily completed by all respondents. Any table or figure where the number of responses (n) differs from 1,004, it has been noted.

Any statements regarding differences between groups such as males and females, different age groups etc. are statistically significant at the 95% confidence level, unless otherwise stated.

Due to the low numbers of respondents classified as being in the 'problem gambler' group, 'moderate risk gamblers' and

'problem gamblers' were grouped together for some analyses.

Responses to the survey were weighted to remove bias, making the results more reflective of the demographics in Northern Ireland. Full details of this are available in the Technical Notes released with this publication.

Figures in tables and graphs may not sum to 100% due to rounding and/or multiple response questions.

**Please consult the annexes in this report and the separate Technical Notes document for more details on methodology.**

### Revision of 2010 figures

For the 2016 survey, ASU have reviewed and updated the methodology that was used for the 2010 survey. These include:

- a different weighting technique
- improved data cleaning
- changes to how missing values are treated for Problem Gambling Severity Index

- changes to how missing values are treated for the attitudes to gambling scale

To ensure all values are comparable between the two surveys, 2010 estimates for key figures have been revised from those previously published.

Further details are provided in the Annex 2 and the separate Technical Notes document released alongside this publication.

### Acknowledgements

ASU and the Department wish to thank all the respondents in households across Northern Ireland who agreed to be interviewed.

We would also like to thank the staff and interviewers at Perceptive Insight NI who managed and carried out the fieldwork.

### Contact point

If you have any comments or questions about the survey please contact us at:

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## 2. Summary of main findings

This section is intended to give an overview of the main results from the survey. It is intended for use by all users, ranging from those with a general interest in statistics to expert users in gambling prevalence.

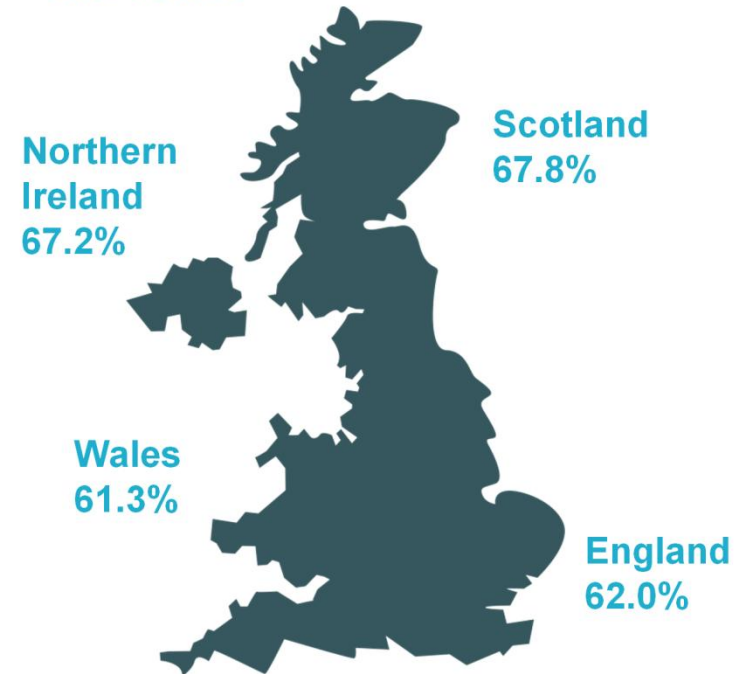
Please note that all figures are subject to statistical uncertainty. Where appropriate, the confidence intervals are provided in the “Detailed Findings”, Sections 3 to 8, as well as in the ‘Downloadable tables’ released alongside this report.

# Gambling participation

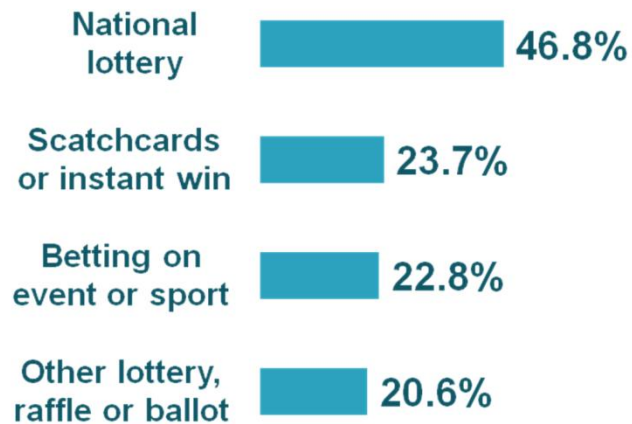
The number of people who had participated in gambling in the last 12 months has fallen since 2010



Northern Ireland has a comparable gambling participation rate to Scotland, but higher than England and Wales



The most common forms of gambling that people participated in were:





# At-risk and problem gambling



**2.3%**

of respondents were identified as problem gamblers

**86.1%**



Non-problem Gambler

**6.7%**



Low risk gambler

**4.9%**



Moderate risk gambler

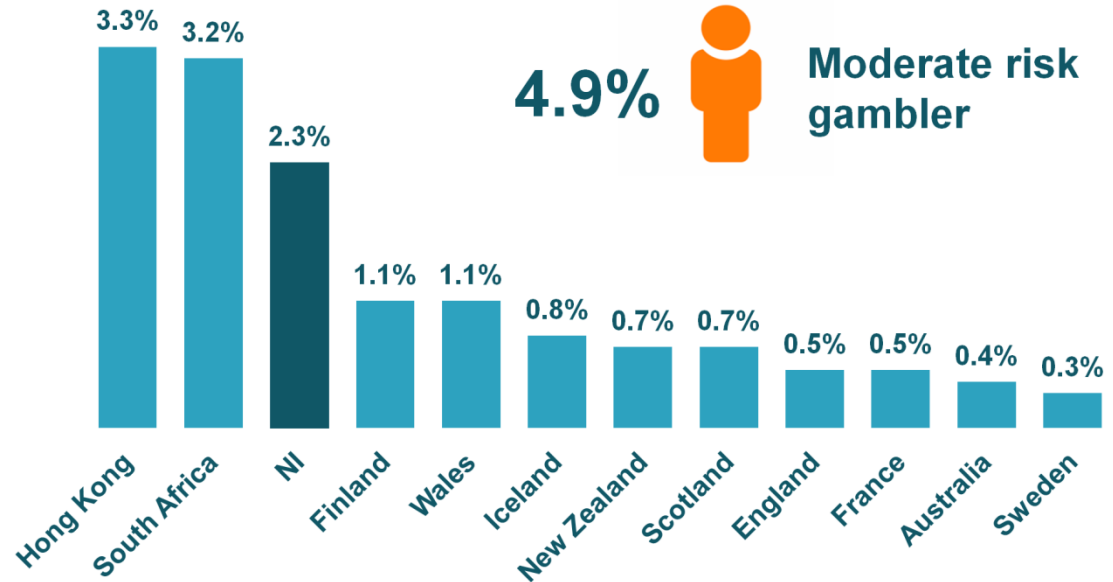
Males were more likely to be a moderate risk or problem gambler



**3.0%**



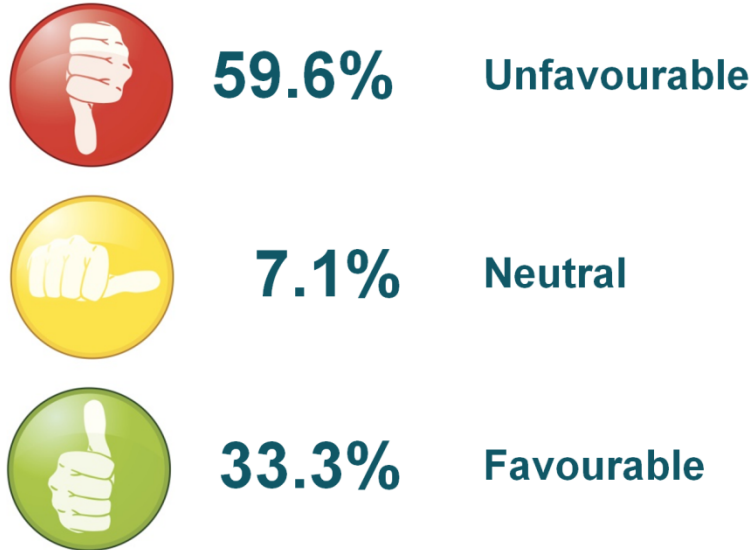
**11.6%**



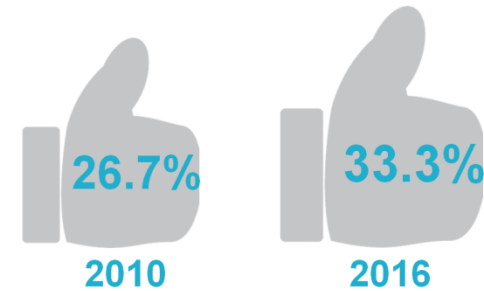
Problem gambling in Northern Ireland is high relative to other countries who have performed comparable surveys

# Attitudes to gambling

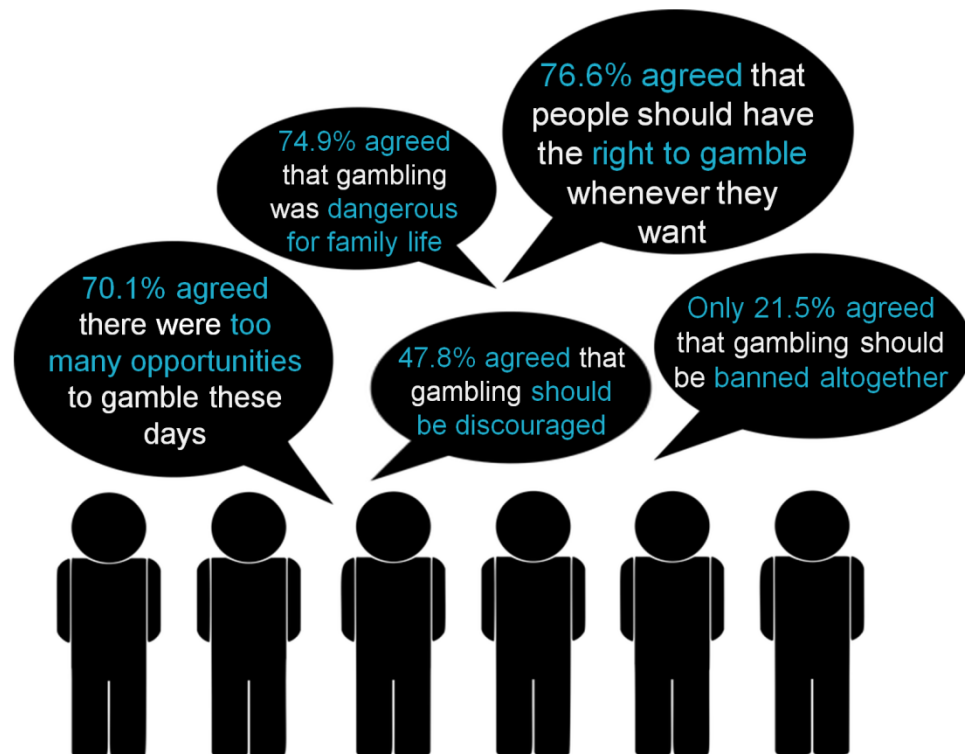
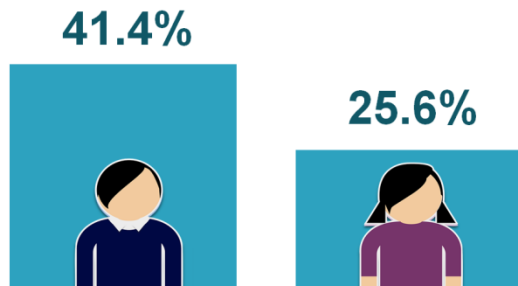
The majority of respondents had an overall unfavourable attitude towards gambling



Favourable attitudes increased since 2010



More male respondents had favourable attitudes to gambling compared to female respondents



## Method of gambling



95.2%

of gamblers had gambled in person in the last year

The proportion of people who had gambled online in the last year has increased between 2010 and 2016



## How much people spend\*

In the last 7 days....

almost half of respondents had spent nothing on gambling

one in ten had spent between £5 and £10



two in ten had spent £5 or less

two in ten had spent over £10

Average spend in the last 7 days

Non-problem gambler



£5.08

Low risk gambler



£11.46

Moderate risk & Problem gamblers

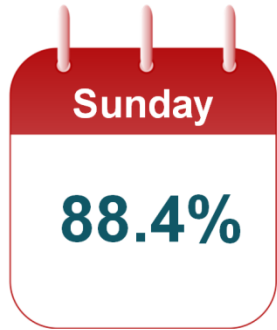


£47.33



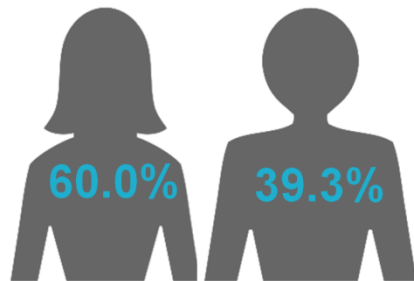
\*Note that "spend" is defined as 'money risked' and does not take account of any money won

## Sunday gambling



The majority of all respondents 'never bet on a Sunday'

Half of respondents think bookmakers should not open on a Sunday



More females than males disagree or strongly disagree that bookmakers should open on Sunday

## Gambling advertisements

Top 3 most common gambling advertisements seen by respondents in the past month

TV adverts



80.0%

Online adverts



47.3%

Sponsorship



36.7%



### 3. Gambling participation

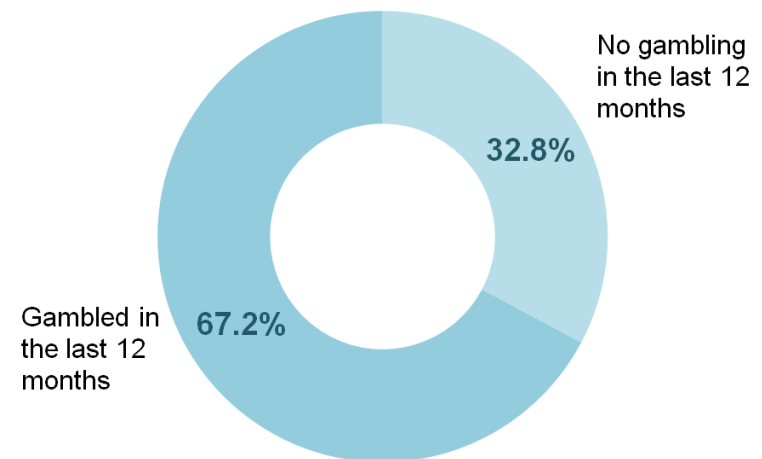
Respondents were provided with a list of ten gambling types and asked whether they had spent money on these within the past 12 months. For the purposes of this report, if a person had spent money on any gambling type in the past 12 months, they were deemed to have participated in gambling. Money 'spent' on gambling was defined as an amount of money risked, i.e. this does not take into consideration any earnings or losses from the activity.

The gambling types used in the list were agreed in the development process with Social Policy Unit (SPU) in the Department for Communities (DfC) and are consistent with other gambling prevalence surveys. An 'other' option was also provided to enable respondents to list another type of gambling if they felt it wasn't covered by any of the ten categories.

#### Overall participation

Just over two thirds of respondents (67.2%) said they had gambled in the last 12 months (Figure 3.1). This is a decrease since the 2010 survey (79.8%) and is statistically significant.

Figure 3.1: Gambling participation in the last 12 months



## Gambling participation in other parts of the United Kingdom

When compared to other regions of the United Kingdom, the level of participation in gambling in Northern Ireland is higher than the rates in England and Wales, but similar to the most recent participation rate for Scotland (Table 3.1).

**Table 3.1: Gambling participation by region**

Area	Year	Percentage
Wales	2015	61.3%
England	2012	62.0%
Northern Ireland	2016	67.2%
Scotland	2015	67.8%

Source: Scotland – [www.gov.scot](http://www.gov.scot)

Wales and England – [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### Participation by gender and age

The survey found that males (70.5%) were more likely to have gambled in the last year than females (64.1%) (Figure 3.2). Whilst this difference between genders was not statistically significant, similar patterns were seen in the 2010 survey with more males participating (85.4%) in gambling than females (74.6%).

For respondents, gambling participation increased with age for the first 3 age groups before declining after the 35-44 age group. As can be seen in Figure 3.3, most of these changes are not statistically significant.

The oldest age group (65+) were least likely to have participated in gambling, with only half (50.6%) reporting that they had gambled in the last 12 months. This difference was statistically significant compared with the groups aged 25 and over.

Figure 3.2: Gambling participation by gender

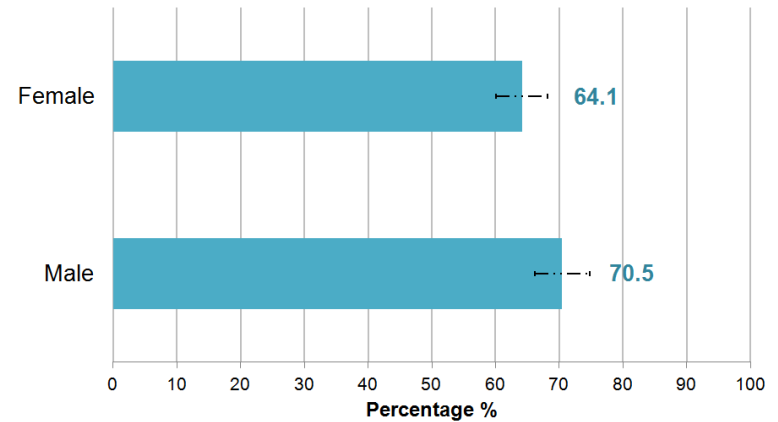
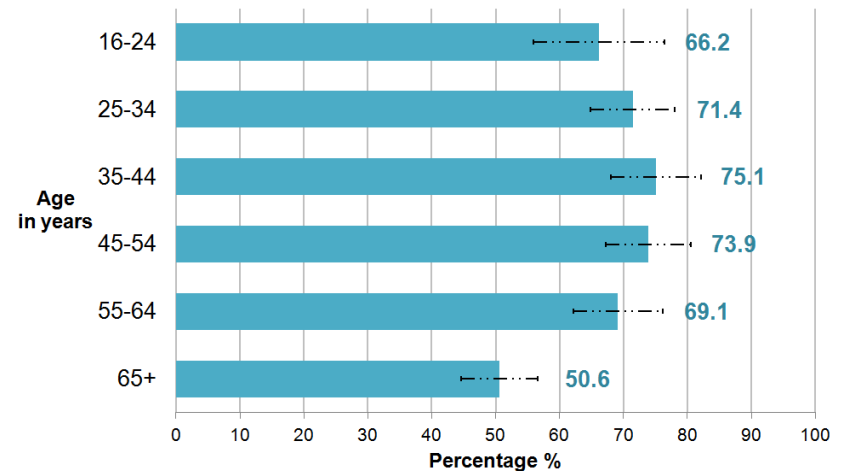


Figure 3.3: Gambling participation by age





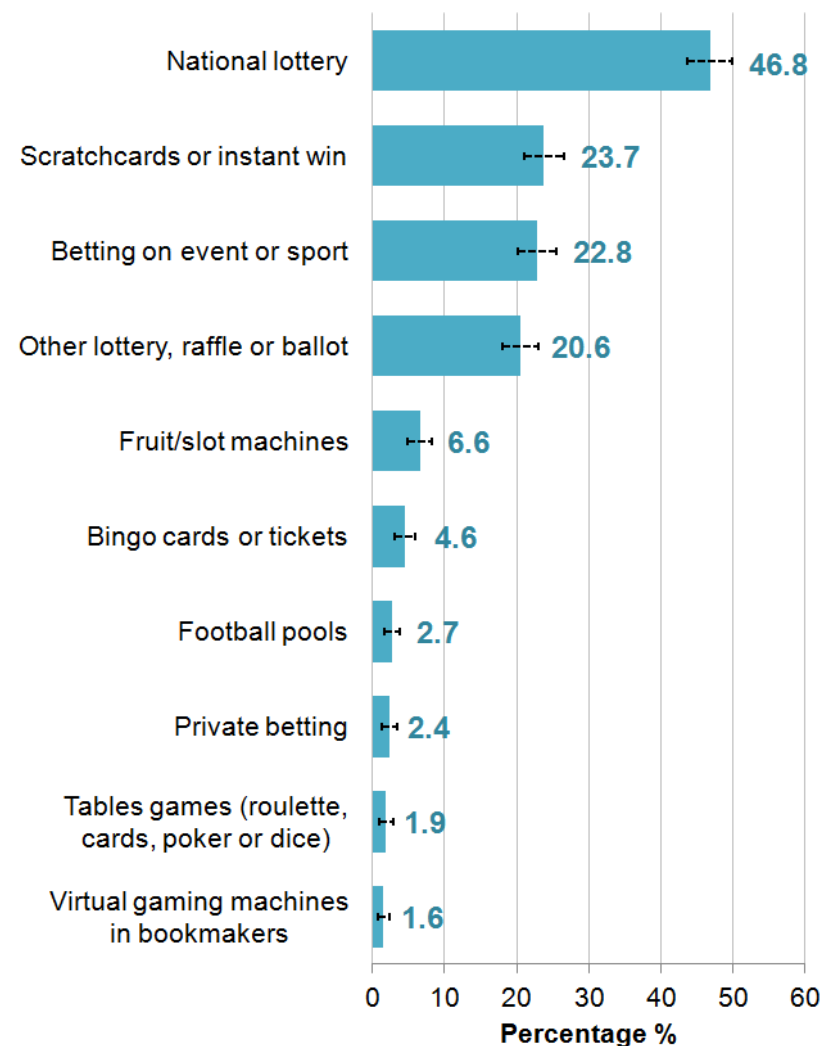
## Types of gambling

Participants were provided with a list of ten types of gambling and asked which of these they had spent money on during the last 12 months.

Figure 3.4 shows that 'tickets for National Lottery draws (including lotto, Euromillions, Thunderball, Daily Play and Hotpicks)' was clearly the most popular gambling type with nearly half (46.8%) of respondents reporting that they had purchased tickets in the last 12 months.

The next most popular types were 'scratchcards or instant win games' (23.7%), 'betting on any event or sport' (22.8%) and 'tickets for any other lottery, raffle or ballot' (20.6%).

Figure 3.4: Gambling participation by gambling type



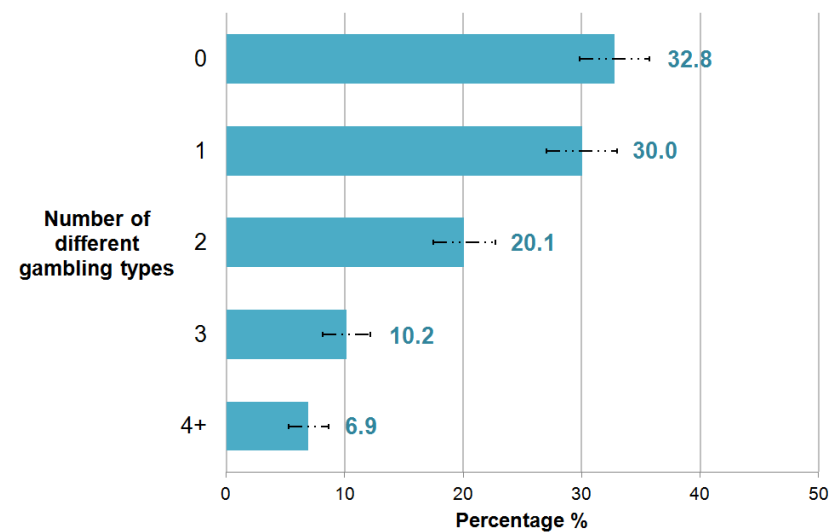
## Number of different gambling types

Figure 3.5 shows the number of different gambling types that respondents had participated in during the previous 12 months.

Approximately half of respondents had participated in either one or two different types of gambling.

Fewer than one in six people (17.1%) had engaged in three or more types of gambling.

Figure 3.5: Number of different gambling types



### Participation by different characteristics

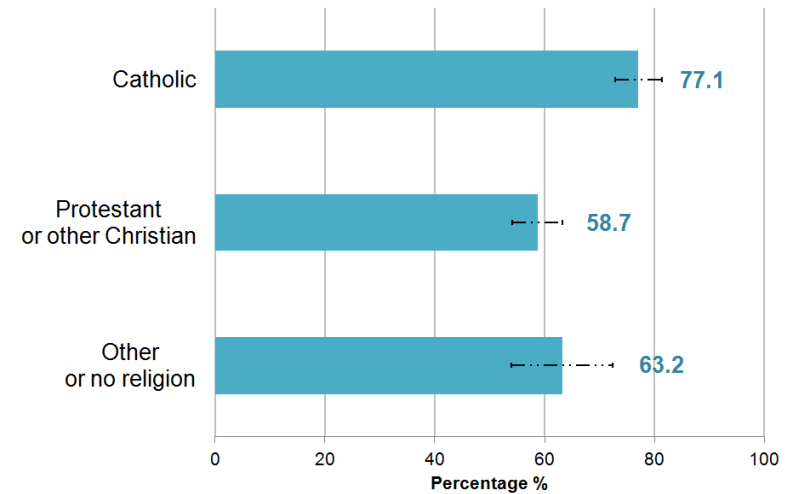
Those respondents who identified as ‘Protestant or other Christian’ (58.7%) were less likely to have gambled than ‘Catholic’ (77.1%) respondents and this difference is statistically significant (Figure 3.6).

There was no statistical significant difference between those who identified as having ‘other or no religion’ and the other two groups.

The respondents of the survey who were ‘widowed’ (53.9%) were less likely to have gambled than those in the other categories (Figure 3.7). This difference is likely to be related to this category typically consisting of people in older age groups.

All other groups were broadly similar in participation rates, with no statistical significant difference between the groups.

**Figure 3.6: Participation by religion**



**Figure 3.7: Participation by marital status**

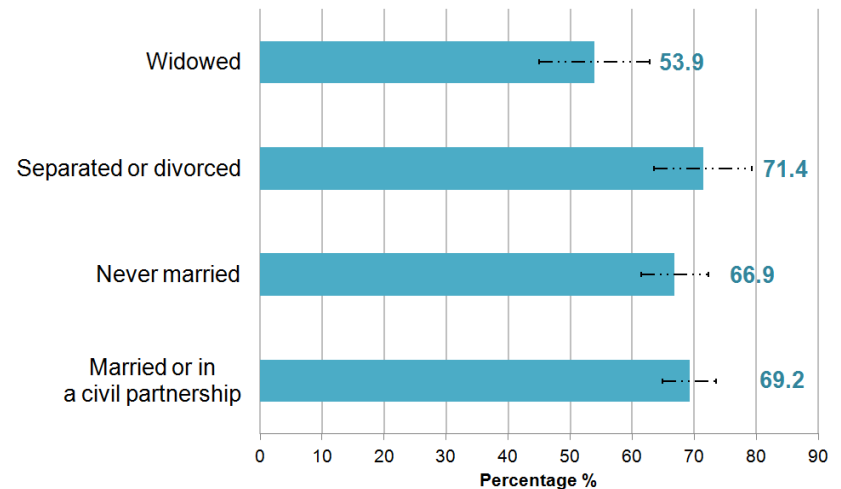
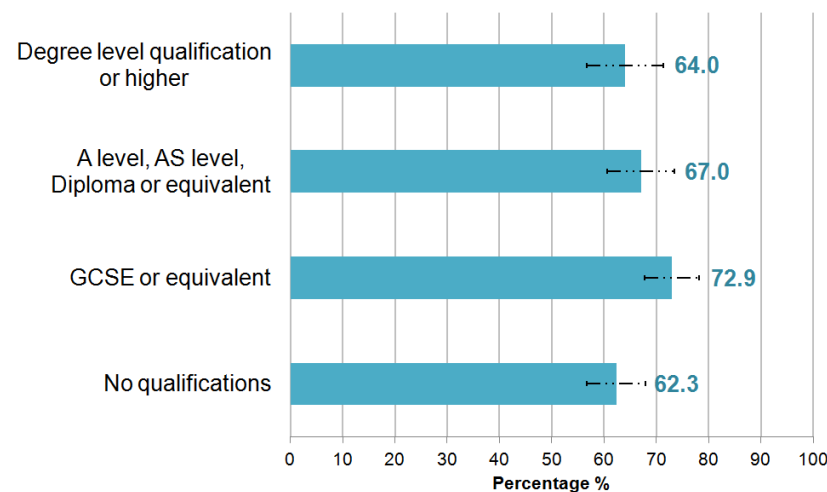


Figure 3.8 shows that there were no statistically significant differences between any of the educational attainment groups. However, the largest participation rate was found to be among those whose highest educational level attainment was 'GCSE or equivalent' (72.9%) and the lowest rate among those who held 'no qualifications' (62.3%).

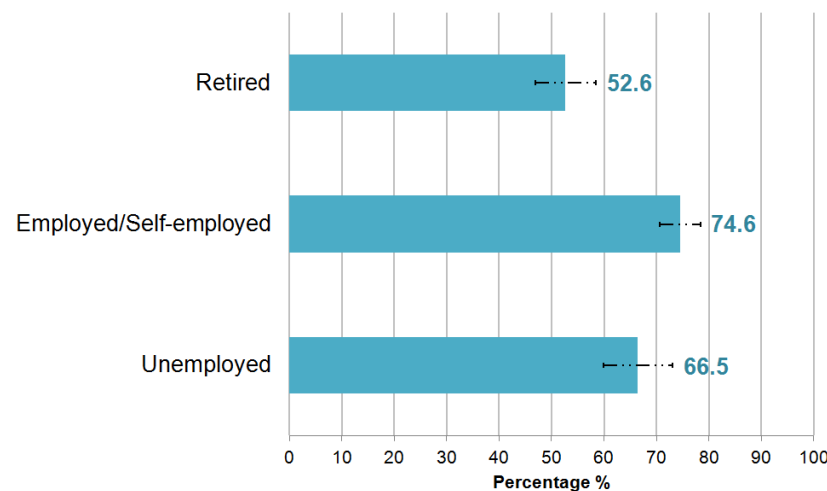
Those who indicated they were 'retired' (52.6%) were less likely to have gambled than the other two groups. This again is likely linked with this category being made up of an older age group, who were less likely to have gambled in the last 12 months (Figure 3.9).

Respondents who were 'unemployed' (66.5%) were less likely to have gambled than those who were 'employed/self employed' (74.6%). However, this difference was not statistically significant.

**Figure 3.8: Participation by highest educational attainment**

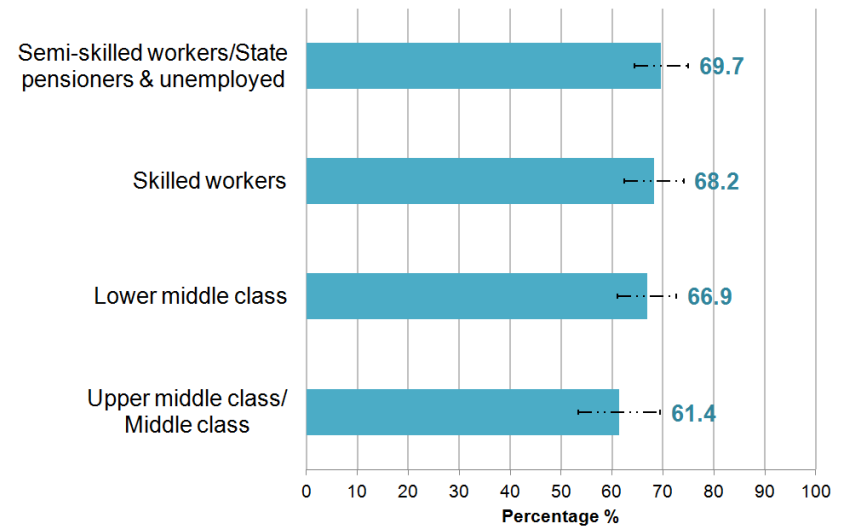


**Figure 3.9: Participation by employment status**



There were no statistically significant differences between the socio economic groups in relation to gambling participation. However, 'upper middle class/middle class' (61.4%) was the group least likely to have gambled based on responses to the survey (Figure 3.10).

**Figure 3.10: Participation by socio economic status**



## 4. At-risk and problem gambling

Problem gambling is defined as ‘gambling to a degree which compromises, disrupts or damages family, personal or recreational pursuits.’ The prevalence of problem gambling was assessed using a validated population measure which is used globally, the Problem Gambling Severity Index (PGSI).

The PGSI consists of nine questions on areas such as betting more than can be afforded, “chasing losses”, financial difficulties caused by gambling and associated health problems.

Respondents are asked to assess how relevant each question is to their own gambling habits over the previous 12 months. Each question is assessed on a four-point scale: ‘never’; ‘sometimes’; ‘most of the time’; ‘almost always’. These are scored from zero to three based on the response.

All nine responses are summed to give a total score ranging from zero to 27. The total score determines which PGSI group an individual is classified as belonging to. Table 4.1 shows the scores and interpretation of each PGSI group. A score of zero represents a non-problem gambler, whereas a score of eight or more represents problem gambling.

**Table 4.1: PGSI groups**

	<b>Group</b>	<b>Interpretation</b>
<b>Total Score</b>		
0	Non-problem gambler	No identified consequences
1-2	Low risk gambler	Low level of problems with few or no identified negative consequences.
3-7	Moderate risk gambler	Moderate level of problems leading to some negative consequences
8 or more	Problem gambler	Problem gambling with negative consequences and a possible loss of control.

## Overall PGSI score

Overall, there was no statistically significant change in the proportion of any PGSI group when comparing the 2010 and 2016 surveys (Figure 4.1).

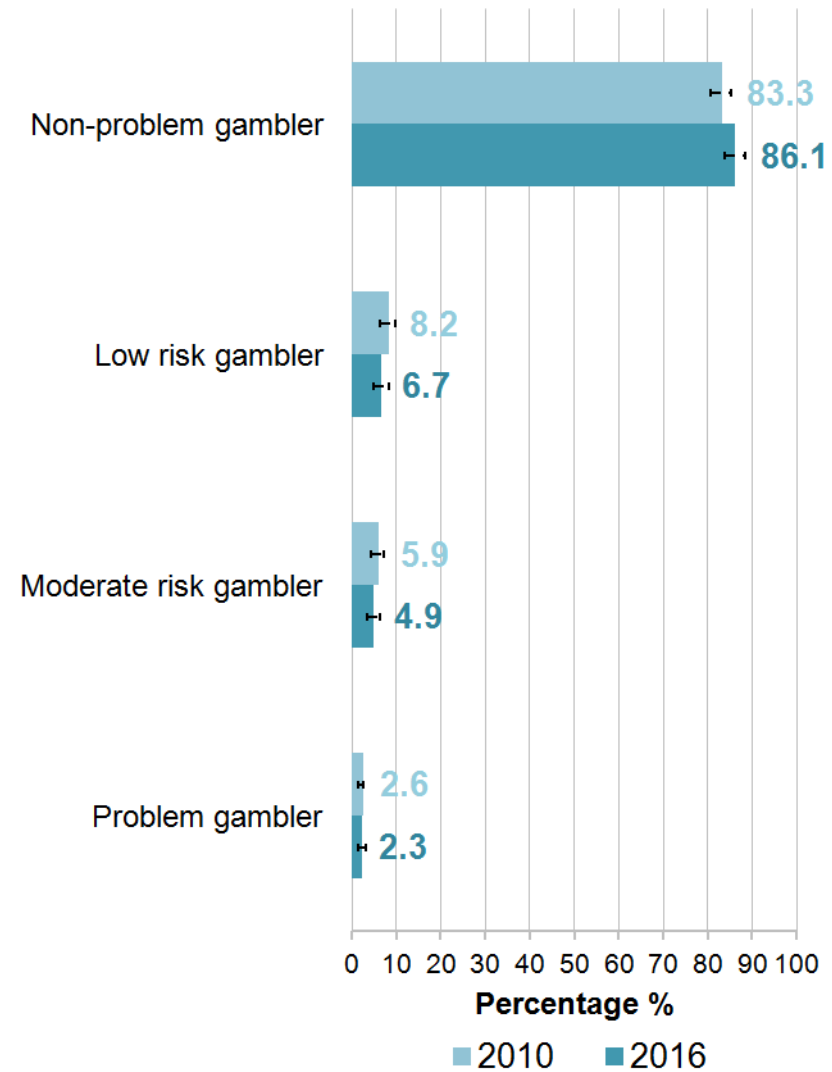
Most respondents (86.1%) from the 2016 survey were considered to be 'non-problem gamblers' based on their PGSI score. Gambling is considered to have no identified consequences for this group.

Approximately one in 15 respondents (6.7%) were identified as 'low risk gamblers' with few or no negative consequences.

Almost one in 14 respondents was considered to be either a 'moderate risk gambler' (4.9%) or 'problem gambler' (2.3%). These groups are considered to experience at least some negative consequences from their gambling, with problem gamblers also experiencing a possible loss of control.

Problem gambling levels between 2010 and 2016 are broadly similar, with no significant difference between the two figures.

**Figure 4.1: Comparison of PGSI scores in 2010 (n=1031) and 2016 (n=1003)**



## Problem gambling around the world

Problem gambling rates from other countries, that had performed comparable surveys, are presented in Figure 4.2.

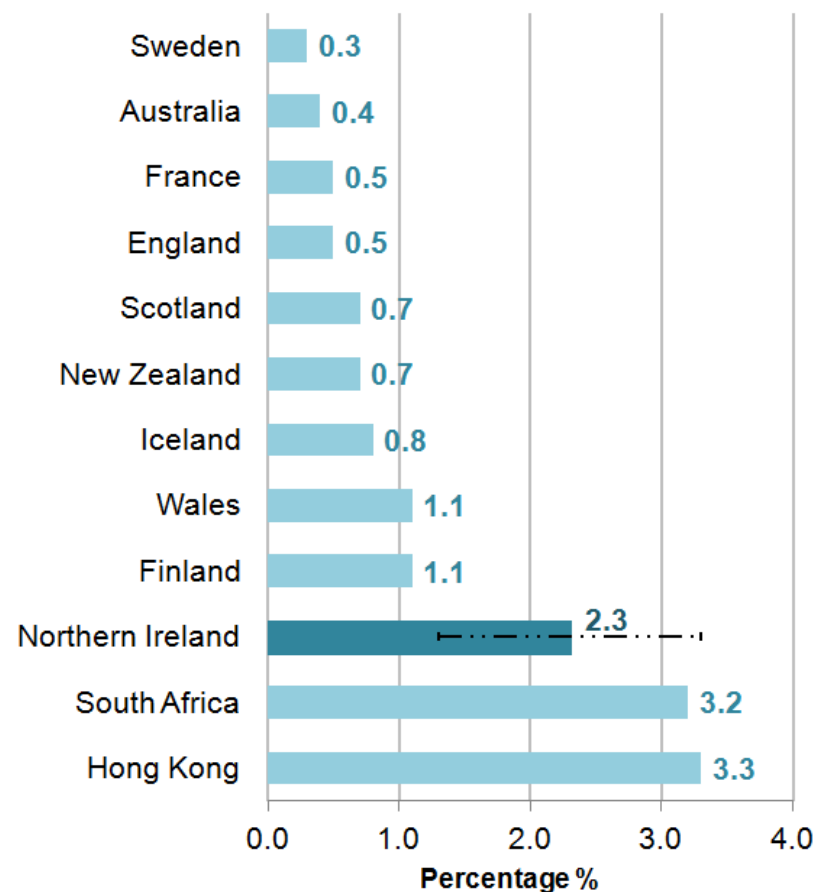
Prevalence rates of problem gambling in these countries vary from 0.3% to 3.3%. Northern Ireland has one of the higher estimated rates of problem gambling at 2.3%.

This is not a complete global comparison as only studies from the last ten years (2007-current) which measure past-year problem gambling prevalence rates at a national level have been included. In addition, only those which used comparable screening tools to measure problem gambling (PGSI and DSM-IV measures) are presented. However, variations in other elements of the methodologies such as sample size (n) and interview type exist between the surveys.

Confidence intervals are not readily available for all of these figures so we have not made an assessment on whether any differences are statistically significant.

Care should be taken when comparing these figures.

Figure 4.2: Comparison of PGSI scores globally





## PGSI score by gender and age

The survey found that a higher percentage of males compared with females were categorised as ‘moderate risk gamblers’ and ‘problem gamblers’. The difference between the genders was statistically significant in all categories apart for the ‘low risk gamblers’ (Figure 4.3).

Although the majority of respondents across all age groups were considered to be ‘non-problem gamblers’, the numbers of those who fell into this category increased with increasing age (Figure 4.4). The number of older adults who were ‘non-problem gamblers’ was statistically significantly higher when compared with those in the youngest age group (16-34 years).

A reverse trend was seen in the ‘low risk gambler’, ‘moderate risk gambler’ and ‘problem gambler’ categories, with higher numbers seen in the younger age group (16-34 years). However these differences between the oldest and youngest age groups were only significantly different in the ‘moderate risk gambler’ category.

Figure 4.3: Comparison of PGSI scores by gender (n=1003)

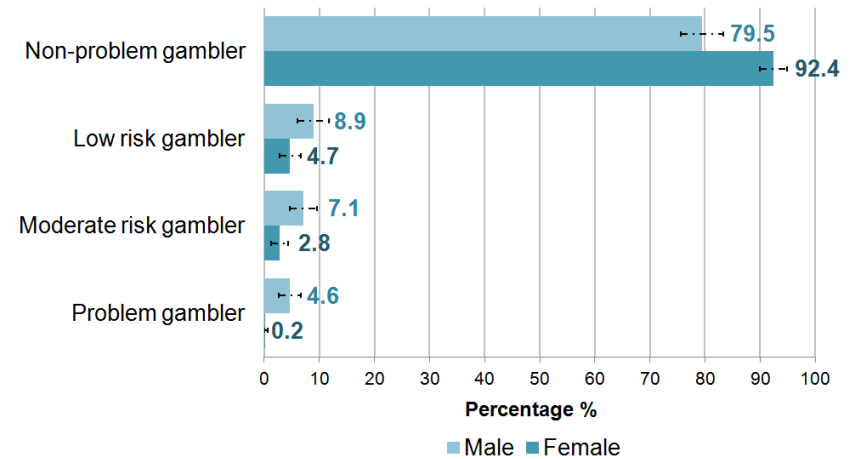
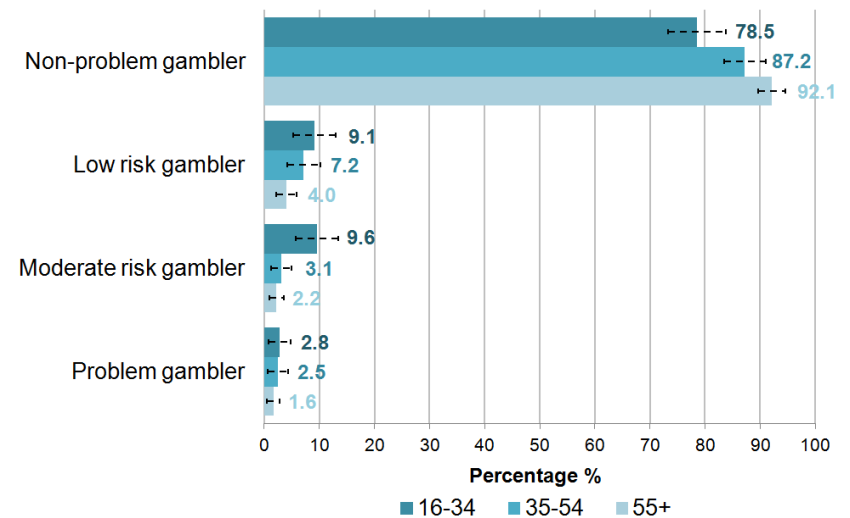


Figure 4.4: Comparison of PGSI scores by age (n=1003)



## PGSI score by level of participation in gambling types

The highest proportion of ‘non-problem gamblers’ (37.2%) had not participated in any type of gambling in the past 12 months (Table 4.1). Conversely the lowest proportion of ‘low risk gamblers’ (7.4%) and moderate risk/problem gamblers (3.8%) fell into this category.

A third of moderate risk/problem gamblers (33.4%) participated in 4 or more different gambling types in the past 12 months, compared with 15.5% of ‘low risk gamblers’ and just 4.1% of ‘non-problem gamblers’.

These results indicate that respondents categorised as moderate risk/problem gamblers are more likely to have participated in a larger number of different types of gambling compared with respondents categorised as ‘non-problem gamblers’.

This difference between moderate risk/problem gamblers and ‘non-problem gamblers’ was statistically significant across all categories apart from those who had participated in 1 and 2 types of gambling in the past 12 months.

**Table 4.1: PGSI category by level of participation in gambling types** (n=1003)

	Number of different gambling types in the past 12 months (%)				
	0	1	2	3	4+
<b>PGSI Category</b>					
Non-problem gambler	37.2	31.0	20.2	7.6	4.1
Low risk gambler	7.4	28.6	27.9	20.6	15.5
Moderate risk gambler/ Problem gambler	3.8	19.0	11.7	32.1	33.4

## Individual PGSI statements

Responses to the individual PGSI questions demonstrate that a minority of **all respondents** considered that they had experienced the issues associated with problem gambling in the past 12 months. Figure 4.5 shows the level of agreement to each question.

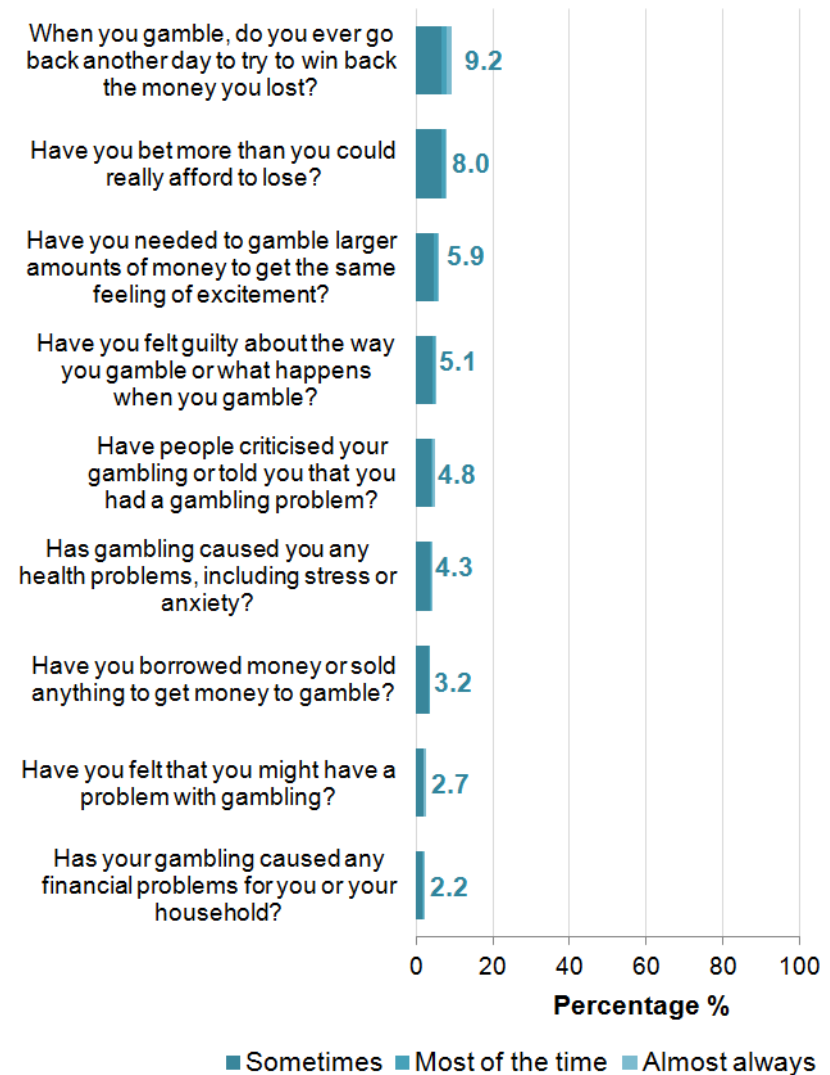
Between 90.7% and 97.5% said they had 'never' done any of these behaviours in the past 12 months.

The most common behaviour exhibited by respondents was going back another day to try and win back money lost, with approximately one in 11 respondents (9.2%) saying they had done this in the last 12 months.

Approximately one in 12 respondents (8.0%) said they had bet more than they could afford to lose and one in 17 (5.9%) said they 'needed to gamble larger amounts to get the same feeling of excitement' in the last 12 months.

**Figure 4.5: Agreement to PGSI questions for all respondents**

(refusals and 'never' not included in graph)



There is a significantly higher proportion in agreement when we look at the individuals who are classified as either **‘moderate risk gamblers’** or **‘problem gamblers’** (Figure 4.6).

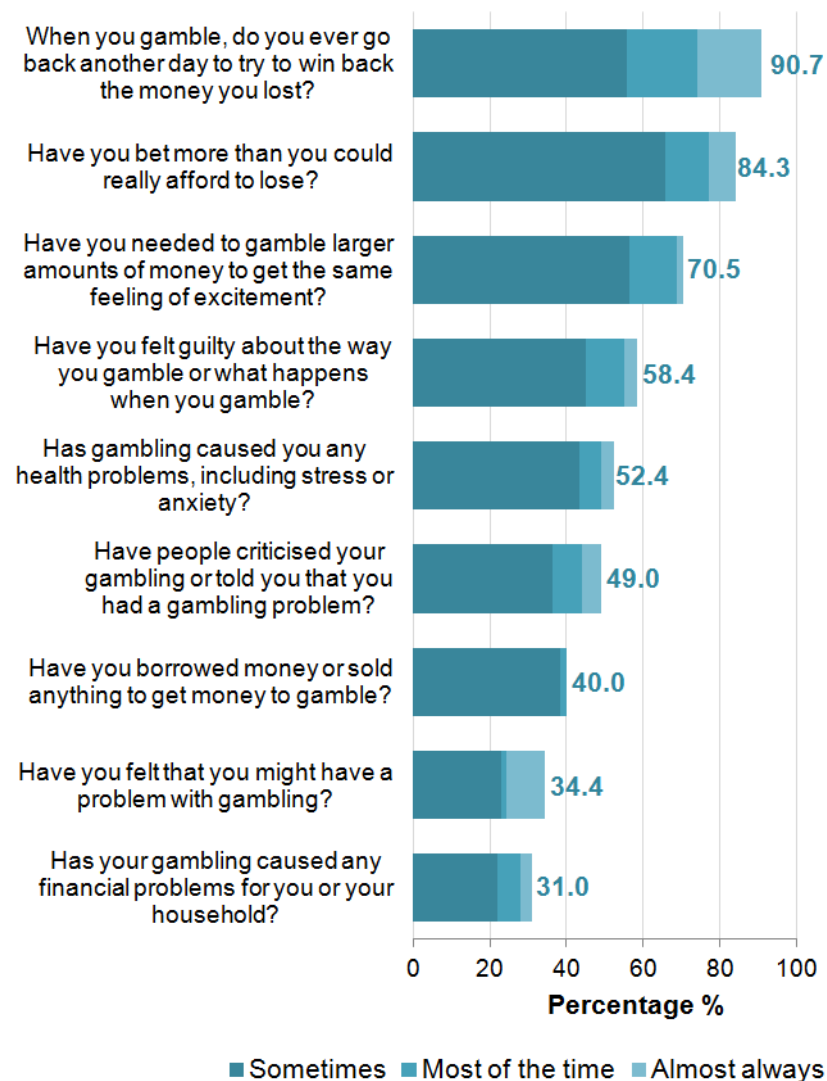
The large majority of moderate risk / problem gamblers said they had “chased losses” (90.7%), ‘bet more than they can really afford to lose’ (84.3%) and had ‘needed to gamble larger amounts to get the same feeling of excitement’ (70.5%) in the last year.

Over half (58.4%) admitted to feeling guilty about their gambling and almost half (49.0%) had been ‘criticised or told they have a gambling problem’.

Approximately half (52.4%) had experienced ‘health problems’ and almost a third (31.0%) said that their ‘gambling caused financial problems’ for them or their household in the last year.

Interestingly only around a third (34.4%) felt they might have a problem with gambling.

**Figure 4.6: Agreement to PGSI questions for moderate risk and problem gamblers** (n=64, refusals and ‘never’ not included in graph)



## Moderate risk/problem gamblers by different characteristics

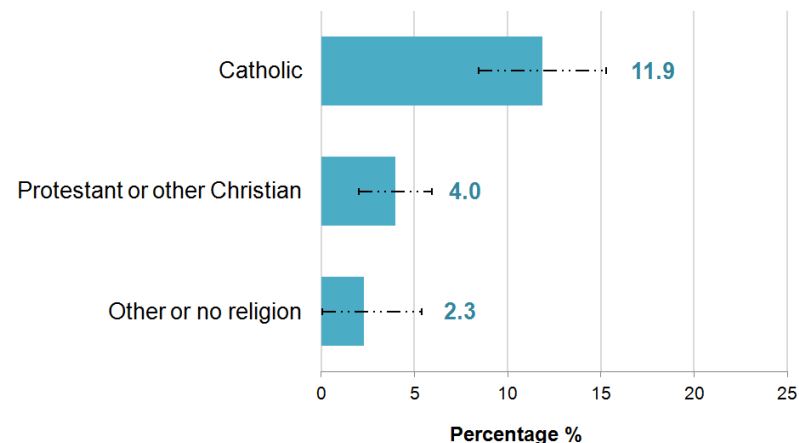
Those respondents who identified as 'Protestant or other Christian' (4.0%) or having an 'other religion or no religion' (2.3%) were less likely to be moderate risk/problem gamblers when compared with 'Catholic' respondents (11.9%) (Figure 4.7).

The difference between 'Catholic' respondents and the other two groups was statistically significant and a similar pattern was seen in 2010.

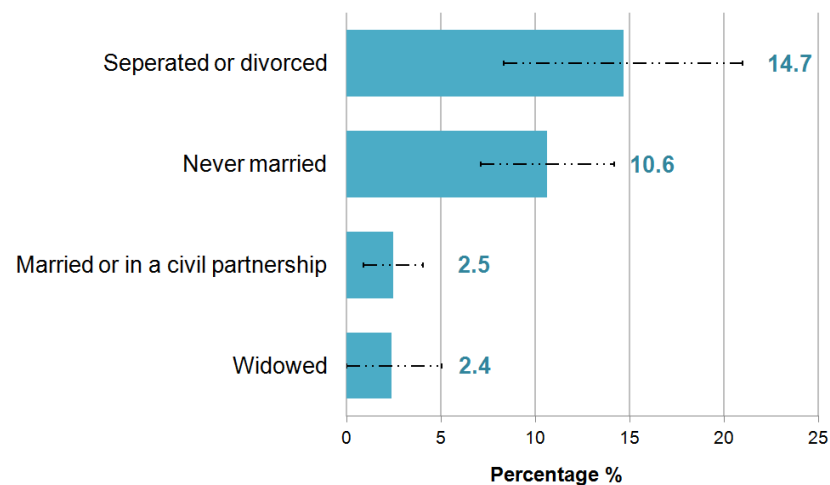
Figure 4.8 shows that respondents who had been 'separated or divorced' (14.7%) or 'never married' (10.6%) were more likely to be categorised as moderate risk/problem gamblers compared with those who were 'married or in a civil partnership' (2.5%) or those who were 'widowed' (2.4%).

These differences were statistically significant.

**Figure 4.7: Proportion of moderate risk/problem gamblers by religion** (n=64, refusals not shown in graph)



**Figure 4.8: Proportion of moderate risk/problem gamblers by marital status** (n=64, refusals not shown in graph)



The survey found that the likelihood of being a moderate risk/problem gambler reduced considerably for those participants with higher education levels.

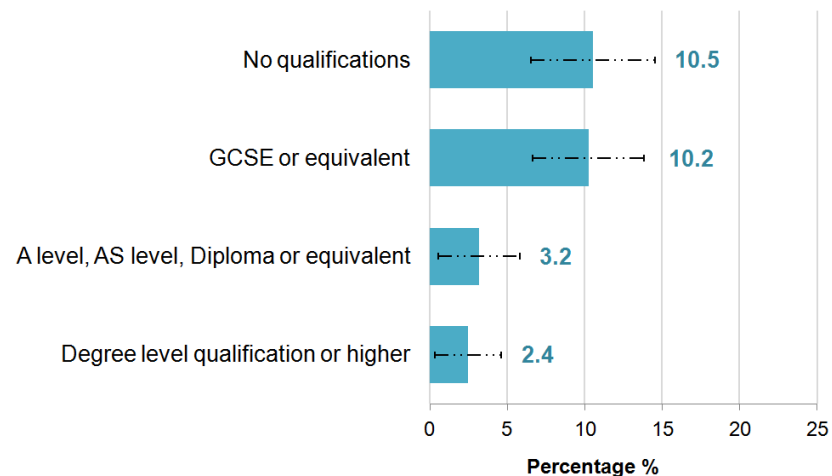
Respondents with education levels of 'A level, AS level, Diploma or equivalent' (3.2%) and 'Degree level qualification or higher' (2.4%) were less likely to be moderate risk/problem gamblers than those with 'no qualifications' (10.5%) or 'GCSE or equivalent' (10.2%).

When we compare the two lowest education levels with the two highest education levels, the differences are statistically significant (Figure 4.9).

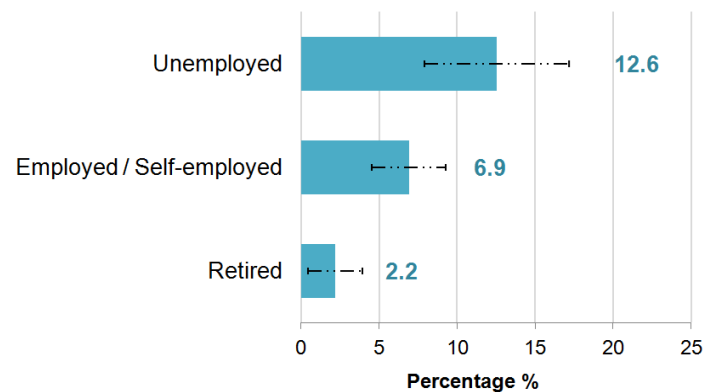
'Unemployed' (12.6%) respondents were more likely to be 'moderate risk/problem gamblers' than those who were in 'employment/self-employment' (6.9%). However, this difference was not statistically significant (Figure 4.10).

'Retired' respondents were less likely to be moderate risk/problem gamblers than the other two groups.

**Figure 4.9: Proportion of moderate risk / problem gamblers by educational attainment (n=64)**



**Figure 4.10: Proportion of moderate risk / problem gamblers by employment status (n=64)**



The highest level of 'moderate risk/problem gamblers' was in the 'semi-skilled workers/state pensioners' group (11.3%). The lowest levels were in 'lower middle class' (2.8%) (Figure 4.11).

The difference between these two groups was statistically significant.

**Figure 4.11: Proportion of moderate risk / problem gamblers by socio-economic status** (n=64, refusals not shown in graph)



## 5. Attitudes to gambling

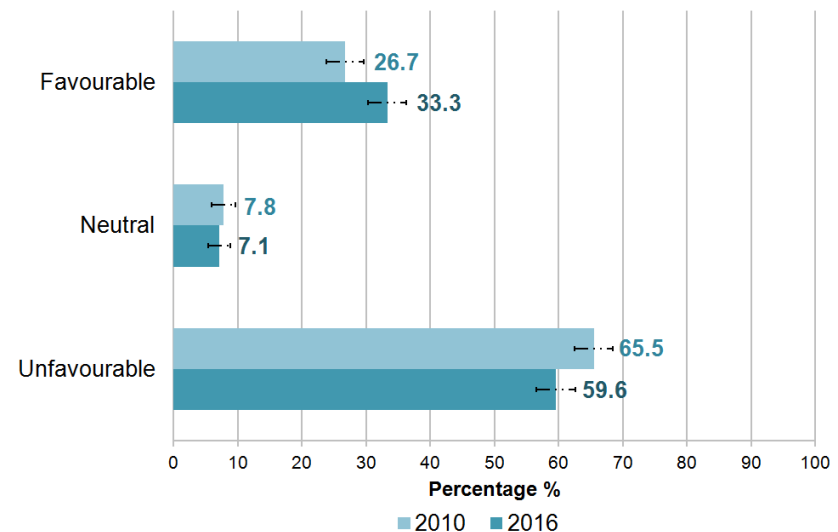
Respondents were asked about their level of agreement with eight attitudinal statements about gambling. The statements were designed to measure their attitudes towards gambling in general as opposed to the individual respondent's attitude towards their own behaviour. No single type of gambling was specified; instead the focus was on gambling in general.

### Overall attitude scale

A scale was used in the 2010 survey to measure overall attitudes to gambling. The scale involves scoring the eight individual attitudinal statements with the total score of all eight being used to give an overall attitude score of favourable, neutral or unfavourable towards gambling.

In the 2016 survey, the majority (59.6%) of respondents' attitudes to gambling are unfavourable. However, there has been an increase in favourable attitudes, with a third (33.3%) holding this attitude compared to just over a quarter (26.7%) in 2010 (Figure 5.1) and this difference is statistically significant.

**Figure 5.1: Comparison of overall attitudes to gambling in 2010 and 2016**





### Attitude scale by gender and age

Overall both males' and females' attitudes to gambling were unfavourable. However, male respondents' attitudes are much more favourable compared to female respondents' attitudes (41.4% favourable in males compared with 25.6% favourable in females) (Figure 5.2). This difference in both unfavourable and favourable attitudes between genders is statistically significant.

As age increases attitudes towards gambling generally become more unfavourable, with the most unfavourable attitudes to gambling seen in the 65+ age group (Figure 5.3). This higher percentage of unfavourable attitudes in the 65+ age group was statistically significant when compared to all other age groups.

Favourable attitudes in the 65+ group were also statistically significantly lower compared with all other age groups. No other statistically significant difference between age groups was observed.

Figure 5.2: Overall attitudes to gambling by gender

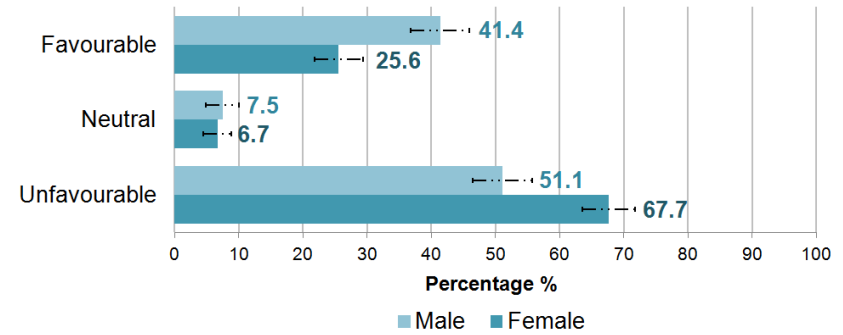
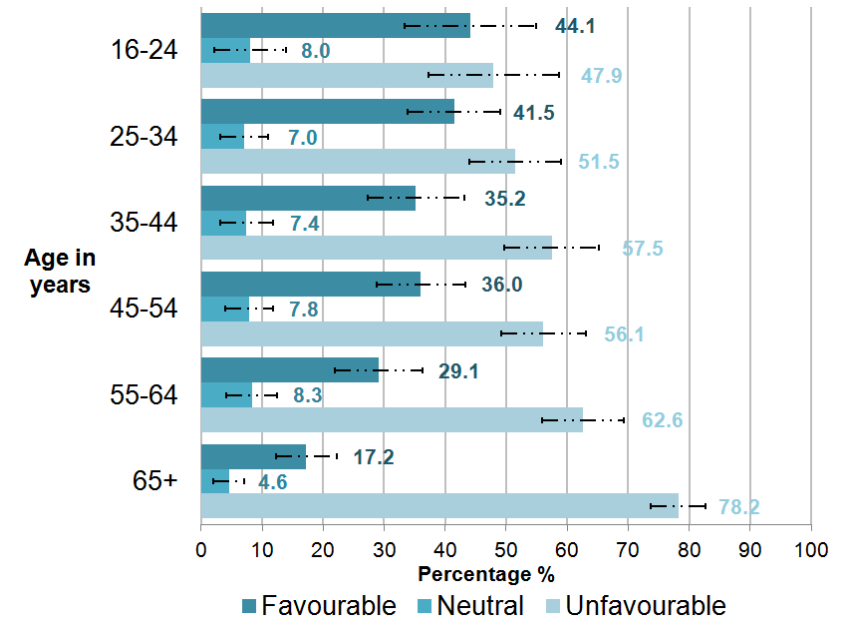


Figure 5.3: Overall attitudes to gambling by age groups



### Attitude scale by number of gambling types

The majority of those respondents (75.2%) who did not participate in any type of gambling in the past 12 months had an unfavourable attitude to gambling (Table 5.1). This higher percentage of unfavourable attitudes was statistically significant. Favourable attitudes in those who had not gambled in the last 12 months were also statistically significantly lower compared with all other groups.

As the number of different types of gambling increased, respondents became more favourable in their attitude to gambling. The majority of those who participated in three or more gambling types had a favourable attitude to gambling.

Interestingly, even amongst those respondents who themselves participated in four or more types of gambling, over a quarter (26.7%), still had an unfavourable attitude to gambling in general.

**Table 5.1: Overall attitude to gambling by participation in different gambling types**

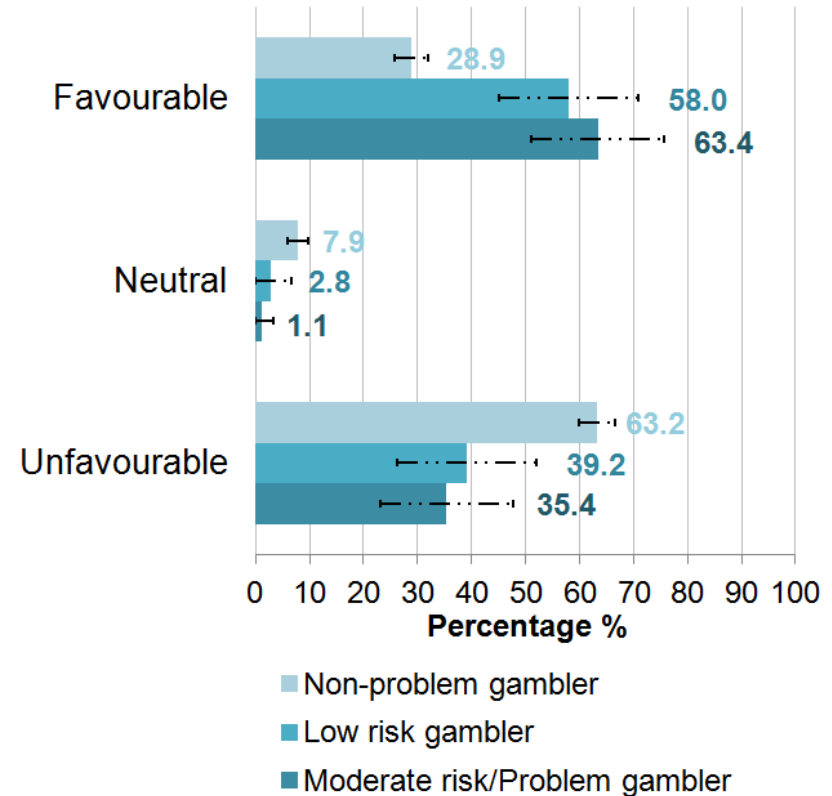
	Attitude Classification (%)		
	Favourable	Neutral	Unfavourable
<b>Number of gambling types in the past 12 months</b>			
0	16.7	8.0	75.2
1	31.4	6.3	62.3
2	40.0	7.5	52.5
3	56.0	6.0	38.0
4+	67.3	6.0	26.7

### Attitude scale by PGSI score

The majority of 'non-problem gamblers' (63.2%) had an unfavourable attitude to gambling (Figure 5.4). This higher percentage was statistically significant when compared with the other PGSI groups. Favourable attitudes in those who were 'non-problem gamblers' (28.9%) were also statistically significantly lower compared with all other groups.

The majority of 'low risk gamblers' (58.0%) and moderate risk/problem gamblers (63.4%) had a favourable attitude towards gambling. Interestingly, even amongst those respondents who were considered to be moderate risk/problem gamblers over a third (35.4%) had an unfavourable attitude to gambling in general.

Figure 5.4: Overall attitudes to gambling by PGSI score (n=1003)



## Individual attitude statements

Responses to the individual attitudinal statements in 2016 demonstrated that respondents were generally negative towards various aspects of gambling, with five of the eight statements producing a negative response. In spite of the overall negative attitude to gambling, respondents did not appear to support interventions to prevent people from gambling completely as they strongly agreed with the statement ‘people should have the right to gamble whenever they want’ and disagreed with the statement ‘it would be better if gambling was banned altogether’.

The results for the individual attitudinal statements are broadly similar to those presented in the 2010 Northern Ireland Gambling Prevalence Survey, with the overall attitude to each statement remaining the same.

**Table 5.2: Percentage agreement with each attitudinal statement**

	Overall attitude to gambling	Agree/ Strongly agree	Neither agree or disagree	Disagree/ Strongly disagree	Refused
People should have the right to gamble whenever they want	<b>Positive</b>	76.6	11.7	11.7	0.1
It would be better if gambling was banned altogether	<b>Positive</b>	21.5	24.4	53.8	0.4
Most people who gamble do so sensibly	Neutral	38.4	24.9	36.6	0.1
Gambling livens up life	Negative	32.3	22.5	45.2	0.0
Gambling should be discouraged	Negative	47.8	29.0	23.2	0.0
On balance, gambling is good for society	Negative	15.6	28.9	55.4	0.1
There are too many opportunities for gambling nowadays	Negative	70.1	19.5	10.2	0.2
Gambling is dangerous for family life	Negative	74.9	17.4	7.8	0.0

## 6. Method of gambling

Those who had taken part in the various gambling types were asked to identify the method of their participation for each type. They were able to choose more than one option for each gambling type e.g. in person, online etc.

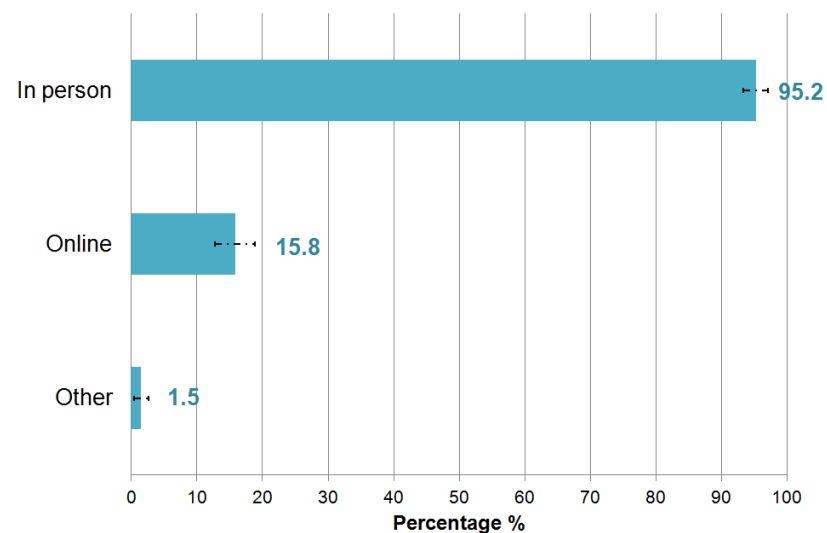
Based on this survey, the most popular method of gambling was 'in person' (95.2%). 'Online' gambling accounted for 15.8% of gambling participation. The 'other' (1.5%) category was made up of by 'telephone', 'via post' and by 'direct debit' (Figure 6.1).

For those who **had gambled** in the last year, the percentage of respondents using an online method (15.8%) had more than doubled since 2010 (6.7%) and this is a statistically significant difference. This will in part reflect an increase in online activity in general.

Of **all respondents** of the survey, 10.6% had gambled online in the last year, this compares with 5.4% in 2010.

**Figure 6.1: Method of gambling (gambling participants)**

(n = 662)



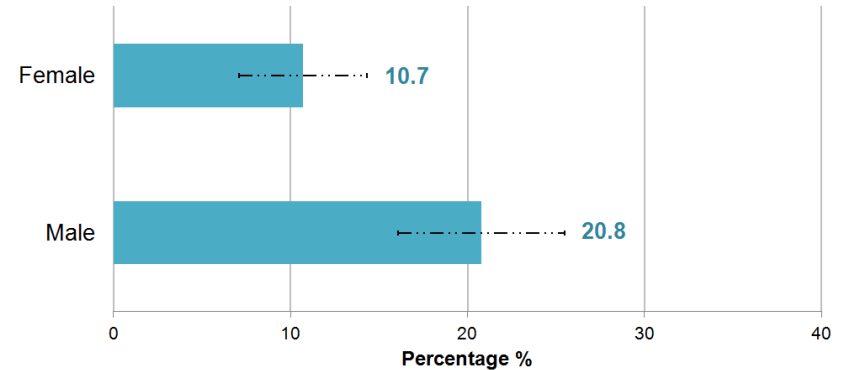
## Online gambling by gender and age

The proportion of respondents who gambled 'in person' is broadly the same for males (94.7%) and females (95.8%). However male respondents (20.8%) were almost twice as likely to gamble 'online' as female respondents (10.7%). This difference was statistically significant (Figure 6.2).

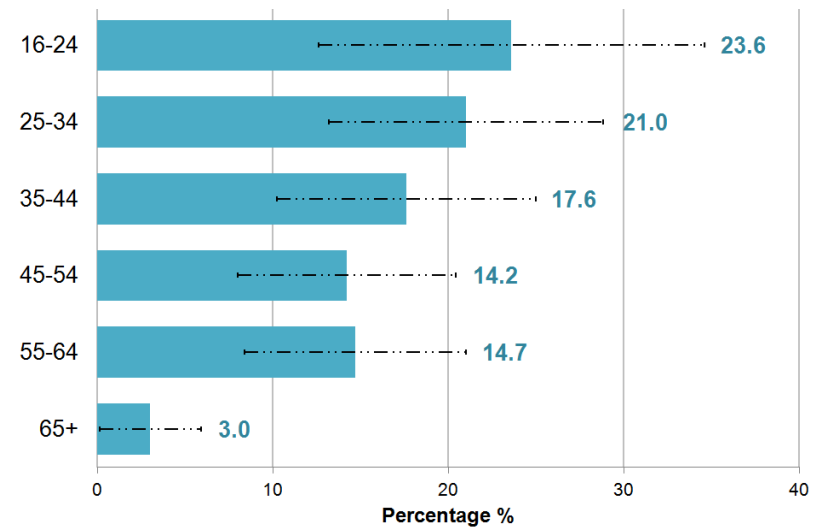
Online gambling appears to generally decrease with age (Figure 6.3). The lowest percentage of online gamblers was the 65+ age group (3.0%). This group was the only one that was statistically significant when compared to all other age groups. Again, this will in part reflect the demographics of those who engage in online activity in general.

**Figure 6.2: Online gambling by gender (gambling participants)**

(n = 662)



**Figure 6.3: Online Gambling by age groups (gambling participants)** (n = 662)



Of the top four most popular gambling types, ‘betting on an event or sport’ has the highest online engagement with nearly a quarter (24.0%) of participants betting online in the last 12 months (Table 6.1).

Of the less popular types, ‘football pools’ (26.6%), ‘tables games’ (23.7%) and ‘bingo cards or tickets’ (21.9%) had the largest proportion of participants using ‘online’ methods of participation.

**Table 6.1: Gambling types by method**

	<b>Gambling method (%)</b>			<b>Overall % of those surveyed</b>
	<b>In person</b>	<b>Online</b>	<b>Other</b>	
<b>Gambling Type</b>				
Tickets for National Lottery draws	94.6	8.0	0.0	46.8
Scratchcards or instant win games	99.7	0.3	0.0	23.7
Betting on event or sport	81.8	24.0	2.6	22.8
Other lottery, raffle or ballot	98.1	0.9	2.1	20.6
Fruit/slot machines	97.9	4.6	0.0	6.6
Bingo cards or tickets	78.1	21.9	0.0	4.6
Football pools	83.0	26.6	0.0	2.7
Private betting	100.0	0.0	0.0	2.4
Tables games	76.3	23.7	0.0	1.9
Virtual gaming machines in bookmakers*	100.0	0.0	0.0	1.6

\* can only participate in person

## 7. Amount spent on gambling

When asking people to detail their spending on gambling there are several ways that the term 'spend' could be interpreted:

- 'stake' (the amount bet on an individual event), outlay (total spent in a session);
- turnover (total spent including re-invested winnings) and;
- net expenditure (total gambled minus any winnings)

For the purposes of this survey, spend was described to respondents as **'the total amount of money risked in the past 7 days, i.e. this does not take into consideration any earnings or losses from the bet'**.

Spending bands were created and, for each gambling type, respondents were asked to indicate which band their spend fell into for the previous 7 days. The estimated average weekly spend was calculated for each type by substituting the midpoint of each band as a numeric value and using this value to calculate the overall money spent for each type.

It is important to note that since estimated spend was calculated from banded rather than exact numeric data, they should not be viewed as exact figures, but rather a tool for comparing different groups. Moreover, the maximum value in each case was simply taken as the highest response category (e.g. £200.00) and any outlying high values could not be taken into account. Full details on this methodology are contained in the Technical Notes published alongside this report.



### Estimated average spend in the last 7 days

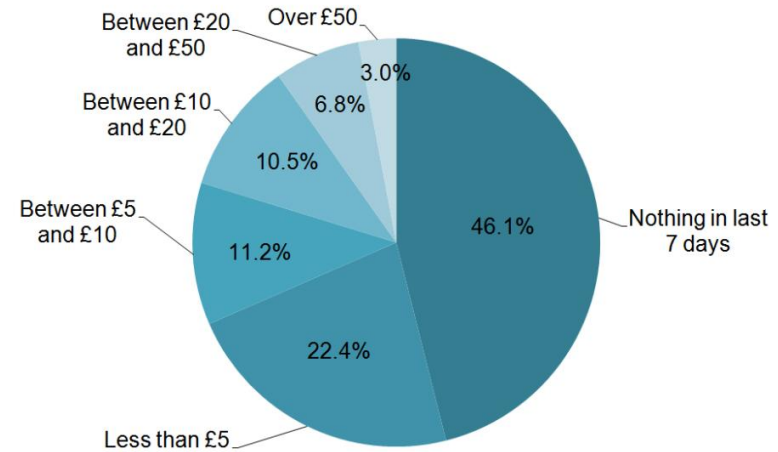
Nearly half (46.1%) of all respondents (Figure 7.1) had not gambled in the last 7 days. Another third had spent either less than £5 (22.4%) or between £5 and £10 (11.2%).

Only a small proportion had spent over £50 (3.0%).

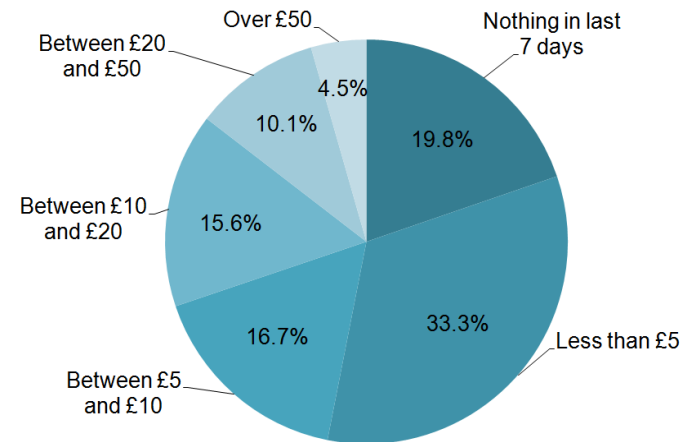
When we look only at those who had gambled in the last year, one in five (19.8%) had not gambled in the previous 7 days (Figure 7.2). Half of those who had gambled in the last 7 days had spent under £10.

Fewer than one in 20 gamblers (4.5%) had spent more than £50 in the last 7 days.

**Figure 7.1: Estimated spend in last 7 days (all respondents)**



**Figure 7.2: Estimated spend in last 7 days (gamblers only)**  
(n=662)

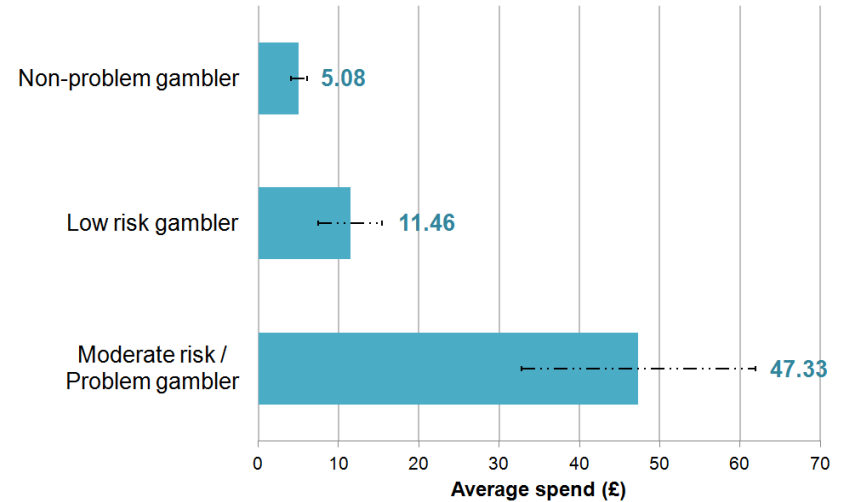


### Estimated average weekly spend by PGSI category

The estimated average weekly spend of 'non-problem gamblers' is £5.08, and this increases to £11.46 for 'low risk gamblers' and increases again to £47.33 for moderate risk/problem gamblers (Figure 7.3).

The differences between the three groups are statistically significant.

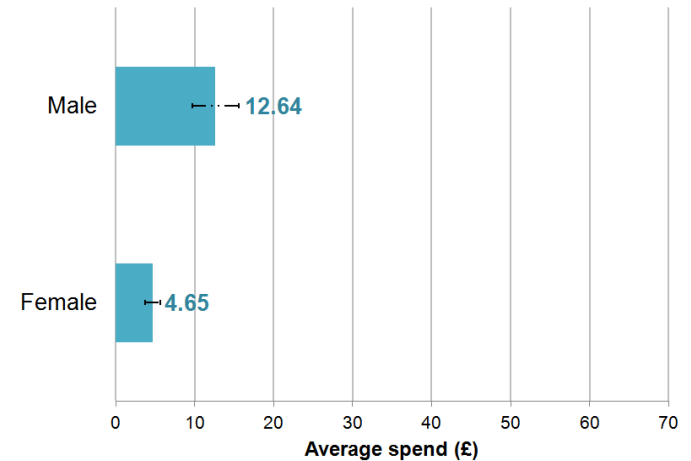
**Figure 7.3: Estimated average weekly spend by PGSI category**  
(n=1003)



### Estimated average weekly spend by gender

Male respondents spent over twice the estimated average weekly spend of females with males spending £12.64 and females spending £4.65 (Figure 7.4). These differences between males and females are statistically significant.

**Figure 7.4: Estimated average spend by gender**



## 8. Attitudes towards Sunday gambling and gambling advertisements

Current legislation in relation to gambling and betting in Northern Ireland separates it from the rest of the United Kingdom and from the Republic of Ireland in that Sunday opening is prohibited. Gambling opportunities are still available, such as crossing the border or playing online. Respondents were asked their opinions on Sunday opening and also how frequently they bet on a Sunday.

With a growth in advertising by gambling companies, the survey also asked for respondents' attitudes towards various aspects of gambling advertisements. Where respondents had seen or heard gambling advertisements in the past month was also determined.

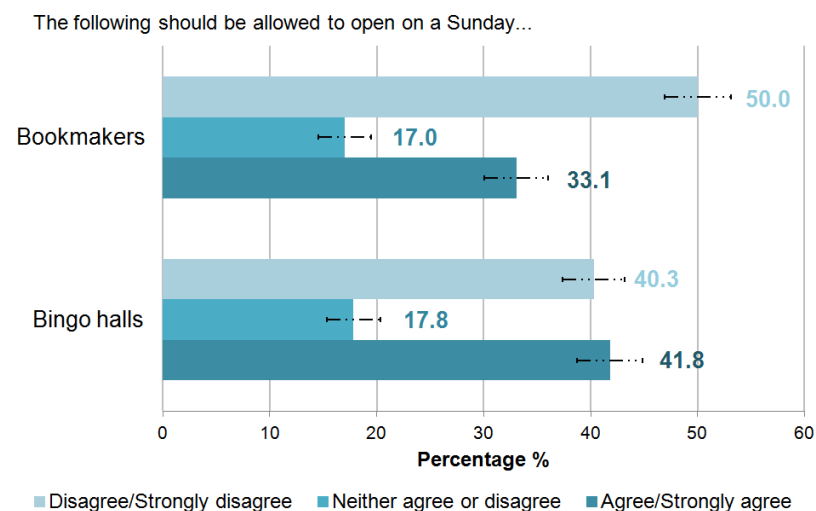
### Attitudes to Sunday opening

Respondents were asked whether bookmakers and bingo halls should be allowed to open on Sundays.

Half of respondents (50.0%) disagreed or strongly disagreed that bookmakers should open on a Sunday. There was a statistically significant difference between all three opinions (Figure 8.1).

However, when looking at bingo halls, there is no statistical significance between agreeing or disagreeing that they should open on a Sunday (40.3% disagreed or strongly disagreed and 41.8% agreed or strongly agreed).

**Figure 8.1: Attitudes to Sunday opening** (n = 1003)



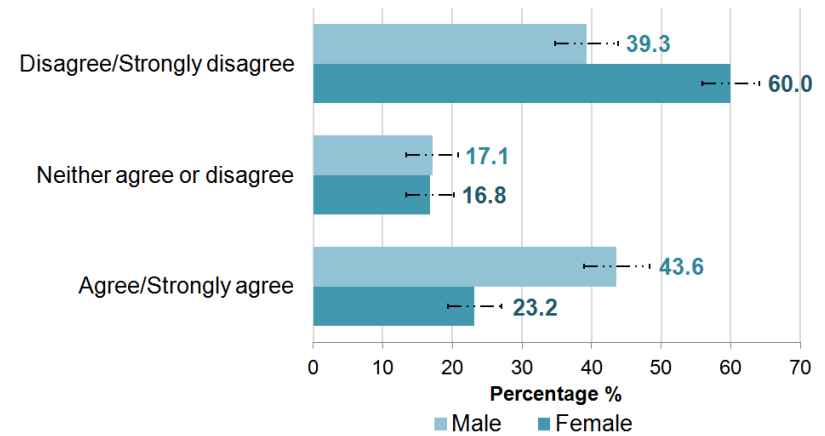
### Attitudes to Sunday gambling by gender

There was a difference between males' and females' attitudes to Sunday opening.

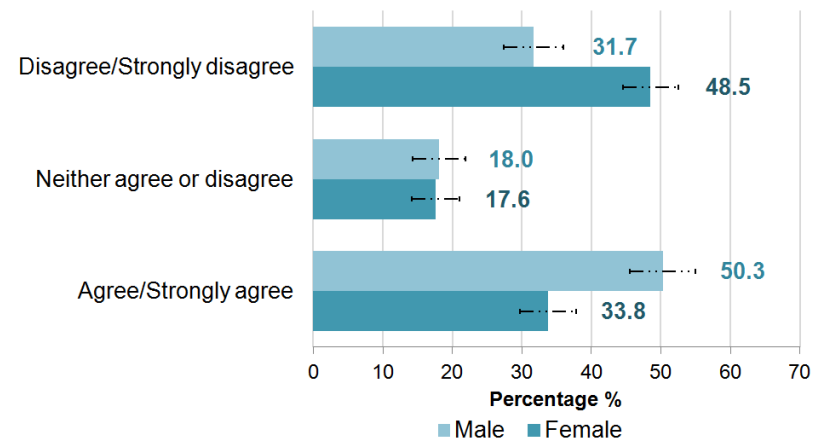
Female respondents were more likely than males to 'disagree' or 'strongly disagree' that bookmakers or bingo halls should be open on a Sunday (Figures 8.2 and 8.3).

Over half of males (50.3%) agreed or strongly agreed that bingo halls should be open on a Sunday.

**Figure 8.2: Attitudes to bookmakers opening on Sunday by gender (n = 1003)**



**Figure 8.3: Attitudes to bingo halls opening on Sunday by gender (n=1003)**

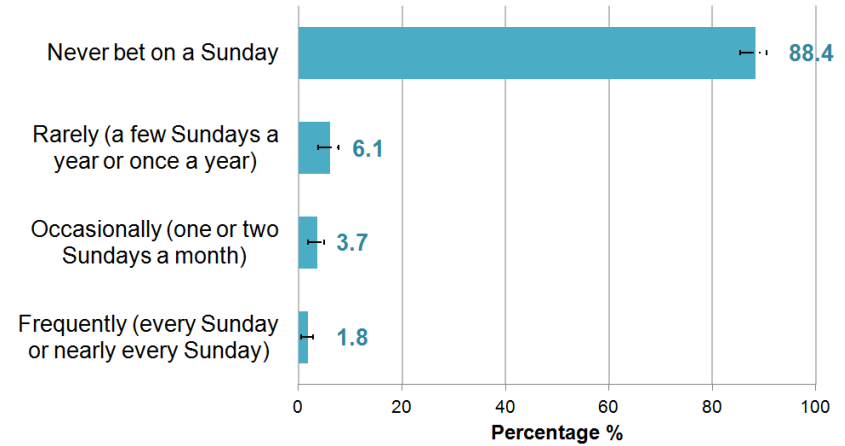


## Participation in gambling on a Sunday

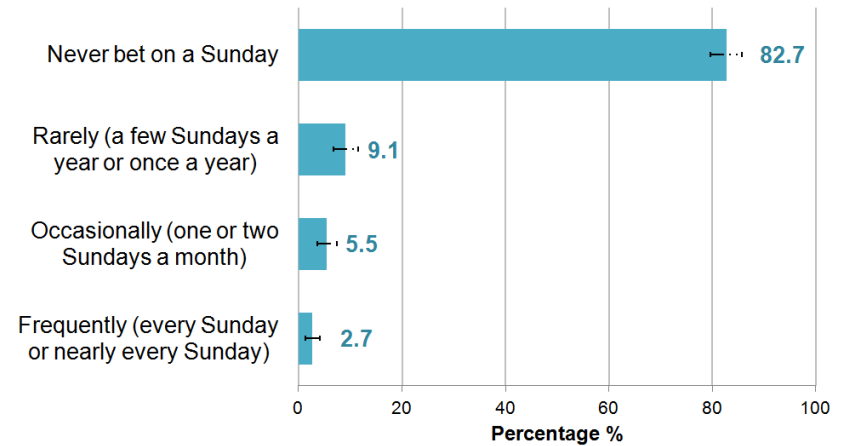
Respondents were also asked how often they bet on a Sunday. The majority of respondents (88.4%) had never bet on a Sunday. Fewer than one in 50 respondents (1.8%) had bet every Sunday or nearly every Sunday (Figure 8.4).

When non-gamblers are excluded, the majority (82.7%) still did not gamble on a Sunday (Figure 8.5).

**Figure 8.4: Sunday betting activity (all respondents)**



**Figure 8.5: Sunday betting activity (gambling participants only) (n=662)**



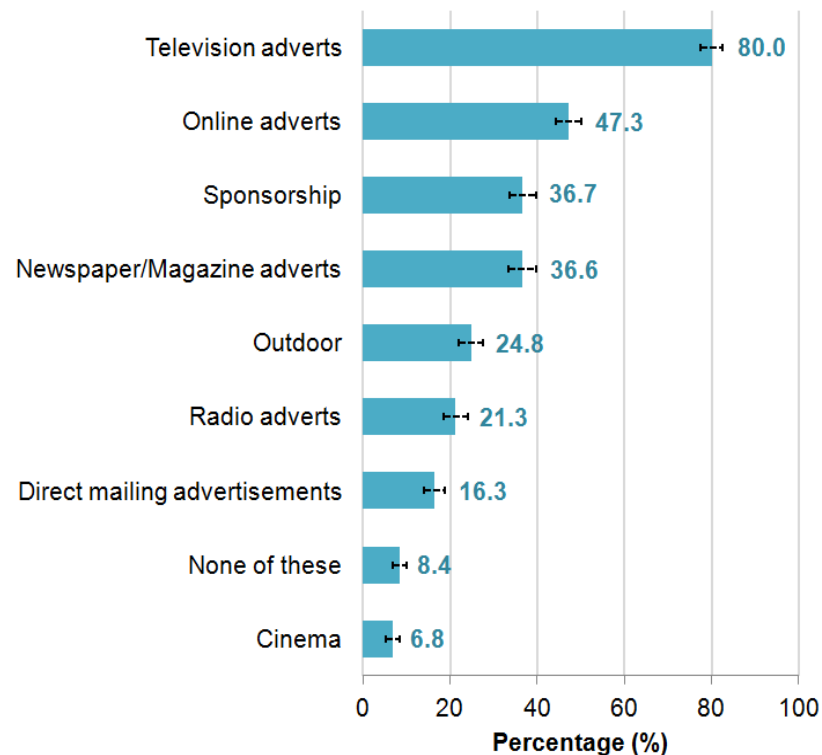
## Gambling advertising

The respondents were asked what type of advertisements for gambling they had seen or heard of in the past month. They were able to pick more than one option.

Figure 8.6 shows that 'television adverts' (80.0%) was the most common form of advertisement seen or heard followed by 'online adverts' (47.3%), 'sponsorship' (36.7%) and 'newspaper/magazine adverts' (36.6%).

Almost one tenth of respondents (8.4%) had not seen advertisements for gambling through any of these methods in the past month.

**Figure 8.6: Gambling advertisements seen or heard in past month**



Respondents were then asked whether they agreed or disagreed with statements relating to gambling advertisements and the results are shown in Figure 8.7.

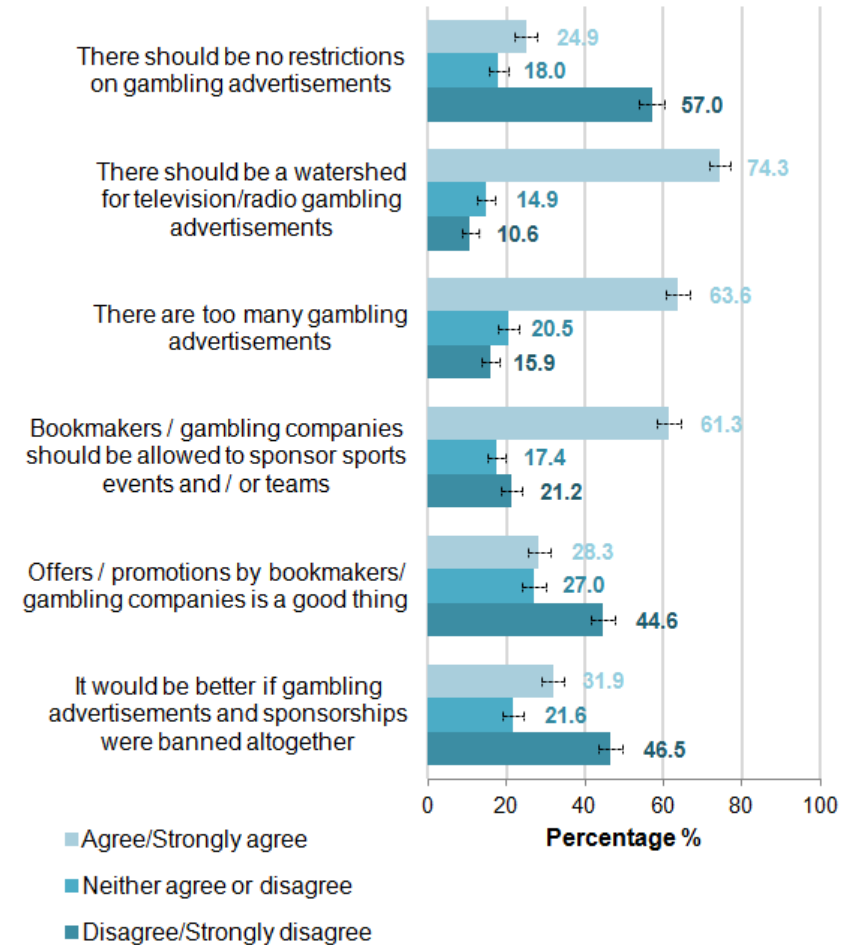
The majority (63.6%) of respondents felt there were ‘too many gambling advertisements’.

There was a majority of respondents in support of some restrictions to gambling advertisements with over half (57.0%) disagreeing that there should be no restrictions and a majority (74.3%) in support of a watershed for gambling advertisements.

Almost half (46.5%) were against banning gambling advertising and sponsorships and a majority (61.3%) felt that ‘bookmakers/gambling companies should be allowed to sponsor sports events or teams’.

The differences between ‘agree/strongly agree’ and ‘disagree/strongly disagree’ were statistically significant for all statements.

**Figure 8.7: Attitudes towards gambling advertising** (refused not included in graph)



## Annex 1: Summary of technical notes

Full technical notes have been released alongside this main publication.

### Sample

The Gambling Prevalence study was undertaken by interviewing 1004 adults, aged 16 and over, who reside in Northern Ireland. The interviews were carried out face-to-face in the respondent's home using computer assisted personal interviewing (CAPI).

### Sampling design

The population sampling frame was individuals, aged 16 and over, living in households in Northern Ireland. Respondents were selected randomly from the Pointer database, the address database for Northern Ireland created and maintained by Land and Property Services. The Pointer database is the most up-to-date listing of households in Northern Ireland. A stratified random sample approach was used in order to ensure that the study was representative of the adult population living across the whole of Northern Ireland.

### Data collection

Surveys were carried out by an external provider, Perceptive Insight. Fieldwork was conducted between June and August 2016.

### Weighting

Weighting was carried out using a cell-based weighting technique which adjusts the sample so that the data is made more representative of the population. In this instance the data were weighted to calibrate the achieved household sample so that the distributions for age, gender and area of Northern Ireland matched the 2015 NISRA Mid-Year Population Estimates.



## Response rate

ASU provided 2,000 household addresses to Perceptive Insight. A number of these were found to have issues with the address such as the property being vacant or derelict. Therefore the effective sample was 1,883. With 1,004 successful survey responses, the overall response rate was 53.3% (Table A1.1).

**Table A1.1: Gambling Survey response rate**

	<b>Number of households</b>
<b>Addresses issued in total</b>	<b>2,000</b>
Appointment made, not used as quota reached	4
Vacant/derelict/damaged	51
Address not found	22
Non residential	18
Could not gain access to the property	22
<b>Effective sample</b>	<b>1,883</b>
Household refusal	258
Selected respondent refusal	148
No response from household	284
Exhausted contact after 3 calls	178
Selected respondent away during survey period	11
<b>Successful</b>	<b>1,004</b>
<b>Overall response rate</b>	<b>53.3%</b>

## Statistical significance

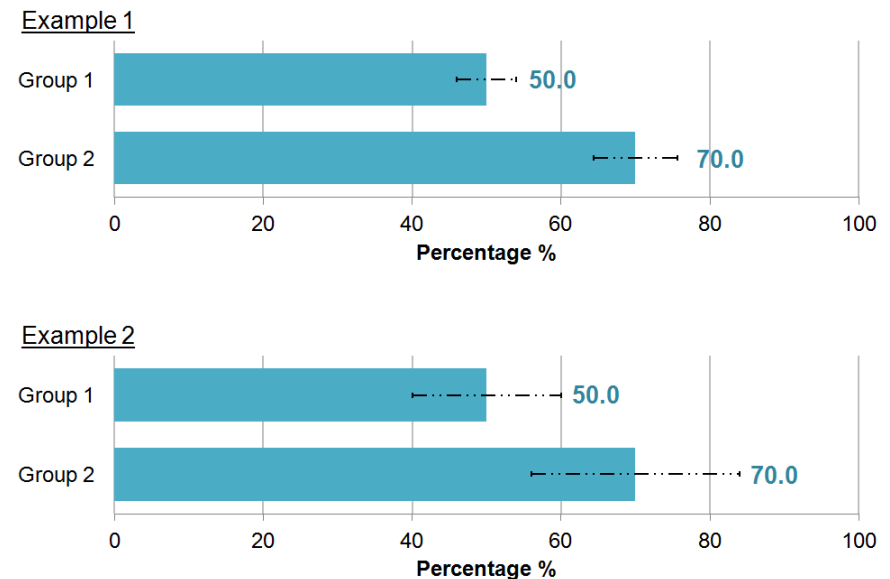
Any statements in this report regarding differences between groups such as gender, age etc., are statistically significant at the 95% confidence level, unless otherwise stated. This means that we can be 95% confident that the differences between groups are actual differences and have not just arisen by chance.

## Interpreting error bars

Where appropriate, we have conveyed confidence intervals in tables, graphs and charts. For example, in bar charts we have included “error bars” to show the uncertainty around estimates. If error bars overlap for two groups, we cannot conclude there is a statistically significant difference between the two groups.

In Example 1, the difference between the two groups is statistically significant at the 95% confidence level. However, in Example 2 we could not make the conclusion. This doesn't mean there isn't a real difference between the two groups, but there simply isn't enough evidence to make a conclusion.

**Figure A1.1: Interpreting error bars**



## Annex 2: Effect of changes to 2010 methodology

ASU have made changes and improvements to the methodology used for the 2010 survey. These changes to the methodology for the 2016 have now been applied to the 2010 survey to ensure the results for the two studies were fully comparable.

These include changes to:

- weighting technique;
- increased data cleaning;
- changes to how missing values are treated for Problem Gambling Severity Index and;
- changes to how missing values are treated for the attitudes to gambling scale

Further details on these are available in the full Technical Notes document.

These changes have resulted in revisions to the 2010 results.

The impacts on key results are as highlighted in Table A2.1.

**Table A2.1: Revised 2010 Gambling Prevalence Survey headline figures**

		Percentage %	
		Original Figure	Updated Figure
<b>Gambling Participation</b>	Participated - Yes	75.4	79.8
	Participated - No	24.6	20.2
<b>PGSI</b>	Non-problem gambler	84.4	83.3
	Low-risk gambler	8.1	8.2
	Medium-risk gambler	5.3	5.9
	Problem gambler	2.2	2.6
<b>Attitudes to gambling</b>	Favourable	23.8	26.7
	Neutral	8.8	7.8
	Unfavourable	67.4	65.5

### Annex 3: Scoring the attitude scale

A scale was used in the 2010 survey to measure overall attitudes to gambling and it has been repeated for the 2016 survey. Respondents were asked about their level of agreement with eight attitudinal statements about gambling (Table A3.1). Each statement was scored from one to five depending on the response.

A score of 24 shows a neutral attitude towards gambling, a score greater than 24 shows a favourable attitude and a score less than 24 shows an unfavourable attitude (Table A3.2).

**Table A3.1: Attitudinal questions**

Statements
People should have the right to gamble whenever they want
There are too many opportunities for gambling nowadays
Gambling should be discouraged
Most people who gamble do so sensibly
Gambling is dangerous for family life
On balance gambling is good for society
Gambling livens up life
It would be better if gambling was banned altogether

**Table A3.2: Attitudinal Classification Categories**

Attitude Score	Attitude Category
8-23	Unfavourable attitude
24	Neutral Attitude
25-40	Favourable Attitude

## Annex 4: The Problem Gambling Severity Index (PGSI)

The PGSI was developed over a three-year period as a means of measuring the rate of problem, at-risk and non-problem gambling. The instrument itself has been subject to critical evaluation and has been used in a range of other national prevalence surveys globally, including other parts of the UK.

The PGSI consists of nine questions on areas such as betting more than can be afforded, “chasing losses”, financial difficulties caused by gambling and associated health problems.

Each question is assessed on a four-point scale: ‘never’, ‘sometimes’, ‘most of the time’, ‘almost always’. Responses to question are scored from zero to three (Table A4.1).

When scores to each question are summed, a total score ranging from zero to 27 is possible. The total score determines which PGSI group an individual is classified as belonging to (Table A4.2).

**Table A4.1: PGSI response scores**

	<b>Score</b>
<b>Response</b>	
Never	0
Rarely	1
Most of the time	2
Almost Always	3

**Table A4.2: PGSI groups**

	<b>Group</b>	<b>Interpretation</b>
<b>Total Score</b>		
0	Non-problem gambler	No identified consequences
1-2	Low risk gambler	Low level of problems with few or no identified negative consequences
3-7	Moderate risk gambler	Moderate level of problems leading to some negative consequences
8 or more	Problem Gambler	Problem gambling with negative consequences and a possible loss of control