

CSJ, Gambling Poll – 11 January 2021

Savanta ComRes interviewed 2,032 UK adults aged 18+ online between 8 and 10 January 2021. Data were weighted to be demographically representative of UK adults 18+ by age, gender, region, and other socio-economic characteristics including social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com.

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QGAMBLING. Which of the following best describes your relationship with gambling? (excluding National Lottery or other lotteries)

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2302	1108	1194	446	409	339	357	341	410	855	696	751
Total	2302	1123	1179	256	398	368	407	341	532	654	776	872
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I never gamble	1244	509	735	136	144	131	233	203	396	280	365	599
	54%	45%	62%	53%	36%	36%	57%	60%	74%	43%	47%	69%
			a	bcgh			bcgh	bcgh	abcdeghi	bc	bc	abcdegh
I gamble less than once a month	381	191	190	35	90	82	69	51	54	124	152	105
	17%	17%	16%	14%	22%	22%	17%	15%	10%	19%	20%	12%
					aefi	aefi	fi			afi	afi	
I gamble once a week	305	184	121	37	71	75	47	40	36	108	121	76
	13%	16%	10%	15%	18%	20%	11%	12%	7%	16%	16%	9%
		b		fi	defi	adefi	f	f		defi	fi	
I gamble 2-5 times a week	205	141	64	19	50	50	26	32	28	69	76	60
	9%	13%	5%	7%	13%	14%	6%	9%	5%	10%	10%	7%
		b			adfi	adfi		f		dfi	fi	
I gamble more than 5 times a week	82	55	27	11	17	10	23	8	13	28	33	21
	4%	5%	2%	4%	4%	3%	6%	2%	2%	4%	4%	2%
		b		i			efi			i	i	
Don't know	84	43	41	17	27	19	9	7	5	44	29	11
	4%	4%	4%	7%	7%	5%	2%	2%	1%	7%	4%	1%
				defhi	defhi	defi				defhi	fi	
Sum: Ever	974	571	403	102	227	218	165	131	131	329	383	262
	42%	51%	34%	40%	57%	59%	40%	38%	25%	50%	49%	30%
		b		fi	adefghi	adefghi	fi	fi		adefi	adefi	
Sum: At least weekly	592	380	213	67	138	136	96	80	77	205	231	157
	26%	34%	18%	26%	35%	37%	23%	24%	14%	31%	30%	18%
		b		fi	adefi	adefhi	fi	fi		defi	defi	

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QGAMBLING. Which of the following best describes your relationship with gambling? (excluding National Lottery or other lotteries)

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%																
Unweighted Total	2302	47	156	255	127	210	119	235	183	201	290	166	313	1980	1186	1116
Total	2302	69	194	257	94	188	112	199	163	199	313	214	302	1927	1275	1027
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I never gamble	1244	29	113	122	49	87	63	101	88	129	171	134	157	1040	664	580
	54%	41%	58%	48%	52%	46%	57%	51%	54%	65%	55%	63%	52%	54%	52%	56%
			ace							acdeghjlm		acegilm		e		a
I gamble less than once a month	381	18	31	49	18	36	12	33	23	33	47	25	56	320	230	151
	17%	26%	16%	19%	19%	19%	11%	17%	14%	17%	15%	12%	19%	17%	18%	15%
		fk				k									b	
I gamble once a week	305	12	25	37	10	22	19	30	22	18	43	28	39	250	176	130
	13%	18%	13%	14%	11%	12%	17%	15%	14%	9%	14%	13%	13%	13%	14%	13%
							i									
I gamble 2-5 times a week	205	5	14	24	10	25	10	17	22	7	28	13	31	176	120	84
	9%	7%	7%	9%	10%	13%	9%	9%	13%	4%	9%	6%	10%	9%	9%	8%
				i	i	ik		i	ik		i		i	i		
I gamble more than 5 times a week	82	3	9	18	3	6	4	5	5	4	12	8	5	66	40	42
	4%	5%	4%	7%	3%	3%	4%	3%	3%	2%	4%	4%	2%	3%	3%	4%
				gilm												
Don't know	84	2	3	7	4	11	4	12	2	7	11	5	14	75	45	39
	4%	3%	2%	3%	4%	6%	3%	6%	1%	4%	4%	3%	5%	4%	4%	4%
						bh		bh				h				
Sum: Ever	974	39	78	127	41	90	45	85	73	62	130	74	130	812	566	408
	42%	56%	40%	50%	43%	48%	40%	43%	45%	31%	42%	35%	43%	42%	44%	40%
		ik		ikm	i	ik		i	i		i		i	i	b	
Sum: At least weekly	592	21	47	79	23	53	32	52	49	29	83	49	75	492	336	256
	26%	30%	24%	31%	24%	28%	29%	26%	30%	15%	26%	23%	25%	26%	26%	25%
		i	i	i	i	i	i	i	i	i	i	i	i	i		

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QGAMBLING. Which of the following best describes your relationship with gambling? (excluding National Lottery or other lotteries)

BASE: All respondents

	2019 Past Vote										2016 EU Vote			Gambling Freq.		
	Total	Conservative	Labour	Liberal Democrat	The Brexit Party	Green	SNP	Plaid Cymru	Another party	Did not vote	Leave	Remain	Did not vote	Never	Ever	At least weekly
Significance Level: 95%		a	b	c	*d	e	f	*g	h	i	a	b	c	a	b	c
Unweighted Total	2302	643	536	122	5	36	55	10	54	497	761	702	523	1214	986	605
Total	2302	723	524	135	3	36	69	10	79	436	859	758	430	1244	974	592
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I never gamble	1244 54%	431 60% bi	262 50%	78 58% i	2 70%	26 72% bi	45 66% bi	8 75%	43 54%	209 48%	496 58% c	421 56%	218 51%	1244 100% bc	-	-
I gamble less than once a month	381 17%	115 16%	106 20% a	30 22%	* 7%	6 17%	11 16%	-	18 23%	72 16%	135 16%	156 21% ac	62 14%	-	381 39% ac	-
I gamble once a week	305 13%	79 11% a	79 15%	12 9%	-	3 9%	9 13%	1 13%	12 15%	68 16% a	99 11%	97 13%	79 18% ab	-	305 31% a	305 52% ab
I gamble 2-5 times a week	205 9%	58 8%	45 9%	11 8%	-	1 3%	2 3%	-	2 2%	57 13% abfh	73 9%	55 7%	39 9%	-	205 21% a	205 35% ab
I gamble more than 5 times a week	82 4%	27 4%	24 5% c	1 1% c	1 23%	-	-	-	2 3%	18 4%	35 4%	18 2%	20 5% b	-	82 8% a	82 14% ab
Don't know	84 4%	12 2%	8 2%	2 2%	-	-	2 3%	1 12%	3 3%	12 3%	22 3%	10 1%	11 3%	-	-	-
Sum: Ever	974 42%	280 39%	254 48% aef	54 40%	1 30%	10 28%	21 31%	1 13%	34 43%	215 49% aef	341 40%	327 43%	200 47% a	-	974 100% a	592 100% a
Sum: At least weekly	592 26%	165 23%	148 28% acef	24 18%	1 23%	4 12%	11 15%	1 13%	16 20%	143 33% acef	207 24%	170 22%	139 32% ab	-	592 61% a	592 100% ab

CSJ Gambling Advertising Poll

Q1. In your opinion, if a person is making losses as a direct consequence of gambling, what is the first point at which their bank should intervene, if at all? (Please assume the gambling losses are directly responsible for the financial hardships set out below.)

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2302	1108	1194	446	409	339	357	341	410	855	696	751
Total	2302	1123	1179	256	398	368	407	341	532	654	776	872
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When bankruptcy, repossession or eviction is now deemed very likely by the bank without financial intervention	332 14%	191 17%	141 12%	53 21%	88 22%	59 16%	47 11%	29 9%	55 10%	142 22%	106 14%	84 10%
		b		defhi	cdefhi	efi				cdefhi	ei	
When one priority bill has failed (e.g. mortgage, rent, electricity etc.)	568 25%	291 26%	277 23%	62 24%	117 29%	100 27%	87 21%	68 20%	133 25%	179 27%	187 24%	201 23%
					dei	e				dei		
When the person's disposable income is reduced by more than half because of gambling	440 19%	193 17%	247 21%	60 23%	83 21%	71 19%	73 18%	63 18%	90 17%	143 22%	144 19%	153 18%
			a	fhi						fi		
Never without that person's consent	472 20%	236 21%	236 20%	36 14%	63 16%	65 18%	95 23%	95 28%	118 22%	99 15%	160 21%	213 24%
							abg	abcgh	abg		ag	abcg
Don't know	490 21%	212 19%	278 24%	45 17%	46 12%	73 20%	106 26%	85 25%	136 26%	91 14%	179 23%	221 25%
			a	b		bg	abg	abg	abg		abg	abg

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Q1. In your opinion, if a person is making losses as a direct consequence of gambling, what is the first point at which their bank should intervene, if at all? (Please assume the gambling losses are directly responsible for the financial hardships set out below.)

BASE: All respondents

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2302	47	156	255	127	210	119	235	183	201	290	166	313	1980	1186	1116
Total	2302	69	194	257	94	188	112	199	163	199	313	214	302	1927	1275	1027
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When bankruptcy, repossession or eviction is now deemed very likely by the bank without financial intervention	332 14%	19 28%	33 17%	32 13%	15 16%	28 15%	24 22%	27 14%	23 14%	31 16%	22 7%	21 10%	55 18%	255 13%	204 16%	128 12%
		ceghijklm	j	j	j	j	cjkm	j	j	j			jkm	j	b	
When one priority bill has failed (e.g. mortgage, rent, electricity etc.)	568 25%	12 18%	46 24%	74 29%	21 23%	33 18%	22 19%	51 26%	42 26%	51 26%	84 27%	49 23%	81 27%	487 25%	325 25%	243 24%
				e				e		e	e		e	e		
When the person's disposable income is reduced by more than half because of gambling	440 19%	12 17%	41 21%	39 15%	17 18%	51 27%	16 14%	45 22%	32 20%	43 22%	67 21%	35 16%	44 15%	372 19%	267 21%	174 17%
						cfklm		cl		l	l		l	l	b	
Never without that person's consent	472 20%	11 16%	36 19%	62 24%	19 20%	45 24%	21 19%	36 18%	36 22%	33 17%	65 21%	55 26%	53 18%	404 21%	243 19%	229 22%
											il					
Don't know	490 21%	14 21%	38 20%	50 20%	22 23%	30 16%	29 26%	40 20%	30 18%	40 20%	76 24%	54 25%	68 23%	410 21%	237 19%	253 25%
						e	e			e	e	e			a	

CSJ Gambling Advertising Poll

Q1. In your opinion, if a person is making losses as a direct consequence of gambling, what is the first point at which their bank should intervene, if at all? (Please assume the gambling losses are directly responsible for the financial hardships set out below.)

BASE: All respondents

	2019 Past Vote										2016 EU Vote			Gambling Freq.		
	Total	Conservative	Labour	Liberal Democrat	The Brexit Party	Green	SNP	Plaid Cymru	Another party	Did not vote	Leave	Remain	Did not vote	Never	Ever	At least weekly
		a	b	c	*d	e	f	*g	h	i	a	b	c	a	b	c
Significance Level: 95%																
Unweighted Total	2302	643	536	122	5	36	55	10	54	497	761	702	523	1214	986	605
Total	2302	723	524	135	3	36	69	10	79	436	859	758	430	1244	974	592
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When bankruptcy, repossession or eviction is now deemed very likely by the bank without financial intervention	332 14%	79 11%	78 15% a	19 14%	- -	4 10%	17 24% a	1 13%	17 22% a	82 19% a	98 11%	118 16% a	79 18% a	149 12%	177 18% a	118 20% a
When one priority bill has failed (e.g. mortgage, rent, electricity etc.)	568 25%	193 27%	120 23%	28 21%	* 7%	13 36% f	11 15%	1 7%	15 19%	121 28%	224 26% b	162 21%	111 26%	293 24%	266 27% a	164 28%
When the person's disposable income is reduced by more than half because of gambling	440 19%	146 20%	114 22%	19 14%	* 14%	7 19%	16 23%	2 15%	12 15%	77 18%	158 18%	146 19%	94 22%	224 18%	206 21%	120 20%
Never without that person's consent	472 20%	168 23% i	113 22% i	38 28% i	2 79%	7 19%	12 18%	3 33%	14 18%	65 15%	202 23% c	172 23% c	61 14%	255 21%	205 21%	133 22%
Don't know	490 21%	137 19%	99 19%	30 23%	- -	5 15%	13 19%	3 31%	21 26%	91 21%	177 21%	160 21%	84 20%	323 26% bc	120 12%	58 10%

CSJ Gambling Advertising Poll

Q2. If a bank believed a person was making unaffordable losses through gambling, what would you expect a bank to do in response?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2302	1108	1194	446	409	339	357	341	410	855	696	751
Total	2302	1123	1179	256	398	368	407	341	532	654	776	872
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Impose a total block on all further gambling until a further review	575	291	284	49	87	64	104	117	154	136	167	272
	25%	26%	24%	19%	22%	17%	25%	34%	29%	21%	22%	31%
							ac	abcdgh	abcgh			abcgh
Impose temporary limits on spending on gambling until a further review	666	330	335	81	143	129	112	59	142	224	241	201
	29%	29%	28%	32%	36%	35%	28%	17%	27%	34%	31%	23%
				ei	defi	defi	e		e	defi	ei	e
Impose no limits on any further gambling but offer gambling advice	363	176	187	60	80	56	49	36	82	140	106	118
	16%	16%	16%	23%	20%	15%	12%	11%	15%	21%	14%	14%
				cdefhi	dehi					cdefhi		
Impose no limits on any further gambling and not offer gambling advice	140	82	58	17	30	25	24	29	15	47	49	44
	6%	7%	5%	7%	8%	7%	6%	8%	3%	7%	6%	5%
		b		f	f	f	f	fi		f	f	
Don't know	558	244	314	49	58	94	118	100	139	107	212	238
	24%	22%	27%	19%	15%	26%	29%	29%	26%	16%	27%	27%
			a			abg	abg	abg	abg		abg	abg

CSJ Gambling Advertising Poll

Q2. If a bank believed a person was making unaffordable losses through gambling, what would you expect a bank to do in response?

BASE: All respondents

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2302	47	156	255	127	210	119	235	183	201	290	166	313	1980	1186	1116
Total	2302	69	194	257	94	188	112	199	163	199	313	214	302	1927	1275	1027
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Impose a total block on all further gambling until a further review	575 25%	25 37% ch	45 23%	55 21%	25 27%	46 25%	31 28%	47 24%	31 19%	56 28% h	87 28% h	49 23%	78 26%	473 25%	330 26%	245 24%
Impose temporary limits on spending on gambling until a further review	666 29%	23 33%	64 33% e	75 29% e	28 30%	38 20%	32 28%	63 32% e	54 33% e	63 32% e	82 26%	62 29%	82 27%	547 28% e	400 31% b	266 26%
Impose no limits on any further gambling but offer gambling advice	363 16%	10 15%	20 10%	37 14%	13 13%	36 19% b	16 14%	35 17%	28 17%	39 19% b	49 16%	29 13%	53 17% b	317 16% b	199 16%	165 16%
Impose no limits on any further gambling and not offer gambling advice	140 6%	3 5%	12 6%	15 6%	5 6%	16 9% i	11 10% i	10 5%	15 9% i	6 3%	16 5%	13 6%	17 6%	114 6%	76 6%	64 6%
Don't know	558 24%	7 10%	53 27% ai	76 30% ai	23 25% a	50 27% ai	22 20%	44 22%	35 22%	35 18%	79 25% ai	62 29% ai	72 24% a	476 25% ai	271 21%	286 28% a

CSJ Gambling Advertising Poll

Q2. If a bank believed a person was making unaffordable losses through gambling, what would you expect a bank to do in response?

BASE: All respondents

	2019 Past Vote										2016 EU Vote			Gambling Freq.		
	Total	Conservative	Labour	Liberal Democrat	The Brexit Party	Green	SNP	Plaid Cymru	Another party	Did not vote	Leave	Remain	Did not vote	Never	Ever	At least weekly
		a	b	c	*d	e	f	*g	h	i	a	b	c	a	b	c
Significance Level: 95%																
Unweighted Total	2302	643	536	122	5	36	55	10	54	497	761	702	523	1214	986	605
Total	2302	723	524	135	3	36	69	10	79	436	859	758	430	1244	974	592
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Impose a total block on all further gambling until a further review	575 25%	229 32% bfi	134 26% f	32 23%	* 14%	12 33% f	9 14%	4 39%	26 33% fi	90 21%	260 30% bc	178 24%	98 23%	371 30% bc	197 20%	119 20%
Impose temporary limits on spending on gambling until a further review	666 29%	211 29%	165 31%	48 36%	* 7%	11 30%	23 34%	1 13%	24 30%	128 29%	241 28%	252 33% a	122 28%	313 25%	344 35% a	197 33% a
Impose no limits on any further gambling but offer gambling advice	363 16%	98 14%	82 16%	23 17%	* 17%	5 13%	8 12%	* 3%	7 9%	88 20% a	108 13%	120 16%	87 20% ab	150 12%	205 21% a	131 22% a
Impose no limits on any further gambling and not offer gambling advice	140 6%	32 4%	24 5%	3 3%	1 23%	2 5%	4 6%	3 33%	4 5%	30 7%	40 5%	31 4%	38 9% ab	57 5%	73 8% a	54 9% a
Don't know	558 24%	154 21%	119 23%	28 21%	1 40%	7 19%	23 34% a	1 12%	18 23%	100 23%	210 24% c	176 23%	85 20%	354 28% bc	154 16%	92 15%

CSJ Gambling Advertising Poll

Q3. When, if at all, do you believe is the first point at which someone should be informed that their spouse, partner or co-guardian of a child has made gambling losses? (Please assume they have joint financial responsibilities and each person depends on the other's financial security.)

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2302	1108	1194	446	409	339	357	341	410	855	696	751
Total	2302	1123	1179	256	398	368	407	341	532	654	776	872
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When bankruptcy, repossession or eviction is now deemed very likely by the bank without financial intervention	339	178	161	46	102	70	39	34	48	148	109	82
	15%	16%	14%	18%	26%	19%	10%	10%	9%	23%	14%	9%
				defi	acdefhi	defhi				defhi	dfi	
When one priority bill has failed (e.g. mortgage, rent, electricity etc.)	683	381	303	79	128	117	123	76	160	206	240	237
	30%	34%	26%	31%	32%	32%	30%	22%	30%	32%	31%	27%
		b	e	e	e	e	e	e	ei	e		
When the person's disposable income is reduced by more than half because of gambling	416	175	241	58	73	56	66	69	95	131	122	164
	18%	16%	20%	23%	18%	15%	16%	20%	18%	20%	16%	19%
		a	cdh							h		
Never without that person's consent	417	201	217	29	50	51	74	91	122	79	125	213
	18%	18%	18%	11%	13%	14%	18%	27%	23%	12%	16%	24%
							abg	abcdgh	abcgh		ag	abcdgh
Don't know	446	189	257	44	45	75	105	70	107	89	180	177
	19%	17%	22%	17%	11%	20%	26%	21%	20%	14%	23%	20%
		a	b	b	bg	abgi	bg	bg	bg	abg	bg	bg

CSJ Gambling Advertising Poll

Q3. When, if at all, do you believe is the first point at which someone should be informed that their spouse, partner or co-guardian of a child has made gambling losses? (Please assume they have joint financial responsibilities and each person depends on the other's financial security.)

BASE: All respondents

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2302	47	156	255	127	210	119	235	183	201	290	166	313	1980	1186	1116
Total	2302	69	194	257	94	188	112	199	163	199	313	214	302	1927	1275	1027
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When bankruptcy, repossession or eviction is now deemed very likely by the bank without financial intervention	339	21	32	34	15	26	27	33	26	25	32	21	45	258	207	132
	15%	31%	17%	13%	16%	14%	24%	17%	16%	13%	10%	10%	15%	13%	16%	13%
		bcdeghijklm				ceijklm		jk							b	
When one priority bill has failed (e.g. mortgage, rent, electricity etc.)	683	23	56	66	25	45	26	66	37	64	98	67	109	578	417	267
	30%	33%	29%	26%	27%	24%	23%	33%	23%	32%	31%	31%	36%	30%	33%	26%
								eh		h		cefhm		h		
When the person's disposable income is reduced by more than half because of gambling	416	9	33	46	17	40	14	41	33	42	64	35	42	362	224	192
	18%	12%	17%	18%	19%	21%	12%	21%	20%	21%	21%	16%	14%	19%	18%	19%
						fl		fl		fl		fl		l		
Never without that person's consent	417	8	29	56	22	40	25	22	45	36	53	37	45	355	214	204
	18%	11%	15%	22%	24%	21%	22%	11%	28%	18%	17%	17%	15%	18%	17%	20%
				gl		gl		g		abgijklm		g		g		
Don't know	446	8	44	54	14	36	20	36	21	32	65	55	60	374	214	232
	19%	12%	23%	21%	15%	19%	18%	18%	13%	16%	21%	26%	20%	19%	17%	23%
			h		h					h		dhi		h		

CSJ Gambling Advertising Poll

Q3. When, if at all, do you believe is the first point at which someone should be informed that their spouse, partner or co-guardian of a child has made gambling losses? (Please assume they have joint financial responsibilities and each person depends on the other's financial security.)

BASE: All respondents

	2019 Past Vote										2016 EU Vote			Gambling Freq.		
	Total	Conservative	Labour	Liberal Democrat	The Brexit Party	Green	SNP	Plaid Cymru	Another party	Did not vote	Leave	Remain	Did not vote	Never	Ever	At least weekly
		a	b	c	*d	e	f	*g	h	i	a	b	c	a	b	c
Significance Level: 95%																
Unweighted Total	2302	643	536	122	5	36	55	10	54	497	761	702	523	1214	986	605
Total	2302	723	524	135	3	36	69	10	79	436	859	758	430	1244	974	592
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When bankruptcy, repossession or eviction is now deemed very likely by the bank without financial intervention	339 15%	97 13%	82 16% c	11 8%	* 7%	5 13%	8 12%	1 13%	15 19% c	72 17% c	107 12%	105 14%	78 18% ab	135 11%	194 20% a	122 21% a
When one priority bill has failed (e.g. mortgage, rent, electricity etc.)	683 30%	216 30%	152 29%	35 26%	- -	16 44% c	26 37%	1 15%	22 28%	152 35% b	265 31%	223 30%	135 31%	357 29%	314 32%	206 35% a
When the person's disposable income is reduced by more than half because of gambling	416 18%	139 19%	97 19%	20 15%	2 53%	6 17%	13 19%	2 15%	12 15%	72 17%	164 19%	128 17%	85 20%	227 18%	182 19%	104 18%
Never without that person's consent	417 18%	156 22% i	98 19% i	38 28% bei	1 40%	4 11%	12 18%	4 44%	15 19%	57 13%	184 21% c	152 20% c	50 12%	234 19%	174 18%	101 17%
Don't know	446 19%	115 16%	95 18%	30 23%	- -	5 15%	10 14%	1 12%	16 20%	82 19%	138 16%	149 20%	81 19%	292 23% bc	109 11%	59 10%

CSJ Gambling Advertising Poll

Q4. Assuming an individual has had restrictions enforced on a single bank account due to unaffordable gambling and that they have numerous bank accounts, do you believe that these restrictions should apply to the one affected account or across all their bank accounts?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2302	1108	1194	446	409	339	357	341	410	855	696	751
Total	2302	1123	1179	256	398	368	407	341	532	654	776	872
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Restrictions should apply to the one affected accounts	598	319	280	81	132	104	99	87	95	213	203	182
	26%	28%	24%	32%	33%	28%	24%	26%	18%	33%	26%	21%
		b		dfhi	defhi	fi	f	f		defhi	fi	
Restrictions should apply across all their bank accounts	1195	584	611	116	201	173	212	186	306	317	386	492
	52%	52%	52%	45%	51%	47%	52%	55%	58%	49%	50%	56%
								ac	abcgh			acgh
Don't know	508	221	288	59	65	91	96	67	131	123	187	198
	22%	20%	24%	23%	16%	25%	24%	20%	25%	19%	24%	23%
			a	b		bg	b		bg		bg	b

CSJ Gambling Advertising Poll

Q4. Assuming an individual has had restrictions enforced on a single bank account due to unaffordable gambling and that they have numerous bank accounts, do you believe that these restrictions should apply to the one affected account or across all their bank accounts?

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%																
Unweighted Total	2302	47	156	255	127	210	119	235	183	201	290	166	313	1980	1186	1116
Total	2302	69	194	257	94	188	112	199	163	199	313	214	302	1927	1275	1027
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Restrictions should apply to the one affected accounts	598	21	55	66	21	35	38	51	43	66	66	43	94	485	347	251
	26%	30%	28%	26%	23%	18%	34%	25%	27%	33%	21%	20%	31%	25%	27%	24%
			e				ejkm			dejkm			ejkm	e		
Restrictions should apply across all their bank accounts	1195	38	109	119	52	105	51	107	78	101	181	115	139	997	671	524
	52%	55%	56%	46%	56%	56%	46%	54%	48%	51%	58%	54%	46%	52%	53%	51%
			l			cl					cfhl					
Don't know	508	10	31	71	20	48	23	41	42	32	65	57	68	445	257	252
	22%	15%	16%	28%	22%	26%	20%	21%	25%	16%	21%	27%	23%	23%	20%	25%
				bi		bi			bi			bi		bi		a

CSJ Gambling Advertising Poll

Q4. Assuming an individual has had restrictions enforced on a single bank account due to unaffordable gambling and that they have numerous bank accounts, do you believe that these restrictions should apply to the one affected account or across all their bank accounts?

BASE: All respondents

	2019 Past Vote									2016 EU Vote			Gambling Freq.			
	Total	Conservative	Labour	Liberal Democrat	The Brexit Party	Green	SNP	Plaid Cymru	Another party	Did not vote	Leave	Remain	Did not vote	Never	Ever	At least weekly
		a	b	c	*d	e	f	*g	h	i	a	b	c	a	b	c
Significance Level: 95%																
Unweighted Total	2302	643	536	122	5	36	55	10	54	497	761	702	523	1214	986	605
Total	2302	723	524	135	3	36	69	10	79	436	859	758	430	1244	974	592
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Restrictions should apply to the one affected accounts	598	184	149	39	1	8	14	3	19	126	208	197	136	271	314	190
	26%	25%	29%	29%	40%	23%	20%	30%	24%	29%	24%	26%	32%	22%	32%	32%
													ab		a	a
Restrictions should apply across all their bank accounts	1195	419	260	57	2	21	45	6	42	222	495	393	204	682	496	306
	52%	58%	50%	43%	60%	60%	66%	63%	53%	51%	58%	52%	48%	55%	51%	52%
		bci					bci				bc					
Don't know	508	120	114	39	-	6	10	1	18	88	156	168	89	291	164	96
	22%	17%	22%	29%	-	17%	14%	7%	23%	20%	18%	22%	21%	23%	17%	16%
			a	afi										bc		

CSJ Gambling Advertising Poll

Q1. When was the last time you received a phone call, either on your mobile or landline, from someone, other than your family, who asked 'how are you?' ?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2302	1108	1194	446	409	339	357	341	410	855	696	751
Total	2302	1123	1179	256	398	368	407	341	532	654	776	872
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the last 24 hours	576	262	314	67	101	77	83	94	154	168	160	248
	25%	23%	27%	26%	25%	21%	20%	28%	29%	26%	21%	28%
				h				cdh	cdh	dh		cdh
In the last week	474	233	240	49	66	63	82	71	144	115	145	214
	21%	21%	20%	19%	17%	17%	20%	21%	27%	18%	19%	25%
									abcdh			abcgh
In the last fortnight	235	136	99	29	67	52	34	15	37	96	86	52
	10%	12%	8%	11%	17%	14%	8%	4%	7%	15%	11%	6%
		b		efi	defhi	defi	e			defhi	efi	
In the last month	183	95	89	30	36	33	33	24	27	67	66	50
	8%	8%	8%	12%	9%	9%	8%	7%	5%	10%	9%	6%
				efi	fi	fi				fi	fi	
In the last 6 months	130	73	56	15	29	22	20	15	28	44	43	43
	6%	7%	5%	6%	7%	6%	5%	4%	5%	7%	5%	5%
In the last year	52	28	24	7	12	3	11	9	10	19	14	19
	2%	2%	2%	3%	3%	1%	3%	3%	2%	3%	2%	2%
				c	c			c		c		
Longer than a year ago	56	30	26	6	20	10	10	5	5	26	20	10
	2%	3%	2%	2%	5%	3%	3%	1%	1%	4%	3%	1%
					aefhi					efi	i	
I can't recall the last time someone called to ask this	596	267	330	51	68	108	133	108	127	119	242	236
	26%	24%	28%	20%	17%	29%	33%	32%	24%	18%	31%	27%
			a			abg	abfgi	abfg	bg		abfg	abg
Net: At least in the last week	1050	495	554	116	167	140	165	165	298	283	305	462
	46%	44%	47%	45%	42%	38%	41%	48%	56%	43%	39%	53%
				ch				cdh	abcdh			abcdgh
Net: At least in the last month	1468	726	742	175	270	225	232	203	361	446	457	565
	64%	65%	63%	69%	68%	61%	57%	60%	68%	68%	59%	65%
				cdeh	deh				deh	cdeh		dh
Net: At least in the last year	1649	826	823	198	311	250	264	228	399	509	514	627
	72%	74%	70%	78%	78%	68%	65%	67%	75%	78%	66%	72%
		b		cdehi	cdehi				cdeh	cdehi		dh

CSJ Gambling Advertising Poll

Q1. When was the last time you received a phone call, either on your mobile or landline, from someone, other than your family, who asked 'how are you?' ?

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%																
Unweighted Total	2302	47	156	255	127	210	119	235	183	201	290	166	313	1980	1186	1116
Total	2302	69	194	257	94	188	112	199	163	199	313	214	302	1927	1275	1027
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the last 24 hours	576	13	48	64	31	41	19	43	34	51	80	59	92	495	321	255
	25%	19%	25%	25%	33%	22%	17%	22%	21%	26%	26%	28%	31%	26%	25%	25%
					efgh							f	efgh	f		
In the last week	474	15	48	59	19	32	26	35	36	43	54	52	54	385	282	192
	21%	22%	25%	23%	21%	17%	23%	18%	22%	21%	17%	24%	18%	20%	22%	19%
															b	
In the last fortnight	235	12	23	24	4	19	11	20	15	18	33	12	44	189	132	102
	10%	17%	12%	9%	5%	10%	10%	10%	9%	9%	11%	6%	14%	10%	10%	10%
		dk	d										dkm			
In the last month	183	5	11	17	9	21	7	23	15	11	21	15	29	161	105	79
	8%	7%	5%	7%	10%	11%	6%	11%	9%	6%	7%	7%	10%	8%	8%	8%
						bi										
In the last 6 months	130	9	12	18	5	10	4	12	10	17	13	8	11	105	70	60
	6%	12%	6%	7%	5%	5%	4%	6%	6%	9%	4%	4%	4%	5%	5%	6%
		fjklm								jl						
In the last year	52	5	1	5	1	1	2	10	4	3	6	6	7	44	29	23
	2%	7%	1%	2%	1%	1%	2%	5%	2%	2%	2%	3%	2%	2%	2%	2%
		bcdeijm						bcdeim								
Longer than a year ago	56	-	1	4	1	6	1	7	5	8	6	6	9	54	35	22
	2%	-	1%	2%	2%	3%	1%	4%	3%	4%	2%	3%	3%	3%	3%	2%
										b						
I can't recall the last time someone called to ask this	596	11	49	66	23	56	41	48	44	47	100	56	55	495	302	294
	26%	15%	25%	26%	24%	30%	37%	24%	27%	24%	32%	26%	18%	26%	24%	29%
				l		al	abcdgiklm		l		ailm			l		a
Net: At least in the last week	1050	28	97	123	50	73	45	78	70	94	134	111	146	880	603	447
	46%	40%	50%	48%	54%	39%	41%	39%	43%	47%	43%	52%	48%	46%	47%	44%
			eg		efgj							eg	eg			
Net: At least in the last month	1468	45	130	164	64	114	63	121	99	123	188	139	218	1229	840	628
	64%	65%	67%	64%	68%	61%	57%	61%	61%	62%	60%	65%	72%	64%	66%	61%
												cefghijm			b	
Net: At least in the last year	1649	59	143	186	70	125	69	143	114	144	207	153	237	1378	938	711
	72%	85%	74%	72%	74%	67%	62%	72%	70%	72%	66%	71%	79%	72%	74%	69%
		efhjm	f	f	f							efhjm	f		b	

CSJ Gambling Advertising Poll

Q1. When was the last time you received a phone call, either on your mobile or landline, from someone, other than your family, who asked 'how are you?' ?

BASE: All respondents

	2019 Past Vote										2016 EU Vote			Gambling Freq.		
	Total	Conservative	Labour	Liberal Democrat	The Brexit Party	Green	SNP	Plaid Cymru	Another party	Did not vote	Leave	Remain	Did not vote	Never	Ever	At least weekly
		a	b	c	*d	e	f	*g	h	i	a	b	c	a	b	c
Significance Level: 95%																
Unweighted Total	2302	643	536	122	5	36	55	10	54	497	761	702	523	1214	986	605
Total	2302	723	524	135	3	36	69	10	79	436	859	758	430	1244	974	592
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the last 24 hours	576 25%	197 27% i	133 25%	31 23%	- -	8 21%	15 22%	1 14%	25 32%	93 21%	230 27% c	184 24%	90 21%	346 28% bc	217 22%	118 20%
In the last week	474 21%	154 21%	109 21%	37 27%	* 14%	13 37% abi	16 24%	2 21%	18 23%	85 19%	175 20%	184 24% c	77 18%	252 20%	213 22%	122 21%
In the last fortnight	235 10%	56 8% a	64 12% a	9 7%	- -	2 5%	6 8%	1 12%	5 6%	54 12% a	71 8%	71 9%	60 14% ab	87 7%	140 14% a	103 17% a
In the last month	183 8%	53 7%	34 7%	5 3%	- -	3 8%	3 4%	- -	3 4%	51 12% abc	60 7%	52 7%	45 11% ab	84 7%	92 9% a	67 11% a
In the last 6 months	130 6%	34 5%	26 5%	5 4%	* 17%	- -	5 8%	3 30%	3 4%	36 8% ab	42 5%	40 5%	29 7%	52 4%	76 8% a	49 8% a
In the last year	52 2%	14 2%	6 1%	5 4% b	- -	- -	- -	1 7%	3 4%	11 2%	19 2%	9 1%	11 2%	23 2%	24 2%	18 3%
Longer than a year ago	56 2%	10 1%	11 2%	1 1%	- -	2 5%	- -	- -	- -	18 4% a	17 2%	11 1%	16 4% ab	25 2%	24 2%	14 2%
I can't recall the last time someone called to ask this	596 26%	204 28% i	140 27% i	42 31% i	2 69%	8 24%	23 34% i	1 15%	21 27%	89 20%	245 29% c	205 27%	101 23%	374 30% bc	188 19%	101 17%
Net: At least in the last week	1050 46%	351 49% i	242 46%	67 50%	* 14%	21 58% i	31 46%	4 35%	43 55% i	178 41%	405 47% c	369 49% c	167 39%	598 48% c	430 44%	240 40%
Net: At least in the last month	1468 64%	461 64%	341 65%	81 60%	* 14%	26 71%	40 58%	5 48%	52 66%	283 65%	536 62%	492 65%	273 63%	770 62%	663 68% a	410 69% a
Net: At least in the last year	1649 72%	509 70%	373 71%	92 68%	1 31%	26 71%	45 66%	9 85%	58 73%	329 76%	597 70%	541 71%	313 73%	845 68%	762 78% a	477 81% a