

Ignition One – Online gambling, consumer survey

METHODOLOGY NOTE

ComRes interviewed 2,051 GB adults online between 9th and 12th April 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 1

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

Summary

Base: All respondents

	Statements					
	"Problem gambling" should be considered a priority for the government	It is more difficult to ensure the safety of gamblers when placing bets online, in comparison to bets placed in betting shops or casinos	Online gambling companies should pay tax in all the countries they operate in, not only in the country in which they are registered	The online gambling industry contributes positively to the UK economy	I think advertising for online gambling companies in the UK targets the right audience	I am concerned about the amount of advertising for online gambling companies
Unweighted base	2051	2051	2051	2051	2051	2051
Weighted base	2051	2051	2051	2051	2051	2051
NET: Agree	1194 58%	1327 65%	1587 77%	530 26%	440 21%	1378 67%
Strongly agree (4)	447 22%	598 29%	1021 50%	84 4%	105 5%	734 36%
Tend to agree (3)	747 36%	730 36%	565 28%	446 22%	335 16%	645 31%
Tend to disagree (2)	404 20%	217 11%	99 5%	510 25%	529 26%	269 13%
Strongly disagree (1)	103 5%	48 2%	33 2%	387 19%	534 26%	124 6%
NET: Disagree	507 25%	266 13%	132 6%	898 44%	1064 52%	393 19%
Don't know	349 17%	458 22%	332 16%	624 30%	547 27%	280 14%
Mean	2.90	3.18	3.50	2.16	2.01	3.12
Standard deviation	0.86	0.78	0.69	0.89	0.93	0.91
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

“Problem gambling” should be considered a priority for the government

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1194 58%	621 62%	573 55%	114 47%	158 46%	187 54%	206 56%	192 63%	337 75%	315 57%	304 53%	273 61%	302 62%	134 51%	472 53%
Strongly agree	(4) 447 22%	242 24%	205 20%	29 12%	47 13%	60 17%	73 20%	85 28%	153 34%	125 23%	107 19%	98 22%	116 24%	46 18%	159 18%
Tend to agree	(3) 747 36%	379 38%	367 35%	85 35%	111 32%	127 37%	133 36%	107 35%	184 41%	190 35%	196 35%	175 39%	186 38%	88 34%	314 35%
Tend to disagree	(2) 404 20%	208 21%	196 19%	45 18%	79 23%	70 20%	92 25%	54 18%	65 15%	110 20%	135 24%	89 20%	70 14%	71 27%	194 22%
Strongly disagree	(1) 103 5%	51 5%	52 5%	16 7%	15 4%	20 6%	16 4%	24 8%	12 3%	35 6%	22 4%	24 5%	22 5%	13 5%	50 6%
NET: Disagree	507 25%	259 26%	248 24%	61 25%	94 27%	90 26%	108 30%	77 25%	77 17%	145 26%	157 28%	113 25%	92 19%	84 32%	243 27%
Don't know	349 17%	125 12%	224 21%	69 28%	93 27%	68 20%	51 14%	35 12%	33 7%	88 16%	107 19%	61 14%	93 19%	44 17%	171 19%
Mean	2.90	2.92	2.88	2.72	2.75	2.82	2.84	2.94	3.15	2.88	2.84	2.90	3.01	2.77	2.81
Standard deviation	0.86	0.86	0.85	0.85	0.82	0.85	0.84	0.93	0.79	0.89	0.83	0.85	0.84	0.85	0.86
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Online Gambling Survey

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Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

“Problem gambling” should be considered a priority for the government

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1194 58%	99 53%	64 62%	1032 58%	44 54%	138 61%	103 56%	109 59%	79 55%	119 58%	151 57%	178 62%	110 59%	347 53%	230 50%	117 63%	134 58%	848 60%
Strongly agree	(4) 447 22%	52 28%	27 26%	369 21%	18 22%	42 18%	42 23%	48 26%	21 14%	45 22%	48 18%	61 21%	45 24%	111 17%	73 16%	38 20%	51 22%	337 24%
Tend to agree	(3) 747 36%	47 25%	37 36%	663 38%	26 32%	96 42%	62 33%	61 33%	59 41%	75 37%	103 39%	116 41%	65 35%	236 36%	157 34%	79 42%	83 36%	511 36%
Tend to disagree	(2) 404 20%	39 21%	20 19%	346 20%	17 21%	41 18%	37 20%	29 16%	36 25%	44 21%	53 20%	56 19%	33 18%	149 23%	122 26%	27 14%	60 26%	255 18%
Strongly disagree	(1) 103 5%	8 4%	9 9%	86 5%	2 3%	10 5%	7 4%	16 9%	11 8%	10 5%	12 5%	8 3%	9 5%	50 8%	41 9%	9 5%	10 4%	53 4%
NET: Disagree	507 25%	47 26%	29 28%	431 24%	19 24%	51 23%	44 24%	45 24%	47 33%	54 26%	66 25%	64 22%	42 23%	199 31%	163 35%	36 19%	70 30%	308 22%
Don't know	349 17%	39 21%	10 9%	301 17%	18 22%	37 16%	38 20%	30 16%	17 12%	32 16%	50 19%	46 16%	33 18%	103 16%	69 15%	34 18%	27 12%	247 18%
Mean	2.90	2.98	2.88	2.90	2.94	2.89	2.94	2.92	2.70	2.89	2.86	2.96	2.96	2.75	2.67	2.95	2.86	2.98
Standard deviation	0.86	0.92	0.94	0.84	0.83	0.81	0.85	0.96	0.84	0.85	0.82	0.79	0.87	0.88	0.90	0.82	0.85	0.83
Standard error	0.02	0.08	0.09	0.02	0.10	0.06	0.07	0.08	0.07	0.08	0.06	0.05	0.07	0.04	0.05	0.07	0.06	0.02

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Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

It is more difficult to ensure the safety of gamblers when placing bets online, in comparison to bets placed in betting shops or casinos

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1327 65%	655 65%	673 64%	145 59%	186 54%	218 63%	246 67%	222 73%	311 70%	372 68%	362 64%	280 63%	314 64%	179 68%	531 60%
Strongly agree	(4) 598 29%	309 31%	288 28%	48 20%	69 20%	92 27%	107 29%	130 43%	152 34%	160 29%	151 27%	127 28%	160 33%	66 25%	229 26%
Tend to agree	(3) 730 36%	345 34%	385 37%	97 40%	116 34%	126 37%	139 38%	93 31%	159 36%	211 39%	211 37%	153 34%	155 32%	113 43%	302 34%
Tend to disagree	(2) 217 11%	133 13%	85 8%	28 12%	48 14%	49 14%	44 12%	18 6%	29 6%	54 10%	59 10%	64 14%	40 8%	33 12%	124 14%
Strongly disagree	(1) 48 2%	28 3%	20 2%	6 3%	5 1%	6 2%	5 1%	13 4%	13 3%	10 2%	12 2%	14 3%	13 3%	7 3%	23 3%
NET: Disagree	266 13%	161 16%	105 10%	35 14%	54 16%	55 16%	49 13%	31 10%	42 9%	64 12%	71 13%	78 17%	53 11%	40 15%	147 17%
Don't know	458 22%	190 19%	268 26%	65 26%	106 31%	72 21%	71 19%	51 17%	93 21%	113 21%	135 24%	89 20%	120 25%	43 16%	209 24%
Mean	3.18	3.15	3.21	3.04	3.04	3.11	3.18	3.34	3.27	3.20	3.16	3.10	3.26	3.09	3.09
Standard deviation	0.78	0.81	0.73	0.75	0.76	0.77	0.74	0.82	0.77	0.74	0.76	0.82	0.79	0.76	0.81
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

It is more difficult to ensure the safety of gamblers when placing bets online, in comparison to bets placed in betting shops or casinos

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1327 65%	116 63%	78 76%	1133 64%	55 67%	162 72%	123 67%	119 64%	95 66%	122 59%	152 57%	187 65%	119 65%	408 63%	286 62%	121 65%	161 69%	920 66%
Strongly agree	(4) 598 29%	55 30%	36 36%	506 29%	30 37%	78 35%	47 26%	46 25%	42 29%	58 28%	67 25%	85 30%	53 29%	155 24%	113 24%	42 22%	76 33%	443 32%
Tend to agree	(3) 730 36%	61 33%	42 40%	627 36%	25 30%	84 37%	76 41%	73 40%	53 37%	64 31%	84 32%	101 35%	66 36%	253 39%	174 38%	80 43%	85 37%	476 34%
Tend to disagree	(2) 217 11%	18 10%	5 5%	195 11%	8 9%	15 7%	15 8%	29 16%	17 12%	25 12%	43 16%	23 8%	21 11%	112 17%	86 19%	26 14%	23 10%	105 8%
Strongly disagree	(1) 48 2%	5 3%	1 1%	42 2%	2 3%	6 3%	8 4%	* *	3 2%	5 2%	8 3%	3 1%	6 3%	21 3%	16 3%	5 3%	4 2%	28 2%
NET: Disagree	266 13%	23 12%	6 6%	237 13%	10 12%	21 9%	23 12%	29 16%	21 14%	29 14%	51 19%	26 9%	27 15%	132 20%	101 22%	31 17%	27 11%	133 10%
Don't know	458 22%	46 25%	18 18%	394 22%	17 21%	43 19%	38 21%	36 20%	28 20%	54 26%	64 24%	75 26%	39 21%	109 17%	74 16%	34 18%	44 19%	349 25%
Mean	3.18	3.20	3.34	3.17	3.27	3.28	3.11	3.11	3.15	3.16	3.04	3.27	3.14	3.00	2.99	3.04	3.24	3.27
Standard deviation	0.78	0.80	0.67	0.78	0.81	0.75	0.80	0.71	0.78	0.81	0.84	0.70	0.81	0.80	0.82	0.76	0.74	0.75
Standard error	0.02	0.07	0.07	0.02	0.10	0.05	0.07	0.06	0.07	0.08	0.06	0.05	0.06	0.04	0.04	0.06	0.05	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

Online gambling companies should pay tax in all the countries they operate in, not only in the country in which they are registered

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1587 77%	828 82%	759 73%	144 59%	209 61%	254 74%	307 84%	263 86%	409 92%	451 82%	429 76%	337 75%	370 76%	195 74%	658 74%
Strongly agree	(4) 1021 50%	555 55%	466 45%	66 27%	124 36%	159 46%	185 51%	190 62%	297 67%	304 55%	266 47%	206 46%	245 50%	108 41%	402 45%
Tend to agree	(3) 565 28%	272 27%	293 28%	77 32%	85 25%	95 28%	123 34%	74 24%	112 25%	148 27%	163 29%	130 29%	125 26%	87 33%	255 29%
Tend to disagree	(2) 99 5%	49 5%	50 5%	22 9%	38 11%	18 5%	9 3%	6 2%	6 1%	22 4%	34 6%	27 6%	17 3%	16 6%	47 5%
Strongly disagree	(1) 33 2%	11 1%	22 2%	13 6%	3 1%	5 1%	3 1%	6 2%	3 1%	7 1%	5 1%	8 2%	13 3%	10 4%	10 1%
NET: Disagree	132 6%	60 6%	72 7%	36 15%	41 12%	23 7%	12 3%	12 4%	9 2%	28 5%	39 7%	35 8%	30 6%	26 10%	56 6%
Don't know	332 16%	118 12%	215 21%	64 26%	96 28%	68 20%	46 13%	29 10%	29 6%	69 13%	100 18%	75 17%	88 18%	41 16%	173 20%
Mean	3.50	3.55	3.45	3.09	3.32	3.48	3.53	3.62	3.68	3.56	3.48	3.44	3.51	3.32	3.47
Standard deviation	0.69	0.66	0.73	0.89	0.77	0.69	0.60	0.64	0.54	0.65	0.68	0.72	0.73	0.80	0.68
Standard error	0.02	0.02	0.03	0.06	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

Online gambling companies should pay tax in all the countries they operate in, not only in the country in which they are registered

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1587 77%	133 72%	90 87%	1364 77%	59 72%	178 79%	149 81%	142 77%	120 83%	152 74%	192 72%	230 80%	143 77%	490 75%	347 75%	143 77%	177 77%	1097 78%
Strongly agree	(4) 1021 50%	80 43%	68 66%	874 50%	39 47%	119 53%	99 54%	88 48%	83 58%	97 47%	108 41%	146 51%	95 52%	278 43%	200 43%	78 42%	110 47%	743 53%
Tend to agree	(3) 565 28%	53 29%	22 21%	491 28%	20 25%	59 26%	49 27%	55 30%	36 25%	56 27%	84 31%	84 29%	47 26%	211 33%	146 32%	65 35%	68 29%	354 25%
Tend to disagree	(2) 99 5%	15 8%	2 2%	82 5%	8 9%	9 4%	4 2%	15 8%	7 5%	7 4%	18 7%	10 4%	4 2%	37 6%	25 5%	11 6%	22 10%	63 4%
Strongly disagree	(1) 33 2%	- -	1 1%	32 2%	1 1%	8 3%	5 3%	2 1%	1 1%	5 2%	8 3%	3 1%	* *	11 2%	10 2%	1 1%	9 4%	21 2%
NET: Disagree	132 6%	15 8%	3 3%	114 6%	8 10%	17 7%	9 5%	17 9%	8 6%	12 6%	25 9%	13 5%	4 2%	48 7%	35 8%	13 7%	31 13%	84 6%
Don't know	332 16%	37 20%	10 9%	286 16%	15 18%	31 14%	27 15%	25 14%	16 11%	41 20%	49 18%	44 15%	38 21%	111 17%	80 17%	31 17%	23 10%	221 16%
Mean	3.50	3.43	3.69	3.49	3.44	3.48	3.54	3.43	3.58	3.49	3.35	3.53	3.62	3.41	3.41	3.41	3.33	3.54
Standard deviation	0.69	0.68	0.57	0.70	0.73	0.76	0.70	0.72	0.63	0.72	0.78	0.64	0.55	0.71	0.73	0.67	0.83	0.68
Standard error	0.02	0.06	0.06	0.02	0.09	0.05	0.06	0.06	0.05	0.06	0.06	0.04	0.04	0.03	0.04	0.05	0.06	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 8

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

The online gambling industry contributes positively to the UK economy

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	530 26%	304 30%	226 22%	74 30%	87 25%	81 23%	114 31%	61 20%	112 25%	143 26%	156 27%	127 28%	104 21%	85 32%	254 29%
Strongly agree	(4) 84 4%	45 4%	39 4%	14 6%	20 6%	11 3%	16 4%	12 4%	12 3%	32 6%	26 5%	10 2%	16 3%	25 10%	36 4%
Tend to agree	(3) 446 22%	259 26%	186 18%	60 25%	67 20%	70 20%	98 27%	49 16%	100 22%	111 20%	130 23%	117 26%	88 18%	60 23%	217 25%
Tend to disagree	(2) 510 25%	259 26%	251 24%	56 23%	94 27%	74 21%	99 27%	74 24%	114 26%	142 26%	137 24%	106 24%	126 26%	66 25%	209 24%
Strongly disagree	(1) 387 19%	191 19%	196 19%	35 15%	46 13%	69 20%	63 17%	83 27%	91 20%	108 20%	93 16%	84 19%	102 21%	31 12%	159 18%
NET: Disagree	898 44%	451 45%	447 43%	91 37%	140 41%	142 41%	162 44%	157 52%	205 46%	250 46%	230 40%	190 43%	228 47%	97 37%	368 42%
Don't know	624 30%	250 25%	373 36%	78 32%	118 34%	122 35%	89 24%	86 28%	130 29%	156 28%	183 32%	130 29%	156 32%	80 30%	265 30%
Mean	2.16	2.21	2.10	2.32	2.27	2.10	2.24	1.95	2.11	2.17	2.23	2.17	2.06	2.43	2.21
Standard deviation	0.89	0.89	0.89	0.91	0.88	0.90	0.87	0.91	0.86	0.92	0.89	0.86	0.88	0.93	0.89
Standard error	0.02	0.03	0.04	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.04

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 9

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

The online gambling industry contributes positively to the UK economy

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	530 26%	51 27%	25 24%	455 26%	23 28%	70 31%	37 20%	58 32%	38 27%	43 21%	73 28%	57 20%	55 30%	251 39%	200 43%	51 27%	78 34%	278 20%
Strongly agree	(4) 84 4%	5 3%	7 7%	71 4%	4 5%	13 6%	1 1%	12 6%	9 6%	1 *	14 5%	8 3%	9 5%	45 7%	37 8%	8 4%	14 6%	39 3%
Tend to agree	(3) 446 22%	45 25%	17 17%	383 22%	19 23%	57 25%	36 20%	46 25%	29 20%	42 21%	60 22%	48 17%	46 25%	207 32%	164 35%	43 23%	64 28%	239 17%
Tend to disagree	(2) 510 25%	45 24%	27 26%	439 25%	19 23%	62 27%	47 25%	40 22%	34 24%	56 27%	53 20%	96 33%	32 17%	165 25%	111 24%	54 29%	70 30%	345 25%
Strongly disagree	(1) 387 19%	33 18%	22 22%	332 19%	14 17%	33 15%	44 24%	28 15%	23 16%	42 20%	54 20%	54 19%	40 22%	65 10%	43 9%	22 12%	34 15%	322 23%
NET: Disagree	898 44%	78 42%	49 48%	771 44%	33 40%	95 42%	91 49%	68 37%	57 40%	98 48%	108 40%	150 52%	72 39%	230 35%	154 33%	76 41%	104 45%	667 48%
Don't know	624 30%	56 30%	29 28%	539 31%	26 32%	61 27%	56 30%	58 32%	48 33%	64 31%	86 32%	81 28%	59 32%	167 26%	108 23%	59 32%	49 21%	456 33%
Mean	2.16	2.18	2.14	2.16	2.24	2.31	1.95	2.34	2.25	2.01	2.18	2.05	2.19	2.48	2.55	2.29	2.32	2.00
Standard deviation	0.89	0.87	0.97	0.89	0.91	0.88	0.82	0.93	0.93	0.79	0.95	0.81	0.96	0.84	0.84	0.83	0.87	0.87
Standard error	0.02	0.08	0.11	0.03	0.11	0.07	0.07	0.08	0.09	0.08	0.07	0.05	0.08	0.04	0.05	0.07	0.07	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 10

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

I think advertising for online gambling companies in the UK targets the right audience

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	440 21%	222 22%	219 21%	66 27%	112 33%	81 24%	77 21%	42 14%	62 14%	125 23%	135 24%	89 20%	91 19%	62 24%	236 27%
Strongly agree	(4) 5%	105 5%	53 5%	52 5%	18 7%	24 7%	15 4%	19 5%	13 4%	17 4%	36 7%	24 4%	27 6%	18 4%	62 7%
Tend to agree	(3) 16%	335 16%	168 17%	167 16%	48 20%	89 26%	67 19%	57 16%	29 10%	45 10%	89 16%	111 20%	62 14%	73 15%	174 20%
Tend to disagree	(2) 26%	529 26%	276 27%	253 24%	61 25%	88 26%	85 25%	105 29%	69 23%	121 27%	130 24%	145 25%	126 28%	128 26%	212 24%
Strongly disagree	(1) 26%	534 26%	275 27%	259 25%	41 17%	42 12%	80 23%	98 27%	116 38%	159 36%	155 28%	130 23%	118 26%	131 27%	191 22%
NET: Disagree	1064 52%	551 55%	513 49%	102 42%	130 38%	165 48%	202 55%	185 61%	280 63%	286 52%	275 48%	244 55%	259 53%	137 52%	404 46%
Don't know	547 27%	233 23%	314 30%	75 31%	103 30%	99 29%	87 24%	77 25%	105 24%	138 25%	159 28%	114 25%	136 28%	63 24%	248 28%
Mean	2.01	2.00	2.02	2.26	2.39	2.07	1.99	1.73	1.76	2.01	2.07	1.99	1.94	2.10	2.17
Standard deviation	0.93	0.92	0.93	0.95	0.88	0.91	0.91	0.89	0.86	0.97	0.90	0.93	0.89	0.97	0.97
Standard error	0.02	0.03	0.04	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.07	0.04

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 11

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

I think advertising for online gambling companies in the UK targets the right audience

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	440 21%	36 19%	26 26%	378 21%	21 25%	54 24%	26 14%	54 29%	33 23%	24 12%	78 29%	55 19%	34 19%	208 32%	171 37%	37 20%	59 26%	232 17%
Strongly agree	(4) 105 5%	9 5%	8 8%	88 5%	3 4%	17 7%	8 4%	13 7%	6 5%	2 1%	19 7%	11 4%	9 5%	50 8%	42 9%	7 4%	9 4%	55 4%
Tend to agree	(3) 335 16%	27 14%	18 18%	290 16%	17 21%	37 16%	19 10%	41 22%	26 18%	22 11%	59 22%	44 15%	25 14%	158 24%	129 28%	30 16%	51 22%	177 13%
Tend to disagree	(2) 529 26%	44 24%	33 32%	453 26%	15 18%	75 33%	49 27%	50 27%	41 28%	50 25%	58 22%	64 22%	52 28%	179 28%	108 23%	72 38%	72 31%	350 25%
Strongly disagree	(1) 534 26%	43 23%	24 23%	467 26%	26 32%	46 20%	57 31%	33 18%	31 22%	77 38%	53 20%	89 31%	54 29%	106 16%	67 14%	39 21%	58 25%	428 31%
NET: Disagree	1064 52%	87 47%	57 56%	920 52%	41 50%	120 53%	106 57%	83 45%	72 50%	127 62%	111 42%	153 53%	106 58%	285 44%	174 38%	111 59%	129 56%	778 56%
Don't know	547 27%	62 33%	19 19%	466 26%	20 25%	52 23%	52 28%	48 26%	39 27%	53 26%	78 29%	79 28%	44 24%	155 24%	117 25%	39 21%	43 19%	391 28%
Mean	2.01	2.01	2.13	2.00	1.97	2.14	1.83	2.25	2.07	1.67	2.23	1.89	1.93	2.31	2.42	2.04	2.06	1.86
Standard deviation	0.93	0.94	0.95	0.92	0.97	0.92	0.88	0.92	0.89	0.78	0.97	0.92	0.91	0.92	0.94	0.82	0.87	0.89
Standard error	0.02	0.09	0.10	0.03	0.12	0.07	0.08	0.08	0.08	0.07	0.07	0.06	0.07	0.04	0.05	0.07	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 12

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

I am concerned about the amount of advertising for online gambling companies

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1378 67%	677 67%	701 67%	135 55%	195 56%	218 63%	240 66%	220 72%	371 83%	391 71%	376 66%	298 67%	312 64%	175 67%	545 62%
Strongly agree	(4) 734 36%	356 35%	378 36%	56 23%	93 27%	110 32%	124 34%	136 45%	216 48%	209 38%	185 33%	170 38%	170 35%	84 32%	264 30%
Tend to agree	(3) 645 31%	321 32%	323 31%	79 32%	102 29%	108 31%	117 32%	84 28%	155 35%	183 33%	191 34%	129 29%	142 29%	91 35%	281 32%
Tend to disagree	(2) 269 13%	150 15%	119 11%	39 16%	48 14%	58 17%	57 16%	35 12%	32 7%	74 14%	59 10%	70 16%	66 14%	36 14%	139 16%
Strongly disagree	(1) 124 6%	75 7%	49 5%	9 4%	27 8%	22 6%	37 10%	17 6%	11 2%	22 4%	43 8%	27 6%	31 6%	14 6%	74 8%
NET: Disagree	393 19%	225 22%	168 16%	48 20%	75 22%	80 23%	94 26%	53 17%	43 10%	96 18%	102 18%	97 22%	97 20%	50 19%	212 24%
Don't know	280 14%	103 10%	177 17%	61 25%	76 22%	48 14%	31 8%	32 10%	32 7%	61 11%	90 16%	51 11%	78 16%	37 14%	129 15%
Mean	3.12	3.06	3.19	2.99	2.97	3.03	2.98	3.24	3.39	3.18	3.08	3.12	3.10	3.08	2.97
Standard deviation	0.91	0.94	0.87	0.85	0.96	0.93	0.99	0.91	0.74	0.85	0.93	0.93	0.94	0.89	0.96
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 13

Q.1 To what extent do you agree or disagree with each the following statements about gambling, online gambling and “problem gambling” in the UK?

With “problem gambling” we mean a need to continue gambling despite negative consequences (such as a consistent loss of money).

I am concerned about the amount of advertising for online gambling companies

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1378 67%	127 69%	78 76%	1173 66%	47 58%	164 73%	126 68%	124 67%	98 69%	142 69%	163 61%	178 62%	131 71%	399 61%	262 57%	137 73%	141 61%	979 70%
Strongly agree	(4) 734 36%	70 38%	44 43%	619 35%	25 31%	80 36%	76 41%	70 38%	51 35%	62 30%	93 35%	101 35%	62 34%	158 24%	102 22%	56 30%	74 32%	575 41%
Tend to agree	(3) 645 31%	57 31%	35 34%	553 31%	22 27%	84 37%	50 27%	54 29%	48 33%	81 39%	70 26%	77 27%	68 37%	241 37%	160 35%	81 43%	66 29%	404 29%
Tend to disagree	(2) 269 13%	26 14%	7 6%	237 13%	17 21%	18 8%	24 13%	28 15%	19 13%	18 9%	42 16%	45 16%	24 13%	112 17%	87 19%	26 14%	47 20%	157 11%
Strongly disagree	(1) 124 6%	7 4%	9 9%	108 6%	4 5%	9 4%	11 6%	11 6%	14 10%	16 8%	20 8%	18 6%	5 2%	63 10%	59 13%	4 2%	16 7%	61 4%
NET: Disagree	393 19%	33 18%	16 15%	344 20%	22 26%	28 12%	35 19%	39 21%	33 23%	34 17%	62 23%	62 22%	28 15%	175 27%	146 32%	29 16%	63 27%	217 16%
Don't know	280 14%	25 13%	9 8%	247 14%	13 16%	34 15%	24 13%	21 12%	12 8%	29 14%	42 16%	47 16%	25 14%	75 12%	54 12%	21 11%	28 12%	205 15%
Mean	3.12	3.19	3.20	3.11	2.99	3.22	3.18	3.12	3.03	3.07	3.04	3.09	3.19	2.86	2.75	3.14	2.98	3.25
Standard deviation	0.91	0.86	0.94	0.91	0.94	0.81	0.93	0.93	0.98	0.90	0.98	0.95	0.79	0.94	0.99	0.75	0.96	0.87
Standard error	0.02	0.07	0.09	0.02	0.11	0.06	0.08	0.07	0.08	0.08	0.07	0.06	0.06	0.04	0.05	0.06	0.07	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 14

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

Summary

Base: All respondents

	Statements					
	In the UK, there should be greater government regulation to ensure that gambling companies act responsibly towards their customers	Government regulation has little impact on ensuring that gambling companies act responsibly towards their customers	It is up to individuals themselves to ensure that they gamble safely	It is not gambling companies' responsibility to ensure that their customers gamble safely	Gambling companies should be required to make a financial contribution towards research, education and treatment of addicted gamblers	The gambling sector in the UK is currently not acting responsibly to ensure that their customers play safely
Unweighted base	2051	2051	2051	2051	2051	2051
Weighted base	2051	2051	2051	2051	2051	2051
NET: Agree	1471 72%	1267 62%	1473 72%	568 28%	1427 70%	1219 59%
Strongly agree (4)	672 33%	379 18%	527 26%	144 7%	695 34%	511 25%
Tend to agree (3)	799 39%	888 43%	946 46%	424 21%	732 36%	708 35%
Tend to disagree (2)	204 10%	241 12%	273 13%	718 35%	216 11%	223 11%
Strongly disagree (1)	49 2%	45 2%	61 3%	476 23%	64 3%	53 3%
NET: Disagree	253 12%	286 14%	334 16%	1194 58%	280 14%	276 13%
Don't know	327 16%	499 24%	244 12%	289 14%	344 17%	556 27%
Mean	3.21	3.03	3.07	2.13	3.21	3.12
Standard deviation	0.76	0.72	0.76	0.91	0.80	0.79
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 15

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?
In the UK, there should be greater government regulation to ensure that gambling companies act responsibly towards their customers
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1471 72%	737 73%	734 70%	148 61%	221 64%	233 67%	252 69%	237 78%	381 85%	407 74%	376 66%	325 73%	362 74%	184 70%	594 67%
Strongly agree	(4) 672 33%	349 35%	323 31%	56 23%	72 21%	108 31%	109 30%	123 40%	204 46%	187 34%	153 27%	145 32%	188 39%	68 26%	240 27%
Tend to agree	(3) 799 39%	388 39%	411 39%	91 38%	149 43%	125 36%	143 39%	114 37%	177 40%	220 40%	224 39%	181 40%	175 36%	117 45%	353 40%
Tend to disagree	(2) 204 10%	123 12%	81 8%	30 12%	32 9%	35 10%	60 16%	22 7%	25 6%	54 10%	70 12%	46 10%	34 7%	29 11%	111 13%
Strongly disagree	(1) 49 2%	27 3%	22 2%	7 3%	9 3%	9 3%	10 3%	11 4%	4 1%	13 2%	12 2%	8 2%	15 3%	13 5%	18 2%
NET: Disagree	253 12%	149 15%	104 10%	37 15%	40 12%	44 13%	70 19%	33 11%	29 7%	68 12%	82 14%	54 12%	49 10%	41 16%	130 15%
Don't know	327 16%	119 12%	208 20%	59 24%	84 24%	69 20%	44 12%	35 11%	37 8%	74 13%	110 19%	68 15%	76 16%	36 14%	164 18%
Mean	3.21	3.19	3.24	3.07	3.09	3.20	3.09	3.29	3.42	3.22	3.13	3.22	3.30	3.06	3.13
Standard deviation	0.76	0.78	0.73	0.78	0.73	0.78	0.80	0.79	0.65	0.76	0.76	0.74	0.77	0.81	0.76
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.03	0.03	0.03	0.04	0.04	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 16

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

In the UK, there should be greater government regulation to ensure that gambling companies act responsibly towards their customers

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1471	133	80	1257	61	167	134	130	101	148	188	207	122	433	290	143	174	1038
	72%	72%	78%	71%	74%	74%	73%	70%	71%	72%	70%	72%	66%	67%	63%	76%	75%	74%
Strongly agree	(4) 672	61	46	565	22	78	59	57	38	65	85	99	62	149	97	52	79	523
	33%	33%	44%	32%	26%	35%	32%	31%	27%	32%	32%	34%	34%	23%	21%	28%	34%	37%
Tend to agree	(3) 799	72	34	692	39	89	75	72	63	83	103	108	59	284	193	91	95	515
	39%	39%	34%	39%	48%	39%	41%	39%	44%	41%	39%	38%	32%	44%	42%	49%	41%	37%
Tend to disagree	(2) 204	18	8	177	4	20	15	16	17	23	36	25	21	97	82	15	28	107
	10%	10%	8%	10%	5%	9%	8%	9%	12%	11%	13%	9%	11%	15%	18%	8%	12%	8%
Strongly disagree	(1) 49	1	2	45	1	2	5	10	4	8	4	5	6	29	22	7	3	20
	2%	1%	2%	3%	2%	1%	3%	5%	3%	4%	2%	2%	3%	4%	5%	4%	1%	1%
NET: Disagree	253	19	11	223	6	22	20	26	22	31	40	30	26	126	104	22	32	127
	12%	11%	11%	13%	7%	10%	11%	14%	15%	15%	15%	10%	14%	19%	22%	12%	14%	9%
Don't know	327	32	12	284	16	37	30	29	21	26	39	51	37	90	68	22	25	237
	16%	17%	11%	16%	19%	16%	16%	15%	14%	13%	15%	18%	20%	14%	15%	12%	11%	17%
Mean	3.21	3.26	3.35	3.20	3.22	3.29	3.21	3.14	3.10	3.15	3.18	3.27	3.20	2.99	2.93	3.14	3.21	3.32
Standard deviation	0.76	0.70	0.77	0.76	0.66	0.69	0.76	0.85	0.77	0.80	0.76	0.73	0.82	0.81	0.82	0.75	0.74	0.71
Standard error	0.02	0.06	0.08	0.02	0.08	0.05	0.06	0.07	0.07	0.07	0.05	0.05	0.07	0.04	0.04	0.06	0.05	0.02

Online Gambling Survey

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Absolutes/col percents

Table 17

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

Government regulation has little impact on ensuring that gambling companies act responsibly towards their customers

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1267 62%	646 64%	620 59%	125 51%	166 48%	209 60%	231 63%	198 65%	338 76%	355 65%	328 58%	273 61%	310 64%	149 57%	509 57%
Strongly agree	(4) 379 18%	186 18%	193 18%	27 11%	43 12%	67 19%	67 18%	68 22%	107 24%	114 21%	93 16%	73 16%	99 20%	40 15%	146 16%
Tend to agree	(3) 888 43%	461 46%	427 41%	98 40%	123 36%	142 41%	164 45%	130 43%	231 52%	241 44%	235 41%	201 45%	211 43%	109 42%	363 41%
Tend to disagree	(2) 241 12%	146 14%	95 9%	35 14%	51 15%	28 8%	59 16%	40 13%	28 6%	60 11%	73 13%	67 15%	41 9%	35 13%	132 15%
Strongly disagree	(1) 45 2%	23 2%	22 2%	6 3%	12 3%	6 2%	7 2%	9 3%	6 1%	17 3%	12 2%	3 1%	13 3%	13 5%	17 2%
NET: Disagree	286 14%	168 17%	118 11%	41 17%	62 18%	34 10%	65 18%	49 16%	34 8%	77 14%	85 15%	70 16%	54 11%	48 18%	149 17%
Don't know	499 24%	191 19%	308 29%	77 32%	118 34%	103 30%	70 19%	57 19%	74 17%	116 21%	156 27%	104 23%	123 25%	64 25%	229 26%
Mean	3.03	2.99	3.07	2.88	2.86	3.11	2.98	3.04	3.18	3.05	2.99	3.00	3.09	2.89	2.97
Standard deviation	0.72	0.72	0.71	0.72	0.77	0.69	0.72	0.76	0.63	0.75	0.72	0.67	0.72	0.80	0.73
Standard error	0.02	0.02	0.03	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.04	0.04	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 18

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

Government regulation has little impact on ensuring that gambling companies act responsibly towards their customers

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1267	110	70	1087	51	146	119	102	94	118	160	181	117	399	273	126	150	867
	62%	59%	69%	62%	62%	65%	65%	55%	65%	57%	60%	63%	64%	62%	59%	68%	65%	62%
Strongly agree	(4) 379	28	23	328	15	39	36	30	25	30	48	67	37	94	66	28	43	284
	18%	15%	23%	19%	18%	18%	19%	16%	17%	14%	18%	23%	20%	15%	14%	15%	19%	20%
Tend to agree	(3) 888	82	47	759	36	106	83	71	69	88	111	114	80	305	207	98	107	583
	43%	44%	46%	43%	44%	47%	45%	39%	48%	43%	42%	40%	43%	47%	45%	52%	46%	42%
Tend to disagree	(2) 241	26	11	204	11	20	11	35	19	27	36	26	19	82	61	21	40	159
	12%	14%	10%	12%	13%	9%	6%	19%	13%	13%	13%	9%	11%	13%	13%	11%	17%	11%
Strongly disagree	(1) 45	5	2	38	2	5	7	2	-	6	12	2	3	14	12	2	6	31
	2%	3%	2%	2%	3%	2%	4%	1%	-	3%	4%	1%	1%	2%	3%	1%	2%	2%
NET: Disagree	286	32	12	242	13	24	18	37	19	33	47	28	22	96	73	22	46	190
	14%	17%	12%	14%	16%	11%	10%	20%	13%	16%	18%	10%	12%	15%	16%	12%	20%	14%
Don't know	499	43	20	435	18	56	47	46	31	54	60	78	45	154	116	38	35	344
	24%	23%	19%	25%	22%	25%	26%	25%	22%	26%	22%	27%	25%	24%	25%	20%	15%	25%
Mean	3.03	2.93	3.11	3.04	2.99	3.06	3.08	2.94	3.05	2.93	2.95	3.18	3.09	2.97	2.94	3.03	2.96	3.06
Standard deviation	0.72	0.73	0.70	0.72	0.74	0.67	0.74	0.73	0.62	0.74	0.79	0.67	0.69	0.68	0.71	0.61	0.74	0.73
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.07	0.06	0.06	0.07	0.06	0.04	0.06	0.03	0.04	0.05	0.05	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 19

Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about responsible gambling in the UK?

It is up to individuals themselves to ensure that they gamble safely

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1473 72%	725 72%	748 72%	146 60%	241 70%	233 67%	272 74%	231 76%	350 78%	400 73%	394 69%	326 73%	353 72%	172 66%	626 71%
Strongly agree	(4) 527 26%	254 25%	274 26%	41 17%	78 23%	78 23%	95 26%	94 31%	140 31%	142 26%	135 24%	122 27%	129 26%	51 19%	219 25%
Tend to agree	(3) 946 46%	472 47%	475 45%	104 43%	163 47%	155 45%	177 48%	137 45%	210 47%	258 47%	260 46%	204 46%	224 46%	121 46%	407 46%
Tend to disagree	(2) 273 13%	158 16%	114 11%	29 12%	35 10%	48 14%	58 16%	37 12%	66 15%	88 16%	74 13%	61 14%	50 10%	46 18%	118 13%
Strongly disagree	(1) 61 3%	36 4%	25 2%	6 2%	3 1%	12 3%	9 2%	18 6%	14 3%	21 4%	17 3%	7 2%	16 3%	13 5%	19 2%
NET: Disagree	334 16%	195 19%	139 13%	35 14%	38 11%	61 18%	67 18%	54 18%	79 18%	109 20%	91 16%	68 15%	66 14%	59 22%	137 15%
Don't know	244 12%	85 8%	159 15%	63 26%	67 19%	52 15%	27 7%	19 6%	17 4%	39 7%	84 15%	53 12%	68 14%	31 12%	123 14%
Mean	3.07	3.02	3.12	3.00	3.13	3.02	3.06	3.08	3.11	3.03	3.06	3.12	3.11	2.91	3.08
Standard deviation	0.76	0.78	0.73	0.72	0.66	0.77	0.74	0.84	0.77	0.78	0.75	0.73	0.76	0.80	0.73
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.05	0.04	0.03	0.03	0.04	0.04	0.05	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 20

Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about responsible gambling in the UK?

It is up to individuals themselves to ensure that they gamble safely

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1473	128	77	1269	61	145	138	132	111	132	197	222	131	508	366	142	154	966
	72%	69%	75%	72%	74%	64%	75%	71%	77%	64%	74%	77%	71%	78%	79%	76%	67%	69%
Strongly agree	(4) 527	40	31	456	20	53	64	49	39	40	58	88	45	188	147	42	54	339
	26%	22%	31%	26%	25%	24%	34%	26%	27%	20%	22%	31%	24%	29%	32%	22%	24%	24%
Tend to agree	(3) 946	87	46	813	40	92	75	83	72	92	139	134	87	319	219	100	100	627
	46%	47%	45%	46%	49%	41%	41%	45%	50%	45%	52%	47%	47%	49%	47%	54%	43%	45%
Tend to disagree	(2) 273	31	15	227	6	38	21	21	20	40	31	27	22	55	37	18	40	218
	13%	17%	14%	13%	8%	17%	11%	12%	14%	20%	12%	9%	12%	8%	8%	9%	17%	16%
Strongly disagree	(1) 61	5	4	52	1	7	6	5	3	9	9	7	5	17	12	5	7	45
	3%	3%	4%	3%	1%	3%	3%	3%	2%	4%	3%	2%	3%	3%	3%	2%	3%	3%
NET: Disagree	334	36	19	279	7	46	27	27	23	49	40	33	27	72	49	22	47	262
	16%	19%	19%	16%	9%	20%	15%	14%	16%	24%	15%	12%	15%	11%	11%	12%	21%	19%
Don't know	244	21	6	216	14	35	19	27	10	24	30	32	26	70	47	23	30	174
	12%	12%	6%	12%	17%	16%	10%	14%	7%	12%	11%	11%	14%	11%	10%	12%	13%	12%
Mean	3.07	3.00	3.08	3.08	3.18	3.00	3.18	3.11	3.09	2.90	3.04	3.19	3.08	3.17	3.21	3.09	3.00	3.03
Standard deviation	0.76	0.74	0.81	0.75	0.65	0.80	0.79	0.75	0.73	0.80	0.72	0.72	0.74	0.71	0.72	0.68	0.78	0.77
Standard error	0.02	0.06	0.08	0.02	0.07	0.05	0.06	0.06	0.06	0.07	0.05	0.04	0.06	0.03	0.04	0.05	0.06	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 21

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

It is not gambling companies' responsibility to ensure that their customers gamble safely

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	568 28%	280 28%	288 28%	72 29%	86 25%	84 24%	130 35%	79 26%	118 26%	156 29%	154 27%	111 25%	147 30%	77 29%	246 28%
Strongly agree	(4) 144 7%	63 6%	81 8%	17 7%	34 10%	21 6%	32 9%	18 6%	22 5%	46 8%	43 8%	21 5%	34 7%	25 10%	63 7%
Tend to agree	(3) 424 21%	217 22%	207 20%	55 23%	52 15%	63 18%	97 27%	61 20%	96 22%	111 20%	111 19%	90 20%	113 23%	51 20%	183 21%
Tend to disagree	(2) 718 35%	355 35%	363 35%	78 32%	105 30%	136 39%	128 35%	98 32%	172 39%	194 35%	193 34%	184 41%	147 30%	90 34%	324 37%
Strongly disagree	(1) 476 23%	270 27%	205 20%	35 14%	64 18%	70 20%	79 22%	102 34%	125 28%	141 26%	127 22%	96 21%	112 23%	59 22%	173 20%
NET: Disagree	1194 58%	625 62%	568 54%	114 47%	169 49%	206 60%	207 57%	201 66%	298 67%	334 61%	320 56%	279 63%	259 53%	149 57%	497 56%
Don't know	289 14%	100 10%	189 18%	58 24%	90 26%	55 16%	29 8%	25 8%	31 7%	57 10%	94 17%	56 13%	81 17%	36 14%	143 16%
Mean	2.13	2.08	2.19	2.29	2.22	2.12	2.25	1.98	2.03	2.13	2.15	2.09	2.17	2.19	2.18
Standard deviation	0.91	0.90	0.91	0.88	0.97	0.86	0.92	0.92	0.86	0.93	0.92	0.83	0.93	0.95	0.89
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.07	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 22

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

It is not gambling companies' responsibility to ensure that their customers gamble safely

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	568 28%	46 25%	32 31%	490 28%	25 30%	63 28%	53 29%	41 22%	44 31%	58 28%	74 28%	73 25%	61 33%	225 35%	170 37%	54 29%	68 29%	344 25%
Strongly agree	(4) 144 7%	7 4%	11 11%	126 7%	8 9%	16 7%	12 6%	19 10%	7 5%	11 5%	17 7%	19 7%	17 9%	57 9%	46 10%	11 6%	15 7%	87 6%
Tend to agree	(3) 424 21%	39 21%	21 20%	364 21%	17 21%	47 21%	41 22%	22 12%	37 26%	47 23%	57 21%	54 19%	44 24%	167 26%	124 27%	43 23%	52 23%	257 18%
Tend to disagree	(2) 718 35%	66 36%	37 36%	615 35%	26 32%	81 36%	54 29%	72 39%	58 41%	65 32%	89 33%	111 39%	58 31%	244 38%	174 38%	70 37%	91 39%	474 34%
Strongly disagree	(1) 476 23%	41 22%	27 26%	408 23%	15 19%	57 25%	54 29%	40 22%	25 18%	55 27%	68 25%	60 21%	33 18%	98 15%	61 13%	37 20%	47 20%	378 27%
NET: Disagree	1194 58%	107 58%	63 62%	1023 58%	42 51%	138 61%	108 58%	112 61%	83 58%	121 59%	157 59%	171 60%	91 49%	341 53%	235 51%	107 57%	138 59%	852 61%
Don't know	289 14%	32 17%	7 7%	250 14%	16 19%	25 11%	24 13%	31 17%	16 11%	27 13%	36 13%	43 15%	33 18%	83 13%	58 12%	26 14%	26 11%	206 15%
Mean	2.13	2.08	2.17	2.14	2.25	2.11	2.07	2.13	2.20	2.07	2.10	2.13	2.29	2.33	2.38	2.18	2.18	2.04
Standard deviation	0.91	0.84	0.97	0.91	0.94	0.91	0.94	0.95	0.82	0.90	0.91	0.88	0.94	0.88	0.88	0.87	0.87	0.91
Standard error	0.02	0.07	0.10	0.02	0.11	0.06	0.08	0.07	0.07	0.08	0.06	0.05	0.07	0.04	0.05	0.07	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 23

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

Gambling companies should be required to make a financial contribution towards research, education and treatment of addicted gamblers

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1427 70%	717 71%	711 68%	144 59%	204 59%	236 68%	252 69%	223 73%	368 83%	408 74%	373 66%	301 67%	345 71%	170 65%	590 67%
Strongly agree	(4) 695 34%	354 35%	341 33%	61 25%	83 24%	121 35%	104 28%	127 42%	199 45%	204 37%	169 30%	146 33%	176 36%	71 27%	267 30%
Tend to agree	(3) 732 36%	362 36%	370 35%	83 34%	120 35%	115 33%	149 41%	96 31%	169 38%	204 37%	204 36%	155 35%	169 35%	99 38%	323 36%
Tend to disagree	(2) 216 11%	118 12%	97 9%	28 12%	46 13%	42 12%	47 13%	27 9%	26 6%	57 10%	67 12%	48 11%	43 9%	38 14%	102 12%
Strongly disagree	(1) 64 3%	38 4%	27 3%	11 4%	5 1%	4 1%	16 4%	18 6%	11 2%	12 2%	15 3%	20 4%	17 4%	9 3%	32 4%
NET: Disagree	280 14%	156 16%	124 12%	39 16%	51 15%	46 13%	63 17%	45 15%	36 8%	70 13%	82 14%	68 15%	60 12%	47 18%	134 15%
Don't know	344 17%	133 13%	211 20%	61 25%	91 26%	63 18%	50 14%	37 12%	42 9%	70 13%	114 20%	78 17%	82 17%	45 17%	163 18%
Mean	3.21	3.18	3.23	3.06	3.11	3.25	3.08	3.24	3.38	3.26	3.16	3.16	3.24	3.07	3.14
Standard deviation	0.80	0.83	0.78	0.85	0.76	0.76	0.82	0.89	0.72	0.77	0.79	0.85	0.81	0.82	0.82
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 24

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

Gambling companies should be required to make a financial contribution towards research, education and treatment of addicted gamblers

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1427 70%	121 65%	74 72%	1233 70%	48 59%	162 72%	130 71%	120 65%	104 72%	147 72%	191 72%	205 71%	126 68%	436 67%	297 64%	139 74%	155 67%	991 71%
Strongly agree	(4) 34%	63 34%	35 35%	596 34%	24 30%	83 37%	64 35%	50 27%	47 32%	69 34%	97 36%	105 37%	57 31%	169 26%	109 23%	61 32%	70 30%	526 38%
Tend to agree	(3) 36%	57 31%	38 37%	637 36%	24 29%	79 35%	66 36%	70 38%	57 40%	78 38%	94 35%	99 35%	69 37%	267 41%	189 41%	78 42%	85 37%	465 33%
Tend to disagree	(2) 11%	21 11%	8 8%	187 11%	13 16%	23 10%	14 8%	27 15%	20 14%	20 10%	33 12%	21 7%	17 9%	89 14%	74 16%	15 8%	34 15%	127 9%
Strongly disagree	(1) 3%	4 2%	6 6%	54 3%	1 1%	9 4%	4 2%	5 3%	3 2%	9 4%	8 3%	13 4%	3 1%	22 3%	19 4%	3 1%	12 5%	43 3%
NET: Disagree	280 14%	25 14%	14 13%	241 14%	14 17%	32 14%	18 10%	32 17%	23 16%	29 14%	40 15%	34 12%	19 11%	110 17%	93 20%	17 9%	46 20%	170 12%
Don't know	344 17%	39 21%	15 15%	290 16%	20 25%	31 14%	37 20%	33 18%	17 12%	30 14%	35 13%	49 17%	39 21%	103 16%	72 16%	31 16%	30 13%	241 17%
Mean	3.21	3.23	3.18	3.20	3.16	3.21	3.29	3.09	3.16	3.18	3.21	3.25	3.24	3.07	2.99	3.26	3.06	3.27
Standard deviation	0.80	0.81	0.86	0.80	0.80	0.84	0.74	0.79	0.78	0.83	0.81	0.83	0.73	0.79	0.82	0.70	0.87	0.80
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.06	0.06	0.07	0.07	0.06	0.05	0.06	0.03	0.04	0.06	0.06	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 25

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

The gambling sector in the UK is currently not acting responsibly to ensure that their customers play safely

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Agree	1219 59%	625 62%	594 57%	120 49%	171 49%	197 57%	207 57%	199 65%	324 73%	339 62%	318 56%	264 59%	298 61%	137 52%	497 56%
Strongly agree	(4) 511 25%	267 27%	245 23%	39 16%	62 18%	91 26%	85 23%	91 30%	142 32%	157 29%	119 21%	105 23%	130 27%	46 17%	213 24%
Tend to agree	(3) 708 35%	358 36%	349 33%	81 33%	109 32%	106 31%	122 34%	108 35%	182 41%	181 33%	199 35%	159 36%	168 35%	91 35%	284 32%
Tend to disagree	(2) 223 11%	122 12%	101 10%	28 11%	47 14%	36 10%	62 17%	25 8%	26 6%	53 10%	78 14%	52 12%	40 8%	36 14%	120 14%
Strongly disagree	(1) 53 3%	32 3%	20 2%	19 8%	9 3%	2 1%	12 3%	6 2%	4 1%	10 2%	15 3%	16 4%	11 2%	11 4%	32 4%
NET: Disagree	276 13%	155 15%	121 12%	47 19%	56 16%	38 11%	74 20%	31 10%	30 7%	64 12%	93 16%	68 15%	52 11%	47 18%	153 17%
Don't know	556 27%	225 22%	331 32%	77 32%	118 34%	110 32%	84 23%	74 24%	92 21%	146 27%	158 28%	115 26%	138 28%	78 30%	237 27%
Mean	3.12	3.10	3.14	2.84	2.99	3.22	3.00	3.23	3.30	3.21	3.03	3.06	3.19	2.93	3.04
Standard deviation	0.79	0.81	0.76	0.92	0.80	0.73	0.83	0.75	0.66	0.76	0.79	0.81	0.76	0.83	0.84
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.03	0.04	0.04	0.05	0.04	0.06	0.04

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 26

Q.2 To what extent, if at all, do you agree or disagree with each the following statements about responsible gambling in the UK?

The gambling sector in the UK is currently not acting responsibly to ensure that their customers play safely

Base: All respondents

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Agree	1219 59%	115 62%	64 63%	1040 59%	53 64%	149 66%	106 57%	103 56%	91 63%	121 59%	145 54%	171 59%	102 55%	359 55%	235 51%	124 66%	136 59%	860 61%
Strongly agree	(4) 511 25%	46 25%	33 32%	432 24%	19 24%	63 28%	50 27%	38 20%	33 23%	48 23%	56 21%	81 28%	45 24%	118 18%	74 16%	44 24%	52 22%	393 28%
Tend to agree	(3) 708 35%	69 37%	31 31%	608 34%	33 41%	86 38%	56 30%	65 35%	58 40%	73 36%	89 33%	90 31%	57 31%	241 37%	161 35%	80 43%	84 36%	467 33%
Tend to disagree	(2) 223 11%	19 10%	10 10%	194 11%	10 12%	20 9%	17 9%	25 13%	12 8%	20 10%	37 14%	27 9%	27 15%	108 17%	88 19%	20 11%	30 13%	116 8%
Strongly disagree	(1) 53 3%	- -	2 2%	51 3%	2 2%	6 3%	4 2%	3 2%	3 2%	5 2%	10 4%	11 4%	6 3%	15 2%	15 3%	* *	15 7%	37 3%
NET: Disagree	276 13%	19 10%	12 12%	245 14%	12 14%	27 12%	21 11%	28 15%	15 10%	25 12%	47 18%	38 13%	33 18%	123 19%	102 22%	20 11%	45 19%	153 11%
Don't know	556 27%	50 27%	26 26%	479 27%	18 22%	50 22%	58 31%	54 29%	38 27%	60 29%	74 28%	78 27%	50 27%	168 26%	125 27%	43 23%	51 22%	388 28%
Mean	3.12	3.20	3.25	3.11	3.09	3.17	3.20	3.05	3.15	3.12	2.99	3.15	3.04	2.96	2.87	3.16	2.96	3.20
Standard deviation	0.79	0.67	0.78	0.80	0.75	0.77	0.79	0.76	0.71	0.77	0.84	0.84	0.85	0.77	0.80	0.66	0.89	0.78
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.07	0.06	0.07	0.07	0.06	0.06	0.07	0.04	0.05	0.05	0.07	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 27

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

Summary**Base: All respondents**

		Outcomes					
		The number of people addicted to gambling in the UK would be reduced	I would place a bet with that online gambling company	Public awareness of "problem gambling" would increase	It would be harder for that online gambling company to make profits	The reputation of that online gambling company would be improved, because of its association with "responsible gambling"	The reputation of that online gambling company would be damaged, because of its association with "problem gambling"
Unweighted base		2051	2051	2051	2051	2051	2051
Weighted base		2051	2051	2051	2051	2051	2051
NET: Likely		645 31%	415 20%	1252 61%	536 26%	1227 60%	429 21%
Very likely	(4)	113 6%	101 5%	330 16%	119 6%	260 13%	108 5%
Fairly likely	(3)	532 26%	314 15%	922 45%	417 20%	967 47%	321 16%
Fairly unlikely	(2)	623 30%	278 14%	324 16%	680 33%	281 14%	736 36%
Very unlikely	(1)	245 12%	903 44%	73 4%	328 16%	103 5%	413 20%
NET: Unlikely		867 42%	1181 58%	397 19%	1008 49%	384 19%	1149 56%
Don't know		539 26%	455 22%	402 20%	507 25%	440 21%	473 23%
Mean		2.34	1.76	2.92	2.21	2.86	2.08
Standard deviation		0.84	0.98	0.75	0.86	0.76	0.86
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 28

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

The number of people addicted to gambling in the UK would be reduced

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887	
NET: Likely	645 31%	335 33%	310 30%	90 37%	116 34%	114 33%	102 28%	90 29%	134 30%	190 35%	171 30%	129 29%	155 32%	84 32%	277 31%	
Very likely	(4) 6%	113 6%	60 5%	53 9%	22 8%	28 5%	19 4%	14 4%	12 4%	18 4%	33 6%	20 4%	23 5%	37 8%	15 6%	52 6%
Fairly likely	(3) 26%	532 27%	275 27%	257 25%	67 28%	88 26%	95 27%	89 24%	78 25%	116 26%	157 29%	151 26%	106 24%	118 24%	69 26%	225 25%
Fairly unlikely	(2) 30%	623 32%	324 32%	299 29%	60 25%	92 27%	88 26%	125 34%	108 35%	149 33%	169 31%	184 32%	146 33%	123 25%	80 30%	265 30%
Very unlikely	(1) 12%	245 12%	123 12%	121 12%	18 7%	29 8%	36 11%	49 13%	42 14%	71 16%	60 11%	52 9%	64 14%	69 14%	29 11%	105 12%
NET: Unlikely	867 42%	447 44%	420 40%	78 32%	121 35%	125 36%	174 48%	150 49%	220 49%	229 42%	236 41%	210 47%	193 40%	109 42%	370 42%	
Don't know	539 26%	223 22%	315 30%	76 31%	109 32%	107 31%	89 24%	65 21%	93 21%	130 24%	162 28%	108 24%	139 29%	69 26%	239 27%	
Mean	2.34	2.35	2.33	2.56	2.49	2.40	2.25	2.25	2.23	2.39	2.34	2.26	2.35	2.36	2.35	
Standard deviation	0.84	0.83	0.84	0.85	0.85	0.84	0.80	0.80	0.83	0.83	0.76	0.84	0.92	0.83	0.84	
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04	

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 29

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

The number of people addicted to gambling in the UK would be reduced

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Likely	645 31%	58 32%	29 28%	558 32%	25 31%	72 32%	60 32%	75 40%	43 30%	44 21%	110 41%	80 28%	48 26%	229 35%	166 36%	62 33%	93 40%	416 30%
Very likely	(4) 113 6%	11 6%	9 9%	93 5%	5 6%	12 6%	11 6%	9 5%	5 3%	2 1%	24 9%	17 6%	7 4%	39 6%	30 7%	9 5%	17 7%	74 5%
Fairly likely	(3) 532 26%	48 26%	20 19%	465 26%	20 25%	60 27%	48 26%	65 35%	38 27%	42 20%	86 32%	63 22%	41 22%	190 29%	136 29%	54 29%	77 33%	343 24%
Fairly unlikely	(2) 623 30%	50 27%	25 24%	547 31%	27 33%	75 33%	52 28%	46 25%	48 33%	66 32%	63 24%	103 36%	66 36%	195 30%	138 30%	57 31%	66 29%	427 30%
Very unlikely	(1) 245 12%	25 13%	19 18%	201 11%	8 9%	25 11%	23 12%	21 11%	17 12%	30 15%	29 11%	26 9%	22 12%	58 9%	43 9%	15 8%	24 10%	186 13%
NET: Unlikely	867 42%	75 41%	44 43%	748 42%	34 42%	100 44%	75 41%	67 36%	65 45%	97 47%	92 35%	130 45%	89 48%	254 39%	181 39%	72 39%	90 39%	613 44%
Don't know	539 26%	51 28%	30 29%	458 26%	22 27%	53 23%	50 27%	43 24%	36 25%	64 31%	64 24%	78 27%	48 26%	166 26%	114 25%	52 28%	48 21%	372 27%
Mean	2.34	2.33	2.27	2.34	2.38	2.35	2.36	2.45	2.29	2.11	2.52	2.34	2.24	2.43	2.44	2.42	2.47	2.30
Standard deviation	0.84	0.87	0.99	0.82	0.82	0.81	0.86	0.82	0.79	0.75	0.88	0.80	0.79	0.81	0.82	0.78	0.83	0.84
Standard error	0.02	0.08	0.11	0.02	0.10	0.06	0.08	0.07	0.07	0.07	0.07	0.05	0.07	0.04	0.05	0.07	0.06	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 30

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

I would place a bet with that online gambling company

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Likely	415 20%	237 24%	178 17%	83 34%	105 30%	84 24%	70 19%	35 12%	38 9%	113 21%	89 16%	119 27%	94 19%	59 22%	244 28%
Very likely	(4) 5%	65 6%	35 3%	27 11%	20 6%	26 8%	12 3%	8 3%	8 2%	33 6%	19 3%	32 7%	16 3%	18 7%	59 7%
Fairly likely	(3) 15%	172 17%	143 14%	56 23%	84 24%	58 17%	59 16%	27 9%	31 7%	79 15%	70 12%	87 19%	78 16%	41 16%	185 21%
Fairly unlikely	(2) 14%	135 13%	143 14%	40 16%	51 15%	47 14%	72 20%	38 13%	30 7%	77 14%	82 14%	69 15%	50 10%	42 16%	139 16%
Very unlikely	(1) 44%	437 43%	466 45%	54 22%	77 22%	122 35%	142 39%	187 61%	322 72%	258 47%	265 47%	159 36%	222 45%	96 37%	282 32%
NET: Unlikely	1181 58%	572 57%	609 58%	93 38%	129 37%	169 49%	214 58%	226 74%	351 79%	336 61%	346 61%	228 51%	271 56%	139 53%	421 47%
Don't know	455 22%	196 20%	259 25%	67 28%	112 32%	93 27%	82 22%	44 14%	57 13%	100 18%	134 24%	100 22%	122 25%	65 25%	221 25%
Mean	1.76	1.83	1.68	2.32	2.20	1.95	1.79	1.45	1.29	1.75	1.64	1.98	1.70	1.90	2.03
Standard deviation	0.98	1.02	0.92	1.07	1.00	1.06	0.91	0.80	0.69	1.00	0.90	1.04	0.95	1.02	1.03
Standard error	0.02	0.04	0.03	0.08	0.07	0.07	0.06	0.05	0.03	0.05	0.04	0.06	0.05	0.08	0.04

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 31

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

I would place a bet with that online gambling company

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Likely	415 20%	39 21%	12 12%	364 21%	22 27%	58 26%	33 18%	46 25%	29 20%	22 11%	79 30%	42 15%	33 18%	269 41%	208 45%	61 33%	59 26%	146 10%
Very likely	(4) 101 5%	7 4%	4 4%	89 5%	3 4%	21 9%	13 7%	13 7%	6 4%	4 2%	14 5%	11 4%	3 2%	66 10%	57 12%	9 5%	22 10%	34 2%
Fairly likely	(3) 314 15%	31 17%	8 8%	275 16%	19 23%	37 16%	19 10%	33 18%	23 16%	18 9%	65 24%	31 11%	30 16%	202 31%	150 33%	52 28%	37 16%	112 8%
Fairly unlikely	(2) 278 14%	30 16%	16 16%	232 13%	9 11%	36 16%	27 15%	25 14%	25 18%	29 14%	35 13%	25 9%	20 11%	98 15%	58 13%	40 21%	44 19%	180 13%
Very unlikely	(1) 903 44%	72 39%	59 58%	772 44%	33 40%	91 40%	88 48%	66 36%	68 47%	101 49%	92 34%	143 50%	90 49%	101 16%	60 13%	41 22%	76 33%	802 57%
NET: Unlikely	1181 58%	102 55%	75 73%	1004 57%	42 51%	127 56%	115 63%	91 49%	93 65%	131 64%	127 48%	168 59%	109 59%	199 31%	118 26%	81 43%	120 52%	982 70%
Don't know	455 22%	43 23%	15 15%	397 22%	18 22%	41 18%	37 20%	47 26%	22 15%	52 25%	61 23%	77 27%	42 23%	181 28%	136 29%	45 24%	52 23%	274 20%
Mean	1.76	1.82	1.52	1.77	1.88	1.93	1.71	1.95	1.73	1.51	2.01	1.58	1.62	2.50	2.63	2.21	2.03	1.45
Standard deviation	0.98	0.96	0.86	0.99	1.01	1.07	1.01	1.05	0.93	0.81	1.02	0.93	0.89	0.98	0.98	0.93	1.06	0.79
Standard error	0.02	0.08	0.09	0.03	0.12	0.08	0.09	0.09	0.08	0.08	0.08	0.06	0.07	0.05	0.06	0.08	0.08	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 32

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

Public awareness of "problem gambling" would increase

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Likely	1252 61%	628 62%	624 60%	136 56%	188 54%	205 59%	228 62%	194 64%	302 68%	329 60%	341 60%	290 65%	292 60%	152 58%	520 59%
Very likely	(4) 330 16%	156 15%	175 17%	44 18%	54 16%	68 20%	55 15%	45 15%	64 14%	90 16%	71 12%	90 20%	79 16%	37 14%	157 18%
Fairly likely	(3) 922 45%	473 47%	449 43%	92 38%	134 39%	136 39%	173 47%	148 49%	238 53%	239 44%	270 47%	200 45%	213 44%	115 44%	364 41%
Fairly unlikely	(2) 324 16%	174 17%	150 14%	38 16%	61 18%	40 12%	60 17%	52 17%	72 16%	99 18%	86 15%	58 13%	81 17%	49 19%	144 16%
Very unlikely	(1) 73 4%	36 4%	37 4%	6 3%	6 2%	12 3%	19 5%	16 5%	14 3%	19 4%	17 3%	11 2%	26 5%	7 3%	34 4%
NET: Unlikely	397 19%	210 21%	188 18%	45 18%	67 20%	52 15%	79 22%	68 22%	86 19%	118 22%	103 18%	69 15%	107 22%	56 22%	178 20%
Don't know	402 20%	168 17%	234 22%	63 26%	90 26%	89 26%	59 16%	43 14%	58 13%	101 18%	125 22%	87 20%	89 18%	53 20%	188 21%
Mean	2.92	2.89	2.94	2.96	2.92	3.02	2.86	2.85	2.91	2.89	2.89	3.03	2.87	2.87	2.92
Standard deviation	0.75	0.74	0.76	0.77	0.74	0.78	0.78	0.77	0.70	0.76	0.71	0.73	0.80	0.73	0.79
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 33

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

Public awareness of "problem gambling" would increase

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Likely	1252 61%	103 56%	61 59%	1089 62%	53 64%	135 60%	120 65%	112 61%	90 62%	122 60%	166 62%	182 63%	110 60%	423 65%	297 64%	125 67%	136 59%	830 59%
Very likely	(4) 330 16%	30 17%	14 14%	286 16%	16 19%	40 18%	35 19%	33 18%	18 13%	14 7%	55 21%	50 17%	27 14%	113 17%	74 16%	40 21%	37 16%	217 15%
Fairly likely	(3) 922 45%	72 39%	47 46%	803 46%	37 45%	95 42%	85 46%	79 43%	71 50%	108 53%	111 42%	132 46%	84 45%	310 48%	224 48%	86 46%	99 43%	612 44%
Fairly unlikely	(2) 324 16%	30 16%	20 19%	274 16%	10 13%	46 21%	29 16%	26 14%	19 13%	25 12%	43 16%	40 14%	34 19%	101 16%	76 16%	25 13%	48 21%	223 16%
Very unlikely	(1) 73 4%	8 4%	7 7%	58 3%	2 2%	7 3%	7 4%	9 5%	7 5%	8 4%	7 3%	5 2%	5 3%	13 2%	9 2%	4 2%	7 3%	60 4%
NET: Unlikely	397 19%	38 21%	27 27%	332 19%	12 15%	53 24%	36 20%	35 19%	26 18%	33 16%	51 19%	45 16%	40 21%	114 18%	84 18%	29 16%	55 24%	284 20%
Don't know	402 20%	44 24%	14 14%	343 19%	17 21%	38 17%	29 16%	38 21%	28 19%	50 24%	50 19%	60 21%	35 19%	113 17%	81 17%	32 17%	40 17%	289 21%
Mean	2.92	2.89	2.77	2.93	3.03	2.89	2.94	2.92	2.87	2.82	2.99	2.99	2.88	2.97	2.95	3.04	2.87	2.89
Standard deviation	0.75	0.81	0.82	0.74	0.72	0.77	0.77	0.80	0.75	0.66	0.77	0.70	0.73	0.70	0.69	0.73	0.76	0.77
Standard error	0.02	0.07	0.09	0.02	0.08	0.05	0.06	0.06	0.07	0.06	0.06	0.04	0.06	0.03	0.04	0.06	0.06	0.02

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 34

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

It would be harder for that online gambling company to make profits

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887	
NET: Likely	536 26%	269 27%	267 26%	78 32%	103 30%	85 25%	92 25%	72 24%	106 24%	150 27%	141 25%	135 30%	110 22%	70 27%	247 28%	
Very likely	(4) 6%	119 6%	64 5%	55 7%	16 7%	24 7%	31 9%	14 4%	20 7%	13 3%	37 7%	28 5%	21 5%	33 7%	9 4%	68 8%
Fairly likely	(3) 20%	417 20%	205 20%	212 20%	63 26%	79 23%	54 16%	77 21%	52 17%	92 21%	113 21%	113 20%	114 25%	77 16%	61 23%	179 20%
Fairly unlikely	(2) 33%	680 36%	357 36%	323 31%	55 23%	108 31%	118 34%	124 34%	117 38%	158 35%	189 34%	210 37%	132 29%	150 31%	87 33%	282 32%
Very unlikely	(1) 16%	328 18%	180 18%	148 14%	34 14%	27 8%	44 13%	73 20%	62 20%	87 20%	87 16%	62 11%	84 19%	94 19%	37 14%	130 15%
NET: Unlikely	1008 49%	537 53%	471 45%	89 37%	135 39%	162 47%	197 54%	179 59%	245 55%	276 50%	272 48%	216 48%	244 50%	124 47%	412 47%	
Don't know	507 25%	200 20%	307 29%	76 31%	107 31%	98 28%	77 21%	53 18%	96 21%	122 22%	156 27%	96 21%	134 27%	68 26%	227 26%	
Mean	2.21	2.19	2.23	2.36	2.42	2.29	2.12	2.12	2.09	2.23	2.26	2.20	2.14	2.22	2.28	
Standard deviation	0.86	0.87	0.85	0.91	0.82	0.91	0.84	0.87	0.81	0.87	0.79	0.88	0.92	0.81	0.90	
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04	

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Absolutes/col percents

Table 35

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

It would be harder for that online gambling company to make profits

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Likely	536 26%	44 24%	22 21%	470 27%	22 27%	61 27%	47 25%	47 26%	43 30%	53 26%	84 31%	66 23%	47 25%	193 30%	138 30%	55 29%	59 25%	343 24%
Very likely	(4) 119 6%	10 5%	2 2%	107 6%	7 8%	12 5%	16 9%	11 6%	11 8%	5 2%	18 7%	20 7%	8 4%	47 7%	33 7%	14 7%	6 3%	72 5%
Fairly likely	(3) 417 20%	34 19%	20 19%	363 21%	16 19%	50 22%	31 17%	36 20%	32 22%	48 23%	66 25%	45 16%	39 21%	145 22%	104 23%	41 22%	53 23%	272 19%
Fairly unlikely	(2) 680 33%	58 31%	33 32%	589 33%	27 33%	70 31%	68 37%	75 40%	52 36%	72 35%	73 27%	94 33%	59 32%	230 35%	163 35%	67 36%	80 35%	450 32%
Very unlikely	(1) 328 16%	28 15%	25 24%	276 16%	12 14%	41 18%	30 16%	18 10%	21 14%	24 12%	46 17%	54 19%	29 16%	94 14%	64 14%	29 16%	51 22%	234 17%
NET: Unlikely	1008 49%	85 46%	58 57%	865 49%	39 47%	111 49%	98 53%	93 50%	72 50%	97 47%	119 45%	149 52%	88 48%	324 50%	228 49%	96 52%	132 57%	685 49%
Don't know	507 25%	55 30%	23 22%	429 24%	21 26%	53 24%	39 21%	44 24%	28 20%	55 27%	64 24%	73 25%	50 27%	133 20%	97 21%	36 19%	41 18%	374 27%
Mean	2.21	2.20	1.99	2.23	2.28	2.18	2.23	2.29	2.29	2.22	2.27	2.15	2.19	2.28	2.29	2.26	2.07	2.18
Standard deviation	0.86	0.86	0.82	0.87	0.91	0.88	0.90	0.79	0.88	0.75	0.91	0.91	0.84	0.87	0.86	0.88	0.82	0.86
Standard error	0.02	0.08	0.09	0.02	0.11	0.06	0.08	0.07	0.08	0.07	0.07	0.06	0.07	0.04	0.05	0.07	0.06	0.03

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Absolutes/col percents

Table 36

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

The reputation of that online gambling company would be improved, because of its association with “responsible gambling”

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Likely	1227 60%	625 62%	602 58%	138 56%	210 61%	214 62%	205 56%	182 60%	277 62%	333 61%	348 61%	264 59%	281 58%	153 59%	531 60%
Very likely	(4) 260 13%	126 13%	134 13%	30 12%	58 17%	47 13%	41 11%	37 12%	48 11%	83 15%	62 11%	57 13%	57 12%	28 11%	127 14%
Fairly likely	(3) 967 47%	499 50%	468 45%	108 44%	152 44%	168 49%	164 45%	145 48%	230 51%	250 46%	286 50%	207 46%	224 46%	125 48%	404 46%
Fairly unlikely	(2) 281 14%	154 15%	127 12%	23 10%	33 10%	33 10%	60 16%	61 20%	70 16%	76 14%	72 13%	58 13%	74 15%	40 15%	113 13%
Very unlikely	(1) 103 5%	49 5%	54 5%	12 5%	6 2%	14 4%	30 8%	19 6%	23 5%	30 5%	24 4%	23 5%	26 5%	12 4%	45 5%
NET: Unlikely	384 19%	203 20%	181 17%	35 14%	39 11%	47 14%	90 25%	80 26%	93 21%	106 19%	96 17%	82 18%	101 21%	52 20%	159 18%
Don't know	440 21%	177 18%	263 25%	71 29%	96 28%	84 24%	70 19%	43 14%	76 17%	109 20%	125 22%	101 23%	106 22%	57 22%	197 22%
Mean	2.86	2.85	2.87	2.90	3.05	2.94	2.73	2.76	2.82	2.88	2.87	2.86	2.82	2.83	2.89
Standard deviation	0.76	0.74	0.77	0.76	0.67	0.72	0.82	0.78	0.73	0.79	0.71	0.77	0.77	0.73	0.77
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.05	0.04	0.05	0.03

Online Gambling Survey

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Absolutes/col percents

Table 37

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

The reputation of that online gambling company would be improved, because of its association with “responsible gambling”

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Likely	1227 60%	109 59%	50 49%	1068 61%	47 58%	138 61%	129 70%	118 64%	94 65%	116 56%	159 60%	169 59%	98 53%	443 68%	326 70%	118 63%	141 61%	784 56%
Very likely	(4) 260 13%	29 16%	5 5%	225 13%	10 13%	38 17%	27 15%	28 15%	21 15%	11 6%	44 17%	27 10%	17 9%	113 17%	89 19%	24 13%	28 12%	147 10%
Fairly likely	(3) 967 47%	80 43%	45 44%	842 48%	37 45%	100 44%	101 55%	90 49%	73 51%	104 51%	115 43%	142 49%	80 44%	330 51%	237 51%	94 50%	113 49%	637 45%
Fairly unlikely	(2) 281 14%	19 10%	19 18%	243 14%	10 12%	27 12%	25 14%	19 10%	17 12%	36 18%	36 14%	34 12%	40 22%	80 12%	50 11%	30 16%	36 15%	201 14%
Very unlikely	(1) 103 5%	10 5%	17 16%	77 4%	7 9%	11 5%	4 2%	10 5%	10 7%	7 4%	11 4%	9 3%	8 4%	15 2%	8 2%	7 4%	12 5%	89 6%
NET: Unlikely	384 19%	29 16%	35 35%	320 18%	17 21%	37 17%	29 16%	28 15%	27 19%	43 21%	48 18%	43 15%	48 26%	95 15%	58 13%	37 20%	48 21%	289 21%
Don't know	440 21%	47 26%	17 16%	376 21%	18 21%	50 22%	27 15%	38 21%	23 16%	46 22%	60 22%	75 26%	39 21%	111 17%	79 17%	32 17%	42 18%	329 23%
Mean	2.86	2.93	2.45	2.88	2.78	2.94	2.96	2.94	2.87	2.75	2.93	2.89	2.74	3.01	3.06	2.87	2.83	2.78
Standard deviation	0.76	0.80	0.88	0.74	0.86	0.78	0.66	0.76	0.79	0.65	0.78	0.67	0.74	0.68	0.66	0.72	0.76	0.78
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.05	0.06	0.07	0.06	0.06	0.04	0.06	0.03	0.04	0.06	0.05	0.02

Online Gambling Survey

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Absolutes/col percents

Table 38

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

The reputation of that online gambling company would be damaged, because of its association with "problem gambling"

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
NET: Likely	429 21%	217 22%	211 20%	60 25%	87 25%	73 21%	87 24%	49 16%	71 16%	121 22%	103 18%	104 23%	100 21%	56 21%	207 23%
Very likely	(4) 5%	108 5%	48 6%	60 7%	16 9%	31 5%	17 4%	15 4%	12 4%	16 7%	40 3%	18 4%	18 7%	32 6%	54 6%
Fairly likely	(3) 16%	321 17%	170 14%	151 18%	44 16%	56 16%	56 20%	72 12%	38 12%	55 12%	81 15%	86 15%	86 19%	68 14%	153 17%
Fairly unlikely	(2) 36%	736 39%	389 33%	347 31%	75 30%	103 30%	114 33%	123 34%	124 41%	197 44%	204 37%	210 37%	155 35%	167 34%	303 34%
Very unlikely	(1) 20%	413 21%	216 19%	197 17%	40 14%	49 14%	69 20%	90 25%	76 25%	88 20%	113 21%	110 19%	81 18%	110 23%	168 19%
NET: Unlikely	1149 56%	605 60%	544 52%	115 47%	152 44%	183 53%	213 58%	201 66%	285 64%	317 58%	319 56%	236 53%	277 57%	147 56%	471 53%
Don't know	473 23%	183 18%	290 28%	68 28%	106 31%	89 26%	65 18%	54 18%	90 20%	110 20%	146 26%	107 24%	110 23%	59 22%	209 24%
Mean	2.08	2.06	2.10	2.20	2.29	2.08	2.04	1.94	2.00	2.11	2.03	2.12	2.06	2.09	2.14
Standard deviation	0.86	0.84	0.88	0.90	0.94	0.87	0.86	0.80	0.76	0.89	0.79	0.83	0.90	0.88	0.88
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Online Gambling Survey

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Absolutes/col percents

Table 39

Q.3 How likely or unlikely do you think that each of the following outcomes would occur if an online gambling company made a financial contribution towards research, education or treatment of addicted gamblers?

The reputation of that online gambling company would be damaged, because of its association with "problem gambling"

Base: All respondents

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Likely	429 21%	32 17%	25 25%	371 21%	21 25%	47 21%	32 18%	40 22%	31 21%	42 20%	71 27%	54 19%	34 18%	157 24%	118 26%	39 21%	49 21%	272 19%
Very likely	(4) 108 5%	13 7%	8 8%	87 5%	5 6%	7 3%	11 6%	15 8%	7 5%	8 4%	20 7%	12 4%	4 2%	41 6%	37 8%	4 2%	11 5%	67 5%
Fairly likely	(3) 321 16%	19 10%	18 17%	284 16%	16 20%	41 18%	21 11%	25 14%	24 17%	34 17%	51 19%	42 15%	30 16%	116 18%	81 18%	34 18%	38 16%	205 15%
Fairly unlikely	(2) 736 36%	73 39%	33 33%	630 36%	32 39%	80 35%	69 37%	62 33%	62 43%	85 42%	78 29%	88 31%	76 41%	245 38%	160 35%	85 46%	84 36%	491 35%
Very unlikely	(1) 413 20%	32 17%	24 24%	357 20%	12 14%	49 22%	39 21%	38 21%	29 20%	29 14%	60 22%	69 24%	32 17%	128 20%	100 22%	28 15%	59 25%	285 20%
NET: Unlikely	1149 56%	105 57%	58 56%	987 56%	44 53%	129 57%	108 58%	100 54%	91 63%	114 56%	137 51%	156 54%	108 59%	373 57%	260 56%	113 61%	143 62%	776 55%
Don't know	473 23%	48 26%	19 19%	406 23%	18 22%	49 22%	44 24%	45 24%	22 15%	49 24%	58 22%	77 27%	43 23%	119 18%	85 18%	35 19%	40 17%	354 25%
Mean	2.08	2.09	2.11	2.08	2.21	2.03	2.03	2.11	2.07	2.13	2.15	1.99	2.04	2.13	2.14	2.10	2.01	2.05
Standard deviation	0.86	0.86	0.94	0.85	0.83	0.81	0.87	0.93	0.81	0.77	0.95	0.87	0.74	0.87	0.92	0.72	0.86	0.85
Standard error	0.02	0.08	0.10	0.02	0.10	0.06	0.07	0.08	0.07	0.07	0.07	0.06	0.06	0.04	0.05	0.06	0.06	0.03

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Absolutes/col percents

Table 40

Q.4 Which of the following statements apply to you?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	244	788
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	262	887
I currently gamble online (including poker, casinos, sports betting, bingo, lotteries, horse racing betting, greyhound racing betting)	462 23%	279 28%	183 18%	53 22%	96 28%	102 30%	109 30%	51 17%	50 11%	124 23%	133 23%	95 21%	111 23%	64 24%	265 30%
I currently gamble in betting shops or casinos	250 12%	159 16%	91 9%	40 16%	51 15%	51 15%	53 15%	27 9%	28 6%	64 12%	48 8%	76 17%	63 13%	40 15%	139 16%
I used to gamble online, but not anymore	187 9%	80 8%	107 10%	26 11%	49 14%	41 12%	29 8%	23 7%	18 4%	42 8%	51 9%	53 12%	41 8%	27 10%	101 11%
I used to gamble in betting shops or casinos, but not anymore	156 8%	116 12%	40 4%	14 6%	17 5%	25 7%	31 9%	29 10%	40 9%	47 8%	36 6%	40 9%	34 7%	29 11%	56 6%
I have never gambled online	968 47%	456 45%	512 49%	90 37%	115 33%	134 39%	150 41%	174 57%	305 68%	283 52%	270 47%	188 42%	227 47%	111 42%	334 38%
I have never gambled in betting shops or casinos	830 40%	342 34%	488 47%	94 39%	111 32%	110 32%	138 38%	138 45%	239 53%	230 42%	243 43%	149 33%	208 43%	85 32%	291 33%
NET: Ever gambled online	649 32%	359 36%	290 28%	79 32%	146 42%	143 42%	139 38%	74 24%	68 15%	165 30%	184 32%	148 33%	152 31%	91 35%	366 41%
NET: Ever gambled in betting shops	406 20%	275 27%	131 13%	54 22%	68 20%	75 22%	85 23%	56 19%	68 15%	111 20%	84 15%	115 26%	96 20%	69 26%	196 22%
NET: Ever gambled in betting shops but never online	231 11%	142 14%	89 9%	34 14%	39 11%	36 11%	39 11%	38 12%	45 10%	63 12%	49 9%	71 16%	47 10%	46 18%	96 11%
NET: Gamble in betting shops but never online	127 6%	67 7%	60 6%	26 11%	28 8%	18 5%	24 7%	15 5%	16 4%	36 7%	23 4%	39 9%	28 6%	21 8%	63 7%
NET: Used to gamble in betting shops but never online	105 5%	76 8%	29 3%	9 4%	11 3%	19 5%	15 4%	23 7%	29 6%	28 5%	26 5%	32 7%	19 4%	26 10%	33 4%

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Absolutes/col percents

Table 41

Q.4 Which of the following statements apply to you?**Base: All respondents**

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	2051	176	110	1765	88	243	177	198	154	153	239	313	200	604	423	181	229	1447
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
I currently gamble online (including poker, casinos, sports betting, bingo, lotteries, horse racing betting, greyhound racing betting)	462 23%	44 24%	19 19%	399 23%	23 28%	50 22%	43 23%	43 24%	34 24%	47 23%	61 23%	59 20%	39 21%	462 71%	462 100%	- -	- -	- -
I currently gamble in betting shops or casinos	250 12%	30 16%	15 15%	204 12%	9 11%	38 17%	15 8%	29 16%	13 9%	17 9%	38 14%	24 8%	21 12%	123 19%	116 25%	7 4%	127 55%	127 9%
I used to gamble online, but not anymore	187 9%	15 8%	4 4%	168 10%	5 6%	19 8%	17 9%	18 10%	12 8%	21 10%	34 13%	30 10%	13 7%	187 29%	- -	187 100%	- -	- -
I used to gamble in betting shops or casinos, but not anymore	156 8%	15 8%	9 9%	132 7%	8 9%	22 10%	5 3%	20 11%	13 9%	19 9%	17 6%	17 6%	11 6%	52 8%	29 6%	23 12%	105 45%	105 7%
I have never gambled online	968 47%	89 48%	54 53%	825 47%	26 31%	102 45%	91 50%	80 43%	61 43%	101 49%	108 40%	149 52%	107 58%	- -	- -	- -	60 26%	968 69%
I have never gambled in betting shops or casinos	830 40%	70 38%	51 50%	709 40%	33 41%	88 39%	80 43%	73 39%	64 45%	84 41%	95 36%	120 42%	71 39%	15 2%	15 3%	- -	- -	815 58%
NET: Ever gambled online	649 32%	58 32%	24 23%	567 32%	28 34%	68 30%	60 33%	61 33%	46 32%	68 33%	94 35%	88 31%	53 29%	649 100%	462 100%	187 100%	- -	- -
NET: Ever gambled in betting shops	406 20%	45 24%	24 24%	337 19%	17 20%	60 27%	21 11%	49 27%	26 18%	36 18%	54 20%	40 14%	32 18%	175 27%	145 31%	30 16%	231 100%	231 17%
NET: Ever gambled in betting shops but never online	231 11%	24 13%	16 15%	192 11%	8 10%	37 16%	13 7%	27 15%	17 12%	17 8%	32 12%	25 9%	16 8%	- -	- -	- -	231 100%	231 17%
NET: Gamble in betting shops but never online	127 6%	14 7%	8 8%	105 6%	4 5%	21 9%	9 5%	12 7%	7 5%	8 4%	21 8%	15 5%	8 5%	- -	- -	- -	127 55%	127 9%

Online Gambling Survey

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Absolutes/col percents

Table 41

Q.4 Which of the following statements apply to you?**Base: All respondents**

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185	649	462	187	231	1402
NET: Used to gamble in betting shops but never online	105 5%	10 5%	8 8%	87 5%	5 6%	16 7%	5 3%	15 8%	10 7%	9 4%	11 4%	10 4%	7 4%	- -	- -	- -	105 45%	105 7%

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Absolutes/col percents

Table 42

Q.5 Why have you never gambled online?**Base: All respondents who have never gambled online**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1447	702	745	173	185	200	228	262	399	436	424	233	354	156	493
Weighted base	1402	646	756	165	199	202	227	230	378	383	385	299	335	171	521
It is a waste of money	869 62%	371 57%	498 66%	87 53%	107 53%	123 61%	126 55%	148 64%	278 73%	253 66%	243 63%	170 57%	203 61%	98 57%	267 51%
I do not find online gambling appealing	816 58%	376 58%	440 58%	80 48%	88 44%	96 48%	144 63%	150 65%	259 68%	240 63%	227 59%	163 55%	186 55%	100 58%	270 52%
I am against gambling in all forms	259 18%	118 18%	141 19%	22 13%	33 17%	35 17%	26 11%	42 18%	100 27%	87 23%	72 19%	47 16%	54 16%	34 20%	82 16%
I am conscious I could get addicted	245 17%	113 18%	132 17%	31 19%	37 18%	31 16%	34 15%	45 19%	68 18%	67 17%	69 18%	42 14%	67 20%	23 14%	89 17%
I do not think that online gambling companies act responsibly towards their customers	230 16%	115 18%	115 15%	24 15%	22 11%	29 14%	30 13%	38 16%	87 23%	72 19%	46 12%	49 16%	63 19%	21 12%	68 13%
I prefer to place bets in person	99 7%	58 9%	41 5%	12 7%	15 8%	11 6%	20 9%	18 8%	21 6%	33 9%	15 4%	29 10%	21 6%	17 10%	40 8%
I am too busy	98 7%	37 6%	61 8%	16 10%	28 14%	8 4%	18 8%	13 5%	15 4%	34 9%	33 9%	20 7%	11 3%	19 11%	39 7%
I am concerned about tax practices in the online gambling industry	65 5%	36 6%	29 4%	4 2%	9 5%	6 3%	10 4%	10 4%	27 7%	22 6%	16 4%	10 3%	17 5%	3 2%	21 4%
I do not gamble at all/ not interested in gambling	16 1%	8 1%	9 1%	- -	1 *	1 1%	7 3%	3 1%	4 1%	4 1%	3 1%	5 2%	4 1%	1 1%	6 1%
I cannot afford to	11 1%	4 1%	8 1%	1 1%	- -	4 2%	- -	3 1%	4 1%	3 1%	1 *	3 1%	4 1%	- -	4 1%
Do not believe it is honest/ trustworthy	7 *	4 1%	3 *	1 1%	- -	- -	1 1%	3 1%	2 *	1 *	2 1%	4 1%	- -	- -	6 1%
Bookies are the long term winners/ odds are in their favour	6 *	4 1%	2 *	- -	- -	- -	- -	2 1%	4 1%	3 1%	2 1%	1 *	1 *	1 1%	- -
Gambling is foolish	5 *	4 1%	2 *	- -	* *	2 1%	2 1%	- -	1 *	* *	4 1%	1 *	- -	2 1%	3 1%

Online Gambling Survey

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Absolutes/col percents

Table 42

Q.5 Why have you never gambled online?**Base: All respondents who have never gambled online**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1402	646	756	165	199	202	227	230	378	383	385	299	335	171	521
I do not know how/ what to do/ how to play the games	2 *	- -	2 *	- -	- -	2 1%	- -	* *	- -	- -	* *	- -	2 1%	* *	- -
Online gambling preys on the vulnerable/ addicts	2 *	1 *	1 *	- -	1 1%	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -
Have worked in the profession	2 *	- -	2 *	- -	- -	- -	- -	- -	2 *	1 *	- -	- -	1 *	- -	- -
I gamble rarely	2 *	* *	1 *	* *	- -	- -	1 *	* *	- -	* *	- -	1 *	- -	- -	1 *
Will lose money/ fail to win	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -
Would rather go to the betting shop/ book makers	1 *	* *	* *	* *	- -	- -	* *	- -	- -	- -	* *	* *	- -	- -	- -
Security/ data protection	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	* *	* *	- -	- -	- -	- -
Other answers	4 *	3 *	1 *	1 *	- -	1 1%	* *	1 *	1 *	1 *	3 1%	- -	* *	1 1%	2 *
Don't know	* *	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 43

Q.5 Why have you never gambled online?**Base: All respondents who have never gambled online**

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	1447	121	86	1240	61	174	120	136	107	106	169	223	144	-	-	-	229	1447
Weighted base	1402	126	79	1197	54	157	125	123	98	137	172	199	132	-	-	-	231	1402
It is a waste of money	869 62%	72 57%	49 63%	748 62%	36 67%	94 60%	78 63%	75 61%	58 59%	89 65%	100 58%	119 60%	98 75%	-	-	-	81 35%	869 62%
I do not find online gambling appealing	816 58%	71 56%	47 60%	698 58%	30 56%	84 53%	77 62%	69 56%	67 69%	88 64%	75 44%	129 65%	80 61%	-	-	-	109 47%	816 58%
I am against gambling in all forms	259 18%	24 19%	20 26%	214 18%	11 20%	25 16%	28 23%	17 14%	17 17%	24 17%	37 21%	34 17%	23 17%	-	-	-	15 6%	259 18%
I am conscious I could get addicted	245 17%	21 17%	11 14%	212 18%	6 12%	29 19%	19 15%	17 14%	24 25%	22 16%	32 19%	38 19%	24 18%	-	-	-	55 24%	245 17%
I do not think that online gambling companies act responsibly towards their customers	230 16%	23 18%	12 15%	195 16%	11 20%	36 23%	24 19%	15 12%	16 17%	12 9%	21 12%	43 21%	19 14%	-	-	-	43 18%	230 16%
I prefer to place bets in person	99 7%	9 7%	6 8%	83 7%	5 8%	20 13%	4 3%	17 13%	7 7%	3 2%	12 7%	10 5%	7 5%	-	-	-	99 43%	99 7%
I am too busy	98 7%	14 11%	8 11%	76 6%	5 9%	12 8%	6 5%	4 3%	9 9%	3 2%	18 11%	12 6%	6 5%	-	-	-	18 8%	98 7%
I am concerned about tax practices in the online gambling industry	65 5%	3 3%	8 10%	54 5%	1 3%	7 4%	2 1%	6 5%	2 2%	6 5%	8 5%	12 6%	9 7%	-	-	-	13 6%	65 5%
I do not gamble at all/ not interested in gambling	16 1%	-	2 2%	15 1%	2 3%	2 1%	-	4 3%	-	-	2 1%	3 2%	2 2%	-	-	-	2 1%	16 1%
I cannot afford to	11 1%	3 3%	1 1%	7 1%	-	1 *	1 1%	-	4 4%	1 *	-	1 *	1 1%	-	-	-	1 *	11 1%
Do not believe it is honest/ trustworthy	7 *	2 1%	-	5 *	-	1 1%	1 *	-	1 1%	-	-	2 1%	1 *	-	-	-	1 *	7 *

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 43

Q.5 Why have you never gambled online?**Base: All respondents who have never gambled online**

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Weighted base	1402	126	79	1197	54	157	125	123	98	137	172	199	132	-	-	-	231	1402
Bookies are the long term winners/ odds are in their favour	6 *	- -	- -	6 1%	- -	1 1%	1 1%	1 1%	- -	2 1%	- -	1 *	1 1%	- -	- -	- -	- -	6 *
Gambling is foolish	5 *	* *	- -	5 *	- -	1 1%	1 1%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -	- -	5 *
I do not know how/ what to do/ how to play the games	2 *	* *	- -	2 *	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *
Online gambling preys on the vulnerable/ addicts	2 *	- -	- -	2 *	1 2%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *
Have worked in the profession	2 *	- -	- -	2 *	1 2%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	2 *
I gamble rarely	2 *	- -	- -	2 *	- -	1 *	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	2 *
Will lose money/ fail to win	1 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Would rather go to the betting shop/ book makers	1 *	- -	- -	1 *	* 1%	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	* *	1 *
Security/ data protection	1 *	- -	- -	1 *	- -	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* *	1 *
Other answers	4 *	* *	1 1%	3 *	* *	2 1%	- -	- -	* *	- -	- -	1 *	- -	- -	- -	- -	1 *	4 *
Don't know	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *

Online Gambling Survey

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Absolutes/col percents

Table 44

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

Summary

Base: All respondents who have ever gambled online

Factors

	The name of the brand	The quality of the game	Being offered regular discounts	An easy user experience	An advertisement on TV	An advertisement on a website	An advertisement on a newspaper/magazine	A recommendation of a friend in person	A recommendation of a friend on social media	A system which sets up limitations for spending	The knowledge that the online gambling company pays taxes in the UK	The knowledge that the online gambling company makes a financial contribution towards research, education and treatment of addicted gamblers
Unweighted base	604	604	604	604	604	604	604	604	604	604	604	604
Weighted base	649	649	649	649	649	649	649	649	649	649	649	649
NET: Important	296 46%	450 69%	419 65%	474 73%	153 24%	155 24%	128 20%	282 43%	169 26%	322 50%	336 52%	283 44%
Very important (4)	88 13%	166 26%	136 21%	197 30%	24 4%	25 4%	24 4%	66 10%	43 7%	118 18%	117 18%	80 12%
Fairly important (3)	208 32%	285 44%	283 44%	277 43%	129 20%	130 20%	104 16%	216 33%	126 19%	204 31%	219 34%	203 31%
Fairly unimportant (2)	171 26%	81 12%	83 13%	68 11%	206 32%	217 33%	204 31%	152 23%	177 27%	134 21%	119 18%	158 24%
Not important at all (1)	123 19%	61 9%	98 15%	55 8%	236 36%	223 34%	262 40%	157 24%	241 37%	135 21%	120 19%	127 20%
NET: Not important	294 45%	142 22%	181 28%	123 19%	442 68%	440 68%	466 72%	309 48%	418 64%	269 41%	239 37%	285 44%
Don't know	59 9%	57 9%	49 8%	52 8%	54 8%	54 8%	55 8%	58 9%	63 10%	58 9%	74 11%	81 13%
Mean	2.44	2.94	2.76	3.03	1.90	1.93	1.81	2.32	1.95	2.51	2.58	2.42
Standard deviation	0.98	0.91	0.98	0.90	0.88	0.87	0.86	0.99	0.96	1.05	1.03	0.99
Standard error	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04

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Absolutes/col percents

Table 45

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The name of the brand

Base: All respondents who have ever gambled online

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	296	169	127	35	77	71	62	26	25	85	73	69	69	44	171
	46%	47%	44%	45%	53%	49%	45%	36%	36%	52%	40%	47%	45%	49%	47%
Very important	(4) 88	50	38	13	29	10	22	4	10	22	22	27	17	9	55
	13%	14%	13%	17%	20%	7%	16%	5%	15%	13%	12%	18%	11%	10%	15%
Fairly important	(3) 208	119	89	22	48	60	40	23	15	64	51	42	52	35	116
	32%	33%	31%	28%	33%	42%	29%	31%	21%	39%	28%	28%	34%	39%	32%
Fairly unimportant	(2) 171	96	75	18	36	40	35	20	21	37	60	41	32	20	106
	26%	27%	26%	23%	25%	28%	25%	27%	31%	23%	33%	28%	21%	22%	29%
Not important at all	(1) 123	67	57	13	19	22	33	20	16	36	38	21	28	18	59
	19%	19%	19%	17%	13%	15%	24%	27%	23%	22%	20%	14%	19%	20%	16%
NET: Not important	294	163	131	32	56	62	68	40	37	74	98	62	61	39	165
	45%	45%	45%	40%	38%	43%	49%	54%	54%	45%	53%	42%	40%	43%	45%
Don't know	59	27	32	12	13	11	9	8	7	6	14	17	23	8	29
	9%	7%	11%	15%	9%	8%	6%	11%	10%	4%	7%	11%	15%	8%	8%
Mean	2.44	2.46	2.42	2.52	2.65	2.44	2.39	2.15	2.31	2.44	2.33	2.57	2.44	2.42	2.50
Standard deviation	0.98	0.98	0.99	1.03	0.98	0.86	1.04	0.93	1.03	0.99	0.96	1.00	0.98	0.96	0.97
Standard error	0.04	0.06	0.06	0.12	0.09	0.08	0.10	0.11	0.14	0.08	0.07	0.11	0.09	0.11	0.06

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Absolutes/col percents

Table 46

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The name of the brand

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	296	25	9	262	14	34	25	31	23	24	50	41	20	296	233	63	-	-
	46%	42%	39%	46%	50%	50%	41%	51%	50%	35%	53%	46%	38%	46%	50%	34%	-	-
Very important	(4) 88	1	6	80	9	9	8	8	6	5	16	15	4	88	73	15	-	-
	13%	2%	26%	14%	32%	13%	13%	13%	14%	7%	17%	17%	7%	13%	16%	8%	-	-
Fairly important	(3) 208	23	3	182	5	25	17	23	17	19	34	26	16	208	160	48	-	-
	32%	40%	13%	32%	18%	37%	28%	37%	37%	28%	37%	29%	31%	32%	35%	26%	-	-
Fairly unimportant	(2) 171	18	9	143	10	14	18	17	14	18	23	19	10	171	110	60	-	-
	26%	31%	37%	25%	37%	21%	30%	27%	30%	27%	24%	22%	18%	26%	24%	32%	-	-
Not important at all	(1) 123	11	4	109	4	16	13	8	8	13	17	21	9	123	86	38	-	-
	19%	19%	15%	19%	12%	24%	22%	13%	17%	19%	18%	23%	17%	19%	19%	20%	-	-
NET: Not important	294	29	13	252	14	31	31	25	22	31	40	40	19	294	196	98	-	-
	45%	50%	53%	44%	50%	45%	52%	40%	47%	46%	42%	45%	35%	45%	42%	52%	-	-
Don't know	59	4	2	53	-	3	4	5	1	13	4	7	14	59	33	26	-	-
	9%	7%	8%	9%	-	5%	7%	9%	3%	19%	5%	8%	26%	9%	7%	14%	-	-
Mean	2.44	2.27	2.54	2.45	2.70	2.41	2.34	2.56	2.48	2.29	2.55	2.43	2.39	2.44	2.51	2.25	-	-
Standard deviation	0.98	0.82	1.10	0.99	1.07	1.02	1.00	0.92	0.95	0.93	0.99	1.07	0.96	0.98	1.00	0.92	-	-
Standard error	0.04	0.12	0.23	0.05	0.21	0.13	0.14	0.12	0.14	0.15	0.12	0.12	0.14	0.04	0.05	0.07	-	-

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Absolutes/col percents

Table 47

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The quality of the game

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	450	241	210	54	113	103	106	44	31	121	129	101	100	64	259
	69%	67%	72%	69%	77%	71%	77%	59%	46%	73%	70%	68%	66%	70%	71%
Very important	(4) 166	90	76	13	44	39	41	15	13	43	40	41	41	21	100
	26%	25%	26%	16%	30%	27%	30%	20%	20%	26%	22%	27%	27%	23%	27%
Fairly important	(3) 285	151	134	41	69	63	65	29	17	77	89	60	58	43	158
	44%	42%	46%	52%	47%	44%	47%	39%	26%	47%	48%	41%	38%	47%	43%
Fairly unimportant	(2) 81	50	31	6	17	19	9	15	15	18	21	26	15	10	51
	12%	14%	11%	8%	12%	13%	6%	20%	23%	11%	11%	18%	10%	12%	14%
Not important at all	(1) 61	41	20	6	5	10	17	10	12	16	20	6	18	11	26
	9%	11%	7%	8%	3%	7%	12%	14%	18%	10%	11%	4%	12%	12%	7%
NET: Not important	142	91	51	12	22	29	25	25	28	35	41	33	33	21	77
	22%	25%	17%	16%	15%	21%	18%	34%	41%	21%	22%	22%	22%	23%	21%
Don't know	57	27	30	12	12	11	7	5	9	10	14	14	19	6	30
	9%	8%	10%	16%	8%	8%	5%	7%	13%	6%	7%	10%	13%	6%	8%
Mean	2.94	2.87	3.02	2.92	3.13	2.99	3.00	2.70	2.54	2.95	2.88	3.01	2.93	2.87	2.99
Standard deviation	0.91	0.95	0.85	0.81	0.76	0.87	0.94	0.98	1.07	0.90	0.91	0.84	0.98	0.93	0.87
Standard error	0.04	0.05	0.05	0.09	0.07	0.08	0.09	0.12	0.14	0.07	0.07	0.09	0.09	0.10	0.05

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Absolutes/col percents

Table 48

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The quality of the game

Base: All respondents who have ever gambled online

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	450	40	15	395	21	52	41	44	38	41	70	58	30	450	333	117	-	-
	69%	69%	62%	70%	74%	76%	68%	72%	83%	61%	75%	65%	56%	69%	72%	63%	-	-
Very important	(4) 166	8	2	155	7	23	15	20	11	8	36	26	10	166	126	39	-	-
	26%	15%	8%	27%	24%	34%	25%	33%	23%	12%	38%	29%	19%	26%	27%	21%	-	-
Fairly important	(3) 285	32	13	240	14	29	26	24	28	33	34	32	20	285	207	77	-	-
	44%	55%	53%	42%	50%	42%	43%	40%	60%	49%	37%	36%	37%	44%	45%	41%	-	-
Fairly unimportant	(2) 81	12	4	65	6	4	9	9	2	7	13	8	7	81	56	25	-	-
	12%	20%	18%	11%	20%	6%	15%	14%	5%	11%	14%	9%	14%	12%	12%	14%	-	-
Not important at all	(1) 61	1	2	57	2	9	7	5	4	8	7	11	5	61	40	20	-	-
	9%	2%	9%	10%	7%	14%	11%	8%	9%	11%	7%	12%	9%	9%	9%	11%	-	-
NET: Not important	142	13	7	122	7	14	16	13	6	15	19	19	12	142	96	46	-	-
	22%	22%	27%	22%	26%	20%	26%	22%	14%	22%	21%	21%	23%	22%	21%	25%	-	-
Don't know	57	5	3	50	-	3	3	4	1	11	5	12	11	57	33	24	-	-
	9%	8%	11%	9%	-	4%	5%	6%	3%	17%	5%	13%	21%	9%	7%	13%	-	-
Mean	2.94	2.89	2.68	2.95	2.90	3.00	2.87	3.03	2.99	2.74	3.11	2.95	2.84	2.94	2.98	2.83	-	-
Standard deviation	0.91	0.69	0.80	0.93	0.85	1.00	0.95	0.92	0.83	0.88	0.92	1.01	0.93	0.91	0.89	0.94	-	-
Standard error	0.04	0.10	0.18	0.04	0.16	0.12	0.13	0.12	0.12	0.14	0.11	0.12	0.14	0.04	0.05	0.07	-	-

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 49

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

Being offered regular discounts

Base: All respondents who have ever gambled online

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	419	233	186	61	95	107	93	35	28	108	112	100	99	58	241
	65%	65%	64%	78%	65%	75%	67%	47%	41%	65%	61%	67%	65%	64%	66%
Very important	(4) 136	89	47	13	30	43	33	10	6	27	40	34	36	19	83
	21%	25%	16%	17%	21%	30%	24%	14%	10%	16%	22%	23%	24%	21%	23%
Fairly important	(3) 283	144	139	48	65	64	59	25	22	81	73	66	63	39	157
	44%	40%	48%	61%	44%	45%	43%	33%	32%	49%	40%	44%	42%	44%	43%
Fairly unimportant	(2) 83	52	31	4	24	16	12	10	19	20	28	18	18	9	57
	13%	14%	11%	5%	16%	11%	8%	13%	27%	12%	15%	12%	12%	10%	15%
Not important at all	(1) 98	54	44	4	18	10	27	24	15	30	29	21	18	18	43
	15%	15%	15%	5%	13%	7%	20%	32%	22%	18%	16%	14%	12%	19%	12%
NET: Not important	181	105	76	8	42	26	39	33	34	50	56	39	36	27	99
	28%	29%	26%	10%	29%	18%	28%	45%	49%	30%	31%	26%	24%	30%	27%
Don't know	49	20	29	10	9	11	7	6	6	8	15	9	17	5	26
	8%	6%	10%	12%	6%	8%	5%	8%	9%	5%	8%	6%	11%	6%	7%
Mean	2.76	2.80	2.72	3.03	2.78	3.05	2.75	2.31	2.32	2.67	2.73	2.81	2.86	2.70	2.83
Standard deviation	0.98	1.00	0.95	0.69	0.94	0.86	1.06	1.11	0.96	0.97	1.01	0.98	0.96	1.04	0.94
Standard error	0.04	0.06	0.06	0.08	0.09	0.08	0.10	0.13	0.13	0.08	0.08	0.10	0.08	0.11	0.06

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 50

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

Being offered regular discounts

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	419	36	12	371	22	53	38	41	35	37	74	49	22	419	313	106	-	-
	65%	62%	50%	65%	78%	78%	64%	66%	75%	54%	79%	56%	42%	65%	68%	57%	-	-
Very important	(4) 136	12	4	121	9	27	11	11	8	12	22	14	7	136	104	32	-	-
	21%	21%	15%	21%	31%	40%	18%	18%	17%	17%	24%	16%	13%	21%	22%	17%	-	-
Fairly important	(3) 283	24	8	250	13	26	28	29	27	25	52	35	15	283	209	73	-	-
	44%	41%	35%	44%	47%	38%	46%	48%	59%	37%	55%	40%	28%	44%	45%	39%	-	-
Fairly unimportant	(2) 83	13	4	67	4	7	12	7	3	6	9	12	7	83	57	27	-	-
	13%	22%	15%	12%	15%	11%	20%	11%	7%	8%	9%	13%	14%	13%	12%	14%	-	-
Not important at all	(1) 98	6	6	86	2	4	6	9	7	17	11	18	11	98	65	33	-	-
	15%	10%	27%	15%	7%	6%	11%	14%	15%	25%	11%	21%	21%	15%	14%	18%	-	-
NET: Not important	181	18	10	153	6	12	18	16	10	23	19	30	18	181	121	60	-	-
	28%	32%	42%	27%	22%	17%	31%	25%	22%	34%	20%	34%	35%	28%	26%	32%	-	-
Don't know	49	4	2	43	-	3	3	5	1	8	1	9	12	49	28	21	-	-
	8%	6%	8%	8%	-	5%	5%	9%	3%	12%	1%	10%	24%	8%	6%	11%	-	-
Mean	2.76	2.78	2.41	2.78	3.01	3.17	2.75	2.77	2.80	2.52	2.92	2.56	2.44	2.76	2.81	2.63	-	-
Standard deviation	0.98	0.92	1.10	0.98	0.88	0.89	0.89	0.95	0.91	1.11	0.89	1.04	1.09	0.98	0.96	1.02	-	-
Standard error	0.04	0.13	0.23	0.04	0.17	0.11	0.12	0.13	0.14	0.18	0.11	0.12	0.16	0.04	0.05	0.08	-	-

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 51

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An easy user experience

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	474	278	197	47	114	116	106	43	49	126	132	106	111	61	278
	73%	77%	68%	59%	78%	81%	76%	58%	71%	76%	72%	72%	73%	67%	76%
Very important	(4) 197	124	73	15	51	46	51	15	19	41	58	48	50	25	118
	30%	35%	25%	20%	35%	32%	36%	20%	29%	25%	31%	32%	33%	28%	32%
Fairly important	(3) 277	154	124	31	63	71	55	29	29	84	74	58	61	36	160
	43%	43%	43%	40%	43%	49%	40%	39%	43%	51%	40%	39%	40%	39%	44%
Fairly unimportant	(2) 68	33	35	12	15	12	12	10	8	17	25	18	9	16	33
	11%	9%	12%	16%	10%	8%	8%	13%	11%	10%	13%	12%	6%	17%	9%
Not important at all	(1) 55	29	26	6	7	4	15	15	7	16	16	10	13	8	26
	8%	8%	9%	7%	5%	3%	11%	21%	10%	9%	9%	7%	9%	9%	7%
NET: Not important	123	62	61	18	22	16	27	25	14	32	41	27	23	24	60
	19%	17%	21%	23%	15%	11%	19%	34%	21%	20%	22%	18%	15%	26%	16%
Don't know	52	19	33	14	10	11	7	6	5	7	12	15	18	6	28
	8%	5%	11%	18%	7%	7%	5%	8%	7%	4%	6%	10%	12%	7%	8%
Mean	3.03	3.10	2.95	2.87	3.16	3.19	3.07	2.63	2.97	2.96	3.00	3.08	3.11	2.92	3.09
Standard deviation	0.90	0.89	0.91	0.88	0.82	0.73	0.96	1.06	0.93	0.87	0.93	0.88	0.91	0.94	0.87
Standard error	0.04	0.05	0.06	0.10	0.08	0.07	0.09	0.13	0.12	0.07	0.07	0.09	0.08	0.10	0.05

Online Gambling Survey

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Absolutes/col percents

Table 52

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An easy user experience

Base: All respondents who have ever gambled online

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber- side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	474	41	18	415	24	48	39	47	39	50	72	64	32	474	355	119	-	-
	73%	70%	76%	73%	86%	70%	64%	76%	85%	73%	77%	73%	61%	73%	77%	64%	-	-
Very important	(4) 197	17	5	175	12	26	18	16	13	17	27	32	13	197	160	37	-	-
	30%	29%	23%	31%	43%	38%	31%	26%	29%	25%	29%	36%	24%	30%	35%	20%	-	-
Fairly important	(3) 277	24	13	240	12	22	20	31	26	32	45	33	19	277	195	82	-	-
	43%	41%	54%	42%	43%	32%	34%	50%	56%	48%	48%	37%	37%	43%	42%	44%	-	-
Fairly unimportant	(2) 68	9	*	59	3	11	11	7	2	4	10	6	6	68	42	27	-	-
	11%	15%	2%	10%	9%	16%	18%	12%	5%	6%	11%	6%	11%	11%	9%	14%	-	-
Not important at all	(1) 55	5	3	46	1	6	7	3	4	6	7	10	3	55	37	17	-	-
	8%	9%	14%	8%	5%	8%	11%	5%	8%	9%	7%	12%	6%	8%	8%	9%	-	-
NET: Not important	123	14	4	106	4	16	17	10	6	10	17	16	9	123	79	44	-	-
	19%	23%	15%	19%	14%	24%	29%	17%	12%	15%	18%	18%	16%	19%	17%	23%	-	-
Don't know	52	4	2	46	-	4	4	4	1	8	5	8	12	52	28	24	-	-
	8%	6%	8%	8%	-	5%	7%	7%	3%	12%	5%	9%	23%	8%	6%	13%	-	-
Mean	3.03	2.96	2.93	3.04	3.25	3.06	2.90	3.04	3.09	3.02	3.04	3.07	3.03	3.03	3.10	2.85	-	-
Standard deviation	0.90	0.92	0.95	0.90	0.82	0.97	1.00	0.80	0.82	0.88	0.85	0.99	0.87	0.90	0.89	0.89	-	-
Standard error	0.04	0.13	0.20	0.04	0.16	0.12	0.14	0.11	0.12	0.14	0.10	0.11	0.13	0.04	0.04	0.07	-	-

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 53

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An advertisement on TV

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	153 24%	89 25%	63 22%	29 37%	47 32%	46 32%	20 15%	6 9%	5 7%	43 26%	40 22%	40 27%	31 20%	23 25%	98 27%
Very important	(4) 24 4%	9 3%	15 5%	8 10%	5 3%	8 6%	3 2%	- -	* 1%	6 4%	5 2%	4 3%	9 6%	5 5%	10 3%
Fairly important	(3) 129 20%	80 22%	49 17%	21 27%	42 29%	38 26%	17 13%	6 9%	4 6%	36 22%	35 19%	36 24%	22 14%	18 20%	88 24%
Fairly unimportant	(2) 206 32%	118 33%	88 30%	23 29%	42 29%	44 31%	52 37%	25 34%	20 29%	48 29%	64 35%	46 31%	48 32%	29 32%	120 33%
Not important at all	(1) 236 36%	131 36%	105 36%	14 17%	47 32%	43 30%	60 43%	37 50%	35 51%	66 40%	69 37%	49 33%	52 34%	34 38%	121 33%
NET: Not important	442 68%	249 69%	193 67%	36 46%	89 61%	88 61%	111 80%	63 85%	55 80%	114 69%	133 72%	95 64%	100 66%	63 70%	241 66%
Don't know	54 8%	21 6%	33 12%	13 17%	10 7%	10 7%	8 5%	5 7%	9 13%	8 5%	12 6%	13 9%	21 14%	4 5%	28 8%
Mean	1.90	1.91	1.89	2.35	2.03	2.08	1.72	1.55	1.50	1.89	1.86	1.96	1.91	1.93	1.96
Standard deviation	0.88	0.85	0.90	0.95	0.90	0.92	0.77	0.66	0.66	0.90	0.83	0.87	0.91	0.91	0.86
Standard error	0.04	0.05	0.06	0.11	0.08	0.08	0.07	0.08	0.09	0.07	0.06	0.09	0.08	0.10	0.05

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Absolutes/col percents

Table 54

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An advertisement on TV

Base: All respondents who have ever gambled online

	Region												Gambling Status						
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online	
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-	
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-	
NET: Important	153	9	6	138	6	25	11	21	8	5	40	15	7	153	111	42	-	-	
	24%	15%	27%	24%	20%	37%	19%	34%	17%	8%	42%	17%	13%	24%	24%	22%	-	-	
Very important	(4)	24	-	*	24	1	6	3	4	*	2	4	3	-	24	20	4	-	-
		4%	-	1%	4%	3%	9%	6%	6%	1%	3%	4%	3%	-	4%	4%	2%	-	-
Fairly important	(3)	129	9	6	114	5	19	8	17	8	3	36	12	7	129	91	37	-	-
		20%	15%	26%	20%	16%	27%	14%	27%	16%	5%	38%	13%	13%	20%	20%	20%	-	-
Fairly unimportant	(2)	206	20	5	181	15	19	18	19	18	30	23	25	14	206	141	65	-	-
		32%	34%	22%	32%	53%	28%	31%	31%	39%	45%	24%	28%	26%	32%	30%	35%	-	-
Not important at all	(1)	236	26	10	199	8	18	26	18	18	25	28	40	19	236	179	57	-	-
		36%	45%	43%	35%	27%	27%	43%	29%	38%	37%	29%	46%	36%	36%	39%	30%	-	-
NET: Not important		442	46	15	381	23	37	44	37	36	55	51	65	33	442	320	122	-	-
		68%	79%	65%	67%	80%	55%	74%	60%	77%	81%	54%	74%	62%	68%	69%	65%	-	-
Don't know		54	4	2	49	-	6	4	4	3	7	4	8	13	54	31	23	-	-
		8%	6%	8%	9%	-	8%	7%	6%	6%	11%	4%	9%	25%	8%	7%	13%	-	-
Mean		1.90	1.68	1.84	1.93	1.97	2.21	1.80	2.12	1.79	1.70	2.18	1.72	1.70	1.90	1.89	1.93	-	-
Standard deviation		0.88	0.74	0.90	0.89	0.77	0.99	0.91	0.94	0.77	0.71	0.93	0.85	0.76	0.88	0.89	0.82	-	-
Standard error		0.04	0.10	0.19	0.04	0.15	0.12	0.13	0.12	0.12	0.11	0.11	0.09	0.11	0.04	0.04	0.07	-	-

Online Gambling Survey

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Absolutes/col percents

Table 55

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An advertisement on a website

Base: All respondents who have ever gambled online

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	155 24%	95 26%	60 21%	35 44%	37 25%	40 28%	28 20%	6 8%	9 13%	36 22%	43 23%	46 31%	30 20%	26 28%	98 27%
Very important	(4) 25 4%	14 4%	10 4%	5 6%	7 5%	4 3%	5 4%	- -	4 6%	8 5%	5 3%	6 4%	5 3%	3 4%	16 4%
Fairly important	(3) 130 20%	81 22%	50 17%	30 38%	30 21%	36 25%	23 17%	6 8%	5 8%	28 17%	38 21%	39 27%	25 16%	22 24%	82 22%
Fairly unimportant	(2) 217 33%	124 35%	93 32%	20 25%	55 38%	51 36%	40 29%	27 36%	25 36%	56 34%	64 35%	48 33%	49 32%	25 27%	130 35%
Not important at all	(1) 223 34%	119 33%	104 36%	14 18%	43 29%	37 26%	64 46%	37 50%	29 42%	64 39%	64 35%	45 30%	50 33%	35 39%	110 30%
NET: Not important	440 68%	244 68%	197 68%	34 43%	98 67%	88 61%	104 75%	63 86%	53 78%	120 73%	128 70%	93 63%	99 65%	60 66%	239 65%
Don't know	54 8%	21 6%	33 12%	10 13%	11 7%	15 11%	7 5%	5 7%	6 8%	9 5%	13 7%	9 6%	23 15%	5 6%	28 8%
Mean	1.93	1.97	1.87	2.37	2.01	2.06	1.77	1.55	1.75	1.87	1.91	2.05	1.88	1.93	2.01
Standard deviation	0.87	0.87	0.86	0.89	0.86	0.84	0.88	0.65	0.86	0.88	0.84	0.89	0.86	0.91	0.87
Standard error	0.04	0.05	0.06	0.10	0.08	0.08	0.08	0.08	0.11	0.07	0.06	0.09	0.08	0.10	0.05

Online Gambling Survey

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Absolutes/col percents

Table 56

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An advertisement on a website

Base: All respondents who have ever gambled online

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	155	12	6	136	6	24	12	20	9	12	30	15	8	155	119	35	-	-
	24%	21%	26%	24%	21%	35%	19%	32%	20%	18%	32%	18%	15%	24%	26%	19%	-	-
Very important	(4) 25	5	3	17	1	1	*	3	2	2	5	2	-	25	20	5	-	-
	4%	8%	12%	3%	3%	2%	1%	5%	5%	3%	5%	2%	-	4%	4%	2%	-	-
Fairly important	(3) 130	8	3	119	5	22	11	17	7	11	25	14	8	130	100	31	-	-
	20%	13%	15%	21%	17%	32%	19%	27%	15%	16%	27%	15%	15%	20%	22%	16%	-	-
Fairly unimportant	(2) 217	18	9	191	16	20	19	20	21	24	35	25	10	217	149	68	-	-
	33%	30%	36%	34%	55%	30%	32%	33%	45%	36%	37%	29%	19%	33%	32%	37%	-	-
Not important at all	(1) 223	23	7	193	7	22	25	16	13	26	25	37	22	223	160	63	-	-
	34%	39%	29%	34%	24%	32%	42%	27%	28%	38%	27%	42%	41%	34%	35%	34%	-	-
NET: Not important	440	41	16	384	22	42	44	37	34	50	61	62	32	440	309	131	-	-
	68%	70%	65%	68%	79%	61%	74%	60%	74%	74%	65%	71%	60%	68%	67%	70%	-	-
Don't know	54	5	2	47	-	3	4	5	3	5	3	10	13	54	34	20	-	-
	8%	9%	8%	8%	-	4%	7%	8%	7%	8%	4%	12%	25%	8%	7%	11%	-	-
Mean	1.93	1.89	2.10	1.92	2.01	2.05	1.77	2.12	1.96	1.81	2.10	1.75	1.66	1.93	1.95	1.86	-	-
Standard deviation	0.87	0.97	1.02	0.85	0.76	0.87	0.80	0.90	0.82	0.82	0.88	0.83	0.80	0.87	0.89	0.81	-	-
Standard error	0.04	0.14	0.22	0.04	0.15	0.11	0.11	0.12	0.13	0.13	0.11	0.09	0.12	0.04	0.04	0.06	-	-

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 57

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An advertisement on a newspaper/ magazine

Base: All respondents who have ever gambled online

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	128 20%	74 21%	53 18%	21 27%	41 28%	31 22%	22 16%	6 8%	7 10%	36 22%	35 19%	29 20%	28 18%	24 27%	82 23%
Very important	(4) 24 4%	14 4%	11 4%	8 11%	7 5%	7 5%	3 2%	- -	- -	5 3%	6 3%	1 1%	11 8%	3 3%	15 4%
Fairly important	(3) 104 16%	61 17%	43 15%	13 16%	34 24%	24 17%	19 14%	6 8%	7 10%	31 18%	29 16%	28 19%	16 11%	22 24%	68 18%
Fairly unimportant	(2) 204 31%	119 33%	85 29%	26 33%	41 28%	48 33%	44 32%	24 33%	22 32%	41 25%	68 37%	49 33%	47 31%	25 28%	120 33%
Not important at all	(1) 262 40%	148 41%	115 40%	19 24%	53 37%	52 36%	66 47%	39 53%	33 48%	83 50%	67 36%	54 36%	58 38%	35 39%	134 37%
NET: Not important	466 72%	267 74%	199 69%	46 58%	94 64%	100 70%	110 79%	63 85%	54 80%	124 75%	135 73%	103 69%	105 69%	61 67%	254 69%
Don't know	55 8%	18 5%	37 13%	12 15%	11 7%	13 9%	7 5%	5 7%	7 11%	5 3%	14 8%	16 11%	20 13%	5 6%	30 8%
Mean	1.81	1.83	1.80	2.16	1.96	1.89	1.69	1.52	1.57	1.74	1.85	1.83	1.86	1.90	1.89
Standard deviation	0.86	0.86	0.87	0.99	0.92	0.89	0.80	0.66	0.68	0.88	0.83	0.79	0.95	0.89	0.88
Standard error	0.04	0.05	0.06	0.11	0.09	0.08	0.07	0.08	0.09	0.07	0.06	0.09	0.08	0.10	0.05

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 58

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

An advertisement on a newspaper/ magazine

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	128	12	6	110	4	16	9	20	10	7	30	11	3	128	100	27	-	-
	20%	21%	24%	19%	16%	24%	15%	32%	21%	10%	32%	12%	5%	20%	22%	15%	-	-
Very important	(4)	24	-	23	1	5	1	3	2	2	5	4	-	24	21	3	-	-
	4%	-	7%	4%	3%	8%	1%	5%	4%	3%	5%	4%	-	4%	5%	2%	-	-
Fairly important	(3)	104	12	87	4	11	8	17	8	5	25	7	3	104	80	24	-	-
	16%	21%	17%	15%	12%	16%	13%	27%	17%	7%	27%	8%	5%	16%	17%	13%	-	-
Fairly unimportant	(2)	204	18	179	15	18	19	19	13	25	28	26	16	204	138	66	-	-
	31%	30%	29%	32%	55%	27%	31%	32%	29%	36%	29%	29%	30%	31%	30%	35%	-	-
Not important at all	(1)	262	25	229	8	31	28	18	20	29	29	42	22	262	192	70	-	-
	40%	42%	38%	40%	30%	45%	47%	30%	44%	43%	31%	48%	42%	40%	42%	38%	-	-
NET: Not important		466	42	408	24	49	47	38	34	54	57	68	38	466	330	136	-	-
	72%	72%	68%	72%	84%	72%	78%	62%	73%	79%	60%	77%	72%	72%	71%	73%	-	-
Don't know		55	4	49	-	3	4	4	3	7	7	9	12	55	32	23	-	-
	8%	6%	8%	9%	-	4%	7%	6%	6%	11%	8%	10%	23%	8%	7%	12%	-	-
Mean		1.81	1.78	1.81	1.90	1.87	1.67	2.08	1.80	1.65	2.07	1.65	1.52	1.81	1.84	1.76	-	-
Standard deviation		0.86	0.80	0.97	0.87	0.75	0.98	0.78	0.91	0.89	0.76	0.93	0.84	0.86	0.89	0.78	-	-
Standard error		0.04	0.11	0.21	0.04	0.15	0.12	0.11	0.12	0.13	0.12	0.11	0.09	0.04	0.04	0.06	-	-

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 59

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

A recommendation of a friend in person

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	282	156	126	38	77	70	54	26	17	70	68	75	69	46	166
	43%	43%	44%	48%	53%	49%	39%	35%	25%	42%	37%	51%	45%	50%	45%
Very important	(4) 66	46	20	12	18	18	15	2	-	14	17	16	20	6	41
	10%	13%	7%	15%	13%	13%	11%	2%	-	8%	9%	11%	13%	7%	11%
Fairly important	(3) 216	110	106	26	59	52	39	24	17	56	51	59	50	39	125
	33%	31%	37%	33%	40%	36%	28%	33%	25%	34%	28%	40%	33%	43%	34%
Fairly unimportant	(2) 152	86	66	18	28	33	36	17	20	42	52	30	28	11	91
	23%	24%	23%	22%	19%	23%	26%	23%	30%	26%	28%	21%	18%	12%	25%
Not important at all	(1) 157	94	63	10	28	29	40	27	23	45	50	27	35	27	80
	24%	26%	22%	13%	19%	20%	29%	36%	34%	27%	27%	18%	23%	30%	22%
NET: Not important	309	180	129	28	56	62	76	44	43	87	102	57	63	39	171
	48%	50%	44%	35%	38%	43%	55%	60%	64%	53%	55%	39%	41%	43%	47%
Don't know	58	23	35	13	13	11	8	4	8	8	14	16	20	7	29
	9%	6%	12%	17%	9%	8%	6%	5%	12%	5%	8%	11%	13%	7%	8%
Mean	2.32	2.32	2.33	2.61	2.51	2.45	2.23	2.01	1.89	2.25	2.20	2.48	2.40	2.29	2.38
Standard deviation	0.99	1.03	0.93	0.96	0.98	0.99	1.02	0.91	0.81	0.97	0.98	0.95	1.04	1.01	0.98
Standard error	0.04	0.06	0.06	0.11	0.09	0.09	0.10	0.11	0.11	0.08	0.07	0.10	0.09	0.11	0.06

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ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 60

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

A recommendation of a friend in person

Base: All respondents who have ever gambled online

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	282	26	9	247	17	36	20	37	14	14	43	42	23	282	213	69	-	-
	43%	45%	37%	44%	61%	53%	34%	61%	31%	21%	46%	48%	43%	43%	46%	37%	-	-
Very important	(4) 66	-	3	62	7	15	4	5	3	2	12	14	1	66	53	13	-	-
	10%	-	14%	11%	25%	22%	7%	9%	6%	3%	12%	16%	2%	10%	11%	7%	-	-
Fairly important	(3) 216	26	6	185	10	21	16	32	11	12	31	28	22	216	160	56	-	-
	33%	45%	23%	33%	36%	31%	27%	52%	24%	18%	33%	32%	41%	33%	35%	30%	-	-
Fairly unimportant	(2) 152	11	6	136	5	16	17	11	16	26	25	11	8	152	99	54	-	-
	23%	18%	24%	24%	17%	24%	29%	18%	34%	39%	27%	13%	15%	23%	21%	29%	-	-
Not important at all	(1) 157	17	7	133	6	13	19	9	13	18	20	26	9	157	118	39	-	-
	24%	30%	30%	23%	22%	19%	32%	14%	29%	26%	22%	29%	16%	24%	26%	21%	-	-
NET: Not important	309	28	13	268	11	29	36	20	29	44	46	37	16	309	217	92	-	-
	48%	48%	54%	47%	39%	42%	60%	32%	63%	65%	49%	42%	31%	48%	47%	49%	-	-
Don't know	58	4	2	52	-	3	3	4	3	10	5	9	14	58	32	26	-	-
	9%	7%	8%	9%	-	5%	5%	7%	7%	14%	6%	11%	26%	9%	7%	14%	-	-
Mean	2.32	2.16	2.23	2.34	2.64	2.59	2.10	2.59	2.09	1.97	2.39	2.38	2.39	2.32	2.34	2.27	-	-
Standard deviation	0.99	0.89	1.09	0.99	1.10	1.05	0.96	0.86	0.92	0.81	0.98	1.12	0.87	0.99	1.01	0.92	-	-
Standard error	0.04	0.13	0.23	0.05	0.21	0.13	0.13	0.11	0.14	0.13	0.12	0.13	0.13	0.04	0.05	0.07	-	-

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Absolutes/col percents

Table 61

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

A recommendation of a friend on social media

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	169	89	79	33	50	43	18	10	15	47	35	44	42	21	106
	26%	25%	27%	41%	34%	30%	13%	14%	21%	29%	19%	30%	28%	23%	29%
Very important	(4) 43	23	19	14	16	9	3	1	-	14	12	9	8	4	25
	7%	7%	7%	18%	11%	6%	2%	2%	-	9%	6%	6%	5%	4%	7%
Fairly important	(3) 126	66	60	19	35	34	15	9	15	33	23	35	34	18	81
	19%	18%	21%	24%	24%	23%	11%	12%	21%	20%	13%	24%	22%	19%	22%
Fairly unimportant	(2) 177	106	71	20	38	40	45	18	16	48	58	38	33	30	93
	27%	29%	25%	25%	26%	28%	33%	24%	24%	29%	32%	26%	22%	33%	26%
Not important at all	(1) 241	140	101	12	46	42	67	42	31	61	75	48	57	32	134
	37%	39%	35%	16%	32%	29%	48%	57%	46%	37%	41%	33%	37%	35%	37%
NET: Not important	418	246	172	32	84	82	112	60	48	109	133	86	90	61	227
	64%	69%	59%	41%	58%	57%	81%	80%	70%	66%	72%	58%	59%	68%	62%
Don't know	63	24	39	14	11	19	8	4	6	9	16	18	20	8	33
	10%	7%	13%	18%	8%	13%	6%	5%	8%	5%	9%	12%	13%	9%	9%
Mean	1.95	1.92	1.99	2.53	2.14	2.08	1.65	1.57	1.73	2.00	1.84	2.04	1.95	1.91	1.99
Standard deviation	0.96	0.94	0.98	1.04	1.02	0.95	0.78	0.80	0.82	0.99	0.92	0.96	0.97	0.88	0.97
Standard error	0.04	0.05	0.06	0.12	0.10	0.09	0.07	0.09	0.11	0.08	0.07	0.10	0.08	0.10	0.06

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Absolutes/col percents

Table 62

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

A recommendation of a friend on social media

Base: All respondents who have ever gambled online

	Region													Gambling Status				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	169	18	7	144	10	25	11	11	11	14	27	22	12	169	130	39	-	-
	26%	30%	31%	25%	34%	37%	18%	19%	24%	20%	29%	25%	22%	26%	28%	21%	-	-
Very important	(4)	43	1	39	7	4	4	3	4	4	8	3	2	43	35	8	-	-
		7%	2%	7%	23%	5%	7%	5%	9%	6%	9%	4%	4%	7%	7%	4%	-	-
Fairly important	(3)	126	17	104	3	22	7	8	7	10	19	19	10	126	95	30	-	-
		19%	29%	18%	11%	32%	12%	13%	16%	14%	21%	21%	18%	19%	21%	16%	-	-
Fairly unimportant	(2)	177	11	159	9	23	17	17	16	24	26	16	10	177	114	63	-	-
		27%	19%	28%	33%	33%	29%	28%	35%	35%	28%	18%	19%	27%	25%	34%	-	-
Not important at all	(1)	241	24	210	9	17	26	28	16	22	34	40	17	241	179	62	-	-
		37%	41%	37%	33%	25%	44%	46%	35%	33%	36%	45%	32%	37%	39%	33%	-	-
NET: Not important		418	35	368	19	39	44	45	32	46	60	56	27	418	292	126	-	-
		64%	60%	65%	66%	58%	73%	73%	70%	68%	64%	64%	51%	64%	63%	67%	-	-
Don't know		63	6	55	-	3	5	5	3	8	7	10	14	63	40	23	-	-
		10%	10%	10%	-	5%	9%	8%	6%	12%	7%	11%	26%	10%	9%	12%	-	-
Mean		1.95	1.90	1.95	2.24	2.19	1.79	1.76	1.98	1.92	2.02	1.82	1.93	1.95	1.97	1.91	-	-
Standard deviation		0.96	0.93	0.96	1.16	0.89	0.93	0.91	0.96	0.90	0.99	0.95	0.97	0.96	0.99	0.87	-	-
Standard error		0.04	0.13	0.04	0.22	0.11	0.13	0.12	0.14	0.14	0.12	0.11	0.14	0.04	0.05	0.07	-	-

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Absolutes/col percents

Table 63

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

A system which sets up limitations for spending

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	322	160	162	43	70	80	65	29	34	81	82	83	76	48	179
	50%	44%	56%	54%	48%	56%	47%	40%	51%	49%	45%	56%	50%	52%	49%
Very important	(4) 118	57	61	16	27	25	28	12	10	26	28	32	32	15	65
	18%	16%	21%	20%	19%	17%	20%	16%	14%	16%	15%	21%	21%	17%	18%
Fairly important	(3) 204	103	102	27	43	55	37	18	25	55	54	52	44	33	114
	31%	29%	35%	35%	29%	38%	27%	24%	36%	33%	29%	35%	29%	36%	31%
Fairly unimportant	(2) 134	81	52	12	41	22	35	16	7	40	50	24	20	17	89
	21%	23%	18%	15%	28%	16%	25%	21%	10%	24%	27%	16%	13%	19%	24%
Not important at all	(1) 135	94	41	10	20	31	30	24	20	36	39	24	36	20	66
	21%	26%	14%	12%	14%	22%	22%	33%	29%	22%	21%	16%	24%	22%	18%
NET: Not important	269	175	94	22	62	53	65	40	27	76	89	48	55	37	155
	41%	49%	32%	28%	42%	37%	47%	54%	40%	46%	49%	33%	36%	41%	42%
Don't know	58	24	34	14	14	10	8	5	7	9	13	16	21	6	32
	9%	7%	12%	18%	10%	7%	6%	6%	10%	5%	7%	11%	14%	7%	9%
Mean	2.51	2.37	2.71	2.76	2.59	2.55	2.49	2.24	2.39	2.45	2.41	2.69	2.55	2.50	2.53
Standard deviation	1.05	1.07	1.00	0.99	0.99	1.05	1.07	1.11	1.11	1.02	1.02	1.03	1.14	1.05	1.02
Standard error	0.05	0.06	0.07	0.12	0.09	0.09	0.10	0.13	0.15	0.08	0.08	0.11	0.10	0.12	0.06

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Absolutes/col percents

Table 64

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

A system which sets up limitations for spending

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	322	33	12	277	18	37	31	33	18	32	46	43	19	322	230	92	-	-
	50%	56%	50%	49%	63%	54%	52%	53%	40%	47%	49%	49%	36%	50%	50%	49%	-	-
Very important	(4) 118	13	2	102	9	22	12	10	8	6	11	18	6	118	82	35	-	-
	18%	22%	10%	18%	33%	32%	19%	17%	18%	9%	12%	20%	11%	18%	18%	19%	-	-
Fairly important	(3) 204	20	10	175	8	15	19	22	10	26	35	25	13	204	148	56	-	-
	31%	34%	40%	31%	30%	22%	32%	37%	22%	38%	37%	28%	25%	31%	32%	30%	-	-
Fairly unimportant	(2) 134	12	3	119	8	12	4	11	13	16	28	13	15	134	92	42	-	-
	21%	21%	11%	21%	28%	17%	6%	17%	28%	24%	30%	14%	29%	21%	20%	22%	-	-
Not important at all	(1) 135	9	7	119	2	15	21	14	11	13	14	22	7	135	106	29	-	-
	21%	15%	31%	21%	9%	21%	35%	22%	25%	19%	15%	25%	13%	21%	23%	16%	-	-
NET: Not important	269	21	10	238	10	26	25	24	24	29	42	35	22	269	197	71	-	-
	41%	36%	41%	42%	37%	39%	41%	39%	53%	43%	44%	39%	42%	41%	43%	38%	-	-
Don't know	58	4	2	52	-	5	4	5	3	7	6	11	12	58	34	24	-	-
	9%	7%	8%	9%	-	7%	7%	7%	7%	10%	6%	12%	22%	9%	7%	13%	-	-
Mean	2.51	2.68	2.33	2.51	2.87	2.70	2.38	2.51	2.36	2.41	2.50	2.50	2.45	2.51	2.48	2.60	-	-
Standard deviation	1.05	1.02	1.08	1.05	0.99	1.18	1.20	1.05	1.08	0.94	0.91	1.14	0.94	1.05	1.06	1.02	-	-
Standard error	0.05	0.14	0.23	0.05	0.19	0.15	0.17	0.14	0.17	0.15	0.11	0.13	0.14	0.05	0.05	0.08	-	-

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 65

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The knowledge that the online gambling company pays taxes in the UK

Base: All respondents who have ever gambled online

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	336	188	148	35	79	81	71	30	40	81	92	87	76	46	195
	52%	52%	51%	45%	54%	56%	51%	40%	59%	49%	50%	59%	50%	50%	53%
Very important	(4) 117	69	48	11	23	31	26	10	16	32	20	31	34	14	71
	18%	19%	16%	14%	16%	22%	19%	14%	23%	20%	11%	21%	22%	16%	19%
Fairly important	(3) 219	118	101	24	55	50	45	20	24	49	71	56	42	32	124
	34%	33%	35%	31%	38%	35%	33%	27%	36%	30%	39%	38%	28%	35%	34%
Fairly unimportant	(2) 119	70	49	15	27	23	24	18	10	34	41	16	27	19	63
	18%	20%	17%	19%	19%	16%	17%	25%	15%	21%	22%	11%	18%	21%	17%
Not important at all	(1) 120	74	46	13	26	17	35	19	11	38	34	25	23	16	68
	19%	21%	16%	16%	18%	12%	25%	25%	16%	23%	19%	17%	15%	18%	19%
NET: Not important	239	144	95	28	54	41	59	37	21	73	75	42	50	35	131
	37%	40%	33%	35%	37%	28%	43%	50%	31%	44%	41%	28%	33%	39%	36%
Don't know	74	27	47	16	14	22	8	7	7	11	17	19	27	10	39
	11%	8%	16%	20%	9%	15%	6%	10%	10%	7%	9%	13%	17%	10%	11%
Mean	2.58	2.55	2.61	2.53	2.57	2.78	2.47	2.32	2.74	2.49	2.47	2.72	2.69	2.54	2.61
Standard deviation	1.03	1.06	1.01	1.01	1.00	0.99	1.09	1.05	1.04	1.08	0.95	1.04	1.06	1.00	1.05
Standard error	0.04	0.06	0.07	0.12	0.10	0.09	0.10	0.13	0.14	0.09	0.07	0.11	0.09	0.11	0.07

Online Gambling Survey

ONLINE Fieldwork: 9th-10th April 2014

Absolutes/col percents

Table 66

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The knowledge that the online gambling company pays taxes in the UK

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	336	31	11	294	15	40	32	31	25	34	60	35	21	336	246	90	-	-
	52%	53%	45%	52%	54%	59%	53%	50%	55%	51%	64%	40%	40%	52%	53%	48%	-	-
Very important	(4) 117	9	3	105	8	13	9	9	8	10	24	17	7	117	91	26	-	-
	18%	15%	12%	19%	29%	19%	15%	15%	17%	14%	25%	20%	14%	18%	20%	14%	-	-
Fairly important	(3) 219	22	8	189	7	28	22	21	17	25	37	18	14	219	154	65	-	-
	34%	38%	33%	33%	25%	41%	37%	35%	37%	37%	39%	20%	26%	34%	33%	35%	-	-
Fairly unimportant	(2) 119	11	4	104	9	7	4	13	11	11	17	19	12	119	86	33	-	-
	18%	19%	15%	18%	33%	10%	7%	21%	24%	16%	18%	22%	24%	18%	19%	18%	-	-
Not important at all	(1) 120	7	8	106	3	18	17	12	6	13	11	20	5	120	84	37	-	-
	19%	12%	31%	19%	10%	26%	28%	20%	14%	20%	12%	23%	10%	19%	18%	20%	-	-
NET: Not important	239	18	11	210	12	25	21	26	17	24	29	39	18	239	170	69	-	-
	37%	31%	47%	37%	43%	36%	35%	42%	38%	35%	30%	44%	33%	37%	37%	37%	-	-
Don't know	74	10	2	62	1	3	7	5	3	9	5	14	14	74	47	27	-	-
	11%	17%	8%	11%	2%	5%	12%	8%	7%	14%	6%	16%	26%	11%	10%	15%	-	-
Mean	2.58	2.67	2.28	2.58	2.75	2.55	2.45	2.49	2.62	2.52	2.82	2.44	2.61	2.58	2.61	2.50	-	-
Standard deviation	1.03	0.94	1.09	1.04	1.01	1.10	1.13	1.02	0.96	1.03	0.97	1.13	0.95	1.03	1.04	1.02	-	-
Standard error	0.04	0.14	0.23	0.05	0.20	0.14	0.16	0.14	0.15	0.16	0.12	0.13	0.14	0.04	0.05	0.08	-	-

Online Gambling Survey

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Absolutes/col percents

Table 67

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The knowledge that the online gambling company makes a financial contribution towards research, education and treatment of addicted gamblers

Base: All respondents who have ever gambled online

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
NET: Important	283	144	140	36	70	60	63	25	30	68	79	71	65	36	169
	44%	40%	48%	45%	48%	42%	46%	33%	44%	41%	43%	48%	43%	40%	46%
Very important	(4) 80	37	43	12	20	19	18	3	7	24	14	20	22	9	51
	12%	10%	15%	16%	14%	13%	13%	3%	10%	15%	8%	13%	15%	10%	14%
Fairly important	(3) 203	106	97	23	49	41	45	22	23	44	65	51	43	27	118
	31%	30%	33%	29%	34%	28%	33%	30%	34%	27%	36%	34%	28%	30%	32%
Fairly unimportant	(2) 158	97	61	20	37	45	27	18	10	47	51	37	24	30	90
	24%	27%	21%	25%	26%	32%	20%	24%	15%	28%	27%	25%	16%	33%	25%
Not important at all	(1) 127	84	42	12	21	19	34	23	18	36	38	24	29	16	65
	20%	24%	15%	15%	15%	13%	25%	31%	26%	22%	21%	16%	19%	18%	18%
NET: Not important	285	182	103	32	59	64	62	40	28	83	89	61	52	46	155
	44%	51%	36%	40%	40%	45%	44%	54%	41%	50%	48%	41%	34%	51%	42%
Don't know	81	34	48	12	18	19	14	9	10	14	16	17	35	8	42
	13%	9%	16%	15%	12%	13%	10%	12%	15%	8%	9%	11%	23%	9%	11%
Mean	2.42	2.30	2.58	2.54	2.54	2.49	2.38	2.07	2.33	2.37	2.33	2.51	2.50	2.35	2.48
Standard deviation	0.99	0.98	0.97	0.99	0.95	0.93	1.04	0.93	1.05	1.02	0.92	0.96	1.06	0.92	0.98
Standard error	0.04	0.06	0.06	0.12	0.09	0.09	0.10	0.11	0.14	0.08	0.07	0.10	0.10	0.10	0.06

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Absolutes/col percents

Table 68

Q.6 How important, if at all, are the following factors in driving you to use an online gambling website?

The knowledge that the online gambling company makes a financial contribution towards research, education and treatment of addicted gamblers

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
NET: Important	283	24	11	247	12	34	22	24	20	29	52	39	16	283	212	71	-	-
	44%	42%	47%	44%	42%	49%	37%	39%	44%	43%	56%	44%	29%	44%	46%	38%	-	-
Very important	(4) 80	2	4	74	3	11	5	9	2	5	17	17	6	80	64	16	-	-
	12%	3%	17%	13%	10%	16%	9%	14%	4%	8%	18%	19%	11%	12%	14%	8%	-	-
Fairly important	(3) 203	23	7	173	9	23	17	15	18	24	35	22	10	203	148	55	-	-
	31%	39%	30%	31%	31%	34%	28%	25%	40%	35%	38%	25%	19%	31%	32%	30%	-	-
Fairly unimportant	(2) 158	15	5	138	13	10	16	22	8	15	27	11	16	158	102	56	-	-
	24%	26%	20%	24%	46%	15%	26%	35%	18%	21%	28%	13%	31%	24%	22%	30%	-	-
Not important at all	(1) 127	10	6	111	2	17	16	11	12	11	13	23	6	127	96	31	-	-
	20%	17%	25%	20%	9%	25%	26%	17%	26%	17%	14%	26%	11%	20%	21%	17%	-	-
NET: Not important	285	25	11	249	15	27	31	32	20	26	40	34	22	285	198	87	-	-
	44%	43%	44%	44%	54%	40%	52%	53%	44%	38%	43%	39%	42%	44%	43%	46%	-	-
Don't know	81	9	2	70	1	7	6	5	5	13	2	16	15	81	52	29	-	-
	13%	15%	8%	12%	4%	11%	11%	8%	12%	19%	2%	18%	28%	13%	11%	16%	-	-
Mean	2.42	2.33	2.44	2.42	2.45	2.45	2.22	2.39	2.26	2.42	2.61	2.45	2.41	2.42	2.44	2.35	-	-
Standard deviation	0.99	0.84	1.10	1.00	0.82	1.08	0.99	0.97	0.94	0.93	0.95	1.16	0.93	0.99	1.01	0.91	-	-
Standard error	0.04	0.12	0.24	0.05	0.16	0.14	0.14	0.13	0.15	0.15	0.12	0.14	0.14	0.04	0.05	0.07	-	-

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Absolutes/col percents

Table 69

Q.7 Which type of the following gambling activities have you ever undertaken online?**Base: All respondents who have ever gambled online**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
Lotteries	373 58%	214 60%	159 55%	35 45%	69 47%	89 62%	84 60%	55 75%	41 60%	91 55%	105 57%	83 56%	95 62%	50 55%	214 58%
Bingo	289 45%	122 34%	168 58%	50 63%	79 54%	65 45%	58 42%	22 30%	16 23%	57 34%	90 49%	67 45%	75 49%	42 47%	157 43%
Horse racing betting	283 44%	179 50%	105 36%	21 26%	53 36%	71 49%	65 47%	38 52%	35 52%	73 44%	72 39%	72 49%	66 43%	40 44%	165 45%
Sports betting (such as boxing, tennis, basketball, football, cricket, snooker)	274 42%	205 57%	69 24%	33 42%	72 49%	71 50%	58 42%	20 27%	20 29%	84 51%	79 43%	52 36%	59 39%	34 37%	186 51%
Casino games (such as roulette, slots, table games)	234 36%	127 36%	106 37%	31 39%	65 44%	62 43%	43 31%	18 24%	15 23%	57 35%	60 33%	64 43%	53 35%	30 33%	143 39%
Poker	103 16%	75 21%	28 9%	9 11%	32 22%	33 23%	15 11%	10 13%	5 7%	32 19%	20 11%	27 18%	24 16%	12 13%	67 18%
Greyhound racing betting	63 10%	55 15%	8 3%	1 2%	12 8%	19 13%	15 11%	10 14%	6 9%	14 9%	15 8%	18 12%	16 10%	10 11%	37 10%
Football pools	2 *	2 1%	-	-	-	-	-	-	2 3%	-	-	2 1%	-	-	-
Outcome of events/ Oscars etc	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 *
Online games	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 *
Nothing	6 1%	2 1%	4 1%	* 1%	1 *	-	4 3%	* 1%	1 2%	2 1%	4 2%	-	1 1%	4 4%	2 1%

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Absolutes/col percents

Table 70

Q.7 Which type of the following gambling activities have you ever undertaken online?

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
Lotteries	373 58%	35 60%	14 58%	325 57%	12 43%	37 54%	33 54%	42 69%	30 66%	51 76%	45 47%	50 57%	25 47%	373 58%	273 59%	101 54%	-	-
Bingo	289 45%	23 39%	13 56%	253 45%	15 53%	27 40%	35 58%	27 44%	25 53%	32 48%	34 36%	32 37%	25 48%	289 45%	213 46%	76 41%	-	-
Horse racing betting	283 44%	36 61%	11 47%	237 42%	13 45%	34 50%	24 39%	34 56%	14 30%	32 47%	33 35%	30 34%	23 44%	283 44%	216 47%	67 36%	-	-
Sports betting (such as boxing, tennis, basketball, football, cricket, snooker)	274 42%	29 49%	8 33%	237 42%	22 77%	36 52%	15 25%	26 43%	21 45%	22 33%	46 49%	30 34%	20 37%	274 42%	221 48%	54 29%	-	-
Casino games (such as roulette, slots, table games)	234 36%	17 30%	11 44%	206 36%	11 40%	25 36%	22 37%	26 42%	11 25%	25 37%	38 41%	26 30%	21 40%	234 36%	174 38%	59 32%	-	-
Poker	103 16%	5 9%	6 26%	91 16%	2 8%	17 25%	11 18%	17 27%	5 11%	7 10%	12 13%	17 20%	3 6%	103 16%	76 16%	27 14%	-	-
Greyhound racing betting	63 10%	4 7%	4 17%	55 10%	2 7%	10 14%	2 4%	10 17%	4 9%	1 1%	10 11%	10 11%	5 9%	63 10%	54 12%	9 5%	-	-
Football pools	2 *	-	-	2 *	-	-	-	-	-	-	-	-	2 3%	2 *	2 *	-	-	-
Outcome of events/ Oscars etc	1 *	-	-	1 *	-	-	-	-	-	-	1 1%	-	-	1 *	1 *	-	-	-
Online games	1 *	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	1 *	1 *	-	-	-
Nothing	6 1%	-	-	6 1%	-	1 1%	-	-	-	1 2%	-	1 1%	4 7%	6 1%	* *	6 3%	-	-

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Absolutes/col percents

Table 71

Q.8 How many online gambling sites do you currently use/ have you used in your life?**Base: All respondents who have ever gambled online**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	604	332	272	84	124	131	126	76	63	158	193	99	154	88	295
Weighted base	649	359	290	79	146	143	139	74	68	165	184	148	152	91	366
1	(1) 227 35%	107 30%	120 41%	28 35%	45 31%	30 21%	59 42%	36 48%	29 43%	41 25%	87 47%	42 29%	56 37%	28 31%	118 32%
2 - 4	(3) 316 49%	199 55%	118 41%	41 52%	70 48%	90 63%	60 43%	24 33%	31 46%	86 52%	74 40%	80 54%	76 50%	44 49%	186 51%
5 - 6	(5.5) 44 7%	16 4%	28 10%	4 5%	20 14%	6 4%	6 5%	5 6%	3 4%	25 15%	5 3%	7 5%	7 5%	7 8%	26 7%
7 - 8	(7.5) 16 2%	14 4%	2 1%	* 1%	- -	8 6%	3 2%	4 6%	- -	6 4%	* *	3 2%	6 4%	4 5%	9 3%
9 - 10	(9.5) 8 1%	6 2%	2 1%	1 1%	5 3%	2 2%	- -	- -	- -	2 1%	4 2%	2 1%	1 *	1 1%	5 1%
More than 10	(11) 11 2%	10 3%	1 *	- -	2 1%	2 2%	3 2%	2 3%	2 3%	2 1%	3 1%	4 3%	3 2%	2 2%	8 2%
Don't know	27 4%	8 2%	19 7%	5 7%	4 2%	4 3%	8 6%	3 4%	3 5%	4 2%	11 6%	9 6%	3 2%	4 5%	14 4%
Mean	2.79	3.01	2.50	2.49	3.05	3.18	2.50	2.67	2.43	3.19	2.33	2.93	2.76	3.02	2.90
Standard deviation	2.02	2.20	1.74	1.52	2.13	2.03	1.93	2.34	1.90	1.96	1.92	2.11	2.05	2.13	2.08
Standard error	0.08	0.12	0.11	0.17	0.20	0.18	0.18	0.27	0.24	0.16	0.14	0.22	0.17	0.23	0.12

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Absolutes/col percents

Table 72

Q.8 How many online gambling sites do you currently use/ have you used in your life?

Base: All respondents who have ever gambled online

	Region												Gambling Status					
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Ever gambled online	Currently gamble online	Used to gamble online	Ever gambled in betting shops but never online	Never gambled online
Unweighted base	604	55	24	525	27	69	57	62	47	47	70	90	56	604	423	181	-	-
Weighted base	649	58	24	567	28	68	60	61	46	68	94	88	53	649	462	187	-	-
1	(1) 227 35%	30 51%	7 31%	190 34%	11 38%	21 31%	21 36%	13 21%	18 38%	19 28%	35 38%	37 42%	14 27%	227 35%	180 39%	47 25%	-	-
2 - 4	(3) 316 49%	20 34%	12 51%	284 50%	16 56%	33 48%	29 49%	33 54%	23 51%	37 55%	46 49%	42 48%	24 45%	316 49%	219 47%	97 52%	-	-
5 - 6	(5.5) 44 7%	3 5%	4 18%	36 6%	2 6%	4 6%	7 11%	4 6%	1 2%	5 7%	8 8%	4 4%	3 6%	44 7%	26 6%	17 9%	-	-
7 - 8	(7.5) 16 2%	2 4%	-	13 2%	-	7 10%	-	4 7%	1 2%	-	-	1 1%	1 2%	16 2%	10 2%	5 3%	-	-
9 - 10	(9.5) 8 1%	-	-	8 1%	-	1 1%	-	2 3%	1 3%	3 4%	-	1 1%	1 1%	8 1%	5 1%	4 2%	-	-
More than 10	(11) 11 2%	2 4%	-	9 2%	-	-	1 2%	1 2%	1 2%	-	1 1%	3 3%	2 3%	11 2%	10 2%	1 1%	-	-
Don't know	27 4%	2 3%	-	25 4%	-	3 4%	1 2%	4 6%	1 2%	4 6%	4 4%	1 1%	8 15%	27 4%	13 3%	14 8%	-	-
Mean	2.79	2.58	2.84	2.81	2.39	3.03	2.69	3.45	2.71	2.87	2.54	2.62	3.04	2.79	2.69	3.05	-	-
Standard deviation	2.02	2.36	1.56	2.01	1.27	2.07	1.77	2.38	2.17	1.86	1.67	2.14	2.33	2.02	2.05	1.94	-	-
Standard error	0.08	0.33	0.32	0.09	0.24	0.26	0.24	0.31	0.32	0.28	0.21	0.23	0.32	0.08	0.10	0.15	-	-