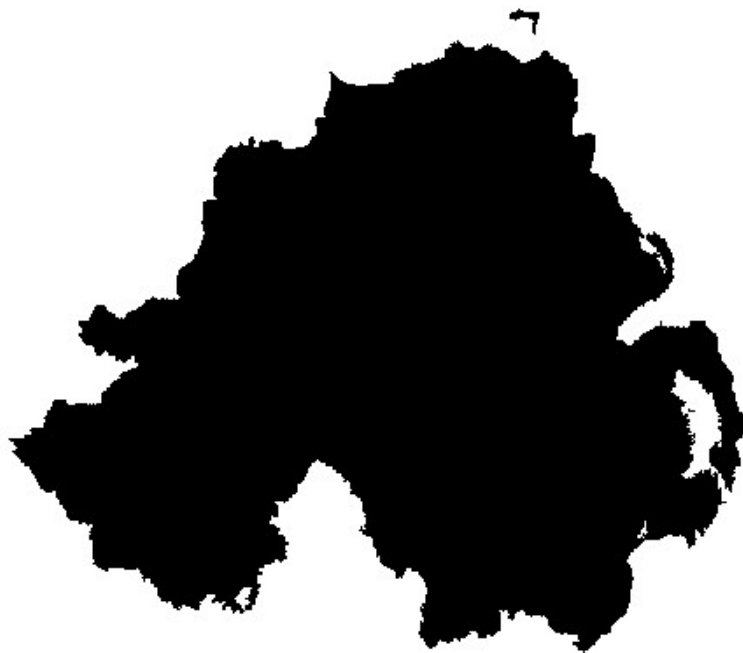




Northern Ireland Gambling Prevalence Survey 2010

Analytical Services Unit, DSD



CONTENTS

	Page
EXECUTIVE SUMMARY	5
1 INTRODUCTION	
1.1 Background and Aims	7
1.2 Overview of Survey Design	8
1.3 Weighting	8
1.4 Caveats	8
1.5 Report Conventions	9
2 PARTICPATION IN GAMBLING ACTIVITIES	
2.1 Participation	11
2.2 Participation – overall participation rates	11
2.3 Participation – by sex	12
2.4 Participation – frequency of gambling	13
2.5 Participation – frequency of gambling for past year gamblers	16
2.6 Location of participation in selected gambling activities	17
2.7 Number of gambling activities in the past year	19
2.8 Expenditure	20
3 PROFILE OF GAMBLERS	
3.1 Past year gambling by age	23
3.2 Past year gambling by marital status	26
3.3 Past year gambling by income band	28
3.4 Past year gambling by employment status	30
3.5 Past year gambling by dependants	34
3.6 Past year gambling by deprivation	36
3.7 Past year gambling by neighbourhood renewal	39
3.8 Past year gambling by urban rural classification	41
3.9 Past year gambling by religion	43
3.10 Past year gambling vs. past week gambling	45
3.11 NI / GB comparisons	45
4 PROBLEM GAMBLING	
4.1 Problem gambling	49
4.2 Problem gambling prevalence	49
4.3 Problem gambling prevalence by age and gender	51
4.4 Responses to the nine PGSI items	52
4.5 Problem gambling prevalence in past year gamblers	54
4.6 Comparisons with other national prevalence surveys	54
4.7 Profile of problem gamblers	56

5 ATTITUDES TO GAMBLING

5.1	Attitude scale development	61
5.2	Overall percentage responses	61
5.3	Attitude Scale Mean Scores	62
5.4	Attitudes by socio-demographic groups	63
5.5	Attitudes by number of activities played in past 12 months	65
5.6	Attitudes towards Sunday opening and betting	66
APPENDIX A	Methodology	69
APPENDIX B	Characteristics of the Sample	78
APPENDIX C	Non-response Analysis	81
APPENDIX D	Sensitivity Analysis	82
APPENDIX E	Questionnaire	84
REFERENCES		110

EXECUTIVE SUMMARY

The following report presents the results obtained from the Northern Ireland (NI) Gambling Prevalence Survey 2010, the first survey of its kind to be carried out in Northern Ireland. The overall aim of the survey was to inform on three elements of gambling in NI – that is prevalence, attitudes and problem gambling. A random sample of 1,032 individuals participated in the survey.

The survey closely follows the British Gambling Prevalence Survey model in an effort to provide some comparison with gambling in Great Britain (GB). This survey will provide baseline data regarding gambling in NI and can be used for comparison purposes with any future NI survey.

Participation in gambling activities

- Overall, 75.3% of people aged 16 and over said they had participated in one or more gambling activities in the past twelve months.
- The most popular activity was the National Lottery draw (51%). This is slightly less than the GB figure of 2007 (57%).
- After the National Lottery, the most popular activities were tickets for raffles/ballots (39%), scratchcards (28%) and betting in a bookmakers (including by phone) (20%).
- Despite the growth of online gambling, only a small proportion (3%) had participated in online gambling in the past year.
- Men were more likely than women to gamble overall (80% compared to 71%), and on each individual activity, with the exception of scratchcards and bingo.

Problem Gambling

- The Problem Gambling Severity Index, details of which can be found in Appendix A, was used to measure problem gambling levels. The rate of problem gambling in the population using this measure was 2.2%. This compares to 0.5% in the 2007 GB survey.
- The prevalence of problem gambling for past year gamblers (i.e. only those respondents who had participated in at least one activity in the past year) was 3.0%.
- Problem gambling was much more prevalent among men than women and tended to be more prevalent in the younger age groups (although there was a rise in problem gambling in the late-50s age band).

- Problem gambling was highest amongst 25-29 year old men (10%).
- In comparison to other international studies, the rate of problem gambling in NI is higher than Norway, Canada, New Zealand, Sweden, Switzerland and South Africa. The rate is lower than the US, Singapore, Macao and Hong Kong. Caution should be exercised in these comparisons as different measures have been used.

Attitudes towards gambling

- Following consultation with the Gambling Commission, an 8-item scale comparable to the scale to be used in the 2010 GB survey was adopted for the NI survey.
- The overall results from the total scale indicated an attitude to gambling that was negative.
- For the eight separate attitudinal statements, the average view was mostly negative also.
- The two exceptions to the overall negative view were that people tended to support the right to gamble and rejected a total banning of gambling. This mirrors the results from the 2007 GB survey.

1 INTRODUCTION

This is the first Northern Ireland Gambling Prevalence Survey, carried out by the Northern Ireland Statistic and Research Agency's Analytical Services Unit (ASU) on behalf of Social Policy Unit in the Department for Social Development (DSD).

1.1 Background and Aims

DSD, established in December 1999 as part of the new Northern Ireland Executive, has strategic responsibility for, amongst other matters, social policy.

Within DSD, the Social Policy Unit (SPU) is responsible for the development of policy and promotion of legislation on betting, gaming, lotteries and amusements with prizes, liquor licensing, clubs registration, drinking in public bye-laws, opening hours for shops, street trading, the control of unauthorised encampments, hare coursing and game dealers' licences.

The aim is to promote and maintain social legislation in these areas by updating and streamlining the law to reflect changing social attitudes and expectations and to provide an effective framework for control and enforcement which strikes a balance between the rights of the community and the rights of individuals /organisations directly affected.

On 23rd September 2009 then-Social Development Minister, Margaret Ritchie MLA, announced a high-level, strategic review of Northern Ireland's gambling policy, practice and law.

This follows a similar review in Great Britain. The Government recognised that existing legislation at the time, the Gaming Act 1968 and other associated legislation, did not adequately deal with the modern gambling market and, beginning in 1999, the British Gambling Review resulted in the Gambling Act 2005 obtaining Royal Assent on 7 April 2005.

Gambling in Northern Ireland is currently regulated by the Betting, Gaming, Lotteries and Amusements (Northern Ireland) Order 1985, which was broadly modelled on the Gaming Act 1968. The 1985 Order has also become outdated given recent technological advances in the gambling sector, particularly online.

The aim of carrying out a Gambling Prevalence Survey in NI is to:

- obtain a measure of the prevalence of participation, problem gambling and attitudes towards gambling in NI;
- inform the development of gambling policy;
- provide a baseline for future monitoring, evaluation & review; and
- allow for comparability with similar surveys conducted in other jurisdictions, notably in GB.

1.2 Overview of Survey Design

1.2.1 Sample and Response

1,032 individual responses were obtained for this survey. A stratified sample of 2,069 addresses was selected from the Central Postcode Directory (CPD). This type of sampling ensured a spread of addresses across various geographical indicators, such as urban/rural and Neighbourhood Renewal Areas. Interviewers visited each address in an attempt to conduct a face to face interview to collect information about the individual who took part in the interview. All those over sixteen in a household were eligible to take part and date of birth was used to select the interviewee from a household with more than one person.

A response rate of 57.1% was achieved from an effective sample of 1,807 (once non-residential and other unusable addresses had been removed from the initial sample). The overall response rate was 49.9%

1.3 Weighting

Data were weighted to reflect the age, sex and regional distribution of the population of Northern Ireland, according to estimates obtained from the Northern Ireland Statistics and Research Agency. Further details can be found in Appendix A.

1.4 Caveats

The methodology of the Northern Ireland Gambling Survey was developed with several considerations in mind. ASU worked closely with SPU to develop the questionnaire. This was

particularly important in developing which types of gambling were included and the wording used to describe each activity.

The survey was also developed to try to achieve as much comparability as possible with the 2007 GB Gambling Prevalence Survey, to allow comparisons with data already available for England, Scotland and Wales. To assist in this, ASU liaised with the Gambling Commission, who carried out the GB survey. This was particularly useful in the attitudinal scale question development, which had undergone extensive testing through the 2007 GB survey.

As with all surveys, there is the potential for bias to be introduced by the method of collection. This can include non-response bias (due to varying participation rates in the sub-sections of society). It can also include social acceptability bias, respondents answering as they think they should and not as they actually do think. The survey is also limited to households, which naturally excludes sections of the population such as the homeless and those in prison.

To try to overcome some of these biases, a number of methods were used. In the case of questions relating to problem gambling, the questionnaire was given to the respondent for self-completion to encourage honesty. Stratification was used in selecting the sample to increase the efficiency of the sample in choosing a broad range of addresses. Also, the final sample was weighted to account for differences in the sample profile compared to population estimates from Northern Ireland Statistics & Research Agency for Northern Ireland.

1.5 Report Conventions

- All tables are based on the responding sample for each individual question, therefore bases (n) may differ between tables.
- The data used in this report have been weighted. The weighting strategy is described above. Unweighted base sizes (N) are shown in most tables.
- Because of rounding, percentages may not always add up to 100.
- The following has been used in the tables:
 - .. sample size too small. If a groups' unweighted base (N) is less than 30, data is not shown. Where the unweighted base is between 31 and 100, results are shown in italics.
 - <1 Non-values of less than one.
 - - No observations
- Some questions were multi-coded (allowing the respondent to give more than one answer). Therefore some column percentages may add up to more than 100%.

2 PARTICIPATION IN GAMBLING ACTIVITIES

2.1 Participation

As the 2010 Northern Ireland Gambling Survey was the first of its' kind, one of the aims was to provide a baseline measure of activity in Northern Ireland which would allow future surveys to look at any change in participation rates over a time period. The survey was structured to provide data on participation in gambling both overall and in individual gambling activities.

It was also the intention of the Northern Ireland survey to be comparable, as far as possible, to the GB Gambling Prevalence Survey. The most recent GB survey was in 2007 and this survey, along with assistance from within the Gambling Commission, provided valuable guidance in developing the Northern Ireland survey.

Respondents were provided with a list of twelve gambling activities and asked whether they had participated in any of the activities within the past twelve months. The question defined participation as having spent money on an activity over the time period. This would include activities where the transaction was done on the respondent's behalf using their own money i.e. someone else placing a bet for the respondent using the respondent's money.

The gambling activities used in the list were agreed in the development process with Social Policy Unit in DSD. Respondents were then asked how often they participated in each activity. To allow for any other activities or any misunderstanding of the list provided, respondents could also give details of any 'other' activities.

As well as the above, respondents were also asked where they participated in the activity and how much they spent on each activity in the past seven days.

2.2 Participation – Overall participation rates

Figure 2(i) and Table 2a shows overall percentages, as well as the percentages for men and women, reporting participation in each of the activities over the past twelve months. The National Lottery was clearly the most popular activity, with 51% of adults purchasing tickets over the period. The next most popular activity was tickets for raffles/ballots (39%). One more activity had at least 1 in 4 of the population participating in the past year – scratchcards (28%). Approximately 1 in 5 of the population (20%) had participated in betting in a bookmakers (including by phone) in the past twelve months. All other activities were played by less than 1 in 10 of the population – rates were fruit/slot machines (6%), private betting

(6%), betting at the track (6%), bingo (4%), online gambling (3%), football pools (3%), virtual gaming (1%) and table games (1%). Overall, 75% of people aged 16 and over said they had participated in one or more of these activities in the past twelve months.

2.3 Participation – by sex

Men were more likely than women to gamble over the past twelve months, with 80% compared to 71%. When examined on an individual activity basis, men were more likely to gamble in ten of the activities. Women were more likely to gamble on two of the activities – scratchcards and bingo. Within all twelve activities, proportions were quite similar for tickets for raffles and ballots (39% vs 38%). Men were five times more likely to play the football pools, three times more likely to play fruit/slot machines and more than four times as likely to gamble online. Women were three times more likely to play bingo than men.

Figure 2(i) – Participation rates by sex

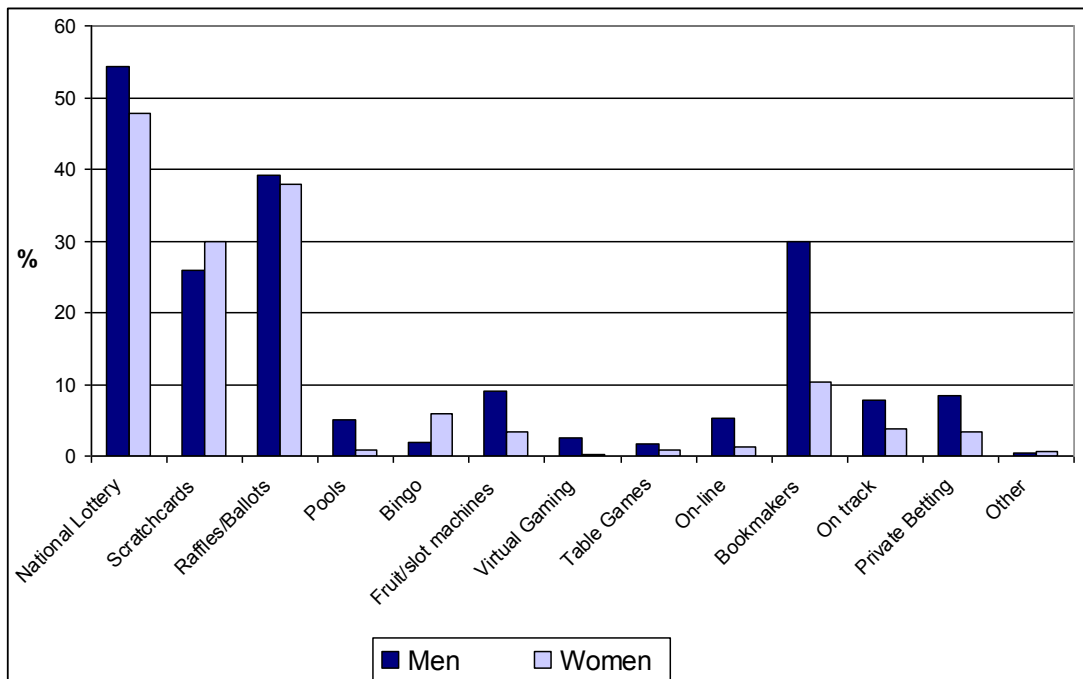


Table 2a – Participation (Overall, Men & Women)*Source: NI Gambling Prevalence Survey, 2010, DSD*

Gambling Activity (%)	Sex		Total
	Men	Women	
Tickets for the National Lottery draw	54	48	51
Scratchcards	26	30	28
Tickets for raffles/ballots	39	38	39
The football pools	5	<1	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	2	6	4
Fruit/slot machines	9	3	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	3	0	1
Table games (roulette, cards or dice) outside the home	2	<1	1
Online gambling (not including buying National Lottery tickets online)	5	1	3
Betting in a bookmaker's (including by phone)	30	10	20
Betting at a race or dog track	8	4	6
Private Betting, playing cards or games for money with friends, family or colleagues	9	3	6
Other	<1	<1	<1
None of these	20	29	25
Refused	0	0	0
No Gambling in the last 12 months	20	29	25
Any Gambling in the last 12 months	80	71	75
Sample Size (N)	436	596	1,032

2.4 Participation – frequency of gambling

For those who participated in each activity, Table 2b shows how often respondents indicated they did so within the past twelve months. Activities such as the National Lottery, scratchcards, bingo and fruit/slot machines were played at least once a month, where as activities such as betting in a bookmaker's, at a race or dog track, private betting and tickets for raffles/ballots were taken part in less than once a month. The National Lottery had the largest proportion gambling at least once a month (78%). The activity most likely to be done less than monthly was tickets for raffles or ballots (86%).

The most frequent activity, taken as those most likely to be played at least once a week, was The National Lottery (52%). The next most frequent were bingo (36%) and fruit/slot machines (36%).

The lowest proportion, or least likely to be played weekly, was tickets for raffles or ballots (6%).

Table 2b – Frequency of participation overall

Source: NI Gambling Prevalence Survey, 2010, DSD

Activity - Overall (%)	Frequency										Sample Size (N)
	Every day/ almost every day	2-5 times a week	About once a week	2-3 days a month	Once a month	6-11 times a year	2-5 times a year	Once a year	Not in the past 12 months	Never	
Tickets for the National Lottery draw	<1	20	32	14	12	8	12	2	<1	<1	558
Scratchcards	2	11	17	17	18	11	19	4	<1	<1	290
Tickets for raffles/ballots	-	1	6	1	6	16	56	14	<1	<1	423
The football pools	26
Bingo cards or tickets (in a bingo hall, not including online bingo)	-	11	26	4	18	12	9	19	3	-	47
Fruit/slot machines	5	24	8	7	10	7	26	15	-	-	61
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	11
Table games (roulette, cards or dice) outside the home	12
Online gambling (not including buying National Lottery tickets online)	29
Betting in a bookmaker's (including by phone)	6	11	11	3	5	4	19	38	2	1	217
Betting at a race or dog track	-	2	7	2	7	4	27	41	7	3	62
Private Betting, playing cards or games for money with friends, family or colleagues	-	2	8	9	22	22	27	9	1	2	45
Other	6

Due to sample size constraints, participation frequency rates by sex can only be compared in four activities (Table 2c). Participation rates were broadly similar in three of these (National Lottery, scratchcards and raffles/ballots). There was a large difference in frequency in betting in a bookmaker's. 48% of men were likely to participate at least once a month, compared to 5% for women.

Table 2c – Frequency of participation by gender

Source: NI Gambling Prevalence Survey, 2010, DSD

Activity - Men (%)	Frequency										Sample Size (N)
	Every day/ almost every day	2-5 times a week	About once a week	2-3 days a month	Once a month	6-11 times a year	2-5 times a year	Once a year	Not in the past 12 months	Never	
Tickets for the National Lottery draw	<1	20	34	10	11	11	12	2	<1	-	266
Scratchcards	2	15	14	13	19	12	22	3	-	1	125
Tickets for raffles/ballots	-	-	8	1	8	18	50	15	1	<1	177
The football pools	22
Bingo cards or tickets (in a bingo hall, not including online bingo)	10
Fruit/slot machines	6	32	10	4	7	6	21	15	-	-	39
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	10
Table games (roulette, cards or dice) outside the home	7
Online gambling (not including buying National Lottery tickets online)	22
Betting in a bookmaker's (including by phone)	8	14	15	4	7	5	23	24	1	-	146
Betting at a race or dog track	-	3	11	2	10	4	31	30	6	3	37
Private Betting, playing cards or games for money with friends, family or colleagues	-	2	11	12	28	10	27	7	1	2	34
Other	3
Activity - Women (%)											
Tickets for the National Lottery draw	<1	21	30	17	12	5	12	2	-	<1	292
Scratchcards	3	8	20	20	18	11	17	4	<1	-	165
Tickets for raffles/ballots	0	1	4	2	4	15	62	12	<1	-	246
The football pools	4
Bingo cards or tickets (in a bingo hall, not including online bingo)	-	14	30	2	20	16	5	11	2	-	37
Fruit/slot machines	22
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	1
Table games (roulette, cards or dice) outside the home	5
Online gambling (not including buying National Lottery tickets online)	7
Betting in a bookmaker's (including by phone)	2	2	2	-	-	2	7	78	5	3	71
Betting at a race or dog track	25
Private Betting, playing cards or games for money with friends, family or colleagues	11
Other	3

2.5 Participation – frequency of gambling for past year gamblers

As mentioned above, 75% of people aged 16 and over said they had participated in one or more of these activities in the past twelve months. This group can be known as 'past year gamblers' and is worth analysing in isolation to show the habits of those who choose to gamble. The participation of past year gamblers overall and for men and women is highlighted below.

Table 2d – Participation of past year gamblers, overall and by gender

Source: NI Gambling Prevalence Survey, 2010, DSD

Gambling Activity (%)	Sex		Total
	Men	Women	
Tickets for the National Lottery draw	68	67	68
Scratchcards	32	42	37
Tickets for raffles/ballots	49	53	51
The football pools	6	1	4
Bingo cards or tickets (in a bingo hall, not including online bingo)	3	8	5
Fruit/slot machines	11	5	8
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	3	<1	2
Table games (roulette, cards or dice) outside the home	2	1	2
Online gambling (not including buying National Lottery tickets online)	7	2	4
Betting in a bookmaker's (including by phone)	37	15	26
Betting at a race or dog track	10	5	8
Private Betting, playing cards or games for money with friends, family or colleagues	11	5	8
Other	1	1	1
Sample Size (N)	368	445	813

As stated previously, men were more likely than women to gamble within the past year. 80% of men had gambled in this period compared to 71% of women. For past year gamblers, within the individual gambling activities listed, men were more likely than women to play the football pools (6% vs 1%), fruit/slot machines (11% vs 5%), virtual gaming (3% vs <0.5%), online gambling (7% vs 2%), betting in a bookmakers (37% vs 15%), betting at the track (10% vs 5%) and private betting (11% vs 5%).

Similar proportions of men and women played the National Lottery (68% vs 67%) and table games outside the home (2% vs 1%).

Women were more likely to play scratchcards (42% vs 32%), raffles/ballots (53% vs 49%) and bingo (8% vs 3%).

2.6 Location of participation in selected gambling activities

Those who had taken part in the various gambling activities were asked to identify the venue or method of their participation for each activity.

Each activity was generally undertaken in around three to four different venues. The National Lottery, scratchcards (both at a shop), bingo (at a bingo hall) and betting in a bookmakers (at a bookmakers) all had one dominant venue. Of those that had taken part in raffles and ballots over the past seven days, there was no dominant venue; at a school function (8%) followed by through a friend, family or colleague and at a club (both 6%). Fruit/slot machines were mostly played in social clubs/pubs or amusement arcades (27% and 15% respectively). Private betting was mainly spread across someone else's home (16%), work (10%) and home (7%)

Table 2e – Participation by Activity by Location

Source: NI Gambling Prevalence Survey, 2010, DSD

Location (%)	Gambling Activity						
	National Lottery	Scratchcards	Raffles & Ballots	Bingo	Fruit/Slot Machines	Betting in a bookmakers	Private betting
At a shop	59	39	-	-	-	-	-
As part of a syndicate	6	-	-	-	-	-	-
On the internet	4	-	-	-	-	-	-
Through a mobile phone	-	-	-	-	-	-	-
Through interactive TV	-	-	-	-	-	-	-
At a large supermarket	-	5	-	-	-	-	-
At a petrol station	-	3	-	-	-	-	-
At a club	-	-	6	-	-	-	-
At a school	-	-	1	-	-	-	-
At a social function	-	-	8	-	-	-	-
Through a friend, family or colleague	-	-	6	-	-	-	-
By post	-	-	<1	-	-	-	-
From a pools collector	-	-	-	-	-	-	-
At a bookmakers	-	-	-	-	2	48	-
At a bingo hall	-	-	-	42	3	-	-
At an amusement arcade	-	-	-	-	15	-	-
At a social club or pub	-	-	-	3	27	-	-
At a fairground	-	-	-	-	-	-	-
At a church or hall	-	-	-	5	-	-	-
At a sports/social club	-	-	-	-	4	-	-
In a casino-type environment	-	-	-	-	-	-	-
At the track	-	-	-	-	-	2	-
Telephone call	-	-	-	-	-	1	-
At a sports ground	-	-	-	-	-	-	1
At work	-	-	-	-	-	-	10
At home	-	-	-	-	-	-	7
At someone else's home	-	-	-	-	-	-	16
Elsewhere	1	<1	6	4	5	1	2
Not within past 7 days	34	54	74	49	47	50	69
Sample Size (N)	558	290	423	47	61	217	45

2.7 Number of Gambling Activities in the Past Year

Approximately 30% participated in only one type of gambling activity in the past year. Around 20% participated in two activities, 13% in three and 12% also took part in four or more activities. Men were generally more likely to gamble on four or more activities but percentages were similar for the gender split participating in three or less activities.

Those participating in one or more activities rose to four in ten for past year gamblers. Again, men were more likely to have participated in four or more activities.

On average, men participated in 1.9 activities in the past year and women participated in 1.5 activities. Looking at those who had only gambled in the past 12 months, the average number of activities taken part in by men increased to 2.4 and women increased to 2.1.

Table 2f – Number of gambling activities in the past year

Source: NI Gambling Prevalence Survey, 2010, DSD

Number of Activities (%)	All			Past Year Gamblers Only		
	Men	Women	Total	Men	Women	Total
None	20	29	25	-	-	-
One	29	30	29	36	42	39
Two	21	20	21	27	29	28
Three	13	12	12	16	17	17
Four or more	17	9	13	21	13	17
Mean number of activities	1.9	1.5	1.7	2.4	2.1	2.2
Sample Size (N)	436	596	1,032	368	445	813

Given the high prevalence of participation in the National Lottery and the notion that many playing one line per week may not even consider this to be gambling, more explanation is required to look at the number of gambling activities played in the past year when the National Lottery was removed from responses.

As can be seen in the table below, by removing the National Lottery only participants, those involved in no gambling activity increases from 25% to 28% and those who participated in only one activity decreased from 29% to 19%. There are also small increases in the proportion playing two, three and four or more activities. Similar movements are seen in the data for men and women also.

The mean number of activities also increases from 1.7 to 1.8. The average number of activities remains the same for women, but increases from 1.9 to 2.0 for men.

Table 2g – Number of gambling activities in the past year with the National Lottery removed

Source: NI Gambling Prevalence Survey, 2010, DSD

Number of Activities (%)	Men	Women	Total
None	23	33	28
One	18	19	19
Two	24	23	24
Three	15	14	14
Four or more	19	10	15
Mean number of activities	2.0	1.5	1.8
Sample Size (N)	374	516	890

Past year gamblers have not been analysed using this method as removing participation in the National Lottery meant some past year gamblers had then participated in no activities (in essence, ceasing to become past year gamblers). For information, the number of past year gamblers who reduced to no activities when removing the National Lottery was 17% of the past year gambler sample. It can thus be assumed that 17% of past year gamblers had only participated in The National Lottery.

2.8 Expenditure

As detailed in the expenditure section of the 2007 GB Gambling Prevalence Survey, asking people to detail their spending on gambling is not as simple as it may sound. There can be several ways that the term 'spend' could be interpreted by a respondent, as has been demonstrated in research undertaken in Australia at the end of the 1990's. (*Blaszczyński A. et al (1997)*) Spend has been shown to be interpreted as 'stake' (the amount bet on an individual event), outlay (total spent in a session), turnover (total spent including re-invested winnings) and net expenditure (total gambled minus any winnings) (*Sproston K. et al (2000)*). For the purposes of the Northern Ireland survey, spend was taken to mean the total amount staked in the past seven days. The short time period was to reduce the margin for recall error.

Table 2h below shows the percentage of respondents within each expenditure band for the seven days prior to interview. The majority of those who had gambled in those seven days were most likely to have spent between £1 and £5. The two activities this did not apply to were bingo cards or tickets and fruit or slot machines. The most likely expenditure for these two activities was between £10.01 and £20 for bingo and £5.01 and £10 for fruit or slot machines.

Fruit or slot machines and betting in a bookmakers were the most likely to have participants spend over £50. The National Lottery was the only activity to have a larger percentage in any expenditure band (£1-£5) than in 'Nothing within the past 7 days' (50% vs. 37%)

Table 2h – Expenditure by Activity*Source: NI Gambling Prevalence Survey, 2010*

Activity	Amount							Sample Size (N)
	Less than £1	£1 - £5	£5.01 - £10	£10.01 - £20	£20.01 - £50	More than £50	Nothing within past 7 days	
National Lottery	3	50	9	2	0	0	37	558
Scratchcards	1	34	4	1	0	1	59	290
Tickets for raffles or ballots	2	17	1	1	0	0	79	423
The football pools	26
Bingo cards or tickets	0	8	17	20	6	0	49	47
Fruit or slot machines	0	15	16	6	3	3	57	61
Virtual gaming machines ¹	11
Tables games outside the home ²	12
On-line gambling ³	29
Betting in a bookmaker's (including by phone)	1	12	10	10	6	2	59	217
Betting at the race or dog track	0	4	1	6	10	0	80	62
Private betting ⁴	0	12	2	6	0	0	79	45

1. Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc.

2. Tables games includes roulette, cards or dice

3. Not including buying National Lottery tickets online

4. Playing cards or games for money with friends, family or colleagues

Average spend is also shown below for the full population and various sub-groups within the full population (i.e. this average includes those who do not gamble). In comparison to the average spend, males, Catholics, other/no religion, those that live in Neighbourhood Renewal Areas and those in urban areas all spent higher amounts. Those that live in Neighbourhood Renewal Areas exhibited the highest mean weekly spend (£8.32).

In addition, respondents were also asked whether their expenditure in the past seven days was typical of an average week. Two-thirds of respondents (67%) reported that the spend reported was a typical week

Table 2i – Average Weekly Spend and Typical Gambling Comparison*Source: NI Gambling Prevalence Survey, 2010*

	Overall	Men	Women	Catholic	Protestant	NRA	BMUA¹	Urban	Rural
Average Weekly Spend (£)	5.60	8.30	3.00	8.00	4.00	8.30	4.90	8.00	4.90
Compared to the past 7 days in a typical week I... (%)									
usually gamble more	2	4	1	3	2	3	2	3	2
usually gamble less	9	10	7	11	7	6	9	9	8
usually gamble about the same	67	68	66	65	69	71	71	63	65
never gamble	23	19	27	21	23	20	19	25	25
Sample Size (N)	1,032	436	596	425	522	230	291	291	448

1. BMUA - Belfast Metropolitan Urban Area

3 PROFILE OF GAMBLERS

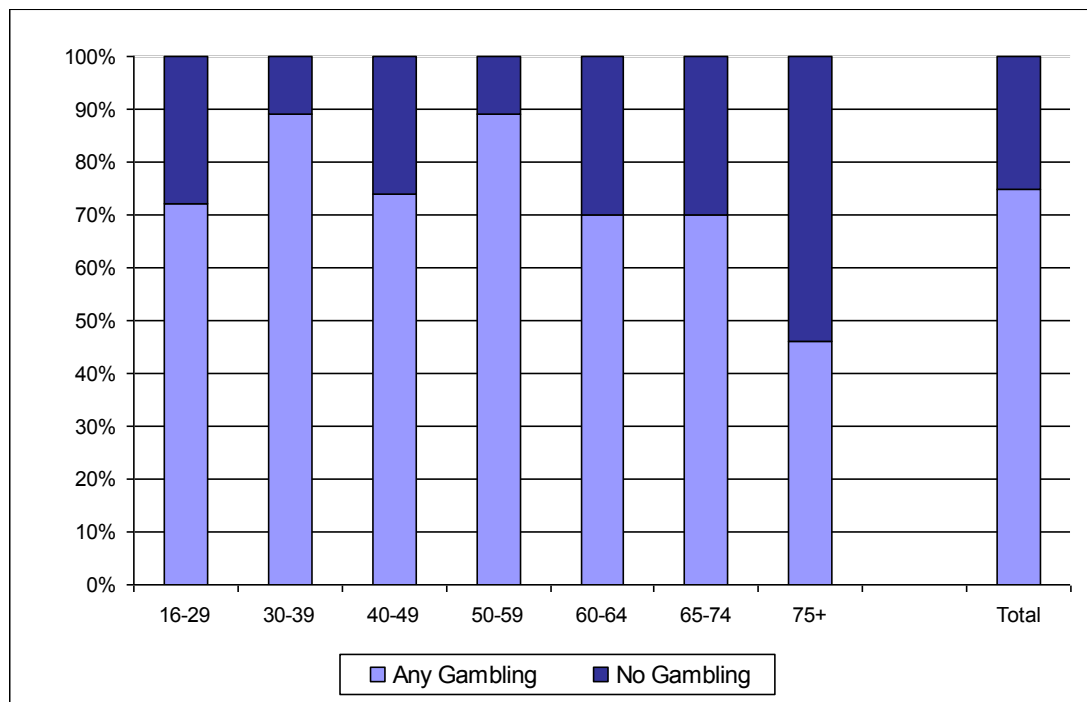
The 2010 Prevalence Survey asked a variety of identifier questions and this chapter will use those responses to examine differences in participation in the past year by a number of socio-demographic and geographic characteristics.

3.1 Past Year Gambling by Age

Table 3a and Figure 3(i) below show participation in any gambling activity within each age group. Overall 75% of adults in NI had participated in at least one form of gambling in the preceding 12 months.

Gambling prevalence was lowest in oldest age groups, with 60-64, 65-74 and over 75 age groups being the only groups that had a participation rate of 70% or below, with a marked decrease in participation for those over 75 (46%). Participation for those under 30 and those in their 40s was similar to the overall average. Those in their 30s and 50s exhibited a high prevalence (89%). This dip in the 40s is contrary to the results shown in GB, where a more constant participation rate was seen across the middle age ranges.

Figure 3(i) – Participation in Gambling Within the Last 12 Months by Age



For National Lottery and raffles/ballots, prevalence was greatest in the 30-39 and 50-59 age groups. Scratchcards were most popular with the under 30's, while bingo was most popular with those aged 16-39. Fruit/slot machines, virtual gaming, table games and online betting were all most popular in the youngest age bands and prevalence generally reduced through the older groups. Betting in a bookmaker's was also popular across all age groups, ranging from 11% of the over 75's to 27% of those aged 60-64.

Table 3a also shows the number of gambling activities participated in within the last 12 months. 29% of adults participated in one form of gambling only.

Adults aged 30 to 39 and 50 to 59 tended to participate in a greater number of activities, with 57% and 54% respectively taking part in two or more activities in the last 12 months, and 16% and 17% participating in four or more activities.

Looking at those taking part in four or more activities alone, we see that this generally became less prevalent with age, with 18% of the under 30's having participated in at least four activities in the last 12 months, compared to 3% of the over 75's.

Table 3a – Participation in each activity in the last year by age group

Source: NI Gambling Prevalence Survey, 2010, DSD

	Age (%)							Refused	Total
	16-29	30-39	40-49	50-59	60-64	65-74	75+		
Gambling Activity									
Tickets for the National Lottery draw	43	65	55	64	47	44	30	..	51
Scratchcards	45	32	17	32	17	15	13	..	28
Tickets for raffles/ballots	31	45	38	57	30	41	24	..	39
The football pools	6	3	2	3	1	1	<1	..	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	5	6	3	2	4	4	<1	..	4
Fruit/slot machines	10	8	6	5	2	1	2	..	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	4	2	1	-	-	-	-	..	1
Table games (roulette, cards or dice) outside the home	3	2	-	<1	1	<1	-	..	1
Online gambling (not including buying National Lottery tickets online)	5	7	1	2	-	<1	<1	..	3
Betting in a bookmaker's (including by phone)	16	21	26	20	27	14	11	..	20
Betting at a race or dog track	6	8	7	5	6	4	-	..	6
Private Betting, playing cards or games for money with friends, family or colleagues	8	10	5	6	1	<1	-	..	6
Other	<1	<1	-	1	-	<1	-	..	<1
No Gambling in the last 12 months	28	11	26	11	30	30	54	..	25
Any Gambling in the last 12 months	72	89	74	89	70	70	46	..	75
Number of Gambling Activities									
None	28	11	26	11	30	30	54	..	25
One	20	31	31	36	31	36	24	..	29
Two	26	23	17	19	22	20	13	..	21
Three	7	18	16	18	9	8	6	..	12
Four or more	18	16	10	17	8	7	3	..	13
Sample Size (N)	178	171	160	151	102	164	103	3	1,032

3.2 Past Year Gambling by Marital Status

There was a relationship exhibited between those who had gambled in the past twelve months and marital status. Widowed people were the least likely to have gambled in the past twelve months. However, as this category is most likely to include those of a higher average age, and older ages groups are not as likely to gamble, this could be explained as much by age group as marital status. Those who are separated/divorced were most likely to gamble (86%), followed by singles (82%), married (75%) and co-habiting (60%).

When looking at the individual activities, similar trends as above were seen. Widowed people were generally amongst the least likely to participate in all activities, except raffles and ballots which were least participated in by co-habitors.

Participation in the National Lottery was similar across all marital status groups, with the exception of widowed respondents; with just over a third of widowed respondents buying a ticket for the National Lottery in the last 12 months, compared to over half of those married or separated. Betting in a bookmaker's showed marked differences, with approximately one in eight of widowed respondents gambling here, compared to approximately one in three separated and divorced respondents. With widowed respondents tending to be in the older age groups, this could also be much explained by age as marital status.

Single people were most likely to participate in scratchcards, fruit/slot machines and virtual gaming. Those who were separated or divorced were most likely to participate in betting in a bookmaker's.

Table 3b – Participation in specific gambling activity in the last year by marital status

Source: NI Gambling Prevalence Survey, 2010, DSD

	Marital Status (%)						Total
	Single	Co-habiting	Married ¹	Separated / Divorced	Widowed	Refused	
Gambling Activity							
Tickets for the National Lottery draw	50	50	55	53	36	..	51
Scratchcards	37	36	25	22	12	..	28
Tickets for raffles/ballots	38	24	41	46	29	..	39
The football pools	5	-	2	3	2	..	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	5	4	3	4	3	..	4
Fruit/slot machines	11	9	4	7	<1	..	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	3	2	<1	1	-	..	1
Table games (roulette, cards or dice) outside the home	2	-	<1	4	-	..	1
Online gambling (not including buying National Lottery tickets online)	4	11	2	2	-	..	3
Betting in a bookmaker's (including by phone)	19	20	19	32	13	..	20
Betting at a race or dog track	5	8	6	7	3	..	6
Private Betting, playing cards or games for money with friends, family or colleagues	9	6	6	2	<1	..	6
Other	<1	-	<1	-	-	..	<1
No Gambling in the last 12 months	18	40	25	14	47	..	25
Any Gambling in the last 12 months	82	60	75	86	53	..	75
Number of Gambling Activities							
None	18	40	25	14	47	..	25
One	29	14	29	40	27	..	29
Two	26	13	21	20	13	..	21
Three	13	14	13	13	8	..	12
Four or more	14	20	13	13	5	..	13
Sample Size (N)	293	55	433	122	122	7	1,032

Notes

1. Includes those in a legally-recognised Civil Partnership

3.3 Past Year Gambling by Income Band

Information on personal income was also collected from respondents. This section examines respondent's participation in gambling in the last year by gross weekly income band.

Individuals least likely to gamble were those with no personal income (46% did not participate in the past 12 months). Those most likely to gamble were also at the lower end of the income distribution with 83% of those receiving under £100 per week and 85% of those receiving £100 - <£200 per week gambling within the last 12 months. Looking at these groups together, they were made up of a high proportion of single people (22%) who fell into either the Skilled Manual or Unskilled Manual socio-economic groups.

As we seen in previous analysis, the National Lottery, scratchcards, tickets for raffles/ballots and betting in the bookmaker's are the most popular gambling activities across all income bands, with participation being especially high in the lower income bands. Across all gambling activities (excluding those with no personal income), participation tended to decrease as income increased. The exception was gambling in a bookmaker's where participation fluctuated between 18% and 24%. Online gambling participation was relatively low (1% - 5%), although peaked at 5% for those earning between £200 - <£500 per week.

Figure 3(ii) – Participation in Most Prevalent Gambling Activities Within the Last 12 Months by Gross Income Band

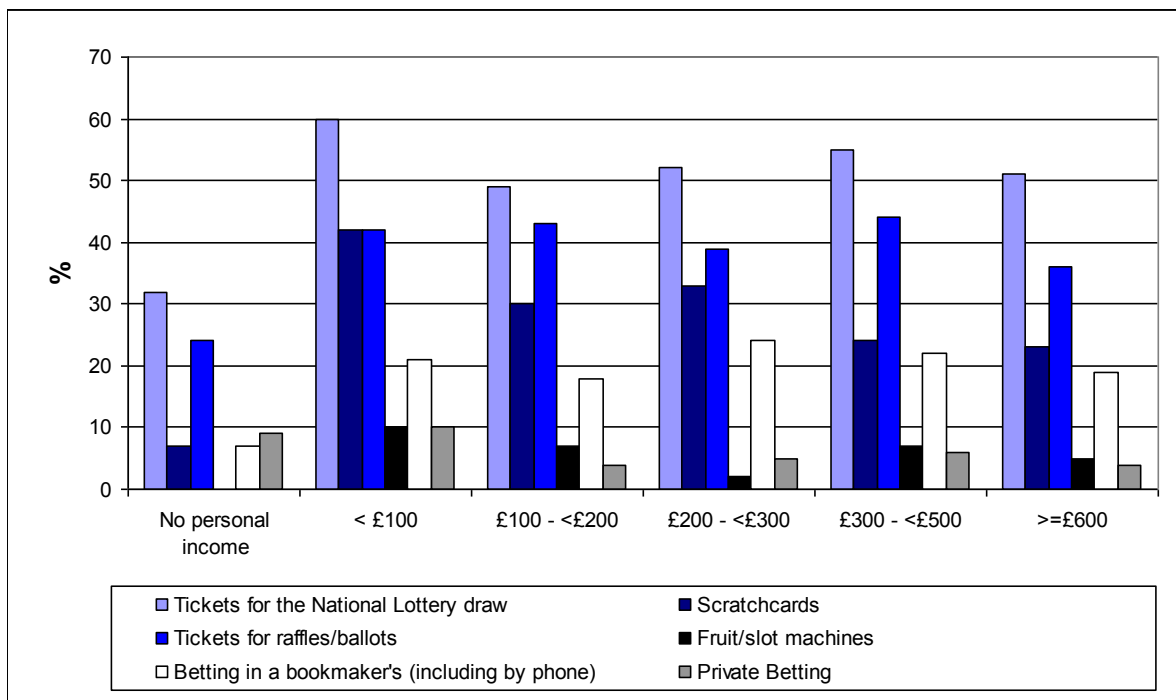


Figure 3(ii) looks specifically at the more prevalent gambling activities across the income distribution. For all six activities individuals with personal income of under £100 per week generally showed the highest participation rates, especially for the National Lottery.

When looking at the number of different gambling activities individuals had taken part in, those with a personal income of under £100 per week had the highest participation in four or more activities in the last 12 months (20%), increasing to 37% when looking at three or more activities. Only 11% of those with income of between £100 and £200 per week or £600+ had taken part in four or more activities, increasing to 21% and 24% for three or more activities.

Table 3c – Participation in specific gambling activity in the last year by personal gross weekly income

Source: NI Gambling Prevalence Survey, 2010, DSD

	Gross Weekly Income (%)							Total
	Under £100 per week	£100 - <£200 per week	£200 - <£300 per week	£300 - <£500 per week	£600+ per week	Refused	No personal income	
Gambling Activity								
Tickets for the National Lottery draw	60	49	52	55	51	46	32	51
Scratchcards	42	30	33	24	23	21	7	28
Tickets for raffles/ballots	42	43	39	44	36	32	24	39
The football pools	4	3	3	5	1	1	5	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	7	2	5	3	1	4	4	4
Fruit/slot machines	10	7	2	7	5	4	0	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	2	2	2	1	2	1	0	1
Table games (roulette, cards or dice) outside the home	2	1	0	0	2	2	4	1
Online gambling (not including buying National Lottery tickets online)	3	1	5	5	4	3	0	3
Betting in a bookmaker's (including by phone)	21	18	24	22	19	22	7	20
Betting at a race or dog track	3	3	4	9	8	8	3	6
Private Betting, playing cards or games for money with friends, family or colleagues	10	4	5	6	4	4	9	6
Other	-	1	0	0	1	-	3	1
No Gambling in the last 12 months	17	15	23	29	34	26	54	25
Any Gambling in the last 12 months	83	85	77	71	66	74	46	75
Number of Gambling Activities								
None	17	15	23	29	34	26	54	25
One	27	44	25	21	22	35	13	29
Two	18	20	27	23	20	20	22	21
Three	17	10	12	11	13	13	5	12
Four or more	20	11	13	16	11	7	7	13
Sample Size (N)	196	198	120	135	98	245	40	1,032

Individuals with no personal income, while having lower participation rates (46%), 7% of them participated in four or more activities and 12% in three or more activities.

Those with no personal income were looked at specifically in Table 3d. Expenditure was mostly nothing within the past seven days. For those who had participated, expenditure was mainly between £1 and £5. The most common activity was the National Lottery, within which the highest expenditure was £10.01 – 20. All those who participated in bingo spent between £5.01 and £10 but the level of participation in this activity was low.

Table 3d – Participation in specific gambling activity in the last year by personal gross weekly income

Source: NI Gambling Prevalence Survey, 2010, DSD

	Participation (%)	Spend in past 7 days (£)						
		£0	<£1	£1-5	£5.01 - 10	£10.01 - 20	£20.01 - 50	>£50
Tickets for the National Lottery draw	32	43	-	48	5	4	-	-
Scratchcards	7	89	-	11	-	-	-	-
Tickets for raffles/ballots	24	94	-	6	-	-	-	-
The football pools	5	-	-	100	-	-	-	-
Bingo cards or tickets (in a bingo hall, not including online bingo)	4	-	-	-	100	-	-	-
Fruit/slot machines	0	-	-	-	-	-	-	-
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	0	-	-	-	-	-	-	-
Table games (roulette, cards or dice) outside the home	4	100	-	-	-	-	-	-
Online gambling (not including buying National Lottery tickets online)	0	-	-	-	-	-	-	-
Betting in a bookmaker's (including by phone)	7	82	-	18	-	-	-	-
Betting at a race or dog track	3	100	-	-	-	-	-	-
Private Betting, playing cards or games for money with friends, family or colleagues	9	100	-	-	-	-	-	-
Other	3	100	-	-	-	-	-	-
None of these	54	-	-	-	-	-	-	-
Refused	0	-	-	-	-	-	-	-
Sample Size (N)	40							

3.4 Past Year Gambling by Employment Status

Information about employment status was also collected from all respondents (Table 3e). Overall, unemployed respondents were the most likely to have gambled within the previous 12 months (84%), closely followed by the full time unemployed (83%) and part time unemployed (82%). The unemployed also displayed the highest participation rates for seven out of the thirteen activities listed, with activities

such as fruit/slot machines, and betting in the bookmaker's scoring quite highly (15% and 37% respectively). The group least likely to have gambled were the self employed (55%), followed by full time students (59%).

Looking at each group by individual gambling activities, the unemployed were most likely to buy a ticket for the National Lottery (63%), scratchcard (40%) or bet in a bookmaker's (37%). Full time and part time unemployed also had high participation in National Lottery tickets (59% each) or buying tickets for a raffle (41% and 46% respectively). Those self employed were the group most likely to take part in private betting (16%).

Table 3e – Participation in specific gambling activity in the last year by employment status

Source: NI Gambling Prevalence Survey, 2010, DSD

	Employment Status (%)					
	Full Time Employed	Part Time Employed	Self Employed	Unemployed	Looking after the family or home	Retired
Gambling Activity						
Tickets for the National Lottery draw	59	59	43	63	49	45
Scratchcards	33	34	27	40	34	16
Tickets for raffles/ballots	41	46	43	33	34	35
The football pools	3	1	3	5	0	1
Bingo cards or tickets (in a bingo hall, not including online bingo)	3	4	2	6	7	4
Fruit/slot machines	8	5	5	15	2	3
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	2	2	0	4	0	0
Table games (roulette, cards or dice) outside the home	1	2	0	4	1	-
Online gambling (not including buying National Lottery tickets online)	6	4	1	6	1	1
Betting in a bookmaker's (including by phone)	28	9	15	37	12	18
Betting at a race or dog track	11	4	4	6	4	2
Private Betting, playing cards or games for money with friends, family or colleagues	7	7	16	10	3	1
Other	1	0	0	1	2	-
No Gambling in the last 12 months	17	18	45	16	30	33
Any Gambling in the last 12 months	83	82	55	84	70	67
Number of Gambling Activities						
None	17	18	45	16	30	33
One	26	34	18	17	27	32
Two	24	22	8	29	21	18
Three	16	13	2	17	11	11
Four or more	17	14	27	21	11	5
Sample Size (N)	289	112	35	84	101	304

Table 3e – Participation in specific gambling activity in the last year by employment status (continued)

Source: NI Gambling Prevalence Survey, 2010, DSD

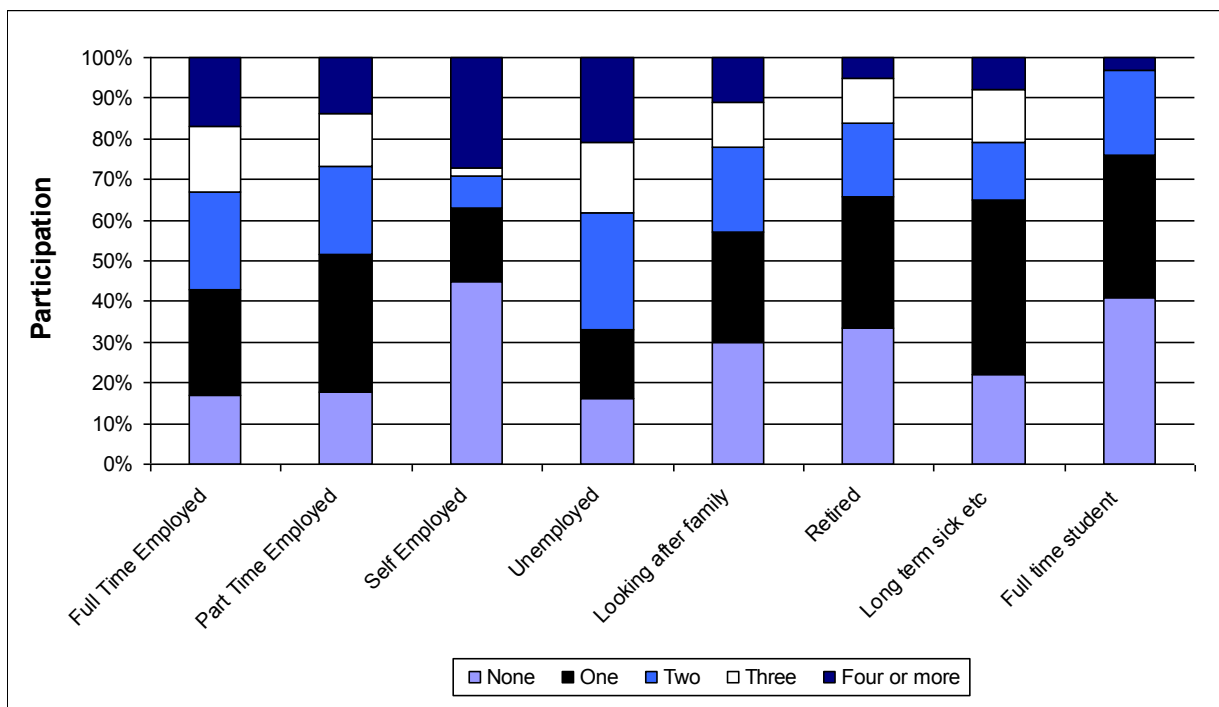
	Employment Status (%)				Total
	Long term sick or unable to work	Full time student	Other	Refused	
Gambling Activity					
Tickets for the National Lottery draw	40	21	51
Scratchcards	18	17	28
Tickets for raffles/ballots	45	19	39
The football pools	7	11	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	0	4	4
Fruit/slot machines	5	3	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	3	0	1
Table games (roulette, cards or dice) outside the home	0	3	1
Online gambling (not including buying National Lottery tickets online)	0	0	3
Betting in a bookmaker's (including by phone)	19	0	20
Betting at a race or dog track	1	3	6
Private Betting, playing cards or games for money with friends, family or colleagues	2	8	6
Other	0	0	1
No Gambling in the last 12 months	22	41	25
Any Gambling in the last 12 months	78	59	75
Number of Gambling Activities					
None	22	41	25
One	43	35	29
Two	14	21	21
Three	13	0	12
Four or more	8	3	13
Sample Size (N)	54	30	17	6	1,032

As with all other groups the National Lottery, scratchcards and tickets/ballots were the most popular forms of gambling for those looking after the family or home (49%, 34% & 34% respectively). In addition to this 12% also bet in a bookmaker's and 7% played bingo, which was the highest participation rate for bingo across all groups. The retired followed a similar gambling pattern as this group also, with slightly higher participation in betting in a bookmaker's at 18%. Almost four in five individuals, who were classified as long term sick or unable to work, participated in at least one form of gambling in the preceding 12 months. They also tended to gamble in a bookmaker's (19%) and were the group most likely to play the football pools (7%).

While full time students were some of the least likely to gamble, approximately a fifth of them bought tickets for the National Lottery, scratchcards or tickets for raffles/ballots. A further one in ten played the football pools and one in twelve took part in private betting.

Figure 3(iii) below demonstrates the number of different activities that the groups actually took part in. Retired, long term sick and students were the most likely to only have participated in one activity in the preceding 12 months (32%, 43% and 35% respectively). Self employed were most likely to have taken part in four or more activities (27%) and no activities (45%), followed by the unemployed (21%). The dynamic reversed when looking at three or more activities as the rate of self employed increased to 29%, while the rate for the unemployed increased to 38%.

Figure 3(iii) – Number of Gambling Activities Within the Last 12 Months by Employment Status



3.5 Past Year Gambling by Dependants

Table 3f compares gambling activities of respondents with and without dependants. Those with dependants are defined as any adult with another adult or child dependant on them.

Adults with dependants were more likely than those without to have gambled in the previous year (84% vs. 71%). They also had higher participation rates in eight out of the thirteen gambling activities listed. The most noticeable difference between the two groups was in buying National Lottery tickets; three in five of adults with dependants, compared to approximately only one in two of those without dependants bought a ticket for the National Lottery in the preceding year.

Table 3f – Participation in specific gambling activity in the last year by dependants

Source: NI Gambling Prevalence Survey, 2010, DSD

	Dependants (%)			Total
	One or more dependants	No dependants	Refused	
Gambling Activity				
Tickets for the National Lottery draw	60	47	..	51
Scratchcards	34	25	..	28
Tickets for raffles/ballots	42	36	..	39
The football pools	2	3	..	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	5	3	..	4
Fruit/slot machines	5	7	..	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	-	2	..	1
Table games (roulette, cards or dice) outside the home	1	1	..	1
Online gambling (not including buying National Lottery tickets online)	4	3	..	3
Betting in a bookmaker's (including by phone)	21	19	..	20
Betting at a race or dog track	8	5	..	6
Private Betting, playing cards or games for money with friends, family or colleagues	5	6	..	6
Other	1	-	..	1
No Gambling in the last 12 months	16	29	..	25
Any Gambling in the last 12 months	84	71	..	75
Number of Gambling Activities				
None	16	29	..	25
One	33	27	..	29
Two	22	20	..	21
Three	14	12	..	12
Four or more	15	12	..	13
Sample Size (N)	342	689	1	1,032

There were some differences in the number of gambling activities participated in, although those with dependants scored slightly higher in each category where activities were being played. Those without dependants scored higher in no activities. 15% of those with dependants, compared to 12% of those without dependants took part in four or more activities, rising to 29% and 24% when looking at three or more activities.

3.6 Past Year Gambling by Deprivation

Table 3g is based on NISRA's Multiple Deprivation Measure 2010 (NIMDM), which identifies small area concentrations of multiple deprivation in Northern Ireland. It is based on seven types or 'domains' of deprivation and an overall multiple deprivation measure comprising a weighted combination of the seven domains.

Table 3g – Participation in specific gambling activity in the last year by Multiple Deprivation Measure

Source: NI Gambling Prevalence Survey, 2010, DSD

	Multiple Deprivation Measure 2010 Decile (%)										Total
	Bottom 10%	2	3	4	5	6	7	8	9	Top 10%	
Gambling Activity											
Tickets for the National Lottery draw	54	62	59	57	47	38	37	56	54	49	51
Scratchcards	33	38	27	38	24	14	27	32	29	11	28
Tickets for raffles/ballots	26	36	53	35	49	50	32	52	30	29	38
The football pools	2	4	1	5	6	2	2	6	-	<1	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	7	7	5	3	3	3	5	3	-	<1	4
Fruit/slot machines	6	7	18	5	4	8	3	8	2	<1	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	5	-	4	3	-	-	<1	1	-	-	1
Table games (roulette, cards or dice) outside the home	<1	<1	6	1	<1	-	<1	3	-	2	1
Online gambling (not including buying National Lottery tickets online)	4	6	4	1	4	3	1	3	3	<1	3
Betting in a bookmaker's (including by phone)	23	26	28	22	20	18	11	21	19	11	20
Betting at a race or dog track	5	5	4	7	4	6	4	10	8	4	6
Private Betting, playing cards or games for money with friends, family or colleagues	7	6	3	5	7	3	12	5	5	4	6
Other	-	<1	-	2	<1	-	<1	1	-	1	<1
No Gambling in the last 12 months	23	16	16	20	17	25	40	20	26	41	25
Any Gambling in the last 12 months	77	84	84	80	83	75	60	80	74	59	75
Number of Gambling Activities											
None	23	16	16	20	17	25	40	20	26	41	25
One	27	26	29	30	34	40	22	28	30	27	29
Two	27	26	13	25	27	19	16	15	22	15	21
Three	12	16	23	9	12	4	8	21	14	10	12
Four or more	11	16	19	17	10	12	14	16	7	6	13
Sample Size (N)	117	163	89	112	109	100	98	87	88	67	1,030

Note:

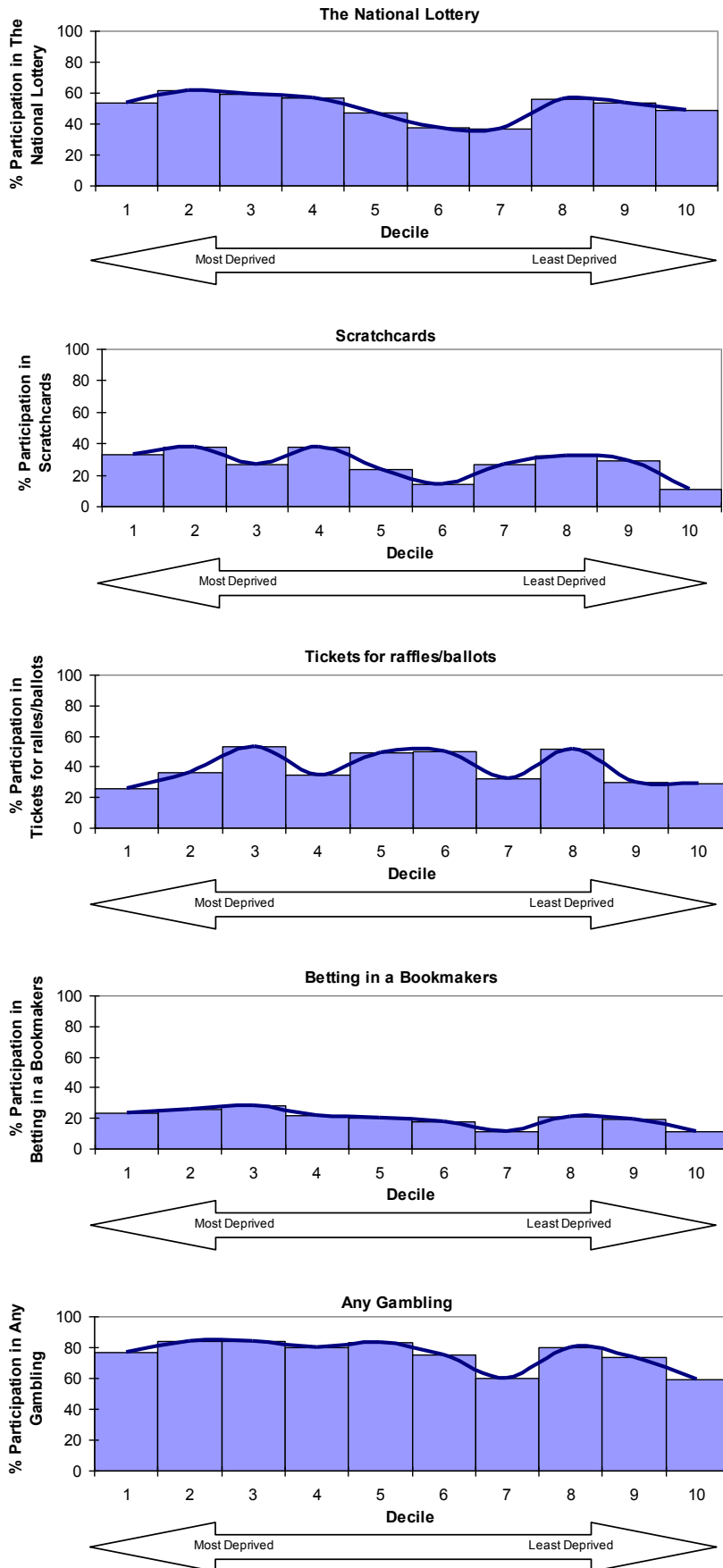
1. It was not possible to append MDM scores in 2 cases, hence sample size reduction from 1,032 to 1,030

Overall, gambling in any form was more popular at the more deprived end of the distribution, peaking in the second and third deciles at 84%. Participation in the National Lottery dipped in the middle of the distribution, while participation in scratchcards and tickets for raffles/ballots fluctuated across all deciles.

Betting in a bookmaker's was also popular across the entire distribution, although it became less prevalent in less deprived areas, while betting at a dog/race track fluctuated and peaked at the eighth decile. Private betting, like betting at a track also fluctuated in the seventh decile.

Figure 3(iv) overleaf, depicts participation in the four most common gambling activities, namely the National Lottery, scratchcards, tickets for raffles and ballots and betting in a bookmakers. Participation in the National Lottery and scratchcards was mainly at its highest at either end of the distribution with the most and least deprived deciles showing higher participation than those deciles in the middle of the distribution. Raffles and ballots showed fluctuations across the distribution, with participation rates peaking in the middle of the distribution (deciles 5 and 6) and the 3rd and 8th deciles. Participation in betting in bookmakers showed a more even spread across the distribution, although similar to the National Lottery we notice slight increases in participation at either end of the distribution.

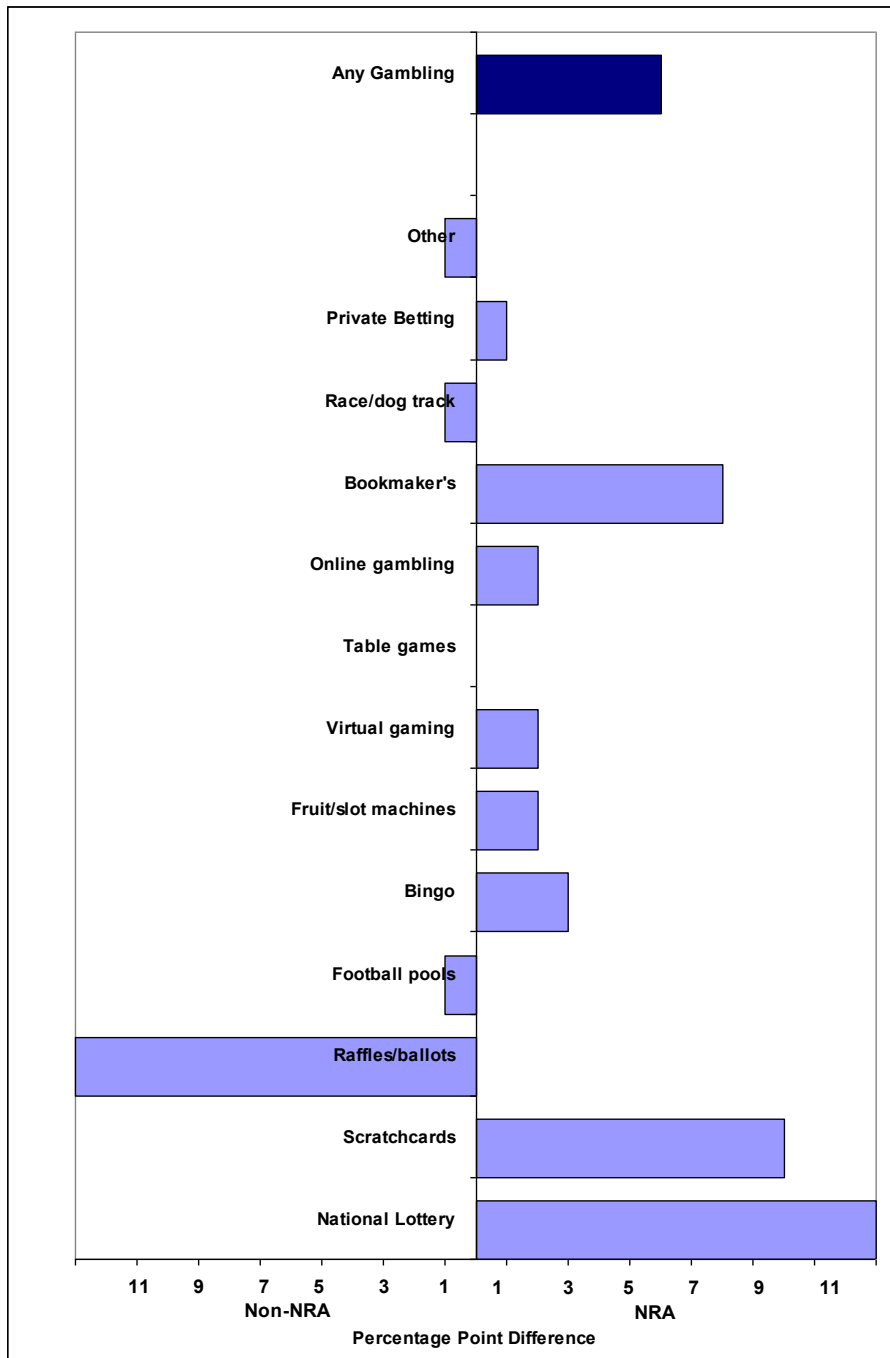
Figure 3(iv) – Distribution of participation in selected activities by deprivation decile (NIMDM 2010)



3.7 Past Year Gambling by Neighbourhood Renewal

Figure 3(v) looks at the difference between gambling activities of those living in a Neighbourhood Renewal Area (NRA) and those not. While participation in the National Lottery, scratchcards and tickets for raffles/ballots were the most prevalent in both groups, there were noticeable differences for the National Lottery, scratchcards & betting in a bookmakers, all of which were more popular in an NRA, and raffles/ballots, which were more prevalent in non NRAs, with 26% of respondents living in a NRA having bet in a bookmaker's, compared to just over one in five of non NRA respondents (Table 3h).

Figure 3(v) – Difference in NRA and Non-NRA by Gambling Activity



Approximately three in five respondents from NRAs bought a National Lottery ticket, compared to just under half of those not in a NRA. Over a third from NRAs bought scratchcards (36% vs. 26% non-NRA) and under a third from NRAs bought tickets for a raffle/ballot (28% vs. 41% non-NRA).

Overall, 80% respondents living in an NRA participated in at least one gambling activity in the last 12 months; this was slightly above the NI average, compared to almost 75% of those living outside an NRA.

When looking at the number different activities actually participated in, the differences between NRA and non-NRA reduced as the number increased; 14% of those in an NRA took part in three activities, compared to 12% in a non-NRA. The comparative figures for four or more activities were 14% and 13% respectively. Overall respondents from an NRA were more likely to participate in more gambling activities than those not in a NRA.

Table 3h – Participation in specific gambling activity in the last year by Neighbourhood Renewal

Source: NI Gambling Prevalence Survey, 2010, DSD

	<u>Neighbourhood Renewal (%)</u>		
	In an NRA	Not in an NRA	Total
<i>Gambling Activity</i>			
Tickets for the National Lottery draw	61	48	51
Scratchcards	36	26	28
Tickets for raffles/ballots	28	41	39
The football pools	2	3	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	6	3	4
Fruit/slot machines	8	6	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	3	1	1
Table games (roulette, cards or dice) outside the home	1	1	1
Online gambling (not including buying National Lottery tickets online)	5	3	3
Betting in a bookmaker's (including by phone)	26	18	20
Betting at a race or dog track	5	6	6
Private Betting, playing cards or games for money with friends, family or colleagues	7	6	6
Other	0	1	1
No Gambling in the last 12 months	20	26	25
Any Gambling in the last 12 months	80	74	75
<i>Number of Gambling Activities</i>			
None	20	26	25
One	25	30	29
Two	27	19	21
Three	14	12	12
Four or more	14	13	13
<i>Sample Size (N)</i>	230	802	1,032

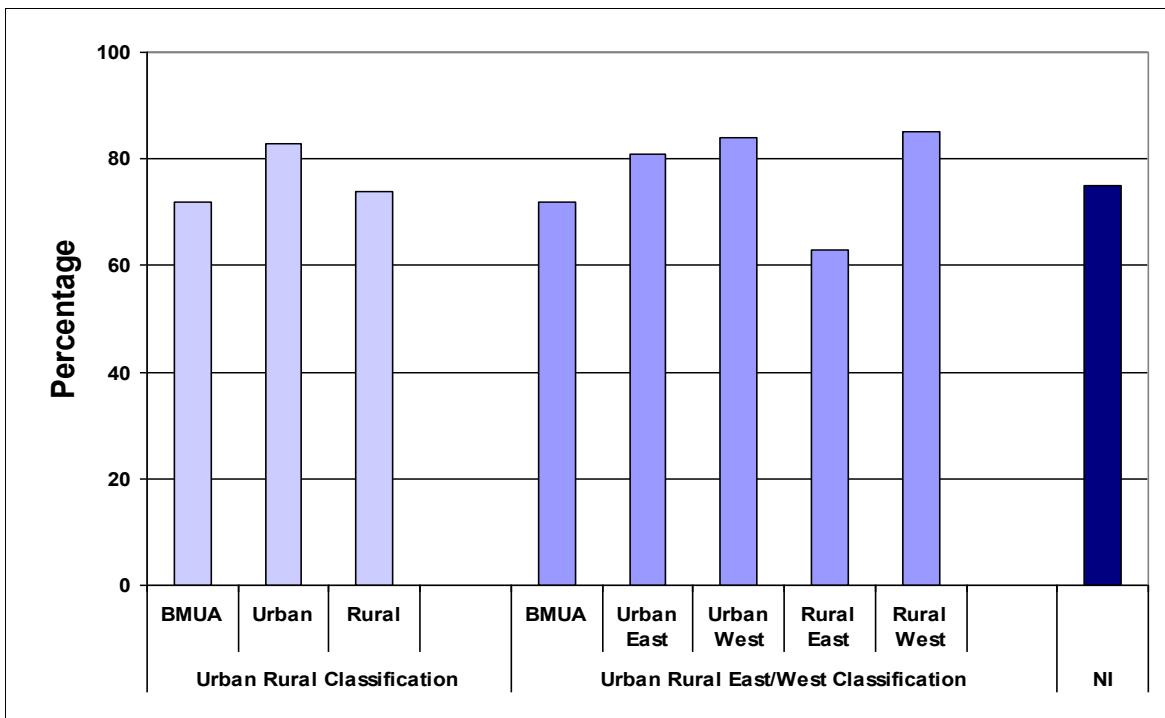
3.8 Past Year Gambling by Urban Rural Classification

All data was categorised by both Urban / Rural and East-West classifications. It was therefore possible to analyse the data for the Urban Rural classifications of Belfast Metropolitan Urban Area (BMUA), Rural and Urban, and then re-analyse for the BMUA, Rural East, Rural West, Urban East and Urban West. More details on the urban rural definitions used can be found in Appendix A.

Table 3i examines gambling activity by Urban Rural classifications. Respondents living in urban areas were most likely to have gambled in the previous 12 months (83%), followed by those in rural areas

(74%) and then BMUA (72%) (Figure 3(vi)). Out of the thirteen activities listed, urban areas had the highest prevalence in nine of them. In addition to the National Lottery, scratchcards and raffle/ballot tickets, other activities also had high participation rates. These included betting in a bookmaker's and private betting. 18% respondents in rural areas and BMUA bet in a bookmaker's which is noticeably lower than the 27% seen in urban areas. Private betting in urban areas (10%) was distinctly higher than in BMUA and rural areas (4% and 5% respectively).

Figure 3(vi) – Participation in Any Gambling Within the Last 12 Months by Urban Rural



When looking at Urban Rural East/West Classification we notice some differences to the above. While Urban East and Urban West continue to show high participation rates, the Rural West had the highest levels with a participation rate of 85%. The Rural East had the lowest participation rate with 63% of its population having gambled in the last 12 months, which is significantly lower than the NI average of 75%. The Rural West had a higher proportion of its population buying scratchcards (35%), playing the football pools (6%) than the other areas, in addition to high participation rates in the national lottery and tickets for raffles/ballots. It appears that it is the Urban East that is driving up the urban rates with 60% of its population having bought a National Lottery ticket in the previous 12 months; 49% having bought a ticket for a raffles/ballot; and 27% having placed a bet in a bookmaker's.

Almost one in five respondents in urban areas took part in four or more gambling activities in the preceding 12 months, increasing to over a third when looking at three or more activities, compared to just over one in five in BMUA and rural areas.

Table 3i – Participation in specific gambling activity in the last year by Urban Rural Classification*Source: NI Gambling Prevalence Survey, 2010, DSD*

	Urban Rural Classification (%)								Total
	BMUA	Urban	Rural	BMUA	Urban East	Urban West	Rural East	Rural West	
Gambling Activity									
Tickets for the National Lottery draw	52	58	46	52	60	56	48	44	51
Scratchcards	24	33	28	24	31	34	21	35	28
Tickets for raffles/ballots	34	45	39	34	49	42	30	47	38
The football pools	1	2	5	1	2	2	3	6	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	3	5	4	3	4	6	4	5	4
Fruit/slot machines	4	9	7	4	8	9	5	9	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	2	2	-	2	1	2	-	-	1
Table games (roulette, cards or dice) outside the home	2	1	1	2	1	1	0	2	1
Online gambling (not including buying National Lottery tickets online)	3	7	1	3	8	6	0	2	3
Betting in a bookmaker's (including by phone)	18	27	18	18	27	26	15	21	20
Betting at a race or dog track	5	8	5	5	10	6	6	4	6
Private Betting, playing cards or games for money with friends, family or colleagues	4	10	5	4	13	8	5	5	6
Other	0	0	1	0	0	0	1	1	1
No Gambling in the last 12 months	28	17	26	28	19	16	37	15	25
Any Gambling in the last 12 months	72	83	74	72	81	84	63	85	75
Number of Gambling Activities									
None	28	17	26	28	19	16	37	15	25
One	29	27	30	29	25	29	23	36	29
Two	21	21	21	21	19	23	20	22	21
Three	13	17	10	13	18	15	9	11	12
Four or more	9	18	13	9	19	17	11	15	13
Sample Size (N)	291	291	448	291	118	173	180	268	1,030

When looking at the 5-way classification the Urban East scored highest for four or more activities at 19%, followed by the Urban East (17%), the Rural West (15%), the Rural East (11%) and finally BMUA (9%). Both the Urban East and the Urban West were higher than the NI average of 13%.

3.9 Past Year Gambling by Religion

Table 3j presents a comparison of the proportion of respondents reporting they had gambled in the past year and the past week, by various socio-demographic variables.

Source: NI Gambling Prevalence Survey, 2010, DSD

	Religion				Total
	Catholic	Protestant	Other / No Religion	Refused	
Gambling Activity					
Tickets for the National Lottery draw	59	48	31	54	51
Scratchcards	35	25	22	12	28
Tickets for raffles/ballots	41	40	12	31	39
The football pools	5	2	-	-	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	7	3	<1	-	4
Fruit/slot machines	8	4	4	15	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	2	1	1	-	1
Table games (roulette, cards or dice) outside the home	2	1	<1	-	1
Online gambling (not including buying National Lottery tickets online)	3	3	4	-	3
Betting in a bookmaker's (including by phone)	28	15	15	7	20
Betting at a race or dog track	9	4	6	-	6
Private Betting, playing cards or games for money with friends, family or colleagues	7	6	1	6	6
Other	<1	<1	-	-	<1
No Gambling in the last 12 months	13	28	56	26	25
Any Gambling in the last 12 months	87	72	44	74	75
Number of Gambling Activities					
None	13	28	56	26	25
One	27	32	13	42	29
Two	28	17	15	12	21
Three	15	11	11	20	12
Four or more	17	12	5	-	13
Sample Size (N)	425	522	52	33	1,032

Gambling activity of any kind was more prevalent amongst those describing themselves as Catholic. 87% of Catholics had gambled in the past twelve months, compared to 72% of Protestants and 44% of Others/No Religion.

Catholics were also above the NI average in participation for all the major forms of gambling; notably National Lottery (59% vs. 51%), scratchcards (35% vs. 28%) and betting in a bookmakers (28% vs. 20%). Gambling prevalence amongst Protestants was generally around the NI average with betting in a bookmakers (15% vs. 20%) the only activity with a difference greater than 3%. Those who fell within Other/No Religion had a lower prevalence for gambling, with the exception of online gambling.

3.10 Past Year Gambling vs. Past Week Gambling

Table 3k presents a comparison of the proportion of respondents reporting they had gambled in the past year and the past week, by various socio-demographic variables.

It isn't surprising that the proportion of each category participating in any gambling activity drops when we look at the previous week's activity only. Overall, participation reduced from 75% of respondents to 48% of respondents, which still equates to almost half the population of NI having gambled in the 7 days prior to being interviewed.

Similar patterns are evident when looking at demographics, for example participation of males continued to exceed that of females; more of those with dependants gambled than those without; those with a personal income of £100-<£200 per week were still more likely to gamble.

3.11 NI / GB Comparisons

While the NI Gambling Survey is similar to the British Gambling Survey there are some differences in gambling categories. Where direct comparisons are possible, they have been tabulated in Table 3l. Also, it should be noted that the British survey was carried out in 2007, three years earlier than the NI survey. These factors should be borne in mind when interpreting the following comparisons.

A higher proportion of respondents bought a ticket for the national lottery, played bingo, fruit/slot machines, table games and private betting in GB in the 12 months preceding 2007 than in NI in 2010. Purchase of scratchcards was higher in NI and betting in a bookmaker's was also considerably more popular in NI (20% vs. 6%). There is no difference in participation in online betting and the football pools. Overall, participation in any activity was higher in NI (75%) than in GB (68%).

When looking at the number of different activities respondents had taken part in during the preceding 12 months, similar patterns were seen between NI & GB, although NI scored higher in everything except four or more activities where GB overtook NI by one percentage point. When looking at three or more activities exactly a quarter of NI respondents had participated in 3 or more activities, compared to GB, which was slightly less than this figure.

Table 3k – Comparison of past year gamblers and past week gamblers*Source: NI Gambling Prevalence Survey, 2010, DSD*

Proportion within each category who gambled within the last year/week	Any gambling activity in past year	Any gambling activity in past week
	%	%
Sex		
Male	80	55
Female	71	41
Age		
16-29	72	41
30-39	89	60
40-49	74	49
50-59	89	61
60-64	70	47
65-74	70	39
75+	46	28
Dependants		
One or more dependants	84	55
No dependants	71	44
Employment Status		
Full Time Employed	83	54
Part Time Employed	82	50
Self Employed	55	37
Unemployed	84	54
Looking after the family or home	70	44
Retired	67	40
Long term sick or unable to work	78	61
Full time student	59	29
Gross Weekly Income		
Under £100 per week	83	53
£100 - <£200 per week	85	60
£200 - <£300 per week	77	46
£300 - <£500 per week	71	43
£600+ per week	66	42
No personal income	74	46
	46	25
Neighbourhood Renewal		
In an NRA	80	59
Not in an NRA	74	45
Urban Rural		
BMUA	72	50
Urban	83	52
Rural	74	43
NORTHERN IRELAND	75	48

Table 3I – Comparison of past year gamblers in NI¹ & GB²

Proportion within each category who gambled within the last year/week	Any gambling activity in past year: NI	Any gambling activity in past year: GB
	%	%
Gambling Activity		
Tickets for the National Lottery draw	51	57
Scratchcards	28	20
The football pools	3	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	4	7
Fruit/slot machines	6	14
Table games (roulette, cards or dice) outside the home	1	4
Private Betting	6	10
Number of Gambling Activities		
None	25	32
One	29	26
Two	21	17
Three	12	10
Four or more	13	14
NORTHERN IRELAND	75	68

Notes

1. Source: NI Gambling Prevalence Survey, 2010
2. Source: British Gambling Prevalence Survey, 2007

4 PREVALENCE OF PROBLEM GAMBLING

4.1 Problem Gambling

Problem gambling has been defined as ‘gambling behaviour that creates negative consequences for the gambler, either in his or her social network, or for the community’ (The Canadian Problem Gambling Index: Final Report, 2001) and ‘gambling to a degree that compromises, disrupts or damages family, personal or recreational pursuits’ (The British Gambling Prevalence Survey 2007). The Northern Ireland Gambling Survey has three main aims – along with prevalence and attitudes, the survey aimed to measure problem gambling in NI for the first time. A number of measures exist to measure problem gambling but no ‘standard’ measure has yet emerged. In the 2007 British Gambling Survey, the Gambling Commission introduced a recently developed measure known as the Canadian Problem Gambling Severity Index (PGSI). It is expected that the PGSI is likely to become widely used^{1, 2}, so for this reason and also to enable comparability with GB, it was decided that the NI survey should also adopt this measure. The PGSI is composed of nine items from the longer Canadian Problem Gambling Index, and focuses on the harms and consequences associated with problem gambling.

There are two ways in which problem gambling can be measured – either a lifetime measure or a current measure. With the intention being to repeat this survey in the future and to provide comparability amongst future surveys and surveys from other jurisdictions and territories, this survey chose to report on current prevalence. The analysis of the results is below.

4.2 Problem gambling prevalence

The PGSI was developed towards the end of the 1990’s, and grew through a development phase and a testing phase. It has been refined slightly since its launch in 2001. The PGSI consists of nine statements. Respondents state, from a choice of four possible responses, how relevant each statement is to their gambling habits. Each response corresponds to a score and the overall score from the nine statements gives the measure of the respondents gambling – ‘non-problem’, ‘low-risk’, ‘moderate-risk’ and ‘problem gambler’.

The PGSI items include betting more than can be afforded, chasing losses and financial difficulties caused by gambling and health problems. This measure has previously been used in Canada and its provinces, some Australian states along with the most recent British survey (2007).

¹ Wenzel, M, McMillen J Marshall D and Ahmed E. *Validation of the Victorian Gambling Screen*. Community Support Fund, Australia. 2004

² McCready, J and Adlaf E. *Performance and Enhancement of the Canadian Problem Gambling Index (CPGI): Report and Recommendations*. Healthy Horizons Consulting, Canada 2006.

One issue with this type of questioning is that people may be motivated to give what they see as socially acceptable responses, which not may be fully reflective of the truth. The methodology attempted to overcome this by using a self-completion section of the questionnaire to encourage honesty in responses.

It should be noted that this survey was conducted on those living in households and by definition excludes those living in communal establishments, prisons and the homeless.

The prevalence of problem gambling in the population, based on the PGSI was 4.0% for men and 0.5% for women, with a prevalence of 2.2% overall. Responses are for the entire population.

Table 4a – Problem gambling classification

Source: NI Gambling Prevalence Survey, 2010, DSD

Classification Category	PGSI Score	% Population	Confidence Interval	Sample Size (N)
Non-problem Gambler	0	84.4	+/-2.1%	888
Low Risk Gambler	1 to 2	8.1	+/-1.6%	72
Moderate Gambler	3 to 7	5.3	+/-1.3%	50
Problem Gambler	8+	2.2	+/-0.9%	22

The confidence intervals surrounding the problem gambling categories are also shown in Table 4a. The confidence interval around the problem gambling estimate is +/-0.9%, meaning that we can be 95% confident that the actual/true value of problem gambling in Northern Ireland lies between 1.3% and 3.1%.

The table below shows the distribution of scores obtained in the NI survey using the PGSI. The table shows the responses for the entire population of the survey. The majority of people scored zero (84.4%; compared with 93% scoring zero in the 2007 GB survey). 13.4% scored positively but were below the established minimum score for problem gamblers (7% for the 2007 GB survey).

Table 4b – Problem gambling by PGSI score

Source: NI Gambling Prevalence Survey, 2010, DSD

PGSI Score	Sex (%)		
	Overall	Men	Women
0	84	79	90
1	6	6	5
2	2	3	1
3	2	3	0
4	2	2	2
5	1	1	0
6	1	1	1
7	0	0	0
8	1	1	0
9	0	1	0
10	0	0	0
11	0	0	0
12	0	0	0
13	0	1	0
14	0	0	0
15	0	0	0
16	0	0	0
17	0	0	0
18	0	0	0
19	0	1	0
20	0	0	0
21	0	0	0
22	0	0	0
23	0	0	0
24	0	0	0
25	0	0	0
26	0	0	0
27	0	0	0
Sample Size (N)	1,032	436	596

4.3 Problem gambling prevalence by age and gender

When analysed by gender, the results show a higher prevalence in men and in the younger age groups. Overall, prevalence ranged from 4.8% amongst 25-29 year olds to 1.0% in the 50-54 year old age band. No cases were found in the 60-64 and 75 and over age bands.

Prevalence was highest amongst young men aged 25-29 (10.1%) and men aged 45-49 (5.2%).

Table 4c – Problem gambling prevalence by age and gender*Source: NI Gambling Prevalence Survey, 2010, DSD*

Age	Sex (%)		
	Overall	Men	Women
16-17
18-24	3.4	4.3	2.4
25-29	4.8	10.1	-
30-34	2.8	4.6	1.0
35-39	3.6	..	-
40-44	1.7	3.2	-
45-49	2.2	5.2	-
50-54	1.0	2.8	-
55-59	4.2	4.3	..
60-64	-	-	-
65-74	1.3	3.2	-
75+	-	-	-
NI	2.2	4.0	0.5
GB	0.5	1.0	0.1

For comparison, the GB Prevalence Survey 2007 returned figures of 0.5% overall, 0.1% for women and 1.0% for men. The group most likely to be problem gamblers was men aged 16-24 (1.9%).

4.4 Responses to the Nine PGSI Items

The following table shows the responses to each of the nine PGSI statements, for the total sample and split by gender.

The most common of the nine items was chasing losses, which 9.1% overall reported doing in the past year. Feeling guilty about gambling (7.8%) and betting more than they could afford to lose (7.3%) were the next most common items.

These three statements were the most common across the gender split. Men were more likely to respond in the affirmative to each item than women were. The three statements achieved a greater than 10% response in the affirmative from men (14.3%, 9.9% and 11.0% respectively). Women were most likely to provide an affirmative response to feeling guilty about gambling (5.8%).

Overall, people were least likely to say that gambling had caused them any health problems (including stress) (2.3%).

Table 4d – Responses to PGSI items by gender

Source: NI Gambling Prevalence Survey, 2010, DSD

PGSI Item	%				Sample Size (N)
	Almost always	Most of the time	Sometimes	Never	
All					
Bet more than could afford to lose	0.2	1.1	6.0	92.5	1,030
Need to gamble with increasing amounts	0.2	1.1	4.2	94.3	1,030
Chasing losses	0.8	1.3	7.0	90.7	1,030
Borrowed money/sold items for finance	-	0.2	2.5	97.1	1,030
Felt that might have gambling problem	0.2	0.3	3.7	95.8	1,031
Gambling caused health problems	-	0.4	1.9	97.7	1,031
People criticised gambling	0.8	0.6	3.0	95.5	1,030
Gambling caused financial problems	0.4	0.5	2.5	96.4	1,030
Felt guilty about gambling	0.2	1.0	6.6	92.1	1,031
Men					
Bet more than could afford to lose	0.3	1.6	9.1	88.8	435
Need to gamble with increasing amounts	0.5	1.7	6.4	91.0	434
Chasing losses	1.6	1.2	11.5	85.5	434
Borrowed money/sold items for finance	-	0.4	3.8	95.4	434
Felt that might have gambling problem	0.3	0.7	5.7	93.1	435
Gambling caused health problems	-	0.5	2.6	96.7	435
People criticised gambling	1.5	1.0	5.3	91.8	434
Gambling caused financial problems	0.6	1.0	3.6	94.4	434
Felt guilty about gambling	0.3	1.1	8.5	89.9	435
Women					
Bet more than could afford to lose	0.1	0.6	3.1	96.1	595
Need to gamble with increasing amounts	-	0.4	2.1	97.5	596
Chasing losses	0.1	1.4	2.7	95.8	596
Borrowed money/sold items for finance	-	-	1.2	98.8	596
Felt that might have gambling problem	-	-	1.7	98.3	596
Gambling caused health problems	-	0.3	1.1	98.6	596
People criticised gambling	-	0.3	0.7	99.0	596
Gambling caused financial problems	0.3	0.1	1.3	98.3	596
Felt guilty about gambling	0.2	0.8	4.8	94.2	596

4.5 Problem Gambling Prevalence in Past Year Gamblers

The table below shows problem gambling prevalence amongst past year gamblers by age bands and by sex. Problem gambling can be seen to be highest in the younger age groups and particularly amongst males. There was also a high percentage (4.6%) in the age band 55-59. Amongst women, no problem gambling was seen above the age of 34.

Table 4e – Problem gambling prevalence among past year gamblers by age and sex

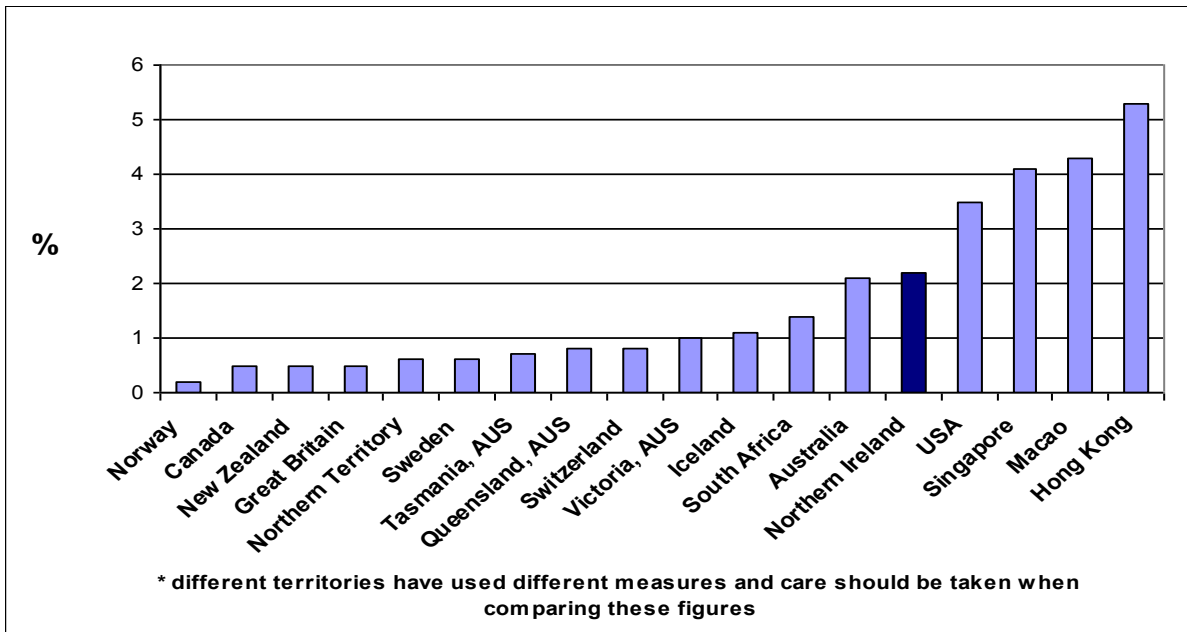
Source: NI Gambling Prevalence Survey, 2010, DSD

Age	Sex (%)		
	Overall	Men	Women
16-17
18-24	5.2	..	3.2
25-29	5.5	11.5	-
30-34	3.2	4.9	1.2
35-39	4.0	..	-
40-44	2.2	3.7	-
45-49	3.0
50-54	1.1	..	-
55-59	4.6	4.6	..
60-64	-	-	-
65-74	1.8	4.1	-
75+	-	..	-
TOTAL	3.0	5.0	0.7

4.6 Comparisons with other national prevalence surveys

The figure below shows recent problem gambling prevalence rates from various gambling surveys that have been carried out over the past decade. It should be noted, when comparing rates, that different methods of measuring problem gambling prevalence have been used across these surveys. There is variation in the screen used (Problem Gambling Severity Index, South Oaks Gambling Screen, Diagnostic and Statistical Manual of Mental Disorders version IV etc) as well as in the interview type and in the sample size.

Figure 4(i) – International problem gambling prevalence



As can be seen, the prevalence rates vary from 0.2% in Norway to 5.3% in Hong Kong. The problem gambling rate found for Northern Ireland is most comparable to the rate found in Australia. However, the Australian research is more than ten years old and more recent research, on a state basis, has shown the prevalence of Australian problem gambling is likely to be lower, at around 0.7-1.0%.

Table 4f – International problem gambling prevalence

Territory	% Problem Gamblers	Year	Measure¹
Norway	0.2	2003	SOGS
Canada	0.5	2003	PGSI
New Zealand	0.5	1999	SOGS
Great Britain	0.5	2007	PGSI
Northern Territory	0.6	2005	PGSI
Sweden	0.6	2000	SOGS
Tasmania, AUS	0.7	2005	PGSI
Queensland, AUS	0.8	2005	PGSI
Switzerland	0.8	2000	SOGS
Victoria, AUS	1.0	2003	PGSI
Iceland	1.1	2005	PGSI
South Africa	1.4	2005	GA
Australia	2.1	1999	SOGS
Northern Ireland	2.2	2010	PGSI
USA	3.5	2000	DIS
Singapore	4.1	2004/05	Chinese DSM IV
Macao	4.3	2003	Chinese DSM IV
Hong Kong	5.3	2005	Chinese DSM IV

1. The various measures are:

SOGS - South Oaks Gambling Screen

PGSI - Problem Gambling Severity Index

GA - Gamblers Anonymous questionnaire

DIS - Diagnostic Interview Schedule

Chinese DSM IV - Diagnostic and Statistical Manual of Mental Disorders version IV

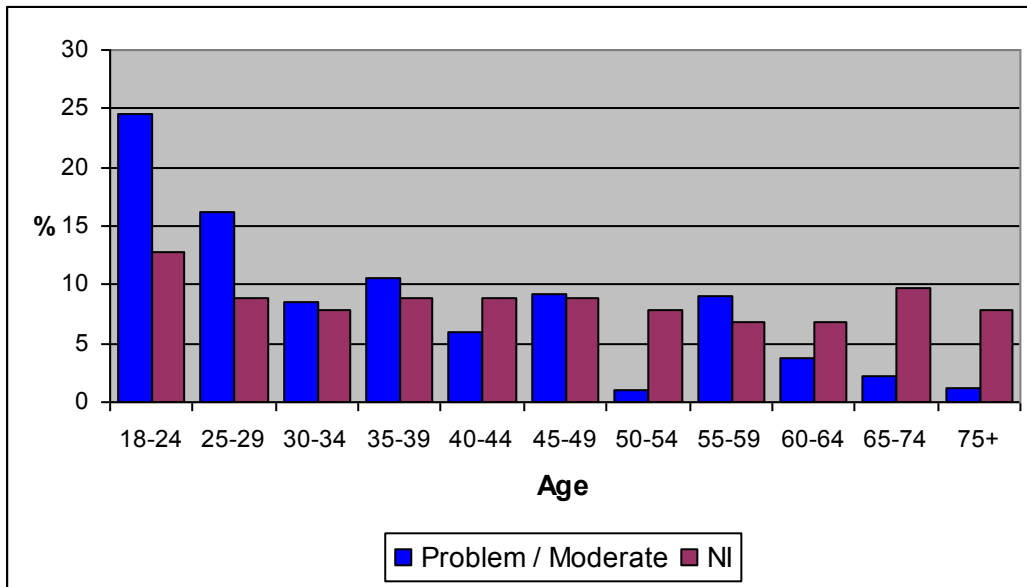
4.7 Profile of problem gamblers

While it has been possible to analyse problem gambling prevalence in Northern Ireland, the small sample size of those classified as problem gamblers means that it has not been possible to do a specific analysis of that group and their participation and attitudes.

However, to include some analysis in this area of interest, those who were classed as moderate gamblers by the PGSI were combined with problem gamblers to give a sample large enough to investigate.

This group of gamblers were comprised of 75% males and 25% females. 60% were single, 25% married or co-habiting and 14% were divorced / separated. Those within this group were mainly younger with 41% aged between 18 and 29 and a further 19% in their thirties. Prevalence decreased as age increased but there was a noticeable increase in prevalence amongst those in their late fifties (Figure 4(ii)).

Figure 4(ii) – Age profile of problem / moderate gamblers



72% stated their religion as Catholic and 23% as Protestant. 4% have no religion and 1% were other. In terms of employment status, the largest groups were long term unemployed and full time employed (both 25%), followed by full time student and part time employed (both 11%) and long term sick or unable to work (10%). The largest socio-economic group represented was skilled manual, followed by unskilled manual (23% and 20% respectively) and partly skilled (15%). Professional, managerial and technical made up 12% of the sample.

Table 4g – Socio-demographic breakdowns amongst problem / moderate gamblers*Source: NI Gambling Prevalence Survey, 2010, DSD*

Socio Demographic (%)	Problem / Moderate Gambler	NI
Sex		
Male	75	49
Female	25	51
Age Group		
18-29	49	22
30-39	19	17
40-49	15	18
50-59	10	15
60-74	6	17
75+	1	8
Marital Status		
Single	60	30
Married / Co-Habiting	26	49
Separated / Divorced	14	11
Civil partnership	<1	<1
Widowed	0	9
Refused	0	<1
Socio-Economic		
Professional	6	15
Managerial and Technical	7	19
Skilled (Manual / Non-manual)	26	22
Partly Skilled	15	11
Unskilled Manual	20	14
Other	4	2
N/A	22	17
Sample Size (N)	72	1,032

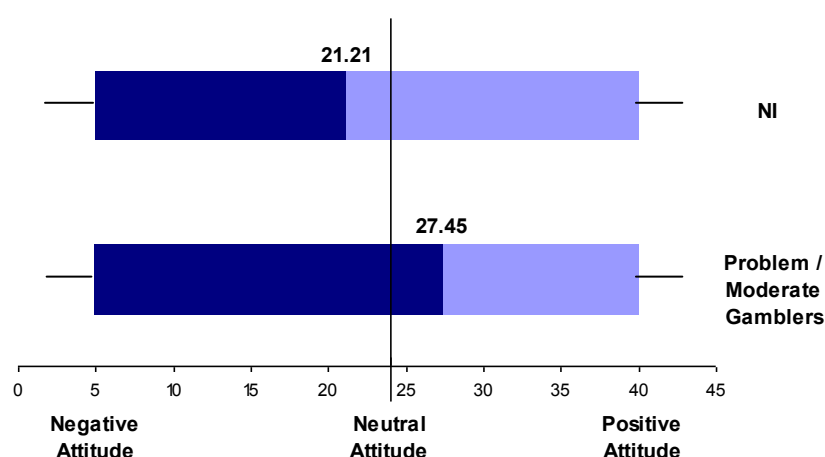
In terms of the activities this sample participated in, Table 4h below highlights that the most common activity was the National Lottery (63%), followed by scratchcards and betting in a bookmakers (52% and 48% respectively). However, this prevalence for the National Lottery was actually lower than that of the full sample, which was 68%. In comparison with the full sample, participation was also lower for raffles / ballots. For all other activities, prevalence was higher in the problem gambler-moderate gambler sample.

A noticeable difference between this sample and the full sample was the large percentage that had participated in fruit / slot machines (28% vs. 8% in the full sample), betting at the track (26% vs. 8%), football pools (17% vs. 4%) and online gambling (14% vs. 4%)

Table 4h – Participation by activity for problem gamblers & moderate gamblers*Source: NI Gambling Prevalence Survey, 2010, DSD*

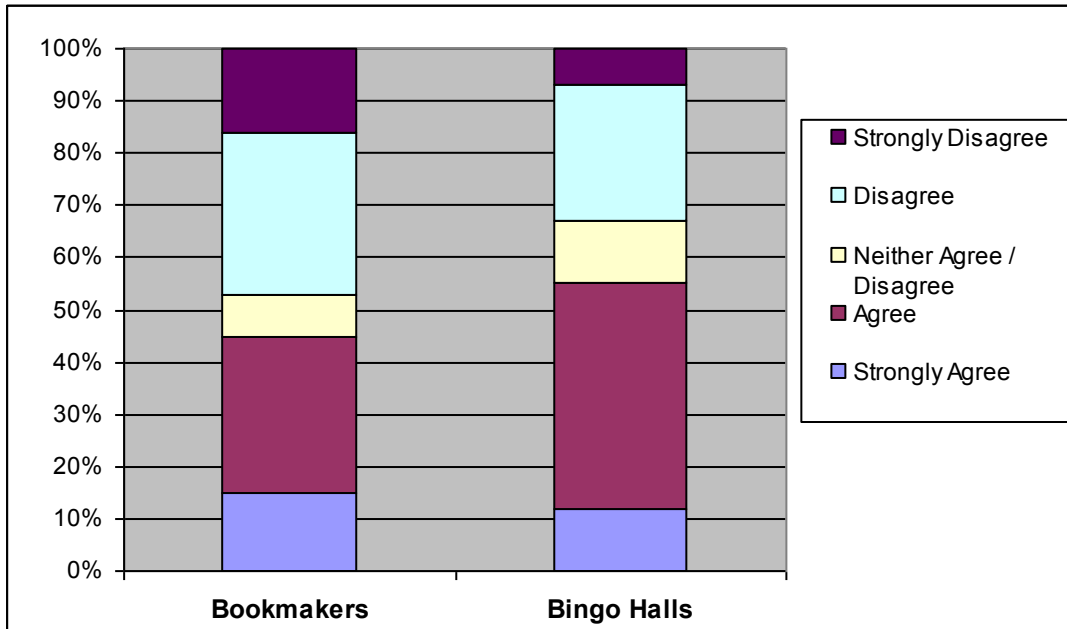
Gambling Activity (%)	Total	
	Problem or Moderate Gambler	NI
Tickets for the National Lottery draw	63	51
Scratchcards	52	28
Tickets for raffles/ballots	35	39
The football pools	17	3
Bingo cards or tickets (in a bingo hall, not including online bingo)	9	4
Fruit/slot machines	28	6
Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz)	10	1
Table games (roulette, cards or dice) outside the home	2	1
Online gambling (not including buying National Lottery tickets online)	14	3
Betting in a bookmaker's (including by phone)	48	20
Betting at a race or dog track	26	6
Private Betting, playing cards or games for money with friends, family or colleagues	20	6
Other	<1	<1
None of these	<1	25
Refused	0	0
No Gambling in the last 12 months	<1	25
Any Gambling in the last 12 months	99	75
Sample Size (N)	72	1,032

In terms of attitudes towards gambling this sample showed mainly an unfavourable attitude towards gambling, although not as pronounced as the full sample (44% compared to 67%). 37% showed a favourable attitude towards gambling with the remainder being neutral.

Figure 4(iii) – Attitude scales

In relation to Sunday betting, 73% of this sample had never bet on a Sunday. 4% stated they participated in gambling every Sunday. Sunday opening for bookmakers showed an even split with 44% agreeing bookmakers should be allowed to open on a Sunday and 47% disagreeing. In relation to bingo halls the split was more defined with 55% agreeing and 33% disagreeing that bingo hall should be allowed to open on a Sunday (Figure 4(iv)).

Figure 4(iv) – Sunday opening attitudes



Average spend amongst problem gamblers-moderate gamblers was £27.50, compared to £5.60 for the full sample.

5 ATTITUDES TOWARDS GAMBLING

5.1 Attitude Scale Development

In the policy context, public attitudes to gambling are an important factor and it was important that the survey should include a scale to measure such attitudes. The GB Prevalence Survey 2007 developed a 12-point scale to measure attitudes. In consultation with the Gambling Commission in the development of this survey, it was advised that this scale was to be reduced to an 8-point scale for the next GB survey following analysis of the 2007 results. This 8-point scale was adopted for the NI survey.

The scale, as it is structured, measures attitudes towards gambling and not the individual's attitudes towards their own behaviour. This issue is covered in the problem gambling chapter, using the Problem Gambling Severity Index. The attitudinal scale does not specify any type of gambling, instead focussing on gambling in general.

The use of the British scale (called the Attitudes Towards Gambling Scale in the 2007 GB survey) allows comparison with GB figures that will be reported on in their next survey. The GB scale has undergone extensive development over the past years for use in the GB Prevalence Surveys, reducing from an initial 25-point measure and a 14-point measure in the 2007 survey to the current 8-point scale. As the most recent published results, in 2007, used the 14-point scale, comparison with GB is not possible. Comparison should be possible on publication of the next GB survey.

The scale involves eight statements and each was scored between one (strongly agree) to five (strongly disagree). For the analysis, scoring of positively worded statements was reversed, meaning higher scores indicated positive attitudes towards gambling and lower scores indicated a negative attitude.

The eight individual item scores were then added to make a single score for each respondent. A score of 24 (8 x 3) indicated a neutral attitude, higher indicated favourable attitudes, lower indicated unfavourable. Detail of the scoring for each statement can be found in Appendix A.

5.2 Overall Percentage Responses

The following table shows the results of the total sample for each statement. The percentage response to each statement is provided. As can be seen six of the eight statements provided a general negative attitude. In particular 'There are too many opportunities for gambling nowadays' (79.6% on the negative side of the response) and 'Gambling is dangerous for family life' (84.7% negative) provoked a negative response. The two statements which provided a favourable attitude towards gambling were 'People

should have the right to gamble whenever they want' (72.5% positive response) and 'It would be better if gambling was banned altogether' (57.4% disagreed or strongly disagreed with this statement).

Table 5a – Percentage responses to each attitudinal statement

Source: NI Gambling Prevalence Survey, 2010, DSD

Statement (%)	Strongly agree	Agree	Neither		Strongly Disagree	Overall Attitude
			Agree or Disagree	Disagree		
Right to gamble whenever they want	14.0	58.5	11.8	13.9	1.8	Positive
too many opportunities	31.0	48.6	10.1	9.1	1.2	<i>Negative</i>
Gambling should be discouraged	15.1	37.7	25.0	19.2	3.0	<i>Negative</i>
Most people who gamble do so sensibly	2.1	27.7	19.3	41.7	9.2	<i>Negative</i>
Dangerous for family life	29.8	54.9	7.8	6.4	1.1	<i>Negative</i>
Gambling is good for society	0.8	13.5	16.9	51.2	17.6	<i>Negative</i>
Gambling livens up life	2.7	25.9	14.4	42.7	14.3	<i>Negative</i>
Gambling was banned altogether	7.5	15.8	19.3	44.4	13.0	Positive

5.3 Attitude Scale Mean Score

Table 5b and Figure 5(i) below shows the results for the total sample. The overall weighted sample mean attitude score is 21.21, indicating that the tendency of attitudes in Northern Ireland lies to the unfavourable side of the neutral midpoint of 24.0. The standard deviation of 1.73 and only 22.9% of the sample scoring within 19.48 and 22.94 (mean +/- 1 standard deviation) indicates that there is a substantial individual variation around the mean. 23.8% scored above 24 and 67.4% below; 8.8% scored exactly 24).

Table 5b – Attitude Scale Items Mean Score and Standard Deviations

Source: NI Gambling Prevalence Survey, 2010, DSD

Statement (%)	Strongly agree	Agree	Neither		Strongly Disagree	Overall Attitude
			Agree or Disagree	Disagree		
Right to gamble whenever they want	14.0	58.5	11.8	13.9	1.8	Positive
too many opportunities	31.0	48.6	10.1	9.1	1.2	<i>Negative</i>
Gambling should be discouraged	15.1	37.7	25.0	19.2	3.0	<i>Negative</i>
Most people who gamble do so sensibly	2.1	27.7	19.3	41.7	9.2	<i>Negative</i>
Dangerous for family life	29.8	54.9	7.8	6.4	1.1	<i>Negative</i>
Gambling is good for society	0.8	13.5	16.9	51.2	17.6	<i>Negative</i>
Gambling livens up life	2.7	25.9	14.4	42.7	14.3	<i>Negative</i>
Gambling was banned altogether	7.5	15.8	19.3	44.4	13.0	Positive

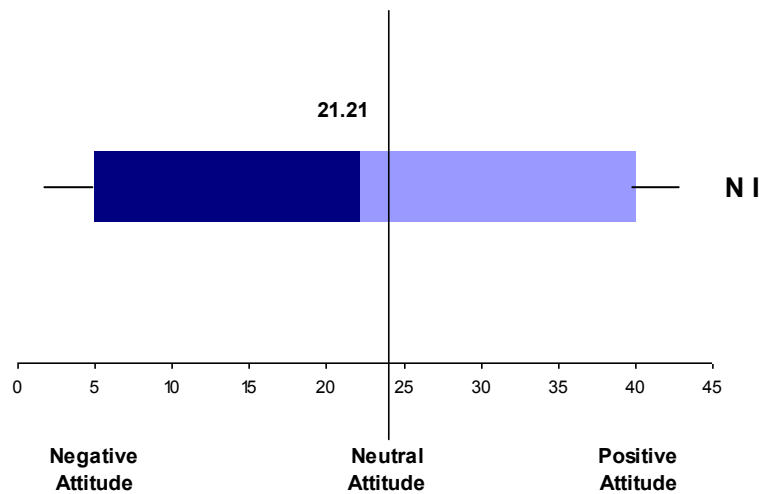
Figure 5(i) – Illustrating response to attitude scale

Table 5b also shows, as mentioned in 5.2, the two statements that returned favourable attitudes. ‘People should have the right to gamble whenever they want’ scored 3.69 and ‘It would be better if gambling was banned altogether’ scored 3.40. Of the statements that produced unfavourable scores, ‘Gambling is dangerous for family life’ was the clearest expression of an unfavourable attitude, scoring furthest from the mean (1.94) and another two returned scores closer to 2.00 than the midpoint of 3.00.

5.4 Attitudes by socio-demographic groups

Mean scores were also calculated by various socio-demographic groups, as shown in Table 5c. Across all groups the most unfavourable attitudes were seen in those who were widowed. Across genders, women were more unfavourable in their attitudes than men (Figure 5(j)). Across age groups, the highest mean score (or least negative) was for those in their thirties (22.30), while those over 60 had the lowest scores or most unfavourable attitudes (19.62 – 19.82). Scores across marital status while all unfavourable, were above average with the exception of those widowed and married / co-habiting.

Across socio-economic classifications, unfavourable attitudes can be seen with Professionals having the least favourable attitudes (mean score, 20.42) and Skilled groups the most favourable (mean score, 21.94). Due to the small sample size, it was not possible to measure the mean attitude score of those who were classified as problem gamblers.

Figure 5(j) – Attitudes by Sex

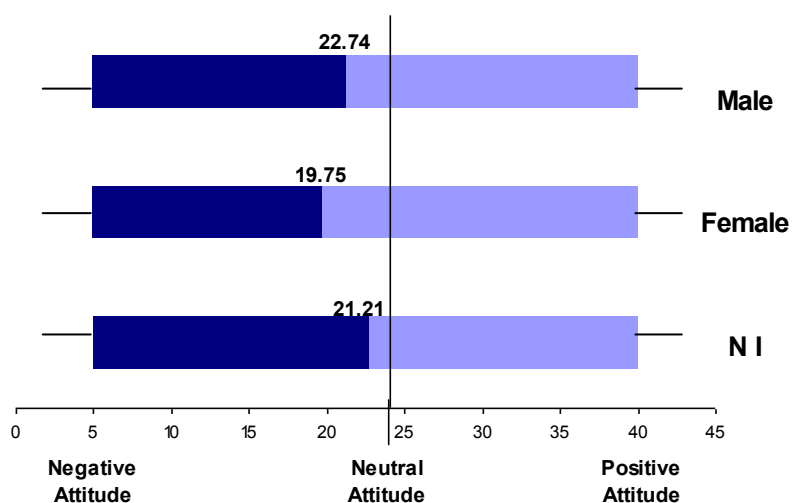


Table 5c – Attitude score by socio-demographic groups

Source: NI Gambling Prevalence Survey, 2010, DSD

Socio Demographic	Mean	Standard Deviation	Sample Size (N)
Sex			
Male	22.74	1.82	436
Female	19.75	1.54	595
Age Group			
16-29	21.86	1.90	178
30-39	22.30	1.75	171
40-49	20.71	1.98	160
50-59	21.98	1.72	151
60-74	19.82	1.41	265
75+	19.62	1.43	103
Refused	3
Marital Status			
Single	22.22	1.75	292
Married / Co-Habiting	20.74	1.71	488
Separated / Divorced	22.77	1.82	122
Widowed	18.62	1.35	122
Refused	7
Socio-Economic			
Professional	20.42	1.98	163
Managerial and Technical	21.25	1.54	169
Skilled (Manual / Non-manual)	21.94	1.74	246
Partly Skilled	91
Unskilled Manual	21.31	1.52	150
Other	30
N/A	21.23	1.71	182
Northern Ireland	21.21	1.73	1,031

5.5 Attitudes by number of activities played in past 12 months

As with all other measures of specific groupings, when measuring by the number of activities played in the past year all displayed negative mean attitudes towards gambling, with the exception of those who took part in four or more different gambling activities. This group's mean attitudinal score was 24.17, with individual scores ranging from 11 to 36. This group's mean score was notably above all other groups.

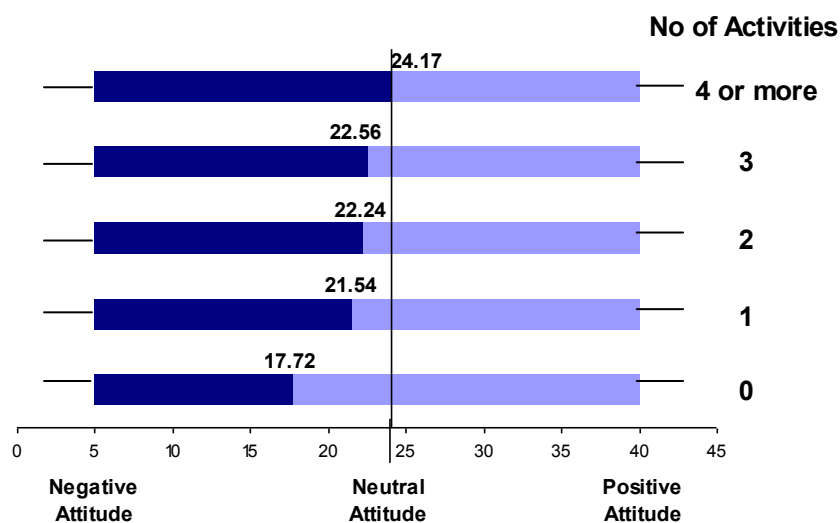
Table 5d – Attitude score by activities played in past 12 months

Source: NI Gambling Prevalence Survey, 2010, DSD

Participation	Attitude Score		Sample Size (N)
	Mean	Standard Deviation	
Number of activities in past 12 months			
0	17.72	1.63	219
1	21.54	1.55	315
2	22.24	1.53	236
3	22.56	1.65	130
4 or more	24.17	1.62	131
Northern Ireland	21.21	1.73	1,031

In general attitudes became for favourable as the number of activities participated in increased, as demonstrated in Figure 5(k). It is not surprising that those who did not participate in any gambling activities in the last 12 months had the most unfavourable attitude with a mean score of 17.72.

Figure 5(k) – Attitudes by activities played in past 12 months



While the trends were similar in GB, the attitudinal score is not directly comparable as their most recent published results were based on a 14-point scale, as mentioned in the introduction to this chapter.

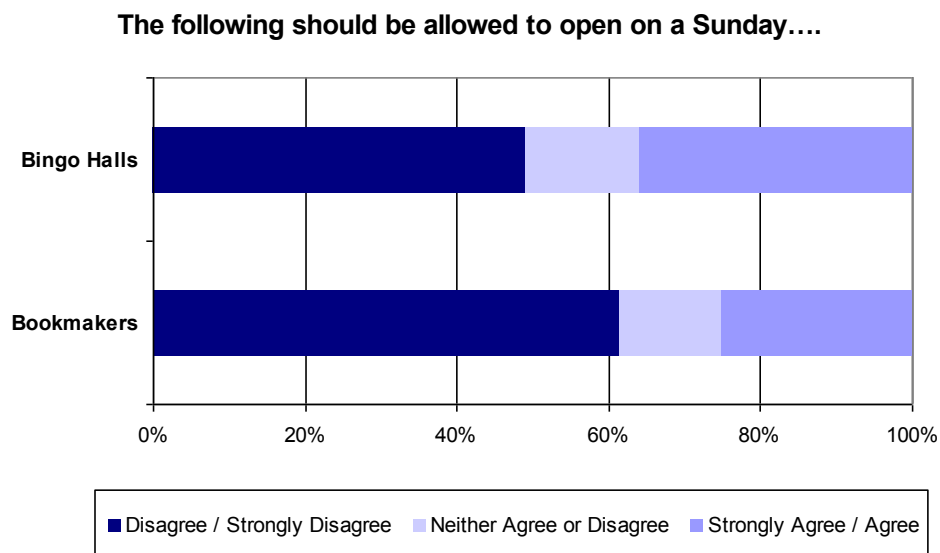
5.6 Attitudes towards Sunday Opening and Betting

Current legislation in relation to gambling and betting in Northern Ireland separates it from the rest of the United Kingdom and from the Republic of Ireland in that Sunday opening is prohibited. Gambling opportunities are still available, such as crossing the border or by playing online.

The survey hoped to gain some insight into the public opinion on this by asking some questions regarding attitudes towards certain Sunday opening and also current Sunday participation.

Respondents were asked whether bookmakers should be allowed to open on Sundays. This question was repeated for bingo halls. As Table 5e and Figure 5(l) below show, the majority disagreed with the prospect of Sunday opening for both forms of gambling. In the case of bookmakers, 61% disagreed or strongly disagreed with Sunday opening. For bingo halls the comparative figure was 49%.

Figure 5(l) – Attitudes to Sunday Opening



When looked at by gender, disagreement on Sunday opening was lower amongst men (45% for bookmakers, 34% for bingo halls) and was higher amongst women (77% for bookmakers and 63% for bingo halls).

Table 5e – Opinion on Sunday opening*Source: NI Gambling Prevalence Survey, 2010, DSD*

The following should be allowed to open on a Sunday.... (%)	Men	Women	Total
Bookmakers			
Strongly Agree	13	2	7
Agree	26	11	18
Neither Agree or Disagree	17	10	13
Disagree	26	32	29
Strongly Disagree	19	45	32
Bingo Halls			
Strongly Agree	13	3	8
Agree	34	22	28
Neither Agree or Disagree	19	12	15
Disagree	18	27	23
Strongly Disagree	16	36	26
Sample Size (N)	436	596	1,032

Respondents were also asked how often they would bet on a Sunday. As the results below show, betting activity on a Sunday is low. 95% of people responded that they had never gambled on a Sunday. Only 1% gambled every Sunday. The frequency of Sunday betting was higher amongst men, with 9% having bet on a Sunday in the past year. Amongst women, 99% had never gambled on a Sunday.

Table 5f – Sunday betting frequencies*Source: NI Gambling Prevalence Survey, 2010, DSD*

Frequency (%)	Men	Women	Total
Every Sunday	1	<1	1
More than once a month but not every Sunday	1	<1	<1
One Sunday a month	1	<1	1
More than one Sunday a year but not monthly	3	<1	2
One Sunday a year	3	<1	2
Less than one Sunday a year	<1	<1	<2
Never	91	99	95
Sample Size (N)	436	596	1,032

Those that had gambled on a Sunday in the past year were then asked what spend was in the week prior to interview. Overall, half of all those that bet on a Sunday in the week prior to interview had spent no more than £10. 18% spent between £10.01 and £50 and 13% spent more than £50.

Table 5g – Sunday betting spend*Source: NI Gambling Prevalence Survey, 2010, DSD*

Amount (%)	Men	Women	Total
Less than £1	0	..	1
£1 - £5	25	..	26
£5.01 - £10	24	..	22
£10.01 - £20	19	..	18
£20.01 - £50	8	..	10
More than £50	14	..	13
Nothing in the past 7 days	10	..	9
Sample Size (N)	41	8	49

.. - sample size too small

APPENDIX A METHODOLOGY

A1 Questionnaire development

The questionnaire developed for the Northern Ireland Gambling Prevalence Survey 2010 was developed from the 2007 British Gambling Prevalence Survey to ensure maximum comparability of results between the two. Questions were included to capture information about participation and attitudes towards Sunday Opening.

The first draft of the questionnaire was designed and finalised after discussion with Social Policy Unit (SPU), DSD and Analytical Services Unit (ASU), DSD. This questionnaire was then tested during a pilot phase, employing the survey procedures that would be employed in the main stage study, to further refine the questionnaire. The pilot involved five interviewers from Millward Brown's field force administering the survey in pre-selected households. Information was collected from 20 individuals aged 16 and over. Interviewers provided a written report from each interview, outlining their thoughts on the interview and if they experienced any problems administering the questionnaire. Recommendations for improvements to the questionnaire, were provided to ASU in a face-to-face briefing session with interviewers and supervisors. Necessary changes were made in agreement with SPU.

A2 Sample

The population surveyed were individuals aged 16 and over, living in households in Northern Ireland. Those living in institutions were excluded from the survey. The sampling frame was Pointer, the address database for Northern Ireland created and maintained by Land and Property Services. The Pointer Database is the most up-to-date listing of households in Northern Ireland.

Prior to selection, addresses were stratified by region: Belfast (Belfast City Council only), East of Northern Ireland and West of Northern Ireland. The number of addresses drawn from each region was proportional to the number of addresses in the region. The sample was therefore equivalent to a simple random sample of all private addresses in Northern Ireland. 2,069 addresses were selected in total.

A3 Data collection

A3.1 Timing of fieldwork

Fieldwork was conducted during June 2010 and July 2010.

A3.2 Approach

Software

CAPI (Computer-Aided Personal Interviewing) in conjunction with CASI (Computer-Aided Self Interviewing) was chosen as the preferred approach for this survey, allowing for self-completion of sensitive questions on problem gambling.

Advance letter

A letter was sent to all selected addresses in advance, to inform the resident that their address had been chosen, gave some brief information about the project and inform them that an interviewer would be visiting their address shortly.

Dwelling unit and household selection

Where more than one dwelling unit was identified at an address, interviewers were instructed to make a random selection of one dwelling unit for inclusion in the study. A household is defined as a person or group of people who share living accommodation or one meal a day.

Interviews

At each household, interviewers attempted a short, face to face, interview with one household member. Any person aged 16 and over within the household was eligible to complete the questionnaire. The “next birthday” method for respondent selection was applied. When contact was made with a household, a list was taken of all aged 16+ within the household and the dates of their birthdays. The person whose birthday occurred next was selected for interview.

Due to the sensitive nature of some of the questions, particularly in relation to problem gambling, part of the survey was administered using self completion (CASI). Self-completion increases the likelihood of candid and full responses, as respondents do not have to verbally communicate the information to an interviewer, negating any concerns regarding reproach, disapproval or recrimination based on their responses.

A4 Response

Response rates achieved for the study are shown in Table A1

Table A1: Response rate for NI Gambling Prevalence Survey, 2010

	Number of households	% of effective sample
Issued in total	2,069	
Re-issues not used	13	
Vacant/derelict/no access/can't trace/	232	
In complete address (in original sample) – not used	5	
Non-residential	12	
Effective sample	1,807	100
Unavailable (selected respondent)	33	2%
Refused/rang office to opt out	281	16%
Limited/No English	7	0%
Other (ill etc)	35	2%
No reply/no contact	419	23%
Successful	1,032	57%

Interviews were achieved in 1,032 addresses. This represents an overall response rate of 57%.

A5 Data processing

The survey was subject to a minimum of 10% “back-checking” amongst respondents to validate details of their interview. Copies of selected questionnaires are sent to supervisors to carry out telephone back-checks. Any selected questionnaires with no phone number were back-checked by post and/or personally by the Field Department.

Listings of respondent entries of “other” gambling activities given were provided to ASU, who reviewed these and recommended appropriate action

Analysis of survey findings was carried out by Analytical Services Unit using SAS software.

A6 Weighting

Weighting was carried out using a process known as “Raking” which adjusts the sample so that the data is made more representative of the population. In this instance the data were weighted to calibrate the achieved household sample so that the distributions for age/sex and Local Government District matched the 2009 NISRA Mid-Year Population Estimates (<http://www.nisra.gov.uk/demography/default.asp17.htm>).

A7 Scoring the problem gambling screening instrument

A screening instrument known as the PGSI was used to identify problem gamblers. This section explains how the instrument was scored and the thresholds used to classify a problem gambler.

The PGSI criteria, along with the corresponding question number from the questionnaire are shown in Table A2.

Table A2: Scoring the PGSI

Question No.	Description	Scores			
		Almost always	Most of the time	Sometimes	Never
Q18	Have you bet more than you could really afford to lose?	3	2	1	0
Q19	Have you needed to gamble with larger amounts of money to get the same feeling of excitement?	3	2	1	0
Q20	When you gamble, do you ever go back another day to try to win back the money you lost?	3	2	1	0
Q21	Have you borrowed money or sold anything to get money to gamble?	3	2	1	0
Q22	Have you felt that you might have a problem with gambling?	3	2	1	0
Q23	Has gambling caused you any health problems, including stress or anxiety?	3	2	1	0
Q24	Have people criticised your gambling or told you that you had a gambling problem, regardless of whether or not you thought that it was true?	3	2	1	0
Q25	Has your gambling caused any financial problems for you or your household?	3	2	1	0
Q26	Have you felt guilty about the way you gamble or what happens when you gamble?	3	2	1	0

The PSGI score is the sum of scores of Q18 up to and including Q26. The PGSI score can therefore be between zero and 27 points. There are four PGSI classifications categories; their description and scored cut-off points are shown in Table A3.

Table A3: PGSI Classification Categories

Classification Category	PGSI Score
Non problem gambler	0
Low risk gambler	1-2
Moderate risk gambler	3-7
Problem gambler	8+

The threshold for “problem gambling” was eight or over, in line with previous research.

A8 Scoring the attitude scale

The attitudinal scale used in the 2007 GB Gambling Prevalence Survey was replicated in this survey. The main 8 attitudinal statements are scored as follows:

Table A4: Scoring the Attitude Scale

Statements	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
People should have the right to gamble whenever they want	5	4	3	2	1
There are too many opportunities for gambling nowadays	1	2	3	4	5
Gambling should be discouraged	1	2	3	4	5
Most people who gamble do so sensibly	5	4	3	2	1
Gambling is dangerous for family life	1	2	3	4	5
On balance, gambling is good for society	5	4	3	2	1
Gambling livens up life	5	4	3	2	1
It would be better if gambling was banned altogether	1	2	3	4	5

The positively worded items were recoded so that a higher number was indicative of more favourable attitudes towards gambling. The midpoint of three on any item, therefore, indicated neither agreement nor

disagreement; scores above three indicated an attitude favourable to gambling; scores below three indicated an attitude unfavourable to gambling. A total attitude score, based on responses to Q17(i) to Q17(viii), was calculated. A score of 24 shows a neutral attitude towards gambling. Greater than 24 shows a favourable attitude and less than 24 shows an unfavourable attitude.

Table A5: Attitudinal Classification Categories

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

A9 Calculating expenditure

Expenditure was calculated for net expenditure for each activity, by substituting the midpoint of each band as a numeric value and using this value to calculate overall money spent for each activity. Total expenditure is calculated as the sum of responses for Q2(c) to Q15(c). An example of how banded response categories presented in the questionnaire were substituted with numeric values is given below.

Table A6: Expenditure in the Last 7 Days

Response	Numeric Value
Less than £1	50p
£1 - £5	£3.00
£5.01 - £10	£7.50
£10.01 - £20	£15.00
£20.01 - £50	£35.00
More than £50	£50.00
Nothing within past 7 days	£0.00
Refused	-

It is important to note that since expenditure is calculated from banded rather than numeric data, they should not be viewed as exact figures. Moreover, the maximum value in each case is simply taken as the highest response category (e.g. £50) and any outlying high values are not taken into account.

A10 Data analysis and reporting

Computing confidence intervals

All survey data are estimates of the true proportion of the population sampled. With random sampling, it is possible to estimate the margin of error either side of each percentage, indicating a range within which the true value will fall. These margins of error vary according to the percentage of the estimate for the sampled population, by the number of people included in the sample, and the sample design.

As previously discussed weighting was used to minimise response bias and ensure that the achieved sample was representative of the general population (living in households).

Given the relatively low prevalence of problem gambling estimates, 95% confidence intervals for these estimates have been calculated.

A11 Urban-Rural / East-West definitions

As urban and rural issues are of some considerable importance for government, Northern Ireland Departments are required to take account of rurality in the development of policies. The inter-Departmental working group, the 'Urban-Rural Definition Group', was set up to examine the issue of providing a generally accepted definition of 'urban' and 'rural' and were able to classify and delineate settlements across NI.

The final classification of settlements is shown in Table A7 below, and a list of towns within each of the bands can be found in The ***Report of the Inter-Departmental Urban-Rural definition group: Classification and delineation of settlements***, published on 10 February 2005

Table A7: Classification of settlements

Label	Name	Settlement population size (2001 Census)
Band A:	Belfast Metropolitan Urban Area (BMUA)	c580,000
Band B:	Derry Urban Area (DUA)	c90,000
Band C:	Large town	18,000 and under 75,000
Band D:	Medium town	10,000 and under 18,000
Band E:	Small town	4,500 and under 10,000
Band F:	Intermediate settlement	2,250 and under 4,500
Band G:	Village	1,000 and under 2,250
Band H:	Small village, hamlet and open countryside	Settlements of less than 1,000 people and open countryside

Band A (Belfast Metropolitan Urban Area) along with Bands B to E are defined as urban, while Bands F-H are defined as rural. Under this definition, approximately 65% of the Northern Ireland population live in urban areas and 35% in rural areas.

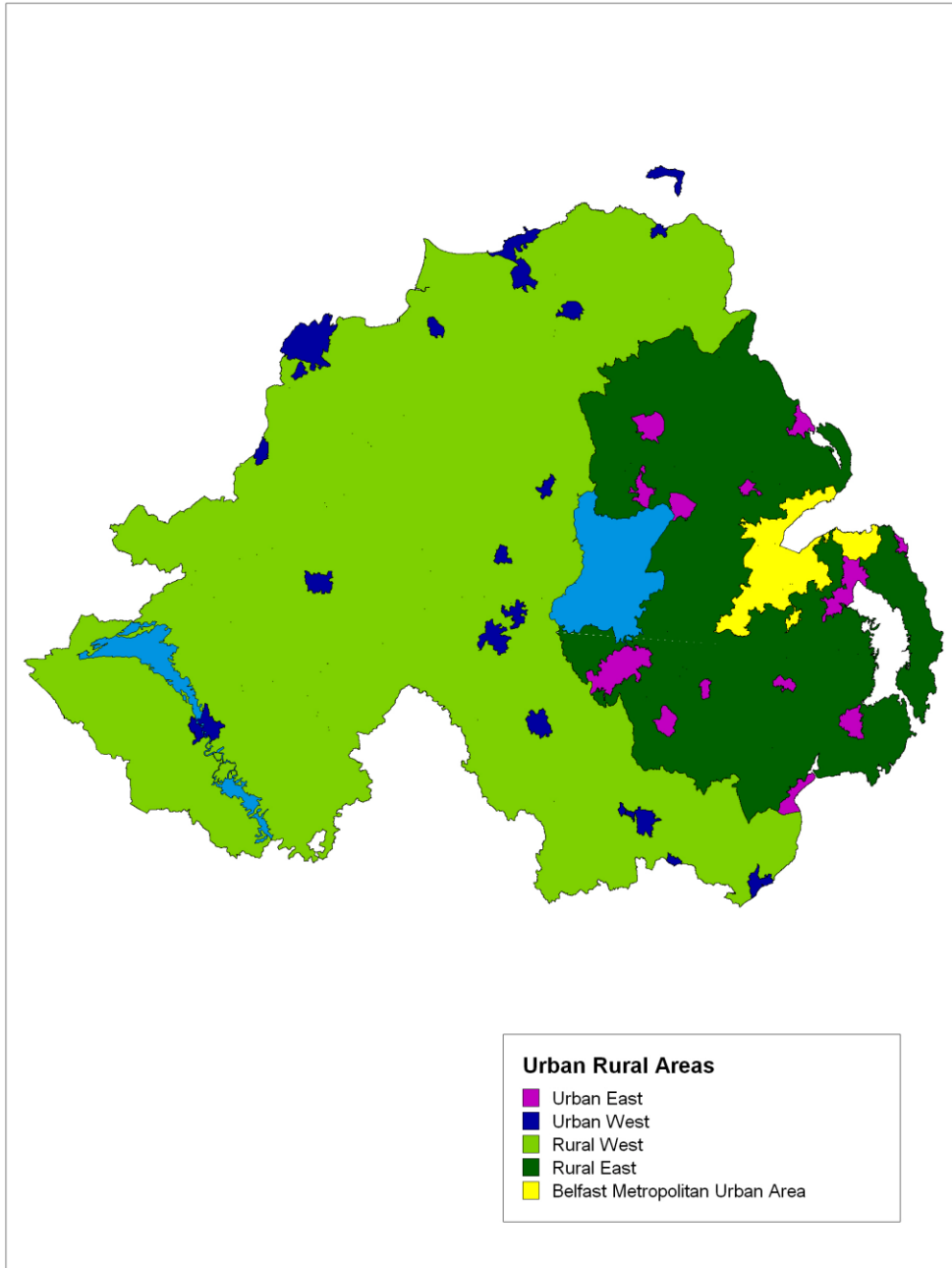
Analysis of the 2001 Census by the Office of National Statistics (ONS) showed clear differences between the east and west of Northern Ireland, and so this has been included to give a five way analysis of the data. Northern Ireland can be broken down into District Councils. Based upon these councils, three areas of Northern Ireland can be categorised: Belfast, East of the Province and West of the Province. The table below lists the District Councils which fall into each of the three areas.

Table A8: East West District Councils

Area	District Council
Belfast	Belfast
East of the Province	Antrim
	Ballymena
	Banbridge
	Carrickfergus
	Castlereagh
	Craigavon
	Down
	Larne
	Lisburn
	Newtownabbey
	Newtownards
	North Down
	West of the Province
Ballymoney	
Coleraine	
Cookstown	
Dungannon	
Fermanagh	
Limavady	
Londonderry	
Magherafelt	
Moyle	
Newry & Mourne	
Omagh	
Strabane	

All data from the NI Gambling Prevalence Survey was categorised by both Urban Rural and East West classifications. It was therefore possible to analyse the data for the Urban Rural classifications of BMUA, Rural and Urban, and then re-analyse for the BMUA, Rural East, Rural West, Urban East and Urban West.

Urban Rural Areas in Northern Ireland



APPENDIX B CHARACTERISTICS OF THE SAMPLE

B1 Introduction

This appendix provides an overview of the socio-demographic characteristics of the achieved sample used to create the results of the survey. 2,069 addresses were selected at random from the Pointer database. 1,032 addresses took part in the survey with one person at each address completing a questionnaire, with their responses relevant only to themselves.

The achieved sample was weighted to reflect the sex and age distribution of the general population of Northern Ireland, as per the population estimates obtained from the Northern Ireland Statistics and Research Agency.

B2 Age and sex distribution

The sample contained more women than men. The distribution of the sample was 42% men and 58% women. Compared to the most recent population estimates for Northern Ireland, this is similar in that there are more women than men. However, the split is wider than the full population estimates (49% vs. 51%).

In terms of age distribution, overall 9% were aged 24 or under, 34% were aged between 25 and 44, 31% were aged between 45 and 64 and 26% were aged 65 and over. Women were more prevalent than men in all the age bands. The age profile is below (Totals may vary from above due to rounding).

Table B1: Age by sex

Age	Men	Women	Total
	%	%	%
16-17	2	1	1
18-24	7	8	8
25-29	9	8	8
30-34	9	9	9
35-39	7	8	7
40-44	11	8	9
45-49	7	6	7
50-54	7	10	8
55-59	8	5	6
60-64	10	10	10
65-74	15	17	16
75 and over	9	11	10
refused	<1	<1	<1
Sample Size (N)	436	596	1,032

B3 Marital Status

The largest marital status group overall, was those married and living with their husband or wife (42%), with an additional 5% co-habiting. 24% were separated, divorced or widowed and 28% were single. Women were more likely to be widowed than men (17% compared to 5%). Men were more likely to be separated (8% compared to 4%) and were also slightly more likely to be single (30% compared to 27%) and to be married (44% compared to 40%).

Table B1: Age by marital status

Marital Status	Men	Women	Total
	%	%	%
Single	30	27	28
Co-habiting	7	4	5
Married ¹	44	40	42
Separated	8	4	6
Divorced	6	7	6
Widowed	5	17	12
Refused	1	1	1
Sample Size (N)	436	596	1,032

Notes

1. Includes those in a legally-recognised Civil Partnership

B4 Socio-Economic Group

Each person who completed the survey was asked to declare which socio-economic group they considered themselves to be a part of.

The table below shows the responses from the sample.

Table B2: Socio Economic distribution

Socio Economic Group	Men	Women	Total
	%	%	%
Professional	14	17	16
Managerial and Technical	19	15	16
Skilled Non-manual	6	8	7
Skilled Manual	27	9	17
Partly Skilled	8	10	9
Unskilled Manual	15	14	15
Other	1	3	2
Not applicable	10	23	18
Refused	1	1	1
Sample Size (N)	436	596	1,032

B5 Ethnic Group

Respondents were also asked to classify which ethnic group they considered they belonged to.

The large majority, 98%, of respondents classified themselves as white. All other ethnic groups, which included Chinese and Indian were less than 1% of the sample.

APPENDIX C NON-RESPONSE ANALYSIS

C1 Non-Response Analysis

As detailed in Appendix A, section A4, a response rate of 57% was achieved from the total sample. The table below gives a breakdown of the non-response addresses from the overall sample, by reason and by the Belfast, East and West geographical breakdowns.

Table C1: Non-response breakdown

Reason	Belfast	East	West	Overall
Couldn't trace	3	5	5	4
Couldn't trace and replaced	2	<1	0	1
Holiday home	0	1	3	1
Limited English	<1	<1	<1	<1
No access	7	2	1	4
No reply/No contact	41	41	43	41
Non residential	<1	<1	2	1
Other (Ill etc)	4	1	2	2
Rang office to refuse	4	6	4	4
Refused	23	25	20	23
Replacements not used	<1	2	1	1
Unavailable	3	3	3	3
Vacant/derelict	8	9	16	11
Vacant/derelict and replaced	3	3	0	2
No postcode	-	-	-	<1
Sample Size (N)	409	268	354	1038

The most common reason across all areas was 'No reply/No contact' followed by 'Refused'. The West had a higher level of 'Vacant/derelict' non responses in comparison to the other regions. Belfast had a higher incidence of 'No access' non-responses.

APPENDIX D SENSITIVITY ANALYSIS

D1 Problem Gambling Sensitivity Analysis

As discussed in A7, problem gambling in Northern Ireland is measured using the PGSI, which scores each individual based on their responses to nine questions/statements, producing a score between 0 and 27. In line with previous research, the threshold for “problem gambling” was a score of 8 or over. In this section we look at sensitivity analysis surrounding the PGSI scores of respondents to the NI Gambling Prevalence Survey.

Sensitivity analysis helps to build confidence in a model or estimate by studying the uncertainties that are often associated with parameters in models. With the nature of the statements used in the PGSI, the results are dependant on the perception of the respondents. A slightly different response to one of the questions could result in an increase or decrease in PGSI score. Table D1 presents the effect of both lowering the ‘problem gambler’ threshold and also increasing it. This gives an indication of how many respondents are either side of the official threshold and at risk of being a ‘problem gambler’ or equally their gambling classification being reduced to ‘moderate risk gambler’.

Table D1: Problem Gambling Sensitivity Analysis

Source: NI Gambling Prevalence Survey, 2010, DSD

PGSI Score	PGSI Thresholds								
	Problem Gambling Score 7+			Problem Gambling Score 8+			Problem Gambling Score 9+		
	<i>n</i>	%	CI	<i>n</i>	%	CI	<i>n</i>	%	CI
Non problem Gambler	888	84.4	+/- 2.1	888	84.4	+/- 2.1	888	84.4	+/- 2.1
Low Risk Gambler	72	8.1	+/- 1.6	72	8.1	+/- 1.6	72	8.1	+/- 1.6
Moderate Risk Gambler	47	5.0	+/- 1.3	50	5.3	+/- 1.3	58	6.0	+/- 1.4
Problem Gambler	25	2.5	+/- 0.9	22	2.2	+/- 0.9	14	1.5	+/- 0.7

By lowering the problem gambler threshold to 7 NI’s problem gambling rate increases to 2.5%, with a 95% confidence interval of +/- 0.9, meaning that we can be 95% confident that the actual/true value lies between 1.6% and 3.4% of respondents, equating to approximately between 23,000 and 48,000 of NI’s adult population.

Increasing the threshold to 9 reduces the problem gambling rate to 1.5%, with the actual figure lying between 0.8% and 2.2% of respondents, equating to approximately between 11,000 and 31,000 of NI's adult population.

We can see that the problem gambling rate does not react greatly to a change in individual's responses, and increases confidence in the measure.

APPENDIX E QUESTIONNAIRE

QUESTION 1**NUMBER**

MINIMAL VALUE 1000
MAXIMAL VALUE 4000

INTERVIEWER PLEASE ENTER THE SERIAL NUMBER FROM THE CONTACT SHEET

QUESTION 2

INTERVIEWER PLEASE SELECT YOUR ASSIGNMENT NUMBER

- 1 001
- 2 002
- 3 003
- 4 004
- 5 005
- 6 006
- 7 007
- 8 008
- 9 009:
- 10 010
- 11 011
- 12 012
- 13 013
- 14 014
- 15 015
- 16 016
- 17 017
- 18 018
- 19 019
- 20 020
- 21 021
- 22 022
- 23 023
- 24 024
- 25 025
- 26 026
- 27 027
- 28 028
- 29 029
- 30 030
- 31 031
- 32 032
- 33 033
- 34 034
- 35 035
- 36 036
- 37 037
- 38 038
- 39 039
- 40 040
- 41 041
- 42 042
- 43 043
- 44 044
- 45 045

INFO

M2592 - DSD - GAMBLING

Your answers will be treated as confidential, and replies which may identify individuals will not be shown in the analysis.

QUESTION 100**MULTIPLE**

Q1. Which of the following types of gambling have you spent money on in the last 12 months?

MULTICODE

INTERVIEWER - READ OUT EACH TYPE OF GAMBLING AND SELECT EACH ONE THE RESPONDENT HAS PARTICIPATED IN

- 1 Tickets for the National Lottery draw
- 2 Scratchcards
- 3 Tickets for raffles or ballots
- 4 The football pools
- 5 Bingo cards or tickets (in a bingo hall, not including on-line bingo)
- 6 Fruit or slot machines (Do not include: quiz machines, online fruit or slot machine style games)
- 7 Virtual gaming machines in a bookmaker's to bet on virtual roulette, keno, bingo etc. (not incl. quiz machines)
- 8 Tables games (roulette, cards or dice) outside the home
- 9 On-line gambling (not including buying National Lottery tickets online)
- 10 Betting in a bookmaker's (including by phone)
- 11 Betting at the race or dog track
- 12 Private betting, playing cards or games for money with friends, family or colleagues
- 13 None of these
- 14 Refused

QUESTION 101**MULTIPLE**

Do you participate in any other forms of gambling that have not been mentioned?

INTERVIEWER ENTER EACH FORM OF GAMBLING SEPARATELY - MAXIMUM 3

- 1 Yes, specify
- 2 Yes, specify
- 3 Yes, specify
- 4 No
- 5 Refused

QUESTION 200*IF [Q100 , 1]*

Q2 ACTIVITY 1 - Tickets for the National Lottery draw

(a) How often, on average, would you spend money on tickets for the National Lottery draw?

SINGLECODE

SHOWCARD 1

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 201**MULTIPLE***IF [Q200 , 1 TO 9 , 11]*

(b) Where did you participate in tickets for the National Lottery draw within the past 7 days?

MULTICODE

SHOWCARD 2

- 1 At a shop
- 2 As part of a syndicate
- 3 On the internet
- 4 Through a mobile phone
- 5 Through interactive TV
- 6 Somewhere else(Specify)
- 7 Not within past 7 days
- 8 Refused

QUESTION 202*IF [Q200 , 1 TO 9 , 11]*

(c) How much did you spend on the tickets for the National Lottery draw in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 300

IF [Q100 , 2]

Q3 ACTIVITY 2 - Scratchcards

(a) How often, on average, would you spend money on scratchcards?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 301**MULTIPLE**

IF [Q300 , 1 TO 9 , 11]

(b) Where did you participate in scratchcards within the past 7 days?

MULTICODE

SHOWCARD 3

- 1 At a shop
- 2 At a large supermarket
- 3 At a petrol station
- 4 On the internet
- 5 Somewhere else (Specify)
- 6 Not within past 7 days
- 7 Refused

QUESTION 302

IF [Q300 , 1 TO 9 , 11]

(c) How much did you spend on scratchcards in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 400*IF [Q100 , 3]*

Q4 ACTIVITY 3 - Tickets for raffles or ballots

(a) How often, on average, would you spend money on raffles or ballots?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 401**MULTIPLE***IF [Q400 , 1 TO 9 , 11]*

(b) Where did you participate in raffles or ballots within the past 7 days?

MULTICODE

SHOWCARD 4

- 1 At a club
- 2 At a school
- 3 At a social function
- 4 Through a friend, family, colleague
- 5 Through interactive TV
- 6 Through the internet
- 7 Through a mobile phone
- 8 By post
- 9 Somewhere else (specify)
- 10 Not within past 7 days
- 11 Refused

QUESTION 402*IF [Q400 , 1 TO 9 , 11]*

(c) How much did you spend on raffles or ballots in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 500*IF [Q100 , 4]*

Q5 ACTIVITY 4 - The football pools

(a) How often, on average, would you spend money on the football pools?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 501**MULTIPLE***IF [Q500 , 1 TO 9 , 11]*

(b) Where did you participate in the football pools within the past 7 days?

MULTICODE

SHOWCARD 5

- 1 At a shop
- 2 From a pools collector
- 3 At a bookmakers
- 4 By post
- 5 On the internet
- 6 Somewhere else (Specify)
- 7 Not within past 7 days
- 8 Refused

QUESTION 502*IF [Q500 , 1 TO 9 , 11]*

(c) How much did you spend on the football pools in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 600*IF [Q100 , 5]*

Q6 ACTIVITY 5 - Bingo cards or tickets

(a) How often, on average, would you spend money on Bingo cards or tickets?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 601**MULTIPLE***IF [Q600 , 1 TO 9 , 11]*

(b) Where did you participate in Bingo cards or tickets within the past 7 days?

MULTICODE

SHOWCARD 6

- 1 At a bingo hall
- 2 At an amusement arcade
- 3 At a social club or pub
- 4 At a fairground
- 5 At a church or hall
- 6 Somewhere else(Specify)
- 7 Not within past 7 days
- 8 Refused

QUESTION 602*IF [Q600 , 1 TO 9 , 11]*

(c) How much did you spend on Bingo cards or tickets in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 700*IF [Q100 , 6]*

Q7 ACTIVITY 6 - Fruit or slot machines (Do not include: quiz machines, online fruit or slot machine style games)

(a) How often, on average, would you spend money on fruit or slot machines?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 701**MULTIPLE***IF [Q700 , 1 TO 9 , 11]*

(b) Where did you participate in fruit or slot machines within the past 7 days?

MULTICODE

SHOWCARD 7

- 1 At a pub or bar
- 2 At an amusement arcade
- 3 At a bingo club
- 4 At a bookmakers
- 5 At a sports or social club
- 6 Somewhere else (Specify)
- 7 Not within past 7 days
- 8 Refused

QUESTION 702*IF [Q700 , 1 TO 9 , 11]*

(c) How much did you spend on fruit or slot machines in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 800*IF [Q100 , 7]*

Q8 ACTIVITY 7 - Virtual gaming machines in a bookmaker's (roulette, keno, bingo etc. not incl. quiz machines)
 (a) How often, on average, would you spend money on virtual gaming machines in a bookmaker's?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 801*IF [Q800 , 1 TO 9 , 11]*

(b) How much did you spend on virtual gaming machines in a bookmaker's in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 900*IF [Q100 , 8]*

Q9 ACTIVITY 8 - Table games (roulette, cards or dice) outside the home

(a) How often, on average, would you spend money on table games (roulette, cards or dice) outside the home?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 901**MULTIPLE***IF [Q900 , 1 TO 9 , 11]*

(b) Where did you participate in table games (roulette, cards or dice) outside the home within the past 7 days?

MULTICODE
SHOWCARD 8

- 1 In a bar or club
- 2 In a bingo hall
- 3 In an arcade
- 4 In a casino-type environment
- 5 Somewhere else (Specify)
- 6 Not within past 7 days
- 7 Refused

QUESTION 902*IF [Q900 , 1 TO 9 , 11]*

(c) How much did you spend on table games (roulette, cards or dice) outside the home in the past 7 days?

SINGLECODE
PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1000*IF [Q100 , 9]*

Q10 ACTIVITY 9 - On-line gambling

(a) How often, on average, would you spend money on On-line gambling?

SINGLECODE
SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1001**MULTIPLE***IF [Q1000 , 1 TO 9 , 11]*

(b) What type of games did you play within the past 7 days?

MULTICODE
SHOWCARD 9

- 1 Betting (horse, dogs, other events)
- 2 Bingo or Keno
- 3 Poker
- 4 Other card games
- 5 Roulette
- 6 Dice
- 7 Slot machine type games
- 8 Other (specify)
- 9 Not within past 7 days
- 10 Refused

QUESTION 1002*IF [Q1000 , 1 TO 9 , 11]*

(c) How much did you spend on on-line gambling in the past 7 days?

SINGLECODE
PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1100*IF [Q100 , 10]*

Q11 ACTIVITY 10 - Betting in a bookmaker's (including by phone)

(a) How often, on average, would you spend money on betting in a bookmaker's (including by phone)?

SINGLECODE
SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1101

MULTIPLE

IF [Q1100 , 1 TO 9 , 11]

(b) How or where did you participate in betting in a bookmaker's (including by phone) within the past 7 days?

MULTICODE
SHOWCARD 10

- 1 At the track
- 2 Telephone call
- 3 In a bookmakers
- 4 Somewhere else (Specify)
- 5 Not within past 7 days
- 6 Refused

QUESTION 1102

IF [Q1100 , 1 TO 9 , 11]

(c) How much did you spend on betting in a bookmaker's (including by phone) in the past 7 days?

SINGLECODE
PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1200

IF [Q100 , 11]

Q12 ACTIVITY 11 - Betting at the race or dog track

(a) How often, on average, would you spend money on betting at the race or dog track?

SINGLECODE
SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1201*IF [Q1200 , 1 TO 9 , 11]*

(b) How much did you spend on betting at the race or dog track in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1300*IF [Q100 , 12]*

Q13 ACTIVITY 12 - Private betting, playing cards or games for money with friends, family or colleagues

(a) How often, on average, would you spend money on private betting, playing cards or games for money with friends, family or colleagues?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1301**MULTIPLE***IF [Q1300 , 1 TO 9 , 11]*

(b) How or where did you participate in private betting, playing cards or games for money with friends, family or colleagues within the past 7 days?

MULTICODE

SHOWCARD 11

- 1 At a sports ground
- 2 At work
- 3 At home
- 4 At someone else's home
- 5 At a pub
- 6 By phone or text
- 7 Elsewhere (Specify)
- 8 Not within past 7 days
- 9 Refused

QUESTION 1302*IF [Q1300 , 1 TO 9 , 11]*

(c) How much did you spend on private betting, playing cards or games for money with friends, family or colleagues in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1400*IF [Q101 , 1]*

Q14 ACTIVITY 13 - <Question 101>

(a) How often, on average, would you spend money on <Question 101>?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1401**OPEN***IF [Q1400 , 1 TO 9 , 11]*

(b) Where did you participate in <Question 101> within the past 7 days?

INTERVIEWER RECORD VERBATIM

QUESTION 1402*IF [Q1400 , 1 TO 9 , 11]*

(c) How much did you spend on <Question 101> in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1403*IF [Q101 , 2]*

Q14 ACTIVITY 13 - <Question 101>

(a) How often, on average, would you spend money on <Question 101>?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1404**OPEN***IF [Q1403 , 1 TO 9 , 11]*

(b) Where did you participate in <Question 101> within the past 7 days?

INTERVIEWER RECORD VERBATIM

QUESTION 1405*IF [Q1403 , 1 TO 9 , 11]*

(c) How much did you spend on <Question 101> in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1406*IF [Q101 , 3]*

Q14 ACTIVITY 13 - <Question 101>

(a) How often, on average, would you spend money on <Question 101>?

SINGLECODE

SHOWCARD 1 AGAIN

- 1 Every day or almost every day
- 2 2 - 5 times a week
- 3 About once a week
- 4 2 - 3 days a month
- 5 Once a month
- 6 6 - 11 times a year
- 7 2 - 5 times a year
- 8 Once a year
- 9 Not in the last 12 months
- 10 Never
- 11 Refused

QUESTION 1407**OPEN***IF [Q1406 , 1 TO 9 , 11]*

(b) Where did you participate in <Question 101> within the past 7 days?

INTERVIEWER RECORD VERBATIM

QUESTION 1408*IF [Q1406 , 1 TO 9 , 11]*

(c) How much did you spend on <Question 101> in the past 7 days?

SINGLECODE

PROBE TO PRECODES

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1500

Q15 Betting on a Sunday (Horse racing, dog racing, other sports events)

(a) How often would you bet on a Sunday?

SINGLECODE

PROBE TO PRECODES

- 1 Every Sunday
- 2 More than once a month but not every Sunday
- 3 One Sunday a month
- 4 More than one Sunday a year but not monthly
- 5 One Sunday a year
- 6 Less than one Sunday a year
- 7 Never bet on a Sunday
- 8 Refused

QUESTION 1501**MULTIPLE***IF [Q1500 , 1 TO 6 , 8]*

(b) Where do you participate in Sunday Betting?

MULTICODE

SHOWCARD 12

- 1 Online
- 2 Bar or club
- 3 At a race track
- 4 By Phone
- 5 In the Republic of Ireland
- 6 Somewhere else (Specify)
- 7 Refused

QUESTION 1502*IF [Q1500 , 1 TO 6 , 8]*

(c) On average, how much do you spend when you bet on a Sunday?

SINGLECODE

- 1 Less than £1
- 2 £1 - £5
- 3 £5.01 - £10
- 4 £10.01 - £20
- 5 £20.01 - £50
- 6 More than £50
- 7 Nothing within past 7 days
- 8 Refused

QUESTION 1600

Q16. Thinking about the total money spent (if any) on all of these activities within the past 7 days, would you say

SINGLECODE

READ OUT

- 1 Overall, I usually gamble more in a typical week
- 2 Overall, I usually gamble less in a typical week
- 3 Overall, I usually gamble about the same in a typical week
- 4 Never gamble (DO NOT READ OUT)
- 5 Refused

QUESTION 1700

Q17 For the following statements, please indicate how much you agree or disagree

QUESTION 1701*DUMMY QUESTION*

- 1 People should have the right to gamble whenever they want
- 2 There are too many opportunities for gambling nowadays
- 3 Gambling should be discouraged
- 4 Most people who gamble do so sensibly
- 5 Gambling is dangerous for family life
- 6 On balance, gambling is good for society
- 7 Gambling livens up life
- 8 It would be better if gambling was banned altogether
- 9 Bookmakers should be allowed to open on a Sunday
- 10 Bingo Halls should be allowed to open on a Sunday

PUT IN STATEMENT Q1701,1

QUESTION 1702

People should have the right to gamble whenever they want

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,2

QUESTION 1702

There are too many opportunities for gambling nowadays

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,3

QUESTION 1702

Gambling should be discouraged

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,4

QUESTION 1702

Most people who gamble do so sensibly

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,5

QUESTION 1702

Gambling is dangerous for family life

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,6

QUESTION 1702

On balance, gambling is good for society

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,7

QUESTION 1702

Gambling livens up life

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,8

QUESTION 1702

It would be better if gambling was banned altogether

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
- 2 Agree
- 3 Neither Agree or Disagree
- 4 Disagree
- 5 Strongly Disagree
- 6 Refused

PUT IN STATEMENT Q1701,9

QUESTION 1702

Bookmakers should be allowed to open on a Sunday

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
 2 Agree
 3 Neither Agree or Disagree
 4 Disagree
 5 Strongly Disagree
 6 Refused

*PUT IN STATEMENT Q1701,10***QUESTION 1702**

Bingo Halls should be allowed to open on a Sunday

SINGLECODE

SHOWCARD 13

- 1 Strongly Agree
 2 Agree
 3 Neither Agree or Disagree
 4 Disagree
 5 Strongly Disagree
 6 Refused

QUESTION 1703

SELF COMPLETE SECTION - PLEASE ALLOW RESPONDENT TO COMPLETE THIS SECTION THEMSELVES

QUESTION 1800

For the next set of questions, please indicate the extent to which each one has applied to you in the last 12 months

QUESTION 1801*DUMMY QUESTION*

- 1 Q18. Have bet more than you could really afford to lose?
 2 Q19. Have you needed to gamble with larger amounts of money to get the same feeling of excitement?
 3 Q20. When you gamble, do you ever go back another day to try to win back the money you lost?
 4 Q21. Have you borrowed money or sold anything to get money to gamble?
 5 Q22. Have you felt that you might have a problem with gambling?
 6 Q23. Has gambling caused you any health problems, including stress or anxiety?
 7 Q24. Have people criticised your gambling or told you that you had a gambling problem, regardless of whether or not you thought that it was true?
 8 Q25. Has your gambling caused any financial problems for you or your household?
 9 Q26. Have you felt guilty about the way you gamble or what happens when you gamble?

*PUT IN STATEMENT1 Q1801,1***QUESTION 1802**

Q18. Have bet more than you could really afford to lose?

PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
 2 Most of the time
 3 Sometimes
 4 Never
 5 Refused

PUT IN STATEMENT1 Q1801,2

QUESTION 1802

Q19. Have you needed to gamble with larger amounts of money to get the same feeling of excitement?
PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,3

QUESTION 1802

Q20. When you gamble, do you ever go back another day to try to win back the money you lost?
PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,4

QUESTION 1802

Q21. Have you borrowed money or sold anything to get money to gamble?
PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,5

QUESTION 1802

Q22. Have you felt that you might have a problem with gambling?
PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,6

QUESTION 1802

Q23. Has gambling caused you any health problems, including stress or anxiety?
PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,7

QUESTION 1802

Q24. Have people criticised your gambling or told you that you had a gambling problem, regardless of whether or not you thought that it was true?

PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,8

QUESTION 1802

Q25. Has your gambling caused any financial problems for you or your household?

PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

PUT IN STATEMENT1 Q1801,9

QUESTION 1802

Q26. Have you felt guilty about the way you gamble or what happens when you gamble?

PLEASE CHOOSE THE OPTION THAT APPLIES

- 1 Almost always
- 2 Most of the time
- 3 Sometimes
- 4 Never
- 5 Refused

QUESTION 2700

The following two questions are for Equality purposes. As was the case throughout the survey, the responses which you give to these questions, are completely confidential.

Q27 What is your religion, even if you are not currently practising?

SELECT ONLY ONE

- 1 Catholic
- 2 Protestant or Other Christian
- 3 Buddhist
- 4 Hindu
- 5 Jewish
- 6 Muslim
- 7 Sikh
- 8 Other - please specify
- 9 No religion
- 10 Refused

QUESTION 2800

Q28 Which of the following best describes how you think of yourself ...

SELECT ONLY ONE

- 1 Heterosexual or Straight
- 2 Gay or Lesbian
- 3 Bi-sexual
- 4 Refused

QUESTION 2801

Thank you for completing this section, we just have a few more questions to finish off - again to ensure that we speak to all groups of people in the population. If you can let the interviewer know you have reached this point and so they can complete the interview with you.

Finally, the following few questions are also for Equality purposes. As was the case throughout the survey, the responses which you give to these questions, are completely confidential.

QUESTION 2900

Q29 Please record gender

SINGLECODE

- 1 Male
- 2 Female

QUESTION 3000

Q30 Are you...

SINGLECODE

READ OUT

- 1 Single, that is never married
- 2 Co-habiting
- 3 Married and living with husband or wife
- 4 A civil partner in a legally-recognised Civil Partnership
- 5 Married and separated from husband or wife
- 6 Divorced
- 7 Widowed?
- 8 Refused

QUESTION 3100

Q31 Which of the following age bands you fall into ...

SINGLECODE

- 1 16-17
- 2 18-24
- 3 25-29
- 4 30-34
- 5 35-39
- 6 40-44
- 7 45-49
- 8 50-54
- 9 55-59
- 10 60-64
- 11 65-74
- 12 75 or more?
- 13 Refused

QUESTION 3200

Q32 Do you have any adults or children who are dependent on you?

SINGLECODE

- 1 Yes
 2 No
 3 Refused

QUESTION 3300

Q33 To which of these ethnic groups do you consider you belong

SINGLECODE

SHOWCARD 14

- 1 White
 2 Chinese
 3 Irish Traveller
 4 Indian
 5 Pakistani
 6 Bangladeshi
 7 Other Asian
 8 Black-Caribbean
 9 Black-African
 10 Other Black
 11 Mixed Ethnic Group
 12 Other (specify)
 13 Refused

QUESTION 3400

Q34 The Disability Discrimination Act 1995 defines a disabled person as someone who has 'a physical or mental impairment which has a substantial

and long-term adverse effect on his or her ability to carry out normal day to day activities'.

Do you consider that you meet this definition of disability?

SINGLECODE

- 1 Yes
 2 No
 3 Refused

QUESTION 3500**NUMBER**

Q35 How many people aged 16 and over live in your household (including respondent)?

RECORD NUMBER

QUESTION 3600

Q36 Are you the sole or joint householder, or their spouse or partner - the householder is the person in whose name this dwelling or accommodation is owned or rented?

SINGLECODE

- 1 Sole or Joint householder
 2 Spouse or partner of householder
 3 Other
 4 Refused

QUESTION 3700

Q37 How would you describe your current employment status

SINGLECODE

SHOWCARD 15

- 1 Employed Full time
- 2 Employed Part time
- 3 Self Employed Full time
- 4 Self Employed Part time
- 5 Unemployed less than 6 months
- 6 Long term unemployed 6+ months
- 7 Work related Govt training
- 8 Looking after the family or home
- 9 Retired
- 10 Long term sick or unable to work
- 11 Full time student
- 12 Unpaid Family Worker
- 13 Other (specify)
- 14 Refused

QUESTION 3701

Q37b In which socio-economic group would you consider yourself to be?

SINGLECODE

SHOWCARD 16

- 1 Professional
- 2 Managerial and Technical
- 3 Skilled Non-manual
- 4 Skilled Manual
- 5 Partly Skilled
- 6 Unskilled Manual
- 7 Other (specify)
- 8 Not applicable
- 9 Refused

QUESTION 3800

Q38 Thinking about all possible sources of income, which band does your PERSONAL income fall into before deductions for Tax and National

Insurance? Please just read out the letter

SINGLECODE

SHOWCARD 17

- 1 D
- 2 Z
- 3 F
- 4 H
- 5 S
- 6 P
- 7 T
- 8 R
- 9 M
- 10 C
- 11 L
- 12 Refused
- 13 No personal income

QUESTION 3900

Q39 Thinking about all possible sources of income, which band does your TOTAL HOUSEHOLD income fall into before deductions for Tax and National Insurance? Please just read out the letter

SINGLECODE

SHOWCARD 17 AGAIN

- 1 D
- 2 Z
- 3 F
- 4 H
- 5 S
- 6 P
- 7 T
- 8 R
- 9 M
- 10 C
- 11 L
- 12 Refused
- 13 Don't know

QUESTION 9000

That was the last question.

Thank you very much for your co-operation.

I would like to assure you that all the responses you have given are totally confidential.

And that this interview has been carried out under the guidance of the Market Research Society.

You have completed this interview with _____ from Millward Brown Ulster.

You can verify our company by dialing 100 and asking for FREEPHONE Market Research Society.

QUESTION 9001

NUMBER

Signify that this interview is a true record and has been conducted within the Market Research Society Code of Conduct by typing in your interviewer number below

YOU MUST ENTER YOUR FULL INTERVIEWER NUMBER

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